



# Parking Services –

## Downtown Parking System Update

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**Eric Keselburg**

Parking Services Manager

**Drew Brooks**

Deputy Director, PDT

- 1. Does Council support continuing efforts to develop a new financial and strategic model for Parking Services and related implementation plan for downtown parking?**



# Transportation & Mobility

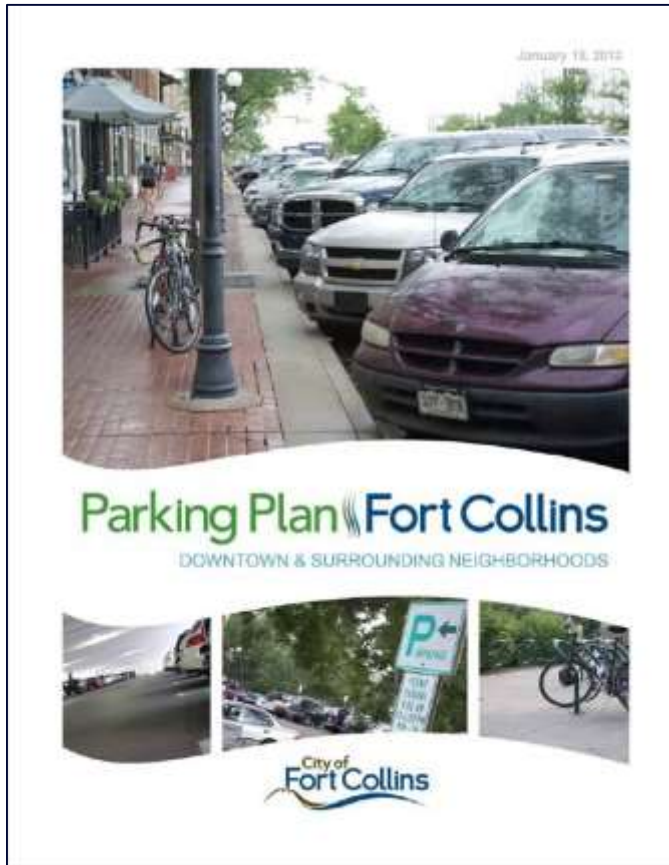
**Fort Collins provides a transportation system that moves people and goods safely and efficiently while being accessible, reliable and convenient.**

## **6.6 Manage parking supply and demand based on time and location in a sustainable manner.**

- Parking at key locations maximizes the effectiveness of integrated transit, bicycle and pedestrian solutions.
- Access to convenient parking for people of all abilities is an important consideration.
- Successfully implementing transportation demand management strategies should reduce automotive congestion and the increasing need for associated parking.
- Mobility hubs enhance last-mile access into neighborhoods from key parking locations and need consideration along future Bus Rapid Transit (BRT) corridors for deploying additional MAX-like services.
- Current Downtown pricing structures disincentivize parking in preferred long-term locations.



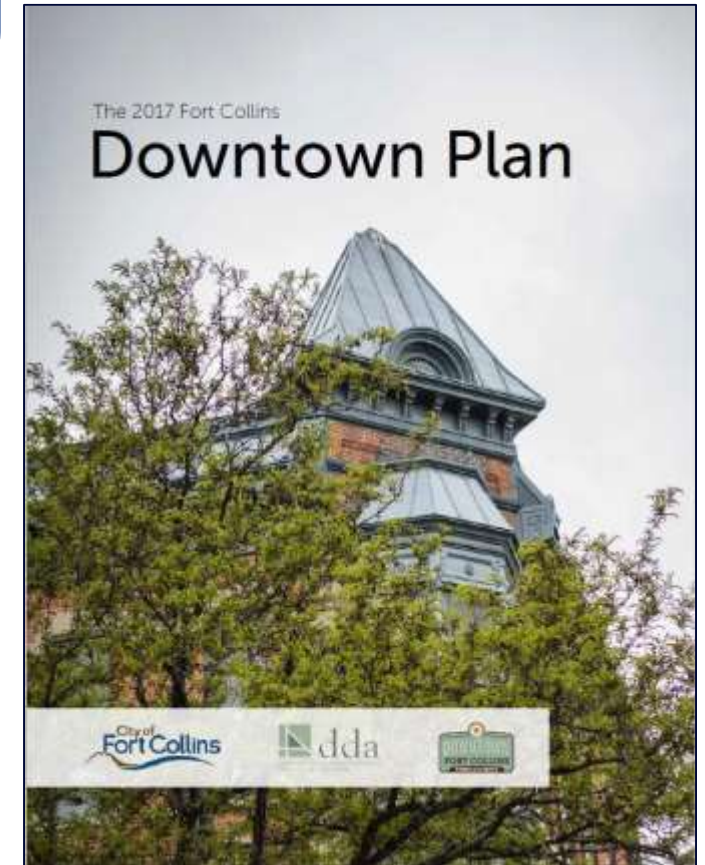
# Upside-down Pricing



2013 – Parking Plan

The **most convenient and desirable on-street spaces are free** while **less convenient garage parking costs money**. This discourages the use of parking garages and encourages driving around looking (**trolling**) for **available on-street spaces**. This practice creates congestion, air pollution, a perception that there is no parking available and general frustration.

