DOWNTOWN LONGMONT PARKING DATA COLLECTION & ANALYSIS

2022

CITY OF LONGMONT COLORADO

consor

CONTENTS

INTRODUCTION

STUDY PURPOSE

This study allows the Longmont Downtown Development Authority to understand **current parking demand, available capacity, and parking trends over time** within Downtown Longmont to make informed future decisions.

METHODOLOGY

The following parking data was collected and analyzed:

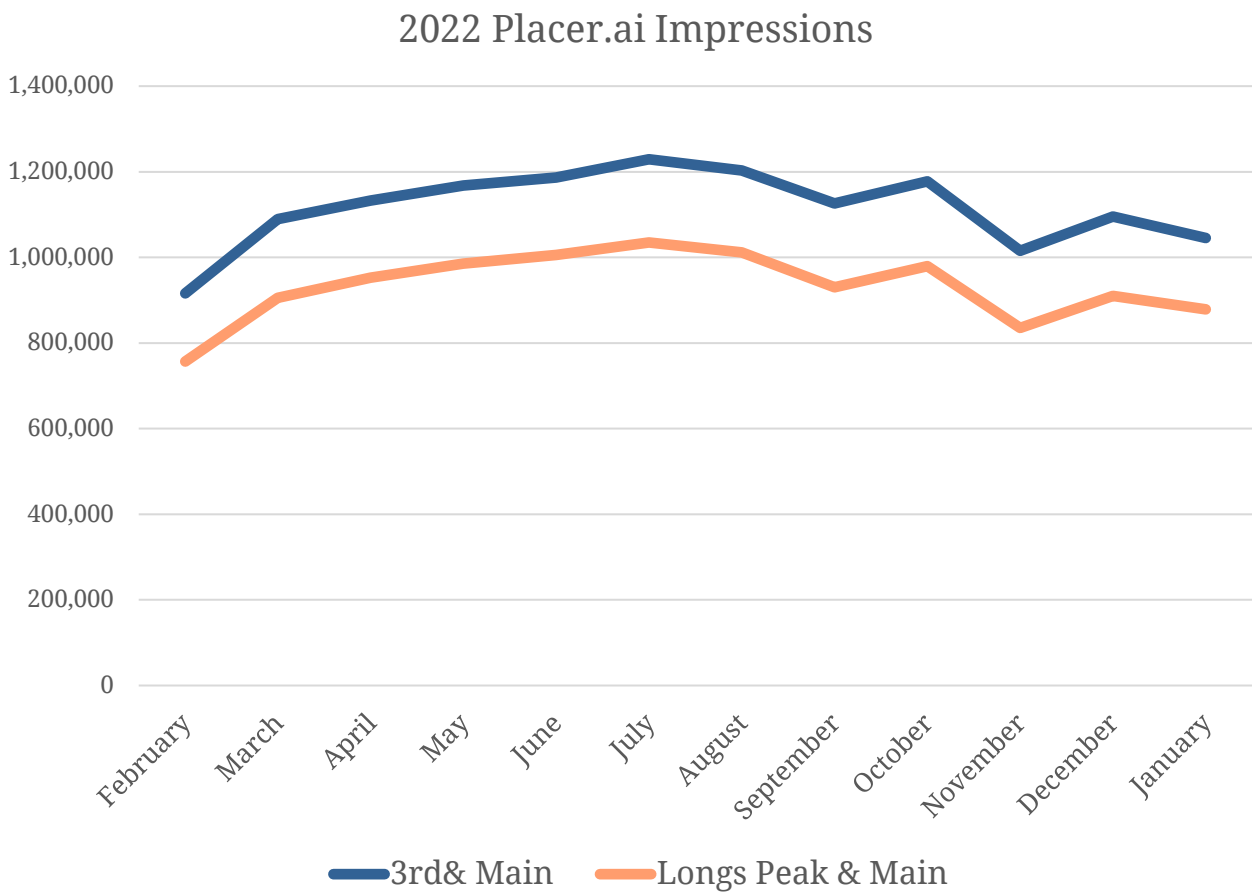
- Spring 2016 and Spring 2019 parking occupancy collected in previous studies.
- Late Fall parking occupancy: Collected by All Traffic Data LPR vehicle (11/3, 11/5, 12/1/2022).
- Curbside restrictions: Collected by Consor field observation.
- Permits & citations: Reviewed for 2022, provided by LDDA.

TIME OF YEAR

2022 data was collected in **November** and 2016 & 2019 data was collected in **April.**

Based on Placer.ai pedestrian data impressions, 2022 parking demand recorded may be up to:

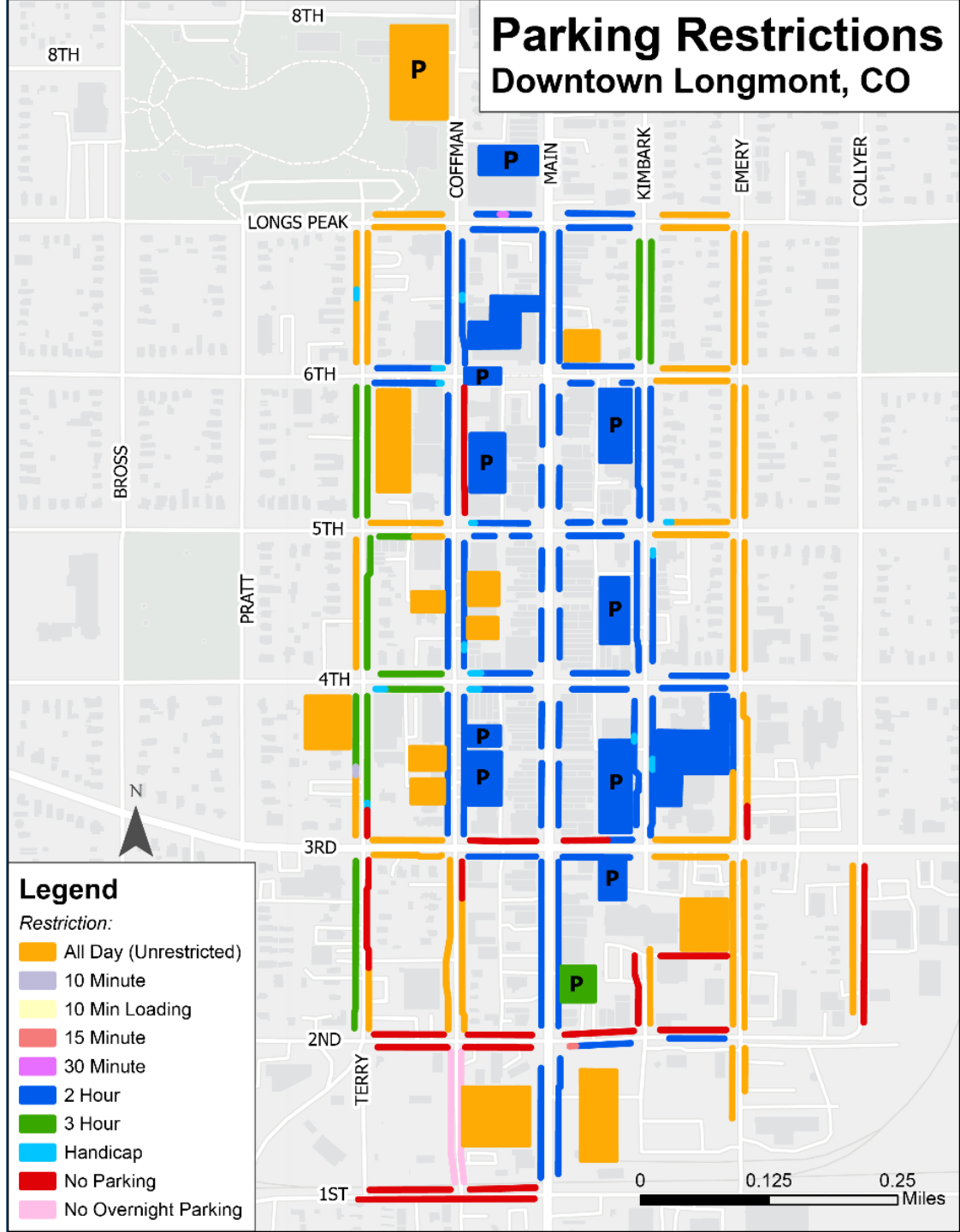
- **10% lower** than parking demand experienced during spring months.
- **20% lower** than summer months, when Longmont sees the highest number of pedestrian impressions, though many visitors arrive by walking or biking.
- **Distribution** of parking occupancy throughout the study area and by time of day should be consistent throughout the year.



SUPPLY COMPOSITION

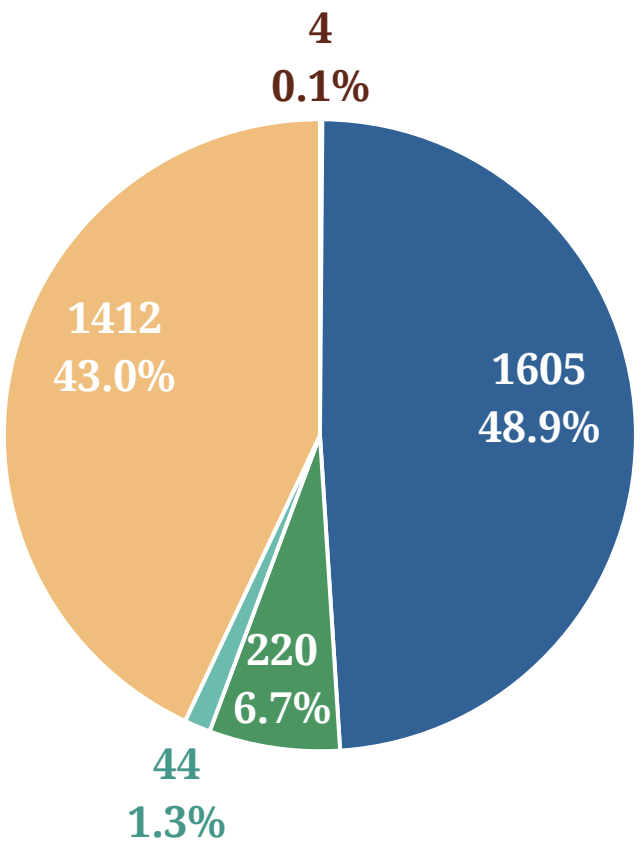
PARKING RESTRICTIONS

- The map on the right shows 2022 parking restrictions.
- 3,285 parking spaces were studied in 2022.
- 44% of the supply studied is located **on-street**.
- 56% of the supply studied is located **off-street**.
- 56% of the supply is **time restricted**.

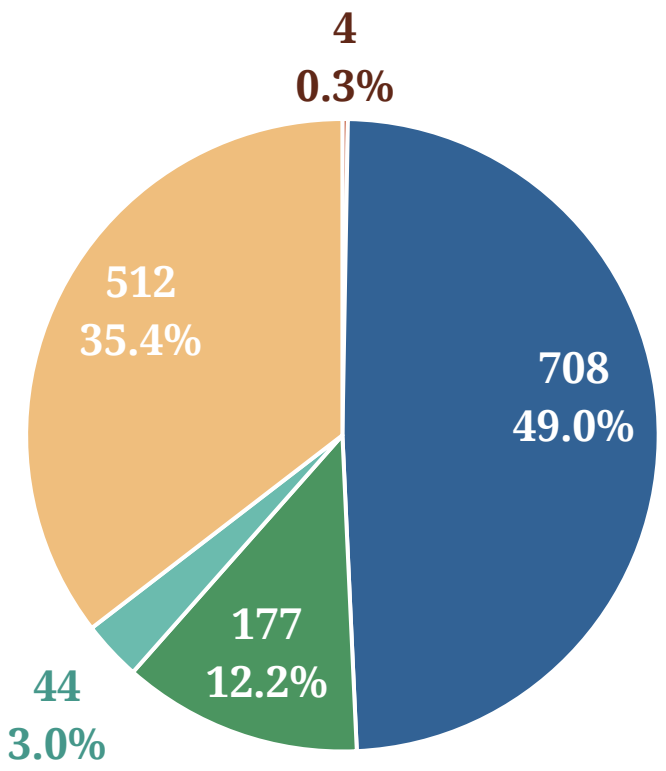


2022 STUDY PARKING SUPPLY COMPOSITION

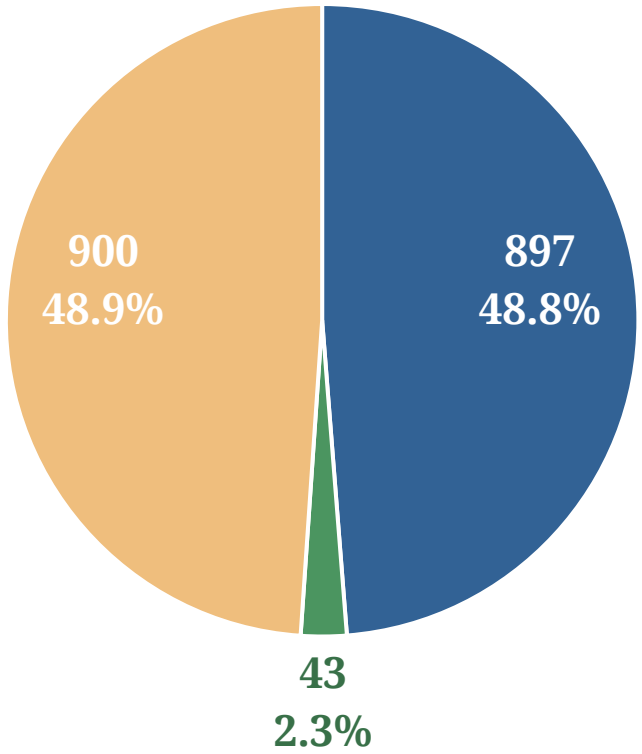
Study Area
3285 Spaces



On Street
1445 Spaces (44%)



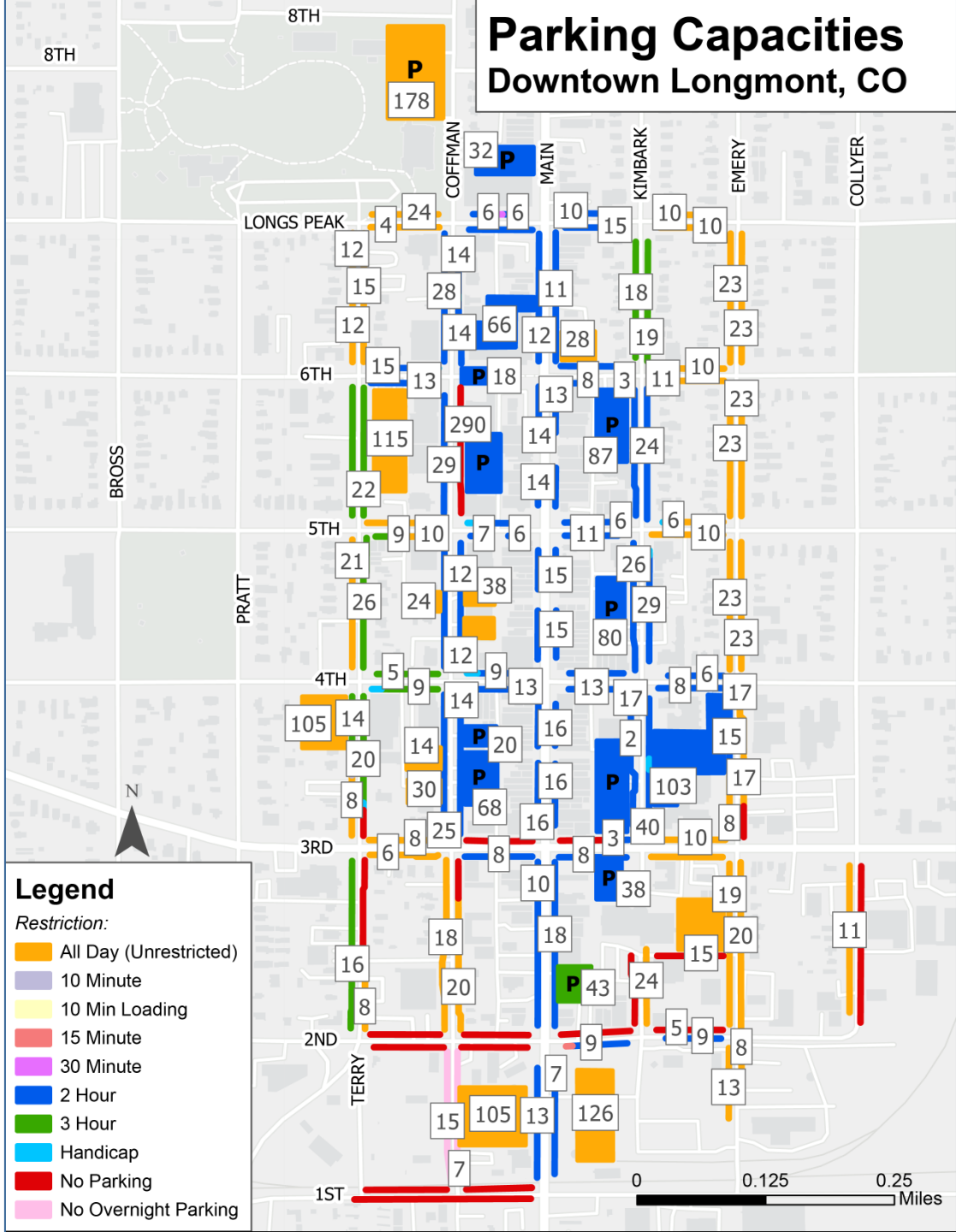
Off Street
1840 spaces (56%)



Less than 1 Hour | 2 Hour | 3 Hour | Other | Unrestricted

CAPACITY

The map on the right shows the number of parking spaces (capacity) at each parking facility.

