December 9, 2025

# WORK SESSION AGENDA ITEM SUMMARY

City Council

## STAFF

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## SUBJECT FOR DISCUSSION

**Parking Study Engagement Report and Implementation Strategies**

## EXECUTIVE SUMMARY

The purpose of this item is to provide an update on efforts relating to the Downtown Parking Optimization Study and the recommended strategies, specifically observations and feedback received regarding the Downtown Fort Collins study area, as recommended and presented during the August 12, 2025, Council Work Session. Parking Services staff, in partnership with the Downtown Development Authority, have been working closely with Walker Consultants to identify immediate and future parking policy and models.

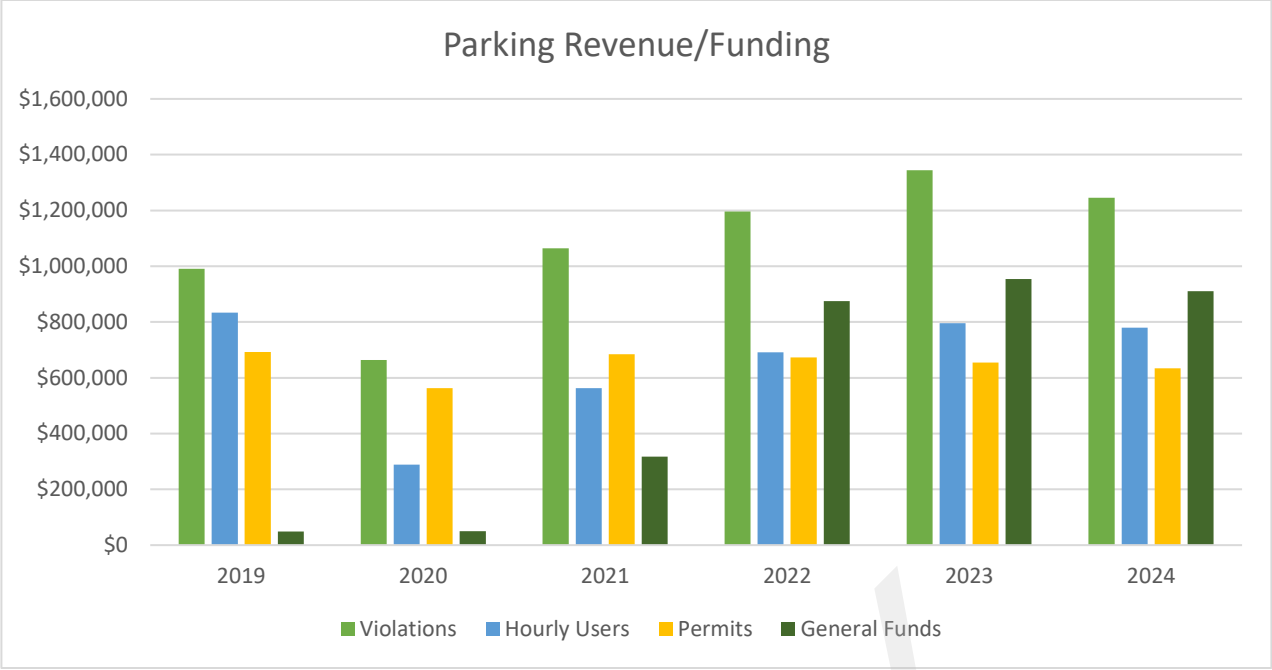
## GENERAL DIRECTION SOUGHT AND SPECIFIC QUESTIONS TO BE ANSWERED

1. Does Council support a phased approach to implement the optimized downtown parking system?

## BACKGROUND / DISCUSSION

Parking Services is tasked with the management and enforcement of a parking system consisting of 4,846 public parking spaces in the downtown area of Fort Collins. This inventory of spaces includes 3,149 on-street spaces and 1,697 off-street spaces in three (3) parking structures and six (6) surface lots. For the purpose of the downtown paid-parking discussion, this primarily focus includes the centralized area of an identified approximately 800 on-street parking spaces in the downtown area, and the modifications made to better align with our downtown community. Additionally, the department manages twelve (12) Residential Parking Permit Zones adjacent to Colorado State University (CSU) campus.

Parking Services has operated as a quasi-enterprise department for decades, with revenues generated by the department covering nearly all operating expenses, but reliant on the General Fund for major maintenance, as well as, technology, equipment and vehicle upgrades. The primary revenue streams for the department are violation citations, hourly parking structure fees, and monthly permit fees from the parking structures and surface lots. The following graph shows the trend, including General Fund allocation, caused by the impact of the pandemic. Parking Services received General Funds between 2021 – 2024. Beginning in 2025, Parking Services is not receiving any offsetting General Fund contribution.




Parking Services was one of the most heavily impacted City departments during the pandemic, through recovery. The pandemic exposed the fragility of a system which is not self-sufficient, and reliant on General Fund contributions, versus developing a model of self-sufficiently, which is best practice across the parking industry.

The current rates for permit holders, hourly users, and citations are illustrated below:



Parking Services has not raised its rates for hourly parking structure users since 2009, and most violation fines have not changed since approximately 2003. This was highlighted when maintenance was deferred during the pandemic, identifying the need for a model which will ensure regular and ongoing maintenance and repairs to the parking structures/assets.

It has become evident that Parking Services, under the current revenue model, cannot meet general operation and maintenance requirements, without relying on General Fund contributions. Ideally, Parking Services would generate revenue to manage and maintain the parking system, including asset management, and technological advancements to better serve the customer.

**Parking Services Study and Goals**

Since 2023, Parking Services has contracted with Walker Consultants, a leading parking and transportation consultant firm, to fully analyze the current system and make recommendations for strategic improvements. This study has been conducted in strong partnership with the Downtown Development Authority (DDA), which has provided extensive support including funding, data resources, engagement networks, and strategic guidance.

Parking Services has identified outcome goals for the parking system, which have been informed by the changing conditions from the 2013 Parking Plan until today. The primary goals are:

1. To support a vibrant and active downtown economy,
2. Develop a customer-focused system that provides choice for all parkers and modes,
3. Establish a parking system that is financially sustainable and aligned with community goals.

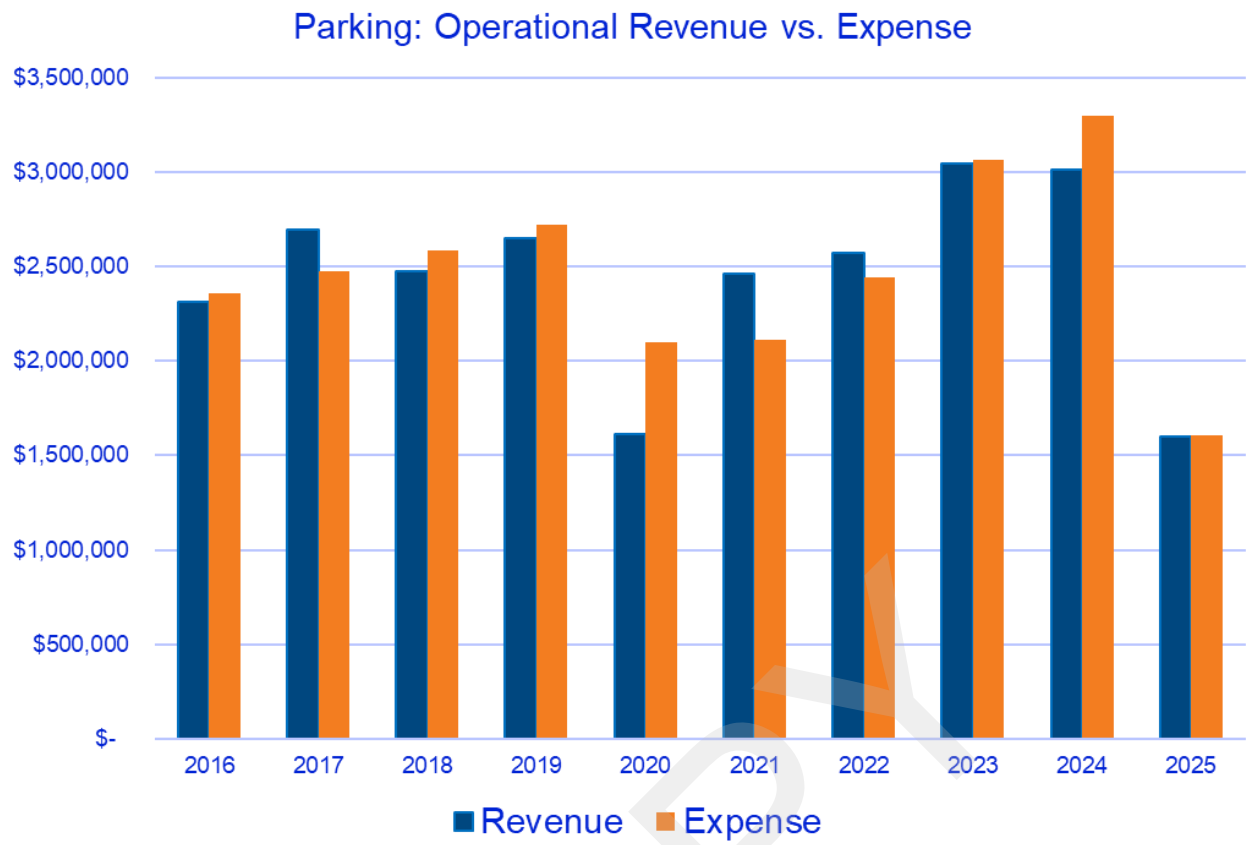
A vibrant and active downtown would make it easier for people to reach their destination, improve the public's perception of parking ease and availability, balance parking demand and more evenly distribute it across the system, incentivize longer-term parkers to park in underutilized parking garages, enhance economic growth by establishing a market-based price mechanism to incentivize efficient use of parking to support parking space turnover, support and encourage different modes and transportation choices, and provide appropriate placement of parking garage(s) around the periphery of downtown which would provide parking capacity and allow the ability to reimagine the space use.

