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**REQUEST FOR PROPOSALS**

**2017 PARKING MANAGEMENT STUDY**

**For Residential and Commercial Areas  
Outside of the Downtown Core**

**TOWN OF JACKSON, WYOMING**

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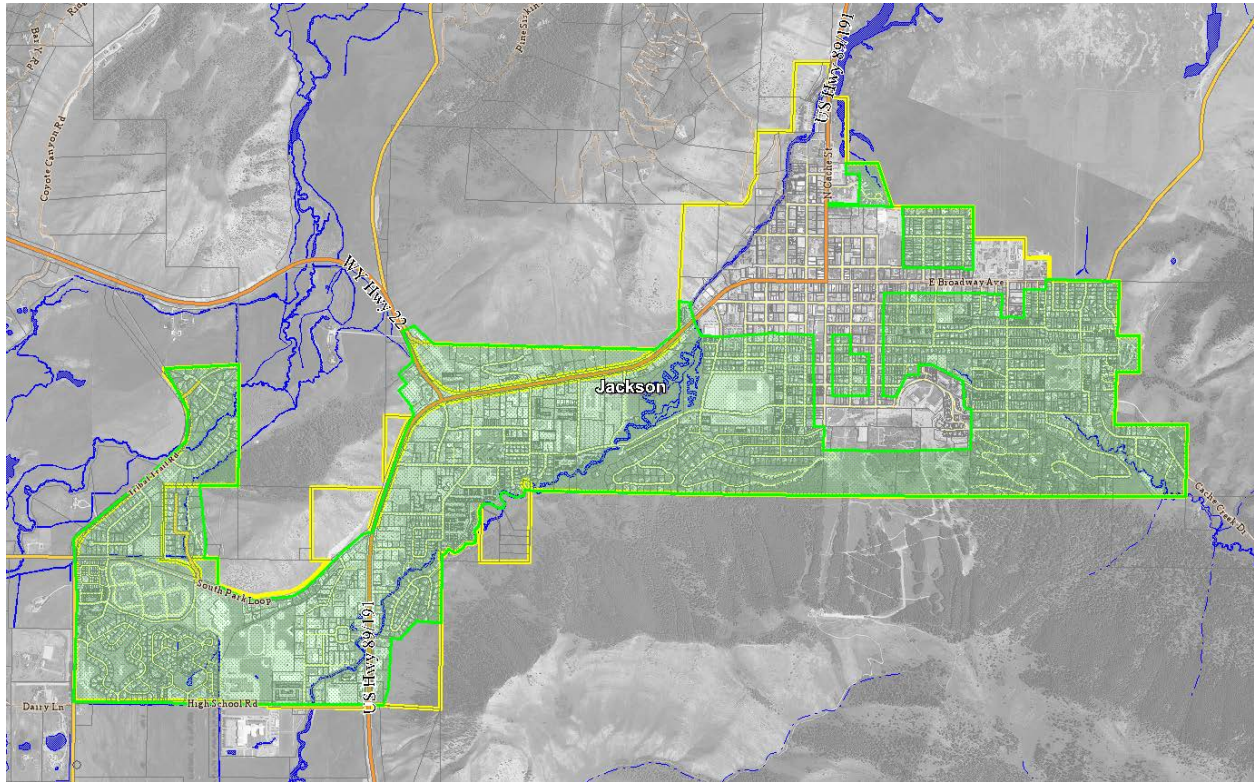


January 4, 2017

## SECTION ONE: INTRODUCTION

### **1.0 Purpose and Need**

Town of Jackson is seeking proposals for a parking analysis and management study. The study will focus on the residential and commercial areas of town that are outside of the Downtown Core by analyzing the existing parking conditions, identifying potential parking alternatives and providing management strategies to improve parking supply, effectiveness and efficiency. The primary goal of the study is to develop a comprehensive parking management plan that balances town character, land use, transit, and operations within physical and budgetary constraints.



Parking Study Area

### **1.1 Deliverables**

Below is a list of the deliverables expected out of this project. More detail about the deliverables is provided below in Section Two.

- Educational materials on trends in parking need
- Public input on parking issues and the purpose of the public right-of-way at Public Forum
- Summary of public input from Public Forum
- Inventory of parking in residential and commercial areas of Town outside of the Downtown Core
- Utilization study of parking in residential and commercial areas of Town outside of the Downtown Core
- Quantified level of service goals and actuals for bus routes, sidewalks, and streets
- Study of parking management in peer communities

- Costs of off-street parking in terms of both dollars and opportunity lost
- Parking management alternatives for review
- Stakeholder and public comment on alternatives
- Draft 2017 Parking Management Study
- Adopted 2017 Parking Management Study

## **1.2 Background**

Town of Jackson, located in northwest Wyoming, has approximately 10,000 year-round residents and it is a world renowned destination and “gateway” to Yellowstone and Grand Teton National Parks having over 4 million annual visitors and Jackson Hole Mountain Resort with its over 560,000 annual skier visits. As such, the community is impacted on a year-round basis by resident, commuter, guest, business and service modes of transportation, travel patterns and parking needs.

The primary north-south access into the Town of Jackson is US Highway 89/191, a 4-lane arterial roadway with a center turn-lane that provides direct access to a number of large commercial shopping centers and other auto-oriented businesses. The intersection of US 89/191 and State Highway 22 is a signalized and highly congested area. The Jackson town-site and Additions are a grid-street pattern with some alleyways. The streets generally have 60-foot rights-of-ways and may or may not include curbs, gutters and sidewalks. Even with designated snow routes and no on-street parking permitted between 3 AM and 7 AM from November 1 until April 15, the streets and parking are constricted due to snow storage. During the busy summer months, RVs, boats/rafts and trailers impact street widths and parking availability.