The 2013 Parking Plan identified this phenomenon as “**parking structure avoidance**” due to “**upside down pricing**”.



2017 – Downtown Plan

# Problem Statement

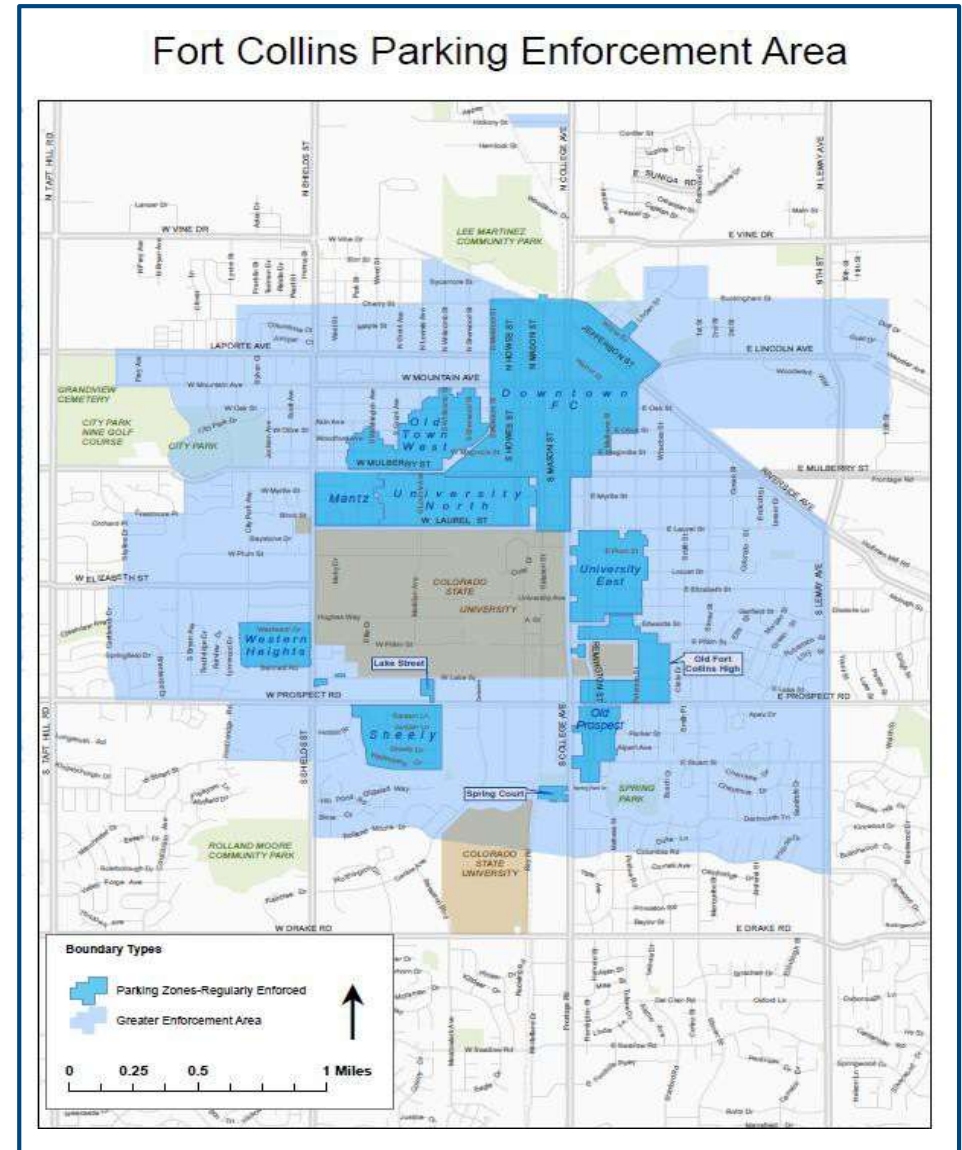
The current parking system model is **not providing the parking choices needed** for the people who come Downtown to shop, dine, play and work. It is **incapable of addressing the demand distribution challenges** that frustrate users because of its reliance on enforcement and the use of low-dollar paid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



