City of Ketchum

CITY COUNCIL MEETING AGENDA MEMO

Meeting Date: | October 6, 2025 | Staff Member/Dept: | Jade Riley & Trent Donat - Administration

Agenda Item: | Update regarding Parking Management System

Recommended Motion:

No formal action requested. Staff will provide a brief overview of new parking sensor system and answer any questions or concerns.

Reasons for Recommendation:
- The Parking Master Plan (attached) was last presented to the City Council in April of 2024. One of the most consistent conflict points during the public engagement sessions on the draft Parking Plan revolved around members of the public who were critical of the city's parking utilization data. They felt it relied too heavily on seasonal averages instead of 24-7 data capture.
- A key aspect of the plan is to acquire a sensor system in high utilization areas to ensure the city is managing parking most effectively and planning for future parking needs.
- Most cities can utilize their parking meters or pay stations to inform overall utilization. Ketchum does not intend to enact a pay system but rather focus on achieving desired customer behaviors such as only parking for the time designated period.
- Currently, the enforcement vehicle collects utilization data but the criticism from members of the public is that the data is only as good as the frequency that the enforcement vehicles pass each city block. Due to other CSO calls for service, it is not realistic to have them patrol every busy parking area every hour consistently. Furthermore, due to staffing costs, only peak hours/days are staffed.
- A modern sensor system enables the following best practices:
  - Provides 365/24/7 utilization data of duration of stay, percent of parking turnover, percent of meeting parking goal to have one available open spot available per city block
  - Interfaces with app to provide parking customers with available parking spots
  - Enables enforcement officers to receive an alert for a parking violation
- It is important to note the system does NOT collect license plate data, any facial recognition of a person, or other personal information. The sensor simply detects a vehicle entering or leaving a spot that is connected to a GIS based map.
- Installation expected late October/early November in advance of peak winter season.

Sustainability Impact:

The parking app for customers will hopefully reduce the occurrence of drivers circling the block to locate an available parking spot.

Financial Impact:

Contract with Cleverciti will be ~$59,000 for the first year and there will be approximately $14,000 in one-time installation costs. The Urban Renewal Agency has budgeted $100,000 for Parking Management improvements.

Attachments:
1. Maps of proposed sensor areas
2. 2024 Parking Master Plan

ZONE 1
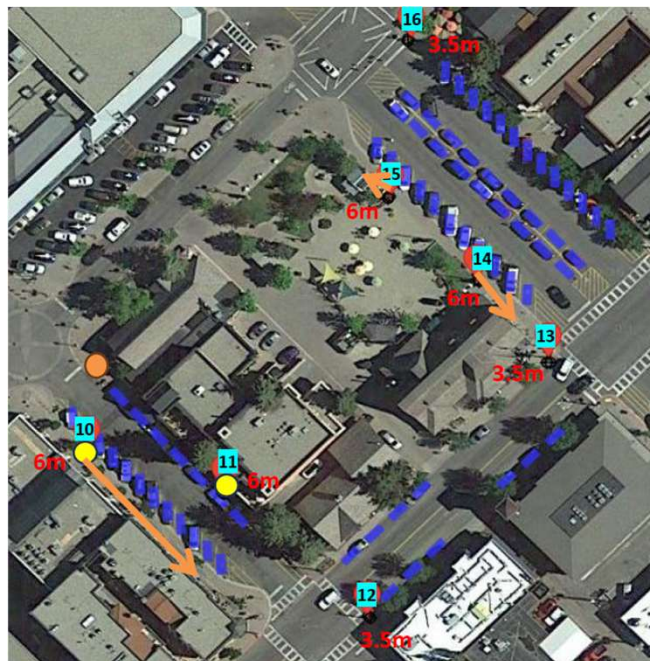On-street @ Atkinsons

- 9 overhead sensors

- Total slots: 108

10

ZONE 2
On-street @ Town Square

- 7 overhead sensors

- Total slots: 71

11

1

ZONE 3
Off-street @ 1st & WA

- 5 overhead sensors

- Total slots: 66

12

ZONE 4
Off-street @ Lewis St.

