

**METUCHEN PARKING AUTHORITY**  
**JULY 19, 2016 MINUTES**

**PRESENT:**

Commissioners: Leonard Roseman, John DeFoe, Ed O'Brien and Richard Dyas  
Borough Council Liaison: Jay Muldoon  
Chamber Liaison:  
Legal Counsel: Daria Venezia  
Executive Director: Thomas Crownover

Chairman Roseman stated that this meeting conforms with Chapter 231 P.L. 1975 called the Senator Baer Open Public Meetings Act. As per the requirements of the statute, notification of the meeting was provided to the Home News Tribune and Metuchen Edison Sentinel and filed with the Borough Clerk.

**PUBLIC COMMENT**

Commissioner Dyas moved to suspend the regular order of business, was seconded by Mr. DeFoe and approved unanimously. The Chair then turned the meeting over to Council Liaison Jay Muldoon. He began presenting the concerns of the Downtown Business Alliance related to parking noting Mr. Ciecielka's presence to discuss Nexus and the parking deck.

Eric Berger proposed a working group to examine shopper and employee parking to report both to the Authority and the Downtown Business Alliance. He observed that part-time employees would have difficulty paying \$55 monthly for parking. Mr. Berger said that a thriving downtown required affordable parking for employees working in town.

Chairman Roseman said that Halsey would accommodate town workers. Margaret Inglese of 406 Main Street, said that she had permits at Friendly's and Center Street East. She complained that she is waiting for more Center Street parking because the walk from Friendly's is too far. Mr. Berger asked about reduced rate parking for town workers. Mr. DeFoe mentioned the difficulty in managing lot parking with summer vacations preventing an accurate car count. A determination of permit oversell is easier done in mid-September.

Mr. Ciecielka, president of Nexus Parking Systems said that making parking available at all times would encourage shoppers to visit Metuchen. Barry Montalto, owner of Optique Unique noted abuse of street meters occurred because enforcement was lacking. Employees and owners are parking on street depriving patrons of parking. He said that permits could be pooled and shared among employees.

Ms. Inglese complained that farmers' market patrons were parking in the Boyt's lot. Mr. Muldoon asked that cones be removed for the weekends to encourage use of the deck. Mr. Dyas suggested signage stating "free farmers' market parking". Mr. Roseman said this was an issue to take up with the market manager. Mr. Ciecielka described his effort to communicate the availability of deck parking.

It was noted that the deck would be a wonderful tool for restaurants and retailers to support their businesses. Mr. Roseman noted the technology to be used in the deck will help make it a significant asset for Metuchen.

Tom McKiernan of Highland Avenue asked about Authority street enforcement. Chairman Roseman responded that policy setting should be done by Borough Council. Mr. McKiernan complained that cars parked all day without putting money in the meters. Commissioner O'Brien said that enforcement has been a difficult issue for many years. Mr. DeFoe added that without enforcement, parking could not be managed.

Mr. LeBar complained about meter # 771 was not in place. He also asked about daily spaces at the deck. Mr. Ciecielka described payment options for daily parkers. There is a help button on all machines with 24/7 staffing. Mr. LeBar then proposed automated parking might be used. Chairman Roseman responded that reliability is a problem. Mr. Ciecielka said that queing is very long and is not appropriate for commuters coming off of a train.

Mr. Steven Stempinski complained about the 43% rate increase on South Main Street. He asked for consideration for the business people who park there. Mr. Roseman stated that the decision to increase rates was not arbitrary. The philosophy behind the increase was that Metuchen tax payers subsidize parking by using its land to park cars and they are entitled to appropriate parking rates that give them fair value for the use of their assets. Mr. DeFoe said the cost of land to park a car is \$15,000. Mr. Stempinski said that he saw no benefit to Metuchen taxpayers and proposed free parking for businesses.

Ms. Inglese complained about lack of timely notice about the rate increase. She felt embarrassed as a landlord to inform her tenants about the rate increase. Mr. Dyas made the point that the Authority has paid ten tax points in borough contribution annually.

Mr. Muldoon asked about formation of a working group to address parking issues. Commissioner O'Brien recommended taking enforcement policy questions to Borough Council.

