



# Downtown Grand Forks Parking Program Summer 2025 Summary

January 2025, the City of Grand Forks transitioned downtown patrol duties from the police department to Interstate Parking dba as Dakota Parking to increase efficiency and gain consistent enforcement. With their oversight, the Park Grand Forks brand ([www.parkgrandforks.com](http://www.parkgrandforks.com)) now includes ramp management as well as on-street management. This document will review the impacts of full-time enforcement as a tool to drive revenue, change behavior patterns, and unburden the police department.

## Revenue Impact

### Mobile Pay / Daily Transactions

With full-time enforcement, we have seen an average increase of 149.92% of daily transactions in the City Parking Ramps (Central and Corporate) with an average increase of 192.68% in revenue and a 125.43% increase in the amount for stay.

1. This time last year transactional revenue at the ramps was \$2,459. This year, despite the garage closures at Corporate for construction, we have collected \$3,492 in daily revenue.

Month/Year	Total Transactions	Total Revenue	Average \$ Per Transaction	Month/Year	Total Transactions	Total Revenue	Average \$ Per Transaction	% Difference Total Transactions	% Difference Total Revenue	% Difference Average \$ Per Transaction
Jan-24	385	\$415.00	\$1.15	Jan-25	511	\$531.00	\$1.13	132.73%	127.95%	98.26%
Feb-24	364	\$377.00	\$1.10	Feb-25	491	\$532.00	\$1.18	134.89%	141.11%	107.27%
Mar-24	347	\$345.00	\$1.06	Mar-25	632	\$1,066.00	\$1.81	182.13%	308.99%	170.75%
Apr-24	411	\$377.00	\$0.98	Apr-25	548	\$663.00	\$1.29	133.33%	175.86%	131.63%
May-24	492	\$945.00	\$2.03	May-25	478	\$700.00	\$1.56	97.15%	74.07%	76.85%
Jun-24	516	\$634.00	\$1.31	Jun-25				0.00%	0.00%	0.00%
Jul-24	533	\$691.00	\$1.39	Jul-25				0.00%	0.00%	0.00%
Aug-24	692	\$897.00	\$1.38	Aug-25				0.00%	0.00%	0.00%
Sep-24	492	\$668.00	\$1.44	Sep-25				0.00%	0.00%	0.00%
Oct-24	556	\$687.00	\$1.32	Oct-25				0.00%	0.00%	0.00%
Nov-24	511	\$642.00	\$1.37	Nov-25				0.00%	0.00%	0.00%
Dec-24	587	\$745.00	\$1.38	Dec-25				0.00%	0.00%	0.00%
<b>Average</b>								<b>149.92%</b>	<b>192.68%</b>	<b>125.43%</b>

**Corp Ramp ½ closed as of April 14, 2025**

**Central Ramp work began June 2**

## Monthly Permits

With full-time enforcement we have seen an average increase of 141.09% in total number of permits issued in the public parking garages and lots with an average increase of 137.94% in revenue.

Month/Year	Total Monthly Permits Added	Total Fee	Month/Year	Total Monthly Permits Added	Total Fee	% Difference Total Permits	% Difference Total Fee
Jan-24	540	\$19,804.49	Jan-25	638	\$25,600.02	118.15%	129.26%
Feb-24	548	\$16,209.27	Feb-25	919	\$25,356.26	167.70%	156.43%
Mar-24	585	\$19,491.64	Mar-25	804	\$24,972.61	137.44%	128.12%
Apr-24	594	\$19,752.02	Apr-25	823	\$26,964.01	138.55%	136.51%
May-24	603	\$19,859.75	May-25	860	\$27,639.69	142.62%	139.17%
Jun-24	645	\$19,640.02	Jun-25			0.00%	0.00%
Jul-24	654	\$21,255.89	Jul-25			0.00%	0.00%
Aug-24	538	\$20,772.80	Aug-25			0.00%	0.00%
Sep-24	506	\$20,038.34	Sep-25			0.00%	0.00%
Oct-24	609	\$19,704.04	Oct-25			0.00%	0.00%
Nov-24	631	\$19,535.68	Nov-25			0.00%	0.00%
Dec-24	638	\$24,839.29	Dec-25			0.00%	0.00%
<b>Average</b>						<b>141.09%</b>	<b>137.94%</b>

## Violations

With full-time enforcement in timed zones for both ramps and on-street, we have seen an average increase of 152.58% of violations issued with an average violation amount increase of 170.89% and an average increase of 166.43% of violations paid.

