



ANCHORAGE STRATEGY FOR MANAGING VEHICLE STORAGE IN THE PUBLIC RIGHT-OF-WAY

**Prepared by Nelson\Nygaard Consulting Associates for the
Municipality of Anchorage
July 2026**

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CHAPTER 1: Strategy Overview

What is the Strategy?

The right-of-way is public property that people use to travel by car, by bus, on foot, by bicycle, or other modes. The primary purpose of the right-of-way is to serve transportation needs, but it can also be used for freight movement, commercial loading, passenger pick-up and drop-off, streetscape amenities, stormwater management, and the temporary storage of vehicles (parking).

Like any public asset, the right-of-way serves the community best when it is managed appropriately. Anchorage's transportation needs and priorities are changing. In recent years, the Municipality has adopted new plans and policies that better support affordability, accessibility, multimodal travel, and economic development. These efforts have included:

- Eliminating minimum parking requirements on private property to provide more flexibility for new construction, reduce development costs, and avoid over-building private off-street parking.
- Updating roadway and right-of-way policies, guidelines, and enforcement approaches, including upcoming updates to the Design Criteria Manual and the Official Streets and Highways Plan.
- Establishing transportation mode shift targets in the Long-Range Transportation Strategy that aim to balance transportation modes and achieve higher rates of transit use, bicycle use, and walking.

The **Strategy for Managing Vehicles in the Public Right-of-Way ("Strategy")** is a policy roadmap for aligning the Municipality's right-of-way management approach with its evolving multimodal goals and development framework. The Strategy includes **eight core vehicle parking policy and program strategies** that respond to near-term needs and objectives, while also supporting the Municipality's longer-term goals and vision.

Recommendations in this document respond to four primary right-of-way needs and challenges facing the Municipality:

- There is a public perception that there is not enough vehicle parking for private vehicles on public streets in Anchorage, but this belief is not supported by observations and data. Even at the busiest times, there is enough space on public streets, and existing off-street lots, to meet driver demand for storing vehicles. The Strategy provides **better tools to connect drivers to existing public parking spaces on the street**—without increasing the amount of land used to build new parking lots.
- Today, right-of-way management roles and responsibilities are spread across many different departments and organizations. The Strategy proposes changes to these roles and responsibilities to support a **more efficient and coordinated response to ongoing right-of-way challenges**.
- Achieving the Municipality's economic development and housing goals requires a more holistic approach to vehicle storage, how people move around, and right-of-way management. The Strategy identifies right-of-way policy and management tools that will help the Municipality **balance competing demands for the public right-of-way**.
- During winter months, snow and ice reduce the amount of space on the street where people can store their vehicles and current right-of-way management practices hinder the Municipality's snow management efforts. The Strategy addresses the need for **more proactive and effective winter right-of-way management practices**.

Figure 1 ROW management during snow events includes the sidewalk. Image Credit: South Addition Resident



How can this Strategy be used?

The Strategy provides a comprehensive and flexible policy roadmap that supports the needs of a range of Municipal staff, community stakeholders, vehicle parking managers, and public officials. It includes specific near-term strategy recommendations, as well as medium- and long-term opportunities to expand right-of-way management efforts as Anchorage grows and its needs evolve.

The Strategy can be used by...



Local decision-makers to align and integrate right-of-way management approaches with other Municipal policies and priorities, including:

- Right-of-way design guidelines
- Community development standards
- Housing policies
- Economic development goals



Municipality of Anchorage staff and partners to respond more nimbly and proactively to citywide challenges, including:

- Right-of-way management and snow response efforts
- On-street vehicular parking regulations and permit programs
- Parking enforcement challenges and priorities



Developers to streamline project entitlements in alignment with the Municipality's development vision and mode shift goals, including:

- Reducing the need to build excess vehicular parking, leading to developments that are more affordable and accessible by other travel modes
- Providing resources and information to simplify the planning process



Community members and neighborhood groups to better understand local vehicle storage options, right-of-way management tools, and incident response resources, including:

- Snow response and abandoned private vehicle removal
- Vehicular parking permit options and management tools
- Informational resources and communications

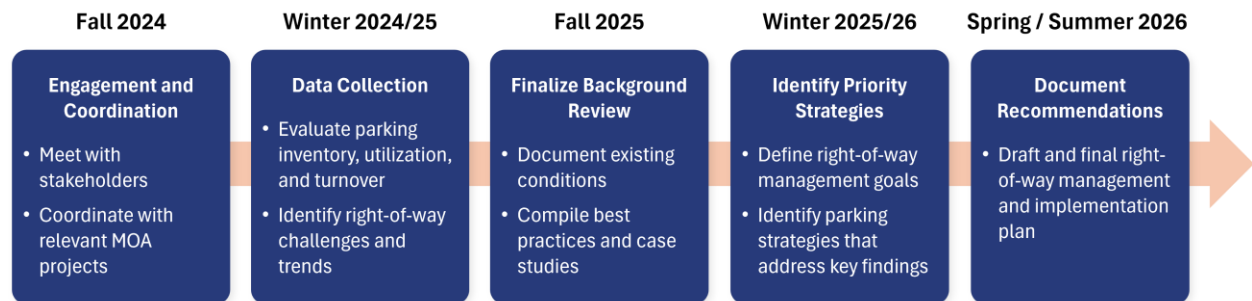


Local businesses to support the needs of customers, employees, residents, visitors, and tourists by:

- Improving vehicle parking availability in the most convenient "front door" parking spaces on public streets
- Providing information and tools to help people find convenient vehicle parking options
- Addressing workforce parking needs on public streets to support hiring and retention

How was the Strategy developed?

The Strategy was a multi-year effort that included input and direction-setting with stakeholders, data collection and analysis, best practice research, and parking goal and strategy development. Efforts included coordination and support from key partners, including Municipal staff, the Anchorage Community Development Association (ACDA)/EasyPark, and the Anchorage Police Department.



What is included in this Strategy?

This Strategy features a comprehensive set of **goals and objectives** for right-of-way management in Anchorage and a **Strategy Toolkit** of eight recommendations for improving street management in Anchorage. Within the Toolkit, each strategy recommendation includes a description of the strategy, an overview of benefits for Anchorage and key stakeholder groups, and a set of action steps for advancing and implementing each strategy in the near term and medium term.

The Strategy includes the following chapters:

- **Chapter 2: Summary of Existing Vehicle Parking Conditions in the Public Right-Of-Way** summarizes the state of the vehicle parking system on public streets in Anchorage today and highlights the key findings from data analysis and stakeholder engagement.
- **Chapter 3: Private Vehicle Parking Goals and Objectives** outlines why goals are crucial for right-of-way management and defines the goals and objectives that the Strategy is working toward.
- **Chapter 4: Strategy Toolkit** includes a strategy “cut sheet” for each recommendation, featuring key details, benefits, and action steps for implementation.
- **Chapter 5: Implementation Roadmap** provides principles for implementation, a list of “quick wins,” and a roadmap for implementing the eight strategies.

CHAPTER 2: Summary of Existing Vehicle Parking Conditions in the Public Right-of-Way

This chapter outlines the process used to review and evaluate the current state of vehicle parking and right-of-way management in Anchorage, as well as a summary of key findings from this study.

How did we assess the current state of vehicle parking?

Planning context review

The project team began by reviewing a set of local plans and policies to anchor this project in previously established goals for the Municipality and its neighborhoods. These included plans at the municipal level, regional level, and neighborhood level. The team also reviewed the existing Design Criteria Manual, which is in the process of being updated, and relevant portions of the Municipal Code.

Stakeholder discussions

To understand more about the unique context of vehicle parking and right-of-way management in Anchorage, the project team held interviews and workshops with right-of-way management partners and stakeholders, including:

- EasyPark
- The MOA Traffic Department
- The MOA Street Maintenance team
- The Anchorage Downtown Partnership
- The MOA Capital Improvement Program team
- MOA Right-of-Way Enforcement
- The MOA Planning Department

Data collection and analysis

In January 2025, the project team gathered weekday vehicle parking utilization data on public streets for four areas of Anchorage: Downtown, Mountain View, Airport Heights, and Tudor Hills (Figure 2). Parked vehicles were counted in the public right-of-way during three-hour blocks in the morning, afternoon, evening, and once during overnight hours.

Parking turnover data, which identifies the length of time that drivers leave specific vehicles in one spot, was collected on four adjacent block faces in each location identified below from 9 a.m. to 6 p.m. For additional details related to existing parking conditions, see **Appendix A: State of the Vehicle Parking System**. Turnover data reveals typical driver parking behavior and needs and also provides insights about whether people are exceeding posted time limits. The turnover data was collected using video observations of parked vehicles to determine how long drivers left each unique vehicle parked. Highlights from the data collection are provided in Figure 3 and Figure 4.

Figure 2 Parking Utilization Data Collection Locations (January 2025)

