



Ted Zeller – Chairperson
Daryl Hendricks – Vice Chairperson
Santo Napoli – Secretary
Jeff Glazier – Treasurer
Jonathan Haney – Executive Director
Dan McCarthy, Davison McCarthy – APA Solicitor

ALLENTOWN PARKING AUTHORITY BOARD OF DIRECTORS MINUTES

A regular meeting of the Allentown Parking Authority Board of Directors was held at 12:00 p.m. on Wednesday, August 28, 2024, at the Offices of the Allentown Parking Authority, located at 603 W Linden Street, Allentown, PA 18101.

The following attended:

Ted Zeller – Chairperson
Daryl Hendricks – Vice Chairperson
Santo Napoli – Secretary
Jeff Glazier – Treasurer
Dan McCarthy – APA Solicitor
Jon Haney – Executive Director
Oswaldo Tosado – Deputy Director
Mark Toro - Deputy Director
Nicole Siegfried – Finance Manager
Kevin McNulty – Community Relations Specialist
Jayme Adams – Minutes

Guests:

Jen Dalrymple (City Center)
Zack Sienicki (City Center)
Ruth Marcon (Resident)
Dean Will (Observing)

CALL TO ORDER

Mr. Zeller called the meeting to order at 12:15 p.m.

APPROVAL OF THE JULY MEETING MINUTES

Mr. Zeller asked for approval of the July meeting minutes. Mr. Hendricks made a motion to approve the minutes, Mr. Glazier seconded the motion. The Board voted and approved the July meeting minutes.

COURTESY OF THE FLOOR

Mr. Zeller moved up the discussion to allow members of the public to speak.

Community Concerns

- **Issue Raised:** A resident from the 19th Street Theater District expressed concerns regarding extended metered parking hours (until 9:00 PM), which they argued was harming local businesses by deterring customers from staying in the city for evening events.
 - They also raised concerns about one-hour parking limits in the Theater District, which are too short for visitors attending theater shows or dining at local restaurants.
 - **Suggested Solution:** The resident proposed shortening metered parking hours to end at 5:00 or 6:00 PM to make it easier for visitors to stay downtown for evening activities.
- **Additional Community Comments:**
 - Some residents complained about inadequate signage and limited parking options in the downtown area, particularly around the PPL Center during events.
- **APA Response:**
 - Mr. Zeller acknowledged the concerns and explained that the city has changed significantly in recent years, and many existing parking regulations are outdated.
 - A citywide metered parking study is currently being conducted, with the goal of identifying inefficiencies and making parking more user-friendly, particularly in areas like the Theater District and downtown.
 - **Timeline for Parking Study:** Mr. Haney spoke on the parking study which will take 5-6 months, after which the APA will provide recommendations to City Council for approval and implementation.

EXECUTIVE DIRECTOR'S REPORT

Mr. Haney reported.

Metered Parking Study

- **Objective:** The APA, in collaboration with City Council, has initiated a comprehensive study to assess and improve the current metered parking system in Allentown. The study will cover various neighborhoods, including downtown and the 19th Street Theater District, to address parking challenges for businesses, residents, and visitors.
- **Expected Outcome:** The study is aimed at recommending changes that improve parking availability, especially during busy event times, and better balance street parking with deck parking usage.
- **Community Involvement:** Residents are encouraged to provide feedback either individually or collectively to APA through letters or emails, which will be used to inform the final recommendations.

Discussion: Parking Deck vs. Street Parking Usage

- **Issue:** The board discussed challenges related to street parking being fully occupied during major downtown events, such as those at the PPL Center, while parking decks remain underutilized.

- **Proposal:** The APA is looking to encourage more people to park in decks, which would free up street parking for short-term visitors, making it more convenient for people visiting downtown businesses or attending events.

Student and Adjunct Faculty Parking Proposal

- **Proposal Overview:**
 - The APA discussed offering discounted parking permits to students and adjunct faculty from local institutions, including Lehigh County Community College (LCCC).
 - Proposed rates: \$60/month for surface lot parking and \$75/month for parking decks.
- **Feedback from LCCC:**
 - LCCC administration countered the APA's initial rate proposal, suggesting a lower rate of \$60/month for both students and adjuncts.
- **Next Steps:**
 - The APA will work toward finalizing the plan with the aim of implementing the new student parking system by January 2025, in time for the spring semester.

