



Parking Questions and Answers

1. Do we really have a parking problem in downtown Ogden?

- During peak parking, about mid-day, the parking occupancy for all Downtown parking is about 50% currently. However, there are some facilities or blocks where parking reaches or exceeds the effective capacity threshold (more than 85% – which negatively impacts accessibility), and some businesses have complained that their business is being harmed by congested parking.
- The City's positive upcoming *Make Ogden* developments, which will dramatically add residences/businesses/employees and enhance our overall economic vitality, will overwhelm existing parking capacity.

2. How will businesses benefit from managed parking?

- Based on the experiences from communities that have implemented managed paid parking systems, impacted businesses have benefited in a number of ways, including:
 - More reliably available parking for customers – due to higher turnover in the most convenient and high-demand parking spots.
 - More vibrant, attractive downtown shopping area for customers – due to increased walkability/bike-ability.
 - More attractive downtown for additional investment in residential and commercial development – creating more businesses, jobs, residences downtown – and therefore more potential customers during both the daytime and evenings.
 - Additional residences downtown also tend to support lower levels of crime in adjacent business areas.

3. Why does the City need to change or increase parking capacity downtown?

- While current downtown parking capacity is generally adequate in some areas, there are some blocks and lots where parking is extremely congested and discourages some visitors/shoppers.
- The redevelopment initiatives associated with the *Make Ogden* plan will:
 - Reduce existing surface parking,
 - Increase business and residential activities,
 - Increase the existing problem of limited prime retail spaces on 25th Street, and
 - Increase the overall parking demand and need for related new parking structures.

Therefore, the city is developing a parking management strategy that will support planned development downtown and enhance transportation access for visitors, residents and businesses.

4. More parking is needed to support businesses on 25th Street. What is planned to help with this?

- The new parking structures at WonderBlock will provide additional public parking just south of 25th Street, with convenient pedestrian access.
- New pedestrian paths are also planned to enhance access to parking north of 25th Street.
- Paid parking will encourage faster turnover of parking and help make the most convenient spots more available.

5. How did the city determine current and future parking needs?

- The City's Community and Economic Development department hired a professional third-party municipal engineering firm (Kimley-Horn and Associates) to assess our parking situation and to recommend parking management options. The firm developed a parking study and report that included:
 - Program assumptions, challenges and priorities
 - What's worked in other communities
 - Future demand estimates related to planned developments as outlined in the *Make Ogden* plan
 - Preliminary financial estimates/projections

For more information, review the Ogden Parking Study Report.

6. What did the recent parking study recommend?

- The parking study prepared by third-party municipal transportation firm recommended that Ogden City should seriously consider implementing a paid parking management system to address current and future parking challenges downtown.
- A brief explanation regarding the need for a managed paid parking system is at "Why Paid Parking?" located on the parking and transportation web page.

7. What are the advantages of paid parking systems?

- Paid parking is critical to the health and vibrancy of a developing downtown as such allows for the equitable and efficient management of the limited parking resource.
 - To avoid the need to increase property taxes for all residences/businesses to fund the required investment in existing and new public parking infrastructure (some of which do not even have/use automobiles for transportation), a pay parking system will generate the revenue to build and support parking improvements via parking fees paid by just those using the parking – including many visitors to our downtown from other communities.
- By charging for parking, cities can help create turn-over within the most convenient and desirable public parking supplies – generally on-street spaces – while adding and managing off-street resources appropriately.
- Reduction in traffic congestion and increase in overall attractiveness to visitors.
- Pay parking systems are more efficient than free parking –
 - Allows for higher development density
 - Provides for more diversity of land uses
 - Provides more walkable, bike-able, and vibrant city center

- With the new technologies available for payment, wayfinding signage and reservations, pay parking is easier to use and less stressful for downtown visitors – and cash payments may still be an option if desired at one or two specified payment kiosk locations.

8. What have other communities experienced when implementing paid parking?

- In most communities, some businesses initially felt that pay parking would be inconvenient, discourage potential customers and employees, and reduce competitiveness with suburban retail offering free parking (malls, etc.).

HOWEVER:

- Of the most economically vibrant downtowns, almost all support pay/managed public parking as a way of enhancing business.
- Pay parking is almost universal in major cities (*Salt Lake, Denver, Phoenix*).
- Pay parking is also frequently found in small cities and tourist-friendly destinations (*Park City, Grand Junction, Fort Collins, Estes Park, Manitou Springs, Rapid City, San Marcos, Flagstaff*).