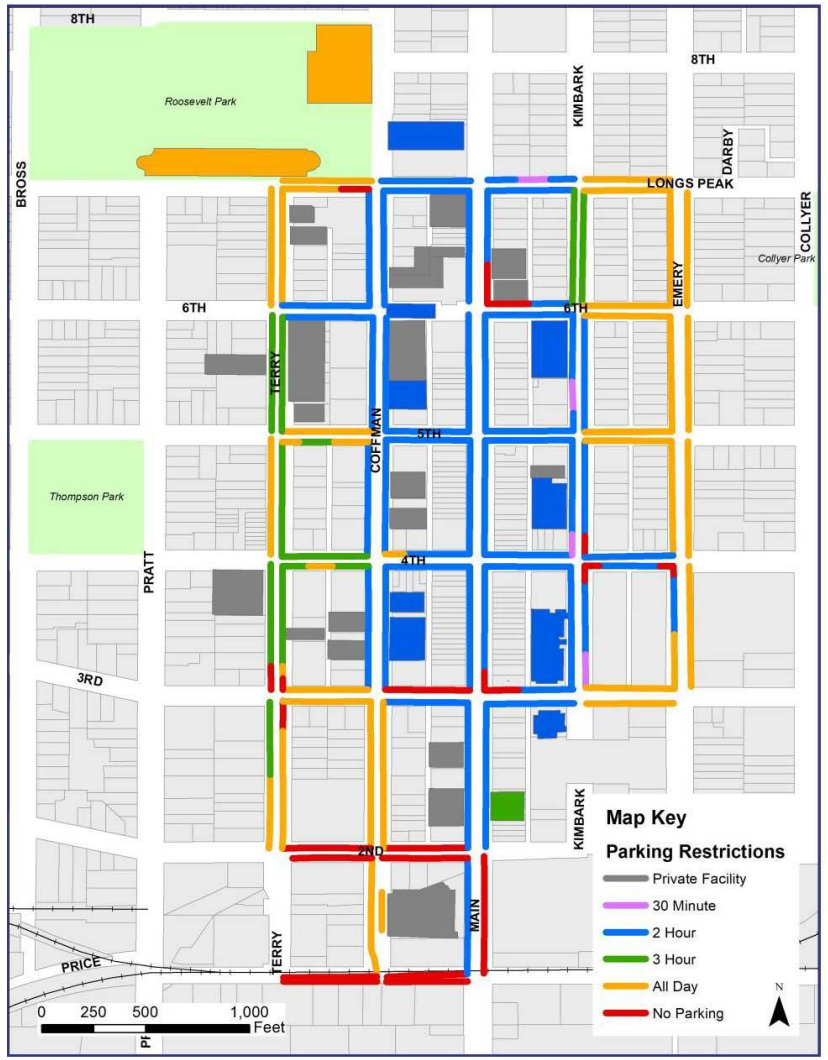


PARKING RESTRICTIONS

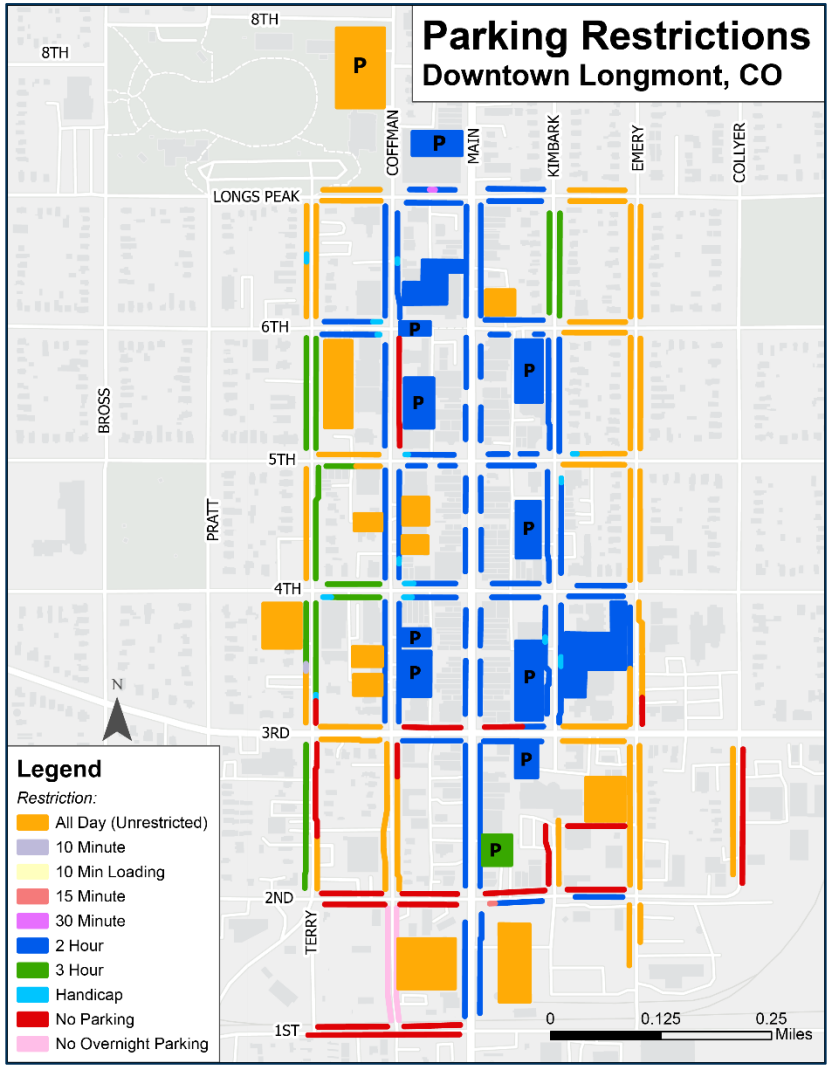
Restriction Changes (2019 to 2022):

- Expansion of 2-hour parking along Main St.
- No overnight parking along Coffman between 1st & 2nd.
- Removal of 30 min parking along Kimbark.
- Removal of unrestricted parking on 4th.

2019



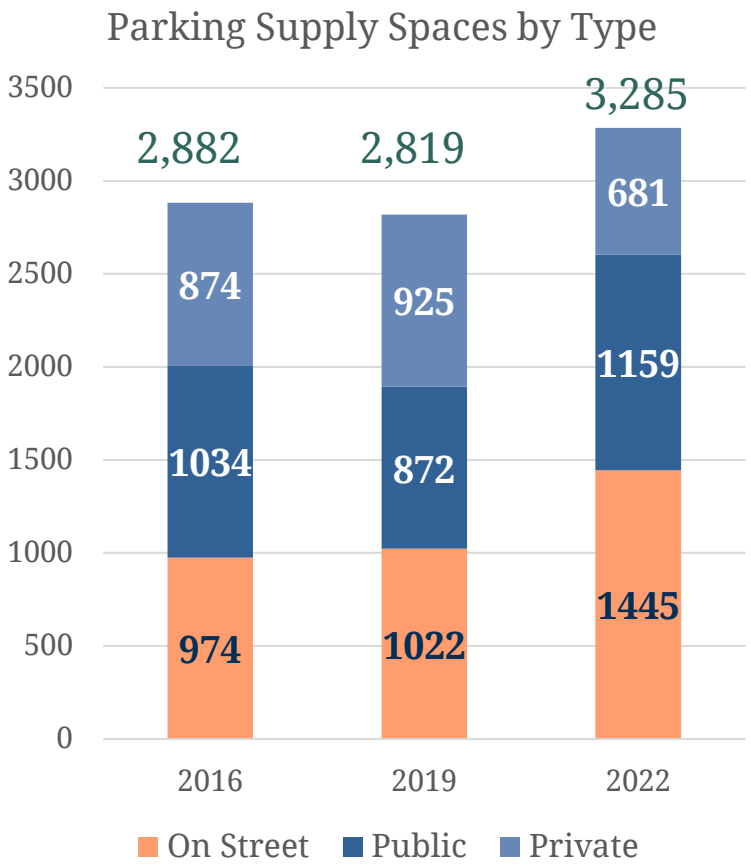
2022

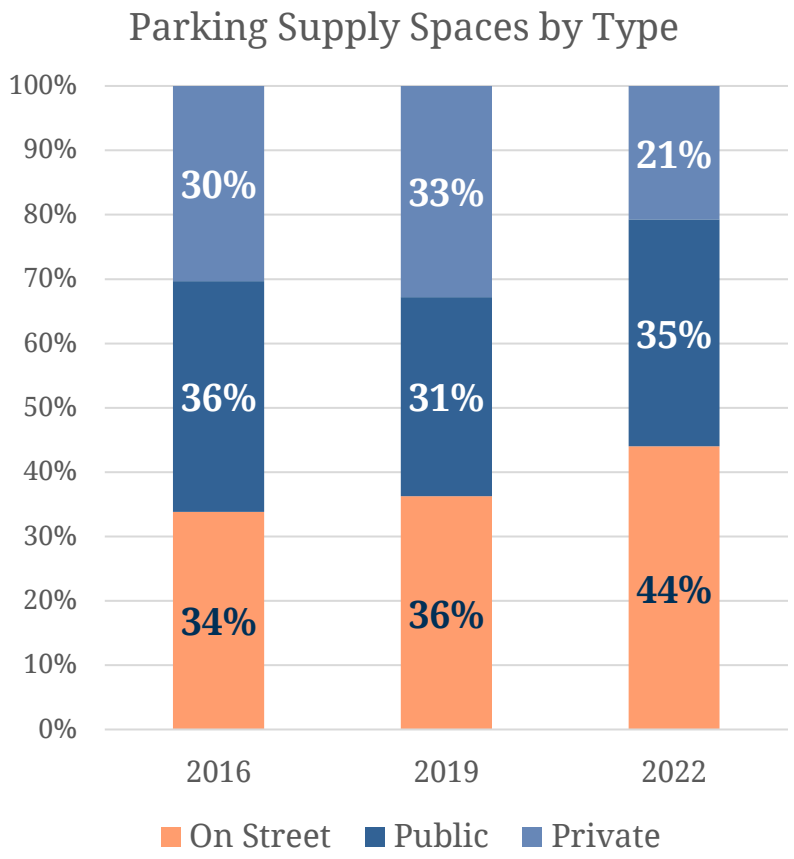


STUDY PARKING SUPPLY COMPOSITION

2022 parking study evaluated a larger number and different distribution of parking spaces than prior studies.

- About 460 more than in 2019 and 400 more than in 2016.
- A higher percentage of on street spaces was studied (south Main area), and a reduced number of private off-street.





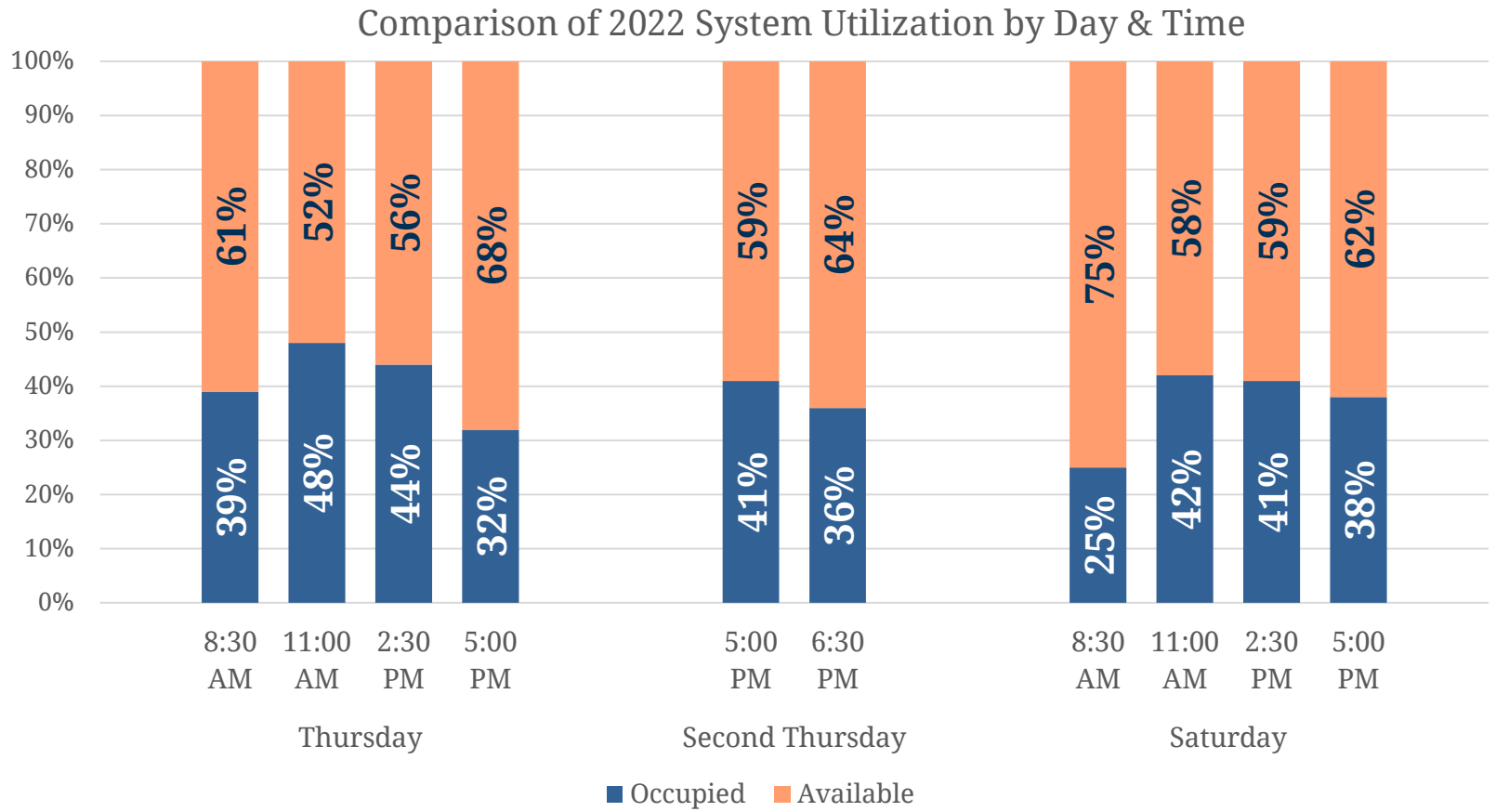
SYSTEM UTILIZATION

SYSTEM UTILIZATION

- ~50% of parking spaces are available within the study area at peak demand.
- Capacity is left within the system, but it is not distributed evenly (key parking “hot spots” of high demand).
- Peak demand is midday both Thursday & Saturday.
- Demand is similar to what was seen in past parking studies, with slightly higher demand on Saturday compared to 2019.

