August 11, 2026

Parking Services – Downtown Parking Optimization Update

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Problem Statement & Goals

Identified Problem/Pain Points

1. System Utilization, Capacity & Distribution

- **Lack of Choices:** The current model fails to provide adequate parking options for customers (local and out-of-town visitors) and employees.
- **Demand Imbalances:** Free on-street parking fails to incentivize systemwide distribution, leaving low-cost options underutilized.

2. Financial Sustainability

- **Cost Neutrality Failure:** The system generates insufficient revenue to fund regular system upgrades/replacement or to meet its ongoing financial goals.
- **Major Maintenance:** The system struggles to adequately cover long-term maintenance priorities.

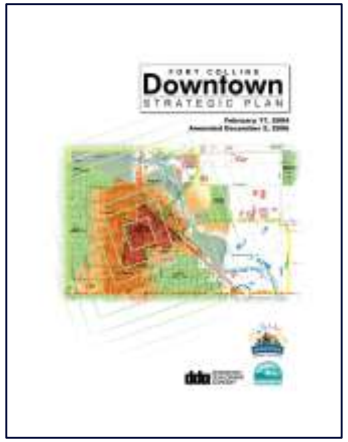
Desired Goals/Outcomes

Support a vibrant and active downtown economy

1. Customer-focused system that provides choice for all parkers and modes.
2. Parking system that is financially sustainable.

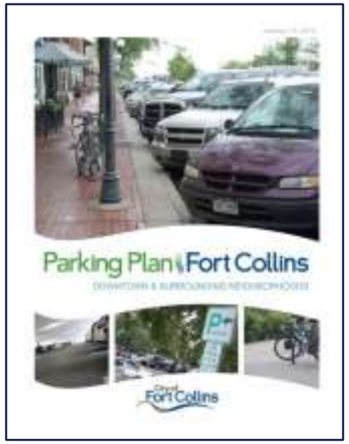
Downtown Parking

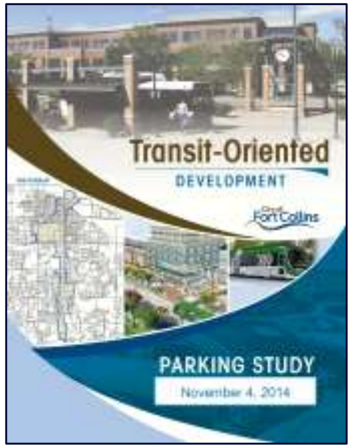
Previous Parking Related Plans & Studies



2004 Downtown Strategic Plan

2013 Parking Plan



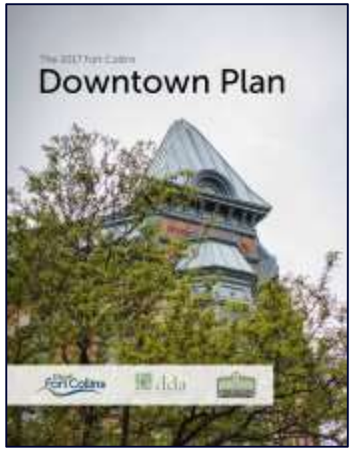


2014 Transit-Oriented Development Parking Study

Parking Services proposed an on-street paid parking pilot program.

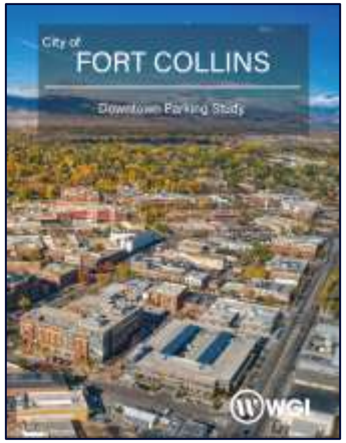
The Parking Advisory Board supported an on-street paid parking pilot program.

2017 Downtown Plan



Current Parking Related Study

2026 Downtown Parking Study: Demand & Capacity



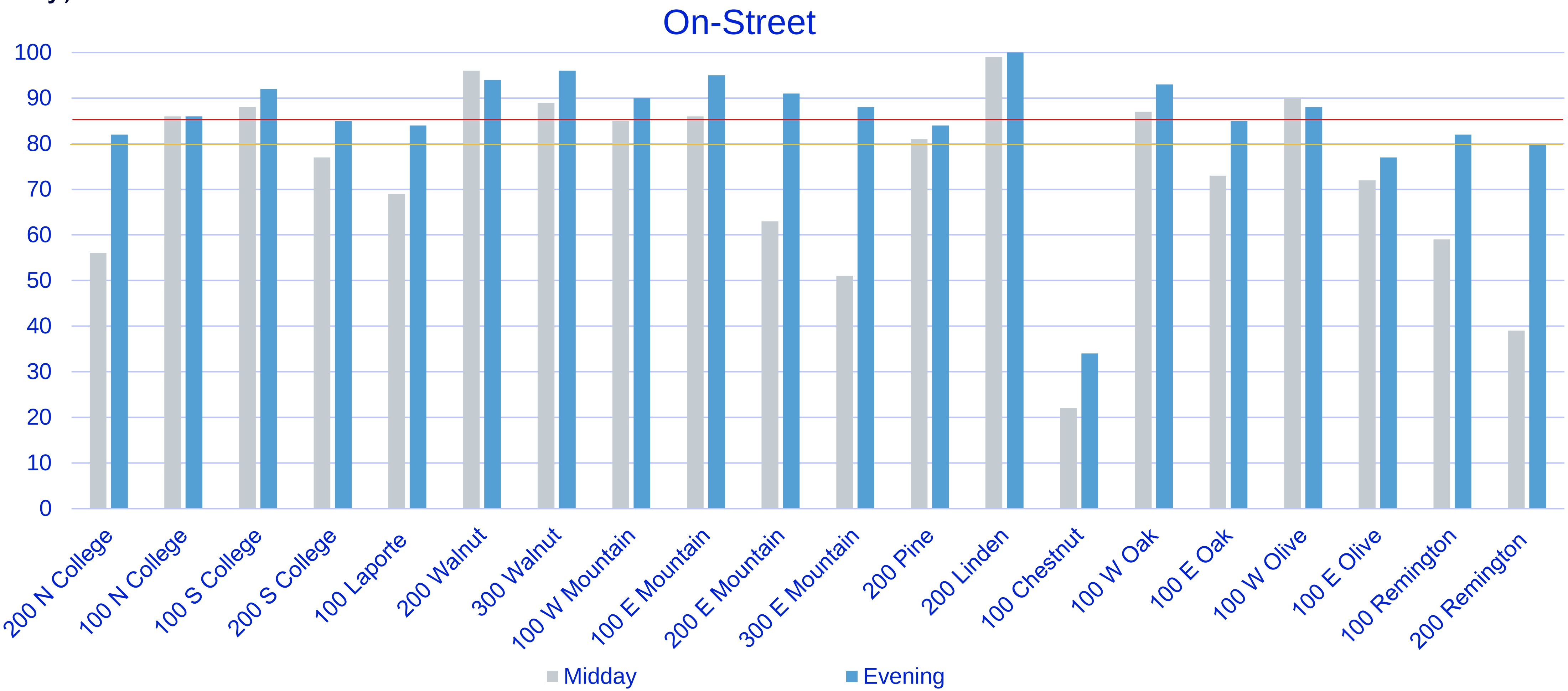
2025 Parking Study: Implementation & Action Plan

Common Parking Study/Plan Themes	
Upside-down pricing model	Need to maintain/increase enforcement
Drivers of change: • Occupancy • Increased citations	Create revenue for increased capacity/infrastructure
Manage demand and distribution across system	Employee parking considerations
Public/private parking partnerships	Payment options to stay longer than 2-hours
On-street parking priority for customers	Reluctance to implement paid on-street parking; don't want to shock the system

