



## STEAMBOAT RESORT PARKING PLAN

### MEMORANDUM OF RESULTS

23-008321-00

10375 Park Meadows Drive, Suite 425  
Lone Tree, CO 80124

303.694.6622

walkerconsultants.com

DATE: February 26, 2021  
AMENDED: January 19, 2022  
TO: Mr. Jim Schneider, Vice President  
COMPANY: Steamboat Ski and Resort Corporation  
ADDRESS: 2305 Mt. Werner Circle  
CITY/STATE: Steamboat Springs, CO 80487  
FROM: Andrew Vidor  
PROJECT NAME: Parking Needs Analysis  
PROJECT NUMBER: 23-008321.00

Walker Consultants ("Walker") is pleased to submit the summarized results and recommendations from our 2021 parking planning effort for Steamboat Ski and Resort Corporation ("Resort").

#### PARKING SUMMARY

According to parking occupancy data gathered and analyzed in Winter 2021, the current on-site parking supply provides adequate capacity to meet the Resort's parking demands. This was true during both a holiday weekend and a non-holiday weekend where fresh snowfall occurred during the days leading up to the weekend. It should be noted that the Lower Knoll Lot was being temporarily used for loading and drop-off only during the time of study.

During the holiday weekend, the Resort's parking system was observed to have approximately 805 spaces of excess capacity on-site (40% of total parking supply), still available to serve guests as of noon on Saturday. If the overflow lots were included, available spaces increased to 1,145.

During the non-holiday 20/21 "powder day" weekend, the Resort's parking system was observed to have approximately 353 spaces of excess capacity (17% of total supply) available to serve guests as of noon on Sunday. If the overflow lots were included, available spaces increased to 693.

Of course, there are a handful of days where parking demand nears or reaches capacity, including overflow, per season. However, parking systems are typically not designed to support the absolute record busiest day or time of the year. They are typically designed to support peak demand on the 85<sup>th</sup> percentile busiest day, which is more representative of a "typical" busy day. Analogously, a gondola designed to accommodate person loads during the absolute busiest day of the year would be oversized. It would have too much carrying capacity, for all other days of the year, including more typical busy days or weekends, and thus operate inefficiently.

Based on the study conducted, **Walker concludes that Steamboat's parking supply is currently adequate and sufficient to serve all guests during typical peak days, and a parking shortage does not exist.** However, there remains a perception of a general lack of available parking at the Resort. This perception is primarily due to traffic congestion resulting from drivers driving around and around in search of close-in available parking that has already reached capacity, and not an actual supply shortage. The Resort is actively working to resolve parking capacity perceptions by developing a comprehensive and actively managed parking program. The existing parking supply may not be able to fully accommodate parking demand resulting from special events or whenever other certain temporary special conditions are present. However, permanently providing the necessary additional parking supply to support only a few special events annually is not recommended for a

business operation such as a winter resort. Major adjustments to the parking system and parking supply will only be needed if the number of guests coming to Steamboat continues to increase, which would lead to sustained increases in typical parking demand levels across most days of the season.

