

WORK SESSION AGENDA ITEM SUMMARY

City Council



STAFF

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SUBJECT FOR DISCUSSION

Downtown Parking Strategy Implementation Roadmap

EXECUTIVE SUMMARY

The purpose of this item is to provide background and an implementation plan to address the best use and sustainability of the downtown parking system. This plan aims to support a vibrant downtown, provide a customer-focused system for all users, and ensure a financially sustainable parking system.

GENERAL DIRECTION SOUGHT AND SPECIFIC QUESTIONS TO BE ANSWERED

1. What additional questions or feedback do Councilmembers have regarding parking and/or the recommended roadmap?
2. Do Councilmembers support the roadmap timing?

BACKGROUND / DISCUSSION

The bulk of the background for this item is in the Agenda Item Summary from December 9, 2025 which is provided as an attachment. As noted in these materials, the City has managed a complex parking system in the downtown area for decades. The system includes surface parking, garage parking, and on-street parking, all with a variety of fee structures.

The current parking system model does not provide the right parking choices needed for the people who come downtown, and it does not address the various demand challenges. Users are often frustrated due to reliance on enforcement and the use of low-dollar paid parking in less desirable facilities. The system is not cost neutral in regard to funding necessary maintenance.

Most stakeholders agree that increased garage use and having the financial capability to maintain infrastructure is a good thing. There is also agreement that parking turnover is good and that employee parking is an issue needing better solutions. When on-street parking is at 80-85% capacity and turnover is reliant on enforcement we see enforcement addressing parking shuffle rather than actual turnover.

The system has evolved overtime and includes the following milestones and legacy features:

- Downtown parking meters deactivated in the 1960s
- Old Town (Remington) Parking Structure built (1984)
- Civic Center Parking Structure built (1999)
- Firehouse Alley Parking Structure (2017)
- Multiple surface lots historically managed by the City
- Courtesy 1st overtime ticket has been a long-standing practice

The parking system is experiencing challenges in both infrastructure maintenance and best practice/most efficient use to achieve financial sustainability, parking efficiency, and economic retail benefit. While “free” parking is a strong desire from a portion of our community, when no one pays everyone pays.

Changes to the parking system will be significant to stakeholders and will be met with mixed feedback. Knowing this, and taking study findings and public feedback into account, staff is recommending a roadmap that aligns with previous Council direction and leads to a more sustainable and efficient system.

Parking System Roadmap

Near-term Actions in Process Based on Previous Council Discussions

Fees/fines:

Staff is implementing increases to both permits and most fines. This increase leaves costs below industry standard but is a first step to increase revenue and establish annual review and updates.

Overtime Violations:

- 1st: free to \$10
- 2nd: \$10 to \$25
- 3rd: \$25 to \$50
- 4th: \$50 to \$75
- 5th: \$100 (no change)

Restricted Parking Violations:

- \$25-\$35

Vision Zero Violations (parking in a bicycle lane, too close to, or on/across, the sidewalk)

- \$25-\$40

Estimated \$200k annual increase from permits and about \$300K increase from fines.

- Anticipated fine increase is a conservative estimate and not reflective of expanded enforcement, evenings and Saturdays.

Permits will increase by \$10 upon renewal.

In process and will start by June 1, 2026.

Garage Enforcement:

Staff is implementing automated license plate readers (ALPRs) in the garage structures. Gates in the garages were removed in 2019. Upon removal, Parking Services saw an approximate 25% drop in revenue. As enforcement has increased, that drop is now estimated at 11% from gated. Installation of ALPRs will ensure increased accountability and payment in the garages.

Need to acquire and install readers. Estimated cost \$200K, appropriation coming to Council. Installed and operational by Q1 2027. Conservative revenue estimates at \$75K/year.

Expanded On-Street Enforcement:

Parking Services is moving to a 6-day/week enforcement operation between 8 a.m.- 6 p.m. starting March 23, 2026. Extended hours have been discussed as a means to offer more consistent turnover during high demand hours. Anticipated revenue collection from expanded hours is conservatively estimated at about \$100K, with increased presence and management.

Starts March 23, 2026.

Downtown Employee Parking:

An important user of downtown parking are the downtown employees. While there is agreement that it is counter-intuitive to have employees utilizing spaces that customers could use, this is a practice that occurs. Staff is actively working on options for both alternative parking and reduced permits available through employers as well as a discounted option through Get FoCo.

Reduced permit through employers-targeting June 1, 2026 availability. Seeking partnerships for alternative parking for both City/County employees and downtown employees.

Parking Enforcement Vehicle Technology:

The current technology available to Parking Services presents challenges in both scheduling and traffic back-ups when the vehicles need to stop to issue citations. Parking Services is pursuing updated technology that will allow a more seamless experience for both enforcement officers and surrounding traffic.

