



**2019**

**DOWNTOWN  
PARKING AND MOBILITY  
MANAGEMENT  
PLAN**

Existing Conditions Report

Appendix A





## Contents

Contents.....	ii
Figures.....	iii
Tables.....	iii
Introduction.....	1
Study Overview.....	1
Inventory.....	2
Results.....	3
Occupancy Analysis.....	3
On-Street Parking Stalls.....	4
Public Off-Street Parking Stalls.....	6
Turnover Analysis.....	8
By Length of Stay.....	8
By Stall Type.....	9
By Plate Type.....	10
Violation Rate Analysis.....	11
License Plate Analysis.....	13
Vehicle Movements within 3-Hour Zone.....	15
Performance Metrics.....	16
Conclusions.....	17
Appendix A: Occupancy Maps.....	18



## Figures

Figure 1: Downtown Study Area ..... 2

## Tables

Table 1: On-Street Inventory ..... 3

Table 2: Off-Street Inventory ..... 3

Table 3: On-Street Occupancy - Thursday ..... 4

Table 4: On-Street Occupancy - Saturday ..... 4

Table 5: On-Street Occupancy by Stall Type - Thursday ..... 5

Table 6: On-Street Occupancy by Stall Type - Saturday ..... 5

Table 7: Off-Street Occupancy - Thursday ..... 6

Table 8: Off-Street Occupancy - Saturday ..... 6

Table 9: Off-Street Occupancy by Stall Type - Thursday ..... 7

Table 10: Off-Street Occupancy by Stall Type - Saturday ..... 7

Table 11: Town Square Zone Duration of Stay - Thursday ..... 8

Table 12: Town Square Zone Duration of Stay - Saturday ..... 8

Table 13: Town Square Zone Turnover by Stall Type - Thursday ..... 9

Table 14: Town Square Zone Turnover by Stall Type - Saturday ..... 9

Table 15: Town Square Zone Turnover by Plate Type - Thursday ..... 10

Table 16: Town Square Zone Turnover by Plate Type - Saturday ..... 10

Table 17: Violation Rate - Thursday ..... 11

Table 18: Violation Rate - Saturday ..... 11

Table 19: Unique License Plates Observed - Thursday ..... 13

Table 20: Unique License Plates Observed - Saturday ..... 13

Table 21: License Plates Observed More Than Once - Thursday ..... 15

Table 22: License Plates Observed More Than Once - Saturday ..... 15

Table 23: Summary of Key Performance Metrics ..... 16



## Introduction

The Study Area for Jackson’s Downtown Parking and Mobility Management Plan is shown in **Figure 1**. This Report serves to summarize the results and findings of the data collection effort completed in August 2018.

## Study Overview

Parking counts were conducted over two days in the peak season to represent one peak season weekday and one peak season weekend day:

- Thursday, August 23, 2018
- Saturday, August 25, 2018

The on-street study area was divided into three areas:

- **Town Square Zone:** Consisting of 96 stalls surrounding the Town Square.
- **Downtown Core Zone:** Consisting of the entire 3-Hour and 15-Minute parking zone in Downtown outside of the Town Square Zone.
- **Downtown Edge Zone:** Consisting of 24 block faces adjacent to the 3-Hour Downtown Core Zone with unrestricted on-street parking.

On-street counts were completed using three different methods within each study area:

- **Town Square Zone:** *Turnover Study.* License plates recorded every 30 minutes from 8:00 AM to 9:00 PM to allow for calculation of average duration of stay.
- **Downtown Core Zone:** *Occupancy Study & Unique Vehicle Analysis.* License plates recorded every 2 hours from 8:00 AM to 9:00 PM to obtain occupancy snapshots and unique vehicles. Average duration of stay was not calculated from this data.
- **Downtown Edge Zone:** *Occupancy Counts Only.* Vehicle counts only (no license plates) were recorded every 2 hours from 8:00 AM to 9:00 PM.

Off-street counts were completed at the same time as the 2-hour on-street counts. Vehicle counts only (no license plates) were recorded in each of the 5 primary public lots in Downtown from 8:00 AM to 9:00 PM including:

- Home Ranch Lot
- Deloney Lot
- Miller Park Lot
- Center for the Arts Lot
- Parking Garage



Jackson Parking Occupancy - Study Areas

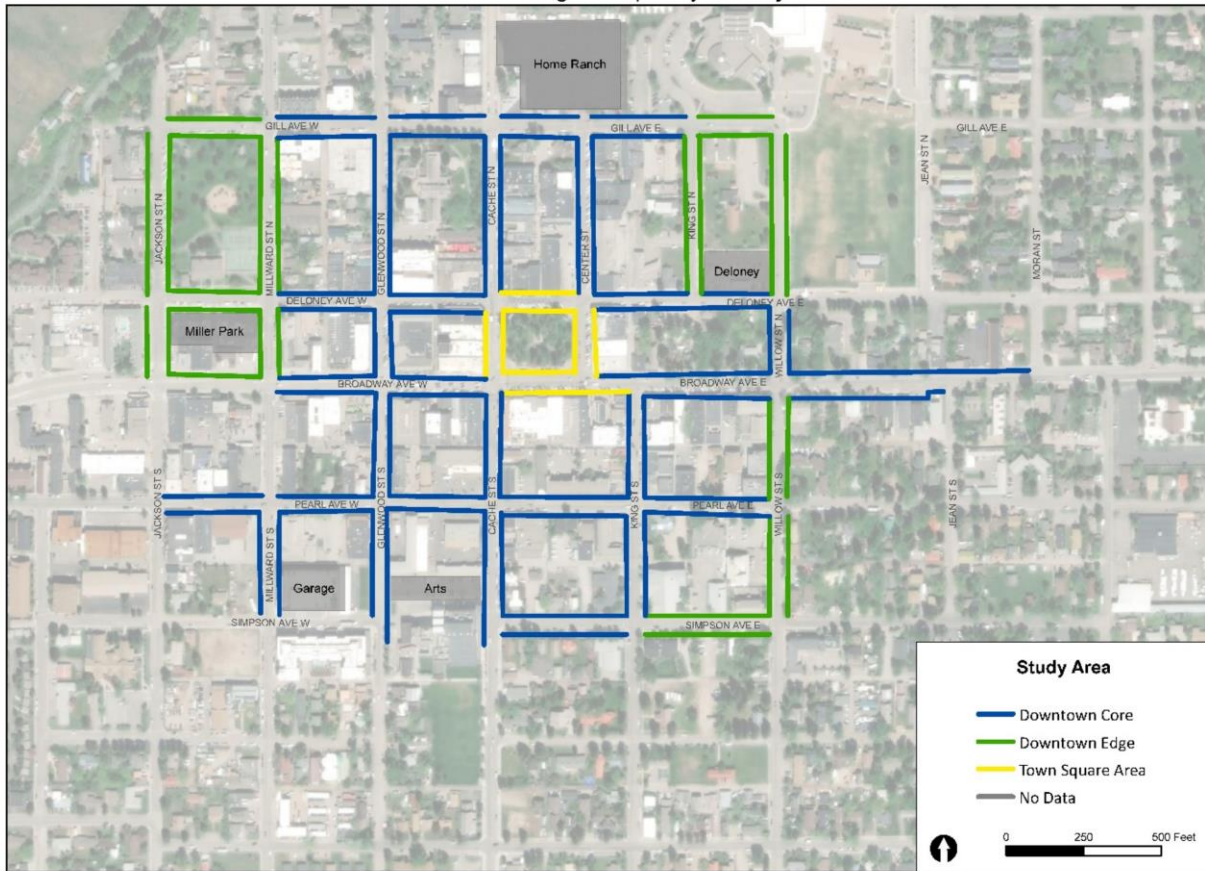


Figure 1: Downtown Study Area

## Inventory

As part of the data collection effort, an inventory was completed to document number of stalls by type within each Study Area. In total, the Downtown Parking and Mobility Management Plan Study Area consisted of 1,078 on-street parking stalls and 664 public off-street parking stalls.

On-street parking management recommendations for Downtown will focus on the 715 3-Hour stalls, the 52 15-Minute stalls, and the 10 ADA stalls. The 72-hour stalls were included to assess available capacity on the edges of the 3-Hour Zone.

Under existing conditions, drivers may park all day in any of the unrestricted stalls within the public off-street lots in Downtown. In each of the four surface lots, no overnight parking is allowed. Within the Parking Garage, drivers may leave their vehicle for up to 48 hours.



Table 1: On-Street Inventory

Type	"Town Square" Zone	"Downtown Core" Zone	"Downtown Edge" Zone	On-Street Total
3-Hour	94	621	-	715
15-Min	-	52	-	52
ADA	2	8	-	10
72-Hour Limit	-	18	283	301
	96	699	283	1,078

Table 2: Off-Street Inventory

Type	Home Ranch	Deloney	Arts	Miller Park	Garage	Off-Street Total
Daily	139	77	54	58	200	528
ADA	6	4	3	3	8	24
EV	1	1	-	4	1	7
Oversize	23	-	-	-	-	23
Military	1	1	-	-	1	3
Tour Bus	2	-	-	-	-	2
Hybrid	7	-	-	-	-	7
Ride to Fly	-	-	-	-	70	70
	179	83	57	65	280	664

## Results

### Occupancy Analysis

Occupancy refers to the **percentage of stalls occupied** at a single point in time. Throughout the following analysis, stalls that were unavailable for use were marked as occupied, including stalls unavailable due to a vehicle taking up multiple stalls, or stalls closed for events or construction (such as stalls closed for the Saturday Farmer’s Market).

Parking management best practices indicate that when block faces begin to exceed 85% occupied during peak times, it becomes very difficult for visitors and customers to find parking, leading to driver frustration and traffic congestion associated with drivers searching for available parking.

In the following analyses, on-street occupancy is discussed separately from off-street occupancy. Under existing conditions, the time-limited on-street system prioritizes short term parking needs, such as visitors and customers who intend to stay for three hours or less. The public off-street system is not time limited during the day and is therefore intended to serve anyone intending to stay for longer than three hours, including long term visitors, customers, and employees.



Parking management recommendations based on this data will treat the on- and public off-street stalls as a single system to be managed together.

### On-Street Parking Stalls

#### By Zone

As discussed in the introduction, data was collected using three different methods in each of three different zones within Downtown. **Table 3** and **Table 4** summarize the occupancy results by zone for Thursday and Saturday, respectively.

Table 3: On-Street Occupancy - Thursday

Type	Stall Count	8 AM	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM	Average
"Town Square" Zone	96	33%	98%	99%	96%	99%	89%	97%	87%
"Downtown Core" Zone	699	35%	60%	73%	67%	69%	78%	68%	64%
"Downtown Edge" Zone	283	49%	59%	59%	57%	58%	51%	38%	53%
<b>Total</b>	<b>1,078</b>	<b>39%</b>	<b>63%</b>	<b>72%</b>	<b>67%</b>	<b>68%</b>	<b>72%</b>	<b>62%</b>	<b>63%</b>

Table 4: On-Street Occupancy - Saturday

Type	Stall Count	8 AM	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM	Average
"Town Square" Zone	96	97%	97%	96%	94%	94%	94%	96%	95%
"Downtown Core" Zone	699	34%	72%	66%	56%	51%	66%	60%	58%
"Downtown Edge" Zone	283	24%	42%	46%	42%	36%	36%	36%	38%
<b>Total</b>	<b>1,078</b>	<b>37%</b>	<b>66%</b>	<b>64%</b>	<b>56%</b>	<b>51%</b>	<b>61%</b>	<b>57%</b>	<b>56%</b>

**Note:** 3 block faces (27 parking stalls, or 28% of the Town Square supply) were closed from 8:00 AM to 12:00 PM on Saturday for the Farmer's Market. These are shown as occupied.

