

Regular Town Council Workshop

September 15, 2025

1:30-5:00 PM

Town Council Chambers

Chair: Arne Jorgensen

NOTICE: THE VIDEO AND AUDIO FOR THIS MEETING ARE STREAMED TO THE PUBLIC VIA THE INTERNET AND MOBILE DEVICES WITH VIEWS THAT ENCOMPASS ALL AREAS, PARTICIPANTS AND AUDIENCE MEMBERS. PLEASE SILENCE ALL ELECTRONIC DEVICES DURING THE MEETING.

I. ZOOM LINK FOR PUBLIC PARTICIPATION

The Town reserves the right to close Public Comment via Zoom at any time. In-person comment will continue to be taken and written comments can always be submitted to Town Council by emailing electedofficials@jacksonwy.gov.

To join, click link or copy it to your browser: <https://us02web.zoom.us/j/89815607506?pwd=VRBttOjO4U0djVtN3RrYF2QNzgaT4M.1>

Or join at zoom.com with Webinar ID: **898 1560 7506** and Password: **83001** or by phone: **+1 346 248 7799**

II. CALL TO ORDER AND ROLL CALL

III. WORKSHOP ITEMS

- A. Town Council Purpose & Roles: Overview and Consideration (Lea Colasuonno & Tyler Sinclair, 60 mins)
- B. Parking Action Plan Update (Charlotte Frei & Miles Contreras, 60 mins)

IV. MATTERS FROM MAYOR AND COUNCIL

- A. Board and Commission Reports

V. COUNCIL PRIORITIES

- A. Council Priorities

VI. ADJOURN

Please note that at any point during the meeting, the Mayor 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.

STAFF REPORT



Meeting Date:	September 15, 2025	Meeting Title:	Workshop
Submitting Department:	Legal & Administration	Presenter:	Lea Colasuonno & Tyler Sinclair
Agenda Item:	Town Council Purpose & Roles: Overview and Consideration	Public Comment:	Yes

Purpose & Policy Considerations.

The purpose of this item is to 1) provide an overview of best practices for the Council in these areas, 2) review how the Town Council currently operates and their supporting documents (Rules & Procedures and Working Agreements), 3) enable Council to discuss its satisfaction/dissatisfaction with its current practices, and 4) enable Council, as it sees fit, to direct staff to update/modify documents and practices.

Requested Action.

Staff request the Council consider the presentation, participate in discussion, and direct staff to take further action, if desired (changes to Council's current practices, Rules & Procedures, and/or Working Agreements, etc.).

Recommendations.

Staff have no specific recommendation for the items in the presentation; however, staff does recommend the Council consider updating its practices and operations to more closely align with best practices for boards.

Background.

In recent retreats and with the advent of three new council members there has been general discussion of identifying strengths, weaknesses, and opportunities for revisiting the Council's current and long-standing practices around roles of the mayor and individual members, how the Council operates/functions as a body, governance structure, guiding documents, and general practices.

This item is an initial opportunity for the Council as a body to consider material on best practices for boards, review its current Rules and Procedures as well as Working Agreements, and have a dialogue around whether the best practices and current practices are in alignment, or whether updates could be made to bring the two into better alignment.

Analysis & Key Policy Questions.

This item will proceed pursuant to the attached PowerPoint presentation.

Possible Alternatives.

Not applicable.

Comprehensive Plan & Priority Alignment.

Section 8.1 and 8.2: Timely, efficiently, and safely deliver quality services and facilities in a fiscally responsible and coordinated manner.

Fiscal Impact.

None.

Staff Impact.

The staff impact of this item was most keenly felt in the Legal Department, requiring approximately 20 hours of the Town Attorney's time, and had secondary impacts in the Administration Department, requiring approximately 12 hours of the Town Manager's time.

Attachments or Links.

PowerPoint Presentation - *Town Council Purpose & Roles: Overview and Consideration*

Suggested Motion.

Potential motions provided in the PowerPoint Presentation.



Town Council Purpose & Roles: Overview and Consideration

Road Map: Our Discussion Today

Section I.

Best Practices of Effective Boards

Section II.

**Current Council Practices,
Procedures, Working Agreements**

Section III.

Discussion



Section I. Best Practices of Effective Boards

The high-performance board, is competent, coordinated, collegial, and focused on unambiguous goals. Such entities do not simply evolve; they must be constructed.

— *David A. Nadler, Harvard Business Review*

It is the board's responsibility to set the strategic direction of the organization and to ensure that management is aligned with that direction.

- Cyrus Vance, U.S. Secretary of State

What a
Board's job *is*.

What a
Board's job is
not.

MACROMANAGE

- Set policy
- Make & apply strategic plans
- Financial planning & oversight
- Hire & supervise direct employees
- Executing duties assigned by law

MICROMANAGE

- Tell staff what to do every day
- Deal with every problem that comes up
- Decide how to spend every penny

Practices of Highly-Effective Governing Bodies

Both in and outside of meetings

Think and Act Strategically.

- Leadership starts with vision.
- Achieving vision requires defining strategic issues that need to be addressed to succeed. Overcoming strategic issues requires developing long-range goals.
- The governing body, ultimately, provides the decision-making and budgetary focus to accomplish the goals.

Practices of Highly-Effective Governing Bodies

Both in and outside of meetings

Respect Shared Constituency.

- Cities, towns, counties, and non-governmental community entities are islands. To meet citizens' needs effective governing bodies recognize they must coordinate and integrate:
 - Horizontally – local government to other local governments, and local government to community entities; and
 - Vertically – local government to federal and state governments

Practices of Highly-Effective Governing Bodies

Both in and outside of meetings

Fundamentals of Teams and Teamwork.

- Governing bodies by law, exist and have authority only when their members convene as a “body.” To be an effective “team” there must be:
 - A sense of purpose and goals
 - Defined roles and relationships
 - A commitment to team success
 - A climate of trust, openness, and mutual respect
 - Standards of success and performance
 - The support, resources to achieve success
 - Principled and disciplined leadership

Practices of Highly-Effective Governing Bodies

Both in and outside of meetings

Allocate Time and Energy Appropriately.

- Time is a critically precious and limited, commodity. Ensure spending it effectively is critical. The four primary areas to allocate time to are:
 - Goal-setting (retreats)
 - Exploration (workshops)
 - Disposition/legislation (regular meetings)
 - Community relations (interactions with constituencies and other jurisdictions and agencies)

Practices of Highly-Effective Governing Bodies

Both in and outside of meetings

Clear Rules and Procedures for Board Meetings.

- Conducting effective and productive meetings requires having and adhering to clearly defined rules and procedures.



What's a Chair's Role?

FACILITATION

Make sure everyone understands

- ✓ Check in regularly, summarize often

Make sure everyone feels comfortable speaking

- ✓ Solicit new opinions, encourage questions

Make sure no one dominates the conversation

- ✓ Encourage people to step up or step back

Keep conversation on track

- ✓ Remind the group of the goal of the discussion, place things aside for later in the discussion

Be time efficient

- ✓ Manage individual items, time limits, speakers

Maintain Order of Robert's Rules

- ✓ Introduce agenda items and provides factual context
- ✓ Recognize speakers
- ✓ Remain impartial during the debate
- ✓ Facilitate votes on motions, announces the results
- ✓ Maintain the integrity of the parliamentary process



What's a Member's Role?

PARTICIPATION

Informed Decision-Maker

- ✓ Stay up-to-date on issues, policies, and budget matters

Act Respectfully

- ✓ Treat all colleagues, constituents, and staff with courtesy and consideration

Effective Communicator

- ✓ Articulate views clearly & concisely, listen attentively, and engage in constructive dialogue

Collaborate

- ✓ Work effectively with other members, the staff, and community groups to achieve goals

Maintain Integrity & Ethical Conduct

- ✓ Maintain integrity and adhere to legal and ethical standards



All Member's Rules of Engagement

Act respectfully, professionally,
collegially

Debate ideas, not personalities

Focus debate on the current
motion/item being considered

Address remarks to the Chair, not other
members

No delaying, disrupting, interrupting
proceedings

Section II. Current Council Practices

Why the Town exists:

The Town of Jackson exists to provide municipal services necessary to support the residential, business, environmental, and historical interests that define our community. Our services enhance the quality of life for those who live here and enhance the experience for our guests.

- Current Town of Jackson Mission Statement

What Town Council does:

1. **Duties Required by Statute and Local Codes:** The Council hears items and makes decisions that laws require.
2. **Policymaking Role:** The Council is a policymaking body - enacts ordinances, adopts resolutions, sets policies to guide the Town's daily operations and strategic direction, and appropriates funds in coordination with law and policy.
3. **Representational Role:** Individual councilors are elected to represent the interests of constituents.
4. **Managerial Oversight & Accountability Role:** Responsible for overseeing the overall administration of the Town – set/review the budget and hold direct employees accountable (Town Manager, Town Attorney, and Municipal Judge).
5. **Strategic Direction & Goal Setting Role:** Councilors work collaboratively to establish strategic plans for the Council as a body and the Town as a whole.

How Council Functions

Collectively

Decisions made as a group through discussion & deliberation

Participatorily

Decisions made with public participation

Transparently

Deliberate & vote in public meetings, maintain records

Structured

Discussion, public participation, & action occur within structured process

TOWN COUNCIL RULES & PROCEDURES OVERVIEW

- **Procedure.**

- Adopts Robert's Rules; allows variation; not strict usage

- **Meetings.**

- Sets out types of meetings (regular, special, emergency); legal notice for each type; conduct of each meeting; quorum

- **Order.**

- Sets out order of meetings; how agendas & packets prepared; staff reports; item presentation (ordinances, resolutions, consent calendar)

- **Motions.**

- Sets out common motions; voting; rules of debate; public & staff addressing Council; rules of decorum in Chambers

- **External Council Communication.**

- Outlines Council as board and committee liaisons; use of official correspondence

- **Appointments.**

- Details appointment procedures

- **Discipline.**

- Details censure and admonition procedures

Section IV. Conduct of Regular Meetings Held at 6:00 Pursuant to Resolution

Role as Chair

Mayor, or in the absence of the Mayor, the Mayor Pro Tempore, shall act as chairperson at all meetings. In the absence of the Mayor and the Mayor Pro Tempore, the acting Mayor Pro Tempore shall act as chairperson at all.

Other Elements

Mayor may move, second, debate, and vote.

Mayor introduces items, ask for a staff presentation, ask for applicant presentation, ask for motions, open public comment, preside over Council discussion, and call for a vote.

Mayor may allow additional Council questions of staff, of the applicant, and/or take additional public comment any time they deem appropriate.

Section VII.

Rules of Debate

Obtaining Floor

Councilmember: In obtaining the floor, every Councilmember shall first address the Mayor, gain recognition by the Mayor, and shall confine themselves to the question under debate.

Time Limits

No Councilmember shall speak more than once upon any particular item until every other Councilmember desiring to speak upon the item has spoken.

No Councilmember shall speak longer than five (5) minutes the first time, or three (3) minutes the second or subsequent times, on any one particular item, except by majority vote of the Town Council.

No Councilmember shall speak more than three (3) times on the item without the express consent of the Mayor.

Section IX. Rules of Decorum

Decorum Generally

- Town Council proceedings shall be conducted in an orderly manner to ensure the public has a full opportunity to be heard and the deliberative process of the Town Council is always retained. The Mayor shall be responsible for maintaining the order and decorum of proceedings.

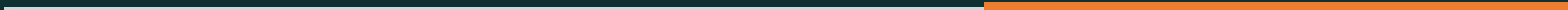
Councilmembers

- Must preserve order and decorum.
- Shall not, by conversation or otherwise, delay, disrupt, impede, or interrupt the order of the Council proceedings, interrupt any other Councilmember while speaking, or refuse to obey the orders of the Mayor.

WORKING AGREEMENTS

Discussion	Consensus & Voting	Respect	Intentionality	Fairness and Equity	The Body Politic
Avoid grandstanding	Express our opinion and vote.	Not surprise each other or staff at meetings / Ask staff questions in advance	Trust each other to have positive intentions	Give equal time and equal information	Support Council decisions even if voted in opposition
Minimize repetition	Work towards consensus when appropriate.	Act professionally.	Thank each other	Be consistent	Not undermine decisions already made
Refrain from back and forth debate	Understand that a split vote is not personal	Treat constituents with respect at and away from the lectern	Celebrate successes	Transparency in words and deeds	Do not belabor/ lobby issues with members or with staff after action taken

Section III. Discussion



Reviewing the Council's current practices, procedures, and working agreements vis-à-vis the best practices, are there changes to the way the Council currently operates, functions, or works together that the Council wants to make?



Options to Implement Best Practices

I move to direct Staff to bring back

- ✓ Changes to the Rules and Procedures, as discussed today.
- ✓ Changes to the Working Agreements, as discussed today.
- ✓ _____ (other).
at a future Town Council meeting.

I move to add discussion of the below items to the 2026 Retreat

- ✓ _____
- ✓ _____
- ✓ _____

STAFF REPORT



Meeting Date:	September 15, 2025	Meeting Title:	Regular Workshop
Submitting Department:	Joint Transportation Division	Presenter:	Charlotte Frei & Miles Contreras
Agenda Item:	Parking Action Plan Update	Public Comment:	Yes

Purpose & Policy Considerations.

The purpose of this item is for Council to consider taking action on various parking policy items, including:

- 1) Recommendations from the 2025 Parking Action Plan, which serves as an update to the 2019 Downtown Parking Mobility and Management Plan (PMMP) accepted by council resolution on July 15th, 2019.
- 2) Intersection daylighting recommendations and prioritization. Daylighting refers to restricting parking and other vertical obstructions around an intersection, typically 20-30 feet, in order to improve the visibility of and safety for all intersection users.
- 3) Advancing conceptual design for a mobility hub at Home Ranch to relocate and add parking spaces to the Town supply.

Requested Action.

This item serves as a focused request to implement specific actions from the 2025 Parking Action Plan. This request is based on data and analysis conducted throughout 2024-2025 (and tied to the 2019 PMMP), resulting in the highest priority actions.

Recommendations.

Staff recommends Council direct staff to implement priority parking action steps and intersection daylighting at five (5) priority intersections.

Background.

Parking is one of the greatest levers a local government has available for achieving economic development, land use, emissions, and transportation goals. Managing parking supply to align with strategic goals can shape land use and the public realm. The search for parking can be a source of frustration for visitors, residents, and employees, and this frustration often peaks during the peak visitation months. The search for parking generates emissions and congestion that undermine our environmental goals. To address near-term parking needs with an eye toward a strategic vision, staff have synthesized past parking and transportation plans, Town Council direction, discussions with staff, and recent (August 2024 and March 2025) data to recommend a path forward. This staff report focuses on initial steps to advance recommendations from the 2019 PMMP (Section 1) and a recent daylighting effort (Section 2). In Background Section 3, other coordinated parking efforts that can enhance mobility and reduce parking demand are also discussed. Finally, recommendations are presented in Background Section 4. Among the recommendations is to increase the net parking supply via a Mobility Hub at Home Ranch while relocating some on-street spaces to a structure at Home Ranch. Paid parking would be a likely and necessary component to finance construction of a parking structure.

1. Parking Data Collection and 2025 Parking Action Plan:

In 2019, the Town of Jackson adopted the Downtown Parking and Mobility Management Plan (PMMP), which recommended implementation of a series of parking management strategies to address significant parking constraints in the Downtown core and improve mobility for travelers. Due in part to the onset of the COVID-19

pandemic, implementation of the recommendations within the 2019 PMMP were delayed. Section 1 of this staff report provides a summary of parking strategic planning work conducted since 2019 that informed the recommendations in Table 1 (page 8).

1.1 Downtown Paid Parking RFP [April 18, 2022 Town Council Workshop ('Prior Workshop')]

Based on the findings in the 2019 PMMP, staff issued an RFP for paid parking in late 2021, and Council also directed staff to explore a residential permit system. The Planning Director noted during the Prior Workshop that even though a portion of Downtown met triggers for paid parking, the study recommended a roadmap of actions that the Town could take including short-, medium-, and long-term action items. Short-term items were those that could be done without new staff; medium-term recommendations were steps that required more staff capacity (triggered by hiring a new FTE 'Parking Manager'). Two short-term recommendations included converting Home Ranch to 3-hour parking and converting Downtown parking from 3-hours to 2-hours; both of these steps were recommended to deter employees from parking in the 2- or 3-hour areas and redirect them to the Millward/Simpson garage as a primary employee parking location. In the Downtown Core and areas restricted to 3-hour parking, there are approximately 771 stalls. The RFP released in September 2021 indicated 400-500 spaces could be designated as paid.

Staff received three responses to the RFP and learned that paid parking systems by traditional/physical operators typically involve the following:

1. Up to a year of public outreach prior to launch – to work with local businesses toward a shared understanding of the system. Ongoing marketing and public outreach while the system is running.
2. Parking kiosks or meters if the system has physical/mechanical system, or signage with a link/QR code to pay for 'digital first' systems. The three (3) responses received in 2021 all included physical kiosks bolted into Town sidewalks, but digital systems are more widespread in 2025; see Figure 1 below for vendors' proposed costs.
3. Payment system that may include cash, credit card, or mobile payment.
4. Parking staff¹ – 3 to 5 FTEs managing the system and performing enforcement. The respondents to the RFP wanted to bring their own staff, called 'ambassadors', who educate users and issue tickets for violations. This is a model where the operation is out-sourced, and the parking company collects a higher share of the revenue to cover costs and profitability.
5. Parking signage and wayfinding information as people enter paid on-street or off-street areas.
6. Maintenance and updating – depending on the extent of the on-street hardware and software, the IT department does not need to be involved, but there is typically a cost for warranty and Software-as-a-Service (SaaS).
7. Monitoring Reports for utilization, turnover, revenue, and unique users.

¹ Note: a combination of software features and enforcement practices could reduce burden on Town staff while also limiting human interactions with vehicles/drivers.

Council Cham...

	Car Park	REEF/Republic	Interstate
Installation costs	\$425,000	\$600 per pay station (number of pay stations TBD)	\$00.00 (they pay all startup costs) but about \$145,000
FTEs	Full-time: 3 Summer: 4.5	Full-time: 3 Summer: 5-6	Full-time: 2 – 4 (no town staff)
Payroll	\$300,000 /year	\$180,000 / year	\$400,000 / year
Management fee	\$42,000/year	\$21,000/year	\$48,000/year \$00.00/year (with revenue sharing) or
Revenue (annual)	Y1: ≈ (\$300,000) (at \$1/hr) Y2: ≈ \$125,000 (at \$1/hr) Y1: ≈ \$200,000 (at \$2/hr) Y2: ≈ \$625,000 (at \$2/hr)	Not Provided	≈ \$250,000 - \$340,000 (includes deduction of 50% revenue share of estimated \$675,000 annual gross revenue)

Figure 1. Implementation Costs from 2021 Paid Parking Providers (Source: Workshop Video, 4/18/2022)

During the Prior Workshop discussion, the Town Council discussed the role of paid parking in transportation planning. The conversation emphasized that paid parking should be integrated into broader transportation management strategies, though at the FY2023 Council Retreat paid parking was not identified as a priority. Councilmembers discussed whether a residential parking permit system could be deployed townwide, particularly in response to growing recreational vehicle use (staff noted that a Phase 1 parking study in 2016 found no need for such a system at the time). Other considerations included employee parking needs, use of technology to manage space efficiently, creation of a parking benefit district, and the broader impacts of parking on congestion and emissions. One Councilmember also highlighted the Town's \$230 million in assets and questioned the value of a parking space relative to the staff effort required for management.

The Prior Workshop discussion concluded with an emphasis that parking strategy should focus on reducing congestion and vehicle miles traveled (VMT), rather than serving primarily as a revenue generator. While some revenue would likely go toward cost recovery for staff and equipment, Councilmembers noted that parking pricing is a tool for managing travel demand, consistent with the goals of the Integrated Transportation Plan. The motion approved by Council on April 18, 2022 was **'to direct staff to postpone further action on a downtown paid parking program until after FY23'**. Council was supportive of continuing a holistic conversation regarding downtown parking management toward the goals of the ITP.

1.2 Updated Action Plan - 2025

In 2024, Town staff led a data collection effort to determine how parking demands have changed since 2018 when the 2019 PMMP data was collected. Results indicated that parking demands exceed 2018 levels, with many of the constraints identified in 2018 lasting for longer during the day, particularly on weekdays. Typically, when parking areas are 85% utilized or more, this indicates more vehicles will be 'cruising for parking', adding extra vehicle miles travelled and emissions to an already congested street network. The 85% threshold is an indicator that paid parking may be appropriate.

While the 2019 Downtown PMMP will continue to serve as the long-term guiding document for parking management, staff gathered data to inform an Action Plan to serve as a short-term guide for 2025. In order to re-launch implementation of the 2019 PMMP, the 2025 Parking Action Plan makes use of the 2024 data, coordination with Town/County staff, and the original 2019 PMMP recommendations to identify key strategies to pursue in 2025. Below are key findings from the 2025 Parking Action Plan as compared to the 2019 PMMP.

1.2.1 Key Changes and Emerging Issues from August 2024 Data Collection

Since adoption of the Downtown PMMP in 2019, there have been several notable changes in the Town's downtown core in terms of use, seasonality, and physicality, along with new issues that have emerged.

1.2.1.1 Peak Summer Season Changes and Issues (findings from August 2024 data review)

- **Termination of the Taxi2Fly Program:** The Parking Garage is no longer used by the Taxi2Fly program. In the 2019 PMMP, ending the TaxiFly program was a goal to reclaim additional parking capacity for Downtown employees.
- **Long-Term Off-Street Vehicle Storage in the Parking Garage:** The 48-hour limit within the Parking Garage is very difficult to enforce and has led to long-term vehicle storage in this facility, in some cases by commercial operators (such as car rental services²). *Note: Paid overnight parking in the Parking Garage has been proposed and is pending implementation.*
- **All-Day Parking in Public Lots for Non-Downtown Activities:** Free, all-day parking in many of the Downtown lots has led to some degree of all-day parking for users not working or visiting Downtown. For example, some events or groups identify lots such as Home Ranch as a convenient meeting point that allows all-day free parking, ultimately making use of shuttle service or carpooling to non-Downtown activities (See Figure 2). These types of "park-and-ride" or "park-and-carpool" activities are not explicitly listed as a goal³ for the Home Ranch Lot in the 2019 PMMP, and planning staff noted many tour companies indicate in their Conditional Use Permit that they are picking guests up at their hotels/lodging (not at Home Ranch). If park-and-ride uses are to continue, the lot needs to be managed differently.

² See March 18, 2024 staff report for additional background on unintended uses of the parking structure:
<https://jacksonwy.portal.civicclerk.com/event/2060/files/attachment/5544>

³ Page 30, Objective #3 indicates the Home Ranch lot is intended for customers/visitors, recreational vehicles, and employees. If surplus supply is available other uses are residents/residential; transit and pick-up/drop-off, and commercial/deliveries.



Figure 2. Coach Bus in oversized space at Home Ranch on Saturday, August 3, 2024. Staff collecting data frequently observed wedding guests carrying invitations, instructing them to park at Home Ranch and take a shuttle to a wedding venue; several guests asked survey teams for directions. While encouraging and providing shared mobility is a priority of the ITP, wedding guest parking for remote venues is not an explicitly permitted use for the Home Ranch parking lot during peak summer weekends.

- **Time-consuming Enforcement of Summer 72-Hour Parking Time Limits:** Section 10.04.190 of Jackson’s Municipal Code states that no vehicle may “remain parked on the same block face of any street within the Town for longer than 72 consecutive hours.” These types of restrictions are common to prevent long-term on-street storage of rarely used vehicles, particularly recreational vehicles. Some residents have reported receiving a citation on their vehicle they use daily, possibly due to enforcement technology that may incorrectly flag vehicles as remaining parked in the same location, even after relocating and returning to the same location. Some residents express frustration about recreational vehicles and equipment (such as boats and campers) that remain parked on the street for extended periods preventing other uses (such as guests or customers). An evaluation of 3-hour, versus 8- or 72-hour limits, could be explored.

1.2.1.2 Winter Season Changes and Issues

- **Concerns Over Winter Overnight Parking Restrictions:** From November 1 – April 15, no overnight parking is permitted on-street or on the top level of the Parking Garage. Year-round, parking is not permitted from 2 am to 7 am in Town lots. The conversion of the Parking Garage to paid overnight parking in 2025, as well as increased overnight parking demand, has led to renewed concerns regarding overnight parking among some Downtown residents without access to off-street parking.

1.2.2 Parking Demand in August 2024

The following key observations are based on on-street and off-street parking data collected August 1-3, 2024:

- **On-street peak parking demands within the 3-hour area have increased by 18% on weekdays and 7% on Saturdays compared to 2018.** Additionally, particularly on weekdays, the period of constraint has generally increased and now covers a longer period of the day compared to 2018.
- **Off-street peak parking demands within the public surface lots have increased by 12% on weekdays and 15% on Saturdays compared to 2018.** As observed on-street, the period of constraint has generally increased and now covers a longer period of the day compared to 2018, with Home Ranch lot now exceeding 85% occupancies well into the evening hours on weekdays. (see *Figure 3* below) In some cases, occupancy exceeded 100% because parkers opted to park in drive aisles, even though there may have been open, on-street parking spaces two or three blocks away. The data in *Figure 4 'Unrestricted Edge Zone'* row show lower occupancy in the edge zone in 2024 compared to 2018, even as vehicles were parked illegally (*Figure 5*) within two blocks of this edge zone.
- **At least 35% of vehicle trips in the sampled areas of the Arts Lot and Home Ranch Lot were for longer than 3 hours on weekdays (and 30%+ on weekends),** indicating frequent usage by employees or other all-day parkers. Given the system constraints, these long-term trips directly displace short-term customer/visitor trips that may otherwise use these lots, forcing these users to park further from the Downtown Core.
- **The violation rate within the sampled areas of the 3-hour on-street zone was found to be less than 10% on both weekdays and Saturdays, suggesting acceptable levels of compliance with the posted time limits.** However, some employees or other all-day users may park in the time-limited area and move their vehicles, and the amount of “chain parking” cannot be determined without a full hourly utilization study across the entire 3-Hour zone.

Taken together, these levels of constraint indicate that it is very difficult for customers and visitors to find parking, particularly during the early afternoon hours on weekdays and during the morning hours on Saturdays. Occupancies over 85% typically result in visitor frustration and lead to higher levels of traffic congestion as drivers circle multiple blocks while searching for parking.

Furthermore, while there remains parking available on the edges of the Downtown Core, these areas of availability are likely difficult to communicate to transient users such as day-visitors. It will likely be more effective to shift employee parking (and other regular, long-term parkers) out of the Downtown Core to enable short-term parking.

Additional data was collected March 20 through 23, 2025 at the Home Ranch Lot and Millward/Simpson Parking Garage. The average stay duration at Home Ranch Lot was 4.55 hours. The average stay duration at the parking garage was 20.61 hours.

Table 3: 2024 Off-Street Weekday Occupancies by Lot

Lot	Stall Count	8 AM	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM	Average
Arts Lot	58	40%	83%	98%	91%	84%	88%	31%	74%
Miller Lot	67	34%	99%	103%	97%	84%	87%	75%	83%
Deloney Lot	82	65%	89%	94%	96%	98%	87%	73%	86%
Home Ranch Lot	194	30%	74%	94%	97%	97%	91%	92%	82%
Total	401	39%	83%	96%	96%	93%	89%	77%	82%

Table 4: 2018 Off-Street Weekday Occupancies by Lot

Lot	Stall Count	8 AM	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM	Average
Arts Lot	58	21%	96%	96%	96%	84%	100%	75%	81%
Miller Lot	67	43%	86%	92%	80%	62%	57%	40%	66%
Deloney Lot	82	38%	77%	95%	89%	84%	49%	33%	66%
Home Ranch Lot	194	34%	81%	89%	91%	90%	80%	39%	72%
Total	373	35%	83%	92%	89%	83%	72%	43%	71%

Figure 3. AUGUST WEEKDAY OFF-STREET Tables from Parking Demand Study showing change in utilization from 2024 (top) since 2018 (bottom, *n.b.*, the total is also 401, not 373)

Table 1: 2024 On-Street Weekday Occupancies by Zone

Zone	Stall Count	8 AM	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM	Average
Downtown Core	552	44%	77%	85%	87%	80%	81%	77%	76%
3-Hour Edge Zone	219	37%	66%	72%	75%	67%	63%	54%	62%
Unrestricted Edge Zone	338	25%	41%	52%	51%	49%	39%	38%	42%
Total	1,109	37%	64%	72%	74%	68%	65%	61%	63%

Table 2: 2018 On-Street Weekday Occupancies by Zone

Zone	Stall Count	8 AM	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM	Average
Downtown Core	528	41%	74%	88%	79%	79%	86%	78%	75%
3-Hour Edge Zone	230	25%	49%	57%	56%	59%	69%	59%	53%
Unrestricted Edge Zone	305	45%	56%	56%	55%	58%	51%	38%	51%
Total	1,063	38%	63%	72%	67%	69%	72%	63%	64%

Figure 4. AUGUST WEEKDAY ON-STREET Tables from Parking Demand Study showing change in utilization from 2024 (top) since 2018 (bottom)



Figure 5. Vehicle Parked in eastern drive aisle at the Deloney Lot, as it likely arrived during peak occupancy. Staff observed this vehicle for most of the day on Saturday, August 3. Staff also observed vehicles parking in drive aisles or striped areas in the Arts and Miller Park lots.

2. Intersection Daylighting:

2.1. What is intersection daylighting?

Intersection daylighting refers to limiting obstructions from near corners of intersections so that drivers, cyclists, and pedestrians have clear sight lines to traffic approaching from lateral directions. In this context, it refers to extending no parking zones/red curbs to meet the 20-foot length from crosswalk or traffic control signal mandated in Wyoming State Statute § 31-5-504 and Town Municipal Code. Several years ago, red curb lengths around downtown intersections were reduced to increase parking capacity. Staff are now recommending daylighting the intersections to the 20-foot minimum to improve intersection safety for vehicles, pedestrians, and cyclists. Staff recommends prioritizing locations to come into better compliance with statute, subject to available resources.

2.2. Curb inventory and results from daylighting needs assessment:

In April 2025, staff engaged Waypoint Transit to conduct an assessment using satellite and Streetview imagery to inventory curb lengths, types, and parking signage in East Jackson. The inventory boundaries were Flat Creek Dr. on the west, Redmond St. on the east, Mercill Ave. on the north, and Snow King Dr. on the south. The full study is included as an attachment. Currently, **58%**⁴ of intersection-adjacent red curbs in this East Jackson study area fall short of the state-mandated 20 feet (See *Figures 6 and 7*).

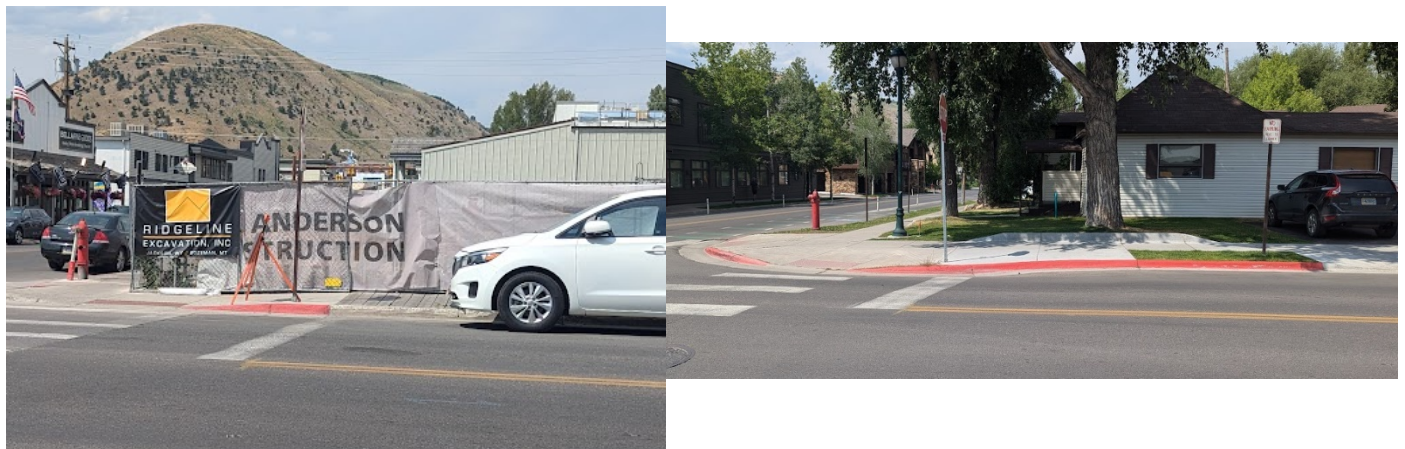


Figure 6. Comparison of Intersections that fall short of 20-foot daylighting (left, Cache and Pearl) and approach 20-foot daylighting (right, Willow and Pearl- the driveway curb cut is approximately 16 feet from the transverse crosswalk lines)

Staff is working towards obtaining similar curb and parking inventory data for Midtown Jackson (tentatively bounded by US 89 on the west and north, Crabtree Lane on the south, and Karns Meadow Drive on the east). Midtown curb data will inform similar daylighting work as well as parking inventory and policy analysis for this area.

