DURANGO’S PARKING FUTURE

Comprehensive Parking Management Plan

November 2022
Acknowledgments

Durango City Council
   Barbara Noseworthy, Mayor
   Melissa Youssef, Mayor Pro Tem
   Kim Baxter, Councilor
   Olivier Bosmans, Councilor
   Jessika Buell, Councilor

Project Team
   Sarah Hill, Transportation Director
   Scott Shine, Community Development Director
   Wade Moore, Parking Operations Manager
   Devin King, Multimodal Administrator

Stakeholder Focus Group Participants
   Project Advisory Committee Members
   Multimodal Advisory Board Members

The Durango Community

We would like to thank the Durango community and acknowledge all of those who contributed their time and active participation to inform and develop Durango’s Parking Future and this Comprehensive Parking Management Plan. The plan is for you, and it is because of you.

We also want to acknowledge the dedication of City staff and those who participated in our stakeholder focus group discussions who contributed their expertise, insights, and deep understanding of the Durango community. Your efforts will continue to inspire future efforts in optimizing Durango’s parking and mobility future. Successful planning efforts often demand considerable work across teams and depend heavily on your behind-the-scenes efforts to bring the collective work to life. Your time and flexibility is greatly appreciated.
# Plan Contents

Executive Summary .................................................................................................................................................. 1

Project Background & Introduction ......................................................................................................................... 10
  Why Does Parking Matter? ....................................................................................................................................... 11
  Who Pays for Parking? ........................................................................................................................................... 12
  Why Manage Parking? ............................................................................................................................................ 13

Visioning for Durango’s Parking Future ....................................................................................................................... 14
  Planning Background & Context ............................................................................................................................... 14
  Existing Parking Conditions ....................................................................................................................................... 20
  City of Durango Key Parking Issues Identified ....................................................................................................... 25

Direction to Inform Durango’s Parking Future .............................................................................................................. 26
  Future Parking Needs Assumptions ............................................................................................................................ 26
  Population Growth .................................................................................................................................................... 27
  Visitor Growth and Downtown Managed Parking .................................................................................................... 31

Recommendations for Durango’s Parking Future ......................................................................................................... 34
  Durango’s Parking Management Toolbox .................................................................................................................... 36
  Parking Demand Management ..................................................................................................................................... 37
  Communication About Parking & Transportation ........................................................................................................ 48
  Transportation Demand Management .......................................................................................................................... 52
  Technology ................................................................................................................................................................. 58
  Parking Supply ....................................................................................................................................................... 64
  Durango’s Parking Workplan ........................................................................................................................................ 73

Additional Resources ............................................................................................................................................... 77
DURANGO’S PARKING FUTURE

Glossary of Selected Terms & Acronyms Found in This Plan

**Bump-out** – “Bump-out” is a term that Durango uses to refer to curbside space within the public right-of-way that has been blocked off temporarily for outdoor seating or to extend commercial activities for a sponsoring business into that designated area. In Durango, the bump-out program is in its third year.

**Effective capacity** - The total supply of parking spaces adjusted to account for vehicles moving in and out of spaces and the time necessary for parking patrons to locate the last available spaces in a parking facility within a reasonable time. The effective capacity varies based on the user group and type of parking, but a facility is typically considered to operate at effective capacity when it reaches 85-95% occupied. Facilities predominantly used by patrons that exhibit habitual parking behaviors, such as residents and employees, can operate effectively at a higher effective capacity closer to 95% occupied. Facilities that are used predominantly by individuals that are not familiar with the facility, arrive and leave at more varied times of day and throughout the week, and publicly accessible facilities tend to operate for effectively at a lower effective capacity closer to 85% occupied.

**Fee-in-lieu** – A payment in lieu of parking, sometimes referred to as a fee-in-lieu, provides an option for developers to pay a fee on a per space basis in place of providing all of their on-site required parking.

**ITE** – The Institute of Transportation Engineers (ITE) is a professional organization comprised of transportation engineers, transportation planners, consultants, educators, technologists, and researchers. With respect to parking, ITE publishes the *Parking Generation Manual*, which is an industry reference source for parking generation data for selected land uses.

**NPP** - Neighborhood parking permit programs are used to prioritize neighborhood on-street parking supplies for adjacent land uses. These are typically found in locations where parking demand from a nearby intensive land use, such as a commercial district or university, spills over from the on-site supply, restricting access for neighboring destinations. When the managed area is located in a residential neighborhood, the program is sometimes referred to as a residential parking program and has the specific intent to prioritize on-street parking for accessing adjacent residential destinations.

**PARC or PARCS** – Parking and access revenue control systems, PARCS, refers to systems that allow for semi-automated or fully automated access to and from parking facilities for both transient users, such as visitors or customers, as well as credentialed users, such as employees. This is an umbrella term that refers to both the physical infrastructure required to control access, such as pay kiosks and gates, as well as payment collection hardware and the software and technology platforms required to support the physical infrastructure.
Peak hour - The peak hour represents the hour of the day when parking demand is highest, as measured by a single point-in-time count or demand projection. The peak hour may vary depending on the day, month, land use context of the area, and community transportation preferences and resources.

TDM - Transportation demand management (TDM) is defined a set of strategies aimed at reducing or redistributing travel demand by maximizing efficiencies and expanding travel choices available. Parking is one component of the transportation network and transportation demand management.

Trip generation - Trip generation projects the number of trips originating in or destined for a specified location. Commonly, trip generation is studied within the context of traffic analysis zones (TAZ) and detailed in traffic impact analysis (TIA) included in the site development plan (SDP) submittal during the development review process of a proposed development.

ULI – the Urban Land Institute (ULI) is a nonprofit research and education organization. ULI advocates progressive development, conducting research, and education in topics such as sustainability, smart growth, compact development, placemaking, and workforce housing. ULI publishes research and parking-related policy recommendations referred to by industry professionals.
Executive Summary

The City of Durango manages a robust public parking and multimodal system. As Durango grows and changes, the City is evaluating its parking programs and regulations to better reflect the parking and mobility needs of residents, businesses, and visitors. As the community’s needs have grown, how individuals interact with the transportation system has changed. Durango’s Parking Future presents a forward-thinking, comprehensive parking management plan that supports the community’s broad strategic goals related to diversity, equity and inclusion, infrastructure, affordability and economic vitality, environmental sustainability, responsible and transparent fiscal management, and enhanced livability throughout the City of Durango.

The Plan is divided into four sections:

- **Project Background & Introduction**  
  This section discusses the Plan’s purpose and vision, and it provides general context for parking planning and management.

- **Visioning for Durango’s Parking Future**  
  A summary of the key parking issues identified in Durango is provided based on review of the City’s existing planning efforts, evaluations of quantitative data related to parking behaviors and land uses, and community input.

- **Direction to Inform Durango’s Parking Future**  
  Building on the evaluation of existing conditions and recent work completed during the visioning phase, the directional phase of the planning effort looked to the future population and visitor projections to further inform the development of the preliminary list of strategies for managing parking throughout the city.

- **Recommendations for Durango’s Parking Future**  
  Bringing together the evaluations and the past and future, the fourth section presents Durango’s Parking Toolbox. A collection of strategies and implementation considerations, presented with a workplan to prioritize these strategies based on current and projected needs.
EXECUTIVE SUMMARY

DURANGO’S PARKING FUTURE

Project Background & Introduction

PROJECT PURPOSE
As Durango evolves, grows and changes, the City is evaluating its parking programs and regulations to better reflect the parking and mobility needs of residents, businesses, and visitors.

THE MISSION
Places in Durango should be designed around people with a transportation network that supports all modes of travel.

THE VISION
A successful, forward-thinking parking and transportation system considers diversity, equity and inclusion, infrastructure, affordability and economic vitality, environmental sustainability, responsible and transparent fiscal management, and supports enhanced livability.

WHO PAYS FOR PARKING?
Even in situations where parking appears to be free, like at a big box store or your home, the cost to build, maintain, & operate parking is often hidden, but still passed on to you as the customer or resident.

157.25 Sq. Ft.*
Size of a single 80-degree parking space, as specified by Land Use Development Code*

* Space only. Does not include drive aisle or landscaping.

WHY DOES PARKING MATTER?
- Affects the visual and physical experience of a city and its various neighborhoods
- Is one of multiple components, but also an important piece, of the overall transportation network and how people get around Durango
- Directly affects traffic congestion
- Fluctuates throughout the day, week, and season in demand and duration of use
- Has a direct, capital investment and ongoing costs associated with creating and maintaining each and every space that requires a funding source
- Presents an opportunity cost in reducing available land for green space, commercial and residential development
- Affects housing affordability, business development, and economic vitality
- Can compete with environmental and sustainability goals

WHY MANAGE PARKING?
In a high-demand place, it is possible to have any combination of two of the three factors shown at right, but not all three. A well-managed parking system provides options that allow for individuals to choose a solution that best meets how they prioritize these three factors.

Price
Location
Availability
**EXECUTIVE SUMMARY**

**DURANGO’S PARKING FUTURE**

**Visioning for Durango’s Parking Future**

**PLANNING BACKGROUND & CONTEXT**

5. City-wide long-range plans consulted (2016 - 2022)

11. Area, neighborhood, & character district plans reviewed (1994 - 2020)

2. Planned unit development documents reviewed

Key themes included:

- The city’s character as an active, pedestrian-orientated community should be preserved
- Partnerships between the private and public sectors should be forged to foster shared parking agreements and sharing of resources, as well as encourage use of alternatives modes of transportation
- The right amount of parking should be built to serve the community’s typical needs, with temporary and creative transportation demand management (TDM) strategies used for special events and other times where parking demand is highest

**EXISTING CONDITIONS**

4. Years of Downtown parking data and city land use data were analyzed

P. In downtown, parking demand typically peaks just before lunchtime in July

P. During the busiest time of the year in 2018 and 2021, systemwide demand Downtown peaked at:

85% Peak Weekday

88% Peak Friday

P. Residential parking needs are generally well met in the City, but spillover parking along 3rd Ave. is a challenge

P. Degrading parking infrastructure, as well as a lack of adequate parking & mobility options serving popular trailheads and open space, impede access for residents & visitors

P. Parking design can hinder safety, such as along Camino del Rio where many lots extend to the roadway edge and obstruct sight lines.

P. Use of alleys for deliveries can impede access for emergency vehicles

**KEY ISSUES IDENTIFIED**

P. Growing transportation demand has come with growth in the City, and policy updates are needed that will balance all users’ needs and accounts for emerging technologies while ensuring that parking isn’t overbuilt

P. Strategic management of parking and better signage & wayfinding are needed to increase parking efficiencies and reduce vehicle miles travelled

P. Current funding strategies are not sufficient to meet existing and future parking and transportation needs

P. Benchmarking to identify and track performance indicators is key to future success

**COMMUNITY ENGAGEMENT**

The online survey was up for 4 weeks

1. Public open houses

2. Project advisory committee meetings

1,000+ Community member interactions

1. Farmers’ market
EXECUTIVE SUMMARY

DURANGO’S PARKING FUTURE

Direction to Inform Durango’s Parking Future

FUTURE PARKING NEEDS ASSUMPTIONS

Downtown and historic neighborhoods are not projected to experience statistically significant densification related to population growth.

Growth for Twin Buttes and Three Springs was projected at twice the rate of growth for other areas.

Visitor growth was projected at 1-2% annually, with an aggressive scenario of 5% also evaluated.

2.4 Average number of persons per household

1.6 Average number of vehicles per household

PUBLIC ENGAGEMENT

The online survey was up for 1 week.

1 Public open house

About 677 Community member interactions

Vehicle Presence by Scenario

PARKING OCCUPANCY DOWNTOWN

POPULATION GROWTH PROJECTIONS

The base scenario used population growth numbers as provided in the 2017 Comprehensive Plan, which assumed a 2.45% average growth rate.

Projected total city population (city limits) Cumulative increase in number of households Cumulative increase in number of vehicles

2030 25,500 2,090 3,344

2045 35,280 4,075 6,520

The conservative scenario reduces the 2.45% annual growth rate from the 2017 Plan to 2.0%, assuming factors such as new development slowing, changes to the anticipated future land use mix, and new technologies and transportation demand management strategies that will reduce reliance on single-occupancy vehicles and change transport behaviors. Between 2017 and 2022, average growth has tracked below even the conservative scenario.

The aggressive scenario increases the anticipated growth rate from 2.45% to an average of 2.7% through 2030 and about 2.6 from 2031 - 2045, assuming factors such as new development exceeding current projections, transportation preferences & behaviors not shifting, and new attractions or employment opportunities that bring in more people to the area.
Recommendations for Durango’s Parking Future

**PARKING DEMAND MANAGEMENT OPTIONS**
- Parking validation
- Parking pricing
- Flexible parking passes
- Expanding parking management
- Neighborhood parking permit program
- Adjusted parking enforcement hours

**TECHNOLOGY OPTIONS**
- Multi-space parking meters
- Mobile payment integration

**PARKING SUPPLY OPTIONS**
- Flex zones
- Code updates
- Additional parking supply

When deciding when to add new parking supply, questions to ask include:
- Are existing parking facilities being utilized as efficiently as possible?
- Can certain parkers be assigned or encouraged to park in other locations or at park-n-rides?
- Are use of TDM programs & transit being maximized?
- Are all public parking facilities >85% on a typical day?
- If so, is the volume of employees or volume of customers & visitors expected to increase in future?

**COMMUNICATION OPTIONS**
- Wayfinding & signage
- Increasing education and promotional communications

**TRANSPORTATION DEMAND MANAGEMENT OPTIONS**
- Transportation wallet
- Park and ride express
- Shared mobility
- Special events & parks access

**COMMUNITY ENGAGEMENT**
- Presentation to City Council
- Public open-house event
- Meeting with the Multimodal Advisory Board

About 40 Community member interactions
Durango’s Parking Workplan: Phasing and Order of Magnitude Costs

The following summarizes recommended phasing and order of magnitude costs for each strategy. A “+” indicates ongoing staff time, beyond implementation, in excess of existing personnel hours.

<table>
<thead>
<tr>
<th>Relative Costs to Durango Parking Division</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ - Minimal staff time and/or capital investment</td>
</tr>
<tr>
<td>$$ - Moderate staff time and/or capital investment</td>
</tr>
<tr>
<td>$$$ - Relatively significant staff time and/or capital investment</td>
</tr>
</tbody>
</table>

### Parking Demand Management

#### Parking Validation
- **Quick Win**
  - Investment in technology
    - Parking Access and Control System (PARCS)
    - Mobile payment software, new or integration
    - Customer self-administration portal
  - Program administration
  - Marketing

| Short-Term | $ | $ | $ |

#### Enhanced Demand-Based Parking Pricing
- **Short-Term**
  - Code updates
  - Ongoing data collection and analysis
  - Staff time to update PARCS, City website, communications, etc.

| Short-Term | $ | $ | $ |

#### Flexible Parking Passes
- **Short-Term**
  - Financial feasibility study of rates and options to be included
  - Administration of program
  - Marketing

| Long-Term | $ | $ | $ |

#### Expanding Parking Management
- **Long-Term**
  - Additional enforcement labor hours
  - Potential investment in additional technology, such as handheld units or another mobile LPR equipped vehicle
  - Ongoing data collection and analysis
  - Infrastructure installation and maintenance for new and updated regulations and areas

| Long-Term | $ | $ | $ |
### Relative Cost

#### Parking Demand Management (continued)

**Neighborhood Parking Permits**

- Administration of NPP requests
- Implementation of new zones as they are approved
- Ongoing data collection and analysis
- Administration of active zones and permits
- Customer self-administration portal
- Additional enforcement labor hours (See Expanding Parking Management)
- The residential neighborhood east of Downtown could be a Quick Win, having observed to have met the base conditions outlined for eligibility. This neighborhood is recommended to bypass the data collection requirements and proceed directly to a public meeting for the residents and then voting as outlined in the implementation guide above.

#### Adjusted Parking Enforcement Hours

- Additional labor hours
- Potential investment in additional technology, such as handheld units

#### Communications

**Wayfinding & Signage**

- Develop signage plan
- Design and acquisition of new and replacement signs
  - Signs may be static or electronic variable message signs (VMS).
  - If VMS signs are implemented, consider additional investment in mobile wayfinding app or integration of VMS messaging into mobile payment app
- Installation and ongoing maintenance

**Increasing Communications**

- Functional upgrades to the Parking Division website
- Develop strategic communications plan
- Create annual reporting template
- Draft and distribute annual reporting
- Additional labor hours for event participation, media announcements, notifications, social media posts, etc.
# DURANGO’S PARKING FUTURE

## Relative Cost

### Transportation Demand Management

<table>
<thead>
<tr>
<th>Service Options</th>
<th>Long-Term</th>
<th>Medium-Term</th>
<th>Short-Term</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Transportation Wallet</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program development</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Customer self-administration portal</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Administration of program</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Ongoing evaluation of included service options</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td><strong>Park-and-Ride Express</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Market feasibility analysis</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>County outreach and coordination for lot improvements</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Marketing</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Administration of vanpool program OR</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Develop new transit route(s) and headways</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Design and installation of signage</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Potential investment in program vehicle(s) or promotional wrap for existing vehicle(s)</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td><strong>Shared Mobility</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Code updates</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Vendor coordination</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Program promotion</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td><strong>Special Events and Parks Access</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Additional labor hours for park shuttle operations</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Capital investment in a new shuttle or a promotional wrap for an existing vehicle</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Updated event application and additional administrative review of applications for transportation plans</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Develop list of transportation demand management service options for event organizer reference</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td><strong>Technology</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Technology procurement</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- RFP development</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>- Evaluation of responses</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>- Contracting and negotiation</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>- Acceptance testing</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>- Integration with existing reporting and accounting practices</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
</tbody>
</table>

---

EXECUTIVE SUMMARY
## DURANGO’S PARKING FUTURE

### Relative Cost

<table>
<thead>
<tr>
<th>Technology (continued)</th>
<th>Long-Term</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Multi-Space Parking Meters</strong></td>
<td></td>
</tr>
<tr>
<td>Technology procurement</td>
<td></td>
</tr>
<tr>
<td>- RFP development</td>
<td></td>
</tr>
<tr>
<td>- Evaluation of responses</td>
<td></td>
</tr>
<tr>
<td>- Contracting and negotiation</td>
<td></td>
</tr>
<tr>
<td>- Acceptance testing</td>
<td></td>
</tr>
<tr>
<td>- Removal of existing single-space meters</td>
<td></td>
</tr>
<tr>
<td>- Customer education</td>
<td></td>
</tr>
<tr>
<td>- Maintenance service agreements</td>
<td></td>
</tr>
<tr>
<td>- Cellular data (existing cost with single-space meters)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>$</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Parking Supply</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Flex Zones</strong></td>
<td></td>
</tr>
<tr>
<td>Quick Win</td>
<td></td>
</tr>
<tr>
<td>Identification and approval of flex zone locations</td>
<td></td>
</tr>
<tr>
<td>Design, procurement, and installation of flex zone parking signage</td>
<td></td>
</tr>
<tr>
<td>Update curb markings</td>
<td></td>
</tr>
<tr>
<td>Update online and print media of regulations</td>
<td></td>
</tr>
<tr>
<td></td>
<td>$</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code Updates</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Quick Win</td>
<td></td>
</tr>
<tr>
<td>Draft new and redline existing language for updates</td>
<td></td>
</tr>
<tr>
<td>Review by City’s legal counsel</td>
<td></td>
</tr>
<tr>
<td>Notification and hearings necessary for approval</td>
<td></td>
</tr>
<tr>
<td>Notification of Code updates after approval</td>
<td></td>
</tr>
<tr>
<td></td>
<td>$</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Additional Parking Supply</th>
<th>Long-Term</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial and site feasibility analysis</td>
<td></td>
</tr>
<tr>
<td>Design and construction</td>
<td></td>
</tr>
<tr>
<td>- RFP and procurement for professional services (architects, engineers, etc.)</td>
<td></td>
</tr>
<tr>
<td>- Construction bidding and procurement</td>
<td></td>
</tr>
<tr>
<td>- Design and Construction</td>
<td></td>
</tr>
<tr>
<td>Temporary site to accommodate existing parking demands of chosen location, if applicable</td>
<td></td>
</tr>
<tr>
<td></td>
<td>$</td>
</tr>
</tbody>
</table>
Project Background & Information

**PROJECT PURPOSE**
As Durango evolves, grows and changes, the City is evaluating its parking programs and regulations to better reflect the parking and mobility needs of residents, businesses, and visitors.