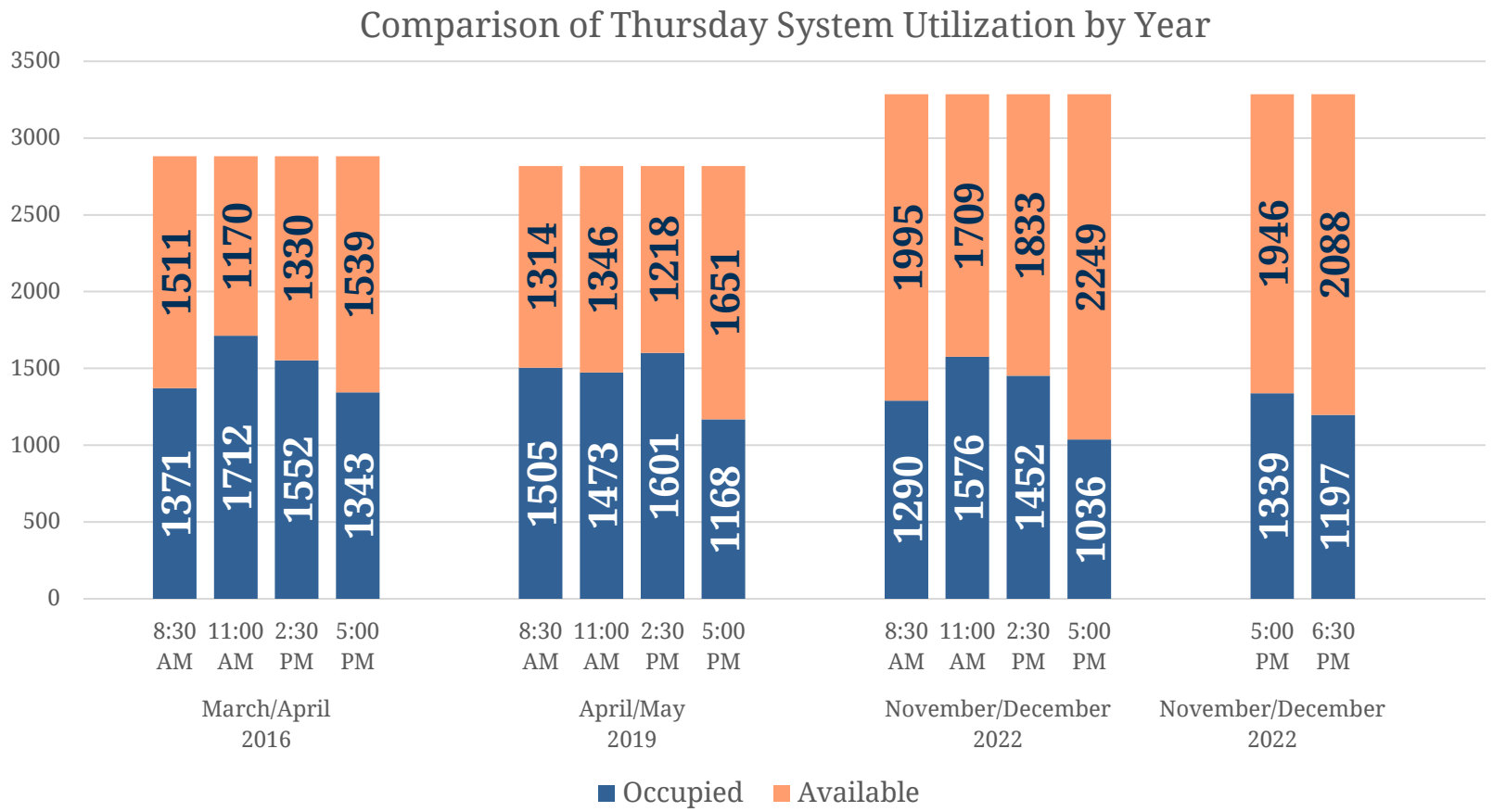
SYSTEM UTILIZATION

- Data Collection: Thursday 11/3 & 12/1/2022, Saturday 11/5/2022.
- Thursday afternoon snowstorm on 11/3/2022 resulted in a second collection date.
- Peak Thursday Utilization: 48%
- Peak Saturday Utilization: 42%
- Highest utilization seen at midday on both days.



SYSTEM UTILIZATION – THURSDAY

Though the total number of spaces studied was higher in 2022, Thursday system utilization followed a similar trend to 2016 with the highest number of occupied spaces at 11:00 am and the lowest at 5:00 pm. In 2019, the highest utilization was at 2:30 pm.



SYSTEM UTILIZATION – THURSDAY

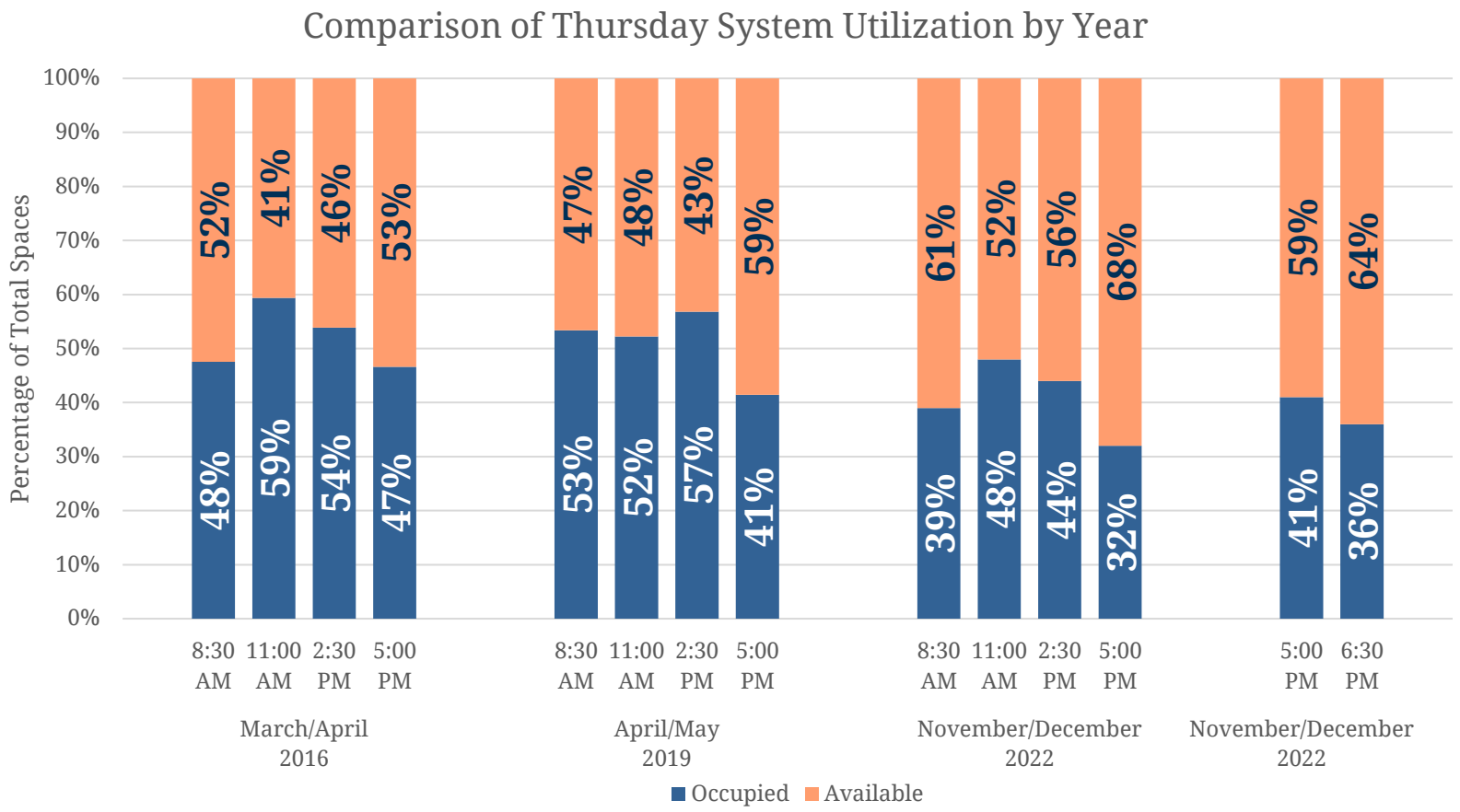
In 2022 parking occupancy was lower compared to 2016 and 2019, likely due to time of year. The large drop at 5pm was likely due to the snowstorm. Data was collected on a second Thursday to account for this potential impact.

Peak Demand:

59% 2016

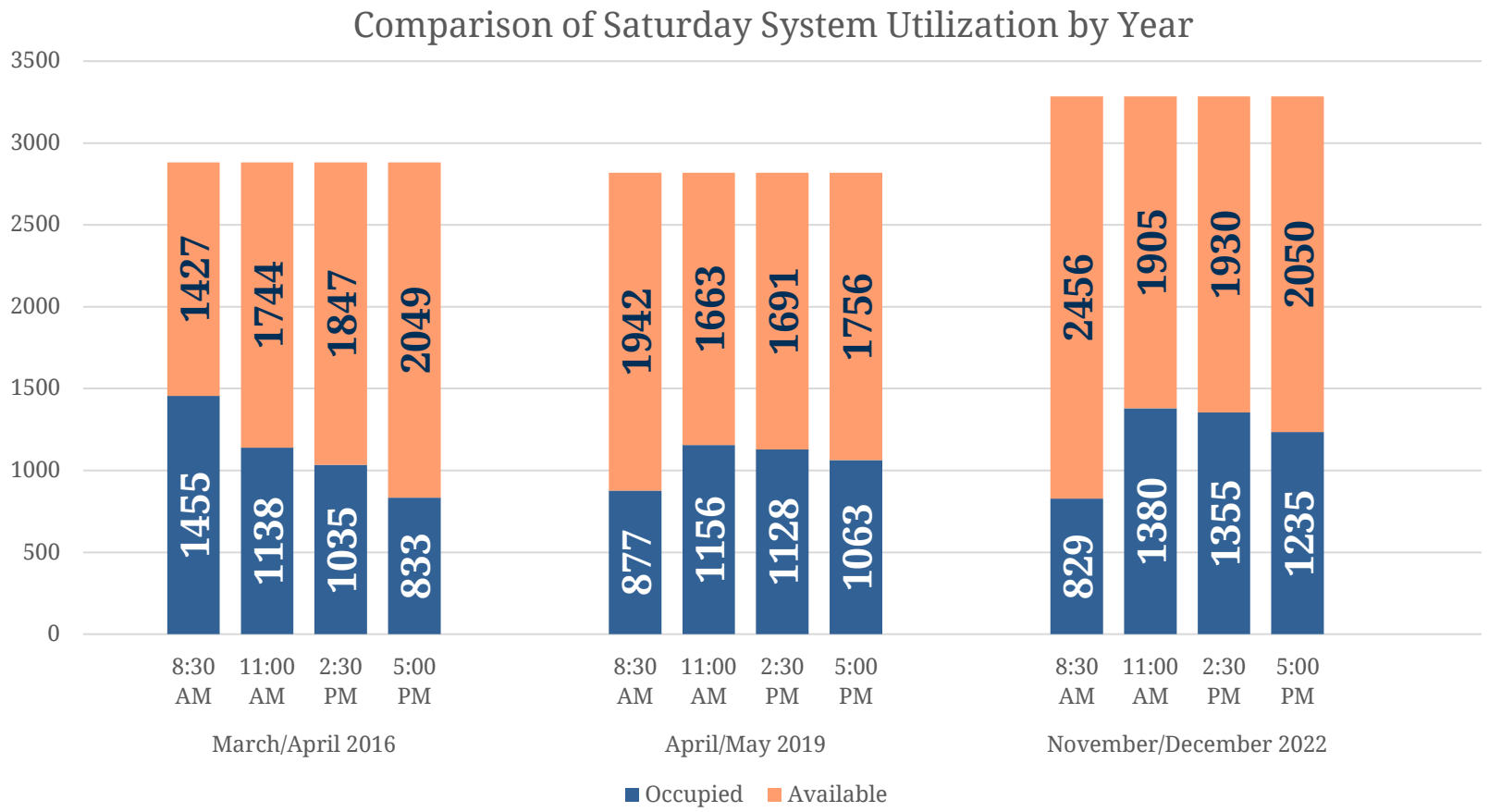
57% 2019

48% 2022



SYSTEM UTILIZATION – SATURDAY

While Thursday system utilization followed 2016 trends, Saturday system utilization more closely resembles 2019 trends.



SYSTEM UTILIZATION – SATURDAY

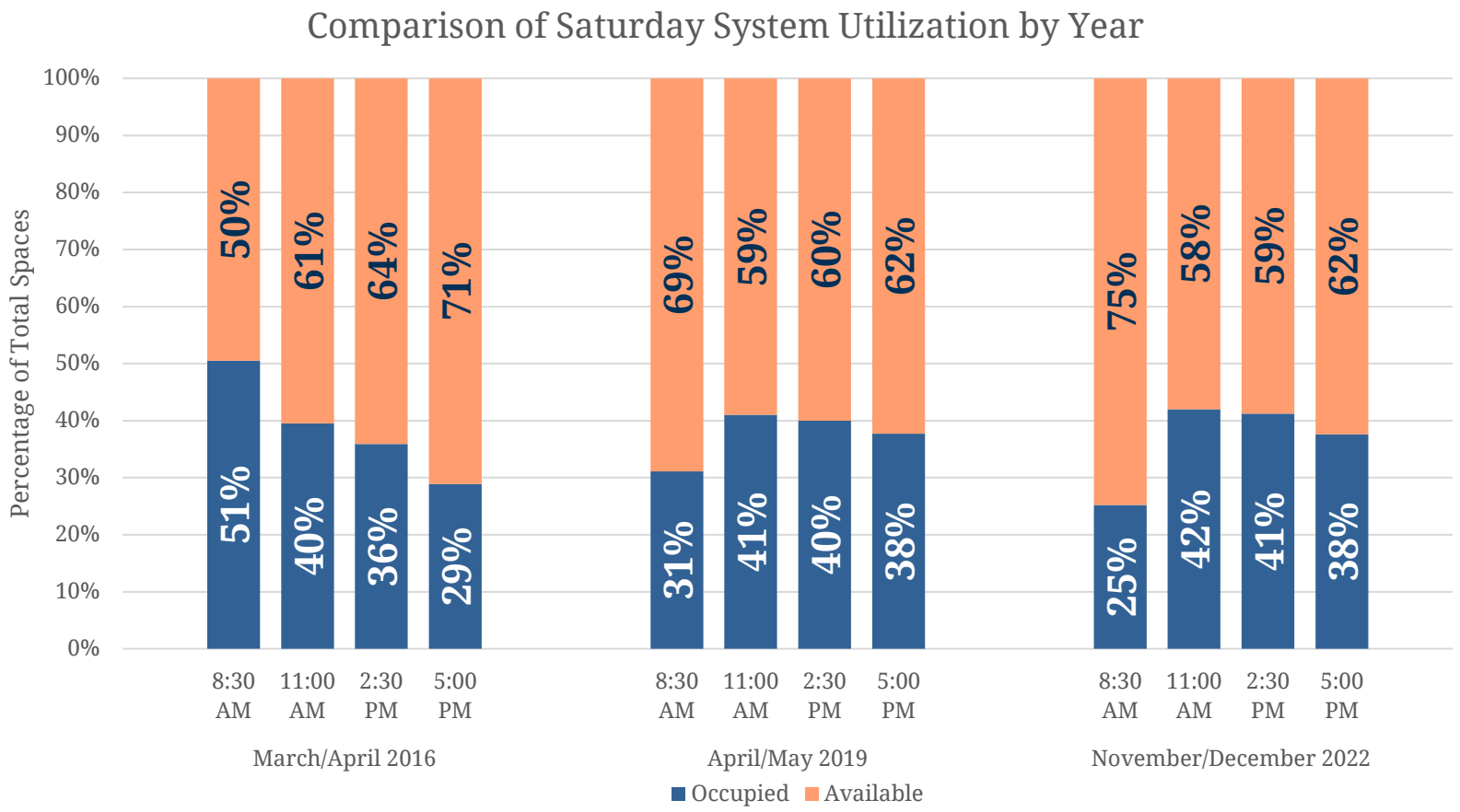
The November peak demand in 2022 was similar to the demand recorded 2019 in the spring, which may indicate slightly higher demand for parking in downtown on the weekends than recent years.

