

East Colfax Parking Management Study: “Parking (with) Benefits”

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Table of Abbreviations and Acronyms

Area Median Income	AMI
Bus Rapid Transit	BRT
Business Improvement District	BID
City and County of Denver	City
Colfax Curbside Action Management Plan	CAMP
Community Development Corporation	CDC
Denver Streets Partnership	DSP
Department of Transportation and Infrastructure	DOTI
East Colfax Ave Parking Benefits District	PBD
East Colfax Ave Parking Management Study	Study
Regional Transportation District	RTD
Registered Neighborhood Organization	RNO
Special Revenue Fund	SRF
Sustainable Urban Planning Advisors	SUPA
The Fax Partnership	The Fax
Transportation and Mobility Special Revenue Fund	SRF
Transportation Demand Management	TDM
Transportation Management Association	TMA
University of Colorado at Denver	CU Denver

EXECUTIVE SUMMARY

Already boasting more bus ridership than any other corridor in Metro Denver, East Colfax Ave will showcase the region's first urban bus rapid transit (BRT) service starting in 2027. Following a months-long study led by Denver Streets Partnership (DSP) and Sustainable Urban Planning Advisors (SUPA), City and County of Denver (City) policymakers as well as East Colfax Ave business owners, residents, and property owners are excited to pursue a parking benefits district that will enhance this unprecedented transit investment.

The East Colfax Ave Parking Benefits District (PBD) will optimally leverage this investment by collecting a surcharge from on-street parking fees over and above the City's standard hourly fee (currently \$2) and by encouraging property owners to publicly offer off-street supply. Reinvestment of on- and off-street parking revenues along the corridor will make parking more accessible, maintain BRT-related improvements, and broadly support the City's ambitious transportation goals established in *Denver Moves Everyone*, including reducing greenhouse gas emissions, improving air quality and public health outcomes, eliminating traffic fatalities and serious injuries, and connecting people of all ages, incomes, and abilities to their daily needs. Finally, the PBD will stand up a new model for inter-agency partnerships that should serve future BRT corridors in Denver.

Initially in effect between East 13th Ave and East 17th Ave and between North Broadway and North Colorado Blvd, where parking demand is the greatest, but established to cover the full BRT corridor to North Yosemite St as parking demand matures, the PBD will include several business improvement districts (BIDs), registered neighborhood organizations (RNOs), transportation management associations (TMAs), and community development corporations (CDCs). Because no one BID, RNO, or TMA covers the entire corridor, CDC The Fax Partnership (The Fax) will administer the district with the support of an Advisory Committee composed of BIDs, RNOs, TMAs, and local elected officials and staff.

These benefits will complement City rules that eliminate minimum parking requirements and require developers to invest in robust transportation options. Ultimately, the PBD will promote less costly development, attracting low- and moderate-income households, who typically rely on and support transit service like the enhanced bus service operating outside their door, and serving as a model for other BRT routes across Denver.

INTRODUCTION

The purpose of the East Colfax Ave Parking Management Study (Study) was to recommend a coordinated approach to managing demand for on- and off-street parking along Denver’s principal east-west corridor, expanding mobility options for all in line with forthcoming BRT service and encouraging residents, employees, and visitors to travel the corridor without driving. Consistent with planned BRT service, the study focused on the corridor from North Broadway to North Yosemite St and from East 13th Ave to East 17th Ave, with a particular emphasis on the section of East Colfax Ave between North Broadway and North Colorado Blvd where parking demand is the greatest.

To guide the Study and ensure strong community buy-in, DSP convened a Steering Committee with representatives from City Council, neighborhood associations, nonprofit organizations, business districts, transportation management associations, and public agencies; sought broader community input from residents, business owners, employees, and visitors to the corridor through surveys and other methods; and inventoried current parking supply and demand along the corridor. SUPA provided technical assistance for the study. DSP, SUPA, and the Steering Committee met for two hours approximately once a month from October 2024 through May 2025 to consider findings and deliberate recommendations for a proposal to improve parking management that supports multimodal mobility on the corridor.

This report summarizes those findings and deliberations, including a proposal for the East Colfax Ave Parking Benefits District, which will collect surcharge revenues from on-street parking and service fees from off-street parking and will fund multimodal programs that will help the City achieve many of its stated transportation goals. Administered by a community nonprofit with support from City elected leaders and staff, business owners, neighborhood residents, and transportation partners, the PBD will set a new standard for leveraging parking revenue to support reliable and equitable mobility.

FINDINGS

To develop a recommended approach to parking management and multimodal programming on the East Colfax Corridor, the Steering Committee considered relevant City planning initiatives and policies, data on current parking supply and demand, community input, and best practices in mobility management from across the country.

BRT Service

The first of several BRT routes proposed in the 2019 [Denver Moves: Transit Plan](#), East Colfax Ave BRT service will start in 2027 and deliver unparalleled urban transit service to Metro Denver, including dedicated bus lanes, enhanced stations, and service every few minutes during peak hours. The City expects that BRT will support more than 35,000 daily trips by 2040.

Implementing East Colfax Ave BRT will further Denver's goals related to environmental sustainability, equity, safety, and expanded mobility options. Because BRT construction requires the removal of approximately 300 of 970 existing on-street parking spaces, strategic parking management will be essential for the successful transformation of East Colfax Ave into a more transit-oriented corridor, where local businesses can thrive and the majority of trips are made by modes other than driving.