**THE MISSION**
Places in Durango should be designed around people with a transportation network that supports all modes of travel.

**THE VISION**
A successful, forward-thinking parking and transportation system considers diversity, equity and inclusion, infrastructure, affordability and economic vitality, environmental sustainability, responsible and transparent fiscal management, and supports enhanced livability.

**WHO PAYS FOR PARKING?**
Even in situations where parking appears to be free, like at a big box store or your home, the cost to build, maintain, & operate parking is often hidden, but still passed on to you as the customer or resident.

157.25 Sq. Ft.*
* Space only. Does not include drive aisle or landscaping.

**Size of a single 90-degree parking space, as specified by Land Use Development Code***

**WHY DOES PARKING MATTER?**
- Affects the visual and physical experience of a city and its various neighborhoods
- Is one of multiple components, but also an important piece, of the overall transportation network and how people get around Durango
- Directly affects traffic congestion
- Fluctuates throughout the day, week, and season in demand and duration of use
- Has a direct, capital investment and ongoing costs associated with creating and maintaining each and every space that requires a funding source
- Presents an opportunity cost in reducing available land for green space, commercial and residential development
- Affects housing affordability, business development, and economic vitality
- Can compete with environmental and sustainability goals

**WHY MANAGE PARKING?**
In a high-demand place, it is possible to have any combination of two of the three factors shown at right, but not all three. A well-managed parking system provides options that allow for individuals to choose a solution that best meets how they prioritize these three factors.
Project Background & Introduction

The City of Durango manages a robust public parking and multimodal system. As Durango grows and changes, the City is evaluating its parking programs and regulations to better reflect the parking and mobility needs of residents, businesses, and visitors. It is clear that the community highly values creating vibrant, active, human-scaled, and safe environments for its residents and visitors. Parking supply, policy, and design significantly impact the built environment. Parking needs to be provided in a way that does not defeat other goals related to infill and walkable development, placemaking, and enhancement of the community’s character. Places in Durango should be designed around people and not solely around making driving and parking more convenient. As the community’s needs have grown, how individuals interact with the transportation system has changed. A successful, forward-thinking parking and transportation system considers the community’s broad strategic goals related to diversity, equity and inclusion, infrastructure, affordability and economic vitality, environmental sustainability, responsible and transparent fiscal management, and supports enhanced livability throughout the City of Durango.

Engagement Summaries
Throughout this document, callouts will highlight engagement summaries of each phase and provide additional insights into key themes and feedback received. Additionally, all online questionnaire, images of activities completed in person, meeting notes, and other materials providing additional details of outreach incorporated in this process are provided in Appendix A.
Why Does Parking Matter?

The city’s access and transportation system, and more specifically, the need to accommodate parking, should be designed and managed to balance the opportunity costs and benefits of allocating public resources for parking. The built environment and the space dedicated to parking can have far-reaching impacts on placemaking in terms of quality of life and economic vitality. Throughout the development and review of this Comprehensive Parking Management Plan, it is essential to recognize that parking, whether public or private:

- affects the visual and physical experience of a city and its various neighborhoods
- is one of the multiple components, but also an important piece, of the overall transportation network and how people get around Durango
- directly affects traffic congestion associated with vehicle circulating to locate available parking
- fluctuates throughout the day, week, and season in demand and duration of use
- has a direct capital investment and ongoing costs associated with creating and maintaining each space that requires a funding source
- presents an opportunity cost in reducing available land for green space, commercial and residential development
- affects housing affordability and business development in that it can represent over 20% of a development’s cost of construction and has ongoing maintenance expenses
- impacts economic vitality through turnover and accessibility to businesses, affecting revenues and employment needs
- can compete with environmental and sustainability goals
Who Pays for Parking?

A common fallacy relating to parking in suburban and rural areas is that parking is an abundant resource, especially in an on-street environment, and does not have a cost. Even in situations where parking appears to be free, like at a big box store or supermarket, the cost to build, maintain, and operate the parking is often hidden but still passed on to the customer or resident. For example, a business may include the cost of providing parking within the price of the goods and services they provide. For a non-profit or government agency, the cost of parking may be included in their annual operating budget and paid from administrative fees deducted from fundraising efforts or taxes. Someone renting an apartment may pay additional common area expenses that include parking costs, pay a separate lease fee for their parking, or have the cost of their parking incorporated into the rent paid for their dwelling unit. Residents in single-family homes are not exempt, with the cost of parking reflected in the cost to build or purchase their home, their property taxes, and wear and tear on and associated maintenance or potential replacement of their driveway or garage.

The cost of parking is greater than just the cost of the physical parking space or facility, though, with the opportunity costs exceeding the dollars and cents necessary to build or borrow a space. With each parking space comprising an average of approximately 120 to 200 square feet not inclusive of any drive aisles, landscaping, or pedestrian access requirements, the value of the potential alternative uses can quickly add up for lost green space, housing units, or commercial space. Additionally, taking up space with parking decreases community density, which creates a feedback loop that makes pedestrian mobility more challenging and increases the reliance on automobiles to get around.
Why Manage Parking?

The need for management strategies to encourage the efficient use of public parking assets is supported by an understanding of the direct costs or opportunity costs associated with parking and the various types of drivers that use parking in different ways. While we generally classify parkers as residents, employees, customers, and visitors, it is important to remember that any one individual may be classified as any of these user types throughout the course of the day based on how and why they are accessing a given parking facility. For example, while parked to access your place of employment you are classified as an employee, but if you stop at the grocery store on the way home you are classified as a customer of their parking facility, and later when hosting a gathering at your home, you are a resident and your guests are visitors of your parking facility. Within each category of users, individuals will have different preferences and resources that will affect how they prioritize their transportation and parking decisions. With any parking supply, there are generally three main factors for an individual to consider when choosing where to park: price, availability, and location. Where parking is in high demand, it is possible to have any combination of two of these factors fulfilled, but not all three. A well-managed parking system provides options that allow individuals to choose a solution that best meets how they prioritize these three factors.
Visioning for Durango’s Parking Future

PLANNING BACKGROUND & CONTEXT

5 City-wide long-range plans consulted (2016 - 2022)
11 Area, neighborhood, & character district plans reviewed (1994 - 2020)
2 Planned unit development documents reviewed

Key themes included:

- The city’s character as an active, pedestrian-orientated community should be preserved
- Partnerships between the private and public sectors should be forged to foster shared parking agreements and sharing of resources, as well as encourage use of alternatives modes of transportation
- The right amount of parking should be built to serve the community’s typical needs, with temporary and creative transportation demand management (TDM) strategies used for special events and other times where parking demand is highest

EXISTING CONDITIONS

4 years of Downtown parking data and city land use data were analyzed

In downtown, parking demand typically peaks just before lunchtime in July

During the busiest time of the year in 2018 and 2021, systemwide demand Downtown peaked at:

- 85% Peak Weekday
- 88% Peak Friday

Residential parking needs are generally well met in the City, but spillover parking along 3rd Ave. is a challenge

Degrading parking infrastructure, as well as a lack of adequate parking & mobility options serving popular trailheads and open space, impede access for residents & visitors

Parking design can hinder safety, such as along Camino del Rio where many lots extend to the roadway edge and obstruct sight lines.

Use of alleys for deliveries can impede access for emergency vehicles

KEY ISSUES IDENTIFIED

Growing transportation demand has come with growth in the City, and policy updates are needed that will balance all users’ needs and accounts for emerging technologies while ensuring that parking isn’t overbuilt

Strategic management of parking and better signage & wayfinding are needed to increase parking efficiencies and reduce vehicle miles travelled

Current funding strategies are not sufficient to meet existing and future parking and transportation needs

Benchmarking to identify and track performance indicators is key to future success

COMMUNITY ENGAGEMENT

The online survey was up for 4 weeks

1 Public open houses
1,000 + Community member interactions
2 Project advisory committee meetings
1 Farmers’ market
Visioning for Durango’s Parking Future

Establishing an understanding of how the existing parking system operates and the level to which it meets the community’s needs is an essential first step in identifying potential strategies appropriate for Durango's unique challenges and opportunities. This section relies on a variety of quantitative and qualitative information sources to inform an analysis of the city’s parking system. A summary of the information obtained from them is discussed here.

Planning Background & Context

Downtown’s Next Step (2022)

Downtown’s Next Step focuses on the redesign of Main Avenue through Downtown Durango’s Central Business District. A streetscape design informed by the community, the plan provides for an enhanced pedestrian environment. Improvements include additional tree canopy for shade and wider sidewalks to support accessibility, patio space for bistro seating and small gathering spaces, and traffic-calming elements to improve congestion and safety in the area, among other elements. While Downtown’s Next Step effort is concentrated specifically on downtown Main Avenue, the plan will have impacts on the parking system more broadly. This citywide strategic parking plan will help create a parking system that aligns with the goals in the Downtown’s Next Step plan and other previous planning documents adopted by the city.

Multimodal Transportation Plan (2016)

The 2016 Multimodal Transportation Plan (MTP) acts as the City’s blueprint for connectivity, accessibility, and mobility, guiding the implementation of projects to move Durango toward an integrated multimodal transportation network. The 2016 MTP updates projects identified in the original 2012 MTP, highlights existing deficiencies and accomplished projects, and analyzes transit, parking, and accessibility. Recommendations in the 2016 MTP include an accessible, interconnected, and attractive system of safe parking options throughout the city, the implementation of parking design standards to ensure interconnectivity and standardization, integrating bikeways and walkways with parking access, and coordinating parking facility development throughout the city’s Comprehensive Planning Area. Further, within the 2016 MTP, City staff recommend the evaluation of parking fees and fines, as they represent the second largest source of revenue for Durango Transit.

Engagement Summary

Several opportunities were included throughout the Visioning Phase of the plan development process to collaborate with the community in identifying key issues within the existing public parking system. These included:

- An online questionnaire provided in both English and Spanish available for 4 weeks
- Two public open house sessions, one in the morning and another in the evening
- A focus group of stakeholder representatives
- An interactive activity to solicit input at a Farmers Market

Throughout this phase, the planning team had more than 1,000 interactions with Durango community members.
DURANGO’S PARKING FUTURE

The City is currently working on updating the Multimodal Transportation Plan to reflect new developments, changes in land uses, the growing population, how individuals interact with the transportation system, and new technologies available to support ongoing improvements in the network’s efficient use. The updated MTP will update existing network deficiencies and projects identified in the 2016 MTP, evaluate accomplished projects, and identify new transportation technologies for consideration.

Comprehensive Plan (2017)

The 2017 Comprehensive Plan (Comp Plan) updates the previous 2007 Comp Plan and references projected growth through the year 2040 identified in the County’s Regional Transportation Study, outlining objectives and proposed policies across a wide range of topics, including parking and transportation.

Key themes of objectives and policies presented in the 2017 Comp Plan highlighted principles related to designing neighborhoods based on the human scale, with a focus on walkability. Further, the 2017 Comp Plan discussed inadequacies in parking fees supporting the operations, maintenance, and necessary ongoing enhancements to transit services. It also projected impacts of changing vehicle ownership rates and autonomous vehicles might lead to lower parking needs in the future.

Housing Plan (2018)

Durango’s 2018 Housing Plan serves as the foundation for the City’s housing program. It strives to address the city’s unmet housing needs and other housing issues, such as affordability.

Concerning parking, the 2018 Housing Plan identifies high parking requirements as a barrier for new housing development, calling for a market-friendly approach to adjusting parking standards to align with peer communities. One example included in the 2018 Housing Plan to support that recommendation cites high multi-family parking requirements being partially attributed to the potential for up to five or more unrelated vehicle owners living together in one dwelling unit. It reports this type of allowance, to accommodate extremes rather than typical household conditions, artificially inflates parking requirements. Recommendations called on the City to evaluate parking standards for residential land uses, provide proposed rates for consideration, and continue using parking studies as a way to right-size parking.

“Durango’s multi-family residential parking standards are among the highest in the region.”
Sustainability Plan (2022)
In the summer of 2022, Durango adopted its updated Sustainability Plan, building off the 2015 Municipal Sustainability Action Plan. The plan frames sustainability across five sectors, one of which is Transportation & Development Patterns. Transportation and the use of automobiles have significant impacts on greenhouse gas (GHG) emissions and local air quality, connecting parking to environmental sustainability concerns.

The plan outlines several sustainability indicators across the sectors, which will measure and track key sustainability issues in Durango. The land area dedicated to vehicles, vehicle miles traveled (VMT), and electric vehicle (EV) charging infrastructure all directly relate to parking.

Area Plans, Character District Plans, and Planned Used Developments
In addition to the City’s Long-Range Plans discussed above, Walker reviewed area and character district and Planned Development documents to identify key themes and issues tied to various land-uses and neighborhood contexts. Additional plans reviewed include:

- 1994 Animas River Corridor Plan
- 1997 College Mesa Area Plan
- 1997 Northeast Quadrant Area Plan
- 2004 Grandview Plan
- 2006 Downtown Vision & Strategic Plan
- 2006 East Fassbinder Homestead Neighborhood Plan
- 2013 La Posta Road Area Plan
- 2018 Durango Mesa Plan
- 2018 North Main and Camino del Rio Character Districts Plan
- 2019 Southfork Character District Master Plan
- 2020 Parks, Open Space, Trails, and Recreation Master Plan
- Three Springs Codes and Standards
- Twin Buttes Design Standards and Guidelines
Key themes identified in these area-specific planning documents include:

- Preserving the city’s character as an active, pedestrian-oriented community. It is suggested that this can be accomplished by designing transportation networks that reduce reliance on single-occupant vehicle trips and promoting a “park once” strategy. Park-once designs encourage drivers to park in one location and visit multiple destinations without moving and re-parking their vehicles. However, designing to reduce reliance on vehicles should acknowledge the City’s rural location and reliance on vehicle access for some destinations.

- Opportunities to leverage partnerships and foster shared parking agreements and resources among private property owners and community organizations to encourage the use of alternative modes of transportation.

- Building the right amount of parking for a use’s typical needs and relying on temporary and creative transportation demand management strategies for special events and peak demand periods.

Identified parking issues related to specific land use categories include:

- Degrading parking infrastructure and a general lack of parking, challenging accessibility at several parks and open space locations, notably at Chapman Hill, the off-leash park, Easter Heights Park, and Oxbow Park & Preserve.

**What We Heard**

Because Easter Heights remains an undeveloped park there is no need for public parking to serve this location until such time it is developed. However, since the Parks, Open Space, Trails, and Recreation Master Plan was published in 2020, there has been a growing need for parking to serve the Horse Gulch Trailhead.

- Structured, shared public parking and encouragement of walking, bicycling, and the use of transit through design is needed to reduce vehicular traffic and parking needs Downtown, support customer and visitor access, and improve safety for all transportation network users. While the 2006 Downtown Vision and Strategic Plan recommends the city continue to use the fee-in-lieu-of-providing parking option to fund parking management and the acquisition of land for and construction of public parking structures or lots, it also highlights “there is historically little income from this source” due to a lack of developer participation.
• The 2018 North Main and Camino Character District Master Plan (CCDMP) cites “readily available parking” as an asset for the Camino del Rio area, noting 15.8 acres of surface parking in this area. However, the plan also notes parking lots often extend to the roadway edge, obstructing sight lines and contributing to hazardous travel conditions for vehicles and pedestrians. The Plan calls for site access and parking in North Main to be thought of in terms of safety for pedestrian access, cyclists, and vehicle circulation. Parking in the CCDMP is encouraged to be located on the backside of buildings, underground, or well-screened from thoroughfares.

• Parking requirements for the Three Springs and Twin Buttes planned developments generally refer to and align with those outlined within the City Land Use Development Code. However, Three Springs has a designated shared parking zone based on the intended land use mix within the subarea and the availability of shared parking supplies within the immediate vicinity. Additionally, and of some concern, this development’s guidelines for the transportation network direct both commercial deliveries and emergency vehicles to use alleys for commercial site access in several subareas. Not only are alleys typically too narrow for emergency vehicle movements or safe for their speed of travel, but the potential for these paths of travel to be blocked by commercial freight vehicles could significantly impact response time and response availability of responder resources.

What We Heard
While North Main was identified in 2018 as having “large vacant parking lots” in its district plan, recent development in the area and projected continued growth of commercial density here has some residents concerned about parking demands spilling into adjacent neighborhoods.
Parking-Related Goals Identified in Durango’s Existing Planning Efforts

**2022 Downtown’s Next Steps**
- Support local businesses
- Make Durango more walkable and bikeable
- Create memorable experiences unique to Durango
- Improve accessibility for all users
- Provide flexibility and resiliency

**2022 Sustainability Plan**
- Reduce land area dedicated to vehicles
- Decrease VMTs and GHGs
- Expand EV charging infrastructure

**2018 Housing Plan**
- Flexibility to provide right-sized parking that supports a market-friendly approach to housing

**2016 Multimodal Transportation Plan**
- Improve accessibility for all users
- Standards to support interconnectivity and standardization
- Make Durango more walkable and bikeable

**2017 Comprehensive Plan**
- Make Durango more walkable and bikeable
- Financial sustainability of parking and transit system
- Flexibility to respond to potentially reduced future parking needs

Strategies included in the Plan and discussed in the Recommendations and Implementation section will reference the above icons to highlight where parking advances Durango’s existing goals.
Existing Parking Conditions

Downtown Parking

**Historical Performance of Managed Public Parking**

With the installation of smart meters in the Downtown area, the Parking Division is able to review detailed historical parking trends. This data is available by the hour for all days on which paid parking is enforced. Also, beginning in 2020, parking staff regularly conducts manual compliance and occupancy counts of metered parking areas. These counts are typically collected during the early afternoon, with one count for each weekday spread across each month.

