

# Parking Services –

## Downtown parking Optimization Study

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# Agenda

- Strategic Alignment & Goals
- Fiscal Picture & Indicators of Demand
- Study Highlights & Recommendations
- Next Steps



- What questions do Councilmembers have on the supply & demand and financial analysis of our downtown parking system?
- What feedback do Councilmembers have on next steps to implement paid on street parking and other proposed changes to the parking system?





## TRANSPORTATION & MOBILITY (T&M)

T&M 3: Transform the parking system to better align supply and demand and incentivize sustainable outcomes in a place-based manner across the city.

- A strategic approach to the City's parking system and requirements can help achieve many other goals related to housing, climate and transportation. Incentivizing behaviors to make progress in these spaces requires a context-specific approach based on a number of factors including density, economic activity and availability of structured parking.
- In Downtown specifically, the existing parking model incentivizes additional vehicle trips as the spaces that are ideal for longer-term parking (garages) cost more than the spaces better suited for short stays (on-street). This results in a revenue model that is not sustainable for the long-term maintenance of the parking structures or the Parking Services team and increases congestion Downtown.
- Successfully implementing transportation demand and targeted land use strategies can reduce automotive congestion and the increasing need for associated parking across the community.
- In 2023, City Council supported advancing a workstream to look at new models for pricing Downtown parking.

## 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.



## 1. Support a vibrant and active downtown economy.

- Make it easier for people to reach their destination.
- Improves 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 into underutilized parking garages.
- Enhances 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.
- Appropriate placement of parking garage(s) around the periphery of downtown, to provide parking capacity and allow the ability to reimagine the space use.



## 2. Customer focused system that provides choice for all parkers and modes.



- People generally value choice, a paid parking model provides a market-based approach where a menu of different options are provided.
- Ensure that the most convenient spaces are available to those who value them the most.
- 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.
- Maximize efficiency of the parking system and ensure that parking assets are being used and allocated adequately and as intended.
- Leverage supportive, rather than punitive, enforcement and reduce ticket-writing and enforcement revenue over time.

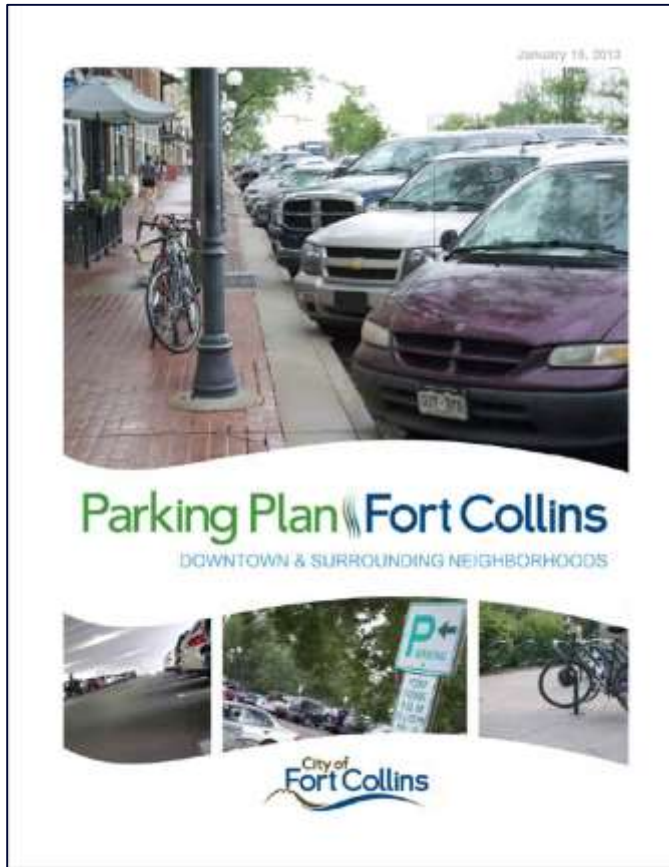
## 3. A parking system that is financially sustainable and aligned with community goals.



- Dedicated funding mechanism to fund additional new parking assets when or if they are needed.
- Utilize parking revenues to offset management, maintenance, administration, and other costs associated with the parking system.
- Reduce “trolling” activity, which will decrease traffic circulation and on-street congestion and lower carbon emissions.
- 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.
- Support and encourage different modes and transportation choices.
- 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.