9. What parking rates are planned?

- Recommended public parking rates are reflected in the following chart (proposal draft):

Planned Public Parking Rates*		
Up to 1 Hour	\$1.50 - \$2.00 street \$1.00 - \$1.50 lot	<i>Typically enforced 9:00 am-6:00 pm w/optional enforcement until 10:00 pm in high evening use areas; daily max for overnight parking.</i>
Each Additional Hour	\$1.50 - \$2.00 street \$1.00 - \$1.50 lot	
Daily Max	\$8.00 - \$10.00	
Special Event Rate	\$5.00 - 10.00+	<i>Depending on demand.</i>
Parking Wallet	\$4.00 - \$6.00	<i>Per day (prepaid digital wallet)</i>
Monthly (<i>unreserved</i>)	\$60.00 - \$100.00	<i>With discounts for lower utilized facilities.</i>

**Free first months with app use, free first 15-minutes, validation options, employee permits, etc.*

10. What is being considered for business and employee parking options?

- Generally speaking, employee parking should not be located in prime close-in retail parking spaces, but instead park in less used areas. However, potential options are shown below.
- Premium Parking – with a fee*
 - If needed, employers or employees could purchase parking via monthly passes for about \$60 - \$100 for close-in/convenient parking at:
 - WonderBlock Parking Garages (*available in late 2025*)
 - Electric Alley Parking Lot
 - Union Station Parking Lot (*limited to designated spaces*)

* Designated parking locations and rates subject to change.

- Regular Parking – for free*
 - Reserve monthly passes for employees at parking facilities a bit further from 25th Street at no-charge when the parking system app is used at:
 - The Junction Parking Garages (limited to designated upper floors)**
 - UTA Parking Lot (Wall/23rd Street entrance if using public transit)**
- * Free UTA Ogden Trolley serves area.

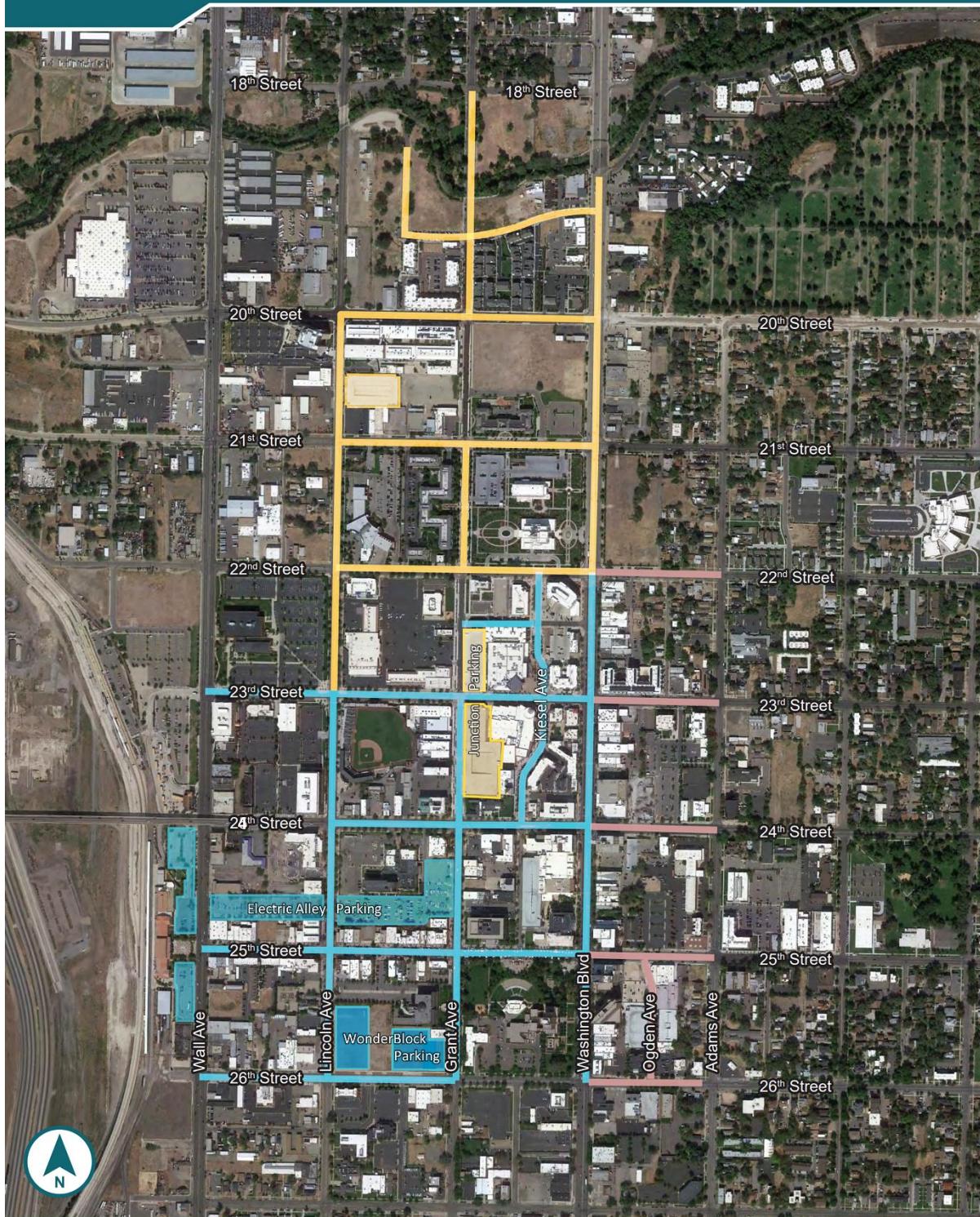
11. What is the City's current plan for parking?

