



**Park Omaha**<sup>®</sup>

City of Omaha Parking & Mobility

# 2024 Annual Report



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# Letter from the Parking and Mobility Manager

Park Omaha had a phenomenal 2024. The division operated its first full year of the new parking ecosystem, designed to break down siloed technology and improve our city's on-street parking, off-street parking and mobility experience. We believe that a good parking experience hinges on two things: access and ease of use. Parking management in Omaha is now streamlined through this integrated system — and that's contributed to a nearly 20% increase in the division's revenue from 2023 to 2024.

Our journey continues in an ever-changing environment. By analyzing ecosystem data, our policies and practices can be more responsive to real-time needs. Our dedicated team of approximately 50 employees in management, operations and maintenance are committed to providing efficient, innovative and scalable solutions that enhance urban mobility and accommodate our city's growth and technological advancement.

Several significant milestones, projects and programs defined 2024 for Park Omaha as we worked to enhance mobility, improve parking and create a more connected and accessible ecosystem for our residents and visitors. In this report, we're pleased to share updates on our infrastructure improvements, innovative programs, financial performance and community engagement initiatives.

Notably, Park Omaha's opening of two garages, in downtown Omaha and the vibrant Blackstone District, played a major role in increasing total off-street parking sessions by nearly 24% from 2023 to 2024, helping attract more patrons to area businesses, free-up on-street parking spaces and reduce traffic congestion and emissions.

As we reflect on our accomplishments, we remain focused on the challenges and opportunities ahead, ensuring that we continue to meet the evolving needs of our community.

We thank you for your support and look forward to another successful year together.



**Hannah R. Adeponu, PTMP**  
Parking and Mobility Manager



**We believe that a good parking experience hinges on two things: access and ease of use. Omaha's streamlined, integrated system has contributed to a nearly 20% increase in the division's revenue from 2023 to 2024."**

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## On the cover:

A close-up look at the mural on the front of the new Blackstone garage at 37th and Harney.

**P** Park Omaha®

Follow On-Screen Instructions

- STEP 1 Press green button
- STEP 2 Enter plate number
- STEP 3 Pay with coins or card
- STEP 4 Confirm



PRESS START FIRST

INSERT COINS



# 2024 Highlights



Off-street parking sessions



Up by  
**23.29%**  
from 2023



On-street parking sessions



Up by  
**26.36%**  
from 2023



**4%**  
Fewer  
violations



**20%**  
Fewer  
tows



**88k**  
TRIPS

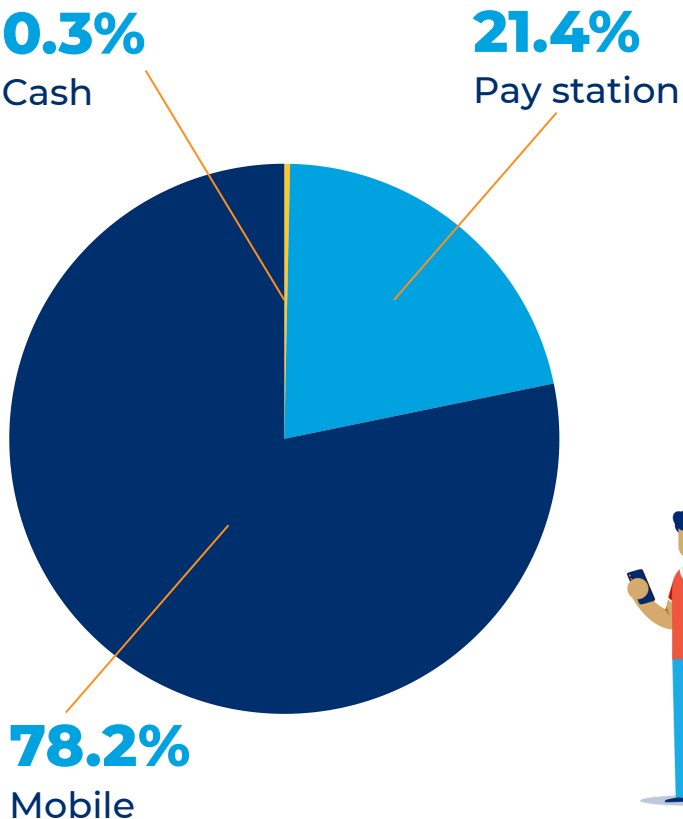


**321k**  
TRIPS

# On-Street Parking

Omaha has a total of 4,386 on-street paid parking spaces. Paid parking in downtown, midtown and Blackstone increases space turnover for the businesses that serve these neighborhoods. Omaha's other main business districts, such as Benson, Dundee, Aksarben and South Omaha, are not currently metered or have very few meters, but studies are conducted periodically to evaluate parking habits and determine the parking needs of each area.

