



BETHLEHEM PARKING AUTHORITY

85 W. North Street
Bethlehem, Pennsylvania 18018
Phone: 610-865-7123 – Fax: 610-865-7124
Email: info@bethpark.org - Website: www.bethpark.org

Board Meeting Minutes

Date: 12/16/2025

Time: 4:00 PM

Location: Bethlehem Parking Authority Offices

I. Call Meeting to Order at The Bethlehem Parking Authority Office on Tuesday, December 16, 2025, at 4:00 pm.

II. Roll Call

A. Present: Mr. Mark Jobes, Chairperson; Mr. Eugene Gonzalez, Vice Chairman; Ms. Karen Widrick, Secretary; Mr. Leo DeVito, Solicitor; Mr. Dan Sobrinski, Treasurer; Mr. Steve Fernstrom, Executive Director; Ms. Tiffany Wells, Deputy Director; Mr. Chris Betley, Financial Consultant, and BPA Staff

B. Mr. Mark Jobes called for an Executive Session.

III. Minutes

A. Mr. Mark Jobes asked for a motion to approve the August 27, 2025 Minutes. Mr. Dan Sobrinski made a motion, and Ms. Karen Widrick seconded the motion. A motion was passed unanimously.

B. Mr. Mark Jobes asked for a motion to approve the October 22, 2025 Minutes. Mr. Dan Sobrinski made a motion, and Ms. Karen Widrick seconded the motion. A motion was passed unanimously.

IV. Courtesy of the Floor

A. None

V. Director's Report

A. Walnut Street Garage Project

Mr. Steve Fernstrom reported that the Walnut Street Garage opened on November 20, 2025. In the middle of January, we will have the ribbon-cutting for CAT.



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B. Holiday Occupancy

At the peak time on Saturday, December 6th, at 2:30 pm, there were 1013 parked vehicles with 304 available parking spaces. The average turnover was within 3 to 4 hours. This does not account for other off-street parking like the Broad Street Lot, Lehigh Street Lot, and The Commons. With those combined, we had an additional 200 spaces available, giving the downtown an extra 500 available spaces in the busiest time of the holiday season.

C. Capital Repairs

Ms. Tiffany Wells reported that the project in the Riverport Garage is now complete. The North Street Garage will be the target for repairs next year, and we will update the Board with the plans for next year.

D. Residential Permit Parking

Mr. Steve Fernstrom stated that there was a process occurring that did not align with the City Ordinance. This process was approved over 2 decades ago or more. Permits were being issued to vehicles that were not registered to the resident or the zone they lived in. Residents would provide a notarized form stating it's their only form of transportation. Mr. Steve Fernstrom spoke with Anthony from the Solicitor's office and was told he cannot go against any codified ordinances. The program has been stopped for those types of permits. Communication will be sent out to those residents who hold those permits and will explain the proper way of obtaining a permit.

E. End of Year Report

1. Accomplishments

- i. Opened the Walnut Street Garage — a major milestone!
- ii. Rolled out new visitors and business parking guides, making it easier for guests and businesses to navigate our system and learn about parking.
- iii. Advanced cutting-edge tech improvements.
- iv. Launched new Riverport Garage PARCS equipment, boosting accuracy and uptime.
- v. Continued growth in mobile app usage with a strong customer preference for digital tools
- vi. Added dynamic occupancy signage to enhance real-time communication and reduce congestion.



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2. Technology and Operations

- i. In 2025, we continued to implement industry-leading technology to increase operational efficiencies and improve the customer parking experience.
- ii. Our goal is to layer convenience and options for the customers to provide a seamless experience and to drive better parking decisions.
 1. Off-street Vehicle Detection Sensor Pilot
 - a. Installed in the Commons
 - b. Shows occupancy, turnover, arrival/departure, payment compliance data.
 2. Dual App Environment for on-street
 - a. Partnered with Pay by Phone
 - b. Pay by Phone is the second largest US provider
 3. ParkMobile Reservations
 - a. Partnered with ParkMobile to add ParkMobile reservations to all off-street locations.
 4. Expanded and Diversified Training
 - a. Staff training for the Enforcement Department with the Police Department regarding fake inspection stickers
 - b. Employee customer service training
 5. Parking Analytics Committee
 - a. Created a Parking Analytics Program supported by a weekly cross-department committee
 - b. Conduct weekly reviews of utilization, turnover, and payment compliance metrics
 - c. Use insights to inform pricing, enforcement, communication, and operational adjustments
 6. PARCS System
 - a. Installed a modern PARCS system at Riverport, transforming the garage from an ungated environment into a fully controlled, technology-driven facility.
 - b. This upgrade improves revenue capture, enhances security, and delivers a more consistent and streamlined experience for customers.



