

Special Town Council Workshop

April 10, 2019

10:00 AM

Town Hall Council Chambers

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I. CALL TO ORDER AND ROLL CALL

II. DOWNTOWN PARKING AND MOBILITY MANAGEMENT PLAN

Attachments: Staff Report, Draft Plan, Appendix A, and Appendix B

III. ADJOURN

Please note that at any point during the meeting, the Mayor and Council may change the order of items listed on this agenda. In order to ensure that you are present at the time your item of interest is discussed, please join the meeting at the beginning to hear any changes to the schedule or agenda.



TOWN OF JACKSON AGENDA DOCUMENTATION

SUBMITTING DEPARTMENTS: Planning

PRESENTERS: Planning Staff and Kimley Horn

MEETING DATE: April 10, 2019

SUBJECT: Presentation of Draft Downtown Parking and Mobility Management Plan

STATEMENT/PURPOSE

The purpose of this item is to have consultant Kimley Horn present the Draft Downtown Parking and Mobility Management Plan released on March 28, 2019. After the presentation the consultant and staff will answer any questions from the Council and then ask the Council to confirm the recommendations in the draft Parking Management Plan and offer suggested changes.

DESIRED OUTCOME

The intent is to have the Council review the draft Parking Management Plan prior to the workshop, especially the draft recommendations/action items in Section 6, and to provide consultant and staff any requested changes. The consultant and staff will then incorporate the Council's changes into an updated "adoption" draft that will be presented to the Council in the near future for formal adoption and implementation as a resolution.

BACKGROUND/ALTERNATIVES

The Town of Jackson released on March 28, 2019, the Draft Downtown Parking and Mobility Management Plan. This Plan will be the final document of Phase 2: Downtown Parking of the four phase community-wide parking study. In summary, this Plan contains draft recommendations from consultant Kimley Horn intended to improve parking availability, reduce traffic congestion, and increase pedestrian and bike mobility in the Town Square and surrounding areas. The goal is not only to ensure that downtown parking better contributes to the economic vitality of the community but that it does so in a way that reflects and respects the community's character. The draft Plan provides important data and recommendations that integrates all forms of travel, leverages new technology, and proposes a long-term framework to address the staffing and funding levels necessary to successfully implement the various recommendations.

In particular, the draft Plan focuses on the highly seasonal needs (i.e., summer peak) of Jackson's parking congestion that includes high levels of usage by locals, employees, and tourists. The Plan also includes summaries of existing parking conditions and the community outreach process thus far (for the full details, see Appendix A: Existing Conditions Report and Appendix B: Community Outreach Summary).

Staff recommends that public comment not be taken at the workshop in order to allow the Council to focus their discussion on feedback to the consultant and staff. The public will have an opportunity to attend a public Open House on Tuesday, April 9 (the previous evening) to hear the same consultant presentation and provide public comment. Future opportunities for public comment will be available at the Town Council meetings later this spring when the Town begins its formal process to adopt the Downtown Parking and Mobility Management Plan.

COMPREHENSIVE PLAN ALIGNMENT

Principle 2.3: Reduce Energy Consumption through Transportation

- The parking recommendations are intended to decrease unnecessary driving around the Town Square by using existing parking more efficiently and increasing its availability. In addition, alternative modes of travel, such as walking and biking, will also be better accommodated by a safer and more efficient parking system.

Principle 6.3: Create a Positive Atmosphere for Economic Development

- Improving parking in downtown will positively impact the economic vitality of the businesses by making the downtown area more accessible and enjoyable not only to visitors but to locals. The support of both groups is critical to the long-term success of the Town Square area.

Principle 7.1 Meet Future Transportation Demand Through the Use of Alternative Modes

- The reason that the Plan is called the Downtown Parking **and Mobility** Management Plan is to emphasize the point that this plan also addresses non-vehicular modes of travel, such as walking and biking, as well as transit. The goal to create a better visitor experience regardless of the mode of travel used to access the Town Square.

Principle 7.2 Create a Safe, Efficient, Interconnected, Multimodal Transportation Network

- The reason that the Plan is called the Downtown Parking **and Mobility** Management Plan is to emphasize the point that this plan also addresses non-vehicular modes of travel, such as walking and biking, as well as transit. The goal to create a better visitor experience regardless of the mode of travel used to access the Town Square.

Principle 8.2 Coordinate the Provision of Infrastructure and Facilities Needed for Service Delivery:

- Parking, both on-street and off-street lots, are a critical part of the Town's infrastructure that supports the community in many different ways. Parking is itself a municipal service that the Town provides in order to add value to the community and support all types of economic activity.

STAKEHOLDER ANALYSIS

This project has many stakeholders including downtown property owners, business operators, town residents, and visitors.

FISCAL IMPACT

The proposed scope of work from Kimley Horn to complete Project 2 – Downtown Core Parking Study is for approximately \$79,710.00.

STAFF IMPACT

Staff estimates that Project 2 – Downtown Core Parking Study will require about 500 hours of staff time (0.25 FTE) by the time the study recommendations are adopted.

LEGAL REVIEW

The Town Attorney has not been consulted on this report.

ATTACHMENTS

1. Draft Downtown Parking and Mobility Management Plan, Version 1
2. Appendix A: Existing Conditions
3. Appendix B: Community Outreach Summary

RECOMMENDATIONS

Staff recommends that the Council make a motion to direct staff and the consultant to make the changes to the Draft Downtown Parking and Mobility Management Plan as identified below:

SUGGESTED MOTIONS

I move to direct the staff and the consultant Kimley Horn to make the changes to the Draft Downtown Parking and Mobility Management Plan as identified below:

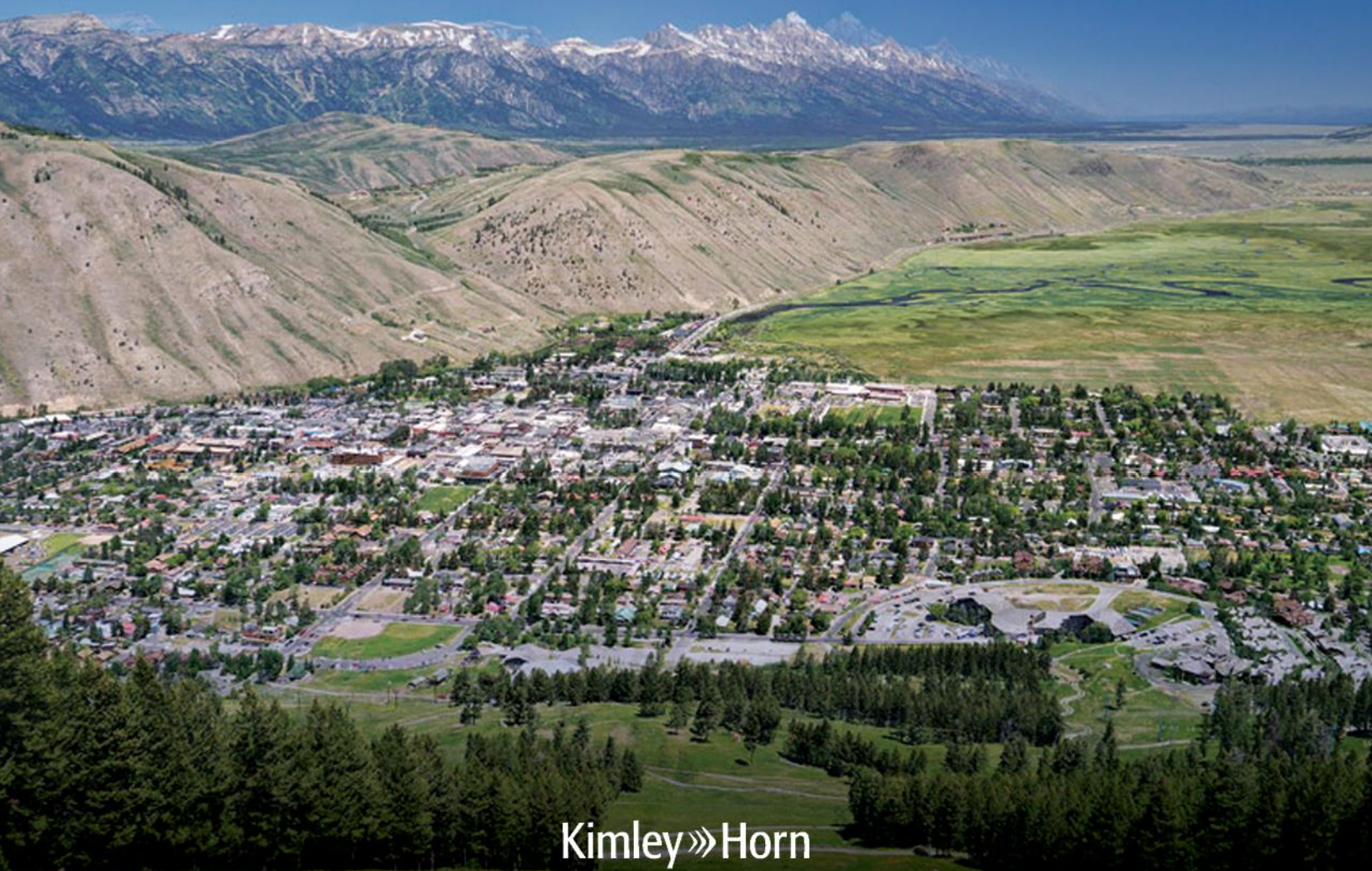


2019

DOWNTOWN PARKING AND MOBILITY MANAGEMENT PLAN

DRAFT

Version 1





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1.0 Executive Summary

1.1. Introduction

The primary goal of this Downtown Parking and Mobility Management Plan is to be a guide for decision makers on topics such as governance, customer service, planning, technology, enforcement, as well as parking facility and systems management. Specific project objectives include providing strategies and tools to:

- Identify governance and management structures that will work best for Jackson that will also contribute to the successful implementation of other community goals
- Position parking as a contributor to the vitality of Downtown
- Provide recommendations on establishing positive and proactive customer relations
- Explore the range of parking management strategies that can be used by the Town's management staff to address the conditions of limited parking availability and traffic congestion during peak demand periods and generally to promote increased community vitality
- Identify management strategies and technologies that can improve the customer experience, while also controlling operating costs and enhancing system financial performance
- Position parking management within the larger "mobility management" context in a way that promotes a balanced system of parking and multi-modal transportation alternatives

The recommendations in the Plan were developed to serve as a roadmap for the development of a comprehensive and strategic approach to parking and mobility management in Jackson. It should be noted that in order to achieve these goals, there will be times where trade-offs will need to be made between competing objectives/resources.

1.2. Process

The development of this Plan began took place over two years (2018-19) and included the following key steps to arrive at the recommendations:

- Development of Program **Vision, Mission, and Guiding Principles** to serve as a Framework for the Management Plan (**Chapter 3**)
- Data collection in the summer of 2018 to assess **Existing Conditions** (see **Chapter 4**)
- Extensive **Community Outreach**, including multiple focus groups, discussions with a technical advisory committee, an Open House, and an online survey (see **Chapter 5**).

The following recommendations were developed based on an understanding of existing conditions, constraints and community priorities that emerged from the outreach process, and key issues identified by the project Technical Advisory Committee.

1.3. Community Priorities

Feedback received from the stakeholder outreach process supports the following "big-picture" themes:

1. **Focus on Management Strategies that Preserve Jackson's Character:** The most consistent theme expressed through the outreach process was that limited parking availability and traffic congestion along with continued growth threatens to erode Jackson's character if not addressed and managed in a way that preserves the welcoming, small town atmosphere. Parking



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management strategies need to ensure that Jackson is welcoming to all, including visitors, residents, the disabled, the elderly, families, and RV drivers alike.

2. **Consistent, Integrated Approach to Parking Management:** On-street regulations, off-street public parking options, and enforcement should work together to ensure that employees and long-term parkers understand clearly where to park so that short-term parkers (visitors and customers) and those with disabilities and the elderly are able to quickly and easily find parking near their destination. Enforcement should support this approach by focusing on identifying, citing, and collecting fines primarily from repeat offenders.
3. **Targeted Communication and Straightforward Signage and Wayfinding:** There is broad consensus and data that the peak summer season is the primary time in which there is limited parking availability. An effective communication program to identify where employees should park during the peak season, combined with clear and straightforward signage to direct visitors to convenient parking areas where they can expect to find parking may help to alleviate visitor frustration and traffic associated with drivers circulating in search of parking.
4. **Focus on Enhancing the Pedestrian Experience in Downtown:** Many community members expressed a strong desire to ensure that pedestrians feel safe and welcome in Downtown from the time they park their car until they arrive at their destination. Crosswalk enhancements, regular maintenance, additional lighting, and pedestrian-focused navigation aids will all help to improve the pedestrian experience and ensure that as Jackson grows, Downtown continues to feel inviting and welcoming to all.

1.4. Recommendations

Short-Term Action Items (0-2 Years)

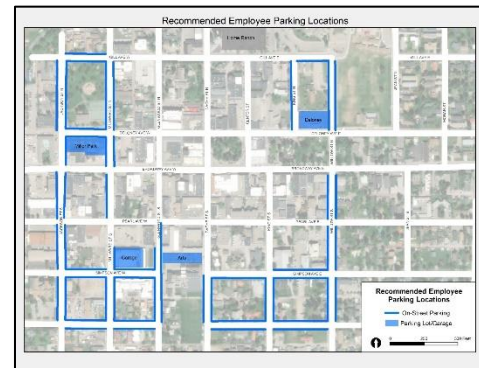
The following action items can be accomplished without the creation of a new full-time parking manager and support staff positions. Several will require additional dedicated enforcement staff time, capital expenditures, and staff time for implementation.

- **1.1 Extend Enforcement Hours to 7:00 PM**
 - *Intended Outcomes:* Increased on-street turnover, particularly during the late afternoon period. Potential for increase in number of vehicles served per day per stall as employees will be further discouraged from parking within the 3-hour parking zone.
- **1.2 Implement Escalating Fine Structure for Repeat Violators** while waiving fee for first time violators
 - *Intended Outcomes:* Deterrent against repeat violators, reduction in instances of “moving to evade enforcement” by long-term parkers and improved on-street parking turnover.
- **1.3 Convert Home Ranch to 4-Hour Visitor Parking (Peak Season Only) with Additional Wayfinding**



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- *Intended Outcomes:* Increase in the number of vehicles served per day within Home Ranch, reduction in occupancies during the day (making it easier for visitors to find parking within the lot), and potentially a decrease in traffic circulating in Downtown in search of parking.
- **1.4 Convert Taxi2Fly Parking to Employee Parking**
 - *Intended Outcomes:* Increased parking availability within the existing City parking garage that can be used by employees as well as customers and visitors.
- **1.5 Develop Employee Parking Maps & Communication Program to clarify recommended employee parking locations**
 - *Intended Outcomes:* Increase in the utilization of the parking garage and non-time limited on-street parking areas on the edge of Downtown by employees.
- **1.6 Add 15-Minute Stall Near Each High-Turnover Business in the Downtown Core Upon Request**
 - *Intended Outcomes:* Increased customer satisfaction, reduced traffic associated with vehicles circulating in search of parking.
- **1.7 Invest in Real-Time Space Availability in Select Public Lots**
 - *Intended Outcomes:* Increased employee and customer satisfaction due to the ease of finding available off-street parking, reduced traffic associated with vehicles circulating in search of parking. This option also provides city staff with on-going parking utilization data for planning purposes and would reduce future parking data collection costs.
- **1.8 Initiate Annual Data Collection Program to Monitor Performance**
 - *Intended Outcomes:* Transparency in the development and implementation of parking management strategies; facilitation of a data-driven approach to parking management.
- **1.9 Engage with Providers of Shared Mobility Solutions**
 - *Intended Outcomes:* Improved control over how and when new mobility options are considered and approved for Jackson.



Medium Term Action Items (2-5 Years)

- **2.1 Hire a Parking and Mobility Manager and required support staff**
 - *Trigger:* Prior to proceeding with any medium-term action items.
 - *Intended Outcomes:* Develop a clearly defined organizational structure to facilitate the streamlined implementation of an active parking and mobility management program. A “vertically integrated” city department model is recommended initially for the Town of Jackson.



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- **2.2 Implement Seasonal On-Street Paid Parking within the Short-Term Parking Zone**
 - *Trigger:* Very limited on-street parking availability during the peak season ($\geq 85\%$ occupancy for 3+ hours) within at least 400 contiguous on-street stalls.
 - *Intended Outcomes:* Maintenance of high on-street turnover, reduction in instances of moving to evade by long-term parkers, reduced traffic associated with vehicles circulating in search of parking, increased utilization of off-street public parking lots.
- **2.3 Consider Implementing a Parking Benefits District**
 - *Trigger:* Implementation of on-street paid-parking.
 - *Intended Outcomes:* Transparency in the use of paid parking revenues, dedicated revenue for safety, pedestrian, bicycle, transit, and parking improvement projects.
- **2.4 Convert Additional Public Lots to Short-Term Visitor Parking**
 - *Trigger:* Very limited off-street visitor parking availability during the peak season within all public time-limited off-street lots ($\geq 85\%$ occupancy for 3+ hours).
 - *Intended Outcomes:* Increase in the number of vehicles served per day within each converted lot, reduction in occupancies during the day (making it easier for visitors to find parking within the lot), and potentially a decrease in traffic circulating in Downtown in search of parking.
- **2.5 Develop Off-Street Shared Parking Program for Peak Season Employee Parking**
 - *Trigger:* Conversion of two or more public lots to short-term visitor parking.
 - *Intended Outcomes:* Increased employee parking supply within a short walk of Downtown.

Long Term Action Items (5 Years +)

- **3.1 Expand On-Street Time Limited Zone**
 - *Trigger:* High short-term parking demand on adjacent blocks ($\geq 85\%$ occupancy for 3+ hours on block faces proposed for conversion).
 - *Intended Outcomes:* Increased turnover on each converted block face.
- **3.2 Implement Residential Permit Program for Unlimited Parking in Time-Limited Zones**
 - *Trigger:* Implementation of time-limited parking or paid parking in residential areas where residents need to park on street.
 - *Intended Outcomes:* Increased turnover on each converted block face in residential areas while addressing the parking needs of residents.
- **3.3 Implement Employee Permit Program for Unlimited Parking in Certain Time-Limited or Paid Parking Zones**
 - *Trigger:* Net decrease of 200 or more unlimited parking stalls in and around Downtown.
 - *Intended Outcomes:* Mitigation of impacts to employees caused by other strategies, increased employee utilization of alternative modes.



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- **3.4 Implement High-Frequency Downtown Trolley Service**
 - *Trigger:* Adequate funding. On-Street paid parking could be one funding source.
 - *Intended Outcomes:* Additional option for accessing Downtown without a vehicle.

- **3.5 Construct New Parking Garage or a One-Level “Parking Lid” over an Existing Surface Parking Lot**
 - *Trigger:* Very limited parking availability across entire Downtown ($\geq 85\%$ average occupancy for 3+ hours across entire Downtown on- and off-street parking supply).
 - *Intended Outcomes:* Increased Downtown parking supply.



2.0 Introduction

2.1. Background

The Town of Jackson recognizes the role of parking in promoting access and mobility in its community. This “Phase II” study which focuses on developing a downtown parking management plan, follows a study completed in 2017 (“Phase I Study”) that focused on the areas outside of Downtown Jackson (specifically Character Districts 3, 4, 5, and 6), examining parking dynamics and strategies related to residential, non-downtown commercial, and park-and-ride parking.

The Phase One study’s purpose and objectives included:

- Examining existing utilization and demand characteristics of on and off-street parking for residential, commercial, and park-and-ride land uses outside of Downtown Jackson.
- Present a range of alternative approaches to managing and maintaining parking and transportation resources into the future to inform officials as they determine the desired direction for policy implementation.
- Inform the Town’s 2017 zoning code update by providing recommendations pertaining to residential and commercial measured parking demands outside of Downtown Jackson.
- Position the Town for future success in providing and managing parking with a clear set of supply, demand-management, policy, and program strategies and solutions.

Analysis and recommended considerations included in the Phase I parking study report were presented under a framework of ten policy considerations adopted by the Town Council on June 27, 2017. These 10 policy questions are based on the parking issues identified by the public, staff, and Kimley-Horn in May and June 2017.

1. What level of vehicle parking demand are we planning for?
2. What level of bicycle parking demand are we planning for?
3. What is an acceptable distance from a parking space to a destination?
4. Should parking policy vary by season?
5. Who is on-street parking for?
6. What is the public role in providing off-street parking (e.g. parking garages, on street)?
7. How should Park n’ Ride facilities be used?
8. What level of safety are we trying to achieve through parking policies?
9. How should on-street and off-street public parking be funded?
10. How should parking be managed?

Coordinated combinations of answers to these policy questions comprise the alternative approaches presented in this report for review and consideration by the Town of Jackson.

2.2. Background Documents

Jackson/Teton County Comprehensive Plan

In addition to the Phase I Parking Study noted above, the Jackson/Teton County Comprehensive Plan envisions increased residential density throughout parts of Jackson to provide workforce housing opportunities, in addition to areas of greater residential and commercial density that are more pedestrian-oriented and place a diminished emphasis on providing large reservoirs of parking.



Jackson/Teton Integrated Transportation Plan

The Jackson/Teton Integrated Transportation Plan was developed by a team consisting of Charlier Associates, Inc./Logan Simpson Design Inc. and Fehr & Peers in 2015. This plan was envisioned to be a “blueprint for implementing the transportation provisions of the Town/County Comprehensive Plan”.

Town of Jackson Community Streets Plan

Jackson’s Community Streets Plan builds upon recommendations of the Jackson/Teton County Comprehensive Plan to implement the community vision for future development of the transportation system. The plan serves as an adaptable guide and “toolkit” of preferred street right-of-way design solutions that shall be implemented to create a multimodal transportation system that works for people driving cars, riding transit, traveling by bike or on foot.

2.3. Phase II Study (Parking Management Plan) Objectives

The primary goal of this Downtown Parking and Mobility Management Plan is to be a guide for decision makers on topics such as governance, customer service, planning, technology, enforcement, as well as parking facility and systems management. Specific project objectives include providing strategies and tools to:

- Identify governance and management structures that will work best for Jackson that will also contribute to the successful implementation of other community goals
- Position parking as a contributor to the vitality of Downtown
- Provide recommendations on establishing positive and proactive customer relations
- Explore the range of parking management strategies that can be used by the Town’s management staff to encourage on-street parking turnover and promote increased community vitality
- Identify management strategies and technologies that can improve the customer experience, while also controlling operating costs and enhancing system financial performance
- Position parking management within the larger “mobility management” context in a way that promotes a balanced system of parking and multi-modal transportation alternatives



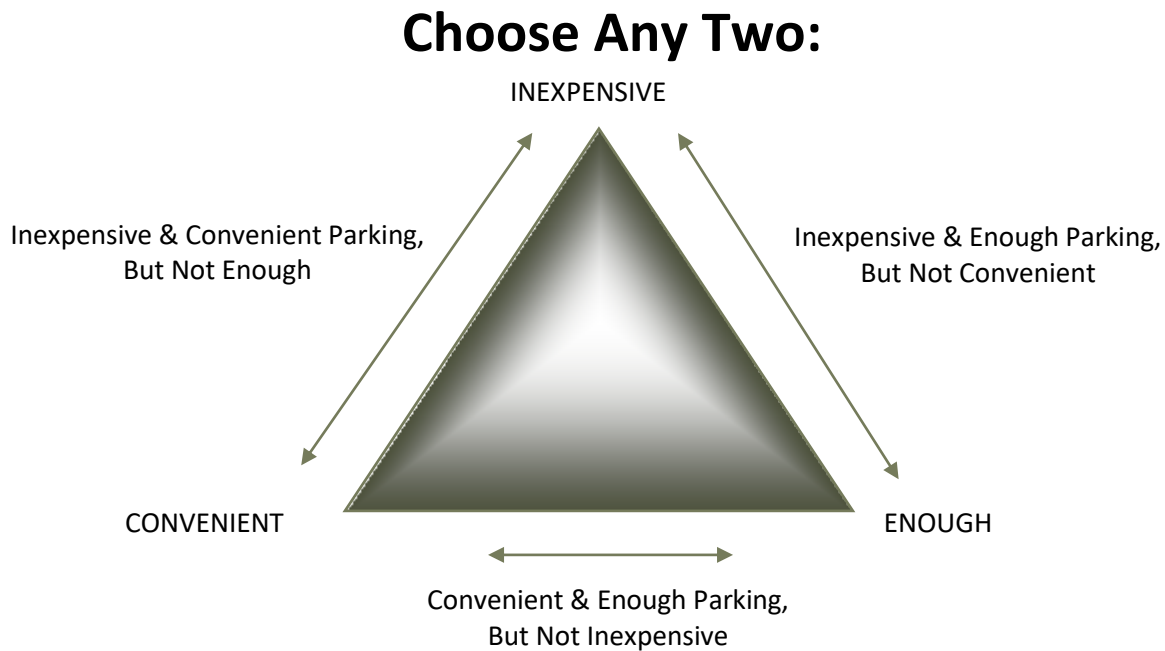
The “Parking Experience”

There is one element common to every study and every downtown: parking is always a source of frustration and contention. Parking can be a truly *emotional* issue because it affects people so directly. Few other areas involve the interrelated issues of personal safety/security, finance, convenience, wayfinding, accessibility, and customer service. Because parking creates the first and last impression for those visiting Downtown Jackson by car, it is important to consider how to best manage the overall “parking experience.”



Figure 1 depicts an interesting truism about parking:

Figure 1: Parking Triangle



Everyone wants three things when it comes to parking:

1. They want there to be plenty of it;
2. They want it to be very convenient; and
3. They want it to be inexpensive (and preferably free).



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Unfortunately, you can provide any two, but not all three of these elements simultaneously. This ushers in the need for a policy decision:

- If you choose to provide **inexpensive and convenient** parking, you will likely not be providing enough parking. This option may be acceptable if you want to use the lack of spaces as part of a demand management strategy to encourage the use of transportation alternatives.
- If you choose to provide **inexpensive and enough** parking, it will not be very convenient. With this choice, you may be adopting a strategy that utilizes less expensive remote parking supported with shuttle operations (at least for employees).
- If you choose to provide **convenient and enough** parking, it will not be cheap. This often-preferred approach typically means you have chosen to develop structured parking. The national average cost to construct a surface lot parking ranges from \$5,000 to \$8,000 per space. Above grade parking structures average between \$18,000 to \$30,000 per space. Below grade parking can range between 1.5 to 2 times the cost or more of above grade structures depending upon soil conditions and other factors. Another consideration that is often overlooked is that operating, utility, maintenance, and security costs are significantly higher with structured parking.

In urban environments, the choice is most often made to have “**convenient and enough**” parking. This strategic decision and the significant capital investment it requires creates the need to assure that these investments are well managed and responsive to the communities they serve.

The resource “*20 Characteristics of Effective Parking Management*”¹ provides guidance for establishing the basis for a sound and well-managed parking system combined into an integrated programmatic approach. These characteristics provide a solid foundation for communities who are working to manage parking in a way that balances convenience, availability, and cost. The ultimate goal is a system that provides professional management, understands the role it plays in contributing to the larger objectives of the downtown, and is responsive to the community’s needs.

2.4. Key Focus Areas

The Town of Jackson is considering the development of a comprehensive parking management program as a strategy to support on-going community planning initiatives. This initial framework plan provides a roadmap for the development of a comprehensive and strategic approach to parking and mobility management in Jackson. The development of such a program would typically require the following ten elements:

1. **A Sense of Purpose and Direction relative to Parking and Mobility Policy** – This parking management framework plan should complement and build on 2017’s parking data collection and parking planning work and other parking, transportation policy, and planning work recently completed by the Town (including the 2015 Integrated Transportation Plan).
2. **Program Organization and a Strong and Capable Program Leader** – The recruitment and hiring of a parking/mobility manager (and required support staff) with experience managing a municipal parking program is a key first step. This report also discusses parking system operating

¹ Toolkit Reference: See Appendix A



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methodologies. Program organization is a key foundational element and a vital initial step to creating an effective and sustainable parking and mobility management program.

3. **A Strong Customer Service Orientation** – One of the key leadership elements that needs to be infused into the program from the beginning is a strong customer service focus. This applies not only to staff training but also to facilities maintenance and investments in new technologies. Parking can play a key role in improving the perception and the experience of Downtown overall. Collaboration and partnerships with the Town of Jackson, the Chamber of Commerce, and the downtown merchants will be an important component of this initiative.
4. **A Focus on “Mastering the Fundamentals” of Parking Management** – This focus area is about gaining an in-depth understanding of the many complex and challenging aspects that are somewhat unique to parking. The Resource “20 Characteristics of Effective Parking Management” (Toolkit Item # 1) provides a strong framework built around specific program categories. This resource provides the basis for a comprehensive program development approach and can assist the Jackson parking program as it strives to become one of the best small municipal programs in the country.
5. **Establish parking as a separate “enterprise fund” for any future parking revenues** – Long-term, parking has the potential to grow into a self-sustaining enterprise fund if all parking related revenue streams (if implemented) are dedicated to support the fund. There are strategies for reinvesting a percentage of net parking revenues (after expenses and recommended set asides) back to the general fund or back to the downtown district through a mechanism referred to as a “parking benefit district”.
6. **Leverage under-utilized private parking resources** – As a potential tool to cost-effectively increase the public parking supply, the Town can work with owners of private parking owners in the downtown area to develop creative opportunities to manage private lots as shared parking resources. This can be accomplished by providing high-quality parking management services and revenue sharing arrangements with local businesses, property owners, and institutions.
7. **Investment in New Technology** – Leveraging new technology will be a critical element in achieving many of the stated goals of this project including:
 - a. Enhanced customer friendly programs and services
 - b. Improved operational efficiency
 - c. Enhanced system financial performance
 - d. Improved system management
8. **Development of a strong parking maintenance program** – A strong parking maintenance program would have regularly scheduled facility condition appraisals, the creation of parking facility maintenance reserves, and a prioritized facility restoration and maintenance schedule. While there is currently only one structured parking facility in downtown Jackson, this element may grow in importance with future investments in Jackson’s parking system.
9. **Over time, expand the parking program’s mission to adopt a broader focus on comprehensive mobility management** – Development of transportation demand management (TDM) strategies, promotion of transportation alternatives, support for shared mobility and active transportation, and the development of complementary parking policies will be important in this area.



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10. **Parking Planning** – Development of a robust and effective parking planning function or at a minimum, the inclusion of parking management in larger community planning initiatives and on-going discussions relative to new or proposed development projects is highly recommended. Also work closely with Planning to address parking requirements (zoning code), shared parking opportunities, and ADA parking issues.

2.5. Summary

The importance of parking as one of the most visible and often controversial elements of a downtown's infrastructure is often underestimated. Parking, when well-managed, can be a key component in retaining existing businesses, supporting investment and redevelopment, and sustaining healthy and vibrant downtowns. This Downtown Parking and Mobility Management Plan is intended to serve as a roadmap for the development of a comprehensive and strategic approach to parking and mobility management in Jackson.



3.0 Mission, Vision, and Guiding Principles

The purpose a program's Mission and Vision is to clearly and concisely establish the core function of the program (Mission) and chart a course for the future (Vision). These foundational elements provide a base on which to build an overall strategic framework for the program². While the following Mission and Vision statements primarily apply to Downtown, as this is where the bulk of the parking management issues will occur, these parking management principles should be applied town-wide and be in alignment with larger community and parking/mobility goals.

3.1. Mission Statement:

The Jackson parking program supports Jackson's thriving Downtown and strategic planning goals with effective parking policies, planning, and programs, enhancing the parking experience for the Town's customers and stakeholders.

3.2. Vision Statement

The Jackson parking program will develop a quality, customer-oriented parking and mobility management system, responding to the current and future needs of parkers through active planning, management, coordination, and communications.

² A program has been created by the International Parking and Mobility Institute referred to as the "Accredited Parking Organization" or "APO" (See report Toolkit Items 2 and 3 for a copy of the program overview and criteria matrix). This program was partially created to begin codifying "industry standards" related to parking operations and management and provides a good set of parking program development guidelines that could be guide for Jackson in terms of program scope.



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3.3. Guiding Principles

The purpose of Guiding Principles is to establish a strategic framework upon which to build a comprehensive Parking Management Program.



While the Mission and Vision establish the program's foundation and aspirations, these Guiding Principles are strategic in nature, responsive to the needs of the community and aligned with the larger community's planning goals.

These parking program Guiding Principles will encourage the use of parking and other transportation resources to support and facilitate priority planning goals and serve prioritized user groups. They will also serve as a foundation for near and long-term decision-making relating to parking management and development in the downtown.

Guiding Principle Categories:

1. Organization/Leadership
2. Planning /Urban Design
3. Effective Management/Accountability
4. Customer Service Orientation
5. Communications/Branding /Community Education
6. Leveraging Technology
7. Accountability/Financial Management
8. Integrated Mobility Management
9. Sustainability

A statement better defining each of the nine draft guiding principles is provided on the following pages.

Guiding Principle #1 – Organization/Leadership

The parking management program will be “vertically-integrated” with responsibility for:

- Managing on-street parking
- Managing Town-owned off-street parking
- Coordination with privately owned off-street parking



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- Parking enforcement/citation management and adjudication (Note: citation adjudication should be done by a separate agency or entity than that which issues the citations.)
- Parking planning and development
- Transportation demand management

Consolidating the various parking functions under a single entity will establish a consolidated system that is action-oriented, responsive, and accountable with improved coordination and operating efficiencies.

Recruiting a strong leader is a key element for success. The organization leader must have strong vision and communications skills, specialized parking and planning expertise, and be capable of educating other community leaders, stakeholders and private sector partners on the importance and relevance of a strong parking management organization. Strong general management and financial program development skills are also required.

This approach would be a major departure from what previous Councils have been willing to invest in in the past. The principle of “vertical integration” would argue for a parking program that would take on parking enforcement as part of a comprehensive parking program, thus shifting the enforcement function from the Police. This would require the hiring several new positions.

Guiding Principle #2 – Planning / Visioning/ Policy/ Urban Design

The Jackson parking management system shall have an active and comprehensive planning function.

The Jackson parking management system will be included in all strategic development and transportation planning efforts. The parking management system will work with planning staff to review and evaluate parking zoning requirements, the development of parking design standards that promote good urban design principles related to parking structures and mixed-use projects, and the creation of transit-oriented development parking standards.

Effective parking planning will mean an improved understanding of parking supply/demand conditions on an on-going basis, and ultimately the development of parking infrastructure that will enhance and better support the community strategic goals and urban design.

The vision of an enhanced planning and policy development function will be pursued on multiple levels.

Parking management strategies and programs should support and compliment other access modes to better facilitate the accessibility and user-friendliness of downtown Jackson as a preferred regional destination. Resources shall be effectively planned and managed to promote and support multiple access modes into and around the downtown. Primary access modes include automobile, transit, bike/motorcycle and pedestrian users.

Event parking management is another component of a comprehensive parking management function that requires active planning. It is the layering of lots of smaller functions, such as special events planning and management, that helps inform the need for a new more comprehensive approach to parking management and begins to illustrate the levels of complexity and importance of the parking management function.

Well-defined parking facility design criteria, parking related streetscape enhancements, and effective integration of signage and wayfinding elements are all areas that this principle will promote. Parking



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management will work toward developing a parking system that continues to be self-supporting and sets aside funds for maintenance reserves and future capital asset funding.

Guiding Principle #3 – Effective Parking Management/Accountability

The Jackson parking management system will strive to be a forward thinking, “best-in-class” parking program.

The Jackson parking management system should anticipate future patron needs in the context of anticipated growth and other planning initiatives and seek to integrate supportive parking and multi-modal access strategies as appropriate.

Evaluation of other parking management best practices and new technologies should occur on an on-going basis. Effective facility maintenance, infrastructure reinvestment, and other system management fundamentals will be routinely addressed. Emphasis will be placed on enhancing parking facility appearance, maintenance, safety and security, regardless of facility ownership. The parking management system will promote standards to encourage comprehensive and pro-active facility maintenance and security plans.

Facility maintenance reserves and other maintenance best practices will be encouraged in the Town-owned facilities. Publicly available parking facilities marketed through the Jackson parking management system will agree to a community-developed set of parking facility standards. Participating facilities will be routinely monitored by the new parking management program.

Parking facilities will incorporate public art and creative level identification/theming to enhance the parking experience for their patrons and make parking facilities more navigable and inviting.

Guiding Principle #4 – Customer Service Orientation

Parking will promote the Town of Jackson as a desirable destination for shopping, dining, recreation, and employment by making parking a positive element of the overall community experience.

The Jackson parking management system will strive to develop and coordinate private and publicly owned parking facilities that are clean, convenient and safe.

Parking enforcement staff will present a friendly and professional appearance and receive on-going customer service and community ambassador training.

Ongoing goals of the parking management organization will include: Responsiveness to community needs, openness to fresh ideas, and active participation in community planning and events.

One major goal of the Jackson parking management system is to create a parking program that will be easy for the visitor to understand and to access. This will be accomplished through the use of common branding and marketing, an integrated signage plan, a web-based information clearing house, special events programs, etc.

Management of the on-street parking system will be enhanced over time through investments in new technology and customer friendly parking enforcement policies.

The Jackson parking management system should aim high and strive to achieve a Best-In-Class parking program. All aspects of the parking system should reflect an understanding of what the customer desires in terms of a positive and memorable experience. After a few years, it is recommended that the Jackson Parking program work toward achieving "accreditation" through the International Parking



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Institute's "Accredited Parking Organization" (APO) program (more information on the IPI's APO program will be provided).

Special programs to address retail enhancement initiatives, shared-use parking, employee parking, special/large events parking, etc. will be developed. These programs will be developed in a collaborative manner and designed to support larger community goals and objectives.

Guiding Principle #5 – Communications/Branding/Marketing and Community Education

Parking management programs and facilities will be developed to function as a positive, marketable asset for the Town of Jackson.

Parking management strategies and programs will be cross-marketed to promote the Town as a unique and visitor-friendly regional destination. Parking availability shall be well publicized to enhance the perception of parking as a positive element of the community experience. Reinvestment of parking resources back into the downtown will be promoted. The Jackson parking management system will develop an effective branding program.

In addition to web-based information, the Jackson parking management system will develop educational materials on topics such as: parking development trends, parking safety tips, etc. The organization will also promote discussion with parking facility owners/operators on topics such as facility condition assessments, maintenance program development, parking management best practices, etc.

Town parking programs and information shall be well promoted and marketed. The Jackson parking management system will work closely with the Planning department, Chamber of Commerce, and other community agencies/stakeholders to promote, educate, and market parking programs.

Guiding Principle #6 – Leveraging Technology

The Jackson parking management system will adopt technology solutions to enhance customer service and parking information options.

A key goal is to make parking less of an impediment to visiting the downtown and more of an amenity.

Technology will be leveraged to streamline and simplify access to parking and will be a key parking management strategy. Another key technology related goal is to enhance the efficiency and effectiveness of the new parking management staff and programs.

Guiding Principle #7 – Accountability / Financial Management

The parking system will strive, over time, to be financially self-supporting and accountable to stakeholders. In terms of accountability, it is assumed that a new parking management program (based on these "guiding principles") will communicate with community stakeholders on an on-going basis. Accountability refers to ensuring that agreed upon plans and strategies developed in collaboration with community stakeholders are implemented as discussed.

Parking management will work toward developing a parking system that is self-supporting and sets aside funds for maintenance reserves and future capital asset funding.

By aligning any future parking revenue streams from on-street parking (potential metered parking), off-street parking, enforcement, (and potentially special assessment fees and fee-in-lieu programs), it is possible to develop a parking system that self-funds all operating and maintenance expenses, facility maintenance reserves, planning studies, and future capital program allocations. A consolidated parking



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revenue and expense statement should be developed to document all parking related income streams and expenditures to give a true accounting of parking finances.

Guiding Principle #8 – Integrated Mobility Management

The Jackson parking management system will support a “Park Once” philosophy and a balance of travel modes, including bus, vehicular, bicycle and pedestrian, to meet community-wide access goals. Parking strategies and initiatives will be coordinated and aligned with the Jackson and Teton County Land Use and Transportation Plans. A park-once strategy is an approach to promoting walkable communities through which strategically located parking facilities are provided within safe walking distance and easy access of a variety of destinations. Park-once strategies let residents, workers, and visitors “park once,” leaving their car behind and using other means (e.g., walking, community shuttles, shared mobility options such as bicycle rentals) to get to their desired destination(s) within the community.

The parking program will be a supporter and potentially a funding partner for a variety of transportation demand management programs and transportation alternatives that promote improved community access and a more sustainable parking and transportation program.

Guiding Principle #9 – Sustainability

The Town of Jackson will pursue initiatives to promote more sustainable and efficient operations.

While initial program funding may have to come from Town general funds for program staffing and initial capital equipment acquisitions, implementation of paid on-street parking, if pursued as a parking management strategy, will provide the program with a new source of revenue capable of providing a sustainable funding source to get the new program up and running.

“Green” strategies that can result in more efficient use of parking facilities and provide other benefits, including reduced congestion and pollution, improved transportation choices, more efficient land-use, and improved streetscape aesthetics.



4.0 Existing Conditions

The Study Area for Jackson's Downtown Parking Management Plan is shown in **Figure 2**. This Section summarizes the results and findings of the data collection effort completed in August 2018. A more detailed analysis of Existing Conditions is included in **Appendix A: Existing Conditions Report**.

4.1. Study Overview

Parking counts were conducted over two days in the peak season to represent one peak season weekday and one peak season weekend day:

- Thursday, August 23, 2018
- Saturday, August 25, 2018

The on-street study area was divided into three areas:

- **Town Square Zone:** Consisting of 96 stalls surrounding the Town Square.
- **Downtown Core Zone:** Consisting of the entire 3-Hour and 15-Minute parking zone in Downtown outside of the Town Square Zone.
- **Downtown Edge Zone:** Consisting of 24 block faces adjacent to the 3-Hour Downtown Core Zone with unrestricted on-street parking.

On-street counts were completed using three different methods within each study area:

- **Town Square Zone:** *Turnover Study*. License plates recorded every 30 minutes from 8:00 AM to 9:00 PM to allow for calculation of average duration of stay.
- **Downtown Core Zone:** *Occupancy Study & Unique Vehicle Analysis*. License plates recorded every 2 hours from 8:00 AM to 9:00 PM to obtain occupancy snapshots and unique vehicles. Average duration of stay was not calculated from this data.
- **Downtown Edge Zone:** *Occupancy Counts Only*. Vehicle counts only (no license plates) were recorded every 2 hours from 8:00 AM to 9:00 PM.

Off-street counts were completed at the same time as the 2-hour on-street counts. Vehicle counts only (no license plates) were recorded in each of the 5 primary public lots in Downtown from 8:00 AM to 9:00 PM including:

- Home Ranch Lot
- Deloney Lot
- Miller Park Lot
- Center for the Arts Lot
- Parking Garage



Jackson Parking Occupancy - Study Areas

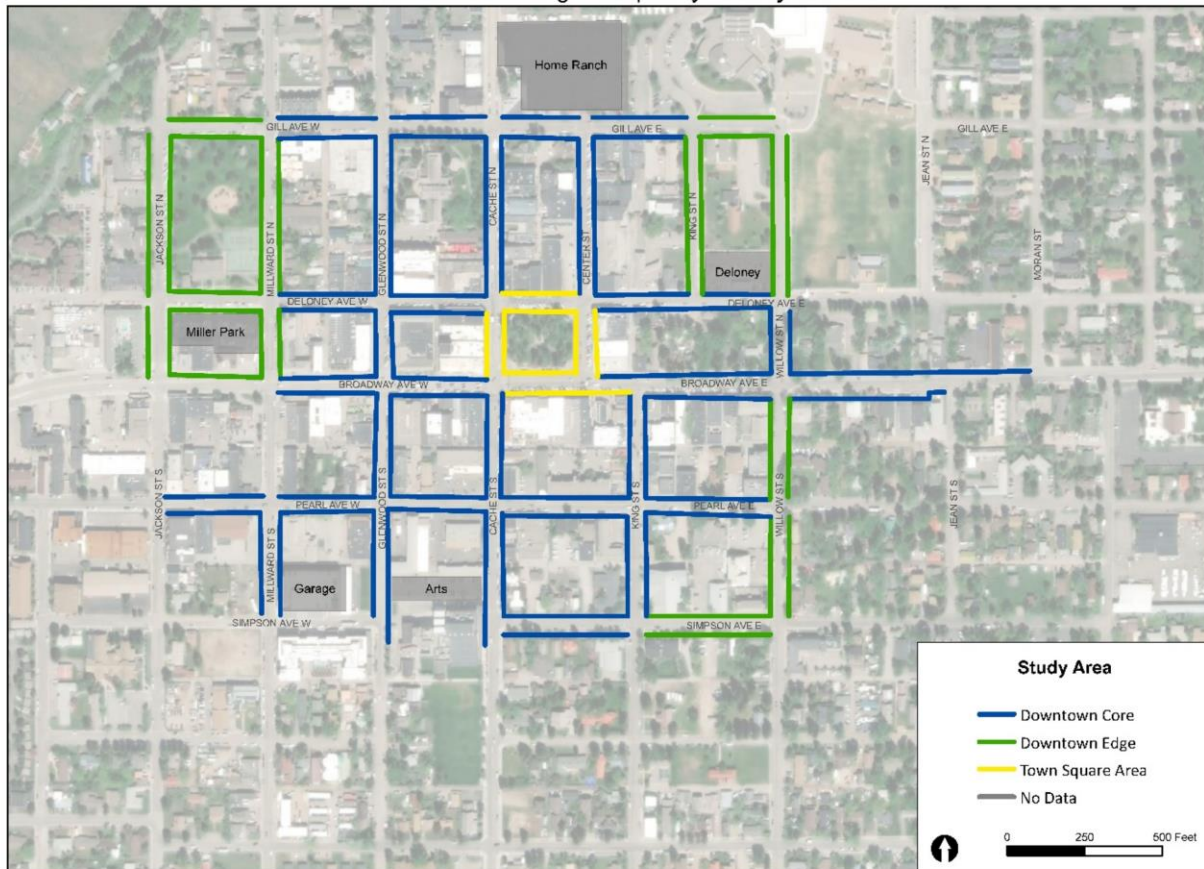


Figure 2: Downtown Study Area

4.2. Inventory

As part of the data collection effort, an inventory was completed to document number of stalls by type within each Study Area. In total, the Downtown Parking Management Plan Study Area consisted of 1,078 on-street parking stalls and 664 public off-street parking stalls.