A customer-focused parking system that provides choice for all parkers and modes of transportation would support those people who value choice, and a paid parking model provides a market-based approach where a menu of different options is provided. It would ensure that the most convenient spaces are available to those who value them the most and make a distinction between the most valuable curb space along the busiest streets downtown and less valuable curb space along less busy streets a little further away from the center of activity. There is value in maximizing the efficiency of the parking system and ensuring that parking assets are being used and allocated adequately and as intended. Customer choice would leverage supportive, rather than punitive, enforcement and reduce ticket-writing and enforcement revenue over time.

Finally, a parking system that is financially sustainable and aligned with community goals would have a dedicated funding mechanism to fund additional new parking assets when or if they are needed. It would utilize parking revenues to offset management, maintenance, administration, and other costs associated with the parking system. An updated parking model would reduce "trolling" activity, which will decrease traffic circulation and on-street congestion and lower carbon emissions. It would allow for the ability to fund other improvements that may complement the parking system or reduce the need for parking, such as micromobility or bicycle/pedestrian infrastructure improvements and support and encourage different modes and transportation choices. If no one is paying for parking, then everyone is paying for parking, this would ensure that the people who need parking are the ones paying for it and that people who do not own vehicles and/or do not park downtown are not subsidizing parking.

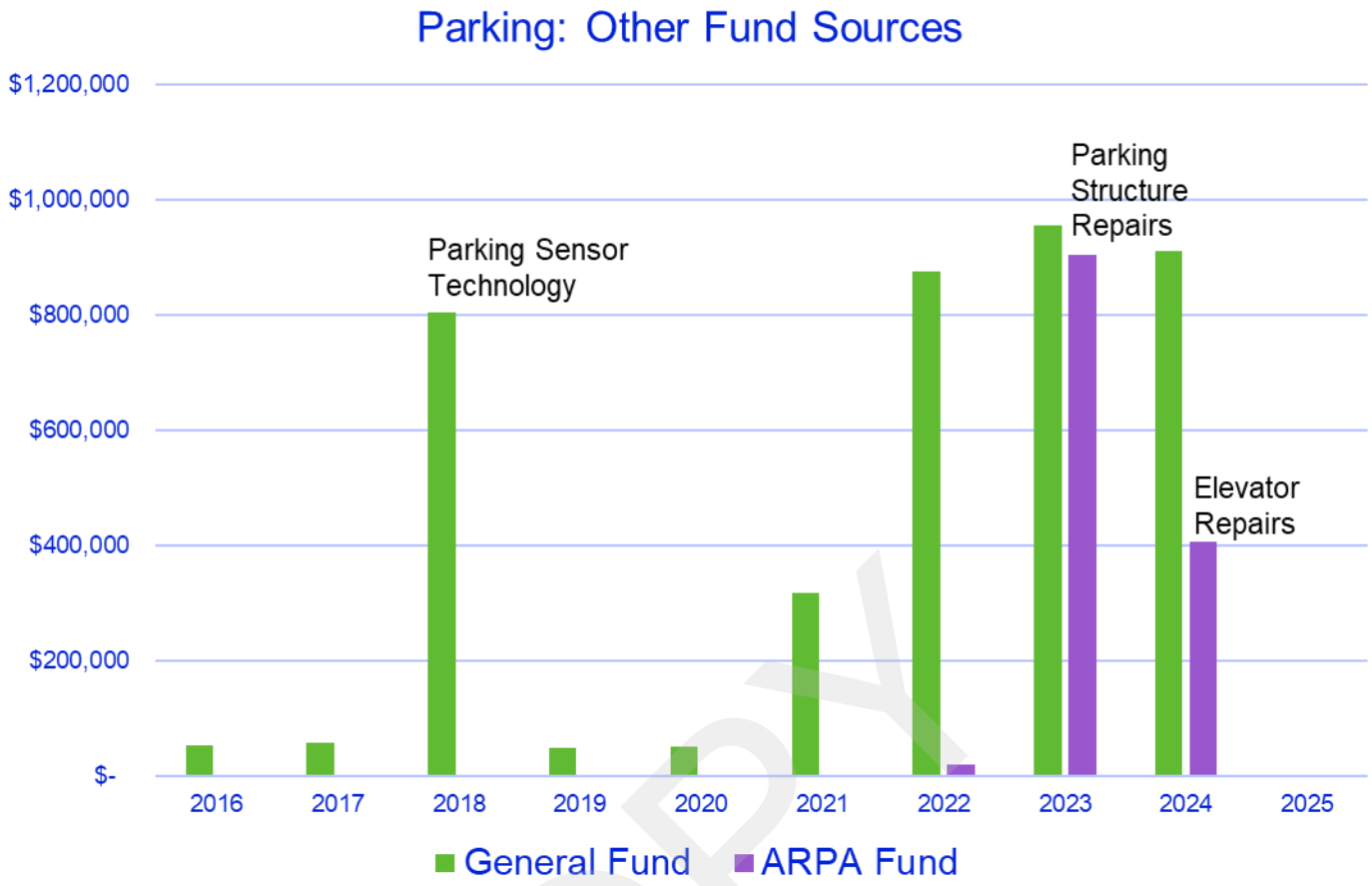
**Fiscal Picture**

Historically, operational revenue and expenses for Parking Services track closely, however, the imbalance in revenue versus expenses impacted by the 2020 pandemic, caused the observed shortfalls to be met through General Fund subsidy.