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7. Improving Communications

- a. Launched a suite of materials highlighting the accessibility of our off-street parking garages.
- b. Installed signage with radius maps in all garages to help customers quickly identify nearby options.
- c. Developed guides showcasing garage locations on both the north and south sides of downtown.
- d. Created a business parking guide to help local businesses address common parking questions
- e. Created Loading Zone card with a QR code linking directly to the Loading Zone Map
- f. Used by PEOs when issuing Double Parking warnings/tickets

8. On-Street Payment Methods

- a. Mobile Payments account for 68% of transactions
- b. Exceeded our strategic goal of 45% mobile payment adoption
- c. Customers increasingly choose the convenience and speed of mobile transactions
- d. Higher mobile use helps maintain lower operating costs and streamline processes

9. Remote Occupancy Signage

- a. Our remote occupancy signage provides real-time parking availability across key locations, helping drivers quickly identify open spaces before entering a garage.
- b. This technology improves traffic flow, reduces congestion, and enhances the overall customer experience by guiding parkers to the right location at the right time.
- c. Current Locations
 - i. Broad and Long Street heading west
 - ii. Broad at Rubel St heading east
- d. Potential Future Locations
 - i. 300 Block of Main heading south
 - ii. Main Street Bridge



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iii. South Side

3. Community Outreach Team

- i. Continued success of the Community Outreach Team
 1. Hispanic Center Food Drive
 2. Clean-ups (North and South Sides)
 3. Live on the Greenway Event
 4. Northside Farmer's Market & Rosegarden Cleanup
 5. Cooking for the Victory House
 6. Volunteering at Oktoberfest
 7. Cops 'N Kids Event
 8. Blueberry Festival
 9. Boyd Block Party
 10. Gov. Wolf Elementary - Sharpen the Saw
 11. Chilifest
 12. Halloween Parade
 13. Live Advent Calendar
 14. New Bethany Food Drive
 15. Northeast Community Center Toy Drive and Adopt a Family
 16. Boys & Girls Club Toy Drive

4. 2026 Goals

- i. Technology
 1. Express Pay in all parking garages
 2. Pilot On-street occupancy sensors
 3. Increase remote occupancy signage
- ii. Sustainability
 1. Create a Sustainability Procurement Program
 2. Obtain ParkSmart certification for WSG
- iii. Team Members & Community Outreach
 1. Create a Team Member Wellness & Rewards Program
 2. Public Art projects
 3. Public Educational Town Halls
- iv. Operations & Administration
 1. Implement more customer-facing data and information
 2. Increase Garage Hourly visitation through education, communication & policy.
 3. Strengthen Public Transportation initiatives



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VI. Solicitor's Report

A. None

VII. Financial Report

A. Mr. Chris Betley reported for the month of November 2025 \$6,545,331.85 in unrestricted cash and investments. For the Walnut Street Garage Project, \$23,213,022.71 has been spent. Total Net Income was \$2,685,602.77. In December 2025 we have a \$1.6 million debt payment and \$300,000 payment to the City of Bethlehem. Mr. Mark Jobes asked for a motion to approve the Financials for the month of November 2025. Mr. Eugene Gonzalez made a motion to approve the Financial and Ms. Karen Widrick seconded the motion. A motion was passed unanimously.

B. End of Year Transfer

- i. A projected surplus of \$879,000.00 is expected in 2025. Mr. Steve Fernstrom asked to put \$600,000 into the escrow account.
- ii. Replace two maintenance trucks - \$89,969.00
- iii. Pay Stations - \$25,000
- iv. EV Stations - \$20,000
- v. Computers - \$20,000
- vi. CleverCity Signs - \$50,000
 1. Mr. Steve Fernstrom asked for a total transfer of \$804,969.00 and the remaining \$74,031.00 to transfer to the Capital Reserve Fund. Mr. Mark Jobes made a motion to approve the transfers, and Ms. Karen Widrick seconded the motion. A motion was passed unanimously.

VIII. Old Business

A. None

IX. New Business

A. 2026 Budget

- i. Revenues
 1. Off-Street Revenues - \$3,913,901
 2. Total Violation Revenues - \$1,940,796
 3. Other Revenues - \$4,096,508
- ii. Expenses
 1. Salaries and Fringe - \$2,001,846
 2. Operating Expenses - \$1,109,421
 3. Professional Services - \$173,220
- iii. General Expenses
 1. Total General Expenses - \$371,020
 2. Operational Expenses - \$3,655,507



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iv. Debe Service

1. Total Debt - \$5,200,000
2. Expenses and Debt - \$8,855,507
3. Operating Surplus before Transfers - \$1,095,698

Mr. Mark Jobes asked for a motion to approve the 2026 Budget.

Mr. Dan Sobrinski made a motion, and Ms. Karen Widrick seconded. A motion was passed unanimously.

X. Adjournment

- A. Mr. Mark Jobes made a motion to adjourn the meeting, and Ms. Karen Widrick seconded the motion. A motion was passed unanimously.