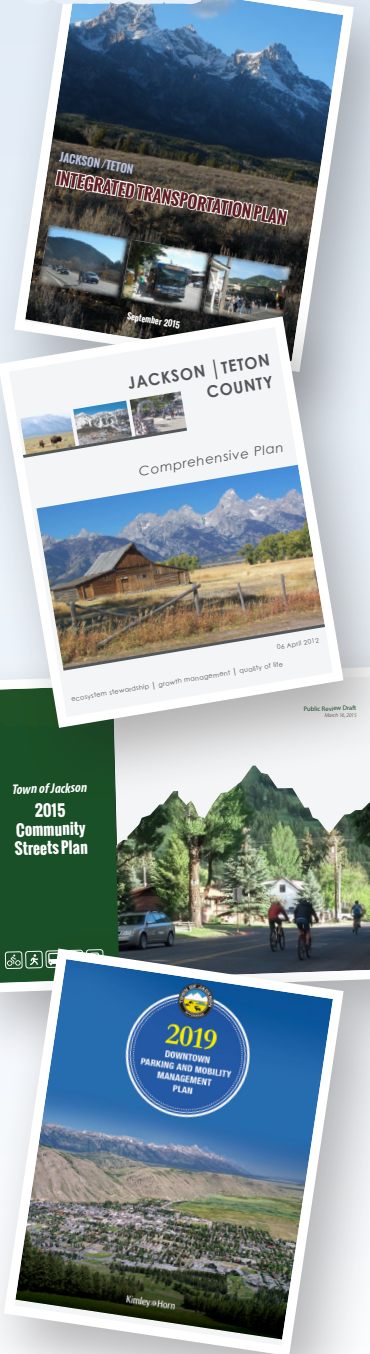




2019 DOWNTOWN PARKING AND MOBILITY MANAGEMENT PLAN

Executive Summary • April 2019

Planning Context



Background and Context

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

Project Objectives

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

Parking Inventory and Utilization

INVENTORY

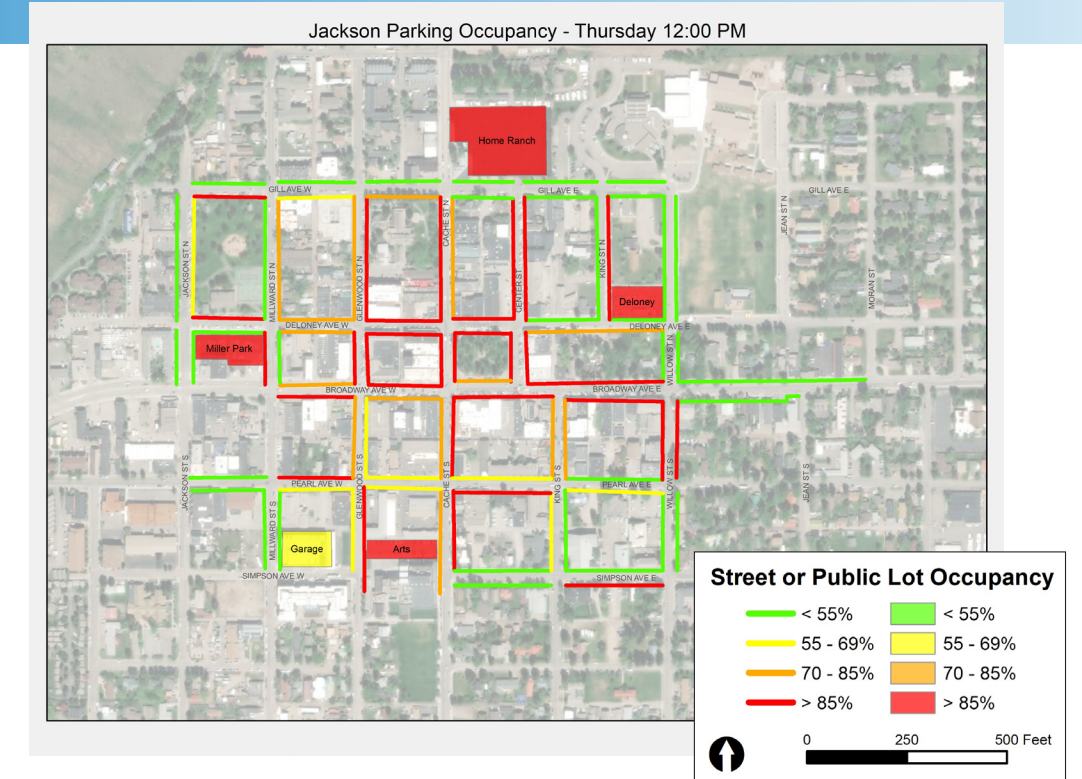
715 3-hour on-street stalls
52 15-minute on-street stalls
34 ADA stalls (on + off street)
23 Oversize/RV off-street stalls
19..... Specialty off-streets stalls
598 Public off-street stalls
301 Unrestricted on-street stalls (in study area)
1,742..... Total stalls in study area

