AGENDA
CITY OF CEDAR FALLS, IOWA
COMMITTEE OF THE WHOLE MEETING
MONDAY, JUNE 17, 2024
5:15 PM AT CITY HALL, 220 CLAY STREET

Call to Order

Roll Call

1. Parking Study Report.
(90 Minutes, Administrative & Parking Supervisor Marcie Breitbach & Fishbeck Consultants Jon Forster and Joshua Rozeboom)

Adjournment

Cedar Falls Parking Study Findings and Recommendations

June 17, 2024

fishbeck
Engineers | Architects | Scientists | Constructors

CEDAR FALLS Iowa

Goals of the Downtown Parking Study

- Utilize parking occupancy counts to determine demand and assess need for additional parking supply
- Gather community input on downtown parking use and needs
- Determine if a parking structure is needed to accommodate current parking demand and plan for future growth
- Develop parking structure concepts and operating methodology
- If a parking structure is recommended, identify potential rate strategies that would help financially support construction and operations

Input and Data Gathering

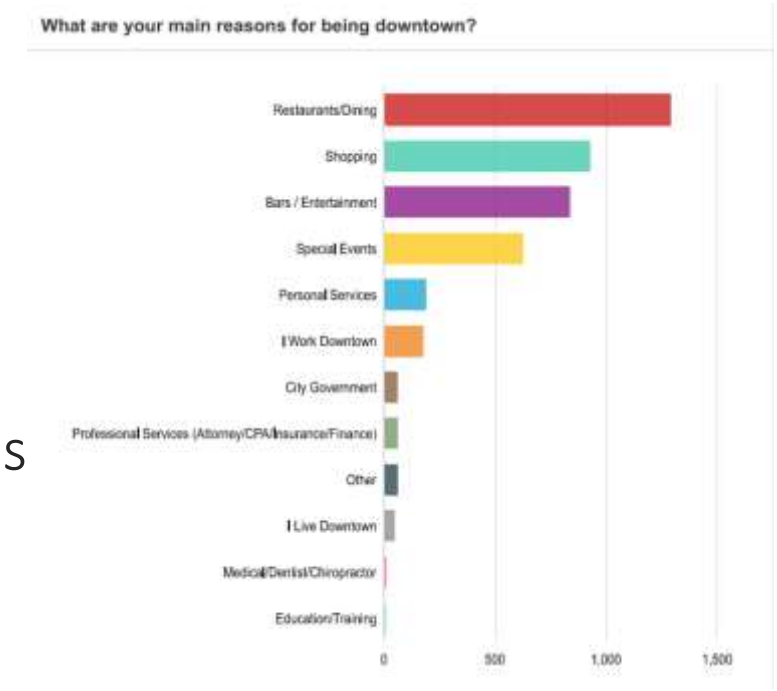
- **Stakeholder interviews**
  - Business owners, elected officials, and staff
- **Two public forums**
  - February 25 and 26, 2024
- **Online parking survey**
  - 1,460 respondents
- **Conducted parking occupancy counts**
  - Thursday December 7, and Saturday, December 9, 2023
  - Reviewed historic occupancy counts gathered by city staff

Stakeholder Interviews and Public Forums

- Business owners, downtown residents and the community like downtown and enjoy the energy and vibrancy
- Concerned about the public parking supply and feel there is a need for more parking
  - There is a desire for additional parking in a structure
  - How to pay for a parking structure overwhelms the conversation
- Mixed feelings on paid parking, although general feeling that it may be needed at some point
- The decision on a parking structure needs to be made one way or another

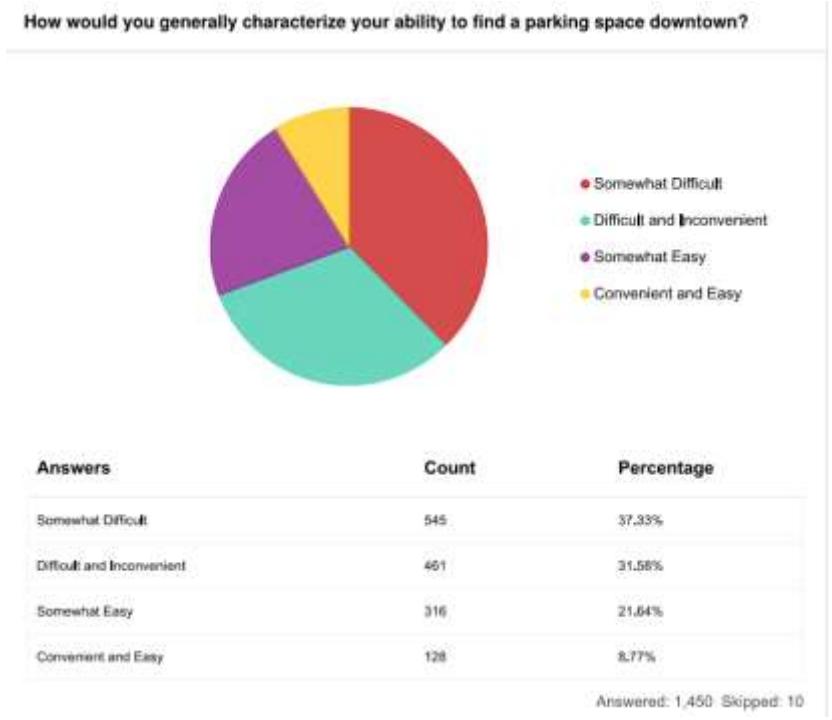
Survey

- Over 100 pages of results and comments
- Comments covered a large range of opinions
  - No garage, keep it free, don't do anything to downtown
  - Build a garage, charge fees to pay for it, keep downtown momentum going
  - Threats of never returning to downtown from both parties
- Don't ignore, but don't overly weigh the harshest comments
- Most respondents want to keep downtown great; they simply have differing views on how that is accomplished



Survey Responses

- 69% characterize finding a space as difficult
  - 37% somewhat difficult
  - 32% difficult and inconvenient
- Weekend evenings most difficult followed by events
- 65% say two or three blocks is a reasonable walking distance
- 80% say more parking is needed
- 52% say parking on Main St. should be free
  - 48% willing to pay



Answers	Count	Percentage
Somewhat Difficult	545	37.33%
Difficult and Inconvenient	461	31.58%
Somewhat Easy	316	21.64%
Convenient and Easy	128	8.77%

