



WALKER
CONSULTANTS



COLORADO
MUNICIPAL
LEAGUE

The Economic Importance of Managed Parking

Mallory Baker and Andrew Vidor
March 2, 2022



Parking Ordinances

Curbside Management

Operations &
Technology

Parking Programs

Planning & Mobility

Our Passion is Establishing Positive Change for **Your** Success



Mallory Baker

Planner, Community Engagement Lead
Denver, CO



41 Years Working With You from
Denver



Andrew Vidor

Director of Planning
Denver, CO

What to Expect from the **Investment** of Your Time Today

Interacting about the status of managed parking in your communities



Why managed parking enhances your downtown's economic vibrancy



Strategies and community success stories



At Walker Consultants, Our Focus Is

- Making it easier for people to reach their destinations
- Supporting and encouraging transportation mode choice
- Optimizing parking and transportation programs for its users
- Improving quality of lives through economic growth
- Implementing plans that work for people



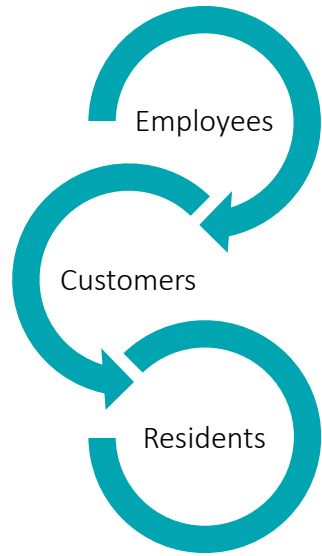
Let's Get Engaged with **Mentimeter**

Now, we want to learn a bit more about you.

Go to **www.menti.com** and use
the code:

8096-6306

What Managed Parking Can Do For Your Community



Access for **all parkers** in the community

Easier for customers to **access downtown businesses**

Increased **merchant revenues**

Growth in **sales tax** that can be used to reinvest in development

Customer Access and Business Vitality



Reduce vehicle trips by providing alternative mobility options for moving around the community

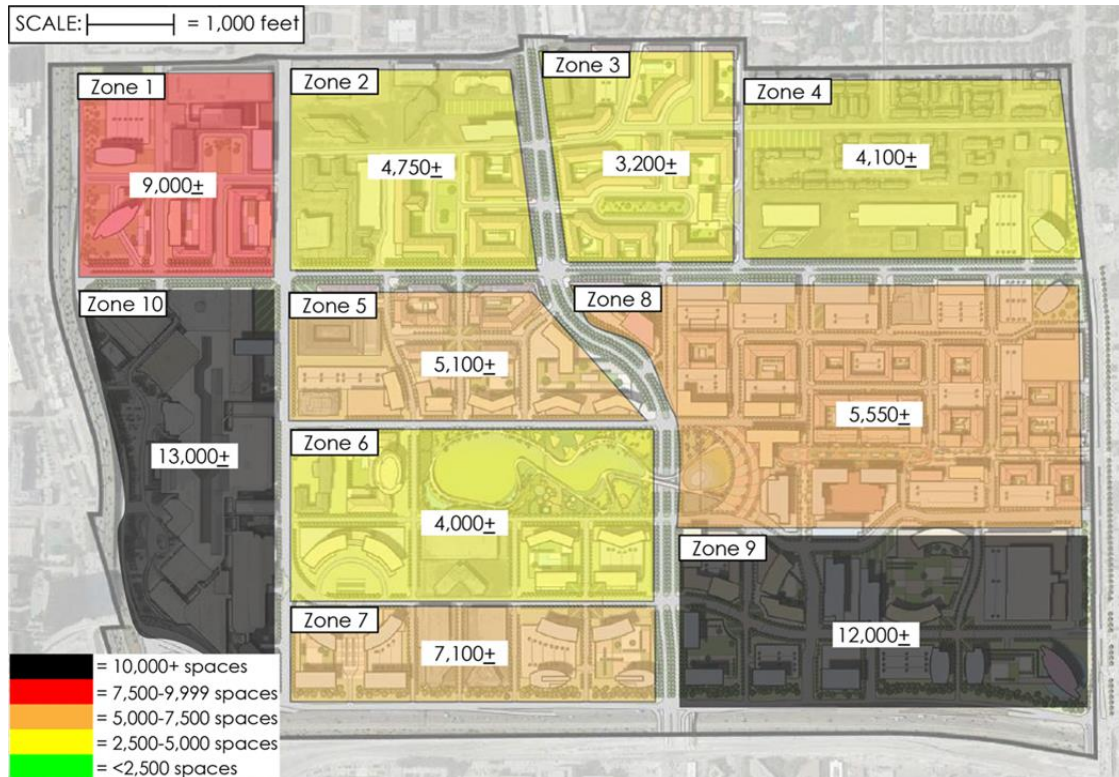
Provide tools and technology for accessing parking and mobility