⁴ The Daylighting Study found that within the East Jackson study area, 337 of 808 total curb segments adjacent to intersections met the State Statute 20-foot daylighting minimum.

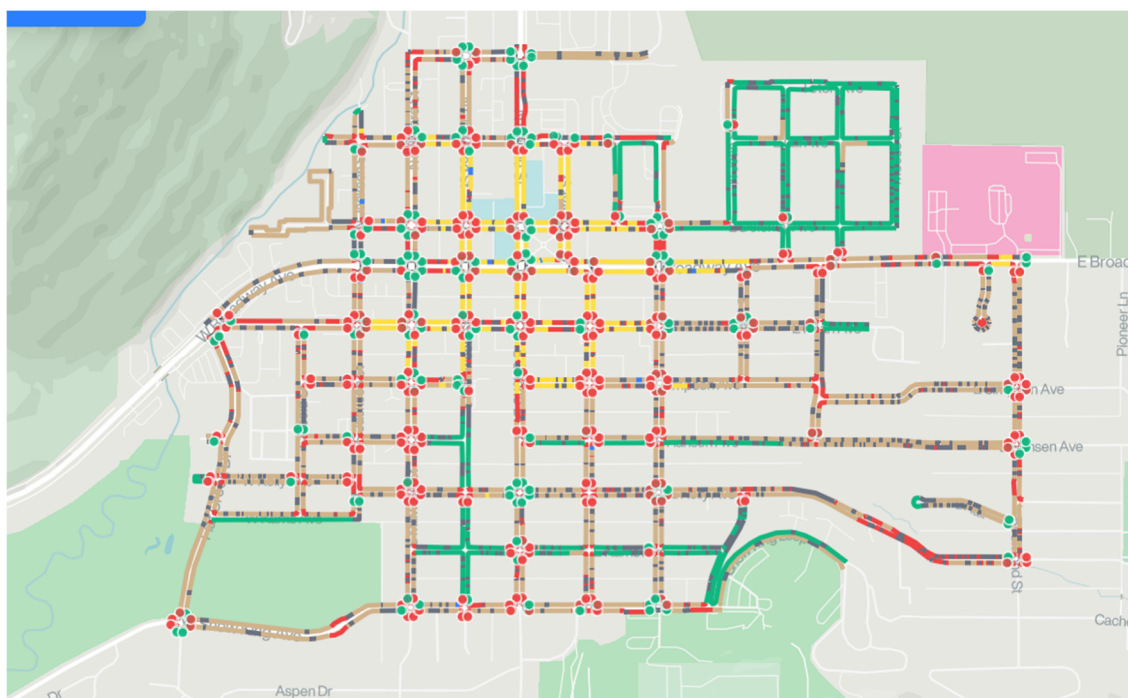


Figure 7. Curb map of East Jackson – publicly available at jackson.waypointtransit.com

2.3. Recommended Actions:

Staff recommends initially prioritizing 20-foot daylighting at the five (5) identified priority intersections by extending red curb paint and moving “no parking here to corner” signs by Fall 2025. These intersections are priorities because they are on the High-Injury Network and are along corridors that were identified as the highest priority locations in the Comprehensive Safety Action Plan⁵ adopted on June 2, 2025. This involves removing approximately one space adjacent to each affected intersection, as a standard parking space is roughly 20-22 feet long.

Staff recommends implementing 20-foot daylighting at intersections in the study area that are in the ‘High Injury Network’ by the end of 2026, developing a priority ranking with the Town Public Works that aligns with their resources and timeline for other street projects.

This initial recommendation towards improving intersection safety for all users at five intersections⁶ will result in the cumulative displacement of 7 parking spaces and an estimated materials cost of \$5,956 in 2025. These 5 intersections are as follows (and are all in the 3-hour parking zone unless otherwise indicated):

1. Jackson & Kelly (not in 3-hour zone),
2. Jackson & Deloney,
3. Jackson & Broadway,
4. Pearl & Glenwood, and
5. Cache & Broadway.

⁵ Joint Meeting Staff Report for Comprehensive Safety Action Plan:

<https://tetoncountywy.gov/DocumentCenter/View/36797/0602A-Safe-Streets-for-All-Comprehensive-Safety-Action-Plan-Adoption>

⁶ See full study attached for additional detail.

To implement daylighting at the remaining intersections ‘Along the High Injury Network’ identified in the Safe Streets for All project may result in up to **74 spaces** displaced and **\$55,002** in material costs (see *Table 2*). These intersections could be addressed by Town Streets Division crews and/or by contractors. Painting red curb segments could be prioritized over sign moving, pending Street Division crew capacity and budget.

Table 2. Daylighting study estimates of implementation impacts.

Priority	Intersections	Curb Sections to Paint	Signs to Move	Cost	Parking Spaces Relocated
Top Priority Intersections	5	14	8	\$5,956	7
Along High Injury Network	58	157	59	\$55,002	74
Total (including 7 low priority intersections)	70	196	77	\$71,558	95

Note: Cost numbers are based on the following material cost assumptions:

Cost to paint red curb: **\$20/ft**

Cost to move signs: **\$400/sign**

3. Next Steps on Coordinated Parking Strategy

Multiple current initiatives—ranging from facility upgrades to policy refinements—are contributing to the development of a comprehensive parking strategy and management guidelines that advance the goals of the Comprehensive Plan and ITP. These efforts aim to balance access, vehicle turnover, neighborhood livability, and support for multimodal transportation. Staff are continuing to coordinate on these efforts and will bring updates to Town Council as appropriate. Key efforts that will come back before Town Council as part of a holistic workshop include:

1. **Parking Zone Framework** – Staff are evaluating how existing 3-hour and 72-hour parking limits are functioning in different parts of town and exploring whether the demand for ‘long-term’ parking (8-10 hours) warrants policies to promote it in some locations and limit it in others. While the 3- and 72-hour zones are intended to encourage turnover downtown and prevent long-term vehicle storage in neighborhoods, some areas are seeing less desirable uses (e.g., long-parked boats, campers, or vehicles for sale). Staff suggest creating a decision matrix to guide the appropriate time limit by location. This task is related to the ATV/UTV scoping staff report presented by the Planning Director on August 18, 2025.
2. **Millward/Simpson Parking Garage Upgrades** – New SKIDATA equipment has been installed to improve garage operations and data collection. Staff have worked closely with the vendor to resolve installation issues and expect to have operational performance data available later this winter to inform future policy and price adjustments.

3. **Mobility Hubs** – Planning efforts for key multimodal nodes include integration of parking access, bike facilities, and transit connections. Grant applications (5339, Rural and Tribal Assistance Pilot Program) have been submitted to support conceptual design, with Home Ranch prioritized for improvements that offset parking spaces relocated for daylighting and other safety improvements. Financing such as through the Transportation Infrastructure Finance and Innovation Act (TIFIA) program, which provides low-interest loans for transportation infrastructure, could also be explored.
4. **Carsharing Program** – Staff are developing an implementation plan for a small-scale carshare pilot (2–4 vehicles) targeted for 2026. This will provide residents and visitors with an alternative to owning a vehicle, reducing parking demand. Most vehicles sit unused for approximately 95%⁷ of the time, but car sharing and other shared mobility options enable travelers to access a vehicle when needed—reducing both the capital investment and valuable land required for private vehicle ownership and storage.
5. **Traffic Calming Integration** – A prioritization framework is being developed to recommend responses to neighborhood traffic calming requests, ensuring alignment with safety, mobility, and parking management goals.
6. **Updating Parking Standards in LDRs** – Current fee-in-lieu amounts are below the actual cost of constructing replacement parking in a structure (\$40,000–\$50,000 per space, with greater seismic needs resulting in a higher per-space cost). Staff recommend revisiting fee levels and minimum parking requirements to better align cost recovery with housing, land use, and transportation goals.
7. **Understand the value of parklets** – many businesses have taken advantage of the opportunity to use a parklet for additional retail/dining space. Understanding the revenue generated by a parklet can inform rate setting to fund longer-term relocation of parking spaces. The popularity of the parklet program demonstrates that a 20-foot by 25-foot section of asphalt has value to business owners and customers beyond vehicle storage.
8. **Pilot the conversion of Town Square adjacent blocks of Deloney and Center Streets to pedestrian-only from Memorial Day to Labor Day** – The Police Department and Public Works expend staff time to place and remove barricades for special events. Multiple staff and community members have noted that workload would be reduced – and visitor experience enhanced—if the two blocks adjacent to Town Square were closed to vehicles throughout the summer. *Figure 8* below demonstrates revenue generated by different ‘kerbside’ or ‘curbside’ uses, noting that placemaking features such as parklets and non-motorized access (bike share or bike parking) can result in more revenue due to 1) increased accessibility/capacity and 2) the desire to linger in human-centered places. The intersection of Center and Deloney closes regularly for the ‘Shoot Out’ during the summer months. Keeping these streets closed for the entire summer would reduce the effort needed to facilitate special events while enhancing the vibrancy of the space around Town Square. Surrounding Town Square, there are **27 vehicle spaces** along Deloney Street and **20 vehicle spaces** along Center Street that could be considered for relocation to a structure at Home Ranch.

⁷ U.S. Department of Energy, Office of Energy Efficiency & Renewable Energy. *Fact #1340: Household Vehicles Are Parked About 95% of the Time*. Using data from the 2022 National Household Travel Survey. Published September 11, 2023. Available at: <https://www.energy.gov/eere/vehicles/articles/fotw-1340-september-11-2023-household-vehicles-are-parked-about-95-time>

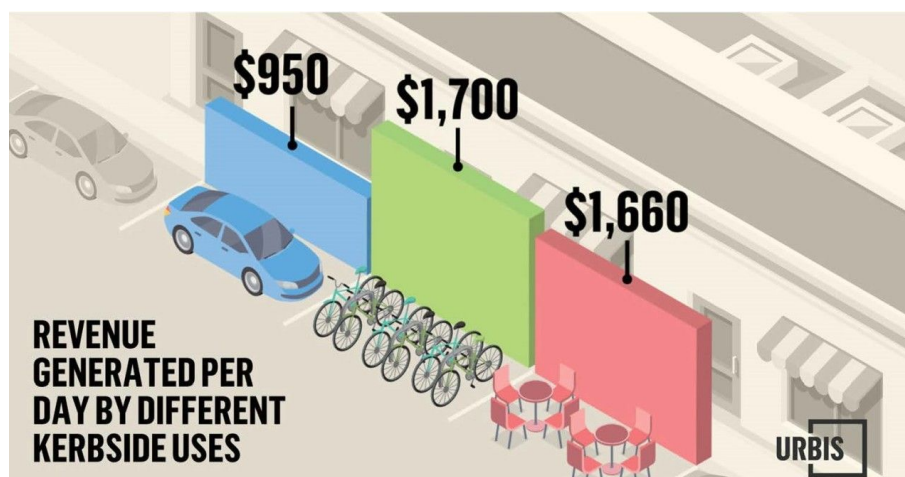


Figure 8. Revenue Generated per day by Different Curb Uses

4 Recommended Actions for Consideration

At today's workshop, staff is seeking direction on specific actions to carry forward from the 2019 PMMP and the 2025 update. Based on empirical findings and discussions with other staff, the Transportation Division FY26 adopted workplan prioritized several strategies meant to address parking challenges, manage travel demand, and reduce transportation emissions. Together, these strategies could increase the overall parking supply and make it more user-friendly, while also making the public realm more attractive and available to alternative modes as directed by the ITP. *Table 1* below summarizes the recommended solutions, including the original citation in the 2019 PMMP as applicable. The subsequent list elaborates on each strategy by referencing an identifier A through L.

Table 1. Recommended Strategies from 2019 Downtown PMMP to carry forward in 2025

ID	Action	PMMP ID	Cost	Staff Recom. Action
A	Consolidate Management of the Public Parking Supply	2.1	\$\$	Advance
B	Extend Enforcement Hours Until 7 pm	1.1	\$-\$\$	On Hold
C	Convert Home Ranch to 3-Hour Parking (Peak Season Only)	1.3	\$\$	Advance
D	Develop Employee Parking Maps & Communication Program	1.5	\$	In Progress
E	Implement Overnight Paid Parking in the Parking Garage	-	\$\$\$	In Progress
F	Invest in Real-Time Space Availability Technology- On- and Off-Street	1.7	\$\$	Continue evaluation
G	Initiate Regular Data Collection Program to Monitor Performance	1.8	\$\$	Advance
H	Update Municipal Code to Require Drivers to Move at least One Block to Avoid a Time-Limit Citation	1.9	\$	Continue evaluation
I	Add Additional On-Street ADA Stalls in Downtown	1.10	\$	Continue evaluation
J	Conduct Regular Mode Choice Survey	-	\$	Advance
K	Explore Revised Winter Parking Restrictions	-	\$	On Hold
L	Stripe All On-Street Parking Stalls on Commercial Streets in Downtown	-	\$-\$\$	Continue evaluation
Cost Estimates: \$ <\$25,000, \$\$ < \$100,000, \$\$\$ > \$100,000				

Staff recommendation for continued implementation of items in *Table 1* include the following:

- A. **Advance:** Consolidate Management of Public Parking Supply to a better-defined staff person, could evolve into a Parking/Mobility Manager when cost recovery for parking operations supports that role (Strategy 2.1 from Downtown PMMP 2019). Currently, Town Public Works/Facilities, Police Department, and Transportation staff coordinate on parking. Roles and responsibilities must be better defined to manage a parking system with growing complexity. Staff has initiated this by defining clear responsibilities for parking garage policy, operations, and enforcement.
- B. **ON HOLD:** If Jackson PD has additional capacity, this solution could be implemented. Both on-street and off-street parking is less constrained by 8 pm (see Figures 3 and 4 above, showing declines in utilization from 6 pm to 8 pm). This solution may be less meaningful if a technology solution for real-time monitoring (Item F) is implemented, hence this item can remain on hold until other solutions are explored.
- C. **Advance, High Priority:** Staff recommend **advancing parking management tactics at Home Ranch concurrently with developing a conceptual design to increase parking and overall mobility capacity of Home Ranch.** Converting Home Ranch to 3-hour parking would be more consistent with other 3-hour zones. To formalize the existing 'park-and-ride' uses, rather than restricting time to 3-hours, staff could implement a paid system where the first three (3) hours are free and each hour beyond three is charged at an hourly rate. Now that staff have experience with Parking Access and Revenue Control at the parking garage, we know what to expect regarding implementation at Home Ranch. Advancing recommendation F (real-time space availability) may result in a digital parking 'opt in' system that would increase turnover without adding to Jackson PD's enforcement workload. Home Ranch was prioritized as a Mobility Hub location during the May 2024 Joint Meeting.
- D. **In Progress:** The TDM Coordinator and Town Public Information Officer worked over the summer to update these maps and share them with the TTB and Chamber of Commerce. The maps have been updated on the Town website and staff can continue to promote this information. Wayfinding throughout Downtown will continue to be important to helping employees and visitors navigate parking and other transportation options.
- E. **In Progress:** Paid overnight parking at the garage is in the late stages of implementation. An update coming at a later date.
- F. **Continue evaluation, HIGH PRIORITY:** Invest in Real-Time Parking Space Availability Technology: Together with recommendations C and G, staff see strong value in pursuing technology that can track real-time space availability in public lots and, if feasible, on-street parking. This could involve cameras that observe occupancy (not license plates) and report on how full a lot or blockface is. In discussions with parking technology providers and among staff, the hardware required for space availability technology could be reduced by procuring an 'opt-in' system. In an opt-in system, when drivers park along a curb or in a lot, there is clear signage with a QR code or link to a mobile app, which they scan and can read about the restrictions in place at the time and location. The information can be updated by time of year, time of day, and zone to evolving parking needs. Such a system would provide the community with better information on parking availability while also enabling the Town to evaluate whether a paid parking solution could offset the costs of this technology. Typically, these costs are recovered through user fees, but the exact approach would be determined through the procurement process. Because this is a complex and often contentious issue, staff recommend first holding a workshop with Council to discuss the scope and benefits of a potential RFP. The workshop will give Council the opportunity to review how opt-in monitoring of both on-street and off-street could support

parking management and community goals. If Council directs, staff would then prepare and issue an RFP to solicit technology solutions that address both on-street and off-street parking needs.

- G. **Advance:** Regular data collection will be facilitated by the technology implemented in item E and proposed for items C and F. Staff spent over 260 hours in 2024 and 2025 manually collecting and analyzing parking utilization data. Technology to collect this information will save hundreds of hours of staff time each year and allow the Town to better manage parking to meet employee, resident, and visitor needs.
- H. **Continue Evaluation (capacity):** Updating the municipal code should be considered among other priorities that the Legal Department and Police Department have, and potentially scheduled prior to June 2026 subject to completing other priority work. Staff will need to work with PD to evaluate whether these changes to the code will add or reduce PD's workload.
- I. **Continue Evaluation (collect utilization and citation data):** Public Right-of-Way Accessibility Guidelines (PROWAG) recommend 4% of all parking spaces be ADA spaces. Currently there are 771 on-street spaces (Downtown Core and the 3-hour zone), and there are 12 on-street ADA spaces. To meet the 4% recommendation, 31 of 771 should be allocated as ADA spaces, meaning we should designate an additional **19 on-street ADA spaces** within the Downtown/3-hour zones. Staff will collect periodic data on the utilization to determine how many and where these spaces should be located; For instance, on-street ADA spaces may be more desirable than additional ADA spaces at Home Ranch or Miller Park.
- J. **Advance:** In 2025, START conducted a Transit Development Plan process to recommend the next 5-year plan for START. The survey included questions on mode choice; staff will continue to ask mode choice questions for related studies.
- K. **On Hold:** Overnight winter parking restrictions are in effect so that the Streets Division of Public Works can effectively and safely clear snow from streets and parking lots by 7 am, before traffic builds and makes plowing more dangerous. Having lots and streets clear of vehicles makes the work of Public Works crews safer and more predictable. An Equity Task Force identified overnight winter parking as a potential strategy to improve equity, and the Council in 2024 voted not to advance this strategy due to the additional burden on Town Staff. Staff recommend continuing to monitor garage space availability for overnight resident use. One intended outcome of paid parking at the garage is to deter commercial vehicles from using the parking garage; additional space should be available to residents. Staff can also continue to discuss viable overnight on-street alternatives with Public Works, noting that these would require 1) additional coordination among staff and 2) potential municipal code changes to ensure vehicle owners are moving their vehicles as directed by the code. Note also that the technology proposed in items **C, F and G** can better facilitate any changes to overnight parking, as staff can send a message (via phone, e-mail, or SMS) to anyone based on the zone they are parked in to alert them to storms or other reasons to relocate. If recommendation F is implemented (an opt-in system where drivers can receive information via an app, with restrictions changing as conditions warrant), then a greater variety of winter parking
- L. **Continue evaluation (capacity):** Stall delineation can make downtown parking more orderly, but will require labor and materials to maintain the epoxy/thermoplast, and the variety of vehicle sizes (from a Mini Cooper to an extended bed crew cab pickup truck) means that the markings are not a 'one size fits all' solution. Staff suggest testing this solution on **2 blockfaces** to improve intersection daylighting. Based on the Safe Streets For All study's 'Priority Intersections', staff suggest testing this treatment along both sides of Millward Street between Deloney Ave and Pearl St. If, after 2 seasons of testing this solution, it seems to improve safety and order on the test street, we could present information to Council for town-wide implementation. Currently, the red curb delineates the beginning and end of a

parking area, and stall delineation of **22 feet** (American Association of State Highway Transportation Officials [AASHTO]) would further demarcate a space.

Analysis & Key Policy Questions.

1. Action Plan Recommendations 1:

- a. Key Question 1a: Is TC comfortable with staff recommendations A through L?
- b. *Key Question 1b: Does Town Council want staff to prepare a workshop for further discussion of items C and F, with the understanding that the subsequent recommendation and RFP may include paid on-street parking?*

Initiating an RFP process for real-time space availability technology will inform the cost to implement these priority action items. The cost of any hardware, software, and installation will inform a potential user fee. The on-street paid parking could be limited to peak hours and peak seasons to limit the impacts during shoulder seasons; Dynamic pricing, including an initial free period, is possible with today's technology. Some paid parking on the street/along curbs is likely to be recommended for **cost recovery** and for **travel demand management**. Referring back to Figures 3 and 4, many off-street spaces and block faces are more than 85% occupied for a large portion of the day. Parking research, notably by Donald Shoup and others, has found that occupancy above approximately 85%⁸ is a "tipping point" where drivers begin to circulate in search of spaces, generating additional vehicle miles traveled and emissions.

2. Daylighting:

- a. *Key Question 2a: Does Council want to implement daylighting to the 20-foot state statute minimum at the five safety action plan priority intersection locations in Fall 2025?* This will result in the cumulative displacement of 7 parking spaces and an estimated materials cost of \$2,978 in Fall 2025.
- b. *Key Question 2b: Is Council interested in prioritizing additional intersections in calendar year 2026?* Staff could work to implement daylighting Town-wide or on a subset of Town streets, pending resources. The current cost estimate is \$55,002.

3. *Key Question 3: Is Council comfortable with staff proceeding with conceptual design for a mobility hub, likely including a parking structure, at Home Ranch to 1) relocate spaces for daylighting and 2) add parking capacity downtown?*

The FY26 Transportation Division Budget included some funds for this effort. To supplement local funds, staff have applied for a 5339 grant and a Rural and Tribal Assistance (RTA) Pilot grant to fund the design of priority mobility hub locations. The grant applications have included engineering design for Home Ranch and Miller Park to serve Downtown destinations, as well as conceptual (3 locations) and engineering (1 location) design for up to four additional priority mobility hub locations to serve other trip generators in Teton County.

Possible Alternatives.

Council could direct staff to implement all, some, or no recommendations.

⁸ Robert Hampshire and Donald Shoup, *How Much Traffic Is Cruising for Parking?*, *Transfers Magazine* (Fall 2019): 22-city synthesis reporting that **cruising for parking can account for between 8% and 74% of traffic**, illustrating significant VMT and emissions impacts when occupancy is high.

As Jackson's popularity as a tourist destination has grown, there is increasing pressure on Town parking and mobility systems. Implementing some recommendations from the 2019 PMMP and 2025 Action Plan will help staff address congestion and emissions related to parking, and many recommendations are mutually reinforcing (e.g. Action Strategies C – 3-hour parking at Home Ranch and F- real-time space availability technology). Implementing no recommendations will likely lead to occupancies over 90% and ongoing abuses of the parking system (refer to *Figures 2 through 5*).

Staff are recommending the following:

- implement priorities A, C, G, and J from the action plan and continue evaluation of B, F, H, I, K, and L
- implement intersection daylighting at five priority intersections in 2025 and 58 other intersections in 2026 (Table 2).
- Initiate conceptual design for a Mobility Hub with parking structure at Home Ranch, and pursue other priority Mobility Hub locations if awarded a planning grant to expand the conceptual design effort

Comprehensive Plan & Priority Alignment.

Principle 7.1: – Meet future transportation demand with walk, bike, carpool, transit and micromobility infrastructure

Policy 7.1.a: Increase the capacity for walking, biking, carpooling, and riding transit – a Mobility Hub at Home Ranch would be designed to increase multimodal capacity.

Policy 7.1.b: Create a transportation network based on “complete streets” and “context sensitive” solutions

Principle 7.2: Reduce greenhouse gasses from vehicles from 2012 levels.

Policy 7.2.b: Discourage use of single-occupancy vehicles – managing both on-street and off-street parking, potentially with seasonal pricing, will add a new variable for travelers to consider when making decisions about how to access the Town of Jackson Downtown Core and 3-hour zone.

Policy 7.2.c: Explore and pilot innovative transportation solutions – Parking management technology is widespread throughout the world and is being used to help communities manage demand for the curb during peak times by different uses (freight deliveries, special events, and customer parking). The Curb Data Specification⁹ is a tool for managing the curb seasonally, and our daylighting work resulted in a CDS dataset for the curb.

7.1.S.2: Consider adopting “complete streets” and/or “context-sensitive” policies and updated road design standards for all roadways – intersection daylighting improves safety for drivers, cyclists, and pedestrians moving throughout the Town of Jackson. Daylighting is an important step toward making space for other context-sensitive designs.

Strategy 7.2.S.4: Reevaluate parking standards and other regulations that currently promote travel by single-occupancy motor vehicles – Managing parking supply is one of the few levers local governments can use to discourage single-occupancy vehicle travel. Decades of investment in highways, along with broader socioeconomic trends, have made the automobile the dominant mode of transportation across most of the United States. By managing locally owned streets and Town-managed parking, the Town has a direct opportunity to influence how people travel—encouraging choices that are more space-efficient and produce fewer emissions.

⁹ The Curb Data Specification is a digital tool that helps cities and companies pilot and scale dynamic curb zones. CDS provides a mechanism for expressing static and dynamic regulations, measuring activity at the curb, and developing policies that create more accessible, useful curbs. (from the Open Mobility Foundation: <https://www.openmobilityfoundation.org/about-cds/>)

Fiscal Impact.

The 2025 update to the 2019 PMMP was paid for from FY2025 Joint Transportation Division professional services budget and cost \$8,000 for data collection and analysis. Staff had tentatively allocated \$115,000 in the joint transportation budget for parking, which is funded 50/50 by Town and County. Staff will implement recommendations 1, 2 and 4 within the Transportation Division budget. Recommendation 3 may require a budget amendment to the Town Public Works budget, or could be executed by Street Division crews if time permits. Implementing daylighting at 5 priority intersections will cost approximately \$5,956; for the 58 intersections in the High Injury Network, \$55,002.

Staff Impact.

Staff discussed the findings and recommendations in this staff report during the August 26, 2025 Design Review Team meeting, and partner departments were supportive of the recommendations. Specifically, PD noted they can enforce 3-hour parking at the Home Ranch Lot in the short term; a paid system (free for the first 3 hours) would reduce the added burden on PD. The Transportation Division FY26 workplan includes 440 hours to work on parking topics, including the recommendations in this staff report, and the 'Next Steps on Coordinated Parking Strategy'. Implementing the 'Advance' actions A, C, G and J can be done within the 440 Transportation Division work hours, with some support from other departments within their responsibilities (e.g. review by Planning, enforcement by PD).

The impact of implementing the 'continue evaluation' recommendations needs to be further evaluated through a workshop, RFP, and potential contracting process. If a vendor is selected from the RFP, staff will bring back a recommendation with more detailed impacts to the Police Department, Public Works, and Transportation staff at that time. Staff from various departments collectively spent 180 hours on data collection (recording license plates) in August 2024. Staff collectively spent 100 hours on data collection and analysis (video recording and transcribing) for March 2025 data. Implementing real-time space availability technology (**Item F**) to provide utilization and turnover data would mean less staff time will be spent on data collection in future years.

Attachments and Links.

1. September 15, 2025 Workshop Powerpoint Slides
2. 2025 Parking Action plan
3. 2025 Parking Demand Study
4. 2025 Daylighting Study
5. Link: April 18, 2022 Town Council Workshop – Paid Parking ([Video](#), item IIIA)

Suggested Motion.

I move to direct staff to:

1. Advance parking Action Plan priorities A, C, G, and J from the action plan,
2. Continue evaluation of B, F, H, I, K, and L and bring additional information to a future workshop;
3. Implement 20-foot daylighting at the five identified priority intersections; and
4. Initiate conceptual design for a mobility hub that includes additional parking capacity, and likely structured parking, at Home Ranch.

Parking Action Plan Update

Workshop

September 15, 2025

Charlotte Frei and Miles Contreras



Outline

- Comprehensive Plan Direction
- Background/Prior Work
- Analysis & Actions to Carry Forward
- Grant and Financing Opportunities
- Related/Ongoing Efforts
- Recommendation
- Key Policy Questions
- Motion

Comprehensive Plan Direction

- **Principle 7.1: Meet future transportation demand with walk, bike, carpool, transit, and micromobility infrastructure.**
 - Policy 7.1.a: Increase the capacity for walking, biking, carpooling, and riding transit.
 - *A Mobility Hub at Home Ranch would be designed to increase multimodal capacity.*
 - Policy 7.1.b: Create a transportation network based on “complete streets” and “context sensitive” solutions.
 - *Intersection daylighting improves safety for drivers, cyclists, and pedestrians moving throughout the Town of Jackson. Daylighting is an important step toward making space for other context-sensitive designs.*
- **Principle 7.2: Reduce greenhouse gases from vehicles to 2012 levels.**
 - Policy 7.2.b: Discourage use of single-occupancy vehicles.
 - *Managing both on-street and off-street parking, potentially with seasonal pricing, will add a new variable for travelers to consider when making decisions about how to access the Town of Jackson Downtown Core and 3-hour zone.*
 - Policy 7.2.c: Explore and pilot innovative transportation solutions.
 - *Parking management technology is widespread throughout the world and is being used to help communities manage demand for the curb during peak times by different uses (freight deliveries, special events, and customer parking). The Curb Data Specification is a tool for managing the curb seasonally, and our daylighting work resulted in a CDS dataset for East Jackson.*

Strategy 7.2.S.4: Reevaluate parking standards and other regulations that currently promote travel by single-occupancy motor vehicles **Managing parking supply is one of the few levers local governments can use to discourage single-occupancy vehicle travel. By managing locally owned streets and Town-managed parking, the Town has a direct opportunity to influence how people travel—encouraging choices that are more space-efficient and produce fewer emissions.**

Background/Prior Work 1: 2021 RFP

Council Cham...

	Car Park	REEF/Republic	Interstate
Installation costs	\$425,000	\$600 per pay station (number of pay stations TBD)	\$00.00 (they pay all startup costs) but about \$145,000
FTEs	Full-time: 3 Summer: 4.5	Full-time: 3 Summer: 5-6	Full-time: 2 – 4 (no town staff)
Payroll	\$300,000 /year	\$180,000 / year	\$400,000 / year
Management fee	\$42,000/year	\$21,000/year	\$48,000/year \$00.00/year (with revenue sharing) or
Revenue (annual)	Y1: ≈ (\$300,000) (at \$1/hr) Y2: ≈ \$125,000 (at \$1/hr) Y1: ≈ \$200,000 (at \$2/hr) Y2: ≈ \$625,000 (at \$2/hr)	Not Provided	≈ \$250,000 - \$340,000 (includes deduction of 50% revenue share of estimated \$675,000 annual gross revenue)

Background/Prior Work 2: August 2024 Observations



Background/Prior Work 3: 2024 vs 2018 Observations

2024

Table 3: 2024 Off-Street Weekday Occupancies by Lot

Lot	Stall Count	8 AM	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM	Average
Arts Lot	58	40%	83%	98%	91%	84%	88%	31%	74%
Miller Lot	67	34%	99%	103%	97%	84%	87%	75%	83%
Deloney Lot	82	65%	89%	94%	96%	98%	87%	73%	86%
Home Ranch Lot	194	30%	74%	94%	97%	97%	91%	92%	82%
Total	401	39%	83%	96%	96%	93%	89%	77%	82%

2018

Table 4: 2018 Off-Street Weekday Occupancies by Lot

Lot	Stall Count	8 AM	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM	Average
Arts Lot	58	21%	96%	96%	96%	84%	100%	75%	81%
Miller Lot	67	43%	86%	92%	80%	62%	57%	40%	66%
Deloney Lot	82	38%	77%	95%	89%	84%	49%	33%	66%
Home Ranch Lot	194	34%	81%	89%	91%	90%	80%	39%	72%
Total	373	35%	83%	92%	89%	83%	72%	43%	71%

Background/Prior Work 4: Daylighting



- Intersection daylighting is the practice of removing obstructions such as parked cars from the area immediately adjacent to intersections.
- Clearing space at intersections creates a safer street environment for everyone.
- Wyoming Statute § 31-5-504(ii)(C) mandates no parking 20 feet from intersection crosswalks or traffic control signals.
- The proposed daylighting motion directs work with Public Works Streets towards complying with state statute.