Peak Demand

51% 2016

41% 2019

42% 2022



LOCATIONAL OCCUPANCY

LOCATIONAL OCCUPANCY

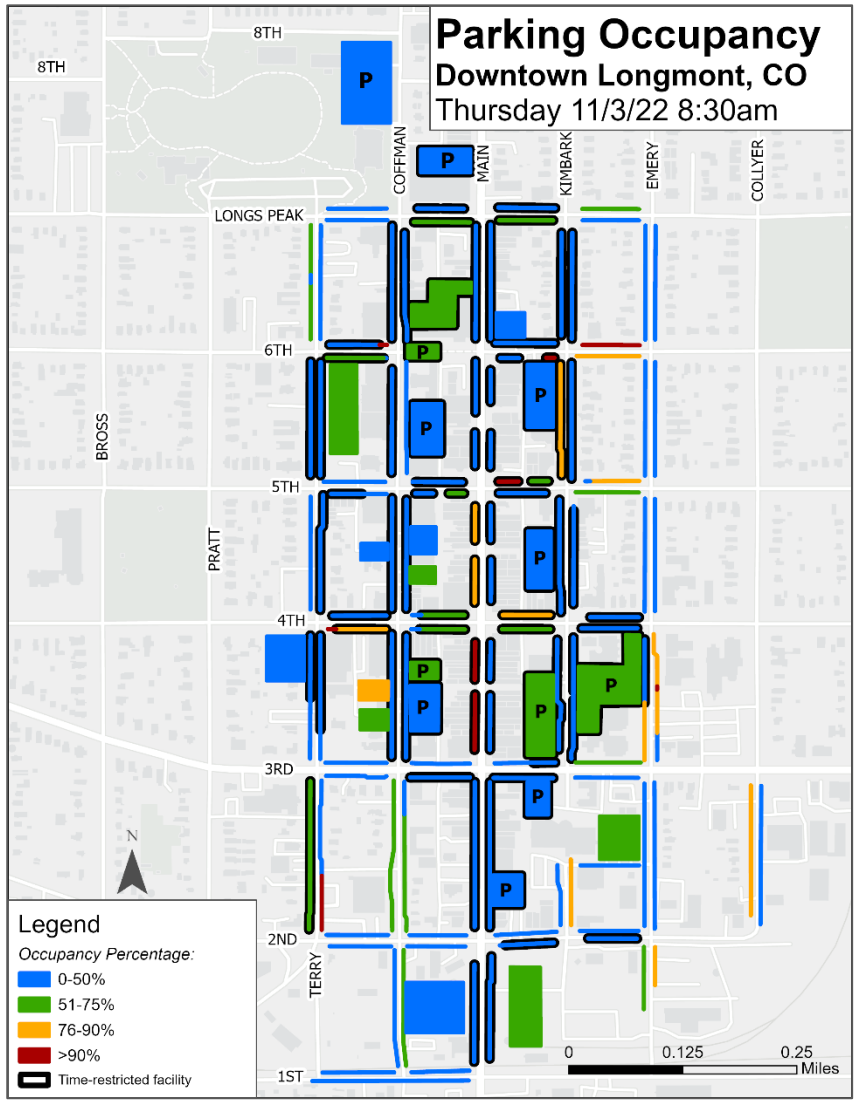
- While there is higher overall parking demand on Thursday, it is more distributed throughout the study area.
  - Demand is higher for off-street spaces on Thursday than Saturday.
  - On Saturday, the demand is focused closer to Main St. and surrounding blocks.
- Thursday high demand key locations:
  - Morning on Main St. near Tangerine.
  - Early evening 5th to 6th, Main to Kimbark.
  - Early evening on Main St. between 2nd to 3rd.
- Saturday high demand key locations:
  - Midday to evening Main St from 3rd to Longs Peak, including nearby blocks, and some lots.
  - Early evening on Main St. between 2nd to 3rd.