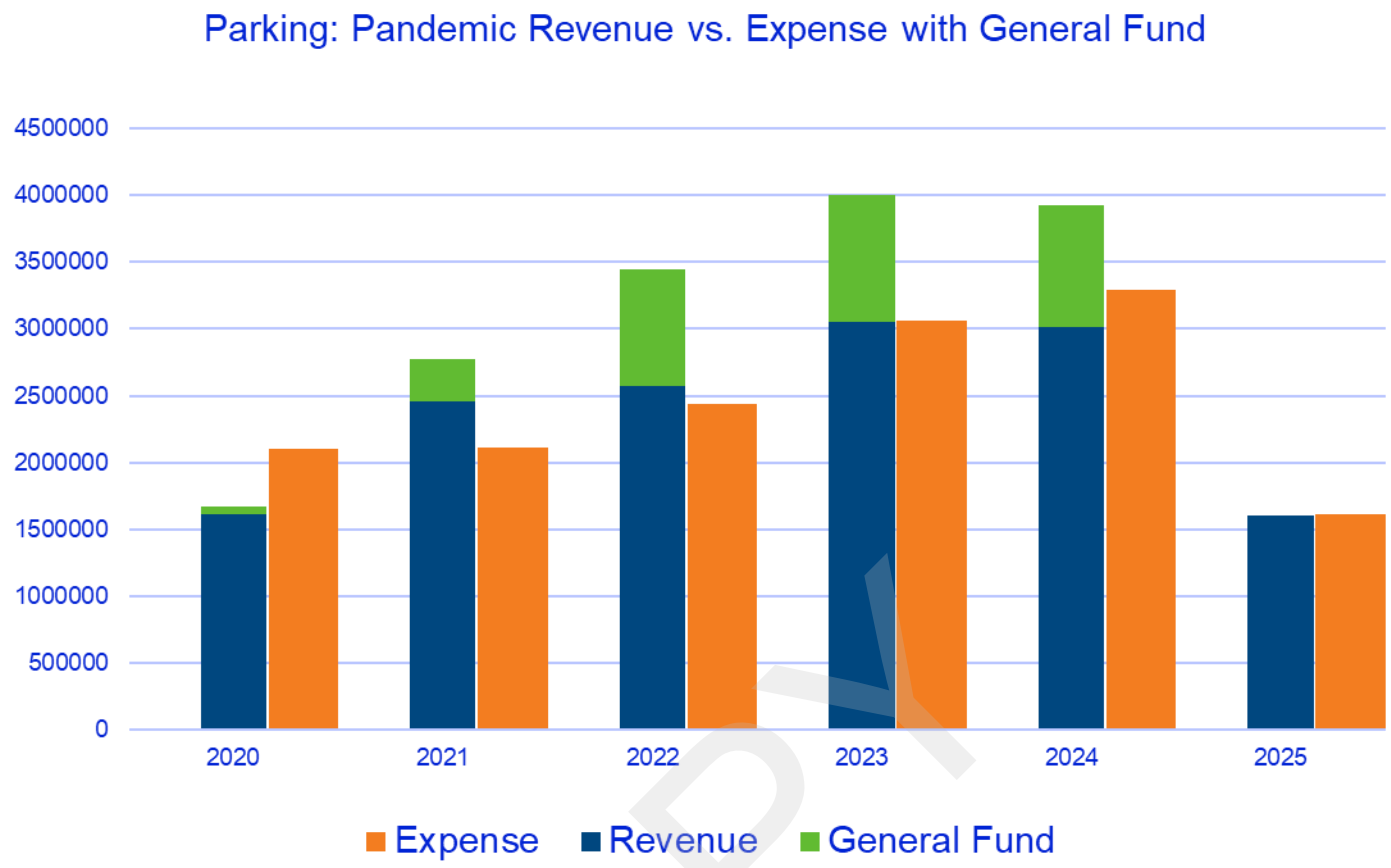

**Past Maintenance and Capital**

Historically, significant maintenance or other capital costs are met through non-Parking Services revenue sources. The General Fund subsidy amount was increased between 2021 – 2024, to offset the revenue impact caused by the 2020 Pandemic. In addition, Parking Services relied on American Rescue Plan Act (ARPA) funding to complete deferred parking structure repairs and maintenance and elevator retrofit/repairs.




**Current Maintenance and Capital**

Parking Services' revenue recovered, while still receiving a General Fund subsidy; the result was a growing balance of the Parking Services reserves. Parking Services is no longer receiving General Fund subsidy in 2025 and going forward. There are projects underway which will deplete a large portion of the reserve balance; the Civic Center Parking Structure is receiving a full stairway replacement, $1.2M, and Parking Services contributed, $450k, to the remodel of the Parking Services office location, to support the Municipal Court expansion in the 215 N Mason building.




**Indicators of Demand**

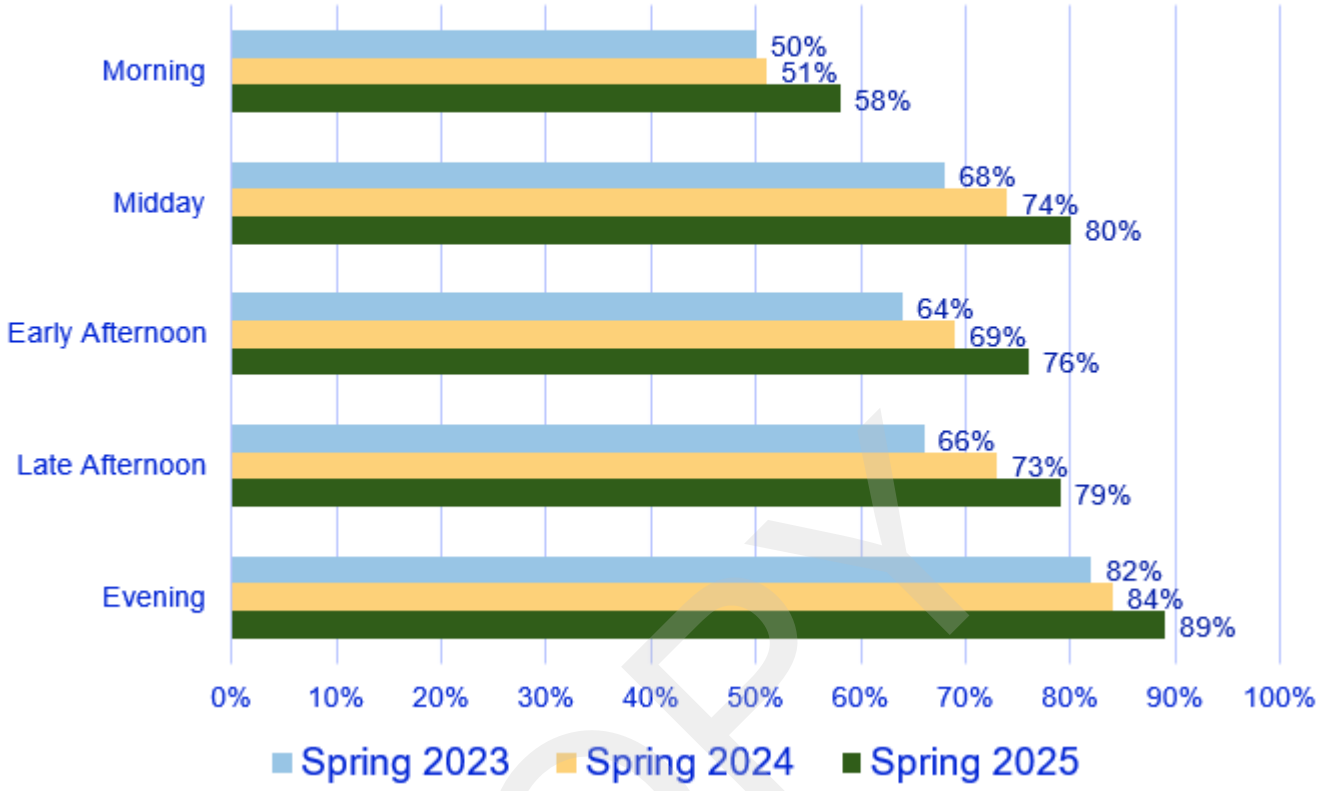
As Fort Collins continues to grow in population, regional visitors to the downtown, and ongoing infill and development, the existing parking methodology struggles to manage the strain on the existing system.

It has been identified in both the 2013 Parking Plan and in the 2017 Downtown Plan that Fort Collins is operating under an upside-down model, where the close and convenient parking availability is free, whereas the further away and less-convenient parking has an associated cost. This phenomenon was identified, and still holds true, that:

> Because parking structures charge a fee and are typically less convenient, employees and visitors alike avoid them and will "troll" around for free on-street parking. The 2013 Parking Plan identified this as "parking structure avoidance" due to the "upside-down pricing".
>
> This practice creates congestion, air pollution, and a perception that there is no parking available and general frustration.

