City of Ketchum

CITY COUNCIL MEETING AGENDA MEMO

Meeting Date:	April 24, 2023	Staff Member/Dept:	Jade Riley/City Administrator Suzanne Frick/KURA Executive Director

Agenda Item: Joint meeting between City Council and Ketchum Urban Renewal Agency regarding 1st and Washington project, downtown parking priorities, and housing development opportunities on city owned properties.

Recommended Motion/Action:

There is no recommended motion. Staff will review the attached presentation on the following items:

- Key aspects of the Parking Action Plan and best practices from peer communities
- Parking utilization in town
- Overview of the review of city owned properties for housing
- Overview of structured parking options on Leadville lot
- City funding for housing and parking

KURA Commissioners request feedback from the City Council on the following policy questions:

- Providing a downtown parking facility—is this a priority for the Council?
- KURA funds are limited and parking is expensive. KURA would like Council feedback on using funds for housing vs parking.
- Is the 1st and Washington site the preferred location for a parking facility?
- Are there other city properties downtown better suited for a public parking facility?
- Does the city have the capacity to help fund a parking facility?

Policy Analysis and Background:

The Ketchum Urban Renewal Agency issued a request for proposal on May 26, 2022, for a development team to construct workforce housing at the First Street and Washington Avenue KURA owned property. Three proposals were submitted: WRCHT/deChase Miksis, Servitas, and Blueline Development. On November 11, 2022, the board affirmed the recommendation to enter into negotiations with the Wood River Community Housing Trust/deChase Miksis Development.

The KURA set three goals for the development of the 1st and Washington site:

- **Goal 1**. Provide local, affordable workforce housing downtown, particularly for professionals and those essential to a strong, diverse downtown economy.
- **Goal 2.** Provide structured public parking in anticipation of long-term downtown growth and development.
- **Goal 3**. Provide active ground floor opportunities to maintain vibrancy of downtown.

Public/Private Parking

A successful development proposal would include either separate or shared public parking and private parking for the residential units in underground structured parking. The KURA did not require all existing public parking to be retained, however, projects that maximize underground parking infrastructure to provide as much public parking as practicable will be prioritized.

Ground Floor Activation

A successful project would provide activation and pedestrian orientation of the ground floor either through design elements or uses along all street frontages. Ground floor uses may be commercial; however, the KURA encourages consideration of community and civic uses on the ground floor that support the needs of the community and provide activation of the street. The KURA also encourages ground floor ADA accessible residential units. The KURA will consider proposals that are 100% residential with residential on the ground floor provided that the design of the building facilitates interaction with the street and implements the design review standards outlined in the Ketchum Municipal Code.

Sustainability Impact:

Increased housing inventory for local workers helps to reduce trip generation.

Financial Impact:

None OR Adequate funds exist in account:	In previous URA meetings, there were discussions about a city housing contribution of $1.5 million. No specific amount has been requested for public parking. Staff will present the status of the Housing In-Lieu Fund, General Fund and Local Option Tax.

Attachments:

1. Staff presentation
2. Downtown Parking Policy Analysis
3. Parking Utilization Report
4. Desman Memo on Leadville lot parking options
5. Draft Downtown Parking Action Plan
6. 2022 Downtown Parking Survey

Special Joint Meeting:
City Council and Ketchum Urban Renewal Agency
April 24, 2023

Policy questions

- Providing a downtown parking facility—is this a priority for the council?
- KURA funds are limited, parking is expensive, KURA would like Council feedback on using funds for housing vs parking.
- Is the 1st & WA site the preferred location for a parking facility?
- Are there other city properties downtown better suited for a public parking facility?
- Does the city have the capacity to help fund a parking facility?

Proposed agenda & outcomes

- Recap of parking options considered with First and Washington project
- Key aspects of the Parking Action Plan and best practices from peer communities
- Background on parking utilization in town
- Overview of city owned properties for housing
- Overview of structured parking options on Leadville lot
- City resources available
- Discussion

1st & Washington project – recap of options

	Number of Spaces	Number of Parking Levels	Residential Levels (#)	Cost Estimate	Compliance with KURA Goals
Option 1	93	2 levels above grade, 1 level at grade	1 level	$10,548,868	In conflict with Goal 1
Option 1A	54	1 level above grade, 1 level at grade	2 levels	$7,698,868	In conflict with Goal 1
Option 2	93	1 level above grade, 1 level at grade, 1 level below grade	2 levels	$12,349,096	In conflict with Goal 1
Option 3	93	1 level at grade, 2 levels below grade	3 levels	$13,568,747	Meets all Goals
Option 3A	54	1 level at grade, 1 level below grade	3 levels	$9,448,868	Meets all Goals
Option 4	31	1 level at grade	3 levels	$4,898,868	Meets Goal 1, in conflict with Goal 2
Option 4A	49 (17 public, 32 dedicated residential)	1 level at grade	3 levels	$4,898,868	In conflict with Goals 2 and 3

Key aspects of Downtown Parking Plan

- Short-term
    - Real time utilization data (LPR technology)
    - Downtown managed via four zones
        - Each zone will have a blend of time regulated and all-day parking
    - Goal is to make sure we do not have greater than 85% occupancy/block
    - Move away from generic 2-hour parking, some blocks (e.g. Atkinsons) will have shorter durations to ensure proper availability

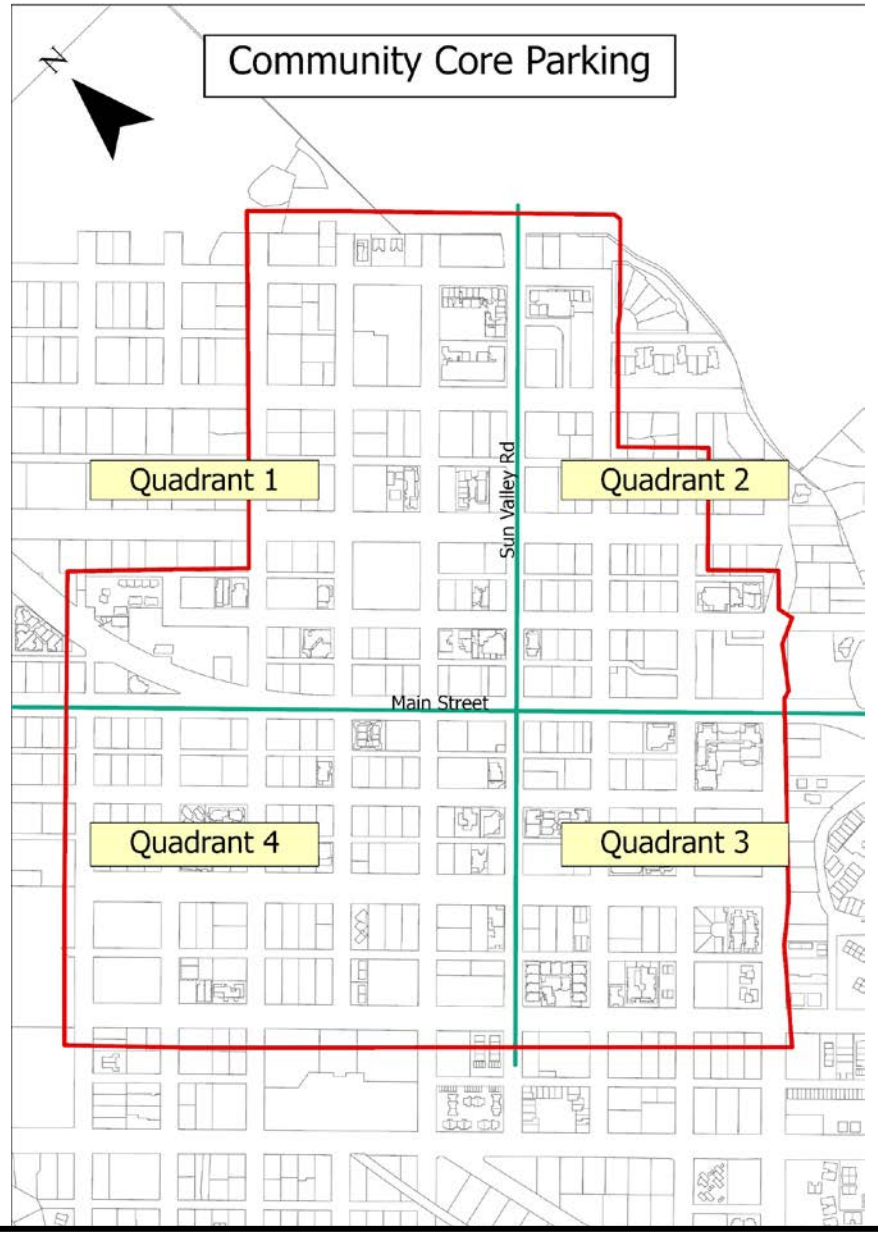
- Mid- to long-term
    - Plan calls for increased off-street parking facilities to address long-term parkers (workers) and overnight parking (winter)
        - Evaluate future dual-use partnerships (e.g. LDS Church)
    - If that is <u>not</u> achieved, all day parkers will need to park on edge of downtown or consider utilization of transit to work

Comp set comparison

	Paid On-Street?	Permits	Park & Ride	Parking Structure
Ketchum	N	N	Y	N
Breckenridge	Y	Y (employee & residential)	Y	Y
Jackson	N	N	Y	Y
Park City	Y (Main Street)	Y (residential)	Y	Y
Telluride	Y (Main Street & more)	Y (employee & residential)	Y	Y
Whitefish	N	Y (employee)	Y	Y


Community Core Parking
N
Quadrant 1
Quadrant 2
Quadrant 3
Quadrant 4
Sun Valley Road
Main Street
Non-time restricted
Time restricted
No parking

Quadrant 1	
Restricted	319
Unrestricted	178
Misc.	21
Total	518

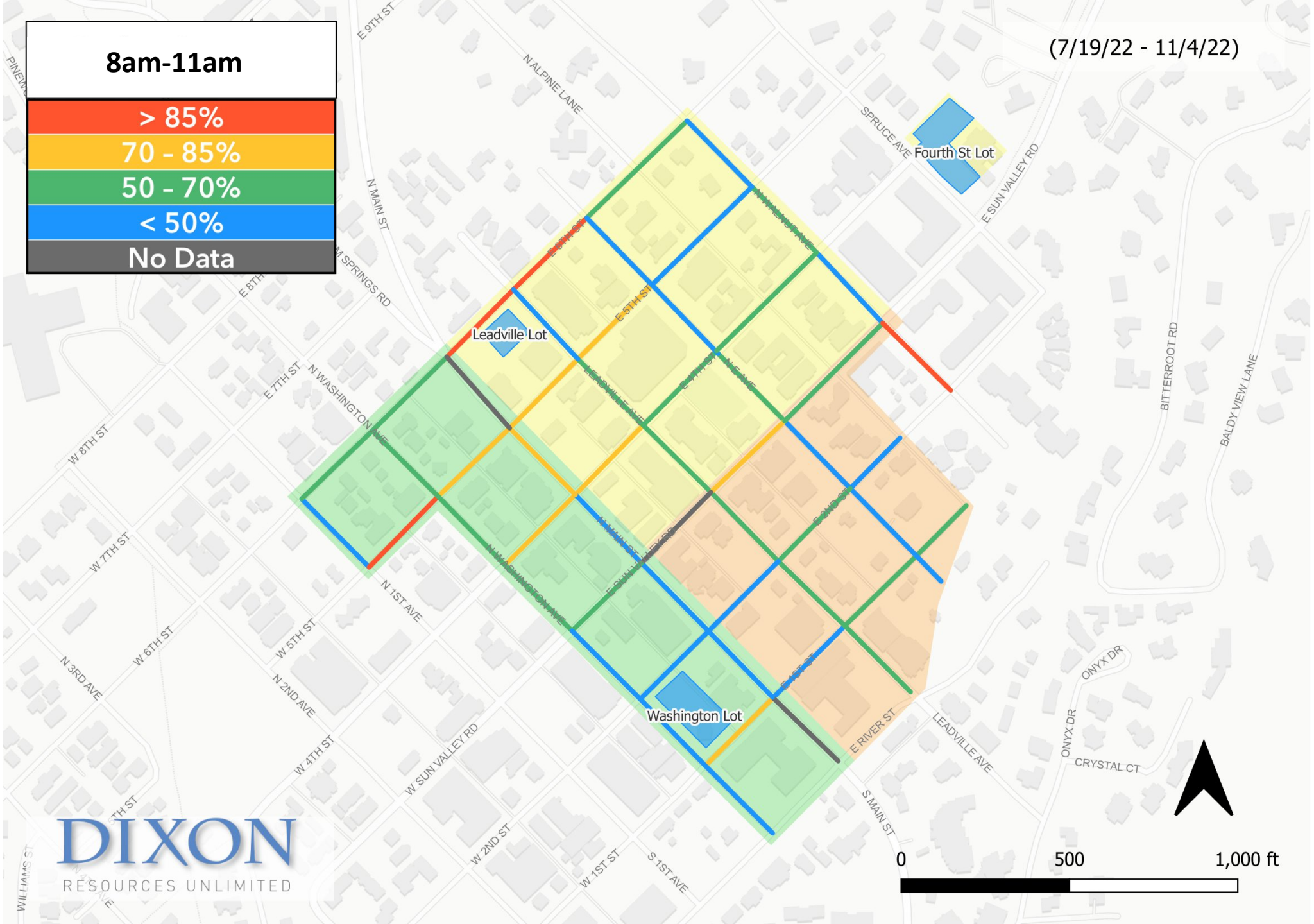


Quadrant 2	
Restricted	162
Unrestricted	196
Misc.	7
Total	365

Quadrant 4	
Restricted	191
Unrestricted	433
Misc.	8
Total	632

Quadrant 3	
Restricted	162
Unrestricted	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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Fourth St Lot
Leadville Lot
Washington Lot
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N ALPINE LANE
SPRUCE AVE
E SUN VALLEY RD
N MAIN ST
E 8TH ST
E 7TH ST
E 6TH ST
E 5TH ST
N WASHINGTON AVE
N LEADVILLE AVE
BITTERROOT RD
BALDY VIEW LANE
W 8TH ST
W 7TH ST
W 6TH ST
W 5TH ST
W 4TH ST
N 3RD AVE
N 2ND AVE
N 1ST AVE
W SUN VALLEY RD
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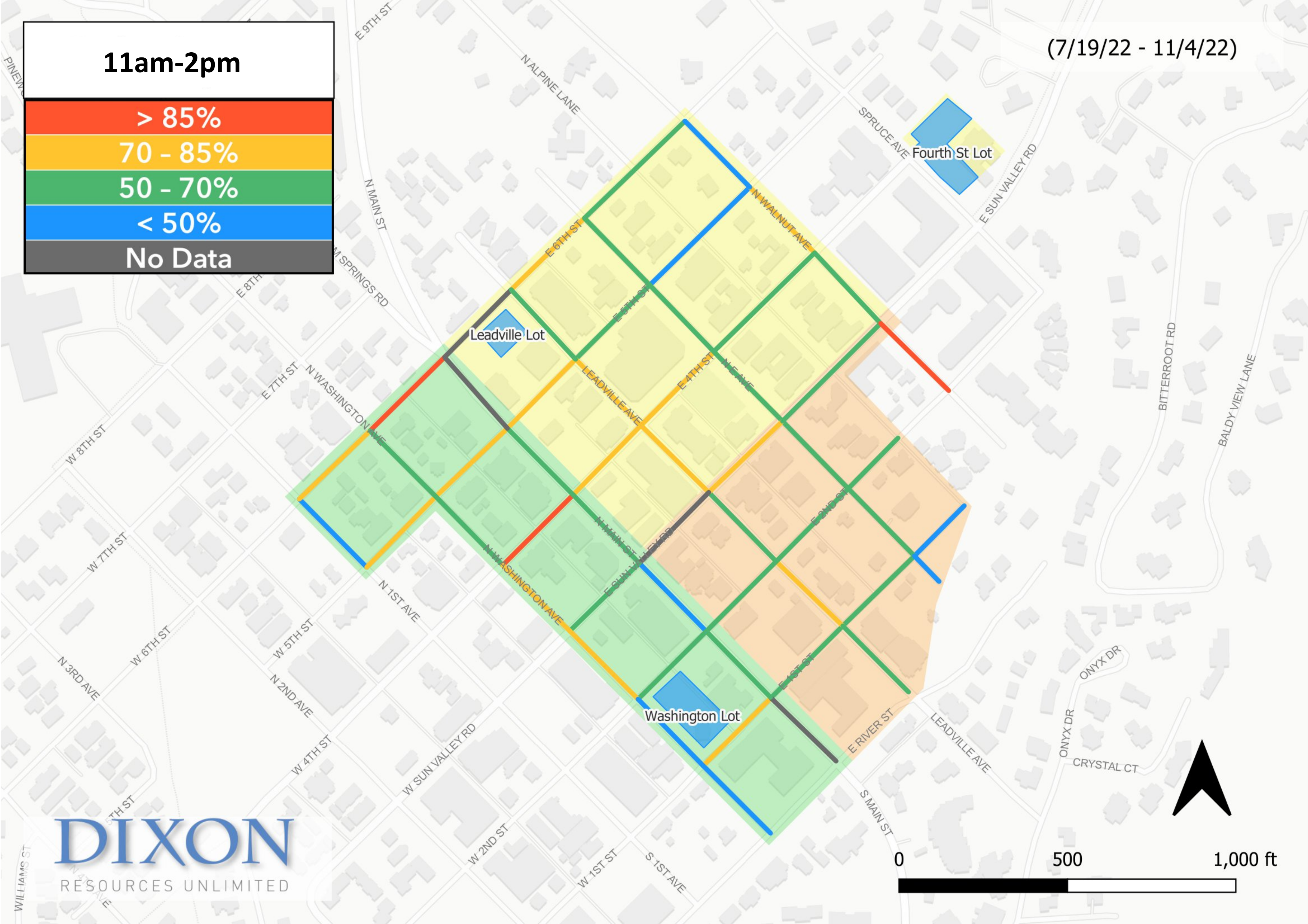
RESOURCES UNLIMITED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LEADVILLE AVE
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N MAIN ST
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E RIVER ST
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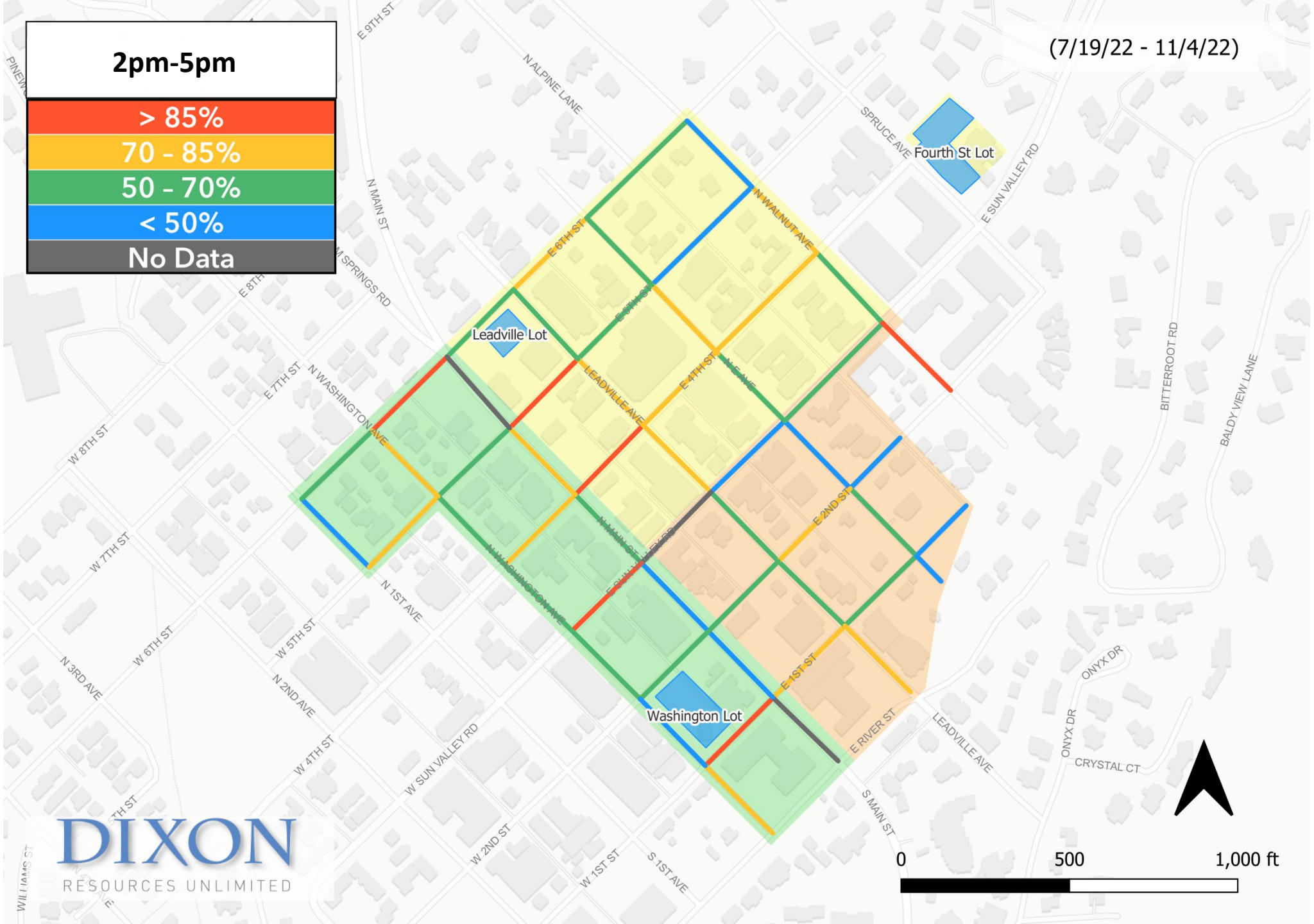
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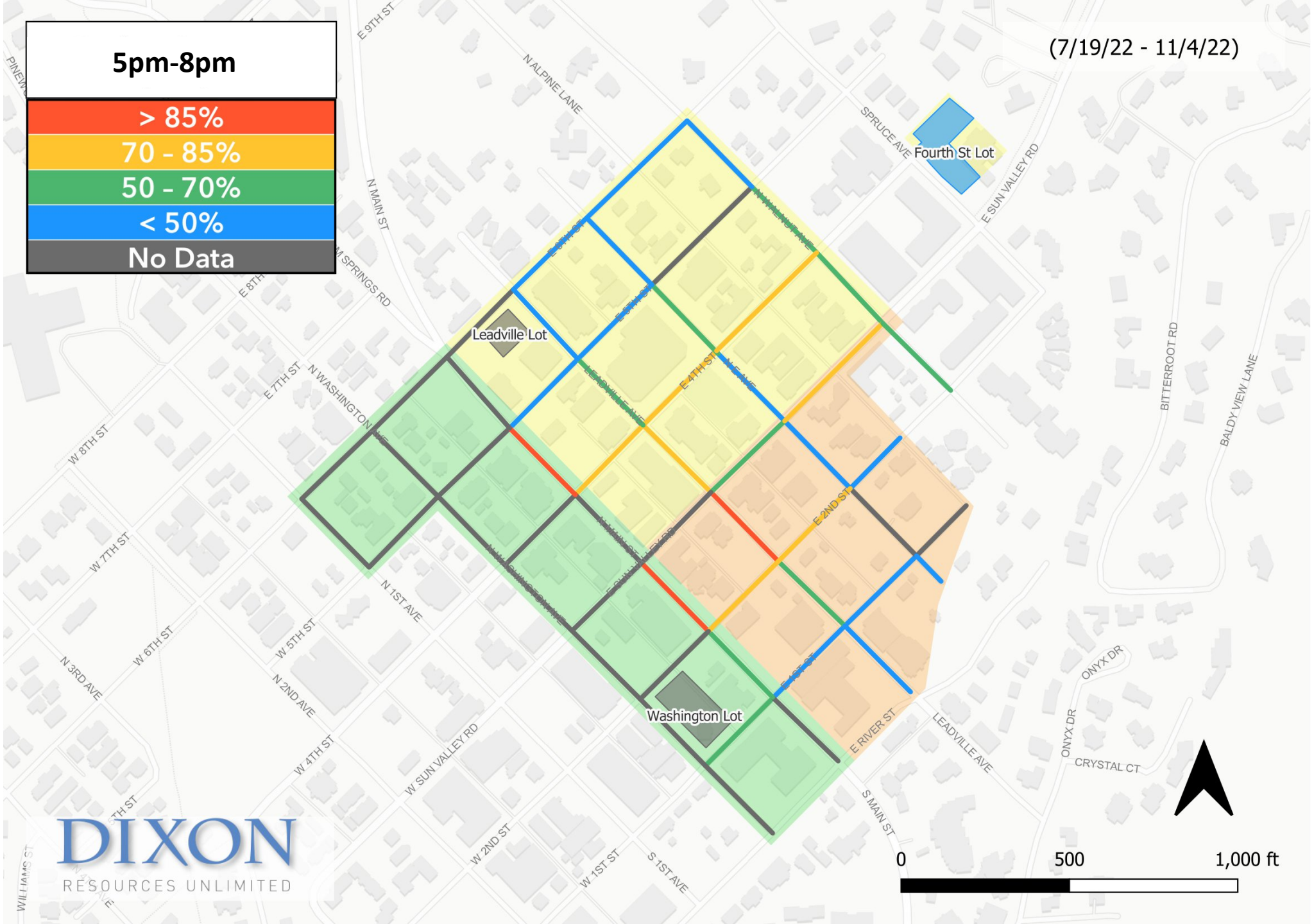
DIXON
RESOURCES UNLIMITED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SPRUCE AVE
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BITTERROOT RD
BALDY VIEW LANE
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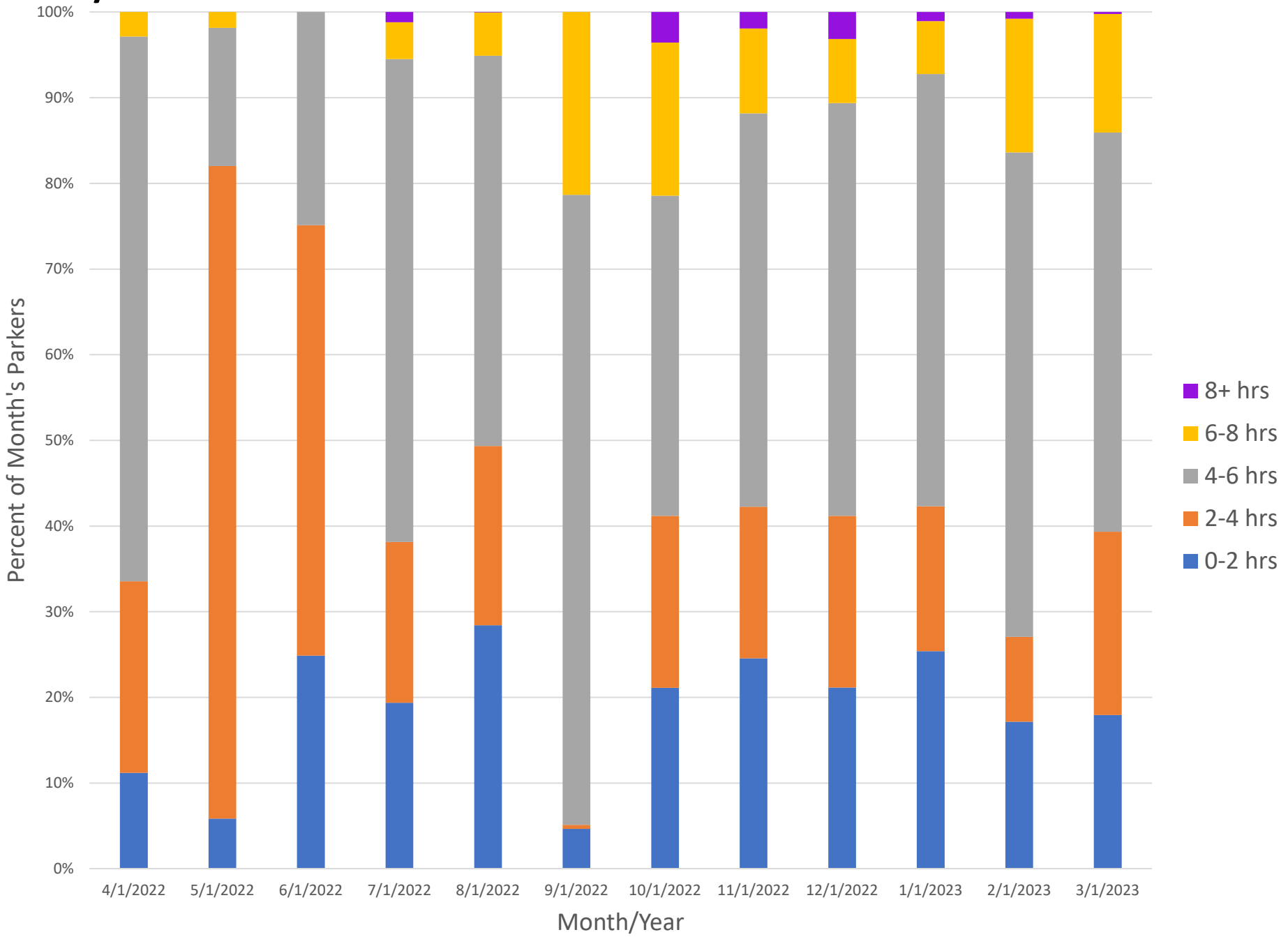
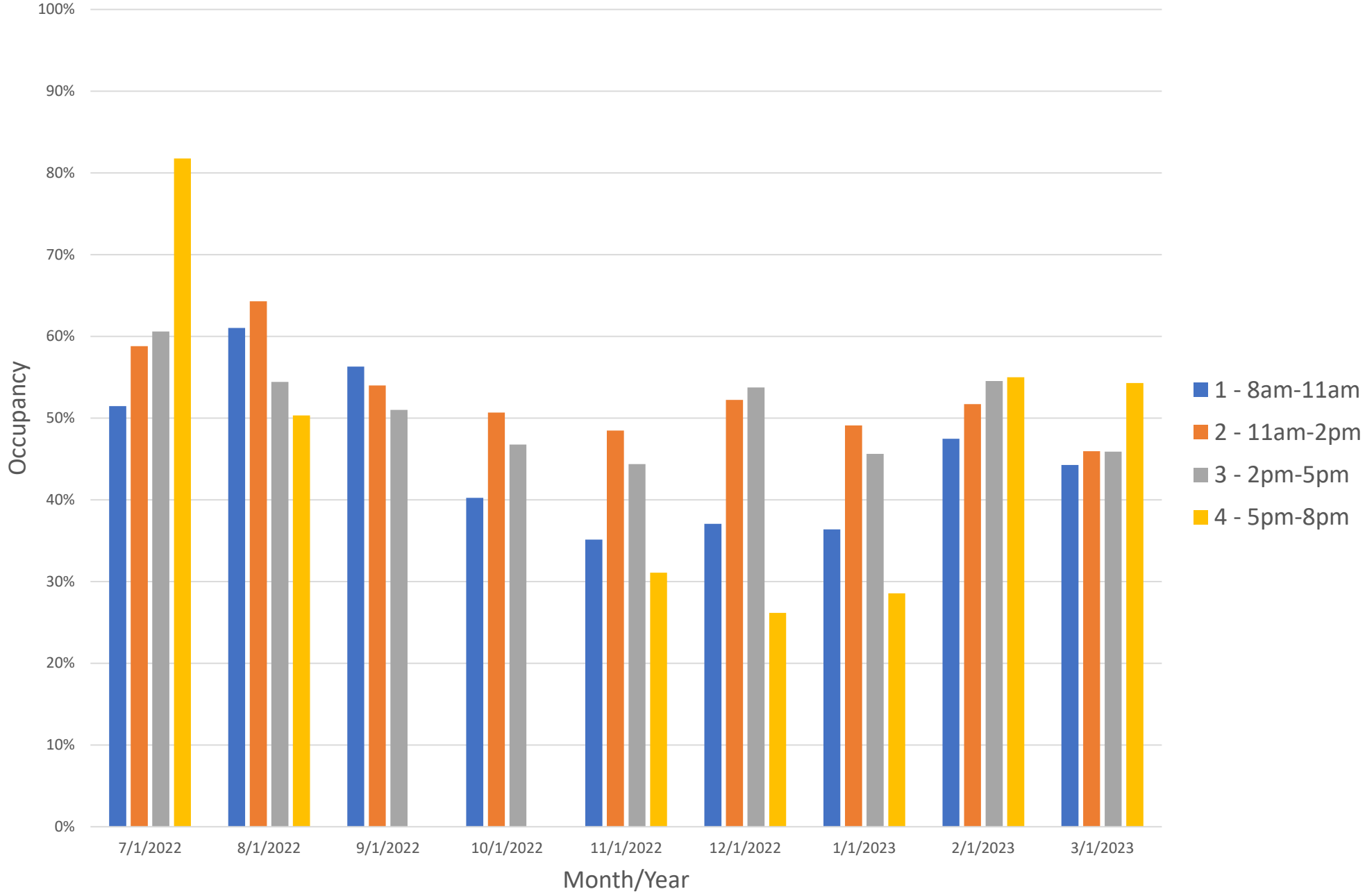
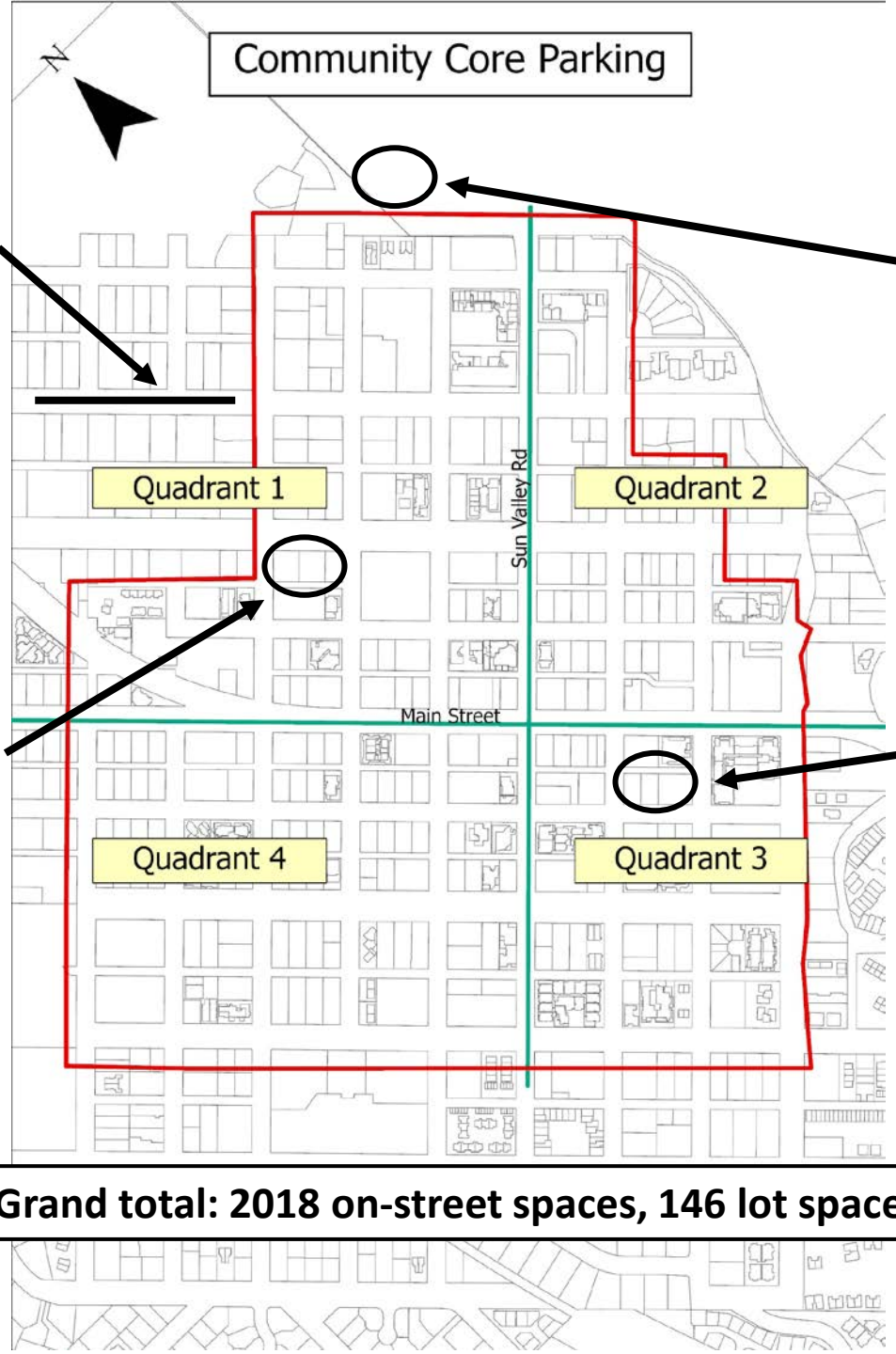
500
1,000 ft
DIXON
RESOURCES UNLIMITED

Turnover Duration by Month



Occupancy by Month





Walnut Avenue	
Misc.	82
Includes parking along Walnut Avenue, north of 6th Street over to 9th Street.	

Fourth Street Lot	
Misc.	56

Leadville Lot	
Misc.	26

Washington Ave Lot	
Misc.	64

Grand total: 2018 on-street spaces, 146 lot spaces

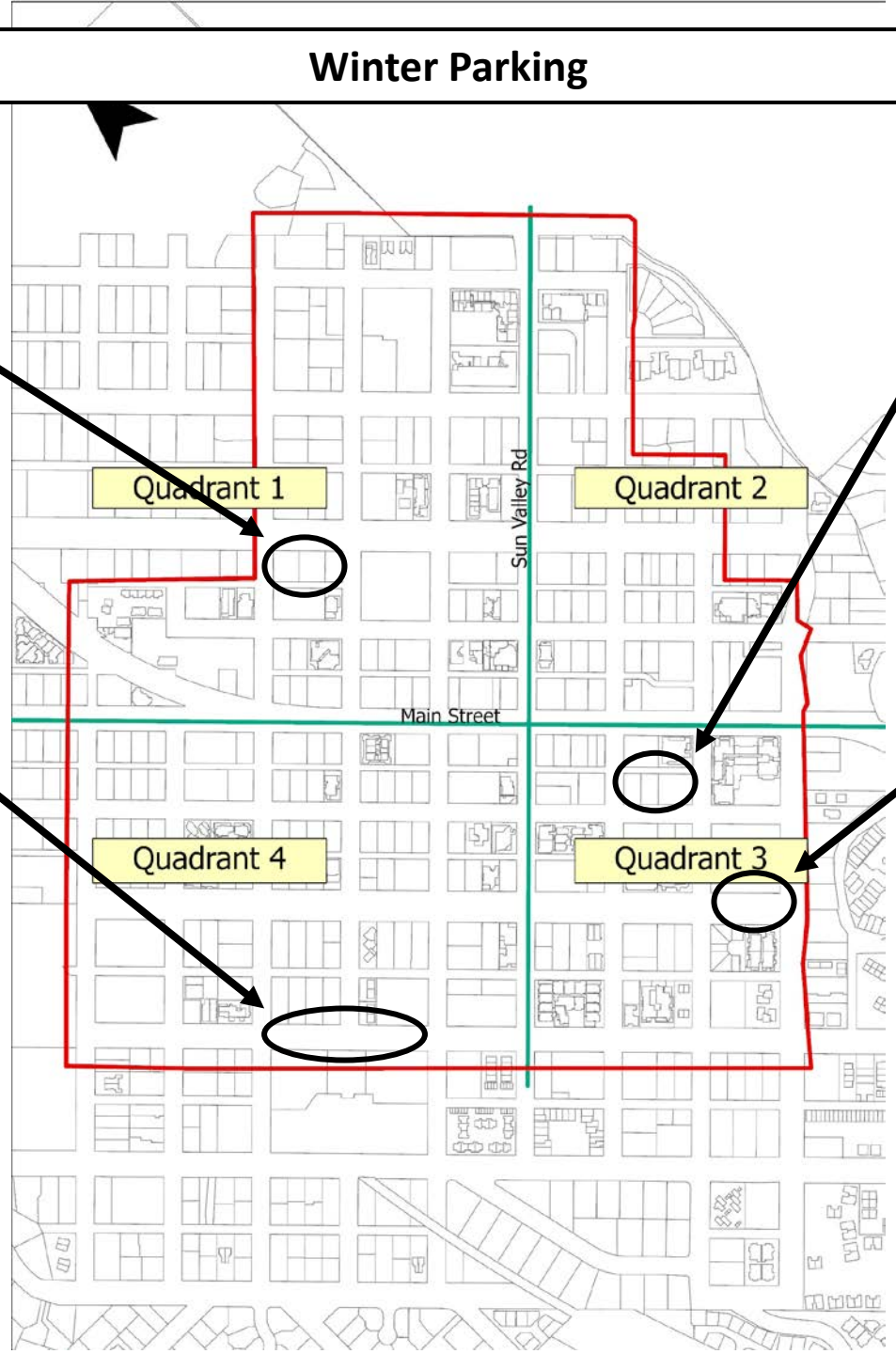
Winter Parking

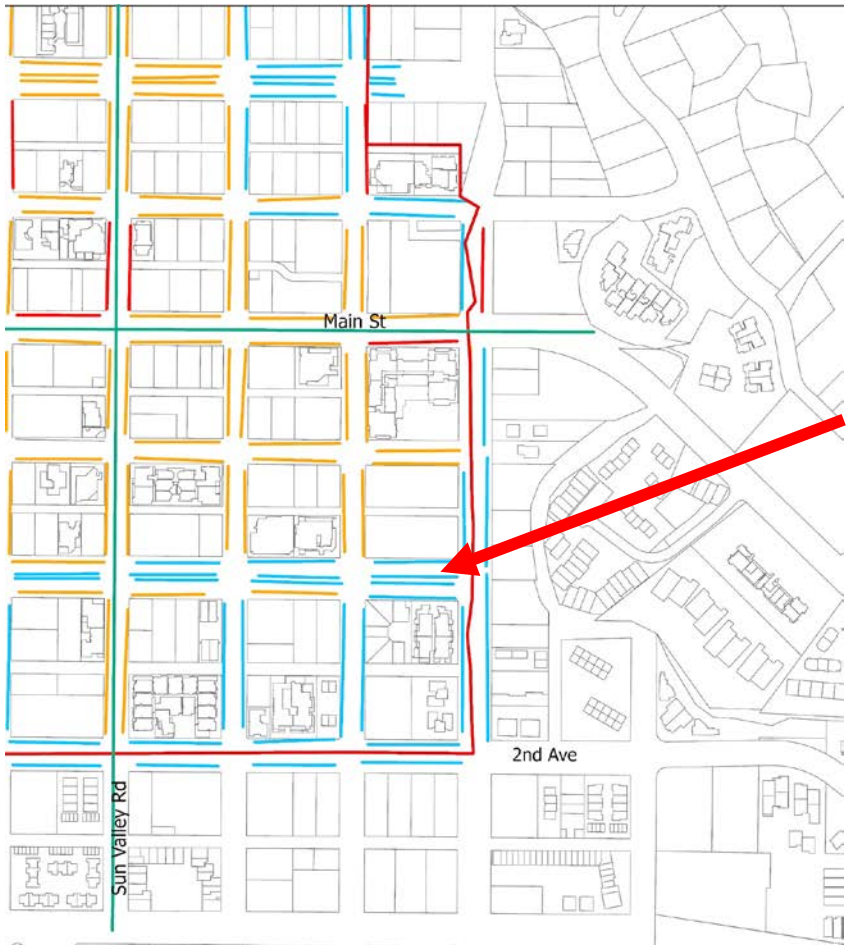
Leadville Lot	
Misc.	26

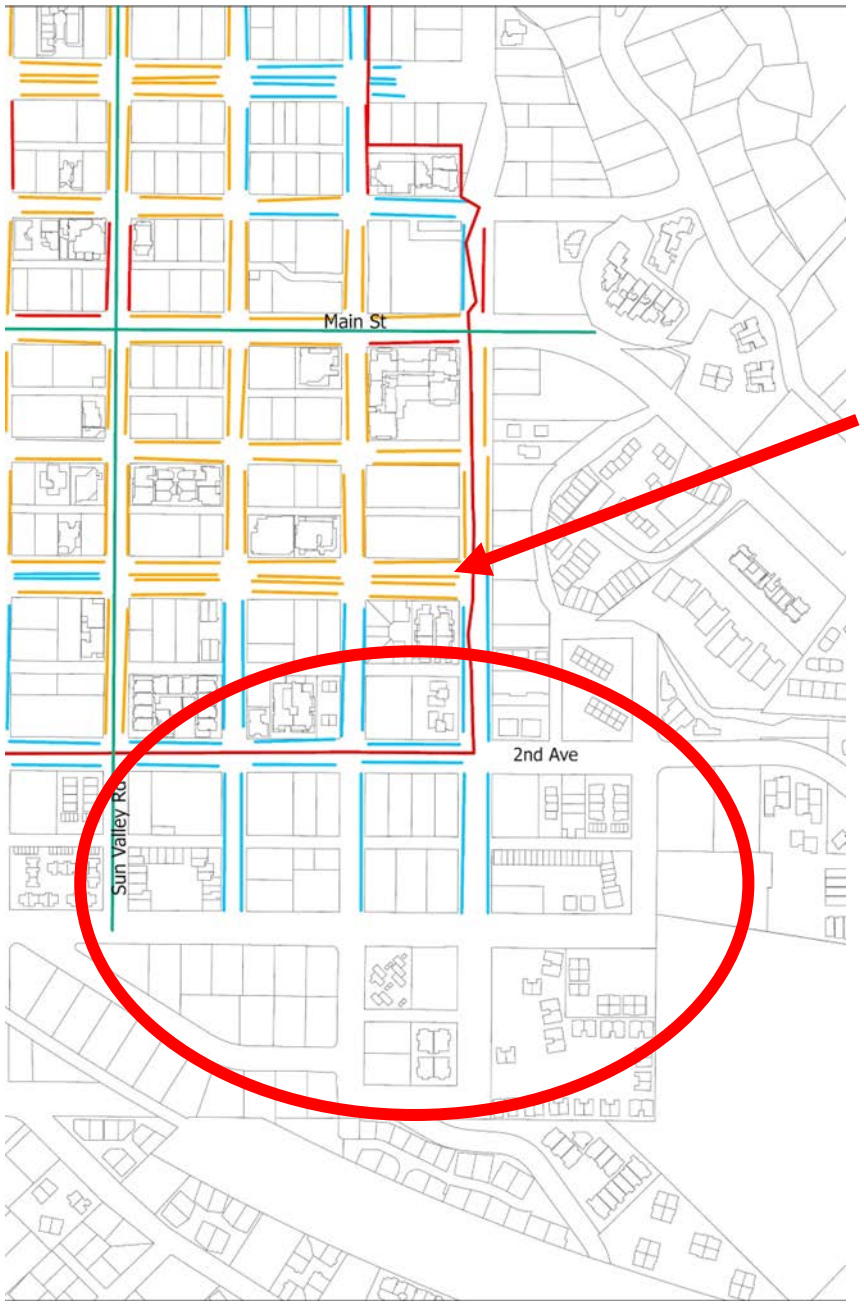
Washington Ave Lot	
Misc.	64

Second Avenue	
Misc.	26

First Avenue	
Misc.	25







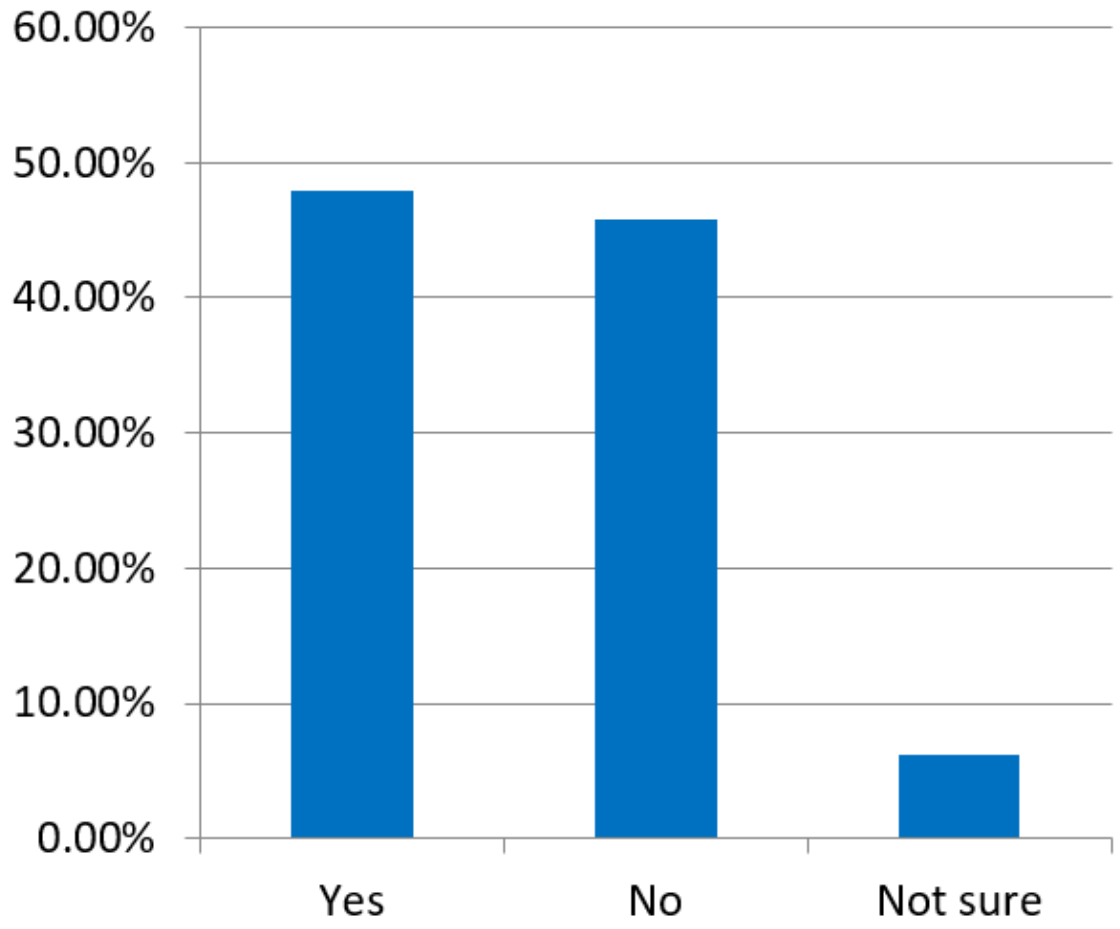
Quadrant 3	
Restricted	162
Unrestricted	249
Misc.	10
Total	421

- Non-time restricted
- Time restricted
- No parking

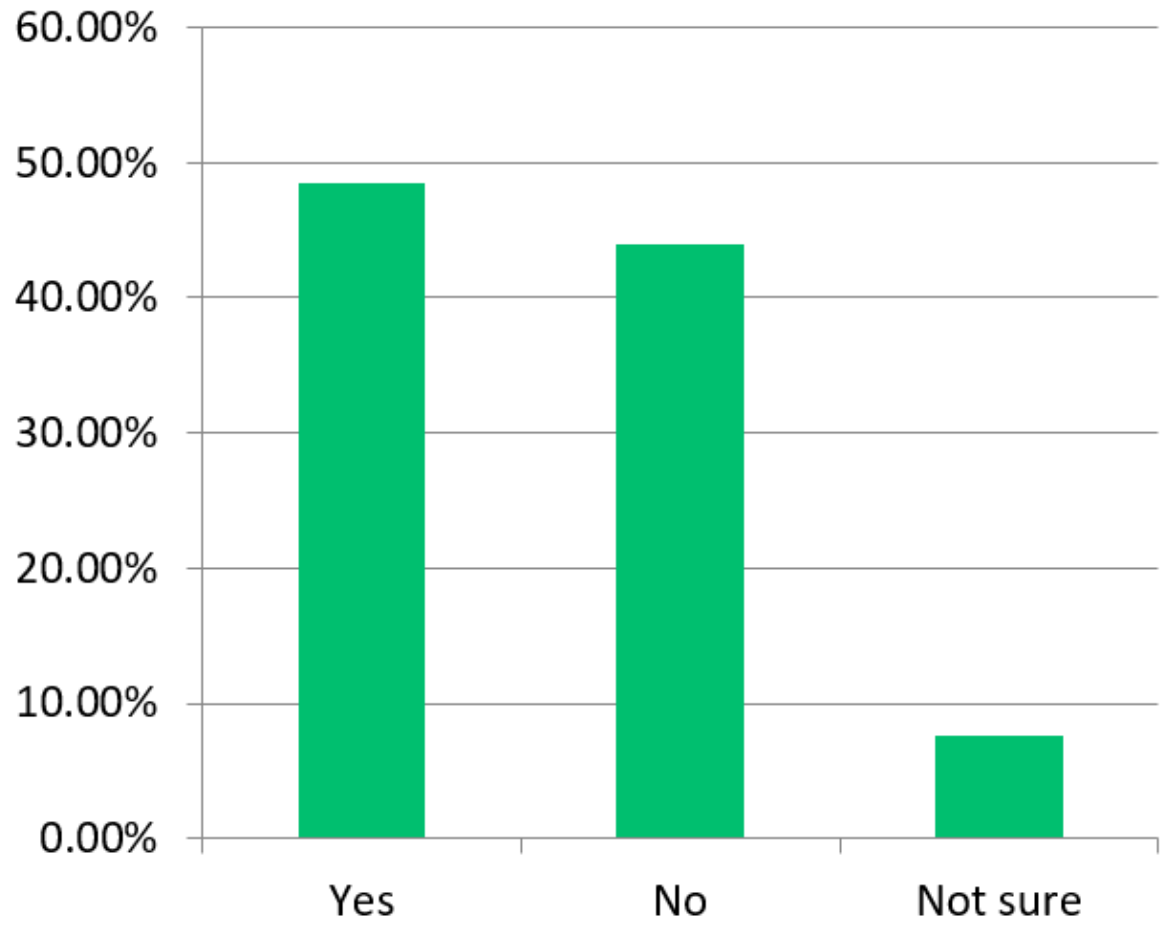
On a typical day, do you think there is enough nearby parking available for your customers?

