

Downtown Albuquerque Parking Study



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Table of Contents



Introduction	7
Parking Preferences & Perceptions.....	23
Downtown's Parking Supply	33
Downtown Parking Patterns	45
Downtown's Parking Demand	65
Recommendations	89
Appendix A: Parking & Curb Management Toolkit.....	115
Appendix B: Street & Site Design Toolkit.....	119

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1

Introduction

This document presents analyses, findings, and recommendations for the Downtown Albuquerque Parking Study for public review.

A comment survey is posted on the project website for the public to provide comments until March 15, 2026.

Parking In Downtown Albuquerque

Redevelopment in Downtown Albuquerque

Downtown 2050, published by the City of Albuquerque Metropolitan Redevelopment Agency (MRA) in Spring 2025, sets a bold vision and a 25-year framework for a thriving Downtown. The plan makes recommendations structured around three core goals:

- + Reinforce the authentic, local, creative, and diverse culture of the core
- + Create comfortable and dynamic public spaces
- + Encourage strategic, integrated economic growth

To realize these goals, MRA will lead and partner with others on concrete implementation actions, including:

- + Investing in catalytic projects in three **Spark Areas** poised for redevelopment (Civic Plaza, the Rail Trail, and Robinson Park)
- + Establishing a **Tax Increment Financing** (TIF) District, which will reinvest a portion of new tax revenue in capital projects and incentives within Downtown

Why Parking Matters

Parking is integrally connected to the shape and success of redevelopment in Downtown, but it has been nearly a decade since the City comprehensively studied Downtown parking. *Downtown 2050* recommends developing a unified, agile parking strategy, and this study takes several steps toward that goal:

- + Developing an accurate inventory of the existing parking supply in Downtown
- + Collecting occupancy data to assess how people currently use different types of parking
- + Estimating the demand for parking based on current land uses as well as future redevelopment scenarios
- + Recommending parking management tools, financing strategies, and a policy framework that will support redevelopment and community goals

This study updates and builds on the 2016 *Downtown Parking Study* (2016 Study), completed to support the *Downtown 2025* redevelopment plan. It considers changes in travel patterns since the COVID-19 pandemic, as well as new infrastructure and redevelopment projects.

The Downtown MR Area

This study focuses on parking within the Downtown Metropolitan Redevelopment Area (Downtown MR Area), shown in Figure 1. Emanating from the intersection of Central Ave (Rt 66) and the BNSF rail line, Downtown lies at the heart of Albuquerque—at the “New Town” that sprung up two miles southeast of Old Town when the AT & SF railroad arrived in the 1880s. The Downtown MR Area is loosely bounded by 10th St, Broadway Blvd, Coal Ave, and Mountain Rd, and includes all blocks east of 7th St and south of Lomas Blvd.

The Role of MRA

MRA advances economic development within the Downtown MR Area (and other MR Areas within the city) by partnering with communities and developers on catalytic and inclusive projects. MR Areas are districts enabled by state statute wherein local jurisdictions can pursue public-private partnerships and other activities to stimulate reinvestment in areas with deteriorating physical infrastructure, diminishing economic conditions, or blight.

Figure 1. Downtown MR Area



A Park-Once Downtown



The 2016 Study set forth a vision for a **park-once Downtown**, with walkable activity centers where people park once when they arrive in Downtown, and walk (rather than drive) between multiple destinations within the district.

To fully realize this vision, people will need to feel comfortable walking long distances, bicycling, rolling, or riding transit Downtown. It takes more than 30 minutes to walk between opposite corners of the Downtown MR Area, and many streets have narrow, substandard sidewalks and challenging street crossings. Most routes also involve dramatic changes in the built environment—like abrupt transitions from compact mixed-use neighborhoods to government office complexes—that can make walking trips feel even longer.

Given the sheer size, walking conditions, and stark contrasts in the Downtown MR Area, realizing the vision of a park-once Downtown will require sustained public and private investments. However, people will feel comfortable parking once and walking within smaller areas first—especially within dense, walkable subdistricts with a mix of nearby destinations.

Parking Analysis Areas



This study structures its analyses around nine **Parking Analysis Areas** shown in Figure 2. Each area represents a small and cohesive portion of Downtown wherein many people feel comfortable walking between parking and a variety of destinations. Analyzing parking at this scale builds a stronger understanding of localized parking dynamics and informs recommendations tailored to distinct parts of Downtown.

Northwest Downtown (A)

Northwest of the County and federal courthouses at Lomas Blvd and 4th St, Downtown transitions to a lower-density neighborhood with a mix of residences, offices, and eateries.

Brewery Blocks (B)

In the northeast corner of Downtown, an emerging brewery district is spurring redevelopment in the light industrial area originally built around the railroad. Marble Brewery was founded in 2008, and a growing number of breweries, distilleries, restaurants, and businesses now occupy converted warehouses, comingling with light industrial uses.

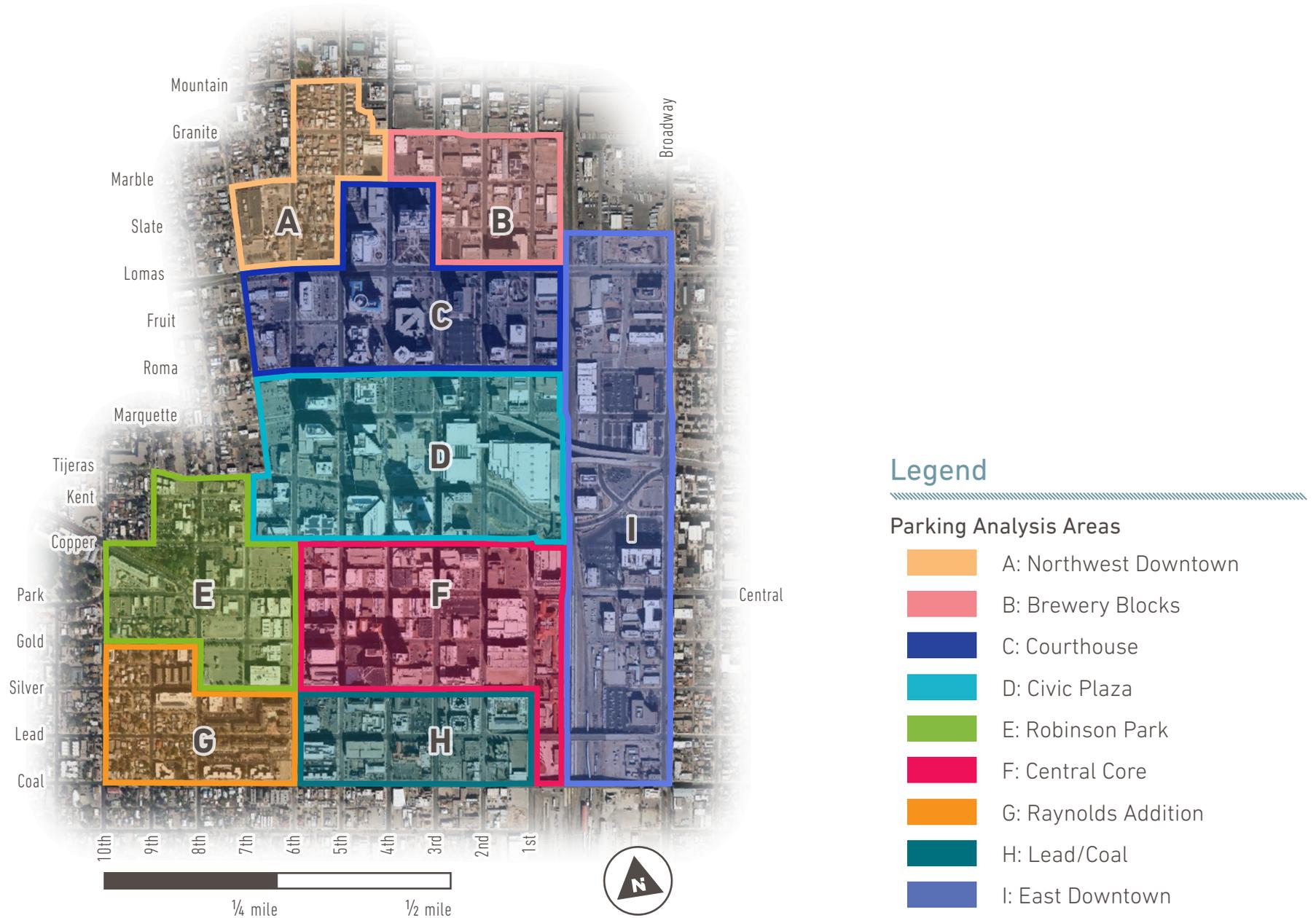
Courthouse (C)

The County and federal courthouses at Lomas Blvd and 4th St act as anchors in the northern portion of Downtown. The County owns several adjacent facilities, and the primary land uses from Roma Ave to Lomas Blvd are government buildings and parking serving the courthouses.

Civic Plaza (D)

The Albuquerque Convention Center and Civic Plaza anchor this area between Copper Ave and Roma Ave. The Convention Center hosts visitors from across the country, and opens up onto 3rd St and Civic Plaza. City Hall and other City office buildings sit just across Civic Plaza on 5th St. Hotels, restaurants, and City-owned parking facilities in the area serve Convention Center visitors and City employees.

Figure 2. Parking Analysis Areas



Parking Analysis Areas

Robinson Park (E)

On the west side of Downtown, two redevelopment projects—the Arrive Hotel and the Ex Novo Brewery—recently opened on Central Ave between 7th St and 8th St. Just across 8th St from the hotel, Robinson Park hosts the popular Growers’ Market on Saturday mornings for much of the year. The surrounding area has a mix of businesses, restaurants, apartments, and single family residences.

Central Core (F)

Central Ave (Rt 66) travels through the heart of Downtown and is recognized as the “central core” of Downtown for its diverse eateries, nightlife, and rich character. At 1st St, the Alvarado Transit Center serves as the main transportation hub for the city and region. The surrounding blocks between Silver Ave and Copper Ave contain a mix of higher-density resident, office, and retail uses, as well as several parking lots.

Raynolds Addition (G)

South of Central Ave and Robinson Park, Downtown transitions into the Raynolds Addition neighborhood, which is primarily lower-density apartments and single-family residences.

Lead/Coal (H)

Just south of the Central Core, the blocks along Lead Ave and Coal Ave contain a mix of multi-family residential developments, government buildings, offices, retail, and parking.

East Downtown (I)

The area between the BNSF rail corridor and Broadway Blvd is part of EDo, short for East Downtown. Although the railroad currently acts as a major barrier between this area and the rest of Downtown, upcoming investments in the Rail Trail will strengthen connections and spur trail-oriented development between 1st St and Broadway Blvd. The blocks east of the rail include government buildings, offices, a hotel, a mixed-use UNM student housing development, and several parking lots.

Parking is Personal



In Albuquerque, as in many other communities, people from across the region drive and park in Downtown for a variety of purposes. The first thing people do when arriving Downtown by car is find a place to park, and the final thing they do before departing is walk back to their car. People’s parking experiences can influence their perceptions, memories, and opinions of Downtown—including whether they feel welcome, invited, safe, and included in the heart of their city.

Because of these dynamics, Downtown parking is deeply personal to many people. People harbor strong feelings and hold strong beliefs based on their experiences, and Downtown parking can become a sensitive and politically charged topic when different groups’ feelings and beliefs about parking collide. Proposing and introducing changes to parking in Downtown Albuquerque requires understanding the range of people who use and provide parking, the needs and concerns of different groups, and how people make decisions about parking.

Who Parks Downtown?



As in many cities, several core groups of people use and need parking in Downtown Albuquerque. While everyone relates to parking slightly differently, people with similar roles in the community tend to share similar priorities, concerns, and behaviors.

Employees

People who work Downtown use parking on a near-daily basis and are generally highly familiar with the options available. Downtown employees want to park for the duration of their shift or workday, so they avoid parking with time limits and maximum stays.

They worry about safety, and want to park in places where their vehicle is secure and where they feel comfortable walking before and after their shift. Perceptions of safety and security vary across individuals, different times of day, and seasons. An office worker may feel perfectly comfortable walking to and from a particular parking spot before and after a 9-5 workday for most of the year, but they may feel less comfortable after dark in the winter months.

Safety and security can be primary concerns for late night shift workers, many of whom walk to their cars late at night after businesses close.

Many employees also worry about the price of parking. Some employees, especially office workers, don’t pay directly for parking because their employer provides free parking on site or pays for them to park elsewhere. However, many other Downtown employees, especially service and retail workers, do not have access to on-site or employer-sponsored parking. The cost of parking Downtown can be significant—especially to low-wage workers. These employees want to find free parking or affordable daily rates, and are often willing to walk farther to save money.

Who Parks Downtown?

Visitors

Many people travel Downtown only occasionally—to socialize with friends, attend events, do business, eat at restaurants, shop, and for a variety of other purposes.

While some visitors know Downtown well, others who travel Downtown only occasionally may be unfamiliar with Downtown streets and the available parking options. Visitors are more likely to look up information about where to park before making their trip. They typically want readily available parking at or near their destination—or clear, intuitive signs pointing them toward nearby options if parking options are unknown or not readily available.

Some visitors only want to park for a short period of time, while others may wish to park once and spend the day Downtown. Often, people visiting Downtown for a specific occasion are willing to pay for parking, especially if it is close to their destination.

Residents

People who live and own a car in Downtown want the flexibility to park for long periods of time directly adjacent to or very near their home, preferably for free. Many residents rely on on-street parking, or simply prefer to park on the street directly in front of their home.

Residents who live close to business districts, commercial main streets, and event venues worry about large numbers of employees and visitors parking on the streets in front of their homes, and worry that they will not find a parking spot when they return from a trip. This can be a particular concern for special events occurring in the evening or on weekends, when residents want the flexibility to make trips and find available parking when they return. Residential parking permits can alleviate many of these concerns by implementing restrictions, time limits, or paid parking—but this may cause conflict for other users.

Many residents park in on-site driveways, surface lots, and garages adjacent to their homes, including parking structures built as a part of large multifamily and mixed-use developments. However, in the residential neighborhoods at the edges of Downtown, some older homes do not have driveways or garages, or have limited parking.

Some recent residential developments also do not provide on-site parking, or provide less than required elsewhere, and the City of Albuquerque has eliminated minimum parking requirements within Downtown. Overall, most Downtown residents do not pay for dedicated parking spaces, as free parking is typically available on the site or on the street.

Who Parks Downtown?

Business Owners

People who own restaurants and stores Downtown see parking and loading as essential to the success and operation of their business. They care about parking on behalf of prospective customers and want convenient, readily available parking spaces near the front door of their business. Owners worry that customers may not visit their business if they have to drive several blocks to find parking, because they may abandon the trip out of frustration or opt to shop or dine someplace where they can find easy parking.

Business owners also want convenient spaces for trucks delivering and unloading products. Delivery drivers want to unload products as close as possible to building entrances, so they can see their vehicle and keep the doors open or unlocked when unloading several rounds of products. Curbside commercial loading zones can provide space for deliveries, but they typically come at the expense of on-street parking. Many businesses prefer to receive deliveries at alternative entrances, like back doors facing alleys, so that parking spots near the front door remain available for customers.

Not Everyone Parks

Not everyone owns a car, and very few people drive for every trip. Downtown Albuquerque is full of people walking, bicycling, and riding transit to, from, and between destinations. Downtown households own fewer cars than Albuquerque residents as a whole, and large numbers of people commute by bus, bicycle, or foot.

When fewer people need to park Downtown, communities can better meet everyone's needs. Many people—including people who regularly park Downtown—are open to walking, bicycling, or riding transit when safe, comfortable, and convenient. Downtown has a robust street grid, a growing number of bicycle facilities, 20 mph posted speed limits, a scootershare program, and frequent transit services that already make these modes more appealing. Continued investments in multimodal networks can encourage more people to walk, bike, and ride transit—easing competing demands for parking.

Providing & Managing Parking



In Albuquerque, public agencies, private companies, and individual property owners provide parking for people who visit, work, and live Downtown. These groups also manage the parking they provide to best meet the needs of the specific users they are trying to serve—and in some cases, to generate revenue from paid parking.

Parking management includes:

- + Implementing paid parking and setting prices
- + Setting time limits defining the maximum stay
- + Restricting parking during certain times of day or days of the week
- + Reserving parking for specific users, such as customers, employees, residents, or people holding various types of permits

Who Provides Parking Downtown?



The City of Albuquerque

The City of Albuquerque is the single largest parking provider Downtown. The City owns and manages multiple lots and garages open to the public, as well as lots reserved for City employees and vehicle fleets.

Moreover, the City provides on-street parking within its right-of-way on most Downtown streets. In the busiest areas of Downtown, the City manages on-street parking through paid metered parking, time limits, and residential permits.

The Parking Division enforces on-street parking regulations and manages most of the City’s parking facilities. It partners and contracts with private parking companies to manage a limited number of City-owned garages.

Other Public Agencies & Institutions

Many agencies and institutions own facilities Downtown, including government offices, courthouses, and student housing. Agencies often provide on-site or adjacent parking reserved for employees, visitors, and residents. These agencies include:

- + Bernalillo County
- + Mid-Region Council of Governments
- + University of New Mexico
- + Federal agencies
- + PNM
- + State of New Mexico

Who Provides Parking Downtown?

Private Property Owners

Individual private property owners collectively provide much of the parking Downtown. Many residential and commercial properties include on-site parking reserved for residents, employees, or customers. Some private owners provide paid parking open to the public, typically in the form of surface lots managed by private parking companies.

Private Developers

Private developers make decisions about how much—if any—on-site parking is included in new construction and redevelopment projects. The City eliminated minimum parking requirements within Downtown, but many private developers still choose to incorporate parking into new projects. This parking can be as simple as a garage on a new townhouse, or as complex as a multistory parking structure in a mixed-use development.

Private Parking Companies

Private parking management companies operate many of the parking lots and garages open to the public Downtown. These companies set prices for paid parking in the lots they manage, collect payments, and typically encourage users to pay via mobile apps.

Parking Shapes the Built Environment



Parking occupies valuable real estate and precious space within the public right-of-way Downtown. In a sense, all parking comes at the expense—the opportunity cost—of other potential uses of the same space.

Parking also forms part of the built environment, which deeply influences people’s experience and perception of Downtown. When people are walking, they are particularly attuned to building entrances, active storefronts, and streetscape elements—or lack thereof—in their immediate environment. All of these elements keep people interested and engaged and improve their sense of safety while walking.

Different forms of parking change people’s perceptions of Downtown’s built environment relative to other potential uses of the space. Parking takes three primary forms in Downtown:

- + On-street parking
- + Surface parking lots
- + Structured parking garages

Each of these involves a different set of benefits, functions, costs, and challenges.

How Does Parking Shape Downtown?



On-Street Parking

On-street parking plays an important role in street design in walkable Downtowns. On-street parking supports local businesses, increases foot traffic, encourages slower motor vehicle speeds, and provides additional separation between people walking and moving travel lanes. Parking lanes also help establish a street cross section that lends itself to other treatments that further improve multimodal safety and the public realm, including curb extensions, parklets, protected bike lanes, and separated intersections.

However, parking occupies space within the street right-of-way that could serve other purposes. In Downtown contexts, there are several competing uses for the curb, such as commercial loading, bus stops, bike and scooter corrals, cafe seating, parklets, bike lanes, and travel lanes. Dedicated bike lanes require about the same amount of pavement width as parallel parking, and may be a more appropriate use of space on some corridors. Likewise, removing individual parking spaces or entire parking lanes can provide space to expand the pedestrian realm.

How Does Parking Shape Downtown?

Surface Parking Lots

In Downtown contexts, surface parking lots detract from people's walking experience. Expansive lots spanning all or most of a single block result in longer walking distances between destinations, concerns about personal security, and uninteresting visual environments. Inactive and monotonous environments make walking trips *feel* even longer than they really are, discouraging people from walking between nearby destinations. Parking lots of any size diminish pedestrian safety by introducing conflicts with motor vehicles at driveways and encouraging faster motor vehicle speeds when placed adjacent to the street.

Surface parking lots also diminish property values and economic activity. Outside of vacant lots, single-use surface parking lots are one of the least intensive uses of land. Understanding how these lots fit into broader parking patterns and dynamics Downtown—and to what degree they are essential to meet users' needs—is one of the central questions of this study. Redeveloping parking lots represents one of the greatest opportunities to bolster density, walkability, and economic activity in Downtown. Accordingly, underutilized surface lots represent some of the greatest potential opportunities to generate new tax revenue, which the TIF District will reinvest back into Downtown through projects and partnerships.

How Does Parking Shape Downtown?

Structured Parking Garages

Structured parking is a more efficient arrangement of parking and is more compatible with a walkable built environment. Although single-use parking garages with uniform, blank walls detract from the walking experience, mixed-use developments can provide an inviting pedestrian realm. Sites with retail, housing, or other uses on the ground floor or lining the street frontage can provide large amounts of parking on upper stories and/or on the interior of sites, separated from people walking at street level.

Structured parking costs far more to build and maintain than surface parking. Developers rigorously analyze parking ratios, requirements, and building costs before designing and constructing sites with structured parking. Private developers focused on residential or mixed-use projects often look for opportunities to reduce the amount of structured parking to manage construction costs.

As standalone developments, parking garages can be cost-effective projects, but only in certain contexts. Private developers typically only pursue standalone parking garage projects in settings where demand is high and the existing supply is limited, and at times when building costs and interest rates are low. The City of Albuquerque financed the construction of its Downtown parking garages using bond funding.

Once built, structured parking needs maintenance to function effectively and appeal to users. Ongoing maintenance and operational costs to keep garages clean, safe, secure, and functional add up and require significant dedicated budgets. Many users worry about personal safety and security in parking garages, where theft and illicit activities can take place out of public view. Cameras, lighting, and security staff can lessen these concerns, but are expenses that garage owners and managers would need to incur.

Contents of the Downtown Parking Study



This study is organized into seven chapters:

Introduction

This Introduction (**Chapter 1**) develops frameworks that form through lines across the study:

- + Cohesive subareas within Downtown (parking analysis areas)
- + Core user groups (visitors, employees, residents, and business owners)
- + Prominent parking providers (public and private owners)
- + Primary forms of parking (structured, surface, and on-street)

Perceptions of Parking Downtown

Chapter 2 highlights key themes and trends that emerged from a Winter 2024 public survey about parking in Downtown. It sheds light on Burqueños' top priorities and concerns related to parking, and provides insight into how different users make decisions.

Downtown's Parking Supply

Chapter 3 illustrates and quantifies the amount of parking in Downtown based on an updated 2025 inventory. It shows how structured, surface, on-street parking contribute to the overall supply. It subdivides the supply based on ownership and management, quantifying the public-use and reserved parking provided by public and private owners.

Downtown Parking Patterns

Chapter 4 explores how people use parking based on occupancy data collected in key areas of Downtown. It focuses on parking utilization—the share of parking spaces occupied by cars—in surface lots and along streets during a representative weekday and Saturday.

Downtown's Parking Demand

Chapter 5 looks at the relationship between the parking supply and the current mix of land uses in Downtown. It uses industry-standard methodologies for mixed-use urban contexts to develop quantitative estimates of the total demand for parking. This helps gauge if different areas within Downtown have a shortage or surplus of parking today.

Chapter 5 also considers how the supply and demand for parking may evolve as Downtown redevelops. It applies the ULI methodology to forecasted land use and development scenarios in order to understand if Downtown may experience a shortage or surplus of parking in the future.

The Downtown Parking Strategy

Chapter 6 recommends a unified, agile parking strategy informed by the public survey, updated inventory, data collection, demand analyses, and redevelopment projections described in Chapters 2–6. This strategy comprises:

- + Parking management tools to rebalance demand and make the most of all forms of parking
- + Policy and financing frameworks to support decision-making and implementation
- + A multimodal approach for balancing and prioritizing transportation needs within Downtown

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Parking Preferences & Perceptions



This document presents results from two surveys conducted as a part of the Downtown Parking Study, both of which aimed to assess public perceptions of parking and current parking behaviors.

Winter 2024/25 Survey

At the outset of the Downtown Parking Study, the project team hosted an online public survey to gauge the Downtown community's stances and priorities related to a broad range of parking topics. Between November 27th, 2024 and February 25th, 2025, 369 individuals responded to the survey, over 70% of whom said they drive Downtown.

Summer 2025 Growers' Market Survey

To better understand behaviors and perceptions of parking at the Downtown Growers' Market—a popular recurring event held in Robinson Park on Saturday mornings from April to November—the project team conducted surveys at Growers' Market booths on two Saturdays in Summer 2025 (July 12th and August 23rd). About 2,800 people visit the Growers' Market every Saturday. Across these two Saturdays, a total of 139 patrons responded to the survey, 68% of whom said they typically drive to the market.

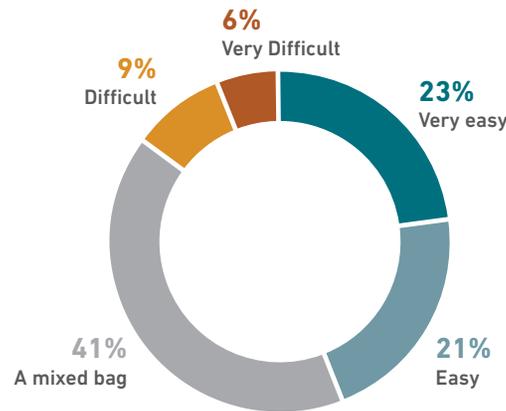
What We've Heard

Parking Downtown is not especially difficult, but it's a mixed bag.

Only 15% of survey respondents say parking is difficult when asked about Downtown in general. A combined 44% of respondents find parking Downtown 'easy' or 'very easy,' while the remaining respondents find parking difficulty varies.

Respondents find it harder to park at high-demand events like the Growers' Market, with a combined 28% finding it 'difficult' or 'very difficult' compared with 27% finding it 'easy' or 'very easy.'

How easy or difficult is it to find parking Downtown?



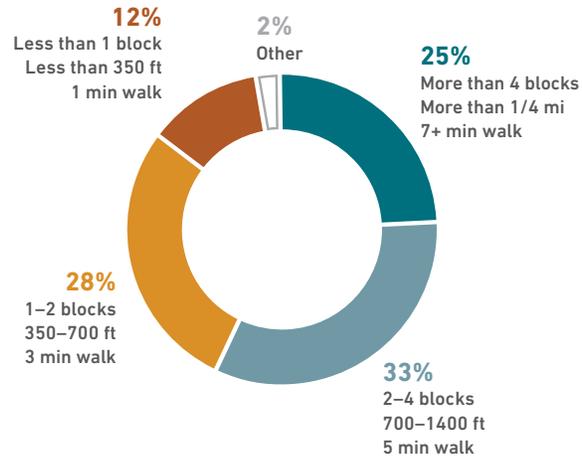
Source: Winter 2024/25 Survey

How easy or difficult is it to find parking at the Growers' Market?



