



## TOWN BOARD STUDY SESSION

Tuesday, October 8, 2019  
5:20 p.m. – 6:40 p.m.  
Rooms 202/203  
5:05 p.m. - Dinner

### AGENDA

- 5:20 p.m. Downtown Parking Management Plan Phase I Results and Phase II Implementation.  
*(Manager Solesbee)*
  
- 6:20 p.m. Review of Board Compensation for 2020  
*(Town Clerk Williamson)*
  
- 6:35 p.m. Trustee & Administrator Comments & Questions.
  
- 6:40 p.m. Future Study Session Agenda Items.  
*(Board Discussion)*
  
- 6:45 p.m. Adjourn for Town Board Meeting.

Informal discussion among Trustees concerning agenda items or other Town matters may occur before this meeting at approximately 4:50 p.m.

Page Left Blank Intentionally



# Report

**To:** Honorable Mayor Jirsa  
Board of Trustees

**Through:** Town Administrator Machalek

**From:** Vanessa Solesbee, Parking & Transit Manager  
Greg Muhonen, PE, Public Works Director

**Date:** *October 8, 2019*

**RE:** *Downtown Parking Management Plan Phase I Results & Options for 2020*

---

**Objective:**

Present results from full implementation of the Downtown Parking Management (DPMP) Phase I in 2019. Introduce the 2020 options for managing downtown parking to be presented in detail at a second Study Session on October 22, 2019.

**Present Situation:**

As proposed at the November 23, 2018 Study Session, Public Works staff completed DPMP Phase I, including:

- Occupancy study for all public parking areas, and a targeted turnover analysis for seven (7) downtown parking areas.
- Installing time-limit signage in select parking areas.
- Implementation of mobile license plate recognition (LPR) technology to provide real- or near real-time parking availability information via mobile app for all public parking facilities/areas.
- Integration (increased utilization) of the Dynamic Messaging Signs (DMS).
- Hiring a Parking Administrator.
- Hiring, training and management of two full-time, seasonal Parking Ambassadors.

Phase I results have been presented in the Board packet, organized accordingly:

- **Overview & Background:** Brief summary of DPMP goals and implementation phasing.
- **2019 Parking Utilization Results:** Includes occupancy data collected daily in 17 parking areas for 100 days (May 25 through Sept. 15, 2019), a targeted sampling of duration (length of stay) data on weekdays and weekends in July, August and September, and a 45-day “frequency” analysis.
- **Public Outreach Summary:** Key themes from 2019 public outreach efforts, which included online and in-person opportunities in July, August and September.
- **Parking Management Warrants:** Completed warrants for 17 public parking areas.

- **Additional Information:** In response to Board questions and discussion from the Sept. 24, 2019 Study Session (Paid Parking Process Preview), the following information was added: Colorado peer pricing overview, parking management and infrastructure triggers, and points of information related to sales tax revenue, traffic counts, overall parking supply and parking utilization (2005, 2013, 2018).

**Proposal:**

Public Works seeks direction from the Town Board for the 2020 parking management program; specifically, if the Board feels that the current parking experience (as illuminated by Phase I implementation results) supports the Town’s mission to provide high-quality, reliable services for the benefit of citizens, guests and employees.

Based on the 2019 DPMP Phase I implementation results, staff have developed three options for Board consideration in guiding the 2020 parking management program:

- 1) No Change--pause any further Implementation of DPMP recommendations
- 2) Implement DPMP Phase II (Initial Implementation of Seasonal Paid Parking)
- 3) Other (to be defined by the Board)

If the Town Board decides that the current level of service is adequate and/or that Public Works should pause DPMP implementation (option #1), Public Works proposes to return to the Town Board with a proposed 2020 work plan at a later date.

If option #2 is selected, Public Works is prepared to deliver information related to the implementation of seasonal paid parking at a follow-up Study Session on October 22, 2019:

- Five pricing scenarios, including static, progressive and dynamic pricing options.
- Revenue projections and cost estimates for implementing seasonal paid parking in 2020 for approximately 702 spaces (32% of the overall supply & about 60% of the downtown core spaces).
- Draft ordinance content authorizing seasonal paid parking in the Town’s public parking areas.
- Draft fee resolution content setting the 2020 parking rates and seasonal duration dates.

Pending the outcome of the October 22 Study Session, Public Works can be ready to bring forth a final ordinance and fee resolution authorizing seasonal paid parking at a Regular Meeting and Public Hearing on November 12. (Note: a revised parking permit system is also needed, and will be discussed with the Town Board separately in early 2020.)

**Advantages:**

- Providing multiple options for Board consideration instead of focusing solely on DPMP Phase II implementation encourages an inclusive approach to decision-making on a high-profile issue.
- Consideration of multiple options supports a commitment made to the community that any consideration of additional parking management efforts, including paid parking, would be conducted in a data-driven and transparent manner.

**Disadvantages:**

- Some may feel that the thresholds outlined in the Board-adopted DPMP for moving from Phase I to Phase II have been met (and seasonal paid parking should be implemented): however, staff feels that receiving specific Board direction and buy-in on future parking management is critical to program success.
- The multi-meeting format postpones 2020 planning; however Public Works staff feels that it allows more time for informed decision-making and public process.

**Action Recommended:**

Public Works staff seeks Board direction on a preferred option for the 2020 parking management program.

**Finance/Resource Impact:**

Financial impacts will be discussed in detail on Oct. 22, however information on revenue projections, cost estimates for implementation of seasonal paid parking has been included with the Board packet for early review.

**Level of Public Interest**

Public interest is high, specifically regarding possible implementation of paid parking. The Transportation Advisory Board (TAB) drafted a letter in support of both the Phase I implementation process and of implementing seasonal paid parking accompanied with supporting transit service expansion.

**Enclosures (for 10/8 Packet)**

- DPMP Phase I Results & Options for 2020 (PowerPoint)
- 2019 Parking Utilization Data Summary
- 2019 Public Outreach Raw Comments
- 2019 Parking Management Warrant spreadsheet
- Letter of Support from the Transportation Advisory Board

**Enclosures (for 10/22 Packet)**

- Revenue Projections and Cost Estimates
- Ordinance Ideas
- Fee Resolution Ideas

---

# DOWNTOWN PARKING MANAGEMENT PLAN PHASE I RESULTS & OPTIONS FOR 2020

---

**Town Board Study Session  
October 8, 2019**



Town of Estes Park  
Parking & Transit Division  
Department of Public Works

## OVERVIEW

---

- 1. Background**
- 2. 2019 Parking Utilization**
- 3. Public Outreach Summary**
- 4. Parking Management Warrant**
- 5. Options for 2020**
- 6. Next Steps**



# BACKGROUND

---

## **Our Charge: Implement the Board-approved Downtown Parking Management Plan (DPMP).**

### **DPMP Goals**

- 1. Enhance the ease of visitor access by encouraging turnover**
- 2. Encourage the use of parking outside / on the edge of downtown for longer-term stays**
- 3. Improve multi-modal transportation options**
- 4. Identify cost-effective options for expanding the parking supply**



---

# 2019 PARKING UTILIZATION

---

# PARKING UTILIZATION

---

## What Was Collected?

### Parking Occupancy

- “How full is a facility/area?”
- The percentage of parking supply that is observed to be occupied during a given time.
- $\text{Occupancy Percentage (\%)} = \frac{\text{\# occupied spaces}}{\text{total spaces (by facility/area)}}$

### Parking Duration

- “How long do vehicles stay parked at a facility/area?”
- The length of time a car remains in a given parking space.
- $\text{Average Duration (hours)} = \frac{\text{record length of stay for each vehicle observed}}{\text{number of vehicles}}$  and calculate an average for all vehicles by facility/area and time period



# PARKING UTILIZATION

---

## Data Collection Methodologies

### 1) LPR Data Collection: Occupancy (“LPR”)

- 20 areas: all lots, on-street locations and
- 110 days, collected 2 to 4 times a day
- May 25th to September 15th, 2019

### 2) Field Data Collection: Duration & Occupancy (“Field”)

- 7 locations: distributed, representative
- Weekdays, weekends, hourly
- July, August and September only

### 3) “Frequent Parker” Collection: Location and Frequency (“Frequency”)

- 45-day period
- August & September only





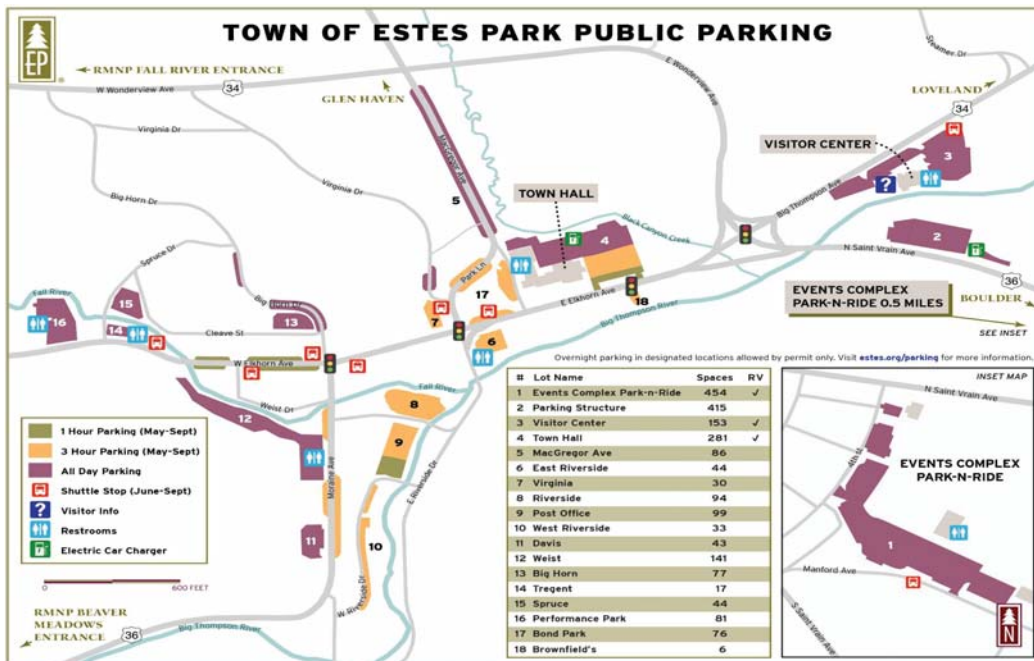
# PARKING UTILIZATION

## 2019 Key Takeaways

- Peak occupancy has decreased slightly from 2018 (~5%)
- However, even with a slight decrease, parking areas are very **full\***
- Peak demand: Midday, Weekends, July
- Average duration was 2 hours 10 minutes
  - About half of all parkers stayed for ~ 1 hour
- Parking structure occupancy was 40-60% on weekends, 25-30% on weekdays (over 85% on 9 days)
- Frequent parkers: 280 unique license plates were observed 20 or more days during a 45-day period



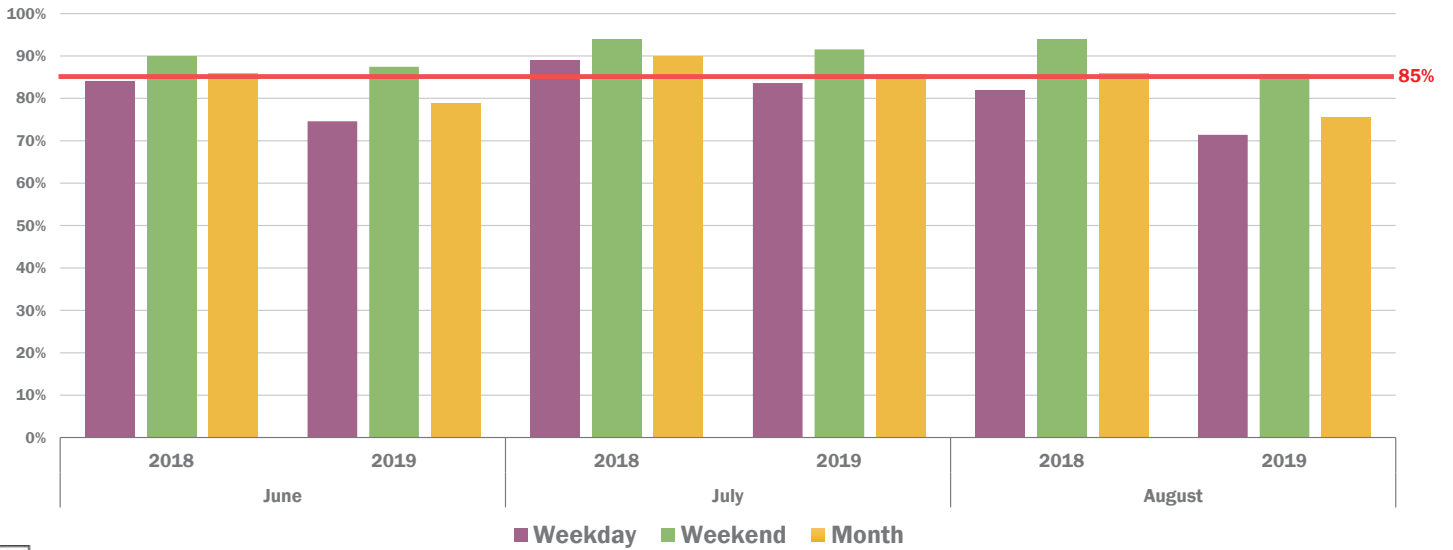
# PARKING UTILIZATION – STUDY AREA (LPR)



# PARKING UTILIZATION (LPR)

*Peak Occupancy: Average of daily peak demand observed for all facilities over the time period.*

