



To: Mayor and Town Council
From: Clint Kinney, Town Manager
Date: July 17, 2020
Re: Info Update

POTENTIAL SUMMER PARKING PROGRAM

For years, the Town has worked to develop a system to efficiently and effectively manage our parking resources, especially in the numbered lots. We understand that the ability to have parking available for our guests is critical to the success of businesses in the Village. Although the COVID crisis may have altered some of our timing and thinking, Town Staff is developing a draft plan to implement a paid summer parking program beginning in June of 2021. This follows several years of discussion and consideration, and comes in the interest of managing both winter and summer parking demand. Because the ultimate goal of this draft parking program is to help businesses succeed, we are seeking out business input.

As anticipated, the winter program would remain largely as it is. The new summer program would likely be in place from June 1st to September 30th and would mirror the winter program both in hours of enforcement (8am-1pm) and in permit pricing structure. The Route 4 bus (Town Park to Mall) would be instituted every day to accommodate the increased number of individuals who would need to use the Town Park Lot as the alternative to the numbered lots. Employee passes would be available for the summer season, as they are in winter, to businesses that have a presence adjacent to the Numbered lots. Resident passes would be available on a yearly basis (beginning and ending at Thanksgiving), or seasonally for the Winter or the Summer. Gold, Senior, and Merchant passes would be valid, and continue to be available at a yearly rate. As the summer activities and events have become more popular, we have seen the demand for parking grow. We believe that by implementing a summer permit program and increased transit service between Town Park Station and Mall we will be able to better accommodate hotel guest use of the Numbered Lots and be able to better facilitate short term parking for retail and restaurant customers. We want to make sure we are managing the parking asset as well as possible for the benefit of all businesses.

As a component of the proposed institution of paid summer parking we are also considering raising permit prices. The last price increase was enacted in 2014 for Employee, Resident, Gold, Senior, and Merchant passes. The last increase for a Guest Pass was in 2017. Staff is proposing price increases in order to meet the goals of:

- Covering the costs of the parking program (including increased enforcement) and the associated necessary transit services; and
- Keeping parking usage at or below 85% (National standard for a full lot) of capacity so that guests can find the available parking; and
- Reducing vehicle miles travelled and thus carbon emissions; and

- Promoting alternative modes of travel

We are currently reaching out to the business community to receive feedback on the concept. We hope to have the Council consider the concept at a meeting in August.

ELECTION SEASON IS UPON US

We are working to finalize the election calendar. We expect candidate petitions will be available on or about August 7 and to be due back around August 28th. In addition to the Mayor's seat and two Councilor seats, the Town Council will need to provide direction about placing the "School District property tax" on the ballot. August 17 would likely be the last regular Council meeting the question could be added to the November ballot, but we are still doing the math to finalize the potential timeline.

MAYOR'S TASK FORCE AND OTHER DO-GOODERS

The Taskforce is meeting again on July 24. In the meantime, the Love a Local campaign is up and going. Vouchers are being turned in; so far 324 vouchers have been redeemed for \$8,100. In addition to our Town led efforts, we were approached by a private fund that plans to distribute \$500,000 in grants to businesses based in Pitkin County (including Snowmass Village) that are in financial trouble due to Covid impacts. The fund asked for the Town's assistance to reach out to Snowmass Village-based business that would be good candidates. We were happy to assist. In addition, the PTRAB Save Snowmass Restaurants Gofundme Campaign has raised over \$35,000 so far. It has been a fantastic community-wide effort.

SALES TAX RETURNS

Speaking of money, May sales tax returns are in. TOSV sales taxes were down 8.5% for the month. We are down 15.5% for the year. Not surprising, lodging tax revenue was down the most. It was down 92% in May and is down 18.6% for the year. While not great news, the numbers are not as bad as we anticipated. Now for some good news.....County sales tax revenues were up 9.4% for May. County sales tax revenues are only down 3.5% for the year.

TID BITS

- We are short listing for the Planning Director position. We have a number of good applicants.
- Due diligence on the Snowmass Inn is continuing forward. Initial reports show that the building is structurally sound, but plenty of maintenance is needed.
- We are continuing to make progress with the housing master plan.
- Construction at Coffey Place is moving along well. Interest in the homes is remaining strong. We expect to hold the lottery about 90 days before COs are issued, so likely in late October ish.
- Planning Commission passed a resolution recommending approval of the Base Village PUD amendment. The Planning Commission then started its review of the Fanny Hill Cabins project.
- We are working on ways to improve the reservation system at the Rec Center so that the available gym and pool spaces we have are used as efficiently as possible. We have had a problem with folks making reservations, but then not showing up. We think we have developed a way to solve that. Nevertheless, we will continue to monitor the system and make improvements as we can
- Our drive-in movies started tonight. We have space for about 100 cars to attend and watch Parent Trap. As opposed to the movies at Buttermilk, ours are FREE!—but you need to make a reservation.
- Back by popular demand, we plan to have a second ice cream anti-social on Labor day.

- Village Shuttle ridership is ratcheting up over 200 ish a day. As ridership continues to increase we are also trying to help figure out how we can help RFTA with its capacity issues.
- The master planning project for Broadband and 5g started this week.
- The once a week food distribution program will be moving to Buttermilk in August for both Aspen and Snowmass.
- The Snowmass Center submitted its PUD application for final approval. Staff has started the completeness review.
- Aspen and TOSV ended the month with a combined occupancy rate of 20.4%, down 64.1% from last year. Snowmass achieved 16.8% while Aspen reached 23.6%. As of June 30, July occupancy was pacing about half of last year.

CC: Department Directors