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East Colfax Parking Management Study

JUNE 2025

Why is Parking Management Important?



We have an oversupply of parking

*Most cities
dedicate more
space to car
storage than
housing,
resulting in about
**8 parking spaces
for every car***

Source:
<https://denverinfill.com/2016/07/visualization-of-land-devoted-to-parking-downtown.html>



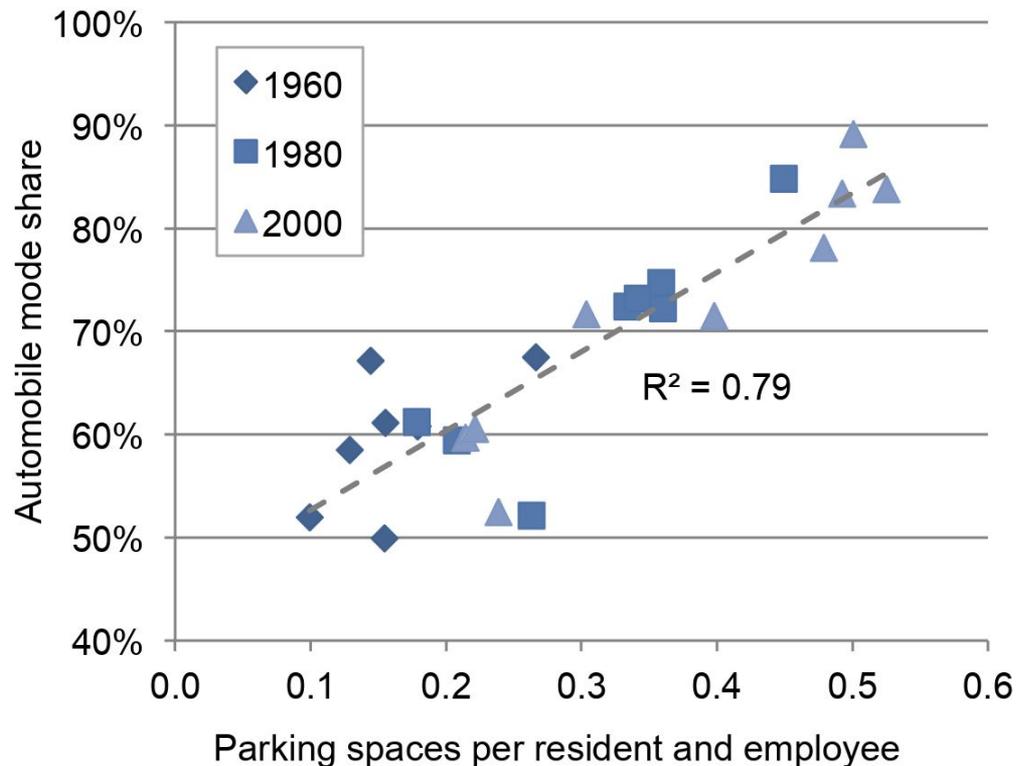
Excessive, poorly managed parking harms our city

- Reinforces our city's unaffordable, unhealthy, and unsustainable dependence on cars
- Works against citywide goals for
 - reducing greenhouse gas emissions
 - improving air quality
 - increasing housing affordability
 - building more walkable neighborhoods
 - creating economic opportunity for all Denver residents
 - developing safe mobility options that prioritize walking, rolling, biking and transit and connect people of all ages and abilities to their daily needs.



More car parking encourages more car ownership and more driving.

When people can cheaply and easily park their cars, they'll use them more often.

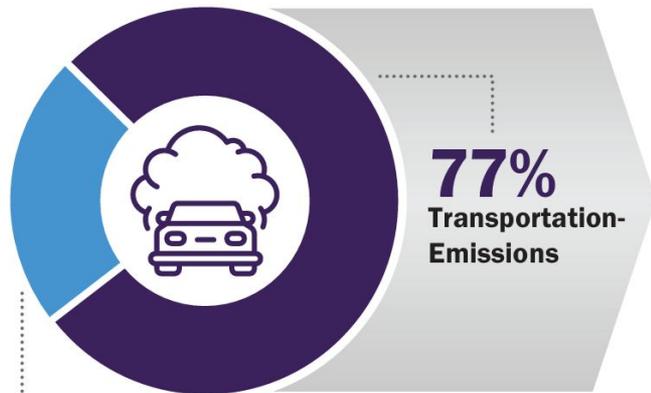


Source:
<https://highroad.wisc.edu/wp-content/uploads/sites/1368/2020/04/2015-Effects-of-Parking-Provision-on-Auto-mobile-Use-in-Cities-Inferring-Causality.pdf>