## Upside-down Pricing

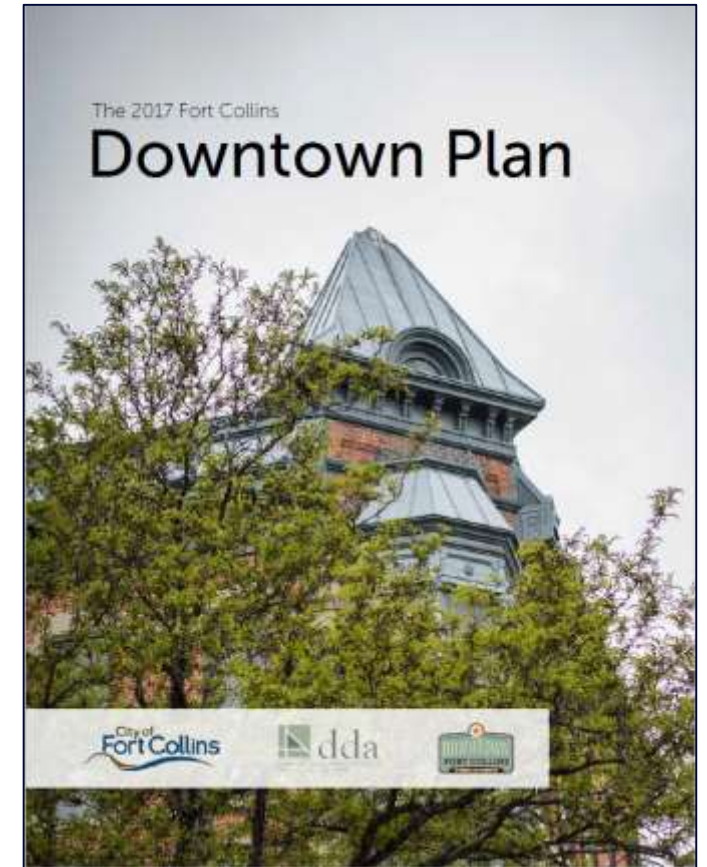


2013 – Parking Plan

January 15, 2013 - City Council adopted 7-0

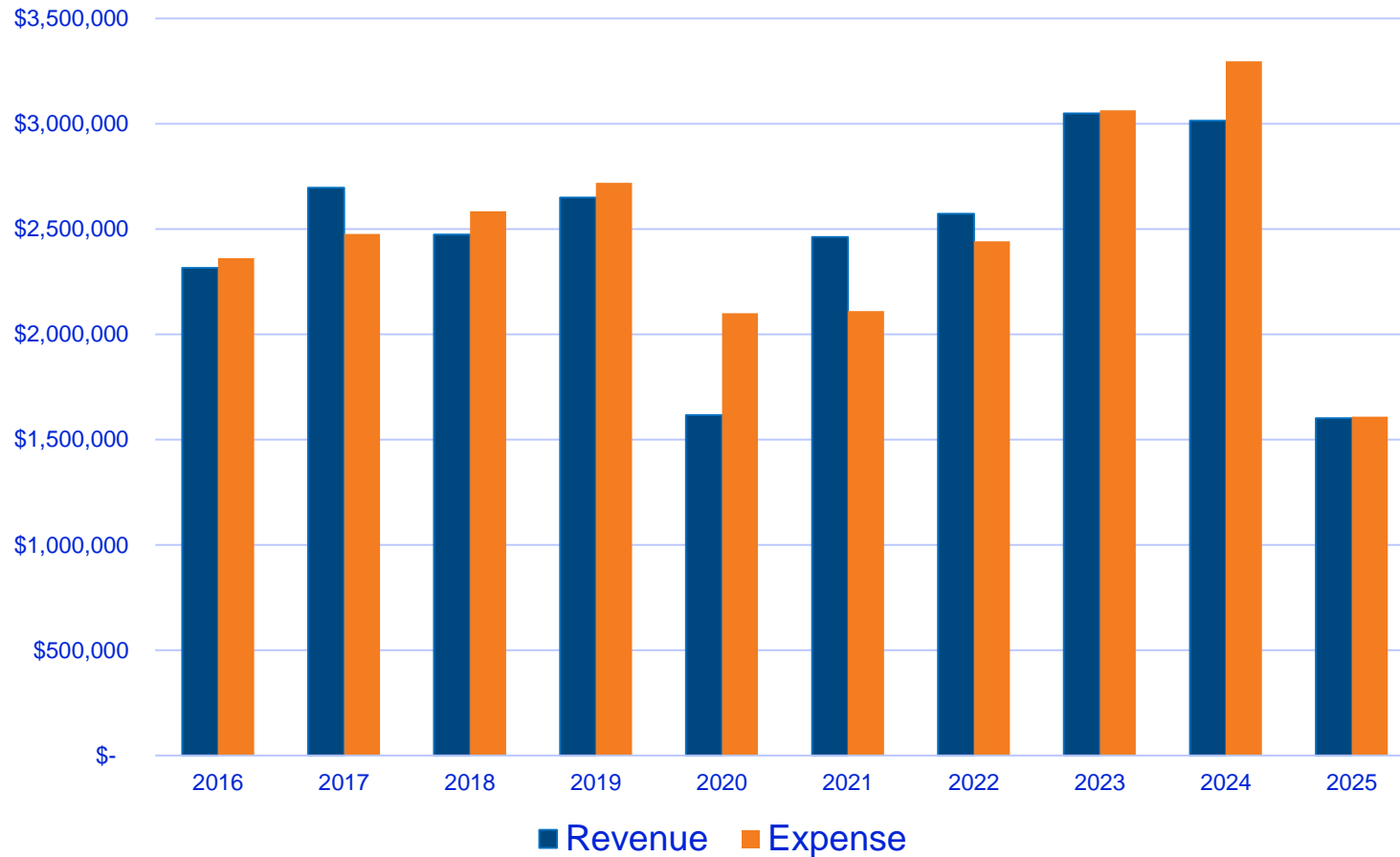
The **most convenient and desirable on-street spaces are free** while **less convenient garage parking costs money**. This discourages the use of parking garages and encourages driving around looking **(trolling) for available on-street spaces**. This practice creates congestion, air pollution, a perception 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

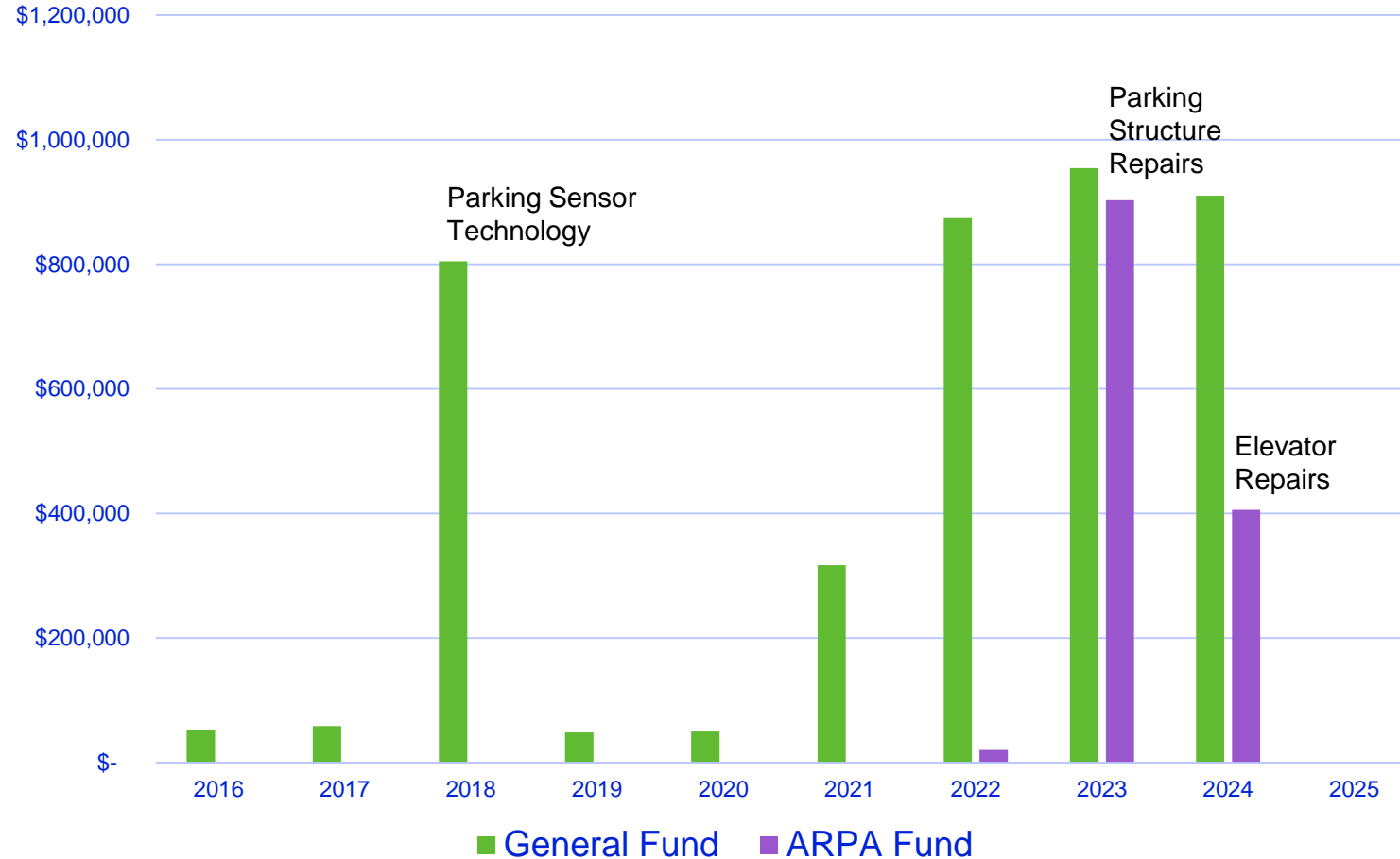
Parking: Operational Revenue vs. Expense



- Historically, operational revenue & expense for Parking Services track closely.
- The imbalance in revenue versus expense from 2020 – 2024 is representative of the significant pandemic impact from initial losses through recovery in 2024.
- Pandemic revenue shortfalls were met through General Fund subsidy.