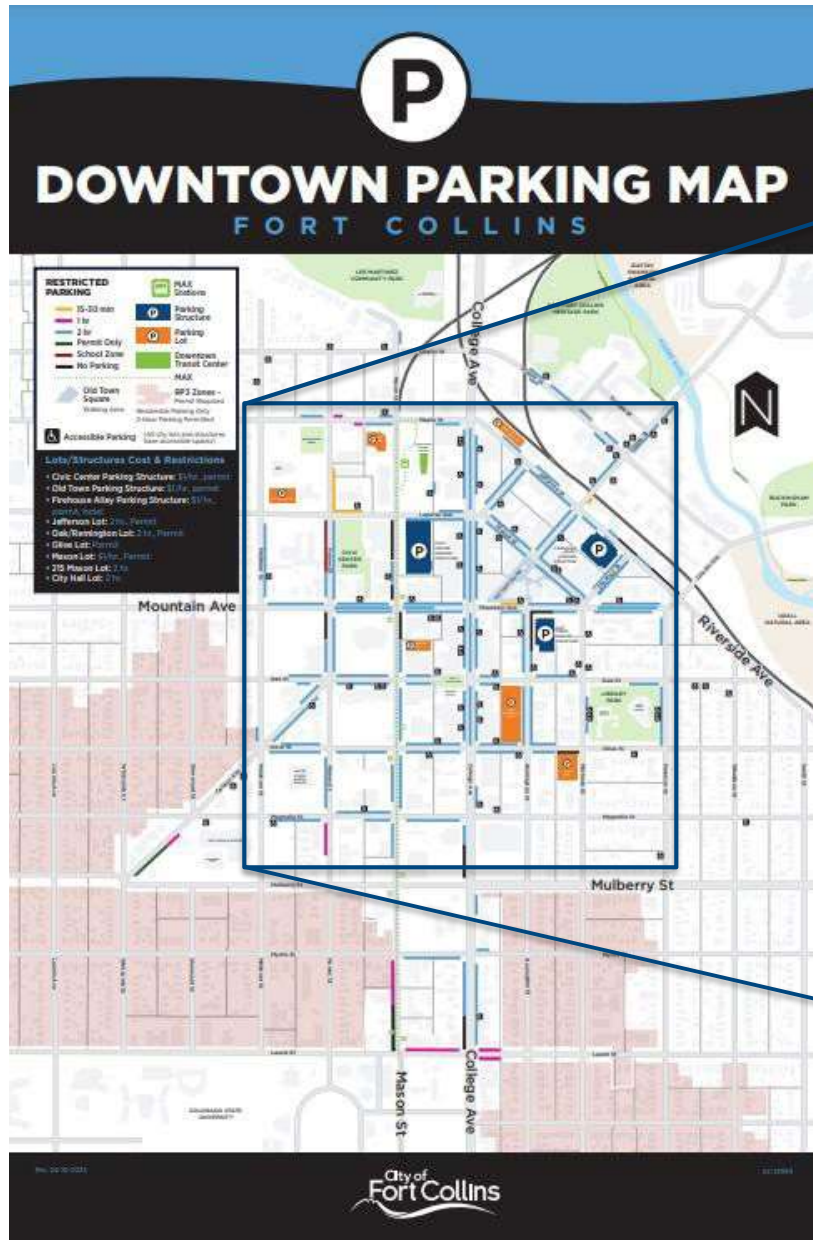
# The Current System

**The City of Fort Collins** is approximately fifty-seven (57) square miles in size;

- **Parking Services** proactively manages the parking system for approximately six (6) square miles of the City of Fort Collins,
- The rest of the City of Fort Collins is patrolled, primarily reactively, by Fort Collins Police Services, **Community Service Officers**.