To determine the downtown parking system’s typical peak occupancy in 2022, Walker analyzed transactional and manual count data to identify the peak month and day of the year when parking demand is highest. As summarized in Figure 1, parking revenues indicate July has experienced the greatest volume of parking each year from 2018 through 2021.

**Figure 1. Parking Revenue by Month, 2018 through 2021**

**What We Heard**

- Shared parking has historically not worked well Downtown, with concerns relating to liability and enforcement among private entities. Additionally, some existing agreements have reported unequitable terms that prevent efficient use and maintenance of facilities.

- Signage and wayfinding throughout Downtown is lacking and inconsistent. Additional information for visitors, customers, and employees is needed to direct users to the appropriate facilities, including facilities for oversized vehicles.
To determine the typical peak day of the week when parking demand is highest within July, Walker examined total parking revenue by day for the years 2018 and 2021. As summarized in Table 1, July 20th experienced the highest revenue day of each year, though this date occurred on different days of the week. However, in both years, five of the ten busiest days occurred on a Friday, indicating that Friday is the typical peak weekday. It should be noted that metered parking is not enforced on weekends and provides no revenue or manual parking data for Saturdays or Sundays.

Table 1. Highest Revenue by Date, July 2018 and July 2021

<table>
<thead>
<tr>
<th>Rank</th>
<th>2018</th>
<th></th>
<th>2021</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Date</td>
<td>Day of Week</td>
<td>Date</td>
<td>Day of Week</td>
</tr>
<tr>
<td>1</td>
<td>July 20</td>
<td>Friday</td>
<td>July 20</td>
<td>Tuesday</td>
</tr>
<tr>
<td>2</td>
<td>July 19</td>
<td>Thursday</td>
<td>July 16</td>
<td>Friday</td>
</tr>
<tr>
<td>3</td>
<td>July 6</td>
<td>Friday</td>
<td>July 23</td>
<td>Friday</td>
</tr>
<tr>
<td>4</td>
<td>July 17</td>
<td>Tuesday</td>
<td>July 30</td>
<td>Friday</td>
</tr>
<tr>
<td>5</td>
<td>July 5</td>
<td>Thursday</td>
<td>July 21</td>
<td>Wednesday</td>
</tr>
</tbody>
</table>

Using parking hourly transaction data, Walker projected parking demand by the hour for days in which parking occupancy information was collected in July 2021 to estimate peak parking occupancy for the overall system and compared this to the manual counts completed for the same dates for verification. To avoid potential outlier data relating to the COVID-19 pandemic, 2020 data was not included in the analysis. Additionally, 2022 data for July was not available at the time of this analysis.

Figure 2 demonstrates typical parking demands throughout a peak non-Friday weekday and a peak Friday in July.

Figure 2. Typical Hourly Parking System Occupancy by Hour, Peak non-Friday Weekday & Friday in July

Based on revenue data, the late morning, approximately just before noon, is the typical time of day when parking demand on the peak weekday and typical peak Friday occurs at 85 to 88% occupied systemwide, including both on-street and off-street public parking facilities.
Land Use Context
Parking demands were projected based on the land use context of the Downtown area to identify potential parking demands outside of enforcement hours. Using standards established by the Urban Land Institute and Institute of Transportation Engineers and property data obtained from the City, the late morning to midday peak projected for a typical weekday during the peak month closely aligns with observed and transactional data sets, as shown in Figure 3. However, based on the land use context of Downtown, the late afternoon increase is slightly more exaggerated, as shown in the graph. The faster drop-off in paid parking is likely tied to the end of parking enforcement hours and not a correlated decrease in parked vehicles.

Figure 3. Projected Hourly Parking Demand by Hour Based on Land Use, Peak non-Friday Weekday

*Because the projected demand modeling does not differentiate between public and private parking supplies, and information related to inventory of use of private parking is not available, the results are presented as a percentage of the peak demand, not a percentage of occupied parking supplies.

Other Parking Impacts
In addition to the demand for parking on-street along the curb, 49 parking spaces on Main Avenue and 13 on Second Avenue have been removed on a seasonal basis to accommodate bicycle parking and “bump-outs.” Throughout the Visioning Phase of the plan development process, a roughly proportional share of business owners and managers report increased sales versus decreased sales, making the impact of bump-outs on the overall economic vitality of Downtown and the city difficult to assess. However, the simple fact that bump-outs provided more revenue-generating space for local establishments means that additional revenue has been generated both for the businesses and the taxing entities. For those concerned about the impacts of the bump-outs and bike corrals, these changes represent lost parking supplies for their customers and private use of public space that provides revenue-generating, free commercial space for other businesses. Those supporting the bump-outs see them as a means to encourage downtown patrons to visit multiple destinations. They also believe the decrease in parking supply has generated an increase in vibrancy and foot traffic for businesses on adjacent streets.

Studies completed by the Victoria Transport Policy Institute favor the position and perceptions of those who support bump-outs. The City of Chicago began its bump-out program, called
parklets or People Spots, in 2012 in districts throughout the city. In 2014 the Metropolitan Planning Council evaluated the business impact of these parklets through observed activities at each location and interviewing parklet users and business owners. The areas served by parklets, not just the businesses that sponsored them, experienced an approximately 80% increase in foot traffic, with roughly 30% of the users interviewed stating they would probably be at home rather than remaining in the district if the parklet was not there. This feedback suggests parklets and bump-outs keep individuals in the area longer and generate new foot traffic that would otherwise not be there. The neighboring businesses also reported benefits, as patrons enjoying the seating areas used the opportunity to check out nearby storefronts. Compared to “town squares” where small groups would gather, businesses began updating their storefronts to provide more eye-catching displays or better visualization of products inside to draw in these individuals. The bottom line was a reported average increase in sales of over 10% for area businesses. Approximately one-third of visitors reported they made unplanned purchases due to the increased length of stay and the opportunity to pass additional retailers.

Here in Colorado, the City of Louisville’s bump-out program, which they refer to as patios, has been in place since 2009. With its growing success, these originally seasonal patios became permanent along their Main Street area in 2013. The City of Grand Junction installed its first parklet in 2018, building on the success of its expanded sidewalks and pedestrian areas along Main Street. Other communities throughout the state are moving to codify and develop policies to make temporary use of parking spaces made popular over the past few years a more permanent option. These include Alamosa, Boulder, Castle Rock, Colorado Springs, Denver, Johnstown, Longmont, Montrose, Pueblo, Telluride, and others.

**Residential Parking**

While each neighborhood is unique and presents its own opportunities and challenges, residential parking throughout the city is generally accommodated by off-street spaces on private property. Residential parking along Third Avenue near Downtown experiences the greatest impacts of nonresidential parkers. Spillover in this area is reportedly linked to employees of downtown businesses attracted to the area’s free parking and relatively close access. Previous discussions about a potential parking permit program for the neighborhood have been met with resistance to the associated cost intended to cover the program’s administration. However, there is renewed interest in re-exploring the option as Durango and the Downtown area continue to grow.

---

1 Vibrant Together: A Downtown Initiative. City of Grand Junction. April 2019
Commercial Parking

Especially within the Downtown area, there is a reliance on public parking to accommodate businesses’ employees. However, while just under half of employers indicated they provide on-site parking for their staff, an almost equal number reported that they provide some support in using alternative transportation. In stakeholder and public meetings and in the online questionnaire, employees reported an almost even split in how they prioritize their parking options. Some look for convenience over price, while others prioritize low-cost or free parking over convenience.

Interestingly, in areas where commercial activity is an important focus, respondents to the online questionnaire prioritized on-street parking and curb lane access for deliveries over customer parking. Further, while business owners called for increased parking supplies and specifically off-street structured parking for the downtown area, off-street parking remains underutilized, indicating additional supply alone will not resolve immediate parking demand distribution challenges.

What We Heard

- While many employees reported that parking was convenient and easy to find, fewer than half of employees have on-site parking provided for them by their employer.
- Employers, specifically those Downtown, report parking and transportation as an additional retention challenge to overcome among their staff.

Off-street parking remains underutilized, indicating additional supply alone will not resolve immediate parking demand distribution challenges
City of Durango Key Parking Issues Identified

Based on the review of managed parking data, including several years’ worth of historical transaction and occupancy records, city land use records, previous planning documents, and input from City staff and the community, the following themes emerged for improving Durango’s Parking Future:

Growing transportation demand has come with the growth in development, population, and visitors the city has experienced in recent years, resulting in potential deficiencies in parking supply over the next 20 years. Projecting these needs and identifying potential funding sources and triggers for expanding parking management or adding parking supply when appropriate is essential in effectively managing the public parking and mobility system as part of the overall transportation network.

Policy updates are needed to support desired development in both commercial and residential areas. These updates should protect the interests of existing residents, businesses, and visitors to the community and account for advancements in emerging new technologies in the parking and mobility environment. Policy updates need to recognize land value and potential opportunity costs associated with overbuilt parking.

Strategic management of parking that supports alternative modes of transportation and reduces reliance on single-occupancy vehicle trips is necessary to optimize the community’s investments and use of parking and transportation infrastructure. The city has developed this Parking Management Plan to provide a toolbox of strategies and guidance on when strategies would be considered for implementation.

Funding parking and transportation and the ongoing operation of parking in the future is also a conversation that should be re-visited, with practical options drawn out of this project. How can new parking and transportation programs be paid for, and how can the existing system operating costs be covered in the future? Cash, bonding, user-based fee adjustments, parking improvement districts, or a combination of the above are all potential options. While there are various options, there will need to be further discussions about the right solution for Durango.

Benchmarking for future success to identify and track key performance indicators will ensure continued effective management of the parking and mobility system today and into the future.
**FUTURE PARKING NEEDS ASSUMPTIONS**

- **P** Downtown and historic neighborhoods are not projected to experience statistically significant densification related to population growth.
- **P** Growth for Twin Buttes and Three Springs was projected at twice the rate of growth for other areas.
- **P** Visitor growth was projected at 1-2% annually, with an aggressive scenario of 5% also evaluated.

**2.4** Average number of persons per household

1.6 Average number of vehicles per household

**COMMUNITY ENGAGEMENT**

The online survey was up for **1** week.

- **1** Public open house
- **1** Project advisory committee meeting

**677** Community member interactions

---

**POPULATION GROWTH PROJECTIONS**

The base scenario used population growth numbers as provided in the 2017 Comprehensive Plan, which assumed a 2.45% average growth rate.

- **Projected total city population (city limits):**
  - 2030: 25,500
  - 2045: 35,280

- **Cumulative increase in number of households:**
  - 2030: 2,090
  - 2045: 4,075

- **Cumulative increase in number of vehicles:**
  - 2030: 3,344
  - 2045: 6,520

The conservative scenario reduces the 2.45% annual growth rate from the 2017 Plan to 2.0%, assuming factors such as new development slowing, changes to the anticipated future land use mix, and new technologies and transportation demand management strategies that will reduce reliance on single-occupancy vehicles and change transport behaviors. Between 2017 and 2022, average growth has tracked below even the conservative scenario.

The aggressive scenario increases the anticipated growth rate from 2.45% to an average of 2.7% through 2030 and about 2.6 from 2031 - 2045, assuming factors such as new development exceeding current projections, transportation preferences & behaviors not shifting, and new attractions or employment opportunities that bring in more people to the area.

---

**Vehicle Presence by Scenario**

**Parking Occupancy Downtown**

---

**Graphs:**
- **Vehicle Presence by Scenario**
- **Parking Occupancy Downtown**
Direction to Inform Durango’s Parking Future

Durango’s future parking and mobility needs do not simply depend on the ability of existing parking infrastructure to absorb demand. They also depend on the community’s desire and ability to leverage interventions, transportation demand management, and multimodal infrastructure. They are further impacted by industry disruptors like connected and autonomous vehicles, micro-mobility, and the shared economy.

This section’s intent is to assess how future growth in the City of Durango and the surrounding area of influence will likely impact parking demand and the resulting projected adequacy of public parking supply in the long-term.

Presently unknown development projects, dramatic population shifts, transportation infrastructure decisions, and many other factors will impact parking demands in quantity and how they are distributed throughout the city. To project future public parking supply and demand for the city, this Plan considers two planning horizons:

1) the more immediate needs of parking projected for 2030, or Near-Term Future Parking Needs,

2) and parking needs projected for 2045, or Long-Term Future Parking Needs.

Additionally, each horizon is discussed within the context of a base growth scenario based on the City’s future land use and population growth projections, which are then adjusted to provide conservative and aggressive scenarios.

Future Parking Needs Assumptions

Population data from the U.S. Census from 2010 and 2020 on the census block level was used to create the population distributions for mapping the 2020 population. To project population distributions into the future populations for 2030 and 2045, it is assumed that the downtown and historic neighborhood would not experience statistically significant growth in population density. It was also assumed that areas with residential development projects will introduce a higher population growth than has been historically observed. For example, the population attributed to the planned Twin Buttes and Three Springs developments was anticipated at twice the rate of growth as other planned developments because of the anticipated density of new residential units in these areas.

Engagement Summary

During the Directional Phase of the plan development process engagement efforts focused on sharing preliminary strategic options with the Durango community for initial thoughts on potential strategies for further exploration. These included:

- An online questionnaire provided in both English and Spanish available for 1 week
- One public open house session that was also live streamed
- A focus group of stakeholder representatives

Throughout this phase, the planning team had approximately 677 interactions with Durango community members.
To quantify the anticipated vehicle and parking demand associated with the population for each scenario, the reported average persons (2.4) and vehicles (1.6) per household from the U.S. Census were used.

**Population Growth**

**Base Scenario**

The Base Scenario uses population growth numbers provided in the 2017 Comprehensive Plan for the City of Durango. The Comprehensive Plan provides the projected population growth for the city overall but without anticipating how the growth is to be distributed. To visualize how the population growth will impact parking demands throughout the city, the growth was distributed using the previously discussed assumptions. Figure 4 summarizes the distribution of the 2020 population of Durango per census block.

*Figure 4. City of Durango Population Map, 2020*
The 2030 population projection uses the historical growth rate of each census block from 2010 to 2020, adjusted for anticipated changes as outlined in the assumptions, to distribute the change in population throughout the city. The average growth per census block is 2.45%, matching the projected growth outlined in the 2017 Comprehensive Plan with a projected population of 25,500, or an increase of 5,017 residents from 2020. Figure 5 summarizes the projected distribution of the city’s projected 2030 population distribution compared to 2020.

Based on 2.4 persons per household, this equates to an estimated increase of 2,090 households in the city by 2030, or a net increase of approximately 3,000 to 3,700 vehicles associated with residents.

Figure 5. City of Durango Population Maps, 2020 Compared to 2030 Projections

With the city’s population expected to increase to 35,280, Figure 6 summarizes the projected distribution in 2045 compared to 2020 and 2030. Again, based on the assumed 2.4 persons per household, this equates to an estimated increase of 4,075 households in the city by 2045 or a net increase of approximately 5,900 to 7,200 vehicles associated with residents during the 15 years from 2030 to 2045.
Figure 6. City of Durango Population Maps, 2020 Compared to 2030 and 2045 Projected Distribution

2020 Population Distribution

2030 Population Distribution

2045 Population Distribution
Conservative Scenario

The base model for population projections assumes that population trends will continue at the same rate. Many factors can affect the way the city grows. While considering the future of parking needs in Durango, it's beneficial to consider a conservative projection looking at factors contributing to a reduction of parking demands. Keep in mind that regardless of the growth rate, the population heat maps shown in the Base Scenario will remain consistent if only considering where the growth density is anticipated to be distributed.

Factors that could contribute to lower parking demands include:

- if new development does not occur at the rate anticipated and reflected in the 2017 Comprehensive Plan
- if there are changes in the anticipated land use mix,
- if new technologies and transportation demand management significantly reduce reliance on single-occupant vehicle trips,
- if there are changes in transportation preferences and behaviors.

The conservative scenario assumes the 2017 Comprehensive Plan population projections are reduced from an average annual growth of approximately 2.4% to 2.0%. The reduced population projections result in an anticipated increase in vehicle demand by 2030 of 2,500 to 3,000 and an additional 4,700 to 5,800 for the 15 years from 2030 to 2045.

Aggressive Scenario

Similar to considering a conservative projection, looking at factors that would contribute to increased parking demands is presented in an aggressive scenario. Factors that may increase parking demands include:

- if planned developments exceed what is currently projected,
- if there is a shift in transportation preferences and behaviors,
- new attractions or additional employment opportunities that bring more people to the area.

The aggressive scenario assumes the 2017 Comprehensive Plan population projections are increased by an average annual growth of 0.25% per year. This adjustment results in an annual average growth of approximately 2.7% through 2030 and 2.6 to 2.65% for 2031 through 2045. These increased population projections result in an anticipated increase in vehicle demand by 2030 of 3,300 to 4,100 and an additional 6,700 to 8,200 for the 15 years from 2030 to 2045.

Figure 7 summarizes the population projections and anticipated parking demands for the base, conservative, and aggressive scenarios. Each period highlights the growth in parking demand from the previous 5-year period, and these projections are for the overall city. Most of the increased parking demand will be distributed among new housing units and peaking overnight in both single and multi-family residential development. These demands will be distributed among these new residential households and commercial developments during the daytime peak hours. How they are distributed during the day will vary based on development patterns and the type of commercial developments. Based on anticipated development trends, much of this demand is anticipated to be associated with private parking supplies in the Twin Buttes, Three Springs, and North Main areas.
Visitor Growth and Downtown Managed Parking

Using the historical information for July visitor counts provided by Visit Durango, the observed inventory, and average occupancy, a parking demand rate per visitor for Downtown was calculated at an average of approximately 0.08 vehicles per visitor over the past four years. As shown in Table 2, this has remained relatively consistent during this time.

