

Greensboro Downtown Parking Plan

A Comprehensive Look at Greensboro's Downtown Parking System

Benchmark Study Report



Prepared by: **Kimley»Horn**
Expect More. Experience Better.

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Introduction

Parking in Downtown Greensboro is operated and managed by the City of Greensboro, through Greensboro Department of Transportation (GDOT). The program manages metered and time-limited on-street and off-street public parking, Residential Parking Permits (RPP), and curb lane access throughout Downtown Greensboro. It supports access to restaurants, arts, culture, entertainment, and government in the city's central business district.

Presently, the City has a unique opportunity to modernize its parking and curb lane management system. To understand the current operating procedures, technology systems, and best practices available, GDOT conducted a benchmark study of five peer and aspirational cities across the United States. As GDOT develops the Greensboro Downtown Parking Plan to improve its system, this benchmark study will be used to foster a comprehensive understanding of approaches used in other cities and strategies that the City of Greensboro could leverage.

Parking Program Overview

The City of Greensboro manages five parking decks, 7 surface parking lots, and 1,902 on-street parking spaces. This totals 6,318 parking spaces downtown. As shown in **Figure 1**, the following cities were selected to evaluate best practices.

- Boise, Idaho
- Columbus, Ohio
- Greenville, South Carolina
- Raleigh, North Carolina
- Savannah, Georgia

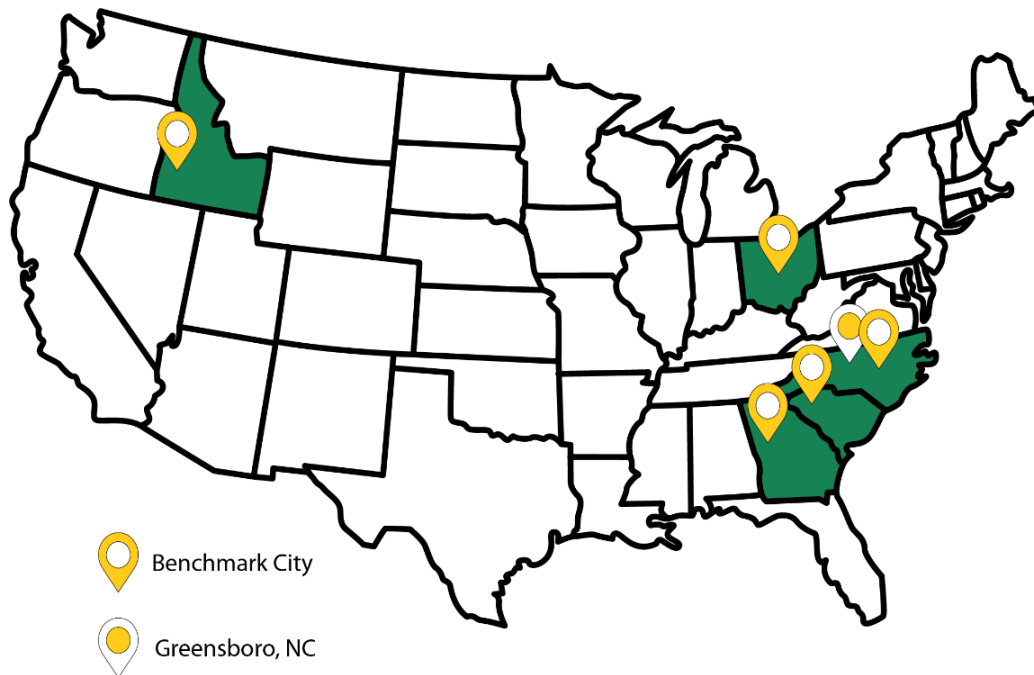


Figure 1. Map of Benchmark Cities

Off-Street Facilities Summary

Note that most of the cities reviewed had varied regulations and operations. **Table 1** represents the most common management practices for the off-street facilities in each city. Details about variations within each city can be found in the corresponding city profile.

