



**Gainesville.**  
**Citizen centered**  
**People empowered**

**Mobility Department**

# Memo

**To:** Mayor and City Commissioners  
**Via:** Deborah Bowie, Interim City Manager   
**From:** Malisa McCreedy, Director of Mobility   
 Deborah Leistner, PW Planning Manager  
**Date:** 5/16/2019  
**Re:** Neighborhood Parking Program Changes

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On April 24, 2019 the City Commission received an update on parking activities that included proposed changes to the neighborhood parking program to alter permit zone boundaries. This review of current business practice was prompted by a change in technology for issuing permits. The new technology will transition the program from paper permits that must be displayed on a vehicle to a virtual permit system that streamlines the customer experience, simplifies parking enforcement and improves the back-of-house administrative process. This new process does not require a trip to City Hall and can be done via phone, on-line, or through the parking app.

Public meetings and a survey were utilized to engage the community that included renters, property owners, and local businesses. Feedback received supported re-aligning boundaries. A parking consultant was retained to provide best practice recommendations.

The consultant recommendations to implement first include updating the neighborhood parking permit zone by combining zones, eliminating underutilized zones and adding parking spaces for scooters in areas where there is no space for vehicle parking. The change in technology is providing an opportunity to improve service delivery now for FY20 while additional recommendations from the consultant require a more comprehensive review of parking data and stakeholder engagement. This review will also include prior parking plans and will be part of the Mobility Plan process.

There are no changes proposed to the pricing structure.

Figure 1 shows current zone boundaries; Figure 2 depicts proposed zone boundaries.

Figure 1: Current Neighborhood Parking Program Zones

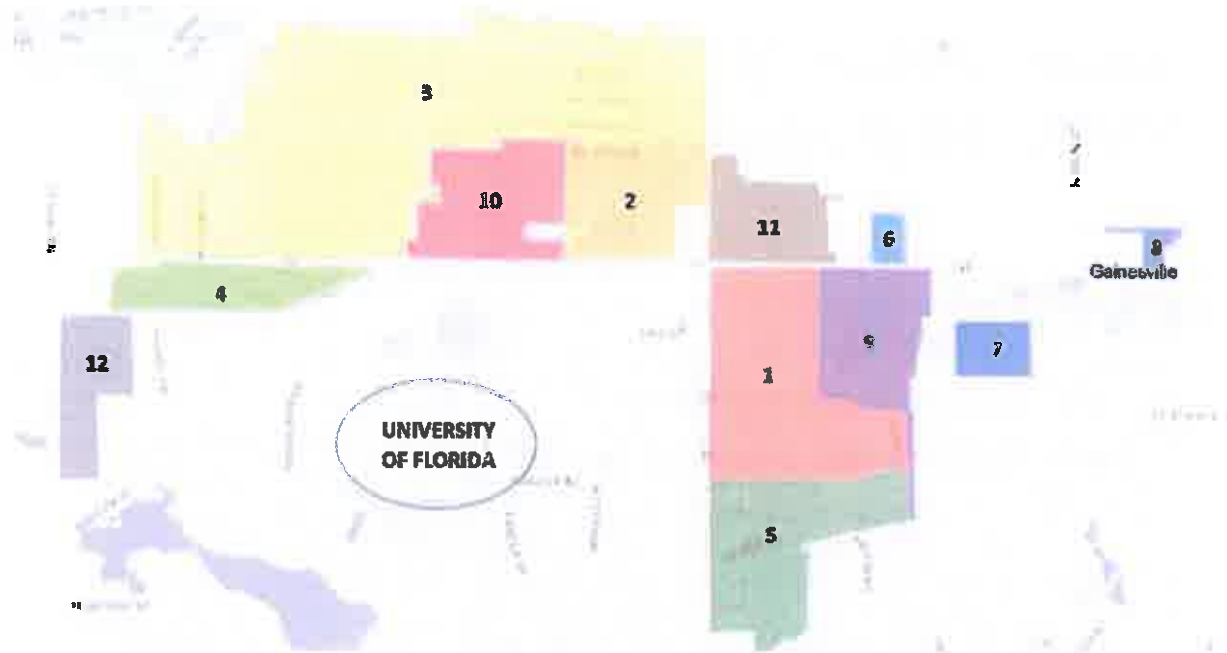


Figure 2: Proposed Neighborhood Parking Program Adjustments

