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## Memorandum

TO: Vail Town Council

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

DATE: October 3, 2017

SUBJECT: Parking and Transportation Task Force Recommended Winter 2017-2018 Parking Program

### I. PURPOSE

The purpose of this item is to:

- Provide Town Council the Parking and Transportation Task Force (PATTF) recommendation for Winter 2017-2018 Parking Program
- Request Town Council approve the Winter 2017-2018 Parking Program

### II. BACKGROUND

The Town Council was presented the Parking & Transportation Task Force recommendations for the Winter 2017- 2018 Parking Program at the September 19, 2017 Town Council meeting. In addition to the winter parking program, Council reviewed various statistics and information regarding parking throughout the year.

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.

Recommended Winter 2017- 2018 Rate and Parking 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 adopted goal of the Town of Vail for parking during the winter is to provide a parking program in which all but 15 days of overflow parking occur. During the past two winters, the number of South Frontage Road overflow parking occurred 29 and 20 days, respectively. Had there been better utilization of the supply of available parking spaces combined with reduced demand – netting 217-304 vehicles – the town would have met the 15 day goal during the past two seasons. (See attached chart)

### **III. TASK FORCE DISCUSSIONS | WINTER 2017-2018**

The recommendations of the Parking and Transportation Task Force for the Winter 2017-2018 Parking Program are targeted to:

- Increase the use of the current underutilized parking supply during peak periods.
- Decrease the demand for parking spaces during peak periods to free up spaces.
- Encourage the use of carpooling and transit.
- Discourage the use of rental cars.
- Encourage the use of short-term parking for business opportunities versus free extended parking (looping) and the free 2 hour local ski outing.
- Encourage the reduction in Vehicle Miles of Travel VMT as outlined in the Town's Environmental Strategic Plan as a 20% VMT reduction goal.

The PATTF identified the following strategies to accomplish the goals and influence both the supply and demand side of parking for the upcoming season:

## **Supply**

During peak days, the outlying free parking has not been used to its fullest extent. In reviewing parking structure fill times for the 15<sup>th</sup> busiest and beyond overflow days for the 2015-2016 season, one day filled before 10:50 AM and the average fill time for these days was 11:50 AM. During the 2016-2017 season, for the same 15<sup>th</sup> busiest and beyond overflow days, one day filled before 10:50 AM and the average fill time was 11:20 AM. The average number of unused outlying free spaces available during 2016 -2017 on all frontage road overflow days was 94 spaces out of a total of 265 spaces or 35%. The number of spaces available on the 6 days beyond the 15<sup>th</sup> busiest day was 111 free spaces while the average number of cars overflowing on the South Frontage Road was 204. Over 50% of the overflow volume could have been accommodated in the current outlying free spaces.

## **Demand**

Peak day demand on average for the entire season is 5% higher than non-peak days. The goal is for a 5% reduction in drive-up demand to park in the structures during the 4-8 hour period. This period has 199,214 vehicle transactions during the season. The reduction would be nearly 10,000 cars for the season. A 5 % reduction on peak days would be on average 72 fewer vehicles occupying a parking space each peak day

By increasing the daily parking fee rate by 20% from \$25 to \$30, it is anticipated there will be a 5% decrease in demand.

Another area of focus by the PATTF is to reduce the number of cars overnighing in the structures during the winter season. On average, the number of cars in the structures overnight varies but does increase during peak periods as hotel occupancy and overall town occupancy peaks. Typically there are 200-300 cars overnight in both structures and on peak days this increases by another 100-200 cars. Applying an overnight surcharge to the new \$30 rate of \$10 for an overall rate of \$40 has been proposed. This would again reduce the storing of cars in the structure overnight and further discourage the use of rental cars of destination guests.

## **2 Hour Free Parking Period**

The PATTF reviewed the number of free transactions occurring during this time period, as well as the last 10 minutes and first 5 minutes (grace period) around the 2 hour time limit in the structures. 44.4% of all ticketed transactions (190,000 cars) took place during the entire 2 hour period. In the 15 minute period, 72,000 of the 190,000 transactions took place. According to observations by the parking staff, in addition to errands and lunch, the 2-hour free parking window provides just enough time to make a few runs on the mountain and for others, to “loop.” Comparing the recently collected data on summer parking transactions, where incentives to “loop” do not exist, only 35% of all transactions take place in the 2-hour period. The Task Force recommends reducing the free period from 2 hours to 90 minutes.

A reduction in the number of transactions during this period and increasing the number of available parking spaces in the structure is the goal. A 20% reduction would equal on average of approximately 100 transactions per day.

The PATTF recommends \$5 for the 90-minute to 2-hour period and a reduction of \$5 from \$15 to \$10 for the 2-hour to 3-hour period to encourage more time spent at businesses.