The total public parking supply is 4,846 spaces;  
3,149 on-street and 1,697 parking structures and surface lots





**RESTRICTED PARKING**

- 15-30 min
- 1 hr
- 2 hr
- Permit Only
- School Zone
- No Parking

**MAX Stations**

- Parking Structure
- Parking Lot
- Downtown Transit Center

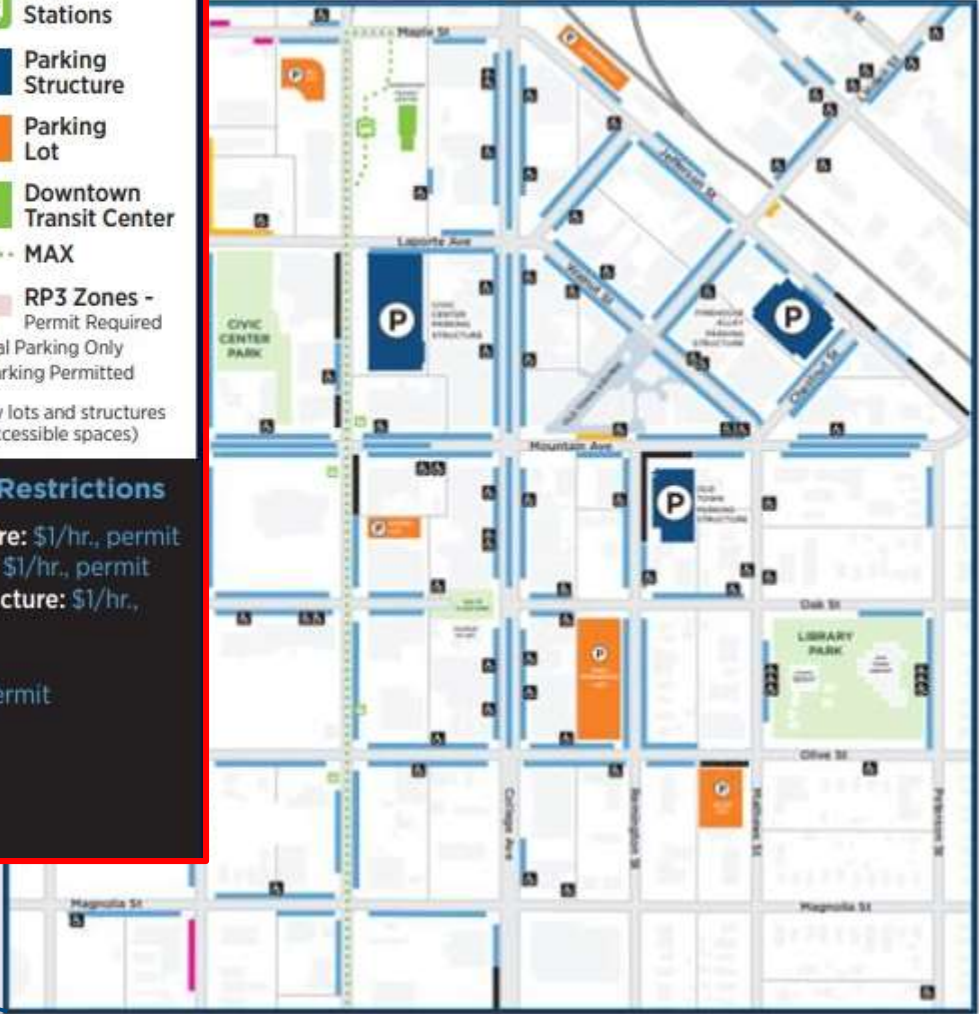
**MAX**

- Old Town Square Walking Area
- RP3 Zones - Permit Required Residential Parking Only 2-Hour Parking Permitted

**Accessible Parking** (All city lots and structures have accessible spaces)

**Lots/Structures Cost & Restrictions**

- Civic Center Parking Structure: \$1/hr., permit
- Old Town Parking Structure: \$1/hr., permit
- Firehouse Alley Parking Structure: \$1/hr., permit, hotel
- Jefferson Lot: 2 hr., Permit
- Oak/Remington Lot: 2 hr., Permit
- Olive Lot: Permit
- Mason Lot: \$1/hr., Permit
- 215 Mason Lot: 2 hr.
- City Hall Lot: 2 hr.



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## Parking Pricing and Management

PARKING RATES		PARKING PERMITS	
<b>\$0 per hour</b>	<b>\$1 per hour</b>	<b>\$50 - \$60</b>	Monthly range for cost of parking permit in garages
Rate per hour for on-street and most surface lots	Rate per hour for parking structures (after 1st hour)	<b>\$30 - \$43</b>	Monthly range for cost of parking permit in most surface lots

FINES FOR PARKING VIOLATIONS			
 <b>\$0 - \$50</b>	Range for fines for overtime parking violations	<b>\$25</b>	Fine for most other non-serious violations
		<b>\$100</b>	Fine for serious violations



