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**FOR IMMEDIATE RELEASE**  
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**City of Dallas Offers Free On-Street Parking in Deep Ellum**  
*Initiative created for convenience and economic growth*

*Dallas*-Beginning this week, the City of Dallas institutes a pilot program to offer free on-street metered parking spaces in Deep Ellum from 7 AM to 6 PM, weekdays only. Deep Ellum, bounded by Canton, Indiana, Good-Latimer and Hall Streets, includes about 550 on-street metered parking spaces. The three City-owned parking lots located under I-45 are not included. This is a twelve month program that will be reviewed quarterly to determine its effectiveness.

“Deep Ellum is widely known as a destination for nighttime entertainment,” says Public Works and Transportation Assistant Director, Errick Thompson. “We want to call attention to the eclectic mix of shops, restaurants and other businesses that are also open during the daytime. Free parking is one of many new initiatives planned for the area designed to provide more convenience, create a more pleasant experience, and enhance the economic growth of the area,” Thompson continued.

This is the first of several City-sponsored amenities planned for the area. Others will be announced in the near future.

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