Utilization Data

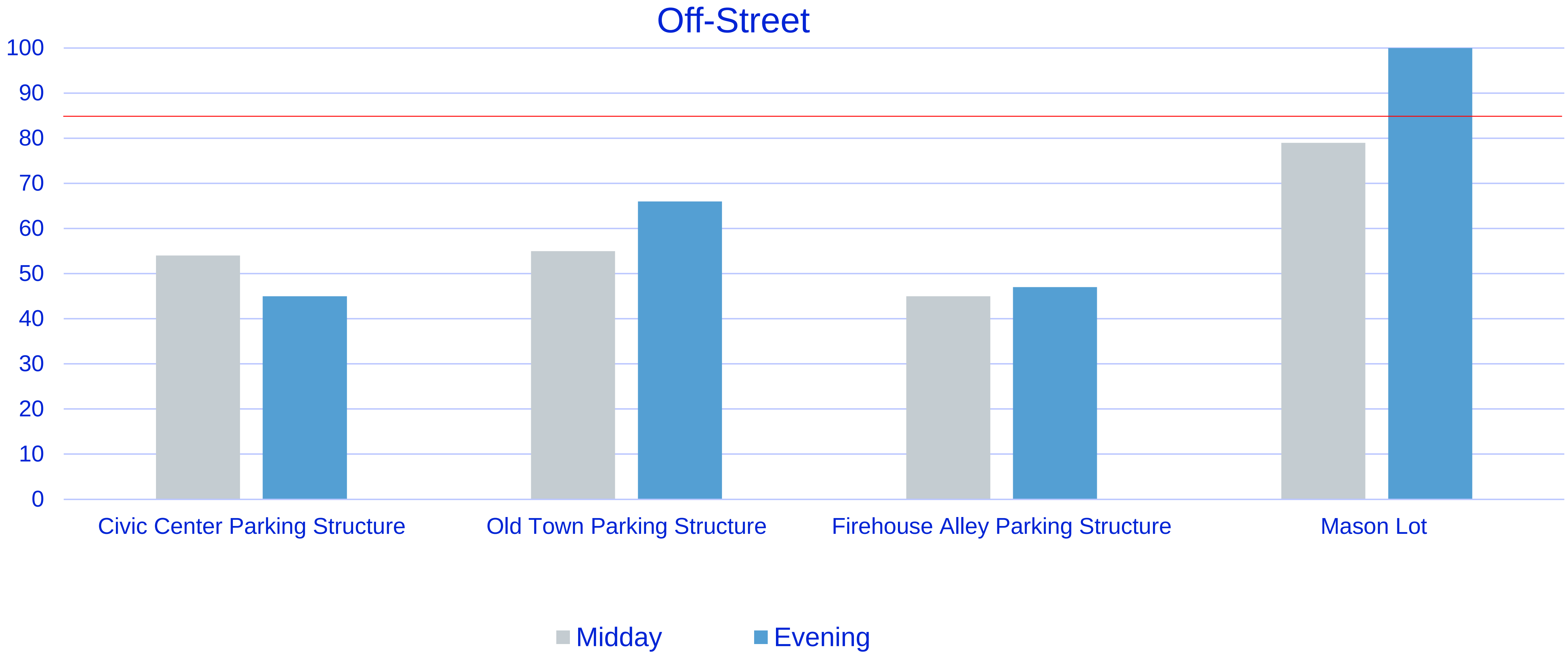
On-Street Occupancy Strain

Spring 2026: March 4th – March 7th (Wednesday – Saturday)

