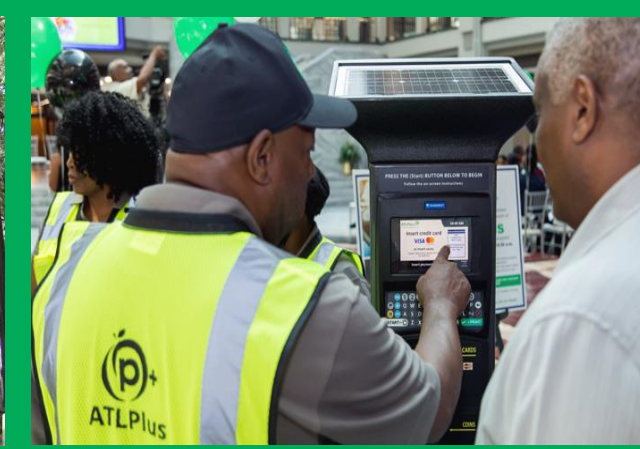




ATLPlus

www.ATLPlusMobility.com



ATL PLUS: ATLANTA'S NEW PARKING PROGRAM

PROGRAM SUMMARY

PHILOSOPHY

As a city known for southern hospitality, Atlanta citizens have come to expect welcoming and helpful representatives in our service industries. The City's new ATLPlus parking program is designed to enhance the parking experience by providing convenient payment options, improved parking equipment and staff thoroughly trained in customer service and conflict resolution. ATL Plus' goal will be to rebuild the public's trust in the parking program, while we serve as ambassadors to the patrons.