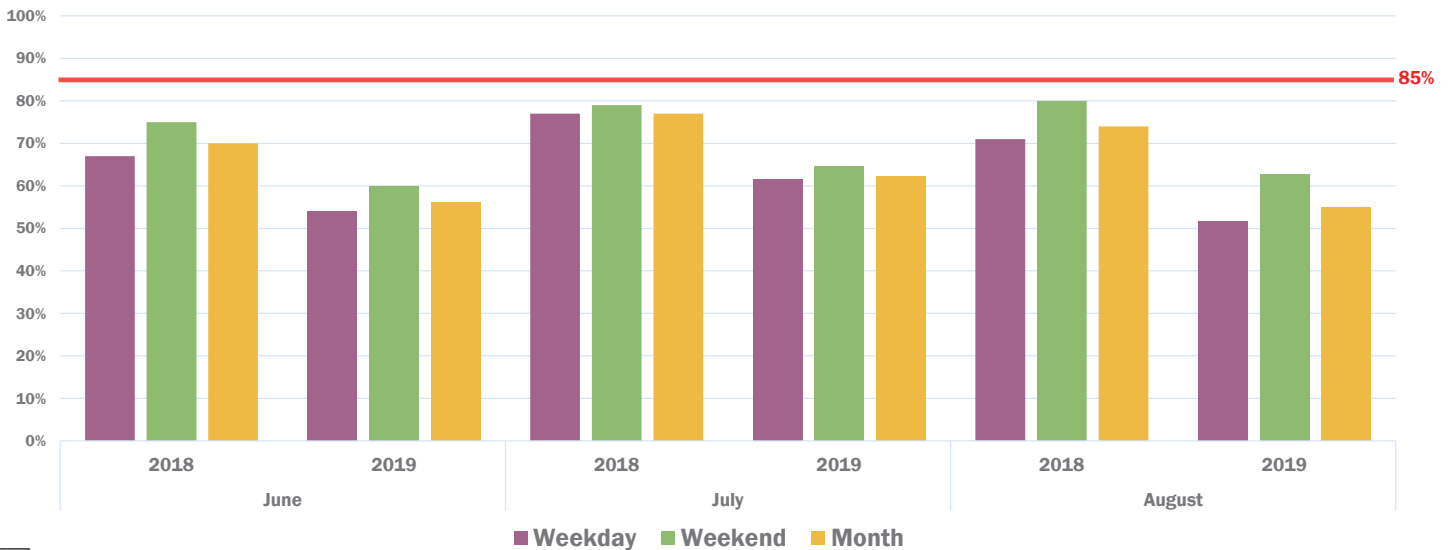
## 2018 vs 2019 PEAK Occupancy



# PARKING UTILIZATION (LPR)

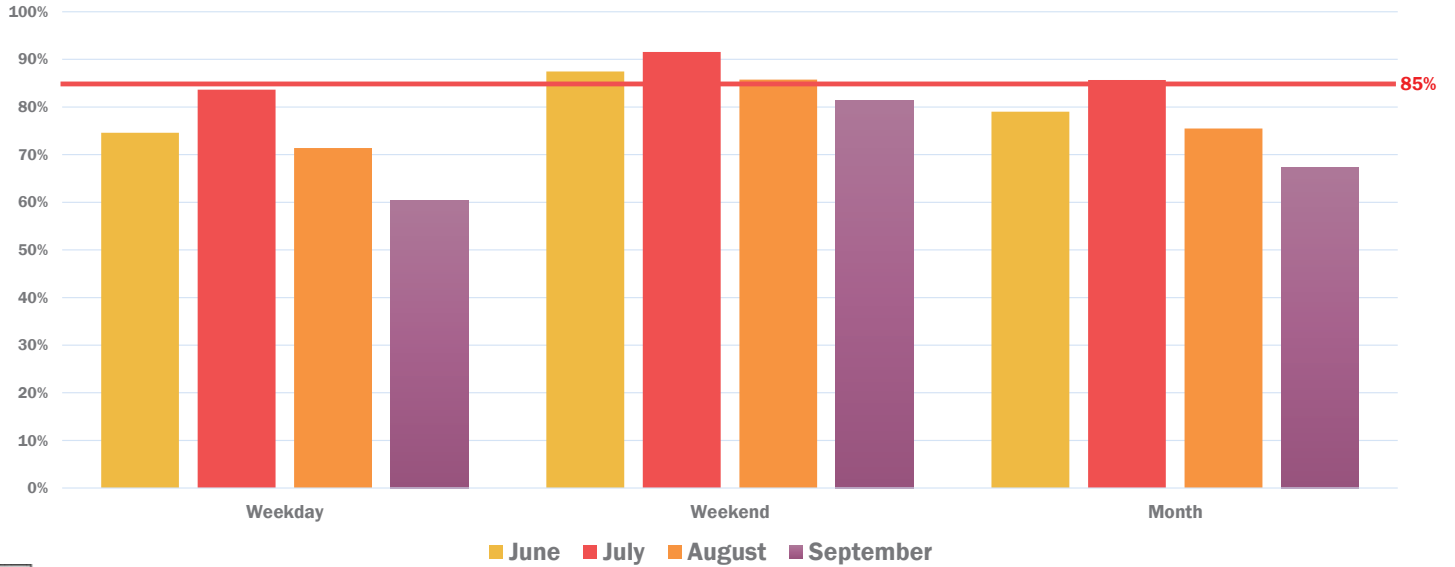
*Average Occupancy: Average of daily average demand observed for all facilities over the time period.*

## 2018 vs 2019 AVERAGE Occupancy



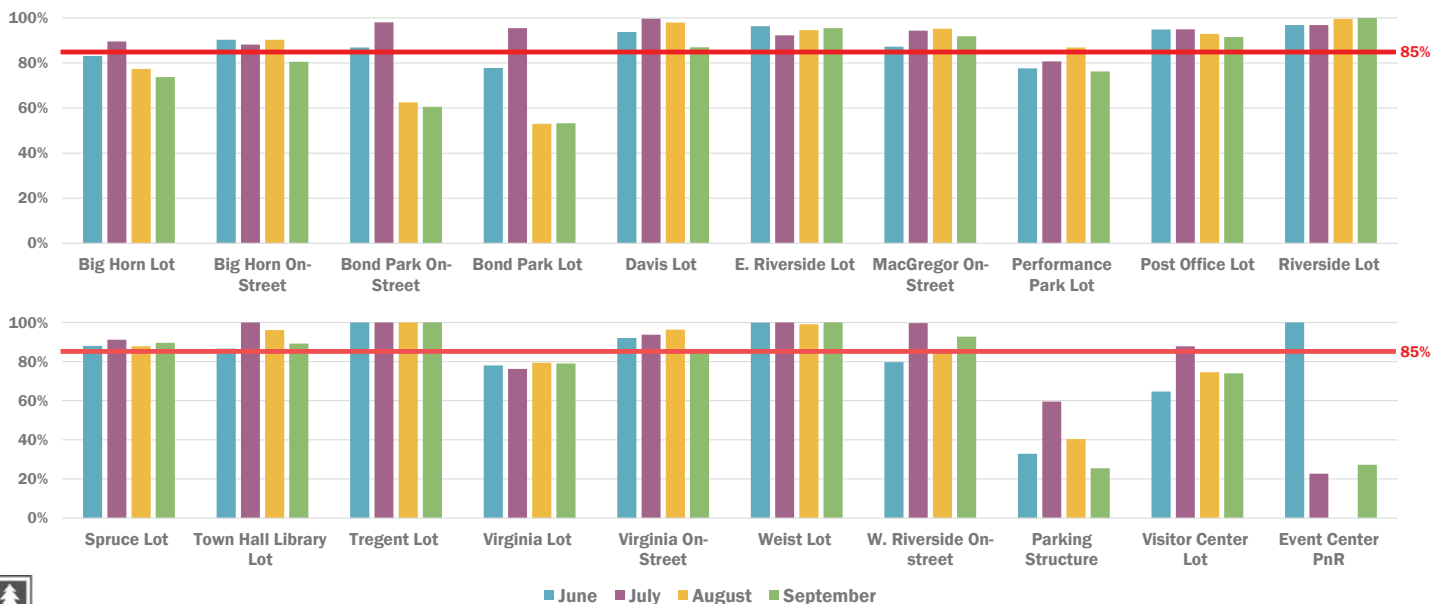
# PARKING UTILIZATION (LPR)

## 2019 PEAK Occupancy (by Time Period)



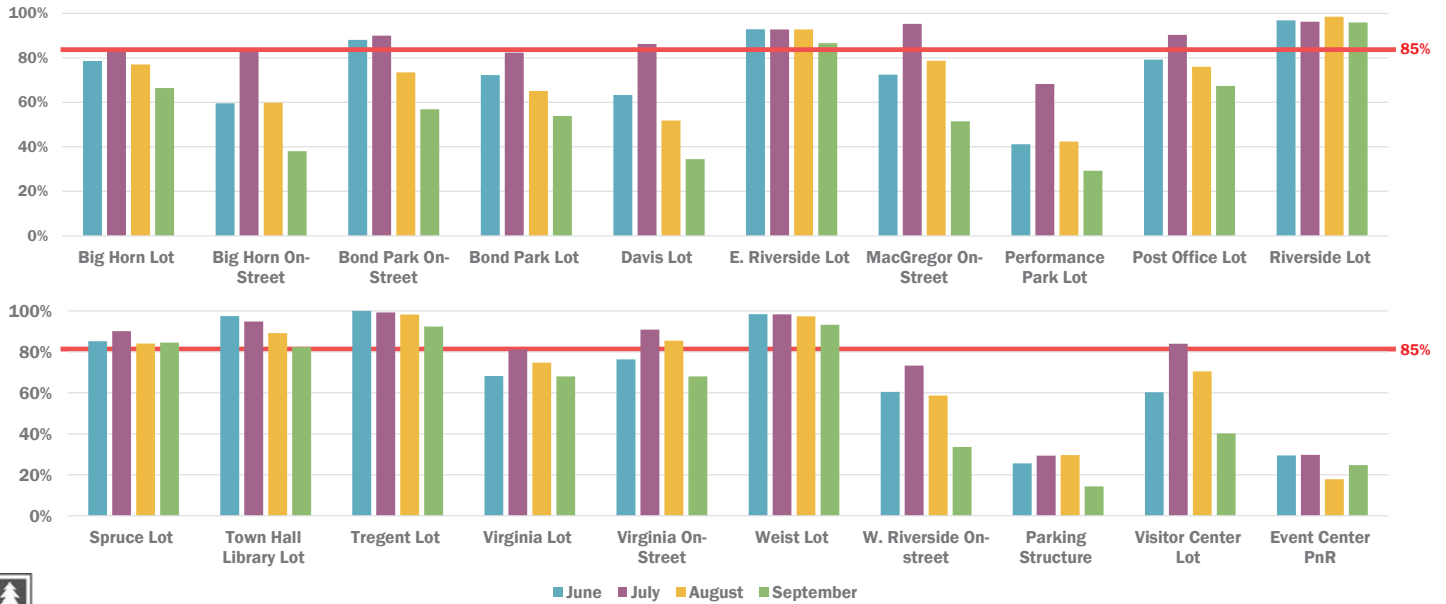
# PARKING UTILIZATION (LPR)

## 2019 WEEKEND PEAK Occupancy by Facility/Area



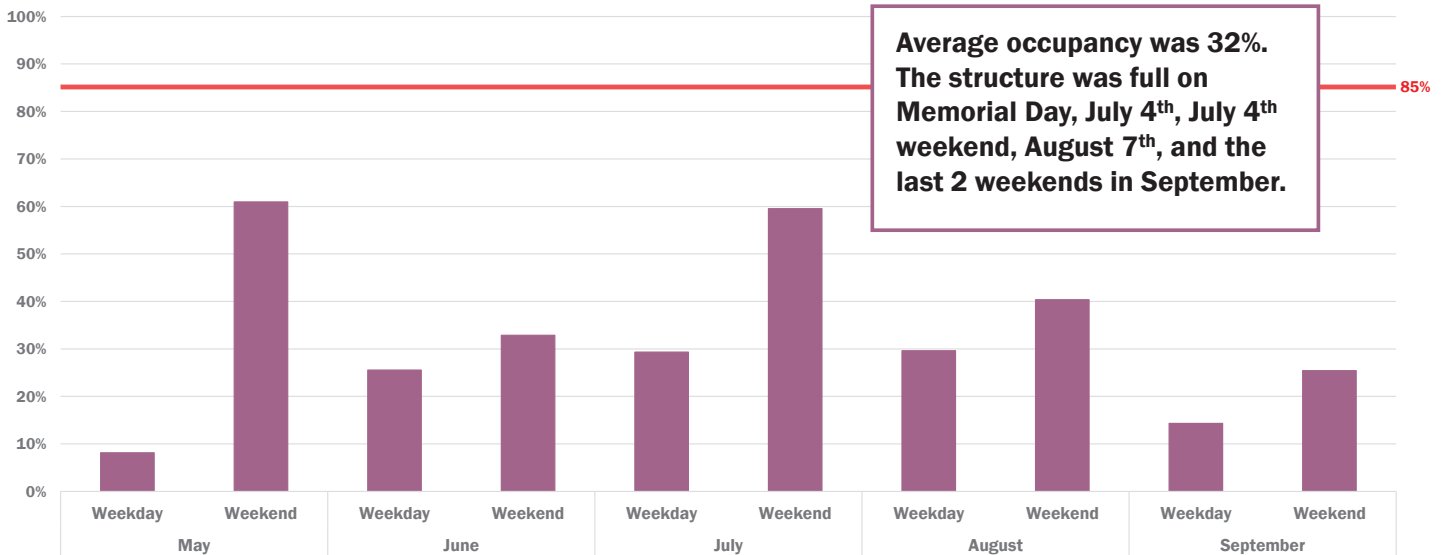
# PARKING UTILIZATION (LPR)

