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**Memorandum**

To: Town Council

From: Greg Hall, Stan Zemler

Date: August 21, 2012

Subject: Strategic Parking Plan Update

**I. PURPOSE**

To provide a 10 year plan for public parking in the Town of Vail and develop strategies to achieve Councils goals related to parking.

**II. BACKGROUND**

The Town of Vail during its history has been required to deal with parking issues and today is no different than in the past. Parking issues are dynamic and change overtime. The following is the wrap up of the previous parking discussions and a plan which provides steps moving forward to address the issues.

**Current Goals**

- 15 days of South Frontage Road winter overflow parking
- 15 days of South Frontage Road summer overflow parking
- Increase the current supply by 400 spaces based on 2007/2008 season numbers to meet an existing deficit to maintain 15 days of winter overflow parking.
  - The Town and private sector have successfully since this time provided additional spaces to reduce the required number today to a 59 -199 space deficit, see attachment for further detail.
- Over the next 10 years, some additional spaces are required to meet future demand, which was predicted to be 600 additional spaces over a 25 year period.
- Efficiently manage the current supply of town parking spaces

**Current Parking Plan Policy Objectives**

- Service to Core Markets
  - Customers and guests of commercial villages
  - Skiers

- Employees
- Manage the Yield –currently the peak and non peak periods as well as cost to benefits are only associated with passes
- Simplify the Product
- Design Program so it is Revenue Neutral
- Increase Safety

### **Current Parking Plan Guidelines**

- Strongly encourage the use of transit, carpooling/vanpool
- Recover transit enhancement costs through parking
- Parking cost increases will be borne by parking
- Encourage turnover of short term parking spaces
- Pass prices reflect a relative value received based on the daily rate (i.e. season cost is based on 22 weeks at daily rate or discounted daily rate)
- Strictly enforce parking violations

Are the goals, policies and guidelines aligned moving into the future?

## **III. PARKING ISSUE DISCUSSION**

### **Defining the parking problem and what solutions or improvements are needed**

The Town Council over the years has identified various issues, affirmation of the issues is important in order to prioritize desired outcomes.

Some issues have been clearly stated such as:

- Limit any overflow of frontage road parking to less than 15 days in both winter and summer
- Shortage of existing inventory
- Running efficient parking operations from both a cost as well as utilization standpoint

Other issues staff would like additional direction on:

- Desire to phase out the use of north frontage road parking
- Provide availability of additional close in structured parking for guests
- Limit the extent (volume) of the large overflow parking surges
- Summer overflow parking demand now exceeds winter

While other issues are inherent in discussing parking, these issues need to be understood regarding trade offs and timing:

- Predictability of the parking demands earlier to address the readiness of operations
- Cost of providing parking inventory is expensive and requires land as well
- Difficult to quickly and easily produce increased parking supply
- Flexible operational goals/policies need to change from time to time
- Trying to satisfy various users, with varying desires of parking location and price during the day, season and year.

#### **Proposed Additional Parking Goals**

- Continue management techniques to reduce the need to invest significant capital funds to increase the supply
- Reduce the cost of managed parking
- Create flexibility in the plan to easily adapt to changing conditions
- Efficient use of existing parking supply
- Increase the parking supply
- Supply may move but don't diminish the total number of spaces available

#### **IV. PARKING SUPPLY DISCUSSION**

##### **Current Conditions**

Today the town of Vail owns and operates 2700 parking spaces as outlined in the attached parking space chart.

There are also 524 paid privately owned and operated public spaces. Many of which have been added in the past several years, with a great majority being used in an interim basis.

There are also a variety of locations with free varying time availability spaces known to workers and visitors throughout town which equals 482.

The total number of paid and free public parking spaces is 3706 spaces.

In addition, there has been the creation of 350 private parking or private club spaces which has reduced some burden on the public spaces.

See attachment for additional detail.

## **Supply goal**

The Town of Vail has a current deficit of 59 -199 spaces today, again see attachment for detailed explanation.

In addition to the current deficit of 59-199 spaces, in the next ten years the town should pursue 200-300 additional spaces to meet the town's long term goals for future growth as well as the long term unreliability of some of the private sector public spaces.

The total town goal would be to pursue 259-499 spaces assuming the current public supply is maintained.