Table 1. Off-Street Facilities Summary

City	Number of Facilities	Chargeable Days	Chargeable Hours	Rate Methodology	Cost	Daily Max	Monthly Permits (non-reserved)	Special Events	Operator	EV Charging	Credit/Debit Card	Cash/Coin	Validation Programs
Greensboro	5 Decks 7 Surface Lots	Monday – Friday	7:00 AM – 6:00 PM Overnight: 9:00 PM – 7:00 AM	Uniform Rate; Flat rate	First hour is free \$1.00 per hour \$2.00 overnight flat rate	\$10.00	Garages: \$107.00 Surface Lots: \$92.00	\$5.00 – \$10.00	Greensboro Department of Transportation	3 facilities	Yes	Yes	Yes
Boise	6 Decks	Monday – Sunday	24-hour	Uniform Rate	First hour is free \$3.00 per hour	Weekday: \$15.00 – \$20.00 Weekend: \$8.00	\$125.00 – \$190.00	\$10.00	ParkBOI	2 facilities	Yes	Yes	Yes
Columbus	5 Decks 2 Lots	Monday – Sunday	24-hour	Tiered Methodology	Varies by hour; \$1.00 – \$2.00 per hour	Varies by deck; \$12.00 – \$15.00	\$90.00 – \$150.00	\$20.00	Laz Parking	0 facilities	Yes	Yes	No
Greenville	11 Decks 3 Surface Lots	Monday – Sunday	24-hour	Tiered Methodology	First hour is free, \$2.00 for the second hour \$1.00 per hour after the second hour	\$7.00	Garages: \$72.00 Surface lots: \$36.00	\$5.00 – \$10.00	City of Greenville Parking	10 facilities	Yes	No	Yes
Raleigh	8 Decks 6 Lots	Monday – Friday	7:00 AM – 7:00 PM	Tiered Methodology	First 15 minutes free \$1.00 per hour for the first 2 hours \$2.00 per hour after 2 hours	Decks: \$14.00 Lots: \$5.00 – \$8.00	Garages: \$125 Surface Lots: \$60.00 - \$85.00	\$10.00	The Car Park	3 facilities	Yes	Yes	No
Savannah	5 Decks 6 Surface Lots	Monday – Sunday	24-hour Overnight: 5:00 PM – 5:00 AM	Uniform Rate; Flat Rate	\$1.00 per hour \$2.00 overnight rate \$5.00 weekend rate	\$14.00 (Monday – Thursday) \$17.00 (Fridays)	Garages: \$85.00 – \$180.00 No monthly permits at surface lots	\$5.00 – \$25.00	City of Savannah Mobility & Parking Services	2 facilities	Yes	Some surface lots	No

On-Street Parking System Summary

Table 2 summarizes the on-street parking system for each of the benchmark cities. Details about their on-street program can be found in the corresponding city profile.

Table 2. Summary of On-Street Parking Facilities for Benchmark Cities

City	Hours of Operation	Days of Operation	Rate Methodology	Cost	Meter Types	Hourly Max	Meter Fine	Credit/Debit Card	Cash/Coin	Mobile App Payment	Text to Pay	Other Payment Options
Greensboro	8:00 AM – 6:00 PM	Monday – Friday	Uniform Rate	\$1.00 per hour	Single Space; Twin Meters	2 hours	\$15.00	Yes	Coins	Yes	No	No
Boise	8:00 AM – 8:00 PM Weekend: 10:00 AM – 5:00 PM	Monday – Saturday	Variable; Dynamic	Varies by hour and zone; \$0.50 - \$3.00 per hour	Dual Head Meters	2 – 4 hours	\$22.00	Yes	Coins	Yes	No	Yes - Gift card
Columbus	6:00 AM - 10:00 PM	Monday – Saturday	Demand Based	\$0.40 - \$3.25 per hour	Multi-Space; Single Space	No Max	\$30.00	Yes	Yes	Yes	Yes	Yes
Greenville	9:00 AM – 6:00 PM	Monday – Sunday	None	Free	None	2 hours	\$10.00	n/a	n/a	n/a	n/a	n/a
Raleigh	8:00 AM - 6:00 PM	Monday – Friday	Zone Based	\$1.25 – \$1.50 per hour	Multi-space	2 hours	\$20.00	Yes	Yes	Yes	No	No
Savannah	8:00 AM – 8:00 PM	Monday – Saturday	Zone Based	\$1.00 – \$2.00 per hour	Multi-space; single space	None	\$25.00	Yes	Yes	Yes	No	No

Benchmark City Profiles

Boise, ID

The City of Boise’s Parking Division manages parking garages, parking lots, on-street parking, permits, enforcement, and parking-related technology. This includes over 1,000 on-street parking meters and 6 off-street parking facilities for a total of approximately 3,180 spaces.

Funding

Parking Services sits under the Finance and Administration Division of the city. Parking generated revenue is part of a general fund under the Finance and Administration Division. Capital expenditures for parking are included in the Finance and Administration Division’s budget. In 2022, the Finance and Administration Department had a budget of \$9.7 million. It was not specified how much of the budget is for parking expenditures. In 2022, Parking Services earned approximately \$2.6 million in on-street and off-street parking revenue.

Off-Street Facilities

Boise’s parking garages are operated by ParkBOI. There are 6 facilities that all offer hourly, daily, and monthly parking options. All garages are open and chargeable for 24 hours, 7 days a week. Boise has two city-owned facilities with EV charging stations. Payment is collected through credit cards only, making Boise’s off-street parking a cashless system. **Table 3** provides a breakdown of hourly, daily, and monthly parking options for Boise’s off-street facilities.