## 2019 WEEKDAY PEAK Occupancy by Facility/Area

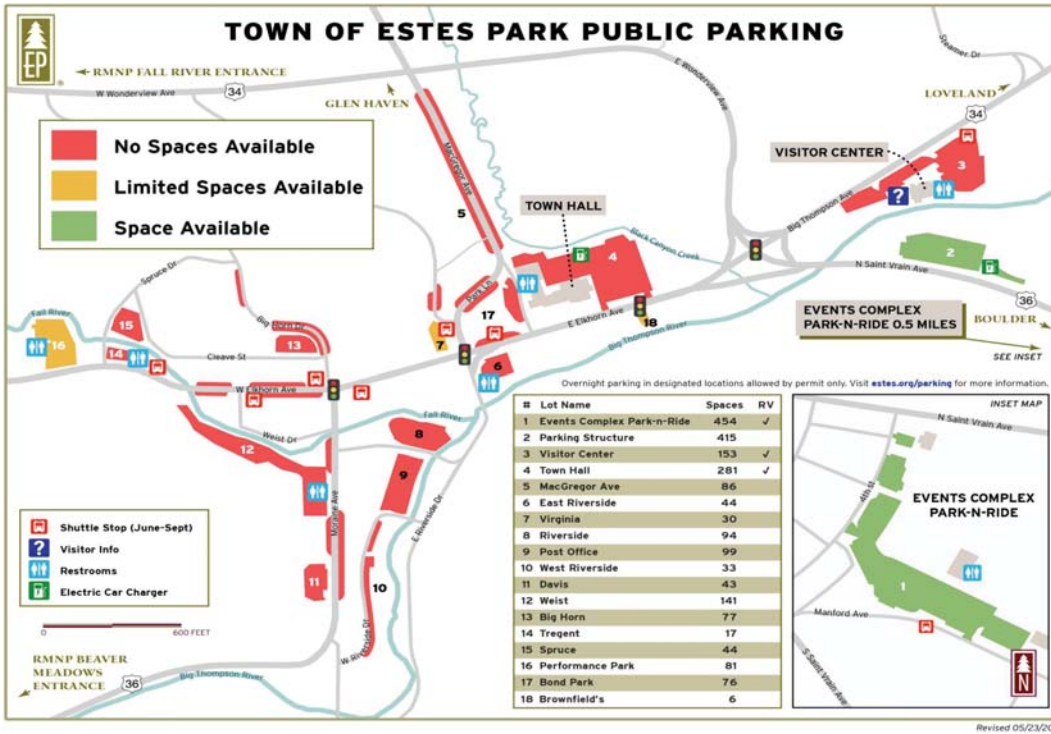


# PARKING UTILIZATION (LPR)

## 2019 Parking Structure Occupancy by Month

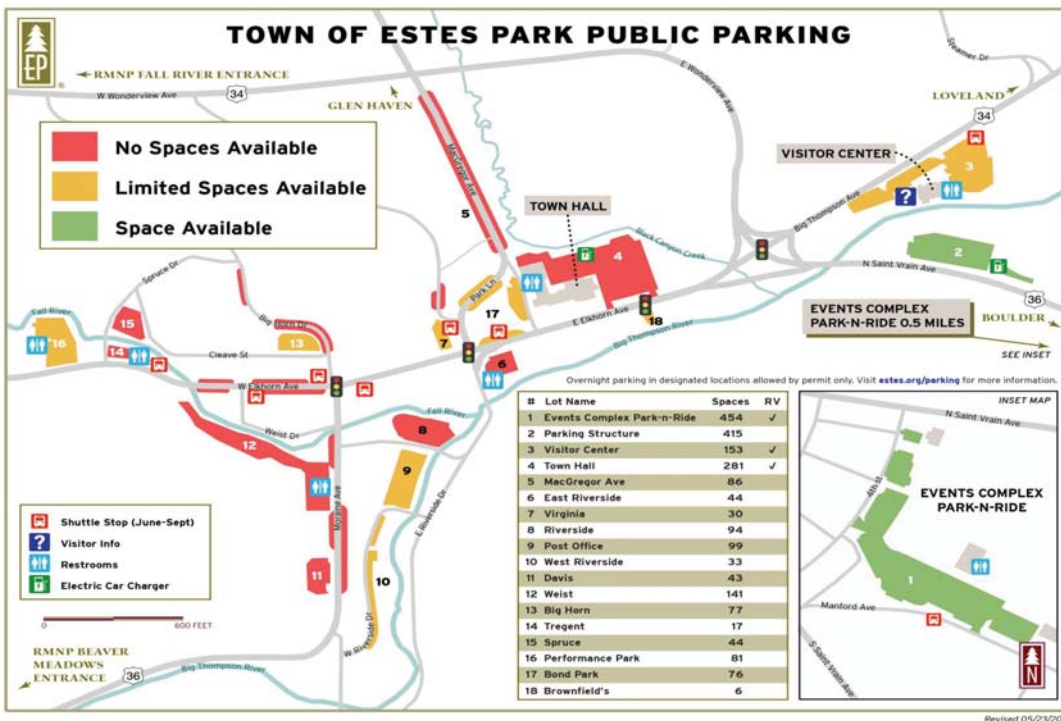


# PARKING UTILIZATION (LPR)



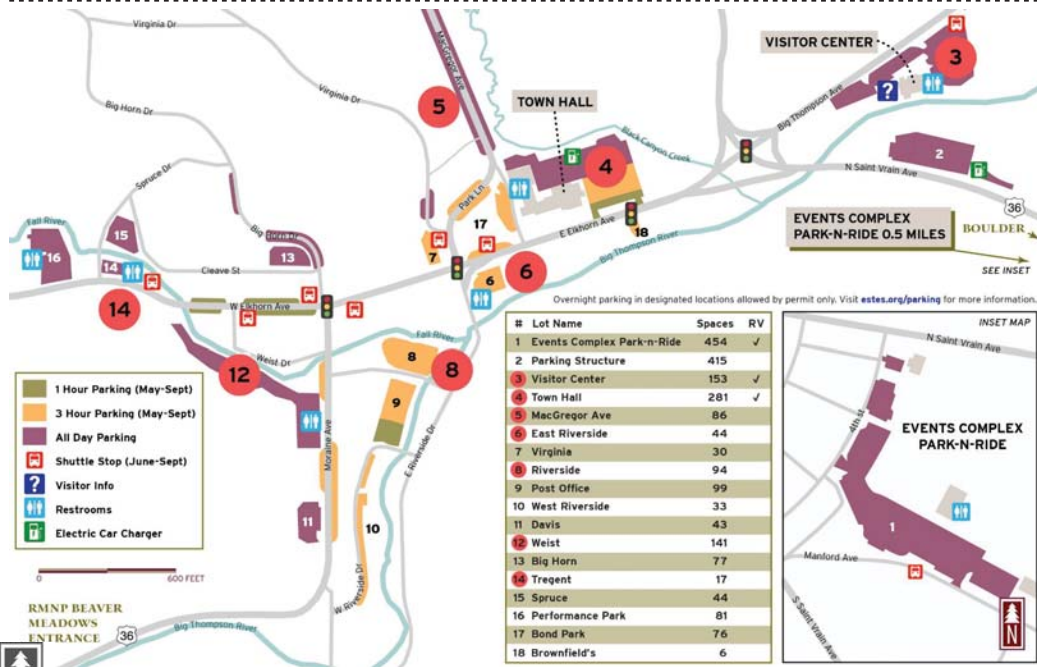
**July 2019  
Parking Space  
Availability  
(during midday peak)**

# PARKING UTILIZATION (LPR)



**June & Aug 2019  
Parking Space  
Availability  
(during midday peak)**

# PARKING UTILIZATION – STUDY AREA (FIELD)



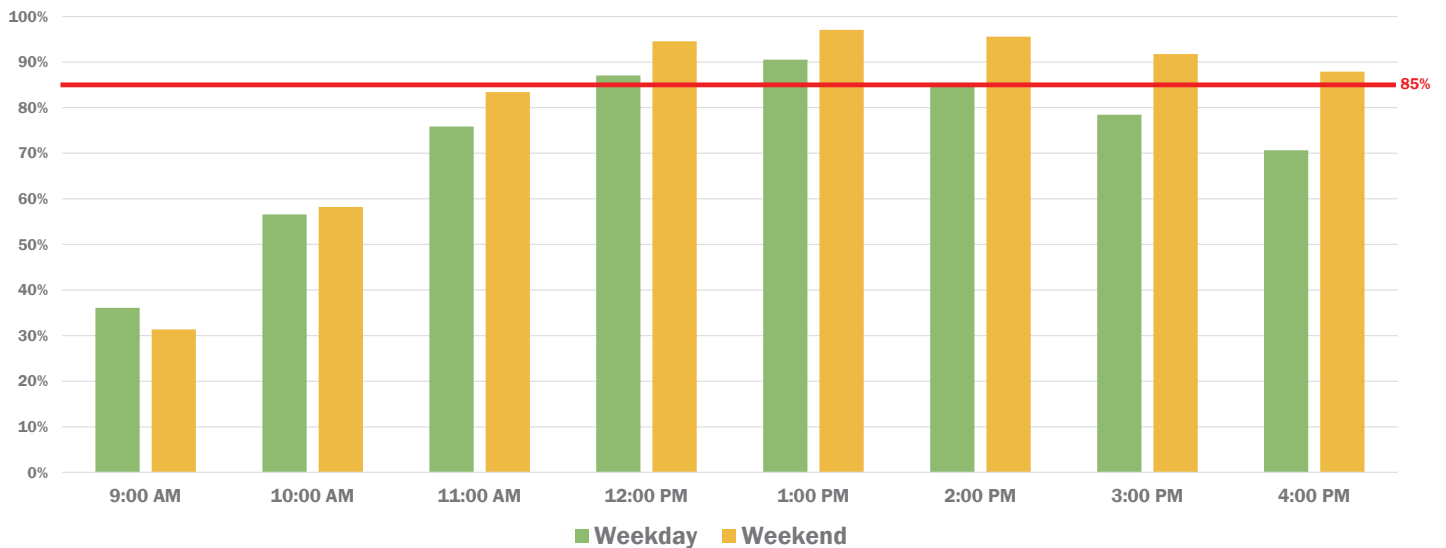
- East Riverside
- MacGregor Avenue
- Riverside
- Town Hall
- Tregent
- Visitor Center
- Weist



Downtown Parking Management Plan – Phase I Results

# PARKING UTILIZATION (FIELD)

## 2019 Average Utilization (Weekday vs Weekend)



Facilities/areas studied: E. Riverside, MacGregor Avenue, Riverside, Town Hall, Tregent, Visitor Center, Weist

Downtown Parking Management Plan – Phase I Results

# PARKING UTILIZATION (FIELD)

## 2019 Duration Summary

	Average Duration (hours)
Average	2.2
Weekday	2.3
Weekend	2.1
July	2.3
August	2.2
September	2.1

**2.2 hours is the average duration of stay**



Facilities/areas studied: E. Riverside, MacGregor Avenue, Riverside, Town Hall, Tregent, Visitor Center, Weist  
 Downtown Parking Management Plan – Phase I Results

# PARKING UTILIZATION (FIELD)

## 2019 Average Duration by Facility

Parking Facility	Average Duration (hours)
E. Riverside*	2.0
MacGregor Ave.	2.5
Riverside*	1.9
Town Hall*	2.2
Tregent	1.9
Visitor Center	2.2
Weist	2.4
Average	2.2



\*E. Riverside, Riverside, and Town Hall have time restrictions  
 Downtown Parking Management Plan – Phase I Results

## PARKING UTILIZATION (FIELD)

### 2019 Percent of Parkers by Average Duration

	1 hour	1-2 hours	2-3 hours	3-4 hours	4-5 hours	5-6 hours	6-7 hours	7+ hours
All	49%	24%	11%	5%	3%	2%	2%	3%
Weekday	48%	24%	11%	5%	4%	3%	3%	3%
Weekend	51%	25%	11%	4%	3%	2%	2%	2%

**About half of all parkers stay an hour.**



## PARKING UTILIZATION (FIELD)

### 2019 Average Duration (hours) by Time of Arrival

	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM
All	3.5	2.9	2.2	2.0	1.8	1.7	1.5	1.0
Weekday	3.5	3.0	2.2	2.0	1.9	1.8	1.5	1.0
Weekend	3.5	2.9	2.3	2.1	1.8	1.7	1.5	1.0

**The earlier you arrive, the longer you park.**





# PARKING UTILIZATION (FREQUENCY)

## “Frequent Parker” Analysis

- 45 days of data (August 5 – September 18, 2019)
- 2,329 average daily license plates recorded
- 70 plates recorded in more than one zone on an average day (3% of total)



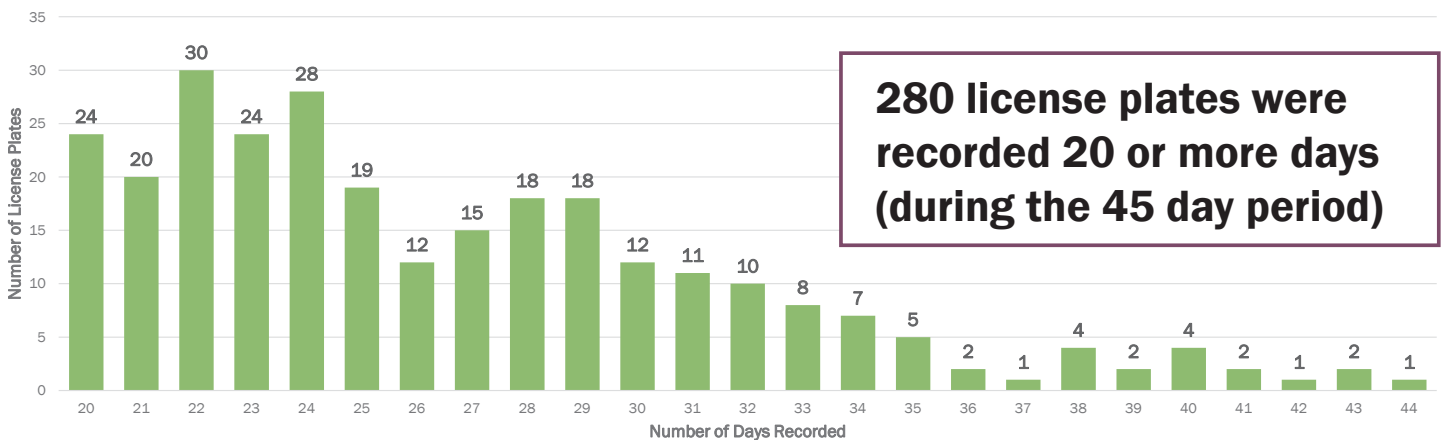
\*E. Riverside, Riverside, and Town Hall have time restrictions

Downtown Parking Management Plan – Phase I Results

# PARKING UTILIZATION (FREQUENCY)

## “Frequent Parker” Analysis

License Plates Observed 20 or More Days (Aug-Sept 2019)



Town of Estes Park Phase I Parking Results & Options

---

# PUBLIC OUTREACH SUMMARY

---

---

## PUBLIC OUTREACH SUMMARY

---

### Methodology

- Visit with business owners (Dec. 2018 – Sept. 2019)
- Call/email log
- Downtown Parking Listening Tour

### Downtown Parking Listening Tour

- July, August, and September
- Farmer's Market booth
- "Office Hours"
- Online feedback form
- Intercept surveys during Elk Fest



# PUBLIC OUTREACH SUMMARY

---

## Who Participated?



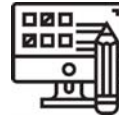
**391 Individuals**



**60% In-Person**



**55% Locals**



**40% Online**



**22% Visitors**



**512+ unique comments**



**18% Did not indicate (library)**



# PUBLIC OUTREACH SUMMARY

---

## What was mentioned the most?

**1**

**The reserved spaces at the Library are confusing.**

*\*top “Unknown” comment*

**4**

**Add/promote transportation options; improve wayfinding.**

**2**

**Paid parking might improve availability in some lots.**

*\*top “Visitor” comment*

**5**

**Add more high-turnover spaces for business customers/owners.**

**3**

**Invest in additional and more efficient transit routes/service.**

*\*top “Local” comment*

**6**

**It is difficult to find parking.**



# PUBLIC OUTREACH SUMMARY

## Typical Downtown Parking Experience

- 2019: “Good” (Visitor); “Very Poor” (Local)
- 2018: Parking was the top concern for visitors (VEP Fall 2018 Survey)

## Comments on the “typical” parking experience...

**1** I can typically parking a short walk from my destination.  
\*Visitor

**2** It is often difficult to find parking near my destination.  
\*Local

**3** It is typically difficult to find parking during the summer.

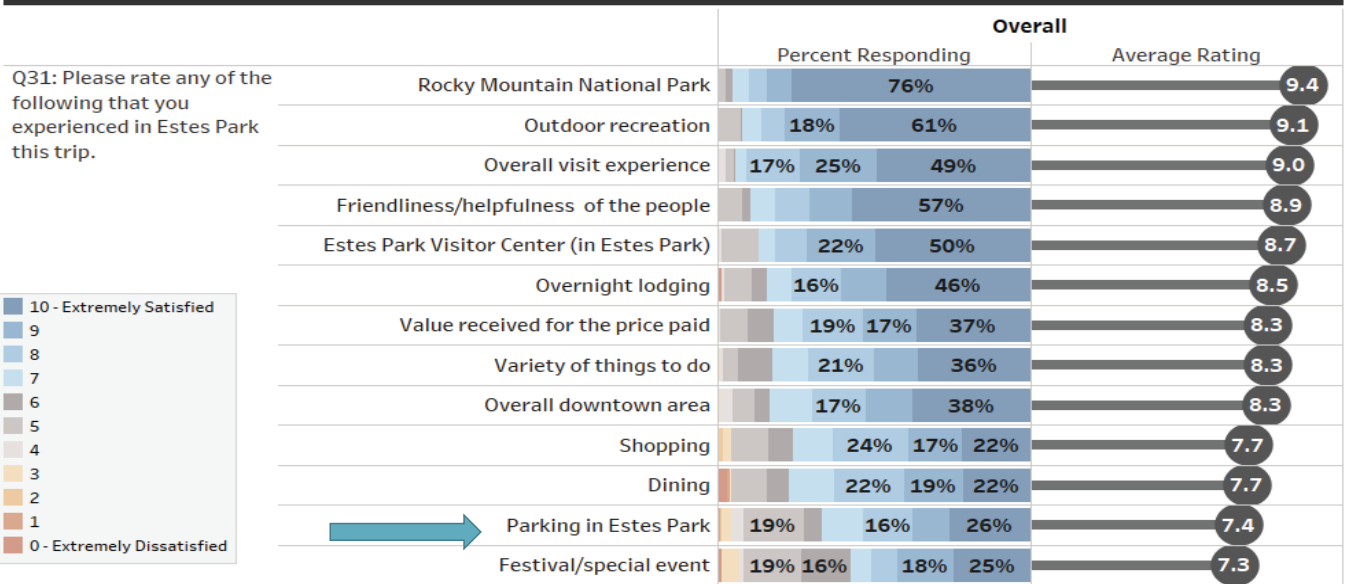
**4** There are not enough parking spaces.



# PUBLIC OUTREACH SUMMARY

Source: VEP Fall Survey 2018

## Visit Estes Park Survey | Overall





# PARKING MANAGEMENT WARRANT

## PARKING MANAGEMENT WARRANT

- **Inspired by Traffic Signal Warrant process**
- **Aligned with the DPMP's guiding goals**
- **Designed to supplement and complement data collection and public input; not an end in itself**
- **A learning process in 2019!**

### SCORING RANGES

#### 0 - 28 total points

Existing parking management in this facility is in the "effective" range. No change is recommended.

#### 29 - 57 total points

Existing parking management in this facility is in the "somewhat effective" range. The facility should be monitored and additional parking management strategies considered.

#### 58 - 84 total points

Existing parking management is in the "somewhat not effective" range. Additional parking management strategies are recommended for this facility.

#### 85 or more total points

Existing parking management is in the "not effective" range. Paid parking is recommended for this facility.