- 4 overhead sensors

- Total slots: 28

13

2

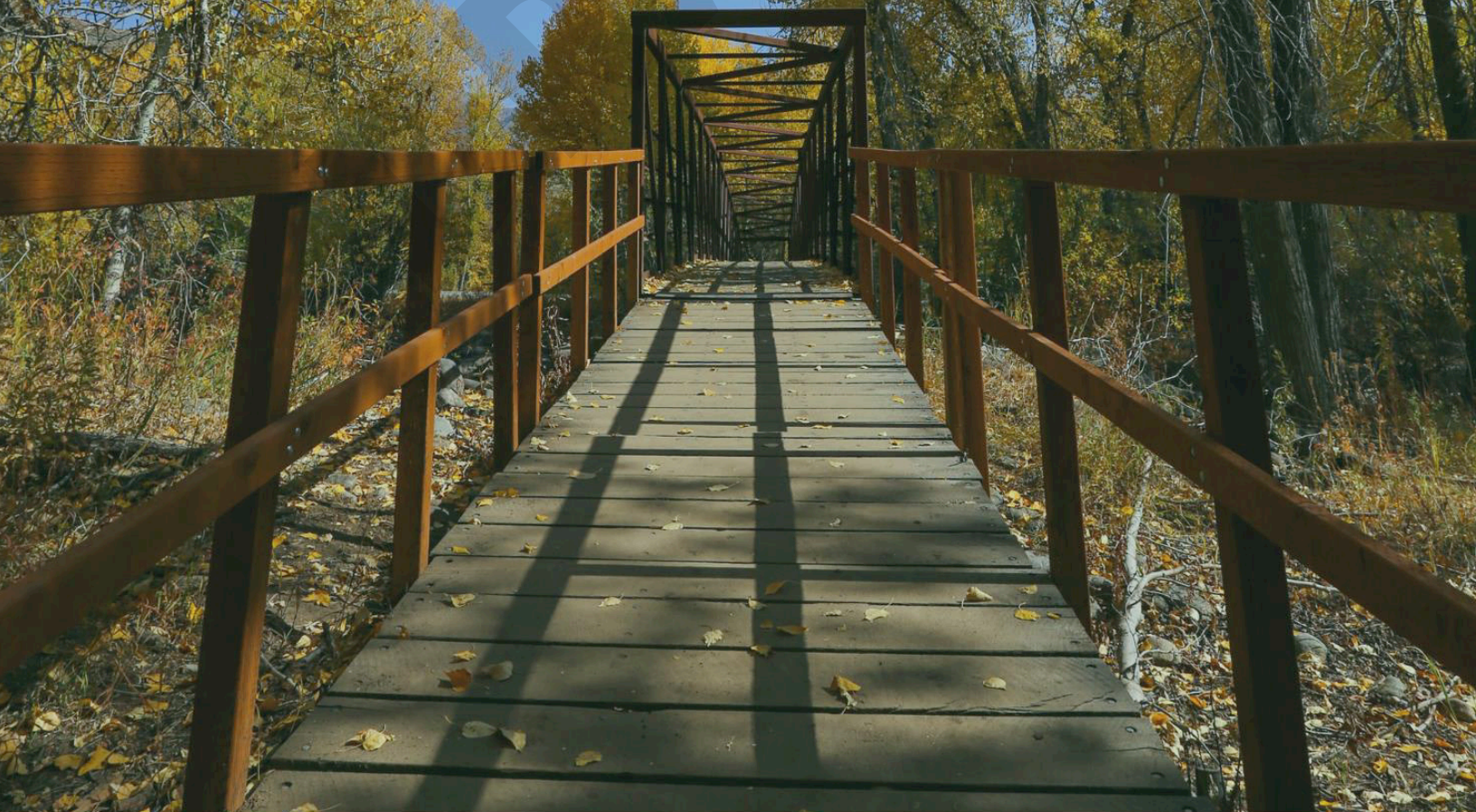# TABLE OF CONTENTS

OVERVIEW OF PARKING MANAGEMENT PLAN & PURPOSE

EXECUTIVE SUMMARY

ABOUT THE PLAN

The Parking Management Plan (the "Plan") delineates the strategic measures aimed at instating a proficient and streamlined parking and mobility program within the jurisdiction of the City of Ketchum ("City"). Rooted in a comprehensive assessment encompassing an examination of the City's parking policies, operational framework, and technological infrastructure, the Plan integrates insights gleaned from community engagement initiatives and ongoing data compilation endeavors.

RATIONALE FOR IMPLEMENTING A PARKING MANAGEMENT PLAN

Parking administration has consistently played a significant role in shaping the historical development of Ketchum. This focus underscores the City's commitment to effective urban planning strategies. Moreover, the City has embraced an "iterative planning approach," reflecting a proactive stance towards adapting to evolving urban dynamics. Recent years have witnessed intensified efforts, driven by a surge in development stemming from pandemic-induced population shifts and rapid urban expansion. Notably, discussions regarding parking have been integral to Ketchum's developmental discourse since the 2014 Comprehensive Plan, providing valuable historical context to contemporary parking management initiatives.

PLAN DEVELOPMENT PROCESS

The City of Ketchum enlisted the expertise of Dixon Resources Unlimited (DIXON), a respected authority in parking consultancy renowned for its extensive nationwide clientele and accolades within the parking industry. Leveraging DIXON's proficiency, a comprehensive assessment was undertaken to evaluate the existing parking landscape, resulting in the development of the 2022 Draft Parking Action Plan. Since then, a phased implementation strategy has been actively pursued throughout 2022 and 2023.

Key strategic investments, guided by DIXON's recommendations, included adoption of License Plate Recognition (LPR) technology alongside backend support for citation management. This strategic initiative is designed to ensure consistent and unequivocal enforcement, recognized as a cornerstone of effective parking management. The enforcement framework is reinforced by

data analytics driven by LPR technology, focusing on vital metrics such as block duration, occupancy rates, and adherence to the 85% rule. This rule dictates that parking availability is considered optimal when occupancy levels remain at or below 85%, thereby mitigating the necessity for prolonged searches for vacant parking spaces.

RECONCILING PARKING NEEDS & COMMUNITY VISION

KETCHUM'S PRIORITIES

COMMUNITY VISION

Ketchum's current vision and values were adopted in the 2014 Comprehensive Plan, which is being updated alongside this Parking Management Plan. A recent community survey took place to help guide the process, based upon priorities expressed by the public.

Ketchum's values are multifaceted, helping to create a vision committed to fostering a vibrant, sustainable, and interconnected community. Central to this vision is the aspiration for a greener community, where environmental stewardship and sustainability practices are prioritized to preserve the area's natural beauty and resources. Coupled with this is the goal of nurturing a strong and diverse economy, one that thrives on innovation, entrepreneurship, and collaboration across sectors, ensuring long-term prosperity for residents and businesses alike.

Also integral to Ketchum's vision is the cultivation of a vibrant downtown, serving as the heart of social, cultural, and economic activity. In Ketchum, we embrace the unique character of the community and harness the power of arts and culture to create an inviting and dynamic urban landscape that draws visitors and fosters a sense of belonging among residents. Moreover, recognizing the interconnectedness of the Wood River Valley, Ketchum is committed to working collaboratively with neighboring towns and stakeholders to address regional challenges and opportunities, ensuring collective progress and prosperity.

At the core of Ketchum's vision is a dedication to preserving and enhancing the community's character, reflected in a variety of housing options that cater to diverse needs and preferences. This commitment extends to safeguarding environmental quality and scenic beauty, underpinning the exceptional recreation opportunities that define the appeal of our area. A well-connected

community, both physically and socially, further reinforces the sense of belonging and cohesion that lies at the heart of Ketchum's vision.