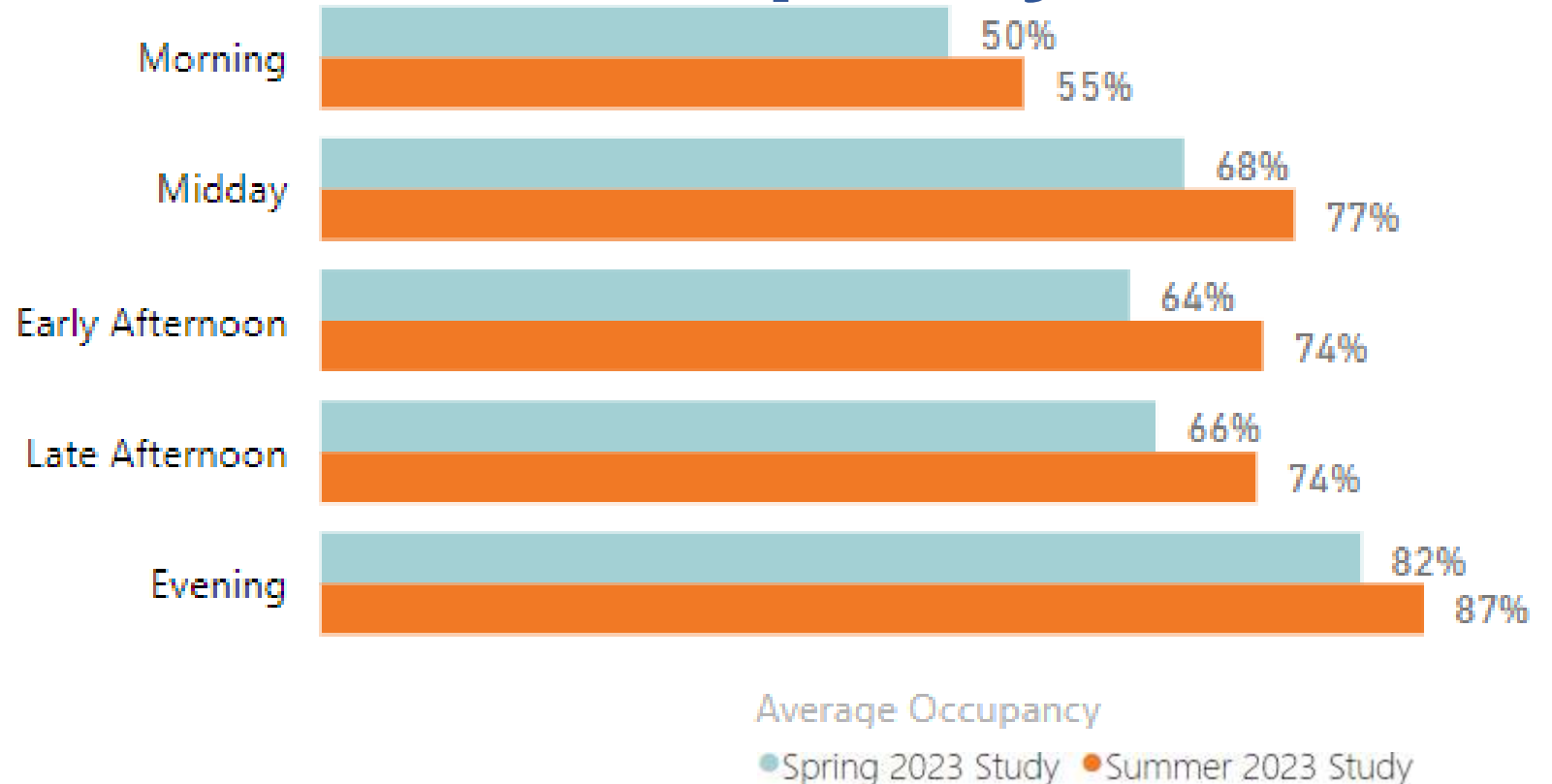
# Changing Trends



**On-street occupancy** is considered unhealthy at 80%-85% or above (meaning, there is limited on-street parking space availability).

Several block faces in the downtown core exceed healthy level(s) throughout the day.