Table 2. Visitors and Downtown Parking, July Average for Each Year of 2019-2022

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitors</th>
<th>Managed On-Street Parking Inventory*</th>
<th>Average Peak Parking Occupancy</th>
<th>Average Daily Peak Parking Count</th>
<th>Average Monthly Peak Parking Count</th>
<th>Average Vehicles Parked Downtown per Visitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>239,913</td>
<td>1,038</td>
<td>47%</td>
<td>483</td>
<td>14,973</td>
<td>0.06</td>
</tr>
<tr>
<td>2020</td>
<td>211,936</td>
<td>918</td>
<td>62%</td>
<td>569</td>
<td>17,644</td>
<td>0.08</td>
</tr>
<tr>
<td>2021</td>
<td>256,690</td>
<td>925</td>
<td>78%</td>
<td>722</td>
<td>22,367</td>
<td>0.09</td>
</tr>
<tr>
<td>2022</td>
<td>276,381</td>
<td>919</td>
<td>74%</td>
<td>680</td>
<td>21,082</td>
<td>0.08</td>
</tr>
</tbody>
</table>

*Does not include spaces for bump-outs and bicycle parking

This evaluation looks specifically at the managed, on-street parking supply. Based on feedback from City staff, BID staff, and the community throughout this planning effort, it is apparent that confusion regarding off-street public parking access has resulted in a statistically insignificant use of this supply by visitors to date.
Base Scenario
Visit Durango has expressed a future focus on growing visitation during the off-peak season. To reflect this focus, we have assumed that visitors will increase at 2% annually for the peak month of July. Further, the average vehicles per visitor will remain consistent at 0.08.

Conservative Scenario
The conservative scenario relies on many of the same assumptions outlined in the base scenario. However, the conservative scenario decreases the growth rate of visitors from 2% to 1% annually. The average vehicles per visitor continues to remain the historically observed average of 0.08.

Aggressive Scenario
The aggressive scenario assumes a 3% annual growth in visitors during the peak month of July. The average vehicles per visitor continues to remain the historically observed average of 0.08.

To compare the above scenarios, Figure 8 summarizes the resulting projected occupancy of managed on-street parking downtown. It is important to note that these projections do not account for potential reductions or additions in parking supply in the Downtown area. For example, the projected occupancy does not include additional new private parking supplies that would be built with new development or any reductions in the existing public parking supply.

The Downtown area is not projected to experience parking demand growth in any of the scenarios that would fill the area’s managed on-street parking supply until approximately 2032 in the aggressive scenario and 2037 in the base scenario. In both scenarios, however, the projected parking occupancy does not consider potential reductions in demand from transportation demand management initiatives such as those recommended in this Plan or the 2016 Multimodal Transportation Plan and its update currently in progress. Nor do these scenarios, or the conservative scenario, include the use of available parking supply at the Transit Center. In the conservative scenario, parking demands are not anticipated to the fill the managed on-street parking supply downtown through 2045, reaching a projected occupancy of 94%.

Figure 8. Downtown Durango Parking, Actual 2019-2022 & Projected 2023-2045
The visitor projections account for the anticipated permanent loss of approximately 47 parking spaces to accommodate the preferred concept for the redesign of Main Avenue identified in the Downtown’s Next Step effort. At the height of the bump-out program, 56 spaces had been removed from Downtown. Meanwhile, the number of participants in the bump-out program is anticipated to continue to decrease with a formal, permanent program implementation. The program is expected to require structures used as bump-outs in the public right of way to be enhanced to meet accessibility requirements and to incur a cost for leasing the space. In addition to the reduced participation anticipated with the formalized program, transportation demand management recommended in this plan and anticipated in the 2023 Multimodal Transportation Plan will reduce dependence on single occupancy vehicles, reducing parking demand and increasing the number of persons per vehicle parked Downtown.
Recommendations for Durango’s Parking Future

**Parking Demand Management Options**
- Parking validation
- Parking pricing
- Flexible parking passes
- Expanding parking management
- Neighborhood parking permit program
- Adjusted parking enforcement hours

**Technology Options**
- Multi-space parking meters
- Mobile payment integration

**Parking Supply Options**
- Flex zones
- Code updates
- Additional parking supply

When deciding when to add new parking supply, questions to ask include:
- Are existing parking facilities being utilized as efficiently as possible?
- Can certain parkers be assigned or encouraged to park in other locations or at park-n-rides?
- Are use of TDM programs & transit being maximized?
- Are all public parking facilities >85% on a typical day?
- If so, is the volume of employees or volume of customers & visitors expected to increase in future?

**Communication Options**
- Wayfinding & signage
- Increasing education and promotional communications

**Transportation Demand Management Options**
- Transportation wallet
- Park and ride express
- Shared mobility
- Special events & parks access

**Community Engagement**
1. Presentation to City Council
1. Meeting with the Multimodal Advisory Board

About 40 Community member interactions
Recommendations for Durango’s Parking Future

Engagement Summary
During this phase of the plan development process engagement efforts focused on building consensus around the recommended strategies focused on operations and having a daily impact on parking system users. The Durango community was presented with several strategies included as recommendations in the Plan and asked for specific feedback on several options related to those strategies and how they would be implemented. These included:

- One presentation to City Council, open to the public and live streamed during a regularly scheduled work session, to share the recommended strategies for initial Council feedback.
- One meeting with the Multimodal Advisory Board, open to the public and attended during a regularly scheduled meeting, to share the recommended strategies for initial Board feedback.
- One public open house held in the evening at a local restaurant.

Throughout this phase, the planning team had approximately 40 interactions with Durango community members in addition to City Council.

Using the insights shared by the community during the Visioning Phase of Durango’s Parking Future, feedback from downtown business owners, agency representatives, and guidance from City staff, a preliminary list of potential strategies were selected from industry best practices, peer and aspirational communities, and emerging technologies and trends in public parking. The community then evaluated each policy-level strategy during a public open house event and by online questionnaire.

Strategies were also evaluated by parking and mobility professionals on City staff and the City’s consultant team for alignment with broader community goals related to citywide sustainability, economic vitality, and quality of life; potential impacts and benefits to the overall transportation network; and their financial and operational feasibility within the constraints of the city’s available resources and regulatory limitations. Based on the experience and holistic perspective of the transportation professionals’ evaluation, the total evaluation weighs this score more heavily. Both scores and the total weighted strategic score are provided for each recommended strategy scored by the public.

What We Heard
These are actual responses received at the same meeting on the same activity and as placed by meeting participants demonstrating the duality of goals related to parking.
The scales below show two examples of scoring and the scoring key. In the first example, the community and transportation professionals each gave a neutral score on the strategy, resulting in a strategic score of neutral or 50%. In the second example, the community gave the option an average score of approximately 69% (below an “agree” score and above a neutral score). In contrast, the transportation professionals scored approximately 83%, resulting in a total strategic score of 79%.

The strategies shared with the public during a live-streamed open house focused on guiding the policy-level selection of proposed solutions within each category. Those who participated during the meeting and through an online questionnaire were asked to consider strategies within the context of a land use category or type of neighborhood rather than a specific neighborhood. Further, this preliminary stage was not intended to address the implementation details of the strategies under preliminary consideration.

Additional strategies that were generally operational in focus were evaluated by the transportation professionals. To differentiate these strategies from those also evaluated by the community, the scales are presented as blue and only include the square marker, as opposed to the green scales in the example above that also uses the circle marker and total strategic marker.

The results of these evaluations of potential strategies, implementation considerations, and Durango’s citywide goals and resources have been included Durango’s Parking Management Toolbox.
Durango’s Parking Management Toolbox

**Parking Demand Management**

- Parking validation
- Enhanced demand-based parking pricing
- Flexible parking passes
- Expanding parking management
- Neighborhood parking permit program
- Adjusted parking enforcement hours

**Parking Supply**

- Flex Zones
- Code updates
- Additional parking supply

**Transportation Demand Management**

- Transportation wallet
- Park-and-ride express
- Shared mobility
- Special events and parks access

**Technology**

- Multi-space parking meters
- Mobile payment integration
- Enhanced parking enforcement

**Communications**

- Increased communications
- Signage & wayfinding updates
Parking Demand Management

Parking demand management includes strategies to influence parking behaviors through supply management, enforcement practices, and policy initiatives.

For each option presented, the following symbols indicate that the option satisfies goals and visions found in the following plans:

Parking Validation

Similar to the validation of customer parking, businesses may validate parking for their employees using the coupon codes offered by the City and tied to an account. Codes and accounts could be expanded to provide personal parking accounts for employees and frequent patrons to park as needed and be billed monthly. Alternatively, parking accounts can be prepaid to reduce the City’s collection success risk. This type of account could be accomplished similarly to many express toll services, with accounts set up online and a credit card on file to automatically refill the account balance once it reaches an identified minimum.

Implementing Parking Validation

Parking validations will require investment in technology upgrades to implement. These costs can vary considerably based on the type of system deployed but, at a minimum, will include backend management software, as well as potentially new parking access and revenue control hardware or integration of a mobile payment application and potentially an upgraded website for a customer self-administration portal.
Before investing time and resources into implementing a validation program, the City should survey business owners to determine if sufficient interest exists to support the administration and capital investment cost.

**Enhanced Demand-Based Parking Pricing**

Demand-based pricing, such as that currently used by the City, recognizes the value of the right-of-way by using parking utilization data to inform parking pricing decision-making. Pricing under this type of strategy is intended to respond to and influence parking behaviors and the changing diversity of business and customer needs in commercial zones, as well as to further environmental and sustainability goals by supporting alternative travel choices to the single-occupant vehicle.

Building on the existing demand-based pricing schedule, this strategy establishes guidelines within which City staff may adjust parking pricing up or down to redistribute parking demands. Adjustments are determined based on the block segment or facility’s typical peak occupancy, maintaining a lower rate in off-street facilities. Pricing and occupancy should be evaluated regularly for adjustment, potentially aligning the frequency seasonally with peak parking demands.

**Implementing Enhanced Demand-Based Parking Pricing**

This strategy entails pricing on-street parking by block in existing paid districts based on typical peak occupancy. In all cases, hourly pricing in off-street parking facilities should be lower than on-street options and provide a daily maximum rate. This strategy recognizes the value of the public right-of-way, helps to advance climate and sustainability goals by promoting other travel choices, responds effectively to user behaviors, and achieves parking management initiatives, like turnover of parking spaces.

- Beginning just ahead of the peak season in 2023, the City should **consider increasing the price of on-street parking by $0.25 per hour only on blocks with an average occupancy of 80% or higher**. On-street parking rates on blocks with an average occupancy below 80% would not experience a pricing change.
  - The City already manually collects and calculates average occupancy by block segment throughout the paid area. No change in data collection or calculation method is recommended.
  - The City should expand its collections and calculation of average occupancy to evaluate the the morning, mid-day, and afternoon periods separately, or to these times plus an evening count and calculation if the enforcement period is
extended beyond 6 PM as recommended in this Plan. The counts for each time period may occur on the same day or within the same week but should avoid special events and holidays to best reflect typical conditions.

- A minimum of three days should be analyzed throughout the month, occurring on different days of the week and including one Friday. If enforcement of paid parking is extended to Saturdays, then at least four days should be analyzed, to include two non-Friday weekdays, a Friday, and a Saturday.

- Determination of rate should be based on the time of day when observed demands are highest. Collection and calculation of average occupancy will facilitate the City in future planning and pricing adjustments. For example, if a proposed development applies for a parking variance request, comparing the projected parking demand for the development to the observed average occupancy within the area will provide City staff reviewing the application with additional context in making their determination. This additional data can also support future consideration of time-of-day and day-of-week variable pricing.

- An example analysis using the City’s 2021 compliance counts is provided in the Appendix.

- **Off-street parking facilities should offer hourly parking options** with a lower daily rate than on-street parking to attract more off-street use. Hourly parking in these facilities could be accomplished with mobile payments and pay-by-plate, discussed more in the technology strategies.

- **Rate adjustments should aim to provide more differentiation between facilities** based on use patterns but should also consider base rates necessary to achieve cost recovery.

- **Rates should be reviewed annually per block or zone for potential adjustment, with the evaluation communicated with the public along with pricing updates** to help users of the public parking system understand their parking options and make transportation decisions based on those options.

- The City’s **municipal code would require an update to facilitate the new pricing program**, allowing City staff to adjust pricing within guidelines established in the code language and pre-determined increments as well as minimum and maximum limits. The following technical code language is provided as an example but needs review by the City’s legal counsel.

3-24-61 (g)
The city manager or their designee is authorized:
1. To establish parking rates to be charged at parking payment devices, including parking meters, for parking in city-controlled parking areas under the jurisdiction of the Parking Division and other city rights-of-way subject to the following provisions.
   a. Durango City Council shall set the minimum and maximum hourly parking rates for all city-controlled parking areas under the jurisdiction of the Parking Division and other city rights-of-way by resolution.
   b. The city manager or their designee may set different rates at different locations and may consider the following factors when setting or adjusting parking rates:
      i. Rate changes may reflect an amount intended to reach a desired occupancy rate in each location;
ii. Rate changes may reflect the annual consumer price index (CPI) for inflation in La Plata County;

iii. Rate changes may reflect market conditions in the City of Durango;

iv. Rate changes may accommodate specific site characteristics and seasonal events;

v. Rate changes may reflect parking conditions, including and without limitation the availability and demand of reserved and non-reserved parking spaces.

2. To establish, revise or dissolve managed parking zones. The city manager or their designee may consider other parking demand management tools in lieu of or before implementing a neighborhood parking permit program, time-limited parking, paid parking, or other management strategy that supports the efficient use of the parking resources.

3. To create and publish rules and regulations for the public parking program.

Flexible Parking Passes

With a flexible parking pass, pass holders prepay and receive a capped number of parking days at a discounted rate that can be used within the designated calendar month and at an assigned off-street parking facility. Parking days that exceed the prepaid pass would be subject to regular hourly or daily parking rates. While flexible passes would require parking access and revenue control systems (PARCS) capable of tracking entries and requiring payment if the pass limit is exceeded, alignment with a mobile payment solution could offset this cost by using license plate-based credentials.

A traditional monthly parking permit incentivizes permit holders to drive and park daily to maximize the benefit received from the permit cost. With a parking pass, individuals have more flexibility to choose a pass that provides flexibility in mode choice.

Offering a maximum of a 20-day pass would result in some employees needing to either pay for parking at hourly rates, use an alternative mode of commuting, or some combination of these options for the remaining two days that typically make up an average 22-day working month. This limitation, along with offering passes with fewer parking days, encourages the use of alternative modes of transportation and recognizes not all parkers have equal needs or resources.

Implementing Flexible Parking Passes

Based on the feedback provided during the September open house event, over half of the participants indicated that they commute to Downtown Durango and park three or fewer days per week, while 13% reported they park in the downtown area six or more days per week. If
the daily rate was reduced from $7.50 to $5.00, and the passes were offered in five-day increments up to 20 days per month and $2.00 per day, pass holders who parked three days or fewer per week would have an equal or reduced parking cost compared to the existing $30 per month permit rate. Those parking four or more days per week, assuming they chose to continue driving and parking, would have an increased parking cost. Table 3 summarizes this example pricing structure.

Table 3. Potential Parking User Cost Impacts of Flexible Parking Passes

<table>
<thead>
<tr>
<th>Days Reported to Park per Week</th>
<th>Percentage of Participants Covered</th>
<th>Days Parked per Month</th>
<th>Parking Pass Days</th>
<th>Parking Paid Days</th>
<th>Cost of Parking Pass</th>
<th>Cost of Daily Paid Parking</th>
<th>Total Parking Cost per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>17%</td>
<td>4.33</td>
<td>5</td>
<td>0</td>
<td>$10</td>
<td>$0</td>
<td>$10</td>
</tr>
<tr>
<td>2</td>
<td>17%</td>
<td>8.67</td>
<td>10</td>
<td>0</td>
<td>$20</td>
<td>$0</td>
<td>$20</td>
</tr>
<tr>
<td>3</td>
<td>23%</td>
<td>13</td>
<td>15</td>
<td>0</td>
<td>$30</td>
<td>$0</td>
<td>$30</td>
</tr>
<tr>
<td>4</td>
<td>7%</td>
<td>17.33</td>
<td>20</td>
<td>0</td>
<td>$40</td>
<td>$0</td>
<td>$40</td>
</tr>
<tr>
<td>5</td>
<td>23%</td>
<td>21.67</td>
<td>20</td>
<td>2</td>
<td>$40</td>
<td>$10</td>
<td>$50</td>
</tr>
<tr>
<td>6</td>
<td>3%</td>
<td>26</td>
<td>20</td>
<td>6</td>
<td>$40</td>
<td>$30</td>
<td>$70</td>
</tr>
<tr>
<td>7</td>
<td>10%</td>
<td>30.33</td>
<td>20</td>
<td>11</td>
<td>$40</td>
<td>$55</td>
<td>$95</td>
</tr>
</tbody>
</table>

Before establishing a flexible parking pass, the City should conduct a rate analysis to identify the cost recovery rates necessary to support the parking system's ongoing operations and maintenance. Rates should also be set to remain below hourly rates for on-street parking to encourage those that park for longer durations to use the lower-demand spaces.

Expanding Parking Management

Neighborhood-specific parking solutions, such as the Neighborhood Parking Permit Program, are important features of a parking and access strategy that help preserve neighborhood character and promote safety and efficiency. Neighborhood-specific parking solutions can help shape outcomes which meet the unique needs of specific character areas and can include tailored use and time restrictions, prioritization of certain travel choices, and other initiatives.

This strategy proposes guidelines for expanding parking management to areas outside Downtown. While no new zones are immediately proposed in the coming year, parking behavior data can be collected throughout 2023 to inform eligibility and prioritization for the consideration of new or modified management zones in 2024. Properties interested in establishing or modifying parking management within their neighborhood will then be able to verify if they are located within an eligible area before initiating a request or application.
By identifying metrics and indicators for the type of parking management to implement proactively, City staff can more quickly respond to community needs and leverage potential opportunities to optimize community resources. This strategy also promotes predictability and transparency of neighborhood parking regulations, which can suffer and fall victim to stagnation and perception bias when reviewed on a case-by-case basis, ultimately hurting public opinion and trust in staff and leadership.

Implementing Parking Management in Additional Areas
The low scoring by the community of this strategy directly conflicted with much of the feedback we received throughout previous touchpoints preceding implementation considerations and even that received during implementation consideration engagement concerning other strategies. Leading up to this effort key themes indicated a strong desire for a parking permit program in one residential neighborhood, with others expressing concern about parking near trailheads in residential areas. These conflicting sets of input support the need to establish clear benchmarks to qualify an area for potential active management of the parking and the type of management to be deployed.

Clear and quantitative metrics for establishing, expanding, and maintaining managed parking in areas outside of Downtown, combined with effective communication, will help the community understand how the city makes decisions about neighborhood parking management. Eligibility and prioritization to actively manage parking should be based on the unique characteristics of each neighborhood, such as land use, parking supply and utilization, surrounding trip generators, and multimodal access.