However, reconciling this vision for a thriving, sustainable community with the practical necessity of parking requires careful strategy, planning, and acknowledgement of the trade-offs. Balancing the need for accessible parking with the goal of creating pedestrian-friendly spaces, reducing environmental impact and fostering a rich and vibrant community necessitates innovative solutions and thoughtful decision-making.

Among the most significant revelations is the strong emphasis placed on three key factors: *a variety of housing options*; *environmental quality*; and *the pursuit of a greener community*. This underscores a shared commitment to fostering a diverse and sustainable living environment, with respondents expressing a desire for housing solutions that cater to different needs and income levels, as well as a
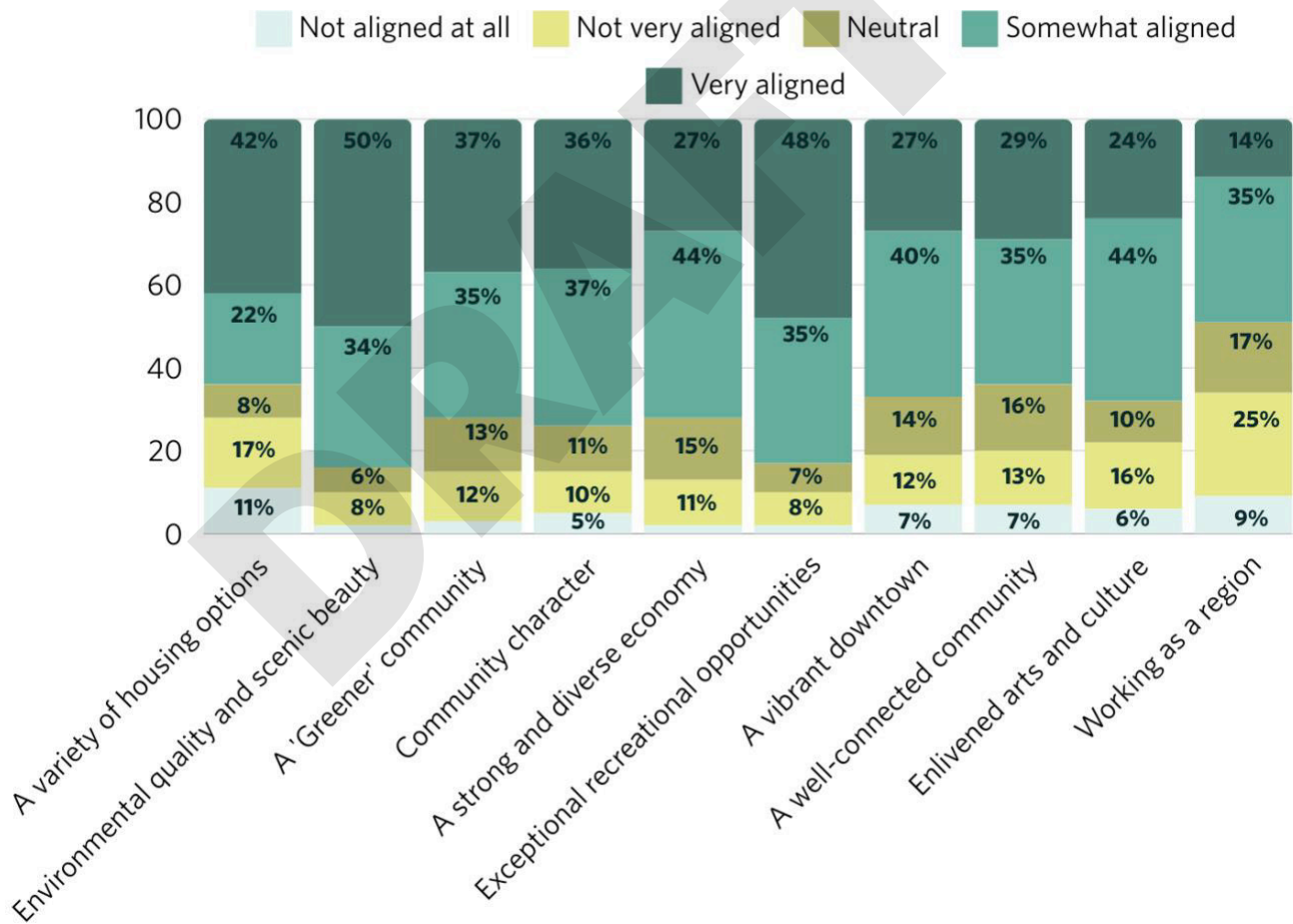
concerted effort to preserve the natural beauty and resources of the area.

Conversely, the survey identified three elements that were deemed least important by participants: *working with other cities in the Wood River Valley*; t*he enrichment of arts and culture*; and *the establishment of a well-connected community*. While these aspects are undoubtedly valued, their lower prioritization suggests a nuanced approach may be needed in community planning and resource allocation to effectively address the most pressing concerns and aspirations of Ketchum's residents and businesses.

How aligned are Ketchum's values to your vision for Ketchum's future?

Legend: Not aligned at all | Not very aligned | Neutral | Somewhat aligned | Very aligned

Category	Not aligned at all	Not very aligned	Neutral	Somewhat aligned	Very aligned
A variety of housing options	11%	17%	8%	22%	42%
Environmental quality and scenic beauty	8%	6%		34%	50%
A 'Greener' community	12%		13%	35%	37%
Community character	5%	10%	11%	37%	36%
A strong and diverse economy	11%		15%	44%	27%
Exceptional recreational opportunities	8%	7%		35%	48%
A vibrant downtown	7%	12%	14%	40%	27%
A well-connected community	7%	13%	16%	35%	29%
Enlivened arts and culture	6%	16%	10%	44%	24%
Working as a region	9%	25%	17%	35%	14%