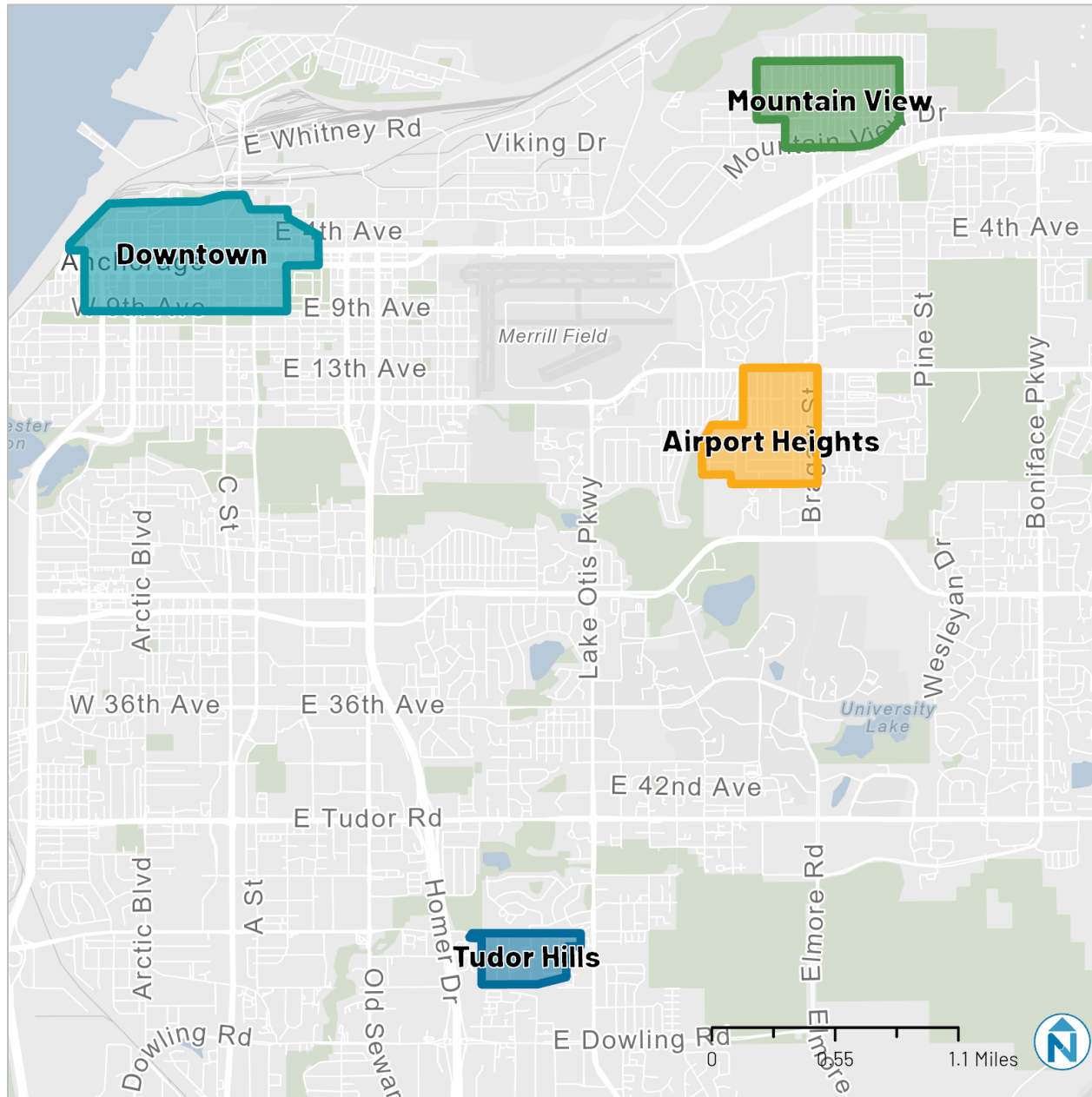


Figure 3 Weekday On-Street Parking Utilization in Downtown, by Time of Day (January 2025)

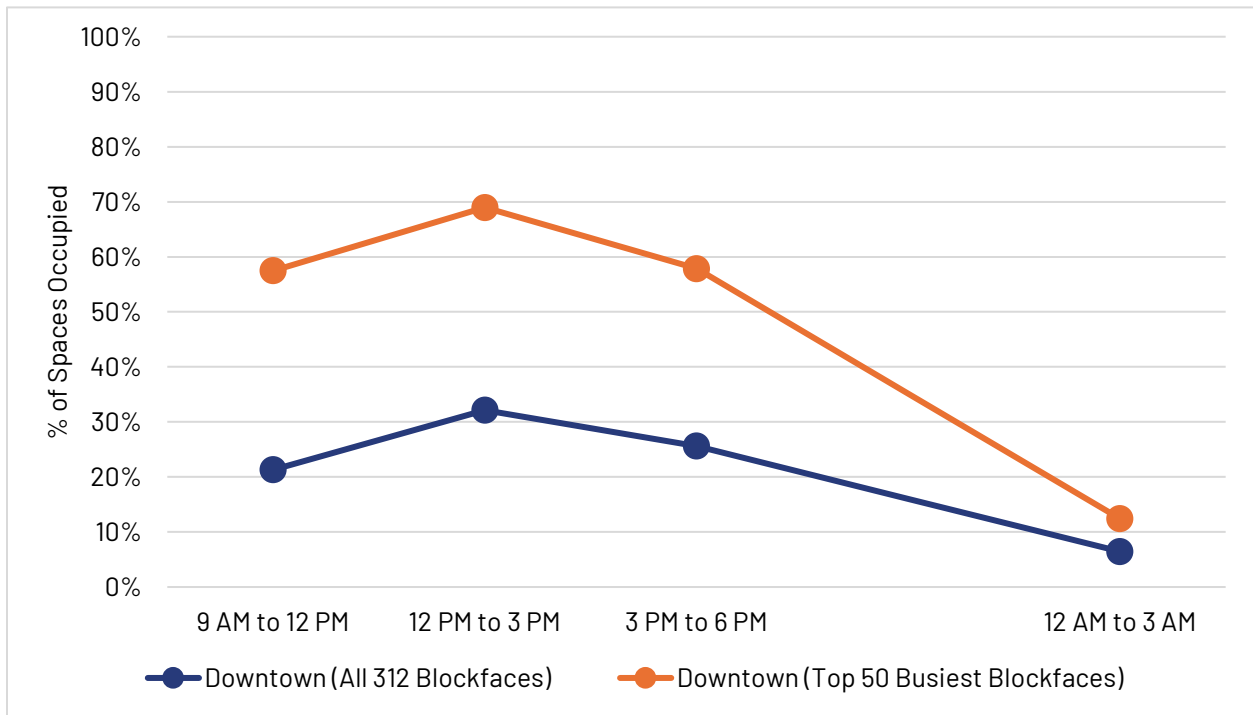
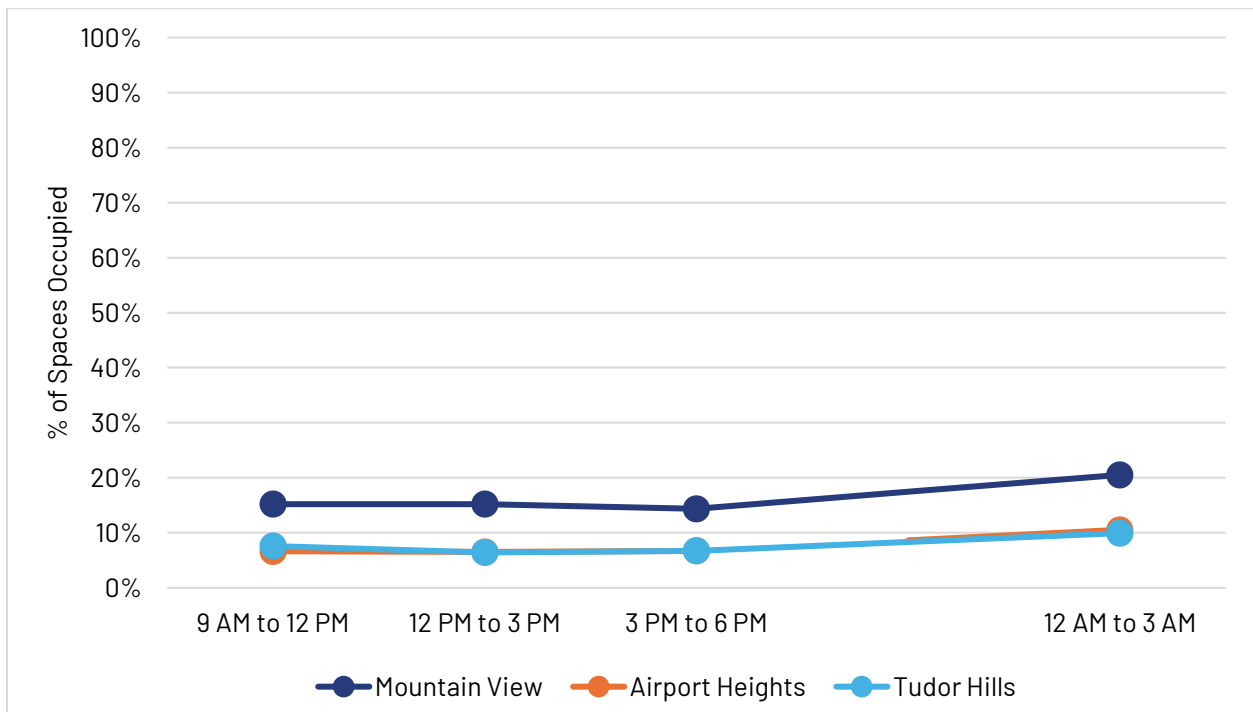


Figure 4 Weekday On-Street Parking Utilization in Residential Neighborhoods, by Time of Day (January 2025)

NOTE: The line for Airport Heights is behind the line for Tudor Hills.



Summary of Key Findings

1. **Even in downtown, where many drivers are looking for places to park, there were available on-street parking spaces at the busiest times of day.** In the downtown survey area, on-street parking occupancy peaked at 33%, meaning two thirds of on-street parking spaces remained empty at the busiest time of day. Only 7% of downtown blocks were more than 80% full at any point—and at those times, there were available on-street parking spaces within a short walk (1-2 blocks away).
2. **In residential areas, on-street parking is almost never more than 50% full.** On-street parking spaces on nearly every block surveyed in residential areas were less than 50% full at all times of the day and night.
3. **However, available parking is not always easy to find.** Even when there are plenty of open on-street parking spaces, stakeholders noted that sometimes those available spaces are difficult to find or get to. EasyPark, the Municipality's parking management authority in downtown, has a strong and recognizable brand for its parking garages and lots. Better signage, wayfinding, and informational tools and resources across Anchorage are needed to connect drivers with the available on- and off-street parking spaces.
4. **Enforcement tools, resources, and practices are not meeting Anchorage's needs.** Vehicle parking and right-of-way enforcement roles and responsibilities are distributed across many different organizations and departments, including Municipal staff, the Police Department, and EasyPark. Gaps in parking enforcement on public rights-of-way erode the effectiveness of existing parking regulations and create challenges for right-of-way management, especially during winter months.
5. **Today, funding and staff resources for right-of-way management are limited, and new strategies and solutions are likely to require new revenue.** Parking revenue from meters, permits, and other sources may be able to help fund new programs or initiatives. Securing other local, state, or federal funding could help expand parking programs and deliver additional community benefits.
6. **Non-compliant and abandoned vehicles are a persistent challenge.** Private vehicles that are parked for longer than allowed or abandoned in the public right-of-way must be ticketed and/or towed, which requires resources. Without adequate resources or consistent processes for proactively identifying these vehicles, they can go unnoticed until snow events, when they interfere with snow management and removal. Without adequate mechanisms for cost recovery from vehicle owners, the financial burden on the Municipality is high.
7. **Current management roles and responsibilities make it more difficult for the Municipality to respond quickly and efficiently to right-of-way needs.** Today, successful right-of-way management relies on extensive coordination between Municipal staff, EasyPark, and other agencies and operational partners. Revising right-of-way management roles and responsibilities would help the Municipality address needs more efficiently and proactively.
8. **Off-street parking space on private property competes with other uses that are a high priority in Anchorage, like housing and economic development.** An estimated 34% of land in downtown is used for off-street parking lots or garages.¹ By using existing vehicle parking more efficiently, Anchorage can reduce development costs and support economic vitality.
9. **To achieve mode share goals, Anchorage will need to leverage the public right-of-way for more travel options than driving and vehicle parking.** In 2025, Anchorage adopted new mode share goals (AO 2025-44, AA) to decrease drive-alone vehicle trips by 30%, increase walking trips to 8%, increase bike trips to 15%, and increase transit trips to 7% by 2040. Supporting walking, biking, and transit will require a roadway network that is managed consistently, efficiently, and effectively for all modes.