# Parking Funds: Past Maintenance & Capital

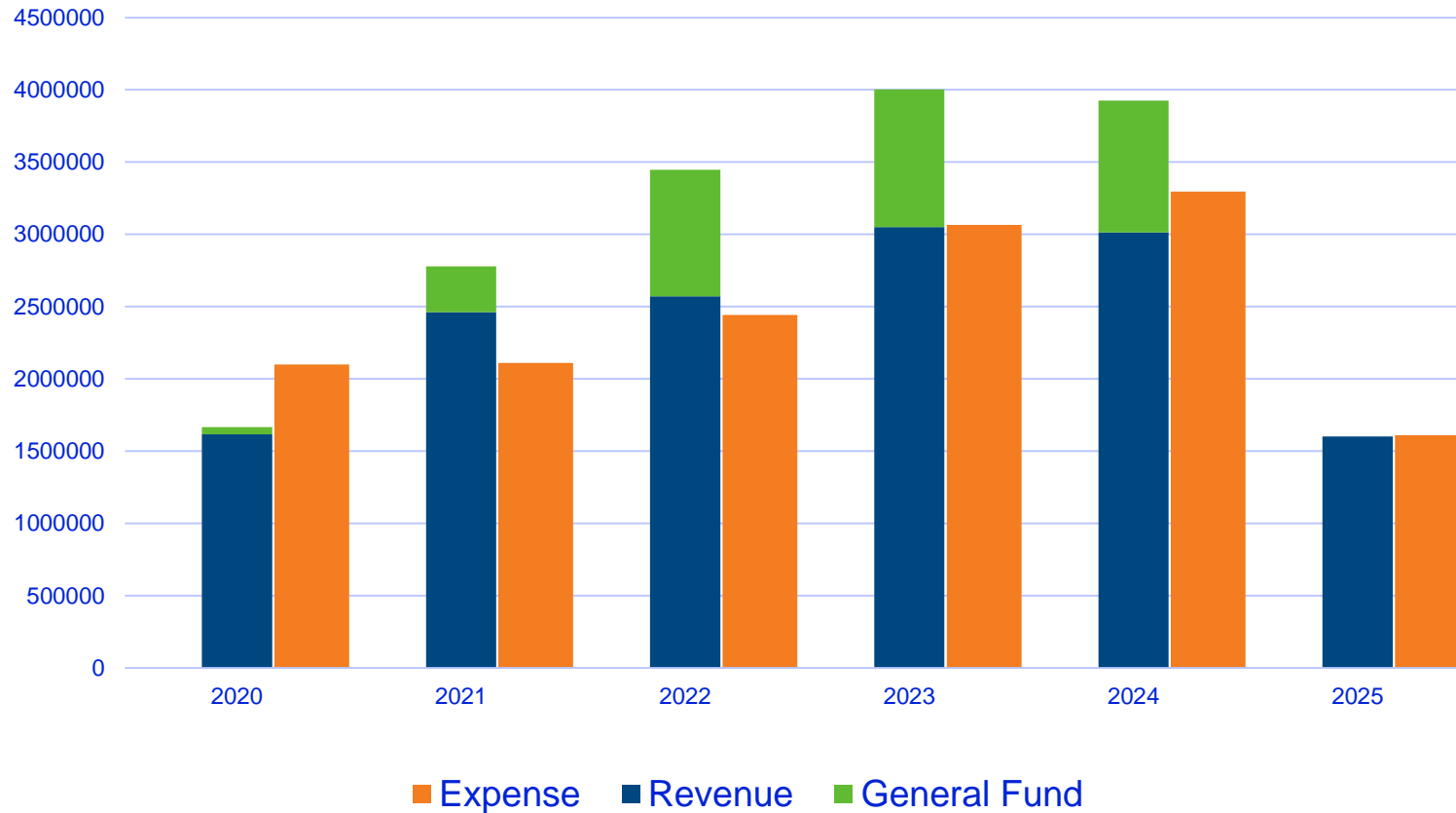
Parking: Other Fund Sources



- Historically, significant maintenance or other capital costs are met through non-Parking Services revenue sources.
- A sustainable parking system requires additional revenue collection to effectively plan for and meet maintenance and capital costs.

# Parking Funds: Current Maintenance & Capital

Parking: Pandemic Revenue vs. Expense with General Fund



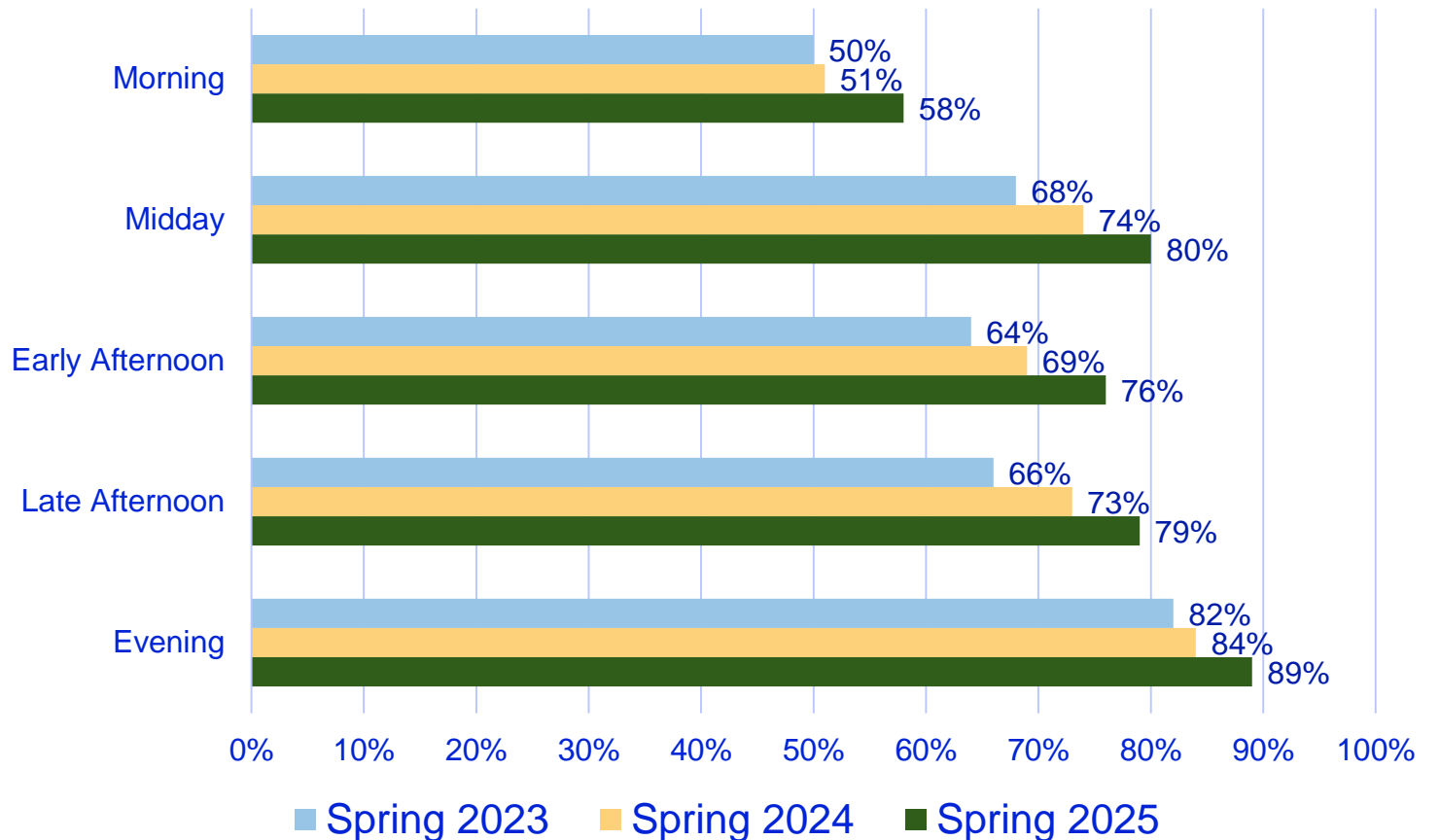
- Parking Services revenue recovered while the Parking Fund was still receiving General Fund revenue
- This resulted in Parking Services reserve balance growing
- Projects funded from Parking Services reserves in 2025:
  - Stairwell Replacement : \$1.2M
  - Parking Services office move to support Municipal Court expansion: \$450k