Table 3. Cost Differences for Off-Street Facilities in Boise

Hourly	Daily	Monthly
<ul style="list-style-type: none"> • First hour is free • \$3.00 per hour after the first hour 	<ul style="list-style-type: none"> • Weekday: \$15.00 – \$20.00 <i>Price varies based on proximity to downtown</i> • Weekend: \$8.00 • Daily Rate starts over at 5:00 AM 	<ul style="list-style-type: none"> • All parking: \$125.00 – \$190.00 <i>Price varies based on proximity to downtown</i> <i>No reserved parking</i> • \$20.00 key card fee (one-time) • Monthly parkers are required to park above a certain floor to allow for hourly parkers to park closer to the street

On-Street Facilities

On-street parking in downtown Boise is divided into 3 zones surrounding its urban core. The first 20 minutes of on-street parking is free within these zones. The pricing methodology for on-street parking is tiered, with the hourly cost increasing per hour parked.

Table 4. Parking Zones, Rates, and Enforcement¹

Zone 1	Zone 2	Zone 3
Enforcement Hours Monday – Friday: 8:00 AM – 8:00 PM Saturdays: 10:00 AM – 5:00 PM	Enforcement Hours Monday – Friday: 8:00 AM – 8:00 PM Saturdays: 10:00 AM – 5:00 PM	Enforcement Hours <i>Monday – Friday:</i> 8:00 AM – 6:00 PM <i>Saturdays:</i> Free
Rates <i>Monday – Friday:</i> \$2.00 for the first hour \$3.00 for the second hour <i>Saturday:</i> \$0.50 per hour	Rates <i>Monday – Friday:</i> \$1.25 for the first hour \$2.00 for the second hour <i>Saturday:</i> \$0.50 per hour	Rates \$0.50 for the first and second hour \$1.00 for the third and fourth hour (only available through the Parkmobile App)
2-hour max	2-hour max	4-hour max

Payment options for on-street parking include:

	Pay-by-App	Text-to-Pay	Credit Card	Cash/Coin	Other Options
Ways to Pay	✓	✗	✓	✓	✗
Vendors	ParkMobile	N/A	Not specified	Coins	Downtown Boise Association gift cards

¹ *Downtown Parking*, City of Boise, <https://www.cityofboise.org/departments/finance-and-administration/parking-services/downtown-parking/>

City of Boise Municipal Code: https://codelibrary.amlegal.com/codes/boiseid/latest/boise_id/0-0-0-6577

Parking Permit Programs

- *ParkBOI ePermit*: permit holders are selected through a lottery to park in specific on-street areas in downtown and the west end of downtown. Permits cost \$25.00 per month. However, if permit holders select to participate in alternative transportation through a park and ride shuttle to downtown, this fee is waived.
- *Twilight ePermit*: a monthly permit designed for downtown employees that work later afternoon or evening shifts. Permit holders are allowed to park in metered and time-limited on-street parking spaces in Zone 3 of downtown after 3:00 PM. The permit costs \$15.00 per month.
- *Zero Emission "Green" Vehicle Parking Permit*: zero-emission vehicles (ZEV) are allowed to park for free at metered spaces with this permit but must follow the time limits. Eligible ZEVs are determined by the vehicle's VIN and registration. The city shop must inspect the vehicle if the fuel type cannot be determined. The permit costs \$10.00 per year.
- *Residential Parking Permit*: in certain neighborhoods with heavy non-residential traffic, some residents are eligible for on-street residential parking permits. Permits are limited by location and household and must be renewed every year. Additionally, the permit holder must be parked within two blocks of the residence that is listed on the permit application. Multi-family developments that have their own off-street parking are not eligible for residential permits.

Notable Policy

Boise offers a parking meter prepay option on Friday nights/Saturday morning. Parkers can prepay on Friday evening after enforcement hours for the following morning, or on Saturday mornings before enforcement hours begin. Payments can be made using a credit card, coins, or on the ParkMobile app and will be applied starting at 10:00 AM on Saturdays.

Innovative Programming

The City of Boise offers secure and convenient bike parking in downtown through a program called BikeBOI. The bike parking facility is within an off-street garage and can store up to 42 bicycles at a time. It is open 24/7 and has restricted access through a key card. Inside the bike parking facility, there are 18 lockers, space for changing in and out of bike gear, and a bike repair station. BikeBOI memberships are free with a one-time set up fee of \$20.00.

Columbus, OH

Parking Services, a division of the Department of Public Service, is responsible for the administration, enforcement, operations, and management of on-street public parking in the City of Columbus. The division sets policies and manages parking and access programs. Parking Services also manages city-owned off-street parking facilities.

Funding

Parking Services is funded through a newly created Mobility Enterprise Fund. Created in 2022, the fund has total resources of \$15.5 million and total operating expenses of \$15.2 million. Off-street parking revenues are estimated at nearly \$2 million, while on-street parking revenues are estimated at \$6.5 million. Parking violation revenue accounts for \$5.2 million. Significant fund expenses are tied to personnel costs (\$4.9 million) and professional services (\$8.8 million) including but not limited to meter amortization, enforcement equipment, permitting, and technology contracts and services.

