











Prepared by Kimley >>> Horn

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Background and Context

In the Spring of 2016, the Cheyenne MPO (MPO) engaged Kimley-Horn and Associates (Kimley-Horn) to develop a Strategic Parking Management Plan for Downtown Cheyenne, Wyoming. This plan includes a limited parking supply/demand assessment and identifies both short and long-term goals for the development of a forward-thinking and holistically-managed public parking system that will support the City's larger economic and community development goals, today and in the future.

Project Objectives

The primary goal of this Strategic Parking Management Plan is to be a guide for decision makers on topics such as governance, technology, enforcement, as well as facility and parking asset management. Specific project objectives include providing strategies and tools to:

- Identify governance and management structures that to the successful implementation of other recommendations.
- Improve public perceptions of Downtown parking, especially related to:
 - Perceptions about a lack of parking
 - Encouraging new development and potential redevelopment projects
 - o On-street parking management
- Position parking as a contributor to continued Downtown redevelopment and economic expansion.
- Establish a parking system brand and marketing strategy to enhance program communications and improve customer outreach.
- Explore management strategies that encourage on-street parking turnover and promote increased Downtown vitality without unduly penalizing infrequent violators.
- Improve customer convenience, while also controlling operating costs and enhancing program revenues.
- Promote a balanced system of parking and transportation alternatives that support an "access management" philosophy.
- Invest in continued partnerships with the State, County and other community institutions like the DDA.

Inventory, Occupancy and Turnover

Inventory

The existing inventory by facility type in the Study Area is as follows:

On-Street: 1,524Parking Lot: 2,361

Parking Garage: 1,265

Total: 5,150 spaces

Peak Occupancy (at time of counts)

Weekday - June 29, 2016

Overall Study Area: early afternoon (11:15am - 2:00pm)

Off-Street: morning (8:15am - 11:00am)

On-Street: early afternoon (11:15am - 2:00pm)

Special Event - July 8, 2016

Overall Study Area: Late evening (6:30pm - 9:00pm)

Off-Street: Late evening (6:30pm - 9:00pm)

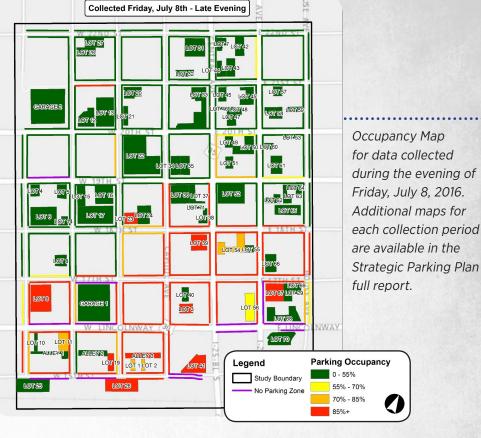
On-Street: Late evening (6:30pm - 9:00pm)

Turnover

On-Street: 0.80 average overall; 2.17 highest observed

Average Stay: 1 hour, 23 minutes

Violations: 64 parking violations, or 179 violation hours, were recorded. With proper enforcement, 88 more cars could have been legally accommodated.



Key Recommendations

- 1. Adopt new program vision, mission and guiding principles.
 - **a.** Engage a private parking management firm and implement the provided Parking Management Best Practices
- 2. New parking facility development.
 - a. Improve utilization of existing parking resources prior to investing in new parking garages
 - **b.** Developing new parking supply as part of a larger Downtown economic development initiative is a supported concept
- 3. Evaluate investment in new on-street and off-street parking technology.
- **4.** Develop a comprehensive parking planning function that leverages parking as a community and economic development strategy.
- **5.** Develop a proactive facility maintenance program, including regular facility condition appraisals, prioritized facilityrehabilitation plans and the creation of parking facility maintenance reserves.
- **6.** Develop a new parking program brand and marketing program including significant on-going community outreach strategies.
- 7. Invest in training and staff development with a goal of mastering the fundamentals of parking system management and operations.
- **8.** Expand the scope of the parking program over time to be more supportive of alternative modes of transportation and embrace more of an "access management" philosophy.
- **9.** Assess the current parking enforcement program using the tools provided. **a.** Invest in mobile license plate recognition technology.
- **10.** Address abuse of accessible parking placards to improve Parking Availability for those who are truly disabled.
- 11. Establish the parking program as a separate enterprise fund and combine all parking related revenue streams into this fund.