- ❑ Yes
- ❑ No
- ❑ Not sure

Business Owners



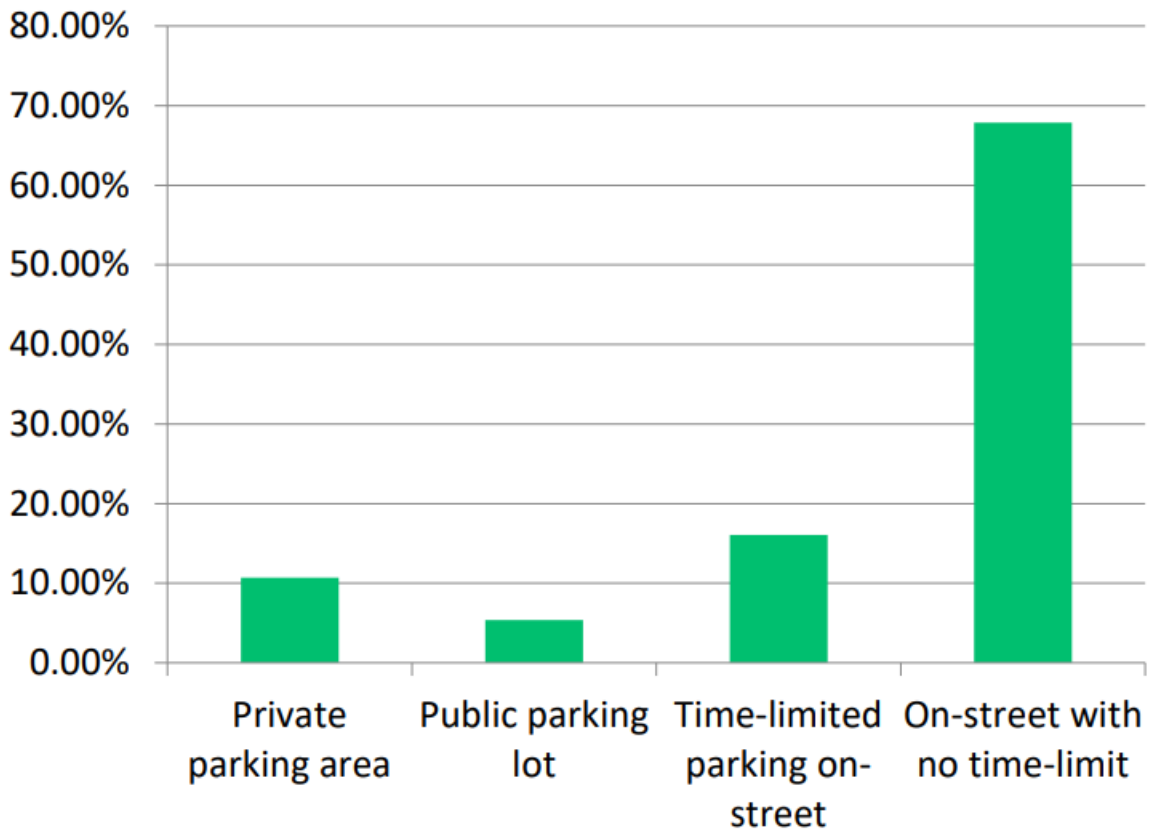
Employees



Employees

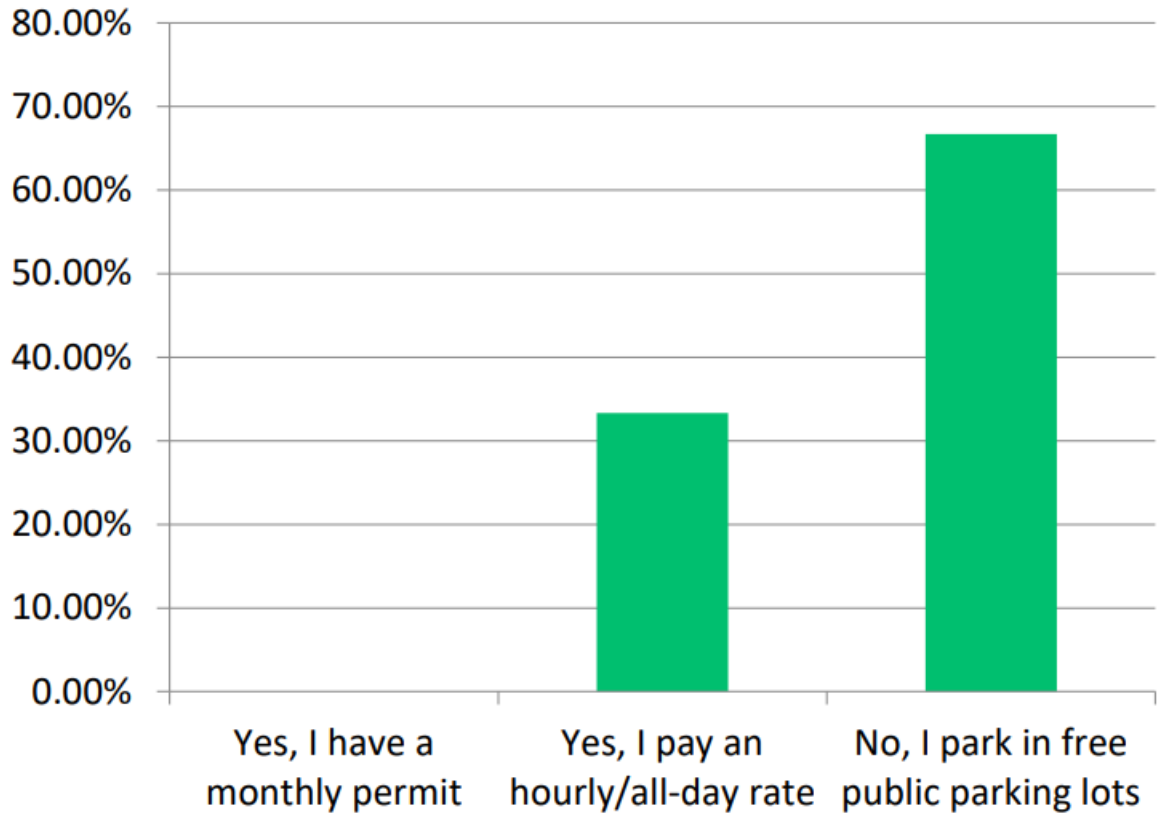
Where do you typically park while you're at work?

- ❑ Private parking area
- ❑ Public parking lot
- ❑ Time-limited parking on-street
- ❑ On-street with no time-limit



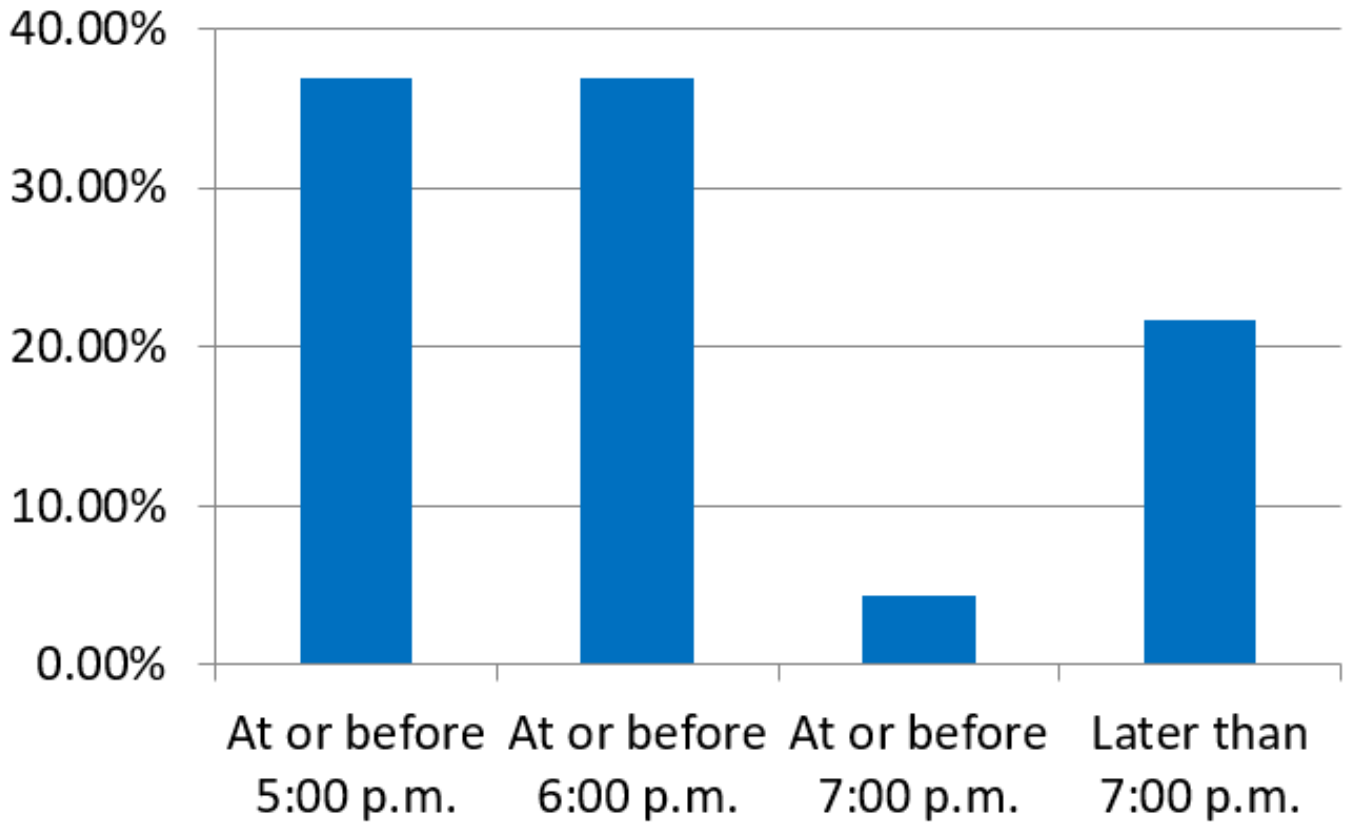
Do you pay for parking while you are at work?

- ❑ Yes, I have a monthly permit
- ❑ Yes, I pay an hourly/all-day rate
- ❑ No, I park in free public parking lots



What time does your business typically close?

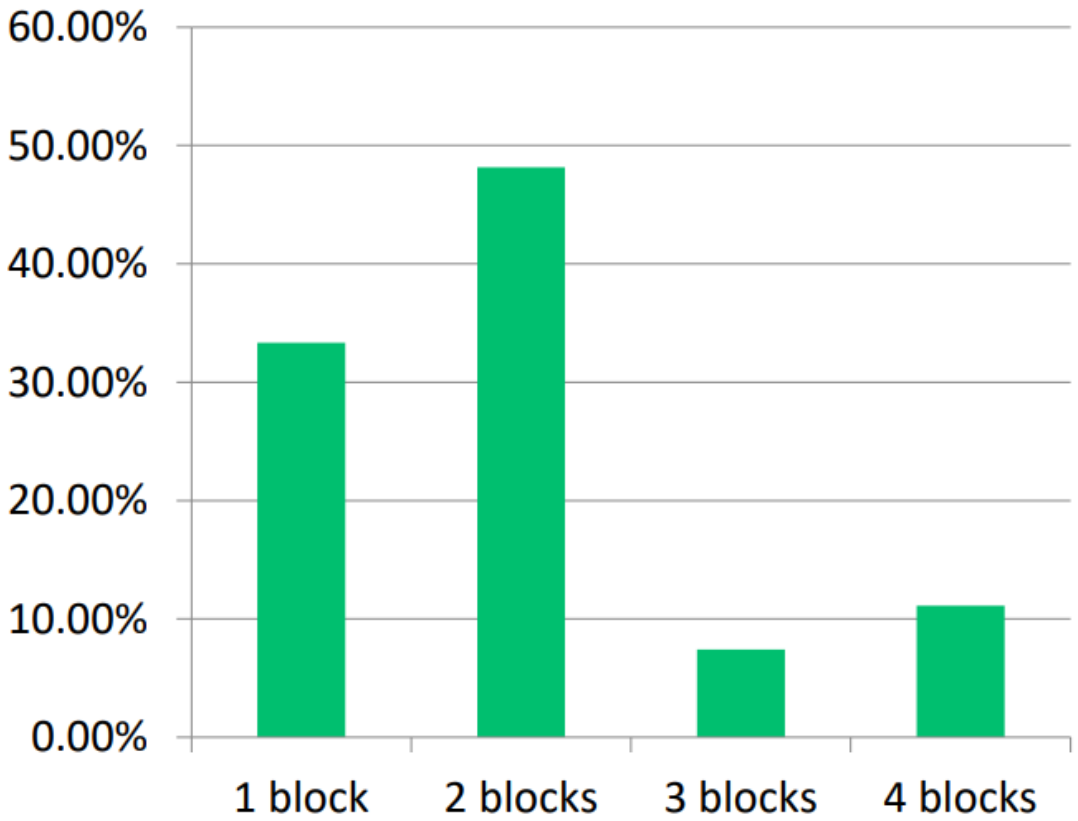
- ❑ At or before 5:00 p.m.
- ❑ At or before 6:00 p.m.
- ❑ At or before 7:00 p.m.
- ❑ Later than 7:00 p.m.



Employees

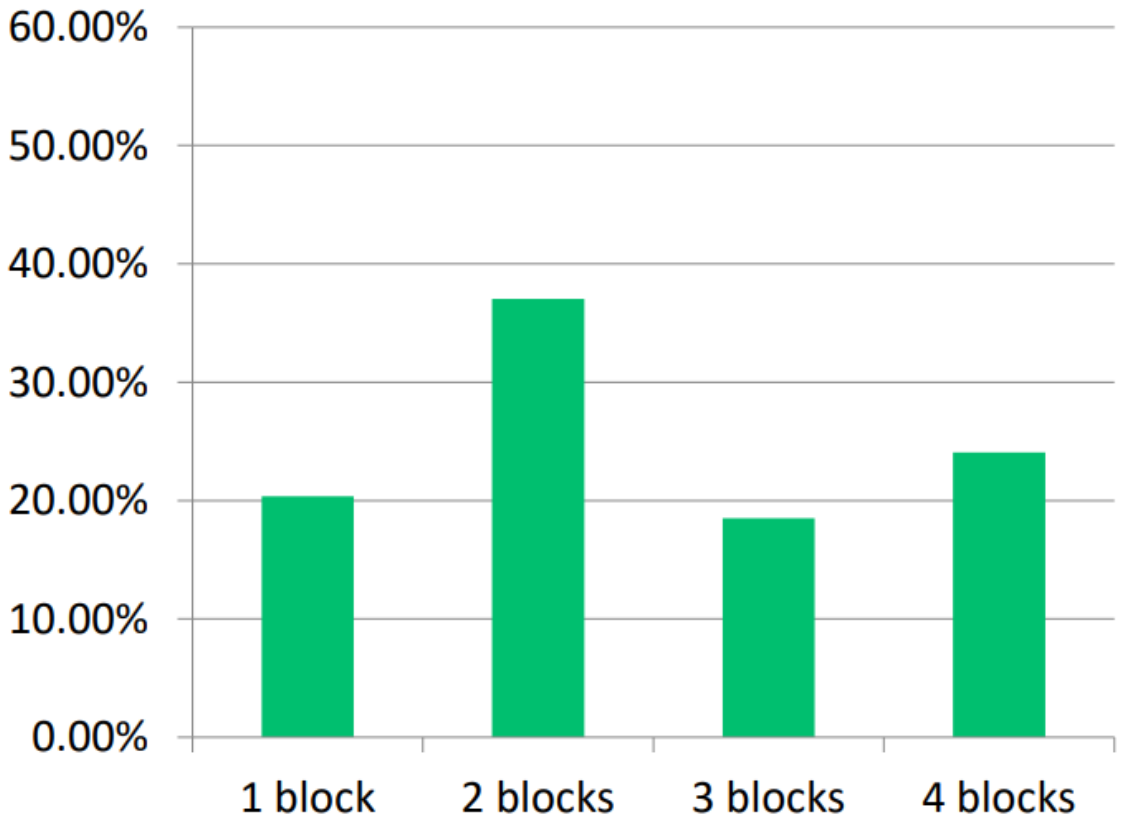
What is a reasonable distance to walk from a parking space to work during the *snow season*?

- ❑ 1 block
- ❑ 2 blocks
- ❑ 3 blocks
- ❑ 4+ blocks



What is a reasonable distance to walk from a parking space to work during *non-snow seasons*?

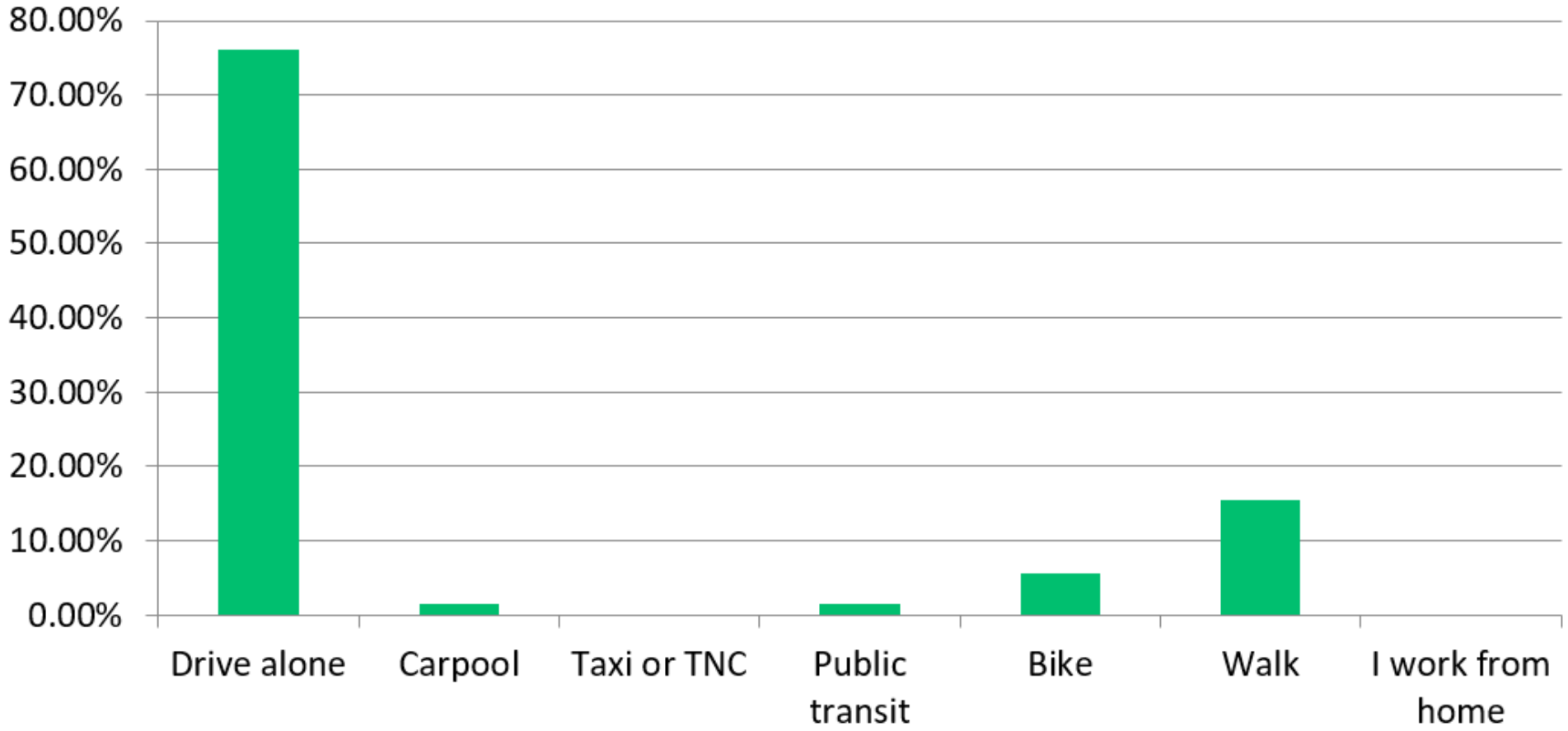
- ❑ 1 block
- ❑ 2 blocks
- ❑ 3 blocks
- ❑ 4+ blocks



Employees

How do you commute to work?

- ❑ Drive alone
- ❑ Carpool
- ❑ Taxi or TNC
- ❑ Public transit
- ❑ Bike
- ❑ Walk
- ❑ I work from home/ Telecommute



City-owned properties: overview

6TH & LEADVILLE

SITE DETAILS

SW CORNER OF LEADVILLE AVE & 6TH STREET

SITE AREA: 0.25 ACRES / 11,000 SF

ZONING ANLAYSIS

ZONING: COMMUNITY CORE (CC)

PLAN DISTRICT: #1 RETAIL CORE

MAX BUIDING HEIGHT: 52’

ALLOWABLE USES: RESIDENTIAL, RETAIL, CULTURAL

REQUIRED USES: GROUND FLOOR COMMERCIAL

MIN PARKING REQUIREMENT: NO PARKING REQ’D FOR COMMUNITY HOUSING WITHIN DISTRICT

KEY ISSUES

PARKING AGREEMENT WITH CIMINO FOUNDATION (RESOLUTION NUMBER 823)

SLOPING SITE WITH +12’ GRADE CHANGE

RESIDENTIAL UNIT/ VEHICLE PARKING STALLS

6TH & LEADVILLE
OPTION 1 - SINGLE PODIUM

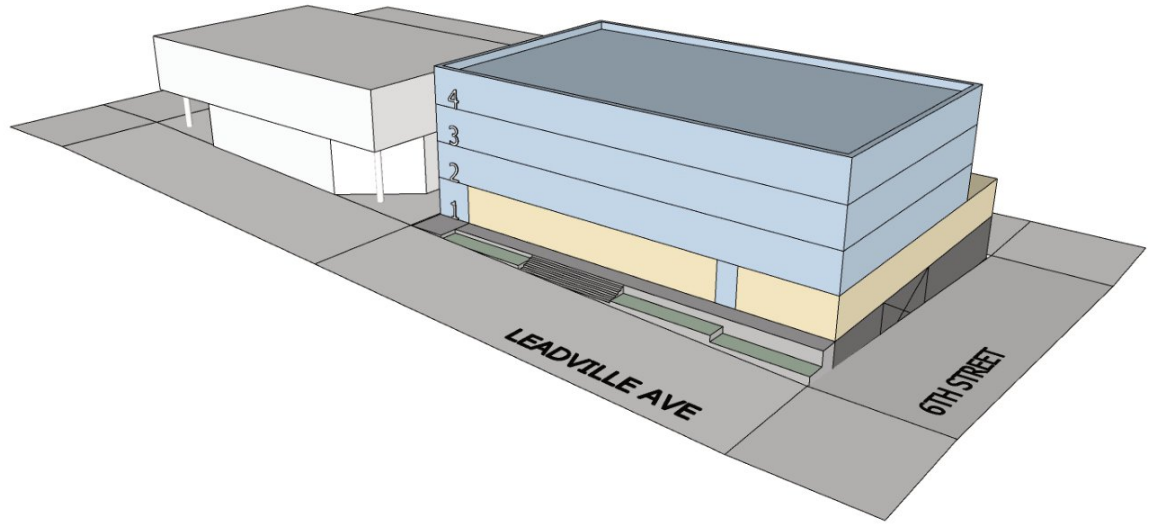
SITE METRICS

CONSTRUCTION TYPE: TYPE V (WOOD)/ TYPE I (CONC)

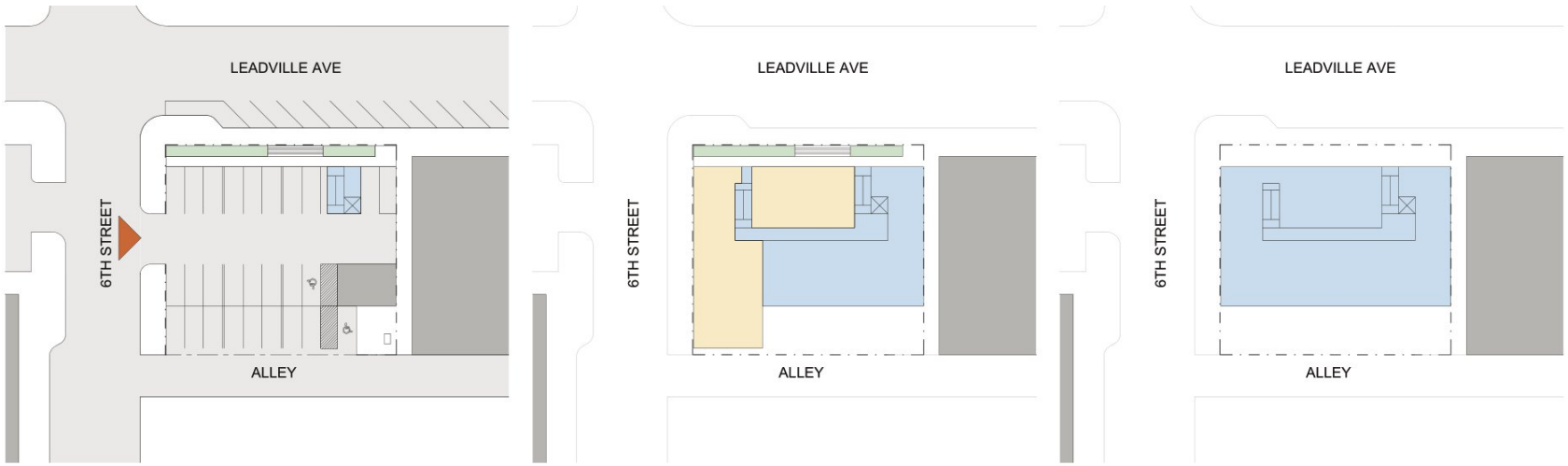
FLOORS: BASEMENT + 4 FLRS

UNITS: **20-35** (DEPENDING ON UNIT MIX OF STUDIO, 1 BED, & 2 BED UNITS)

PARKING: **26** VEHICLE STALLS



HOUSING
COMMERCIAL
PARKING



BASEMENT | LEVEL 1 | LEVEL 2-4

N

6TH & LEADVILLE
OPTION 2 - DOUBLE PODIUM

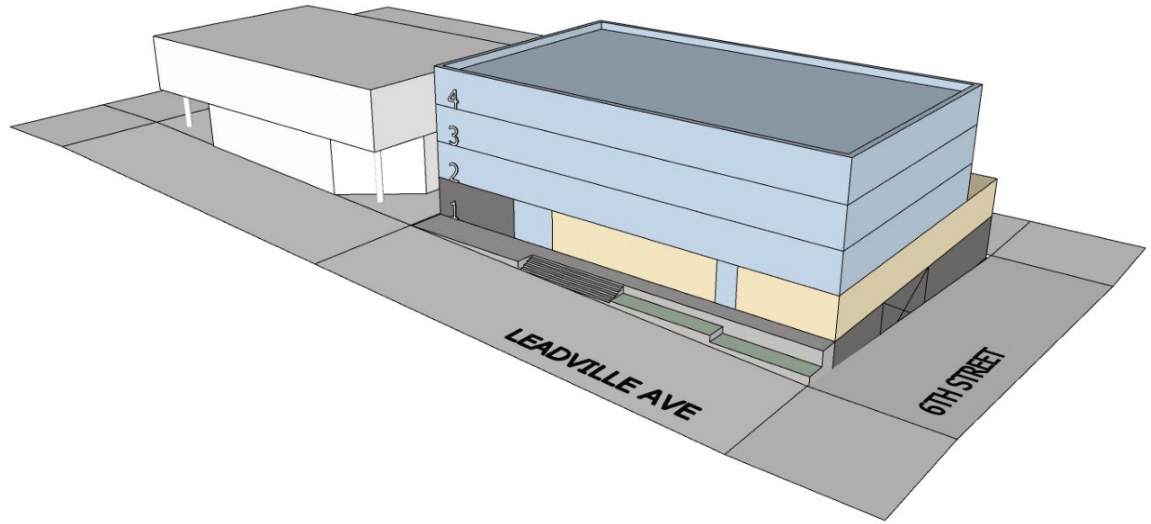
SITE METRICS

CONSTRUCTION TYPE: TYPE V (WOOD)/ 2 FLRS TYPE I (CONC)

FLOORS: BASEMENT + 4 FLRS

UNITS: **20-35** (DEPENDING ON UNIT MIX OF STUDIO, 1 BED, & 2 BED UNITS)

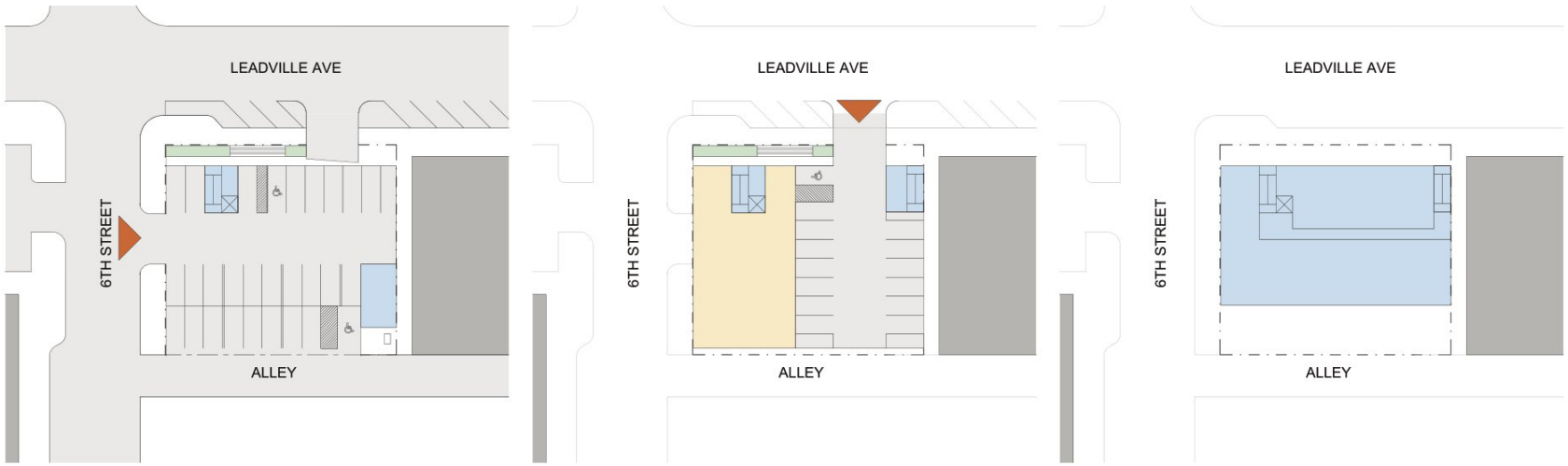
PARKING: **43** VEHICLE STALLS



HOUSING

COMMERCIAL

PARKING



BASEMENT LEVEL 1 LEVEL 2-4

N

LIFT TOWER LODGE

SITE DETAILS

703 SOUTH MAIN STREET

SITE AREA: 1.97 ACRES / 85,813 SF

ZONING ANLAYSIS

ZONING: TOURIST (T)

MAX BUIDING HEIGHT: 35FT (44’ WITH SLOPED ROOF)

ALLOWABLE USES: RESIDENTIAL, TOURIST USE

MIN PARKING REQUIREMENT: PER UNIT SF

KEY ISSUES

ITD ROADWAY IMPROVEMENTS

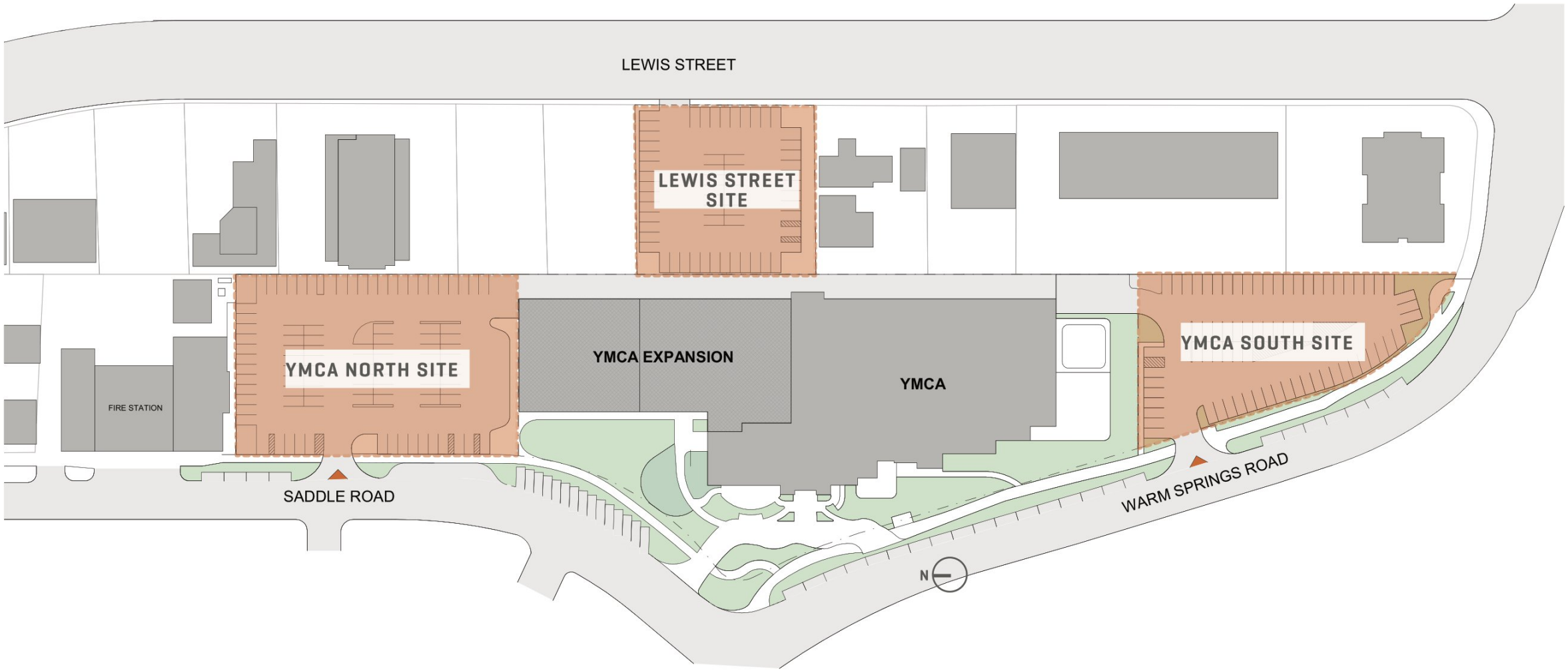
SLOPING SITE WITH +18’ GRADE CHANGE

GAS UTILITY EASEMENT OFF 2ND AVE

PRESERVING MOUNTAIN VIEWSHED

RESIDENTIAL UNIT / VEHICLE PARKING STALLS

YMCA OVERALL



LEWIS STREET

SITE DETAILS

215 LEWIS STREET

SITE AREA: 0.55 ACRES / 24,109 SF

ZONING ANLAYSIS

ZONING: LIGHT INDUSTRIAL 2 (LI-2)

MAX BUIDING HEIGHT: 35’

ALLOWABLE USES: LIGHT INDUSTRIAL, MULTI FAMILY RESIDENTIAL

MIN PARKING REQUIREMENT: 1 STALL PER BEDROOM

KEY ISSUES

ALIGNMENT WITH YMCA EXPANSION PLANS

ACCESS EASEMENT FROM LEWIS ST TO YMCA

LI-2 ZONING RESIDENTIAL CONSTRAINTS

RESIDENTIAL UNIT / VEHICLE PARKING STALLS

YMCA NORTH

SITE DETAILS

107 SADDLE ROAD

SITE AREA: 1.1 ACRES / 47,916 SF

ZONING ANLAYSIS

ZONING: TOURIST (T)

MAX BUIDING HEIGHT: 35FT (44’ WITH SLOPED ROOF)

ALLOWABLE USES: RESIDENTIAL, TOURIST USE

MIN PARKING REQUIREMENT: PER UNIT SF

KEY ISSUES

PARKING ALIGNMENT WITH YMCA EXPANSION PLANS

SADDLE ROAD STREET IMPROVEMENTS

RESIDENTIAL UNIT / VEHICLE PARKING STALLS

YMCA SOUTH

SITE DETAILS

107 SADDLE ROAD

SITE AREA: 0.66 ACRES / 28,749 SF

ZONING ANLAYSIS

ZONING: TOURIST (T)

MAX BUIDING HEIGHT: 35FT (44’ WITH SLOPED ROOF)

ALLOWABLE USES: RESIDENTIAL, TOURIST USE

MIN PARKING REQUIREMENT: PER UNIT SF

KEY ISSUES

PARKING ALIGNMENT WITH YMCA EXPANSION PLANS

WARM SPRINGS ROAD IMPROVEMENTS

RESIDENTIAL UNIT / VEHICLE PARKING STALLS

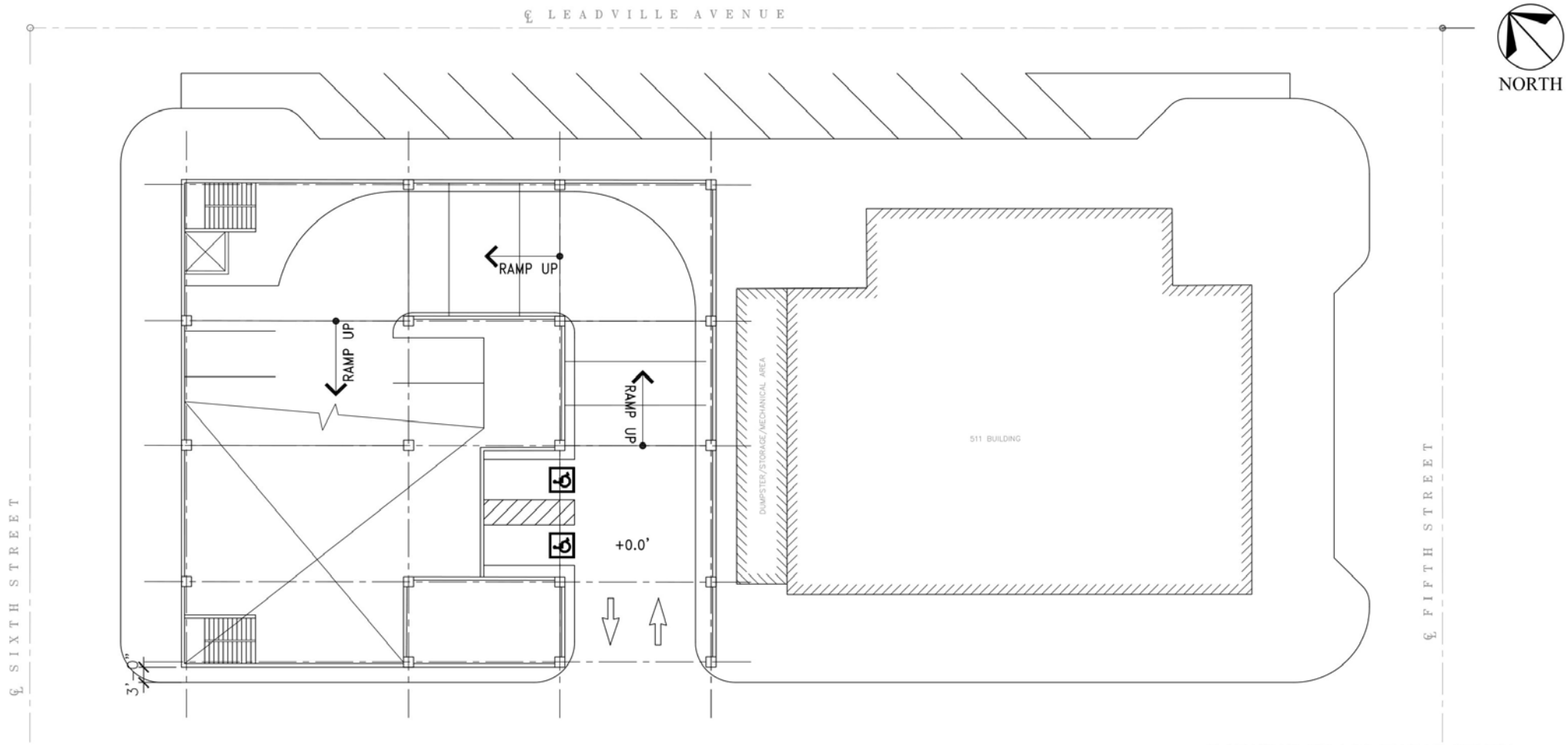
Structure parking on Leadville lot

Ketchum's downtown blocks and garage design criteria

Lots	**Downtown**		**Half Blocks**		**Full City Block (alley included)**
Dimensions	55' x 100'	55' x 150'	100' x 220'	150' x 220'	220' x 220'

Lots	**6th & Leadville**	**1st & WA**
Dimensions	100' x 110'	100' x 220'

Even a full city block does not meet the ideal length for a parking structure.