Answered: 1,450 Skipped: 10

Parking Demand

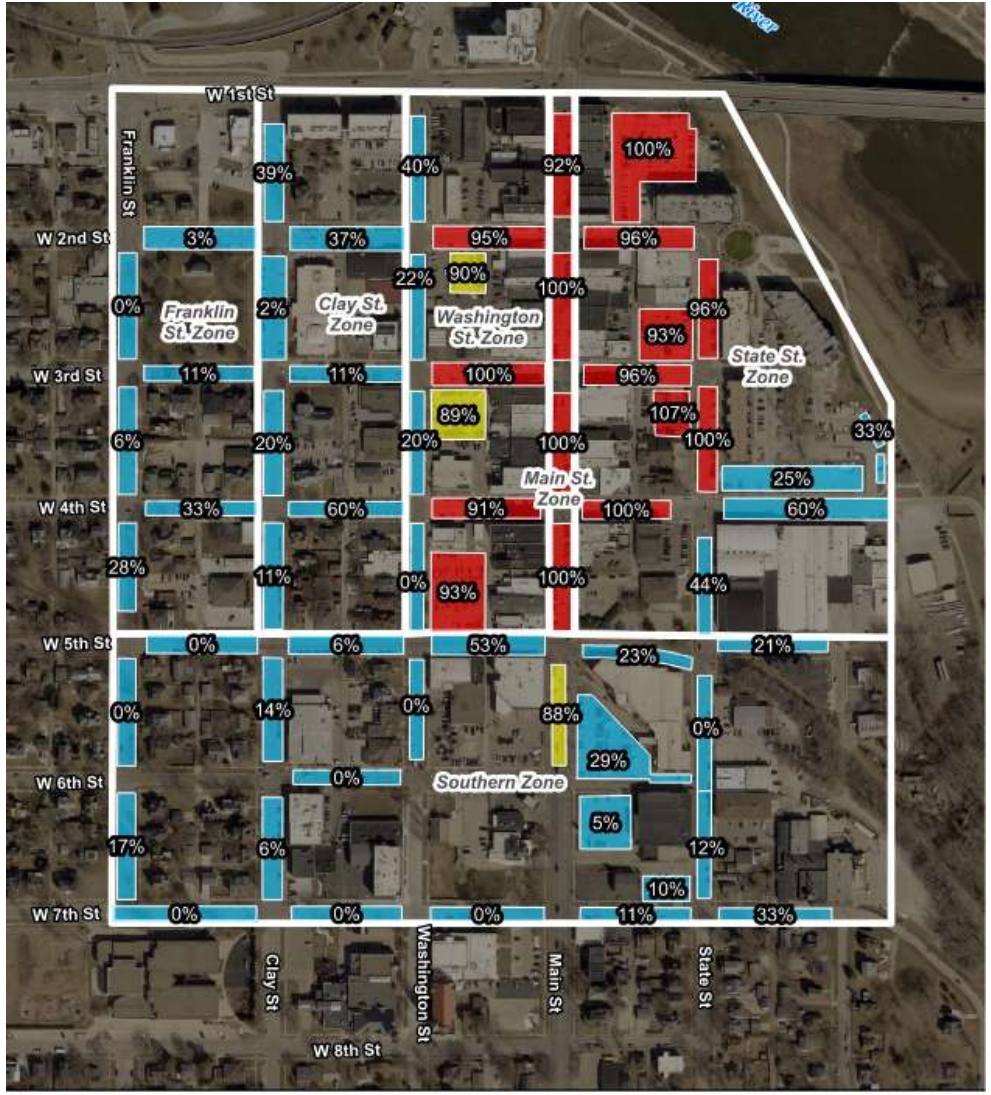
- Created Zones to segment demand
- Downtown core
  - Main St. on-street
  - Washington St.
  - State St.
- Clay St. zone feels demand on numbered streets
- Franklin St. and Southern zones are impacted on busiest days

Parking Demand Counts – December 2023

Zone Designation	Parking Lot	Parking Capacity	Weekday 10am	Weekday 10am	Weekday Noon	Weekday Noon	Weekday 2pm	Weekday 2pm	Weekday 4pm	Weekday 4pm	Weekday 6pm	Weekday 6pm	Weekday 8pm	Weekday 8pm
			Spaces Occupied	Occupancy %	Spaces Occupied	Occupancy %	Spaces Occupied	Occupancy %	Spaces Occupied	Occupancy %	Spaces Occupied	Occupancy %	Spaces Occupied	Occupancy %
Downtown Core Washington St., Main St., & State St. Zones	On Street Parking Total	332	158	48%	210	63%	175	53%	228	69%	358	108%	255	77%
	Off Street Parking Total	377	217	58%	236	63%	259	69%	267	71%	381	101%	292	77%
	Combined Total	709	375	53%	446	63%	434	61%	495	70%	739	104%	547	77%

Weekend 10am	Weekend 10am	Weekend Noon	Weekend Noon	Weekend 2pm	Weekend 2pm	Weekend 4pm	Weekend 4pm	Weekend 6pm	Weekend 6pm	Weekend 8pm	Weekend 8pm
Spaces Occupied	Occupancy %	Spaces Occupied	Occupancy %	Spaces Occupied	Occupancy %	Spaces Occupied	Occupancy %	Spaces Occupied	Occupancy %	Spaces Occupied	Occupancy %
204	61%	254	77%	259	78%	214	64%	275	83%	242	73%
218	58%	281	75%	276	73%	230	61%	301	80%	290	77%
422	60%	535	75%	535	75%	444	63%	576	81%	532	75%

- Peak on Thursday night event – over 100% in downtown core
- Saturday – 81% occupancy at 6PM
  - Empty spaces in Viking Pump and along 4th Street



LEGEND

Parking Occupancy

- 91%-107% Occupancy
- 81%-90% Occupancy
- 61%-80% Occupancy
- 0%-60% Occupancy

DATA SOURCES: CITY OF CEDAR FALLS AERIAL IMAGERY, 2022.