On-street parking management recommendations for Downtown will focus on the 715 3-Hour stalls, the 52 15-Minute stalls, and the 10 ADA stalls. The 72-hour stalls were included to assess available capacity on the edges of the 3-Hour Zone.

Under existing conditions, drivers may park all day in any of the unrestricted stalls within the public off-street lots in Downtown. In each of the four surface lots, no overnight parking is allowed. Within the Parking Garage, drivers may leave their vehicle for up to 48 hours.



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Table 1: On-Street Inventory

Type	"Town Square" Zone	"Downtown Core" Zone	"Downtown Edge" Zone	On-Street Total
3-Hour	94	621	-	715
15-Min	-	52	-	52
ADA	2	8	-	10
72-Hour Limit	-	18	283	301
	96	699	283	1,078

Table 2: Off-Street Inventory

Type	Home Ranch	Deloney	Arts	Miller Park	Garage	Off-Street Total
Daily	139	77	54	58	200	528
ADA	6	4	3	3	8	24
EV	1	1	-	4	1	7
Oversize	23	-	-	-	-	23
Military	1	1	-	-	1	3
Tour Bus	2	-	-	-	-	2
Hybrid	7	-	-	-	-	7
Ride to Fly	-	-	-	-	70	70
	179	83	57	65	280	664

4.3. Key Observations

On-Street Parking

Occupancy

- On-street parking demands are higher on weekdays compared to weekends; the peak hours within the study area are **Weekdays from 12:00 PM to 2:00 PM** and **Weekdays from 6:00 PM to 8:00 PM**.
- Parking around Town Square is very constrained, with very limited parking availability all day on both weekdays and Saturdays.
- Parking availability increases with distance from Town Square. Parking management strategies that help to spread demand more evenly across Downtown would allow users to more easily find parking around Town Square.
- On **Weekdays from 6:00 PM to 8:00 PM**, the entire 715-stall 3-Hour Zone is approaching the effective capacity threshold of 85%. Even when only including the 621 3-Hour stalls outside of the Town Square Zone, the occupancy at 6:00 PM is 82%.
- Parking is readily available within the 15-Minute zones, indicating these stalls are functioning as intended. A review of the total supply of 15-Minute stalls may be warranted.



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Turnover (Town Square Only)

- More than 50% of vehicles parking on the Town Square park for less than an hour.
- Approximately 1/3 of vehicles parking on the Town Square park for less than 30 minutes.
- **Note:** Stays of greater than 3 hours are not equivalent to a violation, as this number includes vehicles parking outside of enforcement hours (9:00 AM to 6:00 PM).
- The number of vehicles served per stall on the Town Square is very high, indicating that time restrictions and enforcement are effectively encouraging long-term parkers to park in unrestricted areas or off-street lots.
- Although the turnover rate is high, the very high occupancies likely make it very difficult to find parking in this area, potentially leading to traffic associated with drivers searching for parking.
- Within the "Town Square" Zone, the average duration of stay for Teton County license plates (WY-22) was not observed to be higher than the general average.
- On weekends, vehicles with license plates from Wyoming (outside Teton County) and Idaho stayed longer on average compared to vehicles with license plates from other areas. Part of this longer average duration of stay may be associated with the Farmer's Market, where many vehicles (likely including vehicles of vendors) were observed to have parked from 8:00 AM to 12:00 PM.

Compliance with Regulations

- The violation rate is very low on weekdays, indicating high compliance with time restrictions on the Town Square.
- On Saturdays, the violation rate on the Town Square is higher compared to weekdays. Many vehicles were observed parking for the full duration of the Farmer's Market (8:00 AM to 12:00 PM), typically departing by around 12:30 PM. This indicates that at least some vendors choose to ignore the 3-Hour limit during this time (enforced starting at 9:00 AM), overstaying by up to around 30 minutes on average. Should the Town make any changes to time limits in Downtown (reducing to 2-hours, for example), careful consideration should be given to whether or not exceptions should be granted to these vendors on Saturdays.
- Within the full 715-stall 3-Hour Zone, 53 vehicles out of 2,383 observations (2.2%) on Thursday and 75 vehicles out of 2,197 observations (3.4%) on Saturday were noted to have exceeded the 3-Hour time limit between 9:00 AM and 6:00 PM. Although this sample likely underestimates the actual violation rate, it provides an indication that the violation rate is not significantly higher outside of the "Town Square" Zone.
- On Thursday, August 23rd, 2018, data provided by the Jackson Police Department indicates that 8 citations were issued for "overtime parking" violations. If there were 53 overtime violations during this period, the capture rate was 15% on this date. Typical guidelines indicate that parking enforcement should target capturing approximately at least 8% of all overstay violations, suggesting that Jackson's capture rate is within acceptable range.

License Plate Observations

- Teton County plates were observed less frequently on the Town Square compared to the entire downtown.



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- On weekdays, 47% of all unique vehicles recorded were from Wyoming, compared to approximately 39% on weekends.

Vehicle Movements within the 3-Hour Zone

- A higher percentage of vehicles with Teton County plates were observed to have parked more than once within the 3-Hour Zone over the course of the day (8:00 AM to 9:00 PM) when compared to other vehicles with other license plates on both weekdays and weekends.
- The percentage of vehicles parking more than once within the 3-Hour Zone is lower on Saturday compared to Thursday.

Public Off-Street Parking

- The off-street parking lots are well-used during the day, peaking in usage on **Weekdays from 12:00 PM to 2:00 PM**.
- During the midday peak hour, approximately 60 daily parking stalls (48-hour limit) are available within the Parking Garage.
- The unrestricted daily parking in the off-street parking lots exceeds effective capacity during the midday peak, reaching 88% occupancy on **Weekdays from 12:00 PM to 2:00 PM**. Only the Parking Garage has additional capacity during this time for general users.

4.4. Performance Metrics

To allow for regular comparisons of system performance between years, eight performance metrics are summarized in **Table 3**. While these performance metrics oversimplify many of the observations, measuring changes in each of these metrics between years can allow for a high-level indicator of effectiveness of various management strategies that may be implemented within the goal of influencing parking behavior in Downtown Jackson.

Footnotes document the specific sample size used in the calculation of each of the metrics.

Table 3: Summary of Key Performance Metrics

Performance Measure	Weekday	Weekend
Vehicles Served Per Day (8 AM – 9 PM)³	8.69	7.61
Vehicles Served Per Day (9 AM – 6 PM)⁴	6.61	5.53
Average Duration of Stay (8 AM – 9 PM)⁵	1 Hour 21 Minutes	1 Hour 32 Minutes
Violation Rate⁶	3.1%	8.5%
Peak Occupancy⁷	*83%	*74%
Surplus Supply at Peak⁸	208 Stalls	326 Stalls
Block Faces with Constrained Parking at Peak⁹	32 Block Faces	32 Block Faces

*Peak Periods: 12:00 PM to 2:00 PM (Weekday); 10:00 AM to 12:00 PM (Weekend)

³ Based on 94 3-Hour stalls in the “Town Square” Zone

⁴ Based on 94 3-Hour stalls in the “Town Square” Zone

⁵ Based on 94 3-Hour stalls in the “Town Square” Zone

⁶ Based on 94 3-Hour stalls in the “Town Square” Zone

⁷ Based on a combination of 715 on-street 3-Hour stalls and 528 daily unrestricted public off-street stalls

⁸ Based on a combination of 715 on-street 3-Hour stalls and 528 daily unrestricted public off-street stalls

⁹ Out of 91 block faces where occupancy data was collected



4.5. Parking Enforcement

The following notes from a meeting with City staff associated with the current parking enforcement program¹⁰ summarizes current program operations and issues.

- Current LPR enforcement schedule begins between 9:00-9:30 am and concludes around 5:00 pm
- The enforcement route includes the entire 3-hour parking area and the Home Ranch parking lot
- A complete route takes approximately 35-45 minutes to complete without stopping to issue citations; a typical route is 60 minutes once citations are included
- Enforcement occurs 7 days a week, 365 days a year as staffing permits
- Approximately 5 complete routes are completed each day between mid-June and mid-August; the frequency is less during other times of year based upon staff availability
- Limitations/inefficiencies are currently related to software and hardware issues, as well as staff availability
- There is not a significant problem with the current system not being able to read plates correctly, although it does happen
- Currently there are 2 full time Community Service Officers (CSOs) assigned to parking enforcement
- CSOs are often pulled off parking enforcement to address other duties, including accidents, oversize vehicle complaints, other parking complaints, animal control, etc.
- 2 seasonal CSOs are hired between mid-June and mid-August to assist with parking enforcement
- Town is currently hiring a 20 hour a week CSO position to cover weekend parking enforcement
- CSOs typically issue 18-25 citations a day; historically it was 75 per day when a 2-hour maximum limit was in place with manual (walking and chalking) enforcement
- Parking tickets are not generally viewed as a revenue source
- Peak parking demand is typically seen between June 1 and October 1
- Tour bus parking is an issue, no buses currently utilize the signed tour bus facilities on King Street and small cars often use reserved RV/tour bus parking in Home Ranch lot
- Loading and unloading of commercial vehicles is not currently an enforcement issue
- Uber and taxi spaces are not currently an enforcement or demand issue

Two appendix documents have been provided as part of this report to support and enhance the parking enforcement program going forward. These include: Toolkit Item 4 - Parking Enforcement Program Audit Checklist and Toolkit Item 5 - Sample Parking Enforcement Operations Manual.

4.6. Conclusions

Within the “Town Square” Zone, the turnover rate is very high, the average duration of stay is low (compared to the 3-Hour time limit), and the violation rate is low. However, overall parking demands during the peak season are very high within Downtown Jackson, with only around 17% of all 3-Hour on-street stalls and daily public off-street stalls (208 stalls) available during the weekday peak period from 12:00 PM to 2:00 PM. During this peak period, 32 block faces in Downtown are at least 85% occupied, indicating that visitors and customers, particularly those unfamiliar with Jackson, may need to search across several blocks for parking.

¹⁰ Meeting attendees: Michelle Weber, Roger Schultz, Jerad Weston, Paul Anthony, and Tyler Sinclair



5.0 Community Outreach Process

5.1. Overview

From October 2018 through January 2019, the Jackson Downtown Parking Management Plan Project Team led an outreach campaign to engage the community and downtown stakeholders to help understand, frame, and prioritize the key challenges and potential improvements for the parking experience in Downtown Jackson.

This summary provides an overview of feedback received, highlights consistent themes – observed by the consultant team and self-reported by the community – and concludes with strategies for incorporating identified stakeholder priorities into the Downtown Parking Management Plan.

Elements of the outreach campaign included:

- In-Person Community Outreach Event Summaries
 - 1) Chamber of Commerce Meeting
 - 2) Informal Downtown Employee Discussion
 - 3) Informal Multimodal Advocacy Group Discussion
 - 4) Informal Downtown Business Owners Discussion
 - 5) Community Open House
- Feedback from Technical Steering Committee
- Online Survey Results (395 responses)
- Summary of Stakeholder Priorities and Key Themes
- Conclusion

A more detailed summary, including the full survey results, can be found in **Appendix B: Community Outreach Summary Report**.

5.2. Stakeholder Priorities and Key Themes

Community members and stakeholders expressed a wide variety of concerns, priority issues, and recommendations related to parking within Downtown Jackson during the campaign to collect feedback. The following section summarizes the First, Second, and Third Tier priorities that emerged to help organize the information gathered. However, during the development of the Downtown Parking Management Plan, all feedback received will be used to help craft recommendations.

Tier 1 Priorities

Tier 1 Priorities were expressed consistently through a variety of in-person meetings and within the online survey. Addressing these issues should serve a key priority of the Downtown Parking Management Plan.

Address Downtown Employee Parking

- Consider options to encourage employees to use the parking garage and other areas with available capacity outside of the Downtown core in order to free up parking for short-term parking needs.
- Both incentives (such as employee benefits for parking in the garage or using alternative modes of transportation) as well as increased enforcement should be considered.



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Manage Parking Based on Time Stays

- Parking is readily available if able and willing to walk a few blocks; however, parking further away can be a challenge for the disabled, the elderly, families, and for quick trips.
- Parking should be managed to provide more areas for very quick trips (less than 30 minutes) and centralized, convenient parking for short-term stays (such as 2-hours or less). Those staying for longer periods of time should be directed to the edges of Downtown with improved wayfinding.

Pedestrian Enhancements

- Many community members expressed a strong desire to improve the downtown pedestrian environment including crosswalk treatments to improve safety, maintenance and visibility enhancements, and potential consideration for pedestrian-priority areas in Downtown.
- Making use of parking availability on the edges of Downtown will be more effective with safe, convenient, and clear pedestrian routing and wayfinding.

Tier 2 Priorities

Additional Public Parking Options

- While not all community members feel that Jackson currently has an inadequate parking supply (particularly in the off-season), increasing the public parking capacity (such as an additional parking garage on the edge of Downtown) should be pursued in the medium term as one option for addressing peak season parking constraints.
- Many community members also expressed interest in pursuing shared parking arrangements with private lot owners to increase the number of public parking options in Downtown.

Paid On-Street Parking

- Some community members suggested on-street paid parking as a method to manage parking in areas (and times) of highest demand. The approach, if used, should ensure that free parking is also available within a very short walk of Downtown, and options should be explored to make it easy for visitors to navigate and use (pre-paid options for residents, free parking for very short stays, validation programs, etc.)

Downtown Shuttle Service

- Rather than commuter-focused service with large buses covering long distances, many community members expressed interest in small-scale shuttle/transit service operated on very high frequencies as an option for making it easy to park just outside of Downtown and get to the core easily without a long wait or a long walk.

Bicycle Enhancements

- During the peak summer season when parking is most constrained, many community members indicated that bicycling (either from neighborhoods close to Downtown or from remote parking areas) could be a more attractive option if some streets were prioritized for pedestrians and bicyclists.



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Manage RV and Tour Bus Parking

- RVs and Tour Buses will continue to need to find parking near Downtown, and appropriately managing where these larger vehicles should park should be a priority. Directing larger vehicles away from the Town Square while still allowing convenient parking options on the edge of Downtown should be prioritized.

Enhanced Enforcement

- With 3-hour time limits that end at 6 p.m., it is fairly easy for employees to move their vehicle once to evade a citation, likely contributing to parking congestion outside of the Town Square (moving to evade was not frequently observed on the Town Square). Further, on-street parking is effectively free and unlimited starting at 3 p.m. due to these regulations. Two-hour time limits should be considered in Downtown as a tool to further address employee parking.
- Escalating fines for repeat violators (as a tool to discourage employee parking in time-limited areas) should be explored, along with revised enforcement hours.

Tier 3 Priorities

Tier 3 priorities were expressed by at least two or more individuals during outreach activities and should serve as a reference as recommendations are developed. They are presented as community recommendations rather than key themes:

- **Last-Mile Mobility:** Should consider emerging mobility trends such as bike share or scooters to pair with satellite parking lots, along with safety improvements for bicyclists.
- **Revisit On-Street Parking Capacity:** Expand the size of no-parking zones at intersections to improve sight distance (or use bulb-outs).
- **Wayfinding/Signage/Technology:** Additional wayfinding and signage (for both pedestrians and motorists) as well as technology investments could make it easier to find parking quickly and easily.
- **Address Winter Parking Restrictions:** Existing winter regulations may be unnecessary and do not necessarily effectively serve the needs of Jackson residents. Suggested alternatives included alternating which side of the street winter restrictions are in effect (to allow for plowing both sides) or allowing long term parking in the garage.
- **Special Events Regulations:** Revised parking enforcement and regulations during special events should be explored, and alternative management strategies may be needed.
- **Revise Private Parking Requirements:** Private developers should be more responsible for providing parking.

5.3. Conclusions

When viewed comprehensively, feedback received from the stakeholder outreach process supports the following “big-picture” themes:

1. **Focus on Management Strategies that Preserve Jackson’s Character:** The most consistent theme expressed through the outreach process was that limited parking availability and traffic congestion along with continued growth threatens to erode Jackson’s character if not addressed



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and managed in a way that preserves the welcoming, small town atmosphere. Parking management strategies need to ensure that Jackson is welcoming to all, including visitors, residents, the disabled, the elderly, families, and RV drivers alike. Yellowstone/GTNP are in the top 3 RV destinations in America and providing additional resources to address this need should be a priority.

2. **Consistent, Integrated Approach to Parking Management:** On-street regulations, off-street public parking options, and enforcement should work together to ensure that employees and long-term parkers understand clearly where to park so that short-term parkers (visitors and customers) and those with disabilities and the elderly are able to quickly and easily find parking near their destination. Enforcement should support this approach by focusing on identifying, citing, and collecting fines from repeat offenders.
3. **Targeted Communication and Straightforward Signage and Wayfinding:** There is broad consensus that the peak summer season is the primary time in which there is limited parking availability. An effective communication program to identify where employees should park during the peak season, combined with clear and straightforward signage to direct visitors to convenient parking areas where they can expect to find parking may help to alleviate visitor frustration and traffic associated with drivers circulating in search of parking.
4. **Focus on Enhancing the Pedestrian Experience in Downtown:** Many community members expressed a strong desire to ensure that pedestrians feel safe and welcome in Downtown from the time they park their car until they arrive at their destination. Crosswalk enhancements, regular maintenance, additional lighting, and pedestrian-focused navigation aids will all help to improve the pedestrian experience and ensure that as Jackson grows, downtown continues to feel inviting and welcoming to all.



6.0 Recommendations

6.1. System Objectives

Based on parking management best practices and the feedback received through the stakeholder engagement process, the following system objectives are intended to be used as a tool to guide the development of parking management strategies. As strategies are implemented, these system objectives should be revisited periodically and updated as necessary to ensure that strategies are developed and implemented with the goal of working towards clearly defined and measurable objectives.

On-Street Parking in Downtown

- The most convenient on-street parking stalls in the Downtown commercial zone should be managed to serve the following uses in order of priority:
 1. C: Customer and Visitor Parking
 2. T: Transit and Pick-Up / Drop-Off
 3. D: Deliveries and Commerce
 4. E: Employee Parking
 5. R: Residents and Residential Guest Parking

Prohibited

RV: Recreational Vehicle Parking

On-Street Parking in Downtown-Adjacent Neighborhoods

- The most convenient on-street parking stalls in the neighborhoods adjacent to Downtown should be managed to serve the following uses in order of priority:
 1. R: Residents and Residential Guest Parking
 2. E: Employee Parking
 3. C: Customer and Visitor Parking
 4. T: Transit and Pick-Up / Drop-Off
 5. RV: Recreational Vehicle Parking
 6. D: Deliveries and Commerce

Downtown Public Off-Street Parking Along Highly-Traveled Roadways

- The most convenient off-street public parking in Downtown along the most highly traveled roadways should be managed to serve the following uses in order of priority:
 1. C: Customer and Visitor Parking
 2. RV: Recreational Vehicle Parking
 3. E: Employee Parking
 4. R: Residents and Residential Guest Parking
 5. T: Transit and Pick-Up / Drop-Off
 6. D: Deliveries and Commerce



Other Downtown Public Off-Street Parking Facilities and Off-Street Shared Parking Assets

- All remaining off-street public parking in Downtown (as well as publicly-licensed shared parking in private off-street lots) should be managed to serve the following users in order of priority:
 1. E: Employee Parking
 2. R: Residents and Residential Guest Parking
 3. C: Customer and Visitor Parking
 4. T: Transit and Pick-Up / Drop-Off
 5. D: Deliveries and Commerce
 6. RV: Recreational Vehicle Parking

6.2. Short Term Action Items (0-2 Years)

The following action items can be accomplished without the creation of new parking staff positions. Several will require additional dedicated enforcement staff time, capital expenditures, and staff time for implementation.

1.1 Extend Enforcement Hours

- **Action:** Extend hours of enforcement from 9 AM – 6 PM (Current) to 9 AM to 7 PM.
- **Reasoning:** With a 3-hour time limit, parking transitions to free and unlimited for anyone arriving after 3 PM under current conditions, including employees. Extending the hours of enforcement will help to discourage on-street vehicle storage for long-term parkers (primarily employees).
- **Intended Outcomes:** Increased on-street turnover, particularly during the late afternoon period. Potential for increase in number of vehicles served per day per stall as employees will be further discouraged from parking within the 3-hour parking zone.
- **Additional Resources Needed:** Additional enforcement staff time (+10-15% over existing budget)





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1.2 Implement Escalating Fine Structure for Repeat Violators

- **Action:** Waive fine for first time violators. Standard fine for 2nd violation. 2x fine for 3rd violation. 3x fine for 4th violation. 4x fine for the 5th and each subsequent violation. Escalating fines will reset after 12 months with no new violations.
- **Reasoning:** Time limit regulations in Downtown are primarily intended to discourage all-day parking on-street in the Downtown core in order to ensure that the most convenient spaces are used by customers and visitors. Waiving the fee for first time violators (while documenting the violation for record keeping) and directing them to the all-day parking areas for future reference helps to preserve Jackson’s welcoming, friendly character. An escalating fine structure is a strong deterrent against repeat violations, gradually influencing behavior of those who need to park in Downtown for more than 3 hours.
- **Intended Outcomes:** Reduction in instances of moving to evade by long-term parkers and improved on-street parking turnover.
- **Additional Resources Needed:** Additional enforcement administrative staff time; potential annual software costs.

Violation Count	Fine
1 st Violation	\$0
2 nd Violation	\$25
3 rd Violation	\$50
4 th Violation	\$75
5 th + Violation	\$100

1.3 Convert Home Ranch to 4-Hour Visitor Parking (Peak Season Only) with Additional Wayfinding

- **Action:** Add 4-hour time limit signs to Home Ranch (May 15 – September 15 only). Add additional “Free Visitor Parking” signs to direct visitors to Home Ranch.
- **Reasoning:** Home Ranch is located directly on the most heavily traveled visitor corridor through Downtown (USE 26/89/191), and the Town has invested in this location as a Visitor parking lot with installation of restrooms and a Visitor Center. However, during the peak season, this lot fills to capacity by late morning, and occupancy levels do not drop until after 6 PM, making it nearly impossible for customers and visitors to find parking in this lot during the day. By converting this lot to 4-hour parking during the peak season (May 15 – September 15), employees will be encouraged to park in alternative locations (see next strategy) and each space will be able to serve more vehicles per day. Additionally, with effective wayfinding, visitors will need to spend less time circulating Downtown in search of parking.
- **Intended Outcomes:** Increase in the number of vehicles served per day within Home Ranch, reduction in occupancies during the day (making it easier for visitors to find parking within the lot), and potentially a decrease in traffic circulating in Downtown in search of parking.
- **Additional Resources Needed:** Additional enforcement staff time (+5-10% over existing budget); capital costs of signage/installation.





1.4 Convert Taxi2Fly Parking to Employee Parking

- **Action:** Remove all Taxi2Fly parking from the Parking Garage and transition this program to an outlying lot, such as the Fairgrounds.
- **Reasoning:** Long-term vehicle storage should not be considered a priority use of the Parking Garage during the peak summer season. By freeing up approximately 70 vehicle parking spaces within the Parking Garage during the peak summer season (141 spaces during the winter), employees who previously parked in the Home Ranch lot can be directed to the Parking Garage.
- **Intended Outcomes:** Increased parking availability within the Parking Garage that can be used by employees (priority user group #1) as well as customers and visitors.
- **Additional Resources Needed:** None (Staff time for coordination).

1.5 Develop Employee Parking Maps & Communication Program

- **Action:** Develop map showing preferred employees parking locations during the peak season, explaining the need to ensure customers have access to the most convenient parking areas in Downtown. The brochure can also serve as an opportunity to explain the escalating fine structure.
- **Reasoning:** With an escalating fine structure and the removal of 139 all-day parking stalls (from Home Ranch), employees will need to know where they should park during the peak season. With an effective communication program, employees who previously parked in the Home Ranch lot during the peak season can be encouraged to park in the Parking Garage or on-street on the edges of Downtown where there are no time limits (including sections of Jackson Street, Millward Street, Glenwood Street, Cache Street, King Street, Willow Street, Gill Avenue, and Deloney Avenue, Simpson Avenue, and Hansen Avenue). Underutilized on-street parking on the edges of Downtown can effectively serve both residents as well as employees due to the off-setting peak hours of demand (residential demands peak in the evening into the overnight hours and decrease as residents depart in the morning, while employee demand peaks during the day when residential demand is lowest).
- **Intended Outcomes:** Increase in the utilization of the Parking Garage and unlimited on-street parking areas on the edge of Downtown by employees.
- **Additional Resources Needed:** None (Staff time to develop and distribute materials).

Community Input

Addressing employee parking was ranked as the top priority management strategy within the online questionnaire. Recommendations 1.1 – 1.5 are intended to work together encourage employees to park in the Parking Garage, select surface lots, and on the edges of Downtown in order to free up the most convenient parking for visitors and customers.



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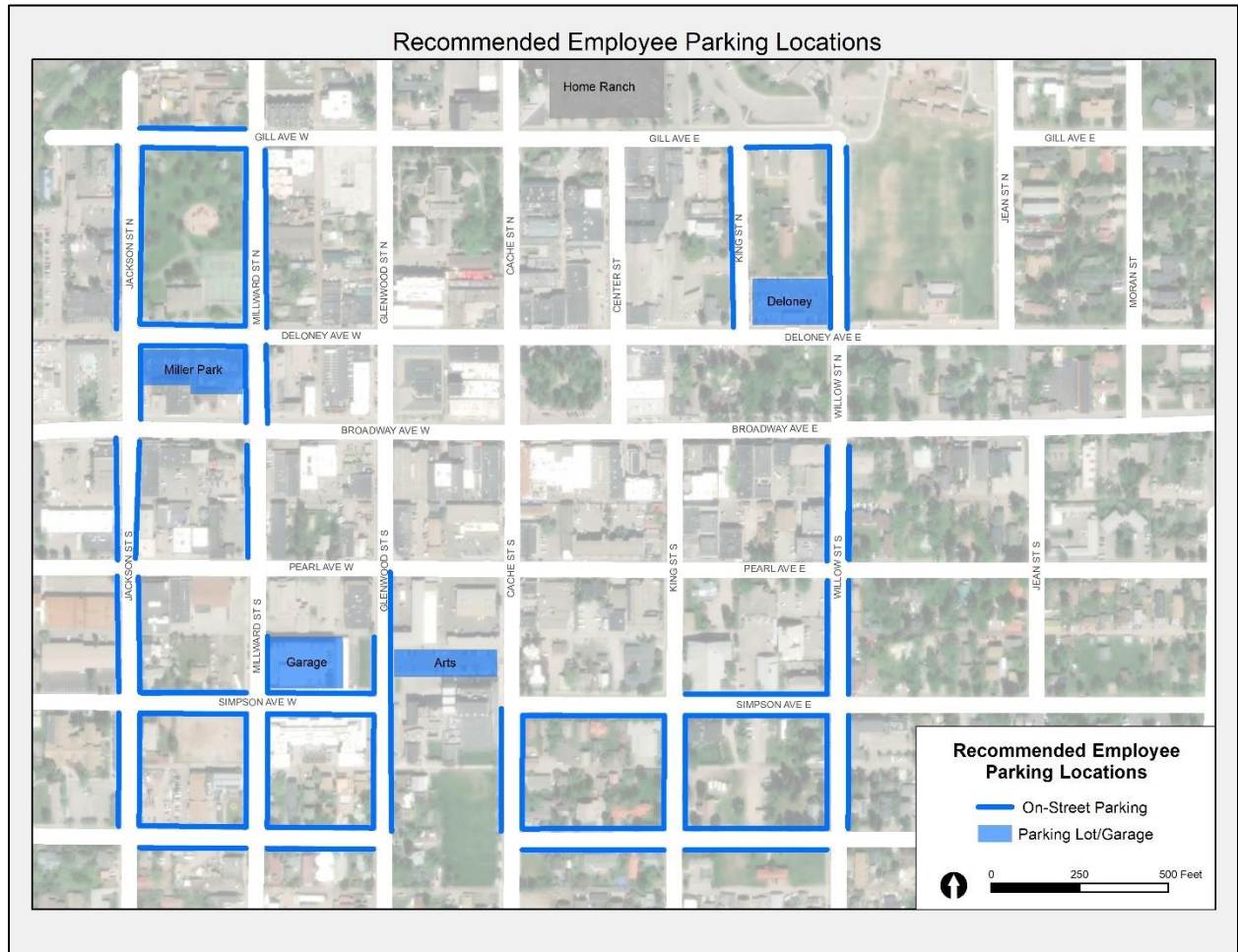


Figure 3: Recommended Employee Parking Locations



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Table 4: Inventory of Recommended Employee Parking Areas

Parking with No Restrictions	Type	Stall Count
Jackson Street	On-Street	122
Millward Street	On-Street	83
Glenwood Street	On-Street	32
Cache Street	On-Street	9
King Street	On-Street	44
Willow Street	On-Street	97
Gill Avenue	On-Street	27
Deloney Avenue	On-Street	30
Simpson Avenue	On-Street	54
Hansen Avenue	On-Street	71
Parking Garage	Garage	270*
Center for the Arts	Lot	54
Miller Park	Lot	58
Deloney	Lot	50**
		1,001

*Assumes Taxi2Fly stalls converted to all-day parking

**77 total stalls in 2018; Assumed that 27 stalls will be dedicated to bank parking starting in 2019

1.6 Add 15-Minute Stall Near Each High-Turnover Business in the Downtown Core Upon Request (Up to 2 Per Block Face)

- **Action:** Work with businesses to identify locations where high-turnover (15-minute) parking stalls are needed to serve very short-term trips; upon request, locate new 15-minute stalls at intersections or at mid-block pedestrian crossings so that drivers know where to look for these high-turnover spaces.
- **Reasoning:** Other than the 15-minute zone near the Post Office, there are very few 15-minute parking stalls in Downtown. Additional 15-minute stalls near businesses with a very short average duration of stay (coffee shops, dry cleaners, etc.) will make it easier for customers to make a quick stop without having to search for parking. Requests should be initiated by business owners rather than by the Town to ensure these stalls are added to locations that have a need for very short-term parking. Requesting businesses should be informed that the stalls will not be actively enforced (except during their normal enforcement routes), and abuse would need to be reported.
- **Intended Outcomes:** Increased customer satisfaction, reduced traffic associated with vehicles circulating in search of parking.
- **Additional Resources Needed:** Capital costs of signage/installation, staff time to develop forms, distribute to business, and process results.





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1.7 Invest in Real-Time Space Availability in Select Public Lots

- **Action:** Install low-cost sensors at the entry and exit points to select public parking lots in Downtown. Maintain a database of lot occupancies by hour to monitor over time.
- **Reasoning:** The cost to monitor parking availability in public parking lots with very few entry and exit points has decreased in recent years, and the data can be used to both communicate real time parking availability to the public (through signage or online) as well as track parking demands from hour to hour and month to month.
- **Intended Outcomes:** Increased employee and customer satisfaction due to the ease of finding available off-street parking, reduced traffic associated with vehicles circulating in search of parking, and reduced data collection costs.
- **Additional Resources Needed:** Capital costs of technology (less than \$10,000 per access sensor/display sign), staff time to display real-time parking availability on the website (if desired).

1.8 Initiate Annual Data Collection Program to Monitor Performance

- **Action:** Conduct an annual peak season parking utilization count in Downtown.
- **Reasoning:** While each recommended strategy is intended to result in behavior change, the effectiveness of each strategy (and potential unintended consequences) cannot be monitored without a regular data collection program. Implementing a data collection program will allow the Town to test new strategies, monitor progress, and utilize data-driven triggers to indicate when new management strategies are needed.
- **Intended Outcomes:** Transparency in the development and implementation of parking management strategies; facilitation of a data-driven approach to parking management.
- **Additional Resources Needed:** None (Staff time to conduct counts and process results, assuming 2 data collection days per year).

1.9 Engage with Providers of Shared Mobility Solutions

- **Action:** Engage with providers of scooter-share services (Lime, Bird, Scoot, etc.) and other shared mobility solutions as they emerge.
- **Reasoning:** Scooter-share companies and other providers of shared mobility often enter into towns and cities without prior approval, requiring officials to attempt to regulate after a program has been introduced. Discussing these “micro mobility” services with providers in advance will allow Jackson to determine the feasibility and potential timeline for introducing such a service. While the services typically provide an additional mobility option for those considering alternatives to driving, community members may express concerns with safety or the impacts to the Town’s character. The City of Portland, Oregon allowed scooters during a trial period in 2018 and published observations and findings from the pilot program that can serve as a resource for other municipalities¹¹.

¹¹ Toolkit Item #8



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- **Intended Outcomes:** Improved control over how and when new mobility solutions enter into Jackson.
- **Additional Resources Needed:** None (Staff time for coordination).

6.3. Medium Term Action Items (2-5 Years)

2.1 Hire a Parking and Mobility Manager and Required Support Staff

- **Trigger:** Prior to proceeding with any medium-term action items.
- **Action:** Hire a parking and mobility manager responsibility for leading implementation of all parking and multimodal recommendations.
- **Reasoning:** As the Town transitions to a more proactive approach to parking and mobility management, including the potential for on-street paid parking, it will be necessary to have a manager and support staff to implement and monitor these transportation programs. This person will be responsible for leading data collection efforts, monitoring the changing needs of businesses and residents, responding to requests for additional/revised parking management strategies, developing and administering transportation demand management (TDM) programs, and ultimately leading the development and rollout of a paid parking program (based on the triggers identified in subsequent recommendations). Sample parking administrator positions are provided in the Toolkit¹².
- **Intended Outcomes:** Clearly defined organizational structure to facilitate the streamlined implementation of an active parking and mobility management program.
- **Additional Resources Needed:** An initial investment in parking and mobility management staff (3 to 5 FTEs) is anticipated.

2.2 Implement Seasonal On-Street Paid Parking within the Short-Term Parking Zone

- **Trigger:** Very limited on-street parking availability during the peak season within at least 400 contiguous on-street stalls, measured using the following metrics:
 - ≥ 85% occupancy for 3 or more hours per day, AND
 - ≥ 70% occupancy for 5 or more hours per day
- **Action:** Install multi-space parking pay stations (in combination with a mobile payment option) and charge an hourly rate to parking within the highest demand portion of the Downtown Parking Zone. Assume \$1.00/hour as a starting point.
- **Reasoning:** In some small downtowns, time limits alone (with adequate enforcement) can be an effective strategy to encourage turnover and discourage long term parking in the most convenient on-street stalls. However, the most convenient on-street stalls are a very limited resource, and pricing is an effective way to distribute demand more efficiently between areas of higher and lower demand. Pricing this limited resource can significantly reduce employee parking in areas that should be prioritized for customers and visitors while also encouraging those willing to walk a little further to park in the free visitor lots. As a management strategy, rates and the size of the paid on-street parking area can be adjusted to ensure that customers are able to find available parking quickly and easily without having to circulate in search of parking availability. It should be acknowledged that Jackson already exceeds the recommended

¹² Toolkit Reference #9



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triggers for this strategy, however working through the Tier 1 short-term actions may reduce parking congestion below these triggers.

- **Intended Outcomes:** Improved on-street turnover, reduction in instances of moving to evade by long-term parkers, reduced traffic associated with vehicles circulating in search of parking, increased utilization of off-street public parking lots.

On-Street Meter Program Revenue Projections

- The model below maps out a set of assumptions regarding a potential seasonal on-street paid parking program. The model has adjustable input fields so that different assumptions can be tested.
- In the example below, 500 on-street spaces would be metered for the four peak Summer months at a rate of \$1.00/hour with an assumed utilization rate of 90%.
- The estimated seasonal on-street parking revenue would be approximately \$504,000.
- The estimated capital equipment cost for approximately 63 multi-space meters would be \$625,000.
- After paying off the capital equipment investment, first season on-street parking revenue would be -\$105,400.00. However, for the second and subsequent seasons on-street parking revenues would be approximately \$275,400.
- If the same basic assumptions are applied to a year-round on-street parking program (with a reduction in overall space utilization factored in) first year revenues are estimated at approximately \$535,250 and subsequent annual on-street meter revenues are estimated at \$1,160,250.

Community Input

Paid on-street parking received some support among community members as a method of managing high peak season parking demands, but many others expressed concern that paid parking would diminish Jackson's character and discourage customers from coming Downtown to shop and dine. Multiple strategies have therefore been proposed to attempt to manage demand first before proceeding to paid parking. Should demands reach the levels identified by the occupancy triggers, the program should be developed and managed in a way to preserve Jackson's welcoming atmosphere.



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Town of Jackson, WY
Preliminary On-Street Meter Revenue Projection Model
\$1.00 per Hour Rate

Kimley»Horn

Factors	Variables / Assumptions	Description
Enter number of metered spaces:	500	Number of on-street spaces within the "Downtown Business District" area.
Enter # of hrs/day	10	Assumes meters enforced 9am to 6 pm. Change to fit enforcement hours/days.
Enter # of days per week.....	7	Assumes Monday through Friday. Saturday is usually a separate calculation since utilization is different.
# of weeks per year meters paid :	16	Allows up to 7 holidays that meters are not enforced per year.
Enter the hourly rate in \$ per hour:	\$ 1.00	The amount charged per hour in dollars or decimal portion thereof.
Utilization factor	0.9	A decimal portion between 0 and 1 that indicates the usage of the aggregate meter spaces. High levels of usage will be 0.85 to 1.0, low levels would be 0.10 to 0.35. 0.90 indicates our estimate of near-term meter utilization for the peak season demand.
Projected Annual Meter Revenue:	\$ 504,000	
NOTES: It is recommended that meters be grouped into areas of similar usage. These groups should also be used to define collection routes or groups. Tracking revenue and comparing actual to projected will help define changes to the utilization factor so that revenue forecasts can be as accurate as possible. Please be aware that evening and weekend utilization will be different than weekday factors. A revenue projection for a single group of meters may require 2 or 3 calculations to arrive at an accurate revenue projection for all time frames.		
Number of controlled spaces	500	Number of on-street spaces within the "Downtown Business District" area.
Number of spaces controlled/device:	8	Assumes using the multi-space kiosks
Number of meter mechanisms:	63	Assumes single space units
Cost of each mechanism:	\$ 10,000	\$10,000 per meter (includes multispace meter mechanism,solar power and installation)
Projected Equipment Capital Cost:	\$ 625,000	Total projected capital equipment cost.
Projected Year One Net Revenue	\$ (105,400)	Projected year one net revenue after deduction of capital cost, installation and training.
Projected Year Two Net Revenue	\$ 275,400.00	Projected year two net revenue after system capital cost, installation and training have been paid. NOTE: Does not include parking program staffing/operations costs.

Variable Inputs - Changed values will update totals.



Options to Consider

- **Pay Station Technology**

- **Pay-By-Plate:** Requires entry of license plate information when paying; *Benefits:* Users can pay for parking (and extend session) at any kiosk or online, fully integrated with existing LPR enforcement system, allows for easy implementation of permitting systems. *Drawbacks:* Requires users to remember or write down their license plate.
- **Pay-And-Display:** Requires users to either pay through a mobile application (using license plate) or obtain a ticket from a kiosk to display in their vehicle. *Benefits:* Easy to understand system with time stamped tickets provided. *Drawbacks:* Users must return to their vehicle to display the paid parking receipt, increased enforcement inefficiencies (officer must check vehicle windows as well as license plate when combined with a mobile payment application).
- **Pay-By-Space:** Requires Town to paint and maintain space numbers within the paid parking zone and requires users to enter a space number when paying. *Benefits:* Easy to understand system that does not require users to return to their vehicle after paying. *Drawbacks:* Users must locate and remember their space number, increased maintenance costs associated with space numbering.



- **Discounts for Jackson Residents**

- **First Hour Free:** Allows residents to register for the program in advance with their license plate number and park for free within any paid parking space for up to one hour.
- **Discounted Parking:** Allows residents to register for the program in advance with their license plate number and receive a discount on up to one parking session per day.

Performance Measures – Current Conditions

To develop performance metrics for the most congested part of Downtown, a contiguous area consisting of 474 on-street stalls was defined that included consistently high demand (shown in **Figure 3** and **Figure 4**). These block faces are centered around the block directly west of Town Square. As shown in **Table 4**, on both of the days where data was collected in summer 2018, occupancies of 85% or more were observed during three time periods, suggesting that it is consistently difficult to find parking within this area during the peak season.

While this area currently exceeds the triggers identified for proceeding to paid parking, many of the Short-Term Action Items are targeted at redistributing parking demands in order to make it easier to find parking within this constrained area. Occupancy data should be collected following implementation of the Short-Term Action Items in order to assess if peak demands still exceed the thresholds for proceeding to paid parking within the most constrained area of Downtown.



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Table 5: Summary of Key Performance Metrics for the Constrained Area

Performance Measure	Trigger	2018 (Weekday)	2020+
Time Periods with $\geq 85\%$ Occupancy	3	3 (✓)	TBD
Time Periods with $\geq 70\%$ Occupancy	5	6 (✓)	TBD
Peak Occupancy ¹³	$\geq 85\%$	*92% (✓)	TBD

*Peak Period: 12:00 PM to 2:00 PM (Weekday); 10:00 AM to 12:00 PM (Weekend)

✓ = Trigger met

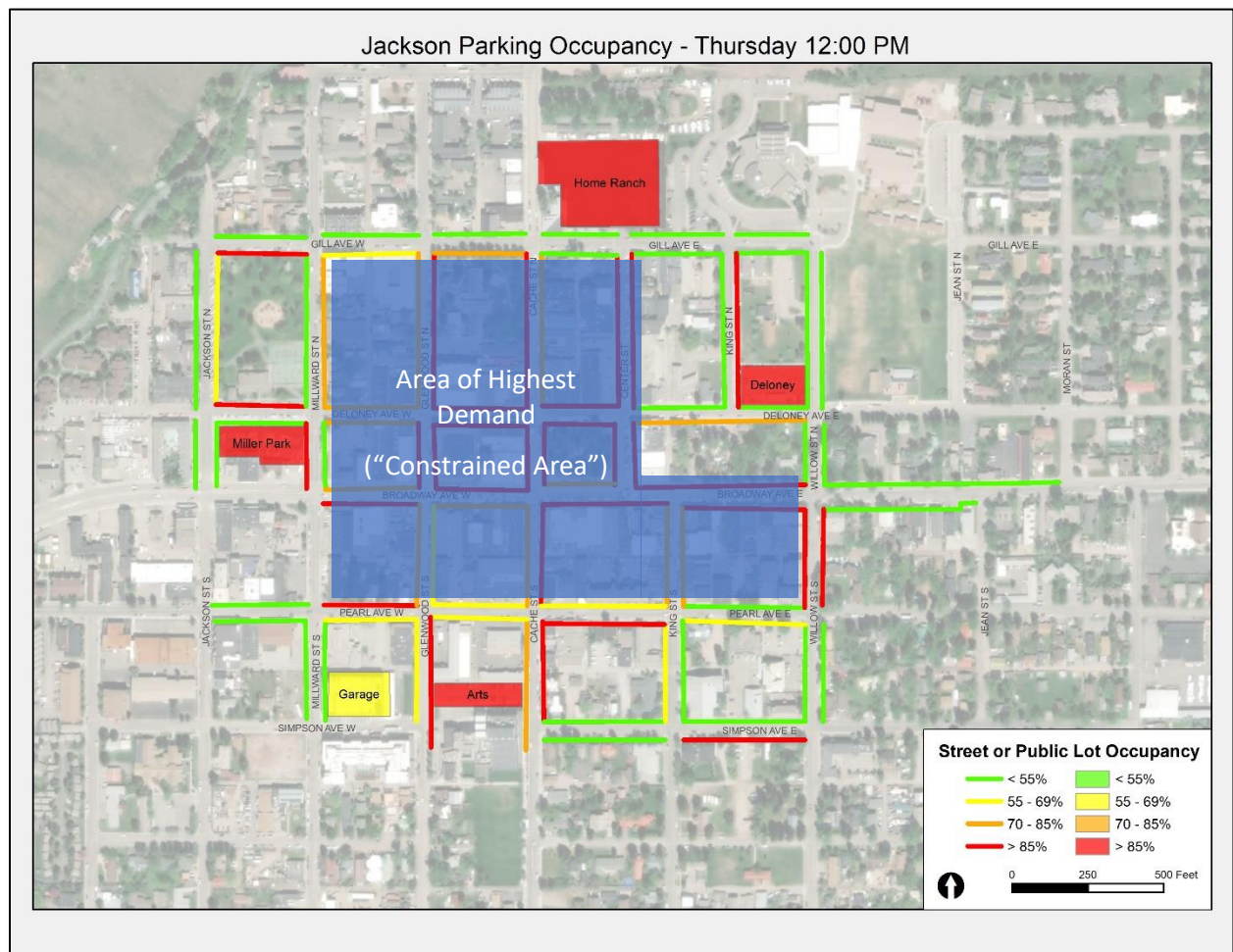


Figure 4: Area of Highest Demand (Thursday Peak Period)

¹³ Based on 474 on-street stalls

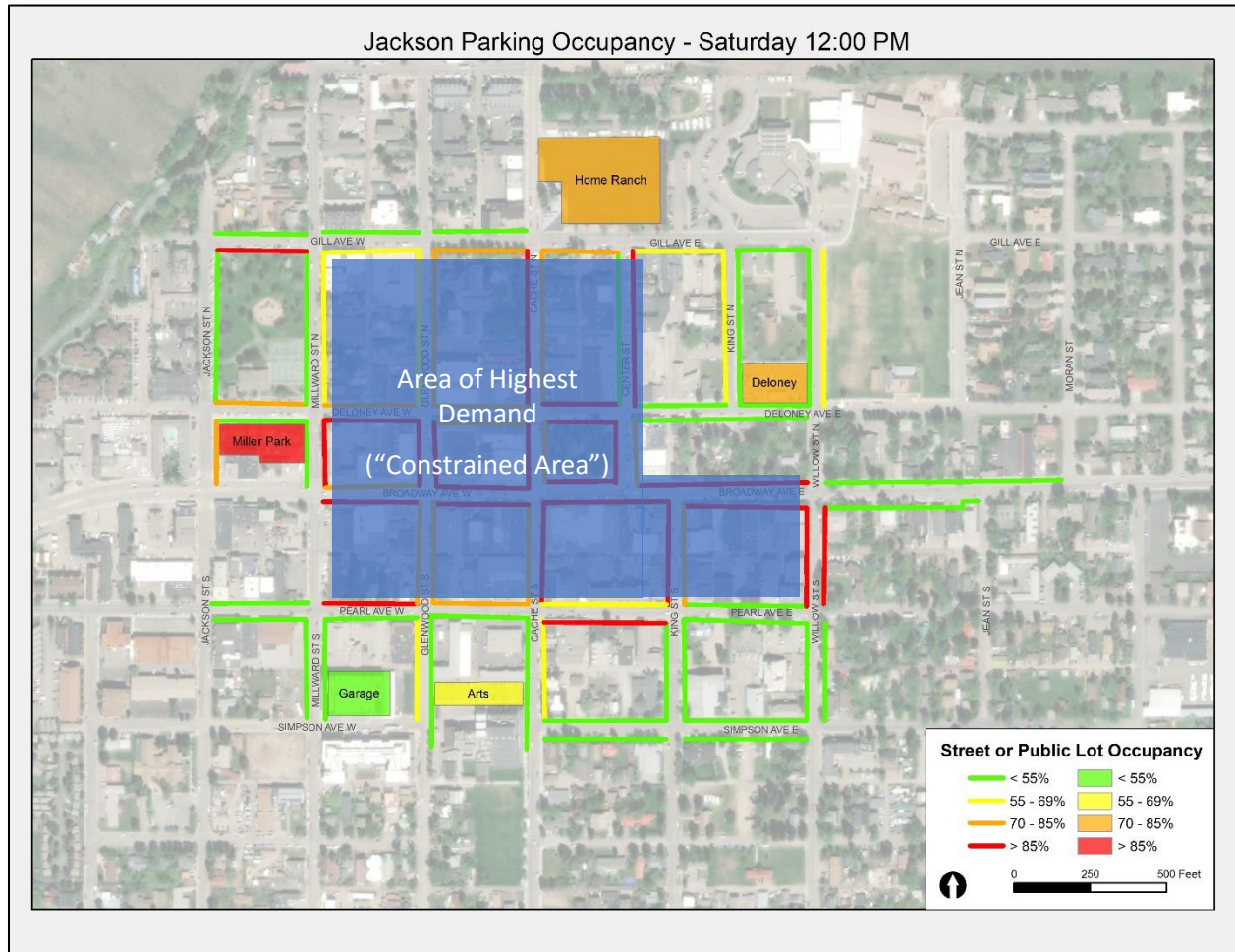


Figure 5: Area of Highest Demand (Saturday Peak Period)

2.3 Consider Implementing a Parking Benefits District

- **Trigger:** Implementation of on-street paid-parking.
- **Action:** Dedicate 50% percent of net on-street meter revenue back to the Downtown Parking District to be used for streetscape, safety, and various transportation-related projects; develop specific terms and conditions for the use of these funds and who controls their disbursement.
- **Reasoning:** Paid parking is primarily a parking and transportation demand management strategy, not a revenue generation strategy. Net revenues (after covering costs associated with administering and maintaining the program) should therefore be prioritized to invest in projects that will further improve access to downtown. These could include programs and projects that promote walking, cycling, and transit use, such as sidewalk improvements, crosswalk enhancements, curb ramps, lighting, streetscaping, wayfinding, bicycle lanes, or Downtown



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shuttle service. Funds could also be used to finance additional parking supply (garage construction, shared parking licenses, etc.)