MOST IMPORTANT ISSUES FOR RESIDENTS

Housing affordability

Sustainable growth

Most important to residents 65+ ➡ Parking

Most important to renters ➡ Traffic

Housing for workforce

Pedestrian & cycling infrastructure

Enforce design & height restrictions for new builds

Road improvements

Climate change resilience / environmental quality

Enact short-term-rental regulations

0%   10%   20%   30%   40%   50%
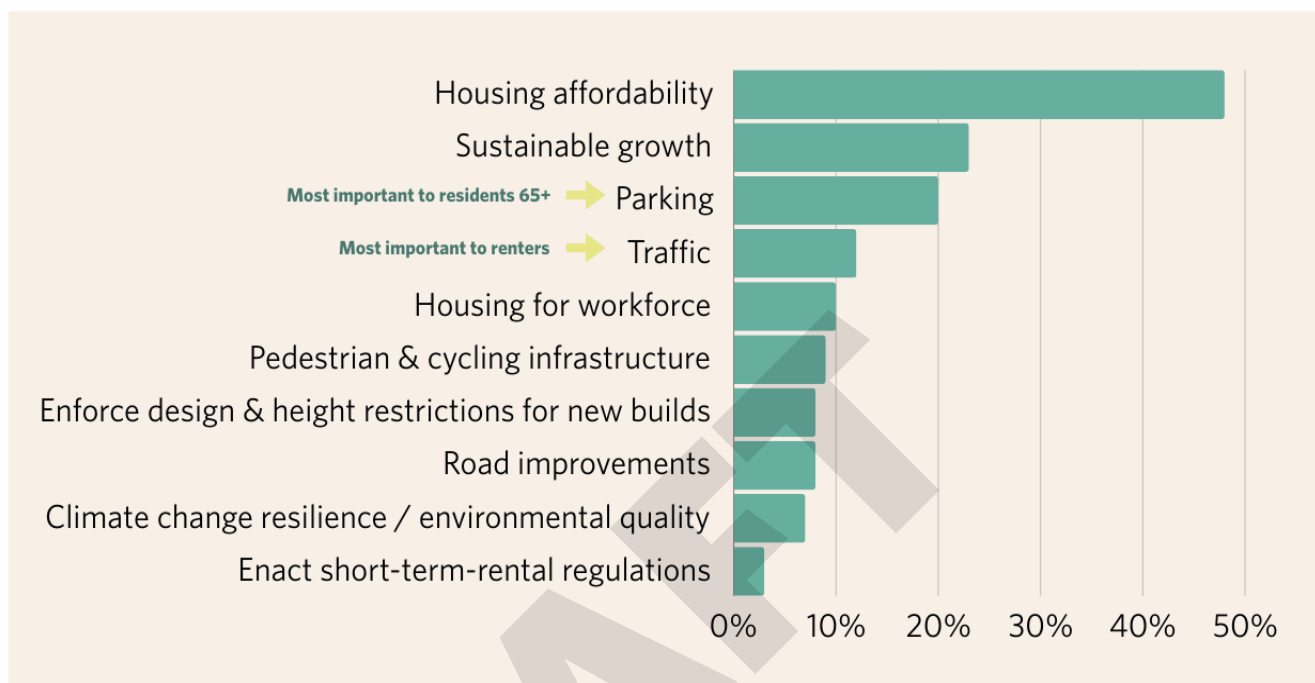
MOST IMPORTANT ISSUES FOR BUSINESSES