Source: Summer 2025 Growers' Market Survey

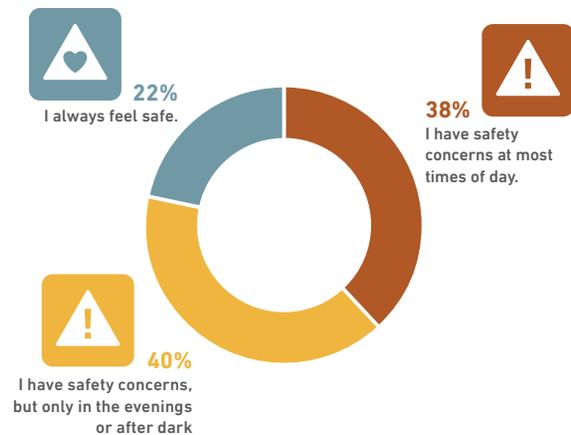
How far are you willing to walk from a parking spot to your destination?



Source: Winter 2024/25 Survey

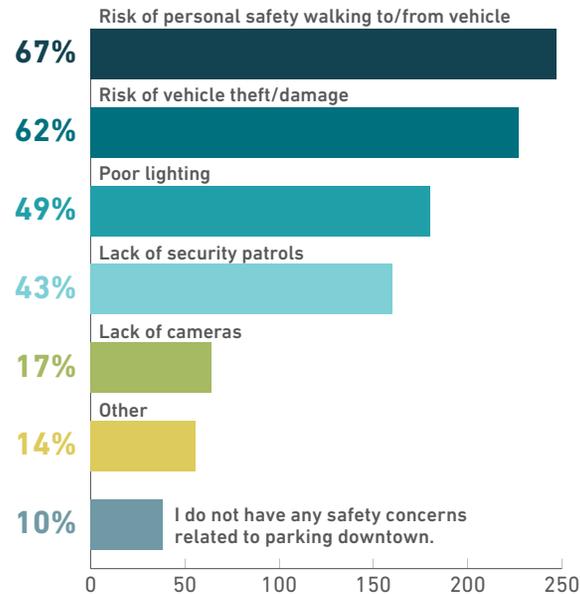
Note: Summer 2025 results indicate willingness to walk slightly further for the Growers' Market, with 72% of visitors willing to walk 2 or more blocks.

Do you have any safety concerns related to parking Downtown or walking between parking and your destination?



Source: Winter 2024/25 Survey

If you have safety concerns related to parking Downtown, what are they?



Source: Winter 2024/25 Survey

Note: Respondents could select more than one answer.



People are willing to walk a few blocks to and from parking, but they have safety concerns.



More than half of respondents (58%) are willing to walk two blocks or more, or about five minutes or more from their parking spot to their destination, while 12% of respondents are only willing to walk up to a block.

Over three-quarters of respondents (78%) have safety concerns at some or most times of day when parking and walking Downtown.

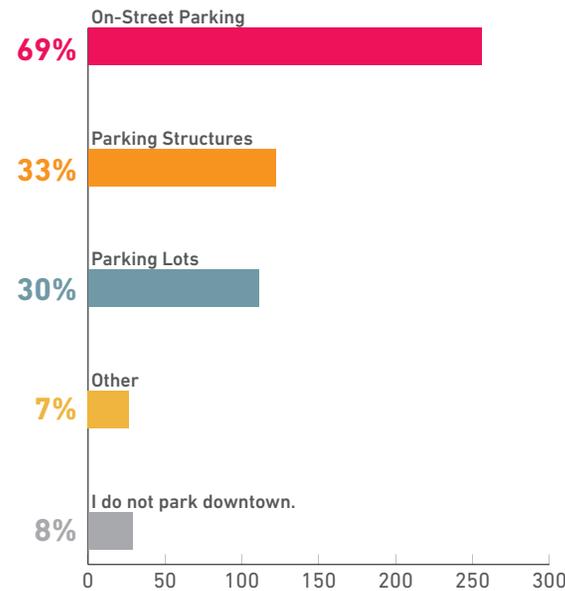
Respondent concerns include personal safety and vehicle theft. Other concerns like poor lighting, lack of security patrols, and lack of cameras contribute to respondents feeling unsafe when parking and walking.

On-street parking is in high demand.

On-street parking accounts for a small share of Downtown parking (12%), but the majority of respondents (69%) say they park on the street at least some of the time. At least occasionally, a third of respondents (33%) use parking structures, and almost a third use parking lots (30%) when parking Downtown.

Consistent with occupancy data from the study and observed behavior, respondents heavily utilize on-street parking along and near Central Avenue, especially on weekends and during special events.

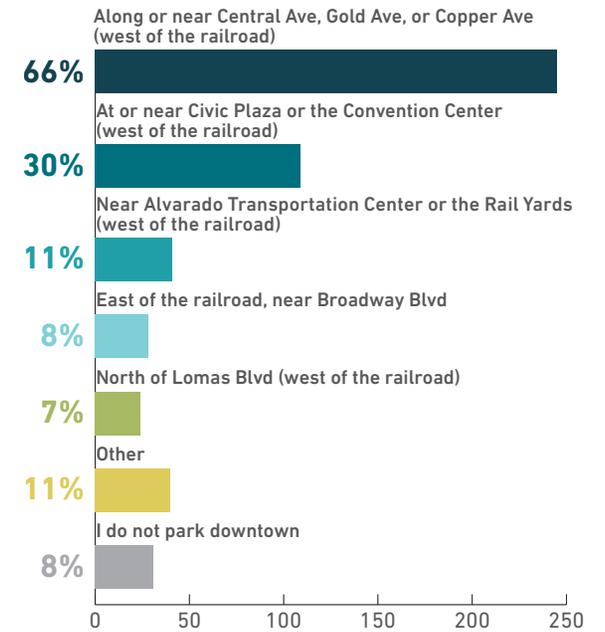
What type of parking do you typically use Downtown?



Source: Winter 2024/25 Survey

Note: Respondents could select more than one answer.

Where do you typically park Downtown?



Source: Winter 2024/25 Survey

Note: Respondents could select more than one answer.



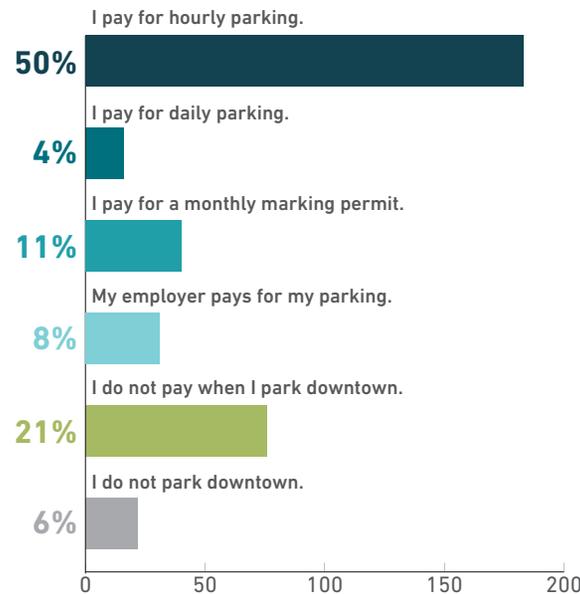
It's common to pay for parking Downtown, but many people prefer to walk further to save money.



Most respondents pay for parking Downtown—whether hourly, daily, or monthly—while just a fifth (21%) of respondents don't pay for parking.

On the whole, survey respondents express a slight to moderate preference for saving money on parking Downtown. More than half (54%) say they somewhat or strongly prioritize saving money over finding a parking spot close to their destination.

Do you pay for parking Downtown?



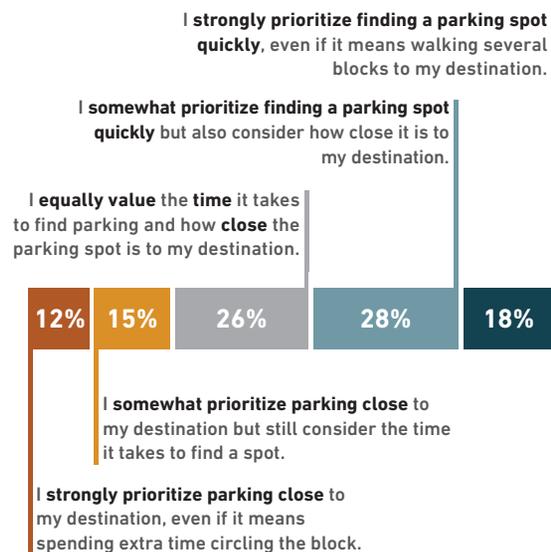
Source: Winter 2024/25 Survey

How do you prioritize the cost of parking versus how close parking is to your destination?



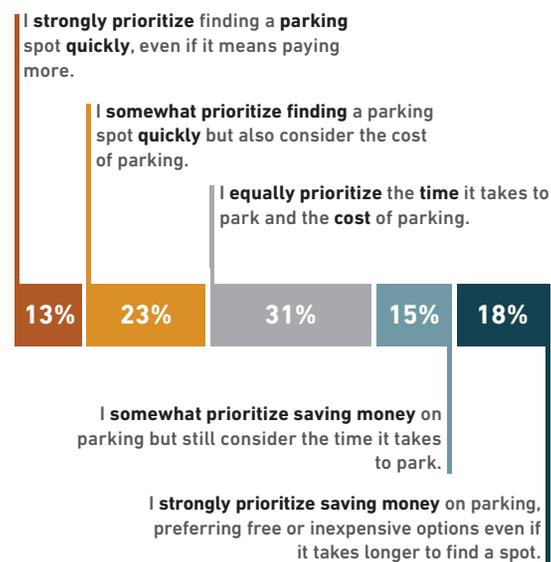
Source: Winter 2024/25 Survey

How do you prioritize the time it takes to find parking versus how close parking is to your destination?



Source: Winter 2024/25 Survey

How do you prioritize the time it takes to find parking versus the cost of parking?



Source: Winter 2024/25 Survey

On the whole, survey respondents prefer finding a parking spot quickly (46%) rather than one that is close to their destination (27%).

Survey respondents are evenly divided between finding a parking spot quickly and saving money on parking. Nearly a third (31%) say they equally value time and money when it comes to parking.

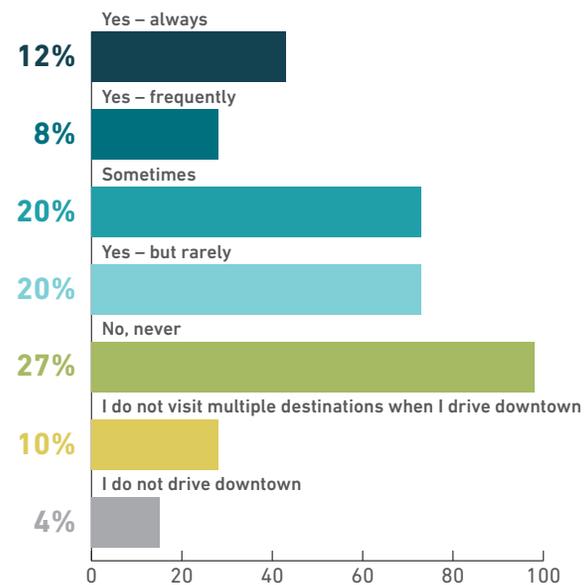
Overall, respondents value saving money on parking and finding parking quickly over finding a spot close to their destination.

People often circle for parking for multiple trips in a row.

Most respondents (60%) visit multiple destinations when they drive Downtown, and it's common for people to drive or walk between destinations. While a quarter (27%) of survey respondents say they never drive when traveling between destinations Downtown (and make short trips by walking or other ways), only an eighth of respondents (12%) say they always drive from place to place. This suggests that Albuquerque is on its way toward the 2050 vision of a park-once Downtown, but still has a long way to go.

Respondents typically find parking Downtown by circling for on-street parking spaces (62%) or until they find a parking lot or garage (46%). Some savvy parkers use their phone to locate parking options. This indicates wayfinding signage and other measures for better publicizing parking options could reduce congestion and circulation issues related to parking.

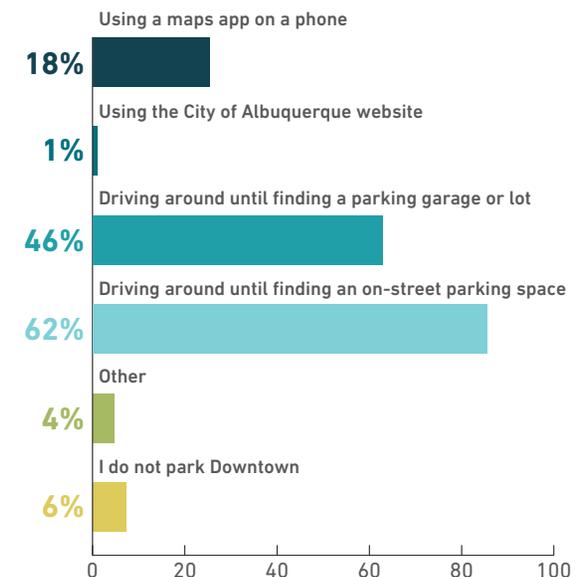
If you visit multiple destinations when you drive Downtown, do you drive every time you travel to your next destination?



Source: Winter 2024/25 Survey

Note: Summer 2025 results for the Growers' Market mirror these winter results.

How do you typically locate parking?



Source: Summer 2025 Growers' Market Survey

Better pre-trip parking information and Downtown signage could improve utilization of existing parking assets.

Survey respondents are split on how easy it is for them to find City of Albuquerque parking garages. Overall, about 27% say that it is easy or very easy to locate Downtown parking garages, compared to 28% that say it is difficult or very difficult. About half of respondents (45%) say it's a mixed bag. Regardless, they usually prefer on-street parking.

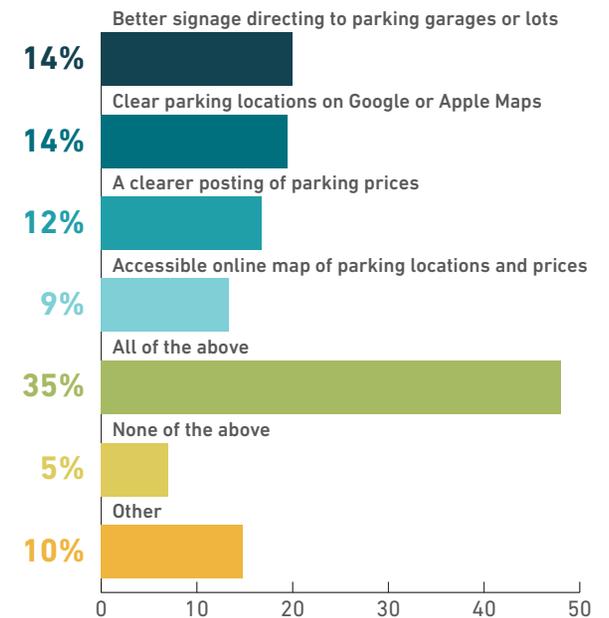
Better signage, online maps, and more transparent information on parking prices would help respondents find and choose parking.

How hard do you find it to locate City of Albuquerque parking garages?



Source: Summer 2025 Growers' Market Survey

What would most make locating parking Downtown easier?



Source: Summer 2025 Growers' Market Survey

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3

Downtown's Parking Supply



Downtown's Parking Supply

The amount, type, and distribution of parking influences people's perceptions of traveling to and experiencing Downtown. This chapter quantifies and maps different types of parking, classifying the parking supply in terms of the form it takes and who can use it. Table 1 and Figure 3 summarize and illustrate the different types of parking in Downtown and parking analysis areas.

How Much Parking is Downtown?

The Downtown MR Area has parking capacity for over 21,000 cars. Off-street parking structures and surface lots make up 87% of this supply, with structured parking accounting for 45% of the total capacity. On-street parking accounts for just 13% of the supply, but it makes up about one third of parking in the Northwest Downtown, Robinson Park, and Reynolds Addition areas.

Who Can Use Parking?

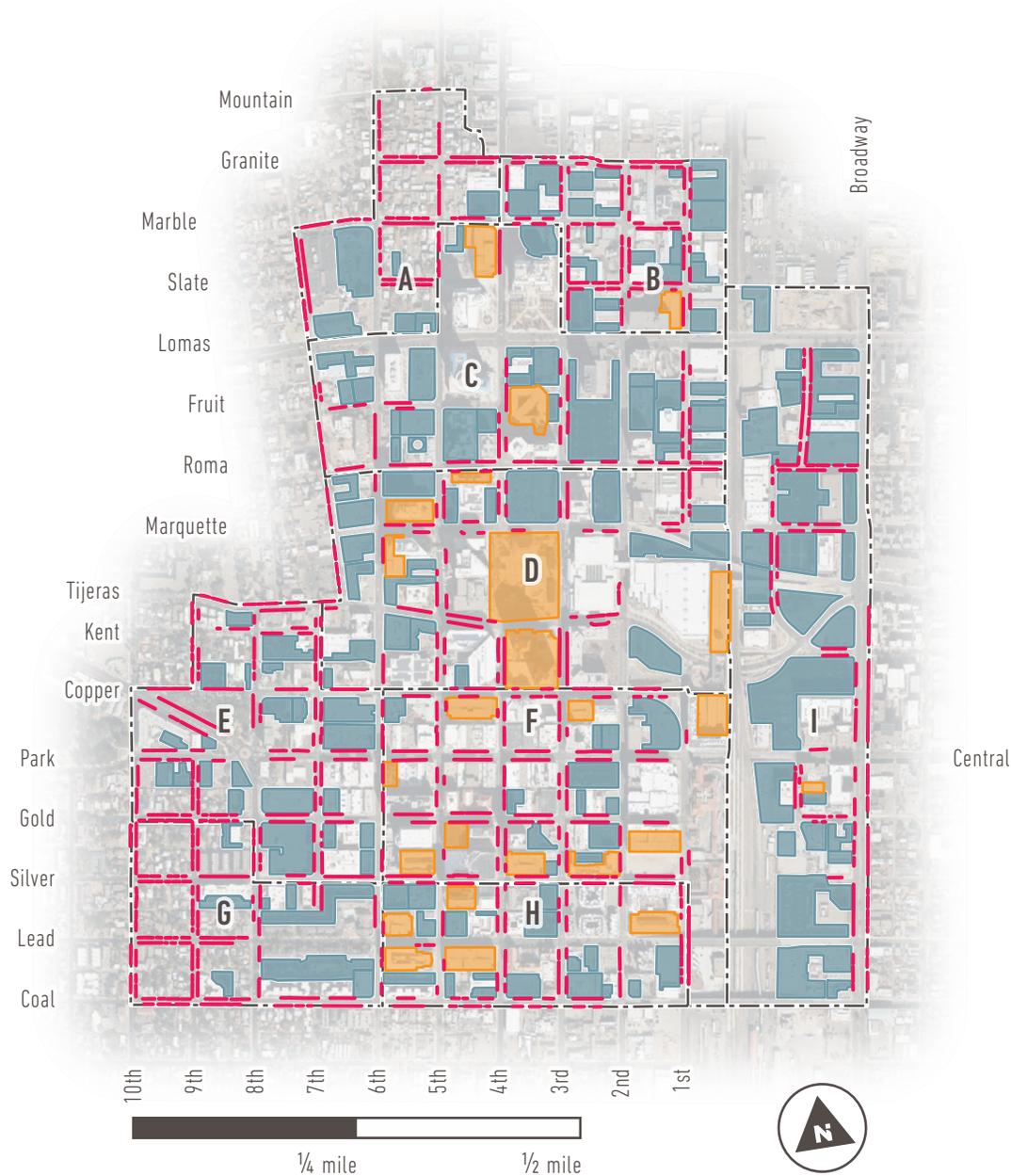
Not all parking is available to everyone. **General use parking**, which is open to the general public most of the time either for free or at an hourly or daily rate, makes up 55% of parking Downtown. **Specific use parking**, which is reserved for particular users or activities, makes up the other 45% of parking district-wide. In many areas, especially Lead/Coal and East Downtown, most parking is reserved.

Table 1. Parking Supply

	Total Spaces	Parking Supply by Type						Parking Supply by Use			
		Structured		Surface		On-Street		General Use		Specific Use	
		Spaces	Share	Spaces	Share	Spaces	Share	Spaces	Share	Spaces	Share
A Northwest Downtown	565	-	0%	365	65%	200	35%	235	42%	330	58%
B Brewery Blocks	1,356	322	24%	780	58%	254	19%	641	47%	715	53%
C Courthouse	3,454	1,872	54%	1,355	39%	227	7%	2,478	72%	976	28%
D Civic Plaza	4,852	3,140	65%	1,440	30%	272	6%	3,348	69%	1,504	31%
E Robinson Park	1,682	-	0%	1,180	70%	502	30%	1,026	61%	656	39%
F Central Core	4,226	3,184	75%	582	14%	460	11%	2,789	66%	1,437	34%
G Reynolds Addition	860	-	0%	535	62%	325	38%	312	36%	548	64%
H Lead/Coal	2,007	1,121	56%	680	34%	206	10%	320	16%	1,687	84%
I East Downtown	2,532	39	2%	2,155	85%	338	13%	701	28%	1,831	72%
Downtown MR Area	21,534	9,678	45%	9,072	42%	2,784	13%	11,850	55%	9,684	45%

Note: Excludes surface lots with less than 10 spaces and on-site parking for single-family housing and small multifamily developments

Figure 3. Parking Supply in the Downtown MR Area

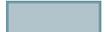
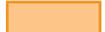


Downtown has parking capacity for over **21,000** cars.



Legend



-  On-Street Parking
-  Surface Parking Lots
-  Structured Parking
-  Parking Analysis Areas

Structured Parking



Structured parking accounts for almost 10,000 spaces and 45% of the total parking supply in Downtown. Table 2 and Figure 4 show the amount and location of general use and specific use structured parking provided by the City of Albuquerque, other public institutions, and private owners.

Most structured parking is publicly owned and open to the general public. More than 6,800 (or 71%) of structured parking spaces are located in just eleven multistory or underground garages offering hourly or daily rates. These facilities, listed in Table 3, make up over 32% of the total parking supply Downtown, and are concentrated north of Central Ave near Civic Plaza, the Convention Center, and the courthouses.

The City of Albuquerque owns six of these eleven general use structures, Bernalillo County owns one, and the remainder are privately owned.

The remaining 2,800 (or 29%) of spaces within parking structures are reserved for specific users or require a monthly permit. This specific use parking is found in standalone structures as well as incorporated into larger mixed-use and office buildings. Specific-use parking structures are especially concentrated between Coal Ave and Gold Ave east of 6th St, where the City of Albuquerque, PNM, the US General Services Administration, and two private owners own multistory garages associated with particular buildings, reserved for employees or tenants, or requiring monthly permits.

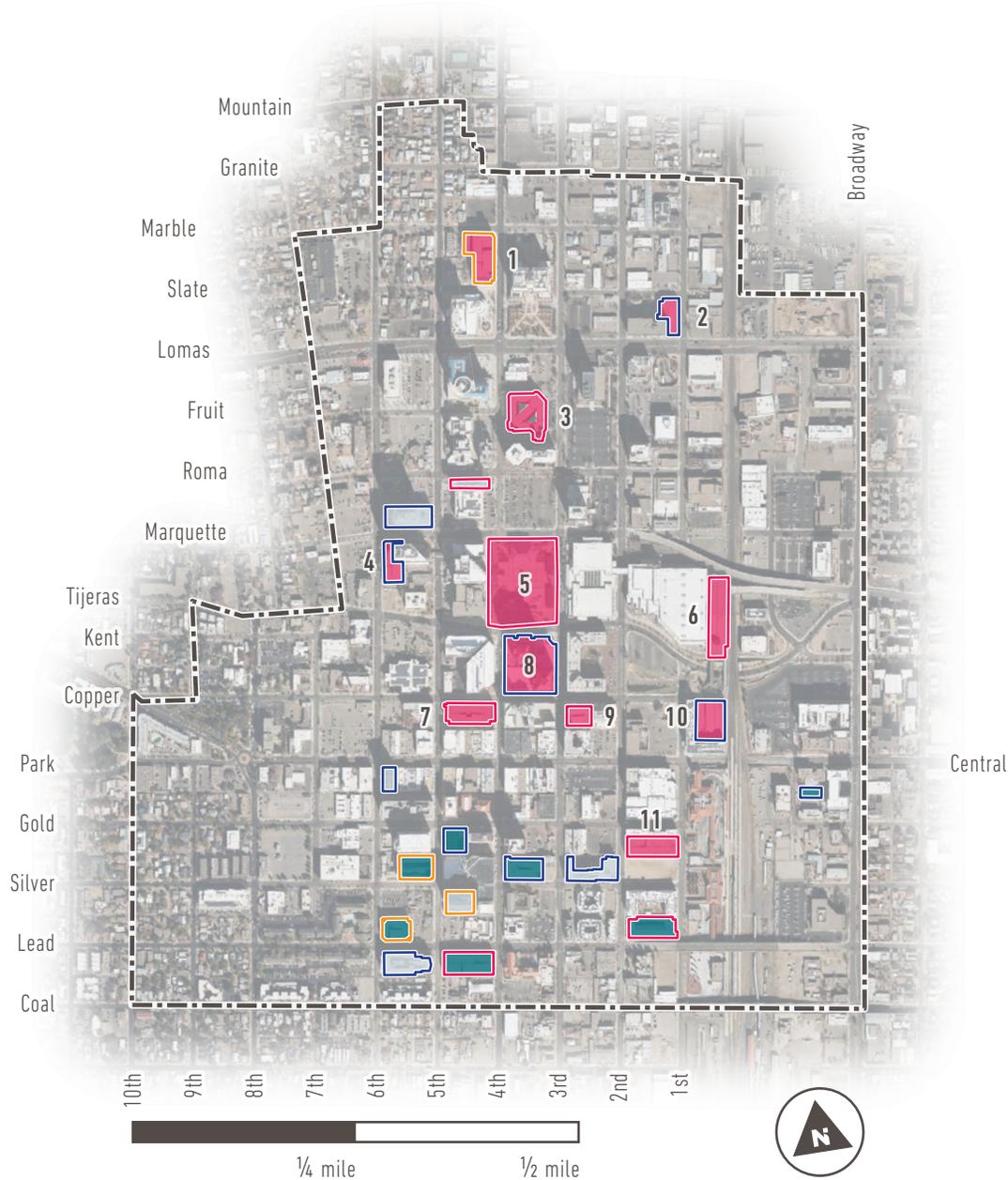
Table 3. General Use Parking Structures

Location	Owner	Spaces
1 4th St & Slate Ave	County	923
2 1st St & Lomas Blvd	Private	322
3 4th St & Fruit Ave	City	949
4 6th St & Marquette Ave	Private	620
5 Civic Plaza	City	922
6 Convention Center	City	714
7 5th St & Copper Ave	City	597
8 4th St & Copper Ave	Private	482
9 3rd St & Copper Ave	City	383
10 1st St & Central Ave	Private	370
11 2nd St & Gold Ave	City	578
Downtown MR Area		6,860

Table 2. Structured Parking Capacity

Ownership	Parking Capacity					
	Total Structures	Total Spaces	General Use Spaces	General Use Share	Specific Use Spaces	Specific Use Share
City of Albuquerque	9	4,894	4,143	85%	751	15%
Other Public Institutions	4	1,798	923	51%	875	49%
Private Owners	11	2,986	1,794	60%	1,192	40%
Downtown MR Area	24	9,678	6,860	71%	2,818	29%

Figure 4. Structured Parking in the Downtown MR Area



7 publicly owned, general use garages house **24%** of all parking Downtown.