## **Potential Opportunities to Increase the Parking Supply**

1. Maintain the current use of CDOT South Frontage Road overflow spaces -- reducing the number would require making up the shortfall elsewhere at a significant increased cost. Cost as budgeted \$480,000 for 2012 and \$212,000 in 2014.
2. Ever Vail 150-200 early action spaces – this could provide a significant addition to the parking supply in 2013. Cost to the Town \$0.
3. Ever Vail 400 publicexpanded spaces when development is complete -- this provides significant additional structured spaces in the future. Cost to the town \$0 at Ever Vail, some incremental costs if constructed at the Lionhead Structure, however far less than the cost per space without Vail Resorts contribution. The difference in cost could be offset at the time by the \$ 4.3 M Vail Resorts commitment.
4. Maintain the supply of parking on the North Frontage Road – trading the location of these spaces to another location could hurt the goal of in increasing the total supply, These spaces are relatively inexpensive compared to other alternatives.
  - NFR west of WV Roundabout
    - CDOT retains ownership of the road \$ 20,188/space
    - Town of Vail takes over ownership of the road \$ 555/space and annual maintenance costs
  - Safeway \$ 9,057/space
  - Middle Creek \$ 24,393/space
5. Town of Vail provides additional surface spaces Ford Park and South Frontage Road previously identified – there are issues with many of the locations

identified, the locations are not as desirable as close in structured spaces however the cost per space is more reasonable than structured spaces. Cost range is \$ 35,000-\$62,000/space

6. Town of Vail provides additional Lionshead structured spaces as previously identified – undertaking this task as only a Town of Vail project is undesirable compared to working in cooperation with other opportunities as the town has done in the past. Cost range is \$90,000-\$125,000/space.
7. Provide incentives to the private sector to offer current available spaces for use to the general public through code amendments or potential financial incentives backed by the Town of Vail, Vail Resorts or other parties – this can be accomplished if the economics and conditions exist to work out for all parties, may not be sustainable as a long term solution as the private sector may back out at a future date if not properly secured, issues do develop concerning general public confusion regarding expectations on operating rules and pricing Cost per space could be \$0 to the Town of Vail, to some annual cost per space offset.
8. Provide development incentives to construct new privately operated public parking spaces – this can be accomplished if the economics and conditions exist to work for all parties, this can be established as a long term solution, issues do develop concerning general public confusion regarding expectations on operating rules and pricing. Cost per space is \$0 to the Town of Vail
9. Aggressively manage the parking demand to free up spaces being occupied by users who may shift transportation modes or travel patterns – actions are sometimes seen as punitive and come across as favoring different user groups over other user groups. Incentives are harder to manage and require necessary accounting controls. Cost to the Town is little capital investment, however usually some additional operating costs. The true cost is in potential customer dissatisfaction.

## **V. DISCUSSION OF PARKING STRATEGIES**

1. Modernization of Town of Vail parking operations to achieve efficiencies and to maximize use of existing parking spaces
  - What
    - Modern technologies to allow prepayment to increase flow and reduce cost of operations

- Real time information on parking availability to inform users prior to arriving
  - Real time parking availability information within the garage levels
  - Greater use of real time data in parking operations decisions
  - Automated systems to reduce the cost of parking operations
  - How
    - implement the use of parking operation experts in state of the art of operations/efficiencies and technologies
      - Bring on board in order to observe the 2012-2013 winter operations
      - Establish the desired goals and agree on outcomes
      - propose alternatives which meet the desired goals
      - review alternatives and provide recommendations during 2013
      - If any additional data or test are needed to take place during 2013-2014 season
      - procure equipment and changes from desired vendors for installation summer 2014
  - When
    - Replacement of equipment is budgeted in 2014. Replacement would be operational in November 2014
2. Secure use of the South Frontage Road for 15 days of both winter and summer use from CDOT and FHWA long term
- What/when
    - a) Lease with CDOT sets criteria and lists the following improvements 2012
    - b) Vail Town Shop to Vail Valley Drive Widening to meet criteria 2011
    - c) Vail Valley Drive to Roundabout Restriping to meet criteria 2012
    - d) Install guardrail and bus stop in west Vail 2012
    - e) Helipad to Vail Resorts Shop Widening to meet criteria 2012
    - f) Cascade Crossing Shopping Center to past Cascade Club widening to meet criteria 2014
  - How
    - a) , b) and c) complete

- d) 150,000 budgeted project designed and reviewed by CDOT bids being solicited construction fall
- e) \$480,000 budgeted project designed and CDOT reviewing bids being solicited construction this fall
- f) \$218,000 budgeted project in 2013, but will be shifted to 2014 to coincide with the CDOT lease will be designed in 2013
- Lease will need to be renewed based on the progress of the lease requirements

### 3. At a minimum maintain the current supply of parking spaces

- What
  - Spaces and lots currently used for parking should not be lost or the parking will need to be replaced elsewhere to maintain status quo
- How
  - Ensure parking spaces are not lost after projects are completed
    - Golf course will increase parking
    - Municipal Building will increase parking
    - Vail Resorts will employee parking spaces will be at no net loss
    - Ford Park will maintain the number of parking spaces
    - North Frontage Road parking spaces remain in the mix
- When
  - When projects develop
  - As required per the CDOT lease timelines

### 4. Increase the supply of parking

#### Vail Resorts

- What
  - Vail Resorts to provide 150-200 spaces as an early action to Ever Vail
    - Define operations of spaces going forward
  - Vail Resorts will provide a total of 400 spaces if Ever Vail is constructed
  - Once Ever Vail is built out there will be 200 additional spaces above all the development requirements at Ever Vail and 200

additional public parking spaces either at the Lionshead Parking Structure or Ever Vail

