



**September
2025**

CITY OF FARGO | 2025 DOWNTOWN PARKING STUDY

City Commission Brown Bag Discussion



PURPOSE

CITY OF FARGO

2025 DOWNTOWN PARKING STUDY



WHY WE MANAGE PARKING

Positive Outcomes of Active Parking Management



PARKING MANAGEMENT CONTINUUM

- ❑ High Parking Utilization
- ❑ Active Adjacent Land Uses
- ❑ Increased Density

Basis for Parking Management

- ❑ Wayfinding & Signage
- ❑ On-Street Time Limit Restrictions
- ❑ Shared Parking Agreements

As Parking Demand Increases

- ❑ Paid Parking Rate Adjustments
- ❑ Consider New Supply

As Parking Demand Increases

CITY OF FARGO
2025 DOWNTOWN PARKING STUDY



Objectives



**PUBLIC
PARKING
INVENTORY &
UTILIZATION**



**PARKING
SERVICE
DELIVERY
MODELS**



**DEVELOP
RFP**



**CREATE
OPERATING
COSTS AND O&M
GUIDELINES**



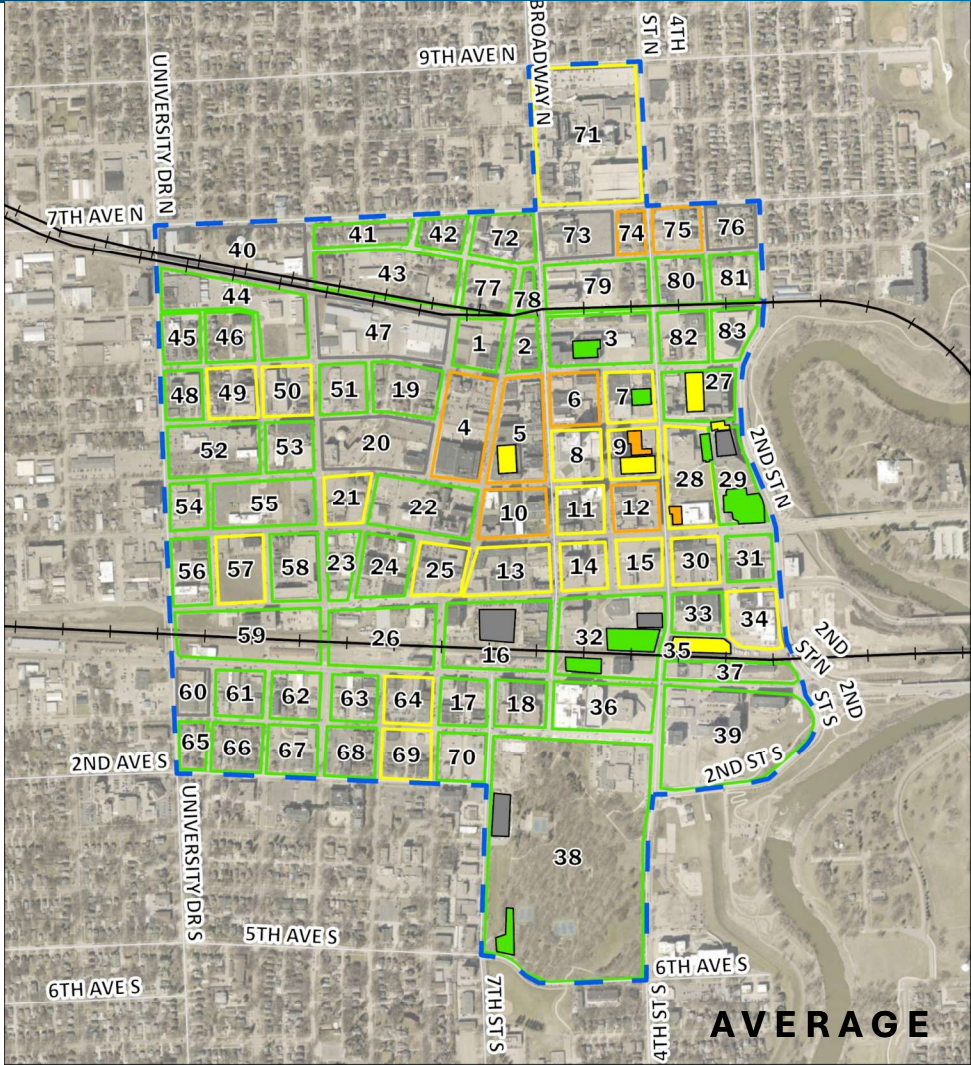
**WHERE ARE
WE?**

CITY OF FARGO

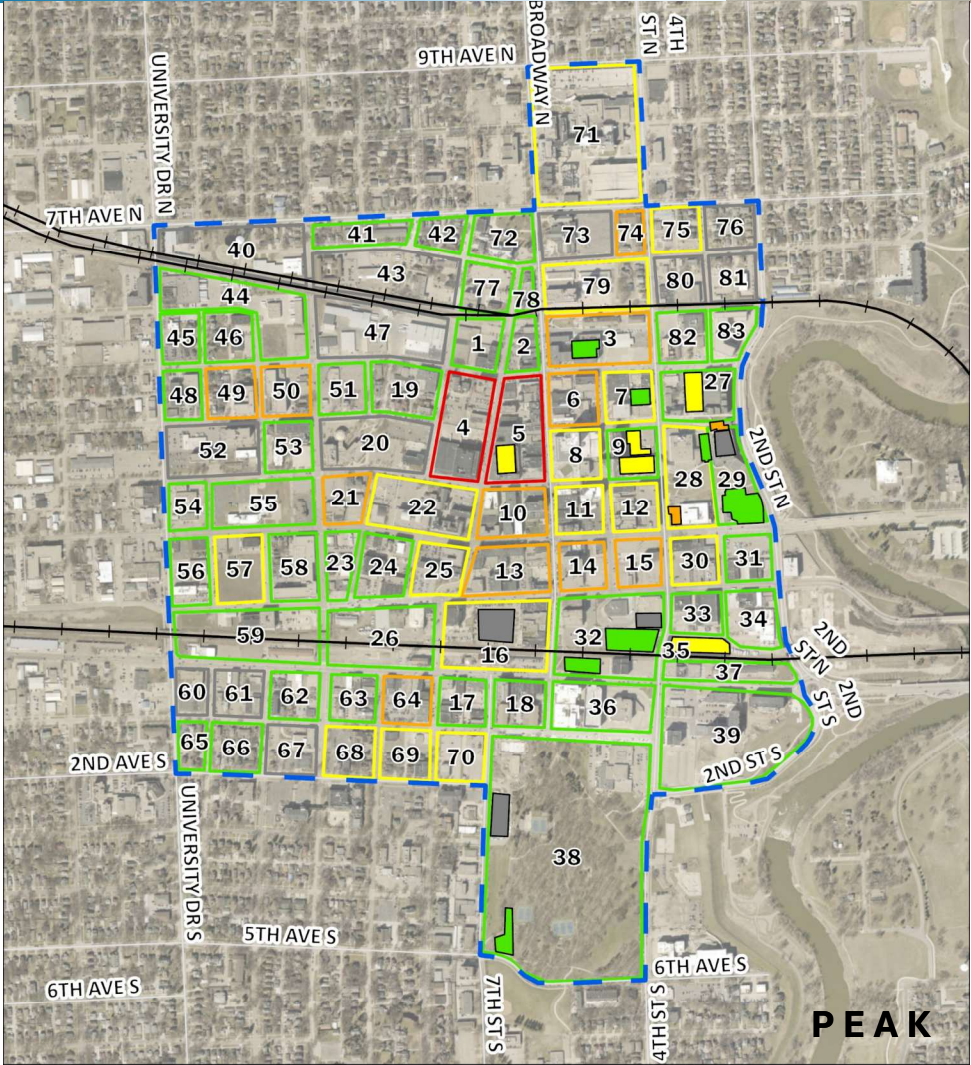
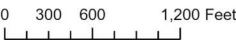
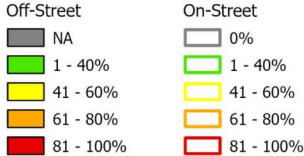
2025 DOWNTOWN PARKING STUDY