Manage turnover with time limits, enforcement, and/or paid parking

Supporting Development & Growth in the Tax Base

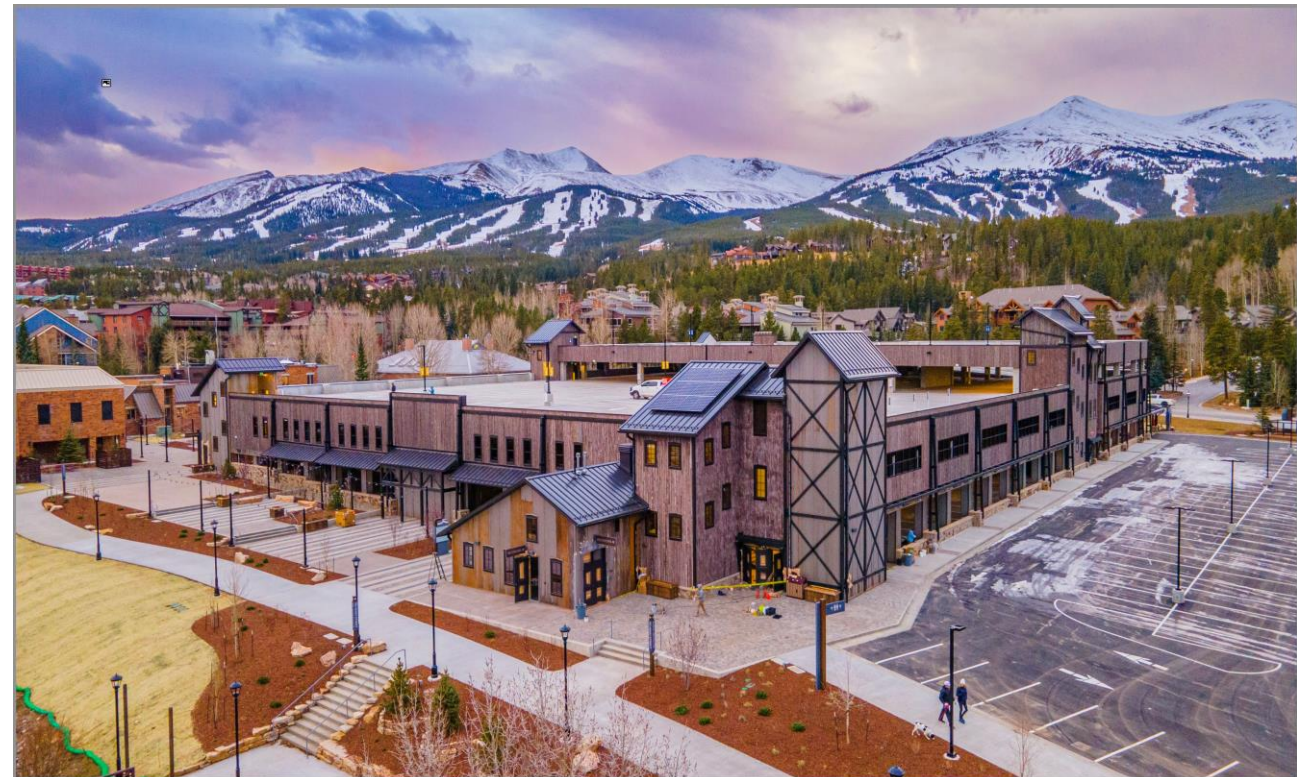
Market-aligned parking regulations

Align parking requirements and other regulations with the market.