ON-STREET PARKING SYSTEM

~2,400 METERED SPACES

15 IMPACTED NEIGHBORHOODS

ATKINS PARK

PEACHTREE HEIGHTS WEST

ATLANTA UNIVERSITY CENTER

PONCEY-HIGHLAND

BROOKWOOD HILLS

SOUTH TUXEDO PARK

BUCKHEAD VILLAGE

SWEET AUBURN

DOWNTOWN

VINE CITY

LITTLE FIVE POINTS

VIRGINIA HIGHLAND

MIDTOWN

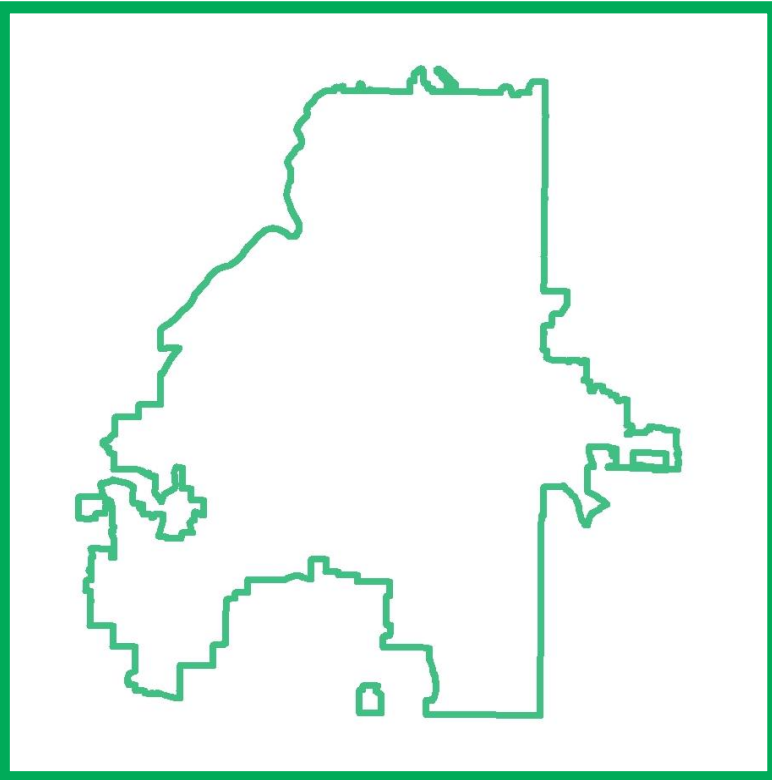
WASHINGTON PARK

OLD FOURTH WARD

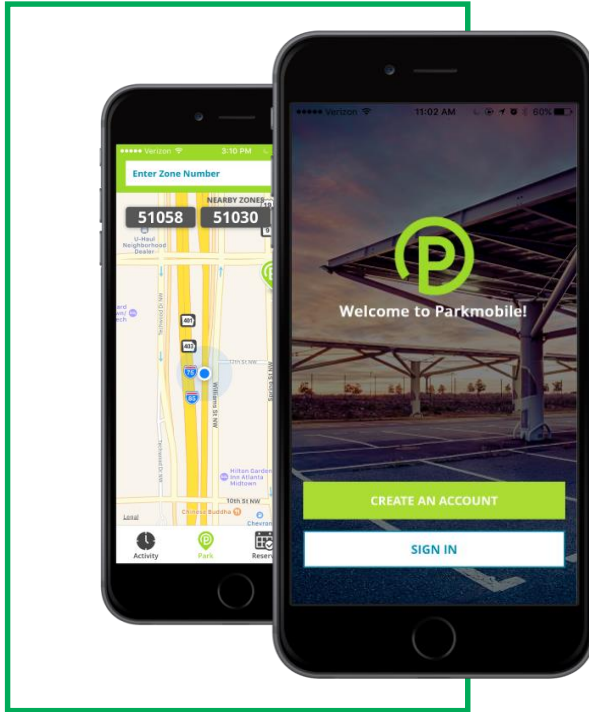
PAY-BY-SPACE & PAY-BY-PLATE TRANSACTIONS

PARKING RATE: \$2.00 PER HOUR

HOURS OF OPERATION: 7:00 AM – 10:00 PM



TECHNOLOGY



PARKMOBILE APP

Relaunch of the Parkmobile app in the city of Atlanta provides users with a parking experience that's in the palm of their hand. Now citizens can park and pay through the Parkmobile app, receive alerts 15 minutes before their session expires, and extend parking sessions as needed. The Parkmobile app can be downloaded Apple and Android products.

PARKEON METER

New Parkeon meters have been installed throughout the City of Atlanta. The new pay stations provide a 7 inch LED screen, a full keyboard, faster processing speeds, and pay-by-plate technology. The upgraded equipment are sleek and help to enhance the streetscape compared to the City's previous equipment.

PARKING MANAGEMENT OUTCOMES

WHY HAVE PARKING MANAGEMENT?

Promotes parking turnover. Parking management serves as a tool to improve access to businesses and destinations.. Managing parking increases the opportunity for customers and visitors to have a place to park and encourages employees to use long-term parking locations or switch their mode of travel.

Supports transit. Parking management supports transit oriented development and transit use.

Improved quality of service. Many strategies improve user quality of service by providing better information, increasing consumer options, reducing congestion and creating more attractive facilities.

Reduces land consumption. Parking Management can reduce land requirements and so helps to preserve green space and other valuable ecological, historic and cultural resources

Improve walkability. By allowing more clustered development and buildings located closer to sidewalks and streets, parking management helps to create more walkable communities. On-street parking serves as a barrier between pedestrians and moving vehicles.

Revenue generation. Some management strategies generate revenues that can fund parking facilities, transportation improvements, or other important projects.

An aerial photograph showing a massive crowd of people gathered in an outdoor setting, likely a festival or concert. The crowd is dense and fills most of the visible area. In the background, there are buildings, trees, and some structures, suggesting an urban or campus environment. The overall scene is bright and active.

RESIDENTIAL PARKING

MIDTOWN: RESIDENTIAL PARKING PROGRAM

Each neighborhood has unique needs and concerns. How can we better serve the needs of Midtown Atlanta?



WHERE ARE RESIDENTIAL PARKING STREETS?