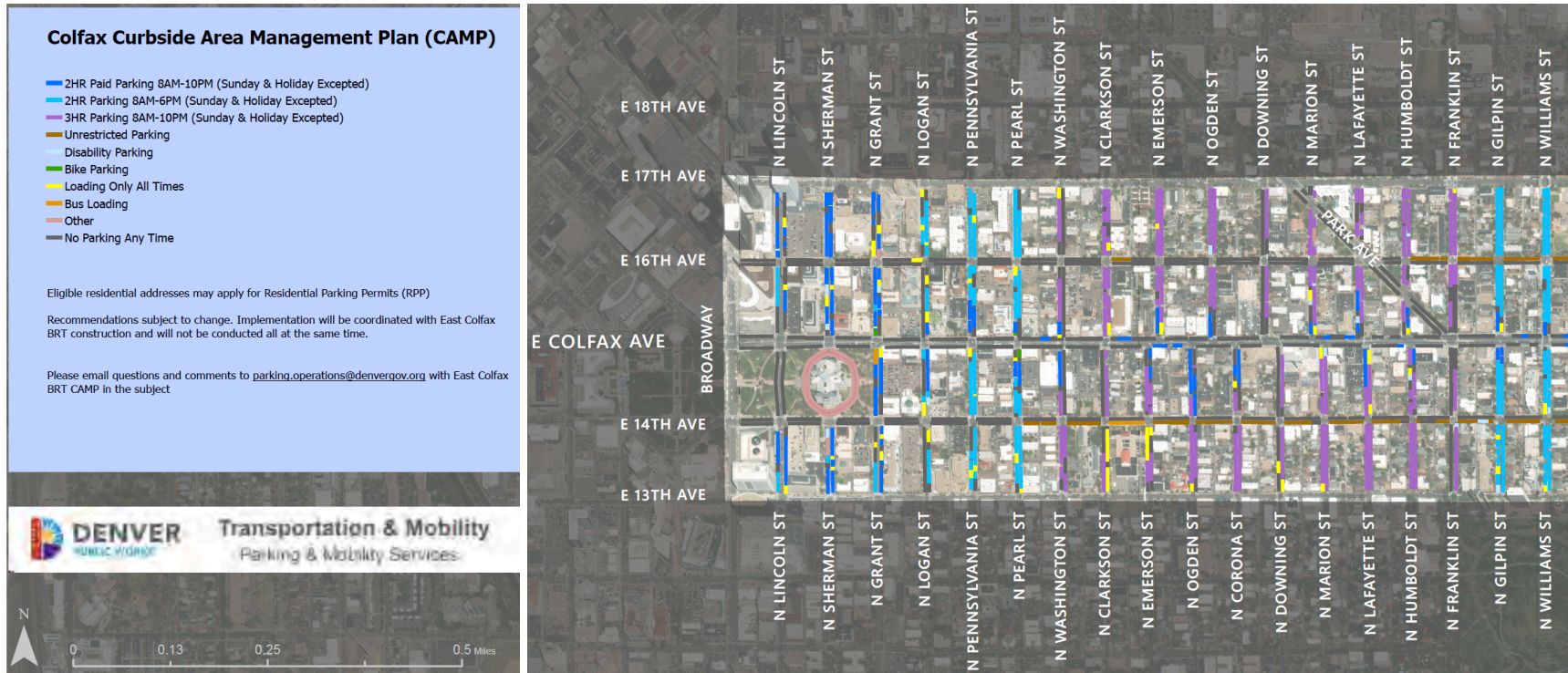
In 2024, the City collected \$190,000 from East Colfax Ave meters between North Broadway and North Josephine St. BRT construction eliminated many of those parking meters, diminishing on-street parking revenue from the East Colfax Ave corridor between 2024 and 2027. After construction, the City will re-install meters on East Colfax Ave for 164 parking spaces, add kiosks on side streets for 136 parking spaces, and operate a parking app to manage demand for all 300 priced parking spaces on the corridor.

Colfax Curbside Area Management Plan

In anticipation of the BRT, the City's 2024 [Colfax Curbside Area Management Plan \(CAMP\)](#) proposed several significant changes to parking supply between North Broadway, North Colorado Blvd, East 13th Ave, and East 17th Ave, including:

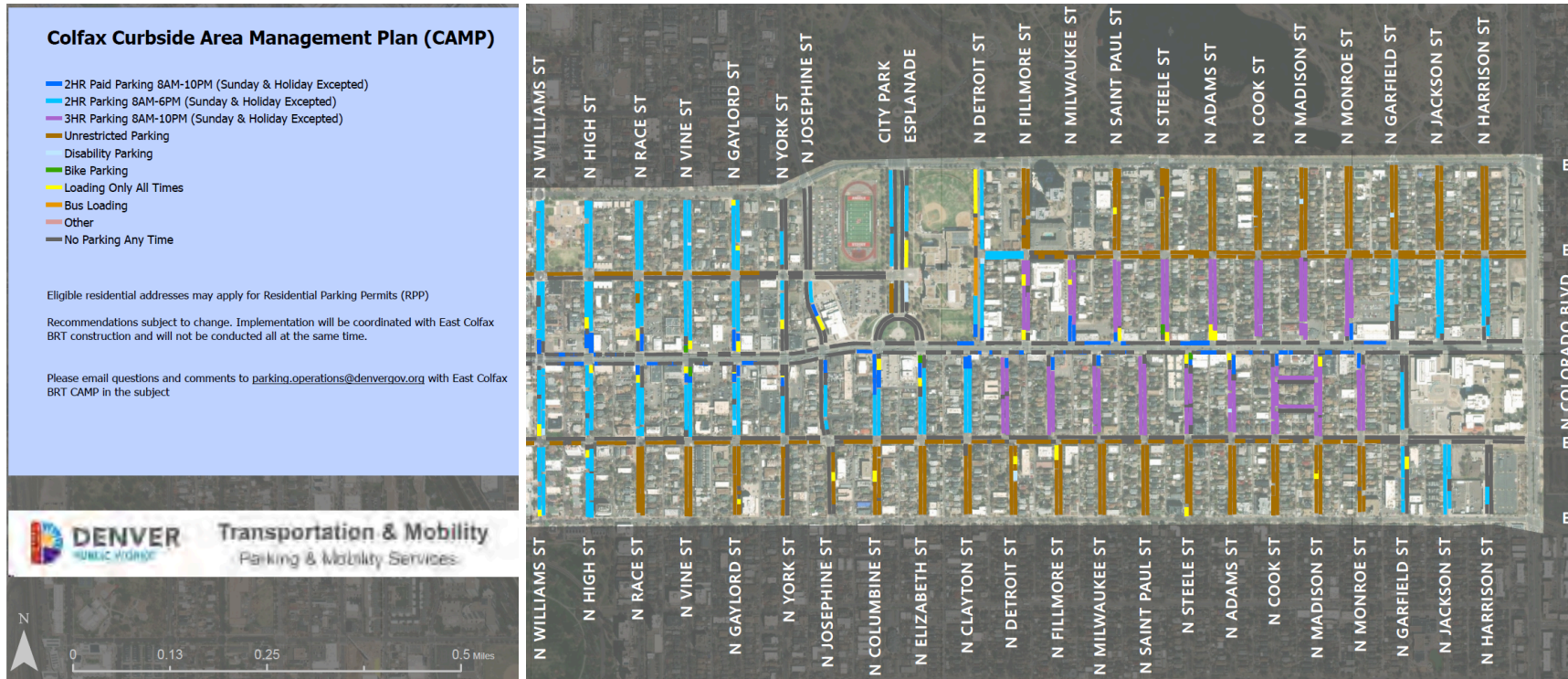
- Establishing 164 two-hour paid parking spaces on East Colfax Ave and approximately 136 two-hour paid parking spaces on side streets (in dark blue in Figures 1 and 2 below);
- Establishing approximately 4,300 two- or three-hour free parking spaces on side streets (light blue and pink, respectively);
- Retaining unrestricted, disabled, and bike parking spaces in the area; and
- Introducing short-term loading on side streets near East Colfax Ave.

