



Ted Zeller – Chairperson  
Santo Napoli – Vice Chairperson  
Daryl Hendricks – Secretary  
Bina Patel – Treasurer  
Yamilett Gomez - Member  
John N. Morgan – 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 23, 2023, at the Offices of the Allentown Parking Authority, located at 603 W. Linden Street, Allentown, PA 18101.

The following attended:

Ted Zeller – Chairperson  
Santo Napoli – Vice Chairperson  
Daryl Hendricks – Secretary  
Bina Patel – Treasurer (Absent)  
Yamilett Gomez - Member  
Dan McCarthy – APA Solicitor  
John Morgan – Executive Director (Absent)  
Jon Haney – Deputy Director  
Christina Dayton – Deputy Director  
Jill Fessler – Finance Manager  
Jayme Adams – Minutes

Guests:

Jennifer Dalrymple (City Center)  
Judy Woosnam (City Center)

### **CALL TO ORDER**

Mr. Zeller called the meeting to order at 12:13 pm.

### **APPROVAL OF THE JULY MINUTES**

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

### **EXECUTIVE DIRECTORS REPORT**

Mr. Zeller moves executive session to the end due to our guests. Mr. Haney speaks about the Spiral Deck restoration project. Construction is still scheduled to end mid-September. Mr. Haney did remind them that the busy season for event parking is coming and urged them to stay on schedule, so we have that deck available. The Da Vinci sidewalk project is also moving along. The footings are in and the base for the retainer wall are in. Construction is right on schedule. Mr. Zeller inquired about tree

selection. Mr. Haney said there are no answers on the trees yet. We will get the area back to the Montessori School as soon as possible for their use. The kids will be gaining room with the project design and will be able to enjoy it soon.

Mr. Haney states that they had a meeting with Sheridan Elementary School. Allentown Parking Authority Board member Yamillet Gomez and Allentown Police Department's Sergeant Leonard joined. They discussed the parking issues that the school faces with pick up and drop off. A lot of ideas were put on the table. The result of the meeting was the principal would be meeting with the school district to share the ideas that were discussed. He shared that the Allentown School District is looking at some kind of bussing to see if it can help alleviate some of the issues. The school principal estimates they have 200 cars coming to pick up students at the same time. Mr. Haney states that you can't possibly fit that number of cars on one block at one time. The school is doing their due diligence talking with neighbors about creating agreements to use off street space but nothing definitive has been set up yet. Local lots are resistant due to trash and litter being left behind previously. The school is offering to perform clean up in hopes they will reconsider revisiting this option. The school is also discussing putting kids all in one spot and bringing buses to them. Mr. Haney is pleased the school district is open to the idea of bussing and believes he can stage room for them without blocking traffic. Ms. Gomez is hesitant to the idea of busses due to her own experience. Ms. Gomez continues that there have been physical incidents between parents, the school has had to be shut down, and it gets bad down there all due to parking challenges. Mr. Zeller mentions additional schools that present major parking issues, the Arts Academy in particular, which used to be a gym and is now a school which has a completely different population density. Mr. Zeller inquires about what is going to happen with schools and parking. Mr. Haney states that at some point tickets will need to be written and the challenges faced when that occurs. It's a messy and challenging situation for the parents and for enforcement. Mr. Napoli suggests we ask Principal Shahda to send some notices out regarding parking issues and the need to contact the authorities regarding parking challenges. He would like to have notices go out before any enforcement arrives. Mr. Haney summarizes the challenges of trying to fit too many cars in one small area and believes the answer is finding a way to not have so many cars in one place at one time. Staggered release is not an option especially due to parents who have multiple children. Mr. Haney once again stated that the school district is eager to find a solution that doesn't negatively impact people.

## **ENFORCEMENT RESULTS**

Mr. Haney goes over enforcement numbers.

Double parking on 7<sup>th</sup> street area of focus: 2 tickets issued in the month of July. 6 less than June, which had 8, bringing our total to 639 issued this year.

Double parking on Hamilton Street area of focus: 6 tickets issued in the month of July. 1 less ticket was issued than the previous month bringing out total to 111 for the year.

There were 386 accounts of horn usage in July up from 322 the previous month. Mr. Zeller states that the data continues to show that the horn is not working.

Allentown Parking Authority assisted in 3 stolen vehicle recoveries.

Dispatch received 1352 calls for service in the month of July. Mr. Haney adds that 3<sup>rd</sup> shift complaints have tripled since January. January received 47, February 51, March 99, April 100, May 150, June 168, and July 150. Mr. Haney discusses fire hydrant tickets, in the month of July we issued 247, 146 of them were on the 3<sup>rd</sup> shift solely in the areas we are going back and forth patrolling our own lots as we are still not on active patrol. Mr. Santo inquires if we have any data as to how many dispatch calls translate to violations. Mr. Haney stated that we do not currently have a way of tracking that. Mr. Napoli recalls that at the parking forum folks wanted enforcement overnight, but not everywhere just

where it's needed. Mr. Napoli says that in the public eye, responding to dispatch calls puts you where the public wants you. Mr. Zeller says that regardless this will continue to create conflict. Mr. Haney says that some of the tickets are dispatch, but a lot are what we are seeing going from lot to lot checking on our own properties. He continues that the numbers suggest there's far more going on out there that's unchecked because we aren't looking for it. Ms. Dayton adds that if the public knows we are not out there patrolling, they are going to park illegally and unsafely. Mr. Zeller adds that we have diligent citizens calling in those complaints. Mr. Haney states that in addition to reconsidering the double-parking approach we might consider active patrol on the midnight shift and limit it to the same safety violations.

