



# **P**arking & Mobility Enterprise





## Presentation Outline

- ★ Historic background on parking in Aurora
  - 2009 Aurora Strategic Parking Study
  - Key activities and accomplishments since 2009
- ★ Parking & Mobility Enterprise Program
- ★ Lessons Learned
- ★ Common Challenges & Recommended Actions



## 2009 Aurora Strategic Parking Study

- ★ Preparing for FasTracks
  - Assumption: FasTracks will happen
  
- ★ City Council's Concerns
  - Parking shortage at Nine Mile station
  - System approach to parking
  - City role in parking
  - Parking management in an emerging urban transit corridor



## Guiding Principles

1. Adequate & Safe Access for All Users
2. Economic Development & Placemaking
3. Parking Management
4. Land Consumption & Parking Utilization
5. Market Based Approach
6. Situations to be Avoided



## Recommended Actions

1. Financial contribution by public agencies
2. Deal making with RTD
3. State legislative constraints on RTD
4. Local governments and parking
5. Parking is costly and should not be free
6. Public private partnership potentials



## Key Activities & Accomplishments Since 2009

- ★ State Bill #27
- ★ Parking Garage @ Iliff Station
- ★ Hyatt Regency Hotel & Conference Center Garage
- ★ Interdepartmental working group
- ★ Parking & Mobility Enterprise Business Plan



## Vision and Mission

### ★ Vision

- Efficient parking management operations that provide a safe and positive parking environment for customers, as well as support and strengthen the TOD, urban center, and place-making goals of the Aurora community.

### ★ Mission

- Support the growth and development of the Aurora community through the implementation of community based parking management strategies and coordinated mobility enhancements. Parking management will achieve this mission by being:
  - » Customer focused
  - » Self sustaining (long term)
  - » Financially accountable



## Business Plan Components

### ★ Primary Business Plan

- Parking Management & Organization
- Implementation Phasing & Processes
- Financial Pro-Formas
- Long Term Strategies for Financing Infrastructure