Housing for employees

Retaining qualified employees

Challenges with seasonal tourism industry

Parking and traffic

Cost of living

Availability of commercial space

Cost of commercial real estate

Taxes / bureaucratic process

0%   10%   20%   30%   40%
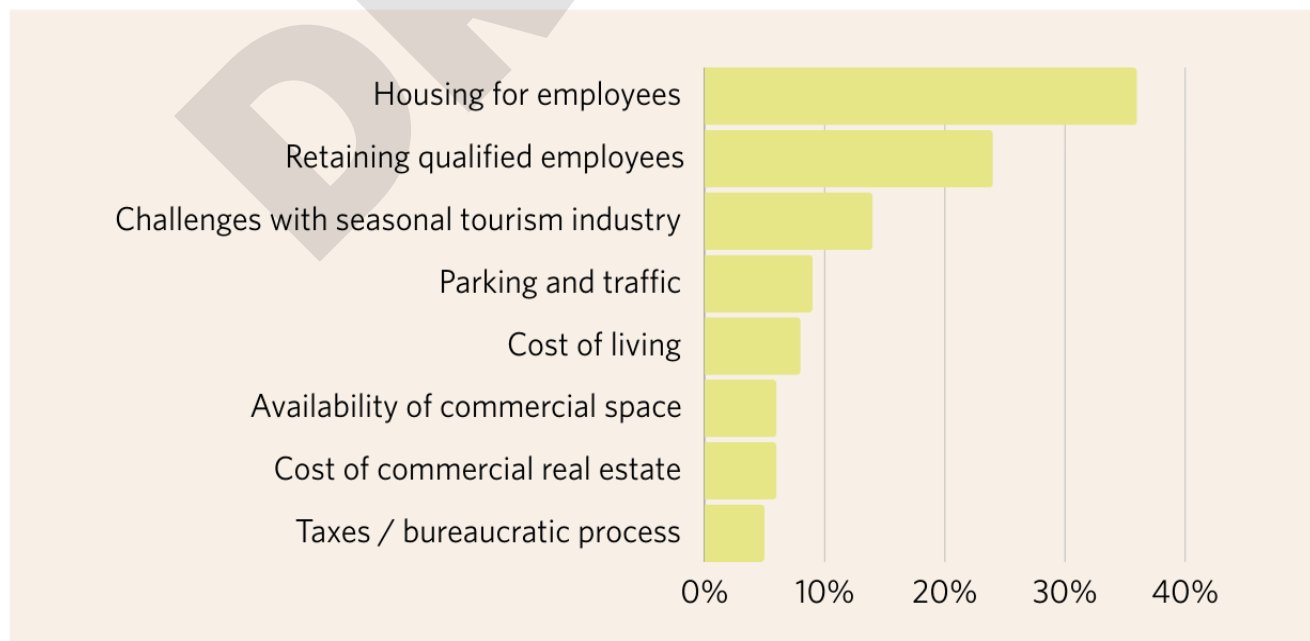
*Statistics collected January-February 2024 through a controlled survey of Ketchum business owners, employees, and residents (renters and homeowners)
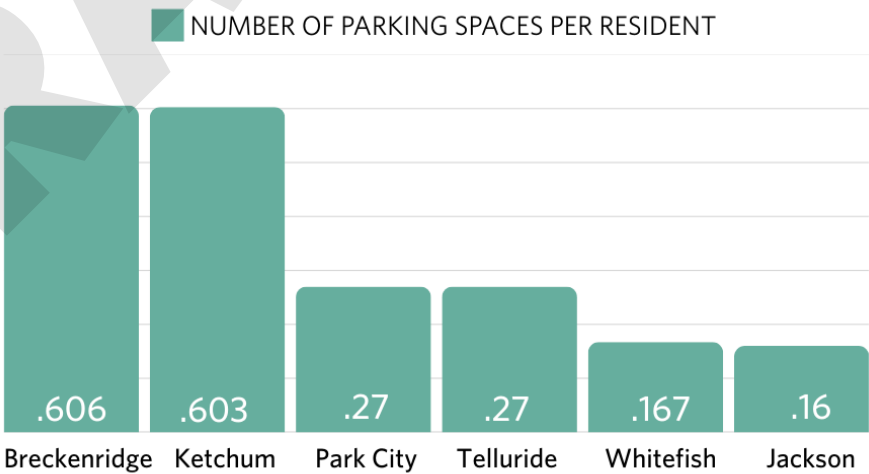
PARKING MANAGEMENT & PRIORITIES
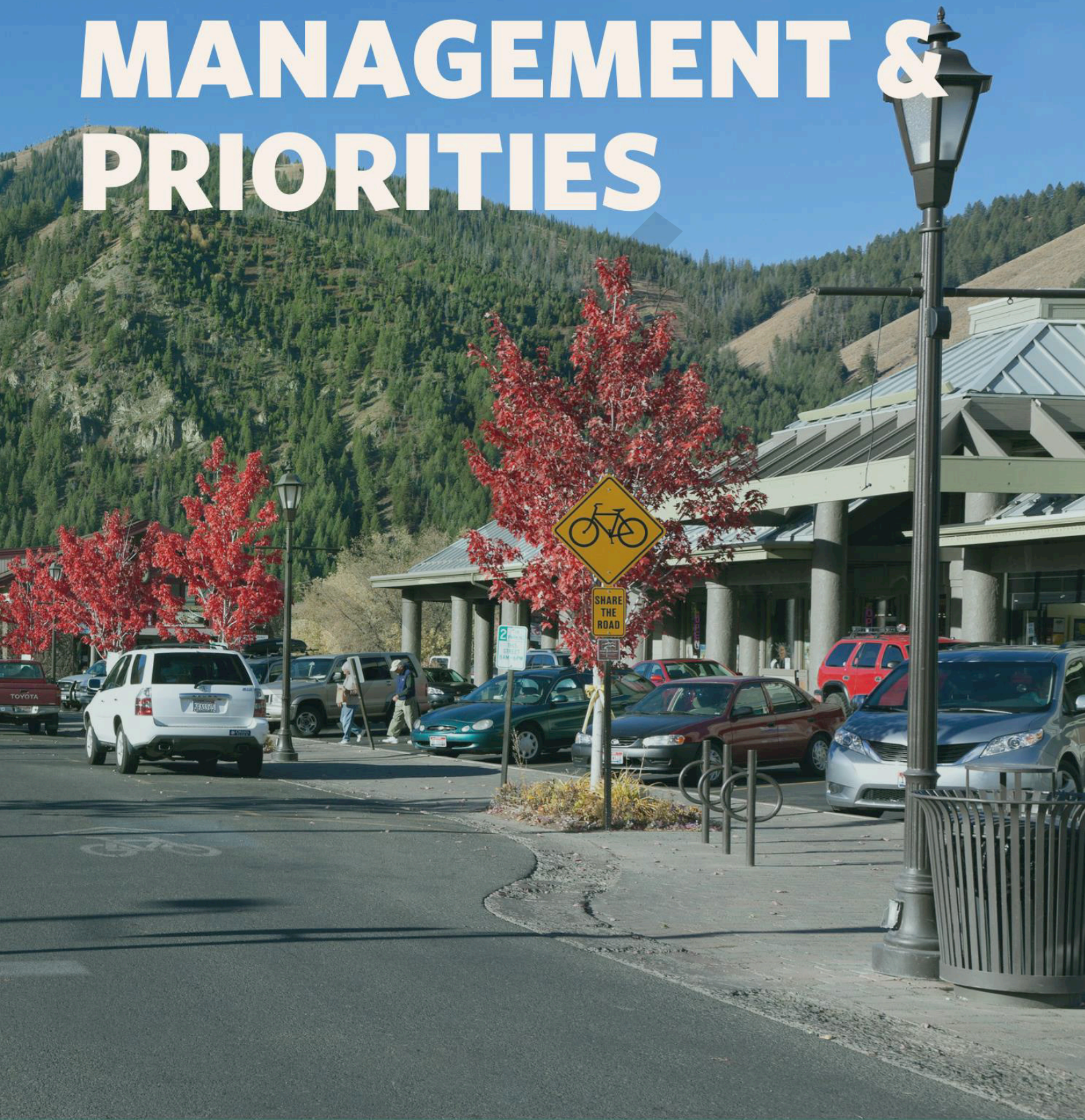
PARKING STRATEGIES IN KETCHUM

HOW KETCHUM MANAGES ADEQUATE SUPPLY

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CURRENT INVENTORY

In comparison to other mountain destinations, Ketchum stands out as a leader with relatively robust parking inventory. Our community currently has a higher ratio of parking spaces per resident than many similar towns. Ketchum's ample parking supply contributes to the convenience and accessibility of its downtown area, supporting local businesses and enhancing the overall visitor experience. Parking remains a critical aspect of urban planning in mountain towns, and Ketchum's current and planned inventory sets it apart as a frontrunner for parking per resident.