#### Key Observations

- On-street parking demands are higher on weekdays compared to weekends; the peak hours within the study area are **Weekdays from 12:00 PM to 2:00 PM** and **Weekdays from 6:00 PM to 8:00 PM**.
- Parking around Town Square is very constrained, with very limited parking availability all day on both weekdays and Saturdays.
- Parking availability increases with distance from Town Square. Parking management strategies that help to spread demand more evenly across Downtown would allow users to more easily find parking around Town Square.



*By Stall Type*

**Table 5** and **Table 6** summarize the occupancy results by stall type across all 1,078 on-street parking stalls included within the Downtown Study Area. The 72-Hour limit stalls refer to the unmarked and unrestricted on-street stalls that allow parking for up to 72 consecutive hours.

*Table 5: On-Street Occupancy by Stall Type - Thursday*

Type	Stall Count	8 AM	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM	Average
<b>3-Hour</b>	715	37%	67%	80%	73%	74%	83%	75%	<b>70%</b>
<b>15-Min</b>	52	15%	40%	35%	38%	48%	50%	38%	<b>38%</b>
<b>ADA</b>	10	10%	10%	60%	70%	50%	50%	60%	<b>44%</b>
<b>72-Hour Limit</b>	301	48%	60%	60%	57%	58%	51%	38%	<b>53%</b>
<b>Total</b>	<b>1,078</b>	<b>39%</b>	<b>63%</b>	<b>72%</b>	<b>67%</b>	<b>68%</b>	<b>72%</b>	<b>62%</b>	<b>63%</b>

*Table 6: On-Street Occupancy by Stall Type - Saturday*

Type	Stall Count	8 AM	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM	Average
<b>3-Hour</b>	715	45%	79%	74%	66%	61%	73%	67%	<b>67%</b>
<b>15-Min</b>	52	8%	29%	23%	15%	15%	46%	48%	<b>26%</b>
<b>ADA</b>	10	20%	30%	70%	40%	20%	40%	50%	<b>39%</b>
<b>72-Hour Limit</b>	301	25%	42%	45%	40%	35%	34%	34%	<b>36%</b>
<b>Total</b>	<b>1,078</b>	<b>37%</b>	<b>66%</b>	<b>64%</b>	<b>56%</b>	<b>51%</b>	<b>61%</b>	<b>57%</b>	<b>56%</b>

*Key Observations*

- On **Weekdays from 6:00 PM to 8:00 PM**, the entire 715-stall 3-Hour Zone is approaching the effective capacity threshold of 85%. Even when only including the 621 3-Hour stalls outside of the Town Square Zone, the occupancy at 6:00 PM is 82%.
- Parking is readily available within the 15-Minute zones, indicating these stalls are functioning as intended. A review of the total supply of 15-Minute stalls may be warranted.





Public Off-Street Parking Stalls

By Lot

As discussed in the introduction, vehicle counts only (no license plates) were recorded in each of the five public off-street lots in the Downtown Study Area. **Table 7** and **Table 8** summarize the occupancy results by lot for Thursday and Saturday, respectively.

Table 7: Off-Street Occupancy - Thursday

Type	Stall Count	8 AM	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM	Average
Home Ranch	179	32%	77%	84%	*85%	**85%	**75%	**37%	68%
Deloney Lot	83	37%	76%	94%	88%	83%	48%	33%	66%
Center for the Arts	57	21%	*96%	*96%	*96%	84%	*100%	75%	81%
Miller Park	65	43%	86%	92%	80%	62%	57%	40%	66%
Garage	280	44%	51%	65%	61%	48%	53%	46%	52%
<b>Total</b>	<b>664</b>	<b>38%</b>	<b>68%</b>	<b>79%</b>	<b>76%</b>	<b>67%</b>	<b>63%</b>	<b>44%</b>	<b>62%</b>

\*Counts of greater than 100% of supply reported; overcount assumed and count capped at parking supply  
 \*\*Count not performed, estimated based on comparison against other lots and Saturday trend.

Table 8: Off-Street Occupancy - Saturday

Type	Stall Count	8 AM	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM	Average
Home Ranch	179	41%	75%	72%	83%	77%	76%	40%	66%
Deloney Lot	83	29%	69%	84%	76%	43%	39%	28%	52%
Center for the Arts	57	16%	47%	60%	54%	40%	74%	93%	55%
Miller Park	65	72%	86%	88%	88%	75%	46%	20%	68%
Garage	280	45%	45%	50%	54%	54%	57%	48%	50%
<b>Total</b>	<b>664</b>	<b>42%</b>	<b>60%</b>	<b>65%</b>	<b>68%</b>	<b>60%</b>	<b>60%</b>	<b>44%</b>	<b>57%</b>

Key Observations

- The off-street parking lots are well-used during the day, peaking in usage on **Weekdays from 12:00 PM to 2:00 PM.**
- During the midday peak hour, approximately 60 daily parking stalls (48-hour limit) are available within the Parking Garage.



By Stall Type

Table 9 and Table 10 summarize the occupancy results by stall type across all five public off-street parking lots for Thursday and Saturday, respectively.

Table 9: Off-Street Occupancy by Stall Type - Thursday

Type	Stall Count	8 AM	10 AM	12 PM	2 PM	4 PM**	6 PM**	8 PM**	Average
Daily	528	38%	73%	88%	84%	72%	66%	42%	66%
ADA	24	0%	8%	13%	13%	13%	25%	25%	14%
EV	7	29%	43%	0%	14%	14%	14%	29%	20%
Oversize	23	22%	61%	48%	52%	52%	52%	52%	48%
Military	3	***	***	***	***	***	***	***	***
Tour Bus	2	***	***	***	***	***	***	***	***
Hybrid	7	***	***	***	***	***	***	***	***
Ride to Fly	70	63%	67%	67%	67%	67%	69%	69%	67%
<b>Total</b>	<b>664</b>	<b>38%</b>	<b>68%</b>	<b>79%</b>	<b>76%</b>	<b>67%</b>	<b>63%</b>	<b>44%</b>	<b>62%</b>

\*\*Home Ranch count not performed, estimated based on comparison against other lots and Saturday trend.

\*\*\*Data not broken out independently from the Daily stalls. Assumed to be captured within the daily stall occupancy value.

Table 10: Off-Street Occupancy by Stall Type - Saturday

Type	Stall Count	8 AM	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM	Average
Daily	528	44%	66%	72%	75%	65%	66%	47%	62%
ADA	24	13%	29%	21%	13%	25%	17%	8%	18%
EV	7	0%	0%	0%	0%	0%	43%	29%	10%
Oversize	23	0%	0%	0%	35%	9%	4%	0%	7%
Military	3	***	***	***	***	***	***	***	***
Tour Bus	2	***	***	***	***	***	***	***	***
Hybrid	7	***	***	***	***	***	***	***	***
Ride to Fly	70	63%	63%	66%	66%	64%	61%	61%	63%
<b>Total</b>	<b>664</b>	<b>42%</b>	<b>60%</b>	<b>65%</b>	<b>68%</b>	<b>60%</b>	<b>60%</b>	<b>44%</b>	<b>57%</b>

\*\*\*Data not recorded. Assumed to be captured in other stalls.

Key Observations

- The unrestricted daily parking in the off-street parking lots exceeds effective capacity during the midday peak, reaching 88% occupancy on **Weekdays from 12:00 PM to 2:00 PM**. Only the Parking Garage has additional capacity during this time for general users.



## Turnover Analysis

The following analyses of average duration of stay and vehicles served per stall focus exclusively on the 8 block faces surrounding Town Square (“Town Square” Zone) where license plates were recorded every 30 minutes. This sample of data can be used to approximate conditions in the remaining on-street areas within the Downtown time-restricted 3-Hour Zone. No off-street public parking lots are included within the Turnover Analysis.

### By Length of Stay

**Table 11** and **Table 12** summarize the length of stay recorded by all vehicle observations within the “Town Square” Zone.

Table 11: Town Square Zone Duration of Stay - Thursday

	< 30 Minutes	30 Minutes to 1 Hour	1 Hour to 2 Hours	2 Hours to 3 Hours	> 3 Hours
<b>Number of Vehicles</b>	277	190	233	92	37
<b>Percentage</b>	33.4%	22.9%	28.1%	11.1%	4.5%
<b>Total</b>	<b>829</b>				

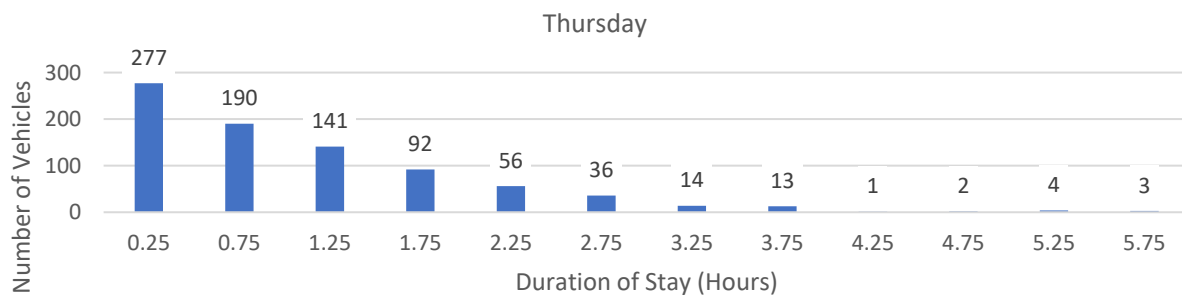
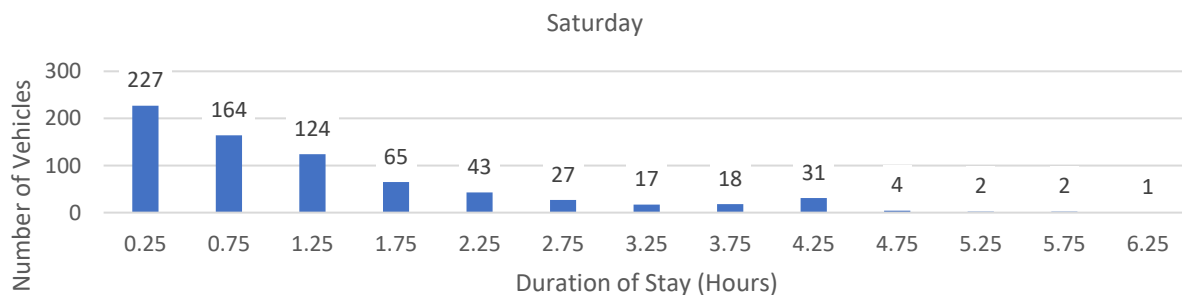


Table 12: Town Square Zone Duration of Stay - Saturday

	< 30 Minutes	30 Mins to 1 Hour	1 Hour to 2 Hours	2 Hours to 3 Hours	> 3 Hours
<b>Number of Vehicles</b>	227	164	189	70	75
<b>Percentage</b>	31.3%	22.6%	26.1%	9.7%	10.3%
<b>Total</b>	<b>725</b>				





Key Observations

- More than 50% of vehicles parking on the Town Square park for less than an hour.
- Approximately 1/3 of vehicles parking on the Town Square park for less than 30 minutes.
- **Note:** Stays of greater than 3 hours are not equivalent to a violation, as this number includes vehicles parking outside of enforcement hours (9:00 AM to 6:00 PM).

By Stall Type

**Table 13** and **Table 14** summarize the average length of stay and the average number of vehicles served per stall for the 94 3-Hour stalls and the 2 ADA stalls included within the “Town Square” Zone. Results are primarily reported for the entire study period (8:00 AM to 9:00 PM), with the exception of vehicles served per stall, which is also reported for the enforcement period (9:00 AM to 6:00 PM).