Parking Services has been collecting point-in-time data collection specific to occupancy, duration of stay, and unique user; and demand indicators show that the perception of low parking availability is a reality on-street during certain peak times and locations within the downtown parking system. It is important to note that industry standards observe that parking occupancy levels that meet, or exceed, 80-85% occupancy, are considered unhealthy. The following graphs show the trend of data collected over three (3) spring data collection periods, and the increase of on-street occupancy. As well, the recent Spring 2025 data collection does highlight midday and early evening occupancy, which are near or exceeding the 80-85% healthy threshold:

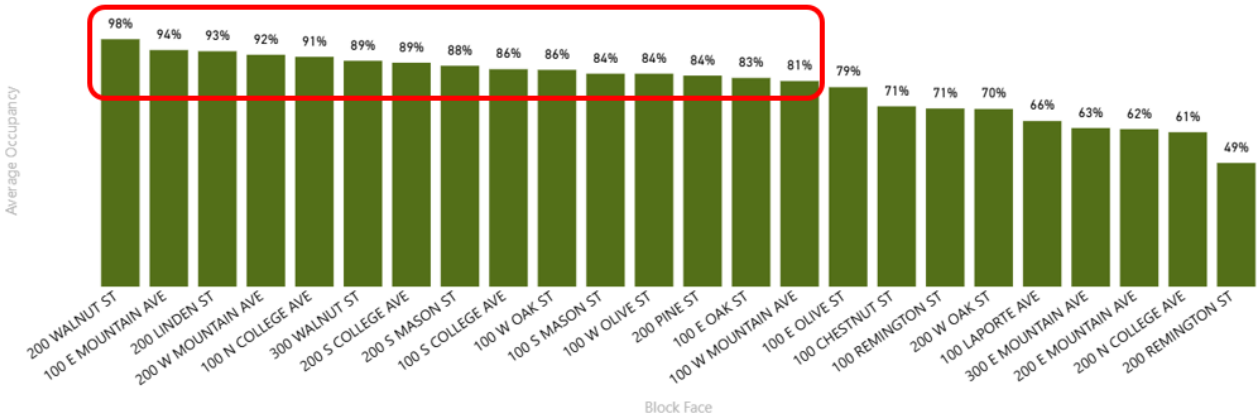
# Indicators of Demand





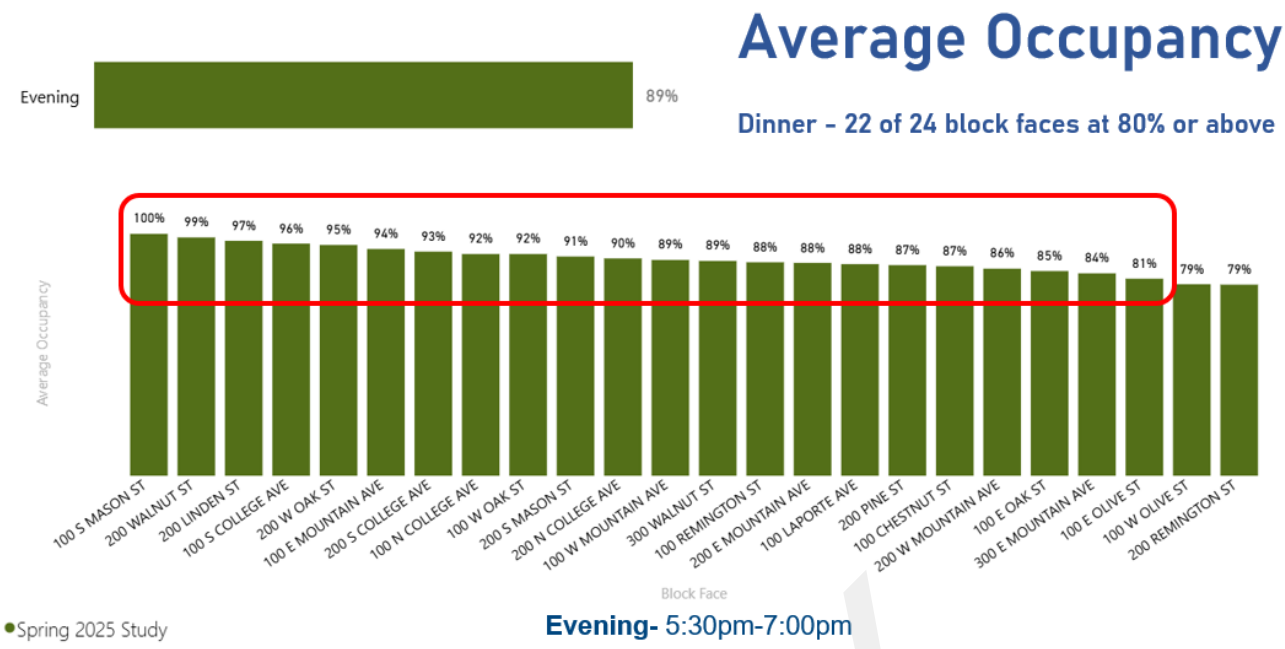

# Average Occupancy


**Lunch - 15 of 24 block faces at 80% or above**




Spring 2025 Study

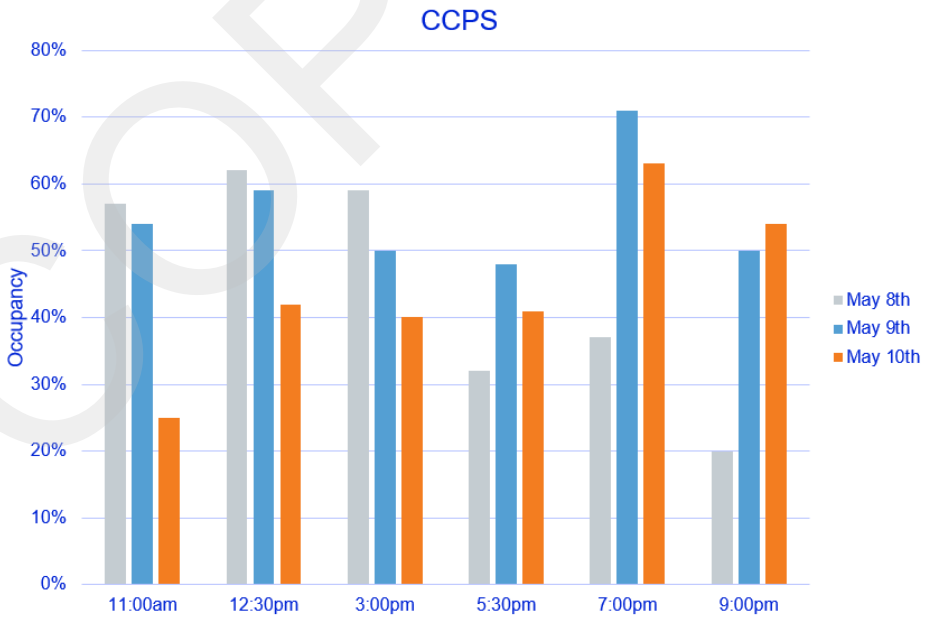
**Midday-** 11;30am-1:00pm




Parking Structure occupancy at all three (3) garages rarely exceeds 60-70%. The exceptions may include Friday and Saturday nights and during special events, when parking structure occupancy may be higher.

CCPS

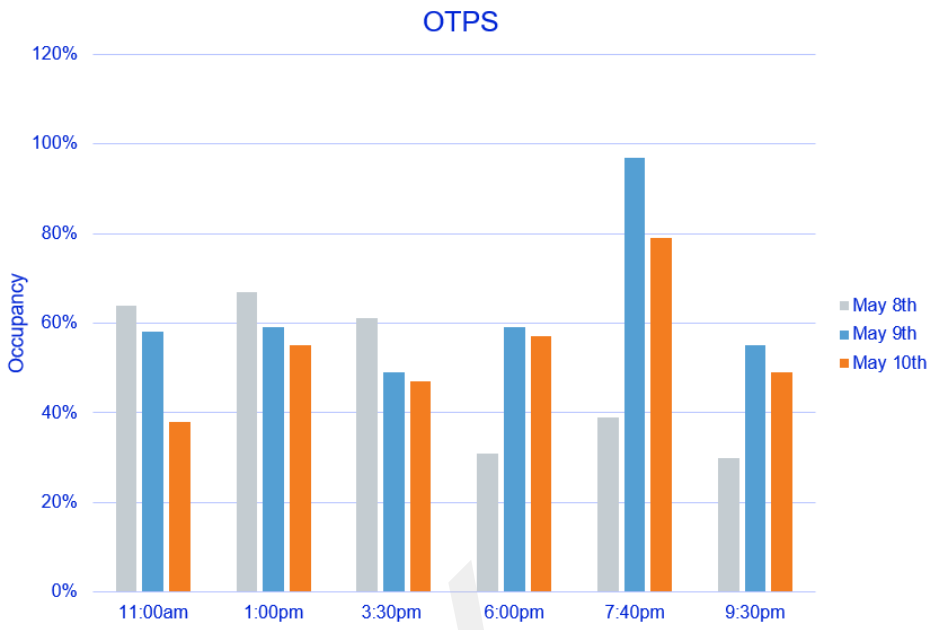
| | |
|---|---|
| 1st floor: | 104 |
| 2nd floor: | 228 |
| 3rd floor: | 228 |
| 4th floor: | 226 |
| 5th floor: | 53 |
| ADA/EV: | 21 |
| Total: | 860 |




| Occupancy Average: | 45% | 54% | 50% | 40% | 57% | 41% |
|---|---|---|---|---|---|---|