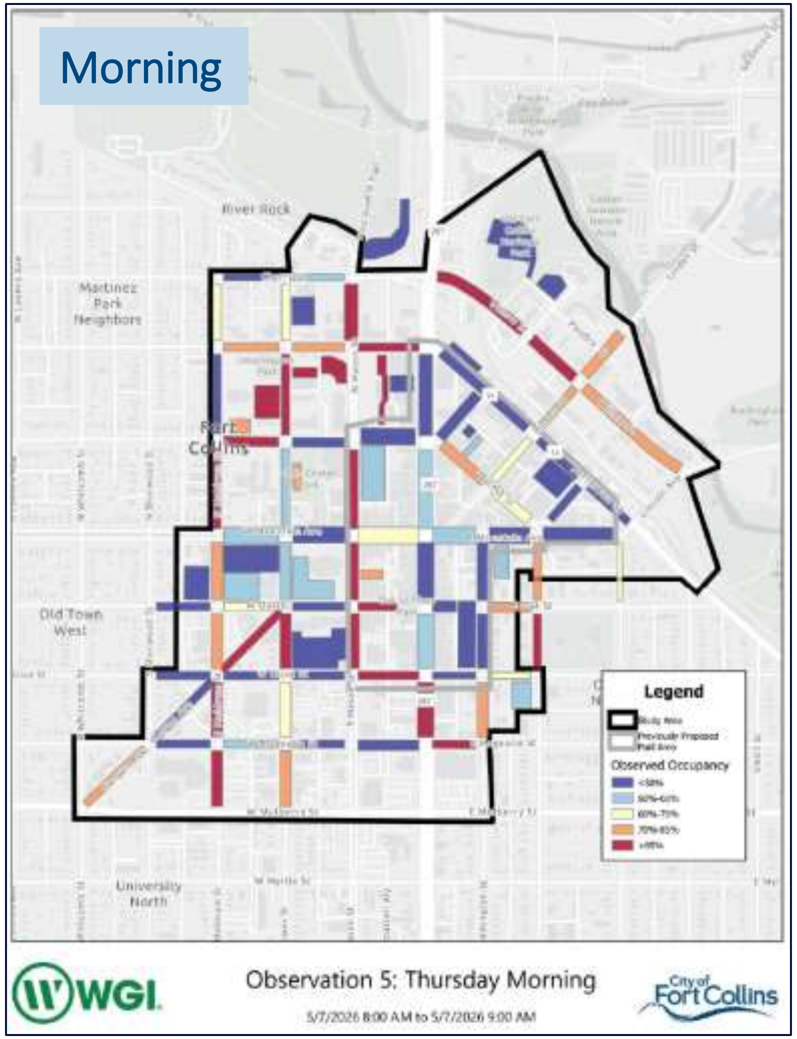


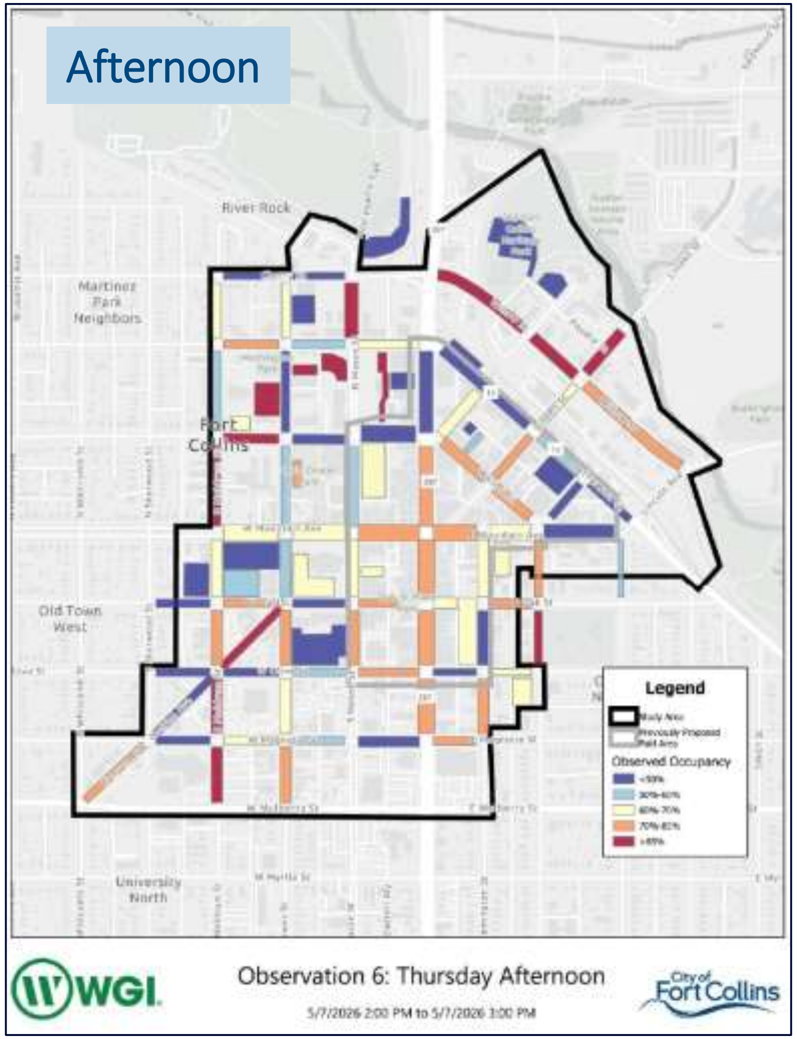
Off-Street Occupancy Capacity

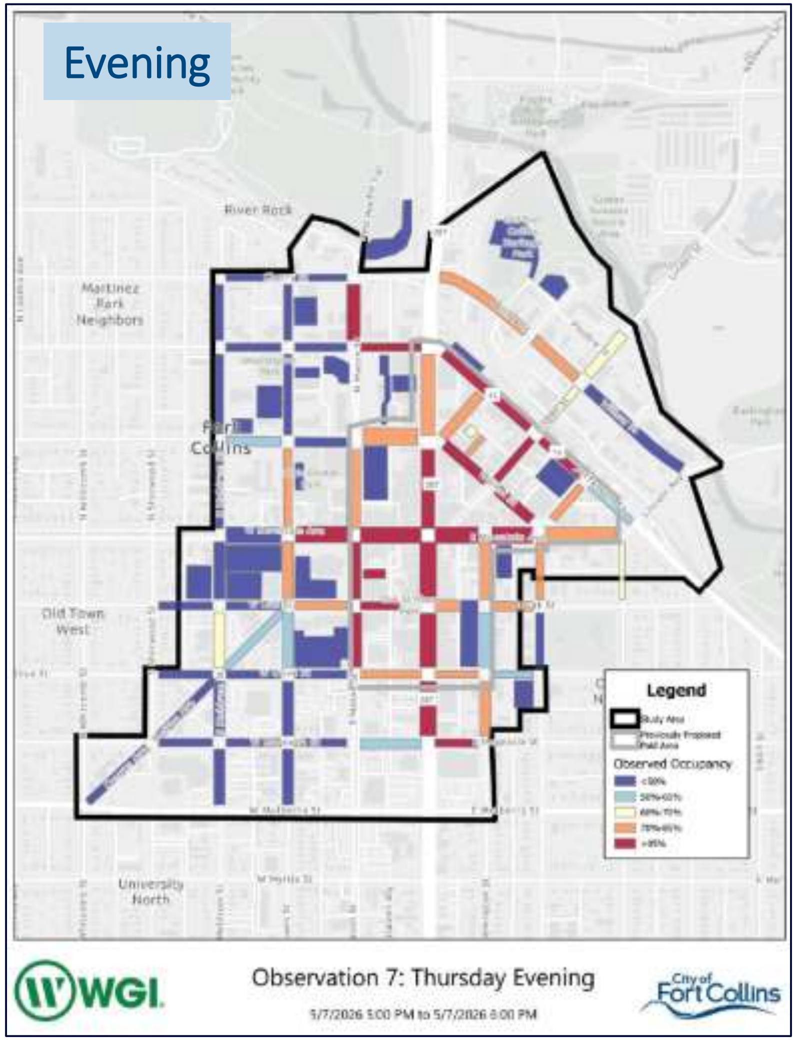
Spring 2026: March 4th – March 7th (Wednesday – Saturday)



Distribution Challenges





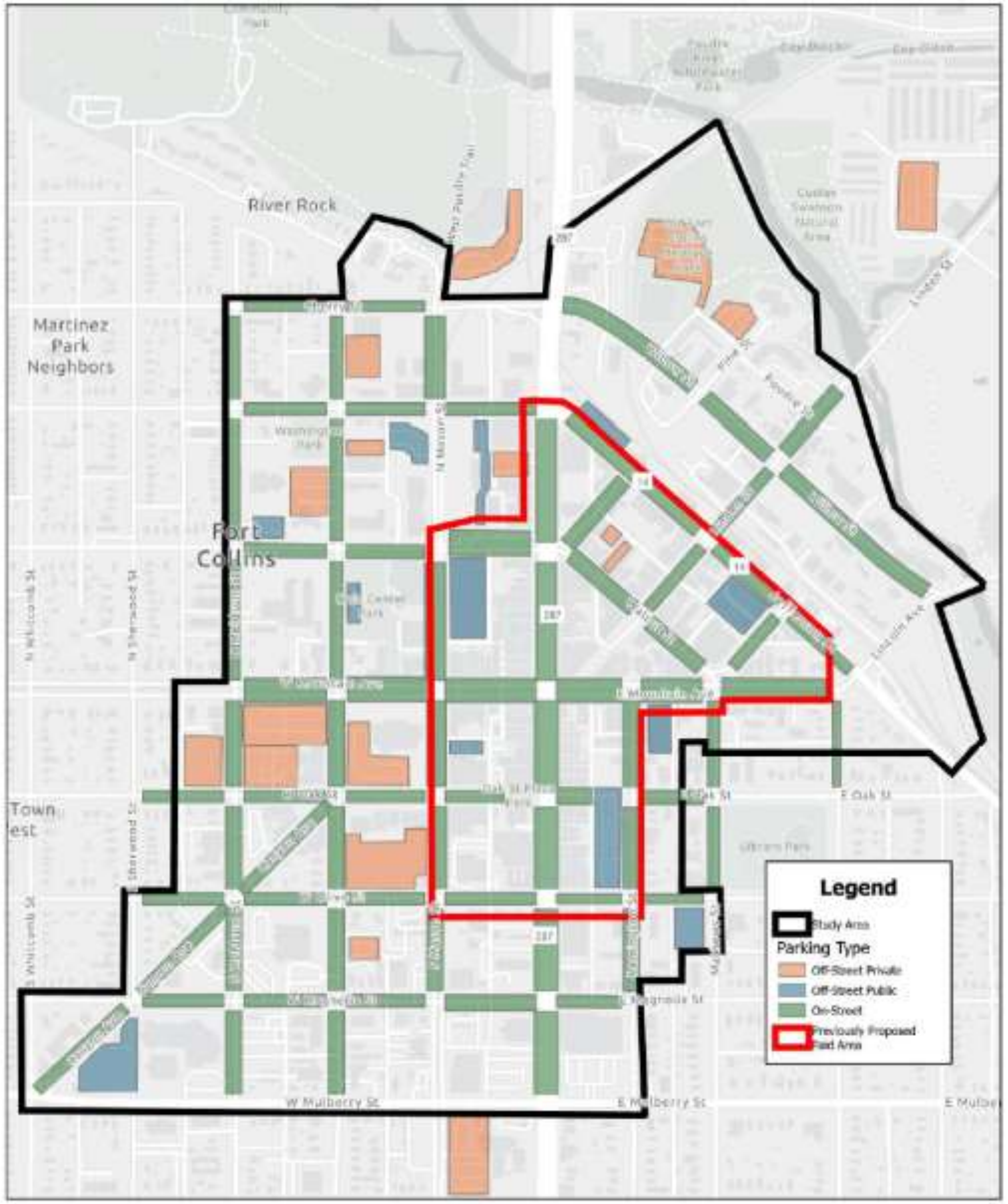


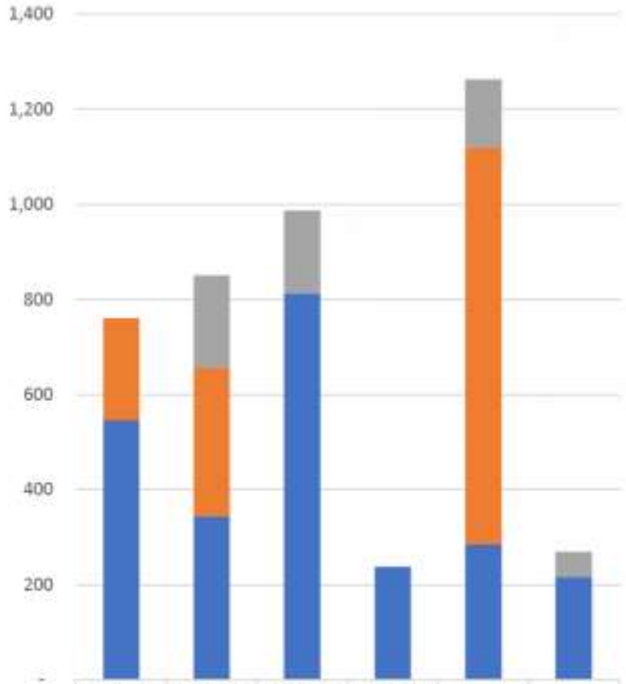
< 50%	60% - 70%
50% - 60%	70% - 85%
> 85%	