Legend

Type of Parking

- General Use
- Specific Use — All or Primarily Parking
- Specific Use — Within Larger Building

Owner of Facility

- City of Albuquerque
- Other Public Institutions
- Private Owners
- Downtown MR Area

Surface Parking Lots



Surface parking lots account for over 9,000 parking spaces—and almost a third (32%) of the property area in the Downtown MR Area. As illustrated in Figure 5, surface lots are common throughout the district. Large lots form an almost unbroken ring around the blocks between 6th St, Silver Ave, 2nd St, and Marquette Ave, encircling Civic Plaza and much of the Central Core.

Surface parking also dominates the areas surrounding the courthouses and on either side of the BNSF railroad, especially the blocks west of Broadway Blvd in East Downtown and the blocks east of 1st St north of Marquette Ave and the Convention Center.

Unlike parking structures, the majority of surface parking is privately-owned and reserved for specific users. Specific use (or paid monthly) lots make up over two-thirds (71%) of surface parking, with less than one-third (29%) of spaces open to the general public—the exact inverse of structured parking.

Most surface lots are reserved for employees, customers, or monthly permit holders. The City of Albuquerque, Bernalillo County, PNM, and federal agencies all own large lots devoted entirely to employee and customer parking, especially in the Courthouse, Civic Plaza, and Central Core areas. In East Downtown, Bernalillo County, UNM,

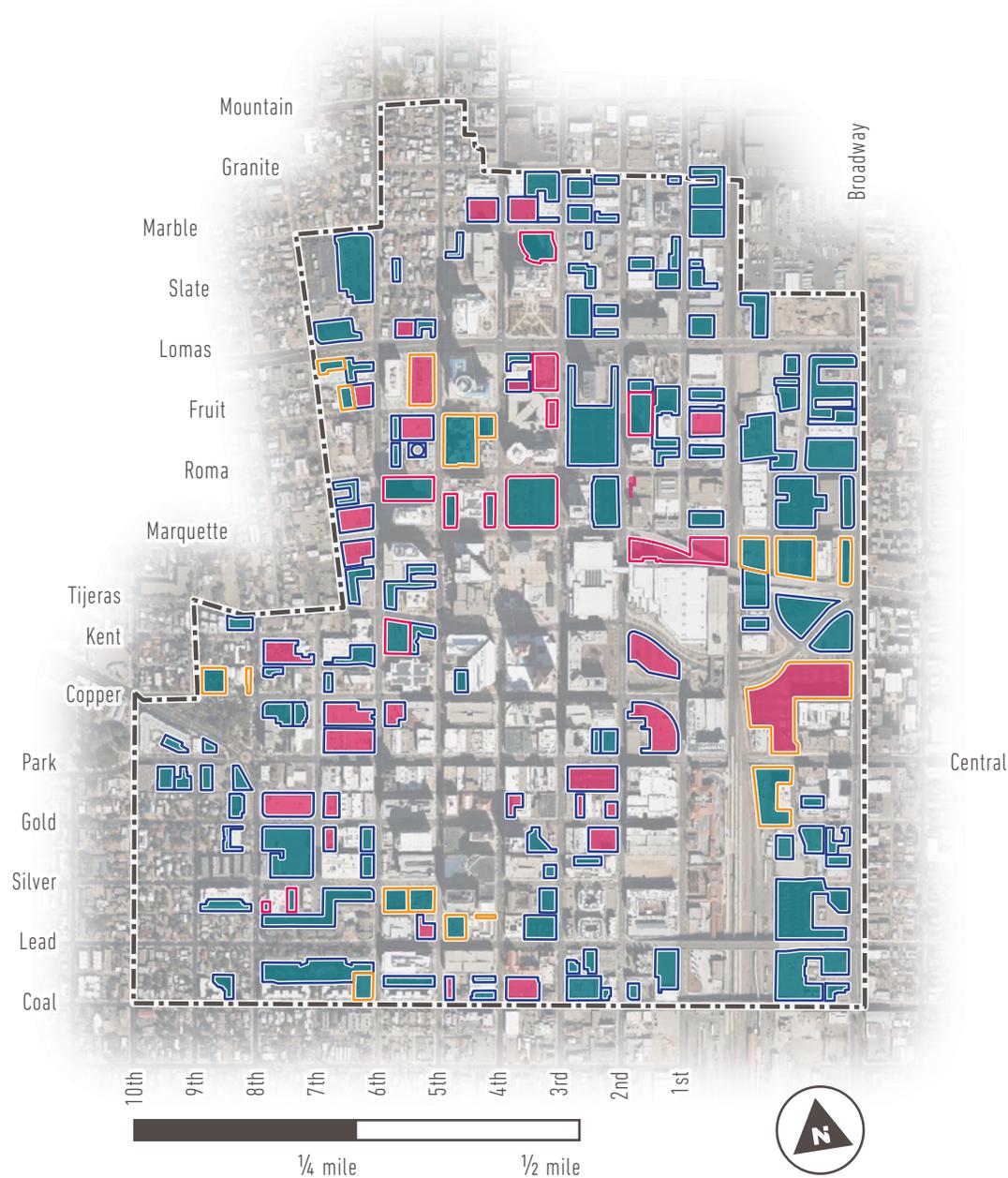
and federal facilities incorporate large amounts of on-site specific-use parking, but part of the UNM-owned lot located just north of Central Ave is open for general use.

Table 4. Surface Parking Capacity

Ownership	Parking Capacity					Land Area	
	Total	General Use		Specific Use		Acreage	Share of Property
		Spaces	Share	Spaces	Share		
City of Albuquerque	782	209	27%	573	73%	8.6	3%
Other Public Institutions	1,339	470	35%	869	65%	13.5	5%
Private Owners	6,951	1,988	29%	4,963	71%	65.2	24%
Downtown MR Area	9,072	2,667	29%	6,405	71%	87.3	32%

Note: Excludes surface lots with less than 10 spaces and on-site parking for single-family housing and small multifamily developments

Figure 5. Surface Parking in the Downtown MR Area



Surface parking lots make up **32%** of real estate Downtown.



Legend

Type of Parking

- General Use
- Specific Use

Owner of Facility

- City of Albuquerque
- Other Public Institutions
- Private Owners
- Downtown MR Area

On-Street Parking



Figure 6 and Table 5 show and quantify the different types of on-street parking in Downtown. City streets provide nearly 2,800 parking spaces, and many people associate driving Downtown with looking for one of these spaces. Parking and loading zones line both sides of most streets in the Central Core, as well as the Brewery Blocks, Robinson Park, and Raynolds Addition neighborhoods. On-street parking is less common in the Civic Plaza and Courthouse areas, as well as in Northwest Downtown, East Downtown, and along Lead Ave.

Paid parking accounts for just under a third (32%) of on-street parking Downtown. It is prevalent in the Courthouse, Civic Plaza, and Central Core areas, where most general use on-street parking is metered with a two-hour maximum stay and costs \$1 per hour.

Free, general use parking makes up just over half (51%) of all on-street parking Downtown. It is most common in the Brewery Blocks, Robinson Park, Raynolds Addition, and East Downtown areas, as well as along Coal Ave. Most of the on-street parking in these areas is entirely

unrestricted, although some blocks have **time limits**, such as a maximum stay of two hours on weekdays.

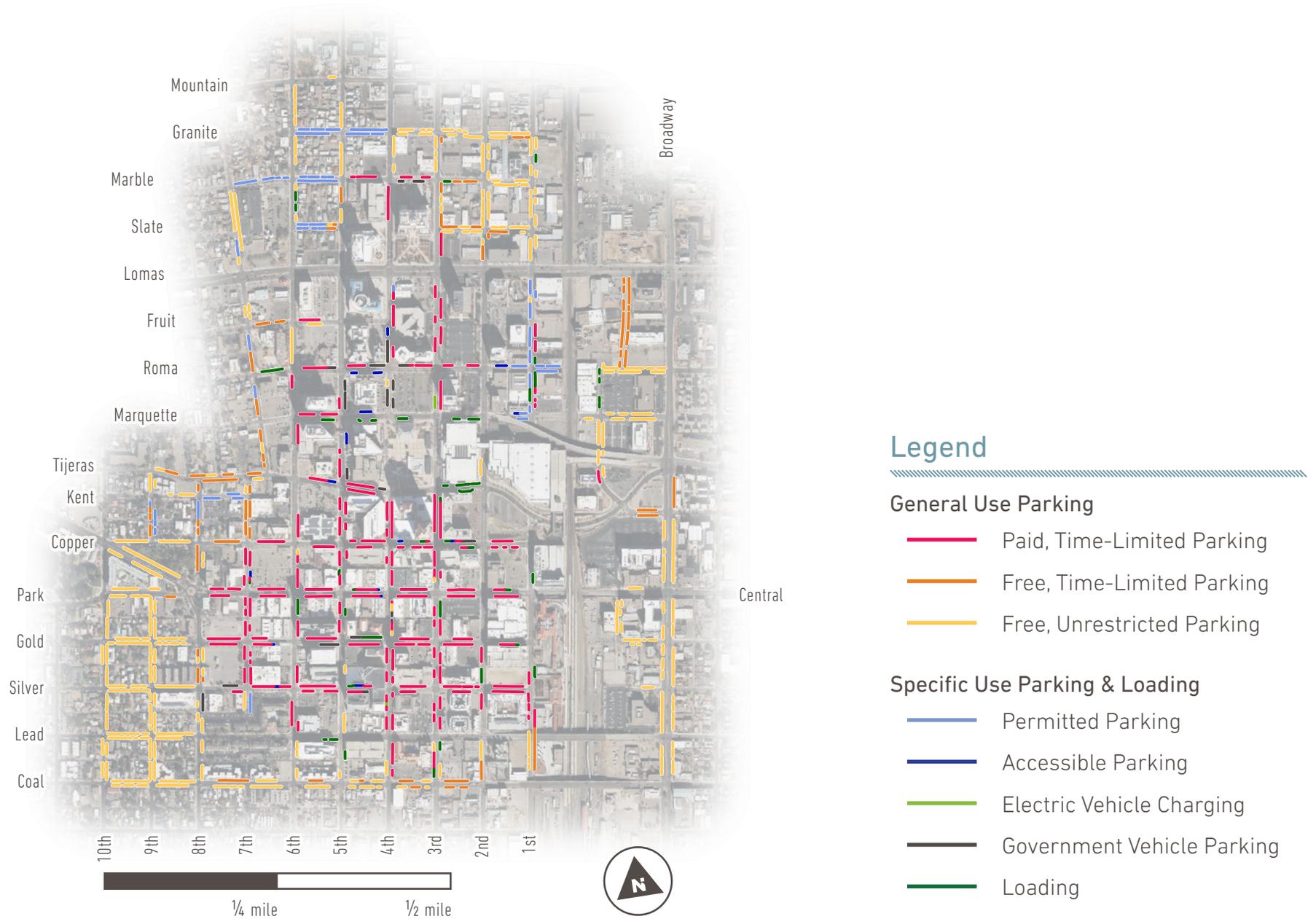
Permitted parking makes up 7% of on-street parking, and includes parking reserved for residential permit holders in the Northwest Downtown and Robinson Park neighborhoods. On-street parking is also reserved for permit holders along 1st St north of the Convention Center and Marquette Ave, where a number of renovated warehouses serve as event venues, art spaces, and offices.

Parking for **government vehicles** and **loading** zones account for 8% of on-street parking capacity in Downtown. Located primarily in the Central Core, Civic Plaza, and Courthouse areas, both of these curb uses play valuable roles and support the operations of businesses and government facilities. However, they reduce the amount of parking available to the public. In the Civic Plaza and Courthouse areas, loading zones and government vehicle parking—as well as the permitted parking on 1st St—exacerbate the gaps in on-street parking, resulting in very few general use on-street spaces.

Table 5. On-Street Parking & Loading Capacity

Curb Management	Capacity	
	Spaces	Share
Paid, Time-Limited Parking	886	32%
Free, Time-Limited Parking	310	11%
Free, Unrestricted Parking	1,127	40%
All General Use Parking	2,323	83%
Permitted or Reserved Parking	208	7%
Accessible Parking	34	1%
Electric Vehicle Charging	6	<1%
Government Vehicle Parking	83	3%
Loading	130	5%
All Specific Use	461	17%
All Parking & Loading	2,784	–

Figure 6. On-Street Parking in the Downtown MR Area



Changes Since 2016



Comparing today’s parking supply to the available parking a decade ago helps illuminate trends that can influence and inform how Downtown redevelops. The 2016 Parking Study quantified public-use parking in an overlapping study area, shown in Figure 7. While the differences in the scope and study area prevent direct comparisons of total parking supply, changes in off-street parking shed light on potential redevelopment scenarios.

Redeveloped Surface Parking

The primary changes in the parking supply since 2016 occurred through redevelopment on general use surface parking lots. Five surface lots considered

in the 2016 Study now offer housing, retail, and lodging options for people living, working, and visiting Downtown. These five sites, listed in Table 6, are now home to:

- + One Central, a mixed-use building at the heart of Downtown
- + The Imperial Building, a mixed-use project with Downtown’s primary grocery store, Silver Market
- + Sterling Downtown, multifamily apartments with affordable housing
- + The Hilton Garden Inn at Central Ave and Broadway Blvd
- + Townhomes at 9th St and Tijeras Ave

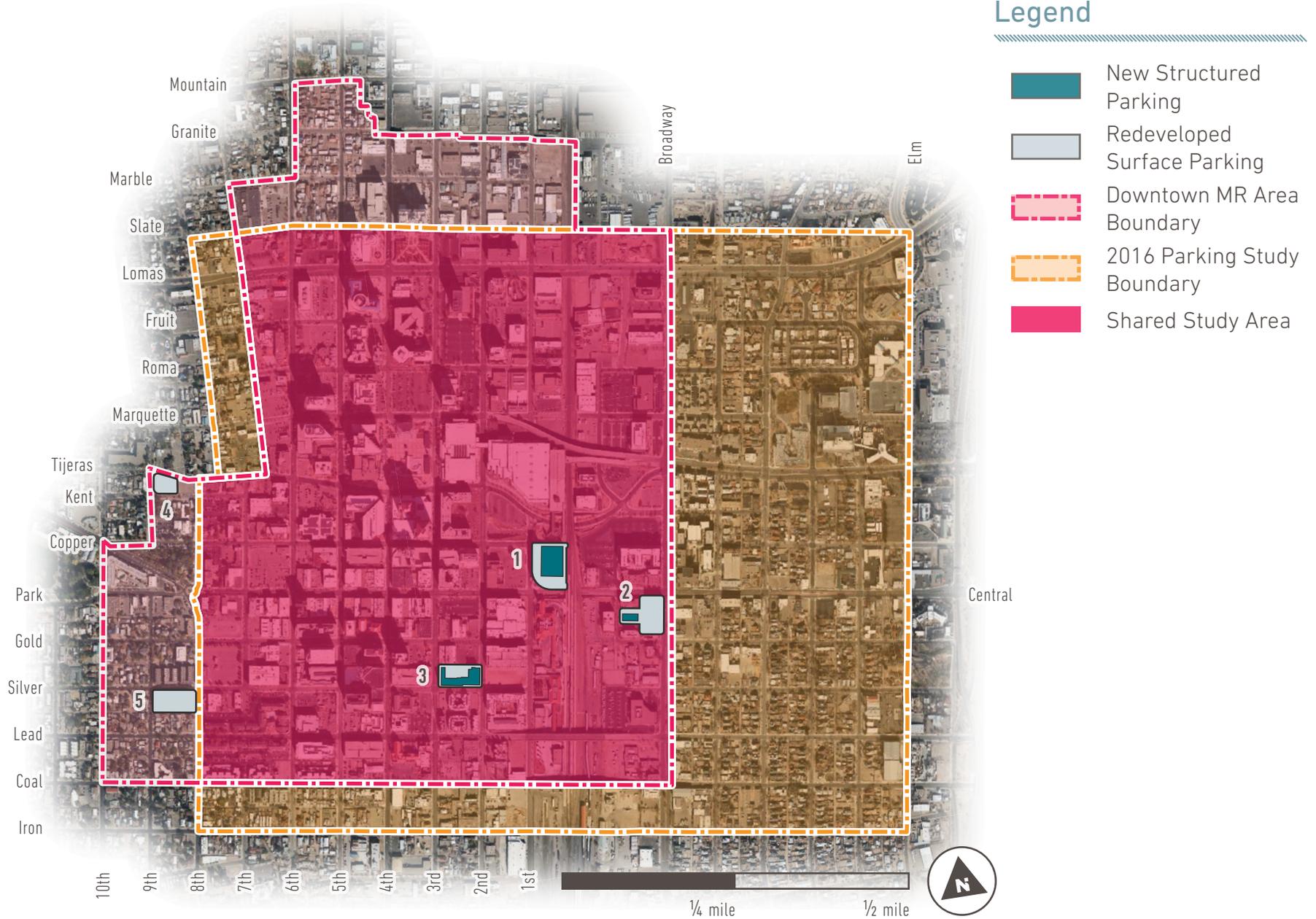
Collectively, these five developments provide almost as much parking as the surface lots they replaced—although this parking takes a different form. As Table 6 indicates, all of the developments include on-site parking, and three of the five projects incorporate structured parking—a more efficient use of space. The One Central development includes a multi-story garage open to the public, which triples the amount of parking available on the site.

The other four projects provide less parking than the surface lots preceding them, and this parking is reserved for residents and patrons rather than open to the public. In the future, developer-led projects and targeted investments in public parking structures may help replace surface parking in ways that align with Burqueños’ needs and vision for Downtown.

Table 6. Redeveloped Public-Use Surface Parking Lots

Location	2025 Land Use	Parking Capacity				Net Change
		2016 Surface	2025 Total	2025 Structured	2025 Surface	
1 1st St & Central Ave	Mixed-use Multifamily	122	370	370	-	248
2 Broadway Blvd & Central Ave	Hotel	121	39	39	-	(82)
3 2nd St & Silver Ave	Mixed-use Multifamily	153	116	90	26	(37)
4 9th St & Tijeras Ave	Townhomes	148	46	-	46	(102)
5 8th St & Silver Ave	Multifamily Residential	50	12	-	12	(38)
		594	583	499	84	(11)

Figure 7. Downtown MR Area & 2016 Parking Study Boundaries



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4

Downtown Parking Patterns



Downtown Parking Patterns

In order to understand how and where people use parking, this study collected parking occupancy data for a sample of streets and surface parking lots in Downtown, shown in Figure 8. This chapter presents this data in maps and tables that illustrate weekday and Saturday parking patterns within key areas of Downtown.

Data Collection Areas

When defining the data collection sample, MRA and the project team selected streets and parking facilities in areas with:

- + Perceptions of limited parking among the Downtown community
- + Land uses and destinations that generate a high demand for parking, including recent redevelopment projects
- + Locations with strong potential for redevelopment in the future

Weekday data collection included on-street parking in areas with offices, retail, and commercial land uses. Saturday on-street data collection focused on places with more weekend activity, namely

the Brewery Blocks, Robinson Park, and Central Core areas. Eleven surface parking lots were included in the sample for both weekday and Saturday.

Data Collection Period

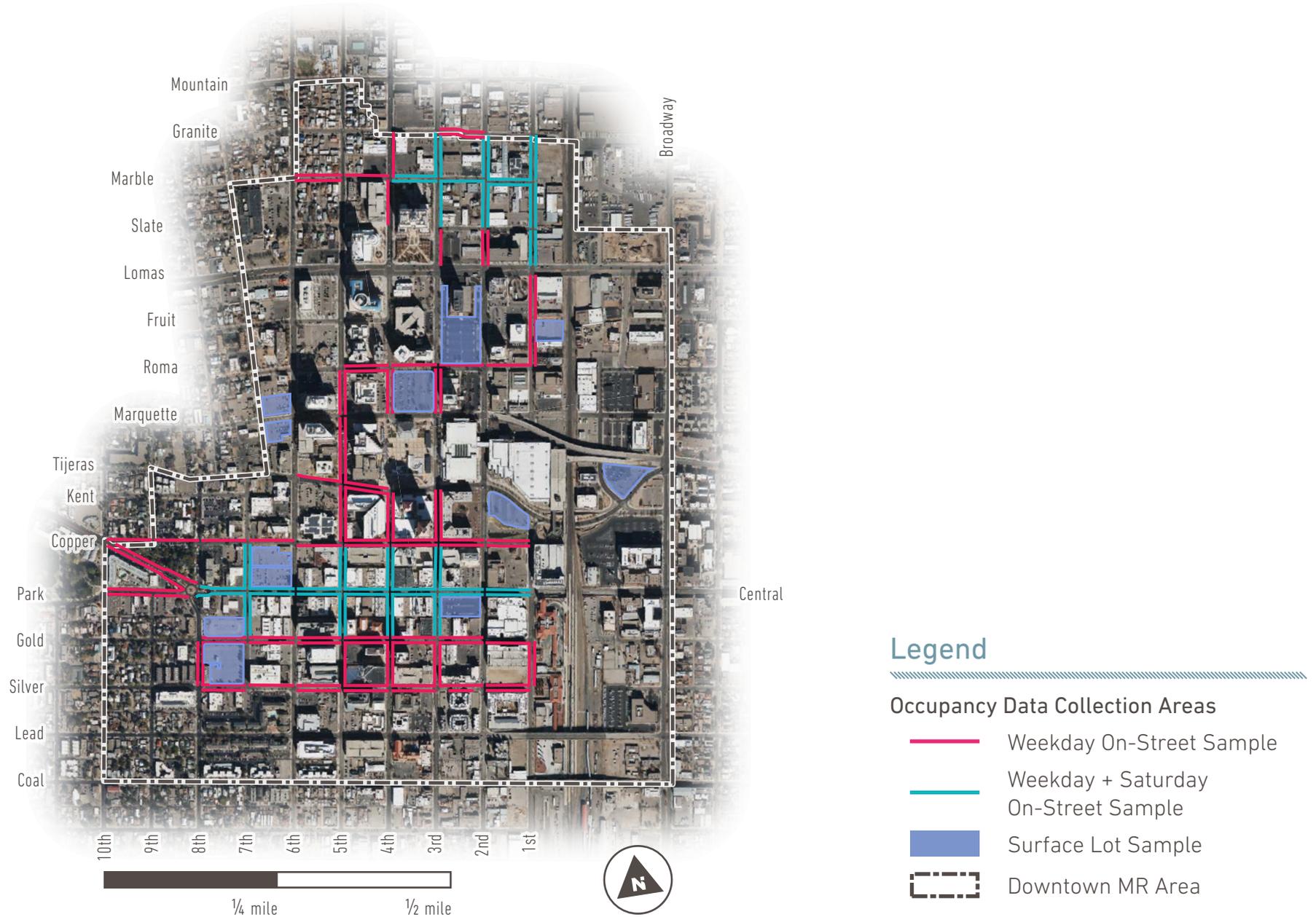
The project team collected data on three days in early December 2024:

- + Tuesday, December 3rd, 2024
- + Thursday, December 5th, 2024
- + Saturday, December 7th, 2024

On-street data collection took place on Tuesday and Saturday. For surface lots, the project team used drones to capture aerial images of each lot for the weekday counts within daylight hours. Counts took place across two weekdays to allow for the scheduling of drone flights. Counts at five of the eleven lots took place Tuesday, and the remainder occurred on Thursday.

Weekday data collection covered the period from 8 AM to 6 PM, capturing traditional business hours when the district as a whole experiences the greatest demand. Saturday data collection extended from 11 AM to 9 PM and helps represent patterns that are also common on weekday evenings.

Figure 8. Data Collection Areas



Weekday Parking Patterns



Parking utilization, which measures the percentage of parking spaces occupied by vehicles, is an essential metric for understanding parking dynamics Downtown. Utilization measures demand for parking relative to the existing supply, and different patterns can point toward different parking strategies:

- + High utilization clustered around a corridor or key destination can signal the need for parking management tools to help redistribute demand.
- + Widespread and extremely high utilization throughout an area can indicate demand for additional parking facilities, like structured parking.
- + Low utilization at the busiest times of day can indicate a surplus of parking—above what is necessary to support the current mix of land uses.

Weekday Parking Utilization

Table 7 shows on-street and off-street weekday parking utilization in different parking analysis areas and parking lots over the course of a 10-hour period from 8 AM to 6 PM. As in tables and maps throughout this chapter, darker shades of orange represent higher parking utilization and more demand for the existing parking supply, whereas shades of blue-gray represent lower utilization.

For the district-wide sample as a whole, utilization rates never exceeded 50% at any hour for either on-street parking or surface lots. However, individual areas and lots experienced higher utilization rates, particularly the Civic Plaza area and the lot located at Commercial St and Tijeras Ave in East Downtown.

Time of Day Variations

As Table 7 highlights, parking utilization varies by location as well as over the course of the day. During the weekday data collection period, parking utilization was highest during the middle of the day when adjacent land uses are most active, gradually increasing in the morning and tapering in the evening.

The individual parking analysis areas and lots included in the sample all experienced their highest utilization rates sometime between the hours of 10 AM and 3 PM, and peak times within that window varied by location. Overall parking utilization within the weekday sample area was greatest at 2 PM—the **peak hour** for weekday parking Downtown.

Table 7. Weekday On-Street & Surface Parking Utilization

Location	Parking Supply	Parking Utilization											Average	Date 2024
		8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM		
A Northwest Downtown Sample	32	-	41%	53%	50%	41%	47%	56%	34%	50%	31%	-	43%	12/3
B Brewery Blocks Sample	180	-	25%	38%	33%	34%	31%	40%	34%	40%	27%	-	34%	12/3
C Courthouse Sample	86	-	55%	57%	50%	41%	49%	45%	45%	41%	30%	-	43%	12/3
D Civic Plaza Sample	152	-	47%	52%	59%	55%	57%	70%	61%	52%	34%	-	51%	12/3
E Robinson Park Sample	258	-	39%	42%	47%	50%	52%	48%	40%	40%	36%	-	43%	12/3
F Central Core Sample	442	-	25%	26%	28%	27%	31%	44%	49%	47%	41%	-	34%	12/3
On-Street Weekday Sample (Subtotal)	1,150	-	33%	38%	39%	39%	41%	48%	46%	45%	36%	-	39%	12/3
1 (C) 2nd St & Roma Ave	229	27%	33%	35%	35%	36%	32%	34%	28%	27%	12%	3%	27%	12/3
2 (C) 1st St & Roma Ave (612 1st St)	94	46%	62%	66%	66%	55%	56%	68%	71%	70%	33%	9%	55%	12/3
3 (D) 6th St & Marquette Ave (North)	112	51%	57%	59%	55%	51%	50%	48%	43%	30%	8%	1%	41%	12/3
4 (D) 6th St & Marquette Ave (South)	84	55%	67%	77%	73%	75%	74%	70%	65%	44%	19%	4%	57%	12/3
5 (D) 3rd St & Marquette Ave	207	60%	69%	74%	71%	66%	67%	69%	68%	57%	37%	8%	59%	12/3
6 (D) 1st St & Tijeras Ave	125	12%	19%	26%	25%	27%	22%	21%	14%	13%	18%	20%	20%	12/5
7 (I) Commercial St & Tijeras Ave	139	96%	96%	94%	83%	84%	96%	98%	91%	74%	22%	17%	77%	12/5
8 (E) 6th St & Central Ave	252	18%	26%	37%	41%	46%	46%	45%	30%	27%	27%	30%	34%	12/5
9 (E) 7th St & Gold Ave	124	15%	19%	19%	21%	19%	17%	17%	15%	14%	9%	6%	16%	12/5
10 (E) 7th St & Silver Ave	183	37%	46%	47%	46%	45%	55%	45%	36%	31%	17%	5%	37%	12/5
11 (F) 2nd St & Central Ave	151	25%	38%	43%	44%	40%	40%	39%	35%	28%	19%	6%	32%	12/5
Surface Lot Sample (Subtotal)	1,700	38%	46%	50%	49%	48%	49%	49%	43%	36%	21%	11%	40%	
Downtown MR Area Weekday Sample	2,850	-	41%	45%	45%	44%	46%	49%	44%	40%	27%	-	40%	

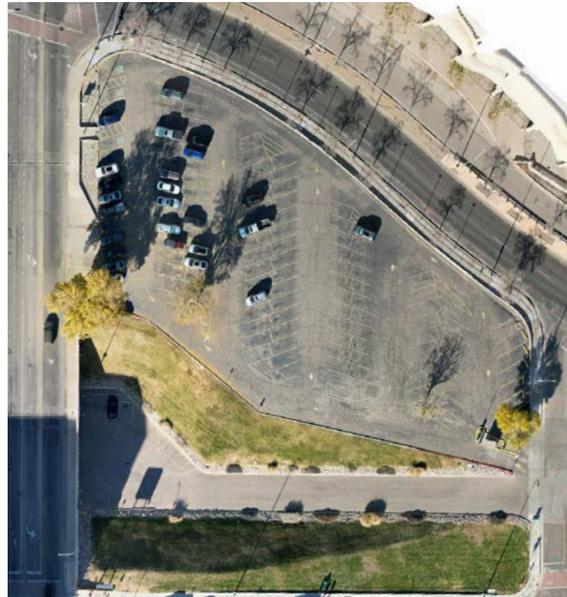
0-25% Occupied
 25-50% Occupied
 50-75% Occupied
 75-90% Occupied
 90-100% Occupied
 Peak Time

Weekday Peak-Hour Utilization

Utilization rates during a representative peak hour provide an indication of whether the district as a whole has enough parking to accommodate the volume of people who want to park in Downtown on a regular basis, as well as whether subareas experience localized shortages or surpluses of parking as a part of everyday operations.