This 2017 Parking Management Study is a piece of the implementation of the *Jackson/Teton County Comprehensive Plan* that envisions increased residential density in certain areas of Town to provide needed workforce housing within the community. The *Comprehensive Plan* also conceives a transition to the form and function of the commercial areas around the intersection of US Highway 89/191 and State Highway 22. Some of these parcels, traditionally characterized by auto-oriented design and use, are starting to be re-developed in a more pedestrian-oriented manner with greater intensity of commercial and residential use. This 2017 Parking Management Study is also a piece of the implementation of the *Jackson/Teton County Integrated Transportation Plan*, which identifies parking management as an important piece of the community’s overall transportation demand management.

In 2017, the Town intends to update its zoning regulations to implementation the vision for increased density and increased pedestrian orientation in the commercial areas outside of the Downtown. Potential zoning amendments may include the modification of parking requirements and density allowances that are partially determined by parking standards and needs. Locations for potential park-n-ride lots and the use of alternative modes of transportation, such as the START public bus system, van service, car-sharing, etc., need to be included as part of this discussion. This 2017 Parking Management Study is essential for there to be an informed discussion about residential density, parking and transit along with other options.

This 2017 Parking Management Study is part of a larger, 4-project, multi-year Parking Study Charter that looks at many aspects of parking in the Town of Jackson. However, this Request for Proposals is ONLY for PROJECT 1 of the larger charter: Residential and Commercial Areas Outside of the Downtown Core. The complete Project Charter for all four (4) Projects is attached for background and reference purposes.

**SECTION TWO: DESCRIPTION OF REQUIRED SERVICES**

**2.0 Project 1-Residential and Commercial Areas Outside of Downtown Core**

The 2017 Parking Management Study will focus on those areas of town that are outside the Downtown Core. The purpose of this study is to analyze existing conditions and to identify potential alternatives that effectively utilize the existing supply and create future opportunities for parking in residential neighborhoods throughout town and those commercial areas outside of the Downtown Core and west of Karns Meadow.

**Task 1: Residential Parking Inventory and Utilization**

The first step is to inventory the supply of available on-street and off-street parking within residential areas and to develop an understanding of how it is utilized and managed. This task will identify: what uses/destinations are generating parking demand, where does “spill-over” occur, what is the seasonal mix of vehicle types and accessory elements being parked and how does current parking activity impact roadway and transit efficiency. This task will involve quantitative counts and surveys in addition to a public forum to identify neighborhood issues. While this initial survey work will be completed during the winter, winter issues are not its sole focus. The task will also investigate issues related to RV, boat and other vehicle on-street storage along with other concerns that are more prevalent in summer. This item shall include an educational element that acknowledges and plans for future trends in parking and transportation (e.g. shared parking, paid parking, car and/or ride sharing, bike sharing, lower rates of car ownership, increased transit ridership).

Deliverable	Timing	Responsibility
Educational Materials on Trends in Parking Need	March	Consultant
Public Input on Parking Issues at Public Forum	late March	Public
Inventory of Parking in Residential Areas	mid April	Staff
Utilization Study of Parking in Residential Areas	mid April	Staff
Summary of Existing Parking Supply and Public Input	mid April	Consultant

**Task 2: Commercial Area Outside of Downtown Core Parking Inventory and Utilization**

Concurrently with Task 2.1, an inventory and utilization study of parking in the commercial areas outside of the Downtown will be conducted. This task will inventory the existing on-street and off-street parking supply including the larger retail parking lots such as those at Smiths, Albertsons and Kmart along with an assessment of their utilization and their use as park n’ rides or purposes other than servicing those immediate destinations. The task will identify potential options such as timed parking, shared parking, parking reductions due to internal capture, and/or fees-in-lieu. Parking alternatives used in other mountain resort communities that might be applicable in Jackson shall also be included for discussion. Like the residential parking inventory, this task will be a quantitative and qualitative survey. The two surveys shall be completed concurrently so that their inter-relationship is understood and the gathering of public input at community forums is consolidated.

Deliverable	Timing	Responsibility
Inventory of Parking in Commercial Areas outside Downtown	mid April	Staff
Utilization Study of Parking in Commercial Areas outside Downtown	mid April	Staff
Public Input on Parking Issues at Public Forum	late March	Public
Summary of Public Input	mid April	Consultant

**Task 3: Level of Service Documentation**

In order to discuss residential and commercial parking alternatives, the level of service (LOS) currently being provided for various modes of transportation during each season, especially in winter, needs to be established and the potential tradeoffs associated with those options identified. This task will include a discussion about the purpose of public rights-of-way, its use as on-street parking and needed improvements. The town’s current parking and transportation LOS for all modes will be quantified, those LOS will be compared with other peer resort communities. Public opinion will be sought on the LOS currently provided. This quantification of LOS will also analyze the development costs of providing off-street parking, both in terms of actual construction cost and loss/gain of revenue due to the amount of site area required for on-site circulation and parking.

Deliverable	Timing	Responsibility
Public Input on ROW LOS at Public Forum	late March	Public
Quantified LOS Goals/Actuals for Bus Routes, Sidewalks, Streets	mid April	Staff
Peer Study	mid April	Consultant
Costs of Off-Street Parking (Actual + Opportunity Lost)	mid April	Consultant
Summary of Public Input	mid April	Consultant

**Task 4: Parking Alternatives Review**

Parking Alternatives will identify and review various options available to the community for providing parking in residential neighborhoods and the commercial areas outside the Downtown. Each alternative will identify:

- the supply of parking provided,
- amount of density enabled,
- expected level of service,
- policy and operational changes required to manage/maintain the parking,
- needed transportation infrastructure to facilitate the proposed alternative, and
- additional issues identified in the previous tasks.

