



# TOWN COUNCIL

## WORKSHOP AGENDA DOCUMENTATION

**PREPARATION DATE:** August 16, 2018  
**MEETING DATE:** August 20, 2018

**SUBMITTING DEPARTMENT:** Planning  
**DEPARTMENT DIRECTOR:** Tyler Sinclair  
**PRESENTER:** Tyler Sinclair

**SUBJECT:** P18-013: Downtown Core Parking Study - Update

### PURPOSE OF WORKSHOP ITEM

The purpose of this item is to provide Council an update of the status of the Downtown Core Parking Study currently underway. The workshop will include taking public comment and Council direction on the upcoming next steps in the study only. There will be no comment or discussion of the content of the Downtown Core Parking study at this time.

### DESIRED OUTCOME

The desired outcome is for Council to receive the information, ask any questions or for clarification on the information and to provide any comments on the work.

### BACKGROUND/ALTERNATIVES

On December 18, 2017, Council approved a contract with Kimley-Horn LLC to study parking in the Downtown Core and provide a Townwide Parking and Mobility Framework. The scope of work is broken down into the following six tasks:

1. Inventory and Utilization Update
2. Outreach Support
3. Parking Demand Management
4. Purpose of Public Parking Downtown
5. Recommended Alternative
6. Townwide Parking and Mobility Framework

Due to the vacancy of the Transportation Planner position and focus on completing the Engage 2017 projects staff and the consultant have not completed significant work to date. Work has been completed in Task 1 including an inventory of downtown parking spaces primarily within the 3-hour parking limit zone. The next step to be completed over the next 2 weeks will be completion of a utilization study of the downtown area to determine parking occupancy and utilization that will inform the next steps in the project. Staff from throughout all Town departments will be assisting in the work completing parking counts for two days over a 12 hour period.

Staff has worked with the Consultant to revise the remainder of the project schedule as follows:

Task A - Inventory and Utilization Update	June	July	August	September	October	November	December	January
Kickoff Call								
Base Mapping and Establish Study Area								
Inventory of Downtown Parking Assets (Town Staff)								
Database Development and Occupancy/Turnover Analysis		◆						
<b>Task B - Outreach</b>								
Establish Outreach Process								
Educational Material Development								
Online Survey								
Public Meetings				★			★	
Outreach Summary Memo								
<b>Task C - Parking Demand Management</b>								
Evaluation of Parking Management Options								
TDM Best Practices Document								
Public Input and Stakeholder Comments on Parking Management Options								
<b>Task D - Purpose of Public Parking Downtown</b>								
Evaluation of Public Provision of Parking								
Public Input and Stakeholder Comments								
<b>Task E - Recommended Alternative</b>								
Downtown Parking Study								
Parking Management Best Practices								
<b>Task F - Parking and Mobility Framework and Implementation Plan</b>								
Draft Report Development								
Submit Draft Report for City Review								
Final Report								
<b>Task G (Optional) - Technology Assessment Support Services</b>								
Incorporate City Comments and Submit Final Report								

◆ Indicates data collection  
★ Indicates a Project Trip to Jackson

Please see attached the complete Scope of Work.

Upon completion of Task 1, staff and the consultant will move into Task 2 Public Outreach and Input. Staff is proposing that this step not begin until after Labor Day weekend to allow Downtown Business owners and the community to better engage in a study once the busy summer season has largely concluded. Staff hopes to partner with the Chamber of Commerce, Downtown Business owners, Friends of Pathways and others to complete the public outreach and education portion of the study. As described above the study and recommendations would largely be completed by the end of the year.

## ALIGNMENT WITH COUNCIL'S STRATEGIC INTENT

Staff finds that the project aligns with Council's strategic intent of Economic Sustainability and Maintain the Unique Character of Jackson Hole.

## STAKEHOLDER ANALYSIS

The stakeholders involved in this item include all residents of the Town of Jackson, Teton County, Downtown Business and Property owners and visitors to the community.

## FISCAL IMPACT

None at this time

## STAFF IMPACT

The staff impact will be significant over the upcoming 4 months working with the consultant to complete the scope of work.

## LEGAL ISSUES

Not applicable at this time.

## ATTACHMENTS

- Kimley Horn Scope of Work
- Revised Schedule



December 12, 2017

Alex Norton  
Town of Jackson  
P.O. Box 16878  
Jackson, WY 83001

**RE: Additional Scope and Fee to Include "Project 2: Downtown Parking" as Part of Kimley-Horn's Contract to Complete the Town of Jackson Phase 1 Parking Management Study**

## **PROJECT 2 - DOWNTOWN PARKING**

The Scope of Services documented in this memo are for your consideration for inclusion within Kimley-Horn's current contract to complete the Town of Jackson Phase 1 Parking Management Study.

### **SCOPE**

An update of the 2003 downtown parking study is specifically called for in the Integrated Transportation Plan and the Comprehensive Plan. But an evolution is also needed. Since the 2003 Parking Study, a new Comprehensive Plan has been adopted that envisions the downtown as a vibrant, pedestrian-oriented, mixed-use area that hides and deemphasizes off-street parking. Since 2003, additional questions have also arisen as more applicants have incorporated housing into downtown development and the use of public parking has come into question in various circumstances. All of the original elements of the 2003 study will be revised along with consideration of new ideas and trends.

