



MEMORANDUM

P.O. Box 4100 ♦ FRISCO, COLORADO 80443

TO: MAYOR AND TOWN COUNCIL

FROM: LOGAN SNYDER, MARINA GENERAL MANAGER

RE: CONTRACT FOR PAID PARKING MANAGEMENT SERVICES FOR THE FRISCO BAY MARINA & PARKING ENFORCEMENT ON MAIN STREET WITH INTERSTATE PARKING COMPANY

DATE: APRIL 26, 2022

Summary and Background: 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. This need for paid parking management services was 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 RFP also included a bid alternate to enforce parking time limits on Main Street.

A total of six (6) proposals were received and reviewed by staff. Staff interviewed five of the six companies, and during the April 12th work session, staff recommended 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.

During this April 12th work session, Council supported a 3-year contract with Interstate Parking Company to manage paid parking at the Frisco Bay Marina from Memorial Day weekend to Labor Day weekend, and to enforce parking year-round on Main Street. A contract with Interstate Parking is attached for Council review.

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.

The details of a paid parking management plan were reviewed and discussed with Council

during the April 12th work session. Staff from Interstate Parking were present to answer Council questions. The agreement with Interstate Parking includes the following:

- The installation of a highly flexible contact-less, QR code based mobile payment system with no requirement to download a mobile app.
- An alternative payment system through the installation and use of green, solar powered kiosks (5 to 7 units to be installed by Interstate).
- Year-round parking enforcement on Main Street.
- Revenue Share with the goal of 92% occupancy at peak time:
- Full signage & branding package – cohesive and recognizable throughout all outlets
- Local, friendly, knowledgeable, on street ambassadors who will assist customers with wayfinding in the Marina Park and whom can also direct customers to local shops and restaurants.
- Park Frisco website that will become a focal point for mobility in the Community
- Consistent, professional branding of Frisco through all user experiences-website, uniforms, vehicles, signage, 24/7 local customer care center
- The initial sale of 80 seasonal parking passes with priority given to seasonal rack, dry storage, slip and mooring customers on a first-come, first-served basis
- Overnight parking will still be available to boaters via a permit system
- Council approved rates:
 - First 30 minutes free
 - 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.
- Town of Frisco will continue to have the final say on all parking rates, permit zones, paid zones, employee permits, signage, branding and technology upgrades.

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. The following revenue split with the Town is on a percentage breakpoint scale of the net revenue, and is included in the attached contract.

- 1st breakpoint: \$0 – 89,960 – (83% TOF / 17% Interstate Parking)
- 2nd breakpoint: \$89,961 – 187,052 – (68% TOF / 32% Interstate Parking)
- 3rd breakpoint: \$187,053 and over – (50% TOF / 50% Interstate Parking)

All revenues collected will remain in the Marina Fund to fund future marina-specific projects. The Marina Fund is an enterprise fund to account for the operations and maintenance of the marina.

Interstate Parking will patrol the Frisco downtown Main Street for free during the patrolled hours of the Frisco Bay Marina, and at a monthly fee of \$1,149/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 Plan. The implementation of paid parking addresses the concerns of the circulation study and will reduce overcrowding.

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 Council approve a contract for services with Interstate Parking.

Approved By:

Diane McBride, Interim Town Manager
Leslie Edwards, Finance Director

Attachments:

Attachment 1 – Contract for Parking Management Services with Interstate Parking