



TO: Mountain Village Town Council

FROM: Jim Loebe, Transit & Recreation Director

DATE: September 12, 2024

RE: Consideration of Adoption of Proposed Winter 2024-25 Parking Guidelines

Executive Summary: Early last winter, following a parking demand management study by Walker Consultants, the Town adopted comprehensive changes to its parking policies, which centered around the reinstatement of day user fees in the Gondola Parking Garage (GPG). Staff presented a detailed review and analysis of the effects of the policy changes at the May regular council meeting. A work session was held at the August regular council meeting to contemplate changes to the coming winter season's parking policies and rates. Staff incorporated council and public feedback into the proposed Winter 2024-25 Parking Guidelines.

Overview

At the direction of Council, staff has incorporated several suggested changes into the proposed Winter 2024-25 Parking Guidelines for review. The primary areas of concern and suggested changes from the August work session:

1. Underutilization of Heritage Parking Garage

SUGGESTED CHANGES – Modify rate structure to encourage higher and more uniform utilization. Staff has confirmed with ParkMobile that the app is capable of being configured with, and is recommending a tiered rate structure coupled with an overall lowering of rates. First 2 hours at a flat \$2, then \$4/hour for 2 hours or more, up to a maximum of \$40 in a 24 hour period Monday through Thursday. The same flat \$2 charge for the first two hours, then \$8/hour beyond that, with a maximum of \$40 in a 24 hour period Friday through Sunday. The "accelerated rate" function built into the ParkMobile app guards against churn and totals up session times over a 24 hour period, so a user cannot game the system by initiating multiple 2 hour / 2\$ sessions back to back. Sessions are aggregated over a 24 hour period and the appropriate rate is applied.

2. Lack of an affordable parking option for core area service workers whose jobs require the transport of bulky tools / supplies

SUGGESTED CHANGES – The modified rate structure for Heritage Parking Garage would allow a core area service worker 2 hours of parking in Heritage Parking Garage for a flat \$2.

3. Excessive cost of violations

SUGGESTED CHANGES – Move to a tiered violation model - \$30 for the first infraction, \$50 for the second, and \$75 for the third and subsequent infractions. Include an educational pamphlet in the \$30 violation that explains the increasing violation scale.

4. Lack of a reduced or free parking option for short visits to Village Center

SUGGESTED CHANGES - The modified rate structure for Heritage Parking Garage would allow for 2 hours of parking in Heritage Parking Garage for a flat \$2. Staff feels this is fair rate for quick trips to Village Center. The Short Term (Wells Fargo) Lot has 11 free 30-minute spaces for quick trips to the north end of Village Center. Staff is recommending to leave North Village Center Lot rates the same as last year as it provides Mountain Village Resident Permit holders a convenient all day parking option, and is already the most utilized lot in the Town's public parking portfolio.

5. Opening of lots to the public before 6:30am

SUGGESTED CHANGE – Open North Village Center Lot at 6:00am and plow around vehicles or don't plow if vehicles are present.

6. Hang tags for Meadows residents in the Meadows Lot for snow removal / party / guest situations

SUGGESTED CHANGE – None. All Meadows residential addresses are eligible for four Meadows Lot permits (two Resident Permits and Two Meadows Resident Permits). The permit holder can change the license plate number associated with their permit in the portal for guest situations.

Summary of Rate and Policy Change Recommendations:

GPG – Daily Rates (Winter Only)

	Current	Proposed (NO CHANGES)
• Monday – Thursday	\$10/Day	\$10/Day
• Friday – Sunday	\$15/Day	\$15/Day
• Overnight (2am – 6:30am)	\$30	\$30
• Free (4pm – 2am)		
• Commuter / Employee Permit	\$100/Season	\$100/Season
• Resident Permit	Free	Free
• Valet Bulk	\$25	\$25
• Monthly Overnight	\$300/Month	\$300/Month
• Business Overnight	\$125/Month	\$125/Month

Meadows – Daily Rates (Winter Only)

