



MEMORANDUM

P.O. Box 4100 ♦ FRISCO, COLORADO 80443

TO: MAYOR AND TOWN COUNCIL
FROM: LOGAN SNYDER, MARINA GENERAL MANAGER
RE: PARKING MANAGEMENT SERVICES
DATE: MAY 10, 2022

Summary and Background: Parking is a challenge at the Frisco Bay Marina, which has been identified as a barrier to accessing this recreational opportunity, and has therefore, been identified as a major concern by parking and traffic consultants, marina-industry experts, staff and guests. The discussion of how to effectively manage these parking access issues was reviewed with Council during the November 30, 2021, Council meeting. Council reviewed the volume of guests at the Marina including the beach visitors, the rental customers, the park users, the restaurant guests, and the slip, mooring, and rack customers, and acknowledged the fact that the Marina Park is growing at a significantly fast rate and staff need help to manage and control parking availability. During that meeting, Council supported the implementation of a paid parking system at the Marina and directed to staff to solicit bids for a parking management system.

Staff released a Request for Proposals (RFP) for a paid parking management system on March 9, 2022 and received six (6) proposals from interested companies. Five of the six companies were interviewed, and staff recommended Interstate Parking Company for this parking management system. Prior to entering into a contract with Interstate, Council had a work session on April 12, 2022, to discuss the terms of the contract and the details associated with the paid parking system. Council supported a three-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. Council discussed rates, terms of the contract, and additional details during this meeting, and followed up with a contract for Council approval during the April 26th Council meeting. Due to public input received between April 12th and April 26th, Council moved this contract from the consent agenda to a work session for this May 10th meeting.

During the May 10th work session, staff will review the public comments received and will present some options for Council's consideration. Staff from Interstate Parking will also be at the May 10th 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 May 24, 2022, Town Council meeting.

Analysis: After conducting a thorough RFP process, staff recommended moving forward with a parking management system to be implemented by Interstate Parking Company. Interstate Parking's goal is to "create a seamless, fun and easy parking experience similar to their 42 other locations across Summit County". Their goal is to reduce congestion at the Marina and on Main Street by encouraging efficient turnover of parking spaces. They will provide comprehensive data analytics and use technology to meet and exceed the changing needs of our guests. They are locally based with an office and staff in Breckenridge and are available seven days per week.

Council met with staff from Interstate Parking during the April 12th Council meeting and reviewed the proposed parking management plan. Council supported their proposed rate structure, times, duration, fees, and strategy. Discounts for mooring, slip, and rack customers were discussed at that time and Council supported selling a limited number of season parking passes with priority given to seasonal rack, dry storage, slip and mooring customers on a first-come, first-served basis. Pricing of these season passes was not determined at this meeting and are not described or outlined in the contract with Interstate.

Before and during the April 26th Council meeting, public comments about the paid parking management system included:

- Slip holders commented that many marinas across the state and country do not charge for parking. However, it was not confirmed if the cost of parking at these other marinas was included in customer slip fees. It is worth noting that Frisco Bay Marina has some of the lowest slip rates in the state. Even if a parking fee was charged, the Frisco Bay Marina would still be competitively priced. Whether other marinas charge a parking fee or not does not change the fact that the formal parking supply at the marina is severely strained.
- Boaters also indicated that parking is critical due to the nature of boating. Prepping a boat for use requires the transfer of provisions, coolers, gear, equipment, fuel etc. This is not easily done via bicycle or by foot. Having free parking access is important to boaters in order for them to use and enjoy their boats.
- Boaters made public comment that they spend a great deal of money at the marina. Not just on storage space, but services that include shrink wrapping, rigging, derigging, and engine maintenance. In addition, boaters further commented that on multi-day stays they spend money at local restaurants and stores. They are not in favor of paying for parking, as they feel they contribute a great deal financially to the community.
- Some boaters are in favor of paid parking but they feel that the day use guests should be the ones to pay for parking, not the boaters that rent space from the marina.
- Public comment from one boater indicated paid parking could create significant financial strain and that he may not be able to afford to keep his boat at the marina without some sort of subsidized parking.
- Property & sales tax – There is public concern that residents and local businesses are already being charged considerable property and sales taxes and that paid parking will just be one more charge burdening locals. It is important to note that the Frisco Bay