- **Intended Outcomes:**

Transparency in the use of paid parking revenues, dedicated revenue for safety, pedestrian, bicycle, transit, and parking improvement projects.

Community Input

Improving the pedestrian experience in Downtown was identified as a Tier 1 Priority from the Stakeholder Outreach Process. A Parking Benefits District could focus on sidewalk maintenance, safety enhancements, and streetscaping to address this key community priority.

2.4 Convert Additional Public Lots to Short-Term Visitor Parking

- **Trigger:** Very limited off-street visitor parking availability during the peak season within all public time-limited off-street lot(s), measured using the following metrics:
 - $\geq 85\%$ occupancy for 3 or more hours per day, AND
 - $\geq 70\%$ occupancy for 5 or more hours per day
- **Action:** Add 4-hour time limit signs to one or more additional public lots (May 15 – September 15 only). Add additional “Free Visitor Parking” signs to direct visitors to these additional parking options.
- **Reasoning:** Deloney Lot, Miller Park Lot, and the Center for the Arts lot were observed to fill to capacity before noon during the peak season in 2018, a trend likely associated with employee parking. While Home Ranch should be targeted first for increasing the supply of short-term visitor parking, these additional lots are all a short walk from Town Square and should be considered the 2nd tier options for expanding the visitor parking supply using existing resources. It should be assumed that any conversion from all-day to time-limited parking in the existing off-street supply will need to be offset with identified available all-day parking within approximately $\frac{1}{2}$ mile of Town Square (for displaced employees).
- **Intended Outcomes:** Increase in the number of vehicles served per day within each converted lot, reduction in occupancies during the day (making it easier for visitors to find parking within the lot), and potentially a decrease in traffic circulating in Downtown in search of parking.

Lot	Unrestricted Stalls	Distance to Town Square	Estimated Walk Time
Home Ranch	139	700'	3 minutes
Deloney	50*	500'	2 minutes
Miller Park	58	800'	3 minutes
Center for the Arts	54	800'	3 minutes
Parking Garage	270	1,400'	5 minutes

*77 total stalls in 2018; Assumed that 27 stalls will be dedicated to bank parking starting in 2019



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Performance Measures – Current Conditions

In 2018, all public parking lots in Downtown allowed all-day parking. As recommended within the Short-Term Action Items, it is assumed that 139 unrestricted stalls within the Home Ranch lot will be converted to time-limited parking in order to provide additional visitor parking in Downtown. Occupancy data should be collected following implementation of this Short-Term Action Item in order to assess if peak demands continue to exceed the thresholds identified.

Performance Measure	Trigger	2018 Weekday (Home Ranch Lot)	2020+
Time Periods with $\geq 85\%$ Occupancy	3	5 (✓)	TBD
Time Periods with $\geq 70\%$ Occupancy	5	5 (✓)	TBD
Peak Occupancy ¹⁴	$\geq 85\%$	* $>95\%$ (✓)	TBD

*Values estimated based on 87% occupancy observed between 10 AM and 12 PM; Home Ranch data not collected after 12 PM

✓ = Trigger met

2.5 Develop Off-Street Shared Parking Program for Peak Season Employee Parking

- **Trigger:** Conversion of two or more public lots to short-term visitor parking.
- **Action:** Work with owners of private parking lots within walking distance of Downtown who have excess parking supply and would be willing to partner with the Town to allow a certain number of employees to park in their lot under a shared parking agreement.
- **Reasoning:** Some lot owners, such as the Church of Jesus Christ of Latter-day Saints on Broadway Avenue, may have excess parking supply during weekday and Saturday peak times. Entering into a maintenance and cost-share agreement with owners of private lots within a 10-minute walk of Town Square to allow a certain number of employees to park in their lot during periods of low utilization can be a cost-effective method of increasing the parking supply for employees.
- **Intended Outcomes:** Increased employee parking supply within a short walk of Downtown.

Lot	Unrestricted Stalls	Distance to Town Square	Estimated Walk Time
LDS Lot	100+	1,800'	7 minutes

¹⁴ Based on 474 on-street stalls



6.4. Long Term Action Items

3.1 Expand On-Street Time Limited Zone

- **Trigger:** High short-term parking demand on adjacent blocks, measured using the following metric:
 - $\geq 70\%$ occupancy for 5 or more hours per day within the nearest on-street parking stalls (sample of a minimum of 40 stalls), measured from the block face where time-limited parking is under consideration.
 - $\geq 85\%$ occupancy for 3 or more hours per day on the block faces proposed for conversion (where the high demand can likely be attributed to employees parking on the edges of Downtown)
- **Action:** Add 3-hour time limit signs to additional block faces on the edges of Downtown.
- **Reasoning:** Within the Downtown Study Area in 2018, there were 715 3-hour stalls and 301 additional non-time-limited stalls (72-hour limit). Expanding the 3-hour zone by converting no-limit parking may be necessary to increase the supply of visitor parking close to Downtown. When converting blocks that are primarily commercial (such as portions of Simpson Avenue), no mitigation will likely be required, other than to document the amount of all-day parking removed (in order to quantify reductions in employee parking). In residential areas, however, a residential permit program may be needed to continue to allow residents to park on-street during enforcement hours.
- **Intended Outcomes:** Increased turnover on each converted block face.

Alternative Option to Consider

- **10-Hour Paid Parking**
 - Depending on the timeline of implementation, the Town may consider implementing on-street paid parking with no time limit (or 10-hour limit) on the edges of Downtown. The approach would also encourage turnover (as with time limits) but would allow employees to continue to park in these areas (either for a fee or through a permit program). This approach, if utilized, would only be feasible after converting all existing on-street time limited areas to paid parking.

3.2 Implement Residential Permit Program for Unlimited Parking in Time-Limited Zones

- **Trigger:** Implementation of time-limited parking or paid parking in residential areas where residents need to park on street.
- **Action:** Implement a residential permit program where residents can obtain a permit and would not be subject to time limits within the Permit zone (or the parking fee, if applicable).
- **Reasoning:** Expanding time limited (or metered) parking into residential area is a cost-effective way to increase the visitor parking supply close to Downtown without constructing additional off-street facilities (primarily by displacing employee parking demand). Introducing time limits or paid parking requires addressing the needs of residents. A permit program (enforced using license plate recognition) would allow residents to register their vehicle(s) in advance and continue to park on-street without being subject to time limits or parking fees. The Town may opt to charge no fees for verified residents or require a small fee to cover program



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administration costs. Some towns and cities charge escalating permit fees for additional vehicles to discourage parking several vehicles on street. (**Example:** As shown in **Figure 6**, most residential areas near Downtown do not currently have parking restrictions. If time-limited or paid-parking expands into residential areas, a permit program will likely be needed).

- **Intended Outcomes:** Increased turnover on each converted block face in residential areas (though either time limits or paid parking) while addressing the parking needs of residents.
- **Additional Resources Needed:** Additional parking and enforcement staff depending on the number and sizes of RPP areas.



Figure 6: Land Uses and Parking Restrictions

3.3 Implement Employee Permit Program for Unlimited Parking in Certain Time-Limited or Paid Parking Zones

- **Trigger:** Net decrease of 200 or more unlimited parking stalls in and around Downtown (offset by effective increases in the unlimited parking supply through management, such as new parking through shared parking agreements.)



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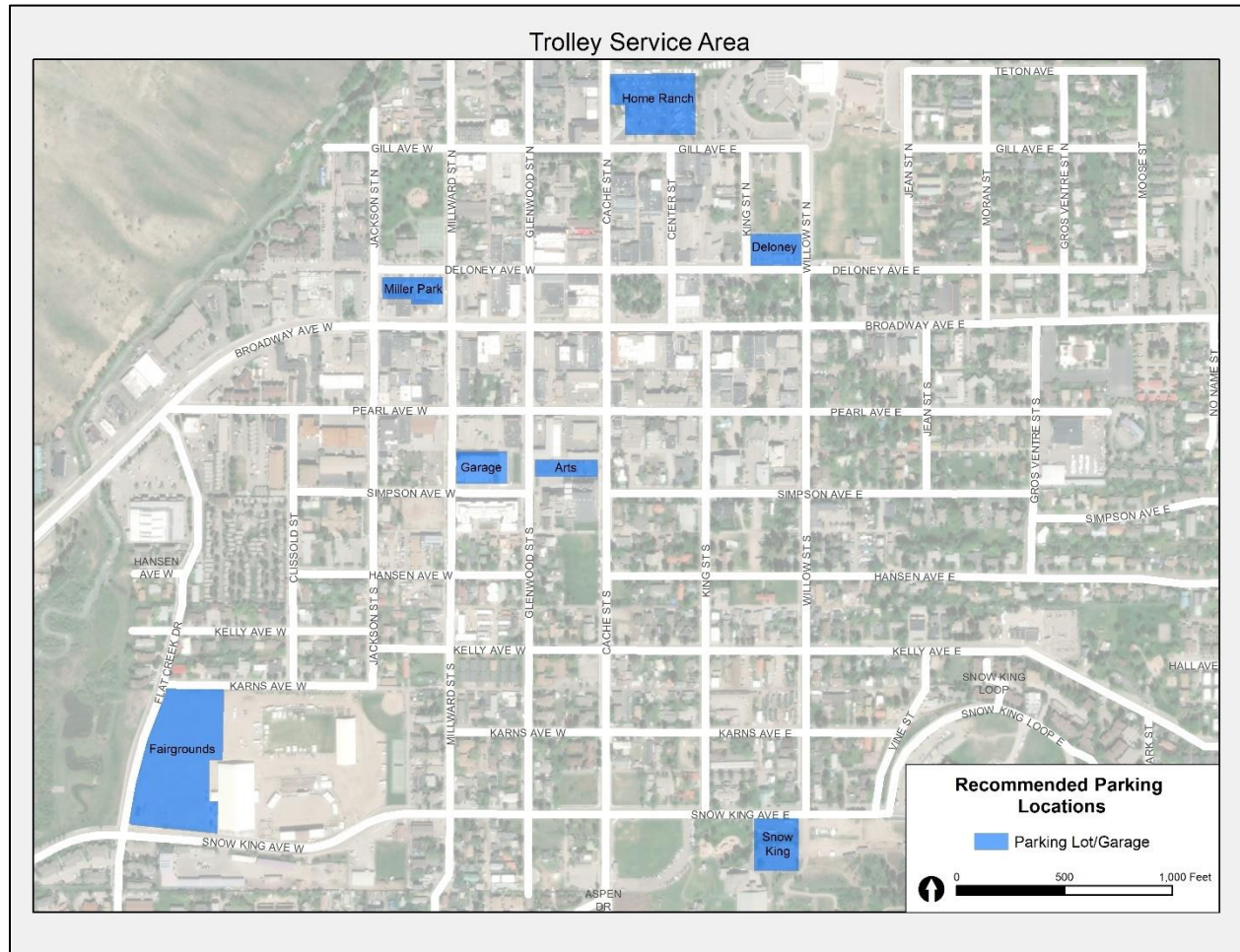
- **Action:** Implement an employee parking permit program where employees may apply for a permit to allow all-day parking in select time-limited or paid parking zones.
- **Reasoning:** As shown in **Figure 3**, 1,001 parking stalls with no restrictions have been identified within a short walk of the Downtown commercial district that can serve employee parking needs. Converting some of these free, unlimited parking to time-limited or paid parking will have the effect of reducing the parking supply available to employees. The identified areas have the capacity to absorb a certain amount of displaced employee parking, but a net decrease of 200 or more stalls available to employees will likely trigger a need to accommodate employees in Downtown through a permit program. An employee permit program would require the Town to distribute a limited number of permits to Downtown employers. Permits would exempt the owners from time limits or paid parking fees in certain lots or on-street areas. By requiring permit holders to register with the Town, the Town would have a robust data set of employee parking demand in Downtown and would allow for more advanced Transportation Demand Management (TDM) programs, such as incentives for those who opt out of the program in favor of alternative modes of transportation to Downtown. (**Example:** Converting all the Deloney Lot, Miller Park Lot, Center for the Arts Lot, and portions of Millward Street and Simpson Avenue to time-limited visitor parking would likely trigger the need to find additional employee parking or implement an employee permit program).
- **Intended Outcomes:** Mitigation of impacts to employees caused by other strategies, increased employee utilization of alternative modes.

3.4 Implement High-Frequency Downtown Trolley Service

- **Trigger:** Adequate funding.
- **Action:** Implement a Downtown Trolley or small circulator transit service that serves key Downtown destinations and outlying parking lots with high-frequency service (less than 15-minute headways all day).
- **Reasoning:** Many survey respondents expressed a desire for improved transit service in and around Downtown that can be relied upon for shorter trips. Additionally, Downtown circulator service can connect with outlying parking lots (such as the Fairgrounds or Snow King parking lots) that are more than a 10-minute walk from Town Square, increasing the effective Downtown parking supply (see map below). The primary obstacle to such a service is funding, but an effective paid parking program may generate net revenues that can be used to implement such a service.
- **Intended Outcomes:** Additional option for accessing Downtown without a vehicle.
- The following map shows the general recommended service area for Trolley service, including all public lots near Downtown.



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3.4 Construct New Parking Garage or a One-Level “Parking Lid” over an Existing Surface Parking Lot

- **Trigger:** Very limited parking availability across entire Downtown, measured using the following metric:
 - $\geq 85\%$ average occupancy for 3 or more hours per day across entire Downtown on- and off-street parking supply.
- **Action:** Construct an additional parking structure in Downtown or add one level of parking over Home Ranch lot.
- **Reasoning:** The recommendations in this plan attempt to make effective use of all existing parking supply in and around Downtown while also encouraging the use of alternative forms of transportation. With additional growth and/or continued increases in annual visitors, additional parking supply will likely be needed. Adding one level of parking over Home Ranch may provide the most cost-effective option for increasing the Downtown parking supply, but alternative options for a parking structure should also be considered. Given the uncertainty associated with emerging trends in shared mobility and autonomous vehicles, many cities are considering



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designing new parking structures with the ability to convert to alternative uses should parking demands decrease in the future. Toolkit Item 10 – “Assessing an Uncertain Transportation Future” is a research memo that explores several key areas that experts warn are likely to produce “significant disruptions” to the parking and transportation industries in the coming years. Specifically, the strong emergence of autonomous vehicles (AVs) as a potentially viable reality brings with it many positive elements, including greatly enhanced vehicular safety, a dramatic reduction in automobile related deaths and injuries, reductions in roadway congestion, reductions in vehicle emissions (assuming future AVs will primarily be electric vehicles), and especially significant to this study, the potential for a dramatic reduction in parking demand. Some estimations project that once autonomous vehicles are the dominant form of personal transport, parking demands could drop by as much as 40% to 50%. There are other shifts taking place in the transportation sector such as the emergence of what is being called “shared-use mobility” which ties to the changing preferences of younger generations to purchase “mobility as a service” instead of owning a vehicle.¹⁵

The design should also consider the needs of RVs and oversized vehicles that currently park in Home Ranch.

- **Intended Outcomes:** Increased Downtown parking supply.
- Below is an image of a typical “Parking Lid.” These structures can have a higher than normal first floor elevation to accommodate larger vehicles (such as may be appropriate if used at the Home Ranch Lot). Other advantages of this approach include: lower overall costs compared to constructing a multi-story garage, minimal loss of existing surface lot spaces (reduced cost per net space gained) and lower visual impact (massing).



¹⁵ Toolkit Reference: See Toolkit Item 10



7.0 Implementation Plan

7.1. Responsibility Matrix

ID	Strategy	Responsibility	Timeframe	Additional Resources Needed
1.1	Extend Enforcement Hours	Administration Police	Summer 2019	Additional enforcement staff time
1.2	Implement Escalating Fine Structure for Repeat Violators	Administration Police	Summer 2019	Additional enforcement administrative staff time; potential annual software costs.
1.3	Convert Home Ranch to 4-Hour Visitor Parking (Peak Season Only) with Additional Wayfinding	Planning & Building Administration Police	Summer 2019	Additional enforcement staff time; capital costs of signage/installation.
1.4	Transition Taxi2Fly Parking to Employee	Planning & Building	Spring 2019	None (Staff time for coordination).
1.5	Develop Employee Parking Maps & Communication Program	Administration Planning & Building	Spring 2019	None (Staff time to develop and distribute materials).
1.6	Add 15-Minute Stall Near Each High-Turnover Business in the Downtown Core (Up to 2 Per Block Face)	Administration Planning & Building	Fall 2019	Capital costs of signage/installation, staff time to develop forms, distribute to business, and process results.
1.7	Invest in Real-Time Space Availability in Select Public Lots	Administration Planning & Building	Spring 2020	Capital costs of technology (less than \$10,000 per access sensor/display sign), staff time to display real-time parking availability on the website (if desired).
1.8	Initiate Annual Data Collection Program to Monitor Performance	Planning & Building	Summer 2019	None (Staff time to conduct counts and process results, assuming 2 data collection days per year).
1.9	Engage with Providers of Shared Mobility Solutions	Planning & Building	Fall 2019	None (Staff time for coordination).
2.1	Hire a Parking and Mobility Manager and Needed Support Staff	Planning & Building	2020-22	An initial investment is parking and mobility management staff (3 to 5 FTEs) is anticipated.



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ID	Strategy	Responsibility	Timeframe	Additional Resources Needed
2.2	Implement Seasonal On-Street Paid Parking within the Short-Term Parking Zone	Administration, Planning & Police plus new parking management function	2021+	See above.
2.3	Consider Implementing a Parking Benefits District	Administration, Planning & Police plus new parking management function	2021+	Strong coordination with the Chamber. Ordinance development.
2.4	Convert Additional Public Lots to Short-Term Visitor Parking	Administration, Planning & Police plus new parking management function	2021+	
2.5	Develop Off-Street Shared Parking Program for Peak Season Employee Parking	Administration, Planning & Police plus new parking management function	2021+	
3.1	Expand On-Street Time Limited Zone	Administration, Planning & Police plus new parking management function	2023+	
3.2	Implement Residential Permit Program for Unlimited Parking in Time-Limited Zones	Administration, Planning & Police plus new parking management function	2023+	Additional parking and enforcement staff depending on the number and sizes of RPP areas.
3.3	Implement Employee Permit Program for Unlimited Parking in Certain Time-Limited or Paid Parking Zones	Administration Planning & Building Police	2023+	
3.4	Implement High-Frequency Downtown Trolley Service	Administration, Planning & Police plus new parking management function, START Bus	Dependent on Funding	



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ID	Strategy	Responsibility	Timeframe	Additional Resources Needed
3.5	Construct New Parking Garage or One-Level	Planning & Building	2023+	

7.2. Performance Measures

Measures of System Utilization

ID	Strategy	Description	2018 Value
U.1	Vehicles Served Per Day per Stall (During Enforcement Hours)	Based on all time-limited stalls	N/A (Town Square Only: 6.6)
U.2	Average Duration of Stay	Based on all time-limited stalls	N/A (Town Square Only: 1:21)
U.3	Violation Rate	Based on all time-limited stalls	N/A (Town Square Only: 3.1%)
U.4	Peak Occupancy	Based on a combination of on-street 3-Hour stalls (715) and daily unrestricted public off-street stalls (528)	83%
U.5	Surplus Parking Supply at Peak	Based on a combination of on-street 3-Hour stalls (715) and daily unrestricted public off-street stalls (528)	208 stalls
U.7	Time Periods with $\geq 70\%$ Occupancy	Based on a combination of on-street 3-Hour stalls (715) and daily unrestricted public off-street stalls (528)	5
U.8	Time Periods with $\geq 85\%$ Occupancy	Based on a combination of on-street 3-Hour stalls (715) and daily unrestricted public off-street stalls (528)	0

Inventory

ID	Strategy	Description	2018 Value
I.1	On-Street Stalls as a Percent of Total Spaces	Shows balance between on-street parking and surface lots or structured spaces.	62%
I.2	Structured Stalls as a Percent of Total Spaces	Shows balance between structured spaces and street or surface lot spaces.	16%
I.3	Off-Street Surface Stalls as a Percent of Total Spaces	Shows balance between off-street surface spaces and street or structured lot spaces.	22%
I.4	Number of All-Day Unrestricted Stalls	Shows stalls potentially available to employees.	829



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ID	Strategy	Description	2018 Value
I.5	Number of ADA Stalls	Shows stalls potentially available to the elderly and disabled.	34
I.6	Number of High-Turnover Stalls (15-Min.)	Shows stalls potentially available for very short trips.	52

Measures of Program Costs and Productivity

ID	Strategy	Description
C.1	Total Operating Costs per Stall	Useful for year to year comparisons and for comparisons with operations of similar profiles.
C.2	Total Enforcement Costs per Stall	Quantifies total enforcement process costs by measuring to number of spaces in the program.
C.3	Total Maintenance Costs per Stall	Measures total maintenance expense to the size of the program in respect to spaces.



8.0 Appendices

- Appendix A: Existing Conditions Reports
- Appendix B: Community Outreach Summary Report



9.0 Parking Management Toolkit

The “Parking Management Toolkit” outlined below contains a wealth of parking management best practices and successful strategies to elevate the proposed Town of Jackson parking and mobility management program. This toolkit contains 18 support documents. Each document is briefly summarized below.

1. 20 Characteristics of Effective Parking Management

- This extensive essay contains a comprehensive overview of the 20 Characteristics approach mentioned in the introduction to this chapter. This document contains not only the general concepts and principles associated with each characteristic of effective parking management, but also detailed examples, illustrations, and recommendations for implementation.

2. IPMI APO Program Applicant Manual

- The “Applicant Manual” provides a good overview of the “Accredited Parking Organization” program, including benefits, costs, requirements, etc.

3. IPMI APO Matrix Final

- The Matrix document identifies over 300 criteria upon which accreditation is based. These criteria include key industry practices and standards that are expected to be in place in modern municipal parking programs from around the world. Achievement of 80% of all accreditation criteria earns a program accredited status reflecting a solid and well-rounded parking program that exhibits the key practices supported by IPMI.

4. Parking Enforcement Audit Checklist

- Parking enforcement is one of the more important, difficult, and potentially controversial elements of a municipal parking program. This detailed Parking Enforcement Program Audit Checklist is a valuable tool for assisting municipal programs in critically evaluating their operations in this area.
- This document can serve two purposes for the Town of Jackson. Initially, this checklist can be used by program managers as a tool for the refinement of the current parking enforcement program. This document was originally designed to be used as a checklist to support the auditing of various aspects of a municipal parking enforcement program. For each audit standard, auditors can note whether or not the program complies, or if the result is unclear, and can also add comments or observations supporting their conclusion. Since this document was created based on several communities, it is recommended that this tool be customized to the Jackson parking enforcement program and used initially as an internal program review tool and on an on-going basis to train new staff.



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5. Sample Parking Enforcement Manual

- In evaluating municipal parking programs from around the country, we have found that the development of a comprehensive Parking Enforcement Officer Handbook or Manual can be a very effective tool to improve operations, consistency of performance, and staff training.
- This sample parking enforcement operations manual & officer handbook is being provided to the Town of Jackson as a mechanism to facilitate parking enforcement program development, training and implementation. Many of the specific rules and regulations have been derived from highly effective parking enforcement programs from around the country. We recommend that the Town of Jackson review these sample rules and regulations and modified them as needed to reflect the Town's practices and standards. Having a well-defined enforcement officer handbook and manual can improve operational consistency and is highly effective for the training of new enforcement staff.

6. Parking Management and Design Best Practices

- This report deliverable contains well over 300 parking management best practices. The goal in the development and organization of this document is to provide a comprehensive categorization of parking planning, management, and design areas to make finding specific best practices easier. It is our hope that this tool will provide the Town with a wealth of ideas to stimulate program development as they tackle parking issues as a key transformative strategy within the context of downtown revitalization and parking program enhancement plans.

7. On-Street Parking Technology White Paper

- This report provides the Town with a summary of current on-street parking meter technologies in use today. Keeping up with the many new features and applications that are emerging should be an ongoing process for parking professionals.

8. Portland 2018 E-Scooter Findings Report

- This recently released report from Portland, OR details their approach to assessing E-Scooters and creating a pilot program to evaluate and test new E-Scooter applications as part of merging shared mobility options.

9. Sample Parking Administrator Position Description

- This extensive document details key parking administrator job functions, needed skills and recommended experience. It provides a recommended position description as well as several example position descriptions.

10. Assessing an Uncertain Transportation Future

- "Assessing an Uncertain Transportation Future" is a research memo that explores several key areas that experts warn are likely to produce "significant disruptions" to the parking and transportation industries in the coming years. Specifically, the strong emergence of autonomous vehicles (AVs) as a potentially viable reality brings with it many positive elements, including greatly enhanced vehicular safety, a dramatic



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reduction in automobile related deaths and injuries, reductions in roadway congestion, reductions in vehicle emissions (assuming future AVs will primarily be electric vehicles), and especially significant to this study, the potential for a dramatic reduction in parking demand. Some estimations project that once autonomous vehicles are the dominant form of personal transport, parking demands could drop by as much as 40% – 50% within 30 years. This document also discusses the concept of “adaptive reuse parking garages” as a potential strategy to address the projected parking demand decline over time. There are other shifts taking place in the transportation sector such as the emergence of what is being called “shared-use mobility” which ties to the changing preferences of younger generations to purchase “mobility as a service” instead of owning a vehicle.

11. 2018 Recommended Reading List for Parking Professionals

- This document is an annual publication developed by Kimley-Horn for its clients. It provides a rich library of parking and transportation related books and websites for parking professionals.

12. Consolidated Parking System Financial Report Structure

- One issue that many programs struggle with, especially if a new board or advisory body is put in place, is making parking system financial budgets easier to understand. This recommended consolidated financial report structure simplifies and clarifies system financial reporting in a way that makes monthly or periodic system financial performance reviews easier for administrators and advisory board members.

13. IPI Emergency Preparedness Manual

- An often-overlooked element of parking system management is the development of an Emergency Preparedness Manual. IPI published an excellent template for such a manual. Toolkit item # 13 provides a copy for the Town’s team to review and use as a guide for developing a manual customized to the Jackson’s needs.

14. Residential Parking Permit Programs White Paper

- Municipal parking programs are often faced with challenges when urban parking areas interact with existing or emerging residential districts. The most common parking management response to these issues is the implementation of a Residential Parking Permit Program (RPPP). Toolkit item # 14 is whitepaper on this topic that provides guidance for establishing an RPPP and examples of forms, maps, and other tools from successful programs across the country.

15. Sample Parking Garage Operations Manual

- It is surprising how many municipal parking programs have not developed facility operations manuals. This comprehensive template can be used as the basis for creating an operations manual from scratch or to enhance and upgrade an existing manual.

16. Recommended Parking Management Benchmarks

- A current trend in parking and mobility program management is to adopt a data-driven management approach. This document provides a set of 24 parking management-



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specific operational benchmarks that provide a data-rich reporting package designed to supply key management metrics to support a successful parking management program.

17. Parking Facility Maintenance Manual

- The accepted industry standards related to parking facility maintenance is the National Parking Association's (NPA) maintenance manual. A copy of this manual is provided as toolkit item # 17. Note: this document is updated on a regular basis. It is recommended that the Town check in periodically with the NPA website for the most current version of the manual.

18. Parking Facility Maintenance Schedule

- Toolkit item # 18 is the companion piece to toolkit item # 17, providing the recommended schedule of maintenance practices for parking facilities. Note: If the Town ultimately applies for the IPMI's APO certification, having policies and procedures based on these types of industry standards will help with obtaining program accreditation.

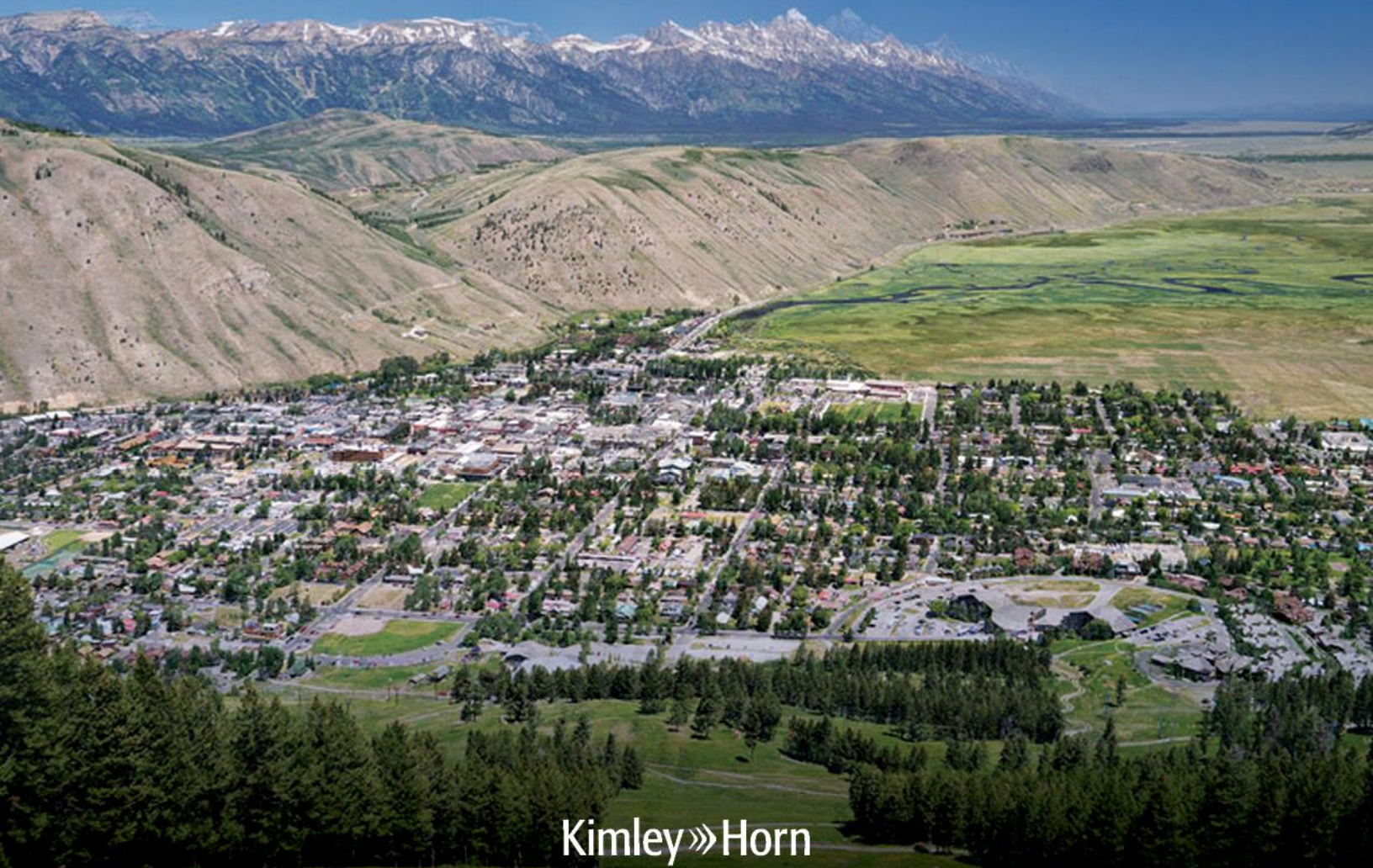


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Existing Conditions Report

Appendix A



Kimley»»Horn



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Introduction

The Study Area for Jackson's Downtown Parking and Mobility Management Plan is shown in **Figure 1**. This Report serves to summarize the results and findings of the data collection effort completed in August 2018.

Study Overview

Parking counts were conducted over two days in the peak season to represent one peak season weekday and one peak season weekend day:

- Thursday, August 23, 2018
- Saturday, August 25, 2018

The on-street study area was divided into three areas:

- **Town Square Zone:** Consisting of 96 stalls surrounding the Town Square.
- **Downtown Core Zone:** Consisting of the entire 3-Hour and 15-Minute parking zone in Downtown outside of the Town Square Zone.
- **Downtown Edge Zone:** Consisting of 24 block faces adjacent to the 3-Hour Downtown Core Zone with unrestricted on-street parking.

On-street counts were completed using three different methods within each study area:

- **Town Square Zone:** *Turnover Study.* License plates recorded every 30 minutes from 8:00 AM to 9:00 PM to allow for calculation of average duration of stay.
- **Downtown Core Zone:** *Occupancy Study & Unique Vehicle Analysis.* License plates recorded every 2 hours from 8:00 AM to 9:00 PM to obtain occupancy snapshots and unique vehicles. Average duration of stay was not calculated from this data.
- **Downtown Edge Zone:** *Occupancy Counts Only.* Vehicle counts only (no license plates) were recorded every 2 hours from 8:00 AM to 9:00 PM.

Off-street counts were completed at the same time as the 2-hour on-street counts. Vehicle counts only (no license plates) were recorded in each of the 5 primary public lots in Downtown from 8:00 AM to 9:00 PM including:

- Home Ranch Lot
- Deloney Lot
- Miller Park Lot
- Center for the Arts Lot
- Parking Garage

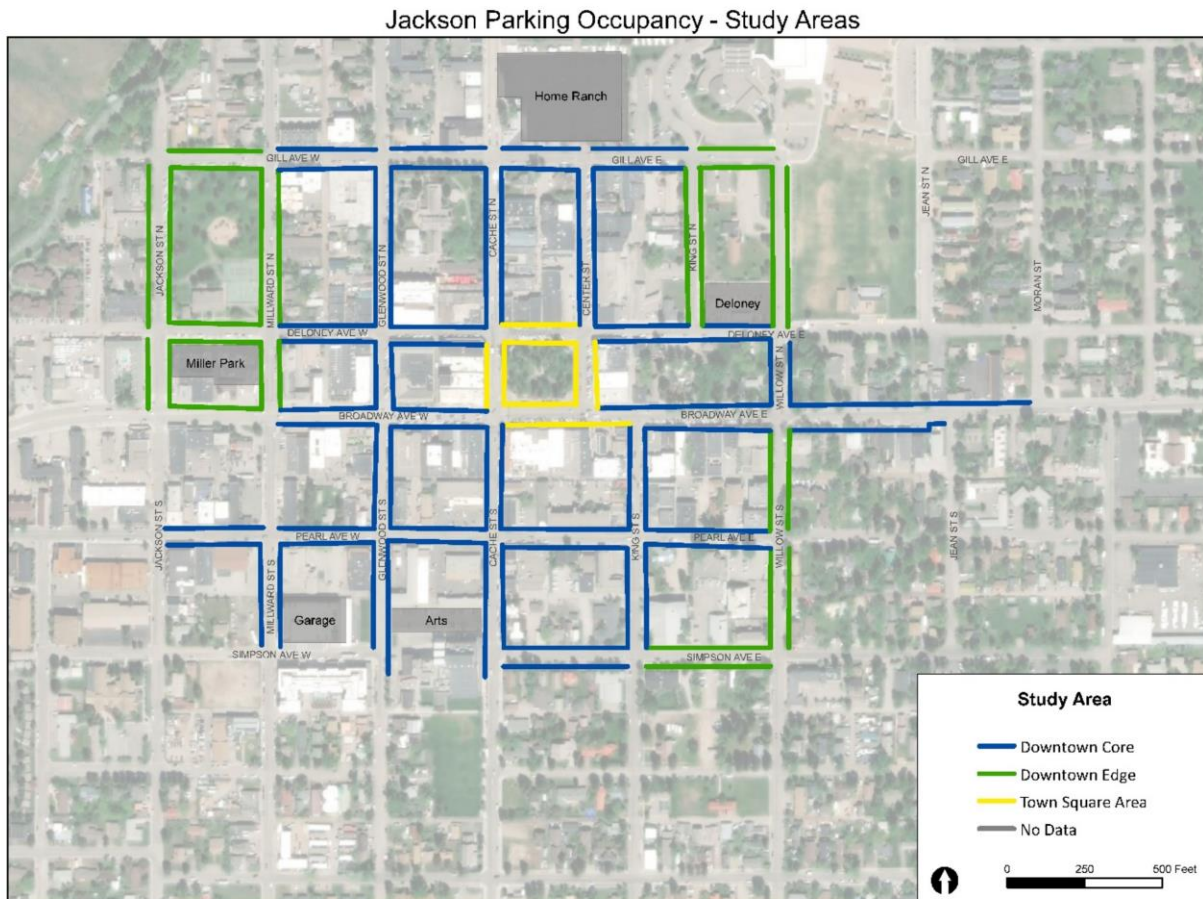


Figure 1: Downtown Study Area

Inventory

As part of the data collection effort, an inventory was completed to document number of stalls by type within each Study Area. In total, the Downtown Parking and Mobility Management Plan Study Area consisted of 1,078 on-street parking stalls and 664 public off-street parking stalls.

On-street parking management recommendations for Downtown will focus on the 715 3-Hour stalls, the 52 15-Minute stalls, and the 10 ADA stalls. The 72-hour stalls were included to assess available capacity on the edges of the 3-Hour Zone.

Under existing conditions, drivers may park all day in any of the unrestricted stalls within the public off-street lots in Downtown. In each of the four surface lots, no overnight parking is allowed. Within the Parking Garage, drivers may leave their vehicle for up to 48 hours.



Table 1: On-Street Inventory

Type	"Town Square" Zone	"Downtown Core" Zone	"Downtown Edge" Zone	On-Street Total
3-Hour	94	621	-	715
15-Min	-	52	-	52
ADA	2	8	-	10
72-Hour Limit	-	18	283	301
	96	699	283	1,078

Table 2: Off-Street Inventory

Type	Home Ranch	Deloney	Arts	Miller Park	Garage	Off-Street Total
Daily	139	77	54	58	200	528
ADA	6	4	3	3	8	24
EV	1	1	-	4	1	7
Oversize	23	-	-	-	-	23
Military	1	1	-	-	1	3
Tour Bus	2	-	-	-	-	2
Hybrid	7	-	-	-	-	7
Ride to Fly	-	-	-	-	70	70
	179	83	57	65	280	664

Results

Occupancy Analysis

Occupancy refers to the **percentage of stalls occupied** at a single point in time. Throughout the following analysis, stalls that were unavailable for use were marked as occupied, including stalls unavailable due to a vehicle taking up multiple stalls, or stalls closed for events or construction (such as stalls closed for the Saturday Farmer's Market).

Parking management best practices indicate that when block faces begin to exceed 85% occupied during peak times, it becomes very difficult for visitors and customers to find parking, leading to driver frustration and traffic congestion associated with drivers searching for available parking.

In the following analyses, on-street occupancy is discussed separately from off-street occupancy. Under existing conditions, the time-limited on-street system prioritizes short term parking needs, such as visitors and customers who intend to stay for three hours or less. The public off-street system is not time limited during the day and is therefore intended to serve anyone intending to stay for longer than three hours, including long term visitors, customers, and employees.



Parking management recommendations based on this data will treat the on- and public off-street stalls as a single system to be managed together.

On-Street Parking Stalls

By Zone

As discussed in the introduction, data was collected using three different methods in each of three different zones within Downtown. **Table 3** and **Table 4** summarize the occupancy results by zone for Thursday and Saturday, respectively.

Table 3: On-Street Occupancy - Thursday

Type	Stall Count	8 AM	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM	Average
"Town Square" Zone	96	33%	98%	99%	96%	99%	89%	97%	87%
"Downtown Core" Zone	699	35%	60%	73%	67%	69%	78%	68%	64%
"Downtown Edge" Zone	283	49%	59%	59%	57%	58%	51%	38%	53%
Total	1,078	39%	63%	72%	67%	68%	72%	62%	63%

Table 4: On-Street Occupancy - Saturday

Type	Stall Count	8 AM	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM	Average
"Town Square" Zone	96	97%	97%	96%	94%	94%	94%	96%	95%
"Downtown Core" Zone	699	34%	72%	66%	56%	51%	66%	60%	58%
"Downtown Edge" Zone	283	24%	42%	46%	42%	36%	36%	36%	38%
Total	1,078	37%	66%	64%	56%	51%	61%	57%	56%

Note: 3 block faces (27 parking stalls, or 28% of the Town Square supply) were closed from 8:00 AM to 12:00 PM on Saturday for the Farmer's Market. These are shown as occupied.

Key Observations

- On-street parking demands are higher on weekdays compared to weekends; the peak hours within the study area are **Weekdays from 12:00 PM to 2:00 PM** and **Weekdays from 6:00 PM to 8:00 PM**.
- Parking around Town Square is very constrained, with very limited parking availability all day on both weekdays and Saturdays.
- Parking availability increases with distance from Town Square. Parking management strategies that help to spread demand more evenly across Downtown would allow users to more easily find parking around Town Square.



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By Stall Type

Table 5 and **Table 6** summarize the occupancy results by stall type across all 1,078 on-street parking stalls included within the Downtown Study Area. The 72-Hour limit stalls refer to the unmarked and unrestricted on-street stalls that allow parking for up to 72 consecutive hours.

Table 5: On-Street Occupancy by Stall Type - Thursday

Type	Stall Count	8 AM	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM	Average
3-Hour	715	37%	67%	80%	73%	74%	83%	75%	70%
15-Min	52	15%	40%	35%	38%	48%	50%	38%	38%
ADA	10	10%	10%	60%	70%	50%	50%	60%	44%
72-Hour Limit	301	48%	60%	60%	57%	58%	51%	38%	53%
Total	1,078	39%	63%	72%	67%	68%	72%	62%	63%

Table 6: On-Street Occupancy by Stall Type - Saturday

Type	Stall Count	8 AM	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM	Average
3-Hour	715	45%	79%	74%	66%	61%	73%	67%	67%
15-Min	52	8%	29%	23%	15%	15%	46%	48%	26%
ADA	10	20%	30%	70%	40%	20%	40%	50%	39%
72-Hour Limit	301	25%	42%	45%	40%	35%	34%	34%	36%
Total	1,078	37%	66%	64%	56%	51%	61%	57%	56%

Key Observations

- On **Weekdays from 6:00 PM to 8:00 PM**, the entire 715-stall 3-Hour Zone is approaching the effective capacity threshold of 85%. Even when only including the 621 3-Hour stalls outside of the Town Square Zone, the occupancy at 6:00 PM is 82%.
- Parking is readily available within the 15-Minute zones, indicating these stalls are functioning as intended. A review of the total supply of 15-Minute stalls may be warranted.



Public Off-Street Parking Stalls

By Lot

As discussed in the introduction, vehicle counts only (no license plates) were recorded in each of the five public off-street lots in the Downtown Study Area. **Table 7** and **Table 8** summarize the occupancy results by lot for Thursday and Saturday, respectively.

Table 7: Off-Street Occupancy - Thursday

Type	Stall Count	8 AM	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM	Average
Home Ranch	179	32%	77%	84%	*85%	**85%	**75%	**37%	68%
Deloney Lot	83	37%	76%	94%	88%	83%	48%	33%	66%
Center for the Arts	57	21%	*96%	*96%	*96%	84%	*100%	75%	81%
Miller Park	65	43%	86%	92%	80%	62%	57%	40%	66%
Garage	280	44%	51%	65%	61%	48%	53%	46%	52%
Total	664	38%	68%	79%	76%	67%	63%	44%	62%

*Counts of greater than 100% of supply reported; overcount assumed and count capped at parking supply

**Count not performed, estimated based on comparison against other lots and Saturday trend.

Table 8: Off-Street Occupancy - Saturday

Type	Stall Count	8 AM	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM	Average
Home Ranch	179	41%	75%	72%	83%	77%	76%	40%	66%
Deloney Lot	83	29%	69%	84%	76%	43%	39%	28%	52%
Center for the Arts	57	16%	47%	60%	54%	40%	74%	93%	55%
Miller Park	65	72%	86%	88%	88%	75%	46%	20%	68%
Garage	280	45%	45%	50%	54%	54%	57%	48%	50%
Total	664	42%	60%	65%	68%	60%	60%	44%	57%

Key Observations

- The off-street parking lots are well-used during the day, peaking in usage on **Weekdays from 12:00 PM to 2:00 PM**.
- During the midday peak hour, approximately 60 daily parking stalls (48-hour limit) are available within the Parking Garage.



