

January 15, 2013



# Parking Plan Fort Collins

DOWNTOWN & SURROUNDING NEIGHBORHOODS



City of  
**Fort Collins**

# Parking Plan: Downtown and Surrounding Neighborhoods

Adopted January 15, 2013



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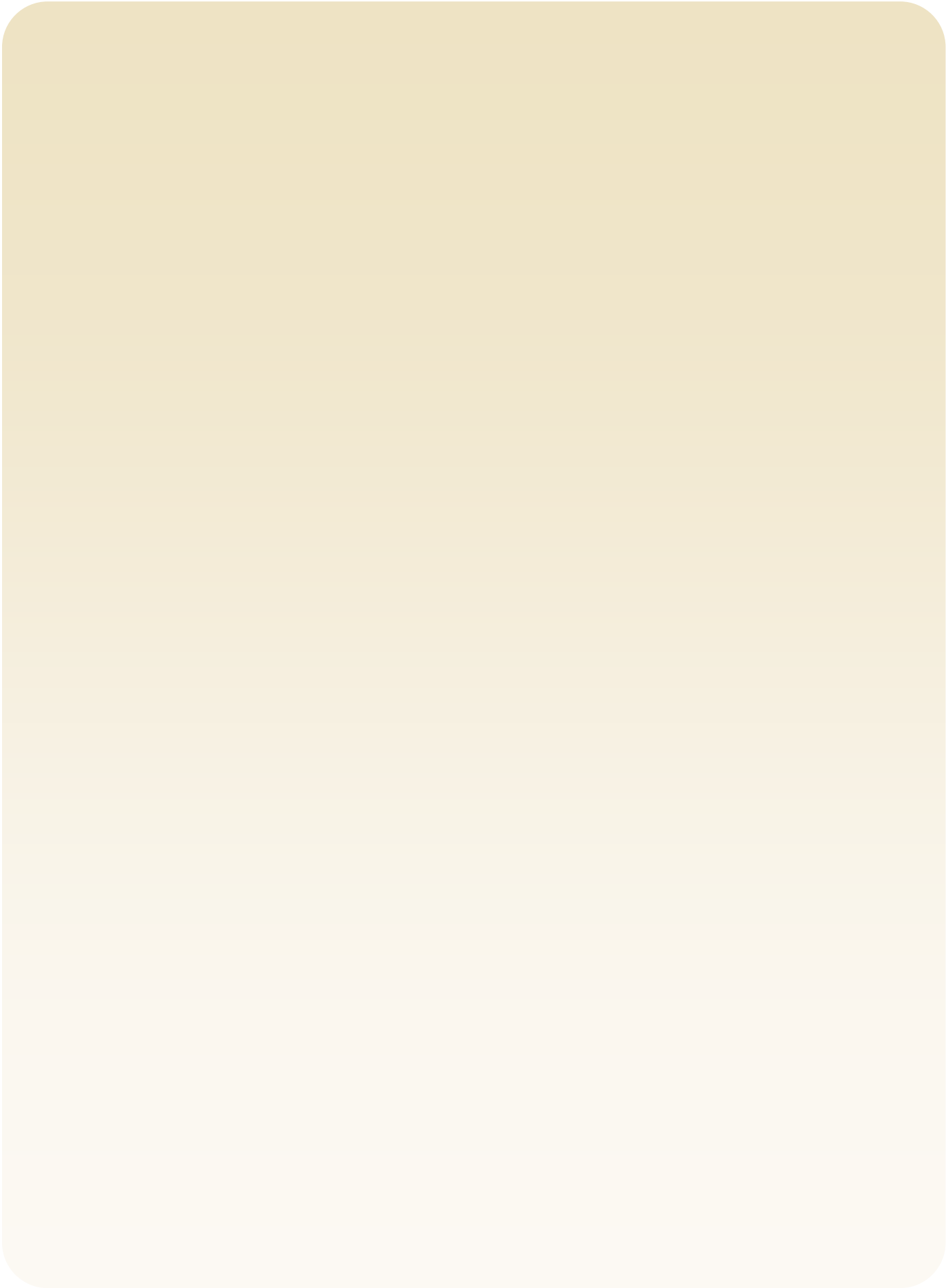
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# Executive Summary

## Why A Parking Plan?

The *Downtown Strategic Plan* (2004) led to improvements in Downtown parking, but conditions have changed and there are a number of issues yet to be resolved. The *Parking Plan* focuses on unsolved problems and high-priority concerns identified by staff, the consultant team, and community stakeholders.

The following list provides some examples of these issues and concerns:

- As housing, jobs, and commercial activity grows in Downtown, what are the best ways to manage the supply and demand for parking?
- Do we need more parking infrastructure? If so, how do we pay for it?
- What is the best way to educate and engage the business community and Downtown management on the range of new parking management options and their benefits as they relate to supporting and enhancing a vibrant Downtown?
- How can the management of parking also support the needs of bicyclists, pedestrians, and bus riders?
- Are the City's parking policies regarding new development adequate to achieve the City's higher-level goals for sustainability, urban design, and overall mobility management?
- How can customer service regarding parking options be improved?
- What new policies are needed to address the impacts of parking in neighborhoods near Downtown and Colorado State University (CSU)?



*Civic Center Parking Structure in Downtown Fort Collins.*

## The Strategic Parking Plan Approach

The *Parking Plan* addresses a wide range of parking program elements including parking management strategies, organization, planning, operations, communications, technology, and others. The field of parking management has advanced significantly in recent years with new programmatic approaches, best practices, and technology solutions that can transform and expand the positive role that parking can play in helping communities achieve success.

The primary objective of this planning effort is to align parking system philosophies and programs to be more supportive of the larger community's

strategic goals. There are many opportunities for parking to be integrated into larger community and economic development strategies. The development of effective and collaborative relationships between parking management and Downtown stakeholders can transform and greatly enhance the vitality of Downtown. Parking is one of those activities that literally provides millions of “customer touches” each year. Improvements to the ease of use of parking and parking customer service can have a dramatic impact on how a community is perceived and on the success of community businesses and the livability of its neighborhoods.

Finally, this strategic approach offers the City an opportunity to expand the way parking is viewed and its important role in creating vibrant, healthy communities and business districts. The Plan promotes the philosophy that parking needs to be focused on overall Downtown access rather than parking in isolation. In other words, parking is integral to a variety of important community access strategies, rather than a discipline in isolation from the larger transportation system, providing a more balanced and sustainable transportation system.

In summary, by evolving the parking program to fit within overall Downtown objectives, the Plan creates opportunities to better align parking and economic development, delivers a more comprehensive and sustainable approach to community access strategies, and establishes more collaborative relationships with related agencies and community partners.

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## Parking Plan Process

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The *Parking Plan* is a result of the efforts of a large number of people. Four major periods of public participation, beginning in May 2011 and ending in October 2012, were provided resulting in extensive feedback from the community. A brief

overview of the 2012 The *Parking Plan* study process is outlined below:

1. Conduct a current conditions assessment and parking management program review. This study element involved conducting a parking supply/demand analysis, on-street parking turnover studies, a review of land-use and zoning codes, and development of a parking demand model.
2. Review and understand the current planning context. Plan Fort Collins and related planning initiatives were important for framing the discussion around the overall Parking Plan approach.
3. Conduct a variety of public engagement processes. The following is a summary of the public out-reach and community engagement processes employed as part of this study:
  - a. Project Kick-Off and Technical Advisory Committee meetings;
  - b. Downtown stakeholder and other public outreach meetings, including the Downtown Business Association meetings (monthly), public open houses, and meetings with other Downtown and community stakeholders;
  - c. Four rounds of outreach meetings to City Boards and Commissions, including the Downtown Development Authority, Transportation Board, Planning and Zoning Board, Air Quality Advisory Board, and Economic Advisory Commission;
  - d. Parking questionnaire, with over 1,000 responses received containing responses from both Downtown businesses and community members;
  - e. Parking Expert Advisory Panel , a three and a half day process involving meetings of community members, focus groups of key stakeholders, and elected officials, culminating in a final public meeting in which initial impressions

and preliminary recommendations were shared;

- f. Two City Council Work Sessions and several Council small group meetings, in which information was summarized and preliminary study options and alternatives were developed into a Council briefing package. The goal of these meetings was to give the Councilmembers a preview of the direction and key issues, and to receive feedback on potentially sensitive issues and overall plan progress.
- 4. Develop a plan containing parking guidance. The *Parking Plan* provides a blueprint for defining and advancing the strategic direction for the Fort Collins parking program.

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## Parking Vision and Approach

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### **PARKING VISION STATEMENT**

The City of Fort Collins will develop and manage parking as a critical component of public infrastructure, and as a tool to promote and sustain economic health. Parking system management and investment decisions will be guided by three primary concepts:

- Develop and manage parking to support business, economic, and neighborhood vitality.
- Create a balanced and sustainable parking and access management strategy for Downtown.
- Enhance Downtown Fort Collins as a preferred, visitor-friendly regional destination.

### **COMPREHENSIVE APPROACH**

Parking management strategies are inter-related. Actions that work to change parking behavior may have a ripple effect. For instance, programs that result in optimal on-street occupancies may result in the relocation of long-term parkers to residential neighborhoods. Individual

recommendations in this Plan should be considered integral parts of a larger management system. A combination of approaches and strategies is necessary to achieve outcomes that balance the need for access amongst all Downtown users. Policies that address urban planning, mobility management, economic development, neighborhood quality and long-term funding must be integrated with parking management to increase the probability of achieving desired results.

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## Preferred Alternative

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This section provides a high-level overview of the key ideas that are the basis for policies and action items in the Principles and Policies and Action Plan.

### **ON-STREET PARKING MANAGEMENT**

- Continue existing level of on-street parking enforcement.
- Provide a pay-by-cell phone option to allow customers to extend parking time beyond the two-hour limit.
- Enhance collaboration between the City and Downtown employers to shift employees away from on-street parking in high demand locations.
- Mitigate spillover impacts through a neighborhood permit parking program.
- When the issue of over-occupancy becomes untenable to Downtown employers, shift to on-street pay parking that maximizes customer convenience and payment options.

## COMPONENTS OF WORLD CLASS PARKING PROGRAM



**PUBLIC PARKING INFRASTRUCTURE**

- Establish public-private partnerships resulting in smaller, distributed parking garages around the Downtown where public parking is needed.
- Promote the conversion of surface parking to structured parking over time.
- Include electrical vehicle charging stations in public parking facilities.

**PARKING FOR NEW DEVELOPMENT**

- Provide public-private partnerships to leverage private investment in the Downtown.
- Implement a Parking Impact Fee for new development that is correlated to the amount of new parking provided and the level of parking demand management.
- Require new development to provide information about changes in parking demand and parking impacts.

efficiently manage a comprehensive, vertically-integrated Downtown public parking system for the benefit of Downtown businesses, residents, customers, employers, employees, visitors, and the community as a whole.

**Policy 1.2 - Engagement with Downtown Stakeholders**

Continue direct engagement with the Downtown Business Association, Downtown Development Authority, and other stakeholders through various forms of outreach and active participation in boards, committees and activities.

**Key Principles and Policies**

During the Plan preparation process, the focus of conversation by participants revolved around several important topic areas. The following key principles, policies, and related actions address issues within these topic areas (note that the numbering of items below corresponds to the item numbering in the section from which it was drawn):

**PRINCIPLE 1: ORGANIZATION AND PARTNERSHIPS**

Downtown parking will be effectively managed by the City of Fort Collins. The City will collaborate with Downtown stakeholders and actively seek input and participation.

**Policy 1.1 - Centralized Public Parking Management**

The City of Fort Collins Parking Services Department will have the authority and tools necessary to effectively and

**PRINCIPLE 2: MANAGEMENT OF ON-STREET PARKING**

Downtown patrons will be given top priority for use of on-street parking in high-demand locations.

**Policy 2.1 - Time Limit Enforcement**

Time limit enforcement will continue to be the primary tool for managing on-street parking and creating parking space turnover. The City should continue to pursue improvements to the enforcement of time limits to make the system more efficient and convenient for Downtown patrons.

**Policy 2.2 - On-Street Parking Pricing**

Charging for on-street parking is not currently City policy. However, the City should continue to assess the need for on-street parking pricing and assess triggers for actions that begin to implement an effective pricing system.

**PRINCIPLE 3: MANAGEMENT OF EMPLOYEE AND OFF-STREET PARKING**

Off-street parking in garages or surface lots will be managed primarily as areas for Downtown employee parking.

**Policy 3.2 - Employee Parking Incentives and Disincentives**

Provide a variety of public incentives and disincentives to shift employees away from parking in high-demand locations,

particularly on-street spaces. Adjust the pricing structure over time to make public off-street parking more attractive to employees.

**Policy 3.3 - Partnerships with Employers**  
Work with Downtown employers to reduce on-street parking by employees in high-demand areas by providing education, information, and resources on appropriate employee parking.



**Action Item 9. Employee Parking**  
Continue to work with employers to establish programs for deterring employees from parking in high-demand on-street locations. (Near-Term)

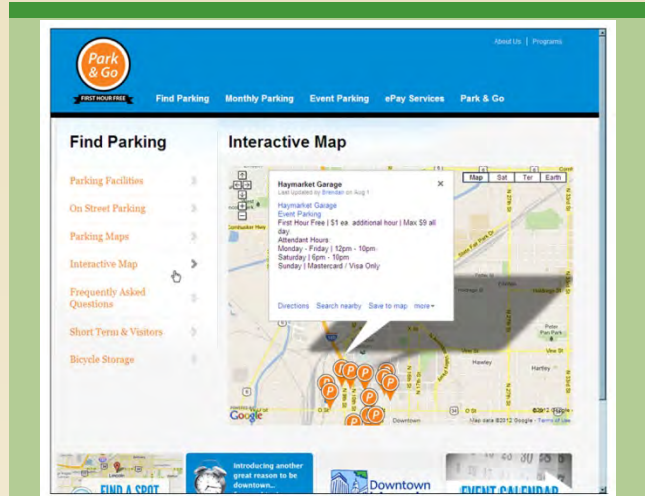
**PRINCIPLE 4: ENHANCING THE DOWNTOWN EXPERIENCE**

Customer service will be the top-priority focus in the delivery of the Downtown parking experience.

**Policy 4.1 - Customer-Oriented Parking System**

The Downtown parking system shall continue to be customer-oriented, not enforcement- or revenue-oriented.

**Policy 4.2 - Parking Program Marketing**  
Develop a clear and identifiable marketing, education, and communication strategy for the parking program.



**Action Item 17. Parking System Education and Marketing**  
Develop an education and marketing program for the Downtown parking system. (Longer-Term)

**Policy 4.7 - Flexible On-Street Time Limits**  
Provide ways for customers and visitors to park on-street for longer than two hours without enabling Downtown employees to use the on-street parking.



**Action Item 6. Pay-by-Cell for Extended On-Street Parking**  
Assess and, if feasible, implement a Pay-by-Cell system to allow for parking longer than two hours in on-street locations. (Near-Term)

**PRINCIPLE 5: NEIGHBORHOOD PARKING**

Protect neighborhoods from excessive parking by non-residents.

**Policy 5.1 - Residential Permit Program**

Establish a residential permit program as an option for areas that experience excessive parking by people who do not live in the neighborhood.

**Policy 5.2 - Cost of Residential Permit Program (RPP)**

The cost to administer an RPP will be shared between the City and permit holders. Residents can obtain a limited number of permits for free, and can purchase additional permits. Non-residents can purchase permits on a “space available” basis.



**Action Item 5. Residential Permit Program**

Develop criteria for, and implement, a residential permit program to address the impacts of non-residents parking in neighborhoods. (Near-Term)

**PRINCIPLE 6: NEW PARKING INFRASTRUCTURE**

The City’s investments in new parking facilities will support and be consistent with the economic health and urban design principles in *City Plan* and other adopted plans. In general, that means parking strategies must be sustainable while being fully integrated as an element of community and economic development strategies.

**Policy 6.1 - Comprehensive Parking Program for Future Needs**

Future parking needs will be addressed through a comprehensive parking development and management program. This program will include integrated components consisting of public-private partnerships, shared parking, distributed parking resources, funding for public parking infrastructure, parking demand reduction measures, parking information and technology improvements, and central management of public parking resources by the City of Fort Collins Parking Services.



**Action Item 7. Transportation Impact Study (TIS)**

Amend Larimer County Urban Area Street Standards Chapter 4 – Transportation Impact Studies to require that TISs for development proposals include an assessment of parking impacts in Fort Collins. (Near-Term)

**Policy 6.3 - Public-Private Partnerships for the Development of New Parking**  
 Use public-private partnerships to provide public parking in needed locations distributed throughout the Downtown. The intent is to create parking structures that promote shared parking, provide multiple parking options, reduce construction costs, and leverage new development projects that align the City’s economic goals. This approach is preferred over large, public parking structures developed solely with public funding.



**Action Item 12. Public-Private Partnership Criteria**  
 Develop criteria of when to offer parking incentives and enter into public-private partnerships. Define the minimum desired return on public sector parking investments. (Longer-Term)

**PRINCIPLE 7: MULTIMODAL ACCESS AND URBAN DESIGN**

Parking management programs will support an integrated, multimodal approach to Downtown access. Parking programs should emphasize good urban design, walkability, and strong support for transportation alternatives. The focus will be on synergistic strategies and programs that can solve multiple parking, transportation and community needs.

**Policy 7.1 - Reduce Overall Downtown Parking Ratios**  
 Encourage unneeded private parking spaces to be eliminated and replaced with activity-generating uses or pedestrian amenities.

**Policy 7.5 - Downtown Transit**  
 The City will continue to support enhanced transit Downtown, including MAX and a potential Downtown circulator because transit usage reduces Downtown parking demand by providing mobility options for employees, visitors, and customers.

**Policy 7.8 - Electrical Vehicle Charging Stations**  
 Electrical vehicle charging stations will be provided in appropriate locations on-street and in public facilities.



**Action Item 4. Public Electric Vehicle Charging Stations Pilot Program**  
 Create an electric vehicle (EV) charging station pilot program to install and operate a limited number of EV charging stations for use by the general public at selected City facilities. (Near-Term)

**Policy 7.9 - Carpool and Fuel Efficient/Low Emission Vehicles**  
 Encourage the use of carpool and fuel-efficient/low-emission vehicles through preferential parking spaces in public facilities, both on- and off-street.



**PRINCIPLE 8: FUNDING OF DOWNTOWN PUBLIC PARKING**

The City’s parking program will be self-funded. Revenues from parking-related activities will be reinvested in the parking program. Excess revenues should be retained for use in the Downtown.

**Policy 8.1 - Parking Enterprise Fund**

A parking enterprise or revenue fund will be used to account for all financial aspects of the parking program including, but not limited to, daily operations, maintenance, new parking infrastructure, neighborhood programs, and parking demand reduction initiatives. Parking will generate revenues sufficient to cover its operating and maintenance costs, including the funding of reserves for parking facility major maintenance projects.



**Action Item 10. Revenue Fund for Parking**

Create a Parking Enterprise Fund or Special Revenue Fund for revenues generated from parking operations. (Near-Term)

**Policy 8.3 - Fair Distribution of Public Parking Costs**

Parking infrastructure and programs will be funded through tools that distribute costs fairly, and according to benefit, between Downtown stakeholders, development

interests, users of parking facilities, and the community.



**Action Item 11. Funding for Parking Infrastructure**

Develop a long-term funding plan for public parking infrastructure and programs based on community and Downtown sources, and a parking impact fee on new development. (Longer-Term)

**PRINCIPLE 9: BICYCLE PARKING**

Bicycling will be supported through the provision of quality end-of-trip facilities such as bicycle racks and other amenities associated with bicycle travel. Bicycle facilities will include varying types and designs of bicycle parking for a diversity of users including visitors, customers, and employees.

**Policy 9.2 - Bicycle Parking Requirements for New Development**

Bicycle parking requirements for development will be based on land use type and projected number of site users (employees, residents, visitors, etc.).

## Performance Monitoring

Performance measurement is necessary to gauge the effectiveness of the strategies outlined in the *Parking Plan*, as well as the overall progress towards meeting the principles and policies for the study. A structured performance measurement program also provides a framework for the City to track changes to public and private parking supply and parking demand so that parking issues are identified early on, and appropriate refinements to the Plan may be made.

Preferably, a report would be prepared on an annual basis containing these indicators. The report will be part of a larger effort such as the Plan Fort Collins Monitoring Program (which contains performance measures from City Plan and the Transportation Master Plan). The Action Plan contains Action Item 12 - Parking Data, which is a project for collecting parking data necessary for tracking performance measures.

Important indicators are as follows:

- Parking occupancy
- Turnover
- Bicycle parking occupancies
- Public parking needs
- Employee parking in high demand on-street locations
- Permit parking
- Parking surface area

In addition to overall performance metrics, a set of triggers for the implementation of on-street pay parking was developed, as follows:

- The occurrence of 100% on-street occupancy rates on additional Downtown blocks.
- On-street parking occupancies increase in the Downtown core by 20% over the current levels.
- The number of parking citations issued in the Downtown area increases by 20% over current levels.

- Collaborative efforts with Downtown employers to encourage Downtown employees to use parking garages and other off-street parking prove to be unsuccessful.
- Public opposition to enforcement of the two-hour time limits reaches an unsustainable level.
- A consensus develops within the Downtown community that two-hour time limits are not working.

# Introduction

## Purpose of this Plan

The *Parking Plan* is a strategic framework that articulates the vision, policies, and actions for parking management in Downtown Fort Collins and surrounding neighborhoods. It builds and expands upon the previous parking planning that was provided as a section in the *Fort Collins Downtown Strategic Plan* (2004). It provides new parking data, an updated list of issues, and a revised and clarified set of policies and actions to address these issues. It is intended to guide not only City officials, but also to inform and enhance collaboration with businesses, employers, residents and others who live, work, and visit Downtown. While many of the policies and programs require involvement of the City's Parking Services Department, most involve a wider range of City departments and entities outside of the City organization.

This Plan promotes a comprehensive approach that integrates parking into the broader Downtown community goals. It places parking within the context of the larger community goals, articulated in *City Plan* and the *Transportation Master Plan*, in order to align parking program philosophies and programs to be more supportive of community and economic development objectives. Rather than focusing solely on providing space for vehicular parking, this Plan provides a more comprehensive scope that supports other transportation areas such as bicycle parking, MAX Bus Rapid Transit, electric and low emission vehicles, and alternative modes as a method to mitigate parking demand. It also supports *City Plan* goals for the promotion of redevelopment and infill in the Downtown area.



**Overall, this plan provides for incremental improvements in the City's parking management system.**

Extensive work will be needed in the future to move parking to a "world-class" system that has substantial Downtown support as well as sufficient resources for implementation. The outcome reflected in this Plan is based on extensive public involvement - including Downtown businesses, property owners, residents, organizations, and others - in which there were areas of agreement (such as public-private partnerships) and areas of disagreement (namely, on-street parking management and governance).

In some areas, including the development of new public parking infrastructure, the integration of alternative modes, and the support for new development, policies and

strategies represent a new approach. In the area of on-street parking management, the current system of time-limit enforcement is recommended, supplemented by a few key improvements such as more flexible time-limit options, better marketing and information, and more collaboration to reduce inappropriate parking by Downtown employees in high-demand on-street locations.

## Study Area

The *Parking Plan* study area covers the central business district and residential neighborhoods near Downtown and the Colorado State University main campus (Figure 1 Study Area). The study area core extends to the north at Cherry Street, Peterson Street to the east, and Laurel Street to the south and Whitcomb Street to the west. The study limits did not include any portion of the Colorado State University campus but does share a common boundary of Laurel Street on the south end of the study area and north side of the university.

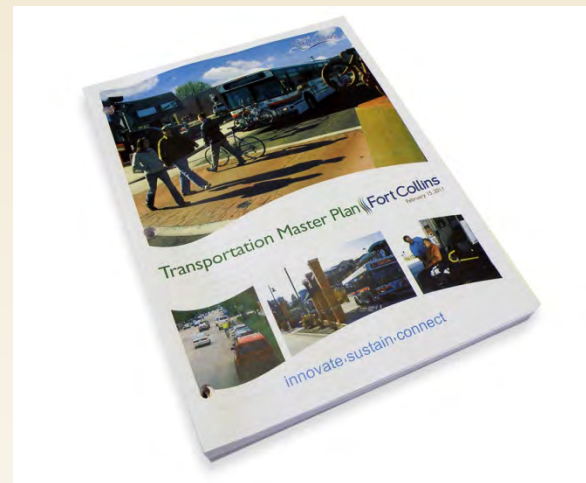
The Downtown core is the focus of much of the *Parking Plan* effort because this area is the source of many parking issues, and was the primary area analyzed for existing on-street and off-street parking characteristics. The study area core consists of more than 52 blocks and covers approximately 400 acres, and includes a wide variety of land uses. Parking characteristics are just as varied, with a composition of on-street and off-street parking, and public and private lots and garages.

Nearby neighborhoods were included in this effort because residents near Downtown and CSU may experience the effects of spillover parking by Downtown employees and CSU students, faculty or staff on predominantly residential streets.

While the focus was on Downtown, many of the policies and actions contained in this report could be relevant to other areas such as the Midtown Corridor.

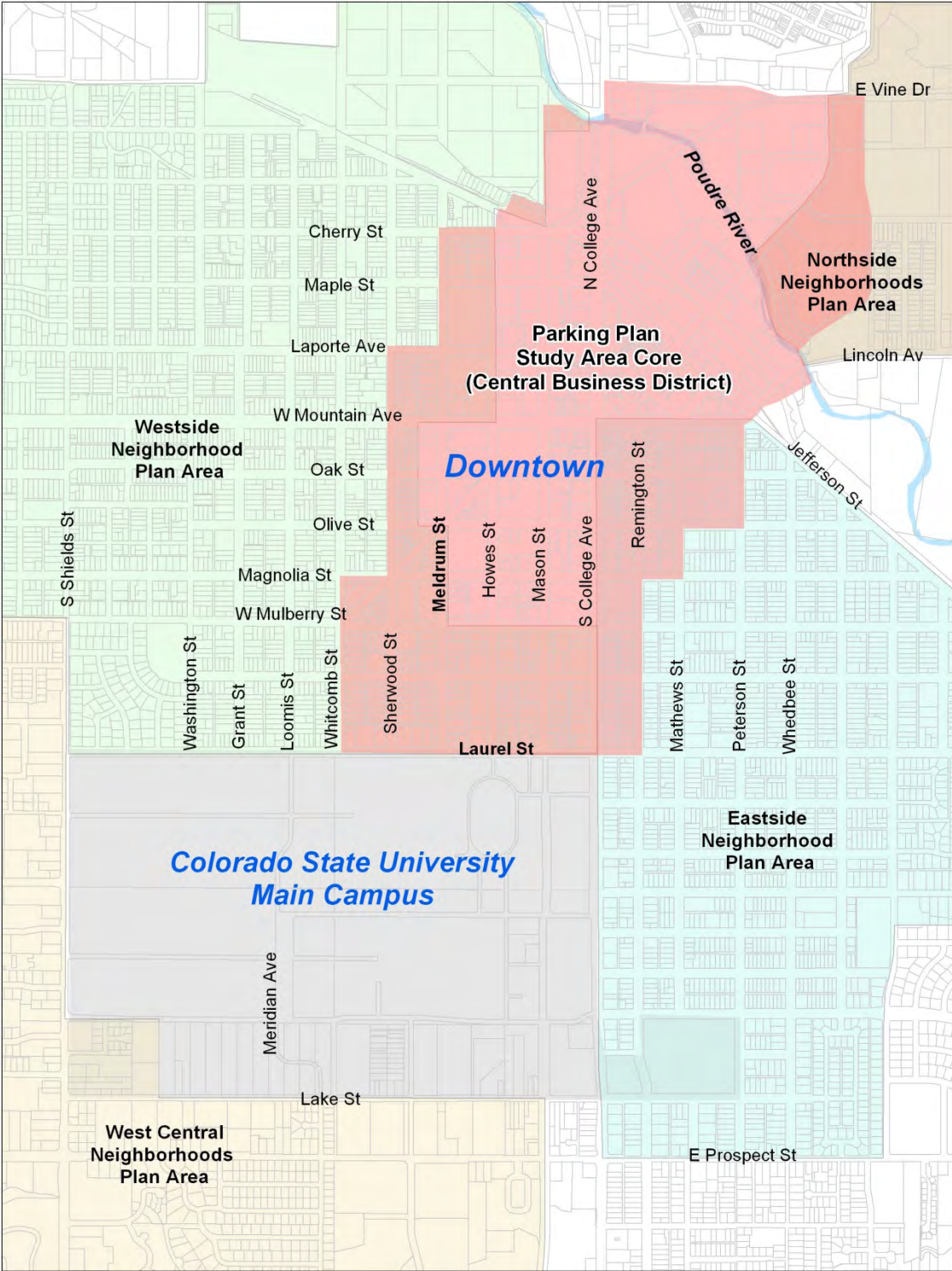
## About This Document

The *Parking Plan* is an element of *City Plan* and is part of the *Transportation Master Plan* similar in relationship as the *Master Street Plan*, *Bicycle Plan*, *Pedestrian Plan*, *Transport Strategic Operating Plan*, and the *Capital Improvement Plan*. It has a strong relationship to the City's economic health policies because an effective parking management system is crucial to retaining the vitality of Downtown.



***Parking Plan is an element of the Transportation Master Plan.***

FIGURE 1: STUDY AREA



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## Sustainability and Parking

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### INTRODUCTION

Parking either act to facilitate the achievement of sustainability objectives or work against them. As with any *City Plan* policy, program, or action, parking efforts need to be evaluated against broad City sustainability goals. In this planning effort, parking alternatives for three areas of parking management have been evaluated against sustainability criteria (See Parking Alternative Analysis on page 27.)

### ECONOMIC CONSIDERATIONS

Parking is never free, but in many places consumers pay nothing to park. The cost of parking is hidden by charging higher prices for everything else - commercial transactions such as rents, and retail sales, include such hidden costs that everyone pays regardless of how they travel. In effect, free parking is a subsidy for auto travel. Large areas of parking can be an eyesore and lessen the concentration of uses in an area, leading to a decline in the quality of a place and less economic vitality. On the other hand, parking management can be an important tool for supporting Downtown economic health. It provides for the appropriate allocation of parking supply for customers, visitors, owners, employees and residents. Effective management can reduce abuse of parking by certain Downtown users, such as parking by employees in spaces of high value to retailers, leading to more customers and higher sales. It can promote share parking opportunities and structured parking to reduce parking surface area.

### SOCIAL CONSIDERATIONS

Not all citizens can afford, or choose to travel, by car. However, as mentioned previously, everyone pays for free parking

in one way or another, the increasing the cost of goods and services. Large expanses of parking are a barrier to pedestrians and cyclists, and social interaction.

Developments with excessive parking are harder to serve with transit. Alternatively, parking management can act to facilitate Downtown access by special needs populations who might rely on handicap parking spaces that are within a convenient distance from key destinations. It can also work toward enhancing social interactions by reducing the need for surface parking (which break up the pedestrian scale and concentration of uses), and by providing for shared parking opportunities.

Management of parking is particularly important during Downtown events and festivals as the demand outstrips supply in a particular area.

### ENVIRONMENTAL CONSIDERATIONS

Surface parking has a significant impact on the environment. The heat island effect from surface parking increases air temperature, leading to more energy used to keep buildings cool, increased amounts of ozone pollution, and decreased health and comfort. Increased stormwater runoff and lower water quality are other important concerns. Again, appropriate management can result in programs to promote alternatives to parking, shared parking opportunities, structured parking, and greener parking layouts and designs, all of which can lessen environmental impacts.

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## Related Plans and Reports

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This section provides an overview of related Fort Collins plans. The purpose is to show how this Plan implements the City's vision and goals, and to describe the relationships between this and other planning initiatives. This section

summarizes the parts of each plan that are relevant to the *Parking Plan*.



### CITY PLAN (FEBRUARY 2011)

*City Plan*, the City's comprehensive plan, includes the community vision and goals providing guidance on how the City wants to grow over the next 25 years. All other city plans are to adhere to the overall *City Plan* vision, principles, and policies. Three overarching themes are presented that frame the City's vision:

- 1) Innovate - The City wishes to be a world-class leader and serve as a model for other communities. When developing plans for the City, new and creative solutions are encouraged.
- 2) Sustain - All plans should have a long-term focus, be mindful that the community should respect nature's boundaries and resources, acknowledge the interdependent nature of economics, human activity, and the impacts of policies, decisions, and outcomes on the environment.
- 3) Connect - This vision focuses on physical, social, and technological connectivity. Physical connectivity refers to providing safe and efficient modes of transportation. Social connectivity refers to encouraging community organizations and providing gathering spaces to promote interaction. Technological connections refer to expanding technology infrastructure to improve communication throughout the community. Plans for the City should

maintain and strengthen these connections.

*City Plan* categorizes community principles and policies in seven topic areas: Economic Health; Environmental Health; Community and Neighborhood Livability; Safety and Wellness; Culture, Parks, and Recreation; High Performing Community; and Transportation. Key policies related to parking management include:

- Policy EH 1.4 - Target the Use of Incentives to Achieve Community Goals
- Policy EH 4.1 - Prioritize Targeted Redevelopment Areas
- Policy EH 4.2 - Reduce Barriers to Infill and Redevelopment
- Policy ENV 9.1 - Promote Alternative and Efficient Transportation Fuels and Vehicles
- Policy LIV 5.1 - Encourage Targeted Redevelopment and Infill
- Policy LIV 5.2 - Target Public Investment Along the Community Spine
- Policy LIV 30.4 - Reduce Visual Impacts of Parking
- Policy LIV 30.5 - [Design of] Parking Structures
- Policy LIV 30.6 - Reduce Land Devoted to Surface Parking Lots
- Policy LIV 32.5 - Maintain Visual Character [of the Downtown District]
- Policy T 2.2 - [Provide a wide array of transportation facilities to support development of] Districts and Activity Centers
- Policy T 3.4 - Travel Demand Management
- Policy T 6.1 - Sustainable Long-Term Funding
- Policy T 6.3 - Innovative Funding
- Policy T 7.1 - [Re-evaluate standards, policies, and operations dealing with] New Transportation Modes
- Policy T 19.4 - Development and Sharing of [Public and Private] Infrastructure
- Policy T 23.1 - Maintenance [Protect investment in transportation facilities]

**TRANSPORTATION MASTER PLAN  
(FEBRUARY 2011)**

The *Transportation Master Plan* (TMP) is the transportation element of *City Plan*. The transportation goals that are important to consider in this parking plan are as follows:

- Fully integrate land use and transportation to create an affordable, accessible, low energy, low impact, and efficient transportation system.
- Providing multiple modes of transportation that are safe, affordable, easy, and convenient for people of all ages and abilities.
- Provide safe, reliable, convenient, and effective vehicular mobility and access.
- Provide high quality transportation infrastructure that will be recognized as world class by residents, visitors, and peers.
- Educate people of their transportation choices and on how their travel choices impact the transportation system, the environment, and the community.

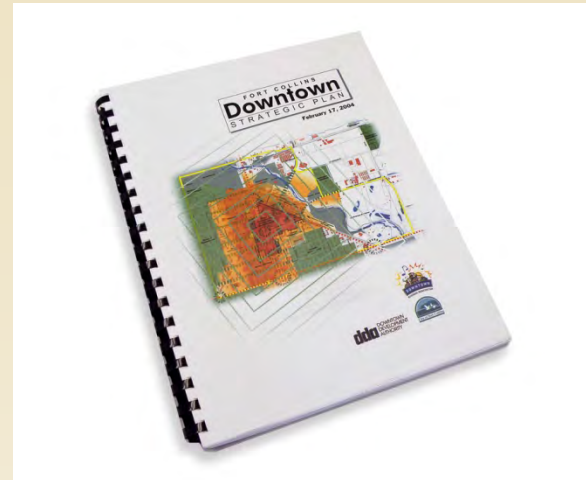
The TMP does not contain specific policies referencing parking. However, there is a reference to parking under "Minor Update Areas". This section describes parking principles from the *Downtown Strategic Plan*, and the intent is to update the principles and policies in the TMP through the parking plan update process.

**DOWNTOWN STRATEGIC PLAN  
(FEBRUARY 2004, AMENDED 2006)**

The *Downtown Strategic Plan* (DSP) currently serves as the City's parking plan. The background data, principles, and recommended strategies will be replaced through this new Parking Plan effort.

Principle 1.1.1  
Increase the availability of existing parking for commerce by promoting higher vehicle

turnover of on-street parking to enhance and sustain commercial vitality.



***The Downtown Strategic Plan (DSP) currently serves as the City's parking plan. The background data, principles, and recommended strategies will be replaced through this new Parking Plan effort.***

Principle 1.1.2  
Encourage long-term parkers, customers, and employees to better utilize existing Downtown parking structures.

Principle 1.3.1  
Create a comprehensive parking management plan for the Downtown area.

Principle 2.3.1  
Develop, manage, and operate parking as essential civic infrastructure, and over time create a "park once" environment to sustain low overall parking ratios.

Principle 2.3.2  
Enhance the responsiveness of the City's parking department to effectively deal with the rapidly changing parking environment.

The City has already taken actions that work towards realizing these principles. Enforcing two-hour time limits, new license plate recognition technology, implementation of an increasing fine



structure, and requiring long-term parkers to move off the block-face when they leave a timed parking area, have worked to improve turnover by 20% since 2004 when the DSP was adopted. In addition, implementation of permit program choices and discounted prices in lots for long-term parkers has been instrumental in encouraging use of lots and garages.

However, many of the issues identified in the DSP remain unresolved. First, there are still high occupancies in the Downtown core. Second, employee parking in on-street locations in the high demand parking area is still problematic. Third, the City has not thoroughly addressed the parking needs of new development. Great strides have been made with the realization of MAX BRT and upgraded bicycling facilities. However, there will be large parking deficits without a concerted effort to provide new parking infrastructure and to increase alternative mode usage.

**MASON CORRIDOR PLANS AND REPORTS – MASON STREET TRANSPORTATION CORRIDOR MASTER PLAN (OCTOBER 2000), MASON CORRIDOR ECONOMIC ANALYSIS (DECEMBER 2007), MASON CORRIDOR – MASON EXPRESS BUS RAPID TRANSIT ENVIRONMENTAL ASSESSMENT (MAY 2008), AND OTHER STUDIES RELATED TO THE MASON CORRIDOR**

The project is expected to be completed by 2014. The Mason Corridor presents unique opportunities and challenges for the Downtown parking system. On one hand, high-frequency Bus Rapid Transit will provide an excellent option for visitors to the Downtown and has significant potential to reduce future parking demand. On the other hand, there will be the need for a Downtown park-and-ride lot, and new transit oriented developments that come with less parking will put additional strains on existing parking resources. Studies

estimated a need for 125 spaces for a Downtown park-and-ride lot.

The Mason Corridor Economic Analysis describes the economic benefits of the Mason Corridor and includes an overview assessment of the development potential of eleven sites in the Downtown area. The report suggests that there is the potential for 1,500 housing units and approximately 295,000 square feet of commercial spaces split between retail and office uses. This amount of development would be absorbed over a 10 - 15 year timeframe. The study assumed this level of development would be supportable with structured parking. The figures are relevant to the future parking demand projections used in this Parking Plan update.

**DOWNTOWN FORT COLLINS WAYFINDING SIGN SYSTEM (DECEMBER 2009)**

The purpose of this schematic design manual is to present customized signage within Downtown Fort Collins and signage leading to Downtown. In regards to parking, the wayfinding system will communicate and direct visitors to Downtown parking locations. The system is to be implemented by a City staff team using General Improvement District #1 funds.

**DOWNTOWN RIVER DISTRICT STREETScape IMPROVEMENT PROJECT (AUGUST 2008)**

In addition to on-street parking improvements, the River District project identified the need for off-street parking to meet future demand. The parking demand was estimated at 285 spaces for future residential uses, and 805 spaces for non-residential uses, for a total of new 1,090 spaces needed to meet new demand. The demand was to be met through a combination of on-street and off-street spaces. On-street spaces could provide

approximately 355 spaces, with a balance of 735 spaces in off-street locations.

The project did not determine specific off-street locations, but suggested that surface lots could be provided to be shared amongst multiple land uses and eventually expanded into multi-story parking structures built as part of residential and mixed-use developments. The study states, "The City and the DDA will encourage developers to look for ways to provide off-street parking supply that is beneficial to their developments and to the River District as a whole. Ideally, a joint public/private parking solution could be developed to serve the Downtown River District area-wide needs." The study describes an action item to be undertaken by City and DDA staff to "explore short-term and long-term parking strategies."

### **2008 BICYCLE PLAN (OCTOBER 2008)**

Chapter 9 of the *Bicycle Plan* describes multi-modal connectivity including end-of-trip facilities that are relevant to the *Parking Plan*. The *Bicycle Plan* identifies several problem areas around Downtown where the condition of short-term parking needs more attention:

- Southern and northern entrances to Old Town Square
- College Avenue, between Mountain and Laporte Avenues
- Mountain Avenue, between College Avenue and Mason Street
- Walnut Street, between College Avenue and Linden Street

The *Bicycle Plan* recommends exploring ways through which the City can encourage the development of indoor, long-term, bicycle parking facilities with new public and private development. Areas of focus should include transit stops and stations, community facilities, public and private parking structures, and major employment and commercial centers. Specifically for

the Downtown, the *Bicycle Plan* recommends close coordination and cooperation with local businesses to encourage innovative parking solutions, like the use of vehicle parking stalls or the use of removable, bicycle parking racks for weekend evenings and during special events.

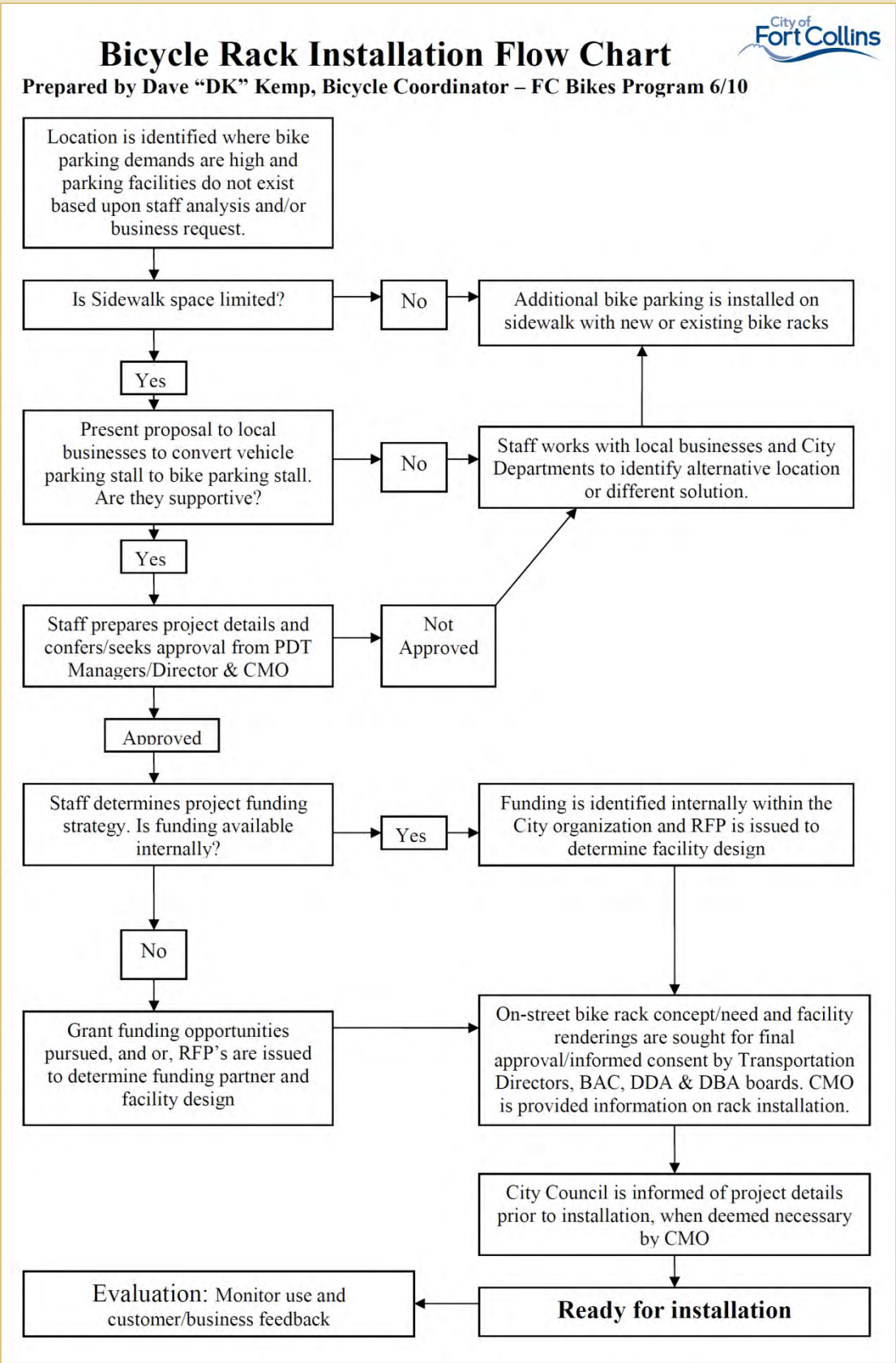
A related bicycle parking policy is the City's Bike Facility and Program Sponsorship and Advertising Policy, which encourages public-private partnerships as a means to implement more bicycle parking in the City. The policy establishes a method for facility sponsorship and advertising of those facilities. The policy includes a flowchart to guide the siting of new bicycle racks particularly for locations that involve on-street vehicular parking spaces (see Figure 2 below).

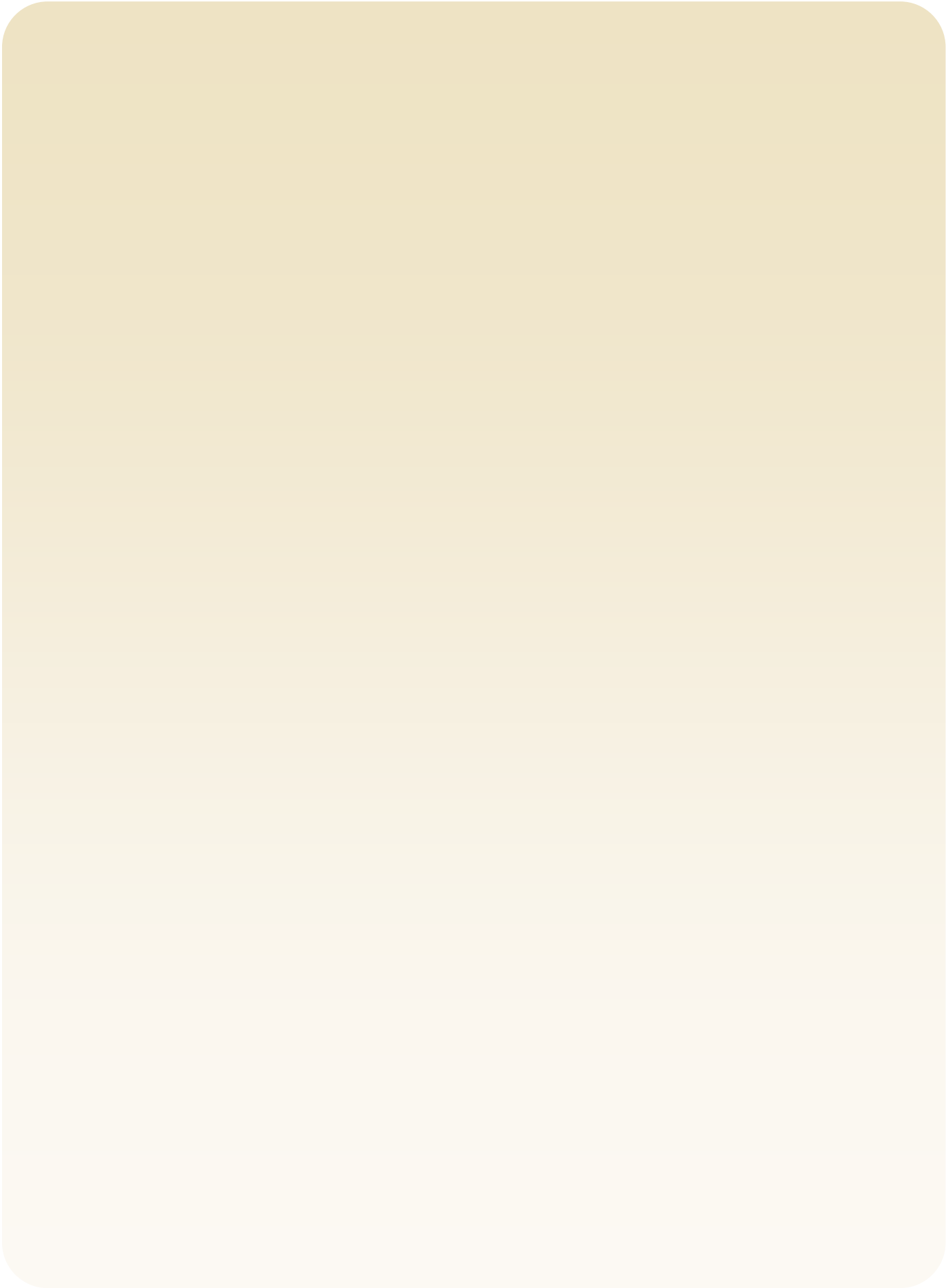
### **LAND USE CODE PARKING DEVELOPMENT STANDARDS**

The Land Use Code does not require a minimum number of parking spaces for most nonresidential uses throughout the City. Instead, the Code identifies maximum allowed parking spaces for different nonresidential uses (Section 3.3.2(K)). In addition, minimum parking requirements for multi-family and mixed-use dwellings do not apply in the Transit-Oriented Development (TOD) Overlay Zone, of which Downtown is a part. The Code also describes parking lot layout requirements, handicapped parking requirements, parking stall dimension standards, and landscaping requirements.

Section 3.2.2(C)(4) of the Code was updated in August 2012 with changes to the City's bicycle parking requirements. The Code provides for two types of bicycle parking: enclosed storage and fixed racks. Different land uses have different requirements for bicycle parking amounts and types, and minimums are tied to the size or intensity of the use.

FIGURE 2: BICYCLE RACK INSTALLATION FLOW CHART





# Parking Vision and Approach

## Parking Vision Statement

The City of Fort Collins will develop and manage parking as a critical component of public infrastructure, and as a tool to promote and sustain economic health. Parking system management and investment decisions will be guided by three primary concepts:

- Develop and manage parking to support business, economic, and neighborhood vitality.
- Create a balanced and sustainable parking and access management strategy for Downtown.
- Enhance Downtown Fort Collins as a preferred, visitor-friendly regional destination.

### COMPREHENSIVE APPROACH

Parking management strategies are inter-related. Actions that work to change parking behavior may have a ripple effect; for instance, programs that result in optimal on-street occupancies may result in the relocation of long-term parkers to residential neighborhoods. Individual recommendations in this Plan should be considered integral parts of a larger management system. A combination of approaches and strategies is necessary to achieve outcomes that balance the need for access amongst all Downtown users.

Policies that address urban planning, mobility management, economic development, neighborhood quality and long-term funding must be integrated with parking management to increase the probability of achieving desired results.



*Parking management strategies are inter-related. Actions that work to change parking behavior may have a ripple effect; for instance, programs that result in optimal on-street occupancies may result in the relocation of long-term parkers to residential neighborhoods.*

FIGURE 3: COMPONENTS OF A WORLD CLASS PARKING PROGRAM



# Parking Issues

## List of Issues

There are significant issues with the way that Downtown parking functions today. A comprehensive list of issues was identified through an extensive public process including board and commission meetings, stakeholder comments, Parking Expert Advisory Panel interviews and observations, questionnaire results, and field data collection (see section beginning on page 83). Note that this list is not given in any prioritized order.

1. The City does not have a parking component to its economic development strategy.
2. Very high occupancies of core on-street parking and public surface lots.
3. Upside-down pricing causes trolling and "garage avoidance".
4. Some business owners very concerned about lack of Saturday/evening enforcement.
5. Employees parking on-street. Many employees don't have access to, or are unwilling to use, off-street parking.
6. Two-hour time-limit not meeting needs of many customers.
7. Downtown employees and CSU students park in adjacent neighborhoods.
8. People don't know about their parking options.
9. Wayfinding improvements are needed.
10. Lack of business involvement and accountability in parking management decisions.
11. More parking infrastructure is needed in the future, but no revenue streams are identified to pay for it.
12. There is no accountability for new Downtown uses regarding employee or resident parking.
13. Parking is a "giant unfunded liability".
14. Need to provide different types/design of bicycle parking.



***The most convenient and valuable parking spaces are free while there is a charge to park in the less convenient off-street parking spaces. In other words, the parking pricing policy is "upside-down."***

Another way to characterize the current Downtown parking situation, and its possible parking future, was stated by the Expert Advisory Panel:

*"The parking program and management is currently very good, but the system is not ready for the future. While parking is an aggravation today, it could become a real "pain" with more and more parkers seeking fewer and fewer spaces. In the future, a surge in employment could place a burden on the system. The public garages and lots could become full, and more employees and customers will park in limited on-street spaces. Enforcement will need to increase, and with it will come the danger where Downtown is perceived as the "enforcement zone."*

## Description of Key Parking Issues

### HIGH PARKING OCCUPANCIES IN THE RETAIL CORE

The parking utilization study showed that the retail core has very high occupancies - in many cases approaching 100% (see Figure 9, page 71). This so-called "Parking Hot Zone" is an area where parking demand approaches or exceeds available supply. Very few spaces are vacant in this area, causing drivers to spend a lot of time trolling for a parking space, increasing congestion, wasting fuel, polluting the air, and decreasing pedestrian safety. Frustration over not finding a convenient space causes some potential customers to avoid Downtown altogether (see Parking Plan Questionnaire Results on Page D-1). According to one expert, 20 studies between 1927 and 2008 found an average of 36% of the cars in congested downtown traffic were cruising for underpriced curbside parking.

The occupancies in Downtown are reflective of the fact that the most convenient and valuable parking spaces are free while there is a charge to park in the less convenient off-street parking spaces. In other words, the parking pricing policy is "upside-down." There is a direct relationship between parking pricing policies and promoting the parking behaviors that are in the best interest of a healthy and vital Downtown activity center.

### LONG-TERM PARKERS IN SHORT-TERM SPACES

A significant percentage of employees currently park in high-demand on-street parking spaces. It is estimated that at least 20% of the spaces in the Core are parked by Downtown employees based on 2004 *Downtown Strategic Plan* (DSP) and 2011

Parking Plan questionnaire responses. On-street spaces are critical for the success of Downtown retailers and restaurants, and are not intended to be used as long-term parking. While the enforcement program instituted following the DSP has been successful in addressing most long-term parking issues, the problem of employee parking remains. Scofflaw employees avoid the two-hour time limits by re-parking their vehicles.



***Trolling for parking is a common Downtown experience.***

Obviously this impacts merchants, but it also impacts the City in terms of lost sales tax revenues.

This common parking problem requires a combination of incentives and disincentives to be effectively resolved. Requiring a fee for on-street parking, while taking advantage of advances in parking technology is acknowledged by parking experts as the most effective strategy to reduce abuse of short-term parking spaces. However, reasonably priced and convenient employee parking must simultaneously be provided to ensure an effective and sustainable system.



## HEADS UP

There are approximately 1,200 heavily used on-street parking spaces in the Downtown core.

If 20% of those spaces were used by workers, 240 spaces would be unavailable to shoppers.

If each space turned over 6 times per day, they would accommodate 1,440 shopper trips.

If each car carried 1.5 customers, there would be 2,160 customers.

If a quarter of those customers went elsewhere to shop and each customer spent \$10, the total loss per day would be \$5,400.

Annualized at 6 shopping days each week, the total loss would amount to over \$1.6 million in Downtown revenue.

## LACK OF AN OVERALL PARKING STRATEGY FOR NEW DEVELOPMENT

Many cities have used minimum parking requirements to ensure that a given land use accounts for its parking demand by providing adequate parking. However, minimum parking requirements undermine efforts to create attractive, vibrant, and walkable communities. More specifically, as stated by a white paper from the City of Newport Beach, CA, minimum parking requirements have been shown to:

- Create an “oversupply” of parking in almost all communities in all but the highest periods of parking demand.
- Devalue the true “costs” of parking to drivers, thereby creating an incentive to drive, which results in more local congestion and vehicle emissions.
- Require tremendous amounts of land, thereby degrading the physical

environment and impacting a community’s urban form, design, and aesthetics.

- Limit the ability to develop urban “infill” projects or adaptively reuse historic structures.
- Make projects more expensive and reduce overall profitability.

The City eliminated its minimum parking requirements for most commercial uses in 1997 as part of *City Plan* and the adoption of the Land Use Code. The Code retained minimum parking requirements for residential uses, and added maximum parking requirements for commercial uses.

In 2007, the City adopted development standards for the Transit-Oriented Development (TOD) Overlay Zone which included elimination of parking minimums for residential uses. This change applied to Downtown and other areas inside the TOD Overlay Zone.

The Land Use Code also implements *City Plan* policies calling for decreasing the amount of area devoted to surface parking (Policy LIV 30.6), maintaining the visual character of Downtown (Policy 32.5), and designing to enhance pedestrian and bicycle activity (Policy 32.9).

The premise behind the elimination of minimums was that the amount of off-street parking should be determined by a developer’s analysis of what is financially feasible for their project and what they believe that “market” would support. It is intended to provide a better nexus between the free market for parking and actual demand, rather than an arbitrary parking standard. It was also intended to provide flexibility for difficult to develop sites and to help ensure that existing parking supply is efficiently utilized before more parking is built.

Many communities have removed minimum parking requirements for their downtowns

or transit oriented areas like Fort Collins. Some successful examples include Boulder, Petaluma, CA, Portland, OR, and Eugene, OR. Unlike Fort Collins, these communities have backfilled the parking demand with a more centralized parking infrastructure investment strategy and with strong parking demand reduction measures. In this model, the public sector (and, in some cases, private operators) provides the bulk of the shared parking for various uses and manages demand reduction programs such as transit passes for employees, parking cash-out, employer-mandated reduction programs, etc.

Most new Downtown Fort Collins development has been built with parking to meet at least a portion of the project's demand. However, the demand from some new land uses outstrips the designated parking supply. In addition, effective mitigation measures have not been implemented to reduce demand or otherwise make underutilized parking lots usable to the public. As a result, there has been an impact on the limited supply of public on- and off-street parking. New parkers compete with existing parkers for the same number of public on-street and off-street spaces, and neighborhoods adjacent to Downtown experience spillover parking by employees.

These issues underline the need to accompany the elimination of parking minimums with other strategies that address unmet parking demand.

While a simple solution could be to re-institute minimum parking requirements, this option comes with significant negative effects as explained earlier. The comprehensive approach recommended by this Plan contains several inter-related elements: (1) Create a stronger role for the City by participating in public-private parking partnerships for the creation of parking infrastructure that can serve multiple uses; (2) Require an assessment of

potential development parking impacts; (3) Ensure that development participates financially in the construction of infrastructure related to parking demand impacts; and (4) Strengthen efforts to reduce parking demand such as providing more multi-modal options.



***Many Downtown employers do not provide parking on-site.***

## SUMMARY

The lack of parking to accommodate new development puts a burden on public parking infrastructure, much of which is already heavily used. Many employees do not have any other option but to park in high-demand locations, which contributes to the high on-street occupancy problem. As a result, trolling for parking spaces increases, leading to congestion, air quality impacts, spillover parking into neighborhoods, and other associated issues.

The inter-related nature of these issues means that solutions need to be linked and coordinated. For example, pricing programs to ensure appropriate occupancies and upside-down pricing structure could result in spillover parking into neighborhoods unless there is a viable strategy to create options for displaced parkers and a method to restrict parking in neighborhoods.

# Parking Alternatives Analysis

## Introduction

This section identifies and evaluates alternatives for three key parking topics:

- On-street parking management
- New public parking infrastructure
- Parking for new development

The purpose of the assessment was to compare different options for addressing these key topics. The assessment was useful in understanding strengths and limitations of the alternatives and helped to shape a preferred alternative.

## Alternatives to Address Key Parking Issues

The alternatives listed below are presented from the least amount of change or involvement by the City to the most amount of change or involvement by the City. The characteristics were selected based on their ability to provide clear choices for parking solutions, although in reality elements from different alternatives could be combined and modifications could be made to mitigate negative certain impacts.



***Bicycle-sharing station in Boulder.***

The approach taken in this assessment is a hybrid between the City of Fort Collins Utility's Triple Bottom Line Analysis Map (TBLAM) and Plan Fort Collins' Decision Support Tool. Evaluation criteria were used to assess each alternative. The criteria were based on policies in *City Plan*, the *Transportation Master Plan*, and the *Downtown Strategic Plan*, and are related to parking issues (page 22) identified in the planning process.

TABLE 1: ALTERNATIVE EVALUATION CRITERIA

Evaluation Criterion	City of Fort Collins Policy Basis*
Change in Downtown retail sales	CP Policy LIV 33.1 - Emphasize Retail (p. 85) DSP 1.1.3 Encourage active level ground uses...(p. 24)
Private sector investment in Downtown	CP Policy LIV 5.1 - Encourage Targeted Redevelopment and Infill (p. 51) CP Policy EH 4.2 - Reduce Barriers to Infill Development and Redevelopment DSP 2.1.3 Implement an active economic development program to foster redevelopment... (p. 34)
Provision of sustainable funding	TMP T 6.1 - Sustainable Long Term Funding (p. 27) TMP T 6.3 - Innovative Funding (p. 27)
One-time costs	TMP T 6.2 - Fiscal Responsibility (p. 27)
On-going costs	TMP T 6.2 - Fiscal Responsibility (p. 27)
Impacts to congestion and air quality	CP Principle ENV 9: The City will reduce total mobile source emissions by focusing on both technology and behavior (p. 34) TMP Policy T 17.8 Congestion on Built-Out Corridors (p. 32)
Support for other travel options	TMP Policy T 3.1 - Pedestrian Mobility (p. 25) TMP Policy T 3.2 - Bicycle Facilities (p. 25) TMP Policy 3.3 - Transit Supportive Design (p. 25) TMP Policy 3.4 - Travel Demand Management (p. 25)
Amount of area devoted to parking (heat island effect, stormwater, water quality)	CP Policy LIV 30.6 Reduce Land Devoted to Surface Parking Lots (p. 82) DSP 1.2.5 Maintain and reinforce the visual distinctiveness of downtown (p. 29)
Changes in neighborhood quality of life	CP Policy LIV 21.3 - Calm Traffic (p. 73) DSP 3.1.1 Protect the character of existing residential neighborhoods... (p. 45)
Support for walkable environment	CP LIV 31.4 - Design for Pedestrian Activity (p. 83) TMP Policy T 3.1 - Pedestrian Mobility (p. 25)
Opportunities for partnerships and collaboration	CP Policy EH 2.3 - Develop Economic Partnerships (p. 21) CP Policy HI 4.1 - Forge Partnerships (p. 117)
Cost equity	CP Policy LIV 4.2 - Utilize Fees and Development Requirements (p. 51) CP Policy HI 6.2 - Diversify the Revenue Stream (p. 118) TMP T 6.3 - Innovative Funding (p. 27) TMP T 19.4 - Development and Sharing of Infrastructure (p. 33)
Public acceptance	CP Principle HI 3: The City will provide outstanding customer service and work collaboratively to address issues and resolve problems. (p. 117)

\*KEY TO ABBREVIATIONS

- CP = City Plan
- LIV = Community and Neighborhood Livability
- EH = Economic Health
- HI = High Performing Community
- TMP = Transportation Master Plan
- DSP = Downtown Strategic Plan

## On-Street Parking Management

### RELATED ISSUES (SEE PAGE 23)

- Very high occupancies of core on-street parking and public surface lots.
- Upside-down pricing causes trolling and “garage avoidance”.
- Some business owners very concerned about lack of Saturday/evening enforcement.
- Employees parking on-street. Many employees don’t have access to, or are unwilling to use, off-street parking.
- Two-hour time limit not meeting needs of many customers.
- Downtown employees and CSU students park in adjacent neighborhoods.

### ALTERNATIVES

#### 1. Existing (Null) - Time limit enforcement

##### Characteristics:

- *Existing* time limit enforcement: progressive fines (free, \$10, \$25, \$50), 4-hour block face rule, 180-day citation rule
- Free on-street parking
- Free, hourly (\$1/hour), and permitted spaces (\$18 - \$46/month) in off-street lots and garages

#### 2. Increased enforcement and other programs to reduce inappropriate long-term parking

##### Characteristics:

- *Increased* enforcement of time limits: larger fines, longer block face rule, and enforcement in the evenings and weekends
- Voluntary efforts by employers to reduce inappropriate employee parking
- Lower-priced permit parking than today

#### 3. On-street pay parking

##### Characteristics:

- Charge for on-street parking with 20 minutes free time
- Performance-based pricing - 10-15% parking spaces unoccupied at any time
- No time limits and progressive pricing - the longer you stay the more you pay
- Off-street parking hourly rate lower than on-street

TABLE 2: TRIPLE BOTTOM LINE ANALYSIS FOR ON-STREET PARKING MANAGEMENT

	Evaluation Criteria	ALTERNATIVE		
		1. Existing Time Limits	2. Increased Enforcement	3. On-street Pay Parking
Economic	Change in Downtown retail sales	Sales may decline over time as occupancies grow & fewer shoppers are accommodated <sup>1</sup>	Potentially lower sales due to “enforcement zone” perception amongst customers <sup>2</sup>	Evidence of positive benefits but no definitive correlation <sup>3</sup>
	Private sector investment in Downtown	No change	May deter some businesses from locating/expanding	Unknown
	Provision of sustainable funding	Sufficient revenues to retain existing program	Potential funding increase through higher fine revenue <sup>4</sup>	Provides significant funding for parking and Downtown programs <sup>5</sup>
	One-time costs	None	\$K for new enforcement equipment	Pay-by-cell = \$0 Meters = \$1.3M <sup>6</sup>
	On-going costs	Same enforcement costs	Higher ongoing enforcement costs	Pay-by-cell = \$0; meters = \$60K <sup>7</sup>
Environmental	Impacts to congestion and air quality	High occupancies cause trolling, increasing congestion & emissions <sup>8,9,10</sup>	Somewhat fewer impacts if increased enforcement reduces abuse of curb parking	Parking pricing reduces vehicle miles travelled and emissions <sup>11</sup>
	Support for other travel options	No change	Potential to increase alternative modes (but at cost to retailers)	Pricing <u>with</u> travel options reduces commuting by 10-30% <sup>12</sup>
	Amount of area devoted to parking (heat island effect, stormwater, water quality)	No change	No change	Smaller, because more efficient use of spaces and higher “throughput” of parking for vehicles
Social	Changes in neighborhood quality of life	Some neighborhoods are impacted by spillover parking	Could worsen spillover parking	Could worsen spillover parking
	Support for walkable environment	No change	No change	Greater support - better allocation of different user groups to appropriate parking
	Perception of safety	Less safe for pedestrians due to drivers circling the block for parking <sup>13</sup>	Could be marginally better if enforcement effectively reduces abuse of curb parking	Safer for pedestrians due to fewer trolling vehicles
	Opportunities for partnerships and collaboration	No change	No change	High if meter revenue is retained to the Downtown <sup>14</sup>
	Cost equity	Community pays indirect costs for parkers (through rents, retail sales, and externalities) <sup>15</sup>	Community pays indirect costs for parkers (through rents, retail sales, and externalities)	Downtown motorists pay to park and revenue can be used to offset external impacts like spillover parking. <sup>16</sup>
	Public acceptance	No change	Likely to be strongly negative because of higher fines	Mixed for and against. Some businesses see benefit in ability to accommodate more visitors; others see it as a deterrent to shopping and competitive disadvantage <sup>17,18</sup>

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## New Public Parking Infrastructure

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### RELATED ISSUES (SEE PAGE 23)

- The City does not have a parking component to its economic development strategy.
- Upside-down pricing causes trolling and “garage avoidance”.
- More parking infrastructure will be needed in the future, but no revenue streams have been identified to pay for it.
- Parking is a “giant unfunded liability”.

### ALTERNATIVES

#### 1. Existing (Null) - No new parking infrastructure

##### Characteristics:

- Reliance on existing inventory to supply future parking needs

#### 2. Public-private partnerships and efficient use of existing parking infrastructure

##### Characteristics:

- Public-private partnerships to create new public parking
- Smaller, distributed parking structures
- Conversion of surface parking to structured parking over time
- Increased amount of shared parking between land uses

#### 3. Build a new large public parking structure

##### Characteristics:

- One large public parking structure built solely from public funds
- Structure placed at a central Downtown location

TABLE 3: TRIPLE BOTTOM LINE ANALYSIS FOR NEW INFRASTRUCTURE

	Evaluation Criteria	ALTERNATIVE		
		1. Existing - No new parking infrastructure	2. Public-private partnerships	3. Build a new large public parking garage
Economic	Change in Downtown retail sales	Does not provide additional support to Downtown retail	Could support Downtown retail if lots within the Downtown core near retail become available for public use <sup>19</sup>	Limited support Downtown retail due to 1) upside-down” pricing; 2) excess capacity at existing garages
	Private sector investment in Downtown	Does not support private sector investment	Helps to support Downtown development in a variety of locations	Could benefit development <u>in a limited area</u>
	Provision of sustainable funding	Existing program is self-funded	New funding sources will be needed	New funding sources will be needed to build; possibility that garage would need City subsidies to operate if underutilized
	One-time costs	\$0	\$33 million (over a period of time) <sup>20</sup>	\$33 million (one time)
	On-going costs	No change	Self-funded through permits	If sufficient use, then self-funded through permits
Environmental	Change in congestion and air quality	No change	Same as current if this alternative results in more efficient use of existing lots	Worse if this alternative encourages more driving
	Support for other travel options	No change	No change	No change
	Amount of area devoted to parking (heat island effect, stormwater, water quality)	No change	Could reduce surface parking in several locations through new garages	Reduces area devoted to surface parking on site occupied by new garage
Social	Changes in neighborhood quality of life	Spillover parking expected to get worse	Could address spillover parking in some areas by providing distributed long-term parking	Limited ability to address spillover parking because garage would serve a limited area <sup>21</sup>
	Support for walkable environment	No change	Opportunity to transform surface parking into structured parking in several locations	Opportunity to transform surface parking into structured parking in just one location
	Opportunities for partnerships and collaboration	No change	High - partnerships are central to this alternative	Medium - additional parking capacity could benefit some businesses
	Cost equity	No change	Community, Downtown, and development share in costs for infrastructure and programs	Community and/or Downtown bear entire cost of infrastructure
	Public acceptance	Public perceives that there is a parking shortage because of high on-street parking occupancies	Mostly positive, although some may view it negatively as this alternative provides an indirect subsidy to Downtown development	Depends on use: if low, then large expenditure may not be viewed favorably <sup>22</sup>



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# Parking for New Development

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**RELATED ISSUES (SEE PAGE 23)**

- The City does not have a parking component to its economic development strategy.
- Employees parking on-street. Many employees don't have access to, or are unwilling to use, off-street parking.
- Downtown employees and CSU students park in adjacent neighborhoods.
- There is no accountability for new Downtown uses regarding employee or resident parking.

**ALTERNATIVES**

1. Existing (null) - No mandatory development contribution to parking

Characteristics:

- No parking minimums
- Parking for project determined by developer
- No financial contributions

2. Shared responsibility for new parking

Characteristics:

- Public-private partnerships for new parking infrastructure to serve new development
- Parking impact assessment as part of a Transportation Impact Study
- Parking impact fee

3. Minimum parking requirements

Characteristics:

- Minimum parking requirements based on industry-standard parking ratios
- Fee-in-lieu of parking option

TABLE 4: TRIPLE BOTTOM LINE ANALYSIS FOR PARKING FOR NEW DEVELOPMENT

	Evaluation Criteria	ALTERNATIVE		
		1. Existing - No mandatory parking requirements	2. Shared responsibility for parking	3. Minimum parking requirements
Economic	Change in Downtown retail sales	Unknown, but current policy does not constrain development on difficult infill sites that could contain retail	Unknown, but better support of development on difficult infill sites that could contain retail	Unknown, but could be development constraint on difficult infill sites that might contain retail <sup>23</sup>
	Private sector investment in Downtown	May be a deterrent to investment due to lack of available parking	Could either increase or decrease investment depending on level of parking impact fees	Could reduce investment because of high cost of providing parking <sup>24</sup>
	Provision of sustainable funding	None	Yes, parking impact fee but amount limited	Yes, fee-in-lieu of parking but amount limited
	One-time costs	No change	Staff time for creation of public-private partnerships program	Staff time for development of minimum requirements
	On-going costs	No change	Staff time for administration of public-private partnerships and parking impact fee	Staff time for administration of fees-in-lieu
Environmental	Change in congestion and air quality	No change	Could provide benefits through support for shared parking options	Increases congestion and worsens air quality <sup>25</sup>
	Support for other travel options	Supports stronger urban design and increases walkability and bicycling <sup>26</sup>	▲ Parking demand mitigation from TIS would increase travel options for employees and residents	Decreases ability to support travel options <sup>27</sup>
	Amount of area devoted to parking (heat island effect, stormwater, water quality)	Reduces amount of surface parking	Reduces amount of surface parking	Would increase the area devoted to parking and increase stormwater runoff and air pollution <sup>28</sup>
Social	Changes in neighborhood quality of life	Spillover issues will get worse over time	Fewer spillover issues	Fewer spillover issues
	Support for walkable environment	Not having minimums supports walkable environment	More, as more resources are provided to convert surface to structured parking	Less, as more surface area devoted to parking, results in lower CDB density and diversity of land uses <sup>29</sup>
	Opportunities for partnerships and collaboration	Limited; limited City resources to create partnerships	More, as public partnerships are central to this alternative	Some opportunities with fee-in-lieu option
	Cost equity	Burden is on community to provide parking for all Downtown users	Community, Downtown, and development share costs for infrastructure	Development would provide parking according to City established minimums
	Public acceptance	Concerns have been expressed about not having minimum requirements	Could address public concerns over no minimum parking requirements	Addresses public concerns over parking impacts of new development

## Alternatives Analysis Footnotes

- <sup>1</sup> Time limits restrict flexibility for shoppers and diners who need to stay longer than 22 hours. Also, Downtown stakeholders have reported that employees continue abuse the time limits by moving vehicles around. See also Appendix I, page H-2.
- <sup>2</sup> This term was coined by a Downtown stakeholder during the Fort Collins Parking Advisory Panel interviews. See Appendix C: Expert Advisory Panel Report, page C-1.
- <sup>3</sup> See Appendix I: Economic Impacts of Paid On-Street Parking Pricing.
- <sup>4</sup> However, if greater enforcement becomes a deterrent to shoppers, revenues may actually stay flat or decline.
- <sup>5</sup> Revenues estimated at minimum of \$1.1M per year after 1<sup>st</sup> year.
- <sup>6</sup> Assumes 147 multi-space meters at \$9,000 each.
- <sup>7</sup> Assumes 5% of revenues used for operations and maintenance of meters.
- <sup>8</sup> Shoup, D. (2007, Spring). Cruising for Parking. Access (30), 17.
- <sup>9</sup> Shoup, D. (2005). The High Cost of Free Parking. Los Angeles: Planners Press, 291.
- <sup>10</sup> How cruising adds up: 3 minutes to find a space, space is used 10 times in a day, 30 extra minutes of driving per space per day. If average car travels at 10 miles per hour... 30 minutes results in 5 extra miles of driving per space per day. If the average block has 33 spaces, then the block results in cars cruising 165 miles per day or 60,000 miles per year (twice around the world). Gasoline: 60,000/ 30mpg = 2000 gallons a year/ block, 12 Downtown blocks = 24,000 gallons/year.
- <sup>11</sup> Frank, L. D., Greenwald, M. J., Kavage, S., & Devlin, A. (2011, April). Research Reports. Retrieved July 15, 2012, from Washington State Department of Transportation: [www.wsdot.wa.gov/research/reports/fullreports/765.1.pdf](http://www.wsdot.wa.gov/research/reports/fullreports/765.1.pdf)
- <sup>12</sup> Hess, D. B. (2001). Effect of Free Parking on Commuter Mode Choice: Evidence from Travel Diary Data. Journal of the Transportation Research Board, 1753, 35-42.
- <sup>13</sup> Shoup, 2005, 362.
- <sup>14</sup> Commonly called "Parking Benefit Districts". See Shoup, 2005, 505-557, and Weinberger, R., Kaehny, J., & Rufo, M. (2010, February). U.S. Parking Policies: An Overview of Management Strategies. Retrieved June 18, 2012, from [www.itdp.org](http://www.itdp.org): [http://www.itdp.org/documents/ITDP\\_US\\_Parking\\_Report.pdf](http://www.itdp.org/documents/ITDP_US_Parking_Report.pdf).
- <sup>15</sup> Litman, T. (2008, November 5). Parking Management Strategies, Evaluation and Planning. Retrieved June 18, 2012, from Victoria Transport Policy Institute: [www.vtpi.org](http://www.vtpi.org), 11.
- <sup>16</sup> Weinberger, R., Kaehny, J., & Rufo, M. (2010, February). U.S. Parking Policies: An Overview of Management Strategies. Retrieved 6/18/12, from [www.itdp.org](http://www.itdp.org): [www.itdp.org/documents/ITDP\\_US\\_Parking\\_Report.pdf](http://www.itdp.org/documents/ITDP_US_Parking_Report.pdf), 41.
- <sup>17</sup> Based on input received as part of the Parking Plan process – see City Council Work Session packet for February 29, 2012, "Attachment 4 – Public Feedback on Fort Collins Parking Plan Overview Principles." Also, for articles that reveal the range of attitudes towards on-street pay parking, see Van Horn, J. (2011, June). Forces of Nature and a Case for Paid Parking. Parking Today, 16(6), 16-17.
- <sup>18</sup> The City of Aspen experienced parking issues similar to Fort Collins in the early 1990s, and as a result installed parking meters in 1995. The initial public reaction was strongly negative, but parking pricing was supported 6 months later at a municipal election. See The Brendle Group, Inc. (2006). Mobility Management Best Practices. City of Fort Collins, Fort Collins, and Victoria Transport Policy Institute. (2011, June 17). Shared Parking. Retrieved June 18, 2012, from TDM Encyclopedia: <http://www.vtpi.org/tdm/tdm89.htm>, 38.
- <sup>19</sup> Shared parking is limited to acceptable walking distances. For general retail and restaurants, the maximum distance is less than 1,200 feet. See Victoria Transport Policy Institute, 2011 – "Geographic Considerations".
- <sup>20</sup> The cost estimate is based upon estimated cost of 1,000 structured parking spaces in 10 years (starting with \$25,000/space in 2012 and adjusted for inflation).
- <sup>21</sup> Victoria Transport Policy Institute, 2011.
- <sup>22</sup> A parking garage built in downtown Fairbanks provides a perfect example of the risks involved in this alternative. The situation is similar to Fort Collins in that on-street parking is free. See Chomicz, D. (2011, December 18). Downtown parking garage underutilized where parking once was scarce. Retrieved June 15, 2012, from [newsminer.com](http://www.newsminer.com): [http://www.newsminer.com/view\\_full\\_story/16831188/article-Downtown-parking-garage-underutilized-where-parking-once-was-scarce?instance=home\\_lead\\_story](http://www.newsminer.com/view_full_story/16831188/article-Downtown-parking-garage-underutilized-where-parking-once-was-scarce?instance=home_lead_story).
- <sup>23</sup> Parking facilities represent 5-15% of the annualized cost of a typical building (VTPI, 2011).
- <sup>24</sup> Shoup, 2005, 157-158.
- <sup>25</sup> Weinberger, 2012 and U.S. Environmental Protection Agency. (2006, January). Parking Spaces/Community Places: Finding the Balance through Smart Growth Solutions. Retrieved June 18, 2012, from [www.epa.gov](http://www.epa.gov): <http://www.epa.gov/dced/pdf/EPAParkingSpaces06.pdf>, 18.
- <sup>26</sup> U.S. Environmental Protection Agency, 2006, 7.
- <sup>27</sup> Weinberger, Kaehny, & Rufo, 2010, 29.
- <sup>28</sup> Shelton, K., & Williams, S. (No Date). Parking Lots to Parks: Concepts in Sustainable Parking-Lot Planning and Design. Mid-America Reg. Council: [www.sustainablelineskc.org/assets/ParkingLotstoParksbook-web.pdf](http://www.sustainablelineskc.org/assets/ParkingLotstoParksbook-web.pdf), 8.
- <sup>28</sup> Shoup, 2005, 136-141.

