



City of Loveland

FACT SHEET

May 18, 2021

Krista Rose, Marketing Coordinator
513-583-3026
krose@lovelandoh.gov

David Kennedy, City Manager
513-707-1454
dkennedy@lovelandoh.gov

Sean Rahe, Chief of Police
513-707-6106
srahe@lovelandoh.gov

Loveland Parking Meter Trial Program

The City of Loveland will pilot a parking meter program in the downtown area in collaboration with meter equipment provider, IPSGroup, Inc., and mobile app provider, ParkMobile.

When will the pilot begin?

The pilot will begin May 19, 2021. The pilot was originally planned to launch in March 2021. However, installation setbacks occurred.

How long will the pilot last?

The pilot will run until June 30, 2021.

Why is the city conducting this pilot?

The popularity of Downtown Loveland and growth in the Loveland area has increased traffic and parking issues. This pilot allows the city to explore the feasibility of using paid parking as a strategy to manage parking in the downtown area — specifically the on-street parking spaces along West Loveland Avenue, which could benefit restaurants and retail stores.

What about the plans for a parking garage?

The proposed 270-space parking garage is in the final stage of design. The city is still working to secure funding for the project.

How many parking spaces are in Downtown Loveland?

There are 535 public parking spaces in Downtown Loveland, not including the temporary lots built in 2020 on First Street and Railroad Avenue near City Hall. Of the 535 spaces, 147 are on-street and 388 are off-street.

How many parking spaces are part of the pilot?

The parking meter pilot program impacts less than 10% of all public parking spaces in Downtown Loveland. Thirteen single-space parking spots along West Loveland Avenue, Broadway Street, Harrison Avenue, Railroad Avenue and Karl Brown Way will be converted to paid spots. Additionally, 42 spaces within the City Hall lot will be metered (see map).



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How much are parking fees?

The fee is \$1.00 per hour.

How do you pay for spots?

Drivers may pay for spots at two point-of-use kiosks located in the City Hall parking lot or via the ParkMobile smartphone app. Drivers may also pay at the meter with cash or a credit card. Signs will indicate the parking lot or parking spot where payment is required.

How will the meters be maintained?

Loveland Public Works employees will service the system, and Loveland Police officers will enforce the parking restrictions.

What is the cost to the city?

The meter equipment provider (IPSGroup, Inc.) is installing the meter equipment and the kiosks at no expense to the city. The city is covering the costs of the meter poles and the concrete bases for the kiosks.

What happens to the money collected during the pilot program?

All money collected during the pilot program will remain with the city to offset the costs associated with the pilot program.



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What will happen after the pilot?

Once the pilot program ends and data is evaluated, city staff will make a recommendation to City Council.

How can I share my opinion?

You can provide feedback on the program to City Hall by phone at (513) 683-0150 or by email to info@lovelandoh.gov.