INWOOD CIRCLE

17TH STREET: BETWEEN PEACHTREE ST & PEACHTREE CIRCLE

16TH STREET: BETWEEN PEACHTREE ST & PEACHTREE CIRCLE

15TH STREET: BETWEEN PEACHTREE ST & PEACHTREE CIRCLE

MYRTLE STREET: BETWEEN 8TH ST & 10TH STREET

ARGONNE AVENUE: BETWEEN 8TH ST & 10TH STREET

TAFT AVENUE: BETWEEN 8TH ST & 10TH STREET

CHARLES ALLEN DRIVE: BETWEEN 8TH ST & 10TH STREET

9TH STREET: BETWEEN MYRTLE STREET & CHARLES ALLEN DRIVE

8TH STREET: BETWEEN ARGONNE AVENUE & CHARLES ALLEN DRIVE

PENN AVENUE: BETWEEN PONCE DE LEON AVENUE & 5TH STREET

MYRTLE STREET: BETWEEN PONCE DE LEON AVENUE & NORTH AVENUE

4TH STREET: BETWEEN MYRTLE STREET & ARGONNE AVENUE

MYRTLE STREET: BETWEEN 3RD STREET & 4TH STREET

EDUCATING RESIDENTS ON PARKING STANDARDS

Having consistency is one way to improve the RPP system. Residents should place their permits on the lower driver's side of their rear window. If vehicles have tinted windows, the permit should be placed on the lower driver's side of the front windshield. Guest passes should be placed in the dashboard.

HOW CLOSE CAN I PARK?

Drivers should remember to park:

5 feet from a driveway

15 feet from a fire hydrant

20 feet from a crosswalk

30 feet from a stop/yield sign

HOURS OF ENFORCEMENT – ATL PLUS

The ATL Plus non-sworn officers conduct enforcement during the meter operation hours. Hours of operation are from 7:00 am to 10:00 pm. Sworn APD Officers are able to conduct enforcement 24 hours a day/7days a week.

IDENTIFYING MIDTOWN RESIDENTS BY PLATE

In the upcoming months ATL Plus will be launching License Plate Recognition (LPR) technology. As this technology comes online, ATL Plus will be able to work with the City of Atlanta to integrate license plates that have residential parking permits with the LPR system. This will allow for enforcement by license plate and minimize confusion related to permit stickers.

HOURS OF ENFORCEMENT – APD

The Atlanta Police Department and Sworn APD Officers are able to conduct enforcement 24 hours a day/7days a week.

