

Parking Services: Downtown Parking Optimization Study and Implementation Strategies

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CCPS	PARKING
37	LEVEL 4
46	LEVEL 3
0	LEVEL 2
6	LEVEL 1

Agenda

1. Fundamental Problem and Goals
2. Community Feedback
3. Evolving Needs: Supply and Demand Mapping
4. Immediate Action Items
5. Recommended Implementation Timeline
6. Staff Recommendation



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

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

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

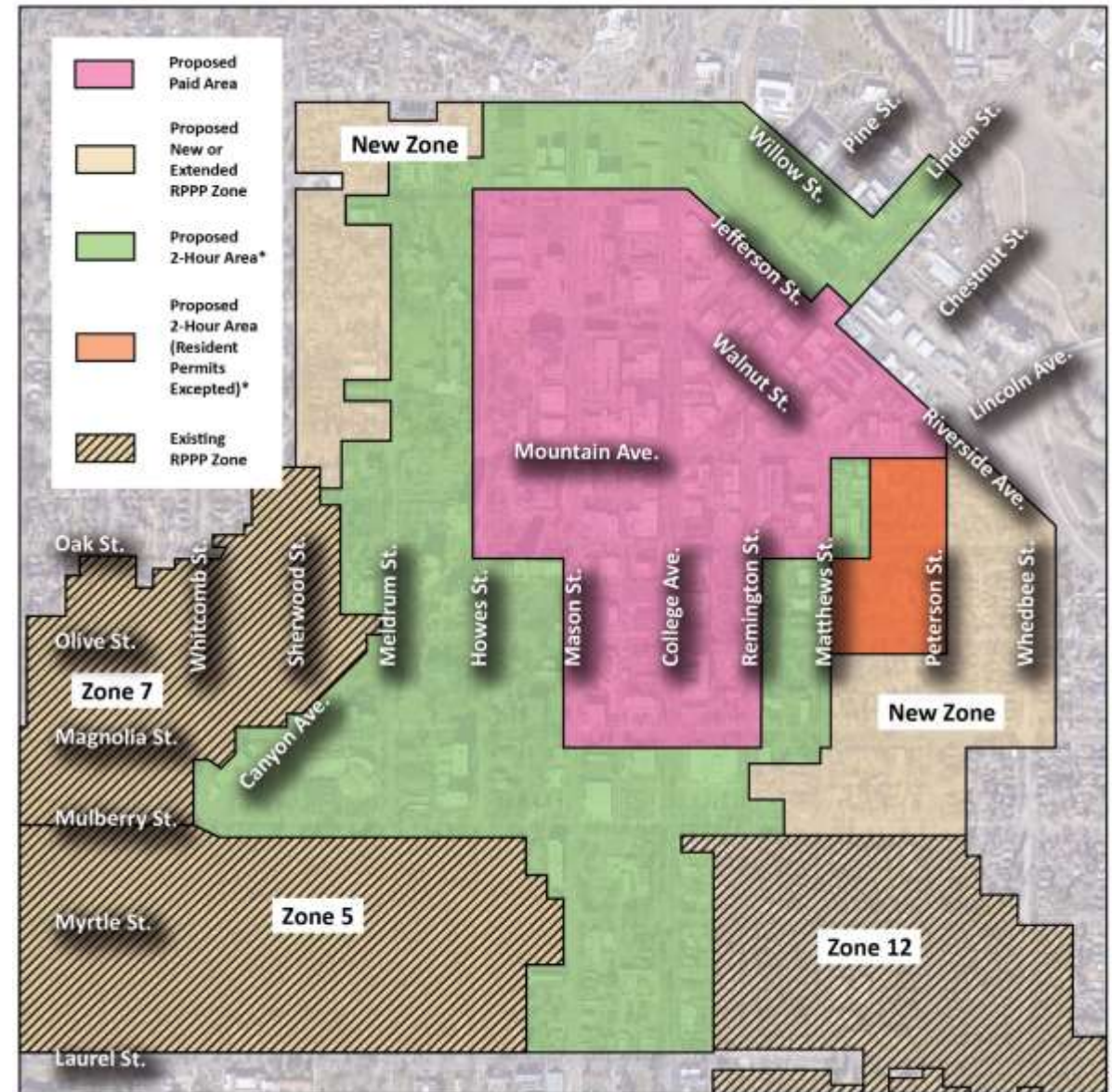


Initial Implementation Plan

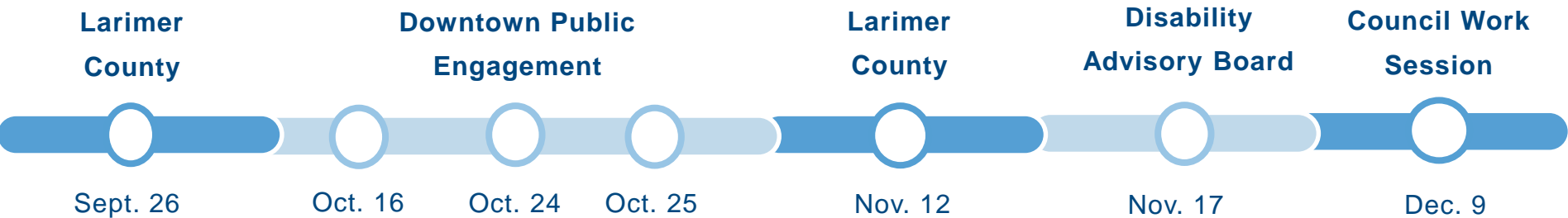
These are strategies that can be implemented or should be implemented within the next 1-2 years, or as soon as possible.

