



WORKSESSION MEMORANDUM

DEPARTMENT Administration	PRESENTED BY Christy Doon - Interim City Administrator	DATE December 4, 2023
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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, lease payments total \$134,817.

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.

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



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management policies. Newer technologies and apps are available to more efficiently offer flexibility with paid parking areas.

[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 fairly minimal cost to the City. Additional technology related to paid parking would be installed by a third party such as IP.

Staff have begun to identify various parking areas, including paid, time limited and not paid, residential permit parameters, and employee focused. Parking management companies, like IP, have the ability to address the various needs of the community through these varying districts.

Staff is interested in understanding the Council's position on implementing a parking management program and what parameters the Council may wish to see in such a program.

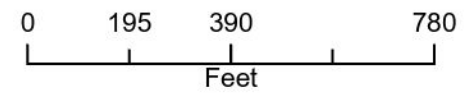


- Zone A Parking
- Zone B Parking
- Zone C Parking
- Zone D Parking
- Local Roads



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

Salida Public Parking Zone Concepts



Maxar, Microsoft