Average &
Peak Hour
Utilization

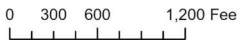
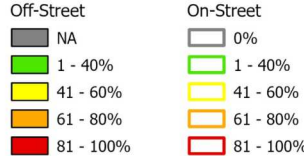
May 22, 2025



On- and Off-
Street Average
Utilization %



On- and Off-
Street Peak
Utilization %
(12:00 pm)





Current Demand & Utilization = Parking Surplus

Average and Peak Parking Demand					
Parking Scenario	Parking Type	Current Parking Supply	Current Demand	Utilization	Current Surplus
Current Average Weekday	Public	4,896	1,811	37%	+3,085
Current Peak Weekday	Public	4,896	1,933	38%	+2,962



Parking Organization Analysis

Current Service Delivery Model – Administrative Functions

Administrative Functions	Engineering	Facilities	Public Works	Planning	Police	Interstate	Auditor	Finance
Citation Adjudication								
Parking Citation Collections								
Alternative Curb Use Requests								
ADA Parking Requests								
Temporary Parking Closures								
Rate Setting								
Customer Service								
Banking Service								

CITY OF FARGO

2025 DOWNTOWN PARKING STUDY



Parking Organization Analysis

Current Service Delivery Model – Operational Functions

Operational Functions	Engineering	Facilities	Public Works	Planning	Police	Interstate
Parking Citation Issuance						
Parking Towing						
Wayfinding, Signage, Lighting						
Light Maintenance						
Trash, Snow, Graffiti Removal						
Heavy Maintenance						
Concrete/Structural Repair						
Traffic Coating/Sealing						
EV Charging Stations						
Elevators						
Landscaping						
Security						
Emergency Call Boxes						



