



Memorandum

TO: Vail Town Council

FROM: Parking and Transportation Task Force
Greg Hall, Director of Public Works and Transportation

DATE: September 19, 2017

SUBJECT: Update on Parking and Transportation Task Force recommended winter 2017-2018 parking program

I. PURPOSE

The purpose of this item is to:

- Provide Town Council with an update on the Parking and Transportation Task Force (PATTF) winter data and discussions regarding winter parking
- Provide recommendations for winter 2017-2018
- Request Town Council direction regarding next steps

II. BACKGROUND

The Parking & Transportation Task Force was formed in 1999 in an advisory capacity and has been enacted through the years at the direction of the Vail Town Council. In reinstating the Task Force, the role of the 12-member group is to provide advisory input and recommendations on parking, transit and traffic operations. Representatives are as follows:

- Representing the retail community - Meg Hanlon and Hugh Paine
- Representing the restaurant community - Bill Suarez
- Representing the lodging community - Brian Butts
- Representing the community-at-large - Kent Johnson, Andrew Lanes and Don Marks
- Representing Vail Valley Medical Center - Darryl Flores (Cheryl Cannataro Alt.)
- Representing Vail Resorts - Doug Lovell and Jeff Babb
- Representing the Vail Town Council - Mayor Dave Chapin and Jen Mason

The Task Force is chaired by Mayor Chapin and supported by various departments and agencies to assist with technical expertise.

III.

TASK FORCE ISSUE DISCUSSIONS WINTER 2017-2018

The PATTF convened a meeting August 22, 2017 to review the 2016-2017 winter season and discuss the upcoming 2017-2018 winter season. (Agenda attached) An outline of the discussion topics is presented below:

Goals, Policies and Guidelines

The topics discussed included reviewing the town's parking management policies, goals and objectives (attached) and a review of seasonal historical parking data (attached).

2016-2017 Winter Season Review

The winter of 2016-2017 was an improvement over the previous season with respect to overflow days on the South Frontage Road:

- 22 overflow days – 2016-2017
- 29 overflow days – 2015-2016
- 15 overflow days – Town Council Goal

Other than two non-peak days around the Burton event, the remainder of the 2016-2017 overflow occurred on peak days (Fri-Sun and holiday periods). New snow was reported on 9 of the 22 days, while 4 days were related to a special event.

Parking Customer Surveys

Parking intercept surveys were conducted by RRC the past two seasons (attached). Items of note include the mix of users, similar to past studies, the passengers per car per and user demographics. Locals averaged 1.9 people per car while day visitors averaged 2.4 people per car and destination visitors averaged 2.8 people per car.

Peer Resort Review Pricing and Parking Product

To address a recurring complaint that parking is too expensive in Vail, the Task Force reviewed peer resort pricing from last winter (attached) and found that Vail's pricing actually lags some of the other resorts. In 2009, Vail's pricing was higher than others.

Vail Free Parking and Outlying Parking

The majority of winter parking transactions in Vail's parking structures is free. Of the nearly 500,000 ticketed transactions occurring during a winter season, over 44% are for 2 hours or less - split about evenly between the paid period and the free period after 3 p.m. The town has recorded an additional 23% of transactions of more than 2 hours which occur during the free after 3 program which means less than 33% of all the ticketed transactions are paid.

Regarding free outlying parking in Vail, it was determined that this inventory of 265 spaces never filled on any of the peak or overflow days during the 2017-2017 season (see chart). There is a desire by the Task Force to have these areas utilized more often, thus freeing up spaces in the structures, which, in turn, reduces the number of cars potentially parked on the South Frontage Road during overflow days.

Rates and Passes

In reviewing the various rate structures for the winter season, it was noted that the town sets the parking market, not only for public parking but influences pricing for private parking spaces, as well. Having had the same pricing program in place since the 2008-2009 ski season, Task Force members acknowledged the need for adjustments to address:

- Abuse of the two-hour free period
- Overnight storage of cars in the structure
- Shifting users to transit and other modes

As mentioned above, the discussion revolved around being proactive as well as being cognizant to the overwhelming demand projected in 2018. The ability to introduce pricing adjustments in 2017 allows the town to incrementally reduce demand during peak periods and work to lower the number of days of overflow parking to 15.

2-Hour Free Period

The desire to free up spaces in the garage led to a discussion and recommendation by the Task Force to reduce the current 2-hour free period to 90 minutes. The percent of cars that park for less than two hours is 44%. This occurs both in the paid period of 3 a.m. to 3 p.m. and the free period from 3 p.m. to 3 a.m. The current split is about 58% of all ticketed transactions take place during the paid period. Further analyzing the data show 21% of transactions occur in the last 10 minutes of the free period and another 18% occurs within the allotted few minute grace period. This reinforces the observations of staff of a significant “looping” circumstance. The past Town Council direction has been to limit enforcement of the “looping” violation to habitual offenders. Additional enforcement is possible, if directed, through use of the new license plate recognition system.

Task Force members also suggested addressing the \$15 fee structure that is currently in place to park after 2-hours. Members suggested lowering the initial rate to encourage additional lingering in the villages.

Pros for Reducing Free Period to 90-minutes:

- The ability to deter looping
- The ability to have more spaces available for those who stay longer
- Price conscious customers deterred from coming to Vail for the minimal cost may also be looking for value in shopping and eating choices
- Some users will decide to either stay longer, use another mode of transportation, car pool
- A large percentage of all transactions occur during this period while not contributing to the large on going cost of operations, maintenance and capital costs.

Cons for Reducing Free Period to 90-minutes:

- The 2-hour period is a very popular program
- Few complaints about the program
- Users of the library and Dobson may be charged for taking longer than 90 minutes
- The extra 30 minutes allows for more time to run errands or eat lunch
- It will deter people from coming to Vail

The financial loss of the proposed reduced rates for 2-3 hours would be offset by the minimal charge from 1 1/2 hours to 2-hour period.