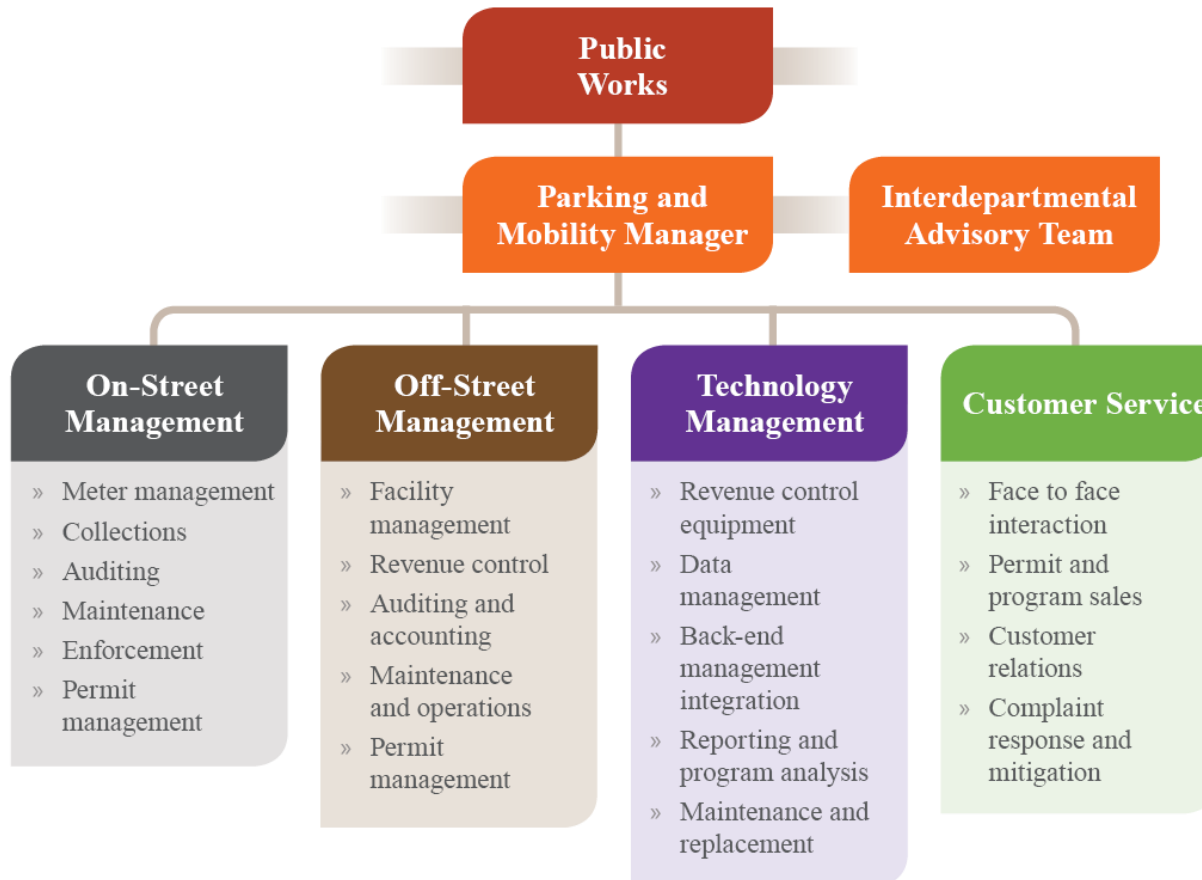
### ★ Supporting Plans

- Parking Management Policies
- Parking Code Requirements
- Marketing & Education
- Branding & Wayfinding
- Station Area Parking Management
- Parking Design Guidelines
- Technology Master Plan
- Paid Parking Policy





## Organizational Chart





## Outsourced Parking Management Functions:

### On-Street Parking Management

- ★ Meter Operations
  - ★ Maintenance
  - ★ Collections/Citation Management
- ★ Enforcement
  - ★ Citation Issuance
  - ★ Collections
  - ★ Adjudication
  - ★ Vehicle Towing /Immobilization /Impound/Auctions
- ★ Permit Management
  - ★ Neighborhood Parking Permit Programs

### Off-Street Parking Management

- ★ Day-to-day off-street parking facility operations, maintenance, security, revenue control, etc.
- ★ Accounting and Auditing

### Technology Management

- ★ Technology acquisition
- ★ Maintenance
- ★ Integration management

### Customer Service

- ★ Address complaints
- ★ Customer interaction



## Proposed Parking Rate Structure

### ★ Iliff Station Garage

- \$50/month                      Commuter Permits (in by 10am weekdays)
- \$3/day                              Day Rate (not including overnight parking)

### ★ On-Street Parking

- \$4/day                              \$0.50/hr (assuming 8 hour stay)
- \$35/month                      Commuter Permits (based on demand)

### ★ Neighborhood Parking Permits (NPP)

- FREE                                  1<sup>st</sup> permit (per household)
- \$15/year                              2<sup>nd</sup> permit (per household)
- \$20/year                              3<sup>rd</sup> permit +
- \$5/year                                  Visitor Permits (up to 2)



## Implementation Timeline

- ★ Q3/Q4 2015 RFPs, Contracts, Code Development
- ★ Q1 2016 Fitzsimons Village Garage Opens
- ★ Q2 2016 Public Outreach/Policy Confirmation  
(City Council Approvals, RTD Approvals)
- ★ Q3 2016 Program Implementation  
(NPP Program, On-Street Management, Iliff Garage)
- ★ Q4 2016 RTD "R" Line Opens



## Lessons Learned

- ★ Patience is Key
- ★ Interdepartmental Cooperation
- ★ Public Outreach to elected officials
- ★ Education, Education, Education





## Call to Action

- ★ Regional Coordination / Cooperation  
(Quarterly / Semi-Annual Meetings with jurisdictions / organizations)
- ★ RTD Partnership  
(Capitalize on State Legislation and Manage Parking Locally)
- ★ Continue the Discussion