Off-Street Facilities

The City of Columbus manages 7 off-street parking facilities, including 5 decks and 2 parking lots. All facilities are open and chargeable 24 hours, 7 days a week. The parking garages accept cash and credit card payments whereas the surface lots are a pay-by-plate system using multi-space meters. **Table 5** displays a cost comparison for hourly, daily, and monthly rates for Columbus’s off-street facilities

Table 5. Columbus Cost Comparison of Off-Street Facilities

Hourly	Daily	Monthly
<ul style="list-style-type: none"> Different garages have different rate systems depending on their locations Typically use a variable methodology <ul style="list-style-type: none"> 0 – 1 Hour: \$2.00 1 – 2 Hours: \$4.00 2 – 3 Hours: \$5.00 3 – 4 Hours: \$6.00 4 – 5 Hours: \$8.00 5 – 12 Hours: \$10.00 Overnight parking (6:00 PM – 6:00 AM) and weekend parking at certain garages is \$1.00 per hour 	<ul style="list-style-type: none"> Daily maximums for hourly parking ranges from \$12.00 – \$15.00 depending on the location of the garage Some garages have a flat rate of \$5.00 – \$7.00 per day Special events have a \$20.00 daily rate (where applicable) 	<ul style="list-style-type: none"> Monthly rates vary based on the typical user group of the garage and the location of the garage <ul style="list-style-type: none"> <i>Regular monthly rates:</i> \$90.00 – \$130.00 <i>Reserved monthly rates:</i> \$150.00 – \$195.00 Typically charge permit holders a one-time set up fee of \$20.00

On-Street Parking

The City of Columbus has a robust on-street parking system that uses demand-based pricing to set the hourly parking rate. This includes evaluating rates and adjusting every six months based on occupancy data, as shown in **Table 6**. If average on-street occupancy meets the criteria shown in this table, a rate adjustment will occur.

Table 6. Columbus's Demand-Based Pricing Model

Occupancy %	Rate Increase
>90%	\$0.50 increase
80% - 90%	\$0.25 increase
60% - 80%	no change
30% - 60%	\$0.25 decrease
<30%	\$0.50 decrease

Other notable characteristics of the on-street system include:

Hours of Operation	Meter Cost	Meter Fine	Time Limit	Meter System
6:00 AM – 10:00 PM Monday – Saturday	\$0.40 - \$3.25 per hour	\$30.00	No max	Multi-space meters (Pay-by-Plate) Single-space Meters (Pay-by-Space)

The payment options are listed below:

	Pay-by-App	Text-to-Pay	Credit Card	Cash/Coin	Other Options
Ways to Pay	✓	✓	✓	✓	✓
Vendors	Park CBUS (ParkMobile)	ParkMobile	Not specified	Coins	Google Play Apply Pay

Parking Permit Programs

Columbus offers permits for residents, resident guests, businesses, institutions (churches, schools, etc.), and property owners (owners who own one or multiple residential properties in a permit parking zone but do not reside within the permit parking zone). Each zone has specific permit eligibility criteria, maximum issuance per address, and range of costs, such as \$25 per year for residential and institutional permits and \$100 to \$700 annually for business permits. There are 26 different zones.

Notable Policy

Columbus has developed Parking Management Plans for select neighborhoods that are more susceptible to parking issues. These plans prioritize neighborhood parking, manage the demand for on-street parking created by commercial attractions, promote retail patronage, encourage the use of alternate forms of transportation, and limit congestion in and around permit parking zones. As part of these plans, the neighborhoods are typically assigned a zone or zones for permit parking (residential, business, institutional, etc.). Area-specific parking management plans allow Columbus to understand the needs of specific neighborhoods throughout the city and develop subarea plans to meet their specific needs while managing its core system based on industry best practices.

Examples of area-specific plans include:

- [Short North Parking Plan](#)
- [Children's Hospital Parking Plan](#)
- [East Franklinton Parking Plan](#)

Innovative Programming

Along with on- and off-street parking options, the City of Columbus's Parking Services also offers a car-sharing membership to try to increase mobility options for its residents, businesses, and visitors. This is a fee-based membership service that provides access to a fleet of vehicles 24 hours, 7 days a week. Rates are determined by the length of usage or miles driven. The current operator for this program is ZipCar. Car-sharing vehicles are allowed to park at certain dedicated on-street spaces that the operator must apply for.²

² Columbus Code Reference: https://library.municode.com/oh/columbus/codes/code_of_ordinances

Greenville, SC

The City of Greenville operates and manages over 8,000 parking spaces, including approximately 900 on-street spaces. The Parking Division, as part of the Public Works Department, oversees these facilities along with tag districts, parking fines, and enforcement.

Funding

The Parking Division, founded in 1995, supervises the operation and management of all publicly owned parking facilities. Greenville has developed a Parking Enterprise Fund, which includes budgets for garage rehabilitation and parking control equipment.