## Preferred Alternative

This section provides a high-level overview of the key ideas that are the basis for policies and action items in the Principles and Policies and Action Plan sections.

Consistent with the comprehensive approach of this Plan, items from each of the topic areas were combined into a preferred alternative. Public feedback and City Council preferences were also important considerations in choosing the preferred alternative. The preferred alternative includes the following features:

### ON-STREET PARKING MANAGEMENT

- Continue existing level of on-street parking enforcement.
- Enhance collaboration between the City and Downtown employers to shift employees away from on-street parking in high demand locations.
- Mitigate spillover impacts through a residential permit program.
- Provide a pay-by-cell phone option to allow customers to extend parking time beyond the two-hour limit.
- When the issue of over-occupancy becomes untenable to Downtown employers, shift to on-street pay parking that maximizes customer convenience and payment options.

### PUBLIC PARKING INFRASTRUCTURE

- Establish public-private partnerships resulting in smaller, distributed parking garages around the Downtown where public parking is needed.
- Promote the conversion of surface parking to structured parking over time.
- Include electrical vehicle charging stations in public parking facilities.



***Additional public parking is needed in the future.***

### PARKING FOR NEW DEVELOPMENT

- Provide public-private partnerships to leverage private investment in the Downtown.
- Implement a parking impact fee for new development that is correlated to the amount of new parking provided and the level of parking demand management.
- Require new development to provide information about changes in parking demand and parking impacts.

More detail on many of these key ideas can be found in the Detailed Descriptions of Key Action Items section beginning on page 47.

# Principles and Policies

**PRINCIPLE 1: ORGANIZATION AND PARTNERSHIPS**  
DOWNTOWN PARKING WILL BE EFFECTIVELY MANAGED BY THE CITY OF FORT COLLINS. THE CITY WILL COLLABORATE WITH DOWNTOWN STAKEHOLDERS AND ACTIVELY SEEK INPUT AND PARTICIPATION.

## **Policy 1.1 - Centralized Public Parking Management**

The City of Fort Collins Parking Services Department will have the authority and tools necessary to effectively and efficiently manage a comprehensive, vertically-integrated Downtown public parking system for the benefit of Downtown businesses, residents, customers, employers, employees, visitors, and the community as a whole.

## **Policy 1.2 - Engagement with Downtown Stakeholders**

Continue direct engagement with the Downtown Business Association, Downtown Development Authority, and other stakeholders through various forms of outreach and active participation in boards, committees and activities.

## **Policy 1.3 - Continuous Improvement**

The Parking Services Department will seek to continuously improve its programs and operations. This will include a formal system of data collection and analysis, research into parking best practices, outreach to Downtown stakeholders, and collaboration with other communities.

## **Policy 1.4 - Staff Development and Training**

The Parking Services Department will actively pursue staff development and training to improve the level of staff

knowledge, professionalism, and efficiency.

**PRINCIPLE 2: MANAGEMENT OF ON-STREET PARKING - DOWNTOWN PATRONS WILL BE GIVEN TOP PRIORITY FOR USE OF ON-STREET PARKING IN HIGH-DEMAND LOCATIONS.**

## **Policy 2.1 - Time Limit Enforcement**

Time limit enforcement will continue to be the primary tool for managing on-street parking and creating parking space turnover. The City should continue to pursue improvements to the enforcement of time limits to make the system more efficient and convenient for Downtown patrons. (Also see Policy 4.7)

## **Policy 2.2 - On-Street Parking Pricing**

Charging for on-street parking is not currently City policy. However, the City should continue to assess the need for on-street parking pricing and assess triggers for actions that begin to implement an effective pricing system. (Also see Policy 3.6)

## **Policy 2.3 - Valet Parking**

The City recognizes that public valet parking is a legitimate form of parking that provides additional choice and helps optimize public parking resources. The use of public parking spaces for a valet pick-up-and-drop-off zone should be permitted under the City's Downtown Concessionaire Agreement program, but public resources should not be used to park valet vehicles. That should be a private activity.

## **Policy 2.4 - Parking Fines**

Fines shall be in place to discourage illegal parking and promote on-street parking turnover. The Parking Services Department and Municipal Court will from time-to-time review the Fort Collins parking fine structure to ensure that it remains effective. (See also Policy 4.5)

**PRINCIPLE 3: MANAGEMENT OF EMPLOYEE AND OFF-STREET PARKING - OFF-STREET PARKING IN GARAGES OR SURFACE LOTS WILL BE MANAGED PRIMARILY AS AREAS FOR DOWNTOWN EMPLOYEE PARKING.**

**Policy 3.1 - Off-Street Parking Information**

Proactively provide information on off-street parking options and programs to Downtown employees.

**Policy 3.2 - Employee Parking Incentives and Disincentives**

Provide a variety of public incentives and disincentives to shift employees away from parking in high-demand locations, particularly on-street spaces. Adjust the pricing structure over time to make public off-street parking more attractive to employees.

**Policy 3.3 - Partnerships with Employers**

Work with Downtown employers to reduce on-street parking by employees in high-demand areas by providing education, information, and resources on appropriate employee parking.

**Policy 3.4 - Better Utilization of Public Parking Resources**

Promote better utilization of parking garages and other off-street spaces through innovative permit programs and the cooperation of Downtown businesses.

**Policy 3.5 - Large Vehicle Parking**

Large vehicle parking should be accommodated within walking distance of Downtown for visitors arriving by private bus and recreational vehicles.

**Policy 3.6 - Parking Rates**

Transient, monthly, and special events parking rates will be variable, based on time, demand, location, or the service provided. Parking rates shall be established to cover direct and indirect parking costs. Parking rates shall be at levels that will encourage rather than discourage access to

Downtown. In the long term, on-street parking rates should be higher than off-street parking rates to promote turnover of on-street spaces.

**Policy 3.7 - Validation Programs**

Downtown businesses and other City departments may participate in daily and/or hourly validation programs for their visitors and patrons. The cost of validation programs may be discounted to promote program use and active business participation and promotion.

**Policy 3.8 - Downtown Events Parking**

The Parking Services Department will work with and support Downtown events with a valid special event permit. The event organizers, including City departments and other public agencies, will pay the actual direct and indirect costs associated with requested parking services.

**PRINCIPLE 4: ENHANCING THE DOWNTOWN EXPERIENCE - CUSTOMER SERVICE WILL BE THE TOP-PRIORITY FOCUS IN THE DELIVERY OF THE DOWNTOWN PARKING EXPERIENCE.**

**Policy 4.1 - Customer-Oriented Parking System**

The Downtown parking system shall continue to be customer-oriented, not enforcement- or revenue-oriented.

**Policy 4.2 - Parking Program Marketing**

Develop a clear and identifiable marketing, education, and communication strategy for the parking program.

**Policy 4.3 - Wayfinding and Signage**

Parking signage should be part of the larger Downtown wayfinding program. Signage should be consistent and distinctive, and integrated with other communication tools.

**Policy 4.4 - New Technology to Support Parking Customers**

Utilize new technologies that enhance the customer experience, such as cell-phone apps that identify available parking spaces.

**Policy 4.5 - Common-Sense Enforcement Approach**

Establish fines and enforcement policies that take a “common sense” approach to creating turnover, compliance, and safety. Revenue generation is not the reason for the enforcement program.

**Policy 4.6 - Attractive Parking Facilities**

Ensure that parking facilities are attractive, clean, safe, easy to use, and inviting.

**Policy 4.7 - Flexible On-Street Time Limits**

Provide ways for customers and visitors to park on-street for longer than two hours without enabling Downtown employees to use the on-street parking.

**PRINCIPLE 5: NEIGHBORHOOD PARKING - PROTECT NEIGHBORHOODS FROM EXCESSIVE PARKING BY NON-RESIDENTS**

**Policy 5.1 - Residential Permit Program**

Establish a residential permit program as an option for areas that experience excessive parking by people who do not live in the neighborhood.

**Policy 5.2 - Cost of Residential Permit Program (RPP)**

The cost to administer an RPP will be shared between the City and permit holders. Residents can obtain a limited number of permits for free, and can purchase additional permits. Non-residents can purchase permits on a “space available” basis.

**PRINCIPLE 6: NEW PARKING INFRASTRUCTURE - THE CITY'S INVESTMENTS IN NEW PARKING FACILITIES WILL SUPPORT AND BE CONSISTENT WITH THE ECONOMIC HEALTH AND URBAN DESIGN PRINCIPLES IN *CITY PLAN* AND OTHER ADOPTED PLANS. IN GENERAL, THAT MEANS PARKING STRATEGIES MUST BE SUSTAINABLE WHILE BEING FULLY INTEGRATED AS AN ELEMENT OF COMMUNITY AND ECONOMIC DEVELOPMENT STRATEGIES.**

**Policy 6.1 - Comprehensive Parking Program for Future Needs**

Future parking needs will be addressed through a comprehensive parking development and management program. This program will include integrated components consisting of public-private partnerships, shared parking, distributed parking resources, funding for public parking infrastructure, parking demand reduction measures, parking information and technology improvements, and central management of public parking resources by the City of Fort Collins Parking Services Department.

**Policy 6.2 - Parking Ratios and Land Use Code Requirements for New Development**

The Land Use Code will continue to utilize maximum parking ratios to support *City Plan* policies of reducing land devoted to surface parking and encouragement of alternative modes. Parking needs associated with development will be addressed through implementation of Policy 4.1 - Comprehensive Parking Program for Future Needs, rather than through the institution of minimum parking ratios. The Code will also allow for the transition of surface lots to structured parking over time.

**Policy 6.3 - Public-Private Partnerships for the Development of New Parking**

Use public-private partnerships to provide public parking in needed locations distributed throughout the Downtown. The intent is to create parking structures that promote shared parking, provide multiple parking options, reduce construction costs, and leverage new development projects that align the City's economic goals. This approach is preferred over large, public parking structures developed solely with public funding.

**Policy 6.4 - Review of New Development Parking Impacts**

New development will be systematically evaluated for its impact on Downtown parking within a Transportation Impact Study. The evaluation will include information about expected parking generation for new uses, parking created or lost, demand reduction measures, impacts to public parking, anticipated spillover effects, and any other information relevant to changes in parking demand and supply.

**Policy 6.5 - Shared Parking**

Encourage new development to pursue shared parking opportunities.

**Policy 6.6 - Downtown River District Parking Needs**

Continue to work with property owners and developers on addressing parking needs in the Downtown River District.

**PRINCIPLE 7: MULTIMODAL ACCESS AND URBAN DESIGN - PARKING MANAGEMENT PROGRAMS WILL SUPPORT AN INTEGRATED, MULTIMODAL APPROACH TO DOWNTOWN ACCESS. PARKING PROGRAMS SHOULD EMPHASIZE GOOD URBAN DESIGN, WALKABILITY, AND STRONG SUPPORT FOR TRANSPORTATION ALTERNATIVES. THE FOCUS WILL BE ON SYNERGISTIC STRATEGIES AND PROGRAMS THAT CAN SOLVE MULTIPLE PARKING, TRANSPORTATION AND COMMUNITY NEEDS.**

**Policy 7.1 - Reduce Overall Downtown Parking Ratios**

Encourage unneeded private parking spaces to be eliminated and replaced with activity-generating uses or pedestrian amenities.

**Policy 7.2 - Efficient Use of Existing Parking**

Optimize the use of existing parking resources through shared parking between uses and reductions in parking demand before building new facilities.

**Policy 7.3 - Structured Parking**

Encourage the conversion of surface parking lots to structured parking over time in order to reduce the visual impacts of parking and to support a pedestrian-friendly environment.

**Policy 7.4 - "Park Once" Approach**

As part of a "park once" approach, provide enhanced pedestrian linkages, pedestrian amenities, pedestrian security features, and distributed bicycle rental stations.

**Policy 7.5 - Downtown Transit**

The City will continue to support enhanced transit Downtown, including MAX and a potential Downtown circulator because transit usage reduces Downtown parking demand by providing mobility options for employees, visitors, and customers.



**Policy 7.6 - MAX Transit System Parking Opportunities and Impacts**

Identify and address the changes in Downtown parking demand after MAX becomes operational. Changes in demand may result in the need to provide additional parking options (including park-n-ride lots), and also opportunities for employers to reduce employee parking.

**Policy 7.7 - Employee Mobility Options**

Encourage Downtown employers to provide mobility options and programs to reduce parking demand such as transit passes, secure bicycle parking, and parking cash out programs.

**Policy 7.8 - Electrical Vehicle Charging Stations**

Electrical vehicle charging stations will be provided in appropriate locations on-street and in public facilities.

**Policy 7.9 - Carpool and Fuel Efficient/Low Emission Vehicles**

Encourage the use of carpool and fuel-efficient/low-emission vehicles through preferential parking spaces in public facilities, both on- and off-street.

**Policy 7.10 - Sustainable Parking Design**

Apply sustainability principles to the design of existing and new parking areas to reduce or mitigate the environmental impacts of parking facilities. Solutions to environmental issues can include retrofitting existing facilities with shade trees, bioretention areas to capture and filter stormwater runoff, "cool pavements" to reflect a greater amount of sunlight, solar panel roofs, and appropriate illumination.

**Policy 7.11- Parking Strategies Responsive to Innovative Transportation Modes**

Parking standards, policies, and operational strategies will be flexible to accommodate new and innovative transportation modes and end-of-trip facilities.

Bicycle parking policies are covered under Principle 9 on page 42.

**PRINCIPLE 8: FUNDING OF DOWNTOWN PUBLIC PARKING - THE CITY'S PARKING PROGRAM WILL BE SELF-FUNDED. REVENUES FROM PARKING-RELATED ACTIVITIES WILL BE REINVESTED IN THE PARKING PROGRAM. EXCESS REVENUES SHOULD BE RETAINED FOR USE IN THE DOWNTOWN.**

**Policy 8.1 - Parking Enterprise Fund**

A parking enterprise or revenue fund will be used to account for all financial aspects of the parking program including, but not limited to, daily operations, maintenance, new parking infrastructure, neighborhood programs, and parking demand reduction initiatives. Parking will generate revenues sufficient to cover its operating and maintenance costs, including the funding of reserves for parking facility major maintenance projects.

**Policy 8.2 - Parking Operational Funding**

The City Manager, delegated to the Parking Services Department, will have the authority to adjust price structures that provide operational funding, including monthly parking permits, visitor rates, and service charges in a manner that is consistent with the objectives of this Plan.

**Policy 8.3 - Fair Distribution of Public Parking Costs**

Parking infrastructure and programs will be funded through tools that distribute costs fairly, and according to benefit, between Downtown stakeholders, development interests, users of parking facilities, and the community.

**Policy 8.4 - Downtown-area Generated Funding**

Either an existing funding district or a new Downtown district, or a combination of both, will provide a portion of funding needed to support the public part of

public-private partnerships for new parking infrastructure.

**Policy 8.5 - KFCG and Future Building on Basics Funding**

Either singly or in combination, Keep Fort Collins Great funding and/or a future “Building on Basics”-type sales tax should be dedicated to provide a portion of funding needed in the short-term to support the public part of public-private partnerships for new parking infrastructure.

**Policy 8.6 - New Development’s Financial Share of Public Parking**

Establish an efficient and fair system of fees and development requirements that assesses the costs and benefits of financing public parking, the need for which is generated by new development.

**Policy 8.7 - New Funding To Support Other Downtown Goals**

Revenues from parking activities should be retained for use in the area where they are generated. A portion of revenues generated from parking operations or by new funding mechanisms for building new infrastructure may be used to support other Downtown transportation goals related to parking, such as programs that reduce parking demand, enhanced customer services, residential parking permit programs, and Downtown marketing and education.

**PRINCIPLE 9: BICYCLE PARKING - BICYCLING WILL BE SUPPORTED THROUGH THE PROVISION OF QUALITY END-OF-TRIP FACILITIES SUCH AS BICYCLE RACKS AND OTHER AMENITIES ASSOCIATED WITH BICYCLE TRAVEL. BICYCLE FACILITIES WILL INCLUDE VARYING TYPES AND DESIGNS OF BICYCLE PARKING FOR A DIVERSITY OF USERS INCLUDING VISITORS, CUSTOMERS, AND EMPLOYEES.**

**Policy 9.1 - Bicycle Rack Installation Policy**

The siting of end-of-trip facilities within the public right of way, including on-street and off-street locations, will adhere to the City’s bicycle rack installation policy.

**Policy 9.2 - Bicycle Parking Requirements for New Development**

Bicycle parking requirements for development will be based on land use type and projected number of site users (employees, residents, visitors, etc.).

**Policy 9.3 - Long-Term Bicycle Parking by Downtown Employers**

Promote long-term bicycle parking options -secured and covered - by Downtown employers.

**Policy 9.4 - Long-Term Bicycle Parking at Key Public Destinations**

Provide long-term bicycle parking at strategic locations including transit stations, civic buildings, parking structures, and other key destinations.

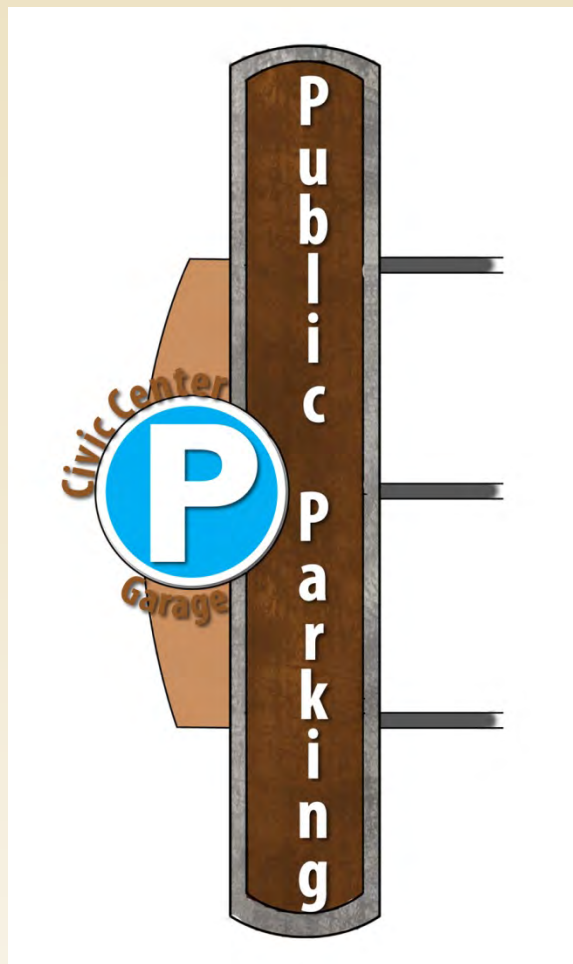
## Action Plan

This section sets forth ideas for high priority parking actions and strategies to implement the *Parking Plan*. They are organized into three categories:

- ***Parking Plan Adoption Items*** - Adoption of the *Parking Plan* will also constitute adoption of these components.
- **Near-Term Actions** - Efforts that will follow adoption of the *Parking Plan* during the 2013-2014 City Budgeting for Outcomes (BFO) cycle.
- **Longer-Term Actions** - Efforts from 2015 and beyond. *Some higher-priority items as indicated on the list were submitted as 2013-2014 BFO offers but not funded. Longer-term actions are anticipated to be submitted as 2015-2016 BFO offers.*

These action items are further divided into two groupings:

- **Adoption Items** - Items that will be City Council action items.
- **Administrative Items** - Action strategies that do not require City Council action.



***Implementation of the new Downtown signage will improve parking wayfinding.***

TABLE 5: ACTION PLAN

<b>IMMEDIATE ACTIONS: CONCURRENT WITH PLAN ADOPTION</b>			
<b>Action item</b>	<b>Description</b>	<b>Related Policies</b>	<b>Responsibility</b>
<b>Parking Plan Adoption Items</b>			
1. <i>Transportation Master Plan Update</i>	Update the <i>Transportation Master Plan</i> and Capital Improvement Plan to incorporate the revised Parking Plan vision, principles, and policies.	N/A	<ul style="list-style-type: none"> <li>• Comm. Dev. &amp; Neigh. Services</li> </ul>
<b>Administrative Items (no City Council action required)</b>			
2. <b>Parking Demand Model</b>	Refine and utilize the Parking Demand Model to track the need and location of additional public and private parking, and to evaluate new development proposals.	Policy 6.4 Page 40	<ul style="list-style-type: none"> <li>• Comm. Dev. &amp; Neigh. Services</li> <li>• Parking Services</li> </ul>
<b>NEAR-TERM ACTIONS: 2013-2014</b>			
<b>Action item</b>	<b>Description</b>	<b>Related Policies</b>	<b>Responsibility</b>
<b>City Council Action Items</b>			
3. <b>Municipal Code Change - Operational Funding Authority (High Priority)</b>  No BFO Offer Required	Amend the Municipal Code to allow the City Manager and his delegate, the Parking Services Department, to adjust price structures that provide operational funding, including monthly parking permits, visitor rates, and service charges.	Policy 8.2 Page 41	<ul style="list-style-type: none"> <li>• City Attorney's Office</li> </ul>
4. <b>Electric Vehicle Public Charging Stations Pilot Program (High Priority)</b>  2013-14 BFO Offer 113.1	Create an electric vehicle (EV) charging station pilot program to install and operate a limited number of EV charging stations for use by the general public at selected City facilities.	Policy 7.8 Page 41	<ul style="list-style-type: none"> <li>• Utilities</li> <li>• Parking Services</li> </ul>
5. <b>Residential Permit Program (High Priority)</b>  2013-14 BFO Offer 69.1	Develop criteria for, and implement, a residential permit program to address the impacts of non-residents parking in neighborhoods.	Policy 5.1 and Policy 5.2 Page 39	<ul style="list-style-type: none"> <li>• Parking Services</li> </ul>
6. <b>Pay-by-Cell for Extended On-Street Parking (High Priority)</b>  No BFO Offer Required	Assess and, if feasible, implement a Pay-by-Cell system to allow for parking longer than two hours in on-street locations.	Policy 4.7 Page 39	<ul style="list-style-type: none"> <li>• Parking Services</li> </ul>

<p><b>7. Transportation Impact Study (TIS)</b> <i>(High Priority)</i></p> <p>No BFO Offer Required</p>	<p>Amend Larimer County Urban Area Street Standards Chapter 4 - Transportation Impact Studies (TIS) to require that TISs for development proposals include an assessment of parking impacts in Fort Collins.</p>	<p>Policy 6.4 Page 40</p>	<ul style="list-style-type: none"> <li>• Comm. Dev. &amp; Neigh. Services</li> <li>• Traffic Operations</li> </ul>
<p><b>8. Land Use Code Parking Requirements</b></p> <p>No BFO Offer Required</p>	<p>Review and, if necessary, revise City codes to ensure parking supports City goals. Include assessment of Land Use Code requirements applied to small and/or "temporary" lots.</p>	<p>Policy 6.2 Page 39</p>	<ul style="list-style-type: none"> <li>• Comm. Dev. &amp; Neigh. Services</li> </ul>
<p><b>Administrative Items (no City Council action required)</b></p>			
<p><b>9. Employee Parking</b></p> <p>No BFO Offer Required <i>(High Priority)</i></p>	<p>Continue to work with employers to establish programs for deterring employees from parking in high-demand on-street locations.</p>	<p>Policy 3.2 Page 36</p>	<ul style="list-style-type: none"> <li>• Parking Services</li> </ul>
<p><b>10. Revenue Fund for Parking</b> <i>(High Priority)</i></p> <p>No BFO Offer Required</p>	<p>Create a Parking Enterprise Fund or Special Revenue Fund for revenues generated from parking operations.</p>	<p>Policy 8.1 Page 41</p>	<ul style="list-style-type: none"> <li>• City Attorney's Office</li> <li>• Financial Services</li> </ul>

## LONGER-TERM ACTIONS: 2015 AND BEYOND

Action item	Description	Related Policies	Responsibility
<p><b>Administrative Items (no City Council action required)</b></p>			
<p><b>11. Funding for Parking Infrastructure</b> <i>(High Priority)</i></p> <p>2013-14 BFO Offer 242.1 (not funded)</p>	<p>Develop a long-term funding plan for public parking infrastructure and programs based on community and Downtown sources, and a parking impact fee on new development.</p>	<p>Policy 8.3 - Policy 8.7 Page 42</p>	<ul style="list-style-type: none"> <li>• Financial Services</li> <li>• Parking Services</li> <li>• Economic Health</li> </ul>
<p><b>12. Public-Private Partnership Criteria</b> <i>(High Priority)</i></p> <p>2013-14 BFO Offer 67.10 (not funded)</p>	<p>Develop criteria of when to offer parking incentives and enter into public-private partnerships. Define the minimum desired return on public sector parking investments.</p>	<p>Policy 6.3 Page 40</p>	<ul style="list-style-type: none"> <li>• Economic Health</li> <li>• Parking Services</li> <li>• Comm. Dev. &amp; Neigh. Services</li> </ul>
<p><b>13. Development Review of Parking</b> <i>(High Priority)</i></p> <p>2013-14 BFO Offer 67.10 (not funded)</p>	<p>Designate a central point of contact to coordinate all new parking proposals and promote public-private partnerships for new parking infrastructure.</p>	<p>Policy 6.4 Page 40</p>	<ul style="list-style-type: none"> <li>• Comm. Dev. &amp; Neigh. Services</li> <li>• Parking Services</li> </ul>
<p><b>14. Bicycle Rack Installation and Maintenance</b></p> <p>2013-14 BFO Offer 67.10 (not funded)</p>	<p>Establish a program for the installation, maintenance, and replacement of bicycle racks and covered bike parking in the public right-of-way.</p>	<p>Policy 9.1 Page 42</p>	<ul style="list-style-type: none"> <li>• Transportation Planning</li> </ul>

<p><b>15. Bicycle Parking Monitoring</b></p> <p>2013-14 BFO Offer 67.10 (not funded)</p>	<p>Biennially re-evaluate bicycle parking allocation within the public right of way in response to growing demand.</p>	<p>Policy 9.1 Page 42</p>	<ul style="list-style-type: none"> <li>• Transportation Planning</li> </ul>
<p><b>16. Parking Welcome Program</b></p>	<p>Establish a “parking welcome program” for new businesses.</p>	<p>Policy 4.2 Page 38</p>	<ul style="list-style-type: none"> <li>• Parking Services</li> </ul>
<p><b>17. Parking System Education and Marketing</b></p>	<p>Develop an education and marketing program for the Downtown parking system.</p>	<p>Policy 4.2 Page 38</p>	<ul style="list-style-type: none"> <li>• Parking Services</li> </ul>
<p><b>18. Vehicle Parking Data</b></p>	<p>Continue on-going data gathering - parking inventory, occupancy, on-street turnover, and public attitudes.</p>	<p>Policy 1.3 Page 37</p>	<ul style="list-style-type: none"> <li>• Parking Services</li> </ul>
<p><b>19. Parking Services Website Improvements</b></p>	<p>Provide improvements to the Parking Services website that provides enhanced parking information, and that is accessible on mobile devices.</p>	<p>Policy 4.4 Page 39 Policy 3.1 Page 38</p>	<ul style="list-style-type: none"> <li>• Information Technology</li> <li>• Parking Services</li> </ul>
<p><b>20. Large Vehicle Parking</b></p>	<p>Identify and, if necessary, acquire an area to accommodate large vehicle parking, or reconfigure existing parking for this purpose.</p>	<p>Policy 3.5 Page 38</p>	<ul style="list-style-type: none"> <li>• Parking Services</li> </ul>
<p><b>21. Allocation of Spaces within Public Parking Lots and Garages</b></p>	<p>Re-evaluate allocation of hourly and permit spaces within public parking lots and garages to ensure that public parking adapts to changes in demand, particularly for off-street parking.</p>	<p>Policy 3.4 Page 38</p>	<ul style="list-style-type: none"> <li>• Parking Services</li> </ul>

## Detailed Descriptions of Key Action Items

### ON-STREET PARKING MANAGEMENT

Related Policies and Actions:

- Policy 1.1 - Centralized Public Parking Management
- Policy 1.2 - Engagement with Downtown Stakeholders
- Principle 2: Management of On-Street Parking - Downtown patrons will be given top priority for use of on-street parking in high-demand locations.
- Policy 4.1 - Customer-Oriented Parking System
- Policy 4.5 - Common-Sense Enforcement Approach
- Policy 4.7 - Flexible On-Street Time Limits
- Policy 7.4 - "Park Once" Approach
- Action Item 6. Pay-by-Cell for Extended On-Street Parking
- Action Item 9. Employee Parking
- Action Item 17. Parking System Education and Marketing
- Action Item 18. Vehicle Parking Data

There are a few basic principles related to on-street parking that most parking consultants, urban planners and downtown management professionals agree on. First among these is the idea that on-street parking is a valuable, limited resource due to its convenience and proximity to businesses, therefore the primary management objective for on-street spaces in the central business district should be to promote space turnover and availability for the benefit of local merchants and the public.

A major impetus for conducting this parking plan was the desire to address problems associated with creating the afore-mentioned turnover and space availability in the core of Downtown. A primary characteristic of spaces in the core is occupancy rates that approach 100% for

much of the business day (see Figure 11: High and Low Occupancy Parking Areas on page 74). In addition, to lack of availability, occupancy rates this high create other problems, such as discouraged parkers who leave the area and vow "never to return", cruising by vehicles seeking elusive parking spaces, dangerous conditions for pedestrians created by right-turning cruising vehicles, elevated air pollution levels created by the queue of slow-moving or idling vehicles hunting for spaces, and so on.



***In the short-term, meters are not recommended.***

The reason occupancy rates are so high is that Downtown is an exciting, vibrant place full of unique businesses, restaurants and entertainment establishments, and everyone wants to park close-in. In this case, "everyone" includes customers, visitors, delivery trucks, taxis and buses, employees and employers, professional office people, repair vans and service vehicles, garbage trucks, pedi-cabs, horse-and-buggy rides, shuttles, government vehicles, and so on. There is more demand for parking in the core of Downtown than can be accommodated by the available spaces.

At the heart of this Plan is a set of principles and policies (listed above) to help manage that excess parking demand

while achieving the higher-level goals of *City Plan*, the *Transportation Master Plan*, and the *Downtown Strategic Plan*. As stated in Principle 2, Downtown patrons are given the highest priority for use of on-street spaces. This principle is in place to help support the economic vitality of Downtown that is necessary to keep our central business district vibrant, exciting, and attractive.

The flip side of this picture is that a management tool must be used to preserve the convenient, on-street spaces for customers and visitors. Without a management tool, the area would quickly fill up with long-term parkers (primarily Downtown employees), preventing patrons from parking easily. Under that scenario, Downtown would rapidly decline.

The management tool currently used by the City is the two-hour time limit. Because employees need to park longer than two-hours, the theory behind the time limit is that employees will avoid the limits and park in an area where they can leave their vehicle for longer than two hours. In practice, employees go to great lengths to circumvent the intent of the time limits.

To counteract the persistent efforts of employees to park on-street, the City has implemented increased enforcement efforts (as called for in the *Downtown Strategic Plan*, extra layers of regulation like the four-hour rule, higher fines, more use of technology such as the license plate recognition system, and higher levels of vigilance on the part of the City parking enforcement staff. Unfortunately, even though these efforts have been on behalf of the Downtown business community, the enforcement-related necessity of the two-hour time limit management tool has led to ever-greater animosity and ill-will between businesses (including their customers) and the City that is trying to preserve and protect their economic welfare. There is also a danger that

Downtown could come to be perceived by the public as “an enforcement zone.” One early proposed solution to the problems described in the previous paragraph was on-street pay parking. Because pricing is a high-level determinant in the parking choices people make, the differential between free on-street spaces and garages where fees apply makes it difficult to motivate Downtown employees to choose the parking garage as their first choice. While on-street pay-parking could reverse that “upside down” pricing relationship, and even reduce some of the enforcement-related tension in Downtown, the public outreach phase of this Plan demonstrated that most people feel on-street pricing is not yet appropriate.



***A smart phone app is an example of better marketing, education, and outreach.***



Consequently, this Plan recommends that the two-hour time limits continue to be used as the on-street management tool, with several companion strategies for implementation now and in the future:

- More engagement of the Downtown business community to find new, innovative ways to encourage employees to park off-street (see the following section, Employee Parking Programs).
- Better marketing, education, and outreach so that people have a better understanding of their parking choices and the implications of those choices (see a following section, Marketing and Information).

### EMPLOYEE PARKING PROGRAMS

Related Policies and Actions:

- Policy 1.2 - Engagement with Downtown Stakeholders
- Policy 3.1 - Off-Street Parking Information
- Policy 3.2 - Employee Parking Incentives and Disincentives
- Policy 3.3 - Partnerships with Employers
- Policy 3.4 - Better Utilization of Public Parking Resources
- Policy 7.2 - Efficient Use of Existing Parking
- Policy 7.7 - Employee Mobility Options
- Policy 8.3 - Fair Distribution of Public Parking Costs
- Action Item 9. Employee Parking
- Action Item 17. Parking System Education and Marketing

Throughout the public outreach part of the *Parking Plan*, Downtown employers have expressed an interest in greater participation in the decision-making process for how public parking facilities are used. The ultimate objective for this enhanced participation is a parking program that makes a better contribution to the economic vitality of Downtown. A large part of that issue is how to get

Downtown employees to stop using on-street spaces so that customers and visitors can have preferred access to the more convenient on-street parking.



***The Melting Pot restaurant implemented an effective policy for reducing on-street parking by employees.***

Several options were explored to implement increased employer participation. A new organizational model that would have created a district or authority comprised of Downtown stakeholders was deemed premature and probably not in the best interest of the community as a whole. Likewise, a “parking advisory board” may not be the best tool to advise staff and City Council about parking issues. Instead, this Plan recommends increased efforts on the part of City staff to work with existing business entities, including the Downtown Business Association and the Downtown Development Authority, to review, revise, and actuate parking management initiatives.

The challenge with this approach is to ensure a trusting relationship is built and practiced. Because final authority for decisions will remain with the City, it behooves City staff to reach out and include business representatives frequently, consistently, and in a genuine, sincere manner. It also will be necessary

for the business entities to make a commitment to on-going participation with City staff, even though a formal arrangement or agreement defining the terms of participation does not exist.

Some ideas to achieve employee-parking objectives have been proposed and discussed over the course of this Plan, although nothing is final at this point. The on-going, continuing conversation between Downtown employers and City staff may include:

- Innovative permit programs to provide more flexibility for employers and employees.
- Pricing options that are attractive to employers and employees but that do not threaten the revenue stream necessary to operate public parking facilities.
- Incentives that employers can provide to encourage employees to use off-street facilities.
- Better marketing, education, and outreach to inform employees about options.
- Ways to create an environment that allows some private-sector “risk taking” in the way public facilities are managed, while not sacrificing the benefits expected by the broader community.
- A mechanism to monitor and measure the effectiveness of new ideas.
- Many other new, improved ideas that will be part of a progressive dialogue between staff and Downtown business leadership.

## MARKETING AND INFORMATION

Related Policies and Actions:

- Policy 1.2 - Engagement with Downtown Stakeholders
- Policy 4.1 - Customer-Oriented Parking System
- Policy 4.2 - Parking Program Marketing
- Policy 4.3 - Wayfinding and Signage

- Policy 4.4 - New Technology to Support Parking Customers
- Policy 4.6 - Attractive Parking Facilities
- Action Item 16. Parking Welcome Program
- Action Item 17. Parking System Education and Marketing
- Action Item 19. Parking Services Website Improvements

The first thing many people think of when parking is mentioned is the parking ticket, or citation. Next on the list is, “I can’t find a space.” After that, people mention things like dirty garages, unsafe parking conditions, ugly signs, rules, regulations, and “It’s generally just a hassle.” It is not often that people focus on the positive things a parking program can be, and it is even less often that parking programs promote themselves in a way that creates a positive public image.



**An example of new technology to support parking customers.**

One of the goals of this *Plan* is to suggest ways to turn around the negative perceptions associated with parking. Often it is just a few simple things that can go a long way toward changing people’s views, starting with things like clean, attractive facilities, smiles on the faces of staff members, and easy-to-understand information. At the direction of the City Manager, the City of Fort Collins has

adopted "Customer Service" as one of its guiding principles. This Plan includes a focus on customer service in the delivery of the Downtown parking experience (see Principle 3). The challenge is to turn the guiding principles into actual practice, rather than just buzz words. A well-directed marketing and information campaign can be the key to making that happen.

The following is a list of tools that can be used to help show customers that parking is more than just a parking ticket, or a potentially unpleasant experience. It is also important for staff and program administrators to remember that many of these tools and techniques must be melded together to provide a comprehensive package of customer service that includes education, information, outreach, opportunities for customers to provide input and feedback, and the use of many different methods of communication.

**EXPRESS P**  
 CITY OF LINCOLN PARKING SERVICES DIVISION  
 850 "Q" Street / Lincoln, NE 68508 402-441-PARK fax: 402-441-6476  
 parkandgo.org

**It's as easy as...**

- 1 Insert entry ticket**
- 2 Insert payment**
- 3 Take receipt to raise gate**

If you have any questions or comments please contact us at 402 / 441-PARK or visit us at parkandgo.org.

*An example of Lincoln Nebraska's informational outreach.*

List of potential marketing, information, education and customer service tools:

- Parking newsletters, flyers, and brochures
- FAQs, web-based info, searchable databases with comprehensive parking information
- Parking mobile apps to relay space availability, rates and other services
- Parking maps, both on-line and in hard-copy
- Social media outlets and techniques
- Testimonials from satisfied customers
- Special event notifications
- Conventional advertising in magazines, newspapers, radio and TV
- Alerts and parking e-notifications about unusual conditions or special events
- Parking Information Clearinghouse - become the "go to" source for all parking info in the community
- Provide multiple opportunities for customers to share input and feedback
- Tap into other community communication resources such as the monthly Utility newsletter
- Partner with organizations like the Conventional and Visitors' Bureau, and the Downtown Business Association. Collaborate with their marketing efforts to make everyone's marketing dollars stretch farther.
- Provide information in multiple languages to accommodate different cultures and visitor groups

- Use media to clear up basic misunderstandings about why parking programs are necessary, why they exist and what they are trying to accomplish. Focus on the mission, key program goals, funding sources, staff roles and responsibilities, policy positions, accomplishments, and so on in a “Fast Facts” mini-brochure
- Provide planning and development toolkits to assist developers who need to include parking in their development
- Stakeholder forums and workshops (see section on Employee Parking Programs)
- Keep customers informed during renovations and repairs; provide construction updates
- Use parking orientation tools to help visitors find their vehicle - Where did we park?
- Wayfinding is a big part of this - distinctive, consistent, attractive parking signs

**RESIDENTIAL PERMIT PROGRAM**

Related Policies and Actions:

- Policy 3.2 - Employee Parking Incentives and Disincentives
- Policy 5.1 - Residential Permit Program
- Policy 5.2 -
- Action 5. Residential Permit Program



***The City currently enforces 2-hour time limits in the Mantz subdivision near CSU.***

Neighborhoods near a central business district, a college campus, or a major employer may be impacted by non-residents who park on the neighborhood streets. Parking supply reductions, restrictions and pricing are reasons why motorists may seek additional or cheaper parking in neighborhoods. Parking Services regularly receives complaints from residents who say, “I can’t even park in front of my own house.” The most problematic areas are west of Downtown, and north and east of the Colorado State University main campus. Spillover parking from Downtown is caused by the lack of parking provided by many businesses. Problems around the campus come primarily from student parkers. The possibility of a new stadium is causing concern with residents south of the campus. There are several ways to address this issue:

- Residential permit program (recommended) - Under this proposal, parking permits will be required to park in designated neighborhoods. Permits will be issued to residents, either for free or for a nominal fee. If excess parking inventory remains after residents receive their permits, additional permits could be sold to non-residents, probably at a higher price. The resulting revenue can be used to support the program. Typically, a program would be initiated by residents through petition (generally agreement of 60% - 70% of residents is desired). A neighborhood meeting would be held to discuss specific needs and requirements of the neighborhood. An occupancy study would be conducted to verify space counts and occupancy levels. A decision-maker (such as the City Manager or a designee) would determine whether the creation of a residential permit zone should proceed. This type of program can be effective and flexible, although there are administrative and enforcement costs.

- Two-hour time limits (not recommended) - Two-hour time limits require parked vehicles to move after two hours. This has been tried in the Mantz subdivision north of campus, and has achieved moderate success. The primary problem with time limits is they affect residents as well as non-residents. Because of this limitation, the expansion of two-hour time limits as a tool to address the non-resident parking problem is not recommended.
- Compensate for spillover parking impacts (not recommended) - Another tool is to provide a benefit to residents who experience parking programs. Parking revenues (typically from on-street pay parking) are used to pay for improvements or other programs that benefit impacted neighborhoods. This can make residents feel better about the impacts, but does not solve their parking problems. This is not a recommended approach at this time.

## PUBLIC-PRIVATE PARTNERSHIPS FOR NEW INFRASTRUCTURE

### Related Policies and Actions:

- Policy 6.1- Comprehensive Parking Program for Future Needs
- Policy 6.3- Public-Private Partnerships for the Development of New Parking
- Policy 6.5- Shared Parking
- Policy 8.4- Downtown-area Generated Funding
- Policy 8.5- KFCG and Future Building on Basics Funding
- Policy 8.6- New Development's Financial Share of Public Parking
- Action Item 11. Funding for Parking Infrastructure
- Action Item 12. Public-Private Partnership Criteria

The demand for parking will continue to grow over time as Downtown visitation increases and as infill and redevelopment occur. Some of that new parking demand

will be met by new developments as they provide for their own parking needs. But there is additional new parking demand that will occur simply due to the fact that Downtown is a vibrant, exciting place that attracts people throughout the region. This is called background, or latent, demand, and it is important that the City accommodate this demand to insure that it is supportive of the "economic vitality" that is part of the *City Plan* vision.



### ***A Downtown hotel would be an opportunity for a public-private partnership.***

This Plan estimates the need for approximately 910 new parking spaces in Downtown to meet the public parking demand over the next 10 years (see Public Parking Demand on page 78). The demand can be met by two major strategies: 1) building new parking infrastructure; and 2) measures to reduce parking demand. A third strategy, to redistribute demand by using on-street-pay-parking as a parking management tool is premature at this point, but should be revisited in the future. Neither strategy will be successful without the other, nor will a new parking infrastructure be needed in combination with parking demand measures. This description deals with how to develop new parking infrastructure and new parking garages. A following section, Parking

Demand Reduction, deals with alternatives to creating new vehicle parking.

This Plan proposes a new approach to building the needed spaces. The old approach was to issue a bond package to raise needed funding, and then build a large, centralized packing garage similar to the existing garage on the southeast corner of Mason and Laporte (Civic Center Parking Structure, which has just over 900 spaces). The problem with this approach is that demand for parking typically comes from a two-block radius around a parking facility.

Figure 3 shows two areas, orange and red, representing walking distances from the two public parking garages. A distance of 800 feet (red) represents Level of Service (LOS) B and a distance of 1,600 feet (orange) represents LOS C for general retail, restaurant and employee destinations. In other words, these are the maximum distances most people would be expected to walk to and from the garages based on industry studies (Smith & Butcher, 2008). Acceptable walking distances are influenced by weather protection, climate control (i.e., indoor/outdoor), line of sight, and "friction" (e.g., walking barriers).

Generally speaking, there is not enough demand within a walking-distance radius to fill a large, 900-space garage on a day-to-day basis. Staff has seen this situation first-hand over the years as it has been difficult to completely fill the Civic Center Parking Structure, except for special events.

A smarter approach recommended in this Plan is to establish public-private partnerships to build smaller, distributed parking garages so that people have more choices to park closer to their destinations, with shorter walking distances. This approach would involve the City joining forces with a developer to build and possibly operate parking facilities. The

developer would provide the funding for the parking needs of the development, and the City would provide funding for public parking. By doing so, both entities could reap savings through design/build efficiencies and economies of scale. The City benefits by increasing the public parking supply, and the private sector benefits through a lower development risk.

One can see this approach in practice in the City of Boulder, where there are five distributed garages in a geographical area similar in size to Downtown Fort Collins. By building smaller, distributed garages, a larger area can be served.

The decision about whether or not to participate in a partnership should be subject to an analysis of public benefit. The analysis, or "scorecard", should include demand for public parking, an assessment of how well the private development meets City goals, and an estimation of expected return on investment (Kimley-Horn and Associates, Inc., 2010).

Figure 4 shows sources of parking demand and the partnership approach espoused by the *Parking Plan*. The key concept is that the three sources of parking demand - community, downtown and new development - should share in the responsibility for providing and paying for parking.

Some examples where the public-private partnership approach for parking has been utilized:



Capital City Development Corporation (CCDC) in Boise, Idaho - The CCDC has leveraged \$15.5 million in public infrastructure investment in return for \$87 million in private development. The Myrtle Street parking garage was done with public funds to effectively support the eastern half of a mixed-use development (specifically a cinema and a new hotel), but the CCDC retained ownership of the parking garage. The shared parking nature of the hotel parking needs meant that parking would always be available to the hotel without handing over ownership of any spaces or creating long-term exclusive use rights. A memorandum of understanding combined with a practical reality of the parking usage has been satisfactory for all parties.



The 51 Biltmore Project in Asheville, North Carolina - The City constructed a garage in conjunction with and on the same site as a new hotel. Although the hotel did not contribute to the cost of the garage, it leases spaces in the garage, helping to ensure its operational viability.

FIGURE 4: PARKING GARAGE SERVICE AREAS

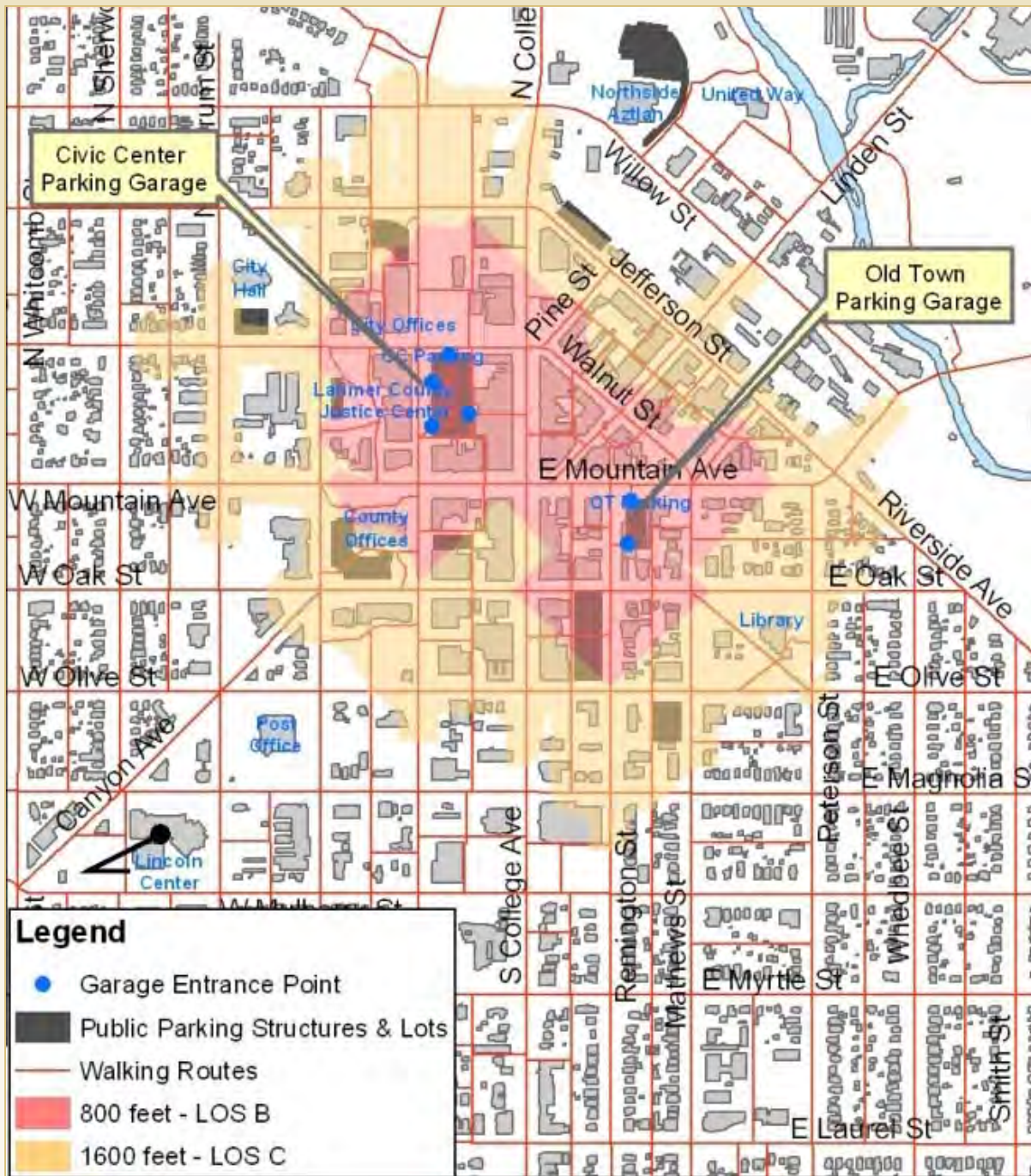




FIGURE 5: SOURCES OF PARKING DEMAND AND PARTNERSHIP APPROACH



## NEW DEVELOPMENT PARKING REQUIREMENTS

### Related Policies and Actions:

- Policy 6.1 - Comprehensive Parking Program for Future Needs
- Policy 6.2 - Parking Ratios and Land Use Code Requirements for New Development
- Policy 6.3 - Public-Private Partnerships for the Development of New Parking
- Policy 6.4 - Review of New Development Parking Impacts
- Policy 6.5 - Shared Parking
- Policy 6.6 - Downtown River District Parking Needs
- Policy 8.6 - New Development's Financial Share of Public Parking
- Action Item 2. Parking Demand Model
- Action Item 11. Funding for Parking Infrastructure
- Action Item 7. Transportation Impact Study (TIS)
- Action Item 8. Land Use Code Parking Requirements
- Action Item 13 Development Review of Parking

As mentioned previously, there are no minimum parking requirements for development in the Downtown area. This creates both opportunities and issues: On one hand, the cost barrier of parking is lessened for infill development because a development may choose to provide fewer parking spaces than a city minimum. On the other hand, the entire burden for accommodating parking is placed on the public sector (through on-street and off-street public spaces), and spillover impacts may occur in adjacent neighborhoods, by projects that don't provide parking.

A more sensible approach, recommended by this Plan, is to better account for the parking impacts of new development through a variety of tools. This accounting includes participation by both the public and private sectors. While still not being required to meet minimums, developers

would need to assess the parking impacts through the existing Transportation Impact Study. A new component would be added to the Study to include the expected amount of parking demand; any parking provided on-site, proposed parking demand reduction programs, and other important parking information. Cities such as Cambridge, Massachusetts and Berkeley, California are already employing this approach.

Another tool recommended by this Plan is public-private partnerships, described in the section titled Public-Private Partnerships for New Infrastructure.



### ***A Downtown hotel would be an opportunity for a public-private partnership.***

Funding for public parking would come from a variety of sources, including a parking impact fee that is assessed on new development. New development would contribute financially to a share of the demand for parking it generates, with credit given for on-site parking and effective parking demand programs. Many communities provide a "fee-in-lieu" of parking; the proposed parking impact fee would work similarly although in reverse (developers would have the option to provide parking rather than paying for the fee).

The fee rate would need to be set at level that generates appropriate revenue while have not excessively impacting the feasibility of infill development. In addition, such a fee should not be assessed until a larger revenue source is available to build public parking infrastructure.

**PARKING DEMAND REDUCTION**

Related Policies and Actions:

- Policy 7.2 - Efficient Use of Existing Parking
- Policy 7.5 - Downtown Transit
- Policy 7.7 - Employee Mobility Options
- Policy 6.4 - Review of New Development Parking Impacts
- Policy 6.5 - Shared Parking
- Policy 9.2 - Bicycle Parking Requirements for New Development
- Policy 9.3 - Long-Term Bicycle Parking by Downtown Employers
- Policy 9.4 - Long-Term Bicycle Parking at Key Public Destinations
- Action Item 7. Transportation Impact Study (TIS)
- Action Item 14. Bicycle Rack Installation and Maintenance
- Action Item 15. Bicycle Parking Monitoring

Parking demand reduction is the concept that it is more sustainable and cheaper to provide alternatives to vehicle parking than to build new parking infrastructure. Demand reduction does not ignore that fact that many trips into Downtown will continue to be made by car and parking will still be needed in the future. However, a growing proportion of trips into the Downtown are made by bicycle (estimated at 12-15% in 2012) and ridership on transit is expected to grow as MAX becomes operational. Other innovative techniques have been used in communities to effectively reduce parking demand.

The limited land area to provide new surface parking, the need to enhance the pedestrian scale and character, and the

high cost of structured parking (estimated at \$20,000- \$25,000 construction cost per space) are compelling reasons to consider alternatives to building new parking. Parking demand reduction techniques will begin to take on a greater importance as the demand for parking grows, and as a result of new development, which is not required to provide parking. The consideration of non-structural tools to address parking needs is anticipated to be part of the proposed Transportation Impact Study requirements, and possibly tied to reductions in the proposed parking impact fee.



***Max, the Mason Corridor’s bus rapid transit line is one tool to lessen parking demand.***

The table below is intended as a short list of potential parking reduction options that could be implemented as part of a City program or by employers and developers.

TABLE 5: POTENTIAL PARKING DEMAND REDUCTION MEASURES

Measure	Description	Examples
Bicycle amenities above zoning requirements	E.g., enclosed bicycle parking above minimums, on-site showers and changing facilities.	The Otterbox headquarters building provides indoor bicycle racks at employee entrance and basement.
Parking cash-out programs or subsidies for alternative modes	Employees are offered cash equivalent of parking if they use alternative modes.	The Cupboard provides a financial incentive for employees who ride bicycles.
Subsidized Transfort/MAX passes	Transit passes for employees paid for by employers or a parking district	The City of Fort Collins provides free passes for all its employees. Boulder’s Central Area General Improvement District provides an “Eco Pass” for all employees.
Car sharing	Vehicle provided for use by employees, residents or students to reduce the need for individual car ownership. Successful and growing strategy in many larger cities.	Colorado State University has partnered with a commercial operator to provide cars for students and staff/faculty use.
Guaranteed ride home	Includes services that allow employees who use alternative modes to get a free ride home (usually via taxi) if they miss their bus or if they need to stay at work late.	Through its vanpool and eco pass programs, Denver Regional Council of Governments (DRCOG) pays for a free taxi ride home for employees who have an emergency on a day that they used alternative transportation.
Reserved rideshare parking	Parking reserved for rideshare (carpool, vanpool) programs to encourage its use.	Colorado State University provides 18 carpool stalls.
Shared parking	Sharing parking spaces typically allows 20-40% more users compared with assigning each space to an individual motorist.	City’s parking garages and lots.
Telework	Programs that allow employees to work from home.	DRCOG provides assistance with creating a telework program.
Parking pricing	Underpriced parking results in excessive parking demand, as evidenced by the 100% occupancies in the Downtown core. Pricing helps to allocate parking appropriately and reduce driving by those who have alternatives.	Proper parking pricing is being implemented in San Francisco, Redwood City, and a growing number of other communities.
Unbundle parking	Parking is sold or rented separately from a building. Occupants of a building only pay for the parking spaces they actually need.	The developer of Buckman Heights mixed-use development and Buckman Terrace Apartments in Portland constructed the project with on-site parking; residents pay a monthly fee for parking.

## BICYCLE PARKING RECOMMENDATIONS

### Bicycle Rack Design

All bicycle racks should be designed with the following specifications:

- Hold the bicycle by the frame, not just the wheel
- Ability to use a “U” shaped shackle lock
- Won’t chip the paint of a bicycle if the bicycle is leaned against it
- No sharp edges
- Accommodate a wide range of bicycle types and sizes
- Located in places that are easy to find, convenient, and secure (e.g. places where bicycles are already located, or in front of buildings on the sidewalk if it is permitted)

### Bicycle Facilities in General Recommendations

- Focus implementation of facilities at transit stops and stations, community facilities, public and private parking structures, and major employment and commercial areas
- Improve bicycle parking at transit stops and stations, as well as at new stations constructed as part of the Mason Corridor/MAX BRT system.
- Include bicycle-transit connectivity information and locations on the Bike Map and Transfort Map
- Consider a “Park-n-Ride” concept for bicycle use to encourage regional bicycle commuters. A “Park n’ Ride” program would motivate regional car commuters to park their vehicle on the edges or entrances to Fort Collins and then ride their bicycles into the City. An effort of this nature might decrease traffic within the City and offer health benefits to daily commuters.
- Coordinate with businesses to encourage employees to bring

bicycles to work or utilize the FC Bike Library for daily trips near their offices such as meetings and lunch.



**Locate bike racks in places that are easy to find, convenient, and secure.**

### Short-term and Long-term Bicycle Parking Recommendations

Bicycle parking needs change depending on the length of stay. Of particular concern is the issue of safety for longer-term parkers and ease of access for shorter-term parkers. The following are recommendations called out in the 2008 Bike Plan that address the needs of short- and long-term bicycle parking.

#### Short-term Bicycle Parking Recommendations

- Locate facilities within 50 feet of the intended building entrance.
  - In locations with multiple entrances or multiple buildings on the same site, distribute bicycle parking facilities to accommodate the various entrances
- If more than 10 short-term spaces are required, at least 50% of the spaces should be covered
- When placing a rack on a sidewalk, make sure enough room is left for pedestrian use

Long-term Bicycle Parking Recommendations

- Provide an area enclosed with a fence and locked by a gate
- Locate facilities within view of an attendant or security guard
- Monitor the area with a camera and provide ample lighting
- Locate the parking area within visibility of employee work areas
- 50% of long-term parking should be covered

The City currently has a bicycle cage in the Civic Center Parking Garage located on Mason Street and Laporte Avenue. For a small fee (\$5 a month or \$20 a year) a user can access the Bike Cage to park their bicycle securely. Bicycles are stored in a double layer bike rack to optimize the number of bicycles that can fit in the cage. This type of facility is ideal for long-term bicycle parking.

**Statewide Approaches to Bicycle Parking**

The State of Colorado Bicycling Manual provides a section on bicycle parking that covers recommended types of racks and lockers, where and how to locate bicycle parking, parking reductions for bicycle parking, and specifications for the recommended bicycle rack. To encourage more bicycle parking facilities the CDOT Bicycle/Pedestrian Program recommends bicycle parking be no less than 5% of the spaces provided for vehicles. The goal of this provision is to provide bicycle parking in many - ideally all - locations.

The Manual recommends the inverted “U” bicycle rack for a number of reasons. The “U” rack can hold two bicycles that can be locked around the frame and the wheel. The “U” rack is a simple design and complements most streetscapes without obstructing sidewalks or storefronts. Additionally, “U” racks are free-standing which provides placement and quantity flexibility. To increase security, the Manual recommends locating bicycle parking along

heavily traveled streets and/or sidewalks, and within sight of a building front. Increasing the visibility of the parking location will minimize security risks. Locating racks in heavily used, desirable areas will also limit the number of bicycles locked to trees, posts, or any other object located near the destination.



***One Bicycle Plan recommendation is that 50% of long-term bike parking should be covered.***

For long-term parking the Manual recommends the use of bicycle lockers. Lockers provide increased protection from theft as well as protection from the weather. Typical locations where lockers may be appropriate are at transit centers where bicyclists park their bike for longer periods and where theft is a concern. In regards to storage lockers, the Manual recommends those that are weather-tight, durable against theft and vandalism, accessible by key lock, and installed on concrete with fasteners that cannot be removed with standard tools.

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**Funding**

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Achievement of nearly all of the policies and action items identified in this report are premised on securing a new funding source dedicated to Downtown parking management. Existing parking revenues

from permits, hourly fees, and citations are sufficient only to operate the existing parking management program and to provide a moderate amount of reserves to maintain public parking lots and garages.

One of the policies of this Plan is to create a parking enterprise fund so that parking revenues flow directly into parking programs (Policy 8.1). Other policies speak to providing a variety of sources distributed among the community, Downtown owners, and developers (Policy 8.3-Policy 8.6).

Future public parking needs are estimated to be 910 spaces over the next 10 years (see Public Parking Demand on page 78). At \$25,000 per space for structured parking, the current cost for these spaces would be nearly \$23 million. In 10 years, the cost could rise to \$31 million due to increased construction costs.

Historically, new public parking infrastructure has been constructed through the General Improvement District #1 (Oak/Remington Lot), the Downtown Development Authority (Old Town Parking Structure and the Civic Center Parking Structure), and other public funds (City of Fort Collins, the Downtown Development Authority, and Larimer County for the Civic Center Parking Structure).

- The Civic Center Parking Structure is financed with certificates of participation (COPs); with the City, County and DDA sharing financial responsibilities. COP debt expires in 2018. Operations and maintenance (O&M) services are provided by the DDA and financed with parking fees. Revenues generated from operations are sufficient to cover the costs of daily operations and maintenance, although the City and County will backfill O&M costs if needed.

- The Old Town Parking Structure was financed with tax increment bonds issued by the Downtown Development Authority; these bonds matured in 2005. The City receives parking revenues and provides O&M services. The General Fund and/or the Keep Fort Collins Great fund subsidize maintenance costs not covered with parking fees.
- On-street parking and off-street parking lots O&M costs are funded from parking revenues. These revenues may be supplemented with other Transportation Services Fund revenues if needed.
- New technology including vehicles, hand-held devices, and software to operate an enhanced parking enforcement program were purchased with revenues generated from parking fines and fees.



***On-street parking and off-street parking lots O&M costs are funded from parking revenues.***

Some of the action items were requested for funding through the Budgeting for Outcome process in 2013-2014, including a residential permit parking program offer (Action Item 6), a general Parking Plan implementation offer, and new parking infrastructure offer (Action Item 13). One

of the biggest needs of the Parking Services Department is for staffing to implement parking actions. The existing staff does not currently have the capacity to take on additional responsibilities, and most of the outreach and special programs today are done by the Parking Services Manager.

While some existing sources of funding like the GID #1 might be good sources for smaller capital projects, larger sources will be needed especially for the development of new parking infrastructure. The *Parking Plan* process included an assessment of a range of potential financing options. Four sources that seemed to have the most feasibility included:

#### **Keep Fort Collins Great Funding (KFCG)**

The most viable, short-term source of parking funding could come from KFCG. 17% of the .85% sales tax is dedicated to transportation needs, and eligible projects could include public parking infrastructure and programs. Considerations for tapping into this resource include competition within this fund for other high-priority transportation projects and the 2020 sales tax expiration date.

- 8-year funding generation estimate: At 16% of all KFCG funding, the fund could fulfill the entire future public parking need: \$31 million.

#### **Building on Basics 2016 (BOB)**

Similar to the Building on Community Choices (1997) and BOB (2005), a new quarter-cent sales tax could generate substantial revenues, and a portion could be used to construct new parking infrastructure. Considerations for using a future BOB include competition for funding with other high-priority City capital projects, and the need for a city-wide election.

- 10-year funding generation estimate: One-half of a quarter-cent sales tax

could fulfill the entire future public parking need: \$31 million.

#### **Business Improvement District (BID)**

BIDs have several governance options, generate revenue through special assessments, fees, charges and property taxes, and can issue debt. BIDs are formed by a petition of property owners owning 50% of the assessed value and 50% of the acreage. There are 40 BIDs in Colorado include Downtown Denver for enhanced maintenance of the 16<sup>th</sup> Street Pedestrian and Transit corridor. Considerations for creating a BID include the need for a property-owner election and the additional tax burden on Downtown property owners.

- 10-year funding generation estimate: A fairly high special assessment (\$.20 square foot on land and building area) could generate \$31 million.

#### **Parking Impact Fee**

Many communities provide a “fee-in-lieu” of minimum parking requirements in downtown or transit-oriented-development areas. Since the City of Fort Collins does not have minimum requirements for most development in the Downtown, it could simply institute a parking impact fee similar to the capital expansion fees imposed on new development. In essence, it could operate as a “fee-in-lieu” in reverse: developers could be given a credit to the fee for providing on-site parking or other measures to reduce parking demand. One major consideration is that the revenue generation would most likely be low. In order for Downtown to be attractive to private investment, impact fees would need to be substantially lower than the cost of a structured parking space (\$25,000). Thus, other significant sources of funds would be needed to supplement the impact fee revenue.

- 10-year funding generation estimate: Unknown. Dependent on amount and timing of new development.



Other options explored but not recommended at this time include:

- Increase of the General Improvement District #1 Mil Levy
- Downtown Development Authority Tax Increment Financing
- Special District
- Special Improvement District
- Re-purposing of the Street Oversizing Fee to Include Parking
- On-Street Parking User Fee (a.k.a. On-Street Pay Parking)
- General Fund

Appendix F includes a brief description of each potential funding source and a matrix of considerations for each.

## Performance Monitoring Program

### PERFORMANCE MEASURES

The *Parking Plan* must be monitored regularly to determine whether the implementation of the Plan is occurring and whether it is achieving desired results. An overall transportation monitoring program is included in the *Transportation Master Plan*. Specific parking performance measures will be reported within that overall effort (see Table 6). A few performance measures are already collected on a regular basis by Parking Services. Other measures will need further discussion, and some will need additional funding for data collection. Action item 18 is recommended to provide for on-going data gathering.

### TRIGGERS

This Plan recommends making minor adjustments to the way that on-street parking is managed using tools such as working with employers to reduce

employee parking in high demand locations, providing for a pay-by-cell phone option to extend visitor parking hours, and enhancing marketing and information of parking. Through an extensive discussion, it has been acknowledged that in general Downtown stakeholders and the community as a whole is not ready to consider on-street pay parking. Given the success at which on-street pay parking has been implemented in other communities to addressing Downtown parking issues, a question remains: "Will on-street pay parking be needed in the future?"

As described elsewhere in this Plan, on-street pay-parking management should be revisited at some point in the future. Certain triggers could be used to determine when and if on-street pay-parking is feasible or necessary, as follows:

- The occurrence of 100% on-street occupancy rates on additional Downtown blocks.
- On-street parking occupancies increase in the Downtown core by 20% over the current levels.
- The number of parking citations issued in the Downtown area increases by 20% over current levels.
- Collaborative efforts with Downtown employers to encourage Downtown employees to use parking garages and other off-street parking prove to be unsuccessful.
- Public opposition to enforcement of the two-hour time limits reaches an unsustainable level.
- A consensus develops within the Downtown community that two-hour time limits are not working.

**TABLE 6: PARKING PERFORMANCE MEASURES**

Measure	Definition	Target	Resources
Parking occupancy	Counts of vehicles in public parking spaces	The optimal parking occupancy rate is 85% according to parking experts	Additional resources needed for regular count
Turnover	The average number of vehicles turning over per hour, or average length of stay	The current length of stay is around 1 hour for time-limited locations	Parking Services conducts yearly turnover data for one day for one block face; should be extended to several representative blocks
Bicycle parking occupancies	Counts of bicycles in Downtown racks	No specific target; used to identify areas of need	Additional resources needed for regular count
Public parking needs	Number and location of public parking spaces needed to meet latent demand	To be determined.	Measure relies on occupancy counts and parking demand model
Employee parking in high demand on-street locations	Percentage of long-term parkers in high demand on-street spaces	Reduction from current 20% employee parking on the street.	Needs to be determined
Permit parking	Demand for permit parking spaces; ratio of requested permits to available spaces	To be determined.	Parking Services data
Parking surface area	% of Downtown devoted to surface parking lots	Reduction in current percentage	Analysis through geographic information system

# Parking Conditions Assessment

This section contains an analysis of existing conditions, including the supply of parking, utilization of parking spaces, turnover and duration of parking spaces, and overall parking sufficiency within the focus area.

## Existing Parking Supply

Downtown Fort Collins has a total of 11,000 parking spaces. Of the entire 366 acres in the area of focus, 57 acres (16%) are covered by off-street parking lots. The breakdown of on-street and off-street spaces, and public and private spaces, are shown in Table 7 below.

TABLE 7: DOWNTOWN PARKING BY TYPE

Parking Type	Spaces	Percent
Public Off-Street	1,982	18%
Private Off-Street	5,428	49%
Off-Street (Total)	7,410	67%
On-Street	3,590	33%
Total	11,000	100%

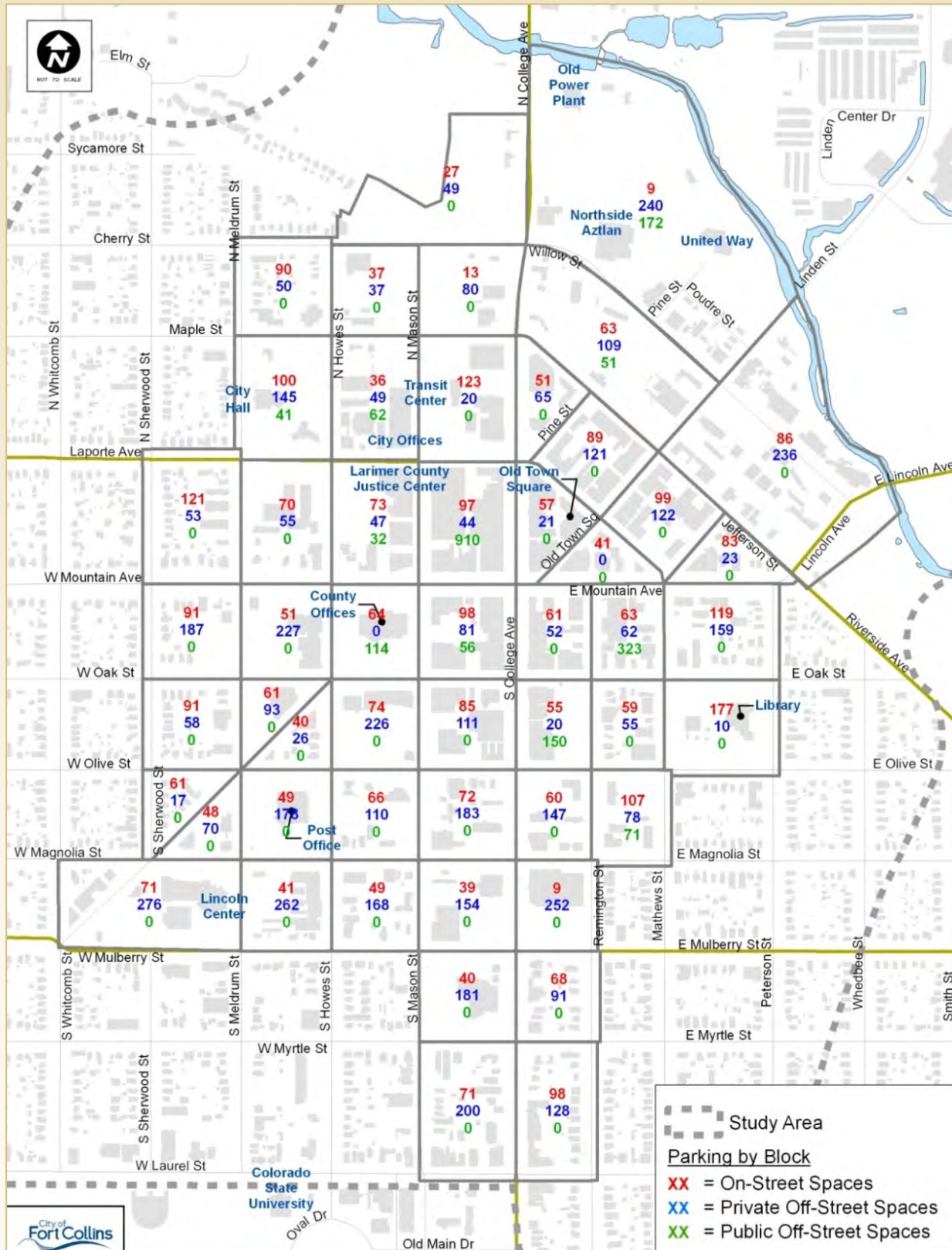


*Downtown Fort Collins has a total of 11,000 parking spaces.*

Figure 6 identifies the type and amount of parking by block. Downtown has a considerable amount of on-street parking. A more detailed map of the amount, locations, and types of parking is contained in Appendix A.

The public, off-street spaces include any space that is available for public use. For instance, the lot at the County Courthouse Office building at 200 West Oak Street is largely open for public use, whereas the lot east of City Hall is listed as private because it is reserved for City employee use only.

FIGURE 6: TYPE AND AMOUNT OF PARKING BY BLOCK



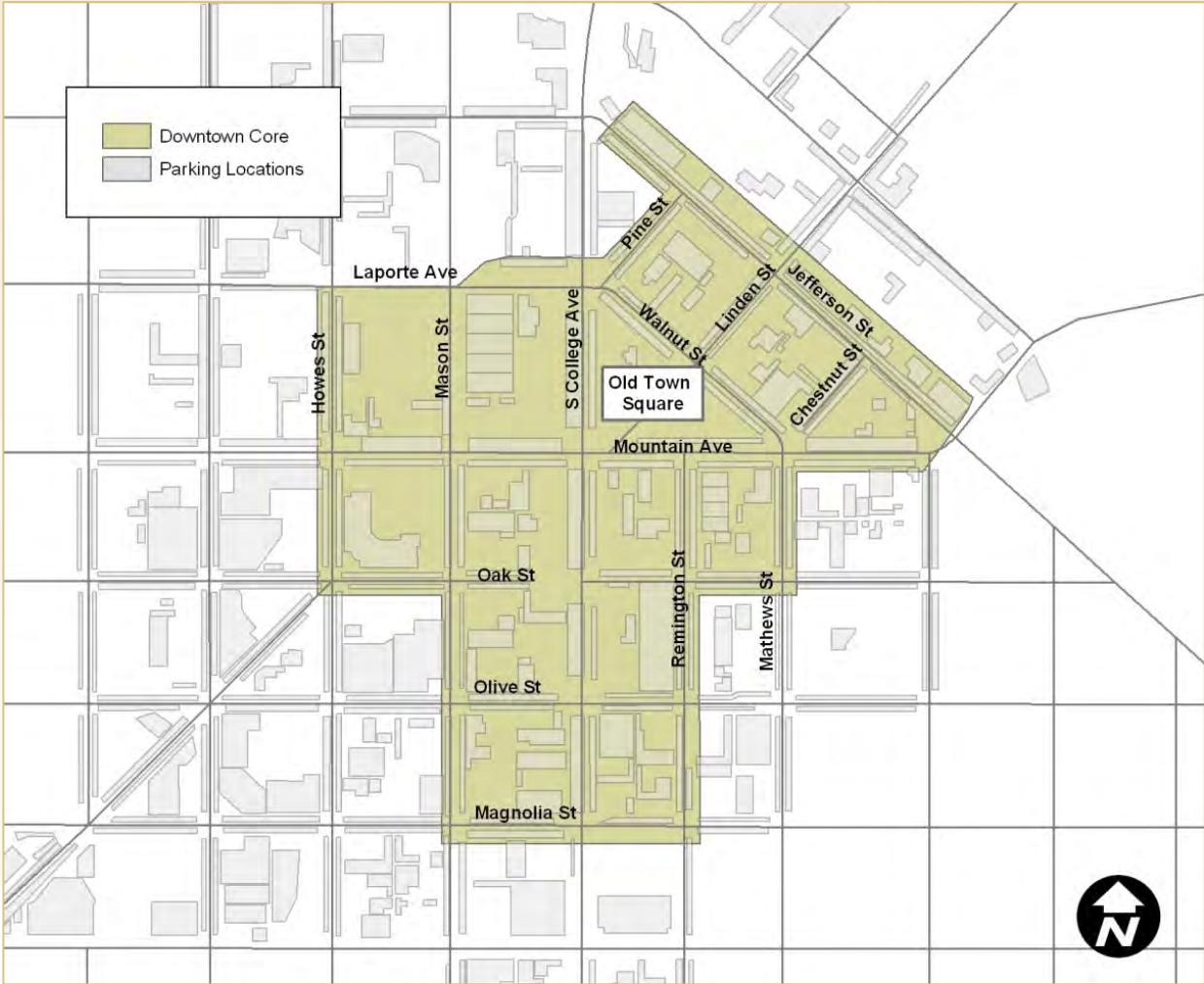
# Parking Utilization

Occupancy counts of on-street and off-street parking spaces were conducted on an hourly basis over three consecutive days in May 2011. The observations were recorded on Thursday from 12 p.m. to 5 p.m., Friday 5 p.m. to 9 p.m., and Saturday 12 p.m. to 5 p.m. The Thursday counts covered the entire focus area, while the Friday and Saturday counts covered only the Downtown Core. For the purposes of this study, the Downtown Core (Figure 6) includes an area within two blocks of the College and Mountain intersection, and which has the highest overall demand for parking.

FIGURE 7: DOWNTOWN CORE FOR OCCUPANCY COUNTS

Overall, there is currently a surplus of parking in Downtown. Between 12 p.m. and 9 p.m., the average occupancies range from 48 percent to 64 percent. It should be noted, however, that there are particular block faces that experience 100 percent occupancy. This indicates that proximity to available parking may be the issue rather than parking supply. It should be noted that this assessment does not take into account projected future parking demands and therefore the existing conditions data presented here does not yet contain “effective supply” or “design day adjustment factors”.