OTPS

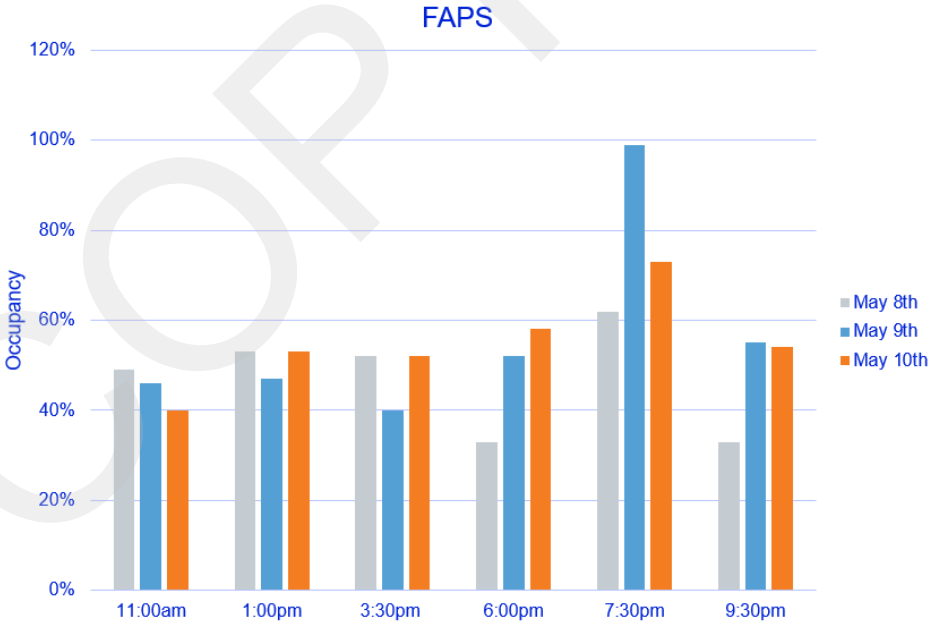
| | |
|---|---|
| 1st floor: | 60 |
| 2nd floor: | 80 |
| 3rd floor: | 85 |
| 4th floor: | 84 |
| ADA: | 5 |
| Total: | 314 |




| Occupancy Average: | 52% | 60% | 52% | 49% | 72% | 45% |
|---|---|---|---|---|---|---|

FAPS

| | |
|---|---|
| 2nd floor: | 71 |
| 3rd floor: | 132 |
| ADA/EV: | 12 |
| Total: | 215 |



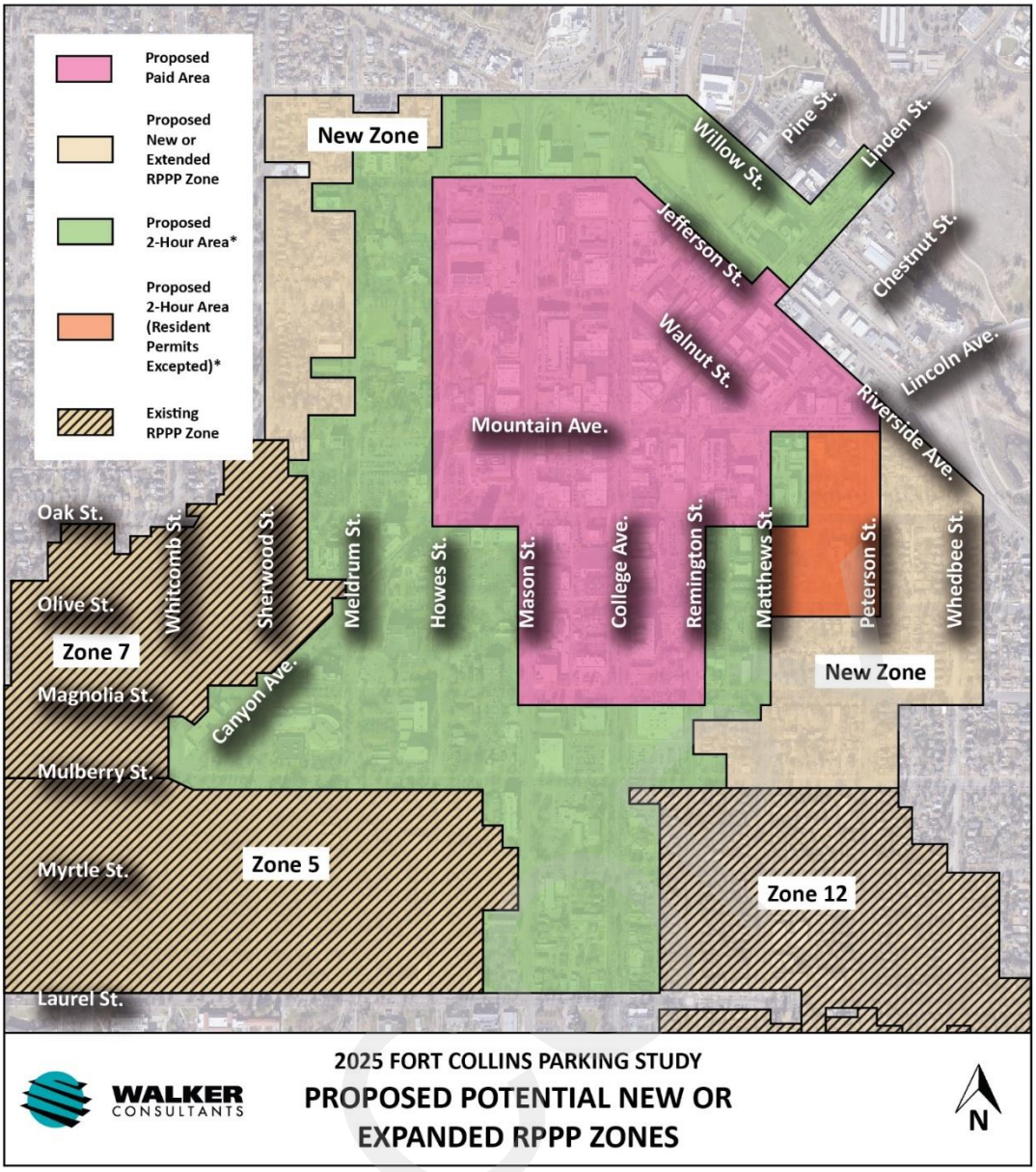

| Occupancy Average: | 45% | 51% | 48% | 48% | 77% | 47% |
|---|---|---|---|---|---|---|



The parking garages regularly have parking capacity, regardless of on-street parking occupancy strain.

