MAIN STREET ASSOCIATION
DOWNTOWN PASO ROBLES
Where Everybody Comes Together

Downtown Parking

Resources for Owners and Employees of Downtown Businesses

Inside:

- **Maps** of on-street paid parking and employee permit lot locations
- Merchant, employee, and customer **information** on parking
- **Links** to additional Paso Robles parking information

On-street Paid Parking

The City of Paso Robles has installed 34 pay stations in convenient locations throughout the downtown area for on-street parking in preparation for the **launch of paid parking on August 14, 2019**.

The paid parking program will offer a number of benefits for downtown visitors by providing 2 hours of parking for free when your license plate is registered at a pay station or through the convenient **mobile app**, and a merchant **validation program** for customers to receive additional free parking time.

The goal of the paid parking program is to **create more convenient on-street parking** availability for downtown visitors by encouraging downtown employees to participate in the City's **downtown employee permit parking program**, which reserves parking spaces for permit holders in 5 public parking lots downtown. The paid parking program has been customized for Paso Robles to offer a customer-friendly program that will improve the overall parking experience downtown.

Paid parking quick facts:
- Payment for parking is required between 9:00AM – 6:00PM, Monday – Friday
- Free first two hours of parking and $1 per hour for additional time
- Parking can be paid for at conveniently placed pay stations or through the WayToPark mobile app
- Remember your license plate number! Your license plate number verifies your parking sessions
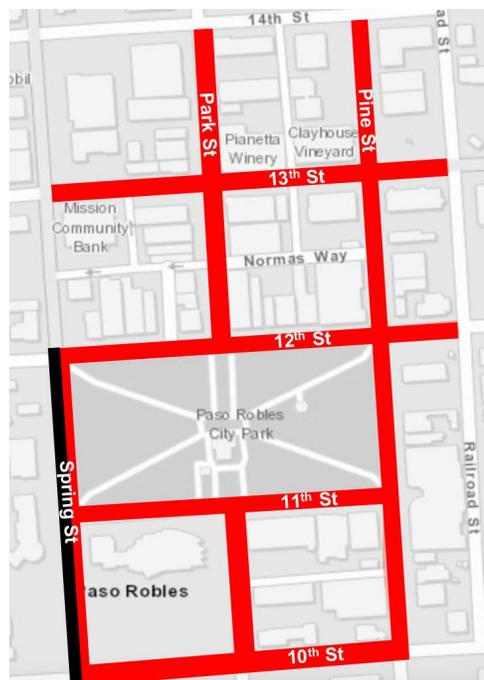
FAQs

Where and when is paid parking required?
The paid parking area is from 10th to 14th streets and from Spring to Pine streets only (see the map to the right). Pay stations will require payment between **9:00AM – 6:00PM, Monday – Friday only**. There is no time limit.

What is the paid parking rate?
Parking will be free for the first two hours and $1 per hour for additional time. When parking in the paid parking area, you **must register your license plate number** at a pay station or through the mobile app, no matter how long you are parking for

How can I pay for parking?

Be sure to **remember your license plate number** when paying for parking! paying for parking! **Most pay stations will accept debit and credit card only**. Three pay stations will also accept **cash** payments. The cash enabled pay stations are located near the entrances of the Paso Robles Downtown City Park at 11th Street and Park Street, 12th Street and Park Street, and the southeast corner of 13th Street and Park Street. No pay stations will accept coins.

The **WayToPark mobile application** is also available for your parking convenience! You can easily complete a payment using a smartphone if you download the WayToPark mobile application (available on the iOS App Store and Android Google Play Store) and create an account. If you use the WayToPark application, you can add more time to your parking session remotely.

Visit the City's parking webpage for step-by-step directions on how to use pay stations and the WayToPark mobile application: https://www.prcity.com/361/Downtown-Parking.

Do I need to pay for parking if I have a valid ADA placard or ADA license plate?
No. Per California state law, if you have an ADA placard or license plate you are exempt from the paid parking policies for on-street parking. This means if your plate or placard are displayed, you may park in any paid parking stall without payment and you will not receive a citation.

Do I need to put anything on my dashboard or windshield to indicate that I paid to park?
No. Parking Ambassadors will verify your payment status based on your license plate number. You do not need to return to your vehicle with a receipt.