Marina is funded through an enterprise fund and the operational expenses are not covered through taxation. The Marina is a self-supporting government fund that sells goods and services to the public for a fee. Revenues from paid parking would help to support future capital projects and improvements at the marina, but more importantly a paid parking system promotes more vehicle/parking space turnover, which supports a diversity of access to the marina. Also, the more turnover, the more customers may frequent local shops and restaurants. For example, those who park at the Marina to bike on the countywide recreation path for hours would now be encouraged to utilize the Frisco Adventure Park parking lots to access those same recreation paths.

- There was public comment calling the Interstate Parking Company, 1st Interstate Parking. The correct name is Interstate Parking Company. Additionally, there was mention during public comment that Interstate Parking is an “aggressive” company pressuring the Town into a paid parking contract. It should be noted that Interstate Parking Company responded to a RFP issued by the Town for parking services and were subsequently vetted and interviewed out of a field of six companies who responded to the RFP.
- There was public mention that Interstate Parking Company no longer manages the parking for the town of Idaho Springs. This is not correct; Interstate Parking Company still handles parking for Idaho Springs.
- There were concerns about the cost of a season pass and the number of season passes being offered for sale. Interstate Parking recommended selling a limited number of season parking passes (80 passes which equates to 25% of the parking inventory). Council gave priority of these season passes to seasonal rack, dry storage, slip and mooring customers on a first-come, first-served basis. Pricing of these season passes was not determined by or at the April 12th meeting.
- There have been public recommendations to maximize current parking spaces; enforce rules; add additional ADA spaces in front of the new building; improve wayfinding to direct slip holders and mooring customers towards the boat ramp, kayakers to the rack area, and bikers to other lots; hire a parking attendant; and delay a paid parking plan until 2023, as boaters already signed their agreements for 2022 without knowing the details of the paid parking plan.

The majority of public comments are from current storage customers. For reference, a total of 467 people purchased a Marina storage product from the Town in 2022, with 20% of those individuals being Frisco residents. A breakdown of storage numbers is included in Table 1.

Table 1: Frisco Bay Marina Storage Customers and Frisco Residents

Storage	Total Customers	# of Frisco Residents	% of Total who are Frisco Residents
Kayak Racks	251	45	18%
Slips	156	34	22%
Moorings	40	12	30%
Dry Storage	20	1	5%
TOTAL	467	92	20%

The rates of these storage products are illustrated in Table 2.

Table 2: Storage Rates

Storage Product	2022 Annual Price
Kayak Racks	\$425 for First Space \$115 for Extra Boat on Same Rack
Slips	24' Slip = \$1,350 30' Slip = \$1,700 40' Slip = \$2,300
Moorings	Small Boat (< 22') = \$900 Medium Boat (up to 27') = \$1,200 Large Boat (up to 33') = \$1,700
Dry Storage	Summer Storage = \$7.00/Sq. Ft Winter Storage = \$3.00/Sq. Ft

The breakdown of available parking spaces at the Marina is illustrated in Table 3. There are a total of 321 available parking spaces.

Table 3: Frisco Bay Marina Parking Spaces

Parking Area	# Spaces	Notes
B1/Fruit Stand	120	Unpaved; 5 for Fruit Stand
Trailhead Parking Lot	26	Paved; 26 + 2 ADA
North Lot	87	Paved; 87 + 4 ADA
South Lot	88	Paved; 57 + 17 Tow + 14 Marina-specific
TOTAL	321	
Paved	201	
Unpaved	120	

The majority of public comments are from storage customers who:

- Do not want to pay for parking at the Marina, or
- Want a reasonably priced season pass, and/or
- Do not want a limit on the number of season passes sold.