RFP out for vendor. Anticipate implementation by Q3 2026.

Demand and Capacity Study:

A demand and capacity study evaluates the system as a whole and provides a data-driven look at needed parking spaces both in real time and for future projections. The last study was conducted in 2013 and revealed a need for 910 spaces at that time. The Firehouse Alley Parking Structure added 215 public spaces in 2017 (which are all that have been added to the system since 1999.)

Study is underway and anticipated completion is June 2026.

Mid-Term Actions and Next Steps

On-Street Pay Infrastructure:

Based on Council conversations, staff is moving towards an on-street paid parking model. Any version of paid parking will require infrastructure (kiosks) even though a pay-through-app service is anticipated to be the preferred method of payment. Costs to install the entire payment kiosk system is estimated at \$1.27 M, which is currently available in parking reserves. This cost could shift based on vendor and services provided. Revenue estimates for on-street paid parking are ~ \$2.5M/annually.

Prior to acquisition of infrastructure, a Code change allowing on-street collection of parking fees is required. This ordinance change to include “on-street” collections will be brought forward in May 2026.

Timing for on-street paid parking is reliant on procuring and installing the infrastructure, including the appropriation of the funds from Parking Reserves. Getting from an RFP to contract to product in hand is estimated to take 6-9 months. Staff is also sensitive to both community feedback and the construction impacts anticipated from the water line replacement scheduled in early 2027.

Given these considerations, the earliest soft launch implementation would be summer/ fall 2027 with full enforcement beginning shortly after. A soft start could also begin in January 2028, after the holiday season, with full enforcement beginning in early spring.

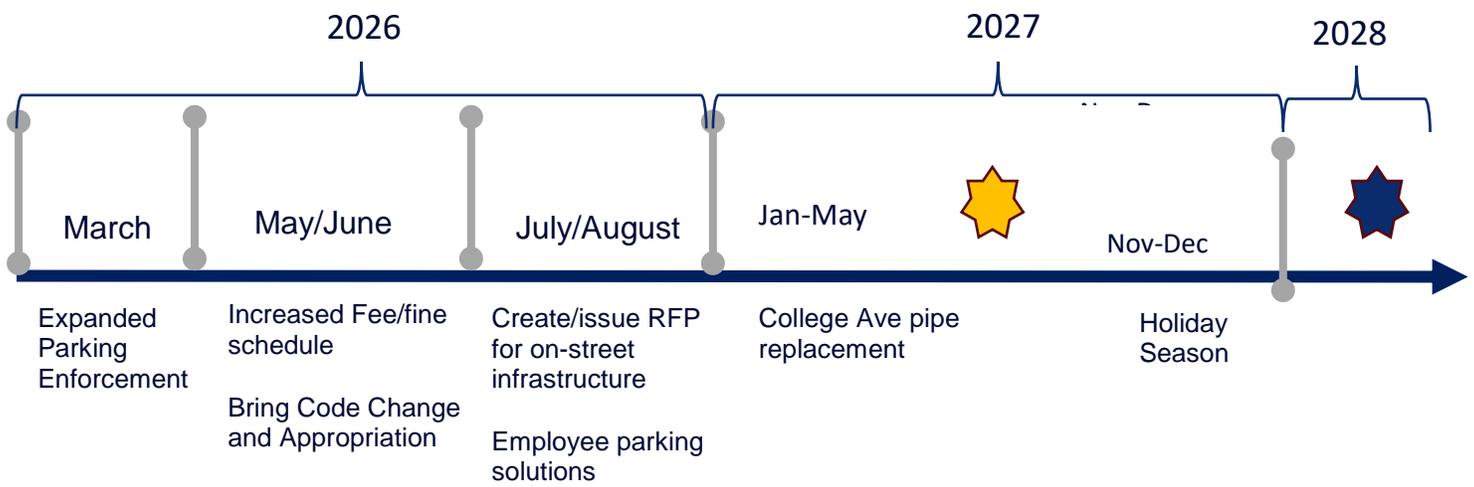
Timeline



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



2028 paid on-street implementation.



Future Action and Longterm Considerations

Staff anticipates on-going evaluation and monitoring of the parking system as a whole. It will be important to ensure any changes are achieving the desired results and to be nimble to any needed adjustments.

Longterm, it may be beneficial to create and utilize a committee or governance group that would assist and advise on potential pricing scenarios and any program changes. This governance structure could also engage in strategic planning to include asset management prioritization and the beneficial use of anticipated future revenues

ATTACHMENTS / LINKS

1. Work Session Agenda Item Summary, December 9, 2025 (copy)
2. Parking FAQs
3. Presentation