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## CITY OF CALDWELL PRESS RELEASE

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Beginning this week, citizens will notice the installation of parking meters strategically placed within the core area of downtown, spanning from Cleveland Boulevard to Kimball Avenue, and between 5th and 10th Avenues.

This installation kicks off the introduction of paid parking as a proactive measure aimed at optimizing parking turnover to better accommodate visitors and shoppers frequenting the bustling city center. By encouraging downtown employees and long-term parkers to utilize **free parking** spaces a block or two away, we aim to alleviate congestion and enhance pedestrian mobility throughout downtown Caldwell.

The paid parking initiative aligns with our vision of a dynamic and thriving downtown, where businesses and merchants can flourish. In addition, the implementation of metered parking offers a more efficient enforcement mechanism compared to timed areas with signage only.

As a reminder, revenue generated from parking meters will not be directed into the City's General Fund. Instead, funds collected will be reinvested to cover meter expenses and enhance and maintain parking facilities within the downtown area, ensuring a sustainable and well-maintained urban infrastructure for years to come.

As we move forward with this initiative, the City of Caldwell remains committed to engaging with our community stakeholders to ensure that the implementation of paid parking aligns with the needs and expectations of our residents, businesses, and visitors alike.

The paid parking cost will be \$1 per hour and begin sometime in May. The pay-by-plate pay stations will accept coins, credit/debit cards, mobile apps, or digital wallets such as Google Pay. Sundays and holidays are free. ADA parking will be free (requires proper disabled parking placard). There will be free parking along the railroad tracks for downtown business employees.