Hansen & King stop sign obstructed by RV

Daylighting: Estimated Implementation

Priority	Intersections	Curb Sections to Paint	Signs to Move	Cost	Parking Spaces Relocated
Top Priority Intersections	5	14	8	\$5,956	7
Along High Injury Network	58	157	59	\$55,002	74
Total (including 7 low priority intersections)	70	196	77	\$71,558	95

Note: Cost numbers are based on the following material cost assumptions:

Cost to paint red curb: **\$20/ft**

Cost to move signs: **\$400/sign**

Analysis

- Levels of constraint indicate that it is very difficult for customers and visitors to find parking,
- Occupancies over 85% typically result in visitor frustration and lead to higher levels of traffic congestion as drivers circle multiple blocks while searching for parking. Between **8% to 74%** of traffic could be drivers searching for parking (Shoup 2019)
- Edge areas of availability are likely difficult to communicate to transient users such as day-visitors. It will likely be more effective to shift employee parking (and other regular, long-term parkers) out of the Downtown Core to enable short-term parking.
- March 2025 data:
 - Home Ranch average stay: 4.55 hours
 - Millward/Simpson Garage: 20.61 hours

Actions to Carry Forward from 2019 PMMP -> 2025 Action Plan

ID	Action	PMMP ID	Cost	Staff Recom. Action
A	Consolidate Management of the Public Parking Supply	2.1	\$\$	Advance
B	Extend Enforcement Hours Until 7 pm	1.1	\$-\$\$	On Hold
C	Convert Home Ranch to 3-Hour Parking (Peak Season Only)	1.3	\$\$	Advance
D	Develop Employee Parking Maps & Communication Program	1.5	\$	In Progress
E	Implement Overnight Paid Parking in the Parking Garage	-	\$\$\$	In Progress
F	Invest in Real-Time Space Availability Technology- On- and Off-Street	1.7	\$\$	Continue evaluation
G	Initiate Regular Data Collection Program to Monitor Performance	1.8	\$\$	Advance
H	Update Municipal Code to Require Drivers to Move at least One Block to Avoid a Time-Limit Citation	1.9	\$	Continue evaluation
I	Add Additional On-Street ADA Stalls in Downtown	1.10	\$	Continue evaluation
J	Conduct Regular Mode Choice Survey	-	\$	Advance
K	Explore Revised Winter Parking Restrictions	-	\$	On Hold
L	Stripe All On-Street Parking Stalls on Commercial Streets in Downtown	-	\$-\$\$	Continue evaluation
Cost Estimates: \$ <\$25,000, \$\$ < \$100,000, \$\$\$ > \$100,000				

Advance/In Progress

- A: Consolidate management of public parking supply
- C: Convert Home Ranch to 3-hour Parking (Peak Seasons Only)
- D: Develop parking maps & communication
- E: Overnight paid parking in Parking Garage
- G: Initiate regular data collection program
- J: Conduct regular mode choice survey

‘Continue Evaluation’ Strategies

- Need analysis of staff workload and net benefit, and/or
- Are lower priority if other strategies are implemented effectively.
- **Example:** winter parking **(Item K)** can piggyback on real-time monitoring **(Item F)**



Grant and Financing Opportunities

- Structured parking costs \$45,000-\$50,000 per space, depending on seismic needs
- Staff have applied for 5339 and RTA grant programs, per direction from May 2024 Mobility Hub work
- Can explore financing through TIFIA and other low-interest infrastructure loan options

Related/Ongoing Efforts



Will bring additional information to a future workshop regarding strategies such as:

- Parking Zone Framework (3- vs. 72-hour areas)
- Millward/Simpson Garage Updates
- Exploring a Carsharing Program
- Could explore potential pilot – pedestrianize Center & Deloney

Data collection and analysis is ongoing (Image: Intern Jerry codes data on parking occupancy)

Staff Recommendation

- Implement priorities **A, C, G, and J** from the action plan and continue evaluation of **B, F, H, I, K, and L**
- Implement intersection daylighting at **five** priority intersections in 2025, and **58** other locations in 2026.
- Initiate conceptual design for a Mobility Hub with parking structure at **Home Ranch** as the top priority, and pursue other priority locations if awarded a planning grant to expand the conceptual design effort

Synergy among recommendations

- Workshop on RFP and staff impact
- 3-hour parking at Home Ranch (**Item C**) coupled with real-time space availability on and off street (**Item F**) offers an opportunity for meaningful impact toward Comp Plan goals



Key Policy Questions

1. Action Plan

- Key Question 1a: Is TC comfortable with staff recommendations A through L?
- Key Question 1b: Does Town Council want staff to prepare a workshop for further discussion of items C and F, with the understanding that the subsequent recommendation and RFP may include paid on-street parking?

2. Daylighting

- Key Question 2a: Does Council want to implement daylighting to the 20-foot state statute minimum at the **five** safety action plan priority intersection locations in Fall 2025? This will result in the cumulative displacement of 7 parking spaces and an estimated materials cost of **\$5,956** in Fall 2025.
- Key Question 2b: Is Council interested in prioritizing additional intersections in calendar year 2026, with a potential cost of \$55,002?

3. Mobility Hub at Home Ranch

- Key Question 3: Is Council comfortable with staff proceeding with conceptual design for a mobility hub, likely including a parking structure, at Home Ranch to 1) relocate spaces for daylighting and 2) add parking capacity downtown?

Suggested Motion

I move to direct staff to...

- Advance parking Action Plan priorities A, C, G, and J from the action plan;
- Continue evaluation of B, F, H, I, K, and L and bring additional information to a future workshop;
- Implement 20-foot daylighting at the **five** identified priority intersections; and
- Initiate conceptual design for a mobility hub that includes additional parking capacity, and likely structured parking, at Home Ranch.

Discussion





2025 Parking Action Plan

April 2025

Background

In 2019 Jackson adopted the Downtown Parking and Mobility Management Plan (PMMP), which recommended implementation of a series of parking management strategies to address significant parking constraints in the Downtown core and make it easier for customers and visitors to find parking. Due in part to the onset of the COVID-19 pandemic, implementation of the recommendations within the Plan were delayed.

In 2024, Town staff led a data collection effort to determine how parking demands have changed since 2018. Results indicated that parking demands now exceed 2018 levels, with many of the constraints identified in 2018 lasting for longer during the day, particularly on weekdays.

In order to re-launch implementation of Downtown PMMP, this 2025 Parking Action Plan makes use of recent data, coordination with Town/County staff, and the original recommendations to identify key strategies to pursue in 2025. While the Downtown PMMP will continue to serve as the long-term guiding document for parking management, this Action Plan is intended to serve as a short-term guide for 2025.

Key Changes and Emerging Issues

Since adoption of the Downtown PMMP, there have been several changes in Downtown, along with new issues that have emerged.

Peak Summer Season

- **Termination of the Taxi2Fly Program:** The Parking Garage is no longer used by the Taxi2Fly program, which was identified as a goal to reclaim additional parking capacity for Downtown employees.
- **Long-Term Off-Street Vehicle Storage in the Parking Garage:** The 48-hour limit within the Parking Garage is very difficult to enforce and has led to long-term vehicle storage in this facility, in some cases by commercial operators (such as car rental services). *Note: Paid overnight parking in the Parking Garage has been proposed and is pending implementation, which will be discussed within the Action Plan.*
- **All-Day Parking in Public Lots for Non-Downtown Activities:** Free, all-day parking in many of the Downtown lots has led to some degree of all-day parking for users not working or visiting Downtown. For example, some events or groups identify lots such as Home Ranch as a convenient meeting point that allows all-day free parking, ultimately making use of shuttle service or carpooling to non-Downtown activities. These types of “park-and-ride” or “park-and-carpool” activities are not an effective use of limited Downtown parking resources.
- **Inconsistent Enforcement of Summer 72-Hour Parking Time Limits:** Section 10.04.190 of Jackson’s Municipal Code states that no vehicle may “remain parked on the same block face of any street within the Town for longer than 72 consecutive hours.” While the intent of the rule is not noted, these types of restrictions are common to prevent long-term on-street storage of rarely used vehicles, particularly recreational vehicles. Some residents have reported receiving a citation on their vehicle they use daily, possibly due to enforcement practices that that may incorrectly flag vehicles as remaining parked in the same location, even after relocating and returning to the same location.

Winter Season

- **Concerns Over Winter Overnight Parking Restrictions:** From November 1 – April 15, no overnight parking is permitted on street, within any public off-street lot (year-round), or on the top level of the Parking Garage. The potential conversion of the Parking Garage to paid overnight parking as well as increased overnight parking demand has led to some renewed concerns among Downtown residents without access to off-street parking about overnight parking options.

Parking Demand

The following key observations were summarized in the 2024 Parking Demand Study, based on data collected in August 2024:

- **On-street peak parking demands within the 3-hour area have increased by 18% on weekdays and 7% on Saturdays compared to 2018.** Additionally, particularly on weekdays, the period of constraint has generally increased and now covers a longer period of the day compared to 2018.
- **Off-street peak parking demands within the public surface lots have increased by 12% on weekdays and 15% on Saturdays compared to 2018.** As observed on-street, the period of constraint has generally increased and now covers a longer period of the day compared to 2018, with Home Ranch lot now exceeding 85% occupancies well into the evening hours on weekdays.
- **Taken together, these levels of constraint indicate that it is very difficult for customers and visitors to find parking, particularly during the early afternoon hours on weekdays and during the morning hours on Saturdays.** Occupancies over 85% typically result in visitor frustration and lead to higher levels of traffic congestion as drivers circle multiple blocks while searching for parking.
- **At least 35% of vehicle trips in the sampled areas of the Arts Lot and Home Ranch Lot were for longer than 3 hours on weekdays (and 30%+ on weekends),** indicating frequent usage by employees or other all-day parkers. Given the system constraints, these long-term trips directly displace short-term customer/visitor trips that may otherwise use these lots, forcing these users to park further from the Downtown Core.
- **The violation rate within the sampled areas of the 3-hour on-street zone was found to be less than 10% on both weekdays and Saturdays, suggesting acceptable levels of compliance with the posted time limits.** However, some employees or other all-day users may be parking into the time-limited area and moving their vehicles, and the amount of “chain parking” cannot be determine without a full hourly utilization study across the entire 3-Hour zone.
- **While there remains parking available on the edges of the Downtown Core, these areas of availability are likely difficult to communicate to transient users such as customers and visitors.** It will likely be more effective to shift employee parking (and other regular, long-term parkers) out of the Downtown Core in order to free up space for customers and visitors.

Action Plan

A. Consolidate Management of the Public Parking Supply

- **Action:** Consolidate management of the on- and off-street public parking system under a single point of contact (Parking and Mobility Manager).
- **Reasoning:** As the Town transitions to a more proactive approach to parking and mobility management, including the addition of off-street overnight paid parking and permit programs, it will be necessary to have a manager to implement and monitor these programs and capital investments. This person will be responsible for leading data collection efforts, responding to requests for additional/revised parking management strategies, developing and administering transportation demand management (TDM) programs, overseeing the paid parking program in the Parking Garage, managing the off-street permit programs, and generally monitoring the changing needs of businesses and residents. In time, it may be necessary to assemble a Parking Advisory Committee consisting of Downtown stakeholders to guide parking and mobility management decisions, and the Parking and Mobility Manager would take a leadership role in coordinating and managing this group.
- **Intended Outcomes:** Clearly defined organizational structure to facilitate the streamlined implementation of an active parking and mobility management program.
- **Implementation:**
 - **Cost:** Moderate – In the short-term, this might be accomplished through restructuring an existing FTE position within the Town (0.5 FTE in the short term) to coordinate parking issues and implementation efforts. Advancing into additional strategies identified in the Medium Term Action Items in the 2019 Downtown Parking and Mobility Management Plan would require additional investment in staff resources (potentially offset by additional parking revenue sources).
 - **Staff Impact:** Moderate – All recommendations in this Plan will require staff oversight and management, and consolidation of this function will allow for a more efficient approach to management.
 - **Overall Impact:** Clearly defined organizational structure and support staff to facilitate the implementation of an active parking and mobility management program.
- **Implementation Steps:**
 - Estimate staff time needed in 2025 to guide implementation of the actions in this Plan, taking into account the added responsibilities introduced through the creation of paid parking elements (permit programs and overnight paid parking within the garage).
 - Consider formalizing “parking management services” within a specific department.

This strategy is a modified version of Strategy 2.1 from the Downtown PMMP.

B. Extend Enforcement Hours Until 7 PM

- **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 enforcement hours will help 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.
- **Related:** In order to implement this strategy and subsequent strategies that rely on additional enforcement, it will be important to work with enforcement staff to address current staffing and technology/LPR equipment limitations.
- **Impacts:**
 - **Cost:** Low to Moderate – May require additional enforcement staff and citation processing effort (potentially +10-15% over existing budget).
 - **Staff Impact:** Moderate.
 - **Overall Impact:** This policy change could have a noticeable effect on reducing employee parking during the early evening hours. In order to implement this strategy and subsequent strategies that rely on additional enforcement, it will be important to work with enforcement staff to address current staffing and technology/LPR equipment limitations.
- **Implementation Steps:**
 - Work with enforcement personnel to determine staffing impacts.
 - Determine desired plan for signage: new signage or “sticker” over existing 6:00 PM text.
 - Confirm number of signs to be updated.
 - Develop press release noting the date the change will go into effect.
 - Implement and measure impacts (key goal: increase in number of vehicles served during enforcement hours).



This strategy is largely unchanged from Strategy 1.1 from the Downtown PMMP.

C. Convert Home Ranch to 4-Hour Parking (Peak Season Only) with Permit Option

- **Action:** Add 4-hour time limit signs to Home Ranch (April 15 - November 1 only). Add additional “Free Visitor Parking” signs to direct visitors to Home Ranch. Additionally, issue up to 30 paid parking permits per month to allow limited all-day use of the lot. Note: Preserve RV spaces.
- **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 8 PM, making it extremely difficult 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, 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. **Exception for Permit Holders:** The 2019 Downtown Parking and Mobility Management Plan noted that employee parking remains a 3rd priority for the Home Ranch Lot (below customers/visitors and RV parking). The Town may consider issuing up to 30 permits per month (approximately 20% of the capacity of the standard parking area) for a monthly fee¹ to maintain some amount of all-day parking access. These permits would allow the permit-holder to park all-day within the lot, but would not guarantee access as no spaces would be reserved for employees.
- **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.
- **Implementation:**
 - **Cost:** Moderate – Primarily signage changes, additional enforcement, and permit oversight and administration (partially offset by permit revenue).
 - **Staff Impact:** Moderate – Will require some additional enforcement (+5-10% over existing budget).
 - **Overall Impact:** This strategy change could significantly reduce all-day parking in the Home Ranch Lot, increasing peak season availability for customer parking needs.
- **Implementation Steps:**
 - Develop revised signage plan (such as “4-hour Parking 8 AM – 8 PM, except by permit”).
 - Work with enforcement to assess enforcement process and ability to exempt permit holders.
 - Determine monthly fee for permits.
 - Outline application process and technology needed to issue license plate-based permits (with ability for users to update their license plate through an online tool).
 - Draft code language updates needed to issue permits and clarify that users must depart within the time period specified (multiple parking sessions per day not allowed except by permit).
 - Issue press release noting date of change process for purchasing permit (or joining waitlist).
 - Install signage and initiate enforcement with warning only for at least 2 weeks; ideally, each citation should come with a map of available all-day parking options in the area for those needing to park for more than 4 hours.

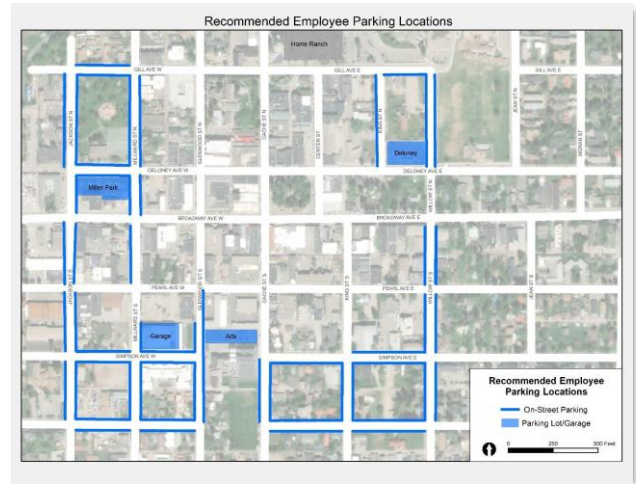


This strategy is a modified version of Strategy 1.3 from the Downtown PMMP.

¹ Fee to be determined. A typical full-time employee commutes approximately 20 days per month. A general range of \$3 to \$6 per day would result in a monthly fee range between \$60 and \$120 per month. For comparison, a commuter from Hoback or Wilson would pay approximately \$4.80 per day in discounted transit costs (10-packs).

D. Develop Employee Parking Maps & Communication Program

- **Action:** Develop map showing preferred employee parking locations during the peak season, explaining the need to ensure customers have access to the most convenient parking areas in Downtown.
- **Reasoning:** With the removal of 171 free, 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.
- **Implementation:**
 - **Cost:** Low – Primarily map and marketing collateral development and distribution.
 - **Staff Impact:** Low – Staff time to develop and distribute materials.
 - **Overall Impact:** Increase in the utilization of the Parking Garage and unrestricted on-street parking areas on the edge of Downtown by employees.
- **Implementation Steps:**
 - Develop map of all free and unlimited on- and off-street parking options near Downtown. Ensure map is easy to distribute in a printed format (postcard for example that can be handed out alongside citations or warnings).
 - Ensure maps are ready prior to launch of Home Ranch changes and Home Ranch permit parking press release.



This strategy is largely unchanged from Strategy 1.5 from the Downtown PMMP.

E. Implement Overnight Paid Parking in the Parking Garage

- **Action:** Install an access control system at the entry and exit points to the garage and implement an overnight paid parking program to discourage long-term vehicle storage (while maintaining free daytime access for employees, customers, and visitors). Additionally, offer a discounted monthly permit option *during the winter months* to provide an option for residents who currently only park in the garage when overnight on-street parking restrictions are enforced (November 1 – April 15).
- **Reasoning:** The parking garage is a key downtown parking asset, and parking capacity is consistently taken up by long-term vehicle storage. By discouraging overnight parking with an overnight parking fee, daytime access will be preserved for the priority users identified in the 2019 Downtown Parking and Mobility Management Plan: customers, visitors, and employees. **Winter Permit Exception:** Some Downtown residents have no off-street parking option and park on-street during the spring, summer, and fall. When overnight on-street parking restrictions go into effect (November 1 – April 15), some residents have no reasonable parking option near their residence. Providing a discounted monthly permit on a limited basis to residents of nearby buildings will help to mitigate the impacts of the overnight paid parking program. Permits should only be issued to residents able to confirm a nearby home address, and should be subject to several limitations to prevent abuse (permit limits per household, confirmation of no off-street parking option at their residence, acknowledgement that commercial use of permit prohibited, etc.)
- **Intended Outcomes:** Decreased long-term vehicle storage in the Parking Garage with improved availability for daytime users.
- **Implementation:**
 - **Cost:** High upfront costs (>\$150,000), but in future years the system will generate net revenue.
 - **Staff Impact:** Moderate – staff time needed to oversee management of the paid parking program, respond to issues, coordinate maintenance, and administer permit program.
 - **Overall Impact:** Measurably increase availability within the parking garage for employees, customers, and visitors, while maintaining access for nearby residents without access to off-street parking during the winter months.
- **Implementation Steps:**
 - Finalize vendor contract.
 - Conduct “before” utilization study to capture at least 4 “snapshots” of license plate data (for example, 6 PM, 10 PM, 6 AM, 10 AM)
 - Define hourly rate and hours of paid parking.
 - Define monthly or seasonal rate for permits and eligibility criteria.
 - Revise code/ordinances.
 - Implement and conduct “after” study to assess for desired impacts.



F. Invest in Real-Time Space Availability Technology in Select Public Lots

- **Action:** Install camera-based sensors in select public parking lots in Downtown. Maintain a database of lot occupancies by hour to monitor over time, as well as average duration of stay.
- **Reasoning:** The cost to monitor parking availability in public parking lots with a small number of overhead cameras 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 and duration of stay 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. Improved ability to determine how lots are being used each season (high-turnover customers/visitor use vs. long-term usage by employees and other users).
- **Implementation:**
 - **Cost:** Moderate – Capital costs of technology is estimated at \$8K - \$15K per lot, annual software/license costs, and staff time to monitor data and display real-time parking availability on the website (if desired).
 - **Staff Impact:** Low – System is largely self-sustaining after installation (by vendor).
 - **Overall Impact:** 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. Potential benefits could include increased efficiency of enforcement (through automated real-time alerts of overstays in time-limited lots).
- **Implementation Steps:**
 - Request vendor quotes for all public lots to assess costs and assist with prioritization.
 - Ensure selected vendor can monitor both occupancy and *duration of stay* and provide regular summary reports that do not require staff time to post-process raw data. Confirm ability to freely share occupancy data through signage and on the website.
 - Finalize vendor selection and secure funds.
 - Implement and expand website to share real-time parking availability.



Image Source: MiStall

This strategy is a modified version of Strategy 1.7 from the Downtown PMMP.

G. Initiate Regular Data Collection Program to Monitor Performance

- **Action:** Conduct a regular 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, at least once every 2 years. 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. LPR data from enforcement vehicles can provide some regular snapshots of occupancy but cannot provide accurate duration of stay information across the entire Downtown due to the infrequent and irregular passes. Hourly utilization data (hourly collection of license plates) is the most cost-effective way to measure duration of stay, violation rates, reparking movements, and unique vehicles served (while also capturing hourly demand levels). **Tracking Effectiveness of Enforcement:** On the dates during which data is collected, also pull a record of the number of *overstay violation* citations and warnings issued. The utilization data will allow for the calculation of the measured overstay violation rate (*Goal:* no more than 5-9% of unique stays during enforcement hours), and the number of citations issued will allow for the determination of the “capture” rate (*Goal:* at least 10% of actual overstay violations issued citation or warning)².
- **Intended Outcomes:** Transparency in the development and implementation of parking management strategies; facilitation of a data-driven approach to parking management.
- **Implementation:**
 - **Cost:** Moderate
 - **Staff Impact:** Low to Moderate – Staff time to conduct counts and process results, assuming up to 2 data collection days per data collection cycle.
 - **Overall Impact:** 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. Monitoring the overstay violation rate and the overstay capture rate will allow for a periodic assessment of the effectiveness of enforcement practices.
- **Implementation Steps:**
 - Starting in Summer 2025, perform a full hourly utilization study across the entire Downtown time-limited zone (approximately 770 stalls). Minimum duration: 10 hours (9 AM – 7 PM). Minimum days: 2 (weekday + weekend).
 - Depending on the availability of real-time monitoring data, consider including Home Ranch within the utilization study, and obtain occupancy counts in all other lots if data is not available.
 - Repeat data collection every other year (unless additional data is needed to confirm impacts of a significant change).
 - Consider winter data collection to determine if regular winter collection is also needed.



This strategy is a modified version of Strategy 1.8 from the Downtown PMMP.

² Violation rates are calculated from utilization data by calculating the number of vehicles observed staying longer than the posted time limit (divided by total unique vehicles observed using time limited stalls within the study area). The capture rate is calculated by comparing the number of violators observed during the utilization study to the actual number of overstay citations + warning issued by enforcement personnel on the same day.

H. Update Municipal Code to Require Drivers to Move at Least One Block to Avoid a Time-Limit Citation

- **Action:** In order to require drivers to move at least one block to avoid a time-limit citation, add language under 10.04.190 of the Jackson Municipal Code to clarify distance drivers must move to legally repark within Downtown. For example:
 - “A vehicle may park in a time zone only for a period not to exceed the posted time limit.”
 - “A vehicle may not return to a time zone in the same block or within 500 feet of where previously parked on the same block face for a 3-hour period.”
 - “Upon expiration of the designated time limit, as indicated by the parking zone sign, a citation may be issued if a vehicle remains parked or stopped on the same block unless:”
 - “The vehicle has moved 500 or more lineal feet, measured along the curb or edge line;”
 - “The vehicle has moved to an unregulated parking area in the same block; or”
 - “The vehicle has vacated the block for 3 hours.”
- **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. Jackson’s Municipal Code does not currently specify a minimum distance someone must move their vehicle to avoid a time-limit citation; in the absence of specific language indicating a minimum, it is technically legal to move one space and begin a new 3-hour session. Introducing clear language of a minimum distance will further help to discourage drivers from parking all day within the 3-hour time limited zone.
- **Intended Outcomes:** Reduction in instances of moving to evade by long-term parkers and improved on-street parking turnover.
- **Implementation:**
 - **Cost:** Low
 - **Staff Impact:** Low – Staff time to coordinate code change and communication
 - **Overall Impact:** Jackson’s Municipal Code does not currently specify a minimum distance someone must move their vehicle to avoid a time-limit citation; in the absence of specific language indicating a minimum distance, it is technically legal to move one space and begin a new 3-hour session. Introducing clear language of a minimum distance will further help to discourage drivers from parking all day within the 3-hour time limited zone.
- **Implementation Steps:**
 - Work with enforcement to determine current enforcement practices and feasibility of modifications to citation issuance.
 - Define code language updates.
 - Package code language updates for Council.
 - Begin revised enforcement practices.

This strategy is a modified version of Strategy 1.9 from the Downtown PMMP.

I. Add Additional On-Street ADA Stalls in Downtown

- **Action:** Develop a phased plan to ensure there are at least 31 on-street ADA stalls within the 3-hour parking zone of Downtown, or 4% of the time-limited stalls.
- **Reasoning:** Table R211 within the Final Rule published by the Architectural and Transportation Barriers Compliance Board entitled “Accessibility Guidelines for Pedestrian Facilities in the Public Right-of-Way” states that accessible parking spaces must make up at least **4 percent** of the total number of on-street designated parking spaces³. In Jackson, this amounts to approximately 1 ADA stall for *every block within the 3-hour time-limited area* (or 0.5 ADA stalls per block face). The 2019 Parking and Mobility Management Plan called for increasing the on-street supply of ADA stalls by 40%; this new guidance now requires over a 200% increase from the 2018 ADA supply total.
- **Intended Outcomes:** Improved access for the elderly and those with disabilities.
- **Implementation:**
 - **Cost:** Low
 - **Staff Impact:** Low – Capital costs of signage/installation, staff time to identify locations.
 - **Overall Impact:** Improved access for the elderly and those with disabilities; potential for reduced parking availability for general users if additional ADA stalls are underutilized.
- **Implementation Steps:**
 - Define area of “designated” parking stalls to which the 4% standard will apply and calculate total deficit.⁴
 - Identify blockfaces to prioritize for new ADA stalls.
 - Adopt phased plan to reach or exceed the 4% threshold.

This strategy is a modified version of Strategy 1.10 from the Downtown PMMP.

³ <https://www.govinfo.gov/content/pkg/FR-2023-08-08/pdf/2023-16149.pdf>

⁴ Free, unlimited parking areas are generally exempt, as are “residential” parking areas. Parking stalls designated exclusively for “commercial or law enforcement vehicles” may also be exempted from the total supply used in the calculation.

J. Conduct Regular Mode Choice Survey

- **Action:** Conduct biennial mode choice survey to track how users access Downtown Jackson.
- **Reasoning:** Transportation demand management (TDM) is the application of strategies and policies to reduce travel by single-occupancy private vehicles during peak times into congested areas. In Jackson, TDM strategies could refer to any type of policy or incentive that encourages users to take transit, bike, walk, carpool, use other mobility options rather than drive and park. TDM strategies are typically targeted more directly at employees rather than visitors, as decreasing all-day employee vehicle parking by incentivizing the use of other modes can help free up parking for customers, visitors, and other short-term parking needs. Currently, parking is generally free and unlimited, and these types of environments are typically associated with very high drive-alone rates. As Jackson implements additional strategies to prioritize customers, visitors, and short-term parking in the most convenient areas, employees may begin to consider other options. A key first step in tracking the effectiveness of parking management and TDM strategies is to first define the mode split of those who regularly travel Downtown. A simple mode survey, conducted once every two years, can help to define how employees and other regular users travel to and from Downtown. It may also be useful to include additional questions to understand user perceptions of the various transportation options available, and these user perception scores can also be tracked over time to measure progress.
- **Intended Outcomes:** Improved data related to mode choice and user perceptions that can be used to establish long-term goals, measure progress, and develop more effective parking management and TDM strategies.
- **Implementation:**
 - **Cost:** Low
 - **Staff Impact:** Low – time to develop survey, distribute (online and physical flyers around Downtown), process data, and share findings.
 - **Overall Impact:** Tracking mode choice and user perceptions can be used to continuously refine and improve strategies.
- **Implementation Steps:**
 - Define list of questions for each user group (typically Downtown employees, Downtown residents, and visitors). Mode choice is often best asked in the form of a trip diary over the most recent typical week (requiring users to select their mode used each day).
 - Release initial survey to obtain baseline set of data.
 - Conduct follow-up survey at least every 2 years.

K. Explore Revised Winter Parking Restrictions

- **Action:** Consider options for allowing some amount of on-street overnight parking from November 1 through April 15 to accommodate residential needs.

- **Reasoning:** Jackson currently prohibits parking on-street between the hours of 3 AM and 7 AM from November 1 through April 15 each year to ensure that plows can clear streets adequately. The parking garage has served as a key overnight parking option for Downtown residents and visitors without off-street parking, but this facility is nearing capacity during the winter months. Exploring options to accommodate overnight parking on some streets near Downtown will greatly expand the overnight parking capacity during the winter months without requiring investing in additional off-street parking. Potential options could include alternate side of street overnight restrictions, alternating east-west and north-south streets, or specific day-of-week plow scheduling. Overnight winter parking restrictions may need to remain in place on many key roadways, on commercial streets, and in areas that tend to be heavily used during daytime peak hours (to maintain acceptable snow clearance), but a targeted program to allow some amount of overnight parking in residential areas during the winter months will help to increase overnight parking capacity in and around Downtown with limited capital investment.

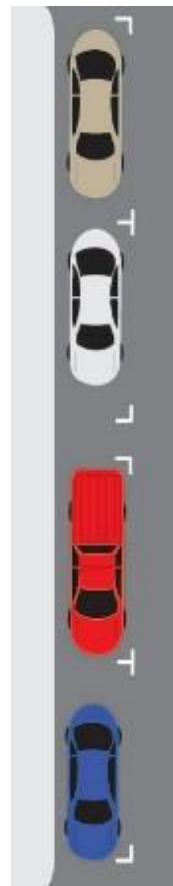


Potential options could include alternate side of street overnight restrictions, alternating east-west and north-south streets, or specific day-of-week plow scheduling. Overnight winter parking restrictions may need to remain in place on many key roadways, on commercial streets, and in areas that tend to be heavily used during daytime peak hours (to maintain acceptable snow clearance), but a targeted program to allow some amount of overnight parking in residential areas during the winter months will help to increase overnight parking capacity in and around Downtown with limited capital investment.

- **Intended Outcomes:** Increased overnight parking capacity during the winter months, reduced usage of the parking garage by Downtown residents.
- **Implementation:**
 - **Cost:** Low
 - **Staff Impact:** Moderate – time to explore feasibility of options, develop communication materials, and install new signage as needed.
 - **Overall Impact:** Limited impact during daytime hours, potential for reduced daytime parking capacity due to a reduced amount of overnight snow plowing.
- **Implementation Steps:**
 - Document lessons learned and most effective strategies used in peer cities.
 - Explore feasibility of revised plow schedules with Town staff.
 - Identify areas likely to have overnight parking demand with revised overnight parking restrictions.
 - Select preferred approach and outline a detailed implementation plan.
 - Seek Council approval for proposed approach.
 - Implement program, including sign installation as needed and distribution of communication materials.

L. Stripe All On-Street Parking Stalls on Commercial Streets in Downtown

- **Action:** Ensure all on-street parking stalls on commercial streets are clearly striped and delineated.
- **Reasoning:** Jackson currently maintains clear striping for all angled parking around Downtown and uses red curb paint for no parking areas (including at intersections). However, while on-street parallel parking is often delineated with a solid line along the travel lane, individual stalls are generally not delineated. Effective striping with stall delineation (using simple “T”s) communicates to users “you can park here,” helping to facilitate order and encourage compliance with regulations while enhancing the user experience. In commercial areas with frequent usage by visitors and tourists, striping can also improve the overall capacity of the supply by minimizing the frequency with which one vehicle occupies two stalls. This effort will make all on-street parking Downtown more intuitive and orderly, delineating what is and what is not legitimate on-street parking. This stall delineation effort can be completed concurrently with an intersection “daylighting” effort to expand the no parking areas at intersections without curb extensions to at least 20 feet (improving visibility at intersections and improving overall pedestrian safety in Downtown).
- **Intended Outcomes:** Increased order of on-street parallel parking, with increased consistency of the typical number of vehicles served per day on each parallel block face. Additionally, improved pedestrian safety with improved intersection visibility.
- **Implementation:**
 - **Cost:** Moderate
 - **Staff Impact:** Low – time to define striping program budget and guidelines for size, spacing, and size of no parking areas at intersections.
 - **Overall Impact:** Some loss of parking capacity at intersections with expansion of no parking areas, and potential for reduced capacity on some blocks (compared to current assumptions) depending on the final size of parallel parking stalls selected.
- **Implementation Steps:**
 - Complete full inventory of Downtown parking, including size of no parking areas at intersections.
 - Define preferred size of parallel parking stall size (with acceptable range given variable on-the-ground conditions) as well as minimize size of no parking area at intersections without curb extensions.
 - Implement expanded striping program, including sign modifications in some areas as needed.



