



For Immediate Release
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Contact: Polly McMullen
(402) 434-6904

PARKING METER SIGNAGE TO GREET STATE TOURNAMENT VISITORS

Lincoln, NE – Help is on the way for visitors to Lincoln as well as Lincoln residents who find it difficult to remember the length of times available at the over 2500 parking meters in downtown Lincoln.

For many years, meter time has been indicated by a system of color-coded parking meter poles (i.e. a red pole is a 30 minute meter). With 7 different pole colors and time options throughout the downtown, the parking meter system has been confusing to many, especially visitors and newcomers to Lincoln.

During the week of March 8th, the Downtown Lincoln Association (DLA) is applying easy-to-see, light reflective stickers on all parking meters in downtown and Haymarket. DLA expects to have all downtown meters completed by Thursday, March 11. In addition to DLA, other funding partners for the project include the Lincoln Haymarket Development Corporation (LHDC) and the Lincoln-Lancaster Convention & Visitor's Bureau. (CVB).

In August, 2003, DLA and the City of Lincoln launched a number of initiatives to better promote the nearly 23,000 on-street and off-street parking stalls available in downtown Lincoln.

Activities have included visible, recognizable signage alerting motorists to downtown's numerous public parking facilities, a dedicated parking website, www.parkitdowntown.org, with downloadable parking maps, brochures and information, a parking hotline, 434-6900, and online reserved parking at City garages for football games and special events.

Since August 2003, Park It website has seen over 560,000 hits and 20,400 user sessions. Over 4500 parking maps have been downloaded from the DLA and Park It websites. Over 30,000 parking brochures have been distributed by DLA to locations throughout Lincoln and through Convention and Visitors Bureau for attendees and groups visiting Lincoln.

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