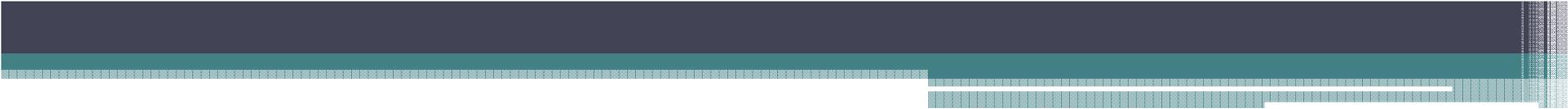


Tompkins County Strategic Planning Board

- Welcome/ Thank you
- Who am I?
- What have I been asked to accomplish?
- What have we accomplished so far?
- How it will relate to tourism
- Creating an Ambassador Program
- My suggestions to the Board



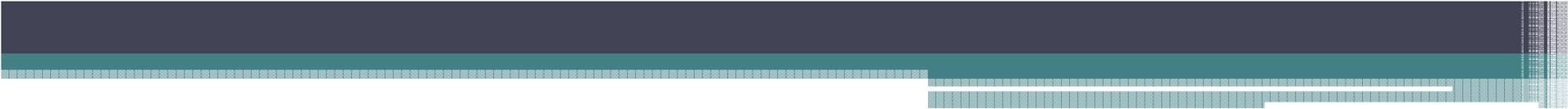
Tompkins County Strategic Planning Board

- First - WELCOME to any and all first timers, like me, to this meeting.
- Thank You for the opportunity to speak on behalf of the parking community for the City of Ithaca.

Who Am I?

- Director of Parking for City of Ithaca, NY (since June 2013)
- 30+ years of experience in Management
- The last 15 years in Parking
 - Started my career as a General Manager for three locations in the City of Boston, MA. (Central Parking)
 - Promoted to the General Manager for the Syracuse Hancock International Airport in Syracuse, NY. (Central Parking)
 - Took a position with Republic Parking as the Operations Manager for the City of Ann Arbor, MI - 18 location and 2,000 meters
 - Promoted to General Manager for City of Springfield, MA - 5 garages, 5 open lots and 850 meter. (all enforcement, arbitration of tickets, collections, repairs, etc.) Took On-Street Revenue from \$750K to \$1.5 million in the first year and sustained it for 3 years.
 - Promoted to District Manager of NY and NE. Opened up 31 individual locations in three years. While also being the GM of Springfield, MA.





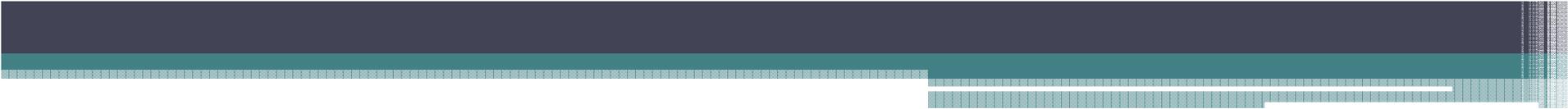
What have I been asked to accomplish for the City of Ithaca?

- Making parking sustainable in the City of Ithaca
 - Parking has been subsidized for the last 20 years to the expense of \$2 Million per year.
- Bring new technology to the City of Ithaca's Parking Division.
- Change the attitude that parking should be free.
- Control expenses and be able to build to fit the future needs of parking for the City of Ithaca.

What have we accomplished so far?

- In six (6) months, we have:
 - Created an accounting system of how money is collected and how to control ticket or revenue loss.
 - Found a \$60K per month revenue loss in the three city-operated garages.
 - Repaired revenue control equipment at garages to collect \$30k per month of the original revenue loss.
 - Automated two out of three parking garages (Just started the last one).
 - New monthly permit rate structure to gain more occupancy in garages and open up spaces on the street.
 - Created and Promoted Mayor Coins and Tracer Tickets to discount parking.
 - Generated over \$25,000 extra revenue from two garages in the last three month, paying back the expense to fix the revenue equipment (\$21,000).





How will it relate to tourism?

- Is first impression of the visitor important?
- Where do visitors try to park? On the street or in the garage?
- If they can't find a space in front of the business they want to go to, will they find a garage?
- Who are on-street spaces designed for?
- Who are residential parking spaces designed for?
- Who are the garages designed for?

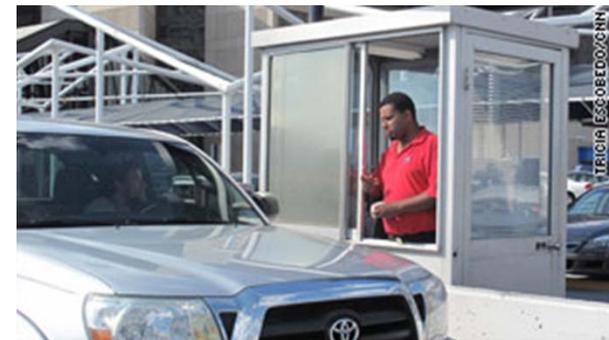
How will it relate to tourism? (cont.)

- Get the daily office workers, business owners, waiters, waitresses, retail worker, bus person, city employees, downtown residents with driveways, etc. **Off The Street and In the Garage Where They Belong.**
- 2 hour parkers, 4 hour parkers, 6 hour parkers, 8 hour parkers, 10 hour parkers, 12 and 24 hour parkers. **Off The Street and In the Garage Where They Belong.**
- Let the street belong to the tourists and visitors to the city. Allow them easy ways to park and pay, as in Credit Cards, Cell phones, computers, tablets, cash and coin thru pay stations and the web. **Make it so they can pay for parking at any pay station for any space without having to come back to their vehicle.**



Creating an Ambassador Program

- This is how I look at this type of program thru parking.
 - What is the first thing a person needs to do when they come to town?
 - Park their car.
 - Who is the first person they meet after they park their car?
 - Parking Lot Attendant.
 - If they have a bad experience in the garage, what will they think of the city of Ithaca?
 - Negative city.
 - Will they come back?
 - Not likely.



Creating an Ambassador Program

- **How do we fix this?**
 - Create an Ambassador system.
 - **Automate Garages** to get the cashiers out of the booths.
 - Offer **easy Payment Options**.
 - On Entrance, **Meet and Great** each customer with “Good Morning,” “Good Day” or “Welcome.”
 - On Exit, **Thank Them for Their Business** and tell them to have a “Goodnight,” “Good Day,” etc.
 - Be a **Presence Inside the Garage**, walking around, picking up trash, giving out information and maps, directions to points of interest, restaurants, locations that **Validate Parking**.

My Suggestions to the Board

- **How do we fix this?**
 - **Have a city-wide Ambassador Program**
 - Restaurants
 - Retail Business
 - Bus Drivers
 - Taxi cab drivers
 - Hotel service people
 - Bar tenders
 - City employees
 - Contractors
 - **Howdy Awards?**



My Suggestions to the Board

- **Howdy Awards? What's that?**
 - Howdy Awards is a program that celebrates positive customer service throughout the region and/or city.
 - Who is the best waitperson?
 - Who is the best ambassador for the city?
 - Who makes the cleanest room for rent?
 - Who is the best bus driver?
 - Does Not include who has the best drinks or the best food.
 - Recognizes the best workers that provides the best service to their customers.

Contact Information

- For Comments, Questions, & Concerns:

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