



TO: MAYOR AND TOWN COUNCIL
FROM: LOGAN SNYDER, MARINA GENERAL MANAGER
**RE: PAID PARKING MANAGEMENT SERVICES FOR THE FRISCO BAY MARINA WITH
OPTIONAL PARKING ENFORCEMENT ON MAIN STREET**
DATE: APRIL 12, 2022

Summary and Background: As identified in the 2021 Marina Action Plan, the 2021 Operational Performance Audit One-Year Review performed by F3 Marina, and the 2021 Marina Access & Circulation Master Plan performed by Walker Consultants, the availability of parking at the Frisco Bay Marina is of major concern.

Over the last several years, the Marina has experienced a substantial increase in visitors. It has been observed by Town staff that the rate of increase has accelerated in the last year and has significantly strained the Marina's formal parking supply. As a direct result of this growth, those parking at the Marina are, on average, staying longer than they were before. This reduces turnover, the number of spaces opening up as a result of people leaving, making fewer spaces available for Marina visitors to access across the day. Marina parking fills to capacity frequently during busy summer days and on the weekends.

Implementing a paid parking system at the Marina was discussed with Council during the November 30, 2021, Council meeting. During that meeting, Council supported the implementation of a paid parking system at the Marina for all lots beginning with the 2022 summer season.

On March 9, 2022, staff released a Request for Proposals (RFP) for "*Paid Parking Management Services for the Frisco Bay Marina.*" The RFP detailed the Town's needs for a company to administer a 7-day per week paid parking system at the Frisco Bay Marina from approximately June 1-September 10, which included the collection of all fees with a proposed revenue share to the Town; all required equipment, kiosks and signage needed for a successful paid parking operation at no additional cost to the Town; enforcement of parking regulations, management of the parking citation appeals process; and any other tasks related to managing and administering paid parking at the Frisco Bay Marina. The RFP also included a bid alternate to enforce parking time limits on Main Street. There are approximately 205 free parking spaces on Main Street subject to a 3-hr time limit. This 3-hour limit is regularly exceeded, yet not consistently enforced by the Town due to the challenges of hiring and retaining qualified Community Service Officers. The bid alternate called for a contractual price for such services.

A total of six (6) proposals were received and reviewed by staff. Staff interviewed five of the six companies, and staff recommends moving forward with Interstate Parking Company due to their ability to provide a turnkey implementation of both paid parking at the Marina and enforcement of parking time limits on Main Street at a fair and reasonable price. They were also the only company that already has training and experienced staff in Summit County.

Prior to entering into a contract with Interstate, staff is looking for input and feedback from Town Council in order to bring a contract to Council that best reflects your priorities and goals. Interstate Parking will be at the April 12th work session to review the details of their proposal and answer rate, policy, and any other questions. Should Council support this direction, a contract for services for approval by Council will follow during the April 26, 2022, Town Council meeting.

Analysis: The Frisco Bay Marina currently has four (4) distinct parking areas with a combined total of 321 Parking Spaces. 201 are paved and 120 are unpaved. There are spaces designated for just passenger vehicles, and there are spaces designed to accommodate a tow vehicle with an attached trailer. There is no management or payment system currently in place. All spots are currently free on a first come, first serve basis.

On March 9, 2022, staff released the RFP and received six proposals. The proposers and total bid amounts were:

<i>Name of Bidder:</i>	<i>Bid Amount for Marina Parking:</i>	<i>Bid Amount for Main Street Enforcement:</i>
Douglas Parking	No upfront cost to Town with a 70%/30% or 55%/45% (Town/Operator) Revenue Split	\$90,843 for the 1 st year.
Propark Mobility	No upfront cost to Town with a 50%/50% (Town/Operator) Revenue Split	Not proposed at this time.
LAZ Parking	No upfront cost to Town with a 70%/30% or 55%/45% (Town/Operator) Revenue Split	No upfront cost to Town if combined with Marina paid parking. 58%/42% (Town/Operator) revenue split.
Das Boot	No upfront cost to Town with a 40%/60% (Town/Operator) Revenue Split	No upfront cost to Town with a 30%/70% (Town/Operator) Revenue Split
Interstate Parking Company	No upfront cost to Town with an 83%/17%, 68%/32%, or 50%/50% Revenue Split based on capacity. (Town/Operator) This includes the Marina & Main Street	Monthly Fee of \$1,149 to enforce during the winter months.
Parksol USA	Cost of \$420,000.00	Cost of \$129,800.00

All proposals were evaluated per the criteria outlined in the RFP. After reviewing the proposals against the review criteria, staff decided to further evaluate five of the firms

based on their qualifications, experience, and methodology. The five firms selected for interviews were Propark Mobility, LAZ Parking, Douglas Parking, Das Boot, and Interstate Parking Company.