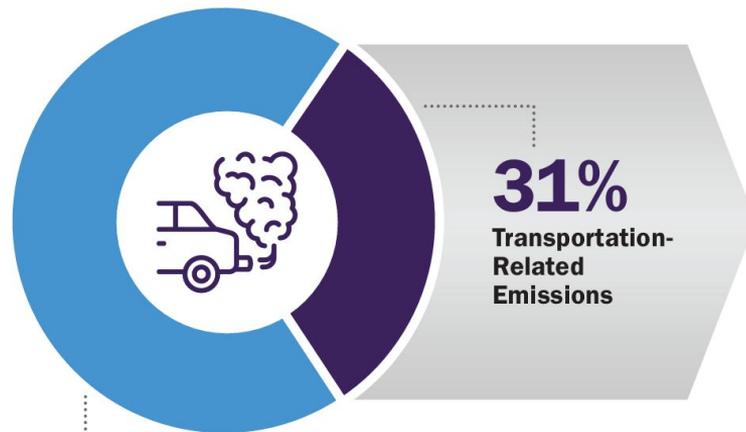
More driving means more air pollution and greenhouse gas emissions

TOTAL AIR POLLUTANT EMISSIONS



23%
All Other Sources

TOTAL GREENHOUSE GAS EMISSIONS



69%
Buildings and
Other Sources

Source: Denver Moves Everyone



Excessive parking undermines transit and walkability

Transit station areas need a minimum density of 15 homes per acre to support frequent transit

Only 7.5% of rail stations and 15% of frequent bus routes in the Denver region meet this threshold.



41st & Fox (G Line)
480 empty parking spots (out of 500)



Southmoor Station (E/H Line)
651 empty parking spots (out of 788)

Photo credit: Grace Hood.
Photos taken between 1:30
and 4 pm on April 11, 2023



Excessive parking hinders economic development

Longmont's removal of parking mandates for commercial buildings facilitated development of new restaurants and commercial establishments on smaller lots along Main Street.



Failure to proactively manage parking creates unnecessary conflict, makes it difficult to improve transportation options

LOCAL POLITICS

Sloan's Lake bike lane proposal would eliminate hundreds of parking spaces

Business owners are concerned about the impact the proposal would have.



East Colfax Parking Management Study Overview



Study Purpose

- Develop a coordinated approach to **managing demand for on- and off-street parking** along the East Colfax corridor
 - Adapt to reduction in parking supply
 - Explore opportunities for complementary programs that increase awareness of and access to mobility options
- Maximize the benefits of Bus Rapid Transit (BRT)
- Encourage residents, employees, and visitors to travel the corridor without driving
- Establish a model that can be replicated on other corridors



Steering Committee

- Denver City Council District 5
- Denver City Council District 9
- Denver City Council District 10
- Denver City Council At Large
- Denver Department of Climate Action, Sustainability, & Resilience
- Denver Department of Community Planning and Development
- Denver Department of Transportation and Infrastructure
- Denver Parks and Recreation
- Colorado Department of Transportation
- Regional Transportation District
- Bluebird Business Improvement District
- Colfax Ave Business Improvement District
- Downtown Denver Partnership
- The Fax Partnership
- Northeast Transportation Connections
- Transportation Solutions
- East Colfax Community Collective
- Capitol Hill United Neighbors
- South City Park Registered Neighborhood Organization
- City Park West Registered Neighborhood Organization



What's most important for East Colfax? Parking that is . . .

- Convenient (located right in front of your final destination)
- Available (you can find a spot whenever you need one)
- Free/low cost

No thriving district can meet all three of these criteria!