1. Establish Neighborhoods/Areas: Determine boundaries of neighborhoods and district areas citywide. These could be driven by boundaries of neighborhood parking permit zones, official neighborhoods, area plan boundaries, zone districts, or walking distance level of service to key destinations, such as major trailheads.

2. Data Collection: Collect data for the following:
   a. Primary metrics to use as key indicators for establishing newly managed areas:
      • Typical Peak Hour Parking Occupancy: Typical peak hour parking occupancy within the neighborhood or zone boundary.
      • New Development and Trip Generation: Projected new development within the zone boundary or proximate to the zone boundary, and the peak hour trip generation projected for the new development.
   b. Secondary metrics to use to evaluate, expand, or adjust existing zones
DURANGO’S PARKING FUTURE

- Length of Stay: The cumulative average length of a parking session within the zone boundary.
- Violation Data: The cumulative average number of parking violations pertaining to length of stay within the zone boundary.
- Access Score: The access score within the zone boundary. This score should be determined by the level of transit and active transportation amenities within the zone. For continuity and ease of interpretation by the community, the city could incorporate the ranges used by Walk Score/Bike Score/Transit Score with some updates, as follows:
  
  00-24: Dependent on cars, with nearly all local trips requiring a car
  25-49: Dependent on cars, with most local trips requiring a car
  50-69: Some local trips can be accomplished on a bike, on foot, or using transit
  70-89: Most local trips can be accomplished on a bike, on foot, or using transit
  90-100: Local trips do not require a car at all

A table describing data collection methods, sources, and recommended processes for the above metrics is provided in the Appendix.

3. Establish KPIs: Establish a Key Performance Indicator (KPI) for the primary metric to determine parking management eligibility and type of management.
   
a. Typical Peak Hour Parking Occupancy: 70% is an appropriate base parking occupancy to begin managing parking in an area before adequacy issues arise, however this must cover a reasonable geographic area that supports allocation of Durango’s public parking resources including staff time and investments in infrastructure for administration and enforcement.

b. New Development and Trip Generation: A new development projected to generate 200 trips at the peak hour, or more, is an appropriate base KPI.

c. Classify Areas: Classify each area or neighborhood based on determined KPI(s). Publish a publicly available, online map showing each zone’s classification, with an option for address look-up.

d. Apply KPI-Based Management and Subsidies: Establish parking management options and available subsidies based on KPI(s).
   
   - Average duration of stay exceeding posted time limits in a zone managed by time limits should be considered for paid parking to further encourage the desired level of turnover.
   - Managed areas experiencing localized occupancies of 85% or greater, even if the average length of stay is below posted time limits, should be considered for demand-based pricing to distribute parking demands more effectively.
   - Managed areas with overall parking demands exceeding 75% for at least 6 hours or more per day, that are not attributable to a single land use or otherwise eligible for a neighborhood parking permit zone, should be considered for additional public parking supplies. Additional public parking supplies are discussed more in its section below.
   - Offer percentage-based subsidies on parking and transportation fees for areas with access scores indicating the need for a car for all or most local
DURANGO’S PARKING FUTURE

trips. Additionally, offer percentage-based subsidies for qualifying low-income households.

4. Monitor and adjust zone classification on a regularly scheduled, annual basis with publicly accessible reporting.

Neighborhood Parking Permit Program

Neighborhood Parking Permit programs (sometimes abbreviated NPP’s or referred to as Residential Parking Permit programs or RPP’s) are used to restrict parking in residential areas and neighborhoods to those residents who live nearby. These are typically found in locations where parking demand from a nearby intensive land use, such as a commercial district or university, spills over from the on-site supply and into residential neighborhoods. Walker recommends this policy sparingly, as on-street parking is a public resource and not a right of ownership of adjacent parcels (in this case, by residents). In some cases, generally where historical land use development has created a hardship on residents such as not having on-site parking available, implementation of NPPs is supported to improve safety or access for residents and their guests, such as is occurring in the historical neighborhood adjacent to Downtown Durango.

Feedback regarding residential parking has been presented with strong preferences shared in favor of a residential parking permit program. These comments, however, are generally presented alongside comments that such a program should be free, however, best practice is for those benefiting from the managed service should contribute to its cost to provide.

_= Score assigned by City Staff and Consultant Team_  _= Score assigned by community_  _= Total strategic score_
Implementing Neighborhood Parking Permit Programs

The implementation steps for a Neighborhood Parking Permit Program include code updates to be reviewed by advisory boards and City Council. This review should include a description of the ordinance, regulation, and procedural changes necessary for the full-fledged implementation of the strategy. The code language presented below is intended to provide flexibility in accommodating visitor parking in zones with various levels of needed management. For example, residential areas near Downtown may be best served by hourly time limits to facilitate residential guests. In contrast, a residential area that experiences excessive parking may be better served by paid parking to support trail access while encouraging alternative modes of access. This language facilitates layering myriad options with the permit program.

Before implementation of a neighborhood parking permit zone, the City should verify that all of the following criteria are met:

1. Area size. The proposed permit zone should be at a minimum:
   a. 15 contiguous block segments, segments including both sides of a street between intersections, and
   b. Block segments running on parallel streets or avenues include the cross street or avenue segments within the contiguous segments so that unpermitted segments are not imbedded within a zone, or
   c. 10 contiguous blocks, blocks including all four sides, or
   d. 6,000 linear feet of contiguous curb space

2. Lack of parking. On-street parking should be occupied at least 70% of the day for at least four days per week, no less than six months per year.
   a. Manual or LPR-based parking occupancy counts should be performed on non-holiday days.
   b. One count should be performed during the day with a second count completed during the late night or early morning (11 PM – 4 AM).
   c. To establish a sufficient data sample size for this purpose, data should be collected on at least 3 weekdays (excluding Monday) and one weekend day (Friday or Saturday) during a non-holiday week over two non-consecutive months, one during the peak season and one during the off season.

3. Parking shortage is not a result of residents within the zone. At least 25% of the vehicles parked in on-street spaces have no clear connection to properties within the zone. For example, they do not belong to a resident or their guest(s).
   a. To identify parked vehicles with no clear connection to the properties within the zone, the license plate number should be recorded for all vehicles parked during occupancy counts.
   b. The 25% threshold would be implied if 25% or more of the license plates recorded during the day are not observed during the overnight/early morning count (11 PM – 4 PM).

If a neighborhood meets the above criteria, residents may submit a petition to the City to establish a neighborhood parking permit zone. The petitioning effort must be community-led
with signatures collected by members of the neighborhood and demonstrate support by no less than 50% of property addresses. Only one signature is allowed for each address, with every apartment, condo, or suite number within a building constituting a separate address. This ensures equal representation of owner and rental residents within the zone.

The City will verify eligibility against the criteria and petition requirements and, if necessary, propose a zone area boundary to conform to physical boundaries such as major roadways, rivers, hills, HOA, PUD, or other established neighborhood boundaries. Following confirmation of eligibility and petition requirements have been met, the City will schedule a public meeting to provide information on the proposed neighborhood parking permit program and zone. The City will mail notices of this meeting to all addresses within the proposed zone and all addresses within a minimum of a two-block radius of the zone.

Based on the public discussion during the public meeting, the City may refine the proposed boundary, enforcement hours, or additional parking management strategies related to visitor parking. Using these final boundaries, enforcement hours, and additional management strategies, the City will create a ballot for neighborhood approval of the permit zone. These ballots will be mailed within 15 business days of the public meeting to each address within the proposed zone. Each address is eligible to vote once, and the deadline to return ballots will be no less than ten business days and no more than 30 calendar days from the date ballots are mailed. A minimum of 50% of mailed ballots must be returned to the City before the vote can be tallied for approval. Of those returned ballots, the quantity of "yes" votes must represent at least 50% of eligible addresses to support approval of the permit zone. For example, in a zone containing 100 households, if 67% of ballots are returned, 75% of those returned ballots would need to be “yes” to reflect 50% of voting-eligible addresses in support of the permit program. Similarly, if 80% of ballots are returned, 63% would need to be in favor. Or, if only 50% of ballots are returned, they would all need to be in favor of the permit program.

If ballots reach the required thresholds, then the City will prepare a regulation to approve the neighborhood parking permit program for the proposed zone and mail notifications to all addresses within the zone boundary and the surrounding two-block radius. The City will post notification of the approval to the City website and its social media channels and send a press release to local news outlets identified in the City’s communications plan. These notifications will include timelines for installing new signage, application procedures for individual permits, permit pricing for the zone, and additional parking management strategies for accommodating visitor and commuter parking, as applicable.

If the return rate of ballots is below 50%, or if the return rate is 50% or higher but does not reach the 50% “yes” vote of voting-eligible addresses threshold, then the proposal is denied and closed for a minimum of three years before it can be reconsidered. This dormant period shall begin from the date ballots were due to be returned to the City for the tally.

Approved and implemented neighborhood parking permit zones will renew each year automatically. The City will mail annual permit renewal notifications no less than 45 calendar days before each new zone year starts. Changes to permitted zones may occur by petition by residents following the same procedures outlined above, or the City may dissolve permit zones that no longer meet the eligibility requirements related to the size of the permitted zone and utilization of parking. For example, if less than 25% of the vehicles parked in on-street spaces have no clear connection to properties within the zone based on their registered primary address, the City may dissolve the permit zone. Additionally, the City may dissolve the permit zone if typical parking occupancies are below 70% of the day for four or more days per week.
Neighborhood parking permits shall be priced so that each zone achieves cost recovery for its administration and enforcement. Cost recovery will be defined as the annual administrative labor and supplies incurred by the City on behalf of the zone to provide the service in addition to any capital investments in signage and infrastructure necessary, assuming a three-year return on the investment. Capital investments and equipment shared between zones will assume a pro-rated, market-value use of the equipment based on its projected useful life. Labor associated with administration and enforcement shall be projected based on personnel costs attributable to the zone.

What We Heard

- Will enforcement for a neighborhood’s permit program be passed on to taxpayers who don’t live in that neighborhood?
- The cost of living is already high, residents should get free parking permits for their street.
  - Because feedback was equally mixed regarding commuter, visitor, and guest parking accommodations, the ordinance should be written to allow each zone to identify if they want to provide time limits, paid parking, and/or guest pass options. Because permit prices will be established based on cost recovery of the zone’s program, including paid parking and/or commuter permits in their zone will decrease the overall permit cost.
- “I didn’t move here to be in an HOA!”
  - The approval process ensures that a majority of properties within the proposed zone approve of the program before it is implemented in their area. Not simply a majority of returned ballots, but a majority of residences.
  - A neighborhood parking permit program provides management of only parking within the public right-of-way and itself has no impact or oversight on the use of private property within a parking permit managed zone.

Adjusted Parking Enforcement Hours

Based on the land use mix present in Downtown Durango, parking enforcement hours should be extended later into the evening. As shown in the comparison at right from the Downtown Existing Conditions discussion earlier in this Plan, parking enforcement that begins mid-morning and extends through the evening hours will more effectively manage available public parking supplies Downtown. As other management strategies are implemented to redistribute...
parking currently spilling over into residential areas, extended enforcement will have an even larger role in managing the system.

**Implementing Adjusted Parking Enforcement Hours**

Adjustments to parking enforcement hours will result in adjustments to personnel and scheduling. An increase in personnel hours is projected to correlate with the extending from the current 8:00am to 6:00pm Monday through Friday (10 hours per day, 50 hours per week) to 9:00am to 9:00pm Monday through Friday (12 hours per day, 60 hours per week). The expanded hours reflect the time of day when the public parking system is anticipated to be at least 50% of its peak hour demand.

The addition of active management of public parking on Saturdays should also be considered. Given the land use context of Downtown Durango, customer parking demands are projected to equal or exceed those observed during the week, with a peak that would occur later in the day around 6:00pm.

**Communication About Parking & Transportation**

**Wayfinding and Signage**

Durango’s public parking system is somewhat challenging to navigate for the unseasoned customer. Existing signage throughout the downtown area displays inconsistent information, sometimes even on the same sign pole. Terminology, font size, and order of regulations directly impact a driver’s ability to read and comprehend a sign while passing in a vehicle.

To ensure parking system users can quickly identify locations for public parking, the City should update its signage and wayfinding to ensure clarity and consistency across posted regulations. Signage should be based on MUTCD standards, recognizing there is a section that allows for Community Wayfinding.

Incorporating the availability of spaces for off-street parking facilities in dynamic signage can help reduce traffic congestion related to circulated vehicles searching for parking. Additionally,
these signs and parking access systems can integrate with payment systems, mobile applications, and website plug-ins that provide real-time availability to those looking to pre-plan their visit to Downtown Durango.

What We Heard
Many comments included themes for parking issues that the City has already addressed. Increasing communications based on audience and using more common terminology will address many perceived shortfalls in the public parking system.

- “Need a way to use Transit Lot w/o a monthly pass.”
  - Day passes are available at this location, however using “permit” in connection with transient parking is misleading.
- Parking at the Transit Center and downtown lots should be available at a discounted rate for employees
  - Hourly parking is available at $0.50 to $1.00 per hour. At $30 per month, permit parking provides a discount of approximately 57% for those working 32 hours a week, or 66% for those working 40 hours a week when compared to the cost of on-street parking at a $0.50 per hour space. These discounts grow to 78% and 83% when compared to parking at a $1.00 per hour rate.
  - An additional 15% discount to the monthly permit rate is available when prepaid at least three months at a time.
- Increase handicap parking spaces
  - Any vehicle displaying a valid handicap placard or plate may park at any parking meter without payment, except at 30-minute meters where payment is still required.
- There is a lack of RV parking for visitors
  - There are existing locations for recreational and oversized vehicles to park Downtown at the Transit Center and throughout the City, however these can be better communicated.

Implementing Wayfinding & Signage Updates
The City of Durango’s parking system is currently challenging to navigate – first-time users and long-time residents alike are unsure where transient public parking is located. Often, when parkers cannot find on-street parking immediately in front of their destination, and a private off-street parking facility is not provided, they end up parking in nearby residential areas or high-demand locations. Meanwhile, many on-street areas and the Transit Center lot remain underutilized.
To address signage and wayfinding in the City of Durango, the Plan recommends the following interventions related to on-the-ground communications, signage, and wayfinding:

- **Expand the use of the existing parking system logo**
- **Create a signage plan** incorporating signage at three distinct levels:
  - **Vehicular Directional Signage**: Wayfinding signage at key decision points throughout Downtown directing users to appropriate parking locations and assisting users with travel through multiple decision points and intersections.
  - **Destination Signage**: Brief and precise signage identifying publicly available parking, with a sign clearly advertising “Public Parking” or “P.” A separate, distinct logo to identify RV parking locations should be included on appropriate signage.
  - **Information Signage**: On-location signage clearly stating any applicable restrictions, including hours open, applicable time limits, parking rates, and other restrictions, etc.
- **Complete an audit of existing signage and wayfinding** in each neighborhood or district, starting in Downtown Durango.
- **Develop and issue a signage and wayfinding Request for Proposals (RFP)** to implement the signage plan and update signage as identified in the completed audit.

### Increasing Communications

Intentional promotion and positioning of Downtown Durango’s parking and multimodal transportation alternatives will provide opportunities for increased user recognition, engagement, and understanding of existing and future service areas.

A successful communication strategy starts with identifying audiences or the types of parking system users. While each communication effort doesn’t have to be tailored to meet a specific audience’s needs, it is important to remember communication is not a one size fits all solution. Audience identification can help to identify when and at what level of communication might be needed. It also helps prevent overwhelming customers with irrelevant or too much communication and can support trust building through increased operational transparency.
Implementing Increased Communications

Before arrival, the key method to engage with users is through an information-packed, well-publicized digital presence. The Plan recommends the following interventions to facilitate communication with users before they even arrive in Downtown Durango:

- **Update the City’s website** for Downtown parking to include the parking occupancy maps generated regularly. This information can help visitors and locals identify areas near their destination that typically have available parking before arriving downtown. Similar to the dedicated section in the navigation page for motorcycles, a dedicated page for RV and oversized vehicle parking should be created and these locations should be included on the Durango Parking Guide Document.

- **Create a strategic communication plan** designed to improve overall parking program communications. With its wide range of stakeholders, community outreach cannot be a one-time investment. The City should consider developing and publishing an annual parking and transportation report that outlines the parking system’s vision, mission, goals, and achievements. Elements of the report could inform on average occupancies by neighborhood, most frequently issued citations, and other performance indicators.

- **Create and regularly update Downtown parking educational and promotional materials**, and provide parking maps, business development packets, and fact sheets designed for various audiences. For example, employee parking packets would provide information on the importance of maintaining available on-street parking for customers and offer information on the cost savings available with a parking permit in a designated facility or location. Materials should consider audience segmentation in their development and message accordingly for frequent patrons; visitors, new and future patrons; commuters and employees; business and property owners; and residents.

- **Work with the City’s public information office to create templates for and provide day-to-day media relations and generate press releases as needed. Releases should address**
such updates as impacts to parking facilities and transit services, the posting of updated operational reports to the city website, and notifications and reminders of upcoming changes to the parking system or its operations.

- Provide public relations and assistance to other Downtown events as needed, positioning the parking department as a collaborative partner in furthering the community’s goals. Such activities may include volunteering as a group during Animas River Days or having a booth at the Farmers Market one Saturday each month to provide general information, answer questions, or possibly host a raffle for a month of free parking at the Transit Center.

- Enlist the Durango Business Improvement District and other relevant organizations in actively advertising the city’s parking and transportation web page and encouraging customers, event attendees, and employees to use it to find parking and learn more about the parking system.

Transportation Demand Management

Transportation demand management (TDM) includes a variety of strategies that aim to reduce or redistribute travel demand by maximizing efficiencies and expanding available travel choices. Parking is just one component of the transportation network and while this Plan focuses on parking, several TDM strategies that focus on parking operations and policies under the purview of the parking division are included here. These are in no way intended to present a comprehensive transportation demand management plan or conflict with the planning efforts underway related to the Multimodal Transportation Plan, but rather to support and align with its vision given their common goals.

Transportation Wallet

A transportation wallet is a collection of passes and credits for a variety of transportation options. Including a limited-use parking pass with services such as transit, bikeshare, and rideshare makes it easier to choose these alternative modes when the parking pass is used up for the month.

Services the City should consider in developing a transportation wallet include:

- Transit Pass
- Bikeshare Credits
- Guaranteed Ride Home Credits
- Carshare Membership and Credits

Passes can be further expanded to incorporate discounts for disadvantaged populations to promote equitable access as well as to support the community’s affordable housing and environmental sustainability goals.
**Implementing Transportation Wallets**

Pilot a transportation wallet available to Downtown parking and transit pass holders. Based on the success of a pilot transportation wallet program, offer the program in expanded paid parking and neighborhood permit parking zones. Roll out of the program should include a thorough marketing and communications campaign with consideration given to discounting wallets for those living in Neighborhood Parking Permit zones that do not have a permit for that zone.