Summary

The following list summarizes the key items identified for immediate implementation in 2025 as part of this Action Plan. The 2019 Downtown Parking and Mobility Management Plan (PMMP) remains the long-term guiding document, and this Action Plan is not intended to replace this Plan. Where applicable, the ID from the PMMP is shown for quick reference. Cost estimates are very high level and are intended to serve as a useful starting point to identify if it may be necessary to allocate specific funds to each action item.

ID	Action	PMMP	
		ID	Cost
A)	Consolidate Management of the Public Parking Supply	2.1	\$\$
B)	Extend Enforcement Hours Until 7 PM	1.1	\$-\$\$
C)	Convert Home Ranch to 4-Hour Parking (Peak Season Only) with Permit Option	1.3	\$\$
D)	Develop Employee Parking Maps & Communication Program	1.5	\$
E)	Implement Overnight Paid Parking in the Parking Garage	-	\$\$\$
F)	Invest in Real-Time Space Availability Technology in Select Public Lots	1.7	\$\$
G)	Initiate Regular Data Collection Program to Monitor Performance	1.8	\$\$
H)	Update Municipal Code to Require Drivers to Move at Least One Block to Avoid a Time-Limit Citation	1.9	\$
I)	Add Additional On-Street ADA Stalls in Downtown	1.10	\$
J)	Conduct Regular Mode Choice Survey	-	\$
K)	Explore Revised Winter Parking Restrictions	-	\$
L)	Stripe All On-Street Parking Stalls on Commercial Streets in Downtown	-	\$-\$\$

Cost Estimates: \$ < \$25,000; \$\$ < \$100,000; \$\$\$ > \$100,000



PARKING DEMAND STUDY

Town of Jackson, WY

January 28, 2024
Version 2

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1.0 Introduction

1.1. BACKGROUND

As part of Jackson’s 2019 Downtown Parking and Mobility Management Plan (May 2019), a Downtown Parking Study was conducted in August 2018 to assess hourly parking demands and turnover/unique vehicle data. The study found that parking was very constrained in the Downtown Core, with weekday peak occupancies reaching 92% within the most central 474 on-street stalls. The public off-street system was also found to be very constrained during weekday peak hours, with most facilities exceeding 85% peak occupancies. When on-street occupancies consistently exceed 85%, visitors unfamiliar with the area often have difficulty finding parking and may circle the block several times, leading to queuing (what a visitor would call ‘traffic’ or ‘congestion’) and excessive pedestrian/vehicle conflicts.

The 2019 Downtown Parking and Mobility Management recommended implementing a series of parking management strategies, including additional management strategies to spread demand and reduce occupancy levels in the most constrained areas to make it easier for visitors to find parking without having to search for several minutes. However, due in part to the onset of the COVID-19 pandemic, many recommendations were not implemented.

In 2024, Town staff led a data collection effort to determine how parking demands have changed since 2018. This report summarizes the findings of this most recent data collection effort, with comparisons to 2018 where applicable. Based on the findings of this comparative analysis, a 2025 Parking Management Action Plan will be developed that identifies key strategies to prioritize for implementation within the next 12-18 months.

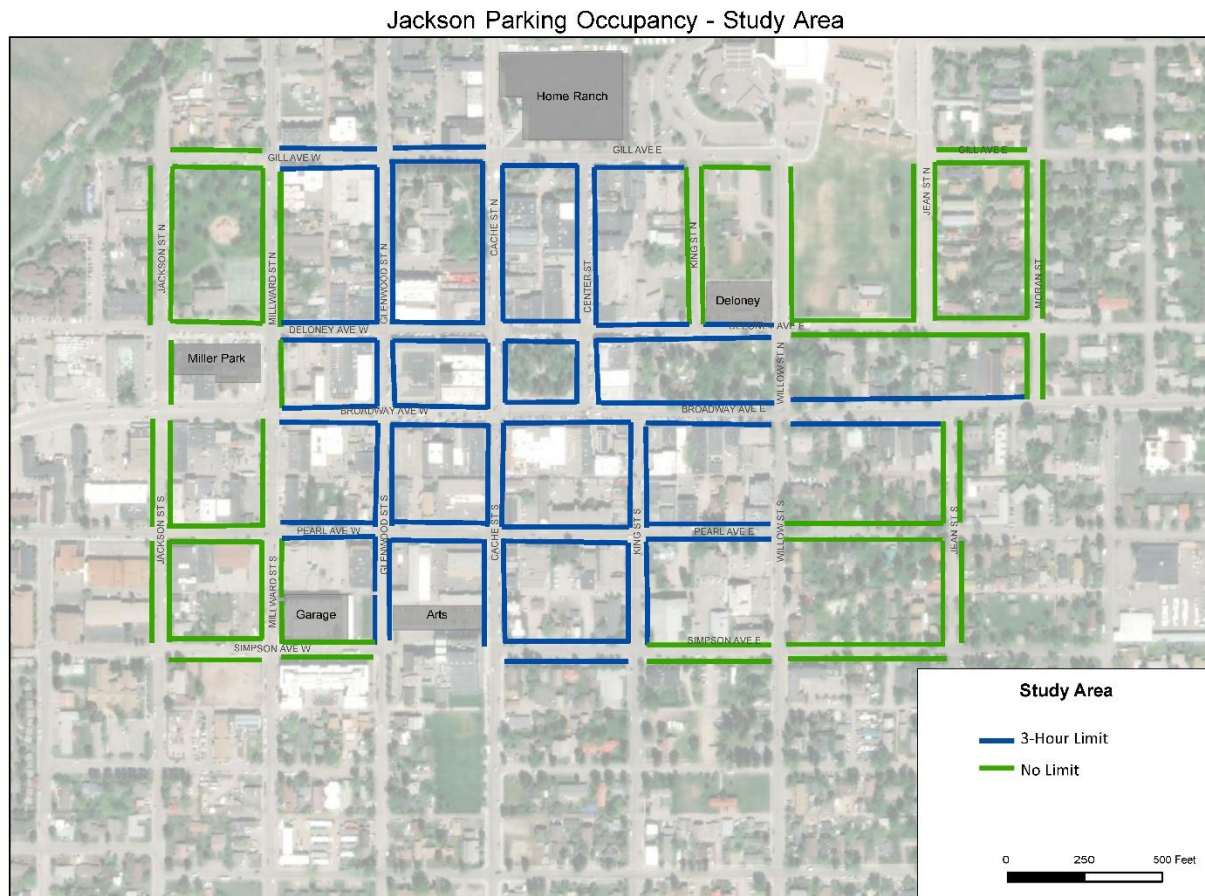
1.2. STUDY OVERVIEW

Occupancy Data

On Thursday, August 1st and Saturday, August 3rd, 2024, Town Staff recorded the observed number of parked vehicles every 2 hours between 8 AM and 9 PM for the full area shown in **Figure 1**. This “Occupancy” study area covered 110 block faces, including 1,442 stalls with either no time limits or 3-hour time limits (enforced from 9 AM to 6 PM, all days). This dataset identifies constrained areas based on observed occupancies.



Figure 1: Occupancy Study Area



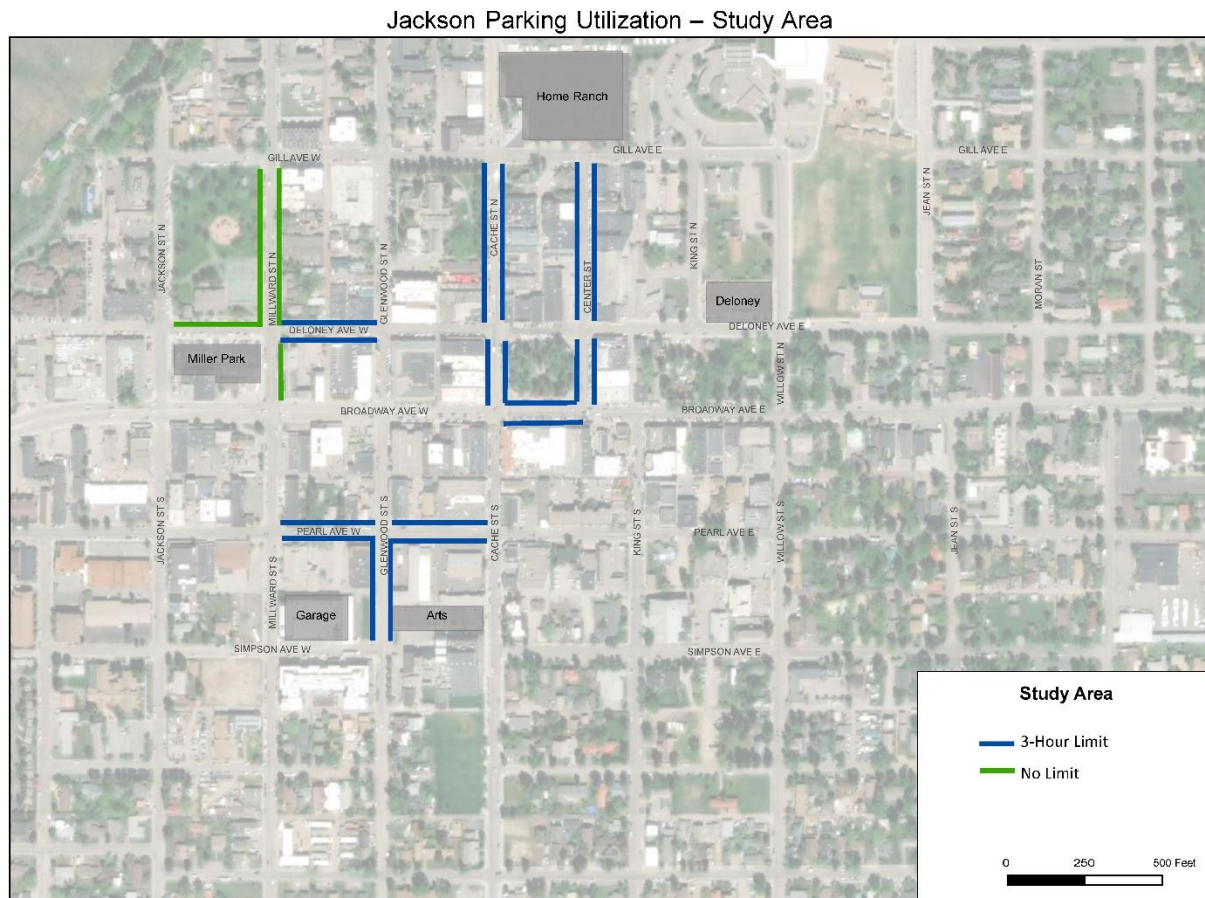
Utilization Data

On these same dates, Town Staff also recorded (once per hour) the license plates of every vehicle observed parked on street on the blocks shown in **Figure 2** between 8 AM and 9 PM. This “Utilization” study area covered 22 block faces, including 287 stalls, primarily managed with 3-hour time limits (enforced from 9 AM to 6 PM, all days). Additionally, license plates were also recorded on select rows within several off-street lots.

This hourly utilization data allows for the calculation of several key metrics within these areas:

- Occupancy – expressed as a percent of spaces occupied
- Duration of Stay – expressed as a duration of time in hours
- Unique Vehicles – expressed as a count of vehicles
- Vehicles Served per Stall – expressed as a ratio of vehicles per stall over a specified time period (either 8 AM to 6 PM or 8 AM to 9 PM)
- Violation Rate – calculated as the number of unique vehicle stays greater than 3 hours during enforcement hours in 3 hour stalls divided by the total number of unique vehicle trips observed during enforcement hours within these stalls.

Figure 2: Utilization Study Areas



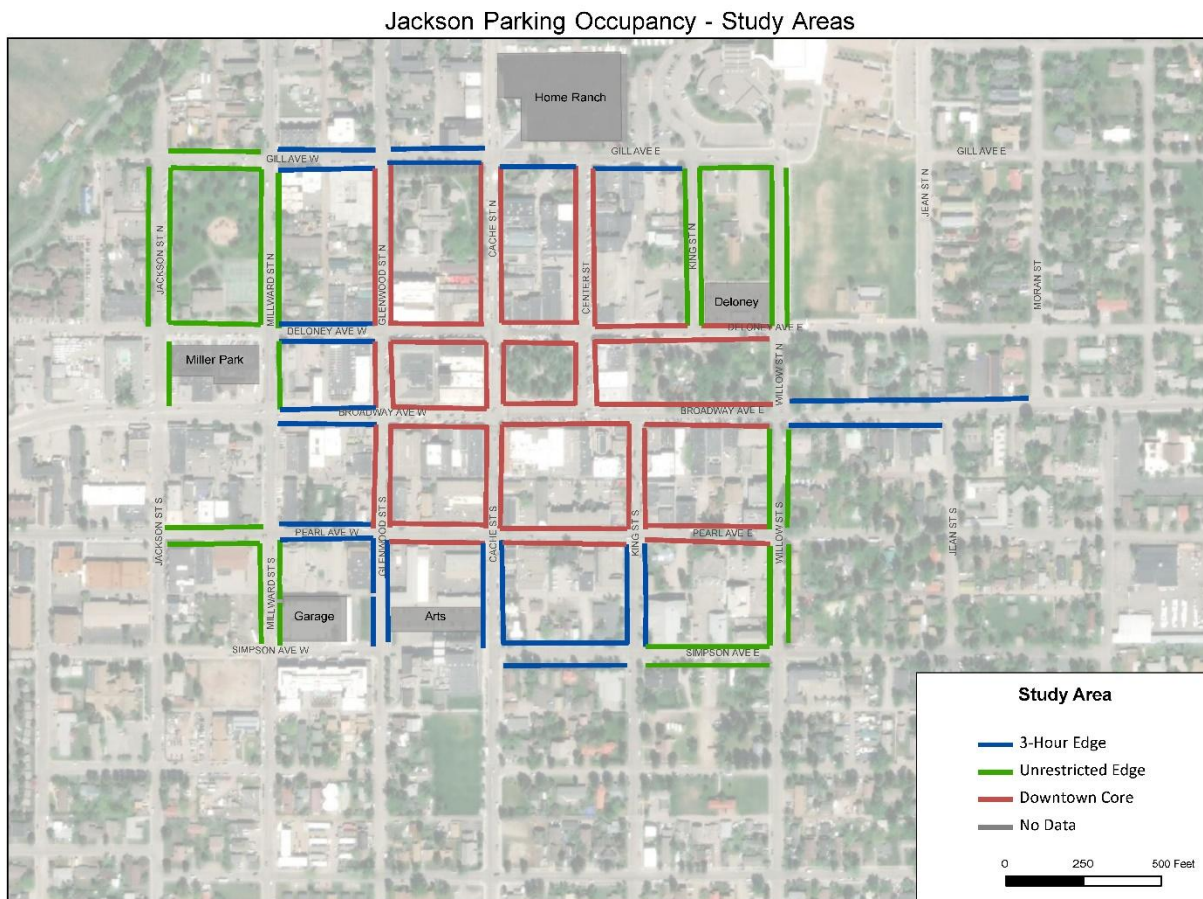
Section 2.0 of this Report focuses on the Occupancy data, comparing the levels of observed constraint to those observed in 2018.

Section 3.0 of this Report summarizes key metrics from the sample Utilization dataset, drawing comparisons to available utilization data in 2018.

2.0 Occupancy Analysis

The full study area collected in August 2024 covers a larger area than was collected in 2018. In order to allow for direct comparisons between the datasets and compare changes over time, many no limit areas on the edges of the study area have been excluded from the comparison metrics. Additionally, a new “Downtown Core” zone has been established for the 2024 dataset, which largely represents the core of the 3-hour zone, centered around the Town Square. The ‘Downtown Core’ zone consists of 37 blockfaces and 552 stalls and are shown in red in **Figure 3**. Metrics for the 3-hour blockfaces outside of this Core area, as well as metrics for the no-limit stalls collected in both 2018 and 2024, are summarized separately.

Figure 3: Occupancy Zones



2.1. WEEKDAY

2.1.1. On-Street

Table 1 shows 2024 occupancies by zone every two hours between 8 AM and 9 PM¹. Within the 552-stall “Downtown Core” Zone, occupancies exceeded 85% during both the 12 PM and 2 PM hours. Occupancies on the blocks with 3-hour time limits just outside of the “Core” also peak during the same time periods, but do not exceed 85%. Outside of the blocks with 3-hour time limits, parking is readily available, with over 160 stalls² (of 338) available during peak hours. **Table 2** shows the same data for 2018 as a point of comparison.

Figure 4 shows a comparison of 2024 to 2018 weekday occupancy data by zone. Overall, **on-street peak parking demands within the 3-hour area have increased by 18%** on weekdays compared to 2018³.

Additionally, the peak hour has shifted slightly, **now centered around 2 PM** (compared to 12 PM in 2018).

Overall, this data suggests that customers and visitors attempting to park within a block of Town Square likely have a very difficult time finding parking during the noon/early afternoon hours. These occupancy levels generally result in both driver frustration as well as traffic delays associated with vehicles circulating the block multiple times while searching for parking. **This period of constraint has generally increased and now covers a longer period of the afternoon compared to 2018.**

Table 1: 2024 On-Street Weekday Occupancies by Zone

Zone	Stall Count	8 AM	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM	Average
Downtown Core	552	44%	77%	85%	87%	80%	81%	77%	76%
3-Hour Edge Zone	219	37%	66%	72%	75%	67%	63%	54%	62%
Unrestricted Edge Zone	338	25%	41%	52%	51%	49%	39%	38%	42%
Total	1,109	37%	64%	72%	74%	68%	65%	61%	63%

Table 2: 2018 On-Street Weekday Occupancies by Zone

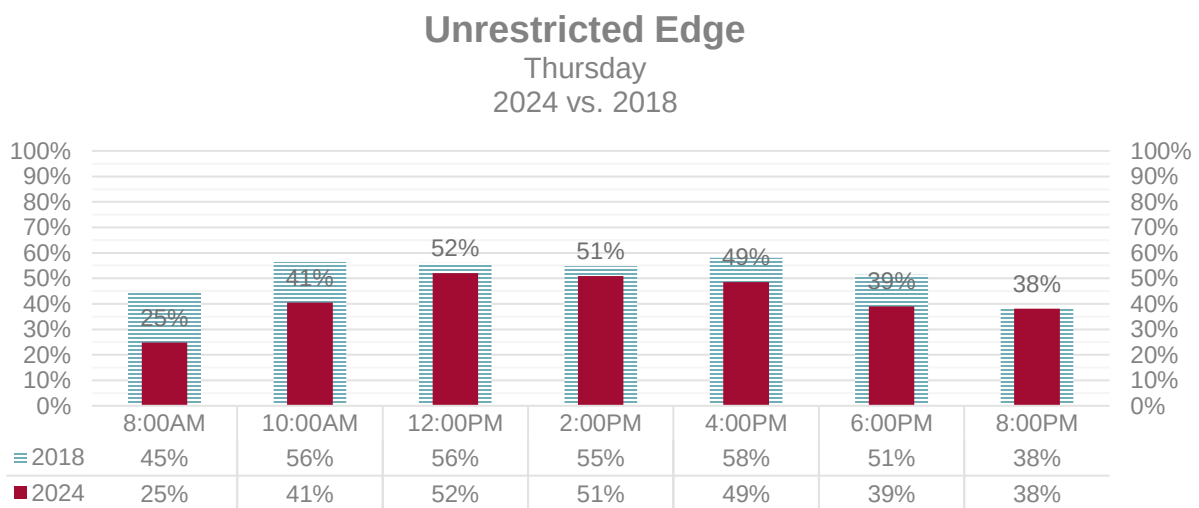
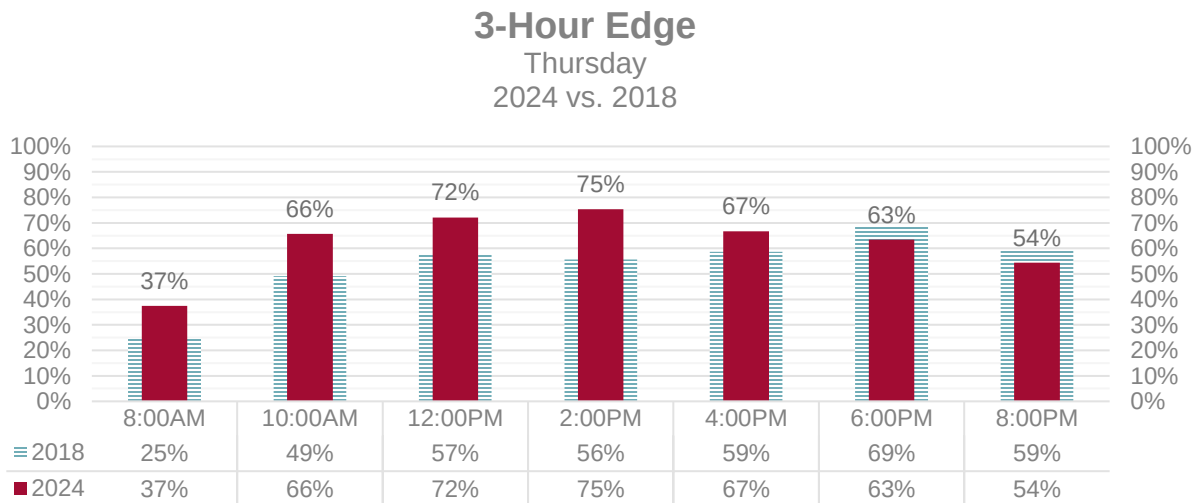
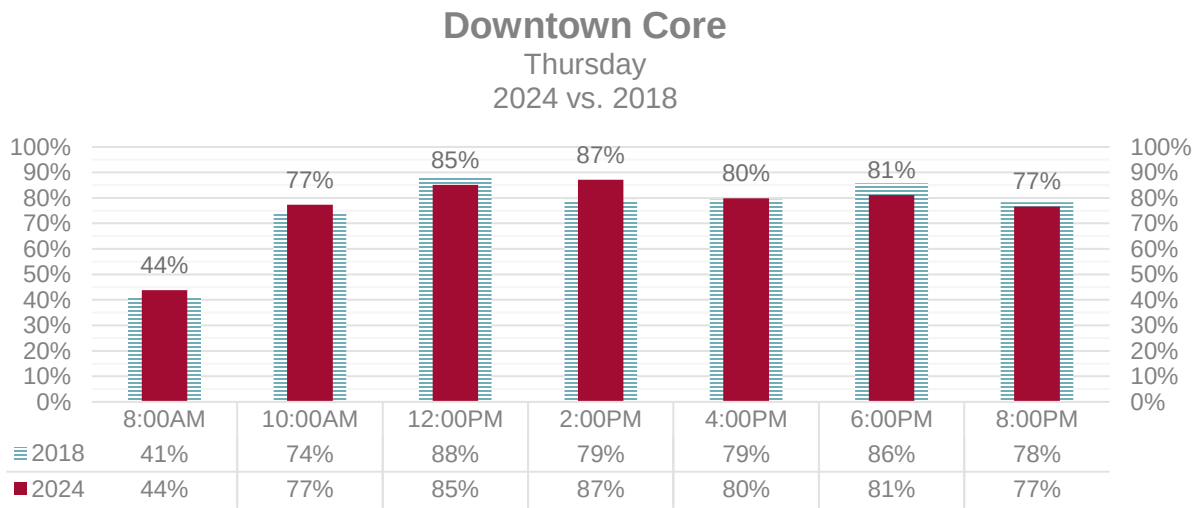
Zone	Stall Count	8 AM	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM	Average
Downtown Core	528	41%	74%	88%	79%	79%	86%	78%	75%
3-Hour Edge Zone	230	25%	49%	57%	56%	59%	69%	59%	53%
Unrestricted Edge Zone	305	45%	56%	56%	55%	58%	51%	38%	51%
Total	1,063	38%	63%	72%	67%	69%	72%	63%	64%

¹ Color coding used throughout report: ≤ 55% (Green); 55% to 70% (Yellow); 70% to 85% (Orange); 85%+ (Red)

² 28 additional block faces were collected in 2024 but area not shown in the Table as they were not collected in 2018. These block faces were found to be 54% occupied at the noon peak hour.

³ 646 vehicles observed at 2 PM compared to 546 in 2018 during the same time on these blocks.

Figure 4: 2024 vs. 2018 On-Street Weekday Occupancy Data Comparison



2.1.2. Off-Street

Table 3 shows 2024 off-street occupancies by lot every two hours between 8 AM and 9 PM. Within the 4 Downtown public lots included within the study⁴, each lot exceeded 85% during the 12 PM, 2 PM, and 6 PM hours. Overall average occupancies across all 4 lots exceeded 85% during all afternoon hours studied. **Table 4** shows the same data for 2018 as a point of comparison.

Figure 5 shows a comparison of 2024 to 2018 occupancy data by lot. Overall, **off-street peak parking demands within all 4 public surface lots have increased by 12%** on weekdays compared to 2018⁵.

Overall this data suggests that customers and visitors likely have a very difficult time finding off-street parking during the noon/early afternoon hours. **The period of constraint has generally increased and now covers a longer period of the day compared to 2018**, with Home Ranch lot now exceeding 85% occupancies well into the evening hours.

Table 3: 2024 Off-Street Weekday Occupancies by Lot

Lot	Stall Count	8 AM	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM	Average
Arts Lot	58	40%	83%	98%	91%	84%	88%	31%	74%
Miller Lot	67	34%	99%	103%	97%	84%	87%	75%	83%
Deloney Lot	82	65%	89%	94%	96%	98%	87%	73%	86%
Home Ranch Lot	194	30%	74%	94%	97%	97%	91%	92%	82%
Total	401	39%	83%	96%	96%	93%	89%	77%	82%

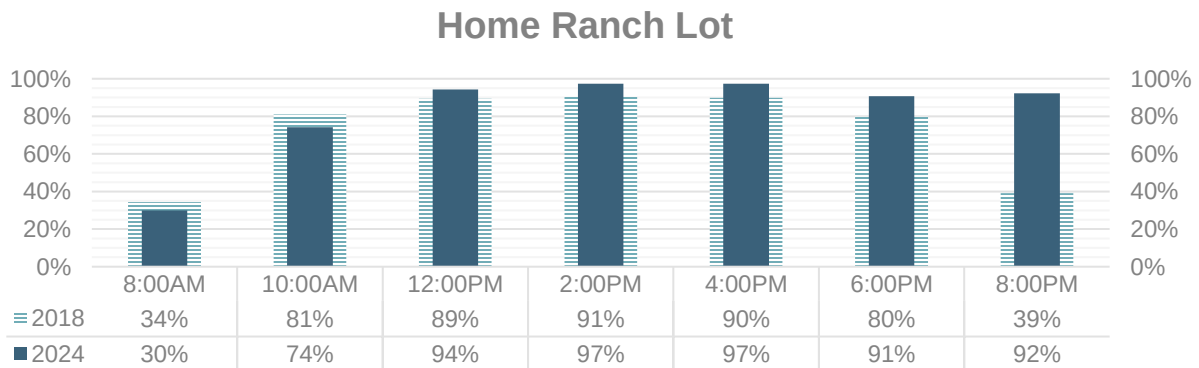
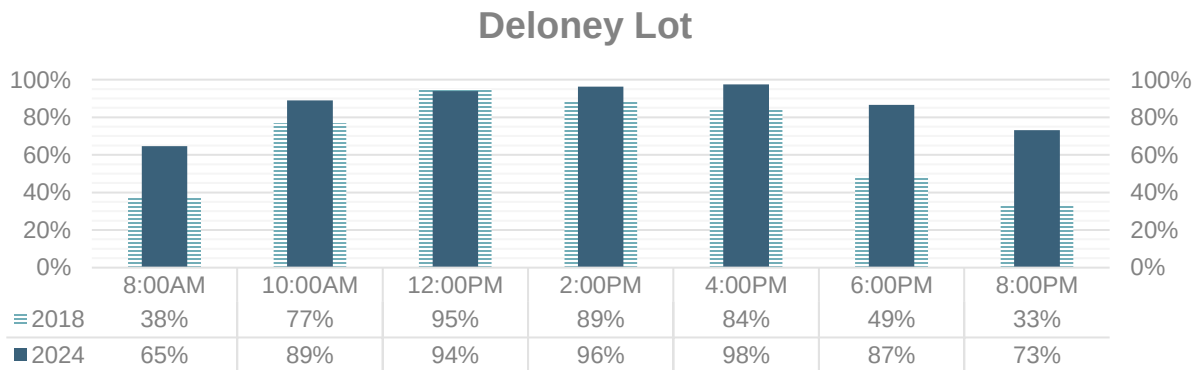
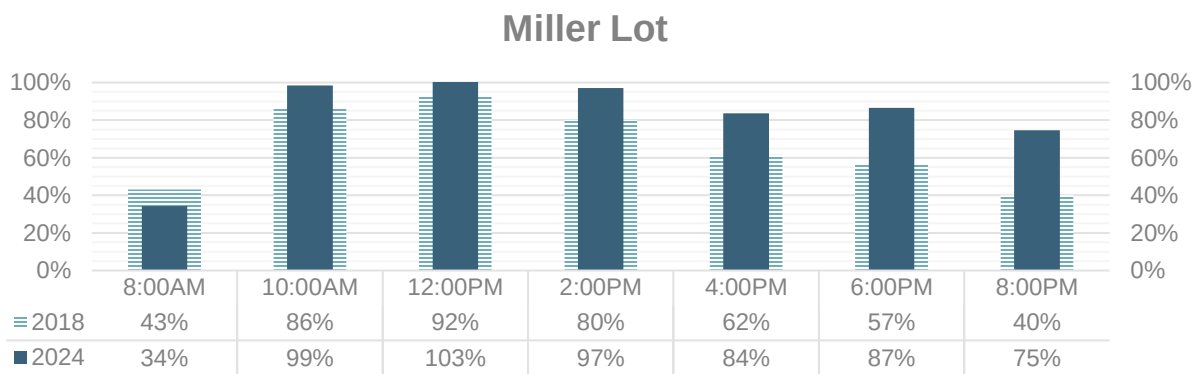
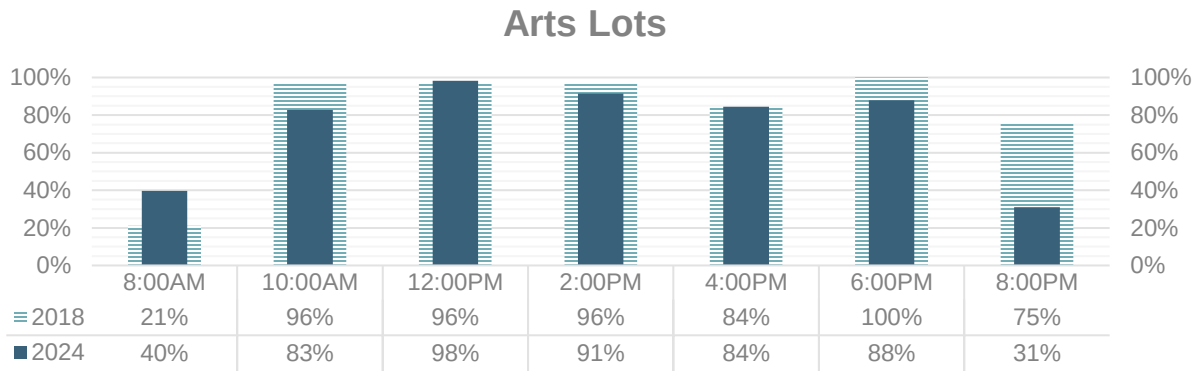
Table 4: 2018 Off-Street Weekday Occupancies by Lot

Lot	Stall Count	8 AM	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM	Average
Arts Lot	58	21%	96%	96%	96%	84%	100%	75%	81%
Miller Lot	67	43%	86%	92%	80%	62%	57%	40%	66%
Deloney Lot	82	38%	77%	95%	89%	84%	49%	33%	66%
Home Ranch Lot	194	34%	81%	89%	91%	90%	80%	39%	72%
Total	373	35%	83%	92%	89%	83%	72%	43%	71%

⁴ Only the ground floor level of the Parking Garage was observed in 2024, and this data has been excluded given the unknown overall demands within the Garage during these time periods.

⁵ 386 vehicles observed at 12 PM within these 4 lots compared to 344 in 2018 during the same time period (42 vehicle increase, or 42/344 = 12% increase).

Figure 5: 2024 vs. 2018 Off-Street Weekday Occupancy Data Comparison



2.2. SATURDAY

2.2.1. On-Street

Table 5 shows 2024 occupancies by zone (see **Figure 3**) every two hours between 8 AM and 9 PM. Within the 552-stall “Downtown Core” Zone, occupancies exceeded 85% during the 10 AM hour (during the Farmers’ Market). Occupancies on the blocks with 3-hour time limits just outside of the “Core” also peak during the same time periods, but do not exceed 70%. Outside of the blocks with 3-hour time limits, parking is readily available, with over 180 stalls⁶ (of 338) available all day. **Table 6** shows the same data for 2018 as a point of comparison.