SATURDAY, DECEMBER 9, 2023 6PM OCCUPANCY

NORTH

0 250 500 FEET

LEGEND

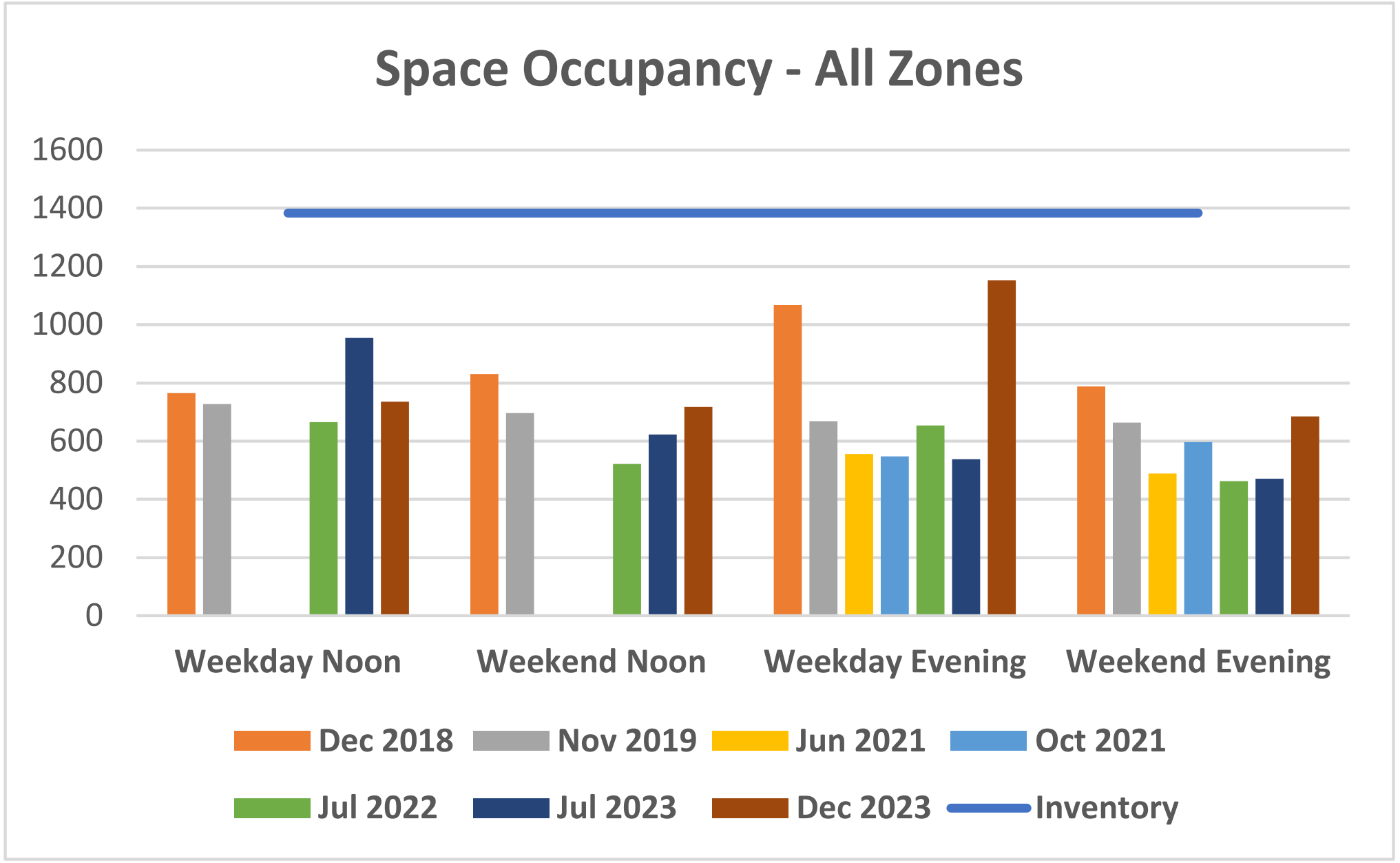
Parking Occupancy

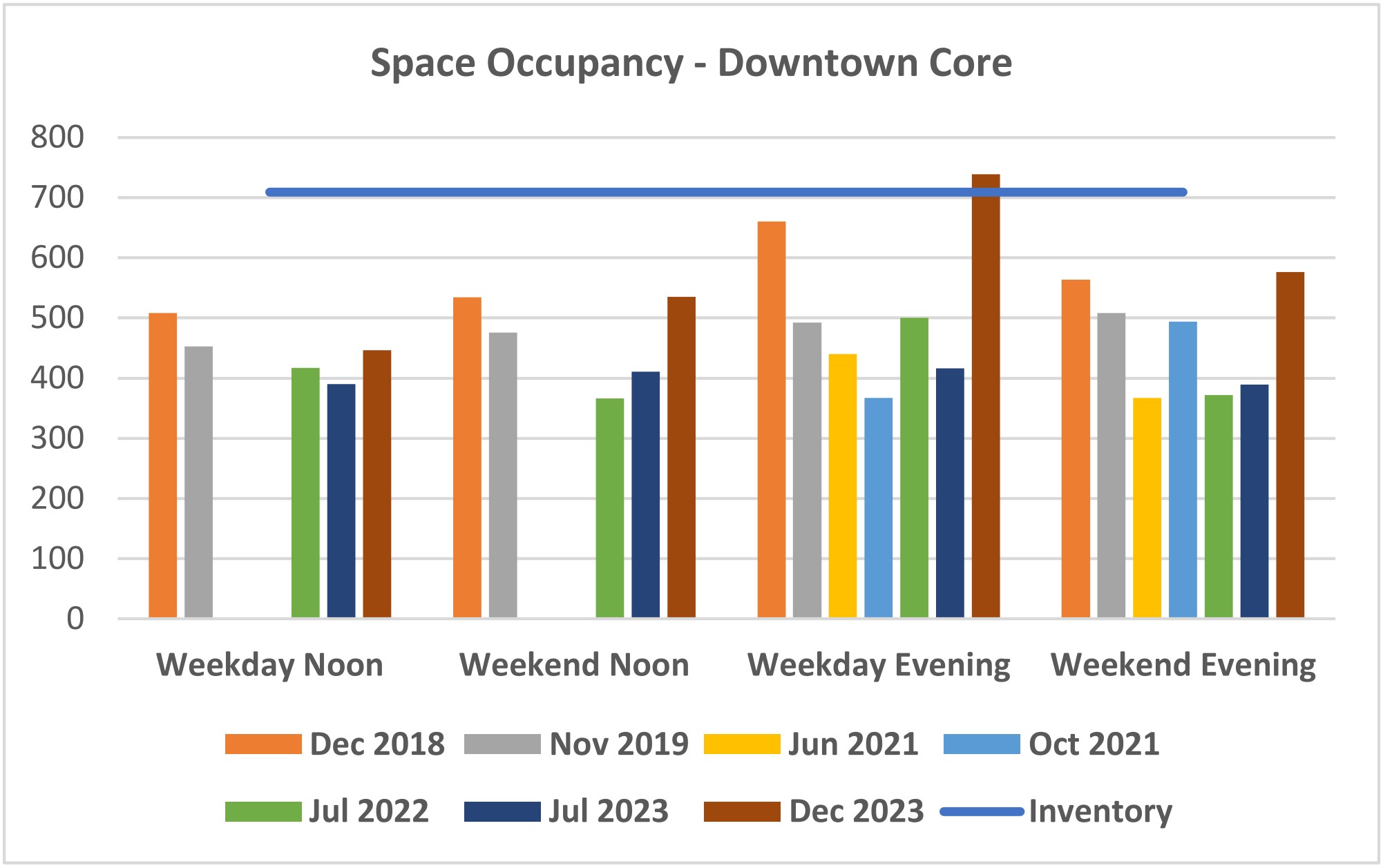
- 91% - 100% Occupancy
- 81% - 90% Occupancy
- 61% - 80% Occupancy
- 0% - 60% Occupancy

SATURDAY, OCTOBER 16, 2021 5PM OCCUPANCY

NORTH

0 250 500 FEET


Space Occupancy - All Zones
1600
1400
1200
1000
800
600
400
200
0
Weekday Noon
Weekend Noon
Weekday Evening
Weekend Evening
Dec 2018
Nov 2019
Jun 2021
Oct 2021
Jul 2022
Jul 2023
Dec 2023
Inventory


Space Occupancy - Downtown Core
800
700
600
500
400
300
200
100
0
Weekday Noon
Weekend Noon
Weekday Evening
Weekend Evening
Dec 2018
Nov 2019
Jun 2021
Oct 2021
Jul 2022
Jul 2023
Dec 2023
Inventory

Current Parking Demand

- Parking demand has returned to 2018 levels – slightly above in some areas
- Daytime demand appears to be growing slightly slower than evenings
- Downtown core is busy in the evening – only parking spaces available at:
  - W4th St. / Viking Pump
  - Washington St.