OCCUPANCY

THURSDAY 8:30 AM

2019

2022

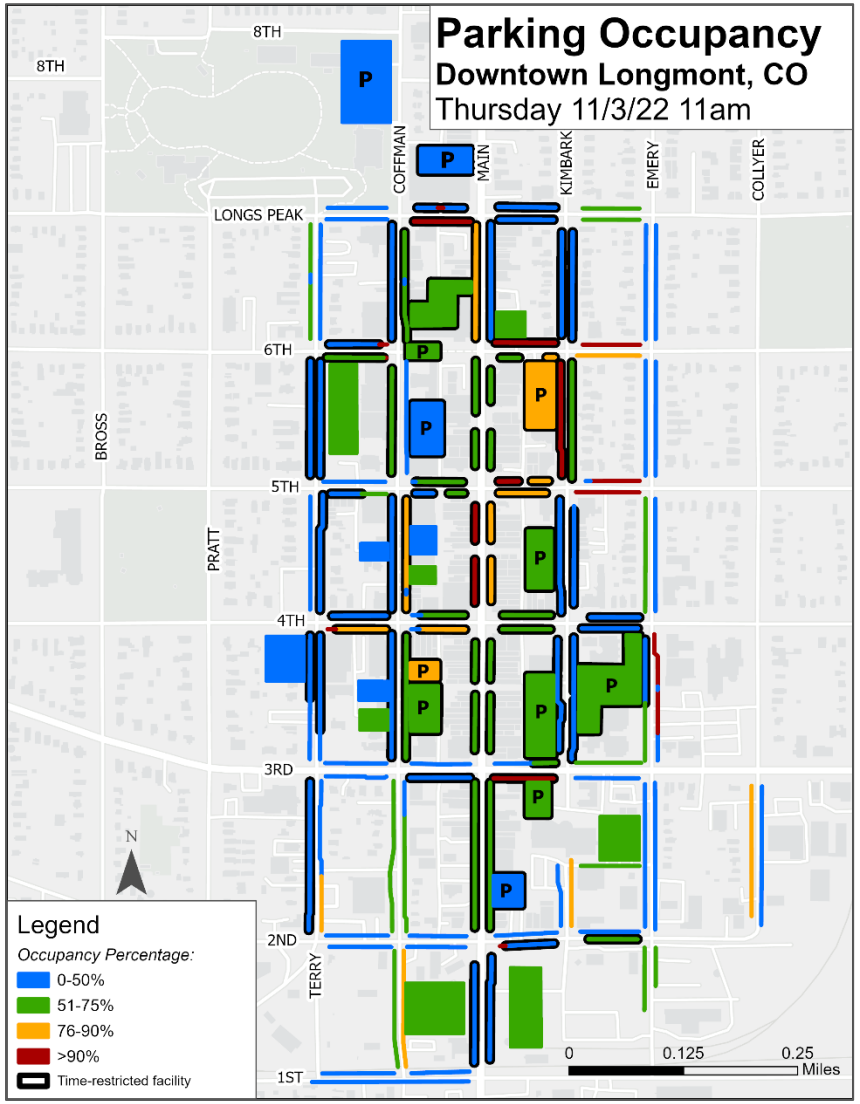


OCCUPANCY

THURSDAY 11:00 AM

2019

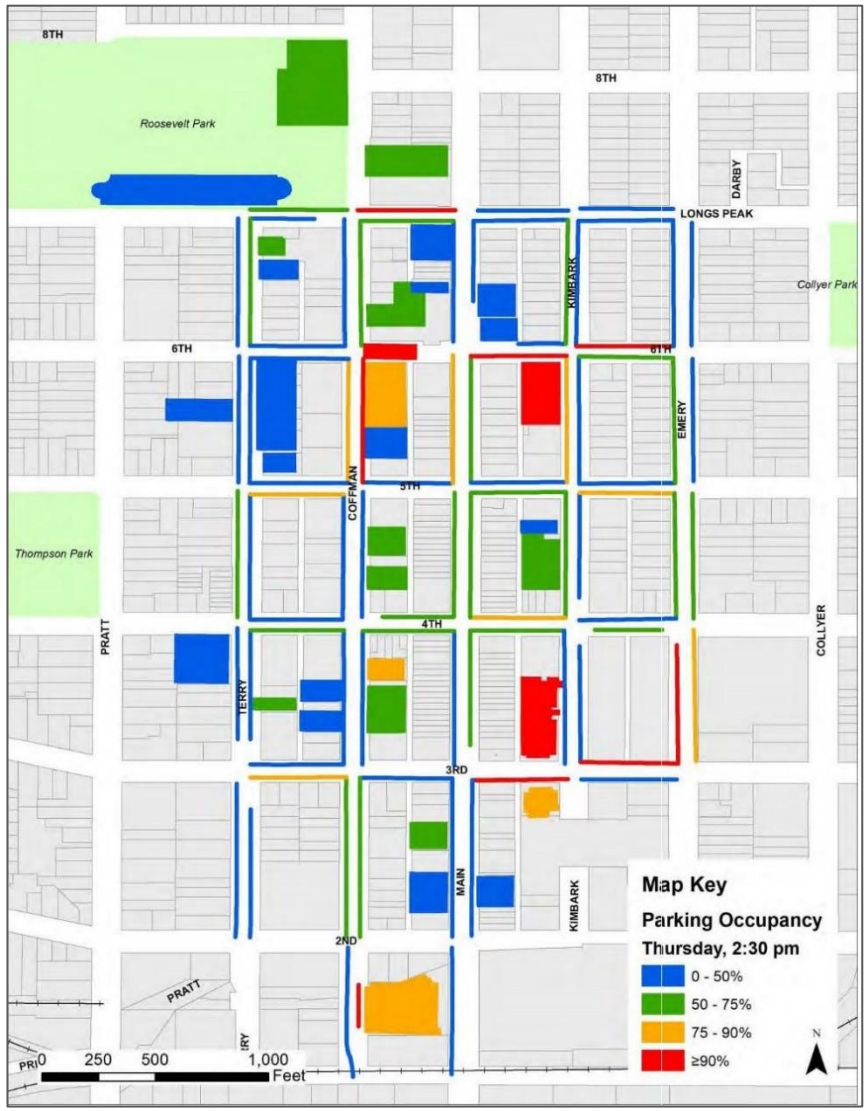
2022



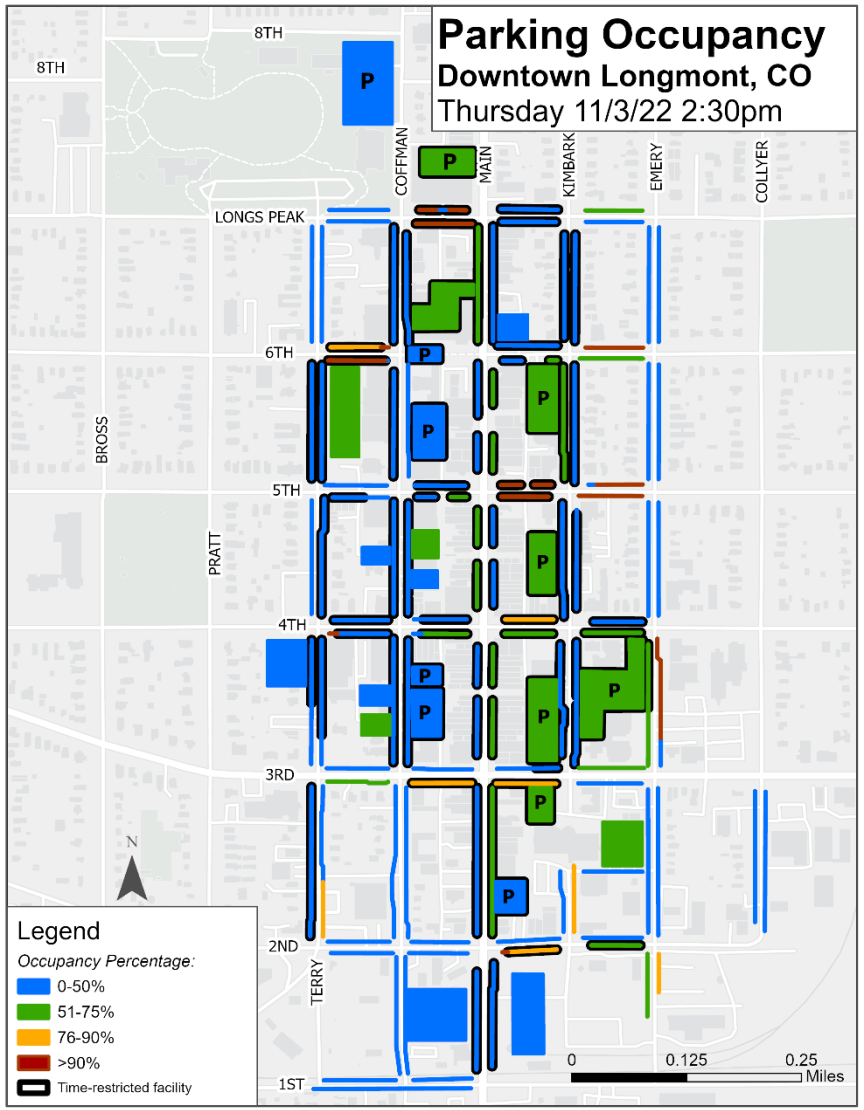
OCCUPANCY

THURSDAY 2:30 PM

2019



2022

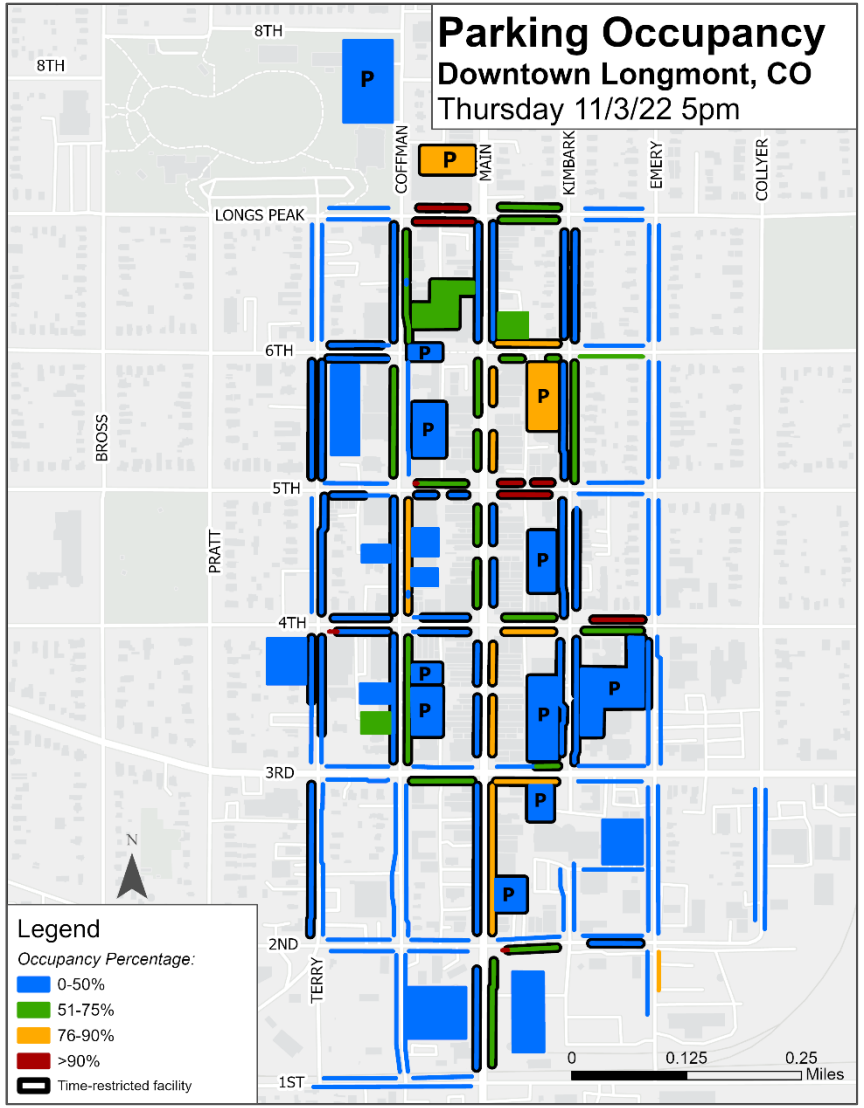


OCCUPANCY

THURSDAY 5:00 PM

2019

2022

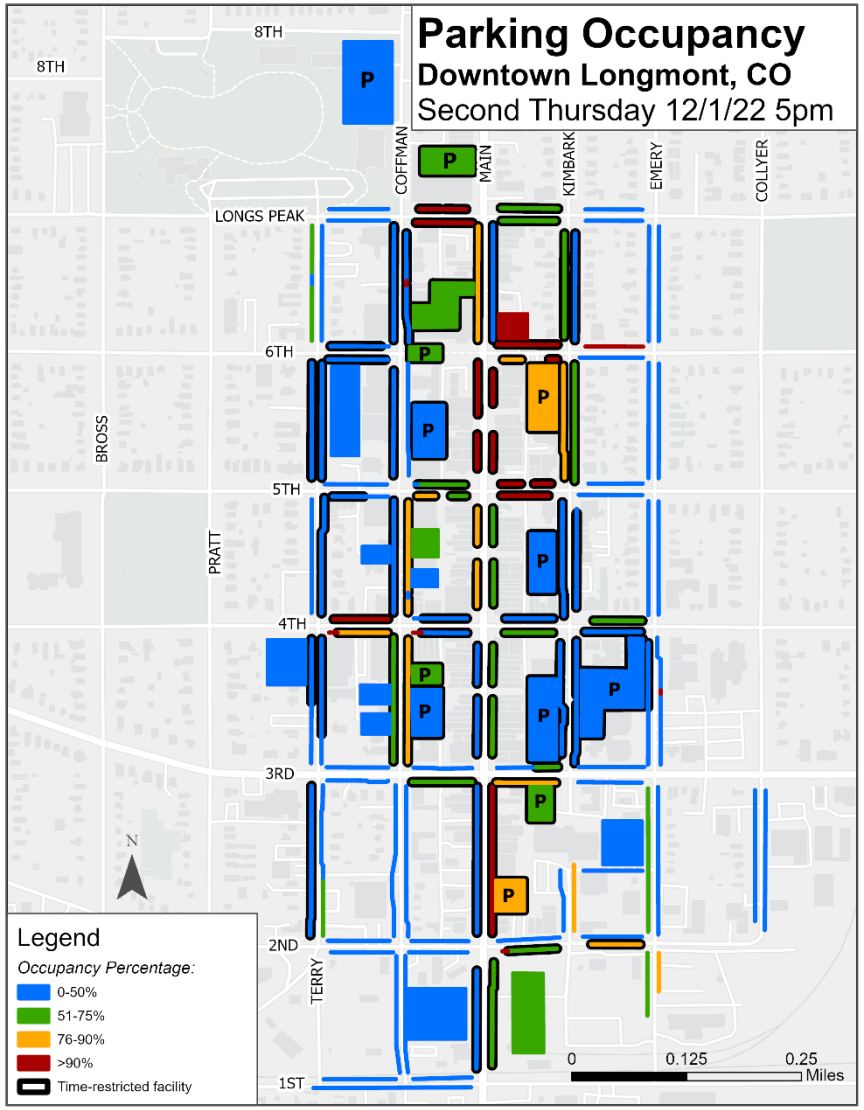


OCCUPANCY

SECOND THURSDAY 5:00 PM

2019

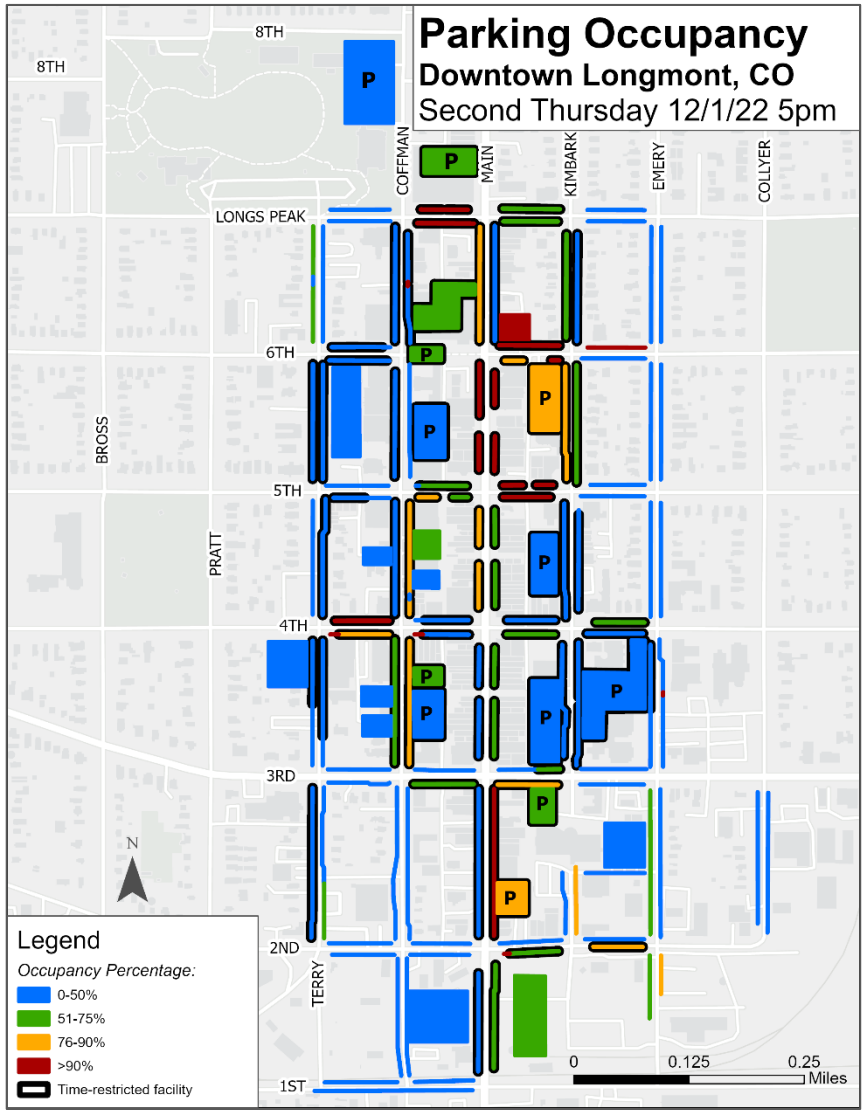
2022



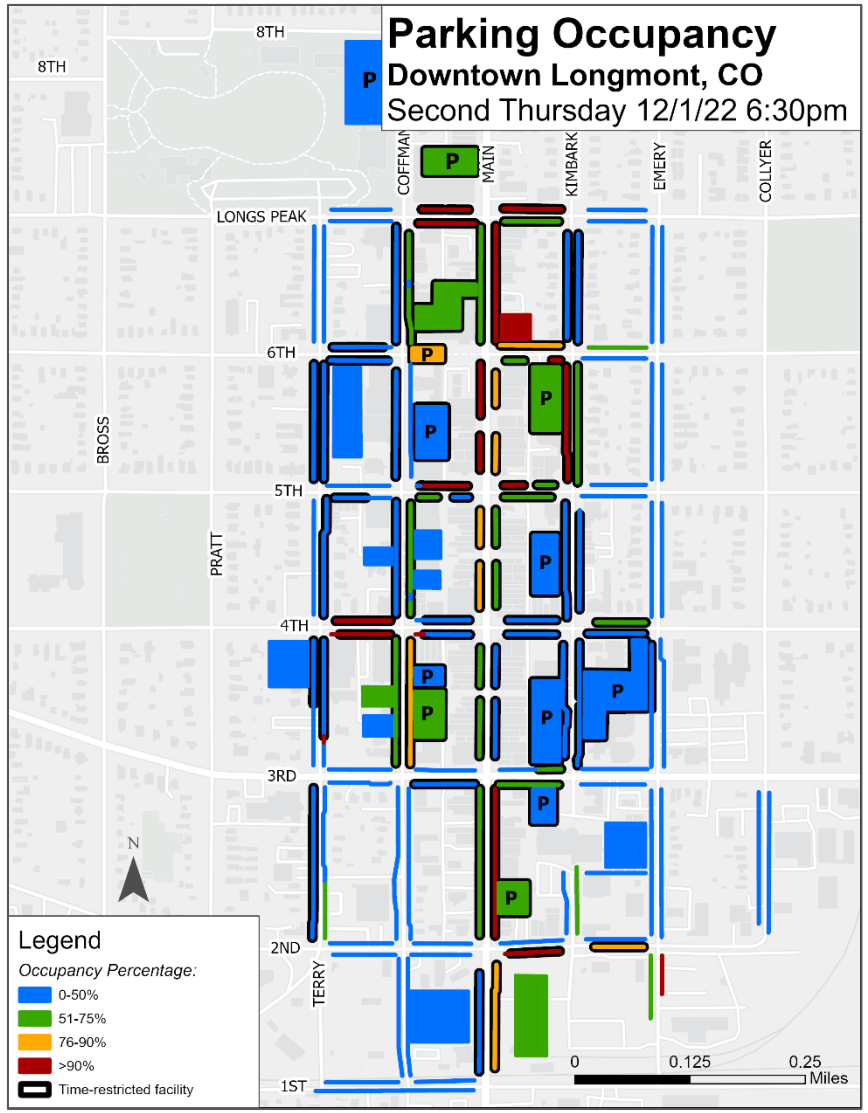
OCCUPANCY

SECOND THURSDAY

5:00 PM



6:30 PM

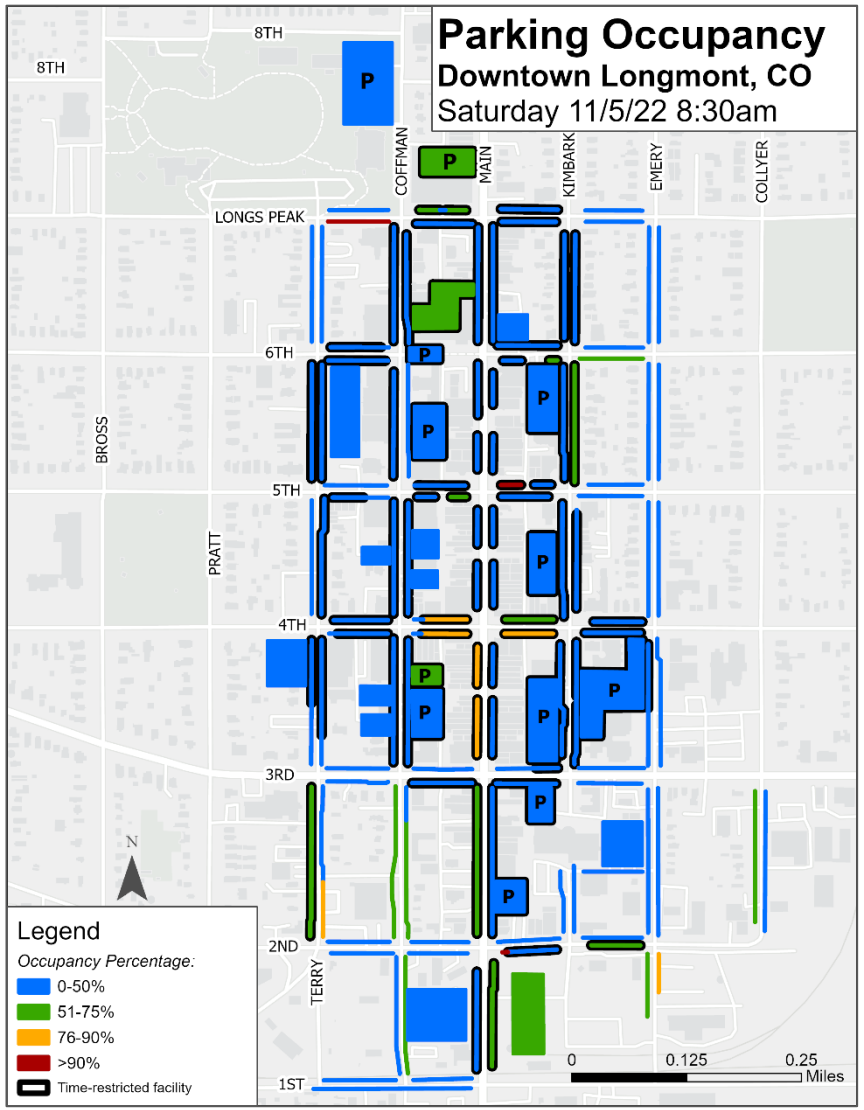


OCCUPANCY

SATURDAY 8:30 AM

2019

2022

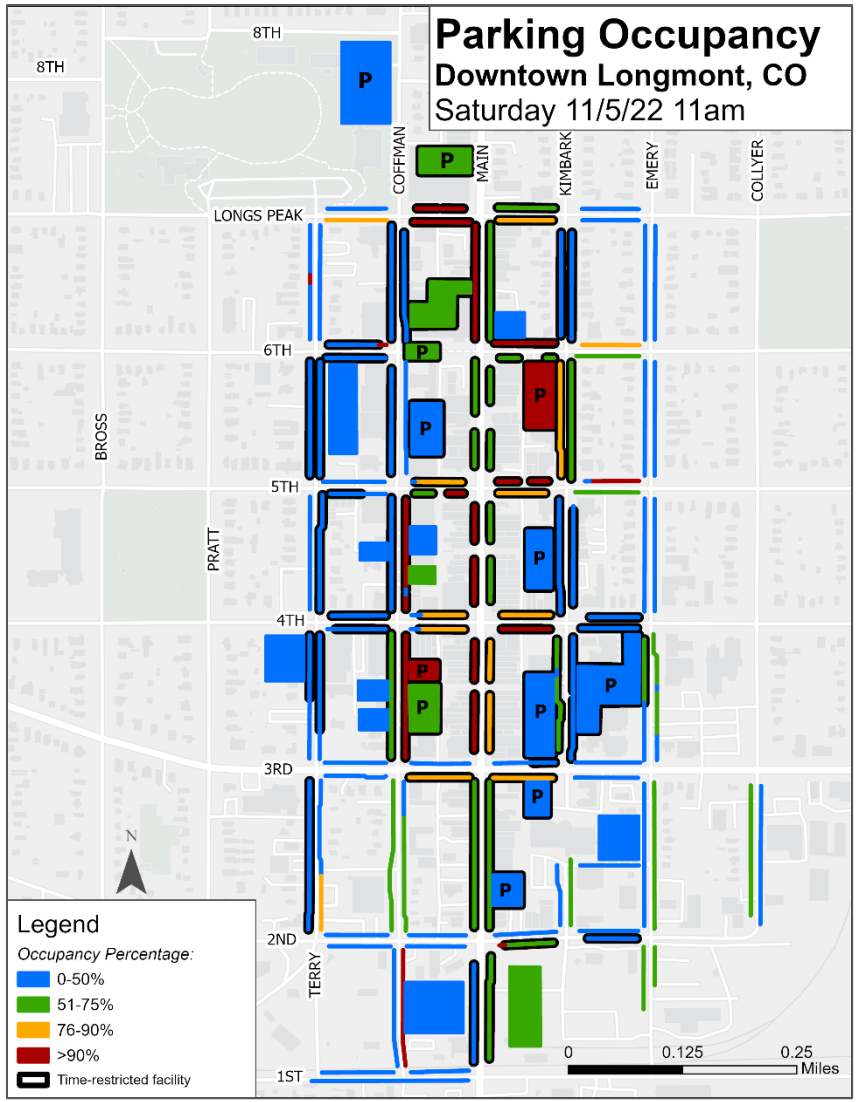


OCCUPANCY

SATURDAY 11:00 AM

2019

2022

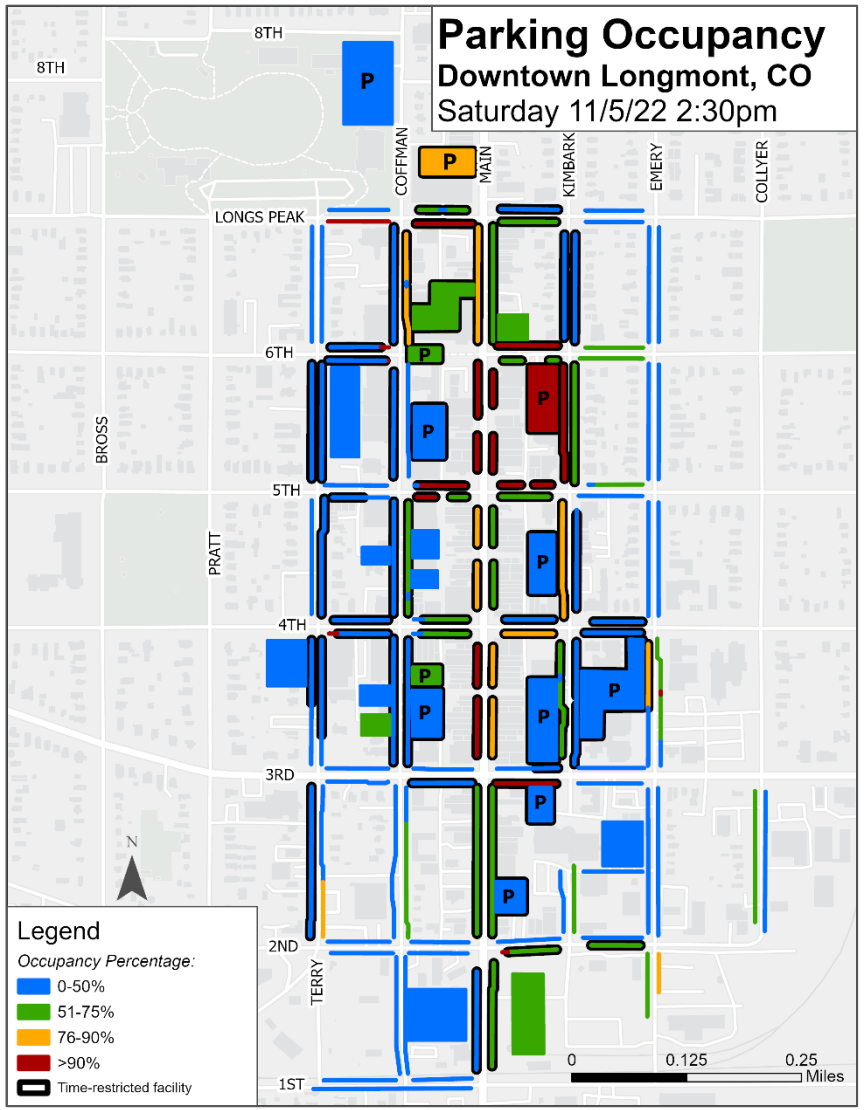


OCCUPANCY

SATURDAY 2:30 PM

2019

2022

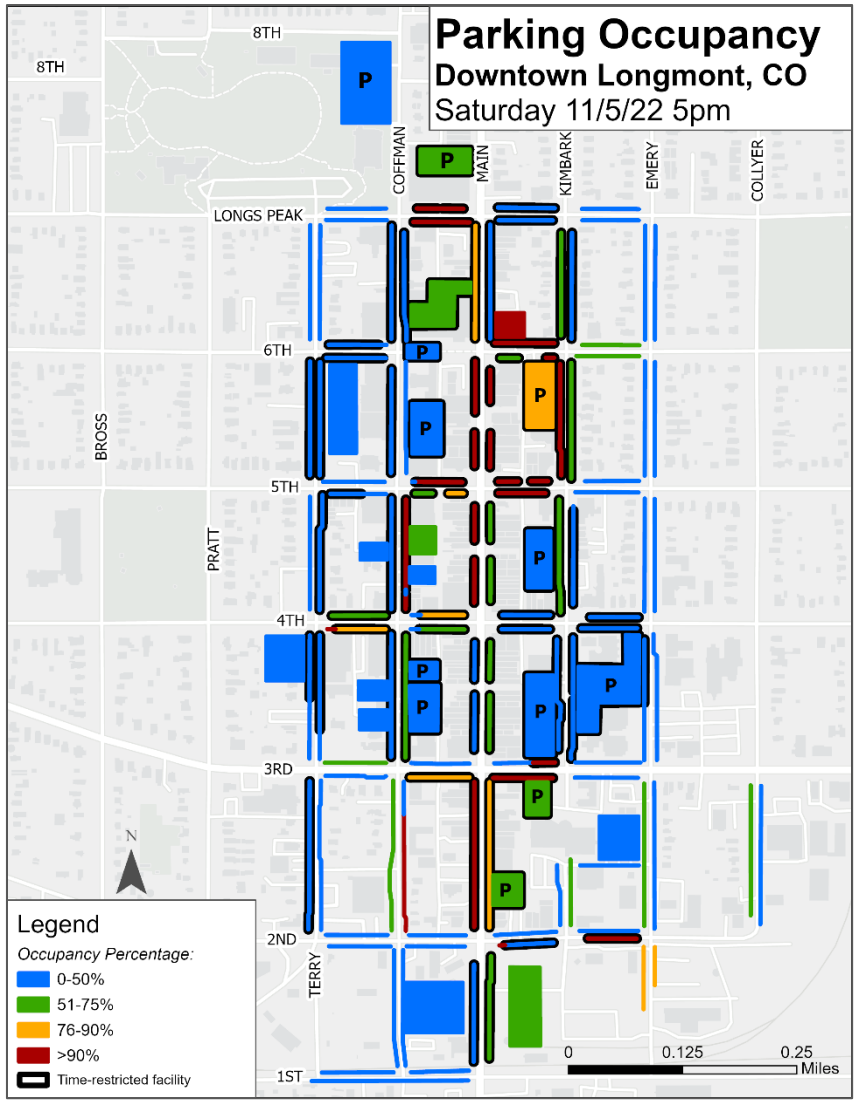


OCCUPANCY

SATURDAY 5:00 PM

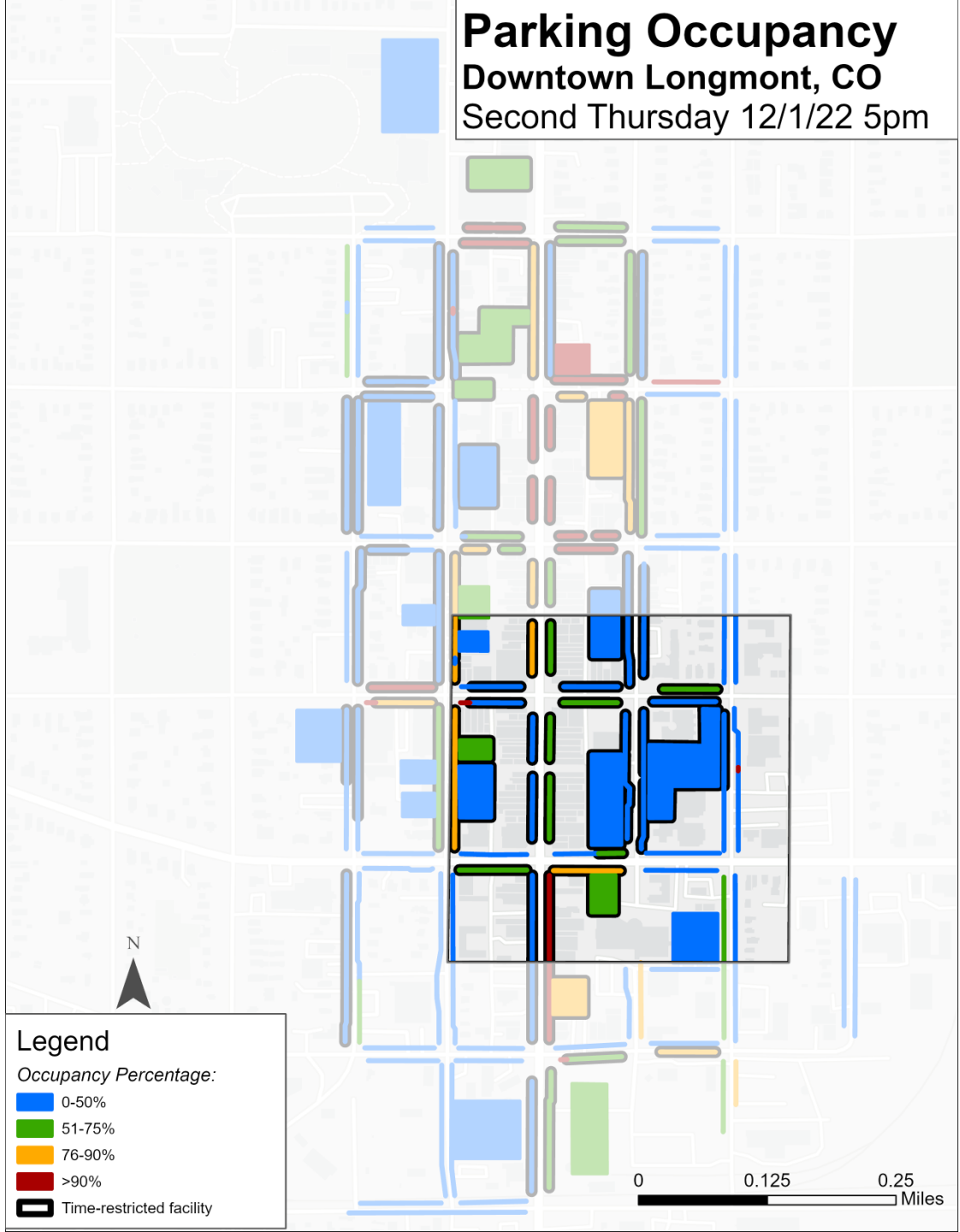
2019

2022



FUTURE HOTEL

- ~1/8 mi buffer around future hotel site
- Total spaces: 1,058