Stakeholders with technical expertise in the subject matter shall review and comment on the parking alternatives along with the public. Public comment regarding the parking alternatives may occur as part of this study, or may be integrated into public evaluation of various alternatives for zoning in the area of Town outside of the Downtown.

Deliverable	Timing	Responsibility
Residential Parking Policy Alternatives	early May	Consultant
Stakeholder Comments on Alternatives	end May	Consultant
Public Comment on Alternatives	end May	Staff

**Task 2.5: Recommended Parking Alternative**

Based on the stakeholder and public comments, the consultant will develop a recommended parking alternative and management plan that may be a combination of components from the alternatives analyzed. The recommendation will include a description of the philosophy and intent behind the recommended alternative as well as a list of actions needed to implement the parking plan. The recommended alternative will be the final component of this 2017 Parking Management Study for Residential and Commercial Areas Outside the Downtown Core and it will integrate all of the project deliverables into a single document. Implementation of the recommended alternative will begin with the zoning updates for the area of Town outside of the Downtown Core and the Fiscal Year 2018 Budget, however, full implementation may take many years to execute.

Deliverable	Timing	Responsibility
Draft 2017 Parking Management Study	mid June	Consultant
Adopted 2017 Parking Management Study	early July	Council

**SECTION THREE: SUBMITTAL CONTENT / QUALIFICATIONS**

**3.0 Submittals.** Submittals shall contain a concise description of the consultant’s ability to satisfy the requirements of the Request for Proposals. Each proposal shall be submitted in the requested format and include all pertinent information necessary for it to be evaluated.

**3.1 Content**

Consultants shall adhere to the following format and content in their submittal:

- 1. Identification of the Submitting Entity.** State the name of the firm, mailing address, telephone number, facsimile number, email address, and individual authorized to negotiate on behalf of the firm. (1 page maximum)
- 2. Work Plan and Fees.** Describe in detail, and as discrete tasks, the proposed work program that will be developed to undertake and accomplish this 2017 Parking Management Study. Include in your submission a study outline, fee proposal (task hours and staff billing rates with inclusion of expected travel costs, project-related expenses and contingency) and proposed timeline for all tasks. (10 pages maximum)
- 3. Experience.** Provide specific and detailed examples of direct experience with projects requiring parking and multimodal level of service data collection and analysis, public outreach and education, alternative scenario planning, successful development and implementation of parking management plans, travel demand management plan development and implementation, cost-benefit analysis, and recommendation of regulation/code revisions in support of the preferred plan. (5 pages maximum)
- 4. Innovation.** Identify and describe in detail experience with innovative transportation planning methods such as scenario planning, multimodal level of service planning, transportation demand management in rural communities, seasonal and traveler differentiated multimodal travel data collection and analysis, and integrated land use/transportation planning. Identify and describe in detail experience with other innovative techniques that may be useful in developing and implementing this 2017 Parking Management Study (must be included in the proposed Work Plan).

- 5. Personnel and Staffing Plan.** Identify and provide resumes for all personnel who will have responsibility for performing the proposed scope of work. Indicate the level of effort each staff person shall have on a task-by-task basis. Indicate the organization of the proposed team, specifically identifying the proposed Project Manager. If the proposal involves a team submission, explain how the team will be organized to ensure adequate communication and performance among the firms in the team arrangement. Provide a brief overview of the firm's qualifications to undertake this assignment. The Owner is expressly interested in the firm's experience and qualifications of providing professional services for this specific project. Lengthy explanations of completed, yet unrelated, projects will not be considered. (10 pages maximum)
- 6. References.** Provide a list of current and past clients for which your firm has performed work of a similar nature. For each reference, include a contact name, phone number and address. Briefly describe the work performed for each reference. Include a minimum of six references and no more than eight. (2 pages maximum)

### **3.2 Submittal Deadline**

Each consultant shall submit with one (1) printed copy of the complete submittal and one (1) electronic copy in a PDF-format. All submittals must be received by the Town of Jackson Planning & Building Department by **5:00 P.M. MDT, Tuesday, January 24, 2017**. Submittals shall be valid for a period of forty-five (45) days from receipt by the Town. Submittals received after the date and time specified above shall be disqualified from consideration. Late submittals shall be returned unopened to the

Entity's authorized representative. Qualifying submittals shall be opened on Tuesday, January 24, 2017 at 5:00 P.M. in the Town Council Chambers located at 150 East Pearl Avenue, Jackson, Wyoming. The public is invited to attend.

Consortiums, joint ventures, or teams submitting offers will not be considered responsive unless it is established that contractual responsibility rests solely with one individual, firm, or corporation. The Town of Jackson will contract with one Entity only in conjunction with the services solicited in this Request for Proposals (RFP). Responses to this RFP should be submitted via Federal Express, United Parcel Service, or hand delivered to:

Bob Nevins, Senior Planner  
Planning & Building Department  
Town of Jackson  
150 East Pearl Avenue, 2<sup>nd</sup> Floor  
Jackson, WY 83001  
307-734-3493, Ext. 1302 / [bnevins@townofjackson.com](mailto:bnevins@townofjackson.com)

All questions and requests for additional information shall be directed to Bob Nevins via e-mail only.

### **3.3 Postponement or Amendment**

The Town reserves the right to amend any portion of the RFP. Copies of such amendments shall be made available to all prospective, interested consultants via e-mail. Where such amendments require changes in the submittal requirements, the final date for submission may be extended.