#### **Task 2a: Inventory and Utilization Update**

The first step downtown is to update the inventory of parking spaces and study of utilization first completed in 2003, introducing study of parking for all modes. The update will include a quantitative survey as well as a qualitative survey of parking perceptions. Part of the update will be the creation of a database that can be updated on a regular, seasonal basis to understand changes in parking supply and utilization as various programs are implemented. The inventory will also look at where downtown parking spills over and the impacts it has on adjacent neighborhoods. We also need to embrace and plan for future trends in parking and transportation (e.g. ride share, car share, bike share, and lower rates of car ownership).

#### ***Town Staff Responsibilities:***

- Inventory of Parking Downtown
- Utilization Study of Parking Downtown
  - Kimley-Horn to provide preliminary database and training

#### ***Deliverables***

- Educational Materials on Trends in Parking Needs
- Database to Enter and Track Parking

## Task 2b: Outreach Support

Successfully developing and implementing a parking management plan including new parking management strategies requires clear and concise communication and a community outreach strategy that effectively engages a variety of stakeholders in the process. The consultant will support the Town by providing concise educational materials to communicate the benefits of various strategies, develop an online survey if desired, and facilitate up to two public meetings with exercises, presentations, and boards as desired.

### ***Deliverables***

- Educational materials
- Online survey
- Public meeting facilitation

## Task 2c: Parking Demand Management

Managing vehicle parking demand is one of the TDM programs to be considered in implementation of the Integrated Transportation Plan. Teton Village's vehicle parking demand management has had a measurable impact on its parking need, and other locations have seen similar benefits. The first part of this task will be an evaluation of what other communities have done to manage parking demand. The appropriate management options for downtown will depend on the inventory and utilization data, but will include a review of parking allowances, incentives, and requirements such as utilizing paid parking to reduce parking demand and direct parking to appropriate locations. Review of the Parking Demand Management Options will be done both by stakeholders with technical expertise on the issue and the general public.

### ***Deliverables***

- Evaluation of Parking Management Options
- TDM Best Practices Document
- Summary of Public Input and Stakeholder Comments on Parking Management Options

## Task 2d: Purpose of Public Parking Downtown

For the past 10 years the Town has provided public parking downtown in a coordinated manner based on the 2003 Parking Study. Since that time however, additional utilization pressure for that parking has arisen – from the airport shuttle park n' ride to residential demand. This task will build on the utilization survey to discuss what types of parking demand are best provided as a public utility and at what fee. This task will run concurrently with the parking demand management task. The stakeholder and public comment processes for the two tasks may be consolidated.

### **Deliverables**

- Cost/Benefit Evaluation of Public Provision of Parking Types
- Summary of Public Input and Stakeholder Comments on the Purpose of Public Parking

## **Task 2e: Recommended Alternative**

Based on the data and comments from the stakeholders and public, the consultant will develop a recommended alternative, which may be a combination of components of the options analyzed. The recommended alternative will include a description of the philosophy and intent behind the alternative as well as a list of actions to implement the alternative. The recommended alternative will be the final component of the Downtown Parking Study that will pull all of the project deliverables together. An implementation schedule of the recommended alternative will be included with recommended actions.

### ***Deliverables***

- Downtown Parking Study (as part of the Parking and Mobility Framework)
- Parking Management Best Practices Document

## **Task 2f: Townwide Parking and Mobility Framework and Implementation Plan**

The consultant will combine the recommendations from the Phase 1 Parking Management Study and the Phase 2 Downtown Parking Study to create a Townwide Parking and Mobility Implementation Plan that identifies schedule, cost estimates, and key milestones. The Framework will also provide guidance for how future analysis of transit service (discussed in detail in the Phase 3 scope of work) and a more detailed Communitywide TDM assessment (Phase 4) will fit within the Implementation schedule.

### ***Deliverables***

- Parking and Mobility Framework and Implementation Plan (Including recommendations from Phase 1 and Phase 2)

## **(OPTIONAL) Task 2g: Technology Assessment Support Services**

Should paid parking advance as a preferred alternative, the consultant will provide technology assessment support services to 1) assess potential parking technology solutions, 2) recommend a preferred technology, 3) develop a parking technology specifications document, and 4) develop an estimate of probable cost.

As an optional additional task, the consultant may provide parking management procurement services for technology implementation or contracting with a parking operator.

### ***Deliverables***

- Technology assessment technical memorandum
- Parking technology specifications
- Parking technology estimate of probable cost
- Assistance with technology or operator procurement services

## FEE

Team Member	Role	Rate	Task 2a	Task 2b	Task 2c	Task 2d	Task 2e	Total Hours	Billing
William Reynolds	Transportation Engineer	\$135	24	20	20	30	20	12	126
Ted Ritschard	QA/QC	\$225	3	-	5	4	8	8	28
Dennis Burns	Principal	\$240	6	16	16	12	18	10	78
Bryce Christensen	Sr. Technical Support	\$150	14	-	-	10	6	6	36
Christina Jones	Analyst	\$90	12	16	40	16	32	24	140
Office Support		\$95	8	8	8	8	20	16	68
			67	60	89	80	104	76	476
Solesbee Group	Outreach Support	\$210	-	16	-	-	-	16	
									\$6,720
Travel/Lodging									\$6,500
									\$79,710

Please contact me at (651) 643-0462 or [William.reynolds@kimley-horn.com](mailto:William.reynolds@kimley-horn.com) should you have any questions.

Sincerely,



William Reynolds, P.E., AICP, PTP



## Town of Jackson

## DRAFT Work Plan: Phase 2 Parking Study

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	June			July			August			September			October		November		December		January
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