

City of Fort Collins - Parking Services

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Sr. Manager, Parking Services



Paid Parking Journey

Assess need for on-street parking pricing, implement paid on-street parking once certain triggers are met (consistently high occupancy, increased citations, or stakeholder consensus).

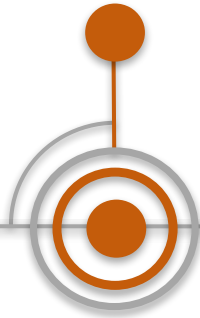
When parking use meets threshold, implement an on-street paid parking program to manage demand and generate revenue to invest in future infrastructure.
The Parking Advisory Board supported an on-street paid parking pilot program.

2004 Downtown Strategic Plan

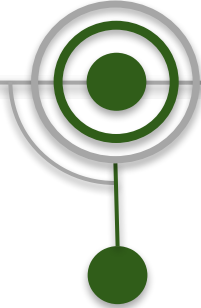


Recommended on-street paid parking as the primary strategy to promote parking turnover.

2013 Parking Plan

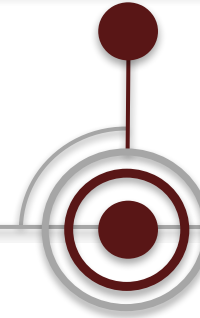


2014 Transit-Oriented Development Parking Study



Recommended the implementation of on-street paid parking to manage parking and create revenue to invest in new parking infrastructure.
Parking Services proposed an on-street paid parking pilot program.

2017 Downtown Plan



When parking use meets threshold, implement an on-street paid parking program to manage demand and generate revenue to invest in future infrastructure.
The Parking Advisory Board supported an on-street paid parking pilot program.

2025 Parking Study: Implementation & Action Plan



Recommend on-street and surface lot paid parking.

Why On-Street Paid Parking

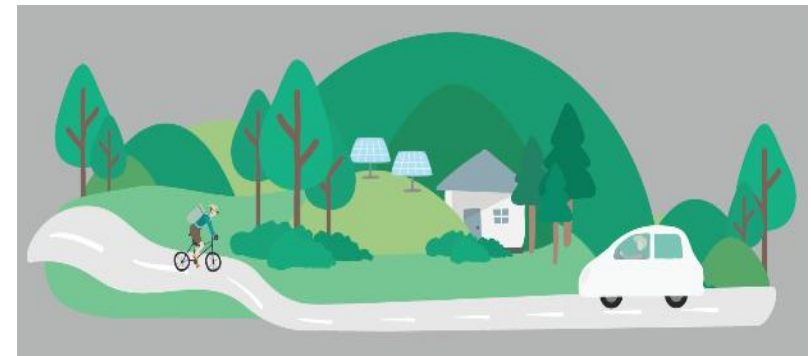
1. Support a vibrant and active downtown economy.



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



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



Immediate Action Items

Fees update – in progress

- Estimated revenue increase: \$200,000
 - Incremental increases to align with front range averages.

Fines update – in progress

- Estimated revenue increase: \$300,000
 - To evaluate at each budget cycle.

Expanded Enforcement – Launched March 23, 2026

- Estimated revenue increase: \$100,000
 - Adjust with zone/district needs.

