



TO: Mountain Village Town Council

FROM: Paul Wisor, Town Manager; Jim Loebe, Transit & Recreation Director

DATE: September 14, 2023

RE: Discussion Regarding Day Parking Fees and Parking Policy Changes for 2023-24 Winter Season

Executive Summary: The draft parking system analysis, including market rate study has been completed by Walker Consultants and is available for presentation to Council. In preparation for the upcoming ski season, and before formally adopting the study, the parking committee is requesting full council feedback on rates and policies as recommended in the analysis.

Overview

In order to more effectively manage the parking supply issue during the ski season, last fall the Town engaged the services of a consultant to perform a system and market rate analysis. The draft study finds that the single largest contributing factor to the parking supply issue is free day parking. Instituting fees, in combination with policy changes, will provide temporary relief to the supply issues. Parking fees will also bolster revenues which are currently inadequate to fund managed parking operations, existing maintenance requirements, and / or expansion efforts.

The parking committee is seeking council and public input on the following condensed rate schedule and policy change overview. A more detailed summary is included in the meeting materials.

Consultant Rate and Policy Recommendations:

GPG – Daily Rates (Winter Only)

- Monday – Thursday \$15/Day
- Friday – Sunday \$25/Day
- Overnight (2am – 6:30am) \$30
- Commuter / Employee Permit \$200/Season
- Resident Permits Exempt from Day Rates

Meadows – Daily Rates (Winter Only)

- Monday – Thursday \$10/Day
- Friday – Sunday \$15/Day
- Commuter / Employee Permit \$200/Season
- Free After 5pm
- Overnight By Permit Only (2am – 6:30am)
- Resident Permits Exempt from Day Rates

Heritage – Hourly Rates

- Monday – Thursday \$5/Hour
- Friday – Sunday \$10/Hour
- Max Rate \$50/24 Hours
- No Permit Parking

North Village Center – Hourly Rates

- Monday – Thursday \$5/Hour
- Friday – Sunday \$10/Hour
- Max Rate \$50/Day
- No Permit Parking

South Village Center – Hourly Rates

- Monday – Thursday \$5/Hour
- Friday – Sunday \$10/Hour
- Max Rate \$50/24 Hours
- No Permit Parking

Permits

- **Employee / Commuter** \$200/Season (Winter Only)
\$50/Month if not paid in advance
 - Valid in Gondola Parking Garage and Meadows Lot
 - Available to anyone employed by a business located in Mountain Village
 - Proof of employment required
 - Transferrable to encourage carpooling
 - No overnight parking privileges
- **Resident** \$100/Year
 - Free unlimited day parking in Gondola Parking Garage
 - Free unlimited day parking in Meadows Lot
 - No longer valid in North Village Center or Market Plaza rock wall
 - Proof of Mountain Village residency required (Deed or 12 month or greater lease)

Violations

- All \$30 violations increase to \$75



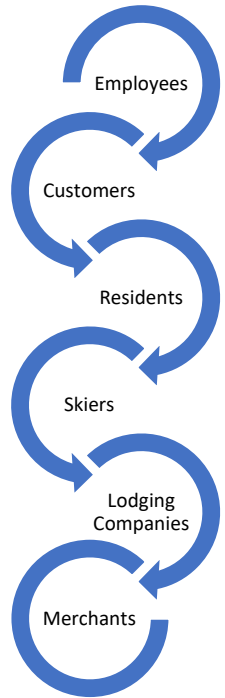
WALKER
CONSULTANTS

Town of Mountain Village: Parking and Transportation Management

Presentation to Town Council
February 16, 2023



WHY MANAGED PARKING IS IMPORTANT FOR EVERYONE



Access for **all parkers** in the community

Easier for customers to **access businesses**

Increased **merchant revenues**

Growth in **sales tax** that can be used to reinvest

WHAT ARE THE ISSUES WE ARE FACING TODAY

128

Days in the
22/23 ski
season

50+/-

Days parking is
nearly full of full.



The parking system fund only covers the current operation and maintenance needs. It is *not* financially capable of existing debt service, investing in new infrastructure or technology.

WHAT CONTRIBUTES TO PARKING BEING TOO FULL TOO OFTEN

#1

Free Parking: Free parking in the Gondola Parking Garage and Meadows Lot is the single largest contributing factor to parking being full too often.

#2

SOV: Single occupancy vehicles is the second largest contributor to the parking supply being full too often. Free parking leads to more people driving alone.