¹ Source: [Parking Reform Network](#) analysis

Figure 5 **How people store vehicles in the right-of-way can have impacts on other users.** Image Credit: South Addition Resident



CHAPTER 3: Vehicle Parking Goals and Objectives

Why does Anchorage need goals for managing private vehicles in public rights-of-way?

Today, Anchorage lacks a clear vision for managing how private vehicles get parked or stored in public rights-of-way. When parking issues emerge, responsibility is distributed across several Municipal departments and partners. As a result, the goals, objectives, approaches, and measures of success may not always be consistent. Well-defined goals and objectives will help Municipality staff by:

- Defining and articulating priorities to inform policy decision-making
- Aligning right-of-way management strategies with other adopted plans and priorities, including the Long-Range Transportation Strategy and the Anchorage 2040 Land Use Plan
- Supporting public communication with community members and stakeholders about the purpose of and rationale behind right-of-way management policies and programs
- Establishing Key Performance Indicators (KPIs) that can be used to measure performance and evaluate progress over time

What goals will guide this work?

Four management goals anchored the development of this Strategy and will guide future work:

Goal 1:



Support Anchorage's vision for development and growth.

Goal 2:



Improve the efficiency of the right-of-way system.

Goal 3:



Enable a more proactive and effective approach to addressing challenges in the right-of-way.

Goal 4:



Invest in better right-of-way and parking management information and public communication.

GOAL 1:

Support Anchorage's vision for development and growth.

Recommendations in the Strategy will help the Municipality to...

- Support development and growth without over-building off-street parking spaces that increase costs and sit empty most of the time.
- Leverage policy and management tools to achieve Long-Range Transportation Strategy mode share targets.
- Directly integrate supportive right-of-way management policies with planning and development processes.
- Update public on-street vehicle parking regulations and parking permit programs to better align with citywide planning and management goals.



GOAL 2:

Improve the efficiency of the right-of-way system.

Recommendations in the Strategy will help the Municipality to...

- Leverage existing underutilized public on-street and off-street vehicle parking to meet new driver parking demand rather than building excessive new parking.
- Update right-of-way management practices and governance structures to support better coordination and efficient use of staff time and resources.
- Clarify roles and responsibilities.
- Modernize operations, including tools and technology.



GOAL 3:

Enable a more proactive and effective approach to addressing challenges in the right-of-way.

Recommendations in the Strategy will help the Municipality to...

- Update towing and abandoned vehicles policy and resourcing, including applying costs to vehicle owners who impose costs on the Municipality.
- Establish consistent and proactive enforcement goals and practices.
- Adopt new policies and practices to support more effective snow management operations.



GOAL 4:

Invest in better vehicle parking information and public communication.

Recommendations in the Strategy will help the Municipality to...

- Adopt tools and practices that foster a more efficient vehicle parking experience.
- Expand communication and information, especially during winter and other major events.



CHAPTER 4: Strategy Toolkit

What is the Strategy Toolkit?

The Strategy Toolkit is a set of recommendations for advancing the goals described in Chapter 3.

The strategies are intended to be holistic, comprehensive, and complementary. Each includes both near-term and medium-/long-term action steps to help Municipality staff and partners refine each strategy and begin implementation.

There is no single policy or strategy that will solve Anchorage’s right-of-way management challenges alone—success will take time, coordination, and iteration.

Figure 6 Abandoned vehicles currently require public resources for removal. Credit: MOA Planning Department



Toolkit Strategy		Right-of-way management & governance	Operations, systems, & enforcement	Parking regulations in the public right-of-way	Wayfinding, information, & branding
1	Designate a Municipal parking administrator				
2	Update charters, bylaws, and regulations to enable efficient citywide vehicle parking on public streets and right-of-way management				
3	Evaluate, adopt, and enforce consistent vehicle parking policies during weather events				
4	Draft and adopt an enhanced right-of-way enforcement plan				
5	Update the Residential Parking Permit (RPP) program				
6	Enhance the downtown parking permit program				
7	Expand user-friendly right-of-way and parking management tools and information				
8	Adopt a parking benefit district framework to support long-term vehicle parking management on public streets				

How to read the Strategy Toolkit:

Strategy name

Strategy description, including background about the right-of-way challenges that the strategy seeks to address

A “snapshot” summary of which goals the strategy supports, the relative cost, effort, and impact of the strategy, and the applicability of the strategy to different neighborhoods in Anchorage

Relevance of the strategy for key partners, stakeholders, and community members (see Chapter 2)

STRATEGY 2: Update charters, bylaws, and governing regulations to enable citywide parking management

What is this strategy?

EasyPark plays an essential parking management and operational role in Downtown Anchorage, with responsibilities that include overseeing parking meters and pricing, downtown parking permits, residential parking permits, parking enforcement, snow removal efforts, and stakeholder coordination. Although many of these parking needs and functions are increasingly relevant in other commercial and mixed-use neighborhoods across Anchorage, the municipal and organizational regulations governing EasyPark restrict its mandate to the downtown area only. Anchorage should update applicable rules and regulations to enable EasyPark to lead and support citywide parking management efforts in partnership and coordination with municipal staff ([Strategy 1](#)).

How does this strategy help?

As Anchorage grows and develops, responding to new parking management needs and challenges in neighborhoods beyond downtown will require access to the full parking management policy “toolkit”. Updating regulations and clearing administrative barriers now will prepare Anchorage to **proactively address those challenges** when they arise.

Updating governing rules and regulations will provide an opportunity to **refresh and clarify how roles and responsibilities are shared** between EasyPark, the Municipality, and other parking management partners, including a new parking administrator ([Strategy 1](#)).

- Refreshing regulations will provide an opportunity to review and assess the resources and support needed to address citywide needs and, if needed, modify roles and responsibilities at EasyPark and the Municipality to best support **organizational strengths and priorities**.

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STRATEGY SNAPSHOT

PARKING GOALS:

- Support Anchorage’s vision for development and growth ☒
- Improve the efficiency of the parking system ☒
- Address challenges in the Right-of-Way proactively and effectively ☒
- Improve and invest in parking information and public communication ☐

COST AND IMPACT:

- Relative cost: \$\$\$\$
- Level of effort: Medium
- Potential impact: Medium

APPLICABILITY BY CONTEXT

- Downtown: Near term
- Commercial areas beyond downtown: Near term
- Dense/mixed-use residential areas: Near term
- Other residential areas: Long term

Recommended near-term action steps:

- Inventory and document all parking roles and responsibilities performed today by staff across all municipal departments and partner organizations, including:
 - Coordination with planning staff, partners, and operational partners, community stakeholders, and Municipal leadership
 - Budget management and oversight
 - Regular parking operations, including enforcement, incident response, communication efforts, and customer-facing roles
 - Towing, abandoned vehicle removal, and snow response efforts
 - Planning and policy support, including development services
- Convene parking management partners to review the inventory of responsibilities and identify opportunities for consolidation. Consider the needs of both existing parking management efforts and future implementation and operational objectives.
- Draft a detailed job description and budget for the parking administrator role. Initiate the hiring process (internal hire or designation or new position). Update the Municipal organizational chart accordingly.

Recommended medium- and long-term action steps:

- As parking management programs and efforts grow and expand, continue to evaluate staff and resource requirements. Consider allocating additional budget and/or staff resources as parking management efforts grow over time.
- Provide regular, publicly available communications and reports to community members, partners, and public decision-makers about parking program efforts, including budget conditions, program benefits, and progress towards goals based on key performance indicators (KPIs).

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WHO WILL USE THIS STRATEGY?

- Local decision-makers
- MoA staff and partners
- Developers
- Community and neighborhood groups
- Local businesses

The rationale for the strategy, including the intended benefits for staff, community members, stakeholders, and implementation partners

Action steps in the near term (0–2 years) for advancing the strategy recommendation, including “quick wins” and enabling actions

Action steps in the medium term (2–4 years) and long term (5+ years) for advancing the strategy recommendation, including opportunities for expansion and adjustment as needed over time

STRATEGY 1:

Designate a Municipal parking administrator

What is this strategy?

Municipal parking management roles and responsibilities are distributed across different teams, departments, and organizations, making it more difficult and time-consuming to coordinate efficiently, effectively, and proactively. An experienced **Municipal parking administrator** would serve as a single point of contact for all Municipal parking programs, services, and planning efforts. The parking administrator role could be implemented by designating existing staff or by creating a new Municipal role (one net new full-time equivalent [FTE]). Tasks and responsibilities could include:

- Administering vehicle storage regulations in public right-of-way, including time-limited zones and permit restricted areas ([Strategy 5](#))
- Leading right-of-way planning and policy development efforts, including gathering input and feedback from operational staff, liaising with community stakeholders, and monitoring parking utilization, turnover, and compliance data
- Managing and overseeing right-of-way parking program operations and budgets for citywide right-of-way parking services such as enforcement, abandoned vehicle removal and towing services, snow removal, and on-street parking regulations
- Coordinating with implementation partners including EasyPark, Alaska Department of Transportation & Public Facilities (DOT&PF), and Municipal departments and teams (Police Department, Development Services Department, Right-of-Way Management, and snow removal teams)

How does this strategy help?

- A parking administrator would have the necessary experience and capacity to oversee and proactively **manage existing right-of-way parking programs more efficiently and effectively**.
- A single, unified role would **reduce coordination time and effort** between Municipal staff and implementation partners, which will **free up resources and capacity** that can be directed towards other responsibilities and efforts.

STRATEGY SNAPSHOT

GOALS ADDRESSED:

Support Anchorage's vision for development and growth	✓
Improve the efficiency of the right-of-way system	✓
Address challenges in the right-of-way proactively and effectively	✓
Improve and invest in parking information and public communication	✓

COST AND IMPACT:

Relative cost:	\$\$\$
Level of effort:	Medium
Potential impact:	High

APPLICABILITY AND TIMEFRAME:

Downtown:	Near-term
Commercial areas beyond downtown:	Near-term
Dense/mixed-use residential areas:	Near-term
Other residential areas:	Long-term

- An administrator could lead the planning and implementation of new right-of-way parking programs, policies, and services (including those recommended in this Strategy), ensuring that all efforts are **aligned with departmental and community-wide goals and priorities**.