Figure 1: CAMP, North Broadway to North Williams St



Source: [CAMP](#)

Figure 2: CAMP, North Williams St to North Colorado Blvd



Source: [CAMP](#)

Parking Supply and Demand

The Study compared data on parking supply and demand along East Colfax Ave corridor from three different sources:

- The Colfax CAMP;
- University of Colorado at Denver (CU Denver) graduate students;
- DSP staff and volunteers in the summer and fall of 2024.

Although each source collected data at different times with different methods, the findings were generally consistent: While a similar amount of parking is available on- and off-street, drivers use off-street parking significantly less. For example, between North Broadway and North Colorado Blvd, CU Denver students found approximately 62 percent of on-street parking used but only 37 percent of off-street parking used. (Figures 3 and 4)

Figure 3: On-Street Parking Supply and Demand, North Broadway to North Colorado Blvd

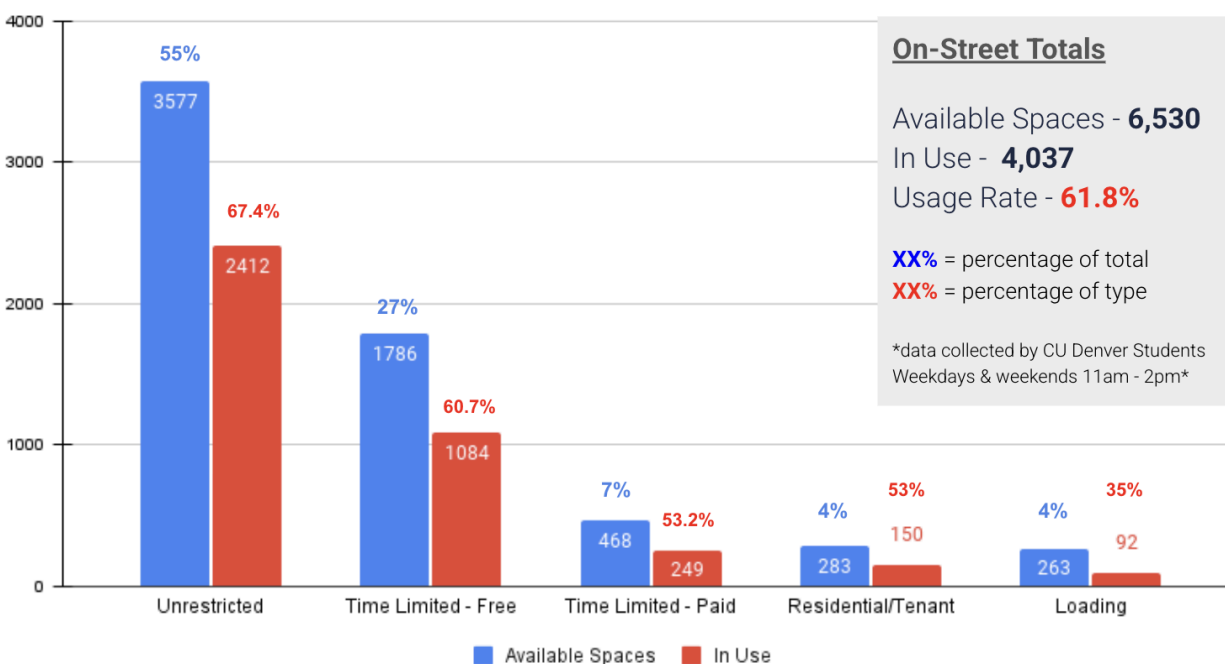
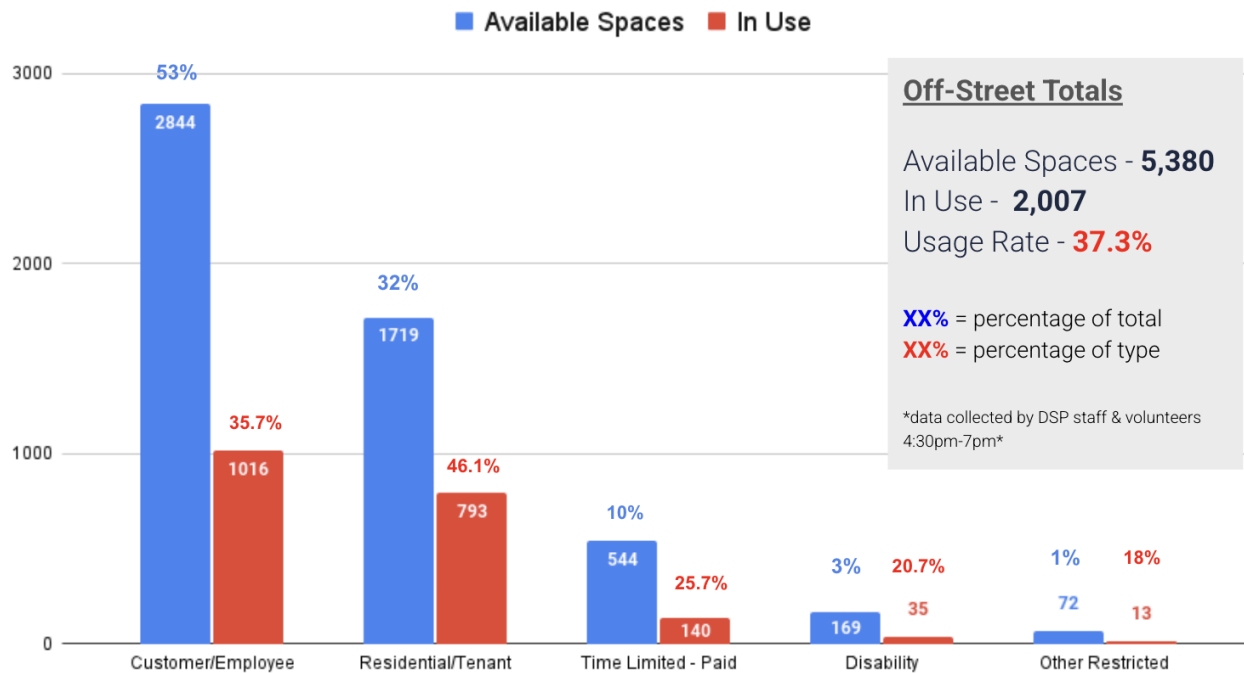
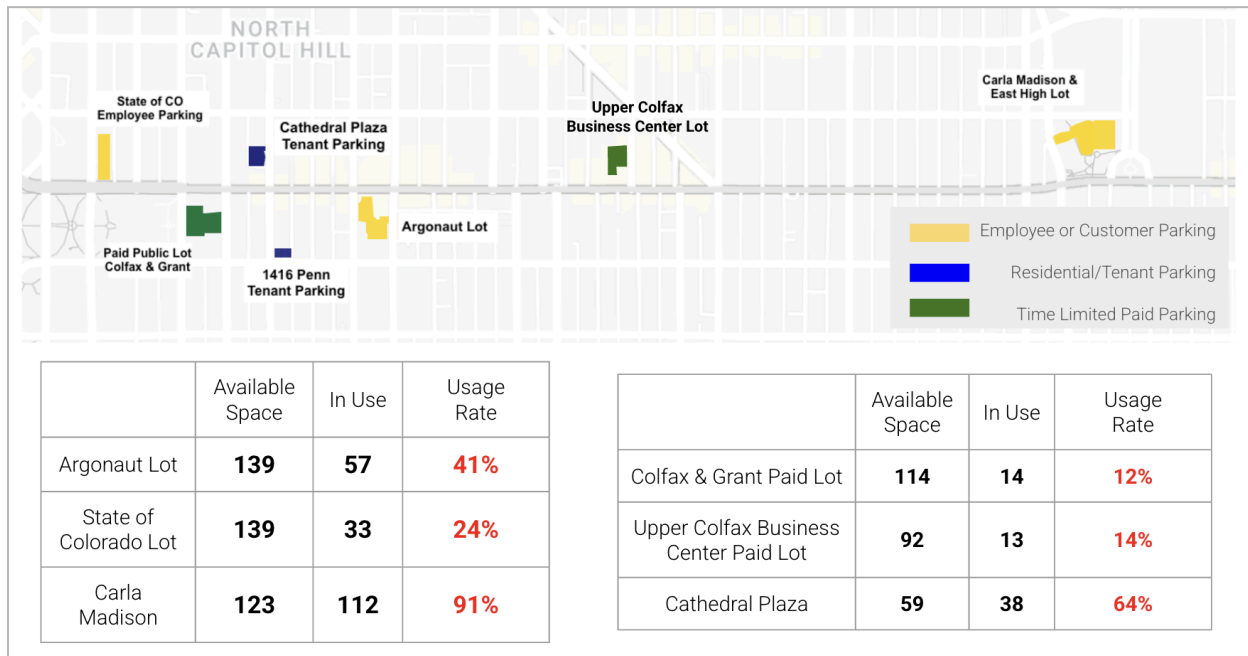