## How people paid



**1,555,173**

Total on-street sessions  
+26.36% from 2023

**\$6,196,995**

Total revenue  
+24% from 2023





# Off-Street Parking

The City manages 13 parking garages and lots, providing both monthly and transient parking options. In October, we celebrated the opening of the new Blackstone garage, a key expansion of our parking infrastructure. We conduct annual studies to ensure our facilities remain responsive to users' needs. These studies evaluate parking habits, analyze demand and inform pricing decisions, allowing us to optimize our parking resources and maintain accessibility.



**952,884**

Total off-street sessions  
**+23.29% from 2023**

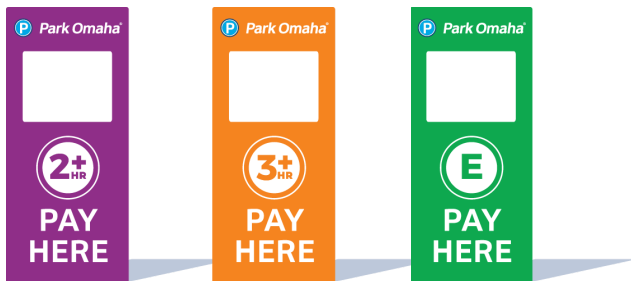
**\$5,709,492**

Total revenue  
**+6.09% from 2023**

# Enforcement Stats

## Expired meters by zone

27% 16% 9%



16.7%  
Parking prohibited

52.5%  
Expired meter

13.1%  
Other\*



\* Other includes violation types such as back in parking only, parking within 15 feet of fire hydrant, blocking sidewalk/driveway, loading zone violations, and other various safety related violations.

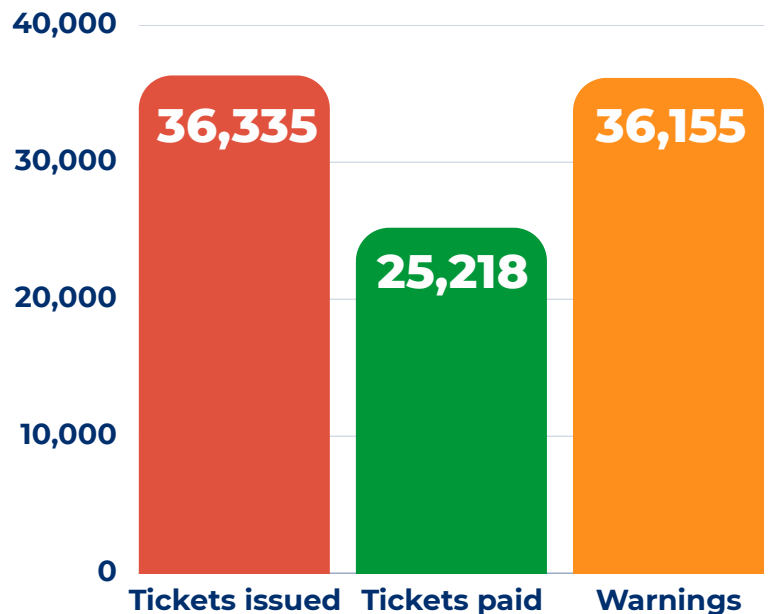
17.7%  
Expired plates or unregistered vehicle

## 4% Fewer violations

At 36,335 citations issued, there were 1,626 less reported violations than in 2023.

## 20% Fewer tows

Park Omaha towed 51 fewer vehicles compared to 2023, totalling 226 vehicles in 2024, 25 of which were scofflaws.