### **3.4 Cost of Submittal Preparation**

Any costs incurred by the consultant in responding to this RFP in anticipation of receiving a contract award shall be the responsibility of the Entity submitting the response. The Town shall not reimburse the Entity for any such expenses.

**3.5 Schedule of RFQ Submission and Review**

The Selection Committee after its initial review and scoring may elect to select a successful proposal. Conversely, the Selection Committee may elect to contact short-listed applicants to ask for final and best offers, pursuant to the Town of Jackson procurement policy. After scoring all proposals (and all final and best offers, if applicable), the Selection Committee shall make a recommendation to the Town Council regarding the successful proposal. The Town Council will formally award the project and enter into a contract with the consultant.

The Town shall follow the schedule outlined below. However, the Town reserves the right to revise the review schedule at its sole discretion.

- January 4, 2017: RFP available for review.
- January 24, 2017: Submittal due date.
- February 1, 2017: Recommendation by Selection Committee.
- February 6, 2017: Selection Committee Recommendation presented at Joint Information Meeting.
- February 20, 2017 Contract Awarded by Town Council

**3.6 Acceptance**

1. This RFP provides interested professionals with the necessary information to enable them to prepare and submit information for consideration by the Town.
2. The Town reserves the right to enter into further discussions with any consultant based solely on the initial response to this RFP along with the right to negotiate the cost with the selected consultant if it is deemed to be in the best interest of the Town.
3. If the Town is unable to negotiate a final scope of services and professional fee with the Town’s first choice, Town reserves the right to negotiate with other consultants that submitted proposals in response to this RFP.

**SECTION FOUR: EVALUATION CRITERIA**

The Selection Committee will evaluate the submittals based on the following criteria:

	<u>Rating</u>	<u>Weight</u>	<u>Score</u>
Criteria 1: Proposal Format	_____	_1_	_____
Criteria 2: Work Plan and Schedule	_____	_10_	_____
Criteria 3: Professional Fees and Expenses	_____	_5_	_____
Criteria 4: Experience and Innovation	_____	_5_	_____
Criteria 5: Personnel and Staffing Plan	_____	_5_	_____



**Total Score** \_\_\_\_\_

Rating System: 10 – Excellent; 7.5 – Good; 5.0 – Satisfactory; 2.5 – Marginal; 0.0 – Unsatisfactory



# Parking Study

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Initial Project Charter: November 8, 2016

## Purpose and Need

Parking is a significant land use that affects what can actually be built in the denser areas of the Town and County. Parking availability and location is a key influencer of transportation decisions. Also, parking management has a major impact on public works operations. A comprehensive parking strategy that balances land use, transportation, and operations impacts is crucial to the implementation of the community's goals.

An update to the 2003 Downtown Jackson parking study is identified as an immediate (2015-2018) action in the Integrated Transportation Plan. An action that is supported by Strategy 7.3.S.1 of the Comprehensive Plan, which calls for a reevaluation of parking standards that currently promote travel by single occupancy vehicle. This initial charter for a Jackson/Teton County Parking Study responds to that policy direction from the community.

However, this Parking Study is more than just an update of the 2003 Downtown Jackson parking study. In fact the immediate impetus for this Parking Study is actually the identification in the Housing Action Plan of parking as an impediment to the provision of opportunities for the denser housing that is envisioned for certain areas of the community in order to provide workforce housing (Initiative 5A, pg. 5-3). In 2017 the Town will update its zoning to implement the Comprehensive Plan direction to allow denser housing options in Transitional subareas of Town. Part of the analysis of the trade-offs that come with density will be a discussion of parking need, parking issues, and the role of on-street and other publicly provided parking.

In addition, this Parking Study is the beginnings of implementation of the communitywide Transportation Demand Management Program (TDM) described in the Integrated Transportation Plan. Beyond zoning for housing, understanding parking and parking alternatives is critical to the design and implementation of the TDM. Parking can be used as a carrot and a stick in managing transportation and providing additional transportation capacity through alternate modes.

The Parking Study will be comprised of 4 projects

1. Residential, Non-Downtown Commercial, and Park-n-Ride Parking Study
2. Downtown Core Parking Study
3. Regional Corridor Parking Study
4. Communitywide TDM Scoping

The format of this charter is based on the capital project charter framework in the Integrated Transportation Plan. The charter framework was adopted to require that capital improvement projects consider all aspects of a project from initiation through final design. The intent is that a project charter

is first adopted at initial project development, then updated at completion of concept design and completion of final design. (See pages 38-42 of the Integrated Transportation Plan for a full description of Project Charters.) While this Parking Study is not a capital project that requires a project charter, the intent is applicable. This charter will serve as the initial charter for each of the 4 projects that make up the Parking Study. The scope of consultant services for each project will serve as that project's concept charter. Because this is a study, the recommended actions that come out of each project will be the final charter for each project.

## Parking Study Objectives

The various projects of this Parking Study will identify potential changes to Town and County parking regulations and laws through an evaluation of the costs and benefits of multiple parking scenarios to:

- level of service for all modes
- maintenance protocols
- budget
- housing
- transportation
- safety
- ecosystem

The study will consider parking requirements, on-street parking, public parking lots, and the greater integrated transportation system. The conclusions of the Study will be recommended parking scenarios for implementation through the Land Development Regulations, Community Streets Plan, municipal code, public works standards, and other appropriate means. The primary questions to be answered relative to each project are:

- What parking is currently available for all modes and how is parking currently used?
- What is the future of parking demand?
- What programs might encourage a reduction in parking demand?
- What parking functions should be accommodated within the public right-of-way?
- What are the Level of Service (LOS) tradeoffs that come with on-street winter parking?
- What is the public's role in providing parking?
- What is the role of private business in providing public parking?
- What constraints does parking place on development and what are their dollar values?
- What is the role of START, pathways, and/or sidewalks to facilitate parking?