PARKING SPACE TABULATION

Level	9'-0"	8'-6"	Accessible	Total
1	5	---	2	7
2	16	---	---	16
3	16	---	---	16
4	10	---	---	10
Total	47	---	2	49

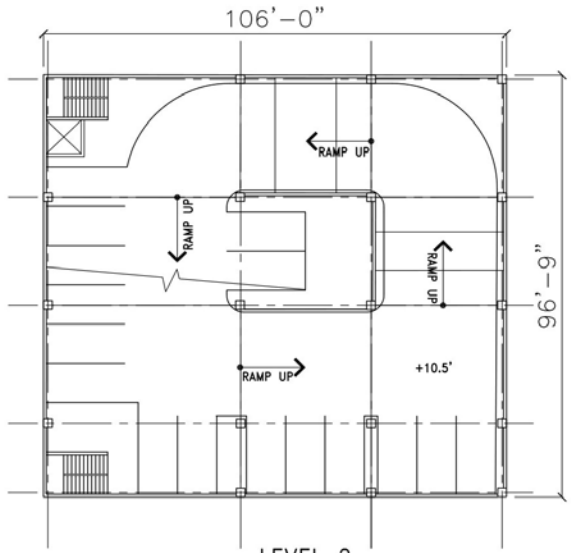
33,345 SF = Parking Efficiency of 680.5 SF/Space

KURA Sixth & Leadville Parking Garage - Option 1

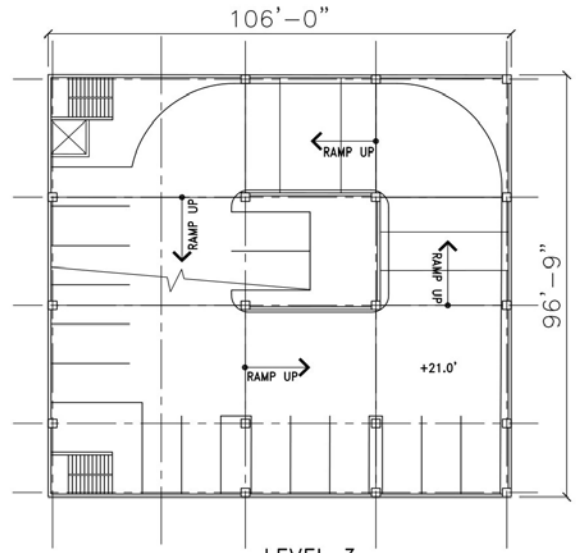
Concept Site Plan and Level 1 Parking Plan

Ketchum, ID

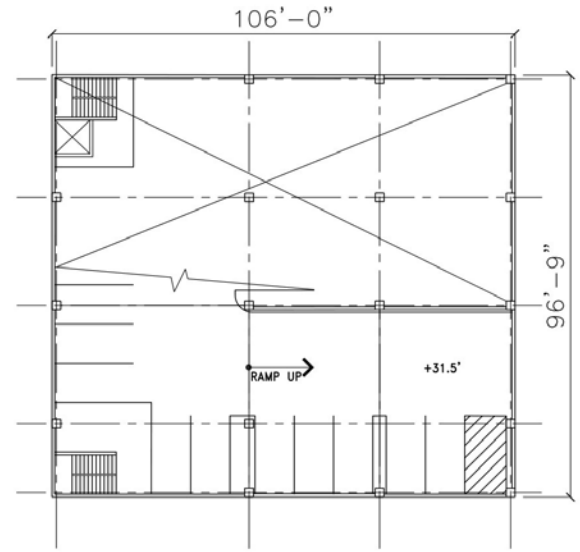
DESMAN Design Management



LEVEL 2



LEVEL 3



LEVEL 4

PARKING SPACE TABULATION

Level	9'-0"	8'-6"	Accessible	Total
1	5	---	2	7
2	16	---	---	16
3	16	---	---	16
4	10	---	---	10
Total	47	---	2	49

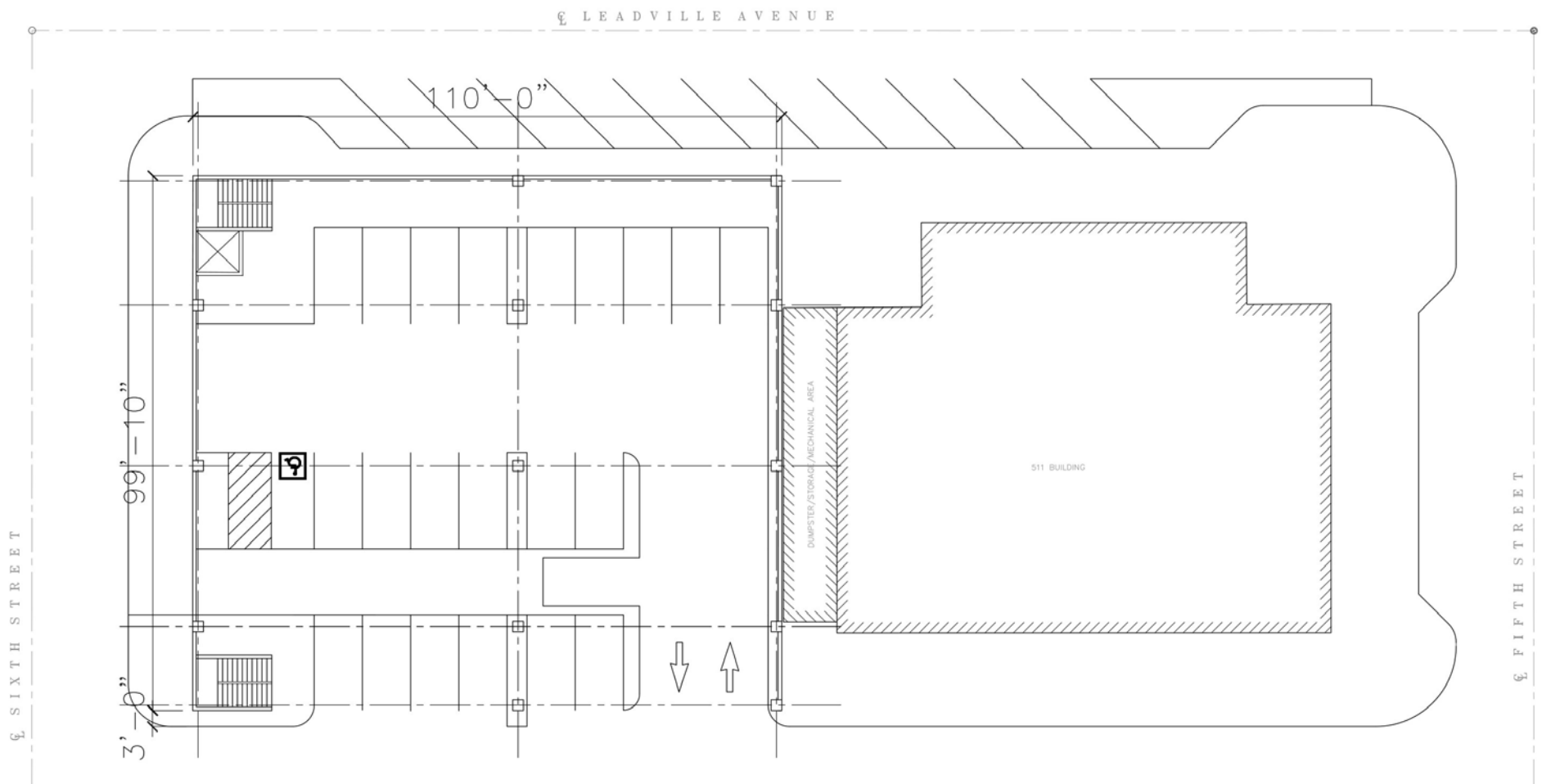
33,345 SF = Parking Efficiency of 680.5 SF/Space

KURA & Sixth & Leadville Parking Garage - Option 1

Concept Parking Plans (Levels 2-4)

Ketchum, ID

DESMAN Design Management



PARKING SPACE TABULATION

Level	9'-0"	8'-6"	Accessible	Total
1	22	---	1	23
2	23	---	1	24
Total	45	---	2	47

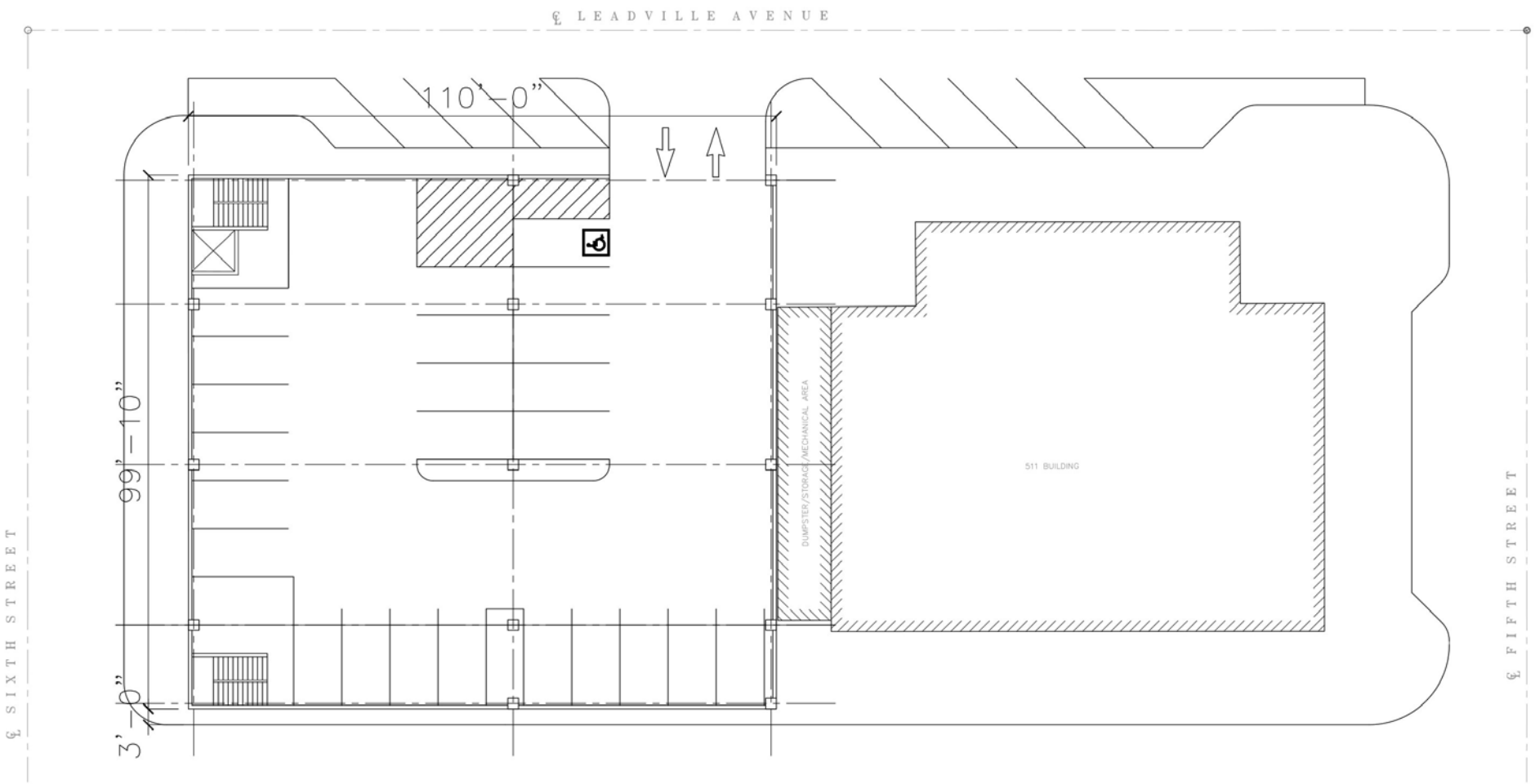
21,963 SF = Parking Efficiency of 467.3 SF/Space

KURA Sixth & Leadville Parking Garage - Option 2

Concept Site Plan and Level 1 Parking Plan

Ketchum, ID

DESMAN Design Management



PARKING SPACE TABULATION

Level	9'-0"	8'-6"	Accessible	Total
1	22	---	1	23
2	23	---	1	24
Total	45	---	2	47

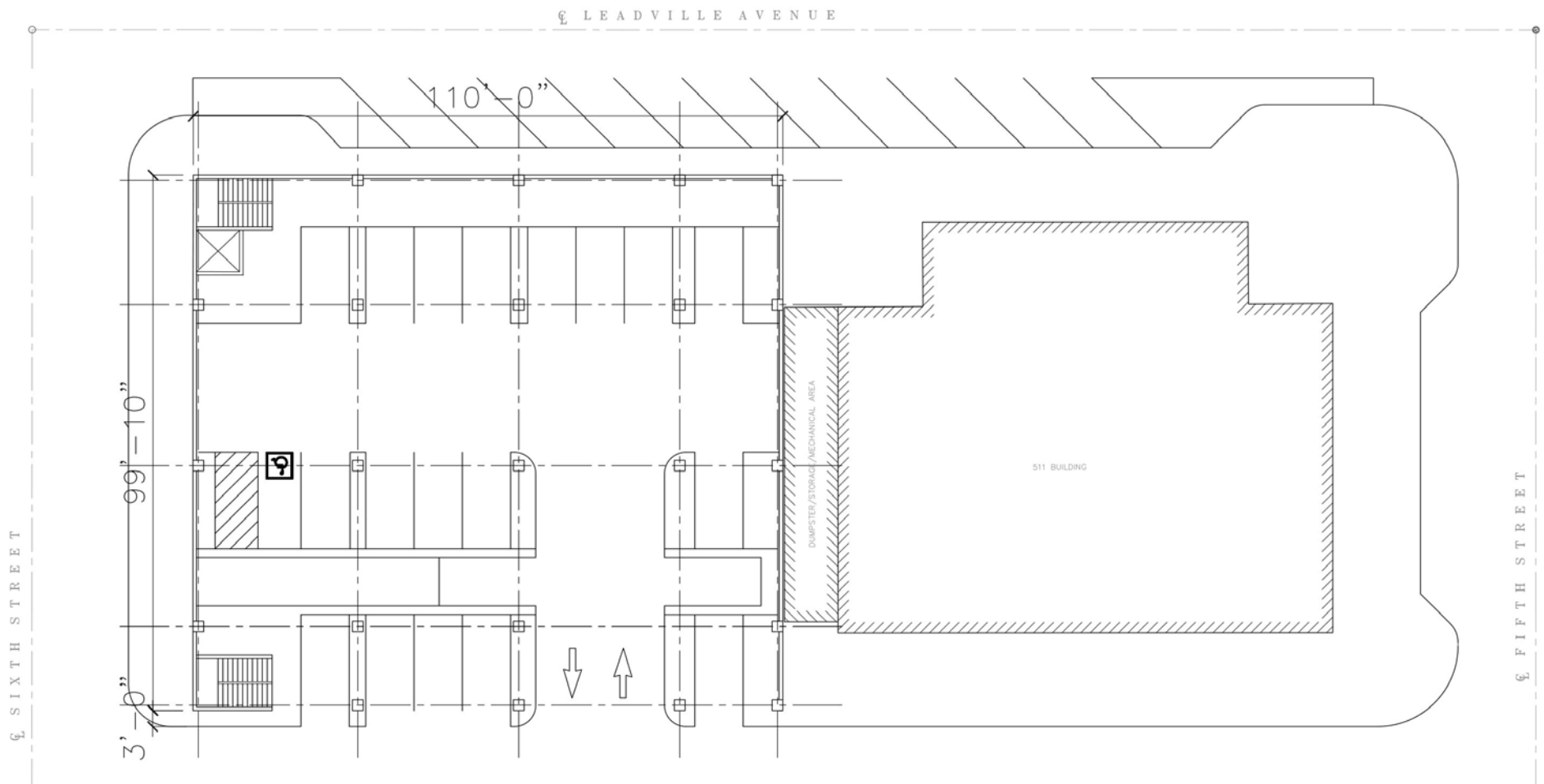
21,963 SF = Parking Efficiency of 467.3 SF/Space

KURA Sixth & Leadville Parking Garage - Option 2

Concept Site Plan and Level 2 Parking Plan

Ketchum, ID

DESMAN Design Management



PARKING SPACE TABULATION

Level	9'-0"	8'-6"	Accessible	Total
1	20	---	1	21
2	17	3	1	21
Total	37	3	2	42

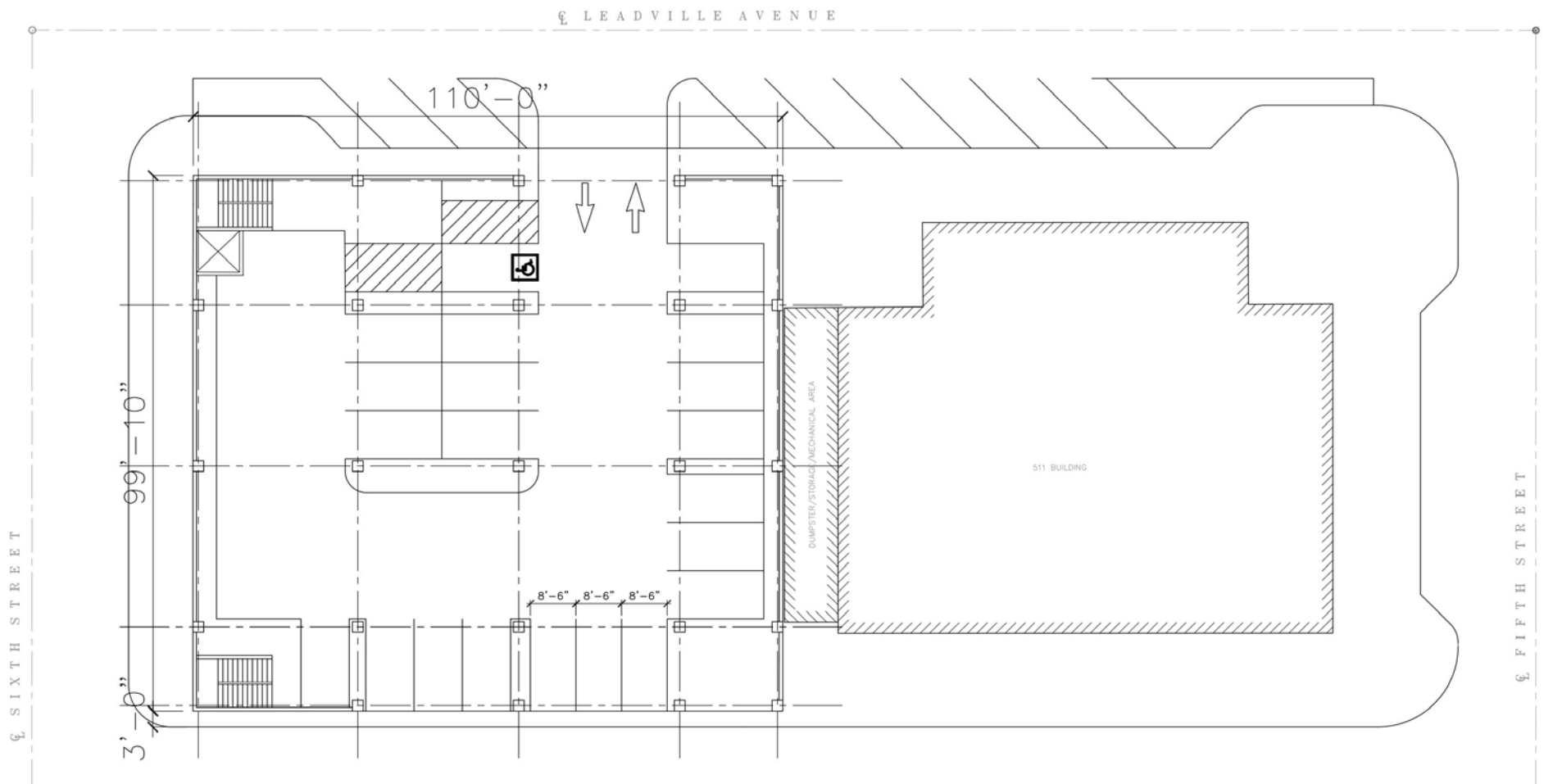
21,963 SF = Parking Efficiency of 522.9 SF/Space

KURA Sixth & Leadville Parking Garage - Option 3

Concept Site Plan and Level 1 Parking Plan

Ketchum, ID

DESMAN Design Management



PARKING SPACE TABULATION

Level	9'-0"	8'-6"	Accessible	Total
1	20	---	1	21
2	17	3	1	21
Total	37	3	2	42

21,963 SF = Parking Efficiency of 522.9 SF/Space

KURA Sixth & Leadville Parking Garage - Option 3

Concept Site Plan and Level 2 Parking Plan

Ketchum, ID

DESMAN Design Management

City resources

City resources

In-Lieu Housing Fund	
Committed to Bluebird	$ 3,300,000
Payments to date	$ 1,320,000
Current balance	$ 2,065,703
Expected new revenues	$ 969,750
FY23 next Bluebird payment	$ 1,320,000
FY24 final Bluebird payment	$ 660,000
Projected ending balance	$ 1,055,453
WA Street – KURA request	$ 1,500,000

City resources

General Fund

- The Council could utilize a portion of the unrestricted Fund Balance ($3.5m)
- Capital Improvement Plan for FY24 is currently under-funded due to no dedicated revenue source

Local Option Tax Fund

- Council could utilize revenue above forecasted amounts towards parking portion
- If so, we will need to defer other CIP projects

Discussion

- Providing a downtown parking facility—is this a priority for the council?
- KURA funds are limited, parking is expensive, KURA would like Council feedback on using funds for housing vs parking.
- Is the 1st/WA site the preferred location for a parking facility?
- Are there other city properties downtown better suited for a public parking facility?
- Does the city have the capacity to help fund a parking facility?

MEMORANDIUM

TO: **City Council & KURA Commissioners**
FROM: **Jade Riley and Suzanne Frick**
DATE: **April 24, 2023**
SUBJECT: **Ketchum Parking Analysis**

Introduction/History

This report provides the following information to assist the Board in the decision to include and fund public parking at the First and Washington site:

- Background on the city's approach to public and private parking in the downtown
- Parking demand and utilization for the downtown and 1st and Washington parking lot
- Parking structure options and costs for 1st and Washington Avenue site
- Options for funding public parking

As presented in this report, there are several public parking and funding options that could be implemented. All the options require additional exploration and discussion with the development team and KURA. At this juncture, staff requests the Board decide if public parking should be included in the project, and if so, the amount of funding KURA is willing to contribute. If the Board decides to fund parking, staff will meet with the development team and return to the Board with detailed information and implementation options.

Report Summary

The following summarizes the information in this report:

- In 2017 private parking requirements were reduced for priority uses to promote and facilitate a vibrant and year-round downtown. This shifted parking demand from private responsibility to public responsibility. The city accepted the responsibility and implemented parking management strategies and added additional public parking in the downtown.
- Demand for public parking is at capacity in some areas of the downtown during peak periods. However, overall, there is a sufficient supply of short-term public parking throughout the downtown located within a 5–10-minute walk.
- Demand for long-term employee and resident parking will continue to increase, especially in the winter, creating the need for additional long-term parking spaces. The 1st and Washington site provides the opportunity for long-term parking to meet future demand.
- The area around 1st and Washington is transforming into a destination location with two new hotels, the Argyros Theater, the Farmers Market and other events at Forest Service Park and surrounding new mixed-use commercial and residential projects. Short- and long-term parking demand will increase in this area. Ketchum is the only resort city of similar size that does not have a public parking structure to handle long-term demand.
- Two parking options meet the KURA goals for the project. The options provide 54 or 93 public parking spaces. The cost estimate for these options is $9.4 million and $13.5 million respectively.
- KURA has the capacity to fund $8-$9 million for parking. This consists of a borrowing capacity of $4.5-$5.0 million and cash consisting of $4.0 million.
- Depending on the configuration of the parking, either all shared parking for the public and residential tenants, or a combination of dedicated residential parking and separate public parking, the development could share in the parking costs. This would need to be negotiated and could impact the rental rates of the units.

Approach to Parking in Ketchum

Parking consists of two intertwined resources; public parking available on the street and public parking lots and private parking located off the street on private property to accommodate the demand created by the use occupying the property. While each resource is managed separately, they relate to one another in many ways. If there is insufficient parking to accommodate the parking need on private property, customers, visitors, and employees will rely on the public parking.

For the last 30 years, Ketchum has been evaluating options on how to improve and better manage the supply, utilization, and distribution of public parking in the downtown. At the same time, parking requirements for private development largely remained the same between 1974-2017. In 2017, private parking requirements were significantly changed to accomplish the following goals:

- Encourage mixed-use projects in the community core that contain a balance of uses contributing towards a vibrant, active, year-round downtown.
- Create incentives for development of smaller more affordable market rate units that could be occupied by year-round residents.
- Promote the reuse of existing buildings.
- Provide incentives to encourage retention, expansion and development of commercial uses that contribute towards a vibrant, successful, and busy downtown during the day and night.
- Encourage the use of alternative modes of transportation to reduce traffic congestion, reduce the demand for parking and enhance the pedestrian and bicycle opportunities.
- Encourage the production of on-site community housing.

Projects approved and developed downtown after 2017 have relied on reduced parking requirements for residential, restaurant, retail, and assembly uses. In 2022, reduced parking was established for office uses. Projects with priority uses were feasible because of the reduced parking requirements such as the Argyros, numerous residential projects containing smaller market rate or deed restricted residential units, and projects with ground floor retail.

At the time the parking reductions were approved, the city recognized that downtown parking demand and management would shift from private responsibility to public responsibility for priority uses. A responsibility the city was willing to accept to promote a vibrant and successful year-round economy. Public parking was considered public infrastructure, the same as streets, sidewalks, and other public improvements.

Depending on the type of parking being shifted, short term (visitor and customer) vs long term (employees and residents), the shift would accelerate the demand for public parking facilities. At the time of the parking changes, long-term parking users (employees and residents) were impacting the availability of short-term parking for visitors and customers. Employees and residents were occupying prime street parking spaces, which in turn reduced the availability of short-term parking for customers and visitors. To address the issue and create more short-term parking, long-term parking spaces were converted to short-term parking spaces. This action reduced the availability of long-term parking spaces and shifted employees and residents to the edges of downtown.

Over time, the private parking reductions directly impacted the supply and demand of public parking downtown creating an increased demand for public parking. The availability of parking is critical to the success and continued vibrancy of the downtown. Since the parking reductions occurred, the city has focused on parking management strategies, evaluation and monitoring of parking conditions downtown, and the creation of public parking to support a vibrant and active downtown.

KURA played a key role by increasing the supply of public parking downtown. In 2018, KURA acquired the city-owned parking lot at 2nd Street and Washington Avenue and combined the lot with the adjacent KURA owned properties. The lots were reconfigured creating approximately 60 public parking spaces. KURA is now deciding if public parking will continue to exist on the site as part of the new development under consideration.

Parking Demand and Utilization in the Downtown

Public parking in downtown Ketchum consists of on-street parking and off-street parking in three surface parking lots. As of 2022, a total of 1,996 public parking spaces exists in downtown, 136 spaces in public parking lots and 1,860 on-street spaces.

Parking utilization measures the level of occupancy of the parking supply during a given period and is expressed as a percentage of parking supply. Parking in downtown areas is generally considered "effectively full" when occupancies reach 85% utilization. When parking exceeds 85%, people have difficulty finding parking and some customers or short-term parkers may leave the area due to an inability to find parking. Occupancies above 100% are possible when vehicles park illegally or in unofficial spaces. Typically, the maximum distance someone would park and walk to their intended destination is about a 5- to 10-minute walk. Given the estimated 1,996 public spaces downtown, the total effective capacity in the downtown is approximately 1,697 parked vehicles at the 85% utilization level. The majority of parking spaces are within a 5- to 10-minute walking distance from all points downtown.

To determine if there is sufficient supply of public parking to meet present and future demand, two factors are analyzed, the number and location of public parking spaces and the utilization of the spaces.

Since 2004, the city has collected parking data for downtown including number of spaces, allocation of spaces and utilization of parking spaces. The number of public parking spaces downtown has increased over time with the addition of center parking on wider streets, conversion of parallel parking to diagonal parking, and the addition and expansion of public parking lots. The data collected found the following:

- In 2004, an aerial survey was conducted during the summer to determine utilization of the public parking. At that time, 73% of the public parking spaces were being used, leaving 26% available.
- Additional parking was added downtown after 2004. In 2015 and 2016, a utilization survey was conducted by City staff during the shoulder season in November and early December 2015, and during the peak period in December 2015 and December 2016. This survey revealed public parking was approaching, or at capacity, in certain areas in Ketchum during the December peak period. However, overall, there was sufficient parking within a 5- to 10-minute walk to accommodate peak demand.
- Most recently, the city contracted with Dixon Resources Unlimited to obtain detailed periodic parking utilization information. Utilization surveys were conducted June 2021-March 2022, April-June 2022, and July-November 2022. The most recent data collected in July-November 2022 found some areas exceeding 85% occupancy, demonstrating parking demand is increasing. However, overall parking occupancies were below maximum thresholds and sufficient public parking exists throughout the downtown.

As shown in Table 1, available public parking downtown has increased and in 2021 consisted of 1,996 spaces. Public parking spaces include on-street parking and off-street parking in public parking lots. Utilization varies depending on the location and time of day.

Table 1

Parking Type	2004	2007	2015/16	2022-23
Short Term Spaces	605	933	933	834
Unrestricted Spaces	1060	990	985	1138
Total Spaces	1,665	1,923	1,918	2,018
Utilization of Spaces	74%	N/A	26%-121%*	11%-100%***

* Peak period occupancy
** Shoulder season weekday average occupancy
*** July-November 2022 occupancies

Short-Term Parking Demand

Short term parking is defined as parking for customers and visitors for a period of 1-3 hours. Based on the data collected in the past and the most recent information collected (April-June 2022), there is sufficient public parking to meet the present and future demand for short-term parking. This assumes people are willing to walk 5-10 minutes to their intended destination. While some areas, such as the area around Atkinsons, experience occupancies over 85% at peak periods, overall, there is available parking throughout the downtown to meet the short-term parking demand. This is confirmed by the utilization data showing that the majority of areas downtown experience parking utilization at or less than 50%. For the foreseeable future, with implementation of parking management strategies, there will be sufficient short-term parking to support businesses in the downtown.

Long-Term Parking Demand

Long-term parking is defined as parking beyond 3 hours, typically used by daytime and nighttime employees and downtown residents. It is projected that the demand for long-term parking will continue to increase. As new residential units and commercial uses are constructed downtown, the demand for daytime long-term parking and overnight winter parking continues to grow.

Currently, the downtown has a mix of short-term and long-term parking. As demand for short-term customer and visitor parking increases, long-term parking spaces will be converted to short-term spaces. Employees and residents will be shifted to the outskirts of downtown into adjacent residential areas. This is particularly problematic in the winter when employees and residents must navigate icy conditions and walk a considerable distance to long-term parking. Demand for overnight winter parking will also continue to increase as more residential units are developed downtown.

Since the 1960s, overnight parking on city streets during the winter has been prohibited. Prior to 2017, the historical practice was to require residential parking to be provided on private property. To encourage the production of more housing, and to prioritize square footage dedicated to housing instead of parking, in 2017 the city reduced residential parking requirements in the downtown. It was acknowledged at the time that this action would increase the demand for overnight residential parking. The demand would be met by implementing parking management strategies and developing new off-street parking facilities. The city currently has a program allowing overnight winter parking in specific areas downtown. Those areas are limited, and the overnight parking spaces are highly utilized.

The utilization studies show increasing demand for parking in key areas of the city, with demand exceeding the 85% occupancy in some areas. The utilization studies show there is sufficient overall short-term and long-term parking available today. The demand for long-term parking will increase as new developments

occur. The area of 1st and Washington is transforming into a destination location that will impact the supply and demand of public parking. Two new hotels, multiple mixed-use projects, the Farmers Market at Forest Service Park, and events at the Argyros are all expected to increase demand for short- and long-term parking in the area. In addition to daytime demand, there is an increasing demand for overnight winter parking which will continue to grow with the construction of new residential units. Over time, the demand for long-term employee, resident, and overnight winter parking will continue to increase.

Parking Demand and Utilization at 1st and Washington Parking Lot

The public parking lot at 1st and Washington consists of approximately 60 spaces. Utilization of the lot is increasing, with higher utilization between 12pm and 9pm weekdays. The city monitors utilization through the Community Service Officers (CSO) and through the Dixon data collection. The following summarizes the most recent utilization information:

- Dixon data collection August 2021-March 2022 shows 76.6% occupancy between 2pm and 5pm.
- CSO observations: summer occupancy ranges between 60%-70% between 12pm and 9pm and winter occupancy is approximately 50% between 12pm and 6pm and 30% between 6pm and 9pm.
- When events occur at Limelight, Argyros and Forest Service Park, the parking lot provides easy and accessible parking.

Parking utilization in the lot is a function of the availability of public parking on streets in the area. If there is abundant street parking, utilization of the parking lot is low. When street parking is heavily used, parking in the lot increases. In the next 5 years, with the development of the 1st and Washington site and replacement and widening of sidewalks in the area, available street parking in the area will be reduced. This will create more demand for off-street parking in a public lot or structure.

Parking Management Downtown

The city is working on a Parking Action Plan for the downtown. Before the report is finalized and presented for approval to the Planning and Zoning Commission and City Council, the city will conduct additional business and public input. The draft Plan states:

"*Certain off-street parking lots may be considered for redevelopment in the future. The City should consider opportunities to partner with developers to build parking that will be publicly available. A public parking garage could provide additional long-term and overnight parking options, which appear to be in short supply in Downtown Ketchum.*

Ketchum is the only resort city of similar or larger size that does not have a public parking structure to handle long-term parking demands.

In February 2022, the city conducted a downtown parking survey to gather feedback from business owners, employees and residents on parking within downtown. A total of 386 responses were received. Key findings from the survey include:

- Most employees and employers rely on public parking for employees.
- Most customers rely on public parking when visiting the downtown.
- The majority of employees and customers find parking right away or within 5 minutes or less.
- The top improvement suggested by residents and visitors was building a parking garage.

KURA Public Outreach and Input

Prior to issuing a request for proposals, the KURA conducted robust public outreach with surrounding stakeholders and the community to gather public input on the three project goals and to identify any issues of concern. The community and stakeholders supported the three goals for the project:

- **Goal 1**. Provide local, affordable workforce housing downtown, particularly for professionals and those essential to a strong, diverse downtown economy.
- **Goal 2**. Provide structured public parking in anticipation of long-term downtown growth and development.
- **Goal 3**. Provide active ground floor opportunities to maintain the vibrancy of downtown.

During the public engagement, stakeholders and the public were concerned about the impact the development would have on parking in the downtown, and most excited about the potential for sub-grade parking that would help offset the development and maintain public parking in the area. In recognition of the public outreach, the RFP identified the three goals that any future project must meet.

Public Parking Options

The KURA hired Desman to identify different parking configurations for consideration by the Board. Desman concluded that given setback requirements, the maximum building footprint is 92' x 210'. As a result, the width of the site is not conducive to the development of a functionally efficient and cost-effective parking garage at this location. However, this is a typical site in Ketchum and one of the largest sites available for public parking. Parking is possible but the cost will be higher due to the site configuration. After preparation of the report, the development team identified another option, this is reflected in Option 4A.

Once the parking options were identified, the development team prepared cost estimates for each option. The cost estimates assume all the parking is allocated to public parking. This approach increases the cost for parking beyond the estimate in the RFP proposal. As an example, in Option 3 (one level of at grade parking and two levels below grade) the RFP proposal assumed the at grade parking would be dedicated to residential use and the two levels below grade would be public parking. The cost for the below grade parking was estimated at $8.6 million assuming the KURA financed the construction. If all the parking is public parking, the estimated cost is $13.5 million. If the hard and soft costs for the at grade parking were removed from the cost estimate, the cost estimate would be closer to the RFP proposal estimate.

Table 2 below outlines the options and the cost estimates for each option. The development team will be present at the meeting to review the cost estimates. Desman will provide their evaluation of the cost estimates at the meeting.

When comparing the parking options with the KURA goals for the project, Options 3 and 3A meet all the KURA goals. The other options (Options 1, 1A ,2) compromise the number of residential units that can be developed or compromise Goals 2 and 3 (Options 4, 4A).

Table 2

Option	Number of Spaces	Number of Parking Levels	Number of Residential Levels	Cost Estimate	Compliance with KURA Goals
Option 1	93	2 levels above grade, 1 level at grade	1 level	$10,548,868	In conflict with Goal 1
Option 1A	54	1 level above grade, 1 level at grade	2 levels	$7,698,868	In conflict with Goal 1
Option 2	93	1 level above grade, 1 level at grade, 1 level below grade	2 levels	$12,349,096	In conflict with Goal 1
Option 3	93	1 level at grade, 2 levels below grade	3 levels	$13,568,747	Meets all Goals
Option 3A	54	1 level at grade, one level below grade	3 levels	$9,448,868	Meets all Goals
Option 4	31	1 level at grade	3 levels	$4,898,868	Meets Goal 1, in conflict with Goal 2
Option 4A	49-17 public spaces, 32 dedicated residential spaces	1 level at grade	3 levels	$4,898,868	In conflict with Goals 2 and 3

The development team has indicated all the parking on site could be shared parking between the public and residential users without the need for dedicated residential parking. To facilitate this arrangement, the parking will need to be managed by either the KURA or the city. In the case of shared parking, all the parking would be public parking and available on a first come first served basis. No priority, special privilege or reduced rate could be given to the residents of the development. This approach increases the cost of the public parking. This is an area of negotiation between the KURA and the development team since this approach relieves the need and cost for parking for the development.

Funding Options

As outlined in the parking options, Options 3 and 3A align with all the KURA goals for the project. The development team has indicated all the parking could be public parking shared by both the public and residents of the project. However, the Board could choose to segregate the parking with designated residential parking funded by the project and designated public parking funded by KURA.

In January the KURA considered the borrowing capacity for public parking. The KURA has borrowing capacity between $4.5-$5.0 million. There is approximately $3.0 million available in unbudgeted fund balance and approximately $1.0 million available in the FY23 budget for infrastructure projects for a total of $4.0 million in cash that could be used for public parking. The total KURA contribution towards parking is $8.5-9.0 million.

The following outlines the different funding options that could be considered:

Alternative A: All the parking is public. Residential users will share the parking with the public on a first come first served basis. KURA funds all the public parking with bonds and cash.

Alternative B: A portion of the parking is dedicated to the residents and a portion is dedicated public parking. Residents may use the public parking in the same manner as the general public. KURA funds the public parking, the development entity funds the dedicated residential parking.

Alternative C: All the parking is public. Residential users will share the parking with the public on a first come first served basis. KURA funds a portion of the public parking with bonds and cash and the development entity funds a portion of the parking.

Alternative D: Parking is either public parking or a combination of public parking and dedicated residential parking. The development entity funds the cost of parking and KURA reimburses the parking costs.

In considering the options, it is important to note that the development entity is a not-for-profit organization and will not be making any profit or receiving any funds from this project. Increases to the project costs must be offset by increases in the rent levels for the units. The development entity has indicated they are not inclined to support Alternative D. As a not-for-profit entity, their mission is to develop workforce housing, the mission does not include production of public parking. This conflict could inhibit the ability to obtain tax exempt financing for the parking. Generating private capital to produce public parking will be very difficult.

Conclusion

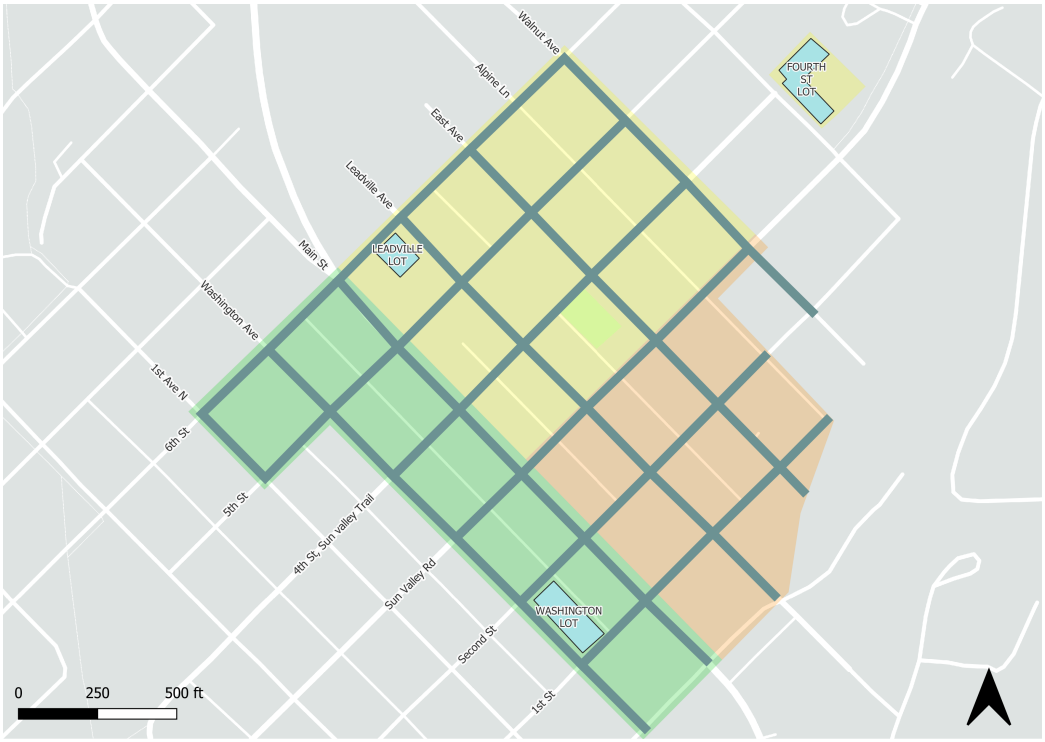
- Demand for public parking will continue to increase downtown. Some areas downtown are at capacity during peak periods.
- Demand for long-term employee and resident parking will continue to increase, especially in the winter, creating the need for additional long-term parking spaces. The 1st and Washington site provides the opportunity for long-term parking to meet future demand.
- The area around 1st and Washington is transforming into a destination location with two new hotels, the Argyros Theater, the Farmers Market and other events at Forest Service Park and surrounding new mixed-use commercial and residential projects. Short- and long-term parking demand will increase in this area. Ketchum is the only resort city of similar size that does not have a public parking structure to handle long term demand.
- Two parking options meet the KURA goals for the project. The options provide 54 or 93 public parking spaces. The cost estimate for these options is $9.4 million and $13.5 million respectively.
- KURA has the capacity to fund $8-$9m million for parking. This consists of a borrowing capacity of $4.5-$5.0 million and cash consisting of $4.0 million.
- Depending on the configuration of the parking, either all shared parking for the public and residential tenants, or a combination of dedicated residential parking and separate public parking, the development could share in the parking costs. This would need to be negotiated and could impact the rental rates of the units.