Figure 9 illustrates weekday peak-hour utilization at approximately 2 PM throughout the sample area. Although select parking lots and blocks are relatively full at this time, high utilization rates at peak hour are not widespread, and seven of the eleven lots in the sample are less than half full.

The parking lot north of Commercial St and Tijeras Ave stands out as the most occupied lot in the sample at peak hour, with utilization rates above 90% approaching capacity for much of the day. This lot serves office buildings just east of the BNSF rail corridor. Because the rail acts as a barrier impeding walkability today, east Downtown may operate as a largely independent parking ecosystem, with limited walking trips and spillover into parking facilities west of the tracks.



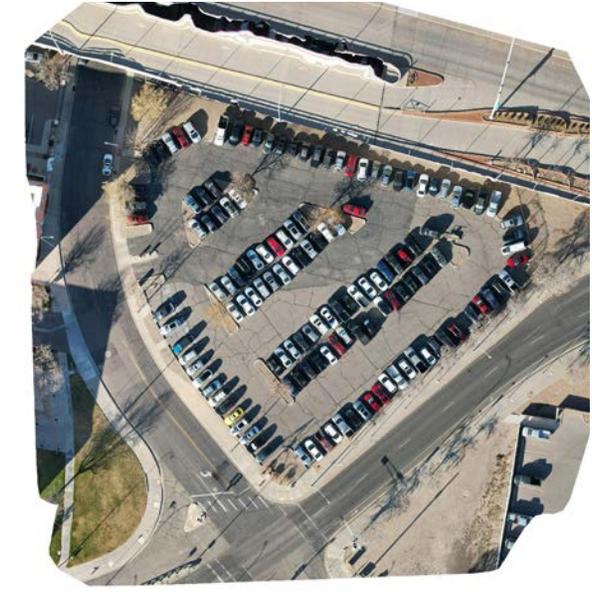
1st St & Tijeras Ave 2 PM on Thursday



2nd St & Roma Ave 2 PM on Tuesday

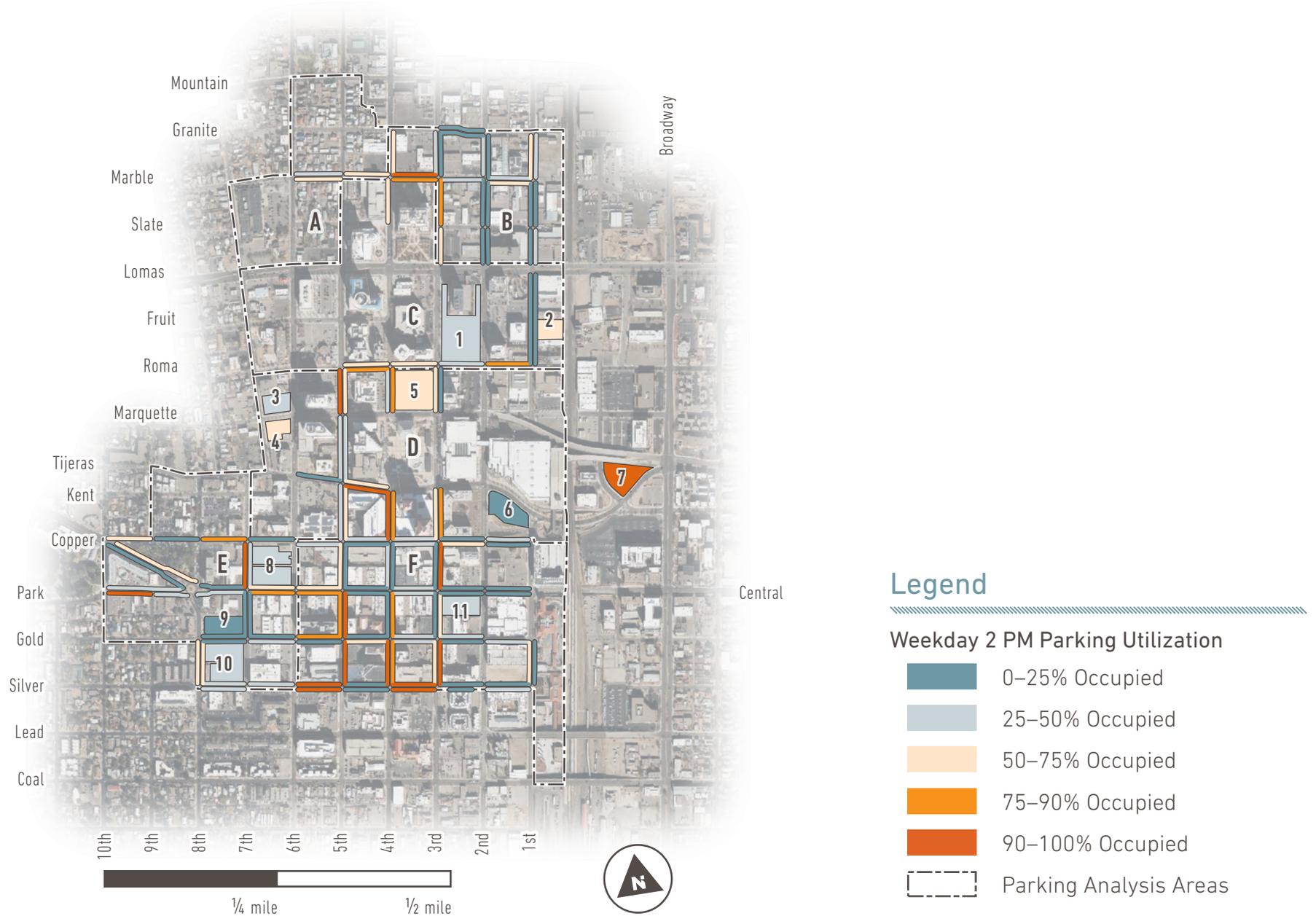


3rd St & Marquette Ave 2 PM on Tuesday



Commercial St & Tijeras Ave 2 PM on Thursday

Figure 9. Weekday Peak-Hour Parking Utilization (2 PM)



Saturday Parking Patterns



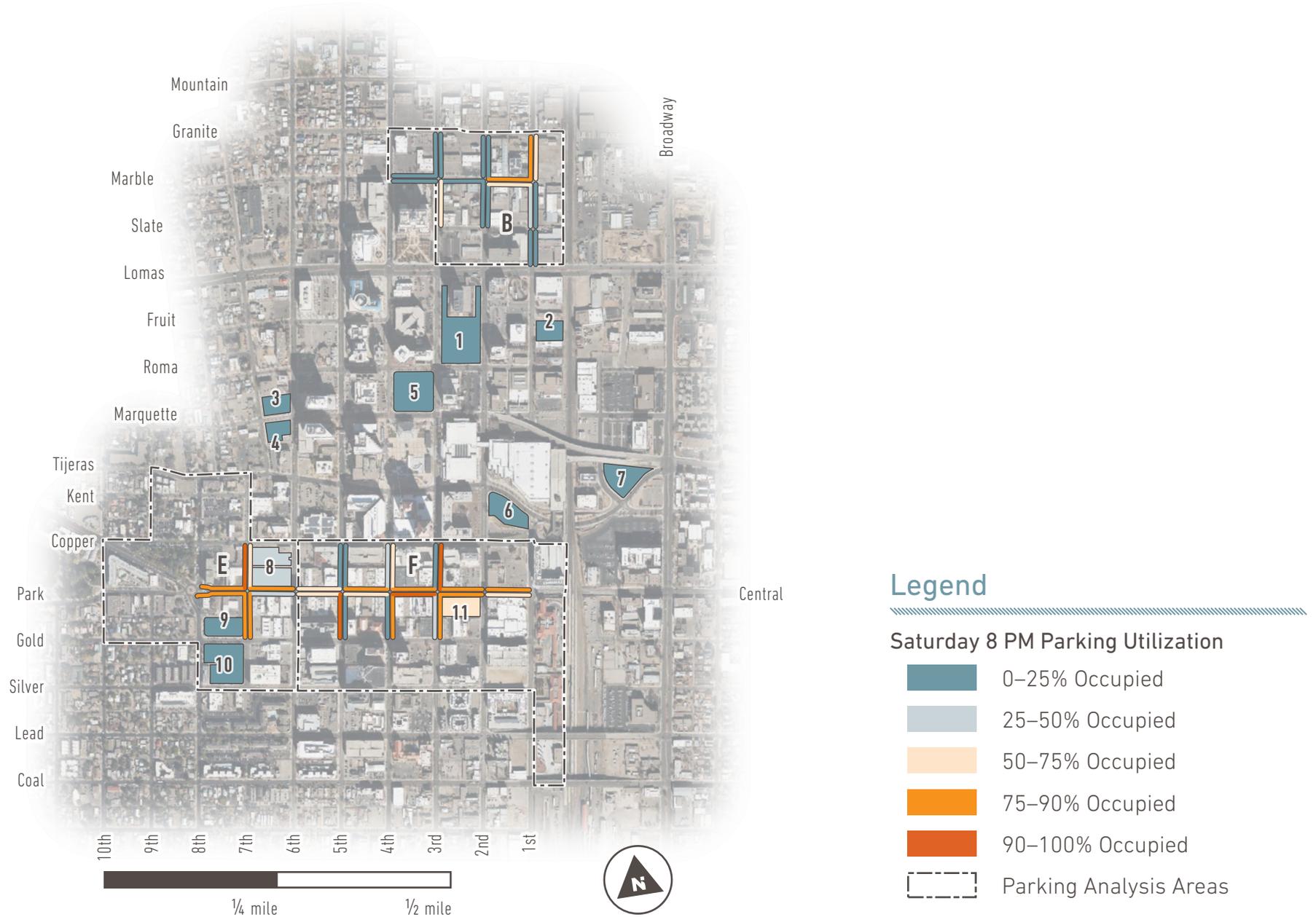
Table 8 shows parking utilization in different locations between 11 AM and 9 PM on Saturday. Within the Saturday sample area, utilization grew over the afternoon and evening, driven primarily by parking along Central Ave and in the Brewery Blocks area. Figure 10 illustrates utilization at 8 PM on Saturday, the final hour in the collection period with on-street utilization data. Utilization was trending upwards at the end of the data collection period, suggesting the true Saturday peak hour may occur even later in the evening.

Table 8. Saturday On-Street & Surface Parking Utilization

Location	Parking Capacity	Parking Utilization											Average
		11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	
B Brewery Blocks Sample	141	1%	7%	13%	18%	17%	21%	15%	17%	21%	28%	-	16%
E Robinson Park Sample	67	63%	75%	91%	81%	96%	94%	94%	87%	88%	82%	-	85%
F Central Core Sample	171	33%	41%	49%	47%	51%	57%	56%	54%	63%	64%	-	52%
On-Street Saturday Sample (Subtotal)	379	27%	34%	43%	42%	46%	50%	47%	46%	52%	54%	-	44%
1 (C) 2nd St & Roma Ave	229	6%	6%	6%	4%	4%	6%	8%	9%	10%	8%	8%	7%
2 (C) 1st St & Roma Ave (612 1st St NW)	94	6%	6%	6%	10%	9%	11%	11%	11%	9%	9%	7%	9%
3 (D) 6th St & Marquette Ave (North)	112	3%	4%	2%	2%	2%	1%	1%	0%	0%	0%	0%	1%
4 (D) 6th St & Marquette Ave (South)	84	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%
5 (D) 3rd St & Marquette Ave	207	4%	4%	8%	8%	7%	5%	4%	4%	4%	4%	4%	5%
6 (D) 1st St & Tijeras Ave	125	4%	4%	6%	6%	2%	0%	1%	2%	8%	4%	4%	4%
7 (I) Commercial St & Tijeras Ave	139	14%	14%	15%	15%	14%	14%	14%	14%	14%	14%	14%	15%
8 (E) 6th St & Central Ave	252	20%	20%	29%	36%	37%	35%	35%	38%	39%	47%	55%	36%
9 (E) 7th St & Gold Ave	124	11%	17%	10%	9%	10%	10%	9%	18%	19%	21%	23%	14%
10 (E) 7th St & Silver Ave	183	2%	1%	2%	2%	3%	3%	2%	1%	0%	1%	1%	1%
11 (F) 2nd St & Central Ave	151	6%	6%	7%	7%	8%	12%	18%	23%	42%	51%	50%	21%
Surface Lot Sample (Subtotal)	1,700	8%	8%	10%	11%	11%	10%	11%	13%	15%	17%	18%	12%
Downtown MR Area Saturday Sample	2,079	11%	13%	16%	16%	17%	18%	18%	19%	22%	23%	-	17%



Figure 10. Saturday 8 PM Parking Utilization



Maximum Parking Utilization



In many areas, the busiest time for parking coincides with the weekday peak hour for the larger district (2 PM). However, certain land uses, corridors, and subdistricts become more active at other times, like evenings and weekends. Figure 11 illustrates the **maximum parking utilization** observed along individual block faces and within individual lots during the weekday and Saturday data collection periods.

Within Downtown, activities associated with different land uses peak at different times and on different days, allowing nearby destinations to share—rather than compete for—the same parking supply. Accordingly, maximum utilization does *not* represent the total amount of parking needed to support the mix of land uses Downtown. Instead, high maximum utilization rates can indicate where parking management tools—like shared parking agreements—can help address the needs of users.

Optimal On-Street Utilization

The tables and maps in this chapter help identify where and when on-street parking utilization crosses critical thresholds. Many cities and districts focus their parking management plans and strategies on streets with **80–85%** parking utilization.

This range is considered the functional capacity of on-street parking. When 80–85% of on-street parking spaces are occupied, only one or two parking spaces remain available on each block face, and it becomes challenging for people to quickly find parking in the immediate vicinity of their destination. This creates conditions where drivers—especially visitors who are less familiar with nearby options—may need to circle the block to find the remaining available spots and may grow frustrated. These conditions similarly frustrate business owners, who want their customers to be able to quickly find parking nearby, as well as other drivers, bicyclists, and pedestrians, who prefer less congested roadways and like to avoid drivers overly focused on finding parking.

To avoid these issues and improve perceptions of parking, many Downtown districts seek to rebalance demand near streets with utilization rates approaching or exceeding 80–85%. Implementing and tailoring pricing, time limits, and other regulations can help change decision-making so that some parking remains available in the busiest areas. Understanding the places and times of day when on-street parking utilization approaches and exceeds 80–85% will inform the parking management tools and applications recommended in Chapter 7.

Corridors where multiple nearby blocks exceed 85% parking utilization at some point through the day include:

- + Marble Ave
- + Roma Ave
- + Copper Ave
- + Park Ave
- + Gold Ave
- + Silver Ave
- + 5th St
- + 4th St
- + 3rd St

Figure 11. Maximum Parking Utilization



Parking Patterns Near Central Ave



Typical weekday and Saturday parking patterns can inform a Central Ave parking strategy that supports events and future development.

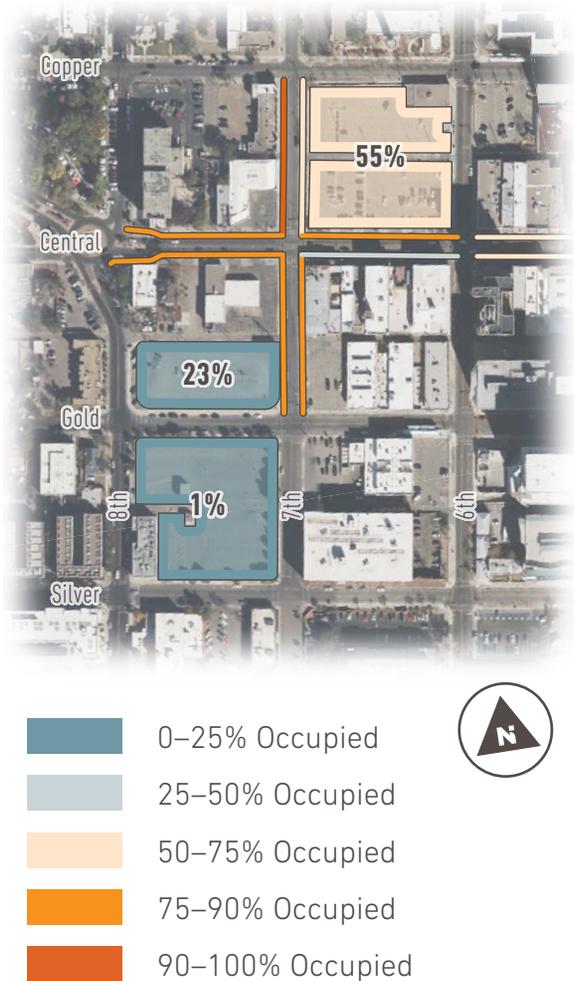
Central Ave is home to a variety of recurring and special events that attract Burqueños from across the city. Many of these events close Central Ave to motor vehicles and limit on-street parking along the corridor, simultaneously reducing the available parking supply and inviting visitors to flock Downtown. In addition, the Central Core and Robinson Park areas are poised to attract projects that reactivate vacant buildings and redevelop underutilized lots. Much like events along the corridor today, these future developments will increase the demand for parking in the vicinity of Central Ave, and may reduce the parking supply.

The parking utilization rates along Central Ave during a typical weekday and Saturday fall well below the demand for parking during events and in potential redevelopment scenarios. However, they reveal preferences that point toward potential strategies for managing higher demand both now and in the future.

Utilization rates and aerial photographs suggest that people strongly prefer to park along or very close to Central Ave, especially in on-street spaces. For example, on-street parking near 7th St and Central Ave—near Ex Novo Brewing—is often significantly more utilized than nearby surface lots, including two paid lots open to the general public within a two-block walk.

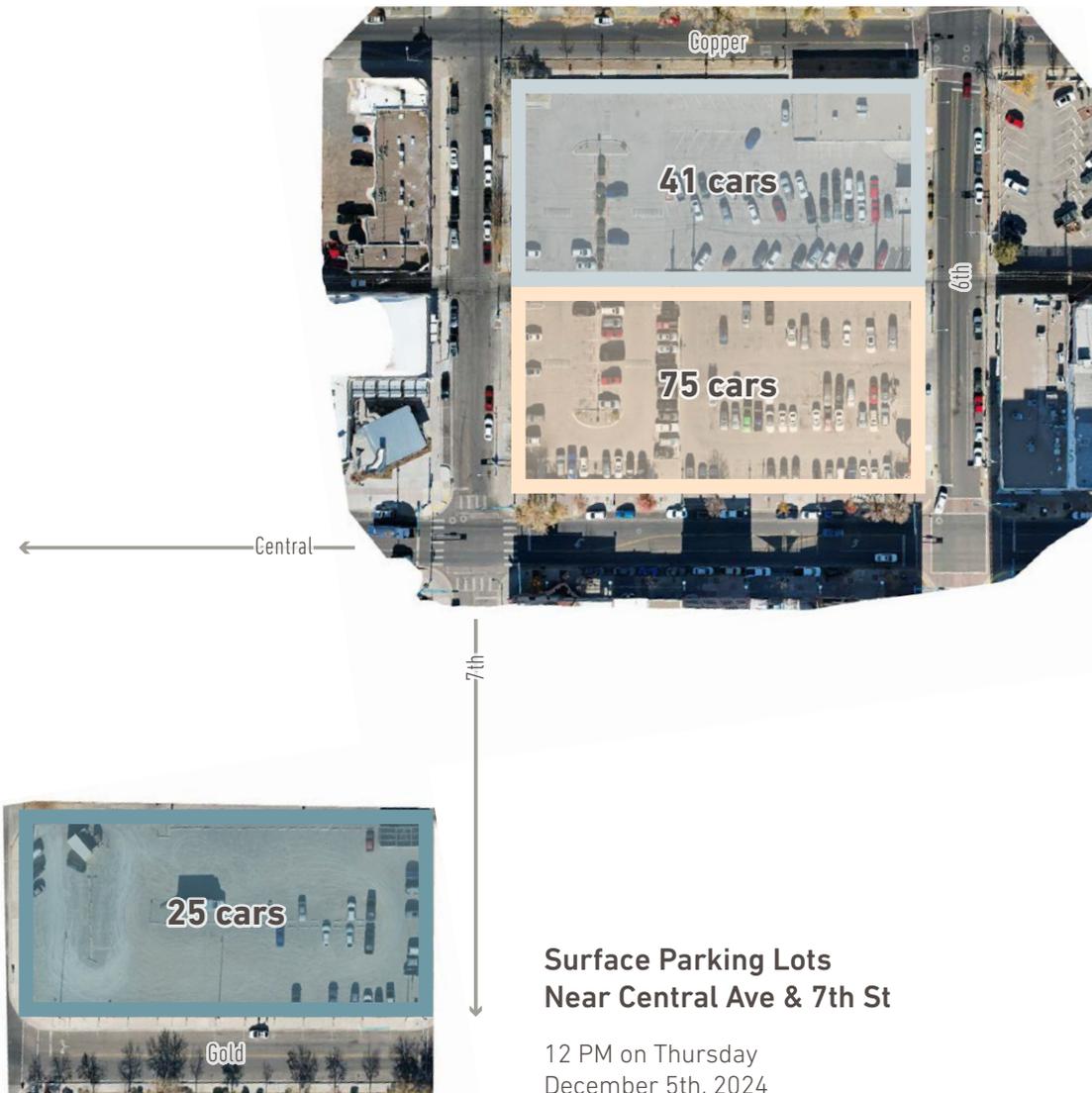
Figure 12, which shows utilization from 8-9 PM on Saturday between Silver Ave, 8th St, Copper Ave, and 6th St, helps illustrate these dynamics. Most of the on-street parking near the intersection of 7th St and Central Ave is well-utilized—and free at this time—with occupancy rates exceeding 75% on most block faces. At the same time, the paid lot directly along Central Ave is more than half full (55% occupied). Meanwhile, the paid lot north of 7th St and Gold Ave, just a half-block away from Central Ave, is less than a quarter full (23%)—and the specific use lot south of Gold Ave is almost empty (1%). These patterns suggest that many people look for and prefer on-street parking on or near Central Ave, in spite of parking lots with spaces available in close proximity.

Figure 12. Saturday Parking Utilization Near 7th St and Central Ave, 8–9 PM



The tendency to park as close to Central Ave as possible, given the opportunity to do so, is also observable on weekdays and *within* individual lots. At right, aerial photographs show the distribution of cars within the two lots closest to 7th St and Central Ave at 12 PM on Thursday. In the lot spanning the full block between 6th St and 7th St north of Central Ave, the southern “front” half of the lot facing Central Ave has nearly twice as many parked cars as the northern half facing Copper Ave—and three times as many cars as the lot north of Gold Ave just a half-block away.

During events and as the corridor redevelops, people will *want* to park as close to Central Ave as possible—but there will not always be spaces available. Communicating nearby parking options, ensuring people feel comfortable leaving their vehicles farther from Central Ave, and providing inviting, well-lit walking routes to and from the corridor can help to manage periods of higher parking demand and point people toward other parking just a short walk away.



Parking Turnover



Parking turnover is another essential metric for understanding parking dynamics Downtown. Turnover rates measure the number of unique vehicles using the same parking space (or set of spaces), indicating how frequently vehicles come and go in a particular location. Turnover is inversely related to parking **duration**, or how long one vehicle stays in one parking space.

In busy locations attracting a lot of visitors, shorter stays and frequent turnover are worthwhile goals that go hand-in-hand with optimal on-street parking utilization. When people vacate parking spaces after one or two hours, those spaces become available to others. This increases the likelihood that visitors will find one or two parking spaces on any given block in Downtown.

Many cities and districts implement and enforce pricing and time limits in areas with a high demand for parking, in part to achieve frequent turnover. In Albuquerque, many Downtown blocks have paid metered parking with a 2-hour maximum stay, and the City’s Parking Division enforces these regulations.

Strategic pricing and time limits can incentivize people who want to park for longer periods—like employees—to look for parking slightly farther from the busiest areas, in areas without time limits and with less expensive rates. However, implementing pricing and time limits to encourage frequent turnover is not appropriate everywhere.

At a district-wide scale, frequent turnover is at odds with the vision of a park-once Downtown. Moreover, “carrots” are just as valuable as “sticks” when it comes to incentivizing specific parking patterns. It is important that employees and visitors can find more affordable places to park for longer periods of time just outside of the busiest areas, once utilization rates drop off.