A comparison of on-street and off-street (public), and off-street (private) parking shows that the overall daily trends between the three are similar, as shown in Figure 8 and Figure 9, Figure 10, and Figure 11).



The counts show a typical peaking trend that is often seen in most downtown communities. There is an intermediate midday peak during the lunch hour, followed by an afternoon drop off, before reaching the overall daily peak in the evening when nightlife and entertainment uses draw significant crowds. There is a greater demand at nighttime, with a less significant peak during the lunch hour. Even though they experience similar trends, the demand characteristics between on-street and off-street (public), and off-street (private) parking varies. A peak hour of occupancies was observed for each day (see Appendix A contains a complete set of occupancy maps and tables with occupancy counts for each day and time surveyed

TABLE 8: PEAK PARKING OCCUPANCIES BY DAY OF WEEK - DOWNTOWN CORE

	THURS 1 PM	FRI 6 PM	SAT 5 PM
On-Street Occupancy	79%	85%	78%
Public Off-Street Occupancy	66%	61%	52%
Private Off-Street Occupancy	59%	45%	44%
Overall Occupancy	69%	66%	62%

FIGURE 8: PARKING OCCUPANCY TRENDS - OUTSIDE OF DOWNTOWN CORE

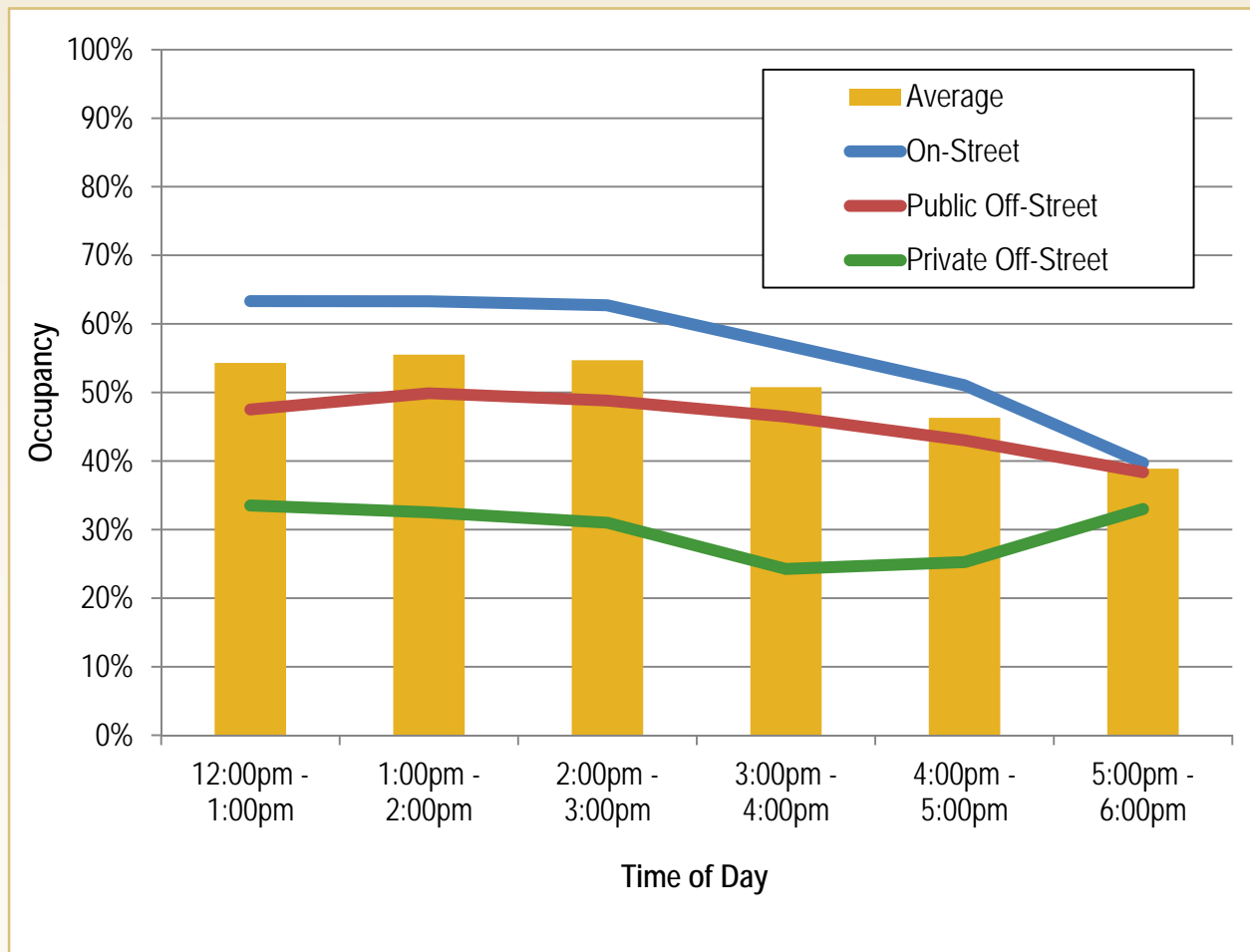


FIGURE 9: PARKING OCCUPANCY - 1:00 PM ON THURSDAY (PEAK HOUR)

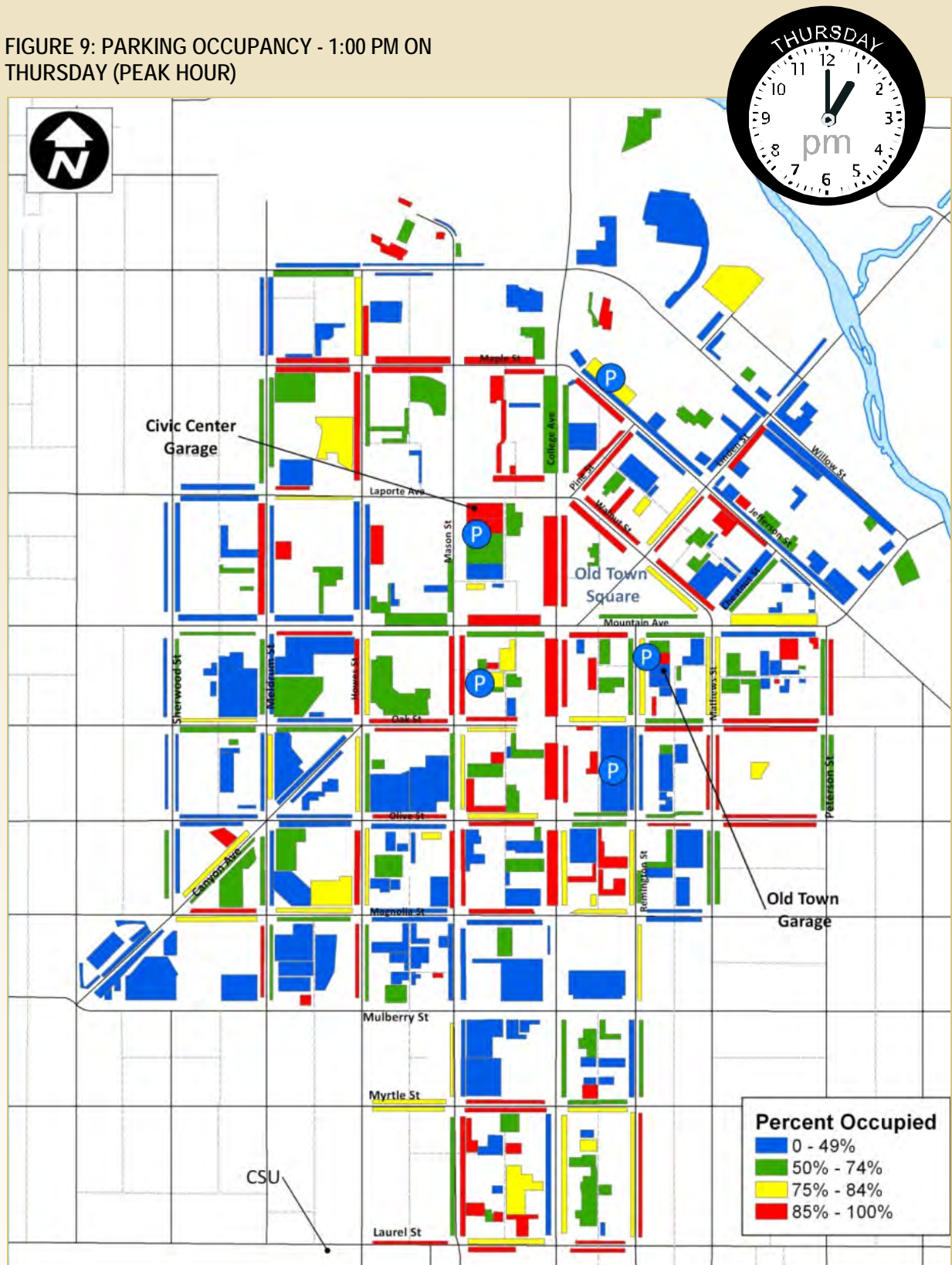


FIGURE 10: PARKING OCCUPANCY - 6:00 PM ON FRIDAY (PEAK HOUR)





FIGURE 11: PARKING OCCUPANCY - 5:00 PM ON SATURDAY (PEAK HOUR)



Figure 11 is a map of high demand parking locations. For the purposes of this study, areas of high demand were defined as having 85% or greater occupancy at least once during the survey period. The value of 85% is an important industry metric because it is considered to be an optimal level of parking occupancy. Parking occupancies above 85% give the perception that it is difficult to find parking, and lead to trolling for parking, which in turn increases congestion, air quality emissions, and pedestrian-vehicle conflicts, and reduces Downtown visitation.

The figure shows that nearly all of the on-street parking and off-street public surface parking lots in the Core experiences demand higher than 85% during most of the day.

Table 9 provides a breakdown of occupancies by time of day on Thursday outside of the Core. The Thursday counts include employee parking throughout the Downtown and not just within the Core, which was the focus of Friday and Saturday counts. In contrast to high occupancies in the Core, parking lots outside of the Core have relatively low occupancies. The average overall occupancy on Thursday was 50% for all types of parking.

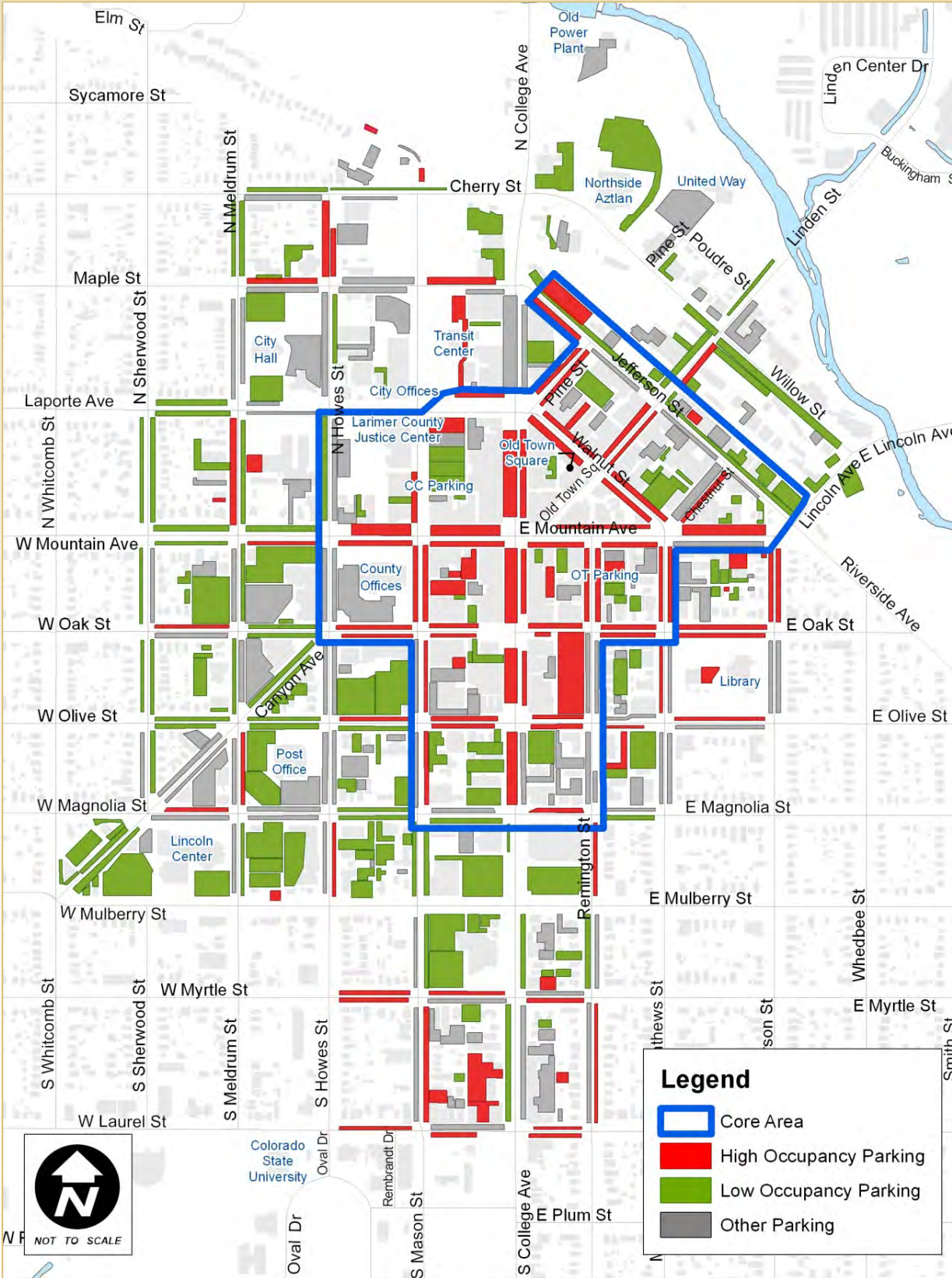
Figure 11 also shows areas of low occupancy. For the purposes of this study, areas of low occupancy were defined as having an average occupancy of less than 50%, and also never having occupancies above 85% at any time during the occupancy count period.

The data indicates that there is excess parking capacity outside of the Downtown Core and on the upper levels of the parking garages. This excess capacity could provide opportunities for shared parking amongst land uses, for the conversion to more active uses, and for remote parking for Downtown events.

TABLE 9: PARKING OCCUPANCIES OUTSIDE OF THE CORE ON THURSDAY

	On-Street	Off-Street (Private)	Off-Street (Public)
NOON	63%	48%	34%
1:00 PM	63%	50%	33%
2:00 PM	63%	49%	31%
3:00 PM	57%	46%	24%
4:00 PM	51%	43%	25%
5:00 PM	40%	38%	33%
Average	56%	46%	30%

FIGURE 12: HIGH AND LOW OCCUPANCY PARKING AREAS



## On-Street Parking Turnover

As part of the existing parking analysis, the City of Fort Collins collected parking duration data for five blocks within the focus area. These five blocks were selected as representative locations based on their usage patterns and proximity to primary demand generators. Time limits are enforced on all of the streets except for 100 Mathews Street and in the center parking on 300 East Mountain Avenue.

Table 10 shows the average length of weekday and weekend stay for each block.

**TABLE 10: TURNOVER SUMMARY BY STREET**

Block	Average Weekday Stay (hours)	Average Weekend Stay (hours)
100 S. College Ave.	0.9	1.1
200 W. Mountain Ave.	1.2	1.3
300 E. Mountain Ave.	1.6	2.5
200 Walnut St.	1.0	1.3
100 Mathews St.	3.7	4.3

*Additional tables are provided for each location showing the average turnover per hour and the average turnover in an 8-hour period in Appendix A.*

The data indicates that an acceptable level of turnover exists where there is time limit enforcement. In fact, on-street parking turnover rates have increased since 2002. Currently, there is a range of 5.5 - 10.5 vehicles parked per space in an eight hour period, which would be considered very healthy and desirable. The average on-street parking duration (average length of

stay) is in the 0.9 - 1.3 hours range. Adoption of the latest technology (mobile license plate recognition) coupled with effective application of parking enforcement policies have resulted in positive results.

In all five areas it was shown that vehicles generally park for longer durations on the weekends, when parking enforcement is not in effect, than on weekdays.

## Parking Demand Projections

### PARKING DEMAND MODEL

The project consultant, Kimley-Horn and Associates, prepared a parking demand model as part of this report to monitor ongoing changes to Downtown parking demand. The model uses inputs include parking supply, land use inventory, multi-modal trip characteristics, and parking occupancy counts to generate the amount of parking needed throughout the Downtown, and in specific Downtown districts as defined in the model interface.

As of the writing of this report, the model was still under development. However, some preliminary parking demand estimates were made using the model using existing land uses and the 2011 parking occupancy counts. These results need additional study and refinement, as called for in Action Item 2. Parking Demand Model.

The table below identifies the surplus of parking ("surplus"), and how well the parking supply meets the estimated demand ("met demand"). For all of Downtown, there is a surplus of 5,185 spaces and there were 6,163 parking spaces that met the demand. The latent demand (or in other words, demand not met) was -45, indicating that every land use was able to allocate their parking

demand to a parking space within 800 feet, which is the specified walking distance. In summary, for the Downtown as a whole, the model indicates that there is not a current parking supply issue.

In the Downtown Core, the model indicates from the latent demand (1,410) that the existing supply in the Core does not meet the demand. Many land uses generate parking demand that is met outside of the Core Area because some of the parking within the Core is allocated to another use, or is further than the walking tolerance.

**TABLE 11: PARKING DEMAND ESTIMATES - EXISTING CONDITIONS**

Area	All of Downtown	Downtown Core
<b>Demand</b>	6,117	1,643
<b>Supply</b>	11,292	2,315
<b>Surplus</b>	5,175	233
<b>Met Demand</b>	6,163	672
<b>Latent Demand</b>	-45	1,410

*The figures represent baseline 2011 conditions. Mode split used was biking 13%, transit 1%, and walking 2%. A walking tolerance of 800 feet was used. See Appendix B for more details.*

The model was also used to generate preliminary parking demand projections (Table 12). Estimates were made about the type and amount of new land uses would occur within a 10-year horizon. In addition, assumptions were made about parking that was lost to redevelopment and parking that was added through new development. For instance, it was assumed that a new hotel would be constructed on the Remington lot, and a parking garage would be built with additional parking to replace the surface parking. In some cases the estimated new development was assumed to be accompanied by parking, but in other cases no parking was provided. More details

about these assumptions can be found in Appendix B.

Parking demands increase significantly in this growth scenario, while the amount of parking remains essentially the same. For all of Downtown, there is still a surplus of parking but it is much lower than today. The latent demand indicates that there are land uses within the study area that cannot allocate their parking demand to the parking facilities within their areas of influence, based on the specified walking distance of 800 feet.

Small area analysis was also completed for the Downtown Core, River District, and Canyon Avenue. Again, the estimates in Table 11 and Table 12 are preliminary. Additional analysis is needed to improve the accuracy of the estimates.

**TABLE 12: PARKING DEMAND PROJECTIONS - 10 YEAR HORIZON**

Area	All of Downtown	Downtown Core	River District	Canyon Avenue
<b>Demand</b>	9,344	3,343	912	755
<b>Supply</b>	12,188	2,898	923	989
<b>Surplus</b>	2,844	-445	11	234
<b>Met Demand</b>	5,057	1,617	405	351
<b>Latent Demand</b>	4,287	1,726	507	404

*The figures represent conditions in approximately 10 years with additional Downtown development and some new parking. Mode split used was biking 13%, transit 5%, and walking 2%. A walking tolerance of 800 feet was used. Canyon Avenue area includes a two-block wide by four-block high area centered on Canyon and Olive. See Appendix B for more details.*

The overall conclusion that can be drawn from these preliminary estimates is that the need for Downtown parking will continue to grow over time, though the amount will vary by location. The way in which the demand will be accommodated is addressed in the Principles and Policies section of the Plan.

## Public Parking Demand

The Parking Demand Model provides insights into future parking needs based on existing and future land uses. However, it does not provide information on public parking needs, except as related to high occupancy parking areas and latent demand generated for small areas. In order to address this deficiency, and to generate reasonable estimates of needed public parking, City staff analyzed several sources of information:

- Downtown growth in terms of increased parking occupancies between 2002 and 2011, historic taxable sales changes, and historic traffic volume changes.
- MAX BRT ridership and Park-N-Ride needs.
- Public buildings anticipated in the next 10 years.

An overall latent demand for public parking was estimated to be 500 spaces. Planning documents for the MAX BRT estimated the need for a 125-space Downtown Park-N-Ride. Other public facilities are expected to generate the demand for 286 spaces, for a total of 910 public parking spaces. This estimate (910 spaces) is used to generate scenarios on funding of new infrastructure in the Action Plan chapter.

Another large public facility that may be constructed is a 1,500 seat performance hall, generating the need for another 600 spaces.

TABLE 13: FUTURE PUBLIC PARKING DEMAND - 10 YEAR HORIZON

Source of Demand	Spaces Needed
(1) Growth in demand for public parking	500
(2) New North Park-N-Ride for MAX Bus Rapid Transit	125
(3) New 30,000 Square Foot Government Office	76
(4) Existing Lincoln Center	210
<b>Subtotal – Public Parking Needed Over Next 10 Years</b>	<b>910</b>
(5) New 1,500 Seat Performance Hall	600
<b>Total Public Parking Needed with New Performance Hall</b>	<b>1,510</b>

Notes:

- (1) Based on change in occupancy for public parking between 2002 - 2011.
- (2) Sources include various MAX planning documents.
- (3) Source was Operation Services, with assumptions about parking demand and amount of parking to be provided on-site.
- (4) Represents unmet parking demand in a 2-block radius around the Lincoln Center.
- (5) Performing Hall identified in Cultural Facilities Plan; potential project only.

Public parking needs vary by Downtown location. Figure 13 shows areas where public parking will be needed in the future, and where it would leverage future land uses and public facilities. The purpose of this map is not to exclude other opportunities, but to identify the areas that would provide the most public benefit, particularly for the construction of new parking infrastructure through the creation of public-private partnerships.

FIGURE 13: PUBLIC PARKING OPPORTUNITY AREAS



## Bicycle Parking

The City of Fort Collins is well known for being a progressive bicycle-friendly community. Since 2003 it has been named by the League of American Bicyclists as a gold level Bicycle Friendly Community. The gold status was awarded to the community because of its commitment to creating a comprehensive and well-connected network of bicycle amenities. In addition, the City has also produced a number of programs to complement the bicycle facilities and to promote bicycle safety and awareness. In regards to bicycle parking, Fort Collins is once again a leader and working toward improving and expanding bicycle parking facilities.

TABLE 14: DOWNTOWN BICYCLE PARKING SUPPLY

Ownership	Location	Number of Racks	Capacity
Public	On-Street	6	150
Public	Off-Street	244	1,126
Private	Off-Street	54	347
Unknown	Off-Street	14	52

### Existing Bicycle Parking Supply

Table 14 and Figure 15 identify the supply and locations of bicycle parking. There are approximately 1,675 bicycle parking spaces in 318 bicycle racks in Downtown. The counts include bicycle parking outside of buildings and do not include most of the bicycle parking inside of buildings, such as the bicycle parking inside City government offices at 215 N. Mason Street and the Otterbox building on Meldrum Street. However, the counts do include the bicycle parking cage inside the Civic Center Parking Structure, which has 25 spaces, and the public on-street racks occupying

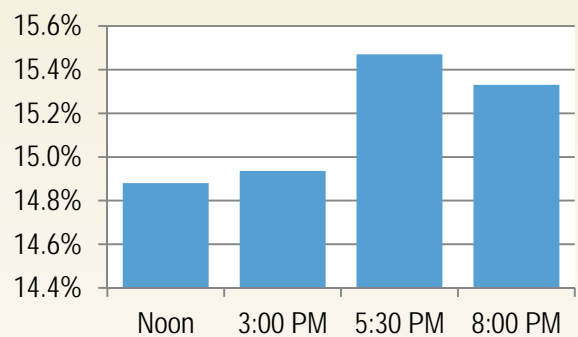
former parking spaces, each of which has spaces for 25 bicycles.

### Existing Bicycle Parking Occupancy

The purpose of this section is to identify areas where bicycle parking is in high demand or might be deficient. The City collected bicycle parking supply and occupancy data in May 2011 between 12 p.m. and 8 p.m. Results were similar to the automobile parking supply: there are areas of high bicycle parking demand in the Downtown Core but overall the supply is sufficient to meet demand.

The results of the analysis showed that the average occupancy for each hour was approximately 15 percent of the total supply. Figure 14 illustrates the overall occupancy per hour. Blocks within the core area experience occupancies higher than average, of between 31 and 50 percent. Overall there is more than enough bicycle parking supply throughout the Downtown area.

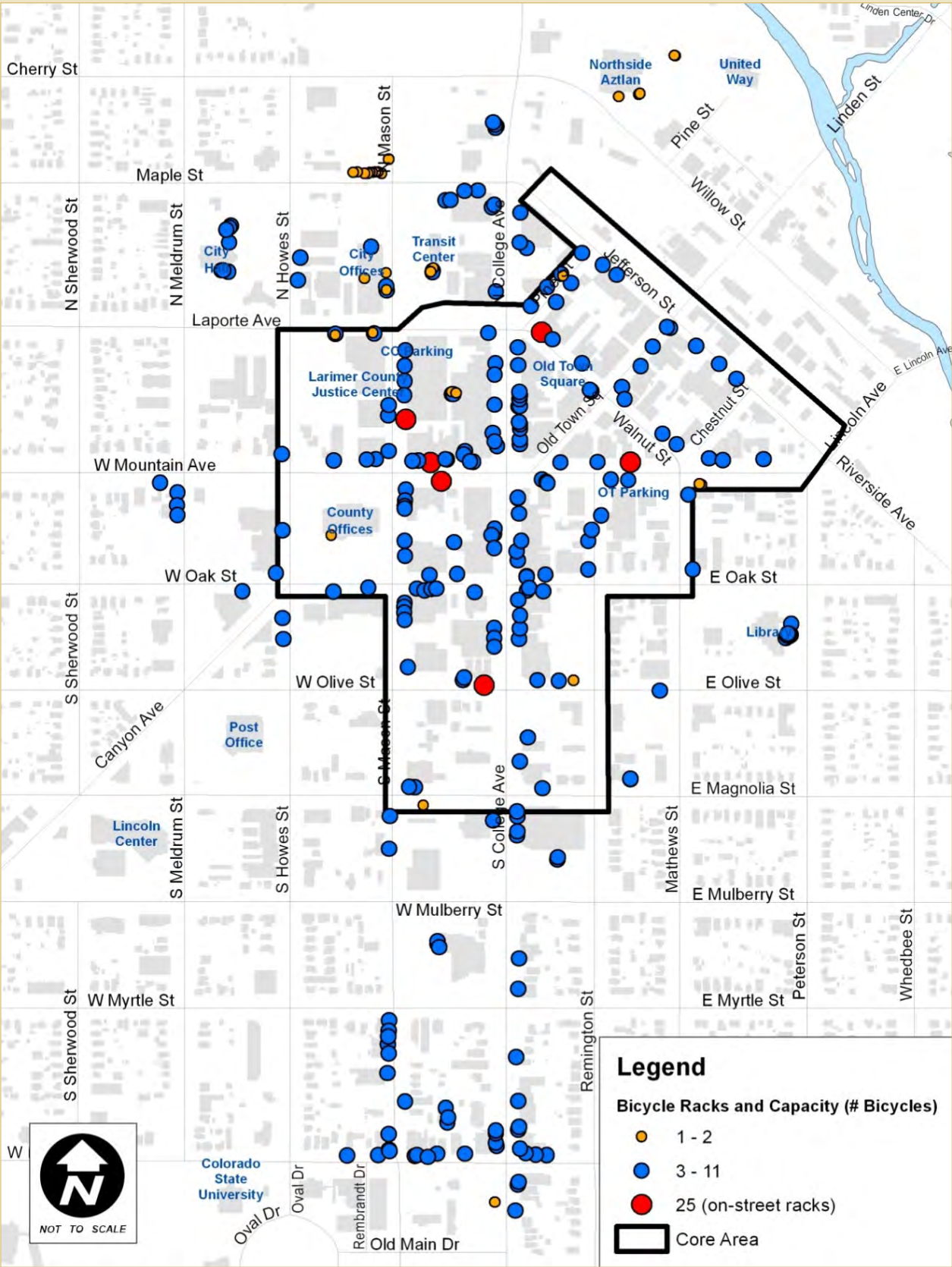
FIGURE 14: OVERALL BICYCLE OCCUPANCY PER HOUR



One area with particularly high demand is the southwest block face of Walnut Street, between Linden Street and Pine Street. This block face experiences occupancies above 50 percent throughout the day, and at 8 p.m. that block face experiences occupancies of 90 percent or greater. There are multiple restaurants along and surrounding that block face and a theatre in close proximity, which typically attracts more people in the evening leading to higher demands during those hours.



FIGURE 15: LOCATION OF BICYCLE RACKS AND CAPACITY



On the same block, the southeast block face of Pine Street between Jefferson Street and Walnut Street, experiences a high demand at noon with occupancies between 70 and 90 percent. Occupancy along that block face wanes throughout the day but remains above 50 percent occupancy at all points throughout the day.

There are a number of block faces that have a consistent occupancy of 70 percent or less, but are notable because this indicates constant use throughout the day, indicating demand in those areas.

#### Consistently Occupied Block Faces

- **Canyon Avenue** - southeast block face - between Oak Street and Olive Street
- **College Avenue** - west block face - between Myrtle Street and Laurel Street
- **College Avenue** - west block faces - between Mountain Avenue and Olive Street
- **Magnolia Street** - north block face - between College Avenue and Remington Street
- **Mason Street** - west block face - between Laporte Avenue and Mountain Avenue
- **Mason Street** - east block face - between Mountain Avenue and Oak Street
- **Mountain Avenue** - south block face - between Mason Street and College Avenue
- **Mountain Avenue** - north block face - between Mason Street and College Avenue
- **Olive Street** - north block face - between Mason Street and College Avenue

#### Quality of Bicycle Parking Facilities

Downtown bicycle racks come in a variety of different designs, ages, and conditions. One of the styles identified as “what doesn’t work” by the *Bicycle Plan* was the “wheelbender” style rack. This style of rack holds only one wheel of a bicycle and

cannot be used with a U-lock. There are 255 spaces in 38 “wheel bender” racks that should be a priority for replacement. Many of these racks are located along Mason Street between Myrtle Street and Laurel Street.

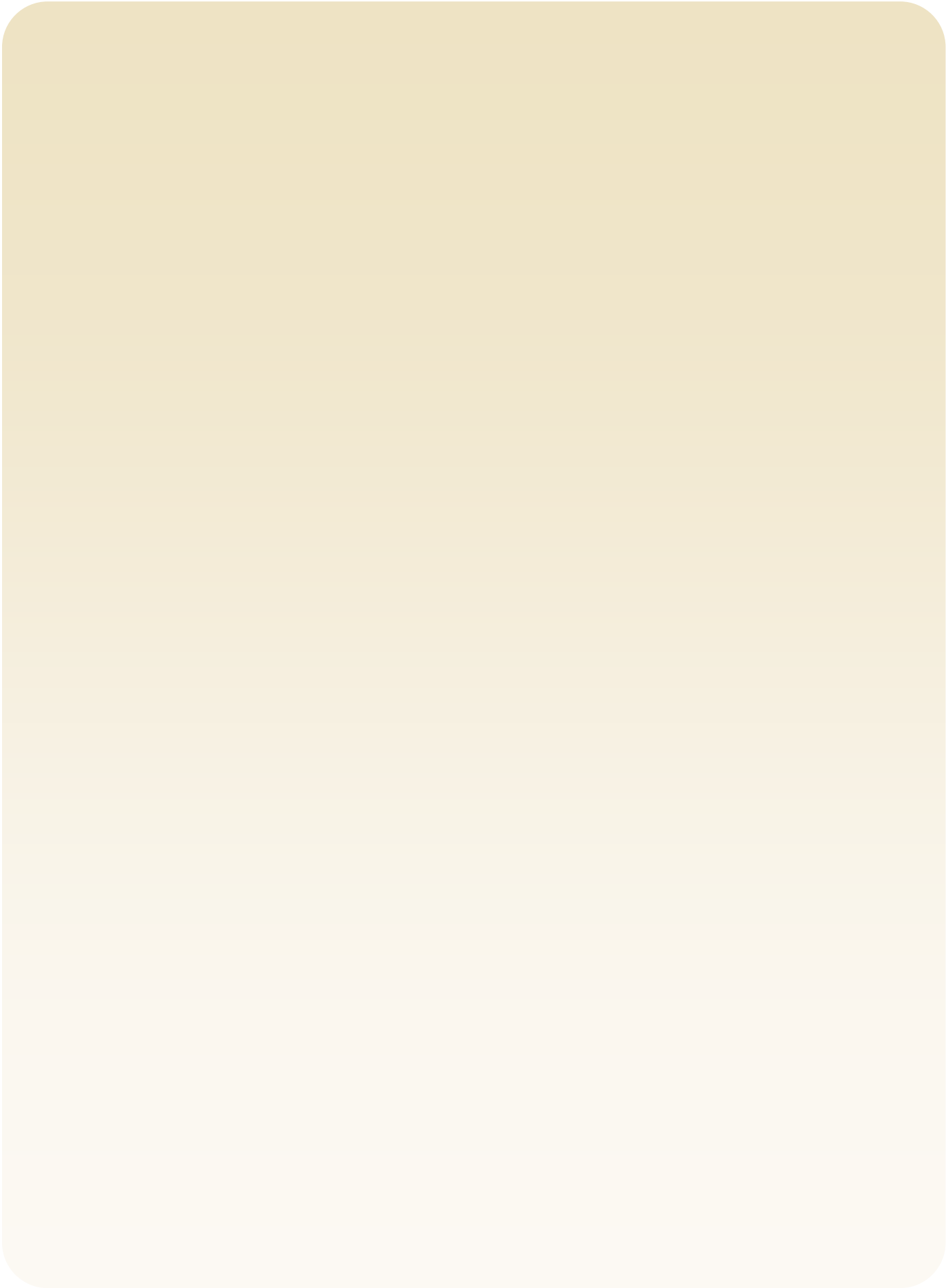
The Bicycle Plan also identified four areas of concern where the bicycle racks were neglected, which discourages their use (see Figure 15):

- Southern and northern entrances to Old Town Square
- College Avenue between Mountain and Laporte Avenues
- Mountain Avenue between College Avenue and Mason Street
- Walnut Street between College Avenue and Linden Street

From the inventory of bicycle parking facilities done as part of this study, there are 12 bicycle racks that were noted as needing repairs for a number of reasons. All of these racks are off-street and can accommodate a total 45 bicycle parking spaces.

FIGURE 16: BICYCLE RACKS WITH MAINTENANCE CONCERNS





# Public Process

## Outreach Phases

A continuous and extensive public outreach process was conducted for the preparation of the *Parking Plan*. Utilizing a wide variety of outreach methods - including a project website, social media, board and commission meetings, stakeholder meetings, community open houses, Parking Expert Panel, and a questionnaire - staff received extensive feedback from a large number of community members. The process comprised of four main phases.

### Phase 1: Project Kick-off - Summer 2011

This phase involved initial outreach to Boards and Commissions and other Downtown stakeholders in the identification and refinement of parking issues to be addressed by the *Parking Plan*.

### Phase 2: Parking Expert Panel Recommendations and Preliminary Ideas Review - Fall 2011

This phase included extensive community outreach by the Parking Expert Panel, a parking questionnaire, a second round of board and commission meetings by staff, and a City Council Work Session on November 29, 2011.

### Phase 3: Parking Plan Overview Feedback - Winter 2012

In this phase, staff received input on a list of proposed policies and strategies during a variety of outreach efforts. The primary outreach included a public open house, Downtown stakeholder meetings, a third round of board and commission meetings, and a City Council Work Session on February 28, 2012. These meetings helped to define topics of agreement and disagreement. As a result, additional time was added to the process to do additional work (Phase 4) on the areas of disagreement.



*A continuous and extensive public outreach process was conducted for the preparation of the *Parking Plan*.*

### Phase 4: Review of Draft Parking Plan - Spring-Summer 2012

This phase included a final open house, a fourth round of board and commission meetings, Council member one-on-ones, and a Council hearing on October 2, 2012.

A project website ([fcgov.com/parkingplan](http://fcgov.com/parkingplan)) was created to provide a portal of information for the public, including important information on draft sections of the plans, the schedule for public meetings, and opportunities for input.

The following boards and commissions provided feedback to help shape the *Parking Plan*:

- Downtown Development Authority
- Transportation Board
- Planning and Zoning Board

- Air Quality Advisory Board
- Economic Advisory Commission
- Natural Resources Advisory Board
- Bicycle Advisory Board

## Parking Expert Advisory Panel Summary

As part of the public involvement process and issues assessment, a six-member panel of parking and downtown experts conducted an intensive three-day interview process with business, neighborhood, City, bicycling, and other community stakeholders. The purpose was to provide an outside perspective of the Downtown parking situation and to identify potential strategies for further consideration. The Expert Advisory Panel final report contains details about the process, observations, findings, and recommendations (see Appendix C).



**Advisory panel discusses parking issues.**

In general, the Panel felt that the current parking system in Downtown is good, but that the community is unprepared for significant changes in parking demand. The Panel recommended a series of strategies and next steps to deal with these changes and improve the parking system. The Panel recommendations, along with the questionnaire responses, stakeholder feedback and field survey data, formed the basis of the preliminary parking ideas that

were refined, modified, and incorporated into the *Parking Plan*.

### PANEL REPORT RECOMMENDATIONS

#### 1. Policies and Regulations

- a. Develop parking policies to support economic development and neighborhood livability.
- b. Reevaluate parking requirements and regulations for new development.
- c. Encourage interdepartmental coordination to support parking planning and parking policy development.
- d. Develop parking strategies for the Mason Corridor, the downtown transition area, and development opportunities in the northern downtown gateway and River District.

#### 2. Organization and Funding

- a. Create a parking organization with a governance board composed of Downtown public and private stakeholders.
- b. Establish an enterprise fund for parking.
- c. Utilize existing and create additional dedicated funding sources for parking infrastructure development.

#### 3. Business and Community Integration

- a. Evaluate pros and cons of a residential parking permit zone program.
- b. Initiate public-private partnerships for parking.
- c. Work with CSU and other large employers on neighborhood parking impacts.

#### 4. Parking Management

- a. Evaluate pros and cons of paid on-street parking with a parking governance board, including the potential of a pilot program and free time.
- b. Work with employers to reduce on-street parking by employees.
- c. Better promote off-street parking options for longer-term stays and continue to enhance pedestrian amenities.

Action items related to items a. - c.:

- i. Educate frequent downtown users on the benefits of off-street parking (very affordable, no time-limits, no risk of a citation, etc.).
- ii. Improve parking signage and wayfinding for visitors. Most visitors, if they are unfamiliar with an area, will naturally follow signage to parking facilities if that signage is clear and easy to understand.
- iii. Correct the “upside down” character of the current parking pricing.
- iv. Consider the development of a “parking app” that can promote parking options and provide information of parking availability—evaluate programs such as the “Parking in Motion” application.
- v. Continue to upgrade alleyways and other improvements to pedestrian amenities to improve connectivity to off-street parking and transit nodes. Consider creating “walking tours” that highlight things like architectural history, public art, etc.
- d. Explore expanding enforcement to evenings and Saturdays.
- e. Explore modifications to parking time limits and pay-by-cell phone, if paid on-street parking is pursued.

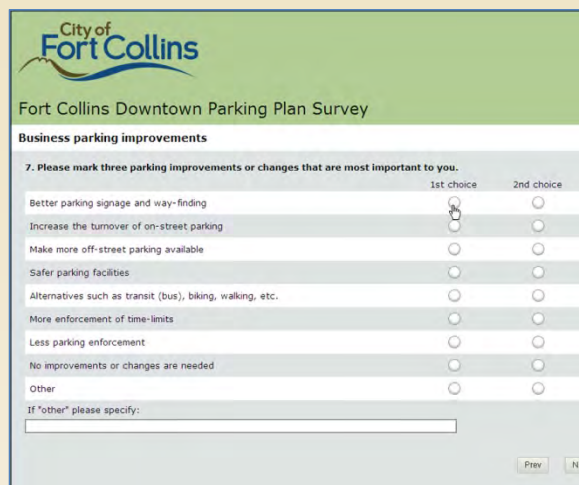
**5. Alternative Modes of Transportation**

- a. Support an integrated access management strategy that includes parking, transit, bikes, and pedestrian modes of travel.
- b. Expand covered and uncovered bike parking options based on demand.
- c. Develop travel demand management strategies in conjunction with the Mason Corridor Project.

**6. Customer Experience**

- a. Re-evaluate time limits in the context of on-street paid parking.
- b. Market the benefits of off-street parking.
- c. As demand for off-street parking grows in the short to mid-term, reassess parking allocation within the public parking lots and structures.

- d. Effectively integrate parking into a comprehensive wayfinding system.
- e. Develop a parking system brand identity and communication strategy.
- f. Leverage new technology.



**Over 1,000 responses were received, including 858 community members and 188 businesses from the online questionnaire.**

## Parking Questionnaire Summary

The purpose of the questionnaire was to understand characteristics and attitudes regarding Downtown trips, parking needs and issues, bicycle parking, and potential parking improvements (see Appendix D). The questionnaire was divided into two parts; one for general community members and the other for Downtown businesses. This division allowed a greater understanding of business needs versus the needs of the broader community in terms of Downtown parking. The questionnaire was administered on-line and notices were mailed to Downtown area property owners, handed out at meetings, and provided through various other media.

Over 1,000 responses were received, including 858 community members and 188 business owners and managers. Responses were received from workers, customers, and visitors. The questionnaire was not validated for statistical accuracy but

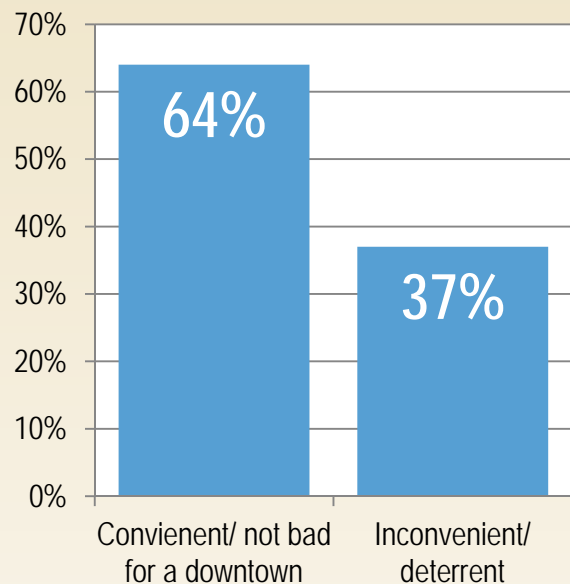
provides a reasonable representation of the attitudes about Downtown parking. The questionnaire was intended to provide one data point that could be used to verify or support other sources of data.

**QUESTIONNAIRE CONCLUSIONS**

- In comparison with the City as a whole, Downtown users consist of higher numbers of bicyclists and people who carpool.
- Most respondents find parking to be convenient and not bad for a downtown.
- Equal numbers of people need to park for less than two hours and more than two hours.
- The first choice in location for parking for nearly all respondents is on-street. The second choice is public off-street lots. The one exception is for office employees, who identified private off-street lots as their primary location for parking.
- When parking is not available close to their destination, the majority of respondents will either park a block or two away or circle the block looking for a space.
- The majority of respondents are not willing to pay a small amount for the convenience of having a space close to their destination.
- The majority of business respondents do not support evening or Saturday parking enforcement.
- When asked about the most desired types of parking improvements, the highest number of respondents chose “Make more off-street parking available”, followed by “Better parking signage and wayfinding” and “Alternatives such as transit, biking, and walking”. The community responses had a significantly higher percentage of people who felt that “No improvements or changes were needed.”
- Many business respondents chose a parking management strategy of “More efficient use of existing parking” as their first choice.

- A very large percentage of bicyclist respondents rated bicycle parking as “Convenient” or “Not bad for a Downtown” .
- “Better bike rack design” and “More secure bike parking” were the two top choices for bicycle parking improvements.

**TABLE 15: HOW CONVENIENT IS PARKING IN DOWNTOWN FORT COLLINS?**





# Appendix A: Parking Data Collection

## Detailed Parking Inventory

FIGURE A-1: DOWNTOWN PARKING BLOCK MAP

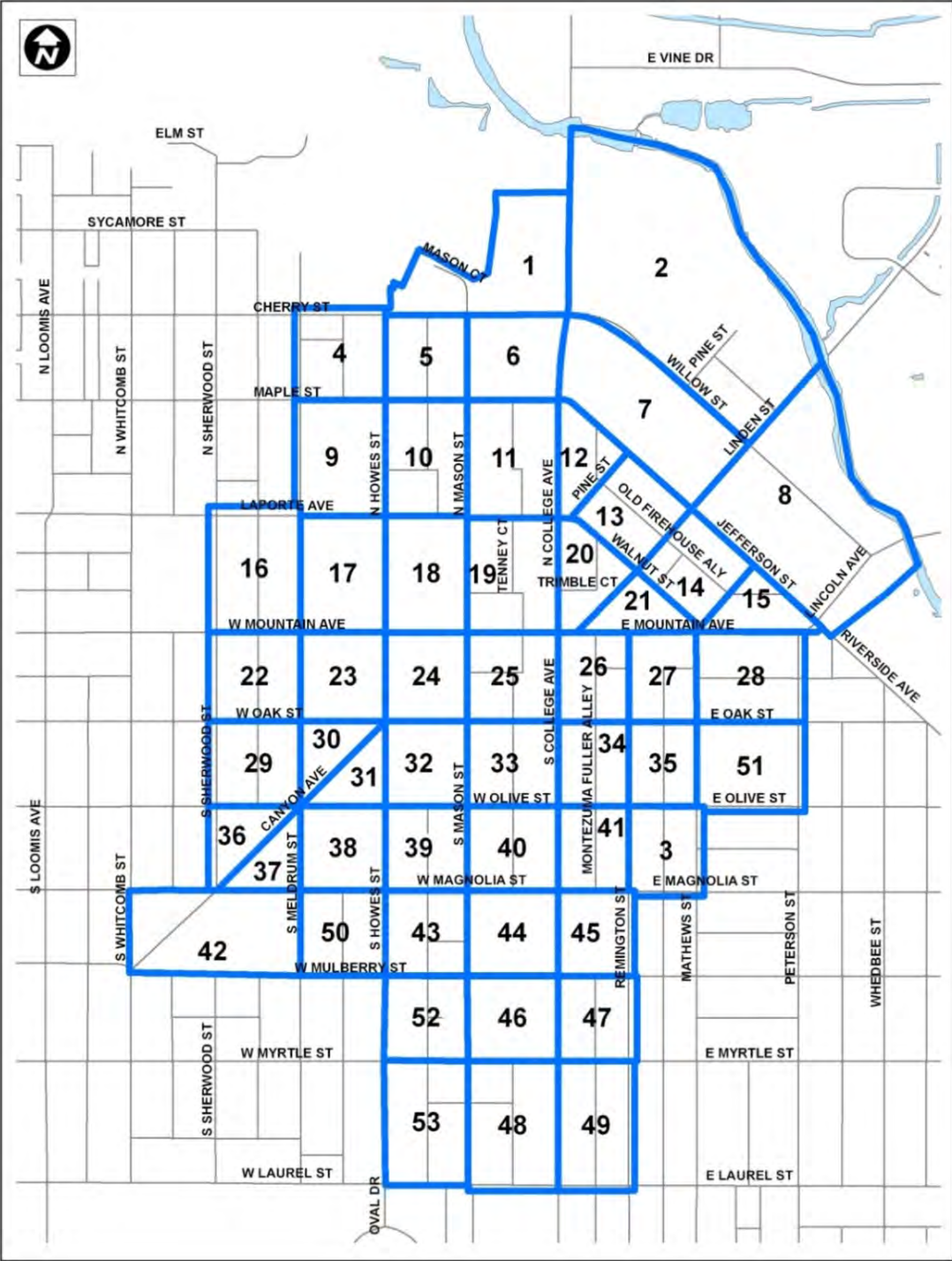
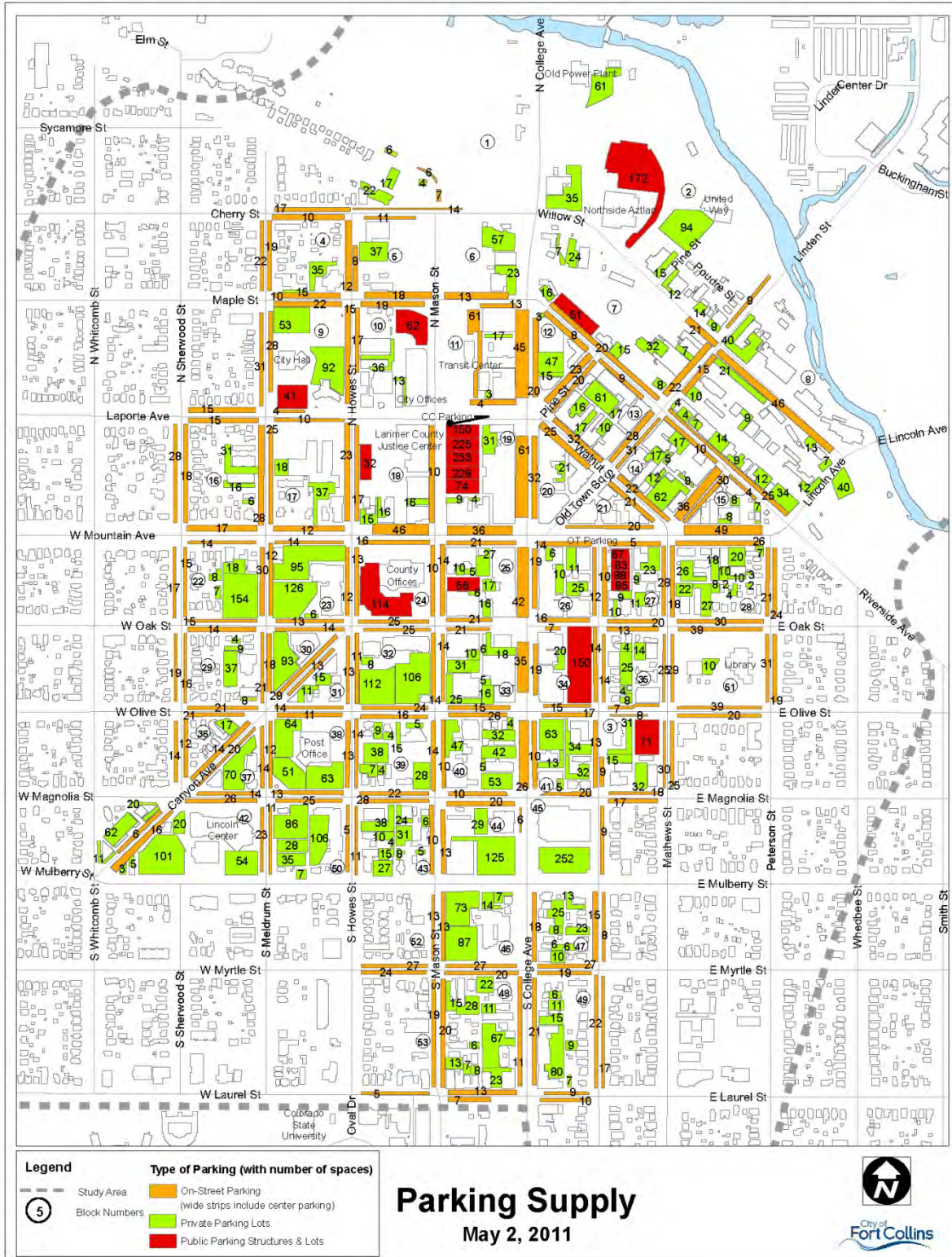


TABLE A-1: PARKING SUPPLY BY BLOCK

Block #	On-Street	Off-Street (Public)	Off-Street (Private)	Total
1	27	0	49	76
2	9	172	240	421
3	107	71	78	256
4	90	0	50	140
5	37	0	37	74
6	13	0	80	93
7	63	51	109	223
8	86	0	236	322
9	100	41	145	286
10	36	62	49	147
11	123	0	20	143
12	51	0	65	116
13	89	0	121	210
14	99	0	122	221
15	83	0	23	106
16	121	0	53	174
17	70	0	55	125
18	73	32	47	152
19	97	910	44	1051
20	57	0	21	78
21	41	0	0	41
22	91	0	187	278
23	51	0	227	278
24	64	114	0	178
25	98	56	81	235
26	61	0	52	113
27	63	323	62	448
28	119	0	159	278
29	91	0	58	149
30	61	0	93	154
31	40	0	26	66
32	74	0	226	300
33	85	0	111	196
34	55	150	20	225
35	59	0	55	114
36	61	0	17	78
37	48	0	70	118
38	49	0	178	227
39	66	0	110	176
40	72	0	183	255
41	60	0	147	207
42	71	0	276	347
43	49	0	168	217
44	39	0	154	193
45	9	0	252	261
46	40	0	181	221
47	68	0	91	159

48	71	0	200	271
49	98	0	128	226
50	41	0	262	303
51	177	0	10	187
52	40	0	0	40
53	48	0	0	48
Total	3,591	1,982	5,428	11,001
Percent	33%	18%	49%	100%
Percent On-Street/Off-Street	33%		67%	
Percent Public/Private		51%	49%	

FIGURE A-2: DETAILED PARKING SUPPLY MAP



## Detailed Occupancy Data

TABLE A-2: PARKING OCCUPANCY BY HOUR - THURSDAY MAY 12, 2011

Hour	On-Street (3,591 spaces)		Off-Street (Public) (1,982 spaces)		Off-Street (Private) (5,419 spaces)		Total (10,992 spaces)	
	Occupied	% Occupied	Occupied	% Occupied	Occupied	% Occupied	Occupied	% Occupied
12:00 PM	2,523	70.3%	1,172	59.1%	2,579	47.6%	6,274	57.1%
1:00 PM	2,495	69.5%	1,180	59.5%	2,608	48.1%	6,283	57.2%
2:00 PM	2,470	68.8%	1,242	62.7%	2,545	47.0%	6,257	56.9%
3:00 PM	2,314	64.4%	1,153	58.2%	2,389	44.1%	5,856	53.3%
4:00 PM	2,161	60.2%	941	47.5%	2,209	40.8%	5,311	48.3%
5:00 PM	1,951	54.3%	743	37.5%	1,902	35.1%	4,596	41.8%

TABLE A-3: PARKING OCCUPANCY BY HOUR - FRIDAY MAY 13, 2011

Hour	On-Street (1,365 spaces)		Off-Street (Public) (1,636 spaces)		Off-Street (Private) (1,057 spaces)		Total (4,058 spaces)	
	Occupied	% Occupied	Occupied	% Occupied	Occupied	% Occupied	Occupied	% Occupied
5:00 PM	1,093	80.1%	856	52.3%	501	47.4%	2,450	60.4%
6:00 PM	1,187	87.0%	903	55.2%	478	45.2%	2,568	63.3%
7:00 PM	1,180	86.4%	893	54.6%	495	46.8%	2,568	63.3%
8:00 PM	1,170	85.7%	899	55.0%	490	46.4%	2,559	63.1%
9:00 PM	1,141	83.6%	776	47.4%	473	44.7%	2,390	58.9%

TABLE A-4: PARKING OCCUPANCY BY HOUR - SATURDAY MAY 14, 2011

Hour	On-Street (1,365 spaces)		Off-Street (Public) (1,636 spaces)		Off-Street (Private) (1,057 spaces)		Total (4,058 spaces)	
	Occu- pied	% Occupied	Occu- pied	% Occupied	Occu- pied	% Occupied	Occu- pied	% Occupied
12:00 PM	1,098	80.4%	707	43.2%	479	45.3%	2,284	56.3%
1:00 PM	1,093	80.1%	764	46.7%	471	44.6%	2,328	57.4%
2:00 PM	1,101	80.7%	661	40.4%	487	46.1%	2,249	55.4%
3:00 PM	1,059	77.6%	648	39.6%	462	43.7%	2,169	53.4%
4:00 PM	1,114	81.6%	643	39.3%	458	43.3%	2,215	54.6%
5:00 PM	1,137	83.3%	705	43.1%	434	41.1%	2,276	56.1%

**TABLE A-5: PEAK HOUR (1:00 PM) PARKING OCCUPANCY BY BLOCK - THURSDAY MAY 12, 2011**

Block	On-Street			Off-Street			Total		
	Spaces	Occu- pied	% Occupied	Spaces	Occu- pied	% Occupied	Spaces	Occu- pied	% Occupied
1	27	10	37%	49	39	80%	76	49	64%
2	9	4	44%	412	170	41%	421	174	41%
3	107	63	59%	149	50	34%	256	113	44%
4	90	49	54%	50	13	26%	140	62	44%
5	37	27	73%	37	14	38%	74	41	55%
6	13	13	100%	80	13	16%	93	26	28%
7	63	19	30%	169	103	61%	232	122	53%
8	86	34	40%	236	94	40%	322	128	40%
9	100	76	76%	186	111	60%	286	187	65%
10	36	28	78%	111	70	63%	147	98	67%
11	123	103	84%	20	6	30%	143	109	76%
12	51	43	84%	65	24	37%	116	67	58%
13	89	76	85%	121	64	53%	210	140	67%
14	99	77	78%	122	58	48%	221	135	61%
15	83	64	77%	23	7	30%	106	71	67%
16	121	60	50%	53	20	38%	174	80	46%
17	70	20	29%	55	38	69%	125	58	46%
18	73	42	58%	79	56	71%	152	98	64%
19	97	97	100%	954	661	69%	1,051	758	72%
20	57	58	102%	21	13	62%	78	71	91%
21	41	31	76%	0	0	0%	41	31	76%
22	91	59	65%	169	51	30%	260	110	42%
23	51	33	65%	227	86	38%	278	119	43%
24	64	57	89%	114	80	70%	178	137	77%
25	98	84	86%	137	100	73%	235	184	78%
26	61	55	90%	52	35	67%	113	90	80%
27	63	49	78%	385	201	52%	448	250	56%
28	119	87	73%	159	103	65%	278	190	68%
29	91	33	36%	58	17	29%	149	50	34%
30	61	35	57%	93	36	39%	154	71	46%
31	40	15	38%	26	9	35%	66	24	36%
32	74	65	88%	226	96	42%	300	161	54%
33	85	75	88%	111	82	74%	196	157	80%
34	55	39	71%	170	93	55%	225	132	59%
35	59	44	75%	55	16	29%	114	60	53%
36	61	32	52%	17	15	88%	78	47	60%
37	48	39	81%	70	41	59%	118	80	68%
38	49	24	49%	178	99	56%	227	123	54%
39	66	33	50%	110	54	49%	176	87	49%
40	72	70	97%	183	92	50%	255	162	64%
41	60	48	80%	147	111	76%	207	159	77%
42	71	45	63%	276	94	34%	347	139	40%
43	49	9	18%	168	68	40%	217	77	35%
44	39	9	23%	154	76	49%	193	85	44%
45	9	7	78%	252	70	28%	261	77	30%
46	40	28	70%	181	47	26%	221	75	34%
47	68	33	49%	91	42	46%	159	75	47%
48	71	60	85%	200	153	77%	271	213	79%
49	98	89	91%	128	79	62%	226	168	74%
50	41	27	66%	262	110	42%	303	137	45%
51	177	147	83%	10	8	80%	187	155	83%
52	40	32	80%	0	0	0%	40	32	80%
53	48	39	81%	0	0	0%	48	39	81%
<b>Total</b>	<b>3,591</b>	<b>2,495</b>	<b>69%</b>	<b>7,401</b>	<b>3,788</b>	<b>51%</b>	<b>10,992</b>	<b>6,283</b>	<b>57%</b>

TABLE A-6: PEAK HOUR (6:00 PM) PARKING OCCUPANCY BY BLOCK - FRIDAY MAY 13, 2011

Block	On-Street			Off-Street			Total		
	Spaces	Occu- pied	% Occupied	Spaces	Occu- pied	% Occupied	Spaces	Occu- pied	% Occupied
7	20	15	75%	74	65	88%	94	80	85%
12	31	31	100%	0	0	0%	31	31	100%
13	89	82	92%	121	44	36%	210	126	60%
14	99	86	87%	122	62	51%	221	148	67%
15	83	77	93%	23	4	17%	106	81	76%
17	23	13	57%	0	0	0%	23	13	57%
18	73	49	67%	79	45	57%	152	94	62%
19	97	97	100%	954	394	41%	1,051	491	47%
20	57	51	89%	21	7	33%	78	58	74%
21	41	34	83%	0	0	0%	41	34	83%
23	12	9	75%	0	0	0%	12	9	75%
24	64	55	86%	114	71	62%	178	126	71%
25	98	99	101%	137	89	65%	235	188	80%
26	61	61	100%	52	25	48%	113	86	76%
27	63	58	92%	385	211	55%	448	269	60%
28	44	41	93%	0	0	0%	44	41	93%
32	39	35	90%	0	0	0%	39	35	90%
33	85	86	101%	111	78	70%	196	164	84%
34	55	55	100%	170	164	96%	225	219	97%
35	27	27	100%	0	0	0%	27	27	100%
39	14	3	21%	0	0	0%	14	3	21%
40	72	56	78%	183	58	32%	255	114	45%
41	60	52	87%	147	64	44%	207	116	56%
Total	1,365	1,187	87%	2,693	1,381	51%	4,058	2,568	63%

TABLE A-7: PEAK HOUR (5:00 PM) PARKING OCCUPANCY BY BLOCK - SATURDAY MAY 15, 2011

Block	On-Street			Off-Street			Total		
	Spaces	Occu- pied	% Occupied	Spaces	Occu- pied	% Occupied	Spaces	Occu- pied	% Occupied
7	20	11	55%	74	64	86%	94	75	80%
12	31	29	94%	0	0	0%	31	29	94%
13	89	75	84%	121	59	49%	210	134	64%
14	99	65	66%	122	42	34%	221	107	48%
15	83	73	88%	23	3	13%	106	76	72%
17	23	15	65%	0	0	0%	23	15	65%
18	73	68	93%	79	45	57%	152	113	74%
19	97	98	101%	954	261	27%	1,051	359	34%
20	57	51	89%	21	10	48%	78	61	78%
21	41	37	90%	0	0	0%	41	37	90%
23	12	10	83%	0	0	0%	12	10	83%
24	64	54	84%	114	43	38%	178	97	54%
25	98	97	99%	137	77	56%	235	174	74%
26	61	58	95%	52	35	67%	113	93	82%
27	63	56	89%	385	189	49%	448	245	55%
28	44	38	86%	0	0	0%	44	38	86%
32	39	33	85%	0	0	0%	39	33	85%
33	85	79	93%	111	65	59%	196	144	73%
34	55	51	93%	170	162	95%	225	213	95%
35	27	26	96%	0	0	0%	27	26	96%
39	14	6	43%	0	0	0%	14	6	43%
40	72	55	76%	183	45	25%	255	100	39%
41	60	46	77%	147	39	27%	207	85	41%
Total	1,365	1,137	83%	2,693	1,139	42%	4,058	2,276	56%

