

2022 Parking Management Changes Update

Purpose:

On August 19, 2021 City Commission adopted parking management changes that went into effect on January 3, 2022 to respond to the #2 mobility priority identified by respondents to the City's 2021 Community Survey to improve the ease to find public parking.

Key Highlights:

- Management changes re-assigned free and paid parking areas - **no parking spaces or meters have been removed** from the public inventory
- The **same parking options that were available prior to the changes** are still in effect:
 - free or paid parking
 - coin or credit card for payment
 - meter, mobile phone, or website to pay for parking
- High demand areas hourly parking rate increased to \$1.00/hour
- Lower demand and longer term parking areas hourly rate decreased to \$0.50/hour
- **No requirement was instituted to use an app or a phone to pay to park**
- Parking citations are suspended for the month of January to allow an adjustment period for the changes
- Coin meters will be installed on SE 1st Street and SE 1st Avenue to provide more payment options in the core of downtown. Locations noted on attached map.
- Passport Mobile Pay App adoption rate: Launched in 2019 the app accounted for 29% of parking transactions; as of the end of 2021, 66% of parking transactions are via the app
- Companion programs also launched in January:
 - Downtown business discounted employee permits
 - Long term permits in surface lots for local residents

The parking team has conducted extensive outreach to the public directly distributing to downtown stakeholders multiple rounds of information: <https://myemail.constantcontact.com/Parking-Changes-Coming-to-a-Block-Near-You-.html?soid=1112062459615&aid=UKrkNMYM9os>

Additionally, City parking ambassadors placed flyers on vehicles and have walked the core of downtown helping people to learn the changes. Many more content pieces have been distributed by Communications and Engagement via GNV News and social media outlets.

All information can be found on the parking website: [Downtown Parking Changes page](#)