



Memorandum

TO: Vail Town Council

FROM: Greg Hall, Director of Public Works and Transportation

DATE: August 15, 2017

SUBJECT: Update on summer 2017 bus service and summer parking

I. PURPOSE

The purpose of this item is to:

- Provide Town Council with a mid-season update on the enhanced summer transit service pilot program for 2017
- Provide Town Council with a mid-season update on summer parking for 2017

II. BACKGROUND

On April 18, 2017 the Town Council directed staff to implement a modified enhanced summer transit service pilot program for 2017 as initially proposed by the Parking & Transportation Task Force.

It was recommended as a 7-day-a-week pilot program extending from Memorial Day to the end of September as follows:

- Increase East Vail service to 30 minute from 7 AM to 6 PM
- Increase Sandstone service from 2 hour to 1 hour from 6:40 AM to 6:40 PM
- Increase Golf Course service from 2 hour to 1 hour from 8:10 to 5:10 with transition service on either end of less than 2 hours but greater than 1 hour. Two hour service is after 6:40 PM.

In recommending the pilot program, staff estimated that ridership would grow by approximately 18,000 riders for the 2017 summer season, a 25 percent increase.

The cost of this service is \$2,625/week for labor, \$1,595/week for bus operation. Service for the 18 weeks from Memorial Day to the end of September is \$76,000. To extend the service for an additional 6 weeks to the beginning of ski season, the total expenses for the pilot program would be \$101,300.

The Task Force had recommended the enhanced transit service pilot program to address the following:

- The town has received complaints from citizens regarding the lack of more frequent bus service via the town's citizen surveys and community picnics

- Encourage getting people out of their cars and onto the buses as an alternative; however, the message needs to be supported by increased service levels
- Reduce vehicle trips and support the town's environmental commitment
- East Vail trail areas from hour service to 30 minutes would also help reduce trailhead parking capacity issues
- Enhanced summer transit service would also be an added guest amenity for outlying lodging properties in East Vail, Sandstone and the Golf Course areas
- Data collected with increased transit service and with ridership numbers to complement the summer parking 2017 data allowing for more informed decision-making for summer 2018

Concerns for not implementing the service were as follows:

- Only provide additional service if the town has paid parking
- Paid parking is the only driver to increasing bus ridership
- The service becomes an entitlement
- The town is experiencing revenue shortfalls and now is not the time to increase costs
- This discussion should be in the context of the 2018 budget process

III. MID SUMMER RIDERSHIP NUMBERS AND PARKING DATA (JUNE AND JULY)

The enhanced summer transit service pilot program for 2017 went into effect on Memorial Day May 27, 2017. The actual service enhancements were as follows:

- Increased East Vail service to 30 minute from 7 AM to 6 PM
- Increased Sandstone Service from 2 hour to 1 hour from 6:40 AM to 7:40 PM and extend the last hour of service by 1 hour to 11:40
- Increased Golf Course service from 2 hour to 1 hour from 8:10 to 5:10 with transition service on either end of less than 2 hours but greater than 1 hour. Two hour service is after 6:40 PM and extends the last hour of service by 1 hour to 10:40.

The stats are as follows:

Summer bus ridership															
			2016			2017			Change in Actual Counts			Percentage Change			
	June	July	Total	June	July	Total	June	July	Total	June	July	Total	June	July	Total
East Vail	10751	14827	25578	12502	18456	30958	1751	3629	5380	16%	24%	21%			
Ave per day	358	478	419	417	595	508	58	117	88						
Sandstone	1964	2636	4600	3909	5037	8946	1945	2401	4346	99%	91%	94%			
Ave per day	65	85	75	130	162	147	65	77	71						
Golf Course	447	611	1058	813	1474	2287	366	863	1229	82%	141%	116%			
Ave per day	15	20	17	27	48	37	12	28	20						
Total All Routes	13162	18074	31236	17224	24967	42191	4062	6893	10955	31%	38%	35%			
Ave per day	439	583	512	574	805	692	135	222	180						
Summer Parking Update															
Days on the Frontage Road	5	11	16	4	11	15	-1	0	-1	-20%	0%	-6%			
Days Village Filled	7	12	19	8	14	22	1	2	3	14%	17%	16%			
Transactions Vail Village	81084	94367	175451	77211	87449	164660	-3873	-6918	-10791	-5%	-7%	-6%			
Ave per day	2703	3254	2876	2574	3015	2699	-129	-239	-177	-5%	-7%	-6%			
Days Lionshead Filled	15	25	40	4	20	24	-11	-5	-16	-73%	-20%	-40%			
Transactions Lionshead	51225	59442	110667	45457	56625	102082	-5768	-2817	-8585	-11%	-5%	-8%			
Ave per day	1708	2050	1814	1515	1884	1673	-193	-166	-141	-11%	-8%	-8%			
Total Cars Parking/Ford and Road	149544	173313	322857	138594	162883	301477	-10950	-10430	-21380	-7%	-6%	-7%			
Ave per day	4985	5976	5293	5617	5254	4942	632	-722	-350	13%	-12%	-7%			

The actual incremental cost per rider is \$3.36.

VII. STAFF RECOMMENDATION

Staff recommends: 1) further discussing whether to extend the enhanced summer transit service pilot program for additional six weeks from the end of September to the beginning of ski season at a cost of \$25,000; and 2) to direct staff to continue the enhanced summer bus service in preparation of the 2018 budget for the 24 week period.