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## **CITY OF TYBEE ISLAND**

**PRESS ADVISORY:**

Contact: Tybee Island City Hall  
Michael Bodine  
(912) 786-4573, x126

### **Tybee Parking Conditions Online**

June 29, 2011 – For the last few weeks, Tybee Island has been posting parking conditions on our home page. While a bit rudimentary, this little tidbit of information has proven wildly popular online. We may not have as many Tweeps as Ashton Kutcher, but our following has kicked into high-gear with the advent of the table of parking conditions. The parking conditions for our south beach, mid-island, and north beach areas are updated every couple of hours during the course of the day. Although it's still early, as the high season for beach activity approaches, visitors can save themselves time, gasoline and frustration if they head straight for the areas that still have parking spaces available! Happier visitors mean safer driving conditions on the street as well as less propensity for some of the less desirable behaviors that might manifest from someone having a bad day in the sun!

If it would be useful to your audience, we would encourage you to use this information on-air, either letting your listeners know directly what the parking situation is, or directing them to our web site to check for themselves. The parking condition table is currently sitting at the top of the City's home page, <http://www.cityoftybee.org>. Each update to this table forces a new posting to Facebook with a link back to the table in the post. Each posting on Facebook should also result in an item in our Twitter feed, although this interface is still being tweaked. Our Facebook page is "City of Tybee Island", and our Twitter feed is @cityoftybee. If you're sitting at a computer, you can always go directly to the table via <http://www.cityoftybee.org/Default.aspx#5288>. A bit complicated to type, but easy to hit the link, whether in the office, or in the back seat on a smart phone!

We will be especially attentive to keeping this information as up-to-date as possible this coming weekend, one of our busiest of the year. There will be a lot of people making the drive out Highway 80 to come see us. We look forward to having them here, and we hope this effort can make the day more enjoyable!

As the pressure on parking decreases and the high season comes to a close, this tool will be used only during significant events or on weekends, when parking may again become a problem. As Facebook and Twitter will only get updated when new information is presented, those are good places to monitor for changes, and the main data table on the web page will be replaced with a statement that finding parking is not a problem when there are no problems.

If you have feedback or ideas to make this tool more useful for you or your audience, please be sure to let us know!

**P.O. Box 2749 – 403 Butler Avenue, Tybee Island, Georgia 31328-2749**  
**(866) 786-4573 – FAX (866) 786-5737**  
**[www.cityoftybee.org](http://www.cityoftybee.org)**



Thank you!

SAMPLE:



**Tybee Island Parking Conditions**

<b><u>Location</u></b>	<b><u>% of Spaces Filled</u></b>	<b><u>Last updated</u></b>
South Beach	60%	TUE, 4:00 PM
Mid-Island	30%	TUE, 4:00 PM
North Beach	15%	TUE, 4:00 PM

Special notice: **PARKING IS PROHIBITED IN ANY UNMARKED SPACE.**

**South Beach** includes all lots South of 14th St.

**Mid-island** includes Butler Avenue and the beach side of Butler Avenue, including Memorial Park.

**North Beach** includes the North Beach Lot, Lighthouse Museum & the TIPD lot at Van Horne & Fort.