Figure 4: Off-Street Parking Supply and Demand, North Broadway to North Colorado Blvd



Much off-street parking along the corridor is owned by private property owners, and neither the City nor any other entity to date has coordinated public accessibility, pricing, advertising, or any other aspects of this underutilized parking supply. Figure 5 below highlights some types of off-street parking opportunities currently available, showing variable and confusing access among employees, customers, and other visitors, whose required payment often depends on their purpose traveling on the corridor.

Figure 5: Examples of off-street parking opportunities and usage rates on East Colfax Ave



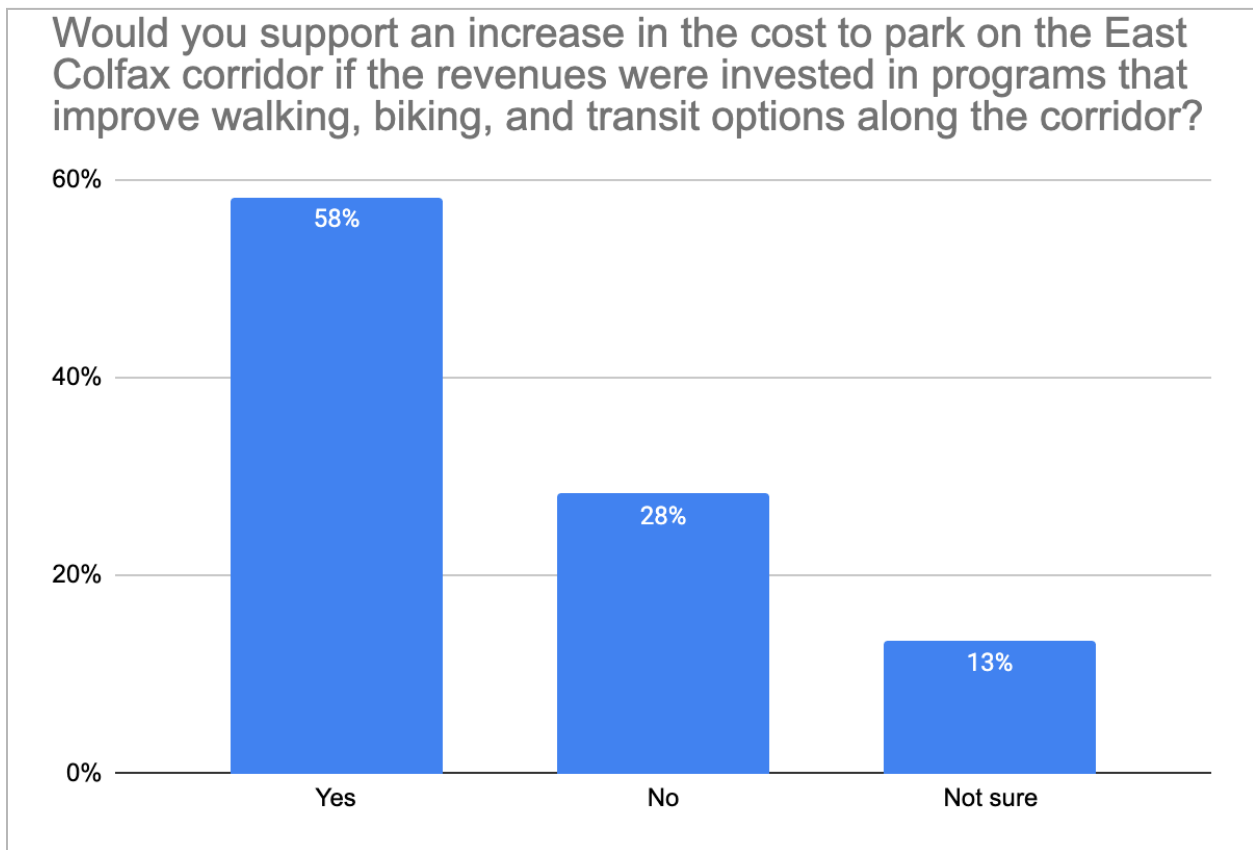
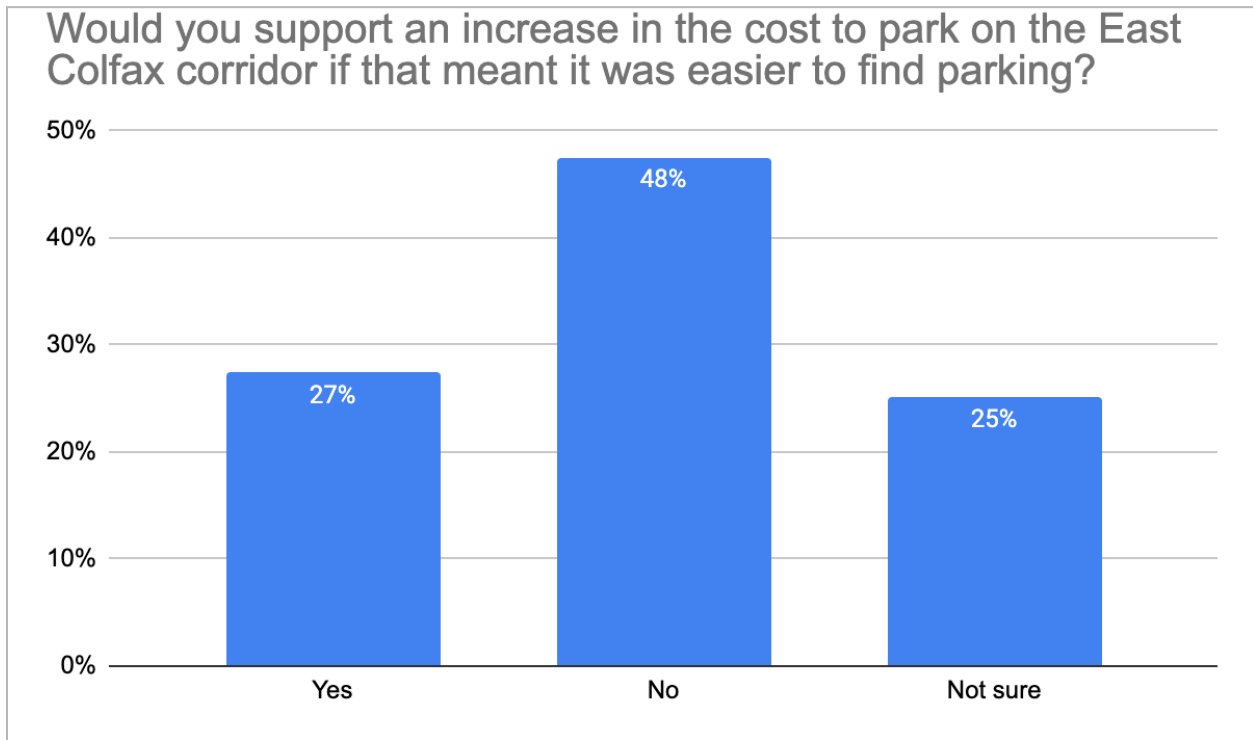
Community Input

In December 2024, DSP worked with Steering Committee members to gather community input via a multilingual survey advertised via geographically targeted flyers, social media, and texting outreach. Of 1,041 respondents, 60 percent live on or near the corridor, 30 percent work on or near the corridor, and nearly 60 percent of respondents indicated they visit the corridor multiple times a week. Key findings include:

- Nearly half of respondents (48 percent) who drive to the corridor park on side streets, compared to only 18 percent who park at a meter on East Colfax Ave.
- Most respondents will walk at least one block from a parking space, with 49 percent willing to walk two or more blocks. (People with disabilities and older adults prefer shorter distances.)
- Only 28 percent of respondents indicated that they would visit East Colfax Ave more often if it were easier to find parking, whereas 47 percent of respondents would visit more often if it were easier to walk, bike, or take transit to the corridor.
- Similarly, asked whether they would pay more for parking, only 27 percent of respondents would pay more if it became easier to find parking, while 58 percent of respondents would pay more if revenues were invested in programs that improve walking, biking, and transit options. (Figure 6)

More detailed survey results are available in the [January 2025 Steering Committee presentation](#).