Table 13: Town Square Zone Turnover by Stall Type - Thursday

Type	Stalls	Total Unique Parking Events	Total Stay (Hours)	Average Stay	Vehicles Served per Stall (8 AM – 9PM)	Vehicles Served per Stall (9 AM – 6PM)
<b>3-Hour</b>	94	817	1,109.00	1 h 21 min	8.69	6.61
<b>ADA</b>	2	12	18.50	1 h 33 min	6.00	5.00
<b>Total</b>	<b>96</b>	<b>829</b>	<b>1,127.50</b>	<b>1 h 22 min</b>	<b>8.64</b>	<b>6.57</b>

Table 14: Town Square Zone Turnover by Stall Type - Saturday

Type	Stalls	Total Unique Parking Events	Total Stay (Hours)	Average Stay	Vehicles Served per Stall (8 AM – 9PM)	Vehicles Served per Stall (9 AM – 6PM)
<b>3-Hour</b>	94	715	1,093.00	1 h 32 min	7.61	5.53
<b>ADA</b>	2	10	9.50	0 h 57 min	5.00	2.50
<b>Total</b>	<b>96</b>	<b>725</b>	<b>1,102.50</b>	<b>1 h 31 min</b>	<b>7.55</b>	<b>5.47</b>

Key Observations

- The number of vehicles served per stall on the Town Square is very high, indicating that time restrictions and enforcement are effectively encouraging long-term parkers to park in unrestricted areas or off-street lots.
- Although the turnover rate is high, the very high occupancies likely make it very difficult to find parking in this area, potentially leading to traffic associated with drivers searching for parking.



By Plate Type

**Table 15** and **Table 16** summarize the average length of stay recorded for vehicles with license plates from Wyoming and Idaho observed within the “Town Square” Zone.

Table 15: Town Square Zone Turnover by Plate Type - Thursday

License Plate	Unique Plates	Unique Parking Events	Total Stay (Hours)	Average Stay
WY (Teton County)	227	242	332.00	1 h 22 min
WY (All Other Counties)	33	34	47.50	1 h 24 min
ID	85	88	133.50	1 h 31 min
All Other	455	465	614.50	1 h 19 min
<b>Total</b>	<b>800</b>	<b>829</b>	<b>1,127.50</b>	<b>1 h 22 min</b>

Table 16: Town Square Zone Turnover by Plate Type - Saturday

License Plate	Unique Plates	Unique Parking Events	Total Stay (Hours)	Average Stay
WY (Teton County)	196	204	277.50	1 h 22 min
WY (All Other Counties)	35	35	63.50	1 h 49 min
ID	127	132	231.50	1 h 45 min
All Other	351	354	530.00	1 h 30 min
<b>Total</b>	<b>709</b>	<b>725</b>	<b>1,102.50</b>	<b>1 h 31 min</b>

Key Observations

- Within the “Town Square” Zone, the average duration of stay for Teton County license plates (WY-22) was not observed to be higher than the general average.
- On weekends, vehicles with license plates from Wyoming (outside Teton County) and Idaho stayed longer on average compared to vehicles with license plates from other areas. Part of this longer average duration of stay may be associated with the Farmer’s Market, where many vehicles (likely including vehicles of vendors) were observed to have parked from 8:00 AM to 12:00 PM.



## Violation Rate Analysis

As with the Turnover Analysis, the following violation rate analysis focuses exclusively on the 8 block faces surrounding Town Square (“Town Square” Zone) where license plates were recorded every 30 minutes. However, unlike the Turnover Analysis, this analysis focuses on the enforcement period from 9:00 AM to 6:00 PM when time stays are restricted.

**Table 17** and **Table 18** show the number of overstay violations recorded on Thursday and Saturday, respectively. This sample of data can be used to approximate conditions in the remaining on-street areas within the Downtown time-restricted 3-Hour Zone. Below each table, a note is provided to indicate the number of violations observed within the full 3-Hour Zone, drawing from the data collected every 2 hours. This data is provided for informational purposes only, however, as vehicles outside of the “Town Square” Zone that stayed for longer than 3 hours but less than 4 hours were likely not captured.

Table 17: Violation Rate - Thursday

### 9AM to 6PM

Type	Stalls	Total Unique Parking Events	Total Stay (Hours)	Average Stay	Vehicles per Stall	Vehicles Exceeding Time Limit*	Violation Rate
3-Hour	94	621	779.00	1 h 15 min	6.61	19	3.1%
ADA	2	10	13.00	1 h 18 min	5.00	1	10.0%
<b>Total</b>	<b>96</b>	<b>631</b>	<b>792.00</b>	<b>1 h 15 min</b>	<b>6.57</b>	<b>20</b>	<b>3.2%</b>

\* Within the full 715-stall 3-Hour Zone, 53 vehicles out of 2,383 observations (2.2%) were noted to have exceeded the 3-Hour time limit between 9:00 AM and 6:00 PM (including the 19 observations reported in the table). This sample underestimates the actual violation rate due to the 2-hour observation cycle outside of the Town Square area, which did not allow surveyors to capture vehicles staying for more than 3 hours but less than 4 hours.

Table 18: Violation Rate - Saturday

### 9AM to 6PM

Type	Stalls	Total Unique Parking Events	Total Stay (Hours)	Average Stay	Vehicles per Stall	Vehicles Exceeding Time Limit*	Violation Rate
3-Hour	94	520	726.50	1 h 24 min	5.53	44	8.5%
ADA	2	5	7.00	1 h 24 min	2.50	0	0.0%
<b>Total</b>	<b>96</b>	<b>525</b>	<b>733.50</b>	<b>1 h 24 min</b>	<b>5.47</b>	<b>44</b>	<b>8.4%</b>

\* Within the full 715-stall 3-Hour Zone, 75 vehicles out of 2,197 observations (3.4%) were noted to have exceeded the 3-Hour time limit between 9:00 AM and 6:00 PM (including the 44 observations reported in the table). This sample underestimates the actual violation rate due to the 2-hour observation cycle outside of the Town Square area, which did not allow surveyors to capture vehicles staying for more than 3 hours but less than 4 hours.



### Key Observations

- The violation rate is very low on weekdays, indicating high compliance with time restrictions on the Town Square.
- On Saturdays, the violation rate on the Town Square is higher compared to weekdays. Many vehicles were observed parking for the full duration of the Farmer's Market (8:00 AM to 12:00 PM) indicating that at least some vendors choose to ignore the 3-Hour limit during this time.
- Within the full 715-stall 3-Hour Zone, 53 vehicles out of 2,383 observations (2.2%) on Thursday and 75 vehicles out of 2,197 observations (3.4%) on Saturday were noted to have exceeded the 3-Hour time limit between 9:00 AM and 6:00 PM. Although this sample likely underestimates the actual violation rate, it provides an indication that the violation rate is not significantly higher outside of the "Town Square" Zone.
- On Thursday, August 23<sup>rd</sup>, 2018, data provided by the Jackson Police Department indicates that 8 citations were issued for "overtime parking" violations. If there were 53 overtime violations during this period, the capture rate was 15% on this date. Typical guidelines indicate that parking enforcement should target capturing approximately at least 8% of all overstay violations, suggesting that Jackson's capture rate is within acceptable range.



### License Plate Analysis

License plates were recorded at least every 2 hours across the entire 715-stall 3-Hour Zone in Downtown, allowing for a summary of the state of origin (and county of origin for Wyoming license plates). Although the state and county of a vehicle’s license plate *does not* allow for inferring user type (such as employee or visitor), it can be assumed that Teton County plates are more likely to represent local residents and employees than tourists (some rental cars, but likely not the majority, have Teton County license plates).

**Table 19** and **Table 20** summarize the number of license plates observed within the 3-Hour Zone. The number of license plate observations does not equal the number of parking “observations” reported in previous tables because several vehicles were observed to have parked more than once within the Study Area. It should be noted that because vehicle counts were collected every 30 minutes in the “Town Square” Zone, there is some potential for overrepresentation of vehicles that park in this area compared to the total, which includes observations in the full downtown Study Area collected every 2 hours.

Table 19: Unique License Plates Observed - Thursday

License Plate	"Town Square" Zone Plates	Percent	Total Unique Plates	Percent
WY (Teton County)	227	28%	1,313	44%
WY (All Other Counties)	33	4%	105	3%
ID	85	11%	306	10%
MT	42	5%	107	4%
UT	63	8%	183	6%
CO	35	4%	133	4%
All Other	315	39%	854	28%
<b>Total</b>	<b>800</b>	<b>100%</b>	<b>3,001</b>	<b>100%</b>

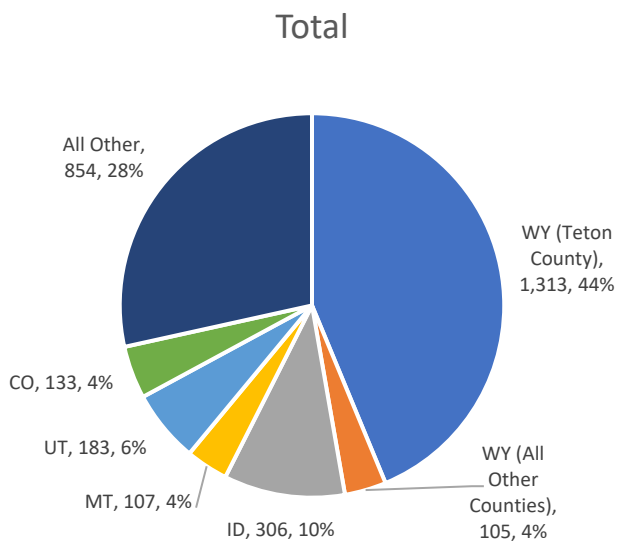
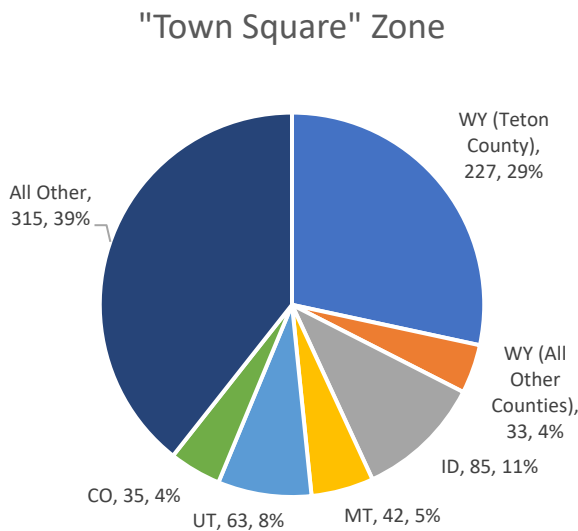


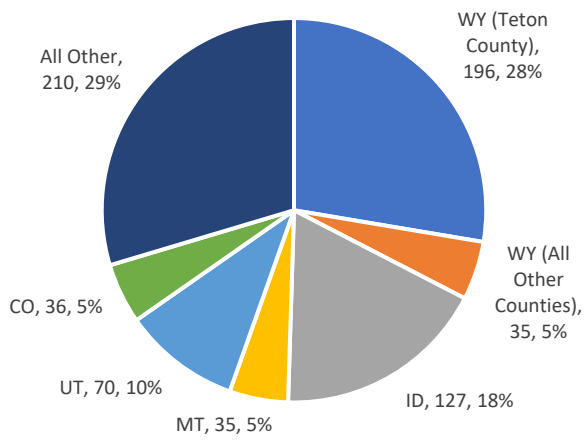




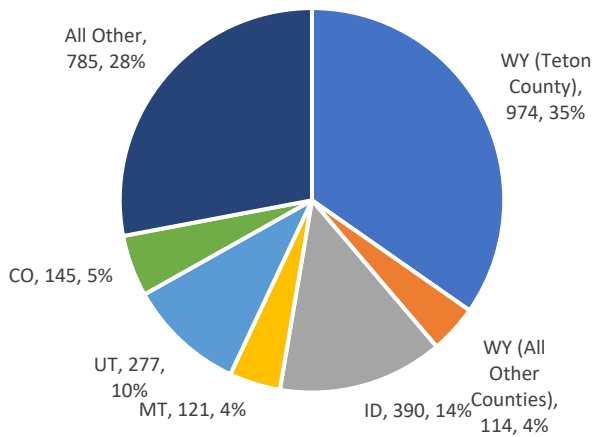
Table 20: Unique License Plates Observed - Saturday

Plate	"Town Square" Zone Plates	Percent	Total Unique Plates	Percent
WY (Teton County)	196	28%	974	35%
WY (All Other Counties)	35	5%	114	4%
ID	127	18%	390	14%
MT	35	5%	121	4%
UT	70	10%	277	10%
CO	36	5%	145	5%
All Other	210	30%	785	28%
<b>Total</b>	<b>709</b>	<b>100%</b>	<b>2,806</b>	<b>100%</b>

"Town Square" Zone



Total



Key Observations

- Teton County plates were observed less frequently on the Town Square compared to the entire downtown.
- On weekdays, 47% of all unique vehicles recorded were from Wyoming, compared to approximately 39% on weekends.