## PARKING UTILIZATION

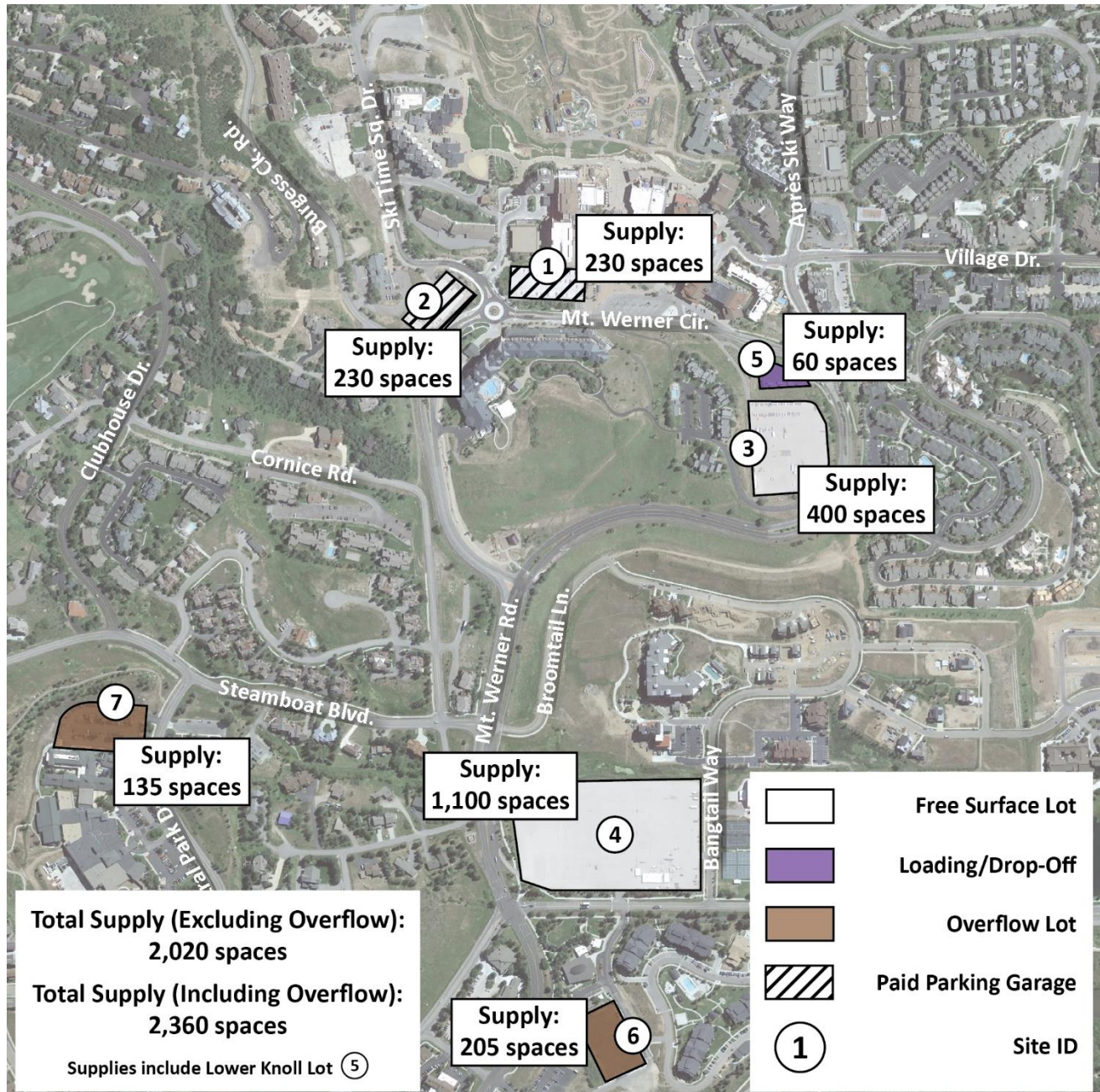
Walker conducted parking observations on January 16<sup>th</sup> and February 7<sup>th</sup>, 2021. These observations included an inventory of available parking spaces, hourly utilization counts, and vehicle occupancy samples.

The January date, a Saturday, was selected for observation based on historical data, which confirmed that the Martin Luther King (MLK) Jr. holiday is typically one of the busier holiday weekend days of the year for the Resort. On MLK Jr. weekend, IKON Base passes are not accepted, and access at the Resort is open only for season and day pass guests. Therefore, the MLK weekend also represents one of the busiest periods of the season for out-of-state visitors and other non-regular skiers.

The February date, a Sunday, was also selected for observation based on historical data. Weekends in February are some of the busiest of the season for in-state IKON pass holders and other frequent skiers, and Sunday data collection would also capture a full ski day for out-of-town customers who arrived the day before. The weather leading into the weekend of Walker's data collection resulted in significant snowfall. Historically, "powder days" are the leading indicator for significant skier volumes. Therefore, this February day was likely one of the season's busiest and, therefore, represented a peak parking demand scenario for the Resort in the 2020/2021 season.

**Figure 1** depicts the Resort parking facilities studied, in addition to the lots designated as drop-off lots and overflow lots. When including the Lower Knoll Lot, the Resort comprises approximately 2,020 spaces. Of these, approximately 23% are located in the two parking structures and 77% are located in the free surface lots. When also including the two overflow lots, there is a supply of approximately 2,360 spaces.