Code Red Program:

- APA introduced a Code Red system for alerting residents about parking restrictions, street closures, and other critical information in real-time. Flyers for the program were distributed at community events.

Operational Updates

- **940 Linden Rehabilitation:**
 - Phase 1 of rehabilitation work on the 940 Linden Parking Deck is scheduled to begin on September 3rd, 2024. APA is working with contractors to ensure the project stays on budget.
 - An additional \$250,000 from earlier financing will be used for further maintenance work at the deck.
- **Spiral Deck Repairs:**
 - The APA identified additional areas of concern in the spiral deck, which may delay the planned mural project. The APA's structural engineer is currently assessing the situation.
- **Student Parking Initiative:**
 - APA continues to refine its discounted parking initiative for students and part-time employees in the downtown area. This initiative would provide reduced rates based on estimated usage for students and adjunct professors.

DECK ARTWORK DISCUSSION, EASEMENT CONSIDERATION

Mr. Zeller reviews changes.

- **Installation and Removal**

- **Restoration:**
 - Upon termination of the agreement they have to properly restore the easement area and disturbed area. If we have a reasonable plan, we will give it to them.
- **Consent:**
 - Must be obtained before engaging with art.

Mr. Zeller made a motion to approve the changes. Mr. Glazier seconded the motion. The board voted and the motion passed unanimously.

JULY ENFORCEMENT RESULTS

Mr. Tosado reviewed the enforcement results.

- **Double Parking Enforcement:**
 - Double parking on North 7th Street: we issued 18. tickets making the total for the year 78. APD has issued 0 in the month of July and 0 year to date.
 - Double parking on Hamilton Street: 8 issued in July for year-to-date total of 84. APD has issued 1 in the month of July and 7 year to date.
- **Dispatch:**
 - Dispatch fielded 1,598 calls for service. 143 additional web complaints came in totaling 1,741 complaints for July. This is a 291-call increase making this our second highest month of complaints.
- **LPR:**
 - US Marshals task force reached out to thank us for the LPR information we shared with them which helped them close down on a fugitive that was in the area.

JULY CUSTOMER APPEALS RESULTS

Mr. Tosado reviewed the customer appeal results.

- APA resolved 300 parking appeals in July, a record number aimed at addressing a backlog. Of the appeals, 189 were found valid, 28 were dismissed, and 83 were reduced to warnings.
- Year to date we have completed 1,530 appeals.

JULY FINANCE REPORT

Ms. Siegfried reported.

- **July 2024 Revenue:**
 - Total revenue for July 2024 was \$1,227,430, slightly below budget projections.
- **Year-to-Date Performance:**
 - Year-to-date revenue totaled \$7,591,350, which is 11% lower than the budget. Operating expenses for July were 16% below budget.

- **Staffing Update:**
 - APA remains understaffed, particularly in enforcement roles, which has contributed to lower personnel costs. Efforts are ongoing to address this.

COMMUNITY RELATIONS REPORT

Mr. McNulty reported.

- **Back-to-School Events:**
 - APA participated in the Allentown School District's Back-to-School Bash, which saw over 8,000 attendees. APA distributed parking information and other outreach materials. They also partnered with Barnacle Parking to co-sponsor the event.
- **Ongoing Neighborhood Meetings:**
 - APA held meetings with various neighborhood groups, including the Franklin Park neighborhood, where local parking concerns were addressed. The APA is exploring new ways to involve community members in ongoing discussions about parking improvements.

EXECUTIVE SESSION

- **Discussion:**
 - The board entered an executive session to discuss legal and real estate matters.
- **Actions Taken:**
 - Post-executive session, the board voted to hire Ray Geiger as a real estate appraiser to assist with upcoming property negotiations. A motion was made by Mr. Zeller. The motion was seconded by Mr. Glazier. The board voted and the motion was passed unanimously.

This meeting was adjourned at 2:02 p.m.

The next Board Meeting will be on Wednesday, September 25, 2024
at The Offices of Allentown Parking Authority at 603 W Linden Street