- Avg Thursday 5pm Occupancy: 47%
- Avg Thursday 6:30 Occupancy: 42%
- Avg Saturday 11am Occupancy: 45%



DURATION OF STAY

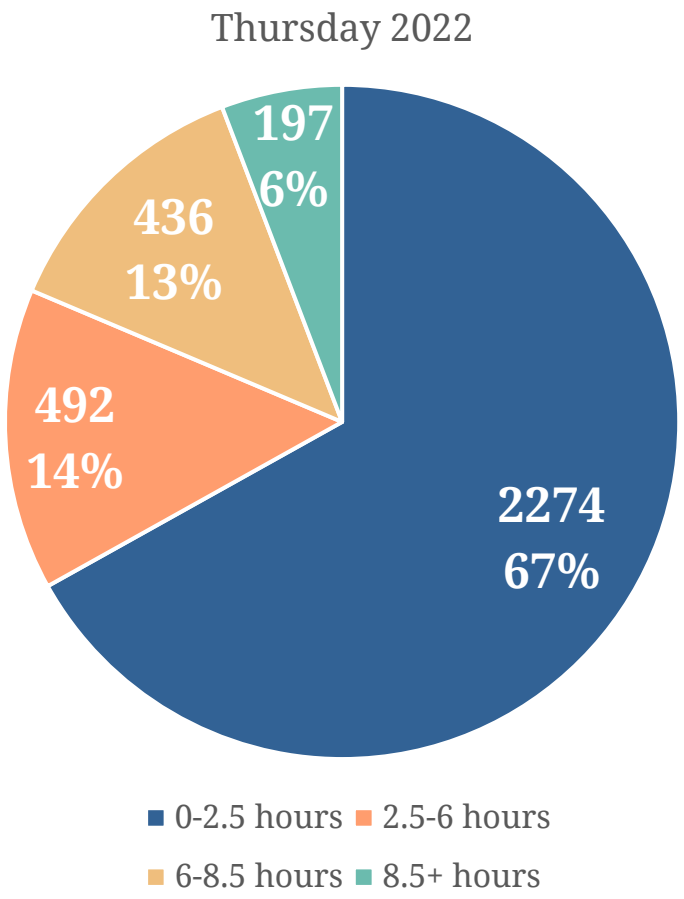
DURATION OF STAY

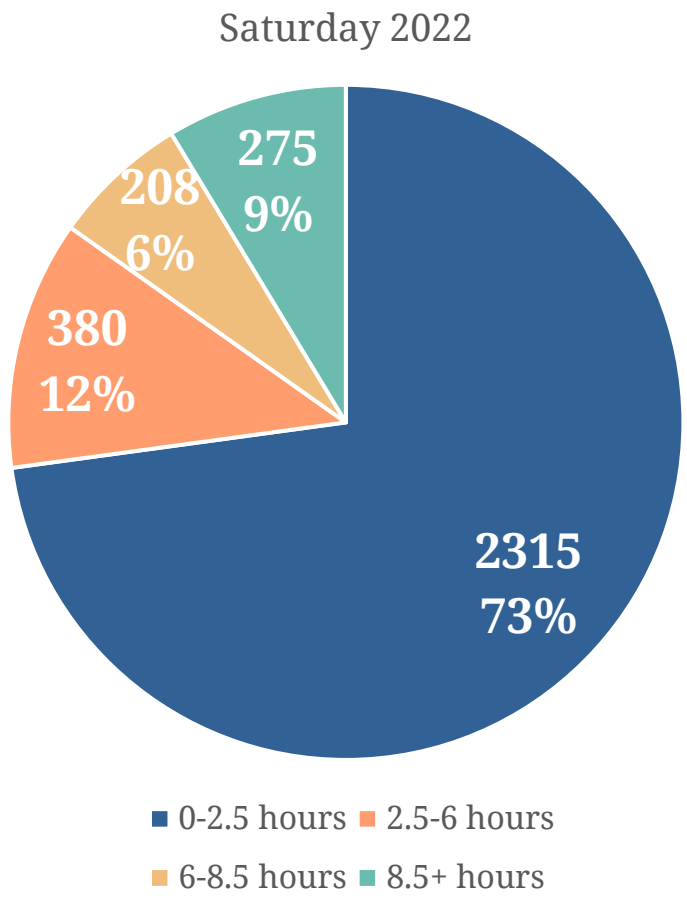
- The majority of stays (~70%) were under 2.5 hours, which is consistent with 2016 and 2019 trends.
- Longer stays were more common at off-street facilities.
- Time-restricted spaces accounted for about half of longer stays, with a higher percentage of long-term stays on-street on Saturday when restrictions are not enforced.
- There were 446 unpermitted vehicles that stayed in time-restricted spaces for longer than 2.5 hours on Thursday.

DURATION OF STAY

Saturday experienced a higher percentage of very short (0-2.5 hour) and very long (8.5+ hour) stays.

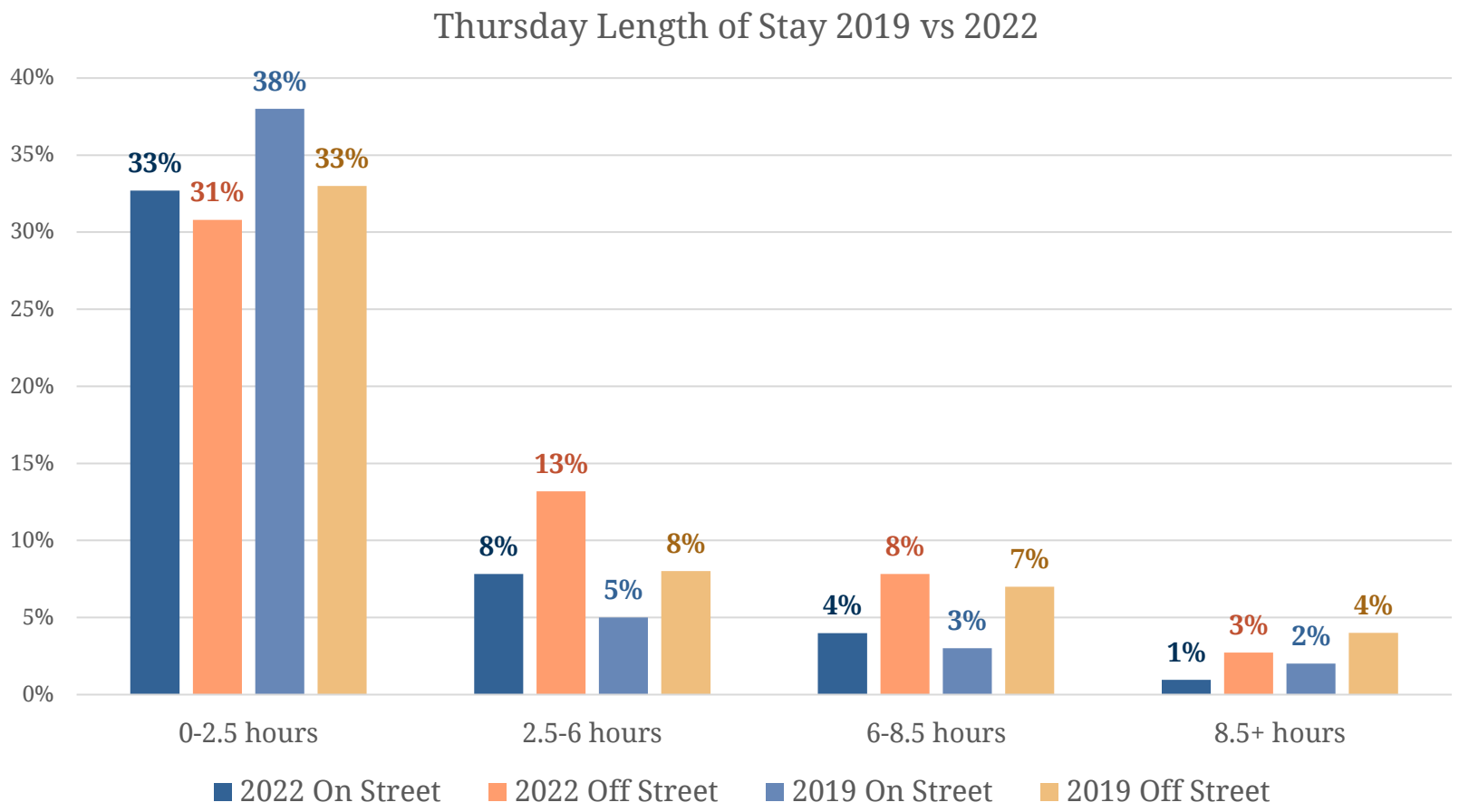
The average length of stay was very similar on street for both days, but Saturday had a longer average length of stay in private lots and a shorter average length of stay in public lots.