### Vehicle Movements within 3-Hour Zone

An analysis was completed to identify license plates that were observed to have parked more than once within the 3-Hour Zone. It should be noted that the reason for parking multiple times within the 3-Hour Zone cannot be inferred from the dataset and encompasses drivers who drive and park at multiple destinations within Downtown, drivers who stay for a period of time, depart, and return to the study area at a later time, as well as drivers who intentionally move their vehicle to a different location to avoid exceeding the 3-Hour time limit.

**Table 21** and **Table 22** summarize the number vehicles observed to have parked more than once between 8:00 AM and 9:00 PM.

Table 21: License Plates Observed More Than Once - Thursday

Plate	3-Hour Zone Unique Plates	Vehicles Parking More Than Once*	Percent
WY (Teton County)	1,313	128	10%
WY (All Other Counties)	105	5	5%
ID	306	12	4%
All Other	1,277	49	4%
<b>Total</b>	<b>3,001</b>	<b>194</b>	<b>6%</b>

Table 22: License Plates Observed More Than Once - Saturday

Plate	3-Hour Zone Unique Plates	Vehicles Parking More Than Once*	Percent
WY (Teton County)	974	74	8%
WY (All Other Counties)	114	1	1%
ID	390	16	4%
All Other	1,328	44	3%
<b>Total</b>	<b>2,806</b>	<b>135</b>	<b>5%</b>

#### Key Observations

- A higher percentage of vehicles with Teton County plates were observed to have parked more than once within the 3-Hour Zone over the course of the day (8:00 AM to 9:00 PM) when compared to other vehicles with other license plates on both weekdays and weekends.
- The percentage of vehicles parking more than once within the 3-Hour Zone is lower on Saturday compared to Thursday.



## Performance Metrics

To allow for regular comparisons of system performance between years, eight performance metrics are summarized in **Table 23**. While these performance metrics oversimplify many of the observations, measuring changes in each of these metrics between years can allow for a high-level indicator of effectiveness of various management strategies that may be implemented within the goal of influencing parking behavior in Downtown Jackson.

Footnotes document the specific sample size used in the calculation of each of the metrics.

Table 23: Summary of Key Performance Metrics

Performance Measure	Weekday	Weekend
Vehicles Served Per Day (8 AM – 9 PM) <sup>1</sup>	8.69	7.61
Vehicles Served Per Day (9 AM – 6 PM) <sup>2</sup>	6.61	5.53
Average Duration of Stay (8 AM – 9 PM) <sup>3</sup>	1 Hour 21 Minutes	1 Hour 32 Minutes
Violation Rate <sup>4</sup>	3.1%	8.5%
Peak Occupancy <sup>5</sup>	*83%	*74%
Surplus Supply at Peak <sup>6</sup>	208 Stalls	326 Stalls
Block Faces with Constrained Parking at Peak <sup>7</sup>	32 Block Faces	32 Block Faces

\*Peak Periods: 12:00 PM to 2:00 PM (Weekday); 10:00 AM to 12:00 PM (Weekend)

<sup>1</sup> Based on 94 3-Hour stalls in the “Town Square” Zone

<sup>2</sup> Based on 94 3-Hour stalls in the “Town Square” Zone

<sup>3</sup> Based on 94 3-Hour stalls in the “Town Square” Zone

<sup>4</sup> Based on 94 3-Hour stalls in the “Town Square” Zone

<sup>5</sup> Based on a combination of 715 on-street 3-Hour stalls and 528 daily unrestricted public off-street stalls

<sup>6</sup> Based on a combination of 715 on-street 3-Hour stalls and 528 daily unrestricted public off-street stalls

<sup>7</sup> Out of 91 block faces where occupancy data was collected



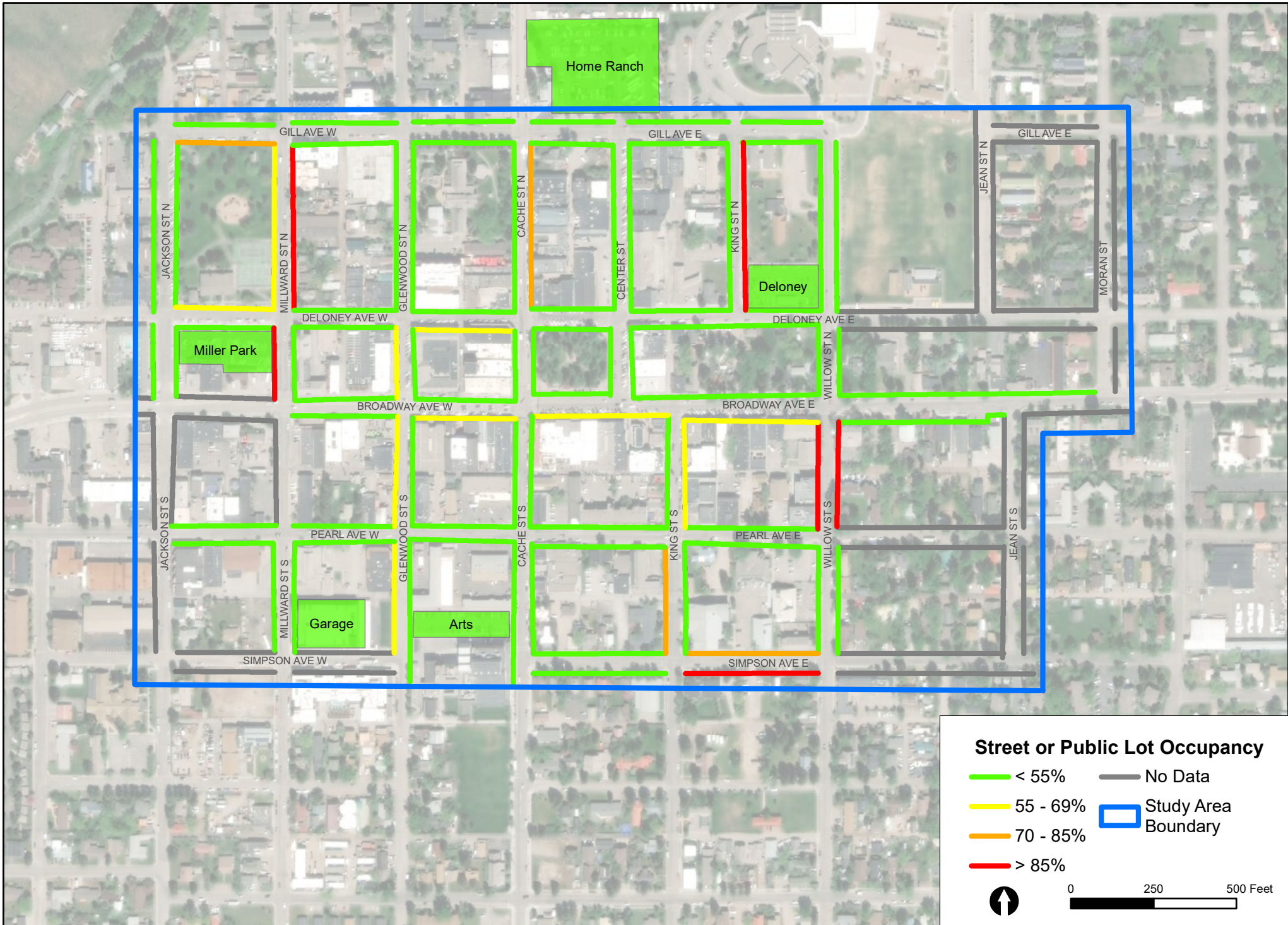
### Conclusions

Within the “Town Square” Zone, the turnover rate is very high, the average duration of stay is low (compared to the 3-Hour time limit), and the violation rate is low. However, overall parking demands during the peak season are very high within Downtown Jackson, with only around 17% of all 3-Hour on-street stalls and daily public off-street stalls (208 stalls) available during the weekday peak period from 12:00 PM to 2:00 PM. During this peak period, 32 block faces in Downtown are at least 85% occupied, indicating that visitors and customers, particularly those unfamiliar with Jackson, may need to search across several blocks for parking.