Parking Access Control System – Planned Q1 2027

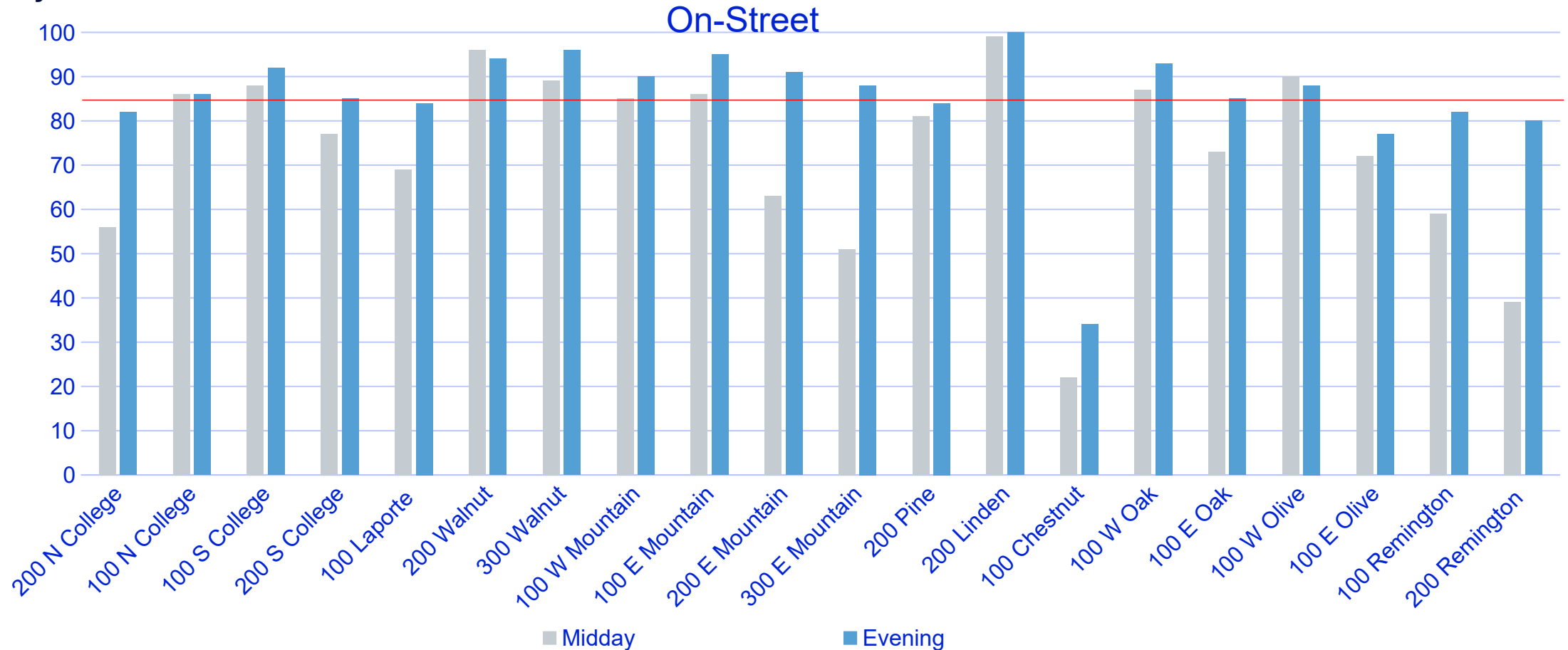
- Estimated revenue increase: \$75,000



On-Street Occupancy Strain

“To manage curb parking and avoid the problems caused by cruising, some cities have begun to adjust their curb parking prices... to produce an 85% occupancy rate for curb parking.” — Donald Shoup