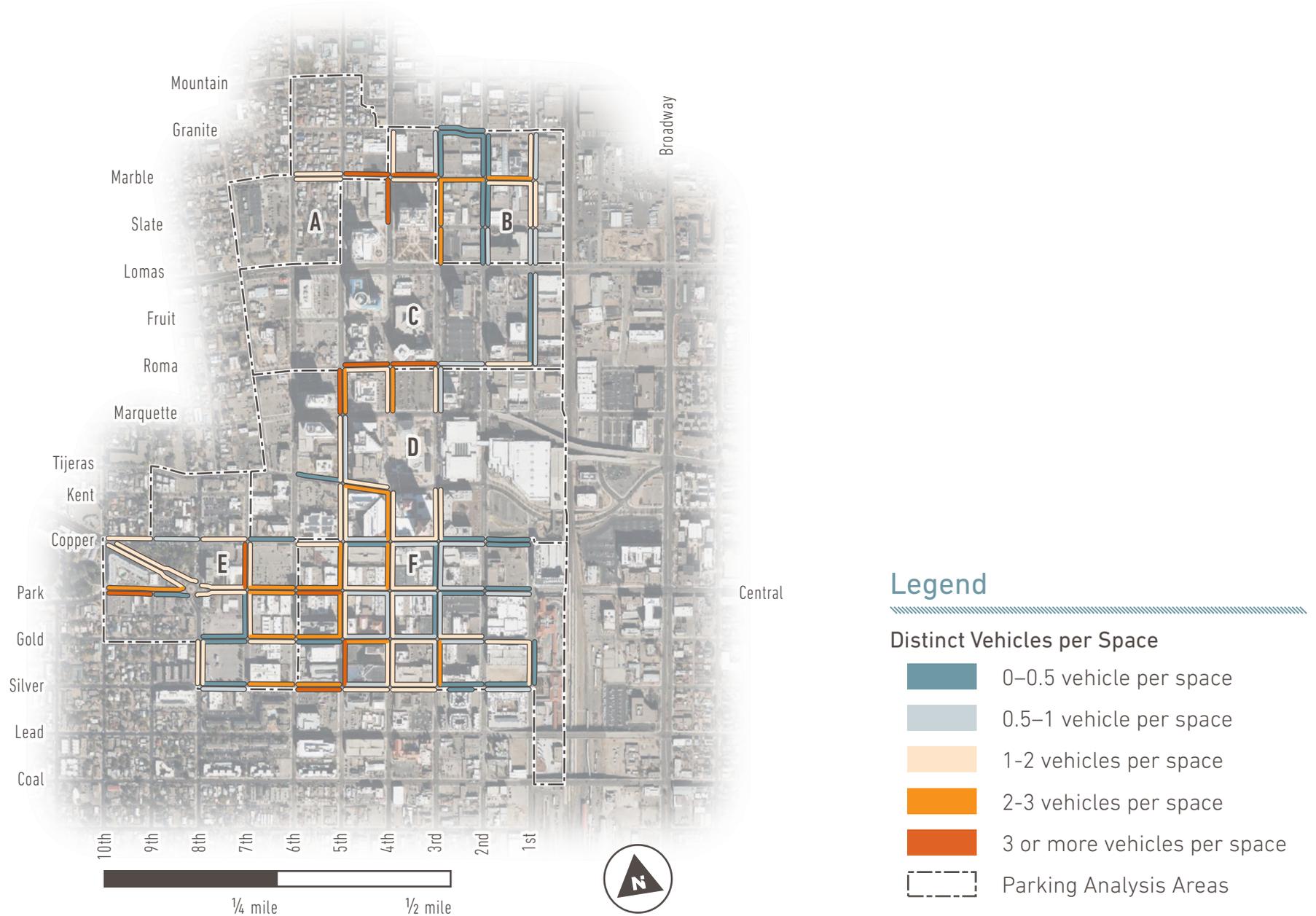
Weekday Parking Turnover

Figure 13 shows weekday turnover rates for on-street parking. The project team collected the last four digits of license plates of cars using on-street parking in order to analyze how long individual vehicles remained parked and how frequently they turned over. The map shows the number of distinct vehicles on each block face over the course of the day relative to the number of parking spaces.

Like utilization, turnover rates change dramatically from one block to the next. The highest turnover rates are clustered near specific corridors and destinations, including:

- + Marble Ave, 4th St, and 3rd St in the Brewery Blocks and Courthouse areas
- + Roma Ave, 5th St, and 4th St between the Courthouse and Civic Plaza/ Convention areas
- + Park Ave in the Robinson Park area
- + Many blocks between 5th St and 7th St in the Central Core and Robinson Park areas, especially along Silver Ave, Gold Ave, Central Ave, and 5th St

Figure 13. Weekday Parking Turnover Rates



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5

Downtown's Parking Demand

Parking Demand Downtown

This chapter focuses on the how much parking is generated by the land uses in Downtown. It begins by presenting quantitative estimates of the total demand for parking in Downtown and comparing that to the available parking supply. Expected parking demands were estimated using the Urban Land Institute (ULI) *Shared Parking Methodology*, the current mix of land uses, and adjustments to account for mode splits, cross-use of parking for multiple land uses, current vacancy, and changes in use since the pandemic. The parking model was calibrated to match parking occupancy observations.

The model was then used to estimate future parking demands for a 5- and 10-year scenario based on expected Downtown redevelopment and changes to parking supply. The future forecasts highlight the places and times of day when the parking system is expected to experience the most pressure, as well as areas and times with ample parking. This understanding informs recommendations for policies, management strategies, and investments that can improve the parking experience and make efficient use of parking.

Estimating Parking Demand

This study uses the ULI *Shared Parking Methodology* to estimate the demand for parking over the course of a typical weekday and weekend day for current conditions and future scenarios. The ULI *Shared Parking Methodology* is an industry standard resource for estimating parking demand in mixed-use, urban areas.

The ULI methodology provides a data-driven approach to replicate how people travel and use parking in different contexts. In Downtowns, people are less likely to drive for all of their trips, and multiple land uses located within close proximity can share parking. The ULI methodology involves several steps to account for these and other dynamics, described in more detail below. The methodology begins by estimating parking demand for individual land uses and then applies a series of adjustments that help reflect the distinct travel patterns seen in urban, mixed-use contexts like Downtowns.

Base Parking Demand

Before accounting for shared parking and other travel behaviors, the ULI methodology estimates base parking demand for individual land uses. These rates are applied to existing and projected land uses. For land uses that are not included in the ULI methodology, such as schools, this study applies parking generation rates from the Institute of Transportation Engineers (ITE) *Parking Generation Manual*, another industry standard resource.

Both ULI and ITE parking generation rates represent typical peak parking demand for individual land uses under conservative assumptions—e.g., in automobile-oriented, suburban contexts.

Base parking generation rates, shown in Table 9, are a factor of different land use variables, such as the building area or the number of residential units. This study uses land use and building data from the City of Albuquerque and the Bernalillo County Assessor, as well as site-specific

research and fieldwork to address gaps in the data.

Hourly Adjustments

Activity at different land uses fluctuates over the course of the day and the week. Accordingly, parking demand for different land uses peaks at different times and days, meaning the same parking space can serve multiple users in mixed-use areas. To account for this, the ULI methodology applies hourly adjustment factors to the base parking demand estimates, which reflect when residents, employees, and visitors use parking. How these fluctuate throughout a typical weekday is shown on Figure 14.

Monthly Adjustments

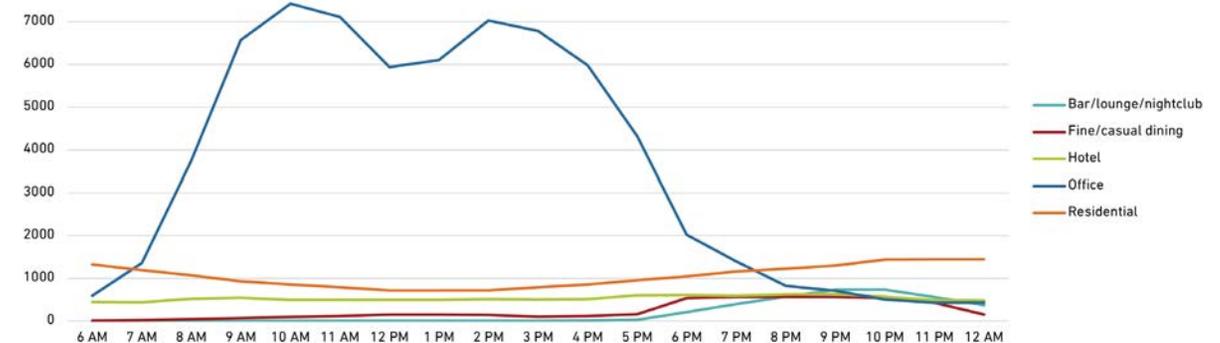
Parking demand for different land uses also varies seasonally over the course of the year. The ULI methodology includes adjustment factors for different land uses for each month of the year. This study applies the adjustment factors for March in order to represent typical peak conditions when the predominant land uses in Downtown are active.

Table 9. Base Parking Ratios for Key Land Uses

Land Use	Weekday Base Ratio (spaces/unit land use)		Weekend Base Ratio (spaces/unit land use)		Peak Ratio	Units
	Visitors	Employees	Visitors	Employees		
Retail <400,000 sq ft	2.90	0.70	3.20	0.80	4.00	ksf GLA
Fine/casual dining	13.25	2.25	15.25	2.50	17.75	ksf GLA
Family restaurant	15.25	2.15	15.00	2.10	17.10	ksf GLA
Fast casual/fast food	12.40	2.00	12.70	2.00	14.70	ksf GLA
Bar/lounge/nightclub	15.25	1.25	17.50	1.50	19.00	ksf GLA
Convention center	5.50	0.50	5.50	0.50	6.00	ksf GLA
Hotel	1.00	0.15	1.00	0.15	1.15	key
Residential - 1 bedroom	0.10	0.90	0.15	0.90	1.05	unit
Residential - 2 bedrooms	0.10	1.65	0.15	1.65	1.80	unit
Office	0.20-0.30	2.60-3.50	0.02-0.03	0.26-0.35	2.80-3.80	ksf GFA

Source: Urban Land Institute

Figure 14. Hourly Adjustments of Key Land Uses



Mode Adjustments

In mixed-use urban areas, people are more likely to commute or travel into the district by transit or other modes. Likewise, Downtown residents tend to own fewer cars. This results in less demand for parking than in typical suburban contexts. To account for this, the ULI framework recommends adjusting parking demand estimates based on the mode share of trips into a district.

This study uses modeled travel behavior from a data platform called Replica to determine mode share adjustment factors aligned with the ULI framework. Replica uses a variety of Big Data sources, including demographic and locational data (such as from smart phones), to produce large-scale models of multimodal travel activity with granular, privacy-safe data on mobility and people, and calibrates its models with observed travel metrics.

Table 10 lists the mode adjustment factors for different users and shows how trips into Downtown compare to Bernalillo County and more suburban job centers. Compared to elsewhere in the county, Downtown residents drive for a smaller share of trips to their homes, reflecting

Table 10. Mode Adjustment Factors

Replica Trip Purposes	ULI User Types	Percent of Vehicle Trips			Mode Adjustment Factor
		Downtown	Bernalillo County (Outside Downtown)	Journal Center	
Home	Residents	82.3%	94.0%		87.5%
School	Students	58.3%	85.0%		66.9%
Work	Employees	94.8%		98.2%	96.5%
Shopping, Eating, Socializing	Customers, Visitors	91.3%		94.6%	96.6%

Source: Replica

the lower rates of car ownership. Likewise, students at Downtown schools are less likely to travel to school by car than students elsewhere in the county. Compared to the Journal Center, a more suburban job center with a similar mix of land uses, employees and visitors are slightly less likely to drive into Downtown for work and to shop, eat, or socialize.

Noncaptive Adjustments

When people park once and walk between multiple destinations, they do not generate additional parking demand. The ULI methodology recommends accounting for “captive trips”—i.e., internal trips that

people make by foot or other modes—to help avoid overestimating parking needs. This study uses the non-captive adjustment factors from ULI (shown in Table 11) to account for the percentage of customers that are expected to drive and park specifically for these uses.

In addition, based on local context, non-captive adjustments were also applied to downtown restaurants where daytime patronage is expected to come from nearby offices and other land uses and to the convention center where it was assumed a portion of attendees were already staying in downtown hotels.

Table 11. Non-Captive Adjustments

Noncaptive Ratio	Weekday		Weekend	
	Daytime Percent (6AM-5PM)	Evening Percent (6PM-12AM)	Daytime Percent (6AM-5PM)	Evening Percent (6PM-12AM)
Retail customers	74.9%	70.2%	86.3%	70.4%
Dining customers	20.0%	94.5%	92.6%	95.1%
Fast food customers	10.0%	10.0%	10.0%	10.0%
Medical office patients	99.0%	99.0%	100.0%	100.0%
Bank customers	78.1%	100.0%	100.0%	100.0%
Hotel meeting	60.0%	60.0%	70.0%	70.0%
Convention center	60.0%	60.0%	70.0%	70.0%

Source: Urban Land Institute

Utilization & Occupancy Adjustments

Parking demand for certain land uses has been impacted significantly by post-pandemic changes to the way these land uses operate. Adjustment factors were applied to account for typical office work-from-home rates and lower utilization of retail and other spaces.

Adjustments were also made to reflect known building vacancies and low-occupancy buildings (see Figure 15) and a general vacancy rate for other buildings to reflect current conditions in office, ground-floor retail, and commercial building occupancies. Vacancy rates were adjusted for future scenarios to reflect change in use of specific buildings and reflect higher overall occupancy rates over the next ten years.

Figure 15. Land Use



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Existing Parking Demand Estimates

Parking demands were estimated for a typical weekday and weekend day.

Weekday Parking Demand

Table 12 presents the total weekday demand for parking and shows that current parking demand follows a typical downtown pattern. Existing weekday parking demand peaks at just under 50% of the total available parking supply

around 10AM on a typical weekday morning and remains around this level throughout most of the day, before dropping off in the late afternoon when office workers leave. Certain zones experience higher parking utilization. These include the Civic Plaza (especially when there is a convention), the Central Core, and Lead/Coal.

Table 12. Total Weekday Parking Demand: Percent of Current Supply

Parking Analysis Area	Parking Supply	Total Parking Demand (Percent of Supply)																		
		6 AM	7 AM	8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM	11 PM	12 AM
A Northwest Downtown	622	13%	14%	21%	29%	32%	31%	26%	27%	30%	30%	28%	23%	17%	15%	13%	12%	13%	13%	13%
B Brewery Blocks	1,356	3%	5%	11%	19%	23%	25%	24%	25%	26%	25%	24%	21%	19%	17%	16%	15%	11%	8%	5%
C Courthouse	3,512	3%	6%	23%	39%	43%	38%	33%	34%	39%	36%	35%	31%	9%	7%	4%	3%	3%	3%	3%
D Civic Plaza	4,845	7%	13%	35%	61%	67%	65%	58%	59%	65%	62%	57%	47%	30%	24%	23%	20%	11%	9%	7%
E Robinson Park	1,731	19%	21%	29%	39%	42%	41%	38%	39%	41%	39%	37%	33%	37%	38%	42%	43%	36%	33%	25%
F Central Core	4,725	12%	17%	31%	48%	54%	54%	48%	49%	53%	51%	47%	40%	41%	41%	42%	41%	35%	31%	20%
G Reynolds Addition	915	41%	38%	36%	33%	32%	30%	27%	27%	28%	30%	31%	33%	34%	37%	39%	41%	45%	45%	45%
H Lead/Coal	1,657	20%	22%	33%	46%	50%	48%	42%	43%	47%	46%	44%	37%	27%	24%	22%	21%	22%	21%	21%
I East Downtown	2,575	17%	20%	28%	39%	43%	42%	37%	37%	41%	41%	38%	32%	24%	22%	19%	18%	19%	18%	18%
Downtown MR Area	21,938	12%	16%	29%	44%	49%	48%	42%	43%	47%	46%	43%	36%	28%	26%	25%	24%	20%	18%	15%



Weekend Parking Demand

Table 13 presents the total weekend demand for parking. Weekend parking demands are much lower than on the weekday and peak around midday with just under one quarter of parking occupied. The busiest zones are the Central Core, Robinson Park, and Reynolds Addition, that see about one-third of parking occupied during the day and up to half occupied in the evening.

Table 13. Total Weekend Parking Demand: Percent of Current Supply

Parking Analysis Area		Parking Supply	Total Parking Demand (Percent of Supply)																		
			6 AM	7 AM	8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM	11 PM	12 AM
A	Northwest Downtown	622	11%	11%	12%	11%	11%	11%	11%	10%	8%	9%	8%	7%	8%	10%	11%	12%	12%	13%	
B	Brewery Blocks	1,356	3%	3%	6%	8%	10%	13%	14%	14%	13%	13%	13%	14%	15%	17%	17%	12%	10%	10%	
C	Courthouse	3,512	2%	3%	9%	10%	13%	15%	14%	4%	3%	3%	2%	2%	2%	2%	2%	3%	3%	3%	
D	Civic Plaza	4,845	6%	7%	14%	21%	25%	26%	27%	28%	29%	25%	18%	19%	16%	16%	20%	19%	11%	9%	8%
E	Robinson Park	1,731	17%	19%	21%	22%	23%	25%	28%	30%	31%	28%	23%	25%	30%	34%	42%	43%	36%	35%	31%
F	Central Core	4,725	11%	13%	17%	21%	25%	27%	31%	31%	29%	25%	22%	25%	30%	34%	40%	39%	34%	32%	28%
G	Reynolds Addition	915	39%	38%	36%	34%	32%	32%	31%	31%	30%	26%	28%	26%	25%	29%	34%	38%	42%	43%	46%
H	Lead/Coal	1,657	18%	18%	20%	20%	21%	22%	22%	22%	21%	17%	17%	16%	15%	16%	18%	19%	20%	20%	21%
I	East Downtown	2,575	16%	16%	17%	18%	18%	19%	19%	18%	18%	15%	15%	14%	13%	14%	16%	17%	18%	17%	18%
Downtown MR Area		21,938	11%	12%	16%	18%	21%	22%	23%	22%	22%	19%	16%	17%	18%	19%	23%	23%	19%	18%	17%

0-25% Supply
 25-50% Supply
 50-75% Supply
 75-90% Supply
 90-100% Supply
 Peak Time

Public Weekday Parking Demand

Table 14 and Figure 16 show the weekday demand for unreserved parking—that is, the portion of total parking demand that is expected to use on-street parking or public parking lots and garages. This is a subset of the total parking supply and experiences higher levels of occupancy in some zones. This is particularly noticeable in the Civic Plaza zone when there is a

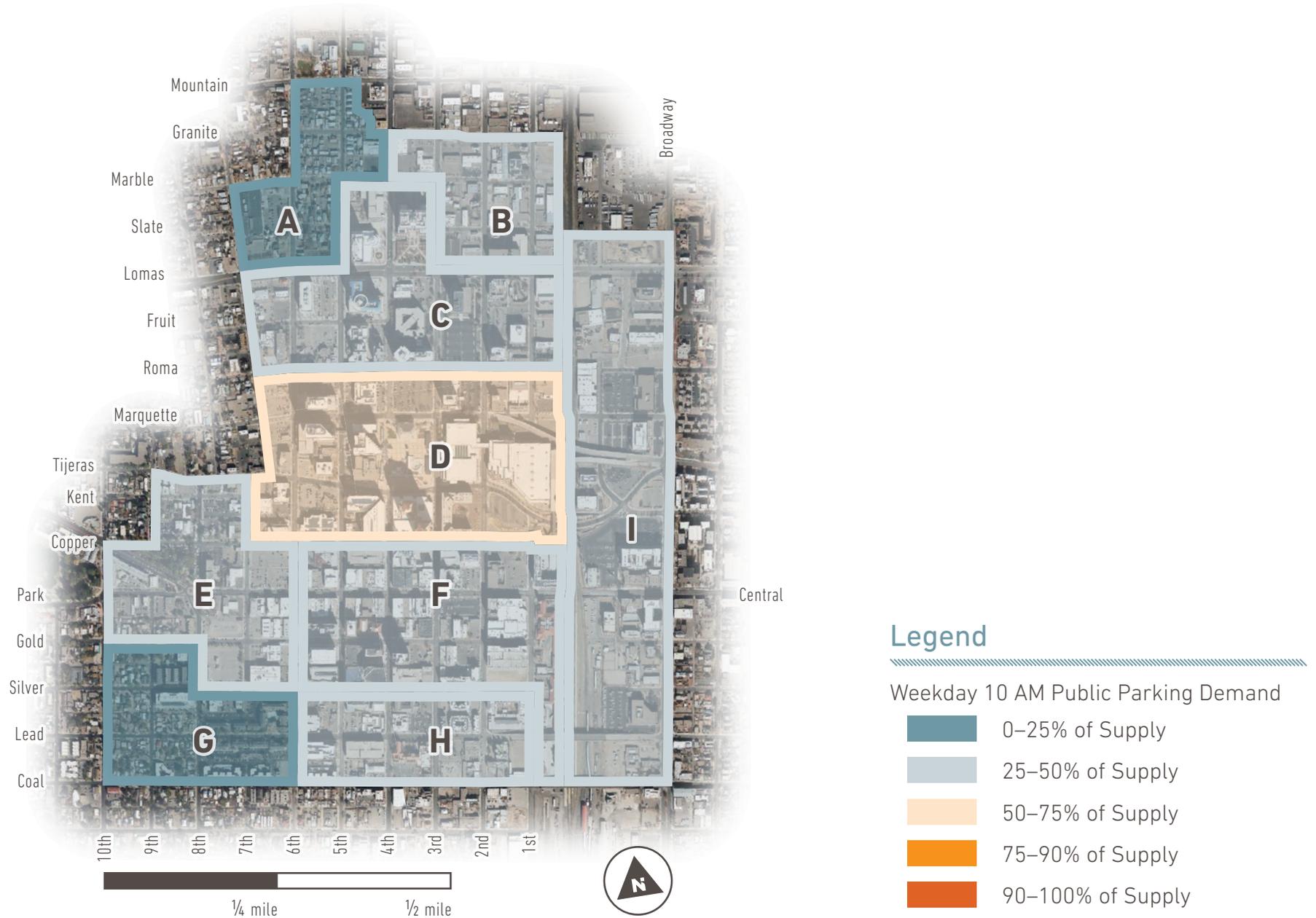
convention that sees occupancies up to 68% during the morning. Utilization of the unreserved parking supply in the Central Core, Robinson Park, and East Downtown peaks in the evening with up to two-thirds of parking occupied, most likely driven by demand for restaurants, bars, and entertainment.

Table 14. Public Weekday Parking Demand: Percent of Current Supply

Parking Analysis Area		Parking Supply	Public Parking Demand (Percent of Supply)																		
			6 AM	7 AM	8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM	11 PM	12 AM
A	Northwest Downtown	352	6%	6%	12%	17%	19%	19%	15%	16%	18%	18%	16%	12%	8%	7%	6%	6%	8%	8%	8%
B	Brewery Blocks	793	3%	5%	12%	22%	27%	28%	25%	25%	27%	26%	24%	19%	13%	9%	6%	5%	3%	2%	1%
C	Courthouse	2,878	2%	3%	18%	34%	38%	32%	27%	28%	33%	31%	30%	27%	5%	3%	3%	2%	3%	3%	3%
D	Civic Plaza	3,720	6%	12%	31%	61%	68%	66%	58%	59%	65%	63%	57%	46%	27%	21%	21%	17%	9%	6%	5%
E	Robinson Park	1,079	21%	22%	24%	27%	29%	28%	27%	27%	28%	26%	26%	26%	41%	47%	56%	58%	49%	44%	32%
F	Central Core	2,896	13%	16%	27%	41%	47%	48%	45%	45%	47%	44%	42%	39%	52%	55%	60%	60%	50%	43%	26%
G	Raynolds Addition	325	39%	32%	26%	22%	21%	18%	15%	15%	16%	18%	19%	21%	23%	30%	33%	38%	46%	47%	47%
H	Lead/Coal	337	26%	25%	25%	26%	26%	26%	26%	26%	26%	26%	29%	29%	32%	33%	32%	31%	34%	34%	31%
I	East Downtown	719	49%	45%	43%	46%	48%	44%	37%	38%	42%	43%	42%	40%	40%	44%	45%	48%	53%	54%	54%
Downtown MR Area		13,099	12%	14%	25%	42%	46%	44%	40%	40%	44%	42%	40%	35%	28%	28%	29%	28%	23%	21%	16%



Figure 16. Peak-Hour Public Parking Demand



Specific-Use Weekday Parking Demand

Table 15 and Figure 17 show the weekday demand for specific-use lots and garages. This is a subset of the total parking supply and includes parking lots and garages reserved for employees, customers, residents, and visitors of specific buildings. Demand for specific-use lots is highest during the middle of the day, when offices and other businesses are

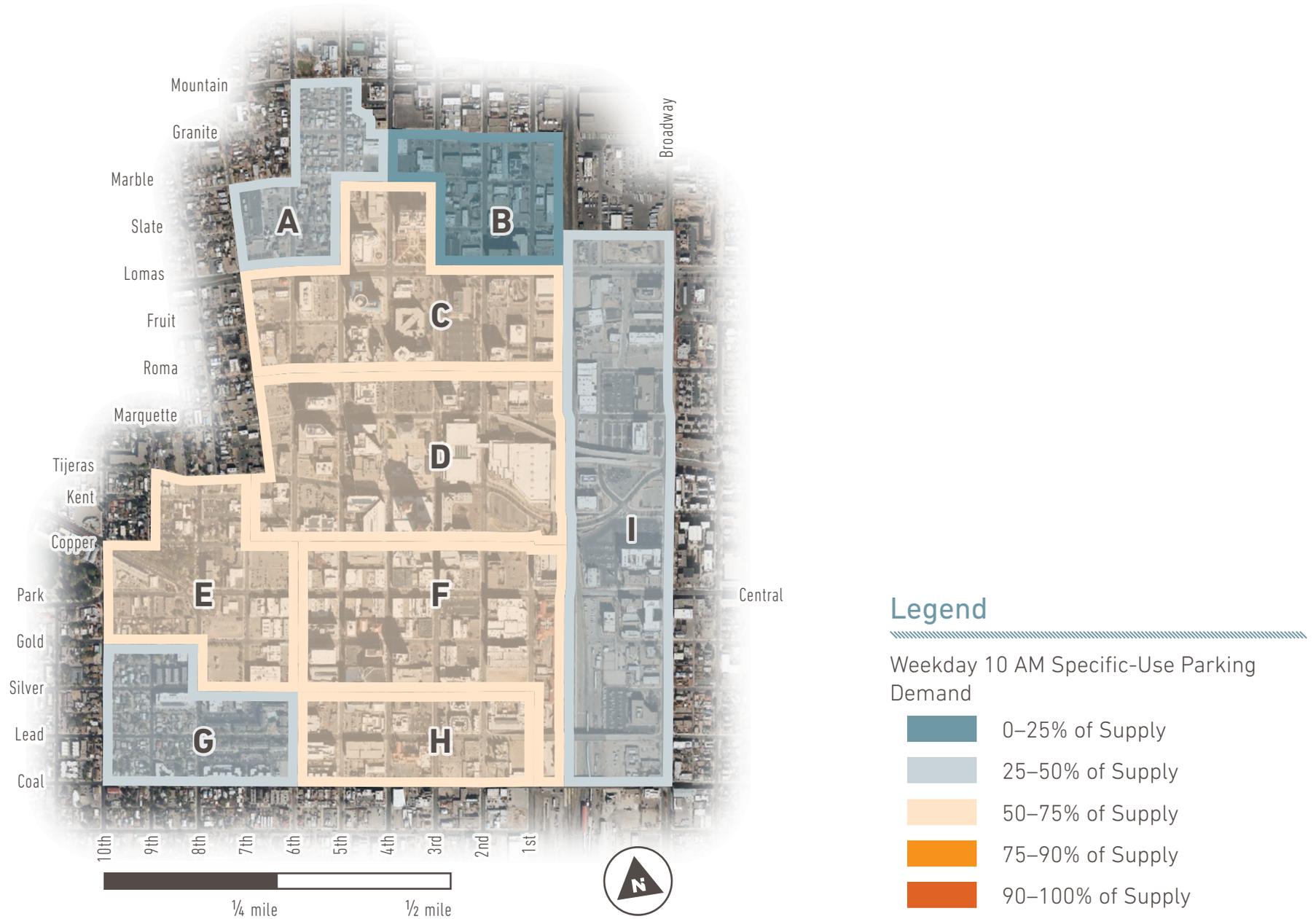
most active, with demand reaching up to two-thirds of the parking supply occupied in the Courthouse, Civic Plaza, Robinson Park, and Central Core zones.