FIGURE A-3: PARKING OCCUPANCY, THURSDAY 12 PM

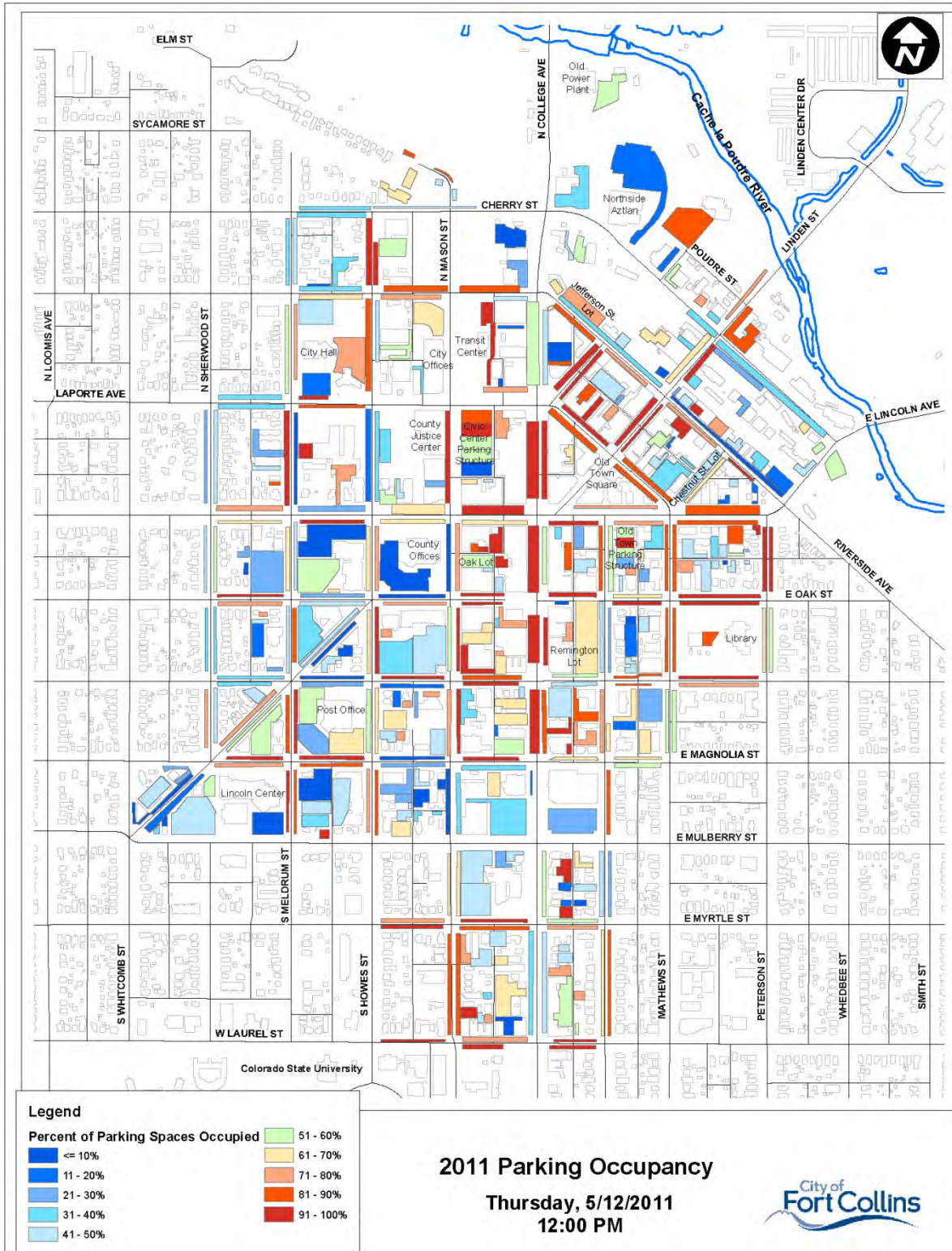




FIGURE A-4: PARKING OCCUPANCY, THURSDAY 1 PM

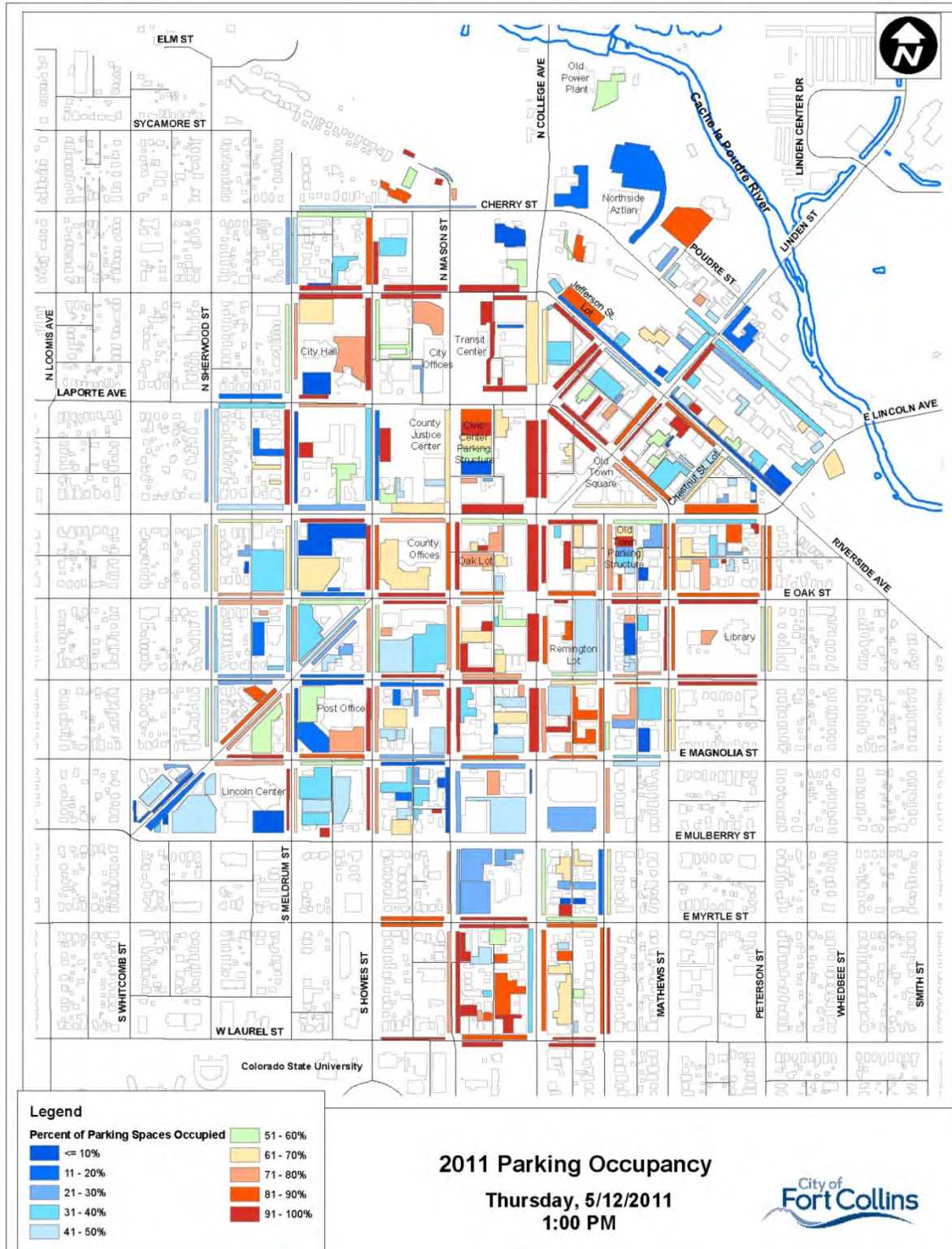


FIGURE A-5: PARKING OCCUPANCY, THURSDAY 2 PM

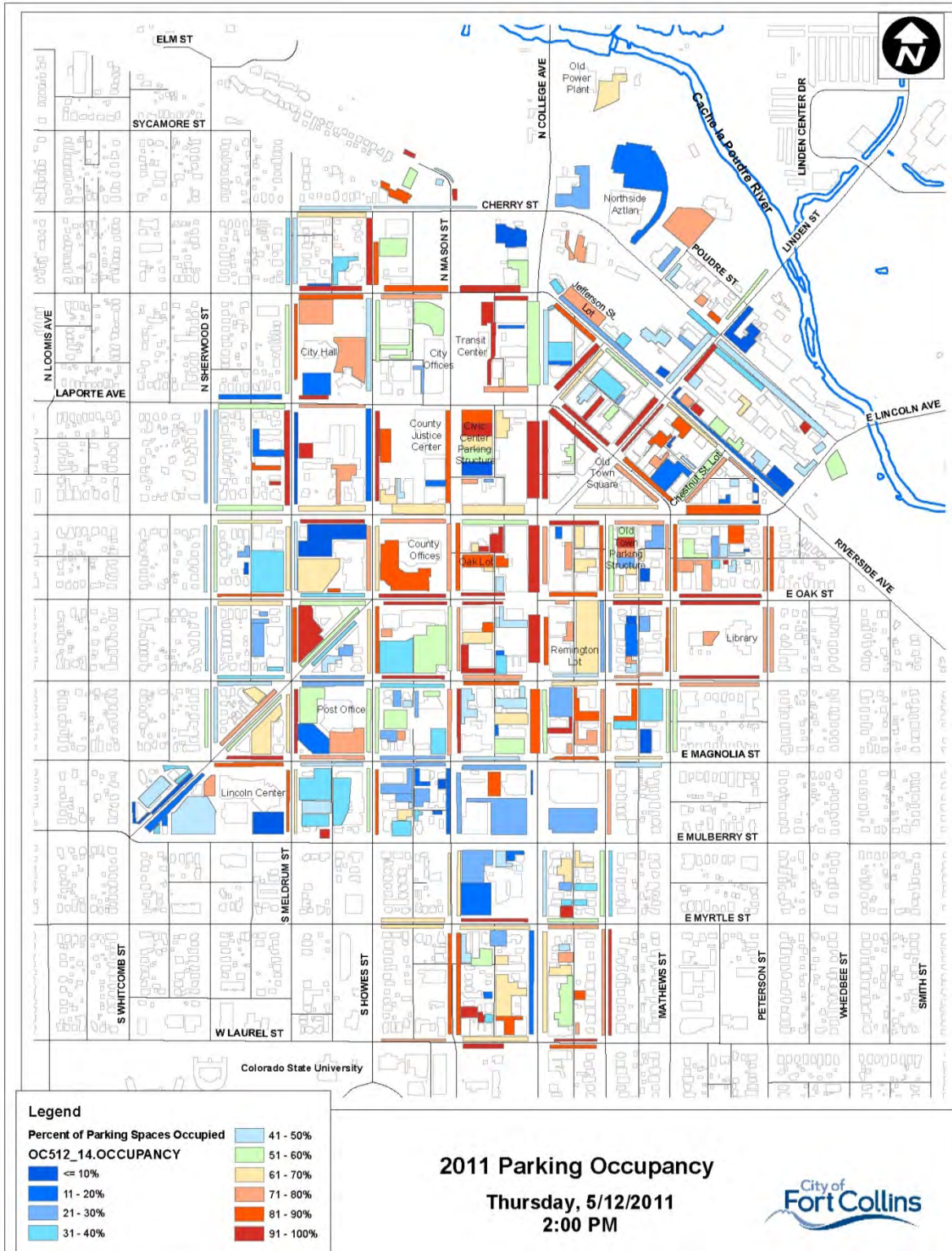


FIGURE A-6: PARKING OCCUPANCY, THURSDAY 3 PM

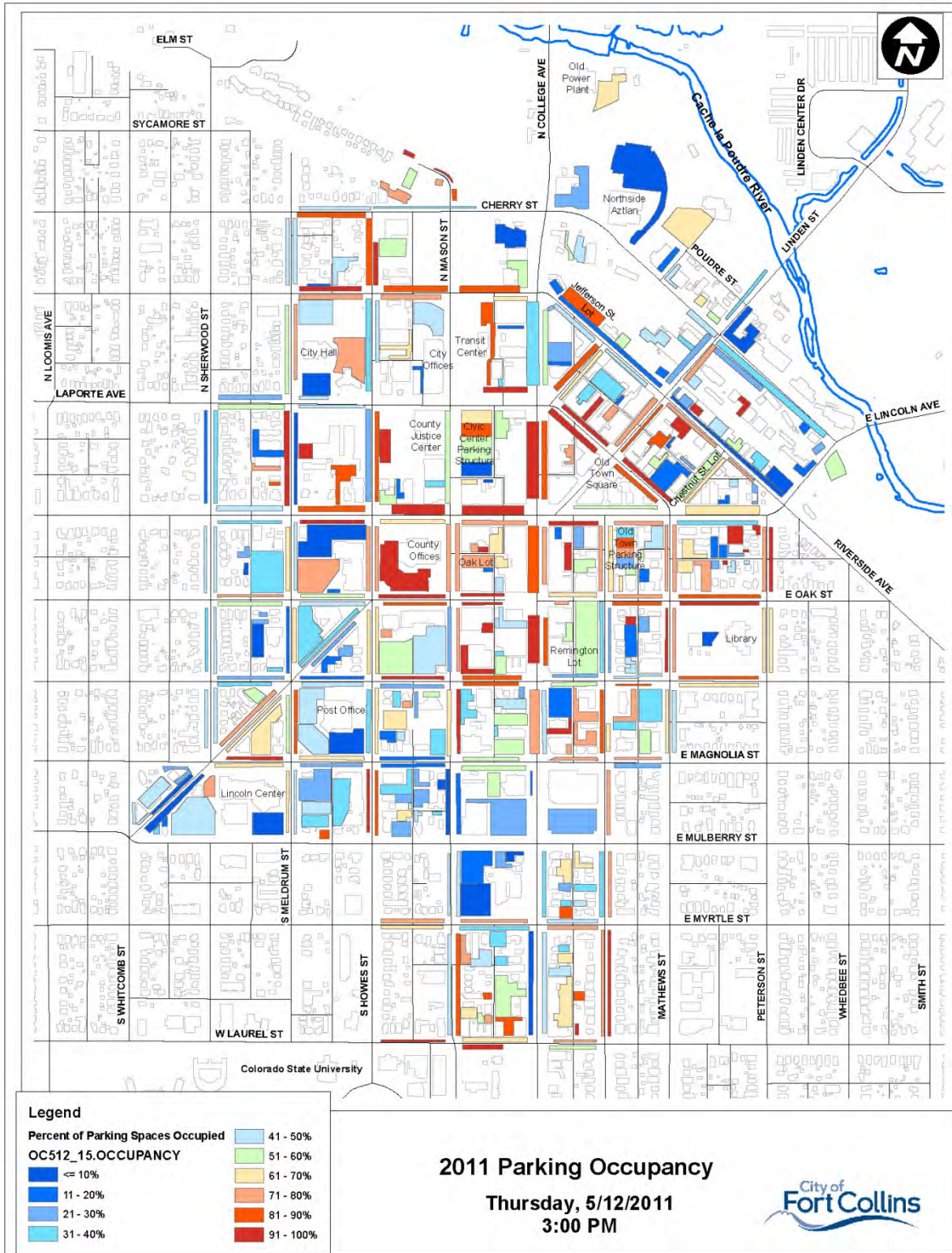


FIGURE A-7: PARKING OCCUPANCY, THURSDAY 4 PM

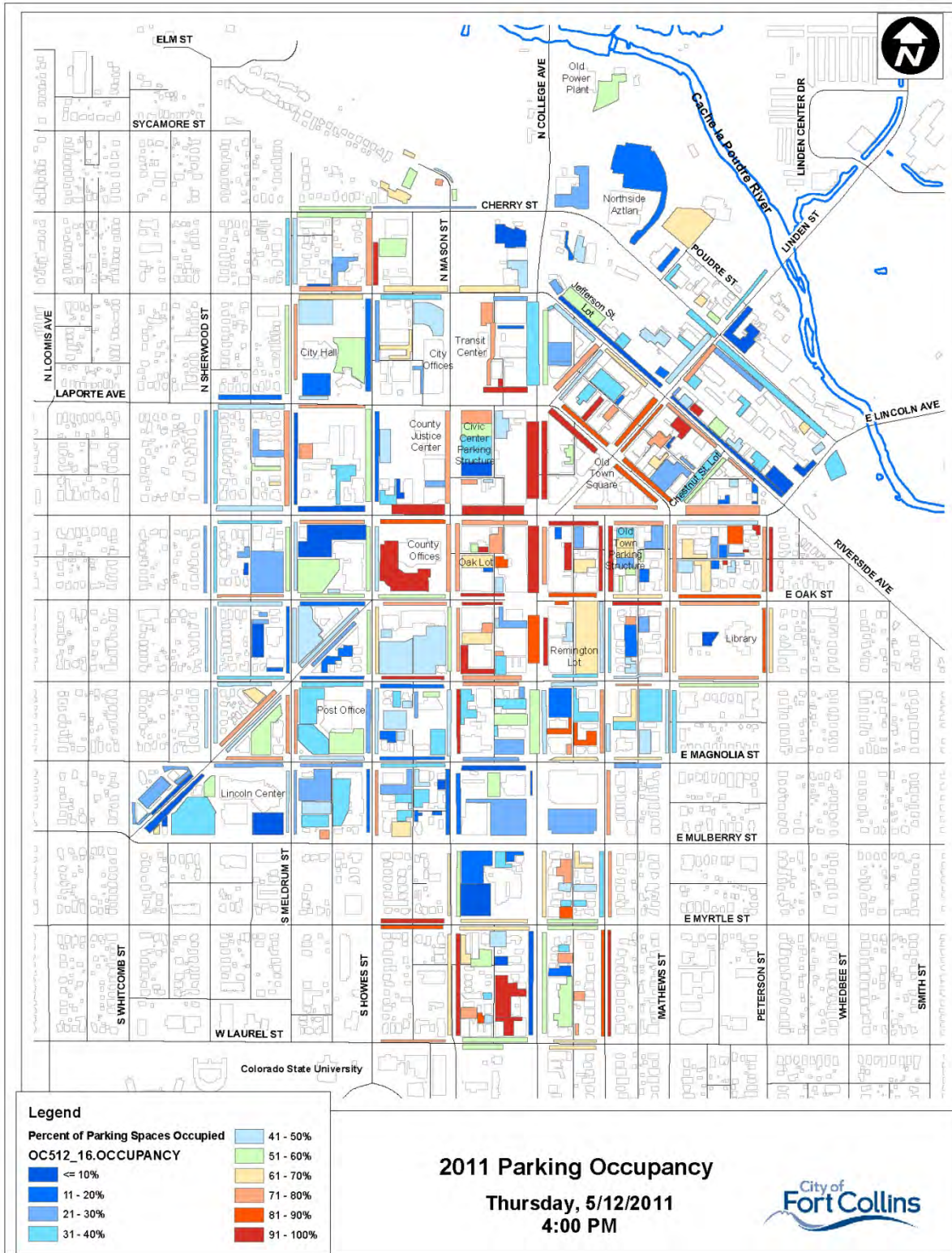


FIGURE A-8: PARKING OCCUPANCY, THURSDAY 5 PM

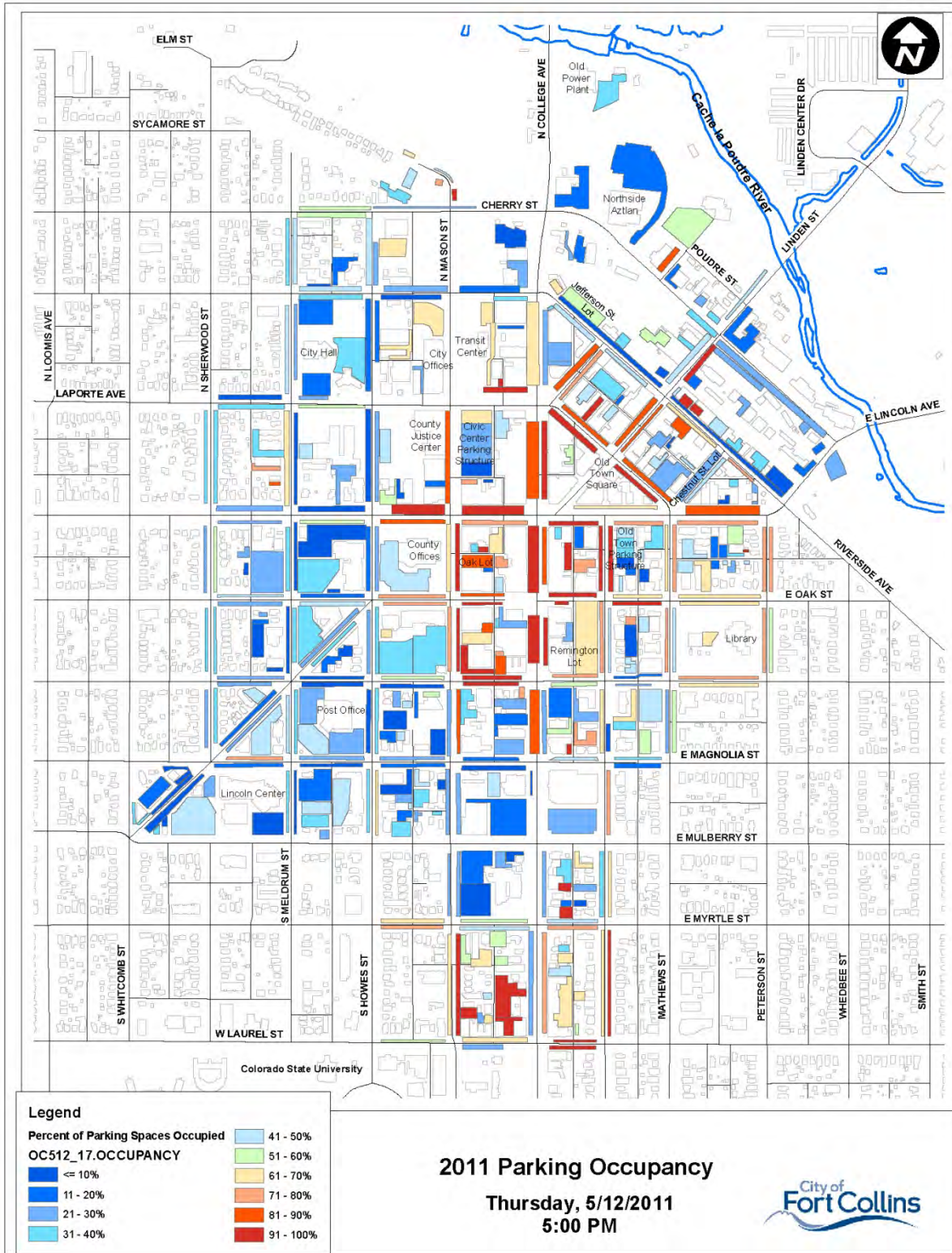


FIGURE A-9: PARKING OCCUPANCY, FRIDAY 5 PM

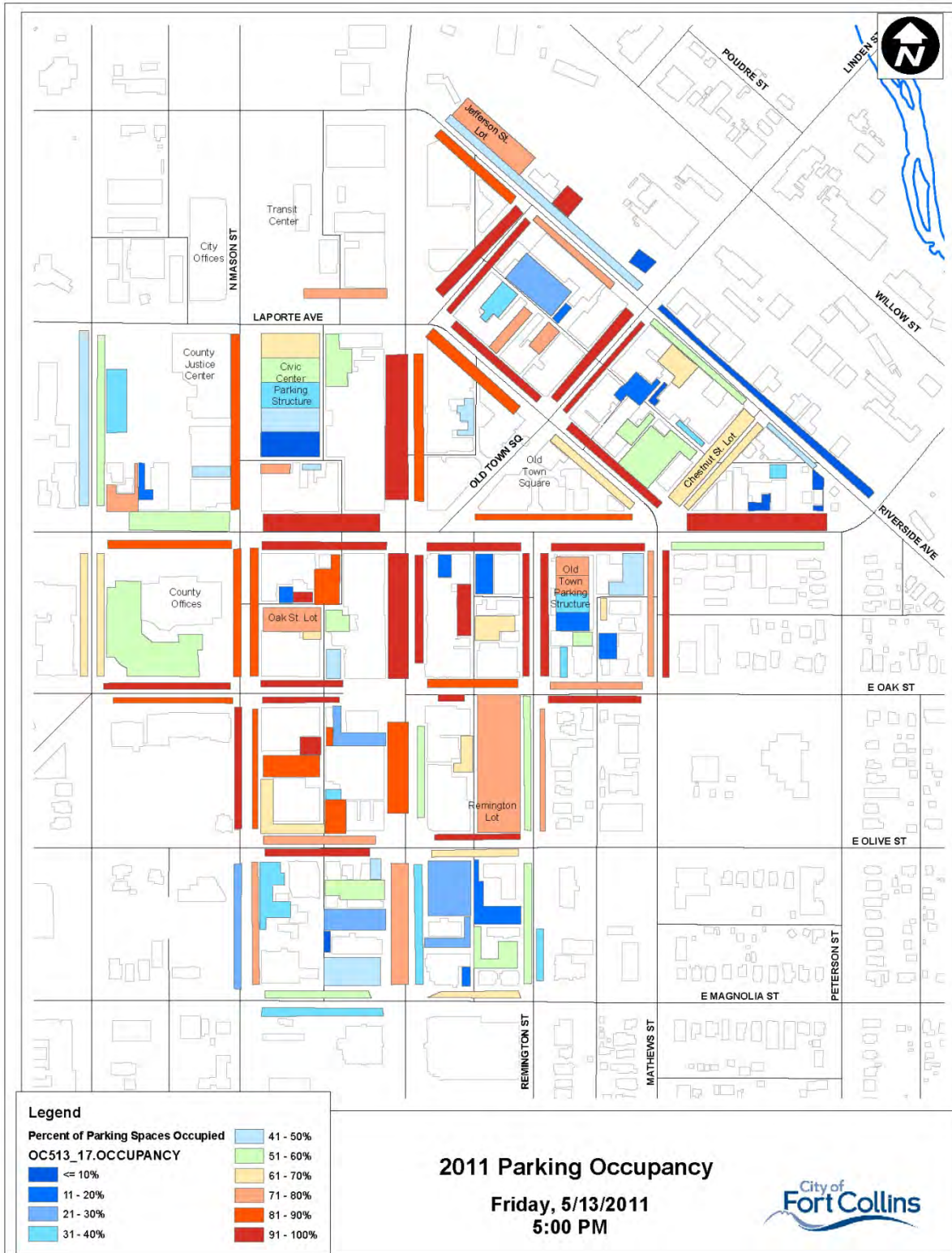


FIGURE A-10: PARKING OCCUPANCY, FRIDAY 6 PM

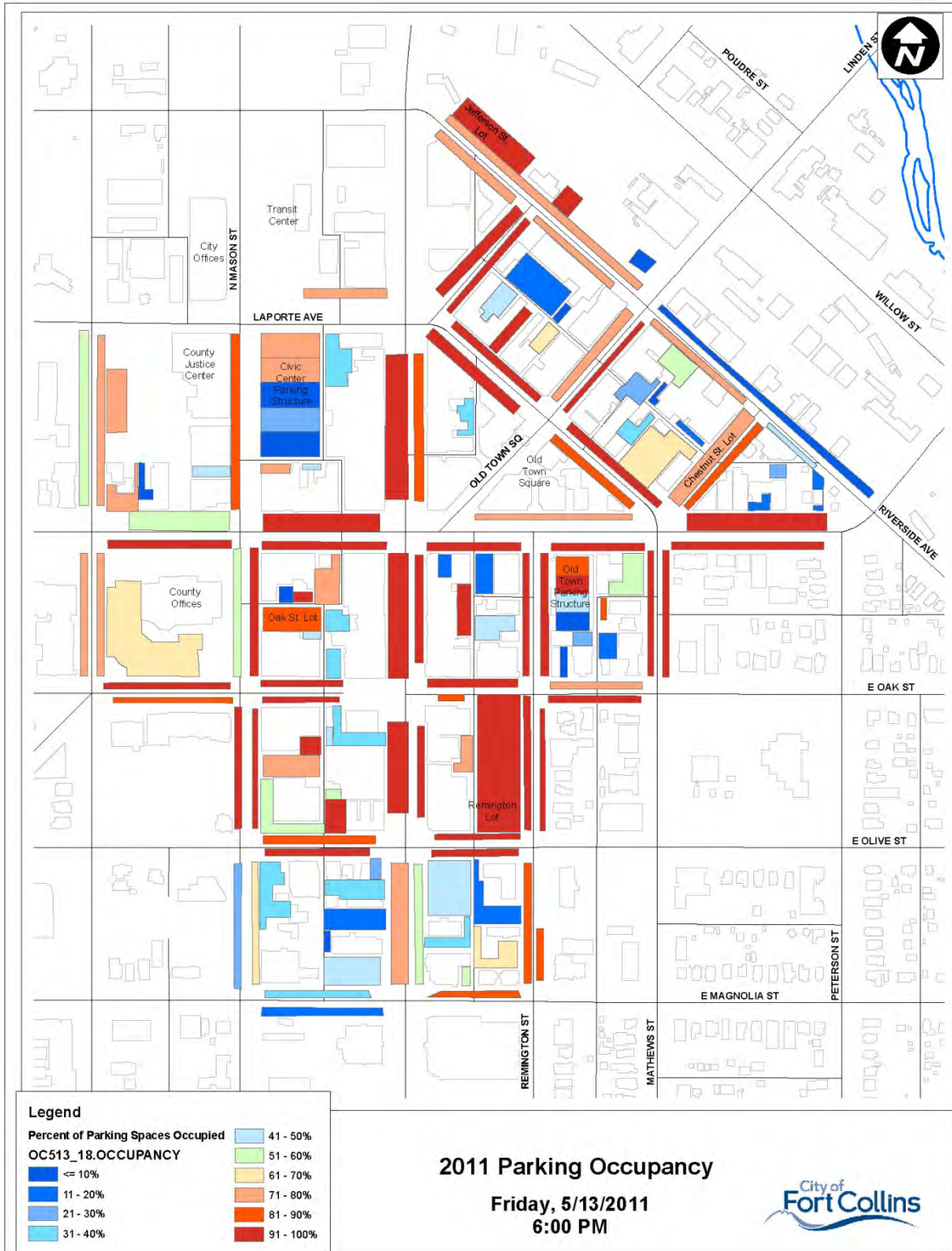


FIGURE A-11: PARKING OCCUPANCY, FRIDAY 7 PM

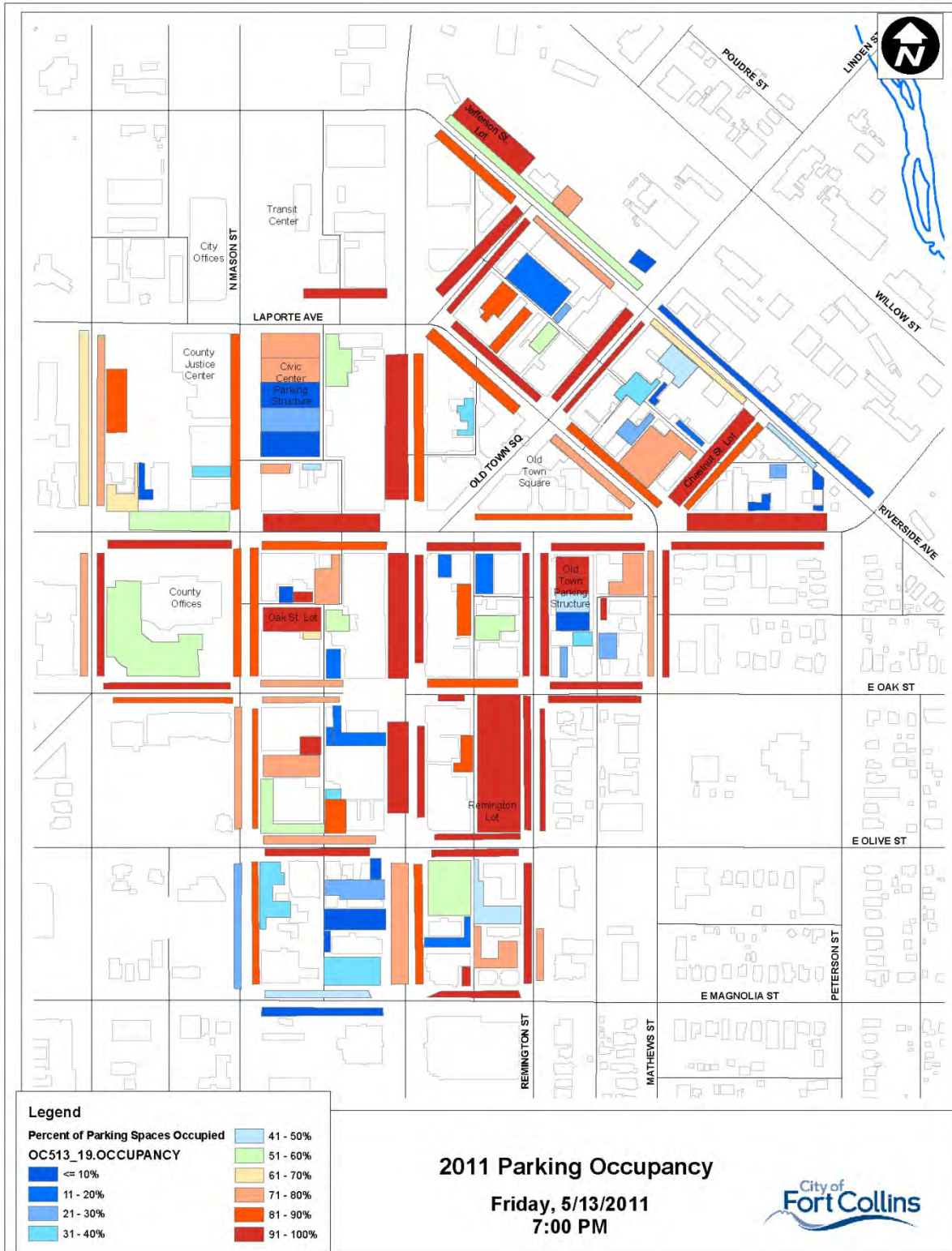




FIGURE A-12: PARKING OCCUPANCY, FRIDAY 8 PM

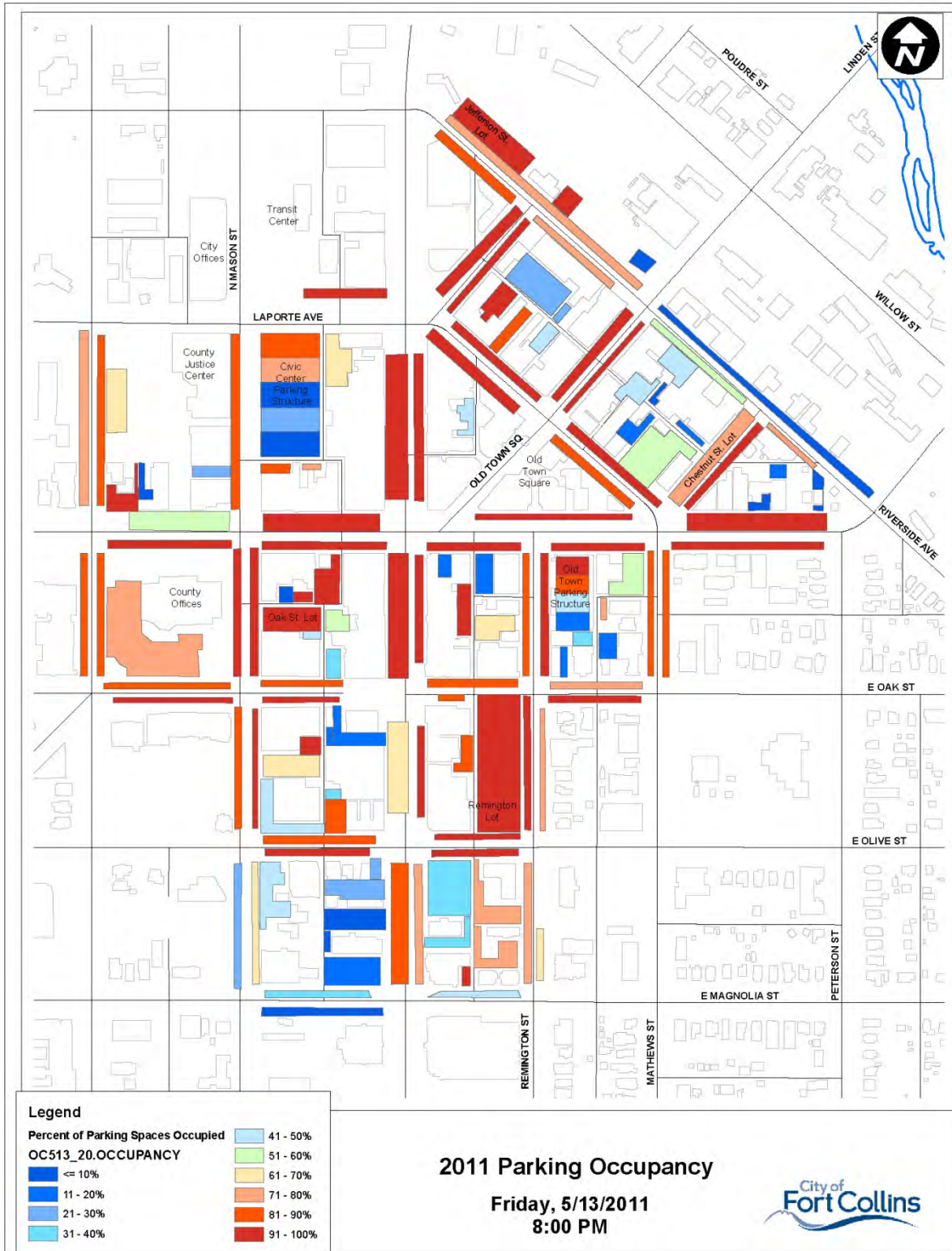


FIGURE A-13: PARKING OCCUPANCY, FRIDAY 9 PM

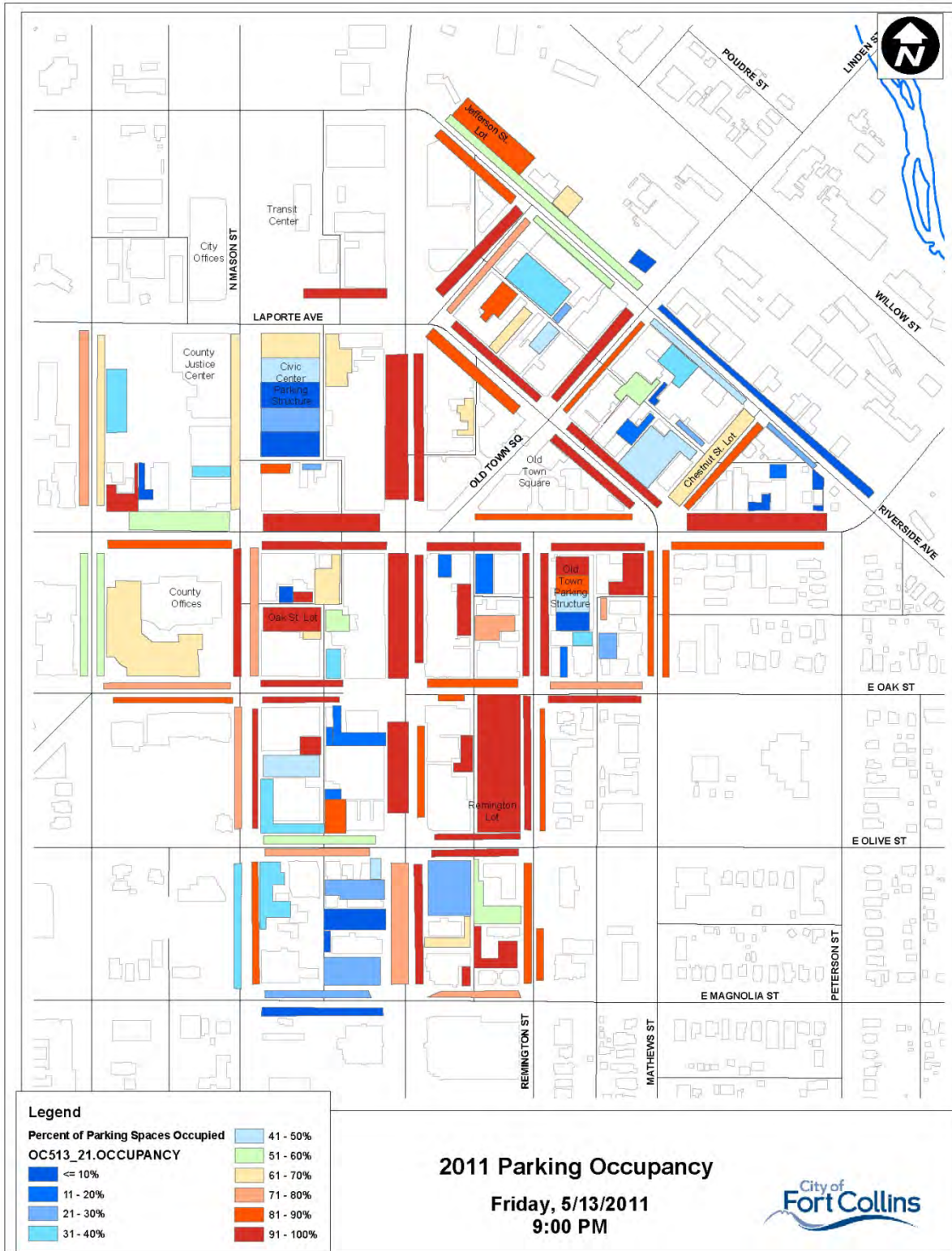


FIGURE A-14: PARKING OCCUPANCY, SATURDAY 12 PM

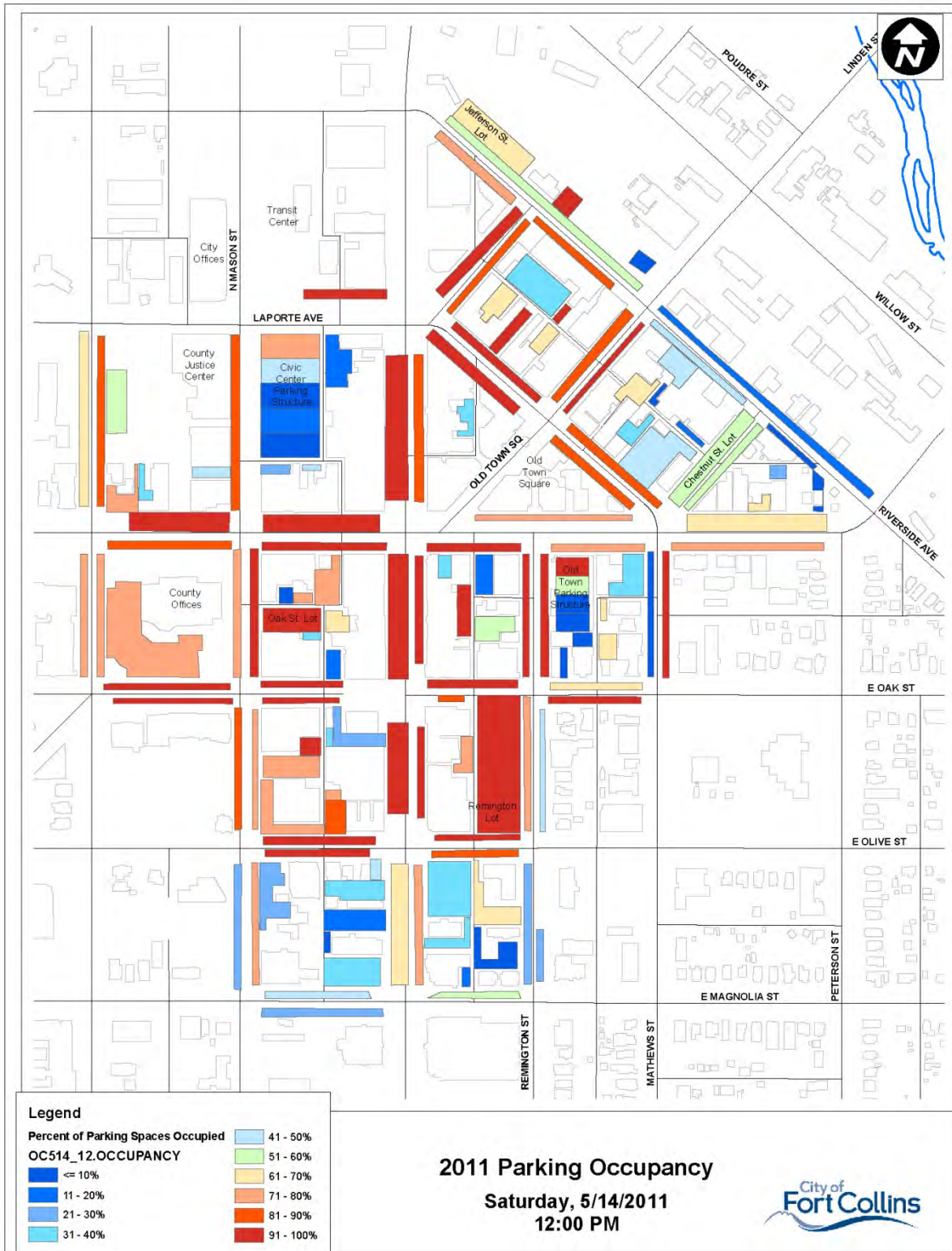


FIGURE A-15: PARKING OCCUPANCY, SATURDAY 1 PM

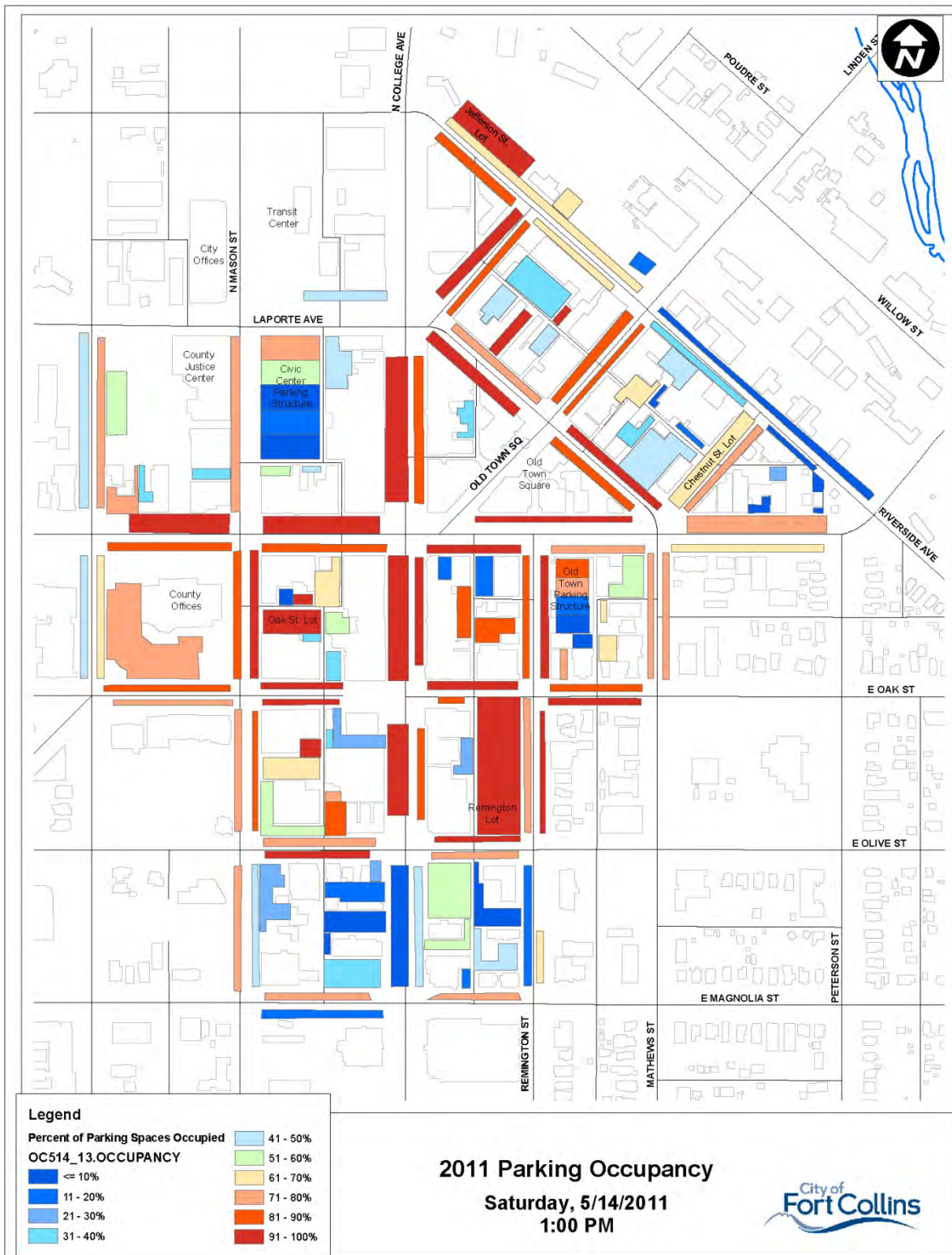


FIGURE A-16: PARKING OCCUPANCY, SATURDAY 2 PM

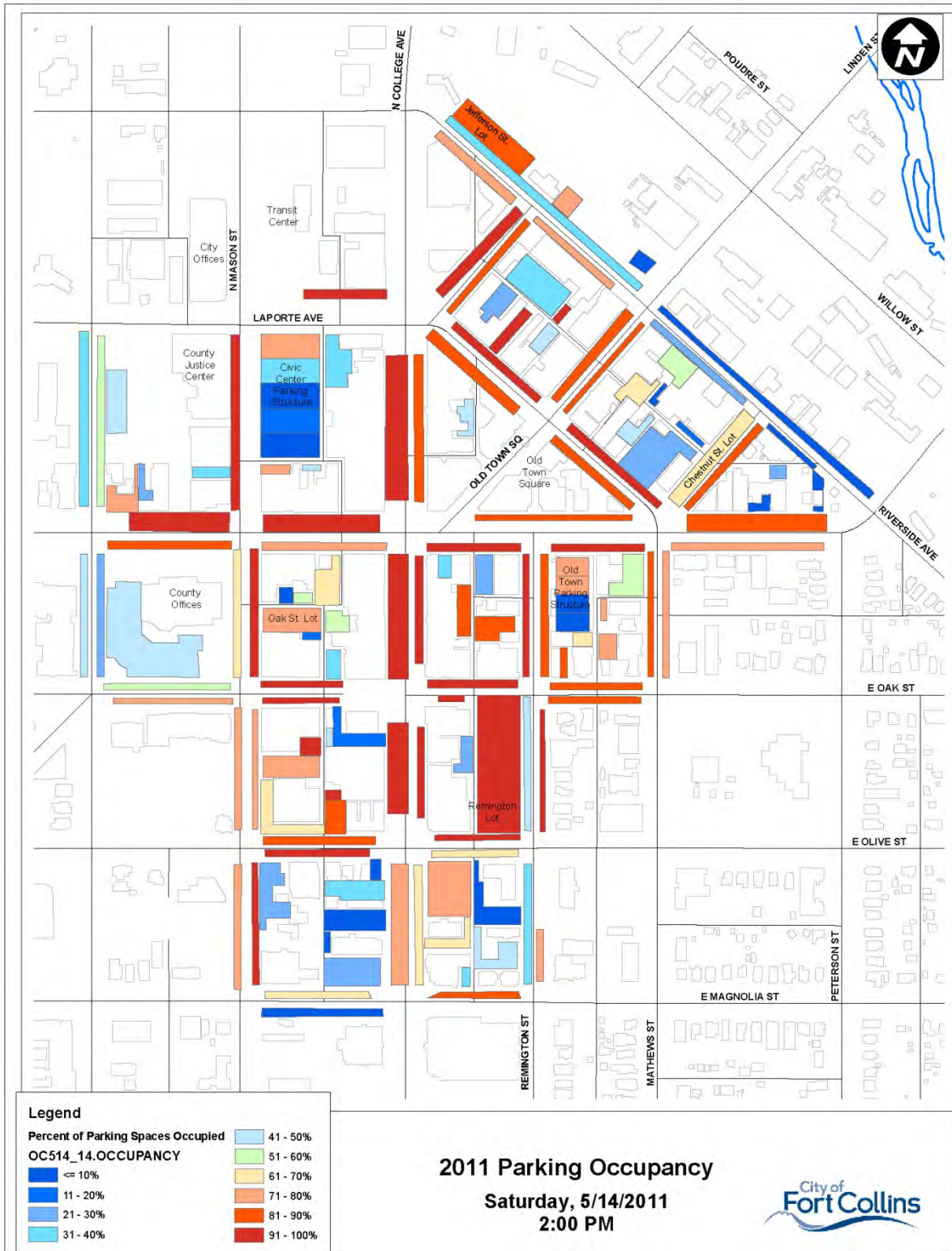


FIGURE A-17: PARKING OCCUPANCY, SATURDAY 3 PM

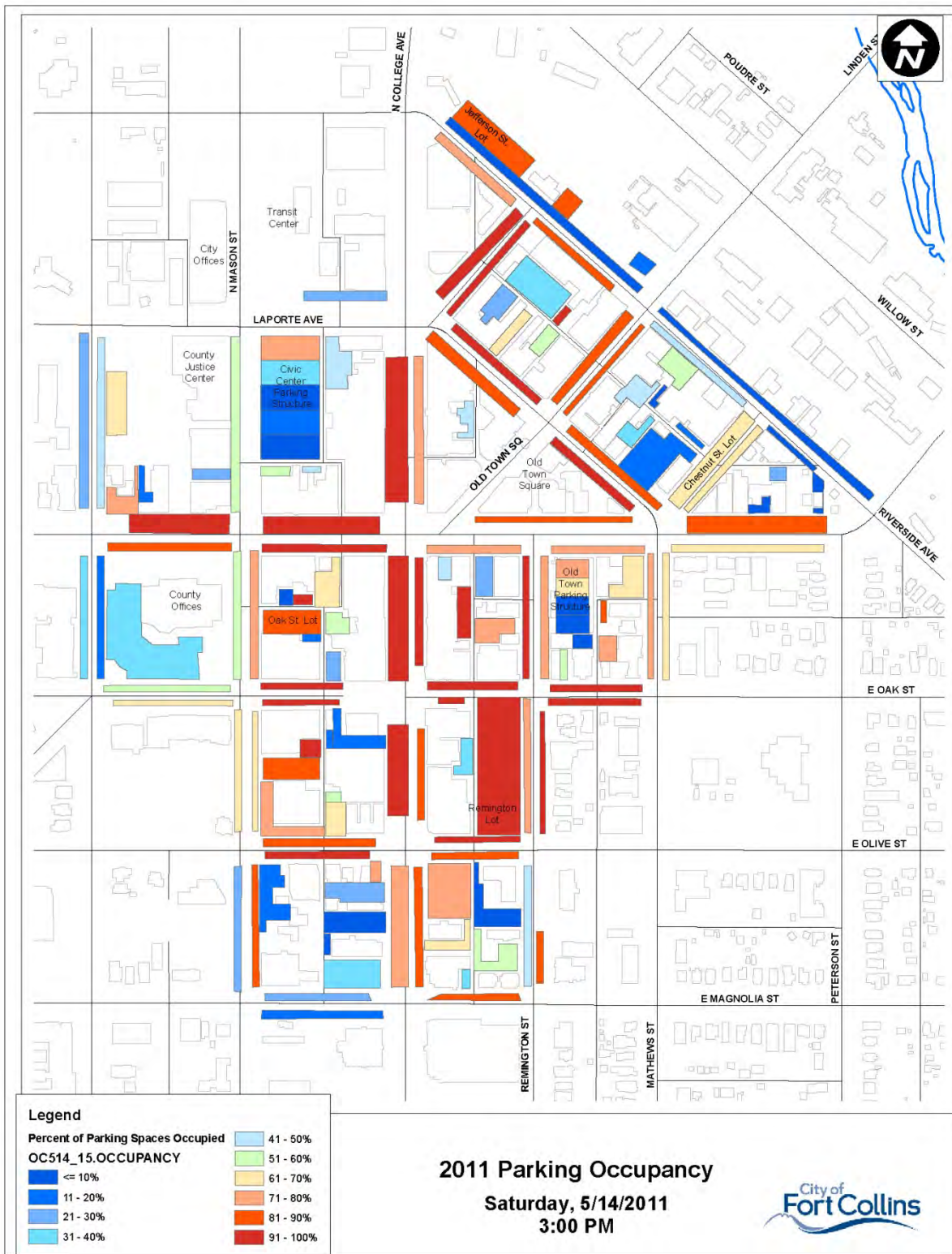


FIGURE A-18: PARKING OCCUPANCY, SATURDAY 4 PM

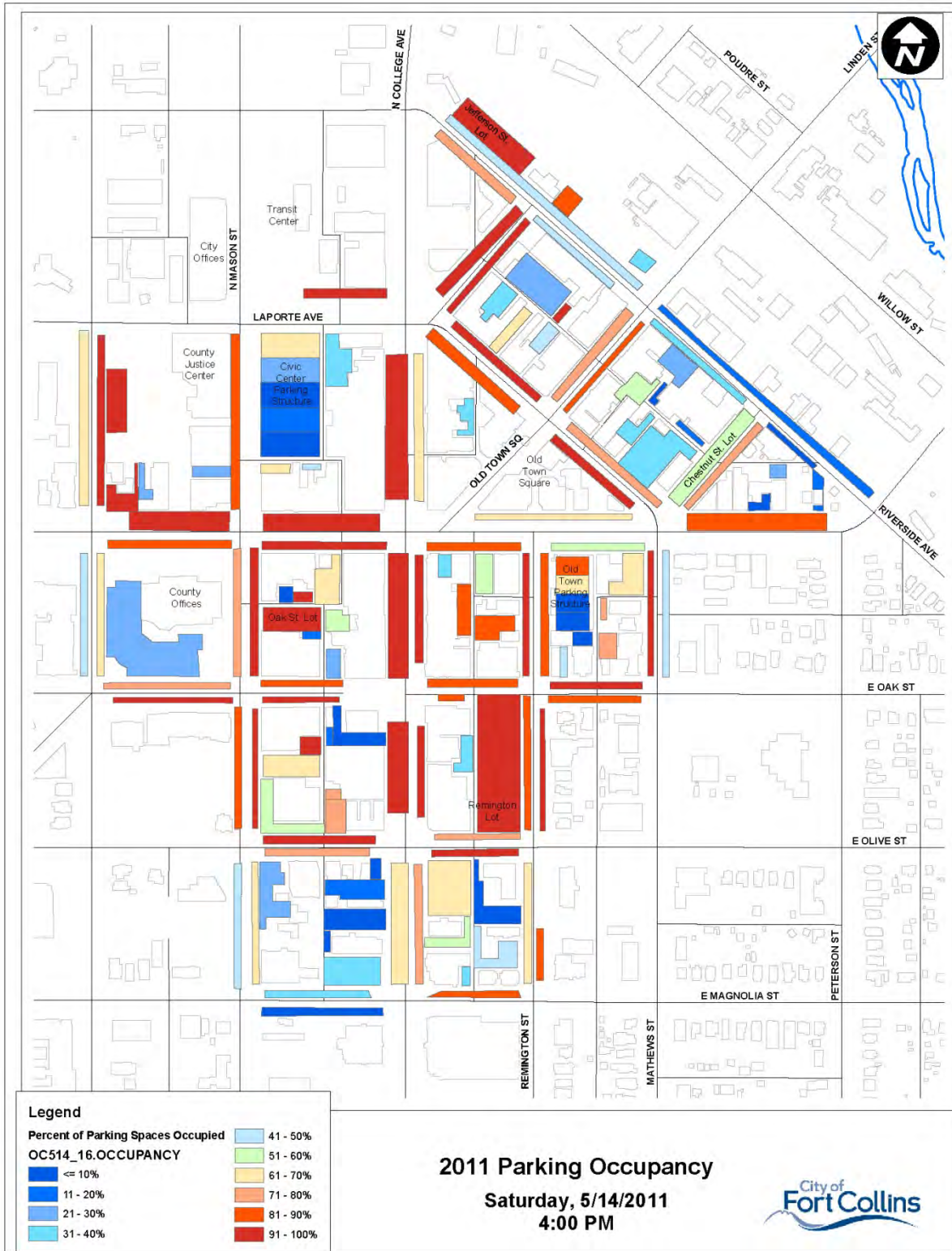
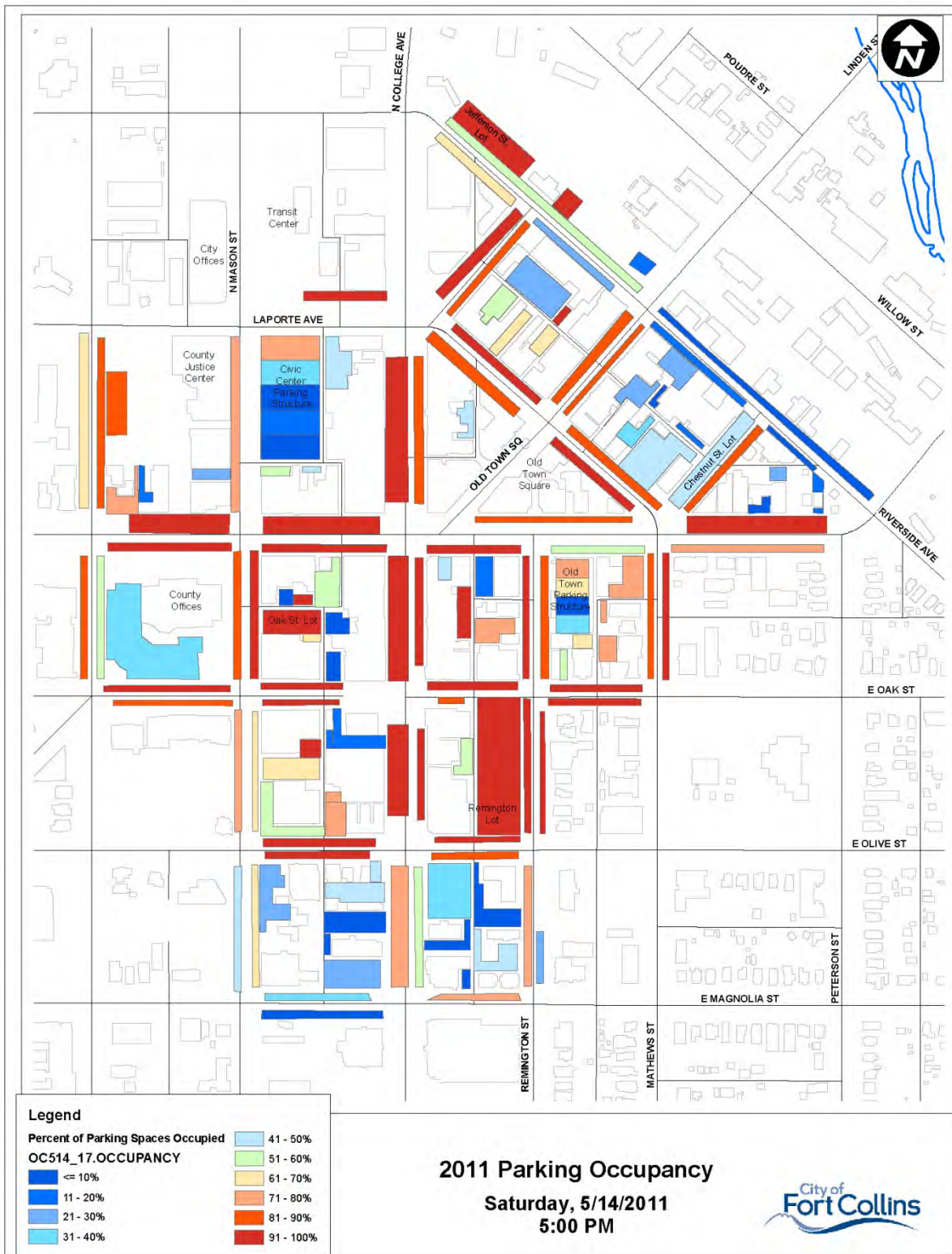


FIGURE A-19: PARKING OCCUPANCY, SATURDAY 5 PM





# Parking Turnover and Duration Data

As part of the existing conditions parking analysis, the City of Fort Collins collected parking duration data for five city blocks throughout the study area. These five blocks were selected as representative locations based on their usage patterns and proximity to primary demand generators. Tables are provided for each location showing the average turnover per hour and the average turnover in an 8 hour period. The locations include:

## 100 SOUTH COLLEGE AVENUE BLOCK

This block is in the heart of Downtown and serves many of the peak period generating uses, including restaurants, nightlife, and boutique retail. Throughout the day, parking occupancy is consistently above 70 percent. There are two-hour time limits on the 100 South College Avenue block faces.



Table A- indicates that vehicles are parked on this block for approximately one hour on both weekends and weekdays. During the weekday, vehicles are parking longest on the western block face with vehicles turning over 0.95 times each hour. During the weekend however, it is the eastern block face that experiences the least turnover with 0.80 turnovers per hour. The table also shows that vehicles are parking for longer durations on the weekends than on the weekdays.

TABLE A-8: TURNOVER DATA FOR 100 BLOCK S. COLLEGE AVE.

		Avg Per Hour	Avg Per 8 Hours	% Change Per Hour*	% Change Per 8 Hours*
West	Weekday	0.95	7.58	15.1%	15.1%
	Weekend	0.82	6.58		
Middle	Weekday	1.05	8.36	-0.1%	-0.1%
	Weekend	1.05	8.37		
East	Weekday	1.28	10.22	59.2%	59.2%
	Weekend	0.80	6.42		
Entire Block	Weekday	1.08	8.64	20.3%	20.3%
	Weekend	0.90	7.18		

\* % Change is based on a comparison of weekday and weekend turnover for each block face. This chart is based on 2010 data.  
 Average Weekday Length of Stay = 55.5  
 Average Weekend Length of Stay = 66.8

### 200 WEST MOUNTAIN AVENUE BLOCK

The uses around this block include restaurants, boutique retail, nightlife, and office. Throughout the day, parking occupancy is consistently above 70 percent. There are two-hour time limits along all of the 200 West Mountain Avenue block faces.



Table A- indicates that vehicles are parked on this block for approximately one hour weekdays and nearly an hour and a half on weekends. During the weekday, vehicles are parking longest on the southern block face with vehicles turning over 0.80 times each hour. During the weekend however, it is the middle block face that experiences the least turnover with 0.49 turnovers per hour. When comparing weekend duration with weekday duration over the 8 hour period, it appears that vehicles are not parking as long during the weekends than they are on the weekdays. However, when making the same comparison over an hourly period, vehicles on average are parking longer during the weekdays than on the weekends.

TABLE A-9: TURNOVER DATA FOR 200 BLOCK W. MOUNTAIN AVE.

		Avg Per Hour	Avg Per 8 Hours	% Change Per Hour*	% Change Per 8 Hours*
South	Weekday	0.80	3.55	-35.0%	-67.5%
	Weekend	1.23	10.90		
Middle	Weekday	1.00	4.44	105.9%	2.9%
	Weekend	0.49	4.32		
North	Weekday	0.83	3.67	59.0%	-20.5%
	Weekend	0.52	4.62		
Entire Block	Weekday	0.87	3.86	15.9%	-42.1%
	Weekend	0.75	6.67		

\* % Change is based on a comparison of weekday and weekend turnover for each block face.

Average Weekday Length of Stay = 69.0  
 Average Weekend Length of Stay = 80.0

**300 EAST MOUNTAIN AVENUE BLOCK**

This block is on the eastern side of the Downtown Core. The uses in this block still produce an above average parking demand, and include office, restaurant, retail, and service uses. Throughout the day, parking occupancy is consistently above 50 percent. There are two-hour time limits on the north and south sides of the 300 East Mountain Avenue block, but no time limits in the middle.

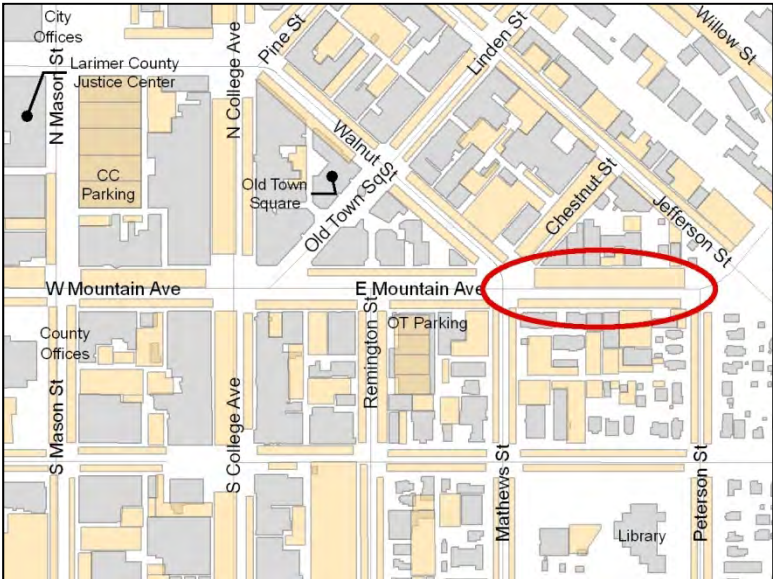


Table A- indicates that vehicles are parked on this block for approximately an hour and a half on weekdays and nearly two and a half hours on weekends. During both the weekday and weekend, vehicles are parking longest on the western block face with vehicles turning over 0.49 times each hour. During the weekend however, it is the middle block face that experiences the least turnover with 0.35 turnovers per hour. When comparing weekend duration with weekday duration over the 8 hour period, it appears that vehicles are not parking as long during the weekends than they are on the weekdays. However, when making the same comparison over an hourly period, vehicles on average are parking substantially longer during the weekdays than on the weekends.

**TABLE A-10: TURNOVER DATA FOR 300 BLOCK E. MOUNTAIN AVE.**

		Avg Per Hour	Avg Per 8 Hours	% Change Per Hour*	% Change Per 8 Hours*
South	Weekday	0.49	2.17	22.0%	-39.0%
	Weekend	0.40	3.56		
Middle	Weekday	0.25	1.13	43.5%	-28.3%
	Weekend	0.35	3.15		
North	Weekday	0.77	3.42	67.0%	-16.5%
	Weekend	0.46	4.10		
Entire Block	Weekday	0.62	2.74	53.0%	-23.5%
	Weekend	0.40	3.58		

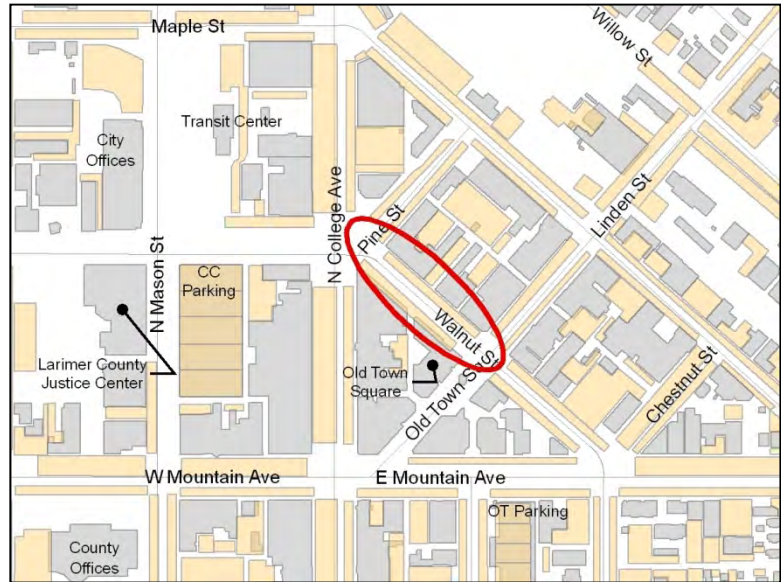
\* % Change is based on a comparison of weekday and weekend turnover for each block face.

Average Weekday Length of Stay = 97.4  
 Average Weekend Length of Stay = 149.0

### 200 WALNUT STREET BLOCK

This block is north of Old Town Square. The uses in this block include restaurants, boutique retail, and office. Throughout the day, parking occupancy is consistently above 80 percent. There are two-hour time limits on the 200 Walnut Street block faces.

Table A- indicates that vehicles are parked on this block for approximately an hour on weekdays and nearly an hour and a half on weekends. During the weekday, vehicles are parking longest on the northern block face with vehicles turning over 1 time each hour. During the weekend



however, it is the southern block face that experiences the least turnover with 0.73 turnovers per hour. When comparing weekend duration with weekday duration over the 8 hour period, it appears that vehicles are not parking as long during the weekends than they are on the weekdays. However, when making the same comparison over an hourly period, vehicles on average are parking substantially longer during the weekdays than on the weekends.

TABLE A-11: TURNOVER DATA FOR 200 BLOCK WALNUT ST.

		Avg Per Hour	Avg Per 8 Hours	% Change Per Hour*	% Change Per 8 Hours*
South	Weekday	1.02	4.54	40.0%	-30.0%
	Weekend	0.73	6.48		
North	Weekday	1.00	4.46	32.0%	-34.0%
	Weekend	0.76	6.76		
Entire Block	Weekday	1.01	4.49	35.4%	-32.3%
	Weekend	0.75	6.63		

\* % Change is based on a comparison of weekday and weekend turnover for each block face.

Average Weekday Length of Stay = 59.4

Average Weekend Length of Stay = 80.4

**100 MATHEWS STREET BLOCK**

This block is the southern leg of the Mathews Street/Walnut Street, and East Mountain Avenue intersection. This block has institutional, office, and service uses adjacent to it. Throughout the day, parking occupancy is consistently above 60 percent. There are no time limits on the 100 Mathews Street block faces.

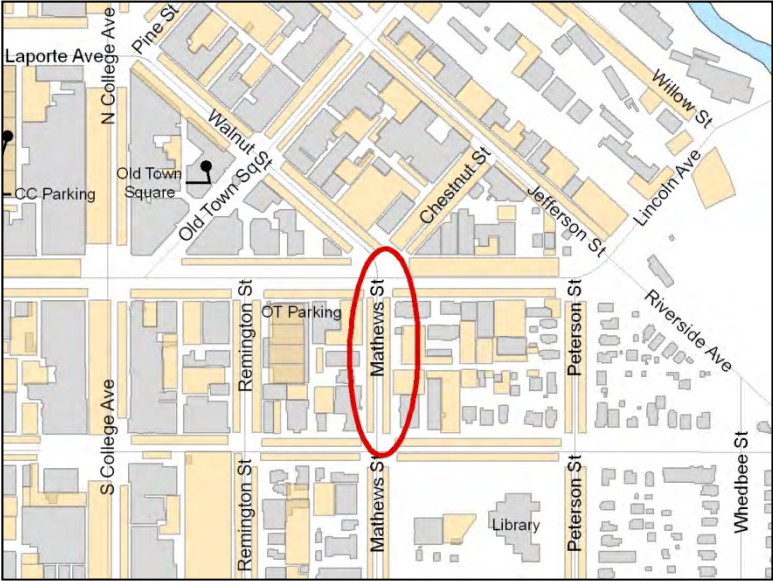


Table A- indicates that vehicles are parked on this block for over three hours on weekdays and over four hours on weekends. During both the weekday and weekend, vehicles are parking longest on the eastern block face with vehicles turning over 0.26 and 0.22 times each hour, respectively. When comparing weekend duration with weekday duration over the 8 hour period, it appears that vehicles are not parking as long during the weekends than they are on the weekdays. However, when making the same comparison over an hourly period, vehicles on average are actually parking longer during the weekdays than on the weekends.

**TABLE A-12: TURNOVER DATA FOR 100 BLOCK MATHEWS ST.**

		Avg Per Hour	Avg Per 8 Hours	% Change Per Hour*	% Change Per 8 Hours*
West	Weekday	0.28	1.22	13.2%	-43.4%
	Weekend	0.24	2.16		
East	Weekday	0.26	1.16	17.5%	-41.3%
	Weekend	0.22	1.98		
Entire Block	Weekday	0.27	1.20	14.8%	-42.6%
	Weekend	0.23	2.09		

\* % Change is based on a comparison of weekday and weekend turnover for each block face.

Average Weekday Length of Stay = 222.6  
 Average Weekend Length of Stay = 255.6

**AVERAGE LENGTHS OF STAY FOR ALL FIVE BLOCKS**

Table A- shows the combined average lengths of stay for the five blocks studied.

**TABLE A-13: COMBINED AVERAGE LENGTHS OF STAY FOR FIVE BLOCKS STUDIED**

	Average Length of Stay (Minutes)	Average Length of Stay (Hours)	% Change*
Weekday	100.8	1.7	-0.2%
Weekend	126.4	2.1	

% Change is based on a comparison of weekday and weekend turnover for each block face.

## Appendix B: Parking Demand Model Assumptions

This section provides information on the inputs used in Kimley-Horn's Park+ parking demand model.

TABLE B-1: EXISTING DOWNTOWN LAND USES

Land Use	Non-Residential Square Footage	Percent
Automotive	36,474	1.1%
Eating/Drinking	354,720	10.3%
Government	667,003	19.3%
Industrial/Warehouse	135,391	3.9%
Office/Financial	1,005,348	29.1%
Parking Structure	418,500	12.1%
Recreation/Entertainment	208,503	6.0%
Retail	319,612	9.3%
Service	116,778	3.4%
Social/Religious	109,268	3.2%
Other	78,209	2.3%
Total Occupied Non-Residential	3,449,806	93.5%
Vacant	238,698	6.5%
Total All Non-Residential	3,688,504	100.0%
Residential Uses - Housing Units	1,024	

Sources: Larimer County Assessor Records, and limited field verification.

TABLE B-2: FUTURE LAND USES, 10-YEAR HORIZON

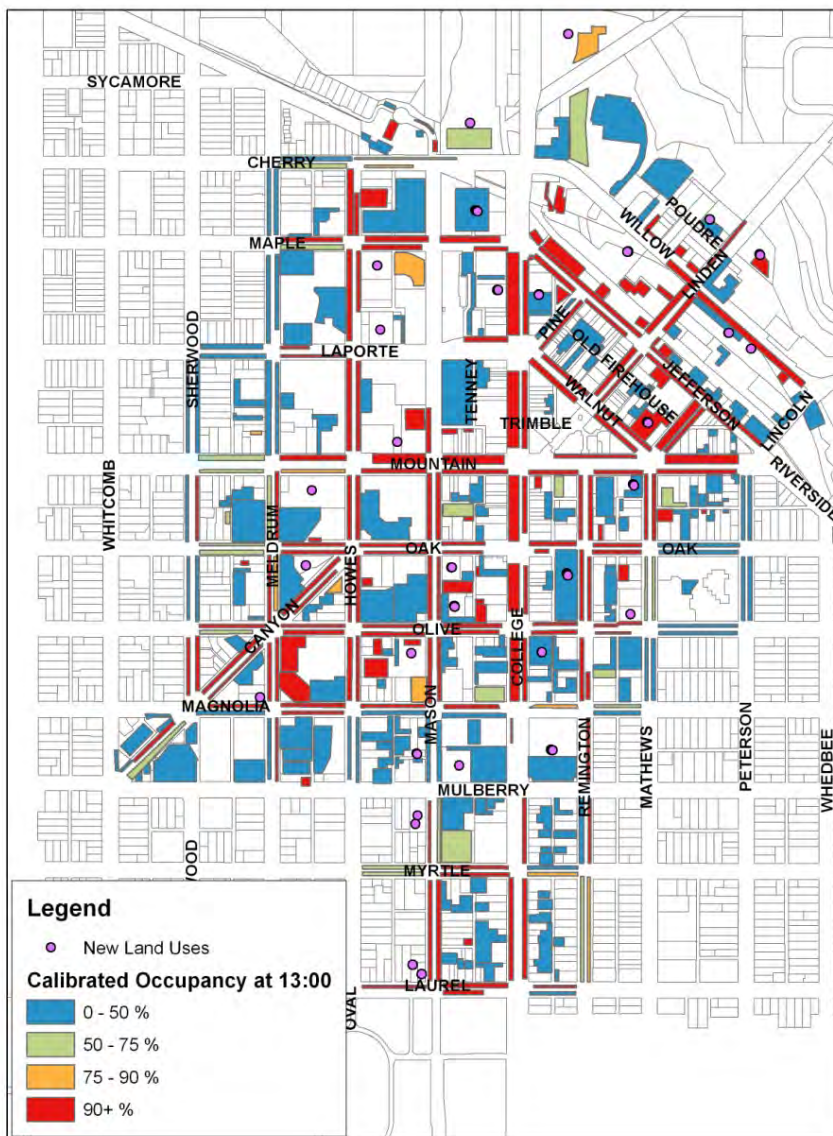
Land Use	Value
Apartments	959 housing units
Condominiums	350 housing units
General Retail	162,000 square feet
Government Office	30,000 square feet
Hotel	150 rooms
Laboratory (CSU Engines Lab)	65,000 square feet
Museum (Discovery Science Center)	43,100 square feet
Office	521,000 square feet
Performing Arts Theater	800 seats
Restaurant	8,000 square feet

Sources: Existing development proposals and construction projects, Mason Corridor Economic Analysis, *City Plan* assumptions, and communications with Downtown stakeholders.

TABLE B-3: MODEL ASSUMPTIONS

Assumption	Baseline	10-Year Growth
Walking Tolerance	800 feet (Level of Service "B" as described on page 53)	800 feet (Level of Service "B" as described on page 53)
Mode Split	13% bicycling, 1% transit, 2% walking	13% bicycling, 5% transit, 2% walking
Parking Infrastructure	Existing in 2011	New public parking in lots at Discovery Science Center, west of Northside Aztlan, Remington parking structure, and on Block 23.

FIGURE B-1: FUTURE PARKING DEMAND - 10-YEAR HORIZON

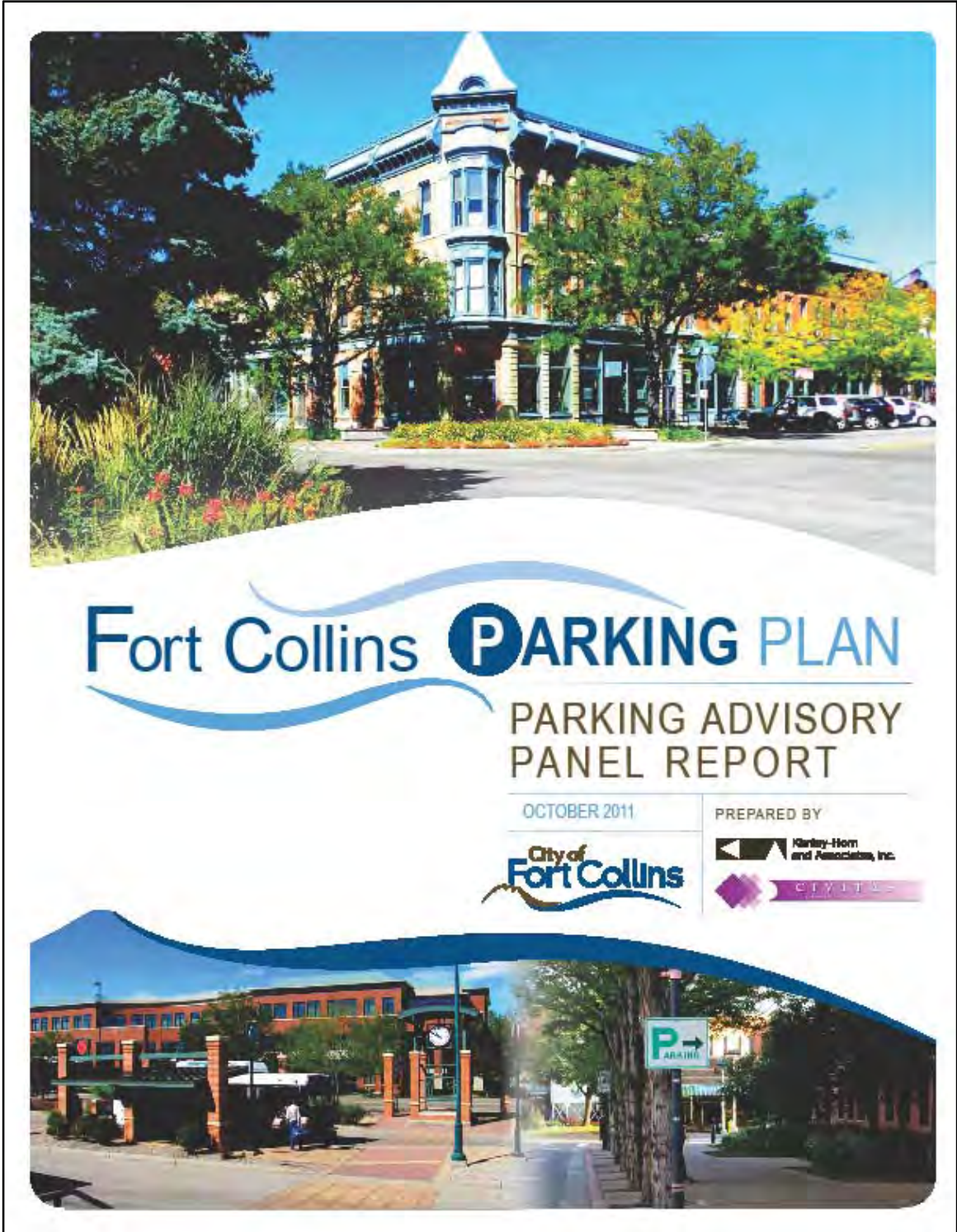


Source: Park+ Parking Demand Model, August 1, 2012.



# Appendix C: Expert Advisory Panel Report

Written by:  Kimley-Horn and Associates, Inc.



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## Introduction

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Many people who live in The City of Fort Collins consider it a “magical” city; and the panelists who came to town to advise the City on downtown parking quickly came to understand why. Few cities of this size have a downtown as attractive, human scale, pedestrian-friendly and lively as Fort Collins does. Few cities have the climate and the spectacular backdrop of the mountains. The presence of a major university nestled along the southern edge of downtown brings a sense of youth and vitality to the whole city. And the bikes! Everywhere you look, you see bicycles, either being ridden or parked on sidewalks and in special on-street parking places.

Fort Collins shows up on more “best of” lists than practically any other city. Not only do local residents appreciate what they have, it seems the outside world long ago discovered the spectacular quality of life that Fort Collins’ residents enjoy.

Of course, like most good things, perfection is never quite achieved. As the City Manager is fond of saying, “Fort Collins needs to go from good to great.” Managing the downtown parking system is one aspect of community life that many see as an opportunity to go from good to great. That challenge was given to the Parking Advisory Panel.




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## Preparing Panelists for the Process

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The Parking Advisory Panel was co-facilitated by David Feehan, Civitas Consultants, and Dennis Burns, Kimley-Horn and Associates, Inc. The panelists were Eric Anderson, Tacoma, Washington; Anne Guest, Missoula, Montana; Vanessa Rogers, Cedar Rapids, Iowa; and Molly Winter, Boulder, Colorado. (Complete bios are included in the appendices, as is a document outlining the panel process and schedule.) Each of the panelists came from cities that had achieved parking excellence in one way or another; and each brought a unique set of experiences and knowledge to Fort Collins.

Panelists were provided with an extensive packet of background information, and they toured the downtown and parking facilities as well as the Colorado State University (CSU) campus and surrounding neighborhoods before the formal panel process got underway.

The Advisory Panel is part of a larger project initiated by the City of Fort Collins, which engaged Kimley-Horn to develop a strategic parking plan; and, as part of the Plan, to create a new “parking demand model”—a tool that can be used well into the future to forecast and plan for parking needs in and around the downtown.

## The Charge to the Parking Advisory Panel

It was clear from the outset that the downtown parking system is well-managed and, given existing constraints, providing the City and the community with safe, clean, and well maintained parking options. It also became clear that, in addition to specific questions posed by City staff, a major question emerged: *Given changes in the economy, in local and regional demographics, in lifestyle choices, and especially in areas around the borders of downtown (CSU, the new Fort Collins Museum and Discovery Science Center, and Otterbox, in particular), how can the City and the downtown parking system respond to and provide for anticipated parking demand?*



City staff members who manage and plan for public parking are grappling with a number of specific issues:

- How to accommodate the varying needs of different customers—downtown visitors, employees, and residents—in ways that best serve each segment of downtown users
- How to ensure that these various user groups know about and utilize parking that is most appropriate for their use and that each group does not diminish parking opportunities for other groups (e.g., downtown employees parking in high-value, on-street spaces more appropriate for shoppers and diners)
- How to pay for the costs of managing, maintaining, and funding future public parking system development
- How to resolve conflicts as more downtown visitors and employees park in adjoining neighborhoods
- How to take advantage of the high utilization of bicycles as an alternative to automobiles and further reinforce a balanced parking and transportation solution
- How to anticipate and maximize the community benefits of investment in new transportation options and technologies, such as the Bus Rapid Transit (BRT) line on the Mason Corridor and new technologically advanced parking management tools
- What policy level decisions are needed to best position the City in leveraging the potential benefits of transit oriented development along the Mason corridor. What role might parking play as a tool for community and economic development
- How to create vertical integration of parking functions either within a City departmental structure or in an entity like a parking authority

Given these questions, the Parking Advisory Panel purpose was defined as:

- Examining and assessing current parking issues in downtown Fort Collins
- Discussing and comparing best practices and successful parking strategies employed by other cities, particularly with regard to downtown (office, tourism, residential, and retail development)
- Identifying opportunities for new parking and transportation program initiatives that will promote and support larger community strategic and economic development goals

- Developing a framework action plan from the findings and recommendations of the Panel contributing to a strategic and sustainable parking plan built on a “triple bottom-line approach”.

The Parking Advisory Panel reviewed numerous documents before they arrived on site, toured downtown including all of the public parking structures, the CSU campus, and adjoining neighborhoods, and met with dozens of local stakeholders—business and property owners, City elected officials, managers and employees, downtown and neighborhood residents, and other downtown users—and arrived at a number of recommendations. This report outlines those recommendations and provides additional observations and analysis. It is intended as a way of capturing both the quantity and quality of public input, and the invaluable wisdom and insights of the panel members.



The report begins with a description of the qualities that framed our recommendations, a summary of those recommendations, as well as observations and findings of the panel. We conclude with a brief summary and appendices.

Qualities by which we measured each recommendation:

- **Comprehensive**—does the recommendation focus on the “big picture?” Will the ultimate parking plan be considered holistic and comprehensive in its scope (not a fragmented approach)?
- **Strategic**—is the recommendation geared to longer-range outcomes and not just a tactical or “Band-Aid” approach?
- **Common sense**—is the recommendation one that makes sense to the average user; and it is understandable by that user?
- **Data Driven**—is the recommendation based on reliable and applicable empirical evidence? Are there systems in place for on-going performance monitoring and benchmarking?
- **Motivating**—does the recommendation inspire action sufficiently so it overcomes natural inertia? Does the overall plan contribute to meaningful outcomes that the community can support?
- **Community and Self Interest**—it is at the nexus of community and self interest that major changes can occur; does the recommendation meet this test?
- **Triple Bottom-Line: Social, Economic, and Environmental**—given the City’s commitment to a “triple bottom-line” approach, does the recommendation address all three elements?
- **Accountable**—transparency and accountability are important, even vital, in all aspects of governance; does the recommendation propose an action or program that has built-in accountability?
- **Implementable**—can the recommendation meet the test of public acceptance, and are funding, technology, and other requirements available?

# Recommendations

## #1: POLICIES AND REGULATIONS

a. **Develop parking policies to support economic development and neighborhood livability.** Panelists heard two consistent themes from local residents and downtown stakeholders. One, economic development and the jobs that result from economic development are crucial to the future of Fort Collins; and two, the City can only maintain its high quality of life and “magical” identity if it maintains and enhances its neighborhoods. Neighborhoods around downtown are now coming under increased pressure from growth in commercial uses in the “transition zone” on the border of downtown, and from the growing presence of CSU to the south of downtown. Furthermore, the need for affordable, multi-family housing in these adjoining neighborhoods is increasing in density and is exacerbating neighborhood parking issues.



b. **Reevaluate parking requirements and regulations for new development.** Currently, developers are not required to provide parking. But as new development continues in both the core and periphery of downtown, the City does not have sufficient financial tools or revenue streams to address the needs of these developments. Developers, on the other hand, realize that the cost of constructing structured parking can make downtown projects less competitive. Public-private partnerships are one way to address the parking needs of new development. Other potential options include a combination of parking minimums and parking maximums (currently the City only has parking maximums), some version of a parking “fee-in-lieu” policy that could give developers the option of building parking as part of their development plans, or they could contribute a fee in lieu of building parking that would go into a parking development fund managed by the City for future parking infrastructure development. Parking and transportation demand reduction strategies should also be thoroughly explored.

c. **Encourage interdepartmental coordination to support parking planning and parking policy development.** The panel recognized the efforts of the City Manager, the Parking Services Manager, and others within the City government structure, to reduce the “silos”— the tendency within large public and private organizations to communicate with and work with only those within a particular department—but panelists heard from several people both inside and outside city government that silos continue to exist and impede creative solutions to parking problems.

d. **Develop parking strategies for the Mason Corridor, the downtown transition area, and development opportunities in the northern downtown gateway and River District.** Panelists strongly believe that the opportunities and challenges around the edges of downtown are going to accelerate and the City needs to develop effective strategies and policies for these areas now. Businesses like Otterbox will locate in and near downtown

only if parking and transportation options meet their needs. The Mason Corridor offers opportunities to help solve transition area access needs and could generate a significant amount of transit-oriented development. One significant issue related to these strategic transit-oriented development opportunities is the recognition that structured parking will be needed to support the development densities required to achieve the full potential of these opportunities. However, the financial realities of structured parking will likely limit the development densities desired by the City as the developers may well opt for smaller, less dense development plans that can be supported by surface parking. This approach would mean lesser development options might be proposed that could potentially squander opportunities for true transit-oriented development for 50 years or more. A public-private parking investment strategy that could leverage tax increment financing resources, combined with density bonuses and other inducements, could incentivize the desired types of development and help the City realize the full potential of the investments being made along the Mason Corridor. Likewise, the northern downtown gateway and River District could see new mixed-use development in the near future. However, these opportunities could be lost if the City is not prepared to solve immediate and mid-term parking problems.