*Note: The highest possible score is 110 points.*



# PARKING MANAGEMENT WARRANT

---

## Scored criteria

1. Facility size
2. Seasonal parking occupancy (weekend only)
3. Seasonal parking occupancy (weekend only)
4. Seasonal duration (length of stay)
5. Proximity to public transportation
6. Traffic & congestion impact
7. Facility usage
8. Annual revenue generation potential
9. Existing parking management strategies



# PARKING MANAGEMENT WARRANT FINDINGS

---

- |                      |                      |
|----------------------|----------------------|
| 1) Events Complex    | 11) Davis            |
| 2) Parking Structure | 12) Weist*           |
| 3) Visitor Center*   | 13) Big Horn         |
| 4) Town Hall         | 14) Tregent          |
| 5) MacGregor Ave.    | 15) Spruce           |
| 6) E. Riverside*     | 16) Performance Park |
| 7) Virginia*         | 17) Bond Park        |
| 8) Riverside*        |                      |
| 9) Post Office       |                      |
| 10) W. Riverside     |                      |

### SCORING RANGES

Effective

Somewhat Effective

Somewhat Not Effective

Not Effective

*\*Within 5 points of a lower/higher range.*

**And in a super interesting sidebar...**



---

# OPTIONS FOR 2020

---

## OPTIONS FOR 2020

---

- 1. No Change / DPMP Implementation Pause**
- 2. Move forward with DPMP Phase II (Initial Paid Parking Implementation)**
- 3. Other (as defined by the Board)**





---

## **DISCUSSION**

---

---

## **NEXT STEPS**

---

# PRESENTATION SCHEDULE

---

- **Second Study Session on 10/22**
  - Pricing scenarios
  - Revenue projections
  - Cost estimates
  - Draft ordinance
  - Draft fee resolution
- **Pending 10/22, return on 11/12 for a Regular Meeting and Public Hearing**
  - Final ordinance
  - Final fee resolution



## 2019 Parking Utilization Summary (LPR)

(110 days of data collection, May 25-September 15, 2019, 20 parking facilities/areas)

### Average Peak Occupancy by Time Period

	May	June	July	August	September
Weekday	63%	75%	84%	71%	60%
Weekend	95%	87%	92%	86%	81%
<b>Month</b>	<b>72%</b>	<b>79%</b>	<b>86%</b>	<b>75%</b>	<b>67%</b>

### Average Occupancy by Time Period

	May	June	July	August	September
Weekday	46%	54%	61%	52%	44%
Weekend	73%	60%	65%	63%	59%
<b>Month</b>	<b>53%</b>	<b>56%</b>	<b>62%</b>	<b>55%</b>	<b>49%</b>

### Average Utilization by Month and Parking Facility/Area

	May		June		July		August		September		Average
	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend	
Big Horn Lot	69%	n/a	79%	83%	83%	90%	77%	77%	66%	74%	79%
Big Horn On-Street	34%	n/a	60%	90%	83%	88%	60%	90%	38%	81%	70%
Bond Park On-Street	59%	n/a	88%	87%	90%	98%	73%	63%	57%	61%	79%
Bond Park Lot	51%	n/a	72%	78%	82%	95%	65%	53%	54%	53%	70%
Davis Lot	31%	100%	63%	94%	86%	100%	52%	98%	34%	87%	72%
E. Riverside Lot	98%	95%	93%	96%	93%	92%	93%	95%	87%	95%	93%
MacGregor On-Street	43%	94%	72%	87%	95%	94%	79%	95%	52%	92%	81%
Performance Park Lot	29%	96%	41%	78%	68%	81%	42%	87%	29%	76%	57%
Post Office Lot	67%	99%	79%	95%	90%	95%	76%	93%	67%	92%	84%
Riverside Lot	97%	94%	97%	97%	96%	97%	98%	100%	96%	100%	97%
Spruce Lot	70%	100%	85%	88%	90%	91%	84%	88%	85%	90%	87%
Town Hall Library Lot	81%	90%	97%	87%	95%	100%	89%	96%	82%	89%	92%
Tregent Lot	100%	100%	100%	100%	99%	100%	98%	100%	92%	100%	99%
Virginia Lot	86%	100%	68%	78%	81%	76%	75%	79%	68%	79%	76%
Virginia On-Street	78%	n/a	76%	92%	91%	94%	86%	96%	68%	86%	85%
Weist Lot	95%	100%	98%	100%	98%	100%	97%	99%	93%	100%	98%
W. Riverside On-street	28%	100%	60%	80%	73%	100%	59%	86%	34%	93%	68%
Parking Structure	8%	61%	26%	33%	29%	60%	30%	40%	14%	25%	32%
Visitor Center Lot	34%	70%	60%	65%	84%	88%	70%	75%	40%	74%	68%
Event Center PnR	25%	n/a	29%	n/a	30%	23%	18%	n/a	25%	27%	27%

## 2019 Duration Study (Field Observation)

(16 days of data collection, 9am-4pm, July-August 2019, parking facilities/areas)

Average Duration (hours) by Time Period

<b>Average</b>	<b>2.1</b>
July	2.3
August	2.2
September	2.0
Weekday	2.2
Weekend	2.1

Average Duration (hours) by Parking Facility/Area and Time Period

	Average Duration (July-Aug)	July	August	September	Weekday	Weekend
E. Riverside	2.0	1.9	2.1	2.0	1.9	2.0
MacGregor Ave.	2.5	3.1	2.5	2.3	2.6	2.4
Riverside	1.9	1.8	1.9	1.9	1.6	1.9
Town Hall	2.2	2.3	2.1	2.1	2.2	2.0
Tregent	1.9	2.1	1.9	1.6	1.9	2.1
Visitor Center	2.2	2.7	2.3	1.9	2.2	2.2
Weist	2.4	2.5	2.4	2.2	2.4	2.2
Average	2.1	2.3	2.2	2.0	2.2	2.1

Percent of Vehicles by Duration of Stay

	up to 1 hour	1-2 hours	2-3 hours	3-4 hours	4-5 hours	5-6 hours	6-7 hours	7+ hours
Average	50%	24%	11%	5%	3%	2%	2%	2%
Weekday	49%	24%	11%	5%	4%	2%	2%	3%
Weekend	51%	25%	11%	4%	3%	2%	2%	2%

Percent of Vehicles by Duration of Stay and Facility/Area

	up to 1 hour	1-2 hours	2-3 hours	3-4 hours	4-5 hours	5-6 hours	6-7 hours	7+ hours
E. Riverside	56%	23%	9%	4%	3%	1%	1%	3%
MacGregor Ave.	40%	30%	10%	4%	3%	2%	5%	5%
Riverside	52%	26%	13%	5%	2%	1%	1%	1%
Town Hall	51%	23%	12%	4%	3%	2%	2%	3%
Tregent	52%	25%	13%	3%	4%	1%	1%	0%
Visitor Center	56%	14%	9%	7%	4%	5%	2%	1%
Weist	44%	26%	10%	6%	4%	3%	3%	3%
Average	50%	24%	11%	5%	3%	2%	2%	2%

Average Duration of Stay by Time of Arrival in Parking Facility

	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM
Average	3.4	2.8	2.2	2.0	1.8	1.7	1.5	1.0
Weekday	3.4	2.9	2.2	2.0	1.8	1.8	1.5	1.0
Weekend	3.5	2.9	2.3	2.1	1.8	1.7	1.5	1.0

## Overview of Public Outreach Process

### DOWNTOWN LISTENING TOUR EVENTS

- Library Meeting (7/31/19): **11 Individuals / 48 Comments**
- Kind Coffee Meeting (9/6/19); **3 Individuals / 10 Comments**
- Rockcut Brewery Meeting (8/15/19): **6 Individuals / 42 Comments**

### FARMER'S MARKET

- Farmer's Market #1 (8/8/19): **27 Individuals / 43 Comments**
- Farmer's Market #2 (8/22/19): **28 Individual / 47 Comments**
- Farmer's Market #2 (9/12/19): **24 Individual / 41 Comments**

### LIBRARY FEEDBACK

- Comments Received at Front Desk (6/27/19 – 8/28/19): **90 Individuals / 91 Comments**
- Online Review: **1 Individual / 1 Comment**

### BUSINESS OUTREACH

- Targeted Outreach to 4 Businesses (11/20/18): **8 Individuals / 13 Comments**

### ONLINE COMMENT FORM

- 5-Question Online Survey (7/19/19 – 9/12/19): **157 Responses**

### INTERCEPT SURVEYS

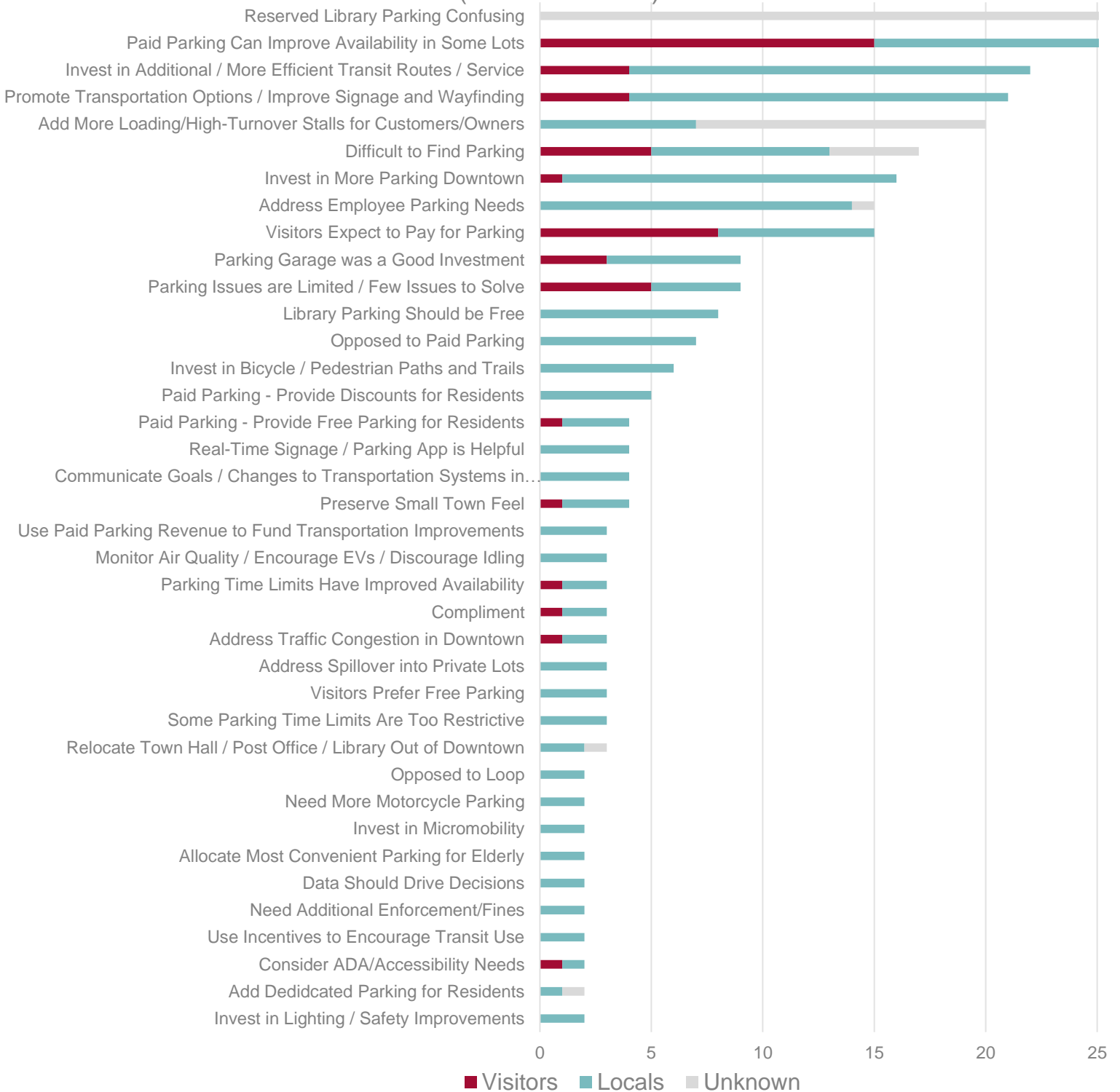
- 5-Question Intercept Survey (9/28/19): **36 Responses**

### SUMMARY

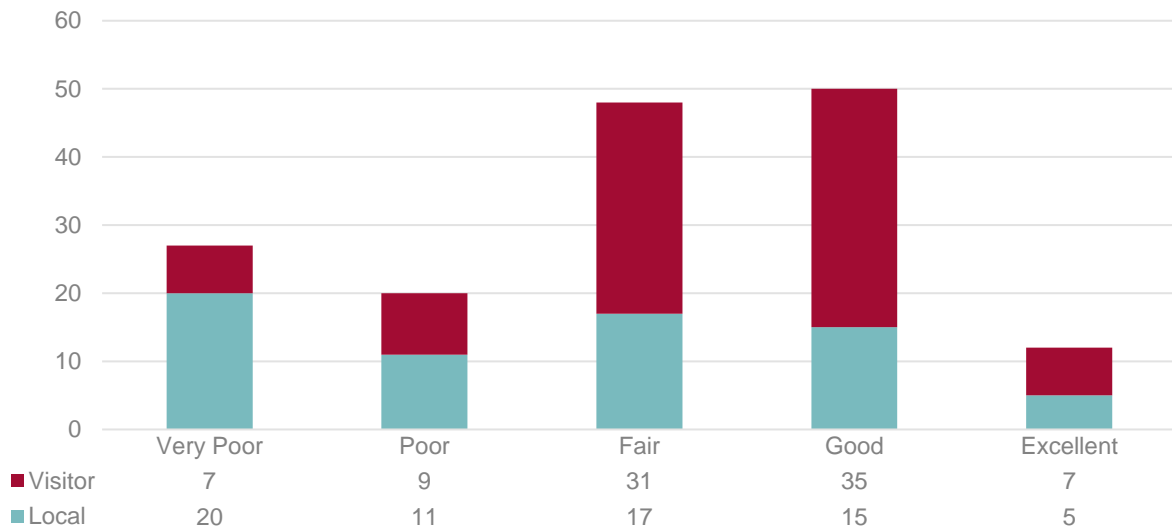
Individuals	In-Person	Online	Total
<b>Locals</b>	88 Individuals	68 Individuals	<b>156 Individuals (40%)</b>
<b>Visitors</b>	55 Individuals	89 Individuals	<b>144 Individuals (37%)</b>
<b>Unknown</b>	91 Individuals	-	<b>91 Individuals (23%)</b>
<b>Total</b>	<b>234 Individuals (60%)</b>	<b>157 Individuals (40%)</b>	<b>391 Individuals</b>

Comments	In-Person	Online	Total
<b>Locals</b>	211 Comments	68 Responses	<b>279+ Comments (55%)</b>
<b>Visitors</b>	52 Comments	89 Responses	<b>141+ Comments (26%)</b>
<b>Unknown</b>	92 Comments	-	<b>92 Comments (18%)</b>
<b>Total</b>	<b>355 Comments (69%)</b>	<b>157+ Comments (31%)</b>	<b>512+ Comments</b>

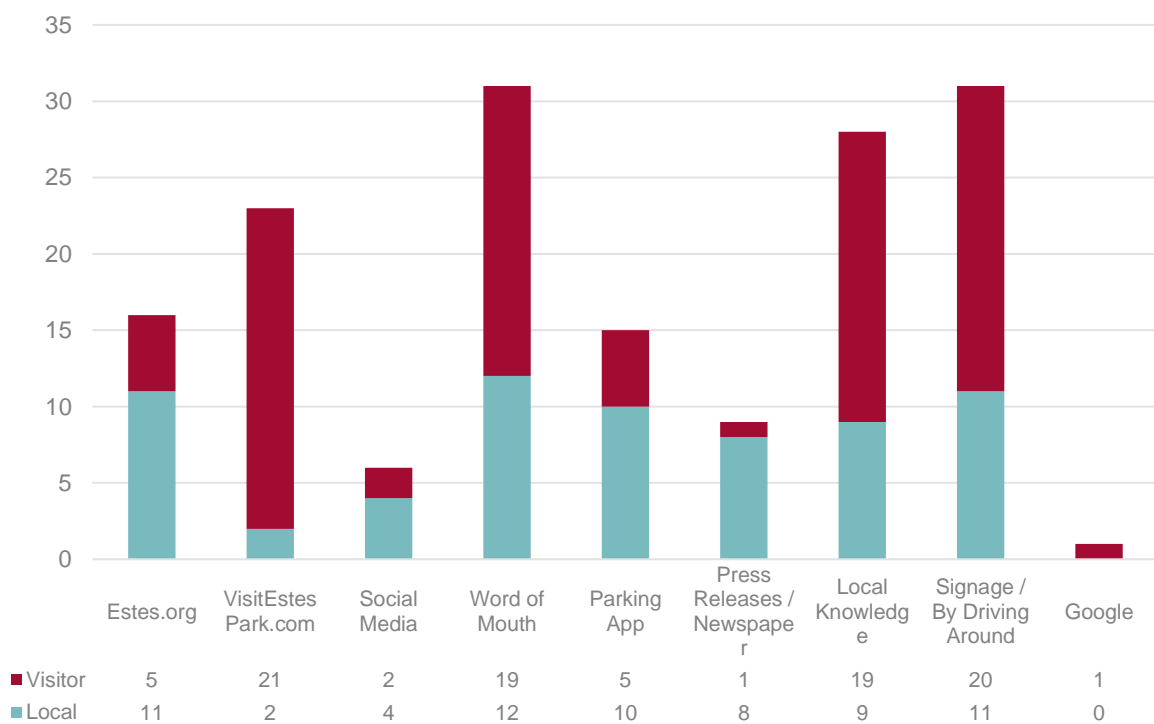
### Comment Frequency (355 Comments)