Study Findings

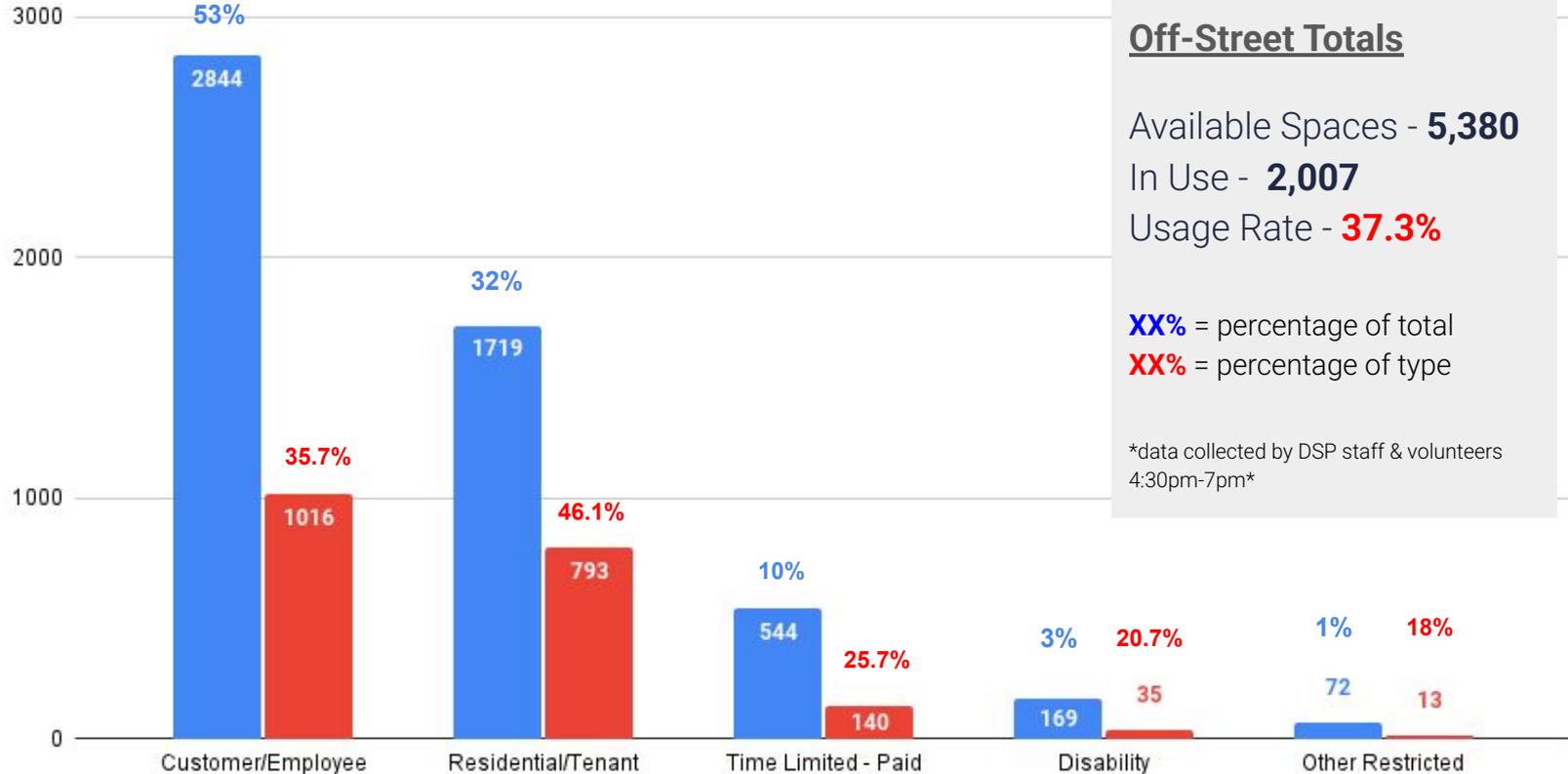


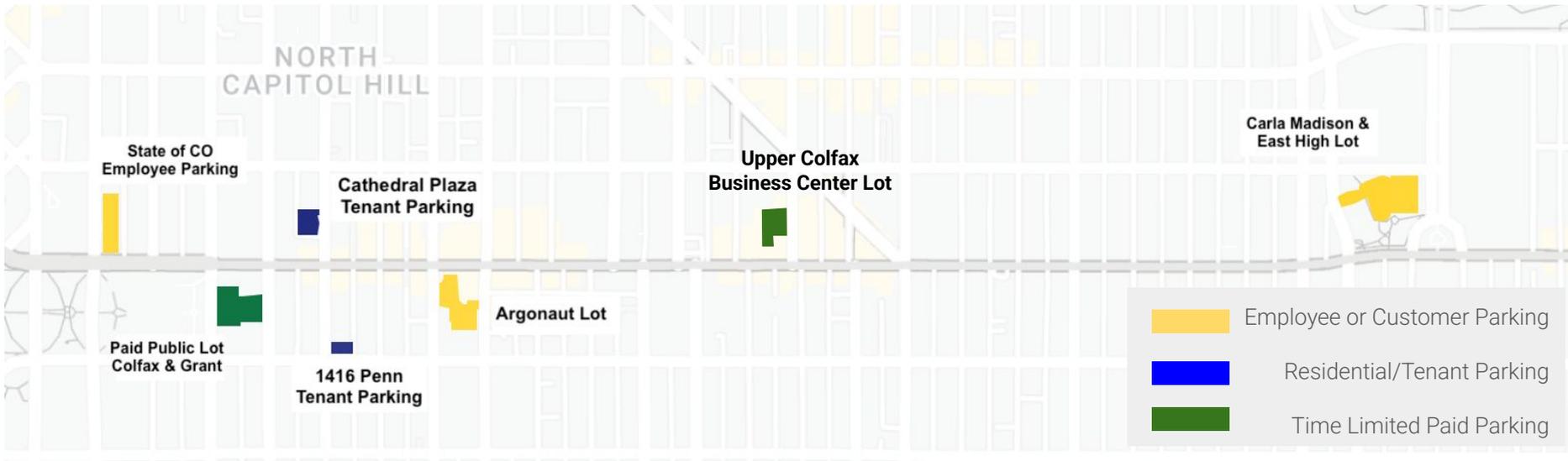
On Street Parking Capacity & Usage - Broadway to Colorado



Off-Street Parking Availability & Usage - Broadway to Colorado

■ Available Spaces ■ In Use





	Available Space	In Use	Usage Rate