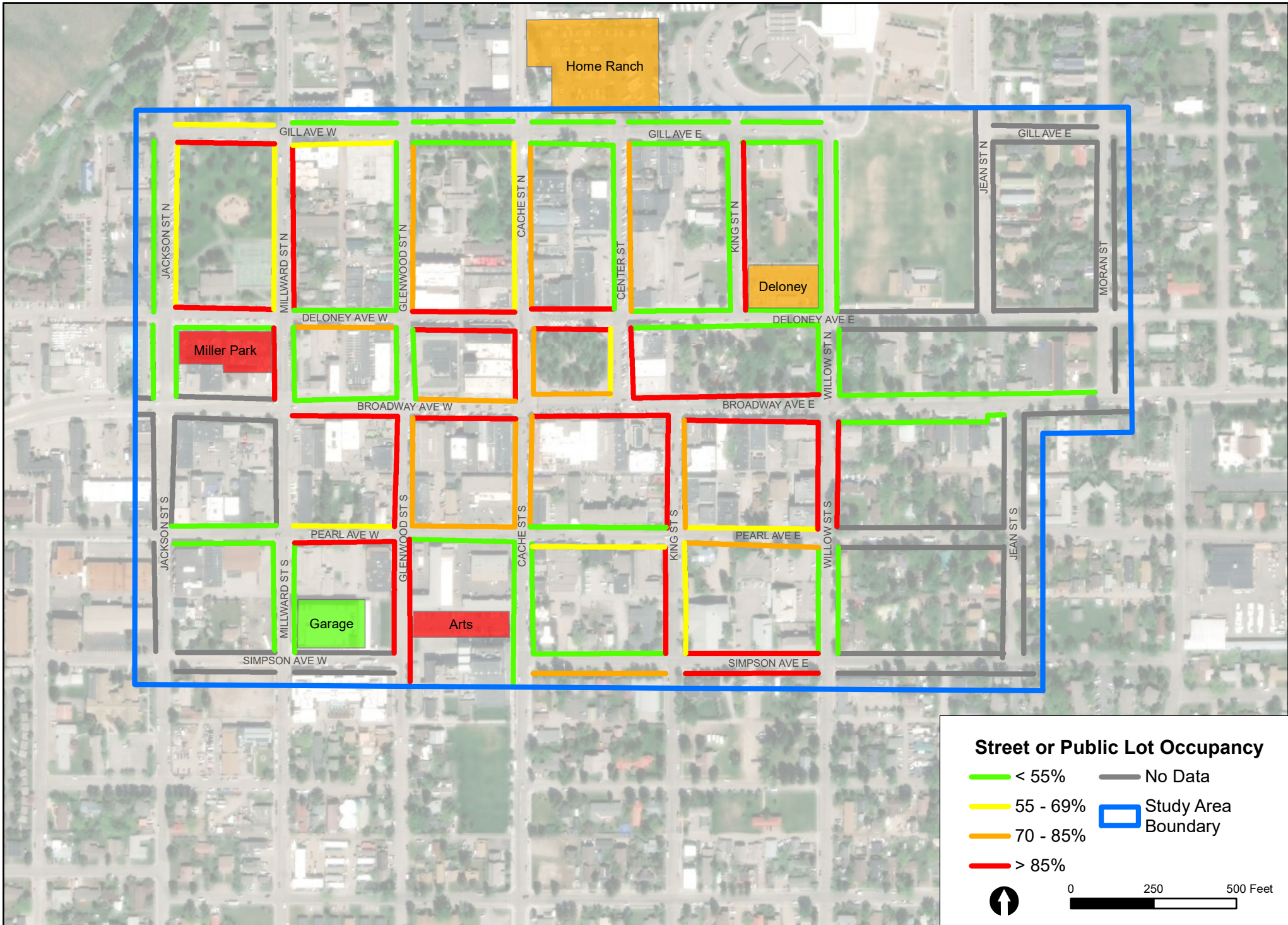


## Appendix A: Occupancy Maps

# Jackson Parking Occupancy - Thursday 8:00 AM



# Jackson Parking Occupancy - Thursday 10:00 AM



Home Ranch

Deloney

Miller Park

Garage

Arts

JACKSON ST N

GILL AVE W

DELONEY AVE W

BROADWAY AVE W

PEARL AVE W

SIMPSON AVE W

GILL AVE E

DELONEY AVE E

BROADWAY AVE E

PEARL AVE E

SIMPSON AVE E

GILL AVE E

JEAN ST N

MORAN ST

JACKSON ST S