Table 15. Specific-Use Weekday Parking Demand: Percent of Current Supply

Parking Analysis Area		Parking Supply	Specific-Use Parking Demand (Percent of Supply)																		
			6 AM	7 AM	8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM	11 PM	12 AM
A	Northwest Downtown	270	21%	24%	34%	46%	49%	46%	40%	41%	45%	45%	43%	38%	28%	25%	22%	21%	20%	20%	20%
B	Brewery Blocks	563	4%	6%	9%	14%	18%	22%	24%	24%	24%	24%	23%	24%	26%	28%	30%	28%	21%	15%	10%
C	Courthouse	634	8%	20%	43%	61%	65%	64%	59%	60%	64%	63%	59%	48%	29%	21%	10%	8%	6%	5%	5%
D	Civic Plaza	1,125	12%	19%	47%	60%	63%	63%	58%	59%	63%	61%	57%	52%	40%	35%	31%	30%	21%	17%	13%
E	Robinson Park	652	14%	20%	38%	58%	64%	63%	56%	57%	63%	61%	56%	45%	30%	25%	20%	18%	16%	15%	13%
F	Central Core	1,829	11%	17%	36%	59%	66%	64%	54%	55%	63%	61%	55%	42%	23%	18%	13%	12%	11%	10%	10%
G	Raynolds Addition	590	42%	41%	41%	40%	38%	36%	34%	34%	34%	36%	38%	39%	40%	41%	41%	42%	44%	44%	44%
H	Lead/Coal	1,320	18%	22%	35%	51%	56%	53%	46%	47%	52%	52%	48%	39%	25%	22%	19%	19%	19%	18%	18%
I	East Downtown	1,856	5%	10%	23%	37%	41%	41%	37%	37%	41%	40%	36%	30%	17%	13%	9%	7%	5%	4%	4%
Downtown MR Area		8,839	13%	18%	34%	49%	53%	52%	47%	47%	52%	51%	47%	39%	27%	23%	19%	18%	15%	14%	13%

0-25% Supply
 25-50% Supply
 50-75% Supply
 75-90% Supply
 90-100% Supply
 Peak Time

Figure 17. Peak-Hour Specific-Use Parking Demand



Redevelopment Scenarios



Table 16 and Figure 18 present sites and assumptions for redevelopment within Downtown for the 5- and 10-year scenarios. These scenarios represent high-level forecasts intended to help

gauge how parking demand and supply might reasonably evolve in the next decade. In addition to the site-specific redevelopment projects listed, the 10-year scenario assumes typical office

occupancy will increase to 90%, up from 85% occupancy in the current and 5-year horizons.

Table 16. Forecasted Redevelopment Sites and Assumptions

Analysis Area	Map ID	Location	Scenario	Land Use	Units	Floor Area/Lease Area	Additional Assumptions
B Brewery Blocks	—	General/Undefined	5-year	Restaurant/Brewery/Bar	—	7,500 SF	No new on-site parking
B Brewery Blocks	—	General/Undefined	10-year	Restaurant/Brewery/Bar	—	7,500 SF	No new on-site parking
C Courthouse	1	Wells Fargo Building	5-year	Mixed-use Residential/Retail	100	29,000 SF	No new on-site parking
C Courthouse	2	Wells Fargo Parking Lot	10-year	Mixed-use Residential/Retail	150	2,250 SF	Provides 50% of peak parking demand on-site
D Civic Plaza	3	Old Courthouse Building	5-year	Office/Education	—	160,000 SF	Reactivates fully vacant building; no new parking
D Civic Plaza	4	First Plaza Galeria Building	5-year	Office/Education	—	270,000 SF	Reactivates 70% vacant building; no new parking
D Courthouse	5	Civic Plaza Parking Lot	10-year	Office/Education	—	290,000 SF	Replaces 80% of existing parking lot
D Civic Plaza	6	2nd St and Copper Ave Parking Lot (NE Corner)	10-year	Mixed-use Residential/Retail	100	1,500 SF	50% chance of redevelopment; provides 50% of peak parking demand on-site
E Robinson Park	—	General/Undefined	5-year	Restaurant/Brewery/Bar	—	7,500 SF	No new on-site parking
E Robinson Park	—	General/Undefined	10-year	Mixed-use Residential/Retail	100	1,500 SF	Occurs on existing parking lot; provides 50% of peak parking demand on-site
F Central Core	7	2nd St and Silver Ave Site (NE Corner)	5-year	Mixed-use Residential/Retail	141	1,200 SF	Reactivates fully vacant building, no new parking
F Central Core	8	Gizmo Building	5-year	Retail	—	21,000 SF	No new on-site parking
F Central Core	9	2nd St and Central Ave Parking Lot (NE Corner)	10-year	Mixed-use Residential/Retail	100	1,500 SF	50% chance of redevelopment; provides 50% of peak parking demand on-site
F Central Core	10	3rd St and Central Ave Parking Lot (SE Corner)	10-year	Mixed-use Residential/Retail	100	1,500 SF	Provides 50% of peak parking demand on-site
I Broadway	11	City/AMAFCA Site	5-year	Mixed-use Residential/Retail	200	3,000 SF	Provides 50% of peak parking demand on-site
I Broadway	12	UNM Rainforest Parking Lot	10-year	Mixed-use Student Housing/Retail	200	3,000 SF	Replaces 25% of existing parking lot

Figure 18. Forecasted Redevelopment Sites



Parking Demand Estimates: 5-Year Scenario

5-Year Public Weekday Parking Demand

Table 17 and Figure 19 show the expected weekday demand for public parking in the 5-year timeframe. Approximately 50% of public parking is expected to be occupied during the weekday peak hour. The highest zones will continue to be the Civic Plaza zone, especially when there is a convention that is expected to see parking utilization of up to 75% during the day, and

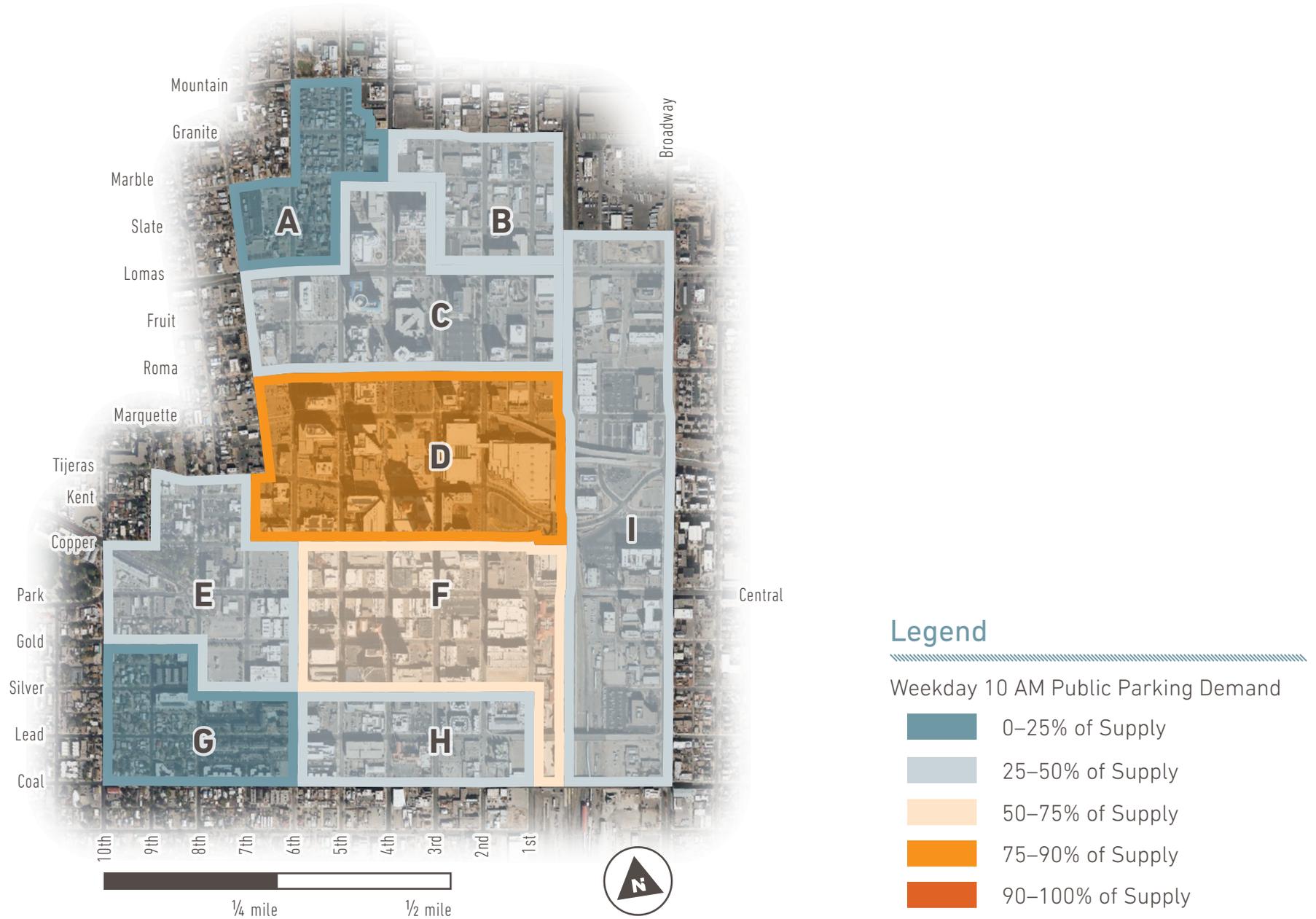
in the Central Core which is expected to see parking utilization of up to 65% during the evening.

Table 17. Public Weekday Parking Demand: Percent of Future Supply (5-Year Scenario)

Parking Analysis Area	Parking Supply	Total Parking Demand (Percent of Supply)																		
		6 AM	7 AM	8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM	11 PM	12 AM
A Northwest Downtown	352	6%	6%	12%	17%	19%	19%	15%	16%	18%	18%	16%	12%	8%	7%	6%	6%	8%	8%	8%
B Brewery Blocks	793	3%	5%	12%	22%	27%	28%	25%	25%	28%	26%	24%	20%	15%	12%	11%	11%	9%	7%	4%
C Courthouse	2,878	6%	7%	21%	37%	41%	35%	31%	31%	37%	34%	34%	31%	9%	8%	7%	7%	7%	7%	
D Civic Plaza	3,720	2%	9%	32%	67%	76%	73%	63%	63%	72%	69%	62%	46%	23%	16%	14%	10%	3%	1%	1%
E Robinson Park	1,079	19%	19%	21%	25%	27%	26%	25%	26%	26%	24%	24%	24%	40%	47%	57%	60%	50%	44%	32%
F Central Core	2,896	18%	21%	31%	44%	51%	51%	48%	49%	51%	48%	45%	42%	56%	60%	65%	64%	55%	49%	31%
G Reynolds Addition	325	39%	32%	26%	22%	21%	18%	15%	15%	16%	18%	19%	21%	23%	30%	33%	38%	46%	47%	47%
H Lead/Coal	337	26%	25%	25%	26%	26%	26%	26%	26%	26%	26%	29%	29%	32%	33%	32%	31%	34%	34%	31%
I East Downtown	719	61%	54%	50%	49%	49%	44%	36%	37%	40%	43%	44%	45%	48%	54%	57%	60%	68%	68%	68%
Downtown MR Area	13,099	13%	15%	27%	44%	50%	48%	42%	43%	47%	45%	42%	36%	29%	29%	30%	29%	25%	23%	17%

0-25% Supply 25-50% Supply 50-75% Supply 75-90% Supply 90-100% Supply Peak Time

Figure 19. Peak-Hour Public Parking Demand (5-Year Scenario)



Parking Demand Estimates: 10-Year Scenario



Table 18 and Figure 20 show the expected weekday demand for public parking in the 10-year timeframe. Overall, less than 60% of Downtown public parking is expected to be occupied during the weekday peak hour at 10 AM. The following zones will experience the highest occupancies:

- Civic Plaza: 85% occupancy peaking at 10 AM. This area will experience higher parking demands because of

redevelopment and when there are events at the Convention Center with occupancies depending on the size of the event.

- Central Core and Robinson Park: 74% occupancy peaking at 9 PM. These areas are expected to see significant redevelopment over the next 10 years, which will increase demands and reduce the size of some public parking lots.

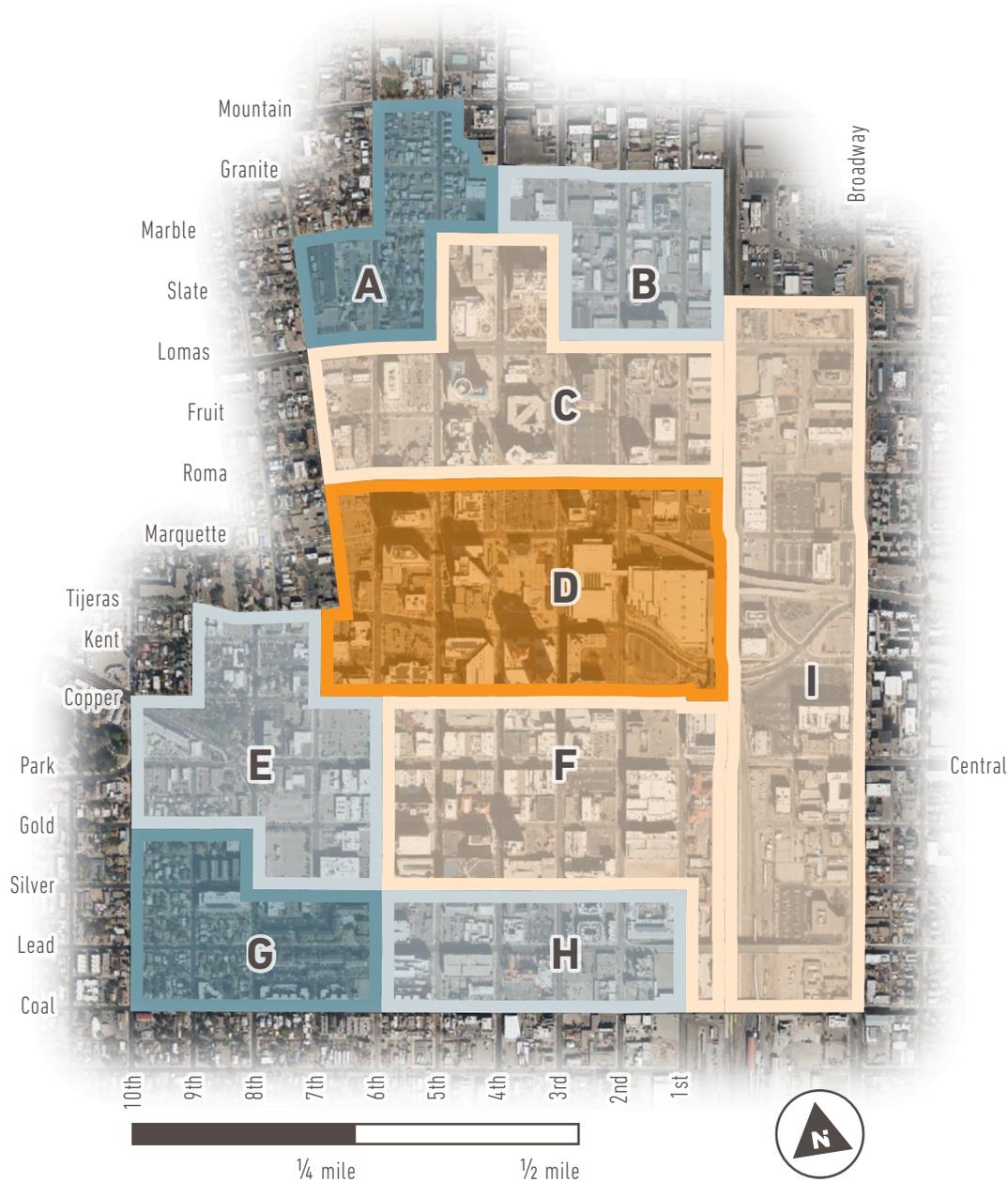
- Broadway: over 100% occupancy overnight. This area is expected to see residential development that will result in higher parking demands in the evening and overnight. Residential development is expected to be built with some on-site parking but additional demand is expected to put pressure on the public parking supply. There is significant parking availability in adjacent zones that will help to offset these impacts.

Table 18. Public Weekday Parking Demand: Percent of Future Supply (10-Year Scenario)

Parking Analysis Area	Parking Supply	Total Parking Demand (Percent of Supply)																		
		6 AM	7 AM	8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM	11 PM	12 AM
A Northwest Downtown	352	6%	7%	12%	18%	20%	19%	16%	17%	19%	19%	17%	13%	8%	7%	6%	6%	8%	8%	8%
B Brewery Blocks	793	3%	5%	13%	23%	28%	29%	26%	26%	29%	27%	25%	20%	17%	16%	16%	18%	16%	12%	8%
C Courthouse	2,661	9%	10%	30%	52%	58%	51%	44%	45%	52%	49%	48%	41%	13%	11%	10%	10%	11%	10%	10%
D Civic Plaza	3,492	3%	11%	36%	75%	85%	82%	70%	71%	80%	77%	69%	52%	26%	18%	16%	12%	4%	3%	2%
E Robinson Park	955	26%	25%	27%	30%	32%	31%	30%	30%	30%	29%	29%	29%	49%	58%	71%	74%	65%	58%	43%
F Central Core	2,684	22%	25%	35%	48%	54%	55%	51%	52%	54%	51%	49%	47%	63%	68%	74%	74%	64%	58%	38%
G Reynolds Addition	325	39%	32%	26%	22%	21%	19%	15%	15%	16%	18%	20%	21%	23%	30%	34%	38%	46%	47%	47%
H Lead/Coal	337	26%	25%	25%	26%	26%	26%	27%	27%	26%	27%	30%	30%	32%	33%	33%	31%	34%	34%	32%
I East Downtown	627	92%	83%	76%	74%	73%	67%	56%	57%	61%	65%	67%	69%	74%	83%	88%	93%	104%	103%	103%
Downtown MR Area	12,226	17%	19%	33%	53%	59%	56%	49%	50%	55%	53%	50%	43%	34%	34%	36%	35%	31%	29%	22%



Figure 20. Peak-Hour Public Parking Demand (10-Year Scenario)



Note that public parking—including on-street parking and public parking lots—generally feel “full” when they reach occupancies of 85-90% of their total capacity. At this threshold, drivers no longer see easy, readily available spots and will wait or circulate to find a parking space, creating the perception of a full, crowded environment.

Legend

Weekday 10 AM Public Parking Demand

- 0–25% of Supply
- 25–50% of Supply
- 50–75% of Supply
- 75–90% of Supply
- 90–100% of Supply

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6

Recommendations



The Downtown Parking Strategy

Downtown 2050 recommends creating and implementing a unified and agile parking strategy to provide an efficient, accessible parking system and a convenient, safe, and sustainable parking experience Downtown. This plan and chapter advance this objective by recommending a comprehensive and coordinated set of policies, management tools, and physical improvements that can support redevelopment, public spaces, and transportation options over time.

The recommendations in this chapter are deeply interdependent, and some tools and policies will not work as intended if rolled out as standalone projects or initiatives. Implementing individual tools and policies is not enough to optimize the Downtown parking situation. A coordinated, cohesive set of tools and policies must be used in tandem to avoid distorting parking behavior. In general, an integrated and effective parking strategy must include tools that address parking supply, parking demand, parking management and enforcement, and the multimodal experience.

This chapter organizes recommendations into two sections: a parking policy framework and travel demand management recommendations which work together and establish the key principles of an overarching and long-term Downtown parking strategy.

The **Parking Policy Framework** focuses on policy changes and new policies that underpin effective parking management, align supply and demand, and establish funding for safety and the public realm.

The **Transportation Demand Management Recommendations** outline programs and initiatives that aim to reduce the overall demand for parking Downtown. These strategies expand the range of convenient transportation options and provide incentives to reduce the use of single-occupancy vehicles.

The recommendations are supported by two toolkits that provide resources for agencies to use in implementation.

The **Parking & Curb Management Toolkit** focuses on opportunities to use Downtown's existing supply of parking and curb space more efficiently.

It expands upon the parking policy framework to provide specific tools for pricing, time limits, permitting, wayfinding and information, shared parking agreements, and enforcement.

The **Street & Site Design Toolkit** describes physical improvements for streets, surface lots, and garages that can enhance the parking and multimodal experience Downtown. It includes design strategies that can expand and adjust the supply of parking, streamline the parking process, strengthen the public realm, and bolster safety and security for people parking, walking, bicycling, and riding transit.

Adapting Over Time

The policies and tools in this chapter draw upon emerging best practices and established principles for managing Downtown parking as a system. Many of the recommendations can improve the parking experience and support redevelopment in Downtown Albuquerque today, while others may be better suited for future conditions or scenarios. For example, certain policies or management tools may only be appropriate if Downtown attracts certain types and levels of redevelopment, or if parking patterns change markedly. In addition, many tools may benefit from pilot projects or trial periods with monitoring and evaluation to track their effectiveness and viability in Albuquerque.

Summary tables in this chapter suggest a **potential timeframe** for the implementation of each recommendation, differentiating between tools that can improve conditions immediately and those more suitable for future scenarios.

Near-term recommendations represent opportunities that are high priorities and

can be implemented relatively quickly and for lower investment. Medium- and long-term recommendations represent opportunities that would require more extensive partnership or program development and/or higher levels of infrastructure investment.

Coordinating Near-Term Solutions

Implementing a unified and effective parking strategy will require coordination, collaboration, and partnerships between public and private entities, including multiple public agencies and City departments and divisions. The summary tables in this chapter name a **lead agency** that is well positioned to spearhead the initiative, as well as any **potential partners** that will be integral to a successful rollout.

Leveraging Advanced Technology

New and emerging technologies can provide innovative solutions to several parking challenges Downtown—both now and as they continue to evolve in the future. The framework and toolkits identify opportunities to

leverage technology to improve parking management systems and the parking experience, and the summary tables note specific types of technologies associated with different recommendations as applicable.

While the parking strategy includes and promotes the use of advanced technology, it also strives to make sure people of all ages, abilities, and backgrounds continue to feel welcome and invited to use the parking system Downtown. While many people are accustomed to mobile technologies like paying for parking by phone—and may prefer these systems—other Burqueños may feel most comfortable or need to use traditional systems, like paying by cash.

Parking Policy Framework



Downtown has a large parking supply, some of which is heavily used at certain times of the day and week, and some of which is lightly used. However, the City currently has no coordinated or comprehensive policy framework for Downtown parking. City parking garages and on-street parking are each managed separately from one another. The City’s policy to not require any on-site parking for new buildings Downtown is not coordinated with any other policy. Similarly, residential permit parking is managed through a separate, resident-initiated process.

This policy framework recommends eight principles for managing public parking (and to the extent possible, private parking) as a system, informed by a thorough understanding of demand and supply patterns. This approach uses a variety of complementary and interdependent tools that represent a connected system of strategies. Together, these tools create an effective, integrated approach to Downtown parking that can address the needs and goals of Downtown constituents.

The framework offers several benefits:

- + pricing parking based on demand can help customers find parking near businesses by encouraging short-term stays and parking turnover, while still providing parking for employees by identifying lower-cost parking nearby.
- + shared parking and lease agreements allow businesses with legitimate unmet parking needs to unlock unused parking.
- + revamping the residential permitting process can protect residents from overflow parking if such parking poses a legitimate problem in their neighborhood.
- + Parking Benefit Districts offer a way to improve safety, security, and streetscapes Downtown, which can help people feel comfortable parking and walking to, from, and between destinations.
- + limiting on-site parking in redevelopment projects can help prevent an oversupply of parking moving forward.
- + consistent enforcement can ensure other policies and management

strategies work as intended.

The remainder of this section details guiding principles and implementation actions for each component of the policy framework.

Parking Policy Recommendations

1. Implement **demand-based pricing** across all City-controlled parking.
2. Continue to **enforce** parking regulations consistently.
3. Create a consistent policy for **leasing underutilized City parking facilities.**
4. **Lease underutilized private** parking from property owners having excess parking available.
5. **Connect businesses** needing parking with property owners with excess parking available.
6. Revise the **residential permit** parking process.
7. Create one or more **parking benefit districts.**
8. Maintain the policy of no minimum parking requirements and introduce **parking maximums** for some new development.

Policy Recommendation 1: Implement demand-based pricing across all City-controlled parking.

Managing and pricing all City-controlled parking as an integrated system, rather than as individual facilities, is essential to providing a convenient parking experience. Implementing **demand-based pricing**—i.e., charging more for parking in busier and more popular locations—across all on-street parking, City surface lots, and City garages can rebalance demand, encourage people to use garages, and reduce congestion.

Implementation action: Amend the Municipal Code to allow the Parking Division to independently set and adjust the price of parking Downtown.

Today, City Council must approve all changes to the price of parking Downtown per the City’s Municipal Code (Chapter 7, Article 10). Changing the ordinance to eliminate this requirement can depoliticize the price of parking. It can provide flexibility for the Parking Division to implement demand-based parking pricing and manage City-controlled parking as an integrated system as Downtown evolves.

Implementation action: Recalibrate prices for on-street parking and City garages.

Currently, on-street parking costs less per hour than City garages, which distorts parking behavior. The demand for on-street parking is typically higher than the demand for garage or surface lot parking, especially in retail and restaurant districts like Central Ave. However, the per-hour cost of on-street parking (\$1) is half the per-hour cost of garage parking (\$2). On-street parking is limited to two hours, but this restriction depends on enforcement.

Garage parking is usually more appropriate for all-day parkers, while on-street parking is usually more appropriate for short-term customers, especially near shops and restaurants. But inexpensive on-street parking encourages all-day parkers to park on the street rather than in garages (often by “feeding the meters”), meaning on-street parking is used first and garages are last to fill up. This also encourages “cruising” for parking spaces, increasing congestion.

Pricing on-street parking higher than garage parking has proven to reverse this practice in many cities. Charging more for on-street parking can help create conditions where customers can typically find a parking space on the street near their destination. At the same time, reducing or making prices for parking in garages less than on-street parking can provide a more affordable option for employees and encourage higher utilization in City structures.

Implementation action: Adjust prices in busier and more popular locations.

Today, hourly and daily City-controlled parking is priced uniformly across Downtown, even though some areas are busier and more popular than others. For monthly parking in garages, the City charges higher prices for permits in some garages than others, based largely on observed demand. Expanding demand-based pricing to on-street parking (and hourly and daily parking for lots and garages) can provide a broader range of

options for people with different priorities related to parking and encourage longer stays in more peripheral (and less expensive) areas.

Implementation action: Charge for on-street parking on evenings and Sundays.

Currently, the City charges for and enforces on-street metered parking from 7am until 6pm on weekdays and Saturdays. However, in some areas of Downtown—particularly near restaurants, retail, and nightlife on Central Ave—there is high demand for parking in the evenings and throughout the weekend. Charging for on-street parking to at least 9pm on evenings and on Sundays in busy areas can encourage shorter stays in the busiest areas, incentivize people to use City garages, and help generate revenue that can fund improvements.

