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**PARKING AUTHORITY
REGULAR MEETING VIA ZOOM VIRTUAL VIDEOCONFERENCE AND
TELECONFERENCE
NOVEMBER 19, 2025**

- ATTENDANCE:** Eric Rains, Chairman
Matthew Seebeck, Vice Chairman
Jud Aley
Peter Fullam
Jessica Larch
- STAFF** Bryan Lutz, Asst. Parking Director, TMP
James Travers, Director, TMP
- OTHERS:** Rocky Legesse, LAZ Parking

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: October 22, 2025

- ** MS. FULLAM MOVED TO APPROVE THE MINUTES AS SUBMITTED.**
- ** MR. ALEY SECONDED THE MOTION.**
- ** THE MOTION PASSED UNANIMOUSLY.**

IV. PUBLIC PARTICIPATION

There were no public comments this evening.

V. REPORTS

A. Engineering and Project Report

1. Update: NPA 2025-01 Repairs and Improvements at Haviland Parking Deck

Mr. Lutz provided an update and said that great progress has been made over the last several months at the Haviland Parking Deck and is now in the final stages of the 2025 construction season. The concrete structure repairs are approximately 90% complete. All the fencing, light fixtures, and new gateway features have been fully prepped and painted. The Washington Street pedestrian walk-through mockup is nearly complete and is awaiting the final installation of one light fixture. Throughout the project, they have successfully executed work in carefully planned phases, keeping the garage open to the public and minimizing parking loss. The only full closure required was during the pre-Labor Day week, which was approved by the majority of the surrounding businesses, and no additional full closures are anticipated. The remaining major scope item is the application of the full waterproofing membrane across the driving surfaces, and the top deck is scheduled for the spring of 2026. Staff will work with the contractor on staging and stakeholder outreach for the detailed phasing plan, aiming to avoid future full

closure if at all possible. He said that two bike racks have also been added, which is a great addition.

Mr. Rains said so much of this work was intensive, and the parts that are visible have made tremendous improvements to the facility and present a better image of Norwalk.

Mr. Lutz said they are researching adding a solar-powered wayfinding sign in the left corner of the gateway and will update the payment signs.

Ms. Larch joined the meeting at 6:05PM.

2. Update: NPA 2024-02 Aesthetic Enhancements at Yankee Doodle Garage

Mr. Lutz provided an update and said that, as of today, the facades on River Street and Burnell Blvd. are 100% complete. The transformation is striking. The contractor's current goal is to complete the western side before demobilizing for the winter. Weather permitting, they will push as far as temperatures allow for priming and painting, but once consistent warmer weather returns in the spring, the team will quickly mobilize again and will finish any remaining sections and stairwells.

Mr. Seebeck joined the meeting at 6:15 PM.

Mr. Lutz thanked the Laz team for assisting with the setup of the Halloween Night Fair, and he read the following email from Alex Cross into the record:

I wanted to share my appreciation for the hard work the Laz team put into the Halloween Night Fair. They jumped into whatever needed to be done, from unpacking supplies from the van to decorating some of the festival areas. At one point, they carried several of the heavy picnic tables across the park without a single word of complaint, and they seemed happy to be part of the effort. Honestly, they may have been behind in the setup if it had not been for their efforts. Please pass along these sentiments as you see fit, and thanks for making it happen.

B. Financial and Operating Report- LAZ

Mr. Legesse reported and said that October was slow compared to the budget and that the month ended with parking revenue under budget by 7.1% and total expenses under budget by 1.5%. This has resulted in the fund balance being 46.9% under budget for the month, but year-to-date, the fund balance is over budget by 31.7%. The decline in revenue was mainly due to monthly transactions and violation revenues, which are down due to increased compliance, coupled with a decline in activity in the SONO area. On the transit side, they are seeing a major decline in activity, mainly from Haviland Deck,

Maritime Garage, Webster Lot, and the North Water Street Lot. He said the on-street parking outperformers were coming from the Wall Street and West Avenue areas, but the SONO on-street parking is showing a concerning decline in activity and revenue.

Mr. Legesse reported on the variance report and said the transit revenue was under budget, and a majority of the decline is coming from the SONO area and the Haviland Deck, which was due to the major reap but is not noticing a significant decline, especially during the weekends and nighttime. Payroll was over budget for the month, but year-to-date, it is under budget.

