



NEWS RELEASE
City of Chico
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CITY ANNOUNCES DOWNTOWN PARKING INCENTIVE PROGRAMS

CHICO, CA — (June 2, 2023) — During a meeting with downtown businesses held on Thursday, June 1, 2023, co-hosted by the Downtown Chico Business Association (DCBA), the City of Chico provided information on the new parking system in Downtown Chico, heard from businesses regarding their concerns, took note of suggestions on how the system could be improved, and unveiled a variety of parking incentive programs.

Downtown Chico is a primary destination for both residents and visitors. To encourage people to come Downtown to shop, eat, and do business, the City is offering the following incentives during the month of June for customers, businesses, and downtown employees.

- **Downtown Customers** – The City is providing a validation code valid for one free parking session, up to four hours. To use the code, download the Passport Parking mobile app, and initiate a parking session. To pay for the session, enter the validation code “ANNIE”, and the session will be FREE!!
- **Downtown Employees** – For those working downtown who are interested in reduced rate parking, the City of Chico offers monthly parking passes that can be purchased from the Finance Office located at 411 Main Street. Downtown employees who show a pay stub from a downtown employer will receive 20% off the cost of parking in a 10-hour lot.
- **Downtown Business Owners** – Downtown businesses can take advantage of an opportunity to help promote downtown and provide parking discounts to their customers. Businesses that encourage people to come downtown and use the Passport Parking app through social media posts and tag the “City of Chico – Government”, will receive coupons for 10 free parking sessions to provide to customers or employees.

The attached flyers were provided to downtown businesses during the meeting. One flyer provides information on the City’s incentive programs as well as the benefits of utilizing the Passport Parking mobile app. The second flyer provides detailed information on how to use both the kiosk and the Passport Parking app.

For individuals who are downtown and need assistance with either the kiosk or the Passport Parking app, they may contact the Property Business Improvement District (PBID) Downtown

Ambassadors. The Ambassadors are typically available seven (7) days per week and can be reached at 530-433-8566. This number will be placed on all downtown parking kiosks.

The concept of embracing technology to improve parking has been discussed since the early 2000s. As the smart meters in downtown were nearing the end of life, the City began planning to move to a new system that incorporates the latest technology. When the new system consisting of both additional kiosks and the use of a mobile parking app was in the early planning stages, City staff reached out to DCBA leadership regarding the changes.

Understanding that this new system would be a major change for both businesses and consumers, City staff worked to develop flyers and postcards with information that DCBA could share with businesses prior to the parking system roll out.

In addition, the City has provided training to Downtown Ambassadors on how to utilize the system, provided multiple on-camera interviews, posted information on the City's website, sent out press releases, posted information on social media, and will be releasing additional information through television advertisements, all in an effort to provide information to Chico residents in multiple formats.

The City realizes that the change to the parking kiosks and mobile app has created challenges for some residents and visitors. Because of these challenges, the City continues to work toward providing information, listening to concerns and suggestions, and developing the necessary tools to ease the challenges. Parking systems consisting of kiosks and mobile pay apps have been adopted successfully in hundreds of other communities and college campuses throughout the State. Examples include Chico State, Redding, San Luis Obispo, Davis, and others.

Located in Butte County, California, Chico is the cultural and economic center of the northern Sacramento Valley and the largest city north of Sacramento. Known as a college town, the home of California State University, Chico and for Bidwell Park, one of the largest urban parks in the world. For more information, visit www.chico.ca.us.

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