### Typical Downtown Parking Experience

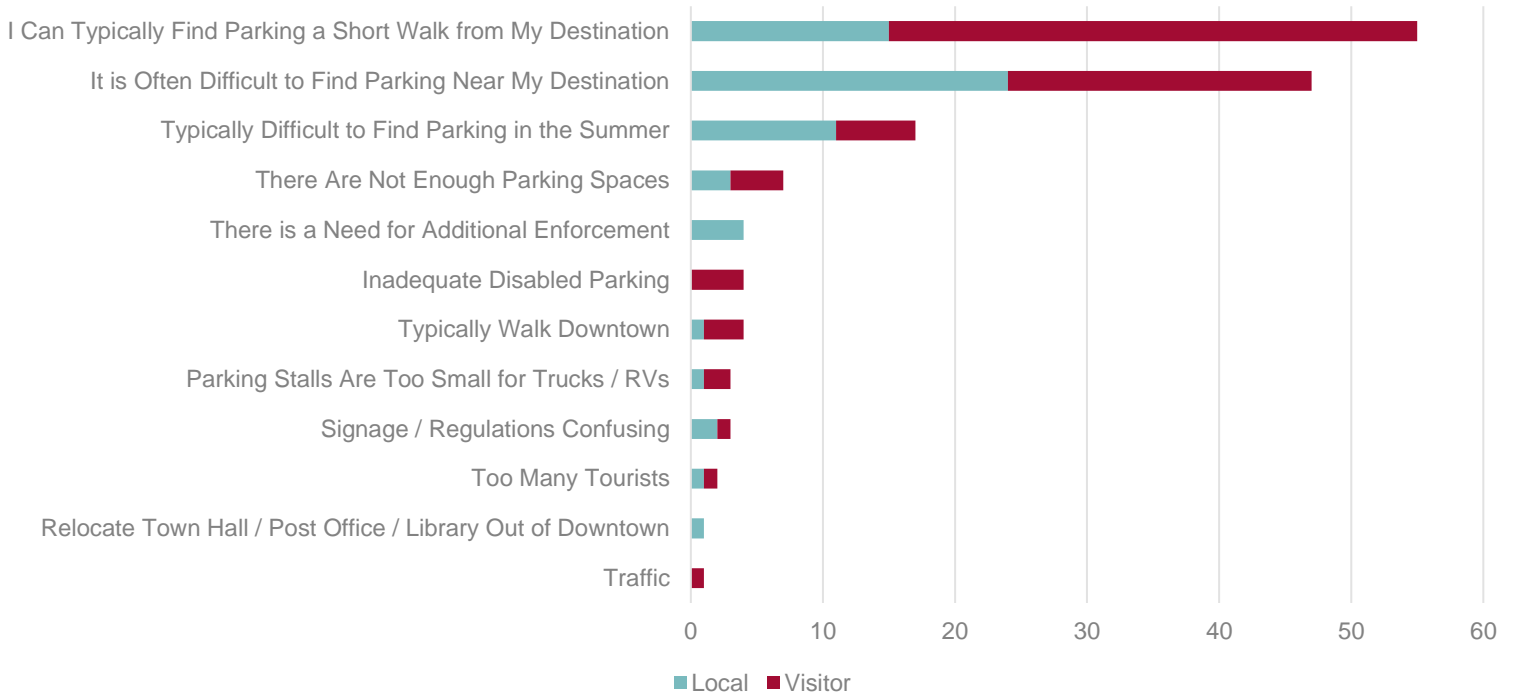


### Typical Source of Downtown Parking Information

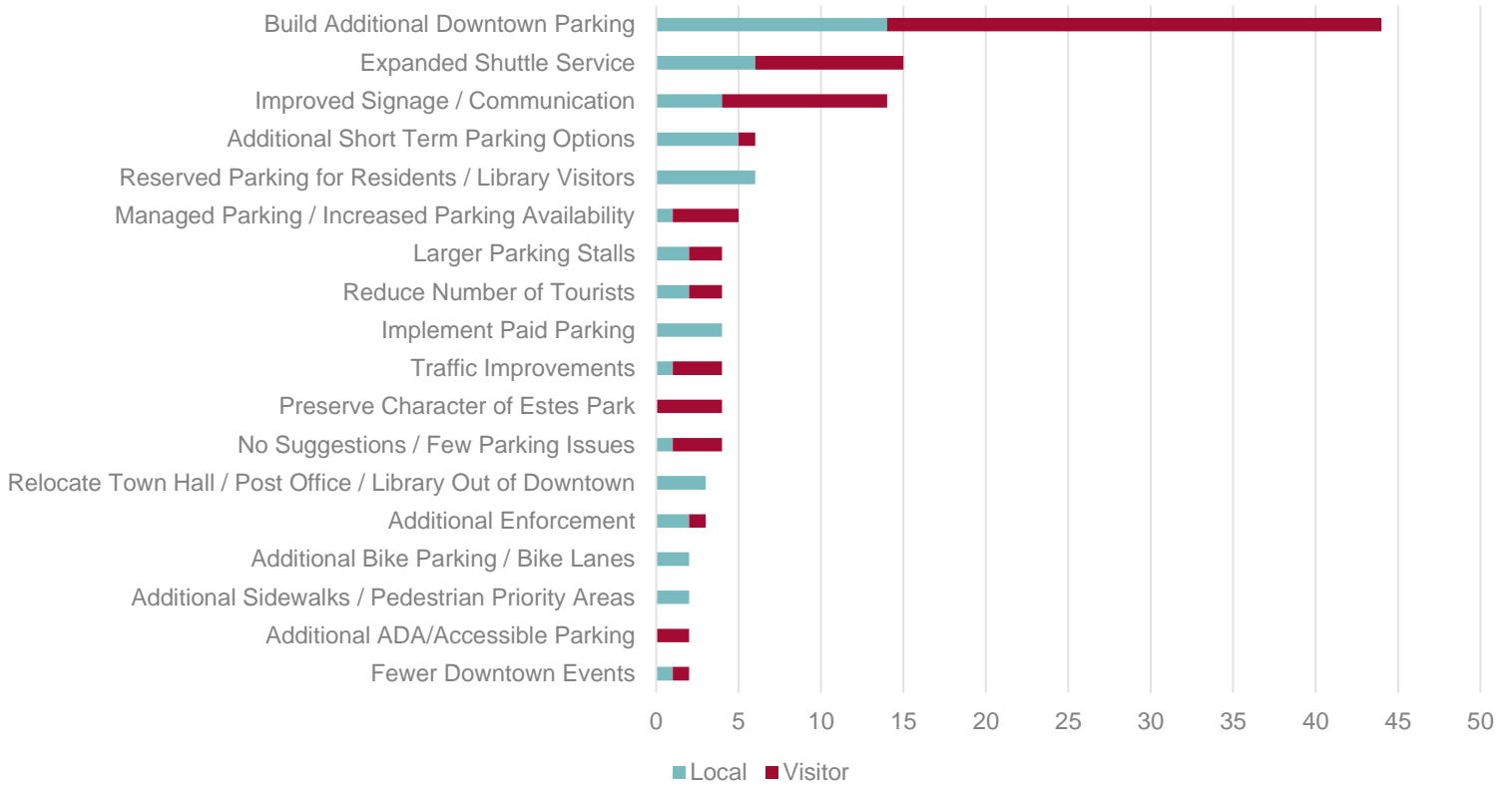




## Comments on Typical Parking Experience



## Recommended Improvements



# PARKING MANAGEMENT WARRANT (Completed Sept. 2019)

PARKING MANAGEMENT WARRANT (Completed Sept. 2019)			Rating Range	1-Events Complex	2-Parking Structure	3-Visitor Center	4-Town Hall	5-MacGregor Ave	6-E. Riverside	7-Virginia	8-Riverside	9-Post Office	10-W. Riverside	11-Davis	12-Weist	13-Big Horn	14-Tregent	15-Spruce	16-Performance	17-Bond Park	
<b>1 AVERAGE LENGTH OF STAY (DURATION)</b>				6	6	6	6	6	6	6	4	4	6	6	6	6	4	6	6	6	6
1.1	Less than one hour	2																			
1.2	Between one and two hours	4																			
1.3	Between two and three hours	6																			
1.4	Between three and four hours	8																			
1.5	More than four hours	10																			
<b>2 PROXIMITY TO PUBLIC TRANSPORTATION (FREE SHUTTLE STOP)</b>				2	4	2	6	6	2	2	4	6	10	10	4	4	2	2	4	2	2
2.1	Access to a shuttle stop is within 200 feet	2																			
2.2	Access to a shuttle stop is within 200-400 feet	4																			
2.3	Access to a shuttle stop is within 400-600 feet	6																			
2.4	Access to a shuttle stop is within 600-800 feet	8																			
2.5	Access to a shuttle stop is more than 800 feet	10																			
<b>3 SEASONAL PARKING OCCUPANCY (WEEKDAY) - COLLECTION PERIOD: MAY 25 - SEPT 15</b>				5	5	10	20	10	20	5	20	10	5	5	20	5	20	10	5	10	10
3.1	All days of the collection period, occupancies greater than 85% were observed less than 50%	5																			
3.2	All days of the collection period, occupancies greater than 85% were observed between 50-74%	10																			
3.3	All days of the collection period, occupancies greater than 85% were observed 75% of the time or more	20																			
<b>4 SEASONAL PARKING OCCUPANCY (WEEKEND) - COLLECTION PERIOD: MAY 15 - SEPT 15</b>				5	5	5	20	20	20	10	20	20	10	20	20	20	20	10	5	10	10
4.1	All days of the collection period, occupancies greater than 85% were observed less than 50%	5																			
4.2	All days of the collection period, occupancies greater than 85% were observed between 50-74%	10																			
4.3	All days of the collection period, occupancies greater than 85% were observed 75% of the time or more	20																			
<b>5 TRAFFIC &amp; CONGESTION IMPACT</b>				4	6	8	8	8	8	8	4	4	4	6	8	4	4	4	10	8	8
5.1	Facility has a dedicated turn lane.	2																			
5.2	Facility has no direct access to a state highway.	4																			
5.3	Facility has only one point of vehicular access and that access point is located on a state highway.	6																			
5.4	Facility has two or more access points, at least one of which is located on a state highway.	8																			
5.5	Facility has two or more access points, both from a state highway.	10																			
<b>6 FACILITY UTILIZATION</b>				6	2	6	8	2	4	6	6	6	2	2	6	2	2	4	2	10	10
6.1	This facility is not used for any other purposes besides parking (e.g., special events, reserved spaces, storage).	2																			
6.2	Less than 5% of the facility is used for purposes other than parking (e.g., special events, reserved spaces, storage) more than one time per month, June through September.	4																			
6.3	5-10% of the facility is used for purposes other than parking (e.g., special events, reserved spaces, storage) more than one time per month, June through September.	6																			
6.4	11-20% of the facility is used for purposes other than parking (e.g., special events, reserved spaces, storage) more than one time per month, June through September.	8																			
6.5	More than 20% of the facility is used for purposes other than parking (e.g., special events, reserved spaces, storage) more than one time per month, June through September.	10																			
<b>7 FACILITY SIZE (PARKING RESOURCE AVAILABILITY)</b>				2	2	4	2	6	8	10	6	6	8	8	4	6	6	8	6	6	6
7.1	This facility has more than 200 unrestricted spaces	2																			
7.2	Facility has between 100-200 unrestricted spaces	4																			
7.3	Facility has between 50-99 unrestricted spaces	6																			
7.4	Facility has between 25-49 unrestricted spaces	8																			
7.5	Facility has less than 25 spaces	10																			
<b>8 ANNUAL REVENUE GENERATION POTENTIAL</b>				2	2	10	10	8	6	4	8	8	4	6	8	8	8	6	8	8	8
8.1	Less than \$10,000 annually	2																			
8.2	Between \$11,000 and \$25,000 annually	4																			
8.3	Between \$26,000 and \$50,000 annually	6																			
8.4	Between \$50,000 and \$100,000 annually	8																			
8.5	More than \$100,000 annually	10																			
<b>9 EXISTING PARKING MANAGEMENT</b>				4	4	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
9.1	Information about parking availability is communicated via signage, web and/or mobile platform	2																			
9.2	Lots are actively monitored and enforced	4																			
9.3	Parking permits are utilized in this lot	6																			
9.4	Signed time-limits are in place in this lot	8																			
9.5	Some or all of the facility has paid parking	10																			
<b>TOTAL POSSIBLE POINTS</b>			110																		
<b>WARRANT TOTAL</b>				36	36	59	88	74	82	59	80	72	57	71	84	63	74	58	54	68	68

### SCORING RANGES

**\*0 - 28 total points:** Existing parking management in this facility is in the "effective" range. No change is recommended.  
**\*29 - 57 total points:** Existing parking management in this facility is in the "somewhat effective" range. The facility should be monitored and additional parking management strategies considered.  
**\*58 - 84 total points:** Existing parking management is in the "somewhat not effective" range. Additional parking management strategies are recommended for this facility.  
**\*85 or more total points:** Existing parking management is in the "not effective" range. Paid parking is recommended for this facility.

### ASSUMPTIONS

\*Duration data was only captured for a sampling of lots, there for the average observed duration of 2.2 hours was used for all other parking areas (highlighted in red).  
 \*\$700 per space was used to calculate the average revenue general potential.



**Transportation  
Advisory Board**

**To:** Honorable Mayor Jirsa  
Board of Trustees

**Through:** Town Administrator Machalek

**From:** Belle Morris, Chair, Transportation Advisory Board

**Date:** *October 8, 2019*

**RE:** *Downtown Parking Management Plan Phase I Results & Options for 2020*

---

Mayor Jirsa, Administrator Machalek and Trustees:

The Transportation Advisory Board (TAB) recommends implementing Phase 2 of the Downtown Parking Management Plan (Initial Seasonal Paid Parking Implementation) in summer 2020.

TAB enthusiastically supports the valid data collection processes, which Public Works staff has provided to best inform decision-making. TAB members have participated in some data gathering to better understand what residents and visitors experience regarding parking and a possible future that could include seasonal paid parking. TAB members have attended meetings on the “Listening Tour”, which allowed residents to speak directly about their concerns and hopes regarding seasonal paid parking. After vigorous discussions and debate, TAB requests the Town Board adopt a progressive seasonal paid parking program, which encourages parking turn over for residents and visitors to have the opportunity to access Downtown while reducing cruising for available parking. TAB supports the stages of the Downtown Parking Management Plan, which encourages multi-modal transportation and protection of our unique clean mountain environment. To ensure resident support, TAB recommends the 2020 seasonal paid parking plan include free parking for residents, once per day, for 30 minutes. We appreciate the opportunity to provide these recommendations and appreciate the efforts of Town staff.

Phase II of the Downtown Parking Management Plan introduces seasonal paid parking as an important tool in managing traffic, reducing congestion and at the same time encouraging access through multi-modal options. TAB views seasonal paid parking as a way to influence driver decisions about where to park and for how long. Paid parking provides incentive to turn over a parking space so that additional residents and potential customers have the opportunity to be in Downtown using a car. While correlation between turn over and sales tax revenue is difficult to track, TAB uses the logic that if more people can access a parking space each day, there is a higher probability of actual sales in shops. Implementing seasonal paid parking allows a measured increase in access opportunity, unlike the barrier (encouraged by free parking) of one space

being used for a longer period of time (or all day) by a smaller number of users. If a driver seeks a long-term parking space (over 3 hours), they can choose to pay for this privilege or use a free periphery lot. With increased communication about parking options, drivers can plan in advance for their needs and choose what location is best for them. The long-term parker can avoid entering the downtown corridor and adding to the traffic congestion. Those seeking short-term parking may use the Estes Parking App for technology updates on availability.

