



# DOWNTOWN CHEYENNE, WY STRATEGIC PARKING MANAGEMENT PLAN

Executive Summary | Spring 2017

## 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
  - 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:** 1,524
- **Parking 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)

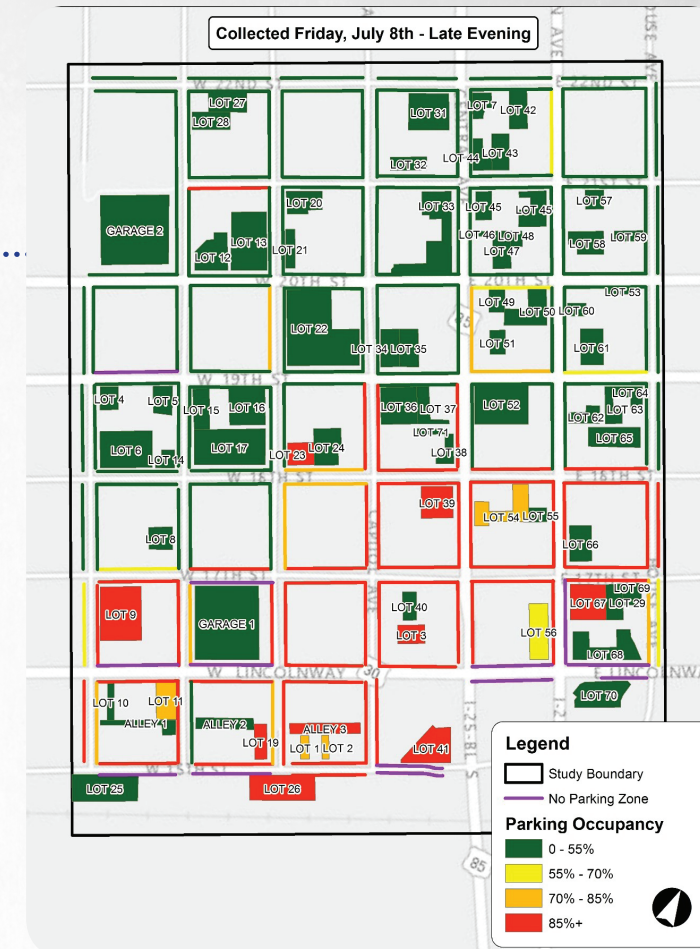
On-Street: Late evening (6:30pm – 9:00pm)

### 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.



*Occupancy Map  
for data collected  
during the evening of  
Friday, July 8, 2016.  
Additional maps for  
each collection period  
are available in the  
Strategic Parking Plan  
full report.*

## 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. Evaluate investment in New On-Street and Off-Street Parking Technology
3. Develop a Comprehensive Parking Planning Function that leverages Parking as a Community and Economic Development Strategy
4. Develop a Proactive Facility Maintenance Program Including Regular Facility Condition Appraisals, Prioritized Facility Rehabilitation Plans and the Creation of Parking Facility Maintenance Reserves
5. Develop a New Parking Program Brand and Marketing Program including significant on-going community outreach strategies.
6. Invest in Training and Staff Development with a Goal of Mastering the Fundamentals of Parking System Management and Operations
7. 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"
8. Assess the Current Parking Enforcement Program Using the Tools Provided.
  - a. Invest in Mobile License Plate Recognition Technology
9. Address Abuse of Accessible Parking Placards to Improve Parking Availability for Those Who Are Truly Disabled
10. Establish the parking program as a separate enterprise fund and combine all parking related revenue streams into this fund

Prepared by  
**Kimley»Horn**

February 16, 2017



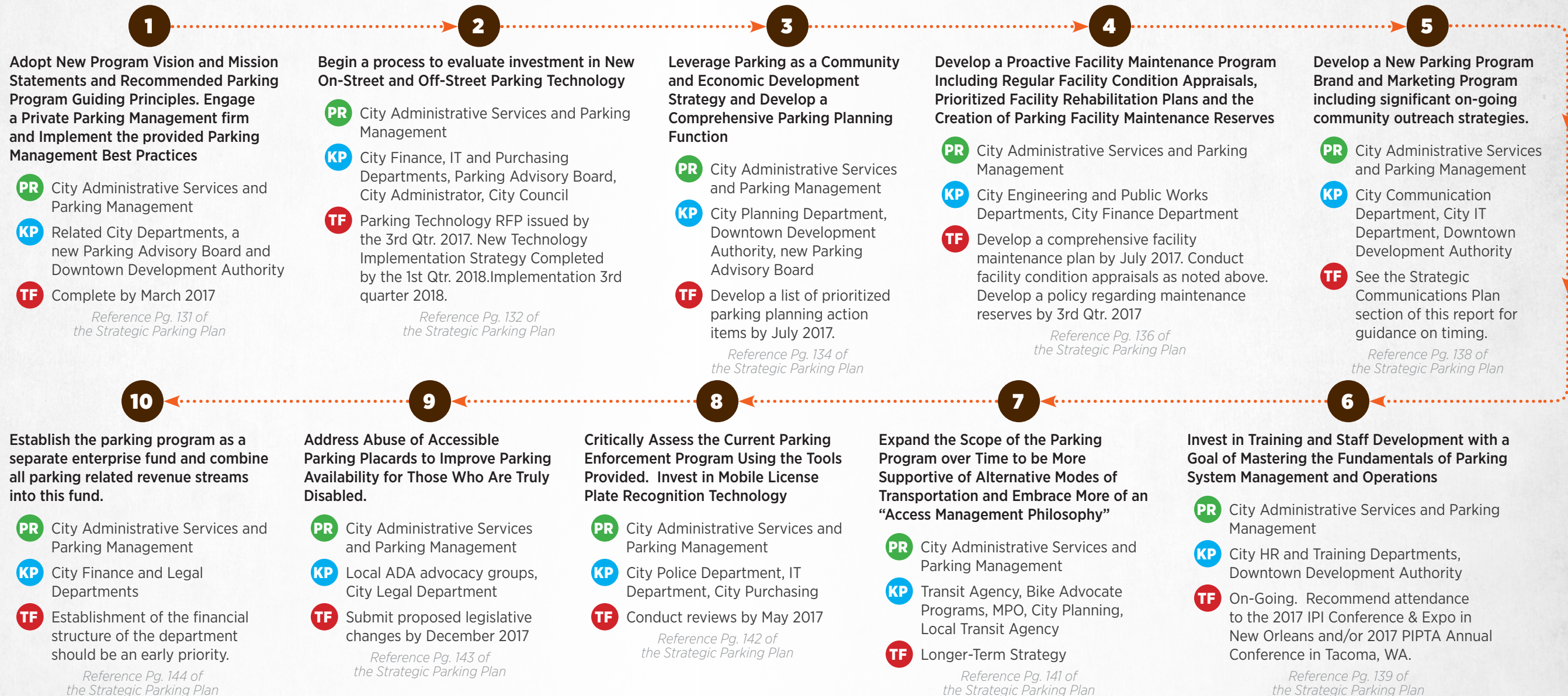


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## Primary Action Items Timeline

LEGEND: **PR** Primary Responsibility **KP** Key Partners **TF** Timeframe



## 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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