



**Memorandum**

TO: Vail Town Council

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

DATE: October 6, 2020

SUBJECT: Parking and Transportation Task Force Recommended Winter 2020-2021 Parking Program

**I. PURPOSE**

The purpose of this item is to:

- Provide Town Council the Parking and Transportation Task Force (PATTF) recommendation for Winter 2020-2021 Parking Program
- Request Town Council approve the Winter 2020-2021 Parking Program

**II. BACKGROUND**

The Parking & Transportation Task Force met via Zoom on September 17, 2020 to review statistics from the winter 2020 - 2021 season as well as make recommendations for Winter 2020 – 2021 Parking Program.

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 – Beth Howard 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 2020 - 2021 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	Free
2 to 3	\$10	\$10
3 to 4	\$20	\$20
4 to 15	\$30	\$30
15 to 24	\$50	\$50

## Recommended Parking Pass Prices

	<u>Existing</u>	<u>Proposed</u>
Gold	\$3300	\$3300
Silver	\$2000	\$2000
Blue	\$1250	\$1250
Green	\$ 625	
Red	\$ 450	\$ 450 (Red Sandstone parking garage)
Pink	\$ 200	\$ 200

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. This past winter there were 25 days of overflow parking up until the season ended on March 15. The previous season there were 34 days of overflow parking to March 15. Same period transactions were down 4, however daily revenue was down 15%.

### III. TASK FORCE DISCUSSIONS | WINTER 2020-2021

The Parking and Transportation Task Force for the Winter 2020-2021 reviewed:

Vail Health's full parking supply is anticipated for availability beginning November 20, to coincide with the opening of ski season and the beginning of managed parking. This alone will help with the parking situation. The campus will have a total of 558 parking spaces for visitors and staff this coming season, that is up from the 70 they have operated with the last two seasons. In addition, the number of on-site construction workers will be drastically reduced by winter season.

Covid-19 ramifications and Vail Resorts upcoming season operations were discussed. Concerns of a drive market and hesitancy of some of the population to use ridesharing, transit and shuttles puts pressure on the parking supply. Reservations caps should decrease the largest peak days. The demand for getting into the outdoors to partake in activities this summer has shown how popular places like Vail are during the pandemic. Skiing appears to fit well into this pattern for the winter. Winter hampers Vail residents ability to use other modes of mobility such as walking and biking to travel and this was confirmed by the recent Citizen Survey and Climate Action committee surveys. At this time there are many variables as to what may or may not happen. Planning for a winter with the

usual demand on parking and if need be making modifications is more prudent than trying to back track.

One significant issue brought up which Vail Resorts and Town staff are meeting now on is the need to spread the demand at the base areas out more evenly. This is very important to the Vail Resorts plan to operate this winter. This means making sure the Gold Peak base area has more transportation options to more evenly spread demand. Staff is looking at how to increase bus service to Gold Peak, more directly, this could be similar to the DEVO express while also greatly enhancing the pedestrian connections between the Vail Village base and Gold Peak base.

The PATTF discussed the following items.

### **Supply**

The Red Sandstone Parking Garage will provide 120 additional spaces every day and up to 160 spaces during non-school days. It was recommended to continue this season with the garage being available to Value Passes as was allowed mid-season last year. On Non-peak days Vail Value pass holders would be charged \$ 5 and Eagle County Value pass holders would be charged \$ 10. On peak days Vail Value pass holders would be charged \$ 10 and Eagle County Value pass holders would be charged \$ 15.

### **Rates**

The PATTF reviewed the rates and recommend the rates stay the same for the upcoming season. It was discussed because there is so much in play as to how the season will unfold, if modifications are needed to be made, the council can and should act quickly to changing conditions.

### **Season Parking Passes**

The PATTF reviewed the parking passes and recommend the pass stay the same, with one exception. The Green employee pass was discussed to be removed for this year. Nearly half of the passes were bought for employees on the Vail Health campus. This coming season, Vail Health will have the full extent of spaces available. The remaining users are likely employees working in Lionshead. These employees can be served by the Red Sandstone Parking Garage for a lessor value.

There was also acknowledgement this year we should have no loss of parking at either Ford Park, or the Soccer Field to stage special events due to Covid restrictions.

### **Looking Ahead**

There was a brief discussion looking to the future as the Town Council reviews the capital budget and potential replacement of the current parking system in 2021. There is an opportunity to create a paradigm shift in how the town manages parking and consider a more holistic approach to mobility. If the parking system is budgeted for replacement, there will be more Parking and Transportation Task Force meetings to further evaluate

opportunities, discuss the concepts of mobility management and refine programs moving forward.

#### **IV. RECOMMENDED WINTER 2020-2021 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 2020-2021 objectives and recommendations**

- Require construction projects to have an employee transportation and parking plan
- Continue to work with ECO Transit to support service. Work with Tanya Allen the new ECO director, who was able to attend the meeting. The Eagle County Transit Hub was discussed and is up and running which can be accessed through the following link [transithub.com](http://transithub.com).
- Develop a marketing and messaging plan with an emphasis of COVID around the following to reach 15-day overflow goal:
  - Walking
  - Don't rent a car
  - Environmental effects of driving
  - Healthy lifestyles
  - Reduce congestion
  - Work from home, and stay in Vail to attend on-line classes or zoom meetings verses driving during peak commuter patterns on I-70
  - Promote transit use
  - Ridesharing (Uber, Lyft)
  - Carpooling
  - Employee van pools
  - Biking
  - Continue to investigate first and last mile solutions
- Overnight storage of cars, there was discussion that during this summer, hotels and short-term rentals saw a larger number of cars on site due to limited air travel, limited shuttle service, and with less group business and more of a drive market. This will be monitored to see if the trend continues to the winter.

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

Approve or approve with modifications the Winter 2020-2021 Parking Program as recommended by the Parking and Transportation Task Force. Approving the program is required prior to pass sales which begin on October 26<sup>th</sup>.

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**VII. STAFF RECOMMENDATION**

Staff recommends the Town Council approve the Parking and Transportation Task Force recommendations for the Winter 2020-2021 Parking Program.