Rapid Parking Report
City of Ketchum

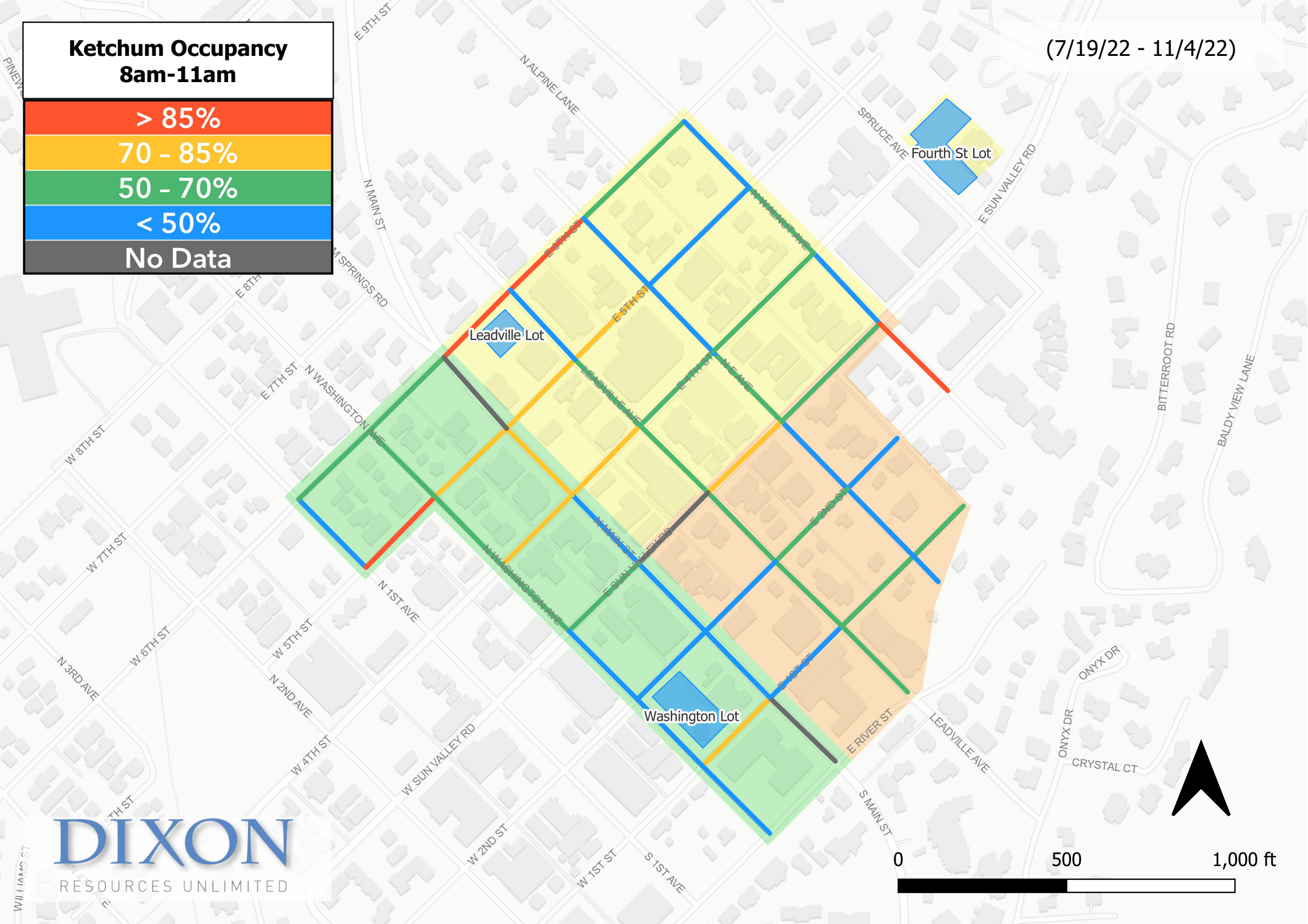
Parking Area: Downtown on-street and off-street

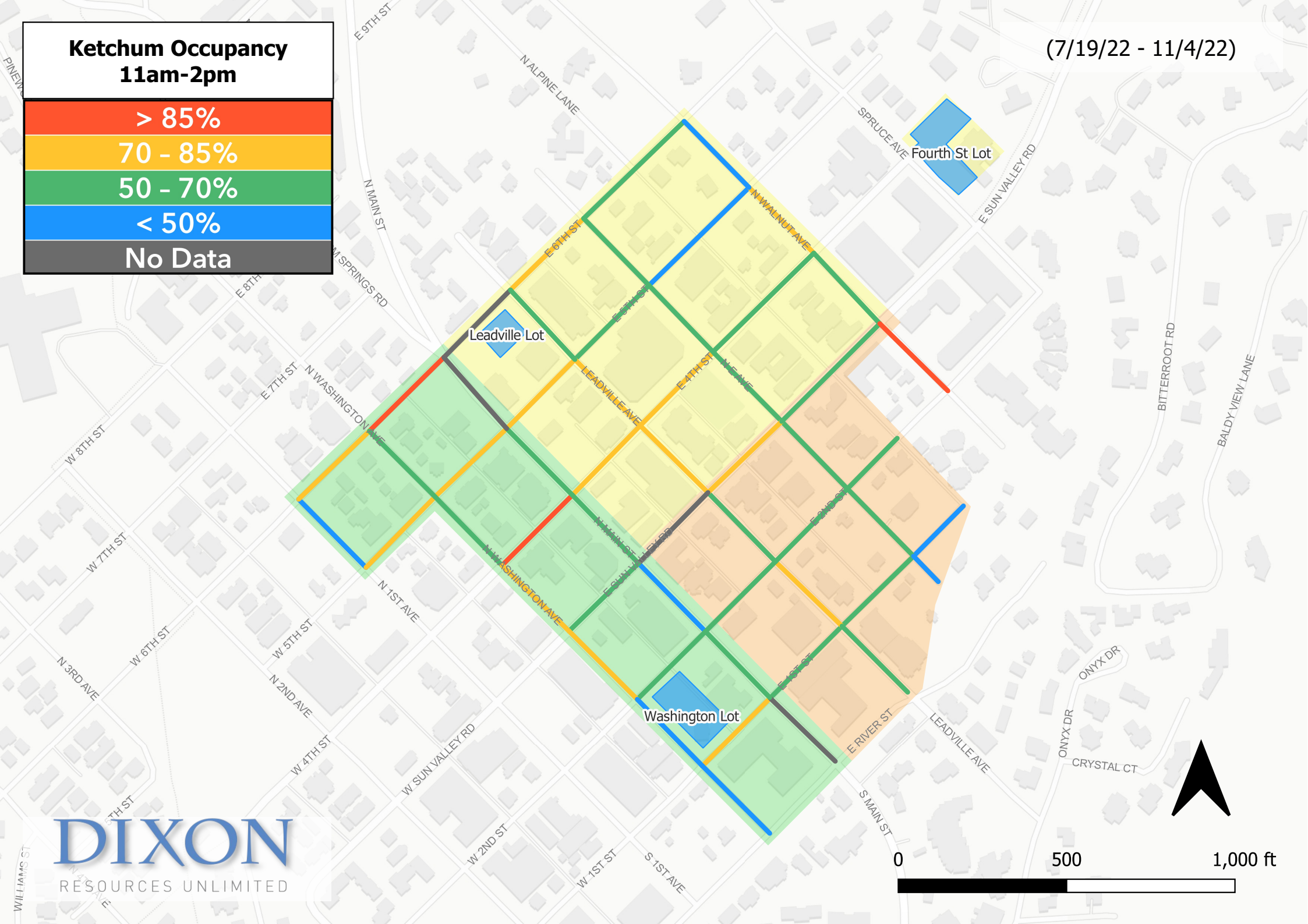
Collection Range: July 2022 - November 2022

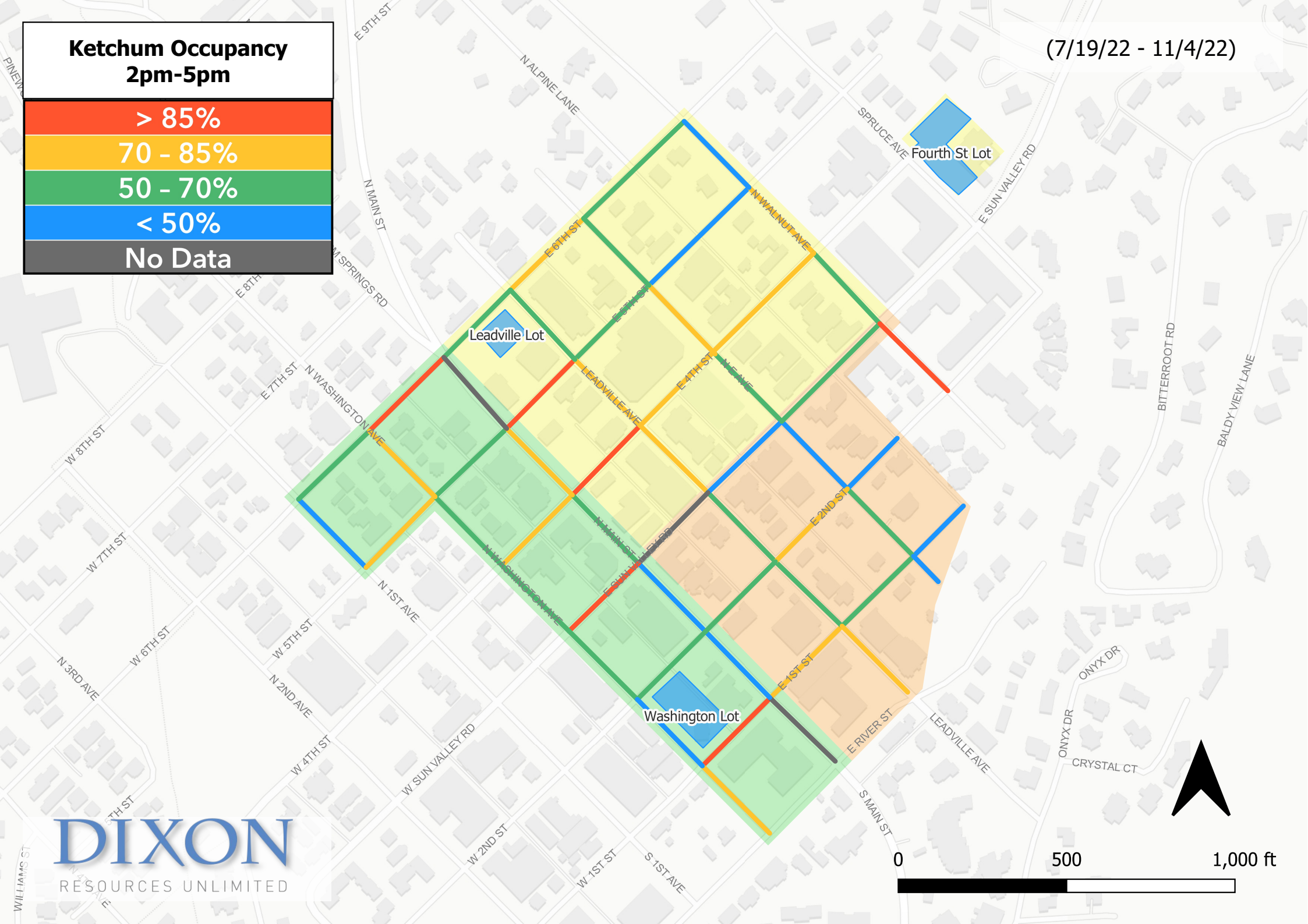
Map 1: Downtown Ketchum

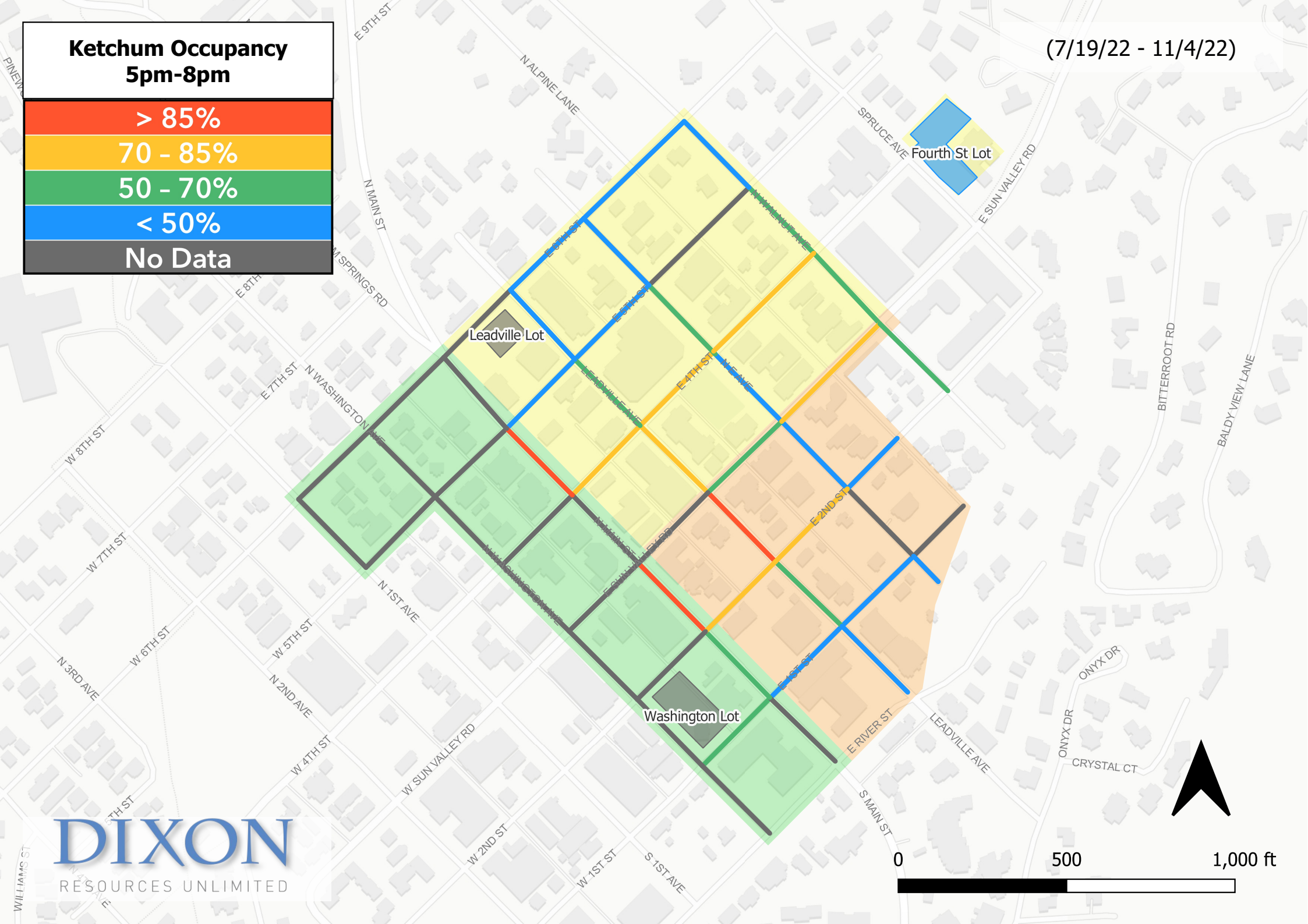


* Occupancies over 85% are highlighted orange.
** Cells that are blank represent absent data.


Ketchum Occupancy
8am-11am
> 85%
70 - 85%
50 - 70%
< 50%
No Data
(7/19/22 - 11/4/22)
Leadville Lot
Fourth St Lot
Washington Lot
E 9TH ST
N ALPINE LANE
SPRUCE AVE
E SUN VALLEY RD
N MAIN ST
E 8TH ST
SPRINGS RD
E 7TH ST
N WASHINGTON AVE
E 5TH ST
LEADVILLE AVE
E 4TH ST
E 2ND ST
E 1ST ST
E RIVER ST
W 8TH ST
W 7TH ST
W 6TH ST
W 5TH ST
W 4TH ST
N 3RD AVE
N 2ND AVE
N 1ST AVE
W SUN VALLEY RD
W 2ND ST
W 1ST ST
S 1ST AVE
S MAIN ST
BITTERROOT RD
BALDY VIEW LANE
ONYX DR
CRYSTAL CT
0
500
1,000 ft
DIXON
RESOURCES UNLIMITED


Ketchum Occupancy
11am-2pm
> 85%
70 - 85%
50 - 70%
< 50%
No Data
(7/19/22 - 11/4/22)
Leadville Lot
Fourth St Lot
Washington Lot
E 9TH ST
N ALPINE LANE
SPRUCE AVE
E SUN VALLEY RD
N MAIN ST
E 8TH ST
SPRINGS RD
E 6TH ST
N WALNUT AVE
E 5TH ST
E 4TH ST
ALLEY
LEADVILLE AVE
E 7TH ST
N WASHINGTON AVE
W 8TH ST
W 7TH ST
N 1ST AVE
W 6TH ST
W 5TH ST
N 3RD AVE
N 2ND AVE
W 4TH ST
W SUN VALLEY RD
W 2ND ST
W 1ST ST
S 1ST AVE
E 2ND ST
E 1ST ST
E RIVER ST
S MAIN ST
BITTERROOT RD
BALDY VIEW LANE
ONYX DR
CRYSTAL CT
0
500
1,000 ft
DIXON
RESOURCES UNLIMITED


Ketchum Occupancy
2pm-5pm
> 85%
70 - 85%
50 - 70%
< 50%
No Data
(7/19/22 - 11/4/22)
Leadville Lot
Fourth St Lot
Washington Lot
E 9TH ST
N ALPINE LANE
SPRUCE AVE
E SUN VALLEY RD
N MAIN ST
E 8TH
M SPRINGS RD
E 6TH ST
N WALNUT AVE
E 5TH ST
E 4TH ST
ALLEY
LEADVILLE AVE
E 7TH ST
N WASHINGTON AVE
W 8TH ST
BITTERROOT RD
BALDY VIEW LANE
E 2ND ST
W 7TH ST
N 1ST AVE
W 5TH ST
W 6TH ST
N 3RD AVE
N 2ND AVE
W 4TH ST
W SUN VALLEY RD
E 1ST ST
E RIVER ST
LEADVILLE AVE
ONYX DR
CRYSTAL CT
S MAIN ST
W 2ND ST
W 1ST ST
S 1ST AVE
0
500
1,000 ft
DIXON
RESOURCES UNLIMITED


Ketchum Occupancy
5pm-8pm
> 85%
70 - 85%
50 - 70%
< 50%
No Data
(7/19/22 - 11/4/22)
Leadville Lot
Fourth St Lot
Washington Lot
E 9TH ST
N ALPINE LANE
SPRUCE AVE
E SUN VALLEY RD
N MAIN ST
E 8TH
M SPRINGS RD
E 7TH ST
N WASHINGTON AVE
W 8TH ST
W 7TH ST
N 1ST AVE
W 6TH ST
W 5TH ST
N 3RD AVE
N 2ND AVE
W 4TH ST
W SUN VALLEY RD
W 2ND ST
W 1ST ST
S 1ST AVE
E 5TH ST
E 4TH ST
E 2ND ST
E 1ST ST
E RIVER ST
S MAIN ST
LEADVILLE AVE
BITTERROOT RD
BALDY VIEW LANE
ONYX DR
CRYSTAL CT
0
500
1,000 ft
DIXON
RESOURCES UNLIMITED

Rapid Parking Report
City of Ketchum

DIXON RESOURCES UNLIMITED

Parking Area: Downtown on-street and off-street

Collection Range: July 2022 - November 2022

Table 1 Average Occupancy by Block-face

Street	Data Type	8am-11am	11am-2pm	2pm-5pm	5pm-8pm
1ST AVE N-4TH ST E-WASHINGTON AVE	Occupancy	67.0%	77.0%	70.0%	
	Collection Count	14	17	12	
1ST AVE N-5TH ST E-WASHINGTON AVE	Occupancy	90.0%	83.0%	78.0%	
	Collection Count	26	37	19	
1ST AVE N-6TH ST E-WASHINGTON AVE	Occupancy	54.0%	72.0%	65.0%	
	Collection Count	12	7	12	
1ST AVE N-7TH ST E-WASHINGTON AVE	Occupancy	57.0%	78.0%	64.0%	
	Collection Count	13	8	11	
1ST AVE N-SECOND ST-WASHINGTON AVE	Occupancy	37.0%	52.0%	61.0%	
	Collection Count	16	22	17	
1ST AVE N-SUN VALLEY RD W-WASHINGTON AVE	Occupancy	34.0%	34.0%	30.5%	
	Collection Count	17	15	14	
1ST AVE S-1ST ST E-WASHINGTON AVE	Occupancy	45.0%	34.0%	52.0%	
	Collection Count	7	21	19	
1ST AVE S-RIVER ST E-WASHINGTON AVE	Occupancy	43.0%	40.0%	41.0%	
	Collection Count	25	18	21	
1ST ST E-EAST AVE-END	Occupancy	38.0%	49.0%	37.0%	29.0%
	Collection Count	24	25	19	1
1ST ST E-MAIN ST S-RIVER ST E	Occupancy	51.0%	66.0%	29.0%	
	Collection Count	7	5	6	
1ST ST E-S LEADVILLE AVE-RIVER ST E	Occupancy	52.0%	62.0%	73.0%	33.0%
	Collection Count	21	34	21	1

* Occupancies over 85% are highlighted orange.
** Cells that are blank represent absent data.

Rapid Parking Report
City of Ketchum

DIXON
RESOURCES UNLIMITED

Parking Area: Downtown on-street and off-street

Collection Range: July 2022 - November 2022

Street	Data Type	8am-11am	11am-2pm	2pm-5pm	5pm-8pm
1ST ST W-1ST AVE S-RIVER ST E	Occupancy	19.0%	25.0%	27.0%	
	Collection Count	13	23	21	
1ST ST W-2ND AVE-RIVER ST W	Occupancy	44.0%	41.0%	61.0%	
	Collection Count	20	17	18	
1ST ST W-WASHINGTON AVE-RIVER ST E	Occupancy	46.0%	39.0%	71.0%	
	Collection Count	21	30	21	
2ND AVE S-RIVER ST W-1ST AVE S	Occupancy	49.0%	59.0%	54.0%	
	Collection Count	21	16	15	
2ND AVE-1ST ST W-1ST AVE S	Occupancy	75.0%	73.0%	75.0%	67.0%
	Collection Count	10	11	16	1
2ND AVE-2ND ST W-1ST AVE N	Occupancy	30.0%	30.0%	35.0%	
	Collection Count	17	13	16	
2ND AVE-5TH ST W-1ST AVE N	Occupancy	48.0%	68.0%	54.0%	
	Collection Count	25	35	18	
2ND AVE-6TH ST W-1ST AVE N	Occupancy	39.0%	57.0%	57.0%	
	Collection Count	20	18	20	
2ND AVE-7TH ST W-1ST AVE N	Occupancy	28.0%	40.0%	27.0%	
	Collection Count	11	7	8	
2ND AVE-8TH ST W-1ST AVE N	Occupancy	23.0%	55.0%	37.0%	
	Collection Count	15	7	12	
2ND AVE-SUN VALLEY RD W-1ST AVE N	Occupancy	63.0%	70.0%	65.0%	
	Collection Count	20	9	20	
2ND AVE-SUN VALLEY TRAIL-1ST AVE N	Occupancy	37.0%	66.0%	51.0%	
	Collection Count	12	6	13	

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** Cells that are blank represent absent data.

Rapid Parking Report
City of Ketchum

DIXON
RESOURCES UNLIMITED

Parking Area: Downtown on-street and off-street

Collection Range: July 2022 - November 2022

Street	Data Type	8am-11am	11am-2pm	2pm-5pm	5pm-8pm
2ND ST W-2ND AVE-1ST ST W	Occupancy	65.0%	60.0%	67.0%	46.0%
	Collection Count	25	20	25	1
4TH AVE E-WASHINGTON AVE-SUN VALLEY RD W	Occupancy	51.0%	81.0%	63.0%	
	Collection Count	16	28	23	
4TH ST E-1ST AVE N-SUN VALLEY RD W	Occupancy	43.5%	51.0%	36.5%	
	Collection Count	15	23	20	
4TH ST E-N LEADVILLE AVE-SUN VALLEY RD	Occupancy	64.0%	78.0%	74.0%	83.0%
	Collection Count	30	47	57	5
4TH ST E-N MAIN ST-SUN VALLEY RD	Occupancy	49.0%	68.0%	67.0%	
	Collection Count	13	9	12	
4TH ST E-SPRUCE AVE-SUN VALLEY RD	Occupancy	52.0%	57.0%	60.0%	70.0%
	Collection Count	16	30	13	2
4TH ST E-WALNUT AVE-SUN VALLEY RD	Occupancy	36.0%	53.0%	53.0%	57.0%
	Collection Count	31	79	47	8
5TH ST E-EAST AVE-4TH ST E	Occupancy	39.0%	66.0%	72.0%	66.0%
	Collection Count	29	84	58	6
5TH ST E-N LEADVILLE AVE-4TH ST E	Occupancy	65.0%	76.0%	75.0%	51.0%
	Collection Count	25	31	61	4
5TH ST E-N MAIN ST-4TH ST E	Occupancy	86.5%	83.5%	89.0%	100.0%
	Collection Count	11	13	12	2
5TH ST E-SPRUCE AVE-4TH ST E	Occupancy	53.0%	71.0%	90.0%	40.0%
	Collection Count	17	38	10	1
5TH ST E-WALNUT AVE-4TH ST E	Occupancy	64.0%	82.0%	70.0%	65.0%
	Collection Count	23	45	24	4

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Rapid Parking Report
City of Ketchum

DIXON
RESOURCES UNLIMITED

Parking Area: Downtown on-street and off-street

Collection Range: July 2022 - November 2022

Street	Data Type	8am-11am	11am-2pm	2pm-5pm	5pm-8pm
5TH ST E-WASHINGTON AVE-4TH ST E	Occupancy	69.0%	67.0%	65.0%	
	Collection Count	18	32	22	
5TH ST W-1ST AVE N-4TH ST E	Occupancy	29.0%	35.0%	30.5%	
	Collection Count	14	26	23	
5TH ST W-2ND AVE-SUN VALLEY TRAIL	Occupancy	33.0%	56.0%	57.0%	15.0%
	Collection Count	31	26	29	1
6TH ST E-EAST AVE-5TH ST E	Occupancy	22.0%	53.0%	56.0%	32.0%
	Collection Count	30	59	36	2
6TH ST E-N LEADVILLE AVE-5TH ST E	Occupancy	42.0%	65.0%	63.0%	28.0%
	Collection Count	34	41	53	3
6TH ST E-N MAIN ST-5TH ST E	Occupancy	29.0%	36.0%	29.0%	
	Collection Count	7	7	8	
6TH ST E-SPRUCE AVE-5TH ST E	Occupancy	23.0%	27.0%	24.0%	11.0%
	Collection Count	11	6	6	1
6TH ST E-WALNUT AVE-5TH ST E	Occupancy	22.0%	38.0%	37.0%	31.0%
	Collection Count	10	27	13	1
6TH ST E-WASHINGTON AVE-5TH ST E	Occupancy	61.0%	69.0%	75.0%	
	Collection Count	21	24	18	
6TH ST W-1ST AVE N-5TH ST W	Occupancy	39.5%	46.0%	46.0%	
	Collection Count	19	33	20	
6TH ST W-2ND AVE-5TH ST W	Occupancy	48.0%	57.0%	64.0%	14.0%
	Collection Count	48	44	43	1
7TH ST E-WASHINGTON AVE-6TH ST E	Occupancy	37.0%	54.0%	53.0%	
	Collection Count	13	11	16	

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Rapid Parking Report
City of Ketchum

DIXON
RESOURCES UNLIMITED

Parking Area: Downtown on-street and off-street

Collection Range: July 2022 - November 2022

Street	Data Type	8am-11am	11am-2pm	2pm-5pm	5pm-8pm
7TH ST W-1ST AVE N-6TH ST W	Occupancy	45.0%	51.0%	56.5%	
	Collection Count	14	13	15	
7TH ST W-2ND AVE-6TH ST W	Occupancy	34.0%	31.0%	36.0%	
	Collection Count	26	15	17	
8TH ST E-1ST AVE N-7TH ST W	Occupancy	66.0%	72.0%	67.0%	
	Collection Count	11	10	11	
8TH ST E-WASHINGTON AVE-7TH ST E	Occupancy	71.0%	60.0%	57.0%	
	Collection Count	15	9	14	
8TH ST W-2ND AVE-7TH ST W	Occupancy	24.0%	26.0%	30.0%	
	Collection Count	18	10	9	
9TH ST E-N MAIN ST-6TH ST E	Occupancy	42.0%	50.0%	100.0%	
	Collection Count	7	1	1	
9TH ST E-WALNUT AVE-6TH ST E	Occupancy	11.0%	11.0%	8.0%	
	Collection Count	2	3	1	
EAST AVE-1ST ST E-ALPINE LN	Occupancy	67.0%	33.0%	33.0%	
	Collection Count	1	4	2	
EAST AVE-5TH ST E-WALNUT AVE	Occupancy	37.0%	43.0%	35.0%	
	Collection Count	11	31	14	
EAST AVE-6TH ST E-WALNUT AVE	Occupancy	51.0%	61.0%	51.0%	31.0%
	Collection Count	27	33	14	2
EAST AVE-SECOND ST-WALNUT AVE	Occupancy	46.0%	56.0%	48.0%	24.0%
	Collection Count	28	21	14	3
EAST AVE-SUN VALLEY RD-WALNUT AVE	Occupancy	60.0%	62.0%	69.0%	82.0%
	Collection Count	17	35	14	1

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** Cells that are blank represent absent data.

Rapid Parking Report
City of Ketchum

DIXON
RESOURCES UNLIMITED

Parking Area: Downtown on-street and off-street

Collection Range: July 2022 - November 2022

Street	Data Type	8am-11am	11am-2pm	2pm-5pm	5pm-8pm
EAST AVE-SUN VALLEY TRAIL-WALNUT AVE	Occupancy	66.0%	67.0%	81.0%	83.0%
	Collection Count	8	22	12	3
END-N LEADVILLE AVE-6TH ST E	Occupancy	79.0%	76.0%	88.0%	78.0%
	Collection Count	19	26	9	2
FOURTH ST LOT	Occupancy	43.0%	44.0%	34.0%	41.0%
	Collection Count	11	42	5	1
LEADVILLE LOT	Occupancy	12.0%	35.0%	18.0%	
	Collection Count	3	14	6	
MAIN ST S-RIVER ST E-S LEADVILLE AVE	Occupancy	25.0%	42.0%	33.0%	
	Collection Count	2	3	3	
N LEADVILLE AVE-1ST ST E-EAST AVE	Occupancy	67.0%	69.0%	64.0%	29.0%
	Collection Count	21	20	18	2
N LEADVILLE AVE-4TH ST E-EAST AVE	Occupancy	60.0%	84.0%	73.0%	71.0%
	Collection Count	6	7	9	1
N LEADVILLE AVE-5TH ST E-EAST AVE	Occupancy	70.0%	66.0%	50.0%	13.0%
	Collection Count	20	28	11	1
N LEADVILLE AVE-6TH ST E-EAST AVE	Occupancy	94.0%	84.0%	71.0%	19.0%
	Collection Count	25	28	16	3
N LEADVILLE AVE-SECOND ST-EAST AVE	Occupancy	61.0%	68.0%	75.0%	72.0%
	Collection Count	17	14	18	3
N LEADVILLE AVE-SUN VALLEY RD-EAST AVE	Occupancy	85.5%	68.0%	44.0%	63.0%
	Collection Count	16	19	21	2
N MAIN ST-1ST ST E-N LEADVILLE AVE	Occupancy	36.0%	66.0%	77.0%	25.0%
	Collection Count	12	19	17	1

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Rapid Parking Report
City of Ketchum

DIXON
RESOURCES UNLIMITED

Parking Area: Downtown on-street and off-street

Collection Range: July 2022 - November 2022

Street	Data Type	8am-11am	11am-2pm	2pm-5pm	5pm-8pm
N MAIN ST-4TH ST E-N LEADVILLE AVE	Occupancy	78.0%	76.0%	89.0%	83.0%
	Collection Count	6	10	4	2
N MAIN ST-5TH ST E-N LEADVILLE AVE	Occupancy	81.0%	79.0%	89.0%	33.0%
	Collection Count	19	25	16	1
N MAIN ST-6TH ST E-N LEADVILLE AVE	Occupancy	100.0%		50.0%	
	Collection Count	1		1	
N MAIN ST-9TH ST E-WALNUT AVE	Occupancy	15.0%	13.0%	10.0%	
	Collection Count	6	5	2	
N MAIN ST-SECOND ST-N LEADVILLE AVE	Occupancy	40.0%	67.0%	61.0%	73.0%
	Collection Count	16	15	12	2
SECOND ST-1ST AVE N-1ST ST E	Occupancy	38.0%	43.0%	45.5%	
	Collection Count	15	20	25	
SECOND ST-ALPINE LN-1ST ST E	Occupancy		50.0%		
	Collection Count		1		
SECOND ST-EAST AVE-1ST ST E	Occupancy	44.0%	56.0%	59.0%	
	Collection Count	43	53	43	
SECOND ST-N LEADVILLE AVE-1ST ST E	Occupancy	51.0%	72.0%	62.0%	58.0%
	Collection Count	23	35	25	2
SECOND ST-N MAIN ST-1ST ST E	Occupancy	33.5%	49.5%	40.5%	50.0%
	Collection Count	22	17	16	1
SECOND ST-WALNUT AVE S-END	Occupancy	21.0%	34.0%	30.0%	25.0%
	Collection Count	11	12	5	1
SECOND ST-WASHINGTON AVE-1ST ST E	Occupancy	29.0%	36.0%	48.0%	
	Collection Count	17	28	23	

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** Cells that are blank represent absent data.

Rapid Parking Report
City of Ketchum

DIXON
RESOURCES UNLIMITED

Parking Area: Downtown on-street and off-street

Collection Range: July 2022 - November 2022

Street	Data Type	8am-11am	11am-2pm	2pm-5pm	5pm-8pm
SUN VALLEY RD W-1ST AVE N-SECOND ST	Occupancy	50.0%	52.0%	52.5%	
	Collection Count	23	24	24	
SUN VALLEY RD W-2ND AVE-2ND ST W	Occupancy	29.0%	34.0%	39.0%	
	Collection Count	19	20	22	
SUN VALLEY RD W-WASHINGTON AVE-SECOND ST	Occupancy	41.0%	70.0%	67.0%	
	Collection Count	20	31	25	
SUN VALLEY RD-EAST AVE-SECOND ST	Occupancy	26.0%	50.0%	49.0%	49.0%
	Collection Count	36	67	63	6
SUN VALLEY RD-N LEADVILLE AVE-SECOND ST	Occupancy	59.0%	67.0%	67.0%	90.0%
	Collection Count	23	42	41	4
SUN VALLEY RD-N MAIN ST-SECOND ST	Occupancy	38.0%	38.0%	40.5%	100.0%
	Collection Count	18	15	14	1
SUN VALLEY RD-SPRUCE AVE-SECOND ST	Occupancy	37.0%	48.0%	55.0%	52.0%
	Collection Count	20	23	16	4
SUN VALLEY RD-WALNUT AVE-SECOND ST	Occupancy	90.0%	97.0%	93.0%	67.0%
	Collection Count	18	28	15	2
SUN VALLEY TRAIL-2ND AVE-SUN VALLEY RD W	Occupancy	64.0%	60.0%	54.0%	50.0%
	Collection Count	27	24	26	1
SUN VALLEY TRAIL-EAST AVE-SUN VALLEY RD	Occupancy	53.0%	64.0%	62.0%	47.0%
	Collection Count	41	92	66	8
WALNUT AVE-5TH ST E-SPRUCE AVE	Occupancy	53.0%	55.0%	64.0%	19.0%
	Collection Count	13	22	6	2
WALNUT AVE-6TH ST E-SPRUCE AVE	Occupancy	27.0%	28.0%	18.0%	
	Collection Count	13	17	7	

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** Cells that are blank represent absent data.

Rapid Parking Report
City of Ketchum

DIXON RESOURCES UNLIMITED

Parking Area: Downtown on-street and off-street

Collection Range: July 2022 - November 2022

Street	Data Type	8am-11am	11am-2pm	2pm-5pm	5pm-8pm
WALNUT AVE-SECOND ST-SPRUCE AVE	Occupancy	59.0%	49.0%	58.0%	18.0%
	Collection Count	22	21	19	1
WALNUT AVE-SUN VALLEY RD-SPRUCE AVE	Occupancy	43.0%	56.0%	56.0%	56.0%
	Collection Count	21	28	17	2
WALNUT AVE-SUN VALLEY TRAIL-SPRUCE AVE	Occupancy	39.0%	67.0%	55.0%	70.0%
	Collection Count	15	42	20	3
WASHINGTON AVE-1ST ST E-N MAIN ST	Occupancy	77.0%	77.0%	89.0%	50.0%
	Collection Count	11	15	19	1
WASHINGTON AVE-4TH ST E-N MAIN ST	Occupancy	79.0%	93.0%	78.0%	
	Collection Count	13	10	10	
WASHINGTON AVE-5TH ST E-N MAIN ST	Occupancy	72.0%	71.0%	60.0%	
	Collection Count	29	45	19	
WASHINGTON AVE-7TH ST E-WARM SPRING RD	Occupancy	35.0%	34.0%	41.0%	
	Collection Count	15	9	13	
WASHINGTON AVE-8TH ST E-WARM SPRING RD	Occupancy	73.0%	88.0%	87.0%	
	Collection Count	16	7	13	
WASHINGTON AVE-RIVER ST E-MAIN ST S	Occupancy	55.0%	56.0%	63.0%	38.0%
	Collection Count	10	8	6	1
WASHINGTON AVE-SECOND ST-N MAIN ST	Occupancy	49.0%	56.0%	62.0%	
	Collection Count	17	26	14	
WASHINGTON AVE-SUN VALLEY RD W-N MAIN ST	Occupancy	65.0%	70.5%	75.0%	
	Collection Count	16	14	20	
WASHINGTON LOT	Occupancy	13.0%	16.0%	25.0%	
	Collection Count	3	27	2	

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Rapid Parking Report
City of Ketchum

DIXON
RESOURCES UNLIMITED

Parking Area: Downtown on-street and off-street

Collection Range: July 2022 - November 2022

Street	Data Type	8am-11am	11am-2pm	2pm-5pm	5pm-8pm
WASTHINGTON AVE-6TH ST E-N MAIN ST	Occupancy	55.0%	93.0%	93.0%	
	Collection Count	15	10	12	

* Occupancies over 85% are highlighted orange.
** Cells that are blank represent absent data.

MOMORANDUM

TO: Suzanne Frick, KURA Executive Director

FROM: Scot Martin, DESMAN Senior Planner

RE: Sixth & Leadville Parking Garage Concept Plans

DATE: April 21, 2023 (Draft)

Large and rectangular sites are ideal for the development of a functionally efficient parking structure. For a facility with 90-degree parking and two-way traffic, the parking bays are typically 60 feet wide. The ideal width of a site is 122 feet for a two-bay structure (two 60' parking bays plus two feet for structure). The minimum length for an efficient structure is about 200 feet and preferred is a length of 300 feet or more. Longer sites provide the opportunity to park along the end bays, which provides more parking spaces, improves efficiency and lowers the cost per space. A longer site also allows for shallower ramps which provide improved user comfort. Parking bays should be oriented parallel to the longer dimension of the site and preferably in the predominate direction of pedestrian travel.

Option 1 is a four-level parking garage on the site with a total of 49 spaces, including two accessible spaces. The garage footprint is 96'-9" x 106'-0". The proposed garage is accessed from the alley at its lowest point and a continuous ramping system is provided to reach the upper floors of parking. The alley is not an ideal location to enter and exit a garage at this location because it is only 20 feet wide. In order to achieve a floor-to-floor height of 10.5 feet, the parking ramps are sloped at the code maximum 6.67% and the non-parking ramps have transitions sloped at 9% and a main ramp slope of 18%, which is very steep and generally not recommended. The transition slopes are provided so that most vehicles will not bottom out. This floor-to-floor height will not accommodate van accessible spaces, which require more clearance than provided in this layout (8'-2" vs. 7'-2" clearance). There are two code-required stairs and one elevator. The parking efficiency in this layout is 680.5 square feet per space. This does not represent a viable option for the site given steep ramp slopes, the low number of spaces in four levels, and the terrible parking efficiency calculation.

This site is better suited for two levels of parking on flat floors with no ramp connection between the two levels and accessed at low and high elevations. **Option 2** is a two-level parking garage on the site with a total of 47 spaces, including two accessible spaces. The garage footprint is 99'-10" x 110'-0". Level 1 is accessed from the ally and Level 2 is accessed from Leadville Avenue. More parking could have been added if Level 1 was accessed from 6th Street approximately where the 99'-10" dimension is located, but there is only about an 8.5' grade difference between the two entry/exit locations when 11.5' is required. There are two code-required stairs and one elevator. The parking efficiency in this layout is 430.6 square feet per space. Since both levels dead end, there are marked out spaces at the dead ends for cars to turn around if the level is full. The long-span column spacing in this layout will not accommodate another land use, such as housing, above the parking.

Option 3 is similar to Option 2 but provides the column spacing to support another land use above the parking. Provided are 42 spaces on two levels accessed from the alley and Leadville Avenue. There are a few 8'-6" wide spaces in this layout, which is dictated by the column layout and to maximize the parking spaces within the building footprint. The parking efficiency in this layout is 522.9 square feet per space.

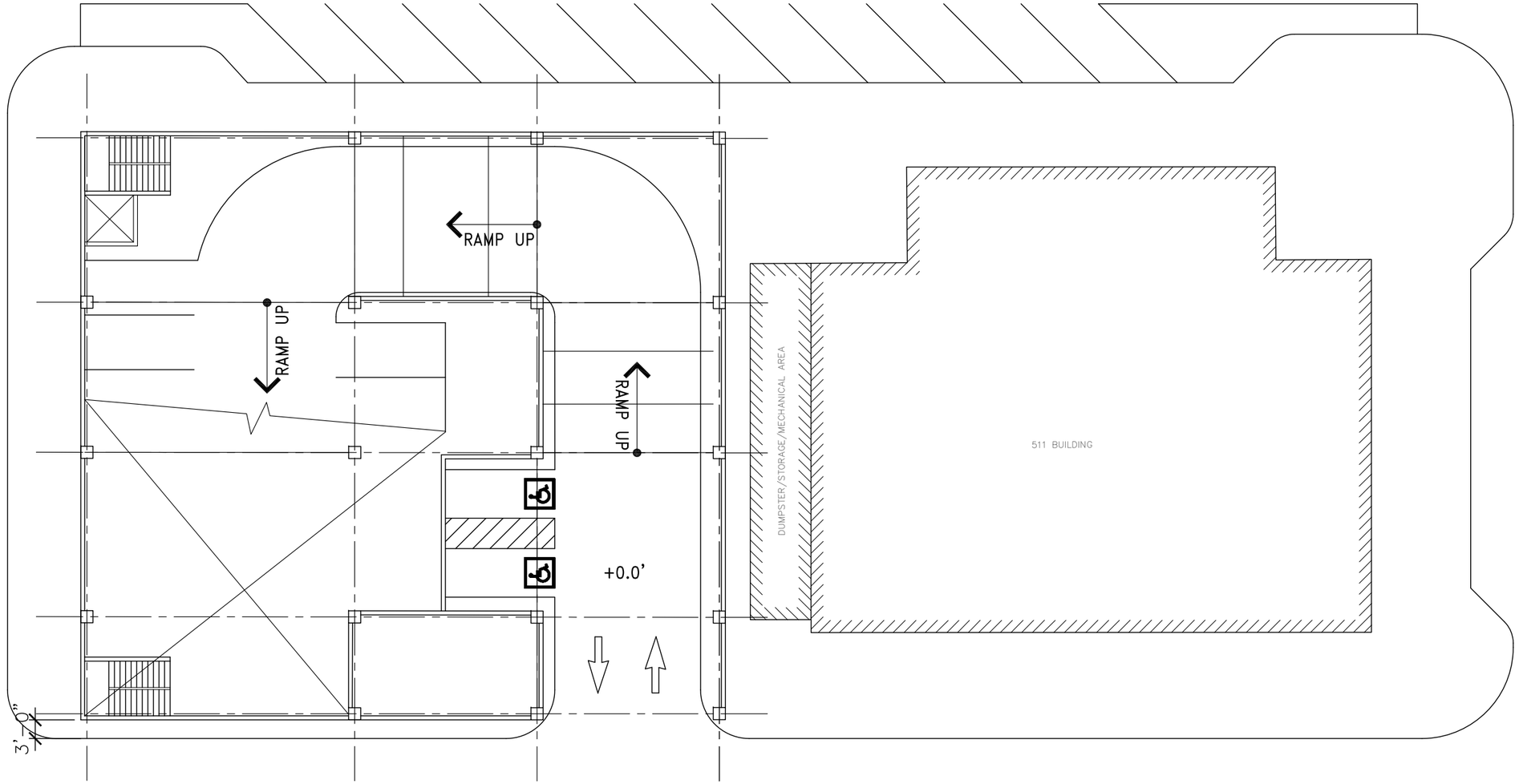
In conclusion, given the small site and the inefficient parking layouts, this is far from an ideal location for public parking in downtown Ketchum. If structured parking is provided at this location it should be limited to one or two levels and it would work better for private residential parking than for public parking. A residential development could utilize tandem spaces and dead ends could be parked if the parking is assigned.