Currently, visitors and residents, who drive into the Downtown corridor, cruise for available (free) parking, which adds to congestion, pollution and overall bad experiences. Smells of vehicle fumes and noise from traffic could easily place a person in a 300,000 populated Front Range city rather than our Rocky Mountain beautiful town. The managed paid parking approach will help drivers locate parking more efficiently and encourage an enjoyable walk or shuttle drive, if a periphery parking space is the option. Relying on free parking compromises multi-modal transportation options. Free parking encourages driving and pulls away from encouraging walking, riding a bike or taking transit when traveling to work or shop in the Downtown corridor. Affordable housing residents and J1 employees often need multi-modal transportation options for accessing employment downtown. We encourage the Town Board to make alternative transportation a priority to complement implementation of seasonal paid parking.

We support the 2019 Complete Streets Policy and its approach to design and planning that include all user experiences to the transportation network. We support the implementation of the 2018 Downtown Plan and its vision for prioritizing bicycles and pedestrian circulation as well as making parking and transit facilities easily accessible. The planned parking stages support the expectations of residents to provide safe, comfortable, and accessible multi-modal options identified in these important Town Board decisions.

TAB supports a robust plan for managing and creating additional residential and employee permits. We support staff efforts to establish safe, comfortable, accessible parking/transit options for employees. Employees working long hours and late shifts have unique needs compared to a morning shift person. TAB appreciates the wisdom of a measured approach when implementing the steps to managing parking. We have concern about disregarding stages of parking changes, especially when considering building an expensive parking infrastructure without a revenue source. TAB has concern for the likely unintended consequences of having a large supply of parking in downtown, when more affordable periphery lots are available now. We encourage utilizing the parking infrastructure the Town already has and support multi-modal transportation.

In conclusion, while enforcing time limits in parking lots and areas has demonstrated changes in turn over in parking, the increase in visitor numbers require a more robust management program. The phased approach recommended by the DPMP allows for adjustments and flexibility in pricing as well as education time for the public. TAB supports a progressive seasonal paid parking program that includes a strong multi-modal transportation option and we encourage the Town Board to consider moving to DPMP Phase II in 2020. We appreciate the opportunity to provide recommendations to the Board and we appreciate the Town staff's thorough efforts.

## PRICING SCENARIOS & 2020 REVENUE PROJECTIONS (BY SCENARIO)

	Scenario A	Scenario B	Scenario C	Scenario D	Scenario E
<1 Hour	\$1.50	\$2.00	\$2.00	\$2.00	10-11 AM:
1-2 Hours	\$1.50	\$2.00	\$2.00	\$2.00	\$2.00/ Hour
2-3 Hours	\$1.50	\$2.00	\$3.00	\$2.00	
3-4 Hours	\$1.50	\$2.00	\$3.00	\$4.00	11AM-2 PM:
4-5 Hours	\$1.50	\$2.00	\$4.00	\$4.00	\$4.00/ Hour
5-6 Hours	\$1.50	\$2.00	\$4.00	\$4.00	
6-7 Hours	\$1.50	\$2.00	\$5.00	\$6.00	2PM-6PM:
7-8 Hours	\$1.50	\$2.00	\$5.00	\$6.00	\$2.00/ Hour
Max daily	<b>\$12.00</b>	<b>\$16.00</b>	<b>\$28.00</b>	<b>\$30.00</b>	<b>\$22.00</b>

(Paid Period in 2020: June 1 – September 30)

### No Discounts:

No Price Sensitivity	\$724,000	\$965,000	\$1,225,000	\$1,219,000	\$1,353,000
Low Price Sensitivity	\$536,000	\$647,000	\$741,000	\$700,000	\$736,000
<b>Med. Price Sensitivity</b>	<b>\$461,000</b>	<b>\$530,000</b>	<b>\$577,000</b>	<b>\$539,000</b>	<b>\$550,000</b>
High Price Sensitivity	\$397,000	\$434,000	\$450,000	\$419,000	\$416,000

### 30 Minutes Free for Residents (Daily):

Med. Price Sensitivity	\$429,000	\$488,000	\$535,000	\$497,000	\$486,000
Lost Revenue (From Base)	(\$32,000)	(\$42,000)	(\$42,000)	(\$42,000)	(\$64,000)

## ASSUMPTIONS

- 702 metered stalls, including Town Hall (249 stalls of 279 total stalls), Virginia (30 stalls), E. Riverside (43 stalls), Riverside (91 stalls), Weist (96 stalls of 141 total stalls), Post Office (93 of 99 stalls), Bond Park (83 stalls), and Tregent (17 stalls).
- Baseline average summer utilization: 0.71 (based on the average of three occupancy counts per day from May 28, 2019 through September 4, 2019 in the Town Hall Lot, Virginia, East Riverside Lot, Riverside Lot, Weist Lot, the Post Office Lot, and Bond Park).
- Progressive Pricing Scenarios (C & D): Baseline length of stay calibrated based on July/August utilization data from Town Hall Lot, East Riverside Lot, Riverside Lot, and Weist Lot.
- Progressive Pricing Scenarios (C & D): 50% of reduced vehicle-hours at higher hourly rates reallocated to lowest hourly rate category (to estimate backfilling due to reduced long-term parking).
- Peak Pricing Scenario (E): 90% factor applied to revenue estimates to approximate lost revenue due to first 15-minutes free parking.
- First Hour Free for Residents / 30 Minutes Free for Residents: 200 Resident vehicles per day assumed (approximately 10% of baseline number of vehicles served per day).
- The following adjusted average utilization factors are assumed at each price point to account for anticipated reduced demands due to pricing:

## COST ESTIMATES

### ONE-TIME COSTS

Line Item	Type	Cost
Meter Hardware (14 Meters)	Infrastructure	\$168,000
Signage	Infrastructure	\$2,500
Installation, testing, etc.	Technical	\$25,000
Software	IT	\$45,000
Website Upgrades	Pub. Ed.	\$2,500
Instructional Videos	Pub. Ed.	(Included)
<b>Total ONE-TIME Costs:</b>		<b>\$243,000</b>

### ANNUAL ONGOING COSTS

#### In-House Option

Line Item	Type	Cost
Utilities (Power, IT)	Infrastructure	\$25,000
Software	IT	\$5,000
Bank/Credit Card/PCI/EMV Fees <sup>1</sup>	Financial	\$42,000
Pay-by-Phone Convenience Fee <sup>2</sup>	Financial	\$25,000
Cellular/Communication <sup>3</sup>	Financial/IT	\$3,150
Meter maintenance, repair, & misc.	Maintenance	\$7,500
P&T Program Asst. position	FTE Staff + Benefits	\$97,798
IT Dept. support	Allocation	\$0
Finance Dep. Support	Allocation	\$0
Educational material <sup>4</sup>	Pub. Ed.	\$10,000
Social media promotion - TOEP <sup>5</sup>	Marketing	\$500
VEP Partnership	Marketing	\$0
<b>Total New ANNUAL Costs:</b>		<b>\$215,948</b>

#### Outsourced Option

Line Item	Type	Cost
Operator Budget	Program	\$114,497
In-House Annual Costs <sup>6</sup>	Program	\$117,925
<b>Total New ANNUAL Costs:</b>		<b>\$232,422</b>

#### Existing Program Costs

Line Item	Type	Cost
Parking Division Base Budget 2020	Program	\$214,000

<sup>1</sup> Assumes 10% fee on \$420,000 in credit card transactions (approximated as 70% of \$600,000 gross revenue)

<sup>2</sup> Assumes 125,000 transactions per year at \$0.20 per transactions

<sup>3</sup> Assumes \$45/month per meter (14 assumed) for 5 months per year

<sup>4</sup> Stickers for meters, windshield flyers

<sup>5</sup> Paid campaigns on Facebook

<sup>6</sup> Excluding P&T Program Asst. position and Parking Division Base Budget

## ADDITIONAL ASSUMPTIONS

### OPERATOR BUDGET

<b>Line Item</b>	<b>Type</b>	<b>Cost</b>
Salaries & Wages	Payroll & Benefits	\$64,275
Payroll Taxes & Burden	Payroll & Benefits	\$6,963
Health, Pension & 401(k)	Payroll & Benefits	\$7,539
Workers Compensation	Payroll & Benefits	\$5,242
Uniforms & Laundry	Operating Expenses	\$927
Corporate Travel	Operating Expenses	\$1,230
Employee Processing	Operating Expenses	\$787
General Expenses	Operating Expenses	\$2,694
Management Fee	Management Fee	\$24,840
	<b>Total New ANNUAL Costs:</b>	<b>\$114,497</b>

## SCENARIO A – NET REVENUE ANALYSIS

### IN-HOUSE MANAGEMENT

#### Assumes General Fund Contribution (2020 ONLY)

	2020	2021	2022*	2023
General Fund	\$214,000	\$0	\$0	\$0
Parking Revenue	\$461,000	\$461,000	\$789,000	\$789,000
<i>Gross Revenue</i>	<b>\$675,000</b>	<b>\$461,000</b>	<b>\$789,000</b>	<b>\$789,000</b>
One-Time Capital Expense	\$243,000	\$0	\$170,000	\$0
In-House Management	\$215,948	\$215,948	\$290,948	\$290,948
Parking Division Base Budget	\$214,000	\$214,000	\$214,000	\$214,000
<i>Expenses</i>	<b>\$672,948</b>	<b>\$429,948</b>	<b>\$674,948</b>	<b>\$504,948</b>
<i>Net Revenue</i>	<b>\$2,052</b>	<b>\$31,052</b>	<b>\$114,052</b>	<b>\$284,052</b>
<i>Cost of 30-Min Free for Residents</i>	<b>\$32,000</b>	<b>\$32,000</b>	<b>\$54,000</b>	<b>\$54,000</b>
<i>Net Revenue w/ 30-Mins Free</i>	<b>(\$29,948)</b>	<b>(\$948)</b>	<b>\$60,052</b>	<b>\$230,052</b>

#### Assumes No General Fund Contribution

	2020	2021	2022*	2023
General Fund	\$0	\$0	\$0	\$0
Parking Revenue	\$461,000	\$461,000	\$789,000	\$789,000
<i>Gross Revenue</i>	<b>\$461,000</b>	<b>\$461,000</b>	<b>\$789,000</b>	<b>\$789,000</b>
One-Time Capital Expense	\$243,000	\$0	\$170,000	\$0
In-House Management	\$215,948	\$215,948	\$290,948	\$290,948
Parking Division Base Budget	\$214,000	\$214,000	\$214,000	\$214,000
<i>Expenses</i>	<b>\$672,948</b>	<b>\$429,948</b>	<b>\$674,948</b>	<b>\$504,948</b>
<i>Net Revenue</i>	<b>(\$211,948)</b>	<b>\$31,052</b>	<b>\$114,052</b>	<b>\$284,052</b>
<i>Cost of 30-Min Free for Residents</i>	<b>\$32,000</b>	<b>\$32,000</b>	<b>\$54,000</b>	<b>\$54,000</b>
<i>Net Revenue w/ 30-Mins Free</i>	<b>(\$243,948)</b>	<b>(\$948)</b>	<b>\$60,052</b>	<b>\$230,052</b>

\*2022 one-time capital costs estimated as 70% of 2020 one-time capital costs to account for increasing from 702 to 1,200 paid parking stalls; Infrastructure/IT/Finance/Maintenance annual costs also increased by 70%.



## OUTSOURCED MANAGEMENT

### Assumes General Fund Contribution (2020 ONLY)

	2020	2021	2022*	2023
General Fund	\$214,000	\$0	\$0	\$0
Parking Revenue	\$461,000	\$461,000	\$789,000	\$789,000
<i>Gross Revenue</i>	<b>\$675,000</b>	<b>\$461,000</b>	<b>\$789,000</b>	<b>\$789,000</b>
One-Time Capital Expense	\$243,000	\$0	\$170,000	\$0
Outsourced Management	\$232,422	\$232,422	\$307,422	\$307,422
Parking Division Base Budget	\$214,000	\$214,000	\$214,000	\$214,000
<i>Expenses</i>	<b>\$689,422</b>	<b>\$446,422</b>	<b>\$691,422</b>	<b>\$521,422</b>
<i>Net Revenue</i>	<b>(\$14,422)</b>	<b>\$14,578</b>	<b>\$97,578</b>	<b>\$267,578</b>
<i>Cost of 30-Min Free for Residents</i>	<b>\$32,000</b>	<b>\$32,000</b>	<b>\$54,000</b>	<b>\$54,000</b>
<i>Net Revenue w/ 30-Mins Free</i>	<b>(\$46,422)</b>	<b>(\$17,422)</b>	<b>\$43,578</b>	<b>\$213,578</b>

### Assumes No General Fund Contribution

	2020	2021	2022*	2023
General Fund	\$0	\$0	\$0	\$0
Parking Revenue	\$461,000	\$461,000	\$789,000	\$789,000
<i>Gross Revenue</i>	<b>\$461,000</b>	<b>\$461,000</b>	<b>\$789,000</b>	<b>\$789,000</b>
One-Time Capital Expense	\$243,000	\$0	\$170,000	\$0
Outsourced Management	\$232,422	\$232,422	\$307,422	\$307,422
Parking Division Base Budget	\$214,000	\$214,000	\$214,000	\$214,000
<i>Expenses</i>	<b>\$689,422</b>	<b>\$446,422</b>	<b>\$691,422</b>	<b>\$521,422</b>
<i>Net Revenue</i>	<b>(\$228,422)</b>	<b>\$14,578</b>	<b>\$97,578</b>	<b>\$267,578</b>
<i>Cost of 30-Min Free for Residents</i>	<b>\$32,000</b>	<b>\$32,000</b>	<b>\$54,000</b>	<b>\$54,000</b>
<i>Net Revenue w/ 30-Mins Free</i>	<b>(\$260,422)</b>	<b>(\$17,422)</b>	<b>\$43,578</b>	<b>\$213,578</b>

\*2022 one-time capital costs estimated as 70% of 2020 one-time capital costs to account for increasing from 702 to 1,200 paid parking stalls; Infrastructure/IT/Finance/Maintenance annual costs also increased by 70%.

## Scenario B – Net Revenue Analysis

### IN-HOUSE MANAGEMENT

#### Assumes General Fund Contribution (2020 ONLY)

	2020	2021	2022*	2023
General Fund	\$214,000	\$0	\$0	\$0
Parking Revenue	\$530,000	\$530,000	\$905,000	\$905,000
<i>Gross Revenue</i>	<b>\$744,000</b>	<b>\$530,000</b>	<b>\$905,000</b>	<b>\$905,000</b>
One-Time Capital Expense	\$243,000	\$0	\$170,000	\$0
In-House Management	\$215,948	\$215,948	\$290,948	\$290,948
Parking Division Base Budget	\$214,000	\$214,000	\$214,000	\$214,000
<i>Expenses</i>	<b>\$672,948</b>	<b>\$429,948</b>	<b>\$674,948</b>	<b>\$504,948</b>
<i>Net Revenue</i>	<b>\$71,052</b>	<b>\$100,052</b>	<b>\$230,052</b>	<b>\$400,052</b>
<i>Cost of 30-Min Free for Residents</i>	<b>\$42,000</b>	<b>\$42,000</b>	<b>\$73,000</b>	<b>\$73,000</b>
<i>Net Revenue w/ 30-Mins Free</i>	<b>\$29,052</b>	<b>\$58,052</b>	<b>\$157,052</b>	<b>\$327,052</b>

#### Assumes No General Fund Contribution

	2020	2021	2022*	2023
General Fund	\$0	\$0	\$0	\$0
Parking Revenue	\$530,000	\$530,000	\$905,000	\$905,000
<i>Gross Revenue</i>	<b>\$530,000</b>	<b>\$530,000</b>	<b>\$905,000</b>	<b>\$905,000</b>
One-Time Capital Expense	\$243,000	\$0	\$170,000	\$0
Outsourced Management	\$215,948	\$215,948	\$290,948	\$290,948
Parking Division Base Budget	\$214,000	\$214,000	\$214,000	\$214,000
<i>Expenses</i>	<b>\$672,948</b>	<b>\$429,948</b>	<b>\$674,948</b>	<b>\$504,948</b>
<i>Net Revenue</i>	<b>(\$142,948)</b>	<b>\$100,052</b>	<b>\$230,052</b>	<b>\$400,052</b>
<i>Cost of 30-Min Free for Residents</i>	<b>\$42,000</b>	<b>\$42,000</b>	<b>\$73,000</b>	<b>\$73,000</b>
<i>Net Revenue w/ 30-Mins Free</i>	<b>(\$184,948)</b>	<b>\$58,052</b>	<b>\$157,052</b>	<b>\$327,052</b>

\*2022 one-time capital costs estimated as 70% of 2020 one-time capital costs to account for increasing from 702 to 1,200 paid parking stalls; Infrastructure/IT/Finance/Maintenance annual costs also increased by 70%.