Figure 1: Resort Parking Facilities

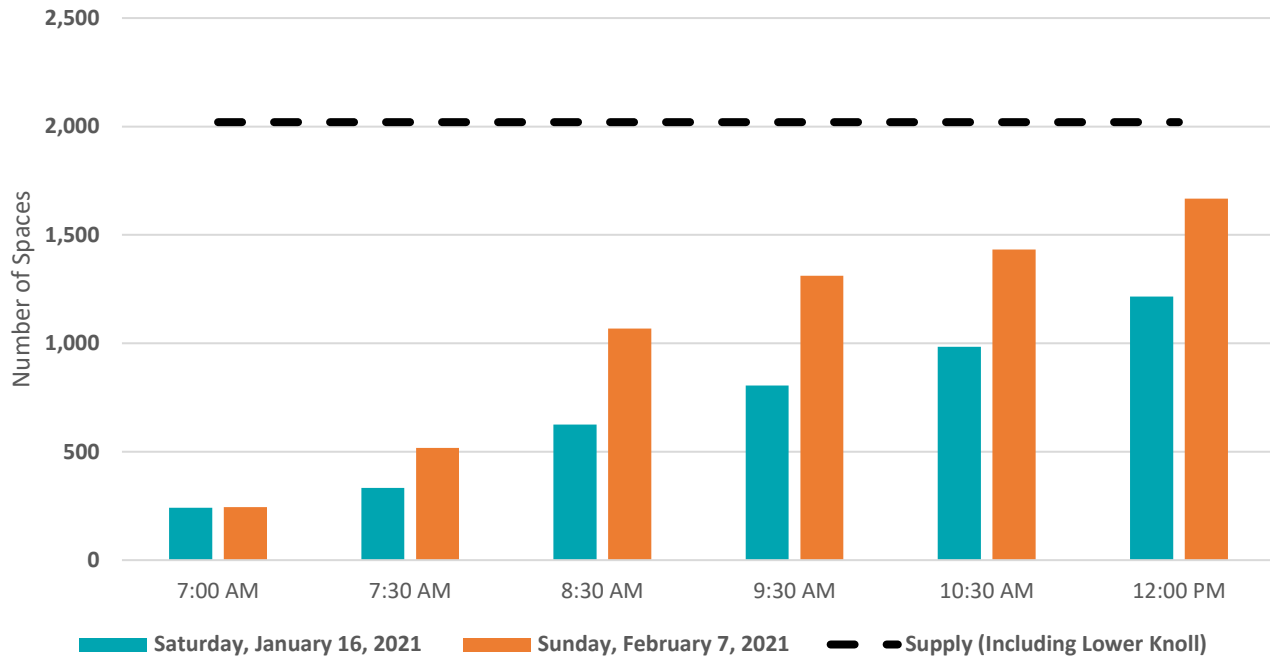


Occupancy counts were collected hourly throughout the morning until noon on each day of observation, with the peak observed occupancy occurring at noon on the Sunday in February at approximately 1,667 vehicles.

**Figure 2** contrasts the overall total parking occupancy for the Resort by hour for the day with the highest observed peak occupancy. Without active parking demand management, the Resort still had approximately 353

parking spaces, or just over 17% of the total supply (not including overflow parking) available on the busiest observed day at noon.

Figure 2: Resort Parking Occupancy by Hour During Peak Day



**Figure 3** below shows total parking supply, total peak demand observed, and the number and percentage of remaining spaces available during the respective peak for each observation day. Supply figures include the Lower Knoll Parking Lot.