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By Stall Type

Table 9 and **Table 10** summarize the occupancy results by stall type across all five public off-street parking lots for Thursday and Saturday, respectively.

Table 9: Off-Street Occupancy by Stall Type - Thursday

Type	Stall Count	8 AM	10 AM	12 PM	2 PM	4 PM**	6 PM**	8 PM**	Average
Daily	528	38%	73%	88%	84%	72%	66%	42%	66%
ADA	24	0%	8%	13%	13%	13%	25%	25%	14%
EV	7	29%	43%	0%	14%	14%	14%	29%	20%
Oversize	23	22%	61%	48%	52%	52%	52%	52%	48%
Military	3	***	***	***	***	***	***	***	***
Tour Bus	2	***	***	***	***	***	***	***	***
Hybrid	7	***	***	***	***	***	***	***	***
Ride to Fly	70	63%	67%	67%	67%	67%	69%	69%	67%
Total	664	38%	68%	79%	76%	67%	63%	44%	62%

**Home Ranch count not performed, estimated based on comparison against other lots and Saturday trend.

***Data not broken out independently from the Daily stalls. Assumed to be captured within the daily stall occupancy value.

Table 10: Off-Street Occupancy by Stall Type - Saturday

Type	Stall Count	8 AM	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM	Average
Daily	528	44%	66%	72%	75%	65%	66%	47%	62%
ADA	24	13%	29%	21%	13%	25%	17%	8%	18%
EV	7	0%	0%	0%	0%	0%	43%	29%	10%
Oversize	23	0%	0%	0%	35%	9%	4%	0%	7%
Military	3	***	***	***	***	***	***	***	***
Tour Bus	2	***	***	***	***	***	***	***	***
Hybrid	7	***	***	***	***	***	***	***	***
Ride to Fly	70	63%	63%	66%	66%	64%	61%	61%	63%
Total	664	42%	60%	65%	68%	60%	60%	44%	57%

***Data not recorded. Assumed to be captured in other stalls.

Key Observations

- The unrestricted daily parking in the off-street parking lots exceeds effective capacity during the midday peak, reaching 88% occupancy on **Weekdays from 12:00 PM to 2:00 PM**. Only the Parking Garage has additional capacity during this time for general users.



Turnover Analysis

The following analyses of average duration of stay and vehicles served per stall focus exclusively on the 8 block faces surrounding Town Square ("Town Square" Zone) where license plates were recorded every 30 minutes. This sample of data can be used to approximate conditions in the remaining on-street areas within the Downtown time-restricted 3-Hour Zone. No off-street public parking lots are included within the Turnover Analysis.

By Length of Stay

Table 11 and **Table 12** summarize the length of stay recorded by all vehicle observations within the "Town Square" Zone.

Table 11: Town Square Zone Duration of Stay - Thursday

	< 30 Minutes	30 Minutes to 1 Hour	1 Hour to 2 Hours	2 Hours to 3 Hours	> 3 Hours
Number of Vehicles	277	190	233	92	37
Percentage	33.4%	22.9%	28.1%	11.1%	4.5%
Total	829				

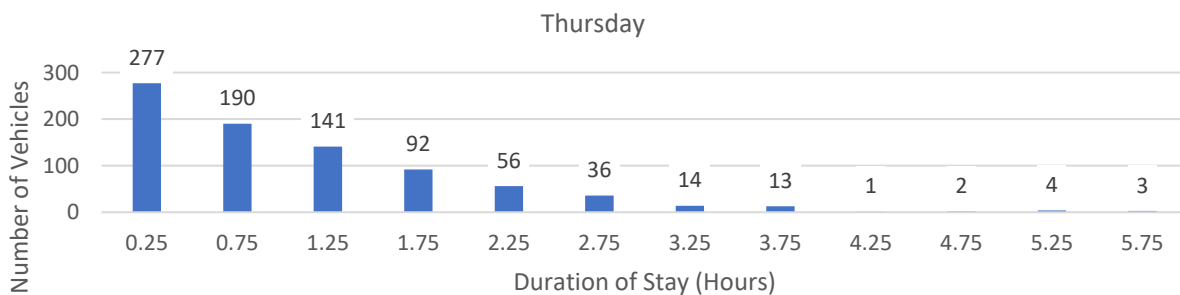
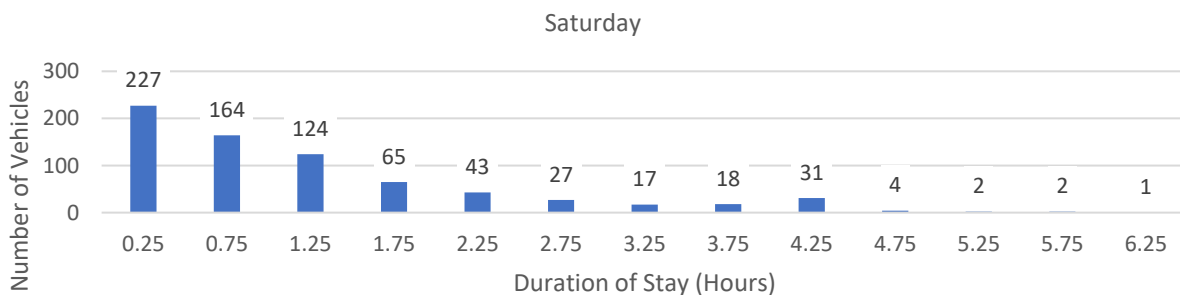


Table 12: Town Square Zone Duration of Stay - Saturday

	< 30 Minutes	30 Mins to 1 Hour	1 Hour to 2 Hours	2 Hours to 3 Hours	> 3 Hours
Number of Vehicles	227	164	189	70	75
Percentage	31.3%	22.6%	26.1%	9.7%	10.3%
Total	725				





Key Observations

- More than 50% of vehicles parking on the Town Square park for less than an hour.
- Approximately 1/3 of vehicles parking on the Town Square park for less than 30 minutes.
- **Note:** Stays of greater than 3 hours are not equivalent to a violation, as this number includes vehicles parking outside of enforcement hours (9:00 AM to 6:00 PM).

By Stall Type

Table 13 and **Table 14** summarize the average length of stay and the average number of vehicles served per stall for the 94 3-Hour stalls and the 2 ADA stalls included within the “Town Square” Zone. Results are primarily reported for the entire study period (8:00 AM to 9:00 PM), with the exception of vehicles served per stall, which is also reported for the enforcement period (9:00 AM to 6:00 PM).

Table 13: Town Square Zone Turnover by Stall Type - Thursday

Type	Stalls	Total Unique Parking Events	Total Stay (Hours)	Average Stay	Vehicles Served per Stall (8 AM – 9PM)	Vehicles Served per Stall (9 AM – 6PM)
3-Hour	94	817	1,109.00	1 h 21 min	8.69	6.61
ADA	2	12	18.50	1 h 33 min	6.00	5.00
Total	96	829	1,127.50	1 h 22 min	8.64	6.57

Table 14: Town Square Zone Turnover by Stall Type - Saturday

Type	Stalls	Total Unique Parking Events	Total Stay (Hours)	Average Stay	Vehicles Served per Stall (8 AM – 9PM)	Vehicles Served per Stall (9 AM – 6PM)
3-Hour	94	715	1,093.00	1 h 32 min	7.61	5.53
ADA	2	10	9.50	0 h 57 min	5.00	2.50
Total	96	725	1,102.50	1 h 31 min	7.55	5.47

Key Observations

- The number of vehicles served per stall on the Town Square is very high, indicating that time restrictions and enforcement are effectively encouraging long-term parkers to park in unrestricted areas or off-street lots.
- Although the turnover rate is high, the very high occupancies likely make it very difficult to find parking in this area, potentially leading to traffic associated with drivers searching for parking.



By Plate Type

Table 15 and **Table 16** summarize the average length of stay recorded for vehicles with license plates from Wyoming and Idaho observed within the “Town Square” Zone.

Table 15: Town Square Zone Turnover by Plate Type - Thursday

License Plate	Unique Plates	Unique Parking Events	Total Stay (Hours)	Average Stay
WY (Teton County)	227	242	332.00	1 h 22 min
WY (All Other Counties)	33	34	47.50	1 h 24 min
ID	85	88	133.50	1 h 31 min
All Other	455	465	614.50	1 h 19 min
Total	800	829	1,127.50	1 h 22 min

Table 16: Town Square Zone Turnover by Plate Type - Saturday

License Plate	Unique Plates	Unique Parking Events	Total Stay (Hours)	Average Stay
WY (Teton County)	196	204	277.50	1 h 22 min
WY (All Other Counties)	35	35	63.50	1 h 49 min
ID	127	132	231.50	1 h 45 min
All Other	351	354	530.00	1 h 30 min
Total	709	725	1,102.50	1 h 31 min

Key Observations

- Within the “Town Square” Zone, the average duration of stay for Teton County license plates (WY-22) was not observed to be higher than the general average.
- On weekends, vehicles with license plates from Wyoming (outside Teton County) and Idaho stayed longer on average compared to vehicles with license plates from other areas. Part of this longer average duration of stay may be associated with the Farmer’s Market, where many vehicles (likely including vehicles of vendors) were observed to have parked from 8:00 AM to 12:00 PM.



Violation Rate Analysis

As with the Turnover Analysis, the following violation rate analysis focuses exclusively on the 8 block faces surrounding Town Square (“Town Square” Zone) where license plates were recorded every 30 minutes. However, unlike the Turnover Analysis, this analysis focuses on the enforcement period from 9:00 AM to 6:00 PM when time stays are restricted.

Table 17 and **Table 18** show the number of overstay violations recorded on Thursday and Saturday, respectively. This sample of data can be used to approximate conditions in the remaining on-street areas within the Downtown time-restricted 3-Hour Zone. Below each table, a note is provided to indicate the number of violations observed within the full 3-Hour Zone, drawing from the data collected every 2 hours. This data is provided for informational purposes only, however, as vehicles outside of the “Town Square” Zone that stayed for longer than 3 hours but less than 4 hours were likely not captured.

Table 17: Violation Rate - Thursday

9AM to 6PM

Type	Stalls	Total Unique Parking Events	Total Stay (Hours)	Average Stay	Vehicles per Stall	Vehicles Exceeding Time Limit*	Violation Rate
3-Hour	94	621	779.00	1 h 15 min	6.61	19	3.1%
ADA	2	10	13.00	1 h 18 min	5.00	1	10.0%
Total	96	631	792.00	1 h 15 min	6.57	20	3.2%

* Within the full 715-stall 3-Hour Zone, 53 vehicles out of 2,383 observations (2.2%) were noted to have exceeded the 3-Hour time limit between 9:00 AM and 6:00 PM (including the 19 observations reported in the table). This sample underestimates the actual violation rate due to the 2-hour observation cycle outside of the Town Square area, which did not allow surveyors to capture vehicles staying for more than 3 hours but less than 4 hours.

Table 18: Violation Rate - Saturday

9AM to 6PM

Type	Stalls	Total Unique Parking Events	Total Stay (Hours)	Average Stay	Vehicles per Stall	Vehicles Exceeding Time Limit*	Violation Rate
3-Hour	94	520	726.50	1 h 24 min	5.53	44	8.5%
ADA	2	5	7.00	1 h 24 min	2.50	0	0.0%
Total	96	525	733.50	1 h 24 min	5.47	44	8.4%

* Within the full 715-stall 3-Hour Zone, 75 vehicles out of 2,197 observations (3.4%) were noted to have exceeded the 3-Hour time limit between 9:00 AM and 6:00 PM (including the 44 observations reported in the table). This sample underestimates the actual violation rate due to the 2-hour observation cycle outside of the Town Square area, which did not allow surveyors to capture vehicles staying for more than 3 hours but less than 4 hours.



Key Observations

- The violation rate is very low on weekdays, indicating high compliance with time restrictions on the Town Square.
- On Saturdays, the violation rate on the Town Square is higher compared to weekdays. Many vehicles were observed parking for the full duration of the Farmer's Market (8:00 AM to 12:00 PM) indicating that at least some vendors choose to ignore the 3-Hour limit during this time.
- Within the full 715-stall 3-Hour Zone, 53 vehicles out of 2,383 observations (2.2%) on Thursday and 75 vehicles out of 2,197 observations (3.4%) on Saturday were noted to have exceeded the 3-Hour time limit between 9:00 AM and 6:00 PM. Although this sample likely underestimates the actual violation rate, it provides an indication that the violation rate is not significantly higher outside of the "Town Square" Zone.
- On Thursday, August 23rd, 2018, data provided by the Jackson Police Department indicates that 8 citations were issued for "overtime parking" violations. If there were 53 overtime violations during this period, the capture rate was 15% on this date. Typical guidelines indicate that parking enforcement should target capturing approximately at least 8% of all overstay violations, suggesting that Jackson's capture rate is within acceptable range.



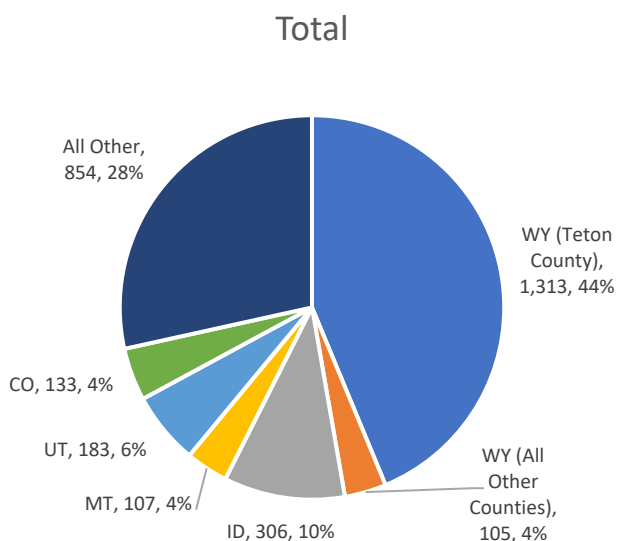
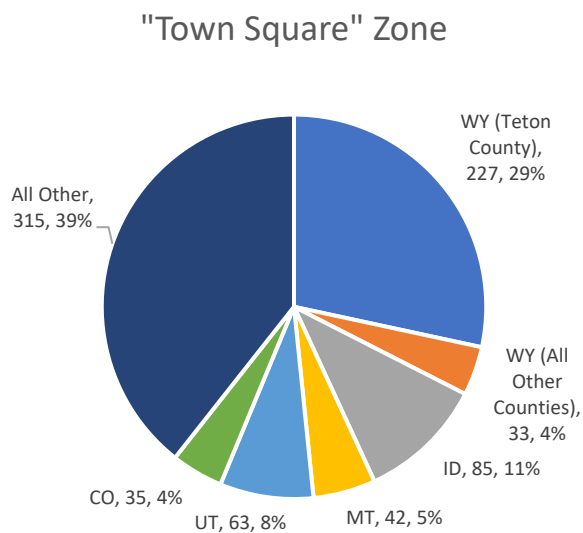
License Plate Analysis

License plates were recorded at least every 2 hours across the entire 715-stall 3-Hour Zone in Downtown, allowing for a summary of the state of origin (and county of origin for Wyoming license plates). Although the state and county of a vehicle's license plate *does not* allow for inferring user type (such as employee or visitor), it can be assumed that Teton County plates are more likely to represent local residents and employees than tourists (some rental cars, but likely not the majority, have Teton County license plates).

Table 19 and **Table 20** summarize the number of license plates observed within the 3-Hour Zone. The number of license plate observations does not equal the number of parking "observations" reported in previous tables because several vehicles were observed to have parked more than once within the Study Area. It should be noted that because vehicle counts were collected every 30 minutes in the "Town Square" Zone, there is some potential for overrepresentation of vehicles that park in this area compared to the total, which includes observations in the full downtown Study Area collected every 2 hours.

Table 19: Unique License Plates Observed - Thursday

License Plate	"Town Square" Zone Plates	Percent	Total Unique Plates	Percent
WY (Teton County)	227	28%	1,313	44%
WY (All Other Counties)	33	4%	105	3%
ID	85	11%	306	10%
MT	42	5%	107	4%
UT	63	8%	183	6%
CO	35	4%	133	4%
All Other	315	39%	854	28%
Total	800	100%	3,001	100%

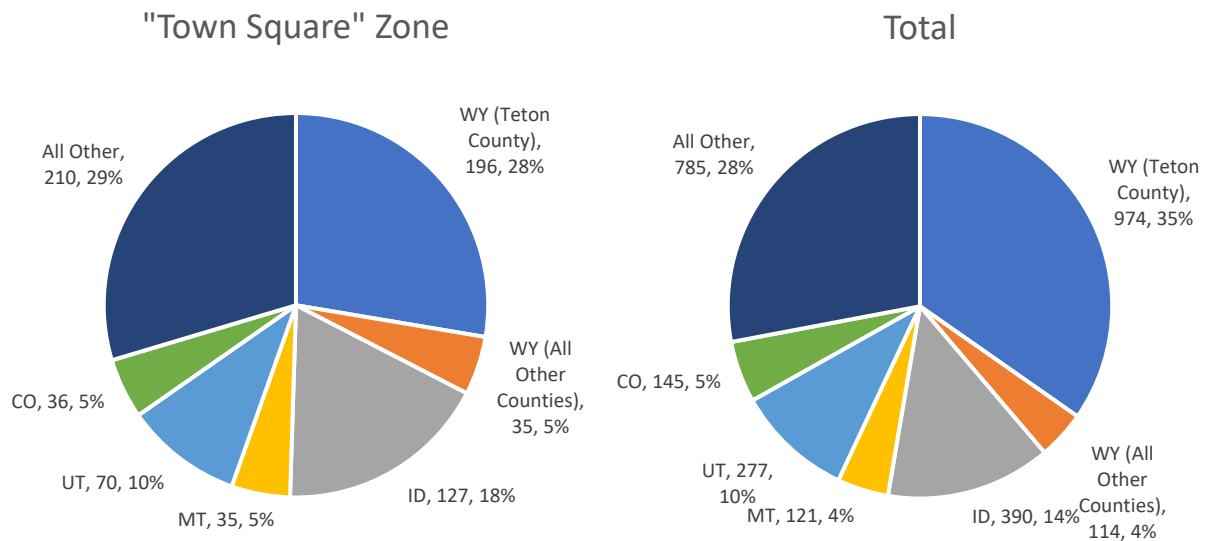




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Table 20: Unique License Plates Observed - Saturday

Plate	"Town Square" Zone Plates	Percent	Total Unique Plates	Percent
WY (Teton County)	196	28%	974	35%
WY (All Other Counties)	35	5%	114	4%
ID	127	18%	390	14%
MT	35	5%	121	4%
UT	70	10%	277	10%
CO	36	5%	145	5%
All Other	210	30%	785	28%
Total	709	100%	2,806	100%



Key Observations

- Teton County plates were observed less frequently on the Town Square compared to the entire downtown.
- On weekdays, 47% of all unique vehicles recorded were from Wyoming, compared to approximately 39% on weekends.



Vehicle Movements within 3-Hour Zone

An analysis was completed to identify license plates that were observed to have parked more than once within the 3-Hour Zone. It should be noted that the reason for parking multiple times within the 3-Hour Zone cannot be inferred from the dataset and encompasses drivers who drive and park at multiple destinations within Downtown, drivers who stay for a period of time, depart, and return to the study area at a later time, as well as drivers who intentionally move their vehicle to a different location to avoid exceeding the 3-Hour time limit.

Table 21 and **Table 22** summarize the number vehicles observed to have parked more than once between 8:00 AM and 9:00 PM.

Table 21: License Plates Observed More Than Once - Thursday

Plate	3-Hour Zone Unique Plates	Vehicles Parking More Than Once*	Percent
WY (Teton County)	1,313	128	10%
WY (All Other Counties)	105	5	5%
ID	306	12	4%
All Other	1,277	49	4%
Total	3,001	194	6%

Table 22: License Plates Observed More Than Once - Saturday

Plate	3-Hour Zone Unique Plates	Vehicles Parking More Than Once*	Percent
WY (Teton County)	974	74	8%
WY (All Other Counties)	114	1	1%
ID	390	16	4%
All Other	1,328	44	3%
Total	2,806	135	5%

Key Observations

- A higher percentage of vehicles with Teton County plates were observed to have parked more than once within the 3-Hour Zone over the course of the day (8:00 AM to 9:00 PM) when compared to other vehicles with other license plates on both weekdays and weekends.
- The percentage of vehicles parking more than once within the 3-Hour Zone is lower on Saturday compared to Thursday.



Performance Metrics

To allow for regular comparisons of system performance between years, eight performance metrics are summarized in **Table 23**. While these performance metrics oversimplify many of the observations, measuring changes in each of these metrics between years can allow for a high-level indicator of effectiveness of various management strategies that may be implemented within the goal of influencing parking behavior in Downtown Jackson.

Footnotes document the specific sample size used in the calculation of each of the metrics.

Table 23: Summary of Key Performance Metrics

Performance Measure	Weekday	Weekend
Vehicles Served Per Day (8 AM – 9 PM)¹	8.69	7.61
Vehicles Served Per Day (9 AM – 6 PM)²	6.61	5.53
Average Duration of Stay (8 AM – 9 PM)³	1 Hour 21 Minutes	1 Hour 32 Minutes
Violation Rate⁴	3.1%	8.5%
Peak Occupancy⁵	*83%	*74%
Surplus Supply at Peak⁶	208 Stalls	326 Stalls
Block Faces with Constrained Parking at Peak⁷	32 Block Faces	32 Block Faces

*Peak Periods: 12:00 PM to 2:00 PM (Weekday); 10:00 AM to 12:00 PM (Weekend)

¹ Based on 94 3-Hour stalls in the “Town Square” Zone

² Based on 94 3-Hour stalls in the “Town Square” Zone

³ Based on 94 3-Hour stalls in the “Town Square” Zone

⁴ Based on 94 3-Hour stalls in the “Town Square” Zone

⁵ Based on a combination of 715 on-street 3-Hour stalls and 528 daily unrestricted public off-street stalls

⁶ Based on a combination of 715 on-street 3-Hour stalls and 528 daily unrestricted public off-street stalls

⁷ Out of 91 block faces where occupancy data was collected



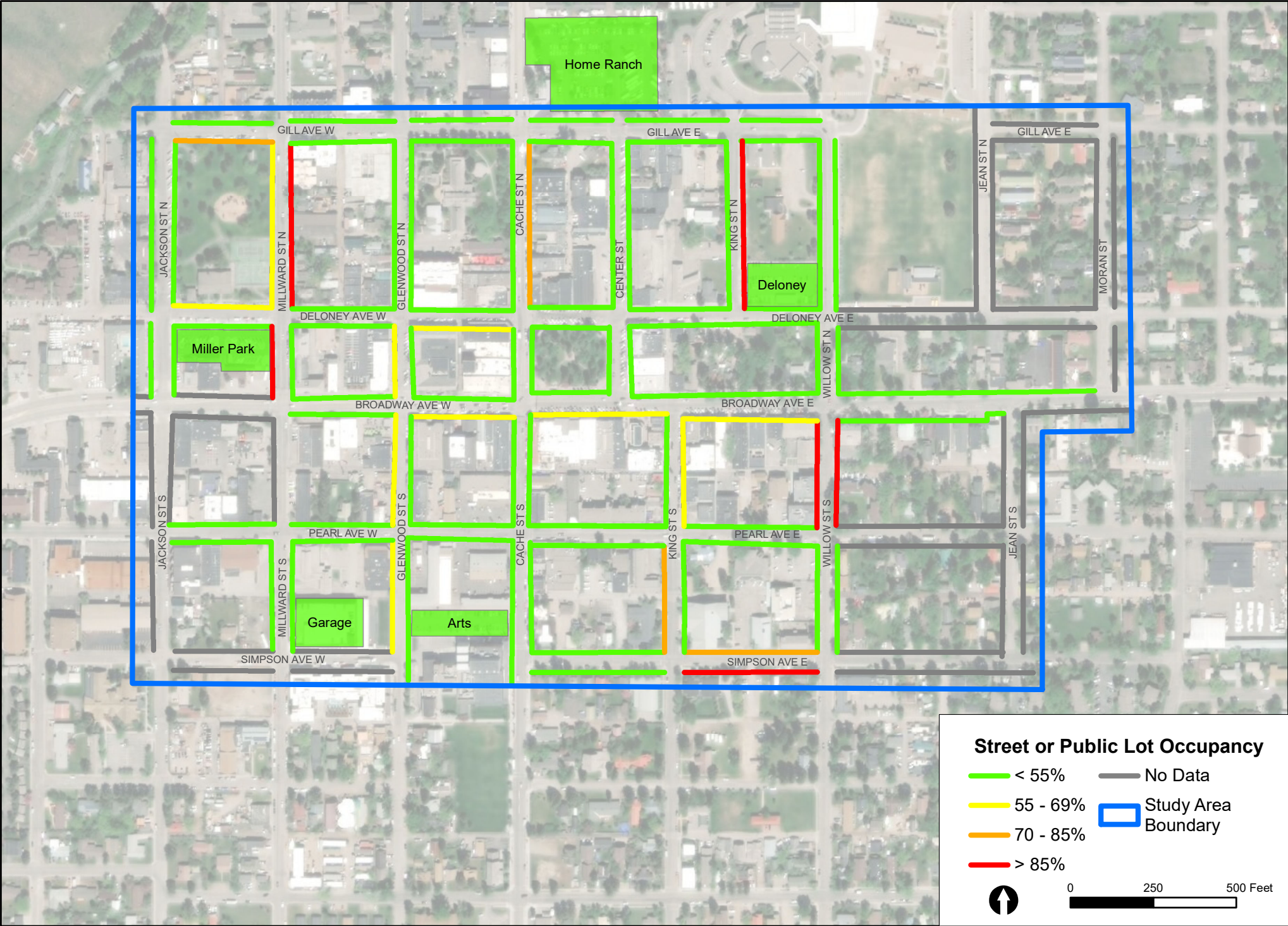
Conclusions

Within the “Town Square” Zone, the turnover rate is very high, the average duration of stay is low (compared to the 3-Hour time limit), and the violation rate is low. However, overall parking demands during the peak season are very high within Downtown Jackson, with only around 17% of all 3-Hour on-street stalls and daily public off-street stalls (208 stalls) available during the weekday peak period from 12:00 PM to 2:00 PM. During this peak period, 32 block faces in Downtown are at least 85% occupied, indicating that visitors and customers, particularly those unfamiliar with Jackson, may need to search across several blocks for parking.

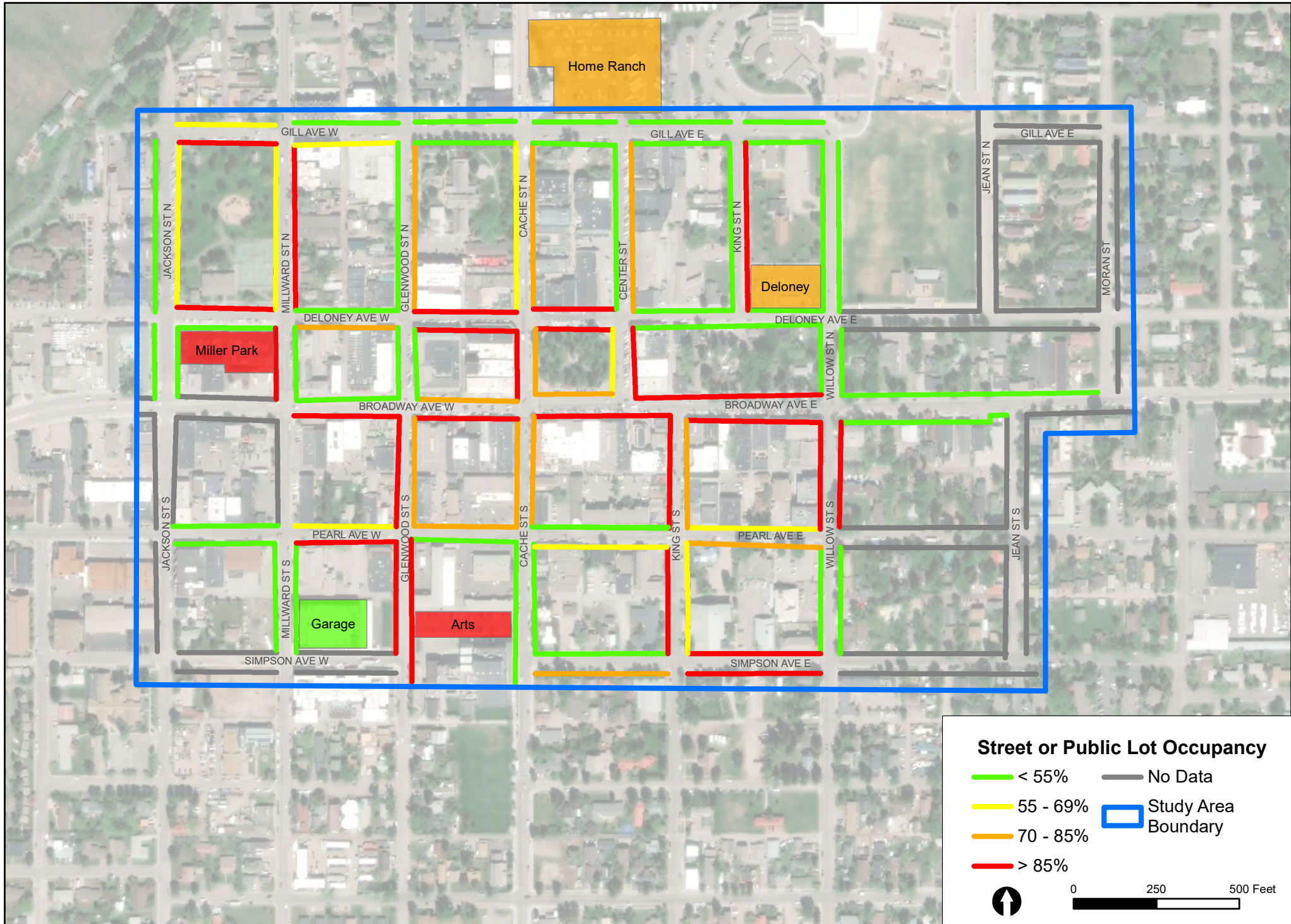


Appendix A: Occupancy Maps

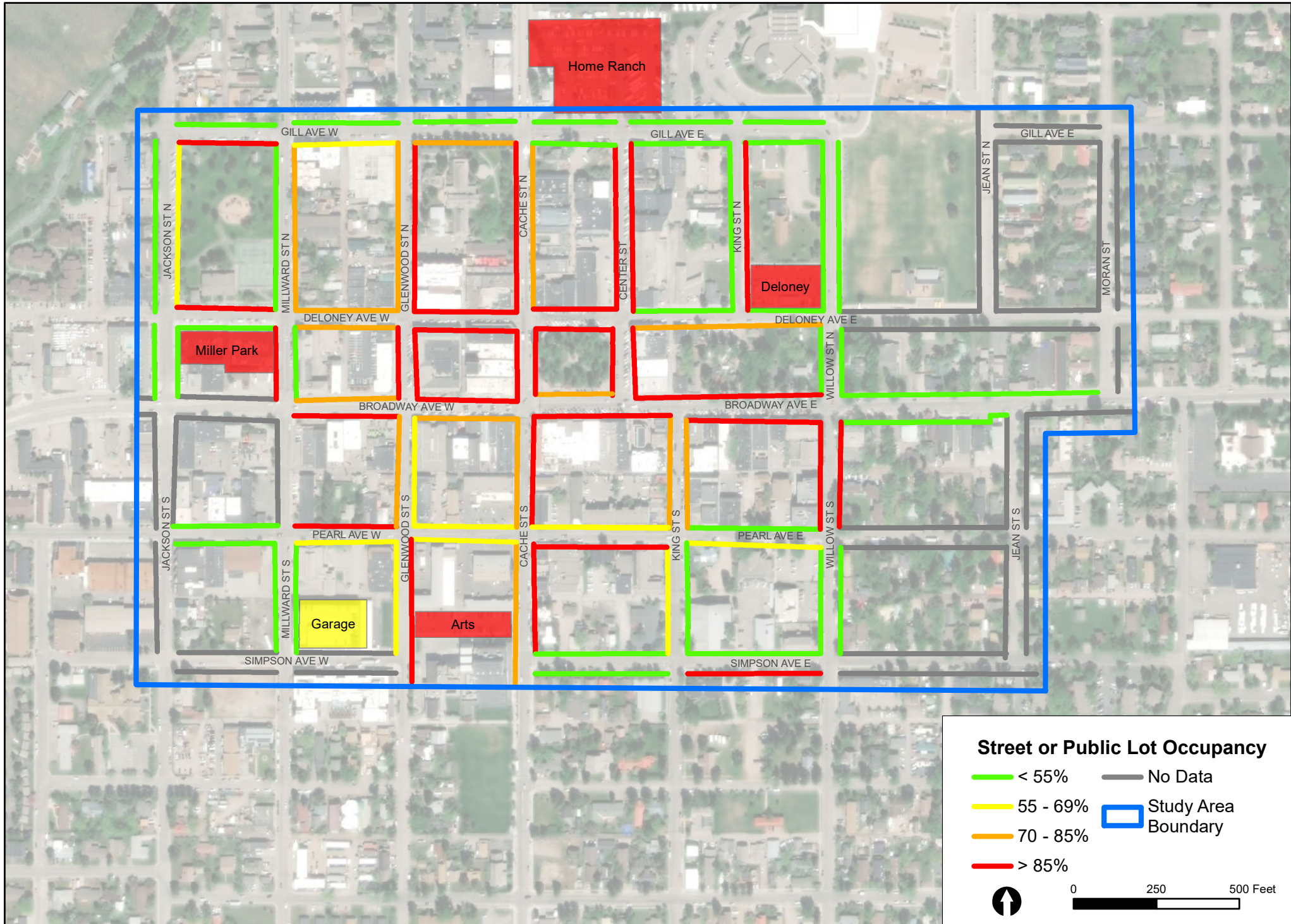
Jackson Parking Occupancy - Thursday 8:00 AM



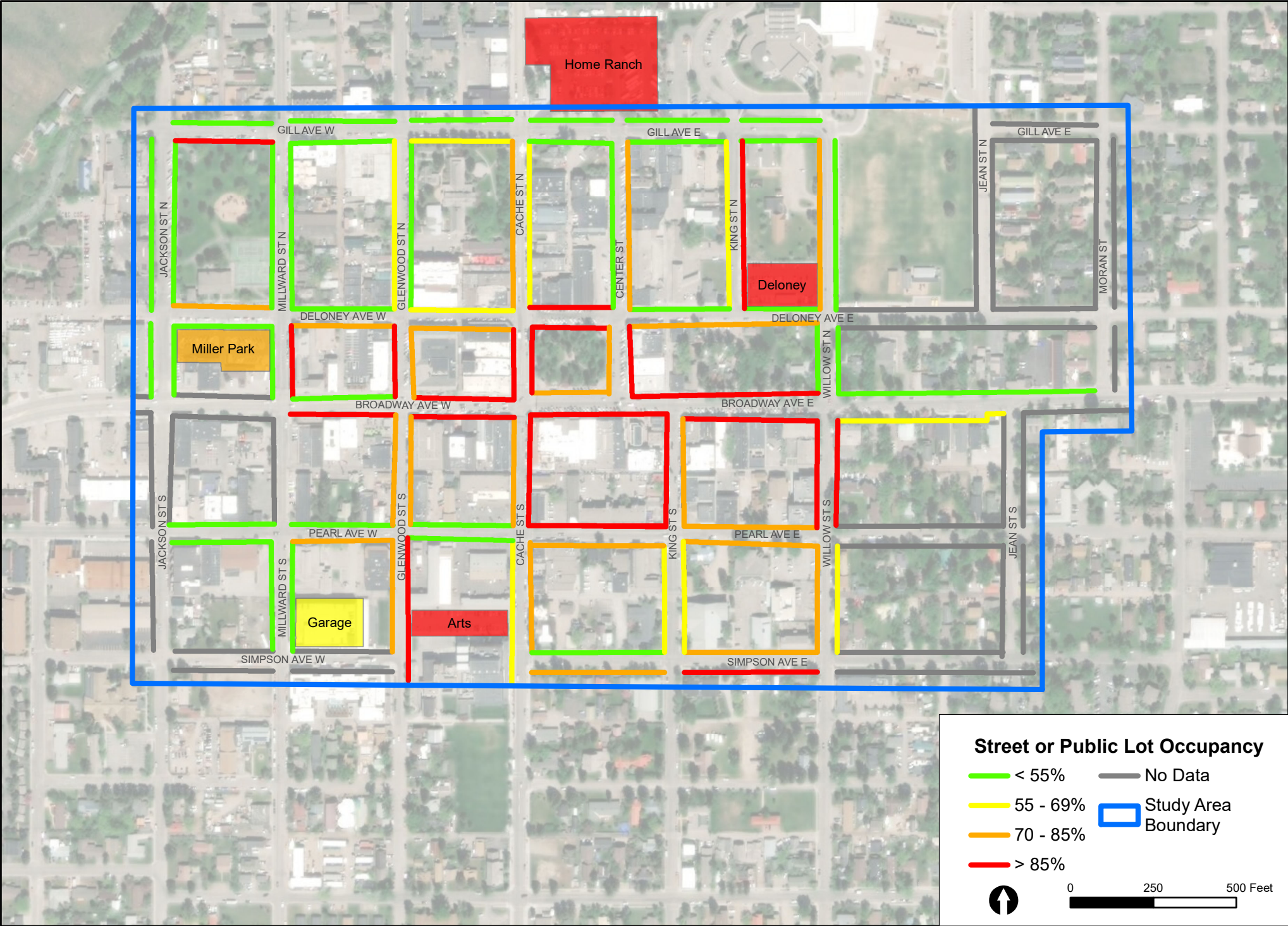
Jackson Parking Occupancy - Thursday 10:00 AM



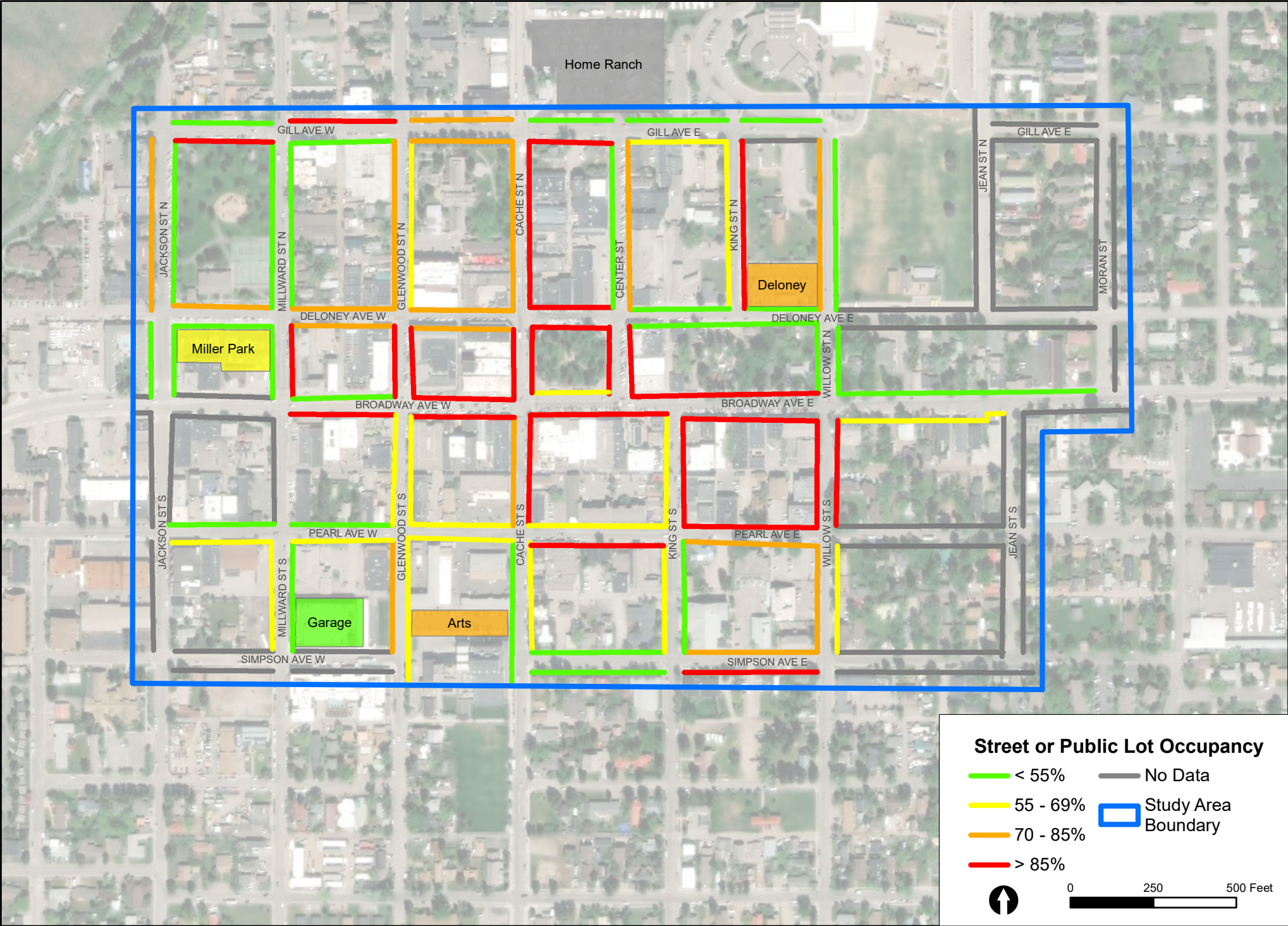
Jackson Parking Occupancy - Thursday 12:00 PM



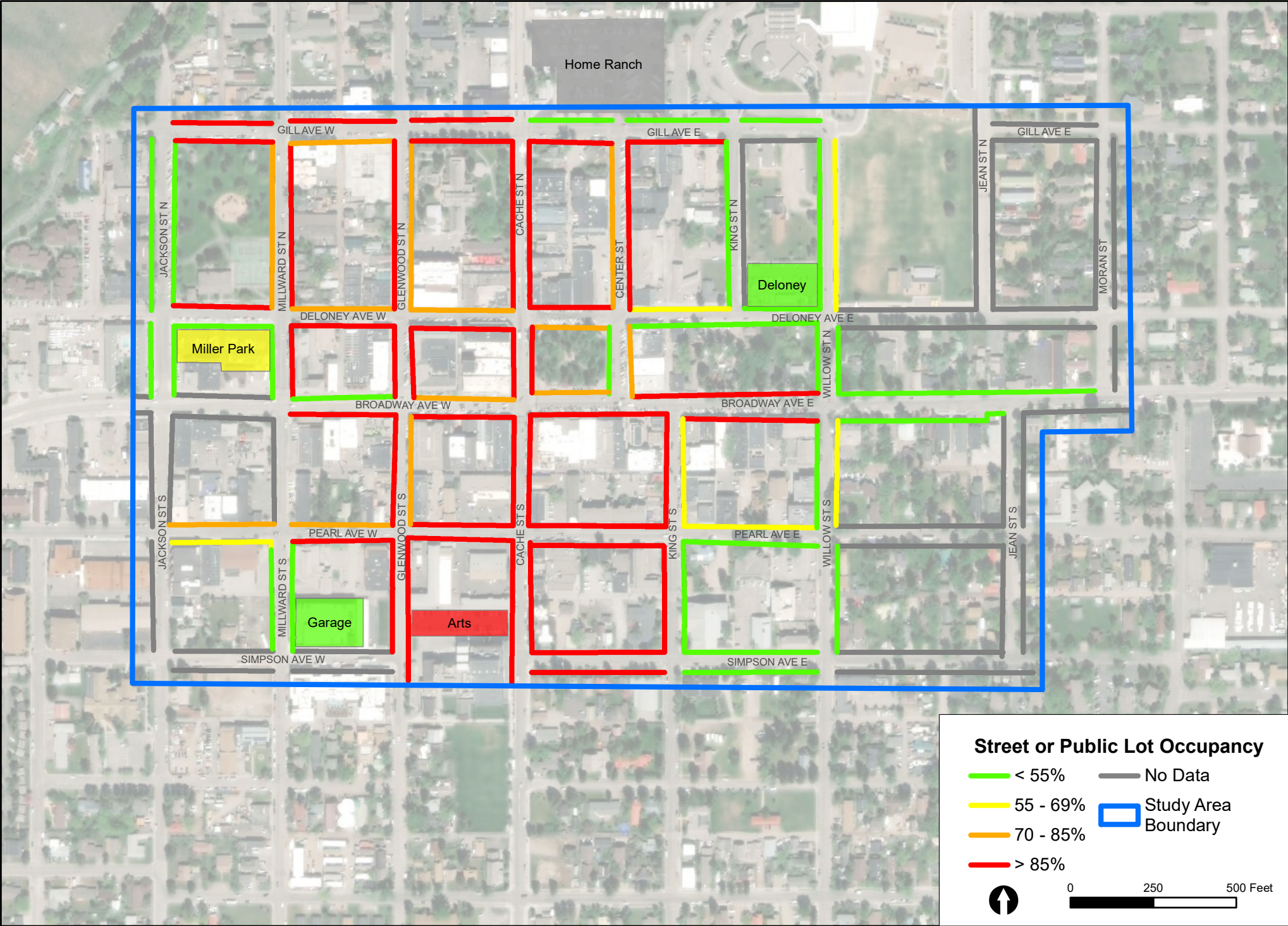
Jackson Parking Occupancy - Thursday 2:00 PM