Figure 4 shows a comparison of 2024 to 2018 Saturday occupancy data by zone. Overall, **on-street peak parking demands within the 3-hour area have increased by 7% at the peak hour on Saturdays (10 am)** compared to 2018⁷. **The Saturday on-street peak hour remains around 10 AM.**

Overall, this data suggests that customers and visitors attempting to park within a block of the Town Square likely have a very difficult time finding parking during Saturday morning hours. **Saturday parking demands are high during much of the day, but only significantly constrained during the Farmers’ Market.**

Table 5: 2024 On-Street Saturday Occupancies by Zone

Zone	Stall Count	8 AM	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM	Average
Downtown Core ⁸	552	69%	86%	83%	79%	73%	83%	74%	78%
3-Hour Edge Zone	219	24%	68%	66%	52%	45%	61%	55%	53%
Unrestricted Edge Zone	338	23%	34%	46%	42%	36%	46%	42%	38%
Total	1,109	46%	67%	68%	62%	56%	67%	61%	61%

Table 6: 2018 On-Street Saturday Occupancies by Zone

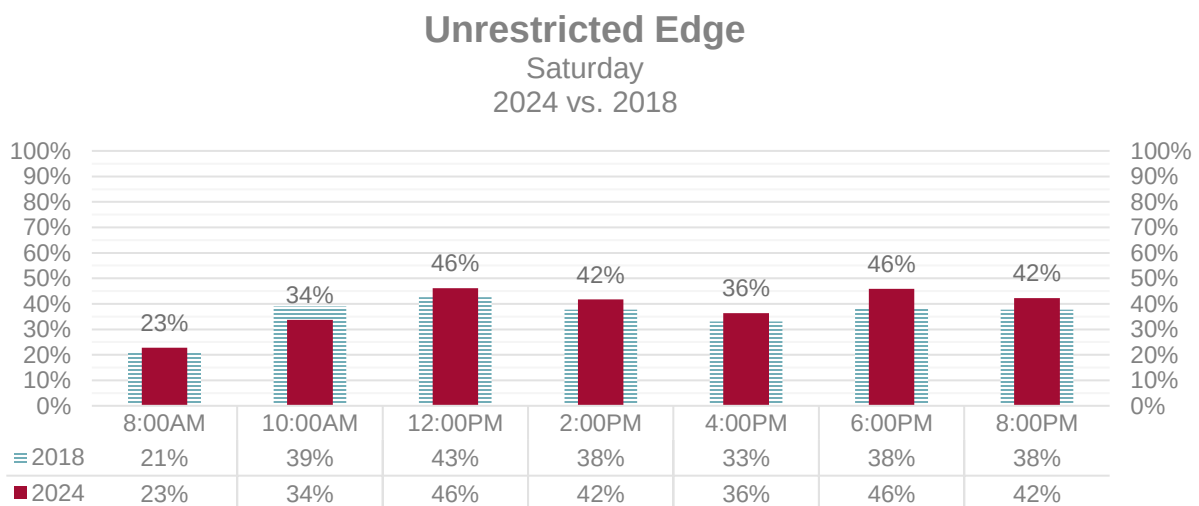
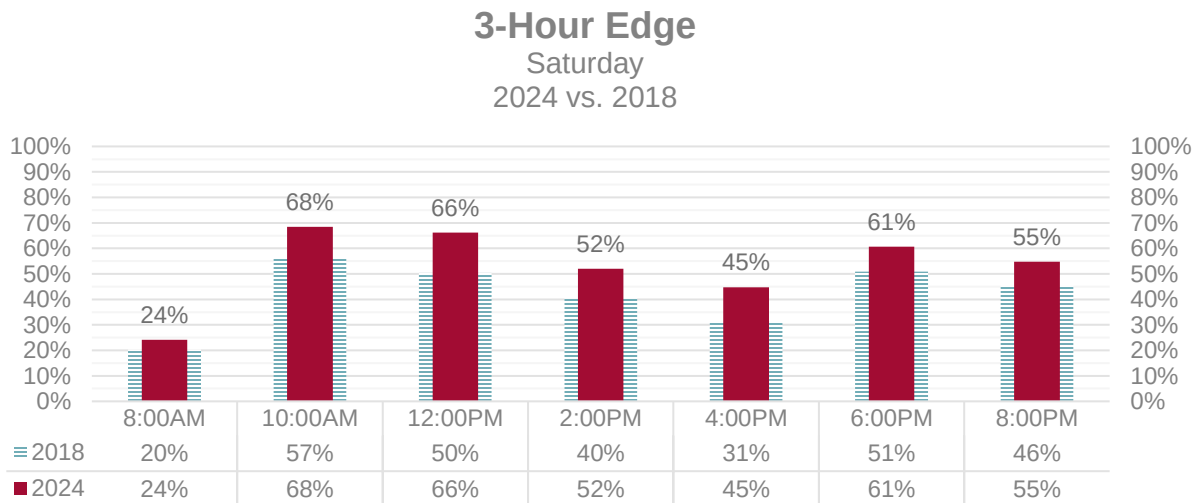
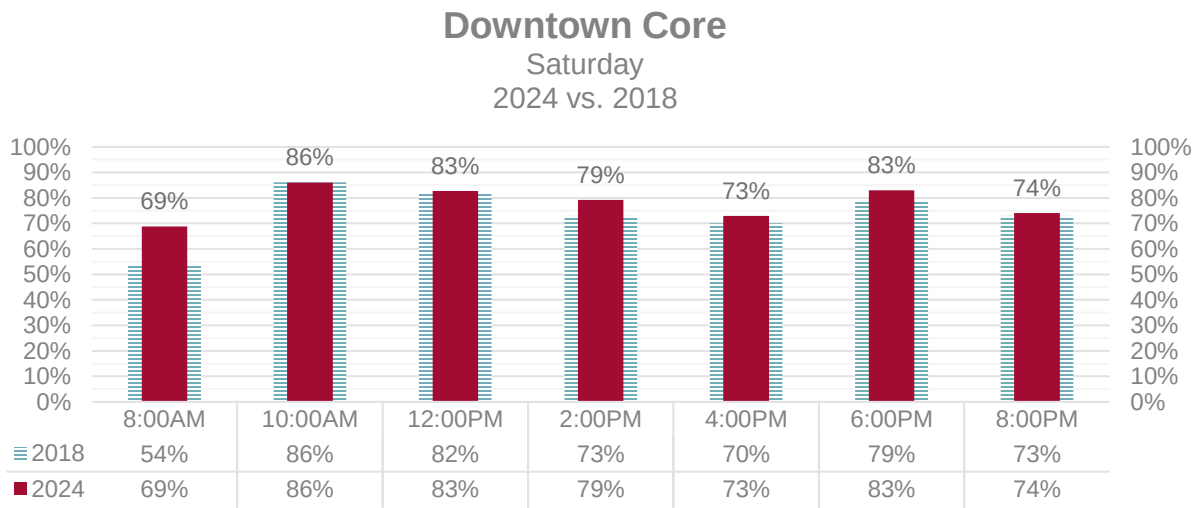
Zone	Stall Count	8 AM	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM	Average
Downtown Core	552	54%	86%	82%	73%	70%	79%	73%	74%
3-Hour Edge Zone	219	20%	57%	50%	40%	31%	51%	46%	42%
Unrestricted Edge Zone	338	21%	39%	43%	38%	33%	38%	38%	36%
Total	1,063	37%	66%	64%	56%	51%	61%	57%	56%

⁶ 28 additional block faces were collected in 2024 but area not shown in the Table as they were not collected in 2018. These block faces were found to be 40% occupied or less all day.

⁷ 625 vehicles observed at 10 AM compared to 585 in 2018 during the same time within these lots.

⁸ Note that for occupancy calculations, the blocks closed for the Farmer’s Market were assumed to be fully occupied.

Figure 6: 2024 vs. 2018 On-Street Saturday Occupancy Data Comparison



2.2.2. Off-Street

Table 7 shows 2024 off-street occupancies by lot every two hours between 8 AM and 9 PM on Saturday. Within the 4 Downtown public lots included within the study⁹, overall average occupancies across all 4 lots exceeded 85% during the 12 PM hour. The Miller Lot is the most constrained lot on Saturdays, exceeding 85% occupied during most periods analyzed. **Table 4** shows the same data for 2018 as a point of comparison, with the exception of the Deloney Lot, which was not studied on Saturday in 2018.

Figure 5 shows a comparison of 2024 to 2018 occupancy data by lot. Overall, **off-street peak parking demands during the morning peak hour within the 3 public surface lots (excluding Deloney) have increased by 15% on Saturdays compared to 2018¹⁰.**

Overall this data suggests that customers and visitors likely have difficulty finding off-street parking during the morning hours on Saturdays. **Additionally, parking demands have generally increased and much of the off-street system is beginning to approach 85% occupancies during much of the afternoon as well.**

Table 7: 2024 Off-Street Saturday Occupancies by Lot

Lot	Stall Count	8 AM	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM	Average
Arts Lot	58	22%	69%	79%	71%	72%	60%	33%	58%
Miller Lot	67	24%	87%	90%	90%	82%	93%	87%	79%
Deloney Lot	82	70%	85%	89%	76%	73%	85%	59%	77%
Home Ranch Lot	194	31%	78%	88%	84%	86%	84%	80%	76%
Total	401	37%	80%	87%	81%	81%	82%	70%	74%

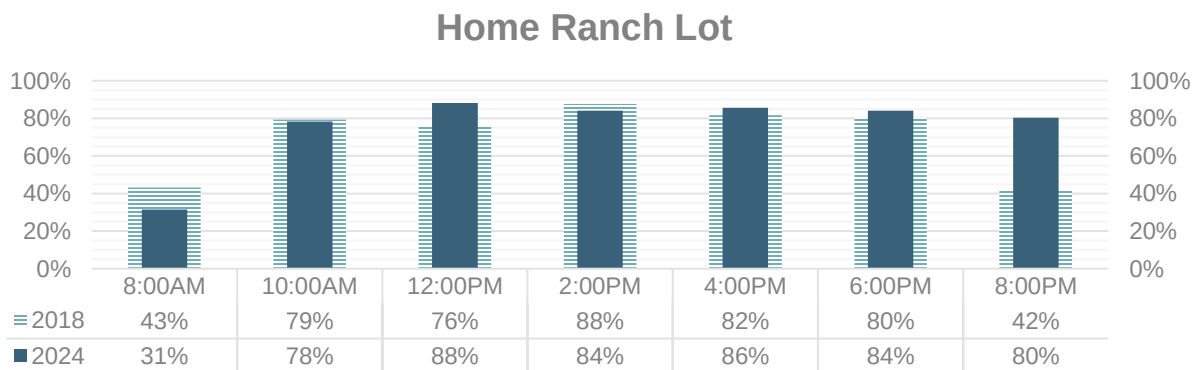
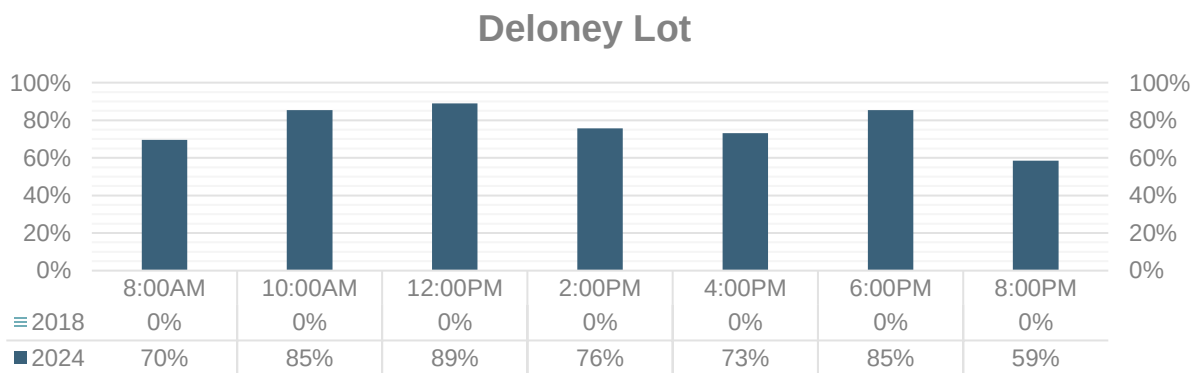
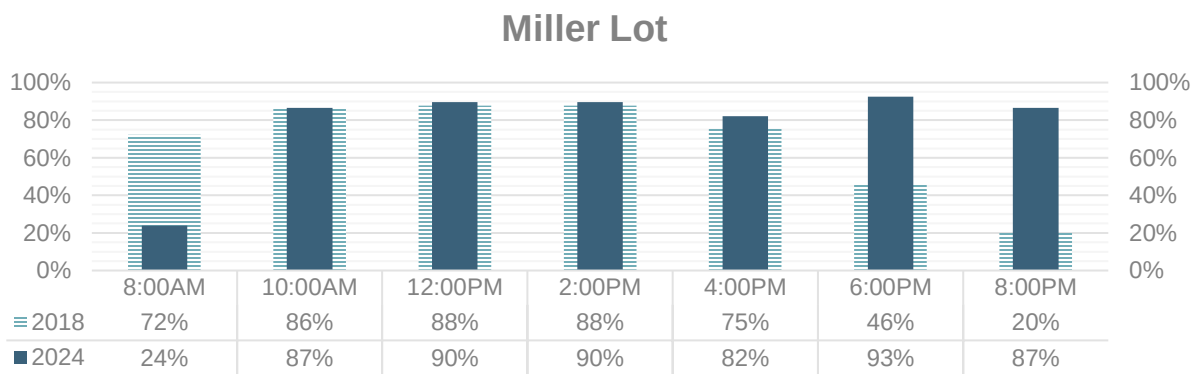
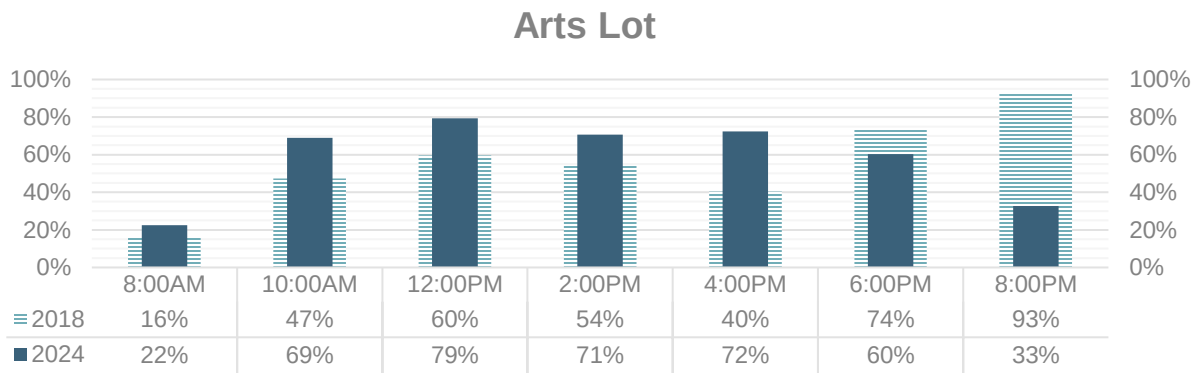
Table 8: 2018 Off-Street Saturday Occupancies by Lot

Lot	Stall Count	8 AM	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM	Average
Arts Lot	58	16%	47%	60%	54%	40%	74%	93%	55%
Miller Lot	67	72%	86%	88%	88%	75%	46%	20%	68%
Deloney Lot	-	No Data							
Home Ranch Lot	194	43%	79%	76%	88%	82%	80%	42%	70%
Total	291	44%	75%	76%	81%	72%	71%	47%	67%

⁹ Only the ground floor level of the Parking Garage was observed in 2024, and this data has been excluded given the unknown overall demands within the Garage during these time periods.

¹⁰ 250 vehicles observed at 10 AM compared to 217 in 2018 during the same time in these 3 lots.

Figure 7: 2024 vs. 2018 Off-Street Saturday Occupancy Data Comparison

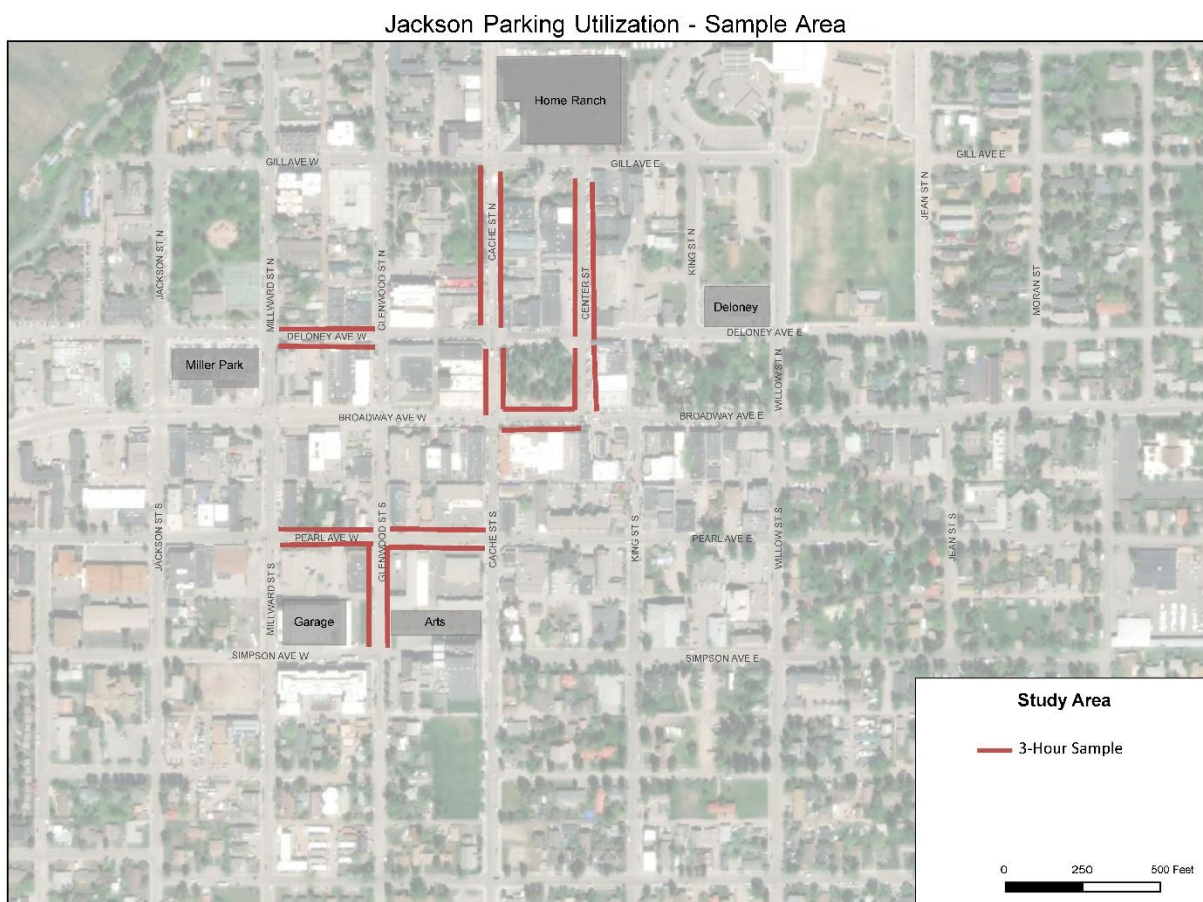


3.0 Utilization Analysis

In both 2018 and in 2024, hourly license plate data was only collected on select blocks in Downtown. This level of detail is necessary in order to understand unique vehicle trips, average duration of stay, and violation rates, but is more time intensive to collect. Because license plate data was not collected across the entire Downtown, the data represents a “sample,” but can be used to show trends over time when compared to similar areas in 2018.

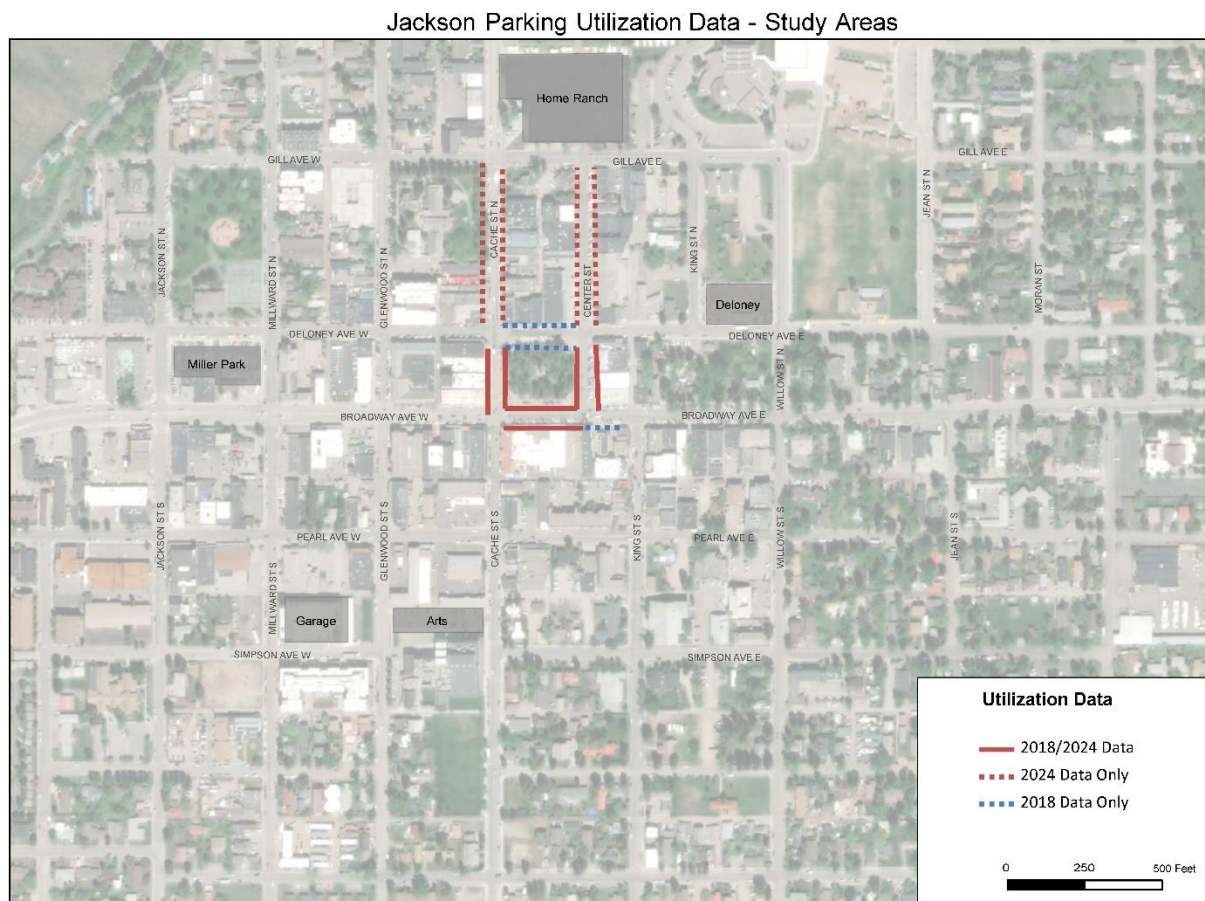
In 2024, hourly license plate data was collected on 18 blockfaces (226 stalls) within the 3-hour zone. These block faces are highlighted in **Figure 8**. This represents approximately a 29% sample of the overall stall count within the 3-hour time-limited zone within Downtown.

Figure 8: 2024 Utilization Sample Data within the 3-Hour Zone



To allow for a more reasonable comparison to 2018, a small sample was selected to more closely align with the “Town Square” sample collected in 2018. The 165 stalls on 8 blocks shown in solid red in **Figure 9** were selected for comparison to the 98 stalls studied in 2018, centered around the Town Square.

Figure 9: 2024/2018 Utilization Sample Data (Core Area)



3.1. WEEKDAY UTILIZATION

3.1.1. On-Street 3-Hour Parking Zone (Full Zone, 2024 Only)

Table 9 summarizes a series of key metrics based on data collected within the area shown in **Figure 8** above, i.e. the full 2024 3-hour zone. On these 18 blockfaces, the average duration of stay over the entire study period was found to be 1:42. Of the 1,240 unique vehicles observed parking on these blocks, 113 (9.1%) stayed for longer than 3 hours. During enforcement hours only, 66 of the 999 vehicles observed stayed over the time limit, which represents a 6.6% violation rate.

Consistent with the occupancy data collected over the entire Downtown, the peak hour within this sample area was found to occur at 2 PM.

In general, a violation rate of less than 10% is generally within the acceptable range. However, due to the small sample size, “chain parking” cannot be estimated from this dataset. Some employees (or other all-day parkers) may be moving their vehicle one or more times during the day, and the violation rate does not consider this type of “all day parking” within the Downtown Core.

Table 9: On-Street Weekday Utilization Data Findings (3-Hour Sample Zone)

Performance Measure	2024
Stalls	226
Vehicles Served (8 AM – 9 PM)	1,240
Vehicles Served per Stall (8 AM – 9 PM)	5.5
Vehicles Served (8 AM – 6 PM)	999
Vehicles Served per Stall (8 AM – 6 PM)	4.4
Average Duration of Stay	1:42
Violation Rate	6.6%
Stays Over 3 Hours (8 AM – 9 PM)	9.1%
Peak Hour	2 PM
Peak Occupancy	89%

3.1.2. On-Street 3-Hour Parking Zone Comparison (Core Area 2018 and 2024)

Although a larger area, comparing the 165 stalls on 8 blocks shown in red (solid and dashed) in **Figure 9** (above) to the 98 stalls centered around the Town Square in 2018¹¹ (solid red and dashed blue) does suggest that the violation rate may have increased in recent years in this area (increasing from 2.7% in 2018 to 5.6% in 2024). Additionally, in part due to a slightly longer average duration of stay observed in 2024, each stall is serving fewer vehicles per day compared to 2018 (5.7 vehicles per day compared to 6.9 in 2018).

Table 10: 2024 vs. 2018 On-Street Weekday Utilization Data Comparison (Core Area)

Performance Measure	2018	2024
Stalls	98	165
Vehicles Served (8 AM – 9 PM)	676	941
Vehicles Served per Stall (8 AM – 9 PM)	6.9	5.7
Vehicles Served (8 AM – 6 PM)	524	754
Vehicles Served per Stall (8 AM – 6 PM)	5.3	4.6
Average Duration of Stay	1:34	1:41
Violation Rate	2.7%	5.6%
Stays Over 3 Hours	3.1%	8.1%
Peak Hour	12 PM	2 PM
Peak Occupancy	97%	92%

¹¹ Note that in 2018, license plates were recorded every 30 minutes. In order to directly compare 2018 to 2024 data without biasing the average duration of stay data, only hourly data collected in 2018 was used in all calculations. This allowed for a more direct comparison of data without introducing bias due to differences in data collection methodology.

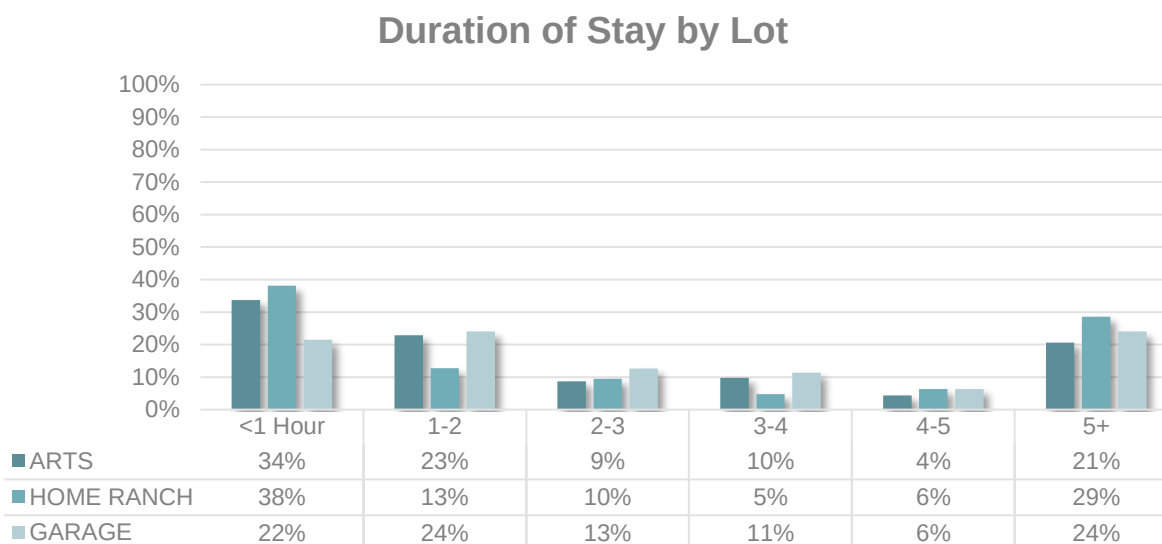
3.1.3. Off-Street

In addition to the on-street areas discussed in the previous sections, hourly license plate data was also recorded in select areas of the **Arts Lot**, the **Home Ranch Lot**¹², and the ground floor of the **Parking Garage**¹³.

Figure 10 summarizes the percentage of vehicles parking for each period of time shown. In each of these three locations, more than 20% of users stayed for longer than 5 hours (with 29% of stays in the Home Ranch sample for longer than 5 hours). Additionally, at least 35% of vehicle stays were for longer than 3 hours in each of these lots. This suggests frequent usage by employees or other all-day parkers.

Because these lots allow all-day parking, this finding is not unexpected. However, if there is a desire to accommodate additional customer/short-term trips within these lots, time limits may be needed in one or more Downtown lots to shift all-day parking to other parking areas.

Figure 10: 2024 Weekday Off-Street Duration of Stay by Lot



¹² For this analysis, only the standard stalls are included in the summary data. Oversize data is excluded due to the different duration of stay characteristics.

¹³ Afternoon weekday data was also collected within the Miller Lot, but has been excluded here due to the inability to effectively measure duration of stay without morning data.

3.2. SATURDAY

3.2.1. On-Street 3-Hour Parking Zone

Table 11 summarizes a series of key metrics based on data collected on Saturday within the area shown previously in **Figure 8**. On these 18 blockfaces, the average duration of stay over the entire study period was found to be 1 hour and 40 minutes, expressed as 1:40 in **Table 11**. Of the 1,241 unique vehicles observed parking on these blocks, 131 (10.6%) stayed for longer than 3 hours. During enforcement hours only, 83 of the 1,002 vehicles observed stayed over the time limit, which represents an 8.3% violation rate.

The peak hour within this sample area was found to occur at 6 PM (compared to 10 AM for the full Downtown on Saturdays).

In general, a violation rate of less than 10% is generally within the acceptable range. However, as noted previously, the number of vehicles parking all day within the Core by parking multiple times per day is unknown. A dataset from the license plate reading cameras in CSO vehicles could be evaluated to look for license plates that move around the Downtown area throughout the day (i.e. by cross tabulating a plate that is downtown for more than 7 hours but is flagged in multiple locations).

Table 11: On-Street Saturday Utilization Data Findings (3-Hour Sample Zone)

Performance Measure	2024
Stalls	226
Vehicles Served (8 AM – 9 PM)	1,241
Vehicles Served per Stall (8 AM – 9 PM)	5.5
Vehicles Served (8 AM – 6 PM)	1,002
Vehicles Served per Stall (8 AM – 6 PM)	4.4
Average Duration of Stay	1:40
Violation Rate	8.3%
Stays Over 3 Hours	10.6%
Peak Hour	6 PM
Peak Occupancy	85%

3.2.2. On-Street 3-Hour Parking Zone Comparison (Core Area)

As with the weekday analysis, 165 stalls on 8 blocks shown in solid red in **Figure 9** (previous section) were selected for comparison to the 98 stalls (in solid blue and dashed red) studied in 2018 centered around the Town Square.

On Saturdays, the violation rate is *slightly* lower than on weekdays and appears to have decreased slightly from 2018 (decreasing from 10.3% in 2018 to 8.9% in 2024). Each stall is serving slightly fewer vehicles per stall (5.8 vehicles per stalls in 2024 compared to 6.1 vehicles per stall in 2018), but this may be a result of the larger study area.