Downtown Opportunities and Development

- **Patton Diner**
  - Potentially creating parking demand for 50-80 spaces at peak time (employee plus patron)
- **3rd and State St.**
  - Assume most of the parking demand will be handled on-site
- **Cedar River Experience**
  - Potentially 200+ daily visitors
  - 20 – 50 additional vehicles into downtown
  - True impact measured after opening

Future Parking Demand

- Potential for 100+ additional vehicles in downtown
  - Considering highly likely developments and Cedar River Experience
- Potential to utilize all parking spaces in the downtown core on a typical weekend evening
  - Parkers will routinely end up at City Hall, Viking Pump, and neighborhood streets
- Event parking will continue to spill west and south of the core
- *Risk* – low intensity uses (retail) changing to high intensity uses (restaurant / bar) further increasing parking demand

Future Parking Demand in the Downtown Core

- **Current downtown core parking**
  - Near 100% occupancy during events
  - Over 80% occupancy on typical weekend (afternoon and evening)
  - 60% - 70% during the weekday
- **Patton Diner and 3rd and State**
  - Over 100% occupancy during events
  - Approaching 90% occupancy on typical weekend (afternoon and evening)
  - 70% - 75% during the weekday
- **Cedar River Experience**
  - Over 100% occupancy during events
  - Over 91% (daytime) and 95% (evening) occupancy on typical weekend
  - 75% - 80% during the weekday

Managing Parking Occupancy

- Under 80% occupancy - Inefficient
  - System operates with proper enforcement and sound policy, but too much land is dedicated to parking, **supports growth and development**
- 80% - 90% occupancy – Ideal for patrons and administration
  - System needs regular management for events, patron and business requests, enforcement oversight, and problem solving
- 90% - 95% occupancy – Difficult for patrons and administration
  - Drivers have trouble finding an open space, enforcement is critical but often considered overbearing, complaints are common
- 95% - Effectively full - Patrons alter plans to come downtown
  - There are no/few available parking spaces, patrons avoid downtown

Current Parking Finances

- Parking fund had $451,000 balance at end of FY23
- "Free" parking operates at a ($100,000 - $200,000)+ annual deficit
  - Does not include capital maintenance
    - Over $100,000 in CIP budgets for 2025 and 2026
  - Only free to the people parking, not the City (taxpayers)
- Expenses will likely continue to increase, creating a larger annual deficit
- The Parking fund will be depleted in less than five years
- The current parking program cannot be sustained without operational changes or a decision to fund the deficit through means other than the parking fund

Findings and Recommendations

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Parking Supply and Demand

- A successful and vibrant downtown has propelled parking demand
- The downtown core is reaching full parking capacity depending on the day, weather, events, etc.
- Event and weekend peaks are generally accommodated within a 10-minute walk – City Hall, Viking Pump, side streets, etc.
- Cedar River Experience and other opportunities will create a near 100% capacity and occasional shortages of parking in the downtown core

Options to Address Future Parking Demand

- **Build enough parking to meet demand – Additional Supply**
  - Structured parking as a primary or secondary building use
  - Additional parking lots are not a feasible, buildings would have to come down
    - Increasing zoning requirements would also create undesired parking lots in downtown
- **Utilize on-street parking outside of the downtown core**
  - Low-cost spaces that already exist
  - Patrons, business owners, and homeowners will have opinions on efficacy
- **Limit parking supply and encourage mobility options**
  - People will alter decisions on HOW they travel to downtown
  - May result in suburban style development with parking next to the buildings
  - ***Risks turning some people away from downtown and/or slowing investment***

Downtown Momentum

- On most days, the City can support current (12/2023) downtown activity levels with the existing parking supply. People will park several blocks away but will find a space.
- However, a shortage of public parking will likely inhibit future growth and opportunities.
- To achieve the Downtown Vision Plan, especially along Washington St., additional parking is needed in the form of structured parking.

Parking Structures

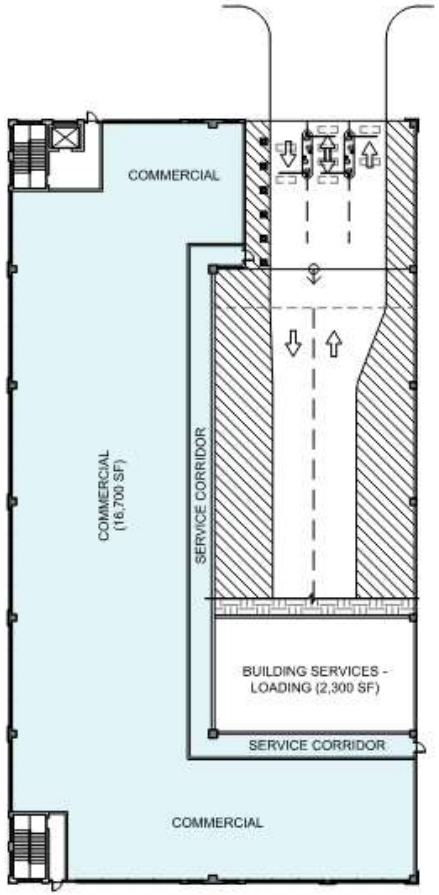
- Architecture to meet Character Area defined in the Downtown Vision Plan
- Mixed-use when possible
  - Ground level commercial
  - Wrapped ends and sides – commercial or residential
  - Residential on top of parking
- Located for ease of use – driving to and walking after parking
- Designed with safety in mind
  - Lighting, clear sight lines, glass stair towers, effective signage