1. This time last year violation revenue was at \$106,385 with \$96,920 fees collected (1 year to collect). This year, violation fees are already at \$141,680 with \$119,939 fees collected (5 months or less to collect).
2. Of this amount on average, Interstate Parking is writing 37.95% of violations.

Month/Year	Total Violations	Total Fee	Total Paid	Month/Year	Total Violations	Total Fee	Total Paid	% Difference Total Violations	% Difference Total Fee	% Difference Total Paid
Jan-24	1230	\$23,485.00	\$21,445.00	Jan-25	916	\$21,060.00	\$18,820.00	74.47%	89.67%	87.76%
Feb-24	586	\$11,535.00	\$10,596.00	Feb-25	1243	\$28,380.00	\$25,313.00	212.12%	246.03%	238.89%
Mar-24	905	\$17,370.00	\$15,724.00	Mar-25	1549	\$30,740.00	\$27,146.00	171.16%	176.97%	172.64%
Apr-24	1597	\$28,440.00	\$26,026.00	Apr-25	1967	\$35,060.00	\$29,736.00	123.17%	123.28%	114.25%
May-24	1426	\$25,555.00	\$23,129.00	May-25	1413	\$26,440.00	\$18,924.00	99.09%	103.46%	81.82%
Jun-24	1814	\$30,855.00	\$28,827.00	Jun-25				0.00%	0.00%	0.00%
Jul-24	2118	\$36,275.00	\$32,652.00	Jul-25				0.00%	0.00%	0.00%
Aug-24	1034	\$18,820.00	\$16,990.00	Aug-25				0.00%	0.00%	0.00%
Sep-24	1785	\$31,675.00	\$29,151.00	Sep-25				0.00%	0.00%	0.00%
Oct-24	1700	\$32,360.00	\$28,722.00	Oct-25				0.00%	0.00%	0.00%
Nov-24	1077	\$20,495.00	\$18,445.00	Nov-25				0.00%	0.00%	0.00%
Dec-24	920	\$17,525.00	\$15,307.00	Dec-25				0.00%	0.00%	0.00%
<b>Average</b>								<b>152.58%</b>	<b>170.89%</b>	<b>166.43%</b>

3. CSOs have been freed up to write violations for code infractions rather than timed violations, increasing the average cost of a violation and increasing revenue overall.

### Balancing Budgets are important, but Compliance is the Goal

It is not the goal for violation revenues to see continued increases and be a profit revenue source for the City of Grand Forks. City did take on additional expenses with the contract expansion for full time enforcement, but the goal is for consistent enforcement to push folks to ramps/monthly permit purchases and mobile pay opportunity to fund the enforcement expenses.

Ideally, full time enforcement results in an initial increase in violations and once education and compliance are achieved, violations should start to plateau.

## Changing Behavior Patterns

### Education and Outreach

A significant amount of public outreach has been made through both city channels and through the branded [www.ParkGrandForks.com](http://www.ParkGrandForks.com) website to help educate visitors to downtown Grand Forks about the parking program. In addition to an interactive map for locations, [www.ParkGrandForks.com](http://www.ParkGrandForks.com) allows visitors to review all parking regulations while also getting up to date parking feedback about construction, events, etc.

1. This year (from January 1, 2025) we have had 1,997 visitations to the [www.ParkGrandForks.com](http://www.ParkGrandForks.com) website with 1361 of these being unique visitors.
  - a. 583 of visitors came from grandforksgov.com, 497 of these came from Google look ups, 490 of visitors came from a direct look up to [www.ParkGrandForks.com](http://www.ParkGrandForks.com) ,133 of visitors came from Facebook, and 55 of visitors came from Bing.
  - b. 56% of visitors were from North Dakota, 28% visitors were from Minnesota, 16% were from other states including Missouri, Kansas, and Illinois.
  - c. Peak traffic is on Tuesday and Wednesdays.
2. The average visitor spends 2 minutes and 13 seconds reviewing the parking information and looks through an average of 1.8 pages.

- a. An average of 1 minute and 55 seconds is spent on the “Parking Basics” tab.
- b. An average of 1 minute and 51 seconds is spent on the “Purchase Parking” tab.
- c. Only 12% of visitors feel the need to contact us for more information and spend an average of 2 minutes and 27 seconds using the submission form when needing additional information.
- d. 1,370 visitors visited the Home Page, 770 visitors visited Purchase Parking tab, 736 visitors visited Parking Basics tab, 357 visitors visited Locations tab, and 175 visitors visited the Violations tab.

