



**MANITOU SPRINGS  
PARKING AUTHORITY BOARD  
REGULAR MEETING MINUTES  
Tuesday, April 26, 2016**

**I. CALL TO ORDER and INTRODUCTION OF GUESTS**

A regular meeting of the Manitou Springs Parking Authority Board was held on Tuesday, April 26, 2016, in Council Chambers @ 606 Manitou Avenue. Chair Koerner called the meeting to order at 8:31 am. The following were in attendance:

- Present: Board Member JAY BEETON  
Vice Chair NEAL MINCH  
Board Member JOY L. PORTER  
Board Member SUSAN WOLBRUECK  
Chair BILL KOERNER
- Staff: Michelle Anthony, Senior Planner  
Neal Yowell, SP+ Facility Manager  
Leslie Lewis, Chamber of Commerce Director
- Guests: Bob Todd, Council Liaison  
Karol Campbell, Madwoman Marketing  
Sharman Treweeke, The Cotton Club  
Joe Leung, SP +  
Andy Amidon, SP +

The members and audience introduced themselves.

**ITEM 1.** Karole Campbell, Madwoman Marketing

Ms. Campbell introduced herself and stated she had been contracted to be the City's spokesperson regarding parking, shuttle and the incline. She would be attending PAB meetings to listen for ways to help advertise and communicate with the public regarding these city programs.

Mr. Beeton asked Karole if she would attend each meeting. Ms. Campbell said that was her plan and she would be writing Facebook posts for this week advertising the shuttle beginning May 1. Ms. Campbell indicated she would be discussing soft enforcement of the Incline and attempting to get the media to walk the area with her so the media representatives could experience why no dogs were allowed. She noted she had asked for the Police to also walk the area with her, but had less success in coordinating that.

Chairman Koerner suggested taking the media to the incline on a weekend day and discussed taking the shuttle and making various stops along Ruxton to get the full experience.

Mr. Beeton was surprised the police did not want to do a walk of the incline. Ms. Campbell said it was a challenge and perhaps they didn't want to advertise when enforcement was there.

Ms. Porter stated she did see the police driving up in that area often.

Mr. Beeton asked if the police would become more enforcement oriented. Ms. Campbell said it would be predominately education based at the present time, adding the agreement with Colorado Springs had not been finalized so that was why it was educational right now. She indicated her intention was to have an article come from Manitou's point of view and the focus would be safety and quality of life - not about hikers being pushy or rude. The message would be something like "we are glad you came to visit just keep the noise down."

Chairman Koerner discussed the increase of incline users since it became legal and how it has affected the quality of life in the area.

Mr. Minch asked what Facebook page would have information regarding the shuttle. Ms. Campbell replied the posts would be on the City's page and Chamber Director Leslie Lewis would also have shuttle information on her website.

Ms. Anthony indicated posts could also be placed on the Parking and Planning Department Facebook pages.

## **II. APPROVAL OF MINUTES**

### **ITEM 2. February 23, 2016**

#### **MOTION:**

Mr. Minch moved to approve the February minutes as presented.

#### **SECOND:**

Mr. Beeton seconded the motion.

#### **DISCUSSION:**

There was no discussion regarding the motion.

#### **VOTE:**

Motion passed, 5-0. Chair Koerner abstained as he was not present for the March meeting.

### **ITEM 3. March 22, 2016**

The approval of the March minutes was postponed to the May meeting

## **III. PUBLIC COMMENT ON NONAGENDA ITEMS**

There was no comment on nonagenda items.

## **VI. OLD BUSINESS**

**ITEM 4.** Re-review of Request for Restriction of Parking in the 1st block of Ruxton Avenue to No More than Two Hours.

Sharman Treweeke, Owner of The Cotton Club at 1 Ruxton Avenue, asked why the kiosks allowed 12 hour parking. Mr. Yowell responded saying Lower Ruxton was part of the Business District and explained tiered pricing. Mr. Yowell said the statistics show from January through March 1, 84% of people in that block parked two hours or less. Mr. Yowell said less than 1% park more than five hours and 66% are less than three hours. Mrs. Treweeke suggested the statics were changing.