NUMBER OF PARKING SPACES PER RESIDENT

Breckenridge	Ketchum	Park City	Telluride	Whitefish	Jackson
.606	.603	.27	.27	.167	.16

The comparison of Ketchum's parking inventory with that of peer resort cities indicates favorable conditions; however, ongoing adjustments are necessary to maintain equilibrium between the available short-term (2 hours or less) and long-term (2 or more hours) parking options. Striking the right balance between these two types of parking is paramount to addressing our foremost parking priority: serving the needs of the retail customer effectively. Enforcement emerges as a critical element and foundational pillar in ensuring parking availability and fostering a harmonious balance between short-term and long-term parking supplies.

Comprehensive patrols cover all areas of Ketchum, with particular emphasis on the downtown core and Warm Springs ski base/retail area, as well as during special events. Embracing a "Park Once" philosophy is fundamental to the success of our parking management plan, with a primary objective being the elimination of the challenges associated with the "two-hour parking/goat rodeo" scenario.

PRIORITIES

It is widely acknowledged that sprawling, extensive parking infrastructure can significantly impact the character, green spaces, and aesthetics of a mountain town. Beyond the practical implications of land use, such as limited space for green areas and increased traffic congestion, extensive parking lots can detract from the unique charm and scenic beauty that define Ketchum. The visual dominance of asphalt and vehicles can diminish the sense of place and authenticity that residents and visitors cherish, detracting from the overall appeal and vibrancy of our town. As such, finding a balance between providing necessary parking amenities and preserving the character, green spaces, and aesthetics of the community is essential to ensuring the long-term sustainability and attractiveness of the City of Ketchum.

In alignment with Ketchum's vision for a vibrant downtown community, the prioritization of short-term parking for customers and long-term parking for employees stands as a strategic imperative. Placing short-term parking in close proximity to store fronts not only enhances accessibility for patrons but also fosters a dynamic retail environment conducive to increased foot traffic and economic activity. By strategically positioning short-term parking nearer to storefronts, Ketchum aims to optimize the convenience and ease of access for customers engaging in short-duration visits, thereby bolstering local businesses. Simultaneously, allocating long-term parking

Parking plans prioritizing supply affect other things, such as character, sprawl, and green spaces (example from Breckenridge, Colorado).

spaces for employees ensures reliable access to parking infrastructure, promoting workforce retention and satisfaction. This approach not only supports the vitality of the downtown area but also underscores Ketchum's commitment to fostering a cohesive and thriving community landscape.

When comparing Ketchum's parking plans and inventory to those of comparable mountain resort towns such as Jackson, Telluride, Breckenridge, Park City, and Whitefish, several key observations emerge. Each of these destinations faces similar challenges in managing parking demand amidst thriving tourism and recreational activities. However, the specifics of their parking strategies vary significantly based on factors such as town layout, population density, and transportation infrastructure.

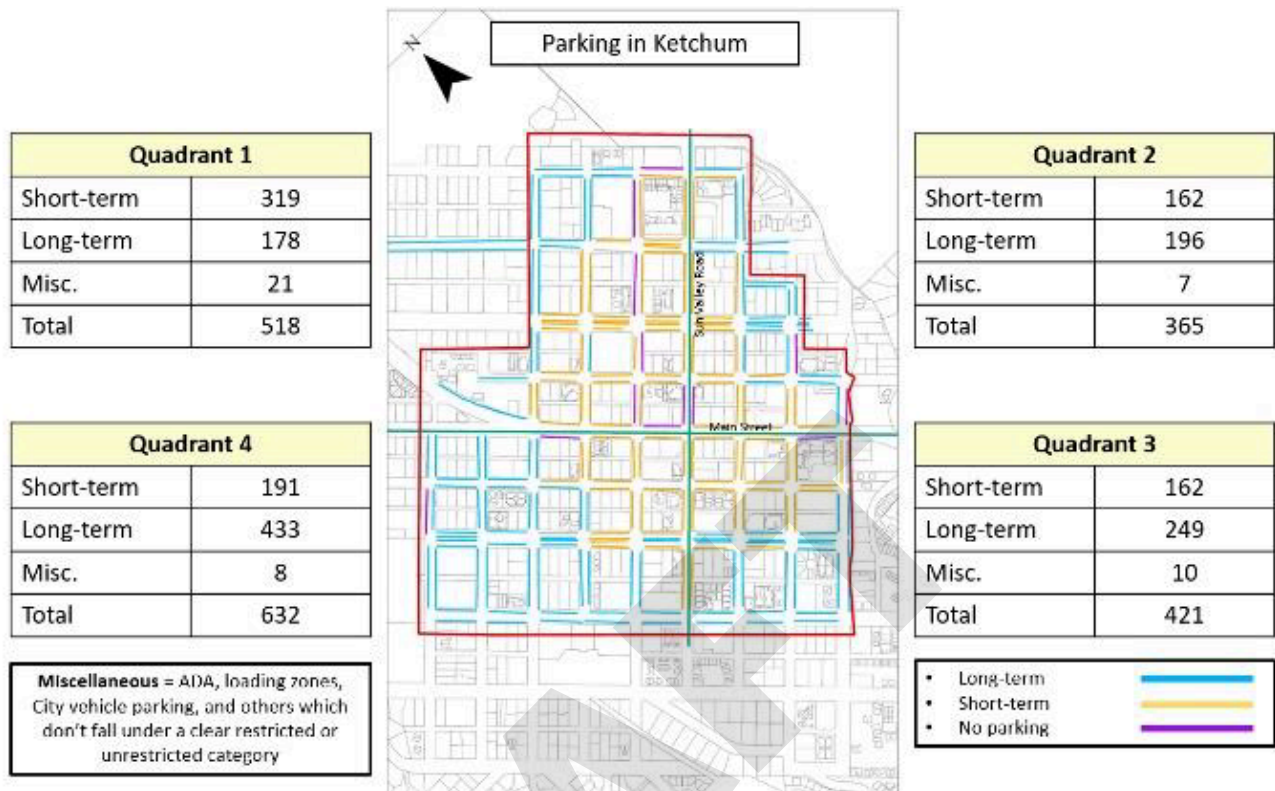| Town	Ketchum	Breckenridge	Jackson	Park City	Telluride	Whitefish
Resident population	3,588	5,024	10,849	8457 (1,200)	2,600	8,492
Paid on-street	N	Y	N	Y	Y	N
Permits						
employee (lots)	N	Y (1179 permits)	N	N	N	Y
employee (on street)	N	N	N	N	N	N
residential	N (in development)	Y (540)	N	Y	Y	N
Off-street surface lots						
# lots	3	2	4	2	2	0
# total spaces	148	1500	384	900	620	0
Parking structures						
# structures	0	1	1	1	1	1
# total spaces	0	958	280	600	74	220
Total # on-street spaces	2,018	585	1,078	800	Y (varies per season)	1192
# short term (regulated)	834	585	1,078	400	all regulated	Approx. 332
# long-term (unregulated)	1056	0	0	400	0	Approx. 860
Grand Total Spaces	2,166	3,043	1,742	2,300	694 not including on street	1,412