	Current	Proposed (NO CHANGES)
• Monday – Thursday	\$10/Day	\$10/Day
• Friday – Sunday	\$15/Day	\$15/Day
• Commuter / Employee Permit	\$100/Season	\$100/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	\$5/Hour	0-2 Hours \$2 > 2 Hours \$4/Hour
• Friday – Sunday	\$10/Hour	0-2 Hours \$2 > 2 Hours \$8/Hour
• Max Rate	\$50/24 Hours	\$40/24 Hours
• Permit Parking	Not allowed	Not allowed
• Valet Bulk	\$40/24 hours	\$35/24 hours

North Village Center – Hourly Rates

	Current	Proposed (NO CHANGES)
• Monday – Thursday	\$5/Hour	\$5/Hour
• Friday – Sunday	\$10/Hour	\$10/Hour
• Max Rate	\$50/Day	\$50/Day
• Permit Parking	Resident free	Resident free

South Village Center – Hourly Rates

	Current	Proposed (NO CHANGES)
• Monday – Thursday	\$5/Hour	\$5/Hour
• Friday – Sunday	\$10/Hour	\$10/Hour
• Max Rate	\$50/Day	\$50/Day
• Permit Parking	Resident 2 Hrs Free	Resident 2 Hrs Free

Market Plaza

Current

Proposed (NO CHANGES)

- 1 Hour Free 6:30am – 2:00am
- Permit Parking

Resident free after 3 Resident free after 3

Permits (NO CHANGES)

- **Employee / Commuter (new)** \$100/Season (Winter Only)
Not Prorated
 - Valid in Gondola Parking Garage and Meadows Lot
 - Available to anyone employed by a business located in Mountain Village
 - Proof of employment required
 - Permit may be shared by up to four vehicles
 - No overnight parking privileges
- **Resident** \$100/Year
 - Free unlimited day parking in Gondola Parking Garage
 - Free unlimited day parking in Meadows Lot
 - Free unlimited day parking in North Village Center
 - Free parking after 3pm along Market Plaza rock wall – no overnight parking
 - Proof of Mountain Village residency required (Deed or 12 month or greater lease)
 - Limit two permits per residential address (\$100/permit)
- **Locals** \$200/Season (Winter Only)
 - Valid in Gondola Parking Garage and Meadows Lot
 - Permit may be shared by up to four vehicles
 - No overnight parking privileges (2am-6:30am)
 - Proof of residency within the R-1 school district or San Miguel County (utility bill, lease, etc)

Violations

- Tiered scale
 - \$30 First violation (educational pamphlet included in notice of violation)
 - \$50 Second violation
 - \$75 Third and subsequent violations

Proposed Motions

1. I move to approve the Winter 2024-25 Parking Guidelines.



PROPOSED WINTER 2024-25 PARKING GUIDELINES (effective 11/15/2024)

1. **GONDOLA PARKING GARAGE (GPG):**

Mobile Payments Only

GPG Day Parking:

- Monday through Thursday - \$10 per day
- Friday through Sunday - \$15 per day
- Free (4pm – 2am)
- Resident Permit – Free unlimited daytime parking as space permits, no overnight parking
- Commuter / Employee Permit exempt from day parking fees
- Locals Permit exempt from day parking fees

GPG Overnight Parking (2:00am – 6:30am) – valid for 24 hours:

- Overnight - \$30
- Overnight RV/Trailer - \$60
- Valet Bulk - \$25
- No parking on levels 4, 6, and 7

GPG Monthly Overnight Permit:

- \$300 per stall for TMV residents
- Business vehicles for businesses with a physical presence in the TMV - \$125 per month as space as available, requires valid TMV business license

2. **Commuter/Employee Permits:**

- \$100 per winter season
- Valid in Gondola Parking Garage and Meadows Lot as space permits
- Permit may be shared by up to four vehicles
- No overnight parking privileges (2am-6:30am)
- Proof of employment with TMV business license holder required (pay stub, letter from employer on company letterhead) – limited to number of employees listed on business license