Recommended near-term action steps:

- Inventory and document all right-of-way management roles and responsibilities related to vehicle parking as performed today by staff across all Municipal departments and partner organizations, including:
 - Coordination with planning staff, partners, and operational partners, community stakeholders, and Municipal leadership
 - Budget management and oversight
 - Regular operations related to parking in the right-of-way, including enforcement, incident response, communication efforts, and customer-facing roles
 - Towing, abandoned vehicle removal, and snow response efforts
 - Planning and policy support, including development services
- Convene right-of-way management partners to review the inventory of responsibilities and identify opportunities for consolidation. Consider the needs of both existing right-of-way management efforts and future implementation and operational objectives.
- Draft a detailed job description and budget request for the administrator role.
- Initiate the hiring process (internal hire or designation or new position).
- Update the Municipal organizational chart accordingly. Consider aligning this role with the current Right-of-Way Manager role within the Development Services department.

Recommended medium- and long-term action steps:

- As ROW parking management programs and efforts grow and expand, continue to evaluate staff and resource requirements. Consider allocating additional budget and/or staff resources as ROW parking management efforts grow over time.
- Provide regular, publicly available communications and reports to community members, partners, and public decision-makers about ROW parking program efforts, including budget conditions, program benefits, and progress towards goals based on KPIs.

WHO WILL USE THIS STRATEGY?



Local decision-makers



MoA staff and partners



Developers



Community and neighborhood groups



Local businesses



STRATEGY 2:

Update charters, bylaws, and regulations to enable efficient citywide vehicle parking on public streets and right-of-way management

What is this strategy?

EasyPark plays an essential right-of-way management and parking operations role in Downtown Anchorage, with responsibilities that include overseeing downtown parking meters and pricing, parking permits, residential parking permits, parking enforcement, snow removal efforts, and stakeholder coordination. Although many of these needs and functions are increasingly relevant in other commercial and mixed-use neighborhoods across Anchorage, the Municipal and organizational regulations governing EasyPark restrict its mandate to the downtown area only.

Anchorage should update applicable rules and regulations to enable EasyPark to lead and/or support citywide right-of-way management efforts in partnership and coordination with Municipal staff ([Strategy 1](#)).

How does this strategy help?

- As Anchorage grows and develops, responding to new right-of-way management needs and challenges in neighborhoods beyond downtown may require access to the full right-of-way management “toolkit.” Updating regulations and clearing administrative barriers now will prepare Anchorage to **proactively address those challenges** when they arise.
- Updating governing rules and regulations will provide an opportunity to **refresh and clarify how roles and responsibilities are shared** between EasyPark, the Municipality, and other parking management partners, including a new parking administrator ([Strategy 1](#)).
- Refreshing regulations will provide an opportunity to review and assess the resources and support needed to address citywide needs and, if needed, modify roles and responsibilities at EasyPark and the Municipality to best support **organizational strengths and priorities**.

STRATEGY SNAPSHOT

GOALS ADDRESSED:

Support Anchorage’s vision for development and growth



Improve the efficiency of the right-of-way system



Address challenges in the right-of-way proactively and effectively



Improve and invest in parking information and public communication

COST AND IMPACT:

Relative cost:

\$\$\$

Level of effort:

Medium

Potential impact:

Medium

APPLICABILITY BY CONTEXT

Downtown:

Near-term

Commercial areas beyond downtown:

Near-term

Dense/mixed-use residential areas:

Near-term

Other residential areas:

Near-term

Recommended near-term action steps:

- Review relevant governing rules, bylaws, and regulations governing parking roles and responsibilities and identify obstacles for citywide goals for managing private vehicles in public rights-of-way. Include in the review:
 - EasyPark and ACDA charter and bylaws
 - Municipal Code sections, including [Chapter 9.30](#), [Chapter 9.34](#), [Chapter 9.65](#), [Chapter 21.07](#), and [Chapter 25.35](#)
- In coordination with efforts to designate a municipal parking manager ([Strategy 1](#)), confirm organizational roles and responsibilities for citywide right-of-way management at EasyPark and the Municipality. Consider:
 - Public-facing and customer service-related functions, such as informational tools and resources, permit sales and management systems and platforms, incident response functions, and parking “ambassador” roles
 - Budget and resource management, including revenue collection and allocation
 - Enforcement roles and responsibilities, including citation issuance, vehicle removal, assessing costs for removal, and snow response support
 - Right-of-way planning and program oversight, including the creation and modification of residential parking permit zones and related permit pricing
 - Priced parking management on public streets where needed, including setting rates, procuring and operating equipment, and managing revenue
- Update the appropriate regulations, provisions, and statutes in the EasyPark charter, Municipal Code, and administrative guidelines.

Recommended medium- and long-term action steps:

- As necessary, allocate additional resources to support broader EasyPark operations.
- If priced parking is expanded to ROW beyond downtown, ensure that a portion of revenue is reinvested in right-of-way management programs and staff ([Strategy 8](#)).
- Ensure that regulations allow the Municipality to charge the costs of towing or removal to vehicle owners or responsible parties.
- If new residential parking permit zones are created ([Strategy 5](#)), ensure permit pricing and enforcement approach align with EasyPark’s operational priorities and constraints.

WHO WILL USE THIS STRATEGY?



Local decision-makers



MoA staff and partners



Developers



Community and neighborhood groups



Local businesses



STRATEGY 3:

Evaluate, adopt, and enforce consistent vehicle parking policies during weather events

What is this strategy?

The Municipality of Anchorage has improved snow removal processes in recent years, implementing actions from the 2024 [Snow and Ice Control Plan](#) to increase the fleet size, share live GPS tracking of plows with the public, and decrease snowplow operator vacancy rates. However, there are opportunities to clarify right-of-way management policies to further improve plowing operations.

Per Municipal Code section 24.25.020, the mayor can prohibit on-street parking during “major winter weather events,” but this has not been translated into clear public-facing parking restrictions during winter events. Evaluating other models for snow-related vehicle parking restrictions in public ROW, implementing the chosen strategy, and clearly communicating restrictions to the public can support more effective snow plowing during future winter seasons.

How does this strategy help?

- Compliance with temporary plow-out policies can be challenging and frustrating for vehicle owners who store their vehicles in the ROW consistently, especially during winters with frequent, severe, or unexpected snow events.
- Moreover, when private vehicles are abandoned on public streets in Anchorage today, right-of-way enforcement and snow response staff have a very limited window of time to identify those vehicles and remove them before snow removal teams arrive. Staff also do not have a clear process for allocating or recouping the costs of these enforcement activities back from vehicle owners.
- Depending on Municipal priorities, other models for winter weather parking restrictions on public streets may help overcome these limitations:
 - **Even/odd vehicle parking restrictions in the ROW** (e.g., Syracuse, NY) only allow vehicle storage on one side of the street at a time for the entire winter season. This policy is predictable, allows streets to be plowed curb-to-curb in 48 hours, and helps identify abandoned vehicles. However, it is more labor-intensive for drivers who must move their cars each day.

STRATEGY SNAPSHOT

GOALS ADDRESSED:

Support Anchorage’s vision for development and growth

Improve the efficiency of the right-of-way management system



Address challenges in the right-of-way proactively and effectively



Improve and invest in parking information and public communication

COST AND IMPACT:

Relative cost:

\$\$\$

Level of effort:

Medium

Potential impact:

Medium

APPLICABILITY BY CONTEXT

Downtown:

Near-term

Commercial areas beyond downtown:

Near-term

Dense/mixed-use residential areas:

Near-term

Other residential areas:

Medium-term

- **One-side parking restrictions** (e.g., Kansas City, MO) can be used either all winter long or during snow events. This requires vehicle owners to park on just one side of the street, which ensures that a drivable lane can be plowed. Compared with even/odd parking restrictions, this approach requires vehicle owners to move vehicles to other spots in the ROW less frequently.
- **Parking prohibitions** require all vehicles to be moved off-street, either in phases according to roadway classification (Edmonton, AL), or all at once by designating public and private lots and garages where vehicles can be stored for free overnight during plowing (Montreal, QB). Parking prohibitions allow the entire street to be plowed at once but do not help identify abandoned vehicles in advance and can require extensive enforcement to ensure compliance.
- Some cities use a **combination of strategies**. Minneapolis, MN, for example, implements static one-side vehicle parking restrictions on public streets during minor snow accumulation and activates a three-day alternating even/odd parking strategy during major snowfalls.

Recommended near-term action steps:

- In the short term, ensure that all public-facing materials accurately reflect the Municipal Code, clarifying language around winter weather events and plow-outs.
- In collaboration with Municipal staff involved in snow removal, right-of-way management, and parking enforcement, evaluate potential models for snow-related right-of-way management policies.
- After evaluation of possible strategies, adopt winter parking restrictions on public streets—possibly by street typology—and update the Municipal Code (sections 9.30.130 and 24.25.020) as needed.
- Continue to improve communications on winter weather parking rules on public streets and enforcement.
 - Update the [Municipal website and interactive maps](#) to show vehicle storage restrictions by street (see [Minneapolis interactive map](#))
 - Update and deploy consistent signage (by street typology, if available)
 - Develop and deploy a communications campaign and collateral prior to winter and during winter weather events (see example from Kansas City below)

WHO WILL USE THE STRATEGY?



Local decision-makers



MoA staff and partners



Developers



Community and neighborhood groups



Local businesses



- Budget for additional on-street parking and right-of-way management enforcement in the winter.
 - Allocate additional budget for enforcement staff and evaluate use of different enforcement models for expanded enforcement. Options include contracted enforcement and/or an expanded role for EasyPark ([Strategy 2](#))
 - Allocate additional resources for winter weather towing or establish a means for violators to bear this cost.
- Coordinate with Alaska DOT&PF to support efficient and consistent vehicle parking and storage rules on city-owned and state-owned streets.

Recommended medium- and long-term action steps:

- Monitor violations of winter weather parking restrictions on public streets to identify challenge areas and opportunities to address with additional enforcement, signage, information, or outreach.

Figure 7 Vehicles that are stored or abandoned in the public right-of-way during snow events create challenges for snow removal teams. Image credit: Municipality of Anchorage



SPOTLIGHT: Winter Parking Policy

Kansas City, Missouri

Kansas City, MO, enforces a winter weather policy that includes one-side parking restrictions in residential neighborhoods where there is insufficient off-street parking to store vehicles during snow events. The policy helps maintain a drivable lane on all streets without the need for all vehicles to be repeatedly moved on and off the street. On designated and signed emergency routes, no parking is allowed on either side of the street during snow events.