May 7, 2026 - Thursday

Demand & Capacity Study

Demand & Capacity Study





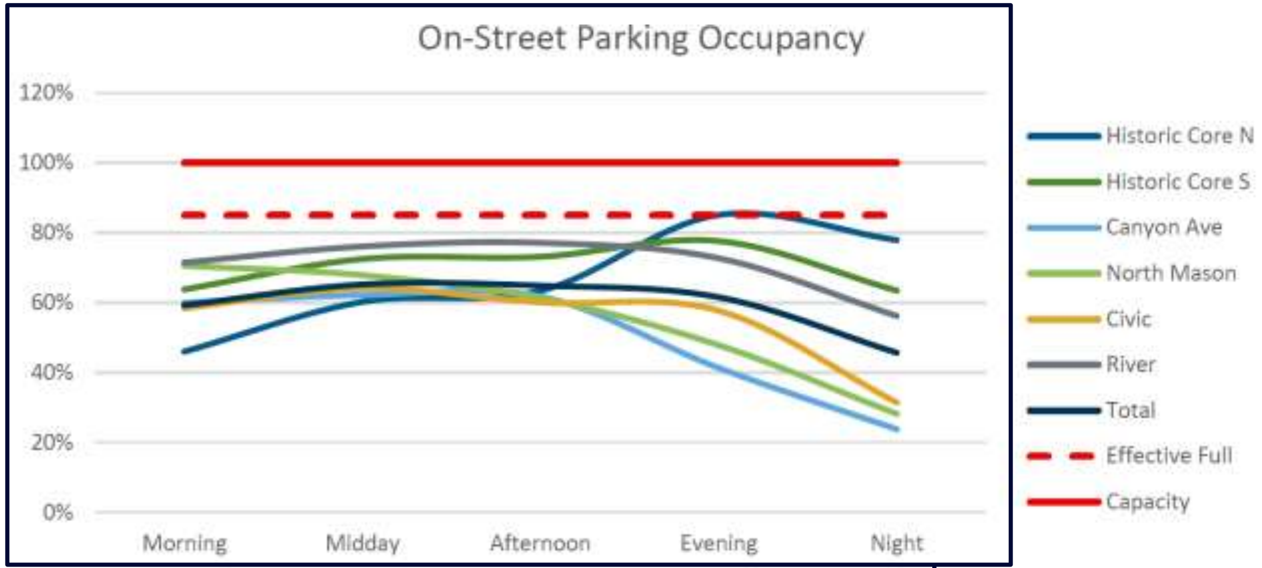
	Historic Core N	Historic Core S	Canyon Ave	North Mason	Civic	River
Surface Lots	-	194	174	-	143	53
Parking Structures	215	312	-	-	835	-
On-Street	546	345	813	238	285	216
Total	761	851	987	238	1,263	269

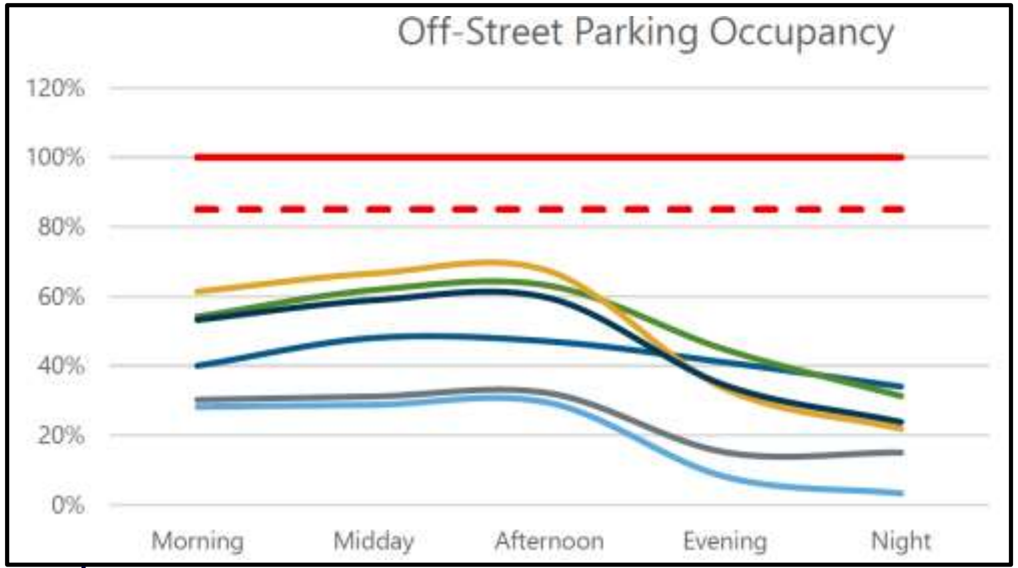
Total Parking Inventory- 4369

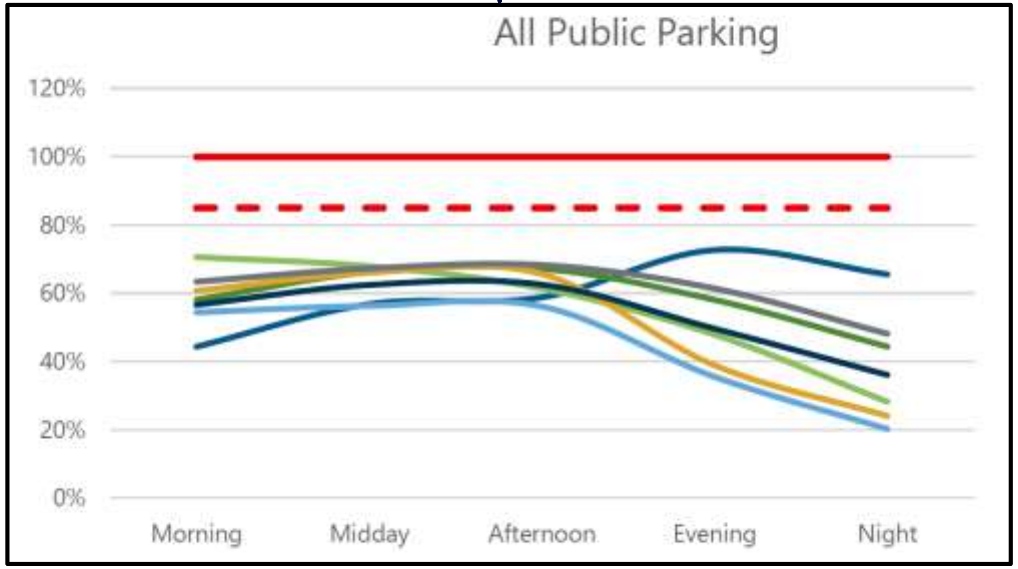
On-Street Parking Inventory - the study area includes a total of **2,443** on-street parking spaces distributed across 78 block faces.

Off-Street Parking Inventory - the study area includes a total of **1,926** off-street public parking spaces distributed across 12 facilities, consisting of 9 surface lots and 3 parking structures.

