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**PARKING AUTHORITY
REGULAR MEETING VIA ZOOM VIRTUAL VIDEOCONFERENCE AND
TELECONFERENCE
FEBRUARY 25, 2026**

ATTENDANCE: Eric Rains, Chairman
Peter Fullam
Jessica Larch

STAFF Bryan Lutz, Director of Parking
James Travers, Director, TMP

OTHERS: Rocky Legesse, LAZ Parking
Louis Henriques, LAZ Parking
Cara Hyder, LAZ Parking
Maria Miranda, Miranda Creative
Juliet Delrio, Miranda Creative

I. CALL TO ORDER

Mr. Rains called the meeting to order at 6:00 PM.

II. ROLL CALL

Mr. Lutz called the roll, and those listed in the attendance were present.

III. ACCEPTANCE OF MINUTES

A. Regular Meeting: January 28, 2026

**** MR. FULLAM MOVED TO APPROVE THE MINUTES AS SUBMITTED.**

**** MS. LARCH SECONDED THE MOTION.**

**** THE MOTION PASSED UNANIMOUSLY.**

IV. PUBLIC PARTICIPATION

There was no public participation this evening.

V. REPORTS

A. Financial and Operating Report-LAZ

Mr. Legesse reported that in January, two major snowstorms led to emergency declarations and affected transient and meter revenue, resulting in underperformance and a net loss for the month. The year-to-date fund balance is healthy.

Mr. Legesse reported on the variance report, which showed a 63.3% variance in group health insurance due to an increase in health insurance costs, and he will revisit the 2026/27 budget, as this will affect the numbers for the next fiscal year. Snow removal had a 40.9% variance because snow removal costs exceeded the budgeted snow expenses. The service contract had a variance of -83.6% as the contract was under budgeted for the month, as the service contract was paid in advance in December. The equipment expenses are still under budget, as the two vehicles have been received, but the payments will not be reflected until February or March. The parking programs had a variance of -58% due to the cancellation of the DKA contract.

Mr. Legesse reported on the actual versus budget figures for all locations and noted that the Maritime Garage is operating at a loss due to debt service

payments. Mr. Rains pointed out that the East Norwalk Railroad Station is also underperforming and asked if that is due to the construction. Mr. Legesse said “yes” as there are limited parking spaces on the New York-bound side. Mr. Rains asked whether, when parking spaces are occupied due to construction activity/vehicles, the Parking Authority is compensated. Mr. Legesse said “yes,” but because the construction for the Walk Bridge project was not included, they are not recouping the revenue loss from that project.

Mr. Fullam said that since the Maritime Garage is operating under capacity, he suggested moving the cars stored at the Yankee Doodle Garage, because the Yankee Doodle Garage is often 100% full and would allow for additional income. Mr. Legesse said that it can be discussed, but noted that since the Maritime Garage is a gated garage, that may be an issue, and that the Maritime Aquarium uses the garage when they are busy and on weekends. Mr. Travers said that he and Mr. Lutz are looking into alternatives to support that and be beneficial to all parties, but due to them being paid at a premium, they would not make up for the lost revenue; however, they do think there is a larger value to open additional spaces in the Wall Street area for transient visitors.

Mr. Legesse reported on permit revenue, noting that it has slightly increased. He provided an update on transient revenue and noted an increase in credit card usage at both street and off-street facilities. He said there has been a decline in citations, mainly due to improved signage and compliance, as reflected in revenue.

Mr. Legesse reported on free 15-minute parking usage and noted an 8% decline, mainly due to lost activity and revenue from the two major snowstorms, which reduced transient activity.

Mr. Legesse provided an update on the maintenance and said that overhead gate replacement at the South Norwalk Railroad Station garage is in progress and should be completed by the end of this week. The lighting upgrade at the Maritime Garage and the Yankee Doodle Garage is also in progress, and a majority of the lighting project at the Maritime Garage has been completed, with the exception of the lobby side stairwells.

A. PRESENTATION/DISCUSSION: CREATIVE MARKETING

Mr. Lutz said last year that, in collaboration with the city, a competitive bid process was conducted to select a new marketing and creative agency. Miranda Creative, which is a

well-established, award-winning firm, emerged as the clear choice. They have now considered what was previously separately handled by DKA and the Snyder Group, providing a single cohesive team that has already delivered impressive momentum in just six months.

Mr. Lutz said that Ms. Miranda will be presenting their work supporting Visit Norwalk's tourism initiatives, event outreach, and social media, as well as Park Norwalk. Ms. Miranda and Ms. Delrio presented the work they have done over the first six months, which has included Dine Norwalk, MELT, the holiday extravaganza, and the Halloween Night Fair.

The larger strategy is to increase engagement on the website for events, while keeping the tourism-focused social account, and to run strategic video ads that tell the city's vibrant story. Mr. Lutz shared the video.

Ms. Delrio presented the social media, website maintenance, and visual refresh for Park Norwalk, which includes ongoing maintenance and support, a long-term refresh to enhance the visual appearance and increase structure and security, and a restructure of the website content. She said the top priorities are to create an asset library for use on the website and in promotional materials, capture video for awareness messaging that tells the story of Park Norwalk's contribution to the city, and allocate a digital advertising budget.

Mr. Rains said it is amazing what has been accomplished in such a short time and asked if there is, or will be, a toolkit for businesses on how to integrate all of this into their messaging. Ms. said "yes"; it will just need to be discussed how it will be distributed.

Ms. Larch suggested that the information regarding parking be included for the MELT event on Wall Street. Ms. Delrio said there will be an event parking post listing the recommended garages.

Mr. Travers said he would like a map showing where the parking structures and lots are so people can see there are many parking options. He would also like to see a presentation on what a new website could look like. He also suggested that Ms. Larch is available to participate.

VII. OLD BUSINESS

B. DISCUSS AND VOTE- SONO TRAIN STATION PLUMBING EMERGENCY

Mr. Lutz said there was a sewage backup at the South Norwalk Train Station that caused substantial damage to the SNEW office space. Following the incident, they collaborated closely with the city's legal department to review the agreement, assess the liability, and determine an equitable division of the repair costs. After a thorough review and negotiation, a mutually agreed-upon cost-sharing arrangement with SNEW was reached. Park Norwalk's proposed share is \$19,065.21.

**** MS. LARCH MOVED TO APPROVE THE REPAIR COSTS IN THE AMOUNT OF \$19,065.21.**

**** MR. FULLAM SECONDED THE MOTION.**

**** THE MOTION PASSED UNANIMOUSLY.**

VII. OLD BUSINESS

A. UPDATE: RESIDENTIAL PARKING PROGRAM

Mr. Lutz provided an update and said the three planned community listening sessions were held, and valuable direct input and feedback collection is ongoing. LAZ has been a key partner in facilitating this initiative.

Ms. Hyder provided an update and said she was pleased with the turnout of the listening sessions. In addition, a webpage was launched in conjunction with Mirada Creations to provide a forum for residents to reach out and get more information, and it will be continuously updated and will include an executive summary of the findings over the next few days. The comment period will be kept open until March 13, 2026. Following that, LAZ will provide key recommendations, and the final step will be put out for public review for one month.

Ms. Hyder provided an update on the annual parking assessment and said the final recommendation will be presented within the next couple of months.

VIII. ADJOURNMENT

**** MS. LARCH MOVED TO ADJOURN**

**** MR. FULLAM SECONDED THE MOTION.**

**** THE MOTION PASSED UNANIMOUSLY.**

The meeting was adjourned at 7:00 PM.

Respectfully submitted,

Dilene Byrd