

PROVIDENCE



FOR IMMEDIATE RELEASE

For more information, contact:

Frank LaTorre

DID Director of Public Space

(401) 421-4450

flatorre@providencedowntown.com



CITY OF PROVIDENCE

Angel Taveras, Mayor

CITY OF PROVIDENCE & DOWNTOWN IMPROVEMENT DISTRICT LAUNCH NEW PARKING INITIATIVE

Park Downtown Providence: a customer oriented initiative to promote convenient and affordable parking.

Providence, RI (October 6, 2011) – The city of Providence and the Providence Downtown Improvement District (DID) will hold a press conference on **Wednesday, October 12, 2011 at 11am** at Grants Block (on the corner of Westminster & Union Streets). Mayor Angel Taveras; Leo Perrotta, City Parking Administrator; Frank LaTorre, DID Director of Public Space; and business owner Lisa Newman Paratore will announce the coordinated effort of **Park Downtown Providence**.

Park Downtown Providence is a customer-oriented initiative that promotes convenient and affordable parking in the downtown district. To assist drivers with finding parking alternatives, the city has made recent improvements such as the installation of signs directing drivers to parking lots, the replacement of on-street meters, and the identification of additional low-cost on-street parking spaces. For the past few years pre-paid ProvPass cards have been accepted in parking meters in addition to coins. Soon, they will be replaced by new IPS meters that accept credit cards.

Last month, the DID launched a related website, **parkdowntownprovidence.com**, to help communicate about parking rates and locations. The site has an interactive parking map

that allows people to select destinations and find parking nearby, or choose important criteria such as 'credit cards' or 'monthly parking.' It also highlights parking specials.

Frank LaTorre, DID Director of Public Space has said, "Using the new website, we want to inform the public that downtown has plenty of reasonably priced parking options that are easy to find and offer top-notch customer service." As part of this initiative, the DID is also working closely with operators of private parking lots and garages to make sure that signage, pricing and lighting are up to par.

Mayor Angel Taveras has said, "Providence is a vibrant city with incredible restaurants, cultural venues, and specialty shops. Parking should not be an inconvenience for residents or visitors when exploring all that downtown has to offer. By sharing information about parking alternatives with potential customers, we hope that downtown businesses will ultimately benefit."

City Parking Administrator Leo Perrotta adds that "the DID has been a remarkable partner, helping the city communicate about recent and upcoming parking improvements in the downtown area." He will describe those improvements in detail at the news conference.

Media Coverage and Photo Opportunities Welcomed.

###