℄ LEADVILLE AVENUE

NORTH

℄ SIXTH STREET

℄ FIFTH STREET



PARKING SPACE TABULATION

Level	9'-0"	8'-6"	Accessible	Total
1	5	---	2	7
2	16	---	---	16
3	16	---	---	16
4	10	---	---	10
Total	47	---	2	49

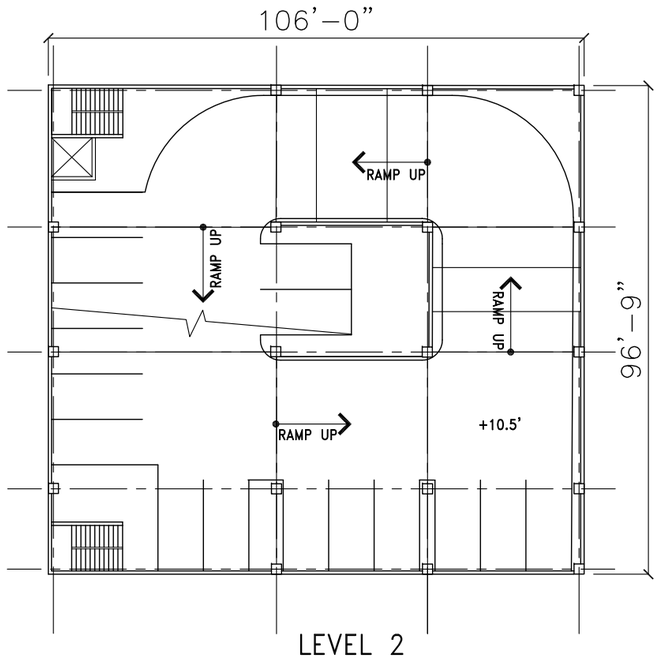
33,345 SF = Parking Efficiency of 680.5 SF/Space

KURA Sixth & Leadville Parking Garage - Option 1

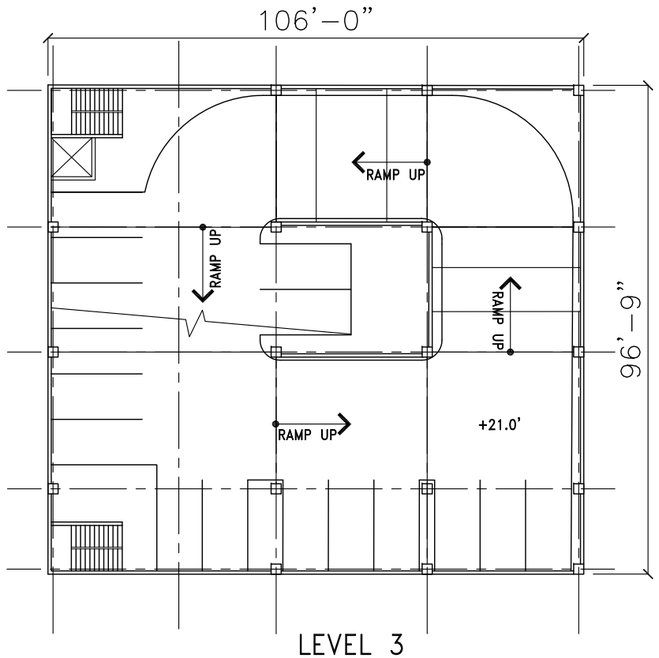
Concept Site Plan and Level 1 Parking Plan

Ketchum, ID

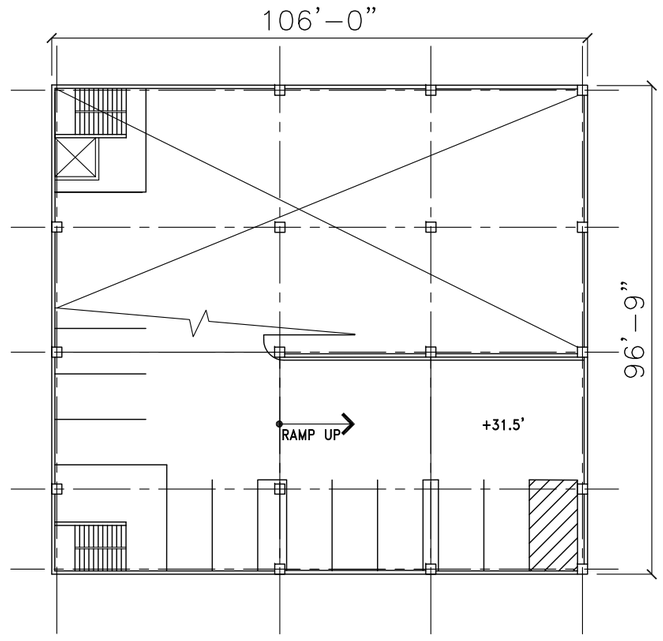
DESMAN Design Management



LEVEL 2



LEVEL 3



LEVEL 4

PARKING SPACE TABULATION

Level	9'-0"	8'-6"	Accessible	Total
1	5	---	2	7
2	16	---	---	16
3	16	---	---	16
4	10	---	---	10
Total	47	---	2	49

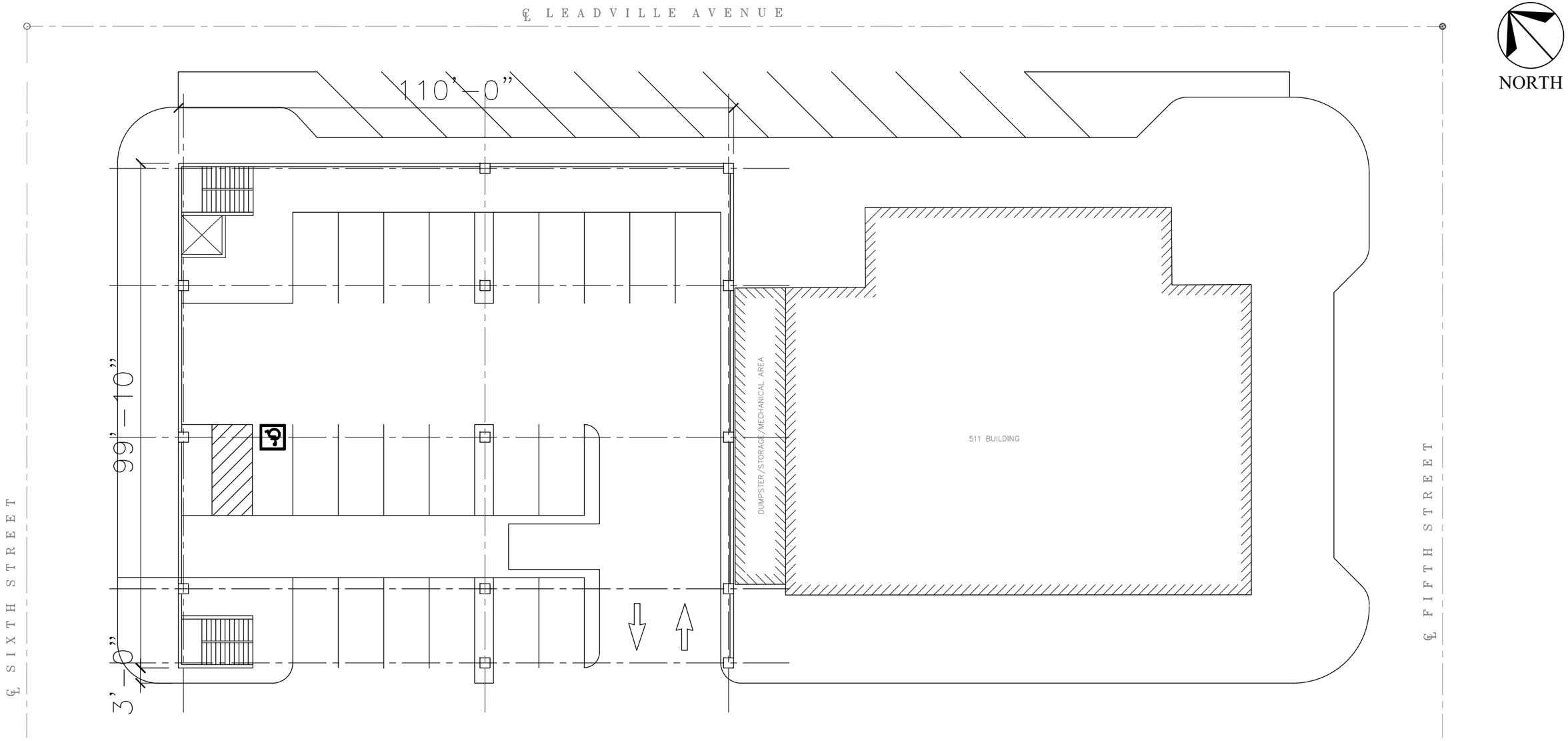
33,345 SF = Parking Efficiency of 680.5 SF/Space

KURA & Sixth & Leadville Parking Garage - Option 1

Concept Parking Plans (Levels 2-4)

Ketchum, ID

DESMAN Design Management



PARKING SPACE TABULATION

Level	9'-0"	8'-6"	Accessible	Total
1	22	---	1	23
2	23	---	1	24
Total	45	---	2	47

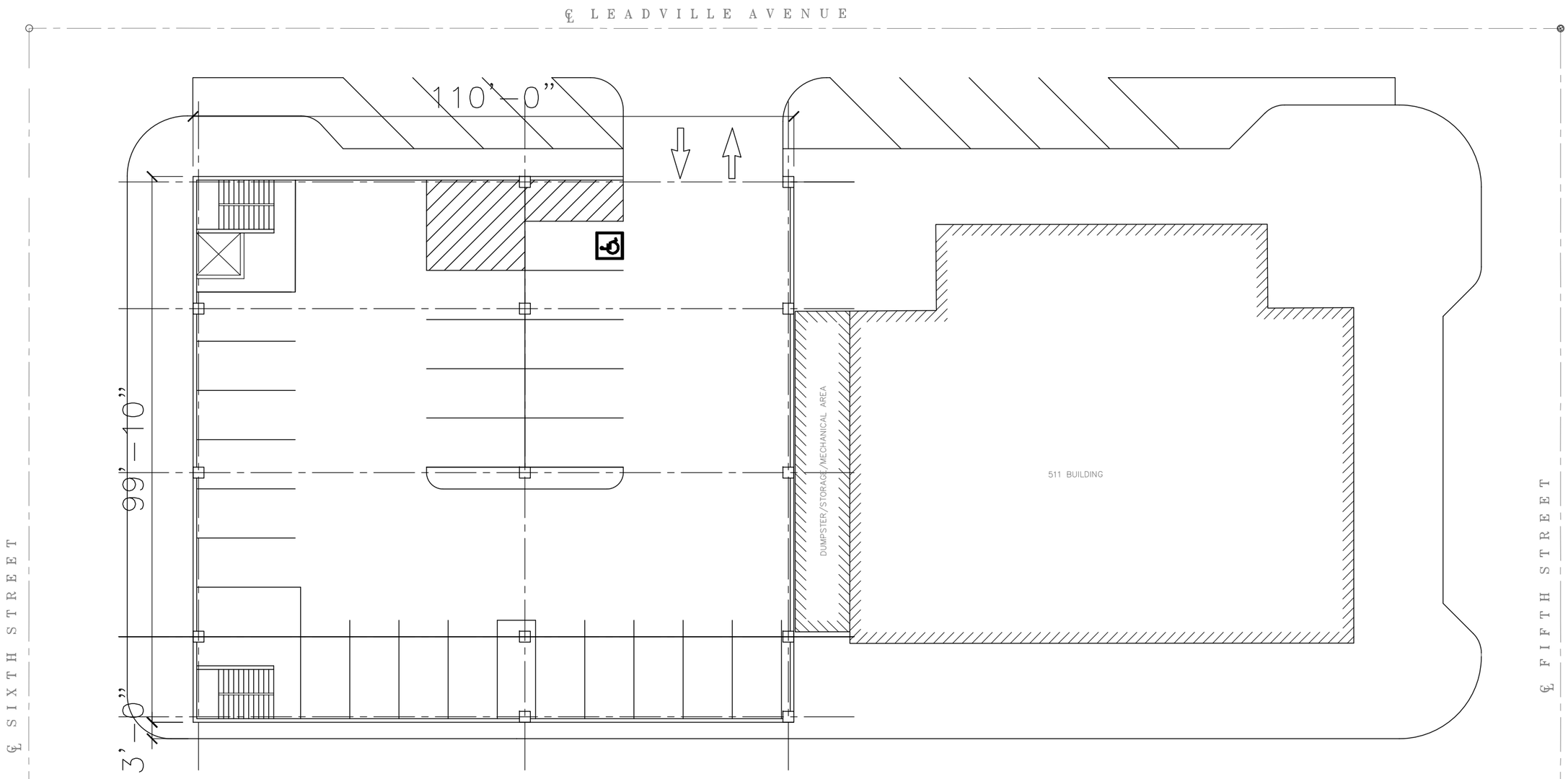
21,963 SF = Parking Efficiency of 467.3 SF/Space

KURA Sixth & Leadville Parking Garage - Option 2

Concept Site Plan and Level 1 Parking Plan

Ketchum, ID

DESMAN Design Management



PARKING SPACE TABULATION

Level	9'-0"	8'-6"	Accessible	Total
1	22	---	1	23
2	23	---	1	24
Total	45	---	2	47

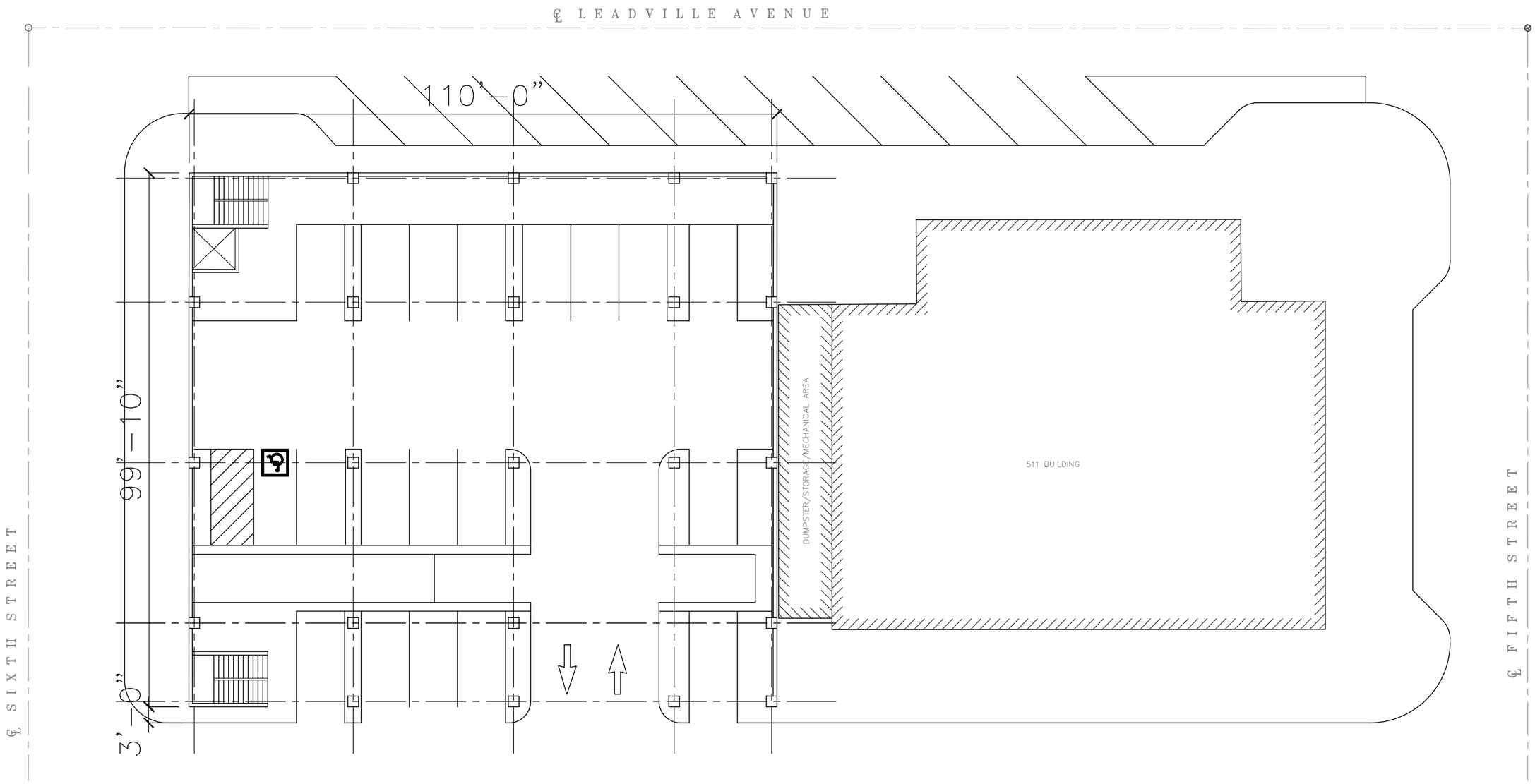
21,963 SF = Parking Efficiency of 467.3 SF/Space

KURA Sixth & Leadville Parking Garage - Option 2

Concept Site Plan and Level 2 Parking Plan

Ketchum, ID

DESMAN Design Management



PARKING SPACE TABULATION

Level	9'-0"	8'-6"	Accessible	Total
1	20	---	1	21
2	17	3	1	21
Total	37	3	2	42

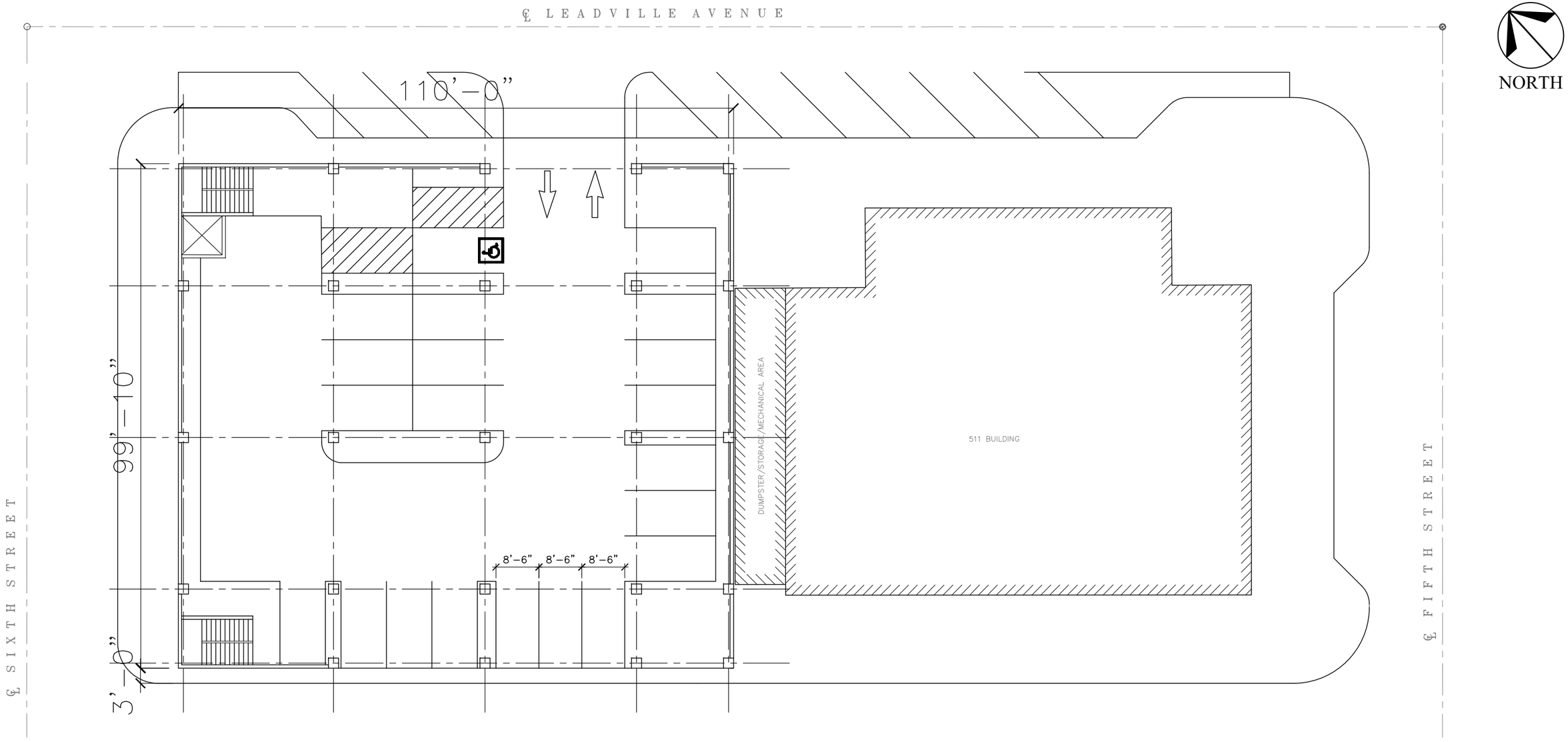
21,963 SF = Parking Efficiency of 522.9 SF/Space

KURA Sixth & Leadville Parking Garage - Option 3

Concept Site Plan and Level 1 Parking Plan

Ketchum, ID

DESMAN Design Management



PARKING SPACE TABULATION

Level	9'-0"	8'-6"	Accessible	Total
1	20	–-	1	21
2	17	3	1	21
Total	37	3	2	42

21,963 SF = Parking Efficiency of 522.9 SF/Space

KURA Sixth & Leadville Parking Garage - Option 3

Concept Site Plan and Level 2 Parking Plan

Ketchum, ID

DESMAN Design Management

Ketchum Parking Action Plan

Prepared for the
City of Ketchum, ID
December 22, 2022

Ketchum Parking Action Plan

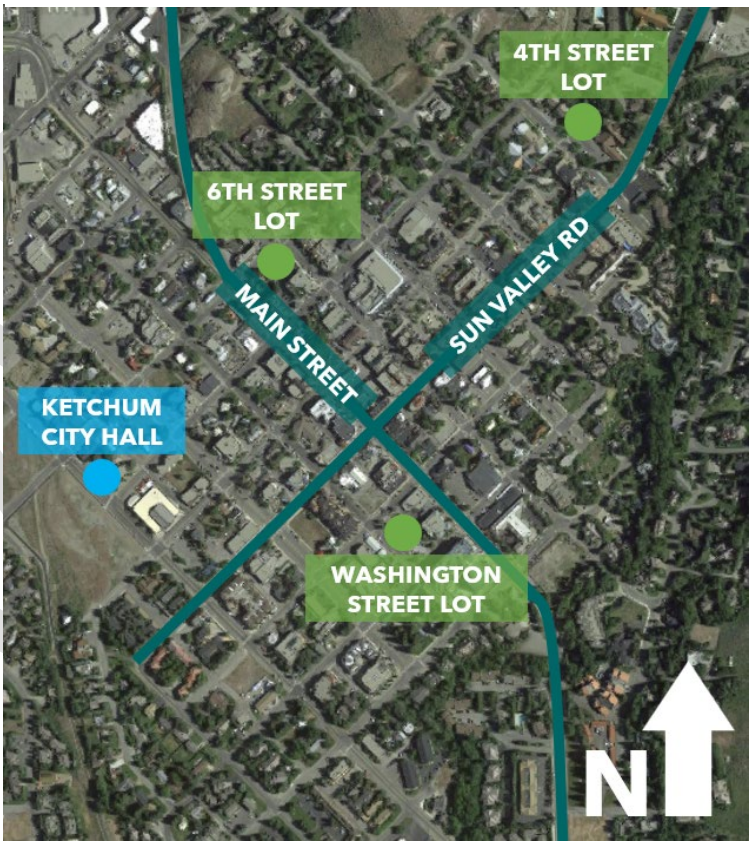
Executive Summary

This Parking Action Plan (Plan) outlines the steps to implement an effective and efficient parking and mobility program within the City of Ketchum (City). The Plan incorporates findings from an assessment of the City's parking policies, operations, and technology, including findings from community outreach efforts and results from ongoing data collection.

The steps outlined in this Plan should be taken incrementally with ongoing evaluation and community feedback to shape future actions. This Plan is meant to be used to highlight important considerations, measures, and best practices to optimize operations, regardless of the approach chosen. The City is encouraged to adjust the implementation approach as needed to design a program that best fits the unique and ever-changing needs of the community.

The recommendations in this Plan offer immediate actions to optimize enforcement and technology, near-term suggestions regarding signage, permit programs, and future development, and long-term considerations for facilities and curb management. The phasing of the recommendations is meant to be realistic, and the timing could vary depending on the impact of the initial steps.

Figure 1. Project Study Area: Downtown Ketchum



Project Study Area

This Plan considers the on-street and off-street parking system as a whole. There are various businesses, residential neighborhoods, and visitor attractions that influence the parking system. The Plan identifies opportunities for the Downtown parking system, but also includes elements that pertain to specific areas or facilities.

Background

The City retained the parking consultant services of Dixon Resources Unlimited (DIXON) to conduct Operational Needs and Technology Assessments in 2021. The project also included ongoing parking occupancy data collection beginning in the summer of 2021, and a Downtown parking online community survey was conducted in February 2022. The City's Community Service Officers (CSOs) have continuously collected parking data throughout the duration of the project. Each component of the project is described in the following sections.

Data Collection

DIXON coordinated a mobile license plate recognition (LPR) camera system pilot beginning in June 2021. A mobile LPR system was installed on a City vehicle, and CSOs were provided driving routes to collect parking data. DIXON converted the LPR data into parking occupancy and turnover results and provided quarterly reports with findings to the City. Another benefit of the mobile LPR pilot was that it allowed CSOs to evaluate the potential of LPR as a tool for monitoring compliance with parking policies.

The City continues to collect parking data during regular parking enforcement operations utilizing the mobile LPR cameras, and a similar handheld LPR application is an option when parking enforcement occurs on foot.

On-site Operational Needs Assessment

DIXON performed an on-site Operational Needs Assessment in December 2021. DIXON was on-site for two days interviewing staff, troubleshooting technical issues, and walking downtown. The assessment found immediate opportunities for the City to improve operations by using handheld LPR technology and the procurement of a turn-key Citation Management System (CMS). The City recognized the immediate operational improvements the technology and enforcement recommendations would provide, and both have since been implemented.

Community Outreach

The Downtown Ketchum Parking Survey was open from February 2nd to February 28th, 2022, to solicit feedback from business owners, employees, residents, and visitors. Questions covered parker profile demographics as well as topics like employee permit parking and the Winter Parking Pilot Program. The survey received 386 total responses.

When respondents were asked what they would change, fix, or improve about parking in Downtown Ketchum, residents and visitors alike expressed interest in the building of a parking garage as well as the promotion of alternative transportation modes. Respondents also expressed that they would prioritize increasing off-street parking opportunities and adjusting on-street time limits.

Parking Action Plan

Goals

The following parking goals were established by this Plan, taking into consideration findings from the on-site operational needs assessment and conversations with city staff. The goals indicate the vision and philosophy for parking management. The goals should be used to steer the City when making future parking program decisions.

1. **Efficient program management:** Create a simplified parking program that is adaptable to the City's ongoing needs.
2. **User-friendly experience**: Implement customer-friendly policies that improve the parking user experience and enhance access.
3. **Sustainable solutions**: Implement financially sustainable strategies.

Getting Ahead

While preparing this Plan, immediate priority opportunities were identified. Rather than waiting until the completion of this written Plan, City staff proactively made progress on key initial implementation steps. The following were addressed:

- Enforcement Technology
- Citation Management System
- Parking Branding & Signage
- Ongoing Data Collection

Details regarding the specific actions taken, along with a progress update, are provided within the individual recommendations.

Getting Started

Summarized below are some initial steps that the City can take to optimize parking management. Detailed descriptions of each are provided within the Plan:

Prioritize Compliance

Effective parking enforcement should always be one of the City's highest parking management priorities. Compliance is critical for the success of the City's parking operation since it improves the effectiveness of policies. In order to increase compliance, the City should focus on improving staffing and implementing effective enforcement technology. The City should dedicate a total of three full-time CSOs to parking enforcement & complains. To streamline the enforcement operation, the City should implement mobile (vehicle-mounted) and handheld LPR systems. A turn-key parking CMS provider will automate citation processing and reduce the staff time dedicated to customer service and delinquent citations.

Implement Efficient On-street Policies

Recommendations to improve on-street policies are centered around making parking management more efficient and adopting customer-friendly policies. This includes a "Park Once" philosophy for Downtown Ketchum, a no-reparking rule which will make on-street timelimits more effective.

Provide Employee Parking Opportunities

The City should implement programs such as an Employee Parking Permit Program to increase the availability of parking spaces for customers, shared parking agreements to expand the downtown parking supply, and seasonal or year-round incentives that encourage alternative modes of transportation.

Implement Intentional Branding

Implementing a unique parking brand for the City that is incorporated into signage throughout downtown, can maximize exposure and familiarity with the City's parking programs. By improving the "Parking in Ketchum" webpage with regularly reviewed information on all the available parking services and any frequently asked questions the City can improve the overall parking expereince.

Leverage Ongoing Data

The City should continue to perform ongoing data collection using LPR and sensor technology to monitor and continuously improve curb management. The parking industry-standard target parking occupancy rate is 85 percent. At this rate, there are enough vacant parking spaces to 1) Minimize congestion from drivers searching for spaces; and 2) Reduce oversupply, which is an inefficient and costly use of valuable land. If in the future occupancy data is showing that on-street parking within the downtown core frequently reaches the 85 percent occupancy threshold policy changes may be needed.

significantly

A Compliance

Compliance Recommendations

Optimize Enforcement Staffing

- The City's highest priority should be to consistently monitor parking compliance by dedicating staff to parking enforcement. These staff should be considered customer service-oriented Parking Ambassadors for the City, and their role is to encourage compliance with parking policies. Parking policies are most effective with consistent coverage, and compliance is crucial for accurately measuring parking program performance. At least three dedicated full-time parking positions are needed for this initial phase, and supplemental rotating part-time staff could be used to address any coverage gaps. Should the City choose to implement policies in the future that significantly change the parking operation, such as expanding time limits or implementing paid parking on street, additional parking enforcement staff will likely be needed.
- Each Downtown street and parking lot should be patrolled at least four times daily. As CSOs are conducting patrols, they should be collecting ongoing data using LPR (see below recommendation).

Enhance Enforcement Technology

- The City should continue to utilize mobile (vehicle-mounted) LPR systems for parking enforcement and ongoing data collection. LPR enhances enforcement efficiency and enables the use of virtual, license plate-based programs. The City is currently using pilot LPR technology provided by Vigilant. Should the City choose to continue utilizing this equipment, they should formalize the arrangement with the chosen vendor.
- Additionally, the use of handheld LPR (used as an application on a smartphone) would be ideal for foot patrol of congested areas. Utilizing both types of LPR would provide enforcement staff with the flexibility to exit their vehicle and monitor compliance on foot in instances where walking is more efficient.

☑ Recognizing the operational benefit of handheld LPR, the City began using the LPR application provided by the mobile LPR vendor that is being piloted.

Implement a Simplified Citation Management System

- A turn-key parking CMS provider can automate citation processing and reduce the staff time dedicated to customer service and delinquent citations.
- Until recently, the City was utilizing a CMS provided by OmniPark. While the CMS was sufficient for the City's current parking system, other vendors can offer additional opportunities for automation and simplified processing that would prepare the City for the future.

☑ After receiving the recommendation to consider a turn-key CMS, the City published a Request For Proposals (RFP) for citation processing and management. The selected vendor, Data Ticket, was implemented on December 1, 2022.

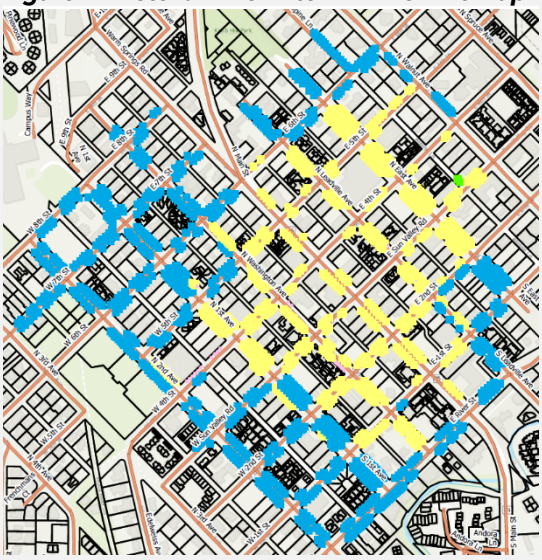
B Parking Management & Programs

Parking Management & Programs Recommendations

Promote the "Park Once" philosophy

- The City should adopt a "Park Once" philosophy for parking management. The Park Once approach encourages drivers coming Downtown, especially for longer visits, to store their cars in areas without time limits. This approach encourages drivers to park once and leverage other modes of transportation to move throughout Downtown like walking, rolling, biking, and transit. This can minimize congestion from drivers searching for parking and re-parking which can reduce emissions, and it maintains more convenient on-street parking availability for those that are coming Downtown for a quicker visit.
- There is time-limited parking throughout the downtown core, and the outer areas of the downtown have no time restrictions. The time limits are primarily 2-hour, except for a few short-term 15-minute and 30-minute spaces throughout the area. Figure 2 is a map provided by the City that shows where the 2-hour time limits are located, indicated by the yellow markings. The blue markings represent downtown parking spaces that do not have a time limitation.

Figure 2. Ketchum Downtown Timelimit Map



- It is especially important to promote the Park Once philosophy to employees to avoid the challenge of on-street "employee parking roulette" where vehicles are re-parked mid-shift to evade the time limit. When this occurs, it does not create more on-street parking availability for customers since the same cars are just shuffled amongst the on-street spaces. Ideally, employees should be utilizing perimeter off-street locations that allow them to park once for their entire shift.

Implement an Employee Parking Permit Program

- The City should develop an employee permit parking program to provide affordable parking options to Downtown employees, with proof of employment. The City-owned off-street parking lots are currently underutilized, so they are ideal candidates for employee parking permit areas. If more employees park off-street, this could create more on-street availability for customers and visitors. Permit areas would be for both monthly and employee parking permit holders.
- Employee permits could be priced between $20.00 - $25.00 per month. Employee permit rates in other mountain towns vary widely. Monthly permits are $20.00 per month in Whitefish, MT, and $40.00 per month in Truckee, CA, while in Vail, CO permits are $350.00 per ski season. Permits must be affordable to employees.
- The City should also lower the regular monthly permit rate, which currently ranges from $60.00-$120.00 per month depending on the season. The first three hours in the lots are free, followed by $0.50 per hour. Because the hourly rate is so low, there is little benefit to purchasing a monthly permit. At $120.00 per month, a permit holder would have to park 11 hours (including 3 hours free) every day of the month to save money with the monthly permit. The City should lower the rate to $50.00, which is the equivalent of parking 5 days a week, for 8 hours a day.

- Once the City lowers monthly parking rates, there may be an influx in new permit applications. To avoid significantly overselling permits for available spaces, the City should consider introducing a cap on the number of monthly permits and employee permits sold each month. The most recent quarterly data report from July – November 2022 showed that both City-owned parking lots (the Washington Lot and the Leadville Lot) are consistently underutilized. The Washington Lot average occupancy peaked in the afternoon (2:00-5:00 pm) at 25%, and the Leadville lot peaked mid-day (11:00 am-2:00 pm) at 35%. To ensure the lot is still available to daily transient users, the City could consider selling up to 75% of the lot's inventory in permits. Permits should continue to not guarantee a parking space to permit holders.
- Additional employee permit parking supply may be needed depending on demand. The City should proactively pursue shared parking opportunities with private property owners (see recommendation below).
- An automated parking permit management system (PMS) will streamline the management of this program. The City should evaluate the existing vendor partnership with Data Ticket to determine if they offer a desirable PMS that would fit the City's needs.

Pursue Shared Parking Agreements

- While the City already has a shared parking agreement with the LDS church for public use of the 4th Street Parking Lot, additional shared parking agreements between the City and private property owners would be beneficial for the City. These agreements can provide additional public parking options by leveraging the existing parking supply. Shared parking agreements can also be an effective option for employee permit parking and residential overnight parking. The permit revenue could support a mutually-beneficial revenue share with the property owner.
- Shared parking agreements should be designed to safeguard the property owner and allow the City to provide parking enforcement. The City should develop a template agreement in preparation. Municipal code changes may also be required to enable this approach.
- Shared parking opportunities that would support residential overnight parking should be pursued. Covered overnight parking opportunities are especially needed when on-street parking is impacted by snow removal operations during the Winter. Underutilized remote parking lots along the Mountain Rides free Blue Line would provide connectivity between Warm Springs and Elkhorn Springs through Downtown Ketchum.

Encourage Alternative Modes

- Additional secure bike storage options should be installed throughout Downtown. Locating bike storage facilities in highly visible, convenient, public locations should be a top priority.
- The City should evaluate options to enhance pedestrian infrastructure. Locations within a reasonable distance of destinations such as transit stops, schools, libraries, medical clinics, community centers, commercial areas, and public parks should be prioritized.
- Opportunities to offset parking demand should be explored. The City should consider how to tailor any commuter and transportation programs based on the seasonal conditions. For example, programs could encourage active transportation modes like walking and biking, especially in the Summer. There are commute gamification platforms that can encourage mode shifts by offering prizes or incentives. The City could consider planning annual challenges during May, in conjunction with the Sun Valley Bike Month and other local events.

On-street Policies

- The most recent quarterly data report from July – November 2022 showed the on-street parking in the core of downtown is not overly impacted. The parking industry-standard target parking occupancy rate is 85 percent. At this rate, there are enough vacant parking spaces to 1) Minimize congestion from drivers searching for spaces; and 2) Reduce oversupply, which is an inefficient and

costly use of valuable land. While a small number of block faces were found to exceed the industry standard 85% occupancy threshold, no streets exceed 85% occupancy the entire day.

- The City should continue to monitor parking demand over time to identify how parking demand patterns evolve. If in the future occupancy data is showing that on-street parking within the downtown core frequently reaches the 85 percent occupancy threshold policy changes may be needed. If this were the case, the City could consider adjusting the operating hours to align with peak demand periods, adjusting time limits, or even a customer-friendly paid parking model.
- The City should consider implementing a no re-parking rule. This would require drivers to move their vehicle a defined distance away to be allotted a new time limit period. For example, the no re-parking rule could limit vehicles to parking once per block per day. A no re-parking rule makes time limits more effective by encouraging drivers to just park once in a location that best fits their needs instead of re-parking to evade the time limit. This could encourage the use of the parking lots, rather than occupying parking in the downtown core.

C Operations

Operations Recommendations

Develop Parking Branding & Signage

- The City should consider developing a parking and mobility brand. A brand can maximize exposure and familiarity with the City's parking programs, and there is an opportunity to incorporate the brand along with wayfinding and parking signage throughout Downtown.

☑ During the development of this Plan, a Signage Enhancement Plan was developed which includes new signage designs and parking brand mock-ups.

Figure 3. Park Ketchum Brand Mock-up

Figure 4. Parking Lot Sign Mock-up

Figure 5. Paid Parking Sign Mock-up

Improve the Parking Webpage

- The "Parking in Ketchum" webpage on the City's website should be enhanced so that it may serve as a comprehensive source of information about parking and navigating in Ketchum. The webpage should enable users to easily identify links to all parking services in the City. These could include links to download the mobile payment application, apply for employee permits, and contest or appeal pay citations. The website should also include information about alternative ways to access Ketchum without a vehicle, such as public transportation, bike routes, or pedestrian facilities.
- The webpage should also include a list of frequently asked questions (FAQs) that address parking policies and procedures.
- The City should appoint an employee or team to review the page no less than twice per year to ensure all links and information are up to date with current policies.

Ongoing Data Collection & Curb Management

- Strategies should be implemented incrementally, and the City should leverage the data collected by mobile LPR cameras for ongoing monitoring of parking program effectiveness.
- The ongoing utilization of LPR will allow for trend analyses for each block face. This data will be utilized to determine the appropriate time limit for block face. The City should use the parking industry-standard target occupancy rate, 85 percent, as a threshold for when to consider program adjustments.
- In addition, the City could consider testing sensor technology that could provide 24/7 data about pedestrians/bicycles/vehicles behavior and traffic patterns. The City should consider piloting sensor technology in coordination with other studies and City initiatives.
- Additionally, adding at least one short-term parking space to the entrance or exit of each block face will ensure turnover and provide convenient spaces for customers looking to make quick stops.

☑ Since initiating the parking study, the City has received quarterly data collection reports of over 120 on-street block faces and three parking lots Downtown.

Looking Ahead

The City should continue to monitor parking demand over time to identify how parking demand patterns evolve. For instance, in the future, if on-street parking frequently reaches the 85 percent occupancy threshold, this could be an indication that policy changes are needed. There are several options to consider including adjusting the operating hours to align with peak demand periods, adjusting time limits, or even a customer-friendly paid parking model. However, paid parking is not recommended on-street unless occupancy is consistently shown to exceed 85 percent.

Ideally, the City should not invest in building additional parking supply until other parking management strategies have been introduced, and only after parking demand trends are clearly understood. Without effective parking strategies and consistent enforcement, additional parking supply will not necessarily solve parking challenges.

Certain off-street parking lots may be considered for redevelopment in the future. The City should consider opportunities to partner with developers to build parking that will be publicly available. A public parking garage could provide additional long-term and overnight parking options, which appear to be in short supply in Downtown Ketchum.

City of Ketchum

Downtown Parking Survey

February 2022

DIXON

RESOURCES UNLIMITED

Survey Background

- The purpose of the online survey was to gather feedback from business owners, employees, and residents on parking within Downtown Ketchum.

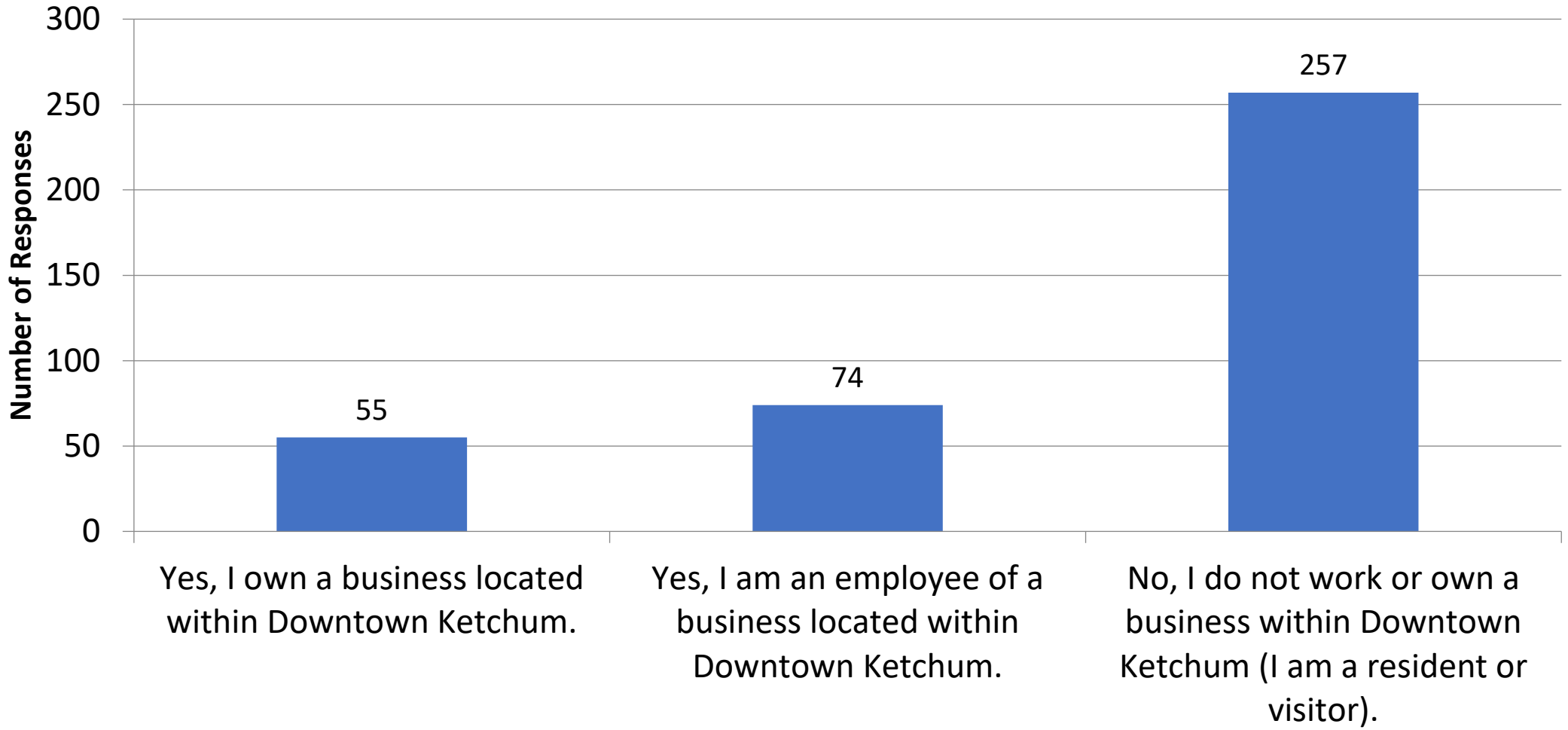
- The online survey was open from February 2nd to February 28th, 2022.

- There were 386 total responses.

Survey Part 1:
Business Owners & Employees

Do you own a business or work for a business located within Downtown Ketchum?

- ❑ Yes, I own a business.
- ❑ Yes, I am an employee.
- ❑ No, I don't work or own a business within Downtown Ketchum.



Business Owners & Employees

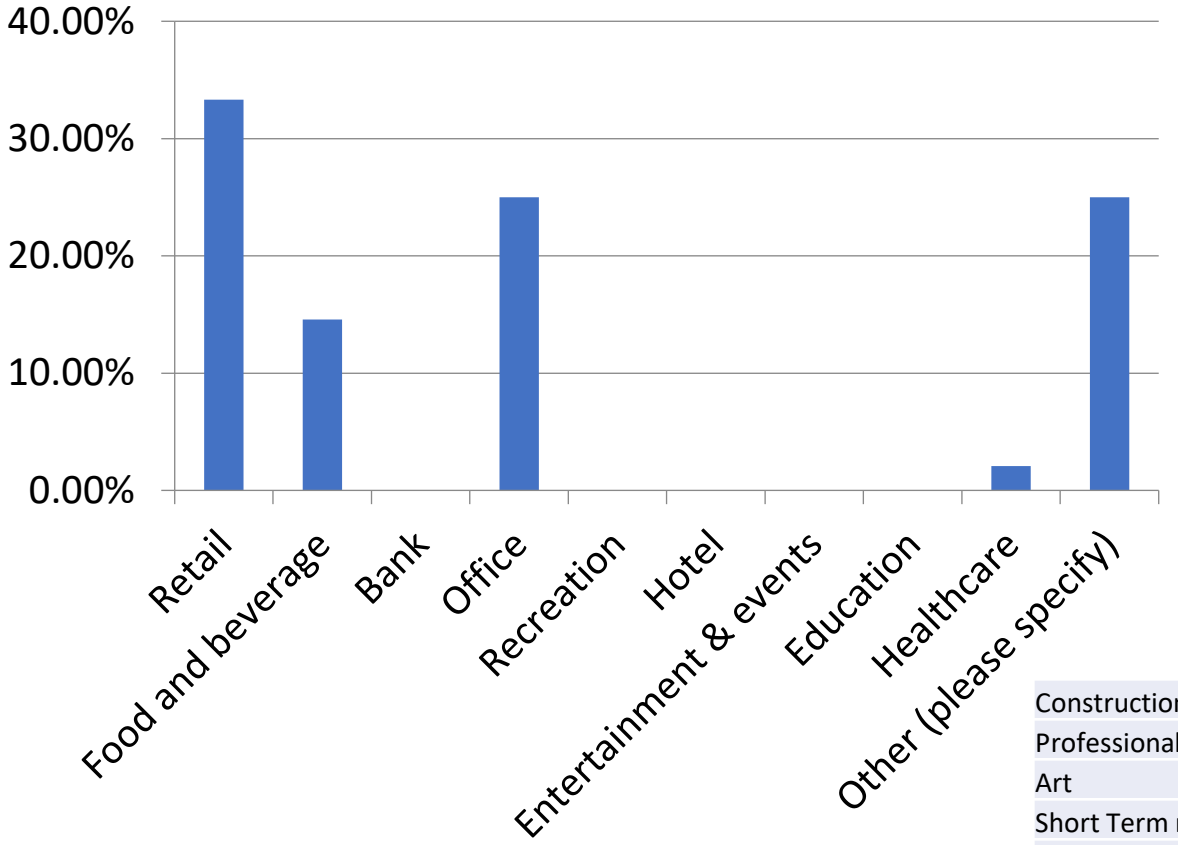
The following questions were posed to business owners and employees that work within Downtown Ketchum.

To better understand the results, responses were broken out into two groups, business owners and employees.

Which of the following best describes your business/where you work?

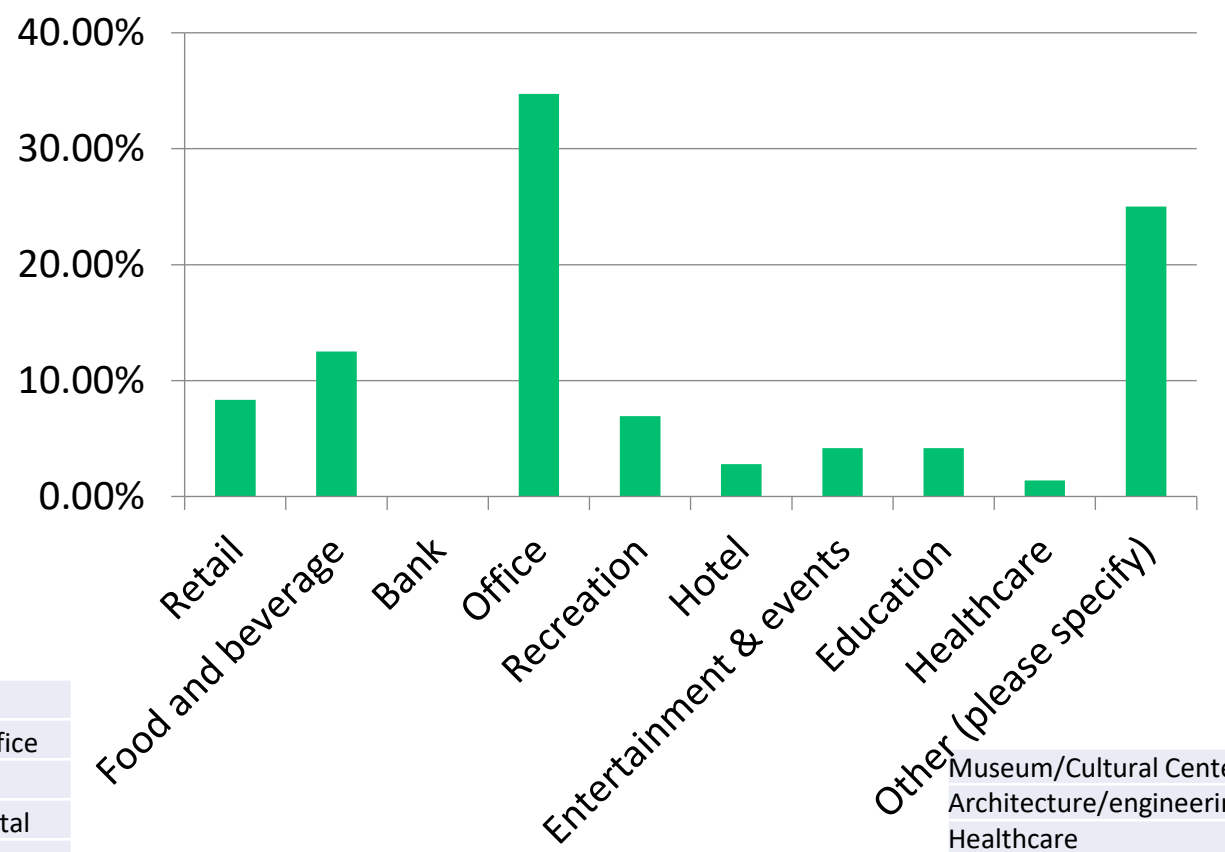
- ❑ Retail
- ❑ Food and Beverage
- ❑ Bank
- ❑ Office
- ❑ Recreation
- ❑ Hotel
- ❑ Entertainment and event venues
- ❑ Education
- ❑ Healthcare
- ❑ Other (please specify)

Business Owners



- Construction
- Professional office
- Art
- Short Term rental
- Hair salon
- Real Estate Owner
- Outfitters/Retail

Employees

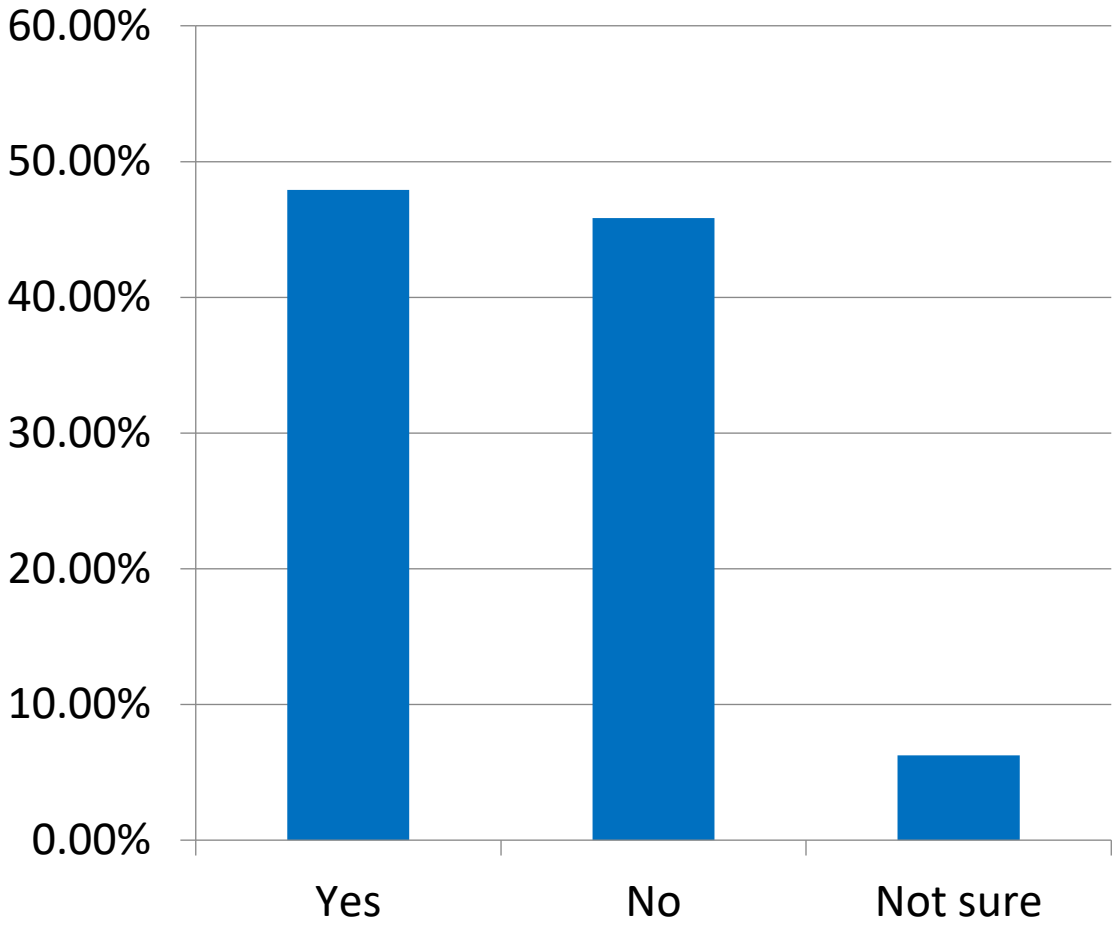


- Museum/Cultural Center
- Architecture/engineering
- Healthcare
- Education
- Real estate
- Government

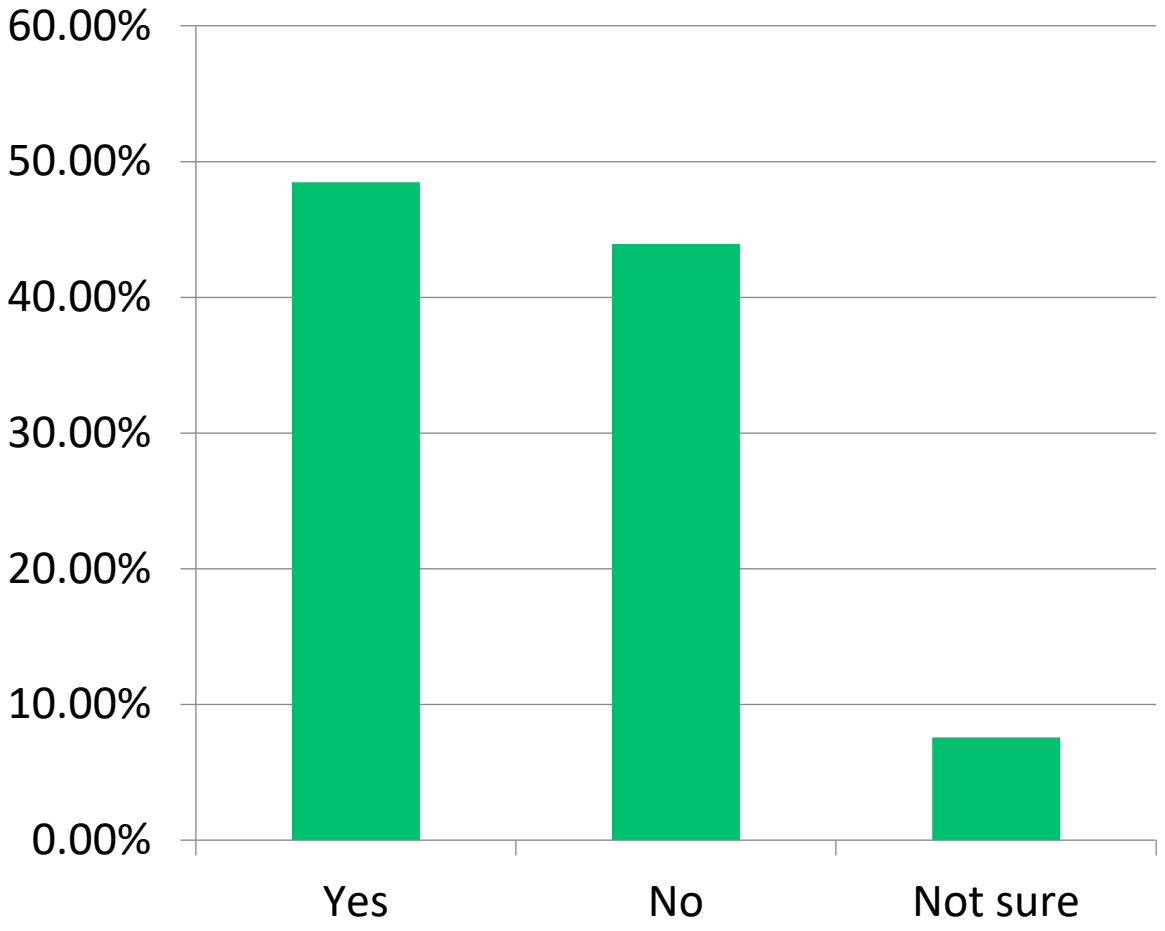
On a typical day, do you think there is enough nearby parking available for your customers?