Parking Structure Advantages

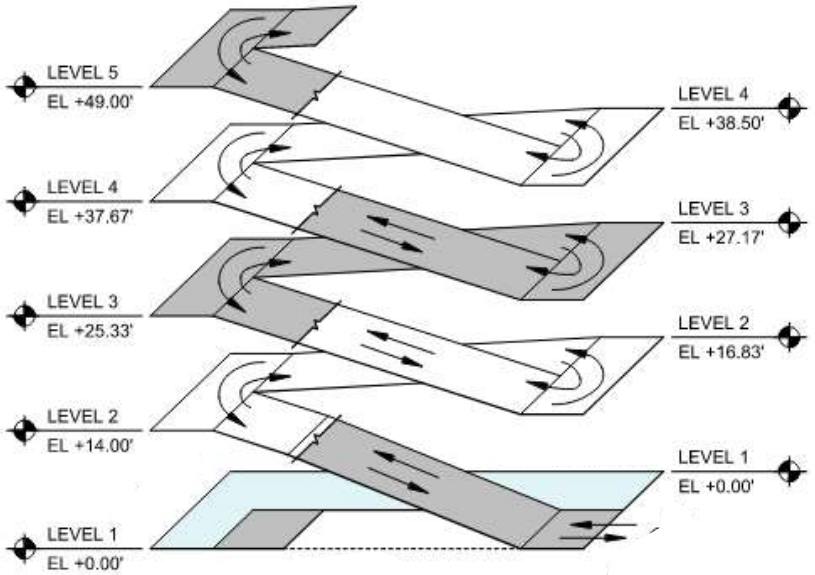
- Opens parking lots for development opportunities
- Contributes to densification of downtown
- Consolidates parking into a few locations drivers can seek
  - Potential to have positive impact on traffic and cruising for open parking spaces
- Patrons want low-hassle parking
  - Many would prefer to pay for parking on Main St. rather than park at City Hall for free (38% per survey)
- Brick and mortar projects energize downtown

Parking Structure Risks

- **Long-term commitment of land and money**
  - Minimum 20-50 year use of land
- **Cost $40,000 - $70,000 per space to build**
  - $14 - $25 million for a 350-space structure
- **Economic downturns result in lower usage of facilities**
  - Reduced revenues when charging user fees
- **Transportation habits change (low risk over 30 years for Cedar Falls)**
  - Transit may improve, but Cedar Falls is likely to remain vehicle centric for the City and surrounding communities for the foreseeable future



CONCEPT A - COMMERCIAL AT GRADE
SITE + LEVEL 1 PLAN
1" = 50'-0"



NORTH

CONCEPT A - COMMERCIAL AT GRADE
ISOMETRIC VIEW
NOT TO SCALE

CONCEPT A - PARKING SPACE TABULATION

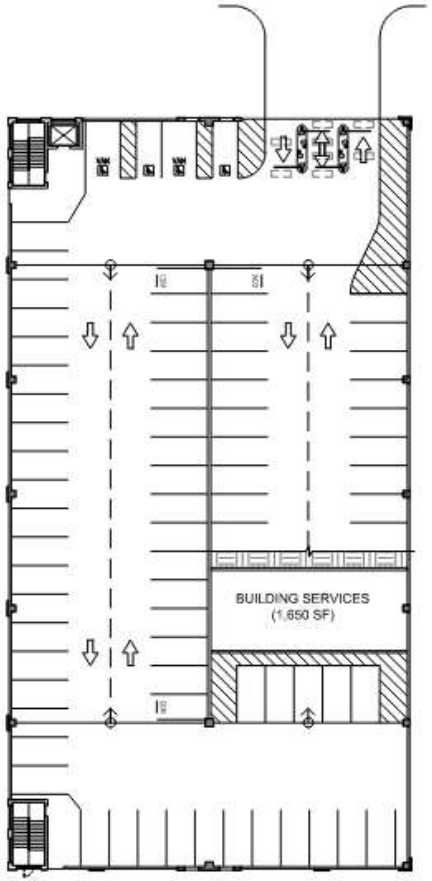
DESCRIPTION	STANDARD	COMPACT	ADA	ADA VAN	TOTAL	AREA (SF)
LEVEL 5	27	2	0	0	29	10800
LEVEL 4	89	4	0	0	93	29700
LEVEL 3	84	4	3	1	92	29700
LEVEL 2	82	4	3	1	90	29700
LEVEL 1	0	0	0	0	0	9000
TOTAL	282	14	6	2	304	108900

STANDARD SPACE SIZE = 9'-0" x 18'-0" AT 90° PARKING ANGLE
COMPACT SPACE SIZE = 8'-0" x 16'-0" AT 90° PARKING ANGLE
ADA (STANDARD) SPACE SIZE = 8'-0" x 18'-0" w/ 5'-0" WIDE ACCESS AISLE AT 90° PARKING ANGLE
ADA (VAN) SPACE SIZE = 11'-0" x 18'-0" w/ 5'-0" WIDE ACCESS AISLE AT 90° PARKING ANGLE

PARKING EFFICIENCY	358.2 SF/SPACE

Easy to use concept that is feasible in many downtown locations

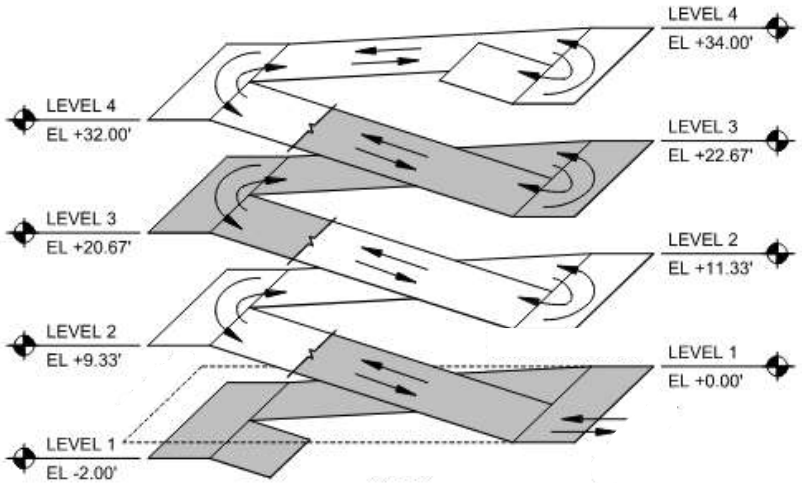
Street Level Commercial



CONCEPT B - TWO BAY PARKING STRUCTURE

SITE + LEVEL 1 PLAN

1" = 50'-0"



NORTH

CONCEPT B - TWO-BAY PARKING STRUCTURE

ISOMETRIC VIEW

NOT TO SCALE

CONCEPT B - PARKING SPACE TABULATION

DESCRIPTION	STANDARD	COMPACT	ADA	ADA VAN	TOTAL	AREA (SF)
LEVEL 4	76	4	0	0	80	26300
LEVEL 3	86	4	2	0	92	29700
LEVEL 2	86	4	2	0	92	29700
LEVEL 1	68	3	2	2	75	28000
TOTAL	316	15	6	2	339	113700