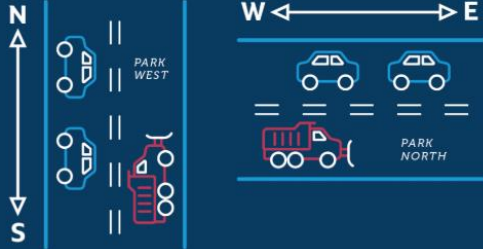
Kansas City's snow parking policies are supported by a robust information and communication effort that includes a website, social media content, and a smartphone app.

Find out more: [Kansas City, MO Snow Plan](#)



PARKING

IN OUR WINTER WEATHER PLAN



W ← → E

Park on **NORTH** or **WEST** sides of the street.

Do not park on signed emergency snow routes.



KCMO.GOV/SNOW

The SNOW PLAN

Kansas City is Winter Ready



- 40K TONS OF SALT
- 8,000 TONS OF ICE BAN
- 36K GALLONS OF CALCIUM CHLORIDE
- 6,400 LANE MILES
- 300+ TRUCKS
- 24/7 OPERATION
- 103 ROUTES



WINTER WEATHER TRASH & RECYCLING PICK-UP CANCELLATION

MONDAY JAN 6	TUESDAY JAN 7	WEDNESDAY JAN 8	THURSDAY JAN 9	FRIDAY JAN 10
NO TRASH COLLECTED DUE TO WEATHER	NO TRASH COLLECTED DUE TO WEATHER	NO TRASH COLLECTED DUE TO WEATHER	NO TRASH COLLECTED DUE TO WEATHER	FRIDAY TRASH COLLECTED

Bulky Pickup appointments are canceled the remainder of the week.
2 Additional bags without trash tags on Friday (01/10) & next Monday thru Thursday routes (01/13 - 01/16)



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STRATEGY 4:

Draft and adopt an enhanced right-of-way enforcement plan

What is this strategy?

Consistent, focused, and equitable enforcement is an essential element of a healthy and complete right-of-way management approach. An enforcement plan proactively defines all the priorities, practices, locations, and KPIs that guide how parking enforcement personnel are deployed. It aligns vehicle parking enforcement approaches with overall right-of-way management goals, tools, resources, and constraints. Over time, the enforcement plan can be updated to adapt to changes in driving behavior, respond to new priorities, or iterate and evolve based on data and performance.

Municipality of Anchorage staff should partner with EasyPark and the Anchorage Police Department to **draft and adopt a right-of-way enforcement plan**. Building on past successes and aligning with proposed changes to right-of-way management roles and responsibilities ([Strategy 1](#) and [Strategy 2](#)), the plan should address roles, responsibilities, priority locations, tools, resource and budget planning, and coordination support needed across all enforcement partners and stakeholders.

How does this strategy help?

- More effective enforcement within the right-of-way encourages **vehicle parking turnover** in on-street parking spaces by ensuring that drivers do not overstay time limits. Driver access, and thus parking turnover is important for supporting the needs of local businesses by ensuring that the most convenient “front door” public street parking spaces are not occupied for long periods of time by vehicles improperly parked.
- Defining clear and consistent enforcement practices helps ensure that enforcement routes and schedules are aligned with **core right-of-way management goals**.
- Consistent enforcement provides reliable data and information that can be used to apply KPIs for other right-of-way management policies and programs. Over time, enforcement data helps to **efficiently focus limited enforcement staff and resources** in challenge areas rather than *ad hoc* deployment.

STRATEGY SNAPSHOT

GOALS ADDRESSED:

Support Anchorage’s vision for development and growth

Improve the efficiency of the right-of-way system

Address challenges in the right-of-way proactively and effectively



Improve and invest in parking information and public communication

COST AND IMPACT:

Relative cost:

\$\$\$

Level of effort:

Medium

Potential impact:

High

APPLICABILITY BY CONTEXT

Downtown:

Near-term

Commercial areas beyond downtown:

Near-term

Dense/mixed-use residential areas:

Near-term

Other residential areas:

Near-term

- Cataloging enforcement roles and responsibilities will allow the Municipality to **more accurately budget** for enforcement. In the past, resource constraints have limited the effectiveness of enforcement, especially during years with above average snowfall when towing costs, when borne only by the MOA, have outstripped available resources.
- A vehicle parking enforcement plan provides an opportunity to design and implement **customer-friendly parking policies** that use warnings and escalating penalty structures to achieve enforcement goals in a fair and transparent way.

Recommended near-term action steps:

- Convene a right-of-way enforcement working group to coordinate needs and share resources. The working group should include, at a minimum:
 - Municipality of Anchorage planning and right-of-way management staff
 - EasyPark staff
 - Anchorage Police Department enforcement staff
 - Municipality of Anchorage snow removal team
- Review enforcement data and budgets, and inventory enforcement tools and resources. Identify gaps to support near-term priorities.
- In coordination and alignment with [Strategy 1](#) and [Strategy 2](#), define and document parking enforcement practices and procedures, including:
 - Enforcement routes and schedules in both downtown and other neighborhoods
 - Seasonal adjustments, including snow removal and towing practices ([Strategy 3](#))
 - Enforcement KPIs, including any necessary data sources to be periodically collected and reviewed to measure progress (Table 1)
 - Coordination practices, including outreach and engagement with community members, stakeholders, and local businesses
 - “Ambassador-forward” enforcement that emphasizes customer-focused interaction, de-escalation skills, and clear explanations of parking rules

WHO WILL USE THE STRATEGY?



Local decision-makers



MoA staff and partners



Developers



Community and neighborhood groups



Local businesses



Recommended medium- and long-term action steps:

- Review enforcement data at least once quarterly and compare with KPI targets. As needed, update the public street parking enforcement plan to better address challenge areas and community priorities.
- Increase resources for enforcement to align with expanded right-of-way management efforts, including staff time, departmental budgets, and enforcement tools to support efficient operations and deployment.

Figure 8 More proactive enforcement of improperly parked vehicles in the right-of-way can help maintain vehicle and pedestrian access throughout the year, including during snow events. Image credit: Municipality of Anchorage



STRATEGY 5:

Update the Residential Parking Permit (RPP) program

What is this strategy?

A Residential Parking Permit (RPP) program exempts permitholders from posted public street parking time limits or vehicle storage restrictions within defined zones. Many cities use RPP programs to address on-street parking challenges in residential areas that are close to commercial areas.

Anchorage's current [RPP program is managed by EasyPark](#), with three RPP zones in residential neighborhoods adjacent to downtown and one RPP zone near Lake Otis. This strategy recommends minor changes to the permit program, including adjusting permit price, revising the Municipal Code to allow Municipal staff to initiate RPP formation, integrating enforcement technology, and improving public-facing materials about the program.

How does this strategy help?

- **Proactively address concerns about drivers parking in nearby areas.** RPPs are an effective tool for mitigating concerns about drivers parking in residential areas near other high parking demand destinations.
- **Right-size permit costs.** Today, a residential parking permit costs \$12 per year per vehicle (about three cents per day). An updated cost structure should account for, and cover, the full cost of administering and enforcing the program. For comparison, in 2026, vehicle storage on a private lot costs around five dollars per day.
- **Align with parking capacity and planning goals.** The number of permits that each household can purchase should reflect the number of available parking spaces in the vicinity and should support the Municipality's mode shift goals and priorities.
- **More efficient enforcement.** Integrating the permit program with enforcement systems like License Plate Reader (LPR) technology makes enforcement more efficient, provides helpful data for staff, and supports proactive on-street parking enforcement.
- **Improve the user experience.** A single webpage with informational resources about residential permits—including how to establish a zone and purchase a permit—would make it easier for residents to participate in the program.

STRATEGY SNAPSHOT

GOALS ADDRESSED:

Support Anchorage's vision for development and growth

Improve the efficiency of the right-of-way system

Address challenges in the right-of-way proactively and effectively



Improve and invest in parking information and public communication

COST AND IMPACT:

Relative cost:	\$\$\$
Level of effort:	Medium
Potential impact:	Low

APPLICABILITY BY CONTEXT

Downtown:	N/A
Commercial areas beyond downtown:	N/A
Dense/mixed-use residential areas:	Long-term
Other residential areas:	Long-term

Recommended near-term action steps:

- Review program administrative needs and costs, including staff time, management tools and collateral (software, promotional materials, payment processing services), and enforcement.
- Develop a permit pricing structure that reflects the full cost of program administration, as well as street maintenance and program enforcement.
 - Consider cost-neutral scenarios that are based on existing processes and systems, as well as efficiency improvements from new software and management tools.
 - Compare permit prices with the cost of using other modes (public transit, bicycling, carpooling/vanpooling) and consider price adjustments to avoid over-incentivizing parking options.
 - Consider an escalating pricing structure that increases the cost of each successive permit purchased per household.
 - Include an income-restricted permit option for qualified low-income permit holders.
 - If permit price is raised above the cost of administering the program, revise Municipal Code section [9.65.020](#) accordingly.
 - Limit the number of non-guest permits per household to no more than four.
- Revise Municipal Code section [9.65.020](#) to allow Municipal staff to initiate RPP formation based on parking demand data and land use, mode share, and development priorities. Retain requirement that at least 30% of residents sign a petition in support of RPP formation and retain eligibility criteria listed in section [9.65.030](#).
- Consider compatibility and integration of digital permits with parking enforcement tools and systems, including LPR tools.
- Prior to implementing RPP program changes, launch an RPP website with all relevant information and resources as part of [Strategy 7](#).

Recommended medium- and long-term action steps:

- As the RPP program expands in areas beyond downtown, allocate additional resources as needed to support consistent enforcement and program management ([Strategy 2](#)).
- As Anchorage continues to advance strategies that [support development in areas with access to transit](#), integrate RPP evaluation and implementation into land use planning processes to proactively address non-local driver parking behavior concerns and challenges.

WHO WILL USE THE STRATEGY?



