



## FOR IMMEDIATE RELEASE

### Idaho Falls Downtown Development Corporation to Implement New On-Street Paid Parking System

**IDAHO FALLS, IDAHO** — The Idaho Falls Downtown Development Corporation (IFDDC) is introducing a new paid on-street parking system within the Business Improvement District (BID), transitioning from the current two-hour free parking. The new system, managed through the **PARK SMARTER** app, will be rolled out in two phases, with the first phase beginning in October 2025, barring unforeseen issues.

The initiative aims to improve parking availability and turnover for customers, ensuring a more vibrant and accessible downtown. Funds generated from the new parking system will be reinvested directly into downtown parking infrastructure, maintenance, and public improvements.

"We understand that parking is a vital part of the success of our downtown, and our goal is to create a more efficient and user-friendly system," said Kerry Hammon, Executive Director of the IFDDC. "By encouraging turnover of on-street parking, we can ensure that customers can more easily find a place to park, which ultimately supports our local businesses and the entire downtown economy."

#### Key Details of the New Parking System:

- **Implementation:**
  - **Phase I** will begin in October 2025, covering the area from Broadway north to (but not including) D Street, and from Yellowstone Avenue west to Memorial Drive.
  - **Phase II** will expand the system south of Broadway and is scheduled for next year. Phase II also includes upgrades to the parking lot permit process and pay stations, as well as the installation of wayfinding signage in the parking lots managed by IFDDC, as funding allows.
- **Hours of Operation:** Beginning in October, on-street paid parking will be enforced Monday through Friday, from 8:00 AM to 6:00 PM. Parking will remain free on evenings, weekends, and federal holidays.

- **Rates:** On-street parking rates will be tiered: \$1 for the first hour, \$2 for the second, \$2 for the third, and \$10 for the fourth. The maximum on-street parking time will be four hours. These proposed rates were discussed with the Idaho Falls City Council on Monday, July 28, 2025. Click [HERE](#) to watch the City Council presentation.
- **How to Pay:** On-street parking will primarily be managed through the **PARK SMARTER** app. For those without a smartphone, five physical pay stations are located in four downtown parking lots:
  - Broadway Plaza surface parking lot behind Smokin' Fins
  - Capital Avenue parking lot (between A and B Street)
  - B Parking Lot behind Channel Blend
  - A Parking Lot (2 pay stations), behind Idaho Mountain Trading
- The PARK SMARTER app will alert the user when their on-street parking time is about to expire and allow the user to add more time directly from the app, up to the 4-hour maximum.
- The parking spaces in the center of Constitution Way will be changed to metered parking via the PARK SMARTER app, and new signage will be added.
- Free parking remains available between the railroad tracks and Yellowstone Avenue. Pedestrians are encouraged to use the pedestrian beacon at the intersection of Yellowstone and B Street when crossing Yellowstone.
- Free on-street parking for individuals with disabilities displaying a legal placard will continue.
- The 20-minute loading and unloading zones will remain available for quick trips and deliveries by both the public and the service industry.
- Several bike racks are located throughout the BID for individuals who choose to use alternative transportation.

Idaho Falls downtown business owner and IFDDC Board Chair, Chip Langerak states, "This modernized system is exciting because it creates more on-street parking for our customers while giving them choices. Now, if they're coming downtown for a hair appointment or dinner and a movie, they can park on-street for longer than two hours and even add more time directly from their smartphone. We also have paid lots for longer stays and free parking for those on a budget."

All revenue from the parking program will be used for the maintenance and improvement of public parking facilities, and other public property within the BID, as directed by the City of Idaho Falls.

The IFDDC is committed to a smooth transition and will be providing resources to help the public and downtown businesses adapt to the new system. Residents and visitors are encouraged to download the **PARK SMARTER** app now to prepare.

In the coming months, the Idaho Falls Street Division will update the on-street parking signs which will include directions on how to pay for parking. They will also install new pay station signs near the five pay stations. During the transition period, additional temporary

sandwich board signage will be displayed on sidewalks to alert motorists of the changes and provide payment instructions.

The IFDDC will launch their new website in September with comprehensive parking information and FAQs. The public is encouraged to sign up for [The Downtown E-newsletter](#) and/or follow IFDDC on [Facebook](#) to stay informed about parking, downtown events, and other initiatives.

**About the Idaho Falls Downtown Development Corporation:**

*The IFDDC advances our historical downtown as the regional center for commerce, culture and leisure activities for residents and visitors. The IFDDC, a 501(c)(6) organization, was established by the City of Idaho Falls in the 1980s to manage the downtown Business Improvement District (BID) with boundaries extending from Yellowstone Avenue west to Memorial Drive and from Cliff Street north to D Street. The purpose of the BID is to enhance public services, improve shared public spaces, and boost the safety, cleanliness, image, and competitiveness of city centers. In 2019, the City of Idaho Falls partnered with the IFDDC, giving them the responsibility and authority to manage and enforce downtown parking within the district.*

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