



Customer Parking Validation

Wall Street Neighborhood Pilot Program



Pay Station-Meter Token Distribution

Validation



Contact: Norwalk Parking Authority

Sonya White: swhite@lazparking.com, (203) 831-9063

Details

Implementation February 1, 2020

6-month pilot program in the Wall Street District.

Allows participating businesses to validate customer parking.

Uses tokens or ParkMobile accounts to be used on-street or in lots.

Business owners decide how, when, and how much to validate /offer customers.

For customers only - not employees.

Wall Street District Pilot Program Availability

On-Street Meters

Yankee Doodle Garage

Main Street Lot

Wall Street Lot

TOKENS

- Pre-Sell to business owners. NPA subsidizes 50%
- \$0.50 denomination – used like coins
- Business owners control how tokens are distributed

PARKMOBILE APP

- Bill-Back program with NPA subsidizing 50%
- Business owners set up their own validation account with ParkMobile
- Business owners can customize promo codes depending on the promotion/validation program they wish to offer
- Unique (1 use) or Group (multiple uses) promo codes can be configured
- Customers apply discount code to parking session on their own ParkMobile account
- Special \$2 discount code for 1st time ParkMobile users through Norwalk Now.

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