

Parking Services: Downtown Parking Implementation Strategy Roadmap

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1

What additional questions or feedback do Councilmembers have regarding parking and/or the recommended roadmap?

2

Do Councilmembers support the roadmap timing?

- The current parking system model is not providing the right parking choices needed for the people who come Downtown to shop, dine, play and work.
- The current model is not addressing the demand distribution challenges that frustrate users because of its reliance on enforcement, and the use of low-dollar paid parking in less desirable facilities.
- The current model is unable to fulfill its required goals to fund maintenance priorities.

Goals

1. Support a vibrant and active downtown economy.



2. Customer-focused system that provides choice for all parkers and modes.



3. A parking system that is financially sustainable and aligned with community goals.



Key Strategies – Aligned to Goals

- Improve use of and access to the system
- Expand multimodal parking supply and functionality
- Improve our biggest compliance challenges



- Clear wayfinding
- Provide more permit options
- Provide real time parking information



- Expand paid parking on-street and lots
- Create a governance model
- Create an adjustable pricing system





- Fee and Fine Alignment
- Garage Enforcement
- On-Street Enforcement
- Downtown Employee Parking
- Parking Enforcement Vehicle Technology
- Demand and Capacity Study

Fees/Fines

- Increase to all fines and to permit fees (\$10) upon renewal.
 - Overtime violations:
 - 1st: free to \$10
 - 2nd: \$10 to \$25
 - 3rd: \$25 to \$50
 - 4th: \$50 to \$75
 - 5th: \$100 (no change)
 - Estimated revenue:
 - \$200k from permits
 - \$300k from fines
- Other Fines:
- Restricted Parking: \$25 to 35
 - Vision Zero: \$25 to \$40

Start date June 1, 2026

Garage Enforcement

- Installation of automated license plate readers (APLRs) in the garage structures.
- Without gates or full system of accountability, revenues are down by 11% from previous.
- Appropriation for \$200k from Parking Reserves coming to Council for the installation costs.
- Estimated revenue once installed (conservative) is \$75K annually.

Ready by Q1 2027

Expanded On-Street Enforcement

- Moving to 6-day/week enforcement from 8am-6pm (Monday-Saturday.)
- Provides more consistent turnover during high-demand hours.
- Estimated revenue increase is \$100K/annually.

Start date March 23, 2026

Downtown Employee Parking

- Includes City, County, and Downtown business employees.
- General agreement, that employees using high-demand parking does not meet goals.
- Working on employer purchased permits and a reduced permit through Get FoCo.
- Also pursuing partnerships with private property owners.

Underway

Parking Enforcement Vehicle Technology

- Replacement of 20+ year legacy system.
- Provides continuity between cars and enforcement officers.
- Reduces need for current stopping and blocking traffic.
- Better customer service. Will include some foot patrol increasing the role of “ambassador.”

Start date Q3 2026

Demand and Capacity Study

- Last completed in 2013.
- Will provide valuable information for both current and future parking system strategies.
- Report will identify inventory need and potential gaps.

Findings anticipated in June 2026

On-Street Pay Infrastructure

- Code change – May 2026
- Appropriation for kiosks (1.27M from Parking Reserves)
- RFP creation and process – June to Sept 2026
- Equipment installation – Nov 2026 to Q1 2027 depending on arrival
- Planned soft launch at implementation with full activation 2-3 months later
- Estimated Revenue - \$2.5M/annually



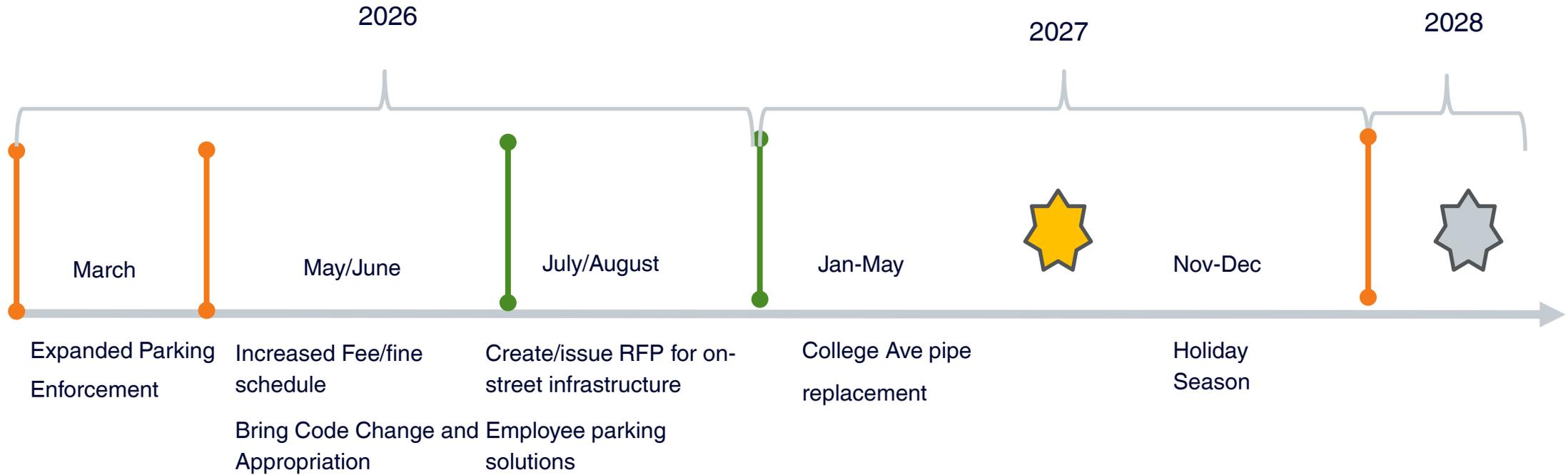
Timeline



Earliest paid on-street implementation. Dependent on equipment arrival.