Development incentives

Incentivize development through financial incentives.



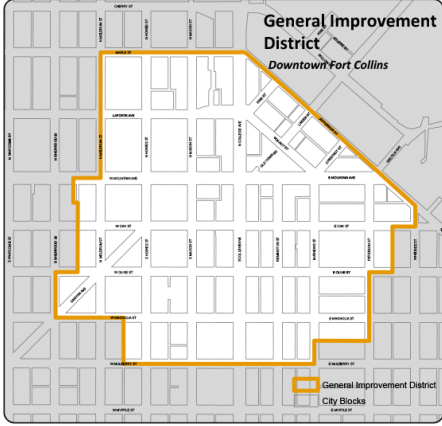
Funding a System for Economic Growth



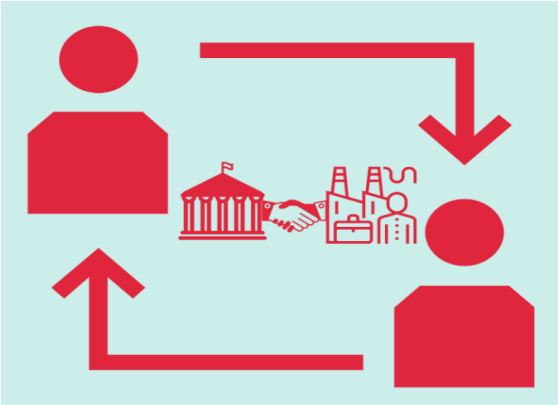
Paid parking revenues



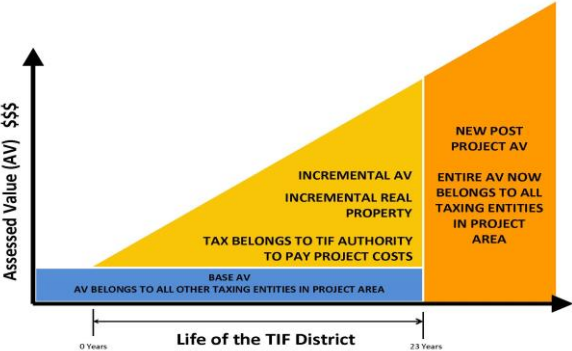
Parking districts



BIDs and GIDs



P3s



Tax-increment financing

How We Can Move Towards Managed Parking

Start **small** and take a transitional approach



Goal setting



Shared vision with the community



Implementation



Let's Talk About Your Goals



Communities in this stage are just beginning their curb management journey. They may have curb, gutter, and sidewalks in some or most areas, and have clearly delineated where the public right-of-way is located.



Communities in this stage are starting to enforce rules and regulations at the curb, such as parking time limits, loading zones, vehicle storage and abandonment ordinances, and others.



Communities in this stage have started to add public elements to the curb, such as sidewalk improvements, standard bike lanes, and other streetscaping.



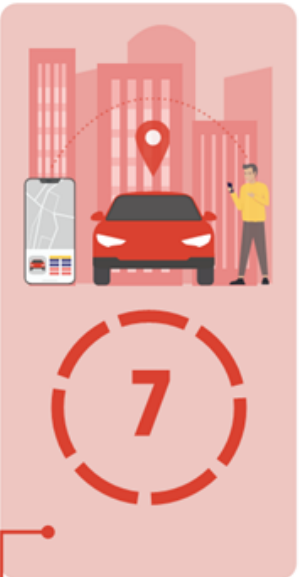
Communities in this stage have allocated portions of the right-of-way to active modes of travel, like separated bike lanes and enhanced bus stops.



Communities in this stage are using the right-of-way to create travel areas for their transit systems, such as dedicated bus lanes and protected bike lanes.



Communities in this stage have started to monetize the curb through paid on-street parking.



Communities in this stage are accommodating other demands at the curb, such as parklets, Uber and Lyft pick up and drop off, and enhanced commercial delivery loading zones. Uses for these zones may change throughout the day to accommodate demand.

Mentimeter Round 2

Let's learn a bit more about parking management in your community.


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Let's Create Economic Value Together



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