## Environmental Review

This Parking Study does not require any Town, County, or Federal environmental analysis as it is not a capital project. Environmental impacts will be considered in evaluation of alternatives, as discussed above in the objectives section of this charter. However, the specific environmental impact will likely be difficult to quantify given the high level of the policy discussion in this Study. The final charter for each

project may identify specific environmental reviews that are needed to implement recommended parking scenarios.

## Roles

*Elected Bodies:* Town Council and Board of County Commissioner roles and responsibilities are identified for each project as part of the initial outline of project elements.

*Stakeholders:* Stakeholder roles and responsibilities are identified for each project as part of the initial outline of project elements. A general list of stakeholders is identified below. A single stakeholder group may be identified or an individual group may be identified for each project.

- Teton Village
- Teton Valley
- Star Valley
- Federal Land Managers
- Business Owners
- Homeowners
- Residents
- Airport
- WYDOT
- For Hire Transportation
- Chamber of Commerce
- Transportation Advocates
- Law Enforcement

*Public Engagement:* Public engagement for each project is identified below as part of the initial outline of project elements. Public engagement in this process will center on distribution of educational materials and solicitation of comment to identify parking concerns and opinions on the public's role in providing parking.

## Risk Assessment

These are studies that are not just technical and quantitative; they are also qualitative and philosophical. Some of the transportation objectives of the community are more acceptable as high level concepts than they are when implemented through regulations, incentives and allowances. The objectives of this Study are partly to survey community opinions and identify options for moving forward; however the risk to achieving the objectives is the near certain disagreement about the preferred option for moving forward. One key to mitigating this risk will be buy-in to the process at the beginning so that even if the recommended alternative is not acceptable to all, everyone feels they have had an equal opportunity to participate and influence the conversation. Another key is that there is an established body of facts on the issues that all participants understand. This will take research and outreach so that when quantitative information exists, it is available to everyone participating in the

conversation. The goal of the Study will be to reach a recommended alternative that represents the broadest possible consensus.

Delays related to finding that consensus will be the greatest fiscal risk. When studies such as these address controversial topics the biggest fiscal risk is a desire to restudy and restudy to try and explain away differing opinions. While establishing facts and making them available is important, facts cannot bridge ideological divides. The initial buy-in discussed above will be important not only in giving the public the assurance that they will be able to participate, but will also give the encouragement and support for building a broad consensus and moving forward.

## Extent, Resources, and Responsibilities

The Parking Study is actually a set of 4 projects that can be completed in parallel, or in series, as appropriate. The intent of dividing the work tasks this way is that this work program can become a continuing service task order. For example, tasks from Project 2 or 3 could be added to a contract to complete Project 1 if the tasks become timely, funding is available, and the consultant is qualified. The Town and County may contract with different consultants for different projects or tasks and may choose to wait on certain tasks while proceeding with others.

### *Project 1 - Residential, Non-Downtown Commercial, and Park-n-Ride Parking*

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While the Integrated Transportation Plan only mentions updating the Downtown parking study, the first project of the Parking Study will be an analysis of existing conditions and potential alternatives for the rest of Town outside of Downtown – the residential parking throughout Town, the commercial parking west of Karns Meadow, and the park-n-ride parking provided in those areas.

The Jackson/Teton County Comprehensive Plan envisions increased residential density in certain areas of Town to provide workforce housing opportunities that are needed in the community. The Town intends to update its residential zoning to implement this vision in 2017. That zoning will include parking requirements and also density allowances that depend on parking needs and standards. The Jackson/Teton County Housing Action Plan identifies parking requirements as one of the impediments to the provision of denser housing. This Parking Study project is needed to inform the conversation about residential density options in Town.

The Comprehensive Plan also envisions a transition to the form and function of the commercial areas around the “Y” intersection. Some of these areas, which have traditionally been characterized by auto-oriented design and use, are starting to be developed in a more pedestrian oriented manner with greater density of commercial and residential use. In order to implement the Comprehensive Plan a first generation parking study, like the one completed in 2003 for Downtown, is needed to inform the zoning updates planned for 2017. As part of this discussion locations for potential park-n-rides and the use of alternative modes of transportation specifically including START will be discussed.

*Project Sponsor:* Town of Jackson

*Professional Services:* \$ 75,000

*Funding:* \$ 50,000 budgeted for FY17 in Town Planning Professional Services  
 \$ 25,000 budgeted for FY17 in County Engineering Professional Services

*Project Manager:* Tyler Sinclair, Jackson/Teton County Planning Director  
 (in-lieu of Jackson/Teton County Transportation Planner)

*Staff Resources:* 500 hours (1/4 FTE)  
 Town/County Planning  
 Town/County Public Works  
 START  
 Law Enforcement

**Task 1a: Residential Parking Inventory and Utilization**

The first step is to inventory the available parking in residential areas and get a sense for how it is used. The work in this task will identify where spillover occurs and where that spillover ends up. This task will involve quantitative counts and surveys as well as a public forum to identify issues. While this initial survey work will be completed during the winter, it will not be solely focused on winter issues. It will also look at issues related to RV, boat, and other vehicle storage on-street along with other issues more prevalent in summer. We also need to embrace and plan for future trends in parking and transportation (e.g. ride share, car share, bike share, and lower rates of car ownership).

