



*ParkBethlehem is a strategic initiative designed to optimize parking efficiency and improve the visitor experience in the City of Bethlehem. By dividing metered parking areas into two distinct zones with tailored pricing to meet varying parking needs, ParkBethlehem aims to encourage rapid turnover in high-demand areas while also promoting the use of lower-demand metered spaces and convenient city parking garages.*

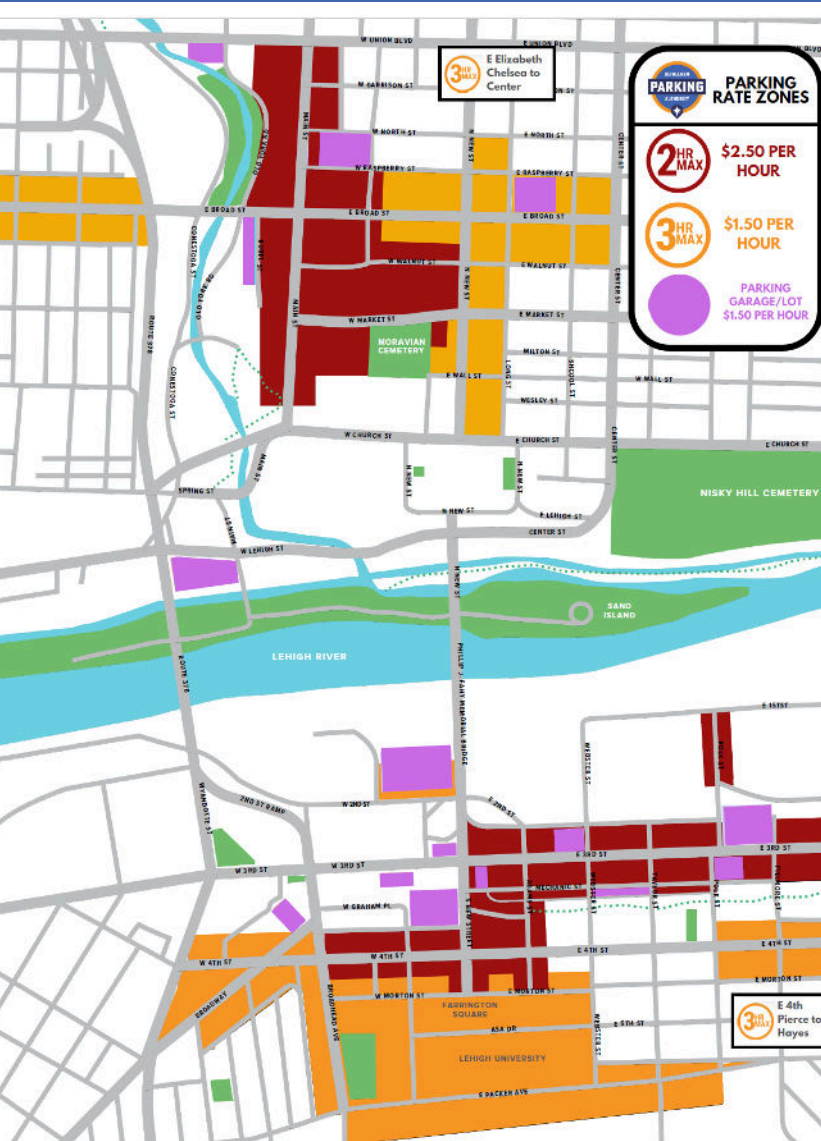
*The purpose of this rate structure is to increase on-street parking turnover in the core high-demand areas, helping drivers find more available parking spaces quickly and decreasing traffic congestion.*

## RapidPark Zone

- o **Location:** High demand parking areas.
- o **Rate:** \$2.50 per hour
- o **Maximum Stay:** 2 hours
- o **Description:** Perfect for quick visits. The higher rate, combined with a two hour max, encourages turnover, ensuring visitors have access to the most convenient parking.

## FlexPark Zone

- o **Location:** Low demand parking areas.
- o **Rate:** \$1.50 per hour
- o **Maximum Stay:** 3 hours
- o **Description:** Ideal for longer visits. The lower rate and extended maximum stay of three hours, helps to promote availability in the most convenient parking spaces.



PARKING METERS & PAYSTATIONS WILL BE MARKED WITH COLORS AND SIGNAGE THAT INDICATES THE ZONE. THIS MAP ILLUSTRATES EACH ZONE



**RapidPark Zone**



**FlexPark Zone**

### PARKING GARAGES

EXPERIENCE THE ULTIMATE PARKING CONVENIENCE!

**PARK ONCE AND ENJOY ALL DAY** - A STRESS-FREE PARKING SOLUTION PERFECT FOR EXTENDED VISITS. OUR PARKING GARAGES OFFER SECURE ACCESS AT A RATE OF \$1.50 WITH NO TIME LIMITS, ENCOURAGING LONGER STAYS AND ENHANCING THE BETHLEHEM EXPERIENCE.

### PROGRAM GOALS

- o **OPTIMIZE PARKING TURNOVER:** ENSURE AVAILABILITY OF PARKING SPACES IN HIGH-DEMAND DOWNTOWN AREAS.
- o **REDUCE CONGESTION:** ENCOURAGE DRIVERS TO USE CONVENIENT LOW-DEMAND AREAS AND PARKING GARAGES, ALLEVIATING TRAFFIC IN THE CORE DOWNTOWNS.
- o **ENHANCE THE VISITOR EXPERIENCE:** PROVIDE CLEAR, CONVENIENT PARKING OPTIONS THAT CATER TO DIFFERENT PARKING NEEDS.
- o **IMPROVE ACCESSIBILITY:** SIGNIFICANTLY INCREASE THE NUMBER OF ON-STREET METERED PARKING SPACES FOR PERSONS WITH DISABILITIES.

**BY IMPLEMENTING PARK BETHLEHEM, THE BETHLEHEM PARKING AUTHORITY AIMS TO CREATE A MORE EFFICIENT, ACCESSIBLE, AND ENJOYABLE PARKING EXPERIENCE FOR EVERYONE.**