The cost of the wallets will be based on the services included but should provide a discount relative to purchasing each service individually.

**Park-and-Ride Express**

An express transit route connecting the existing park-and-rides to the Transit Center can help to alleviate some of the traffic and parking congestion associated with individuals commuting into town. The express connection could operate during peak hours or coordinate timing for registered riders. Alternatively, the program could operate as a vanpool-style service, with volunteer drivers assigned to carpools that meet at the park-and-ride and transfer to a single van or individual vehicle. Under this option, parking for the van or registered carpool vehicle would be provided at the Transit Center.
Implementing Express Park-and-Ride Transit Service

The park and rides should first be formalized with signage that identifies the location and access points and is included on the City’s parking and transit webpages. Building on the existing infrastructure available within the City, a survey of park-and-ride existing and potential users will inform arrival and departure times and associated volumes and commute destinations at each location around which to develop a vanpool or transit route for each location. The outreach for this strategy should be expanded beyond the city and focus on commuters from the County to reduce the number of single-occupant vehicles entering the city.

Shared Mobility

Shared mobility devices include pedal bikes, electric bikes, scooters, and shared vehicles. On-demand services can reduce the cost-of-living expenses by reducing the need for personal vehicle ownership without impacting an individual’s ability to move throughout the community. While private companies offer many shared mobility options, several municipal agencies have opted to white-label or offer these services. For example, the City of Aspen provides a carshare service for residents that are members of the service and includes six hybrid and fully electric vehicles.

The City of Durango has several bike rental companies that provide pedal and electric bicycle rentals. Potential partnerships to expand these services to docked or dockless, on-demand bikeshare options could benefit both the community and these businesses, increasing the use of bikeshare with readily available bikes and leveraging local service providers.

Additional consideration for a city-administered carshare program could provide a solution for residents interested in a car-lite or car-free lifestyle. These programs typically include the cost of gas, maintenance, and insurance in their rates, reducing or eliminating the costs of vehicle ownership. Carshare generally is used by those who currently or would then rely on public transit, biking, walking, or carpooling for their daily trips, relying then on the shared vehicle access for longer trips or when additional storage or person capacity is necessary.

What We Heard

Employers and managers participating in several public meetings expressed a strong approval for a remote park-and-ride with express connection to Downtown, feeling it would serve many employees and be well utilized with the removal of additional stops, so the trip is shorter in duration than traditional transit service.
Implementing Shared Mobility

The City should focus efforts related to shared mobility services and devices on policy and regulation of businesses offering such services. Adoption of a shared mobility device ordinance, regulating the use and enterprises that offer shared electric or powered vehicles, is important to protect pedestrians, drivers, and users of these devices as their use and vehicles offered continue to grow throughout the country.

The City of Durango should look to peer and aspirational communities for guidance in drafting their ordinance while also considering applicable state statutes. One to consider would be Ordinance 2020-06 adopted by the City of Lafayette, Indiana in January of 2020. This ordinance does not limit terminology to only electric scooters or electric bikes, providing for application of the regulations to future technologies. The ordinance also requires enterprises to maintain appropriate business licensing to offer the service within the city limits and permit each device individually. Further, devices are required to be limited in their top speed, and while the language does not expressly require geofencing for parking and operability within designated areas, a plan submitted by the enterprise is required. Adapting this language to require devices to have programming limits installed that monitor and limit operability based on location is recommended. Additionally, the ordinance requires enterprises to remove devices blocking sidewalks or otherwise inappropriately parked “within a reasonable time.”

To combat the impacts of poorly parked mobility devices cities have taken two approaches, but with promising results. In the City of Austin, Texas, enterprises must have riders take a photo of the parked device to stop the transaction. The photo is then used if a device is found improperly parked to support issuing a warning or ticket for violating the city’s ordinance regarding parking such devices. However, because these photos represent the device’s state when the transaction ends, it is not always sufficient to determine if a device fell over or was otherwise altered by a third party after it was parked.

While geofencing has been used for a couple of years to regulate where devices are operable, cities such as Denver have begun requiring enterprises to geofence parking areas. Geofencing for parking can ensure a ride transaction cannot end until the device is located inside a designated area for parking.

Alternatively, the City of Pensacola has opted to use incentives to encourage proper parking of shared mobility devices. Here, the city installed 15 parking corrals throughout their downtown. Users who park an e-scooter in one of the parking corrals receive a 50-cent credit on their account to apply to a future ride. The enterprise handles this through geofencing of the corrals. Like the City of Austin, riders must also take a photo within the app of the parked scooter in the corral as a second method of confirmation.
In addition to parking the devices, other important elements of the ordinance will be to require enterprises to share data regarding how the devices are used and to require the mobile app to provide a reminder to riders before each ride may begin of the local rules regarding where the devices may be ridden. Such reminders are becoming standard practice within the largest vendors’ platforms, with multiple screens that the rider must engage with for each reminder. For example, the rider would need to acknowledge helmet requirements or recommendations, age restrictions or driver license requirements, and/or prohibited locations for riding to supplement geofenced enforcement such as sidewalks or street with speeds limits over a designated speed.

For data sharing, looking to the City of Lafayette’s ordinance, not only are enterprises required to provide comprehensive monthly use and maintenance reports, but they must also provide a detailed list of reported safety incidents, customer service issues, and summarize educational events they conduct. Lafayette also requires enterprises to provide options to support use by low-income users.

Special Events and Parks Access

Ideally, event-related parking demands will have minimal impacts on existing activities and parking demands. The current event application process suggests organizers submit a parking plan but provides no requirements for events of any size to identify transportation and parking impacts beyond street closures. The City should consider a tiered event application with transportation planning a requirement for events meeting a minimum threshold of anticipated impact. Common in many communities, this requirement can be supported by providing event organizers with a menu of city-offered and local services.
Such a suite of identified options for event organizers to consider could include a shuttle provider or rental fee for a city shuttle and driver, shared parking facility contact information, recommended shuttle routes for common venues, and bicycle infrastructure for rent, among others.

Parking associated with Durango’s trails experiences high demand from locals and visitors alike during the peak season. With remote parking served by shuttle access, trail users can avoid the time spent searching for parking. Such a service would be most beneficial to trail users should parking management expand these areas through time limits or paid parking fees.

Similar to the Park-to-Park shuttle that operates on weekends during the summer in Boulder, Colorado, a free or subsidized express circulator connecting a parking facility with one or more trailheads would provide a connection for these destinations that could reduce or slow the growth of needed onsite parking. These types of shuttles are typically run seasonally, and some fund the operations by offering shuttle services for hire at private events, paid parking revenues, transportation fees, or other sources.
Implementing Special Event and Parks Access

It is recommended that the City update the event permit application process to include parking and transportation planning requirements rather than requests. The City should also offer event organizers a menu of suggested options to accommodate the additional traffic and parking demands generated by their event. One option for Downtown events is to partner with the Business Improvement District (BID). As noted on their website, the BID has acquired a “steadily expanding” reserve of event equipment and supplies to facilitate special events.

Suggested elements to include in a suite of recommended strategies for event organizers to include in their permit application:

- Planned locations for pre-identified accessible parking
- Shuttle service to remote parking facilities
- Shared parking locations with complimentary hours to the event
  - Religious congregation centers
  - Schools
  - Municipal facilities
- Vehicle and/or bike valet services
- Premium loading and unloading locations for rideshare services

To support a better visitor experience while reducing vehicle traffic and parking impacts on neighbors and the environment near popular trailheads, the City should implement a free park-to-park shuttle program. The program would provide express connections from a remote parking facility, for instance, the Transit Center or a park-and-ride, to trailheads. Funding for this program could be supported through several means. For example, by paid parking at the site of the trailhead, sponsorship by local enterprises or organizations, grants, or a combination of these or other sources.

Technology

Multi-space Parking Meters

As the existing smart, single-space meters reach their useful life, the City should consider replacement with multi-space meters with pay-by-plate credentialling. Multi-space meters, such as those currently in use in private lots within the city, not only reduce the physical assets at the curb, but they can also offer an initial lower capital investment with fewer meters necessary to serve the established area. Additionally, they decrease the inventory required to have on hand for repairs and maintenance and remove visual and physical clutter from the streetscape.

Today’s smart parking meters offer efficiencies in enforcement by integrating with mobile payment and scofflaw tracking systems. Plate-based payment systems also integrate with mobile and handheld license plate recognition enforcement systems, as well as support parking validation and flexible pass programs through QR and bar codes.

Multi-Space meters have numerous advantages over traditional parking meters including:

- Can increase revenue (on average between 20-40%) without increasing parking rates
o When paying with a credit card, customers often pay for the maximum amount of time*

o Systems where the customer pays for an amount of time and displays a receipt on their dash or enters their license plate as their credential do not allow for another car to take advantage of pre-paid time as can occur with the existing meters

o Use of Pay and Display and Pay by Plate multi-space meters does not require individually marked spaces; therefore, a standard city block can generally accommodate at least one extra car when compared to Pay by Space and individually metered spaces. This varies based on the type of vehicles common in the area, for example a 2022 Toyota Prius is 15 feet long, whereas a Ford F250 can be over 22 feet in length. However, potential benefit from undelineated spaces will vary based on driver behaviors.

o Online credit card authorization allows the operator to accept payment only from valid credit cards, drastically reducing fraud that results from bad or expired credit cards*

- Can easily accommodate a variable rate structure, thereby improving turnover by encouraging short stays and reducing the number of all-day parkers based on time-of-day or day-of-week rates

- Provides instructions in multiple languages

- Integrated software that allows for real-time monitoring, and communication of data between kiosks and a central command station which allows for enhanced enforcement, collection, auditing, and maintenance while greatly reducing operating costs
  
  o For example, using real-time data to route enforcement to areas with high activity or where parking demand is historically high, but transaction activity is low. This type of targeted enforcement can support an increased geographic area of managed parking without adding personnel.

- It improves the aesthetics of city streets because there are far fewer kiosks compared to single-space meters

- Lower installation fee because fewer kiosks are required, and they are self-sufficient units not requiring wiring or concrete; By being wireless, each kiosk can be installed in one hour by a single person

- Manufacturers can tailor kiosks to meet municipalities’ individual needs

- Various flexible financing options exist, and in some cases tax-exempt leases are available

Disadvantages of multi-space meters include:

- There is a higher initial cost to purchase each kiosk

- Some users find the kiosks difficult or confusing to use; Cities that have not properly educated and informed the public about the transition to multi-space meters have
experienced a high rate of failure in terms of patrons accepting the systems. In some cities, the multi-space meters were removed in response to customer complaints.

- While many kiosks can accept bills for payment, they do not give change. For example, if a patron pays with a $10.00 bill, no change will be provided.
- Systems where the customer pays for an amount of time and displays a receipt on their dash reduce efficient enforcement during inclement weather when snow may obstruct enforcement’s ability to see inside the windshield. Receipts may also be difficult to see from a distance.

When moving from single-space to multi-space meters, a common concern that emerges related to designating no parking in spaces during events, construction, or other instances when parking would temporarily be prohibited. With a single-space meter, a hood is padlocked over the meter, or a sign is placed on it, with the notification and to prevent payments. With multi-space meters, because the license plate is used as a credential and the zone typically represents the entire block, or in some cases the entire district, prevention of payment related to the specific space is not feasible within the app. To prevent potential citation of a well-intentioned patron who has paid for the parking session but parked within a temporarily closed space, we recommend continuing to use a physical deterrence to both block the space and prevent accidental payment by a patron for its use. In Columbus, OH, the city includes a notification on their website, within the mobile payment app, and in their literature in on-street rates section regarding temporary changes in parking availability. The following is taken from their website: *Because parking changes will only affect certain parts of each zone, you’ll want to pay special attention to signage when you’re looking for a spot. When you see the temporary no parking sign, it means you can’t park there (even if the app shows that zone as available).*

For pay-by-plate, where the license plate is the credential and the single-space meter posts are removed from the adjacent curb, temporary signage is often used. This allows multiple spaces to be blocked used signs connected via caution tape or a sign placed in each space, as appropriate. Several agencies have procured reusable signs that can be fastened to existing a-frame or post style barricades used in construction or by their Public Works divisions as shown below.

Important elements to include on the signage include the dates and times applicable to the closure and, as provided on the San Jose example at right, the permit number authorizing the closure for verifiable authorization before a vehicle is towed and to discourage unauthorized placement of similar signage by individuals. In addition to posting these signs, several days before the closure, the City of San Jose also sends mailers to property owners and hand delivers flyers to each address on the affected street with the closure days and times.

In a pay-by-space environment, the single-space meter poles can be repurposes to display the space marker(s). In this instance, the pole and space sign can be used to affix the temporary signage or depending on the design of the space number sign, it could still accommodate a
padlocked hood. An example of the space markers and hoods used in Downtown Ann Arbor are shown below.

![Example of space markers and hoods](source: PCI for City of Ann Arbor, MI)

![Example of space markers and hoods](source: Michigan Live)

**Implementing Multi-Space Parking Meters**

Switching from single-space to multi-space meters should be considered part of a larger asset management program. An audit of the existing meters, including their precise location, date of installation, date of the most recent upgrade, anticipated useful life, and any applicable warranty should be completed. As meters require replacement, consideration should be given to multi-space meters. Two meters per block face should be targeted to provide system redundancy. Additionally, meters should be placed such that they are no further than 200 feet from the next meter on the same block, no parking space along the block face is further than 200 feet from a meter, and a meter is located within 200 feet of an accessible entrance for any human services agency or medical office along the block face.

After determining the number of meters needed for the system, the City will need to develop or work with a consultant to prepare a draft performance-based technical specification document to be used by the City for issuing an RFP for the procurement of the multi-space meter system. This may also include instructions and a price form for vendors responding to the RFP to facilitate consistent evaluation across received responses.

Following the selection of a vendor and installation of equipment, the City should ensure comprehensive acceptance testing of the equipment is completed before its launch date. Acceptance testing ensures compliance with specifications and identifies system issues before the equipment goes live.

In addition to the hardware, a robust community engagement and education campaign should be completed. Such a campaign prepares the public for the upcoming change and provides...
DURANGO’S PARKING FUTURE

education around how to use the new technology. Campaigns that have supported the successful implementation of multi-space meters include:

- Oklahoma City, Oklahoma – The city installed six multi-space meters at various downtown sites for a three-month trial period. The trial period allowed for evaluating a large-scale replacement of the city’s 1,400 aging meters. The pay stations provided enhanced capabilities that allow patrons to pay by their cell phone and to “feed the meter” with additional payments from their phones after receiving a notification when their time was nearing expiration.

- Cedar Rapids, Iowa – ParkCR created a series of informational and entertaining videos to introduce the community to LUKE multi-space meters that replaced single-space, coin-only meters. Videos featuring well-known characters and local community leaders demonstrated how to operate the kiosks and provided advantages of the new system, such as no longer needing to carry change.

Mobile Payment Integration

In several markets, mobile parking payments completed through phone apps now outpace payments made by cash or credit card at meters. A convenient option for parking customers, mobile payments expand the range of payment options to often include Apple and Google Pay, PayPal, Venmo, and other mobile platforms. Recently, both Amazon and Google have entered partnerships with several mobile payment applications to offer voice-enabled parking payments for individuals with Google Assistant or Alexa devices.

An optional feature popular with parking customers using these payment options is the option to receive text or push notifications when their parking session is about to expire. Where enabled by the City, the customer can then remotely feed their meter from their phone to extend their parking session and avoid a potential parking citation. Additional amenities available with most mobile parking payment apps include parking availability and reservations. This allows parking customers to identify a general area near their destination with available spaces or pre-reserve and pay for parking at select locations. Such a feature is helpful for events and off-street facilities.

Source: parkcedarrapids YouTube
Implementing Mobile Payments

Parking apps allow users to establish an account and link a credit card and vehicle license plate number to the account. Once parked, the user selects their location or zone (typically determined via GPS), vehicle, and parking period. There is a fee for the service of about $0.35-$0.45, typically passed on to the user. Additionally, parking vendors typically provide signage and help promote the app's use. Below are samples of signage and screenshots from a typical parking experience.

Because the usage fee is commonly passed on to customers, the cost to the City is largely limited to staff time to develop and issue an RFP. Additional costs can be incurred should the City decide to create and install custom signage or desire a white-label application. In evaluating RFP responses, the City should consider what vendors are commonly used in surrounding communities. Continuity of service provides convenience for parking system users that frequent these locations.
Flex zones can take on several forms, providing various degrees of flexibility in responding to an area’s changing needs throughout the day or week. In some communities, flex zones allow travel lanes to become on-street parking during off-peak times, while in others the parking may remain consistently provided throughout the day but vary by user access based on prioritization by the hour. For example, while commercial deliveries are not required to be completed during early morning hours, on-street parking may be reserved in these spaces for their exclusive use from 6:00am until 10:00am. After this time, the same space is available for metered parking from 10:00am until 9:00pm. Providing prioritized access in these spaces incentivizes commercial freight services to complete deliveries during non-peak parking demand hours. Enforcement of vehicles that continue to park in the travel way, blocking turn lanes and impeding first responder access, is supported by improved access to the curb during these times.
Implementing Flexible Parking Zones

Flex zone implementation can be completed relatively quickly by expanding and using existing yellow zones with signage and further demarcation of spaces along the curb. Yellow zones would be updated to limit the window of prioritization for loading to hours when public parking has less demand, for example before 10am. After 10am, the spaces would then be available for paid public parking and loading activities would require payment. Signage should be simple, clear, and prominently displayed at the curb of the flex zone location. Additionally, the City should work with rideshare and commercial delivery platforms to increase awareness of these areas and the prioritized access by time of day for their use, and with local law enforcement to enforce the city’s ordinance regarding Parking Not to Obstruct Traffic or Maintenance outlined in Section 24-45.

Short-term implementation of this strategy can be accomplished as part of the signage and wayfinding strategy and increased communications strategy. Over the long term, these spaces should be monitored and adjusted as necessary. Flex zone spaces should not be signed for a specific business and should be located whenever possible to serve multiple destinations along the block segment.

Code Updates

Revisions to the Code should consider maintaining flexibility in accommodating demands for developers while providing greater protection to the city and existing properties impacted by these spillovers. Potential revisions include provisions for public-private parking agreements, requirements for landscape reserves in approved parking reductions, and requirements for transportation demand management plans, among others.