## #2: ORGANIZATION AND FUNDING

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- a. **Create a parking organization with a governance board composed of downtown public and private stakeholders.** One of the trends panelists have observed in many cities is a trend toward involving private sector representatives in managing downtown parking. This trend has benefits for both the City and downtown stakeholders. The City benefits from the information, experience and wisdom of business leaders, and at the same time, develops a “support group” that can communicate with other business owners and residents. Private sector representatives on a governance board have a vehicle for communicating ideas and concerns, and also have a greater sense of ownership in a system that is vital to their needs.
  - i. Other parking management organizational models are also emerging around the country that could help the City achieve other stated goals such as sustainability. Incorporating the governance board concept noted above, parking could be organized into a “parking and transportation eco-district model.” This approach provides all the benefits of a vertically integrated parking program (centralized management of all aspects of parking, with all parking related revenues going into a dedicated enterprise fund), combined with greater community involvement through a public/private governance board; it also adds sustainability as a key guiding principle or lens through which all operational and strategic decisions are considered. This organizational



change can provide a shift in attitude and an approach that will change the way parking is viewed and can be an effective way of achieving the “triple bottom-line” approach (social, economic, and environmental sustainability) to parking management.

- b. **Establish an enterprise fund for parking.** One of the more obvious, yet largely unappreciated, truths in the field of parking is that parking is never free—it costs money to acquire land, build structures, and provide ongoing maintenance and management. The same applies to on-street parking. Experience has shown that cities with dedicated enterprise funds that capture all parking-related revenues—from garage revenue and neighborhood permit programs to meter and enforcement revenue—are able to provide the quality, service, and safety that users demand, while also setting aside funds for maintenance reserves and future infrastructure development. Without a secure and segregated enterprise fund, the City’s general fund becomes the repository for parking revenues, as well as the main, and often only, funding source that officials turn to when parking revenues are not meeting parking needs. Parking has the potential, over time, to become a self-supporting fund supported by user fees.
- c. **Utilize existing and create additional dedicated funding sources for parking infrastructure development.** As the panel noted frequently during the analysis and evaluation process, parking is not free. The panel believes that surface lots are not the long-term answer to meeting increased parking demand in downtown, and that current revenues from parking alone cannot support the construction of new parking facilities. Judicious use of current revenues combined with new, dedicated sources will be needed. TIF districts, parking development in-lieu fees, special assessment districts, and installation of paid on-street parking are some possible ways of creating new revenue.

#3: BUSINESS AND COMMUNITY INTEGRATION

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- a. **Evaluate pros and cons of a residential parking permit zone program.** Two of the panelists have considerable experience with residential parking permit programs that work well. Well-managed permit programs generally accomplish the intended purpose—keeping on-street parking available for local residents, while also leveraging these resources for other users during mid-day timeframes. However, in some towns these programs have run into opposition from those who do not think they should have to pay anything to park in front of their house or apartment. Handling issues like visitors and parties can be problematic. However, the panel recommended that the City, in coordination with adjoining neighborhood residents and groups, seriously examine a permit program, particularly on the southern and western borders of downtown.
- b. **Initiate public-private partnerships for parking.** Today, the cost of constructing a single parking space in a parking structure can run anywhere from \$25,000 per space to more than \$50,000. Managing and maintaining that single space can easily cost \$500 per year. In the context of downtown Fort Collins, a single



space would need to generate \$200-\$300 per month to pay for construction and management. This is well above what current parking rates can support. One way of bringing costs and revenues more in line is through public/private partnerships or PPPs, as they are commonly known. If both the public sector and private sector can share the cost of construction, operating costs can be more in line with local market realities.

**c. Work with CSU and other large employers on neighborhood parking impacts.**

Specific comments were heard from people who participated in the panel that students, and perhaps faculty and staff, were parking in neighborhoods close to the campus. Employees of downtown companies and organizations are also seen parking in these close-in neighborhoods. The City’s Parking Services Department should initiate or expand efforts with CSU and major employers, including the City and County, to reduce or eliminate both the reality and perception that non-residents are causing problems for residents who need to park close to where they live.

**#4: PARKING MANAGEMENT**

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**a. Evaluate pros and cons of paid on-street parking with a parking governance board, including the potential of a pilot program and free time.** Perhaps the most sensitive issue raised during the panel process was paid on-street parking. Yet participants agreed that employee parking in on-street locations is still a problem, though it has diminished because of new technologies and effective parking enforcement practices implemented following the 2004 downtown strategic plan. Installing pay stations could have several benefits—increasing turnover, providing revenue for construction and maintenance of parking structures, and reducing overtime citations. There is, however, strong resistance to paid on-street parking, unless such a program includes free time on the front end, portability, pay-by-cell and credit cards, and other customer-friendly features. The private sector-led governance board should carefully evaluate the advantages and disadvantages of paid on-street parking and should provide strong leadership if a decision to advance this recommendation is made.

**b. Work with employers to reduce on-street parking by employees.** Regardless of what methods are used to increase turnover at on-street parking spaces and reduce abuse by employees, the Parking Services Department should initiate and maintain an ongoing program to educate downtown employers about this issue and develop effective ways for employers to reduce or eliminate abuses.



**c. Better promote off-street parking options for longer-term stays and continue to enhance pedestrian amenities.** Fort Collins has very convenient, clean, and safe off-street public parking options. However, most locals expressed that their habit is to cruise College Avenue two or three times for a free on-street space and if one is not available, then they will go to a parking lot or structure. This is not uncommon in small to mid-sized communities. This phenomenon is partly fueled by the acknowledged “upside down” parking pricing structure (where the most convenient on-street spaces are free and the less convenient off-street spaces require payment).

There are several potential action items related to these issues:



- i. Educate frequent downtown users on the benefits of off-street parking (very affordable, no time-limits, no risk of a citation, etc.).
- ii. Improve parking signage and wayfinding for visitors. Most visitors, if they are unfamiliar with an area, will naturally follow signage to parking facilities if that signage is clear and easy to understand.
- iii. Correct the “upside down” character of the current parking pricing (see previous recommendation #4a).
- iv. Consider the development of a “parking app” that can promote parking options and provide information of parking availability—evaluate programs such as the “Parking in Motion” application.
- v. Continue to upgrade alleyways and other improvements to pedestrian amenities to improve connectivity to off-street parking and transit nodes. Consider creating “walking tours” that highlight things like architectural history, public art, etc.



d. **Explore expanding enforcement to evenings and Saturdays.** By some estimates, more than half of all retail sales occur on weekends and evenings. Yet, because there is no enforcement on Saturdays, a prime shopping day in downtown, employees who arrive early are able to take prime parking spots without fear of receiving a ticket. Parking Services should look at extending enforcement to Saturdays and perhaps into evening hours, though these two should be considered separately. Evening visitors to downtown may do some shopping, but the sense of many is that they are coming for dining and entertainment. Once again, consulting the governance board of a new parking entity, along with other merchants and property owners, is recommended.

e. **Explore modifications to parking time limits and pay-by-cell phone, if paid on-street parking is pursued.** Parking time limits are an important tool in promoting on-street space turnover. They are especially important in communities where the more effective tool of paid parking is not utilized. However, one of the unintended consequences of time limits is that while they are effective in helping to reduce the abuse of employee parkers taking up what should be short-term parking resources, they also create anxiety in the minds of customers who might prefer to continue shopping, but leave to avoid a potential parking citation. If the option of paid parking is considered, this opens up several possibilities that can give shoppers more options. Some examples include: In Albany, NY, in conjunction with adding new multi-space parking meters, they have eliminated time limits and added what is known as “progressive pricing”. This means that the first two hours are still very reasonably priced, but you are no longer restricted to only two hours. Instead, the rates for the additional hours escalate at a higher rate. For customers that opt for more time, accepting the fact that the extra time will be more expensive, this gives them the option of more shopping time without the fear of a citation. The key is to set the rates to discourage employee abuse. If the “pay-by-cell phone” option is also included, then customers can get text messages notifying them that their time is about expire and giving them the option to add more time from wherever

they are. In some communities, groups like the Downtown Business Association partner with the parking program to create e-coupons from local businesses that can be sent automatically to pay-by-cell phone parkers based on where they parked as a way to support local businesses.

#5: ALTERNATIVE MODES OF TRANSPORTATION

a. **Support an integrated access management strategy that includes parking, transit, bikes, and pedestrian modes of travel.** An increasingly common slogan among urban transportation



experts is “park once, pedestrians first.” Considering parking in a vacuum is no longer a viable option, particularly in a city like Fort Collins. Developing a strategy focused on the user and making the transition from one mode to another as easy as possible will yield major benefits for the entire community. Examples already exist. The City has bicycles in its vehicle pool, so employees who need to move around downtown during the day can do so without retrieving their car or signing out a city vehicle. Trolleys or shuttle buses can be part of the strategy, particularly as a way of connecting the CSU campus with downtown and maximizing the impact of the Mason Corridor BRT system.

b. **Expand covered and uncovered bike parking options based on demand.** While there was universal support for increasing the use of bicycles as an alternative mode of transportation, participants in panel sessions were of different opinions as to how best to provide parking options for bikes. Panelists evaluated comments from participants together with experiences from their own cities and recommend that a demand-based approach makes the most sense. Covered spaces involve more expense to build and maintain if they are free-standing, and require secure locations in parking structures. On-street designated bike parking seems to be popular, but considering the demand for these spaces, there might be some resistance. However, if the loss of one on-street space can be shown to accommodate 30 or more bicycle trips on an average day, the auto trip reduction benefits can be easily justified.

c. **Develop travel demand management strategies in conjunction with the Mason Corridor Project.** While the panel was excited by and enthusiastic about the potential of the Mason Corridor project, there was also concern that additional thought should be given to park-and-ride, bike-and-ride, and transportation-oriented development (TOD) opportunities. As the project is approved and should debut in 2014, the panel recommended developing a strategy now.

# 6: CUSTOMER EXPERIENCE

a. **Re-evaluate time limits in the context of on-street paid parking.**

The two-hour time limit downtown was a source of considerable discussion and criticism. Panelists and participants recognized that extending the time limit to three or four hours would further encourage abuse by downtown employees; however, this might also encourage shoppers to stay longer and spend more. Some participants indicated that extended time

limits without fear of getting a ticket might make them more amenable to on-street paid parking, if it were coupled with free time on the front end.

**b. Market the benefits of off-street parking.**

Parking structures in downtown Fort Collins almost always have space available, if only on the top floor. These structures are only a block or two from College Avenue. Structures are clean and well lit. The City and downtown merchants would benefit if downtown employees and shoppers who anticipated needing more than two hours parked in these facilities.

**c. As demand for off-street parking grows in the short to mid-term, reassess parking allocation within the public parking lots and structures.**

Prioritization of parking system users and how parking resources are allocated is something that all parking systems must continuously re-evaluate. As economic conditions improve and parking demands increase, parking for downtown customers may need to be prioritized. This could mean that the public institutions such as the City and County might be able to create surface parking options for their staff, such as in the green space behind the City building at 215 N. Mason. If this could create 25 to 30 staff parking spaces, that would be the equivalent of \$500,000 - \$600,000 in investment in structured parking spaces if constructed at a cost of \$20,000 per space.



**d. Effectively integrate parking into a comprehensive wayfinding system.**

Panelists observed that downtown signage ranged from good to not so good. For example, on College Avenue, there is a prominent sign on a light pole indicating the location of public restrooms. What appears to be missing is a comprehensive and integrated wayfinding system that is focused on helping downtown patrons access convenient on- and off-street parking options. Also, panelists noted that parking staff are considering several changes to internal parking structure and parking rate signage.

**e. Develop a parking system brand identity and communication strategy.** The panel observed that there seemed to be no real "brand" for downtown parking, especially given that the City wants to communicate that downtown parking is available, convenient, friendly, and safe. Developing a brand is not the same as having a slogan or a logo, though these may or may not be part of a brand. The first step should be to create and carefully define a communications strategy, and then let the brand flow from the strategy.

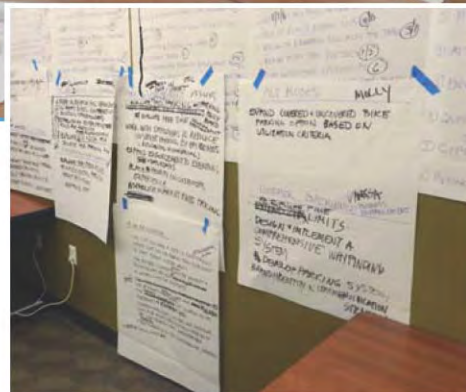
**f. Leverage new technology.** Fort Collins is a city that often finds itself on the cutting edge of many trends, given the high level of education and concern for quality of life. By utilizing a range of new technologies, the City can deliver a "revamped" parking system that gives the user more value, convenience, and user-friendliness. The full Kimley-Horn report will outline a number of options and recommendations in terms of new technologies and how they can best be utilized.

## Observations and Community Input

Over the period of a day-and-a-half, panel members met with dozens of people from all walks of the community to listen and ask questions. The following observations provided material for the analysis working session the panel engaged in before developing recommendations. The panel grouped the observations into 10 categories, listed below. Many of the observations fit into more than one category, so they are not grouped according to category.

### CATEGORIES

1. Policies, Planning, and Regulation
2. Staffing and Organization
3. Pricing and Finance Issues
4. Business Concerns
5. Parking Operations and Management
6. Alternative Modes of Transportation
7. Customer Experience
8. Quality of Life
9. Environmental Issues
10. Attitudes and Perceptions



» No commercial parking requirements— developers are depending on the City to provide parking in many cases. This appears to be exacerbating downtown parking problems now, but could lead to severe shortages in the future.

» Parking facilities operated by the City and CSU are clean and well managed. Most participants agreed with that assessment.

» Some participants believe the Mason Corridor BRT will have the biggest impact on downtown parking of any anticipated developments, but that impact is undefined.



» Lots of bikes! Panelists were awestruck with the number of bicycles seen in and around downtown. Fort Collins is in the forefront of converting to a non-polluting, healthy, and sustainable form of transportation.

» Downtown is suffering from “upside down” parking pricing. According to established practice, on-street parking is more desirable and should be more expensive than off-street parking; however, in Fort Collins, the opposite is true.

» The two-hour parking limit for on-street downtown parking may not be meeting the needs of downtown users and merchants.

» Local residents take pride in the magical quality and uniqueness of downtown, and with good reason; few downtowns can measure up to Fort Collins in terms of vitality and quality of life.

» Downtown employees and CSU students are overflowing into adjacent neighborhoods. Local residents expressed frustration and are looking for ways to alleviate this condition.

» Wayfinding improvements are needed. Signage in downtown is good in some places, but a comprehensive wayfinding system that includes signage and other elements is missing.

» Parking facilities are generally in good condition, clean, well lit, and well maintained.

» Employee abuse of on-street parking is a major problem. Parking Services has recently expanded enforcement activities and this has helped, but several interviewees described ways they and others are still parking on the street.

» Fort Collins has an urban and rural customer base; this provides both challenges and opportunities, but rural customers may find downtown parking more intimidating.

» Despite clean, well-lit structures, there is a hesitancy to use off-street facilities. Some still worry about safety; others just do not like garages.

» Is there a need for Saturday and evening enforcement? Some participants suggest that employees are getting downtown early on Saturday and taking the best parking on street for the entire day. Others say the same about evening hours. No one, however, has a good solution for how to enforce in the evening without discouraging downtown dining traffic.



» The price of downtown parking, when compared with other comparably-sized cities, is really inexpensive, but unappreciated by many local downtown users.

» A real need exists to identify, define, and calculate future parking needs. Growth of CSU, downtown businesses, and downtown attractions will put pressure on downtown parking resources in the future.

» According to one participant, “Parking’s not a problem—I just troll for spots.” Several others offered similar comments. Driving around the block until a

parking space comes open is common practice in Fort Collins.

» Another participant offered this thought: “Keep Fort Collins ‘non-standard.’” There was some sentiment among participants that Fort Collins did not need to follow the crowd. Some really like the fact that there are few national chains in downtown.

» CSU is a major asset, but not fully exploited. Faculty, staff, and students might all contribute in some way. However, the City is using a number of CSU interns and has had good luck doing so.

» Transition areas may become major employment corridors. The expansion of Otterbox is hopefully the first of many companies whose employees really enjoy the downtown atmosphere and would consider a transition area location.

» A businessperson said, “Parking relates to profitability.” Downtown merchants and property owners have a clear sense of the importance of safe, convenient parking to the success of their endeavors.

» Fort Collins does not have a lot of experience with PPPs. Other communities are experimenting in creative ways with PPPs as a way of providing parking when neither the public nor private sector could do so or is willing to do so independently.

» Demographics are changing in Fort Collins. The growth of CSU is one factor, but there are others. However, in terms of ethnicity, Fort Collins is approximately 90 percent white.

» One community leader said “We are doing well now, but to do better we have to do something big.” There seems to be a recognition that status quo is not good enough, and that the status quo could result in the loss of the sense that this is a “magical” place.

» Another community leader added, “We need to constantly fine tune the machine.” There is recognition that the Deming Cycle of Continuous Improvement has important applications here.

» Jefferson Street, which is a state highway, is a problem zone. Pedestrian traffic is minimal, and the lack of on-street parking has negatively impacted businesses along the street.

» According to one participant, “SOVs (single occupancy vehicles) do not fit our vision of ourselves.” The community’s culture has changed, and more people are seeking ways to utilize alternative transportation modes.

» The City and the community are committed to a focus on the “Triple Bottom-Line”—economic, social, and environmental—and this ripples through many, if not most, public policy decisions.

» Some expressed a fear of “losing downtown again”—driven by a memory of times past



when downtown was far less vibrant. This fear is driven by a strong concern that people will not be able to find parking and will stay away.

» Downtown Fort Collins is blessed with low crime rates and a feeling of safety. This mirrors a national trend of declining crime in urban areas.

» Fort Collins, and downtown in particular, benefits from factors of place and climate. Proximity to the mountains and to a river, and a mild, four-seasons climate make this a very desirable place to live, as evidenced by multiple and recurring “best place for...” awards.

» Downtown, because of the City’s enforcement of numerous regulations, is in danger of becoming perceived as “the enforcement zone.”

» There is a perceived need to provide both covered and non-covered bike parking; but there is not a clear consensus on which works best.

» One quote the panel particularly found perceptive was “Parking is personal.” It is not just a matter of numbers, technology, structures, and locations.

» One participant seemed to reflect the feelings of many by pointing out that “parking is an aggravation, but not yet a real pain.” There is a sense that parking is a minor annoyance, but it could get worse.

» The enhanced enforcement program has achieved good results. Many people indicated that the problem of downtown employees parking on the street is diminishing. Parking enforcement staff echoed this conclusion.

» Business and property owners suggested that there is a need for enhanced collaboration between parking management and the business community.

» The City’s Parking Services management has limited tools. There is recognition that on-street paid parking is an effective way to manage the parking supply, but there are also other tools that would help. Financial tools in particular will be needed in the future. Pricing—one of the most powerful parking management tools—is currently off the table.

» One participant captured the consensus of most groups by pointing out that “every space counts.” Currently, downtown users can find a place to park; but the number of vacant spaces is diminishing, and for a business, every space does count.

» City government and downtown in general are not prepared for a surge of primary employment in downtown. The addition of another company the size of Otterbox, or a significant expansion in an existing company, would put severe strain on the parking system.

» Going forward, parking is going to be a critical factor. Demand factors and continuing changes in how people travel will require careful planning, additional resources, and additional tools. Important opportunities could be lost if the community is not prepared.

» There is a need for a clearly defined, parking-related economic development strategy. Parking should not be planned in a vacuum. It must be connected to economic development and to the Triple Bottom-Line. How much new development is anticipated? What kind? Where and when? These are questions that any parking plan must address.

» A particularly prescient participant asserted that “parking is the giant unfunded liability.” Panelists agreed with this assertion. More parking will be needed, but the revenue streams to pay for this parking have not yet been identified and committed.

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## Conclusion

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One of the panelists suggested that Fort Collins was like a bicyclist on a single-speed, balloon-tired Schwinn cruising on College Avenue but headed for mountain trails. The cyclist may need to switch to a Black Sheep mountain bike in preparation for more challenging terrain seen on the horizon. The analogy was clear: Fort Collins has an organizational vehicle in terms of its Parking Services department that is adequate for today but insufficient for the challenges that lie ahead.



Those challenges could be formidable. CSU is growing and will continue to grow as the US population grows and becomes younger and more diverse. Primary employment companies like Otterbox will either find attractive locations and services in the city or will go elsewhere. More people are looking to live downtown, especially empty nesters and young singles, but even some families with children. Downtown becomes an absolutely essential part of the triple bottom-line—social, economic, and environmental—for Fort Collins, but the current organizational structure is insufficient to provide for Fort Collins’ future needs.

While this panel report cannot provide a complete and detailed plan for the future of parking in downtown Fort Collins, the outline of such a plan is becoming clear; and the larger study of which this panel report is a part will flesh out many more details.

The panel recommends strongly that the City of Fort Collins create new organizational and funding vehicles to manage and supply downtown parking. A board of stakeholders should govern this new entity, with a majority coming from the private sector. This should be the first order of business. It will be difficult to achieve the other recommendations in this report without a fundamental and substantial change in the way parking is managed and organized. This should not be construed as a criticism of the current parking management program. In fact, the panel loudly applauds the work of City staff and the quality of the overall parking management program in Fort Collins.

The new parking management entity should have control over its own finances and this should be accomplished through the establishment of a parking enterprise fund. All parking revenues—garage revenues, enforcement revenues, surface lot revenues—and yes, on-street paid parking revenues if a decision is made in favor of this step—should be directed to the parking enterprise fund, which will then be better able to meet future needs. The development of additional revenue streams may also be required to meeting the parking needs of the future.



Within the context of and under the direction of the new parking entity, current parking policies and procedures should be thoroughly reviewed. Among the priority issues this entity should consider are minimum and maximum requirements for developers, residential permit programs, and on-street paid parking.

The issue of on-street paid parking is an important and emotional issue. The panel heard many people express strong opinions on this question, and most who spoke were opposed. Yet several indicated that they might support such a decision if the right conditions were attached, such as meters that accepted credit cards and cell phone payments, and some allowance for free time on the front end.

The City of Fort Collins should provide a clear set of policies and a fair and equitable parking program for its own employees. There is a sense by many that City employees are taking unfair advantage of the parking system by virtue of their employment. While the panel did not find widespread abuse, there were verified examples that tend to create this perception. A re-examination of City employee parking should be undertaken, and it should begin by recognizing that City employees should be accorded the same opportunities as other employees, but not preferential treatment. If the business community and the public are going to support other changes, this issue should be addressed.

Finally, the City Manager has often proposed that the City move from “good to great.” The panel heartily concurs that downtown is indeed a magical place, but that achieving greatness will only occur if the twin experiences of arrival and departure—whether by auto, bicycle, bus, trolley, or on foot—are of the highest quality.



## Appendix D: Parking Plan Questionnaire Results

Written by:



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### Introduction

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This report was prepared by Kimley-Horn and Associates based on a questionnaire administered by the City of Fort Collins in the fall of 2011. The survey was distributed throughout the community and covered a wide variety of topics, including:

- ❖ Downtown use characteristics
- ❖ Vehicular parking characteristics
- ❖ Vehicular parking perceptions
- ❖ Vehicular parking improvements
- ❖ Bicycle parking characteristics
- ❖ Bicycle parking perceptions
- ❖ Bicycle parking improvements

The purpose of the survey was to build off a similar questionnaire conducted as part of the *Downtown Strategic Plan* (DSP) in 2004 and poll the Fort Collins community about the impacts, benefits, and remaining needs related to parking improvements.

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### Survey Description

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The survey was conducted over a one and a half month period in August and September 2011. The survey was completed by both business owners and other members of the community resulting in a varied cross-section of the community. The results of the survey are presented on the following pages and provide summary responses of the questions, as well as “drill-down” analysis that identify trends in answers and particular opinions.

The results of the survey will be used in concert with parking field data, stakeholder outreach, and results of the *Parking Plan* Expert Advisory Panel to develop recommendations for improving and strengthening the City of Fort Collins vehicular and bicycle parking network.

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### Document Interpretation

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Each page in this document contains the following information:

- ❖ Survey question
- ❖ Graph illustrating the response
- ❖ Table indicating the number and percentage of respondents

- ❖ An in-depth look at the responses called “Predominant Questionnaire Results”, which may include a further assessment into particular respondent preferences or a categorization of results

The questionnaire was set up where a respondent could answer from a business owner perspective or a customer/visitor perspective. This document also identifies who the survey respondents were for particular questions, including:

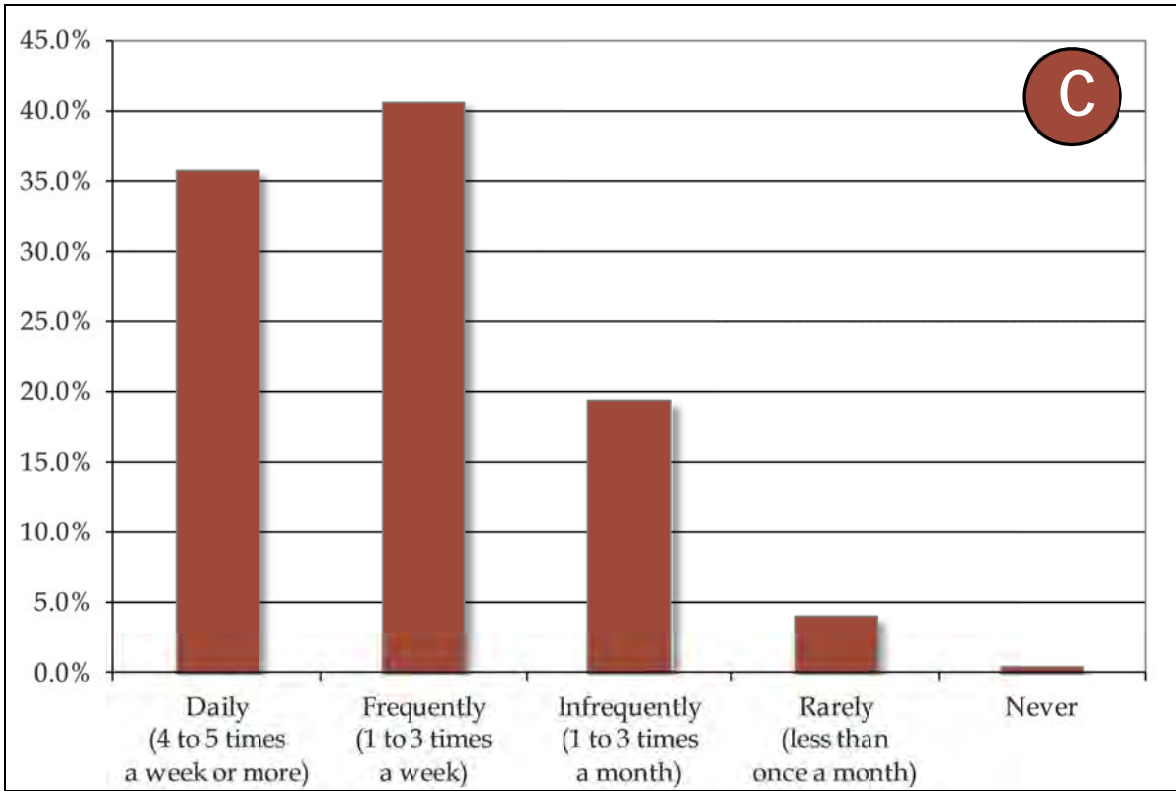


*Business owner response*



*Customer/visitor- response*

**HOW OFTEN DO YOU VISIT DOWNTOWN?**



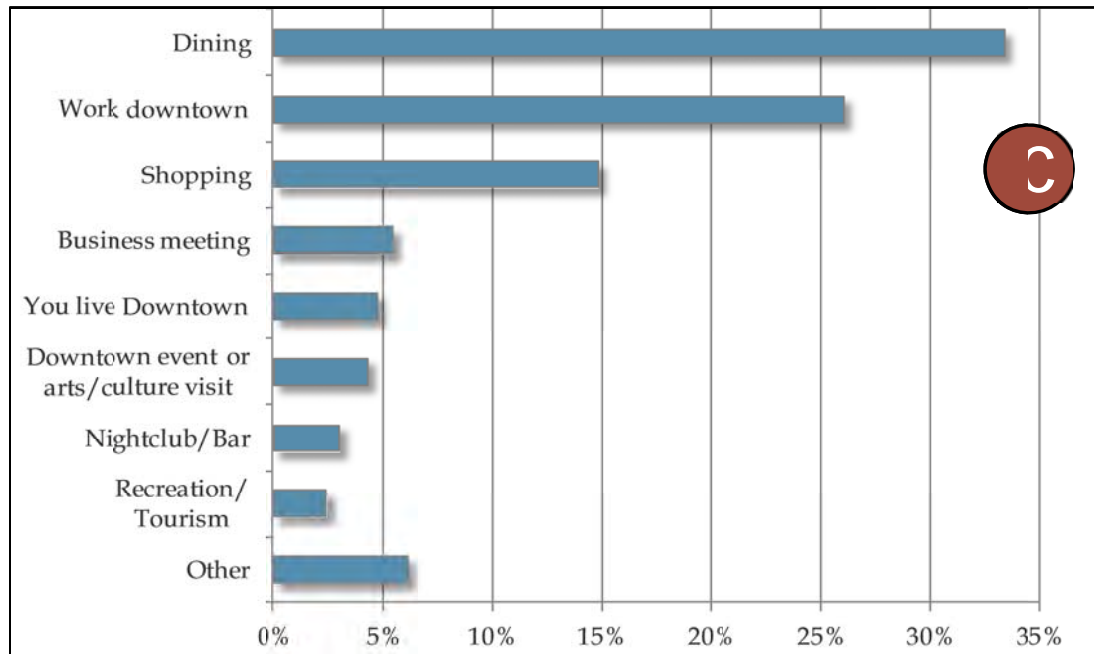
	853	
	Responses	% of Total
<b>Daily (4 to 5 times per week)</b>	308	36.1%
<b>Frequently (1 to 3 times a week)</b>	343	40.2%
<b>Infrequently (1 to 3 times a month)</b>	164	19.2%
<b>Rarely (less than once a month)</b>	35	4.1%
<b>Never</b>	3	0.4%

**PREDOMINANT QUESTIONNAIRE RESULTS**

More than 75% of survey respondents indicated they came to Downtown Fort Collins multiple times per week. Of this 75%, nearly the entire respondent set (greater than 95%) indicated that they had driven and parked a motor vehicle within the study area. The overwhelming impression of parking convenience among these users was that parking was “less convenient than other areas, but not bad for a downtown” (51% of respondents). The overwhelming majority of these frequent visitors were opposed to paid parking (63% of respondents). Of this group, the following proposed parking improvements were most suggested:

- Make more off-street parking available
- No improvements are needed
- Provide vehicle alternatives (transit, biking, walking)
- Increasing turnover of on-street parking
- Less enforcement

### WHAT IS THE MOST FREQUENT REASON YOU GO DOWNTOWN?

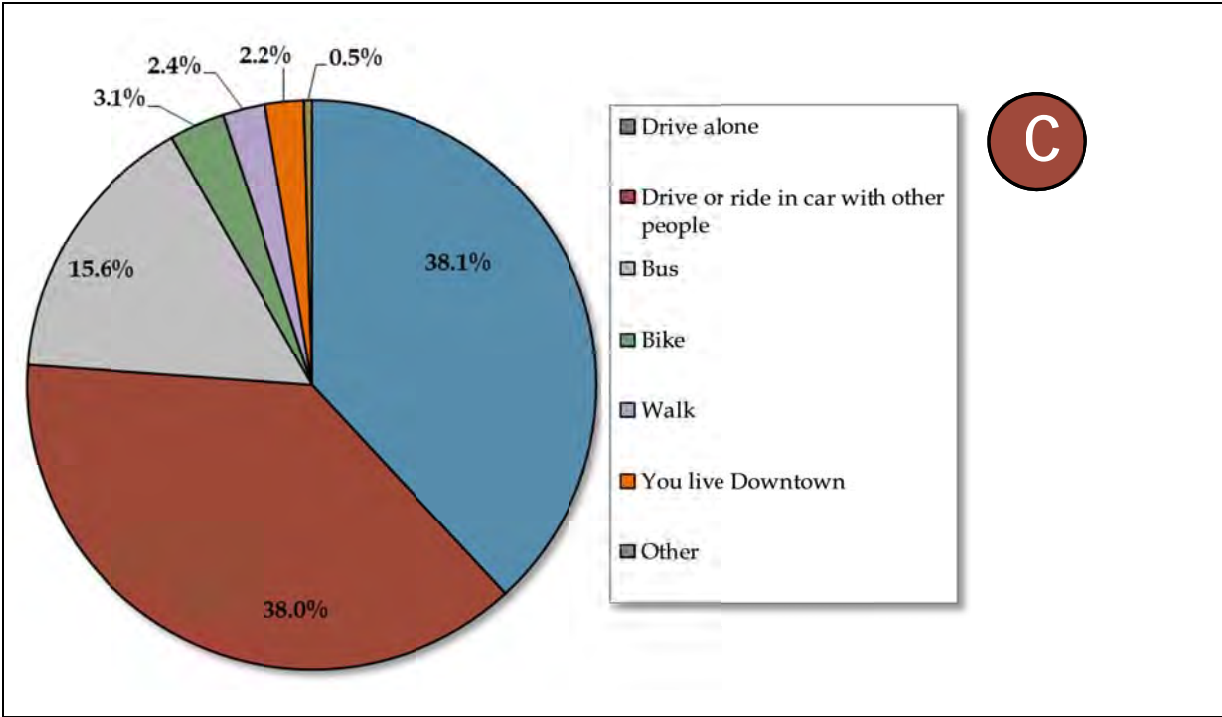


	818	
	Responses	% of Total
<b>Shopping</b>	129	14.8%
<b>Dining</b>	290	33.3%
<b>Nightclub/bar</b>	26	3.0%
<b>Work downtown</b>	226	25.9%
<b>Business meeting</b>	47	5.4%
<b>Downtown event or arts/culture visit</b>	37	4.2%
<b>Recreation or tourism</b>	22	2.5%
<b>Live downtown</b>	41	4.7%
<b>Other</b>	53	6.1%

### PREDOMINANT QUESTIONNAIRE RESULTS

There are two distinct respondent groups: Downtown workforce (31.3% - includes those coming for a business meeting) and visitors for shopping, dining, nightlife, and entertainment (55.3%). The workforce respondents indicated that they typically park "On the street" (64.4%) first or in a "Public parking garage or lot" (41.5%) second. Their length of stay was overwhelmingly longer than 4 hours (59%), with only 20% staying less than two hours. Their perception of parking is that it is "Less convenient than other areas, but not bad for a downtown" (45%). Visitors to downtown (2.5%, indicated by the "Recreation/Tourism" category) typically parked "On the street" (84%) first or in a "Public parking garage or lot" (56%) second. Their length of stay was typically 1-2 hours (56%), with only 2% staying longer than four hours. Their perception of parking is that it is "Less convenient than other areas, but not bad for a downtown" (50%).

**HOW DO YOU TYPICALLY GET DOWNTOWN?**



	Number of Respondents	
	Responses	% of Total
<i>Drive alone</i>	328	38.0%
<i>Drive or ride in the car with other people</i>	329	38.1%
<i>Bus</i>	4	0.5%
<i>Bike</i>	135	15.6%
<i>Walk</i>	27	3.1%
<i>Live Downtown</i>	19	2.2%
<i>Other</i>	21	2.4%

**PREDOMINANT QUESTIONNAIRE RESULTS**

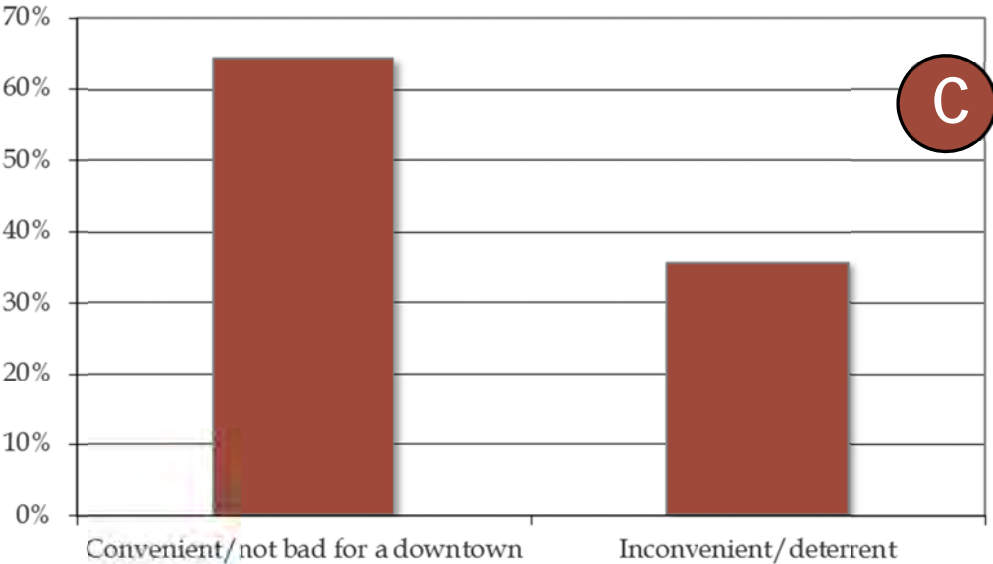
A majority of the respondents to the survey indicated that they utilized motor vehicles as the primary method for accessing downtown Fort Collins (76.1%). The second most prevalent mode of travel was by bicycle (15.6%). The remaining modes, which include transit, walking, living downtown, and various others accounted for the remaining 8.2%.

In comparison to two other surveys - North Front Range MPO (NFRMPO) Household Survey and the American Community Survey (ACS), the percentage of bicycling and carpooling is higher in the questionnaire. This may be an indication of the extensive Downtown bicycle network and the wider variety of types of trips people make into the Downtown.

Mode	NFRMPO (Household Survey 2010)	Fort Collins (3 Year ACS 2008- 2010)	Parking Questionnaire
Drove Alone	60.5%	72.7%	38.0%
Carpooled	19.9%	8.9%	38.1%
Bus	1.2%	1.2%	0.5%
Bike	6.7%	8.2%	15.6%
Walked	9.7%	3.1%	3.1%



**HOW CONVENIENT IS PARKING IN DOWNTOWN FORT COLLINS?**



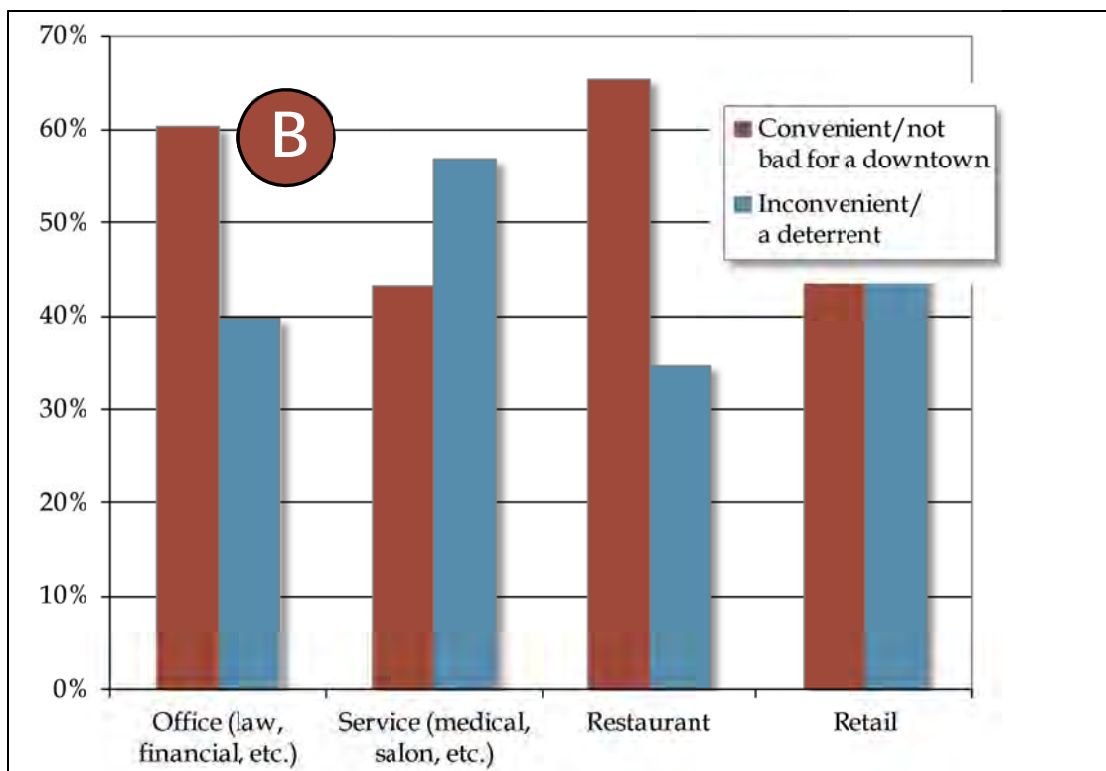
	807	
	Responses	% of Total
<i>Convenient and easy to find</i>	118	14.6%
<i>Less convenient than other areas, but not bad for a downtown</i>	401	49.7%
<i>Inconvenient and difficult to find</i>	157	19.5%
<i>A deterrent to coming downtown</i>	131	16.2%

**PREDOMINANT QUESTIONNAIRE RESULTS**

There are two distinct respondent groups: people who feel that parking is adequate or convenient (64.3%) and people who feel parking is inconvenient or a deterrent (35.7%). The first group (Convenient/Not Bad) visited downtown “Frequently” (45%). The primary reason for this groups visit to Downtown was typically dining (39%). This group typically parked “On the street” (76%), and stayed 1-2 hours (47%). This groups preferred parking improvements were: more available off-street parking, alternative modes, and no improvements.

The second group (Inconvenient/Deterrent) visited downtown at varied levels: “Daily” (34%), “Frequently” (36%), or “Infrequently” (22%). The primary reason for this groups visit to downtown was either work (33%) or dining (33%). This group typically parked “On the street” (78%), and stayed 1-2 hours (36%). This groups preferred parking improvements were: more available off-street parking, less parking enforcement, and increased parking turnover. The general conclusion is that the perception of parking is a personal preference and not really influenced by user type or use characteristics.

### HOW CONVENIENT IS PARKING IN DOWNTOWN FORT COLLINS?



<i>Number of Respondents</i>		187	
	<i>Responses</i>	<i>% of Total</i>	
<i>Convenient and easy to find</i>	21	11.2%	
<i>Less convenient than other areas, but not bad for a downtown</i>	83	44.4%	
<i>Inconvenient and difficult to find</i>	44	23.5%	
<i>A deterrent to coming downtown</i>	39	20.9%	

### PREDOMINANT QUESTIONNAIRE RESULTS

There are four respondent types to this survey: Office, Service, Restaurant, and Retail. Their specific survey results indicate the following:

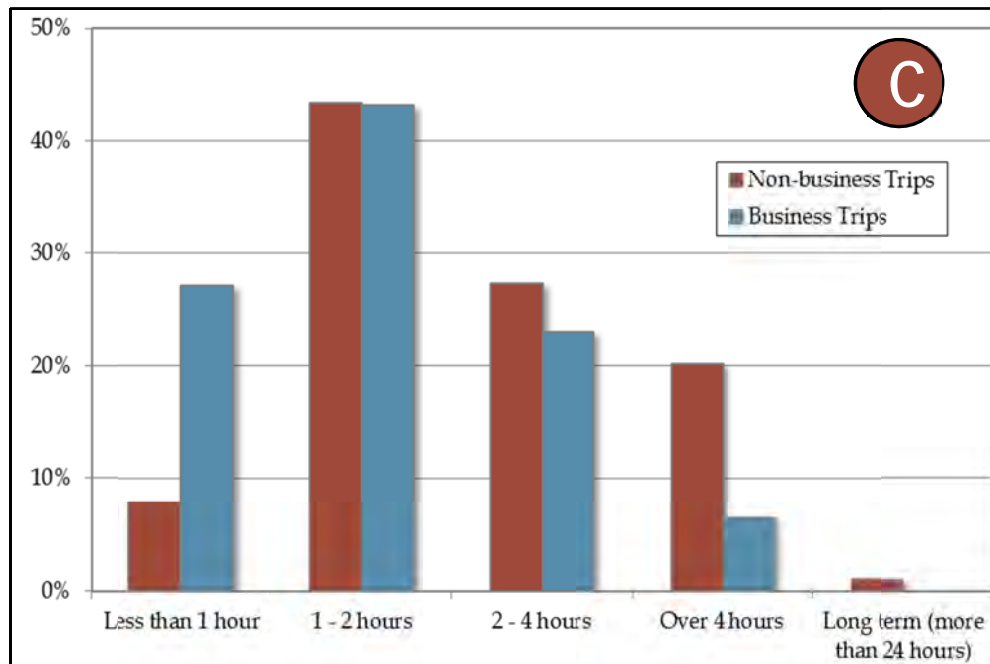
**Office** - generally felt that parking was convenient and not a deterrent (60%). This majority had customers parking "On the street" (66%) and staying 1-2 hours (46%), and employees parking in "Private off-street lots" (47%) as the first choice.

**Service** - generally felt that parking was inconvenient and a deterrent (57%). This majority had customers parking "On the street" (79%) and staying 1-2 hours (32%), and employees parking "On the street" (85%) as the first and second choice.

**Restaurant** - generally felt that parking was convenient and not a deterrent (65%). This majority had customers parking "On the street" (94%) and staying 1-2 hours (56%), and employees parking in "On the street" (82%) as the first choice.

**Retail** - this respondent type had mixed results, with 51% feeling parking is adequate and 49% feeling that parking is inconvenient or a deterrent. The group that felt parking was adequate had customers parking "On the street" (90%) and staying 1-2 hours (50%), and employees parking in "Private off-street lots" (40%) as the first choice. The group that felt parking was inadequate had customers parking "On the street" (95%) and staying 2-4 hours (42%), and employees parking in "Private off-street lots" (53%) as the first choice.

### HOW LONG DO YOU TYPICALLY NEED TO PARK?



<i>Number of Respondents</i>	806	
	<b>Responses</b>	<b>% of Total</b>
<i>Less than 1 hour</i>	64	7.9%
<i>1-2 hours</i>	350	43.4%
<i>2-4 hours</i>	221	27.4%
<i>Over 4 hours</i>	163	20.2%
<i>Long term (more than 24 hours)</i>	8	1.0%

### PREDOMINANT QUESTIONNAIRE RESULTS

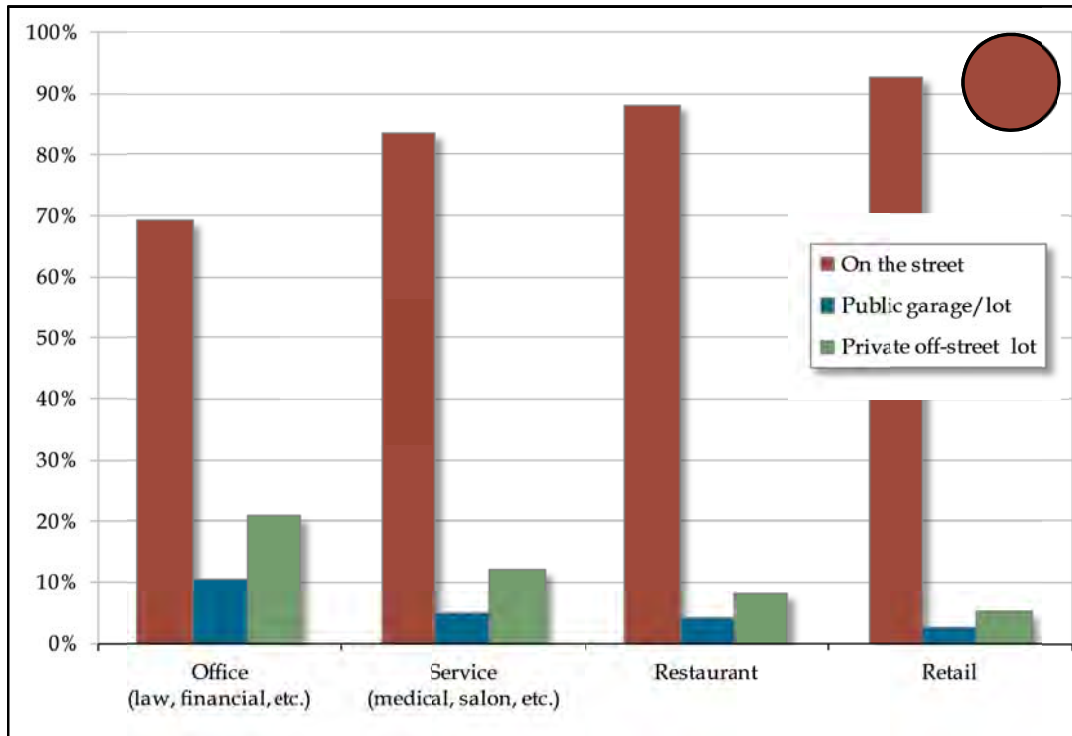
The results of the survey have been divided into Business and Non-Business uses. Business uses include respondents who indicated their primary trip downtown is for work. Non-Business uses include respondents who indicated that their primary trip downtown is for non-work or residential trips.

- **Business Trips** - for business trips, those respondents who stayed less than two hours generally felt parking was convenient or adequate (70%) and typically parked "On the street" (84%).
- Those whose parking durations were longer than two hours felt parking was convenient or adequate (55%) and typically parked "On the street" (56%).
- **Non-Business Trips** - for non-business trips, those respondents who stayed less than two hours generally felt parking was convenient or adequate (67%) and typically parked "On the street" (84%).

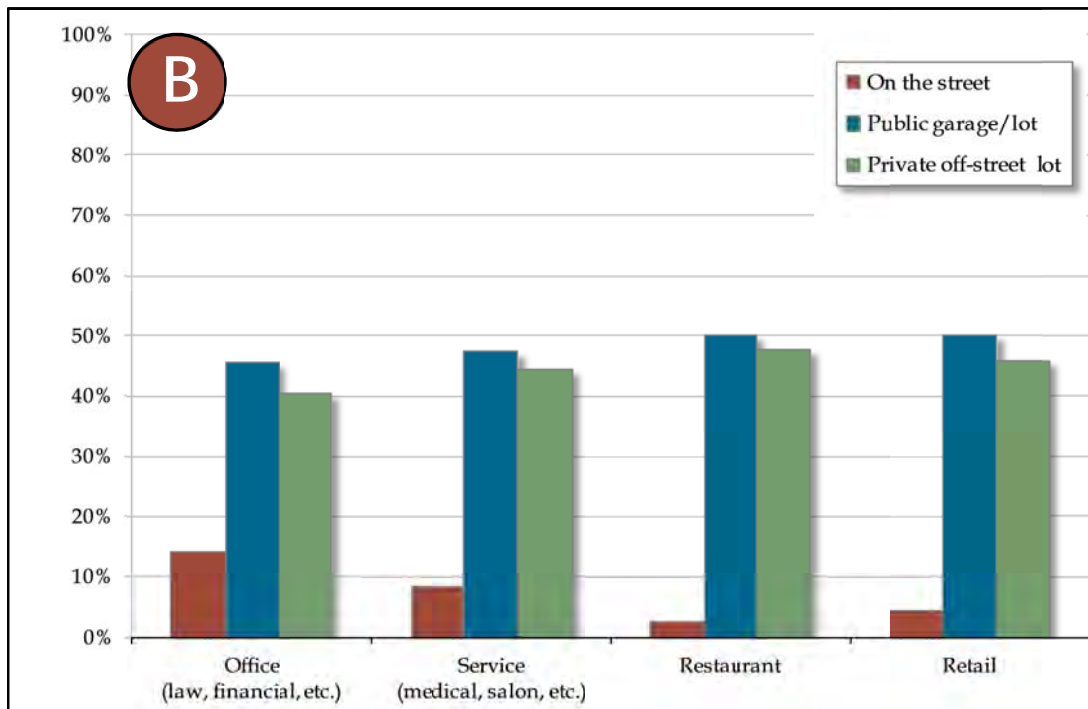
Those whose parking durations were longer than two hours felt parking was convenient or adequate (65%) and typically parked "On the street" (81%).

## WHERE DO YOUR CUSTOMERS TYPICALLY PARK?

### First Choice



### Second Choice



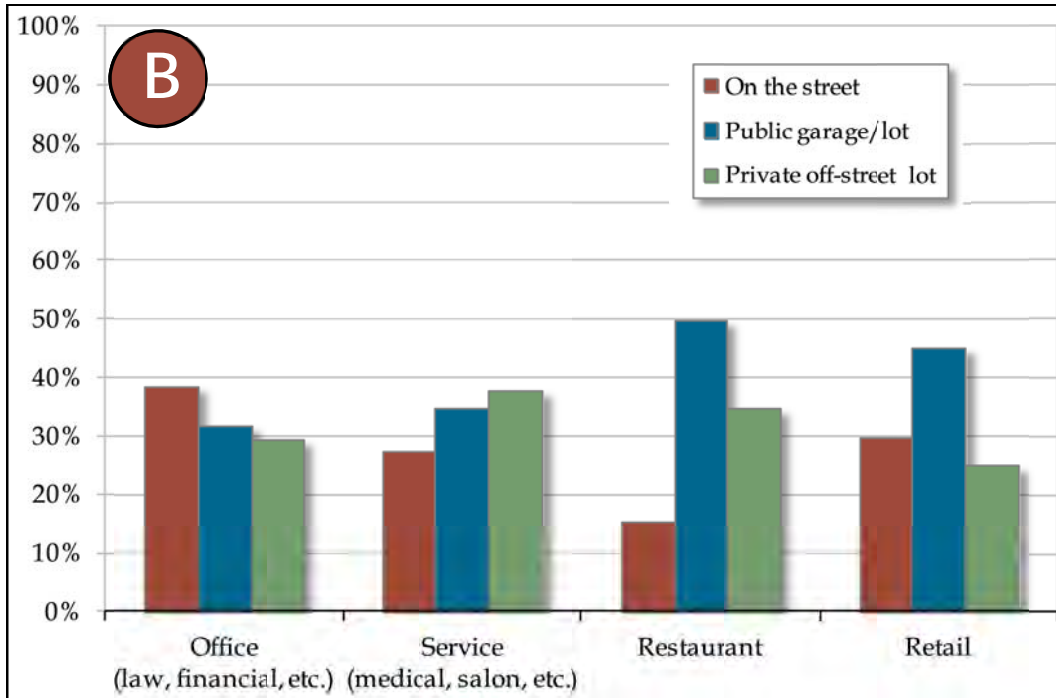
<b>Number of Respondents</b>	186			
	<b>Responses</b>	<b>On the Street</b>	<b>Public Garage/Lot</b>	<b>Private off-street lot</b>
<b>Most Often</b>	185	78.4% (145)	6.5% (12)	15.1% (28)
<b>Next Most Often</b>	161	16.8% (27)	60.9% (98)	22.4% (36)
<b>Least Often</b>	157	2.5% (4)	33.8% (53)	63.7 (100)

**PREDOMINANT QUESTIONNAIRE RESULTS**

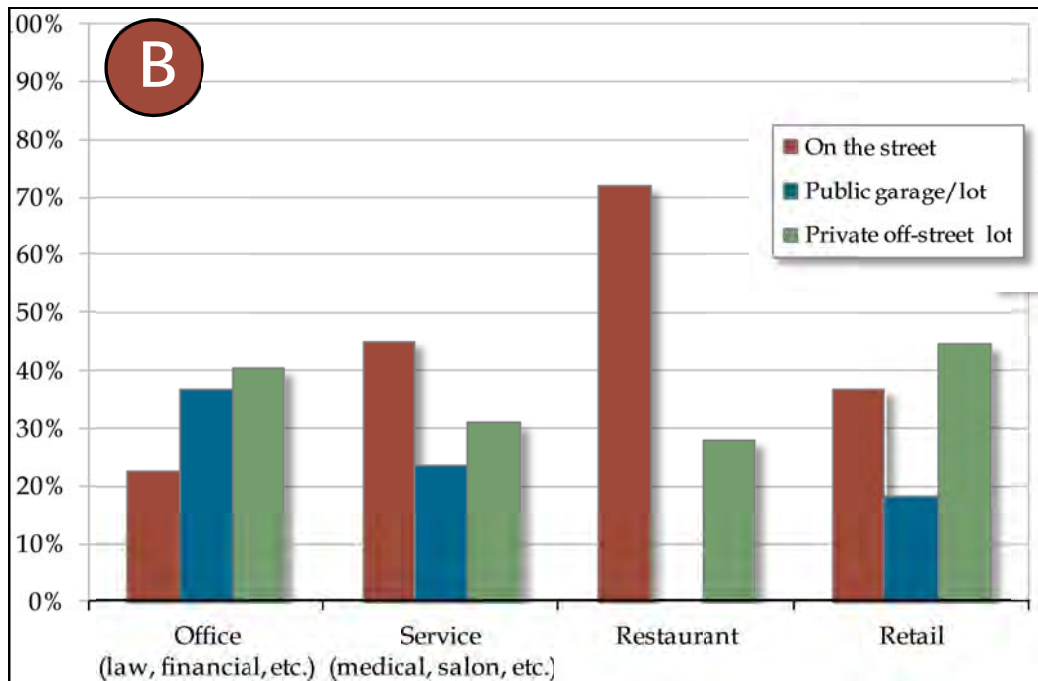
On-street parking is predominantly the preferred location for all responding business. However, if pressed to make a second choice because of lack of on-street parking, the preferred location would be the public off-street garage or surface lot for all users (61%), although private off-street facilities are not far behind (34%).

## WHERE DO YOUR EMPLOYEES TYPICALLY PARK?

### First Choice



### Second Choice



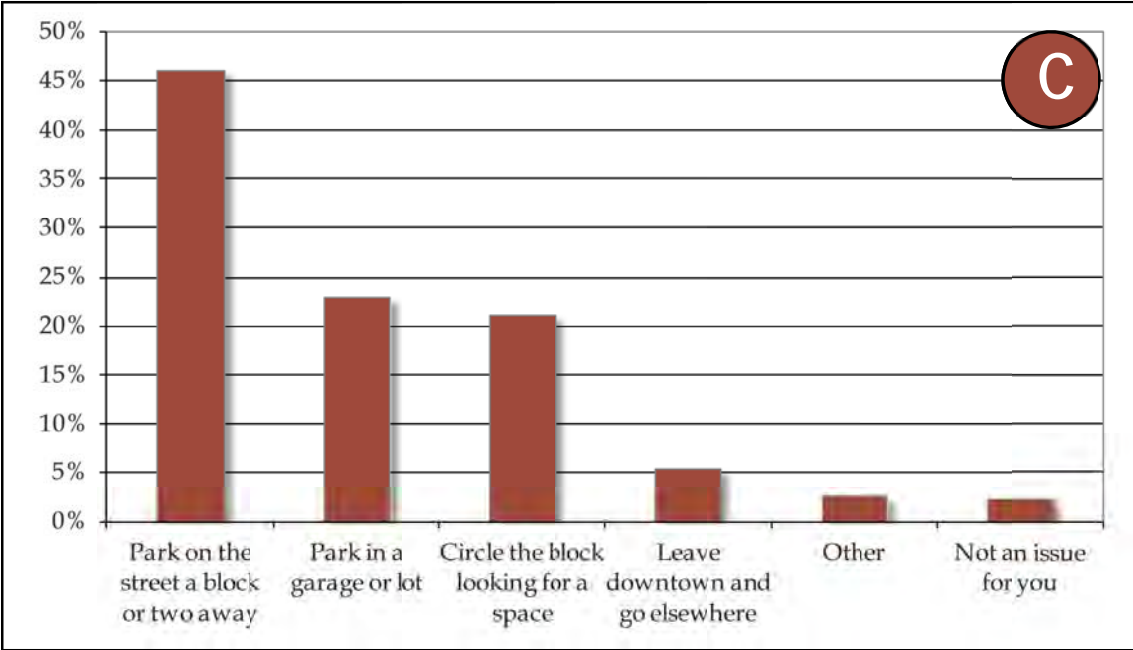
<i>Number of Respondents</i>	184			
	<b>Responses</b>	<b>On the Street</b>	<b>Public Garage/Lot</b>	<b>Private off-street lot</b>
<i>Most Often</i>	182	39.0% (71)	22.5% (41)	38.5% (70)
<i>Next Most Often</i>	151	37.7% (57)	37.1% (56)	25.2% (38)
<i>Least Often</i>	145	21.4% (31)	41.4% (60)	37.2% (54)

**PREDOMINANT QUESTIONNAIRE RESULTS**

Unlike the customer responses on the previous page (which were nearly identical for all four business groups), the results of this question vary significantly. For office uses, the primary choice for employees is off-street parking (probably because of the availability of parking at the business). For service businesses, the primary choice is on-street, but off-street does not trail by much (which is a function of the varied setting and provision of parking with these uses). For restaurant uses, on-street parking is virtually the only choice for many of the businesses. Retail is much like service sector businesses in that the preference varies, most likely with the variance of business location.



**IF PARKING IS NOT AVAILABLE NEAR YOUR DESTINATION, WHAT WOULD YOU BE MOST LIKELY TO DO?**



Number of Respondents		804	
	Responses		% Total
<i>Circle the block looking for a space</i>	174		21.1%
<i>Park on the street a block or two away and walk to your destination</i>	379		45.9%
<i>Park in a garage or lot</i>	189		22.9%
<i>Leave downtown and go elsewhere</i>	44		5.3%
<i>You typically do not park near your destination so this isn't an issue for you</i>	18		2.2%
<i>Other</i>	21		2.5%

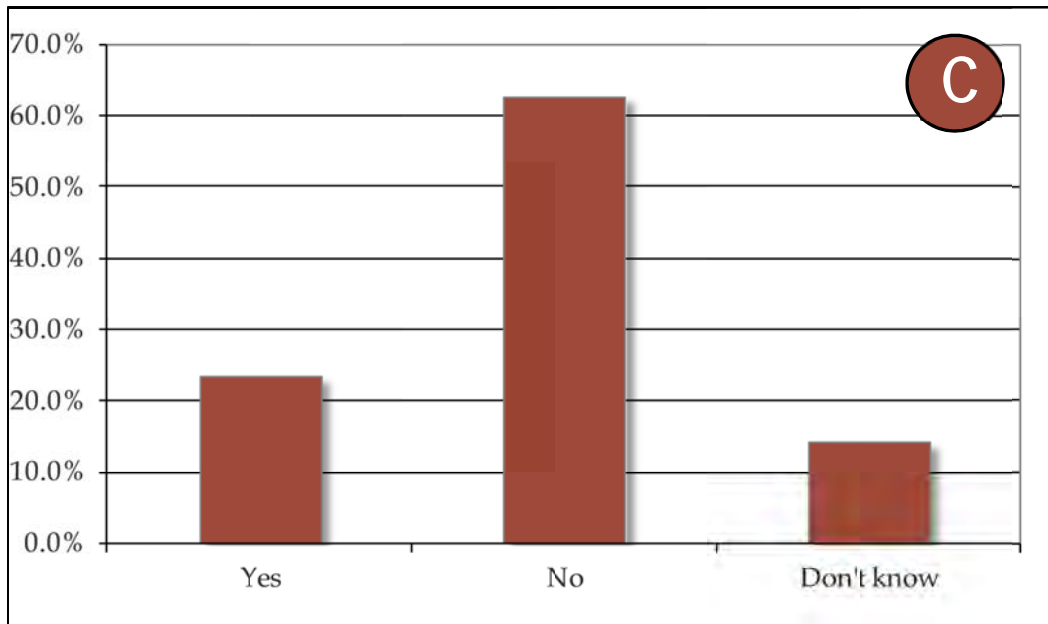
**PREDOMINANT QUESTIONNAIRE RESULTS**

The majority of respondents indicated that they would simply move to another block or adjacent on-street parking area to find available parking (46%). Beyond this majority, the second primary focus would be to either look for off-street parking adjacent to the area (23%) or circle the block looking for parking within proximity of the area (21%). Nearly 70% of respondents park on the street.

Business respondents indicated that they would most likely to look for parking on adjacent streets or blocks (51%) first, and then circle block looking for spaces (24%), and then look for off-street parking (19%).

Non-business respondents indicated that they would most likely to look for parking on adjacent streets or blocks (44%) first, and then look for off-street parking (26%), and then circle block looking for spaces (21%).

**WOULD YOU BE WILLING TO PAY A SMALL AMOUNT FOR THE CONVENIENCE OF HAVING A PARKING SPACE CLOSE TO YOUR DESTINATION?**



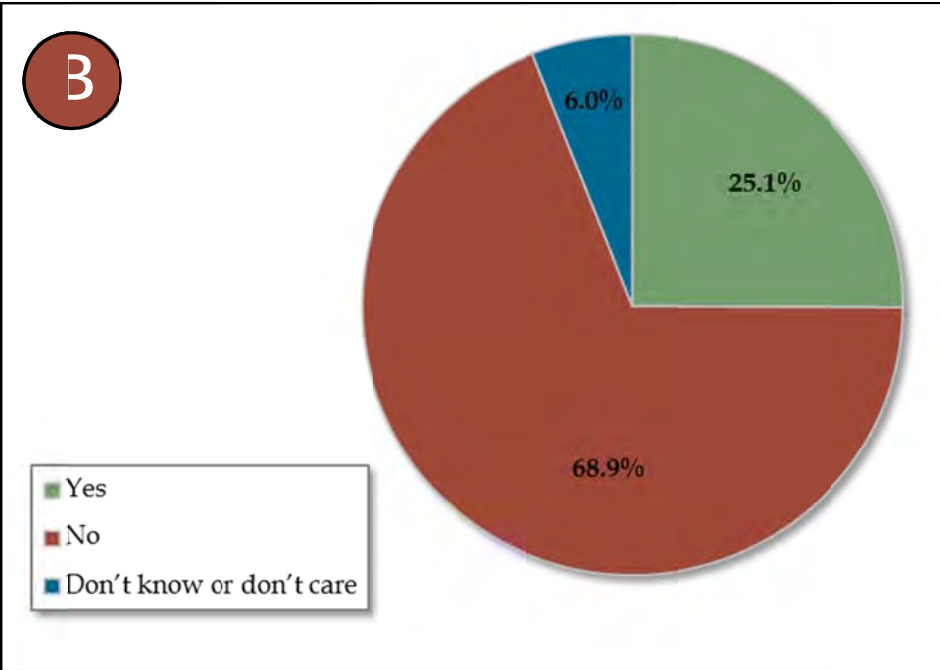
<b>Number of Respondents</b>	799	
	<b>Responses</b>	<b>% Total</b>
<b>Yes</b>	186	23.3%
<b>No</b>	500	62.6%
<b>Don't know</b>	113	14.1%

**PREDOMINANT QUESTIONNAIRE RESULTS**

The majority of respondents stated that they would not be willing to pay for parking (63%). Of this majority that stated that they were not willing to pay for parking, the following characteristics existed:

- The majority said parking was convenient for a downtown setting (50%)
- The primary improvements wanted were additional off-street parking, modal alternatives, and no improvements
- For those respondents who indicated that they would pay for parking, the following characteristics existed:
  - The majority said parking was convenient for a downtown setting (49%)
  - The primary improvements wanted were increasing turnover of parking, additional off-street parking, and modal alternatives

**DO YOU THINK THE CITY SHOULD PROVIDE PARKING ENFORCEMENT ON SATURDAYS TO HELP CREATE PARKING TURNOVER?**



<i>Number of Respondents</i>	183	
	<b>Responses</b>	<b>% of Total</b>
<i>Yes</i>	46	25.1%
<i>No</i>	126	68.9%
<i>Don't know or don't care</i>	11	6.0%

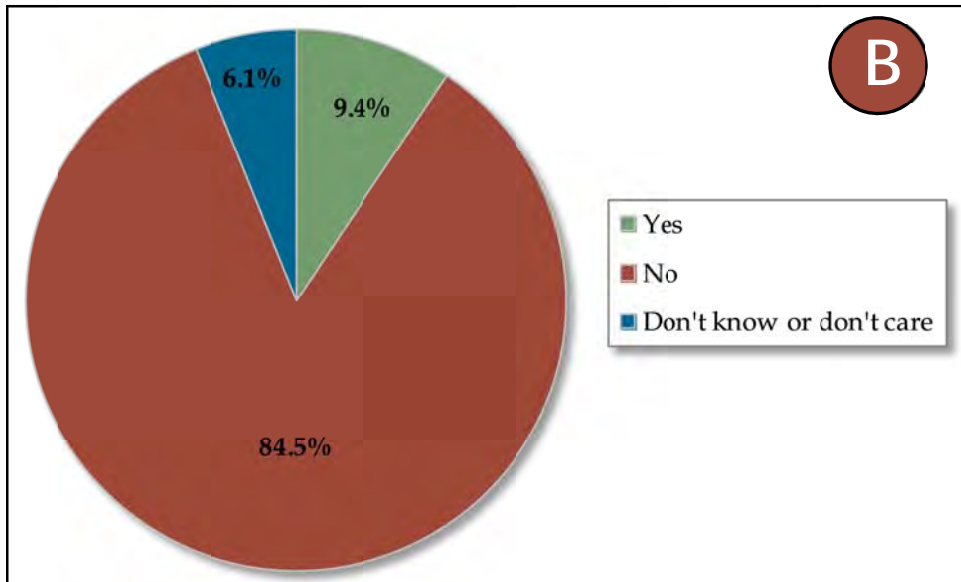
**PREDOMINANT QUESTIONNAIRE RESULTS**

Of the respondents that do not want enforcement on Saturdays, the majority are office and service businesses (66%), with the majority of their customers and employees parking primarily on the street (82% for customers and 43% for employees).

Of the respondents that want enforcement on Saturdays, the majority are restaurant and retail businesses (58%), with the majority of their customers parking on the street (76%).

The majority of the total respondents indicated they would prefer that more off-street parking be made available.

**DO YOU THINK THE CITY SHOULD PROVIDE PARKING ENFORCEMENT AFTER 5 P.M.?**



<i>Number of Respondents</i>	181	
	<b>Responses</b>	<b>% of Total</b>
<i>Yes</i>	17	9.4%
<i>No</i>	153	84.5%
<i>Don't know or don't care</i>	11	6.1%

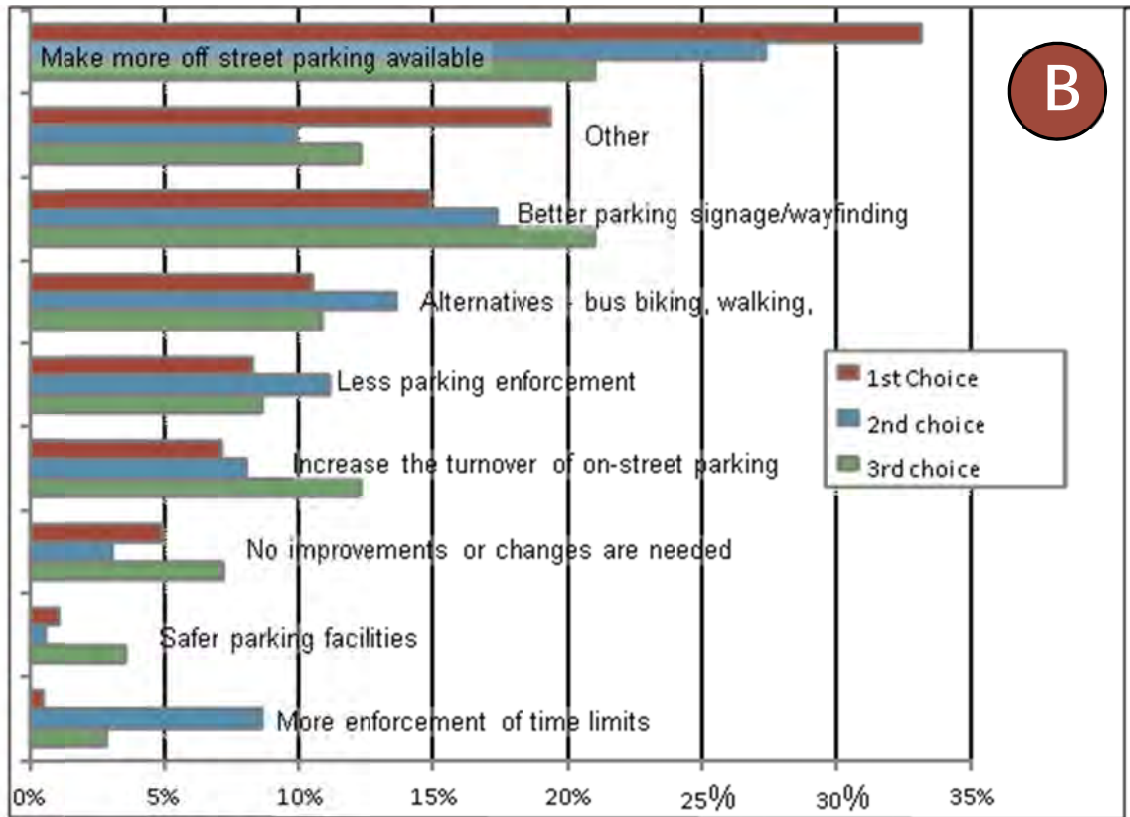
**PREDOMINANT QUESTIONNAIRE RESULTS**

The majority of the respondents indicated that they would not prefer to extend enforcement after 5 pm. Of those 85% of the respondents, 63% were office and service businesses, and 38% were restaurant and retail. Most of the customers for these respondents parked most often on the street (80%).

Of those respondents that said they would prefer enforcement after 5 pm, 57% are office and service businesses, and 43% are restaurant and retail. Most of the customers for this group parked most often in garages or lots (88%).

The majority of total respondents wanted to make more off-street parking available.

**PLEASE CHOOSE THREE PARKING IMPROVEMENTS OR CHANGES THAT ARE MOST IMPORTANT TO YOU.**



<i>Number of Respondents</i>	182		
	1st Choice	2nd Choice	3rd Choice
	% of Total	% of Total	% of Total
<i>More off-street parking</i>	33%	27%	21%
<i>Other</i>	19%	10%	12%
<i>Better parking signage</i>	15%	17%	21%
<i>Multimodal alternatives</i>	10%	14%	11%
<i>Less parking enforcement</i>	8%	11%	9%
<i>Increase turnover</i>	7%	8%	12%
<i>No improvements needed</i>	5%	3%	7%
<i>Safer parking facilities</i>	1%	1%	4%
<i>More enforcement</i>	1%	9%	3%

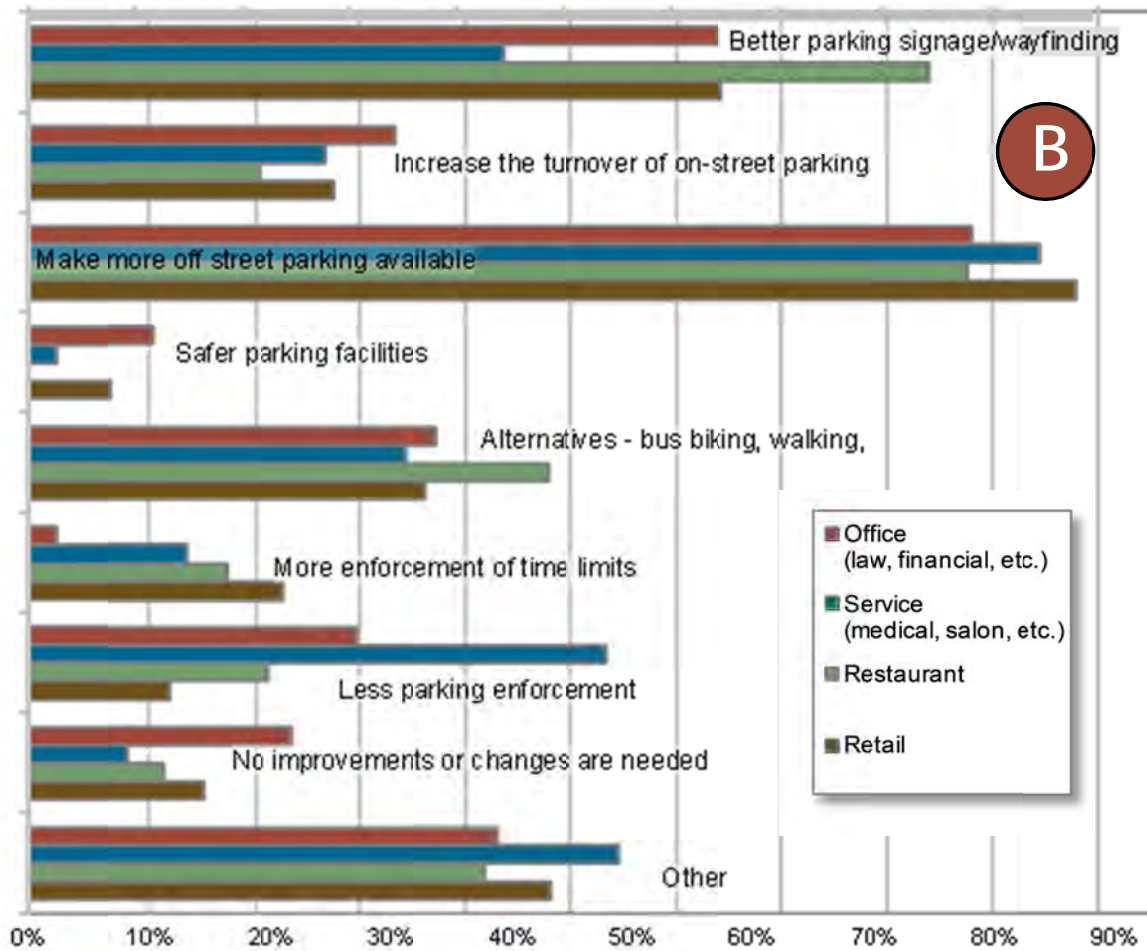
**PREDOMINANT QUESTIONNAIRE RESULTS**

As indicated by the chart, provision of more off-street parking was the preferred option by most business owners.

Of the 182 respondents, 85% indicated that most of their customers park on the street. Most respondents preferred using existing parking more efficiently as a parking strategy, along with enforcement of the 2-hour limits and pay parking on-street with lower garage and lot prices. Most of the "other" responses were actually repeats or slight variations of the listed improvements.

Most

WHAT PARKING IMPROVEMENTS OR CHANGES ARE MOST IMPORTANT TO YOU?