## OUTSOURCED MANAGEMENT

### Assumes General Fund Contribution (2020 ONLY)

	2020	2021	2022*	2023
General Fund	\$214,000	\$0	\$0	\$0
Parking Revenue	\$530,000	\$530,000	\$905,000	\$905,000
<i>Gross Revenue</i>	<b>\$744,000</b>	<b>\$530,000</b>	<b>\$905,000</b>	<b>\$905,000</b>
One-Time Capital Expense	\$243,000	\$0	\$170,000	\$0
Outsourced Management	\$232,422	\$232,422	\$307,422	\$307,422
Parking Division Base Budget	\$214,000	\$214,000	\$214,000	\$214,000
<i>Expenses</i>	<b>\$689,422</b>	<b>\$446,422</b>	<b>\$691,422</b>	<b>\$521,422</b>
<i>Net Revenue</i>	<b>\$54,578</b>	<b>\$83,578</b>	<b>\$213,578</b>	<b>\$383,578</b>
<i>Cost of 30-Min Free for Residents</i>	<b>\$42,000</b>	<b>\$42,000</b>	<b>\$73,000</b>	<b>\$73,000</b>
<i>Net Revenue w/ 30-Mins Free</i>	<b>\$12,578</b>	<b>\$41,578</b>	<b>\$140,578</b>	<b>\$310,578</b>

### Assumes No General Fund Contribution

	2020	2021	2022*	2023
General Fund	\$0	\$0	\$0	\$0
Parking Revenue	\$530,000	\$530,000	\$905,000	\$905,000
<i>Gross Revenue</i>	<b>\$530,000</b>	<b>\$530,000</b>	<b>\$905,000</b>	<b>\$905,000</b>
One-Time Capital Expense	\$243,000	\$0	\$170,000	\$0
Outsourced Management	\$232,422	\$232,422	\$307,422	\$307,422
Parking Division Base Budget	\$214,000	\$214,000	\$214,000	\$214,000
<i>Expenses</i>	<b>\$689,422</b>	<b>\$446,422</b>	<b>\$691,422</b>	<b>\$521,422</b>
<i>Net Revenue</i>	<b>(\$159,422)</b>	<b>\$83,578</b>	<b>\$213,578</b>	<b>\$383,578</b>
<i>Cost of 30-Min Free for Residents</i>	<b>\$42,000</b>	<b>\$42,000</b>	<b>\$73,000</b>	<b>\$73,000</b>
<i>Net Revenue w/ 30-Mins Free</i>	<b>(\$201,422)</b>	<b>\$41,578</b>	<b>\$140,578</b>	<b>\$310,578</b>

\*2022 one-time capital costs estimated as 70% of 2020 one-time capital costs to account for increasing from 702 to 1,200 paid parking stalls; Infrastructure/IT/Finance/Maintenance annual costs also increased by 70%.

## Scenario C – Net Revenue Analysis

### IN-HOUSE MANAGEMENT

#### Assumes General Fund Contribution (2020 ONLY)

	2020	2021	2022*	2023
General Fund	\$214,000	\$0	\$0	\$0
Parking Revenue	\$577,000	\$577,000	\$986,000	\$986,000
<i>Gross Revenue</i>	<b>\$791,000</b>	<b>\$577,000</b>	<b>\$986,000</b>	<b>\$986,000</b>
One-Time Capital Expense	\$243,000	\$0	\$170,000	\$0
In-House Management	\$215,948	\$215,948	\$290,948	\$290,948
Parking Division Base Budget	\$214,000	\$214,000	\$214,000	\$214,000
<i>Expenses</i>	<b>\$672,948</b>	<b>\$429,948</b>	<b>\$674,948</b>	<b>\$504,948</b>
<i>Net Revenue</i>	<b>\$118,052</b>	<b>\$147,052</b>	<b>\$311,052</b>	<b>\$481,052</b>
<i>Cost of 30-Min Free for Residents</i>	<b>\$42,000</b>	<b>\$42,000</b>	<b>\$73,000</b>	<b>\$73,000</b>
<i>Net Revenue w/ 30-Mins Free</i>	<b>\$76,052</b>	<b>\$105,052</b>	<b>\$238,052</b>	<b>\$408,052</b>

#### Assumes No General Fund Contribution

	2020	2021	2022*	2023
General Fund	\$0	\$0	\$0	\$0
Parking Revenue	\$577,000	\$577,000	\$986,000	\$986,000
<i>Gross Revenue</i>	<b>\$577,000</b>	<b>\$577,000</b>	<b>\$986,000</b>	<b>\$986,000</b>
One-Time Capital Expense	\$243,000	\$0	\$170,000	\$0
Outsourced Management	\$215,948	\$215,948	\$290,948	\$290,948
Parking Division Base Budget	\$214,000	\$214,000	\$214,000	\$214,000
<i>Expenses</i>	<b>\$672,948</b>	<b>\$429,948</b>	<b>\$674,948</b>	<b>\$504,948</b>
<i>Net Revenue</i>	<b>(\$95,948)</b>	<b>\$147,052</b>	<b>\$311,052</b>	<b>\$481,052</b>
<i>Cost of 30-Min Free for Residents</i>	<b>\$42,000</b>	<b>\$42,000</b>	<b>\$73,000</b>	<b>\$73,000</b>
<i>Net Revenue w/ 30-Mins Free</i>	<b>(\$137,948)</b>	<b>\$105,052</b>	<b>\$238,052</b>	<b>\$408,052</b>

\*2022 one-time capital costs estimated as 70% of 2020 one-time capital costs to account for increasing from 702 to 1,200 paid parking stalls; Infrastructure/IT/Finance/Maintenance annual costs also increased by 70%.

## OUTSOURCED MANAGEMENT

### Assumes General Fund Contribution (2020 ONLY)

	2020	2021	2022*	2023
General Fund	\$214,000	\$0	\$0	\$0
Parking Revenue	\$577,000	\$577,000	\$986,000	\$986,000
<i>Gross Revenue</i>	<b>\$791,000</b>	<b>\$577,000</b>	<b>\$986,000</b>	<b>\$986,000</b>
One-Time Capital Expense	\$243,000	\$0	\$170,000	\$0
Outsourced Management	\$232,422	\$232,422	\$307,422	\$307,422
Parking Division Base Budget	\$214,000	\$214,000	\$214,000	\$214,000
<i>Expenses</i>	<b>\$689,422</b>	<b>\$446,422</b>	<b>\$691,422</b>	<b>\$521,422</b>
<i>Net Revenue</i>	<b>\$101,578</b>	<b>\$130,578</b>	<b>\$294,578</b>	<b>\$464,578</b>
<i>Cost of 30-Min Free for Residents</i>	<b>\$42,000</b>	<b>\$42,000</b>	<b>\$73,000</b>	<b>\$73,000</b>
<i>Net Revenue w/ 30-Mins Free</i>	<b>\$59,578</b>	<b>\$88,578</b>	<b>\$221,578</b>	<b>\$391,578</b>

### Assumes No General Fund Contribution

	2020	2021	2022*	2023
General Fund	\$0	\$0	\$0	\$0
Parking Revenue	\$577,000	\$577,000	\$986,000	\$986,000
<i>Gross Revenue</i>	<b>\$577,000</b>	<b>\$577,000</b>	<b>\$986,000</b>	<b>\$986,000</b>
One-Time Capital Expense	\$243,000	\$0	\$170,000	\$0
Outsourced Management	\$232,422	\$232,422	\$307,422	\$307,422
Parking Division Base Budget	\$214,000	\$214,000	\$214,000	\$214,000
<i>Expenses</i>	<b>\$689,422</b>	<b>\$446,422</b>	<b>\$691,422</b>	<b>\$521,422</b>
<i>Net Revenue</i>	<b>(\$112,422)</b>	<b>\$130,578</b>	<b>\$294,578</b>	<b>\$464,578</b>
<i>Cost of 30-Min Free for Residents</i>	<b>\$42,000</b>	<b>\$42,000</b>	<b>\$73,000</b>	<b>\$73,000</b>
<i>Net Revenue w/ 30-Mins Free</i>	<b>(\$154,422)</b>	<b>\$88,578</b>	<b>\$221,578</b>	<b>\$391,578</b>

\*2022 one-time capital costs estimated as 70% of 2020 one-time capital costs to account for increasing from 702 to 1,200 paid parking stalls; Infrastructure/IT/Finance/Maintenance annual costs also increased by 70%.

## Scenario D – Net Revenue Analysis

### IN-HOUSE MANAGEMENT

#### Assumes General Fund Contribution (2020 ONLY)

	2020	2021	2022*	2023
General Fund	\$214,000	\$0	\$0	\$0
Parking Revenue	\$539,000	\$539,000	\$921,000	\$921,000
<i>Gross Revenue</i>	<b>\$753,000</b>	<b>\$539,000</b>	<b>\$921,000</b>	<b>\$921,000</b>
One-Time Capital Expense	\$243,000	\$0	\$170,000	\$0
In-House Management	\$215,948	\$215,948	\$290,948	\$290,948
Parking Division Base Budget	\$214,000	\$214,000	\$214,000	\$214,000
<i>Expenses</i>	<b>\$672,948</b>	<b>\$429,948</b>	<b>\$674,948</b>	<b>\$504,948</b>
<i>Net Revenue</i>	<b>\$80,052</b>	<b>\$109,052</b>	<b>\$246,052</b>	<b>\$416,052</b>
<i>Cost of 30-Min Free for Residents</i>	<b>\$42,000</b>	<b>\$42,000</b>	<b>\$73,000</b>	<b>\$73,000</b>
<i>Net Revenue w/ 30-Mins Free</i>	<b>\$38,052</b>	<b>\$67,052</b>	<b>\$173,052</b>	<b>\$343,052</b>

#### Assumes No General Fund Contribution

	2020	2021	2022*	2023
General Fund	\$0	\$0	\$0	\$0
Parking Revenue	\$539,000	\$539,000	\$921,000	\$921,000
<i>Gross Revenue</i>	<b>\$539,000</b>	<b>\$539,000</b>	<b>\$921,000</b>	<b>\$921,000</b>
One-Time Capital Expense	\$243,000	\$0	\$170,000	\$0
Outsourced Management	\$215,948	\$215,948	\$290,948	\$290,948
Parking Division Base Budget	\$214,000	\$214,000	\$214,000	\$214,000
<i>Expenses</i>	<b>\$672,948</b>	<b>\$429,948</b>	<b>\$674,948</b>	<b>\$504,948</b>
<i>Net Revenue</i>	<b>(\$133,948)</b>	<b>\$109,052</b>	<b>\$246,052</b>	<b>\$416,052</b>
<i>Cost of 30-Min Free for Residents</i>	<b>\$42,000</b>	<b>\$42,000</b>	<b>\$73,000</b>	<b>\$73,000</b>
<i>Net Revenue w/ 30-Mins Free</i>	<b>(\$175,948)</b>	<b>\$67,052</b>	<b>\$173,052</b>	<b>\$343,052</b>

\*2022 one-time capital costs estimated as 70% of 2020 one-time capital costs to account for increasing from 702 to 1,200 paid parking stalls; Infrastructure/IT/Finance/Maintenance annual costs also increased by 70%.

## OUTSOURCED MANAGEMENT

### Assumes General Fund Contribution (2020 ONLY)

	2020	2021	2022*	2023
General Fund	\$214,000	\$0	\$0	\$0
Parking Revenue	\$539,000	\$539,000	\$921,000	\$921,000
<i>Gross Revenue</i>	<b>\$753,000</b>	<b>\$539,000</b>	<b>\$921,000</b>	<b>\$921,000</b>
One-Time Capital Expense	\$243,000	\$0	\$170,000	\$0
Outsourced Management	\$232,422	\$232,422	\$307,422	\$307,422
Parking Division Base Budget	\$214,000	\$214,000	\$214,000	\$214,000
<i>Expenses</i>	<b>\$689,422</b>	<b>\$446,422</b>	<b>\$691,422</b>	<b>\$521,422</b>
<i>Net Revenue</i>	<b>\$63,578</b>	<b>\$92,578</b>	<b>\$229,578</b>	<b>\$399,578</b>
<i>Cost of 30-Min Free for Residents</i>	<b>\$42,000</b>	<b>\$42,000</b>	<b>\$73,000</b>	<b>\$73,000</b>
<i>Net Revenue w/ 30-Mins Free</i>	<b>\$21,578</b>	<b>\$50,578</b>	<b>\$156,578</b>	<b>\$326,578</b>

### Assumes No General Fund Contribution

	2020	2021	2022*	2023
General Fund	\$0	\$0	\$0	\$0
Parking Revenue	\$539,000	\$539,000	\$921,000	\$921,000
<i>Gross Revenue</i>	<b>\$539,000</b>	<b>\$539,000</b>	<b>\$921,000</b>	<b>\$921,000</b>
One-Time Capital Expense	\$243,000	\$0	\$170,000	\$0
Outsourced Management	\$232,422	\$232,422	\$307,422	\$307,422
Parking Division Base Budget	\$214,000	\$214,000	\$214,000	\$214,000
<i>Expenses</i>	<b>\$689,422</b>	<b>\$446,422</b>	<b>\$691,422</b>	<b>\$521,422</b>
<i>Net Revenue</i>	<b>(\$150,422)</b>	<b>\$92,578</b>	<b>\$229,578</b>	<b>\$399,578</b>
<i>Cost of 30-Min Free for Residents</i>	<b>\$42,000</b>	<b>\$42,000</b>	<b>\$73,000</b>	<b>\$73,000</b>
<i>Net Revenue w/ 30-Mins Free</i>	<b>(\$192,422)</b>	<b>\$50,578</b>	<b>\$156,578</b>	<b>\$326,578</b>

\*2022 one-time capital costs estimated as 70% of 2020 one-time capital costs to account for increasing from 702 to 1,200 paid parking stalls; Infrastructure/IT/Finance/Maintenance annual costs also increased by 70%.

## Scenario E – Net Revenue Analysis

### IN-HOUSE MANAGEMENT

#### Assumes General Fund Contribution (2020 ONLY)

	2020	2021	2022*	2023
General Fund	\$214,000	\$0	\$0	\$0
Parking Revenue	\$550,000	\$550,000	\$941,000	\$941,000
<i>Gross Revenue</i>	<b>\$764,000</b>	<b>\$550,000</b>	<b>\$941,000</b>	<b>\$941,000</b>
One-Time Capital Expense	\$243,000	\$0	\$170,000	\$0
In-House Management	\$215,948	\$215,948	\$290,948	\$290,948
Parking Division Base Budget	\$214,000	\$214,000	\$214,000	\$214,000
<i>Expenses</i>	<b>\$672,948</b>	<b>\$429,948</b>	<b>\$674,948</b>	<b>\$504,948</b>
<i>Net Revenue</i>	<b>\$91,052</b>	<b>\$120,052</b>	<b>\$266,052</b>	<b>\$436,052</b>
<i>Cost of 30-Min Free for Residents</i>	<b>\$64,000</b>	<b>\$64,000</b>	<b>\$109,000</b>	<b>\$109,000</b>
<i>Net Revenue w/ 30-Mins Free</i>	<b>\$27,052</b>	<b>\$56,052</b>	<b>\$157,052</b>	<b>\$327,052</b>

#### Assumes No General Fund Contribution

	2020	2021	2022*	2023
General Fund	\$0	\$0	\$0	\$0
Parking Revenue	\$550,000	\$550,000	\$941,000	\$941,000
<i>Gross Revenue</i>	<b>\$550,000</b>	<b>\$550,000</b>	<b>\$941,000</b>	<b>\$941,000</b>
One-Time Capital Expense	\$243,000	\$0	\$170,000	\$0
Outsourced Management	\$215,948	\$215,948	\$290,948	\$290,948
Parking Division Base Budget	\$214,000	\$214,000	\$214,000	\$214,000
<i>Expenses</i>	<b>\$672,948</b>	<b>\$429,948</b>	<b>\$674,948</b>	<b>\$504,948</b>
<i>Net Revenue</i>	<b>(\$122,948)</b>	<b>\$120,052</b>	<b>\$266,052</b>	<b>\$436,052</b>
<i>Cost of 30-Min Free for Residents</i>	<b>\$64,000</b>	<b>\$64,000</b>	<b>\$109,000</b>	<b>\$109,000</b>
<i>Net Revenue w/ 30-Mins Free</i>	<b>(\$186,948)</b>	<b>\$56,052</b>	<b>\$157,052</b>	<b>\$327,052</b>

\*2022 one-time capital costs estimated as 70% of 2020 one-time capital costs to account for increasing from 702 to 1,200 paid parking stalls; Infrastructure/IT/Finance/Maintenance annual costs also increased by 70%.