In addition, Dakota Parking issued warning violations their first two-three weeks with a flyer for where to park to help educate downtown of the new expectations.

### **Transactional Data**

The digital permit and enforcement software the City invested in a number of years ago provides an easy opportunity to review trends and takeaways. What we can take away from the transactional data is that on-street enforcement is encouraging turnover on street parking and pushing long term parkers to the ramps and lots.

### **Community Survey**

In addition to looking at the raw data, we also conducted a survey of the community to get feedback on how the parking program positively or negatively impacts them. The survey was posted to [www.parkgrandforks.com](http://www.parkgrandforks.com) and distributed on social media via the City channels as well as through the Downtown Development Association. The survey was open for one week and received 54 responses.

What we learned from the survey:

1. First-time visitors can find parking immediately within one block of their destination.
2. Business owners and employees are seeing a positive impact on their businesses with guests being able to find parking.
3. Downtown Grand Forks 2025 Parking Utilization Survey questions:
  - a. How often do you park in downtown Grand Forks on the street?
    - i. 37.74% of survey respondents visit downtown Grand Forks daily with 28.30% visiting weekly and 16.98% visiting monthly. 3.77% were first time visitors and 13.21% said they rarely came downtown.
  - b. What brings you to downtown Grand Forks?
    - i. 68.63% of survey respondents said they were visiting downtown while the rest said they were working or owned a business downtown.
  - c. Was it easy for you to park?
    - i. 53.84% of survey respondents said that parking was what was expected or easier than expected.
  - d. Where did you park?
    - i. 64% of survey respondents said they parked on street with 27% parking in a public garage or parking lot. \*\*The rest parked in a private lot\*\*
  - e. How far did you have to park from where you were going?
    - i. 49.06% of survey respondents said they parked one block or less from where they were visiting. With less than 17% saying that had to park more than 3 blocks away.
  - f. How long did it take you to find a parking space?
    - i. 66.04% of survey respondents said they found parking in less than five minutes. With only 7.55% saying it took them longer than 10 minutes to find a space.
  - g. Did you park in a regulated time zone?
    - i. 35.85% of survey respondents said they parked in a regulated 2 hour, 30 minute zone, or 15 minute zone. 39.62% parked in a public lot or garage and the rest were not sure if they were parked in a regulated area or a private area.
  - h. Did you have enough time to complete your trip?

- i. 83.7% of survey respondents in a time enforced zone said they had enough time to complete their trip.
  - i. Overall satisfaction with the parking program
    - i. 58.5% of survey respondents said that they were overall satisfied with the parking program.
- 4. Feedback from the community:
  - a. "I think on street enforcement has helped a ton. It helps clear out people who work downtown so visitors can easily find parking. Obviously there are still some high traffic times where it can take a little longer to find a spot but I always find one. Please keep doing on-street enforcement! It helps support local businesses and helps visitor experience as well. After parking enforcement has started, there's never a time it takes more than 5 minutes to find a spot, even during dinner/evening times! Thanks for your hard work!"
  - b. "Parking is great downtown!"
  - c. "I really appreciate that Grand Forks doesn't require you to pay for downtown parking."
  - d. "Time limits are hard. Yes I had enough time but I was constantly checking my clock which sucks when I'm working/ out with people ... actually causes me to avoid downtown businesses"
  - e. "2 hour parking is difficult for some downtown businesses due to meetings extending past that. When all employees and now customers have to park over a block away it creates even longer walks all while the 2 hour spots are wide open all day. If you don't show up downtown before everyone else you may be walking a couple blocks to work."
  - f. "Keep making it simpler along, prioritize street parking for shorter parking periods, keep residents and all-day parking in off-street locations."
  - g. "Parking is a lot more available and lots/ramps are actually being used now, great job!"

## City Operations Impacts – Police Department

Taking the burden of time limit enforcement from the Police Department allows the system to operate more effectively and provides Officers the ability to respond to more serious community needs. Some ways third-party enforcement has freed up PD to engage in the community (in no particular order or priority):

- Ability of the CSO to more effectively investigate calls for service as opposed to when they had to try and get back to monitored time zones in the downtown area.
- CSO's are able to conduct follow-up investigations with more frequency and timeliness.
- More numerous or enhanced Greenway patrols.
- Ability to follow up on vehicles parked over 48 hours.
- Better processing of online reports.
  - a. lost property, theft, etc.
- Court Bailiff duties are easier to maintain.
- More time to train CSO Interns to help out with community needs.
- On Wednesday and Thursday's:
  - a. Only one CSO on-duty for these two days. Bailiff duties and calls for service take priority over downtown parking.
  - b. Interstate Parking allows for downtown parking enforcement during this time period.
- Bike theft investigations and returns made easier with more time.
- CSO's are more able to actively patrol for animal related offenses around town.
- Officers are able to focus on city-wide issues versus having to spend time on downtown enforcement of parking related concerns.
  - a. When CSO's are downtown, officers are able to focus on community needs in the downtown area rather than timed parking enforcement.
- Increase ability to monitor and mitigate illegal or unsafe activities in the downtown area.