Table 12: 2024 vs. 2018 On-Street Saturday Utilization Data Comparison (Core Area)

Performance Measure	2018	2024
Stalls	98	165
Vehicles Served (8 AM – 9 PM)	593	964
Vehicles Served per Stall (8 AM – 9 PM)	6.1	5.8
Vehicles Served (8 AM – 6 PM)	455	766
Vehicles Served per Stall (8 AM – 6 PM)	4.6	4.6
Average Duration of Stay	1:44	1:42
Violation Rate	10.3%	8.9%
Stays Over 3 Hours	10.3%	10.2%
Peak Hour	3 PM	5 PM
Peak Occupancy	96%	90%

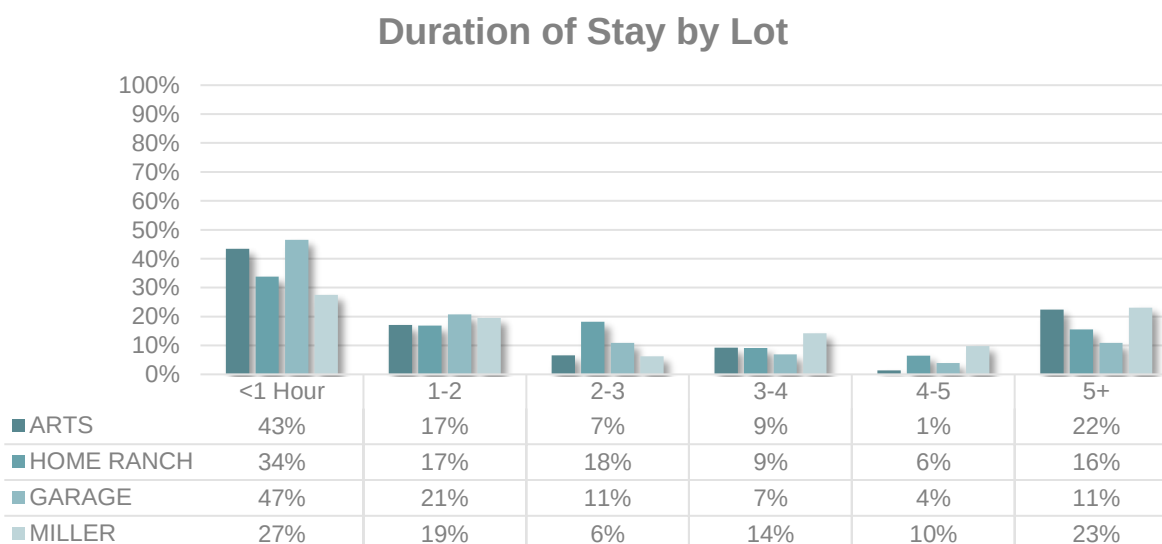
3.2.3. Off-Street

On Saturday, hourly license plate data was also recorded in select areas of the **Arts Lot**, the **Home Ranch Lot**¹⁴, the ground floor of the **Parking Garage**¹⁵, as well as **Miller Lot**.

Figure 11 summarizes the percentage of vehicles parking for each period of time shown. In the Arts Lot and Miller Lot, more than 20% of users stayed for longer than 5 hours. Additionally, at least 30% of vehicle stays were for longer than 3 hours in each of the 3 surface lots (with 47% of all Saturday stays for longer than 3 hours in the Miller Lot). This suggests frequent usage by employees or other all-day parkers.

As noted previously, if there is a desire to accommodate additional customer/short-term trips within these lots, time limits may be needed in one or more Downtown lots to shift all-day parking to other parking areas.

Figure 11: 2024 Saturday Off-Street Duration of Stay by Lot



¹⁴ For this analysis, only the standard stalls are included in the summary data. Oversize data is excluded due to the different duration of stay characteristics.

¹⁵ Afternoon weekday data was also collected within the Miller Lot, but has been excluded here due to the inability to effectively measure duration of stay without morning data.

4.0 Findings and Next Steps

4.1. KEY FINDINGS

Key observations are summarized as follows:

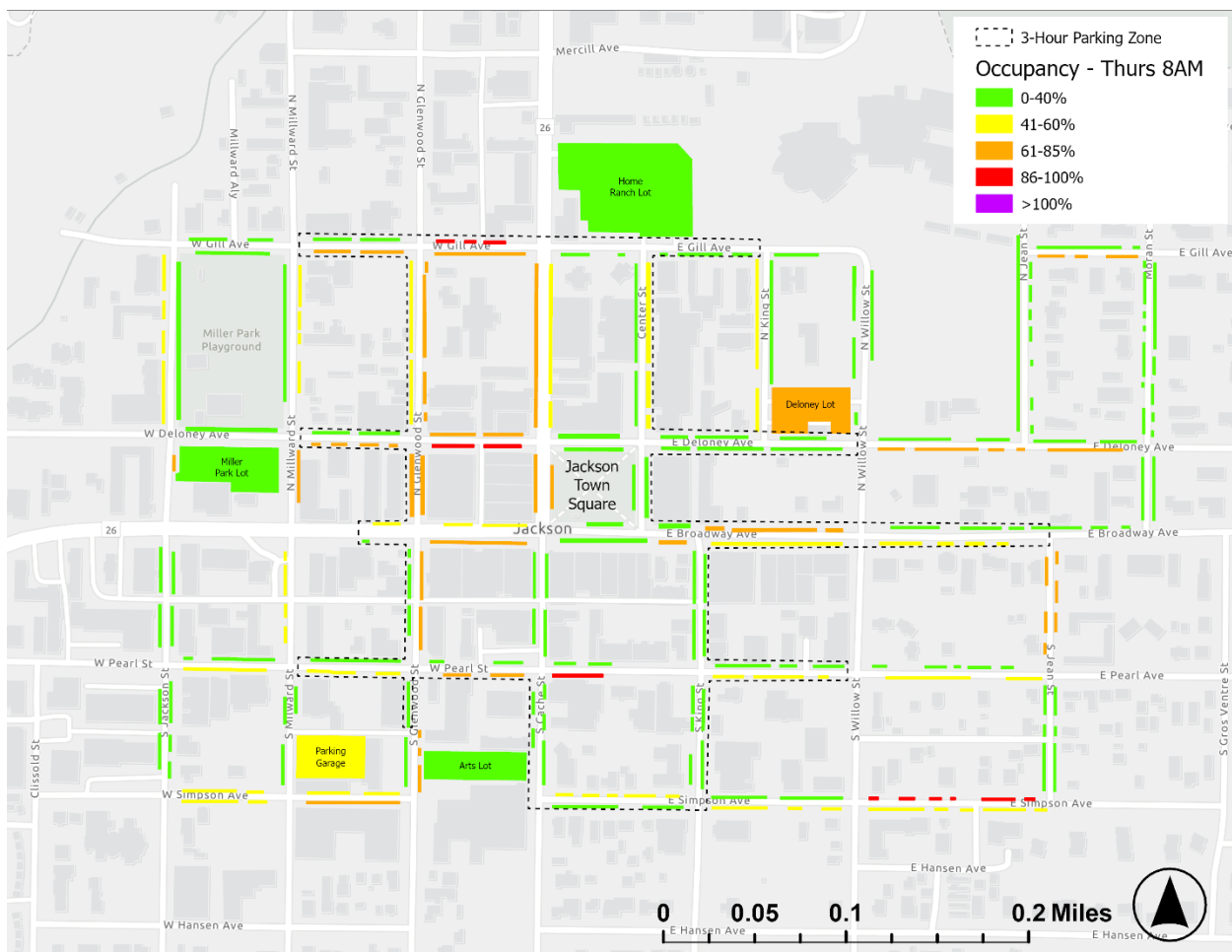
- **On-street peak parking demands within the 3-hour area have increased by 18% on weekdays and 7% on Saturdays compared to 2018.** Additionally, particularly on weekdays, the period of constraint has generally increased and now covers a longer period of the day compared to 2018.
- **Off-street peak parking demands within the public surface lots have increased by 12% on weekdays and 15% on Saturdays compared to 2018.** As observed on-street, the period of constraint has generally increased and now covers a longer period of the day compared to 2018, with Home Ranch lot now exceeding 85% occupancies well into the evening hours on weekdays.
- **Taken together, these levels of constraint indicate that it is very difficult for customers and visitors to find parking, particularly during the early afternoon hours on weekdays and during the morning hours on Saturdays.** Occupancies over 85% typically result in visitor frustration and lead to higher levels of traffic congestion as drivers circle multiple blocks while searching for parking.
- **At least 35% of vehicle stays in the sampled areas of the Arts Lot and Home Ranch Lot were for longer than 3 hours on weekdays (and 30%+ on weekends),** indicating frequent usage by employees or other all-day parkers. Given the system constraints, these long-term stays directly displace short-term customers/visitors that may otherwise use these lots, forcing these users to park further from the Downtown Core.
- **The violation rate within the sampled areas of the 3-hour on-street zone was less than 10% on both weekdays and Saturdays, suggesting acceptable levels of compliance with the posted time limits.** However, some employees or other all-day users may be parking into the time-limited area and moving their vehicles, and the amount of “chain parking” cannot be determined without a full hourly utilization study across the entire 3-Hour zone. Data from the license plate readers in the patrol vehicles should be used to explore the prevalence of chain parking.
- **While parking remains available on the edges of the Downtown Core, these areas of availability are likely difficult to communicate to transient users such as customers and visitors.** It will likely be more effective to shift employee parking (and other regular, long-term parkers) out of the Downtown Core to free up space for customers and visitors.

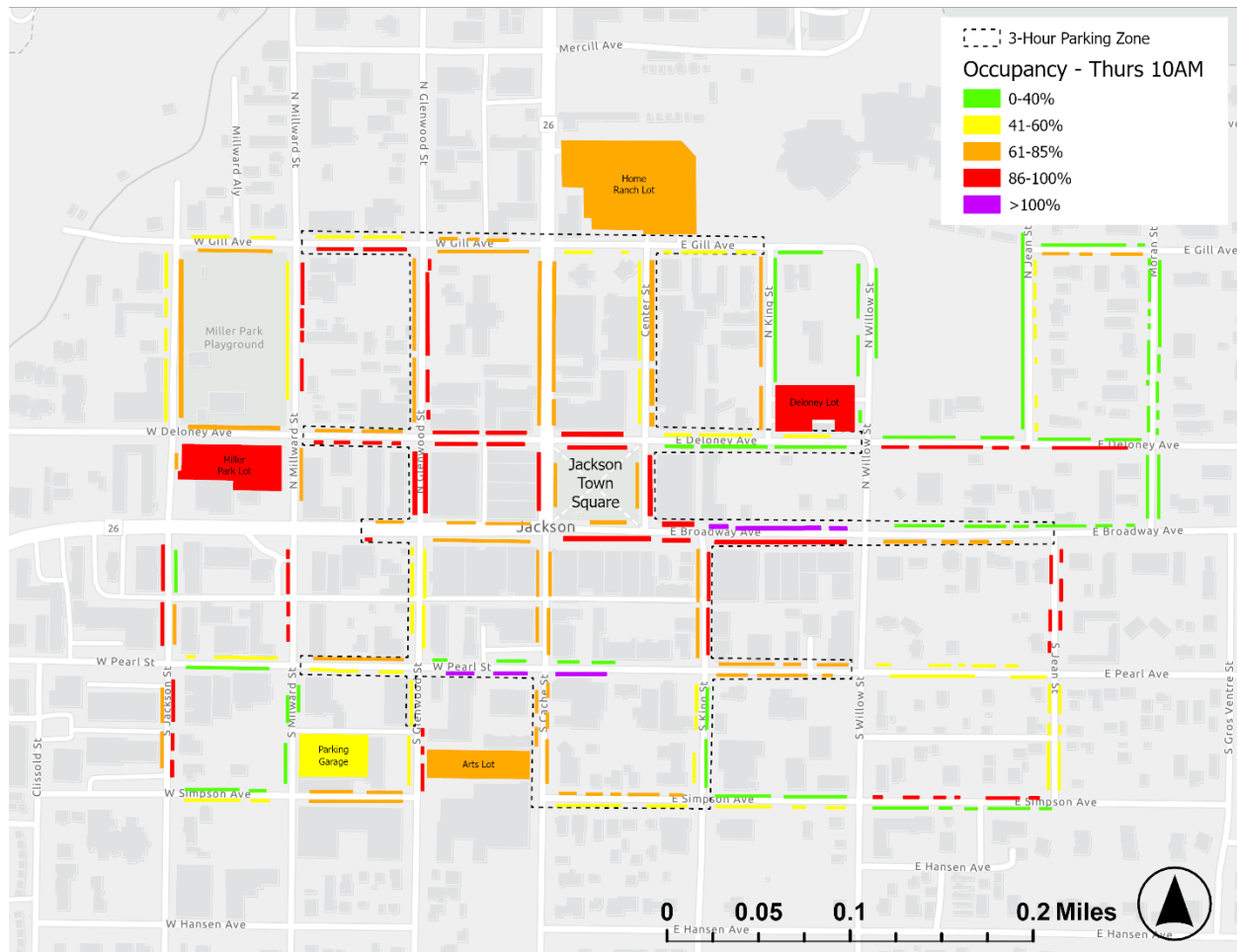
4.2. NEXT STEPS

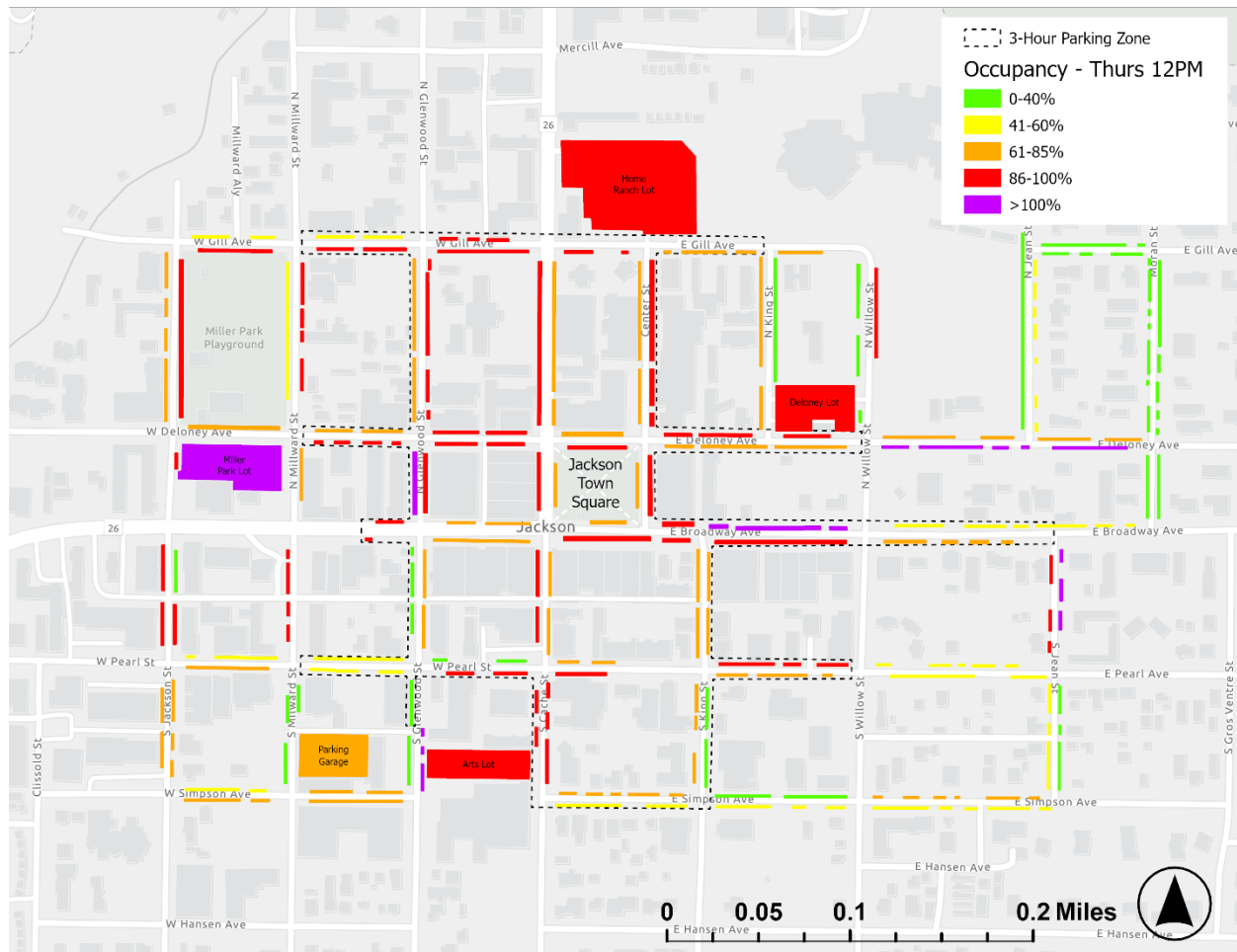
Using these findings and interviews with Town Staff, a 2025 Parking Management Action Plan will be developed that identifies key strategies to prioritize for implementation within the next 12-18 months. The recommendations will draw extensively from the 2019 Downtown Parking and Mobility Management Plan, as appropriate, but will incorporate additional key issues that have emerged since the original development of that Plan.

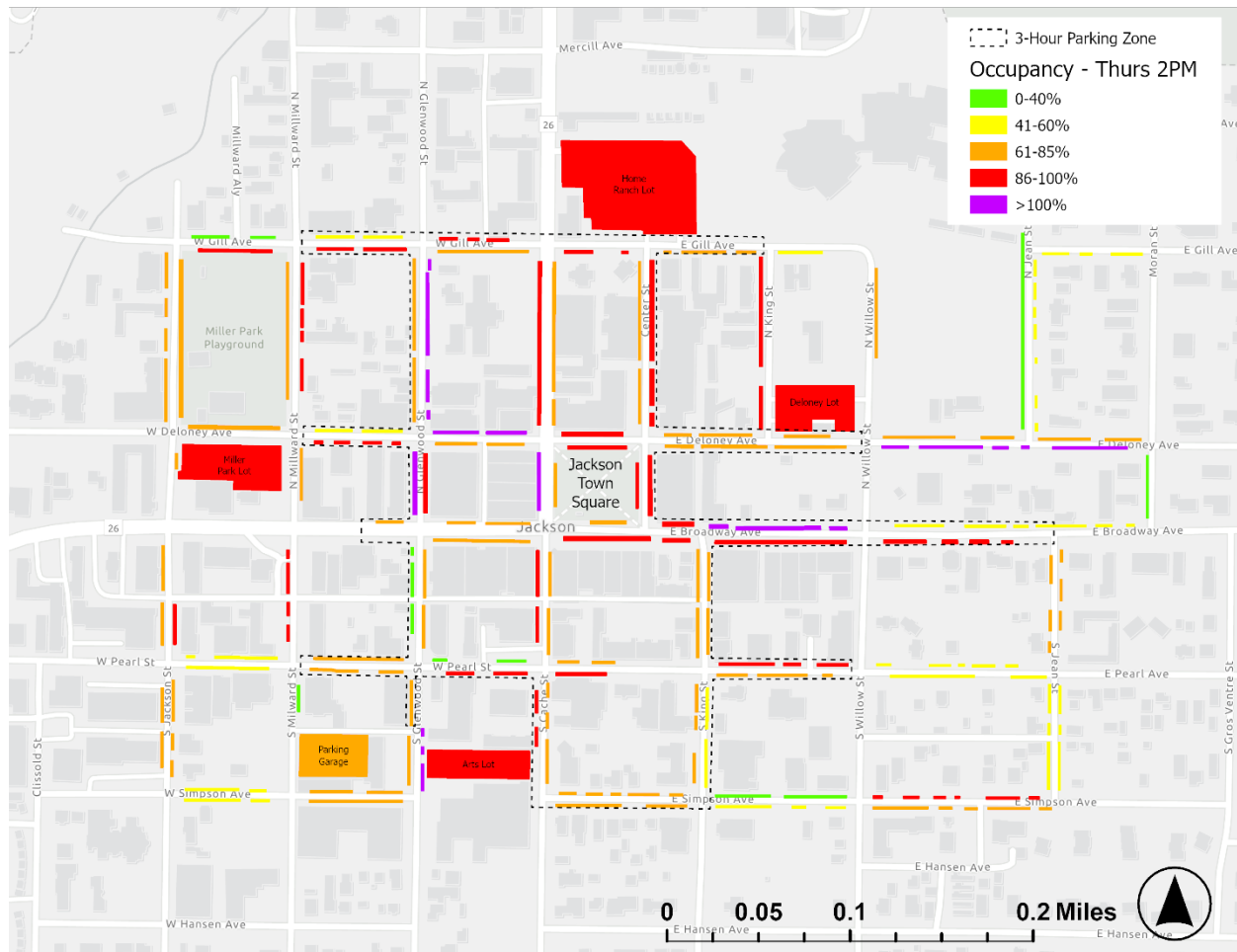
Appendix A: Heat Maps

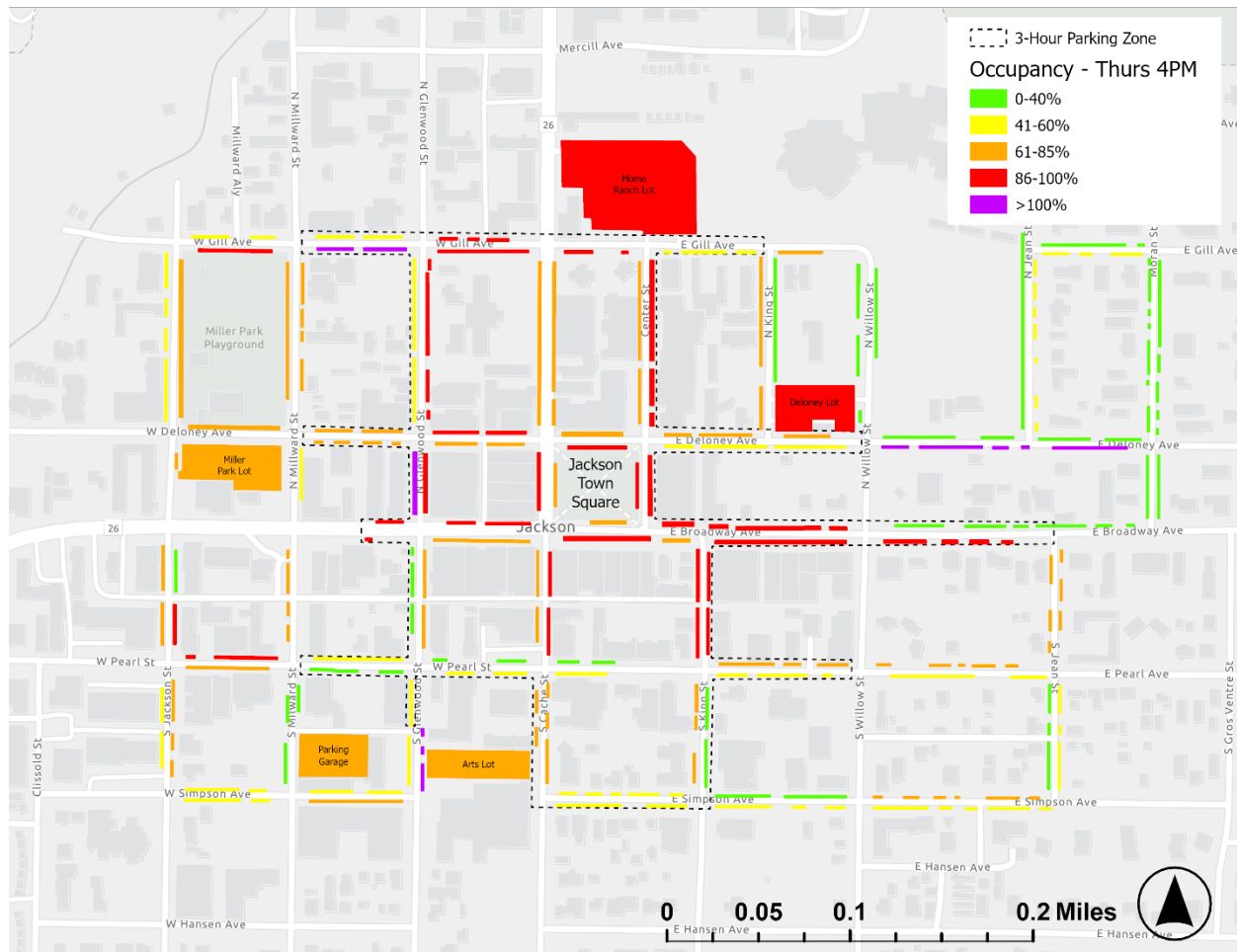
NOTE: The following maps were included in the “Downtown Jackson Existing Parking Conditions Report” dated September 2024. Slightly different occupancy thresholds are used compared to the body of this report.