- **Propark Mobility** is a national company with over 37 years of experience and currently operates in 18 states and over 100 cities. They provide parking and mobility services at 500 locations with the help of over 3,000 employees. Propark has a variety of operations in Denver and their Denver-area presence includes some of the most iconic brands including Hotel Magnolia, Moxy Cherry Creek, Hyatt Regency Denver, Springhill Suites Denver, Renaissance Downtown, Google Campus, Thompson Denver, The Jacquard Hotel, and Canopy Airport Parking.

Their proposed rates, especially for a tow vehicle with an attached trailer, are fair and they have a strong marketing campaign that could benefit the Town. Overall, their License Plate Recognition technology is impressive and seems sound.

The main concern with Propark Mobility's plan is that the LPR cameras need to be permanently mounted in the parking areas. This installation requires a site survey, power cables to be run to new camera locations, and the installation of camera mounting poles and protective bollards. This type of installation would be lengthy compared to other solutions, would further strain our resources, and is not the most sustainable solution. They also did not provide a bid alternate for Main Street enforcement.

- **LAZ Parking** is the second largest parking company in the US, managing over \$1.4 billion dollars of revenue annually on behalf of their clients at over 1,025,000 parking spaces. LAZ prides themselves on implementing efficient operational procedures, dynamic marketing campaigns, revenue integrity systems, revolutionary technology applications and best-in-class customer service initiatives. LAZ Parking suggests the Town utilize a "text-to-pay" and mobile app for the parking system. LAZ Parking has a platform that has been deployed throughout the Colorado region and nation-wide called LAZgo. Parkers can utilize the LAZgo app on their smartphone to manage their parking, as well as the "text-to-park" feature for individuals that do not want to download the app or do not have the ability to do so.

Laz Parking does not have a local presence in Summit County, and their ability to hire and retain necessary staff to manage the proposed parking operations is a concern.

- **Douglas Parking** has 90 years of experience in the parking industry and manages, leases, or owns over 150 parking facilities in nine states. They are headquartered in Oakland, CA, and have been operating and leasing parking facilities in the Denver Area since 2008. Operations for the Town will be supplemented with a local and regional office in downtown Denver. This office, along with their corporate headquarters, would directly assist with Frisco's parking program allowing the Frisco office and operations team to focus on the Marina and Main Street workload.

Douglas Parking demonstrated a lot of flexibility in their proposed operations and has a notable financial reporting system that would link in well with the Town's financial system. They also provided some creative solutions to house their staff, including the possibility of renting a vacation home during the summer/boating season.

Concerns with Douglas Parking are that they do not currently have a local presence in Frisco or Summit County, and their bid alternative fees were high.

- **Das Boot** was formed in August of 2020 and is a Breckenridge-based parking enforcement company that offers tailored parking enforcement services throughout Summit County. Das Boot has been key to improving parking issues for several residential workforce communities including Pinewood Village, Pinewood Village II, Huron Landing, COTO Flats, and Dennison Commons Student Housing. They were also instrumental in implementing the parking enforcement system for the Colorado Mountain College overflow lot.

Das Boot differs from other parking companies as they plan to use 30-minute warning stickers followed by immobilization with a vehicle boot. The vehicle owner has to pay a boot release fee before the vehicle can be driven out of the lot, which virtually eliminates outstanding balances.

Das Boot has never operated a paid parking system, private or municipal, at the level we are requesting.

- **Interstate Parking Company** was formed in 2009 and operates over 265 locations with over 350 team members throughout Minnesota, Wisconsin, Indiana, North Dakota, Colorado, California, Utah, Washington, and Georgia. They were the first private parking operator hired by Town of Breckenridge for operation of its parking portfolio.

Interstate Parking developed and implemented the managed paid parking system for the City of Idaho Springs from scratch. Prior to Interstate developing the program, the City's on-street parking spaces were congested with long-term use by area employees, leaving no space for visitor and residential parking. Interstate's custom developed turnkey operation has resulted in substantial increases in retail activity; elimination of residential complaints; and convenient, free, and discounted parking for employees.