Parking Organization Analysis

Current Service Delivery Model – Technology

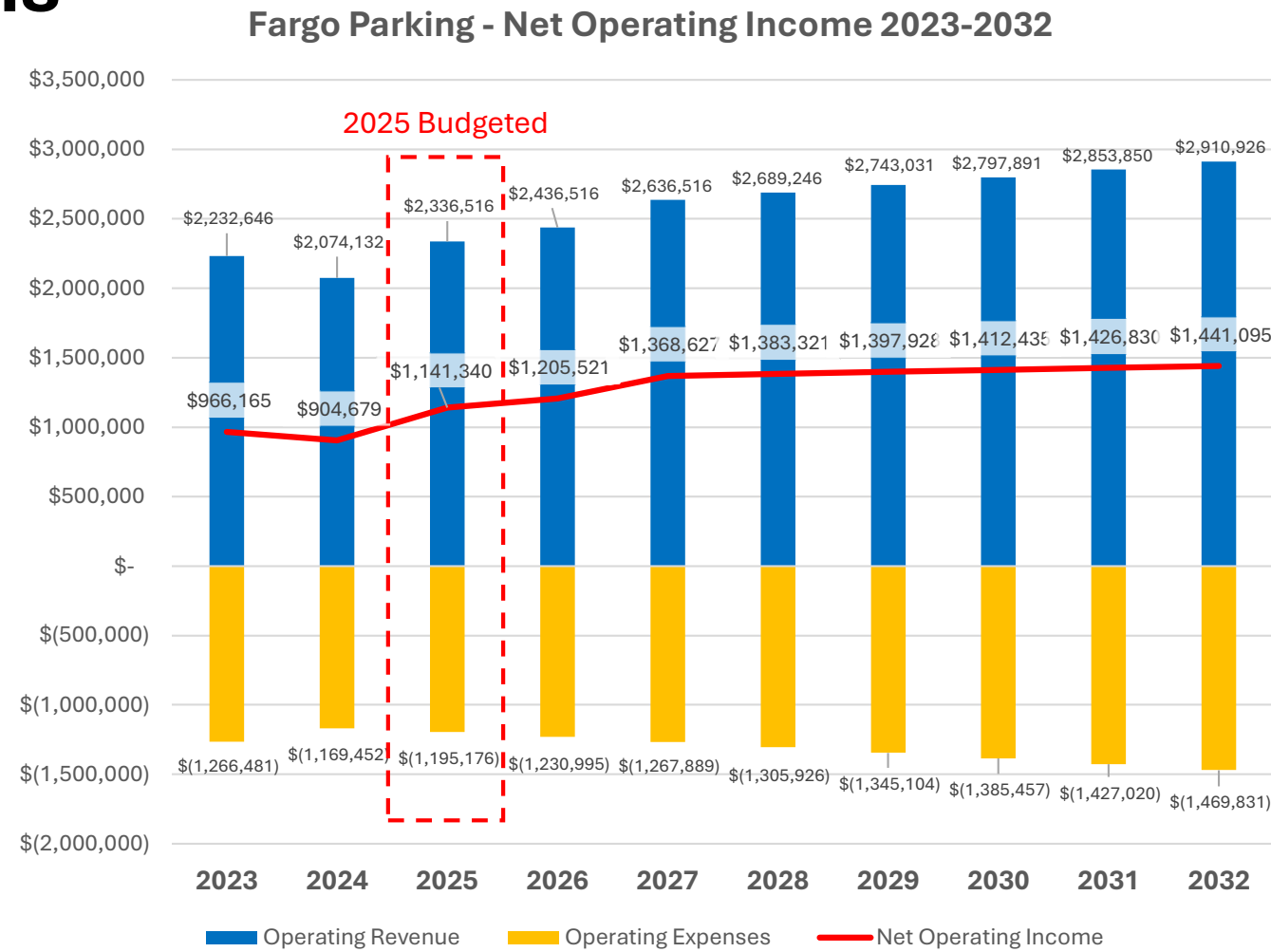
Technology Functions	Information Services	Police	Auditor	Interstate
Parking Enforcement Technology				
Parking Citation Management System				
Permit Management System				
Payment Merchant of Record				
Digital Payment Platform				
Security Cameras (Off-Street)				



Parking Organization Analysis

Financial Performance

- Consistent, positive net operating income (NOI)