Argonaut Lot	139	57	41%
State of Colorado Lot	139	33	24%
Carla Madison	123	112	91%

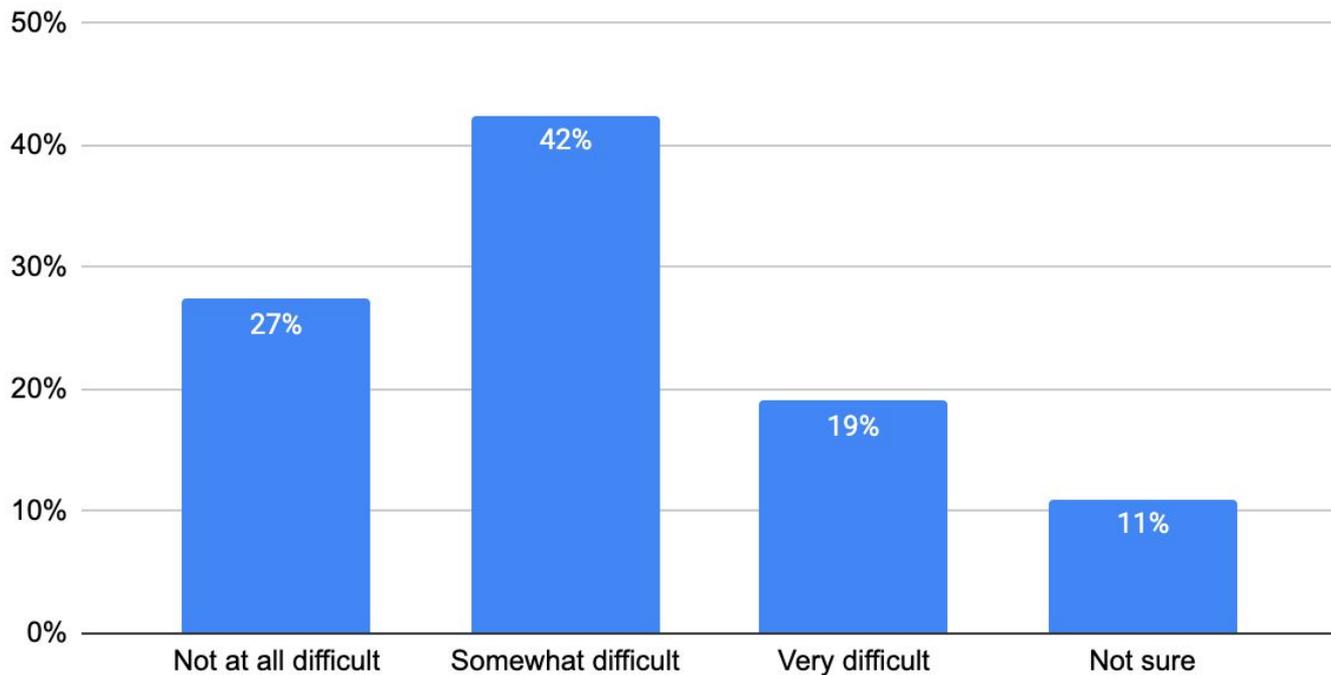
	Available Space	In Use	Usage Rate
Colfax & Grant Paid Lot	114	14	12%
Upper Colfax Business Center Paid Lot	92	13	14%
Cathedral Plaza	59	38	64%

