



PARK NEW HAVEN

New Haven Parking Authority

For Immediate Release

Media Contact:

Greg Davis, Mascola//Group PR
203.469.6900 x117
greg@mascola.com

A Better Parking Experience in New Haven

New Haven's Parking Authority initiates physical improvements and recommits itself to customer service, under the banner of a new brand.

NEW HAVEN, Conn. — (May 30, 2012) — The New Haven Parking Authority (NHPA), which maintains and manages over 8,000 public parking spots across 6 garages and 19 surface facilities in New Haven, is currently undergoing a nearly \$6.5 million re-investment in physical improvements to multiple facilities. Those improvements, including the refurbishing and revitalizing of the Temple Street and Crown Street Garages, are already beginning to come to life and will continue throughout the coming months.

These improvements will serve as a kick-off to a series of changes to New Haven Parking Authority facilities that customers and visitors to the city will begin to see under the organization's new brand identity – Park New Haven. Hallmarks of the Park New Haven brand will include improved signage, safety, and cleanliness at Park New Haven facilities – and, above all else, a true recommitment to superior customer service. As a part of this effort, all NHPA employees have undergone special training seminars over the course of the past several months. Additionally, new special service offerings for Park New Haven customers, such as assistance with lock-outs or jump starting dead batteries are being explored for the near future.

The New Haven Parking Authority officially announced these changes and revealed its new logo and customer-facing Park New Haven identity at a press conference and unveiling ceremony held at the Shubert Theater in downtown New Haven this morning. The Authority also announced the launch of a new, user-friendly website – nhparking.com. The site includes a tool that locates the nearest Park New Haven facility to a selected destination downtown; features news and updates from the Authority on facility upgrades and construction; upcoming events going on in New Haven; as well as serves as a resource for downtown businesses and attractions to help their customers and visitors find convenient municipal parking nearby.

“We felt this was a key time to launch the long-awaited rebranding of the NHPA, along with our customer facing improvements. With our city going through some major positive changes, and more on the horizon – like the opening of the new Gateway Community College Downtown Campus this summer and the Downtown Crossing project – this was the right time for the Parking Authority to implement change as well, and become Park New Haven,” said New Haven Parking Authority Executive Director, William Kilpatrick. “We took a step back and looked at how we were performing as an organization in terms of service and a long-standing commitment to our loyal customers. We’ve worked hard over the last few months on evaluating our procedures and our customer service protocol, and through some guidance, we’ve been able to make some noticeable improvement beyond just signage that you’ll start to see at our facilities throughout the city in the coming weeks and months,” added Kilpatrick.

For more information on Park New Haven and the New Haven Parking Authority, please visit www.nhparking.com.

#

About Park New Haven

Park New Haven proudly serves the people of New Haven and its visitors with over 8,000 economical public parking spaces at the Air Rights, Crown Street, Temple Street, Temple Medical, Granite Square, and Union Station Garages, and at numerous surface facilities conveniently located in downtown New Haven and in surrounding residential neighborhoods. Additionally, Park New Haven serves the well-being and economic development of the New Haven community by providing financially self-sustaining, safe, convenient and economical off-street parking and related services. For more information on Park New Haven, and the New Haven Parking Authority, please visit www.nhparking.com.