Do I still need to use a pay station or the WayToPark application if I'm only staying for the free parking period of 2 hours or less?
Yes. Entering your license plate number and initiating a parking session through a pay station or the mobile app will send an indication to Parking Ambassadors that you are starting your 2 free hours of parking and a citation will not be issued. During the paid parking operating hours, you must always start your parking session at a pay station or through the mobile app regardless of how long you are staying.

Are there any areas downtown where I can park for free?
Yes! A number of free parking locations remain available, such as along 14th Street, Railroad Street, Pine Street south of 10th Street, the west side of Spring Street, and within certain public parking lots.

Downtown Permit Parking Program

The City of Paso Robles has a downtown employee permit parking program that provides designated permit parking locations throughout downtown for permit holders. Permit holders can park in any available permit stall. After a 6-month employee permit parking pilot program (December 2018 – May 2019), the City found that a large number of employees were still utilizing on-street parking in front of businesses, thereby precluding downtown visitor and customer parking. If employees plan on parking for more than 1 day downtown, it is more cost effective to purchase an employee permit.

Goal: Create low-cost permit program and designated permit parking areas to encourage employees to store their cars away from businesses. The employee permit parking program provides a cost-effective alternative to parking on-street for downtown employees.

Cost: $5.00 per month.

How: Business owners, employees, and downtown residents can create an account, select the permit type, upload proof of employment, and purchase the permits. Your license plate number will be your permit. Permit holders are eligible to park in any location designated for permit parking by signage. Downtown employees and residents can register their information for a parking permit at: https://forms.gle/6VKp7yweshVKm1q49.

What: The following permit types are available:
- Downtown employee, valid 8:00AM – 5:00PM, Monday – Friday (195 available)
- Downtown resident, valid 8:00AM – 5:00PM, Monday – Friday (5 available)

Where: Permits will be valid at the following locations, based upon posted signage (see map):
- Portion of City Hall Lot
- Railroad Street Lot
- 12th Street Lot (next to Marv's Pizza)
- Portion of Spring Street Lot
- Pine Street Lot

Additional downtown parking information can be found on the City's parking webpage:
https://www.prcity.com/361/Downtown-Parking

Merchant Validation Program

Interested businesses can participate in the downtown Paso Robles Merchant Validation Program to provide free parking for their customers. Merchants can choose from 3 validation options:
- Pay Station Validation Codes,
- WayToPark Mobile Validation Codes, and
- The Tablet Validation App.

Merchants will be able to purchase parking in bulk at a discounted rate. Any amount of parking purchased over $200 will be available to merchants at a 50% discount. These discounted rates are only available through October 15, 2019.

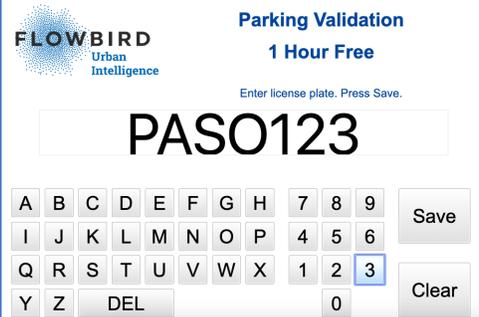| Amount of parking purchased	Discounted cost to merchants
$100	$75 (25% discount)
$200	$100 (50% discount)
$300	$150 (50% discount)

Merchants can choose to provide Pay Station Validation Codes which can be used at any downtown pay station for free parking. After creating and providing a parking code to your customer, they can use it to receive additional free on-street parking during their next trip downtown.

The WayToPark Mobile Application Validation Codes can be offered to customers to apply a value or percentage discount on their next parking session. These codes must be entered into the WayToPark app and cannot be used at the pay stations.

Please note that parking codes can only be applied to *future* parking sessions. This means that if a customer has already purchased parking time they cannot use a validation code for a refund on

their current or past parking session. Instead, participating customers will be encouraged to visit downtown again to utilize their free or reduced parking offer.

The Tablet Validation App will allow merchants to utilize their own iPad or other tablet within their business to offer free parking time to customers. The free parking time will activate for a customer once their license plate number is entered into the tablet application. Businesses may choose to have their employees enter the information or allow customers to input it on their own. An example of the app interface is in the picture to the right.

The City may roll out additional validation options in the future. Contact parking@prcity.com or 805.237.3888 to learn how your business can provide parking validation for your customers!