Community Survey

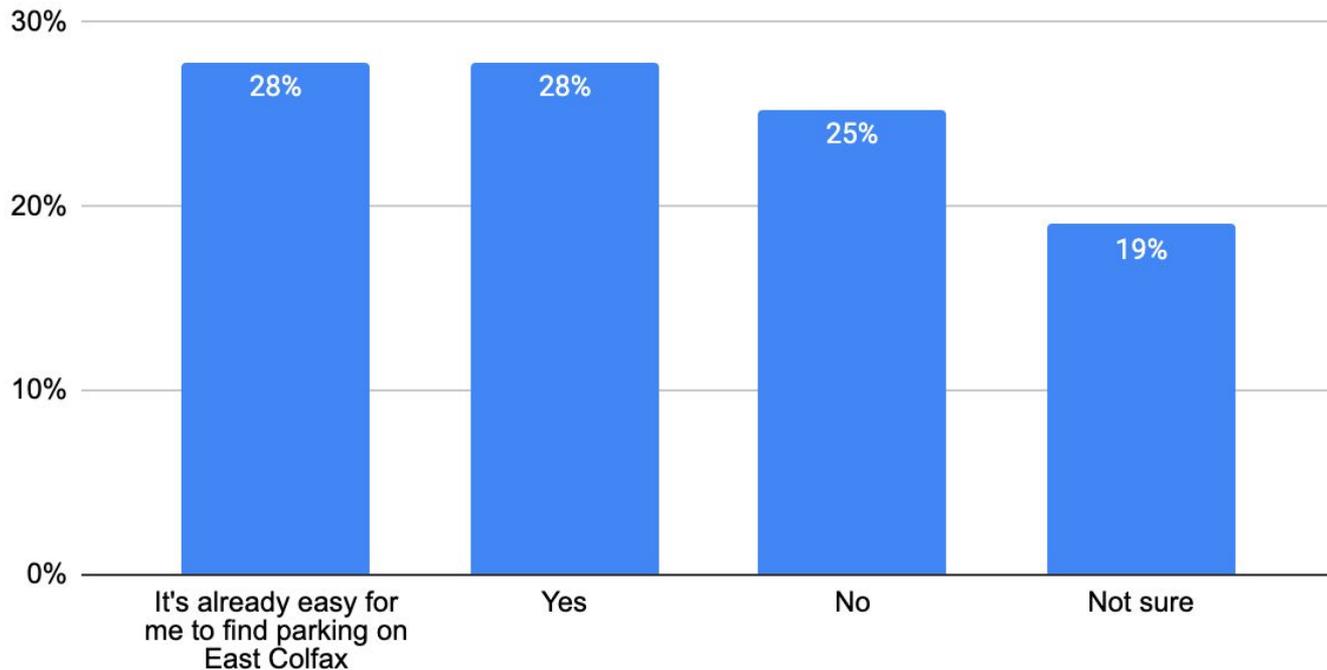
- Texting, targeted by zip code:
 - zip codes that East Colfax runs through in Denver
 - zip codes that East Colfax runs through in Aurora up to Picadilly Rd
 - zip codes w/in 3 miles of Colfax
 - Zip codes along Federal and Colorado Boulevard (key transit corridors that connect to Colfax)
 - Total number of people texted =
- Meta (facebook and instagram) ads, targeted to:
 - look alike” audiences and actual followers for DSP, Colfax Ave BID, Fax Partnership
 - People in our zip codes w/ related “interests”
- Flyers
- Survey available in English, Spanish, Burmese, Karen, Amharic and Korean