Figure 6: Community Survey Responses regarding Increased Parking Prices



Mobility-Management Best Practices

SUPA researched mobility-management practices across the country, including:

- The [City of Boulder, CO](#), recently established free short-term on-street parking and increased hourly [meter](#) and annual [permit](#) fees. The City dedicates a portion of downtown parking revenues to purchase [RTD EcoPasses](#) for employees of downtown businesses.
- The [City of Fort Collins, CO](#), charges an increasing fee for neighborhood parking permits around Colorado State University in order to mitigate long-term demand for district parking. As a quasi-enterprise fund, collected revenue remains within the City's Parking Services division.
- The [City of Austin, TX](#), coordinates on- and off-street parking management, collecting hundreds of thousands of dollars per year in meter revenue to fund multimodal infrastructure investments while relaxing minimum parking requirements to support redevelopment.
- The [City of Columbus, OH](#), collects and shares parking revenue with the non-profit Short North Arts District to discount employee transit fare, support employee car-, ride-, and bike-share programs, and advertise public off-street parking in the commercial district.
- The [City of Pasadena, CA](#), bonded against projected revenues from new meters in its historic district to make streetscape improvements. Five years after making those improvements, sales tax revenue in the district quadrupled and today regularly generates over \$1 million annually.
- The [City of Pittsburgh, PA](#), addressed concerns for public safety in the South Side Flats entertainment district by extending meter hours to fund a complimentary shuttle to nearby parking lots, new street lights, and nighttime patrols.
- The [City of Portland, OR](#), charges an additional \$120 or \$280 for parking permits in two business districts to fund [Transportation Wallet](#), a value of nearly \$800 on transit, bike, and scooter services to those who trade in or opt not to receive permits or purchase a Wallet for \$99.

