



TO: Mountain Village Town Council

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

DATE: November 27, 2023

RE: Consideration of Adoption of a Memorandum of Understanding Between TSG & the Town of Mountain Village Regarding Paid Day Parking at the Gondola Parking Garage and Meadows Parking Lot and Revised 2023 / Proposed 2024 Parking Guidelines

Executive Summary: The draft parking system analysis, including market rate study has been completed by Walker Consultants and was presented to Council at the September regular meeting. At the direction of Council, staff has been working with TSG leadership to develop a paid day parking model utilizing the framework provided by the Town’s consultant.

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 expansion efforts.

Staff is seeking council and public input on the following condensed rate schedule and policy change overview. These changes, where applicable, have been incorporated into both the TSG MOU and the Town’s revised 2023 and proposed 2024 parking guidelines.

Summary of Rate and Policy Changes:

GPG – Daily Rates (Winter Only)

	Current	Proposed
• Monday – Thursday	Free	\$10/Day
• Friday – Sunday	Free	\$15/Day
• Overnight (2am – 6:30am)	\$25	\$30
• Commuter / Employee Permit	N/A	\$200/Season
• Resident Permit	Free	Free
• Valet Bulk	\$17.50	\$25
• Monthly Overnight	\$270/Month	\$300/Month
• Business Overnight	\$100/Month	\$125/Month

Meadows – Daily Rates (Winter Only)

	Current	Proposed
• Monday – Thursday	Free	\$10/Day
• Friday – Sunday	Free	\$15/Day
• Commuter / Employee Permit	N/A	\$200/Season
• Free After 3pm		
• Overnight By Permit Only (2am – 6:30am)	\$100	\$100
• Resident Permits Exempt from Day Rates	Free	Free

Heritage – Hourly Rates

	Current	Proposed
• Monday – Thursday	\$2/Hour	\$5/Hour
• Friday – Sunday	\$2/Hour	\$10/Hour
• Max Rate	\$35/24 Hours	\$50/24 Hours
• Permit Parking	Not allowed	Not allowed
• Valet Bulk	\$25/24 hours	\$40/24 hours

North Village Center – Hourly Rates

	Current	Proposed
• Monday – Thursday	\$2/Hour	\$5/Hour
• Friday – Sunday	\$2/Hour	\$10/Hour
• Max Rate	N/A	\$50/Day
• Permit Parking	Resident free	Resident free after 3pm

South Village Center – Hourly Rates

	Current	Proposed
• Monday – Thursday	Free	\$5/Hour
• Friday – Sunday	Free	\$10/Hour
• Max Rate	N/A	\$50/Day
• Permit Parking	Not allowed	Not allowed

Market Plaza

	Current	Proposed
• 1 Hour Free 6:30am – 2:00am		
• Permit Parking	Resident free	Resident free after 3pm

Permits

- **Employee / Commuter (new)** \$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 (no change)
 - 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 current \$30 violations increase to \$75

Proposed Motions

1. I move to approve the memorandum of understanding between TSG and the Town of Mountain Village regarding parking at the gondola parking garage and meadows parking lot.
2. I move to approve the revised 2023 and proposed 2024 parking guidelines.

MOU BETWEEN TSG & TOWN OF MOUNTAIN VILLAGE RE PARKING AT THE GONDOLA PARKING GARAGE AND MEADOWS PARKING LOT

This MOU is entered into on November __, 2023 (“Effective Date”), by TSG Ski & Golf, LLC (“TSG”) and the Town of Mountain Village, a home rule municipality (the “Town”).

RECITALS

- A. The Mountain Village Metropolitan District (“Metro District”) and Telluride Ski & Golf Company, LLLP entered into that certain Open Space Conveyance Agreement dated January 7, 2003 (“Agreement”), pursuant to which the Metro District agreed to allow free parking in perpetuity for all Telluride Ski & Golf Resort users at the Gondola Parking Garage (GPG) and the Meadows Parking Lot (“Meadows Lot”). The Agreement provides that the Metro District would not charge skiers and others visiting the Telluride Ski & Golf Resort for parking at the GPG or the Meadows Lot.
- B. The Town and TSG are successors-in-interest to the Metro District and Telluride Ski & Golf Company, LLLP.
- C. The Town requests it be allowed to charge for parking at the GPG and Meadows Lot. The primary reason the Town desires to charge for parking at the GPG and the Meadows Lot is to manage the parking better so that there are more parking spaces for guests during the Winter months for the benefit of all the businesses in Mountain Village.
- D. Pursuant to this MOU, TSG agrees to allow the Town to charge for parking at the GPG and the Meadows Lot during the ski season under the terms and conditions below.

AGREEMENT

- 1. Parking Rates. Except as provided herein, the Town may charge reasonable fees for parking at GPG and the Meadows Lot, pursuant to the rates shown on Exhibit A, attached hereto and incorporated herein. The Town shall only be permitted to charge for parking at the GPG and the Meadows Lot during the Ski Season, which is approximately from Thanksgiving through the first Sunday in April of the following year.
- 2. Term and Termination. The Term of this MOU is one (1) year, commencing on the Effective Date and terminating on October __, 2024 (“Term”). The Term shall renew only with the agreement of both TSG and the Town.
- 3. TSG Employee Parking. The Town shall offer an employee parking pass for all employees who work in the Mountain Village, including Town and TSG employees. The Town shall determine a reasonable rate for employee parking permits, which rate is set forth on Exhibit A.

