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Photo Attached

Norwalk Community College Students Help Norwalk Parking Authority Promote Parking App

Norwalk, CT (October 19, 2015) - - Norwalk Community College (NCC) students in Professor Susan Steiz's marketing class are getting a lesson in how to market a product in the real world, helping the Norwalk Parking Authority get the word out about its Parkmobile app. Since September, the 35 students have been working with the Parking Authority and its marketing firm, Norwalk-based The Snyder Group, to plan and promote an app that allows people to pay for parking from their smart phones in South Norwalk (SoNo). In addition to helping formulate ideas for promotional materials and an online survey, the students spent time out in the streets, doing "guerrilla" marketing in SoNo on Friday, October 23 and Saturday, October 24 to encourage people to download and use the Parkmobile app.

"A collaboration like this is ideal for students," says NCC President Dr. David Levinson. "While we live in an age where they have nearly unlimited access to information, getting direct experience with real goals and deliverables is the best way to learn the kinds of job skills they'll need in the marketplace. Thanks to this experience with the Parking Authority, these students will gain knowledge that's invaluable."

Julius Hayward, Chairman of the Parking Authority, says the program benefits all sides. "We want customers to know about this great way to pay for parking that is easy

and will save them time. The students, in turn, get a good dose of experiential learning.”

“NCC students not only help us get the word out, but we also gain from their unique perspective and assistance,” says Snyder Group President David Snyder who is leading the class.

The free smart phone app by Parkmobile USA, Inc. saves time and provides a convenience to residents of and visitors to Norwalk by using their mobile phone to pay for parking at any Parking Authority meter or pay station. Parkers can download the app via most smart phones app stores. More information is at www.parkmobile.com.

About Norwalk Community College

Norwalk Community College was the first public, two-year college established in Connecticut. It provides opportunities for intellectual inquiry, open dialogue, multicultural awareness and lifelong learning. The college offers nearly a thousand credit and no-credit courses, which can be taken in pursuit of a degree or certificate, or personal and professional enrichment. More Fairfield County students attend NCC than any other college in Connecticut. The college is located at Richards Avenue. For more information visit www.norwalk.edu.

About Norwalk Parking Authority

The Norwalk Parking Authority is a financially self-sustaining organization responsible for the operation and maintenance of the municipal parking system in Norwalk. It is not financed by taxpayer dollars. The Authority is committed to making Norwalk a better place to live, work and visit by 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: www.norwalkpark.org.

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