



## MEMORANDUM

P.O. Box 4100 ♦ FRISCO, COLORADO 80443

**TO: MAYOR AND TOWN COUNCIL**  
**FROM: LOGAN SNYDER, MARINA GENERAL MANAGER**  
**DIANE MCBRIDE, ASSISTANT TOWN MANAGER**  
**RE: PAID PARKING AND ENFORCEMENT REVIEW**  
**DATE: OCTOBER 11, 2022**

**Summary and Background:** At the May 24, 2022, Council meeting, 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. For 2022, paid parking at the Marina was enforced from June 10 - September 5, 2022. Council also agreed to the following terms in the contract:

- 50/50 revenue split between the Town of Frisco and Interstate.
- Unlimited sale of parking passes at a cost of \$99.00 each.
- Free patrol of Frisco downtown Main Street during the patrolled hours of the Frisco Bay Marina, and a monthly fee of \$1,149/month during the other months.
- No enforcement on Main Street during the months of April and October.
- Free parking at the Marina for the first 30 minutes
- Marina paid parking rates were:
  - Monday to Thursday from 10am to 5pm, \$.75/half hour with a \$10.00/maximum
  - Friday to Sunday and holidays from 10am to 5pm, \$.75/half hour for the first 3 hours, \$2.50/half hour thereafter to a maximum of \$15.00/day.

Staff from Interstate Parking Company will be present during the October 11th work session to review the Optimal Space Utilization Data Analytics from the summer of 2022, and to discuss and review with Council possible changes for 2023.

**Analysis:** Included in the staff report is the Optimal Space Utilization Data Analytics that will be reviewed by staff from Interstate Parking Company in detail. Some highlights from the report include:

- A total of 190 season passes were sold.
- Average ticket for standard spaces was \$3.24; length of stay was 2.5-3 hours.
- Average ticket for oversized spaces was \$6.33; length of stay was 2.5-3 hours.
- Total summer transactions were 23,697.
- Average occupancy of 2.8/vehicle, translating into over 66,300 Marina guests, not including season pass holders.

- A total of 2,433 citations were issued this summer:
  - 297 issued on Frisco Main Street from June 10-September 30 (88 voided/appealed)
  - 2,136 issued at the Frisco Bay Marina (786 voided/appealed).

**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:

- \$17,520.50 for season passes (\$8,760.25 to TOF)
- \$75,273.69 for paid parking (\$37,636.85 to TOF)
- Total revenue paid to TOF was \$46,397.09
- 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:

**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 and hybrid enforcement/patrol cars.

**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 (Attachment 1).

The terms of the agreement with Interstate Parking began on June 10, 2022, and continue for a period of three (3) years thereafter through May 31, 2025. As a reminder, should the Town choose to terminate this agreement during these initial three (3) years, the Town will be required to pay Interstate \$75,000 to compensate them for their capital expenditures in connection with this agreement. Interstate Parking is recommending the following changes for 2023, and will discuss these recommendations with Council:

- Increase the three (3) hour rate to \$20, and increase additional 30 minutes by \$5 intervals. This is to continue to encourage turnover and to match demand. Park Frisco is seeing an average of three turns a day. With this recommendation to increase the rate on peak days, this would increase turns to ~6-7 per day, thereby tripling visitation.

- Create a midweek (\$99) and a premium (\$349) season parking pass. During this first year of paid parking operations, the Town and Interstate agreed to offer an unlimited number of seasonal parking passes for \$99/pass. Per the terms of the agreement, Interstate and the Town agreed that if the Town wanted to limit the number of passes sold for the 2023 season or increase the price of such season passes, then both parties would negotiate in good faith toward increasing the percentage of net revenues that the Town would receive.
- Redirect employee parking on peak days to allow more visitation of guests
- Incorporating digital signage
- Incorporating a youth network program on peak days to help traffic flow, such as pedicabs.
- Continue with the three (3) hour parking enforcement on Main Street

**Approved By:**

Tom Fisher, Town Manager  
Leslie Edwards, Finance Director

**Attachments:**

Attachment 1: Optimal Space Utilization Data Analytics