Mr. Minch replied the same analysis was done from last May through July, which was the peak of the season and revealed almost the same percentages. Mr. Minch said there are people who pay for eight or nine hours but they are the 1%. Mr. Yowell said less than .05% pay for 9 or more hours.

Ms. Susan Wolbrueck asked if it could be the same person every week. Mr. Yowell said he didn't break the usage down by license plate.

Ms. Wolbrueck said perception was reality but perception was not matching data and she knew what this felt like. She stated she knew enforcement was ticketing when they could.

Mr. Minch said he walked up Ruxton around 10:00am and the first two parking spaces where paid until 2-3 pm that afternoon; he felt there was a disconnect between the data and the perception.

Ms. Porter stated there was no way to know what the people who parked were doing, as they could be shopping, hiking, etc.

Chairman Koerner wondered if a 2-hour limit would change the practice and suggested putting a 2-hour limit on Lower Ruxton to see what would happen.

Mr. Yowell stated there was nothing on the books to allow enforce of that. Even if the parking personnel found parking over two hours, they could not write a ticket for it.

Mr. Leung, cautioned against a trickledown effect of no continuity in areas of downtown parking, adding the City could fix the 1% of parking issues but may cause a larger problem.

Chairman Koerner felt as Incline traffic increased, it would move more and more downtown and asked if the City should limit the number of hours.

Ms. Wolbrueck stated the board could not make everyone happy. Sales tax made up a huge part of the City's budget and she felt a need to support the businesses. These kinds of businesses were what Manitou needed if it wanted to keep sales tax numbers up. The goal of managed parking was for everyone to have the best possible experience. She felt the City needed to make sure it used all the tools available to make sure parking is managed.

Ms. Anthony offered that Ms. Wolbrueck had a good point, adding that the City specifically moved away from a timed parking and went to a tiered program. She suggested employing the system that was already in place and suggested increasing fees and charging more after the first three hours.

Ms. Porter stated she felt the need to be cautious and that an integrated system was needed.

Leslie Lewis asked what the thought process was behind limiting the hours; if they wanted to park for longer than 3 hours, they could park in the lots.

Ms. Anthony said there were complaints from merchants that two hours was not long enough. The City had a lot of feedback it drew on when the system was being set up and it was determined that flexibility with a price strategy made sense because it gave the people more choices to be able to stay in town longer. Everyone has a different opinion, but we found a three-hour limit was a good compromise in order to allow someone to have lunch and do some shopping, not one or the other activities.

Mr. Yowell said enforcement would be too hard if parking were simply limited to two hours and suggested an increase in fees after three hours. Ms. Anthony stated she felt that would resolve the issue, adding businesses did not open until 10:00am or after, so earlier morning parking should not be an issue.

There was discussion about increasing the price at the 4th hour. Ms. Treweeke felt it was a city-wide problem.

Mr. Minch stated a proper test should be designed, saying the City did not know if it was the same cars or lots of different vehicles.

Mrs. Treweeke said at 9am on Saturday there was nowhere to park and hikers would come down the street at 1pm and leave. Mrs. Treweeke felt the shuttle would help and stated three hour parking was needed all over town.

Mr. Todd said, as a Council Member, there had been a lot of discussion about data and testing. Regarding the kiosk, he felt when someone extended time, a new ticket was issued and that might be considered a new stay. If extended by phone, that technology would know you had extended your stay and charge the higher rate. Mr. Todd said the city revenue from sales tax exceeds that of property tax adding weekend sales are down 50% from last year, which is a signification impact. Mr. Todd talked about baby steps that could be introduced. First was the 3 hr limit on lower Ruxton. Second, higher charge for longer hours and third, require use of the shuttle for incline users. They would receive a token from the shuttle driver.

Ms. Anthony said from a staff standpoint the City should work within the program as established as there had already been a lot of investment in time and equipment. She suggested using escalating fees in the block and see what that does to resolve the issue before starting a new program.

Chairman Koerner asked if it would be possible to change the base fee for the first three hours. The first three hours would be the customers and if the longer stays were charged more that would target the incline users.

