



This company helps you fight your parking tickets

A Parking Pal in NYC

Louis Camporeale may not be the most liked person around the parking department of New York City. He and his company, Parking Pal, make it their business to be sure that people in the Big Apple park where it is legal, know the laws and are prepared to fight and win when parking citations are issued.

Although Camporeale says that the Parking Violations Bureau basically ignores him, he hopes he is giving the parker some help in dealing with the bureaucracy. "Parking-ticket revenue in New York City is big business and motorists need all the help they can get," says Camporeale. "Last year New York City wrote 8.9 million tickets, generating over \$365 million dollars for city coffers."

Camporeale's company provides "Parking Pal Kits" containing a high-visibility laminated placard that when prominently displayed in the windshield, put overzealous traffic-enforcement agents on alert that the vehicle is legally parked. Kits come complete with instructions for a variety of parking situations. Placards are available for motorists who park at a broken meter (allowable in NYC), have commercial plates or are medical professionals.

Parking Pal also offers an instruction manual entitled "How to Take a Photo for the PVB." This 20-page manual gives step-by-step instructions on how to create a photo defense for a parking ticket.

In his preface to the booklet, Camporeale writes, "In New York City motorists can legally park their cars on streets where parking regulation signs are missing or defaced and not be in violation of the applicable law. But you can believe you won't hear this from the City, Department of Transportation or Parking Violations Bureau. Most motorists pay the ticket and don't bother to inquire about their legal rights."

Presenting real-life parking situations, the booklet describes in detail what needs to be photographed in order to substantiate the facts of the location in question.

The Parking Pal Kit also contains detailed instructions including excerpts from the parking code, for private citizens, commercial vehicles, and medical personnel.

A main feature of the kit is the Parking Suspension Calendar which highlights the 40 days during which street cleaning rules are suspended,

and legal holidays when parking is allowed in the city. On the back of the calendar is a "Parking Primer" which gives a "fundamental lesson on the arcane and confusing parking laws of New York City."

Camporeale told Parking Today the he was marketing his kit primarily through the Internet, although he has been on many local talk shows, writes columns in a number of community newspapers, and publishes a newsletter with over 3,000 subscribers.

Will he expand to other cities? "We are looking at the major metropolitan areas," Camporeale says. "These types of issues exist every-

where." He will have to become familiar with the municipal codes in other cities before revising his Parking Pal kit to fit.

For more information circle number 175 on the reader service card.