- Time-limited area would be implemented in conjunction with the introduction of paid on-street parking in the downtown area, including a proposed additional new/expanded RP3 area(s).

Goal: Minimize neighborhood impact with the expansion of a managed parking system.



Boards & Committees and Community Engagement



Here are the top things we heard

Sept. 17: Business Engagement Meeting

- 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

Oct. 6, 24, 25: Public Engagement Meetings

- Incentivize parking garage use
- Better understanding of broader community goals
- Understand the need related to Travel Demand Management goals



Concerns About 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.

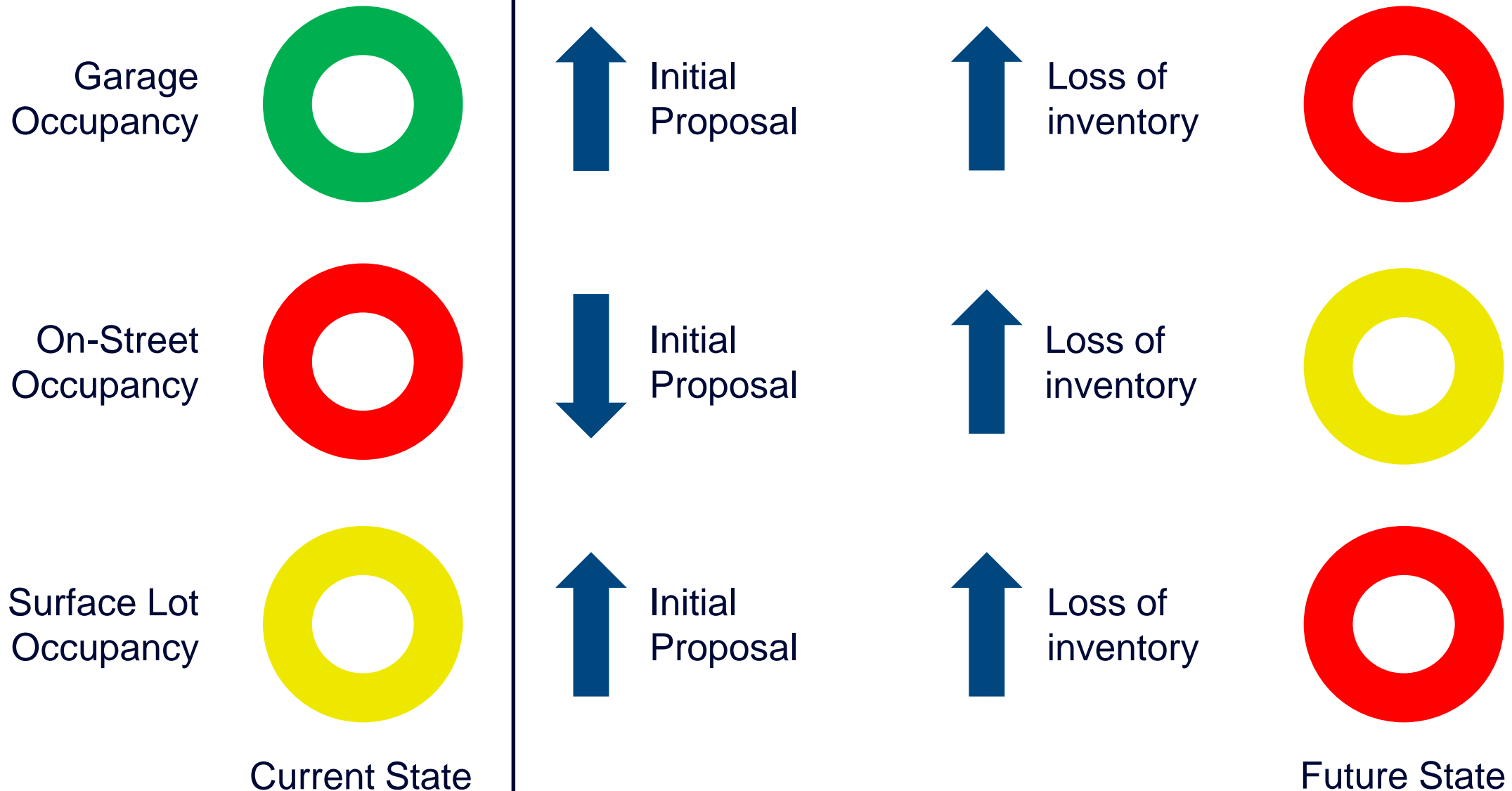
Too Expensive to Come Downtown

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

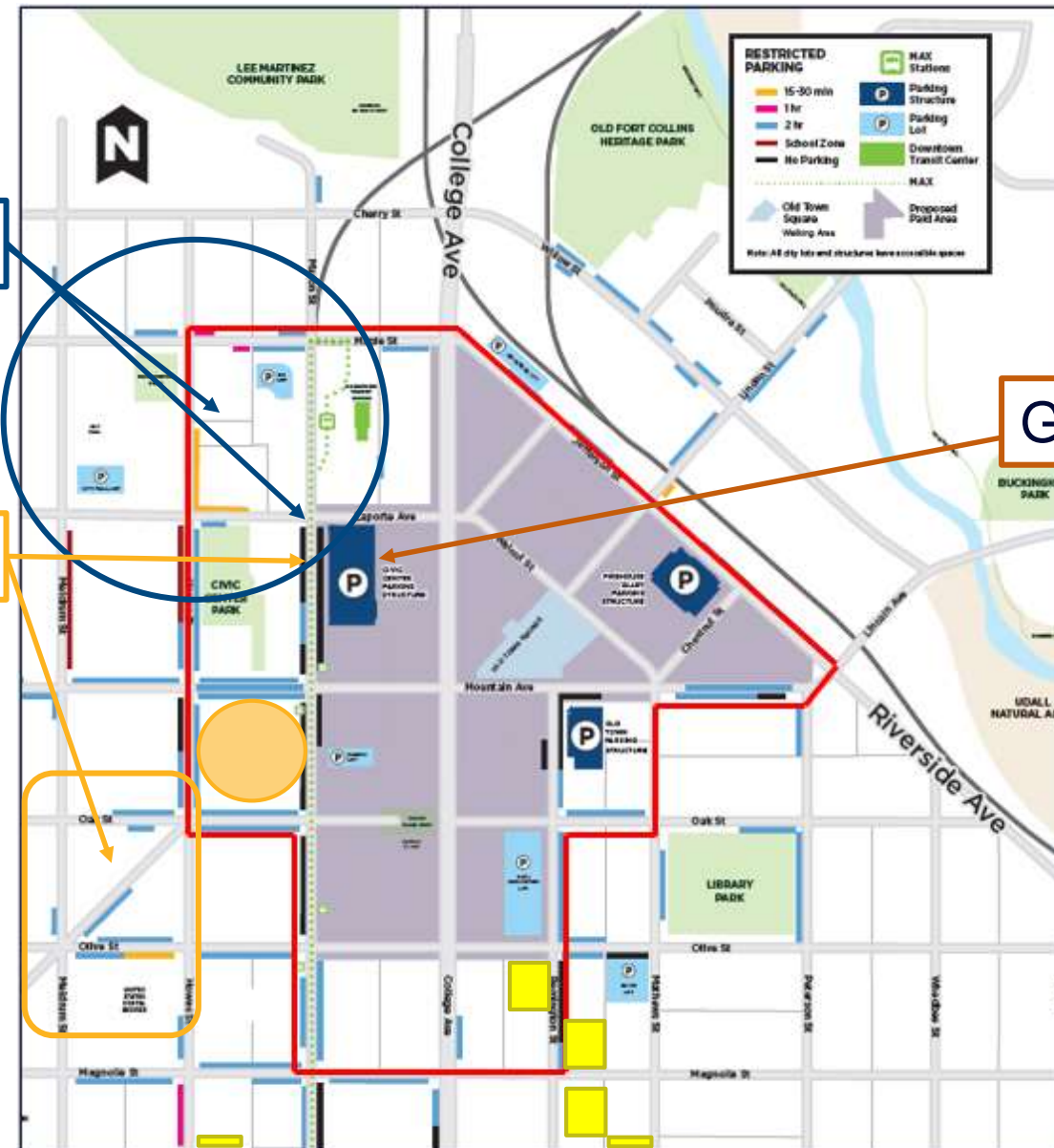
Benefits

- Increases 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.