Mr. Leung asked if the city could isolate the sales tax in that area.

Mr. Beeton said it was worth checking the sales tax, saying the recurring theme is businesses are doing less on the weekends. The Trading Post also said his business is down on weekends and higher revenue during the week.

Ms. Porter stated she would like to see that data. Ms. Anthony said the bottom line was there had been an increase in sales tax, whether this was from weekend or weekday sales.

Mr. Amidon recapped the problem was people park in the first block of Ruxton too long and the City could cap the time or increase rates. He indicated changing the rates would be the easiest way to address the issue. If the time was capped, the code (law) would need to be changed so a citation could be written, but with the current infrastructure in place, the easiest way to manage the problem was to propose a rate increase.

Mr. Beeton asked if there was a way to overcome the technology issues so that it would recognize if time was extended.

Ms. Anthony said she would see if sales tax data could be broken out for the businesses in that block.

Mrs. Treweeke said it was gradually getting worse; people call her and tell her they aren't coming into town because of the parking.

There was discussion about shuttle stop locations.

Mr. Minch said any changes made in this area would more than likely be a blueprint for other areas and this would be a pilot for understanding impacts. He stated the board needed to see the big picture and asked Mr. Todd to get some input from council regarding how much per hour they would consider raising the rates to.

The board asked Ms. Anthony to place the discussion of this request on the May meeting agenda.

**MOTION:**

Mr. Minch moved to change the agenda and hear the Lot Spot update now.

**SECOND:**

Ms. Wolbrueck seconded the motion

**DISCUSSION:**

There was no discussion

**VOTE:**

Motion passed, 5-0.

**ITEM 5. LotSpot Project (Staff Update)**

Senior Planner Michelle Anthony presented an update regarding the project, noting that there was some fieldwork regarding signs that needed to be done and Lot Spot had sent an invoice that was larger than the

budget allowed. Ms. Anthony indicated she had requested an update memo from Lot Spot but had not heard from them before the meeting. She indicated concern about the budget; there was still no cost estimate for the project sign.

Chairman Koerner stated he would like to see the schedule and that he was frustrated. There should be a discussion with Lot Spot regarding the contract and the expectations.

Ms. Anthony said they provided a schedule but the project had not met milestones in order to get started. She noted this was initially a student project but it had grown in scope and cost.

Mr. Beeton said Lot Spot is a business, bottom line.

The Board expressed frustration and asked about recourse or penalties if the project did not meet milestones.

Chairman Koerner stated Lot Spot representatives needed to be at the next meeting. It was suggested that the board hold a Worksession on this issue.

**MOTION:**

Mr. Minch moved to schedule a Worksession with the LotSpot team to get an implementation and cost update on Wednesday, May 4 at 4:00pm.

**SECOND:**

Mr. Beeton seconded the motion.

**DISCUSSION:**

There was no discussion.

**VOTE:**

Motion passed, 5-0

**ITEM 6. Discussion and Recommendation on SmartCard Program Implementation**

Ms. Anthony asked what the board wanted to do with this item.

Ms. Wolbrueck wanted to put off discussion until there was more information about advertising.

Mr. Minch felt there were other, higher priority items that needed to come first.

**MOTION:**

Mr. Beeton moved to postpone the Smart Card Program for three months to the July meeting.

**SECOND:**

Mr. Minch seconded the motion.

**DISCUSSION:**

There was no discussion.

**VOTE:**

Motion passed, 5-0

**V. NEW BUSINESS**

There was no New Business on the agenda to discuss.

**VI. OTHER BUSINESS**

**ITEM 7. “Car Free Day” Event Idea**

Ms. Anthony presented the memo dated March 17, 2016 and added she felt this promotion would need to take place during the off-season.

Mr. Minch felt this went along with the discussion regarding bike racks as it promoted a day using other means of transportation.

Ms. Porter felt this was not something the board should be considering now; this was not the right time as there was so much to do and so many other things going on.

Mr. Yowell felt the way the city was laid out, he did not think this would work.