Policy Recommendation 2: Continue to enforce parking regulations consistently.

Enforcing parking regulations and collecting payments is integral to an effective parking system. No matter how well Downtown parking policy and management initiatives are coordinated, they will fail without strong and consistent enforcement. If, for example, motorists can park at on-street paid parking spaces or in residential permit areas without concern about being ticketed, these regulations may have only a limited effect on parking behavior. Accordingly, ensuring that the City’s Parking Division has sufficient resources for enforcement and payment collection will underpin a cohesive policy framework and effective parking management.

Implementation action: Develop and adopt a Parking Management Plan that includes sustained funding for enforcement and payment systems.

Today, the City’s Parking Division operates as an enterprise division, meaning that it must generate revenue to cover all of its operational and capital expenses and does not receive a dedicated budget. City parking revenue currently goes toward a variety of necessary activities, including maintenance of parking facilities and enforcement.

Developing a formal Parking Management Plan that includes financial analysis can help ensure that new policies and parking management strategies provide enough revenue to enforce regulations and collect payments. The 2024 Central ABQ Community Planning Area assessment

recommends developing a Parking Management Plan for Downtown based on several community-driven priorities. Such a plan can:

- + consolidate recommendations and provide transparency around changes to pricing, revenue, and enforcement.
- + describe the specific, near-term pricing strategy for City-owned parking.
- + identify criteria that the City may use to set or adjust prices in the future.
- + determine a financially viable revenue split for a Parking Benefit District that adequately funds enforcement, maintenance, and other essential activities.
- + address key parking policy issues including developing a policy for regulating food truck parking.

Implementation action: Upgrade payment and information systems for City-owned parking.

Conducting an inventory and investing in payment collection systems for on-street parking and City-owned lots and garages can ensure that motorists pay in full for using those facilities. Implementing certain parking management strategies may require or benefit from upgrades to payment and information systems. For example, implementing demand-based pricing that varies based on the time or day of the week may require dynamic signage to communicate the prices clearly to users. Additional upgrades can enable new payment options, such as mobile payments and reserving spaces ahead of time online, that further simplify the parking process for users.

Implementation action: Enforce parking time limits and restricted areas.

Appropriate enforcement should accompany changes to how parking is managed Downtown. This will help maximize the benefits of the Parking Management Plan and provide funding for parking improvements.

This should include new technologies to enforce on-street time limits and starting a program for enforcing no parking zones, parking in bike lanes and fire lanes, and loading time limits.

Enforcement policies should evaluate the financial and social impacts of these changes on different demographics to ensure that these policies are equitable and do not significantly burden particular groups.

Policy Recommendation 3: Create a consistent policy for leasing underutilized City parking facilities.

Leasing parking spaces in City-owned lots and garages can benefit business owners, support redevelopment, and help the City use its existing parking supply more efficiently.

Today, not all City surface lots and garages are heavily used, and the City struggles to maintain and operate underutilized assets in need of repairs. At the same time, developers are not required to provide parking on new projects. Accordingly, private developers and business owners may sometimes need or want access to more parking than is provided on-site. To help generate revenue and support businesses and redevelopment projects, the City occasionally leases parking in its off-street facilities to private businesses and developers. For instance, the City is in the process of negotiating a lease agreement for spaces in the Gold Street garage for the planned Sendero redevelopment project on Silver and Second Street.

Streamlining the policy for these types of lease agreements can allow the City to continue this mutually beneficial practice, without creating inconsistencies or unfavorable long-term arrangements.

Implementation action: Adopt a policy specifying the circumstances and typical conditions for lease arrangements with private businesses, developers, and other agencies for parking in City garages.

Historically, the City has negotiated lease agreements with building owners on a one-off basis and in an ad hoc manner. While these lease agreements help make the most of the existing parking supply, the current uncoordinated approach can result in arrangements with unfavorable terms and prevent effective management of parking assets. Some existing agreements lock the City into specific rates for the long term, in spite of evolving market conditions.

A policy that specifies the circumstances and conditions under which the City will consider leasing parking spaces to others can help establish a fair, transparent process for everyone involved. This policy may include:

- + allowing lease agreements only for parking garages with a low utilization rate and excess parking available.
- + stipulating that parking should not be free, but may be a reduced rate.
- + establishing lease rates that reflect current market conditions.
- + describing mechanisms and schedules for adjusting rates as market conditions change.

Policy Recommendation 4: Lease underutilized private parking from property owners with excess parking available.

Leasing parking from private property owners and establishing shared parking agreements with public agencies can help the City use the Downtown’s existing parking supply more effectively. Private building owners and public agencies who provide on-site parking often have excess supply during off-hours—especially evenings and weekends. This presents opportunities to expand the amount of parking available to the general public at key times.

Implementation action: Adopt a policy enabling the City to lease parking spaces from private property owners.

Today, there is far more privately-owned parking in Downtown than City-controlled parking, and much of this is reserved for employees or customers who primarily park on weekdays. Many cities lease spaces from office-oriented parking owners for evening and weekend use to expand the amount of public parking available throughout the week.

These private lease agreements often involve:

- + coordinating with property owners to define the hours parking spaces will be open to the public.
- + establishing parking regulations during the shared-use hours.
- + enforcing compliance with any agreed-upon regulations.
- + charging for parking to cover the cost of the lease.
- + partnering with owners to upgrade facilities with lighting, striping, signage, and other improvements.

A policy empowering the City to lease spaces from private owners can make more parking available to the general public at busy locations and at more times of day. To help create a fair and transparent process, this policy may specify circumstances under which the City will consider leasing private parking spaces. These conditions may include:

- + parking spaces that are not currently available to the public.
- + locations where demand exceeds supply.
- + times of day when demand exceeds supply.
- + parts of Downtown with heavy evening and weekend use but limited parking.
- + during major events.

Implementation action: Partner with other public agencies on shared parking agreements for shared employee uses and evenings, weekends, and events.

Other local public agencies—including Bernalillo County, Federal agencies, and utilities—own large, specific-use lots and garages reserved for employees or customers. Arranging shared parking agreements with these agencies, similar to private lease agreements or memorandums of understanding can help maximize the use of government-owned parking.

Policy Recommendation 5: Connect businesses needing parking with property owners having excess parking available.

Facilitating connections between developers, businesses, and private parking providers can ensure efficient use of space and resources as Downtown attracts more residents, employers, and visitors. The City is likely not the only entity with an interest in leasing parking from building owners with excess parking capacity that is currently reserved for specific users. Private businesses sometimes also need an additional supply of parking.

For example, restaurants may need a location to store cars as a part of a valet service in a way that does not interfere with the supply of on-street parking. In many cities, such businesses lease parking in private garages not available to the public, especially during off-hours such as the evening, when office use is light but restaurants are busy.

But it can be difficult for would-be “buyers” and would-be “sellers” of this parking to find each other. Establishing a mechanism for connecting private

businesses and parking providers can facilitate mutually beneficial parking arrangements that better utilize Downtown’s existing supply.

Implementation Action: Create a matchmaking service connecting businesses in need of parking and property owners with excess parking.

A matchmaking service or “parking bank” can help private businesses and property owners interested in leasing parking find each other more easily. Adopting a policy enabling the City to manage this type of service can help clarify roles and communicate this opportunity to businesses and parking providers. Such a policy may specify the intent of the bank and eligible participants—for example, by stipulating that the service is only intended for parking spaces that are not currently available to the public. In the future a Business Improvement District may also help market or even independently manage this service.

Policy Recommendation 6: Revise the residential permit parking process.

Residential permit parking programs protect on-street parking for residents in neighborhoods where spaces are taken up largely by non-residents who are visiting businesses in the district or neighborhood. Building upon and updating the City’s existing policy for residential permit parking to align with this strategy can mitigate overflow parking in residential areas of Downtown where it poses a legitimate problem.

Implementation action: Amend the current policy for residential parking permits.

Currently, the City’s policy for residential permit parking is resident-initiated and demand-responsive. Property owners initiate the process by submitting a petition for a permit parking district to the City. After receiving a petition, the City responds by conducting an on-street parking study and moves forward with a residential permit parking district if non-

residents account for more than 50% of parking utilization.

Amending the policy can empower the City and renters to initiate the process and help balance residential parking with other users’ needs Downtown. Specific amendments may include:

- + expanding the residential permit process to include renters by considering a petition threshold based on residents rather than property owners.
- + enabling the City to initiate residential permit parking petitions to help manage the Downtown parking supply as a system.
- + considering permit parking only in areas with parking utilization rates above a certain threshold—ideally at least 65-85%, as lower utilization rates suggest that non-resident parking is not causing a problem.

- + granting no more than two permits to each residence moving forward, while allowing residences that currently have three to be grandfathered in.
- + granting just one permit to smaller residences such as studios and one-bedroom units, particularly in areas with a limited supply of on-street parking.
- + calibrating the number of permits granted to the supply of nearby on-street parking.

Policy Recommendation 7: Create one or more Parking Benefit Districts.

Parking Benefit Districts can provide a dedicated revenue source for improving safety, security, and streetscapes. A Parking Benefit District is a special district, often enabled through state statute, that collects parking revenue from a defined geographical area and reinvests all or part of that revenue into improvements and services within the district. New Mexico parking legislation (New Mexico Statutes Article 3, Chapter 51) does not specifically authorize Parking Benefit Districts, but neither does the law prohibit their creation.

Though Parking Benefit Districts may reduce the amount of parking revenue flowing to the City in the near term, there are several advantages. Dedicating parking revenue to community-supported goals can alleviate concerns from businesses, property owners, and residents that paid parking will harm, rather than benefit, their neighborhood

and Downtown. Further, increasing the attractiveness and safety of Downtown through a Parking Benefit District can bring more visitors and may actually increase the associated parking revenue. By establishing a reliable funding stream, Parking Benefit Districts can spur a virtuous cycle wherein improvements encourage more people to visit and park Downtown, leading to additional revenue that can fund more improvements.

Implementation action: Pilot a Parking Benefit District in an area with a dense mix of retail and restaurants, such as along Central Ave.

Piloting a Parking Benefit District in a restaurant and retail district can allow the City to begin investing in identified community needs while testing the viability of the idea for Downtown. The funds allocated to the district for improvements through the pilot program

may go toward a variety of activities designed to improve the district, including:

- + safety measures like additional police or community ambassador foot patrols.
- + lighting, art, and security upgrades at City garages.
- + wayfinding signage between City parking and Downtown destinations.
- + power-washing sidewalks.
- + enhanced street maintenance.

Implementing a Parking Benefits District as a pilot program can also allow the City to experiment with pricing and parking management strategies while studying the financial viability of a permanent district. Specifically, the pilot program can allow the City to understand what share of parking revenue may be allocated to a Parking Benefit District without overburdening the City's Parking Division. Many Parking Benefit Districts reinvest only a portion of parking revenue (often

40–50%) into improvements, with the remainder of the revenue (50–60%) returning to the City. The reinvested revenues could be managed through an MRA-Parking Division partnership that focuses on improvements to existing parking infrastructure that provides public benefit, e.g., security upgrades, landscaping and amenities around garages, facade improvements, etc.

Any pilot program would need to be coupled with pricing and parking management strategies that can increase revenue, such as demand-based pricing, can expand the total pool of funds available to the Parking Division and any Parking Benefit Districts. Experimenting with new pricing strategies as a part of the pilot program can allow the City to monitor how these strategies influence parking behavior and analyze the financial viability of a permanent district. At the same time, investing in low-cost, visible

improvements in the busiest areas of Downtown through the pilot program can help demonstrate the concept to constituents and alleviate concerns associated with new pricing structures.

Implementation action: Coordinate with business owners and business associations interested in establishing a Parking Benefit District.

Leadership structures for Parking Benefit Districts vary. In some cases, boards comprised of local property owners, business owners, and other stakeholders allocate Parking Benefit District funds. In other cases, Business Improvement Districts allocate funds. When funds are allocated by Business Improvement Districts, the funds of both districts can be combined in ways that reduce the administrative burden and maximize the benefits of similar investments in the same area.

Coordinating with Downtown property owners who have expressed interest in a Business Improvement District about a pilot or permanent Parking Benefits District help the City build awareness and gauge interest in the idea and ensure that any improvements support business owners' needs.

For example, interested business owners may help determine how the pilot Parking Benefit District's funds are allocated, perhaps by serving on a small committee established for the purposes of the pilot program. Longer-term, the boundaries of a permanent Parking Benefits District may coincide with that of a potential Business Improvement District, if the concept appears financially viable and business owners are interested.

The City should also look to other business associations, chambers, and non-profits such as Visit ABQ and MainStreet for support and planning.

Policy Recommendation 8: Maintain the policy of no minimum parking requirements and introduce parking maximums for some new development.

Strategic land use policies related to parking requirements can help encourage new development and more efficient use of existing parking assets.

Currently, the City's Zoning Code does not mandate any minimum parking requirements for new buildings constructed Downtown. Parking minimums contribute to an oversupply of parking in Downtown areas by requiring developers to unnecessarily provide large amounts of on-site parking. Removing minimum requirements reflects best practices for Transportation Demand Management.

The current policy allows developers to independently decide how much parking they will provide to satisfy tenant needs based on their assessment of market conditions as well as requirements imposed by lenders as a condition of financing.

Maintaining the policy of no minimum parking requirements throughout

Downtown will continue to provide developers with flexibility and help prevent the unnecessary construction of surplus on-site parking.

In addition, introducing maximum parking requirements for some types of new development can encourage new projects to make use of Downtown's existing parking supply and help reduce the costs of new projects.

Implementation action: Introduce parking maximums in locations with ample off-street parking in the immediate vicinity.

The current policy gives developers full discretion over the amount of on-site parking they construct Downtown, even in areas with excess off-street parking available. In areas of Downtown with ample off-street parking in the vicinity, introducing maximum parking requirements can encourage developers to make use of existing available

parking and prevent new projects from contributing to an oversupply of parking.

A revised policy establishing maximum parking requirements may include defining subdistricts within Downtown with where the requirements will apply and limiting on-site parking to a defined percentage (ideally 33%) of the amount of parking required for similar projects outside of Downtown. Coupling parking maximums with policies that facilitate leasing City parking and connecting developers to private parking providers can help ensure developers and tenants have easy access to existing underutilized parking in areas where these new requirements may apply.

Implementation action: Establish parking maximums for City-led or City-funded redevelopment projects.

Maximum parking requirements can also reduce the cost of new projects and encourage denser site development

Downtown. Structured parking is expensive to build and increases project budgets significantly. Surface parking costs less but occupies a larger share of the site, and large surface lots create a less pleasant and convenient walking environment Downtown. In City-led or City-funded redevelopment projects, maximum parking requirements (either as a policy or for individual projects) can ensure City funds are spent on cost-effective projects that align with the vision for Downtown.

Stipulating parking maximums in City-affiliated projects also provides an opportunity to gauge the viability of adopting parking maximums for other types of private development Downtown. This initiative can allow the City to see how developers who pursue public redevelopment projects respond to the maximum parking requirements.

Table 19. Parking Policy Framework Implementation Summary

Policy Recommendation	Implementation Action	Timeframe	Lead Agency	Potential Partners
1. Implement demand-based pricing across all City-controlled parking.	Amend the Municipal Code to allow the Parking Division to independently set and adjust the price of parking Downtown.	Near-term	Council Services	Parking Division, MRA, City Council
	Recalibrate prices for on-street parking and City garages.	Medium-term	Parking Division	—
	Adjust prices in busier and more popular locations.	Medium-term	Parking Division	—
	Charge for on-street parking on evenings and Sundays.	Near-term	Parking Division	—
2. Continue to enforce parking regulations consistently.	Develop and adopt a Parking Management Plan that includes sustained funding for enforcement and payment systems.	Near-term	MRA, Parking Division	MRA, Council Services, City Council
	Upgrade payment and information systems for City-owned parking.	Medium-term	Parking Division	—
	Enforce parking time limits and restricted areas.	—	Parking Division	—
3. Lease underutilized private parking from property owners with excess parking available.	Adopt a policy enabling the City to lease parking spaces from private property owners.	Long-term	Parking Division	MRA, Council Services
	Partner with other public agencies on shared parking agreements for shared employee uses and evenings, weekends, and events.	Near-term	Parking Division	MRA, other gov't agencies, Council Services, City Council
4. Connect businesses needing parking with property owners having excess parking available.	Create a matchmaking service connecting businesses in need of parking and property owners with excess parking.	Medium-term	MRA, Parking Division	Potential BID, other Downtown Business Associations and Stakeholders
5. Revise the residential permit parking process.	Amend the current policy for residential parking permits.	Medium-term	Council Services	Parking Division, MRA, City Council
6. Create one or more Parking Benefit Districts.	Pilot a Parking Benefit District in an area with a dense mix of retail and restaurants, such as along Central Ave.	Long-term	MRA, Parking Division	Council Services, City Council
	Coordinate with business owners and business associations interested in establishing a Parking Benefit District.	Medium-term	Parking Division	Parking Division, Downtown associations, non-profits, and other stakeholders
7. Maintain the policy of no minimum parking requirements and introduce parking maximums for some new development.	Introduce parking maximums in locations with ample off-street parking in the immediate vicinity.	Long-term	Planning	Council Services, City Council
	Establish parking maximums for City-led or City-funded redevelopment projects.	Near-term	Planning	MRA
8. Create a consistent policy for leasing underutilized City parking facilities.	Adopt a policy specifying the circumstances and typical conditions for lease arrangements with private businesses, developers, and other agencies for parking in City garages.	Near-term	Parking Division	MRA, Council Services, City Council

Transportation Demand Management Recommendations

Transportation Demand Management (TDM) refers to a broad set of strategies that encourage people to travel by transit, bike, e-scooter, walking, or riding together. By bolstering and incentivizing options beyond single-occupancy vehicle travel, TDM programs can reduce the total demand for parking Downtown.

TDM programs historically focused on making better use of existing transportation infrastructure in order to reduce congestion during peak commute hours and improve air quality. Increasingly, Downtown TDM strategies aim to balance demand and expand mobility options. By reducing reliance on individually owned, single-occupancy vehicles, TDM strategies help to:

- + lessen the demand for public and private parking,
- + use existing parking facilities more efficiently, and
- + reduce the need for new parking facilities.

This remainder of this section recommends components of a TDM program that can complement the Parking Policy Framework and Location-Specific Recommendations.

Transportation Demand Management Recommendations

These short- to medium-term recommendations can help reduce future parking demand and improve quality of life and the commuter experience for both current and future Downtown workers and residents. This will also allow the City to invest in maintaining and managing its current parking supply, without having to invest in new parking structures to meet additional demand as Downtown redevelops and potentially reduces existing surface parking.

1. Disincentivize the use of single-occupancy vehicles.
2. Incentivize other modes of transportation for commuting.
3. Incentivize other modes of travel for short trips within Downtown.
4. Use multimodal platforms and continuous improvement methods.

TDM Recommendation 1: Disincentivize the use of single-occupancy vehicles.

Discouraging the use of single-occupancy vehicles helps reduce the overall demand for parking Downtown.

Already, the City's policy of no minimum parking requirements for new Downtown development helps prevent an oversupply of parking. This policy, discussed in more detail in the Policy Framework, discourages people from driving and owning cars Downtown, and it is often suggested as an important first step in TDM efforts. Maintaining this policy moving forward will support a robust and effective TDM strategy.

Implementation Action: Offer parking cash-outs.

Employers who pay for their employees' parking can offer a "cash-out" option that allows employees to receive the value of their parking cost in cash and, in return, agree to walk, bike, take public transit, carpool, or vanpool for their commute.

This approach can free up parking in lots and garages for other patrons, thus reducing the need to expand the parking supply as Downtown develops and becomes busier.

Today, the City provides free parking to some employees. Offering cash-outs to these employees—and perhaps offering to pay all employees who opt to walk, bike, take public transit, or ride with others to work—can provide a financial incentive for employees to use other modes of transportation in lieu of driving alone to work. Likewise, encouraging other public agencies and private businesses who pay for their employees parking to offer similar cash-outs can further reduce the share of commuting trips in single-occupancy vehicles and the demand for parking among employees Downtown.

TDM Recommendation 2: Incentivize other modes of transportation for commuting.

Commuting trips by employees contribute significantly to the demand for parking Downtown. Promoting and investing in options for commuting beyond driving alone—especially transit, driving with others, and bicycling—can help reduce the share of commuting trips made in single-occupancy vehicles and reduce the need for new parking facilities as Downtown redevelops.

Implementation action: Promote ABQ RIDE bus services for commuting.

Already, the City has taken multiple important steps to encourage the use of public transportation for commuting.

First, the City provides free bus service on the ABQ RIDE system, which is often suggested as an important first step in TDM efforts. Providing free bus service incentivizes people to ride transit by making it a more affordable option. TDM programs often include free transit passes for Downtown employees, students, event-

goers, and other groups. ABQ RIDE's current Zero Fare policy accomplishes the same goal by eliminating fares altogether. Continuing to provide free transit, whether through a Zero Fare policy or transit passes, will tie into broader TDM efforts moving forward.

Second, the City adopted and has started implementing the ABQ RIDE Forward Recovery Network Plan. This plan increases and reconfigures transit service, identifying where bus routes will go, at what times they will run, and how frequently buses will arrive. The proposed network and service increases will be implemented in phases, and ABQ RIDE rolled out the first phase of improvements in December 2025. The proposed changes provide advantages for employees commuting into Downtown, especially along the ART bus rapid transit line.

Actively promoting ABQ RIDE services as a commuting option can encourage more people to use public transit,

especially if employers offer parking cash-outs and bus transit remains free. For example, conducting an analysis of where Downtown employees live can help identify employees who are well positioned to commute by bus rather than by car. Targeting information about ABQ RIDE services to these employees may encourage them to shift from commuting by car to commuting by transit, decreasing the need and demand for Downtown parking.

Implementation action: Expand Rail Runner train services for commuting.

The Rail Runner train operated by Rio Metro provides regional train service to the Alvarado Transportation Center. With 15 stations (which typically have on-site parking) between Belen and Santa Fe, this regional service has the potential to serve longer-distance commuting trips. However, trains typically arrive every hour (or every two hours), even at peak commuting times, which means that

prospective riders must plan their trips around the train schedule. Studying the viability of offering more frequent service, particularly around peak commuting times, can lay the groundwork for shifting commuting trips from single-occupancy vehicles to transit, especially for employees who live outside of the ABQ RIDE service area.

Implementation action: Proactively encourage carpools and vanpools.

Encouraging commuters to use carpools and vanpools can help reduce parking demand by moving them from single-occupancy vehicles to multiple-occupancy vehicles. The evidence suggests that carpools are widely used in Albuquerque (approximately 10% of commuters carpool) while vanpools, by comparison, are lightly used.

The City already operates a carpool registration program that matches employees who are interested in sharing rides.

The NMGo! Program connects commuters with possible vanpool partners and provides vanpoolers with vehicles, though vanpools are not used nearly as often as carpools. Vanpools are typically most useful to groups of commuters who live close to one another but have a long commute.

ABQ RIDE also provides a “Guaranteed Ride Home” program for those who use alternative transportation at least three times a week to use in case of an emergency.

Although the carpool registration program is a success and vanpools are available, the current system is demand-responsive—that is, it is up to the commuter to take the first step.

Adopting a more proactive approach can encourage more people to use carpool or vanpool programs for commuting, especially if coupled with parking cash-outs that disincentivize driving alone to work. Proactive steps that Downtown

employers (including the City) can take include:

- + conducting a geographical analysis of commuter residences to find probable matches (especially for long-distance commuters who might prefer vanpools),
- + using a live or AI coordinator to actively manage the carpool and vanpool processes rather than relying only on static websites,
- + providing a subsidy for all commuting costs for both carpools and vanpools,
- + maintaining and expanding the Guaranteed Ride Home program, and
- + providing preferential parking for carpools and vanpools close to their work destination.

Implementation action: Improve bicycle facilities.

With Albuquerque’s relatively mild climate, commuting by bicycle is an option for many Downtown employees for most of the year. When safe, comfortable, and useful bicycle facilities are available, many people choose to make trips by bicycle rather than by car. Investing in a robust, connected network of high-comfort bicycle facilities in and around Downtown can help shift commuting trips from cars to bicycles, especially if parking cash-out programs disincentivize driving. Investments may include:

- + building out the high-priority bikeways and trails identified in the 2024 Bikeway and Trail Facilities Plan that benefit Downtown, especially the Rail Trail and on-street bicycle facilities on 5th St, 6th St, Broadway Blvd, and Silver Ave;

- + increasing the number of secure bike racks and bike lockers, especially near major employment centers and the Alvarado Transportation Center; and
- + increasing the number of indoor bike parking facilities, locker rooms, and showers available to bicyclists in major employment centers.

Investments in bicycle infrastructure can also strengthen the nexus between transit, bicycling, and micromobility services like scooters. Some commuters ride transit for most of their trip and ride a bicycle or a scooter to reach their final destination. Constructing direct, comfortable bicycle facilities between the Alvarado Transportation Center (and other ART stations) and Downtown employment centers can provide first- and last-mile connections that make transit, bicycling, and using micromobility devices more appealing options.

TDM Recommendation 3: Incentivize other modes of travel for short trips within Downtown.

Providing a range of convenient transportation options for short trips within Downtown can reduce reliance on single occupancy vehicles, lessen the demand for parking, and encourage people to park once and then travel between multiple destinations.

Implementation action: Expand the presence of carshare services in Downtown.

Carshare services can serve several important purposes in managing both transportation and parking demand. Carshare services provide short-term automobile rental options without the complicated transaction process involved in conventional car rental.

Thus, they can provide access to automobiles for employees who commute by transit, bicycle, or scooter and to Downtown residents who may not own or have access to a vehicle. This option reduces the need for employees and

residents to bring personal vehicles into the Downtown area.

Carshare options currently exist in Albuquerque, but options Downtown are limited. For example, GoForth provides carshare services at one specific location in the Highland area, more than three miles away from Downtown.

Meanwhile, Turo is a platform that connects people who want to rent cars with individuals who can provide them; for this reason, their distribution is more unpredictable. Currently, several Turo cars appear to be available at the Alvarado Transportation Center.

Working with carshare services to expand operations Downtown can help bring this valuable transportation option to Downtown constituents. These efforts may include working with GoForth to open a location in Downtown and working with Turo to encourage more hosts to make cars available in other parts of Downtown.

Implementation action: Restore bikeshare services to Downtown.

Bikeshare services can provide convenient transportation for short distances with a dense area like Downtown. Some services provide bicycles only at docks or stations, while others provide a dockless system.

Albuquerque was an early adopter of bikeshare, initiating a docked service in 2015 and then switching to the dockless Pace system in 2017. However, in the face of declining use during COVID, Pace's parent entity, Zagster, pulled out of Albuquerque in 2020.

Initiating conversations with bikeshare providers with successful systems in other cities can allow the City to gauge providers' interest in reentering the Downtown Albuquerque market. A docked bikeshare system may require a corporate sponsor, as sponsorship has been necessary to maintain docked systems in many major cities. If such a system is feasible, docks near access points to the Rail Trail and transit stops can serve both

Downtown employees and people visiting the new seven-mile trail loop that will run along the eastern edge of Downtown.

