



MEMORANDUM

P.O. Box 4100 ♦ FRISCO, COLORADO 80443

TO: MAYOR AND TOWN COUNCIL
FROM: LINSEY JOYCE, RECREATION DIRECTOR
RE: 2023 PAID PARKING & PARKING ENFORCEMENT REVIEW
DATE: OCTOBER 10, 2023

Summary and Background: On May 24, 2022, Council approved a three (3) year contract with Interstate Parking Company to manage paid parking at the Frisco Bay Marina, and to enforce parking year-round on Main Street.

Parking on Main Street is free with a three (3) hour time limit. Parking on Main Street is enforced year-round, except for the months of April and October. No changes were made to this program from 2022 to 2023.

Parking at the Marina is paid parking that is enforced Memorial Day to Labor Day. The paid parking program began in 2022. The program was reviewed with Council on October 11, 2022, and as a result of that work session, the following changes were implemented for the 2023 summer season:

- **Holiday Premium Rate.** A new holiday premium rate was added and in effect July 1, 2, 3, 4 and September 1, 2, 3, 4. The rate was \$20 for 3 hours and \$5 for each additional 30 minutes.
- **Season Parking Passes.** An unlimited number of season parking passes were once again sold in 2023 at the same rate (\$99) as for the summer 2022 season. New for the 2023 season was that season parking passes were not valid on Fridays, Saturdays, Sundays and holidays for the closer parking spaces. Season pass holders needed to park in the fruit stand lot on these days.
- **Town Employees.** To reduce the number of employees utilizing parking spaces, employees parked in the B2/trailer storage lot, carpooled and used alternative means of transportation to get to/from work.

During the October 10, 2023, Council work session, staff from Interstate Parking Company will summarize the parking enforcement programs, comment on the effectiveness of the programs, and present recommendations for changes to the program in 2024. Included as Attachment 1 is the "Optimal Space Utilization Data Analytics" that will be presented by staff from Interstate Parking Company. The Town of Frisco staff recommend the Council utilize this time to review the parking programs and provide direction for the programs for 2024.

Analysis: The Town of Frisco currently has a contract with Interstate Parking Company to manage paid parking at the Frisco Bay Marina, and to enforce parking year-round on Main Street. The terms of the contract include:

- 50/50 revenue split between the Town of Frisco and Interstate
- Monthly fee of \$1,149/month paid to Interstate to patrol Frisco downtown Main Street.
 - o No monthly charge during the patrolled hours of the Frisco Bay Marina
 - o No enforcement on Main Street during the months of April and October.
- Parking rates are approved by Frisco Town Council.
- Parking violation fees are set by Town Council. The current rate for a parking ticket is \$75.00. Interstate keeps all revenue for parking violations.

Main Street Parking Enforcement:

Parking on Main Street is free with a three (3) hour time limit. Seven blocks on Main Street are enforced from Madison to 7th Ave. Below is a breakdown of violations from 2022 and 2023:

2022:

- 198 Violations issued
- 167 Valid/ 31 Voided
- 51 Appealed and Accepted
- 100 Paid
- 16 Still Unpaid

2023:

- 139 Violations issued
- 110 Valid/ 29 Voided
- 22 Appealed and Accepted
- 53 Paid
- 35 Still Unpaid

Marina Paid Parking Program:

Paid parking is enforced at the Frisco Bay Marina during the summer months from Memorial Day to Labor Day. Rates and pass details were as follows:

- Rates were the same as they were in 2022 with the exception of a new, "Holiday Premium Rate." Parking rates for 2023 were:
 - o First 30 minutes free
 - o Monday to Thursday from 10:00 am to 5:00 pm – \$.75/half hour with a \$10.00 maximum
 - o Friday through Sunday – \$.75/ half hour for the first 3 hours, \$2.50 a half hour thereafter to a maximum of \$15.00
 - o Holiday Premium Rate:
 - \$20 for 3hrs; \$5 for each additional 30 minutes
 - In effect July 1, 2, 3, 4 and September 1, 2, 3, 4
- Season Parking Passes. An unlimited number of season parking passes were on sale for \$99.00 (same price as 2022), from April 24th through June 2nd. An unlimited number

of season parking passes were once again sold in 2023 at the same rate (\$99) as for the summer 2022 season. New for the 2023 season was that season parking passes were not valid on Fridays, Saturdays, Sundays and holidays for the closer parking spaces. Season pass holders needed to park in the fruit stand lot on these days.

Additional data from the 2023 season included:

- A total of 191 season passes were sold.
- Average transaction amount for standard spaces was \$5.32; length of stay was 2.856 hours.
- Total summer transactions were 28,883.
- Average occupancy of 2.8 vehicle, translating into roughly 80,872 Marina guests, not including season pass holders.
- A total of 2,030 citations were issued at the Frisco Bay Marina. 199 were voided and 521 were appealed.

Interstate Parking is recommending the following changes for 2024, and will discuss these recommendations with Council:

- With a turnover rate of 2.2 over Labor Day and 3.15 over 4th of July, to continue to encourage turnover and to match demand, Park Frisco recommends that peak rates are implemented on weekends and not just holidays.
- Continue with Memorial Weekend-Labor Day Weekend Holiday Rates
- Designate Season Permit Parking: Interstate is recommending a midweek and a premium season parking pass at the Marina in designated areas. Monday -Thursday season parking pass at \$99, premium season parking pass at \$349
- Continue to redirect employee parking to B2 Boat Storage Lot on peak days to allow more visitation of guests to the Marina.
- Parkfrisco.com has become a mobility platform for the community, and Interstate recommends adding links to all shuttles, public transportation, bike routes, Adventure Park, Marina Rentals, ski areas, and map of downtown businesses.

Financial Impact: The contract between the Town of Frisco and Interstate Parking Company was set up as a 50/50 revenue split. The following revenues were collected through the paid parking program at the Marina this summer season:

- \$18,906.50 for season passes (\$9,453.25 to TOF)
- \$121,133.41 for paid parking (\$60,566.69 to TOF)
- Total revenue paid to TOF was \$70,019.94.
- July was the busiest month at the Marina.

All revenues collected through the paid parking program at the Marina were directly deposited into the Marina Fund.

Alignment with Strategic Plan: The paid parking program aligns well with the Town of Frisco Strategic Plan in the following ways:

Thriving Economy: Not only does the Town receive a share of parking revenue, but more vehicle turnover actually helps local businesses thrive and increases sales tax revenue. The goal of the paid parking program is 92% occupancy at peak times.

Culture, Arts & Recreation: Completing a parking/circulation study and implementing changes as appropriate was a priority of the Marina & Park Parking, Access, and Circulation Master

Plan. The implementation of paid parking helped address the concerns of the circulation study and reduce overcrowding.

Environmental Sustainability: Interstate Parking uses solar powered kiosks. Also, with a more efficient parking system, there is more turnover of spaces which reduces auto emissions from idling cars waiting to park.

Staff Recommendation: Staff recommends utilizing the work session time with staff from Interstate Parking Company to review the summer program, including the details included in the Optimal Space Utilization Data Analytics report.

Reviews and Approvals:

This report has been reviewed and approved by:

- Tom Fisher, Town Manager
- Diane McBride, Assistant Town Manager
- Leslie Edwards, Finance Director

Attachments:

- Attachment 1 – 2023 Park Frisco Optimal Space Data Analysis