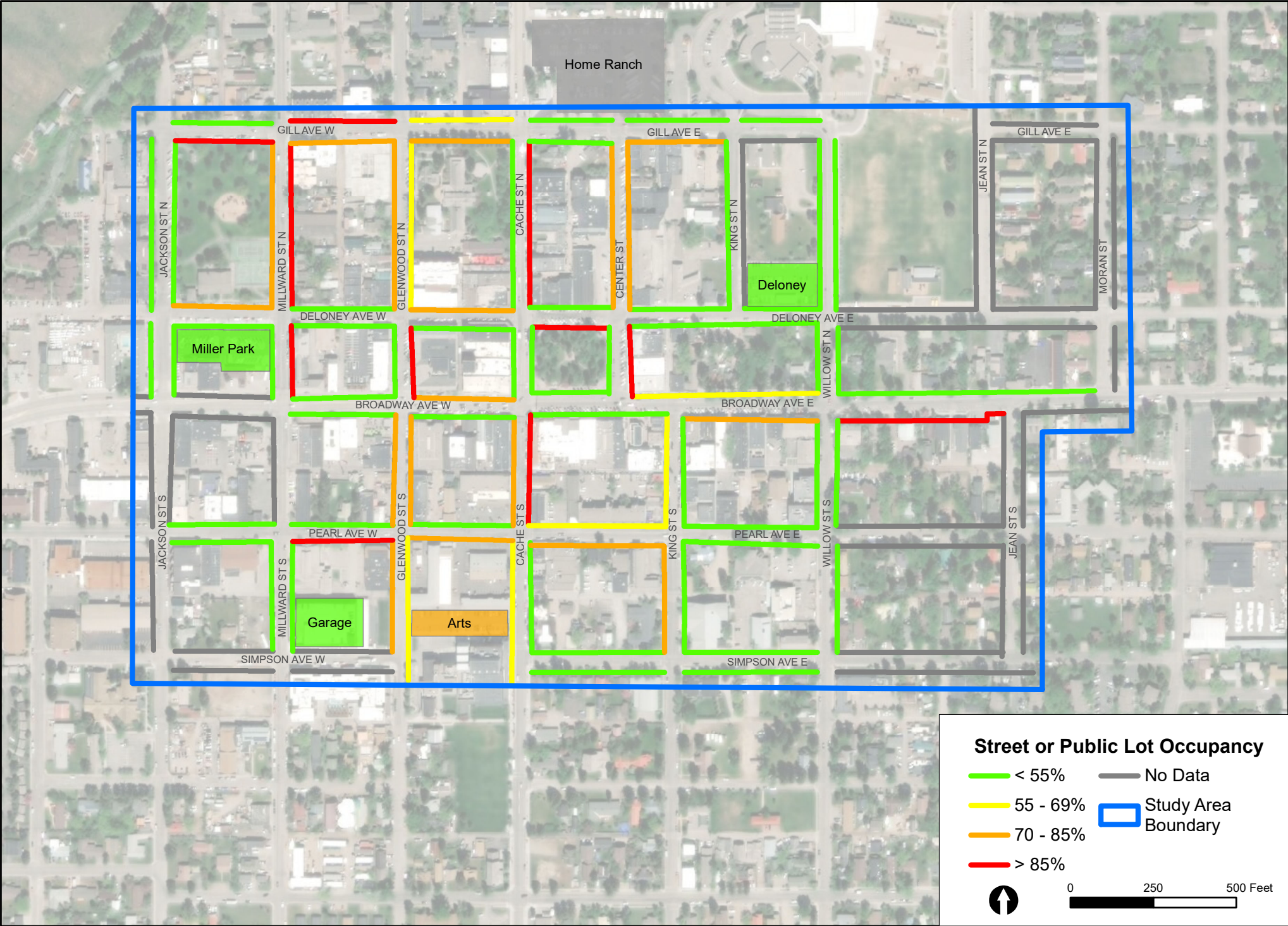
Jackson Parking Occupancy - Thursday 4:00 PM



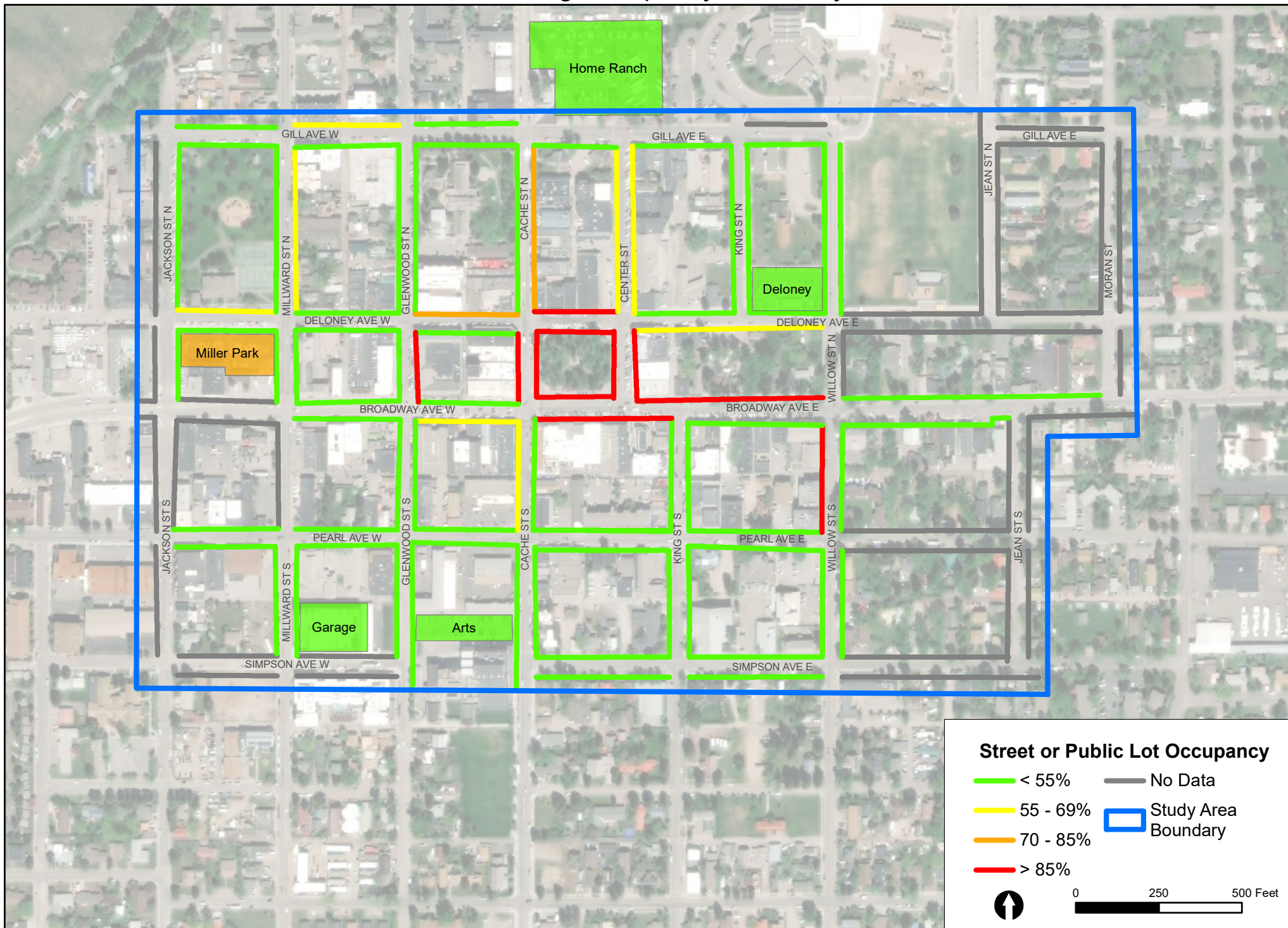
Jackson Parking Occupancy - Thursday 6:00 PM



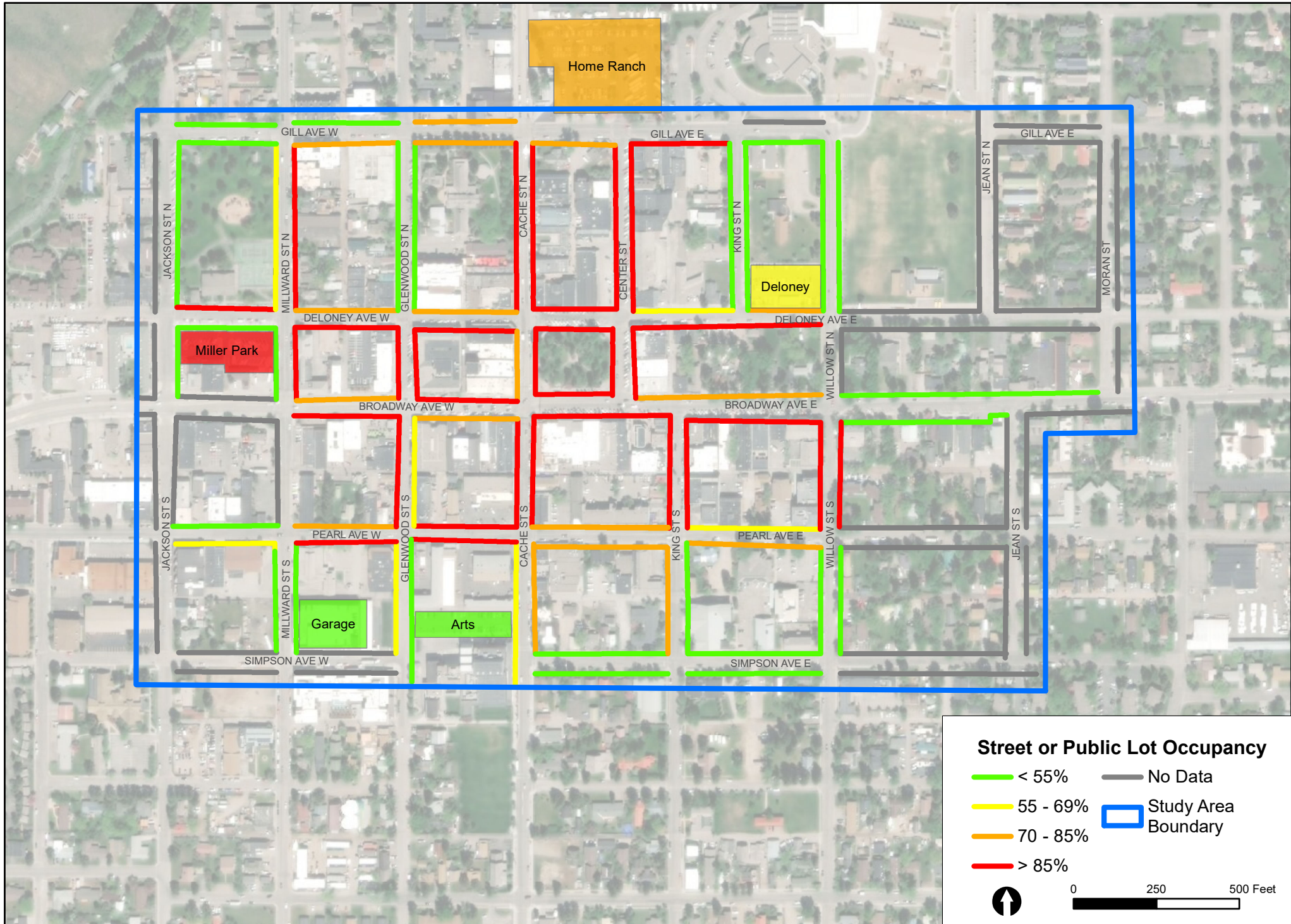
Jackson Parking Occupancy - Thursday 8:00 PM



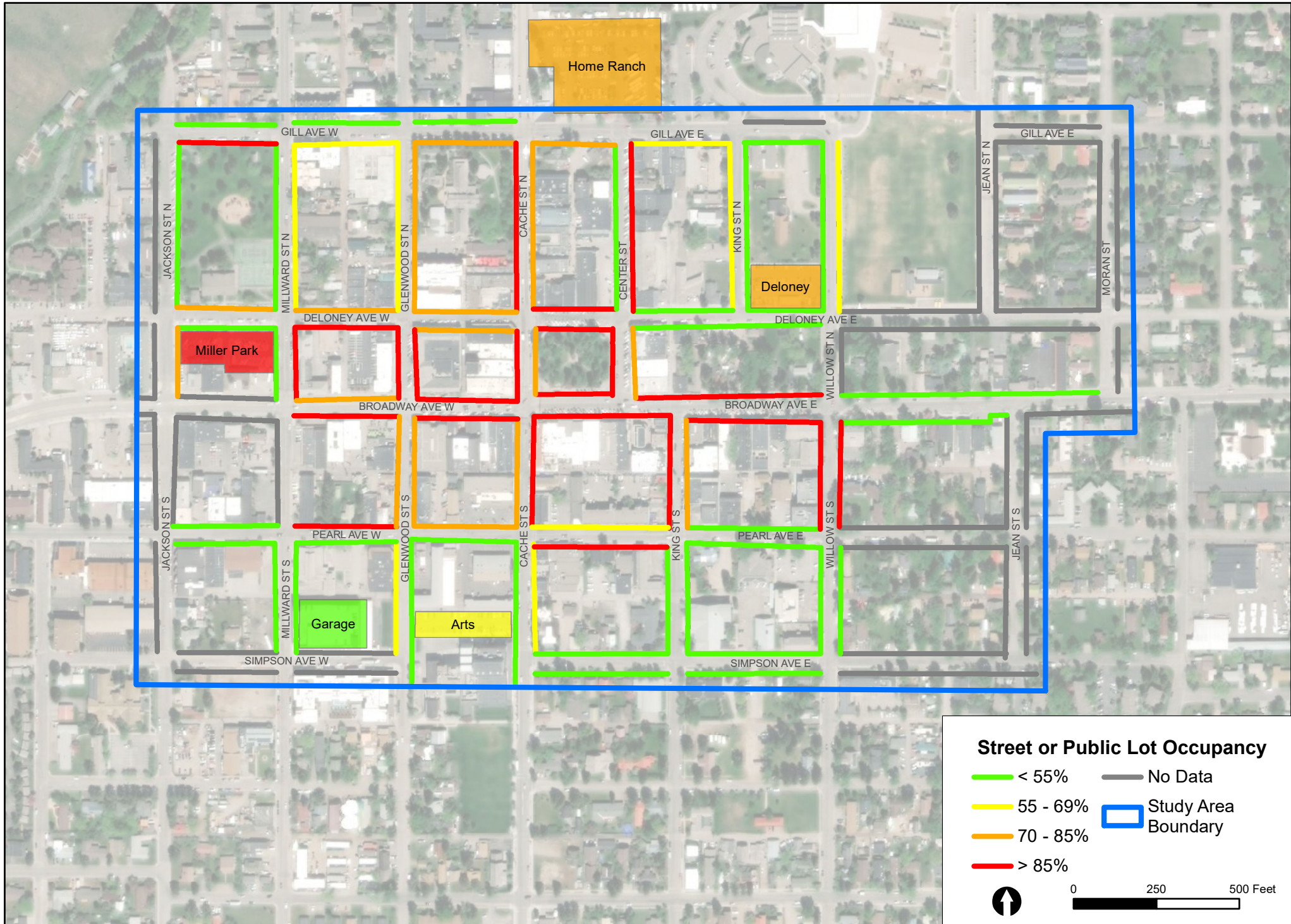
Jackson Parking Occupancy - Saturday 8:00 AM



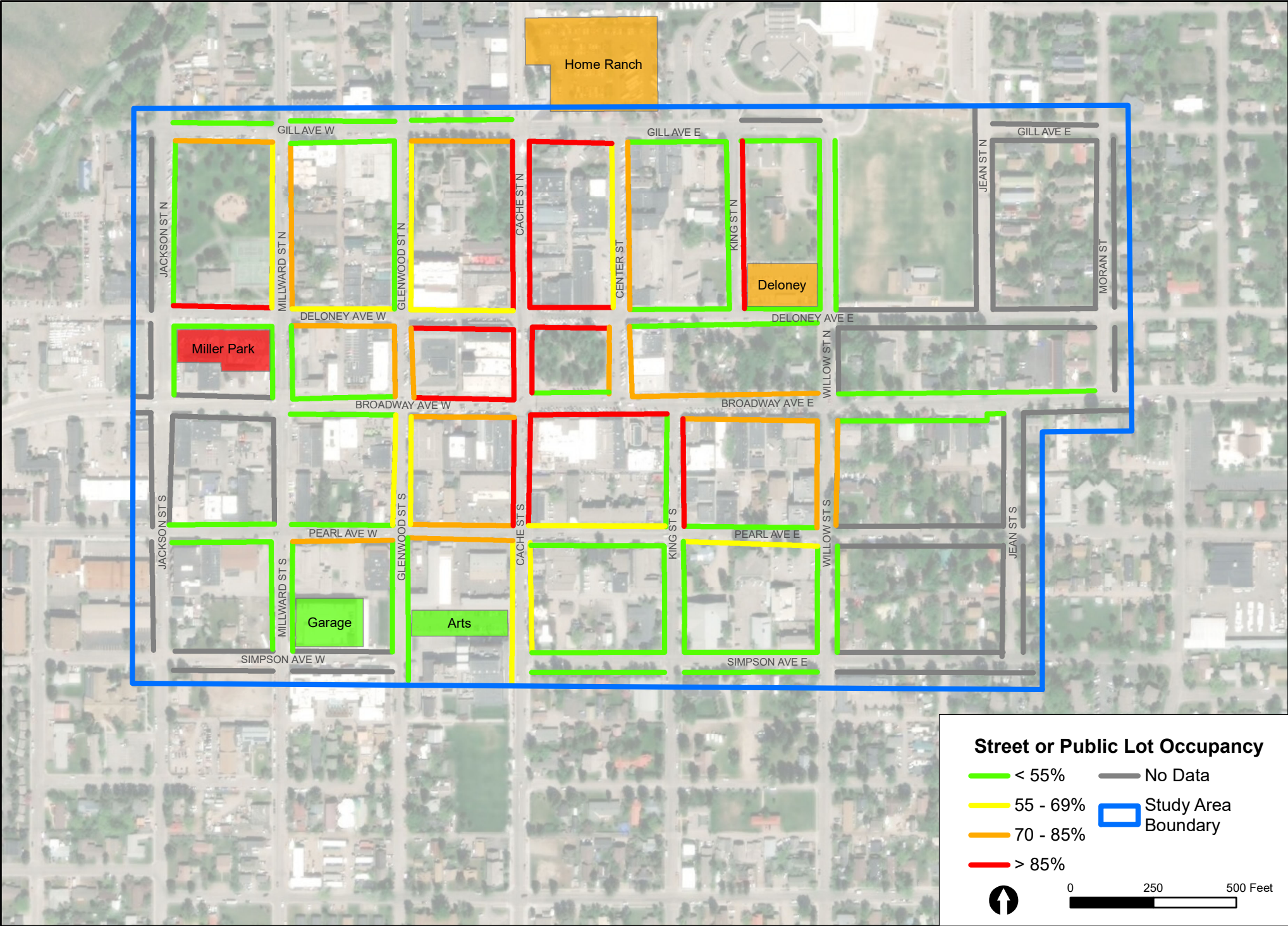
Jackson Parking Occupancy - Saturday 10:00 AM



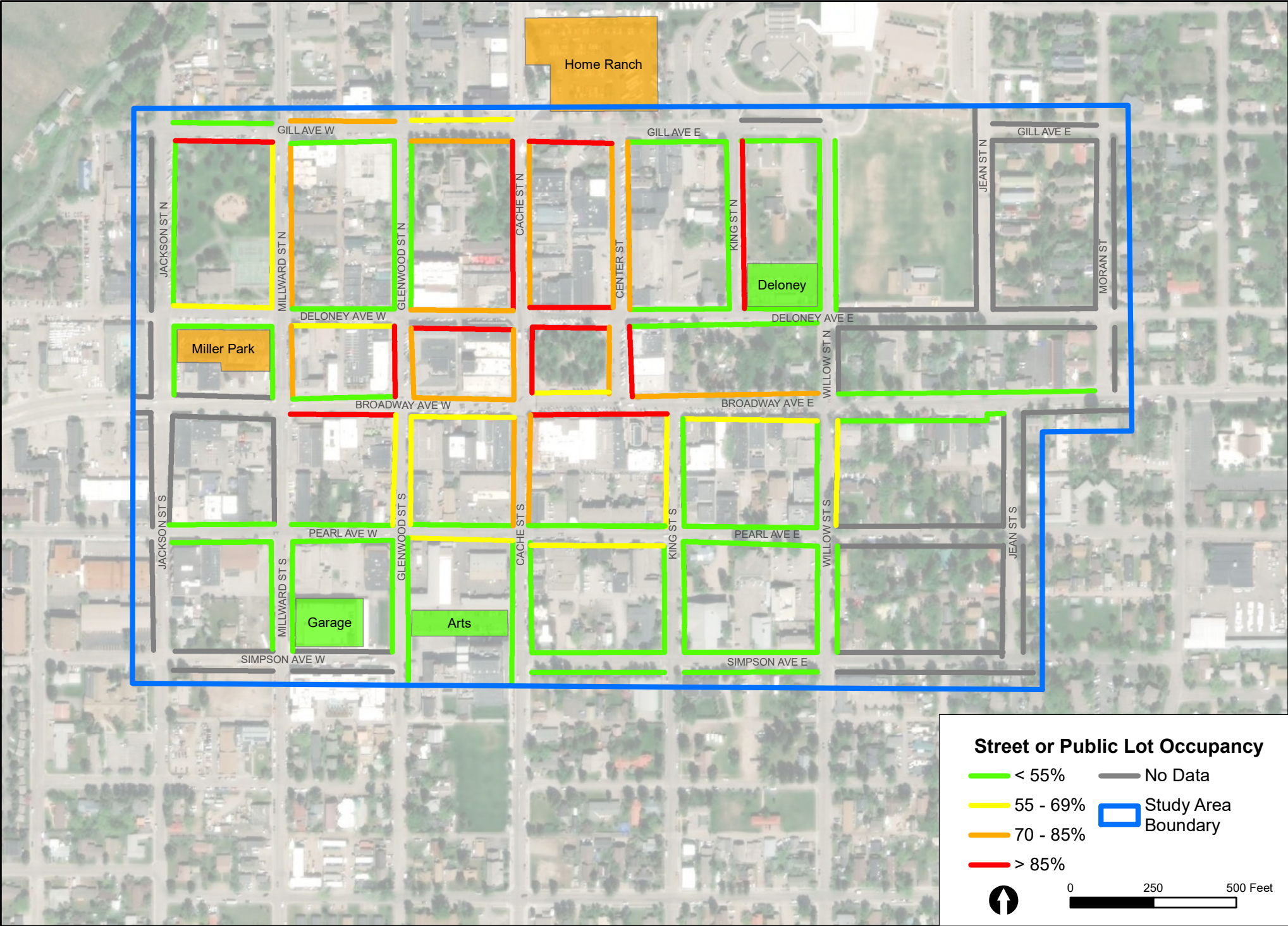
Jackson Parking Occupancy - Saturday 12:00 PM



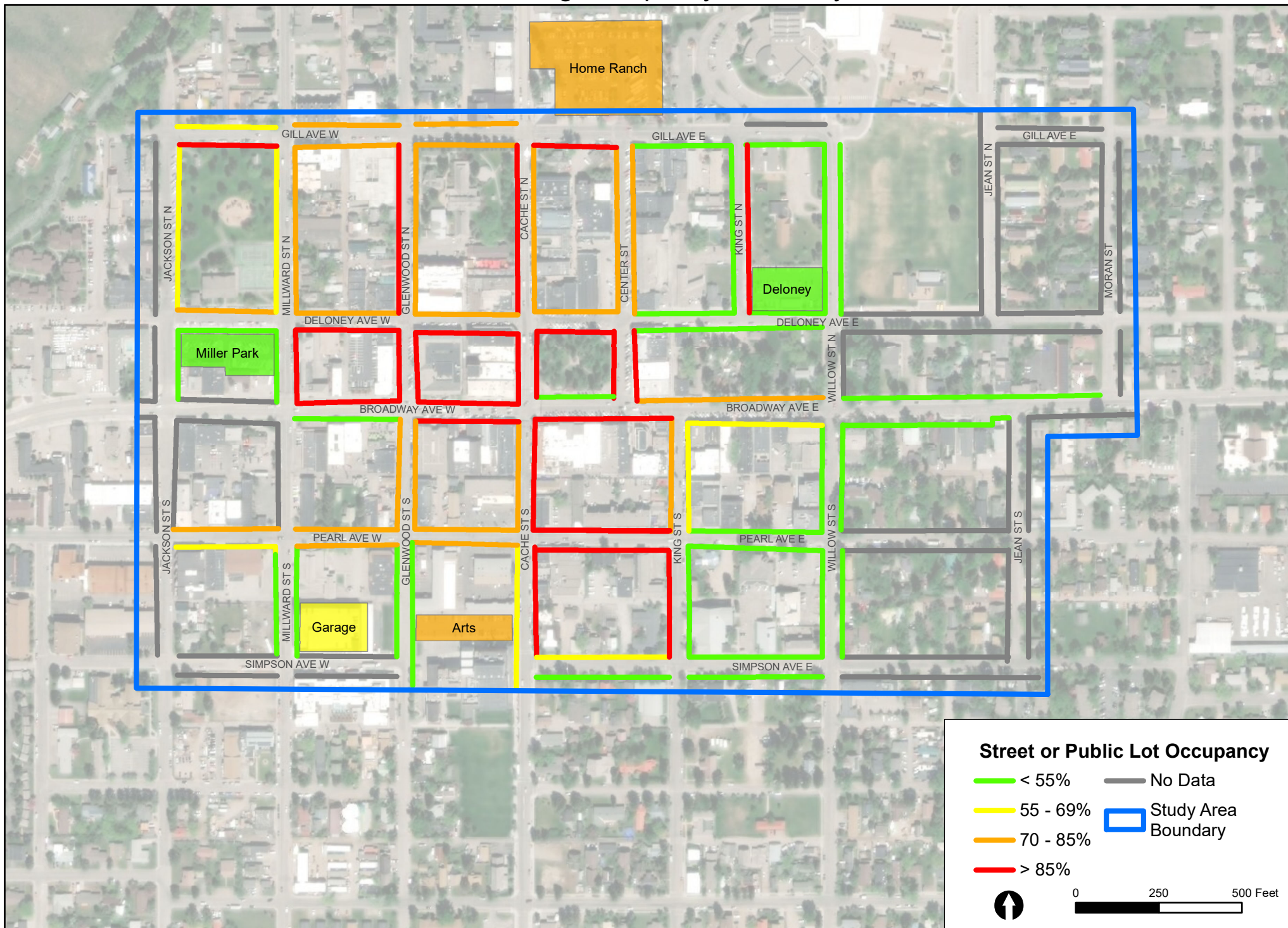
Jackson Parking Occupancy - Saturday 2:00 PM



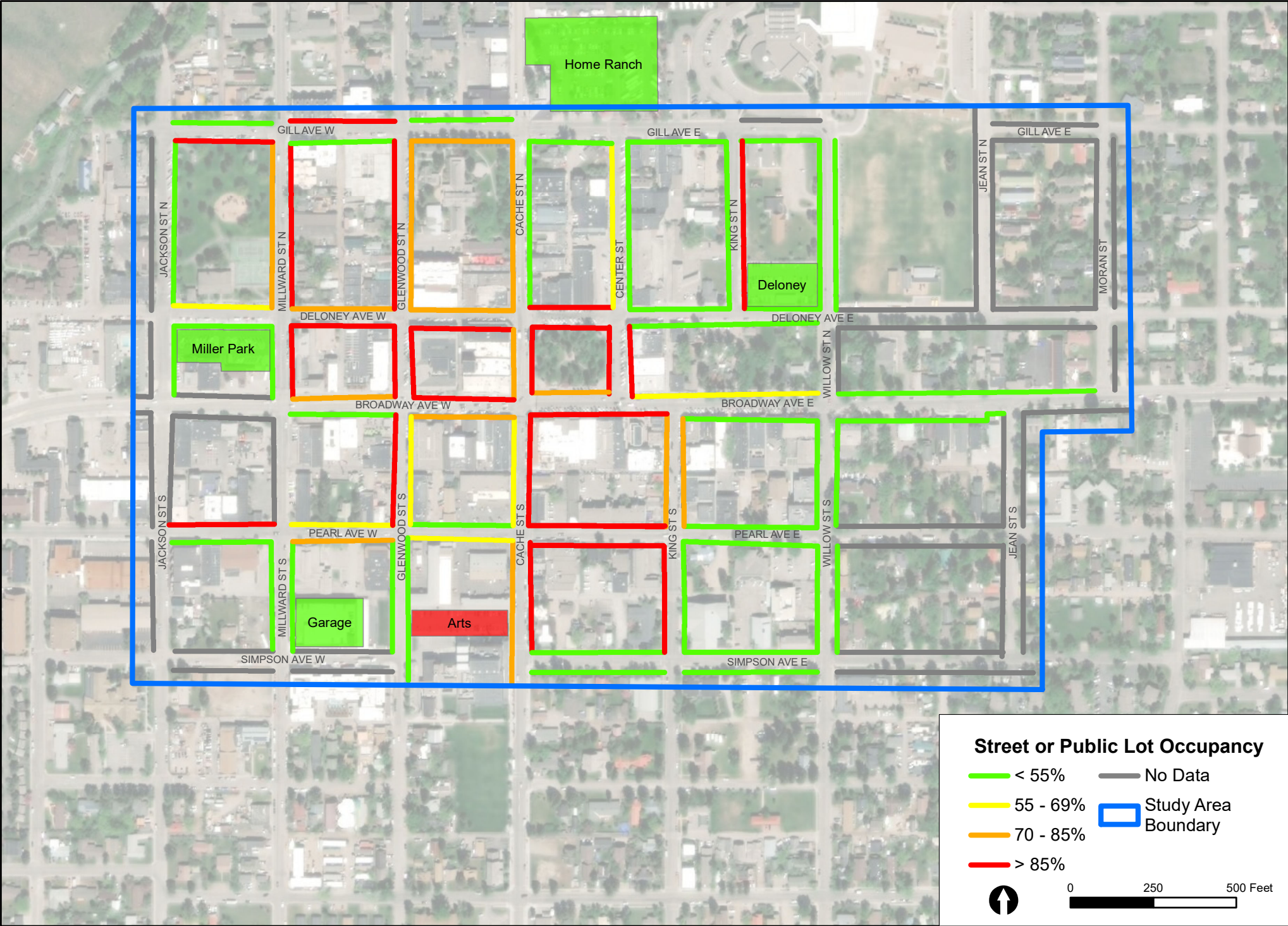
Jackson Parking Occupancy - Saturday 4:00 PM



Jackson Parking Occupancy - Saturday 6:00 PM



Jackson Parking Occupancy - Saturday 8:00 PM



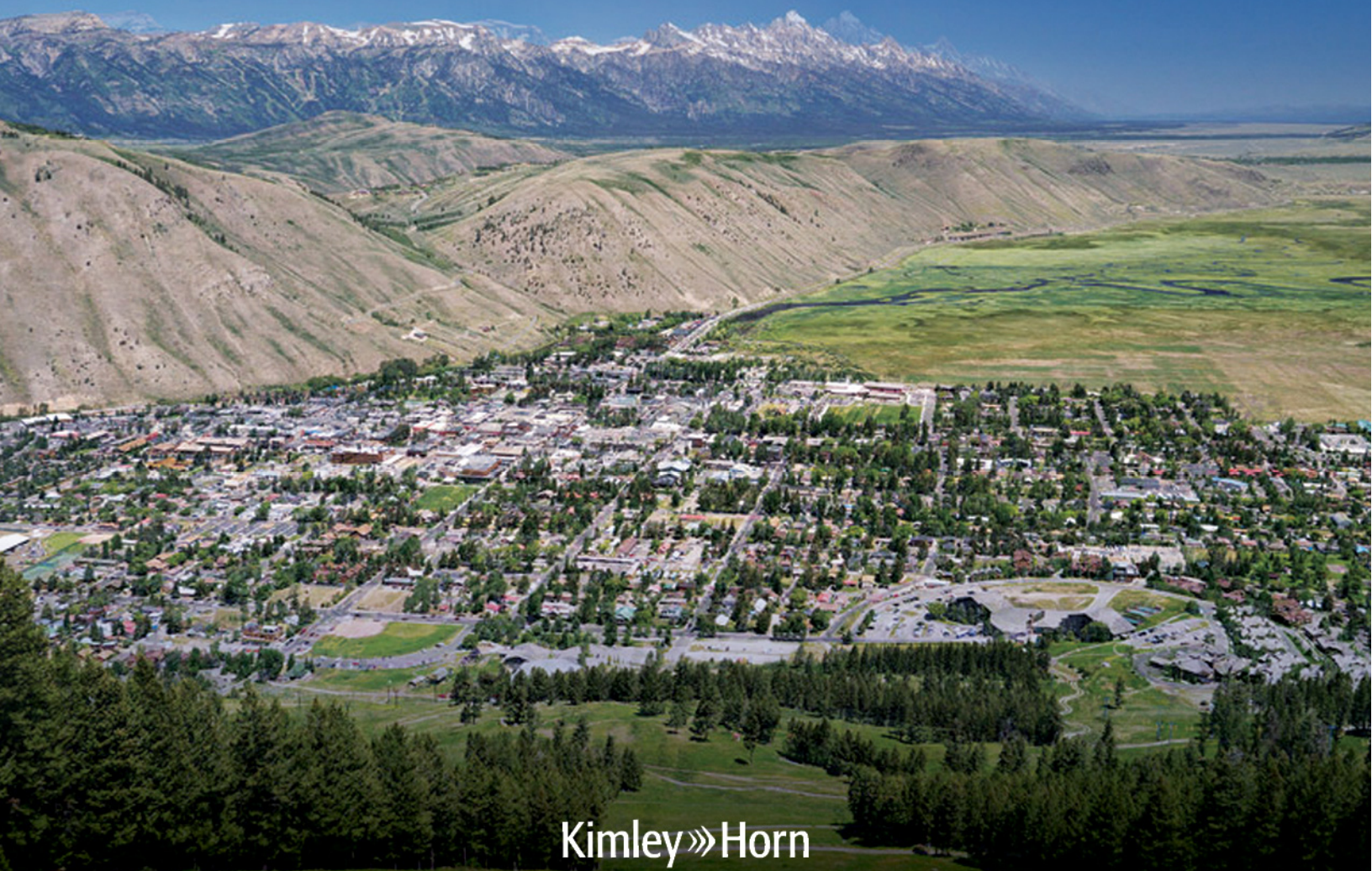


2019

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Community Outreach Summary Report

Appendix B





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Community Outreach Overview

From October 2018 through January 2019, the Jackson Downtown Parking and Mobility Management Plan Project Team led an outreach campaign to engage the community and downtown stakeholders to help understand, frame, and prioritize the key challenges and potential improvements for the parking experience in Downtown Jackson.

This summary provides an overview of the variety of opportunities for stakeholder engagement and education that were offered throughout the project, highlights consistent themes – observed by the consultant team and self-reported by the community – and concludes with strategies for incorporating identified stakeholder priorities into the Downtown Parking and Mobility Management Plan.

The document is organized as follows:

- In-Person Community Outreach Event Summaries
 - 1) Chamber of Commerce Meeting
 - 2) Informal Downtown Employee Discussion
 - 3) Informal Multimodal Advocacy Group Discussion
 - 4) Informal Downtown Business Owners Discussion
 - 5) Community Open House
- Feedback from Technical Steering Committee
- Online Survey Results
- Summary of Stakeholder Priorities and Key Themes
- Conclusion



In-Person Community Outreach Events

Chamber of Commerce Meeting

Overview

- **Date:** Wednesday, October 24, 2018, 8:00 a.m.
- **Location:** Wort Hotel
- **Format:** 45-Minute Presentation + 1-Hour Q&A

Key Themes

- **Employee Parking Demand:** Need to quantify the size of the employee parking population, understand number of employees moving to evade citation within the 3-hour zone (outside of Town Square), and incentives/strategies for employees to utilize the garage or other satellite lots.
- **Public Surface Parking Lots:** Lots are largely filled with employees, minimizing utility for visitors.
- **RV Parking:** Need to develop a strategy for RV parking.
- **Transit Service Improvements:** Bus schedules are currently not well-timed to serve employees; need to consider strategies, incentives, and improvements to make use of park and ride options.
- **Last-Mile Mobility:** Should consider emerging mobility trends such as bike share or scooters to pair with satellite parking lots, along with safety improvements for bicyclists.
- **Enforcement/Fines:** Consider additional enforcement hours and escalating fine structure.

Informal Downtown Employee Discussion

Overview

- **Date:** Wednesday, October 24, 2018, 11:00 a.m.
- **Location:** Wort Hotel
- **Format:** Informal Discussion and Q&A

Key Themes

- **Employee Parking:** Employees know where to find parking, which varies by time of day. Early morning the surface lots are readily available, but it is much more difficult to find parking by midday or afternoon. Given the 3-hour limits, if arriving in the afternoon it is not uncommon to park on street and move vehicle once if needed to be able to have it nearby at the end of the day.
- **Visitor Parking:** Visitors who are unable to find parking within a block of their destination and are forced to park further away may simply choose a different destination (restaurant, bar, etc.)
- **Parking Garage Underutilized:** Not commonly cited as a top choice for employee parking; many consider the garage further from town and employees who work until after dark prefer to park close to their destination.



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- **Employee Parking Program:** If communicated clearly, employees would likely use an employee parking program where the Town identifies specific areas where employees should park on the edges of town (3 blocks is generally an acceptable walking distance).
- **Transit Service Improvements:** Buses do not serve the heart of downtown; many think bus service is only the fringe of Downtown.
- **Additional Parking:** Expanding Home Ranch (as the most central location) would be the best option to increase parking capacity for Downtown.

Informal Multimodal Advocacy Group Discussion

Overview

- **Date:** Wednesday, October 24, 2018, 2:00 p.m.
- **Location:** Wort Hotel
- **Format:** Informal Discussion and Q&A

Key Themes

- **Assign User Group Priorities on Each Street:** Consider pedestrian/bicycle priority streets (potentially with parking removed for bike lanes), vehicle priority streets (including consideration for a downtown by-pass), and truck priority streets.
- **Shared Parking:** Need to assess parking supply availability in private lots, particularly underutilized lots.
- **Active Parking Management:** The Town should take a proactive role in managing parking, and strategies may need to vary by season (such as paid parking only in the peak season).
- **Zoning/Parking Requirements:** Off-street requirements should be lowered to allow for additional density of development.

Informal Downtown Business Owners Discussion

Overview

- **Date:** Thursday, October 25, 2018, 10:00 a.m.
- **Location:** Wort Hotel
- **Format:** Informal Discussion and Q&A

Key Themes

- **Shared Parking:** Explore options for shared parking with underutilized private lots (churches, banks, etc.)
- **Shifting Demands:** Trends are indicating higher concentrations of downtown office and residential moving forward (away from retail/restaurants); tourist market is changing but will continue to be dominated by vehicle trips to Downtown.
- **Additional Parking:** A Downtown "Resort District" with a tax levy could help fund an additional parking structure.
- **Tour Bus Demand:** Need to enhance tour bus parking options close to Downtown.



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Community Open House

Overview

- **Date:** Wednesday, October 24, 2018, 6:00 p.m.
- **Location:** Wort Hotel
- **Format:** 45-Minute Presentation + 30-Minute Q&A + 45-Minutes Open House with Boards

Key Themes

- **Jackson-Specific Recommendations:** Recommendations need to be tailored to Jackson to fit within the local context; this is a unique environment and general recommendations from large cities may not be applicable.
- **Preserve the Character of Jackson:** Recommendations need to maintain the character of Jackson as a welcoming small Western Town.



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Steering Committee

Technical Steering Committee

Overview

- **Date:** Thursday, October 25, 2018, 9:00 a.m.
- **Location:** Wort Hotel
- **Format:** Open Discussion

Todd Smith, Police
Michelle Weber, Police
Darren Brugmann, Start Bus
Floren Poliseo, Public Works
Brian Schilling, Pathways

Key Themes

- **Enforcement:** Although citations have increased in the last year, this is primarily due to year-round enforcement (rather than peak-season only); citations per day have decreased (the cost of enforcement exceeds revenues from fines).
- **Fines:** Enforcement officers are typically very lenient with violators, and there is no escalating fine structure in place.
- **Time Limits:** Need review of 2-hour vs. 3-hour vs. other time limits to accommodate the needs of visitors as well as practicality of enforcement.
- **Traffic Congestion:** Buses avoid downtown due to congestion, only serve Downtown Jackson from the edge.
- **Transit Service:** Improving transit service frequency to park-and-ride lots (such as Stillson) is limited by funding and number of buses available (5 total).
- **Special Events:** "Special" events are more the norm during the peak season with 93 special events per year, primarily in the summer.
- **RV Parking:** Many tourists travel through the area in RVs and their parking needs should be considered (rather than restricted).
- **Tour Bus Demand:** Need to enhance tour bus parking options close to Downtown.
- **On-Street Parking Capacity:** Parking within 10 feet of intersections increased the capacity of on-street parking but may lead to safety concerns at intersections.
- **Additional Parking:** An expanded Home Ranch/Rec Center parking facility is the most likely location of additional parking capacity in Downtown.



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Online Survey

A 22-question online survey was available between December 20th, 2018 and January 25th, 2019 to gather feedback and priorities from Jackson residents, visitors, employees, and business owners. Over the 5-week survey period, the Town received 395 total survey responses.

Demographics

The following charts summarize some key demographic information. For the classification of response types, the following order was used. Once a respondent selected one of the following categories, they were classified as that participant type (even if they indicated they also identify within an additional category):

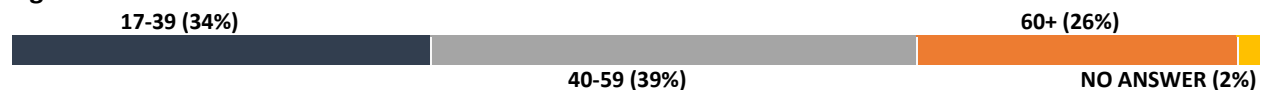
1. Downtown Resident
2. Downtown Business Owner/Property Owner
3. Downtown Employee
4. Visitors/Other

For example, all downtown residents, regardless of whether they also work downtown or own property downtown, are classified as downtown residents. Downtown employees who also own property downtown are classified within the “Downtown Business Owner/Property Owner” category.

Gender Identity



Age



Downtown Resident, Business/Property Owner, Employee, Frequent Visitor, or Occasional Visitor?



Frequency of Visiting Downtown Jackson



Home Zip Code





Downtown Residents

Responses: 29

- **Typical Mode of Travel to Downtown:** 52% walk, 26% bicycle or e-bike, and 22% drive or carpool.
- **Typical Parking Space Type (When Parking for Less than 3 Hours):** 62% time-limited on-street stall, 15% public lot/garage, 15% unrestricted on-street stall, 4% private lot, 4% do not park downtown.
- **Typical Parking Space Type (When Parking for More than 3 Hours):** 42% public lot/garage, 19% unrestricted /neighborhood on-street stall, 19% do not park downtown, 12% time-limited on-street stall, 8% private lot.
- **Typical Parking Experience:** 50% find it challenging, 42% find it reasonable, 8% risk a citation.
- **Reasonable Walking Distance:** 48% consider 1 to 2 blocks reasonable, 37% consider 3 to 4 blocks reasonable, 15% consider more than 4 blocks reasonable.
- **Most Important Consideration When Parking:** 52% convenience (close to destination), 48% availability (easy to find a space quickly).
- **Most Challenging Time to Find Parking (Summer Weekday):** 37% midday, 33% afternoon, 26% evening, 4% morning.
- **Most Challenging Time to Find Parking (Summer Weekend):** 42% midday, 25% afternoon, 21% evening, 8% morning, 4% do not find it challenging to find parking.
- **Biggest Challenge When Parking Downtown:** 33% finding a space at all, 19% no challenges, 15% finding a space quickly, 15% finding a space close to destination, 15% finding a loading space, 4% not applicable.
- **Biggest Challenge When Parking Multiple Times Downtown:** 26% finding a space at all, 19% no challenges, 19% finding a space quickly, 4% finding a space close to destination, 4% finding a loading space, 4% traffic (+26% not applicable).
- **Do You Consider Other Modes Due to Constrained Parking:** 62% often walk, 45% often bike, 14% always drive and search for parking, 3% often take transit, 3% often carpool, 3% simply avoid Downtown (Multiple selections allowed).
- **Are There Locations Where You Find It Challenging to Navigate as a Bicyclist or a Pedestrian:** 74% yes, 26% no.
- **Preferences for Alternative Transportation Options:** 45% bicycle connectivity, 38% pedestrian connectivity and safety, 31% public transit, 24% rideshare/carpool incentives, 14% bike share program, 3% motorcycle/scooter parking (Multiple selections allowed).
- **Preferences for Parking Management Strategies:** 48% multimodal investments, 41% additional parking garages, 31% downtown employee parking program, 28% seasonal on-street paid parking, 21% shared parking, 17% no additional parking management needed, 14% additional time-limited parking areas, 3% additional parking lots, 3% increase enforcement (Multiple selections allowed).



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Downtown Business Owners/Property Owners

Responses: 52

- **Typical Mode of Travel to Downtown:** 81% drive, 13% bicycle or e-bike, and 6% walk.
- **Typical Parking Space Type (When Parking for Less than 3 Hours):** 64% time-limited on-street stall, 15% public lot/garage, 13% private lot, and 8% unrestricted/neighborhood on-street stall.
- **Typical Parking Space Type (When Parking for More than 3 Hours):** 40% public lot/garage, 23% unrestricted /neighborhood on-street stall, 23% private lot, 15% time-limited on-street stall.
- **Typical Parking Experience:** 43% find it reasonable, 34% find it challenging, 17% find it fairly easy but not close to their destination, 4% have no issue parking, 2% risk a citation.
- **Reasonable Walking Distance:** 63% consider 1 to 2 blocks reasonable, 25% consider 3 to 4 blocks reasonable, 6% consider more than 4 blocks reasonable, 6% consider less than 1 block reasonable.
- **Most Important Consideration When Parking:** 49% convenience (close to destination), 45% availability (easy to find a space quickly), 4% safety/security, 2% ADA accessibility.
- **Most Challenging Time to Find Parking (Summer Weekday):** 47% midday, 34% afternoon, 17% do not find it challenging to find parking, 2% morning.
- **Most Challenging Time to Find Parking (Summer Weekend):** 35% midday, 26% afternoon, 26% do not find it challenging to find parking, 9% morning, 5% evening.
- **Biggest Challenge When Parking Downtown:** 42% finding a space close to destination, 25% no challenges, 17% finding a space at all, 8% finding a space quickly, 8% finding a loading space.
- **Biggest Challenge When Parking Multiple Times Downtown:** 32% finding a space close to destination, 23% no challenges, 13% finding a loading space, 6% finding a space quickly, 6% finding a space at all (+19% not applicable).
- **Do You Consider Other Modes Due to Constrained Parking:** 54% always drive and search for parking, 23% often bike, 19% often walk, 4% often take transit, 4% often carpool, 4% simply avoid Downtown (Multiples selections allowed).
- **Are There Locations Where You Find It Challenging to Navigate as a Bicyclist or a Pedestrian:** 53% yes, 47% no.
- **Preferences for Alternative Transportation Options:** 35% public transit, 33% pedestrian connectivity and safety, 31% bicycle connectivity, 23% none of these options, 12% rideshare/carpool incentives, 8% bike share program, 4% motorcycle/scooter parking (Multiple selections allowed).
- **Preferences for Parking Management Strategies:** 50% downtown employee parking program, 35% additional parking garages, 31% increase enforcement, 23% seasonal on-street paid parking, 21% shared parking, 17% no additional parking management needed, 13% additional parking lots, 13% multimodal investments, 10% additional time-limited parking areas (Multiple selections allowed).