PROPOSAL: THE EAST COLFAX AVE PARKING BENEFITS DISTRICT

Drawing from the findings described above, the Steering Committee considered various approaches to parking management and developed consensus around the following recommendation to establish the East Colfax Ave Parking Benefits District. (The Committee further recommended marketing the program as the *Parking (with) Benefits District* to align with the character of the corridor.)

Similar to parking management districts across the country, the PBD will encourage reliable and convenient multimodal access to corridor stations, businesses, and neighborhoods while complementing City goals for increasing use of non-driving transportation options, business retention, and affordable-housing options initially where parking demand is greatest and where the City has planned enhanced parking management but ultimately along the full extent of BRT service.

The PBD will rely on an established, East Colfax-based nonprofit to administer the program in coordination with local policymakers, business owners, neighborhood groups, transportation providers, and other stakeholders to ensure responsible and responsive management of revenues and benefits.

The PBD will receive surcharge parking revenues from the City, will contract with property owners for public access to private off-street parking facilities, and will invest in mobility programs, enhanced maintenance of forthcoming capital improvements, and additional corridor programming and assets.

Ideally, a pilot of the PBD will launch concurrently with the opening of BRT service in 2027 before the district expands to meet increasing parking demand on the dynamic corridor. As it responds to changing needs, the PBD will consider additional sources and uses of funding that continue to enhance multimodal access summarized in Table 1 and detailed below.

Table 1: Comparison of Pilot and Full PBD Programs

	Pilot PBD	Full PBD*
Area	North Broadway to North Colorado Blvd East 13th Ave to East 17th Ave	North Broadway to North Yosemite St East 13th Ave to East 17th Ave
Administration	The Fax Partnership	
Revenues	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

**Pending evaluation of Pilot PBD outcomes.*

Recognizing the reality that no vibrant commercial area can simultaneously offer parking that is free or low cost, available (meaning it is always easy to find an empty parking space), and convenient (meaning visitors to a particular destination can always park directly in front of that destination), the Steering Committee established the following priorities to guide the PBD when tradeoffs are required:

- First (highest) priority: Availability of parking
- Second priority: Convenience of parking
- Third (lowest) priority: Affordability of parking

The Steering Committee also expressed a strong desire to provide affordability options specifically for low-income residents, whom increased parking fees would disproportionately impact, and to prioritize convenience for people with disabilities and older adults by designating frequent handicapped parking spaces and passenger loading zones on East Colfax Ave.

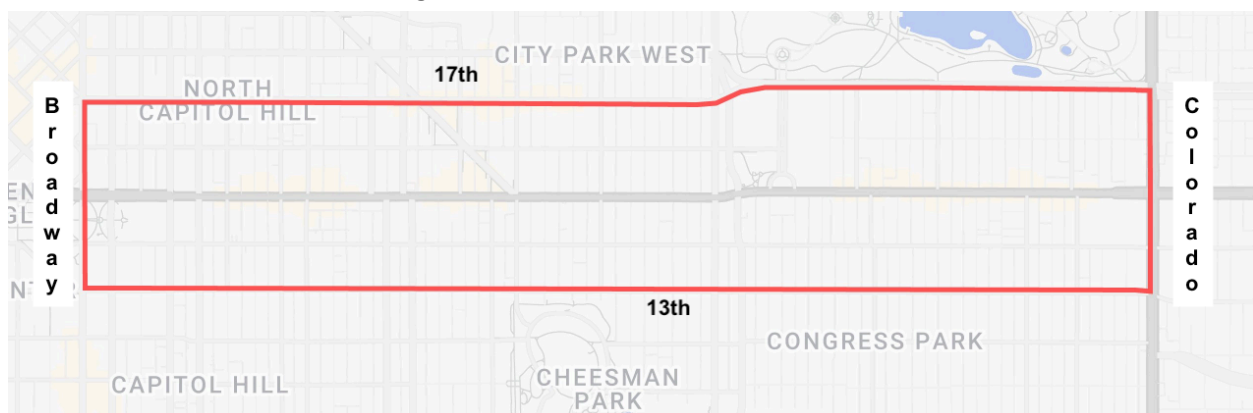
Area

Stretching more than five miles from Downtown Denver to the Aurora line, East Colfax Ave and neighboring streets experience variable parking demand.

Consistent with BRT service, the full district eventually will stretch from North Broadway to North Yosemite St. In line with the southern and northern extents of the CAMP, the PBD will encompass areas between East 13th Ave and East 17th Ave.

The Pilot PBD focuses on high parking-demand areas between North Broadway and North Colorado Blvd, where the Colfax BID and Bluebird BID operate. Consequently, Pilot benefits primarily, but not exclusively, will support businesses in this area through close coordination with the BIDs.