Evolving Needs and Demand – Supply and Demand Implications



Evolving Needs and Demand – Westside High Demand Pressures

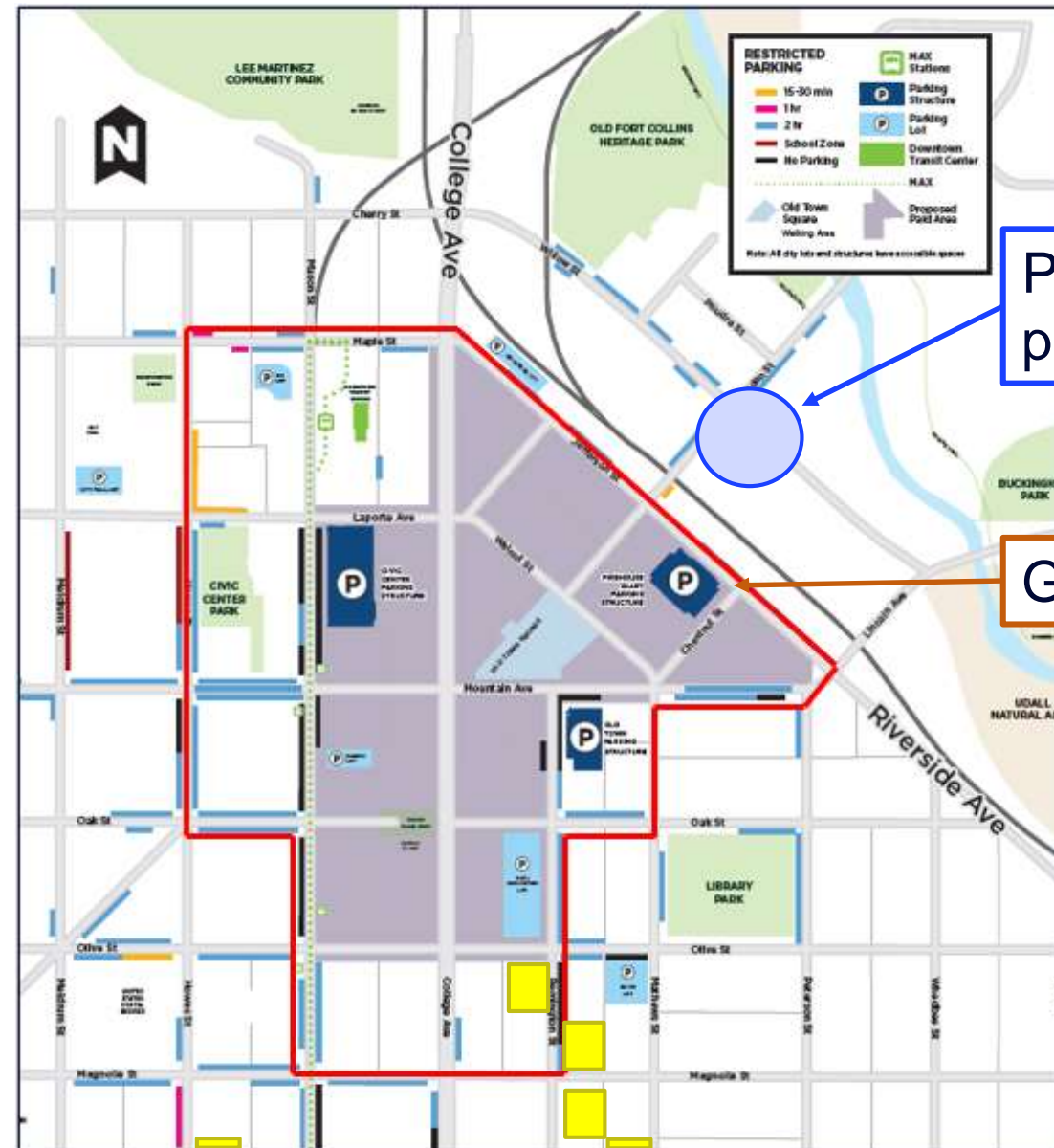


City employees: **450**

County employees: **500**

Garage parking spaces: **900**

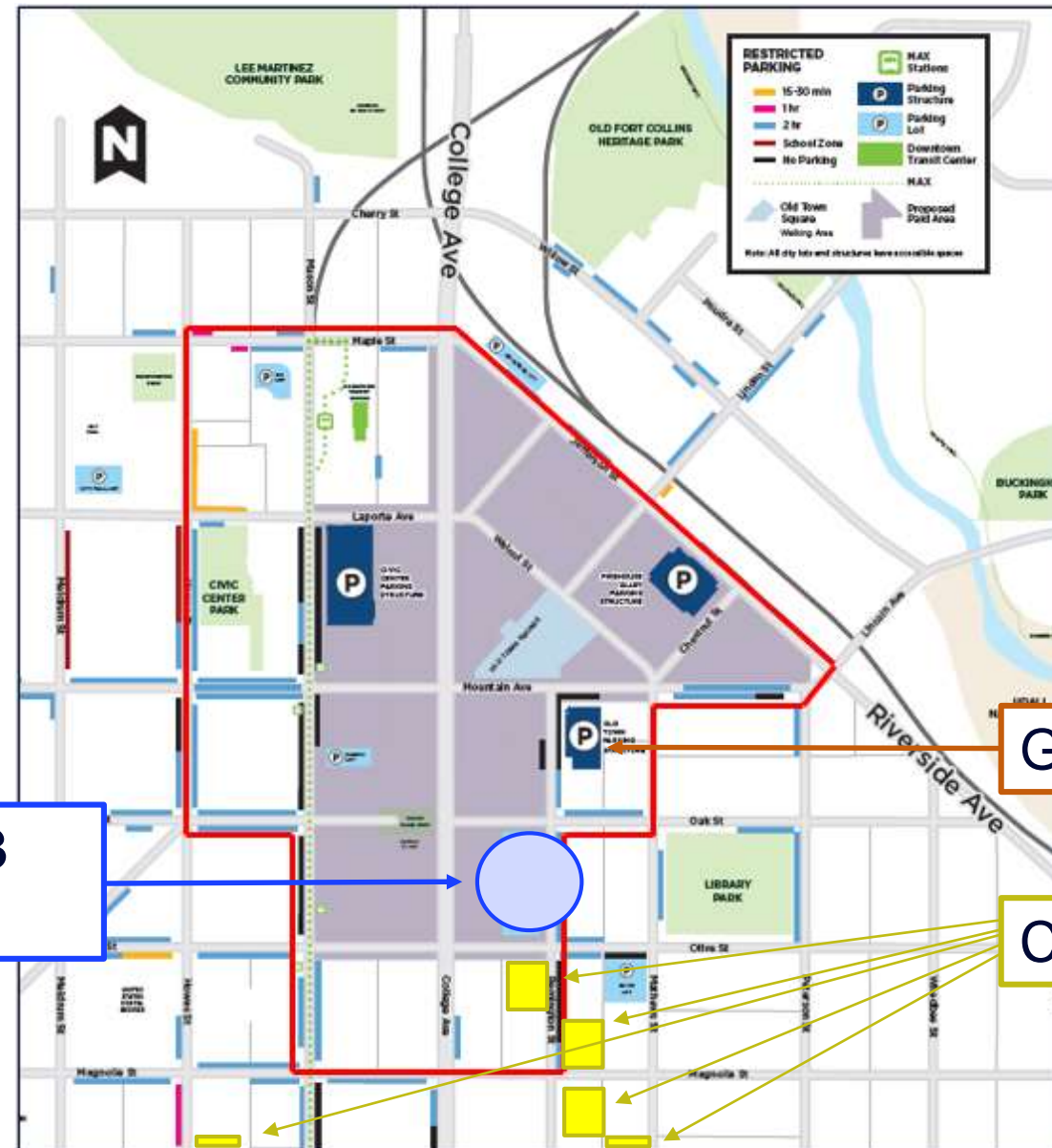
Evolving Needs and Demand – Northeast Inventory Reduction