Downtown Employees

Responses: 98

- **Typical Mode of Travel to Downtown:** 70% drive, 14% bicycle or e-bike, 14% walk, and 1% take public transit.
- **Typical Parking Space Type (When Parking for Less than 3 Hours):** 66% time-limited on-street stall, 18% public lot/garage, 11% unrestricted/neighborhood on-street stall, 5% private lot.
- **Typical Parking Space Type (When Parking for More than 3 Hours):** 34% public lot/garage, 27% unrestricted /neighborhood on-street stall, 20% private lot, 16% time-limited on-street stall, 2% do not park downtown.
- **Typical Parking Experience:** 40% find it challenging, 38% find it reasonable, 11% find it fairly easy but not close to their destination, 8% have no issue parking, 3% risk a citation.
- **Reasonable Walking Distance:** 56% consider 1 to 2 blocks reasonable, 30% consider 3 to 4 blocks reasonable, 8% consider less than 1 block reasonable, 7% consider more than 4 blocks reasonable.
- **Most Important Consideration When Parking:** 51% convenience (close to destination), 38% availability (easy to find a space quickly), 8% safety/security, 1% ADA accessibility, 1% parking space size (for large vehicles), 1% free and unrestricted.
- **Most Challenging Time to Find Parking (Summer Weekday):** 40% midday, 36% afternoon, 11% do not find it challenging to find parking, 9% morning, 4% evening.
- **Most Challenging Time to Find Parking (Summer Weekend):** 35% afternoon, 30% midday, 17% evening, 14% do not find it challenging to find parking, 5% morning.
- **Biggest Challenge When Parking Downtown:** 33% finding a space close to destination, 31% finding a space at all, 13% no challenges, 12% finding a space at all, 6% finding a loading space, 2% understanding where to park, 2% not applicable.
- **Biggest Challenge When Parking Multiple Times Downtown:** 22% finding a space at all, 21% finding a space close to destination, 12% no challenges, 10% finding a space quickly, 5% finding a loading space (+30% not applicable).
- **Do You Consider Other Modes Due to Constrained Parking:** 44% always drive and search for parking, 37% often bike, 21% often walk, 6% often carpool, 5% often take transit, 2% simply avoid Downtown, 1% use rideshare, +2% not applicable (Multiples selections allowed).
- **Are There Locations Where You Find It Challenging to Navigate as a Bicyclist or a Pedestrian:** 59% yes, 41% no.
- **Preferences for Alternative Transportation Options:** 43% bicycle connectivity, 41% public transit, 33% pedestrian connectivity and safety, 22% rideshare/carpool incentives, 15% bike share program, 10% none of these options, 3% motorcycle/scooter parking (Multiples selections allowed).
- **Preferences for Parking Management Strategies:** 51% downtown employee parking program, 40% additional parking garages, 36% multimodal investments, 26% seasonal on-street paid parking, 23% shared parking, 12% additional parking lots, 12% increase enforcement, 10% additional time-limited parking areas, 7% no additional parking management needed (Multiple selections allowed).



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Downtown Visitors

Responses: 216

- **Typical Mode of Travel to Downtown:** 72% drive or carpool, 20% bicycle or e-bike, and 8% walk.
- **Typical Parking Space Type (When Parking for Less than 3 Hours):** 61% time-limited on-street stall, 18% public lot/garage, 14% unrestricted/neighborhood on-street stall, 5% do not park downtown, 2% private lot.
- **Typical Parking Space Type (When Parking for More than 3 Hours):** 47% public lot/garage, 33% unrestricted /neighborhood on-street stall, 9% do not park downtown, 7% time-limited on-street stall, 4% private lot.
- **Typical Parking Experience:** 42% find it challenging, 34% find it reasonable, 16% find it fairly easy but not close to their destination, 7% have no issue parking, 1% risk a citation.
- **Reasonable Walking Distance:** 51% consider 1 to 2 blocks reasonable, 34% consider 3 to 4 blocks reasonable, 9% consider more than 4 blocks reasonable, 7% consider less than 1 block reasonable.
- **Most Important Consideration When Parking:** 51% availability (easy to find a space quickly), 38% convenience (close to destination), 7% safety/security, 2% ADA accessibility, 2% parking space type (for large vehicles or EV), 2% free and unrestricted.
- **Most Challenging Time to Find Parking (Summer Weekday):** 37% midday, 31% afternoon, 15% do not find it challenging to find parking, 15% evening, 2% morning.
- **Most Challenging Time to Find Parking (Summer Weekend):** 34% afternoon, 27% midday, 18% do not find it challenging to find parking, 17% evening, 4% morning.
- **Biggest Challenge When Parking Downtown:** 32% finding a space close to destination, 27% finding a space at all, 19% finding a space quickly, 15% no challenges, 5% finding a loading space, 1% understanding where to park, 1% not applicable.
- **Biggest Challenge When Parking Multiple Times Downtown:** 19% finding a space close to destination, 15% finding a space at all, 12% no challenges, 11% finding a space quickly, 4% finding a loading space (+39% not applicable).
- **Do You Consider Other Modes Due to Constrained Parking:** 48% always drive and search for parking, 26% often bike, 14% often walk, 5% simply avoid Downtown, 5% often carpool, 3% often take transit (+6% not applicable).
- **Are There Locations Where You Find It Challenging to Navigate as a Bicyclist or a Pedestrian:** 49% yes, 51% no.
- **Preferences for Alternative Transportation Options:** 36% bicycle connectivity, 33% pedestrian connectivity and safety, 23% public transit, 19% none of these options, 13% rideshare/carpool incentives, 8% bike share program, 4% motorcycle/scooter parking (Multiples selections allowed).
- **Preferences for Parking Management Strategies:** 51% downtown employee parking program, 25% additional parking garages, 24% seasonal on-street paid parking, 24% multimodal investments, 21% shared parking, 16% no additional parking management needed, 15% increase enforcement, 15% additional time-limited parking areas, 10% additional parking lots (Multiple selections allowed).



General Comments

Survey respondents had the opportunity to emphasize their key issues and priorities with general comments as part of the survey. Comments were classified into 30 categories allowing for similar comments to emerge as key issues based on the number of mentions within the survey. The following comments emerged as the most commonly cited key issues, ranked in order of number of times cited:

1. **Avoid Disincentives from Parking Downtown:** Most respondents were concerned that paid parking, aggressive enforcement, and other factors that make parking downtown more challenging would discourage people from traveling Downtown.
2. **Implement Paid Parking:** Some form of paid parking (including variations such as validation programs, allowances for free short stays, and free parking for Jackson residents) was cited as one method of managing some of the most congested parking areas in Downtown.
3. **No Significant Need for Parking Improvements:** Respondents frequently indicated that parking is not a major issue, with ample parking available within a short walk, even in the peak season.
4. **Invest in Additional Parking:** Adding more public parking or converting surface lots to parking garages.
5. **Pedestrian Safety Improvements:** Many respondents prioritized the pedestrian experience in Downtown, indicating Downtown Jackson should be safe and accessible for all.
6. **Invest in Alternative Modes:** Making it easier to get Downtown by bus or bicycle.
7. **Employee Parking Program:** Addressing where Downtown employees should park, with an emphasis on ensuring employees are not parking in the areas that are needed to allow for quick trips into Downtown.
8. **Preserve Jackson's Character:** Regardless of the parking management strategies implemented, many respondents emphasized the importance of preserving Jackson's unique character.
9. **Invest in Shuttle Service to Parking:** Remote parking areas with shuttle service could serve as one method of improving access to Downtown while minimizing additional vehicle trips into the Downtown core.
10. **Wayfinding/Signage/Technology:** Additional wayfinding and signage (for both pedestrians and motorists) as well as technology investments could make it easier to find parking quickly and easily.
11. **ADA/Short-Term/Loading Zones:** Handicapped parking and short-term parking (15-minutes or less)/loading zones should be improved to serve those with disabilities and those looking to make a quick trip into Downtown.
12. **Limit New Development:** Rapid growth in the Downtown area was cited as a frequent concern, leading to traffic congestion and parking constraints.
13. **Improved Enforcement:** Enforcement of existing regulations, particularly of existing time limits, was cited as a preferred option for addressing parking constraints.



Stakeholder Priorities and Key Themes

Community members and stakeholders expressed a wide variety of concerns, priority issues, and recommendations related to parking within Downtown Jackson during the campaign to collect feedback. The following section summarizes the First, Second, and Third Tier priorities that emerged to help organize the information gathered. However, during the development of the Downtown Parking and Mobility Management Plan, all feedback received will be used to help craft recommendations.

Tier 1 Priorities

Tier 1 Priorities were expressed consistently through a variety of in-person meetings and within the online survey. Addressing these issues should serve a key priority of the Downtown Parking and Mobility Management Plan.

Address Downtown Employee Parking

- Consider options to encourage employees to use the parking garage and other areas with available capacity outside of the Downtown core in order to free up parking for short-term parking needs.
- Both incentives (such as employee benefits for parking in the garage or using alternative modes of transportation) as well as increased enforcement should be considered.

Manage Parking Based on Time Stays

- Parking is readily available if able and willing to walk a few blocks; however, parking further away can be a challenge for the disabled, families, and for quick trips.
- Parking should be managed to provide more areas for very quick trips (less than 30 minutes) and centralized, convenient parking for short-term stays (such as 2-hours or less). Those staying for longer periods of time should be directed to the edges of Downtown with improved wayfinding.

Pedestrian Enhancements

- There is a strong desire among community stakeholders to improve the downtown pedestrian environment including crosswalk treatments to improve safety, maintenance and visibility enhancements, and potential consideration for pedestrian-priority areas in Downtown.
- Making use of parking availability on the edges of Downtown will be more effective with safe, convenient, and clear pedestrian routing and wayfinding.

Tier 2 Priorities

Additional Public Parking Options

- While not all community members feel that Jackson currently has an inadequate parking supply (particularly in the off-season), increasing the public parking capacity (such as an additional parking garage on the edge of Downtown) should be pursued in the medium term as one option for addressing peak season parking constraints.



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- Many community members also expressed interest in pursuing shared parking arrangements with private lot owners to increase the number of public parking options in Downtown.

Paid On-Street Parking

- Some community members suggested on-street paid parking as a method to manage parking in areas (and times) of highest demand. The approach, if used, should ensure that free parking is also available within a very short walk of Downtown, and options should be explored to make it easy for visitors to navigate and use (pre-paid options for residents, free parking for very short stays, validation programs, etc.)

Downtown Shuttle Service

- Rather than commuter-focused service with large buses covering long distances, many community members expressed interest in small-scale shuttle/transit service operated on very high frequencies as an option for making it easy to park just outside of Downtown and get to the core easily without a long wait or a long walk.

Bicycle Enhancements

- During the peak summer season when parking is most constrained, many community members indicated that bicycling (either from neighborhoods close to Downtown or from remote parking areas) could be a more attractive option if some streets were prioritized for pedestrians and bicyclists.

Manage RV and Tour Bus Parking

- RVs and Tour Buses will continue to need to find parking near Downtown, and appropriately managing where these larger vehicles should park should be a priority. Directing larger vehicles away from the Town Square while still allowing convenient parking options on the edge of Downtown should be prioritized.

Enhanced Enforcement

- With 3-hour time limits that end at 6 p.m., it is fairly easy for employees to move their vehicle once to evade a citation, likely contributing to parking congestion outside of the Town Square (moving to evade was not frequently observed on the Town Square). Further, on-street parking is effectively free and unlimited starting at 3 p.m. due to these regulations.
- Escalating fines for repeat violators (as a tool to discourage employee parking in time-limited areas) should be explored, along with revised enforcement hours.



Tier 3 Priorities

Tier 3 priorities were expressed by at least two or more individuals during outreach activities and should serve as a reference as recommendations are developed. They are presented as community recommendations rather than key themes:

- **Last-Mile Mobility:** Should consider emerging mobility trends such as bike share or scooters to pair with satellite parking lots, along with safety improvements for bicyclists.
- **Revisit On-Street Parking Capacity:** Size of no-parking zone at intersections
- **Wayfinding/Signage/Technology:** Additional wayfinding and signage (for both pedestrians and motorists) as well as technology investments could make it easier to find parking quickly and easily.
- **Address Winter Parking Restrictions:** Existing winter regulations may be unnecessary and do not necessarily effectively serve the needs of Jackson residents.
- **Special Events Regulations:** Revised parking enforcement and regulations during special events should be explored, and alternative management strategies may be needed.
- **Revise Private Parking Requirements:** Private developers should be more responsible for providing parking.



Conclusion

When viewed comprehensively, feedback received from the stakeholder outreach process supports the following “big-picture” themes:

- 1. Focus on Management Strategies that Preserve Jackson’s Character:** The most consistent theme expressed through the outreach process was that limited parking availability and traffic congestion along with continued growth threatens to erode Jackson’s character if not addressed and managed in a way that preserves the welcoming, small town atmosphere. Parking management strategies need to ensure that Jackson is welcoming to all, including visitors, residents, the disabled, families, and RV drivers alike.
- 2. Consistent, Integrated Approach to Parking Management:** On-street regulations, off-street public parking options, and enforcement should work together to ensure that employees and long-term parkers understand clearly where to park so that short-term parkers (visitors and customers) and those with disabilities are able to quickly and easily find parking near their destination. Enforcement should support this approach by focusing on identifying, citing, and collecting fines from repeat offenders rather than occasional visitors and event attendees.
- 3. Targeted Communication and Straightforward Signage and Wayfinding:** There is broad consensus that the peak summer season is the primary time in which there is limited parking availability. An effective communication program to identify where employees should park during the peak season, combined with clear and straightforward signage to direct visitors to convenient parking areas where they can expect to find parking may help to alleviate visitor frustration and traffic associated with drivers circulating in search of parking.
- 4. Focus on Enhancing the Pedestrian Experience in Downtown:** Many community members expressed a strong desire to ensure that pedestrians feel safe and welcome in Downtown from the time they park their car until they arrive at their destination. Crosswalk enhancements, regular maintenance, additional lighting, and pedestrian-focused navigation aids will all help to improve the pedestrian experience and ensure that as Jackson grows, Downtown continues to feel inviting and welcoming to all.

These themes, along with the supporting detail provided by the tiered priorities, will help to inform the recommendations developed as part of Jackson’s Downtown Parking Plan.

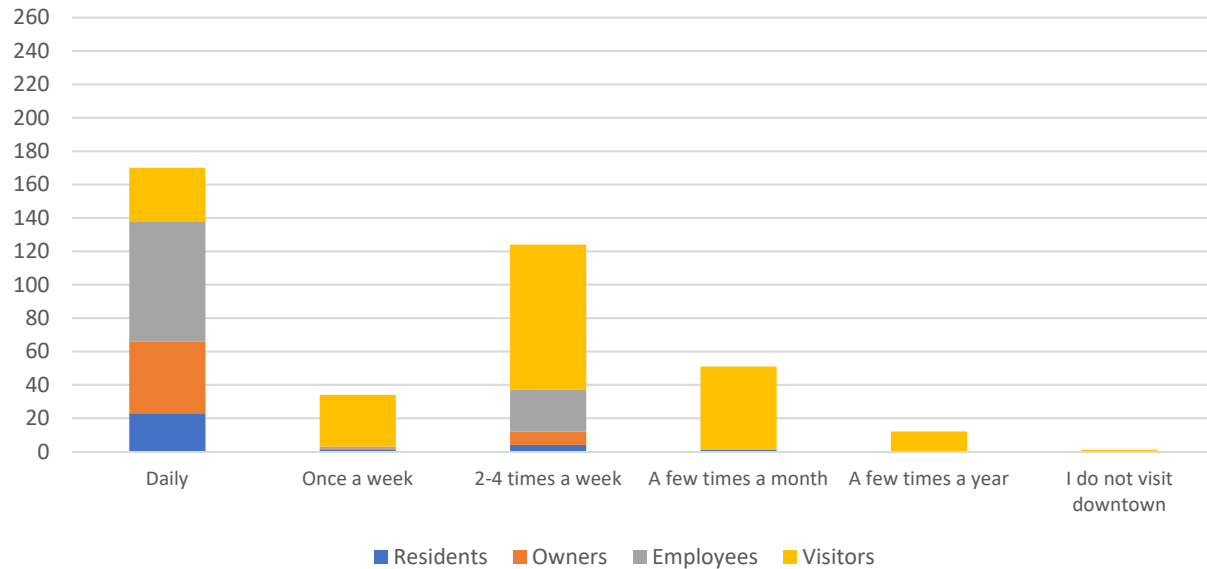


Appendix A: Full Survey Results

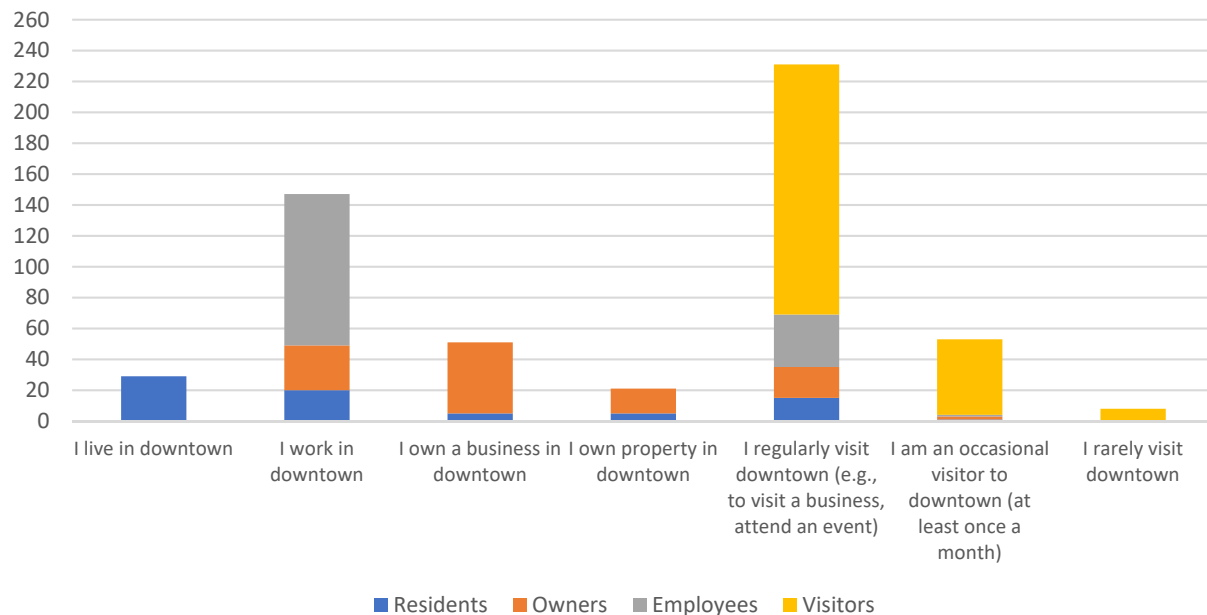


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Q1: Which of the following most accurately describes how you would complete the following sentence: “I visit Downtown Jackson...”.



Q2: How would you describe yourself? (Please select all that apply.)





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Residents

- I own/live one block away from the studied area and own businesses in the core area.
- live on "edge" in East Jackson

Owners

- I own a retail store and the building where we operate.

Employees

- I work on the edge of downtown, not explicitly downtown.
- I work Part time, My wife works full-time
- I work at Trailside Galleries on 130 E. Broadway
- I also live very close
- King St

Visitors

- Own a business in West Jackson
- Daily conduct on long multi-stop visit to pick up mail, shopping, dining, etc.
- I come into this part of town to support local business. (I.e.-eat, get repairs, make business purchases, yoga, ski, go to the Farmers Market etc.
- I am a property owner outside the down town that utilizes the down town when on the ranch.
- I try to avoid downtown because of traffic, too many tourists and difficulty parking
- In addition to shopping downtown, I use the library, the Rec. Center, and I volunteer downtown (for the Historical Society and for the Mounted Patrol)
- Frequently go to the post office to pick up my mail and do other downtown related items when I'm there
- We regularly go to the center for the arts for music lessons, afterschool activities, events.
- The parking is not the issue, the Tourism Board pushing TOO MANY visitors here is where the real problem lies. Balance is key and the only way Jackson has a shot at a great future.
- I go to the Valley Bookstore daily to get my two newspapers. I also frequently shop and eat at places on the square.
- I live in East Jackson - on the cusp on downtown
- County resident (south park) but regularly visit downtown for business and leisure
- On vacation only
- I live in Wilson. Come to downtown to shop and browse.
- I live on the Westbank and journey to town for business and shopping, either groceries, bank, hardware, etc.
- I use the Jackson airport on a regular basis and do business in the Jackson downtown area once a week.
- I live on Pine Drive, outside the business core, but I either walk or drive downtown frequently.
- Live in West Jackson, go downtown for restaurants or events
- I work in east Jackson
- I avoid downtown during the summer months, but sometimes I do need to go. The rest of the year, I might go once a month.
- Lived in Jackson for many years, hated the traffic moved out but still go to a lot of events . The Square is too big city now , not the western based square it used to be. Such a shame.
- I live north of town and come to the downtown once or twice a week to shop, go to a restaurant, or to attend an event.



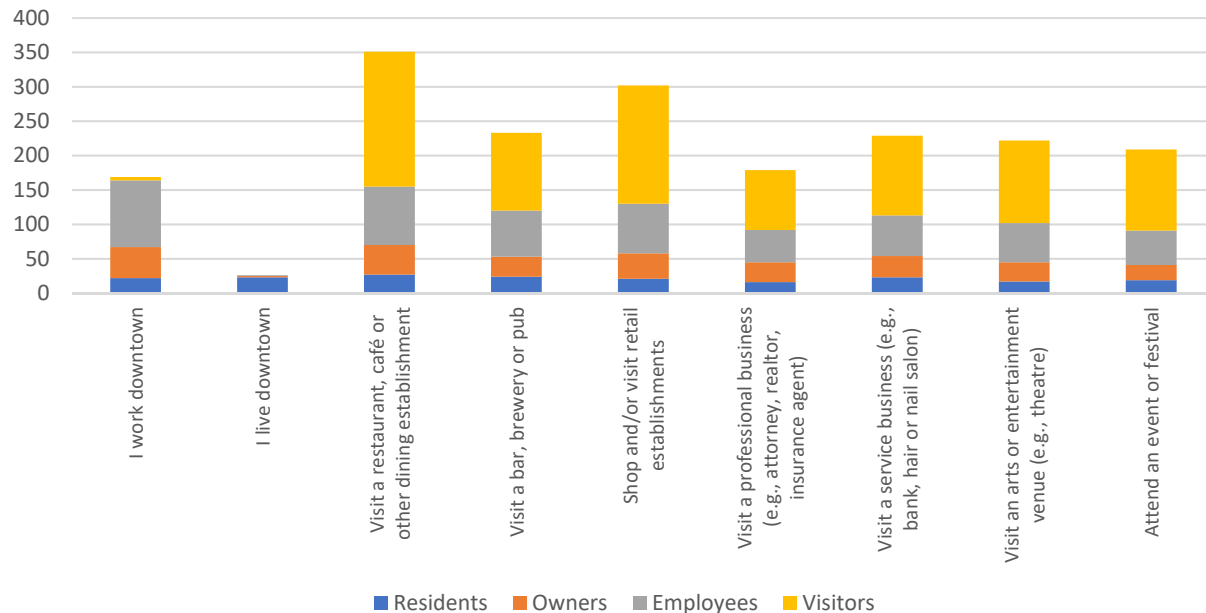
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- Retired. Love in East Jackson
- I work close to downtown and regularly visit for lunch or shopping
- I live in Teton Village and am more likely to go through downtown than stop in the core area of Jackson.
- Childcare is located near Miller Park
- We attend cornerstone church in downtown Jackson
- Literally, try to avoid it in bad weather, high tourist seasons, when I'm tired, in a hurry or just don't feel like "dealing" with parking.
- I live in Star Valley but travel to and around the town square. I try not to go there as the traffic is bad and parking is random.
- Born and raised in the valley, visit downtown Jackson for errands, commute from Teton Valley
- We live in East Jackson and travel the back routes to avoid the congestion of downtown. I rarely visit or shop downtown - too congested.
- i work within two blocks of downtown.
- I live in walking distance of Downtown and walk there for events and businesses multiple times a week in the summer. In the winter I work so don't visit as regularly (but still at least x1 a week)
- I work out at Pursue Movement
- I live near the new Post Office and work near Smith's so I visit downtown when I need to go do something.
- My husband works on the square so I occasionally go see him at work but usually walk from my office.



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Q3: What do you do when you visit Downtown Jackson? (Please select all that apply.)



Residents

- Sometimes it takes a week or two for me to actually see the tetons. Thats how often I'm in the area.
- government buildings

Visitors

- Don't forget the Post office !
- Yoga,
- Volunteer activities, book club
- Post office!!!
- St John's church
- The Center for the Arts offers afterschool programs, a music room for music lessons.
- Again, the parking is fine here. TOO MANY VISITORS is the problem. We pay A LOT of money to live here and it's nice to easily pop into places downtown.
- I'm often downtown several times in one day.
- I am a volunteer at KHOL and frequent Inversion Yoga
- Town is usually for dining, grocery, shopping, professional business, etc.
- Visit downtown post office.
- retail businesses and restaurants
- I go to church at Cornerstone, which meets in the Pink Garter Theater.
- Doctors office
- Again, I avoid downtown from May to the end of September.
- Also visit Town Hall and other places, work related though I don't work there.

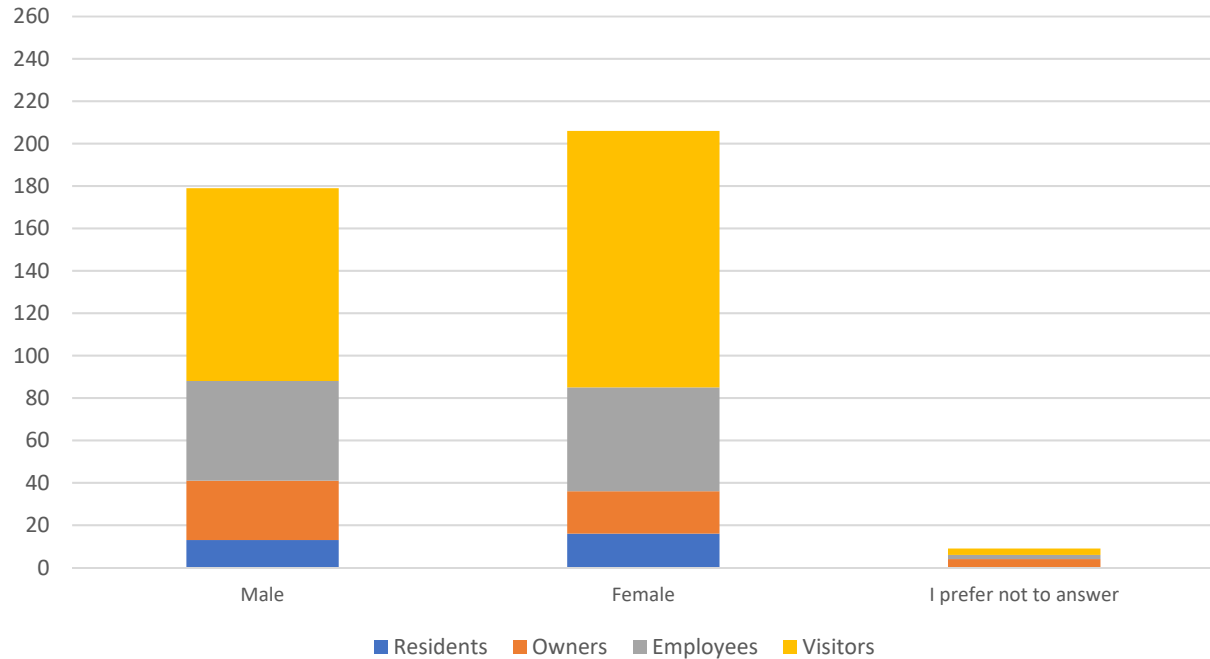


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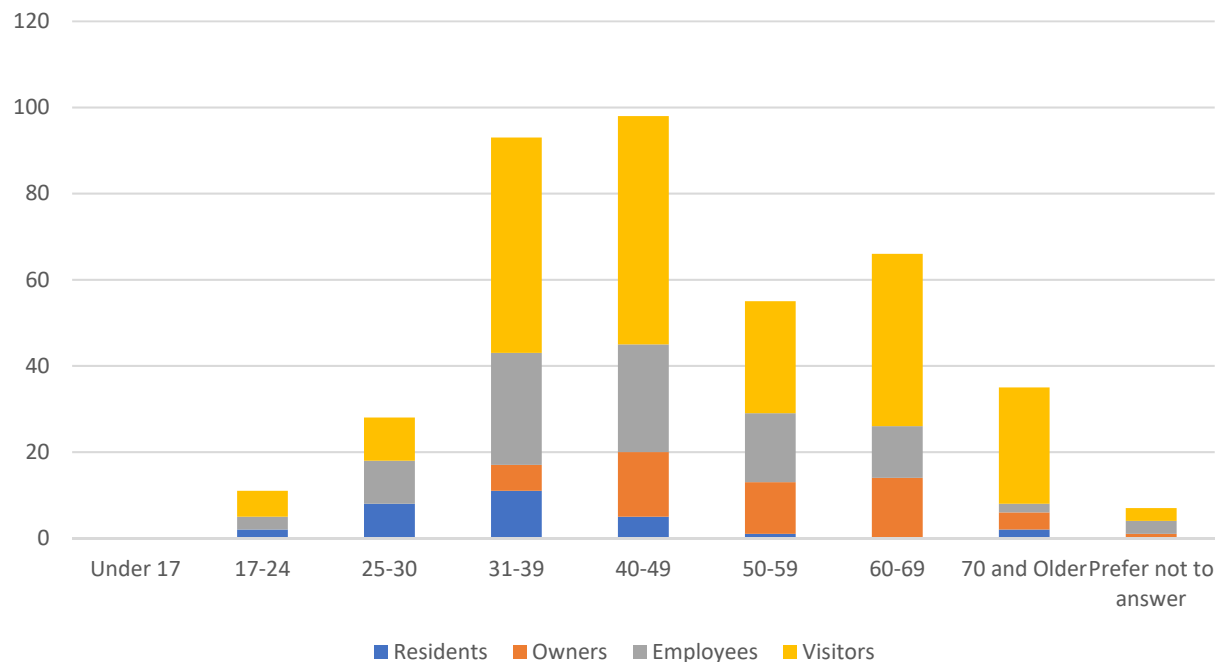
- My church is located downtown, so I go there about twice a week on Sundays and sometimes on a week night.
- Drop off child at childcare
- dine, shop, bank, hair - all
- Mostly Starbucks (we need a drive-thru NOT in downtown), Merry Piglets, Orsetto, Tiger, Thai restaurant, Eleven, etc. and a few shops (Made, etc.)
- Pick up mail at the Post Office
- Pursue Movement



Q4: Which of the following best describes you?



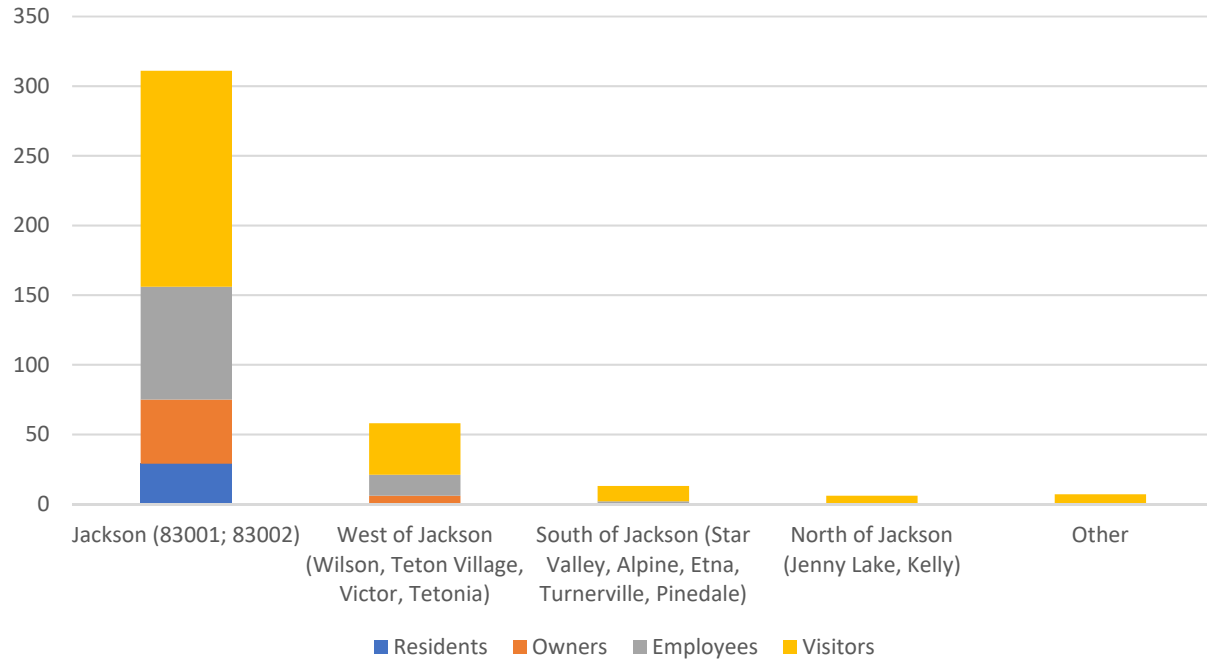
Q5: Which of the following best represents your age?



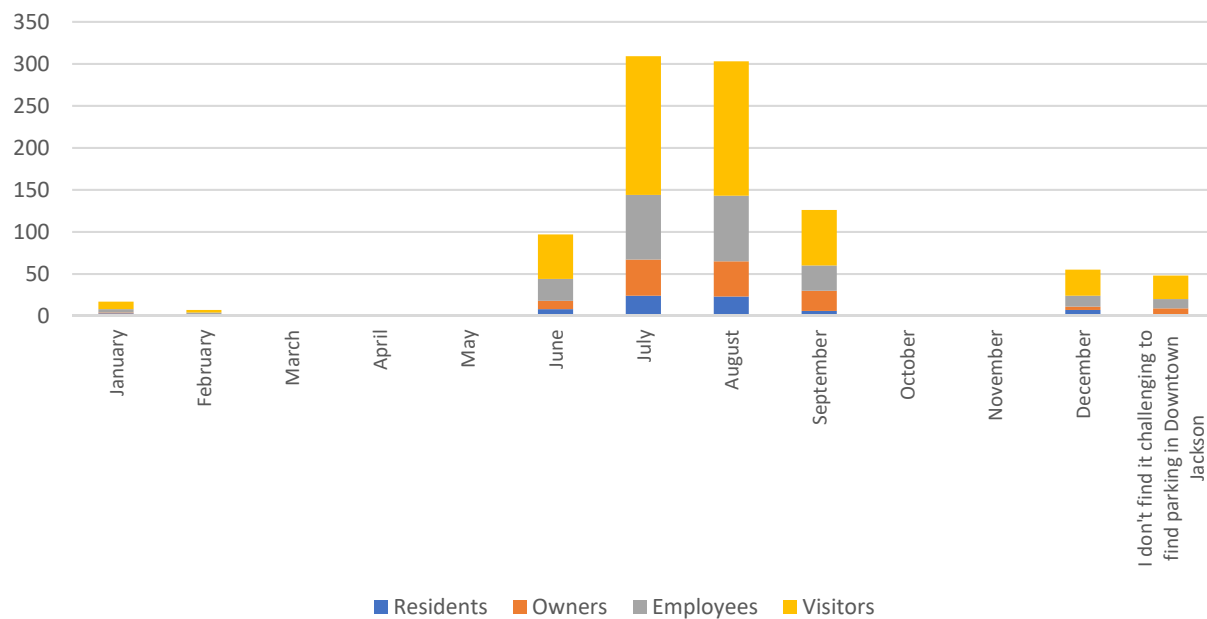


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Q6: What is your home zip code (5 digits only)?

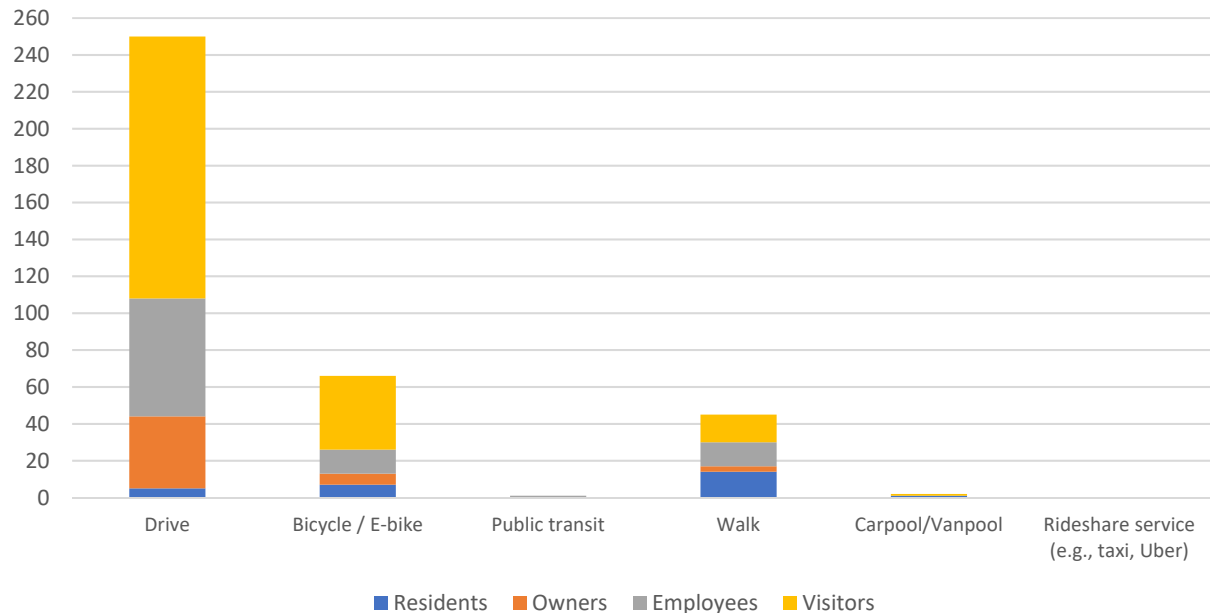


Q7: Select up to three months when you find it most challenging to find parking in Downtown Jackson?





Q8: During the peak summer season, how do you typically travel to Downtown Jackson?



Owners

- and scooter.
- I bicycle to my office (downtown) and when I need my car I bike back to my house. So, yeah, I don't drive downtown unless I have to. And I'm totally fine with that scenario.
- I would prefer to take public transit, but there is no service for residents south of town.

Employees

- Also bike and walk
- Live out by Melody Ranch and would love to have a bus go out there. I'm 68 and am not going to ride a bike in summer or winter to get to work!!!
- Bike when it is nice.

Visitors

- Residence location, multi stop trips, age, etc. Precludes any other option.
- drive only if necessary, too many tourists
- Occasionally, I take the START bus
- I bike as well.
- It's a mix of driving, bicycling, walking, and the bus. We live a few miles out of town and so, a car is necessary to do many of the errands one needs to do in town.
- Always drive to downtown since it is too difficult at my age to bike or walk there.
- also bike a lot

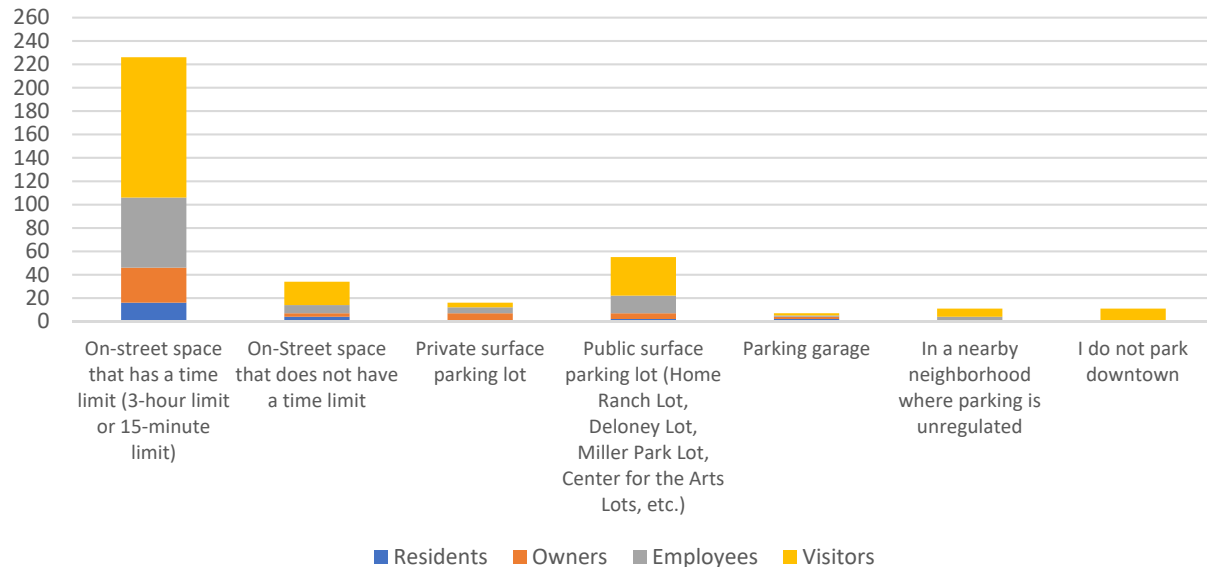


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- Bicycle - not E-bike. Please avoid lumping these together as Pathways and other organizations have chosen to do. E-bike's are motorcycles albeit with a different fuel than traditional motorcycles and do not belong on pathways nor should they be confused with bicycles
- I have 5 kids under 7, so we only get to ride our bikes in very rarely.
- I bike around town with great regularity year round. Depending on what I am doing, however, I may drive. You didn't give the option to check more than one box hence the explanation
- I have a handicap permit and find it hard to use the handicap spaces in the summer months.
- I also live within walking distance and sometimes do that instead



Q9: When you plan to park in Downtown Jackson for fewer than 3 hours during the peak summer season, where do you typically park?



Residents

- Any where i can find its a disaster

Owners

- We own a parking space off street
- I park in the garage every time I come to town unless I am parking during off-peak hours or loading/unloading.
- I am fortunate to have a business downtown that has plenty of parking and generally park there and then walk. Other times, and more often in the Winter, I will drive around town to conduct errands. My answer relates to the latter but it is important to note the former.

Employees

- Answers provided are based on arriving to downtown by car. When I'm on a bike I park at the nearest possible spot to my destination, usually right outside the front door. Downtown could use more bike racks--good ones that are spaced out throughout the downtown so people don't use trees or other things that cause bikes to block the sidewalk, but it's mostly pretty easy to park right at your destination on a bike.
- hard to find parking; large suv's make it difficult to find space for a regular car
- Home Ranch Lot is typically full after 10am during busy months and is not available.



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- I will sometimes park on the street near work... but usually over in the Deloney lot (unless it's full). It just depends on parking traffic, and if I'm in a hurry, or if I know that I will need to leave for errands during the day.

Visitors

- I park in ANY available (legal) space and keep any regulations in mind.
- Bike racks
- I rarely park downtown during summer, unless evening to go to dinner
- I wanted to check two circles: On-street space AND public surface parking lot
- Also parking garage
- Equally in the surrounding lots or on the street
- I park where I need too, usually within a short distance or right outside of the place I need to pop into. I think too many regulations will definitely make it harder for a person to park downtown in the summer and during other times it will just be frustrating because too many rules when its not needed. Not all of us live right off a bus stop or within walking/biking distance of town. We need to drive. If you need to put regulations somewhere why not cap how many rental cars can be allowed in town. There are too many visitors.
- Usually Cache Street.
- 80
- Or in the Home Ranch lot if I can't find a place on the street. But that is rare.
- I have a physical disability. It is very difficult for me to patronize businesses, restaurants and other downtown locations as parking is so difficult. There are not enough handicapped parking spaces. And there is not adequate enforcement of cars in handicapped spaces. Jackson makes it easier for bicycles to have multiple close parking spaces than for residents who either cannot walk or bike. Increasing I order items online as trying to shop in Jackson 6 months of the year is too difficult due to lack of parking.
- Frequently I have to park outside the downtown area because it's too hard to find a 3 hour spot. If I can drive through town once and find a 3 hour spot, I'll take it, otherwise find a spot outside the downtown section and walk in.
- I do everything I can to avoid driving & parking near town square in the summer months during the day.
- Handicapped parking
- I never use the Home Ranch Lot in summer. It is too busy.
- on-street space, either 3-hour limit or no limit. I rarely (if ever) need to park for a 15-minute or less endeavor - I try to combine needed trips to cover multiple errands/events at once.
- I find the Home and Deloney lots with open spaces and within a short walk of downtown businesses
- There are hotels that are utilizing the parking garage or telling their patrons to use the parking garage to avoid paying hotel fees. This is very frustrating during peak seasons.
- I park in most all of those options listed above depending on availability etc.
- Sometimes in lots too. But always find parking within a block or two of where I want to be. Even during the summer
- I am not sure if the handicap spaces have a time limit

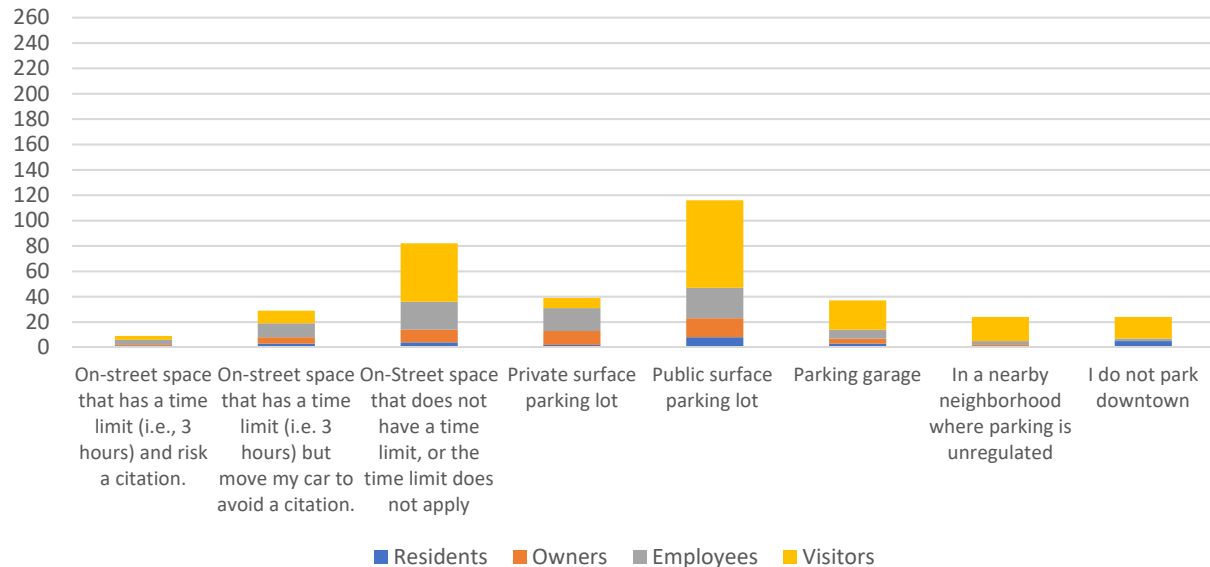


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- Or, in the public parking (near the museum, old Nikai, fancy bathroom)
- Where ever there is a spot to park - normally well under 3 hours.
- During peak parking season, I bike or walk downtown



Q10: When you plan to park in Downtown Jackson for longer than 3 hours during the peak season, where do you typically park?