Interstate Parking also worked in collaboration with the Town of Crested Butte to design, implement, and operate successful summer parking enforcement and residential permit parking programs. Crested Butte surged in popularity and congestion in the years prior to implementing IP's parking management solution, and after implementation, businesses saw upwards of a 30% increase to revenue in the first season.

Interstate Parking proposes the installation of a highly flexible 100% contactless, QR code based mobile payment system with no requirement to download a mobile app. They will also provide an alternative payment system by installing green, solar powered kiosks.

Staff feels Interstate Parking Company provides the best parking solution for the Town. First and foremost, they are established locally with some employees already residing in the Town of Frisco. They have an ambassador team based in Summit County and a Customer Care Team located in Breckenridge. They gained the support of Police Chief Wickman during the interview process as well as support from the Town's Finance Director, Leslie Edwards. They have proposed a very flexible fee schedule, as well as payment solutions, including scan to pay (QR coded signs), mobile pay, online pay, and kiosks. Interstate Parking also shares very similar environmental goals as the Town and can provide the quickest implementation of any of the proposers.

Financial Impact:

There are no startup expenses associated with this paid parking program. Interstate Parking estimates that parking fees for the Marina could generate over \$300,000 for the summer season. They are proposing the following revenue split with the Town on a percentage breakpoint scale of the net revenue:

- 1st breakpoint: \$0 – 89,960 – 17%
- 2nd breakpoint: \$89,961 – 187,052 – 32%
- 3rd breakpoint: \$187,053 and over – 50%

All revenues collected will remain in the Marina Fund to fund future marina-specific projects.

Interstate Parking will patrol the Frisco downtown Main Street for free during the patrolled hours of the Frisco Bay Marina, and at a fee of \$1,149 per month during the other months.

Alignment with Strategic Plan: This paid parking program aligns seamlessly with the 2020-2021 Town of Frisco Strategic Plan in the following ways:

Thriving Economy: Not only will the Town receive a share of parking revenue, but more vehicle turnover will actually help local businesses thrive and increases sales tax revenue.

Vibrant Culture, Arts & Recreation: Completing a parking/circulation study and implementing changes as appropriate is a priority of the Marina Access & Circulation Master Plan. The implementation of paid parking addresses the concerns of the circulation study and will allow greater access for a diversity of Marina users.

Environmental Sustainability:

Interstate Parking uses solar powered kiosks and hybrid enforcement/patrol cars. Their goal is to use fully electric four-wheel drive vehicles once the technology is more readily available and cost effective.

Staff Recommendation: Staff recommends that Council use the time with Interstate Parking to review the details of the proposal provided by Interstate Parking and provide feedback regarding rate and policy questions. Should Council support this direction, a contract for services with Interstate Parking will follow for Council approval on April 26th.

Policy Questions for Council include:

- 1) Does the Town prefer a revenue share vs. flat rate?
- 2) Please confirm seasonal dates for paid parking. Marina staff is recommending June 1st through September 10th.
- 3) Is Council supportive of Main Street parking enforcement year-round?

Rate Questions for Council include:

Interstate Parking is proposing that the first 30 minutes always be free and then:

- Monday to Thursday from 10:00 am to 5:00 pm: \$.75/half hour with a \$10.00 maximum.
 - Friday through Sunday and holidays: \$.75/ half hour for the first 3 hours, \$2.50 a half hour thereafter to a maximum of \$15.00.
 - 24-hour parking would be allowed if you are a permit holder, and Interstate Parking would monitor vehicles on a daily basis to assess this extended use.
- 1) Is Council supportive of these rates?
 - 2) These rates are the same for all four (4) Marina lots. Is Council supportive of this or, would Council prefer these rates change based on how close to the water you park?
 - 3) Should rates be increased during holidays or major events?
 - 4) Interstate Parking proposes selling no more than 25% season parking passes, which would equate to ~80 passes. Is Council supportive of selling a limited number of season parking passes? If so, should there be a priority for sale for such parking passes?
 - 5) Would Council like to see discounts offered to guests who rent a boat from the Marina or who dine at the Island Grill?
 - 6) Would Council like to see any other discounted or complimentary parking?

Reviews and Approvals: This report has been reviewed and approved by:

Leslie Edwards, Finance Director
Diane McBride, Interim Town Manager

Attachments:

Attachment 1 – Interstate Parking Proposal