- How
  - Negotiate with Vail Resorts regarding Ever Vail public parking requirement
    - To provide early action spaces
    - Provide 200 spaces in the first phase of Ever Vail at Ever Vail
    - Final 200 spaces at Ever Vail to be funded by Vail Resorts or 200 spaces at Lionshead Parking Structure to be funded by Vail Resorts at the value equivalent of Vail Resorts providing the spaces at Ever Vail
  - Plan and design an expansion of the Lionshead Parking Structure
- When
  - Early action spaces will be in use for 2013-2014 winter season
  - Additional 200 will be built with the first phase of Ever Vail
  - Final 200 spaces will be built at Lionshead Parking Structure or Ever Vail once the early action spaces are eliminated or when the final phases of Ever Vail begins

#### Town of Vail

- What
  - Town of Vail provides additional surface parking spaces previously identified
  - Town of Vail provides additional structured parking spaces previously identified
  - Town of Vail provides for and increase in additional parking spaces above the of Ever Vail spaces provided at the Lionshead Parking Structure when an expansion occurs based on Ever Vail timing
  - Town of Vail partners with potential projects to expand the availability of parking

#### Private Sector

- What
  - Incentives are provided for participation of the private sector in providing spaces to the general public
  - Incentives are provided for the development of private sector owned and operated public or semi public parking spaces
- How



- Town of Vail provides code amendments with potential incentives for both short term use and long term development of private spaces
  - Town of Vail and others may offer financial incentives for use of the spaces
  - Town of Vail and others may lease the use of spaces for shorter term situations
5. Parking Operation policies should be reflective of both short term and long term strategic goals
- What
    - Ensure maximum use of spaces
    - Encourage carpooling and use of transit which reduces demand
    - If the demand exceeds the supply manage the demand down
    - If supply exceeds the demand relax the demand but not to the point of exceeding the supply
    - The parking spaces are in demand by many interests balance the use and availability of the spaces to achieve the town's desired outcomes for each user group
  - How
    - Set policies to align to achieve the desired results in the short term, as well ensuring the policies are in alignment with long term strategies
  - When
    - Annually

## 6. Summer parking management

- What
  - Currently only Ford Park is managed
  - Difficult to achieve behavior changes on a volunteer basis
  - Vail Resorts announced Epic Discover Summer programs which will put pressure on the summer demand
  - Currently summer overflow exceeds winter overflow
- How
  - Discuss management strategies and have staff provide management options for consideration
  - Decide what management strategies to implement
- When

- In review of the Epic Discover program or sooner if demand continues to exceed supply

## 7. Manage Overflow Parking situation

- What
  - Manage of overflow when village and Lionshead Structures fill both winter and summer
  - Improve the overflow experience of users
  - Limit the extent of overflow supply
  - Determine if additional 3 day or less limited overflow areas are to be established such as west of Donovan Park
- How
  - New equipment and improvements
  - Develop the limits of the overflow areas in accordance to CDOT standards
  - Enforce overflow if the limits are exceeded
  - Inform Vail Resorts of the limitations and restrictions of the 3 days or less per year overflow areas established
- When
  - CDOT required improvements in place 2012 in front of Lionshead
  - Wayfinding improvements in place in 2013
  - Equipment improved in 2014
  - CDOT 3 day or less limited overflow areas completed from Golf Course Bridge to Aspen Lane

## 8. Manage the oversize vehicle parking

- What
  - The Lionshead oversize vehicle lot is the only area available for larger vehicles, alternative locations may be needed in the future to accommodate the demand
- How
  - 2011/2012 implemented a charge for non charter bus users which decreased the demand
  - Utilize the new Lionshead Transit Center for charter bus pick up /drop off and park the buses in designated areas in the West Vail(Safeway area) for the day

- During special events in Lionshead allow overflow of oversize vehicles to park in the south frontage road parking lane by permit similar to the Vail Farmers Market
  - Town of Vail Construction parking be accommodated at the public works shop
  - Town of Vail special event vehicles be accommodated at the public works shop
  - Private sector construction vehicles will need to find alternative parking
  - Develop pull off lane in front of the Vail Village parking garage to handle oversized vehicles
- When
    - When the demand exceeds the supply
    - When more desired uses of parking lot space necessitates the relocation of the oversize vehicles

## **VI. STAFF RECOMMENDATIONS**

Direct staff to finalize the parking strategies above based on the council discussion and input as part of the Town of Vail Parking Strategic Plan and prepare for adoption at an evening meeting.

## **VII. ATTACHMENTS**

- a. Town of Vail Public Parking Chart
- b. 2007/2008 400 parking space requirement reconciliation to 2012 current parking space requirement