**Recommended Implementation Strategies, per August 12th Council Work Session**

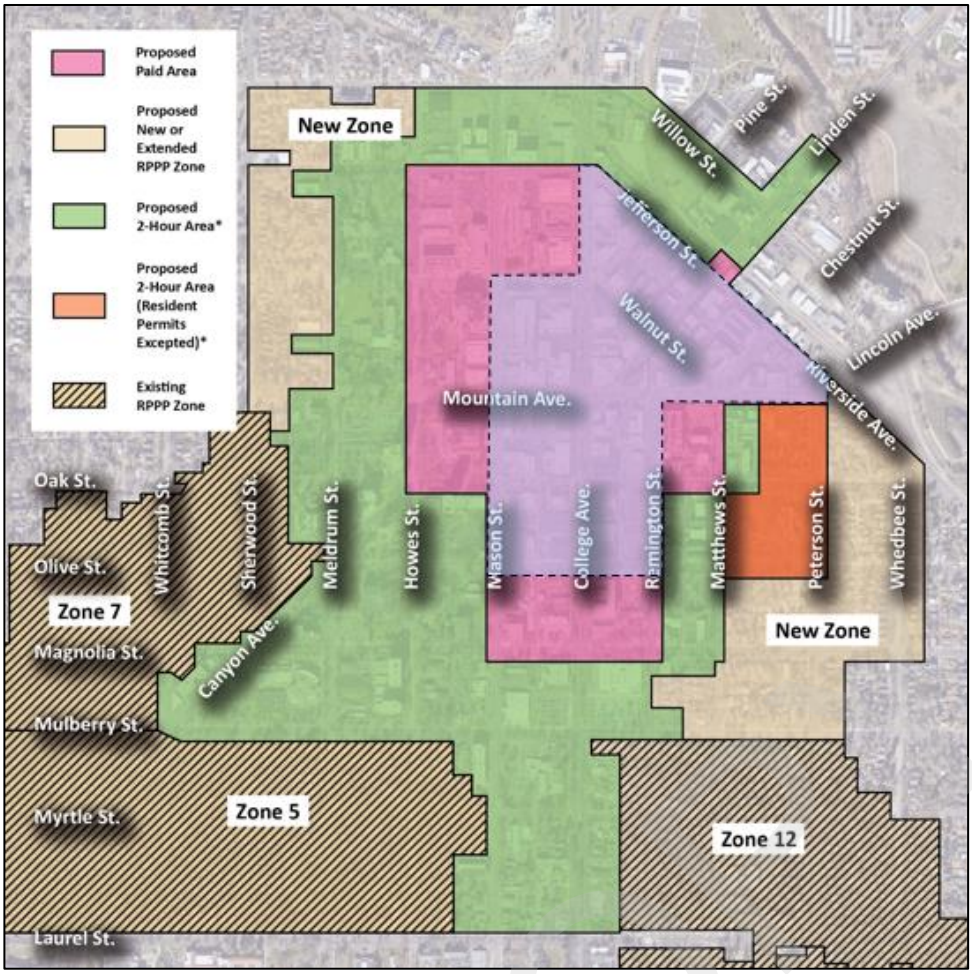
The study recommended a paid parking downtown area, with an identified 1,328 parking spaces. Additionally, an expanded time-regulated area would come into effect in conjunction with the introduction of the paid on-street parking area, to help minimize the spillover parking demand and to help prevent parking demand "crowding out" from the managed areas into the less managed ones, and/or from paid parking areas into free locations. Recommendations were based on the following criteria: must be a contiguous area, include mid- to high-density block faces, include block faces where peak occupancy reaches or exceeds 75%, include both sides of the street, and the full length of block face.




**Paid On-street – Parking Services Recommendation**

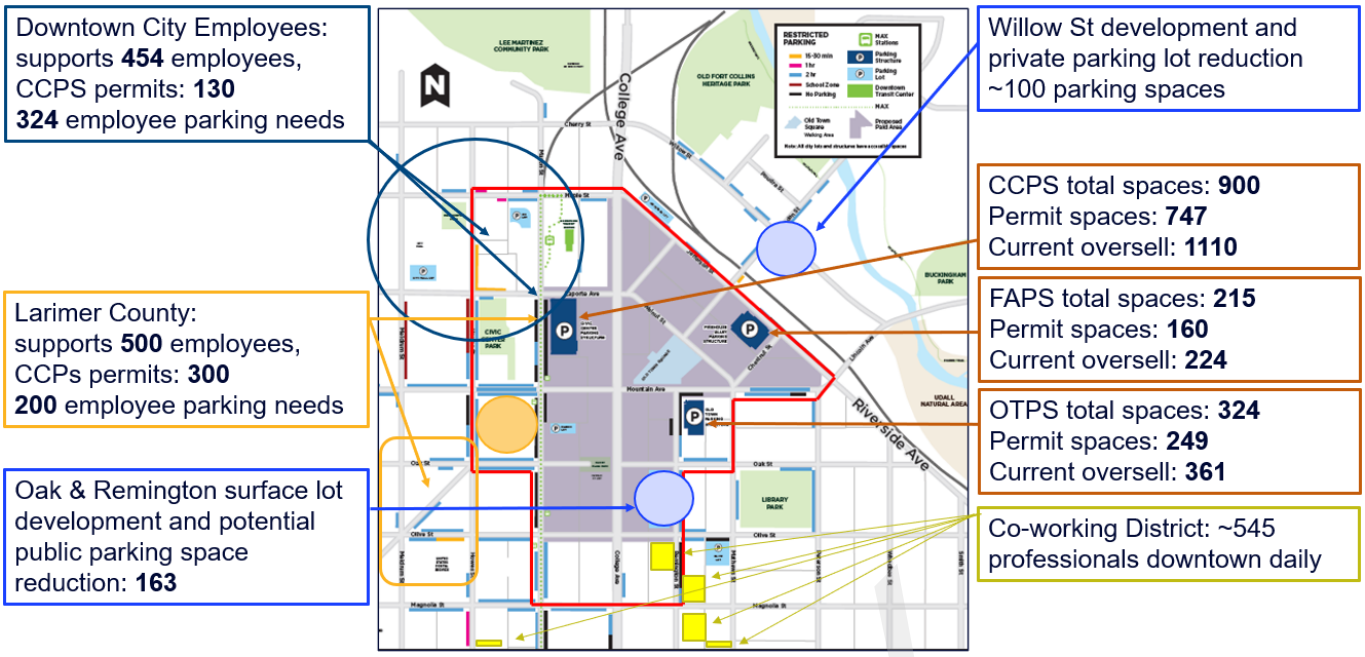
Parking Services assessed the proposed boundary area, considering supply challenges of the existing parking garages and the ability to displace government and co-working employees. The footprint of the paid parking area, as recommended by Parking Services, considers supply and demand challenges and parking inventory reduction pressures. The shaded area inlaid atop the Walker Consultants recommendation, accounting for ~800 parking spaces, and alleviating identified system pressures.

Through community and partner discussions and feedback received pertaining to broader employee impact; the boundary area was modified to ensure capacity needs can be absorbed within the updated/recommended boundary area.

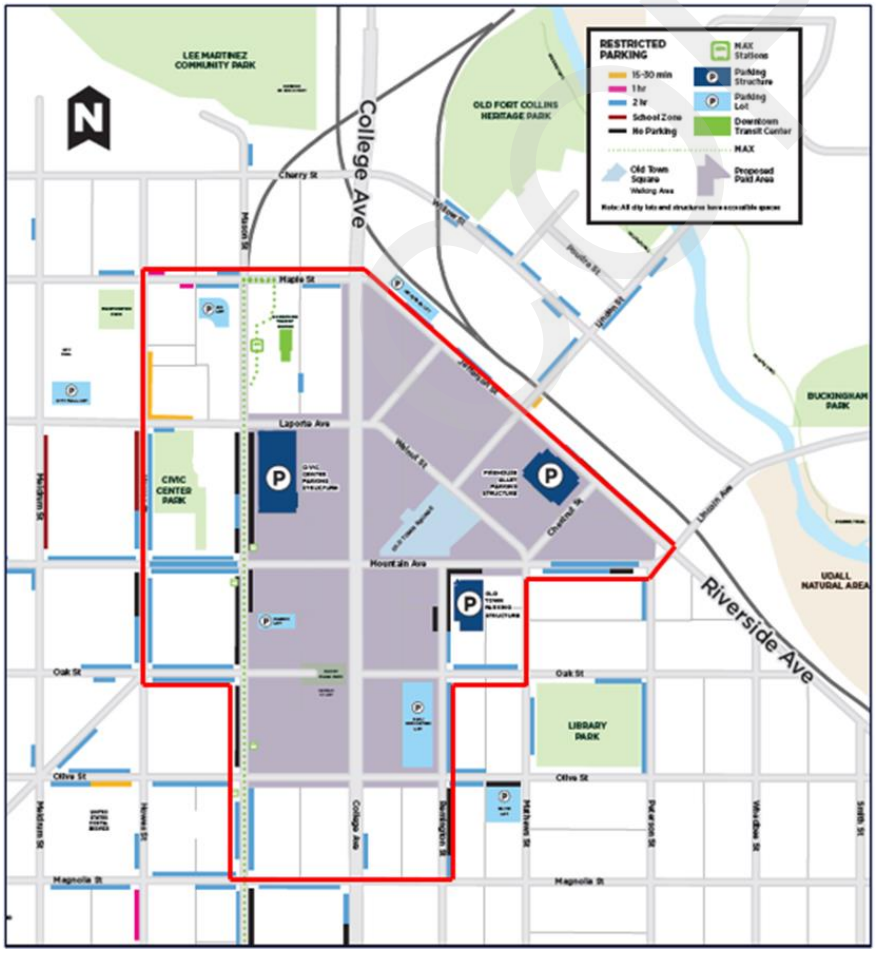



**Evolving Needs & Demand**

Supply challenges of existing structures, coupled with demand challenges of employee base at/around the periphery of the Walker Consultants' recommendation, added to the reduction pressures of a private lot along Linden Street & Willow Street and the ongoing discussion of the Oak & Remington public parking lot, caused a thorough review to address evolving needs and demand. The change in the on-street paid parking boundary area can alleviate parking pressures and account for capacity needs, as identified by Walker Consultants, the current parking system overall has enough capacity as long as the Remington Lot is online and remains a public lot.