PEAK OCCUPANCY (FULL STUDY AREA)

	Peak Occupancy	Surplus Stalls
Weekday	83%	208 stalls
Weekend	74%	326 stalls

TURNOVER (TOWN SQUARE ONLY 98 STALLS)

	Vehicles Served	Average Duration
Weekday	6.6 vehicles/day	1 hour 21 min.
Weekend	5.5 vehicles/day	1 hour 32 min.



Process

The development of this Plan included the following key steps to arrive at the recommendations:

Development of Program Vision, Mission, and Guiding Principles to serve as a Framework for the Management Plan (Chapter 3)

Data collection in the summer of 2018 to assess Existing Conditions (see Chapter 4)

Extensive Community Outreach, including multiple focus groups, discussions with a technical advisory committee, an Open House, and an online survey (see Chapter 5).

Community Priorities

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

- 1 Focus on Management Strategies that Preserve Jackson’s Character
- 2 Consistent, Integrated Approach to Parking Management
- 3 Targeted Communication and Straightforward Signage and Wayfinding
- 4 Focus on Enhancing the Pedestrian Experience in Downtown





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Focus Areas

The Town of Jackson is considering the development of a comprehensive parking management program as a strategy to support on-going community planning initiatives.

1. A Sense of Purpose and Direction relative to Parking and Mobility Policy
2. Program Organization and a Strong and Capable Program
3. A Strong Customer Service
4. A Focus on “Mastering the Fundamentals” of Parking Management
5. Establish parking as a separate “enterprise fund” for any future parking revenues
6. Leverage under-utilized private parking resources
7. Investment in New Technology
8. Development of a strong parking maintenance program
9. Over time, expand the parking program’s mission to adopt a broader focus on comprehensive mobility management
10. Parking Planning

Key Recommendations

SHORT-TERM ACTION ITEMS (0-2 YEARS)

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

- 1.1. Extend Enforcement Hours to 7:00 PM
- 1.2. Implement Escalating Fine Structure for Repeat Violators while waiving fee for first time violators
- 1.3. Convert Home Ranch to 4-Hour Visitor Parking (Peak Season Only) with Additional Wayfinding
- 1.4. Convert Taxi2Fly Parking to Employee Parking
- 1.5. Develop Employee Parking Maps & Communication Program to clarify recommended employee parking locations
- 1.6. Add 15-Minute Stall Near Each High-Turnover Business in the Downtown Core Upon Request
- 1.7. Invest in Real-Time Space Availability in Select Public Lots
- 1.8. Initiate Annual Data Collection Program to Monitor Performance
- 1.9. Engage with Providers of Shared Mobility Solutions

MEDIUM TERM ACTION ITEMS (2-5 YEARS)

- 2.1. Hire a Parking and Mobility Manager and required support staff
- 2.2. Implement Seasonal On-Street Paid Parking within the Short-Term Parking Zone
- 2.3. Consider Implementing a Parking Benefits District
- 2.4. Convert Additional Public Lots to Short-Term Visitor Parking
- 2.5. Develop Off-Street Shared Parking Program for Peak Season Employee Parking

LONG TERM ACTION ITEMS (5 YEARS +)

- 3.1. Expand On-Street Time Limited Zone
- 3.2. Implement Residential Permit Program for Unlimited Parking in Time-Limited Zones
- 3.3. Implement Employee Permit Program for Unlimited Parking in Certain Time-Limited or Paid Parking Zones
- 3.4. Implement High-Frequency Downtown Trolley Service
- 3.5. Construct New Parking Garage or a One-Level “Parking Lid” over an Existing Surface Parking Lot