**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.

## Indicators of Demand



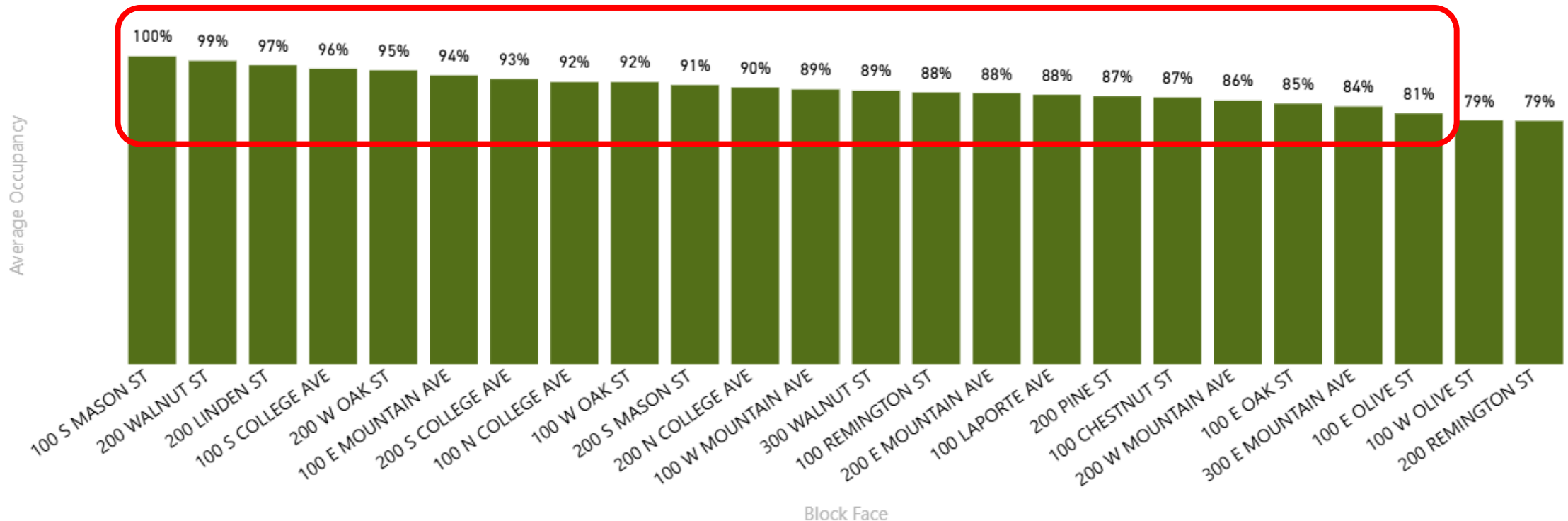
**Block Face:** A portion of the street or highway between intersections, including all on-street parking.