- ❑ Yes
- ❑ No
- ❑ Not sure

Business Owners



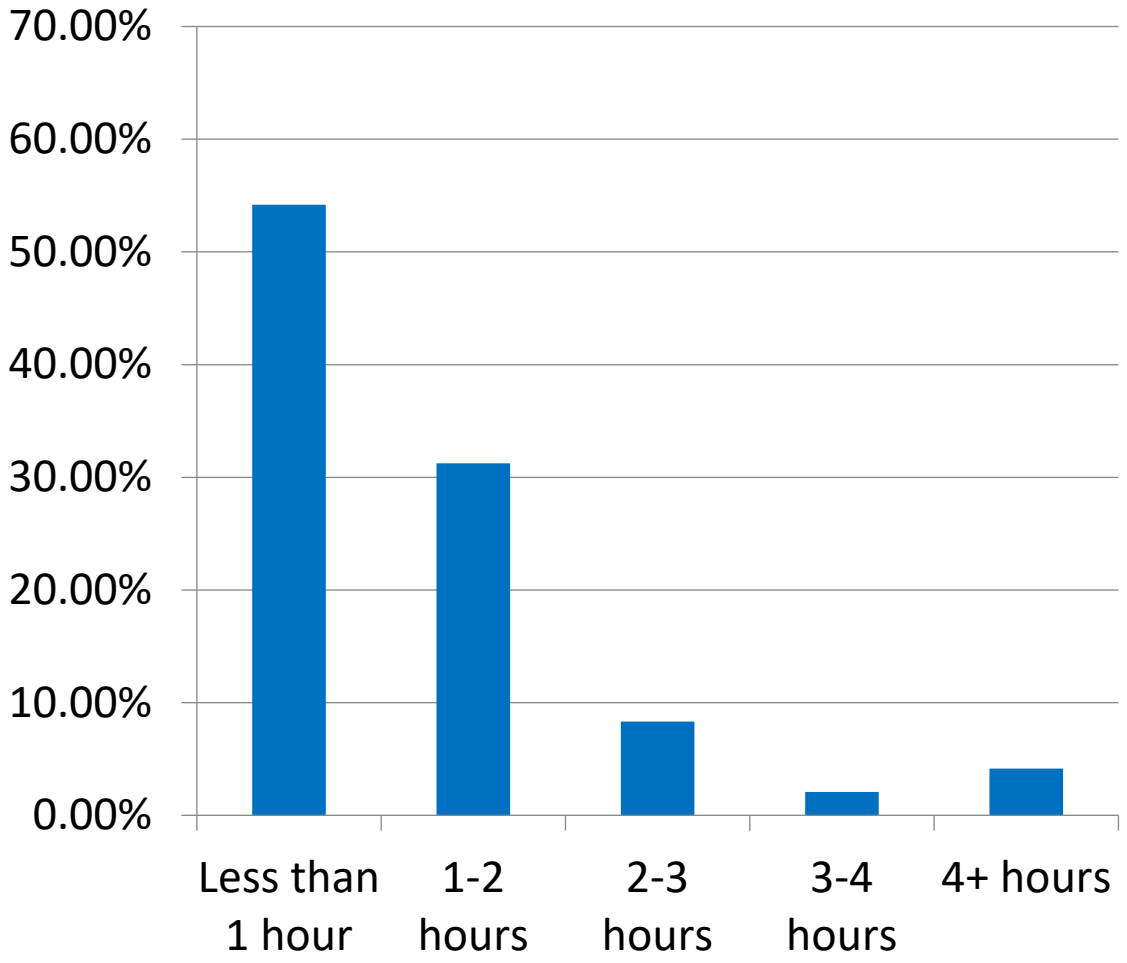
Employees



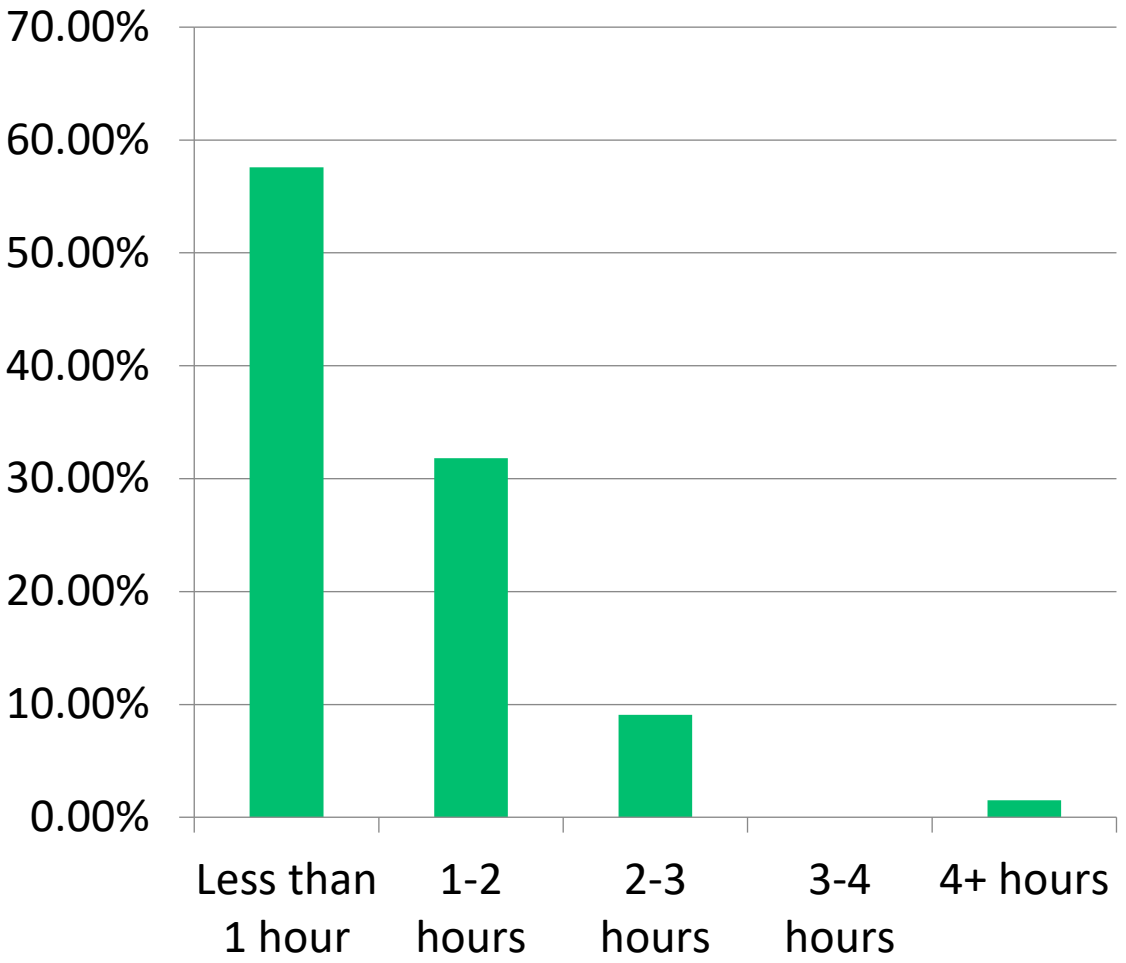
How much time does your typical customer spend at your business?

- ❑ Less than 1 hour
- ❑ 1-2 hours
- ❑ 2-3 hours
- ❑ 3-4 hours
- ❑ 4+ hours

Business Owners



Employees



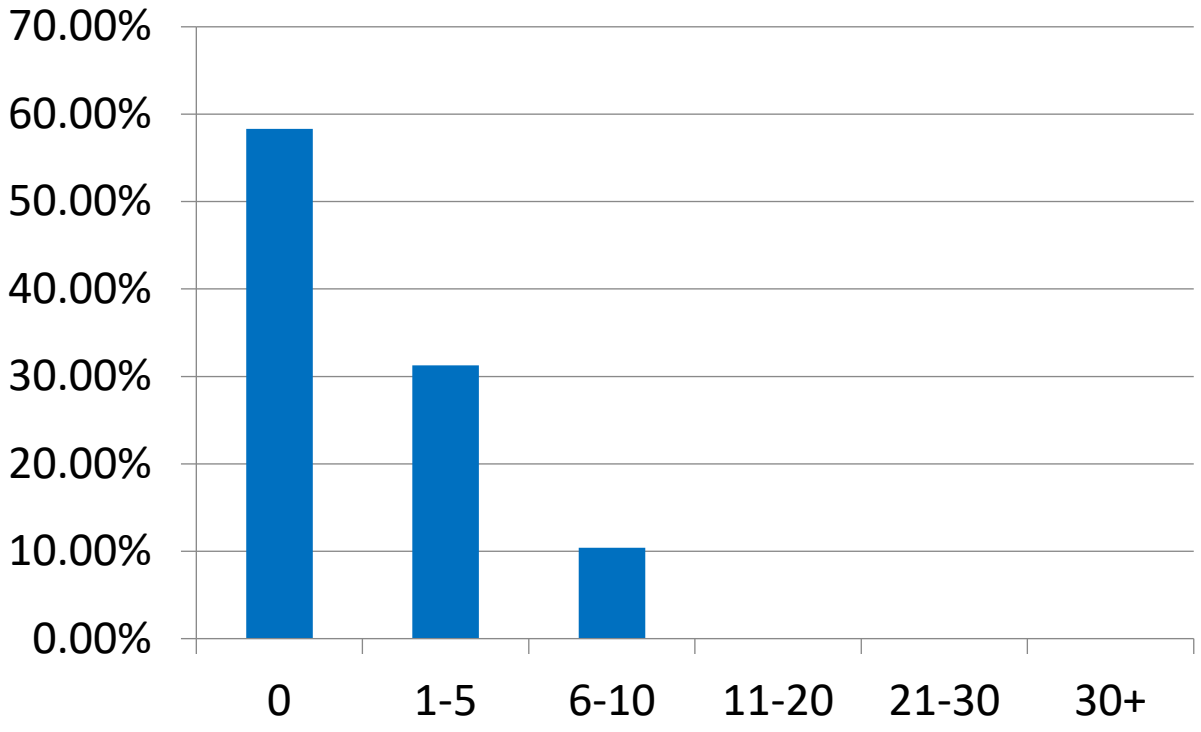
Business Owners

The following questions were asked specifically to owners of downtown businesses.

Business Owners

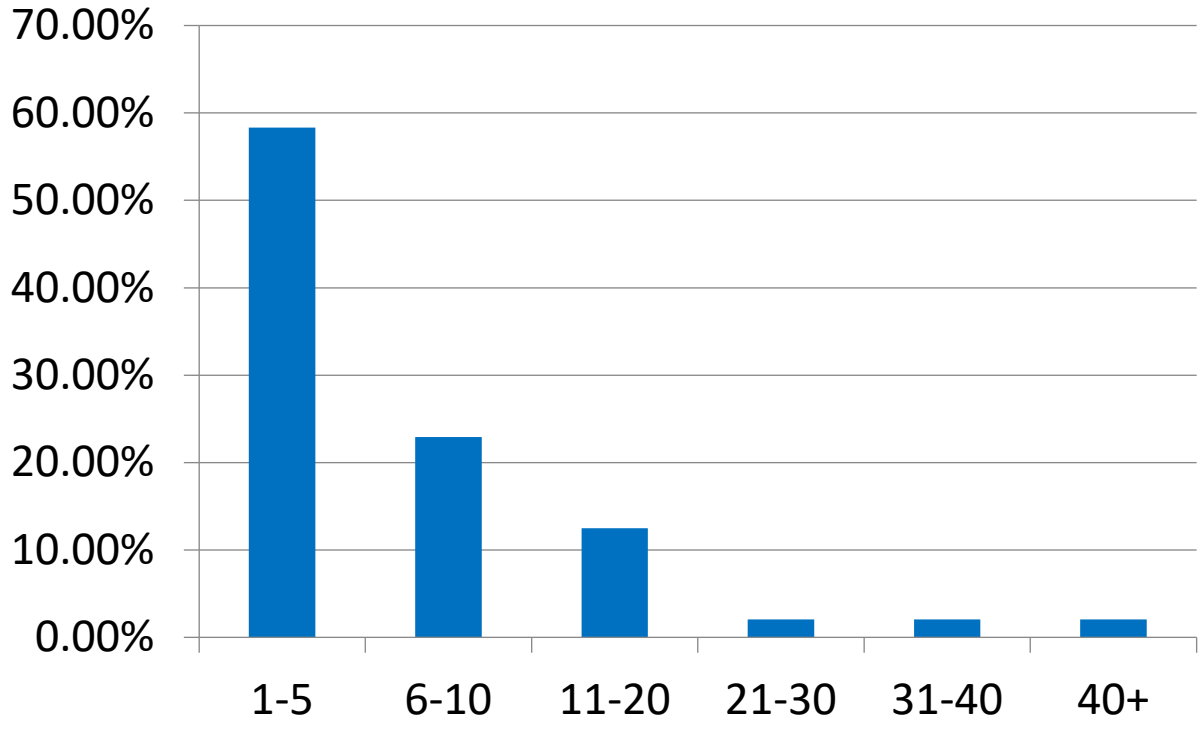
How many private off-street parking spaces does your business provide for *employees*?

- ❑ 0
- ❑ 1-5
- ❑ 6-10
- ❑ 11-20
- ❑ 21-30
- ❑ 30+



What is the maximum number of employees you have at work at any given time?

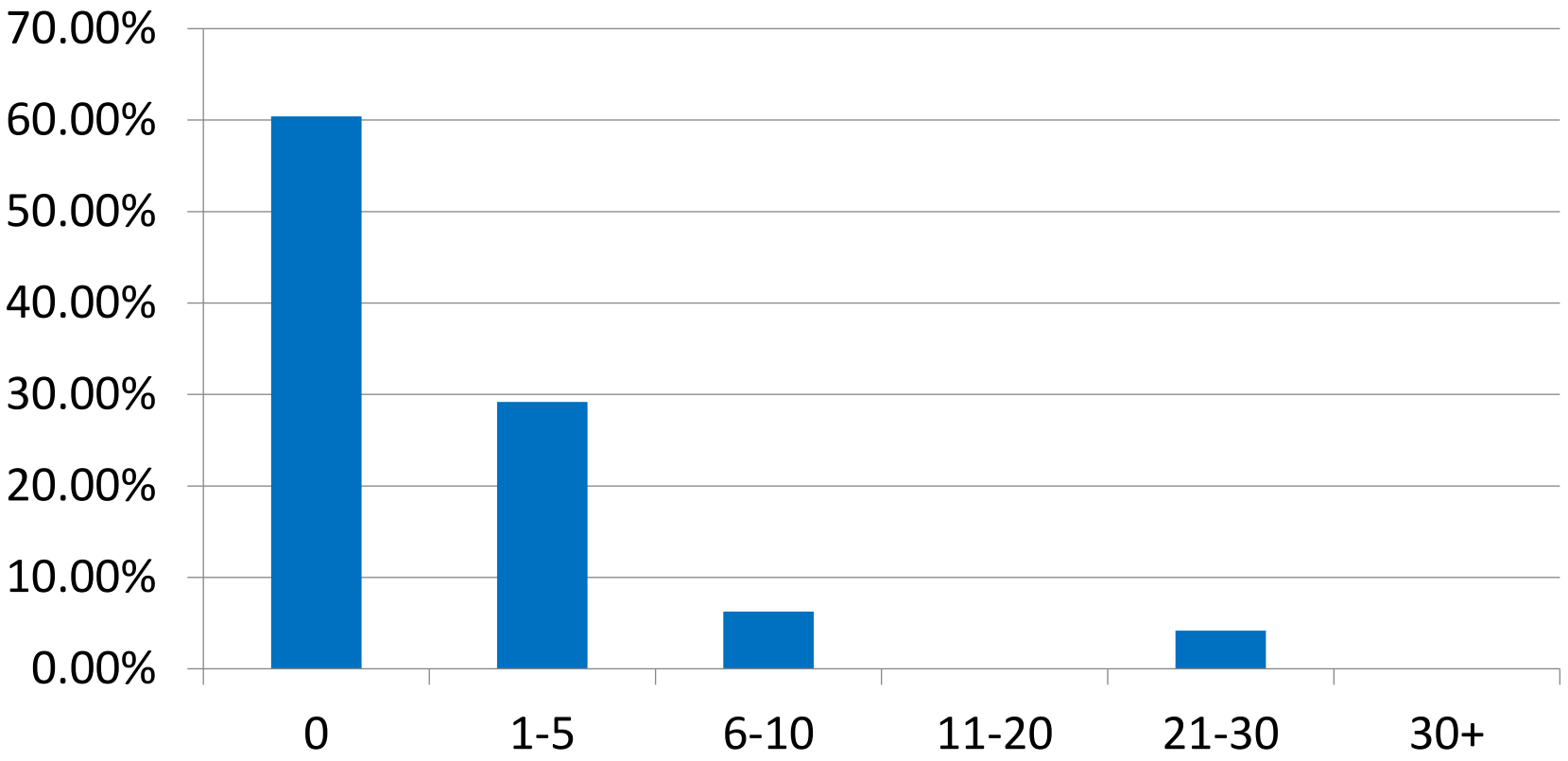
- ❑ 0
- ❑ 1-5
- ❑ 6-10
- ❑ 11-20
- ❑ 21-30
- ❑ 31-40
- ❑ 40+



Business Owners

How many private on-site parking spaces does your business provide for *customers*?

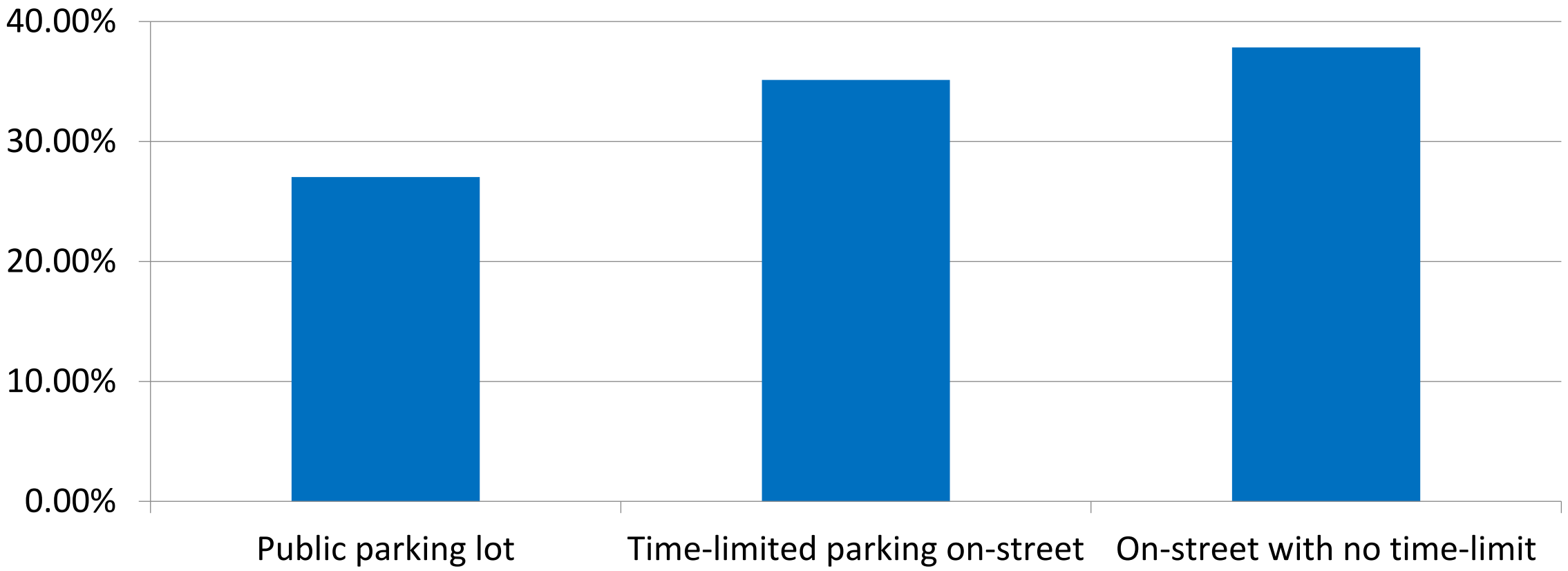
- ❑ 0
- ❑ 1-5
- ❑ 6-10
- ❑ 11-20
- ❑ 21-30
- ❑ 30+



Business Owners

If you do not have private on-site parking, where do you tell your employees and visitors to park?

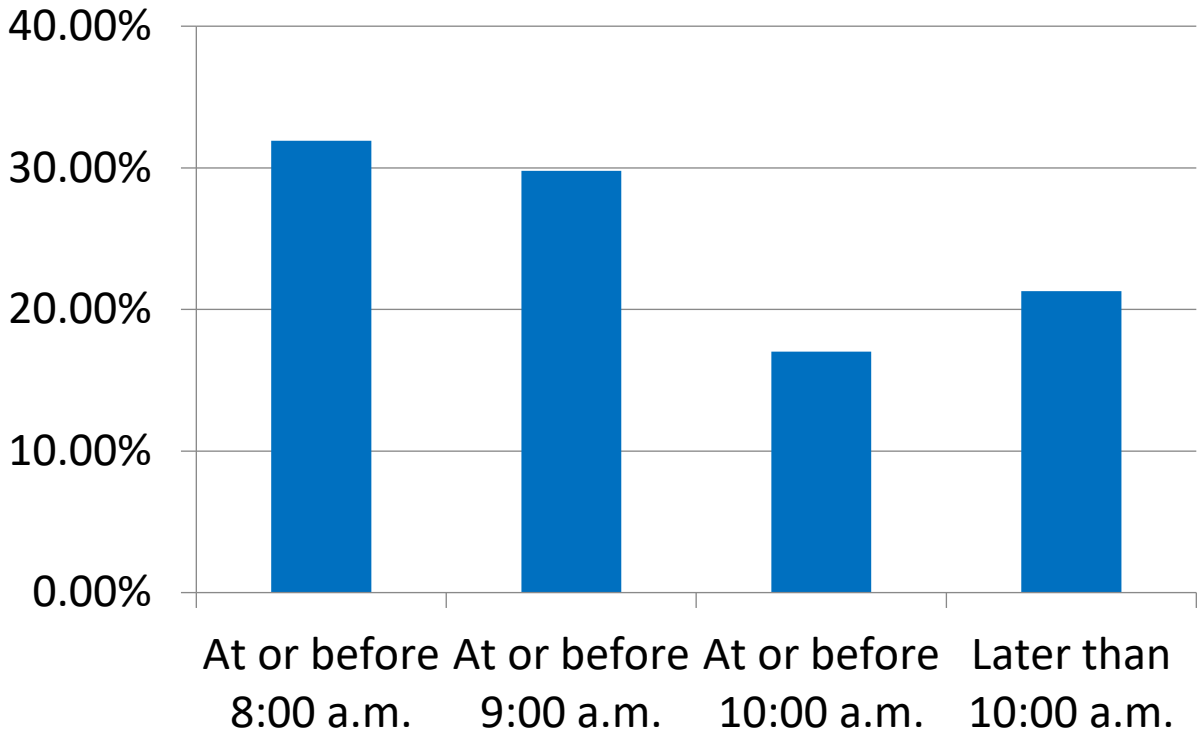
- ❑ Public parking lot
- ❑ Time-limited parking on-street
- ❑ On-street with no time-limit



Business Owners

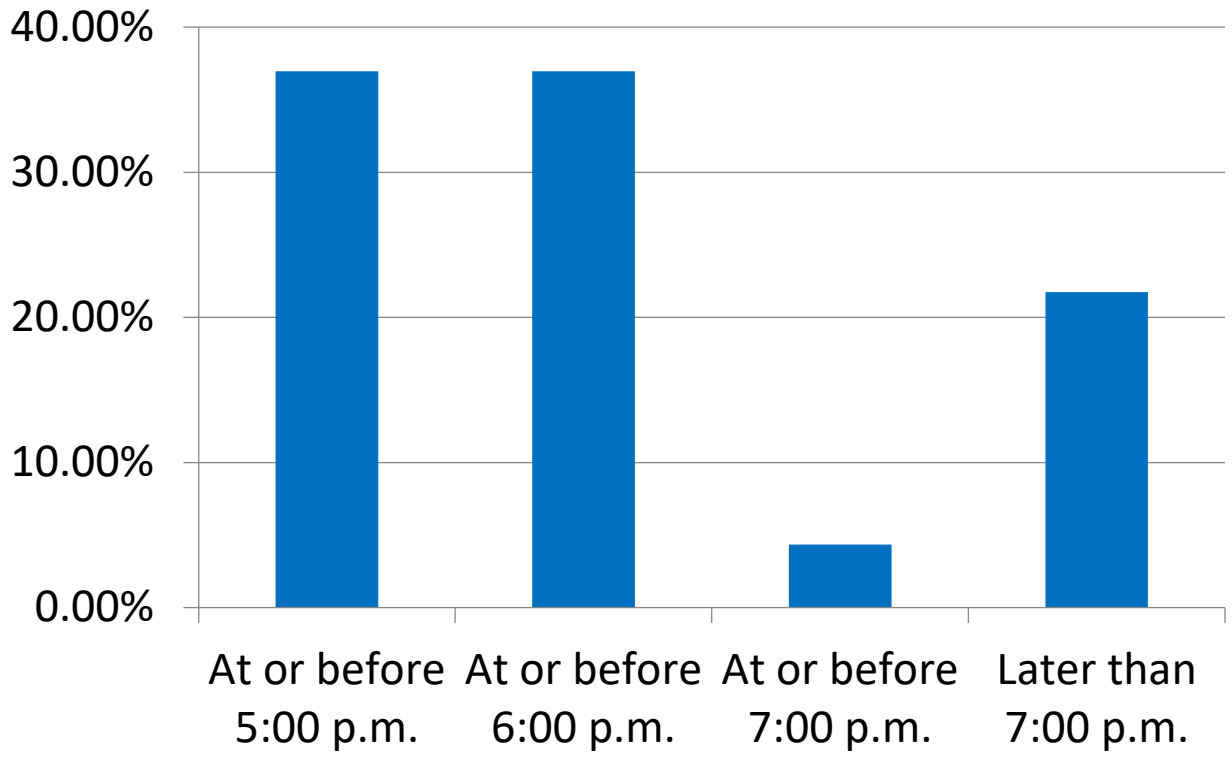
What time does your business typically open?

- ❑ At or before 8:00 a.m.
- ❑ At or before 9:00 a.m.
- ❑ At or before 10:00 a.m.
- ❑ Later than 10:00 a.m.



What time does your business typically close?

- ❑ At or before 5:00 p.m.
- ❑ At or before 6:00 p.m.
- ❑ At or before 7:00 p.m.
- ❑ Later than 7:00 p.m.



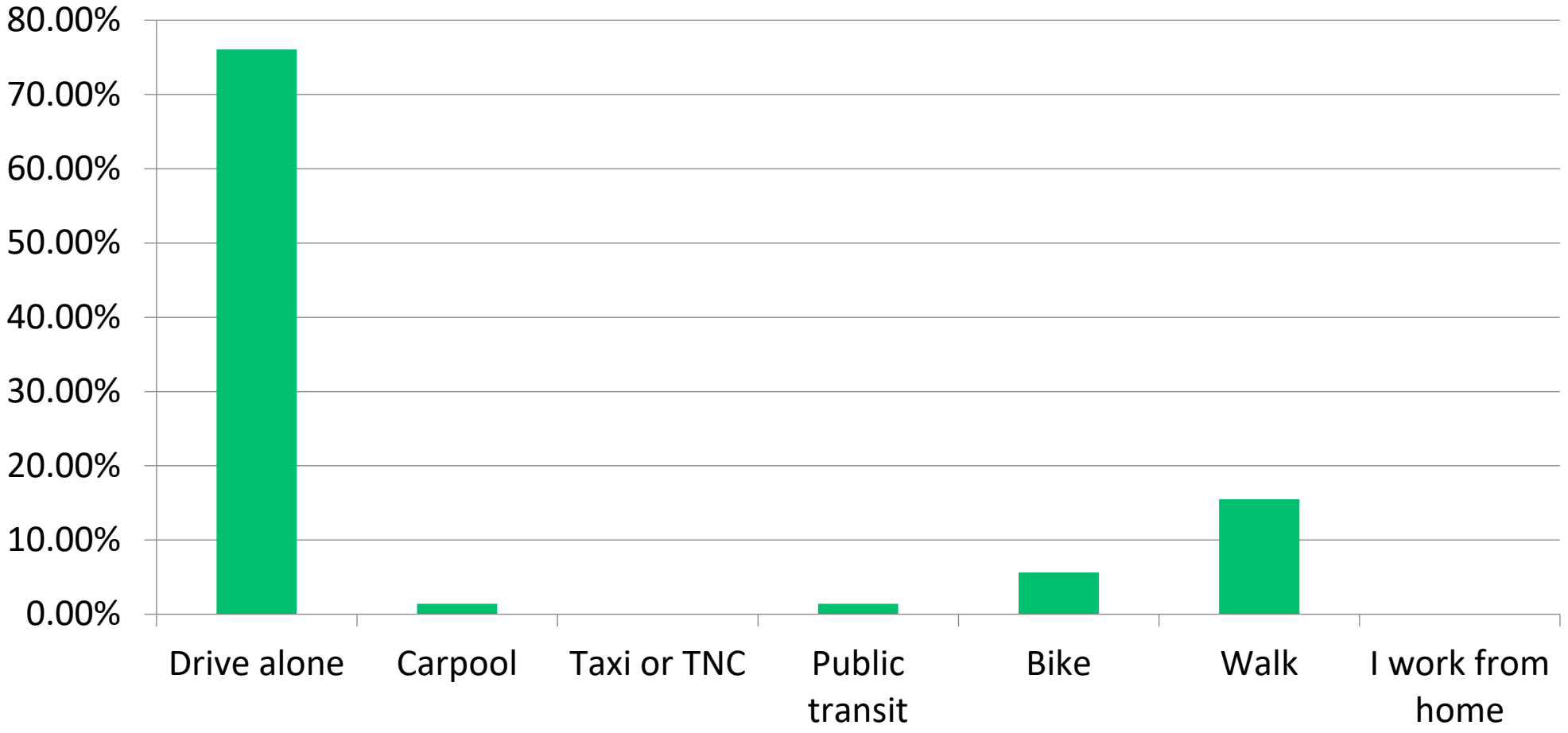
Employees

The following questions were asked specifically to employees of downtown businesses.

Employees

How do you commute to work?

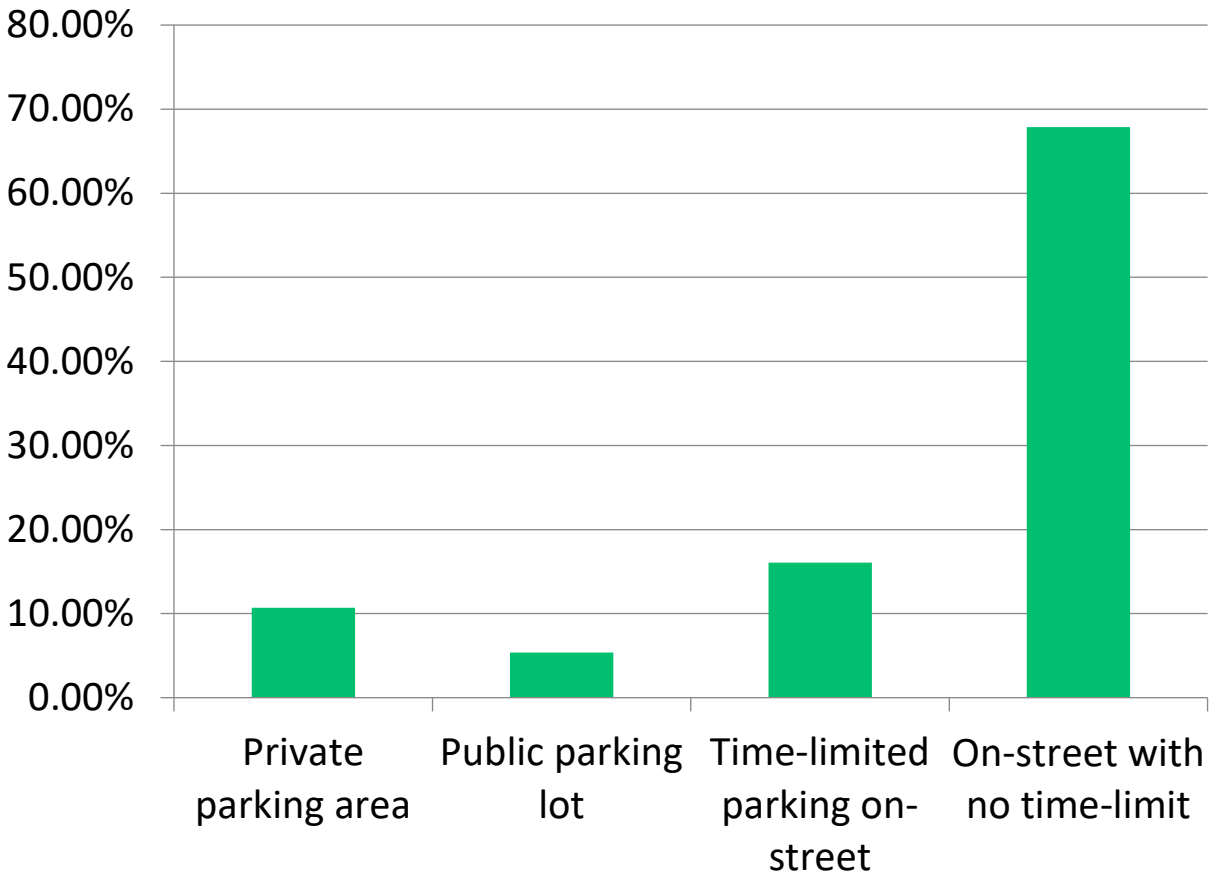
- ❑ Drive alone
- ❑ Carpool
- ❑ Taxi or TNC
- ❑ Public transit
- ❑ Bike
- ❑ Walk
- ❑ I work from home/ Telecommute



Where do you typically park while you're at work?

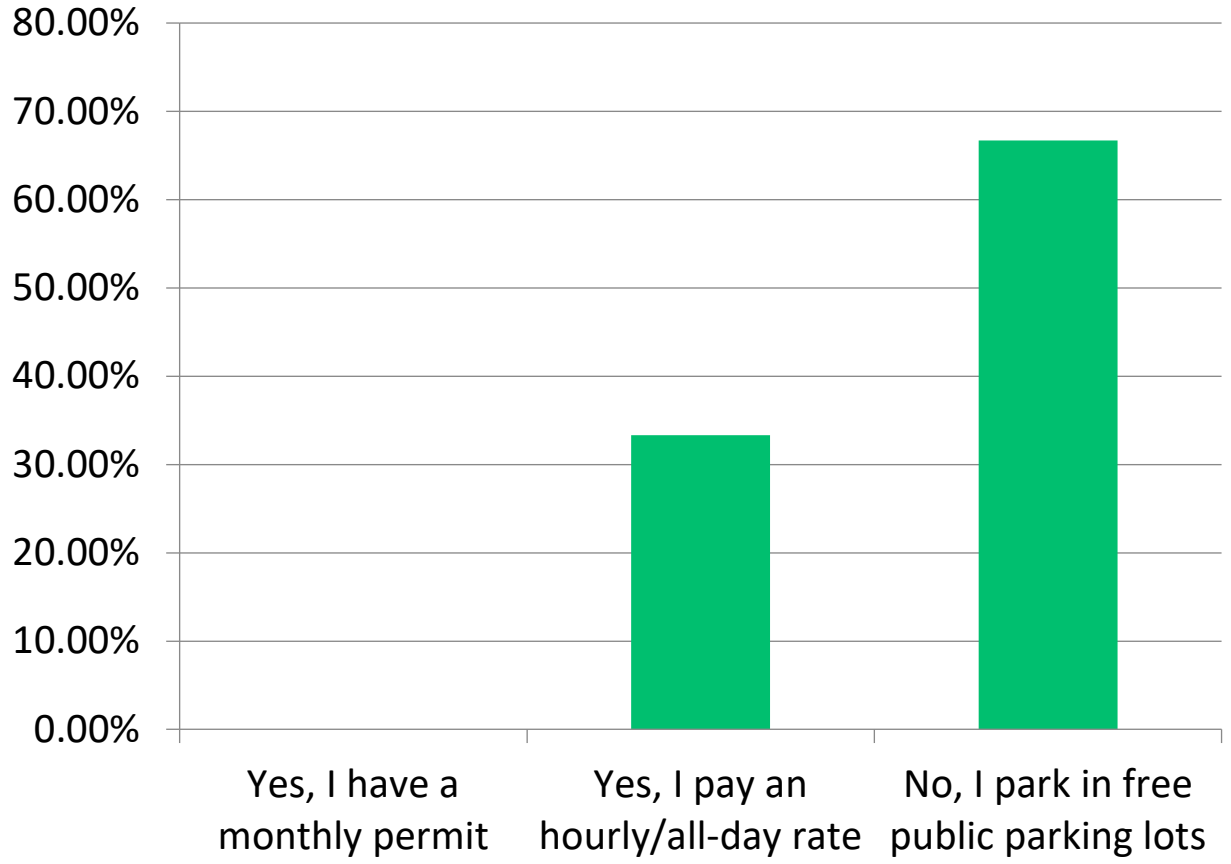
Employees

- ❑ Private parking area
- ❑ Public parking lot
- ❑ Time-limited parking on-street
- ❑ On-street with no time-limit



Do you pay for parking while you are at work?

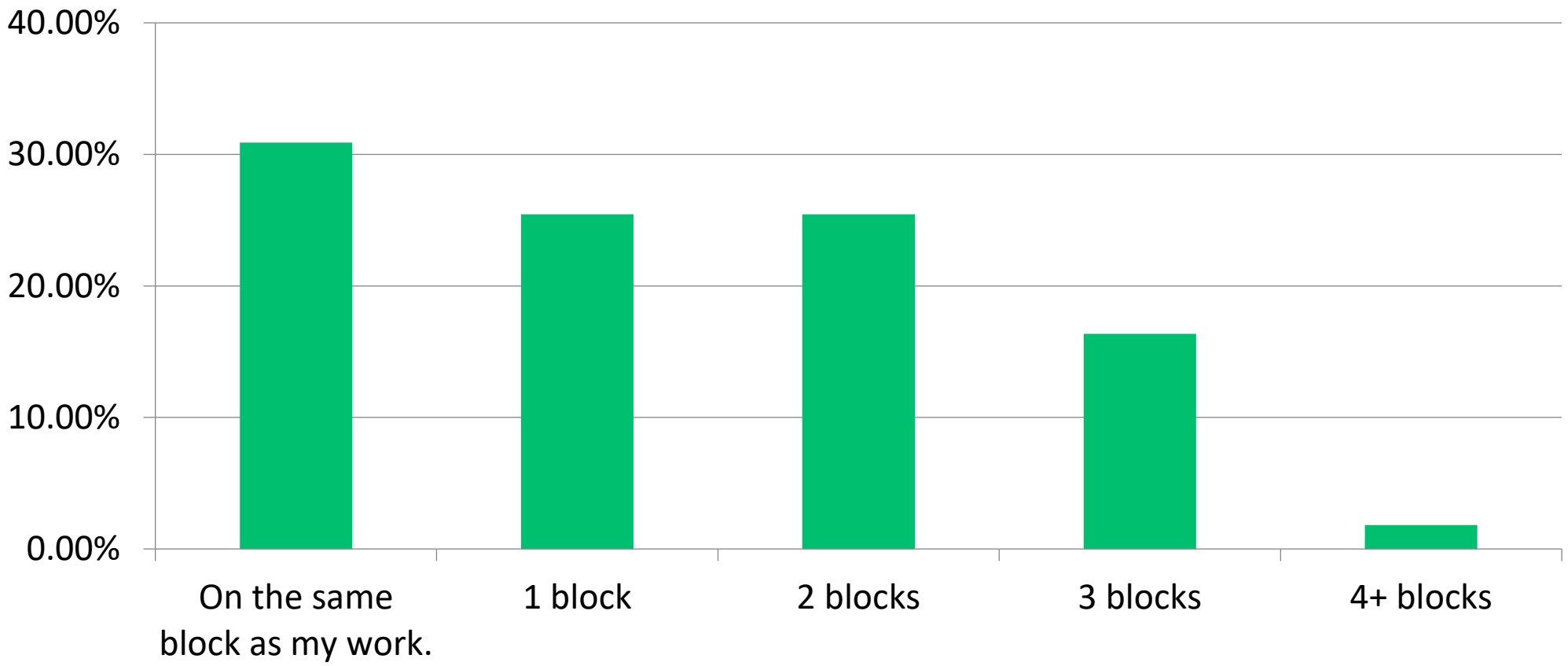
- ❑ Yes, I have a monthly permit
- ❑ Yes, I pay an hourly/all-day rate
- ❑ No, I park in free public parking lots



Employees

How far away do you typically park from work?

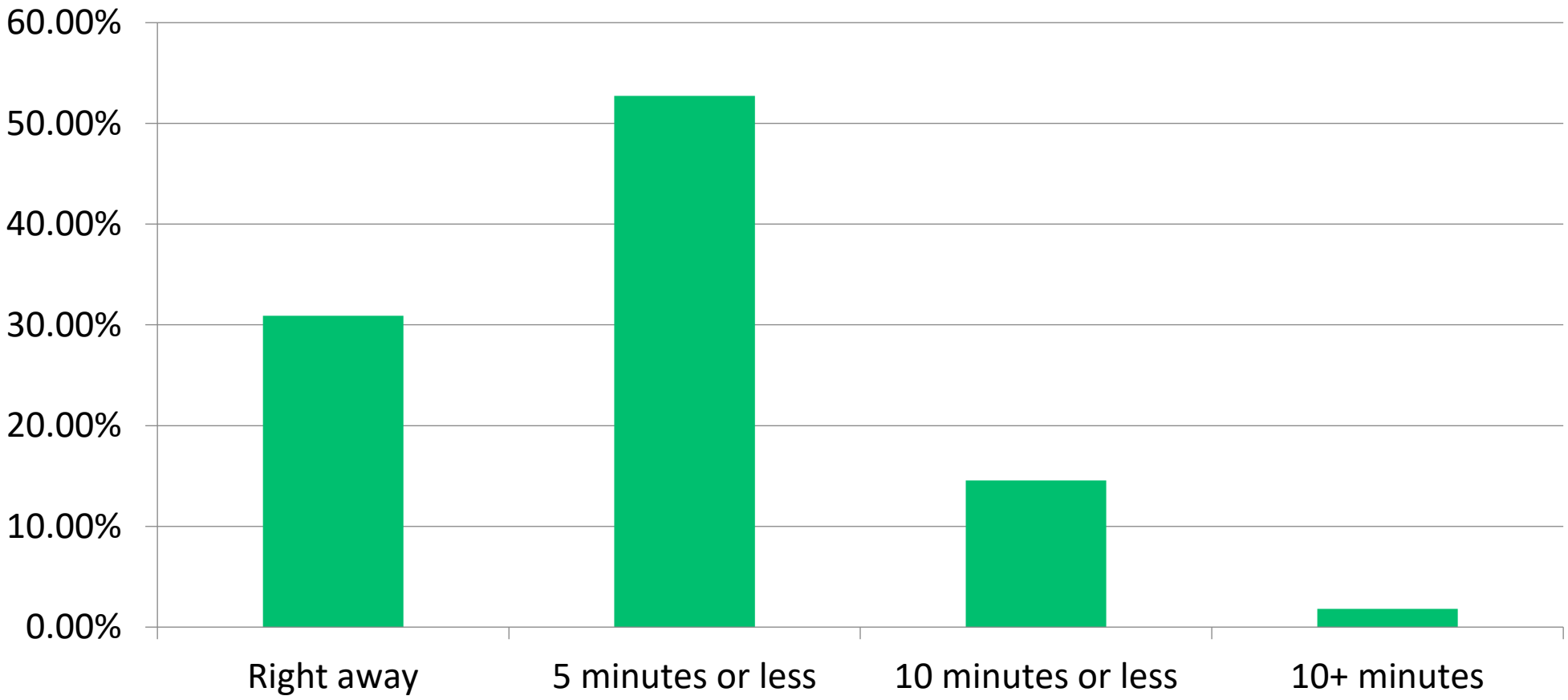
- ❑ 1 block
- ❑ 2 blocks
- ❑ 3 blocks
- ❑ 4+ blocks



Employees

How long does it typically take you to find an available parking space before work?