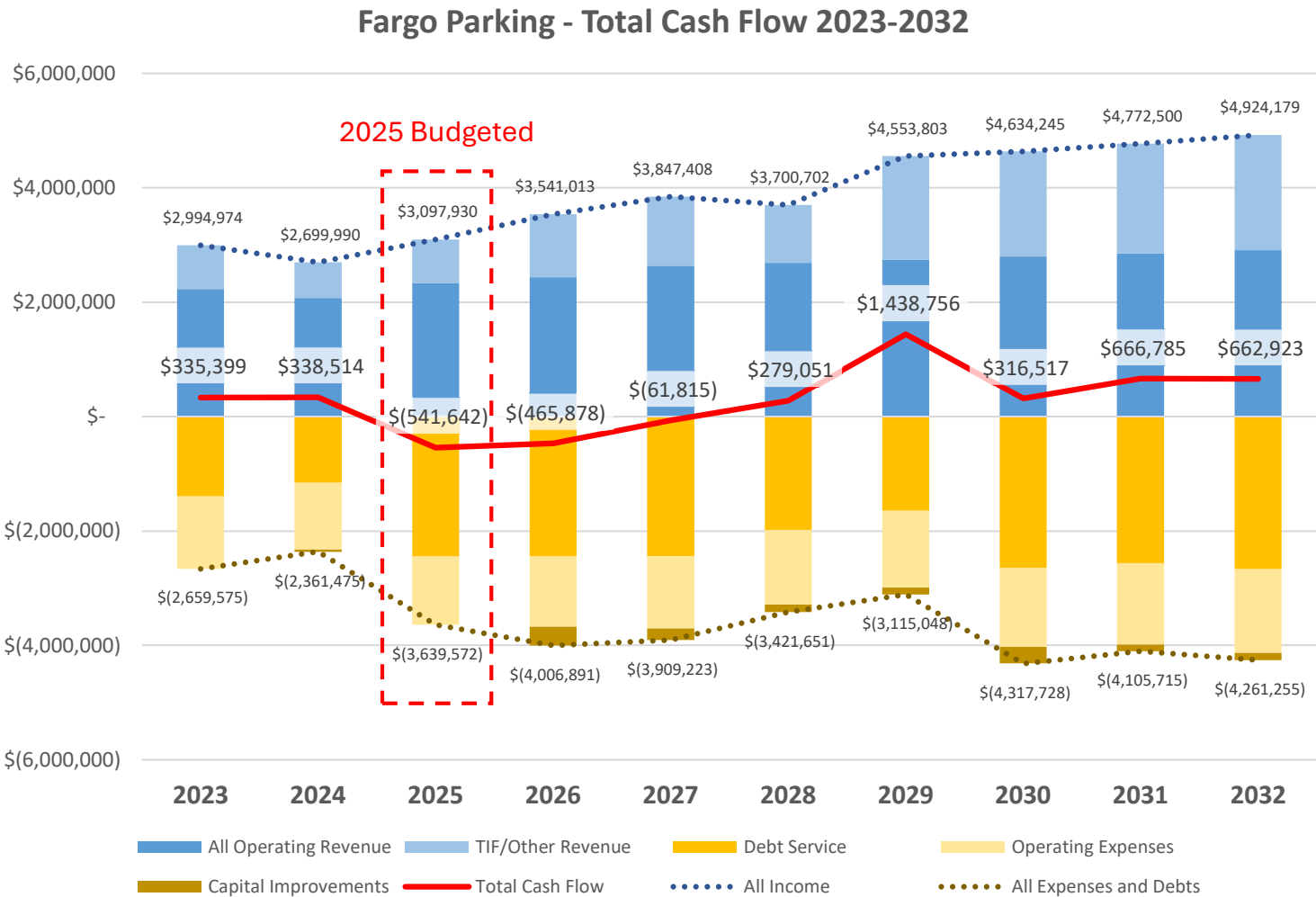




Parking Organization Analysis

Financial Performance

- Due to significant debt service and some capital improvements, positive cash flow will be reliant on uncertain TIF funding and other non-operational sources.





Parking Agreement Analysis

Existing Agreements

The City has 3 parking facilities under public-private partnerships (P3).

- Roberts Commons (RoCo)
- Mercantile
- Northern Pacific Avenue (NP)

There are several P3 agreements that vary depending on facility:

- Parking Agreements
- Lease Agreements
- Development Agreements
- Plans of Condominium Ownership



WHERE ARE
WE GOING?