Systemwide Capacity



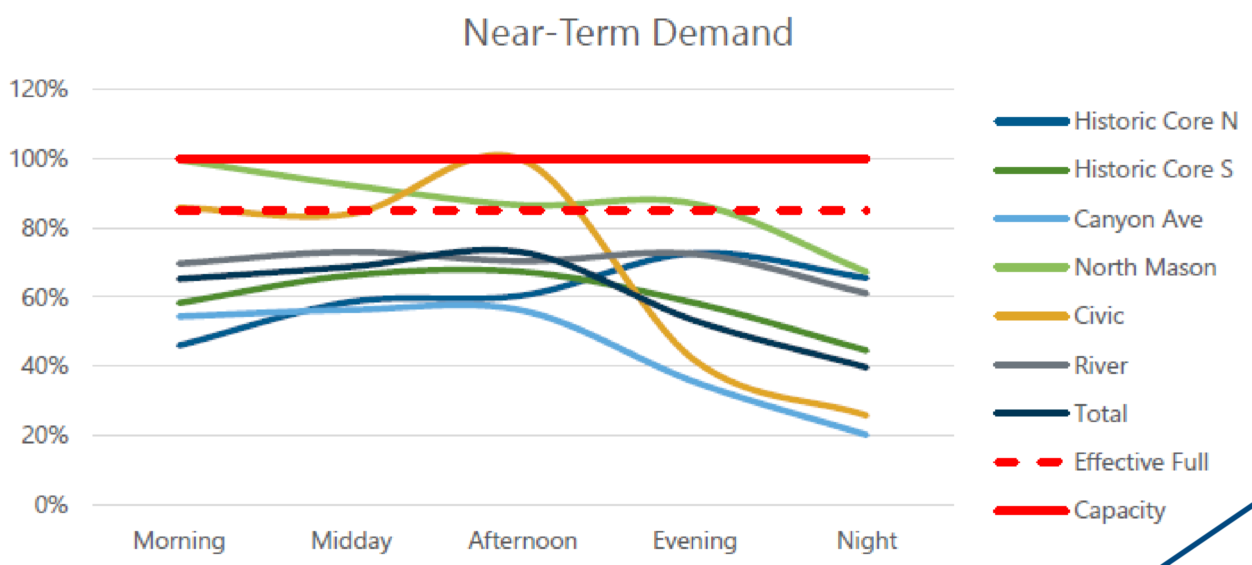


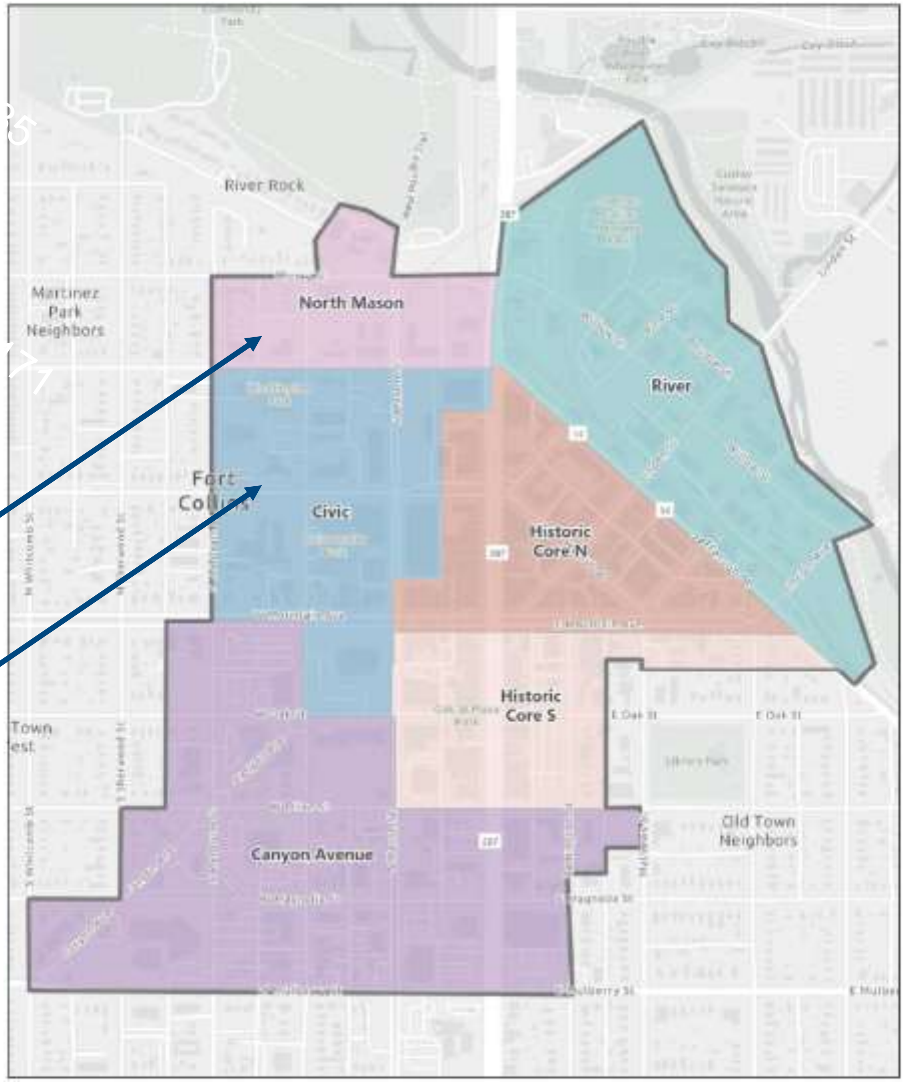


The findings indicate that current parking challenges are primarily related to the distribution, management, and convenience of parking rather than an overall shortage of public parking supply. It is less of a capacity issue as it is a distribution issue.

Near-Term Demand

This near-term scenario reflects the addition of planned and proposed downtown development activity to the existing public parking system.





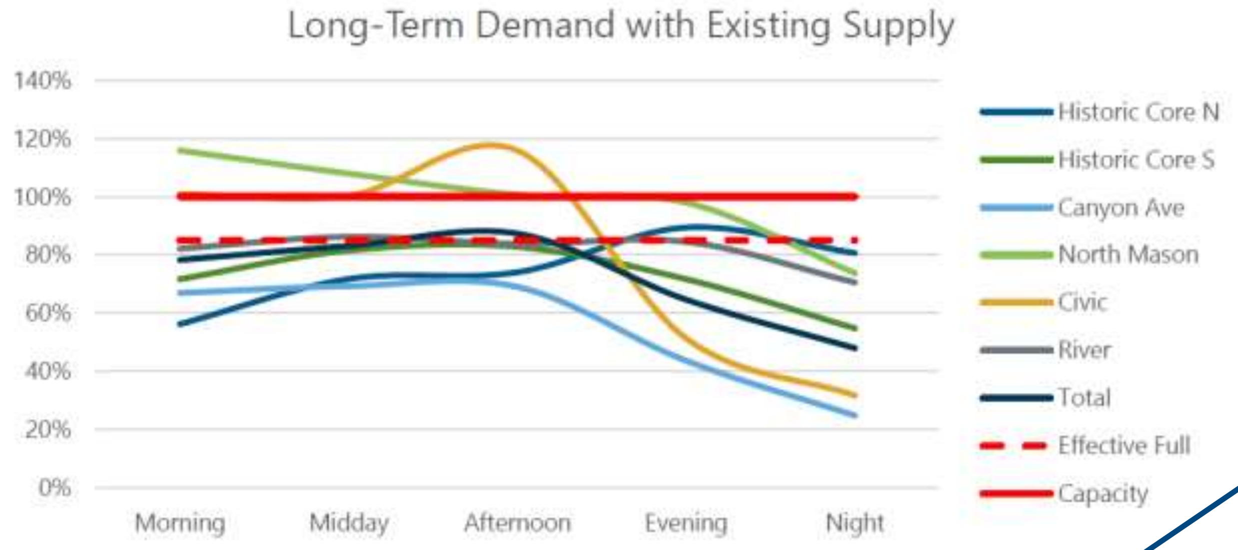
Potential Space Need:

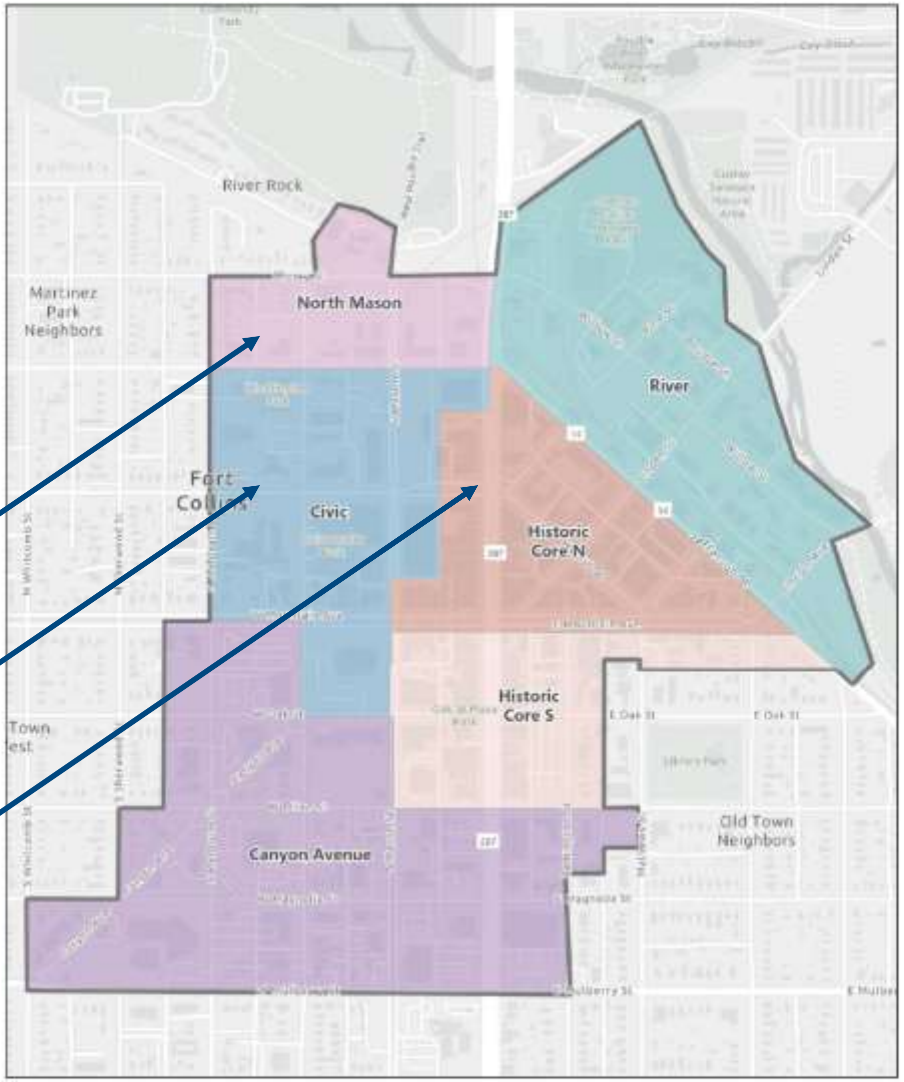
- North Mason District – Up to **35** spaces needed
- Civic District – Up to **171** spaces needed at peak times