Figure 7: East Colfax Ave PBD Pilot Area



Administration

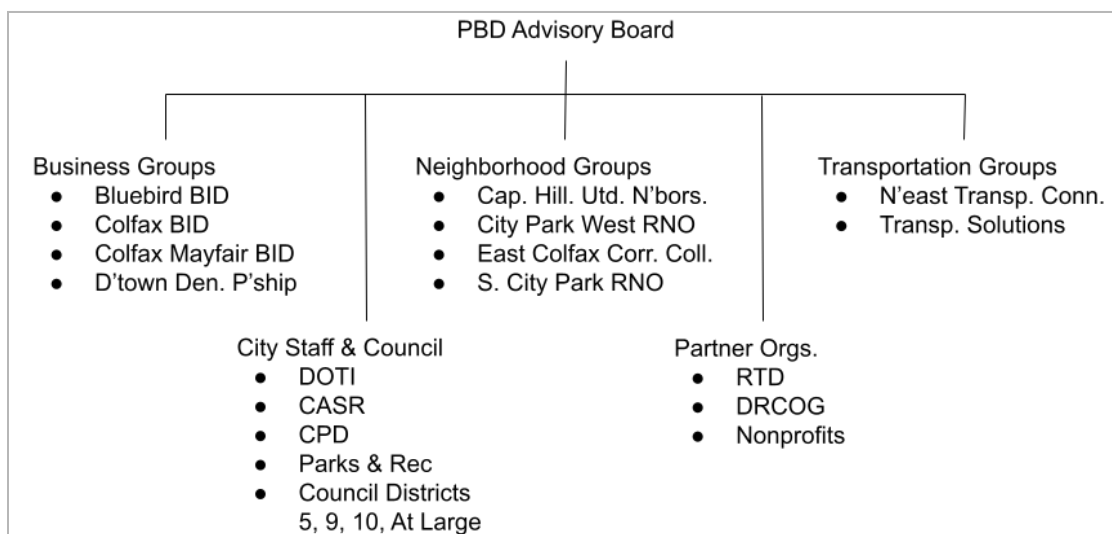
The PBD's expansive area requires an administrator that will adapt with variable demands. The Steering Committee considered several organizations to administer the PBD, including the City, a CDC, BIDs, RNOs, and a TMA and considered each organization's pros and cons. For example, although BIDs or RNOs best understand the needs of their respective commercial or residential members, their selective areas do not align well with the needs of a corridor-wide district.

The Steering Committee recommends that The Fax Partnership leads the PBD. As a CDC, The Fax is geographically unconstrained and favorably positioned to address not only mobility management but also real estate transactions that will affect the efficacy of the PBD, including coordination between commercial and residential interests and negotiations with property owners to share off-street parking.

With support from other Steering Committee members, The Fax will work closely with City staff and elected officials to determine the legislative process to establish the PBD, keeping in mind the need to create a model that can adapt to other high-capacity transit corridors without creating unintended negative consequences for the City's General Fund or Transportation and Mobility Special Revenue Fund (SRF). Once established, the City will continue to collect parking revenues and distribute the surcharge to the PBD to promote multimodal transportation along the corridor.

Reflecting the collaborative spirit and attentive interest of the project Steering Committee, an Advisory Committee composed of similar BIDs, RNOs, TMAs, and local elected officials and staff will guide the PBD and determine appropriate benefits to fund with on- and off-street parking revenues, as illustrated in Figure 8. Benefits may include subsidized transit and micro-mobility fees for PBD-area employees and residents, ambassador services, enhanced maintenance of BRT-related capital improvements over and above standard City practices, investments in additional streetscaping, and studies to evaluate and calibrate parking management strategies over time.

Figure 8: PBD Advisory Committee Membership



Revenue

As any parking-management district, the PBD intends to manage parking to maintain approximately one to two available parking spaces per block on East Colfax Ave and neighboring streets through surcharge pricing and support for multimodal mobility.

Across Denver, the City collects parking revenue from on-street parking meters that charge \$2 per hour and from on-street residential parking permits that cost \$20 per year and directs this revenue to the General Fund and SRF to support citywide activities. Currently in the PBD area, the City collects only on-street meter revenue; there is no permit program nor publicly owned and paid off-street parking areas in the area. However, when CAMP establishes time-limited parking, the City will establish a complementary permit program to allow residents to park in the area longer than time limits allow. Although the City or an affiliate agency owns off-street parking facilities at East Colfax High School, Carla Madison Recreation Center, and the District Six Police Station, the City does not currently expect to make this parking publicly available.

In coordination with the City, the PBD will establish a surcharge on on-street parking and contract with private property owners to access off-street parking in order to manage demand and generate revenue for multimodal investments. After the pilot phase, a surcharge on residential parking permits may be considered as an additional source of revenue. Table 2 summarizes estimated revenues from the Pilot PBD area.

Table 2: Summary of Estimated Annual Revenues in the Pilot PBD Area

On-Street Meters	\$504,000
Off-Street Parking Fees	\$83,000
On-Street Permits (to be considered after the pilot phase)	\$45,000

Low-Income Household Discounts: The City's [Solid Waste Service Rebate and Sidewalk Program Rebate Program](#) for low-income households serves as a useful precedent for the PBD. Summarized in Table 3, after completing an application to determine eligibility, residents receive a rebate on City fees. This rebate could potentially extend to parking management if households listed their vehicle license plate numbers on the application, allowing savvy on-street payment methods like kiosks and apps and off-street parking technology like license plate recognition and QR codes to discount parking fees. (Note: revenues in Table 2 do not include discounts for low-income drivers due to the complexity of discerning current drivers' household incomes and their likelihood of continuing to park on or near East Colfax Ave.)

Table 3: Solid Waste and Sidewalk Fee Rebate Program

Household Income Relative to Area Median Income (AMI)	Rebate Percentage
60%	50%
50%	75%
30%	100%

On-Street Parking Meters: The Steering Committee strongly recommends establishing a surcharge on hourly meter rates during the Pilot PBD phase at a variable rate to maintain access to on-street parking. Based on meter revenues collected on East Colfax Ave in 2024 and considering CAMP’s location of new meters near the Capitol, the project team expects that a surcharge of \$1 per hour applied to 300 meters on East Colfax Ave and side streets, which will operate 14 hours per day, six days per week, and 50 weeks per year at approximately 40 percent utilization, will generate \$504,000 in 2027. Borrowing the Waste Management and Sidewalk models for income-qualified discounts, the PBD expects a reduced surcharge for low-income households who register their vehicle license plate numbers with the City to apply.

Residential Parking Permits: The Steering Committee recommends waiting until after the Pilot PBD period to consider imposing a surcharge on residential parking permit fees. Based on utilization rates in similar Denver neighborhoods, the project team expects that a surcharge of \$50 per year for half of the roughly 1,750 eligible households in the Colfax CAMP area would generate almost \$45,000 annually. To make this surcharge more palatable, Denver could impose the surcharge only on new residents and with the income-qualified discount described above.

