

Short North Special Parking Area Funds  
Proposed Expenditures

<b>Program</b>	<b>Amount</b>	<b>Details</b>
Employee Mobility Options Fund	\$12,000	Parking subsidies, rideshare subsidies, bike share memberships, scooter discounts.
Customer and Worker Transit Focused Incentives (COTA)	\$43,000	Free month of transit rides, with roll over use with new COTA fare management account sign up for up to approximately 700 workers or customers.
Parking Validation Program	\$42,000	Year of validation subsidy at four public parking garages and for on-street validation.
SNA Staff & Resources	\$46,000	Staff Time and materials to administer.
Marketing Campaign (Includes Mobility Education)	\$45,000	Paid digital and other radio, TV, or print ad placement for education about transit incentives programs and other parking and mobility education.
Resident Transit Incentives	\$10,000	Free month of transit rides, with roll over use with new COTA fare management account sign up for up to approximately 100 area residents.
<b>TOTAL</b>	<b>\$200,000</b>	