Demand Based on Population Growth

Estimated Demand Forecast for years 2035 and 2045								
Year	Population / Forecasted Population (MSA)*	Total Parking Supply (On- and Off-Street Capacity Combined)	Parking Spaces Available Per 1,000 People (MSA)*	Population % Increase	Current Average Demand	Future Average Demand	Current Peak Demand	Future Peak Demand
2025	276,882	4,896	1.77	11%	1,811	NA	1,933	NA
2035	318,346	4,896	1.54	15%	NA	2,083	NA	2,224
2045	335,540	4,896	1.46	5%	NA	2,187	NA	2,335



Surplus Supports Development

Example Parking Surplus: Capacity to Support New Development							
Place Type	Average of Min. / Max. Recommended # of Spaces	Per Unit	Future New Development Parking Spaces Required by Square Footage: Incremental Examples				
			10,000	50,000	100,000	200,000	550,000
Commercial	2.25	Spaces per 1,000 SF	22.5	112.5	225.0	450.0	1237.0
Mixed Use	1.75	Spaces per 1,000 SF	17.5	87.5	175.0	350.0	963.0
Residential	1.5	Spaces per Dwelling Unit	15.0	75.0	150.0	300.0	825
Total Required Parking Spaces			55.0	275.0	550.0	1100.0	3,025.0

Governance Structure

Indirect City Management

Direct City Management



Organizational Models



Operational Models



Financial Models





Peer Community Comparison

Overview

Three peer cities were reviewed to help inform enhancements:





Peer Community Comparison

Operations and Financials

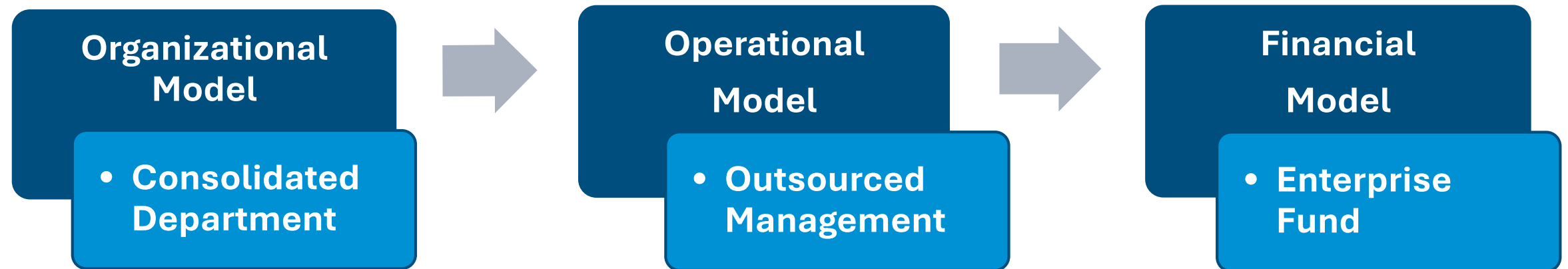
	Fargo, ND	Cedar Rapids, IA	Sioux Falls, SD	Lincoln, NE
Organizational Model	Parking Commission*	Contract/ Business District	Consolidated Department	Consolidated Department
Operational Model	Hybrid-Operation	Outsourced Management	Hybrid-Operation	Outsourced Management
Finance Model	Special Revenue Fund	Enterprise Fund	Enterprise Fund	Special Revenue Fund
Program Financials	NOI: \$-558,009	NOI: \$-332,277	NOI: \$-52,310	NOI: \$2,988,499
Number of Spaces	5,357 spaces	~6,158 spaces	3,820 spaces	~12,175 spaces
Cost/Space/Year	\$536/space/year \$218/space/year (OpEx only)	\$626/space/year \$473/space/year (OpEx only)	\$793/space/year \$472/space/year (OpEx only)	\$920/space/year \$430/space/year (OpEx only)

* Fargo Parking Commission being abolished



Parking Organization Analysis

Recommended Structure





Parking Organization Analysis

Recommended Service Delivery Model – Administrative Functions

Administrative Functions	Public Entity	Private Operator
Citation Adjudication		
Parking Citation Collections		
Alternative Curb Use Requests		
ADA Parking Requests		
Temporary Parking Closures		
Rate Setting		
Customer Service		
Banking Service		