Residents

- I live just outside the square and while sometimes it's useful to drive to destinations near the square, I make the choice not to because parking is more inconvenient than walking in.
- I give up if i cant find a spot down town leave and drive far away and walk

Owners

- I always use the garage when parking for more than 3 hours.

Employees

- I ride START
- I can walk from my house, or I will park in my office's lot and walk from there.
- Answers provided are based on arriving to downtown by car. (see above).
- Home Ranch Lot is typically full after 10am during busy months and is not available.
- The only time I am in town for > 3 hours is when I am at work and then I park on a Private Surface Parking Lot at my place of employment. I am never in town for more than 3 hours unless I am at work.
- I prefer the Deloney parking lot, unless it's full.
- I would say 50/50 between on-street with a time limit and moving the car and on-street without a time limit depending on where i'm going and what spots are available.
- In the peak summer months I usually park in the parking garage or in one of the public surface lots



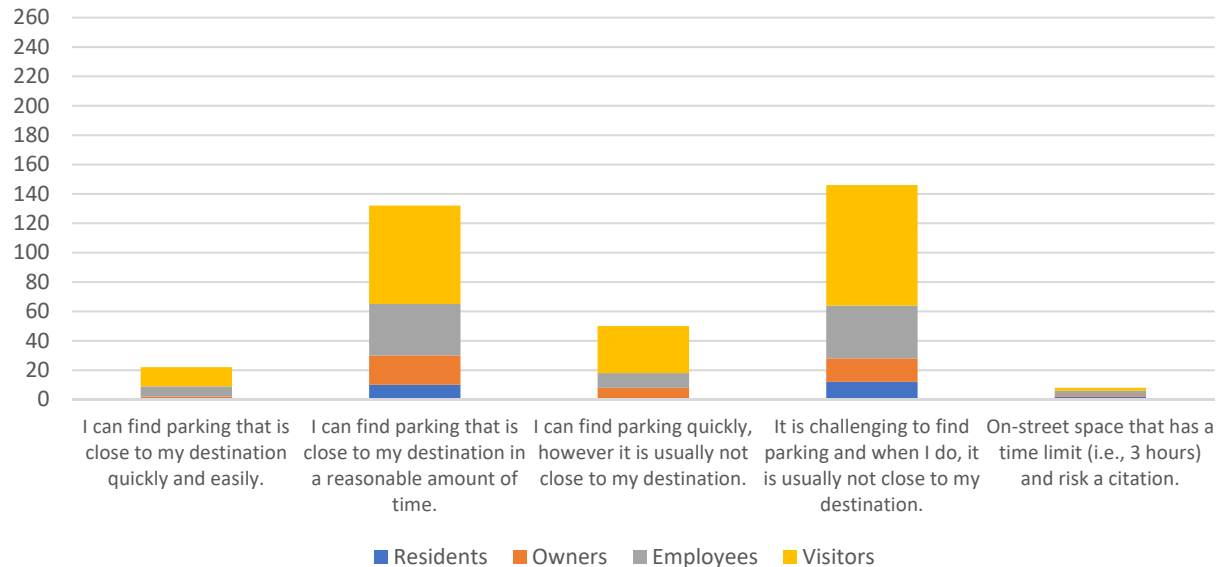
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Visitors

- If I park in a time limited space at or after 3PM and will be staying for more than 3 hours I need not be concerned about the time limit which goes out of enforcement at 6PM.
- bike racks
- I don't park downtown for more than 3 hours
- I don't stay longer than 3 hours
- Any one of the options set forth in the circles on the left-hand side, above, which I find available
- Also parking garage
- Again, wherever I need too it's always a mix of different type of parking. I honestly have no problem with the parking in Jackson. The problem is too many cars NOT the parking. Jackson only has so much space and greedy people over-taxing the town is the problem. No more hotels.
- For events at the Center for the Arts, I use the parking garage.
- I never park downtown for longer than three hours.
- C
- The Fall Arts Festival was extremely crowded. All Parking was full. 3 hour limit should be waived during special events. We got a huge ticket. Jackson wants people to come spend their money then hits you with a greedy fine.
- Usually in area in the evening
- I never spend that long downtown. Most visits are under an hour.
- Or if I can't easily find an on-street space, I will park in a public surface lot or nearby neighborhood street.
- It's very rare that I can't find a space in either the parking garage or very nearby lot such as Home Ranch.
- I am rarely downtown for longer than 3 hours when parking time limits are in effect. Maybe once or twice a year I am downtown during the day for longer than 3 hours. In those circumstances, I still park in an on-street space and move my car to avoid a citation.
- I came to the fall arts festival quick draw and auction. Parked off the square, spent money during the quick draw , spent money at the auction, spent money at a local restaurant, came back to my car and found a ticket, no need to tell you my reaction! (I didn't know it was 3 hour parking, perhaps my ignorance) but made me wish I hadn't even come and contributed to your event.
- It is often very difficult to find a space in the parking garage.
- Or, in the public parking (near the museum, old Nikai, fancy bathroom)
- Bike, bus, or walking from my house is reasonable in the summer



Q11: During the peak summer season, which of the following most accurately describes your typical parking experience in Downtown Jackson:



Residents

- Business parking on private lot usually. But, otherwise very challenging.

Owners

- we don't park on the street
- I park in the Deloney lot. Early in the morning it is easy to find a spot. Between 12-2 it is almost impossible to find a spot. After 4 it is easy to find a spot. And what really irks me is the empty street "bus" parking on North King St. I never saw a bus parked there all summer!
- I've gotten used to parking in the garage to the point where it has become my new habit.
- hard to find parking in the lots in the middle of summer around noon
- Approximately two blocks from my business
- If I am getting in early (before 7/8 am), finding parking is not usually a problem, but arriving any time around or after 9 am makes finding street parking very challenging.

Employees

- Usually not an issues as the business I work for has a private parking lot. The biggest issues are poaching of our parking spots by non customers and town events blocking our parking.
- Answers provided are based on arriving to downtown by car. (see above).
- also hard to navigate intersections downtown; large suv's block traffic (i.e. several intersections, suv's park on corner, such as Jackson St. & Pearl--driver on Jackson street has to pull out into the



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intersection before they can see if traffic has right-of-way on Pearl, because large suv's block safe view). Any month if the year.

- I park where it is convenient. Parking is always available as long as one is willing to walk a few minutes. The town has too much parking and has made parking a priority at the expense of housing and good quality public spaces.
- I usually park on an unregulated neighborhood street a few blocks away from town and walk from there.
- I can usually find parking near my destination, but it is challenging and can take some time or driving around the block a few times. Sometimes it is not close to my destination.

Visitors

- my "Reasonable" amount of time is usually 2 minutes or less.
- I have a sweet private spot from a second homeowner in the outlined area
- My husband is handicapped and we frequently cannot find a handicapped spot anywhere close to restaurants we would like to go to....in fact there are practically no handicap spots by restaurants anywhere in town. The next question is specific to needing to be close to a restaurant, but no handicap spots close by
- NONE OF THE ABOVE: I keep driving around until I find a space as close to my destination as possible.
- During peak summer season, I assume that I will need to walk a bit to my destination, so using lots or the garage are fine.
- If possible, I do try to avoid driving in Jackson but, this is my home and I need too.
- Very very difficult to find parking. Sometimes I drive into town with the hope of finding parking close to my destination and then cannot. So I leave as I am unable to walk any distance to the location I am trying to head.
- It's a crap shoot whether I will find parking near my destination. Finding parking on the opposite side of the square somewhere is fine and worth the walk.
- I rarely come to town before 6 pm
- FYI, I think the 5th choice listed here is a mistake.
- How does this survey define "close"? I've never had to park more than a few blocks from my destination.
- I typically don't come to Jackson during the summer because it's such a cluster— — —.
- If parking is not available in the Home or Deloney lots, I can find parking a few blocks away on the street, Do not mind the walk
- Always able to find parking either in parking lots or on the street
- if I can not find a handicap space or a space that is close to my destination I usually leave and try again later or another day.
- It totally depends, sometimes you get lucky, other times not so much.
- Generally Home Ranch or another large lot. I'd just assume walk from there if I needed to drive to town
- It is challenging to find parking but I can usually find something close to my destination within a few times around the block.

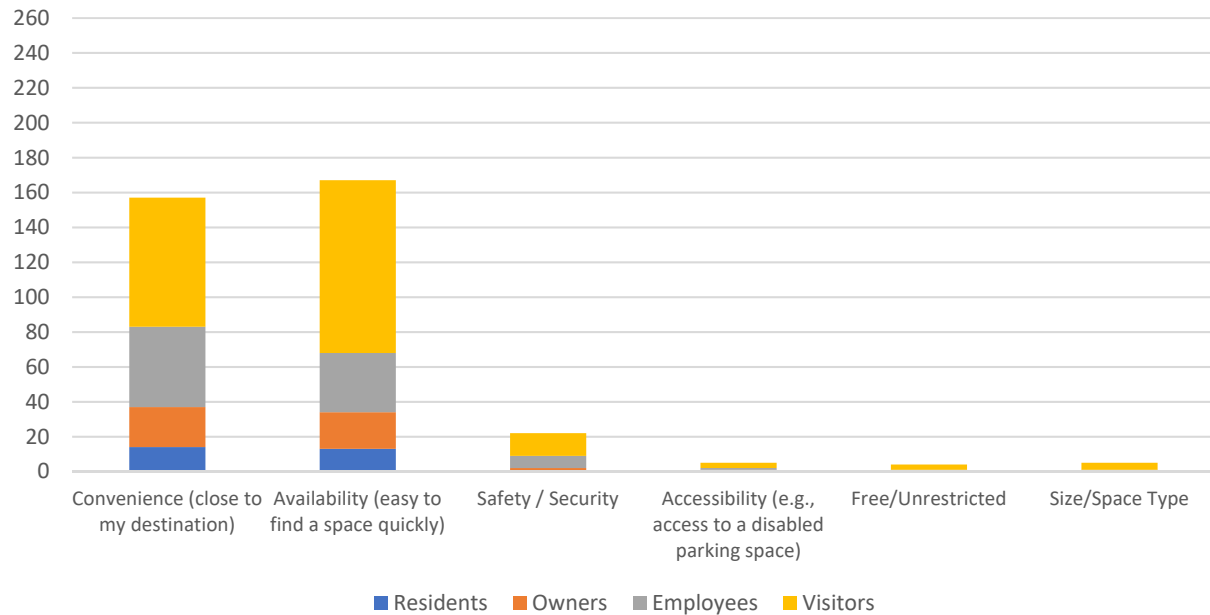


Q12: What do you consider a “reasonable distance” to walk from your parking space to your final destination (e.g., business, restaurant, workplace)?





Q13: What is most important to you when choosing a place to park?



Owners

- I try to park where nobody else wants to.
- depends on if its winter or summer
- i like to walk

Employees

- I work downtown and we have private parking.
- Larger parking spots for my picks to fit
- I like parking away from the parking chaos and don't mind walking many blocks to Downtown.
- A place where I won't get a ticket. It is ridiculous that there is so much 3 hr parking around downtown businesses.

Visitors

- Have a private spot
- access to disabled parking space when taking my 98 yr old mom
- Jackson never used to be so complicated, lets get back to simple living.
- I don't mind walking into the core of downtown
- EV plug in at public lot
- I am usually pulling a trailer so I need long parking spaces
- Again, parking is horrible for anyone who cannot walk long distances

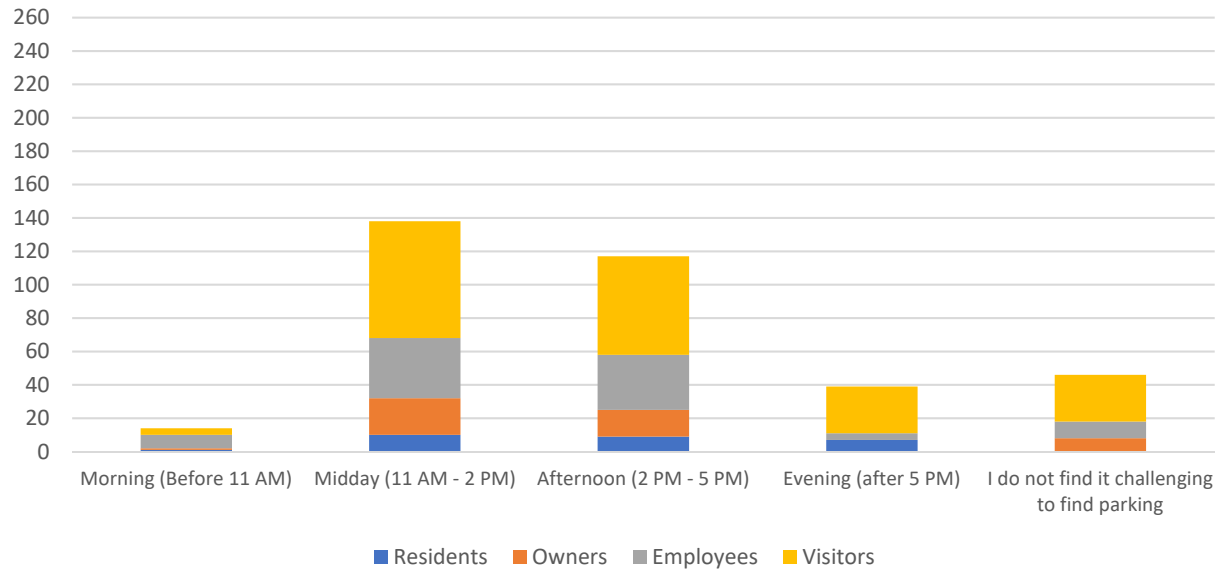


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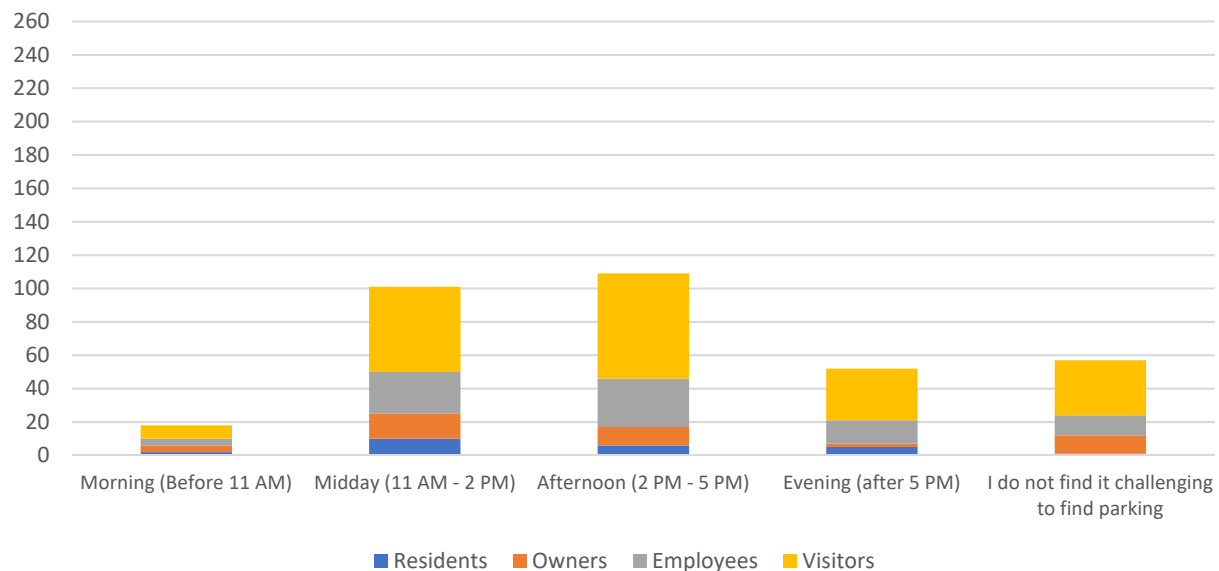
- Availability + Cost (Free Parking, Please) + I don't want to move my car every 3 hours if I can avoid that.
- Handicapped spots near my destination
- We're there is no time limit
- avoiding parallel parking
- It depends - if it is cold and icy, I want to be near my destination. If it is during the Summer, I am willing to park further away and walk more. I don't like parking garages - they creep me out.
- FREE!
- Finding a spot in an end. I often find I'm 'boxed in' and unable to move when others park too close on the street.



Q14-1: When you think about a typical week during the peak summer season, when is it most challenging to find parking in Downtown Jackson? (Weekdays)

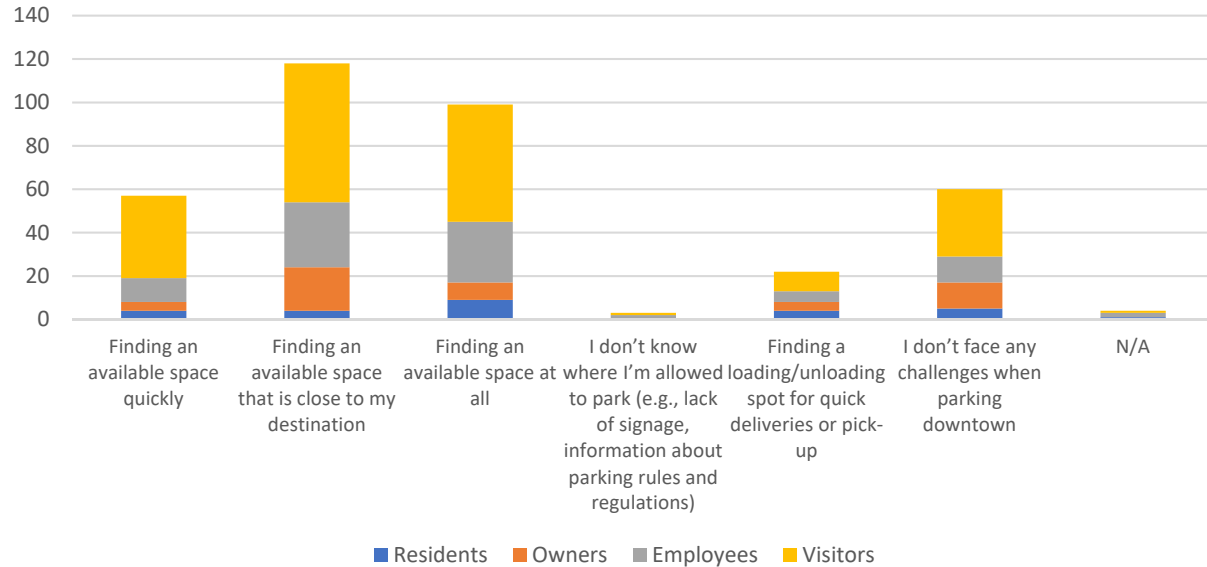


Q14-2: When you think about a typical week during the peak summer season, when is it most challenging to find parking in Downtown Jackson? (Weekends)





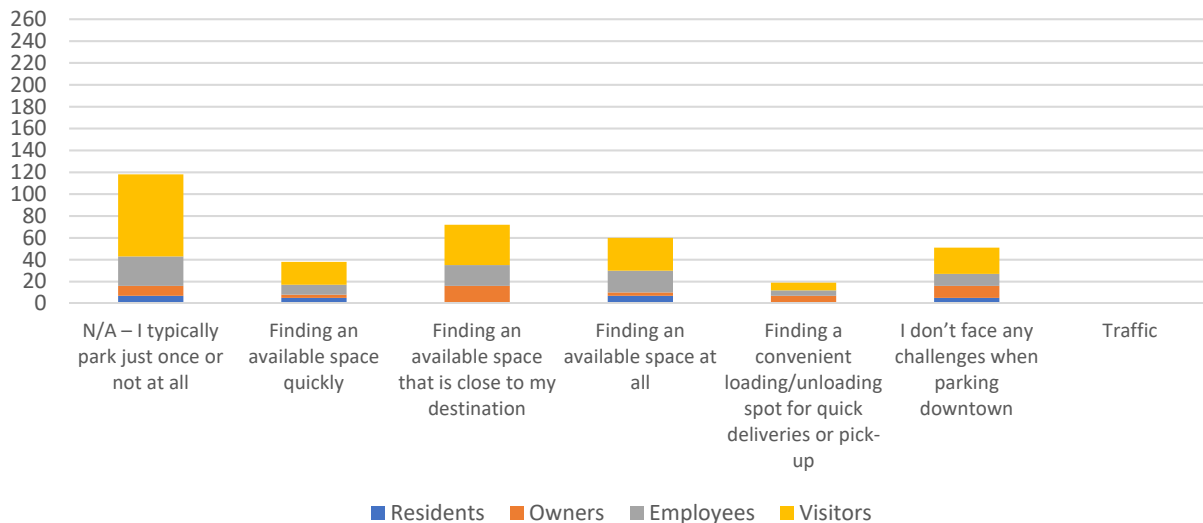
Q15: Please select what you consider to be the biggest challenge you face when parking in Downtown Jackson during the peak season.





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Q16: If you are someone who typically needs to find parking at least twice per day, what do you consider to be the biggest challenge you face when parking in Downtown Jackson during the peak summer season?



Residents

- TRAFFIC

Owners

- On average the garage has around 60 open spaces every day this summer.
- It's generally not too difficult--since the "new" parking patrol was implemented

Employees

- I use our private parking
- During Peak Summer Season, I try to avoid downtown at all costs.
- I always bike downtown in the summer

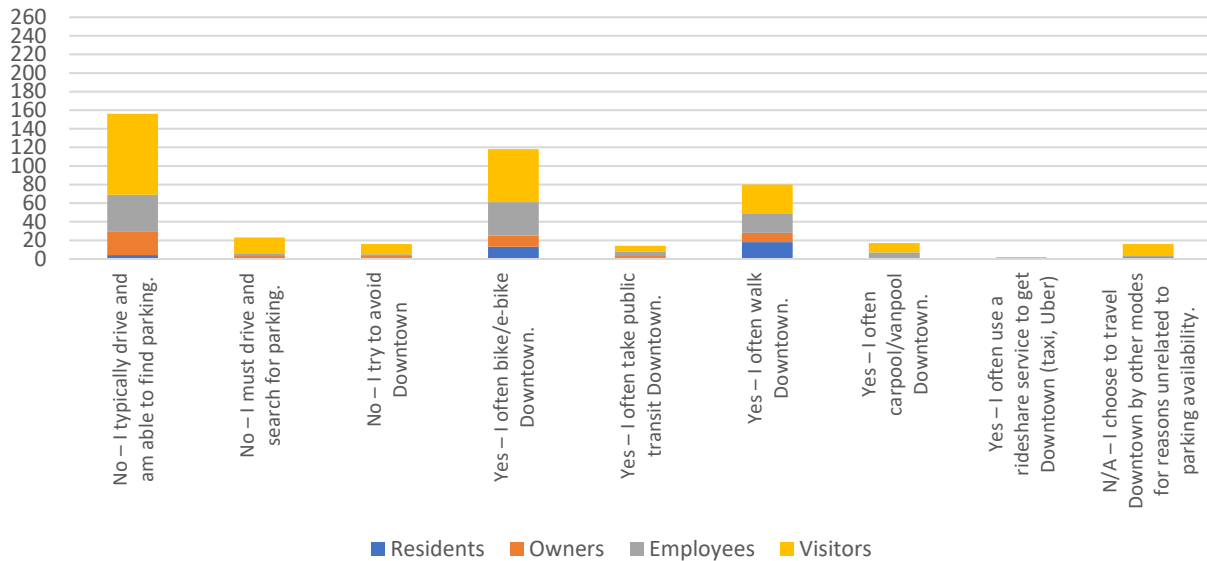
Visitors

- I rarely try to park downtown during summer
- All the parents are picking up kids at the same time afterschool so not a good pick up zone.
- Too many rental cars.
- Don't do multiple trips.
- Avoid the whole town
- N/A Once is plenty



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Q17: When you are considering traveling to Downtown Jackson during the peak summer season, does the lack of available parking often cause you to travel by other modes? If so, which modes do you most often choose (select all that apply)?



Residents

- Both live and work downtown
- i avoid downtown as much as possible. you have destroyed my hometown

Owners

- I drive around the public parking until I can find a spot
- Bad question!!! It's tough to find parking and I have to drive. The first selection above is bogus
- I choose not to go or walk from my business to wherever I need to get downtown
- I always drive to town. Financially, I can not afford to live downtown. When working 80hrs/week year-round, I can not afford the extra time to walk, bike, bus, etc. I must drive.
- I try to avoid going downtown
- I have a private space

Employees

- on my days off I bike.
- It makes me avoid downtown businesses. I'd rather shop other areas of town that I can find parking at.
- I drive my vehicle because I need to use it for upcoming deliveries
- I feel kinda bad, but if I can't find a space in the closest parking lot or on the street, then I will end up parking in front of someone else's house like 4 or 5 blocks from work.



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- I would gladly take the bus, but the summer bus hours do not offer the flexibility that driving does for folks who live on the Village road.
- often times I'll drive and park by Lucky's or the Library and ride my bike downtown.
- I avoid travelling downtown because of the lack of parking
- I live in Hoback and 95% I drive to downtown for work. Other modes are out of the question. I bike sometimes.

Visitors

- I try to reduce my trips to town, or do it very early. 8:00
- I try to avoid downtown
- If with my handicapped husband can only drive
- I drive and often find it hard to find parking
- I would use START but routes are still not available from Rafter J or Melody. I do not understand why START drives by a third of Jackson population every day without offering stops.
- If I need to run errands I usually need my car because we live a few miles outside of town. When possible, I use the bike path and ride my bike to do errands.
- Live 10 miles away and have to drive as we have no public transportation north of Jackson
- No - I drive and suffer trying to find a parking spot.
- or, I'll shop or dine somewhere that is not downtown
- No- I just try and see if I can find a spot by car
- No. we live too far for other modes. Melody Ranch
- I drive but have trouble finding parking.
- I choose not to stop downtown and just keep driving
- This survey does not give people who live out of town or are unable to walk or bike adequate consideration.
- I don't go downtown in peak summer season
- I leave
- There are not other reasonable modes available to those of us who live in the rural parts of the county
- I don't come downtown during business hours during peak season
- I choose other modes due to the traffic (vehicles, and pedestrians in crosswalks). It's much easier to get where I'm going on a bike.
- I avoid Jackson, it's a shame
- It deters how often I visit downtown. I choose outside normal peak hours
- Will never walk, ride bike, or take bus.
- I drive and eventually find parking.
- No, I drive and avoid the busiest areas and park where I can walk
- I generally find a spot on the perimeter of town and end up walking to my destinations. I am able-bodied and usually appreciate the walk. I am concerned about people who are not able-bodied or required additional assistance to get around town. We need more alternative spaces available for people who are not able to walk or get around easily.

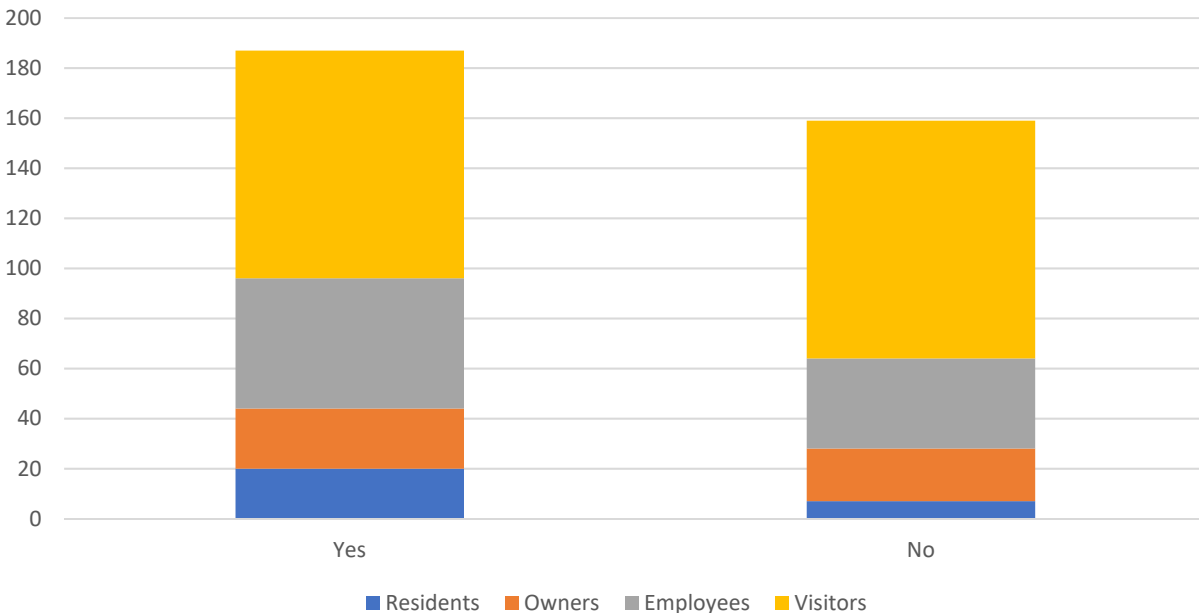


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- I prefer to bike as much as possible for many reasons only one of which is simplifying parking. So while parking affects my decision to ride i would most of the time even if parking were readily available
- Sometimes bike because of weather and events and bike paths are great
- I need to drive because of my disability. If I can't find a space I leave.
- I live north of town in the summer so have no option besides driving
- No, I typically drive and try until I find one. Usually don't have enough time to use other means and it is difficult with small children.
- I try to avoid downtown Jackson entirely due to parking limitations and influx of people
- No, I avoid downtown in the summer because it is so busy and crowded parking and otherwise.
- I park as close as I can to my destination and then walk.



Q18: Are there any locations in Downtown Jackson where you find it challenging to navigate as a bicyclist or pedestrian?



Residents

- Not hard to navigate, but hard to find a place to park/lock up near sidewalks and business entries. Perhaps a few more parking spaces converted to bike racks.
- The crosswalk by Willow and Broadway
- Glenwood x Broadway, traveling north
- As a cyclist, the square is challenging to navigate. I can park my bike outside of the square and walk in, but it's more convenient to ride right up to the shop I want to visit. The light at Broadway and Cache is also a bit sketchy. If you're traveling south, the right lane is a right turn only lane. Most tourists don't notice this. As a local, I always pay extra attention at that intersection when I'm going straight. I've almost been hit a couple of times going straight on a bike when a tourist in the right lane also goes straight. I've also almost been hit on foot by cars in the right lane and turning right but not paying attention to pedestrians crossing at Broadway. Because the Square is hard to navigate by bike, I try to take back roads. However, it's difficult to cross Broadway (and sometimes Pearl Street) anywhere west of the Square. For example, I live near Snow King, and Skinny Skis is one of the harder retailers for me to get to on a bike.
- Any 4 way stop, particularly Pearl and Millward, where cars do not know or follow the rules of the road. Also any stoplight that requires a vehicle weight to trigger the light, particularly Mercill and Cache at the USFS building.
- bikes across broadway and cache can be hairy
- Ranch lot tricky area because of all the buses and their passengers which do not follow signs. Around the square tricky for the same reasons. Bicyclists mostly DO NOT RIDE well with car traffic!



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- Town square
- anywhere there are cars parked on both sides and there is lots of traffic.
- Town Square, anywhere on cache, Broadway, or Pearl
- around Town Square area
- Yes- anywhere they have narrowed the streets....Redmond, Cache, Snow King Ave...
- People try to run you over when walking on the square!
- Tourists do not follow laws and pay attention when driving, making walking difficult.
- The first block off Center Street heading north off corner of Glenwood at Town Square, very busy for pedestrians and hard to navigate as a bicyclist.
- Especially in intersections with traffic lights
- The intersection by Orvis/Wendy's, Bubbas, and Staples.
- All over its sketchy to bike or walk to many tourists. Friends have been hit. My truck has been hit an run. Jackson js overrun

Owners

- crossing at Center Street/Broadway - need flags here.
- It's time to actually build the bump-outs that were been painted along the Town Square like 15 years ago.
- Streets around the town square are scary. Especially Broadway and Cache on a bike. Pedestrian no challenge
- The crosswalk in front of the west side of the Wort Hotel to the Broadway Shops
- All People drive crazy
- downtown on Broadway
- During peak weeks---thru July and August---extra care is needed throughout Downtown
- The more people who are here, the more challenging it is to walk around town (no-brainer). The more cracks, unevenness, and potholes that are present in walkways, the more difficult (dangerous) it is to walk around town. -- Bicyclists (and the overall lack of rules or order with which most ride in the downtown area) are creating more and more danger to pedestrians (and even autos). -- Boardwalks are almost always very well maintained. -- Cobbled brick crosswalks are VERY difficult to walk on (ankles), and walking on the pavement is even tougher with all of the potholes and deep cracks. The roads & crosswalks have been poorly maintained for a number of years. I'm surprised more people aren't suing TOJ for broken ankles and twisted knees. Should I be looking down at my feet to see & avoid stepping into a 4-inch deep crevice? Or should I be looking up so I can see & avoid a bicycle that is traveling faster than a car, ridden by someone who is not obeying any traffic laws (stop signs/lights, crossing into opposite lanes (then onto boardwalks!), yielding to peds, etc, etc)? Truly, I hate walking around to do any type of errands. It's just dangerous! -- We need much better maintenance of all walkways (and roads, for that matter). -- Downtown bicyclists need some safety training/education.
- Pearl Street
- Broadway and 22 intersection
- I keep a bike at the office and use it to go within a 5-7 block radius of my office which is 2 blocks off the town square.



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- core area/3 blocks around Town Square
- It is not safe to bicycle anywhere in Downtown Jackson. The streets are narrow and jammed with cars.
- North South bicycle travel across town.
- the light at Cache and Broadway can be tricky.
- E Broadway, Town Square, Glenwood
- Lack of sidewalk connections on Glenwood near Center for the Arts toward the Town Square, really needs improvement at hotel properties both sides of Glenwood for safety reasons.
- No bike paths so hard to ride on streets
- core downtown
- The cross walks. Particularly the one on Broadway by the Wort Hotel. It is dangerous as drivers do not tend to see pedestrians crossing Broadway in that location.
- Town Square. Crossing, even at the stripes is a risk at all times bc people don't always stop and a blind spot is created when 1 car does and another isn't
- There is no reason to ride a bike in the Town Square area or west along Broadway to the 5 way because it is a state highway through way. There are only very limited and constrained options for trucks and cars to pass through the town.

Employees

- broadway cache north and south
- From SnowKing Avenue to the square; Gil; the Rec Center; Jh Roasters etc.
- Pearl Avenue Anywhere near the square
- Town square, broadway, and cache
- NEVER ride a bike. Much safer to walk. Crosswalks are scary due to distracted drivers on the phone.
- Intersection of Broadway and Cache
- Tourists driving makes it challenging to bike for me. I feel safer walking than I do on my bike. If I do bike into Town, I usually use the alleys. :)
- Issues when riding a bike are on the streets where the town has redeveloped the streets to narrow the width and increase green-space and sidewalks. These streets are EXTREMELY dangerous for bikes. And if the answer is to tell bike riders to ride on the sidewalk, I strongly disagree. That exasperates an inherent conflict to begin with. Narrow streets with parallel parking are death traps for cyclists.
- Intersection of Pearl and King.
- The town square on a bike can be stressful and I avoid it most times. I think if downtown was safer for bikes I would ride my bike more.
- Broadway and center crosswalk area is difficult for bikes. Cars also do not stop at pearl and king crosswalks for pedestrians.
- Every street is a challenge. More important how is the Town of Jackson able to be less restrictive with bicycle laws than what the State of Wyoming mandates. This town thrives on tourists, most of those tourists drive to Jackson. They aren't riding their bikes or taking public transportation.
- Around town square



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- We need better (safe, separated) bike facilities in the area around downtown. We need better bike parking so people don't block sidewalks. We need to vastly improve our sidewalks throughout downtown, but especially around the town square. It's a bit of a disgrace how bad the sidewalks are around downtown.
- crossing Broadway both east and west of Cache Street.
- it is dangerous to bicycle thru or around downtown. As a pedestrian, it is also dangerous even at designated crosswalks. a lot of "locals" can't be bothered to even stop, or slow down.
- North Cache (no bike lanes/shoulders), Pearl Ave (no bike lanes/shoulders), East Broadway (cars backing out of parking spaces don't check for cyclists)
- Cycling is challenging on Broadway and other streets with diagonal parking. Walkways are too narrow on most downtown streets making walking difficult. Too much space is allocated to the storage of stationary motor vehicles at the expense of other uses, like space to walk and bicycle. Land in the downtown core is too valuable to be dedicated to the free storage of private motor vehicles. The town needs to find other ways to meet mobility needs without prioritizing private automobiles over other modes.
- The town square is awful on a bike, very dangerous. It also does not offer places to securely park a bicycle.
- Biking in the town square, especially on Broadway heading east in the area between the wort and the arches
- Biking through the "downtown core" is terrifying. When biking in to town from the south, I will use the bike lane until I get to the parking lot for Staples, Dollar Store, Hoback Sports and then I will use back roads to get to my destination by the hospital.
- Broadway and the related N-S streets when on a bike.
- Would not consider riding my bike anywhere near downtown in the summer. there are too many cars, and it's too dangerous. When walking downtown on the streets and crosswalks, I always have to watch where I am stepping because there are so many cracks and pot holes.
- Broadway is an intimidating street by bicycle, so I usually meander on lighter trafficked roads
- One-way on Deloney - drivers have a very hard time seeing a bicycle behind them when they are backing out of a parking space.
- On Broadway, south of the Town Square to the "Y" intersection. On Cache, south of Pearl.
- crosswalks....I watch the license plate...if Utah, I never cross until the vehicle has passed....if 22, I am leery, because we have some 22 drivers who are residents elsewhere...or who are carrying visitors and talking...always tty to catch the eye of the driver before crossing...even when zebra stripped or flagged. Bicyclists are a concern when driving...many do not stick to land when going thru intersection, nor do they stop, making it difficult at four-ways to know when to go, and when the bicyclists will jot out in front. moving from bike lane to sidewalks to street.
- Broadway
- I am a mom with kids and the inconsistency of the sidewalks are embarrassing (with a BIKE bridge over the snake river!!) We live on the edge of downtown jackson and my kid cannot walk safely on a consistent sidewalk to school, a park, downtown. and if you have a kid in strollers you have to get creative...
- Broadway west of the square
- Town square
- Town Square



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- Cache Street
- Town Square
- Broadway (cycling)
- Not sure of specific locations but if I do ride my bike down town I try to not ride on the main road and take side streets.
- Yes, biking through the local and tourist traffic around the Downtown in Summer is scary! I often lock my bike on the periphery and walk around Downtown instead.
- The town square -so many close calls to wiping someone out. Bikers seem to not obey rules of the road and it's a free for all.
- Pearl street
- within 4 blocks of town square
- Town Square. Such a cluster F all summer long. Tourists are always breaking traffic laws.
- I do not have a bicycle
- The crosswalk to cross Broadway from King is very poorly marked. There is especially confusion because they briefly changed the crosswalk to a different corner and then changed it back and no one seems to know where to cross.
- Broadway
- With traffic and tourists I try to be very aware and cautious when biking in town.
- Parking in this town really is not much of a problem. If you have to walk a block or two, then that's OK
- Walking - Everywhere. I usually 'almost' get hit walking downtown at least 5 times a year. I grew up in a city and find it ridiculous how unsafe I feel in a town of 10,000 compared to a city of millions. Almost all of the perps who have almost hit me are tourists. Biking - I feel relatively safe biking most places, except Broadway. However, I do feel like the general ethos of the public is antibike.
- Broadway east of the square
- Often, cars entering Broadway (between the intersection of highway 22 and Broadway, and the Broadway/Pearl St. Intersection) are stopped IN FRONT of their stop signs and ACROSS the bike path. Creating a VERY dangerous situation for bicyclists.
- Unfortunately bikes should be limited on Broadway from Jackson to Willow.
- Town square as a bicyclist

Visitors

- I think downtown Jackson is a dangerous place to ride a bike due to the high level of traffic and drivers not used to encountering cyclists. I find it fine as a pedestrian.
- Everywhere without a pathway or designated/protected bike lane.
- I don't bike, because of traffic
- The stoplight going south on Broadway and Cache.
- Square
- Central downtown north of Center for the Arts. On my bike I avoid going north of Pearl. Walking is fine. I find local drivers to be far more dangerous for pedestrians and cyclists.
- Town Square. Especially Broadway in all directions and Cache to get to pathways.
- Broadway



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- People need to be smart. It shouldn't take much sense to figure out where to go and not go. Clearly, riding your bike down Broadway in the summer is asinine. These days, we baby everyone too much with too many signs, regulations, and rules. People need to be able to use their common sense to figure things out and where to go and where not to go. It's always been what's nice about the people in Jackson and what sets it apart from just like everywhere else, USA. Over-taxing our town with visitors is the problem and new people moving to Jackson who try to change it from being an awesome place to whatever it is they just moved here from. This is Jackson, not some luxury resort or corporate USA or some suburb. Only allowing humble people with common sense into Jackson will fix all the problems.
- I don't enjoy biking on Broadway.
- Center Street.
- As a pedestrian intersections allowing 15 seconds to cross and turns on red are deadly. On a bike I take Cache to Bruun Blvd and then the side roads, often walking my bike through dense intersections to resume my trip north on Cache to get to the bike path to Grand Teton. It is not pleasant.
- Near the Starbucks.
- Sometimes tourists are terrible drivers that are unfamiliar and/or confused gawking at the sights and are a menace to walking or biking locals
- within 1 block of Square from W Broadway and Cache N and S.
- Cache st. north of Broadway
- It's not necessarily downtown, it's getting safely to the sidewalks on Broadway to get downtown! It's the "supposed" walkability touted by the town council that makes me cringe when I walk. I live on Rancher Street and what a joke to try to be a pedestrian on my own home street. START and living center buses flying back and forth, as well as frequent commuter traffic to the Nelson and Cache trailheads, make me fear for my life someday...and now the threats of a dog park in May Park to increase traffic; BUILD A SIDEWALK if that's what is really going to happen or to truly live up to what you preach! It is literally a major thoroughfare through East Jackson with NO sidewalk - its crazy!
- town square area
- I don't bike downtown and do what I can to park near my destination
- crossing anywhere on North Cache
- the intersection of Broadway and Glenwood (by the Wort) is very dangerous. some motorists get what a crosswalk it, others not so much. you really have to have your head on a swivel
- Close to Albertsons
- The Y
- Most all of the downtown core.
- Through the town square on Main (+ The Y intersection - fix this!!)
- Areas with no designated sidewalk or bike path.
- Drivers behave aggressively and inattentively. Drivers have poor communication because they lack the ability to effectively communicate both non-verbally and verbally. Police officers harass bicycle users because they do not understand that the physics of cycling differ from that of cars. Road engineers do not account for cyclists, and our roads are plagued with automobile congestion without an easy work-around for non-clogging users like bicyclists and pedestrians.



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- bikes are out of the question because of the narrow streets and traffic. some sidewalks are split into multiple levels which adds to the congestion.
- There are so many people who cannot bike or walk and you are not giving adequate consideration to this large portion of our local population. And many live outside of town and there are no other options for getting into town
- Bicycling around the square
- Broadway, Pearl Street, Portions of Kelly with curves and limited sight distances, anywhere near the town square with confused out of town drivers, near the Ranch lot with tour buses unloading hordes of people that simply walk out in front of traffic.
- Center Street
- n/a
- I used to go everywhere on a bike. Now I only go on road that crosses at 4 ways and lights. I avoid Cache and Pearl as streets to follow. I generally find the Broadway and Willow or Glenwood crossing to be difficult, but necessary, because crossing at Gros Ventre, Jean, Redmond, Jackson or anywhere south to be dangerous.
- Near the square
- Very congested and unsafe!
- The crosswalks that go across from Jackson Drug and Wyoming Outfitters are difficult and should have a pedestrian crossing light like Santa Barbara's State St. does. It would make crossing safer and allow traffic to follow more fluidly.
- If my destination is the square, I usually walk will just my bike within or two of the square instead of riding it or walking it through the square.
- Everywhere because people driving vehicles, especially people from out of town, don't pay attention to signs.
- The entire study area, especially around the square where out of town drivers are looking for parking spaces, not cyclists
- Broadway and all side streets around Town Square
- The entire Town square area
- As a cyclist- downtown core: Pearl, Deloney, Center and Cache. I don't even consider riding on Broadway. As a pedestrian- Broadway south side of street and Cache between Pearl and Deloney. The sidewalks are too narrow for the volume of pedestrians. Merchants should not be allowed to place obstacles like signage on the sidewalk and bikes should be removed that are locked to fixtures along the sidewalk.
- Pearl Street
- Five way at Pearl/Flat Creek/Broadway is not very convenient. Bollards on Snow King were a waste of money. They provided not additional security, just the illusion of security.
- Around the town square is terrifying. I never ride my bike there, there is no safe place to be in the road. The drivers aren't paying attention, and there are blind spots everywhere. Actually, I avoid the whole downtown area when I'm on a bike. As far as being a pedestrian in the downtown area, I make every attempt to only cross the road at stopsigns and streetlights. Many of the crosswalks are located in areas where it is hard for drivers to see me until I'm already in the street. I have witnessed countless near misses between cars and pedestrians, where it's really neither's fault. The flags don't really help, as I notice most people don't use them, and, again, no one can see you waving them until you have walked out from behind the



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nearest parked car into the crosswalk in the path of drivers. The parking spots right next to the crosswalks should be removed to allow drivers and pedestrians to see each other. And/or, some sort of lighted system (like a stoplight when pedestrians are in the crosswalk like I've seen in other towns, such as Tucson) should be put into place. I would feel more comfortable in these crosswalks if so.