DOWNTOWN CHEYENNE, WY STRATEGIC PARKING MANAGEMENT PLAN













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Primary Action Items Timeline

New Parking Facility Development

- Improve utilization of existing parking resources (currently under 50% utilization)
- Assess new parking supply as part of a larger economic development strategy
- PR City Administrative Services, City Planning, and Parking Management
- Downtown Development Authority, City Finance, Purchasing Department, Parking Advisory Board, City Administrator, City Council
- Following On-boarding of Recommended Parking Managment Firm and Aligned with New Economic Development Initiatives

Reference Pgs. 133-134 of the Strategic Parking Plan Begin a Process to Evaluate Investment in New On-Street and Off-Street Parking Technology

- City Administrative Services and Parking Management
- City Finance, IT and Purchasing Departments, Parking Advisory Board, City Administrator, City Council
- Parking Technology RFP issued by the 3rd Qtr. 2017. New Technology Implementation Strategy Completed by the 1st Qtr. 2018. Implementation 3rd guarter 2018.

Reference Pg. 132 of the Strategic Parking Plan Leverage Parking as a Community and Economic Development Strategy and Develop a Comprehensive Parking Planning Function

PR Primary Responsibility

- PR City Administrative Services and Parking Management
- City Planning Department, Downtown Development Authority, new Parking Advisory Board
- Develop a list of prioritized parking planning action items by July 2017.

Reference Pg. 134 of the Strategic Parking Plan Dura Dura

Develop a Proactive Facility Maintenance Program Including Regular Facility Condition Appraisals, Prioritized Facility Rehabilitation Plans and the Creation of Parking Facility Maintenance Reserves

KP Kev Partners

- PR City Administrative Services and Parking Management
- City Engineering and Public Works
 Departments, City Finance Department
- Develop a comprehensive facility maintenance plan by July 2017. Conduct facility condition appraisals as noted above. Develop a policy regarding maintenance reserves by 3rd Qtr. 2017

Reference Pg. 136 of the Strategic Parking Plan

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Establish the Parking Program as a Separate Enterprise Fund and Combine All Parking-Related Revenue Streams into This Fund.

Adopt New Program Vision and Mission

Statements and Recommended Parking

Program Guiding Principles, Engage

a Private Parking Management Firm

Management Best Practices

and Implement the Provided Parking

PR City Administrative Services and

new Parking Advisory Board and

Reference Pg. 131 of the Strategic Parking Plan

Downtown Development Authority

Parking Management

KP Related City Departments, a

Complete by March 2017

- PR City Administrative Services and Parking Management
- City Finance and Legal Departments
- Establishment of the financial structure of the department should be an early priority.

Reference Pg. 144 of the Strategic Parking Plan Address Abuse of Accessible Parking Placards to Improve Parking Availability for Those Who Are Truly Disabled.

- City Administrative Services and Parking Management
- Local ADA advocacy groups, City Legal Department
- Submit proposed legislative changes by December 2017

Reference Pg. 143 of the Strategic Parking Plan Critically Assess the Current Parking Enforcement Program Using the Tools Provided. Invest in Mobile License Plate Recognition Technology

- City Administrative Services and Parking Management
- City Police Department, IT Department, City Purchasing
- Conduct reviews by May 2017

Reference Pg. 142 of the Strategic Parking Plan Expand the Scope of the Parking Program over Time to be More Supportive of Alternative Modes of Transportation and Embrace More of an "Access Management Philosophy"

- PR City Administrative Services and Parking Management
- Transit Agency, Bike Advocate Programs, MPO, City Planning, Local Transit Agency
- Reference Pg. 141 of the Strategic Parking Plan

Invest in Training and Staff Development with a Goal of Mastering the Fundamentals of Parking System Management and Operations

- PR City Administrative Services and Parking Management
- City HR and Training Departments,
 Downtown Development Authority
- On-Going. Recommend attendance to the 2017 IPI Conference & Expo in New Orleans and/or 2017 PIPTA Annual Conference in Tacoma, WA.

Reference Pg. 139 of the Strategic Parking Plan Develop a New Parking Program Brand and Marketing Program including significant on-going community outreach strategies.

- PR City Administrative Services and Parking Management
- City Communication
 Department, City IT
 Department, Downtown
 Development Authority
- Communications Plan section of this report for guidance on timing.

Reference Pg. 138 of the Strategic Parking Plan

Conclusion

The development of a strategic vision and a strong, well defined action plan is a critical first step in creating a comprehensive and financially sustainable public parking program for the City of Cheyenne. We applaud the community's recognition of this fact and for making the important investment in this strategic parking plan.

Parking can be a significant partner and contributor to advancing the community's economic development goals as well helping to improve the overall experience of accessing Cheyenne's Downtown business district. We are confident with the strong team of City leaders, an engaged and supportive Mayor and City Council, a strong MPO and Downtown Development Authority and new investments in parking program development that the future of Downtown Cheyenne will be bright. Now the real work on parking program improvement begins!

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