# Mobility

Omaha has an underutilized parking system. At the same time, interest and efforts surrounding mobility and economic development in our area are being prioritized. The Parking & Mobility Division is partnering with innovative mobility companies to employ and emphasize alternative modes of transportation in Omaha, creating a seamless network of parking and mobility options.

Tools like rentable scooters, bikeshare e-bikes and bus rapid transit help provide the residents and visitors of Omaha with an affordable, eco-friendly and simple commuting experience, both on their own and in conjunction with driving and parking. We aim to effectively manage our city's curbside to decrease congestion and increase traffic flow. Our new goal as a division is to not only help the people of Omaha get where they're going but also ensure they have a place to park when they arrive.

Heartland Bike Share

**88,537**

Total trips

Rentable scooters

**321,518**

Total trips



# Projects

## Interstate 480 Surface Lot Modifications

**Status: Complete**

**Value: \$3.2 million**

This surface lot project addressed deteriorating conditions, improved drainage and enhanced parking efficiency, increasing capacity from 527 to 699 spaces. We installed four bioretention basins and two swales for effective stormwater management, supporting sustainability and environmental compliance. The reconfiguration maximized parking efficiency, while new pedestrian pathways and aesthetic landscaping improved the user experience and visual appeal. These upgrades fulfill functional and environmental goals while also serving as an exemplary model of sustainable urban development.





## Blackstone Garage

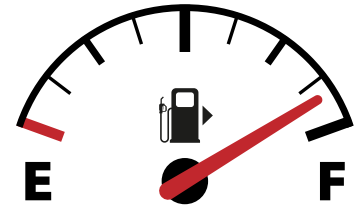
**Status: Complete**

**Value: \$19.1 million**

The newly constructed Blackstone garage is a nine-story building with retail space, 159 market-rate apartments and a 384-stall parking garage, with an additional level underground. This project added much-needed off-street parking in a bustling business district with heavy vehicle and pedestrian traffic.

# Environmental Impact

Park Omaha has electric vehicle charging stations at each of our facilities. These charging stations supply electricity in kilowatt-hours (kWh), which measure the amount of energy transferred to a vehicle's battery. Our charging stations consumed 133,229 kWh (approximately 532,916 miles) in 2024, providing cleaner transportation while reducing carbon emissions like harmful nitrogen oxides, which are air pollutants that contribute to smog and respiratory problems. Electric vehicles do not produce unhealthy tailpipe emissions, and their energy usage offsets fuel consumption, supporting better air quality for our city.



**Gasoline saved:**  
**5,780 gallons**

**Equal to**  
**127,300 miles**  
**driven by a gas car**



**133,229 kWh**  
consumed at  
our charging  
stations

- Equal to powering **12** homes for a year
- Equal to planting a forest of **1,647** trees (CO<sub>2</sub> absorption)
- Saved approximately **31,643.68** gallons of water
- Prevented approximately **113,245** pounds of CO<sub>2</sub> emissions

# Sponsorships

Park Omaha supports public improvement projects, major downtown and midtown events and local nonprofits by providing meter hoods at no cost.

**In 2024, Park Omaha provided 4,273 free meter hoods to these venues and more:**

- Red Cross
- Rose Theater
- Omaha Performing Arts
  - Holland Center for Performing Arts



**\$1.01 million**

In free hoods provided for public improvement projects and events



# Financials

The progressive rate structure Park Omaha fully put into place in 2024 resulted in greater compliance with parking codes, higher turnover in areas where it was needed and additional revenue to be put back into the system to be used for economic development.

Off-street changes include additional programming for the hybrid worker and continued review of daily and monthly rates in each facility. The single space meters, signage and access controls that had been in place for a number of years and had limitations were replaced with newer, easier to use technology and a color-coded zone system.

Park Omaha has seen greater compliance as patrons become more familiar with the new regulations in Omaha. Increased revenue has been consistently observed in our on-street parking due to the change to progressive rates.



## Revenue

**\$14.3 million**

Up by 25%  
compared to 2023

**\$6,196,995**

**On-street revenue**

+24% from 2023

**\$5,709,492**

**Off-street revenue**

+7% from 2023

**\$2,375,813**

**Other revenue**



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