## Average Occupancy

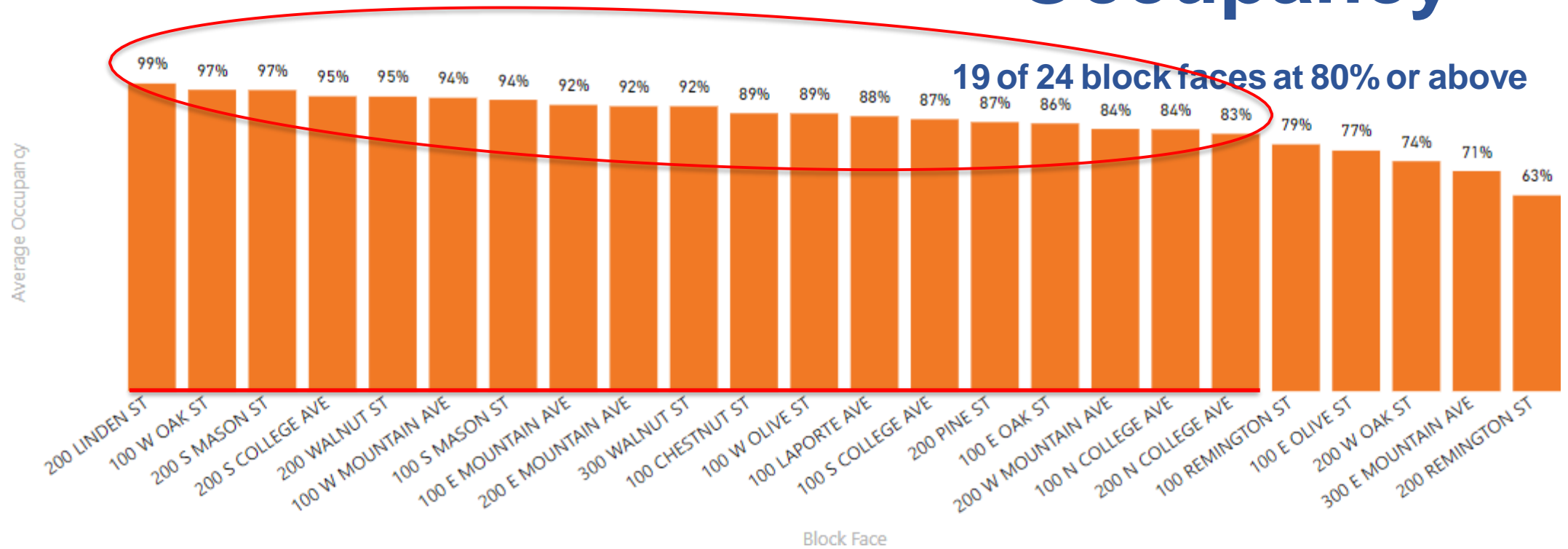


**Block Face:** A portion of the street or highway between intersections, including all on-street parking.

# Average Downtown Block Face Occupancy - Midday



## Average Occupancy



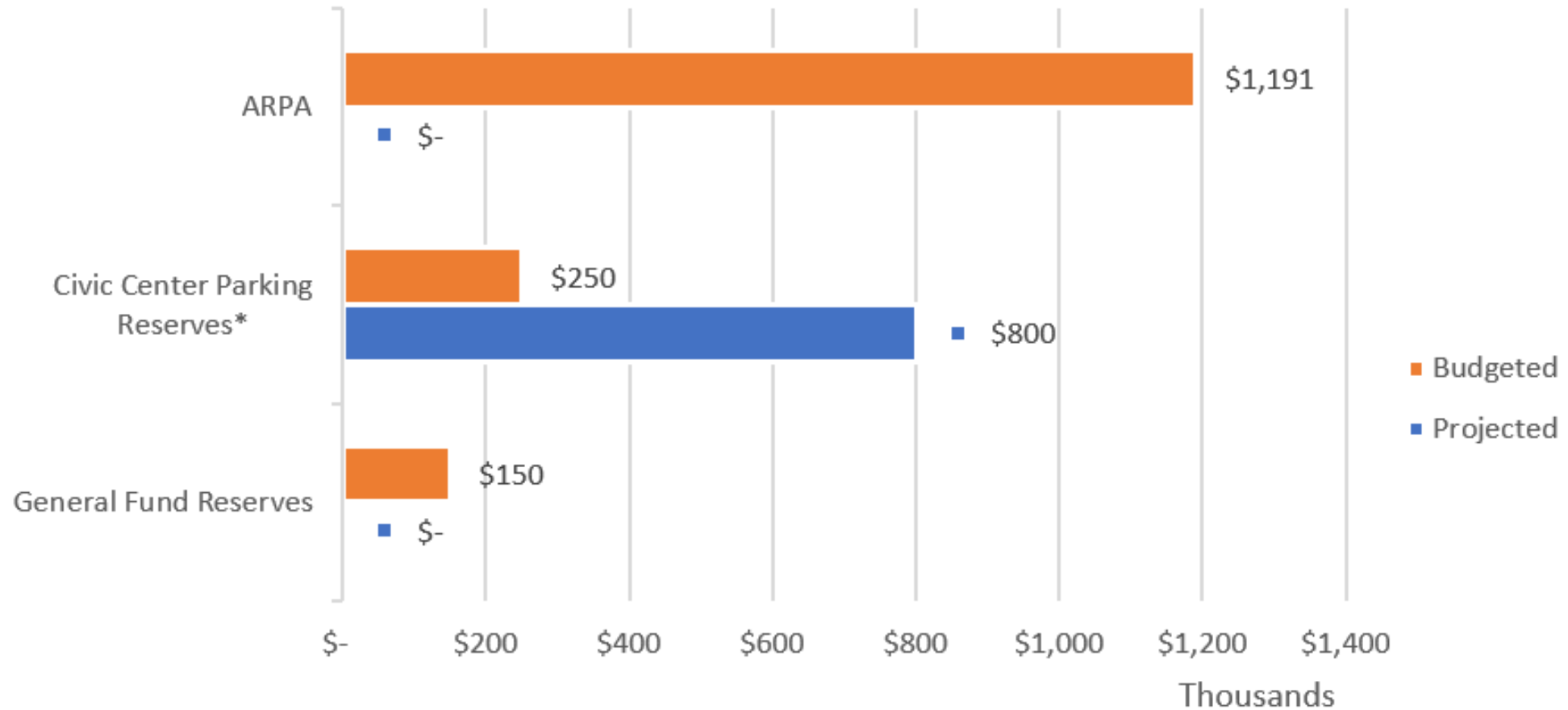
Evening- 5:30pm-7:00pm



- Notable shifts in respondents' preferred transportation modes were revealed in **comparing the 2013 and 2023 survey data**:
  - Overall vehicle use(s) to get downtown increased from 76% in 2013 to 86% in 2023.
  - In 2013, 51% of respondents indicated they spent 2 hours or less downtown, and in 2023 only 19% indicated they spent 2 hours or less
  - 27% of respondents indicated they spent 2-4 hours downtown in 2013, and 63% indicated they spent 2-4 hours per stay in 2023.