## Average Occupancy

Evening



Dinner - 22 of 24 block faces at 80% or above



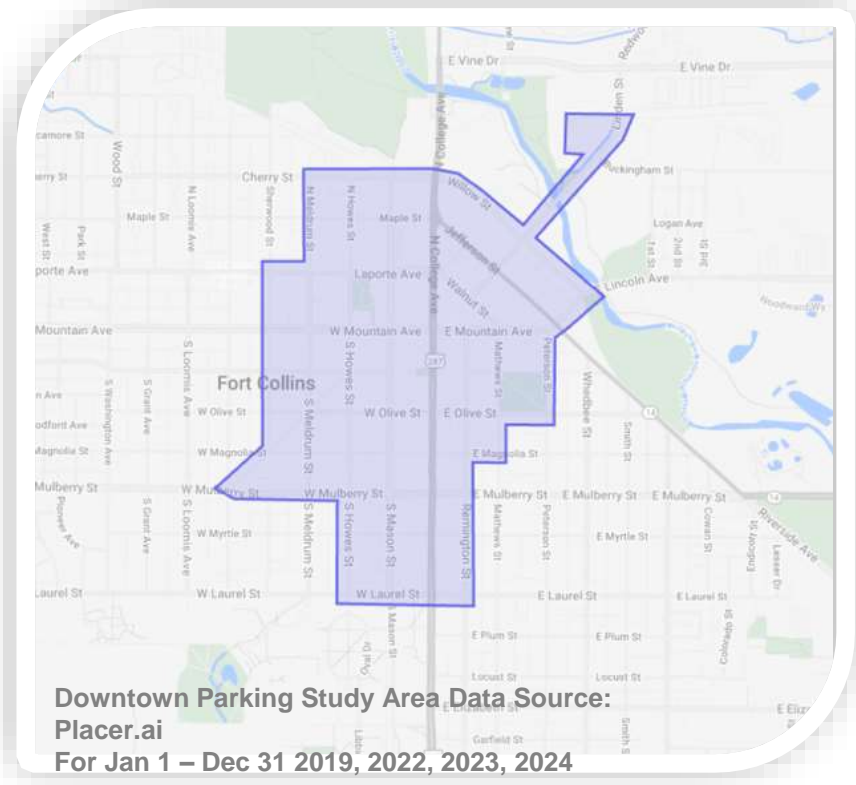
● Spring 2025 Study

Evening- 5:30pm-7:00pm

## Downtown Fort Collins “Parking Study Area” Data *Placer.ai*

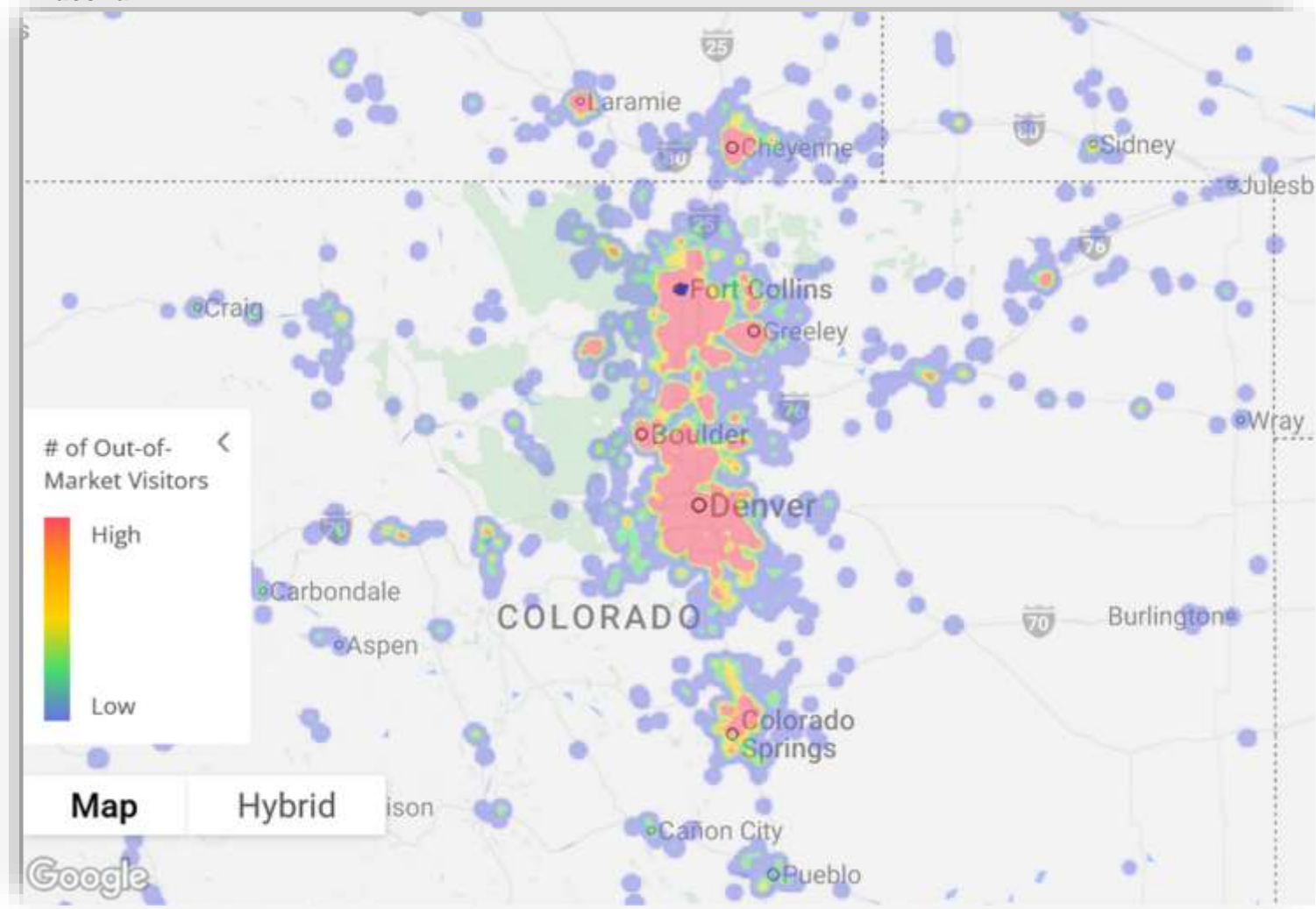
**“Out-of-Market Visitor” definition:** Number of unique people who visit the Downtown Parking Study Area, but do not live or work in it. Any person whose residence is located outside the Study Area is considered an out-of-market visitor.

**“Visits” definition:** Number of unique daily visits. Overnight visitors, such as hotel patrons, are counted once per day spent in the Study Area.

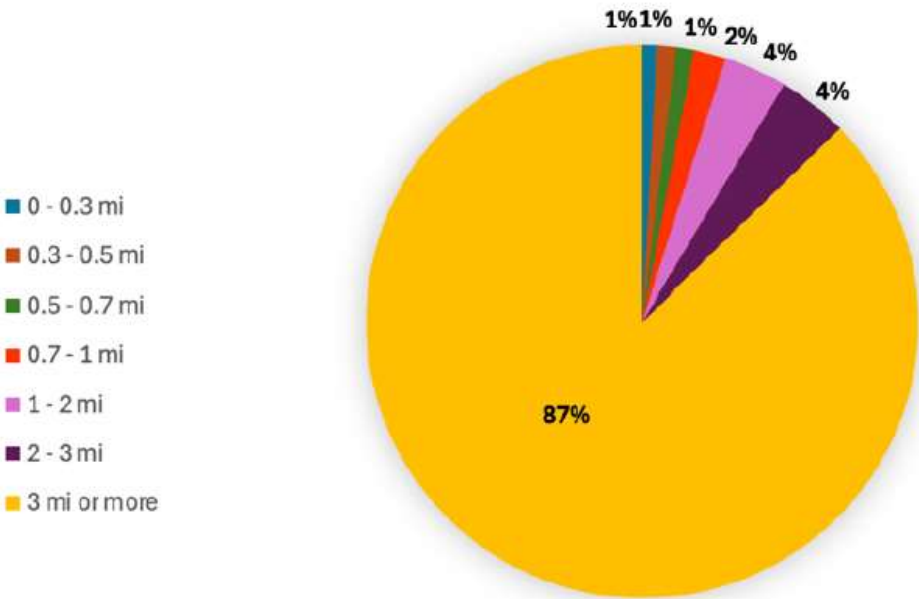


Total Visitation Metrics by Year	2019	2022	2023	2024
Out-of-Market Visitors	2.4M	2.2M	2.1M	2.1M
Visits	12.9M	11.9M	12.3M	12.4M
Avg. Daily Time Spent in Study Area on Given Day	123 min	116 min	119 min	117 min