In 2022, the operating funds from the Parking Division totaled to \$2.1 million. Total expenditure for the Parking Division was \$1.2 million, with the majority of the costs coming from debt service (28%), administrative costs (21%), and personnel services (20%).³

Off-Street Facilities

Greenville operates 11 parking decks and 3 surface lots with 10 out of its 14 facilities containing EV charging infrastructure. These decks are open and chargeable 24 hours, 7 days a week and payments can be made through a credit or debit card, ParkMobile, or a voucher. Additionally, Greenville has validation programs for businesses to provide free or discounted parking to their customers. Within the garage, hourly rates follow a tiered methodology, as shown in **Table 7**.

Table 7. Cost Comparison for Off-street Facilities in Greenville

Hourly	Daily	Monthly
<ul style="list-style-type: none"> • First hour: free • Second hour: \$2.00 • Hourly rate after: \$1.00 per hour • Some surface lots provide free, 2-hour parking 	<ul style="list-style-type: none"> • Daily maximum: \$7.00 • Special Events: \$5.00 – \$10.00 	<ul style="list-style-type: none"> • Garage: \$72.00 • Monthly overnight parking in garages: \$36.00 • Surface lots: \$36.00

³Annual Operating Budget, Fiscal Year 2021-2022 <https://www.greenvillesc.gov/DocumentCenter/View/19007/City-of-Greenville-FY-2021-22-Adopted-Budget>.

Greenville Code of Ordinances:

https://library.municode.com/sc/greenville/codes/code_of_ordinances?nodeId=COOR_CH42TRVE_ARTIIIIPASTST

On-Street Facilities

Greensboro provides free, time-limited on-street parking. The hourly maximum is 2 hours and a ticket for exceeding this time limit is \$10.00. This is enforced 9:00 AM – 6:00 PM Monday through Sunday.

Parking Permit Programs

- *Historic District Parking Permits:* Greenville offers parking permits for residents, businesses, and guests throughout the city's historic district. Residents or business owners may purchase up to two permits at \$10.00 each and three visitor permits at \$5.00 each. Each permit is valid for one year.
- *Night Owl Parking:* Greenville offers a discounted monthly parking rate to provide affordable and convenient parking options for hospitality workers and those who regularly visit downtown at night and on weekends. This permit is \$36.00 per month and provides access to the customer's preferred garage from 4:00 PM to 6:00 AM Monday through Thursday and 4:00 PM Friday to 6:00 AM Monday.

Notable Policy

There is a gradation of parking fines over time for repeated violations. For each violation of the same type, the parking fine is raised by \$10.00. For example, the cost of parking past the time limit of 2 hours is \$10.00. However, the second over-time violation is \$20.00. This price increase continues up to \$40.00 per citation. If a vehicle receives five or more parking citations that are unpaid, the vehicle will be booted.

Innovative Programming

As stated in the *On-Street Parking* section, Greenville offers free, time-limited on-street parking. This accounts for approximately 900 spaces. However, as mentioned in *Notable Policy*, Greenville implements a strict and punitive enforcement system. By doing this, it encourages compliance with the time limits and generates revenue from the on-street parking system. High compliance rates ensure parking turnover for the on-street system and promotes off-street parking for long-term parking needs. Additionally, Greenville has slightly higher off-street parking rates than its comparable peers, which help increase the parking system's revenue to offset free on-street parking. Overall, although Greenville offers free on-street parking, the city implements policies and enforcement protocols to ensure financial sustainability and an efficient parking system.

Raleigh, NC

The City of Raleigh’s Parking Division is responsible for the management and enforcement of approximately 1,200 on-street parking spaces, eight city-owned parking garages, and five surface lots. The Parking Division is responsible for fine collection, pay station maintenance, and residential permit parking. Raleigh subcontracts parking operations to The Car Park.

Funding

The City of Raleigh’s Parking Division uses an Enterprise Fund to manage and operate its off- and on-street parking facilities. In FY 2022-2023, planned expenditures total to \$15 million. Revenue is projected to be equal to expenditures, with \$14.9 million of revenue coming from parking fees.⁴

Off-Street Facilities

The Raleigh Parking Division manages and maintains a total of 12 off-street parking facilities. This includes 8 decks and 5 surface lots. These facilities are typically open and chargeable Monday through Friday, 7:00 AM – 7:00 PM. Some parking garages remain open 24 hours but do not charge overnight. **Table 8** details the differences in hourly, daily, and monthly costs.

