



TOWN OF JACKSON

TOWN COUNCIL

AGENDA DOCUMENTATION

PREPARATION DATE: June 6, 2018
MEETING DATE: June 7, 2018

SUBMITTING DEPARTMENT: Administration
DEPARTMENT DIRECTOR: Larry Pardee
PRESENTER: Roxanne Robinson, Assistant Town Manager

SUBJECT: Wes Gardner – Summer Parking Proposal

STATEMENT/PURPOSE

This item is before the Town Council to determine whether the Council would like staff to review the request and present any staff and fiscal impact at a later meeting so that a decision could be made.

BACKGROUND/ALTERNATIVES

Attached is a proposal from Wes Gardner to receive Council approval to create a park and ride area in the northwest corner of the Town owned rodeo grounds, delineate parking spaces for this use, and provide START service from this area to the downtown. Mr. Gardner is requesting this park and ride area only on dates where the entire area is not already encumbered by previous Council approval for use by the rodeo concessionaire (through the Rodeo Concession Agreement), the Teton County Fair (through the Teton County Fairgrounds Lease Agreement), and other special events that have already received approval for parking and overnight parking/camping by the Town Council.

Should the Council be interested in considering this request, it would be appropriate for the Council to direct staff to review the request and bring the item back with a staff recommendation. The recommendation would include any staff or fiscal impact associated with the request. Bringing the item back to be voted on at a later date would also allow Teton County, the rodeo concessionaire, downtown merchants, and the public to comment on the request prior to Council acting on it. Because START service is also being requested, it would also be appropriate for the Council to allow time for the START Board to weigh in on the request and make a recommendation to the elected officials.

The Town Council has many options, several are listed below:

1. Direct staff to review the request, place the item on the agenda for the June 18, regular Town Council meeting to allow the public the opportunity to comment, and for staff to present a recommendation that addresses the request including the staff and fiscal impact of granting the request.
2. Discuss the request and postpone direction to staff until the June 18 meeting.
3. Take no action.
4. Other.

STAKEHOLDER ANALYSIS

The stakeholders involved include Teton County, the rodeo concessionaire, downtown merchants, and the public.

ATTACHMENTS

Letter of request from Wes Gardner.

FISCAL IMPACT

There is no fiscal impact of directing staff to bring back information and a recommendation. Any fiscal impacts of moving forward with the request would be presented when the item is listed on the agenda for approval or denial of the request.

STAFF IMPACT

The staff impact of directing staff to bring back information and a recommendation is notable. Transit staff will need to review the request and speak to the START Board. They will need to calculate the cost of increasing the service level to add a stop or create a new route. The summer schedule has already been set and we are still short of bus drivers. The legal department would need to review the issue to determine if an MOU would be required, liability insurance and who would be responsible, since the request is not for every day of the week, there would likely be enforcement issues that would need to be addressed. That information can be brought back should the Council direct staff to prepare a recommendation.

LEGAL REVIEW

The Town Attorney would provide any legal review to the Council when the item is brought back for a decision.

RECOMMENDATION

Staff makes no recommendation at this time but would have a recommendation should the Council provide that direction.

SUGGESTED MOTION

Should the Council be ready to take action, one possible motion would be:

I move to direct staff to review the request, place the item on the agenda for the June 18, regular Town Council meeting to allow the public the opportunity to comment, and for staff to present a recommendation that addresses the request including the staff and fiscal impact of granting the request.

Synopsis for PowerPoint (120 words max):

Background:

This item is before the Town Council to determine whether the Council would like staff to review the request and present any staff and fiscal impact at a later meeting so that a decision could be made.

