

North Beaches Pilot Parking Management Program Rolling Out

The pay-for-parking program at Beaches Town Center will begin with a soft launch on Thursday, Oct. 17, and enforcement will begin Oct. 28.

The North Beaches Pilot Parking Management Program is a public-private partnership between the cities of Neptune Beach and Atlantic Beach. The program is managed by RTA Consulting; the Beaches Town Center Agency also has had a key role in implementing the initiative.

To help Neptune Beach and Atlantic Beach manage traffic and parking, pay-to-park spaces are located throughout Beaches Town Center. The soft launch is an initiative to inform businesses, residents and visitors of the new rules and regulations; answer questions; and demonstrate how the app and kiosks work. Only courtesy notifications of violations will be issued during the soft launch.

To park in a pay-to-park space, vehicle operators must download the free Flowbird app or use the marked pay stations (kiosks). There are seven kiosks in Neptune Beach and two in Atlantic Beach. The first half hour of parking is free; after the first free half hour, the cost is \$1 per half hour. The maximum daily fee is \$12.

The City of Neptune Beach has allocated 35 spaces at the Beaches Town Center southwest perimeter on Cherry, Walnut and Second streets for registered Neptune Beach residents to use at no charge. The City of Atlantic Beach, meanwhile, has established a 50-percent discount for its registered residents who utilize pay-to-park spaces in Atlantic Beach.

Neptune Beach and Atlantic Beach residents may register their vehicles at www.northbeachesparking.com.

The Beaches Town Center Agency and Merchants Association have a program to provide dedicated parking spaces for employees working in the Beaches Town Center. Meanwhile, there are some privately owned lots throughout Beaches Town Center that are not included in this program. All spaces that are part of the Neptune Beach-Atlantic Beach program will clearly display the North Beaches Parking logo, and North Beaches Parking kiosks will clearly display the logo.

Spaces in the pay-for-parking area will be identified by signage or pavement markers. There are 229 on-street parking spaces --165 in Neptune Beach and 64 in Atlantic Beach. The parking program will utilize an automatic license plate recognition system, which has cameras mounted on enforcement vehicles to scan license plates.

Pay-for-parking will be enforced from 11 a.m. to midnight seven days a week. Customers may pay with a credit card through the app, or pay at the kiosks using a credit card or cash. The kiosks will accept \$1, \$5 and \$10 bills (no coins). The machines will not give change, so cash payments must be exact-change only. Customers must enter their license plate information; there is no need to display a receipt or enter a

space number to verify payment. There are time limits imposed on certain designated spaces in Atlantic Beach during enforcement hours; those spaces will be clearly marked.

All first-time citations, other than those involving Americans with Disabilities Act or other illegal parking, will receive a one-time courtesy notice of violation. Subsequent citations will result in the issuance of a parking invoice listing the violation and an option of paying the \$12 maximum daily fee by the end of the next business day. Those payments may be made via the Flowbird app, online, or at the North Beaches Parking office at the Neptune Beach Police Department.

If citations are not paid by the due date, a \$10 administrative fee will be added to the invoice. If that payment isn't made within 30 days, the citations will be submitted to the city government for enforcement and collection action.

The North Beaches Pilot Parking Management Program was created as a trial endeavor to create a data-driven, market-based, self-sustaining initiative. During the 18- to 24-month pilot program, the resulting market data will be continually reviewed and modifications will be made, accordingly. The two cities will determine separately how revenues from the program will be used.

The parking program's Flowbird app is readily available in various app stores. Download instructions are posted on the kiosks and an instructional video is posted at www.northbeachesparking.com. The program's parking ambassadors also serve as customer service personnel, and can provide assistance.

Additional information about the North Beaches Pilot Parking Management Program is available at www.northbeachesparking.com; by calling (904) 566-9410; and by emailing manager@northbeachesparking.com.