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**PARKING AUTHORITY
REGULAR MEETING VIA ZOOM VIRTUAL VIDEOCONFERENCE
AND TELECONFERENCE
JUNE 25, 2025**

- ATTENDANCE:** Eric Rains, Chairman
Matthew Seebeck, Vice Chairman
Jud Aley
Peter Fullam
Jessica Larche
- STAFF** Bryan Lutz, Asst. Parking Director, TMP
- OTHERS:** Rocky Legesse, LAZ Parking
Louis Henriques, LAZ Parking
Cara Hyder, 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: May 28, 2025

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

**** MR. FULLAM 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 for May, they finished 5.1% over budget, and year to date, they are over budget in total revenue for the year and 4.2% under in expenses, leaving a fund balance of \$459,000. The revenue for the month finished strong and was offset by the loss of transient revenue, which mainly came from Haviland Deck and Webster Lot, due to a major restaurant on Washington Street closing, which reduced the evening and weekend revenue. The movie theater is underperforming, and they are closely monitoring that.

Mr. Legesse reported on the variance report, which included a variance in meter revenue and building repairs and maintenance expenses.

Mr. Legesse said there has been an increase in the free 15-minute parking from last month, most coming from the SONO and Wall Street areas. He said the West Avenue area is seeing a 12% increase in activity due to the number of parking spaces on West Avenue, which is not as big as the SONO and Wall Street areas.

Mr Legesse said Park Mobile activity has significantly increased in the SONO area compared to the prior month and May 2024.

Mr. Rains noted that permit sales are up from the prior two years and asked if parking space physical usage is also outpacing and if the garages are full. Mr. Legesse said the SONO garage is seeing an increase in permit activity, but the revenue is higher due to the YMCA lot not being budgeted in this fiscal year.

VI. NEW BUSINESS

A. DISCUSS: EVENTS/MARKETING (RESTAURANT WEEK SPONSORSHIP)

Mr. Legesse said that major outreach was done for May. Ms. Hyder presented the key discussion points that she had mentioned last month. A powerful effort was put into going out to over 100 businesses one-on-one, handing out flyers, and sending out emails. Unfortunately, only approximately 50 people joined the event. Still, it was a fruitful and engaging discussion, and the feedback was received regarding on-street ADA parking, parking regulation time limit, curbside management, and communication and wayfinding. The suggestions for curbside management included utilizing the spaces from drop-off and pickup zones and/or loading zones. For parking regulations, as the three-hour parking was brought down to two-hour parking, there was a discussion around the opportunity to increase it because they feel there is an impact on the businesses by having two versus three hours. The biggest takeaway from her standpoint was on the wayfinding and communication perspective. She suggested installing directional signage of where the parking facilities are located, which would help direct people to the off-street parking, especially when the on-street parking is full.

Mr. Aley clarified that the on-street parking is for three hours and used to be able to renew for a second three hours. However, the renewal was discontinued, and different people have different opinions on managing the curb.

Mr Lutz said that Ms. Hyder has taken the lead in developing some recommendations on parking programs that they will ultimately present to the Parking Authority to discuss and vote on, so staff is working with LAZ on getting those developed.

Mr. Fullam suggested a two-hour limit during the day and three hours in the evening.

Mr. Lutz said he is working on putting wayfinding signage out to bid and looking at designs that incorporate with the Parking Authority and the city's branding.

Mr. Legesse presented their next steps, which included discussing possible solutions in progress, bringing digital solutions for the free 15-minute parking, working with the equipment vendor for

an option for instructions in Spanish, evaluating validation options, and working on wayfinding signs.

There was further discussion on the free 15-minute parking, and Mr. Fullam suggested adding a decal to the paystation facing the street, making people aware of the free 15-minute parking option. Mr. Lutz said that to be clear, the signs state a metered parking timeframe, which was the goal of decluttering, but they are also making people aware that the spaces are metered. The free 15-minute was just an add-on to prevent people from getting the free 15-minute during the first session. With the inclusion of an online app., and once the signs are installed, we will see more users using it. Mr. Rains asked when this option would be on the app. Mr. Legesse said the signs have been tested and are now in production.

Mr. Rains said the first message needs to be that we have managed parking, just like any other municipality. He likes that the free 15-minute parking is the second thing they learn. Mr. Fullam said he thinks it's excellent that there is now more turnover of parking spaces.

Mr. Seebeck said he does not think we will ever solve the problem of people in a managed parking environment who only want to park for one minute. He does not believe it is realistic to try to solve because those people will move at risk regardless. Hence, the Parking Authority should focus on the people who will patronize the businesses in the area and move on with the plan already put out.

Mr. Lutz said the consultant is working with the ECD Department to get feedback from the restaurants so that they can plan restaurant week properly, which will benefit them and impact the customers.

Ms. Larche suggested installing signage at the parks and beaches for the events because not everybody uses social media.

VIII. ADJOURNMENT

**** MR. ALEY MOVED TO ADJOURN.**

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

**** THE MOTION PASSED UNANIMOUSLY.**

The meeting was adjourned at 6:40 PM.

Respectfully submitted,
Dilene Byrd