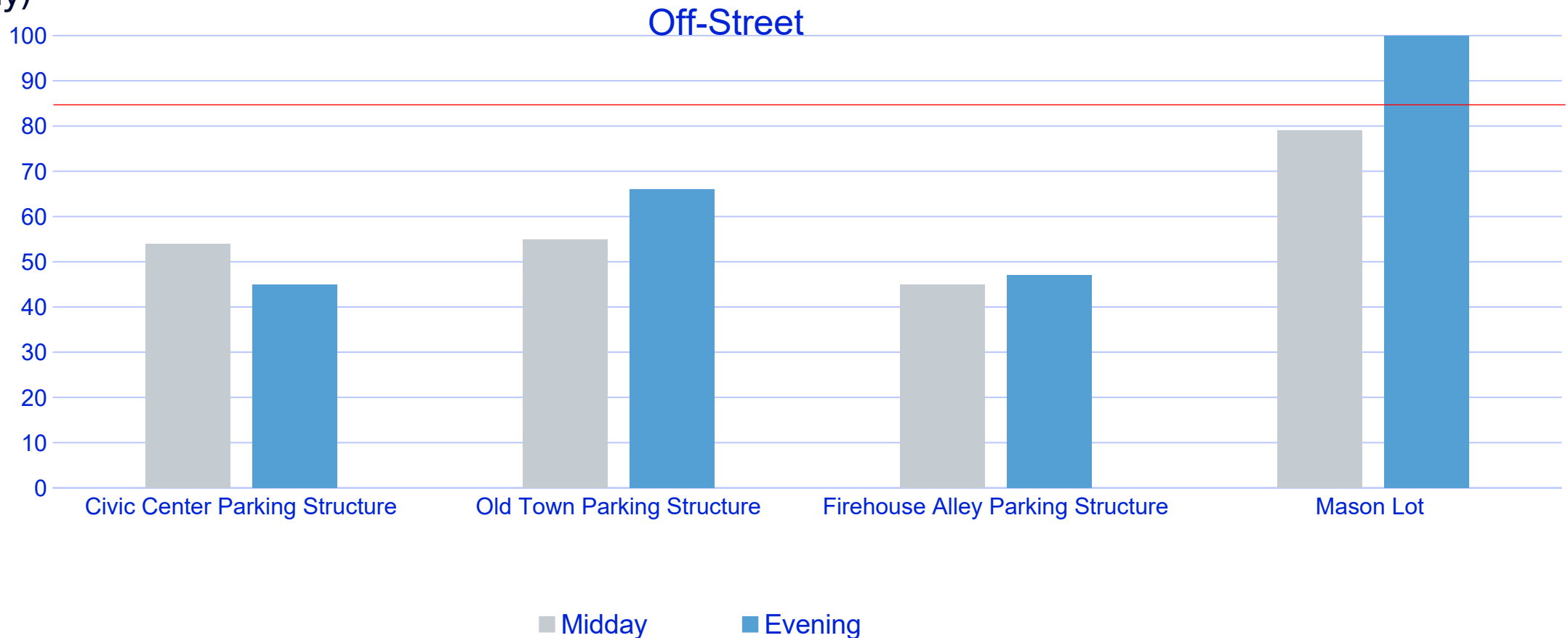
Spring 2026: March 4th – March 7th (Wednesday – Saturday)



Off-Street Occupancy Capacity

"Free curb parking in a congested city gives a small, temporary benefit to a few drivers who happen to be lucky on a particular day, but it creates large social costs for everyone else every day." — *Donald Shoup*

Spring 2026: March 4th – March 7th (Wednesday – Saturday)



