

# Moving Forward:

## How Cities are Adapting and Evolving from COVID-19

Since the beginning of the global pandemic, municipal parking and mobility programs have been severely impacted by the reduced demand and activity, including loss of revenue and operational reductions. More importantly, these programs have responded rapidly to support community needs, whether essential workers, residents, or small business owners. The following information provides a glimpse at how our cities are adapting and evolving.

### Parking Activity Impacts

2019 vs 2020



A review of transactional data for major US municipalities revealed that parking activity varied significantly over the course of 2020 based on geography, level of lockdown, and levels of positive testing in the community. The implementation of reduced parking rates, hours of enforcement, or operational strategies had no discernible effect on the overall activity within a system. Neither did the data in which communities were re-opened after initial lockdowns. The only variable that drove activity was presence of the virus within the community.

### Strategies to Support the Community

Parking and mobility programs throughout the US quickly implemented strategies to help support the community, including curb management, operational, and management practices to support businesses, help residents adapt, and promote access for essential workers.

#### Curbside Pick-Up for Businesses

One of the first practices implemented across the nation was to create curbside pick-up locations to help serve restaurants who transitioned to take-out and delivery. These zones sprang up across the country with a virtual network of professionals helping peer cities to adapt and implement.

**87% implemented**

**77% plan to maintain moving forward**

#### Curb Cafes and Streeteries

As communities realized that outdoor dining provided safer options to serve businesses and patrons, seating began to move from inside to the curbside. Communities created protected seating areas in the right-of-way that helped to expand options for businesses to supplement losses.

**93% implemented**

**86% plan to maintain moving forward**

#### Slow Streets

Another practice implemented to create more socially distanced outdoor space was the creation of slow streets that minimize or eliminate vehicular traffic to promote more pedestrian and cycling activity. Some of these were temporary, while many are intended to be permanent.

**33% implemented**

**100% plan to maintain moving forward**

#### Data-Driven Management

While not necessarily a new concept in parking and mobility management, many communities leaned on a data-driven approach to operations and management, letting the activity at their curbs and in their facilities dictate when to re-implement pricing, enforcement, and management strategies.

**67% implemented**

**70% plan to maintain moving forward**

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There are several key elements driving the ongoing recovery and evolution of parking and mobility programs. The following topics highlight some of the primary considerations. Within the topic, click on the movie icon to access conversations with the industries municipal parking leaders and learn more about how they are adapting in 2021.



#### Operations and Management



Many parking and mobility programs continue to be impacted by reduced activity and transportation choices. Click the movie icon to learn about how communities are responding and specific programs meant to improve the experience and help to promote activity for downtowns and small businesses alike.



Pre-pandemic, curbside management was the hottest topic in the industry, with impacts of passenger loading and commercial loading beginning to supersede the need to park cars. Overnight, the introduction of curbside pick-up, goods and grocery delivery, and increased need for active space have transformed our curbs. Click the movie icon to learn how programs are adopting new approaches to serve the community.

With the increase in work from home activities and concerns about returning transit demand to pre-pandemic levels, many of the programs are considering what happens to parking activity and if it returns to pre-2020 levels. And if not, how do we respond? Click the movie icon to learn how our industries experts are planning for a new normal.



International Parking & Mobility Institute