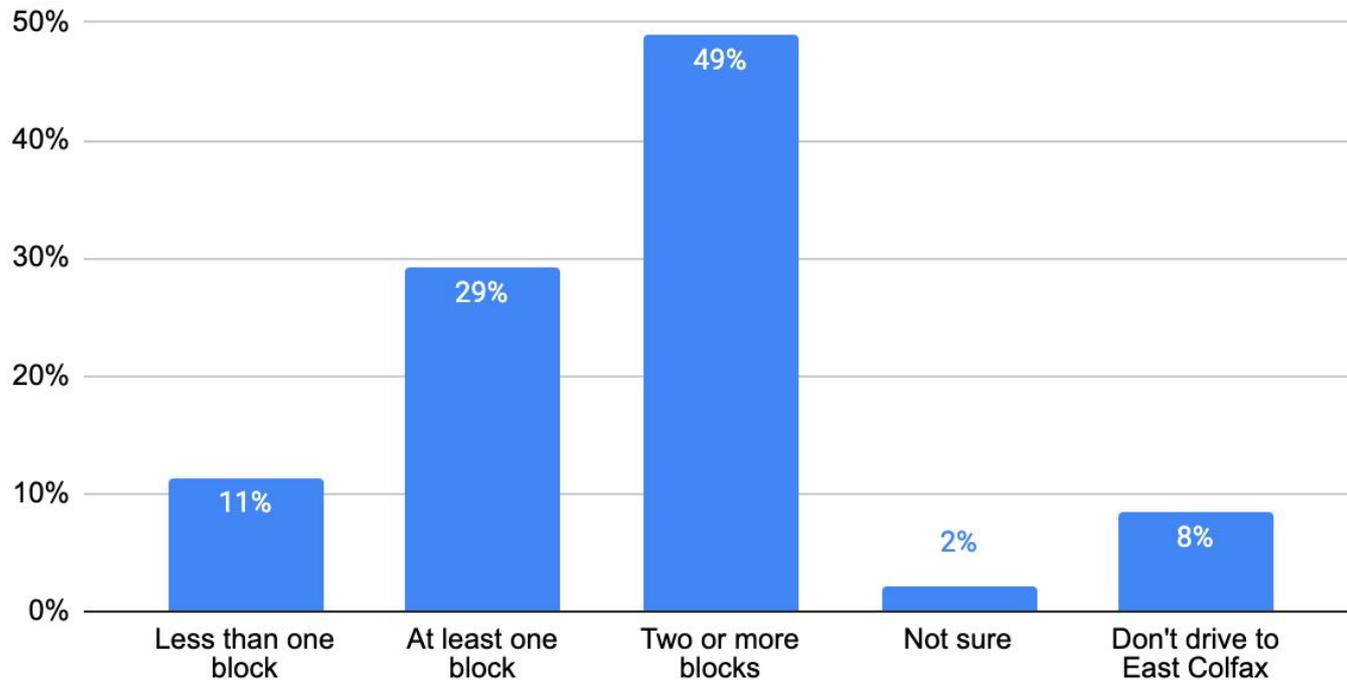
How difficult do you think it is to find parking on or near East Colfax?