FESTIVALS

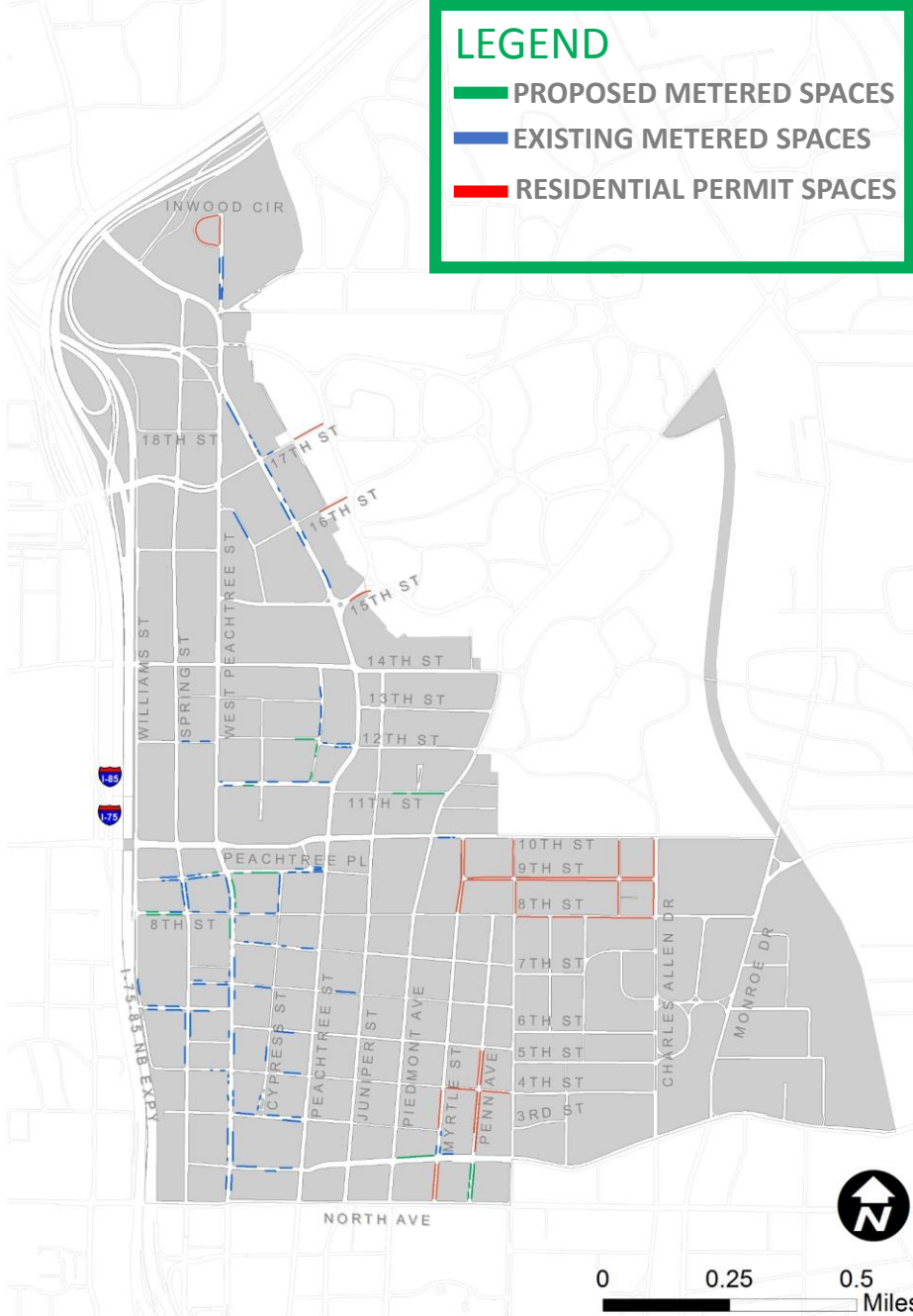
ATL Plus works with APD zone commanders during festivals and special events. If someone is having a issue during a special event they should call 911. Calls will then be dispatched to a sworn APD Office. This is the best route to addressing blocked driveways and other parking concerns during special events.

MIDTOWN

QUICK FACTS: PROPOSED METERED LOCATIONS

11TH STREET: PIEDMONT AVENUE – WEST PEACHTREE	21
12ST STREET: CRESCENT AVENUE – PEACHTREE WALK	10
CRESCENT AVENUE: 11TH STREET – 12TH STREET	8
PENN AVENUE: PONCE DE LEON AVENUE – NORTH AVENUE	27
PONCE DE LEON AVENUE : MYRTLE STREET– PIEDMONT AVENUE	13
WEST PEACHTREE STREET: 7TH STREET – PEACHTREE PLACE	17
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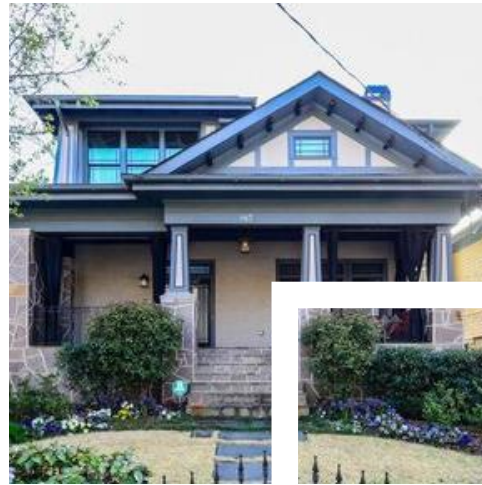
E-mail parkinginfo@atlantaga.gov to provide feedback



EXPLORING OPTIONS

RESIDENTIAL PARKING

Designating parking spaces for residents of Castleberry Hill. This would require the obtaining a residential permit from the Department of Public Works, Office of Transportation.