The reduced boundary area better aligns with the current demand challenges in the immediate/short-term, whereas retaining the broader boundary area may have caused additional disruption and capacity concerns.



**Demand Adjustments**

On-Street and Surface Lots:

- The "footprint" of the paid parking area does not physically change the number of spaces available in which to park within the system, so it therefore does not change either actual or effective capacity.
- Demand Adjustment: Total parking demand is assumed to decrease by 10% following the introduction of paid parking. This reduction reflects the expectation that some parkers will choose alternative options, such as parking in nearby garages with lower rates or seeking other travel or parking alternatives.

Off-Street Parking Garages:

- Demand Adjustment: As the on-street parking will have a fee associated, total parking demand is assumed to increase by 5% following the introduction of paid parking. This increase reflects the expectation that some parkers will choose alternative options, such as parking in nearby garages with lower rates.

**Engagement**

Community engagement was ramped up from the initial draft of Walker Consultants' Fort Collins 2025 Parking Study: Implementation & Action Plan, presentation to Council during the August 12, 2025, Council Work Session. Presentations and conversations took place with Boards & Committees and community meetings were held with the downtown businesses and the public. The primary challenge was a lack of productive dialogue about implementation options, but rather a near constant expression of views that paid parking is not a viable solution for Fort Collins. This did limit community feedback pertaining to desired implementation ideas; however, feedback provided did offer some, albeit limited recommendations.


Top feedback during the business engagement event:

- Interest in providing downtown employee permit options
- Inclusion of a short grace period to allow for quick pick-ups and deliveries
- Preference for a phased implementation rather than an abrupt, all-at-once change
- Support for 4-hour limits in paid parking areas to encourage turnover

- Importance of preserving the unique character and charm of Old Town

Summary of feedback received:

Concerns over Impact on Businesses - A majority of community member and small business owners oppose on-street paid parking, arguing it will:

- deter visitors,
- hurt downtown businesses,
- discriminate against local owners.

They believe the proposal benefits city revenue at the expense of small businesses, reduces sales and foot traffic, and lacks transparency and trust in its planning process. Many business owners expressed concerns about the current economic pressures they are experiencing such as high increases in property taxes and rents, increasing costs due to tariffs, and general inflation post-pandemic.

Too Expensive to Come Downtown - People on a budget need affordable or free parking options near Old Town, paid parking would discourage visits and make downtown less accessible.

Benefits to implement paid parking were also shared.

- Will increase the availability of on-street parking for those that need it.
- Parking Services will be funded without using tax dollars; the system is funded by those using it, not everyone, including those who do not visit Old Town.
- Encourages more sustainable modes of transportation.
- Current time restrictions, 2 hours, does not provide enough time to shop, dine, and visit, this will provide options.

**Immediate Internal Updates**

Internal changes may be made immediately, regardless of paid-parking implementation. These ideas were originally paused to allow for the optimization process to unfold; however, these are steps which may be taken immediately.

- Adjust parking violation fine amount; not Traffic Infraction or Overtime Violation: Current $25
  - Increase to $35 base fine
- Adjust parking permit pricing for parking garage permits: Current (pre-paid) $20 - $50
  - Increase each by $10
- Expand days and hours of operation: Current, primarily, Monday – Friday 8:30 a.m. – 5:00 p.m.
  - Increase downtown presence to Monday – Saturday, 8:00 a.m. – 6:00 p.m.
- Install parking access and revenue control systems in each parking garage: Current- absent
  - Gated system- Old Town Parking Garage
  - Fixed License Plate Recognition System- Civic Center Parking Garage and Firehouse Alley Parking Garage

These updates are budget-neutral, except for the installation of the parking access and revenue control systems; this cost is estimated to be $320,000 and is considered in the up-front investment cost of the project in-full.

**Revenue- Internal Updates, Parking Structure Permits & Citation Fines**

These updates are budget neutral. The parking garage permit fee increase and parking citation fine increase, as requested, do not align with industry standard; however, updating to current market rate would be considered a shock to our users.

| Revenue Metric | Potential Revenue |
|---|---|
| Total Annual Parking Revenue in 2024 (minus GF subsidies) | $2.8M |
| Parking Structure Permits | $270k |
| Parking Citations | $310k |
| **Total Potential Increased Gross Annual Potential Parking Revenue** | **$580k** |
| **Total Potential Gross Annual Parking Revenue (Existing + Potential)** | **$3.3M** |

**Parking Structure Permit increase of $10 per month.** This increase does not align with Walker Consultants' recommendation and would remain below peer City comparables; however, this is an immediate internal change which would assist with transition of optimization plan implementation. This is assuming no behavior changes.

| Permit Location | Count | Cost per Month | Current - Monthly Revenue | Cost per Month; $10 increase | Monthly Revenue; $10 increase | Annual Increase (monthly X12) |
|---|---|---|---|---|---|---|
| CCPS Covered | 1074 | $40.00 | $42,960 | $50.00 | $53,700 | $128,880 |
| CCPS Roof | 568 | $20.00 | $11,360 | $30.00 | $17,040 | $68,160 |
| FAPS | 208 | $50.00 | $10,400 | $60.00 | $12,480 | $24,960 |
| OTPS Covered | 274 | $40.00 | $10,960 | $50.00 | $13,700 | $32,880 |
| OTPS Roof | 141 | $20.00 | $2,820 | $30.00 | $4,230 | $16,920 |

| Total Permits | Monthly Revenue | Annual Revenue | Monthly Revenue; $10 increase | Annual Revenue; $10 increase | Annual Increase |
|---|---|---|---|---|---|
| 2,265 | $78,500 | $942,000 | $101,150 | $1,213,800 | $271,800 |

Parking citation fines have not been updated since 2003. Only addressing the restricted violation fine amount, this increase does not align with Walker Consultants recommendation and would remain below peer City comparables; however, this is an immediate internal change which would assist with transition of optimization plan implementation. The restricted violation fine amount, paired with an expanded schedule to include Saturdays (permitted only never executed), would result in a total revenue gain of approximately $300,000. This is assuming no behavior changes. After this initial increase, citation and permit fees should incur regular annual increases to reach market rate in the next five years.

At 5-day a week:

| Total Citations | Annual Revenue (at $25/citation) | Annual Revenue (at $35/citation) | Annual Increase (at $35/citation) |
|---|---|---|---|
| 17,209 | $430,225 | $602,315 | $172,090 |

At 6-day a week (restricted):

| Additional Restricted | Total Restricted | Annual Revenue (at $25/citation) | Annual Revenue (at $35/citation) | Annual 1-day Increase (at $35/citation) |
|---|---|---|---|---|
| 3,442 | 20,651 | $516,250 | $722,785 | $120,470 |

At 6-day a week (Over-time- 10,624 annual):

| Add. Over-time | Total Over-time | Current 5-day Annual Revenue | Annual OT Revenue adding Saturday | Annual OT Increase adding Saturday |
|---|---|---|---|---|
| 2,125 | 12,749 | $92,330 | $110,796 | $18,466 |

6-day total: $138,936

**Revenue- Paid Parking**

Taking Walker Consultants calculation of the original number of parking spaces, 1,328, within the identified paid-parking boundary area, based on the concept of "revenue per occupied space per hour", and modifying it to the reduced footprint of approximately 800 parking spaces For every hour paid parking is in effect, the number of spaces proposed for the paid on-street system and multiplied the number of spaces occupied at that hour systemwide by the proposed hourly rate. Systemwide percent occupancy was used to project/estimate the number of occupied spaces per hour based on the limited summer and spring on-street occupancy data, which is limited across the system and does not cover the entirety of the proposed paid area, as shown. Also, it is assumed that the systemwide percent occupancy would be unchanged for the purposes of the model.

To further explain the process, spring systemwide on-street percent occupancy, according to recent data, is 54% on weekdays. Multiply the number of identified parking spaces, 800 by 54% to get 432 occupied spaces. Then multiply that by the proposed rate of $2; and replicate for each hour, i.e. 10 a.m., 11 a.m., etc. Since occupancy data was only able to be collected every 2 hours, keeping with Walker Consultants averaging between hours to get percent occupancy values for the hours missing.