Potential reduction of **100** parking spaces

Garage parking spaces: **215**

Evolving Needs and Demand – Southeast Pressures



Garage parking spaces: **324**

Potential reduction of **163** parking spaces

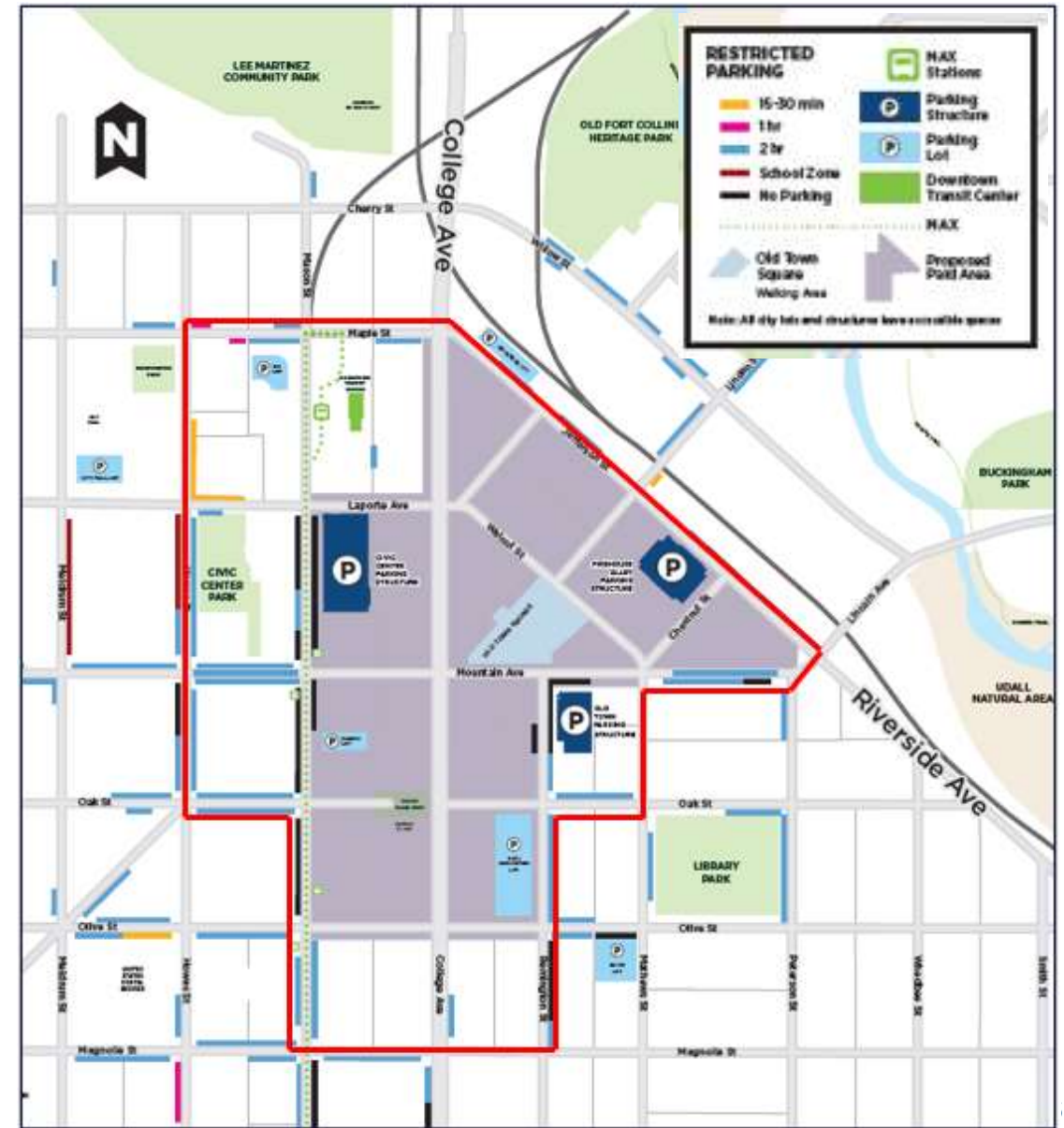
Co-working employees: **545**

Paid On-Street Parking: Updated Recommendation

Recommended on-street paid parking:

- Approximately **800** on-street paid parking spaces included in **shaded** area.
- Requires approximately **64** multi-space meters.

Note: The **red** boundary shows original consultant recommended area for on-street paid parking. This larger area includes approximately **1,328** on-street spaces requiring **118** shared meters.

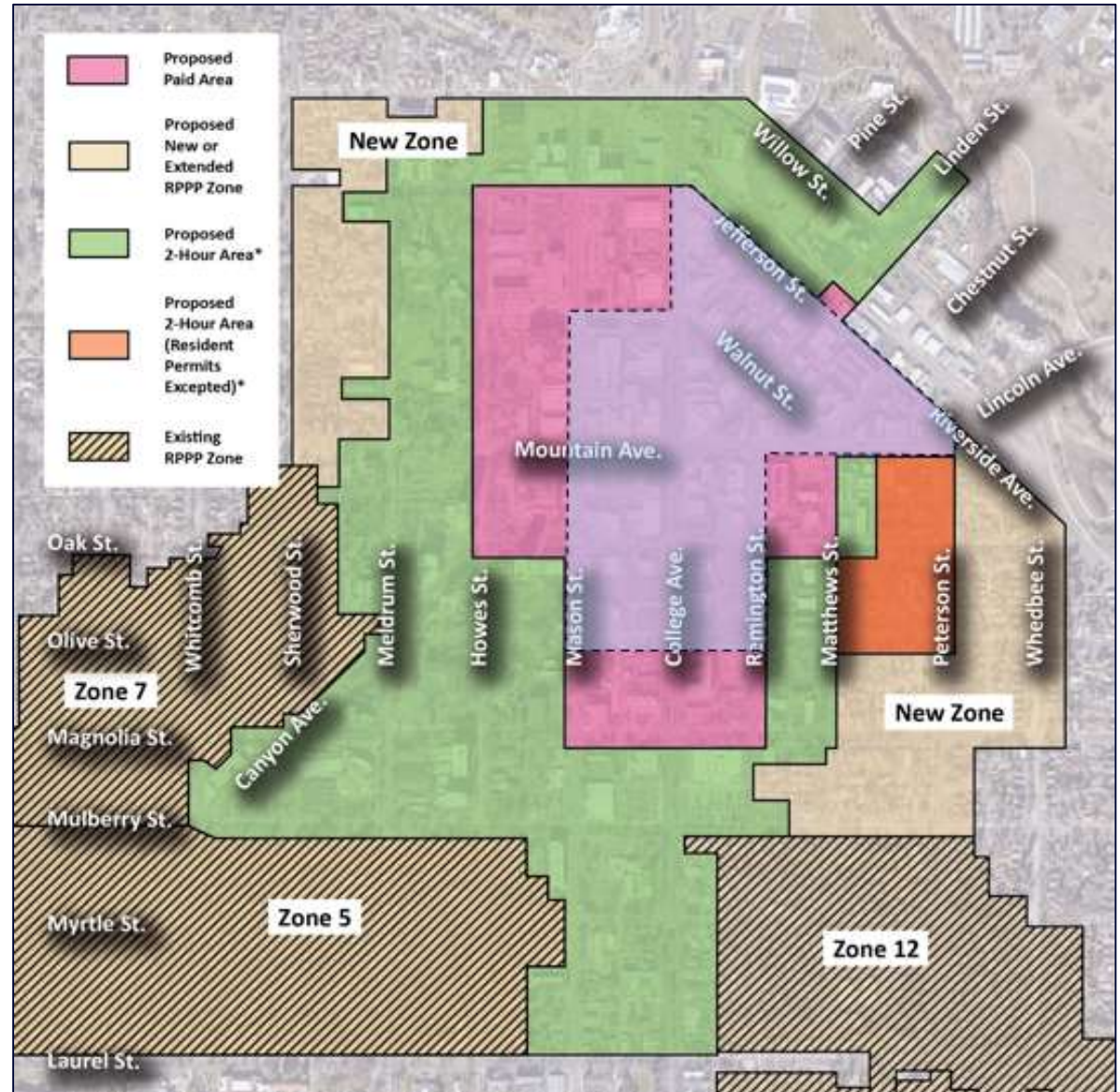


Downtown Parking Map: Phased Approach

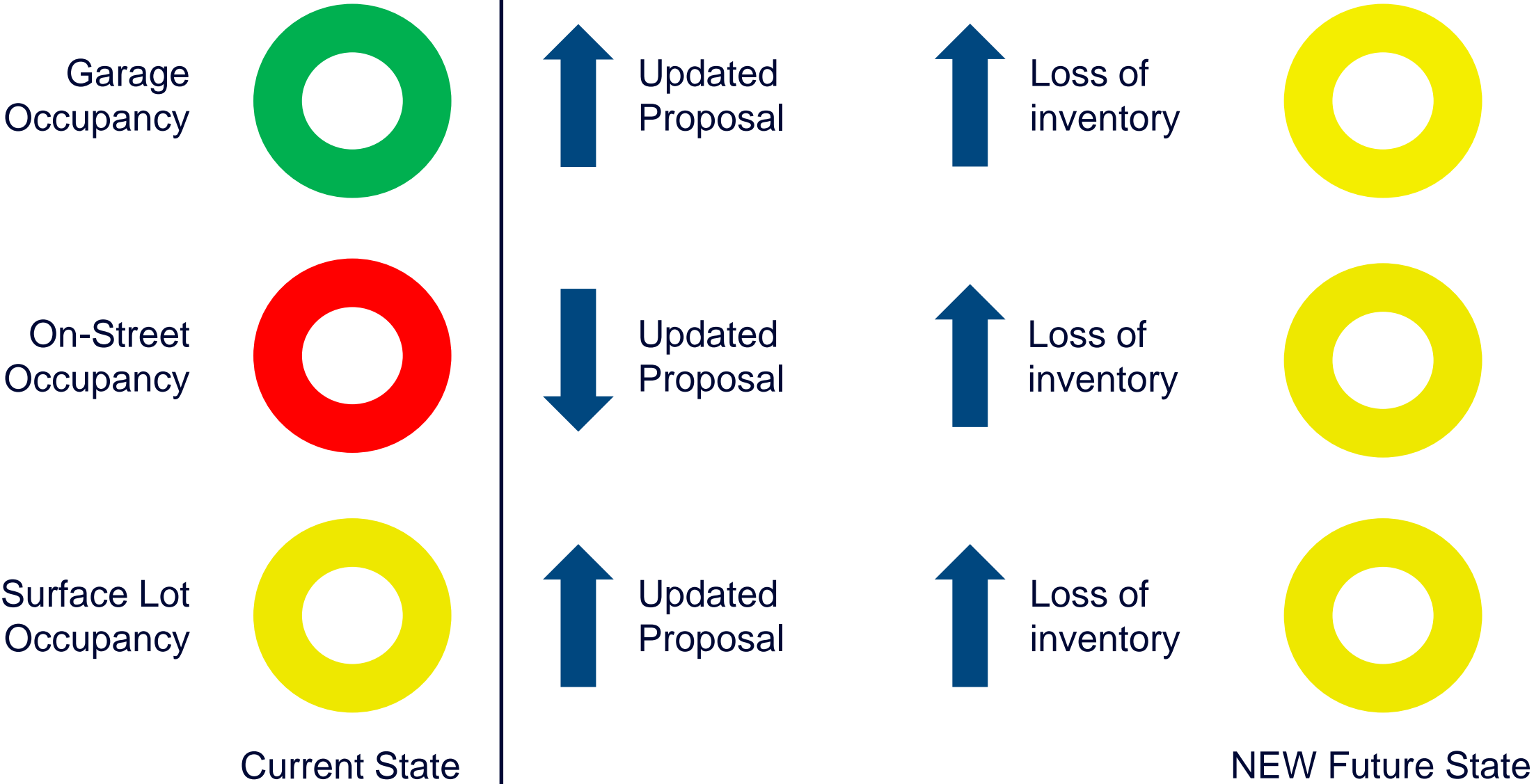
Recommend a reduced paid-parking **area** and a phased approach of the time-regulated **area**.

No immediate changes; modify as needs are identified, versus full implementation of surrounding **area**.

Extended/new RP3 **zones** – future need dependent.



Evolving Needs and Demand – Supply and Demand Implications





Next Steps...

1. Improve parking garage use and access by installing parking access and revenue control system(s)
2. Update fines & fees
 - Update parking violation fine amount
 - Update parking garage parking permit pricing
3. Improve compliance by expanding enforcement days and hours of operation

Additional Engagement Work

- Present and share pro forma with partners
 - Report completion by end of year (2025)
 - Goal to complete by Spring of 2026
- Establish partner work group to form governance model
 - Goal to complete by Spring of 2026
- Progress Update to Council Q2 2026

Recommended Implementation Timeline

1. **Possible new first step- additional engagement:** 2-3 months
2. **Appropriate funding and update existing ordinance:** 1-2 months
3. **Request for Proposal:** 1-3 months + acquisition and installation of equipment, 3-6 months
 - Pay stations/kiosks
 - Access Control System(s)
4. **Work with internal partners:** 1-2 months
 - Update downtown signage
 - Wayfinding signage
 - Audit of existing time-regulated area
 - Staff scheduling to support Saturday service
5. **Receive approval:** 1 month
 - Update violation fine and permit fee amount
 - Establish menu of parking garage permit options