Ms. Wolbrueck understood the sentiment and agreed saying this would be more work and organization than anyone realized. She felt whoever wanted to promote this idea should be responsible for the organization and bring forward a proposal.

Mr. Beeton agreed adding this would be a lot of work even in the off-season.

Ms. Anthony said a motion was not necessary adding Mr. Todd could take this back to City Council and let them know this would be something the Parking Authority Board did not feel it could undertake at this time.

**ITEM 8. Discussion Regarding Recommendations for City Website and Parking Page – Jay Beeton & Bill Koerner**

There was discussion regarding the parking page and that a more user-friendly page was needed.

Mr. Beeton said the Telluride website was a good example.

Mr. Koerner felt when visitors look at the web page, the parking page was not informative; it did not meet the needs of visitors as it only mentioned how to pay parking tickets.

Ms. Campbell suggested the City look at the many ways people access the web page and seek information.

**ITEM 9. Review of Board Mission and Goals**

Chairman Koerner wondered if the board was meeting its goals and asked about the progress of the proposed name change. Ms. Anthony replied there did not seem to be resistance from Council but there had been no promises regarding approval. Ms. Anthony indicated she has not yet drafted the code amendments because there was a Standard Operating Procedures document coming from the City Attorney's office which would help inform the changes that would need to be incorporated and translated into code.

Mr. Todd suggested calling the property at 10 Old Man's Trail the Hiawatha Transportation Center and that there should be an empowered advisory board for that property.

Mr. Leung said on May 24, he would provide the board with his state of parking presentation he would present to Council that evening.

There was discussion regarding the next board retreat; everyone agreed this would be the time to become more educated on the changes being discussed.

Ms. Anthony said for the board retreat, she would like to have two meetings. One would be reorganization and goals and the other will be budget and more operations overview. Ms. Anthony said this kind of effort would need to be broken out separately as it was too much to try to do in one meeting.

**ITEM 10. Review and Discussion Regarding Monthly Reporting Spreadsheets and Information**

Mr. Yowell presented a spreadsheet saying he included some information regarding what happened during the previous month such as weather, etc. He had no specific recommendations based on the data. Mr. Yowell said the kiosks were changing to the Iris System and the conversion would be happening later that day.

Chairman Koerner asked about revenue distribution with Colorado Springs Utilities. Ms. Anthony said Council gave a certain amount every year to Barr Trail and the Incline.

Mr. Koerner complimented Mr. Yowell for adding the additional information noting it was good to correlate the data with the weather events.

***Mr. Minch left the meeting at 10:40am.***

**ITEM 11. Initial Draft Changes to the Parking Authority Board Section in the Municipal Code**  
There was no discussion regarding this item as it had been addressed under Agenda Item 8.

## **VII. UPDATES**

- Shuttle Operations

Ms. Anthony stated the shuttle would begin May 1st. A schedule had not yet been distributed but it should run through the corridor every 10-15 minutes.

- Hiawatha Gardens

Port-a-potties (4) would be placed in front of the building toward the right side.

There was no discussion regarding the remainder of the items:

- Parking Ticket Write-Off Policy (Council changed write-off to any ticket 3+ years old)
- Ordinance 0316 Regarding Permits for Dumpsters and Pods (Referred back for amendments and review of Fee Schedule – May Agenda)
- Ordinance Adopting Traffic Engineer Regulations (@ City Attorney)
- Initial Draft of Operating Procedures Document (@ City Attorney)
- Incline Management Committee Minutes
- Ruxton Avenue Strategic Planning Group Minutes
- Parking Management Report
- Financial Report

## **VIII. FUTURE AGENDA ITEMS**

- Special Event Traffic and Parking Management (Future Agenda and New Event Manager)
- RFP for Ticket Collection Services (Future Agenda)
- Worksession on Long-Range Parking Planning
- Downtown or Near Downtown Resident Parking Study (Long-Range and Continuing)
- Downtown Employee Parking Study (Long-Range)
- Scope for Transit Planning RFP

## **IX. ADJOURNMENT**

There being no further business, Chairman Koerner moved to adjourn the meeting at 11:25am.