4. Maintenance. The Town, at its sole cost and expense, shall be responsible for the day to day operation, maintenance and management of the GPG and Meadows Lot and shall have full and absolute authority, except as set forth otherwise in this Agreement, to operate, maintain and manage all parking at the GPG and the Meadows Lot as it determines to be reasonably necessary in order to assure the health, safety and welfare of the general public, including residents and guests.
5. Exhibit B – Parking Management Plan. Exhibit B shall set forth the Town’s parking management plan for GPG and the Meadows Lot (“Parking Plan”) for the Term and any Renewal Term. Each year during the Term and any Renewal Term, the Town shall prepare an updated Parking Plan and submit it to TSG, prior to June 1 of each Term and each Renewal Term, for TSG’s review and approval. The Parking Plan shall contain, among other things, a detail of the parking management plan and all fees to be charged. Jim Loebe shall be the one in charge of managing the parking plan for the Town.
6. Reporting. On a quarterly basis during the Term and any Renewal Term, the Town shall provide TSG with regular reporting on the parking operations at GPG and the Meadows Lot (“Reports”). The Reports will contain such information as reasonably requested by TSG and at minimum, financial information on the operation and management of the GPG and the Meadows Lot, including fees collected and funds spent on operation and maintenance and detailed usage information as such is available to the Town.
7. No Cost or Expense to TSG. The Town, at its sole cost and expense, shall be solely responsible for all cost and expenses related to the GPG and the Meadows Lot and nothing herein shall create any new obligations of TSG related thereto.
8. USFS Permit and ROD. The Parties recognize and acknowledge that TSG operates the Telluride Ski Area under a special use permit from the USFS. The Parties further recognize and acknowledge the USFS issued a Record of Decision (ROD), which requires TSG to direct its employees and day skiers to park in the Mountain Village parking lots to eliminate vehicle trips to the Town of Telluride. Nothing in this MOU (or subsequent agreement) shall violate any terms of the USFS permit or ROD or negatively impact TSG’s obligations under those agreements.
9. Rights under the Open Space Conveyance Agreement. This MOU does not terminate the Open Space Conveyance Agreement or terminate any rights of TSG to free parking under the Agreement. Rather, this MOU shall be construed as a temporary waiver by TSG of its rights to free parking in the GPG and the Meadows Lot. Neither party is waiving any rights or obligations under the Open Space Conveyance Agreement not expressly stated herein, nor is either party waiving any claims or defenses as to the enforceability or non-enforceability of the Agreement.

IN WITNESS WHEREOF, TSG and the Town have caused this MOU to be executed as of the date first above written.

TOWN OF MOUNTAIN VILLAGE

By: _____

ATTEST:

Susan Johnston, Town Clerk

APPROVE AS TO FORM:

David McConaughy, Town Attorney

TSG SKI & GOLF, LLC

By: _____
M.C. Horning, Jr., Manager

EXHIBIT A

GPG – Daily Rates (Winter Only)

- Monday – Thursday \$10/Day
- Friday – Sunday \$15/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

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

EXHIBIT B

2023-2024 PARKING MANAGEMENT PLAN

Summary

In response to unprecedented demand for parking in Mountain Village during the winter season, the Town engaged the services of Walker Consulting in the fall of 2022 to perform a parking system and market rate analysis. The study found that the single largest contributing factor to the parking supply issue is the availability of free day parking in the Gondola Parking Garage and Meadows parking lots. The consulting team has advised the Town that instituting day parking fees, in combination with other policy changes, will provide temporary relief to the supply issue until such time that the parking system can be expanded.

Collaborating with the Telluride Ski and Golf Company, the Town will actively manage parking operations throughout its public parking system during the winter season, in-line with certain consultant recommendations.

Plan Elements

- Define Rate and Policy Changes
 - Rate and policies changes as outlined in TSG/TMV MOU to be considered at the 11/30/2023 special council meeting
 - See attached revised 2023 / proposed 2024 Parking Guidelines for detailed outline
- Communication / Roll Out
 - Develop roll-out plan with comms team
 - Push rate and policy information over all appropriate channels – social, website, print, press release
 - Utilize existing fixed VMS and portable rental VMS for pre and post implementation messaging
 - Develop FAQ / How To hand-outs for parking staff
 - Have staff in GPG beginning 12/4/2023 to start messaging with a go-live date of 12/22/2023
- Signage
 - Amend language on existing roadway signage
 - Amend existing / install new signage in all public lots
- Staffing
 - Two parking ambassadors on staff 8am to 2pm (as demand warrants) daily in GPG daily
 - Assist day users with initiating parking sessions
 - Assist commuters / employees with permitting options
 - Actively direct parking in GPG for maximum utilization

- Perform guest services functions
 - Coordinate with CSOs to actively monitor GPG, HPG, and Meadows to push real-time capacity updates
 - Collect daily utilization data in all public parking lots
- Fee Collection
 - Decommission Parkeon meters in all lots
 - Migrate to 100% mobile payments via app, QR, text, or voice call
- Permitting
 - Utilize TBD permitting platform so eligible user groups (commuter/employee, resident, business, etc) can apply and pay for permits on-line
 - Permits to be digital by license plate
 - See attached revised 2023 / proposed 2024 Parking Guidelines for detailed requirements
- Enforcement
 - Move system to TBD LPR based platform that integrates permitting and mobile parking session payments into the same ecosystem
- Technology / Parking Management System
 - Implement all-in-one enforcement / permitting / mobile payment system
 - Expandable capabilities to monitor lot utilization and push notifications to parking staff and end system users regarding lot status