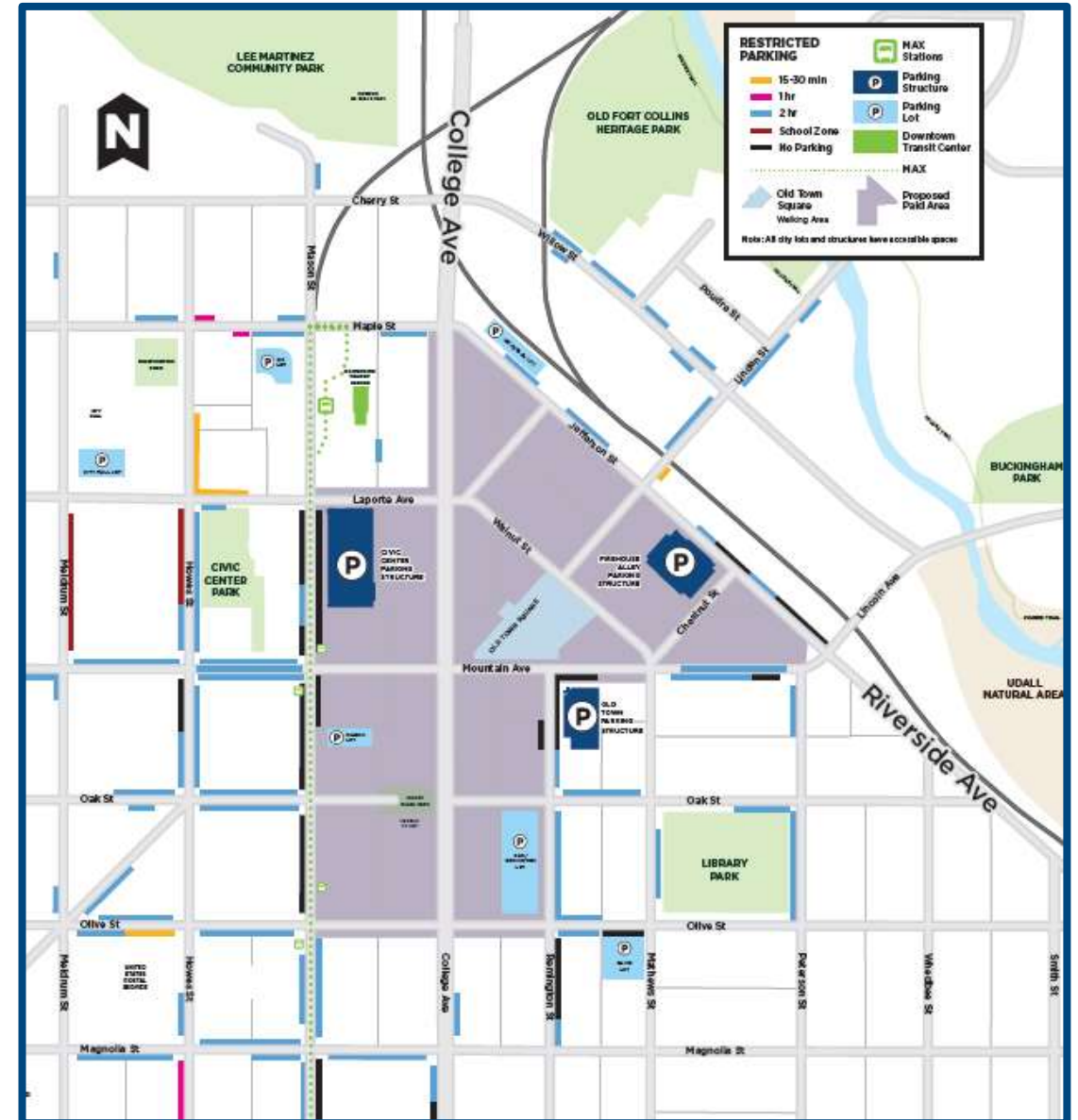
Implementation timeline: approximately 12 months

- Including additional engagement 12-15 months



Paid On-Street Parking: Parking Services Recommendation

- Implement paid on-street parking in the shaded area, ~800 stalls and ~64 meters/pay stations
- Time-regulated parking areas, no change (review and adjust only)
- Fee schedule:
 - **On-street:** \$2.00/hour, max 4-hours
 - **Surface lot:** \$1.50/hour, no max
 - **Parking garages:** \$1.00/hour with first hour free, no max
- Hours of operation:
 - Monday-Saturday, 8 a.m.-8 p.m.
 - Paid area(s), 10 a.m.-8 p.m.
- Update Ordinance, Fines, and Fees
- Install parking access revenue control systems in the parking garages



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

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

Future possible contributions:

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



Metrics of Successful Implementation



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?

Downtown sales tax revenue. Are downtown visits staying consistent? Are sales and food and beverage tax maintaining or increasing?

- As soon as feasible - implement immediate action items.
- Spend additional time engaging with business owners, downtown employees, visitors, and the local public, sharing the pro forma and developing a governance model.
- Update existing Traffic Code to support future planning of downtown parking management.
- Share progress with City Council Q2 of 2026.



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



Questions and Discussion



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