STANDARD SPACE SIZE = 9'-0" x 18'-0" AT 90° PARKING ANGLE
COMPACT SPACE SIZE = 8'-0" x 16'-0" AT 90° PARKING ANGLE
ADA (STANDARD) SPACE SIZE = 8'-0" x 18'-0" w/ 5'-0" WIDE ACCESS AISLE AT 90° PARKING ANGLE
ADA (VAN) SPACE SIZE = 11'-0" x 18'-0" w/ 5'-0" WIDE ACCESS AISLE AT 90° PARKING ANGLE

PARKING EFFICIENCY	335.4 SF/SPACE

Similar concept without commercial space

Occupied Space Above Parking

- Height restrictions complicate opportunities – four levels due to zoning
- To build on top, the parking structure typically requires
  - Podium level to support commercial/residential space
  - Parking structure fire protection
  - Additional structure (larger foundations, etc.)
  - Utility and pedestrian access penetrations, and additional structural framing can reduce parking efficiency
- One level of commercial / residential may not provide return on investment, while two levels reduce the amount of parking spaces gained
- Liner buildings and grade level space may be more viable

Parking with Commercial Space at Grade

City of Cedar Falls, Iowa

Parking Structure Concept Study

Concept A - Conceptual Budget Estimate

Spring 2024

Precast parking structure with white box commercial space at grade and a premium façade that complements the character of downtown and neighboring buildings

		Parking Structure	Commercial Building	Residential Building	Total
Parking		$ 12,500,000	$ -	$ -	$ 12,500,000
Commercial White Box		$ 2,070,000	$ -	$ -	$ 2,070,000
Mobility Hub		$ -	$ -	$ -	$ -
Residential		$ -	$ -	$ -	$ -
Opinion of Probable Construction Cost		$ 14,600,000	$ -	$ -	**$ 14,600,000**
Design and Estimating Contingency	10.0%	$ 1,460,000	$ -	$ -	$ 1,460,000
Escalation - 2025 Construction	5.0%	$ 803,000	$ -	$ -	$ 803,000
Construction Contingency	5.0%	$ 843,150	$ -	$ -	$ 843,150
Soft Costs	10.0%	$ 1,770,615	$ -	$ -	$ 1,770,615
Land Acquisition		$ 1,000,000	$ -	$ -	$ 1,000,000
Conceptual Budget Estimate		$ 20,500,000	$ -	$ -	**$ 20,500,000**

Four Levels Parking Only

City of Cedar Falls, Iowa

Parking Structure Concept Study

Concept B - Conceptual Budget Estimate

Spring 2024

Precast parking structure with a premium façade that complements the character of downtown and neighboring buildings

		Parking Structure	Commercial Building	Residential Building	Total
Parking		$ 10,700,000	$ -	$ -	$ 10,700,000
Commercial White Box		$ -	$ -	$ -	$ -
Mobility Hub		$ -	$ -	$ -	$ -
Residential		$ -	$ -	$ -	$ -
Opinion of Probable Construction Cost		$ 10,700,000	$ -	$ -	**$ 10,700,000**
Design and Estimating Contingency	10.0%	$ 1,070,000	$ -	$ -	$ 1,070,000
Escalation - 2025 Construction	5.0%	$ 588,500	$ -	$ -	$ 588,500
Construction Contingency	5.0%	$ 617,925	$ -	$ -	$ 617,925
Soft Costs	10.0%	$ 1,297,643	$ -	$ -	$ 1,297,643
Land Acquisition		$ 1,000,000	$ -	$ -	$ 1,000,000
Conceptual Budget Estimate		$ 15,300,000	$ -	$ -	**$ 15,300,000**

Parking Structure Costs

- Construction – One time cost, likely converted to annual debt
- Operations – Ongoing annually, increases with inflation
- Maintenance – Ongoing annually, increases with inflation
- Debt – Fixed cost that is a lower percentage of overall costs over time due to inflation

Parking Structure Operations

- **Operate structure and off-street parking lots the same**
  - Gateless
  - Monthly permits – downtown workers and residents
  - Daily parking and events
- **Staffing**
  - Additional enforcement - 0.5 FTE
  - Housekeeping and basic maintenance – 10 hours per week
  - Current administrative staff

Paid Parking

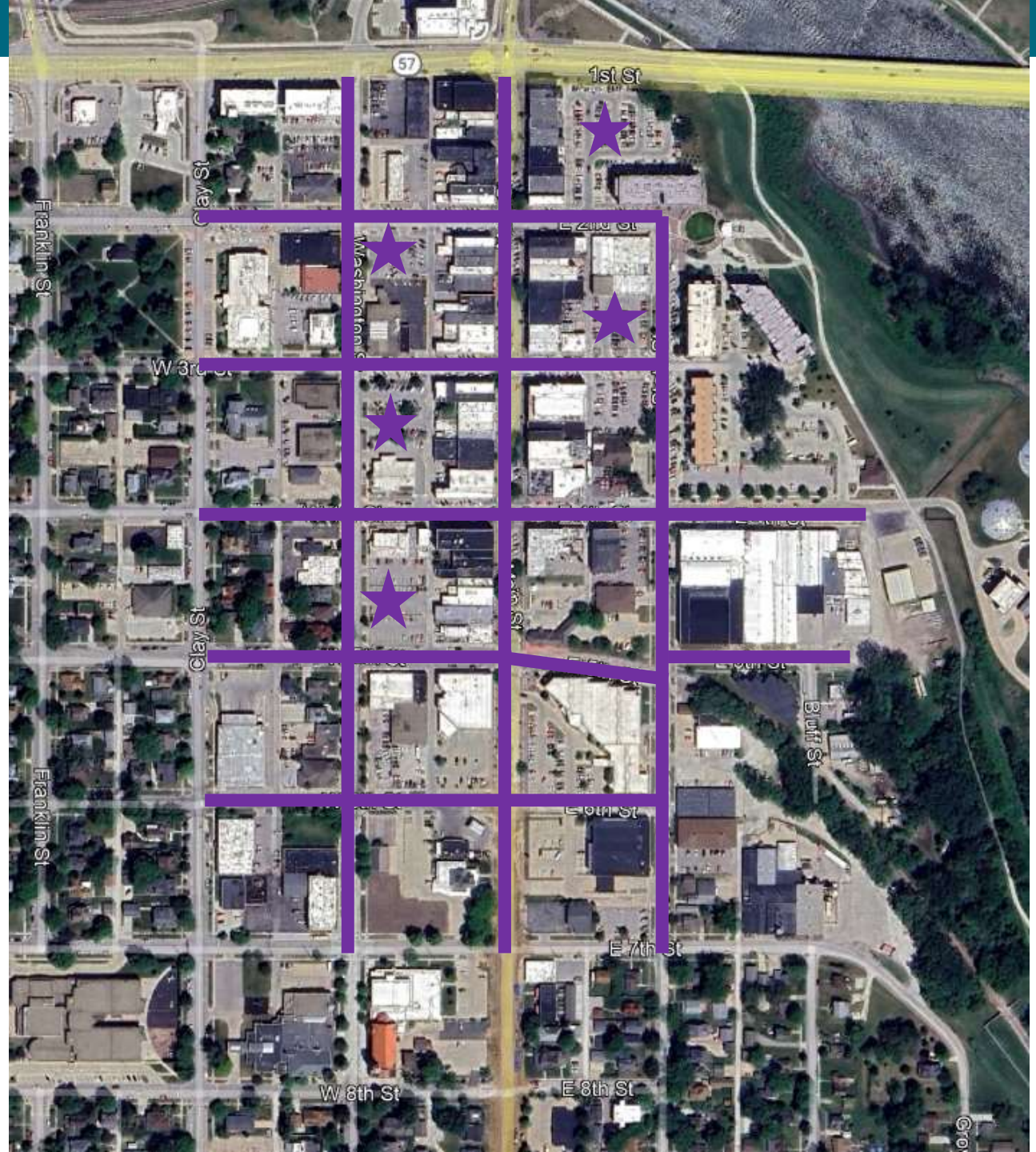
- **Paid Patron Parking accomplishes two goals**
- **Paid parking is a capacity management tool**
  - Occupancy levels above 80% require management of the system
  - Pricing for premium parking spaces and options for price sensitive patrons
  - Helps maintain open parking spaces along Main Street and reduce driving around looking for a parking space
- **Paid parking provides revenue for parking and downtown improvements**
  - Building additional parking infrastructure
  - Daily housekeeping, and long-term maintenance – asphalt and concrete
  - Potentially support pedestrian, bicycle and other transportation goals