Off-Street Parking: In addition to surcharge revenue for on-street parking in the public right-of-way, the PBD also will collect revenue from off-street parking on private property. Similar to it serving as a single contracting agent with RTD on behalf of corridor businesses to receive Employee EcoPasses (see “Benefits” section below), The Fax would work closely with BIDs and RNOs to represent property owners in negotiation with a parking operator to expand paid public parking. The Steering Committee recommended that the PBD charge an initial 10 percent service fee to facilitate contracts between a parking operator and property owners and provide ongoing support for off-street parking management. Third-party parking operator Metropolis estimates that contracts at nine off-street parking facilities in the Pilot area could generate roughly \$830,000 for property owners each year.

Dedication of Surcharge Revenue to BRT Corridor: It is critical that the City segregate parking surcharge revenues and allocate those revenues to the PBD specifically for investments on the East Colfax Ave corridor. If revenues remain in the City’s General Fund or SRF, they risk citywide appropriation instead of returning to the corridor - a principal tenet of any parking benefits district and an essential prerequisite for strong public support, as shown by the community survey results and best practice research. Consistent, dedicated revenues also ensure the stability of the PBD as a long-term steward of parking management strategies and associated multimodal programming along the corridor.

Benefits

With the parking revenues described above, the PBD will support a variety of investments that will promote parking access and multimodal transportation along the corridor. Per Table 4, the Steering Committee recommended several initial investments of parking revenues (not necessarily in order of priority):

Table 4: Summary of Estimated Annual Benefits in the Pilot PBD Area

Employee EcoPass	\$30,000
Resident EcoPass	\$125,000
Ambassador Program	\$320,000
Maintenance Program	\$150,000
Administration	\$50,000

Employee EcoPasses: The Colfax BID and Bluebird BID estimate nearly 300 businesses in their combined service area roughly between North Broadway to North Colorado Blvd. The project team therefore estimates that the Pilot PBD would need 1,500 employee EcoPasses, assuming an average of five employees per business. As RTD would charge \$20 per EcoPass of the Pilot area per year, the project team estimates that providing RTD EcoPasses to Pilot area employees would cost approximately \$30,000 per year.

Household EcoPasses: Based on information from the City, the project team estimates 3,500 households living in the Pilot area. At \$125 per EcoPass per household per year, the PBD could not afford to provide EcoPasses to every household in the Pilot area. However, the PBD could afford half the cost of an EcoPass for approximately 2,000 households living in multifamily properties, where developers may choose to satisfy City TDM requirements by purchasing EcoPasses for their residents. By leveraging developer funding, the PBD will help promote transit use and support TDM investments on the corridor.

Street Ambassadors: The PBD will fund ambassadors to meet and greet visitors on the street, helping the corridor to feel more safe and inviting. Based on a similar contract between the Downtown Denver Partnership and its ambassadors, the PBD expects a two-person ambassador team to cost approximately \$64 per hour, including an administrative fee of 40 percent. Importantly, the PBD should be able to scale the ambassador program to match funding availability. For example, a two-person ambassador team working eight hours per day, three days per week would cost \$319,488 per year.

Maintenance of Enhanced Streetscape Elements: The City will make considerable streetscape improvements to East Colfax Ave, including but not limited to additional transit infrastructure, street

furniture, and street trees. The PBD will dedicate available revenue to additional maintenance of these assets over and above the City's standard maintenance practices. Based on estimates from the Colfax and Bluebird BIDs, the PBD expects to spend \$150,000 annually for this enhanced maintenance of assets in the Pilot PBD area.

Additional Benefits: Based on comparable benefits districts around the country, additional benefits could include consistently branded wayfinding to help drivers find off-street parking facilities, parking studies to calibrate parking-management strategies, and expanded subsidies for micromobility services as funding allows. Of note, since third-party parking operator Metropolis supports wayfinding to its managed parking facilities through a membership program with registered users, partnering with Metropolis could eliminate this benefit's cost while accelerating its delivery.

Administrative Costs: Finally, as with management of similar districts, the PBD will require an estimated \$50,000 each year to support administration of the program on a regular basis, and start-up costs may be higher to negotiate contracts with RTD, property owners, and a parking operator. The PBD may pursue grants to offset this cost, but the PBD and its partners should not rely on grants alone for long-term funding. The initial off-street parking service fee may be useful to account for increased start-up costs.

NEXT STEPS

This proposal to establish the East Colfax Ave PBD serves as the first of several steps to realize the potential for parking revenue to support multimodal mobility on the corridor. The proposal's success relies on various partners to continue to advance the PBD through appropriate channels to create, maintain, and improve the District and its commitment to mobility management.

Pursue Funding before Revenue Sharing: The City and community partners should pursue opportunities to forward-fund benefits before BRT service and the Pilot PBD phase start in 2027. For example, the City could immediately leverage CASR's [Climate Protection Fund](#) to purchase Employee EcoPasses for corridor businesses, helping to promote use of existing transit service while supporting local businesses affected by BRT construction. In addition, The Fax or other community partners could apply for funding from Denver Region Council of Governments' [Transportation Improvement Program](#), Colorado Department of Transportation's [TDM](#) and [Main Streets](#) programs, and Colorado Energy Office's [Local Climate Action Accelerator](#) program.

Organize Additional Support: This proposal has enjoyed broad support from a Steering Committee representing various organizations on or near East Colfax Ave. For the PBD to succeed, it is essential for these organizations to advocate for the PBD and to influence its success as members of its Advisory Board. Moreover, as a model for other districts on future BRT corridors, similar business, neighborhood, and transportation groups should support the PBD and seek to emulate its programs in other corridor contexts.

Establish the PBD and Revenue Sharing: Because the PBD relies on the City to collect and dedicate surcharge parking revenue, partners must determine the appropriate legislative mechanism to officially establish the PBD and share revenue from the City to the PBD. Based on conversations with Council members, this step may require City Council approval, similar to establishing the SRF.

CONCLUSION

This Study convened a broad array of stakeholders representing City leaders, East Colfax Ave businesses and residents, transportation providers, and nonprofit organizations to inform a proposal for a more accessible, equitable, and multimodal corridor. Based on feedback from more than 1,000 survey responses, evaluation of existing parking resources, and review of national and local best practices in parking management, the project Steering Committee advanced recommendations for collecting a surcharge on parking revenue to support a variety of mobility options that will complement and adapt to an unprecedented investment in bus rapid transit. With ongoing collaboration among stakeholders, the success of the East Colfax Ave Parking Benefits District should spur similar approaches to promoting multimodal mobility on other BRT corridors.