#3

Policies: Some policies are no longer appropriate with today's needs; therefore, don't allow for alternative transportation options to be incentivized.

#4

↑ **Visitation:** Visitation to the area continues to grow.

WHY ARE CHANGES NEEDED TO POLICIES & PARKING PRICING?

- Climate action goals
- Reduction of single-occupant vehicles
- A sustainable parking program
- Ability to invest in:
 - New parking infrastructure and supply
 - Technology upgrades
 - New signage and wayfinding
- Encourage use of alternative transportation
 - Carpool
 - Vanpool
 - SMART transit
- Modernization of parking operations
- Financial self-sufficiency
- Balance needs for all user groups
- Improve user experience



**SAN MIGUEL AUTHORITY
FOR REGIONAL
TRANSPORTATION**



RECOMMENDED ACTIONS

Completed in fall of 2022



- ✓ Adjust number of permits issued for Big Billie's residents to Meadows Lot so more overflow parking can be accommodated in this lot.



- ✓ Temporary use of airport lot by permit

Recommendations for next winter season

- Modify policies for Resident permit parking
- Modify tiered parking rates
 - Increase parking rates in HPG and North and South Village Lots
 - Implement day user fees in Gondola Parking Garage and Meadows Lot
 - Increase parking permit rates
 - Increase parking violation fees
- Establish a parking permit program for employees and commuters.

OUTCOMES OF RECOMMENDED ACTIONS



Increased carpooling: Reduction in SOV



Climate action goals: Reduced GHG.



Increases use of SMART

Increased revenues will allow for investment in:



- Technology
- More actively managed system
- New infrastructure



Provide commuters and employees not living in TMV the ability to park without negatively impacting them for living outside of town.

*Additional revenue sources may be required to support debt service of new infrastructure.

MOVING FORWARD WITH A BETTER MANAGED SYSTEM

Change is hard;
but it's the **right**
thing to do.



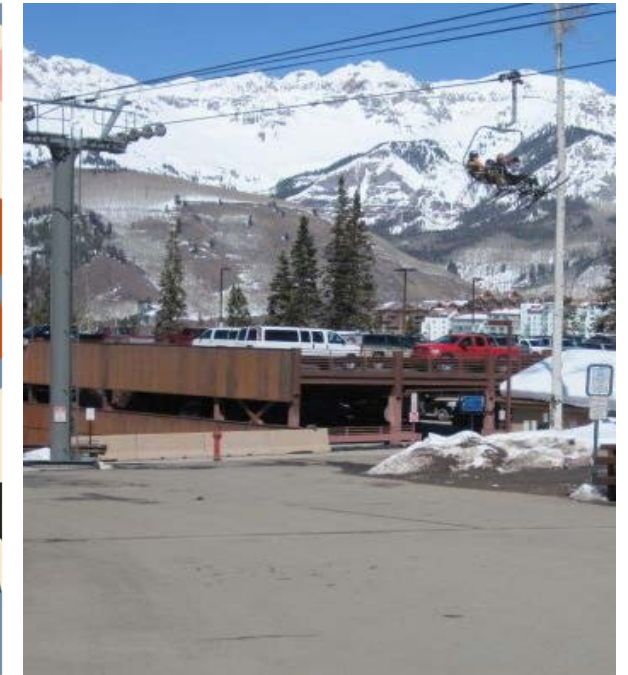
Start **small** and
take a
transitional
approach



Communicate
with the
community



Implementation





Questions & Discussion

PEER RESORT & COMMUNITY PRICING



PEER RESORT & COMMUNITY PRICING

- **12 peer resorts and/or mountain communities examined**
- **Key findings:**
 - **Comparable parking facilities charge more on average than Mountain Village**
 - **Most peer facilities have tiered pricing models where the most convenient parking facilities and/or parking structures have higher rates than lots further away**
 - **Rates vary between the weekend and weekdays**
 - **Hourly parking rates were, on average, about 2x more than Mountain Village**
 - **Many peer locations do not offer overnight parking**