Part of promoting greater walkability is realigning user expectations. Parking at the front door of every destination cannot always be provided. A “park once” model is necessary in higher-density mixed-use districts with expectations that parking resources will be shared and that users will walk throughout the district, specifically in a commercial area. This proposed operational philosophy helps to alleviate concerns about high demand after future events.
developments are completed. The “park once” philosophy also encourages a walkable, higher-density, mixed-use downtown. Facilitating and encouraging walking in downtown Durango is incredibly important, especially in the main core of the downtown. A portion of the public right-of-way has already been prioritized for pedestrians where sidewalks, bicycle parking, and curb cafes or bump-outs represent a significant portion of the public right-of-way from building to building. Additionally, there is a mature tree canopy and a future-looking plan for Main Avenue recently developed as part of the Downtown’s Next Step effort. Maintaining and expanding this walkable environment to outside the downtown core will further encourage the “park once” philosophy.

Implementing Land Use Code Updates
A “park once” philosophy allows users working, visiting, or living in and near the downtown to park in one location and walk between multiple destinations. To support this type of environment and align with the community’s goals related to environmental sustainability, economic vitality, fiscal responsibility, and preserving the city’s character as an active, pedestrian-oriented community, the following updates should be considered for the municipal code:

4-5-2 Parking and Loading Calculations
The minimum parking requirements outlined in Tables 4-5-2-2A, 2B, 2C, 2D, 2E, 2F, 2G, and 2H outline more than 130 land uses for each of the two parking district categories. In addition to the individual land use requirements, there are about a dozen options for further calculating a potential reduction to the parking requirement with an additional extremely prescriptive shared use credit calculation.

The City should look to simplify these requirements and options, referencing industry best practices and standards outlined and maintained by the Institute of Transportation Engineers (ITE) and the Urban Land Institute (ULI). Simplified parking requirements can still provide flexibility by offering the option of completing a parking study by a transportation professional, similar to that currently in the Code. Rather than identifying the specific number of comparable sites to include, types of transportation demand management reductions, or other specific variables that do not provide flexibility in incorporating current transportation trends and technologies, the study should simply require sufficient justification for the variables and assumptions included in the analysis to provide for an administrative review process.

4-5-2-1 E. Calculations within Main Avenue Character Area of Downtown Design Overlay Zone
The existing language does not require additional parking supplies for a change in land use in the Zone for commercial developments, and marginal increases are required for new gross floor area added and changes in use to residential uses. There is an opportunity to expand this exemption to further support the densification of the district and housing opportunities. One possibility is to allow shared-use parking within public parking facilities via long-term lease
agreements between the City and property owner or offer individual parking passes with overnight parking privileges.

An example of such a program can be found in the Town of Dillon. While the Town prohibits overnight parking on all city-owned streets, overnight parking is allowed in the five city-owned public surface lots on alternating days. Identified as “green” and “blue” lots, with the schedule posted at each facility, requires vehicles to move between the lots on designated days of the week so the Town can keep the surface lots plowed throughout the winter. Vehicles parked overnight in a lot against the schedule during a snow event are towed immediately.

The Town of Mountain Village employs a similar strategy, requiring vehicles to be moved during certain hours on certain days of the week to allow plows unmediated access to public facilities during snow events.

In Durango, overnight use of public lots can be restricted to credentialed or permitted residents with whom the City has a lease agreement. Such an agreement would outline snow removal, towing, and enforcement policies of the facility. If a second off-street parking facility is not reasonably near by alternate use of during snow events, the City could allow overnight permit holders to use designated areas of on-street parking, or enter into an agreement with a private parking facility for use of parking by permit holders only during these occasions. A third option would be to require overnight parkers to use a designated area of the surface lot during snow events, alternating based on the date. For example, permitted overnight vehicles must park in the blue area on odd dates and the green area on even dates.

Unbundled residential parking detaches the cost of parking from the cost of renting or owning a home. This practice allows residents of these properties to pay for parking only if and to the extent they need it. Not only does this support reduced housing costs, but unbundling parking is a critical TDM measure seen by many professionals in the transportation industry as one of the most effective means for reducing reliance on single-occupant vehicles.

4-5-2-4 Required Electric Vehicle Parking

Like much of the Land Use and Development Code related to parking, this section is very prescriptive in required EV Charging and EV-Ready parking spaces. Federal and state requirements concerning sales of vehicles have grown in recent years, prompting some communities to escalate their requirements for EV charging spaces in anticipation of mass adoption on the perceived horizon. However, the National Parking Association’s Parking Consultants Council Fellow and Vice-Chair outline in their whitepaper on Electric Vehicle Charging issued in October 2022, “even at 100% EV on the road, no more than 25% of the spaces will need to be charged simultaneously at full power load of AC Level 2 charging. And that is for residential parking, with even lower need for destination charging.”
The City should consider updating this section to reference the most current recommendations published by the National Parking Association’s Parking Consultants Council or the International Building Code. This type of future-proofing in ordinance language by incorporating a reference to an industry standard ensures the City remains current with industry best practices.

4-5-2-6 Special Studies AND
4-5-2-7 Parking Credits and Reductions: General AND
4-5-2-8 Parking Credits and Reductions: Transportation Demand Management Programs AND
4-5-2-10 Shared Parking

It is recommended that these sections be consolidated and reduced to allow application for administrative review of a parking demand analysis prepared by a qualified transportation professional in support a parking variance request. Simplifying in this manner ensures the reduction reflects current transportation trends, technologies, and best practices in transportation demand analyses and reflects the unique needs and mobility environment present within the immediate area of influence of the subject property.

Subsection D of Section 7, the Reduction of Parking Requirements by Restricting Occupancy Numbers, is recommended for removal due to the reasonable effort necessary to accurately verify, monitor, and enforce occupancy restrictions of private dwellings. Should the individual sections for potential adjustments to parking requirements remain, consideration should be given to updating this section, in particular, to instead provide reductions for income-qualifying multi-family residential units. A recently published study by APA Colorado noted that 29% of current residents across 20 affordable housing developments own a vehicle or approximately 0.25 vehicles per affordable housing unit. On average, however, these same developments provide 0.90 spaces per unit to meet municipal requirements.

The City should survey local affordable and market-rate housing units to identify a locally calibrated reduction for affordable housing parking requirements. While the 20 developments included in the APA Colorado study are local to the state, they were located in Boulder, Denver, Aurora, Greeley, Colorado Springs, Fort Collins, and Lakewood – all within the Front Range and with varying degrees of alternative mobility options and levels of access.

4-5-2-9 Fee-in-Lieu of Required Parking

Proceeds from developments that choose to pay a fee in lieu of required parking are currently restricted to support the acquisition, construction, operation, and maintenance of off-street parking within Downtown. It requires developers to pay 100% of the cost to build a structured space but also outlines timelines and a process for property owners to request a refund of the fee paid. In updating this option, the City should consider removing the refund option, expanding the use options of the funding, and decreasing the fee.

Parking facilities are very expensive, with the average cost per parking space not inclusive of land acquisition or soft costs, at just under $28,000 for above-grade structured parking and over $12,000 per space for surface parking in 2022. In Durango, we would anticipate a premium on these base costs due to the relative geographic isolation of the community. In either scenario, the number of developments required to generate sufficient funds to develop a new shared-use public parking facility is not insignificant. It typically takes several years – or decades – of high participation.
By charging actual replacement costs as the in-lieu fee without any adjustments, it is very unlikely that developers, particularly smaller developers like those generally building in Durango, would opt to participate. Given the cost to build parking and the premiums on those costs in locations such as Durango, parking can provide a financial deterrent that impedes development. As such, Durango needs to consider an appropriate subsidization rate of replacement cost based on the development pace and the city's and Downtown Durango's goals. For example, if the goal were to deter or slow the pace of development, Durango might choose to subsidize replacement costs at a low rate or even not subsidize at all. Conversely, suppose the goal was to fundraise for capital improvements, cover operations and maintenance costs, or encourage the use of public parking resources over adding more private resources to the parking system. In that case, the community might heavily subsidize the fee, generally at 20% to 50% of the replacement cost.

Additional Parking Supply

Designing, building, operating, and maintaining parking infrastructure is expensive. Deciding if, when, and where to build new parking facilities and when to take existing parking facilities out of service are vital considerations for any owner of parking infrastructure, including the City of Durango.

While the choice is ultimately that of the City, the Plan provides considerations that can help the City make the decision more process-based and consistent.

Such considerations include identifying a potential funding source or sources. Whether primary funding is provided by a grant, bond, or conventional loan, a local match or some level of secured backing will be required. This strategy includes parking system performance metrics that would support investment in additional parking supplies, these funding options, and the advantages and disadvantages each present.

Direct Costs of Providing Parking Infrastructure

The high costs of building and maintaining parking become especially clear when considering building structured parking versus surface lot parking. Not including the cost of land acquisition, a new, above-ground, structured parking facility can cost $20,000 to more than $50,000 per space to design and build; underground parking structures are significantly more expensive. Even surface parking lots can cost $10,000 to more than $15,000 per space to build. In a paid parking environment, operating parking and performing routine maintenance on a parking facility can cost anywhere from several hundred to more than $1,000 per space annually. Additionally, parking structures require several hundred dollars per year in capital maintenance funding for longer-term repair and maintenance items, or else the risk of facilities deteriorating quickly increases, requiring even more spending on repairs or a complete rebuild. While surface parking lots require less of this long-term maintenance reserve funding, these facilities still require periodic crack and pothole repairs and will require complete resurfacing over time.
Opportunity Costs of Providing Parking Infrastructure

In addition to the direct costs of designing, building, operating, and maintaining parking infrastructure, there are also opportunity costs associated with using available land for parking instead of another use or uses. In many cases, parking facilities are necessary to serve other area land uses; in the case of Downtown Durango, the existing parking inventory remains underutilized. Using the city’s available funding to build more parking supply on the site of existing parking supply that is not used will not address existing inefficiencies in the parking system. All other operational considerations remain the same, and simply providing more of what is already not used will not incentivize change in behaviors.

Surface parking lots are often seen as ideal locations for future development or even placeholders until development occurs. For example, suppose existing off-street surface parking facilities are not needed in the future or the parking is underutilized. In that case, it may be possible to incorporate public parking into a new private development through a public-private partnership.

Deciding When to Add New Parking Infrastructure

For all the above reasons, deciding when to add new parking infrastructure is important for the City, both financially and in terms of the impact on the look and feel of the community and downtown area. The decision point for adding parking Downtown should, to a large extent, come down to the ability of the existing facilities to accommodate the demand for parking on a “typical” day. Best practice in the parking industry is to provide enough parking inventory to accommodate “typical” peak demand conditions, which translates to providing enough parking to accommodate the peak number of vehicles on a given day on 85-90% of the days in a year. During the other 10-15% of days, the parking inventory should be managed to accommodate additional parkers, including providing other alternatives to driving and parking. Through efficient parking operations and understanding parking use through data-driven management, the Parking Division should be able to understand over time what the “right” amount of parking is (the design target) to serve ongoing needs into the future.
In Downtown Durango, **building a parking structure to accommodate peak demand conditions is not feasible from a space perspective and not desirable from an aesthetic perspective.** A common suggestion for addressing parking challenges Downtown is to build a parking garage on the Transit Center site, often accompanied by a notion that the parking will be used by someone else. For example, employees currently park in the residential neighborhoods, but there is available space in the surface lot now that they are not using. *But they will if it is free!* If parking is provided for free, and we acknowledge a lack of support for using or raising tax money to fund the construction, we fail to realistically plan for the future. *Make visitors pay for it.* They will, but not in the manner assumed with this statement. The idea that visitors can be pushed into the garage while on-street parking remains available for residents fails to recognize that many visitors arrive ready to pay a premium for convenience and travel from locations with significantly higher parking and transportation fees.

**What We Heard**

“Parking is always going to be a pain, improved transit that people actually want to use, and which is functional should be a priority.”

**Building a garage**

- 15% of questionnaire respondents during the Visioning phase wrote in a request for a downtown parking garage.
- 4% of these write-ins also felt that parking in the garage should be free.
- A local option sales tax received the most support as a potential funding source for a garage at 50% in the online questionnaire and public open house activity, followed by 48% supporting increased parking fees, and 29% for increasing property taxes.
- A suggestion was proposed to increase the lodging tax to provide additional funding for a garage, however the existing limitations on use of this funding allow up to 31% of the proceeds to be used for transportation and transit services and facilities (20% by requirements and 11% by Council discretion). This limitation would require any necessary funding to have a more than three-fold impact on this tax making this option less feasible than other sources.

Often, parking facilities serving employees can be utilized effectively to 95% of their space capacity, with visitor parking facilities ideally operating at a maximum of 85-90% of capacity. With appropriate technology to monitor space utilization and provide direction to available spaces to arriving employees and visitors, parking facilities serving both groups can effectively operate at even closer to 100% of their striped capacity. When deciding if additional parking capacity is necessary Downtown, City leadership and staff need to ask a series of questions including:

- Are the existing parking facilities being utilized as efficiently as possible?
- Can groups of parkers be assigned to or encouraged to park in other locations Downtown or connect via transit to an outlying park-and-ride to maximize the use of existing infrastructure?
DURANGO’S PARKING FUTURE

- Is Durango maximizing its transit service and transportation demand management (TDM) programs to reduce the number of single-occupant vehicles Downtown?
- After maximizing the use of all the existing parking infrastructure owned by the City, are the public parking facilities greater than 85% utilized at peak times on a typical day?
- If parking Downtown has reached this level of utilization at peak, does the City expect the volume of employees on a typical day or the volume of customers and visitors to Downtown will increase in the future?

If the answers to all the above questions are “yes,” it may be time to consider adding additional parking infrastructure to serve Downtown.

Additional Parking Supply Not Recommended at This Time
Walker Consultants does not recommend investing in a structured parking facility at this time because an existing abundance of available capacity is present within the downtown parking system, even during peak conditions. Simply adding more supply at locations where available capacity already exists will not address the perception of a shortage of parking spaces or change parking behaviors. Rather, parking demand management strategies outlined within this Plan’s Parking Management Toolbox should be used first to redistribute parking demands to appropriate facilities.

As outlined by the community’s goals discussed and approved in previous planning efforts, the city focuses on right-sizing parking supplies and supporting a holistic approach to transportation through multimodal access and designing walking neighborhoods.

Based on the successful implementation of additional parking management strategies and projected future growth of the city’s population and visitors, a parking structure is a secondary consideration of the community. The horizon for which, however, is far enough in the future that emerging transportation and construction technologies could dramatically impact the recommendations for the needed sizing and location of that structure. The City should continue to monitor the parking system’s performance, development of Downtown Durango, and population and visitor trends over the next few years to better inform their decision regarding this type and level of investment.
Durango’s Parking Workplan:

Phasing and Order of Magnitude Costs

The following summarizes recommended phasing and order of magnitude costs for each strategy. A “+” indicates ongoing staff time, beyond implementation, in excess of existing personnel hours.

<table>
<thead>
<tr>
<th>Parking Demand Management</th>
<th>Relative Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Parking Validation</strong></td>
<td></td>
</tr>
<tr>
<td>Quick Win</td>
<td>$</td>
</tr>
<tr>
<td></td>
<td>$</td>
</tr>
<tr>
<td></td>
<td>$</td>
</tr>
<tr>
<td><strong>Enhanced Demand-Based Parking Pricing</strong></td>
<td></td>
</tr>
<tr>
<td>Short-Term</td>
<td>$</td>
</tr>
<tr>
<td></td>
<td>$</td>
</tr>
<tr>
<td></td>
<td>$</td>
</tr>
<tr>
<td><strong>Flexible Parking Passes</strong></td>
<td></td>
</tr>
<tr>
<td>Short-Term</td>
<td>$</td>
</tr>
<tr>
<td></td>
<td>$</td>
</tr>
<tr>
<td></td>
<td>$</td>
</tr>
<tr>
<td><strong>Expanding Parking Management</strong></td>
<td></td>
</tr>
<tr>
<td>Long-Term</td>
<td>$</td>
</tr>
<tr>
<td></td>
<td>$</td>
</tr>
<tr>
<td></td>
<td>$</td>
</tr>
</tbody>
</table>

Relative Costs to Durango Parking Division

$ - Minimal staff time and/or capital investment
$$ - Moderate staff time and/or capital investment
$$$ - Relatively significant staff time and/or capital investment
### Relative Cost

