



WORK SESSION MEMORANDUM

DEPARTMENT Administration	PRESENTED BY Christy Doon - City Administrator	DATE February 5, 2024
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ITEM

Regarding the implementation of a parking program in downtown Salida

BACKGROUND

In 2019, the City hired Walker Consultants to complete a Downtown Parking Study. Key findings included:

- Shortages of parking spots in the concentrated downtown area, attributed to lack of turnover, lack of signage and a general lack of incentive for parkers to find more appropriate parking.
- An unsustainable inventory of off-street parking options, including lots with short-term leases.
- The need for new parking inventory.
- Limited long-term parking options for those who live and work downtown. Currently these users are competing with customers who need parking for shorter durations.

The report recommended the following:

- Sustainable, gradually expanded inventory to accommodate growth – by 2025 increase the number of parking spaces to 1,200 (from 820 in 2019 and 964 in 2023)
- Curb management- clarify existing curb markings to identify opportunities to add formal on-street parking in areas where it is stripped for no-parking.
- Paid Parking – Define parameters and rate-setting for paid parking in high demand areas.
- Enforcement – Enforce parking parameters were appropriate.
- Permit Program – Develop and implement a permit program for residents and downtown employees.
- Special Event Planning – Develop a suite of mobility options for event organizers to utilize.
- Funding – At the time of the study roughly \$200,000 was being spent annually on parking system upkeep, maintenance, lease costs and administration through the General Fund.

Currently the City spends \$134,817.58 annually on three leased lots throughout the downtown area.

Broken down as:

Lot behind Green cat: \$15,500.00 (requested increase to \$20,000 beginning 5/1/2024)

2024 Bottling Co: \$52,800.00

2024 Union Pac: \$66,517.58

Since 2019, several conditions have changed in Salida. COVID-19 led to the closure of F Street to provide a safer outdoor space for residents and visitors (decreasing the number of parking spots downtown by 50+); sales tax increased by 43% between 2019 and 2022, an indication of the increased visitors to our community; and population has increased by 10% over the last five years.

Enforcing the two-hour parking limit in the downtown area has been increasingly difficult to prioritize and less consistent. Community services officers are handling more substantial and complex issues and generally do not have the opportunity to monitor parking downtown. Identifying a solution to meeting these needs is necessary for maintaining consistent parking management.



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Currently, several communities in Colorado utilize the private sector for parking management. Interstate Parking (IP) is one company that provides onsite parking management services. Discussions with IP have identified their ability to regulate parking through geofencing an area and using license plate reading technology to regulate and enforce time management policies. Newer technologies and apps are available to more efficiently offer flexibility with paid parking areas. For example, staff has discussed the possibility of providing free parking for residents of the downtown and establishing a certain amount of time that parking is free for everyone (i.e. 30 minutes to allow people to run in to a store). Additionally, zones can be established to differentiate different parking areas. Attached is a map that has concepts of these areas.

- Zone A – Paid on-street parking (fee schedule to be determined)
- Zone B – Public/unregulated parking, no overnight, advertise for employees
- Zone C – Leased parking lots – paid (fee schedule to be determined)
- Zone D – Time limited, unpaid parking
- Zone E – Touber Building parking – permitted (free) for employees of the building

[Park and Effect Video](#)

IP has identified that parking goals need to be established by a community for an effective program. These goals typically involve establishing capacity of parking areas and the maximum desired time for turning over parking spots. Common goals of other communities have been achieving 90% capacity during peak times which allows for available parking spaces but near capacity. Other goals have included turning over the space approximately every 3 hours. Additional data collection may be necessary to identify data to support parking zone locations and existing capacity.

Implementation of a change in parking regulations would require the City to update signage. This work could be accomplished for a minimal cost to the City. Additional technology related to paid parking would be installed by a third party such as IP.

IP's contract notes that they share costs with the municipality 50% of net revenues. Given the number of parking spots on the map and considering a potential annual ROI, the following could be achieved:

- Zone A – \$300,000
- Zone B – \$0
- Zone C – \$160,000
- Zone D – \$0
- Zone E - Unknown
- \$230,000 Potential City Share

Points for the Council to consider:

- The proposed solution is not perfect.
- The program can be modified as needed once there is more data and understanding of the uses of the spaces. Interstate Parking provides for a host of flexibility and customization and is willing to experiment with and analyze various options for the optimal result.



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- One of the goals of the program is to have more frequent turnover to ensure that locals and visitors alike can find a parking space within the downtown core somewhat readily without having to circle around too much. This turnover leads to more business.
 - Shoppers tend to spend the majority of their money in the first 1 – 2 hours after they have parked, than after 3 or 4 hours.
 - A secondary goal of the program is to generate revenue that can help offset costs for leasing other private lots and perhaps to allow the city to purchase a lot and/or build a parking structure.
 - We are in one of the lowest seasons for parking right now, but with F Street staying open to vehicular traffic this summer, the demand for parking will continue to increase throughout the year.
 - Downtown residents and employees could be eligible for parking permits (free parking) in certain zones.
 - Cost for parking enforcement only could equal \$75,000, or more, depending on the program developed. By including paid parking areas, the cost of enforcement in the unpaid zone is included in the contract.
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- Zone A Parking
- Zone B Parking
- Zone C Parking
- Zone D Parking
- Zone E Parking
- Local Roads



Zone	Approx. Spaces
A	360
B	94
C	160
D	350
E	45

Salida Public Parking Zone Concepts