**AVERAGE DAILY RATES FOR
CLOSE-IN/PREMIUM PARKING**

Weekday Average: \$20


Weekend Average: \$26

Highest Observed: \$50



**OVERNIGHT PARKING RATES
(WHERE OFFERED)**

Range of Rates: \$35 - \$60



FACE COVERINGS
REQUIRED ON

02 | Overview of Proposed Changes

PROPOSED NEW TIERED RATE STRUCTURE



ECONOMY

- **Meadows Lot**



PREFERRED

- **Gondola Garage**



PREMIUM

- **Heritage Garage**
- **North & South Village Lots**



PERMIT ONLY

- **Airport (R) Lot**

COMMUTER/EMPLOYEE PERMITS

- **New permit option**
- **Low price and equitable access for employees who live outside the Town**
- **Proposed cost is \$200 per winter season**
 - **Equates to about \$2 per day**
 - **Proof of employment required within TMV**
 - **\$50 per month if not paid in advance**
- **Valid in Gondola Garage and Meadows Lot as space permits**
- **Carpooling and sharing of permit cost amongst riders possible and should be encouraged**
- **Cost set to encourage carpooling or other transit options**
- **Permit is transferable**



HERITAGE GARAGE



RATES

EXISTING

\$2 per hour

Max rate: \$35 per day

PROPOSED

Mon – Thurs: \$5 per hour

Fri - Sun: \$10 per hour

Max rate: \$50 per day



HOURS

Rate always in effect

No change



OVERNIGHT PARKING

With payment

No change



RV/TRAILER PARKING

Not allowed

No change



PERMIT PARKING

N/A

N/A

NORTH VILLAGE LOT

EXISTING

PROPOSED



RATES

6 PM – 6:30 AM:
Free

Mon – Thurs: \$5 per hour
Fri - Sun: \$10 per hour



HOURS

6:30 AM – 6 PM:
\$2 per hour

Max rate: \$50 per day

6:30 AM – 2 AM Daily



OVERNIGHT PARKING

Not allowed
(2 AM – 6:30 AM)

No change



RV/TRAILER PARKING

Not allowed

No change



PERMIT PARKING

Free parking with
resident permit
6:30 AM – 2 AM

No free parking for resident
permits

SOUTH VILLAGE LOT

EXISTING

PROPOSED



RATES

6: 30 AM – 6 PM:
Free (30 min limit)

Mon – Thurs: \$5 per hour
Fri - Sun: \$10 per hour



HOURS

6 PM – 2 AM:
Free (No time limit)

Max rate: \$50 per day

6: 30 AM – 2 AM Daily



OVERNIGHT PARKING

Not allowed
(2 AM – 6:30 AM)

No change



RV/TRAILER PARKING

Not allowed

No change



PERMIT PARKING

Not allowed

No change

RESIDENT PERMITS

- **\$100 annually**
 - **Market potential to increase permit rates**
- **12+-month lease or property deed required to get permit**
- **Free unlimited parking at and along rock wall and at North Village Center no longer permitted due to capacity restraints**
- **Free unlimited day parking at Gondola Garage and Meadows Lot**



MEADOWS LOT

EXISTING

PROPOSED



RATES

Free

Mon – Thurs: \$10 per day
Fri - Sun: \$15 per day
Free after 5 PM



HOURS

N/A

8 AM – 5 PM daily



OVERNIGHT PARKING

Only with permit

Up to two additional non-transferrable permits valid at \$100 per season per Meadows residential address.



RV/TRAILER PARKING

Not allowed

No change



PERMIT PARKING

Resident permit,
Lot M permit only

Free unlimited resident and commuter permit daytime parking as space permits.

GONDOLA GARAGE

EXISTING

PROPOSED



RATES

Free

Mon - Thurs: \$15 per day
Fri - Sun: \$25 per day



HOURS

N/A

6: 30 AM – 2 PM daily



OVERNIGHT PARKING

\$25 (Open deck levels only)

\$30. Bulk overnight passes increase by \$5 each.



RV/TRAILER PARKING

\$50

\$60

\$300 for overnight business permit.



PERMIT PARKING

\$270 for overnight permit.

Free unlimited resident permit daytime parking as space permits

AIRPORT (R) LOT

EXISTING

PROPOSED



**RV/TRAILER
PARKING**

N/A

**\$100 for oversized vehicle
permit**



**PERMIT
PARKING**

N/A

**\$50 unlimited resident parking
approved in October**

**Offer permit for commuters
and other non-residents at
higher price as/if space
permits**

Provide a summer permit option

PARKING VIOLATION FINES

EXISTING

PROPOSED



ABANDONMENT OF VEHICLE

\$30

\$75



STOPPING, STANDING, OR PARKING PROHIBITED IN A SPECIFIC AREA

\$30

\$75



PARKING LONGER THAN MAXIMUM TIME ALLOWED IN METERED LOTS

\$30

\$75



FAILURE TO PURCHASE PARKING VIA METER OR APP

\$30

\$75