<i>Number of Respondents</i>	182			
	Office	Service	Restaurant	Retail
<i>Better parking signage</i>	57%	39%	75%	57%
<i>Increased turnover</i>	30%	25%	19%	25%
<i>More off-street parking</i>	78%	84%	78%	87%
<i>Safer parking facilities</i>	10%	2%	0%	7%
<i>Alternatives such as transit</i>	34%	31%	43%	33%
<i>More time limit enforcement</i>	2%	13%	16%	21%
<i>Less parking enforcement</i>	27%	48%	20%	12%
<i>No improvements</i>	22%	8%	11%	15%
<i>Other</i>	39%	49%	38%	43%

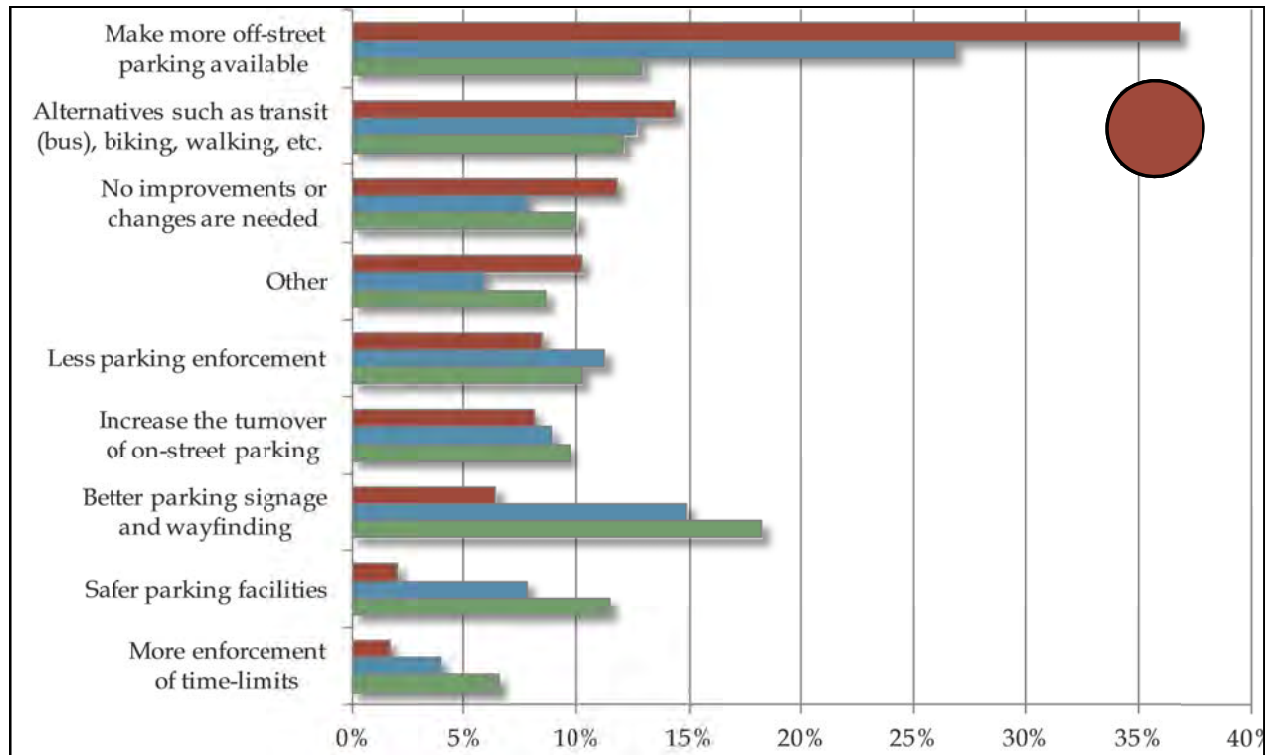
**PREDOMINANT QUESTIONNAIRE RESULTS**

This question was included to show how owners of different business types responded to the same options as in the previous question. As indicated by the chart, provision of more off-street parking was the preferred option by most business owners, regardless of the type of business. As a second choice, all of the respondents indicated that better parking signage was important, regardless of business type. The responses vary by business type for the third choice. The following are the third choice preferences by business type:

- Office - increase turnover of on-street parking
- Service - Less parking enforcement
- Restaurant and Retail - multimodal alternatives



**PLEASE CHOOSE THREE PARKING IMPROVEMENTS OR CHANGES THAT ARE MOST IMPORTANT TO YOU.**

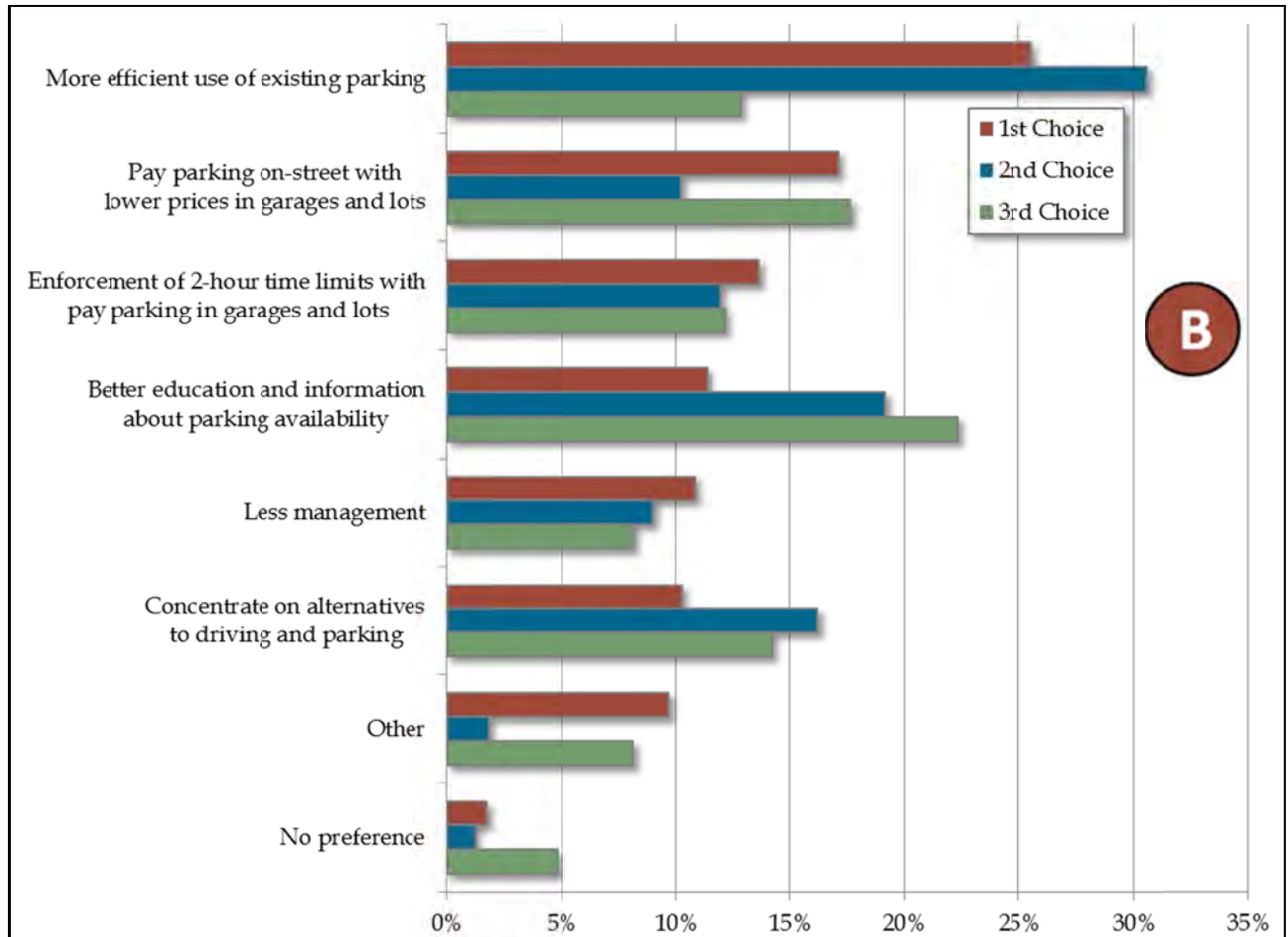


<i><b>Number of Respondents</b></i>	770		
	<b>1st Choice</b>	<b>2nd Choice</b>	<b>3rd Choice</b>
	<b>% of Total</b>	<b>% of Total</b>	<b>% of Total</b>
<i><b>More off-street parking</b></i>	37%	27%	13%
<i><b>Multimodal alternatives</b></i>	14%	13%	12%
<i><b>No improvements needed</b></i>	12%	8%	10%
<i><b>Other</b></i>	10%	6%	9%
<i><b>Less enforcement</b></i>	8%	11%	10%
<i><b>Increase the turnover of on-street parking</b></i>	8%	9%	10%
<i><b>Better signage</b></i>	6%	15%	18%
<i><b>Safer parking facilities</b></i>	2%	8%	11%
<i><b>More time-limit enforcement</b></i>	2%	4%	7%

**PREDOMINANT QUESTIONNAIRE RESULTS**

Of the 770 respondents, most indicated that the most important improvement would be to provide more off-street parking. 70% of the respondents indicated that they currently park on the street and do so because it is close to their destination (47%).

**PLEASE PROVIDE YOUR TOP THREE CHOICES FOR A PARKING MANAGEMENT STRATEGY.**



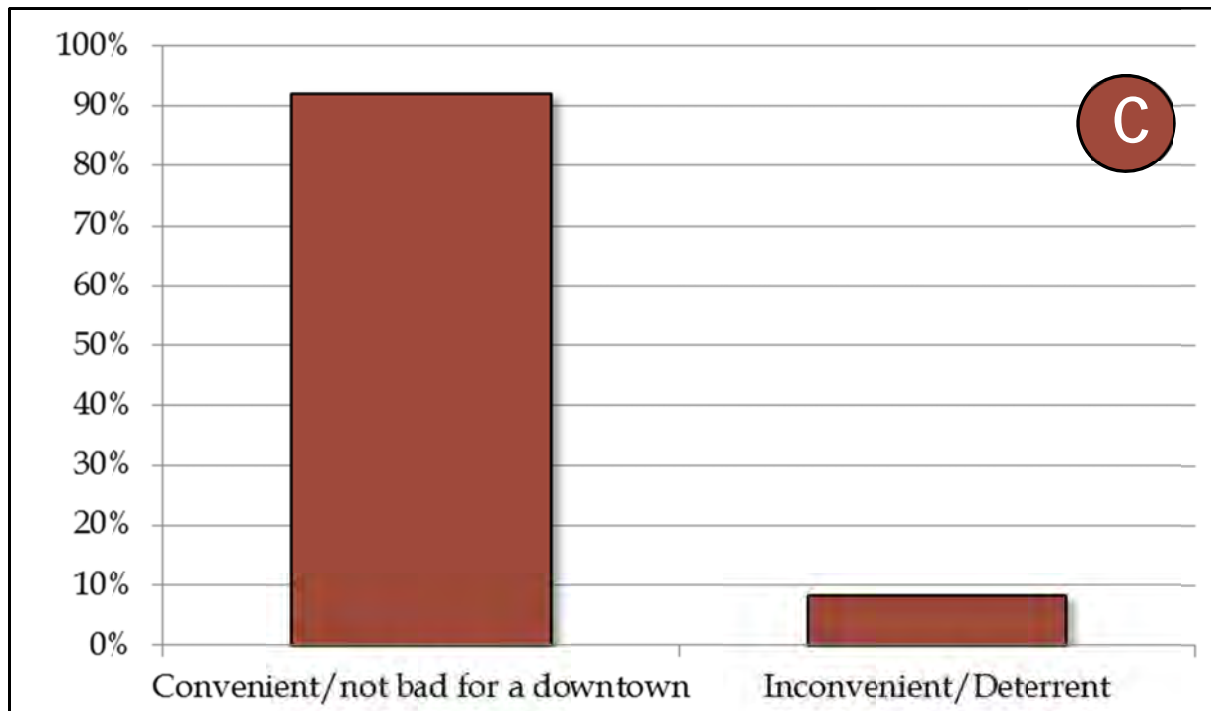
<i>Number of Respondents</i>	291		
	1st Choice	2nd Choice	3rd Choice
	% of Total	% of Total	% of Total
<i>More efficient use of existing parking</i>	26%	31%	13%
<i>Pay parking on-street with lower prices in garages and lots</i>	17%	10%	18%
<i>Enforcement of 2-hour time limits with pay parking in garages and lots</i>	14%	12%	12%
<i>Better information about parking availability</i>	11%	19%	22%
<i>Less management</i>	11%	9%	8%
<i>Concentrate on alternatives</i>	10%	16%	14%
<i>Other</i>	10%	2%	8%
<i>No preference</i>	2%	1%	5%

### PREDOMINANT QUESTIONNAIRE RESULTS

The 1st choice priority, as indicated by the respondents, is More efficient use of existing parking. Of the respondents that chose that as their first choice, the majority (72%) indicated they wanted more off-street parking made available and 43% indicated they wanted better parking signage. Besides the "other" and "no preference" options, "less management" was the least attractive management strategy. The respondents identified the following as their top three priorities:

- First Choice: More efficient use of existing parking - 69% (45 responses);
- Second Choice: Better education - 53% (32 responses)
- Third Choice: Pay parking on-street with lower prices in garages and lots - 45% (26 responses)

**HOW WOULD YOU DESCRIBE BIKE PARKING IN DOWNTOWN FORT COLLINS?**



<i>Number of Respondents</i>		443	
	<i>Responses</i>	<i>% of Total</i>	
<i>Convenient and easy to find</i>	208	45.6%	
<i>Less convenient than other areas but not bad for a Downtown</i>	207	46.3%	
<i>Inconvenient and difficult to find</i>	32	7.2%	
<i>A deterrent to coming Downtown</i>	4	0.9%	

**PREDOMINANT QUESTIONNAIRE RESULTS**

Of those who responded to this question, 92% indicated that bike parking was either convenient or not bad for a Downtown. This group indicated the following as main improvements to the bike parking in Downtown:

- Better bike rack design
- More secure bike parking
- Bike parking closer to businesses

Of the 7% that said bike parking was inconvenient or hard to find, 50% indicated better bike rack design as a top priority for bike parking improvements.

There was a small percentage (0.9%) that indicated bike parking was a deterrent to coming Downtown. Of these respondents the following were listed as priority improvements:

- Better bike rack design
- Weather protection
- Bike parking closer to businesses

**IF BIKE PARKING IMPROVEMENTS ARE NEEDED, WHAT LOCATIONS ARE THE HIGHEST PRIORITY FOR YOU?**

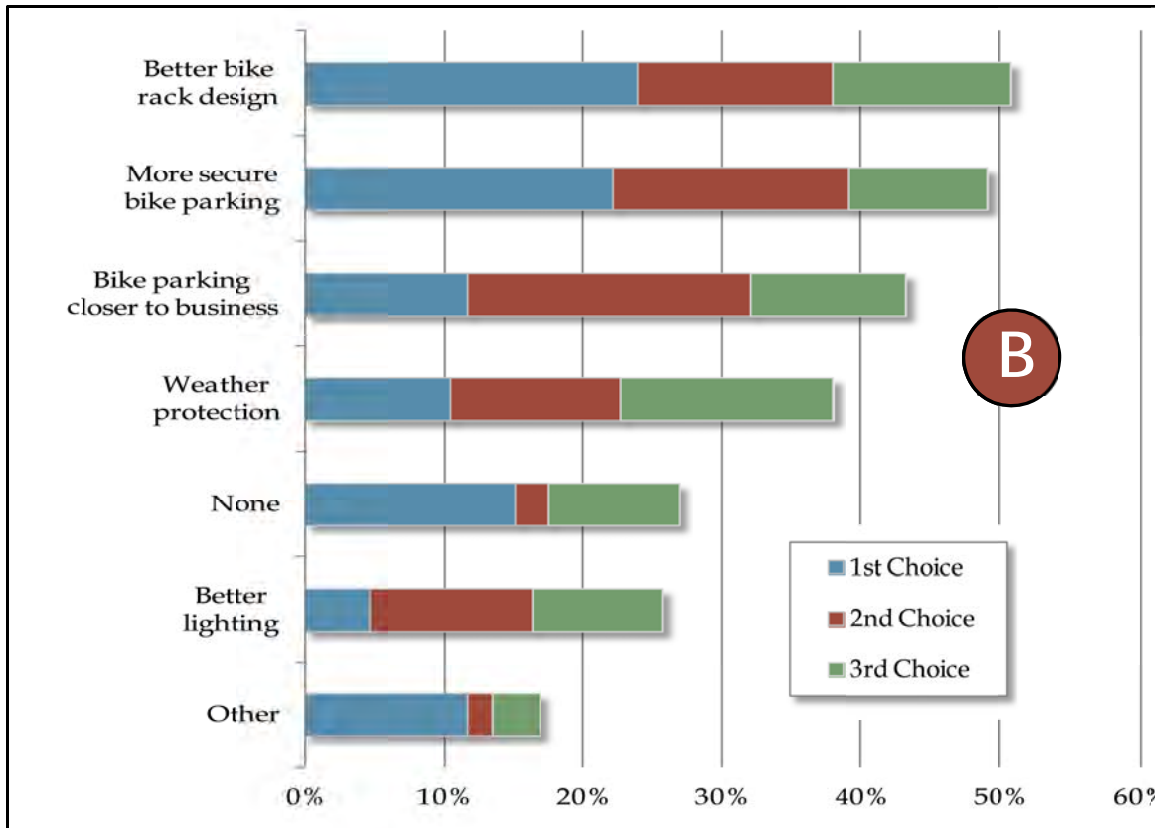
<i>Number of Respondents</i>	291		
	1st Choice	2nd Choice	3rd Choice
	Response Count	Response Count	Response Count
1. <i>College and Mountain (general area)</i>	66	23	8
2. <i>Old Town Square</i>	34	22	14
3. <i>Near Coopersmith's</i>	21	14	8
4. <i>Oak St. Plaza/Collage &amp; Oak</i>	20	25	15
5. <i>Near Trailhead Saloon and Rio Grande</i>	15	8	5
6. <i>College and Laporte (general area)</i>	10	14	5
7. <i>Near Bean Cycle</i>	4	3	1
8. <i>College and Olive (general area)</i>	4	3	8
9. <i>Near the Ace Hardware</i>	4	8	7
10. <i>Near the Cupboard</i>	4	22	3

**PREDOMINANT QUESTIONNAIRE RESULTS**

This analysis was based on respondents that wrote in specific locations. The map to the right illustrates the locations of the 1st Choice priorities where improvements are needed. The general area around College and Mountain was mentioned most frequently.



**PLEASE CHOOSE THREE IMPROVEMENTS OR CHANGES THAT WOULD MAKE YOUR BIKE PARKING EXPERIENCE BETTER**



<i>Number of Respondents</i>	172			Overall Response Percent
	1st Choice	2nd Choice	3rd Choice	
	% of Total	% of Total	% of Total	
<i>Better bike design</i>	24%	14%	13%	51%
<i>More secure bike parking</i>	22%	17%	10%	49%
<i>Bike parking closer to business</i>	12%	20%	11%	43%
<i>Weather protection</i>	11%	12%	15%	38%
<i>None</i>	15%	2%	9%	27%
<i>Better lighting</i>	5%	12%	9%	26%
<i>Other</i>	12%	2%	4%	17%

## PREDOMINANT QUESTIONNAIRE RESULTS

The respondents identified the following as their top three priorities:

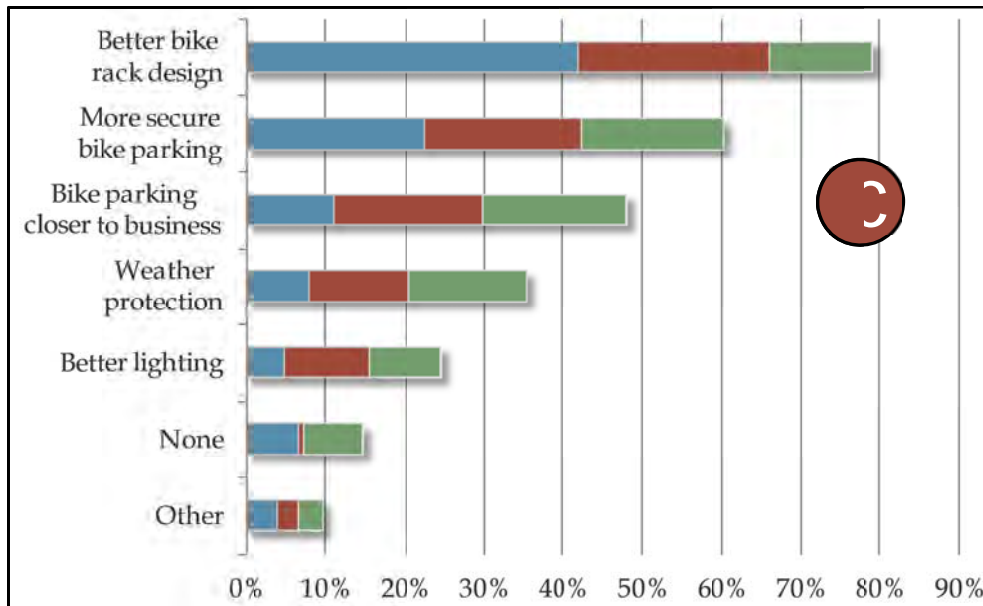
First Choice:

- Better bike rack design 51% (41 responses);
- More secure bike parking - 49% (38 responses)

Second Choice:

- Bike parking closer to businesses - 43% (35 responses)
- Third Choice:
- Weather protection - 38% (26 responses)

**PLEASE CHOOSE THREE IMPROVEMENTS OR CHANGES THAT WOULD MAKE YOUR BIKE PARKING EXPERIENCE BETTER**



<i>Number of Respondents</i>	442			
	<b>1st Choice</b>	<b>2nd Choice</b>	<b>3rd Choice</b>	<b>Overall Response Percent</b>
	<b>% of Total</b>	<b>% of Total</b>	<b>% of Total</b>	
<b><i>Better bike design</i></b>	42%	24%	13%	79%
<b><i>More secure bike parking</i></b>	23%	20%	18%	60%
<b><i>Bike parking closer to business</i></b>	11%	19%	18%	48%
<b><i>Weather protection</i></b>	8%	12%	15%	35%
<b><i>None</i></b>	7%	1%	7%	15%
<b><i>Better lighting</i></b>	5%	11%	9%	25%
<b><i>Other</i></b>	4%	3%	3%	10%

**PREDOMINANT QUESTIONNAIRE RESULTS**

The respondents identified the following as their top three priorities:

First Choice:

- Better bike rack design 79% (186 responses);

Second Choice:

- More secure bike parking - 60% (87 responses)

Third Choice:

- Bike parking closer to businesses - 48% (80 responses)



**WRITTEN QUESTIONNAIRE RESPONSES (UNEDITED)**

- "Turn-over" to benefit businesses doesn't work. The effect is that legitimate parking is limited to 2 hours in one block, then the parkers have to move to another block for 2 hours, then to a 3rd block for 2 hours, before returning to the first block for 2 hours because of the 4 hour rule, to make an 8 hour day. It's too easy to be penalized, and in the meanwhile, there are frequently several empty parking places in the original block mid-day, because of the 4 hour rule again. Pretty ridiculous penalties for those whose businesses, employees, and clients are downtown.
- 1. As a Northern resident, if there was free parking in the court house garage, I would park there. I have a handicapped plate, as do most of my fellow residents, but all of us are mobile, either walking or riding motorized carts, and, although it is nice to park right next to the Northern, it also gobbles up prime parking space that might be better used. The exercise would do me good, I think that it would also be of benefit to others, and, I think that it would free up 5 to 10 spaces, both handicapped and other, for people who do not live in the Northern. I hope that the McWhinney development on Lot 23 happens quickly because my understanding is that it will have several levels of parking as well as the residences. 2. Doing something rational with Dial a Ride, busses, "taxis and Jitneys" in addition to the Mason Corridor giving people some better alternatives to driving and parking cars would also be a benefit. 3. Parking and shuttles from various places during downtown events like the New West Fest, car show and bike rallies would also reduce the parking hassle. 4. Some bike parking on the top level of the parking garage would also help during events downtown and increasingly at other times. 5. Increasingly, there needs to be something done to be done as the bars close down, to reduce loud, abusive, drunken behavior, trashing the area needlessly, broken bottles needing to be swept out of parking places so they can be used without getting a flat tire, etc. 6. Something related to parking, but more to crowds and reducing annoyances not needed, would be to enforce rules of the road for bike riders, scooters and skateboarders, especially the dismount rule, but also, ride in the street when there are bike lanes, but on sidewalks when not, especially a problem on College and Riverside Drive causing a danger and inconvenience to both motorists and bikers. Related to this, are runners and pedestrians permitted in the bike lanes? If they are, I don't think that they should be, especially if there is a sidewalk available. Common courtesy like walking, riding to the right, not crowding people off the sidewalks or forcing them to stop and yield to rude mobs, being aware that there are others in the area and saying excuse me when not paying attention to walking due to inattention caused by electronic devices, inebriation, etc. and stopping to meet and talk out of traffic flow areas are just a few. Bike riders should either be a pedestrian or vehicle, not "cherry pick" the best of both worlds and get angry if others who are abiding by the rules and don't believe that the world revolves around them and their space exclusively, comment on this rudeness. Also, bike riders should, when in the street, go with the traffic, not against it. 7. This may sound like I am disgruntled and overly curmudgeonly, and that may be the case, but it is an honest effort to be responsive to this opportunity to provide input, and it is reflective of my desire to be a positive contributor to making our "Choice City" even better.
- 1. I know of many people who work downtown that move their car every 2 hours to a different block to avoid the tickets. What a waste of time and energy, the monitoring system needs to account for this. 2. I can't believe in our "green city" that we need a V8 Pickup to drive around burning fuel to run 2 scanning cameras. Can't this system run on a hybrid or electric vehicle if this is still the technology that is the most efficient and beneficial. 3. Better education campaign needs to go out regarding the pricing structure of garage parking. In my opinion, it is very affordable but people perceive it as very expensive and thus often won't park there. Are there businesses that will validate parking tickets from the garage?
- A 2 hour limit is not long enough to come to Old Town and have lunch and then do a bit of browsing. A 3 hour limit would allow you to do both and still have good turnover.
- A lot of times along College and Linden, there isn't any parking at all! Most of the time, I am circling the block to waste time to find a parking spot. The middle park of College is always full of cars, no one ever leaves their spots for a long long long time. That is frustrating on trying to find a place to park along College. So something has to be done about that and there has to be more free parking around Old Town.
- A purchased pass for any parking garage should work in all garaged and public lots
- Above all, parking lots for downtown employees only during the busy hours and events.
- Additional motorcycle parking would be helpful
- Additional, smaller, garages throughout downtown would be convenient.
- Again, Downtown is nice because you don't need a car to get from place to place. It would be even nicer if I didn't have to dodge them crossing the street of simply having so darn many of them around.
- Again, my staff and my patients are very crowded in the Meldrum/Oliver area since the Otterbox building opened. Can't wait for the Lincoln Center to reopen. Then the parking will be even more exciting. I am disappointed that parking wasn't more seriously evaluated before Otterbox was allowed to build there. Otherwise, I like the company.

- Allow business that have clients that can not get done within the two hour parking have specific parking in front of the business.
- Although parking is a problem, and I hope it can be improved, I love the problem because it means that people are Downtown. Don't make "improvements" that keep people from going downtown!
- Although the center parking along College Ave. increases parking spaces, I have never liked the dynamics of it -- cars can pull in from either side (unpredictably so), people have to walk from center parking to sidewalk (necessitates crossing street, in middle of block), many people use the space to make U-turns, and I've actually seen an unattended car roll out from a center parking space into the traffic lane (parking brake not set). I strongly advocate for another design for the center parking area -- to increase safety! Convenience would probably be enhanced too, if people didn't have to cross the street mid-block (more for convenience of traffic, which is tied up when people cross the street mid-block). Thanks for asking.
- As a person with a permanent injury I cannot walk from the parking garage to shopping or dining unless I have someone else driving who can drop me off.
- As far as bike friendly communities go, this one is great. But we need to continually grow and encourage trips by bicycle within a few miles. Corridors specifically for biking are needed, bike parking can be improved with creativity and collaboration of businesses. We need to continually be thinking about how we can improve our city's bikability.
- As I mentioned previously, I see people park all day in front of my residential rental properties and then walk or bike to (assuming) work. So there is limited parking during the day but fine at night. Many old town properties do not have nor is it possible to have sufficient off-street parking. At some point in the future, parking spaces may have to be marked and designated with permits given to residents so they will have a place to park in front of or near their home. This is done in some larger, cramped cities.
- As it is one only gets 2 hours curbside parking, so I don't stay and shop as long as I might because I am always stressed about the time. In the evening after 6 most of the shops are closed, so only dining available.
- As noted before the one thing I would like to see is a place to park over night. With the bar scene as it is there should be a place one can park and not risk a ticket when trying to be safe about having a few drinks.
- As stated, lack of parking limits the number of times we want to shop down town.
- As the area's population grows no doubt there will be parking problems in the Old Town. Presently I don't think there is a significant problem. If I'm not able to find parking on the street for dining or an event I can always go to "Plan B" and go to a parking garage where parking is always available at a reasonable cost.
- At the very least, I think on street parking needs to be for 3 hours.
- Back in diagonal parking (or back-in/head-out angled parking) is much safer for bicyclists than the current head-in diagonal. I would like the city to covert the current head-in diagonal parking on downtown streets to back-in. Here is a report describing this type of parking:  
[http://lda.ucdavis.edu/LDA191/Course%20Handouts%20%26%20Readings/05-Back\\_in\\_Diagonal\\_Parking.pdf](http://lda.ucdavis.edu/LDA191/Course%20Handouts%20%26%20Readings/05-Back_in_Diagonal_Parking.pdf)
- Be sure to use your logical reasoning not monetary reasoning in making your choice. People have and will adapt to a situation even if they do not like it. Money does not solve everything. So either make an underground parking area of say 5 levels with an additional two above ground or make the parking area just outside of town with a free shuttle to town, the parking area should be so either water will run off into a filtration system as if it were zoned for a car wash or keep it gravel and let it be as it is. Just some thoughts outside the circle. I hope you consider them.
- Because the downtown parking limits are 2 hours in most locations, I generally park 4-5 blocks from my destination. When I am downtown for shorter periods of time, I appreciate finding a space and not being charged for it.
- Better bike parking access and rack design in a way that doesn't conflict with pedestrian traffic would encourage more biking. The garages are a deal in terms of off-street parking costs but service relatively small areas. Rather than building more garages or somehow trying to increase on-street parking, secondary alternatives of good bike parking and better cooperative use and signage for other lots would keep more of the Old Town flavor.
- Better bike parking reduces per vehicle footprint for parking.
- Better customer service from the parking dept. They are quick to write tickets and not at all interested in finding ways to better educate the public.
- Better signage guiding people to parking structures/lots would be helpful to friends/families/other from out-of-town (heck, I've lived here over a decade and didn't know about the Oak Remington lot until I saw it on a map today). I also want to expand on my "normalize times/fees/payment systems" suggestion. Rules across parking facilities should be fairly normalized (2 hours free, then \$1/hr...and maybe the \$1/hr only during peak hours), all should have 24/7 machines that accept cash and cards. The goal would be that someone driving around would simply look for a public parking sign and know what they're going to get. I could tell out-of-town guests, "just find a public parking sign" without having to qualify the statement by explaining the different rules/rates for lots/garages (making references to locations that they don't understand). The KISS (keep it simple stupid) principle would also want to apply this to monthly permits (one price, valid at any lot/structure) and not segregate areas of the lots/structures between hourly and permit. Then parking for

everyone is as complex (easy) as looking for a "Public Parking" (most folks) or a "Permit Parking" sign (people with permits)...then parking. Both of these also would be in line with the idea that resources are more-optimally allocated if they are aggregated. I don't know how to keep prime, on-street parking both visitor-friendly (worrying about fines for meter/time violations is stressful, not friendly) and maintain turn-over at the same time. But, maybe if you make lots/structures easy enough to find and use (normalize, aggregate, sign well) you'll get enough people using them that it won't matter.

- Better, easier access from the bike trail to downtown. Reroute state highways to not run through downtown. (This would make it a more pleasant walking environment thus widening the area where people would be willing to park and walk to their destination.
- Bike parking is decent during the day, but when people come out for evenings my bike is often trapped under their bikes. Also, bike racks in Old Town get really cluttered with abandoned bikes, a few bikes left over from the weekend and racks are quickly full for day use. For car parking, my employer pays for the parking garage, but on nights and weekends I prefer street or off street parking.
- Bike Parking is generally okay, however bike theft is absolutely rampant. Patrols or cameras would greatly increase the likelihood of me biking instead of driving. As it is, I'm parking my bike in the garage cage, which is safe, but the distance from a lot of downtown means that I'm less likely to ride my bike than if there were some sort of safe parking nearer the busy parts of old town.
- Bike parking is inadequate. Often times need to secure bikes to sign posts.
- Bike parking is more of a problem (to the rest of us) than vehicle parking. Adding meters will just be a nuisance and an irritant.
- Biking or transit ought not be considered as alternative modes; rather, all modes need to have priority depending on the mission of the city versus the mission of the DDA. Parking should be constructed to meet the variables of the weather, time of day, events, and trends. Please plan for lots of bike (less car) parking at the MAX stops, and at the DTC. Finally, more covered bike parking should be integral to any parking plan. Oh, and today (Wed Sep 28), at the parking forum, Cedar Rapids indicated they offer a security escort, an idea that would work well for singles and seniors alike in Old Town.
- Build a parking garage in areas that detract from old town ie homeless park and homeless shelter across the street. They get to "live" in a spot people would pay a million for a condo or a good monthly fee to park.
- Build a parking garage in the old steeles grocery store lot. We need another one. Perfect location.
- Build another parking garage, or expand the current ones. Annual parking passes are full and I cannot purchase one.
- Concerned that the Mason Street Corridor will diminish the number of available parking places and will not provide any abatement of parking problems
- Consider more pedestrian mall-type setups, where you can park once and walk to most destinations.
- consider valet parking
- Consider ways to prevent the non-disabled drivers (actually parkers) from occupying HC slots, even if only for a short time. The entitled driver or passenger blocking the right traffic lane to wait for the lawbreaker to vacate that slot is unacceptable and unsafe. Going around the block, in hopes of finding it has opened up often is wishful thinking, timing-wise.
- Convenient bike parking is very important to me as a female retiree. I would be much more inclined to bike downtown if I didn't have to park my bike around a lamp post. I have recently moved here and have been uncertain about the bike parking rules.
- create more spots and use meters. have a free 15 minute option on every meter. keep meters cheap!
- Despite the many complaints I'm sure you hear, I must say that overall, I have been happy and satisfied as a Ft. Collins resident with the parking situation downtown, both when i drive and bike. I strongly believe that if some of these "squeaky wheels" spent time driving and trying to park in other urban centers, they would quickly cease their complaining. I also love the free on-street parking and very reasonable rates for the garage.
- Develop Parking lots on the perimeter of Downtown ( have the lots in the 4 quadarants - east, west, north, south) then have bus or shuttle transportation serve these lots and the downtown area so that people are no more then 10 minutes from their car.
- Do not allow backing into parking spaces in parking garages and don't allow people to take more than one space in the parking garages.
- do not charge for street parking it'll hurt the bussines, atleast for me i wont come done there that often to dine or walk around then, i pay enough in bills and living not in parking to enjoy the old town and give money to bussines's. Free parking is what brings the people to old town and to enjoy it and to spend money at the restaurants and stores. Will this happend propally not since your asking for a survey, the city needs money so where else are you going to get it, but nickle and dimey the patrons wont do the trick.
- Do not put meters
- Do not take more car parking for bikes. Take NE section of Mason parking structure & turn to bike parking. Same in Mountain structure. Also need more motorcycle parking. Thanks.
- Do you have any other comments about parking in Downtown Fort Collins?

- don't charge for parking downtown; that is what this survey looks like
- Don't get rid of center parking on Colloege. Center parking makes Old Town unique and any visitors we have from out of state comment on our beautiful downtown and feeling of yesteryears!
- don't get rid of the diagonal parking in the center of College. this is a unique feature of downtown and visitors love it. My wife loves it more!
- Don't see it as a huge problem for my customers at this time. Would like to see the Mason Street project continue and mass transit begin.
- Don't use precious parking spaces for bicycle racks...find another location for them! Allow longer than a two hour limit for on-street parking. If you are visiting a salon, for example, your services may take longer than 2 hours. Also, what if you want to shop afterward, you'll need to move your car - how inconvenient! Also, if I want to enjoy a good meal with friends AND shop or stroll around, it's hard to do this within the 2 hour limit.
- Downtown Fort Collins is a wonderful, convenient destination. If people complain about parking there, their problem is over-reliance on automotive transportation and unrealistic expectations that governments and businesses will provide free plots of asphalt everywhere they choose to travel. Please!!! Don't fall into the trap of prioritizing motorists above all other citizens.
- Downtown has plenty of parking compared to areas north of the campus. There are no lines for diagonal parking so several spaces are lost everyday in a tightest parking area of town. The mason tod is a joke. From my experience 90% of students have cars but yet landlords do not have to park them. Throw in two CSU offices on Howes which charge employees to park or walk it's a mess. PAINT THE LINES like you do in front of Otter Box. Thanks
- Downtown is a fun place to just stroll, shop and eat or snack. I avoid it on weekends mostly because the center parking on College is intimidating and dangerous. Parking on other steets is not convenient only during the week because there isn't enough. I think a couple of large lots in stategic areas of the most popular streets with a slow moving shuttle to all streets would really healp.
- Downtown parking is a mess. It is always so hard to find a parking spot. If you find an off street lot, you never know if you will get a ticket or towed because it is a private lot for a residence or specific business.
- Downtown parking seems to work resonably well for a crowded downtown like ours, but I can't help but think there are some things we could do to "take it to the next level". I am glad you are doing this study, and I appreciate the opportunity to provide input. I will support well-managed changes if they create a better business climate for Downtown.
- Due to the nature of the job (probation officer) and past safety issues at the justice center, having to walk a few blocks in the dark is definitely a safety issue, and State employees do not enjoy the same low fee monthly garage parking as city and county employees, even though, we are providing services to this community and many of us also reside in Fort Collins. Since parking at the garage can be expensive, many of us are forced to parked on the street at least a few blocks from the building.
- During festivals and events such as New West Fest it is very difficult to find parking when visiting a friend who lives near Old Town
- Eiminating the currently free parking lot on the east side of College Ave. on Oak St. would greatly hurt the businesses in downtown as the parking garages are not as convenient (take too much time to use if you are in a hurry or are only making one stop) and the parking spaces along College are usually taken. I think it is also important to retain mostly free parking downtown.
- Eliminate the hazzradous center parking on College. Replace it with a beautiful tree lined boulavard with bike lanes down the middle and some bike parking racks on the sides. This will eliminate the hazard, beautify the downtown, and eliminate the shortage/congestion of bike parking downtown.
- Enforcement seems fair and well implemented. Better parking garage awareness could be enhanced through marketing efforts. White paint in the garage is a big improvement. More security presence in the garages, please! It would make the garages feel safer and a better option for women.
- Every business downtown has employees, believe it or not! Parking for employees it totally something no one seems to care about, except the poor employees who have no voice in the matter! All day spots are rare and difficult if not impossible to find. Now a new business has arrived (Otter) with not one but two buildings, their employees fill what few all day spots we have in the area by 7:20 am. Where do we go??? We are left with residential streets? which I am sure pleases the folks who live in those houses. PLEASE either build another parking garage on the west side of college (the closest current parking garage is 5 blocks from where I work, which is a difficult walk in the winter time, no businesses shovel their walks by 7:45am) and I have already received TWO pay cuts in the last year and paying \$20/month just to park is difficult!
- Everyone wants to be there- but if the DBA keeps trying to entice visitors down with events, then it seems like they need to address the parking issue. It can get really dense, and the bus only runs once an hour- not terribly convenient.
- Except for times when an event is taking place downtown, I find the parking to be reasonable. In general, though, I think that bikes and alternative transportation are the future and we should design with them in mind rather than more and more car parking.
- Extended hours during the Holiday Shopping times so that I can go to more stores.

- Fees should be reduced for parking tickets for 2 hr limit. Maybe they can b pro-rated by time or monthly occurrence.
- Finding a parking spot in downtown Fort Collins is daunting and usually unavailable. If after one run around the block and nothing is open, we go to the garage structure, but then there is a fee. Understandable and small, but still an inconvenience. Worse is when you get the machine (in the garage) which gives you tokens instead of change. Totally, totally annoying. I'm NOT riding my bike or taking public transportation, won't happen. Also I drive a larger vehicle, because I have a large family, and it is really annoying to try and squeeze into a parking spot and not "dink" the cars next to us. No suggestion on how to help, as I don't know all the logistics of downtown, just comments about our experience's in downtown and why there are time we think twice about taking our business there.
- First of all I NEVER go downtown after about 8 pm because of all of the bar activities, fights, drunken people barfing and peeing all over. This is NOT the Crown Jewel, let me tell you that. I am SICK of stepping over throw up and who knows what else. Please clean it up. This is one of the main reasons I don't come downtown. Secondly is the parking and the county employees who are parking where they shouldn't just so they don't have to pay the monthly fee for the garages. They are taking up the spaces that should be available to those who want to shop and dine in Old Town.
- For better or for worse, I think downtown parking is pretty successful--it's sometimes difficult to find a space, but often it's just fine. My only real desire would be for slightly longer spots along the street, but that may be self-defeating. On the whole I think you have struck a good balance.
- For court house employees who park on the blocks of the old fort collins police services building, it gets very crowded and it also takes away from parking for people who live in the homes surrounding those areas. It would be convenient if there was more parking directly associated with court house employees as many other cities have this as an option
- For people who work downtown there is not enough parking. Yes I ride bike whenever I can, and yes I will park three or more blocks away for a free spot. What I cannot afford (and I'm sure I'm not alone here) is to pay for parking on a daily basis. Around 281 N. College, there could be spots reserved for employees during business hours, or there could be more long term parking spots (e.g. Rodizio Grill) made available
- For people with medical issues, it is sometimes very difficult to walk very far, and people with medical issues visit the Red Dragon Acupuncture and Wette Physical Therapy Clinic on Peterson. I have had to walk an entire block, in bad pain, in order to get to their building because all the closer parking spaces were taken. It would seem to make sense to limit parking on that street to two hours for non residents. Thank you for your consideration!
- For the most part Fort Collins has done a pretty good job with making parking easy. However, the parking situation for New West Fest was handled TERRIBLY. There was a serious lack of information about where downtown residents could park, especially those who don't have permits. The signs went up too late and in inconspicuous spots. I was parked on a street that gave all indications of being fine on Thursday night only to find that I was in a tow-away zone on Friday morning. I could find no information online about where parking was restricted. I would recommend earlier signage in much more conspicuous spots for the next event where parking will be restricted. I also recommend some permit for downtown residents during those days so that they have access to parking near their apartments/houses available.
- Fort Collins has the best parking strategy in Colorado. See Boulder, Denver, Colorado Springs. It's a retailer's nightmare. I don't want any changes. We have the best for a city our size. I don't want any parking meters ever !!!!!!!
- Fort Collins is great for encouraging bicycling - that's a big part of what makes the city so nice to live - so I hope you'll continue to promote bicycling, walking and other alternative transit. Fewer people in cars solves so many problems at once.
- Fort Collins is the only city on the planet that has free on-street parking, from New York to Boulder, you have to pay to park on the street. Those spaces should also be limited in time, as they are now. Bikes are great, but 95% of my customers drive a car. Someone who rides a bike is capable and interested in exercise and is usually willing to walk to get to his/her destinations.
- Fort Collins parking on street is good and having the median parking is great--this should not be taken away. Bike traffic needs to be directed to a few streets with adequate bike lanes. Bikes are poor at following regulations. I see bikes in the no-bike zones frequently. Bikes dart around cars and then block right turns. I respect the bikes, but expect them to follow the rules cars are expected to follow. Bike parking should be provided in creative ways without removal of more car parking spots. When parking a car, I expect to have to walk a block or two--bikes should have the same expectation. Biking is great is you live close by, but the city may be swinging too far toward accommocation of bikes at the expense of the majority of Fort Collins.
- Frankly, after visiting many other downtowns and having friends and family visit, everyone cannot believe we have free parking downtown, but I love it. I think it's great and i don't think the two hour limit is that big of a deal to most folks - there are plenty of opportunities for longer-term free parking, if only people knew where they were....

- Free 1st Hour parking in the parking garage is great. If you start charging for street parking work out a scheme where the 1st hour is free too.
- Free and low-cost parking encourages people to drive in the downtown area; impacting traffic, pedestrian safety, and air quality. We need on-street parking meters, increased fees in parking structures, and more transit options.
- FREE parking throughout downtown, in fact the entire city, including the garages, should be a service of the city, as it is with the malls and other retailers outside of downtown. The amount of money you pay for code/law enforcement personnel, vehicles, hand-held scanners, PAPERWORK, and the garage attendants, plus the mailings, is better spent on routine maintenance of the FREE parking spaces/garages. Get with it -- quit spending city money analyzing parking and just make it all FREE.
- From my contact with customers/businesses downtown, I've heard that they are more willing to pay for higher sales tax on certain blocks, etc than parking fees. (For example, in the 300 n college block, if the developer could receive some money back by having a higher sales tax and tax incentives to recoup his development costs. I truly feel that the city would generate more money if the city gives a developer incentives to build parking underground.) The city benefits from receiving money through sales tax revenue and parking space taxes. That is a financial benefit that everyone benefits from. What works for developers in the south harmony area should be universal with the city. Any developer that can help with parking should be encouraged to do so. In addition, that this would create a new feeling in the downtown about the parking situation which should encourage downtown growth and use. I just think that some forward thinking that is different than what is currently done in downtowns should be started here--in Fort Collins. Hickenlooper won the mayoral election in Denver campaigning against traditional ideas on parking like parking meters, etc. I truly believe that free parking built by the city with higher sales tax from various blocks will generate more money than paid parking ever could.
- garages are difficult to navigate with young children or seniors. often walking in traffic. would be nice to have 'drop off' zones so that seniors and young kids dont have to walk long distances or cross busy streets to get to restaurants
- gave you the one already about unclear signs that say 2 hour limit & doesn't say excludes weekends holidays but seems like it is not enforced on weekends; I park near the courthouse to eat & shop & sometimes exceed the limit or leave my car there to car pool for an errand then come back
- generally speaking i think parking in town is fine, THANK GOD you don't have to pay on the street - I HATE THAT about so many towns (ie boulder) - plus the two hour limit makes it turn over - the flip side of that being it is a bummer to only have 2 hours when you're the one with the spot - but if so, i just park in the parking structures - the price is very, very reasonable - also very nice. my only complaint is when i go to work at Sense of Place, i HAVE to park a ways away and walk if i want to park free, or i have to park in the structures and pay 1/2 hour's pay to park. but all in all i think we are super lucky to have the structure we have - free parking for the most part, and very cheap parking when you need it for longer. i have always been grateful for our parking situation!!! p.s. i live in the hills nw of fort collins in larimer county, but lived inside city limits for many years. we also just purchased a condo a few blocks from old town so we can spend some more time in town now that our home is so far away. when i am there i will ride my bike around, or possibly drive. my 75 mom lives there now and they drive to town for shopping/dining and have no complaints about parking.
- Generally, it is very good. The only times when it is difficult to find parking is Friday and Saturday night, and during special events. Hard to do anything about that!
- Get rid of all those little bike racks that only hold 2-3 bikes and put in regular racks that hold more bikes. Wish I could draw a picture.
- Getting downtown employee's off the street and offering them alternative parking could help. Even before I worked downtown, when visiting I would always park in the structure - makes the most sense!
- Good idea to have the more "personal" questions on the survey at the end.
- Having people patrol the parking lots is very frustrating. I go downtown often, and I do hurry and always make it back to my car in time. However, I always see someone patrolling the area to give parking tickets. Maybe paying a nominal fee would be better to avoid this. I spend my share of money downtown probably more than the average.
- Hello Sundays?? What's the bible belt holdover about? Sunday is a better shopping day than Monday for most businesses yet we don't have any parking rules downtown?
- Honestly, I don't see a problem with parking most of the time. There are plenty of garages within walking distance of everything. I think that people are a little lazy. If I'm not in a hurry, I will pull into a garage and walk to my destination. If I'm in a hurry and just want to dart in and out of a downtown business, I do get frustrated, but will gauge my need versus the time to walk from a space that's further away. What if the spots along the sidewalks were pay and the spots in the center of the street were free, but limited to 2 hours or something like that?
- I am a fan of a bicycle community but NOT at the expense of other forms of transportation. What problem were we trying to solve by using what few parking spaces we have for bicycle racks? Why are there so many empty police parking spaces? Do they ever get filled up?

- I am disabled. I think jerks that park in those spaces and have no placard or plate, or are just lazy, need huge fines and yank th ecar !!!!!!!!!!!!!
- I am familiar with it, so it works fine for me. For friends and visitors, its a little more complicated. The warning for first-time violations is a very good thing and a chance to explain the situation so keep giving a lot of attention to that message that comes with the first ticket. I think people misunderstand how easy it is to park anywhere, and then stroll to anywhere Downtown. i.e., I hear people say "I had to park 2 blocks away, over there" as if it's a long way.
- I am glad there is motorcycle parking everywhere, but time limits on car spaces inhibits my patronage of downtown businesses. When I come downtown, I typically need to park longer than enforced limits, requiring me to move my car often, and disrupting my day and unnecessarily expending gas and time to avoid a ticket.
- I am retired. I really do go somewhere else when I don't find parking pretty close to where I want to go. I sometimes ride my bike downtown - and usually because I can get closer to where I want to go. I really don't like parking far away from where I am going. Usually I'm shopping and I don't like to schlep stuff a long way back to the car - or if it starts to rain, etc.
- I appreciate that parking is free on the street downtown, but I think that if you are going to charge for street parking there should be more free times in the garages so people will get used to using them. People around here hate to walk any distance, so it will be hard to make that change for some. Also garages feel unsafe late at night.
- I appreciate the free downtown parking. I rarely have trouble finding a space. People who complain about the lack of parking are just impatient or don't know all of the options. I park in the parking garage when I know I'll be over 2 hours and don't want to re-park.
- I appreciate the tourism and use that downtown Fort Collins get for recreation and I appreciate the amount of vibrancy and economy it brings to the city, but the amount of use makes it difficult for people such as myself who work downtown everyday to easily find a parking spot when heading to the office. I wish there were better options at a lower cost for people who need to park downtown everyday.
- I avoid downtown during snowy & icy times as I find navigating the poorly maintained sidewalks & parking spaces dangerous for me. I will not walk old town alone because of the people begging for money. I am also concerned about the walk from the parking garage if I am alone. Consequently, if I can't park near my destination, I leave.
- I avoid downtown like the plague. It is so uncomfortable to drive through there and there is never parking available near where I need to go. The center of the street parking is dangerous and there are too many chances for accidents as people walk through traffic to their vehicles and vehicles try to leave parking spots with so much foot and vehicle traffic. Lights are not timed right. I will not go downtown unless I absolutely have no choice.
- I avoid going downtown alone after dark to meet friends because I never know how far I will have to walk alone back to my car afterwards.
- I avoid going downtown due to the lack of convenient parking, especially on the weekends.
- I cannot walk very far and require assistance to do so. More often than not, all handicap spaces are full and/or too far from my destination. You need more. At the New West Fest, I brought a wheelchair to be able to go but there was no parking anywhere near downtown. I tried three different times of day to no avail. It's too hard on my arms to get from a parking spot nearly 1/4 mile away and then to be able to enjoy the festival. The roads are all blocked off for vendors--a separate section should be blocked off for handicap parking only.
- I currently park on Jefferson near the homeless shelter. Although it has not been an issue thus far, sometimes the individuals that loiter in the area can make leaving work in the winter/dark a bit nerve-racking for a woman. More lighting would be appreciated.
- i do not appreciate the vulture-like parking attendants. it feels like we and customers are preyed upon. and that makes old town feel bad. definitely NOT more parking enforcement. the city should manage employee parking better. the parking lot at the city manager office on the la porte side sits empty all day because it is 2 hr. parking. as a result the city employees line the street with their cars. what is the thinking of 2 hr. parking in that lot?
- I do not come downtown other than to work. I live out of town and I find parking in the downtown area not worth the hassle. I will go to a box store to find the items that I need. They provide adequate parking.
- I do not support paid on street parking. It is a barrier to spending money downtown and is not conducive to our welcoming community.
- I don't drive downtown because there is no place for a handicapped senior to park. There is no way a handicapped senior can carefully walk across a downtown street safely the way the signals are set. Seniors just can't run the way the lights are set.
- I don't have a problem with walking a few blocks once I park unless I have to carry groceries from the Food Co-op. Better bus service from northwest of town ( Overland & Vine area) would help reduce my driving. I ride my bike when I can but don't like to use crowded bike racks because I have racks & a basket on my bike & they don't fit.

- I don't often park my car in downtown Fort Collins because I almost always bike. But when I have parked a car, its been a bit frustrating especially in the evenings. There is a parking lot by Perkins with more spots than the restaurant needs( in my opinion) and they do not allow anyone to use it that is not a customer last I heard. I feel that is a poor use of parking space. Maybe at least half of that lot could be open for general use because I rarely see it completely full.
- I don't think anything is wrong with the current situation. I can I always find parking if I am patient and know my options and I appreciate that it's free. If I had to pay a meter to drop off an item or pick up a quick gift, I would shop elsewhere. Same goes for dining. There are lots of restaurants in FTC that you don't have to pay to park at. Bike parking could be enhanced and promoted. Let's focus on the positives and what is working and less on the idea that meters are better and will allow better turnover. In my opinion, the college kids and bars problem is much more important to address!
- I don't think it would hurt business or business relations with the city to remove a few more car parking spaces for bicycle racks. The racks are already full and the additional bicycle parking should increase the volume of foot traffic in and around downtown.
- I don't think vehicle parking is a big deal. Bike parking could be improved!
- I drive downtown no less than once per week, often a lot more than that. Parking is not an issue in this town. The only place it's difficult to find parking is on College from Olive to Laporte, Mountain from Howes to Remington, and Linden and Walnut and only in the evening. That's a total of 7 linear blocks. The remaining dozens of liner blocks have no parking issues at all. Even within this area, we are frequently able to find a spot within a block of our destination. I think a lot of the complaints you're hearing about parking in downtown come from people who want to park within 100 feet of their destination any time they like (the squeaky wheels). That's not feasible. If there are businesses who want more convenient parking for their customers, perhaps they should consider offering a valet service. But I would think most businesses are opposed to pay parking. There is plenty of parking infrastructure already available. The parking garages are never, ever full and there is always on street parking within 2 to 3 blocks of our destination. Never once, in 15 years, have I ever walked more than 3 blocks to get to my destination. People in most other cities, including Boulder by the way, would love to have that kind of convenience. I bike downtown as well, mostly in the summer. Bike parking can certainly be congested. My suggestion would be to focus racks on areas where bikes are most concentrated (within a block of College and Mountain), as they seem to be evenly distributed right now. Finally, please, please, please do not put in paid on street parking. It's tacky and annoying. People love to come into a town where the parking is free. IF you do, put it in only in the most desirable parking locations and let those of us who don't complain about walking a few blocks park for free and walk to our destination.
- I feel that offering free unlimited parking for business owners and or business owners and their employees is a very important aspect that the city should adopt. On a daily basis we are constantly leaving work every two hours to move our vehicles (including the owner of the store). It is increasing traffic throughout the streets, increases the risk of accidents, and decreasing productivity within our business. I understand that the parking lots are available but they cost money and most of us are working multiple jobs or we value our dollar more than the convenience of a unlimited parking spot. I understand the city needs to make money but everyone working in old town has taxes coming out of their paychecks, the business owners are providing tax dollars from sales, and the workers are eating and shopping closer to work which all helps to provide funds back to the city and help improve old town as a whole. If the city could designate a large area for downtown workers to park without having to move their vehicles I believe the parking issues would be resolved. Idea: how often do the parking garages ever fill up? Employees/owners working in old town would utilize the parking garages if they were provided as a free location to park and it would make parking easier for patrons of old town.
- I feel the \$100 fine in the Mason lot is extravagant and not effective anyway in deterring over stayed parking. When people over stay the parking time it is because they forget and not because they don't mind paying an extra fee, so extravagant fines just make people angry. On the same lines of thought, I feel that having the authority to ticket twice the same vehicle because it hasn't been moved yet is also extravagant and is designed to raise revenue for the city and not deter people from over staying a parking limit. In general, I and others feel like there is a general mentality among the fort collins parking services that raising revenue for the city is priority over managing parking flow. On a side note, I would like to see more flexibility for business owners who are bringing revenue in for the city as we are busy doing many things throughout the day and most parking attendants know us and our cars. I'm not asking for special priveledges but more of a relaxed attitude when it comes to those of us with businesses. Thanks for listening.
- I find it difficult to access several small businesses a few blocks from downtown because so many cars are parked all day in front of them. Specifically, this occurs on Peterson St just south of Mountain. It is frustrating to try to find a spot near the service provider when most cars are parked there all day and owners have walked elsewhere
- I find it extremely challenging with children to navigate the parking downtown. The parking in the center of College is very dangerous as a pedestrian and as a driver. Ideally I would much enjoy if no driving was allowed on College and made into a walking mall with parking relegated to side streets and garages. Additionally if



pay parking is instituted, I have lived/traveled abroad and found parking kiosks to be a very efficient way of obtaining parking.

- I find it very difficult parking downtown after 6pm on any day of the week, even though I have a valid handicapped placard because I cannot walk far. I would greatly like more off street or side-street parking that would place me closer to my destination.
- I find Oak Street lot (between College and Remington) parking usually available and convient. If I need more than 2 hours I look for a non-timed space down near the library. I don't mind walking a bit. I feel downtown parking should be free, time limits are OK if reasonable. It is great to see more people biking to downtown, and bike parking does need to be central to the main areas of downtown.
- I find parking downtown difficult and end up using the parking garage only to be over charge the amount told on the sign. I would like to shop downtown more often, but it's not worth the hassle.
- I find the process of ticketing, and price escalation up to being heavily fined and booted very difficult to understand. Also, because I live right downtown, I think it would be nice to have some sort of permits for certain occasions, (events, etc.) or a residential parking plan, if we want to incentivize more infill / mixed use dwelling downtown.
- I frequent the area of Mountain and Peterson. I don't understand why Peterson never has any parking spaces. Owners of businesses there tell me it's because people who work elsewhere in downtown park on Peterson all day long. I suggest that property owners on Peterson be issued permits for parking on their street and others be limited to 2 hour parking, which should be strictly enforced.
- I fully support downtown pay parking like Boulder or other communities. I heard Randy's presentation and am convinced pay parking downtown will have many benefits, including reducing fossil fuel use and air pollution from circling and circling, frustration from congestion etc. .... I myself and guilty of that a time or two when I'm in a rush and not on my bike.
- I grew up here and downtown is my favorite part of FC, I enjoy the atmosphere and the shop/restaurant/bars more than any other part of town. I did move relatively close to downtown (6 blocks) recently because I love it so much and now it's a 4 minute bike ride to get to the heart of it and don't have to deal with parking the car. I know what I am getting into when deciding to come downtown with my car. Parking has always been an issue although I hardly ever leave if I don't find a place. I get very frustrated driving around the block usually if I am trying to do a quick trip and don't have time to ride my bike. Part of me riding my bike is because I stay longer than 2 hours. Most of the time I think the 2 hour time limit is too short to do what I need to get done but I understand it is needed for the turnover for spaces. When tourists come to town though and use the 2 hour spaces rather than the garage, does it limit their time to hang out and spend money? Would they stay longer if the limits were 1 or 2 hours more? Riding my bike is more convenient obviously but has gotten harder to find places due to more people riding bikes. I am glad there have been multiple more bike racks for special events like the Taste and New West Fest! When I do drive, I have an order of how to park-first look for on-street. If it's a weekend or a busy time and know this will be more difficult, I have the usual lots that I go to without cruising the block first- W Oak St, or behind Aggie. If all else fails I do the garage but I guess the reason I generally don't just start there is because it doesn't seem as close in proximity to the shop/bar etc I am going to. If I am going to a bar and its possible I will need to leave my car overnight, I park on a non-time limit street, usually E Oak. I realize this kind of sucks for the people who live there and may not be able to park in front of their own house. When I used to work at The Melting Pot, I worked during the day and parked behind on Chestnut in 2 hour spots. Although this lot usually wasn't full and lucky for me the limit was never enforced. I don't know what I would have done otherwise. Parking there was a safety issue, when leaving after dark, near the park where the homeless hang out and would walk/hang out in the alley.
- I had a bad experience when I locked my bike to a rack, and someone later parked and locked their bike, looping the handle bars around my bike so I couldn't get it out. I waited a loonnngggg time for the other person to return. Since then, I have avoided using the bike racks downtown.
- I hate the bike parking, I have had my new car dented by bikes downtown. They take up the space that as a car owner have paid for by my car tax's etc. Why not have the bikes have plates and pay for the parking spots they take. I like bikes but there comes a limit on who really spends the money downtown, yound adults, don't think so.
- I have lived in other towns and worked as a City Planner. I love the situation in downtown Fort Collins. If I can't find on street parking, I simply go to the surface lots or parking garages. Everything is located within just a few blocks of these parking areas. Thanks to the planners who put these in when they did.
- I have never thought parking was difficult in downtown Fort Collins (unless you have never lived or traveled to another city). Also, I can see lots of parking lots out my office window that are totally under-utilized. I also believe that downtown employers need to do a better job creating an incentive or penalizing employees for parking inappropriately or playing the move the car game throughout the day. Employees of many businesses are traveling hundreds of miles a day circling buildings to play that game.
- I have plenty of comments...please see on previous pages. It's a joke! Weekend enforcement is a joke and DBA events on Saturday's are a joke! The city paid big bucks for a consultant that they brought in "twice" and they never followed his most important suggestions for downtown retail business! Then they wasted big bucks

on those trucks with computers that never worked! Where are our parking meters?? Why is it cheaper to park on the street rather than the parking garages? Why is there no parking enforcement on Saturdays? No spot checking on Saturdays....everyone knows that, retailers and those that park....if there is spot checking on Saturdays, prove it! Let's talk about those DBA events.....they aren't helping the retailers any more than the city's parking enforcement and strategies are! The city needs to stop picking on those poor people who are the only one's parked on the streets on slow weekdays! It's making them look bad....obvious to all that they are more concerned about the revenues they can pull in from over time parking violations then they are providing parking turnover for retailers!!!!

- I have worked downtown for 23 years. I ride my bike about 4 days a week and lock it up inside. If I had to leave it outside, it would be a huge deterrent to me. Most of my employees lock up their bikes inside too. Those that drive are almost all taking up onstreet parking. I would like to think there is some way to encourage more of them to use the parking garages regularly, currently I think I have 2 that buy parking passes out of about 30 employees. (Sonny Lubick Steakhouse)
- I know from experience that many downtown business employees take the free (on-street) parking spaces that could be used for people visiting and spending money at downtown businesses. Perhaps a tax on businesses (based on percentage of downtown property ownership or business income) could help to alleviate the potential parking fees if new lots are implemented. I live 20 miles north of Fort Collins, so walking or riding a bike is not really a feasible alternative.
- I know the following comments are only 1/2 related to this survey, but they come with a preface: This is a great city. My job affords me the opportunity to live anywhere in the world and I have chosen Fort Collins / Choice City / Fort Fun! As traffic continues to worsen, my desire to stay diminishes. Go to any major intersection in this city (even when CSU is not in session) and observe the ridiculousness. I don't know how to solve the Fort Collins traffic issue, but a light-rail from Harmony(ish) to Old Town couldn't hurt and would go a long way to addressing many of the issues with which this survey concerns itself.
- I like being able to park for free usually close to my destination during daytime hours.
- I like that on-street parking is free. However, if we paid for on-street perhaps we'd be more apt to just park in the garage, which I feel are still under used. Not sure if that is the case. When I ride into Old Town, the current (New Belgium) racks are always too full and I need to lock my bike against a light post or tree, which I feel causes problems for pedestrians. This is an issue for me mostly during the summer/warm months. Is there any talk of racks that could be setup for those months only?
- I like the bike racks in the parking spots in front of the Rio, Trailhead, Food co-op, and Cafe Ardour. These makes the sidewalks much less congested and are very convenient. More of these would be great! I think a pay-to-park system downtown would be great. While I would not personally pay for parking on a regular basis, having pay-only around the area would NOT deter me from shopping/visiting downtown. I would ride my bike or park a few blocks away instead - this is what I do on campus.
- I like the convenience of on-street parking but would not pay for it. I'll park in the parking garages and pay if nothing close is available or if I'm going to be downtown for longer periods of time.
- I like the garages, but sometimes there are teens on the top or in the stair wells smoking. A few months ago, someone stole the year license tag off my car on the rooftop, which was expensive and a hassle to fix. The 2 hour parking is often not enough for some of the things I come to Old Town to do. Maybe meters would be a good idea, if you could put in enough money for max ? 3 hours. Encourage folks to bike more! People with young kids have a hard time - they need the spaces closer to the shops.
- I like the new 20 minute spaces. Perhaps increase the number of those slightly. PLEASE, please. DO NOT permit parking of vehicle that extend into the road right of way. That is a terrible safety hazard and impedes traffic flow. Ticket them and tow them away. Provide a tow away number for citizens to call to remove them.
- I like the parking garage. I think more people should use it
- I like the parking garages and find them very convenient and affordable compared to other cities. Although I do like that in Boulder they offer free Saturday/Sunday parking garage parking and that would encourage more people to go downtown here, I suspect. I usually make one pass along the block I'm going to looking for a free spot, and if it's not there on that pass I go straight to the closest of the two garages. I do appreciate the free first hour!
- I live and southeast FC and treasure Old Town. But many people in my neighborhood do not visit downtown due to parking issues.
- I live in South Fort Collins and will rarely go to Old Town during the day for the number one reason of the limited parking available. Our family will occasionally go in the evening, knowing there is always space available in one of the parking decks for a low parking fee. Parking is a DEFINITE consideration on whether to be in Old Town or not for my family.
- I lived in San Francisco for 15 years before moving here to Fort Collins. I think parking is dreamy in this town. Finding parking is easy, and the cost of garage parking is totally reasonable in my opinion.
- I love downtown!! Shopping, dining, strolling in this beautiful atmosphere are my favorite activities. Because I have friends who are unable to walk 2 - 3 blocks comfortably, parking is the primary reason I don't shop and eat downtown. Rarely is there a handicapped spot available in the same block as our destination. After

circling twice, we have gone to other areas in town for our activities. Perhaps more handicapped spots or a shuttle during peak activity hours would be well worth considering. Thanks for listening!

- I love downtown. For me, no changes need to be made because I can always find a space even if I have to walk a block or two. I just consider it a bit of exercise added to my errands. I'm looking forward to the Mason corridor project because I would like to walk the 20 minutes to the corridor and catch a bus to town, then return the same way. I don't always have time to walk the 2 + miles to town. now.
- I love parking my car in CCPS whether I'm going to work or visiting downtown for another purpose. My car is cool in the summer and there is no ice scraping in winter. Yes, I do normally have to walk a couple of blocks to get to my destination, but that's no problem for me. Sadly, the secure bike parking in CCPS does not work for me. My bike is too tall for the lower level and I'm not strong enough to get my bike on the upper level so I have to park my bike outdoors. Guess it was made to be outdoors, though. :)
- I love that vehicle parking downtown is free. It is one of the best things about Fort Collins, please don't change that.
- I LOVE THE CONVENIENCE AND AFFORDABILITY OF THE PARKING GARAGES!! AFTER LIVING IN/NEAR CITIES WHERE YOU PAY A MINIMUM OF BETWEEN \$4 AND \$8 TO PARK REGARDLESS OF HOW LONG YOU'LL BE THERE, IT'S A WELCOME ASPECT OF LIVING IN FT. COLLINS. I NEVER HESITATE TO PARK IN A GARAGE HERE - NOT ONLY ARE THEY WELL-LOCATED BUT IT'S FAR LESS STRESSFUL AND EASIER ON THE ENVIRONMENT THAN DRIVING AROUND HUNTING FOR A SPACE ON THE STREET. KEEP UP THE GREAT WORK!!
- I love the fact that more people are riding bikes downtown, which leaves more spaces for cars. But with that, sometimes the bike racks are overflowing. Could definitely use more bike parking in some areas.
- I love the parking garages and usually just head for one of them. Sometimes the parking is free and sometimes there's a slight fee, but the convenience, out-of-the-weather conditions and locations are perfect for my needs. I dislike driving around and around looking for a space nearer to my destination and am more than willing to walk a short distance and pay a small fee in order to not have the aggravation of circling the block. And PLEASE don't tamper with the parking space size like they did in Boulder. No one can get out of their cars anywhere in their downtown without banging into the next car.
- I only come down here because I have to for work. The one-way streets and parking ruin it for me. Too crowded also, so obviously enough people are coming down here!
- I only park near my destination downtown if I need to purchase large products like cat/dog food, or a #50 bag of oats or rice, otherwise I park away from downtown. Having a downtown free of cars is the ideal for an attractive shopping place. Always worrying about cars pulling in and out of parking spaces is bad for pedestrians (this is why people like malls). Parking for on street parking is also a pain in the butt and reduces the cash people have to spend in the stores and people love doing something for free especially parking. Everyone wants to park exactly where they are going but that is what south FC is for with the big stores you can park in front of. I like the 20 minute (maybe should be 10) areas because all business's downtown will hold your purchases so you can zoom in and pick them up if they are too large to carry to your parking spot. A parking area away from downtown with a pleasant walkway to the downtown area would be best in my mind but in a time when your phone is now part of your ear and you carry the internet in your pocket people hate inconvenience.
- I own a business on W. Oak street and the city owns the parking behind the building as well as the street in front. I speak for all of the other tenants in the building and it is frustrating not having immediate parking spot in the back at least for the owners. It interferes with daily operations time wise as we have to pay for private parking and then walk to the business. I know it is a great source of revenue for the city but I feel that there should be some parking available for tenants.
- I personally love to use the parking garages. I feel that they are very reasonably priced but not very well advertised. Many people that I know will say "I didn't want to have to pay a bunch of money to park in them," but when I tell them that the first hour is free and how inexpensive they are they love the idea of them. They are wonderful, but people don't know it.
- I prefer to dine at a restaurant in south Ft. Collins that has a parking lot.
- I really appreciate that the city is taking interest in this issue and reaching out to the community for input. As a small business owner in a mixed use neighborhood, I look forward to my clients not coming in late and /or angry because of lack of parking, which is being taken up by Old Town employees. Thank you very much!
- I really think there are MORE than adequate parking spaces in Downtown. People see so much free, 2-hour parking on the street and think they should be able to find a space on the street, extremely close to their desired destination. However, most people I know also do not realize how CHEAP the parking garages are. In fact, even though my employer currently pays for a parking garage space for me, if I can't find a spot on the street I am looking for, I go right to the garage - I did that before I had the parking pass and I still do it now. Because even if I am downtown for 4 hours, it's pretty damn cheap to park in the garage. and convenient. and nice with the new improvements to walk from the Civic Center parking garage down the alley. and most of all, I am guaranteed a spot in the garage - probably because so many people don't bother to use it on weekends/weeknights. Too bad there are supposedly no more permanent spaces in the garage (except the rooftop) as we have new employees who have been on the list for that garage for more than a year, even

though I see constant empty spaces, that are getting paid for I guess, but not used on a daily basis. I think if more people really understood how cheap it is to park in the garage, to have shade in the summer, when they come down to shop/dine/walk around Old Town and maybe even got over their perception that parking garages are "unsafe," more people would park there. I really don't think Downtown needs more spaces. people just need to be willing to walk a block or two out of their way to their desired destination. which to me, even as a pregnant 7-month lady, is not a big deal. then again, I usually walk or bike to downtown 2x/week too. You are fighting with a lazy public.

- I recently relocated from the east coast to Fort Collins, and I have to say that for a downtown area there is ZERO parking problem. I can always park when I need to with minimal block circling. Sure if you want a center parking space in the direct centre of town, you're going to have to wait, but there is so much parking on side streets that there is no reason for complaint. NO METERS please!!!! Free parking is one of the best things about Fort Collins. Especially no "pay the the machine and then cary the little slip of paper back to your car when all you need to do is run into a store for less than 10 minutes" type of meter. As a new resident, I'd hate to see needless parking regulation and spending to install needless meters as some of the first things my new taxes go to. Thank you.
- I see from my office that the number of on street customer parking spaces can be increased by geting the "rotating" employees of the street. Expand the additional "free" hour of customer parking to businesses beyond DBA members. We all sacrifice for the revenue generators of the DBA such as New West and shouldn't be forced to join so that our customers can get extended garage parking for free.
- I strive to only ever go downtown via bike. Driving is crowded and stressful, and parking is difficult. If I have to drive, I often don't go.
- I strongly oppose installing parking meters on College Ave. and other main downtown streets. The theory of turnover is good, but the psychological impact will be negative. Carey Hewitt
- I think a 2 hour time limit on street parking limits visitors to eat and then shop. So one of those businesses gets the shaft with this time limit. If there isn't street parking, then I always go the parking structures, but I do look for street parking first. And I can't stay and spend money if I can't park for 3 hours.
- I think a big improvement would be to have more parking garages-add a couple of floors to the garages that already exist.
- I think all in all for the size of our community presence that attend old town on a regular basis, it really isnt all that bad. I think the close college parking should have a fee assosiated with it (small fee like mentioned in this survey). I believe it would help cycle people in and out faster.
- I think downtown in great, but there needs to be more bike parking in central locations.
- I think downtown parking is not perfect, but it's generally pretty good. There's always been space in the garages when I go there. If you guys do put in meters, please make the max length 4 hours long... it's always annoying to keep running back to feed the meter when the limit is something short like 60 minutes or even 2 hours. I understand that shorter times result in more space churn, but it's also really frustrating - particularly if you are down there for a play or a show or event.
- I think good turnover and compliance would be good. I do not want to see parking meters at the curb. Perhaps better signage for paking would be valuable.
- I think if you can get employees to stop parking on the street and use the garages there might be more spaces available for shopping customers.
- I think if you put up meters, people would still pay. The parking garage is a great resource because it is so affordable. City prices (Denver, etc) are way more in comparison. I also don't think meters would cause too much controversy, unless they were crazy expensive and you started booting and towing (like Boulder). I think the free parking is one of the things that puts Fort Collins above Boulder for me.
- I think improved signage would be a great help. I believe more enforcement of the speed limit; trying to turn left onto college at the college /mountain interchange at times is very difficult as cars on Mountain are traveling 35 - 40 mph.
- I think it generally works well. We are slightly out of the "core" downtown area, and on-street parking at our office works fine. I frequently use the parking garages except during early-morning hours, since on-street parking can be hard to find. I do not find parking to be a big problem, nor do I hear a lot of comments about parking problems from our constituencies.
- I think it is easy to take the next step like most cities and add meters. I think better however is selecting the "Boardwalk Place" of parking spots and charging a higher amount for meters at those locations. But leave and ABUNDANT amount of 2 hr parking spots surrounding Old Town with same enforcement! Better signage and use some technology to let people use smart phones to find easy directions and parking locations.
- I think it is pretty good in general. The Free Parking on Sundays in the parking garages is incredibly nice, it is almost like getting a refund. More bike parking would be great, and I think that the racks that take the place of a car parking spot are excellent and reallyembody the city's focus on using alternative means of transportation.
- I think it would be a big mistake to install parking meters. I hate Boulder and Denver for that reason. Although meters raise revenue, they do not increase the availability of parking and they create the impression

that parking is scarce and needs to be rationed. I think there is plenty of parking for those not too lazy to walk a couple of blocks.

- I think it would be a disservice to the city to have to pay for street parking. At this time, I think that the parking situation is very reasonable with the 2 parking garages near downtown!
- I think it would be a mistake to build another parking garage downtown. The two parking garages that are already downtown seem to always have space available.
- I think it's important to keep parking in Downtown free. I resent having to pay for on street parking when visiting other towns or cities. Free parking is welcoming. I also think it's important to enforce time limits, and I recognize that Parking Services does a good job at that.
- I think its pretty good.
- I think many parking places are taken early in the day by local merchants/retailers/etc. They move their cars to avoid a ticket. This has been an issue for many, many years. Hard to stop it.
- I think meters would destroy my business.
- I think on street ticketing is too strict and the regulations in the parking garages are as well.
- I think our parking fees in the garages are too cheap. We undervalue it. We should pay a fee for on street parking as well
- I think overall parking in downtown Fort Collins is easy and stress free. When there are large events it gets tricky, but that's to be expected. But, working in downtown for two years now I think the parking situation is good.
- I think parking services has a real tax collecting attitude. It is too bad the department has gone in that direction. I think the policy in the past with expired plates or paying a ticket for less if you went to parking services was nice. The whole parking referee thing is not good and the referee had an attitude with me. I think the city needs to promote local business and avoid coming across as just looking for revenue.
- I think pay parking on the street would create negative feelings about coming downtown.
- I think that is should be more expensive to park in prime locations and less expensive to park is less convenient locations (parking garages). A metered parking system on College Avenue is long overdue.
- I think the city could make alot of money by having the 2 hour parking be metered
- I think the City should look into parking meters like other bigger cities. I think the Parking Officers are extremely overpaid. The signage downtown says "No Parking from 8-6 pm, although the officers only work until 5:00 pm. How fair is that for the people that abide by the 2 hr parking after 5:00 pm, and there arent even parking officers on duty. Parking meters may be a big expense at first, but would pay off in the end. You cant argue with a parking meter! Get rid of the officers.
- I think the current parking mix is pretty good (garage when over 2 hours, street for under 2 hours), but a few more (and well publicized) "30 minute" parking spots might be good for people trying to run a quick errand. (and in an ideal world, better options to catch frequent bus rides to and from downtown would be nice)
- I think the on-street parking situation along College and along Mountain is unsafe. Vehicles must back into oncoming traffic when exiting a space, and those looking for parking spaces often hold up traffic while waiting for a space to open. I think these challenges, along with what seems to be increased cruising along College on the weekends, might warrant consideration of weekend and/or evening closures of both College and Mountain Avenues. There is plenty of parking in the garages, so why not ask individuals to leave their cars and make this a pedestrian area for a few hours a week during periods of high activity? I know there are challenges, but I think it might make the downtown area more pleasant.
- I think the painted on the street bike signs on Mountain between Remington street and Mason are very confusing. i have seen a number of bikes riding in the middle of the right hand lane. Are the bikes supposed to share that lane? Are the cars allowed in that lane? I wish there was a way you could clarify that.
- I think the parking garages are ideal for our old town environment. If future space is needed, the multi-level parking garages seem the best way to maximize spaces, provide safe parking and provide for weather protection as well. I rarely look to park anywhere else when in old town.
- I Think the parking is pretty good overall. However I do not feel that if I park in the on street parking for 15 mins then I leave and come back to the same block after an hour, if my car was put into the system, I get charged a fee for overage. Thank you
- I think the parking patrol, should be forgiving if you meet them at your car when they are writing a ticket. I also think the handicap parking in front of Garwood Jewelry store, should be re-painted, it has faded.
- I think there should be more free parking for public employees working at the justice center. We are here every day and contribute a lot to local downtown businesses. It's frustrating to have to walk 3+ blocks to get to work, especially during the winter. It is unrealistic and disappointing that the city imposes such high parking ticket fees to people who are helping the economy and working to better our community. It would be nice if there was a low cost (\$10) option to use the parking garage or the ability to have parking passes for street parking near the justice center (so that we would not receive tickets). Even if the hours were longer (4 hours+) for street parking that would be great. I shouldn't have to pay \$50+ for parking on the street and

getting caught up in an emergency (I am a probation officer) which did not allow me to run out and move my car.

