



Downtown Park & Go

Pilot Results & Parking Fund Financial Considerations

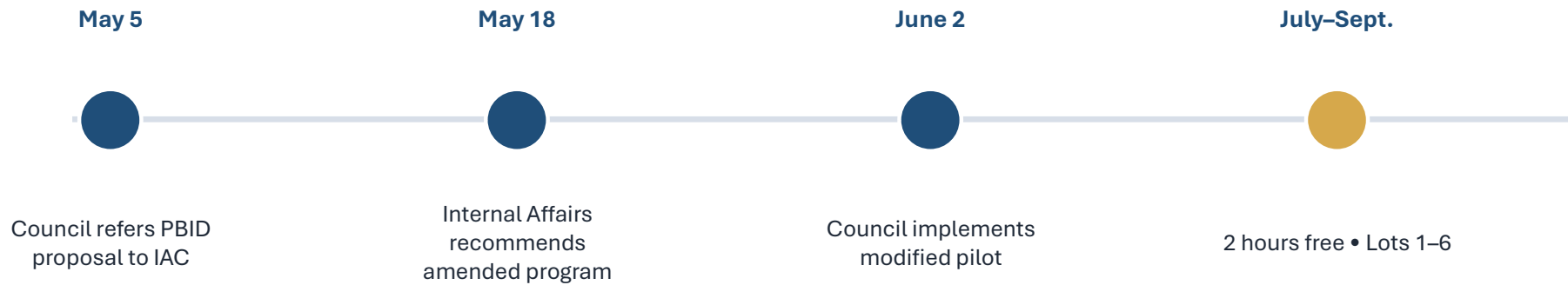
City Council • October 6, 2026

Tonight's focus

- 1** What happened during the pilot?
- 2** What is the condition of the Parking Fund?
- 3** What policy tools could City Council consider?

Council Direction & Pilot Structure

Park & Go provided two hours of free parking in City downtown lots from July through September 2026.



Purpose of today's update: review the full July–September results, then consider the program within the broader financial health of the parking system.

Pilot Results: More Use, Less Revenue

July–September 2026 compared with July–September 2025

+8,000

Sessions in downtown lots

+3,600

Net increase in sessions systemwide

–\$36.6K

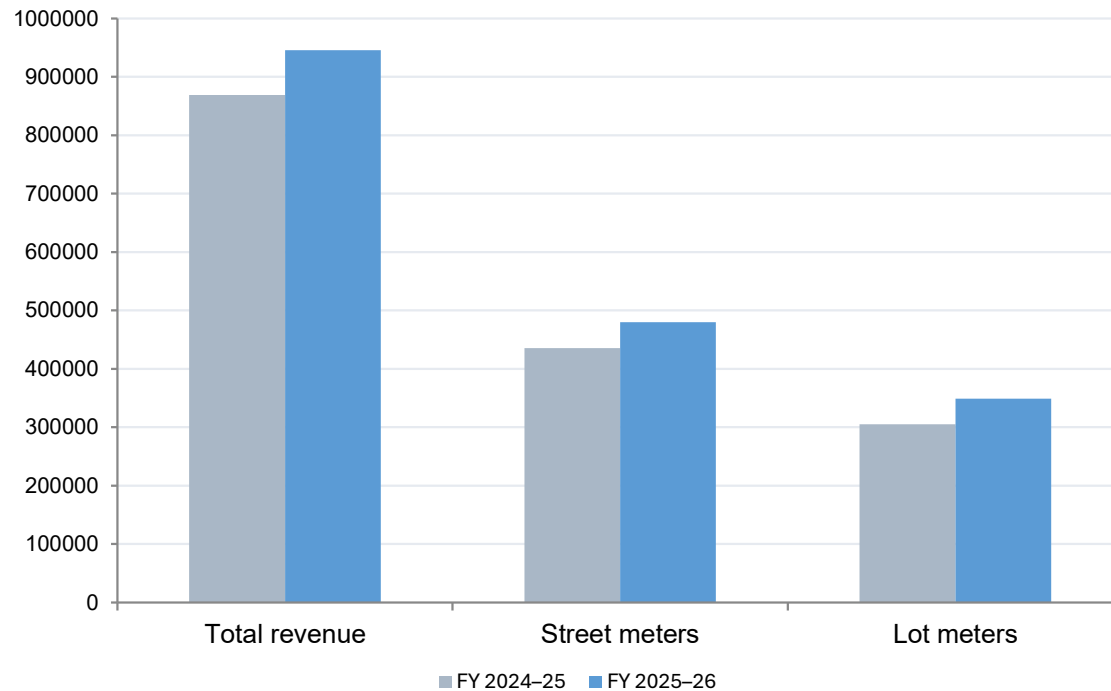
Estimated net revenue, systemwide

For the full three-month pilot, systemwide net parking revenue is estimated to be approximately \$36,600 lower than July–September 2025.