Paid Parking

- **Paid parking across downtown would change usage dynamics**
  - Employees are likely moving cars around in time limited parking spaces rather than buying permits – permit demand could increase when there is a cost for all parking products
  - Private parking lots will increase “No Parking” enforcement and / or may potentially choose to charge – could expand public supply
- **Higher rates for on-street parking**
  - Most desired, easiest to find and use
  - Helps keep employees in off-street parking
- **Make it easy to pay**
  - Consider incentive or credit on mobile app when people sign up
- **Free parking is great, but patrons want predictability and ease of use**

Paid Parking System

- **Parking would be a "system" encompassing all parking options**
  - Off-street lots and potential structure
  - On-street parking
  - Citations and fines
- **Expenses would be supported by parking rate strategy**
  - Operational costs
  - Maintenance – lots and structure
  - Debt Service
- **Other revenue sources may be necessary**
  - Downtown Business Owners, TIF, or General Fund



Potential Paid Parking Area

- Library lot would remain free to Library patrons
- Loading zones, 15 minutes spaces, No Parking, etc. to remain
- Private parking could be part of the system

Potential Rate Structure

- **On-street parking**
  - Premium location – highest rates
  - $1 per hour
    - Main Street has the same rates as other streets – patron and operational simplicity
  - 9am – 9pm
  - Monday - Saturday
- **Citations should be at least 2X the cost of daily parking**
  - Increased expired meter fee
  - Initiate meter citation forgiveness program
  - Double fines after 30 days to encourage payment
  - Double initial fine after six citations in a calendar year – habitual offenders

Potential Rate Structure

- **Off-street parking**
  - $0.75 per hour
    - Easy to find and access in a structure
  - Longer-term parking
    - Employee and residential permits
- **Permits**
  - $35 / month – continue current price
  - $45 / month after opening structure
  - Consider double the cost for residential permits since they desire 24/7 access
  - Adjust annually with inflation
- **As the system matures, consider a tiered rate system with less desirable locations at a lower rate**

Parking System Financial Considerations

- Parking structure with grade level occupied space - $20,500,000
  - Annual Debt - $1,700,000
- Parking structure with parking only - $15,300,000
  - Annual Debt - $1,275,000
- Debt Issuance
  - 20 years – General Obligation Bonds
  - Could be subject to referendum or reverse referendum
- Staffing
- Utilities, equipment, vendors, support services
- Long-term maintenance

Operating a Parking System

- Order of magnitude estimates to demonstrate possibilities
- Year 1 Parking Revenues
  - $1.26 Million
- Year 1 Parking Expenses
  - $1.73 Million (parking only structure)
  - $2.15 Million (parking structure with commercial space)
    - Sale of commercial space could offset cost
- Potential shortfall of $470,000 -$800,000 annually
- The Parking System is facing an annual deficit with or without a structure

Operating a Parking System

- Cost of the parking system spread across several areas
- User fees, rates, collections
  - 60% - 75% annual costs
- General Fund
  - 10% - 30% annual cost
- Downtown business owners

City of Cedar Falls

Parking Financial History and Potential Costs

Fiscal Year	2019	2020	2021	2022	2023	2024	2025	**2026**	2027	2028
Revenue										
Meter/Lot Collections	$ 6,894	$ 4,332	$ 5,806	$ 19,880	$ 16,427	$ 902,417	$ 929,489	$ 978,601	$ 1,007,959	$ 1,038,197
Parking Violations	$ 123,038	$ 146,651	$ 84,688	$ 175,048	$ 130,026	$ 195,039	$ 200,890	$ 231,024	$ 237,954	$ 245,093
Parking Permits	$ 26,484	$ 23,521	$ 7,724	$ 47,620	$ 36,287	$ 29,100	$ 29,973	$ 50,280	$ 51,788	$ 53,342
Interest	$ 19,926	$ 21,126	$ 9,220	$ 2,144	$ 6,565	$ 5,000	$ 5,000	$ 5,000	$ 5,000	$ 5,000
Revenue Total	$ 176,342	$ 195,630	$ 107,438	$ 244,692	$ 189,305	$ 1,131,556	$ 1,165,352	$ 1,264,904	$ 1,302,702	$ 1,341,633
Expenditures										
Personal Services (Staff)	$ 82,728	$ 123,065	$ 204,537	$ 199,411	$ 187,465	$ 194,964	$ 202,762	$ 240,000	$ 249,600	$ 259,584
Commodities	$ 4,037	$ 6,889	$ 8,577	$ 12,241	$ 12,385	$ 13,624	$ 14,986	$ 18,500	$ 20,350	$ 22,385
Services and Charges	$ 139,457	$ 64,022	$ 53,736	$ 62,168	$ 63,099	$ 69,409	$ 72,879	$ 95,000	$ 99,750	$ 104,738
Capital Costs / Funding		$ 80,209	$ 15,914	$ 7,063		$ 20,000	$ 21,000	$ 74,350	$ 81,785	$ 89,964
Transfers	$ 9,880	$ 13,660	$ 21,380	$ 28,410	$ 30,640	$ 31,866	$ 33,140	$ 34,466	$ 35,844	$ 37,278
Debt Service								$ 1,275,000	$ 1,275,000	$ 1,275,000
Initial Equipment Investment						$ 500,000				
Expense Total	$ 236,102	$ 287,845	$ 304,144	$ 309,293	$ 293,589	$ 829,862	$ 344,768	$ 1,737,316	$ 1,762,329	$ 1,788,948
Net Income	$ (59,760)	$ (92,215)	$ (196,706)	$ (64,601)	$ (104,284)	$ 301,694	$ 820,585	$ (472,411)	$ (459,628)	$ (447,316)
Revenue Options										
Downtown Business Owners										
General Fund Contributions										
Annual Operating Balance	$ (59,760)	$ (92,215)	$ (196,706)	$ (64,601)	$ (104,284)	$ 301,694	$ 820,585	$ (472,411)	$ (459,628)	$ (447,316)
Fund Balance	$ 969,092	$ 909,332	$ 817,117	$ 620,411	$ 555,810	$ 451,526	$ 753,220	$ 1,573,805	$ 1,101,393	$ 641,765
Total Revenue	$ 176,342	$ 195,630	$ 107,438	$ 244,692	$ 189,305	$ 1,131,556	$ 1,165,352	$ 1,264,904	$ 1,302,702	$ 1,341,63
Total Ependitures	$ 236,102	$ 287,845	$ 304,144	$ 309,293	$ 293,589	$ 829,862	$ 344,768	$ 1,737,316	$ 1,762,329	$ 1,788,94
Year End Balance	$ 909,332	$ 817,117	$ 620,411	$ 555,810	$ 451,526	$ 753,220	$ 1,573,805	$ 1,101,393	$ 641,765	$ 194,449