Long-Term Demand (with existing supply)

City of Fort Collins

This long-term scenario also retains the long-term growth and programming assumptions while retaining the Old Town Parking Structure and Oak/Remington Lot as a surface lot.



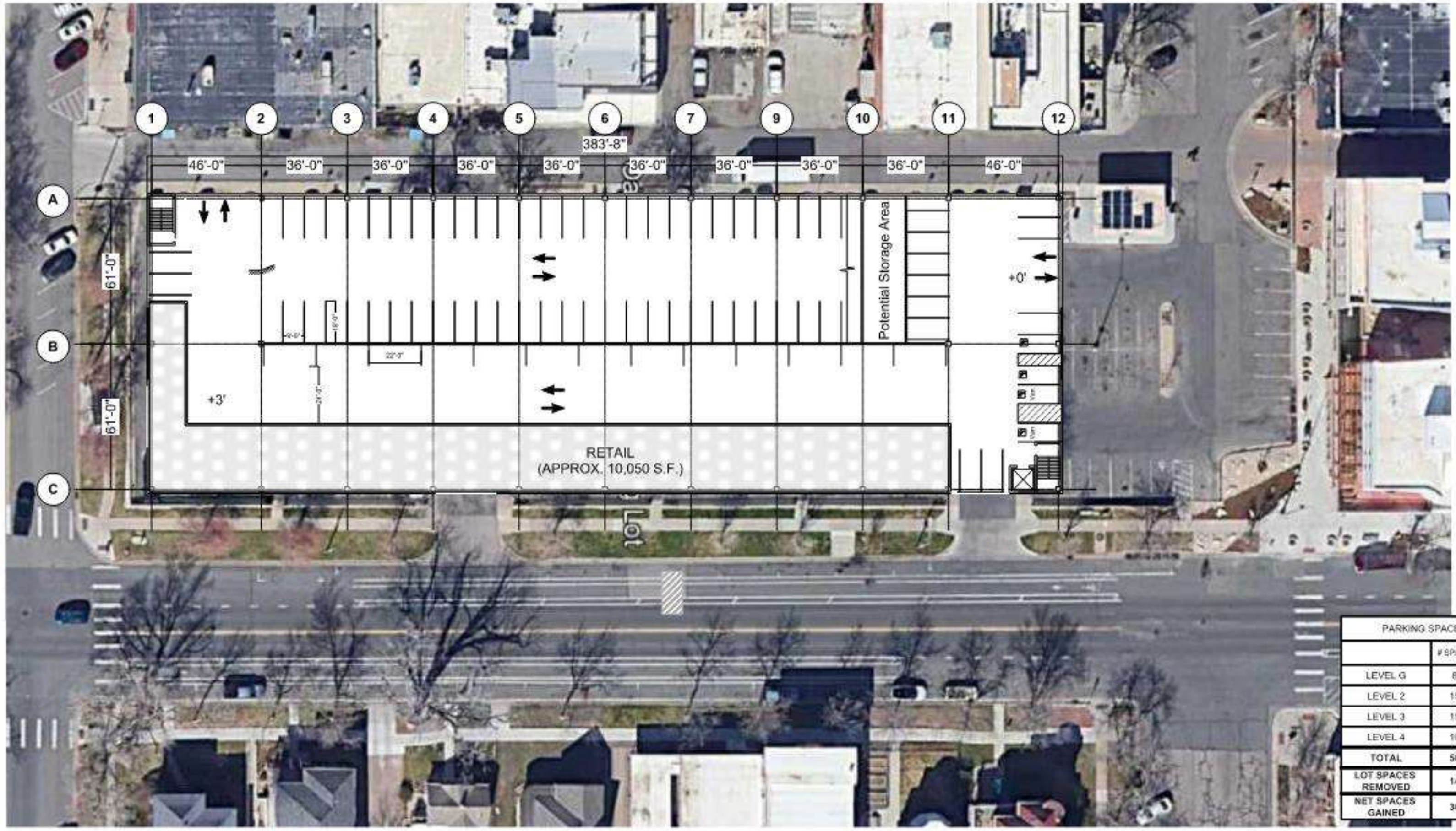


Potential Space Need:

- North Mason District – Up to **73** spaces needed
- Civic District – Up to **362** spaces needed at peak times
- Historic Core N – **34** spaces needed in the evening, could use neighboring districts as shared parking

Future Capacity Forecasting

The Oak/Remington concept should be viewed as a long-term parking capacity opportunity rather than an immediate need. Parking Services should continue monitoring occupancy, utilization, development activity, and district-specific demand conditions to determine when additional structured parking capacity may be warranted.



PARKING SPACE TABULATION		
	# SPACES	CUMULATIVE SPACES
LEVEL G	84	84
LEVEL 2	157	241
LEVEL 3	157	398
LEVEL 4	106	504
TOTAL	504	
LOT SPACES REMOVED	144	
NET SPACES GAINED	360	

The concept:

- Replace the existing 144-space surface lot parking spaces:
  - 504 total parking spaces,
  - Net gain of 360 parking spaces.

Included:

- Approximately 10,050 square feet of street-level retail space which would enhance the;
  - pedestrian environment,
  - activate the streetscape,
  - support downtown economic activity.

Future Capacity Forecasting

Pine Street (United Way/Teaching Tree) Lot or the Atzlan Lot could be considered for a future parking structure to support River District activity while maintaining access to adjacent downtown destinations. While current projections indicate that River District parking conditions remain generally manageable, the area is expected to experience increasing demand as planned development occurs and additional growth is realized.

Northside Aztlan
Community Center

Pine Street (United Way/
Teaching Tree) Lot

Immediate Action Items

Immediate Action Items

Item	Status	Notes	Implementation	Projected Revenue
Fees update	Approved	Incremental increases to align with front range averages	Target - September 1, 2026	$200k
Fines update	Pending		Target - October 1, 2026	$300k
Expanded Enforcement	Live	Adjust with zone/district needs	Live - March 23, 2026	$100k
Parking Access Control System	Approved	RFP to be release early August 2026	Target - Q1 2027	$78k
Downtown Employee Parking	In process	• Discounted/income qualifying parking permits • Flexible/shared parking permits	• In process • Target – Q1 2027	-
			Projected total annual revenue	$678,000

Financial Condition

Financial: Revenue Model Assumptions

Permits: assumes $10/permit increase as approved mid-2026

- Approved - target roll-out, September 1st. This is anticipated to increase revenue by around $180k.
- Permit increase will be effective on new purchases or renewals after September 1st.

Hourly Fee : assumes current fee amount & the introduction of LPR effective in 2028

- The introduction of a control system, LPR or a gated option, is assumed to increase revenue by approximately 10%. This is in line with the drop in revenue recorded when gates were removed in 2019. This is anticipated to increase revenue by around $78k.