Deliverable	Timing	Responsibility
Educational Materials on Trends in Parking Need	February 1	Consultant
Inventory of Parking in Residential Areas	March 1	Staff
Utilization Study of Parking in Residential Areas	March 1	Staff
Public Input on Parking Issues at Public Forum	March 1	Public
Summary of Public Input	March 15	Consultant

**Task 1b: Districts 4 & 5 Parking Inventory and Utilization**

Concurrently with Task 1a, an inventory and utilization study of the parking in the commercial areas west of Karns Meadow is necessary. This inventory will look at on-street and off-street parking and will also look at how larger parking lots such as those at Smith’s, Albertsons, and Kmart are used as park n’ rides or for other means than service of the destination. It will look at options such as fee-in-lieu and parking reductions due to internal capture that are currently implemented Downtown. It will also look at other options used in other communities that might be applicable. Like the residential inventory this will be a quantitative and qualitative survey. The two surveys will be completed concurrently to understand their relationship, and also to consolidate the public forums where input will be gathered.

Deliverable	Timing	Responsibility
Inventory of Parking in D4&5 Commercial Areas	March 1	Staff
Utilization Study of Parking in D4&5 Commercial Areas	March 1	Staff
Public Input on Parking Issues at Public Forum	March 1	Public
Summary of Public Input	March 15	Consultant

**Task 1c: Level of Service Documentation**

In order to discuss residential and commercial parking options, we also need to understand the level of service (LOS) that is being provided for various modes of transportation in each season, especially in winter, so that we can understand any tradeoffs we may be making in our parking decisions. This will include a conversation about the purpose of the public right-of-way and on-street parking. This will involve quantifying our current parking and transportation LOS for all modes, comparing those LOS with other peer communities, and asking the public their impressions of the LOS provided. This quantification of LOS will also include quantification of the cost to a developer of providing off-street parking, both in terms of actual construction cost, and in terms of lost/gained revenue due to the site area required.

Deliverable	Timing	Responsibility
Quantified LOS Goals/Actuals for Bus Routes, Sidewalks, Streets	March 1	Staff
Peer Study	March 1	Consultant
Costs of Off-Street Parking (Actual + Opportunity Lost)	March 1	Consultant
Public Input on ROW LOS at Public Forum	March 1	Public
Summary of Public Input	March 15	Consultant

**Task 1d: Alternative Development/Review**

Alternatives review will look at various options available to the community to provide residential parking, the various options available to the community to provide parking in the commercial areas west of Karns Meadow, and also begin to consider the park n’ ride options discussed in more detail in Project 3. Each alternative will identify the amount of parking provided, the amount of density enabled, the expected level of service, maintenance requirements, and the needed transportation infrastructure to facilitate the alternative in addition to any other issues identified in the previous tasks. Stakeholders with technical expertise in the subject matter will review and comment on the alternatives, as will the public. The public comments on the alternatives may occur as part of this process, or they may be rolled into public evaluation of various alternatives related to zoning for the area of Town outside of Downtown (identified in the Comprehensive Plan as Character Districts 3-6).

Deliverable	Timing	Responsibility
Residential Parking Policy Alternatives	April 1	Consultant
Stakeholder Comments on Alternatives	May 1	Consultant
Public Comment on Alternatives	Part of D3-6	Staff

**Task 1e: Recommended Alternative**

Based on the comments on the alternatives, the consultant will develop a recommended alternative, which may be a combination of components of the alternatives analyzed. The

recommended alternative will include a description of the philosophy and intent behind the alternative as well as a list of actions to implement the alternative. The recommended alternative will be the final component of the Rest of Town Parking Study that will pull all of the project deliverables together. Implementation of the recommended alternative will begin once it is adopted by the Town Council, with the Character District 3-6 LDR Updates and the FY18 Budget, but may take many years to fully execute.

Deliverable	Timing	Responsibility
Residential Parking Study	June 1	Consultant
Adoption of Residential Parking Study	June 15	Council

## *Project 2 - Downtown Parking*

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An update of the 2003 downtown parking study is specifically called for in the Integrated Transportation Plan and the Comprehensive Plan. But an evolution is also needed. Since the 2003 Parking Study, a new Comprehensive Plan has been adopted that envisions the downtown as a vibrant, pedestrian-oriented, mixed-use area that hides and deemphasizes off-street parking. Since 2003, additional questions have also arisen as more applicants have incorporated housing into downtown development and the use of public parking has come into question in various circumstances. All of the original elements of the 2003 study will be revised along with consideration of new ideas and trends.

### **Task 2a: Inventory and Utilization Update**

The first step downtown is to update the inventory of parking spaces and study of utilization first completed in 2003, introducing study of parking for all modes. The update will include a quantitative survey as well as a qualitative survey of parking perceptions. Part of the update will be the creation of a database that can be updated on a regular, seasonal basis to understand changes in parking supply and utilization as various programs are implemented. The inventory will also look at where downtown parking spills over and the impacts it has on adjacent neighborhoods. We also need to embrace and plan for future trends in parking and transportation (e.g. ride share, car share, bike share, and lower rates of car ownership).

Deliverable	Timing	Responsibility
Educational Materials on Trends in Parking Need	Summer 2017	Consultant
Database to Enter and Track Parking	Summer 2017	Consultant
Inventory of Parking Downtown	Summer 2017	Staff
Utilization Study of Parking Downtown	Summer 2017	Staff
Public Input on Parking Issues at Public Forum	Summer 2017	Public
Summary of Public Input	Summer 2017	Consultant

### **Task 2b: Parking Demand Management**

Managing vehicle parking demand is one of the TDM programs to be considered in implementation of the Integrated Transportation Plan. Teton Village’s vehicle parking demand management has had a measurable impact on its parking need, and other locations have seen similar benefits. The first part of this task will be an evaluation of what other



communities have done to manage parking. The appropriate management options for downtown will depend on the inventory and utilization data, but will include a review of parking allowances, incentives, and requirements such as utilizing paid parking to reduce parking demand and direct parking to appropriate locations. Review of the Parking Demand Management Options will be done both by stakeholders with technical expertise on the issue and the general public.