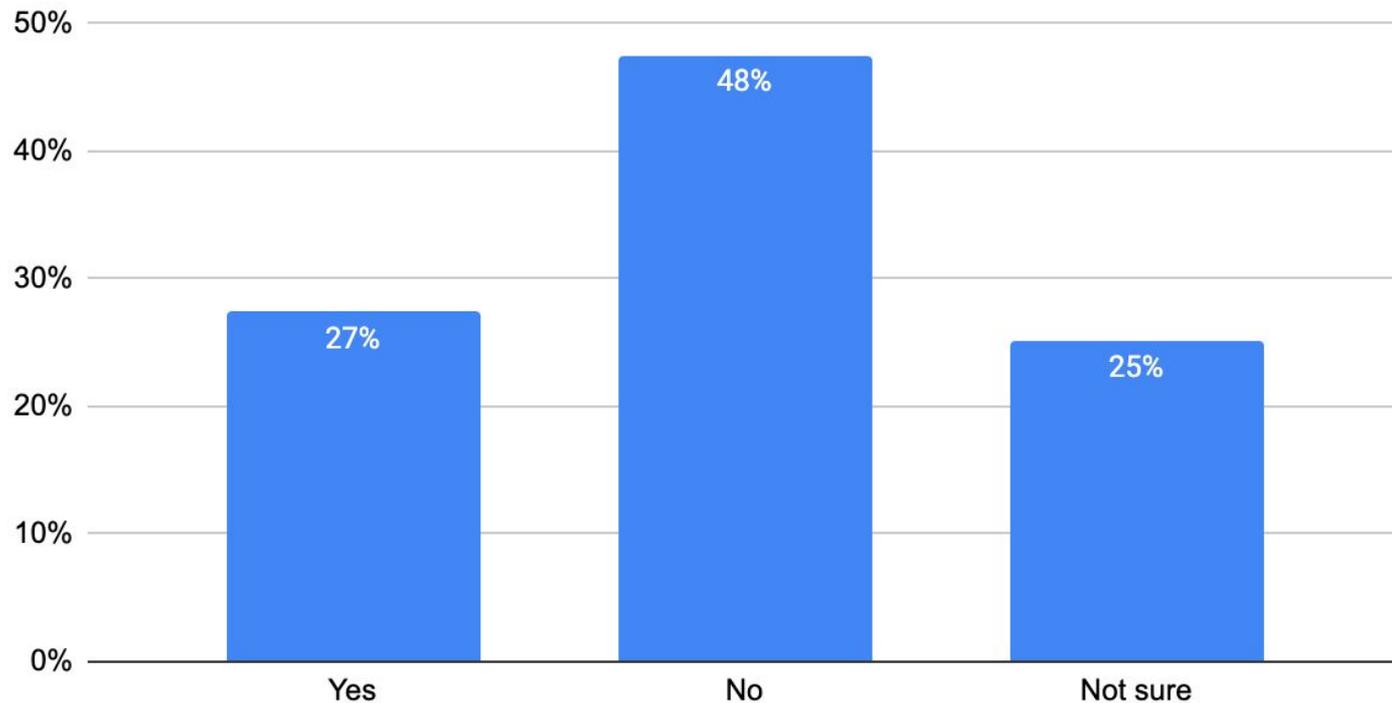
If it was easier to find parking on or near East Colfax, would you visit more often?