Downtown lots gained about 8,000 sessions, while the parking system as a whole gained about 3,600—indicating that some activity may have shifted from other parking areas. The data does not establish corresponding downtown sales activity.

Parking Revenue Improved in FY 2025–26

Revenue growth is positive—but it does not, by itself, resolve the Fund’s structural pressure.



+\$76.9K

Total revenue vs. prior year

**FY 2025–26 actual total revenue:
\$945,875**

Street and lot meter revenue both
increased year over year.

Proposed Budget: Parking Funds

FY 2026–27 Proposed Budget presentation, pages 55–56

May budget hearing:

The proposed budget showed parking operating costs outpacing revenues, with a projected FY 2026–27 beginning fund balance of approximately –\$207,000 and ending fund balance of approximately –\$730,000.

Category	FY 2024 Actuals	FY 2025 Actuals	FY 2026 Estimated Final	FY 2027 Proposed Budget
Beginning Fund Balance	\$1,110,193	\$635,343	\$348,971	-\$207,463
Revenues				
Transportation	\$950,072	\$847,994	\$893,001	\$815,800
Other Revenues	\$5,000	\$5,000	\$5,000	\$5,000
Use of Money & Property	\$32,625	\$15,938	\$0	\$0
Total Revenues	\$987,697	\$868,932	\$898,001	\$820,800
Expenditures				
Non Cash/Other Adjustments	-\$6,643	-\$13,971	\$0	\$0
Salaries & Employee Benefits	\$368,054	\$406,907	\$549,350	\$461,365
Materials & Supplies	\$48,231	\$22,312	\$46,704	\$46,704
Allocations	\$229,918	\$297,287	\$306,041	\$325,076
Other Expenses	\$4,754	\$7,370	\$3,400	\$3,400
Purchased Services	\$342,586	\$340,386	\$399,054	\$399,052
Indirect Cost Allocations	\$78,628	\$78,628	\$112,294	\$104,345
Capital Projects	-\$4,333	\$14,136	\$35,342	\$1,616
Transfers Out	\$401,352	\$2,250	\$2,250	\$2,250
Total Expenditures	\$1,462,547	\$1,155,305	\$1,454,435	\$1,343,808
Total Revenues Less Expenditures	-\$474,850	-\$286,372	-\$556,434	-\$523,008
Ending Fund Balance	\$635,343	\$348,971	-\$207,463	-\$730,471

PARKING RESERVE FUND

Projected reserve balance shown to Council in May

\$321.5K

These are the projections presented to Council in May—not the updated FY 2025–26 actual results.

The Operating Fund Is Using Reserves

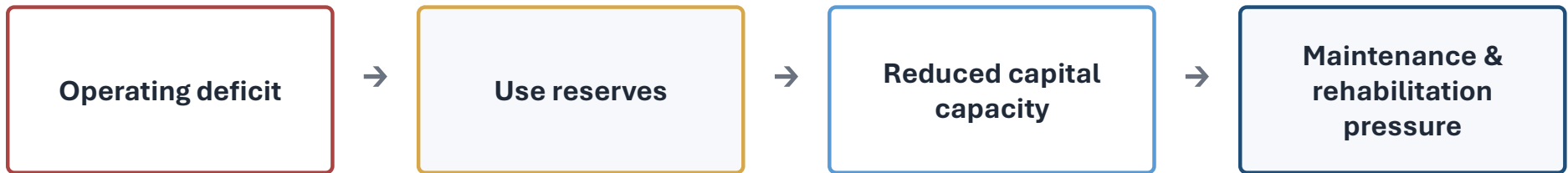
Reserve use is not only a future risk—it has begun.



Budget Policy E.4.g. requires a transfer of \$150,000 or 15% of parking revenues, whichever is higher. The transfer has not occurred since FY 2019–20.

Why Fund Health Matters

Operating pressure can reduce the resources available for long-term parking assets.