- I think we should get rid of the parking down the middle of college avenue completely and make it a green way or, even better, bring the trolley back. Move the parking to garages and up to north college instead, with a free ride to downtown. This will bring business to north college and make downtown more attractive to bicyclists and pedestrians. The parking on the middle of college is an eyesore and difficult to navigate. I think the city should buy the property in the center of Maple, Mason, College and Cherry, it would make a great place for a parking garage, make it cheap and please get rid of the parking in the center of College in old town. I'd be happy to share some ideas during the planning process here, please feel free to contact. Jeff Biegert, 220 South Sherwood Street, 80521. 970-482-1269.
- I think you're doing a good job with a difficult situation. You just have a lot more people wanting to be here than spaces for them to park. If more people used alternative transportation, that would be great -- but you can't force that on people. I'd like to see parking restrictions enforced til 6 or 7 p.m., and on Saturdays. That would help turnover.
- I thoroughly enjoy the center parking strip along College. It gives a unique, old time feel to down town. The parking median could not be used any better. I also love all of the planters and greenery in the downtown area. Parking is always an issue in business and commercial areas, but parking structures are so ugly. Suggestion: Perhaps adding free shuttles stopping on each block and make parking available away from the immediate downtown area. A small parking fee can help offset the shuttle cost.
- I try to stay out of downtown because of the lack of parking and traffic congestion.
- I understand what you are trying to do making us move every 2 hrs and for most restrants and stores that works but tattoos take up to 6hrs and you cant get up and go move your car in the middle of a tattoo or you cant leave your client when you run out to move your car.
- I understand the need of enforcement to create parking turnover on surface streets, however, when a customer is ticketed for exceeding the 2 hour time limit it discourages them from shopping in Old Town again. Perhaps better education about the location of the parking garages and off-street lots to provide alternatives to visitors who are unaware of these additional parking resources would be beneficial?
- I used to bike and walk ALL ACROSS Fort Collins-then I became disabled and can now BARELY walk even with physical therapy. I miss shopping in downtown!! But it is SO HARD to get a space by the Food Co-op or the Cupboard. Because I must use a walker, it is too difficult for me to get from a parking garage to my destination. I am only 46 and hate to see more spaces go handicapped (I'd just like more space for ANYONE regardless of a disability or not). I feel FORGOTTEN by the city because I love downtown but I usually ride with my daughter in the car (my legs can no longer climb bus steps) and I sit in the car while she shops for me since I am not close enough to walk in. Parking is a huge problem for those of us who must go with others because we can't get into a taxi or van or bus or drive ourselves and who have both respiratory (breathing) problems as well as mobility issues. I feel the city is doing everything for bicyclists and pedestrians but nothing for those who are older or disabled. Please try to remedy this!
- I used to own a business and work in downtown, and parking was a little more difficult. We all just parked a few blocks away and walked, which seemed like a good option. I was surprised that business owners do not have the option for some sort of pass. I have lived in other cities where they allowed business owners to purchase passes. Birmingham, Michigan is near where I grew up and they have a great little downtown area. You have to pay a quarter for every 15 minutes at the meter though, so I think that parking in Fort Collins is a dream!
- I used to park in the garage but my vehicle is too tall - Dodge Durango with a pod.
- I used to work downtown. The 2 hour parking can be bad for business. And to have people pay is bad as well when they could go else where for free. When they get ticketed its a reflection of "down town" clients would get so upset and threaten not to come back. The parking garages are nice. My truck with a camper top and rack would not fit higher than 1st floor. There is not a lot of street parking and to "run in" some where doesnt happen. We need to support local business but we need it to be a plessurable experience. as well as safe
- I usually try to park in the Oak/Remington parking lot when I go to Old Town as it is convenient to the square and easy in and out for me...Parking on busy College would terrify me...I detest the idea of only being allowed a two hour maximum in downtown which is counter productive to shopping a variety of stores and always watching my watch to see how many minutes I have left before I have to make a mad dash back to my car. Consequently, my shopping trips are then cut short....How ludicrous is that ??? This is totally unfair to the merchants also...I would rather go to the mall where I can have a leisurely shopping experience instead...I have avoided Old Town a lot due to parking issues. I would spend more money there if it was more car user friendly...I will not go into the parking garage as I get clastaphobia in there and also feel it is unsafe for a variety of reasons. WE need more open parking lots to solve some of the crucial, urgent parking problems in down town !!!! Maybe bicyclists could also have their own smaller lots too....THANKS !
- I volunteer at the main library during tax season and parking close in is hard to find - since we can't park right out front due to time limits. It would be nice to be able to park in front of the library since we are doing a public service - or let us park in the off street parking behind the library.

- I want to thank you for looking forward and for providing this questionnaire to receive comments, especially from cyclists.
- I wish parking were easier, as we'd come down and frequent the locally-owned businesses more!
- I wish the hybrid vehicle (or carpool) parking would have worked - might need more awareness building. You might try it again in selected places (within the garages or at Remington/Olive surface lot). Thanks for involving citizens - I appreciate the City's proactive work.
- I wish there was more street parking and less medians. Also more left turn options would make circling the block easier to find a parking spot.
- I work for the City and park in the CCPS 5 days a week. I drive downtown to park for dining & shopping with family; when I do so our preference is to park close to destination.
- I work here and my Daughter attends CSU. Parking is not just an issue downtown, it is also an issue at the university. Fort Collins needs to improve parking altogether. Make it affordable, or you will lose businesses and students.
- I work in the Justice Center and I'm required to come and go to meetings, etc throughout the day. It's extremely difficult that there isn't employee parking for people who work in the JC. I can't access my car quickly and easily to get to meetings unless I arrive before 6am. If I leave for a work related event I often have to walk two blocks to get to the office. I rarely drive downtown on the weekends because it's too much work. I love to work in old town but the parking is ridiculous and it costs too much to buy a pass for the garage. I would venture to say that most people in the JC have issue with parking except possibly those who aren't required to leave during the work day like myself and my 20 plus fellow co-workers.
- I work in the Justice Center, however, because I am a state employee I do not get any of the benefits the city and county employees get. I think all staff in the Justice Center should have the same benefits to the parking garage regardless of who their employer is.
- I would entertain free parking garage parking 24/7, and install smart meters on the streets. Like Belmar in Denver. Make it as easy as possible for folks to decide on downtown. I know, its radical but it would work. Adding bike racks to the garages would be a good idea...no weather and well lite. Thanks!
- I would like the lot parking inspectors to not be so strict about parking in the lines, for example, on a snowy morning I parked and couldn't see the lines, I guess I was out of the space a little, because later in the day I was given a ticket for it. I work 8 hours and never leave the building so couldn't have moved my car after the snow melted. Now I have to worry every snowy day if its going to melt and I'll get a ticket. also our employees are here for 3-6 hours per day, just outside of the 2 hour parking limit, if there was some way to create a downtown employee pass that they could get for cheaper than a lot fee and would be clear of all fines without having to walk 2+ blocks to get to work. Not only is all day parking hit or miss, its dangerous at 8PM when having to walk to a deserted part of Old Town to get your car. thank you
- I would like to come down town, have lunch and do some shopping. 2 hour parking is to short to lunch and shop...so I go to Cheyenne, WY My daughter and granddaughter came from KS City, KS and found our parking problem hard to believe. They wanted to shop more but there was no time...so we went to Loveland. I do not come down town if I can keep from it and I love to shop.
- I would like to see more spaces directly in front of businesses for 1 hour or less to facilitate more turnover - then the next 'layer' around be the current 2 hour and then leave the 'no limit' spaces as they are further out. I am fine with walking a distance the longer the time I will be there for an event - but I am deterred from stopping into 1 business due to the lack of parking. Parking on College should be 1 hour and enforced to facilitate more turnover.
- I would like to see the loading zone behind the Food Coop reserved through Saturday. We have to load & unload for our Farmer's Markets every Saturday in addition to events throughout the year. It's always a hassle trying to find a location to unload in the afternoon. Then I have to lug heavy tents/tables/merchandise through Old Town when the loading zone is taken by other vehicles. Having the loading zone reserved through Saturday would make my life much easier!
- I would love it if there were more bike parking! I commute by bike about 99% of the time and always choose Old Town for work & play.
- I would park to the side of old town on side streets, but I have found the streets to be old and deteriorating. Some of the old buildings could easily be torn down to open up more parking and probably should be. The parking garages are not an attractive alternative. I don't know why, but you lose the feeling of being part of the experience of old town. I think "old town" needs to have a strong establishment of what is "in" and what is "out" with a parking lot buffer surrounding the entire area -- almost like a Disneyland feel. The problem with the current state is that parking is at a huge premium, with no perfect delineation as to where old town really is. If substantial parking were available surrounding the area -- all the way around, then the downtown area would thrive with substantial pedestrian traffic. The mish-mosh, soft edge approach is leading to dysfunction downtown and struggling businesses -- not because the business are good or bad, but people simply can't access them. Going forward, downtown can then expand, and probably would beyond the parking as people would consider walking out from the parking lots as well as walking in -- hence a natural progression of expansion, but either way, parking would be widely available. I moved here from Las Vegas

and I am surprised that the area is not treated like a major entertainment center, but rather simply a minor attraction. If you want to see old town thrive, then bring in a casino consultant who can tell you how to manage traffic flow and how to pay for it. They understand entertainment centers better than anyone. Long live Old Town!

- I would pay for parking at the parking garage, but really don't think it is safe when i leave at night. That means I have to park 2-3 blocks away and when the sun goes down early, that is not safe either, as i have alot of stuff i have to carry to my car. I think the state employees should get free parking, as do the city of FC employees.
- I would really not be prepared to pay to park downtown. I would take my business elsewhere, where I can find free parking.
- I would visit Downtown businesses more often if parking were easier. I prefer parking garages but because I don't go to Downtown often, I'm not sure where they are located. Signage to direct visitors to parking garages would be helpful.
- I, frankly, like to see the parking time limits enforced. Besides, the people with the little scanners are usually really nice. I never mind walking a ways to find parking, but I often use the parking garage because it is dry, convenient, cheap, and really easy to use.
- I'd like to emphasize my earlier comment that something should be done through negotiation or stronger means to utilize the many private off-street parking spaces that stand empty evenings and, in some cases, weekends. After all, all of these businesses benefit from the public parking the community provides during their business hours.
- If meters are used it will be essential to make them credit card/electronic payment-ready (ie pay through smart phones or other handheld devices). I'm not opposed to paying for parking but hardly anyone carries change anymore. The issue of overnight parking also needs to be addressed. It is much better for people to leave their cars downtown after drinking too much than to drive home because they are afraid of getting tickets for leaving a car overnight.
- If parking is not free and close to where I am going, I will avoid downtown as much as possible. There are plenty of restaurants elsewhere.
- If parking meters on the street were installed downtown the apparent friendliness of Fort Collins would change for me. My family and I would be less likely to shop or eat downtown.
- If people decide to drink and leave their cars, there should be an incentive instead of a parking ticket. Not all of us know someone in Parking Services that waive tickets, and it's unfair. You know who you are.
- If the downtown area is going to continue to compete with the south end shopping/restaurant options, convenient, adequate parking is a vital component of that. Not everyone can or is willing to ride a bike, especially for evening outings or daytime ones that involve children or shopping. If parking continues to be an issue, I believe more people will opt for the Harmony corridor/Centerra areas for shopping, dining and entertainment.
- If the Mason Corridor project ever comes to fruition it will be awesome. I would go downtown exponentially more often if I could hop on a fast and direct route, especially if it ran late enough to make coming home from the bars a safe and easy task. A bus or light rail that runs from Harmony to Laporte or beyond in either direction would be the best thing to happen to Old Town since the major restoration projects, and would be great for lots of other stretches on College as well. The current bus system is too limited in both routes and run times (doesn't run late) to be useful to the casual rider. Please continue to move forward with the Mason Corridor project!
- If the parking garages were free, I would use them more often. More bike racks would be really nice. Retain our small town feel with not putting in parking meters.
- If the parking were better I would bring more clients downtown for lunch or drinks it is cumbersome to drop them off then go hook up with them it seems to me that the city could come up with another parking structure close to downtown truly it is a pain to find a spot to park which I feel hurts the downtown merchants we went to downtown last week for dinner and never could find a spot and ended up leaving for another location to bad for downtown good luck
- If there was paid parking, there should be an "easy-pass" way for people doing business to park without having to feed meters all the time.
- If you decide to go to meters, please don't use the meters that the City of Boulder has. It is nice to pay in one meter for a variety of spots, but those meters don't take dollar bills. I don't carry much change and it is really inconvenient to put \$1.50 on a credit card. The machines should take bills as well.
- I'm concerned to much data is collected from Non-Property Tax paying Non-residents living in un-incorporated areas, those who can't vote here yet groom our city anyway.
- I'm usually in a fairly bad mood after looking for parking in the Downtown area. I live nearly the same distance to the Downtown area as Centerra....The choice usually leads me to Loveland.
- I'm willing to pay for parking in a garage on occasion, but metered street parking would make Old Town a less desirable, less friendly place to visit.



- Impacts of parking during daylight hours in Oldtown affect the ability to park on residential streets. If I drive to work, I am often unable to park in front of my house until after 6 pm, and if the library, museum, or Old Town has an event, it may be later than that. Less available/short term free parking close to the commercial areas during the day brings people into the neighborhoods to park vehicles. Planned/advertised upcoming high density housing and new and redesigned/existing commercial buildings will further aggravate this issue. Additional construction should be encouraged strongly to consider the need for vehicle and bicycle parking during the planning stages, potential encouragement could be in the form of incentives by the city, or opportunity for a private (probably paid) fee lot. New commercial developments should be designed to encourage travel to and from the location on non-residential streets.
- improving bus service will help people be able to take the bus to work. Can Ft Collins work with employers to incentivize people riding their bike to work?
- Improving Saturday turnover is our biggest concern.
- In addition to attending occasional meetings in the downtown area, I enjoy dining and shopping at the local businesses. However, the lack of available and convenient parking in the area usually results in me going elsewhere in the city for dining and shopping. I would also consider conference-calling in to meetings in the area so I don't have to worry about whether or not I will find a parking space near the meeting location. If there are improvements, I would consider bringing my business back to the downtown area.
- In comparing Fort Collins downtown to other places, parking is available and plentiful. The parking garages are centrally located and cheap and the on-street parking is never farther than a couple of blocks from anywhere downtown. There isn't a "parking" problem ... it's a "people" problem. People grouse when they can't get a parking spot right in front of where they're going. Adding meters is NOT going to change that. The delight of downtown is that where ever you park, you have a lovely walk to where you want to go and maybe even find something special you weren't expecting along the way. Don't mess that up with parking meters.
- In general, a pretty poorly designed and executed survey.
- In general, I am frustrated that I am on what seems to be a never ending waiting list to get covered parking at the Civic Center Parking Structure.
- In general, I think that the residents of FC are spoiled in regards to parking in Old Town. The garages are cheap and easily accessible to downtown businesses. On street parking - while difficult to get a space- is free when you do. Bike parking overall is amazing in this town- my only comment would be that the existing racks downtown need to be bigger, or have more of them as they are regularly full.
- In general, parking downtown is not that difficult.
- In the 10 years I've lived in Fort Collins, I've probably had 3 frustrating experiences trying to find parking downtown. All the rest of the time I'm usually able to park within a block of my destination, which I think is pretty darn good. I walk or bike downtown more often than I drive, which helps. But even when driving, parking really isn't a problem for me.
- Increase 2 hour spots to 4 hour spots, heavily enforce, enforce on Saturdays, better bike parking areas
- Increase bike parking, more spaces. Leave parking free for up to three hours. Maybe encourage more parking in the garages. Fort Collins has a great downtown with relatively easy parking, please don't screw it up.
- Installing parking meters could be the worst thing that Fort Collins could do. The street parking should remain free. Better accommodation of bike traffic would be a big plus. How about painting some green zones on the intersections so cars are more aware of bikers and their rights to use streets. I think this would help a lot and make our community safer.
- it could use more handicap parking. i have a handicap parking permit but there aren't enough of these spaces available. i don't always have the option of parking 2 blocks away and walking. sometimes my legs just won't let me do it. i don't know how or where you can put in more parking but last week i drove around downtown 3 times to find a spot. i almost went home without doing my shopping. i fortunately found a space. but, by then the store was only open for 3 more minutes. it made me have to rush in the store.
- It definitely could be worse, but it's nice to see efforts are being made.
- It discourages people from doing some spur of the moment shopping if they have first taken time dining leisurely because of fear of a big ticket in the 2 hr. spots. It doesn't seem right to also fine someone if they change their parking spot by two hour time limit and find another close by one downtown to be shopping longer. I've heard others say that discourages them from shopping downtown. We certainly don't want to do that!
- It is annoying enough that I'd almost always rather ride my bike. Better public transportation is key, I think. But all in all -- a steal in terms of cost for parking.
- It is difficult to meet the needs of all residents regarding parking needs. I feel that a multi-level parking garage is the best use of limited space and will help ease parking issues when the Mason Corridor is completed. If the parking garage is not directly adjacent to shopping/dining on College/Mountain Avenues perhaps a good shuttle bus system from the parking garage to businesses on College/Mountain might help people be more inclined to use the parking garage, particularly for those with mobility issues.
- It is extremely hard to convince my husband to come downtown for any reason solely due to the parking here. He once took his motorcycle, parked in what looked to be okay with no sign saying it wasn't and got a ticket.

He had been extremely frustrated by the lack of street parking available, and it is nearly impossible to get him downtown since that happened. If we are thinking of eating downtown and don't find parking we usually leave for somewhere else.

- it is great just the way it is - please don't change anything!
- It is very difficult to find parking by the downtown library. The city made it even harder when they made the Olive Street lot permit only. Whenever I have been in that area Mon-Fri, 8 am-4pm, the lot has never been full. In fact it is always less than half full. Why don't you change it and allow 2 hour parking for one row of parking spaces? Is there any benefit to the city or the public having a lot half empty every day? I have been very late for some events happening during the day at the library because I couldn't find any place to park, and ended up parking several blocks away.
- It is VERY hard to maneuver around there with bikers and skateboarders darting in and out of TRAFFIC!!!!
- It may be useful to mark driveways and alleys with yellow lines visible from down the street so you can easily identify that a certain gap in a row of parked cars is not a spot, but rather a drive or alleyway. A lot of people (including myself) slow drastically thinking there is a spot, when in fact there is not a spot!
- It really is a nightmare since my mobility is limited. There are stores that I would love to shop in, but if I can't get a spot, I shop or eat elsewhere.
- It seems that most of the people who work/park downtown park near the library during the day, but these spaces fill up very quickly and there don't seem to be any other free, longer term parking options within ~2 blocks of Old Town. I ride my bike most days, and I'm all for incentivizing transit, biking and other options, but sometimes I need a convenient place to park my car during the workday.
- it sucks! I would come downtown 3-5 times a month, now I'm lucky to come 1-2 times
- It sucks. It's the reason I don't go there more often.
- it would be great if there were shuttle buses that were run on Natural Gas or Hydrogen; that would circle around the Old Town area picking people up at various locations and drop off sites. It would be especially good to have them pickup and drop off people to both Downtown parking garages. In this time of economic problems this would have to be surveyed to see if the ridership would be worth it. I have heard many people say they like Old Town but do not shop there very often because of the parking hassles.
- It would be nice if businesses were allotted 'x' amount of spaces. It is difficult to leave on time sometimes, due to the needs of the business, to move your vehicle
- It would be nice if city/employee would provide free parking for people who work here.
- It would be nice to know where additional public parking is located block by block.
- It's always a struggle to park downtown but we can cope with it.
- It's great for a city downtown of this size. And generally free, and ramps are cheap! I'd say very adequate. Don't mess it up! Let the complainers check out Boulder! Or most cities around our size with active downtowns (the few that exist!). Keep up the great work!
- It's not bad, but I used Remington/Oak parking lot a lot and now more spaces are reserved. It's only bad on busy weekends. Then we tend to not come downtown.
- It's really important that RESIDENTS who have no off-street parking alternative are not penalized financially for parking near home and walking, biking, etc. to where they need to go.
- I've lived all over the world (Italy, Japan, Australia, Germany)...Fort Collins is by far the best city/community I've ever been a part of
- I've lived here for 40 years and have always appreciated free parking in downtown Fort Collins. I go to Boulder every few weeks and do NOT appreciate always having to pay to park even blocks away from their Downtown (Pearl Street area). I'm willing to walk a bit, but not pay for quick trips for quick shopping stops in downtown. I don't shop downtown unless I can park for free and go in for a quick trip. It's too hard to find parking as too many restaurants/bars so the 2 hour slots are always taken and no short time spots for us shoppers!!!
- I've never had difficulty finding parking in Downtown. I usually park a block or two or three away from where ever I'm going. It gives me an opportunity to stroll and admire the stores. If I find a space in front of my destination, fine....if not, fine.
- I've worked downtown for almost two years now and parking is the biggest inconvenience. I've lived in other, more metropolitan areas that don't seem to have this trouble and I notice by your survey suggestions that you don't seem to want to solve the problem, but find ways to charge more money for poor services. My clients need to park anywhere from two hours to all day, close to my business, not two to four blocks away. It's inconvenient for my clients and I to stop what we're doing just to go move our cars. It's even more ridiculous that employees have this same trouble. If we have to pay at all just to go to work, we should at least be able to get a yearly permit or have a better choice of lots. The rules enforced downtown are ridiculous. Most people I know who work downtown have stories of improper ticketing. One, a delivery driver, was ticketed for parking in front of Cozzola's to do her job. Another, one of our co-workers, was ticketed for a street he wasn't even parked on. If you're going to continue enforcement with parking attendants, they need to be better trained, though I don't think there's any sensible alternative to meters. Thank you for your time.
- Just charge for parking on the street, using meters that way if they want to stay for 4 hours that's fine, and it will generate revenue for the city. My employees can only park 2 blocks away because there is no over 2

hour parking close by, but they can not afford or do not know they can purchase them, or how? Need larger parking signs for garage signs need to be on college ave

- Keep free on-street parking. It makes Ft. Collins a visit friendly place. Unlike many other small cities which see visitor parking fees as a revenue source.
- keep parking spaces where they are as of now so we can park close to where we want to go; don't let some outside consultant charging you a lot of money make you take away the College Avenue middle parking spaces; they don't live here; they don't really know what it's like and how nice we really do have it here; it gives Fort Collins a unique home-town feeling and actually forces cars to slow down on College Ave. thru downtown and "enjoy the flowers" and the ambience. Our society, as a whole, needs to learn to "slow down" and be more considerate of one another. Those middle parking spaces on College Avenue downtown are handy and very useful. I use them constantly.
- Keep the garages cheap! I like parking in the garages because they are so reasonably priced, if I don't find street parking right away I just use the garage. And honestly, I would exchange street parking for bike lanes and walk-ways and vote for another parking garage in the area.
- Keep the on street parking free. There are pay options. Keep the diagonal and center parking.
- Keeping pan-handlers at bay, or the ones sleeping in the doorways in town, near college and oak.
- kudos to you for working on this project - parking is a big issue and probably plenty controversial!
- LaPorte street should not have parking. Go back to the old design with more lanes for traffic because crossing is more difficult now.
- leave it be. keep it free
- Leave it just the way it is.
- Like I said- I just really wish there was a way to pay for a 24/7 reserved space/lot. I live in downtown and when I return from business trips during the evening, I have to temporarily park my car far from my apartment, and then move my car later that night into a lot when people leave the restaurants and bars. Major pain.
- Like I said, there needs to be a place for RV's to park. This is supposed to be a tourist town but where do you expect them to park? A lot of people choose to drive so that means motor homes, travel trailers, vehicles with boat and off road trailers. They need a place to park.
- Like many downtown areas, there is a public perception that parking is at a commodity. But the reality seems to be that there is usually plenty of parking available except during a few large-scale events each year. Continue using good signage to let out-of-town visitors know their options. I also think some underutilized parking areas could be better promoted (underground parking at Safeway comes to mind).
- Longer time limits for street parking (3-4 hours) would be great, more specialized EMPLOYEE parking systems in place would be great as well (like a window sticker to denote a Downtown employee) for street parking up to 10 hours. Many of my employees (and our business!) are unable to afford a monthly pass for the parking garages and work 20+ hours/week with 5+ hour shifts at a time and parking for them is a gamble.
- Made the comment concerning the safety issue of diagonal parking on College. That is high priority to me!
- Major decisions regarding parking for both cars and bikes should be delayed until the impact of the Bus Rapid Transit is understood.
- Make down town more enjoyable by removing the 2 hour time limit on parking.
- Make downtown safer for pedestrians. Consider rerouting traffic and making a larger walking-only area (like 16th street in Denver).
- Make more garage space and less cars on the street, encourage pedestrian traffic.
- Many of the parking rules are unclear or unstated on parking signs, e.g. backing into a parking space, or re-parking on the same street after the 2 hour limit is up.
- Maybe have certain areas designated for lengthier parking times close to the stores and then have the 2 hour limitations for parking areas in the center on College Ave. Or simply reverse that.
- metered parking should be considered. Time & time again I've had friends & family have to step out of a business in order to move their car before they get a ticket. This is very inconvenient and annoying!
- More bike parking is definitely necessary! The city should add more red New Belgium spots all over downtown. Why not have two of them next to each other? There should be more added in the parking garages and in front of The Rio, Trailhead, Surfside 7, the Food Co-op, and other popular destinations.
- More bike parking, please. As for car parking I think the garage works fine for now and the rates are reasonable.
- More bike racks and designated motorcycle/scooter parking
- more bikes are better!
- More free parking!!!
- More frequent free parking in garages. bigger discount for business ee's to use garages.
- More Handicap parking available.
- More lenient parking violation policies, for example: if you are over by 5-15 min violation grace period, x number of times per year for forgiven tickets and if paid with x number of days you get a discount.
- More parking for motorcycles.

- More parking will only bring more driving! We need to encourage non-motorized transportation by prioritizing it. Many European cities have INCREASED the desirability of downtown locations by making them car-free or just bike friendly. There is a parking dilemma downtown because there are too many drivers! I am against making driving any "easier." I'd like to see the City make walking and biking easier to and in downtown, especially on College and for folks coming from the North end.
- More public lots for employees of Downtown Businesses.
- more strongly encourage fewer cars. mass transit or bikes or motorcycles, etc, would make getting around Much easier and emit less pollution. Would love if the pedestrian-only area was expanded. Really appreciate the dismount zones and signage. Wish more people were literate
- Most consistent problem is trying to back car out of on-street diagonal parking space when a bigger vehicle has parked next to me, so that I can't see when there is a break in traffic to safely reverse into the traffic lane. But I like the diagonal parking, so I don't know what the answer would be to this problem...
- Mostly, I find no problem when I go down.
- Motorcycles and scooters should be encourages since they take much less space. I suggest you allow motorcycles to park longer to encourage their use by employees.
- Motorcycles should be allowed to park downtown longer than other vehicles. Pay meters downtown would be a big deterrent. Not just because of the cost, but because it's a pain to either carry change (no one does anymore) or to deal with some automated box for your credit card. I can't imagine the retail businesses would be in favor of this at all. It would be nice to have more parking lots in the vicinity of downtown to provide more options, but it doesn't matter much to me since I ride my bike everyday anyway.
- My answers are based on a child care business 2 blocks off College Ave.
- My biggest grip is having to explain to my customers that "2-hour" parking means "2 hours but that you cannot come back to that ZONE for 6 hours" Many of my customers are from other communities where "2-Hour" parking means move your car to a new spot after 2 hours. The zone issue and 6 hour issue don't make sense to many people. If they park here, then drive to the city building or another business, then come back, maybe 4 hours later, most people have no idea they have to find a new zone. I think you should use the traditional definition of two hour parking or you need to post what the rules are. There is always parking on the street in front of my office - 1\_\_ block S Meldrum.
- My customers only complain about the parking on week days, and rarely over the (non festival) weekends. I see the need for timed parking, though I also see how it effects all of us merchants. Sales tax numbers are effected cause of this two hour limit, and may be able to grow if a hour was added to the allotted time.
- My employees travel from various parts of Northern Colorado to work in my Fort Collins location. My business is technical enough that finding local employees (those that can commute without a car) is impossible. As the city continues to convert day long parking over to time limited parking, the ability to find parking for my employees becomes extremely difficult. If this path is continued by the City, my business will be forced to move to a more outlying area or neighboring city that will have sufficient parking for day long workers.
- My family and I travel through Fort Collins on a regular basis, traffic in the downtown area is always a nightmare no matter what time of day or night we seem to travel through there. We rarely shop at a stores or eat at restaurants in the downtown area because of the parking and traffic issues. If the parking can be made to be more convenient to get into and out of, we would be more likely to visit the stores and eateries in downtown.
- My family really appreciates the multiple-story parking garage across from the Courthouse. It is an inexpensive, safe, and convenient alternative if we don't find a place to park on the street.
- My husband is in a wheelchair - so handicapped parking is very very important. Would like to see more in lots - such as the Oak/Remington lot. Sometimes they are all taken and we cannot park in a regular space and get him into his wheelchair. Thanks.
- Need a parking structure east of Old Town. Linden Street/Mountain Street area. Free parking is essential as we all go to Old Town to spend our money and our time. Parking should be free, painless, and stress free. More New Belgium Bike Racks need to also be installed with better lightening as a deterrent from thieves
- Need better signage. I got a ticket parking on Laurel in front of the Rainbow Cafe, between TWO OTHER CARS, only to find a ticket for parking in the bike lane, and no sign indicating that parking was forbidden, or identifying he 7 foot-wide section inside the white line as bike lane only.
- Need More parking !!!
- Need to be more on street parking friendly. I moved my car after my 2 hour parking was up and got a ticket for parking on the same street even tho I moved my car. Made me change my shopping habits.
- Need to get city and county employees out of the better spots in the parking garages; put them on the roofs. Quit subsidizing their parking fees. Give them a bus pass or provide a bus shuttle from outlying lots. Parking meters will kill downtown retail. Spaces need to be free with more understandable terms but with strict M - Sa enforcement. Get private downtown employees out of street parking.
- no
- No parking meters!!! They are ugly and do not promote turnover - anybody can feed a meter!

- No parking meters, please. Your determination to make a new plan seems like a solution in search of a problem.
- no problems. actually, FC has great downtown parking. I would HATE to see it go to metered parking
- No. But I do have issues about parking in neighborhoods around CSU campus, with regard to new student housing being constructed. Please make developers provide off street parking for all of their tenants.
- Not about Parking but..... I am a responsible smoker. I don't like the irresponsibility of bar owners who do NOT clean up cig butts on the sidewalks and curbs outside their establishments. I think the DDA or the DBA should send a letter to these owners and ask them to clean up before 7am the outside of their front doors. The litter is unacceptable. Thanks for the opportunity to vent !!!
- not completely parking related, but traffic is dangerous to pedestrians, many drivers do not heed the crosswalks, and speed. college and mountain should be stopped in both directions to allow diagonal crossing as they do in denver.
- Not happy that there seems to have been no plan to accommodate Otterbox employees at their new location on Meldrum They occupy most of the street parking up in the neighborhood which is an inconvenience for residents and guests.
- Not having weekend enforcement is just plain silly (to keep it fairly kind). What are the most busy days of the week for downtown?
- Not only is moving motorcycles every two hours excessive, even during Motorcycle events Motorcycle parking is not difficult. Please lift the 2-hour limit for Motorcycles.
- Not so much parking, but the inability to turn back around. Lots of No Left Turns and if you do get a left turn, end up mired in the one-way streets to the west. Seems like I go a ways out of my way to head back south.
- Of course I would pay parking meters if necessary but free downtown parking is one of the features of Ft Collins I brag about when I am traveling & I talk about our town. Paying for downtown parking would also influence me to go to the malls & shopping centers. That would not be good for downtown business.
- Often if I come downtown to shop or dine, if I cannot find a parking spot within about 15 min - I just give up and go somewhere I know will have a spot that I don't have to fight for. I want to shop/eat local but it's really difficult sometimes.
- old town fort collins businesses are doomed because of the parking issues. It's very sad and primitive the way they enforce parking now.
- On a different subject..... use the street sweeper in the bike lanes please.
- On street bike parking is great. Makes sense.
- On street parking close to my destination can be a challenge, and I understand this, but if parking was free in the parking structure and advertised as such I think this would help alot. I assume that if I park in a downtown garage that there will be a fee, so I dont consider this to be an option.
- On street parking is very limited and I know there is nothing that can be done about that. The garages are good and are centrally located, I have never had a problem finding a spot in either garage except when there are events going on in Old Town. On weekends that there are events, I would like to see shuttles running so people do not have to constantly circle around looking for a parking spot - also maybe have parking restrictions not in affect during events (except for private residential areas).
- Once again, staff of downtown businesses need alternative parking to the 2-hr street parking. I am not opposed to metered parking as long as credit card payment is accepted at the meter and the meter is very near to the parking spot.
- One more bike = one less car. More bike parking will free up car parking spaces. How about a bike corral in one or more downtown parking lot? I would take the bus if it went more often than every 20 minutes.
- One of the best perks of frequently/visitng (for visitors) downtown Ft. Collins is the free parking. Please don't start charging for parking!
- One suggestion is to create a bike parking area in the Parking Garage (there's that area in the structure on Mason, that's just East of the toll booth) that could be converted to "Bike's Only" where bikes can park, be protected from the weather, and secured. Being that the location is also right off of Laporte Ave, an enterence/exit ramp can also be engineered so the bikes don't have to enter the structure using the same enterance as cars. This is obviously close to shops and restaurants and can accomodate a lot of bikes without cluttering the downtown walkways or taking up more parking slots like the New Belgium racks. Don't get me wrong, I do like those, I just don't want to see any more on the streets. Something similar can also be done with the other parking structure.
- On-street parkign should remain free with current enforcement policies in place. Encourage more employer participation in structured parking options.
- Open-Ended Response
- Opening up extra parking lots such as the old police building, or the steeles parking lot. It seems more \$\$ is spent on enforcement, ticketing etc than on making convenient, safe parking available. Parking on the street in the neighborhood north of the police station is just not safe to walk to and from work especially in the winter months when it is dark at the close of work. Not to mention bad weather then there is ice to deal with. It is very inconvenient to be employeed in old town solely for the lack of parking, unless you want to pay an

expensive amount per month to park in the parking garage which is now on a waitlist. We provide a service to the community yet it is at our own cost to park. Another suggestion for the mason parking garage is rather than charge \$1 for one minute after the first free hour is to charge in increments, .25, for 15 minutes over .50 for half hour over .75 for 45 minutes. Thanks for taking the time to consider our input, it is important!

- Other cities have 3 hour parking limits in down town areas which allow more time to leisurely explore or enjoy a meal without continually checking a watch to avoid a citation. Such an increase would encourage more residents to support local down town merchants and the arts. One does not want to feel rushed or pressured with time constraints in making an important purchase--kitchen gadget, major appliance, work of art, etc. Two hour parking limits are a hindrance and limitation.
- Our downtown parking is the envy of people who come here to visit us from other cities.
- Outside the box thinking. 1A) Convert 1st floor of downtown to a parking structure, with downtown on the 2nd floor and above. College would go through with no access to parking. North-bound College enters East Parking at Laurel and exits parking at Walnut. Likewise for sound-bound and West College. 1B) Parking around perimeter of downtown and downtown becomes a street mall like Perl Street in Boulder, except College which has bike/pedestrian bridges. 2) Parking must be free for customers and employees. 3) Setup to prevent traffic jams during special events.
- Overall decent, but challenging on the weekends and I can see how it would deter a lot of people from coming into Old Town, especially with the bar traffic. The bars are great business, but can get a little intense in certain areas.
- Overall I think Fort Collins is extremely progressive with its Parking Services programs. My only complaint is with my employer (the City) because in this arena, it is not equal for all employees. Some facilities have lots of free parking. Others, like those of us who work downtown, must grab an unlimited space on the street (few available) or pay for a parking permit in the parking structure. I would prefer if all employees were charged a very minimal fee for parking and then give permits in the structures or City lots (i.e. City Hall and Parking structures, which is difficult, as I understand they are sold out) to those employees who need long term parking. The 2-hour two-step gets old when you can't find a free spot and can't afford or get a permit in the structures.
- Overall it isn't horrible. I just expect to not find parking on the street and am pleasantly surprised if I do. Please make sure you DO NOT take away the motorcycle parking downtown. That is FANTASTIC.
- Overall it's quite good. Old Town is just too popular to not expect some trouble finding a parking place. Thank goodness for that! We live just east of I-25 in Clydesdale Park and frequently bike in, almost as often as we drive. Love this place!
- Overall parking is pretty good during off times from the campus; however, once the colleges are back in swing, parking downtown becomes much more difficult. It is during these times that parking needs to be addressed.
- Overall quite happy with current parking availability. I certainly don't mind walking several blocks & prefer lot parking to street parking. Really love the lot at Remington and Olive, that is where I almost always park. I hope you can keep it!
- Overall, I appreciate free parking being available downtown. I prefer not to pay for parking and generally seek out free parking further from my destination when there are meters. However, I understand the potential need for meters. If parking is charged for, I would strongly encourage investment in more bike parking facilities to ensure free options for transportation.
- Overall, I think it's good how it is, but would like to see more all-day spots adding in the surrounding area. Would be very discouraged as a business owner to see people charged to visit my business; guessing that would further encourage people to visit other places of town where parking is free (everyone I've spoken to since reading the article, about a handful, indicated that they would be turned-off to Old Town).
- Overall, parking really isn't that bad in my opinion but I live 5 blocks from Old Town proper. Making biking even safer (you're doing a great job with this now) would potentially reduce driving even further (think better bike lanes up to 20 blocks from Old Town). Paying per space would be OK for me if it was the best parking downtown (ie., College, on the street, NOT in the middle).
- Overtime parking tickets are unreasonably high and a hardship for many. Courthouse parking garage was rendered less useful by closing off the east side entry on Mason. Very poor decision not explained to the public. If court security was the primary reason, that's a joke. Court employees use the private employee entry on the east side. They aren't inconvenienced. Judges park underground, they aren't inconvenienced. Only the poor schmucks who have to go in and pay fines are inconvenienced - the general public who pays for an elite group of justice system employees with little regard for handicapped access. Have you ever watched elderly and disabled try to get into the courthouse? And the cops take the best parking spots.... The \$100 fine for overtime parking next to Joe's Coffee House - off the charts ridiculous. Thanks for asking.
- Parking a few blocks from downtown poor because people park there all day. Would like to see a "zone parking" system like other cities have where residents can park all day but visitors can only park for two hours.
- Parking and enforcement from a customer perspective is great! 2 hours is plenty of time to shop around, sit down and eat at a restaurant, or run in for an appointment. However, parking for employees downtown is a

pain. Our employees attempt to park past the parking garage or in areas that aren't 2 hours but it is dangerous for them to walk to their cars after dark with poor lighting and no safe walk help. The parking garage is expensive either to pay everyday or monthly passes for someone working locally at minimum wage or just above that. It would be nice if there was a way for each owner to purchase one or two spots either on the street or make a level of the parking garage available for employees. It seems it would also work to have the owners purchase a pass for the garage at a monthly discounted rate that they could give to their employees or if we could create a downtown employee card that would validate our parking in the garages?

- Parking downtown for business owners and employees should have some type of reasonable cost parking permit that allows them to park longer. The permits, and lots available now have such a long wait list, people find themselves parking on the street anyway.
- Parking downtown is better than most cities. Bike parking is usually adequate but with larger events or busy weekend nights the bike spots get overwhelmed. The large bike racks were a fantastic addition!
- Parking downtown is difficult when there's a big community festival, like New West Fest. But for the most part, even on weekend nights, it's "challenging-but-manageable" and I think that may actually be a GOOD thing. Downtown is eminently accessible via the bike path, and neighborhoods with wide bike lanes, and our winters are mild enough that it's a rare day when you truly can't bike downtown. I like that the scarcity of parking encourages people to reach downtown via other options than a car, and when the Mason Corridor bus line opens there will be yet another way to reach downtown without driving and parking a personal vehicle.
- Parking downtown is difficult. My mom is handicaped and it is really hard for her to move around. So parking in front of the store is really the only option for her. As a result of poor parking she is unable to be downtown as often as she'd like to be.
- Parking downtown probably isn't the solution. Something like a free park and ride away from downtown would be great, or simply running many more buses and promoting the heck out of them so that people actually use them would be wonderful. I feel like most times when I ride TransFort it's lightly-used at best and many of the passengers who are using it do so because they have no other options. Traffic in this city is incredibly annoying and frankly a waste of gas considering how long it takes to get anywhere. We need more public transit flexibility and we need to promote its usage. Thanks for taking the time to listen to my feedback on this, and I hope you guys are able to give it some consideration.
- Parking for County employees really sucks. I hate the parking garage and we are forced to park blocks away from our jobs at the Courthouse. And there have been new 2 hour limit signs put up on the street that I have parked on for 7 years, so that limits my parking options....again. I believe that the parking enforcement is nothing but a revenue generator for the city and it is an area that is abused by our city government.
- parking for shopping/entertainment is fine, sometimes needs to look for awhile but feasible alternatives available. Parking for work downtown is practically impossible. Not nearly enough "free" alternatives for a longer term parking scenario.
- parking garage is pricey need more bike racks on outer blocks, you can't ride on main sidewalks so you need them where we have to stop biking
- Parking garages are ugly and contribute little to the aesthetics of a city. If more are necessary they should be disguised, beautified, and made into multi-purpose facilities with shopping, office, or other uses that can be more visually appealing at eye level. A useful, convenient, and inexpensive trolley or bus system that shuttles people around the downtown area can actually draw more folks downtown and reduce the need for parking downtown. Alternative transportation should be encouraged and perhaps Mason street can be the arterial, rather than College Ave in downtown.
- Parking in Downtown Fort Collins is a challenge but that is to be expected for an area with so many wonderful and diversified shops. Additional off street parking would be wonderful and would relieve some of the congestion; however, ONLY if the lot (Note, I said lot and not garage.) does not take away from the Old Town atmosphere and if it is free. Parking meters take the fun out of shopping, as do parking garages. Parking on the street means you walk back to your car past all of the shops and you just might see something to buy you missed the first time. Thank you for the survey.
- Parking in downtown should be owner and employee friendly as well as customer friendly. We need more free "all day" parking so 10,000 people don't have to go move their cars every two hours. The current system, designed to annoy owners and employees into parking in the over-priced and badly located parking garages sucks. There is a possibility that people would park in your expensive and badly located parking garages if you offered owners and employees free or basically free parking in those structures. I'm not walking 2+ blocks to work for the added bonus of paying for it -- PLUS I have errands to do in the process of running my business and I don't want to add all that time and effort into those endeavors.
- Parking in Old town is tough, but if the Oak Street Lot is closed as was planned a year or two ago, it will become a nightmare. There is not enough additional parking as it is. More garage space would be nice. Also, better lighting on the streets East of College would make parking on the street there safer.
- Parking in the Downtown Area of Fort Collins is EXTREMELY frustrating and difficult to find. I often have to circle the block numerous times to find a spot...I then try to seek out spots further out from downtown, which

can also be difficult to find. As a last resort I am willing to pay. The signage as well as layout of streets and parking are very difficult and make getting around a challenge.

- Parking is a concern for many businesses. It would be nice to have a parking lot or garage near the south side of College in the area of Magnolia and Mason. Any busy Friday and Saturday night, people circle and circle looking for convenient parking. If we begin to charge for parking space on the street, many people won't come downtown, not during the economy of the times. The Oak Street/Remington parking lot fills quickly. There is an open space on the corner of Magnolia and College that could easily be turned into a parking area.. As for Bikers... We need more bike space for parking and education where to find it if they are new to the area.
- Parking is absolutely horrible. I will avoid downtown at all costs because it is such an annoyance. Biking is ridiculous since I live quite a way out and besides, who can shop and bicycle items home? If you want to limit Old Town to just bicyclists, then by all means make more parking for them. I will be frequently there less and less in that case.
- Parking is difficult enough already. However, there needs to be designated spaces that are more than 2 hours to allow for people to actually spend time (and money) downtown. There have been several times when I've been downtown for meetings or work related purposes or appointments and would have stayed for lunch or shopping but didn't want to hassle with moving my car and trying to find another space. Also I don't believe people should be ticketed when they have moved their car from the space they were in to another open space within that block or length of road.
- Parking is fine. Please move onto another transportation issue or another downtown issue. Please.
- Parking is hard to find on nights and weekends and is often a deterrent to coming downtown. We live a mile away from College but will drive to the South side of town because we can't find parking. We love to walk but late night, weather, etc. determines travel by car is more convenient. Keeping parking free but time limited around 2 hrs is great!
- Parking is much better and easier than Denver, although it is very crowded--parking spots in Old Town are hard to find, even when parking far away from the destination. The parking garages are helpful and often used.
- Parking is the biggest deterrent to visiting downtown. When my family goes out to eat, we drive through downtown because of the great restaurants, but leave because we cannot find a parking spot within blocks. Over the last year, we have dined downtown only once.
- parking lot near justice center is not really affordable for state employees, nor convenient to park up top. It is dangerous at times to have to walk so far after hours, when leaving in the dark from work in the winter. In these difficult economic times for everyone-paying for parking to just go to work is not in budget.
- Parking meters are a bad idea for downtown Fort Collins! They would not only not solve the parking challenges, they would create a deterrent for people to park downtown. Parking does get challenging downtown, especially on the weekends, but I can always find a parking spot. And if I don't, I park in the parking garage, which is dirt cheap. The price of parking in the parking garage can be doubled and still be a bargain. No one wants to see downtown Fort Collins become downtown Boulder.
- Parking meters or charging somehow would deter spending my shopping dollars downtown, remember parking is free at Centerra, Flatirons.
- Parking meters would deter me from spending money or visiting Old Town. Keep parking free on streets, increase the length of time that can be spent in each parking space. Remove restrictions on overnight parking.
- Parking, bicycling, patios and pedestrians walking are all interrelated issues. In our area 300 south college block-- you just approved a new restaurant which will probably find its parking in our lot much to our chagrin. Much of the ON street parking in our area has been 8 hours but with the new restaurant, that may need to be re-visited. Bicycle parking, patios, use of the sidewalks for merchant goods have constrained the ability of pedestrians to get around on the sidewalks on College. This must be considered while finding increased parking for bicycles
- Pay kiosks or coin operated timers are SO annoying. I really feel like if the City wants to pursue this as a solution they would need to sell parking permits (weekly/monthly/yearly) to residents who want street parking so it doesn't just create more of a hassle. Bulky pay machines along the streets would be very tacky! I definitely support more biking/walking/trolley cart types of solutions.
- People may complain about parking, but I don't feel it is an issue. I rarely have a problem finding a spot and it is no issue to walk a few blocks to my destination either.
- People should stop whining, parking is cheap for cars. Old town Fort Collins is a beautiful place to live!
- People who work downtown should be required to park in the parking garages which would create a few more spaces for people who want to shop or dine downtown. One thing I enjoy is the vibrancy of the downtown in the evenings. Ft. Collins is a bustling city but a very friendly city. Lets keep it that way with no parking fees. You have a chance to encourage walking or biking with your Mason St. corridor. I have seen wonderful rickshaw type bicycles on side streets. You have a five mile corridor past the university which would probably employ plenty of pedal power. Small shuttles for folks who have mobility problems or in bad weather. Is something like the 'Zip' at Interlocken at the Broomfield shopping mall a possibility? Help promote a healthier



community. A 5 mile stretch does not need a lot of huge lumbering buses. A good area for the Bike library giving people a chance to provide their own pedal power. Along that area would be a great place to plan parking with bike shuttles to Old Town. The fun bikes that allow 8-10 people to pedal to their destination would even be more fun. Maybe sounds touristy but I think the locals would get into the swing of things too! And by the way, we checked out one of the new alleys behind Caninos--VERY NICE! Has a look like the Boulder alleyways downtown--only BETTER! Very upbeat--esp. like the lighting. Now to see it lit at night. Are they solar? Anyway, I hope you will consider ALL comments and not hurry into a decision without a great bit of input from people in all walks of life rather than matching just ones that agree with your point of view(s).

- Perhaps indicate by signage approximately when the 2-hour time limits are monitored (i.e 9:30, 11:30, 1:30, etc.) so people don't have to guess.
- Perhaps making sections of on street parking (i.e. curbed but not the middle spaces) metered would ease the burden of so many cars with limited spaces available.
- Please consider replacing the artsy racks that don't accommodate a lot of bikes with higher capacity racks. Go for function, not form on this one. I'd support converting a few more car spaces with bike parking. Please DO NOT take away the places on College to do a u-turn (at the end of each median parking strip) by converting them to bike spaces. It really helps to be able to turn around at the end of each block, especially because parking isn't easy. Sometimes you see a space and can turn around to get it.
- Please do not adopt "Pay Stations" in downtown Fort Collins. Retain the convenience and desirability to visit the businesses. Parking fees would discourage frequent visits (some days we make several visits for shopping and dining, or just to walk around). We moved here a few years ago and were immediately amazed and pleased to discover Fort Collins was a city that encouraged visitors to experience Old Town without the added burden of parking fees. I trust, that in the final policies created for parking improvements downtown, free parking will remain one of Fort Collins' greatest appeals to both residents and tourists in promoting growth and success for its businesses.
- Please do not install parking meters for on street parking. I only see it as a deterrent to coming downtown.
- Please DO NOT meter street parking. Doing so will alter economy of downtown. Keep it free, parking garages added downtown have been great !
- Please don't take up limited car parking spaces with bike racks. It is very frustrating and an inconvenience to find other limited spots.
- Please get rid of the overnight tow zones, it really does promote drunk driving. You are creating a safety risk for everyone by having this policy! If access for cleaning is key, make it certain weekdays no overnight parking to facilitate this.
- Please keep the River District high on the list of areas for which a parking strategy (public and private) needs to be created.
- Please make parking a positive and not a negative- I have heard from customers for over 24 years how they hate coming downtown because they get a ticket- change it to 3 hour parking or meters, please!! We need people to feel good about coming downtown- we are the heart of FC!!
- Please Please Please consider painting parking stripes on the entire 100 block of Mathews. Because it's free diagonal parking and so close to Old Town,.. it is a very high-demand parking area. (even worse now that Mtn Tire Store is closed, so their large open lot is unavailable). The lack of stripes means that people park like IDIOTS. (bad spacing, bad angles, etc). Striping would help parking be more uniform and consistent,.. and allow a larger number of cars to fit. Please!?! ;)
- Please publicize --more than once -- all the costs of the survey and the Expert Parking Panel.
- Please remove meters. I would like to shop downtown but can't find free parking. If there were no meters, I would spend a lot of time downtown shopping, eating, etc. Now I just go to the mall where I can park free for an unlimited time.
- Please start enforcing weekends both Saturday and Sunday.
- PLEASE...Leave it as it is. I lived in Colorado Springs for 10 years and found their parking plan to be a huge deterrent to going downtown. Quite often I would need to run into a store for less than 20 minutes (to get a coffee, pick up something quickly at a store like Ace) but C.S. would charge an exorbitant fee at the parking meter. I stopped going downtown for this reason and I'm afraid our downtown in FC would similarly lose my business. Please don't put in meters, our free parking is a huge part of the success downtown. Perhaps more 1 hour parking spots to keep the turnover and enforcement (tickets) can be a good source of revenue. I use the parking garage when I plan to be downtown for longer than 1-2 hours, so perhaps another garage may be the answer.
- Pretty easy to park actually. We like the parking garages being \$1. That's a big plus. If it was more, we would never use them.
- Provide back-in to front-end diagonal parking
- Remington lot should have dedicated spots for condo owners. Week ends we have no parking places if we leave in the morning
- Remove one lane of traffic in each direction on College. Install bike racks everywhere.

- Remove parking from island area of College and provide better off street parking, such as a lot.
- should be more friendly for business owners and employees, if you dont have businesses, you wont need parkign for customers!
- Side streets need to have more angled parking options.
- Simply not enough parking downtown. One-way streets add to congestion and hassle trying to get around downtown, find a spot, park. Most times we avoid downtown because of the parking inconvenience. We do NOT like to have to park and walk to our destination(s), especially if dressed up, wearing high-heels, carrying packages, etc. So we go elsewhere to dine and shop.
- Since I predominately use Transfort and my bike, car parking is not a big issue with me. I appreciate the extensive changes being made for biking downtown by the city. We 'claim' to be a 'bike friendly' and a 'green' community - perhaps it would be beneficial to educate the mass of car drivers on being more 'bike friendly' - and - educate the 'biking public' to be more aware of traffic rules...when's the last time you were on a bike? - when's the last time you thought of traffic rules regarding a bike? - when's the last time you cut off a bike in your desire to arrive at your destination (and save 10 seconds in the process). And the same questions apply to the bike enthusiast. Perhaps a changing banner across College promoting cooperation - we need to make people aware. I know: every time I see - 'Be kind to motorcyclists', I think of one of them slicing thru traffic between cars...so...there must be 1 college student around that can come up with a 'worth while' idea that gets the spirit without sounding 'totally preachy'. Good luck. I look forward to biking in Fort Collins. Yes, I also realize the banner across College is directed at motorists since bikes aren't allowed. :)
- Since we do not have to pay for on-street parking in Downtown Fort Collins, it means that all the citizens of Fort Collins have to bear the cost of providing that parking. I think it would make much more sense if the users of the parking had to pay for it themselves.
- some kind of shuttle service by carts or small vehicles to get people who park in the garage and have 3 or 4 stops to make from place to place,. It may be that because I am handicapped I find it difficult to find paking in front of each place I need to go so there fore I avoid town.
- Some of the bike racks are very low to the ground, making locking the bike around the frame very difficult to do. Also, tons of people have bikes, so they get intertwined and because they are locked up it's very hard to get pedals out of wheel spokes! More bike racks would help this
- Some of the present "2 hour" area should be made longer term parking - many of them never have any cars parked on them because they are too far from the downtown area and locals do not use but employees and clients would use them easily if they were available. Again, the best example - and most glaring - is the street by the Armadillo. It is, consistently, at 5% of street capacity(!!) and has over 2 dozen spots available on a daily basis M-F. Has anyone tracked or noticed this? It's a poor usage of available capacity...
- Sometimes more focus is given to more attractive bike parking. However, generally speaking, it seems the more attractive the bike parking, the less functional it is. Please focus on function over form, otherwise the precious space is wasted. I wonder if bike lockers, while not space efficient, might be popular (<http://www.flickr.com/photos/79498713@N00/2251454934/>)
- Stop finding ways to eliminate the on-street parking, such as installing bike racks in parking spaces and prohibiting parking on Mason. Also, the traffic pattern for the parking garage entrance on Laporte is dangerous and confusing.
- Street parking close in should be metered and more expensive than parking garages
- Surface lots full of city/county vehicles are irritating. Refine enforcement so that, if I move my car within the allotted time to another space near my original space, I won't get a ticket.
- Tell New Belgium to build its bike racks on the sidewalk or put them in the parking garage.
- Thank you for recognizing the need for improvement.
- Thank you for the free parking! Our city is growing and it's becoming harder and harder to find parking downtown because of so many residents.
- Thanks for taking the time to do this. What about a "bike garage" in the old Goodwill building? Could do it "coat check" style where it is manned and then folks can check their bikes in and out.
- Thanks for the chance to voice
- Thanks for the opportunity to comment!
- Thanks so much for looking at parking as a way to improve downtown!
- The parking limit signs on 200 block of oak need to higher and more visible!!! I did not see the several an officer said are there
- The 2 hour deadline is enforced too much to the point I don't really shop as much as I would like because I am concerned I might get a "ticket"
- the 2 hour time limit is inconvenient. 3 or 4 hours would be sooooo much better!
- The 400 vulnerable downtown residents are truly strained. See earlier coment about a visor tag or bumper sticker giving them leeway; perhaps all day every day or doubling their time from typical code enforcement. Something PLEASE
- the biggest issue that we run into =, having a family of 5, is that we normally go to a store, and then have lunch. we know that there is a time limit of 2 hours for the spot, but if we decide to stay longer and move

the car closer to the other location, we have found out that we are blocked out from parking for 4 hours, once we park there. Even if we go down the street and get another location. First of all this is not clear. Also, if we left and came back later, we could get ticketed. even if it is hours later. This is not posted, you only have this one four hours on this city block. Also, where you can move to is unclear. we often will be down at say the cupboard, then go up to silver grill and move from one end of college to the other. different spot and we have given up our previous one. most cities want you to at least move your car. It would be better if we could just know what the rule is. I know that there are times we leave the area inn stead of continue shopping because of the inconvenience of the time limit. and knowing that we can not return or park near our store turns us away. if you leave your spot, you should not have to leave the area for 4 hours to avoid a ticket, or be forced to now pay for parking because you are frequenting MORE stores. These restrictions are gone at night, but we have a young family and we aren't going to the bars at night. I understand that you want the spots turned over, and have no problem moving the car, but to be forced to leave the area for an extended period is a bit offensive. If parking became a pay only option, we would probably not go downtown much. we are already going to the shops there. We live in south FC, and the drive is a bit to get there, If we knew we had to pay to park every time, we would find other locations for much of the general shopping LIKE CENTERRA. The experience downtown is one of the reasons we moved here. If it becomes a burden to go, then we will find other areas to frequent.

- The biggest problem I have with downtown parking is when I have a health care appointment on Peterson, just north of the Library. It is becoming increasingly difficult for me to find a parking space within 1-2 blocks of where I need to be. For Peterson, and other neighborhood streets in downtown/Old Town, I'd like to see parking limited for 2 hours, except for residents of the neighborhoods. They would be given identifying windshield stickers. Everyone else, however, would be limited to 2 hours and thus, there would be greater availability for parking. Enforcement of the 2 hours in the downtown shopping area may also help turnover there.
- The biggest problem is that there is not enough public parking. There are several private lots that have blanket signs reserving stalls with no indication of what hours the associated businesses use them. There are few, if any, load zones, or short term parking. We often get takeout from several of the restaurants and there is rarely any place to legally park. It would be nice if some of the private lots were open to the public after business hours and if there were more short term place (but not too many). the two garage's are not convenient for short term and the parking rules do not seem clear. We frequently go to boulder to Pearl St Mall and there are several City garages and one private one that are very easy and convenient to use and don't cost too much. I wouldn't increase your prices, but you might want to look at their access control and payment options for ideas on how to improve the existing garages. There are a lot of options that could make the downtown experience much better. Load Zones that are patrolled during business and peak hours would be the biggest improvement that I can see.
- the block face concept is absurd...i shop at down town stores five or six times a day
- The californication of fort collins means that 40 years of ruining the parking will be difficult to undo
- The center/median parking is hazardous because many a time I have almost had some one drive into me from the other side because both of us are goign for the same spot. Given how everyone is rushing into the just vacated spot I am surprised there are not too many head on collisions. One could stream line them such that cars can only enter them from one direction and leave from the other direction.
- The city has ruined our economic viability on Jefferson st. by removing our on street parking. Now it is suggesting to take our private parking. this is wrong !!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!
- The Civic Center garage is great!
- The FC planning guidelines do not require off street parking in the downtown. The plan calls for parking structures & has caused severe harm to downtown development by not complying with its own code & goal.
- The garage parking is dirt cheap. Try parking at these rates in Denver or Boulder; it can't be done. There is plenty of parking available now. I don't need why there is a rush to provide more free parking. The garages are cheap and I've never had a problem finding a spot in them. With the coming of the Mason St. Corridor, why more free parking?
- The garages are convenient and reasonably priced. I do not mind walking to my destination, but for those with mobility issues, a shuttle from the parking garages might increase their tendency to come downtown.
- The improvements in bike parking have improved my opportunities to go downtown, even though I live close to Harmony/Shields. I'd pretty much given up on parking a car, except in the garages. I \*do\* prefer free parking on the streets, even though I often don't get to use it (or park several blocks away). I also appreciate the free short-term parking in the garages. Those things make a huge difference. But the bike is best.
- The issue of too many red curbs is particularly a problem on the fringes of downtown, e.g. on S. Mason St. by Avo's, near the Lincoln Center and the downtown Post Office and particulalry on the streets north of CSU between Laurel and Mulberry. The red curbs are totally excessive. Folks can park cars along them without sacrificing safety. Throw away the red paint!
- The Jefferson street park is too small to handle the current extreme level of usage. Making it into a well lit parking lot would help turn it from a major downtown negative to a positive.

- The lack of convenient safe parking is a negative to shopping in downtown Fort Collins. Allowing angle parking on College Avenue is not safe by my standards.
- The large red bike racks are ridiculous - they are nice pieces of art work, but annoying to use and way too big. Smaller racks placed more frequently throughout town would be much better. I will tend to lock my bike to a sign that is in front of the location I am going, than one of the large bike racks further away.
- The layout for parking is acceptable, but could use a little more organization.
- The loss of vehicle parking spaces for bike parking has had an impact even though it is a small amount of space that was taken - please do not take more street parking for this! I would love to bike downtown but living 5 miles away makes that unreasonable. I also really hate the fact that if I park downtown for a meeting in the morning, then come back in the afternoon I run the chance of getting a ticket for being there longer than 2 hours because the system thinks I have been there the entire time! The city has spent much time and money to make the alleys so nice - let's line them with bike racks.
- The lot where Steele's used to be should be opened up for public parking. The city should acquire it by eminent domain and open it for public parking.
- The Mason Street Corridor is of absolutely no interest to me. I live in Willow Springs south of Harmony Road. For me to use the MSC, I would have to drive or ride a bike 3 miles to go North into Old Town. Finish the bike paths near our end of town before wasting our hard earned tax dollars on this project. Our kids can't access most of the trails in town or their schools because they don't connect. The powerline trail needs to connect to Bacon/Zack/Kinard and Fossil Creek Park and then on to Cathy Fromme.
- The median parking along College backs-up traffic and causes near misses, constantly. Drivers blindly backing out of parking spaces? Seriously? This is a terrible solution. Please do not repeat this bad idea, elsewhere.
- The most useful thing to have would be a map showing parking locations in the form of an online map (PDF). It should show free and pay areas (including each side of streets available for parking), color-coded to show the different time-limits (1, 4, 8 hour graduations). Also indicate any private establishment-only parking areas such as Safeway, First National Bank, CSU, etc.
- The New Belgium bike racks in certain parking spots are a great innovation, packing 15-20 bikes into the space that used to be taken by just one car--the only problem (if it is a problem) is that they're often full. I'd love to see more creative collaborations like this in Old Town.
- The number of pedestrians and drivers who feel entitled to walk/drive/change lanes in front of moving traffic against lights is a huge reason I don't go downtown. I will drive to Windsor or Loveland to do the majority of the shopping for items found in downtown Fort Collins.
- The only time I have found parking to be difficult in downtown Fort Collins is during New West Fest and other large downtown events--but there's no remedy for that! Otherwise, I can usually find a spot within a couple of blocks of Mountain x College and if I don't in one pass (no circling around!) I just head for one of the garages. Maybe some more handicapped spaces are needed? (I haven't noticed if they are always in use.) For those of us who can walk a couple of blocks--and even enjoy walking downtown--the parking situation seems fine as.
- The on-street parking along College and in the middle seems to be a huge safety hazard--seems like there are either people going really slow looking for a parking spot (but not paying attention to other traffic) or people going way too fast. Also it seems like it's always really dangerous when you have to back out of one of the diagonal parking spots along college especially if a large truck or other vehicle has parked next to you and has significantly blocked your line of sight to traffic on College. I wish you would something to make that safer, but I am not really sure how you would or could and still maximize the parking spots. With the bike parking, it seems like the bike racks tend to get overloaded quickly and it's hard to find one close to your destination at times--I would be willing to pay a fee to be able to park my bike closer to my destination and have it protected from the weather--while I am willing to walk a few blocks when I drive downtown for parking, normally I am not quite as thrilled about that when I take my bike.
- The parking "rules" downtown are ridiculous! I can't believe you make people MOVE their cars every 2 hours once they are downtown, enjoying downtown, spending their money downtown. Often I've wanted to come & spend the day downtown but the parking rules have made me not do it. I ONLY come downtown to eat or for a quick tour of the museum. What a sad situation to have a lovely downtown but to hinder people from spending much time down there. Then, you can't just move your car around the corner! What nonsense this is. I've lived in small, college towns before, they've never done this type of thing before. You are making me go to Loveland or Boulder or just stay away from downtown due to the parking tickets.
- The parking downtown is not good. I prefer shopping elsewhere. I never even consider the stores there.
- The parking enforcement in Fort Collins is deplorable. Multiple times in the last two years I know of instances where people have been given tickets for the wrong vehicle, wrong street, or other matters that show a lack of effort on the person responsible for checking parking spaces. Fort Collins efforts to create higher turnover appear more like a misuse of funds, namely the truck that drives around with two city employees. Instead of more enforcement, how about bringing back parking meters as well as some type of affordable yearly parking permit for Old Town employees that allows them to park more freely in the Old Town area.
- The parking garages are great. Go vertical. Like the free parking garage times, too.

- The parking garages are nice, however they are not very convenient for commuting and there could be at least one more, space is at a premium downtown especially during the holidays.
- The parking garages are the best deal in town.
- The parking in the down town area is horrible
- The parking situation has been made worse by converting alleys into malls, thus forcing deliveries into the streets.
- The parking structures are great. Another one closer to the Lincoln Center or Discovery Science Center would be useful and could eliminate some of the on street parking which can be dangerous to bicyclists and pedestrians. You certainly have your challenges because I would bet the majority of downtown patrons want to park on top of their destinations and not walk from a garage or lot. No wonder obesity is rampant. Good luck.
- The problem seems to be lots of people wanting to be in a relatively small area at the same time. The only time we drive downtown is when we bring an elderly person or the weather is bad for biking or we are purchasing large items that cannot be biked home. We have lived in The Fort since Jan. 1984 and remember how dead it was for many years. It is wonderful to have a vibrant downtown ! Even though it is sometimes inconvenient to find parking for a car or bikes( amazing to see all the bikes now), we want to be downtown !
- The slanted parking in the middle of the College Ave. is the only place I can ever find a spot, however, it's ridiculously difficult to back out of the spot safely, mostly because drivers are not courteous. It would also be nice to have more crosswalks. I have visited cities where they have very clearly marked (painted and signed) crosswalks in between distance lights and a clear pedestrian right of way rule. This may slow up traffic, and our city's atrocious drivers would likely have trouble obeying new traffic laws, but the ease for families with children and handicapped individuals would be appreciable.
- The system works well now, I am suprised to find you trying to fix another problem that isn't broken. I moved here from a community that went to parking meters and it killed the downtown businesses.
- The town is growing so the parking is a little tighter, but at this time it is usually not too difficult to find a spot. As we continue to grow, we will need either higher costs to park or more off street/ garage spots.
- The whole concept of the way Downtown parking is handled by city government is wrong. Parking needs to be free, easy to find, and without risk of punitive measures. There are way too many "no parking" areas that are entirely unnecessary. You need to squeeze as much as you can out of the available space. In addition to my previous remarks, here is another: You now have preferential treatment for motorcycles. They are allowed to park in regular parking spaces and usually take a whole space, but you also have dedicated motorcycle spaces where cars are prohibited. There should not be dedicated motorcycle spaces. Motorcycles should use car spaces and be encouraged to share them --- 2 or more cycles per space.
- There are a couple of open areas in the downtown area that could be made into parking lots. Another park or two is not needed since there are two parks located a block apart. Downtown traffic is extremely heavy, as is the parking situation.
- There are businesses in town that are closed after 5 or 6 pm weekdays or closed weekends that have signage "24 hours towing" These businesses need to be made aware of the importance of the support needed to other down town businesses and should limit their signage to stating that parking in their lots is ok during "none" business hours and state their hours. This change would open up several areas for parking.
- There are no serious issues with parking in downtown. People tend to speed a little too much on North College and driving through the parking garage but there seems to plenty of available spaces, even during the busy times.
- There are not enough handicap parking spaces on College Ave to get close to business and shopping.
- There are so many wonderful, cool, eclectic shops to see in old town and restaurants to try, it's a shame that the parking issues keep most of your patrons away!
- There have been several times that cars on parked in the same spots for hours and never ticketed. Bicycles are not to be locked to trees, patios, etc. and there is no punishment for them? Alley's have delivery vehicles constantly illegally doubled up and no tickets are issued. Alley's have cars parked in them and no tickets are issued. Who chooses the 15 minute parking spots? And why are they two, side by side on West Mountain? Who approved this?
- there have been times we would like to go downtown but knowing there is an event or something which would make parking difficult, even for a bike, we do not go.
- There is a heavy emphasis on on street parking enforcement and restrictions in this survey but downtown Fort Collins must consider more parking availability for employment since the garages are considered full. Creating higher turnover on the street, while good for retailers, does nothing to address this problem.
- There is a perception that car parking is difficult to find, but I have never had to park more than a block from where I was going. Perhaps a public relations campaign to convince people that it's okay for their lazy butts to walk a block.
- There is always an issue with the parking garages - they are either being painted or closed for some undisclosed reason. Most people have no problem with parking in the garage and walking. Simply make the parking garages more accessible and improve the walking conditions downtown. There is not a week that goes

by without a close call with a bicycle - one almost hit me in the crosswalk Thursday evening - running a red light. The sidewalks on College are narrow to the point of being non-existent. I try to take my 79 year old mother to the farmers market on Saturday mornings - but typically a couple of weeks ago - I couldn't get close enough for her to walk because the streets around are closed for some bike race - that didn't seem to exist. The parking is not the issue - its the hazardous sidewalks that are the real problem - it's getting harder and harder to get around town. The city government's attitude is - if you aren't a bicyclist - you don't count.

- There is not enough parking at all near Laurel and College, especially for employees that need to park for more than 2 hours. Now they are changing the ally near that corner and it's taking away parking spaces!
- There is plenty of restricted parking spaces available downtown that do not need to be restricted after 6:00 P.M. or on weekends & Holidays. Why are they restricted 24-7 no one is parking in these spaces!
- There is under-utilized parking lots/space available in the downtown area.
- there is usually a spot to park a bike within a block, but the racks are often stacked 2-3 bikes deep, which is inconvenient and can cause damage. at peak times you can have to walk quite a ways to find a secure, well lit and highly visible spot to lock up.
- there isn't enough. When I need a quick "15" minute parking spots in Old Town during the summer. Some of the shops along riverside don't have parking garages very close to them. When I went to Photography by Desiree the other day to drop off a check, I had to park in the garage and fight traffic to walk those few blocks. It's time consuming and a deterrent to shopping in Old Town.
- There needs to be a designated lot or area designed for Recreational Vehicles and vehicles that are pulling travel trailers etc. We encourage out of state tourism and there is no where for them to park in the old town area.
- There should be a bus that runs on weekend nights. There are not enough taxis and too many people drive downtown then drink and drive home. There needs to be better public transportation in this town.
- This comment is for the entire Fort Collins Area regarding parking. All parking lots in this city, and county areas as well, are designed in a manner to make it inconvenient to enter and exit for consumers. One driveway to enter and exit in large lots is ludicrous and shows ignorance in design and a lack of consideration for the consumer. I feel it also contributes to so many businesses failing in this town. If it's inconvenient to patronize the business, no matter what kind, people will go elsewhere. In the retail business the motto is location, location, location! However, even with the most desirable location, if it's a lesson is frustration to just get into the parking lot, people will not go there. Rather than subject myself to this frustration, I will stay in the south parts of Fort Collins. Even dealing with the traffic problems caused by an antiquated traffic system is better than going to "Downtown" for anything. Perhaps the city should do something about that problem as well. The "Harmony Corridor" that is being renovated to attract newcomers is a dismal failure because of traffic snarls and accidents.
- This is kind of related to parking. More cab service available for people to get to and from downtown. Especially for the weekends when people are drinking.
- This might be a bit off topic and I don't know how this could be achieved but i think that one solution is to improve the taxi service or options in Fort Collins. There are very few taxi services in Fort Collins and the ones (or dare I say one) service available is sorely lacking. It seems to me that there is very limited availability during peak nightlife hours. When the nightlife ends, I have waited 1.5 to 2 hours to get a ride home. I can tell you that the majority of my friends have had the same experience. We of course aren't going to drink and drive but I would think that if rides home during peak hours (midnight to 3 a.m.) would greatly improve people's outlook on going out downtown. This could ultimately improve revenue for downtown and who knows, maybe free up parking and lessen the odds of drunk drivers? Just my two cents. Best of luck!
- Though folks may be annoyed by the 2 hr rule, it's worth it because the majority of the parking is FREE.
- to enforce time limits downtown in certain areas after 5pm - or be able to buy permits. Anything to limit the students downtown after dark. This is a big reason I won't go out downtown after a certain time.
- Turnover is vital. Long term parking (longer than four hours) should be diverted to parking garages.
- Two comments we get at the Visitor Center often are: 1) There is no signage about the 2 hour parking rule and not being able to move your car within the same block or you will get a ticket. 2) Visitors have a hard time finding any businesses that will verify parking or give them a ticket for 1 hour free in the garage (can this/is this something that can be posted online somewhere?)
- Two hour parking is very inconvenient for City 281 N College Ave employees. This has been made worse by removing some of the all day parking on Maple and providing extra 2 hour street parking for Penny Flats. The Jefferson St Parking Lot helps, but it is dangerous crossing College Ave because of vehicles not obeying traffic signals & the short time 17 seconds allowed for crossing the 6 lanes of College Ave traffic.
- Use the money for the Disneyland-like Trolley planned for Downtown and Lindon street for more bus service on the bus routes serving Downtown. If the bus is more convenient than driving, people will take the bus more and not be stuck circling for parking.
- Vehicles that stop in the road waiting for a parking space is dangerous to others. Drivers that choose to stop in the road rather than park a little farther from their destination should be penalized.

- We absolutely need to help find parking for employees in old town. It is absolutely crazy! Parking in the garage sucks because you have to pay to park. Therefore every hour you work your basically losing money too. I would get a parking pass for the garage, however the wait list on that is so long its not even worth the trouble because I probably wont even be working in old town by the time my name is up on the list for a spot. I hate old town parking and working here is awful because our customers have trouble finding parking as well as employees.
- We already support DT with a portion of sales tax. I demand that street parking remain free because it keeps DT accessible and vibrant for short visits. The parking garages are easy to access although some of my female friends have told me that they are afraid to use the garages when they are alone and in the evenings.
- We are on the north end, and can often find employee parking in the morning. If we leave for a meeting (which is frequent) we often have trouble finding spots again, and resort to on-street parking. This takes spaces best suited for retail shoppers and disrupts our work flow, needing to repark after two hours. Also, the parking space bike racks are a ridiculous use of resources. Often, the racks are partially used, and the bikes are not contained within the space, and an adjacent car will have to "double park" a little to avoid it. Who gets the ticket? the car. Bike racks along the edge of the sidewalks were working fine, but removed in favor of these minority-interest-group-satisfying racks. Anecdotally, I have not seen an increase in bike ridership parked at these new racks over the old ones. Seemed to fix a problem that was not there.
- We have been involved in the downtown area for years and it seems most people feel they must find a parking spot on the street and don't consider how convenient the parking facilities are and don't realize how economical it is. especially compared to the Denver area. We are so Blessed to have the parking garages for our use!!!!
- We have never had a problem parking in the parking garages. I have heard people drive around, complaining that the garage costs money. I have never paid over \$2-4. Compare that to other cities where parking starts at \$10 to enter the garage. However, I do not want to see another parking garage downtown. I a new one is built, one should be designated for downtown employees to make the other two easier to maneuver and utilize pleasantly.
- We have not have had much difficulty finding a place to park Downtown.
- We have the pay for parking model backwards. We should pay for the convenience of parking near our destination through parking meters or other. Parking should be free in the garages to encourage people to use them. We should also have bike share available in the parking garages for use by people who park there - Boulder has the new B-Cycle program. Imagine a B-cycle station in each of the parking garages. That would be great.
- We love old town and parking is pretty good. Can't beat FREE. Would like to see greater enforcement of the club crowd overnight cars.....towed or booted please.
- We moved here in 2006 and were very impressed that not only was Old Town very well maintained and attractive but that you encouraged people to come down town by making parking free. Please do not put in meters or other paid parking or Old Town will be just like so many other twwns like Madison, WI or Colo Springs who talk about wanting people to shop/eat downtown but them make it as expensive as possible to park. Then the city fathers cannot understand why we all end up at tye malls or other suburban shops/resturants. MB
- We only go downtown during the daylight hours for shopping, dining, and for required government business (licenses, voting, etc.). Parking is never a problem during this time. We will not go downtown at night anymore because of the changing dynamics caused by the night crowd (unruly at times), so we offer no survey data for night parking experiences.
- We really ought to consider implementing performance parking. This would reduce pollution (particularly ozone which is currently a concern in Fort Collins), reduce motor vehicle traffic (which would make old town more friendly to bicyclists and pedestrians), increase the availability of parking, and provide more revenue for the city. See: [http://en.wikipedia.org/wiki/Parking#Performance\\_parking](http://en.wikipedia.org/wiki/Parking#Performance_parking) <http://pedshed.net/?p=105> <http://pedshed.net/?p=170>
- We retired and moved to Fort Collins from San Diego, California one year ago. One of the many reasons we selected Fort Collins (and the north end of town) as our new home was the character of Old Town and the EASE of parking; the multitude of FREE parking spaces; and the PROXIMITY of FREE public and ECONOMICALLY PRICED garage parking. We drive into Old Town several times a week (we live just 5 miles north) and have never had a problem finding parking. It might not be right in front of the establishment we're visiting, but we've certainly never had to walk more than a block to our destination. Except for Friday nights and Bohemian Nights there's plent of free or very reasonably priced parking near any destination from Mulberry to Wilcox to meet any need in Old Town.
- We should allow folks to park over night without penalty. When a responsible person realizes they should not be driving (it does happen unplanned sometimes especially in a college town) and decides to take a taxi, they are penalized. We should not discourage responsible actions!
- We would love to move our business downtown, however, when we survey clients, the comment is always that parking is terrible downtown. Consequently, we have been in South Fort Collins for the last twenty five years.

If there was another office building (tower) with parking similar to First National or the Key Bank Building, we would move.