The key benefit of this methodology is that it does not rely at all on length of stay data, either current or projected. Meaning, from a revenue perspective with a flat hourly rate in place, it is irrelevant if there are 4 vehicles in a space for 1 hour each or 1 vehicle in a space for 4 hours each. In both cases, gross revenue would be $8, assuming $2 an hour. This is important since length of stay data is very limited, and there is difficulty to model or predict how lengths of stay might change with paid parking introduction. Also, it does not change based on whether there are time limits in place or not with paid parking; it is solely looking at hourly occupancy.

Assumptions were made about potential demand adjustment due to on-street implementation (10% adjustment down) and assumed 85% payment compliance. Also factored were credit card transaction fees and an assumed average length of stay of 1.2 hours, based on the limited length of stay data provided, as such fees would only be charged once per transaction, not once per hour.

**Revenue Metric**

The parking methodology strategies which may be implemented immediately would result in revenue generation. The recommendation includes paid on-street in the designated ~800 parking stall area of the

downtown with parameters around occupancy thresholds, adjusting the rates for parking garage permits and updating citation fine amounts.

Summary of potential increased revenues, including implementing immediate internal action items:

| Revenue Metric | Potential Revenue |
|---|---|
| Total Annual Parking Revenue in 2024 (minus GF subsidies) | $2.8M |
| Parking Structure Permits | $270k |
| Parking Citations | $310k |
| **Paid Parking (On-Street and Off-Street Surface)** | **$2.5M** |
| **Total Potential Increased Gross Annual Potential Parking Revenue** | **$3.1M** |
| **Total Potential Gross Annual Parking Revenue (Existing + Potential)** | **$5.9M** |

**Revenue expenditure**

Staff recommends that a network of multi-space meters be deployed across the proposed paid on-street area and in surface lots. Parking Services calculated that 64 multi-space meters would be needed to service the entire new paid area as proposed, and to replace the existing Mason Lot multi-space meter.

In order to promote a positive customer experience and to minimize instances of persons waiting in line to pay, which might particularly be an issue during peak parking periods, even if pay-by-phone is the preferred payment method, it is recommended that pay-on-foot (POF) multi-space meters be installed according to the following criteria:

- Parkers should not be more than 300 feet away from a multi-space meter.
- Parkers should have access to a multi-space meter on the same block face on which they parked (parkers should not have to cross the street to pay).
    - Multi-space meters may not be feasibly installed in street medians, but median parkers are required to cross to one side of the street or the other in any case and can therefore make use of multi-space meters installed on either side of the street along with block-face parkers.
- 2 multi-space meters should be available, regardless of distance or spacing, for block faces with more than 20 spaces, including median spaces.

The original recommendation identified a price point per meter of $5,000 - $8,000, depending on vendor and services provided. Following community feedback and a strong desire to ensure every user has an option to park and enjoy the downtown area, the cost per meter has increased based on the need for both options of Credit Card only and Credit Card and Bill acceptor multi-space meter options.

The capital cost of a POF station largely depends on its payment configuration. Credit-card-only (CC-only) units, which process payments through cards or mobile apps but do not accept cash, are generally the most cost-effective option; these machines typically range in price from $9,000 to $13,000 per unit. Multi-space meters that fully support cash and bill payments, in addition to credit cards, require the most infrastructure and servicing, including vaults, bill acceptors, coin hoppers, and change dispensers. As a result, the capital cost for these comprehensive cash, and credit card systems typically falls between $20,000 and $30,000 per unit. The cost estimate per meter, to serve all user types at a convenient location

is estimated at 35 credit card only meters, $11,000, and 29 credit card and bill acceptor meters, $25,000: with an average installation cost per meter at $2,500. Equipment and installation: $1,270,000.

The associated recurring cost includes monthly subscription and annual maintenance, however, maintenance may be achieved via internal City staff; such as a Facilities Technician.

Additionally, the need to update downtown signage to reflect new methodology and improved wayfinding, is anticipated to cost $150,000. Park Guidance Systems in each of the three City managed parking garages also need to be considered, and has been identified in the immediate action plan.

Summary of up-front revenue expenditure:

The up-front "all-in" cost of a multi-space parking meter, including hardware, software, configuration, and installation, ranges from $11,000 to $25,000, depending on the vendor and services provided.

| Type | Multi-Space Meters (CC Only) | Multi-Space Meters (CC + Bill Acceptor) | Total |
|---|---|---|---|
| Number of Pay-on-Foot multispacer meters | 35 | 29 | **64** |
| **Capital Cost** | | | |
| Unit Cost | $11k | $25k | |
| Installation / Site Preparation Cost per Unit | $2.5k | $2.5k | |
| **Total Capital Cost** | $470k | $800k | **$1.27M** |

Additional implementation investment costs include updated downtown parking signage, improved wayfinding signage, and parking garage parking access and revenue control systems.

| | | |
|---|---|---|
| **Updated Downtown and Improved Wayfinding Signage** | | **$150k** |
| **Parking Structure – Improved Access Control** | **Fixed LPR (x2)** | **Gated System (x1)** |
| | **$150k** | **$170k** |
| | | **$1.75M** |

**Parking Services Recommendation of Paid On-Street Parking Implementation**

Based on the community feedback received and Walker Consultants' recommendations and efforts assessing downtown Fort Collins, regarding a paid on-street implementation plan, Parking Services would recommend build out of the ~800 parking stalls and associated ~64 POF multi-space parking meters along with an on-street fee of $2.00/hour with a maximum 4-hour parking session. In the identified surface lot(s) an associate fee of $1.50/hour with no maximum period. The parking garages would remain unchanged; $1.00/hour, with the 1st hour free, with no maximum period. To support the area surrounding the paid parking area; the time-regulated area would, initially, remain as is, with some necessary review and adjustment based on current business and turnover need.

The hours of operation would be scheduled, with existing Parking Enforcement staff, to include proactive Saturday enforcement of all Traffic Code in the downtown area.

Parking access and revenue control systems should be installed, with a gated system (at the DDA's request) in the Old Town Parking Structure, and Fixed License Plate Recognition systems in both Civic Center Parking Structure and Firehouse Alley Parking Structure.

**Revenue Opportunities**

Parking Services becoming financially sustainable should allow for improved maintenance of the downtown parking system on a broader level:

- Timely parking garage maintenance & repairs
- Updated park guidance systems
- Customer friendly technology upgrades
- Address parking supply issues, i.e.- parking garages
- Restripe & refresh ground markings
- ADA updates to parking spaces and sidewalks

In addition to the parking system, there may be additional future possible contributions:

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

**Metrics of Successful Implementation**

**Customer experience.** Do users seem to have clarity about the availability of the different parking products and how to use them? Are regulations understandable? Is payment a simple process? Has the city successfully phased in enforcement, such as providing zero-dollar warning citations at first (e.g., for the first 30 days) as an education mechanism? An indicator for success would be if customer complaints and reported experiences have returned to pre-implementation levels, or close to them, after one year; for users to get used to on-street paid parking and accept it.

**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? An indicator would be if systemwide occupancy has not changed more than a percent or two, or has increased, as well as if average lengths of stay on-street have decreased and increased in the garage; indicating that facilities are being used as intended.

**Spillover parking.** Is the new on-street payment requirement causing any spillover parking onto peripheral free parking streets or private lots? An indicator of success would be that complaints about spillover parking, or non-residential parking demand during peak times, have not substantially increased after one year.

**Revenue generation.** Are new revenues covering a sufficient percentage of the added administrations/labor of managing on-street payment and enforcement, as well as covering outstanding maintenance items and repairs for the existing garages? An indicator of success would be that all additional administrative and labor costs are being covered, and sufficient revenue exists to pay for all outstanding parking facility maintenance and repairs over time.

**Downtown sales or food & beverage tax revenue.** Are downtown visits staying consistent? Are sales and food & beverage tax maintaining or increasing? An indicator of success would be that such revenues have remained steady in the year after implementation.

## NEXT STEPS

Parking Services will implement immediate action items. Staff recommends taking additional time to engage with business owners, downtown employees, visitors, and the local public, to share the soon to be finalized Pro Forma, and to begin the process of developing a governance model. Staff would like to share progress with Council in Quarter 2 of 2026, prior to starting the timeline for on-street paid implementation.

## ATTACHMENTS

1. Parking Services Work Session Presentation, August 12, 2025 (copy)
2. Presentation