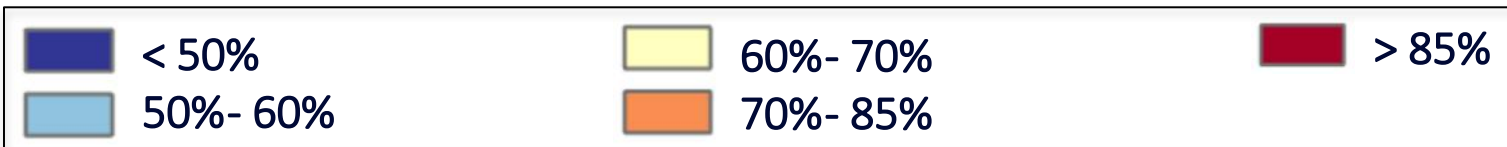
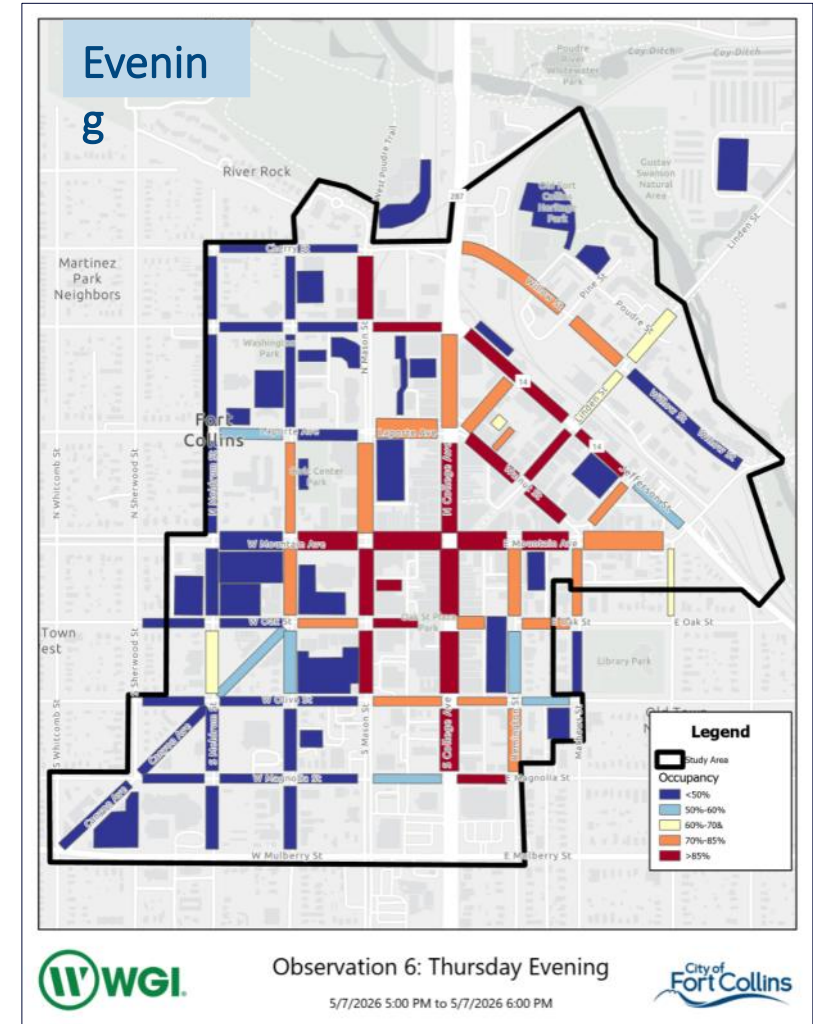