Mr. Seebeck suggested using social media to highlight the work being done at Haviland Deck and to bring attention to areas where people have traditionally parked but are now seeing a decline. Mr. Lutz said they need to do a better job with messaging, and they have a plan to address some of those issues that will be discussed later on the agenda. Mr. Travers added that TMP had submitted a grant on behalf of Economic Development and was awarded \$1 million for façade upgrades to the historic block on Washington Street. The grant is a 50/50 match, which will go a long way toward revitalizing Washington Street.

Mr. Legesse continued reporting on the variance report and said that permit violation and management were under budget due to the timing of payments to the vendor. The equipment expenses were under budget, as the invoice from Ford has not yet been received. Parking program expenses were under budget due to the termination of the DKA contract.

Mr. Legesse reported on the free 15-minute parking option and said it was flat for the month, but transactions are also low in the SONO area. The scan-to-pay option has increased, with 90 transactions in September and 117 in October.

Mr. Seebeck said that all indications show payroll will be under budget and asked Mr. Legesse for his outlook. Mr. Legesse said that with winter coming, payroll will be slightly higher, and he believes it will trend toward the budget and finish slightly under budget. Mr. Seebeck said he recalls the last fiscal year ended almost six figures short, without a major impact on operations, and asked them to continue to view that as an opportunity for the authority's financials moving forward. Mr. Legesse said the overage was due to a position that was not filled which was good financially but did put a burden on staff and with the Parking Authority's approval have added an Assistant General Manager so they payroll has been consumed so they will be coming within budget this fiscal year, but will be monitoring that closely and will report if there is a variance.

VI. NEW BUSINESS

A. **Discuss and Vote: Annual Rate Review (with potential advancement)**

Mr. Lutz said that staff are recommending that this item be tabled so they can bring a more comprehensive proposal to the board at the next meeting.

****MR. SEEBECK MOVED TO TABLE THE ITEM UNTIL THE NEXT PARKING AUTHORITY MEETING.**

**** MR. ALEY SECONDED THE MOTION.**

**** THE MOTION PASSED UNANIMOUSLY.**

B. **Discuss and Vote: New Ordinance- Residential Parking Program**

Mr. Lutz said that on October 28, 2025, the Common Council passed an ordinance that formally established the guidelines for the City of Norwalk's residential parking permit program.

The ordinance reads as follows:

Residential Parking Permit Purpose:

This article is enacted in response to the adverse effects caused to certain areas and neighborhoods of the City by motor vehicle congestion, particularly the long-term parking of motor vehicles on the streets of such areas and neighborhoods by nonresidents thereof. To protect and promote the integrity of these areas and neighborhoods, it is necessary to enact parking regulations that restrict unlimited parking by nonresidents, while allowing residents to park near their homes. For the reasons set forth in this chapter, a system of preferential resident parking is hereby enacted for the City of Norwalk.

In accordance with the provisions of this chapter and the Parking Authority guidelines and standards, as amended from time to time, the Parking Authority shall establish a residential parking permit program. The Parking Authority shall prepare guidelines and standards establishing the process, procedures, criteria, goals, rules, and requirements for the residential parking permit program. Prior to implementation, the guidelines and standards shall be publicly noticed and shall be subject to a 30-day public comment period and a public hearing before the Parking Authority, followed by a second 30-day public comment period and a second public hearing before the Parking Authority. Following the public comment periods, the Parking Authority shall submit the guidelines and standards to the Common Council, which shall, by majority vote, approve or disapprove said guidelines and standards in whole but not in part. A copy of the Parking Authority guidelines and standards shall be made available on the City of Norwalk

website, the Parking Authority's office, and in the Department of Transportation, Mobility and Parking's office.

Mr. Lutz said the next step falls to Park Norwalk and requires developing detailed guidelines and standards that will govern exactly how the program will be designed, where it can be implemented, who qualifies, how permits are issued, enforcement protocols, fees, and every other operational detail. The ordinance is very clear about transparency in the process. The guidelines must go through two separate 30-day comment periods. There must be two public hearings before this authority. After the plan is finalized, the full package is submitted to the Common Council for a vote. To ensure the process is completely transparent, objective, and professional, the staff strongly recommends engaging an independent third-party parking consultant specializing in residential permit programs. The estimated costs range from \$45,000 to \$65,000 and can be funded from the Parking Authority's existing operating reserve without impacting rates or requiring city supplementation.