Deliverable	Timing	Responsibility
Evaluation of Parking Management Options	Fall 2017	Consultant
Stakeholder Comments on Parking Management Options	Fall 2017	Consultant
Public Input on Parking Management Options	Fall 2017	Public
Summary of Public Input	Fall 2017	Consultant

**Task 2c: Purpose of Public Parking Downtown**

For the past 10 years the Town has provided public parking downtown in a coordinated manner based on the 2003 Parking Study. Since that time however, additional utilization pressure for that parking has arisen – from the airport shuttle park n’ ride to residential demand. This task will build on the utilization survey to discuss what types of parking demand are best provided as a public utility and at what fee. This task will run concurrently with the parking demand management task. The stakeholder and public comment processes for the two tasks may be consolidated.

Deliverable	Timing	Responsibility
Cost/Benefit Evaluation of Public Provision of Parking Types	Fall 2017	Consultant
Stakeholder Comments on the Purpose of Public Parking	Fall 2017	Consultant
Public Input on the Purpose of Public Parking	Fall 2017	Public
Summary of Public Input	Fall 2017	Consultant

**Task 2d: Recommended Alternative**

Based on the data and comments from the stakeholders and public, the consultant will develop a recommended alternative, which may be a combination of components of the options analyzed. The recommended alternative will include a description of the philosophy and intent behind the alternative as well as a list of actions to implement the alternative. The recommended alternative will be the final component of the Downtown Parking Study that will pull all of the project deliverables together. An implementation schedule of the recommended alternative will be included with recommended actions.

Deliverable	Timing	Responsibility
Downtown Parking Study	Winter 2017	Consultant
Adoption of Downtown Parking Study	EOY 2017	Council

***Project 3 - Regional Corridor Parking***

The Integrated Transportation Plan establishes a community goal to double transit ridership in the next ten years, then double it again in the following ten years as a method of increasing transportation

capacity. This ambitious goal is focused in large part on commuter and corridor routes. These corridor and commuter routes often lend themselves to park n’ ride concepts and sometimes create new parking issues that need to be addressed. The ITP also identifies interceptor parking as a potential transportation demand management tool for downtown, noting the success of the Stilson parking lot in intercepting trips to Teton Village. This project will also need to look outside the boundaries of Jackson and Teton County to evaluate the parking needs on the Teton Valley and Star Valley commuter routes as well as a potential corridor route north to Grand Teton National Park and the airport.

**Task 3a: Evaluation of Existing Local Park ‘n Ride Lots/Areas**

Currently a number of parking lots serve as park ‘n rides. The capacity and utilization of Stilson, Albertsons, Kmart, Smith’s and other parking lots that are intentionally or unintentionally being utilized as park n’ ride locations needs to be surveyed in winter and summer to understand the potential for future use as part of the corridor and commuter transit system. Locations should also be evaluated for their function as interceptor parking for trips downtown. These evaluations should include discussion of appropriateness of structured parking and how multiple uses might share such a structure. Some of this work maybe completed as part of Project 1.

Deliverable	Timing	Responsibility
Identification of Park ‘n Ride Locations	TBD	Staff
Inventory and Utilization Survey of Park ‘n Rides	TBD	Staff
Technical Evaluation of Park ‘n Ride Options	TBD	Consultant
Stakeholder Input on Park ‘n Ride Desires and Issues	TBD	Consultant
Public Input on Park ‘n Ride Desires and Issues	TBD	Public
Input Summary	TBD	Consultant

**Task 3b: Evaluate BRT/HOV Lane**

The Integrated Transportation Plan identifies implementation of a Bus Rapid Transit (BRT) and/or High Occupancy Vehicle (HOV) lane on the Jackson to Teton Village corridor as critical to the community’s transit goals. The majority of the work to plan that project will be done as part of the Capital Group 1 Charter, but there is a parking component to making the project work that may, depending on timing, be a separate analysis that fits better in this Parking Study. The purpose of this task is to evaluate BRT routing through the lens of parking provision to identify potential opportunities and threats to BRT and parking in the areas at either end of the BRT/HOV route.

Deliverable	Timing	Responsibility
Study of Parking Impacts from BRT/HOV in Peer Communities	TBD	Consultant
Evaluation of Park ‘n Ride Opportunities for BRT/HOV	TBD	Consultant
Stakeholder Input on Park ‘n Ride for BRT/HOV	TBD	Consultant
Public Input on Park ‘n Ride for BRT/HOV	TBD	Public
Input Summary	TBD	Consultant

**Task 3c: Regional Approach**

The commuter transit routes and the northern corridor transit route each terminate outside Jackson/Teton County. A study of the parking needs in those areas must involve those communities in order to coordinate the transit expansion envisioned in the Integrated Transportation Plan. This Task will require cooperation with neighboring Counties and Federal Land Managers on the regional transportation system and where parking will be needed. It may also include cooperation with schools and other transportation providers to think about shared resources for parking and transportation demand management.