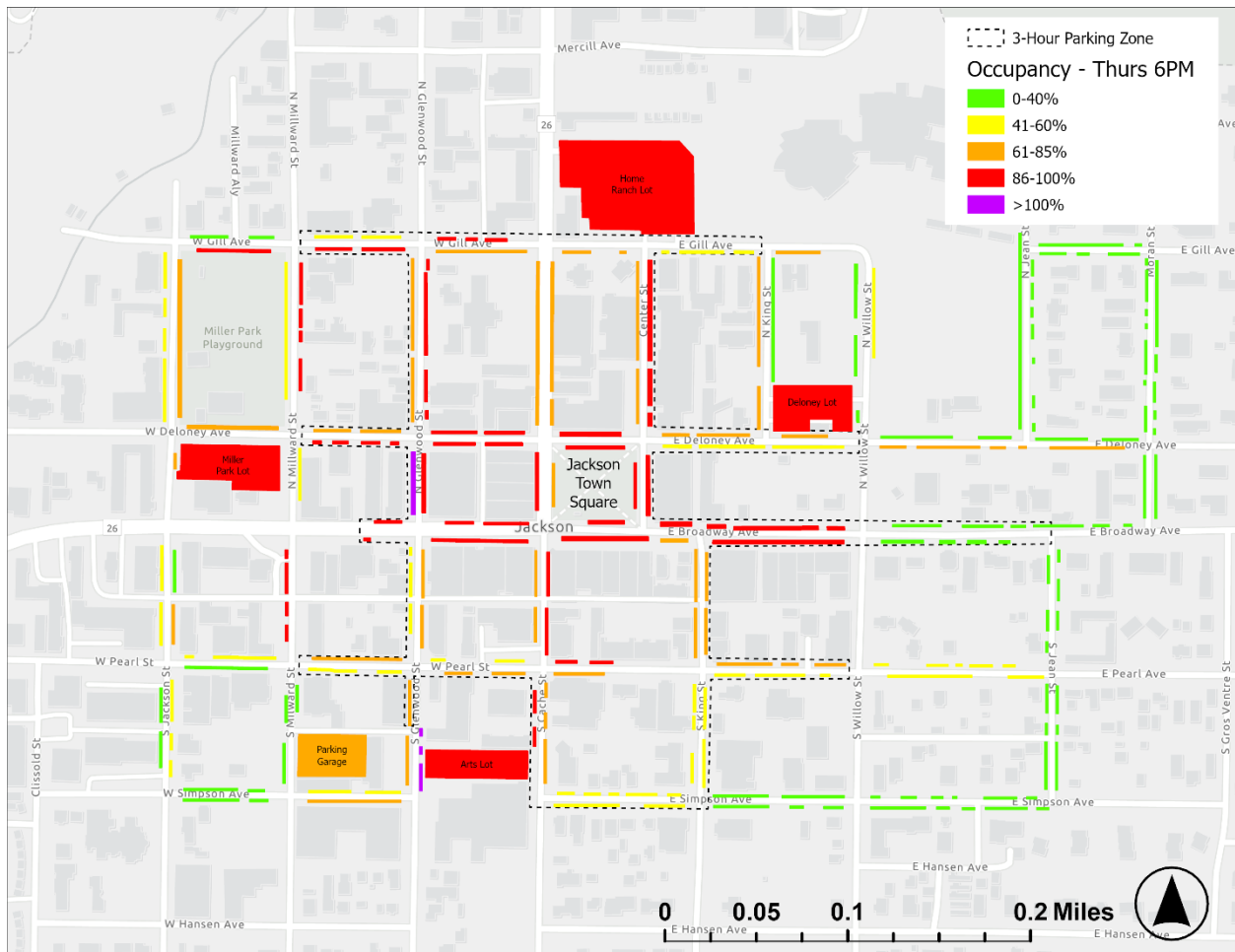


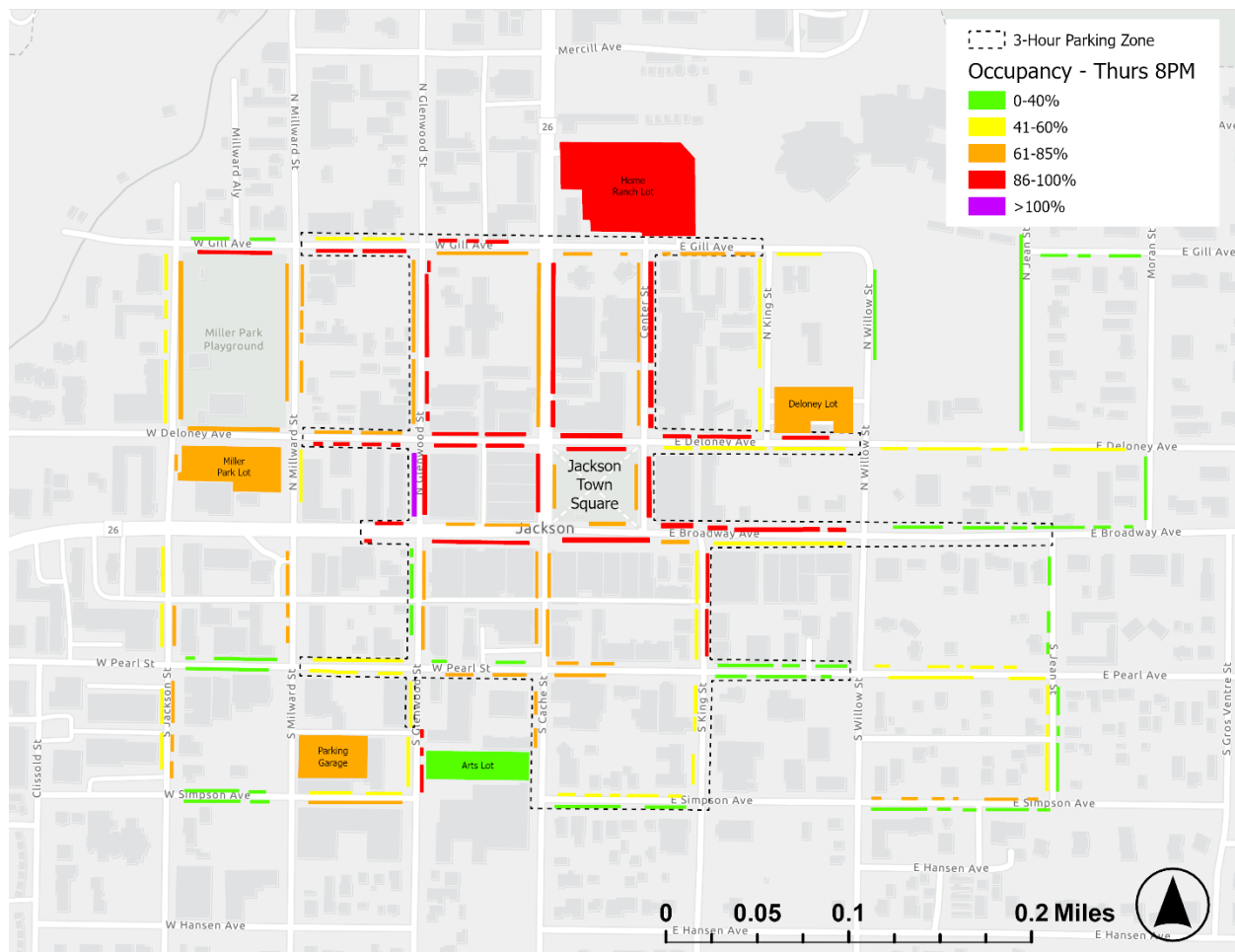


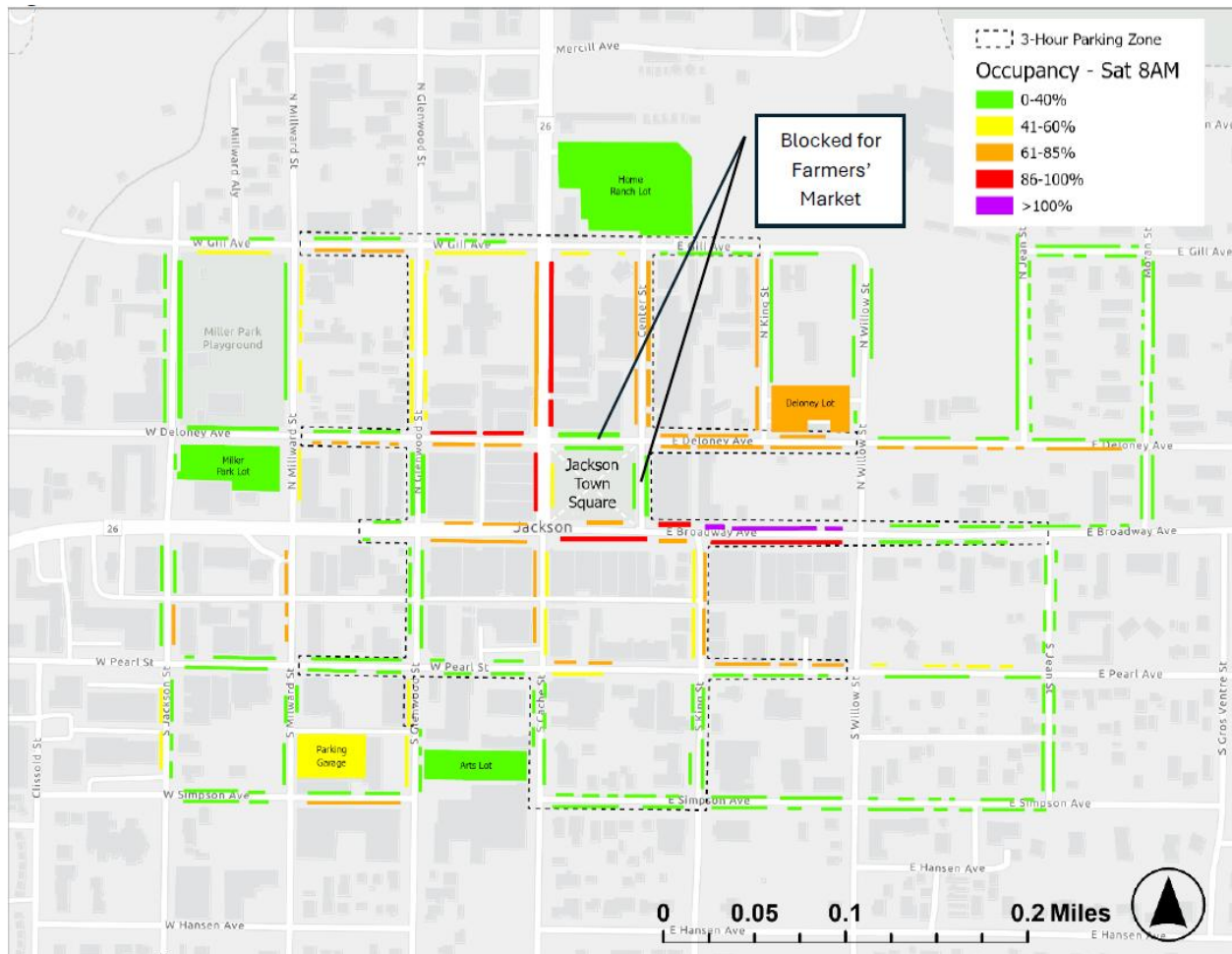


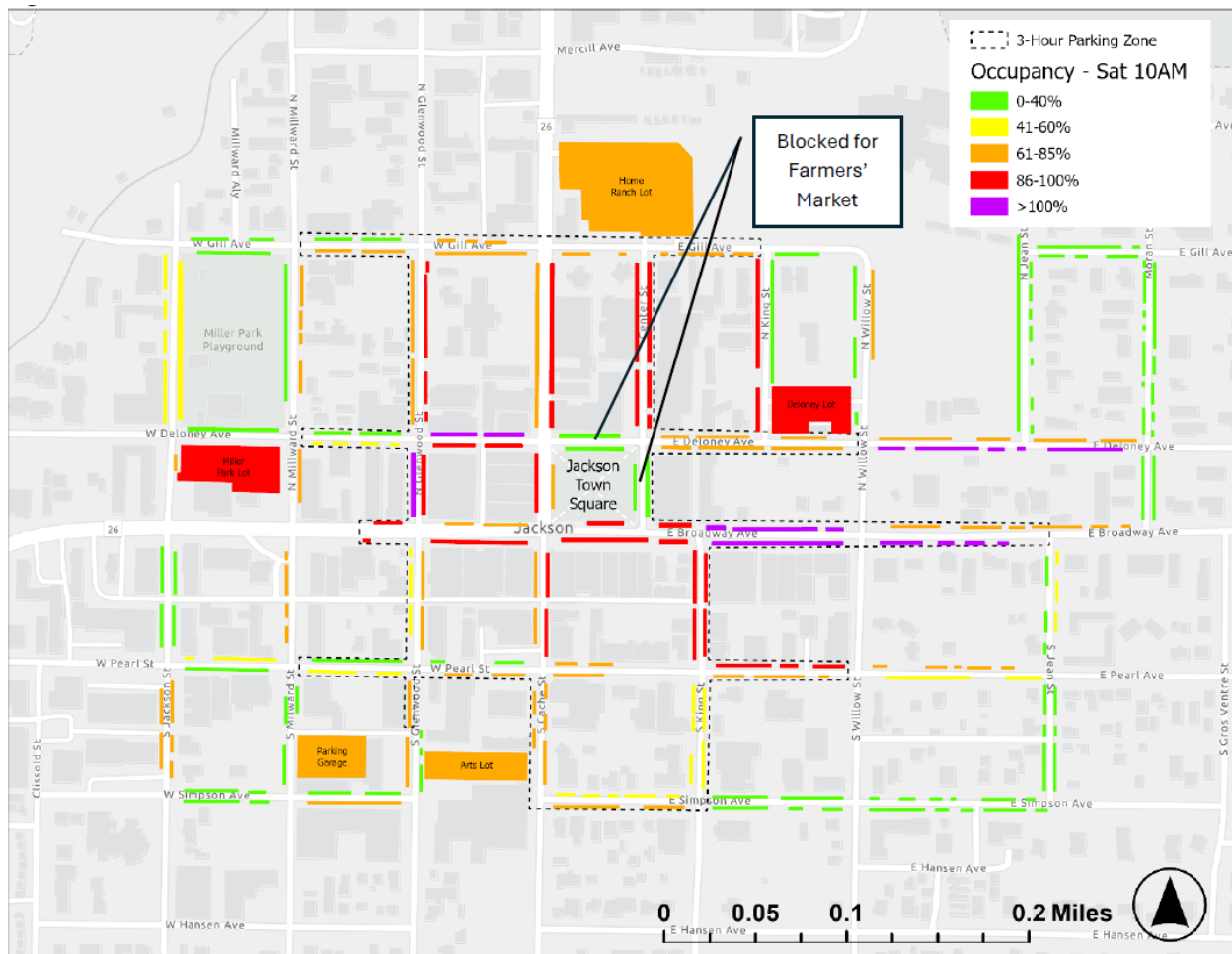


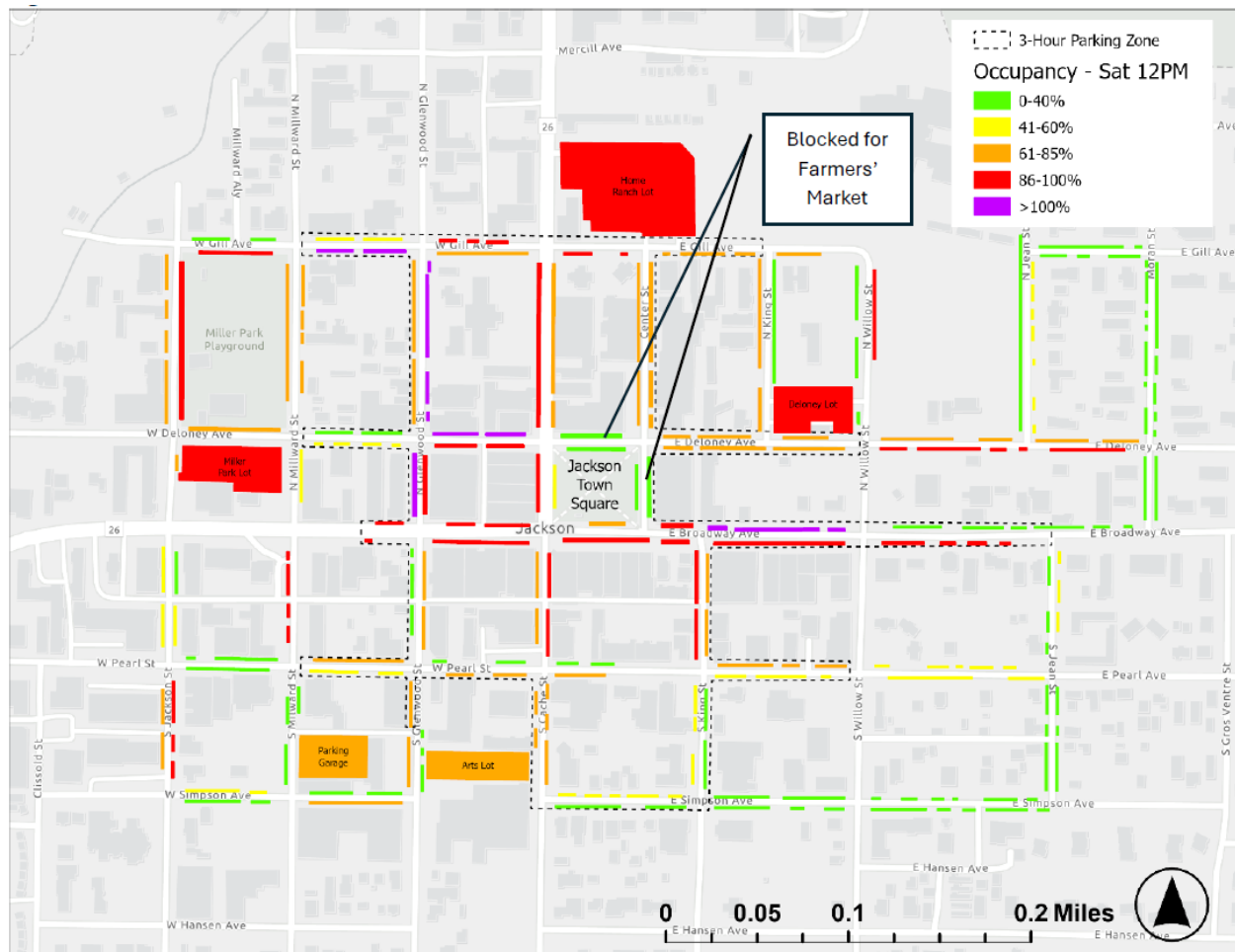


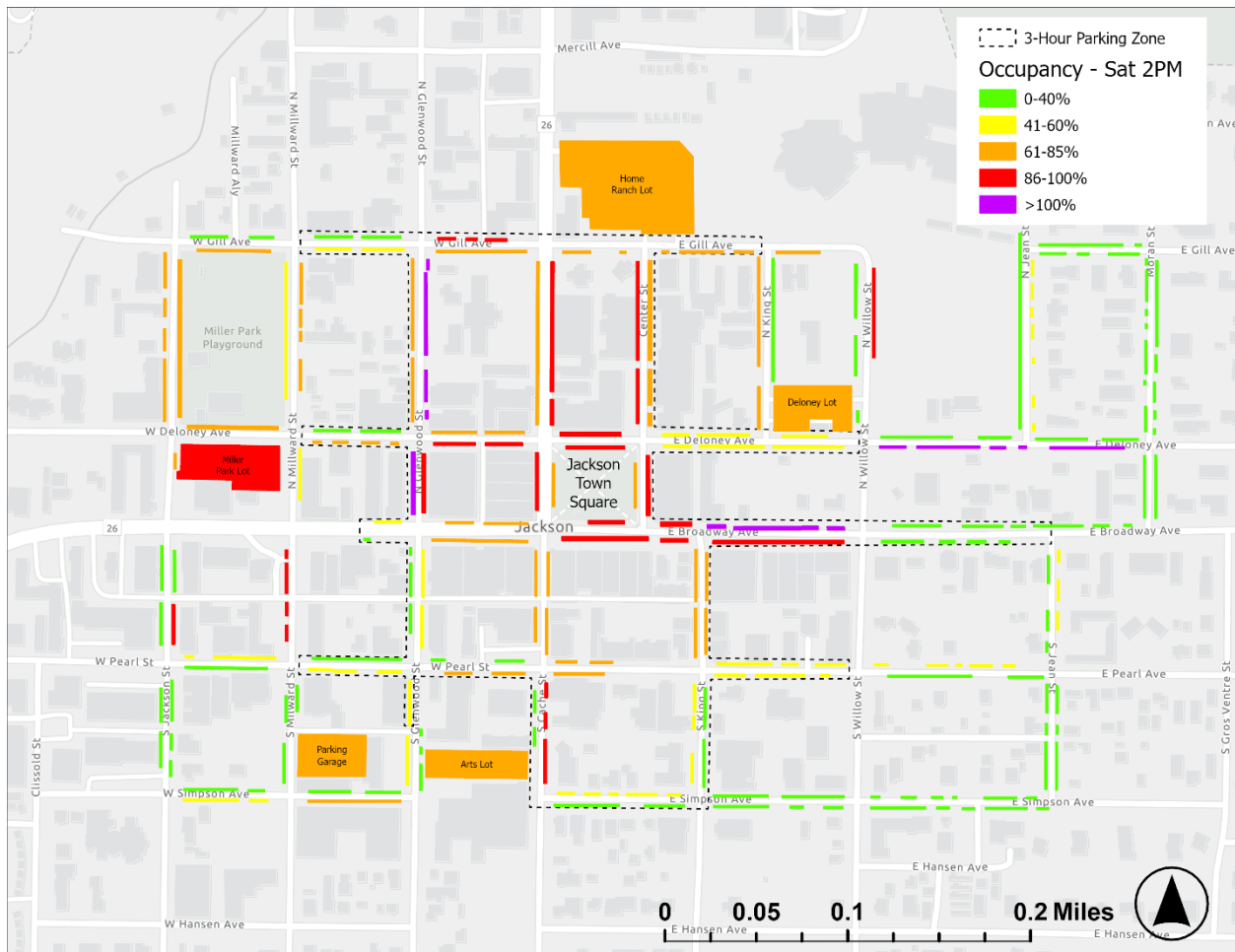


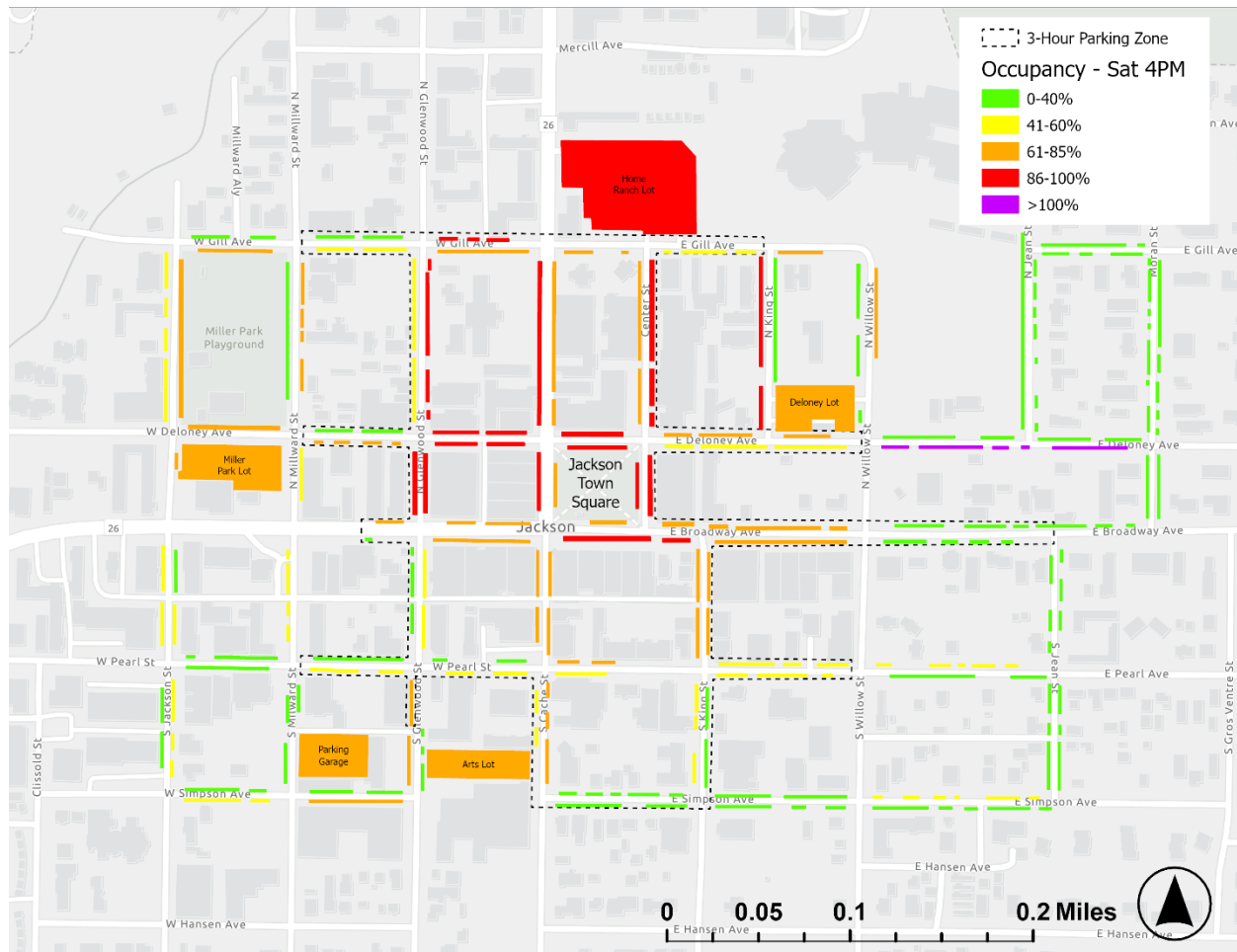


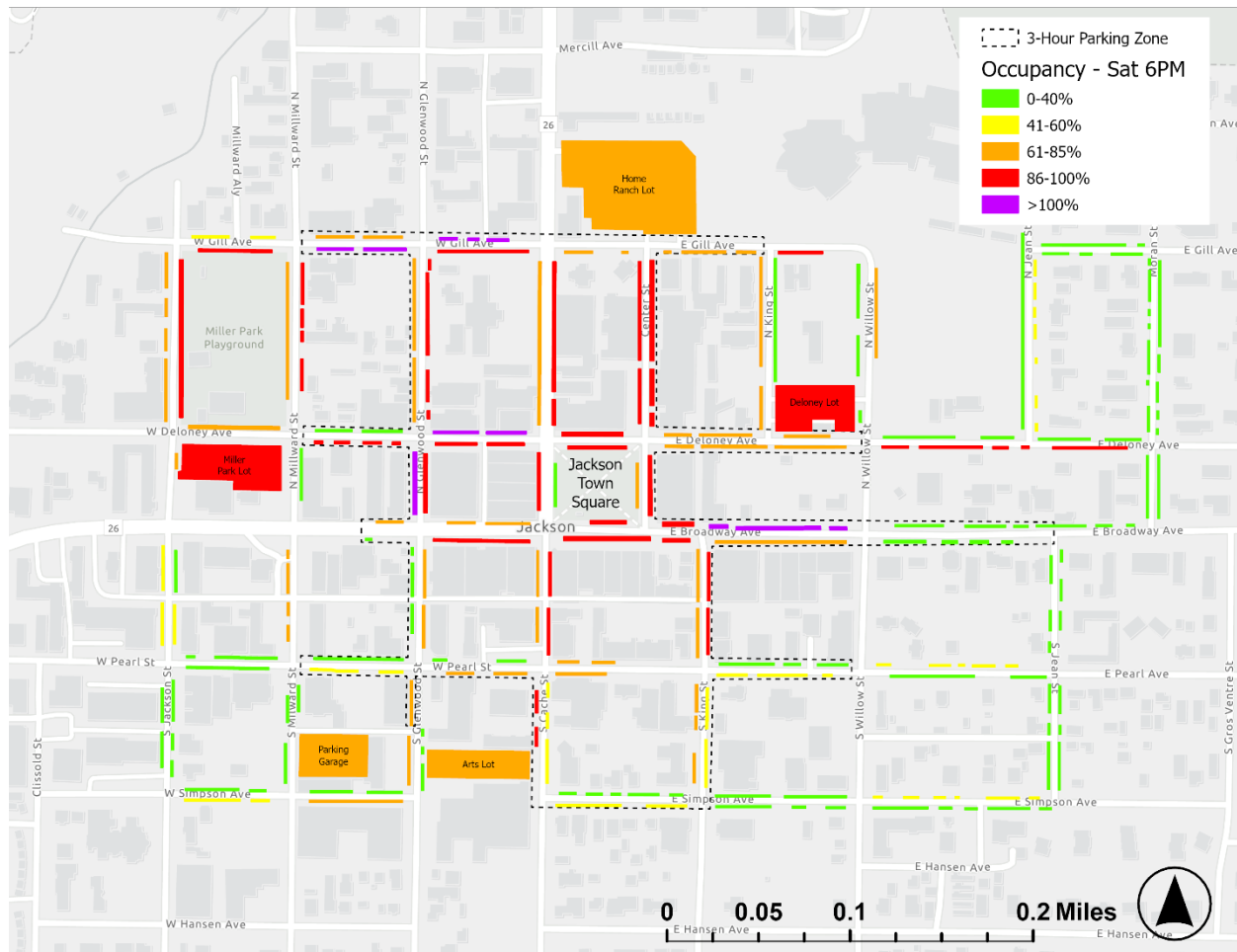


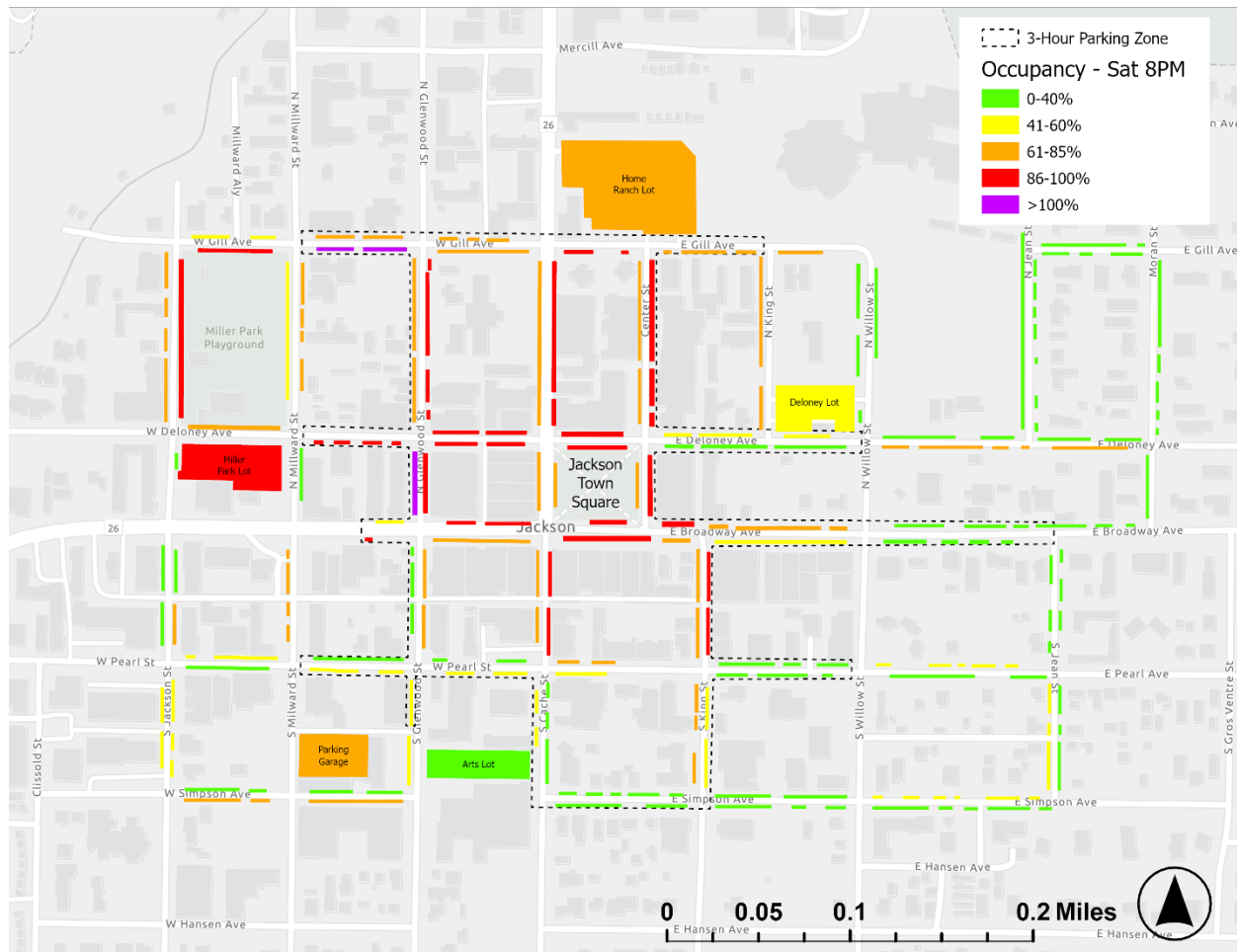






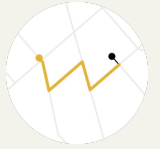






JACKSON, WY

Teton County



August 2025

Daylighting &

Curb Inventory

ACKNOWLEDGMENTS

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1. OVERVIEW

This study assesses daylighting conditions at intersections throughout Jackson, Wyoming, and evaluates the associated costs and parking impacts of implementing full daylighting compliance. The analysis combines AI-assisted reviews of high-resolution satellite and Street View imagery with human verification and targeted field checks across a representative four-block sample. In total, the study documents 2,364 curb segments, 558 parking-related signs, and 105 intersections.

Figure 1. Inventory at a Glance.



To ensure consistency in measurement, daylighting distances are recorded from the upstream edge of crosswalks. In locations without marked crosswalks, a standardized placement method is applied. Prioritization of curb extension recommendations aligns with the *Town of Jackson and Teton County Comprehensive Safety Action Plan*.

Key deliverables include detailed maps, summary statistics, and curb data structured according to the Curb Data Specification (CDS), covering both 20-foot and 30-foot daylighting scenarios. All datasets are delivered in raw, auditable formats to support integration with county systems. Together, these materials provide a clear framework for identifying locations where curb extensions or sign relocations are needed, quantifying parking impacts, and guiding decision-making on daylighting implementation.

2. DATA COLLECTION

The Teton County Daylighting Study combined advanced imagery analysis with comprehensive human review to produce a consistent and accurate dataset. High-resolution satellite imagery from Nearmap (June 2023) and recent Street View imagery (August 2024) formed the basis of the analysis. Wherever possible, Street View served as the primary source, as it more accurately reflected current conditions such as curb paint, signage, and other updates. In cases where Street View imagery was outdated relative to the satellite data, Town of Jackson staff collected missing details in the field to ensure accuracy.

Data collection was performed using Waypoint's detection and classification computer vision models, fine-tuned specifically for this project. These models identified key street features using both aerial and street-level imagery.

Features Detected

- **Curbs:** Captured as line features and classified into the following types.
 - Standard
 - No Parking
 - Timed Parking (15-minute, 30-minute, or 3-hour)
 - ADA
 - Curb Cut
 - No Curb
- **Parking-Related Signs:** Captured as point features with location and the following types.
 - ADA Parking
 - No Parking
 - Timed Parking (15-minute, 30-minute, or 3-hour)
 - Other regulatory signage
- **Crosswalks**
 - Detected to provide a consistent reference point for daylighting measurements.
 - For unmarked crosswalks, a standard placement method was applied based on typical traffic and pedestrian patterns. This process is outlined in Figure 5.

After the automated process, all curb segments and signs were manually reviewed by a member of the Waypoint team to confirm accuracy. This full review allowed the team to resolve discrepancies between satellite and street-level imagery. Curb measurements were accurate to within ± 3 feet, and sign locations within ± 5 feet of the associated curb. A "curb segment" refers to a continuous portion of curb with a uniform designation (e.g., standard parking, no parking, ADA), terminating at any point where the curb type or regulation changes.

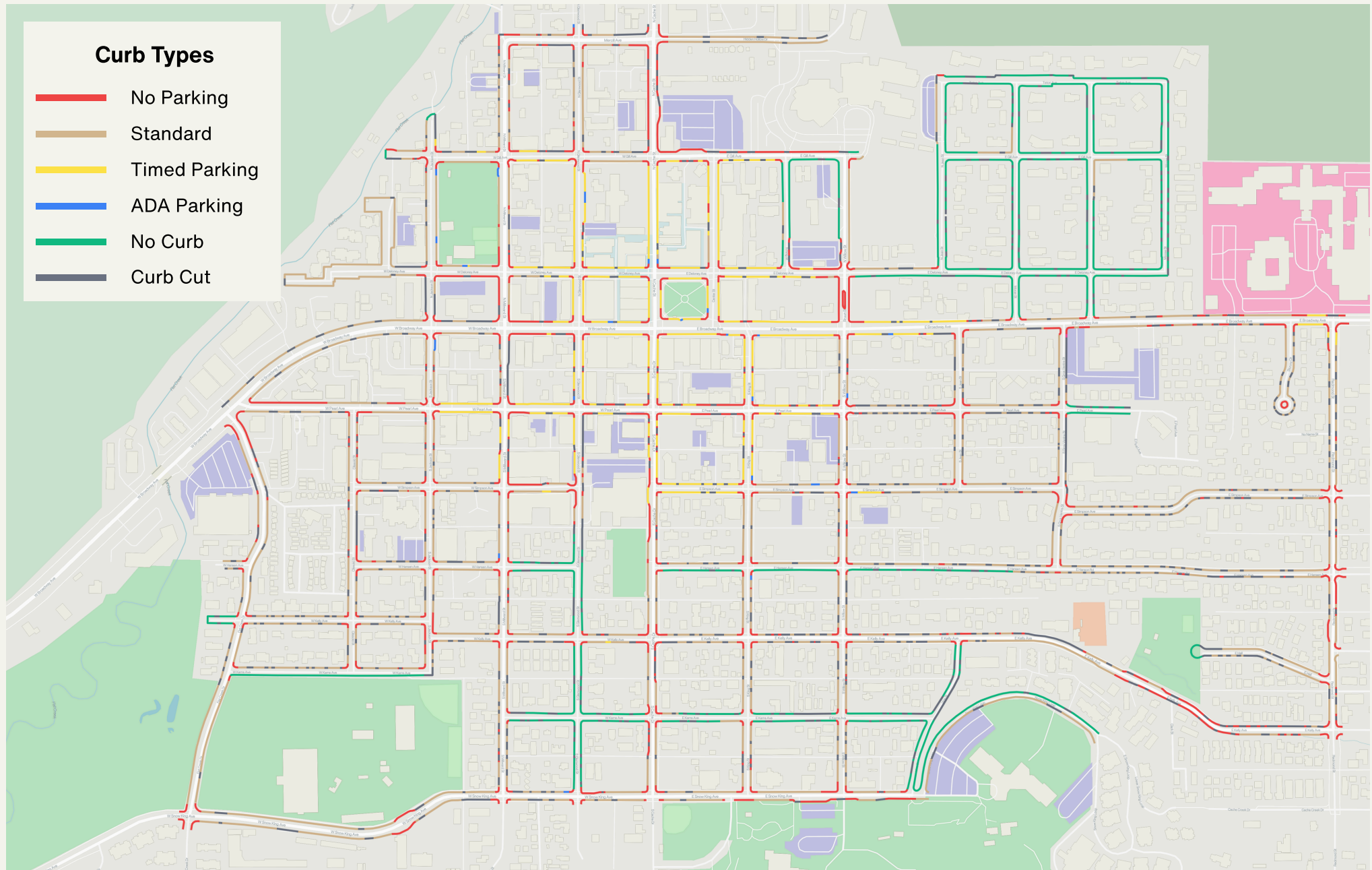
All results are delivered in multiple formats to support both immediate implementation and long-term use. Raw data is available in GeoJSON and CSV formats, enabling integration with GIS platforms and

spreadsheet tools. In addition, Waypoint has formatted the data into the open Curb Data Specification (CDS) format.¹ The CDS is an open standard created by the Open Mobility Foundation which ensures the dataset can be extended, maintained, and integrated into future planning efforts.

Finally, Waypoint also provides an interactive web map, with all recorded curb segments and parking signs, categorized by type and location. This interactive web map can be found at <https://jackson.waypointtransit.com>.