## Downtown Fort Collins “Parking Study Area” Data *Placer.ai*



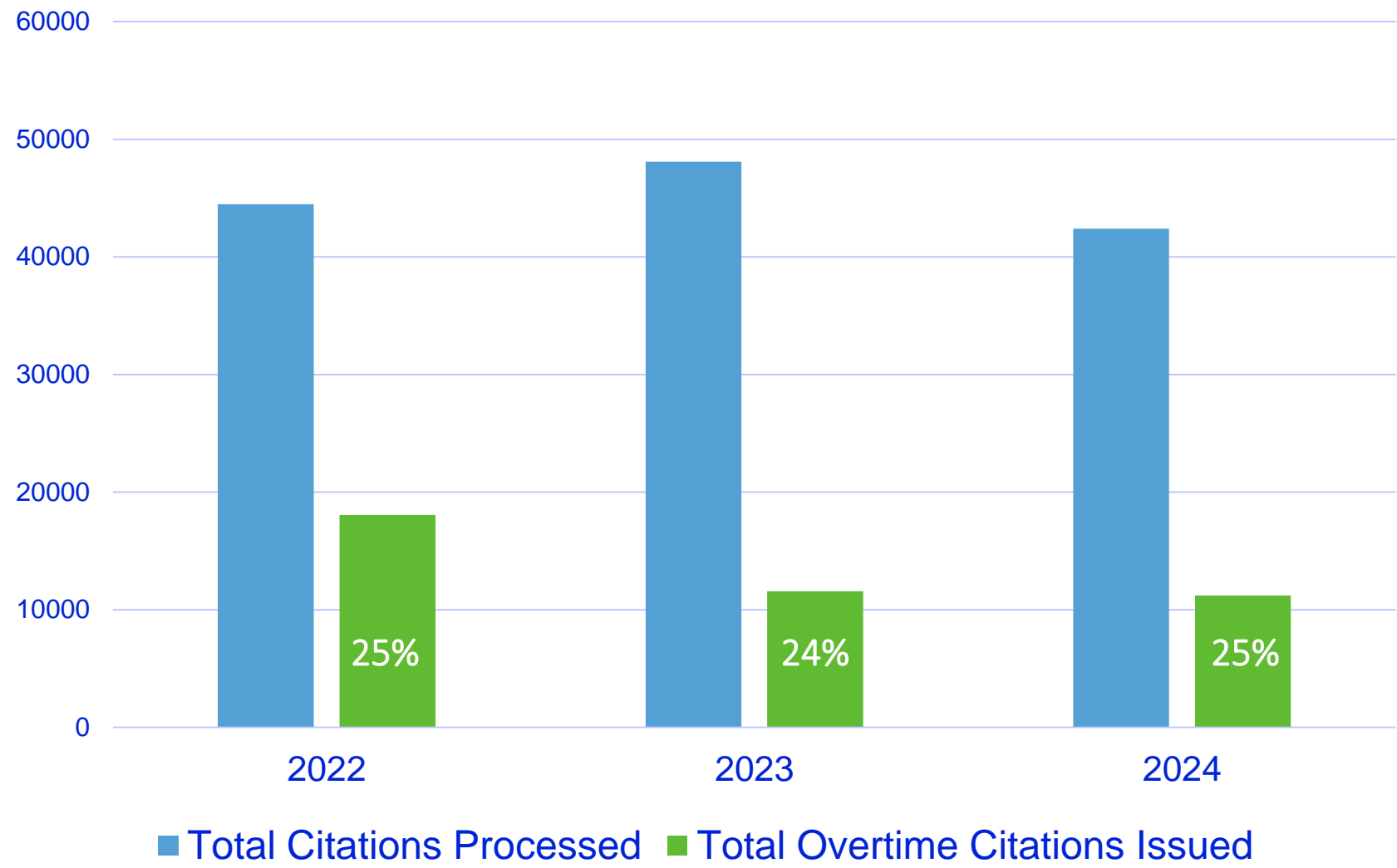
2024 Unique Visitors by Travel Distance



In 2024, 1.8M unique visitors, or 87% of all visitors, traveled 3 miles or greater to reach the Study Area.



Comparison of Overtime Citations





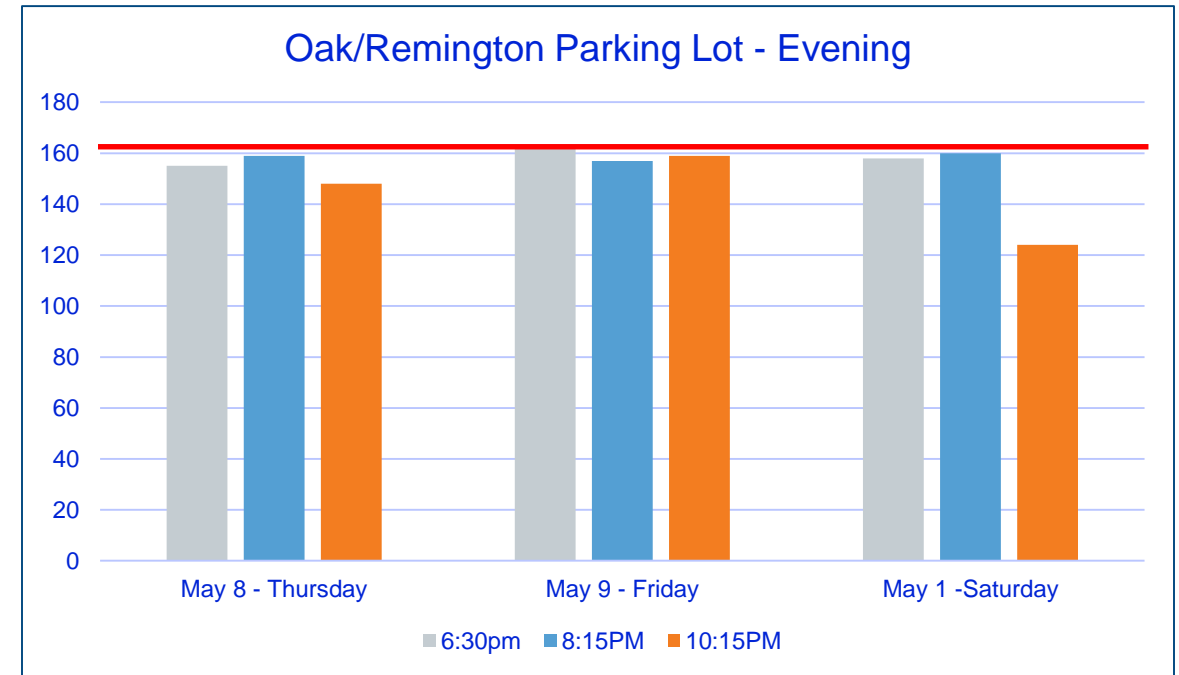
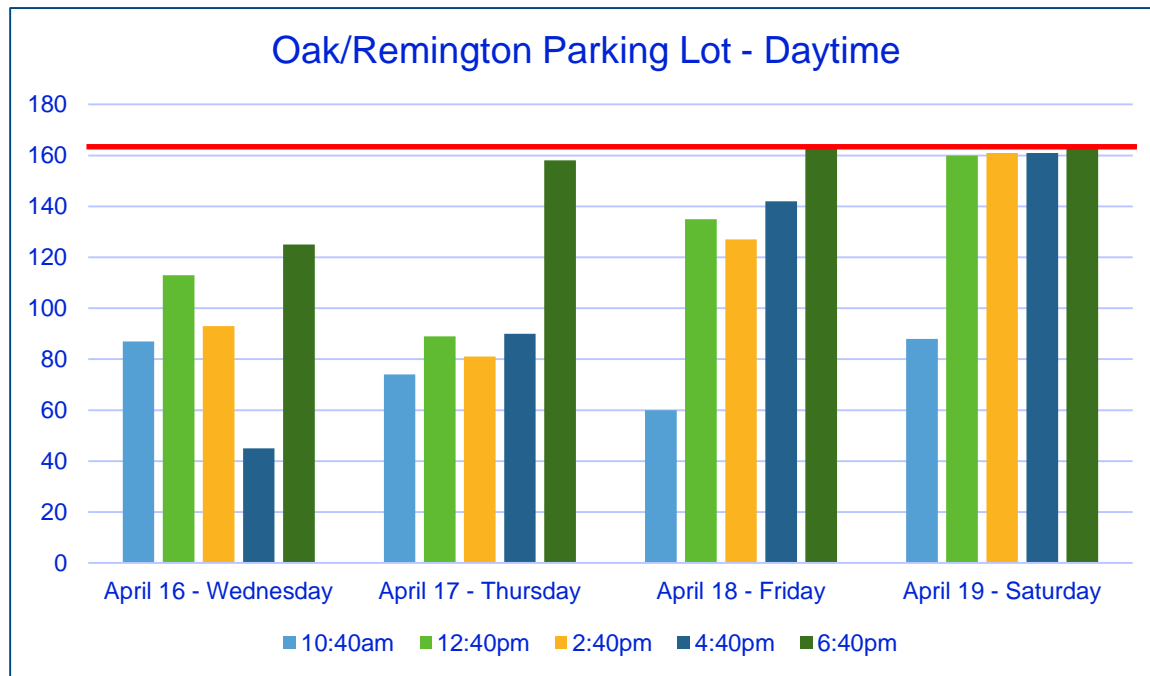
## What is the typical time you spend downtown per stay?

Over 80% of respondents typically spend more than 2 hours visiting downtown.

ANSWER CHOICES	RESPONSES
2 hours or less	18.95%
2 to 4 hours	63.34%
4 to 8 hours	12.71%
8 to 12 hours	4.46%

Prepared by the Downtown Development Authority (DDA), was based on a survey conducted from January 20th to February 12, 2023.