- Respondents that circle the block looking for their ideal parking space remained consistent between 2013 and 2023



## Budgeted Parking Maintenance Projects 2022 - 2024



*\*Per contract agreement, exclusive for Civic Center structure use. Sole structure with reserve.*

## Financial Sustainability

Year	2019	2020	2021	2022
Cost Recovery from System Operation Alone (%)	98%	97%	89%	75%

**The General Fund is subsidizing parking operations at a growing rate,** diverting funds away from other services and programs, and making it more difficult to sustain and invest in the parking system.

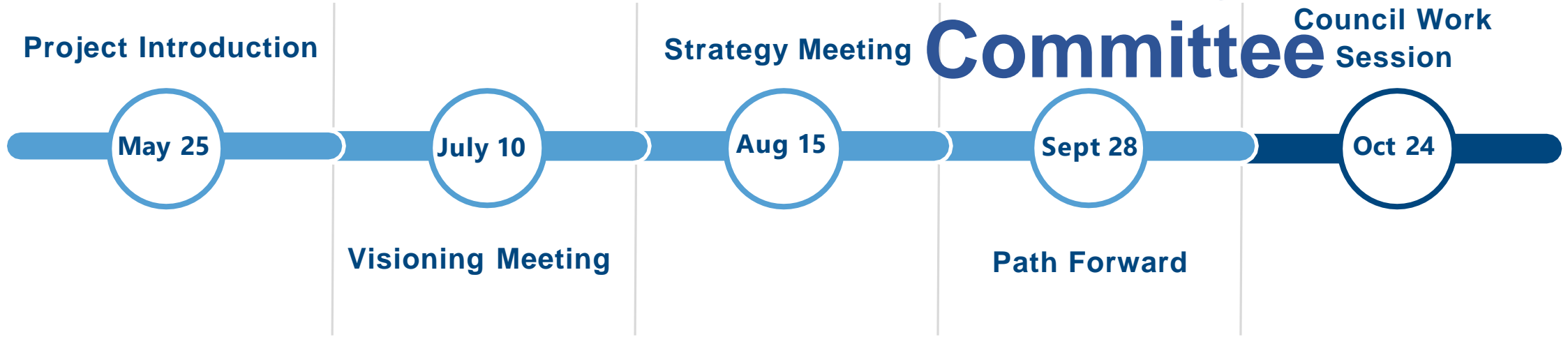
**Changes to the system would be needed** to improve cost recovery, reduce reliance on the general fund, and generate needed revenue for system enhancements and parking asset maintenance/repairs.