## OUTSOURCED MANAGEMENT

### Assumes General Fund Contribution (2020 ONLY)

	2020	2021	2022*	2023
General Fund	\$214,000	\$0	\$0	\$0
Parking Revenue	\$550,000	\$550,000	\$941,000	\$941,000
<i>Gross Revenue</i>	<b>\$764,000</b>	<b>\$550,000</b>	<b>\$941,000</b>	<b>\$941,000</b>
One-Time Capital Expense	\$243,000	\$0	\$170,000	\$0
Outsourced Management	\$232,422	\$232,422	\$307,422	\$307,422
Parking Division Base Budget	\$214,000	\$214,000	\$214,000	\$214,000
<i>Expenses</i>	<b>\$689,422</b>	<b>\$446,422</b>	<b>\$691,422</b>	<b>\$521,422</b>
<i>Net Revenue</i>	<b>\$74,578</b>	<b>\$103,578</b>	<b>\$249,578</b>	<b>\$419,578</b>
<i>Cost of 30-Min Free for Residents</i>	<b>\$64,000</b>	<b>\$64,000</b>	<b>\$109,000</b>	<b>\$109,000</b>
<i>Net Revenue w/ 30-Mins Free</i>	<b>\$10,578</b>	<b>\$39,578</b>	<b>\$140,578</b>	<b>\$310,578</b>

### Assumes No General Fund Contribution

	2020	2021	2022*	2023
General Fund	\$0	\$0	\$0	\$0
Parking Revenue	\$550,000	\$550,000	\$941,000	\$941,000
<i>Gross Revenue</i>	<b>\$550,000</b>	<b>\$550,000</b>	<b>\$941,000</b>	<b>\$941,000</b>
One-Time Capital Expense	\$243,000	\$0	\$170,000	\$0
Outsourced Management	\$232,422	\$232,422	\$307,422	\$307,422
Parking Division Base Budget	\$214,000	\$214,000	\$214,000	\$214,000
<i>Expenses</i>	<b>\$689,422</b>	<b>\$446,422</b>	<b>\$691,422</b>	<b>\$521,422</b>
<i>Net Revenue</i>	<b>(\$139,422)</b>	<b>\$103,578</b>	<b>\$249,578</b>	<b>\$419,578</b>
<i>Cost of 30-Min Free for Residents</i>	<b>\$64,000</b>	<b>\$64,000</b>	<b>\$109,000</b>	<b>\$109,000</b>
<i>Net Revenue w/ 30-Mins Free</i>	<b>(\$203,422)</b>	<b>\$39,578</b>	<b>\$140,578</b>	<b>\$310,578</b>

\*2022 one-time capital costs estimated as 70% of 2020 one-time capital costs to account for increasing from 702 to 1,200 paid parking stalls; Infrastructure/IT/Finance/Maintenance annual costs also increased by 70%.

## Suggested revisions to TITLE 10 OF THE MUNICIPAL CODE (VEHICLES AND TRAFFIC)

- Chapter 10.04 **Model Traffic Code** should be reorganized to address only the Model Traffic Code elements (adoption, Violation, Fines, and speed). A meeting with the Municipal judge is recommended to explore progressive fine amounts for repeat violations. The EPMC empowers the judge to set parking fine amounts.
- A new chapter 10.06 **Parking** of the Municipal Code is recommended to contain all the existing parking rules and be updated to include the following new sections.
  - Overnight parking policies should be updated to consider some greater flexibility.
  - If moving to any form of progressive paid parking fees, the 3 hour time restriction signs could be removed.
  - Time limited parking (30-minutes and/or 1hour) should be retained at high-turnover civic facilities (post office, Town Hall, library, etc)
  - The Town role in managing electric vehicle charging stations needs clarified.
  - Authority to collect daily parking fees, and potentially partner with private parking lot owners, should be included. Possible language could be:
    - (a) No person shall park a vehicle in any parking space designated by the Town as a paid parking space without first obtaining a parking permit or paying the required fees for the amount of time the vehicle shall be parked.
    - (b) Parking fees amounts, applicable hours, and seasonal enforcement dates shall be established by Resolution approved by the Town Board. All required fees shall be paid by any method allowed by the Town, and may include paper bills, coins, credit cards, or other technology methods such as pay by cell phone, online prepaid parking, and permit validations.
    - (c) The Public Works Department, or its authorized designee, is authorized to enter into parking management partnerships with owners of private parking lots for the purpose of uniform management of the community parking resources where it is determined by the Parking and Transit Manager to be in the best interest of both the Town and the private parking lot owner.
  - Authority to issue parking permits and collect fees should be included. Possible language could be:

- (a) The Public Works Department, or its authorized designee, is authorized to issue parking permits and collect fee amounts approved by the Town Board through an adopted Resolution.
  - (b) Parking permits may limit the permittee to parking in specified locations without payment of any additional parking fees.
  - (c) The term of parking permits is limited to the annual paid parking season determined by Resolution approved by the Town Board.
  - (d) Parking permits are not transferable and may be assigned to a specific vehicle license plate number or a specific business owner.
  - (e) The issuance and use of parking permits shall be governed by written rules and regulations established by the Parking and Transit Manager and approved by the Town Board. Each permittee shall, upon issuance of a parking permit, receive a copy of these rules and regulations.
- Clarification should be included regarding spending any new parking revenue. Possible language: **Limitation on Spending.** Spending of any fees collected for daily parking, overnight parking, parking fines, and parking permits is limited to the administration, operation, and enhancement of the Town's public parking assets and related management parking management activities and transit services. Clear definition of where net revenues would be spent and prioritized is desired.
  - The existing ordinance only permits towing of vehicles illegally parking in loading zones or shuttle stops. This authority should be expanded to include removal of any illegally parked vehicle. Possible language in chapter 10.12: **Removal of Illegally Parked Vehicles.** Whenever any police officer or authorized parking enforcement official of the Town finds an unauthorized vehicle parked or standing in violation of any provision in this Title 10, such officer/official is authorized to cause the vehicle to be removed, and neither the officer/official nor anyone operating under his or her direction shall be liable for any damage to such vehicle occasioned by such removal.

## **Suggested content for a new Resolution if the Town Board wishes to authorize seasonal paid parking**

- An empowering ordinance should be adopted and referenced.
- Parking fee amounts, applicable locations, duration and daily hours of applicability could be set annually by the Town Board, or delegated to the Parking & Transit Manager within a range of values/dates/hours approved by the Town Board. Possible language:
  1. The parking fees in Estes Park shall be implemented and enforced for the 2020 visitation season commencing on June 1, 2020 and terminating on September 30, 2020 between the hours of 10am and 6pm each day.
  2. Daily parking fees shall be collected for 702 metered stalls, including Town Hall (249 stalls of 279 total stalls), Virginia (30 stalls), E. Riverside (43 stalls), Riverside (91 stalls), Weist (96 stalls of 141 total stalls), Post Office (93 of 99 stalls), Bond Park (83 stalls), and Tregent (17 stalls).
  3. Clarify that parking fees do not apply to stalls marked for disabled persons in these parking lots.
  4. Daily parking fees shall be \$X.XX per hour between the hours of X:XXam and X:XXpm.
  5. Determination of possible annual parking permit fees is complex and requires additional thought and public coordination. Any proposed rates and procedures should be handled in a separate Resolution considered in the first Quarter of 2020 so sufficient notice (and opportunity for input) can be provided to employers, and residents prior to the 2020 guest season.



# Report

To: Honorable Mayor Jirsa  
Board of Trustees

Through: Town Administrator Machalek

From: Jackie Williamson, Town Clerk

Date: *October 8, 2019*

RE: *Town Board Compensation*

---

**Objective:**

Review the Town Board compensation and determine if Board compensation should be adjusted prior to the upcoming Municipal election on April 7, 2020.

**Present Situation:**

An extensive review of Board compensation has been completed prior to each Municipal Election year as requested by the Town Board since 2012. The last review was completed in December 2017 and the Board approved an increase in Board salaries for members newly elected in 2018: Mayor - \$11,000, Mayor Pro Tem - \$9,000, and \$8,000 for Trustees. The Board members elected in April 2018 received the new salaries.

Staff reviewed the salaries for Mayor, Mayor Pro Tem and Trustees for the communities reviewed in past years and in 2019 found the current salaries are within the average salaries for Mayor, Mayor Pro Tem and Trustees. A number of the communities do not differentiate the Mayor Pro Tem and Trustee positions, and therefore, the average salaries are similar. The Town's current salaries rank in the midpoint for all positions. The midpoint has been the compensation policy for Town employees since 2013. The information is being provided for Board discussion at the study session.

In the past the Board has requested staff review the possibility of providing an incremental increase over a four-year period, and to determine if the current salaries would be sufficient to cover the cost of health care premiums.

**Proposal:**

Staff reviewed the Board salaries versus health insurance premiums for 2019 and the proposed 2020 and found the premiums are well within the bi-weekly salary ranges if a Board member were to select full coverage options.

	2019 Bi-Weekly Rate	2020 Bi-Weekly Rate - Proposed
Medical Employee	43.85 (10%)	45.17 (10%)
Medical Employee/Children	83.20 (10%)	171.40(20%)
Medical Employee/Spouse	147.62(20%)	152.05(20%)
Medical Family	217.91 (20%)	224.45(20%)
Dental Family	6.51	6.71
Vision Family	1.14	1.14
Total Benefits w/ Emp Only	46.61	47.93
Total Benefit w/ Family	225.56	232.30
Trustess Bi-Weekly Salary	307.69	307.69
Pro Tem Bi-Weekly Salary	346.15	346.15
Mayor Bi-Weekly Salary	423.08	423.08

Staff recommends maintaining the current Board salaries which are within the mid-range of other municipalities.

**Advantages:**

Salaries would remain within the mid-range of other municipalities.

**Disadvantages:**

None.

**Action Recommended:**

Provide staff direction on whether the Board would like to maintain or change the proposed compensation to be brought forward to a Town Board meeting.

**Finance/Resource Impact:**

None.

**Level of Public Interest:**

Low.

**Attachment:**

Comparison Compensation Chart

Board Compensation Using Employee Compensation Municipalities

Municipality	Mayor	Mayor ProTem	Trustee
City of Aspen	\$29.06/hr		\$21.25/hr
Town of Avon	\$12,000/year	\$9,000/year	\$6,000/year
City of Black Hawk	\$11,200.44/year		\$11,200.44/year
Town of Breckenridge	\$18,000/year	\$9,600/year	\$14,400/year
City of Broomfield	\$13,200/year	\$10,800/year	\$9,600/year
City of Boulder	\$11,942.32/year	\$11,942.32/year	\$11,942.32/year
Boulder County			
City of Brighton	\$16,800/year	\$14,400/year	\$12,000/year
Central City	\$8,410.32/year		\$7,719.84/year
Town of Cripple Creek	\$7,477.92/year	\$7,477.92/year	\$7,345.08/year
Town of Dacono	\$900/year		\$600/year
Town of Dillon	\$10,800/year	\$4,800/year	\$4,800/year
City of Durango	\$9,000/year	\$6,000/year	\$6,000/year
Town of Erie	\$6,000/year	\$3,600/year	\$3,600/year
Town of Estes Park	\$11,000/year	\$9,000/year	\$8,000/year
City of Evans	\$5,100/year	\$3,600/year	\$3,600/year
Town of Firestone	\$3,600/year	\$3,000/year	\$3,000/year
Town of Frederick	\$3,600/year	\$1,800/year	\$1,800/year
Town of Frisco	\$11,400/year	\$6,000/year	\$6,000/year
City of Fort Collins	\$15,168/year		\$10,104/year
City of Glenwood Springs	\$14,400/year	\$12,000/year	\$12,000/year
City of Greeley	\$14,393/year		\$9,600/year
Town of Johnstown			
City of Lafayette	\$11,778.52/year	\$9,101.56/year	\$8,439.60/year
City of Longmont	\$18,000/year		\$12,000/year
City of Louisville	\$6,000/year	\$11,664/year	\$11,664/year
City of Loveland	\$12,000/year	\$9,600/year	\$7,200/year
Town of Lyons	\$4,800/year		\$2,400/year
Town of Mead	\$4,992/year	\$3,600/year	\$3,600/year
Town of Palisade	\$3,600/year	\$2,400/year	\$2,400/year
Town of Platteville	\$2,400/year	\$960/year	\$960/year
Town of Silverthorne	\$9,000/year		\$3,600/year
Town of Snowmass Village	\$20,400/year		\$12,000/year
City of Steamboat Springs	\$13,460/year	\$11,795/year	\$10,250/year
Town of Superior	\$4,800/year	\$1,200/year	\$1,200/year
Town of Telluride	\$18,000/year	\$9,600/year	\$9,600/year
Town of Vail	\$12,000/year	\$7,500/year	\$7,500/year
City of Westminster	\$17,736/year	\$15,204/year	\$12,672/year
Town of Windsor	\$6,000/year		\$4,000/year
Town of Winter Park	\$9,600/year	\$4,800/year	\$4,800/year

(Estimated)

Annual Budget	Population
66,000,000	6,871
33,400,000	6,525
31,000,000	127
84,000,000	4,896
103,600,000	65,065
321,800,000	108,090
	319,372
22,000,000	38,314
6,700,000	733
12,500,000	1,175
8,200,000	5,090
17,800,000	961
74,000,000	18,503
51,100,000	22,803
50,000,000	6,362
13,000,000	21,615
10,000,000	12,917
25,800,000	12,154
21,000,000	3,084
619,400,000	164,207
80,000,000	9,997
306,700,000	103,990
20,200,000	15,389
57,300,000	28,261
282,000,000	92,858
71,300,000	20,801
618,700,000	76,897
33,000,000	2,148
6,900,000	4,553
3,300,000	2,644
6,200,000	2,722
39,200,000	630
32,700,000	2,900
56,000,000	12,690
42,000,000	13,155
41,600,000	2,444
73,400,000	5,483
230,000,000	113,875
57,000,000	22,776
158,400,000	1,029

Page Left Blank Intentionally





# TOWN OF ESTES PARK

## Future Town Board Study Session Agenda Items October 8, 2019

### **October 22, 2019**

- Results of SAFEbuilt Report/Building Division/Building Advisory Committee

### **November 12, 2019**

- None

### **November 26, 2019**

- Downtown Estes Loop Quarterly Update

### **December 10, 2019**

- CANCELLED

### **Items Approved – Unscheduled:**

- Discussion with County Assessor regarding Assessment of Vacation Rentals
- Future of Human Resources Management – HR Strategic Plan
- Distributed Energy Discussion
- ADUs and Sue Ballou, Partnership for Age Friendly Communities
- Follow Up Discussion of Building Maintenance Code
- Fish Hatchery Property Discussion

### **Items for Town Board Consideration:**

- Land Use IGA Options for October 22, 2019
- Visit Estes Park Operating Plan Review November 12, 2019
- Transit Philosophy Discussion (Brown Route)

Page Left Blank Intentionally