- What is the use of doing a survey on line. if the Mayor Pro-tem doesn't like it, he will getangry and start ravinf about how it is wrong and non-scientific. (like calls to his phone are scientific?) and demand it be dismissed and no one on the coucil should pay attntion.
- When an event such as New West Fest is being held, treat it like the fireworks at the park, where there are shuttle buses that can take you to downtown from a localized parking area. The last two years, we HAVE been able to park in the E. Mountain parking garage during the Sunday closing NWF event and this was VERY helpful. Plus it was FREE.
- When dealing with the budget constraints mandated by colorado's constitution it is absurd to me that you wouldn't be using prime parking (ie. On street parking) as a source of revenue
- When I clicked on fcgov.com/parkingplan, it said page not found so I went into the survey basically blind to current plans.
- When I'm not working in Old town and trying to find a spot I usually drive around for a while looking for a spot on the street, knowing if I don't find one I can always use the garage. I would rather not pay for the garage if I can find parking on the street, but it's not a big deal.
- While it can be more challenging on weekends/nights/during events, car parking in downtown isn't all that bad, compared to other downtown areas I have visited. It would be nice to have a few more spaces that aren't limited to 2 hours, as it seems like we often stay in downtown longer than that, especially if it is a busy evening and we are trying to get dinner. I also feel that lighting and bicycle parking could be increased/improved.
- While it sometimes takes a little hunting and I might have to walk a block or two, I have never really had a problem finding parking downtown; typically on-street and on College, sometimes on cross streets like Mountain. Rarely have I had to use a public lot, and even rarer still the garages (which I avoid even if the first hour is free - perhaps it should more reflect on-street where two hours is free, or even three as an incentive to use them over on-street). One key thing this survey doesn't really address is WHEN I go downtown. Daytime visits are unusual for me - only 10% of total perhaps. I perceive two different worlds of parking between daytime and evenings/nights.
- While street parking right in front of the business I plan to frequent is usually only available 'by chance,' I don't mind parking a block or more away and walking or parking in one of the two parking garages. The garages are close, inexpensive and provide covered parking for my vehicle. I am actually very happy with the current parking options based on my more limited usage. I do see, however, the need for more availability on weekends when there is a major event taking place downtown that draws hundreds to thousands of people. On street parking will not ease this particular issue and therefore the need may arise for another close-in parking garage. Keeping parking costs to individual patrons down is a must. I think that is one of the things that makes people want to come downtown and willing to put up with a bit of a walk from their vehicle to the event. High parking fees will discourage attendance and thus businesses and the whole city will feel the effects. Right now Old Town is such a major draw BECAUSE it offers so much variety with dining, shopping and events in an esthetically appealing place with reasonably priced parking! We love coming downtown and take every opportunity to show it off to our frequent out-of-town guests.
- why charge for parking when you want us to visit downtown and spend money.Or ,have senior passes for the retired citizens who enjoy downtown(not the bars) and have financial or physical limitations.
- Why is there no parking 8pm-6am on Olive and College next to Wells Fargo?
- Wish we had more.
- Working downtown I have found that walking everywhere is faster and more convenient than trying to come down and park near a business you plan to visit. If people knew how easy it is to park and walk (lots are fine, except for fees), it would not be such an issue for people. The problem is people who think they need to park directly in front of the store/restaurant.
- Working primarily from 8-6, my customers (therapy clients in a psychological practice) only need to park for one hour. They rarely complain about parking. My biggest concern is having more dedicated, long term employee parking so that I can park closer than 3-4 blocks away each day.
- Works well. Don't worry about it. Work on reducing the trains and the horns, a more important problem!
- Would love to see anything that encourages less driving in Old Town
- Would rather have the close-in spots for merchant areas metered, and have the parking garage free. Would be much more likely to use the parking garage if it were free (or if employer cost were TOTALLY subsidized). Omaha, in its Old Market area, charges EIGHT dollars (or more) for public lots during the evening hours, and people pay it! Need to deal more with supply/demand issues (instead of "the parking garage cost us a bunch of money to build, so now we have to charge people" mentality). Also appreciate overall reduction in demand through promoting alternative transportation modes. A shuttle on evening weekends might be great (may not be cost-effective at this time).
- Yes. I moved here from Boulder in 1995, but always enjoyed going back there to shop. When they started charging \$1.25 to park downtown no matter how long you were staying, I stopped visiting downtown Boulder



all together. Please be advised. If you take Boulder's advice I will never visit our downtown again either!  
Don't fix it, it isn't broken!

- You guys are doing a fantastic job with what you have.
- You need to mix up your walking route times, anyone who works in the area knows you schedule and can play the parking game thus using up important parking spaces for our clients.
- You should put sculptures, like shaped like a cheeze, or I-beam with holes fastened to the ground for motorcycle/bike parking to avoid people turning around in the street right before the lights. Mason rail is great.. but what about along mountain? 6 blocks is far for some old people to walk. Why isn't there a bicycle rikshaw to carry people back and forth? Or a bicycle bus? There should really be some design of experiments for tracking how the public adapts to the changes the city implements. Are the consultants doing this kind of stuff? Do the city employees know how to use these tools?
- Your first question--the number of times one goes downtown is missing a mid-range category--"fairly often" -- more than the number you have for "infrequently", but less than "frequently". That's how often we go downtown.
- Your survey does not address the difficulties of shop owners. We have to unload a lot, but have to park up to 4 blocks away. Highly difficult and not being considered a problem. Shop owners should be getting some breaks on existing long-term options.



## Appendix E: Public Outreach Meetings

FIGURE E-1: LIST OF PUBLIC MEETINGS

Date	Audience
3/1/2011	City staff from City Manager's Office, Economic Health, Planning, Development, and Transportation
4/15/2011	City Manager and Other City Management Staff
5/18/2011	Parking Plan Technical Advisory Committee
6/9/2011	Downtown Development Authority
6/10/2011	Planning and Zoning Board
6/13/2011	Bicycle Advisory Committee
6/15/2011	Downtown Business Association Director
6/15/2011	Transportation Board
6/20/2011	Air Quality Advisory Board
6/23/2011	Downtown Business Association General Membership
7/6/2011	Colorado State University Parking Staff
7/6/2011	Planning, Development and Transportation Staff
7/13/2011	Downtown Business Association Board Meeting
7/28/2011	Downtown Business Association General Membership
8/2/2011	UniverCity Connections Transit & Mobility Group
8/11/2011	Downtown Business Association Board Meeting
8/18/2011	Downtown Business Association General Membership
8/31/2011	Parking Plan Technical Advisory Committee
9/8/2011	Downtown Development Authority
9/15/2011	Downtown Business Association General Membership
9/15/2011	Larimer County Mobility Council
9/22/2011	KRFC Radio Show
9/26/2011 - 9/28/2011	Expert Advisory Panel Meetings
9/30/2011	One-on-One with Downtown Developer
10/7/2011	Chamber of Commerce Legislative Affairs Committee
10/10/2011	Bicycle Advisory Committee
10/13/2011	Downtown Development Authority
10/14/2011	Planning and Zoning Board
10/17/2011	Air Quality Advisory Board
10/19/2011	Transportation Board
11/18/2011	Small Group Business Owner Meeting
1/13/2012	Downtown Business Association Director
1/19/2012	Downtown Business Association General Membership
1/31/2012	City Employee Parking Committee
1/31/2012	DDA/DBA Parking Study Subcommittee (City staff not present)
2/7/2012	UniverCity Connections Transit & Mobility Group
2/7/2012	City Planning Coordination
2/8/2012	Downtown Business Association Board
2/9/2012	Downtown Development Authority
2/10/2012	Chamber of Commerce Legislative Affairs Committee
2/10/2012	Planning and Zoning Board Worksession
2/13/2012	Bicycle Advisory Committee

2/15/2012	Economic Advisory Commission
2/15/2012	Transportation Board
2/16/2012	Public Open House
2/16/2012	Downtown Business Association General Membership
2/21/2012	One-on-One with Property Owner
2/27/2012	Air Quality Advisory Board
2/28/2012	City Council Worksession
3/15/2012	Downtown Business Association General Membership
4/10/2012	City Manager and Other City Management Staff
4/11/2012	DDA/DBA Directors Meeting
4/19/2012	Downtown Business Association General Membership
5/15/2012	City Manager and Other City Management Staff
5/16/2012	Development Proposal for Downtown
5/17/2012	Downtown Business Association General Membership
6/6/2012	One-on-One with Downtown Developer
6/15/2012	One-on-One with Downtown Developer
6/15/2012	Planning and Zoning Board Worksession
6/21/2012	Downtown Business Association General Membership
6/21/2012	Planning and Zoning Board Hearing
6/26/2012	Planning Coordination
6/28/2012	Transportation Coordination
7/10/2012	City Manager and Other City Management Staff
7/18/2012	Student Housing Action Plan Transportation & Parking Group
7/19/2012	Downtown Business Association General Membership
7/23/2012	Individual Councilmembers Briefing
7/24/2012	Individual Councilmembers Briefing
7/25/2012	DDA/DBA Parking Study Subcommittee
8/2/2012	Downtown Business Association Executive Committee
8/7/2012	Individual Councilmembers Briefing
8/9/2012	Downtown Development Authority
8/10/2012	Planning and Zoning Board Worksession
8/15/2012	Transportation Board
8/16/2012	Downtown Business Association General Membership
8/16/2012	Planning and Zoning Board Hearing
8/20/2012	Air Quality Advisory Board
8/23/2012	Public Open House
9/12/2012	Downtown Business Association Board
9/14/2012	Chamber of Commerce Legislative Affairs Committee
10/2/2012	City Council Hearing

# Appendix F: Parking Financing Resources

## Potential Parking Finance Tools

<b>Tool:</b>	<b>BUSINESS IMPROVEMENT DISTRICT (BID) (CRS § 31-25-1201 +)</b>
<b>Description</b>	<p>Cities may create business improvement districts to build, maintain, own and operate improvements and issue debt. BIDs may also plan and manage economic development activities such as promotion, marketing, and events.</p> <p>Sources of revenue may be property taxes, fees, charges and assessments.</p>
<b>Applicability</b>	<p>A BID is most applicable when the commercial properties generate the need for building or maintaining an improvement.</p> <p>In Fort Collins, this tool could be used to maintain enhanced improvements along selected corridors, such as Mason Street. Another application might be for enhancements associated with the micro-brewery initiative.</p>
<b>Benefits and Limitations</b>	<p>+ This is a good tool in commercial areas because residential properties are exempt from fees.</p> <p>+ It is a good tool for on-going maintenance and operations of a facility.</p>
<b>Legal and Administrative Considerations</b>	<p>BIDs are organized by petition of property owners owning 50% of the assessed value and 50% of the acreage. Only commercial properties are charged the relevant fee, tax or assessment; residential properties may voluntarily elect to participate.</p> <p>Tenants are given a vote in decisions.</p>
<b>Applied Elsewhere</b>	<p>There are about 40 BIDs in Colorado. Two of the larger BIDs that provide transportation services are in Denver. The Downtown Denver’s BID provides enhanced maintenance of its 16<sup>th</sup> Street Pedestrian and Transit corridor. In addition to management and promotional services, the Cherry Creek North BID provides streetscape, sidewalk and signage amenities plus bicycle improvements.</p>

<b>Tool:</b>	<b>SPECIAL IMPROVEMENT DISTRICTS (SID) (CRS § 31-25-501+ )</b>
<b>Description</b>	<p>Cities may create special improvement districts (SIDs). These districts are financing tools only; they are not new governments and have no power to make contracts or levy taxes.</p> <p>Most often, SIDs use a per property assessment based on benefit to finance improvements.</p>
<b>Applicability</b>	<p>These districts are most applicable for localized improvements where a substantial portion of the benefit is attributable to properties physically near the improvement. Districts have also been used for projects with larger benefit areas if local government shares in costs.</p> <p>These districts might be applicable for improvements along enhanced travel corridors like Mason, North College, Harmony and others.</p>
<b>Benefits and Limitations</b>	<p>+/- Since SIDs are not separate governments, they may not enter into IGAs.</p> <p>+ A SID has a fixed life which corresponds to financing specific improvements.</p>

<b>Tool:</b>	<b>SPECIAL IMPROVEMENT DISTRICTS (SID) (CRS § 31-25-501+ )</b>
<b>Legal and Administrative Considerations</b>	<p>SIDs may be established by petition from property owners or by ordinance or resolution of the city. If established by resolution, more than 50% of the property owners affected may halt the formation.</p> <p>A benefit study may be necessary to develop a cost sharing formula, based on benefit.</p> <p>City councils govern SIDs.</p>
<b>Applied Elsewhere</b>	<p>There is one active SID in Fort Collins. In 2003, the City formed a special improvement district to finance intersection improvements at Timberline and Prospect.</p> <p>Historically, SIDs were used on a more regular basis but problems collecting assessments in the 1980s slowed their usage.</p> <p>Since the mid-1950s, Aurora has consistently used SIDs to finance road improvements. Often, the City funds a portion of costs associated with through traffic.</p> <p>The Portland Office of Transportation has used their version of SIDs (local improvement districts) to fund numerous pedestrian-related streetscape improvements. Most often these LIDs are formed in business districts.</p>

<b>Tool:</b>	<b>GENERAL IMPROVEMENT DISTRICT (GID) (CRS § 31-25-601+)</b>
<b>Description</b>	The City has a general improvement districts (GID #1) which may impose a property tax . It may also issue debt to pay for district costs. GIDs may provide any service that the governing body may provide and may also operate and maintain improvements.
<b>Applicability</b>	<p>GIDs may be useful in financing smaller transportation projects that benefit a defined area.</p> <p>GIDs may acquire, construct and install streets, parking facilities and drainage improvements.</p> <p>A GID has been considered to finance a portion of the Mason Corridor Improvements.</p>
<b>Benefits and Limitations</b>	<ul style="list-style-type: none"> <li>+ No benefit study is needed if only property taxes are to be used for repayment of district obligations.</li> <li>+ These districts are not new governmental entities, since the city governs the GID with the City Council as the ex-officio board.</li> <li>+ GID may enter into an IGA with a city or county.</li> <li>+ In addition to property taxes, GIDs may impose fees, rates, tolls and charges and issue debt.</li> </ul>
<b>Legal and Administrative Considerations</b>	<p>GIDs can be created by the City in response to a petition signed by a majority of electors owning property in the district. The local government adopts an ordinance or resolution creating the district.</p> <p>A GID requires some upfront legal and administrative costs.</p> <p>Since a GID is a governmental entity, it may enter into contracts such as an IGA.</p> <p>City councils govern GIDs.</p>

<b>Tool:</b>	<b>GENERAL IMPROVEMENT DISTRICT (GID) (CRS § 31-25-601+)</b>
<b>Applied Elsewhere</b>	<p>In Fort Collins, there are two active GIDs in the City. One was formed in 1976 to fund parking, streetscape and sidewalk improvements in the downtown area. The other is Skyview South which was assumed by the City in the southwest annexation area.</p> <p>The City of Boulder has used GIDs to finance and manage parking improvements in the downtown and University Hills areas for many years. Aurora considered a GID overlay in newly developing areas to finance regional scale improvements.</p>

<b>Tool:</b>	<b>URBAN RENEWAL AUTHORITY (TAX INCREMENT FINANCING) (CRS § 31-25-10+)</b>
<b>Description</b>	Though the creation of an urban renewal authority and after the finding of blight, the City can establish a project area and pledge “incremental” sales and property tax revenues for a 25-year pledged revenue period. Incremental revenues may include local sales and use tax, and property tax collected by any source.
<b>Applicability</b>	The City has established an urban renewal authority; City Council functions as its board.
<b>Benefits and Limitations</b>	<p>+ URAs do not impose additional taxes. Tax increment financing is a reallocation of tax revenues for improvements within a defined project area.</p> <p>+ Establishing a new URA project area does not require a popular vote; it does require City Council to declare a finding of “blight.”</p> <p>- Other governments that collect property taxes within TIF project areas are impacted during the pledged revenue period. Project-specific negotiations can mitigate potential impacts where needed.</p>
<b>Legal and Administrative Considerations</b>	The City has created an urban renewal authority, designating City Council as its governing board. Additional project areas can be established by developing project-area blight analyses and a plan to remove blight, and holding a public hearing. No election is required.
<b>Applied Elsewhere</b>	<p>The Fort Collins Downtown Development Authority also has tax increment financing authorities and has used its authorities and revenues to finance parking, sidewalk and streetscape improvements.</p> <p>A number of other municipalities such as Westminster, Broomfield, Boulder, Loveland and Wheat Ridge use URAs to finance transportation improvements.</p>

<b>Tool:</b>	<b>ADJUSTMENTS TO STREET OVERSIZING FEE</b>
<b>Description</b>	<p>Currently, the City imposes a street oversizing fee on new development to pay the new development’s share of capacity improvements that it creates.</p> <p>Infill development does not generate the same amount of demand for street capacity improvements that greenfield development generates. Potential adjustments in the fee schedule to align street oversizing requirements for infill projects may be appropriate.</p>
<b>Applicability</b>	This would apply to all new development in infill locations.
<b>Benefits and Limitations</b>	+ Adjusting the street oversizing fee for infill development will foster other city sustainability objectives.
<b>Legal and Administrative Considerations</b>	A benefits analysis would be necessary to insure that the adjusted fee schedule for development on infill sites is consistent with benefits received.
<b>Applied Elsewhere</b>	The City of Atlanta reduces its impact fees for properties within one-quarter mile of a mass transit station, based on assumed higher transit usage.

Tool:	ADJUSTMENTS TO STREET OVERSIZING FEE
	<p>Jefferson County imposed higher fees on single-family units with 3+ car garages.</p> <p>Loveland reduces impact fees by 25% for mixed use projects that meet certain criteria.</p>




## Matrix of Funding Options

TABLE F-1: MATRIX OF FUNDING OPTIONS

District or Funding Source	Characteristics					
	Assessment of feasibility	Estimated 1st year revenue generation	Governance	Formation requirement	Multiple projects vs. single project	Increase in tax burden
General Improvement District #1 (increase)	low: (1) low revenue generation potential; (2) requires an election	\$300K	Separate entity. City Council ex officio board members.	petition, election	multiple	yes
DDA Tax Increment Financing	low: (1) existing DDA commitments and priorities	\$570K	Separate entity. Council appointed board	election	multiple	no
Special District	low: (1) concerns over governance; (2) low revenue generation potential	\$530K	Independent of City. Board of Directors elected directly	petition, election	multiple	yes
Special Improvement District	low: (1) not address ongoing PPP; (2) significant tax burden on DT needed to generate sufficient revenue	\$2M	Administrative subdivision of City, or a part of Special District	petition, resolution/ordinance	single	yes
Business Improvement District	medium: (1) flexible governance; (2) significant tax burden on DT needed to generate sufficient revenue	\$2M	City Council <i>ex officio</i> , Council appointed board or elected board	petition, resolution/ordinance	multiple	yes
Parking Impact Fee	medium: (1) low revenue generation; (2) partially accounts for development impact	minimal; depends on development timing	City Council	resolution/ordinance	multiple	yes
Street Oversizing Fee (re-purpose)	low: (1) would need change to municipal code to include parking; (2) low revenue generation; (3) reduces amount available for street improvements	minimal; depends on development timing	City Council	ordinance	multiple	no
On-Street Parking User Fee	low: (1) public not ready	Hardware dependent; with meters: -200K 1st yr +\$1M thereafter	City Council	resolution/ordinance	multiple	yes
Building on Basics 2016	medium: (1) requires an election; (2) competes with other community priorities	\$1.6M	City Council	election	multiple	yes
KFCG	medium: (1) competes with other transportation priorities	\$2.7M	City Council	election	multiple	no
General Fund	low: (1) impact to City services	\$2M	City Council	resolution/ordinance	multiple	no
Building Authority/Lease-Purchase Agreement/Cert. of Participation	low: (1) not address ongoing PPP	depends	Nonprofit Corporation board ratified by Council	resolution/ordinance	single	depends on revenue source

District or Funding Source	Characteristics (continued)				
	Revenue type	Who pays	How much more they pay	Estimated 10 year revenue generation	Assumptions
General Improvement District #1 (increase)	property tax	Downtown property owners	(1) typical = \$1,300/yr; (2) highest value = \$7,000/yr	\$1.7M	(1) double mil levy from 4.94 to 9.88 mils with increase dedicated to parking; (2) compounded annual increase in assessed property value of 3.4%
DDA Tax Increment Financing	property tax increment	Downtown property owners/city-wide	none	\$7.5M	(1) 10% of DDA funds are set-aside for ongoing parking capital; (2) compounded annual increase in assessed property value of 3.4%
Special District	property tax	Downtown property owners	(1) typical = \$1,300/yr; (2) highest value = \$7,000/yr	\$3.5M	(1) 5 mils of property tax (2) covers entire DT area; (2) compounded annual increase in assessed property value of 3.4%
Special Improvement District	special assessment based on frontage, area, zone, etc.	Downtown property owners	typical = \$2,300/yr; the larger the parcel, the higher the rate. Very high assessments for larger parcels (e.g., \$50K+/yr).	\$33M	(1) Assessment based on land and building area; (2) Avg. \$.20/square foot
Business Improvement District	property tax or special assessment	Downtown property owners	typical = \$2,300/yr; the larger the parcel, the higher the rate. Very high assessments for larger parcels (e.g., \$50K+/yr).	\$33M	(1) Assessment based on land and building area; (2) Avg. \$.20/square foot
Parking Impact Fee	impact fee	development	Unknown; depends on level of development and amount of parking provided	Unknown	Future fee table to be based on type of development and parking need
Street Oversizing Fee (re-purpose)	impact fee	development	depends on type of use/amount - 200 units = \$350K; 50K office = \$212K; 10K retail = \$63K	\$5M	Based on re-purposing 100% of Street Oversizing Fees for Downtown parking.
On-Street Parking User Fee	user fee	city-wide	\$1/hour	\$10M	Downtown core on-street pay parking at \$1/hour, 20 minutes of free time
Building on Basics 2016	sales tax	city-wide	25 cents on \$100 purchase (12.5 cents for parking)	\$33M	(1) 50% of 1/4 cent dedicated to parking; (2) compounded annual increase in taxable sales of 2%
KFCG	sales tax	city-wide	none	\$33M (8 years)	(1) 16% of KFCG ("Other Transp. Needs") dedicated to parking; (2) compounded annual increase in taxable sales of 2%
General Fund	general fund	city-wide	none	\$33M	(1) 2.6% of General Fund dedicated to parking; (2) compounded annual increase in taxable sales of 2%
Building Authority/Lease-Purchase Agreement/Cert. of Participation	not a source of revenue	depends on revenue source	depends on revenue source	\$33M	100% funding for construction of 1 - 1,000 space parking garage

# Appendix G: Parking Best Management Practices

Source of Information:  Kimley-Horn and Associates, Inc.

## Twenty Characteristics of Effective Parking Programs

The parking chapter of the book “Making Business Districts Work” reviews what the author considers to be the “20 Characteristics of Best-in-Class Parking Programs”. Taken as a whole, these characteristics form the foundation for a comprehensive parking management program.

▪ Clear Vision and Mission	▪ Parking Philosophy & Guiding Principles
▪ Strong Planning	▪ Community Involvement
▪ Organization	▪ Staff Development
▪ Safety, Security and Risk Mgmt.	▪ Communications
▪ Consolidated Parking Programs	▪ Financial Planning
▪ Operational Efficiency	▪ Effective Parking Management
▪ Use of Technology	▪ Facilities Maintenance & Asset Protection
▪ Customer Service Programs	▪ Parking System Marketing
▪ Effective Enforcement	▪ Special Events Parking
▪ Awareness of Competitive Environment	▪ Parking & Transportation Demand Management

## Parking Best Management Practices

### ORGANIZATION

- Dual Mission Philosophy Organizations - These organizations have a primary goal to create a revitalized downtown and manage parking as a supporting tool. The result is that different decisions are made relative to parking than those made in traditional city parking departments.
- Transportation Management Associations (TMAs) are private, non-profit, member-controlled organizations that provide transportation services in a particular area, such as a commercial district, mall, medical center or industrial park.

### STRONG PLANNING

“Best in Class” programs typically have developed parking specific strategic or community access strategic plans that are aligned with larger community transportation planning initiatives.

### COMMUNICATIONS AND MARKETING

An important role your organization can play is to become THE parking information clearinghouse for your community.

- Develop your own communities of users
- Advertise directly
- Celebrate accomplishments
- Highlight staff

- Offer Facebook only coupons
- Get program feedback
- Solicit testimonials
- Provide event notifications
- Broadcast parking conditions and construction updates
- Developing a parking system “Brand” is one trademark of “Best in Class” parking programs.
- Interactive maps identify the location of various parking facilities, but also drill down to very detailed information about facility management, services offered, hours of operation, rates, etc.
- Parking receipt and merchant coupon
- Distinctive and consistent parking signage
- Marketing dollars can go further when parking programs collaborate and co-market with other downtown organizations.

## **CUSTOMER SERVICE**

- “Best in Class” parking programs have well defined customer service programs that typically include vehicle lock out assistance, dead battery assistance and vehicle location assistance at a minimum.
- Mobile Apps for parking - customer notifications in real-time through a variety of channels.
- Enhanced Payment Options: cash/coin, credit/debit card, cash-key, pay-by-cell phone, pay-pal (on-line), toll tags, “Sky Meter” .
- The first 30’ of garage entry points should create a positive experience
- Parking offices as a retail storefront
- Parking enforcement officers as Downtown ambassadors
- Parking safety escorts for employees and downtown patrons is a much valued service in many communities.

## **PARKING MANAGEMENT**

Many areas don’t really have a parking supply problem, they have a parking management problem. In these areas, parking spaces are unavailable to the motorists who need them. Parking management consists of various strategies that result in more efficient use of existing parking resources.

### Why Manage Parking?

- Improves motorist convenience
- Cost savings
- Supports smart growth
- Urban redevelopment
- Greenspace preservation
- More walkable communities
- Increased housing affordability
- Reduced pavement (reduces stormwater management costs, heat island effects)
- Encourages use of alternative modes, reduces traffic problems
- Creates more attractive streets
- Is more equitable

Support high value trips

Manage and regulate the most convenient spaces to favor higher-value trips. Consider the following elements:

- Use (deliveries, taxis)
- User (customers, residents, disabled users).
- Duration (e.g. 60-minute maximum).
- Time (e.g., no parking 9am-5pm).

Use off-Street parking effectively

- Encourage longer-term parkers (e.g., employees) to use less-convenient, off-site parking, so more convenient spaces are available for priority users (e.g. customers).
- Negotiate sharing agreements for offsite, overflow parking.
- Provide directions to offsite parking facilities.
- Provide convenient information on parking availability and price, using maps, signs, brochures and electronic communication.
- Lincoln's "Shopper Zones" reserve the most convenient off-street parking spaces for retail customers.

Promote shared parking

Parking spaces are shared by multiple users, increasing efficiency.

- Shared rather than assigned spaces within a lot.
- Shared among destinations (e.g. office and restaurant).
- Rely more on public, on-street rather than private off-street parking

Valet parking programs

Customers park their car at a location, and pick it up at any number of other locations. This best practice encourages downtown patrons to walk, shop and explore.

**IMPROVED WALKING CONDITIONS**

- Expands the range of parking spaces that serves a destination, increasing its functional supply.
- Allows more "park once" trips, so customers leave their vehicle in a central location and walk to various destinations, reducing the total number of parking spaces needed.
- Allows walking and transit trips to substitute for driving, reducing parking demand.

**PARKING PRICING**

- Parking is never really free - consumers either pay directly or indirectly. Paying directly tends to be more fair and efficient. It typically reduces parking demand about 20% and significantly increases transit ridership.
- On-street parking is a valuable, limited resource due to its convenience and proximity to businesses, therefore the primary management objective to promote space turnover for the benefit of the local merchants and the public.
- If you are going to have paid parking, charge for the on-street spaces first to promote turnover.
- If you have both on-street and off-street paid parking, the on-street rates should be higher than the off-street.
- Set on-street parking rates to achieve a 15% vacancy per block face.
- Adopt the philosophy that parking should be friendly, not free.

- On-street parking –demand-based pricing: A best practice becoming more common is pricing parking according to demand. In other words, parking with the higher usage is priced at a higher rate than lower usage areas. These types of pricing structures are used to create better parking availability and reduce congestion during peak demand periods.
- Provide real time on-street management information
- Monitor and document on-street parking utilization

### **PARKING DEMAND MANAGEMENT (ALSO KNOWN AS INTEGRATED ACCESS MANAGEMENT)**

Parking is integrated into the larger transportation system, and management goes beyond parking to include overall access to the district. Progressive parking management programs have an expanded and comprehensive scope of services that are supportive of many different transportation areas such as community bike share programs, car share programs, transit support programs, TDM programs, sustainability initiatives, etc.

This set of best management practices includes techniques and tools to reduce the need for parking:

- Unbundle parking: Rent and sell parking spaces separately from building units.
- Car-sharing.
- Transit support: Incentives for transit, such as Boulder’s “Eco-Pass” providing free bus passes for downtown employees and transit improvements with frequent, convenient, and easy to use service.
- Bicycle and pedestrian facility improvements, such as bicycle lockers in and around parking facilities, protected walk/bike corridors, showers and clothes lockers, community bicycle rental programs, pedestrian-friendly streetscape improvements, active uses along the street, etc.
- Traveler friendly site design that features bicycle and walking amenities, bus stop accessibility, passenger loading zones, and other design strategies that improve the pedestrian and bicycling environment.
- Employer subsidies for transit, bicycling and walking (“pay not to park”).
- Travel demand management programs: In addition to the techniques identified above, programs can include guaranteed ride home services for employees, preferential parking for car- and vanpools, information on transportation options, flexible work hours, telecommuting, and fleet vehicles that can be used by employees.

### **ADDRESS NEGATIVE IMPACTS**

- Develop overflow parking plan to address occasional peaks.
- Address specific spillover problems.
- Improve enforcement.
- Design parking facilities to fit well into their environment.

## Appendix H: Parking as an Economic Development Incentive Tool

Written by:  Kimley-Horn  
and Associates, Inc.

### General Guidelines

The following general guidelines have been developed as a checklist for consistently evaluating potential development projects and the use of parking as a development incentive within the context of advancing defined strategic goals.

1. Parking can be a very powerful development incentive but must be applied in a fair and consistent manner that advances the larger community strategic goals. The following issues are examples of the type of criteria that we recommend as part of the assessment for either committing a significant number of existing parking resources or the development of future parking assets as an element of a public/private partnership project:
  - a. Does the proposed development contribute to economic health of the downtown/community?
  - b. Does the proposed development project include prioritized or highly valued development goals or program elements supported by the City?
  - c. Are the proposed land-uses, or combination of land-uses, appropriate for the specific area?
  - d. Is the proposed development project in alignment with Downtown master/strategic plans?
  - e. Does the proposed development project incorporate special elements valued by the City, the downtown association or other appropriate groups/plans? If yes, specify.
2. Has the City planning department reviewed and endorsed the proposed development plan?
  - a. Does the proposed development project create any unusual or unacceptable parking or traffic impacts?
  - b. Does the proposed development project create any other conditions, or impacts that cause concerns?
  - c. Does the proposed development project require any variances to applicable zoning codes or special district requirements?
3. Is the developer willing to develop new parking assets in accordance with the City's parking structure design guidelines in order to ensure compliance with downtown development standards and parking structure design best practices?
4. Has the initial economic development impact of the project been estimated?
  - a. New jobs for downtown?
  - b. Jobs retained in downtown?
  - c. Increase in property taxes/TIF contributions?
  - d. Estimated increase in sales tax revenue (if applicable)?
  - e. Stimulation of additional development?
  - f. Stimulation of support jobs?

- g. Support of existing retail, restaurant and other existing service providers?
5. Is participation in this development project appropriate and consistent with the economic health goals of the City/downtown?

**Parking System Support/Program Management Guidelines**

1. Will this project generate additional parking revenue to support or contribute to the City's parking program?

If yes, specify:

- i. Estimated monthly spaces contracted: \_\_\_\_\_
- ii. Estimated additional annual monthly revenue: \_\_\_\_\_
- iii. Estimated transient revenue per month: \_\_\_\_\_
- iv. Special event revenues: \_\_\_\_\_
- v. Other annual revenue: \_\_\_\_\_

2. Does this proposed development project create any new or unusual operating expenses that might negatively impact the City parking program?
3. Are there opportunities for the municipal parking program to operate new parking capacity for a management fee?
- a. Is this desirable relative to this specific project?
4. Is the net financial impact of this project projected to be positive?
5. Are the activities proposed, relative to participation in this development opportunity, in compliance with City parking program bond covenant requirements/restrictions?
6. Are there opportunities for partnership/collaboration with the developer or property management firms relative to other downtown parking program goals?
- a. Possible public use of spaces after typical weekday work hours, weekends, holidays, etc.?
  - b. Possible public use of spaces after typical weekday work hours for special events?
7. Does this development project create any special conditions that undermine the financial or market position of the City parking program?



# Appendix I: Economic Impacts of Paid On-Street Parking Pricing

Written by:



Kimley-Horn  
and Associates, Inc.

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## Introduction

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This document frames issues of the economic impacts, benefits, and costs of paid on-street parking in downtowns and urban business districts. This technical report provides insight into rate setting. It reviews both the City's rate-setting and revenue-forecasting models, and provides related recommendations.

This document concludes with input from two of the industry's foremost thought leaders.

- Dr. Donald Shoup, widely regarded as the creator of the concept of dynamic or performance-based parking pricing policy, provides insight into the economics of parking, and how pricing policy can influence demand and good urban transportation management principles.
- Mr. Dave Feehan provides the perspective of the downtown management professional, parking operator, and patron to address the question of how parking pricing and performance-based policies impact parking demands and behaviors.

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## The Price of Parking and Its Impact on Business

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One of the driving questions related to the impacts of paid on-street parking is: "How will this impact the communities businesses?" Many times, the decision is made (or not made) to implement paid on-street parking or altering parking pricing or management policies with the direct consequences to the communities businesses and economic health in mind. In nearly every community throughout the country, parking managers, city staff, city councils, and downtown leaders must weigh the aspects of additional revenue and better management of parking against the perception or fear that a change in parking pricing can have a tremendous effect on a community or neighborhoods business climate.

Many industry leaders in parking and transportation recognize that there may be a link (whether direct or indirect) between paid on-street parking/parking pricing adjustments and downtown viability. There is a surprising lack of research on this common topic. Several studies have provided some insight, but there is no definitive result that states that if parking rates are increased by "x" amount, that sales tax will be impacted by "y" amount.

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## Literature Review

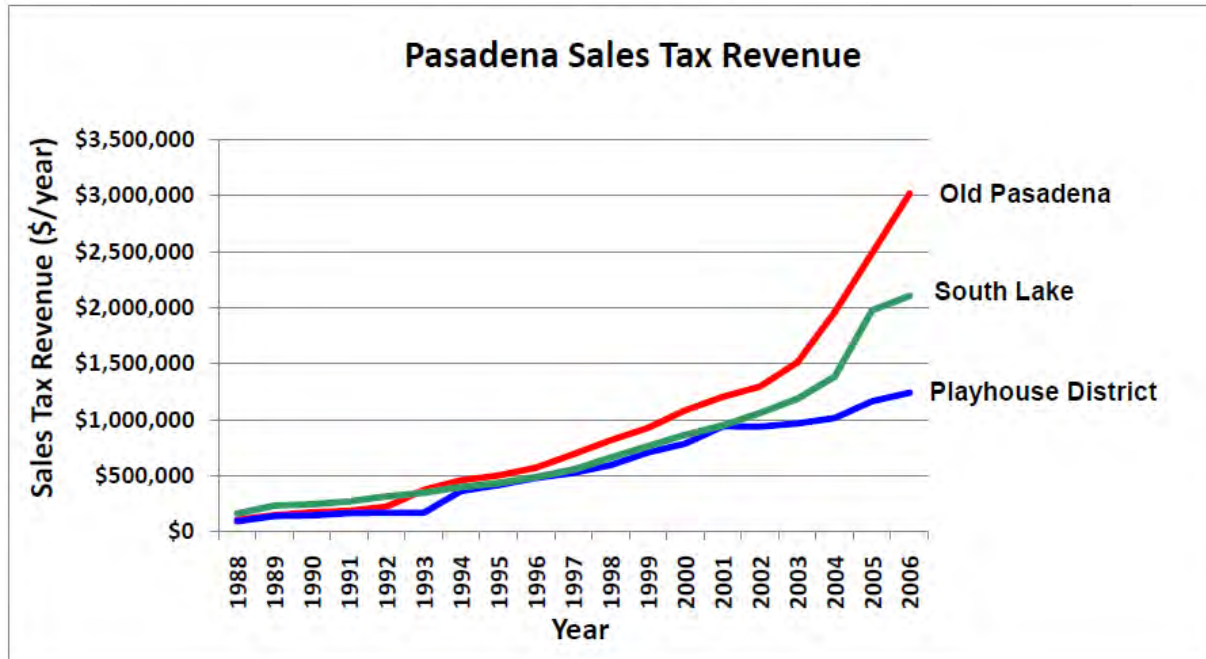
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### **SMALL CHANGE TURNING INTO BIG CHANGES**

In an article published in 2003, *Douglas Kolozvari* and Donald Shoup write about the benefits of parking benefit districts and returning revenue from parking meter collections to the neighborhood within which they are located. The article provides some interesting insights on how the implementation of parking meters in Old Pasadena were a catalyst for business

development by creating needed turnover which allowed more customers to access area businesses. The article indicates that the installation of parking meters in 1993 provided a spur in sales tax revenue, which pushed the retail area in the Old Pasadena’s downtown to

FIGURE I-1: PASADENA SALES TAX REVENUE CHANGE



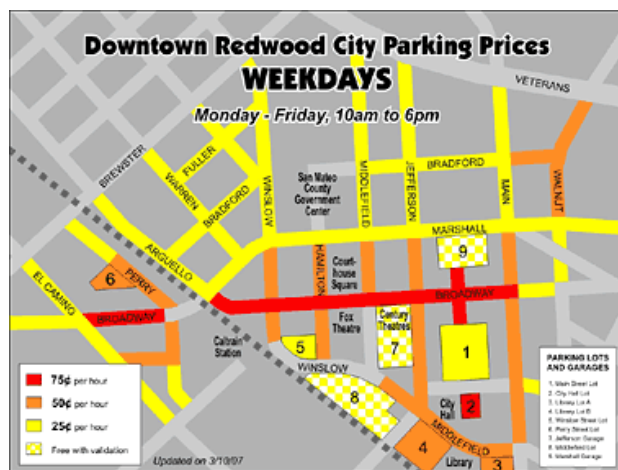
greater heights, quickly outpacing the rest of the City. Figure 35 (which is part of Dr. Shoup’s research cited later in this chapter) provides a graphic depiction of the change.

The article also provides a comparison of Old Pasadena’s success with the decline in the Los Angeles business district, Westwood Village. The article states that the two areas are directly comparable in size, context, and general demographics. The primary difference is in parking policies. Old Pasadena set rates high enough to manage parking demand, while also providing some level of revenue return to the community. Westwood Village, on the other hand, kept rates low, even reducing rates from \$1.00 to \$0.50 in 1994, which was in direct response to merchant outcry. The result was overcrowding at the curb, which led to the perception that there was no parking in that district. The article states that the business district began to have trouble generating revenue, which led to the decline of its infrastructure (sidewalks and roads, primarily) and eventually a decline in demand for business services.

**REDWOOD CITY’S FREE MARKET PARKING METERS**

In blog article for the site PedShed.net, Laurence Aurbach describes the implementation of Redwood City’s performance-based pricing system. The article describes the implementation, but also

FIGURE I-2: REDWOOD CITY PARKING PRICING



provides some interesting feedback from then downtown development coordinator Dan Zack. Figure I-1 is a map representing the initial pricing implementation.

Following are a few quotes from Mr. Zack from that article that describe the local context of the implementation:

*Regarding the reason for implementation:*

“We never had an overall parking shortage, but our prime areas were always chronically congested, with the frustration, cruising, and complaints of “this place has no parking” that parking congestion entails. However, within a few blocks there were always plenty of spaces. We had an odd system in which Broadway (the main drag) was free, while side streets and garages were metered. So people were actually given no incentive to walk a little bit – they were actually penalized for it.”

*Regarding the initial reaction to the implementation:*

“So far, Broadway has decongested quite a bit. You can now find a spot at most times in prime areas. Many people, especially long term parkers and bargain hunters, have shifted to cheaper parking on the edges of Downtown and off the street. Seventy-five cents isn’t a lot of money, but you would be amazed at how frugal people are when it comes to parking, even if they are driving \$50,000 BMWs filled with \$3/gallon gas. After the system has been in place for a few more months and behaviors have really adapted I plan on writing a paper that will summarize our findings.”

*Regarding the initial merchant acceptance:*

“At first the merchants went crazy about the cost increase. When we told them about how there will be no time limits, that we’ll be power-washing the sidewalks, they were in. When we had a City Council meeting, merchants came to support it.”

*How did Redwood City fare after the initial price increase and implementation of performance-based parking pricing?*  
While the initial response to the implementation of performance-based pricing for the City was good, in recent years the parking management has come under fire from business owners. The City reduced parking rates in some areas and rolled back enforcement hours in response to criticism from downtown businesses and users. Within the past few months, the City has tried again to raise rates, which met continued outcry from business owners. While there was no provision of statistical sales tax data, the response from businesses could be taken as an indication that the program has not stimulated additional downtown revenue.

**LITERATURE INSIGHTS**

The two articles cited above provide different conclusions into the overall review of parking policies and their effects on the local business climate. The first, regarding Old Pasadena, shows that the City definitely benefited from the introduction of parking policies aimed at better management of the on-street parking system. But the article fails to note that the area itself was going through a major transition from a self-defined slum to a vibrant, artistic community. Perhaps the increased sales tax had more to do with the destination, rather than the means of managing transportation demand.

The second article highlighted some initial perceived success in Redwood City. However, the follow-up indicates that the long term success has been limited by business owner outcry. Perhaps the parking management decisions haven't been the downfall of the downtown, but rather the recent economic turmoil has caused a reduction in business, and the parking policies are the easiest culprit to finger.

There are other articles and studies that provide similar results. Some indicate that parking policies are the direct cause of major changes in downtown or community success. Still, other research indicates that parking pricing and management decisions are the direct cause of economic downfall and poor business success. Perhaps the true answer is "It Depends...":

- The success of businesses depends on the actual draw of that business. If a business does not have demand, no level of parking will provide that demand.
- The success of parking management decisions depends on the area. If parking management decisions are made for an area with high demand, the pricing or policies in place will most likely be accepted as the cost to do business in that area. For areas with low demand, parking management decisions will not provide the catalyst to bring people in.
- The actual elasticity of parking decisions or the overall effects a parking management decision will have on an area's economic success depend largely on the area. The previous section on elasticity showed that parking policies do not have the same effect in Fremont that they do in Capitol Hill.

While it would be convenient for this report to provide some simple mathematical equation that says that Parking Decision "X" while provide Economic Catalyst "Y", there is no known direct correlation. There is most definitely a relationship between parking management and pricing and business vitality, but it is much more dynamic than the hoped for straight line correlation.

The City will have to monitor impacts of ongoing parking management decisions on a neighborhood-by- neighborhood basis. If parking pricing is created for certain areas, it is imperative that the business community understand why prices are changing. Ongoing monitoring should be done to ensure that the pricing changes have the desired effects. Additionally, pricing changes should be incremental enough that the change does not cause a dramatic change in area use.

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## Economic Impacts of Paid On-Street Parking and Related Pricing Strategies

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The following sections were commissioned to add to the technical literature regarding the relationships between paid on-street parking/parking pricing strategies and community economic health and vitality.

### CONTRIBUTING AUTHORS

Donald Shoup, FAICP, Ph.D. in Economics, Yale  
 Dr. Shoup is professor of urban planning at the University of California, Los Angeles. He has written many books and articles on parking, including *The High Cost of Free Parking* (Planners Press, 2005), which explains the theory and practice of parking management.



Donald Shoup has extensively studied parking as a key link between transportation and land use, with important consequences for cities, the economy, and the environment. His influential book, *The High Cost of Free Parking*, is leading a growing number of cities to charge fair market prices for curb parking, dedicate the resulting revenue to finance public services in the metered districts, and reduce or remove off-street parking requirements. His research on employer-paid parking led to passage of California's parking cash-out law and to changes in the Internal Revenue Code to encourage parking cash out.

Professor Shoup is a Fellow of the American Institute of Certified Planners. He has been a visiting scholar at Cambridge University and the World Bank, and has served as Director of the Institute of Transportation Studies and Chair of the Department of Urban Planning at UCLA. He is the Editor of [ACCESS](#) magazine.

David M. Feehan

David Feehan is a world-recognized expert in downtown revitalization. For more than 40 years, he has provided leadership and management to successful downtown and business district organizations, founded and directed a technical assistance center for community development organizations and a public policy organization, authored numerous books and articles, and taught at two universities. He is often quoted by news media throughout North America and elsewhere. He is a frequent speaker at conferences and meetings, recently speaking in Turin, Quebec, and Taipei, and has provided consulting services to many government agencies, organizations and associations. He has served on numerous boards of directors, and has chaired the boards of the International Downtown Association, the Responsible Hospitality Institute, and other organizations.



As the chief executive of three downtown organizations and one community development corporation, Mr. Feehan managed major real estate and infrastructure projects, successful business attraction and retention programs, and an award-winning parking system.

As the chief executive of two technical assistance centers, he provided organizational development, marketing, fundraising, and other management support to more than 500 nonprofit organizations. As a consultant, Mr. Feehan helps downtown and business district organizations and units of government develop visions and missions, strategic plans, innovative programs, and transformational processes.

As an author and professor, he co-edited and wrote the most recognized textbook on downtown management, *Making Business Districts Work*, and is a frequent writer for journals and trade publications.

Mr. Feehan is a current nominee for the prestigious Lee Kuan Yew World City Prize in recognition of his many accomplishments and his 40-year career in the field of downtown and urban space management.

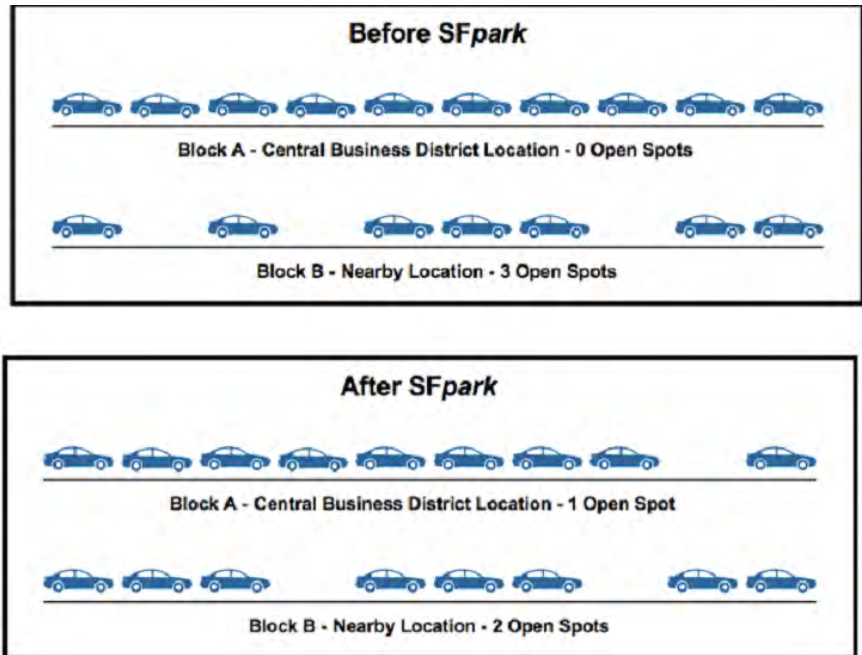
## THE ECONOMICS OF CURB PARKING

By Donald E. Shoup, FAICP

### 1. What Is The Right Price For Curb Parking?

The price of curb parking may be too high if many curb spaces are vacant and too low if no spaces are vacant. But if one or two curb spaces are usually open on each block so that drivers can reliably find convenient parking at their destinations, the price is just right. This is the Goldilocks principle of parking prices. Cities should charge the right price for curb parking because the wrong prices can do so much harm. If the price is too high and many curb spaces are vacant where customer demand likely otherwise exists, adjacent businesses will lose potential customers. If the price is too low and no curb spaces are vacant, a surprising share of cars in the traffic flow may be searching for a place to park. Sixteen studies conducted between 1927 and 2001 found that, on average, 30% of the cars in congested downtown traffic were cruising for parking. More recently, when researchers interviewed drivers stopped at traffic signals in New York City in 2006 and 2007, they found that 28% of the drivers on a street in Manhattan and 45% on a street in Brooklyn were cruising for curb parking.

FIGURE I-2: PERFORMANCE PRICES CREATE OPEN SPACES ON EVERY BLOCK



In another study in 2008, the average time it took to find a curb space in a 15-block area of the Upper West Side of Manhattan was 3.1 minutes and the average cruising distance was 0.37 miles. For each individual driver, 3.1 minutes is not a long time, and 0.37 miles is not a long distance, but because there are so many drivers, the cumulative consequences are staggering. In a year, cruising for underpriced parking on these 15 blocks created about 366,000 excess vehicle miles of travel (equal to 14 trips around the earth) and 325 tons of carbon dioxide.

## PERFORMANCE PARKING PRICES

Free curb parking in a congested city gives a small, temporary benefit to a few drivers who are lucky on a particular day, but it imposes high costs on everyone else every day. To manage curb parking and avoid the problems caused by cruising, some cities have begun to adjust their curb parking prices by location and time of day. These cities do not employ a complicated pricing model, or try to estimate price elasticity, or aim to raise a certain amount of revenue. Instead, they have established a target occupancy: they aim to produce

about an 85% occupancy rate for curb parking, which on a typical block with eight curb spaces corresponds to one open spot.

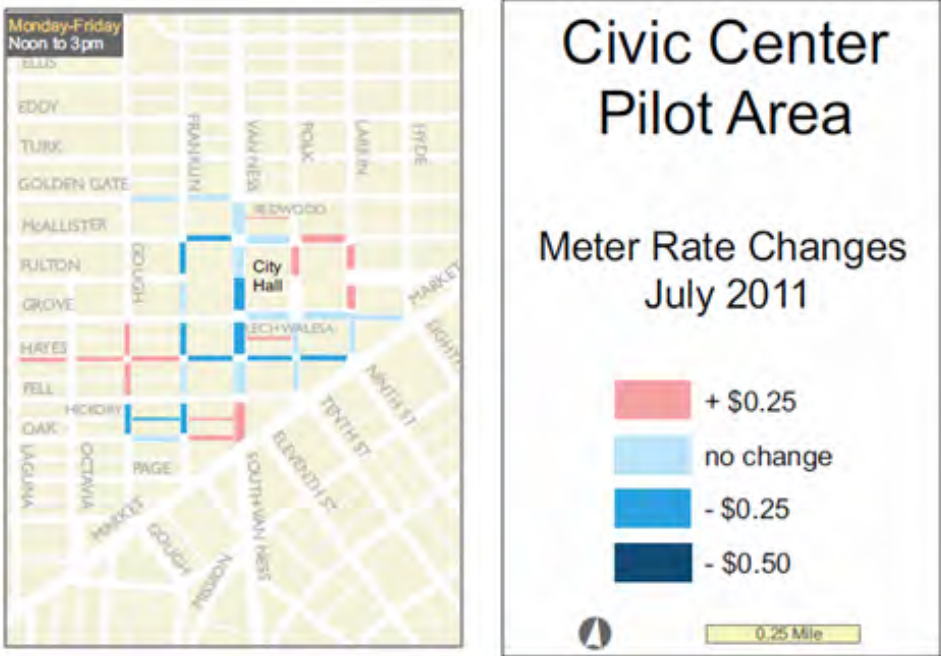
Some cities refer to the policy of setting prices to produce one or two open curb spaces on every block as performance pricing. This pricing strategy can improve performance in three ways. First, curb parking will perform more efficiently. If all but one or two curb spaces are occupied on every block, parking will be well used but also readily available. Second, the transportation system will perform more efficiently because cruising for curb parking will not congest traffic, waste fuel, pollute the air, and waste drivers' time. Third, the local economy will perform more efficiently. In business districts, drivers will park, buy something, and leave promptly, allowing other customers to use the spaces. A few cities have adopted performance pricing policies for their curb parking spaces, and the best example is San Francisco.

**SFpark**

San Francisco has embarked on an ambitious pilot program, called SFpark, to adjust curb parking prices to achieve a target occupancy rate. With substantial funding through a federal transportation grant, the city has installed meters that charge variable prices and sensors that report the occupancy of each space in real time. The City thus has information on curb occupancy rates and the ability to adjust prices in response to the occupancy rates. The City adjusts prices once a month, never by more than \$0.50 an hour. By nudging prices up or down in a trial-and-error process, the City seeks a structure of prices that vary by time and location throughout the City, yielding one or two open spaces on every block face.

SFpark embodies two important ideas. The first is that you cannot set the right price for curb parking without observing the occupancy. The goal is to set the price that will yield one or two open spaces on every block face on average over the course of the day; this is the lowest price the City can charge without creating a parking shortage. The second is that small changes in parking prices and location choices can lead to big improvements in transportation efficiency. Figure I-3 shows that nudging up the price on crowded block face A by enough to shift only one car to less crowded block face B can significantly improve the performance of the transportation system. This shift will eliminate cruising on block A and take advantage of the empty spaces on block B. Even if all the curb spaces are occupied on all the nearby blocks, shifting only one car per block from a curb space to nearby off-street parking can also eliminate cruising.

FIGURE I-3: SFPARK PARKING PRICING CHANGES



SFpark's first price changes took place in July 2011, and the meter rates now vary by block, time of day, and day of the week. Results highlighting impacts of these changes may not be available until later this year. [Editor note: according to a 2012 report by the San Francisco Municipal Transportation Agency, new meters with longer time limits have resulted in fewer parking tickets and more meter payments as expected under the SFpark project.] Table I-2 shows the changes for the period of noon to 3 pm on Monday–Friday in the Civic Center, one of the eight pilot areas. All blocks initially had a price of \$3.00 per hour, and the prices increased on some blocks while decreasing on adjacent blocks. Table I-2 also shows the occupancy rates that determined the price changes. Meter prices in the entire SFpark pilot area increased for 32% of curb spaces, decreased for 31%, and were unchanged for 37%. The fine-grained pattern of price changes strongly suggests that predicting the right price for curb parking on any block is almost impossible without good occupancy data.

TABLE I-2: SFPARK PARKING METER RATE ADJUSTMENT (JULY 2011)

BLOCK	PILOT AREA	Mon-Fri noon to 3 p.m.	Mon-Fri noon to 3 p.m.	Mon-Fri noon to 3 p.m.	Mon-Fri noon to 3 p.m.
		PARKING OCCUPANCY	CURRENT RATE	NEW RATE	ADJUSTMENT
Franklin St 100	Civic Center	48%	\$3.00	\$2.75	-\$0.25
Franklin St 200	Civic Center	64%	\$3.00	\$3.00	\$0.00
Franklin St 300	Civic Center	56%	\$3.00	\$2.75	-\$0.25
Franklin St 400	Civic Center	74%	\$3.00	\$3.00	\$0.00
Franklin St 500	Civic Center	56%	\$3.00	\$2.75	-\$0.25
Golden Gate 0	Civic Center	76%	\$2.00	\$2.00	\$0.00
Golden Gate Ave 700	Civic Center	76%	\$3.00	\$3.00	\$0.00
Gough St 200	Civic Center	48%	\$2.00	\$1.75	-\$0.25
Gough St 300	Civic Center	81%	\$2.00	\$2.25	\$0.25
Gough St 400	Civic Center	82%	\$2.00	\$2.25	\$0.25
Grove St 0	Civic Center	80%	\$3.00	\$3.00	\$0.00
Grove St 100	Civic Center	79%	\$3.00	\$3.00	\$0.00
Hayes St 0	Civic Center	56%	\$3.00	\$2.75	-\$0.25
Hayes St 100	Civic Center	36%	\$3.00	\$2.75	-\$0.25
Hayes St 200	Civic Center	44%	\$3.00	\$2.75	-\$0.25
Hayes St 300	Civic Center	85%	\$2.00	\$2.25	\$0.25
Hayes St 400	Civic Center	88%	\$2.00	\$2.25	\$0.25
Hayes St 500	Civic Center	90%	\$2.00	\$2.25	\$0.25
Hickory St 0	Civic Center	83%	\$3.00	\$3.25	\$0.25
Hickory St 100	Civic Center	54%	\$2.00	\$1.75	-\$0.25
Larkin St 100	Civic Center	81%	\$3.00	\$3.25	\$0.25
Larkin St Ave 200	Civic Center	86%	\$3.00	\$3.25	\$0.25
Larkin St St 0	Civic Center	74%	\$3.00	\$3.00	\$0.00
Lech Walesa 0	Civic Center	85%	\$3.00	\$3.25	\$0.25

San Francisco has established a formula to govern the price changes in response to the parking occupancy rates:

“In order to achieve the goal of at least one available parking space per block, meter rates will be adjusted with the goal of maintaining no more than 80% occupancy on any given block. Rates will be adjusted using the following formula:

- When occupancy is 80-100%, the hourly rate will be raised by \$0.25.



- When occupancy is 60-80%, the hourly rate will not be changed.
- When occupancy is 30-60 %, the hourly rate will be lowered by \$0.25.
- When occupancy is less than 30%, the hourly rate will be lowered by \$0.50.”

Most meters in the City operate from 9 am to 6 pm. The rates for these meters have been split into three periods: 9 am to noon, noon to 3 pm, and 3 pm to 6 pm. A driver who arrives at a meter at 11 am and wishes to park until 1 pm must pay for one hour at the 9 am to noon rate and one hour at the noon to 3 pm rate. SFMTA notifies the public no less than seven calendar days before any change in prices.

Beyond managing the curb parking supply, *SFpark* can help depoliticize parking by stating a clear principle used to set the prices for curb spaces: the demand for parking will set the prices. After shifting from a revenue goal to an outcome goal and choosing the occupancy rate for the desired outcome, the city council will no longer have to vote on parking prices. If too many curb spaces are vacant, the price will go down, and if no curb spaces are vacant, the price will go up. Wanting more revenue will no longer justify raising prices. Relying on the power of an impersonal market test to set prices makes an end run around the politics of parking.

### *Redwood City, California*

In 2005, Redwood City, south of San Francisco, adopted legislation establishing a performance parking policy and returning the meter revenue to the metered district. The city council set a performance goal for curb parking—a target occupancy rate of 85%—and gave City staff the responsibility for adjusting prices to achieve the target occupancy. The council thus sets parking *policies*, not parking *prices*. The council also dedicated the meter revenue to pay for public improvements in the metered zone. The City had free parking along its main thoroughfare, but paid parking along side streets and garages were paid. Initially there was outcry from the business owners, but once the merchants understood that the revenue would remain in the metered district, they strongly backed the proposal, and the members of the city council voted for it unanimously.

When Redwood City began to charge performance prices for curb parking, it also removed the time restrictions at meters, and this has been the program’s most popular feature. Because curb parking prices are higher than the adjacent off-street prices, most drivers who want to park for a long time naturally choose the off-street spaces.

Removing time limits for curb parking is especially important if meters operate in the evening. A one-hour time limit can make the curb spaces almost useless for people who want to dine in a restaurant or go to a movie. As an example of this policy gone wrong, in 2009 the City of Los Angeles, desperate for new revenue, extended the hours of meter operation to 8 p.m. in business districts but left many of the one-hour time limits in place. As a result, many spaces remain empty in the evening and most revenue comes from tickets for overtime parking. The time limits harm the adjacent businesses by making it difficult for restaurant or theater patrons to park and by irritating customers who get tickets.

### *Washington, D.C.*

In 2008, Washington, D.C. established a performance parking pilot project near a new baseball park that has 41,000 seats but only 1,300 off-street parking spaces. Through special pilot legislation, the District of Columbia’s Department of Transportation is authorized to adjust meter rates to achieve vacancy rates between 10% and 20% for the curb spaces, to

adjust the days and hours during which the meters operate, and to adjust fines to dissuade illegal parking. As part of the ordinance defining the performance-based parking policy, the revenue that is generated by the program is split the following ways:

- 20% to the general purposes of the DDOT operating fund
- Up to 60% used to repay the cost of procurement and maintenance of new meters and related signage for the pilot program in that zone
- Once the cost of procurement is paid in full in that zone, up to 5% shall be used to pay for meter maintenance and related signage in that zone
- The remaining balance of curbside parking revenues shall be used solely for the purpose of non-automobile transportation improvements in that zone

On game days, the meter rates are \$8.00 an hour during events at the ballpark and \$2.00 an hour during the rest of the day. On nongame days, the meter rates are \$1.00 or \$1.50 per hour.<sup>1</sup> In addition to the paid parking, the area has a large residential parking zone for the many residential streets that surround the ballpark.

### *Ventura, California*

Ventura, north of Los Angeles, adopted a performance parking program in 2010, including installation of paid parking for the first time. The municipal code language is simple: “The City Transportation Manager may adjust pay station and meter rates up or down 50 cents per hour in twenty-five-cent increments based on average occupancy rates in order to achieve a target occupancy rate of 85 percent.”<sup>2</sup> The code also specifies, “All moneys collected from parking pay stations . . . shall be devoted exclusively to purposes within the geographic boundaries of the parking district from which the revenue is collected.”<sup>3</sup> Time limits were removed for all metered spaces.<sup>4</sup>

Ventura has been especially creative in using its performance pricing program to provide benefits to the metered area. The multi-space meters use Wi-Fi to communicate with City Hall, and the Wi-Fi channels have considerable excess capacity beyond what is needed for the meters alone. The City uses this excess capacity to provide free Wi-Fi service throughout the metered district, courtesy of the Downtown Parking Management program. Many restaurants and coffee shops that had paid to provide their own Wi-Fi for customers have discontinued their individual Wi-Fi service and now rely on the public Wi-Fi service.

Parking meters have a natural source of opposition—the drivers who pay for curb parking. That is why it is so important to create support for the meters by using at least some of the meter money to pay for local public investments. If residents and merchants and property owners can see the public investments on the metered streets, they form a natural source of support for the meters. Without this local public spending financed by the meters, it is harder to see the meters’ benefits. Drivers who have an easier time finding a curb space don’t know it is because of the meters. Drivers who suffer less traffic congestion don’t know it is because there is less cruising for free parking. People who breathe cleaner air don’t know it is because less cruising produces less pollution. And so on. Showing the meter money at work can help to convince many people that parking meters are a good idea.

<sup>1</sup>District Department of Transportation (2009, 7)

<sup>2</sup>Section 16.225.010 of the San Buenaventura Municipal Code.

<sup>3</sup>Section 16.225.050 of the San Buenaventura Municipal Code

<sup>4</sup>Ventura’s program is explained at [www.cityofventura.net/pw/transportation/parking](http://www.cityofventura.net/pw/transportation/parking)

### *The Right Occupancy Rate for Curb Parking*

A performance pricing policy requires a parking occupancy goal. Should that goal be 85%, or something different? The answer depends on the value of having a few more spaces occupied and on the resulting costs associated with more cruising for scarcer vacancies. A rate of 95% occupancy, for example, would still leave a few vacant spaces, but it would increase the number of occupied spaces by only 12%, while reducing the number of open spaces by 67%.<sup>5</sup> The higher occupancy rate would increase the difficulty of finding an open space, so drivers would have to spend more time cruising and would have to walk farther from their cars to their destinations and back.

Perhaps a goal of one to two empty spaces on each side of every block is the most sensible policy. Given the random nature of arrivals and departures, cities that adopt performance pricing will need to accept some time with two or more vacancies so there will be less time with no vacancies. Instead of aiming for an average of 85% occupancy over an hour, a city can aim for a target share of the hour with at least one to two vacancies on each block. A city will have two goals in setting a target for the number of minutes during an hour with an open space on the block:

***Ready availability (Turnover).*** Availability is defined as the share of an hour with at least one vacant space on the block. Ready availability means that drivers can usually find a convenient open space.

***High occupancy.*** Occupancy is the average share of spaces that are occupied during the hour. High occupancy is defined when the curb spaces are well used and serve many customers.

In addition, there is a third metric of revenue that depends on both the meter price and the occupancy rate. Revenue results from good management and can be a metric to track trends.

Cities face a trade-off between ready availability and high occupancy. These two goals will often conflict, because raising the meter rates to ensure at least one vacant space during a greater share of an hour will reduce the average occupancy rate. Suppose, for example, a city sets prices to ensure a vacant space on each block for at least 45 minutes during each hour. If at least one vacant space is available on that block for only 30 minutes in an hour, the availability target is not met, and the price should increase. This price increase, however, means that the average occupancy during the hour will decline.

Curb parking is a perishable good, which means its costs are fixed and it cannot be stored. (Airline seats are another example of a perishable good—an empty seat on a flight cannot be resold later.) Private off-street parking operators set prices of perishable goods to maximize revenue, but a city's goal for curb parking should be different. Full occupancy of curb parking produces unwanted cruising, while low occupancy means the curb spaces are not delivering customers to the adjacent businesses. A city must balance the competing goals of reliable availability and high occupancy. The greater the random variation in demand during a time period, the greater the conflict between the two goals. Nevertheless, it seems sensible to focus on a driver's probability of finding an open space upon arrival as a key measure in setting prices.

<sup>5</sup>The increase in occupancy from 85 to 95 cars per 100 spaces adds only 10 cars, or 12 percent ( $10 \div 85$ ), to the number of parked cars, while it reduces vacant spaces from 15 to 5, or by 67 percent ( $10 \div 15$ ).

If cities eliminate cruising by charging performance prices for curb parking, where will the cruising cars go? Because drivers will no longer have to arrive at their destinations five to ten minutes early to search for a curb space, their vehicle trips will be five to ten minutes shorter. The reduction in traffic will come not from fewer vehicle trips but from shorter vehicle trips. Conversely, in areas with occupancies consistently well above the target range, without shoulder time or geography to move people to, the reduction would have to come from reduction of trips that end with parking on street at the curb.

## *2. How Do Curb Parking Prices Affect Business Conditions on the Metered Streets?*

Proposals to increase parking prices or run the meters later in the evening usually provoke vehement complaints like, “If this city operates its parking meters in the evening, I will never drive downtown to eat in a restaurant again.” This threat to boycott downtown restaurants would be a convincing argument if many curb spaces remained empty after the meters began operating in the evening. But this threat ignores the key feature of performance prices: *If the meters are priced right, cars will fill most of the curb spaces, leaving only one or two vacant spaces on each block.* If most curb spaces are filled, parking meters cannot be chasing all the customers away.

Meters *will* chase away some drivers on some trips, but the curb spaces these drivers would have occupied will become available to customers who are willing to pay for parking if they can easily find a convenient curb space. Because the curb spaces will remain almost fully occupied, merchants shouldn’t worry that performance prices will harm their businesses. And who is likely to leave a bigger tip for the waiters in a restaurant? Drivers who are willing to pay for convenient curb parking if they can always find an open curb space? Or drivers who will come only if they can park free after circling the block a few times to find free parking?

Both common sense and empirical research suggest that performance-priced curb parking will motivate more people to carpool, because carpoolers can share the cost of parking while a solo driver pays the full cost. Drivers who pay to park may arrive with two, three, or four customers in a car. Performance prices will also promote faster turnover because drivers will pay as long as they park. If a curb space turns over twice during the evening, each space can deliver two groups of diners to a restaurant. For both reasons—higher-occupancy vehicles and faster turnover—performance prices for curb parking will attract more customers to a business district. With more customers, restaurants can expand and hire more waiters and pay more in sales taxes. Charging performance prices to manage curb parking can thus benefit many people.

A further advantage of performance prices is that they will decline when demand declines during a recession. The price of curb parking will automatically fall to keep the customers coming. The cheaper curb parking will help businesses survive and prevent job losses. But if curb parking prices remain high during a recession, curb spaces will be under occupied, resulting in fewer customers for stores, and fewer jobs.

Sales tax revenues provide the best evidence of how parking meters affect business conditions. Although cities rarely collect data on sales taxes for parking districts, Pasadena, California, did so when it installed parking meters in Old Pasadena in 1993. Old Pasadena has done well compared with the rest of the City since then. Its sales tax revenue increased rapidly after 1993 and is now higher than in other retail districts in the City (Figure 35). Old Pasadena’s sales-tax revenue quickly surpassed that of South Lake Avenue, formerly the City’s

premier shopping district. The merchants on South Lake Avenue petitioned to install parking meters in 2008. These data make it difficult to argue that parking meters are bad for business.

The parking meter was invented in 1935, and in the 1930s many cities introduced their first parking meters on one side of the street at a time, to show everyone how the meters improved parking and reduced congestion. When one side of the street had meters, merchants on the other side demanded them. Cities can now introduce performance-priced curb parking in a similar way, to show merchants that it is good for business. If one district has performance prices, so that it always has a few vacancies and high turnover, everyone who wants to shop in that district can park quickly. Comparing the sales tax revenue in the performance-priced district with sales tax revenues in nearby districts with free parking can quickly uncover the effects of performance-priced curb parking on business conditions.

San Francisco is now collecting data on sales tax revenues in the *SFpark* pilot districts, and will compare it with the sales tax revenues in otherwise-similar comparison districts without *SFpark*. When these data become available, they will provide the best possible evidence on how performance prices for curb parking affect business conditions on the metered streets.

## **THE ECONOMIC IMPACT ON BUSINESS DISTRICTS OF VARIABLE PRICING STRATEGIES**

By David M. Feehan

Several communities are considering implementing a new and potentially significant parking pricing program in downtown areas and other business districts. This program is designed to use “performance-based” pricing as a way to ensure that one to two on-street spaces are available thereby benefiting businesses on the block as well as the customers they serve. Beyond these business friendly and customer-centric goals, additional traffic congestion mitigation and environmental benefits can also be realized.

Based on the research of Dr. Donald Shoup, noted author of *The High Cost of Free Parking*, this approach centers on raising prices in portions of a business district or even on individual blocks until the desired vacancy rate is achieved. San Francisco, Washington, DC, and Los Angeles, as well as some smaller communities are also pioneering this approach at present.

Many business owners and property owners express concern whenever on-street meter rates are increased, fearing a loss of business (and for property owners, a loss of tenants.) However, low parking rates and inconsistent or lax enforcement often result in employees, office workers, and even owners taking up valuable on-street spaces that might otherwise be more productively used by customers.

### *Questions to Consider*

So if the goal is a vibrant, economically successful downtown, and one important and essential component is attractive, busy retail stores and restaurants, several questions need to be addressed:

- Will performance-based pricing work? Will it produce desired results in terms of providing both the reality and the perception of improved availability of on-street parking for potential customers?

- Might it work in the short term to open up spaces, but in the mid- to long-term, will it tend to kill off the very retailers and restaurants it was designed to help?
- Will it have a tendency to change the composition of the business district's shops and restaurants, favoring upscale shops with bigger ticket items and fancier, white tablecloth restaurants at the expense of less expensive shops and restaurants?
- Do customers have a "mental break-point" at which the perception of parking as being too expensive drives decisions to avoid a particular district?
- How important is price when compared with other factors like availability, ease of parking and access, more flexibility in terms of parking duration, the added convenience of multiple payment options, and enforcement?
- Are there strategies that can increase the odds that a performance-based pricing program can work?
- Can variable rate pricing programs be effectively communicated? Can they be enacted without causing a great deal of customer confusion and frustration?
- Once implemented, will such a program enhance and improve the overall vitality and economic viability of the downtown and neighborhood business districts?

In the interests of transparency and disclosure, I should note that as someone who has managed a number of downtown revitalization organizations and one parking system, and someone who has served as an advisor or consultant to a number of other cities and downtown organizations, I have what might be considered a rare, if not unique, perspective regarding these questions. Having been both a downtown manager and a parking manager, I am able to see these issues with some degree of objectivity. However, I have not worked for municipal government or for a parking authority, and therefore I am forced to base my ideas on government or authority perspectives on many years of working with staff members from both entities.

Some communities have established a policy of "one to two open spaces per block" in selected business districts, and performance-based pricing seems to be the most promising approach to achieving this policy. But if we examine the policy directive, right from the outset it requires more precision and more careful thought. For example, if there are only two or three on-street spaces on a particular block, should the policy as stated apply to that block? Should the policy apply 24 hours a day, or a more limited portion of the day? Should prices on a given block vary with changing demand at different times of the day? Of particular concern is the fact that in certain areas, 20% to 40% of on-street spaces are routinely taken by parkers who have state-issued disabled parking permits. How should their numbers be factored into this directive? And if a program were designed to get those with disability placards to park in structures instead of on-street, would there be any need for this policy at all? Suffice it to say, that there is no lack of potential issues and complexity when it comes to this defining the effective implementation strategies for these concepts.

### *Understanding the Behavior of the Parking Customer*

In a purely economic model where people driving automobiles and looking for parking spaces act in a completely rational way, the variable pricing program would seem to be a sure bet. However, we know that consumers sometimes behave in ways that run counter to rational economic interest. For example, why do people buy expensive bottled water when they are really only buying tap water in many instances? Why do people buy Tide laundry detergent or Clorox bleach or Bayer aspirin when the store brands are equally safe and effective, but much cheaper? It is clear that consumers are influenced by any number of factors (e.g., advertising campaigns, self-image, convenience, availability) in addition to price.

The science of psychographics has begun to tell us much more about who prefers to shop or dine downtown and why. Claritas, ESRI, and other firms have developed profiles of various consumers and their buying habits. What we know less about are the parking habits of these various buyer groups.

### *Consider the Downtown Shopper*

Clearly, the parking industry has come to the realization that as meter rates have increased over the years, the necessity of having a large and ready supply of quarters (and most older meters only take quarters) has become onerous, to say the least. In some cities, Pittsburgh for example, on-street meters in parts of downtown are now \$3.00 per hour and only take quarters. At a two-hour meter, a customer would need 24 quarters. The likelihood of having that many quarters in one's automobile is small; and the likelihood that a nearby merchant will provide a person, who may not even be coming to his or her shop, with that many quarters is miniscule. The likelihood that this particular individual will find a more convenient place to shop is great.

On the other hand, many cities are slowly or rapidly changing over to multi-space meters that accept not only coins, but also tokens and credit cards; some even offer pay-by-cell phone, thereby obviating the need for a satchel full of quarters. Another feature of one type of multi-space meter, called pay-and-display, allows customers to buy time at one block, but move to another location and use the unexpired time purchased at the previous location.

Difficulty finding a space and then having to pay with quarters can be annoying enough, but various enforcement methods can be excruciating. Ticketing, towing and booting are all employed in some or most cities, although booting is usually reserved for those with multiple unpaid violations and towing usually occurs when someone is blocking a driveway or in a no-parking zone. In some areas, it might be beneficial to allow for longer stays, allowing for more time to shop and stroll. However, the tradeoff is reduced turnover, which precludes people from finding available spaces to stop and patronize area businesses. It is tradeoffs like this that a community must weigh as it implements the various strategies related to performance based pricing.

### *Price Threshold Versus Annoyance Threshold*

The intent of this discussion is not to discount price as an important factor. It is an important consideration, and in some cases it may be the most important consideration. The intent here is rather to assert that, from a downtown management perspective, annoyance factors may influence customer decisions at least as much, and oftentimes more than price factors.

In a purely economic model of pricing, as mentioned above, downtown and business district parking customers would behave in a rational manner at all times. But most downtown and business district managers understand that the "annoyance threshold" is as big a factor as the "price threshold."

Variable pricing is based on the belief that raising prices to a certain point will cause customers to reach a threshold or level where they will choose other options rather than parking in a particular location. Those options may include parking in a nearby garage, looking for less expensive, but less convenient, on-street or off-street surface parking, or leaving the business district for other shopping destinations. If the parking customer pulls into

a parking space and finds that the meter rate is \$4.00 per hour, she or he may elect to simply leave, because the hourly rate may be unacceptably high.

Willingness to pay a given rate will depend on a number of factors. A potential downtown shopper may find that it makes no sense to pay \$4.00 per hour for parking when that shopper is planning on an inexpensive lunch or is running a few errands. On the other hand, the shopper who is planning on buying expensive items of apparel or jewelry, or the person who is visiting a doctor or an attorney may find that a \$4.00 rate is less onerous.

A parking customer may not know how long their visit will take (for example, meeting with an attorney or combining a shopping and dining trip) and may therefore choose a parking garage instead of an on-street location. This choice may be influenced by the relative annoyance factor of a parking ticket versus the higher cost of parking in a garage.

Or, the customer may simply decide that for this trip or subsequent trips, other shopping and dining locations where parking is free or less of a hassle are more desirable.

Consider the choices. On one hand, the parking customer examines the possibility of going to a suburban location. They know that there will be a parking space available near their destination (though in reality the actual walk could be the equivalent of one or two blocks on street), they know that they will not have to pay for parking, hence no need to carry a bag of quarters, they know they won't get a ticket, and they assume the space is in a safe location. They have been to similar locations and intuitively understand the "rules of the game."

On the other hand, they consider going downtown or to a city business district with metered parking. They first may have to contend with one-way streets, and if they visit downtown only infrequently or if this is their first trip, they will be unfamiliar with these traffic patterns. While they are in their car, there may not be communication methods to transmit rate and time limit information. It may be difficult to determine how much parking costs - which requires a unique and concise communication method. If they are unfamiliar with the area, they may not know until they park what methods might be used to pay for time on the meter - coins, tokens, credit cards, smart cards, or cell phones. They may find a panhandler or a group of rowdy teenagers standing on the sidewalk next to the available space. If it is evening, the space may not be well-lit.

Any one of these "annoyance factors" may be sufficient to warrant giving up on finding a parking space. Any or all may mean that this particular customer visits once, and concludes afterward that shopping or dining downtown is simply not worth the hassle.

### *The Business District Management Perspective*

The following are several pertinent facts:

- Many of the retail and restaurant businesses in Fort Collins are independently owned and, like their counterparts in other cities, have been hard hit by the recession.
- These independent businesses are what give Downtown its unique character. Chain or formula stores can generally be found in shopping centers and suburban downtowns; but these independents often function as destinations within themselves, and are key to the success of Downtown.



- Parking is a major factor in urban shopping districts. People generally do not use public transportation for serious shopping trips. Availability, convenience, and perception of parking are key factors for many, if not most, urban retailers and restaurants.
- Parking is also a critical factor in whether a prospective business locates within a given business district.

### *Conclusion*

A variable pricing program is worth serious consideration. It offers several potential benefits, not the least of which is that it may be able to better ensure the availability of convenient on-street parking for customers, while reducing the incidence of employee parking in precious on-street metered locations.

It is vital, though, to realize that significant changes in parking rates, combined with variable pricing, can easily escalate annoyance factors for potential customers.

From a downtown and business district management perspective, here are some recommendations to consider:

- Put the customer first. The customer experience should drive not just parking pricing decisions, but all decisions relative to Downtown paid parking. Develop an underlying philosophy among all parking staff that understands and values customers. Give customers the benefit of the doubt whenever possible.
- Consult with stakeholders - business owners, property owners, Downtown shoppers, Downtown employers and employees, and Downtown visitors - to determine how best to design the system.
- Understand the customer. Continue to analyze who uses Downtown parking, how long they usually park, to which destinations are they going, how often do they use on-street and off-street parking, how can they best be communicated with, and what about the current and proposed systems do they like and dislike. Any business should make it a priority to know its customers. The City's parking program should do no less.
- Examine the "annoyance factors" and "annoyance threshold" carefully, and design the entire public parking system to minimize annoyances and offer increased value.
- Remember that individual merchants make Downtown interesting and unique places and allow them to compete effectively against suburban malls. Many of these businesses represent a substantial commitment by the owners, and numerous jobs for city residents. Changes in parking policy and pricing should be made with extreme caution in these tough economic times, and certainly with the input of these Downtown investors.
- Communication is essential. Effective communication is never easy. But customers find metered parking annoying as a rule, and making it more confusing and more expensive could be both a political and economic debacle. Work hard to make sure everyone understands how best to use the system.