MILLWARD ST S

GLENWOOD ST S

CACHE ST S

KING ST S

WILLOW ST S

JEAN ST S

MILLWARD ST N

GLENWOOD ST N

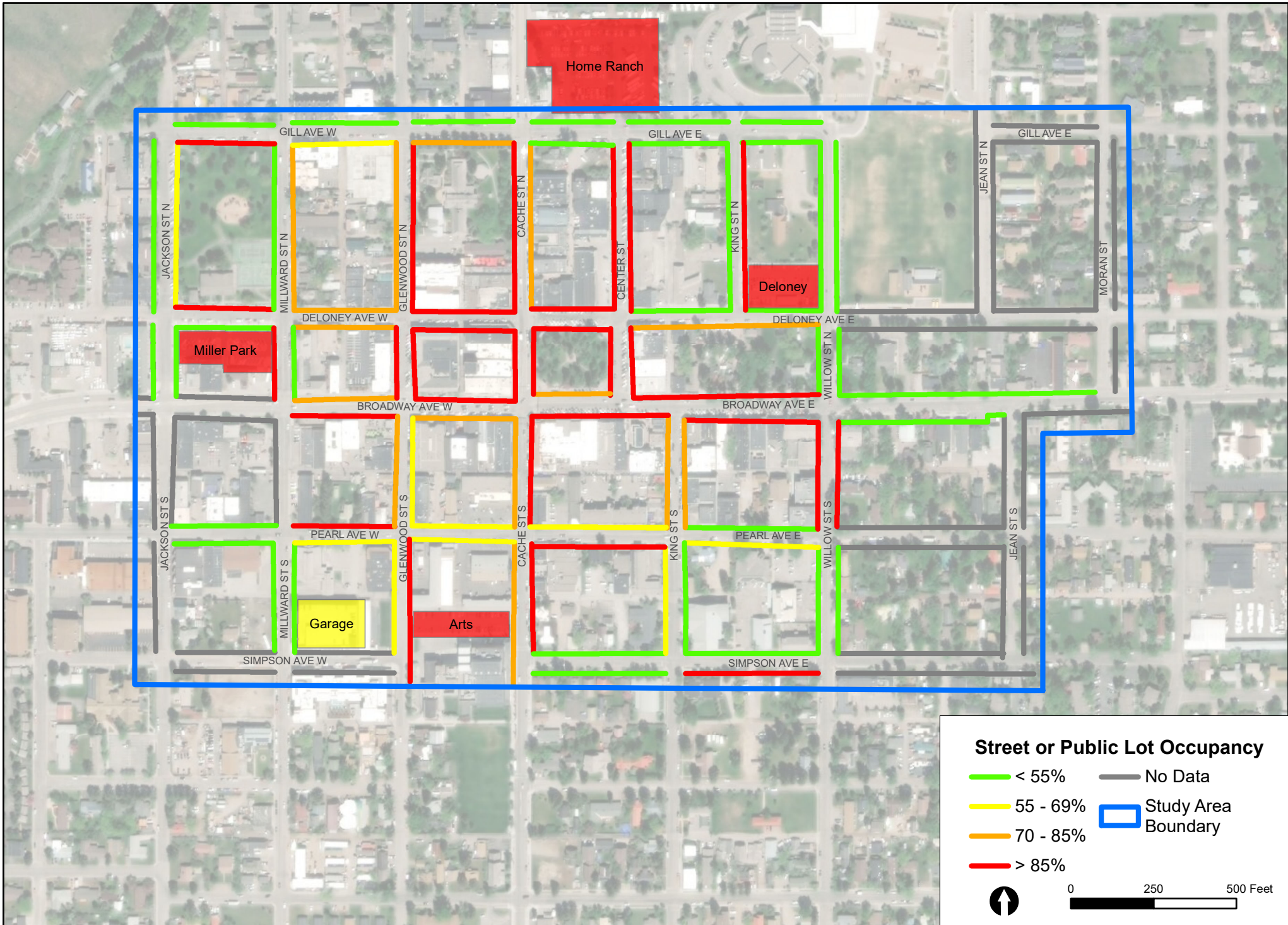
CACHE ST N

CENTER ST

KING ST N

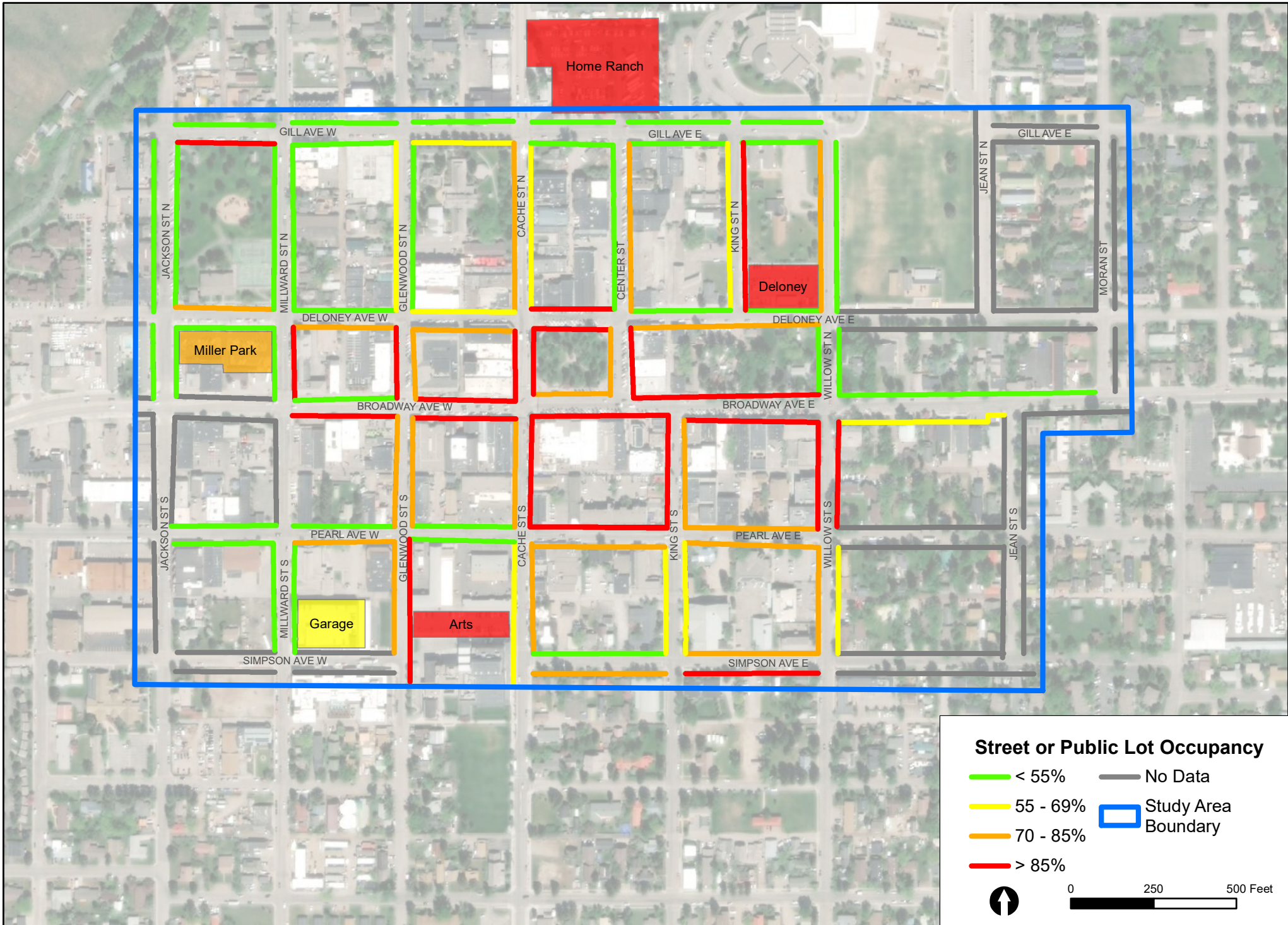
WILLOW ST N

# Jackson Parking Occupancy - Thursday 12:00 PM

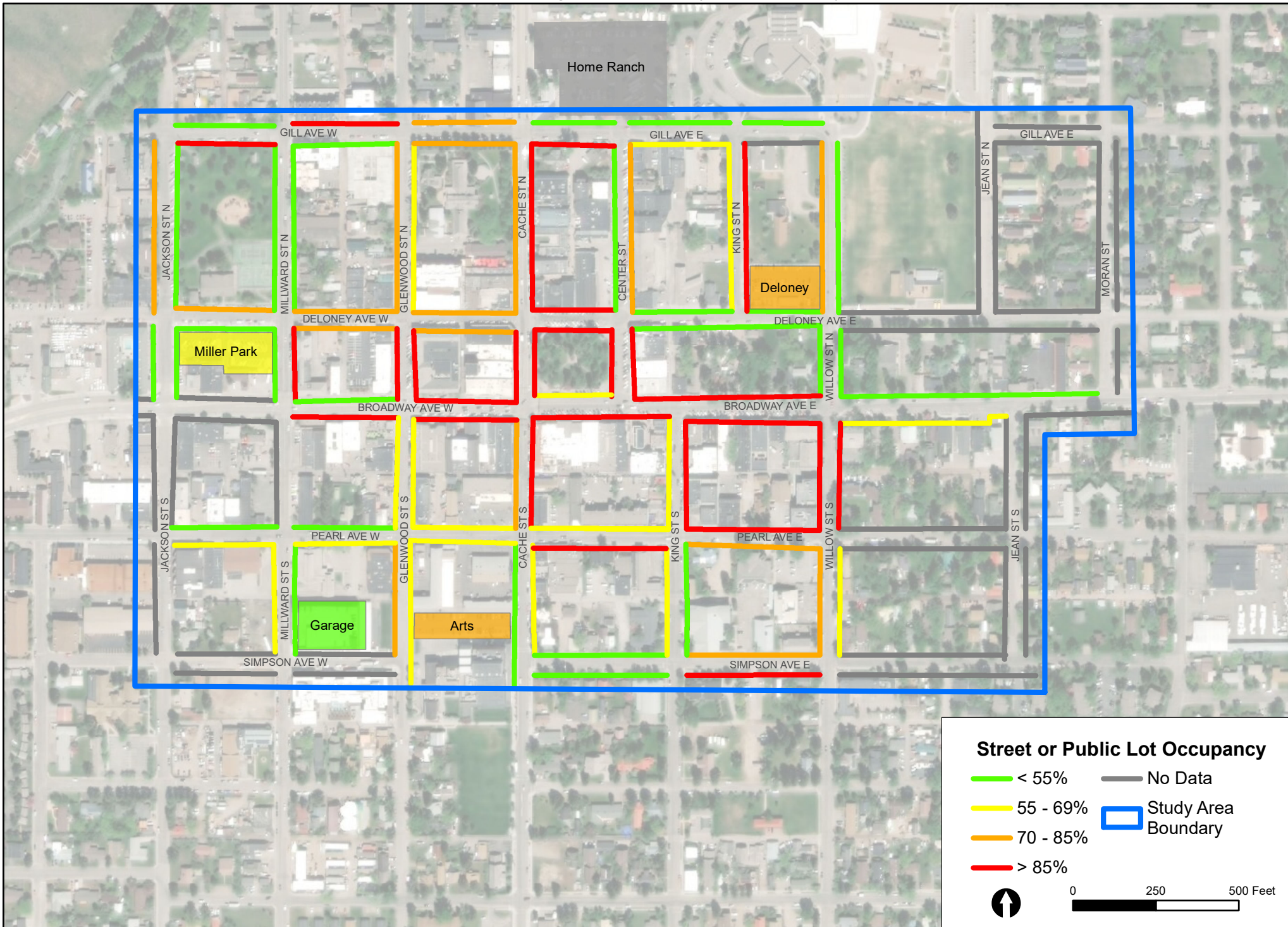




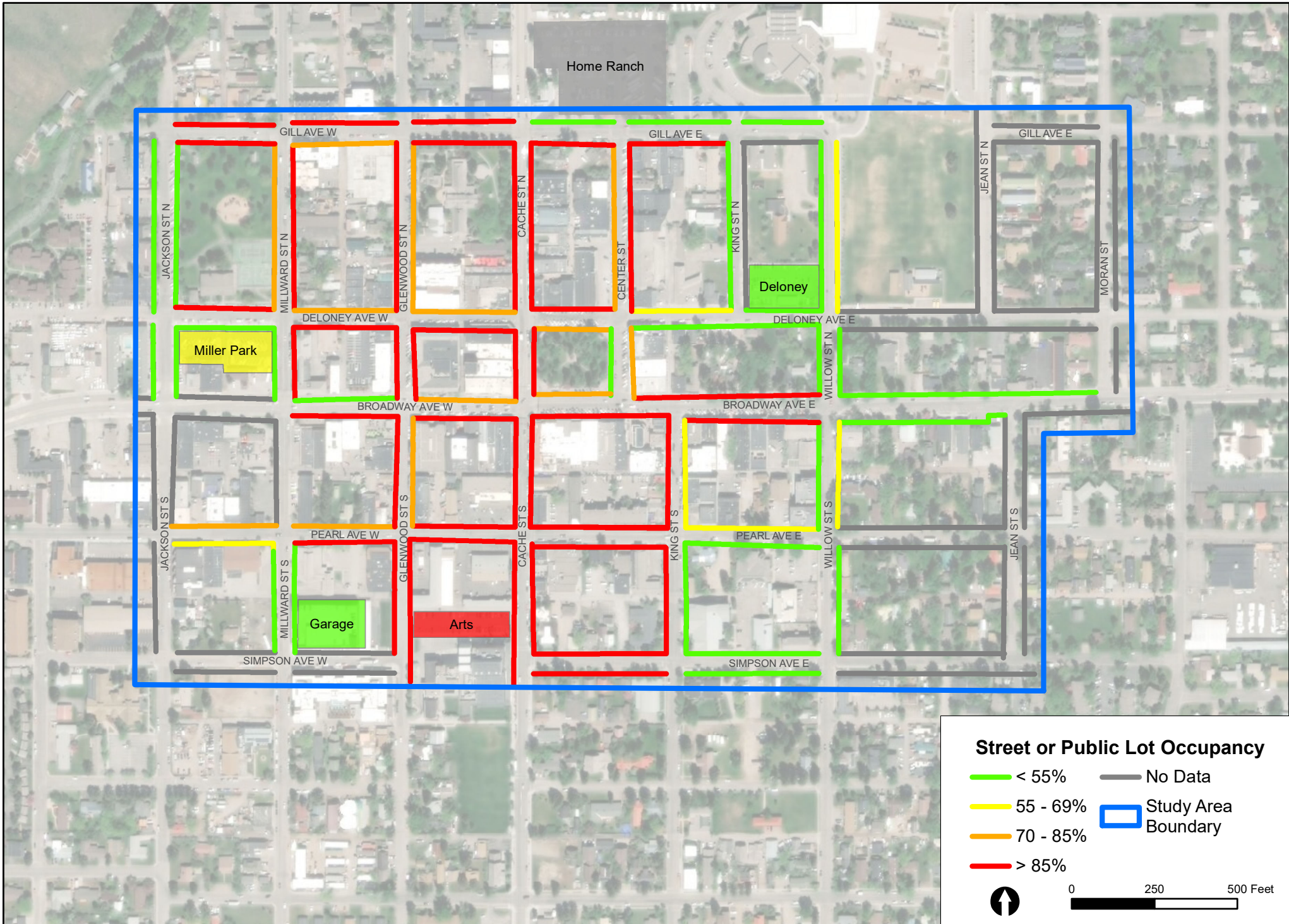
# Jackson Parking Occupancy - Thursday 2:00 PM