PERFORMANCE MEASURES

In Ketchum's effort to optimize parking management in the Community Core, the City has established a performance metric aimed at achieving an **85% parking occupancy rate**, ensuring that at least one spot per block remains typically available. This metric serves as a foundational benchmark in the City's concentrated quadrant approach, delineated by Main St and Sun Valley Road, which divides the area into four unique quadrants necessitating tailored parking management decisions.

In its pursuit of optimizing parking management within Ketchum's Community Core, the City recognizes the imperative of tailored strategies that acknowledge the diverse characteristics and needs of its distinct quadrants. Each quadrant is treated individually to ensure a nuanced approach to parking allocation and accessibility. Better understanding the unique dynamics of each quadrant enables the City to implement strategies that address current demands and anticipate future developments— fostering a vibrant and inclusive environment for residents, visitors, and businesses alike.

Quadrant 1	
Short-term	319
Long-term	178
Misc.	21
Total	518

Quadrant 2	
Short-term	162
Long-term	196
Misc.	7
Total	365

Quadrant 4	
Short-term	191
Long-term	433
Misc.	8
Total	632

Quadrant 3	
Short-term	162
Long-term	249
Misc.	10
Total	421

Miscellaneous = ADA, loading zones, City vehicle parking, and others which don't fall under a clear restricted or unrestricted category

- Long-term
- Short-term
- No parking

The division of the Community Core into quadrants allows for a granular assessment of parking needs and preferences, reflecting the varied activities and attractions within each area. **Quadrant 1**, for instance, is centered around grocery retail and encompasses potential future housing projects. Recognizing the importance of convenient access for shoppers and residents, parking strategies in this quadrant prioritize accessibility to grocery stores and future residential developments.

In **Quadrant 2**, characterized by hotels, dining establishments, and entertainment venues, the focus shifts to accommodating visitors seeking leisure and hospitality experiences. Here, parking management aims to ensure seamless access to hotels, restaurants, and entertainment options, facilitating the flow of both patrons and employees.

Similarly, **Quadrant 3** mirrors the hospitality and entertainment focus of Quadrant 2, necessitating parking solutions tailored to the needs of guests and diners frequenting the area's establishments. By strategically allocating parking resources in close proximity to hotels and entertainment venues, the City enhances the overall visitor experience and supports local businesses.

15

Quadrant 4, on the other hand, adopts a more business-centric approach, featuring a concentration of restaurants, art galleries, and museums. Parking strategies in this quadrant prioritize accessibility for patrons frequenting these cultural and culinary destinations, as well as facilitating the needs of employees working in the area.

The delineation of parking quadrants within Ketchum's Community Core allows for a nuanced and responsive approach to parking management, ensuring that the unique characteristics and activities of each area are effectively supported. Tailoring strategies to align with the distinct needs of each quadrant allows the City of Ketchum to enhance accessibility, convenience, and vibrancy throughout the heart of the community.

The City's DRAFT parking plan underscores our commitment to refinement, drawing upon insights gleaned from client focus groups, community surveys, peer city comparisons, and Council suggestions. Particularly noteworthy is the invaluable input received from engaged community members through focus groups, which has solidified our recognition of the retail customer as our #1 Parking Priority. It is the vibrancy of our shopping scene and the allure of our world-class dining establishments that drive repeat visits year after year to Ketchum and Sun Valley Resort, underscoring the significance of our parking management strategies in fostering a welcoming and accessible environment for all.

CURRENT RULES & ENFORCEMENT

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Nullam vitae ligula elit. Phasellus imperdiet tellus ac purus luctus finibus. In ac dolor non nibh condimentum ullamcorper vel id lectus. Curabitur eget tortor dignissim, eleifend diam sed, tristique velit. Quisque tristique urna scelerisque ex facilisis, a auctor lectus interdum. Vivamus accumsan turpis suscipit purus semper luctus sed sed magna. Etiam posuere diam at ante commodo lobortis

SHORT-TERM PARKING (TWO HOURS OR LESS)

CUSTOMER PARKING
(IDENTIFIED BY THE COMMUNITY AS A PRIORITY)

Ketchum's parking plan prioritizes customer parking—our economy depends on it! **Only customers should use short-term parking** to ensure they have the shortest possible walking distance to storefronts and businesses.

LONG-TERM PARKING (UNRESTRICTED)

EMPLOYEE PARKING

Employees should always park in long-term spaces, even if it's a block or two away. Otherwise, you're using a customer's space and hurting your (and fellow business') bottom line.