- The City plans to start pro-actively managing existing parking supplies and adding new parking facilities.
- Implementing a paid parking system will
 - Address existing parking challenges in high-demand areas.
- Implementing a paid parking system is required as one of the first steps to allow for the catalytic redevelopment of Ogden's downtown core – as the *Make Ogden* Plan proposes.

12. How will the city implement paid parking – what is the timing?

- The city will move forward with phases of implementation of the downtown pay parking within the proposed parking management area.
 - One key to success is a consistent parking management system across the area.
 - The first phase of implementation will be in the most challenging parking areas in years 1-2, and then expanding the system over the following 4-6 years.
- The **Downtown Ogden Parking Management System Phasing Map** on the following page reflects the proposed parking management area, and highlights the expected phases of implementation for the paid parking management system.
 - The paid parking system will begin with the addition of new parking in the most high-demand areas of Phase 1 (blue area on following map) in late 2024 (free with app use first few months) and converting to paid parking in early 2025.
 - 25th Street and Kiesel Avenue will be first
 - Later expanding through the balance of Phase 1 (blue areas on following map)
 - Then expanding over the next several years through Phases 2 and 3 (yellow and pink areas on the following map).

Downtown Ogden Parking Management System Phasing Plan



Legend

Phase 1 Phase 2 Phase 3

Ogden
UTAH™
Business
Development

13. How will the city manage the parking system?

- The recommended parking organization is a hybrid approach, with a vertically integrated city department model, combined with a professional services out-sourced management model.
- The operational expense model projects the need for staffing support of a Full-Time Equivalent (combination of full-time and part-time) of 4.5 employees in the first couple years, 6 employees for the next several years, and 9 employees thereafter.
- The city currently has two full-time employees focused on parking enforcement, and those existing staff/costs are included in the projected operational expenses.

14. How much will the new parking structures and other public parking system improvements cost?

- New public parking structures (2) located at the *WonderBlock* site and paid parking system updates throughout downtown represent an approximate \$53,500,000 investment.
- All public parking elements will be built/owned/operated by the Ogden City Municipal Building Authority (MBA).
- The City MBA's investment contribution will not require an increase in property or sales taxes, as related debt service will be satisfied via revenue generated from the paid parking management system.

15. Will parking revenues cover the costs to improve and operate the parking system?

- Yes. Conservative parking revenue projections indicate the capacity to fund operating expenses and also service the annual bond payments used to build the parking structures and set-up the system equipment.
- The parking system will not require an increase in property or sales taxes.

16. How will the paid parking system work?

- It is expected that the system will utilize a multi-space parking meter/kiosk and an enforcement system supported by “pay-by-license-plate” methodology, along with options to pay by app or text-to-pay.
- A similar parking system is currently used at the Ogden Airport which interfaces with the city’s Information Technology and Management Services departments.
- Implementation plans include an introductory free period to allow for everyone to get used to the system.

17. Have initial concessions been considered to allow everyone to get used to the new paid parking system?

- Yes. Examples being considered include:
 - For the first 3-4 months after paid parking equipment is installed in any area, parking will be no-charge if the parking app or kiosk is used.
 - A grace period is being considered for businesses with existing free parking permits for employees.
 - Contracted parking spaces related to leased spaces will be honored according to the lease terms.