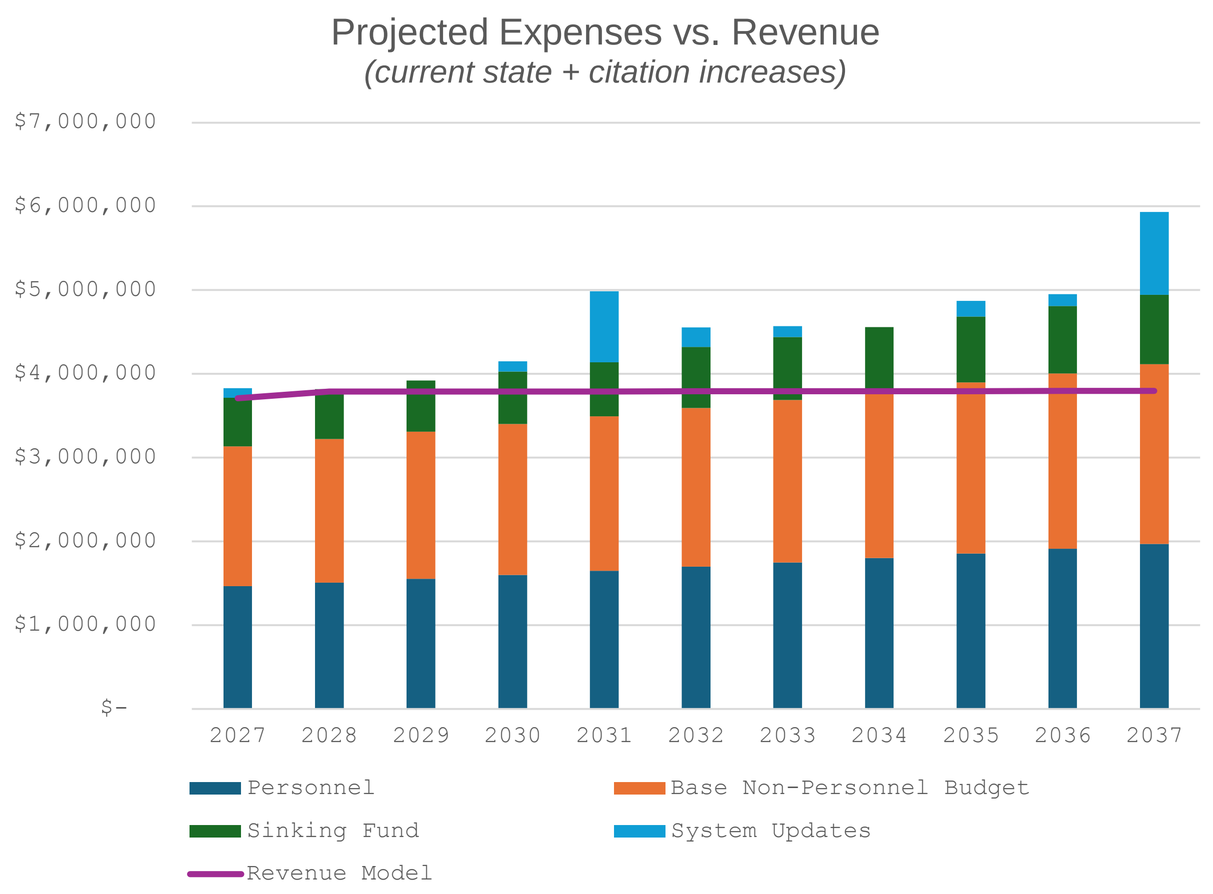
Citations: assumes new citation amounts

- A review of citation amounts is currently in process with the judge. If approved as submitted, this is anticipated to increase revenue by around $300k. The anticipated increase is incorporated.

Enforcement: assumes current enforcement schedule and hours

- As of mid-2026, enforcement staff increased by an FTE to include Saturdays. Revenue assumptions reflect the anticipated gain from this change, around $200k.

Financial: Current State w/ Citation Increases



Year 1- 3

- Operational needs met
- Sinking fund & system updates met

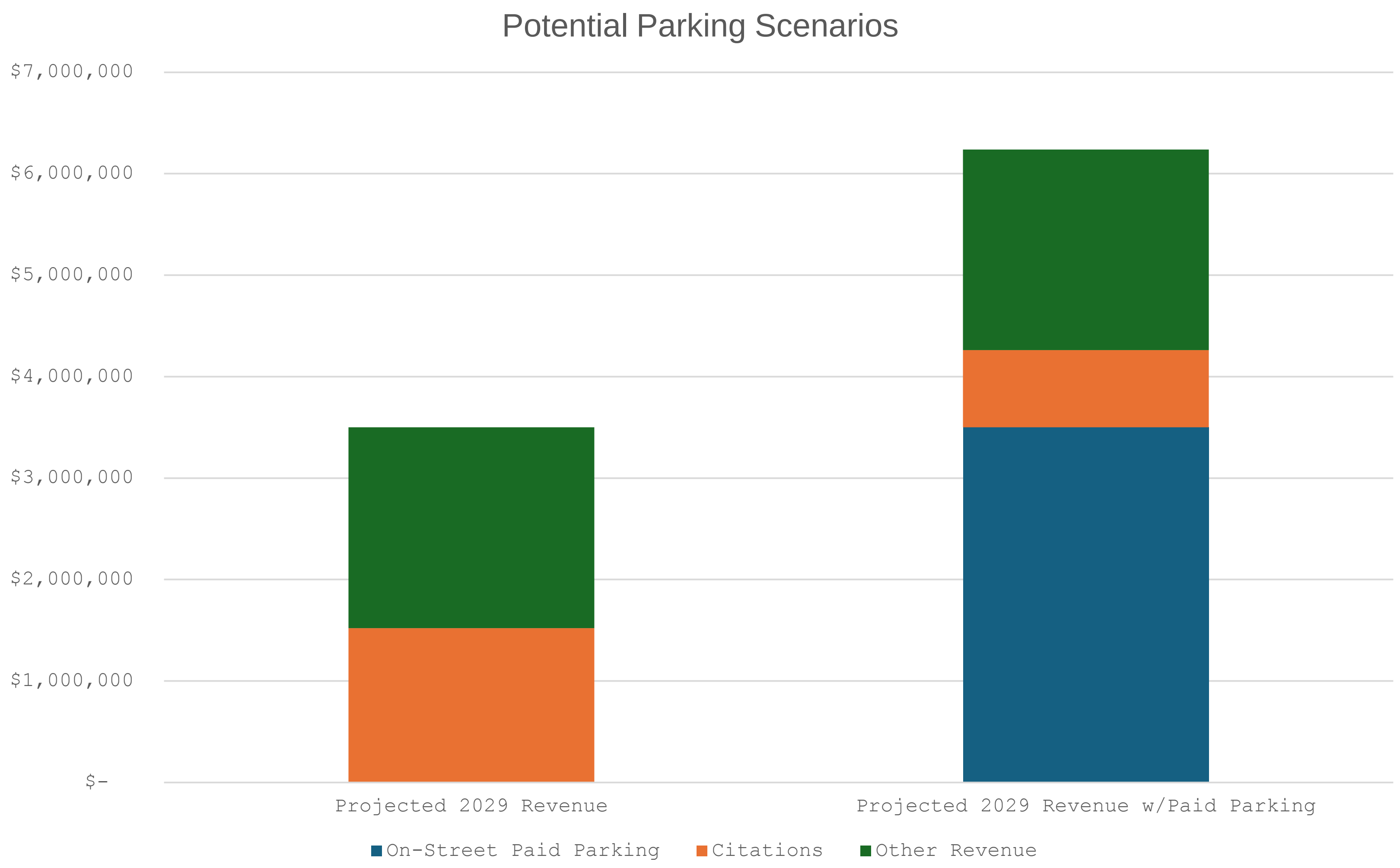
Year 4-9

- Operational needs met
- Sinking fund & system updates not met

Year 9+

- Operational needs not met
- Sinking fund & system updates not met

The Revenue Picture – Future Possibilities



On-street paid parking revenue is estimated to be $3.5M per the pro forma. This additional revenue could be planned for exclusively on the expense side; however, it also creates opportunity for a decrease in the collection of citations.