## Occupancy Study

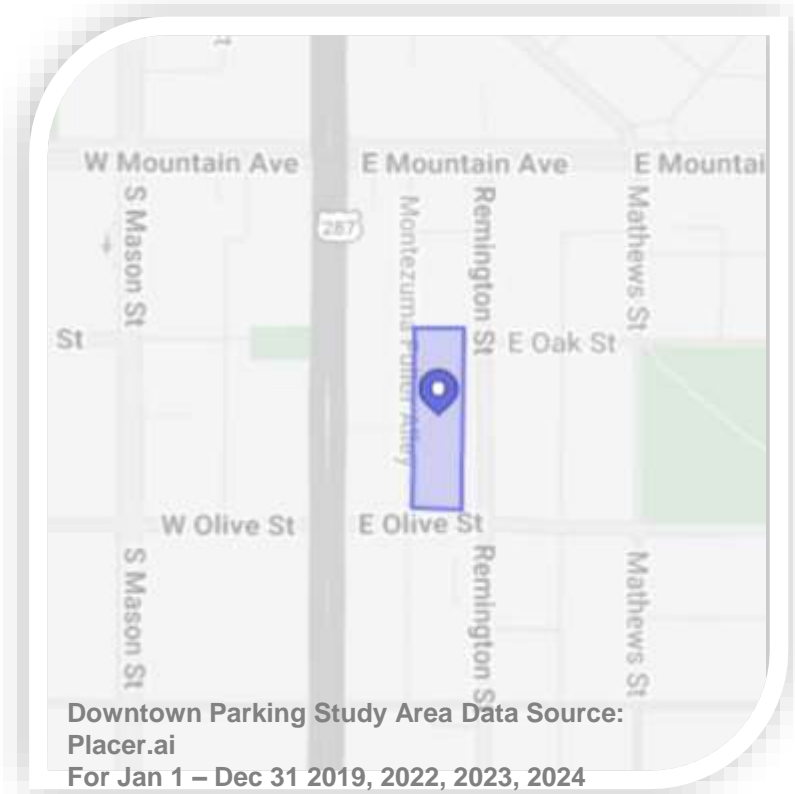


# Indicators of Demand - Oak/Remington Surface Lot

## Downtown Fort Collins “Oak/Remington Parking Lot” Data *Placer.ai*

“**Visitor**” definition: Number of unique people that visit the Oak/Remington Parking Lot.

“**Visits**” definition: Number of visits to the parking lot, which can include people who visit one or more times.



Total Visitation Metrics by Year				
	2019	2022	2023	2024
Visitors	73.8K	80.6K	95.7K	107K
Visits	135.6K	169.1K	201.4K	212.9K



# Indicators of Demand - Oak/Remington Surface Lot



Still photos of the Oak/Remington parking lot, as provided by the Downtown Development Authority's security cameras.





# Study Recommendations & Strategies

How We Reach Our Goals

## Short-Term (1-2 years), or as soon as possible

Expand Paid Parking to On-Street & to Surface Lots
Align Enforcement with Paid and Time-Limited Parking Hours/Days
Implement Time-Limited Parking Zone(s) Surrounding On-Street Paid Area
Improved Parking Wayfinding Signage
Review and Adjust Garage Hourly Parking Rates
Review Employee/Monthly Parking Permit Program
Implement New or Expanded RP3 Zones Surrounding Proposed Paid and Time-Limited Areas
Review and Adjust RP3 Permit Rates
Review Existing RP3 Zones
Adjust Enforcement Model and Violation Fine Amounts
Explore Governance Model

## Medium-Term (3-5 Years)

Menu of Employee and Commuter Permit Options
Improve and Streamline Loading Downtown
Shared Parking Agreements to Leverage Underutilized Private Parking Supply
Real-Time Parking Wayfinding & Guidance Signage

## Long-Term (5-10 Years)

Move Towards Parking Enterprise Model
Variable or Graduated Paid Parking Pricing Model
Reduce Carbon Emissions from Commercial Loading Downtown
Expand Public Parking Supply (New Garages)

# Paid On-street - recommendation

The study recommends paid on-street parking with the following criteria:

- Must be a contiguous area,
- Included mid- to high-density block faces,
- Included block faces where peak occupancy reaches or exceeds 75%.
- Both sides of the street, and the full length of block face.

Total parking spaces included in **blue** boundary area: 1,328



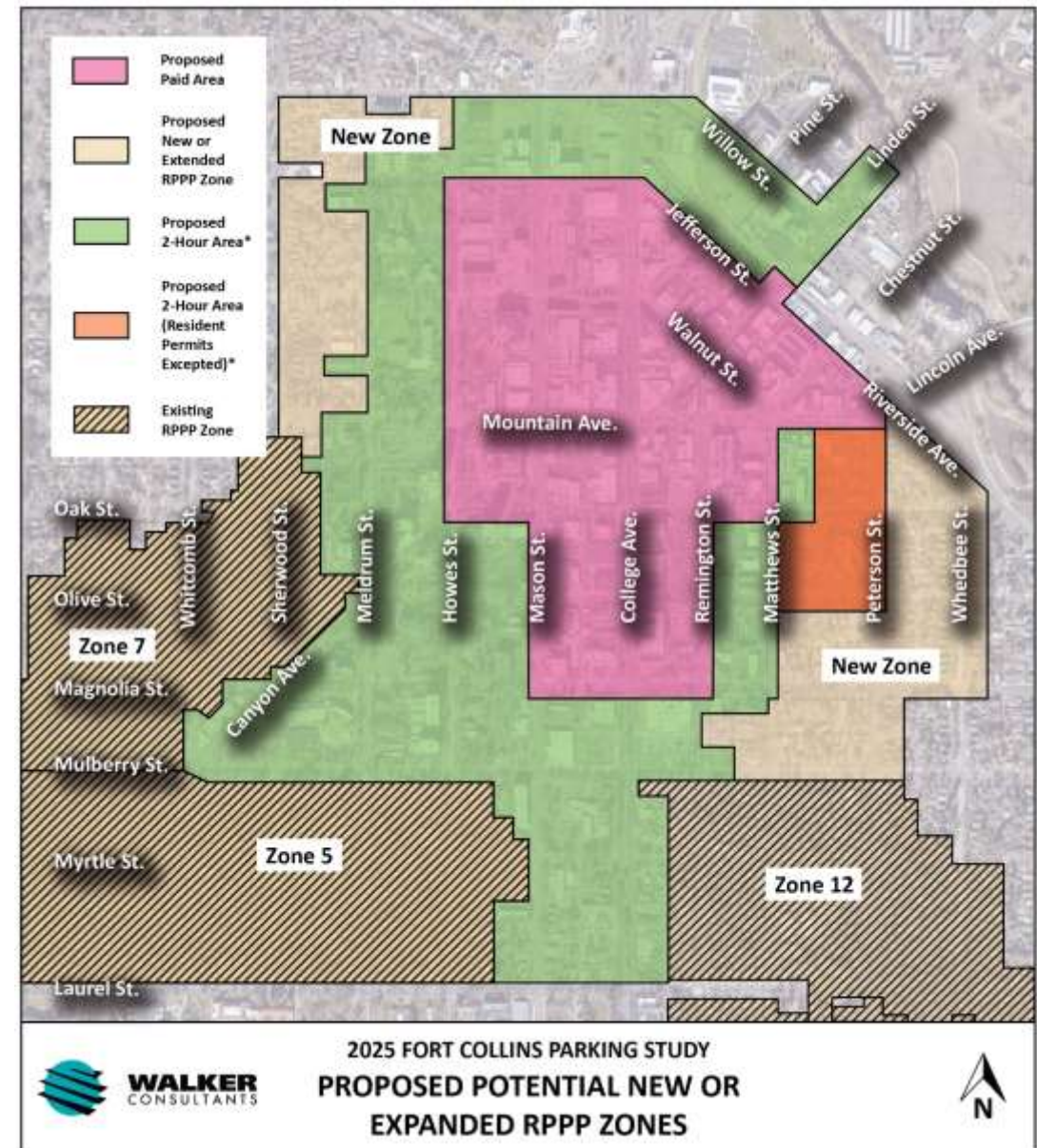


# Implementation - short-term strategies

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).