## Parking Vouchers

In addition, the Town is further exploring a business license holder voucher system. Initial thoughts are to encourage businesses to participate in a voucher program in which the Town will sell \$5 discounts to businesses for half price or \$2.50. The Town is in discussions with Vail Chamber and Business Association on how to assist and obtain feedback from the business community. If implemented, this would be a new program and the Town parking system is able to handle such a voucher program. The Town may limit the number of vouchers per business in the beginning to evaluate the program mid-season. Vouchers bought would not be refunded at the end of the season.

The Town, through its Vail Host program, has distributed free parking coupons in the past as a random act of kindness/guest recovery initiative. In discussions with the Welcome Center/Host staff, it is recommended the use of the same \$5 parking vouchers as a new guest recovery tool in lieu of the free parking coupon.

## Season Parking Passes

Season parking pass pricing is calculated based on the drive-up rate and the value derived for various user groups. With each pass, a discount and restriction is used to influence behavior. In evaluating the cost of the passes, the Task Force also took into account the number of passes used, targeted users and use patterns, and the ability to influence use or change behavior to a more restricted pass.

		Type of Pass			
		Gold	Silver	Blue	Green*
Number by Pass Type		42	30	329	158
Transactions per Time Period	0- 90 min	1337	338	1630	271
	90 min- 4 hours	721	407	3016	285
	4 hours plus	3076	3016	22368	5537
Percent of Transactions per Time Period	0- 90 min	26.0%	9.0%	6.1%	4.4%
	90 min- 4 hours	14.0%	10.8%	11.3%	4.7%
	4 hours plus	59.9%	80.2%	84.1%	90.9%
Total Seasonal Transactions		5134	3761	26593	6093
Ave. Number of Transactions		122.2	125.4	80.8	38.6
* Restricted on Days Used					

The Task Force recommends the following:

There is little demand for the Gold Pass. The consumer of this pass is least likely to change their habits. The Task Force felt this pass may have been overpriced and has recommended no increase. However, the Town Council has received several public comments suggesting the price for this pass also be increased.

The Silver Pass is similar to the Gold Pass in demand and usage. However, because it has the benefits of a Gold Pass and the overall seasonal value of parking has increased, it was felt a small increase was merited to discourage an increase in demand for the Silver Pass than the current market.

The Blue Pass is one of the more widely used passes with more use by employees including both Vail Resorts and Vail Health. The number of pass holders is a bigger demographic and, as such, a bigger price increase was deemed appropriate to shift demand.

The Green Pass is an employee pass. The pass is the most restricted parking structure pass; however, it also provides the benefits of a Pink Pass. There is also a monetary relationship between the benefits of the Green Pass verses just using the discounts of the Value Passes.

The Pink Pass is an employee pass which is greatly undervalued, according to the Task Force. The demand for the Pink Pass has averaged 585 passes for the last four seasons. The current cost is \$1/day. The requirement for this employee pass is the employee work 30hours/week to qualify. Even if the employee worked 3 10-hour shifts per week, the cost per day would be \$2.40/day. This pass does not encourage the use of transit or carpooling. It strongly encourages employers who may help their employees with the cost of parking or transit to buy a Pink Pass over an ECO transit pass. The cost of this pass does not support the town's environmental goals. For those employees who absolutely need to drive to work, increasing the cost per day to \$2 to \$4.80/ day depending on the number of days used remains a significant value and is still less than the cost of an ECO pass of \$2.78/day if used every day of the month.

## **Transit**

In order to encourage the use of the free outlying parking to the fullest, the Task Force recommends the West Vail Express bus service frequency be increased. The current express routes mirror both the Green route in the AM peak and the Red route in the PM peak on the North Frontage Road. The ability to provide a fixed-route schedule for the West Express offset from the Red and Green Routes on a 15-min frequency utilizing the new underpass to provide direct service to Lionshead is recommended. This would provide up to 6 opportunities during the morning and afternoon to take transit from Town Center to West Vail greatly enhancing the free outlying parking areas and further encourage transit use along the route from the West Vail and Timber Ridge area.

#### **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, align parking policies 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 winter transit service
- Long-term storage of cars
- Inventory winter usage of private lots

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 have provided cost and budget projections on the final recommended plan. The cost of the business voucher, guest recovery programs, the decreased revenue from reduced demand and price decrease will be offset by the modest increase in prices. The cost of the enhanced West Vail Express is \$75,000 and can be covered with the remaining parking revenue offset.

#### **VI. ACTION REQUESTED**

Approve or approve with modifications the Winter 2017-2018 Parking Program as recommended by the Parking and Transportation Task Force. Approving the program

earlier in October allows additional time to collaborate with our many partners on a successful winter season.

Recommended Rate Structure:

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**VII. STAFF RECOMMENDATION**

Staff recommends the Town Council approve the Parking and Transportation Task Force recommendations for the Winter 2017-2018 Parking Program. The town will work with our partners to provide a thorough public information program regarding the changes to the parking program.

**VII. ATTACHMENTS**

Parking overflow demand chart