Daily and Overnight Rate

To address the ongoing cost of parking operations, transit costs and desires to further enhance transit service as well as other innovative transportation solutions, the Task Force recommends the top rate increase to \$30 from \$25. In addition, the introduction of an overnight rate surcharge of an additional \$10 is suggested to be studied which would raise the rate for 24-hour parking to \$40 in those instances.

Transit

Regarding transit, in order to make the free areas more appealing, increased frequency from the West Vail area should be further studied, according to the Task Force. This could include the addition of a bus during peak times to the existing West Vail express and advertising a specific schedule for this route while utilizing the new underpass to provide direct service to Lionshead in the AM peak.

The other item of concern is the pink pass price verses the cost of a discounted ECO bus pass. ECO discounted season pricing costs from \$435-\$510 depending on the number of months

covered. The cost of the pink pass this last season was \$150 for the season or only \$1/day to park. The pink pass parking rate strongly encourages employees to drive verses use transit.

The need to continue to encourage ECO to offer express service form Dotsero and Gypsum similar to Eagle, Edwards and Avon is also critical. It is recommended ECO continue to work with Vail businesses and employees on discounts. ECO transit is scheduled to make a presentation at the October 17th Town Council meeting.

The Task Force recommends increasing the price of the pink pass to be more compatible with the price of ECO transit.

In addition the Task Force recommends adjustments to other parking passes based on the relative value of the hourly parking rate fee structure.

Parking and Transportation in the Future

The future of parking and transit was also discussed. Below are some highlights:

- The ability to reserve a space online for a premium
- Increased density along some of the transit routes for employee housing will impact transit service
- In order to respond to demand successfully during peak times on East and West Vail routes, 10 minute headway service may be necessitated
- CDOT Future Oct. 12 presentation by Panasonic and CDOT regarding autonomous/connected cars will be presented to the I-70 Coalition. The connected vehicle technology is anticipated to be in place during the mid to late 2020's. The autonomous vehicle technology being fully implemented is closer to 2045.
- Uber or Lyft and other ridesharing credits for difficult routes more costly routes/riders such as late night, off season and difficult to access areas
- Providing reserved spaces for residents of difficult or underserved or no service areas at outlying park and rides
- Exploring a Zip car and other car-sharing programs and providing spots in the structures
- Bike share programs, potential bike valet programs during major special events
- Apps to reserve both private and public spaces as well as real-time information
- There is a service called Ourbus which is a crowd sourcing transit service demand accumulator. It may allow us to perform dial-a-ride on group basis for under or no service areas

Technology in transportation is ever expanding and Vail should help lead the way.

IV. RECOMMENDED WINTER 2017-2018 PARKING PROGRAM

The Task Force makes the following recommendations when considering all the variables, policies and dynamics of the Vail parking program: reducing demand, the desire to encourage transit and carpooling use, discourage driving and have parking policies more aligned with our environmental policies, while recognizing the need to cover costs of increased parking operations and transit and other alternative enhancements.

Winter 2017-2018 objectives and recommendations

- Require construction projects to have an employee transportation and parking plan
- Work with ECO Transit to support increased service in 2018 through county budget process
- Develop a marketing and messaging plan around the following to reach 15 day overflow goal
 - Biking

- Walking
- Don't rent a car
- Environmental effects of driving
- Healthy lifestyles
- Reduce congestion
- Promote transit use
- Ridesharing (Uber, Lyft)
- Carpooling
- Employee van pools
- Special event marketing and messaging for attendees
- Special event employee/volunteers use alternative parking sites, modes
- Business Validations
- Random Acts of Kindness/Guest Recovery
- Inventory and add bike racks, bike corrals for special events
- Enhancing additional winterer transit service
- Long-term storage of cars
- Inventory winter usage of private lots

Recommended Rate Structure:

	<u>Existing</u>	<u>Proposed</u>
0 to 30	Free	Free
30 to 1	Free	Free
1 to 1.5	Free	Free
1.5 to 2	Free	\$5
2 to 3	\$15	\$10
3 to 4	\$20	\$20
4 to 15	\$25	\$30
15 to 24	\$25	\$40

Recommended Parking Pass Prices

	<u>Existing</u>	<u>Proposed</u>
Gold	\$3250	\$3250
Silver	\$1800	\$2000
Blue	\$1100	\$1500
Green	\$ 500	\$750
Pink	\$150	\$300

The parking pass adjustments have not been reviewed regarding any percentage increase basis being equal or with regard to value received based on the revised rate structure. The Gold Pass is thought to be overpriced for the current market and therefore no increase in price is proposed.

As with any change in parking rates or policies, a well thought out public education and implementation plan is critical to the success of the changes.

IV. RECOMMENDED ACTIONS COSTS AND BUDGET IMPLICATIONS

The Vail Parking and Transportation Task Force and staff will provide cost and budget projections on the final recommended plan. If there are items the council would like included in the budget projections, please provide those items and staff can work on bringing back the necessary information.

VI. ACTION REQUESTED

Provide direction to the staff and the PATTF on the information presented as well as provide feedback on the issues regarding any additional information which would be useful from the Task Force as the Town Council will be asked to decide on the winter 2017-2018 parking program in October.

VII. STAFF RECOMMENDATION

Staff recommends the Town Council provide input, direction and issues the council would like the Parking and Transportation Task Force to address in order to make a final recommendation to the Vail Town Council to review, adopt or modify at a regular evening meeting in October for the upcoming winter 2017-2018 ski season.

VII. ATTACHMENTS

Memo Attachments