Staff met with Interstate Parking after the April 26th Council meeting and discussed additional options for a paid parking management program. These options may include:

1. Charge a daily rate for all users of the Marina. The proposed daily rates are:
 - First 30 minutes free.
 - Monday-Thursday, 10am-5pm, \$.75/half hour with a \$10/day maximum
 - Friday-Sunday and Holidays, 10am-5pm, \$.75/half hour for the first 3 hours, \$2.50/half hour thereafter to a maximum of \$15/day.

2. Eliminate the daily rate for storage customers
 - Free season pass in year 1 for all 467 storage customers
 - Storage customers can register two license plates but only use one vehicle at a time.
 - Consider reimbursing storage customers who don't want a pass if it is now considered part of storage fees
 - Re-evaluate after year one; recommend and communicate pricing changes in 2022 for 2023 implementation.
3. Sell a season pass to storage customers at a nominal rate of \$99/season.
 - Make a season pass available for purchase to all 467 storage customers, thereby eliminating any cap on the passes.
 - Charge \$99/pass
 - Storage customers can register two license plates but only use one vehicle at a time.
 - 100% of revenue from the sale of these passes would go directly to the Marina Fund for capital improvements.

Financial Impact: The primary intent of the paid parking initiative is to improve parking at the marina ultimately leading to an overall better guest service experience. The implementation of paid parking is driven by the desire to turn over parking.

The marina is an enterprise fund, meaning it is a self-sufficient operation. All revenues generated at the marina stay within the marina fund to account for the operations and maintenance of the marina. The marina does not utilize the Town's general purpose revenues, such as sales tax or property tax. For 2022, the marina is projected to bring in \$2,341,200 in revenues, with 58% of that revenue coming directly from the rentals of power and paddle sports. For reference, slips account for ~11% of the total revenue; moorings account for ~2% of the total revenue; and racks account for ~5% of the total revenue.

There are no startup expenses associated with this paid parking program. The original proposal from Interstate Parking included a revenue split with the Town on a percentage breakpoint scale of the net revenue:

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

Should Council opt to either sell a parking pass at \$99/pass to all storage customers or, give a free pass to all storage customers, the revenue split on the daily parking rate would be 50% / 50%. All revenues collected would remain in the marina fund to fund future marina-specific projects.

Interstate Parking would patrol and enforce time limits on the portion of Frisco Main Street with a three-hour limit for free of charge during the patrolled hours of the Frisco Bay Marina (10:00 am to 5:00 pm), and at a fee of \$1,149 per month during the other months. Interstate Parking recommends that parking time restrictions are not enforced on Frisco Main Street during the months of April and October, and therefore, no fees would be associated with their services during these months. This is aimed at supporting local business during shoulder seasons, when there are less customers, and therefore, less need for turnover of spaces.

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

Thriving Economy: More vehicle turnover will support access to local businesses and parking revenues will help to support the marina enterprise fund.

Vibrant Culture, Arts & Recreation and Inclusive Community: 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 staff, Interstate Parking staff, and the public to review the paid parking management plan, as well as additional options informed by public comment and outlined in this memo, and provide feedback regarding rates and policy questions. Pending Council direction, a contract for services with Interstate Parking may be presented to Council for approval on May 24, 2022, with the goal of implementation starting June 10, 2022.

Note: The terms of the contract as written and proposed on April 26th included a 3-year commitment with Interstate Parking. In the event that the Town terminates the agreement during the first operating year, the Town would need to pay Interstate the sum of \$225,000 to compensate them for their capital expenditures in connection with the agreement. In the second operating year, this termination fee is \$150,000 and in the third year, the sum is \$75,000.

Approved By:

Diane McBride, Interim Town Manager
Leslie Edwards, Finance Director