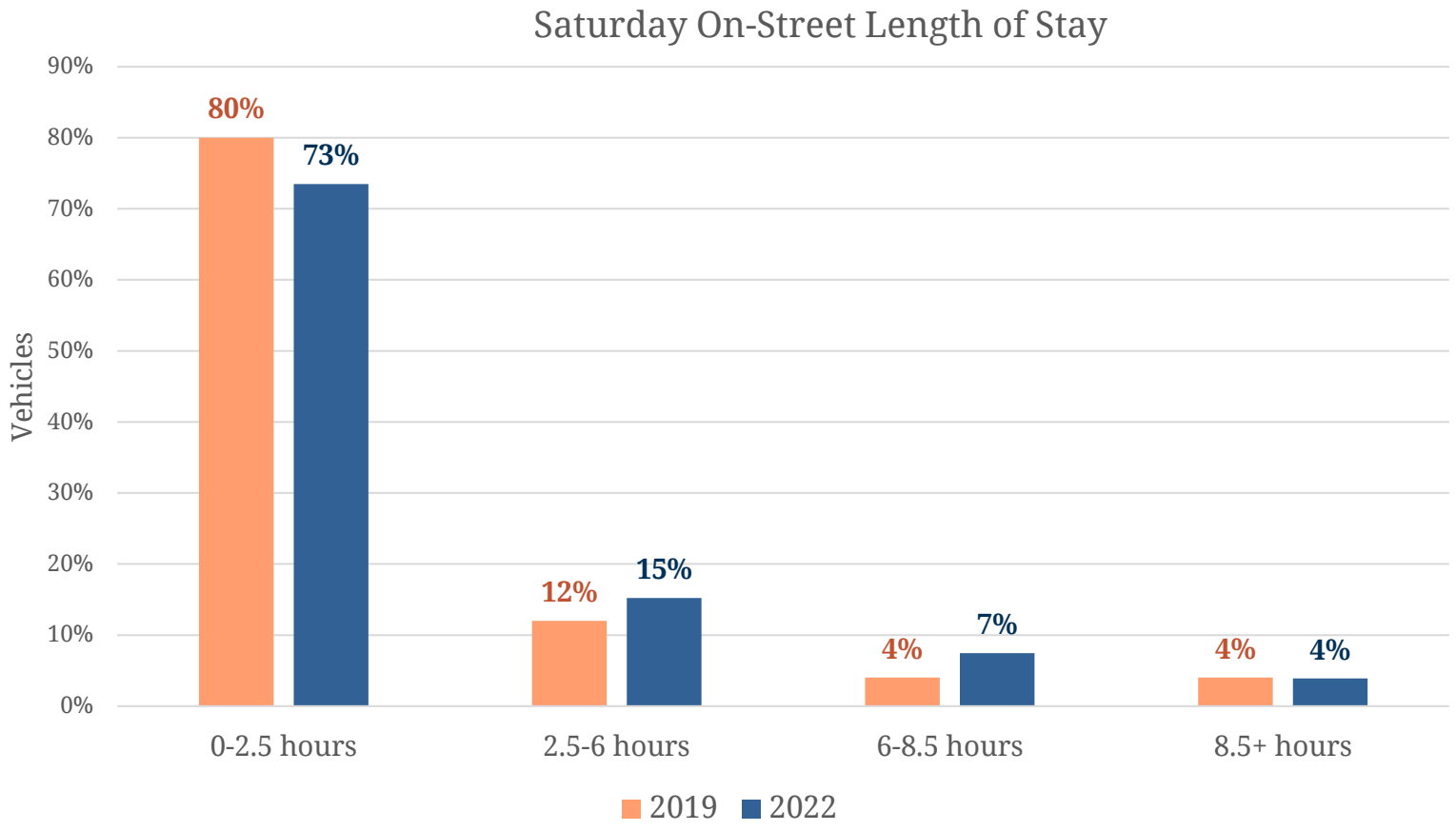
DURATION OF STAY

2022 and 2019 had similar trends of longer stays in off-street facilities than on street. However, in 2022 there were longer stays throughout the day at both on street and off street facilities than in 2019.



DURATION OF STAY - SATURDAY

On Saturday, vehicles parked on-street followed similar duration of stay trends to 2019, though fewer vehicles parked for 0-2.5 hours and more vehicles parked for 2.5-6 and 6-8.5 hours.

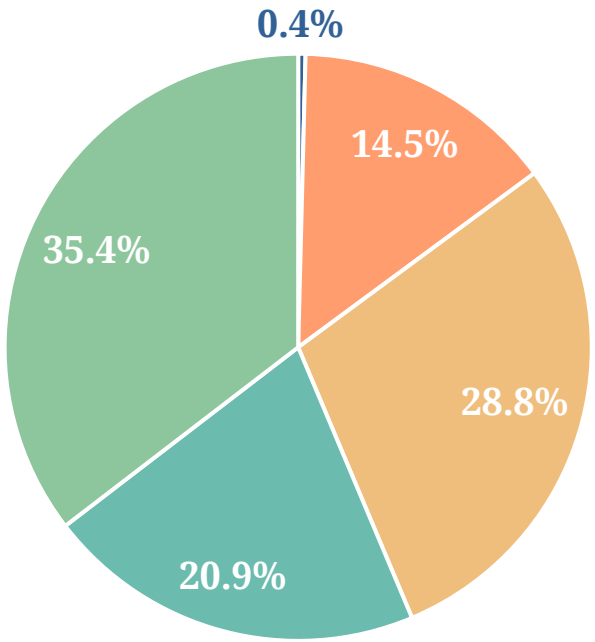


DURATION OF STAY

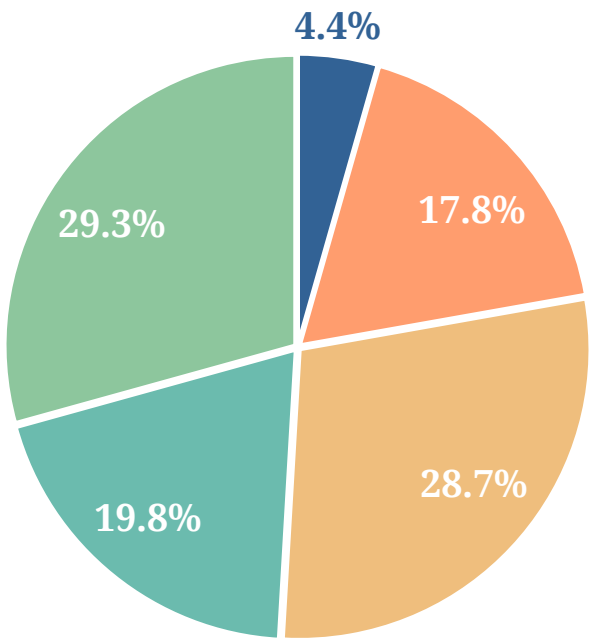
On both Thursday and Saturday time-restricted spaces accounted for around half of all long-term stays.

On Saturday there was a higher proportion of long term stays on-street in both restricted and unrestricted spaces.

Locations of **Thursday** Vehicles Staying >2.5 hrs



Locations of **Saturday** Vehicles Staying >2.5 hrs

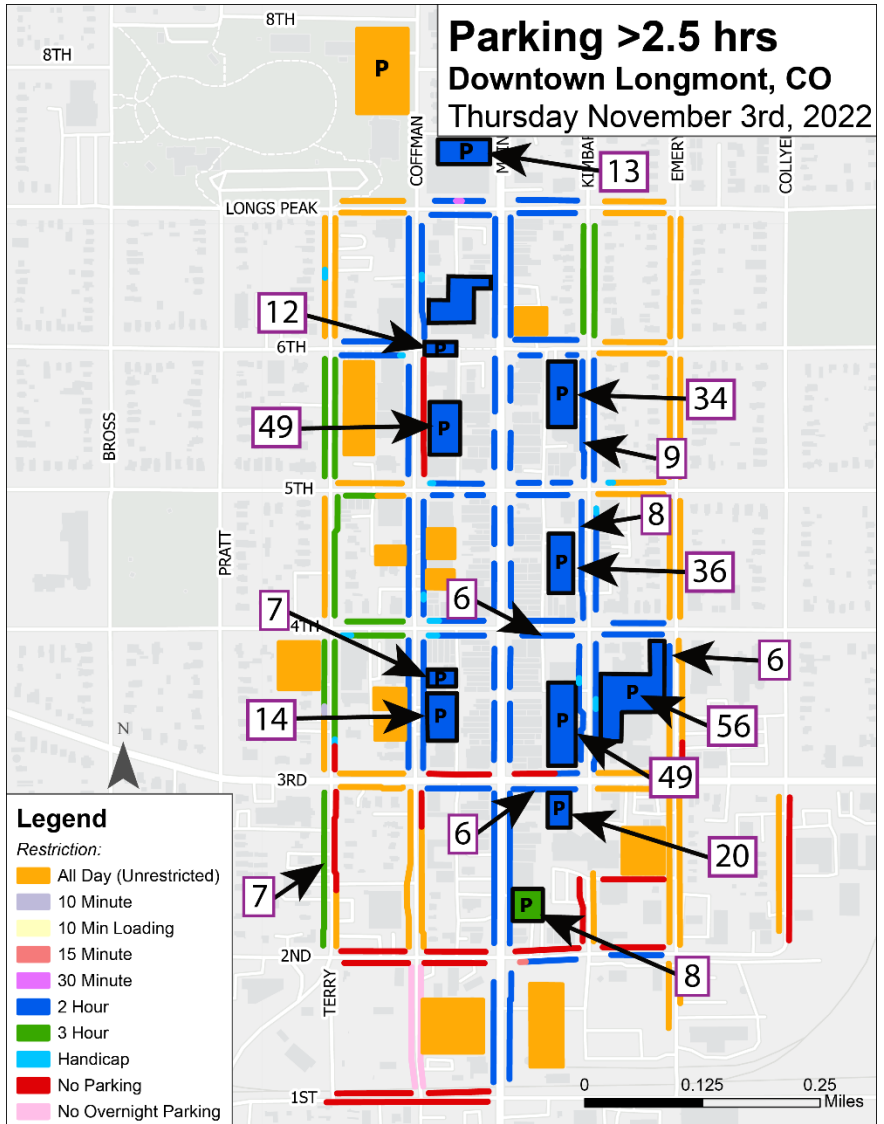


Facilities with fewer than 6 vehicles parked for over 2.5 hours are not identified on these maps

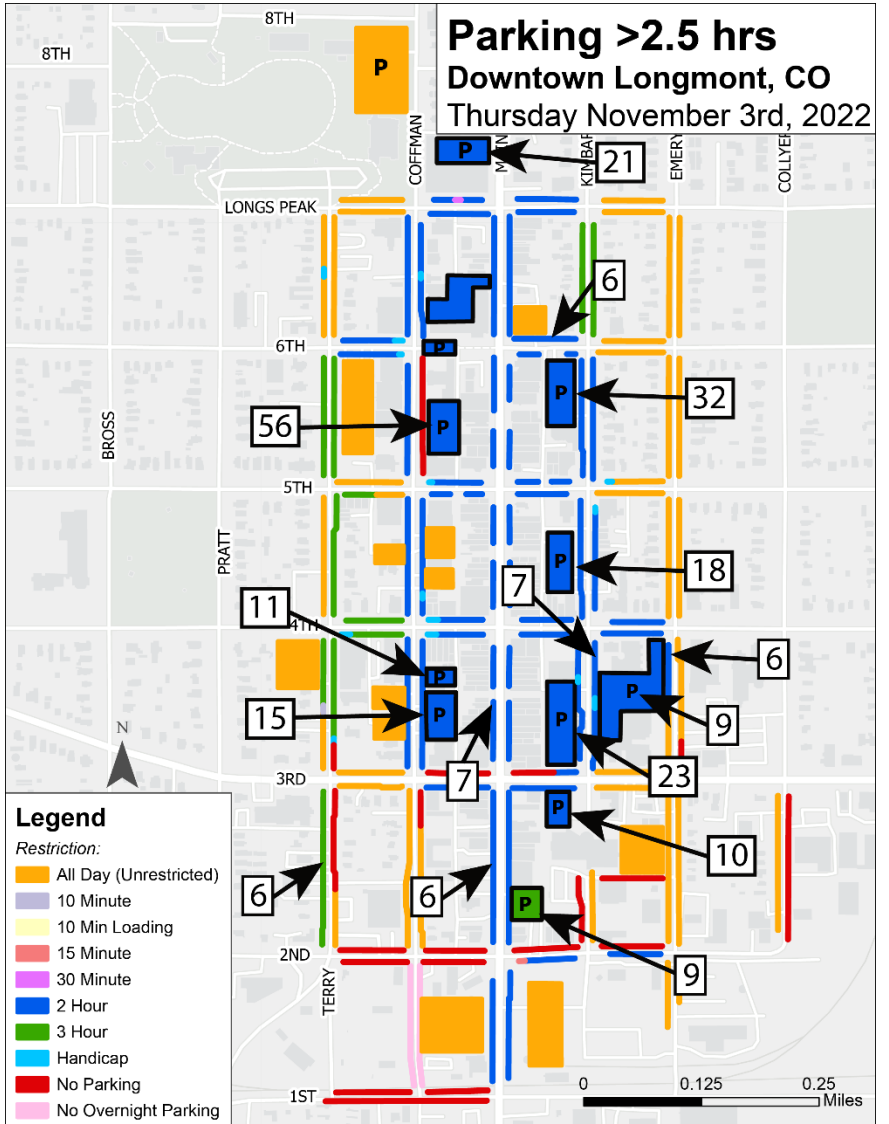
DURATION OF STAY

There were 446 unpermitted vehicles that stayed in time-restricted spaces for longer than 2.5 hours on Thursday.

Thursday



Saturday



MOVEMENT & CITATION ANALYSIS

MOVEMENT & CITATION ANALYSIS

- There are time violations: over 400 vehicles recorded parking for longer than time limit restriction.
- There are movements (vehicle parking locations changed) made to avoid tickets: over 100 recorded.
- There were almost twice as many recorded vehicle movements on Thursday than Saturday, when restrictions are enforced.
- The majority of movements originated and ended within the same quadrant of Downtown Longmont.
- There were very few east <-> west vehicle movements across Main St.

MOVEMENT ANALYSIS

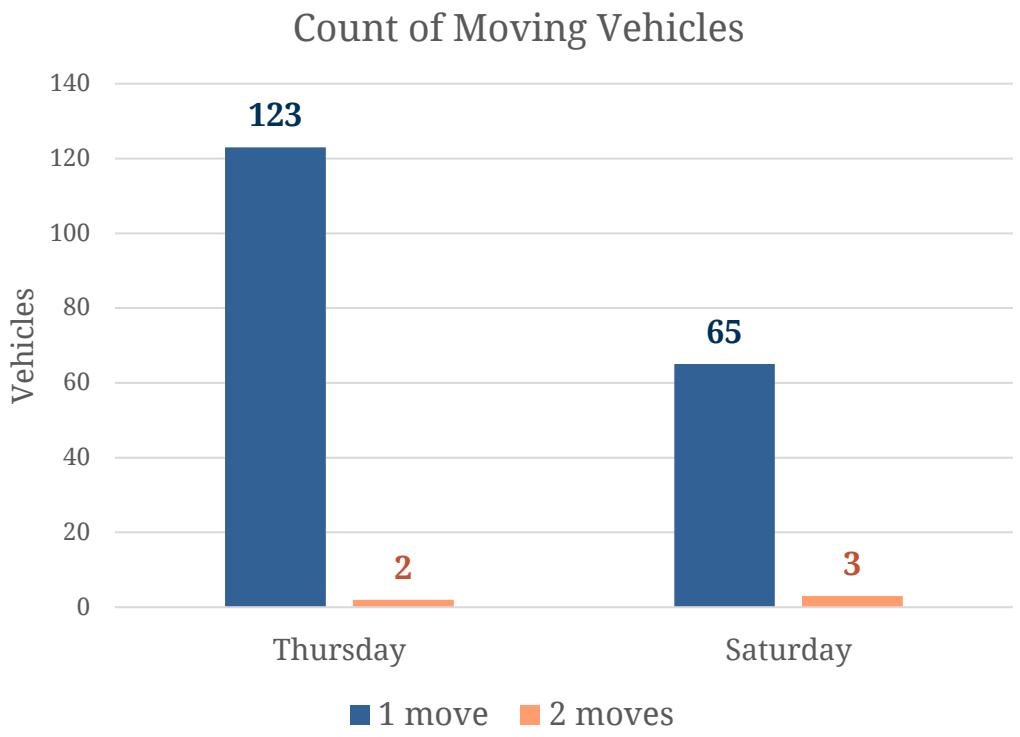
Movements were recorded for vehicles that changed parking location within the study area during consecutive collection periods. This analysis did not include vehicles that left the study area and returned in a later collection period.