- There are very few bike lanes or bike friendly signage in most of downtown. I have almost been struck by cars on a bike many times, so I avoid the town square area entirely when on a bike.
- Everywhere, it would be a shame to build parking ramps in what is suppose to be a cozy mountain town but has become a metropolis of poor planning.
- On Broadway between Cache and Center Streets
- Near Town Square
- As a pedestrian, the walkways around the town square are often not shoveled and icy. The wood boardwalks are uneven and sometimes sloping, sometimes with poor lighting at night.
- Town Square area, Broadway
- I don't bike in the downtown area.
- I won't ride my bike on Broadway at the Town Square due to the high tourist traffic because I feel that they're trying to find their way around and aren't looking for bicyclists.
- The broadway area
- Around town square
- Winter is hard on me because I have balance issues. I try to stick to the covered sidewalks.
- Approaching town square from the west on 89 on a bike gets you pretty close to traffic after you pass pearl ave. Having a better bike lane there would be good to increase biking to downtown.
- bicyclist on broadway from Staples to Persephone
- vehicle traffic is always heavy - distracted drivers & congestion
- Everywhere!
- Drivers are very distracted trying to figure out where they are going, so I am always to trust that they see me. This applies to most of Downtown Jackson.
- I avoid traveling on Broadway by bicycle west of the Cache intersection where the 4 lanes of traffic shift slightly at the Cache/Broadway traffic light and the lanes are narrow and edged by parking which might result in the opening of a car door. As a pedestrian, crossing 4 lanes of traffic on Broadway is challenging so I try to avoid it, though the marked crosswalks and bright flags help when I am crossing as a pedestrian.
- Just walking around downtown at all (near the square, etc.) is difficult because the tourist don't typically know where they are trying to go, they stand in the middle of the street (more difficult to drivers), they travel in large groups, etc. Those driving that are unfamiliar with the roads are hard to trust - they turn down one-way streets, don't allow pedestrians to cross when they have the right, etc.
- Coming towards the square from Snow King
- On Broadway from Hoback store to town. There is not enough space to ride through that area and with the Pearl street turn, it is very dangerous. I generally take the Snow King back way which is much safer for a cyclist with the new lane.
- Between Willow and Cache on Broadway
- I think it's hard to cross Broadway on a bike, there aren't very many cross streets with a nice bike lane besides Millward (which is only okay since the right turn lane shares with bikes)

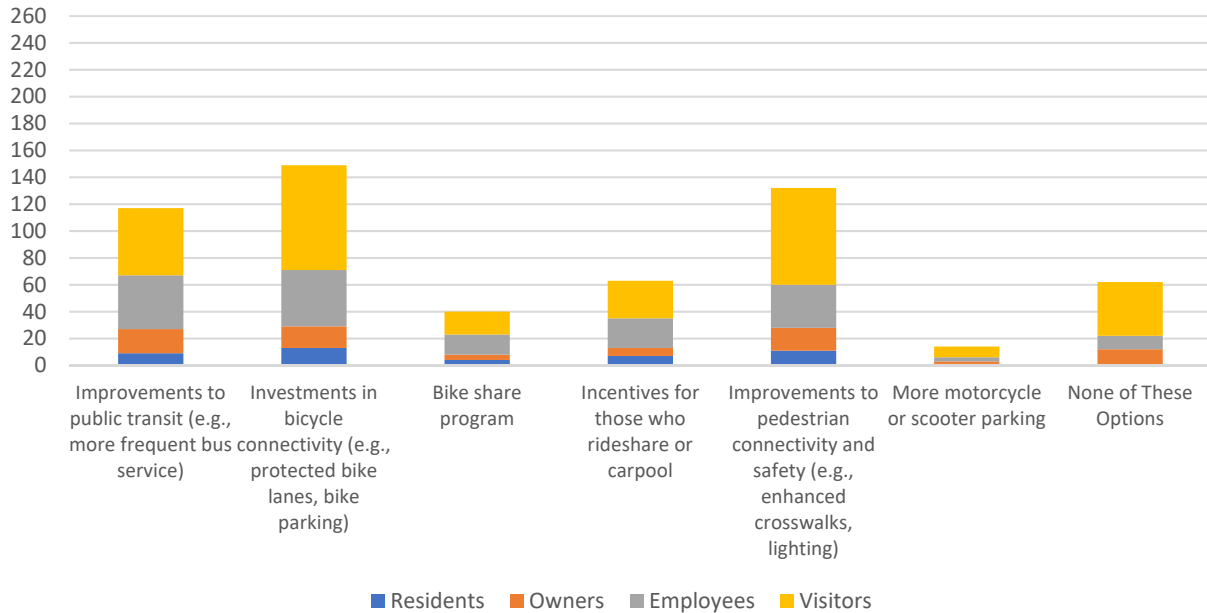


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- All of the downtown area, way too much traffic and no bike lanes
- Town square area, off Jackson street, down King street
- Biking on Cache or from the square to Miller Park is unsafe
- Town Square
- There are several pedestrian crosswalks that seem poorly placed...often due to parked vehicles (for example the one on the corner of the square near Hagen Daaz), people seem to suddenly appear out of the blue. I have had pedestrians practically jump out into that crosswalk without being very visible and seen several near misses. Also the pedestrian crosswalk in front of the Wort, with so many lanes of traffic, it is hard to have all vehicles stop for a pedestrian.
- When the bike path ends, bicycling becomes a real challenge and I have to bike on the street. In a perfect world, Town Square should be closed to all traffic (similar to Europe). People could walk from the big parking lots/structure. Biking downtown in the Summer can be dangerous, especially when I have my kids.
- Anywhere downtown doesn't really feel safe on a bike especially when I have my kids with me in the Chariot.
- People need to pay much better attention to cross walks. Especially those who are not locals have very little respect for the crosswalks and fly through intersections without checking for the safety and right-of-way of pedestrians.
- along Cache and Broadway
- Sidewalks dont connect when getting towards downtown edge.
- Around town square and the area that is considered in the initial map on this survey
- I would not ride my bike in downtown,mainly because of the local traffic and unsure tourists - and it is not convenient, I ride my bike for joy not for terror. Riding bikes downtown is terrifying, I won't let my kids and I will not
- I do not cycle
- The stretch by Persephones is tricky on a bike - because the cars are all parked at a slant, they really can't see you as a biker. I often use the bike lanes that bring me around to JES/Rec Center and back up to the Square rather than taking that small stretch of a hill on Broadway.
- town square
- I find it difficult to stay on the bike path when I ride from Smith's to the elk refuge once I am off of the trail system.
- broadway, pearl-street, town square
- The Square and streets right around it. I walk my bike because it's terrifying otherwise.
- On Broadway and around town square, especially where the one-way angled parking is.
- On Cache Street between Pearl and Mercill for bikes.
- The corner of Cache and Broadway
- The sidewalks are okay for pedestrians but they are often very crowded. Cycling downtown is generally quite difficult and potentially dangerous as there are no designated bike lanes close to the Town Square and there are so many cars that are not paying any attention to cyclists.



Q19: Please indicate the transportation alternatives in which you would like to see the Town of Jackson invest:



Residents

- Encourage biking and offer bike parking areas.
- more downtown bus stops
- I would like to see bus shelters cooled in the summer and warmed in the winter so it's more comfortable for families, older people, and young kids to use the buses.
- Traffic officer on corner of cache and Broadway during peak hours to direct pedestrian and vehicle traffic
- Ban scooters in and around Town Square/Town Square and the sidewalks surrounded Town Square
- maybe more signage for on-the-road bike lanes to make cars more aware of bike traffic flow
- Local only parking spots

Owners

- We need to identify and develop a meaningful bike option through town, potentially converting parking to bike lanes on sections of Glenwood, Hansen, and King streets. Also, we should offer secure bike storage at the parking garage. Downtown merchants might be willing to help pay for this.
- Bus service every five minutes or on the hour from an alternative parking area. That would be faster than looking for a spot in the public parking
- More parking,
- none, leave it alone



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- No alternatives who live further away. You might want to think about lifting the 3 hr. limit in the off season and winter months
- Access to downtown is just find. Always easy to park and walk two or three blocks
- None of the above. -- We need to invest in MAINTAINING the walkways (and other systems) we already have. -- After learning how much \$\$ TOJ spent on the new 'Home Ranch' restroom building (just to add ONE total stall!!!), we are all obviously more than hesitant to request TOJ ever build anything ever again. However, what this town really needs are more public restrooms. 10 times a day, all summer long, I have people come in asking where they can find public restrooms. This has nothing to do with transportation, but it IS the right investment. -- We should plan ahead and save (yes, SAVE (spet shouldn't exist)) for another parking structure (not just a parking 'lot') sometime in the future. Yes, one with public restrooms included.
- Sidewalks!
- We have half empty buses running around east Jackson, this is not efficient. Invest in bus service to outlying communities - it's a reality that people live there.
- Another parking garage at Delony
- Business employees park in 3 hour zone and move twice a day. Employees need to use parking garage so customers have parking convenient to businesses.
- CHEAP AND FREQUENT bus service from/to outlying residential areas (e.g. Rafter J). Yes, SUBSIDIZE it, like other bus routes are subsidized for the benefit of businesses (i.e. tourists). No resident/employee will ride the bus (rather than drive a car) if it costs more than \$3.00 per bus ride.
- Bus services should go into the county neighborhoods
- Additional parking garage
- Something that will keep things like boats and campers off the streets. People living where there is no parking for their toys often park and leave them near my business and more often than not they are an eyesore as well as taking up parking space.
- Leave it as is and listen to local business owners/managers. The town government should not be the one pushing changes without direction from the businesses that make downtown what it is.
- additional parking garages
- There needs to be adequate parking. Parking is a serious issue now. When the hotel, that will be located on Center and Deloney, is built, the approved building plan did not provide for enough parking on that site and it will greatly exasperate the downtown parking situation. Most of the parking issues are due to tourist or when the hotel is built, their customers. Tourists and hotel guests do not typically take bikes or public transportation. The town should require large commercial projects to provide enough parking spaces without infringing on other business and their employees. Bikes are not going to solve downtown parking. A review of the current zoning laws and the buildings that could be built needs to be changed. Jackson cannot physically handle the amount of cars, parking and traffic the current zoning regulations allow. Change the rules to solve the parking issues and keep Jackson user friendly.
- No opinion
- Parking meters could help.

Employees



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- Better signage to public parking areas for the tourist and some form of people mover to get Tourist from the public lots.
- Focusing on biking solutions as a solution of significance, is great on paper and utopian in spirit, but limits the solution to a minority of use. I am a cyclist and appreciate increased cycling options, but if you are looking for options that provide a measurable difference in effective transportation, biking is a great "feel good" option, but I doubt it produces measurable improvements.
- More parking
- None of these are acceptable alternatives. The alternative is to design a more efficient automobile transportation and parking system. So far, everything has been geared around pedestrian, public transport, or bicycles. That's great for the people that live here, but most of those people don't live here year around. It's time to wake up and cater to those that DRIVE here and make it easier on them to get around or park downtown. They are the bread and butter, not the bicyclists!
- Parking meters installed - especially on Town Square
- Make the town square a car free (or car light) area. There's absolutely no reason we need to use so much of our public space right on the square for private car storage. It makes the pedestrian experience miserable and doesn't actually do anything to increase sales at local businesses. There should be a few ADA spots on the blocks around the square, but the rest of the parking should be relocated elsewhere and the extra space should be used to make the area a nice place to be outside of your car.
- Parking spaces dedicated to downtown workers.
- Jackson neighborhoods, even some downtown street are VERY DARK. it's dangerous to walk at night because of poor or nonexistent lighting
- More parking for bikes because some of the owners don't understand simple manners and park like a ding dongs taking up to 5-8 parking spot for their bikes when they can fit in 2
- Incentives for bikers I don't know what a "Bike share program" is, but I bet I'd like it.
- Build another parking ramp. There are plenty of open lots available. How about a ramp across from Teton Barber where the big concrete hole remains unused for years?!
- I don't think that any of those ideas are very good.
- If we invest in transportation alternatives, it shouldn't be to address parking. Maybe summer traffic in general, but I think road redundancy would be a bigger help. I frankly think the County has a major role to play in any traffic problems. We need Tribal Trails, a wider highway 22, a north bridge (assuming it could be built without affecting wildlife), and to turn Spring Gulch Road into a true bypass of downtown. I realize this is a separate issue from parking, but I firmly believe that alternative transportation methods will achieve nothing without bypass roads. It's silly to force regional traffic through downtown.
- Pedestrian only on Deloney and Center Streets.
- Smaller transit....golf cart size, frequent stops, on/off options in order to move groups from parking areas (Home Ranch) into the downtown in quick, easy, frequent method....I don't like to see visitors standing at a bus stop for a length of time, turning the visitor map in many fashions to figure out where they are and when the bus is coming....not easy to understand if not familiar with bus system.



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- Keep bollards off the second artery of Jackson (Snow King Ave). Make bike path travel through Karnes Meadow to Karnes Drive thus keeping vehicles and bikes separates as much as possible
- Accessible spaces
- Charge for parking with kiosks on every block in the core downtown with time limits
- Expand service to Hoback Junction and then I could use Public Transportation and then I can move around town on my bicycle.
- A complete overhaul of the flow of traffic. I would like to see traffic diverted away from the square. Maybe use the truck route but you would need to eliminate some stop signs to keep the flow going. The southbound lane on Cache trying to turn right is an obvious problem.
- I don't have any suggestions
- Unfortunately, I don't know if I would use any of those methods. I save so much time by just driving that it is the method I always use. I don't have trouble finding parking in the Deloney lot or on the street next to it and if it's warm out I don't mind walking an extra block or two if parking is full
- more parking garages east and north of town (lots are full) and get rid of the park in ride in the existing one
- I don't have a good answer for this one. Bike lanes in the downtown area would be appreciated, but space is limited so I understand that this is not a possibility. The locals are the ones who take up the lions share of the downtown parking. If we can find ways to encourage them to park in the parking garage or the Miller or Home Ranch lot that would be beneficial. Unfortunately, even these options are exhausted midday from May to October. Another parking garage could help alleviate some of the pressure.
- None, I think its fine. Yes its more crowded but for a few months out of the year not really a big issue for me that I think the town should spend money on.

Visitors

- I DO NOT use Bus service, Bicycles or extensive walking. For our family driving and ;parking is the only real option. Regardless of what they do regarding the START Bus, Paths, etc. we can NOT be forced or cajoled into Not Driving. BTW, our big city bus system in our small town appears to be VERY Inefficient - from what can be seen from the outside, through the blacked-out windows, indicates that many buses are very lightly loaded (too big for the routes). A comprehensive ridership study needs to be done, detailing how many riders are on each bus on each route between each stop so that the bus sizes and route frequency can be matched to the rider demand.
- The main reason why I do not take the bus from my house in Cottonwood to Downtown is that it is much faster to drive. I believe last I checked, it would take me about 30 minutes to ride the bus from Cottonwood (Corner Creek stop) to downtown. Just not convenient.
- Provide store employee parking lot and require them to park there.
- Flexible small bus service available by text and able to pick people up freely. An Uber-like model
- I think it's all fine
- Bus to and from the airport to town parking garage.
- Smaller buses on residential areas, it is a waste of money and damages roads driving big buses around with so few passengers.



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- I do not want Jackson to invest in alternative forms if it means no parking in downtown Jackson
- Keep parking free but enforce 3 hour limit, esp. center for arts lot
- Quit encouraging more tourist to come destroy Jackson
- I believe Jackson already has sufficient transportation options. If anything, adding the new bike racks has caused more problems than they've solved.
- See above. In my view, the easiest next step to public transportation is adding Melody Ranch and Rafter J stops to southbound routes.
- Shorter allowed parking times and strict enforcement.
- None not a big issue. Don't create problems that only exists for a few vocal people
- It's not hard to see A LOT of money has already been spent in these areas. START bus has more money than God and they're spending it on ridiculous things like recording people on the bus. What's happening here? Putting big brother on the buses is going the wrong direction. CREATING A CULTURE OF TRUST is a much better world to live in and another awesome thing about Jackson. Not sure why bored people that have other people's money to spend are always thinking of how to "make things better" when they actually are not. Why turn Jackson into everywhereelse, USA? almost everywhere else in the US creates a culture of non-trust. This is not a smart idea to do to Jackson.
- Have parking lots at the edge of town and shuttle service for tourist. Have metered parking on the streets. Have higher rate of turn-over for parking spaces. Then as an older person, I could park easier.
- There really is not a problem here
- With the increased population of residents in Hidden Hollow and other planned, dense housing projects I foresee an even worse traffic problem. Our town workers live far from town, have families, kids to pick up, groceries to buy. Car usage is essential.
- Bus service with bike carriers between Alpine and Jackson.
- Establish pedestrian-only zone
- the only investment that needs to be made is that of personal choice. Bicycling is easy and there's lots of bike racks. Should be NO MORE THAN 1 car space per block face used for Bike Racks. The two racks in front of Persephone are half full at most. Parking in public lots is convenient.
- We need sidewalks in East Jackson - esp on Rancher Street!
- The Home Ranch Parking Lot would be a great place for a parking garage...IF...you can find someone to design a plan that would leave open as many parking spaces as possible during construction. Such as...build the base structure first then the parking lot would be mostly accessible while the rest of the building progresses to completion.
- none of the above.
- Stop spending money on empty buses. Summer and winter. Just stop
- I'd like to see quick alternative ways to access downtown. Like a trolley. Park in a lot, jump on a trolley and be dropped off at the square. Quick and convenient.
- Fewer buses which make a mess of traffic. START buses cause more traffic problems than they solve. Also, never have any START buses who know how to drive. Examples; not knowing how to pull into bus stops, not using turn signals, speeding (or going too slow), running red lights, going through parking lots to avoid traffic lights, the list goes on . . .



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- toll roads for automobiles. Heavy taxes for in town automobile ownership and usage. A justice system that creates equality, or just one that doesn't exacerbate inequality.
- enforcement of parking regulations already in place. That would open up many more places to park for shorter visits and over sized vehicles.
- This survey question is loaded to force an answer preferring alternative transportation/modes. I use my car and will not use an alternative.
- Your bias shows with every question. You are disenfranchising a large part of our population. You are assuming people can bike, walk or have bus options.
- No Bed Tax to advertise, we have enough tourists. Rather than build to compensate the increase in tourists, find a way to cut down the number of tourists. When we come to town, we are shopping for products that we cannot carry on a bus or bicycle. We need to bring a car. On our end, we organize trips to town so only one person goes with the list of several people.
- Year round alternate side of the street overnight parking. I realize this survey is focused on street parking in peak summer months but winter overnight parking is a serious issue throughout town and is easily resolved with alternate side of the street parking as used in many snowy towns and cities but something Jackson has always refused to implement. All that changes is signage as the towing and ticketing policies already exist, just implement an alternate day of the week plan for street parking.
- More public parking lots.
- I live north of town and the only reasonable way to get to town is to drive and park. In my 19 years in Jackson, I have NEVER failed to find a reasonable place to park.
- More parking lots/garages to park in. Thinking that more frequent bus service and or better connectivity with bike and pedestrian network is unrealistic and not helping a problem that gets worse every year. A parking garage should be considered for the home ranch lot to alleviate severe congestion in the summer months
- n/a
- Expand perimeter parking lots. Many people can't use alternatives that are cost and time effective but most people can and will walk a few blocks.
- None. We live in a remote area out of town so none would be beneficial
- Micro-transit (ie: Downtowner service)
- More handicapped spots
- underground parking garages....at least 5 of these
- Paid parking in downtown core
- Stop taking away good parking spots for bike parking. There are other places to park bikes off the street. Increase parking requirements for business.
- I live 9 miles south of Wilson on Fall Creek Road, so other means of transportation are not feasible for me.
- I'd rather see more people electing to walk, bike, or take the bus and thus expand/enhance those services. However, I think a lot of people will always choose a car, so it may be wise to invest in carpool/rideshare incentives to at least reduce the number of cars. I think the current bus service/frequency is great.
- An employee only parking lot
- Bus service to and from Teton Valley, Idaho has improved but is quite costly, so we do not typically take advantage of this service.



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- It's already too late to come up with a good solution with the problems Jackson has developed.
- Take down those annoying posts on snow king
- Stop building more hotels, housing, businesses. We are maxed out.
- None of the above are necessary.
- It appears to me, many of the parking spaces are taken by employees of local businesses. Suggest having employee parking located away from the town square with shuttles. I am against paid parking meters (makes parking less convenient, meters can breakdown, not work properly).
- A continuous shuttle like at airports between Gill and Simpson and Jackson to King.
- Work with WYDOT to install HAWK or some type of signalized pedestrian crossing at non-signal or non-stop sign intersections on Broadway - by the Wort, and by Mountain Modern Hotel.
- Would like to see something to the airport, also more spaces in the garage for taxi2fly. Especially at holidays and during the 2 downtown craft fairs in July and Aug. , as a resident who is trying to patronize locally, it is annoying to have to move my car after 3 hours to continue. The 3 hour limit should not be enforced during the summer craft fairs at the park.
- I think we need another parking garage
- Safe crossings should be imperative. Quite frankly there are times of the day when it is difficult to see due to sunlight glare. People cross anywhere which can be very dangerous. Closing the square off during peak season would be safer for pedestrians. This closure would not include with handicapped signage.
- I don't think I can judge this.
- Town shuttle needs to be looked at. Needs more frequent buses and maybe smaller buses. Needs quicker access directly to downtown.
- I am hesitant to state that I would support improvements in bicycle connectivity because I STRONGLY OPPOSE some of the "complete street" projects that TOH has taken on, including the greatly narrowing Redmond Street while making the sidewalks incredibly wide, resulting in no shoulder or bike lane, as well as the ridiculous bumpers installed on Snow King Drive for summer 2018 and the more-confusing-than-helpful green lanes at stop signs and down-right-dangerous-as-opposed-to-helpful flower planter barrier near the new post office! Having these types of systems in place makes it confusing for motorists and cyclists as it runs counter to vehicle traffic we have all been taught and practiced. Furthermore, traveling along Snow King Avenue by bicycle with the bumpers only exists along this 1 road - cyclists and vehicle drivers alike will all need to know how to share the road throughout the rest of Teton County.... and globally.
- Stop running so many town buses. People aren't using it enough for the size and frequency of the town buses.
- Things are mostly pretty good, there are just too many tourists for the size of our roads. I would say it might help to make more obvious bike lanes crossing Broadway
- Don't think I'd use it. I have kids and it seems like a hassle, I'd rather drive
- Bus to and from Rafter J
- Close town square to traffic during the peak season - create a walking only downtown zone - similar to when the farm market is set up. It would create a more inviting clam experience that would attract locals and visitors.
- parking for workers and locals



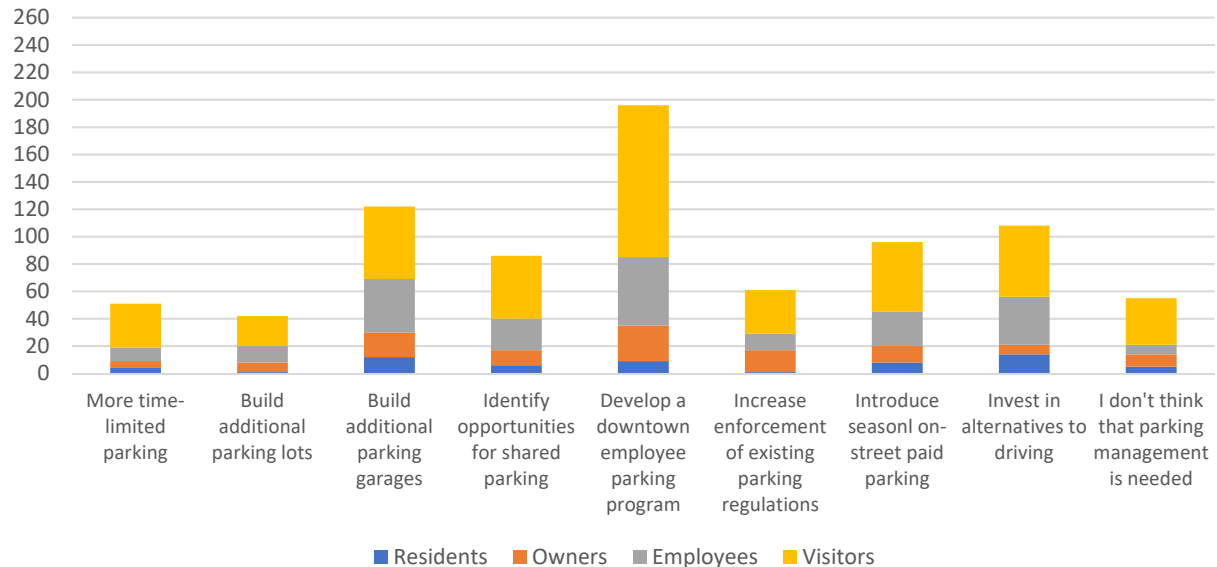
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- It is not the task of the town to supply transportation options to anyone. The traveling public will find what they want. I feel that by providing travel options (at public expense) so they are trying to enforce a mode of transportation (or inhibit an undesirable transportation mode).
- I think biking, pedestrian safety (flags are awesome!), and bus is pretty good as it is right now
- I would love a bike locker I could pay for somewhere south of town as I commute from Hoback.
- Micro transit, like the Downtowner



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**Q20: Please indicate which of following parking management options you think should be considered for Downtown Jackson.
(Select up to three responses)**



Do you have any other questions or comments about parking in Downtown Jackson?

Residents

- The crosswalks should not be a free for all. Dangerous. Let's have buttons with lights so pedestrians know when it is safe to cross and traffic knows when it is safe to go
- I think it's important to invest in pay-for-parking programs in order to shift more people to alternate modes of transportation.
- I live in the Pearl and Jackson affordable units and the town allowed the builder to pay a fee in lieu of a parking space for myself and my 2 neighbors. We argued at the town council that we were owed at minimum a parking pass that would allow us in the winter to park in the Millward garage for longer than the posted time limit. That pass will expire next year and I would like to see it renewed to allow us some place to leave our vehicles over night in the winter plowing months.
- Allotted parking time should be decreased to 1-2 hours. 3 hours is too long. Also maybe there should be more loading/unloading areas for families being dropped off or picked up.
- Suggest a fee for buses in Ranch Lot to add to coffers for infrastructure and pay for parking garage.
- Town square should be closed to cars and 100% pedestrian traffic only.
- I think during the summer, Lime Scooters could be useful
- Don't become Aspen!
- People are lazy. It is easy to find parking even in peak season of JH.



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- Seek public private partnerships for paid/metered parking garages. Develop current public parking lots near downtown to paid/metered parking (Homestead) Develop an designated "Oversized vehicles/rigs/motorcoach buses/38'+RVs/ metered parking lot adjacent to downtown (Teton Fairgrounds area?)
- Jackson is over developed and commercialized. It had become an unappealing place to be for the people who live in Jackson.

Owners

- We believe taxi's, guide services and transportation company are abusing the parking garage. This facility is for private passenger vehicles single day or night visit: either worker- or shopper-related. Bring back the police officer parking patrol; they put a friendly face on Jackson for visitors and provide an informative service
- thank you and Merry Christmas hohohohoho
- Better education of business owners/managers to have their employees park in the lots, rather than taking up spots in front of other businesses. Let's all be good neighbors.
- Is it possible to get access to the raw data of the parking survey you conducted in August?
- We Don't need paid parking!!!! Just better ways to manage it. The survey that was done and paid for proved this!
- Lift the 3-hr. parking limit in the winter!!!
- NO PARKING METERS OF ANY KIND!!!
- As mentioned above, I've see a huge change in parking behavior following your relatively new parking management with the motorized "digital camera" officer.
- What are you waiting for? Bring on the parking meters!
- I am very much against parking meters / paid parking
- I am again left wondering how much could have actually been learned from the survey itself. The questions & answers probably weren't useful. Without people taking the time to write comments (positive AND negative (sorry)), I don't know what could have been learned from this. I am a Jackson native, a business owner, and a property owner. Never once has any Town official or staff member stopped in to ask about my observations, my opinions, or my hopes for the Town's future. They could have learned more with less time if they had (and it wouldn't have cost a penny).
- I believe that paid parking is not unreasonable and paid parking garages with multiple levels and assigned parking areas for employees. 3 hour limits with a ticket do not discourage employees or working people as they move their cars around every 3 hours. It is very problematic for my customers as most do not want to travel downtown during the summer months.
- It's not really that bad. More of a walking problem for most people.
- I don't think we have a lack of spaces and I do NOT think we should build more parking lots or structures. We should consider seasonal pd parking in core, encourage alt modes (bus and bikes) (especially for employees!).
- Pedestrians (mostly people who have just exited their parked car) jaywalk across the street. The block of E. Broadway between Center Street and Willow is filled with jaywalkers, many, many people (locals as well as tourists) pop out of their just-parked cars and cross Broadway (usually to get to Persephone or Café Genevieve, frankly). They do not look or use caution; they feel



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accustomed or entitled to just cross the street anywhere. I must drive through that long block of Broadway at least twice a day and pedestrians pop out constantly, going from/to their parked cars. So dangerous for all! A cross-walk mid block and rigorous enforcement of "no jaywalking" are needed.

- End the art fair at Miller Park. It creates a parking nightmare.
- I do have a major complaint that business owners allow their employee's park in front of the business that they own. Then in 3 hours they do the car swap. I hear from many clients that there is now where to park ?? Frustrating as a business owner
- NO PAID PARKING. The data does not support this and it seems that town administrators are the only ones pushing this. There is no problem. Take a break.
- Under the current zoning, Jackson will lose its character that makes Jackson unique. The zoning regulations need to be changed to lesser density and keep at the 35 maximum building height.
- Many locals and visitors do not stop downtown because of the lack of parking. Walking to the downtown is the best alternative most of the year even 6 blocks or more as long as the temperature is above 10 degrees and the walks are not a sheet of ice.

Employees

- Firmly against paid parking, IE parking meters.
- Need park and ride locations outside of town and buses taking people from there (in town workers) to town
- No paid parking
- Do NOT put in parking meters! Locals should be exempt from them if you even think about taking this step.
- It's pretty good as is. But it's going to get worse so doing this surgery is smart. Thank you.
- You failed to mention the cost of implementing alternatives to parking downtown in question #20. The push to eliminate vehicle travel is evident in this survey and has to stop. Jackson is not going to save the planet by implementing ridiculous restrictions on vehicles. You want more people downtown but don't provide a realistic way to let them stay. You need more space for large vehicle parking (motor homes, large delivery trucks, tour buses) not more bicycle lanes.
- A benefit of more parking garages that incentivizes me to park off the square and in the parking garage is the protection from weather in the winter for my car, though if too far away from the square it would de-incentivize me walking in harsh winter conditions. If it did have to be farther away, I would be okay with a transit system from the garage to the town square.
- I think people's habits are more of a problem than the amount of available parking during the peak summer time. An example would be that people are not willing to walk more than a few blocks to their destination, they are lazy and want to park directly in front of their destination, similar to parking habits at a grocery store. There is ample parking in my opinion within the adjacent neighborhoods. Perhaps if employees were restricted from parking in the Downtown Parking Study area there would be many open spaces for tourists who do not wish to walk a long distance.
- the above question 20 is biased. Jackson has a lot more money than other towns in Wyoming.
- Q20. Home Ranch and the Deloney lot should be managed via 3-hour limit or metered parking as demand allows.



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- No questions but and advice - put park enforcers on additional school classes. I'm tired of getting tickets for 3+hr parking when you moved your car or when you left and came back to same spot but you can tell that car was moved simply looking on wheels and obstacles around. They don't spend single minute to look and think but aimly give you ticket.
- I'm very against paid parking. I bike to town when I can, but often I have to drive to and from my office, just off of the square, multiple times a day. I park in the Home Ranch lot when I can, but it is often full. If you have paid parking, I think it will be even harder to find a spot in the Home Ranch lot. I'd pay for a downtown parking pass annually to avoid paying a meter. Has that been explored?
- Do not put in parking meters as this has an adverse affect on many of our clients that visit the down town area.. Big, big mistake....
- I think there should be a roundabout at the Village Road/22 intersection.
- Change a parking lot or two into parking ramps!
- I cannot stress enough that it is not currently a problem. I park downtown almost every day. In the winter and off-season, I am used to parking literally in front of my destination. In peak summer, I have to park a block or 2 away. A minor inconvenience at worst, and it is not something that justifies drastic measures. I think it is important to plan for 10 years down the road, when parking may become a larger issue, but I don't want to see drastic measures taken in 2019 or 2020 for something that is not currently a problem.
- Consider a change in regulation to allow owners of vacant land to offer paid parking.
- Ensure sufficient ADA parking spaces. Could use a few more in downtown area (Broadway block to east of town square, Pearl Street near Bagel Shop)...then the situation would be pretty good. Ensure private lots maintain ADA space for employees/customers.
- There is a ton of parking! Spend valuable elected officials time elsewhere!
- enough studying. it is time to take action. people are going to be happy and people are going to be upset, but people to dont have a god given right to park for free downtown. we have to make hard choices. you can do it!
- Snow King Event Center upper and lower parking lots could easily become a double deck sudo parking garage and thus give lots more parking spaces relatively easily in an area that really needs parking
- The snow removal laws and no parking on the streets or in the garage over night make it very difficult to visit and enjoy a night downtown.
- Parking downtown is a joke. I work downtown and live out of city limits, therefor I am forced to take my own vehicle and find parking. What limited parking space this hotel has is for guest vehicles only. Carpooling or public transit is not an option every day to ensure I can come to work on time. (For reference I am a native to Jackson who lives in Hoback).
- I am extremely against parking meters. It will greatly reduce the character our our downtown area.
- Glenwood and Deloney are the worst, it's better on the square and other places where there is diagonal parking. Parallel parking means less cars can park, and when there aren't lines painted (or snow covers the lines) there tend to be huge gaps between cars which means even less available spots.
- could people who work downtown have a purchased tag that would keep them exempt from tickets?



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- Strongly against any paid parking options. It would discourage me from going to shops and restaurants downtown and instead go to places where I don't have to worry about that
- Your question number 20 is misleading. Parking garages don't necessarily cost "tens of millions of dollars" some may. The whole question 20 is particularly biased. Poor form on your part.
- I would prefer to see more of a carrot than a stick approach. I believe that paid parking will have a negative effect on our community character and discourage visitors to spend time in our downtown area, shopping and eating.
- If the town decides to enforce paid parking what is the town going to do with the money?

Visitors

- Paid parking is a must
- DO NOT do things that might make parking LESS Friendly to our visitors. Paid parking would be a definite big city turn-off for folks seeking our western hospitality. If necessary make a few SMALL free lots available on presently un-used land.
- As long as you're willing to walk a few blocks, finding parking on the periphery of Downtown doesn't see too hard, even in the summer. I appreciate the hybrid-only parking spaces since I drive a Prius and can often find a free hybrid space even if the rest of a parking lot is full.
- Invest in bicycle friendly infrastructure. Make it unbearable for people to drive cars. Think Netherlands!
- No paid parking is necessary or desirable.
- Your priorities are backward. It should be residents first, employees second, visitors last.
- A degree of congestion and parking difficulty is to be expected in a resort community and you have to adjust and learn to live with it. During the peak season we plan our trips to town move carefully to combine what we need to do. This is due more to traffic into town than our ability to park once we get there.
- Thanks
- Please keep in mind how spread out our community is and that most of us do not live within a reasonable biking distance nor can we arrive to town on public transportation. Please do not punish us with costly parking when we have little choice and already struggle to afford to live here as a result of housing and Day care prices.
- I wouldn't mind parking meters but maybe there could be something like the first 15 minutes to an hour is free the you have to pay. I am also a big proponent of the parking garage.
- Increased handicapped spots for events like parades on Cache are appreciated
- This is the town's fault. More tourist, more hotels, more congestion. Well done.
- There is more of a problem with traffic and pedestrians behaving badly in downtown than there is with parking. Solving for people standing in the middle of intersections to take pictures would help more than anything on this survey.
- Meters might be good
- Paid parking. Eliminate surface lots for garages. Locales need to be pushed to use alternative transit. Less parking requirements for housing development...push public transit. Eliminate parking spots close to crosswalks to increase visibility and write more tickets to vehicles hanging out in the middle of the street. Enforce sidewalk clearing by businesses in winter to make walking safer and more appealing.



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- The issue is not the parking. The issue is over-crowding. Please target the actual problem.
- I'm one of those that would like the square CLOSED to traffic, to make pedestrian friendly. This would get me downtown.
- Ban over size trucks and trailers from downtown.
- There really is not enough of a problem to even justify this survey much less spend tax money
- Throughout the summer I camp in various regions of Wyoming. For the last two years I have heard over and over from visitors traveling throughout Wyoming say, What ever you do don't go to Jackson. The gridlock is terrible, the roads are too narrow and there's nowhere to park."
- Find a way with signage or other method to keep Chinese from obviously walking up middle of Center Street from Home Ranch lot and/or ignoring motoring public in the Town Square area.
- A parking garage with basement parking.
- Why is there a survey? I thought the Town spent money to have a consultant tell them how to fix parking issues.
- No paid parking. It drastically reduces the quality of life we enjoy here. It a tax on locals. Unless 22 plates get to park for free. If not stop enforcement
- I would avoid paid parking since it takes away from the Western experience of our town. However the parking garage or a lot would be ok. We need better airport parking w a new Ride 2 Fly.
- Parking needs to be enforced more, and this includes evenings and weekends. Mon - Fir 9-5 doesn't cut it!
- Paint designated parking spots where there is parallel parking. It's mind-blowing how people in this town manage to turn 10 parking spots into 4.
- How much does the general taxpayer (regardless of the ownership or usage of an automobile) contribute to automobile infrastructure every year? How much money does the Town of Jackson steal from non-motorists every year to encourage the hazardous, polluting, inhuman act of driving a car?
- The more fees you put on parking the less tourists are likely to stop and shop in your shops. It seems only to be a problem in the few summer months when tourist are the heaviest. They also bring in the money to support your shops. seems like enforcement of existing rules could solve most parking problems.
- I cannot emphasize how biased this survey is. To the degree that the only options that you add costs to are the ones for more parking. Yet every option has a cost. Clearly those of you who developed this survey have never been physically challenged, disabled or cared for someone with physical limitations. I have little faith that an ultimate revommendation will be fair for all. You clearly have your minds made up.
- I'm not keen on parking meters. They smack of big city, hustle, and bustle. We're none of those.
- If I have to hassle with paid downtown parking I will shop/visit less often or go elsewhere. Please, NO PAID PARKING!
- Remote employee parking, all day parking areas, pedestrian corridors, route thru traffic around downtown core, improved lighting, Land Planning- create Villages instead of common urban sprawl along highway 89!!! A special small town like Jackson has squandered its opportunity for proper growth and planning. Playing catch up after the sprawl has occurred is an extremely difficult planning challenge.
- Close some streets to vehicles except for deliveries.



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- We need two level parking, not tall garages. We need local workers tickets for moving their car across the street to avoid tickets in limited time spots.
- How can the summer day visitors pay to park
- Suspend 3 hour limit during special events like the Fall Arts Festival when parking is impossible. CUT THE GREED!
- Please remember, as you consider alternative strategies, that there are thousands of people who live in rural parts of this county and adjoining counties who cannot access public transportation or live too far away to bike regularly but who depend on Jackson for basic services and cultural experiences. I'm all for investing in public transportation and alternatives to private cars and parking but only if parking is also maintained for those of us who have no other means of getting to town.
- I have never not been able to find convenient parking around downtown. Honestly, never. I may have to drive around the block once, but something always is available.
- Best thing about parking is that it is free and well signed. As a local I would stop volunteering and patronizing local business if I had to pay for parking
- Paid parking would stop me from shopping at downtown businesses. I have visited other small communities that have paid parking, so I just don't stop. The businesses loose.
- Managed parking works. We already have a great transit program, and it successfully reduces traffic to & from Teton Village all winter, in combination with paid parking. The Town Council should implement managed parking downtown immediately, and use revenue to enhance alternative transportation. It will reduce traffic, increase retail/restaurant revenue downtown, and improve the experience of visiting downtown Jackson immensely. A friend from Cheyenne recently told me she doesn't even go downtown when she visits in the summer, b/c it's so congested, and difficult to find parking.
- I am a mother of many young children. A lot of the options don't necessarily consider families trying to get to a place, within a timetable while navigating parking and walking. I'm not sure what can be done about that, but if it becomes paid parking, it'll make life more difficult for me to go places, when it's already difficult.
- One idea to consider would be a few very limited time parking spaces on each block (e.g. 15 min). This is for people who just want to pick up a coffee or takeout. If I'm parking for a longer period of time (e.g. to eat lunch or go to the Farmer's Market), it's not a big deal to walk further. But for a quick errand, adding a 5 minute walk can make it not work. Just an idea.
- Personally, I think there's plenty of parking. People should be encouraged to use the parking garage or other nearby parking areas. I actually think there should be less on-street parking available, or it should be reserved for handicapped people and very short-term parking only (i.e. pickup, dropoff). I would like to see safer crossings for pedestrians and some way to make bicyclists feel safe in the downtown area too (I don't know how, there's not much space, unless you take the street parking away). This would encourage people to walk and bike in the area more (which, really, is better for businesses than people driving through and parking close to their destination, since people walking may be more inclined to stop in an interesting store they would not have even seen driving).
- Free shuttle buses from satellite parking lots would be an option I would use.
- Could use public education campaign ('less time driving and parking; more time having fun') to encourage people to use the public lots. Using ads, brochures, website, or signage - could inform



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people that (for example) "from the parking garage to the Million Dollar Cowboy Bar is only a 4-5 minute walk!" That's probably less time than a lot of people spend driving around looking for a space.

- I am very curious about the tourist experience in downtown parking, because in 6+ years living here I've never had trouble parking within a few blocks of my destination. Are tourists troubled by this? Are locals? I hope we can come up with some positive outcomes for everyone.
- Paid parking will change my habits and make me not want to shop or eat downtown like we enjoy doing.
- It honestly doesn't seem that bad.
- Yes, I have been truthful and taken a common sense approach to this survey, Jackson had been . destroyed, so now you have to deal with it, I know that speaking truthful will do NO GOOD with this survey. And Is that what you want - Jackson a City????
- If there is a paid parking zone there should be a method to allow vouchers from retailers or restaurants to help diminish lost revenue
- Stop allowing more building, thus bringing more people to a maxed out area.
- if parking meters are installed, my family will simply stop using downtown shops.
- Get out of car and walk!
- It would be sad to have paid parking in town
- Paid parking is commonly used in the US in downtown areas and the Town should realize the income opportunity. Parking fees could be used to further add parking, improve walkability and bike lanes.
- Please, do not do a paid parking system in our community.
- Usually you can find a spot a few blocks away. Walking 4 blocks is acceptable to me though obviously not ideal. Charging a token amount might be necessary to change behaviour.
- create walking mall around square
- I don't generally feel that we have a parking problem in downtown, especially outside summer season. I strongly oppose metered parking as this will negatively impact my willingness to patronize locally-owned downtown businesses. I feel that employees of downtown businesses parking outside of the downtown core will afford the public easier access to parking.
- Like I said before, many locals find the parking garages a little intimidating and creepy (yes, even in Jackson Hole) and choose to not park there. Employees should have a designated place to park - they shouldn't have to search for spots and then take up valuable spaces for consumers and tourists. A drive around buggy type vehicle (open in summer, closed in winter) could give people a lift from one street to another, etc. but it would need to be free. On another note, the tourists think we are all on vacation and don't take into account that some of us live here and need to get in and out of places quickly, don't drive 5 mph, etc.
- People with 22 license plates should park for free with the existing time restrictions. Visitors should pay a meter fee. May increase the number of people registering their car in 22
- Make hotels and apartment complexes be responsible for more parking spaces for their units. Paid parking will ultimately hurt locals the most and should be avoided at all costs.
- Suggest that all parking, no matter the season, not be allowed on the "Square" -- either side of the street. I guess that would make the "Square" into the center of a sort-of mall? And add more free public -- ie scuttle-like - transportation from the parking areas to the Square.



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- it seems that we are making a problem where there is not one, better enforcement and signage of where people can park is needed
- It would give up some parking but the crosswalks are all “blind” as you approach them, most danderous around the square. The farmers market is wonderful but is a disaster in waiting. The tragedy of cars injury (purposefully or accidentally) markets have consistently happened around the world. This and other events need to be better protected. The square is really a fund place to be when parking and traffic are restricted. When it is open to all traffic and parking it is difficult to ride bikes near.
- Make visiting (and parking, walking, shopping, etc) as friendly as possible. Our visitors should feel welcome to our free and easy town, and our residents and businesses can impart that "Western" friendly feeling. DO NOT try to inhibit actions or turn Jackson into Aspen or anything close to it.
- Free parking in downtown Jackson impacts more than just people downtown. It increases traffic all over the County. Those impacts need to be considered as well. A smart managed parking strategy with improvements to alternative transportation would reduce traffic while freeing up parking spaces downtown for customers. Even better: lesson our environmental footprint by reducing emissions, fossil fuel use and wildlife-vehicle collisions.
- If the town would limit the new business'/ hotel applications it would take some pressure off. We don't want to become Aspen!
- Parking happens. I would entertain technology that guides you to open spaces