Local decision-makers



MoA staff and partners



Developers



Community and neighborhood groups



Local businesses



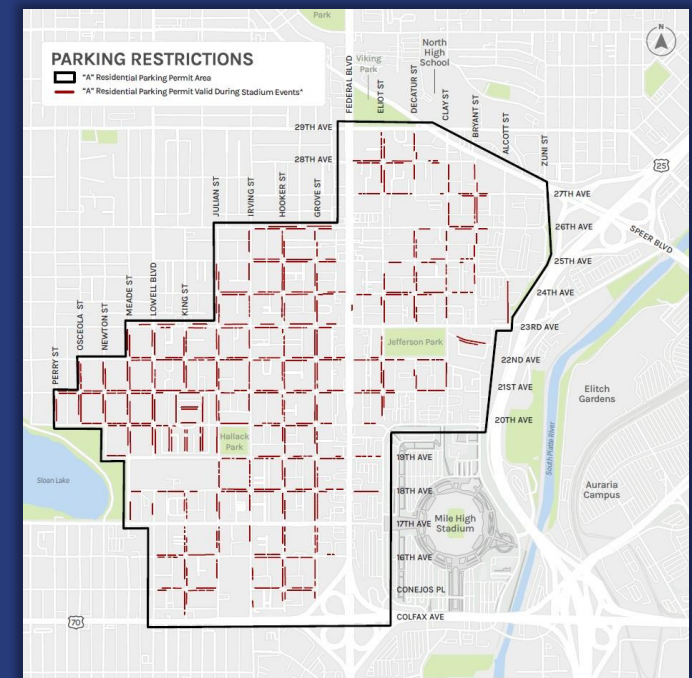
SPOTLIGHT: Residential Parking Permit Program

Denver, CO

In Denver, RPP zones are established through Curbside Area Management Plans (CAMPs)—neighborhood-based plans that respond to community concerns through a suite of curb-based management strategies. CAMPs are initiated by the Department of Transportation and Infrastructure (DOTI) and are developed in collaboration with a working group of neighborhood stakeholders. DOTI's involvement ensures that the plans align with city goals and land use policies, and robust neighborhood outreach throughout ensures that the goals and strategies align with each neighborhood's unique needs.

The City of Denver's website hosts a webpage with all relevant information about RPPs. The webpage includes information about the types of permits available, permit maximums, the CAMP process, the process for purchasing permits, and pricing. It also includes a link to the online permit portal and hosts an FAQ section.

Find out more: [Residential Parking Permit Program - City and County of Denver](#)



Home / Vehicles & Parking / Parking In Denver / Parking Permits & Programs / Residential Parking Permit Program

Residential Parking Permit Program

Curbside resources are under increasing demand as Denver balances on-street mobility uses with curbside access and parking demand. This demand, coupled with City transportation priorities, underscores the importance of creating an equitable and efficient Residential Parking Permit (RPP) Program while providing on-street parking access for a variety of users. Denver's RPP Program is designed to improve resident parking access to their primary residence in areas near commercial, industrial, institutional, or event-based land uses.

DOTI establishes RPP Zones in neighborhoods and issues RPPs to more efficiently manage the public right-of-way. RPP Zones are one of the tools available to manage parking demand in residential areas.

A Residential Parking Permit (RPP) exempts a resident or guest vehicle from the posted, on-street parking time limit restrictions ONLY in a designated Block or Area Zone. RPP Zones are typically implemented through a [Curbside Access Plan](#).

Program Resources

- Permit Rules and Regulations (PDF, 450KB)
- RPP Program Entrance Requirements (PDF, 119KB)

Contact

For general inquiries, please submit a [Denver 311 Help Center request](#) or call (720) 913-1311.

STRATEGY 6:

Enhance the downtown parking permit program

What is this strategy?

Anchorage's monthly parking permit program allows permit holders to park in public parking garages, surface lots, and on-street parking in downtown Anchorage. As Anchorage's parking needs continue to evolve, updating aspects of the downtown permit program would better support the Municipality's goals and priorities. Changes to the permit program could include:

- Establish new permit offerings, including daily permits, hybrid parking permits, and carpool permits to offer more day-to-day flexibility for people with irregular work commute needs and encourage non-single-occupancy vehicle trips.
- Introduce group accounts to make it easy for employers to purchase permits for their employees.
- Review and revise eligibility requirements for discounted permit options, which are designed to meet the needs of lower-income workers in downtown.
- Update and simplify the permit pricing structure to allow more flexibility for permit holders and better align with right-of-way management goals by matching price with demand.
- Update EasyPark's static and interactive maps to communicate off-street options by price.

How does this strategy help?

- Updated permit offerings would broaden the appeal and utility of the permit program to **meet the needs of more types of drivers**, including hybrid or remote workers as well as shift employees who do not work "9 to 5" schedules every day. Minor changes to the eligibility requirements for the discounted permit program could increase participation in the currently underutilized program.
- Group accounts would make it more convenient for employers to meet the driving needs of employees, which can make it easier to **hire and retain workers who drive**.
- Today, downtown permit prices vary substantially from location to location (\$145–\$175 for garages, \$80–\$95 for surface lots, and \$45–\$65 for on-street parking). Simplifying

STRATEGY SNAPSHOT

GOALS ADDRESSED:

Support Anchorage's vision for development and growth

Improve the efficiency of the parking system

Address challenges in the right-of-way proactively and effectively



Improve and invest in parking information and public communication

COST AND IMPACT:

Relative cost:	\$\$\$
Level of effort:	Medium
Potential impact:	Medium

APPLICABILITY BY CONTEXT

Downtown:	Near-term
Commercial areas beyond downtown:	Near-term
Dense/mixed-use residential areas:	N/A
Other residential areas:	N/A

the pricing structure would make it **easier for people to understand** the permit program. options and their prices should be clearly communicated in online and print communications.

Recommended near-term action steps:

- Review program administrative needs and costs, including staff time and management tools (software, promotional materials, payment processing services). Consider shared costs and efficiency savings with RPP management and administration ([Strategy 5](#)).
- Review and update permit costs in all of downtown.
 - Develop a permit pricing structure that reflects the full cost of program administration, as well as street maintenance and program enforcement.
 - Consolidate pricing to simplify options for customers, such as limiting variation to no more than two price tiers (i.e., lower priced “value” tier facilities where demand is lower and higher priced “premium” tier in the busiest lots and garages).
- Introduce new and revised permit options, including:
 - A hybrid permit option like the [one offered by ParkBOI in Boise, Idaho](#), which allows employee drivers to share a set number of allotted parking spaces
 - A daily permit option that can be used by commuters who drive to work on a limited basis
 - An updated Downtown Employee Discount Program with expanded eligibility that includes *all employees* in downtown Anchorage making \$45,000 or less per year (regardless of job type or industry)
 - Establish group accounts that allow employers to purchase permits for employees
- Publicly launch permit changes. Support with an informational and promotional campaign ([Strategy 7](#)). Add details of all permit changes to parking website at least three months in advance of changes.

Recommended medium- and long-term action steps:

- Review and update permit pricing periodically (no more than once per year) as needed based on parking utilization and driver demand.

WHO WILL USE THE STRATEGY?



Local decision-makers



MoA staff and partners



Developers



Community and neighborhood groups



Local businesses



STRATEGY 7:

Expand user-friendly right-of-way and parking management tools and information

What is this strategy?

Both digital and physical parking wayfinding and informational tools, including web-based information, smartphone apps, real-time digital signs, and static signs can help people understand vehicle parking options and find a convenient space when they need one. A successful right-of-way and parking information program should address year-round driver parking needs as well as parking policies during the winter months.

An expanded parking information and communication campaign could include:

- A unified and expanded citywide webpage with information about where to find on-street and off-street public vehicle parking on public streets, fact sheets about vehicle parking programs, and snow parking policies and regulations
- Real-time availability signage at the busiest parking lots and garages in downtown
- Outreach and communication during special events and snow season, including social media posts and email notifications

How does this strategy help?

- Data collected in February 2025 indicates that even in the busiest parts of downtown at the busiest times of day, there is enough vehicle parking to meet driver demand. However, when available parking is difficult to find, it can create the perception that there is a parking supply shortage—even when there are empty spaces nearby. Improving parking information tools and resources will help **support a better user experience and leverage existing parking spaces to meet demand**, without the need to build more off-street parking.
- Today, [EasyPark's website](#) provides a wide range of information and resources, but it is focused on parking downtown. If EasyPark's management role evolves and expands to areas beyond downtown ([Strategy 2](#)), Anchorage should launch a unified, citywide vehicle parking website that includes information about all vehicle parking resources, policies, and options in all neighborhoods. A single "one-stop shop" for parking information will make it **easier for drivers to find parking** where and when they need it.

STRATEGY SNAPSHOT

GOALS ADDRESSED:

Support Anchorage's vision for development and growth

Improve the efficiency of the right-of-way system



Address challenges in the right-of-way proactively and effectively

Improve and invest in parking information and public communication



COST AND IMPACT:

Relative cost:

\$\$\$

Level of effort:

Medium

Potential impact:

High

APPLICABILITY BY CONTEXT

Downtown:

Near-term

Commercial areas beyond downtown:

Near-term

Dense/mixed-use residential areas:

Near-term

Other residential areas:

Near-term

Recommended near-term action steps:

- Identify resources for short-term communication costs.
- Identify any Municipal Code revisions needed to place signage (static and digital).
- Refresh information about public parking on EasyPark's website to create a single source of all information (see [Park Omaha's website](#) as an example).
 - Expand the [dynamic map](#) to include more information about public parking garages and lots.
 - Link to the online permit platform ([Strategy 6](#)) and RPP informational webpage recommended in [Strategy 5](#). Add information about permit changes to EasyPark's website at least three months before launch.
 - Link to EasyPark's website from the [Municipality of Anchorage's transportation webpage](#). Clarify on the Municipal webpage that EasyPark is Anchorage's public parking entity.
- Collaborate with neighborhood groups, business groups, and EasyPark to develop a vision for a unified, citywide vehicle parking brand. Depending on stakeholder interests and resources, a citywide brand can be an extension of EasyPark's existing brand or a new brand entirely.

Recommended medium- and long-term action steps:

- Building on the vision developed for the city brand, initiate and execute a branding/marketing study for public vehicle parking. Include an assessment of "re-brandable" assets.
- Continue to update the interactive map as vehicle parking facilities change. In the future, if private parking facilities are made available to the public, add those facilities to the map (see [Park Omaha](#)).
- Include wayfinding technology and digital signage in the design of any new public vehicle parking facilities.
- Allocate dedicated funding for the wayfinding program. Depending on available resources, wayfinding can be static (e.g., signs directing people to the closest available vehicle parking locations) or digital (e.g., real-time availability signage at lots and garages that displays the number of available vehicle parking spaces).

WHO WILL USE THE STRATEGY?



Local decision-makers



MoA staff and partners



Developers



Community and neighborhood groups



Local businesses



STRATEGY 8:

Adopt a parking benefit district framework to support long-term vehicle parking management on public streets

What is this strategy?

Parking Benefit Districts (PBDs) create a mechanism by which a portion of vehicle parking revenue collected on certain public streets is reinvested within the district. PBD funding can be spent on not only local and citywide parking operations, but also mobility services and neighborhood improvements. PBDs are often similar in structure to a business improvement district, with an oversight board that includes city staff as well as district residents, property owners, business owners, and other stakeholders.