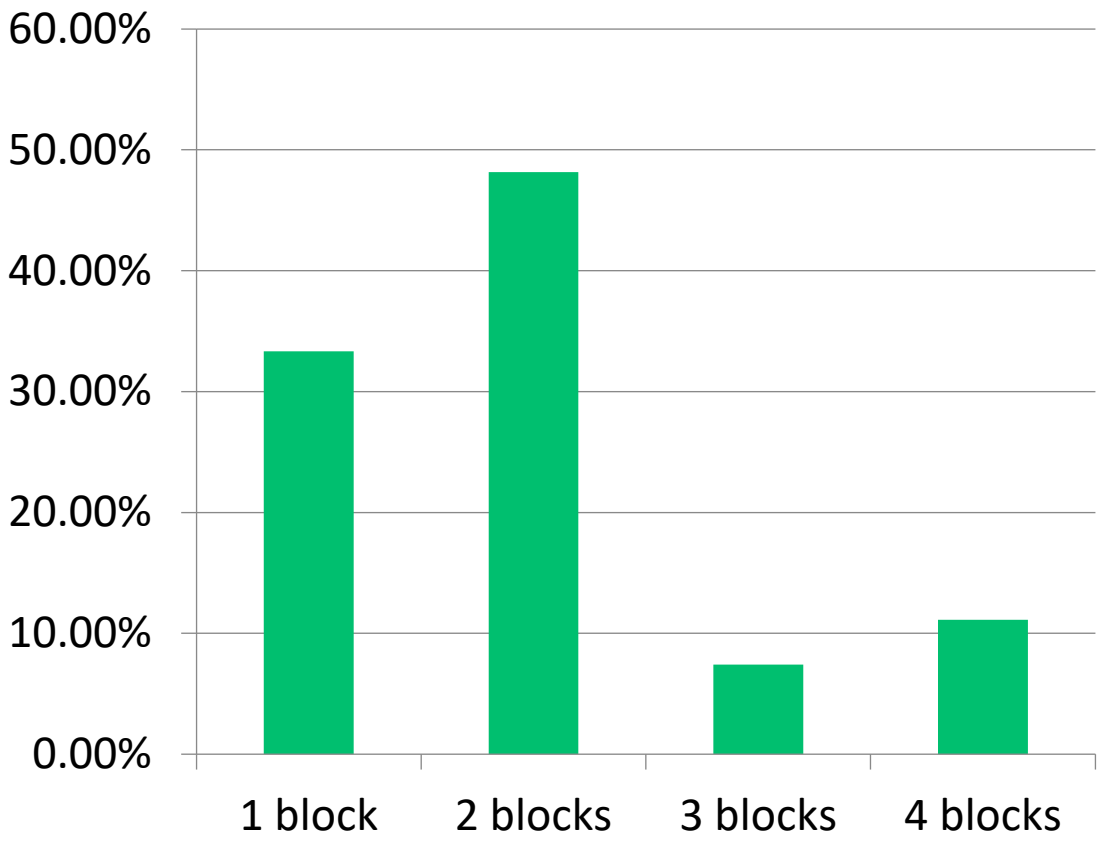
- ❑ Right away
- ❑ 5 minutes or less
- ❑ 10 minutes or less
- ❑ 10+ minutes



Employees

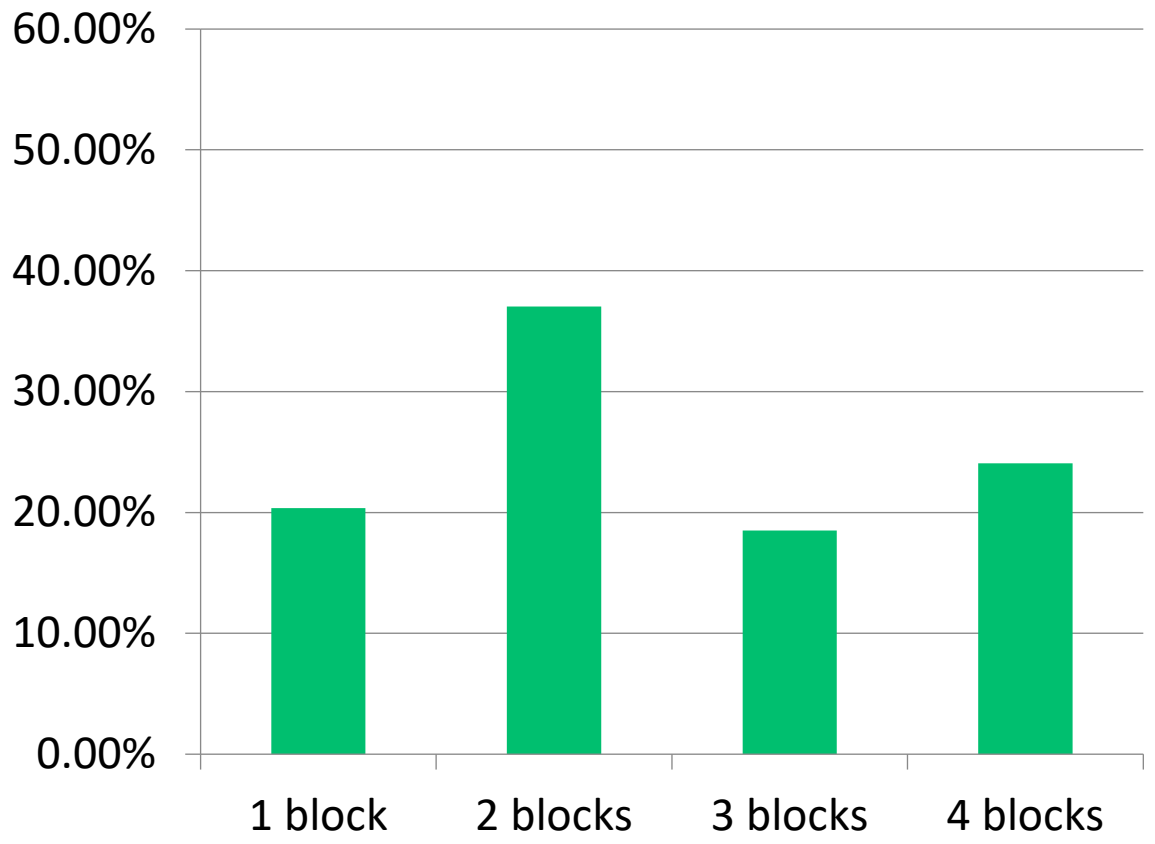
What is a reasonable distance to walk from a parking space to work during the *snow season*?

- ❑ 1 block
- ❑ 2 blocks
- ❑ 3 blocks
- ❑ 4+ blocks



What is a reasonable distance to walk from a parking space to work during *non-snow seasons*?

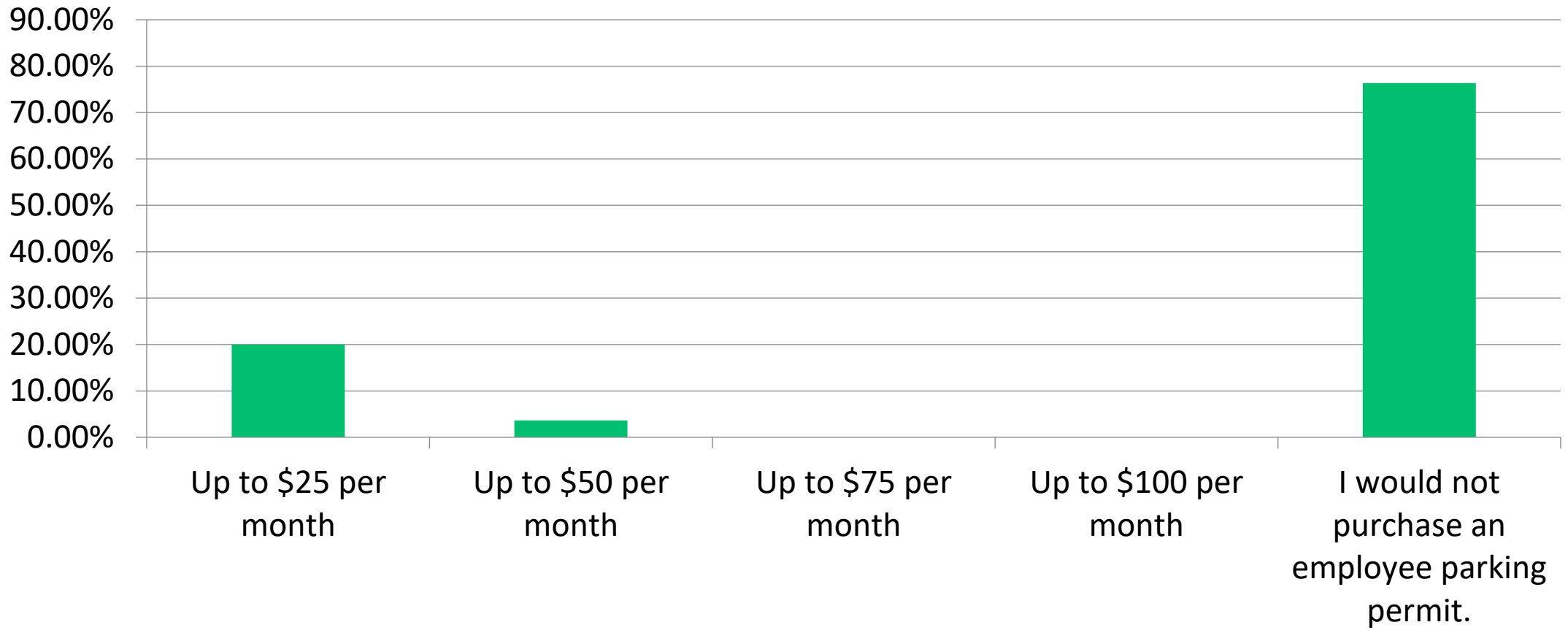
- ❑ 1 block
- ❑ 2 blocks
- ❑ 3 blocks
- ❑ 4+ blocks



Employees

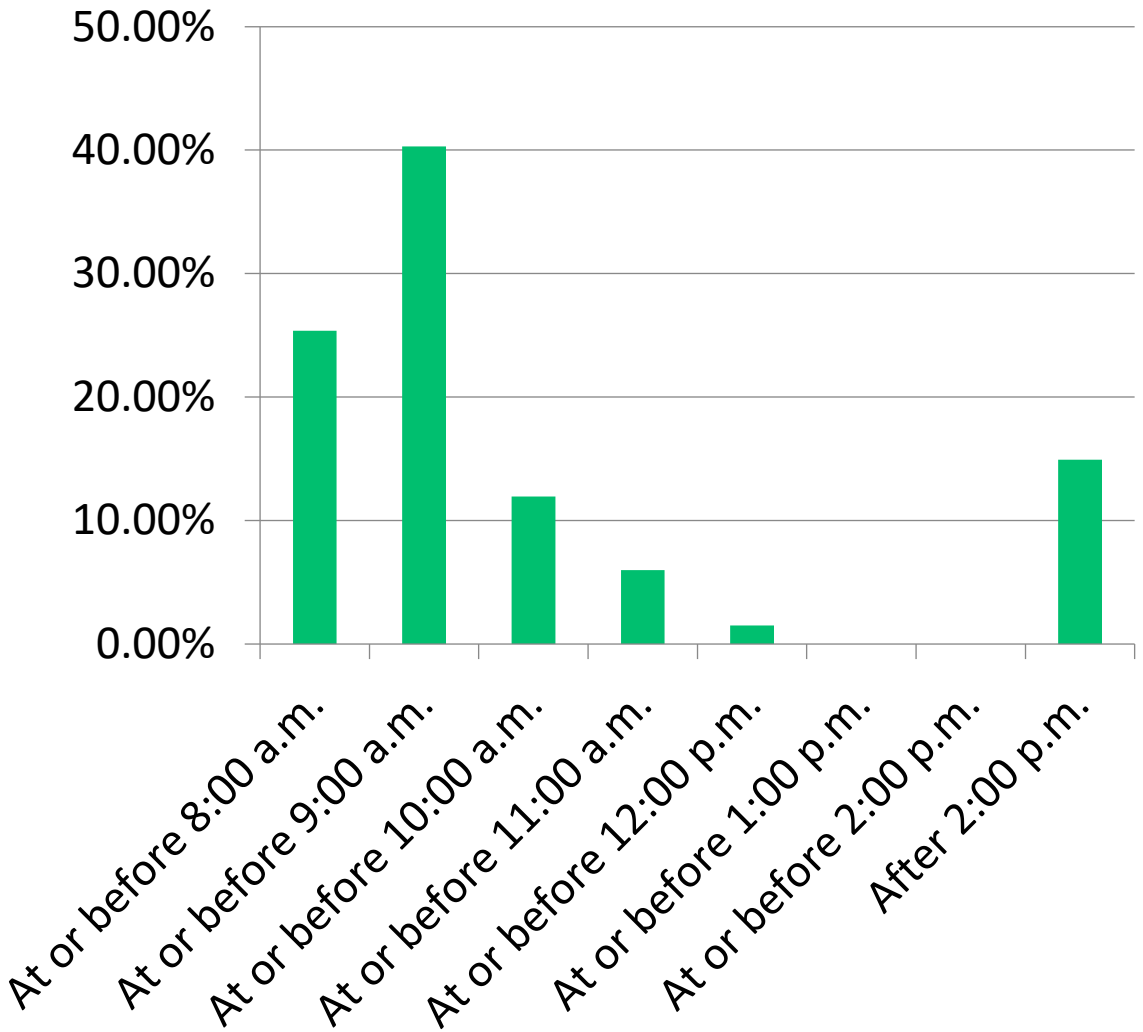
What is the most you would be willing to pay for an employee parking permit, if it meant you could easily find a space to park?

- ❑ Up to $25 per month
- ❑ Up to $50 per month
- ❑ Up to $75 per month
- ❑ Up to $100 per month
- ❑ I would not purchase an employee parking permit

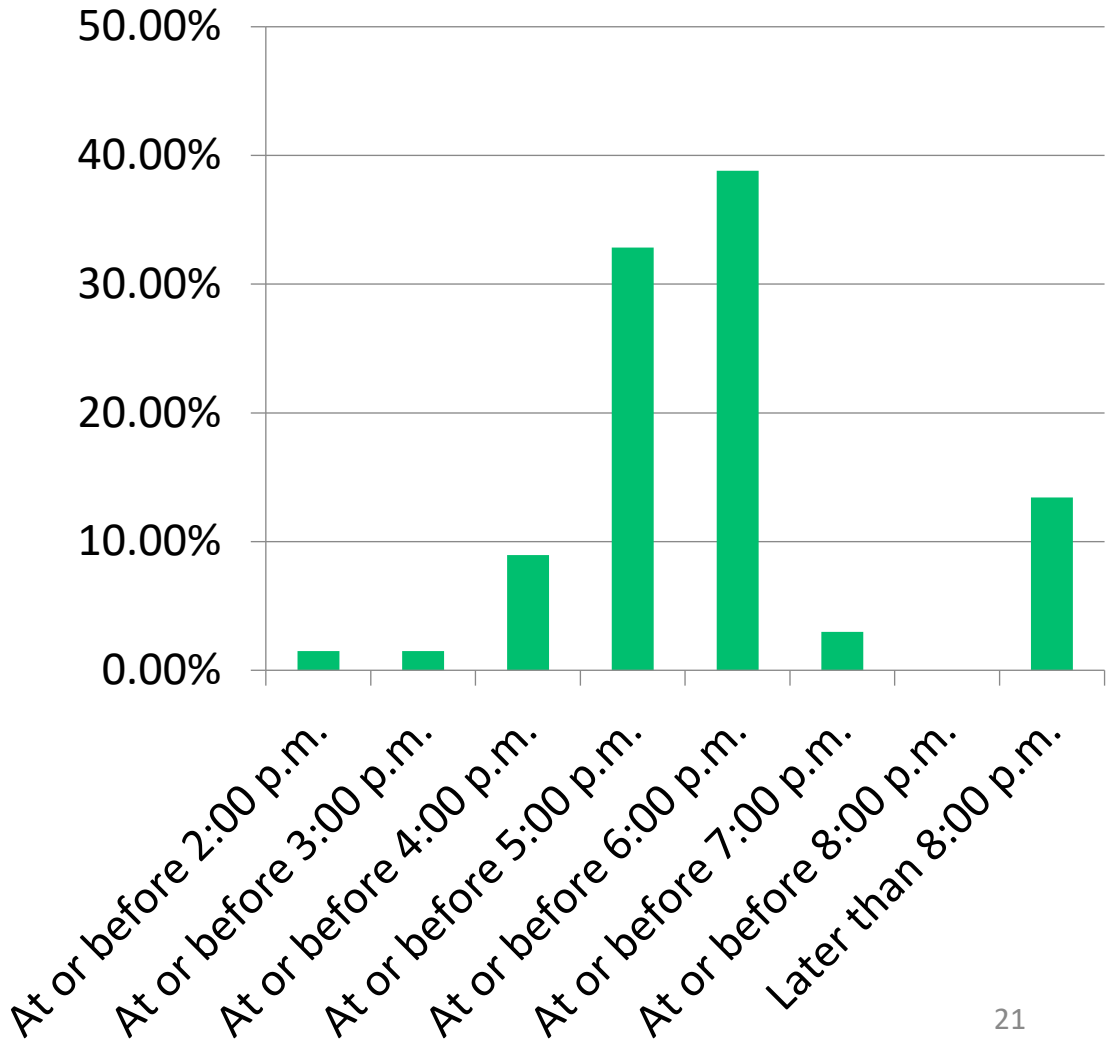


Employees

What time do you typically *arrive* at work?



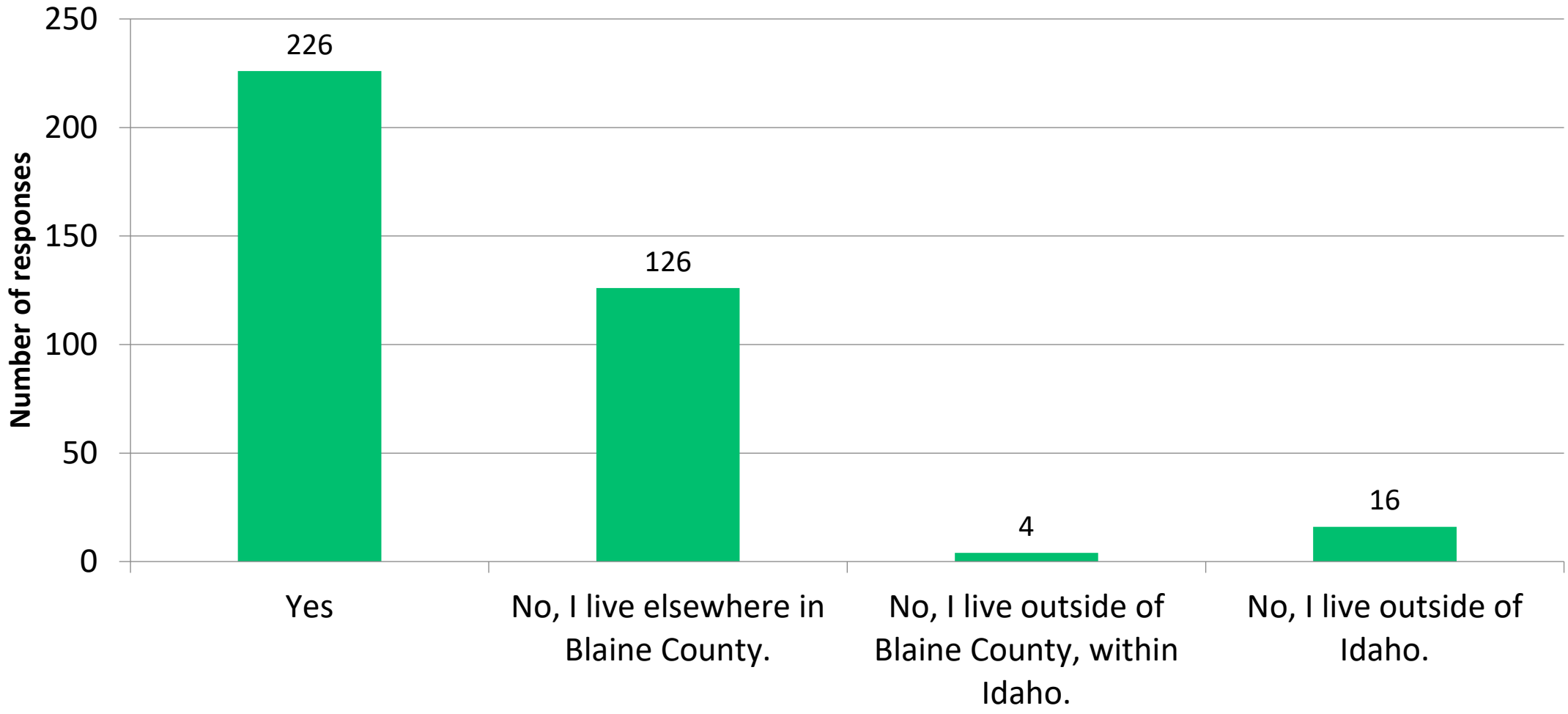
What time do you typically *depart* work?



Survey Part 2:
Ketchum Residents & Non-Residents

Do you live in the City of Ketchum?

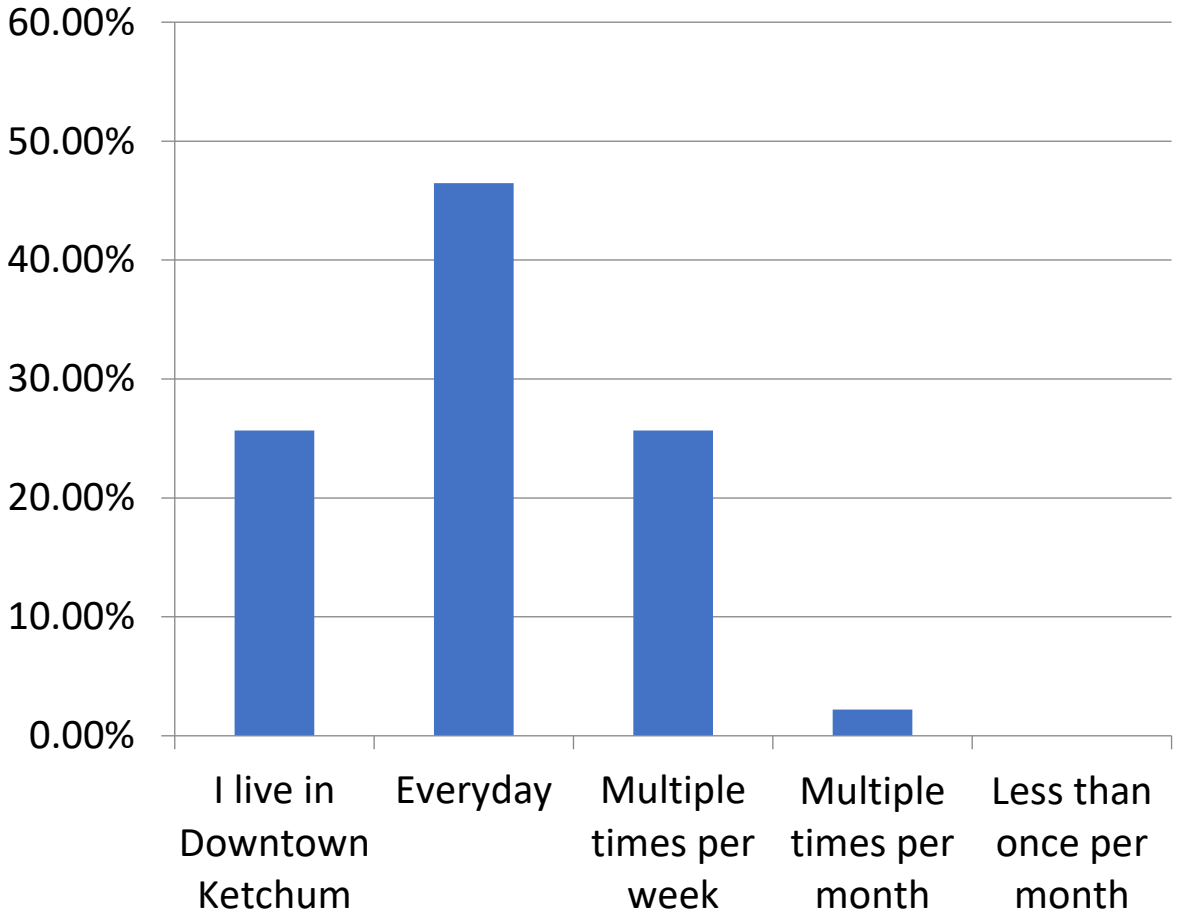
- ❑ Yes
- ❑ No, I live elsewhere in Blaine County.
- ❑ No, I live outside of Blaine County, within Idaho.
- ❑ No, I live outside of Idaho. (please enter the state in which you reside)



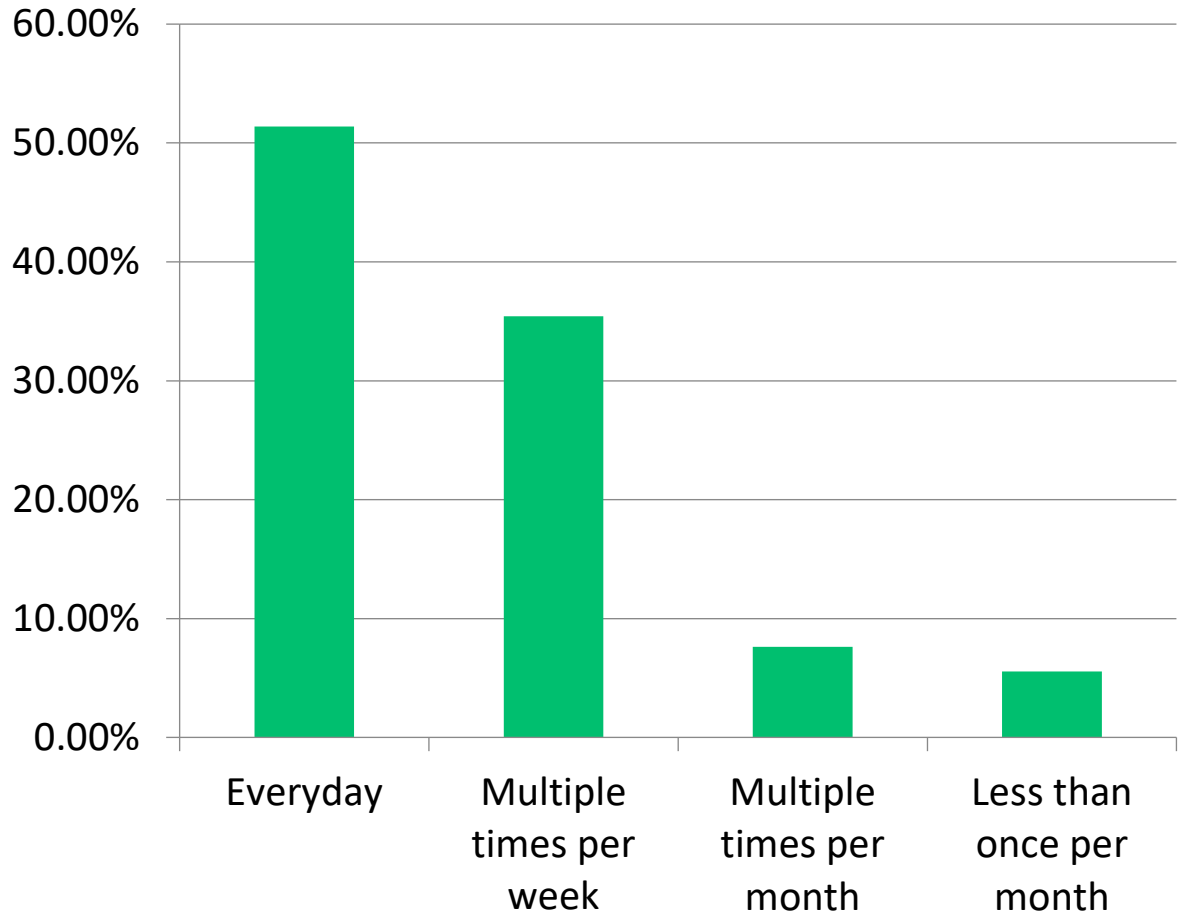
Approximately how frequently do you visit Downtown Ketchum?

- ❑ I live in Downtown Ketchum
- ❑ Everyday
- ❑ Multiple times per week
- ❑ Multiple times per month
- ❑ Less than once per month

Residents



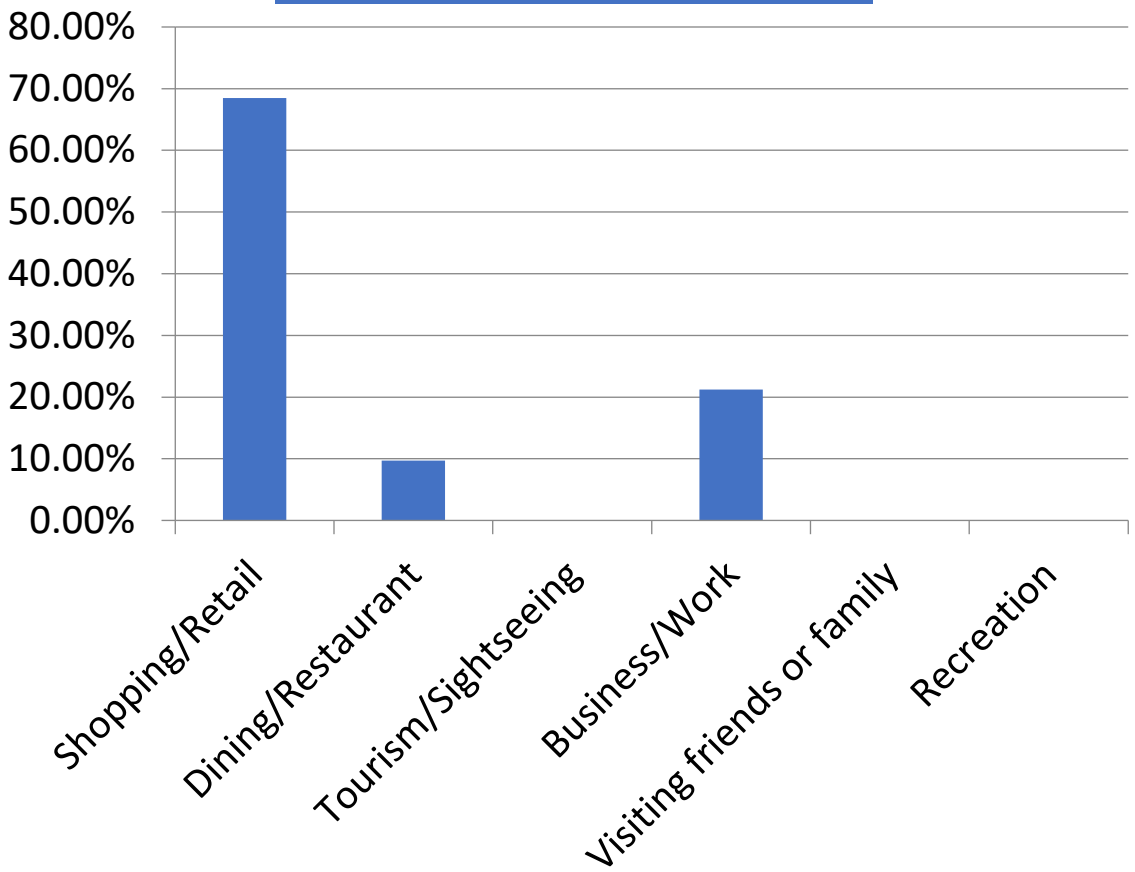
Visitors



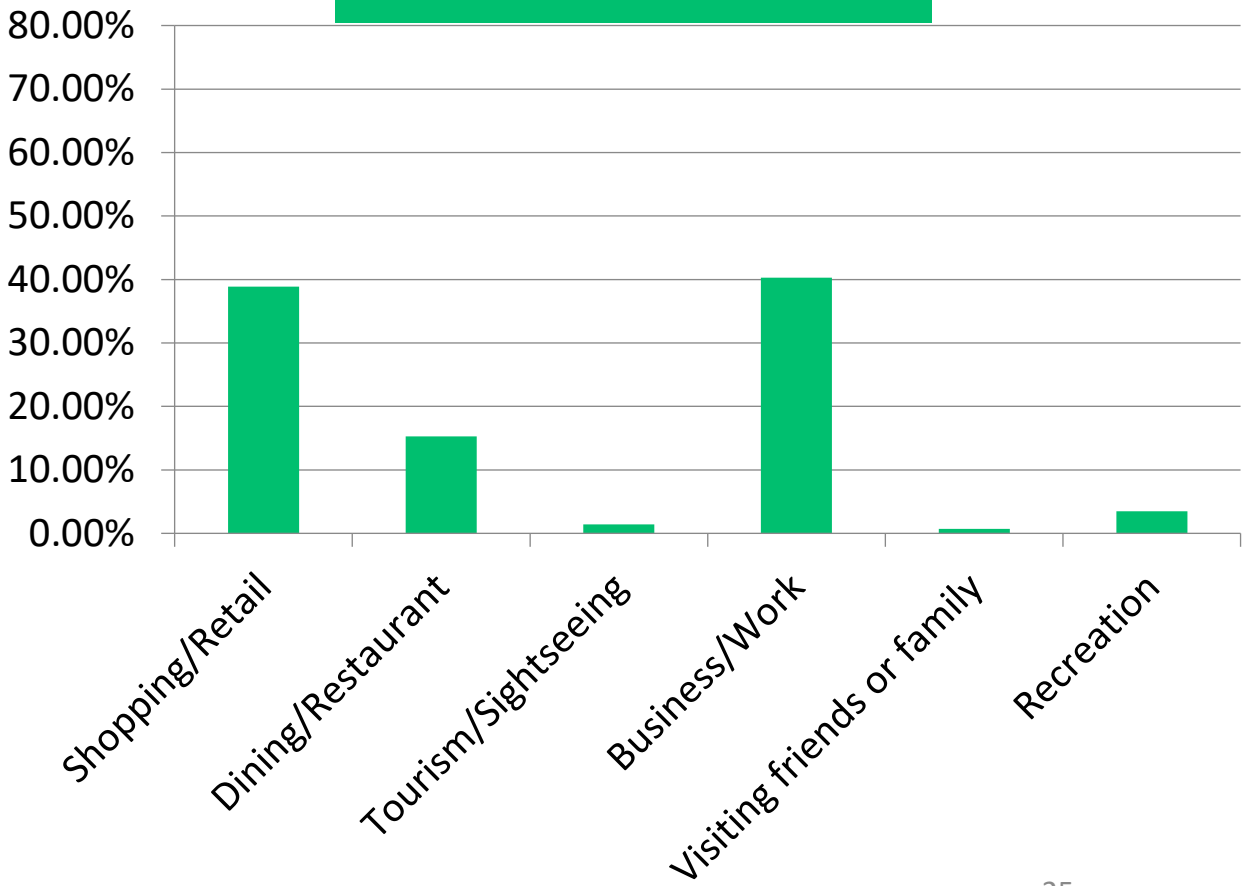
What was the primary purpose of your most recent visit to Downtown Ketchum?

- ❑ Shopping/Retail
- ❑ Dining/Restaurant
- ❑ Tourism/Sightseeing
- ❑ Business/Work
- ❑ Visiting friends or family
- ❑ Recreation

Residents



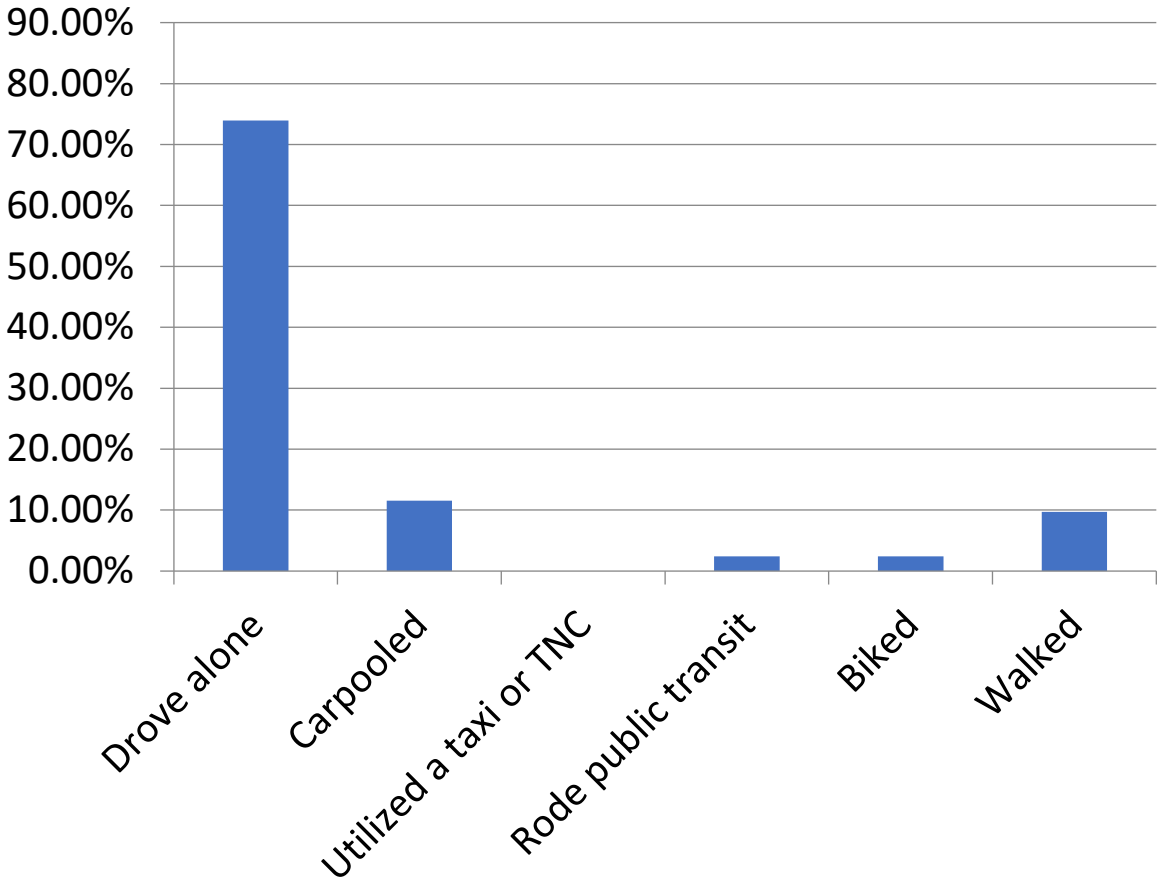
Visitors



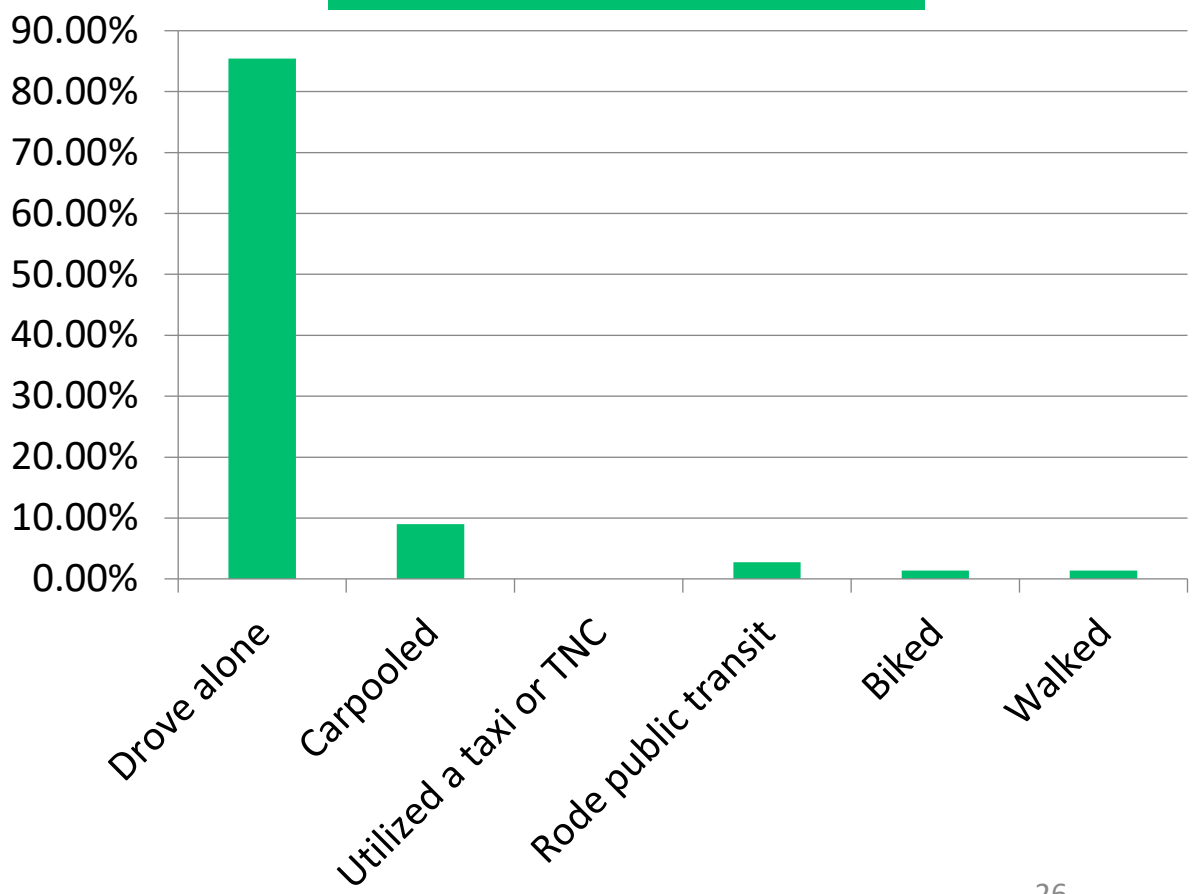
What was the primary purpose of your most recent visit to Downtown Ketchum?

- ❑ Drove alone
- ❑ Carpooled
- ❑ Utilized a taxi or TNC (Uber, Lyft, etc.)
- ❑ Rode public transit
- ❑ Biked
- ❑ Walked

Residents



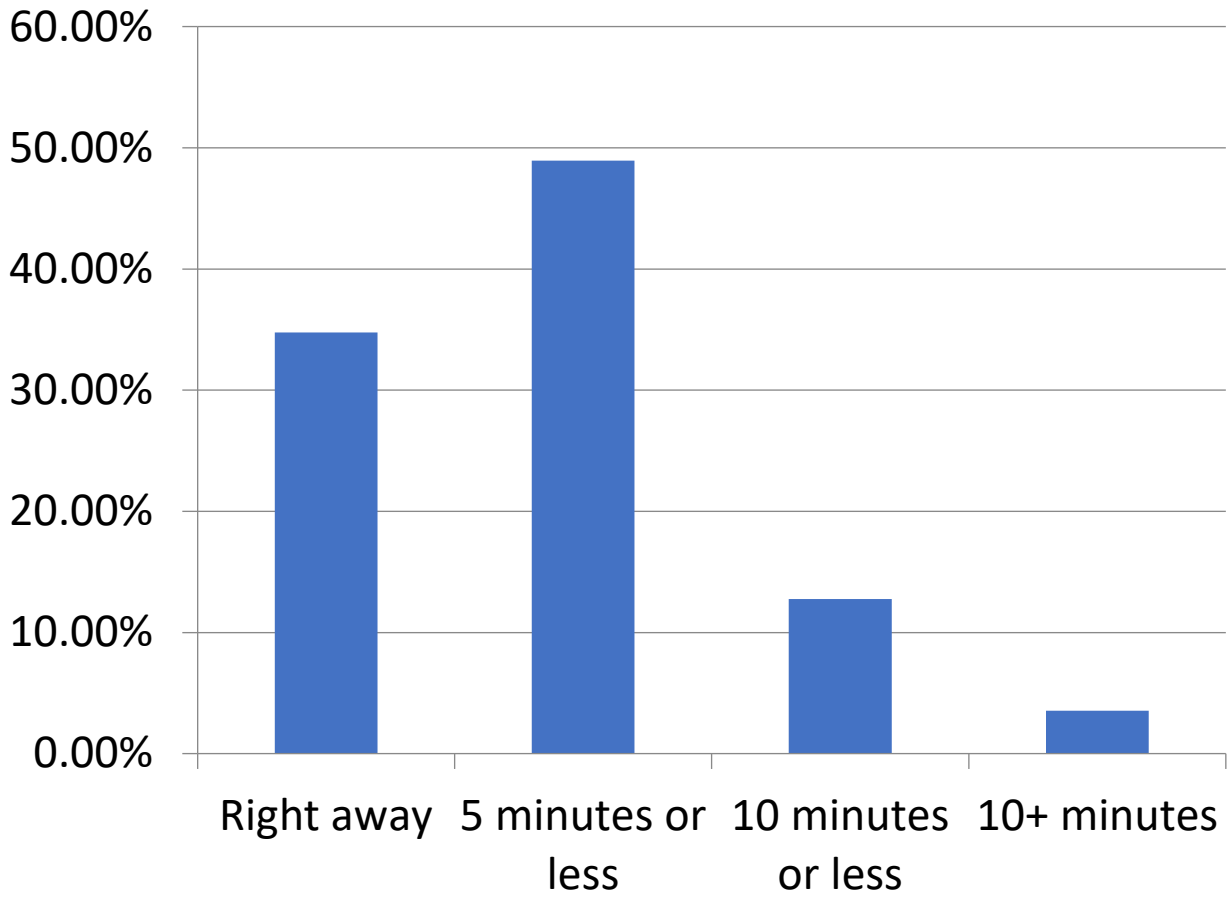
Visitors



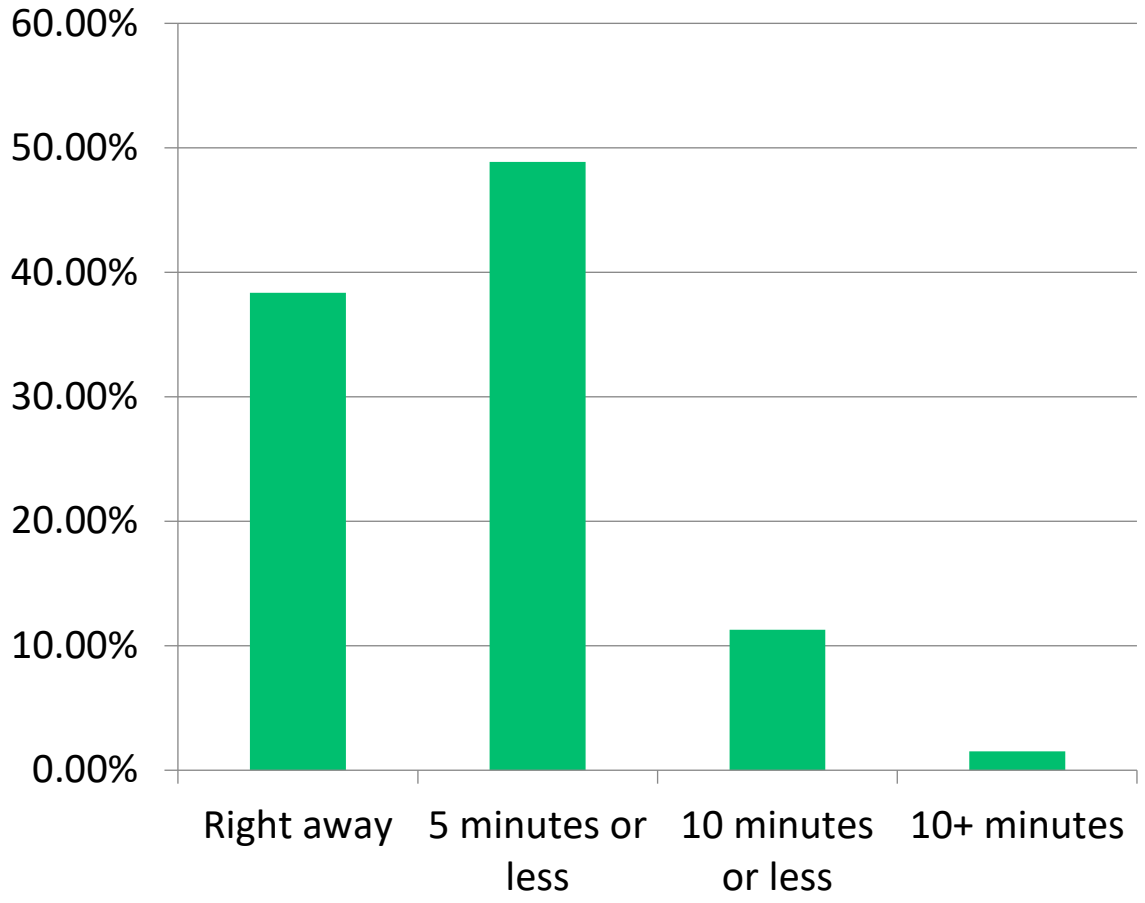
How long did it take to find parking?