Movements were higher on Thursday, when time limits and permits were under enforcement.

Thursday 2022:
Total moving vehicles: 125
Average moves/vehicle: 1.02

Saturday 2022:
Total moving vehicles: 68
Average moves/vehicle: 1.04

Thursday 2019:
Total moving vehicles: 171
Average moves/vehicle: *2.70*



No Over Time parking citations were issued during these collection periods, but 446 vehicles violated time restrictions on Thursday, November 3rd.

Over Time parking citations have decreased since 2019.

Year	Total Over Time Citations
2019	760
2020	633
2021	535
2022	387

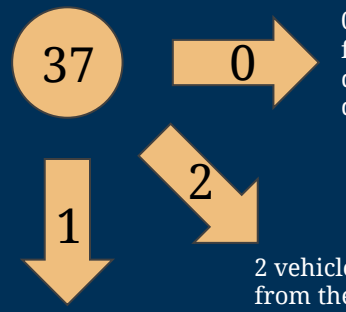
MOVEMENT ANALYSIS

There were very few E-W movements recorded (only 6 on Thursday and 7 on Saturday).

The majority of movements were within the original quadrant, potentially to avoid citations.

Map Key:

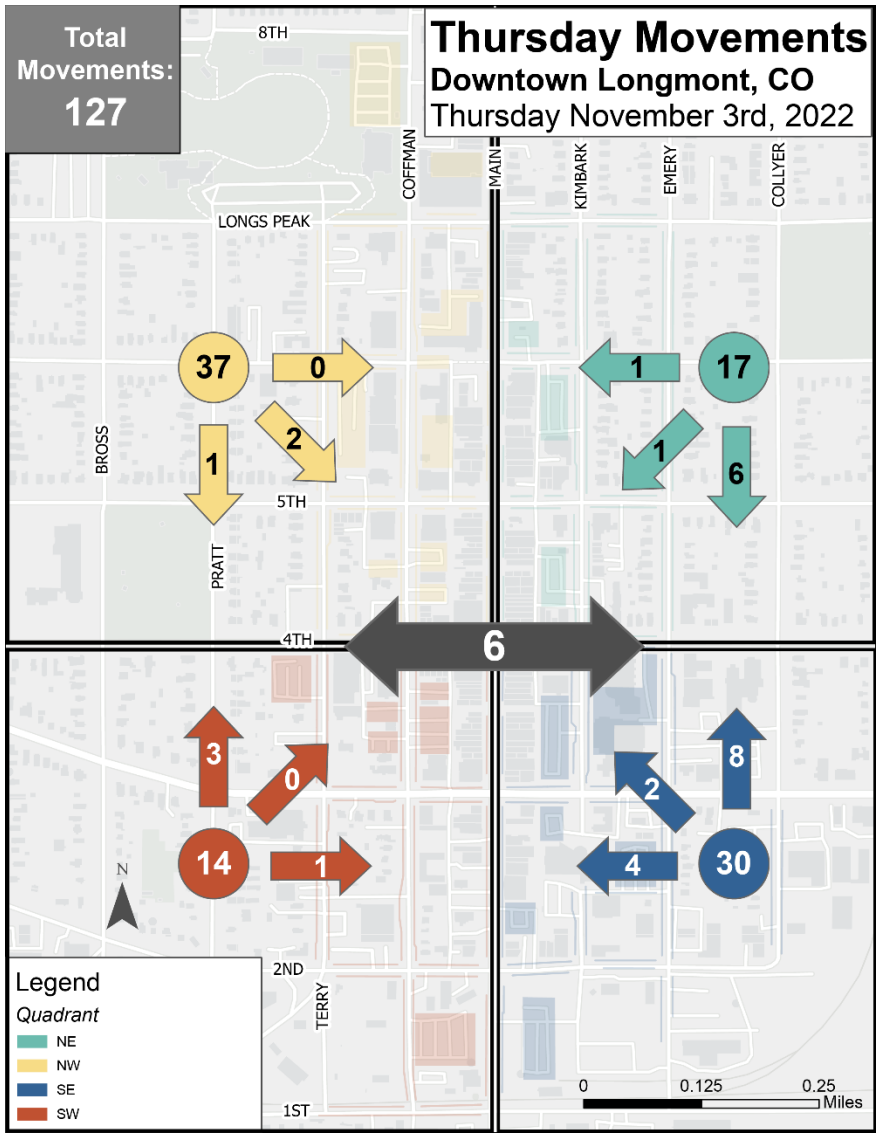
37 vehicles changed locations, but remained within the NW quadrant.

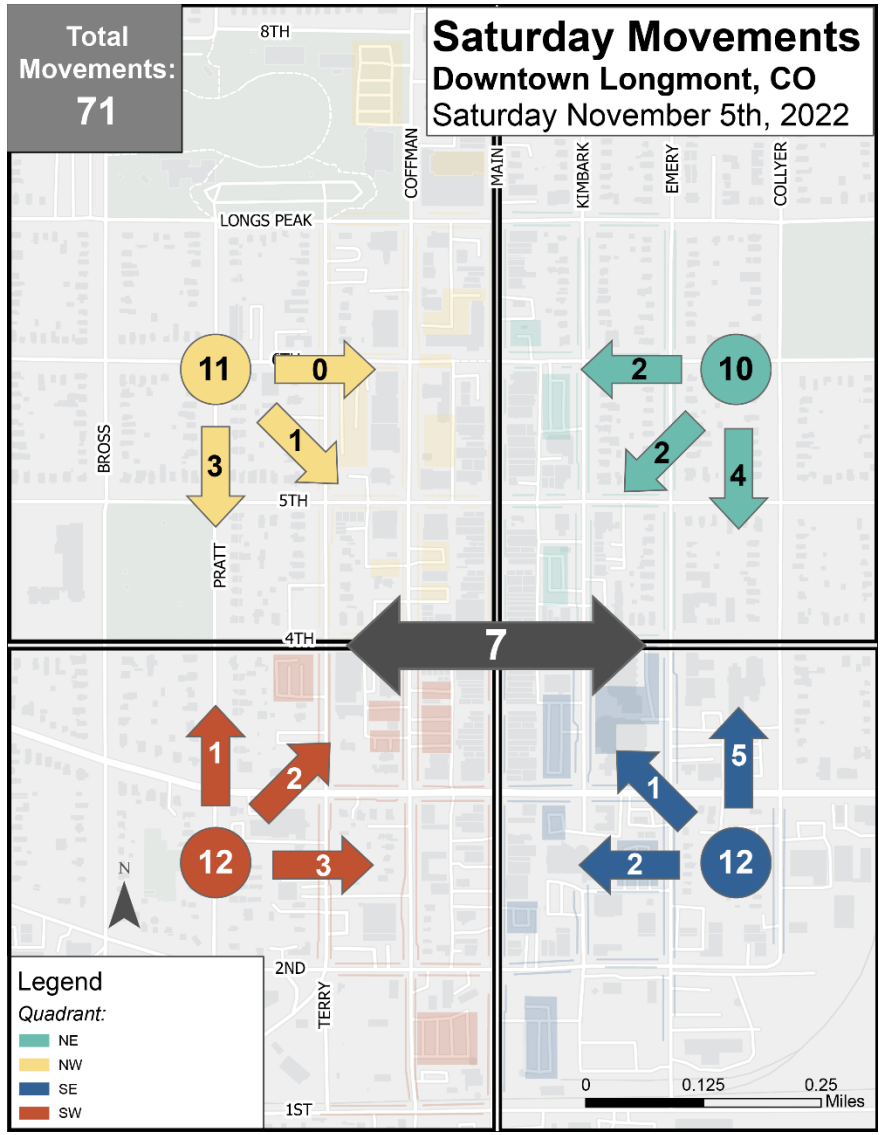


0 vehicles moved from the NW quadrant to the NE quadrant.

2 vehicles moved from the NW quadrant to the SE quadrant.

1 vehicle moved from the NW quadrant to the SW quadrant.





PERMITTING ANALYSIS

PERMITTING ANALYSIS

- 80 of the 329 permit holders were observed parked on Thursday, November 3rd.
- 74% of permit holders parked in their designated lots.
- The majority of the 21 permit holders recorded outside of their permit lot were found **on-street**.

PERMITTING ANALYSIS - THURSDAY

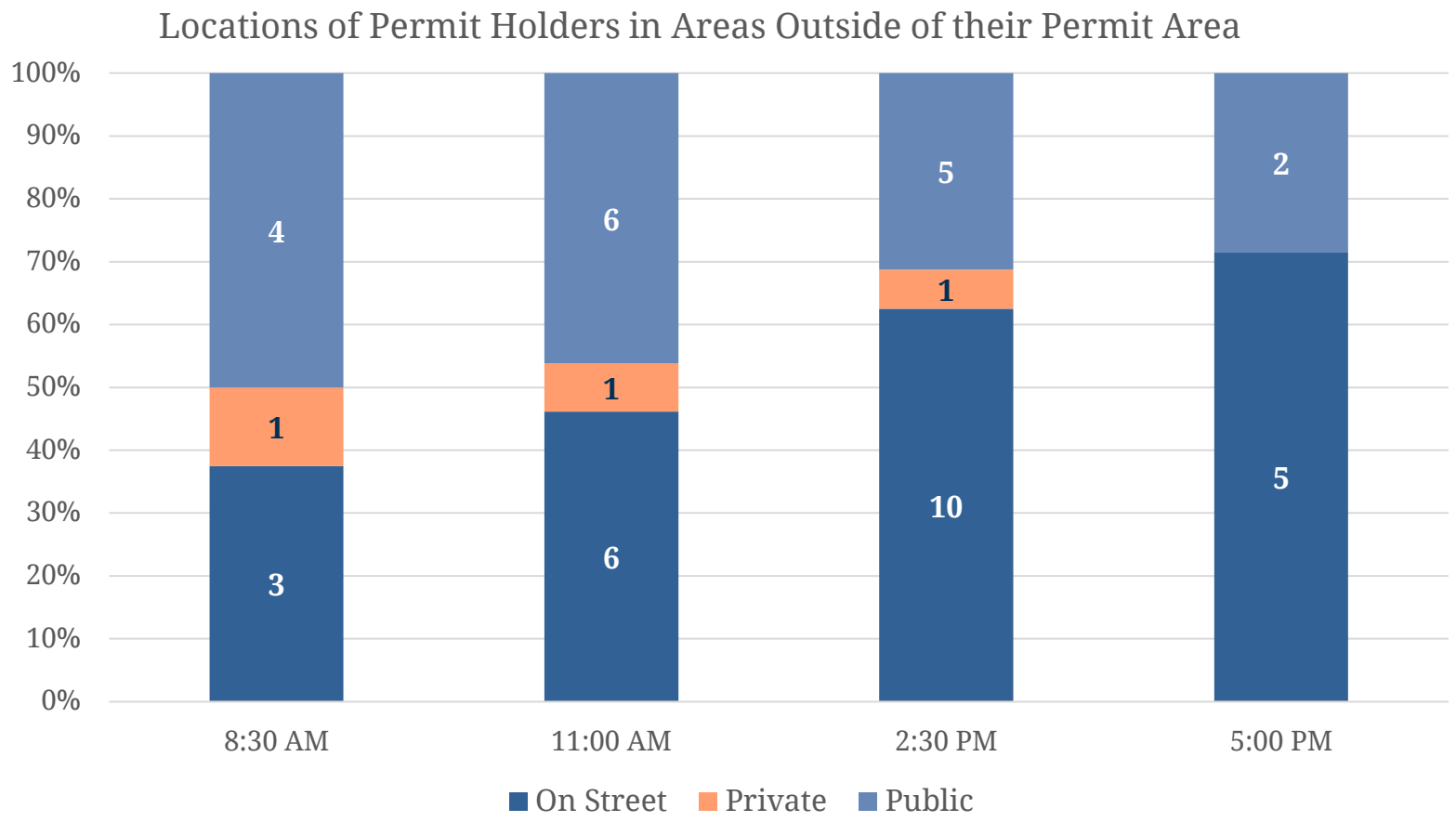
License plate data collected on Thursday, November 3rd, 2022 was cross-referenced with the LDDA listing of active permits. On the observation date, 81 permitted vehicles were recorded. Of these, 60 (74%) were observed within the surface lot or garage for which their permit is authorized.

In 2019, 121 permitted vehicles were recorded and 110 (91%) parked within their permitted area.

Thursday	Permit Holders within their Permit Area	% of Permit Holders within their Permit Area	Permit Holders outside of their Permit Area	% of Permit Holders outside of their Permit Area
8:30 AM	43	81%	8	19%
11:00 AM	52	75%	13	25%
2:30 PM	53	70%	16	30%
5:00 PM	17	59%	7	41%

PERMITTING ANALYSIS - THURSDAY

Overall, the majority of permit holders found in areas outside of their permit area were parked in on-street spaces, with some in public off-street spaces and very few in private off-street locations. Throughout the day, the proportion of permit holders in on-street locations increased compared to off-street.



KEY TAKEWAYS & RECOMMENDATIONS

KEY TAKEAWAYS

- System wide there is available parking capacity.
- There are hot spots where it is likely difficult to find parking in front of your destination, but there is always available parking within 1-2 blocks.
- Users are not maximizing potential of off-street facilities.
- Increased enforcement and wayfinding/ messaging will improve parking availability, particularly in hot spots.

RECOMMENDATIONS

Increased enforcement and improved wayfinding/messaging will improve availability, particularly in hot spots.

Enforcement:

- **KEY** priority to be able to effectively implement parking management.
- Increase enforcement of residential and time-limited spaces in key locations, particularly on-street locations with highest demand.
  - In the near-term, use occupancy maps from this report and local knowledge to establish priority enforcement locations.
  - Increase enforcement of residential streets near locations with high parking demand, focusing on illegal parking behaviors such as blocking driveways and crosswalks.
  - After a period of consistent enforcement, meet with enforcement staff periodically to update priority enforcement locations.
  - Update enforcement priorities when new occupancy data is collected and utilize License Plate Recognition (LPR) data from enforcement vehicles if available.
- Consider reevaluation of parking fines.
  - Increasing the amount of parking fines can support enforcement efforts.
  - Boulder, Westminster, and Denver have recently reevaluated the amount of parking citations, and could be used as a resource.

RECOMMENDATIONS

Increased enforcement and improved wayfinding/messaging will improve availability, particularly in hot spots

Wayfinding & Messaging:

- Direct users to under-utilized facilities, focusing on off-street parking locations.
  - In the near-term, use the occupancy maps from this study, and moving forward, update based on feedback from enforcement officers and stakeholders.
- Advertise “Park Once, Walk Everywhere.”
  - Consider researching successful campaigns undertaken by peer cities.
- Work with employee “parking ambassadors” to enhance wayfinding message of “park once” & under-utilized facilities.
  - Retail or restaurant employees can be encouraged to ask patrons about their parking experience, and to share locations of under-utilized facilities.

RECOMMENDATIONS

Increased enforcement and improved wayfinding/messaging will improve availability, particularly in hot spots

Employee Parking Management:

- Encourage employees to park in the "RTD" lot at 8th & Coffman.
  - Incentives could include earning raffle tickets with local gift cards as a reward.

As redevelopment occurs at opportunity development locations and utilized parking is taken away, increase wayfinding and enforcement:

- Consult occupancy map from this study and gather feedback from enforcement officers and stakeholders to determine under-utilized locations to focus wayfinding and messaging.
  - Update wayfinding & messaging before onset of construction.
- If high parking demand near new development, consider increasing parking restrictions, such as time-limits, to encourage changes in parking behavior prior to the onset of construction.
- Increase enforcement to encourage changes in parking behavior prior to the onset of construction.

RECOMMENDATIONS – continued

Future considerations:

- Implement paid parking on highest demand blocks if other options are not able to encourage turnover .
  - Note that while many popular destinations remain popular after paid parking is established, it is still a deterrent and there is concern among business and property owners that paid parking will adversely affect sales.
- Implement Residential Parking Permit (RPP) programs when non-residential parking generators are adversely impacting adjacent residential streets.
  - RPPs are effective in increasing the availability of parking for residents but the cost of administration and enforcement, and impact for residents, should be considered.
    - Among Front Range peer cities, some RPP programs are paid for through the City's general fund, and some are revenue neutral with residents paying for permits to cover the cost of administering the program. Permit costs generally range from $25-50 per permit.
    - Impacts to residents include the application process and requirement that guests and service workers must have guest permits to park when staying for longer than non-permit parking restrictions. This can require pre-planning for events like birthday parties.
  - A rule of thumb for implementation of a RPP is >=75% parking utilization for four or more hours.

CITY OF
LONGMONT
COLORADO