PBDs can be a valuable implementation tool for priced parking on public streets. PBDs ensure that any decision to install new parking meters provides a direct and meaningful local benefit and create a collaborative entity for identifying and prioritizing community investments. Cities facilitate the creation of local PBDs through the adoption of an ordinance that defines the goals of the district, how the district is to be formed and approved, how revenue will be allocated, eligible expenditures, and basic management approaches.

How does this strategy help?

- Paid parking is a key management strategy for Anchorage's public streets downtown. However, it is best suited for the busiest areas where driver parking demand is high. **Right now, expansion of priced parking on public streets is not recommended, as downtown is the only neighborhood in Anchorage that meets these criteria.**
- EasyPark/ACDA provides a similar function to a PBD in downtown under Municipal Code section [25.35](#), but that ordinance is specific to downtown and doesn't translate to other areas in Anchorage. Therefore, Anchorage should proactively establish a process and framework for expanding priced parking through a PBD-based model to **ensure any future priced parking of public streets provides direct local benefits.**
- PBD revenue can also fund critical right-of-way management functions that are not sufficiently resourced through the general fund, including enforcement, snow clearing, and streetscaping efforts. Taking the enabling step now to create a pathway to PBDs will give staff the option to use that tool where and when it is needed in the future.

STRATEGY SNAPSHOT

GOALS ADDRESSED:

Support Anchorage's vision for development and growth

Improve the efficiency of the right-of-way system



Address challenges in the right-of-way proactively and effectively



Improve and invest in parking information and public communication

COST AND IMPACT:

Relative cost:

\$\$\$

Level of effort:

High

Potential impact:

High

APPLICABILITY BY CONTEXT

Downtown:

Existing

Commercial areas beyond downtown:

Long-term

Dense/mixed-use residential areas:

Long-term

Other residential areas:

N/A

Recommended near-term action steps:

- Review, clarify, and confirm the role of EasyPark/ACDA versus the Municipality as the lead organization for any future priced parking efforts in Anchorage ([Strategy 2](#)).
- Review and summarize EasyPark revenues and expenditures to inform PBD revenue management and structure. Index expenses to a standard unit (e.g., cost per block, cost per space) for future planning. Address both direct parking-related functions (enforcement, equipment, planning, etc.) as well as other supporting functions (snow clearance, security services, street cleaning, amenities, Park It Forward, etc.).

Recommended medium- and long-term action steps:

- Draft and adopt a PBD enabling ordinance that defines:
 - Process for PBD formation, which may be MOA- or neighborhood-initiated and should include a driver parking demand study and a community hearing process
 - Oversight body composition and responsibilities
 - Management approach and thresholds for demand-based pricing
 - Basic allocation formula of net revenues (e.g., 51% local, 49% citywide)
 - Requirements/process for developing expenditure list
- Identify a list of eligible expenditures for local PBD revenue, including wayfinding and signage, snow clearing efforts, shared parking agreements, enforcement and/or parking ambassador services, bicycle and pedestrian infrastructure, streetscape improvements, parking information/wayfinding resources, TDM programs and services, neighborhood beautification projects, and local grant programs.
- Identify a pilot area to test PBD expansion. Select the pilot area based on a combination of:
 - Driver parking demand levels (consistently exceed 85-90% occupied at peak times)
 - Community interest and support (residents, employees, business owners, and/or other stakeholders who will participate in the process)
 - Operational considerations (parking enforcement costs, parking equipment and infrastructure installation and maintenance, etc.).

WHO WILL USE THE STRATEGY?



Local decision-makers



MoA staff and partners



Developers



Community and neighborhood groups



Local businesses



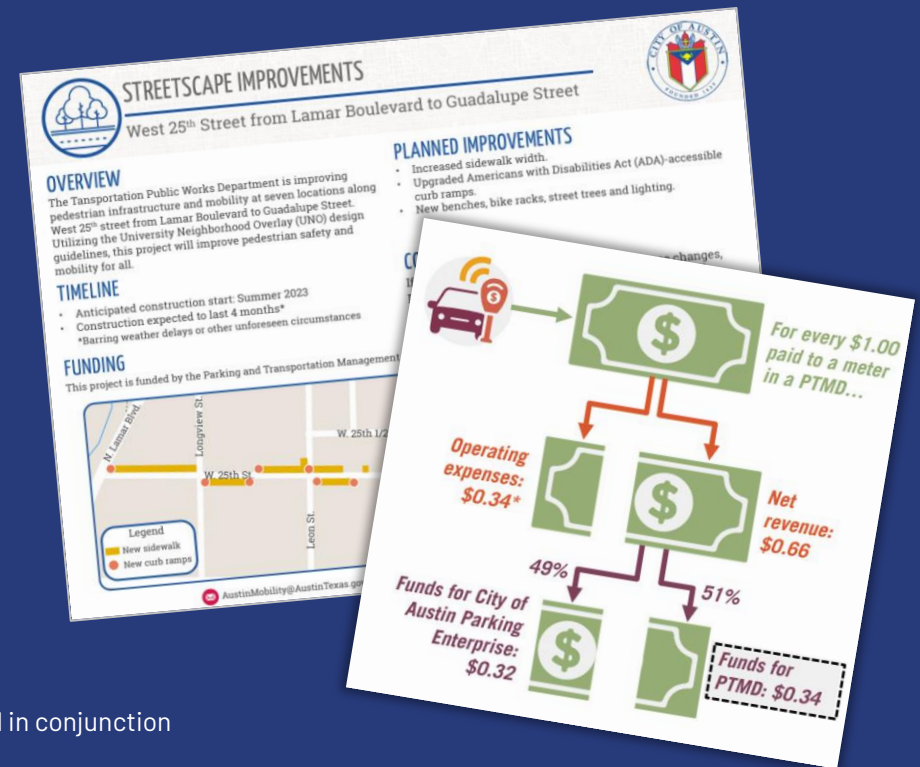
SPOTLIGHT: Parking Benefits District Austin, TX

The City of Austin has implemented one PBD and four Parking and Transportation Management Districts (PTMDs) in mixed-use areas throughout the city. After covering operating expenses, net parking meter revenue is shared between the district and the Austin Parking Enterprise, which manages citywide parking programs. Net revenue can be used for a range of mobility improvements, including streetscape improvements, safety improvements, beautification, and multimodal infrastructure.

PTMDs can be formed in two ways: the Director of the Austin Transportation and Public Works Department may initiate the process, or a representative of a neighborhood organization, business organization, real estate developer, or other stakeholder that is located within the proposed PTMD may apply to form a PTMD. The application may be done collaboratively with City staff and involves a set of required steps, including:

- Convening a community meeting to gather input and share information
- Communicating the justification for the creation of a PTMD
- Identifying specific proposed locations for additional priced on-street parking
- Developing a prioritized list of improvement projects to be funded by parking revenue
- Identifying any additional supporting parking management tools to be used in conjunction with priced parking

Find out more: [Parking and Transportation Management Districts—City of Austin](#)



CHAPTER 5: Implementation Roadmap

Key Principles for Implementation:



THERE IS NO SILVER BULLET.

In isolation, no single strategy or action can achieve Anchorage's right-of-way management goals. Addressing core challenges will take a coordinated and holistic approach. The recommendations in this Strategy are intended to be complementary and mutually supportive.



NEW RESOURCES ARE NEEDED.

Today, Anchorage is bridging right-of-way management gaps through the dedication and cooperation of staff, partners, and stakeholders. Sustained success will require net new resources including staff time, technology and tools, and operational budgets that are aligned with Municipal priorities.



FORMAL COORDINATION IS ESSENTIAL.

Today, partners spread across many different teams, departments, agencies, and neighborhoods are working to address Anchorage's public right-of-way needs. Ongoing and expanded coordination between right-of-way stakeholders is essential for near-term action and long-term success.



BETTER COMMUNICATION IS VITAL.

People who live and work in Anchorage will support right-of-way policy changes if they understand how those changes meet their needs, address their concerns, and improve their community. Better communication will help Anchorage advance recommendations quickly and successfully.



SUCCESS WILL TAKE TIME.

Expanding right-of-way management programs, growing staff capacity, and optimizing policy implementation efforts will require ongoing investment and support. Data and feedback will help Anchorage build on success and adapt policies where necessary.



IMMEDIATE IMPROVEMENT IS POSSIBLE.

While long-term investment is necessary to fully address Anchorage's core right-of-way management challenges, a few "quick wins" can result in tangible improvements of the right-of-way system for community members and stakeholders.

Quick Wins

While working to fully address the community's core right-of-way challenges, there are steps that Anchorage can take in the near term to make measurable progress toward identified goals and objectives. Three recommended "quick wins" for Anchorage are:

- 1 Advance implementation of a parking administrator at the Municipality of Anchorage ([Strategy 1](#)).** All eight of the strategy recommendations will require day-to-day leadership and coordination to advance. By moving to designate a parking administrator, Anchorage can begin consolidating some of the roles and responsibilities that are currently spread across different teams, departments, and agencies. Even with an expanded role for EasyPark in managing and implementing citywide parking programs, a parking administrator at the Municipality will be essential for coordinating between parking managers and other municipal staff and ensuring that efforts align with adopted plans, policies, and community goals.
- 2 Pilot new winter vehicle parking policies ([Strategy 3](#)).** Full-scale citywide changes to snow and right-of-way management tactics will require time to build capacity and adapt key policy details. However, a near-term pilot program to test, for example, one-side winter vehicle parking restrictions on public streets in one or two residential neighborhoods would allow the Municipality to begin assessing operational needs, testing processes, and identifying challenges. Pilot programs are excellent opportunities to work through these challenges in smaller, manageable settings where risks are minimized and change can be carefully managed. Lessons learned would help the Municipality to refine right-of-way management policies and quickly transition to a citywide roll-out.
- 3 Define an enhanced right-of-way enforcement plan ([Strategy 4](#)).** By documenting the processes and priorities for citywide right-of-way enforcement, Anchorage can begin shifting from a reactive to a proactive enforcement approach to right-of-way challenges. While enforcement roles will expand and evolve over time as the Strategy is implemented, it is not necessary to wait for those changes before establishing a more structured approach to enforcement. Drafting an enforcement plan will also help the Municipality assess where new resources are needed to achieve enforcement goals in both the near term and the long term.

Measuring Success

Sustained success will require adaptation and iteration based on data and performance. KPIs that reflect goals will help evaluate which strategies are working well and which need to be updated or adjusted. Recommended KPIs for Anchorage are summarized in Table 1.