From: Warren Gardner <tetontoys@gmail.com>

Date: June 6, 2018 at 11:48:36 AM MDT

To: rrobinson@ci.jackson.wy.us, pmuldoon@townofjackson.com

Subject: proposal for summer 2018 employee parking relocation program

roxanne,

thanks for considering this matter.

business owners on and around the town square recognize that parking in the downtown area during the peak summer months (june-september) has been an increasing source of stress over the past few years. further, we recognize that we and our employees play a significant role in this problem. we believe that by creating a parking alternative for ourselves and our employees on the northwest corner of the fairgrounds property and providing transportation to and from this remote lot (9 blocks from the town square), we can effectively remove 100-200 vehicles from the downtown parking inventory. this will serve to reduce congestion, pollution, and noise, as well as essentially increase our parking inventory in the downtown area.

as the town owns the property under consideration, we are proposing to access it for a trial period beginning as soon as possible and ending sunday, september 30. further we enter into this discussion with full knowledge of the encumbrances on this parcel arising from the current lease between the town and county regarding the fairgrounds administration of the the rodeo, county fair, and a few other smaller events. further, i have met with lauren long and rachel grimes over at the fairgrounds and discussed potential issues with our temporary occupancy of this property.

specifically, we are in agreement that employees will only have access to the lot sunday, monday, tuesday, and thursday each week. further, we will not have access july 20-29 (town fair), 7/12, 7/17, and 8/9. three other dates that the property is encumbered fall on sundays, and i have expressed interest in exploring the option for all users to have access to the lot those days, as there will be much more limited use from employees on a sunday and the events scheduled are for overflow parking for art fairs. further, we have agreed to delineate parking lines in order to provide organization and efficiency for the lot. we have also agreed to maintain access around the northwest corner of the heritage barn and to instruct our users not to use the facilities within that structure. i feel that we are on firm footing with the fairgrounds staff and have requested they send the council a letter stating that they do not oppose any movement forward on this by the town. i've been told that procuring this statement of non-opposition may prove to be beyond the scope of the fairgrounds staff. my hope is not to have to involve the county commissioners, but if we must, i believe we will find them supportive of this experiment. the staff of the fairgrounds is in no way responsible for any issues that may arise from our use of the parcel under consideration.

obviously, i need the support of the town electeds in order to secure access to parcel indicated. beyond this, i have reached out to darren brugmann, transit director for START to consider whether and how we can utilize the tools at his disposal in order to provide the transportation required to service this lot. we have discussed options ranging from bikes to shuttles to buses, but we cannot indulge in too much planning until we feel comfortable that we can secure access to the parcel and have the approval of the town to move forward with developing a plan for using public transportation to provide service to this lot. i am confident that we can figure out some kind of solution, and if not, i will take it upon myself (with great reluctance) to provide transportation for this lot as required by its use. fortunately, this is a simple A-B, B-A route which only requires service around the turn of the hour each hour.

it is imperative to the downtown business community that we work quickly to enact this solution. we understand the significance of the downtown parking study that is planned for this summer. the opportunity to include the potential of a park and ride solution in the downtown parking evaluation could prove of immeasurable value, as we should be able to attain direct evidence of its impact or lack thereof.

the business community is in full support of this proposal. i have had face to face conversations with over seventy managers and owners, and they all recognize and comment on the importance of providing alternative solutions to the paid parking option that we have all heard rumors of. because of this, i've been able to impart on them the importance of ensuring that their employees actually use the lot on the available days. i plan to collect phone numbers of every employee who should be using the lot and communicate with them directly

regarding the availability of the lot (and shuttle). further, i have developed an incentive program for users which will help to motivate many. but i have stressed to my contacts at the businesses that this is not enough, as i need enforcement from management and ownership in order to ensure employee compliance.

we are not proposing to solve the parking problem in the downtown area in the middle of summer. we are hoping to show that by relocating 150 parked vehicles not only from the downtown area (3 hour parking) but also from the parking structures (which all fill up pretty much every day from june 15-sept 15), we will see significant impacts on parking (and possibly congestion). we recognize our role as being part of this problem and we would like to take this opportunity to attempt to address it.

thanks,
wes gardner
teton toys