3. **Locals Permit**

- \$200 per winter season
- Valid in Gondola Parking Garage and Meadows Lot as space permits
- Permit may be shared by up to four vehicles
- No overnight parking privileges (2am-6:30am)
- Proof of residency within the R-1 school district or San Miguel County (utility bill, lease, etc)

4. **HERITAGE PARKING GARAGE (HPG):**

Mobile Payments Only

- Monday through Thursday – \$2 for the first two hours, then \$4 per hour
- Friday through Sunday - \$2 for the first two hours, then \$8 per hour
- \$40 maximum per 24 hour period
- Valet Bulk - \$35



5. MEADOWS LOT:

MOBILE PAYMENTS ONLY

- \$10 per day Monday through Thursday
- \$15 per day Friday through Sunday
- Overnight by TMV Resident permit & Lot M Big Billie's permit only
 - Maximum number of Lot M Big Billies Permits capped at 25 @ \$100/permit, per season, payable in bulk purchase by Big Billies
- Up to two additional transferable overnight permits at \$100 per season per Meadows residential address
- Resident Permit/ Commuter – Employee Permit / Locals Permit / MRES Permit exempt from day parking fees
- No RVs, Commercial vehicles or Trailers
- Monday & Thursday parking restrictions in effect (as signed) – Winter Only

6. NORTH VILLAGE CENTER (NVC) SURFACE LOT:

Mobile Payments Only

- Monday through Thursday - \$5 per hour
- Friday through Sunday - \$10 per hour
- FREE public parking after 6:00pm until 2:00am
- No overnight parking (2:00am –6:00 am)
- Resident Permit exempt from parking fees, as space permits – no time limit

7. SOUTH VILLAGE CENTER (BLUE MESA) SURFACE LOT:

MOBILE PAYMENTS ONLY

- Monday through Thursday - \$5 per hour
- Friday through Sunday - \$10 per hour
- Resident Permits exempt from parking fees, as space permits - 2 hour limit
- FREE public parking 6:00pm – 2:00am
- No overnight parking (2:00am – 6:00 am)

8. Airport (R) Lot:

- \$50 unlimited resident parking per season
- \$100 for oversized vehicle permit per season (TMV residents)
- Not prorated, paid in advance, no refund for early termination

9. Resident Permits:

- \$100 per year
- 12+ month lease or proof of residency (utility bill, address on registration, etc) required to acquire permit
- Free unlimited day parking at Gondola Parking Garage and Meadows Lot as space permits
- Free unlimited day parking in North Village Center Lot as space permits
- Free parking in South Village Center – 2 hour limit – as space permits
- Up to two additional non-transferable permits valid for overnight parking at Meadows only, at \$100 per year per Meadows residential address
- Fractional unit owners – one non-transferable permit per fractional owner. Must show recorded deed as proof of ownership



10. SHIRANA (FORMERLY WELLS FARGO) SHORT TERM PARKING:

1/2 hour Free

- No overnight parking (2:00am – 6:30 am)

11. TOWN HALL PARKING:

Free 1-hour parking

- Free Resident Permit parking along the rock wall 3:00pm – 2:00am as space permits
- No overnight parking (2:00am – 6:30 am)

12. DEED RESTRICTED UNITS AND DEVELOPMENTS WITHOUT PARKING IN THE MV CENTER AT GPG:

One permit per employee /resident up to a max of two permits per unit; non-transferable.

OVERNIGHT PARKING INCLUDED.

- To qualify the employee or resident must be a full time MV resident employed full time (> 30 hours per week) in the R1 School District.
- An owner of a unit in a development that never provided parking is eligible to obtain up to a max of one (1) non-transferable permits per unit – renters excluded.
- \$300 per vehicle per season (WINTER 11/1 – 4/30 & SUMMER 5/1 – 10/31) pro-rated by \$50 /mo from the end of the season, paid in advance