<table>
<thead>
<tr>
<th>Parking Demand Management (continued)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Neighborhood Parking Permits</strong></td>
</tr>
<tr>
<td><strong>Short-Term</strong></td>
</tr>
<tr>
<td>- Administration of NPP requests</td>
</tr>
<tr>
<td>- Implementation of new zones as they are approved</td>
</tr>
<tr>
<td>- Ongoing data collection and analysis</td>
</tr>
<tr>
<td>- Administration of active zones and permits</td>
</tr>
<tr>
<td>- Customer self-administration portal</td>
</tr>
<tr>
<td>- Additional enforcement labor hours (See Expanding Parking Management)</td>
</tr>
<tr>
<td>- The residential neighborhood east of Downtown could be a Quick Win, having observed to have met the base conditions outlined for eligibility. This neighborhood is recommended to bypass the data collection requirements and proceed directly to a public meeting for the residents and then voting as outlined in the implementation guide above.</td>
</tr>
<tr>
<td><strong>Adjusted Parking Enforcement Hours</strong></td>
</tr>
<tr>
<td><strong>Quick Win</strong></td>
</tr>
<tr>
<td>- Additional labor hours</td>
</tr>
<tr>
<td>- Potential investment in additional technology, such as handheld units</td>
</tr>
<tr>
<td><strong>Communications</strong></td>
</tr>
<tr>
<td><strong>Wayfinding &amp; Signage</strong></td>
</tr>
<tr>
<td><strong>Quick Win</strong></td>
</tr>
<tr>
<td>- Develop signage plan</td>
</tr>
<tr>
<td>- Design and acquisition of new and replacement signs</td>
</tr>
<tr>
<td>- Signs may be static or electronic variable message signs (VMS).</td>
</tr>
<tr>
<td>- If VMS signs are implemented, consider additional investment in mobile wayfinding app or integration of VMS messaging into mobile payment app</td>
</tr>
<tr>
<td>- Installation and ongoing maintenance</td>
</tr>
<tr>
<td><strong>Increasing Communications</strong></td>
</tr>
<tr>
<td><strong>Quick Win</strong></td>
</tr>
<tr>
<td>- Functional upgrades to the Parking Division website</td>
</tr>
<tr>
<td>- Develop strategic communications plan</td>
</tr>
<tr>
<td>- Create annual reporting template</td>
</tr>
<tr>
<td>- Draft and distribute annual reporting</td>
</tr>
<tr>
<td>- Additional labor hours for event participation, media announcements, notifications, social media posts, etc.</td>
</tr>
<tr>
<td>Transportation Demand Management</td>
</tr>
<tr>
<td>----------------------------------</td>
</tr>
<tr>
<td><strong>Transportation Wallet</strong></td>
</tr>
<tr>
<td><strong>Program development</strong></td>
</tr>
<tr>
<td><strong>Customer self-administration portal</strong></td>
</tr>
<tr>
<td><strong>Administration of program</strong></td>
</tr>
<tr>
<td><strong>Ongoing evaluation of included service options</strong></td>
</tr>
<tr>
<td><strong>Park-and-Ride Express</strong></td>
</tr>
<tr>
<td><strong>Market feasibility analysis</strong></td>
</tr>
<tr>
<td><strong>County outreach and coordination for lot improvements</strong></td>
</tr>
<tr>
<td><strong>Marketing</strong></td>
</tr>
<tr>
<td><strong>Administration of vanpool program OR</strong></td>
</tr>
<tr>
<td><strong>Develop new transit route(s) and headways</strong></td>
</tr>
<tr>
<td><strong>Design and installation of signage</strong></td>
</tr>
<tr>
<td><strong>Potential investment in program vehicle(s) or promotional wrap for existing vehicle(s)</strong></td>
</tr>
<tr>
<td><strong>Shared Mobility</strong></td>
</tr>
<tr>
<td><strong>Code updates</strong></td>
</tr>
<tr>
<td><strong>Vendor coordination</strong></td>
</tr>
<tr>
<td><strong>Program promotion</strong></td>
</tr>
<tr>
<td><strong>Special Events and Parks Access</strong></td>
</tr>
<tr>
<td><strong>Additional labor hours for park shuttle operations</strong></td>
</tr>
<tr>
<td><strong>Capital investment in a new shuttle or a promotional wrap for an existing vehicle</strong></td>
</tr>
<tr>
<td><strong>Updated event application and additional administrative review of applications for transportation plans</strong></td>
</tr>
<tr>
<td><strong>Develop list of transportation demand management service options for event organizer reference</strong></td>
</tr>
<tr>
<td><strong>Technology</strong></td>
</tr>
<tr>
<td><strong>Mobile Payment Integration</strong></td>
</tr>
<tr>
<td><strong>Technology procurement</strong></td>
</tr>
<tr>
<td><strong>RFP development</strong></td>
</tr>
<tr>
<td><strong>Evaluation of responses</strong></td>
</tr>
<tr>
<td><strong>Contracting and negotiation</strong></td>
</tr>
<tr>
<td><strong>Acceptance testing</strong></td>
</tr>
<tr>
<td><strong>Integration with existing reporting and accounting practices</strong></td>
</tr>
<tr>
<td>Technology (continued)</td>
</tr>
<tr>
<td>------------------------</td>
</tr>
<tr>
<td>Multi-Space Parking Meters</td>
</tr>
<tr>
<td>Long-Term</td>
</tr>
<tr>
<td><strong>Technology procurement</strong></td>
</tr>
<tr>
<td>• RFP development</td>
</tr>
<tr>
<td>• Evaluation of responses</td>
</tr>
<tr>
<td>• Contracting and negotiation</td>
</tr>
<tr>
<td>• Acceptance testing</td>
</tr>
<tr>
<td>• Removal of existing single-space meters</td>
</tr>
<tr>
<td>• Customer education</td>
</tr>
<tr>
<td>• Maintenance service agreements</td>
</tr>
<tr>
<td>• Cellular data (existing cost with single-space meters)</td>
</tr>
<tr>
<td>$</td>
</tr>
<tr>
<td>$</td>
</tr>
<tr>
<td>$</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Parking Supply</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Flex Zones</td>
<td></td>
</tr>
<tr>
<td>Quick Win</td>
<td></td>
</tr>
<tr>
<td>• Identification and approval of flex zone locations</td>
<td></td>
</tr>
<tr>
<td>• Design, procurement, and installation of flex zone parking signage</td>
<td></td>
</tr>
<tr>
<td>• Update curb markings</td>
<td></td>
</tr>
<tr>
<td>• Update online and print media of regulations</td>
<td></td>
</tr>
<tr>
<td>$</td>
<td></td>
</tr>
<tr>
<td>$</td>
<td></td>
</tr>
<tr>
<td>$</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code Updates</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Quick Win</td>
<td></td>
</tr>
<tr>
<td>• Draft new and redline existing language for updates</td>
<td></td>
</tr>
<tr>
<td>• Review by City’s legal counsel</td>
<td></td>
</tr>
<tr>
<td>• Notification and hearings necessary for approval</td>
<td></td>
</tr>
<tr>
<td>• Notification of Code updates after approval</td>
<td></td>
</tr>
<tr>
<td>$</td>
<td></td>
</tr>
<tr>
<td>$</td>
<td></td>
</tr>
<tr>
<td>$</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Additional Parking Supply</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Long-Term</td>
<td></td>
</tr>
<tr>
<td>• Financial and site feasibility analysis</td>
<td></td>
</tr>
<tr>
<td>• Design and construction</td>
<td></td>
</tr>
<tr>
<td>• RFP and procurement for professional services (architects, engineers, etc.)</td>
<td></td>
</tr>
<tr>
<td>• Construction bidding and procurement</td>
<td></td>
</tr>
<tr>
<td>• Design and Construction</td>
<td></td>
</tr>
<tr>
<td>• Temporary site to accommodate existing parking demands of chosen location, if applicable</td>
<td></td>
</tr>
<tr>
<td>$</td>
<td></td>
</tr>
<tr>
<td>$</td>
<td></td>
</tr>
<tr>
<td>$</td>
<td></td>
</tr>
</tbody>
</table>
Additional Resources
Appendix A. Community Engagement

Visioning Phase

Online Questionnaire
This section has been provided as a separate, digital file.

Project Advisory Committee

Durango is a community in the midst of a rapid growth and transition, and there a portion of the population that is resistant to change and rooted in tradition

Key themes related to existing conditions

- Special events are only times when there is a true shortage of parking
  - These are given a “pass” by locals as a known, short-term situation for large events
  - Medium events downtown at the park are the biggest parking concerns; only est. attendance of 200+ requires a parking plan
  - Frequency of events about to pre-pandemic levels and attendances are growing
- First responder access downtown, at events, and at Three Springs is an obstacle that is not currently being adequately reviewed and enforced
  - Police and fire review plans but approval is not required; There are competing interests among departments and an independent fire district
  - Vehicles parked in turning lanes obstruct response downtown; roads in Three Springs do not accommodate fire trucks
- Shared parking agreements between private parties exist and have had mixed results with concerns of enforcement and liability

Key themes related to future conditions/strategies

- Oversized vehicle parking downtown and at trail heads (mtn bike and horse trailers)
- Commercial areas and associated parking demands are expanding (Downtown, N Main, Old Animas City) with some areas still having unimproved ROWs treated as a parking free for all
- Need more information on parking options, consistent signage, and timing that matches the typical commuter’s lifestyle and work schedule

Public Open Houses

Existing Conditions

City-Wide

- Signage and wayfinding are inadequate
- Not enough park and ride parking
- Safety deficiencies exist, such as no sidewalk north of 32nd St. and stones embedded in street pavement
- Specific areas of concern, such as 12th through 14th Streets east of Main, and around the Smile Building and Mason Center project
DURANGO’S PARKING FUTURE

Downtown

- Employees and businesses use most of the parking downtown and can crowd out customers and tourists
  - Buckley Park and Rotary Park were specifically identified as problem areas
- Shared parking doesn’t work well
  - Problems identified included that private businesses do not have enough parking to spare and that cost-sharing between the city and private businesses for shared lots isn’t fair
- Not enough technology to help people find parking and pay for it
- No good options for large or oversized vehicles

Residential

- Spillover parking is a problem
  - Problem areas identified included parking around the Union Social Club and Brewer’s Union, The Avenues, 3rd and 4th Streets, and on-street parking near Mountain Middle School
  - One comment stated that spillover parking occurs in private off-street lots along 2nd Ave.
- Safety at some intersections along The Boulevard is lacking

Strategies and Future Perceptions/Conditions

City-Wide

- Build park-and-ride lots or facilities at town periphery
  - 2 comments suggested that one is needed on the north side of the city
- Provide or build more parking for employees
- Providing free, non-time-limited parking for employees in lots could be an effective experiment and strategy to reduce employee spillover parking into residential neighborhoods

Downtown

- A new parking structure is needed
  - 8 comments related to this topic/suggested strategy
  - The most popular suggested location for a new structure was the existing Transit Center lot, though other suggestions included next to Camino del Rio and an underground deck near 2nd Ave. and 5th St.
  - Lodging taxes and federal money could be used to help fund a structure
- Bump-outs are not popular
  - No reasons were provided with any of the 8 comments relating to this topic
  - One suggestion commented that restaurants should be charged normal rates for their leased bump-out space
- More technology
  - Additional “kiosks” installed downtown was a popular idea
  - Suggestions included having a pay kiosk for the transit lot and having at least one kiosk to enable people to quickly “fill up” their GEM cards
  - 2 comments spoke to the need for technology that will help people find and pay for parking
Suggestions included pay-by-app and dynamic signage and wayfinding that displays the number of available spaces for on-street metered parking.

- Delivery (freight and loading) activity needs to be considered
  - One suggestion was to remove loading zones along curbs and allow such activity to occur in the center lane
- Consider free parking in city lots for employees
  - 2 comments suggested providing free parking for employees in some or all city lots (or just the Transit Center Lot) in order to decrease employee on-street parking

Residential

- Add parking near Union Social Club
  - Suggested areas to add parking included behind the City Market on 2nd or near Bar on the Hill at 31st and Main
- Create a resident permit parking program
  - This was the most frequently occurring suggested strategy
  - The program would apply to areas where spillover parking occurs currently
- Remove selected parking spaces along 3rd to improve safety
  - 2 comments were provided that approved of this suggested strategy
- If parking structure is added, allow residents to be able to use it along with visitors and employees

Farmers Market

Key themes related to existing conditions

- There is not a parking shortage, but rather a lack of information on where public parking is located and available
- Parking issues are generally limited to special events and peak demand times downtown in the evening
- Large vehicles – some personal trucks, RVs, and commercial delivery vehicles – contribute to hazardous conditions when parked in spaces that are too small and/or they block travel lanes

Key themes related to future conditions стрategies

- Oversized vehicle parking at the transit lot
- New signage and wayfinding
- Invest in alternative transportation, not a garage
Directional Phase

*Project Advisory Committee*
This section has been provided as a separate, digital file.

*Public Open House*
This section has been provided as a separate, digital file.

*Online Questionnaire*
This section has been provided as a separate, digital file.

Consensus Building Phase

*City Council Work Session*
A recording of this meeting is available from the City’s YouTube channel.

*Public Open House*
This section has been provided as a separate, digital file.
Appendix B. Funding Options Guide

Appendix B summarizes a variety of funding tools that communities have used to fund investment in parking and transportation infrastructure. While not all of these tools will be relevant or available to the City of Durango, they are provided as an overview of the different types of strategies that communities across the country have leveraged to support parking and mobility program efforts. It is important to note that one or more strategies may be employed to meet the needs and resources of Durango and its various neighborhoods.

Special Assessment Districts

**Tax Increment Financing (TIF)**
TIF works by capturing the increased property value generated by development in a designated area to create a funding reserve that can be used for area improvements. Once established in an area, or TIF district, the current property taxes are defined as the base amount. Then, for a set number of years, any additional property tax revenues over the base amount are put into a separate fund for use in the district.

**Parking Benefit District**
In a Parking Benefit District, the city commits to returning all or some parking revenues back to the area from which they originated for improvements within that district. Revenues generally include fees collected from parking meters and permits, assessments, and/or special taxes.

**Parking Tax District**
Commercial and multi-family (Single family residential is usually exempt) in a Parking Tax District are assessed an additional property tax generally based on their impact to the public parking system. For instance, if a property provides 100% of the minimum parking requirement on-site, they have no additional tax owed. However, if the property provides only 50% of the requirement, it would be assessed 50% of the additional tax annually.

**Business Improvement District (BID)**
BIDs levy a special assessment on commercial properties within a defined area. This money can then be used to fund improvement in the district, including parking and transportation improvements. Unlike a Parking Tax District, there is typically no credit given for to property owners who provide all or some of their required parking.

**Impact Fees**
Impact Fees are implemented by a local government on new developments or land-use changes to help offset the costs that the project is anticipated to impose on public services, such as expanding the road network or installing traffic lights or building out utility services such as water mains and or sewer systems. These fees are most commonly employed to help reduce the economic burden on local jurisdictions that are trying to keep up with aggressive population growth. Some communities have leveraged impact fee payments.
district-scale infrastructure projects, such as new parking facilities, rather than for public, centralized systems only.

**Payment in Lieu of Parking Fees**

An option currently available per the City of Durango’s Municipal Code, a payment in lieu of park fee allows developers to pay a fee on a per space basis in place of providing all of their on-site required parking. As Donald Shoup points out in *The High Cost of Free Parking*, payment in lieu of parking provides greater flexibility for developers and can support historic preservation efforts given the challenges related to providing parking for properties built before the mass adoption of using vehicles for short-distance trips.

**Public Private Partnership (P3)**

Public-private partnerships can take several forms. One common P3 is an agreement to overbuild on a private site to make the parking shared, with the City contributing to the additional cost. Similar to buying in bulk, this type of arrangement leverages economies of scale and will usually lead to more spaces built using public funds than would be realized at a separate, standalone site.

P3s can also take the form of a lease agreement, where the property owner may lease underutilized existing parking or vacant land to the City. We see this commonly along railroad tracks, where the track owner leases land to communities to develop surface parking, as well as on public lands where the City may lease the land or parking facility to a private operator in exchange for a flat payment or percentage of net income generated on site.

**Conventional Debt Financing**

Similar to a personal loan, conventional debt financing for the City could be secured or unsecured.

**Bond Financing**

*General Obligation Bonds*

A General Obligation Bond is essentially a loan typically secured by future taxes, property taxes or other general revenues collected by the City.

*Revenue Bonds*

Similar to a general obligation bond, a Revenue Bond is a loan with secure backing. In this instance, the security offered is projected parking revenues associated with the specific parking facility or the overall parking system.
Using the above 2021 Compliance Counts results provided by the City, blocks that have reached or exceeded 80% occupied are highlighted for each month. Using these calculations, already completed by the City, blocks that exhibit this consistently use utilization should have the on-street hourly rate increased. Additional consideration could be given to seasonal pricing, with rates increased May through October to reflect the influx of demand.
## Appendix D. Data Collection Methods & Sources for Implementing Parking Management in Additional Areas

### Primary Metrics

<table>
<thead>
<tr>
<th>Metric</th>
<th>Data Collection Methods, Sources, and Recommended Processes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Typical peak hour parking occupancy</td>
<td>The City currently conducts manual occupancy counts by block segment for the area roughly bound by Narrow Gauge Avenue to the west, 5th Street to the south, 5th Avenue to the east, and 13th Street to the north. For areas being considered for new or a change in management strategy, a data collection and analysis to identify peak parking occupancies within the area being considered should be completed using the same methodology employed in the downtown area. Walker recommends completing four occupancy counts to capture morning, mid-day, afternoon, and evening parking demands for each neighborhood annually, twice annually if the neighborhood is subject to seasonal fluctuation. Counts should be scheduled to avoid occurring during special events or around holidays. Occupancy counts can be conducted by City parking or planning staff using existing methods, leveraging student support through a partnership with the Urban Planning program at Fort Lewis College, or the City may elect to contract with a vendor for annual data collection services.</td>
</tr>
<tr>
<td>within the neighborhood or zone boundary.</td>
<td></td>
</tr>
<tr>
<td>New Development and Trip Generation</td>
<td>A Traffic Impact Analysis (TIA), providing vehicle trip generation projections is typically required as part of the development approval process. This report is produced by licensed professional using industry standards, State statutes, and local ordinances.</td>
</tr>
</tbody>
</table>

(Continued on the next page)
Secondary Metrics

<table>
<thead>
<tr>
<th>Metric</th>
<th>Data Collection Methods, Sources, and Recommended Processes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Length of Stay</td>
<td>For existing paid areas, length of stay can be derived from transaction data reported by the PEMS system without need for additional manual data collection. The example PEMS report provided by the City even has the data aggregated for each block segment by month. All that needs to be done is to divide the Total Transactions ($) by the Number of Transactions (3) to identify the Average Transaction Value. The Average Transaction Value can then be divided by that block’s hourly rate to find the average paid length of stay in hours.</td>
</tr>
<tr>
<td></td>
<td>However, for unmanaged or time-limited free areas, or if the observed length of stay is desired to verify or audit the accuracy of using paid length of stay, data collection needs to be completed manually or with the assistance of license plate reader (LPR) technology. Using one of these methods, the license plate are recorded hourly along a designated block. A full day of collection during typical conditions avoiding special events and holidays is recommended.</td>
</tr>
<tr>
<td></td>
<td>When recorded manually, this dataset can be used to inform an occupancy analysis. It is not recommended to used LPR data collected for duration, however, to complete an occupancy analysis. While LPR provides a good sample for determining average duration of stay, the read accuracy can under report occupancy missing vehicles parked in parallel closely together and in parking facilities with a tight turning radius.</td>
</tr>
<tr>
<td>Average Length of Stay Violations</td>
<td>Data for this metric can only be gathered and collected for areas that already have a posted parking time limit and can be used to supplement length of stay data. For this metric, parking violations issued and recorded for exceeding the posted time limit should be isolated and analyzed based on the noted geographic location (street, block, block face, or district) where the violation occurred according.</td>
</tr>
<tr>
<td>Access Scores</td>
<td>There are several existing platforms from which the City can obtain a score to inform overall accessibility. Walk Score is an online service that provides scores for the walkability, bikeability, and transit accessibility for a specified address, neighborhood, or incorporated area. Transit scores are not provided for Durango as of this writing, but the platform continues to expand their database.</td>
</tr>
<tr>
<td></td>
<td>Walk Score measures the walkability of any address using a patented system. For each address, Walk Score analyzes hundreds of walking routes to nearby amenities. Points are awarded based on the distance to amenities in each category. Amenities within a 5-minute walk (.25 miles) are given maximum points. A decay function is used to give points to more distant amenities, with no points given after a 30-minute walk. Walk Score also measures pedestrian friendliness by analyzing population density and road metrics such as block length and intersection density. Data sources include Google, Factual, Great Schools, Open Street Map, the U.S. Census, Localeze, and places added by the Walk Score user community.</td>
</tr>
<tr>
<td></td>
<td>Bike Score, also provided on the Walk Score platform, measures whether an area is good for biking. For a given location, a Bike Score is calculated by measuring bike infrastructure (lanes, trails, etc.), hills, road connectivity, and the number of bike commuters. These component scores are based on data from the USGS, Open Street Map, and the U.S. Census.</td>
</tr>
</tbody>
</table>