



## Norwalk Parking Authority Partners With Parking Technology Leaders For Smart Parking In City

Norwalk, CT—(August 14, 2014)—The Norwalk Parking Authority announced today its plans to implement smart parking in the city through a partnership with [CASE Parking](#), a parking data solutions provider, and [Streetline, Inc.](#), the leading global provider of sensor-based smart parking technology. The technology will provide visitors and residents with real-time occupancy data and guidance to available spaces for on and off-street parking in the city’s urban areas, ultimately improving mobility in Norwalk and transforming parking in the city. Work to install the technology began in the spring in several parking facilities and continues the week of August 18 through 22 in the Wall Street and South Norwalk areas.

The technology is being installed and tested in the Yankee Doodle Garage, Webster, North Water Street and Haviland Street lots, as well as metered parking in South Norwalk and Wall Street and will be fully online in the fall of 2014. Currently, the Norwalk Parking Authority has real-time parking availability information available online only for the South Norwalk Railroad Station Garage that parking customers can see at [www.norwalkpark.org](http://www.norwalkpark.org). This information will also be integrated into the new smart parking system with CASE and Streetline in the future.

With CASE Parking and Streetline working in tandem, motorists in Norwalk will have a complete view of parking availability in the urban areas of the city. CASE parking will collect occupancy data from three lots and garages and Streetline is outfitting the urban core with 200 sensors that collect occupancy data in real-time. Data from both systems will be streamed directly into Streetline's mobile app, Parker™ that motorists can use to easily find available parking.

“Estimates reveal that 30 percent of downtown traffic congestion is attributed to drivers searching for a place to park,” said Zia Yusuf, President and CEO of Streetline. “Norwalk is overcoming the all too common perception of a lack of parking by offering motorists access to real-time information both on the street and in off-street facilities.”

“The Norwalk Parking Authority is always looking for innovative solutions for our customers and our city,” says Julius Hayward, Chairman of the Norwalk Parking Authority. “These new technologies will provide real-time information on where there are available parking spaces both

on-street as well as in our parking facilities, helping visitors and residents of Norwalk more easily find parking spaces and park so they can get out and enjoy our city.”

“This collaboration with the Norwalk Parking Authority, Streetline and CASE Parking is revolutionary,” says John Couvrette, vice president of CASE Parking. “Parking industry leaders came together to transform the city’s parking into sustainable, efficient and forward-thinking operations that allow residents and visitors to begin enjoying the task of parking within the city.”

To learn more about Streetline, visit [www.streetline.com](http://www.streetline.com), and to download the Parker app for iOS and Android, visit <http://www.theparkerapp.com>.

For more information on CASE Parking solutions, visit [www.caseparking.com](http://www.caseparking.com).

For more information on the Norwalk Parking Authority, visit: [www.norwalkpark.com](http://www.norwalkpark.com).

**ABOUT STREETLINE, Inc.:** Streetline is a leading smart parking company delivering smart data and advanced analytics to solve parking issues for customers worldwide. Streetline’s pioneering technology makes the parking experience for consumers easier, while making cities, university and corporate campuses more efficient. Through sound level and road surface temperature sensing capabilities, Streetline helps cities and campuses to further enhance their ‘smart city’ or ‘smart campus’ initiatives. Our vision is simple—to solve parking and make smart cities a reality.

Streetline is a privately-held company headquartered in Foster City, CA with smart parking deployments in Germany, France, the U.K., and across the United States including California, Delaware, Florida, Indiana, Maryland, Massachusetts, Michigan, Nevada, New Jersey, New York, Ohio, Oregon, South Carolina, Virginia, Washington, and Washington, DC. The company was named one of Fast Company’s 10 Most Innovative Companies in Transportation, as well as IBM Global Entrepreneur of the Year. Streetline was named Best Mobile Innovation for ‘Smart Cities’ for Parker at the 2013 Mobile World Congress, a Gartner 2013 Cool Company and was recognized with the 2013 Frost & Sullivan North American Competitive Strategy Leadership Award.

**ABOUT CASE PARKING:** CASE Parking delivers 99.9+ percent accurate, real-time occupancy data via its proprietary Counts in the Cloud™ system, enabling effective parking operations management through its fully-integrated web-based dashboard. Through innovative partnerships with leading app developers, parking operators can ultimately increase sales, reduce labor costs and minimize lost revenue, while also assisting drivers to find parking space availability quickly and easily. CASE’s clients and partners—including Streetline, Texas A&M University, ParkMe, University of Hawaii and the City of Newport Beach—rely on CASE Parking’s technology to improve the overall efficiency of their operations.

#### **ABOUT THE 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.

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***Editor's Note:** Interviews with key players from this project, as well as early statistical data highlighting lot entry and exit data, and revealing the busiest hours of day over a one month period are available to interested members of the press.*