Table 8. Cost Comparison of Off-Street Facilities in Raleigh

Hourly	Daily	Monthly
<p>Garage</p> <ul style="list-style-type: none"> • First 15 minutes are free • Garages use tiered Methodology: 0 – 2 hours: \$1.00 per hour 2 – 8 hours: \$2.00 per hour • Three facilities are \$3.00 per hour, up to \$15.00 maximum <p>Surface Lots</p> <ul style="list-style-type: none"> • Surface lots use a uniform rate: \$1.00 per hour 	<p>Garage</p> <ul style="list-style-type: none"> • Daily maximum rate: \$14.00 • Special event parking: \$10.00 <p>Surface Lots</p> <ul style="list-style-type: none"> • Daily maximum rate: \$8.00 • Flat rate on the evenings: \$7.00 • Weekend parking flat rate: \$7.00 – \$10.00 per day 	<p>Garage</p> <ul style="list-style-type: none"> • Unreserved monthly parking: \$125.00 per month • Reserved monthly parking: \$190.00 per month <p><i>Select garages only</i></p> <p>Surface Lots</p> <ul style="list-style-type: none"> • Monthly permit parking: \$60.00 – \$85.00 per month

⁴ FY2023 Adopted Budget. <https://cityofraleigh0drupal.blob.core.usgovcloudapi.net/drupal-prod/COR11/fy23-adopted-budget.pdf>

Raleigh Code of Ordinances:

https://library.municode.com/nc/raleigh/codes/code_of_ordinances?nodeId=DIVICOG_EOR_PT11TR_CH2MOVETR_ARTJPAS

On-street Facilities

The City of Raleigh manages and enforces approximately 1,200 on-street parking spaces using a zone-based methodology. More popular zones in the city are priced at \$1.50 per hour and lower-demand areas are priced at \$1.25 per hour. Other notable characteristics include:

Hours of Operation	Meter Cost	Meter Fine	Time Limit	Meter System
8:00 AM – 6:00 PM Monday – Friday	\$1.25 – \$1.50 per hour	\$20.00	2-hour max	Single-Space Meters (Pay-by-Space) Multi-space Meters (Pay- by-Space)

Payment options for on-street parking include:

	Pay-by-App	Text-to-Pay	Credit Card	Cash/Coin	Other Options
Ways to Pay	✓	✗	✓	✓	✗
Vendors	Passport	N/A	Visa, MasterCard, Discover, American Express	Coins	N/A

Parking Permit Programs

- *Downtown Evening Employee Parking:* the downtown evening employee monthly parking rate is \$20.00 per month and access is from 3:00 PM – 6:00 AM. There are four garages available for the evening employee permit. Applicants must show proof of downtown evening employment through a schedule or pay stub.
- *Residential Permit Parking:* Raleigh offers Residential Parking Permits for \$20.00 per year. There are ten (10) RPP locations throughout the city, mostly close to major employers, colleges/universities, medical institutions, and sports complexes. Vehicles must be registered to an address located within the restricted area; however, residents can purchase guest passes valid for one car for 24 hours for \$0.50 per permit. Signage within each zone specifies the restricted hours but typically allows outside users from 8:00 AM – 5:00 PM.

Notable Policy

To help with on-street parking demand and increase parking turnover, Raleigh has developed Curbside Pickup Zones. These are free on-street spaces that provide parking for users who are actively picking up retail goods order digitally or by telephone. Spaces have a time limit of 30 minutes while customers are actively loading and unloading goods. Signage is posted at each Curbside Pickup location with the hours these zones are in effect. Citizens can request curbside pickup zones by contacting the Raleigh Parking office.

Innovative Programming

Raleigh developed a program called Temporary Small Business Parking Relief Program to help small businesses. This began in January 2021 as a pilot and offers a limited number of parking passes at select publicly owned garages. These parking passes are free and provide 24/7 access to the deck. To qualify for this program, businesses must have less than 49 employees and complete an application and provide the business's Employer Identification Number (EIN).

Savannah, GA

The Parking and Mobility Services is part of the Transportation Services Department in Savannah, Georgia. This division operates and enforces on- and off-street facilities. Additionally, they manage permit programs and mobility services for bicyclists, boaters, pedestrians, and tour buses.

Funding

The City of Savannah funds parking through an enterprise fund, separate from the city's general operating budget. In FY 2022, the Parking Fund revenues were budgeted to be \$19.8 million, and expenditures were \$17.1 million. The expenditures include three capital improvements: improving parking garage control booths, adding cameras to their Red Light Camera Program to improve driver and pedestrian safety; and specific garage infrastructure repairs. Mobility Services were budgeted to be \$12.6 million, but this money comes from the city's general fund.⁵

Off-Street Facilities

The City of Savannah owns and operates 11 off-street parking facilities including 5 parking garages and 6 surface lots. Facility hours vary but typically surface lots are open and chargeable Monday – Saturday, 8:00 AM – 8:00 PM. All garages are open and chargeable 24 hours, 7 days a week. Payment can be made through credit and debit cards, with some surface lots accepting cash/coin. There are two facilities with EV charging infrastructure. The hourly, daily, and monthly rates vary greatly for each facility depending on its location and demand. Details of the typical costs are shown in **Table 9**.