2028 paid on-street implementation.



- On-going evaluation and monitoring of the parking system as a whole.
- Possible creation of committee or governance group that would assist and advise on potential pricing scenarios and any program changes, and;
- Engage in strategic planning to include asset management prioritization and the beneficial use of anticipated future revenues, including:

Maintenance:

- Timely parking garage maintenance and repairs
- Updated park guidance systems
- Customer friendly technology upgrades
- Address parking supply issues (parking garages)
- ADA updates to parking spaces and sidewalks

Community Benefit:

- Holiday Lights
- Open Streets/First Friday
- Downtown Flowers
- Art in Public Places



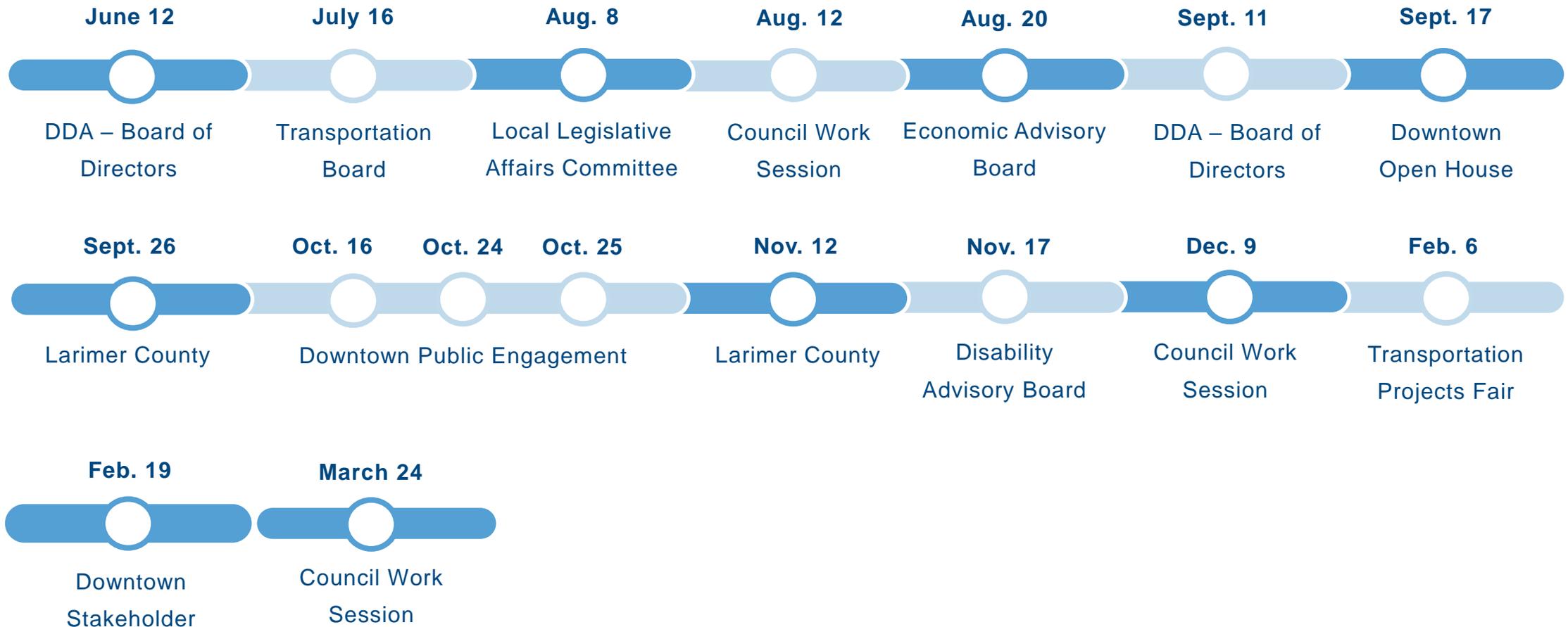
Customer experience. Do users have clarity about the availability of the different parking options? Are regulations understandable? Is payment a simple process?

Parking utilization. What does on- and off-street parking utilization look like after implementation? How does it compare with before implementation? Did systemwide parking utilization change more than a few percent during peak and off-peak times?

Spillover parking. Is the new on-street payment requirement causing any spillover parking onto peripheral free parking streets or private lots?

Revenue generation. Are new revenues covering a sufficient percentage to manage on-street payment and enforcement, as well as covering ongoing maintenance items and repairs for the existing garages?

Boards & Committees and Community Engagement



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