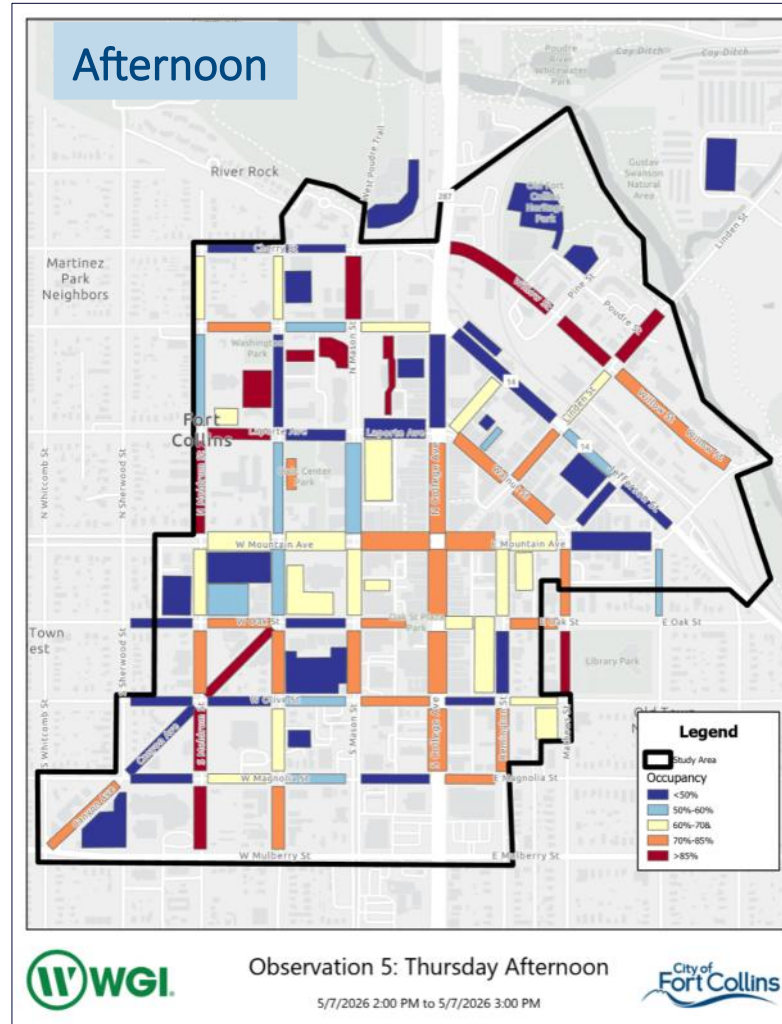
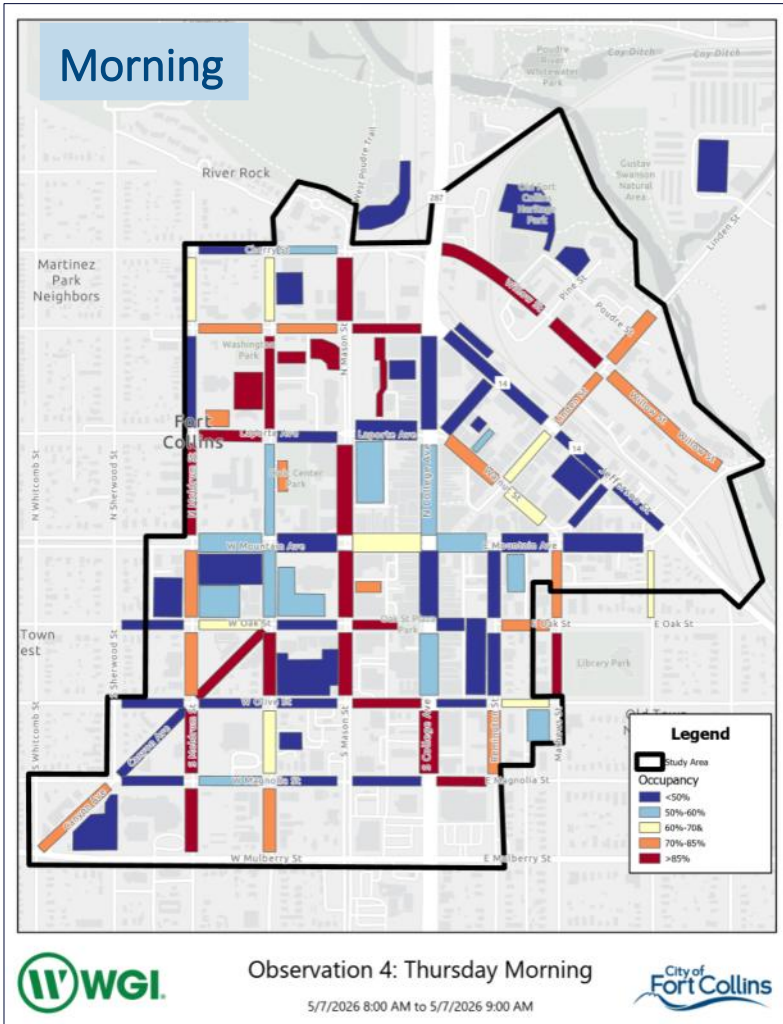
Spring 2025: Friday - April 18th,