Stay the same

Consolidation

Change



Parking Organization Analysis

Recommended Service Delivery Model – Operational Functions

Operational Functions	Public Entity	Private Operator
Parking Citation Issuance		
Parking Towing*		
Wayfinding, Signage, Lighting		
Light Maintenance		
Trash, Snow, Graffiti Removal		
Heavy Maintenance		
Concrete/Structural Repair		
Traffic Coating/Sealing		
EV Charging Stations		
Elevators		
Landscaping		
Security		
Emergency Call Boxes		

Stay the same

Consolidation

Change

*Police department will still have the authority to tow



Parking Organization Analysis

Recommended Service Delivery Model – Technology

Technology Functions	Public Entity	Private Operator
Parking Enforcement Technology		
Parking Citation Management System		
Permit Management System		
Payment Merchant of Record		
Digital Payment Platform		
Security Cameras (Off-Street)		

Stay the same

Consolidation

Change

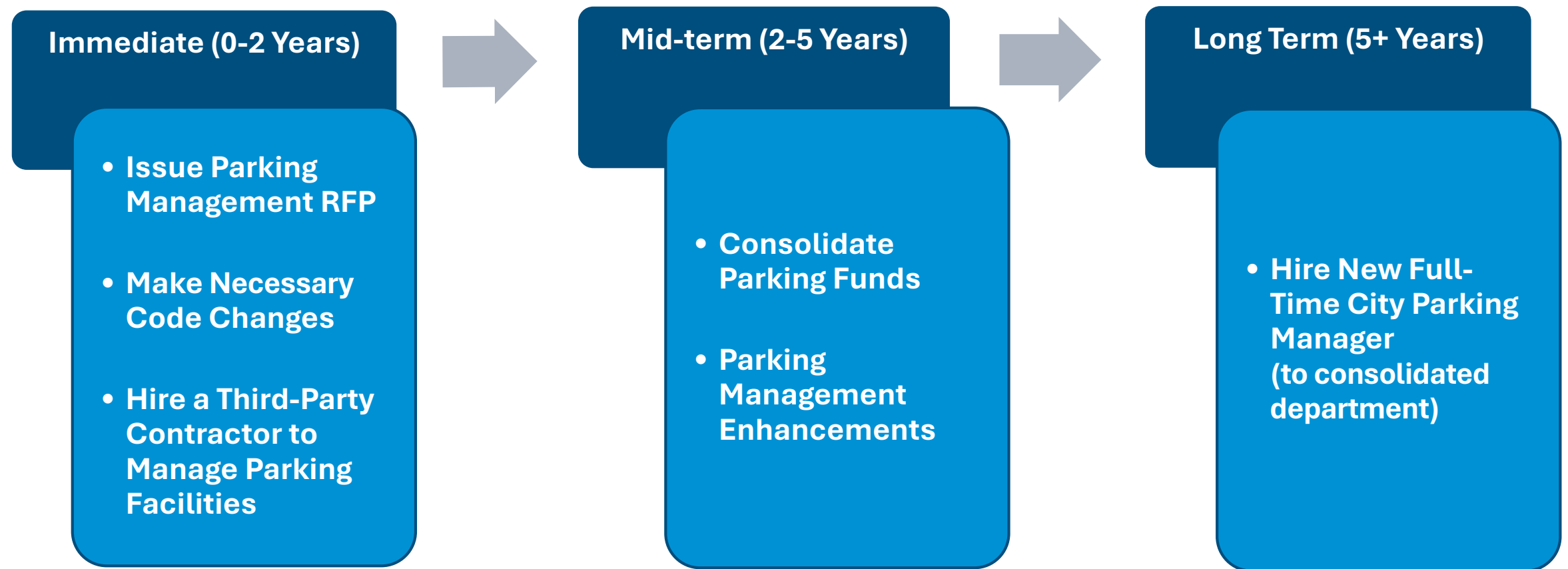


HOW DO WE
GET THERE?