The goal is to minimize neighborhood impact with the expansion of a managed parking system.



The up-front “all-in” cost of a multi-space parking meter, including hardware, software, configuration, and installation, ranges from \$5,000 to \$8,000, depending on the vendor and services provided.

- These costs do not include ongoing capital costs such as maintenance and software/platform subscriptions.

Calculated Number of Meters Needed	Cost per Multi-Space Meter		Projected Total Cost of Multi-Space Meters, Including Installation	
	Low-End	High-End	Low-End	High-End
118	\$5,000	\$8,000	\$590,000	\$944,000

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	\$150,000	
Parking Structure – Improved Access Control	Low-End	High-End
	\$195,000	\$500,000

- Sign replacement costs may be considered as part of ongoing maintenance expenditures.

## Potential Revenue Impact

Revenue Metric	Low End of Potential Range	High End of Potential Range
Total Adjusted Annual Parking Revenue in 2024	\$2.8M	\$2.8M
Additional Estimated Potential Gross Revenue from Expansion of <b>Paid Parking</b> (On-Street and Off-Street Surface)	\$2.4M	\$4.2M
Additional Estimated Potential Gross Revenue from Adjusted Parking Structure Permit Rates	\$100k	\$800k
Additional Estimated Potential Gross Revenue from Adjusted Residential Parking Permit Rates	\$0	\$60k
Additional Estimated Potential Gross Revenue from Adjusted Citation Fines	\$310k	\$420k
<b>Total Estimated Increased Gross Annual Potential Revenue Impact</b>	<b>\$2.8M</b>	<b>\$5.5M</b>
<b>Total Estimated Gross Annual Parking Revenue (Existing + Potential)</b>	<b>\$5.6M</b>	<b>\$8.3M</b>

# Potential Revenue Impact – Paid Parking

- Establish a flat-rate framework for **on-street** paid parking with an hourly rate in place of between \$1.50 and \$2.00 per hour.
- Establish a flat-rate framework for existing **off-street** surface parking with an hourly rate in place of between \$1.00 and \$2.00 per hour.

Revenue Metric	Low End of Potential Range	High End of Potential Range
Additional Estimated Potential Gross Revenue from Expansion of <b>Paid Parking</b> (On-Street and Off-Street Surface)	<b>\$2.4M</b>	<b>\$4.2M</b>

The study recommends that:

- Time limits either be eliminated or extended to 4 hours for on-street parking within the paid area.
- Surface lots where public parking is currently provided as time-limited and free be treated the same as paid on-street parking from an operational perspective, including not having a grace period in place.
- Hours and days for which paid parking is in effect in the garages be the same as for the on-street system and the off-street surface lots; from 10 AM to at least 8 PM from Monday to Saturday.

## Paid On-Street Parking in Selected Peer Communities

A review of peer communities reveals that Fort Collins is one of the few cities that currently does not charge for on-street parking.

City	Paid On-Street Parking?
<b>Fort Collins, CO</b>	<b>No</b>
Manhattan, KS	No
Bozeman, MT	No
Idaho Springs, CO	Yes
Boulder, CO	Yes
Colorado Springs, CO	Yes
Manitou Springs, CO	Yes
Aspen, CO	Yes
Eugene, OR	Yes
Columbia, MO	Yes
Davis, CA	Yes
Missoula, MT	Yes
Chico, CA	Yes
Columbus, OH	Yes
Sacramento, CA	Yes
Seattle, WA	Yes
College Station, TX	Yes
Leavenworth, WA	Yes
Park City, UT	Yes
16 of 19 – Paid On-Street Parking	85%



## Success Achieved

### Idaho Springs-

Between 2019, when paid parking was implemented, and 2022, downtown Idaho Springs experience a 41% increase in sales tax revenue.



Pre- and Post-Paid Parking Downtown Sales Tax Revenue				
2018	2019	2020	2021	2022
\$1,355,740	\$1,503,905	\$1,479,348	\$1,831,997	\$2,2125,476

## Success Achieved

### Manitou Springs-

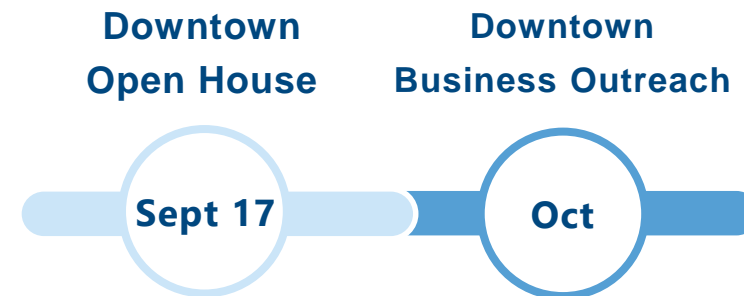
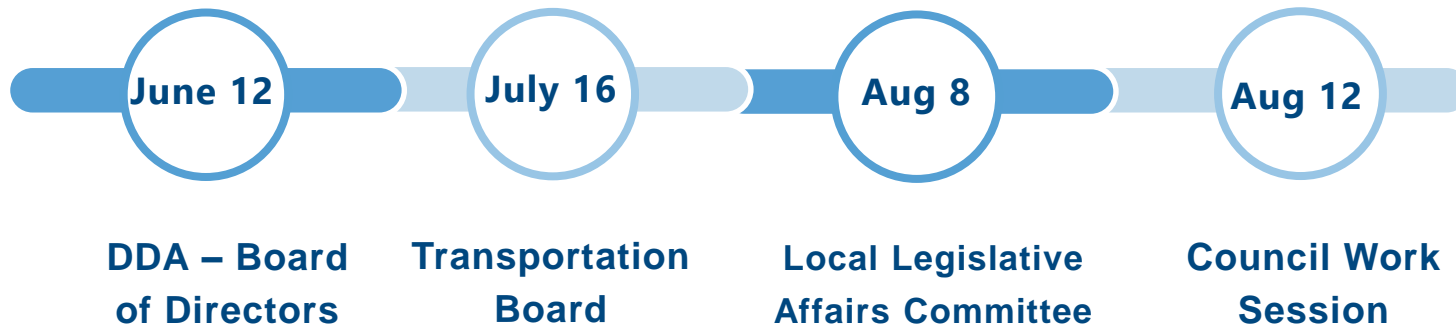
Between 2013, when paid parking was implemented, and 2019, downtown Manitou Springs experienced a 232% increase in sales tax revenue.



Pre- and Post-Paid Parking Downtown Sales Tax Revenue

2013	2014	2015	2016	2017	2018	2019
\$1,899,611	\$2,365,574	\$3,997,951	\$5,412,284	\$5,822,915	\$5,765,695	\$6,325,070

## Boards & Committees



## Community Engagement

- What questions do Councilmembers have on the supply & demand and financial analysis of our downtown parking system?
- What feedback do Councilmembers have on next steps to implement paid on street parking and other proposed changes to the parking system?





# Questions & Discussion



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