Spring 2025: Saturday - April 19th,



Demand & Capacity Study

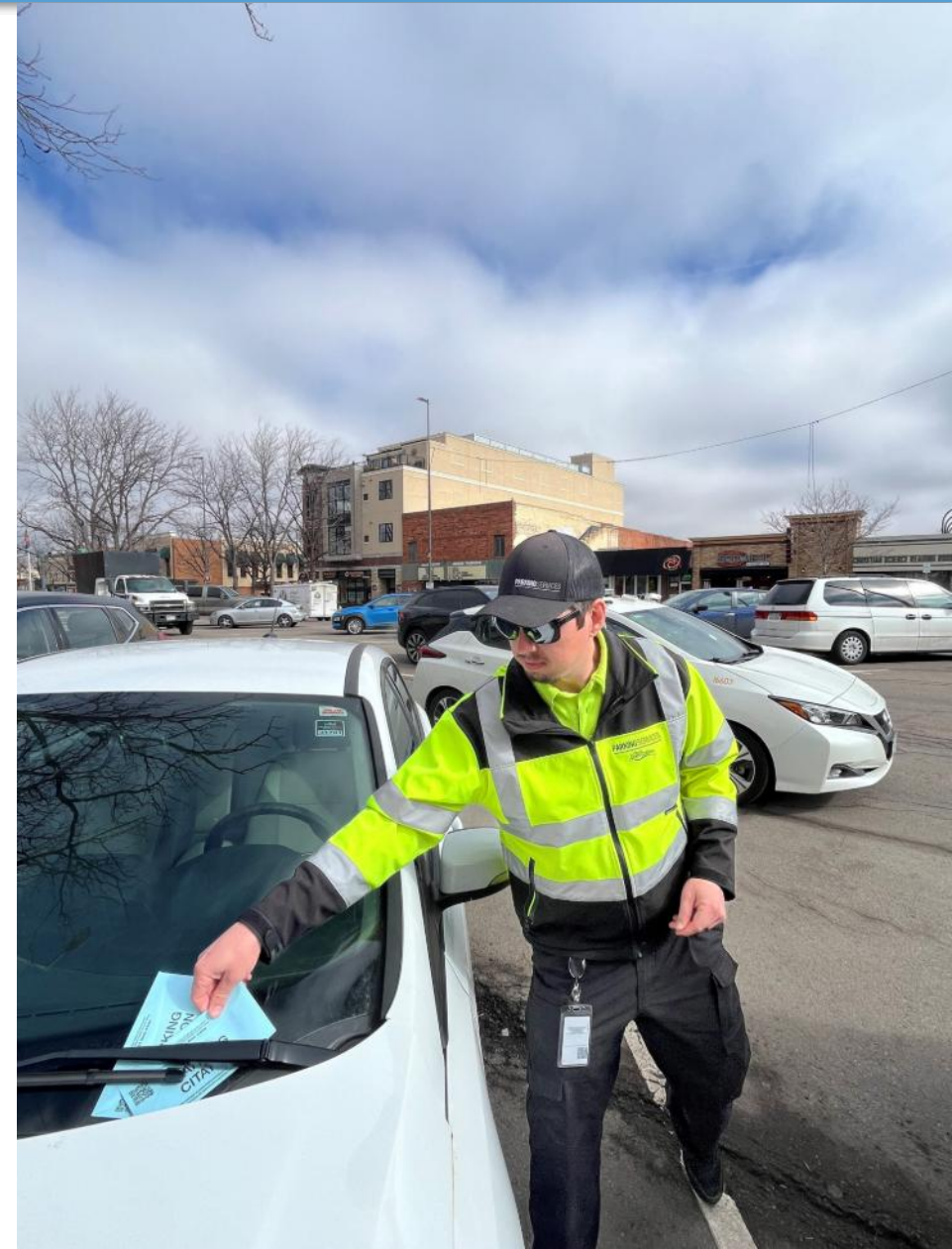


May 7, 2026 -
Thursday

If parking performs well, then the business will perform well, because nobody will say there's a shortage of parking. – Donald Shoup

Paid on-street parking:

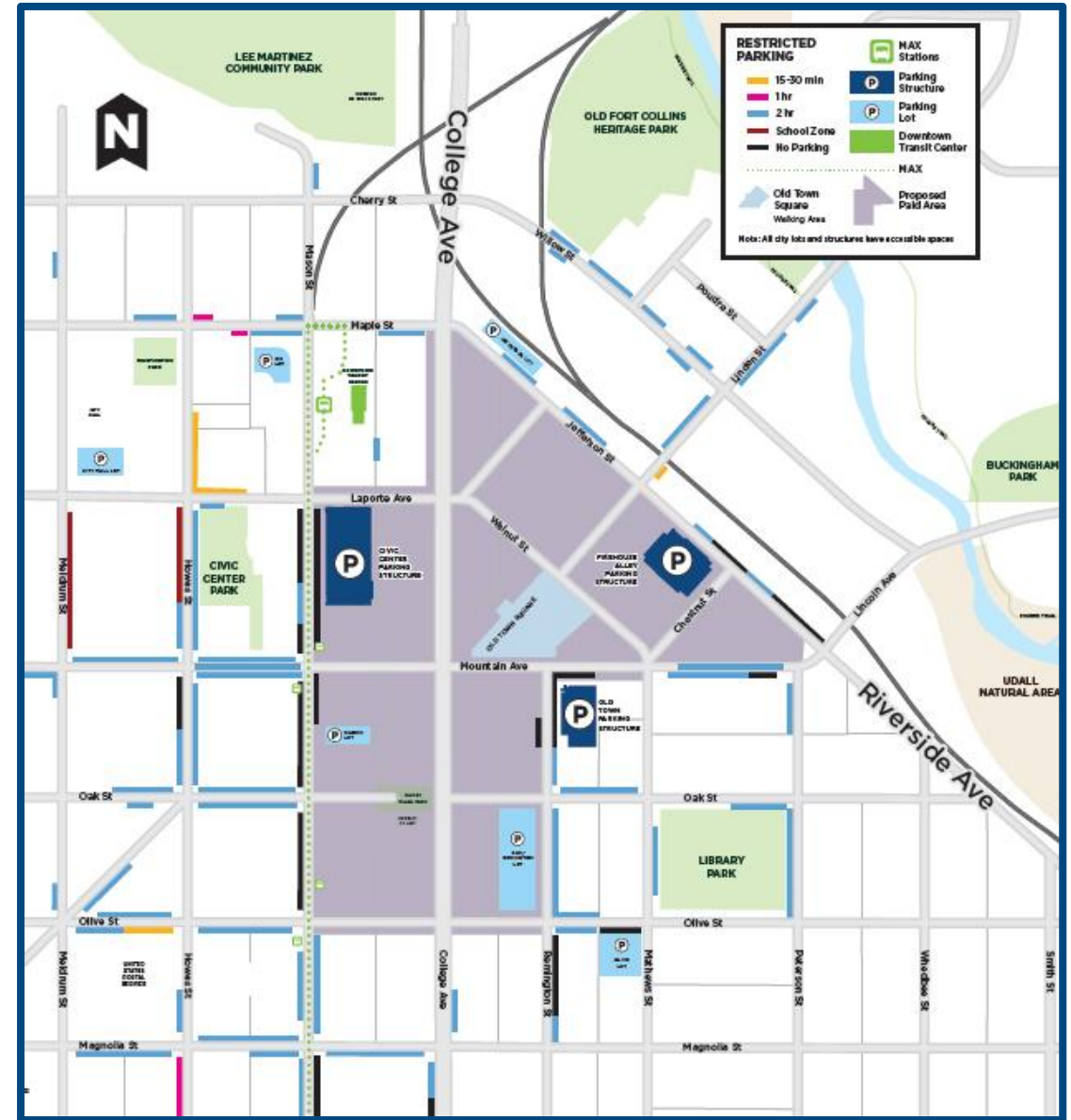
- allows customers to choose where they park, how long they stay, and how much convenience they wish to purchase,
- improves customer experience by reducing the risk and/or frustration of receiving a parking citation for exceeding a fixed time limit,
- pricing encourages turnover and helps maintain available parking spaces for visitors rather than employees,
- supports local businesses through better access,
- each customer pays according to actual use rather than creating arbitrary winners and losers,
- incentivizes using alternative modes like transit, biking, and walking,
- **generates revenue that can be reinvested into the downtown area.**



Paid On-Street Parking: Parking Services Recommendation

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

If nobody is paying for parking, then everyone is paying.



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

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

Future possible contributions:

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



Drivers who cruise in search of free curbside parking pay with time instead of money, and their cruising congests traffic, pollutes the air, and wastes fuel. In contrast, drivers who pay money for performance-priced curbside parking provide funds to improve public services. Nevertheless, some people oppose charging anything for curbside parking. –

Donald Shoup



Questions and Discussion



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