Mr. Rains said it seems extensive fieldwork will be needed to understand the extreme difficulties, analyze them, and develop a plan for how this program will help, and he supports bringing on a consultant.

Mr. Aley agreed and said he does not know how this would be done any other way.

Mr. Seebeck asked what information LAZ has, and prior to engaging a third party. The manager is very familiar with the city and, presumably, has experience with similar programs as part of the new contract extension. Mr. Travers said that staff have been working with them to obtain information from other municipalities and to create the framework, but staff recommend a "fresh set of eyes" review based on public feedback.

Mr. Rains said that if they proceed with a consultant, it should be clear that one of the resources they should draw on is LAZ. Mr. Lutz agreed and said they would be heavily involved in what he has outlined. Mr. Rains asked if a sub-committee should be formed. Mr. Travers said "Yes" once they engage with a consultant and the framework has been identified.

**** MR. SEEBECK MOVED TO AUTHORIZE CITY STAFF TO RETAIN A QUALIFIED CONSULTING FIRM FOR THE PURPOSE OF ESTABLISHING THE FRAMEWORK FOR THE RESIDENTIAL PARKING PROGRAM.**

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

**** THE MOTION PASSED UNANIMOUSLY.**

C. Discuss- Marketing Efforts

Mr. Lutz said that recent events have brought significant attention to the Parking Authority. Unfortunately, most of it was based on inaccurate and incomplete information,

and now is the right time to tell the real story clearly and consistently. Staff are proposing to use the already budgeted marketing funds to launch a focused 12-week public outreach and PR campaign beginning in early January, working with their new marketing partner. The campaign will highlight what Park Nowalk actually does. The goal is simple: replace misinformation with facts, showcase accomplishments, and remind residents and businesses that the Parking Authority is a self-funded, responsible partner in Norwalk's growth. If the initial 12-week period generates strong engagement, which they expect it will, they will roll the momentum into an ongoing communication effort. He said that staff welcome the board's input on key messages and on which neighborhoods should be prioritized. Mr. Seebeck suggested highlighting what is happening in the SONO area, including all the work done in the West Avenue/Wall Street corridor, and how people can use the area.

Mr. Aley said he would like to know why the activity in SONO has declined and suggested hiring a retail or urban consultant before engaging in marketing, because once they know what that is, the marketing could be directed accordingly. Mr. Travers said that it is Mr. Habansky's responsibility under Business Development, and our job is parking. During the election, a lot of misinformation was heard, and in many instances, it was inaccurate. We need to let people know that over \$6 million in investments has been made and that steps can be taken to promote parking. Mr. Aley said his intent would be to partner with Mr. Habansky and his staff on this. Mr. Lutz added that they are also working on parking programs so businesses can be offered a route to make parking a non-issue. Mr. Rains suggested a conversation with Mr. Habansky at the Park Authority, because the Parking Authority falls under the umbrella of Economic Development, and asked how the Parking Authority could assist Mr. Habansky in answering the questions Mr. Aley raises. Mr. Travers agreed and said the Parking Authority should first focus on internal marketing and invite Mr. Habansky to attend the next meeting.

Ms. Larch asked how she could get more involved and assist Mr. Lutz by working with the agencies on the marketing.

Mr. Rains said marketing and PR are two very different things, and it would be interesting to approach them separately, identifying what PR things they should be doing versus what marketing things they need to be doing, because they both have benefits but are very different.

Mr. Seebeck said there is an opportunity for them to communicate their footprint in East Norwalk as well, and that it is under communicated, especially around the train station.

Mr. Travers suggested adding the marketing to the agenda going forward and having the representative from the marketing firm attend the next meeting to discuss the strategy and hear the concerns of the Parking Authority members.

VII. OLD BUSINESS

A. Update: Overhead Gate Repair

Mr. Lutz provided an update and said it May it was discussed that the team was unable to upgrade the overhead doors so the commission voted to accrue funds to the 2025/26 budget, and he is happy to inform the commission that they have secured a vendor and are in the process of scheduling the replacements of the nine overhead doors at both the Maritime Garage and the SONO train station garages, and will add it to the project updates so everyone is aware of when it is finalized.

VIII. ADJOURNMENT

**** MR. SEEBECK MOVED TO ADJOURN**
**** MR. ALEY SECONDED THE MOTION.**
**** THE MOTION PASSED UNANIMOUSLY.**

The meeting was adjourned at 7:15 PM.

Respectfully submitted,

Dilene Byrd