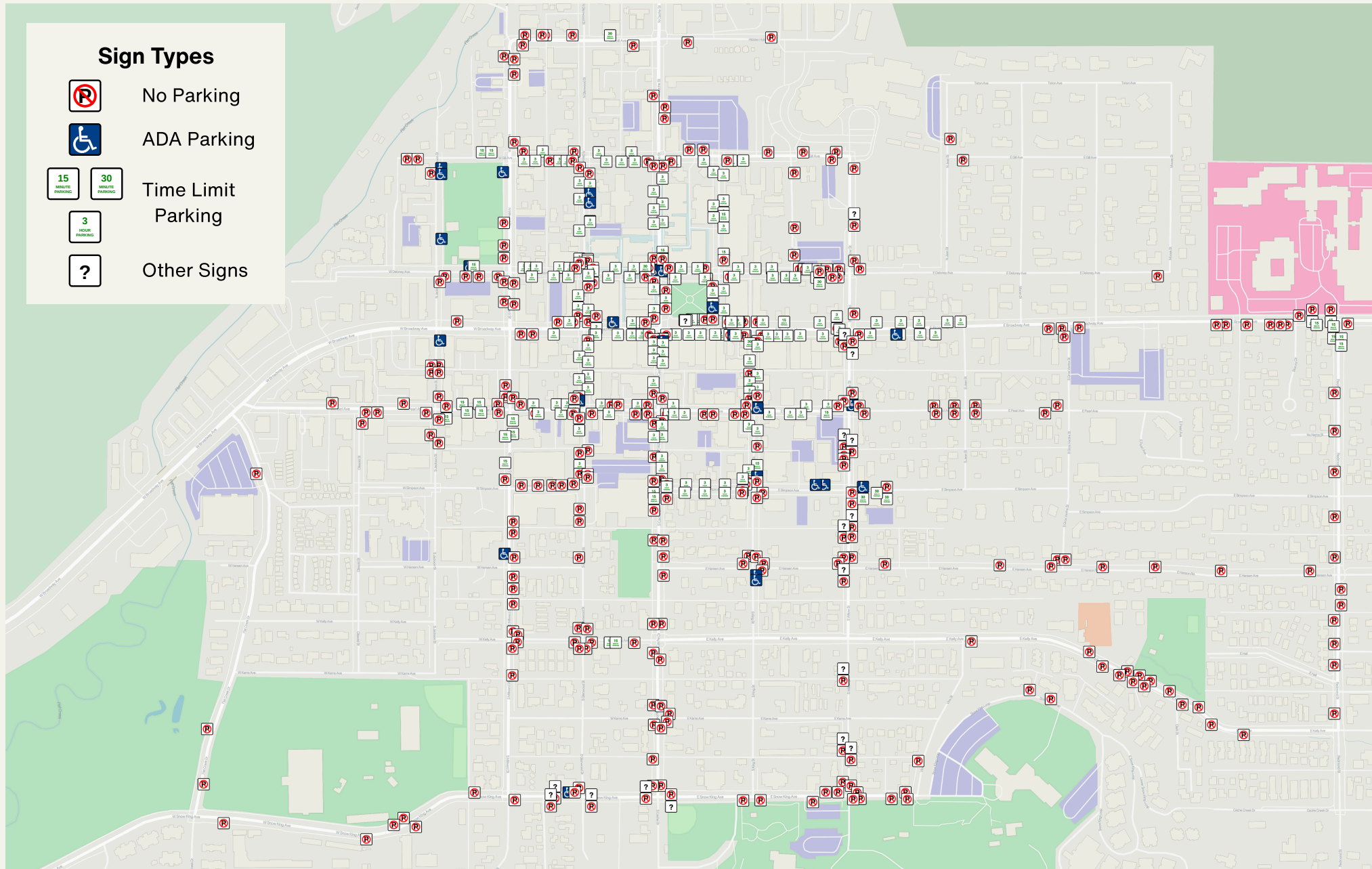
¹ Open Mobility Foundation. (2024, December 9). *Curb Data Specification* (Version 1.0.1) [Data specification]. GitHub. <https://github.com/openmobilityfoundation/curb-data-specification>.

Figure 2. Jackson, WY Curbs Map



Source: The full dataset was collected by Waypoint in [curbs.geojson](#) and can be explored interactively at jackson.waypointtransit.com

Figure 3. Jackson, WY Parking Signs Map



Source: The full dataset was collected by Waypoint in [signs.geojson](https://github.com/waypointtransit/signs.geojson) and can be explored interactively at jackson.waypointtransit.com

3. CROSSWALKS

For this study, we mapped every crossing: a location where sidewalks exist on both sides of the roadway and some form of traffic control is present—such as a stop sign, traffic signal, yield sign, or pedestrian crossing sign. In cases where a crosswalk was present, we used a fine-tuned AI model applied to high-resolution satellite imagery to detect and record it. In locations without a marked crosswalk, we drew an “implied” crosswalk.

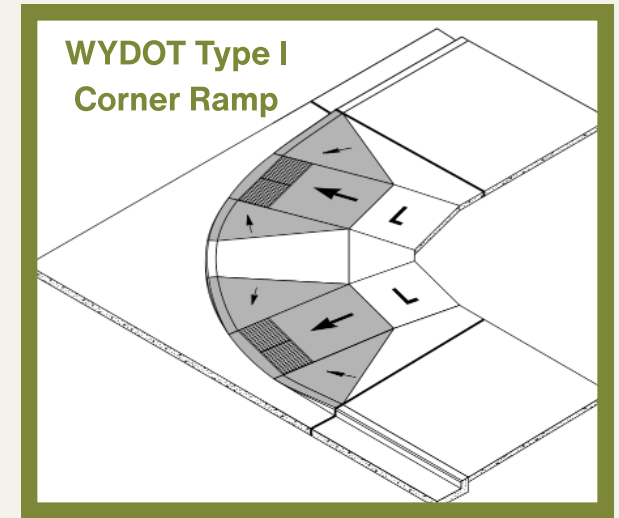
We coordinated with Teton County staff and the Town of Jackson Public Works Department to determine the best method for placing implied crosswalks. We adopted Wyoming DOT’s Type I curb design with a 15-foot curb radius as the standard. The placement process, including curb geometry and crosswalk alignment, is outlined in Figure 5. This approach ensures that intersections will remain compliant with daylighting laws if ADA-compliant curbs or marked crossings are added in the future.

Figure 4. Example of AI-driven crosswalk detection.



Figure 5. Implied Crosswalk Generation Process

For each crossing that did not have a clearly marked crosswalk, we created an implied crosswalk. To do this we adopted one standard corner ramp design that the city of Jackson stated would be their ideal design type and radius for a rebuilt intersection. This is a WYDOT Type I Corner Ramp as seen to the right at a 15 ft. curb return radius. The steps to automatically fit this design to existing intersections is below.



Step 1

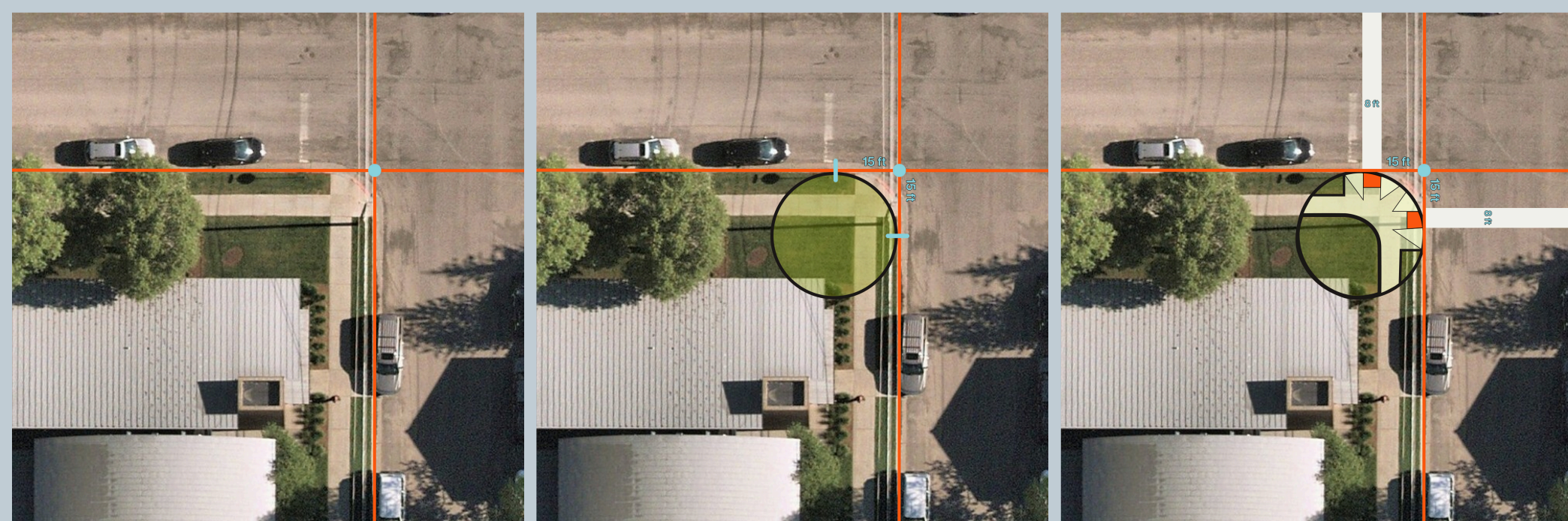
Approximate straight lines representing both curb approaches leading to the curb return. Then find the intersection point of these lines.

Step 2

Fit a 15 ft radius (Jackson's preferred curb return radius) to be tangent to both straight lines. Mark both tangent points.

Step 3

Assume a WYDOT Type I Corner Ramp design which has its curb ramp openings end at the curb return radius tangent points. Then center the implied 8ft wide crosswalks on the openings



4. DAYLIGHTING

Daylighting is the practice of improving intersection visibility by prohibiting parking near crosswalks. In Jackson, Wyoming, municipal code 10.04.160 prohibits parking within 20 feet of a crosswalk at an intersection.² This requirement aligns with broader safety standards: Wyoming state law also prohibits parking within 20 feet of a crosswalk or approaching traffic-control devices such as stop signs, yield signs, or flashing signals.³ National guidance from NACTO recommends daylighting to improve sight lines at intersections,⁴ while the Federal Highway Administration advises a 30-foot clearance near yield, stop, or signalized intersections.⁵

In this study, we measured daylighting compliance starting at the point where a vehicle would first enter the crosswalk area when approaching from the nearest travel lane, checking both 20-foot and 30-foot distances along the curb. From that point, we evaluated both 20-foot and 30-foot distances along the curb. To account for minor mapping inconsistencies, we applied a 3-foot tolerance in curb placement when assessing compliance. A segment qualified as valid daylighting if the entire measured distance was either continuous red curb (No Parking) or a curb cut. All other segments were flagged as invalid daylighting.

For intersections that were invalid at either the 20-foot or 30-foot threshold, we conducted further analysis to estimate the scope of remedial work needed. That included calculating how much red paint (converted into curb length) would be required and how many parking signs would need to be moved to achieve valid daylighting. A full summary table showing the valid versus invalid counts (337 valid and 471 invalid) is included in the costs section that follows.⁶

You can explore the daylighting results interactively at <https://jackson.waypointtransit.com> and access the underlying crosswalks_daylighting.geojson file for detailed review in GIS software.

5. PRIORITIZATION

We developed a prioritization of daylighting improvement locations in accordance with the Town of Jackson and Teton County Comprehensive Safety Action Plan,⁷ which emphasizes reducing pedestrian crashes and improving visibility at intersections, particularly in high-risk locations.

² Town of Jackson, Wyoming. (n.d.). Jackson Municipal Code § 10.04.160: Additional prohibitions as to stopping or parking.

³ Wyoming Statutes § 31-5-504 (2024). Specific places where prohibited. In Title 31: Motor Vehicles, Chapter 5: Regulation of Traffic on Highways.

⁴ National Association of City Transportation Officials. (n.d.). Visibility/sight distance (Urban Street Design Guide).

⁵ U.S. Department of Transportation, Federal Highway Administration. (n.d.). Proven safety countermeasures.

⁶ 3 intersections were removed as they have no room for parking, thus daylighting is irrelevant. The removed intersections are Broadway Ave & Pearl Ave, Broadway Ave & Millward St, Snow King Ave & Flat Creek Dr.

⁷ Teton County, Wyoming & Town of Jackson, Wyoming. (2025, June 2). Safe Streets for All (SS4A) Comprehensive Safety Action Plan [Final Safety Action Plan].

We categorize intersections into three tiers.

- **Priority 1 – Safety Action Plan Intersections:** These are intersections listed in the plan’s “Priority Intersections” table. They were identified through crash data analysis, community feedback, and steering committee review, and are characterized by high pedestrian activity, documented crash clusters, or other known safety concerns.
- **Priority 2 – High Injury Network (HIN):** These intersections fall along the HIN, a small percentage of roadways where most severe crashes occur. Improving visibility and daylighting at these sites is critical to reducing crash risk.
- **Priority 3 – All Other Intersections:** These locations are outside the identified priority sites and HIN corridors. While they may not have a documented crash history, daylighting improvements still enhance system-wide safety and advance the Vision Zero goal of eliminating serious injuries and fatalities by 2040.

6. COST

We estimated daylighting costs in two main cost components: red curb painting and parking sign relocation. For each intersection that did not meet the 20-foot or 30-foot daylighting requirement, we measured the curb length that would need to be painted red and counted the number of signs that would have to be moved.

Red curb painting costs were estimated at \$10 per linear foot, a mid-range planning rate based on municipal fee schedules which range from about \$3 per foot in smaller towns⁸ to over \$55 per foot in high-overhead urban programs.⁹ Parking sign relocation was budgeted at \$200 per sign, reflecting a midpoint of current contractor bid prices in other cities.¹⁰

Parking spaces lost were also treated as a cost. Waypoint collaborated with county and town staff to establish 22 feet as the standard parking space length. Waypoint then counted the number of standard spaces that would be removed when additional daylighting clearance was added. The number of parking spaces lost was calculated by dividing the feet of red paint added by 22 feet, then rounding to the nearest whole space. This method accounts for both the fiscal cost of improvements and the operational cost in terms of parking availability.

⁸ Vineyard City. (2025). Consolidated fee schedule: 2024–2025 fiscal year [PDF].

⁹ San Francisco Municipal Transportation Agency. (n.d.). *Driveway red zones*. <https://www.sfmta.com/driveway-red-zones>.

¹⁰ City of Alvin. (2025). Bid tabulation for: Construction of Lift Station 23 expansion & elimination of Lift Stations 1, 15, 16, & 43 [PDF].

Table 1. Jackson, WY 20ft. Daylighting Summary

Priority	Intersections	Curbs to Paint	Signs to Move	Cost	Parking Spaces Lost
Top Priority Intersections	5	14	8	\$2,978	7
Along High Injury Network	58	157	59	\$27,501	74
Total (including 7 low priority intersections)	70	196	77	\$35,779	95

Table 2. Jackson, WY 30ft. Daylighting Summary

Priority	Intersections	Curbs to Paint	Signs to Move	Cost	Parking Spaces Lost
Top Priority Intersections	5	17	10	\$4,663	12
Along High Injury Network	58	222	107	\$55,893	156
Total (including 7 low priority intersections)	70	267	133	\$68,567	190

Note: Cost numbers are based on the following rough assumptions

Cost to paint red curbs - **\$10/ft**

Cost to move signs - **\$200/sign**

Change cost assumptions to update estimates in source files

7. CURB DATA SPECIFICATION (CDS)

The Curb Data Specification (CDS) is an open standard developed by the Open Mobility Foundation to consistently define and share curb-related information. CDS functions as a common language for curb data, facilitating seamless communication and interoperability among cities, counties, and software systems. This specification covers both the physical characteristics of curbs and the regulations governing their use, including parking restrictions, time limitations, and accessibility requirements such as ADA access. Adopting CDS simplifies the integration of curb data into mapping platforms, enforcement applications, parking management solutions, and public-facing apps.

For this project, we developed a comprehensive CDS dataset for the Town of Jackson and Teton County. This dataset encompasses 2,364 distinct curb zones, each associated with specific policies and supplemented with optional features such as curb areas and metadata. Each curb zone is precisely mapped using WGS84 coordinates, assigned a unique identifier, and linked to relevant policies. These policies cover various scenarios such as no parking zones, ADA-designated spaces, curb cuts, and time-restricted parking; additional details on time-of-day restrictions and parking fees can be added where applicable.

We delivered the dataset in two versatile formats: as raw GeoJSON files suitable for immediate integration into GIS and data analysis workflows, and as an operational CDS Curbs API designed for direct queries. The API supports searches, enabling users to perform tasks such as identifying all curbs within a specific area, locating curbs near a given point, or filtering specifically for ADA-accessible parking. Users can also choose whether to display curb geometry. Deployment options are flexible; Teton County and the Town of Jackson can host static files, operate the API through a cloud service, or integrate it with spatial databases for more robust applications.

Since the dataset adheres to a standardized specification, maintaining data currency, integrating with existing mapping infrastructures, and sharing information with contractors, developers, and partner organizations is straightforward. Additionally, adopting CDS positions Jackson and Teton County to participate in regional planning initiatives and benchmark local curb management practices against national standards.

Appendix 1: Jackson, WY 20ft. & 30ft Intersection Daylighting Statistics

Intersection Location	Curbs to Paint		Signs to Move		Cost		Parking Spaces Lost	
	20 ft	30 ft	20 ft	30 ft	20 ft	30 ft	20 ft	30 ft
South Jackson Street & West Kelly Avenue	2	2	0	0	\$309	\$505	1	2
North Jackson Street & West Deloney Avenue	2	2	1	1	\$356	\$528	1	1
North Jackson Street & South Jackson Street & West Broadway Avenue	2	3	1	1	\$328	\$539	1	2
West Pearl Avenue & South Glenwood Street	6	6	4	3	\$1,405	\$1,520	3	4
South Cache Drive & West Broadway Avenue & North Cache Street & East Broadway Avenue	2	5	2	5	\$580	\$1,571	1	3
North King Street & East Gill Avenue	0	1	0	0	\$0	\$116	0	1
South Glenwood Street & West Simpson Avenue	1	1	0	0	\$61	\$132	0	1
West Pearl Avenue & Clissold Street	1	1	0	0	\$122	\$193	1	1

Continued on next page.

Note: Cost numbers are based on the following rough assumptions

Cost to paint red curbs - **\$10/ft.** Cost to move signs - **\$200/sign**

Change cost assumptions to update estimates in source files [intersections_20ft.xlsx](#) [intersections_30ft.xlsx](#)

Intersection Location	Curbs to Paint		Signs to Move		Cost		Parking Spaces Lost	
	20 ft	30 ft	20 ft	30 ft	20 ft	30 ft	20 ft	30 ft
East Broadway Avenue & South Jean Street	1	2	0	0	\$61	\$206	0	1
East Broadway Avenue & Stormy Circle	1	1	0	0	\$137	\$209	1	1
Flat Creek Drive & West Hansen Avenue	1	1	0	0	\$119	\$219	1	1
North King Street & East Deloney Avenue	1	1	0	0	\$179	\$247	1	1
Clissold Street & West Kelly Avenue	1	1	0	0	\$166	\$264	1	1
South Jackson Street & West Kelly Avenue	2	1	0	0	\$309	\$264	1	1
South Gros Ventre Street & East Pearl Avenue	0	1	0	1	\$0	\$274	0	0
West Gill Avenue & North Jackson Street	0	1	0	1	\$0	\$279	0	0
South Willow Street & East Karns Avenue	1	1	0	0	\$245	\$282	1	1
Redmond Street & East Kelly Avenue	2	3	0	0	\$119	\$378	1	2
East Kelly Avenue & Vine Street	2	2	0	0	\$263	\$412	1	2

Continued on next page.

Note: Cost numbers are based on the following rough assumptions

Cost to paint red curbs - **\$10/ft.** Cost to move signs - **\$200/sign**

Change cost assumptions to update estimates in source files

[intersections_20ft.xlsx](#)

[intersections_30ft.xlsx](#)

 **Top Priority Intersection**

 **Along High Injury Network**

 **Other Non-Compliant Intersection**

Intersection Location	Curbs to Paint		Signs to Move		Cost		Parking Spaces Lost	
	20 ft	30 ft	20 ft	30 ft	20 ft	30 ft	20 ft	30 ft
South King Street & East Kelly Avenue	4	4	0	0	\$159	\$444	1	2
South Cache Drive & East Hansen Avenue	3	3	0	0	\$227	\$470	1	2
Redmond Street & East Broadway Avenue	2	2	1	1	\$327	\$475	1	1
South Willow Street & East Snow King Avenue	0	2	0	2	\$0	\$490	0	0
Moran Street & East Broadway Avenue	2	2	0	0	\$369	\$504	2	2
West Simpson Avenue & Clissold Street	2	2	0	0	\$314	\$510	1	2
South Willow Street & East Kelly Avenue	0	7	0	0	\$0	\$539	0	2
West Broadway Avenue & Flat Creek Drive	1	1	0	0	\$454	\$542	2	2
South Glenwood Street & West Snow King Avenue	3	3	1	1	\$449	\$655	1	2
Flat Creek Drive & West Kelly Avenue	2	2	0	0	\$521	\$674	2	3

Continued on next page.

Note: Cost numbers are based on the following rough assumptions

Cost to paint red curbs - **\$10/ft.** Cost to move signs - **\$200/sign**

Change cost assumptions to update estimates in source files [intersections_20ft.xlsx](#) [intersections_30ft.xlsx](#)

Top Priority Intersection
 Along High Injury Network
 Other Non-Compliant Intersection

Intersection Location	Curbs to Paint		Signs to Move		Cost		Parking Spaces Lost	
	20 ft	30 ft	20 ft	30 ft	20 ft	30 ft	20 ft	30 ft
Redmond Street & East Hanson Road	4	5	0	0	\$351	\$708	2	3
East Broadway Avenue & North Gros Ventre Street	2	4	0	0	\$397	\$726	2	3
North Glenwood Street & Merfill Avenue	2	4	0	1	\$233	\$736	1	2
South Glenwood Street & West Kelly Avenue	2	2	2	2	\$686	\$828	1	2
South King Street & East Snow King Avenue	3	5	1	1	\$409	\$834	1	3
South Gros Ventre Street & East Broadway Avenue	2	4	0	1	\$69	\$895	0	3
East Pearl Avenue & South Jean Street	2	5	0	2	\$135	\$897	1	2
North Willow Street & Bruun Boulevard & East Deloney Avenue	0	4	0	3	\$0	\$930	0	2
West Gill Avenue & North Cache Street & East Gill Avenue	2	3	2	3	\$514	\$973	1	2
East Simpson Avenue & Redmond Street	5	7	0	0	\$463	\$999	2	5
West Gill Avenue & North Millward Street	4	6	0	1	\$382	\$1,002	2	4

Continued on next page.

Note: Cost numbers are based on the following rough assumptions

Cost to paint red curbs - **\$10/ft.** Cost to move signs - **\$200/sign**

Change cost assumptions to update estimates in source files [intersections_20ft.xlsx](#) [intersections_30ft.xlsx](#)

Top Priority Intersection
 Along High Injury Network
 Other Non-Compliant Intersection

Intersection Location	Curbs to Paint		Signs to Move		Cost		Parking Spaces Lost	
	20 ft	30 ft	20 ft	30 ft	20 ft	30 ft	20 ft	30 ft
Center Street & East Broadway Avenue	2	4	1	3	\$311	\$1,007	1	2
South Millward Street & West Simpson Avenue	4	5	1	1	\$618	\$1,043	2	4
South Millward Street & West Snow King Avenue	6	5	1	1	\$760	\$1,122	3	4
North Millward Street & West Deloney Avenue	2	4	0	2	\$314	\$1,127	1	3
South Cache Drive & East Simpson Avenue	3	3	3	3	\$920	\$1,192	1	3
South Willow Street & East Pearl Avenue	3	6	1	3	\$332	\$1,197	1	3
East Simpson Avenue & South Willow Street	4	8	0	1	\$338	\$1,223	2	5
South Willow Street & Bruun Boulevard & East Broadway Avenue	3	5	2	3	\$641	\$1,229	1	3
South Cache Drive & East Snow King Avenue & West Snow King Avenue	4	5	3	3	\$867	\$1,279	1	3
East Hansen Avenue & South Willow Street	4	4	3	3	\$981	\$1,316	2	3
South King Street & East Hansen Avenue	3	4	3	4	\$933	\$1,394	2	3

Continued on next page.

Note: Cost numbers are based on the following rough assumptions

Cost to paint red curbs - **\$10/ft.** Cost to move signs - **\$200/sign**

Change cost assumptions to update estimates in source files [intersections_20ft.xlsx](#) [intersections_30ft.xlsx](#)

Intersection Location	Curbs to Paint		Signs to Move		Cost		Parking Spaces Lost	
	20 ft	30 ft	20 ft	30 ft	20 ft	30 ft	20 ft	30 ft
Center Street & East Gill Avenue	4	4	1	3	\$689	\$1,427	2	4
South King Street & East Pearl Avenue	6	6	2	3	\$799	\$1,480	2	4
South Millward Street & West Pearl Avenue	2	5	1	5	\$282	\$1,534	0	2
South Jackson Street & West Pearl Avenue	3	7	1	4	\$464	\$1,720	1	4
South Millward Street & West Kelly Avenue	8	7	3	3	\$1,300	\$1,787	3	5
South Cache Drive & East Pearl Avenue & West Pearl Avenue	5	5	5	5	\$1,473	\$1,920	2	4
West Broadway Avenue & North Glenwood Street & South Glenwood Street	2	5	2	7	\$606	\$1,979	1	3
Center Street & East Deloney Avenue	5	8	3	6	\$954	\$2,199	2	5
East Deloney Avenue & North Cache Street & West Deloney Avenue	4	5	4	7	\$1,231	\$2,206	2	4
West Hansen Avenue & South Millward Street	8	8	2	3	\$1,351	\$2,230	4	7
South King Street & East Simpson Avenue	8	8	6	7	\$1,993	\$2,869	4	7

Continued on next page.

Note: Cost numbers are based on the following rough assumptions

Cost to paint red curbs - **\$10/ft.** Cost to move signs - **\$200/sign**

Change cost assumptions to update estimates in source files [intersections_20ft.xlsx](#) [intersections_30ft.xlsx](#)

Intersection Location	Curbs to Paint		Signs to Move		Cost		Parking Spaces Lost	
	20 ft	30 ft	20 ft	30 ft	20 ft	30 ft	20 ft	30 ft
Center Street & East Gill Avenue	4	4	1	3	\$689	\$1,427	2	4
South King Street & East Pearl Avenue	6	6	2	3	\$799	\$1,480	2	4
South Millward Street & West Pearl Avenue	2	5	1	5	\$282	\$1,534	0	2
South Jackson Street & West Pearl Avenue	3	7	1	4	\$464	\$1,720	1	4
South Millward Street & West Kelly Avenue	8	7	3	3	\$1,300	\$1,787	3	5
South Cache Drive & East Pearl Avenue & West Pearl Avenue	5	5	5	5	\$1,473	\$1,920	2	4
West Broadway Avenue & North Glenwood Street & South Glenwood Street	2	5	2	7	\$606	\$1,979	1	3
Center Street & East Deloney Avenue	5	8	3	6	\$954	\$2,199	2	5
East Deloney Avenue & North Cache Street & West Deloney Avenue	4	5	4	7	\$1,231	\$2,206	2	4
West Hansen Avenue & South Millward Street	8	8	2	3	\$1,351	\$2,230	4	7
South King Street & East Simpson Avenue	8	8	6	7	\$1,993	\$2,869	4	7

Continued on next page.

Note: Cost numbers are based on the following rough assumptions

Cost to paint red curbs - **\$10/ft.** Cost to move signs - **\$200/sign**

Change cost assumptions to update estimates in source files

[intersections_20ft.xlsx](#)

[intersections_30ft.xlsx](#)

 **Top Priority Intersection**

 **Along High Injury Network**

 **Other Non-Compliant Intersection**

Intersection Location	Curbs to Paint		Signs to Move		Cost		Parking Spaces Lost	
	20 ft	30 ft	20 ft	30 ft	20 ft	30 ft	20 ft	30 ft
South King Street & East Broadway Avenue	3	6	4	7	\$1,104	\$3,107	1	8
Moran Street & East Deloney Avenue	2	1	0	0	\$1,061	\$334	5	2
South Jackson Street & West Simpson Avenue	2	2	0	0	\$299	\$494	1	2
South Jackson Street & West Hansen Avenue	3	3	0	0	\$299	\$544	1	2
South Gros Ventre Street & East Hansen Avenue & East Hanson Road	0	2	0	2	\$0	\$551	0	1
West Gill Avenue & North Glenwood Street	5	5	2	2	\$693	\$1,132	1	3
West Karns Avenue & East Karns Avenue & South Cache Drive	5	6	2	4	\$942	\$1,868	2	5
North Glenwood Street & West Deloney Avenue	8	8	6	8	\$2,006	\$3,088	4	7

Note: Cost numbers are based on the following rough assumptions

Cost to paint red curbs - **\$10/ft.** Cost to move signs - **\$200/sign**

Change cost assumptions to update estimates in source files [intersections_20ft.xlsx](#) [intersections_30ft.xlsx](#)

Top Priority Intersection
 Along High Injury Network
 Other Non-Compliant Intersection

JANUARY	FEBRUARY	MARCH
TOWN MTGS.	TOWN MTGS.	TOWN MTGS.
Affordable Non-Residential Space Scoping Report	Parking Garage Fees	Karns Meadow Monitoring/Advisory Group
Council Appointment Process	Wildlife Feeding & Bear Resistant Trash Annual Update	User Fees from EV Charging
EBike Scoping Report	Policy Manual Update	Cemetery Service Level Standards
Public Art Plan	User Fees from EV Charging	RFP for Greenhouse Gas Inventory
JM	JM	JM
Transportation CIP	90 Virginian Lane Development Agreement	90 Virginian Lane Development Agreement
	Destination Management & Marketing Organization (DMMO)	Joint Powers Agreement Updates
	Fire/EMS JPA Process Schedule	Community Wildfire Mitigation (CWPP)
APRIL	MAY	JUNE
TOWN MTGS.	TOWN MTGS.	TOWN MTGS.
Scoping Related to LDRs (continued)	Scoping Related to LDRs	Stormwater Plan & Establishing Stormwater Utility
Legislature: WAM Update	Equity Task Force	Contract Award for Greenhouse Gas Inventory
JM	JM	JM
90 Virginian Lane	Fire/EMS Standards of Cover/Levels of Service	Safe Streets for All
Indicator Report	Fire/EMS Strategic Planning Including Housing Volunteers	90 Virginian Lane
Safe Streets for All	Housing Supply Plan & Work Plan	
	Joint Long Range Work Plan	
	Transportation Work Plan	
	90 Virginian Lane (Special Meeting)	

JULY	AUGUST	SEPTEMBER
TOWN MTGS.	TOWN MTGS.	TOWN MTGS.
Sustainability Plan Update	Ecosystem Health Indicators	Strategic Budgeting (Special Mtg.)
Strategic Comms Plan & Language Access	Public Art Allocation	Interim Parking Action Plan Update
		Fire/EMS Funding Options
JM	JM	JM
Joint Powers Agreement Timelines	Joint Powers Agreement Updates Fire/EMS & EM	Housing Supply Plan & Preservation Program
Transportation System Monitoring: Traffic Impact Study Update	E-Bike/Pathway Safety	
OCTOBER	NOVEMBER	DECEMBER
TOWN MTGS.	TOWN MTGS.	TOWN MTGS.
Strategic Budgeting	Updates to Title 13: Utilities	Strategic Budgeting
Develop Sworn Mounted Patrol Unit	Reimagining Special Events	Stormwater Plan & Establishing a Stormwater Utility
	Mobility Hubs	
	Strategic Budgeting	
	Rodeo Grounds Lease	
	Revaluation of 2:1 Workforce Housing Bonus	
JM	JM	JM
	Joint Powers Agreement Updates Fire/EMS & EM	Joint Powers Agreement Updates Parks & Rec
	Health & Human Service Updates	Fire/EMS Standards of Cover/Levels of Service
		Safe Streets for All

SHIFTS & CHANGES		SPECIAL MEETINGS
Transportation Work Plan moved from April to May –		Process of Updating Comp Plan
Strategic Comms Plan & Language Access moved from June to July		Long-term Strategic Vision/Plan Focused on Housing
E-Bike/Pathway Safety moved from June to August JM		Community Visioning Scoping/Check in
Public Art Allocation Moved from July to August		Create 21st Century Operating System
Adjust Management of Grand Targhee Grant Program removed, Council input not needed		
County Water/Wastewater Service Level Connections & Policy moved from May to Oct. to TBD		DURING BUDGETING PROCESS
Transportation Impact Study and LDR amendment moved from June to TBD		Staff Benefit Package Review
Fire/EMS Standards of Cover/Levels of Service moved from July JM to TBD		Grant Management Staff member or consultant
Rodeo Grounds Lease moved from July to September to November		
Interim Parking Action Plan moved from August to September		
5 Year Strategic Transit Development Plan moved from JM to TBD		
Snow King/Maple Way moved to TBD in 2026		
Housing Supply Plan & Preservation Program moved from August to September		
Town Employee Housing Strategy moved to TBD		
Legislative Approach moved from October to December		
Develop Sworn Mounted Patrol Unit moved from Sept. to Oct.		
Int'l Energy Conservation Building Code Update moved to TBD in '26 (based on ICC publishing date)		
Revaluation of 2:1 Workforce Housing Bonus moved from Oct. to Nov.		