# Jackson Parking Occupancy - Thursday 4:00 PM



# Jackson Parking Occupancy - Thursday 6:00 PM



Home Ranch

GILL AVE W

GILL AVE E

GILL AVE E

JACKSON ST N

MILLWARD ST N

GLENWOOD ST N

CACHE ST N

CENTER ST

KING ST N

JEAN ST N

MORAN ST

Deloney

Miller Park

DELONEY AVE W

DELONEY AVE E

BROADWAY AVE W

BROADWAY AVE E

JACKSON ST S

MILLWARD ST S

GLENWOOD ST S

CACHE ST S

KING ST S

WILLOW ST S

JEAN ST S

PEARL AVE W

PEARL AVE E

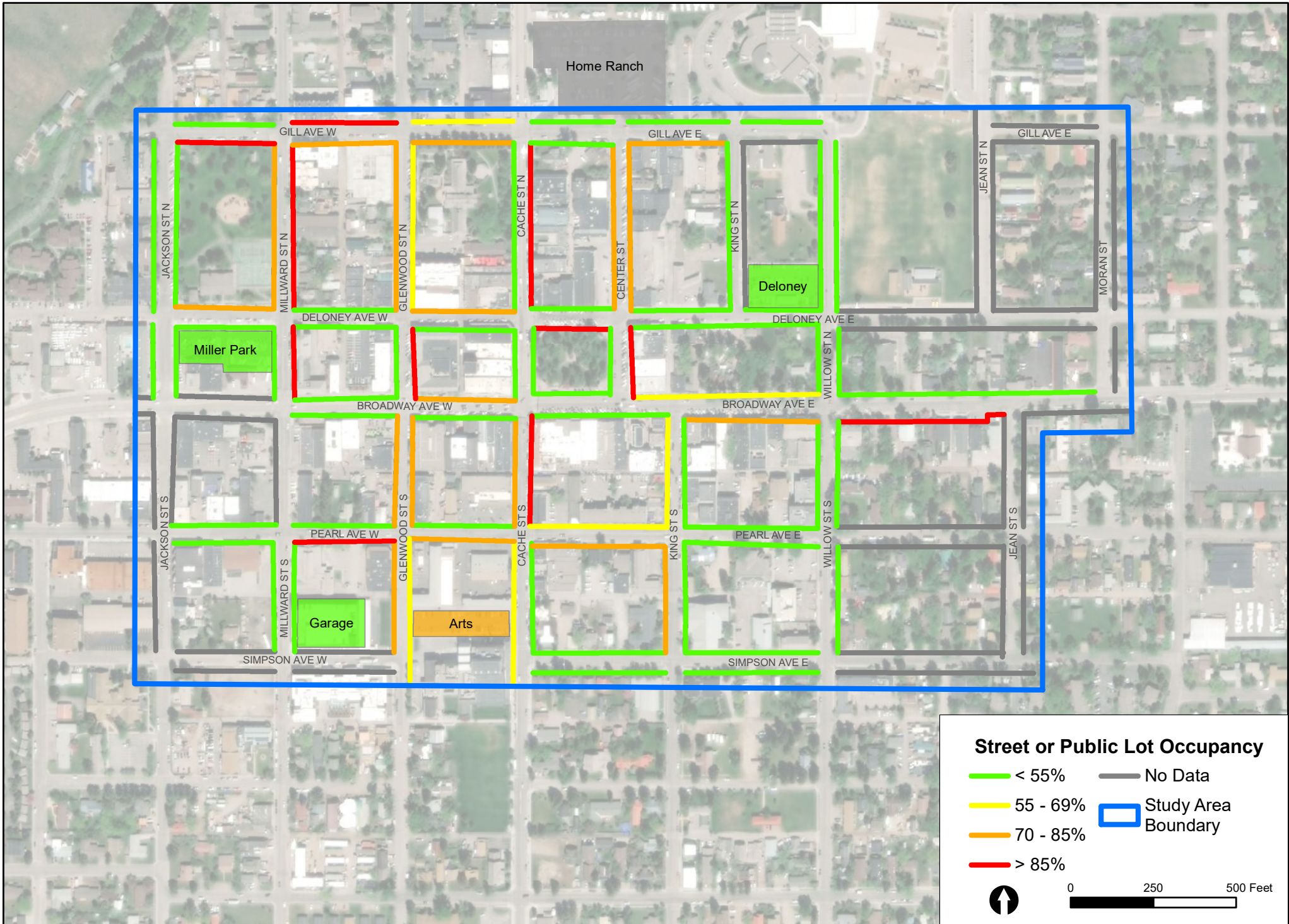
Garage

Arts

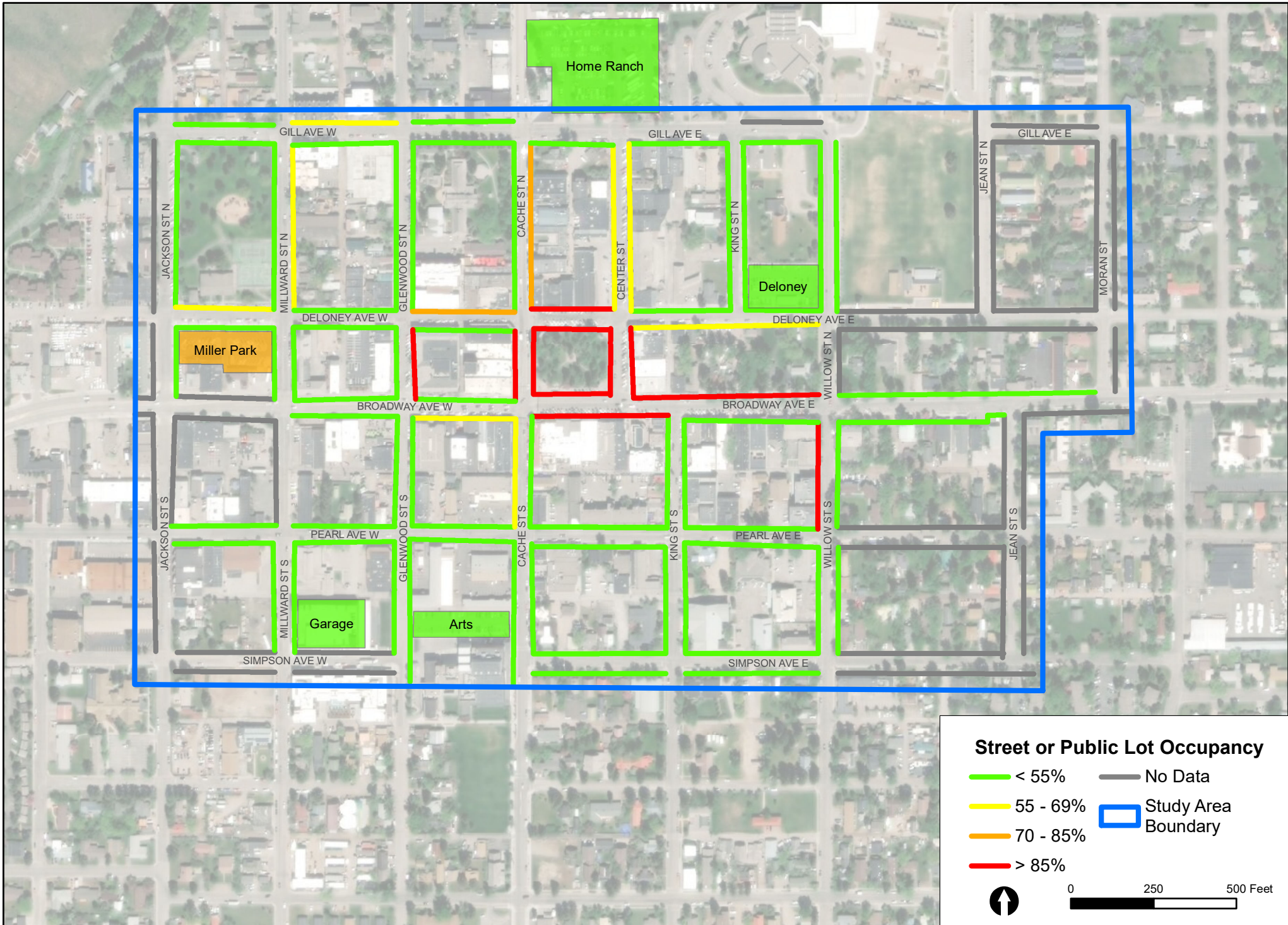
SIMPSON AVE W

SIMPSON AVE E

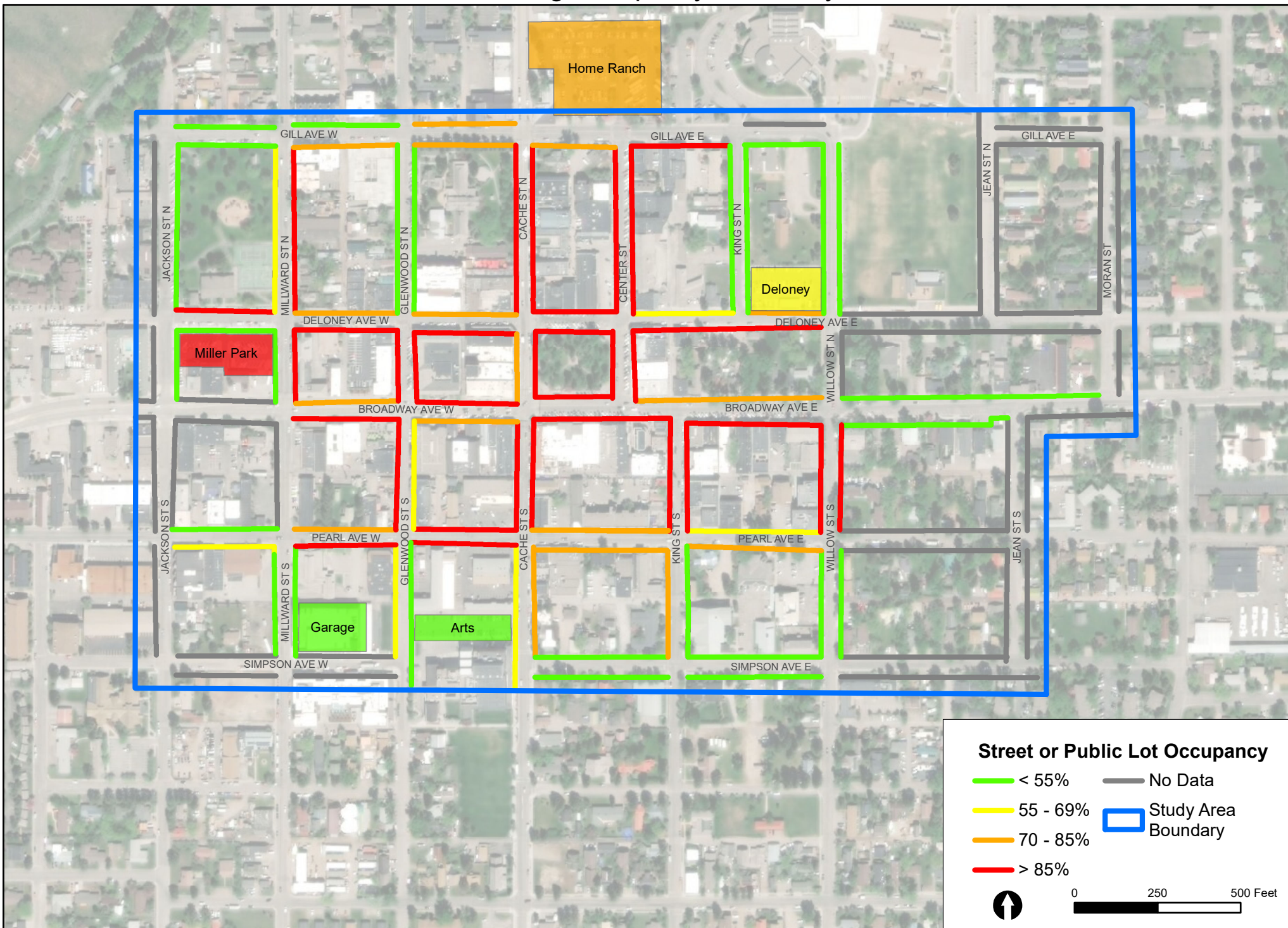
# Jackson Parking Occupancy - Thursday 8:00 PM



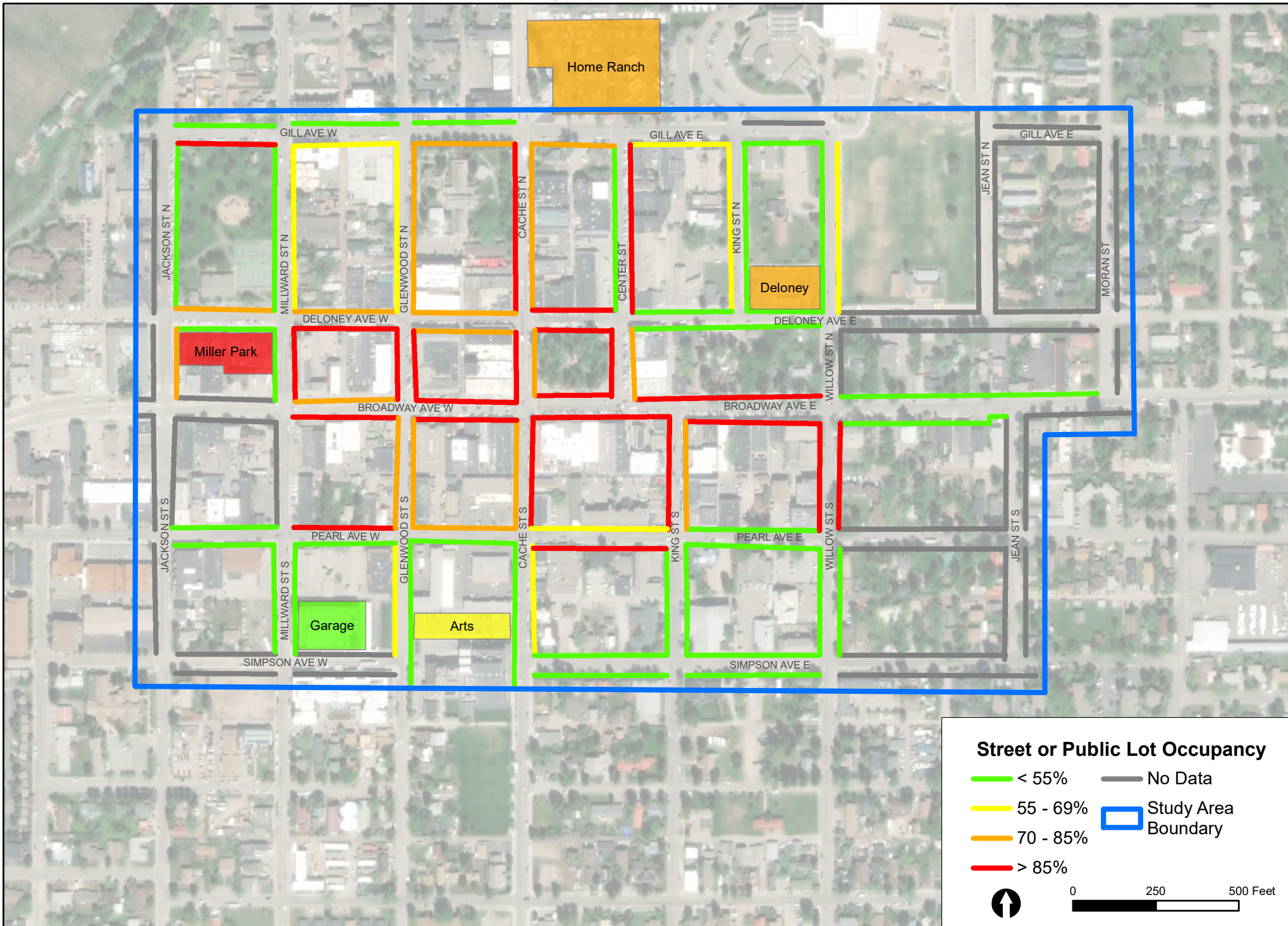
# Jackson Parking Occupancy - Saturday 8:00 AM