# A Parking System Fit for the Future



## Advisory Committee



## Boards & Committees



**City of Fort Collins**

**P A Parking System Fit for the Future**

The City of Fort Collins manages a parking and multimodal system to support community needs—from business activity, to events, to everyday life. As our city evolves and we look to the future, we’re taking a look at how our parking programs can better support the people that live, work, and play in Fort Collins.

**WHY NOW?**

1. Demand for our street curbs and our parking facilities is expanding and changing. We’re seeing more and more varied demand for our parking and mobility resources, from parkers to commercial deliveries, business activity, loading and unloading, and beyond. Many of these uses weren’t considered in original plans for parking and curb management.
2. Even with active enforcement of time limits on-street, we still struggle with demand crunches in popular areas. In areas of intense activity, demand is high, and there are better management tools available in order to improve the user experience, reduce traffic, and more.
3. More advanced parking management can support our big plans for the future. Broadening our parking management toolbox can help advance our most important community goals, like improving air quality, enhancing economic vitality, reducing traffic congestion, and making sure Fort Collins can pay for parking and transportation needs well into the future.

**OUR GOALS**

- Support a vibrant and active Downtown.
- Build parking and mobility options for everyone.
- Prioritize a healthy and sustainable Fort Collins.

The City of Fort Collins Parking Services Department is currently working with **Walker Consultants** regarding the current parking model, to discuss possible **future methodologies** around the following:

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1) **Curb Management;** demand for public street curbs and public parking facilities,



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2) Better management tools to address **demand crunches**, to improve user experience,

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3) **Support broad community goals**; Our Climate Future, economic vitality, reduce traffic congestion, and fund parking asset maintenance needs.

## Project Objectives



Update our **framework** for managing parking downtown given new realities and visions for success.



Create **metrics** that show us when to change our approach and help inform how we're doing.



Expand and refine our **menu of options** for different kinds of parkers—residents, employees/commuters, visitors and more.



Understand **resources needed** for near-term, mid-term and long-term objectives.



## Problem Statement

The current parking system model is **not providing the parking choices needed** for the people who come Downtown to shop, dine, play and work. It is **incapable of 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. Finally, it is **unable to fulfill its required goals to fund its maintenance priorities** because it can't achieve cost neutrality.



## Fears and Concerns

### I'm concerned that...

- **Nothing changes** at all.
- We don't address the **perception that there is no parking Downtown**, which leads to frustration and anger.
- The **parking system's financial condition will worsen**, leading to an inability to maintain assets, create a user-friendly environment, etc.
- Parking becomes **too focused on revenue generation** instead of its role as a supportive system for Downtown vitality and vibrancy.
- There will be **no room for short-term pick-up/drop-off and deliveries**.
- Solutions will **not be sufficiently data- and survey-driven**.
- We'll **increase vehicle congestion OR rely too much on other travel choices** instead of driving and parking.

## Vision of Success

### A successful parking system...

- Supports a **vibrant, thriving economy and community** Downtown.
- Is **welcoming and easily understandable for anyone**—from a local to a first-time visitor.
- Offers **multiple options** that make sense for any user—very short-term (e.g., <30 minutes, short-term and long-term).
- **Leverages and maintains our key assets**, like the big (and expensive!) garages.
- Makes it **easier and more pleasant** to use other forms of travel (e.g., walking/biking).
- Achieves **cost neutrality and can fund key maintenance priorities** to keep our parking assets clean, safe and easy to use.
- Is transparent about what revenues pay for and **how they benefit the community**.
- Relies on **customer choice** rather than penalization.
- Follows **data and industry standards** for effective parking management.

## Strategy Session

### Identified guidance objectives...

- **Employ paid parking strategically and thoughtfully** to incentivize and leverage off-street assets and address demand distribution issues, **particularly during peak periods**.
- Leverage supportive, rather than punitive, enforcement and **reduce ticket-writing** and enforcement revenues over time.
- With paid parking employed on-street, **off-street options need to be heavily incentivized** and leveraged as a lower-cost or no-cost option. Off-street **assets also need to be attractive**, welcoming, and properly enforced.
- Offer low-cost, available, **flexible parking options** for our workforce to support our continued success.
- Acknowledge that more payment must equal **better maintenance** and **user experience** across the board—improvements should be tangible and obvious.
- **Study different governance models** that derive direction and input from downtown stakeholders. This model should allow for more dynamic parking pricing which can more rapidly respond to block-face changes in storefronts.

- 1. Does Council support continuing efforts to develop a new financial and strategic model for Parking Services and related implementation plan for downtown parking?**





# Questions & Discussion



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