## Recommendations for the Parking Program

In addition to their progress with enforcement and ramp management efforts, Dakota Parking is also able to provide recommendations for improvement based on their professional industry experience. Their breadth of

locations across the region allows City of Grand Forks to locally capitalize on best practices and industry standards. Dakota Parking recommends the following opportunities for consideration and future pursuit:

1. Continue to pursue options to lower city cost, boost revenue, and increase collections rates on violations overall.
2. Continue to study signage in the downtown corridor to improve education and way finding to include but not limited to:
  - a. Signage in 2-hour zones on-street
  - b. Wayfinding to public parking assets
  - c. Marketing and wayfinding of free parking lots
  - d. Planning Community Development Intern currently conducting inventory of all downtown signs in effort to identify improvement recommendations.
3. Consideration to Modify Violation Fee Structure
  - a. Increase violation fee structure for on-street parking violations to more closely mirror the current infraction structure for other violations (see chart below of current violation rates)
    - i. On-Street time violations - \$20
    - ii. Other violations including ramp time violations - \$40
  - b. To provide a larger incentive for lessening repeat offenses of timed infractions through step increases with each violation:
    - i. \$40 first time violation
    - ii. \$50 2<sup>nd</sup> time violation
    - iii. \$75 3<sup>rd</sup>+ time violation

**Current Violation Fee Structure for City of Grand Forks**

Violation Type	Amount	Violation Type	Amount	Violation Type	Amount
Double Parking	\$40.00	Over 48 Hours	\$40.00	\$116.25 Wrecker & Labor Fee	\$116.25
Alley Parking	\$40.00	Fire Lane	\$40.00	\$126.25 Wrecker & Labor Fee	\$126.25
No Parking	\$40.00	Reserved Parking / No Permit	\$40.00	\$136.25 Wrecker & Labor Fee	\$136.25
Handicap Parking	\$100.00	Parking in Front Yard	\$40.00	\$146.25 Wrecker & Labor Fee	\$146.25
Loading Zone	\$40.00	\$55 Wrecker Fee	\$55.00	\$156.25 Wrecker & Labor Fee	\$156.25
Truck in Res. District	\$40.00	\$65 Wrecker Fee	\$65.00	\$137.50 Wrecker & Labor Fee	\$137.50
Wrong Side	\$40.00	\$75 Wrecker Fee	\$75.00	\$147.50 Wrecker & Labor Fee	\$147.50
Blocking Sidewalk	\$40.00	\$85 Wrecker Fee	\$85.00	\$157.50 Wrecker & Labor Fee	\$157.50
Blocking Driveway	\$40.00	\$95 Wrecker Fee	\$95.00	\$167.50 Wrecker & Labor Fee	\$167.50
Too Close to Corner	\$40.00	\$105 Wrecker Fee	\$105.00	\$187.50 Wrecker & Labor Fee	\$187.50
Hydrant Parking	\$40.00	\$115 Wrecker Fee	\$115.00	\$110 Wrecker Fee	\$110.00
Overtime Parking	\$20.00	\$125 Wrecker Fee	\$125.00	\$150 Wrecker Fee	\$150.00
8-4 St. Maint	\$20.00	\$135 Wrecker Fee	\$135.00	\$165 Wrecker Fee	\$165.00
1-6 AM St. Maint	\$20.00	\$145 Wrecker Fee	\$145.00	\$185 Wrecker & Labor Fee	\$185.00
Berm Parking	\$40.00	\$177.50 Wrecker & Labor Fee	\$177.50	\$220 Wrecker & Labor Fee	\$220.00
Other	\$40.00	\$106.25 Wrecker & Labor Fee	\$16.25		

PD, Community Development, Engineering, and Streets interact on downtown parking policies on a frequent basis. The appropriate staff will be engaged to review and discuss the recommendations above and will bring forward periodic updates and requests to Council on an on-going basis.

**Parking Questions?**



**Dakota Parking Company**  
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