



## Memorandum

TO: Vail Town Council

FROM: Greg Hall, Director of Public Works and Transportation

DATE: March 20, 2018

SUBJECT: Summer 2018 recommended Parking Plan

### I. PURPOSE

The Parking & Transportation Task Force forwarded recommendations to the Vail Town Council for the summer of 2018 and were reviewed at the March 6, 2018 meeting. Council directed staff to return with an operational plan to accomplish the recommendations. The purpose of this item is to:

- Provide parking plan for Summer 2018
- Request Town Council direction regarding the plan

### 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. The current focus of the Task Force has been an evaluation of summer 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 Health - 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. RECOMMENDED ACTIONS MOVING FORWARD

#### Summer 2018 Objectives and Recommendations

##### Transit

- Continue with increased summer bus service by Vail Transit following successful pilot program during summer 2017
  - Review potential expansion of hours currently budgeted for summer 2018 re: concert departures and early AM
- Market/promote advantages of transit

### Parking Structures

A specific topic was the overnight use of the garages during the summer from August 1- September 30, 2017. The two structures averaged 324 vehicles a night in the early 4- 5 AM time period. The weekday average was 294 cars while the weekend average was 424 cars

- Focus on goal to reduce number of vehicles parked overnight in structures by half to increase daytime capacity by freeing up 100 to 200 parking spaces per night
  - Requires 24-hour staffing operations
  - Create an allowance for overnight parking for guests of lodges with no on-site parking (Mountain Haus, Plaza Lodge, Bridge Street Lodge) and lodges with limited parking (Gasthof Gramshammer, Vail Mountain Lodge) as well as employee overnight shift-work
  - Will require an overnight fee structure in addition to reviewing current regulations regarding abandoned vehicles stored in the structures (14+ days)
- Facilitate parking management plan with Vail Health and other major construction projects in the Village core as well as employers
  - Town of Vail to apply for permission from CDOT for use of 100 parking spaces west of the West Vail Fire Station to allow 7-day a week parking through 2020; may require additional bus service

### Short-term Leasing of Private Parking spaces

- Evaluate Town Code amendments to allow short-term daily leasing of private parking spaces
  - Would allow web or app-based parking reservation technologies

### Ongoing

- Work with ECO Transit to support increased service in 2018 through county budget process
- Continue a marketing and messaging plan around the following:
  - 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

- Continue to require construction projects to have an employee transportation and parking plan

#### **IV. PROPOSED SUMMER 2018 PARKING PLAN AND BUDGET IMPLICATIONS**

The Vail Town Council directed staff to return with a recommended rate and policies to implement an overnight fee to free up additional parking spaces. The goal of the policy is to reduce cars which are being stored or parked in the structure overnight to free more spaces up during the day for guests. In addition, reduce the number of times the parking structures fill and/or parking overflows onto the frontage roads.

Staff recommends the following:

- An overnight fee of \$25 which is charged for vehicles in the structure during the period of 4 AM to 5 AM.
- Exceptions for hotels with no and/ or limited parking on site. Parking vouchers will be distributed to the hotels to be provided for guests to exit.
- Exceptions for employees of the village commercial businesses including Vail Health whose shift requires them to occupy the structures during these times. Parking passes will be issued to those employees.
- Maintain the policy of free exit of users who choose safe travel arrangements to get home and then return by 11:00 AM to retrieve their vehicle administered through the Welcome Centers.
- Exceptions for those hotels with adequate parking except for large group business which may overflow their parking facilities. Parking vouchers will be distributed.
- Staff is still investigating the use of all current parking passes during the summer for ease of entry/exit.
- Implement the program from Memorial Day through the end of September.

##### **Parking Operation Costs**

Staffing	\$100,000
Benefits (health benefits will be required of some staff) adds costs to all of 2019	\$36,000
Parking tickets and passes	\$14,000
Public Education Program	<u>\$10,000</u>
Total cost to implement the overnight parking fee	\$160,000

#### **V ACTION REQUESTED**

Provide direction to the staff regarding the Summer 2018 Parking plan to include:

- Direct staff to implement the paid overnight fee structure for the Summer 2018 as outlined above
- Amend the second reading of the first budget supplemental for 2018 to provide an additional \$160,000 for the program implementation

#### **VI. STAFF RECOMMENDATION**

Staff recommends the Town Council approves the recommendations for the Summer Parking Plan

- Direct staff to implement the paid overnight fee structure for the Summer 2018 as outlined above

- Amend the second reading of the first budget supplemental for 2018 to provide an additional \$160,000 for the program implementation