- ❑ Right away
- ❑ 5 minutes or less
- ❑ 10 minutes or less
- ❑ More than 10 minutes

Residents



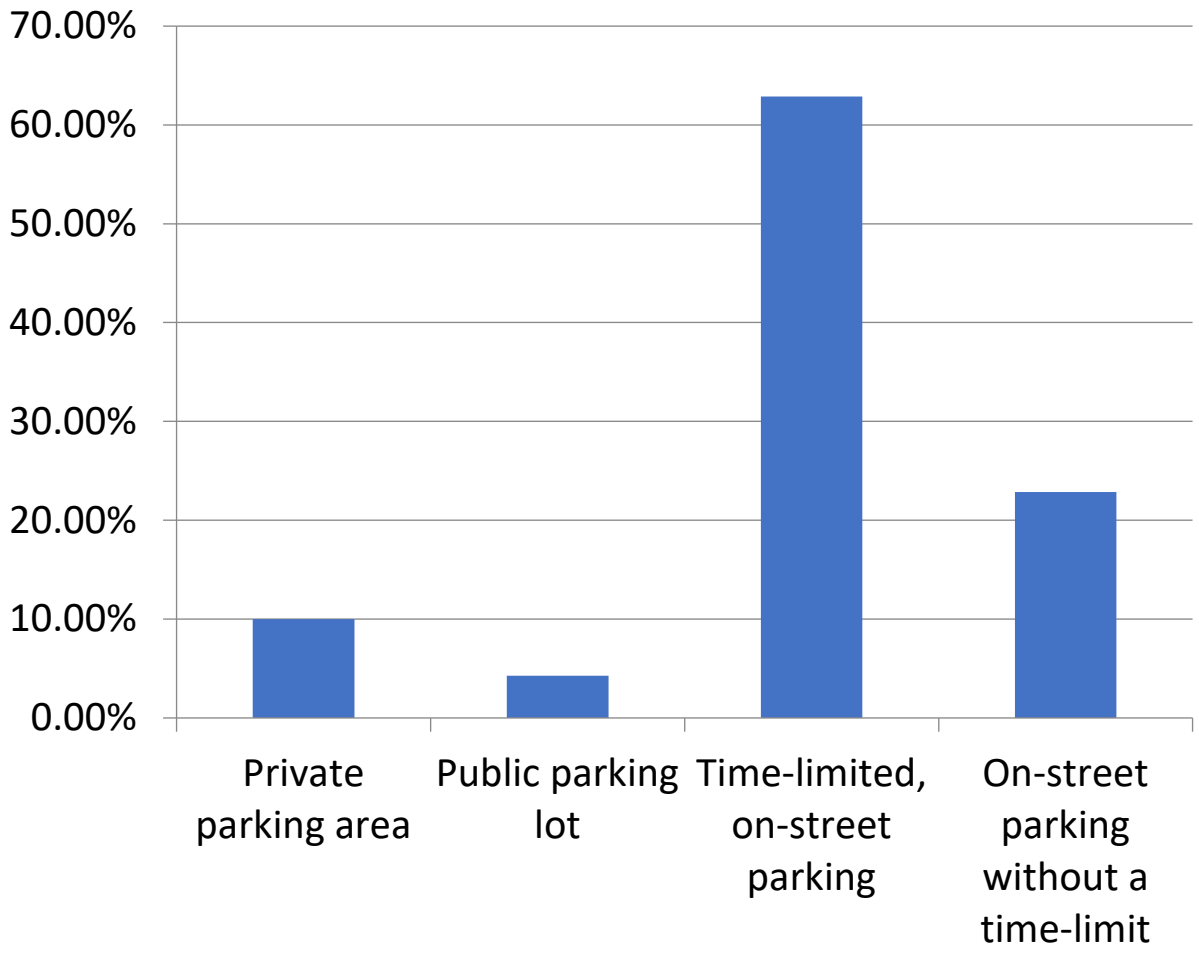
Visitors



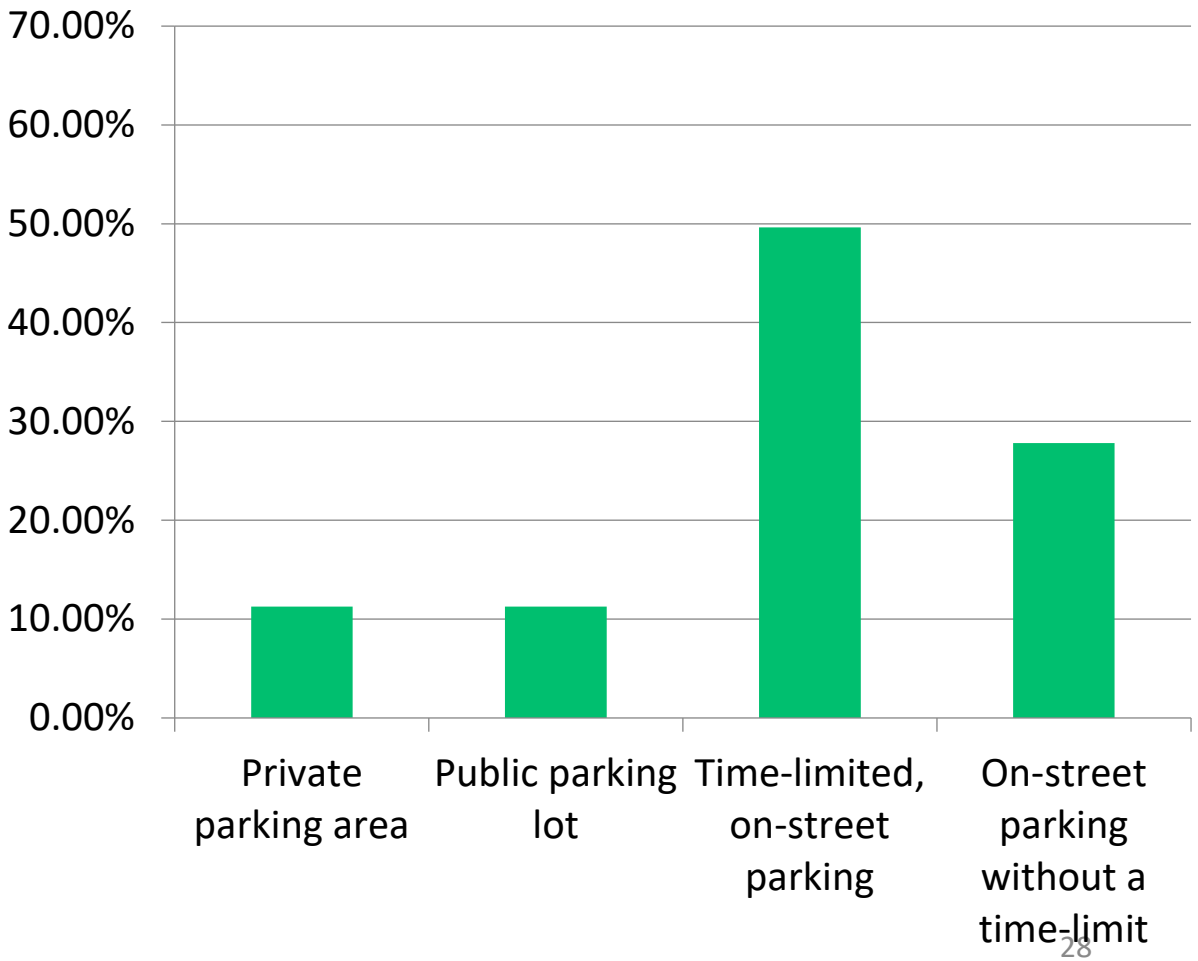
Where did you park?

- ❑ Private parking area
- ❑ Public parking lot
- ❑ Time-limited, on-street parking
- ❑ On-street parking without a time-limit

Residents



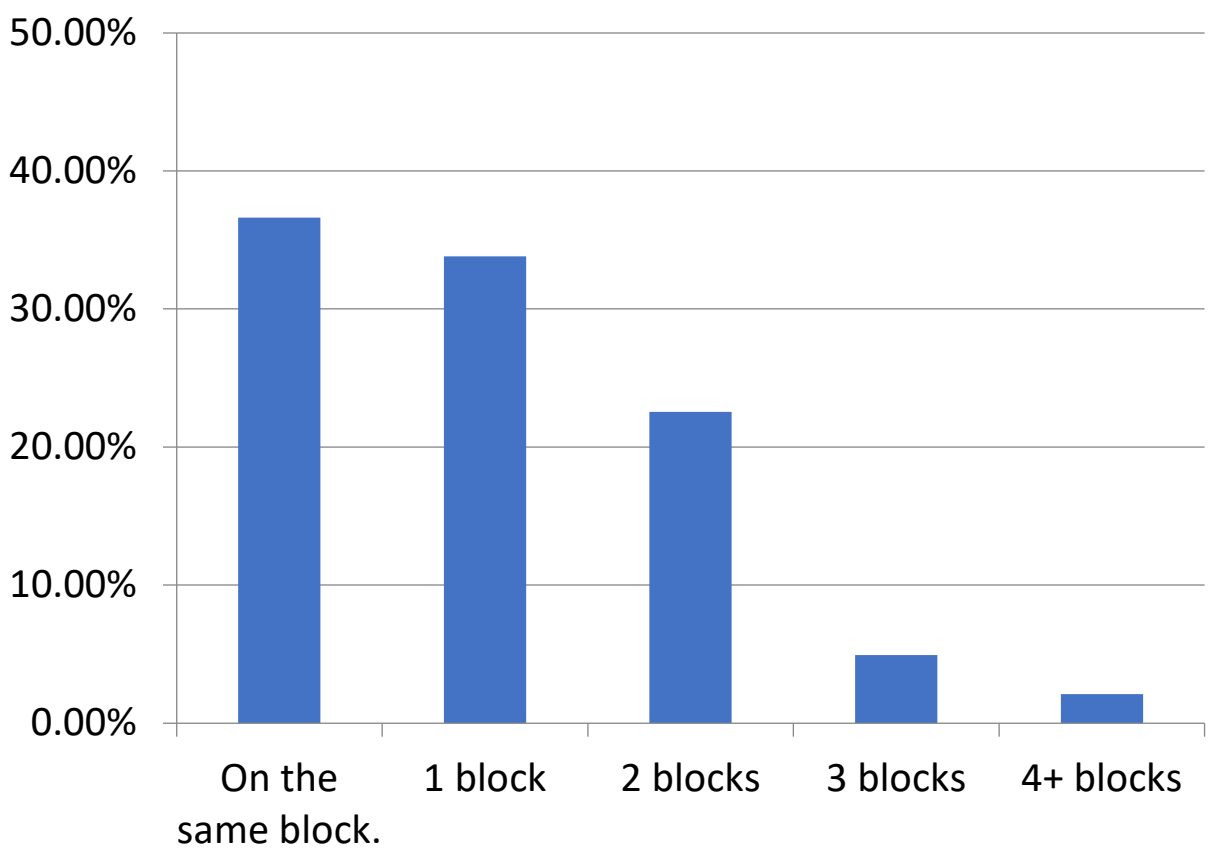
Visitors



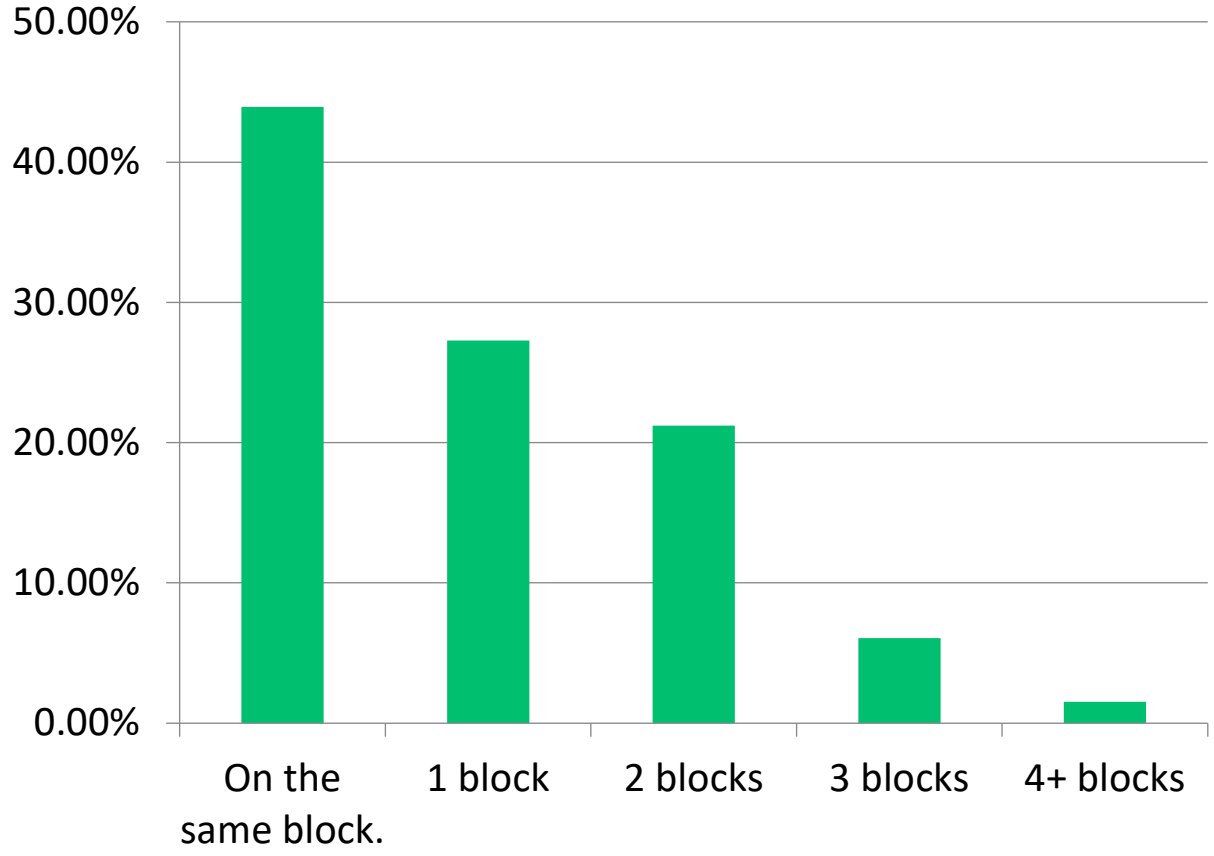
How far from your destination did you park?

- ❑ On the same block.
- ❑ 1 block
- ❑ 2 blocks
- ❑ 3 blocks
- ❑ 4+ blocks

Residents



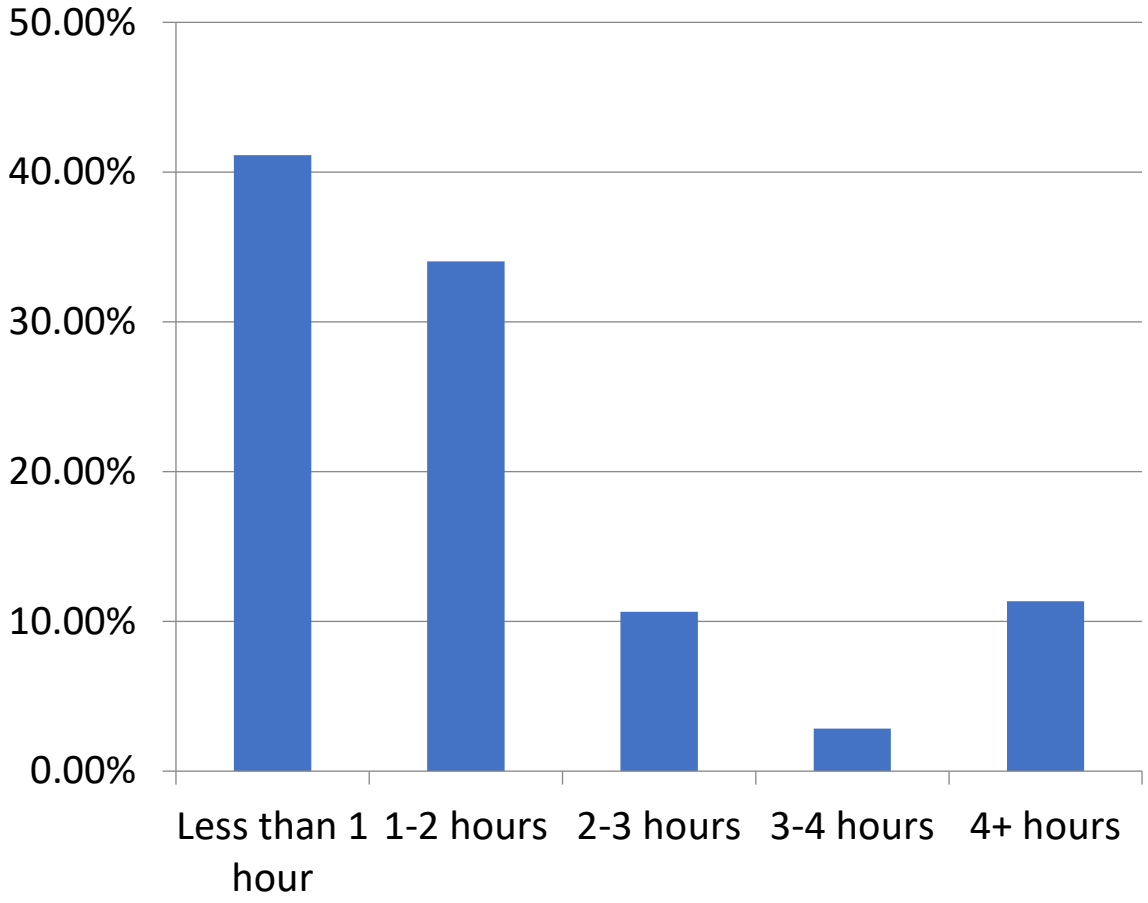
Visitors



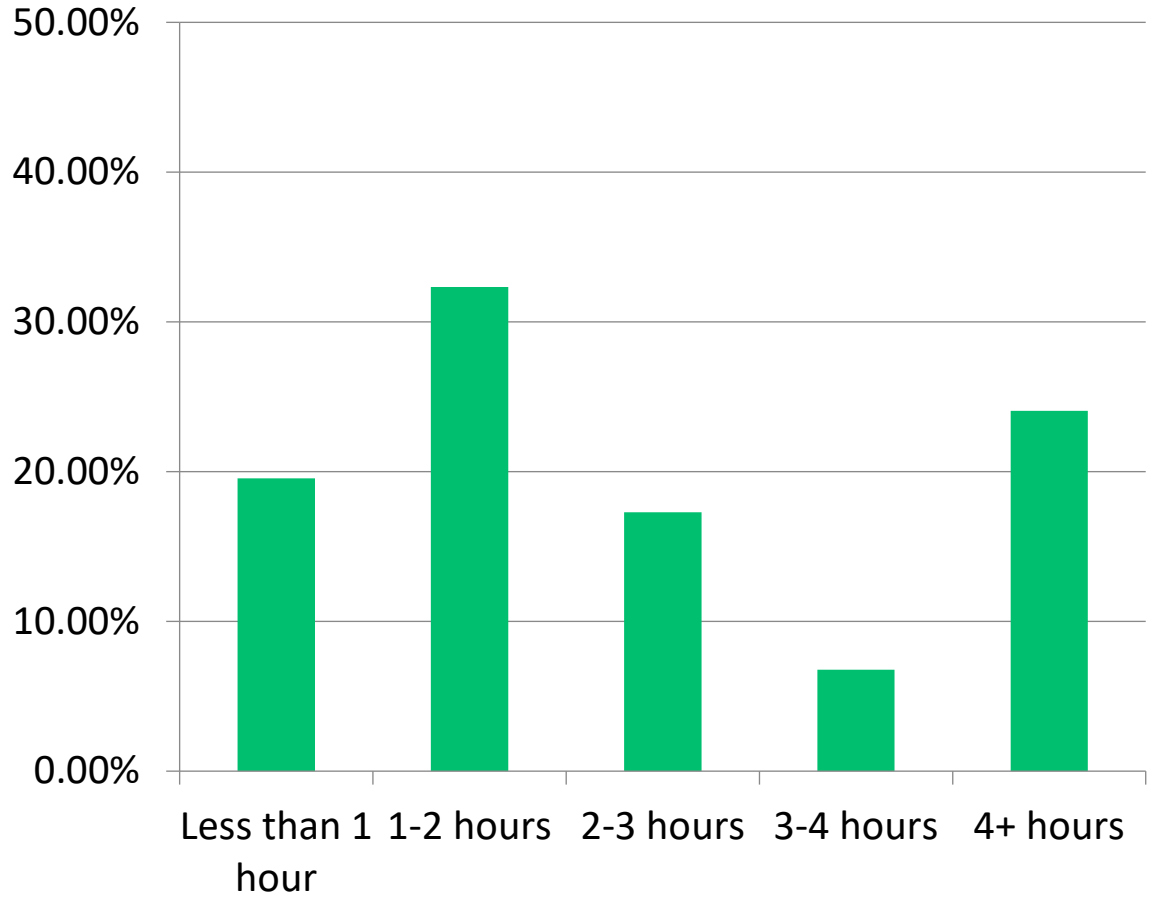
How long do you typically stay when you visit Downtown Ketchum?

- ❑ Less than 1 hour
- ❑ 1-2 hours
- ❑ 2-3 hours
- ❑ 3-4 hours
- ❑ 4+ hours

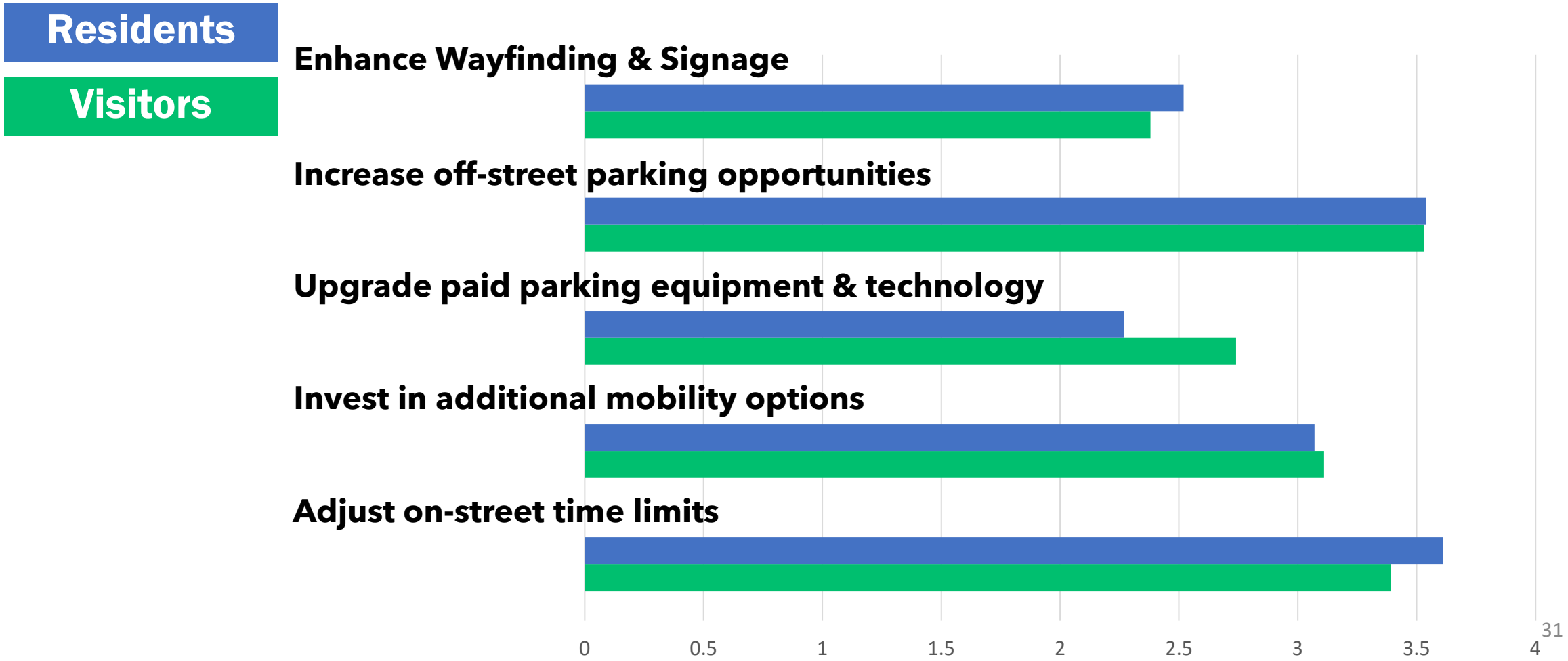
Residents



Visitors



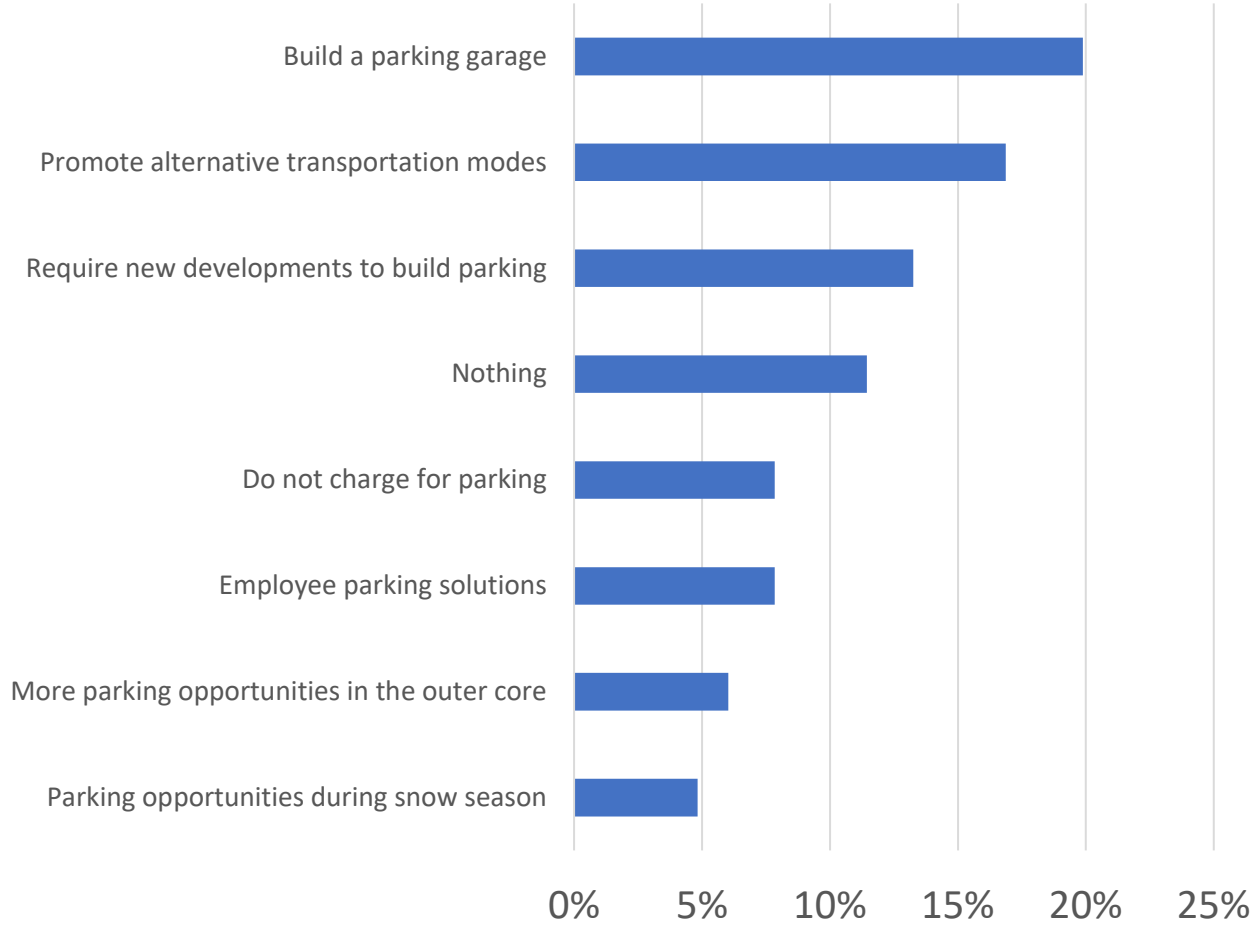
What parking and transportation priorities are most important to you? Please rank the following priorities from most important (1) to least important (5) for Downtown Ketchum



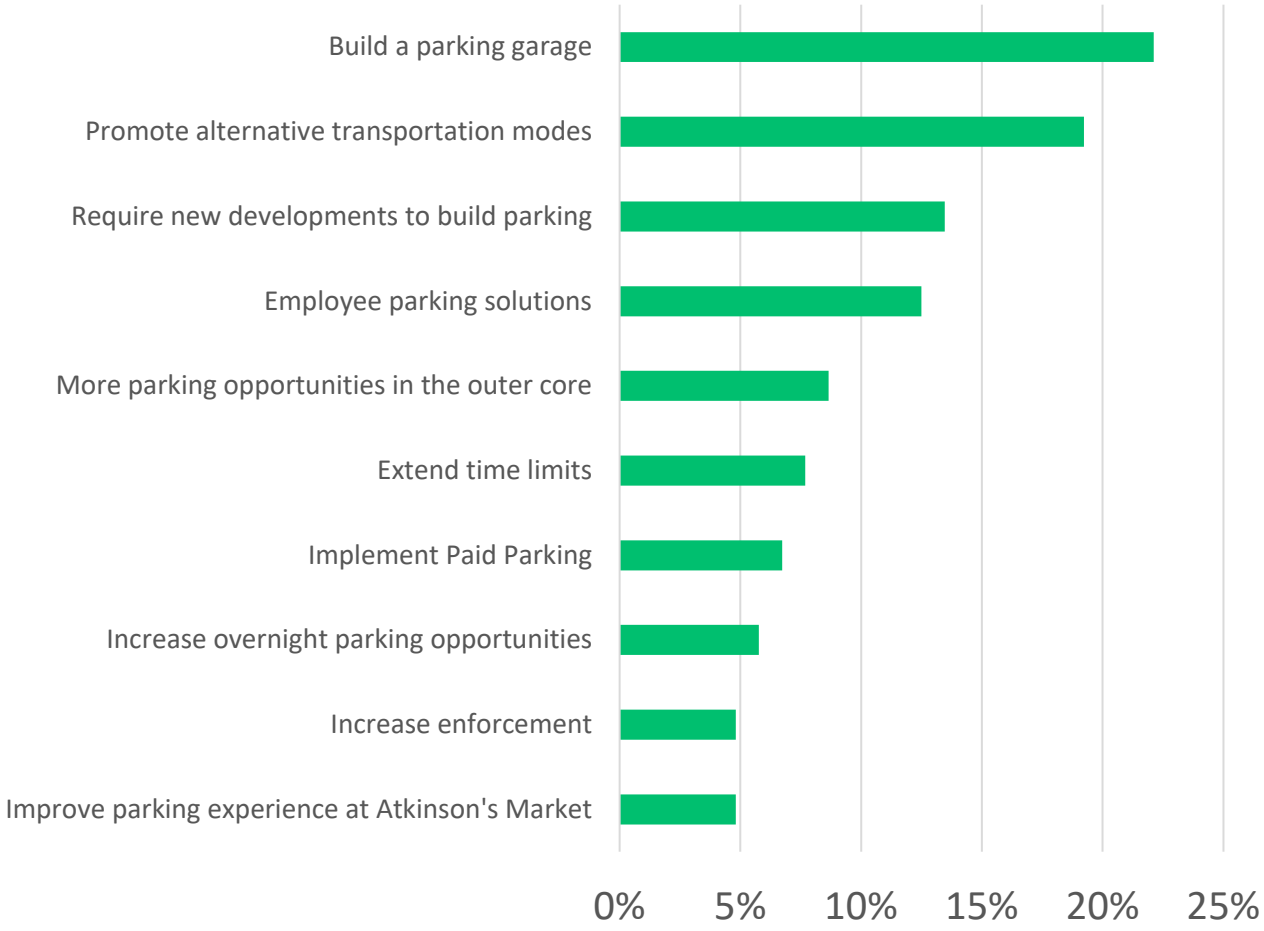
If you had a magic wand and could change, fix, or improve anything about parking in Downtown Ketchum what would you do?

Free response:

Residents



Visitors



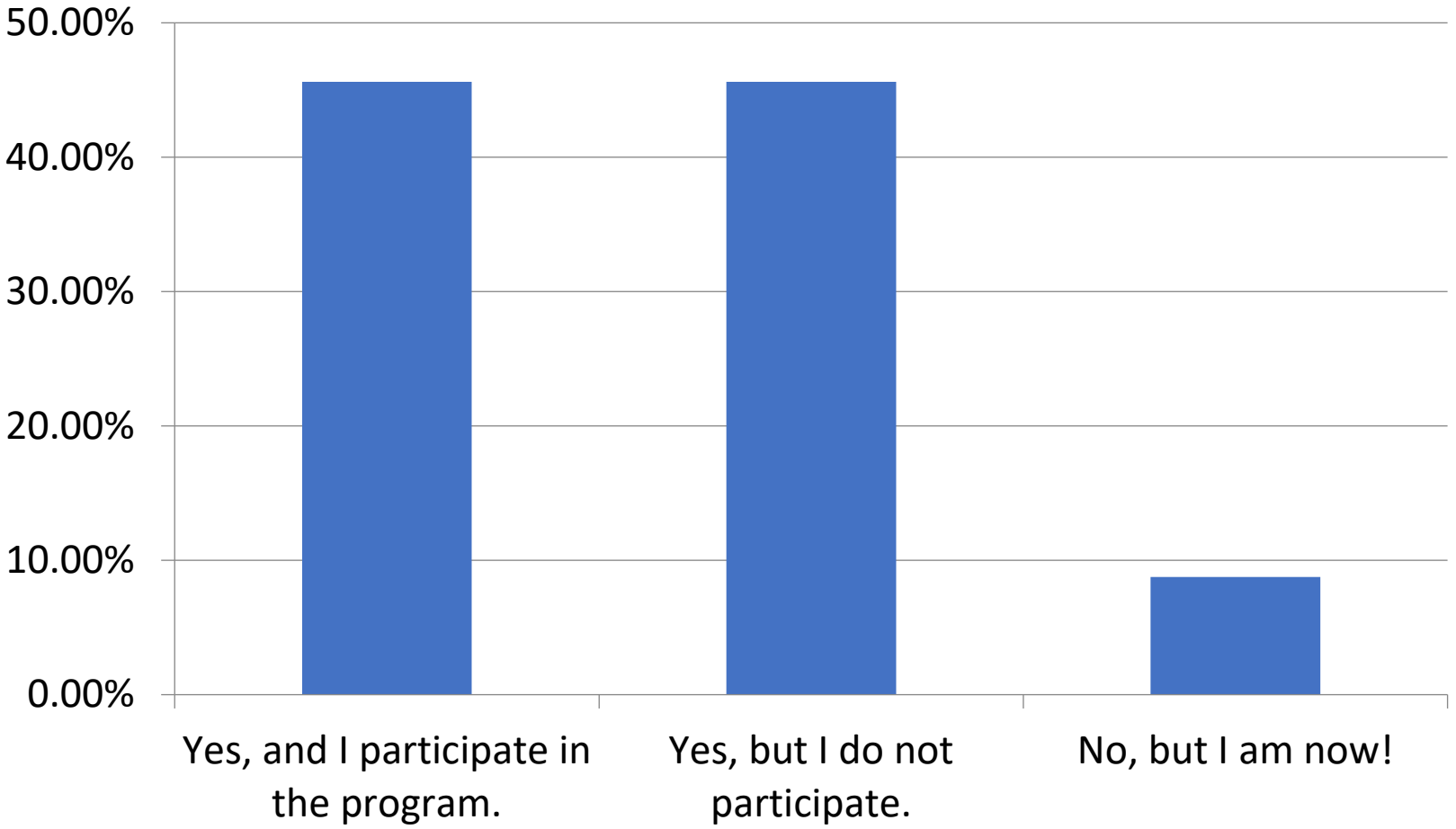
Winter Parking Pilot Program

The following questions about the Winter Parking Pilot Program were posed specifically to residents how live in Downtown Ketchum.

Downtown Residents

Were you aware of the Winter Parking Pilot Program?

- ❑ Yes, and I participate in the program.
- ❑ Yes, but I do not participate.
- ❑ No, but I am now!

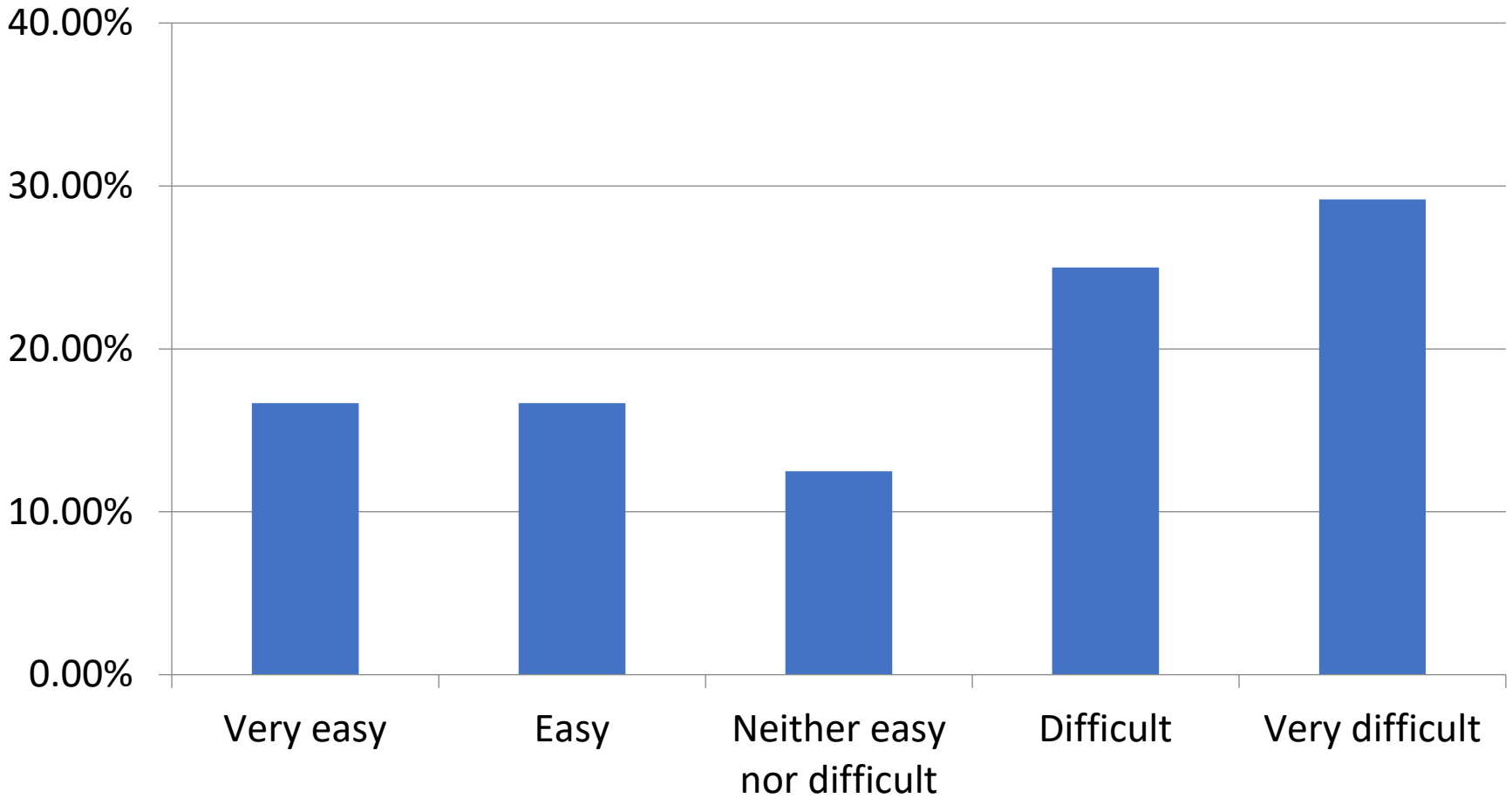


If you participate in the program:

Downtown Residents

When you park in the Winter Parking Pilot Program locations, how easy is it to find a parking space?

- ❑ Very easy
- ❑ Easy
- ❑ Neither easy nor difficult
- ❑ Difficult
- ❑ Very difficult

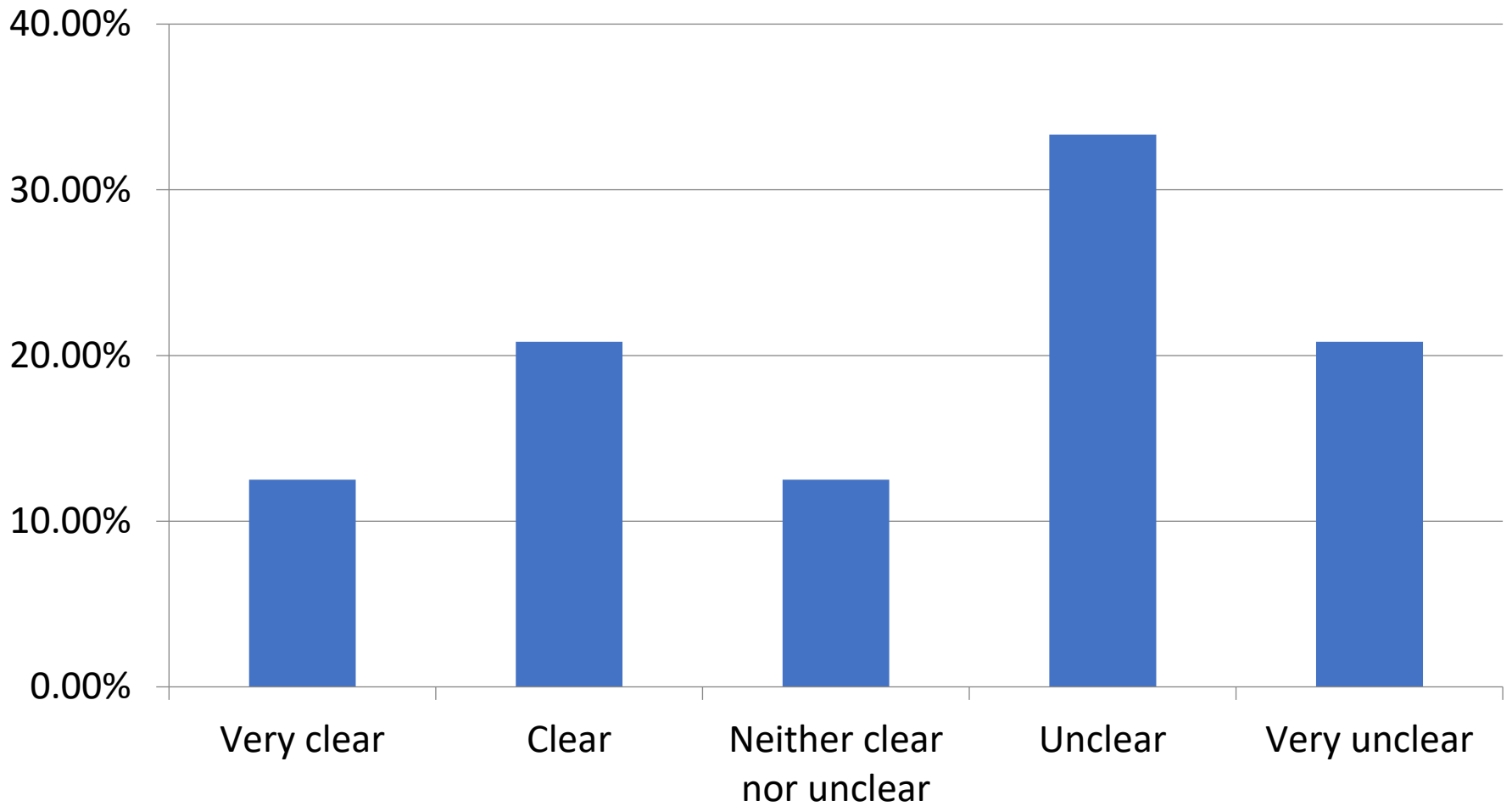


If you participate in the program:

Downtown Residents

How clear are the policies regarding the Winter Parking Pilot Program?

- ❑ Very easy
- ❑ Easy
- ❑ Neither easy nor difficult
- ❑ Difficult
- ❑ Very difficult



If you participate in the program:

Downtown Residents

Overall, how satisfied are you with the Winter Parking Pilot Program?

- ❑ Very satisfied
- ❑ Satisfied
- ❑ Neither satisfied nor unsatisfied
- ❑ Unsatisfied
- ❑ Very unsatisfied