Parking revenue supports more than day-to-day operations. It also affects the City's ability to rebuild reserves and fund future repairs, rehabilitation, and replacement.

Deferring capital work does not eliminate the underlying need—it shifts that need into future years.

Staff Has Reduced Costs

The FY 2026–27 budget includes operating efficiencies—not only revenue considerations.

Parking Meter Collector 1 position funding removed

from the FY 2026–27 budget

Reduced ongoing personnel cost

Kiosk efficiencies

- Less routine cash collection than individual meters
- Lower routine meter-maintenance need

Credit-Card Transaction Costs

The 35¢ convenience fee was removed while the City was encouraging acceptance of the new parking system and Passport Parking app.

35¢

Former parking convenience fee

>\$170K

Preliminary FY 2025–26 processing cost
absorbed by Fund 853

~\$1K

Unrecovered merchant fees in first 2 months
when fee was charged

Should the Parking Fund continue absorbing the transaction cost, recover some or all of it from users, or evaluate another approach?

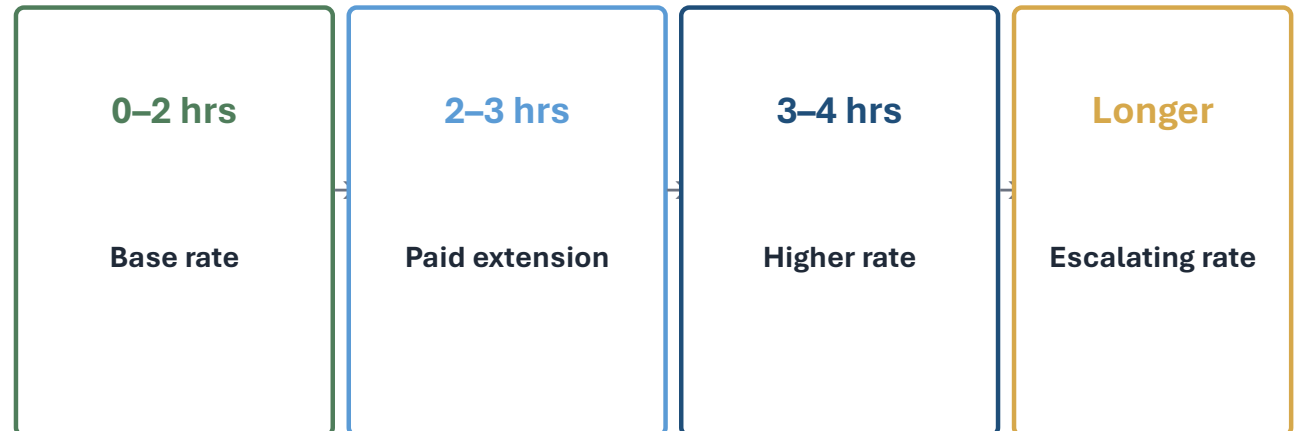
Tiered Rates Could Revisit the Two-Hour Maximum

Concept: allow an extended stay in selected areas, with the price increasing after two hours.

CURRENT



POTENTIAL TIERED MODEL



Potential objectives: greater visitor flexibility • continued turnover incentive • added revenue from longer stays during paid hours

PAID PARKING HOURS
9:00 AM–6:00 PM • Monday–Friday

The Balancing Point

Council can consider customer experience, cost recovery, efficiency, and infrastructure together.

Customer Experience

- Park & Go
- Ease of payment
- Longer-stay flexibility

Revenue

- Parking rates
- Transaction cost recovery
- Tiered / extended stay

Cost Control

- Staffing efficiencies
- Kiosk efficiencies
- Operating review

Infrastructure

- Maintenance
- Rehabilitation
- Reserve rebuilding

The question is not only “free or paid?”—it is what combination produces the downtown parking program that benefits the Downtown while sustaining the parking system over time.

Council Direction

Staff is seeking direction on the future of Park & Go and whether additional alternatives should be analyzed.

1

Park & Go

Continue Park & Go, modify the structure, or return to paid parking?

2

Cost recovery

Evaluate reinstating some or all credit-card transaction cost recovery?

3

Time limits & rates

Evaluate extended parking beyond two hours with tiered / escalating rates?

4

Other strategies

Evaluate additional operational efficiencies or revenue approaches?

Goal: balance convenient downtown access with the long-term financial sustainability of the Parking Fund.