18. Do the parking use projections consider public transit/BRT trends?

- The parking study methodology incorporated the American Communities Survey data to approximate existing usage of transit and other alternatives by downtown employees/visitors.
- The parking study assumes some moderate increase in transit usage as density is added to the downtown. However, parking projections are not reduced, but instead, only project moderate growth in demand (1% phase 2, 3% phase 3), even though parking needs will increase more dramatically based on planned development.

19. Won't paid parking keep visitors from coming downtown?

- Local businesses have indicated that once visitors figure out how easy the system works, the paid parking system will not discourage their customers – and will likely help bring more customers to their business as parking access will be improved.
- Other cities that have implemented paid parking have experienced an improvement in overall business.

20. How was the current parking usage data calculated, and is data valid enough for the basis of the future need projections, and what methodology was used to project future needs?

- Industry Practices: Downtown parking systems are highly dynamic and parking conditions change frequently based on the time of day, day of the week, season, and other variables such as downtown events, jury selection days (if courthouses are present), etc. Outside of major entertainment districts, we generally find that peak parking demand occurs in the early afternoons on a typical weekday (M-Th). Urban Land Institute's Shared Parking 3rd Edition (2020) is the standard industry resource on seasonal and hourly demand variations by land use type. Based on ULI data, we expect that office-heavy downtowns tend to be busiest during typical non-holiday weeks in Winter, Fall, and Spring. Retail centers still demonstrate peak demand in December though that trend is changing with online shopping and many retail areas are now busiest during peak tourist times (summer months for example). For a mixed-use downtown, either summer or fall occupancies are typically the most representative of typical conditions. Peak hour occupancies of around 85% are considered the optimum utilization rate for a downtown-wide parking system, as this threshold represents a high occupancy with some capacity remaining for circulation. Above 85% the system is considered close to effectively full as it becomes more difficult for drivers to find available parking. Our industry practice is to model parking revenues based on typical (non- special event) parking occupancy rates at the peak hour, times a typical turn-over factor (i.e., number of times each space is used in a day, on average), times the length of stay, and the average hourly rate.

In some cases, we are able to conduct extensive data collection efforts over several months; however, most projects have time and budget constraints, meaning that most “parking studies” are conducted over a small handful of representative survey dates and planning-level decisions must be informed by the conditions that are observed. Since we understand that conditions are often variable, we work closely with cities to select survey dates that are “most typical” for that downtown at busy non-event conditions. Adjustments from ULI and other sources can be applied, if needed, in the instance that baseline data is clearly collected at a time that is not representative of peak conditions for that system. In general, we find that the value of repeat surveys can be very

useful in confirming length of stay and turn-over factors, and identifying interesting patterns of off-peak usage, such as weekend, evening, and event parking demand patterns. However, for average peak hour, we find that a well-selected baseline survey is generally sufficient to estimate peak hour usage. Most downtown parking studies rely on this approach.

- For Ogden, our financial models are based on the baseline parking occupancy data provided by city staff and collected in Fall 2019. These counts were used to inform the March 2021 Parking Study (see page 12) and the Pay Parking Implementation report. Occupancy data was collected over two weekdays, during morning, afternoon, and evening periods for all facilities in the Downtown core area. Land-use specific data was also collected for this study in March 2020 (see page 17). GoogleEarth historical areal images were also consulted and Saturday occupancies from June 17, 2017 were selected to be representative for typical weekend conditions. The overall occupancy rates that we modeled were: 48% average weekday peak, and 26% average weekend peak. These averages are well below the effective capacity and also below the occupancy rate of some of the higher performing peer cities in our research (these tend to be closer to 70%). From a planning perspective, we concluded that parking occupancy rates appear to be reasonable compared to similar cities though slightly below those with managed and paid parking. Further, by utilizing a starting parking occupancy of below 50% we would be conservative in our revenue projections. Future developments associated with the make Ogden Plan would benefit from the existing available parking availability and that one of the city's objectives might be to work with owners of some of the excess parking to increase utilization and encourage redevelopment of existing surface parking lots – if these efforts are successful than future parking system performance may exceed what we had modeled in terms of revenues.

To double check and make sure that our financial projections were reasonable (based on 48% and 26% peak occupancies), comparison peer cities were selected and we reviewed rates, revenues, and program management information (see page 14 of the Pay Parking Program Implementation report). We also have recent survey data from two very comparable downtowns – San Marcos TX and Rapid City SD, where we had access to length of stay and turn-over data. These two cities were reviewed and had average peak utilization of: Rapid City - 10 am weekday peak with 60% downtown occupancy (67% in core area) San Marcos - 1 pm weekday peak at 57% downtown occupancy (70% observed during a peak tourist week).