### **SPECIAL GUEST:**

Jim Cardiello of IPS, a supplier of credit card accepting single space meters presented his product. The meter takes credit cards and coins. He introduced his company saying it had over 225,000 units on city streets around the country. New Brunswick installed 778 IPS meters and offers a coop for other New Jersey communities to purchase this item. Somerville had 342 of these meters. The M5 is the latest model and a complete solar unit. It is fully cellular working on the 4G network. The meter fits inside Metuchen's current housings. The simplicity of the meter makes it user friendly. Dome mounted and pole mounted vehicle sensors are optional equipment. An app allows pay by phone in real time using pole numbers. The app identifies the pole and is battery friendly, using power more efficiently and recharging on four hours of ambient light. Customer receipts are available on the app. Use of the meter will increase the use of credit cards for Authority revenue, reducing coin collection. The app is free without charge to customers. The NJ coop price is \$465.00 without the vehicle sensor. Maintenance is easy and

trouble is alerted in real time. Mr. LeBar asked about skimming which Mr. Cardiello said was not a problem with this meter. Mr. Ciecielka asked about coin collection. The meter collection is aided by a card that identified the collector and gives a full audit trail of the meter transactions.

Mr. DeFoe asked about service costs. Monthly meter charge of \$5.75 plus 13 cents per transaction plus 1 or 2% transaction fees. Mr. Roseman asked about enforcement. Real time DMS allows programming the software pushing to each or all meters. Stores could publish advertising on meter display screens. The blinking red and green lights indicating violation status are visible from the street and the sidewalk.

In addition to real time reporting, the back office data allows for reports to present data in any format. A grace period could be included on this meter. No card would be needed to trigger the meter. Data is available from any internet device. Mr. DeFoe asked about clearing coin jams and dealing with a low battery. Jams are easily cleared. Vandalism is less of an issue since revenue is paid primarily on credit cards. Parking zone limitations are set by the town. The meter would not permit exceeding the set hourly limit. Mr. Cardiello claimed that their vehicle sensor is 98% accurate and the meter has a life expectancy of 10 years. The meter is made in the USA. New Brunswick is testing the sensors presently. Mr. DeFoe asked about liability for data security. Jim said they assumed that burden. IPS is level one PCI certified. Sensors could be done as an add-on. The coop rates are on a two year contract. Mr. O'Brien asked about handicap parking. This is handled by the enforcement officer.

A discussion about using these meters in the New Street lot and enforcement ensued. Changing enforcement times to 11 AM to 9 PM had been recommended by the management plan. Commissioner O'Brien noted that credit card meters would be a substantial investment.

Mr. Dyas moved to return to the usual order of business and a second by Mr. O'Brien was followed by unanimous approval.

### **MINUTES:**

Mr. DeFoe moved approval of the minutes of the June 21<sup>st</sup> meeting and was seconded by Mr. Dyas and unanimously approved.

### **BILL LIST:**

Mr. Dyas moved approval of the Bill List which included requisitions in the amount of \$37,599.54 requested in the Borough Administrator's letter of June 20, 2016; \$2,217.81 for permit refunds; \$10,488.46 for regular bills and \$22,872.74 to the Borough of Metuchen for street meter collections. The motion was seconded by Mr. O'Brien and unanimously approved.

Chairman Roseman discussed the Durham interim lot and sought commissioners concurrence with a final payment to the licensor in the amount of \$400. Mr. Defoe moved with second by Mr. Dyas to pay \$400.00 as final payment for Durham parking which received unanimous approval.

**JUNE INCOME: \$75,092.59; YEAR TO DATE INCOME: \$461,890.66**

**EXECUTIVE DIRECTOR'S REPORT:**

None.

**OLD BUSINESS:**

**NEW BUSINESS:**

The proposed ACI contract for online credit card acceptance was considered upon motion duly made by Mr. O'Brien, seconded by Mr. Dyas and unanimously approved, the following resolution was adopted: the Parking Authority of the Borough of Metuchen will contract with Official Payments Corporation for electronic receipt of parking permit payments.

**RECORDED VOTE:**

	YES	NO	ABSENT	ABSTAIN
Chairman Roseman	X			
John DeFoe	X			
Richard Dyas	X			
Anthony Campisi			X	
Edmund O'Brien	X			

**REPORT OF COUNCIL LIASION**

Signage and wayfinding was discussed by Councilman Muldoon who also advised Sue Labouvie of Studio L'Image will attend our August 16th meeting.

**CHAMBER OF COMMERCE:**

**ADJOURNMENT**

Mr. DeFoe moved adjournment was seconded by Mr. Dyas and the meeting adjourned.

Respectfully submitted,  
/s/ Thomas Crownover