Mr. Haney would like to review some data to share regarding the impact the appeal process is having on the amount of tickets sent to court. From July of last year to March of this year, we averaged 25% of our tickets issued being sent to the court system. From April of 2023 through July, 31% are being sent to the court system. The percentage has gone up, but the numbers have gone down. We aren't writing as many tickets as we used to. The burden on the court system has dropped but the number of tickets going to court has increased percentage wise. Mr. Zeller asks for numbers. Mr. Haney states that in July 2023, 11,699 tickets were issued. 3,144 of those were sent to court. In July 2022, 15,220 were issued and 5,150 of those went to court. Mr. Hendricks asks Mr. Haney what the most appealed violation is. Mr. Haney takes a guess that double parking is because it has the highest fine. Mr. Hendricks asks Mr. Haney to get confirmation on that for next month's meeting. Mr. Haney states that the biggest reason people appeal is more about wanting to do a payment plan, not that they want to dispute the ticket. Mr. Zeller states that we need to find a way to do our own payment plan. Mr. Haney requests assistance from Solicitor Mr. McCarthy in uncovering a way to create our own payment plan process. Mr. Haney discusses the complication of tickets being on a time scale. Some ideas are discussed and commitments to follow up conversations are made.

### **JULY CUSTOMER APPEALS RESULTS**

Ms. Dayton goes over appeals numbers.

Overall, for the year so far there have been 1,785 appeals: 923 (53%) were dismissed or reduced to a warning. 862 (47%) were found valid.

In July, there were 201 ticket appeals: 119 were found to be valid or upheld. 28 were dismissed. 54 reduced to a warning. 70 paid and 18 went to court.

Overall, for the year there is a 53% dismissal rate while 47% are upheld.

### **JULY FINANCE REPORT**

Total revenue for the month of July was \$735,494 (34% below budget). YTD total revenue was \$7,282,545 (7% below budget). Operating revenue was \$712,239 (36% below budget). YTD operating revenue was \$7,110,065 (8% below budget). Enforcement revenue contributed \$480,157 (39% below budget) and Off-Street, Events, and Customer Service contributed \$232,082 (28% below budget). Non-operating revenue was \$23,255 (127% above budget)

Total operating expenses for the month of July were \$626,364 (17% below budget). YTD operating expenses were \$4,438,487 (15% below budget). For the month, personnel costs were \$452,267 (19% below budget). Services and charges were \$150,049 (13% below budget), and materials and supplies were \$24,047 (37% above budget).

For the month of July, total revenue exceeded total expenses by \$109,130 (70% below budget). After transfers to capital, the City and the debt service fund, the general operating fund shows a loss of \$270,718.

Overall, for the seven-month period ending July 2023, total revenue exceeded total expenses by \$2,844,059 (10% above budget). After transfers to capital, the City and the debt service fund, the excess for the period is \$165,882.

The total cost to date for the Maple Street Garage is \$24,723,989.

### **COURTESY OF THE FLOOR**

Moving into Courtesy of the floor, there is some brief discussion among board and Allentown Parking Authority executives.

Ms. Dayton speaks about the upcoming International Parking Day and all we are doing to raise funds and donations for the Sixth Street Shelter and Ecumenical Food Bank. Flyers were made to be handed out with meter tickets this year in English and Spanish. The week of International Parking Day (September 15, 2023), \$10 meter tickets will be waived with \$10 worth of donations.

Mr. Zeller discusses the new system in the decks and with a higher volume being expected in September, especially with LVHN coming back, wants to circle back to the back up plan for when the gate doesn't open for monthly parkers. For 60 days, starting in September, Mr. Zeller would like to have an attendant at the gates at Community Deck from 4:00-6:30pm. Anytime there is an issue, it needs to be documented with their plate and the issue so we can fully understand what is happening. Some discussion continues among the board members and Mr. Haney about tips being put together for monthly parkers to have in the event of a gate malfunction. Mr. Napoli speaks to the importance of education about how the system works, for example, if they leave when a gate is up during an event and the system doesn't know they've left. Mr. Zeller wants to be proactive about resolving issues with people who pay for monthly parking to have to wait for someone to come help them. Mr. Zeller wants to accomplish the following with in-person attendance at gates for 2 months to 1) increase goodwill and 2) identify specific issues parkers are experiencing 3) provide us with solid data to troubleshoot solutions. Mr. Zeller inquires about opening the gates remotely and he and Mr. Haney discuss this. There are questions of technicalities within APA's existing systems as well as with billing / ticketing via mail if necessary.

Jennifer Dalrymple of City Center (Guest) adds that she has been in touch with Mr. Haney. They are adding more than 150 new LVHN parkers to Community Deck.

Mr. Zeller adds that we may want to think about holiday programs that we've done previously, and Mr. Napoli adds that we may want to discuss chasers and validation among businesses.

**This meeting was adjourned at 1:32 p.m.**

The next Board Meeting will be held on September 27, 2023  
at The Offices of the Allentown Parking Authority, 603 W. Linden Street