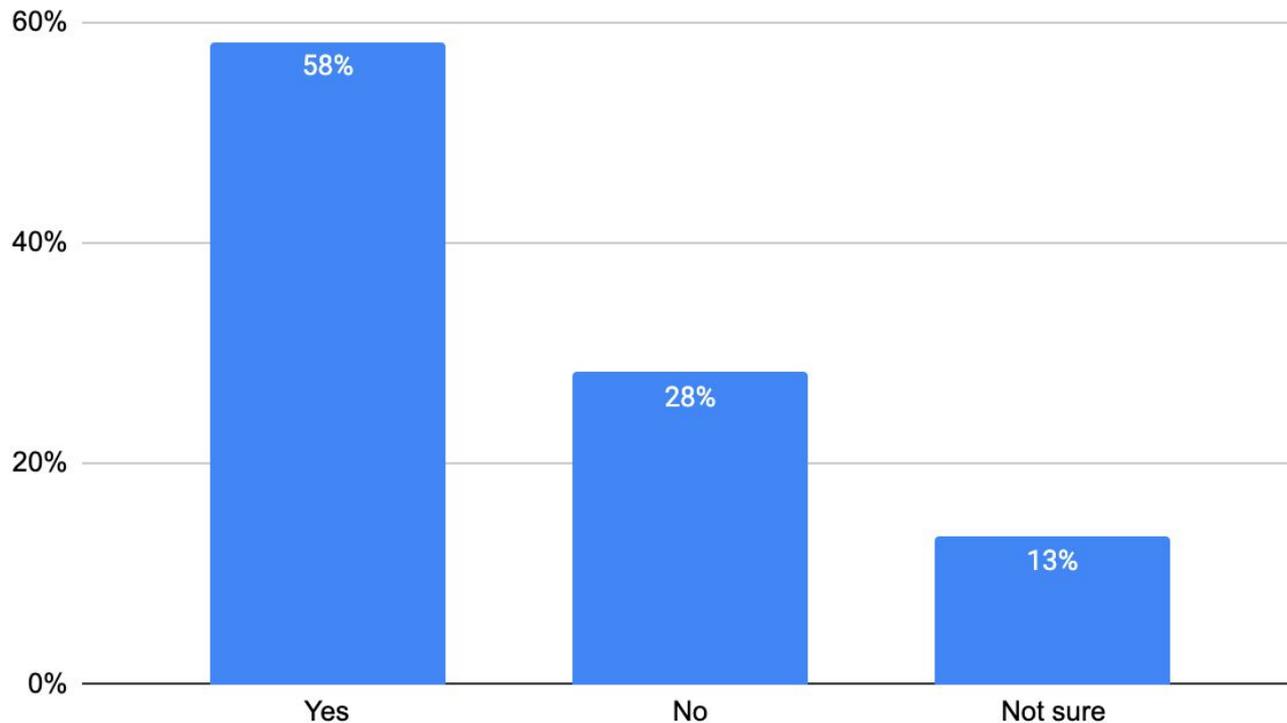
How far are you willing to walk from a parking spot to your final destination on or near East Colfax?



Would you support an increase in the cost to park on the East Colfax corridor if that meant it was easier to find parking?



Would you support an increase in the cost to park on the East Colfax corridor if the revenues were invested in programs that improve walking, biking, and transit options along the corridor?



Parking Management Best Practices

- Boulder, CO
- Fort Collins, CO
- Austin, TX
- Columbus, OH
- Pasadena, CA
- Pittsburgh, PA
- Portland, OR

*Final Recommendation:
Parking Benefit District Pilot Program
(AKA "Parking with Benefits")*



PBD Pilot vs Full Proposal

	PBD Pilot - 20207	PBD Full - 2030
Area	Broadway to Colorado, 13th Ave to 17th Ave	Broadway to Yosemite, 13th Ave to 17th Ave
Management	The Fax Partnership	
Revenue	Meter surcharge Off-street contracts	Pilot revenues Permit surcharge
Benefits	Employee EcoPass Limited Resident EcoPass Ambassadors	Pilot benefits Full Resident EcoPass Enhanced Maintenance Wayfinding Parking studies



PBD Management

The Fax Partnership

- Geographically unconstrained
- Familiar with City staff and processes
- Flexibly established as a community development corporation

Advisory Board

- Business, neighborhood, and transportation groups (e.g., BIDs, RNOs, TMAs)
- City staff and elected officials (Districts 5, 9, 10, At Large)
- Partner organizations (e.g., RTD, DRCOG)



PBD Revenues & Benefits - Pilot Proposal (2027-2030)

- Revenue collected from and benefits invested in Pilot area between Broadway, N Colorado Blvd, E 14th Ave, and E 16th Ave

Estimated Annual Revenues	Estimated Annual Benefits
\$1/hr meter surcharge = ~\$500k	Administration = ~\$50k
Negotiated off-street contracts = ~\$83k (10% of total revenues)	RTD Employee EcoPass = ~\$30k
	Limited RTD Resident EcoPass = ~\$125k
	Ambassadors = ~\$320k (scalable)



PBD Pilot vs Full Proposal

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Questions?

LEARN MORE AT

denver STREETS PARTNERSHIP.[org/what-we-do/colfax/parking](https://denverstreetspartnership.org/what-we-do/colfax/parking)