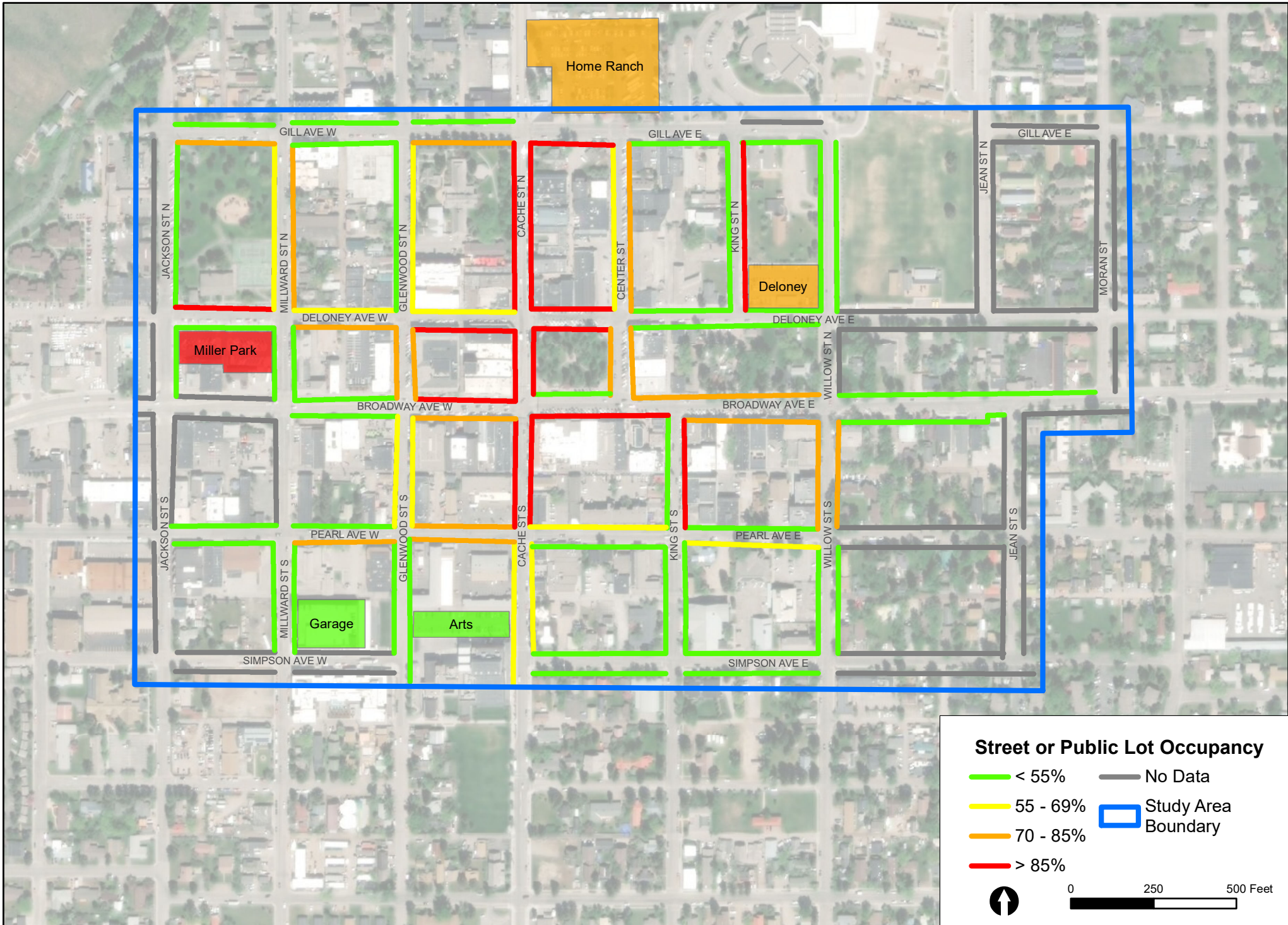
# Jackson Parking Occupancy - Saturday 10:00 AM



# Jackson Parking Occupancy - Saturday 12:00 PM

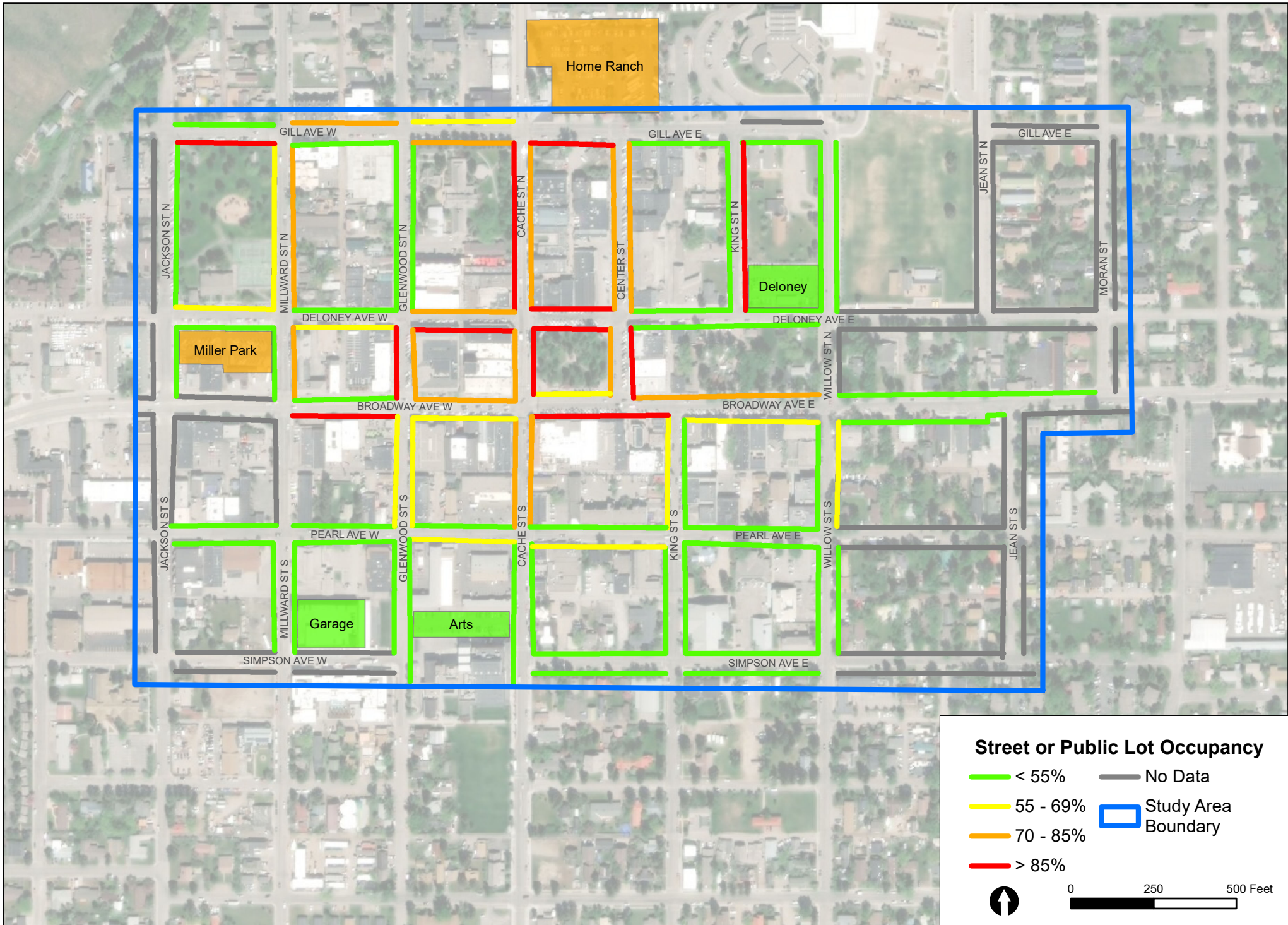


# Jackson Parking Occupancy - Saturday 2:00 PM





# Jackson Parking Occupancy - Saturday 4:00 PM



Home Ranch

Deloney

Miller Park

Garage

Arts

JACKSON ST N

GILL AVE W

DELONEY AVE W

BROADWAY AVE W

PEARL AVE W

SIMPSON AVE W

GILL AVE E

DELONEY AVE E

BROADWAY AVE E

PEARL AVE E

SIMPSON AVE E

GILL AVE E

MILLWARD ST N

GLENWOOD ST N

CACHE ST N

CENTER ST

KING ST N

JEAN ST N

MORAN ST

JACKSON ST S

MILLWARD ST S

GLENWOOD ST S

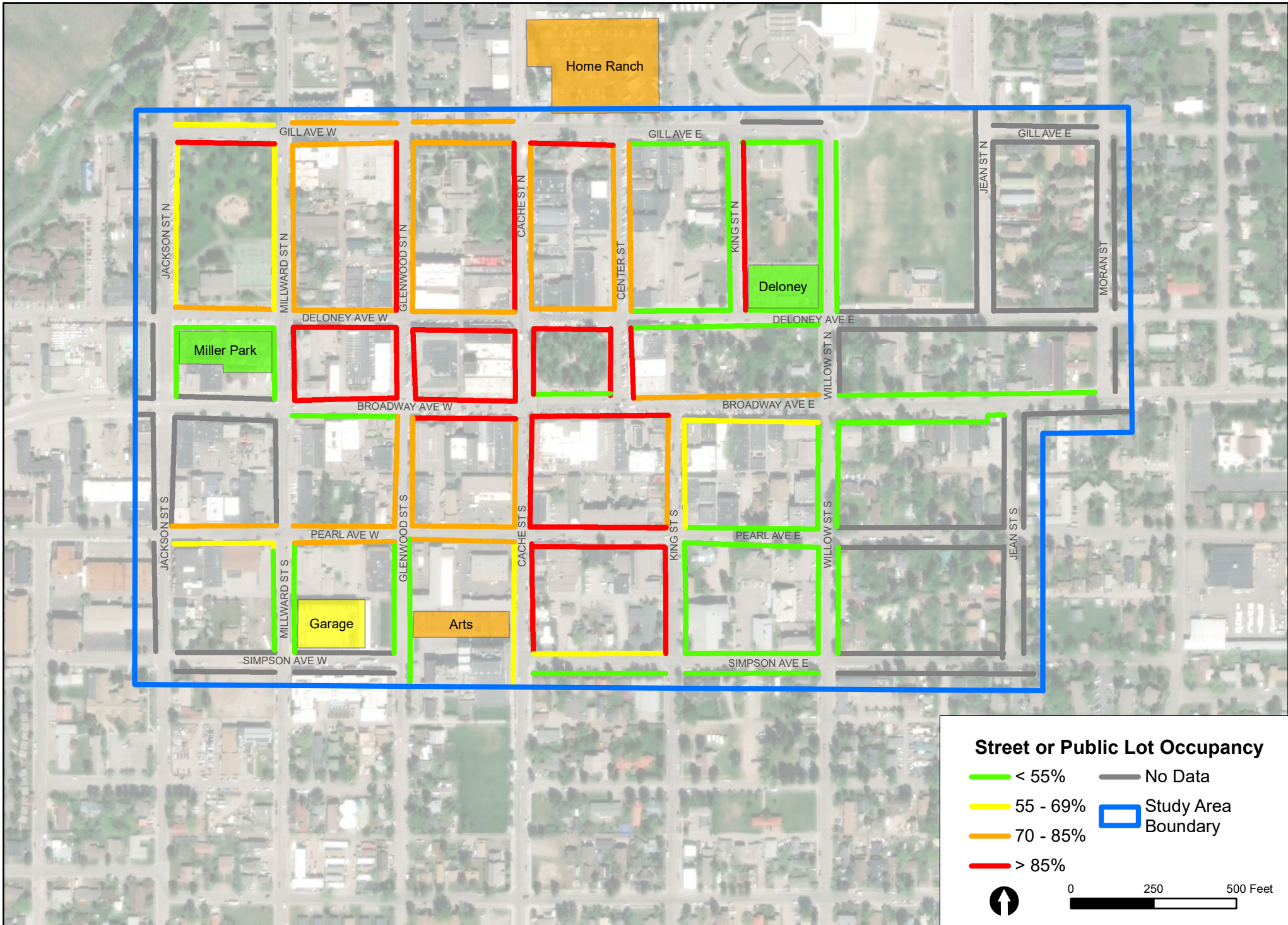
CACHE ST S

KING ST S

WILLOW ST S

JEAN ST S

# Jackson Parking Occupancy - Saturday 6:00 PM



# Jackson Parking Occupancy - Saturday 8:00 PM