EMPLOYEE PARKING

Designating parking spaces for employees that work in Castleberry Hill. This would require establishing a new program to allocate space for employee parking and accompanying legislation.



PARKING BENEFIT DISTRICTS

Establishing a parking benefit district to allocate a portion of the revenue generate from meter payments to improvements in the Castleberry Hill neighborhood. This would require legislation to create a benefit district and tracking of revenue generated in the neighborhood.



E-PERMITTING

Develop a system to obtain residential permits online and through the Parkmobile platform. This would require changes the to current permitting process and integration with Parkmobile and ATL Plus.



PATH FORWARD



COMMUNITY FEEDBACK

Submit community feedback on the installation of meters and placement of metered spaces. All feedback should be submitted to parkinginfo@atlantaga.gov. Community feedback will be used to finalize the list of metered locations.

PROPERTY OWNER NOTIFICATION

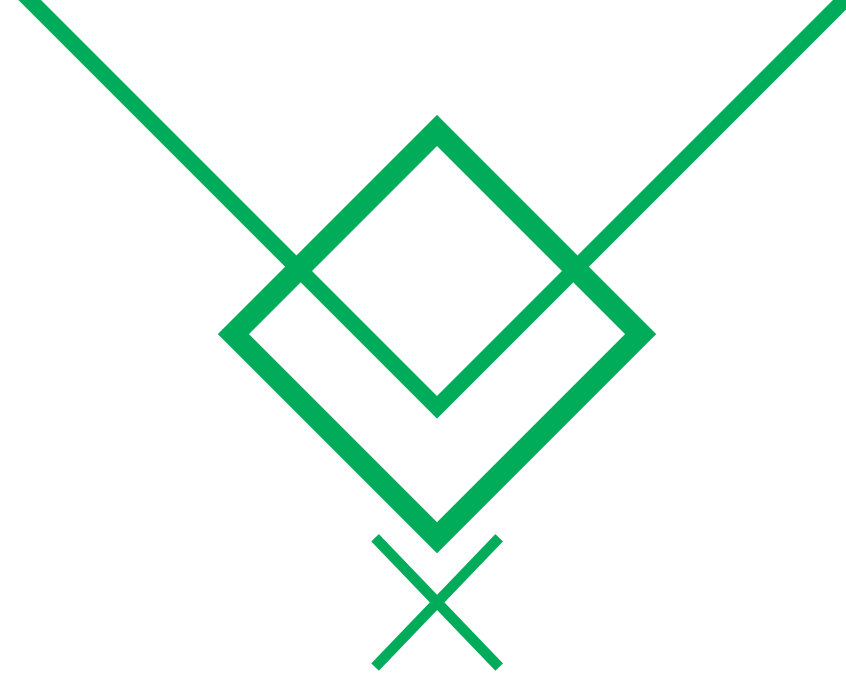
After a finalized list has been developed from community feedback, the City of Atlanta Office of Transportation will send notification letters to all impacted property owners.

PUBLIC COMMENT

During a City Council Transportation Committee meeting, citizens and groups will be able to provide feedback for public comment. This will serve as the last official opportunity for public comment, however, the Office of Transportation and ATL Plus will continue to receive feedback before, during, and after the installation of meters.

METER INSTALLATION

Parking meters will be installed in designated areas and signage will be updated to reflect updates to the parking system. This will include any relevant NO Parking signage.



QUESTIONS & COMMENTS

parkinginfo@atlantaga.gov