Parking Organization Analysis

Recommendation Timeline





Parking Organization Analysis

Municipal Code Modification

Enhancement	Existing Code/Practice	Potential Enhancement
Parking Ticket Fine Amounts	<ul style="list-style-type: none">Warning tickets are issued for first time parking offenses	<ul style="list-style-type: none">First offenses should be fine amounts as stated in § 1.03.05Promotes enforcement
Parking Ticket Appeals	<ul style="list-style-type: none">Tickets may be appealed in 5 daysAppeals reviewed by Police Department	<ul style="list-style-type: none">10-day extension for appealsAllow appeals to be conducted by police-designated third-party contract
Vehicle Impoundment	<ul style="list-style-type: none">Vehicle with delinquent parking tickets may be impoundedPolice Department’s responsibility	<ul style="list-style-type: none">Expansion of delinquent parking definition to three or more parking related infractionsAllow designated third-party contractor to tow



Parking Organization Analysis

Parking Management Enhancements

Enhancement	Existing Management Practices	Potential Enhancement
On-Street Parking Management	<ul style="list-style-type: none">• Time limited zone on-street• Mostly 90-minute parking• Code outlines RPP program but is not widely used	<ul style="list-style-type: none">• Expanded hours/days of operation• Utilize shorter time limits on-street to promote turnover and long-term parking in off-street lots• Promote and expand the RPP system
Off-Street Parking Management	<ul style="list-style-type: none">• Two-hour free parking in lots and ramps• Evening and weekend parking	<ul style="list-style-type: none">• Remove or reduce 1st hour of free parking• Extend paid parking into evening and Saturday's• Maintain parking predictability



Operator RFP Overview

Purpose:

Procure a vendor to manage the day-to-day operations and management of Downtown Fargo parking assets with demonstrated expertise in modern parking technology solutions

Goals:

Provide convenient and accessible public parking for Downtown destinations

Support economic development and vitality of Downtown businesses

Balance the use of on- and off-street public parking

Increase awareness of the public parking system

Ensure parking facilities are well-maintained and promote safety for all users

Provide consolidated parking options that meet the needs of the evolving Downtown landscape



RFP Scope of Services

Terms of Service

5-year term not to exceed 10 years

Facilities

- 5 ramps, 5 lots
- Downtown on-street parking

Budget/Reimbursable Expenses

- Line-item expenses
- Flat monthly fee reflecting vendor profit









Records and Reporting

Data and Cybersecurity











RFP Scope of Services

Maintenance

-  General maintenance
-  Trash, snow, and graffiti removal
-  Wayfinding, signage, and lighting
-  Traffic coating and sealing
-  EV charging stations
-  Elevators
-  Landscaping
-  Security maintenance

Operations

-  Parking enforcement
-  Citation adjudication and collections
-  Rate setting
-  Customer Service
-  Banking Services
-  Program Marketing
-  Security
-  Technology and Equipment Procurement



Potential RFP Timeline

Proposed Date & Time	Deadlines and Key Events
10/13/2025	City commission approves release of RFP
10/22/2025	City publishes RFP
10/28/2025 @ 2pm CT	Pre-proposal conference call (Mandatory)
Week of November 3 rd	Self-Guided Facility Tours (Optional)
11/4/2025 @ 5pm CT	Vendor Deadline for Written Questions
11/11/2025 @ 5pm CT	Addenda (if any) issued and City Question Response Deadline
11/25/2025 @ 5pm CT	Electronic Proposal Submission Deadline
Week of December 1st, 2025	City Proposal Review Period
12/5/2025	City notifies selected interviewees
12/11 and 12/12/2025	City and consultant team perform Vendor interviews (as needed)
12/22/2025-January 2026	City and Selected Vendor perform contract negotiations
January 2026	Contract executed (tentative) and Vendor onboarding



Next Steps



FINALIZE RFP



ADVERTISE RFP



AWARD RFP



**CONTRACT
NEW PARKING
OPERATOR**



THANK YOU!
QUESTIONS?