For certain KPIs, data is already available through existing processes. For others, new data collection or tools may be necessary. Any new municipal data collection efforts should be coordinated with implementation partners (EasyPark, Anchorage Police Department, Alaska DOT&PF, etc.) to ensure the methods and parameters used for collection can best inform the needs of all relevant programs and operational efforts.

Table 1 Key Performance Indicators (KPIs)

Metric	Description	Optimal Trend	Data Source(s)
Vehicle parking utilization	Average % of parking spaces on public streets where vehicles are stored at peak times or on- and/or off-street parking spaces (by block face and/or by lot/garage)	80–85% full at peak times (on-street) 90–95% full at peak times (off-street)	- Vehicle parking data collection services - Manual (staff-led) data collection/audits - Satellite imagery (estimates) - Vehicle parking payment system outputs (requires technology compatibility) - Vehicle parking access control devices (i.e., gates) at lot/garage entrances and exits
Vehicle parking turnover	Average length of time that a driver leaves a vehicle parked in the same space	Varies by location (e.g., 2–4 hours in commercial areas)	- Parking data collection services - Manual (staff-led) data collection/audits - Parking payment system outputs (requires technology compatibility) - Parking access control devices (e.g., gates) at lot/garage entrances and exits
Shared vehicle parking	% of vehicle parking spaces in a given area (e.g., downtown) that is not reserved for single use (e.g., customers only, employees only)	Increase over time	- Periodic assessment of vehicle parking inventory data - Review of formal shared parking agreements on private property (document during project approval process)
Enforcement coverage	% of managed vehicle parking spaces scanned at least once per day	Increase over time	APD or EasyPark data/reports
Parking compliance	Frequency of vehicle parking citations issued to registered vehicle owners	Decrease over time	APD or EasyPark data/reports
Winter parking compliance	Frequency of parking citations related to winter weather parking restrictions	Decrease over time	APD or EasyPark data/reports
Appeal sustain rate	Share of citations voided or adjusted	Decrease over time	APD or EasyPark data/reports
Abandoned vehicle rate	Frequency of vehicles abandoned by drivers observed in the right-of-way, winter vs. non-winter	Decrease over time	- APD or EasyPark data/reports - Towing receipts - Invoices to violators - Snow removal team reports
Parking or other user satisfaction	Satisfaction with parking, access, and transportation options	Increase over time	Periodic surveys (online and/or intercept)
Drive-alone mode share	% of people who commute in a single-occupancy vehicle	Decrease over time	- American Community Survey (ACS) - Periodic mode share surveys - Third-party data vendors

Strategy Implementation Roadmap

Strategy	Lead	Support	Applicability	Cost	Near-Term Actions (0-2 Years)	Medium-Term Actions (3-4 Years)	Long-Term Actions (5+ Years)
Strategy 1: Designate a Municipal parking administrator	Municipality of Anchorage		- Downtown - Commercial areas beyond downtown - Dense/mixed-use residential areas - Other residential areas	\$\$\$	- Inventory and document all public street parking roles and responsibilities performed today by staff across all municipal departments and partner organizations. - Convene right-of-way management partners to review the inventory of responsibilities and identify opportunities for consolidation. - Draft a detailed job description and budget for the parking administrator role. Initiate the hiring process (internal hire or designation or new position). - Update the Municipal organizational chart accordingly.	- Provide regular, publicly available communications and reports to community members, partners, and public decision-makers about right-of-way management program efforts (ongoing). - As regulations are updated (Strategy 2), update parking administrator role to align with distribution of operational responsibilities between the Municipality and partners.	As citywide parking management programs and efforts grow, continue to evaluate staff and resource requirements. Allocate additional budget and/or staff resources as parking management efforts grow over time.
Strategy 2: Update charters, bylaws, and regulations to enable efficient citywide vehicle parking on public streets and right-of-way management	Municipality of Anchorage	EasyPark	- Downtown - Commercial areas beyond downtown - Dense/mixed-use residential areas - Other residential areas	\$\$\$	- Review relevant governing rules, bylaws, and regulations governing parking roles and responsibilities. - In coordination with efforts to designate a municipal parking manager (Strategy 1), confirm organizational roles and responsibilities for citywide right-of-way management at EasyPark and the Municipality. - Update regulations accordingly, including the EasyPark charter, Municipal Code, and administrative guidelines.	- As parking demand grows, allocate additional resources to support EasyPark operations throughout Anchorage. - If new residential parking permit (RPP) zones are created (Strategy 5), ensure permit pricing structure and enforcement approach align with EasyPark's operational priorities and constraints.	If priced parking on public rights-of-way is expanded beyond downtown, ensure that a portion of revenue is reinvested in right-of-way management programs and staff.
Strategy 3: Evaluate, adopt, and enforce consistent vehicle parking policies for public streets during weather events	Municipality of Anchorage, Anchorage Police Department	EasyPark	- Dense/mixed-use residential areas - Other residential areas	\$\$	- Review public-facing snow removal and winter parking information to confirm they accurately reflect Municipal Code. - In collaboration with Municipal staff involved in snow removal and parking enforcement, evaluate potential models for snow-related parking policies. - After evaluation of possible strategies, adopt winter parking restrictions by street typology and update Municipal Code (sections 9.30.130 and 24.25.020) as needed.	- Continue to improve communications on winter weather parking rules and enforcement. Update website and interactive maps to show parking restrictions by street - Update and deploy consistent signage by street typology - Develop and deploy communications campaign and collateral prior to winter and during winter weather events - Allocate additional budget for expanded enforcement and towing, or create a procedure to pass through towing costs to violators creating extra costs for the MOA. Evaluate use of different enforcement models for expanded enforcement. - Coordinate with Alaska DOT&PF to support efficient and consistent vehicle parking rules on city-owned and state-owned streets.	Monitor violations of winter weather parking restrictions on public streets to identify challenge areas and opportunities to address with additional signage, information, or outreach.
Strategy 4: Draft and adopt an enhanced right-of-way enforcement plan	Anchorage Police Department	EasyPark, Municipality of Anchorage	- Downtown - Commercial areas beyond downtown - Dense/mixed-use residential areas - Other residential areas	\$\$\$	- Convene a right-of-way enforcement working group to coordinate needs and share resources. - Review enforcement budgets and inventory enforcement tools and resources. Identify gaps and priority investments. - Draft an enforcement plan that documents routes, schedules, practices, procedures, and KPIs.	- Review enforcement data at least once annually and compare with KPI targets. Update the parking enforcement plan as needed based on performance. - As resources allow, continue expanding informational resources and efforts to minimize citations for first-time offenders.	- Review enforcement data at least quarterly and compare with KPI targets. As needed, update the parking enforcement plan to better address challenge areas and community priorities. - Increase resources for enforcement to align with expanded right-of-way management efforts, including new RPP zones and/or new on-street priced parking areas.

STRATEGY	LEAD	SUPPORT	APPLICABILITY	COST	NEAR-TERM ACTIONS (0-2 Years)	MEDIUM-TERM ACTIONS (3-4 Years)	LONG-TERM ACTIONS (5+ Years)
STRATEGY 5: Update and expand the Residential Parking Permit (RPP) program	EasyPark	Municipality of Anchorage, Community Councils	- Dense/mixed-use residential areas - Other residential areas	\$\$\$	- Review RPP program administrative needs and costs and develop a cost-neutral permit pricing structure. Compare and calibrate permit prices with the cost of using other modes (public transit, bicycling, carpooling/vanpooling). - Launch a lower-cost permit option for qualified low-income permit holders. - Procure digital permit management software. Coordinate with Strategy 4 and Strategy 6.	- In coordination and collaboration with EasyPark, revise criteria and processes for establishing RPPs. Include opportunities for Municipal planning staff to initiate new RPP zones. Consider integration of RPP evaluation and implementation into transit-supportive land use planning processes. - Prior to launching RPP program changes, update the RPP website to include additional information and resources (Strategy 7).	- As RPP expands in areas beyond downtown, allocate additional resources to support enforcement and administration. - As Anchorage continues to advance strategies that support transit-oriented development, integrate RPP evaluation and implementation into land use planning processes to proactively address concerns and challenges about drivers parking in residential areas nearby destinations.
STRATEGY 6: Enhance the downtown parking permit program	EasyPark		- Downtown - Commercial areas beyond downtown	\$\$\$	- Review downtown permit program administrative needs and costs and develop a cost-neutral permit pricing structure. - Consolidate pricing into two tiers (“premium” and “value”). - Update permit options by expanding income-restricted permit eligibility and creating a flexible hybrid option. - Procure digital permit management software. Coordinate with Strategy 4 and Strategy 5. - Publicly launch permit changes. Support with an informational and promotional campaign (Strategy 7).	- Review and update permit pricing periodically (no more than once per year). - Monitor vehicle parking utilization for public on- and off-street parking and revise permit applicability accordingly.	
STRATEGY 7: Expand user-friendly right-of-way and parking management tools and information	EasyPark, Municipality of Anchorage		- Downtown - Commercial areas beyond downtown - Dense/mixed-use residential areas - Other residential areas	\$\$\$	- Allocate resources for short-term communication needs, including digital and print outreach materials. - As other parking strategies are advanced, update information on Municipal and EasyPark websites. Expand the dynamic map to include more information about parking garages and lots and add locations of paid public street parking. Link to EasyPark’s website from the Municipality’s transportation webpage.	- In partnership with EasyPark, review and update Anchorage’s parking program brand to support citywide expansion. - Identify priority locations for real-time vehicle parking information signage. Draft an RFP for signs, procure, and install. - Periodically collect surveys of residents, employees, businesses, and visitors to identify communication and information gaps (annually or every other year). Update communications tools and strategies based on findings.	As permit programs and/or priced parking expand beyond downtown, increase budget resources for marketing and communication to support implementation.
STRATEGY 8: Adopt a parking benefit district framework to support long-term parking management	Municipality of Anchorage	EasyPark, Community Councils	- Commercial areas beyond downtown - Dense/mixed-use residential areas	\$\$\$	- Review costs, revenues, operational needs, and program budgets in downtown. Based on this review, develop a unit cost estimate (by block, by space, etc.) to guide planning for future expansion of pricing parking on public streets. - In coordination with Strategy 2, review Municipal Code and EasyPark/ACDA bylaws and identify places where revisions will be needed to support PBD creation.	Define and adopt a PBD structure, including roles, responsibilities, oversight board structure, revenue sharing formula, and community processes.	- Pilot a PBD process. Select a location based on parking demand, community interest and support, and operational considerations. - After pilot implementation, review outcomes and refine PBD process as needed.

APPENDIX A:

State of the Vehicle Parking System

APPENDIX B:

Vehicle Parking Best Practices