Parking Innovation Zone

Living Lab - Oak & Remington Surface Lot

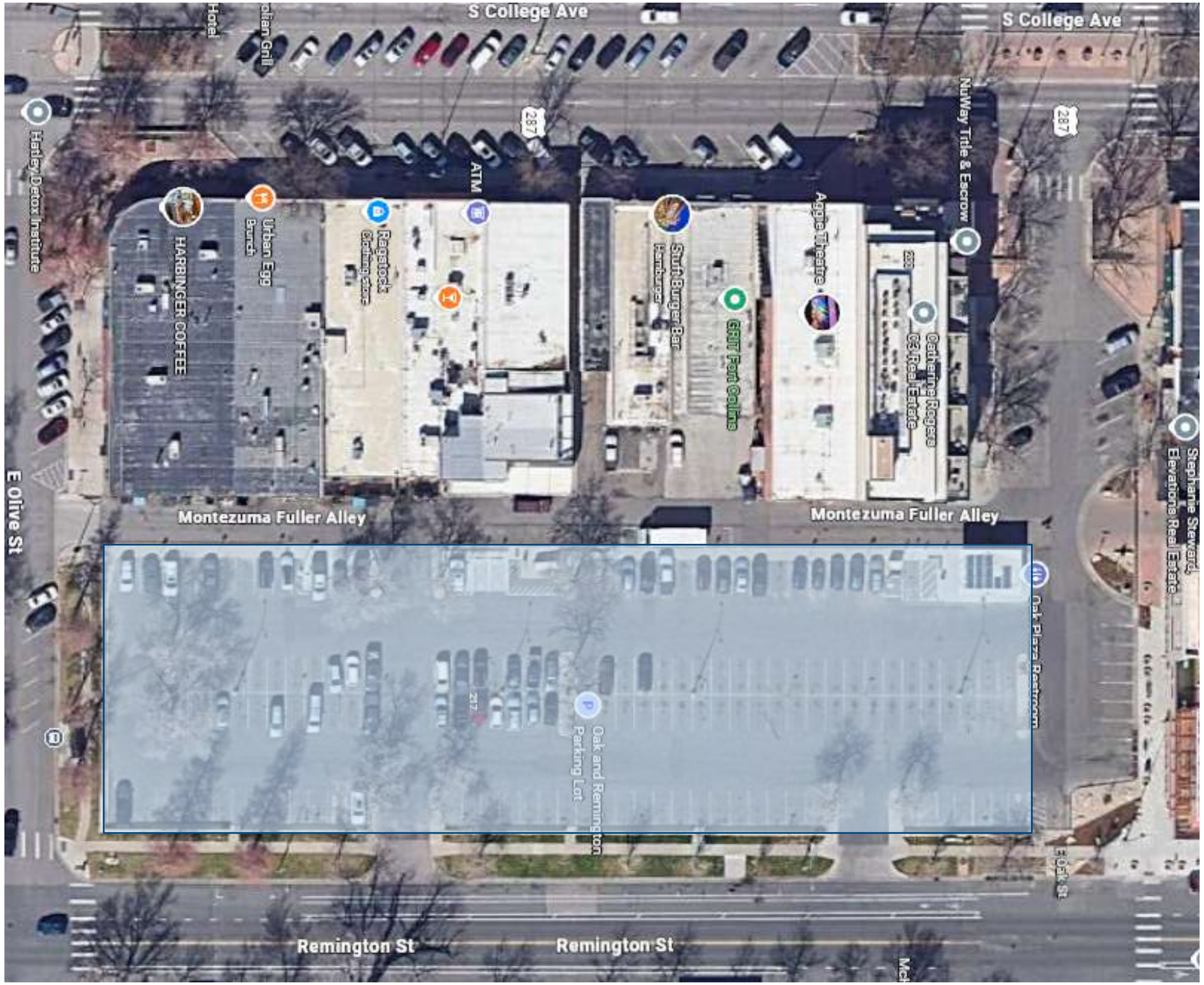
City of Fort Collins

Parking Services proposes a paid-parking pilot of a smaller sample size

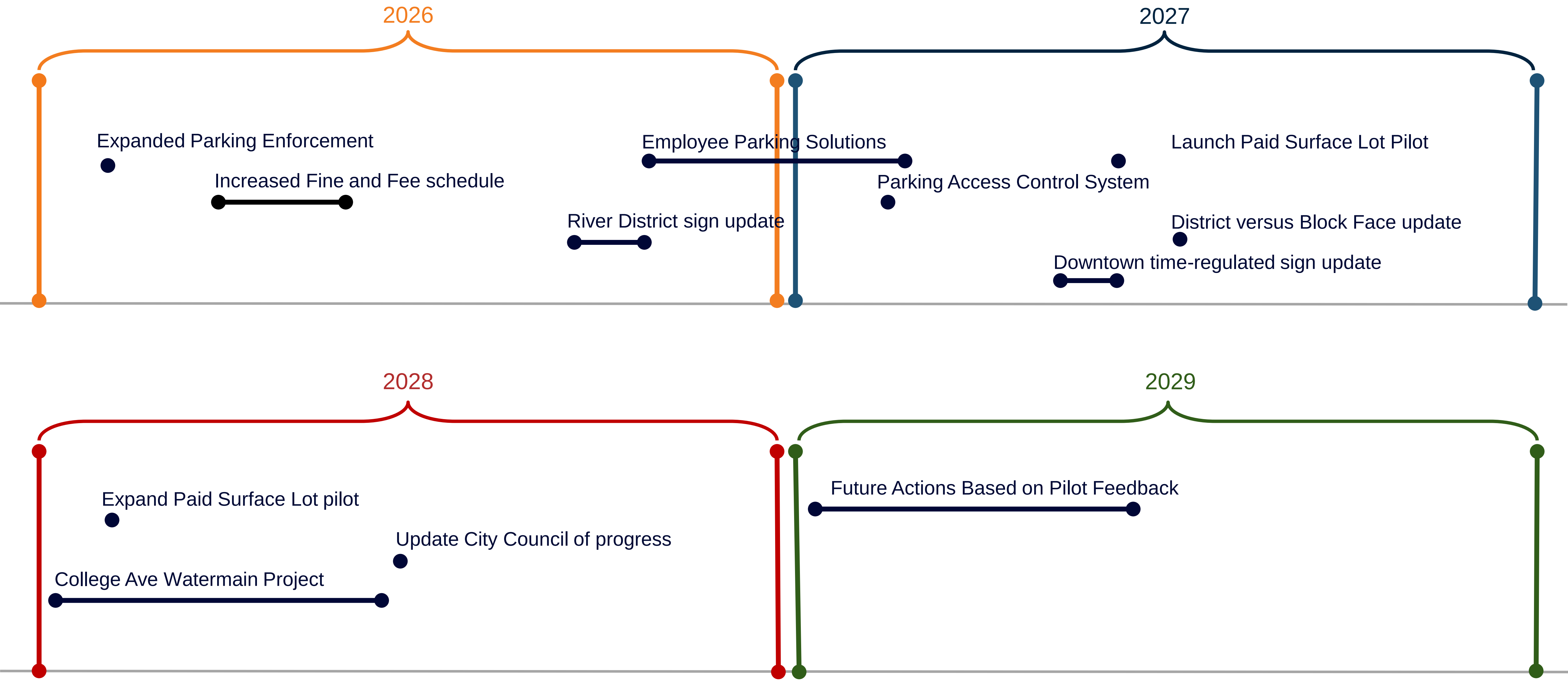
Location: Oak & Remington surface lot
- 154 total parking spaces.
  - Managed 10:00am – 8:00pm
  - Mix of permit and hourly use
  - Kiosk and mobile app payment options
  - Free (grace) period
  - Day rate

Set-up public facing Community Dashboard

Systemwide considerations:
- Introduce parking garage day rate
- District versus block face requirement
- Update time-regulated parking signs
- Review additional off-street pilot options



Timeline


2026
Expanded Parking Enforcement
Increased Fine and Fee schedule
River District sign update
Employee Parking Solutions
2027
Parking Access Control System
Launch Paid Surface Lot Pilot
District versus Block Face update
Downtown time-regulated sign update
2028
Expand Paid Surface Lot pilot
Update City Council of progress
College Ave Watermain Project
2029
Future Actions Based on Pilot Feedback

Questions

1 What questions or feedback do Councilmembers have on the proposed approach?

2 Do Councilmembers have additional considerations or next steps to pursue?

Questions and Discussion

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