Implementation action: Expand micromobility options.

Like bikeshare services, micromobility services can provide convenient transportation for short distances within a dense area like Downtown. Currently, private scooter companies provide dockless scooter systems Downtown. These micromobility services allow riders to pick up and drop off scooters anywhere in their service area, thus facilitating short trips within the greater Downtown area.

Micromobility companies collect data related to trips on their systems. Working with these companies to share and analyze this data (which may be proprietary) can help the City make informed decisions and work with the operator about the pricing model and where to build micromobility corrals and bicycle parking. For example, building

micromobility and bicycle corrals near popular origins and destinations for scooter trips can help ensure adequate space for micromobility devices and bicycles at key locations, so that people bicycling and rolling can find a place to park without intruding on the sidewalk.

Implementation action: Consider restarting a Downtown Circulator.

Unlike some Downtowns, Downtown Albuquerque does not have a “Circulator” bus service to carry residents, employees, and visitors to destinations within the Downtown area. A Circulator is not currently envisioned by ABQ RIDE as part of the ABQ RIDE Forward Recovery Network Plan, which focuses on longer crosstown routes connecting multiple neighborhoods throughout Albuquerque and Bernalillo County.

A Downtown Circulator (funded separately from ABQ RIDE) can provide a convenient way to travel between destinations. Most people will walk between five and

ten minutes to a destination before seeking another form of transportation. Although some destinations in Downtown Albuquerque are very close (e.g., Civic Plaza and the Convention Center), others are farther from one another. For example, the Alvarado Transportation Center, Civic Plaza, and the Arrive Hotel are all a 10-minute walk or more from one another, and may be appropriate destinations along a Circulator route. A longer Circulator route may also extend to nearby neighborhoods with a dense mix of destinations, such as Old Town and Sawmill.

The City may be able to fund such a Circulator through a City-County partnership or revenue generated Parking Benefit Districts or a Business Improvement District, rather than through ABQ RIDE’s existing transit funding sources (mostly City general fund dollars).

TDM Recommendation 4: Use multimodal platforms and continuous improvement methods.

Communicating up-to-date information about transportation options and soliciting feedback from constituents is essential for managing transportation demand over time. Without these channels of communication and feedback, many TDM efforts may be less effective in reducing reliance on single-occupancy vehicles and lessening the overall demand for parking.

Implementation action: Partner with a multimodal app platform.

Multimodal app platforms such as Moovit can integrate a wide variety of transportation options with real-time information, including transit, carshare, bikeshare, and micromobility services, as well as parking availability and cost.

Currently, Moovit partners with ABQ RIDE to provide real-time transit information, including the location of buses. As more TDM-related options become available, expanding the partnership with Moovit or a similar platform can help the City integrate real-time data and communicate this information for other services.

Implementation action: Use surveys and public engagement.

Transit and alternative transportation riders are often sensitive to concerns about safety, reliability, and service disruptions. Conducting regular surveys, monitoring the City's 311 service, and other public engagement processes to identify emerging concerns about the transportation system can help ensure the City, ABQ RIDE, and other partners meet the needs of Downtown employees, residents, and visitors.

Table 20. Transportation Demand Management Implementation Summary

TDM Recommendation	Implementation Action	Timeframe	Lead Agency	Potential Partners
1. Disincentivize the use of single-occupancy vehicles.	Offer parking cash-outs.	Near-term	Parking Division, Human Resources	Bernalillo County, Potential BID, other Downtown Business Associations and Stakeholders
2. Incentivize other modes of transportation for commuting.	Promote ABQ RIDE bus services for commuting.	Near-term	ABQ RIDE	Local businesses/employers
	Expand Rail Runner train services for commuting.	Medium-term	Rio Metro	Local businesses/employers
	Proactively encourage carpools and vanpools.	Near-term	ABQ RIDE	Rio Metro
	Improve bicycle facilities.	Near-term	DMD	MRA, Council Services, City Council
3. Incentivize other modes of travel for short trips within Downtown.	Expand the presence of carshare services in Downtown.	Medium-term	MRA	Council Services, City Council
	Restore bikeshare services to Downtown.	Medium-term	Planning	DMD
	Work with operators to review pricing and identify micromobility parking corrals	Near-term	DMD	Planning
	Consider restarting a Downtown Circulator.	Near-term	MRA, Council Services	Bernalillo County, Potential BID, other Downtown Business Associations and Stakeholders, ABQ RIDE
4. Use multimodal platforms and continuous improvement methods.	Partner with a multimodal app platform.	Medium-term	ABQ RIDE	Parking Division, DMD
	Use surveys and public engagement.	Near-term	Planning	ABQ RIDE, MRA

Appendix A:

Parking & Curb Management Toolkit

Table A-1 describes tools that could be used to more effectively manage and use the existing supply of Downtown parking and curb space. These tools should be considered as part of a coordinated parking management system led by the Parking Division and supported by other partners. Developing a comprehensive parking management program needs to balance numerous factors.

The table provides potential timelines that parking management tools could be implemented with longer timelines reflecting more complicated tools that would require extensive partnerships, program development, or infrastructure build-out. Resource needs such as technology, signage, and staffing are also identified.

The toolkit breaks recommendations into tools related to pricing; time limits; permitting, wayfinding, and enforcement; and shared parking.

Tools related to pricing and time limits focus on static and dynamic methods to influence parking behavior through adjustment of price and/or time limits depending on the location of parking, adjacent land use, time of day, time of week, parking demand, or because of special events.

Permits are a way to provide special parking privileges to a prequalified group of people that may be detrimentally impacted by new parking management programs. These permits may provide exemptions for people based on their location, socio-economic status, or for other reasons.

Payment, information, and enforcement tools focus on technologies and programs that can automate or streamline payment collection, the management of parking, and the dissemination of information to people using parking.

Shared parking tools provide more information about potential shared use parking agreements including the parties that would be involved and the distribution of responsibilities for setting and enforcing parking regulations.

Table A-1. Parking Management Tools

Tool	Description	Potential Timeframe	Resource Needs
Pricing			
Location-Based Pricing	Adjust pricing based on location, with higher rates in high-demand areas and lower rates in less busy areas.	Short-term	Signage, app, and/or meters
Time-of-Day-Based Pricing	Adjust pricing based on time of day or day of the week to encourage turnover during peak periods. Offer reduced rates during off-peak hours to encourage parking and generate revenue during less busy times.	Near-term	
Progressive Pricing	Adjust pricing and increase rates for longer stays to encourage shorter stays in high-demand areas.	Short-term (off-street) Long-term (on-street)	Signage (off-street), parking management system (on-street)
Special Event Pricing	Temporarily adjust pricing during major events to manage demand and reduce congestion by encouraging non-auto transportation modes.	Medium-term	Signage, app, and/or meters
Dynamic Pricing	Adjust rates in real-time to respond to high demand, occupancy, time of day, special events, or other factors. All of the above tools can be applied as part of dynamic pricing. These can be combined with automated enforcement.	Long-term	Parking sensors or LPR, data analytics, dynamic signage, app
Time Limits			
Location-Based Time Limits	Adjust time limits based on land use and demand. Set shorter time limits in busy commercial areas to promote frequent turnover. Set longer time limits (or no limits) in peripheral areas with lower demand to support parking for employees and people visiting multiple destinations.	Short-term	Signage, app, and/or meters
Time-of-Day Based Time Limits	Adjust time limits based on time of day or day of the week to encourage turnover during peak periods.	Short-term	Signage, app, and/or meters
Curbside Loading and Short-Duration Parking	Designate short-term curbside parking (15–30 minutes) near businesses for pickups, deliveries, and quick errands. Loading zones can also be designated during times of day where loading is most prevalent.	Short-term	Signage, app, and/or meters
Smart Commercial Loading Zones	Digitally managed, dynamic curb spaces that allow delivery drivers to book curbside space in real-time (often on route) and pay for the time used (often by the minute). These can be combined with automated enforcement.	Long-term	Parking sensors or LPR, data analytics, apps

Tool	Description	Potential Timeframe	Resource Needs
Permits			
Preferential Parking Permit Programs	Offer permits for residents or employees that need to park in areas with high visitor or special-use parking demands. These permits exempt the holder or its registered vehicle from parking restrictions within a set zone.	Medium-term	Program set up, management, and enforcement
Flexible Permit Pricing	Offer tiered pricing for permits, with lower rates for areas farther from the city center or graduated rates based on user characteristics (e.g., low-income residents, students, staff, residents, etc.).	Medium-term	Program set-up, management, and enforcement
Food Truck & Sidewalk Dining Permits	Create permit program to regulate food truck use of on-street parking and converting on-street parking spaces to sidewalk dining.	Near-term	Program set-up, management, and enforcement
Payment, Information & Enforcement			
Multifunctional Kiosks	Replace all or a portion of parking meters with advanced kiosks that can automate parking transactions, connect to broader parking management systems, accept various payment methods, integrate wayfinding, information, and advertising and potentially manage the sale of other ticket products, recognize pass validation, and process discounts and promotions.	Long-term	Multifunctional kiosks, parking management system
Occupancy Sensors	Install in-pavement, overhead, or other sensors to collect, monitor, and display real-time parking arrival, occupancy, and availability data. This can be combined with dynamic information displays to show available spaces.	Medium-term	Sensors, parking management system, dynamic signage
License Plate Recognition (LPR) Systems	Pilot or deploy a system of cameras to monitor parking occupancy and time-limit compliance using analytical software monitoring.	Medium-term	Cameras, parking management system
Automated Enforcement	Utilize connected technologies such as payment systems and LPR to detect arrival, monitor duration, and issue citations if vehicles are parked illegally or exceed time limits.	Long-term	LPR
Graduated Fine Structure	Implement a graduated fine structure based on income or means or an escalating fine structure for repeat parking offenders to encourage adherence to regulations.	Medium-term	Program set-up and management
Mobile App Enforcement Notifications	Allow users to receive reminders before their time expires, reducing the need for fines.	Long-term	Parking app
Community Ambassadors	Utilize parking ambassadors to assist with information campaigns and minor enforcement instead of strictly ticketing.	Short-term	Hiring or contractors

Tool	Description	Potential Timeframe	Resource Needs
Shared Parking Agreements			
Private Lease	Parking spaces are leased from a private lot or garage owner during certain hours. The City establishes regulations (including any pricing) during the leased hours and enforces compliance with these regulations.	Short-term	-
Private Ownership, Public Enforcement	Under this arrangement a private property owner would open their lot to the public and establish regulations (including any pricing). The City enters into an agreement with the owner to enforce compliance with the regulations and collect citation revenue.	Medium-term	-
Third-Party Management	Under this arrangement the City would contract with a private company with experience facilitating shared parking arrangements instead of crafting and managing its own agreements. This company would also establish regulations (including any pricing).	Medium-term	-

Appendix B:

Street & Site Design Toolkit



This toolkit describes physical improvements for streets, surface lots, and garages that can address key challenges identified in this study. These improvements are especially targeted at improving the safety, security, comfort, and enjoyment of people traveling downtown with the intent that shaping people's experience will encourage them to spend time (and money) at local shops and businesses.

The toolkit includes design strategies that can increase the supply of parking, streamline the parking process, strengthen the public realm, and improve security for people parking and walking, and increase access for people walking, bicycling, and riding transit.

The Economic Impact of Streetscape Improvement Projects

Streetscape improvements have been shown to increase customer spending by creating a more inviting environment that increases business visitation, encourages impromptu spending, and enhances the customer experience. These improvements are often a catalyst for additional investment and new development, further stimulating the local economy.

Placemaking efforts are largely good for abutting businesses:

- + several studies conducted in Indianapolis, Memphis, Minneapolis, Portland, San Francisco, and Seattle have shown street improvements to have a positive impact on retail sales data and an even stronger impact on food service sales and employment.¹
- + converting parking into outdoor dining with planters on Pearl Street in New York, NY led to a 77% increase in seated

¹ Economic Impacts of bicycle and pedestrian street improvements. PeopleForBikes. <https://peopleforbikes.org/reports/the-national-study-of-the-economic-impact-of-street>

pedestrians and a 14% increase in sales at abutting businesses.²

- + a study conducted by the Creative School at Toronto Metropolitan University showed that people are 50% more likely to spend time in spaces with placemaking interventions and 77% more likely to recommend the site to friends and family members.³
- + an analysis of phone tracking data in Boston, MA showed that ground floor amenities, pavement width, greenery, and the amount of sky on view encouraged people to walk further. These features can help encourage

² New York City Department of Transportation. (2012). Measuring the street: New metrics for 21st century streets. NYC DOT. <https://www.nyc.gov/html/dot/downloads/pdf/2012-10-measuring-the-street.pdf>

³ Davis, E. N. (2022, November 16). New research reveals the impact of creative placemaking. Storeys. <https://storeys.com/new-research-reveals-the-impact-of-creative-placemaking/>

people to park once and walk to destinations in downtown.⁴

- + a study of seven commercial corridors in Portland, OR; San Francisco, CA; Minneapolis, MN; and Memphis, TN found that where bike lanes replaced on-street parking or vehicle lanes, retail sales and employment either increase or remained stable compared to control corridors. Along Central Avenue in Minneapolis, retail employment grew 4% faster and food sales increased 30% more than along nearby corridors without bikeway installation.⁵

⁴ Basu, R., & Sevtsuk, A. (2022). How do street attributes affect willingness-to-walk? City-wide Pedestrian Route Choice Analysis using big data from Boston and San Francisco. Transportation Research Part a Policy and Practice, 163, 1–19. <https://doi.org/10.1016/j.tra.2022.06.007>

⁵ Friedly, L. (2020, April). Study finds bike lanes can provide positive economic impact in cities | TREC. <https://trec.pdx.edu/news/study-finds-bike-lanes-can-provide-positive-economic-impact-cities>

Expand and Adjust the Supply of Parking

On-Street Parallel Parking

On-street parking along commercial corridors and main streets supports local businesses by increasing access while also contributing to a more comfortable pedestrian environment by creating a buffer between sidewalks and moving traffic.

Adding parallel parking is often possible without widening the street by restriping roadways with narrower motor vehicle travel lanes or reallocating space through road diets, which can also help calm traffic and provide safer pedestrian crossings.

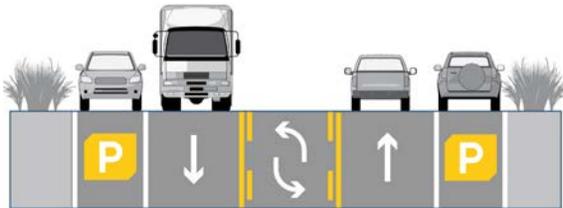
Parallel parking can be installed between the bike lane and the motor vehicle travel lane, providing a buffer to create a parking-protected bike lane.

On-Street Back-In Angled Parking

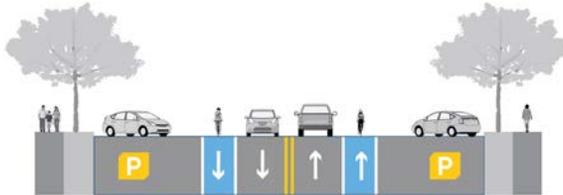
Angled parking can increase the on-street parking supply. It requires additional street width compared to parallel parking that can be provided by restriping the street with narrower travel lanes or reallocating space through road diets.

Back-in angled parking requires drivers to reverse into the parking space, positioning the driver with a clear line of sight of approaching bicyclists and motor vehicles when exiting the space. This design is preferred over front-in angled parking, especially on streets with bike facilities.

Similar to on-street parallel parking, back-in angled parking can contribute to a more comfortable pedestrian environment by creating a buffer between the sidewalk and moving traffic lanes, although additional consideration needs to be given to ensure that the overhang of the vehicle does not encroach into active sidewalk space.



On-Street Parallel Parking



On-Street Back-In Angled Parking

Streamline the Parking Process

Wayfinding Signage

Downtown 2050 calls for developing and implementing a comprehensive wayfinding system and branding strategy for Downtown. Clear, consistent signage directs drivers to parking facilities from major entry points into downtown and along key corridors, reducing time spent searching for parking and minimizing congestion. Signs can be designed with colors and graphics that reflect the unique branding of downtown, enhancing the area's identity.

Digital signage can replace or supplement static signage, providing real-time information on parking availability and directing drivers to under-utilized facilities. Once parked, pedestrian scale wayfinding should orient pedestrians and guide them from parking facilities to key destinations.

Pop-up Wayfinding

Pop-up wayfinding signage can be an effective, low-cost strategy to support parking and access, especially during special events that draw more people downtown. The City's Metropolitan Redevelopment Agency installed temporary wayfinding signage as a pilot to direct drivers to preferred parking facilities and guiding pedestrians from these facilities to the Growers Market.

Sandwich-board signs are a flexible way to provide clear and adaptable direction that are easily deployed and relocated as needed. This approach helps minimize time spent searching for parking during downtown events when parking demand is higher than typical.



Pedestrian Scale Parking Wayfinding Sign in Edmond, OK



Pop-Up Wayfinding Signage for the Downtown Growers Market

Strengthen the Public Realm

Public Parklets

Public parklets remove and repurpose parking spaces to create small public spaces for the community to enjoy. These may be implemented by converting on-street parking spaces or underutilized surface parking lots. Public parklets may include amenities such as seating, landscaping, shade elements, bicycle parking, and public art.

Parklets are particularly effective in areas with few parks and open spaces, along commercial corridors with high levels of pedestrian activity, and in areas with relatively narrow sidewalks where opportunities to otherwise expand the pedestrian realm are limited.

Commercial Parklets

Similar to public parklets, commercial parklets repurpose parking spaces for other uses. The difference is that they are associated with a particular business and are typically managed through a permit process where the business takes on the cost of installation and maintenance.

Commercial parklets most often repurpose on-street parking spaces in front of businesses for commercial uses such as outdoor dining and seating associated with restaurants or cafes.



Public Parklet Repurposing On-Street Parking in Seattle, WA



Commercial Parklet Repurposing On-Street Parking in San Francisco, CA

Strengthen the Public Realm

Pop-Up Public Space

Pop-up public spaces transform parking or unused roadway space into public spaces such as plazas, farmers markets, food truck pods, or other uses. Pop-ups may be temporary (e.g., for a weekend or during an event) or semi-permanent and make use of quick-build materials that can test the configuration of these spaces. These temporary and semi-permanent activations of public space can support local businesses, increase foot traffic, and adapt under-utilized parking areas. Using quick-build materials allow these spaces to be reconfigured or removed when needed.

Public Art

Parking garages and surface parking lots present an opportunity to introduce more public art in the downtown area, a goal articulated in *Downtown 2050*.

Parking garage facades, blank walls, pavement surfaces, and unused spaces can be used for murals and other art installations, creating more visual interest, enhancing the pedestrian realm, and reinforcing downtown's identity.



Pop-Up Public Space in Milwaukee, WI

Source: Shareable



Mural on Parking Garage Facade in Sioux Falls, SD

Source: South Dakota Public Broadcasting

Strengthen the Public Realm

Landscaping

Landscaping and street trees beautify the streetscape, provide shading and cooling, improve air quality, and can be combined with storage, infiltration, and treatment of stormwater.

Landscaping can be incorporated into the site design of parking garages and surface lots as well as in the streetscape to define pedestrian routes, make these spaces more inviting, and improve the experience of people walking to and from parking.

Shade Structures and Seating

Shade structures include shelters, canopies, and awnings that provide sun protection and shade coverage. Coupled with seating and other street furniture they can create comfortable spaces for people to gather, dwell, and spend time.

Shade structures can also be used to cover and prevent heat damage to parking infrastructure, bike parking, e-micromobility and EV charging infrastructure, and other features. Shade structures can incorporate solar panels to support EV and e-device charging.



Parking Lot Featuring Landscaped Elements in Sacramento, CA

Source: DeepRoot



Shade Structure and Seating in Las Vegas, NV

Source: Architonic

Improve Security for People Parking and Walking

Lighting

Lighting is an important streetscape element that supports visibility and accessibility along streets, sidewalks, and parking areas. *Downtown 2050* identifies lighting as an important consideration for parking, emphasizing that parking facilities should be visible, well-connected, and well-lit.

For both on-street parking and off-street parking garages and lots, consistent lighting can create a more safe and comfortable experience for people parking and walking by improving visibility within parking facilities and along pedestrian routes that connect parking to surrounding streets and downtown destinations.

Emergency Call Buttons

Emergency call buttons are fixed devices that allow people to quickly alert security and emergency services when a safety concern arises with the press of a button. They are designed to be easy to use and located with clear signage and lighting.

Within parking garages and surface parking lots, call buttons can improve both perceived and actual safety. They may be installed along pedestrian routes within the facility, near entrances and exits, and at enclosed spaces such as elevators and stairwells that may be particularly uncomfortable for users.



Pedestrian-Scale Lighting in San Antonio, TX



Emergency Call Button in Parking Lot in Oakland, CA

Source: Peralta Citizen

Improve Security for People Parking and Walking

Encourage parking garage design practices that use open layouts to maximize visibility, provide good lighting, eliminate blind spots, and integrate active and passive security features.

Specific design features include:

Visibility & Lighting

Open design: that favors support columns (over walls), open stairwells (over enclosed stairwells), and glass-walled elevators to create clear sightlines and reduce corners and blind spots.

Bright illumination: use energy-efficient fixtures that are placed to eliminate shadows and dark corners.

High ceilings and light colors: improve visibility and lighting distribution. Lighter surface colors better reflect light.

Security & Access Control

Clear signage: that clearly marks parking levels and locations, entrances, exits, and pedestrian walkways for easy navigation and quick access and egress.

Active surveillance: place parking attendant stations strategically within view of as much parking as possible. Employ security patrols to move on people that do not need to be in the garage.

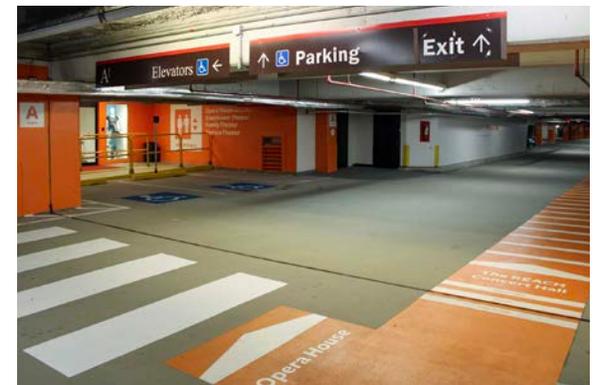
Passive surveillance: install cameras that cover all parking areas, ramps, and stairwells for complete coverage.

Controlled access: use electronic gates and card readers to manage and secure access points. Ensure that exit doors are properly functional and regularly maintained.



Parking Garage with Bright Illumination in Denver, CO

Source: City and County of Denver



Parking Garage with Clear Signage in Washington, DC

Source: Gorove Slade

Improve Security for People Parking and Walking

Security Cameras

When clearly visible and accompanied by signage, security cameras can increase feelings of safety for users and deter unlawful or unsafe behaviors in off-street parking facilities. They may also help property owners monitor their parking facilities for safety concerns.

When combined with other safety mechanisms including lighting, emergency call buttons, and clear wayfinding, cameras can improve both real and perceived safety and support safe access between parking facilities and downtown destinations.

Sealing Garages

Sealed parking garages limit and control garage access for both vehicles and pedestrians. Entry and exit points are secured rather than fully open to the public, with access managed through devices such as gates and keypads. Because access is monitored and limited, users are likely to feel more comfortable and safe accessing and navigating the garage.



Parking Lot with Security Camera in Boulder, CO

Source: CU Boulder Today



Sealed Parking Garage Requiring Access Code or Key Card in Washington, DC

Source: GW Today

Increase Access for People Walking, Biking, and Riding Transit

Curb Extensions and Daylighting

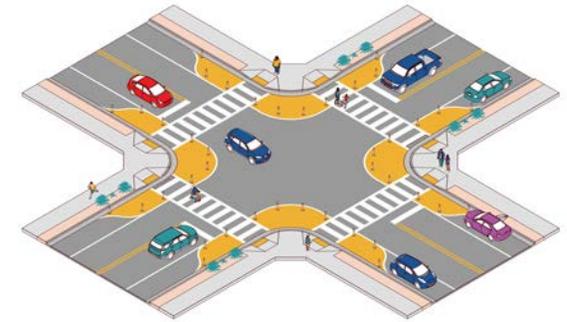
Curb extensions expand the pedestrian realm further into the intersection, which shortens crossing distances, improves the visibility of people walking, and encourages slower vehicle speeds. They also can provide space for low-profile amenities like planters, bicycle parking, and other streetscape elements. Curb extensions require the set-back of on-street parking near the intersection.

Daylighting sets back on-street parking directly adjacent to intersections and midblock crossings to create clearer sight lines between drivers and pedestrians. Curb extensions are a form of daylighting, but daylighting may also be implemented by restricting parking through signage and striping rather than vertical elements.

Bicycle and Scooter Corrals

Bicycle and scooter corrals are on-street parking facilities that provide a secure place to park and lock multiple bicycles and scooters. They should be provided at convenient locations near key destinations.

Bike racks can be provided in the furnishing zone of the sidewalk, or as a series of racks known as a bike corral in the curb zone in place of parking or in daylighted areas. A bike corral can accommodate up to 8 bicycles or 20 scooters in the same space as a single vehicle. On-street corrals and parking areas should be clearly marked and delineated with vertical elements such as planters, flex posts, and/or wheel stops to prevent vehicle encroachment.



Intersection with Curb Extensions and Daylighting



Bicycle Corral Repurposing On-Street Parking in Boston, MA

Increase Access for People Walking, Biking, and Riding Transit

On-Street Bicycle Facilities

On-street bicycle facilities include standard bike lanes, protected bike lanes, and cycle tracks and provide designated space for people bicycling. These facilities can improve safety and comfort for people bicycling by reducing conflicts with motor vehicles.

Providing dedicated on-street bicycle facilities with sufficient width, buffers, or separation from vehicular traffic may require reallocation of existing roadway space, especially where curb-to-curb widths are constrained. This may include narrowing travel and parking lanes, reducing the number of travel lanes, and/or reassessing the need for and converting on-street parking.

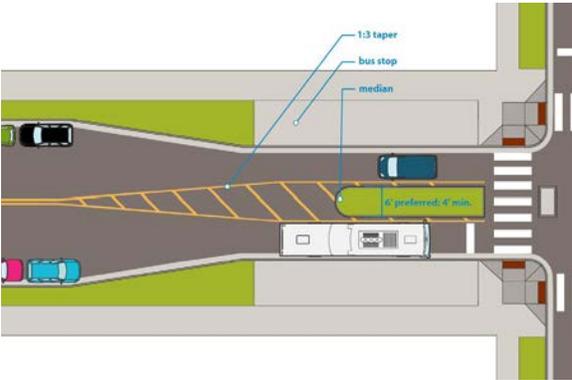
In-Lane Bus Stops

In-lane bus stops are configured so that buses stop within the travel lane rather than pulling into the curb. These stops are often configured as curb extensions that serve as the waiting and boarding area for transit riders.

In-lane bus stops can improve transit reliability by reducing the need for buses to merge in and out of traffic. Implementation of these stops may require conversion or reconfiguration of on-street parking at and adjacent to stops to accommodate the curb extension.



Protected In-Street Bike Lane in Albuquerque, NM



In-Lane Bus Stop with Curb Extensions

Source: Minneapolis Street Guide

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