- In conclusion, we stand by the baseline data used in the report as a very reasonable sample compared to industry practices for downtown parking studies. Surveys were collected over multiple time periods on multiple weekday survey dates, during the summer season. The Saturday sample was compared across multiple possible dates and is also representative. The survey dates were discussed with city staff for the 2021 analysis and the prior report has a thorough discussion of the conditions overserved. Finally, the occupancy rates were reasonable when compared to peer cities. For the financial model, we used a conservative approach to average occupancy, turn-over, and length of stay, and potential overall growth for future phases.

21. What does free parking have to do with social equity?

- Free parking really isn't free. It's paid for by all of us, through our tax dollars.

- This subsidy to those who can afford to own a car is of course not only fronted by car owners (disproportionately middle- and upper-class citizens), those with lower income who can't even afford cars are also making parking spots possible through the taxes they pay.
- Although the cost of "free" parking is paid for by city residents, visitors are a large user of the resource. A paid system will include contributions from all users – including users from other communities.
- When parking turnover is incentivized through payment by the minute, there's more parking spots for everyone when they need one.

22. How will managed paid parking impact residential neighborhoods adjacent to downtown?

- As experienced in other communities, there will be a natural tendency for parkers to migrate to nearby residential areas – which will require additional parking restriction signage and enforcement. Successful models from other communities are available for our implementation.
- Residential properties downtown or nearby without off-street parking will be provided a permanent parking permit.

23. Have accessibility policies been considered as part of the parking system?

- Yes. Special parking for individuals with disabilities is planned throughout the city and they may receive special considerations for posted and meter parking.
- Accessible on-street residential parking may be signed/provided to qualified disabled city residents within close proximity to their residences, on a case-by-case basis.
- Disabled individuals who apply for an accessible on-street residential parking sign will need to meet certain conditions to qualify, including:
 - Must live on a residential street and live at the location for which the sign is being requested.
 - Must have either a current disabled Utah license plate or a disabled placard issued by UDMV.
 - Cannot have a driveway or access to off-street parking.

24. Has there been any feedback from businesses/stakeholders?

- Yes. Based on recent meetings with individual businesses and stakeholder groups, comments/suggestions on how to best implement a parking management system are continually being gathered/considered.
 - "Implement higher rates in high-demand areas and lower rates in less used areas."
 - "The first 15-minutes should be free to accommodate quick stops."
 - "Parking is a problem downtown and we need better paths to off-street parking."
 - "Shorter parking time limits should be implemented on the busiest streets."
 - "We should have reserved spots for customer take-out/pick-ups."
 - "The current parking situation hurts my business as non-customers, like nearby employees, take up all the spaces in front of my store and stay too long."
 - "Increased enforcement is needed to reduce parking too long in retail areas."
 - "Require employees to park in more remote lots and maybe provide a shuttle."

- “Only charging \$1.00 an hour on 25th Street undervalues what our unique downtown offers.”
- “The planned nearby new parking garages will help reduce the current mess of parking on my street and make stopping at my business more attractive.”
- “Offer virtual parking permits for employees, residences, shoppers.”
- “Designate a portion of parking fees to downtown improvements.”
- “Convenient parking spaces have a value – people will pay for those spots if they are conveniently available.”
- “An organized parking system would provide confidence to visitors that they can easily find a spot – which would improve business.”
- “The paid parking system should accommodate customer parking validation.”

25. How can I provide input into the parking plans?

- Public open house meetings will be scheduled soon where more information will be presented, and you can ask questions/provide input.
- Additionally, you can also click on the feedback link on the city’s transportation and parking web page – www.ogdencity.com/GoParkOgden.

Ogden UTAH™ Business Development

www.ogdencity.com/GoParkOgden

Home > Business > Parking/Transportation Project

Parking/Transportation Project



A managed parking system is critical to creating a vibrant, walkable downtown; improving access to existing business; and increasing commercial and residential density – all required to support Ogden City's sustainability goals.

Ogden City Community and Economic Development has been working on a number of exciting development projects as outlined in the City's "Make Ogden Downtown Master Plan," and the supportive downtown infrastructure, including enhanced public transportation elements such as:

- New Ogden Express BRT
- Additional protected bike lanes (Grant Avenue south to 26th Street)
- Enhanced "last mile" transportation options (scooters, bikeshare)

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FAQs

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- [Do we really have a parking problem in downtown Ogden?](#)