Table 9. Cost Comparison of Off-street Facilities in Savannah

Hourly	Daily	Monthly
<p>Garages</p> <ul style="list-style-type: none"> Monday – Friday, 5:00 AM - 5:00 PM: \$1.00 – \$2.00 per hour Monday – Friday overnight rate (5:00 PM – 5:00 AM): \$2.00 flat rate Select garages weekend rate: \$10 per hour 	<p>Garages</p> <ul style="list-style-type: none"> Weekday Daily Maximum: \$14.00 - \$16.00 Friday Daily Maximum: \$17.00 Weekend Flat Rate: \$5.00 Special Events: \$5.00 – \$25.00 	<p>Garages</p> <ul style="list-style-type: none"> Monday – Friday 5:00 AM – 9:00 PM: \$40.00 - \$85.00 per month Unlimited access: \$70.00 – \$100.00 month Unlimited access with reserved space: \$180.00 per month Monthly overnight rate at select garages (3:00 PM – 6:00 PM): \$35.00 per month
<p>Surface Lots</p> <p>Monday – Saturday 8:00 AM – 8:00 PM: \$2.00 per hour</p>	<p>Surface Lots</p> <p>No daily max</p>	<p>Surface Lots</p> <p>No monthly parking</p>

⁵ City of Savannah 2022 Adopted Budget & Capital Improvement Program
<https://www.savannahga.gov/DocumentCenter/View/24049/FY22-Adopted-online>

On-Street Parking

The city of Savannah manages the on-street parking in its downtown using a zoned based methodology. There are two zones with prices ranging from \$1.00 per hour further away from the city center to \$2.00 per hour in the heart of downtown. Of note, there are no time limits to on-street parking in Savannah. Notable characteristics are shown below:

Hours of Operation	Meter Cost	Meter Fine	Time Limit	Meter System
8:00 AM – 8:00 PM Monday – Saturday	\$1.00 – \$2.00 per hour	\$25.00	None	Single-Space Meters (Pay-by-Space) Multi-space Meters (Pay-by-Space)

The city developed their own parking app to allow users to easily pay for parking through their phones. Additionally, parkers can pay using Smart Cards, but currently the city does not have any available. All payment options are shown in the following graphic

	Pay-by-App	Text-to-Pay	Credit Card	Cash/Coin	Other Options
Ways to Pay	✓	✗	✓	✓	✗
Vendors	ParkSavannah (Passport)	N/A	Visa, MasterCard, Discover, American Express	Cash /Coins	Smart Cards

Permit Parking Programs

- *Residential Decals*: Residents living in a metered zone can apply for an on-street parking decals to park at metered spaces near their residence for free. Residents must actively live at the qualifying address and provide proof. This type of permit is free for active residents and must be renewed each year. Guest parking is permitted through a guest parking permit, valid for one week.
- *Second Residential Decals*: This is for “non-residents”, owners/leasers who do not actively in in Savannah, to have the ability to park at metered spaces near their residence. These users must own/lease property there, such as a vacation or second home, but are not permanent residents. The cost of the decal is \$200.00 per year and must be renewed each year. Guest parking is permitted through a guest parking permit, valid for one week.
- *Commercial Vehicle Decals*: This permit allows business vehicles to park in freight zones, lanes or alleys, or at officially bagged parking meters to load and unload merchandise or provide services that need consistent access to the vehicle for tools/equipment. Each permit costs \$200.00 per year and must be renewed each year.

Notable Policy

Savannah offers a free downtown transit system. It consists of one ferry, one streetcar, and one shuttle. The shuttle connects five of the public parking garages and stops at 20 locations around the Historic District of downtown, including visitor centers and ferry landings. The shuttle runs every 10 minutes, is ADA accessible, and has free WI-FI.

Innovative Programming

Savannah has implemented a Bicycle Rack Program to expand the city's bicycle infrastructure and improve multimodal mobility. This program provides free bike racks for businesses to install in front of their facility. The city installs and maintains the bike racks, and racks are typically placed in the existing public right-of-way. This program helps create a more secure and reliable parking experience for cyclists and encourages the use of multimodal mobility for employees and customers.

Common Trends Across Peer and Aspirational Cities

Key takeaways from this Benchmark Study include:

- **4 out of 5 (80%)** of cities operate their parking decks 24 hours a day, 7 days a week.

Greensboro Comparison:

The City of Greensboro has inconsistent payment requirements for off-street parking decks. Customers that enter and exit between 7:00 AM and 6:00 PM must pay for parking. However, if a customer exists a deck between 6:00 PM and 9:00 PM, their parking is free. This also allows customers to cheat the system by waiting a few minutes to exit the deck for free parking.

Similarly, parking at Greensboro parking decks is free on the weekends. This differs from 4 out of 5 peer and aspirational cities.