RESIDENT PARKING

Residential buildings are required by city code to include on-site parking. The amount depends on their design and use. **Residents should only use long-term parking** if they must use public parking spaces.

PARKING EDUCATION

Ensuring the success of Ketchum's Parking Management Plan goes beyond infrastructure and enforcement; it requires robust public education initiatives to inform and engage both residents and visitors. The City of Ketchum is committed to ongoing dialogue and education with the community. This integration of public education into Ketchum's parking management plan is critical to the adoption and success of the plan. Ongoing efforts will focus on the importance of communication, signage, branding, and digital resources to optimize parking utilization while preserving the town's character.

EDUCATING ON ADEQUATE SUPPLY AND PURPOSEFUL PARKING

One of the cornerstones of parking management is ensuring that parking spaces are utilized appropriately to meet the diverse needs of the community. This entails educating both locals and visitors on where to park for their intended purpose, whether it be customer parking, resident parking, or employee parking. Clear communication of parking rules and enforcement measures is crucial to maintaining order and efficiency, particularly during peak visitor volume or events. The City will focus on strategies that alleviate parking stress while preserving the town's character.

PARKING SIGNAGE AND BRANDING

Effective parking signage and branding are indispensable tools for guiding drivers to available parking spaces and minimizing confusion. People can only utilize parking effectively if they are aware of its location and purpose. Thus, Ketchum will continue to invest in clear and intuitive

signage that delineates between short-term and long-term parking in each of the four quadrants comprising the community core. Consistent branding across signage reinforces messaging and enhances user experience, contributing to a seamless parking process for all stakeholders.

UTILIZING VARIOUS COMMUNICATION CHANNELS

Parking education extends beyond physical signage to encompass a range of digital and print resources accessible to residents and visitors alike. The City's website serves as a central hub for up-to-date parking information, including daily availability and special event parking arrangements. Collateral materials such as flyers, handouts, and informational packets are distributed strategically to businesses, employees, residents, and visitors, ensuring consistent and user-friendly messaging on parking options and regulations.

Public buy-in is integral to the success of Ketchum's parking management plan, as it empowers residents and visitors to make informed decisions about parking utilization while preserving the town's unique character. By emphasizing the importance of adequate supply, purposeful parking, clear signage, and accessible information, Ketchum endeavors to create a parking environment that meets the needs of all stakeholders. Through ongoing education and communication initiatives, the city strives to enhance parking accessibility, reduce congestion, and promote a more sustainable and enjoyable urban experience for all.

THE FUTURE OF PARKING IN KETCHUM

ADAPTING & EVOLVING THE PLAN

Ketchum's Parking Management Plan will require a dynamic and adaptive approach, which will be achieved by ongoing evaluation and adjustments based on data-driven insights. Central to this process is the collection and analysis of parking data, which provides valuable information on trends, usage patterns, and enforcement gaps. Monitoring metrics such as duration, occupancy rates, and compliance with the 85% rule will allow Ketchum to gain a comprehensive understanding of parking dynamics and identify areas for improvement. This data-driven approach serves as a core tenet of the parking management plan, guiding decision-making and resource allocation to optimize parking inventory.

Adjustments to enforcement and supply management are essential to maintaining parking inventory and addressing evolving needs. Recognizing that parking management is an ongoing process, Ketchum remains committed to continuous evaluation and refinement of strategies. This iterative approach ensures that parking solutions remain responsive to changing circumstances and align with the town's broader goals and values. The quadrant approach emphasizes the importance of data-driven decision-making and targeted interventions.

Parking plans prioritizing supply affect other things, such as character, sprawl, and green spaces (example from Breckenridge, Colorado).

THE FUTURE OF PARKING IN KETCHUM

The City of Ketchum is actively exploring a range of innovative parking options to address evolving needs and enhance the overall parking experience for residents, businesses, and visitors. Among the key considerations for future parking initiatives are:

- ***Transitioning Unrestricted to Restricted Spaces:*** Adjusting parking regulations to convert unrestricted spaces into restricted ones in high-demand areas enables the city to better manage parking supply and meet the specific needs of each quadrant within the community core.

- ***Public/Private Parking Lot Partnerships:*** Collaborating with private entities to create additional parking options through shared parking agreements helps optimize parking utilization and maximize the use of existing infrastructure.

- ***Implementation of 'No Re-parking' Rule:*** Exploring the expansion of a 'no re-parking' rule throughout the city aims to discourage vehicle circulation and promote turnover in parking spaces, thereby enhancing availability for all users.

- ***Extension of Enforcement Hours:*** Extending enforcement hours into the evening, possibly until 7 or 8 pm, ensures compliance with parking regulations and contributes to maintaining parking inventory throughout the day.

- ***Promotion of Alternative Transportation:*** Encouraging carshare programs, park-and-rides, and shuttle services, in coordination with Mountain Rides, the local free bus service, promotes sustainable transportation options and reduces vehicular traffic on the Hwy 75 corridor.

- ***Transportation Demand Management (TDM) Plan:*** Implementing a TDM plan with the goal of decreasing single occupancy trips through advocacy and partnerships with neighboring municipalities supports efforts to improve carpooling and express bus services.

- ***Designated Parking Permits:*** Introducing resident-designated parking permits helps allocate parking spaces effectively and ensures priority access for those who rely on parking in the community core.

- ***Parking Garages:*** Exploring options for parking garages, whether subterranean or vertical, presents opportunities to increase parking capacity while minimizing visual impact on the surrounding landscape. However, it's important to consider human behavior, which often gravitates towards the most convenient and cost-effective parking options.

- ***Enhanced Monitoring and Data Collection:*** Improving monitoring and data collection methods provides valuable insights into parking trends and usage patterns, informing future parking decisions and adjustments.

- ***Infrastructure Improvements:*** Enhancing accessibility and mobility through sidewalk improvements, bike storage facilities, bike lanes, and a pedestrian-friendly community core complements parking initiatives and contributes to a vibrant and welcoming urban environment.