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## **Norwalk Parking Authority Launches Public Service Campaign**

Norwalk, CT (June 9, 2010) - - Positive changes are coming to parking in Norwalk and the Parking Authority wants you to know about it. In an effort to keep the public informed about changes to parking in South Norwalk, the Norwalk Parking Authority is launching a public service campaign to run this summer.

The campaign, created by Snyder Group Inc., a Norwalk marketing firm, is entitled, "Parking Around Town is Getting A Lot Friendlier" and uses a universal symbol of parking, the parking meter as a friendly icon. The goal: to let the community, businesses and visitors to Norwalk know that parking in Norwalk's urban core is improved, easy and economical. Some changes include: Removal of the gate at the Webster Street parking lot and the addition of more convenient pay-by-space, solar-powered stations; Norwalk on-street parking meters can now be paid by credit card - some of the first on the Eastern seaboard. And soon metered parking time will be able to be increased right from a cell phone. For permit holders in ungated lots, no permits will be required. Instead a license plate recognition system will be put in place.

Another important point the Authority wants to convey is that Norwalk taxpayers do not fund these changes and improvements nor maintenance of the lots. It is a pay-per-use system; those who use the parking are paying.

## **Norwalk Parking Authority – Page Two**

“We know that a better parking experience means a better Norwalk experience for those who work and live here, as well as the many people who visit South Norwalk for its great restaurants and attractions,” says Norwalk Mayor Richard A. Moccia. “It’s important to keep the Norwalk community abreast of the changes the Parking Authority is making since they are designed to make all aspects of parking better and to make it easier for people to come to SoNo and enjoy all it has to offer.”

Campaign signage will soon be seen around the parking lots in South Norwalk as well as the East and South Norwalk train stations, and ads will run in local and online media.

The Norwalk Parking Authority is a financially self-sustaining organization responsible for the operation and maintenance of the municipal parking system in Norwalk. The Authority is committed to collaborating with community organizations while providing exceptional customer service to parking customers. The Norwalk Parking Authority can be reached at (203) 831-9063 or at the website: [www.norwalkpark.org](http://www.norwalkpark.org)

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