Parking Funding Challenge

- There is a cost to building, maintaining, and operating a public parking system
- Downtown Cedar Falls is a great entertainment district with parking demand peaks for events and on weekend evenings
  - 3-4 nights per week for 2-3 hours, 10-15 hours of peak parking demand
- Moderate weekday demand and customer friendly parking rates make it difficult to pay the costs of structured parking
- To fund a parking system revenue would have to exceed $200 / space / month for every space
  - Difficult to achieve at $35 / month permits and $1 / hour or less for daily parking

Paid Parking Without a Structure

- The City is facing a financial deficit that may exceed $200,000 annually in the next 3-5 years that has to be addressed
- The management tools of paid parking would help with parking system administration
  - Pricing strategies to create available parking spaces along Main Street
  - Patrons could choose parking options to best meet their price sensitivity
- Parking system would likely run a surplus that could be saved / used for future parking and mobility infrastructure
- Hard to communicate advantages of paid parking to the community without an increase in parking supply (new structure)
  - Paying for a service that was previously free

Rates and Operations in Other Cities

- Coralville – Charge for parking in two locations, majority of operations and debt supported through the General Fund
- Waterloo – Operations supported through fees, maintenance and debt through the General Fund
- Iowa City – Recently raised rates, parking fees only cover 22% of operations, debt and maintenance

City	On-Street Rate/Hour	Off-Street Rate/Hour	Residential District Annual Permit	Parking Lot Monthly Permit	Structured Parking Monthly Permit	Citation	Late Fees	Equipment Type	Enforcement Times
Dubuque	$0.50 - $0.75	Structured - $1.00 Lot (Metered)- $0.50 - $0.75	$15.00	$40.00 - $52.00	$38.00 - $70.00	$15.00	$5.00 (30 Days)	Meters: Coin/PassportParking Structures: Credit Card/Cash	Mon-Sat 8:00am - 5:00pm
Iowa City	$1.50 - $3.00	Structured - $2.00 Lot (Metered) - $1.00	N/A	$65.00	$85.00	$10.00 - $25.00	$5.00 (30 Days)	Meters: CC/Coin/ParkMobile Structures: Credit Card/Cash	Mon-Sat 8:00am - 6:00pm
Council Bluffs	$0.25 - $0.75	Lot (Metered)- $0.25 - $0.75	N/A	$40.00	N/A	$15.00	$5.00 (30 Days)	Meters: Coin/PassportParking	Mon-Fri 8:00am - 5:00pm
Waterloo	$0.20 - $0.50	$0.20 - $1.00	N/A	$30.00 - $40.00	$30.00 - $50.00	$10.00 - $15.00	$5.00 (30 Days)	Meters: Coin/PassportParking	Mon-Fri 9:00 00pm
Coralville	N/A	$0.00 - $1.00	N/A	N/A	$50.00	$25.00	$5.00 (30 Days)		

Continual Measurement and Management

- Parking supply is nearing capacity. Significant changes could quickly alter the parking situation.
  - Developments with limited on-site parking.
  - A low intensity use becomes a high intensity use. (Retail to restaurant)
- If the parking supply is not monitored regularly, the situation could quickly become worse
  - Prompts reactionary policy instead of planned solutions
- *Parking issues continually evolve, measuring and adjusting is vital. Occasionally, successful policy needs to be altered due to changing field conditions.*

Recommendations

- Charge for public parking in anticipation of building a parking structure in the next 2-4 years
- Design and construct a parking structure with 350 spaces (net gain of at least 250 spaces)
  - Determine a site that best fits the needs of downtown
  - Architecture, pedestrian use, and vehicle access that facilitates downtown cohesion
- Utilize a combination of user fees, SSMID, TIF and General Fund dollars to pay for operations and capital maintenance
- Allow future growth and development opportunities to direct future parking infrastructure needs
- Conduct regular parking counts, monitor financial situation, adjust, and plan for changes

Patron Service – Making Parking Easy

- **Online experience**
  - Accurate maps of hourly and permit parking
  - Easy to use portals for permit and citation payments
  - "How to" videos and instruction for kiosks and mobile payment apps
- **Mobile payments and citations**
  - Incentive when signing up for the mobile payment app
  - Meter citation forgiveness program
- **Clear signage for patrons to understand policy**
  - You have good signage now, but it will have to be changed for paid parking
- **Thirty-day grace period at implementation to allow community to get used to paid parking**
  - Warning citations, staff on the streets to help / explain, media campaign

Options

- **Keep everything the same**
  - Limits parking supply and possible downtown growth
  - Manage deficit when Parking Fund is exhausted (2-5 years)
- **Implement paid parking without a structure**
  - Closes deficit gap and provides management tools
  - No “concrete” projects to show for paid parking
- **Implement paid parking and plan for a new parking structure**
  - Parking infrastructure and operations plan to help downtown continue to grow
  - New parking deficit due to debt service
- ***All options have risks and will require overcoming obstacles to provide a quality experience for residents and visitors!***

Thank You

fishbeck

Engineers | Architects | Scientists | Constructors