Greensboro Takeaways:

- Convert all parking decks to 24 hours a day, 7 days a week.
 - Remove the 6:00 PM – 9:00 PM free parking options
 - Charge for parking at parking decks on weekends
- **5 out of 5 (100%)** of cities have higher starting rates than the City of Greensboro and **4 out of 5 (80%)** have higher maximum daily rates. **Figure 2** compares the hourly rates at parking decks in Greensboro and peer cities. Note, the rates displayed reflect the lowest parking deck rates offered and does not reflect higher parking rates used for high-demand parking facilities or weekend rates.

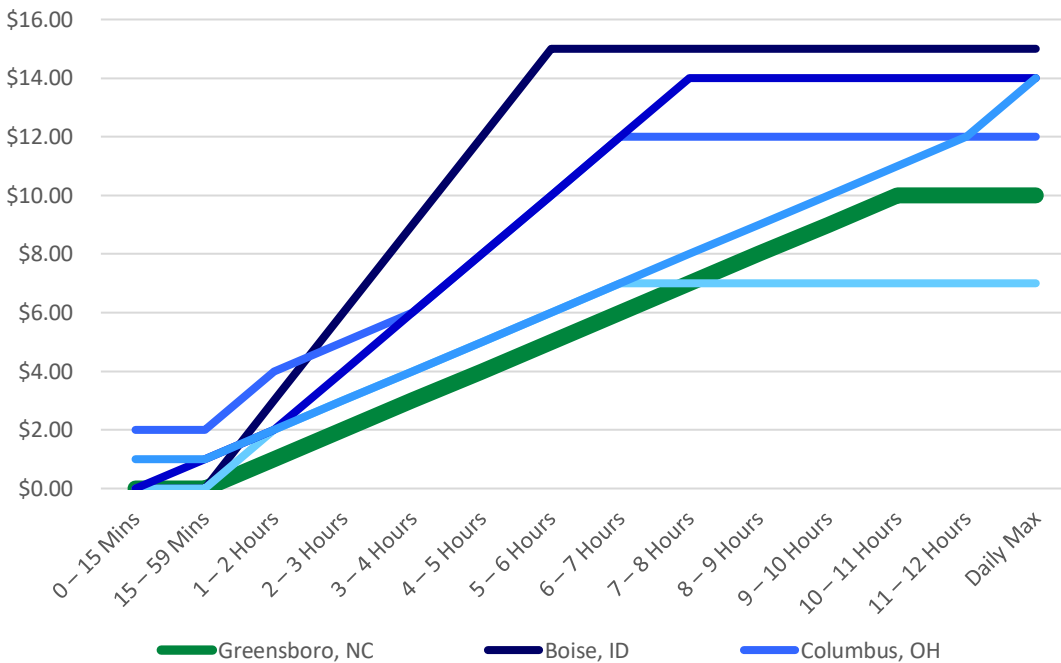


Figure 2. Comparison of Hourly Rates at Parking Decks

Greensboro Comparison:

The City of Greensboro's hourly rates at parking decks is lower than peer and aspirational cities. Additionally, Greensboro's maximum daily rate is lower than most of its peers. When compared to the average daily maximum of \$12.40, the City of Greensboro falls short of the average by more than \$2.00. This maximum

daily rate differential is also seen across parking facilities with Downtown Greensboro. The Hampton Inn & Suites Greensboro Downtown charges \$12.00 per day and the Greensboro Marriott hotel charges \$15.00 per day.

Greensboro Takeaways:

- Evaluate the hourly rate structure at parking decks in Downtown Greensboro to determine an appropriate starting rate and maximum daily rate.
- **4 out of 5 (80%)** of cities charge for on-street parking. Of the four cities that charge for on-street parking, **4 out of 4 (100%)** have a higher hourly rate for on-street parking than the City of Greensboro. Additionally, 4 out of 4 (100%) of cities use parking demand to determine locations with higher or lower pricing rates. Areas with high parking demand have higher hourly rates and areas with low parking demand have lower hourly rates.

Greensboro Comparison:

On-street parking rates in Downtown Greensboro is not determined by parking demand. Streets with high demand, such as Elm Street are free, whereas streets with lower demand such as W Friendly Avenue or Washington Street require paid parking.

Greensboro Takeaways:

- Set an on-street parking pricing strategy based on parking demand
- Evaluate alternative pricing strategies such as zone-based pricing, dynamic pricing, and tiered pricing to determine the best pricing strategy for Downtown Greensboro.
- **3 out of 5 (60%)** of cities offer a discounted permit for service/hospitality employees that work during evening/night shifts.

Greensboro Comparison:

Parking in Downtown Greensboro is free from 6:00 PM – 9:00 PM and a \$2.00 flat rate after 9:00 PM. GDOT does not currently offer a parking permit for service/hospitality employees.

Greensboro Takeaways:

- If off-street parking rates increase during the evenings, GDOT should explore the introduction of discounted permits for service/hospitality employees.