Deliverable	Timing	Responsibility
Inventory and Utilization Study of Remote Parking	TBD	Partners
Identification and Evaluation of Remote Park 'n Ride Options	TBD	Consultant
Stakeholder SWOT Analysis of Remote Park 'n Ride	TBD	Consultant
Public SWOT Analysis of Remote Park 'n Ride	TBD	Public
Summary of Input	TBD	Consultant

**Task 3d: Recommended Alternative**

Based on the data and comments from the stakeholders and public, the consultant will develop a recommended alternative, which may be a combination of components of the options analyzed. The recommended alternative will include a description of the philosophy and intent behind the alternative as well as a list of actions to implement the alternative. The recommended alternative will be the final component of the Regional Corridor Parking Study that will pull all of the project deliverables together. An implementation schedule of the recommended alternative will be included with recommended actions.

Deliverable	Timing	Responsibility
Regional Corridor Parking Study	TBD	Consultant
Adoption of Regional Corridor Parking Study	TBD	Jurisdictions

***Project 4 - Communitywide TDM***

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The Integrated Transportation Plan calls for a communitywide Transportation Demand Management (TDM) Program with various components focused on commuters, new development, residents, and visitors. This project is broader than just parking, and the parking components of the TDM are largely addressed in the other projects of this charter. This project is more of a continuation of the Parking Study into continued implementation of the ITP and may be more of an ongoing task order than a single continuous effort. Some of the tasks in this project could be added into other Parking Study projects depending on timing and need. This whole project may eventually become its own charter, or it may become the job description of a Transportation Demand Coordinator.

**Task 4a: Transportation Planner/Coordinator Job Description**

One of the immediate actions (2015-2018) identified in the Integrated Transportation Plan is to create, fund, and fill a TDM Coordinator position. Furthermore the Comprehensive Plan calls for exploration of a joint Town-County Transportation Department (Strategy 7.1.S.8). The first step in both of these actions is to create a job description for a Transportation Planner that can

work to implement the ITP and grow into the TDM coordinator as the TDM is put in place. This task would explore whether this should be a joint position as envisioned in the Comprehensive Plan. This job description would be ready for discussion of funding as part of the FY18 budget.

Deliverable	Timing	Responsibility
Transportation Planner/Coordinator Job Description	April 1, 2017	Consultant
Fund Transportation Planner/Coordinator	July 1, 2017	Council/BCC
Hire Transportation Planner/Coordinator	September 1, 2017	TBD

**Task 4b: Employer-Based TDM Strategies**

The Integrated Transportation Plan identifies a number of employer-based strategies to address demand for transportation to work (ITP, pg. 19-20). Short trips within the community are the most responsible for traffic growth in the past decade, so TDM initiatives targeted at commuter trips will significantly free road capacity. Such initiatives have been successful in Teton Village. Some of the first tasks in establishing a successful communitywide TDM will be to work with employers to evaluate the various initiatives suggested in the Integrated Transportation Plan and look at other efforts in surrounding communities. This task will evolve into a much larger and ongoing effort but is identified in this charter as a starting point. The result will likely be an action plan for phasing in a wide range of initiatives.

Deliverable	Timing	Responsibility
Evaluate Potential Employer-Based TDM Strategies in ITP	TBD	Consultant
Evaluate Other Options for Employer-Based TDM	TBD	Consultant
Stakeholder Input on Employer-Based TDM Strategies	TBD	Consultant
Public Input on Employer-Based TDM Strategies	TBD	Consultant
Recommended Employer-Based TDM Program	TBD	Consultant
Stakeholder Input on Employer-Based TDM Strategies	TBD	Consultant

**Task 4c: Update Transportation Demand Management LDRs**

Transportation facility and parking requirements for new development in the Town and County are outdated and automobile centric. This relates to everything from County cross-section design standards to standards for review of the transportation impacts of new development. These standards need to be updated, building on the work the Town has done with its Community Streets Plan, to represent the community’s desire for accommodation of all modes of travel and de-emphasis of single occupancy vehicles. This includes consideration of standards for the Level of Service provided in the entire cross-section of a roadway for all modes of travel. These standards also need to incorporate requirements, incentives, and allowances consistent with the TDM goals of the community to reduce the transportation demands of new development, without prohibiting new development. This is a large task that will likely evolve into its own charter or be included as part of other charters.

Deliverable	Timing	Responsibility
County Community Streets Plan	TBD	Consultant
SWOT Analysis of Current LDRs Against Comp Plan and ITP	TBD	Consultant
Stakeholder and Public Input on Transportation LDRs	TBD	Consultant
Updated Transportation LDRs	TBD	Consultant

**Task 4d: Sharing Bikes, Cars, Rides**

Another set of initiatives identified in the Integrated Transportation Plan is exploration of the opportunities for bike, car, and ride share to address some of the community’s transportation demand. This task is important for expansion of transit service as it address first and last mile transportation where transit is impractical but an alternative to walking is needed in order to make transit viable. It also addresses the need for parking that comes from the “storing” of vehicles for occasional use. Sharing of transportation resources is an emerging trend that represents an opportunity for the community to get in front of changes that are likely in the future. Implementing or enabling such programs will likely be a long-term discussion and likely be some sort of public-private partnership or cooperation.

Deliverable	Timing	Responsibility
SWOT Analysis of Current Regulations/Policies vs. Sharing	TBD	Consultant
Requirements, Incentives, Allowances for Sharing	TBD	Consultant

**Task 4e: Bus Rapid Transit**

Including consideration of Bus Rapid Transit (BRT) and/or High Occupancy Vehicle lanes in the improvements to WY22 and WY390 is an important part of the transit goals of the Integrated Transportation Plan. Studying the needs of a BRT system and possible routing may be a task that is included in the Capital Group 1 Charter, or it may be a separate task that informs Capital Group 1, but has a larger scope because it also extends to Capital Group 2.

Deliverable	Timing	Responsibility
Evaluate Design Needs of a BRT	TBD	Consultant
Evaluate Routing Option for a BRT	TBD	Consultant