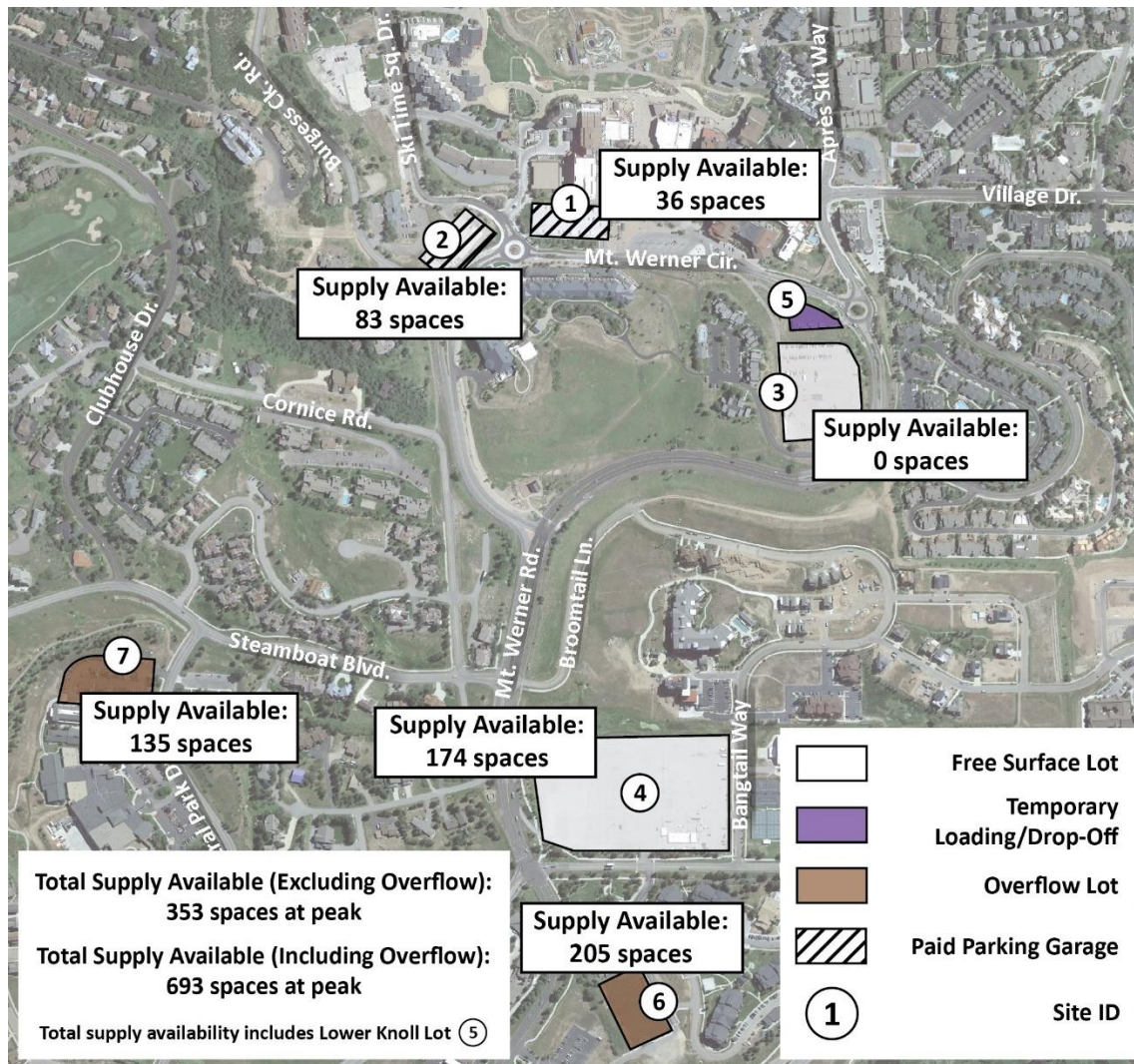
Figure 3: Parking Utilization

Parking Supply	Date of Observation	Total Spaces	Vehicles Parked at Peak	Remaining Spaces at Peak	% Capacity Remaining
Excluding Overflow	1/16/2021	2,020	1,215	805	40%
	2/7/2021		1,667	353	17%
Including Overflow	1/16/2021	2,360	1,215	1,145	49%
	2/7/2021		1,667	693	29%

In addition to parking facility occupancy, the number of persons per vehicle was also recorded each day. Walker staff sampled this data in both the garages as well as the Meadows and Upper Knoll Lots. The Meadows lot averaged 1.28 persons per vehicle and the Meadows Lot, 2.09 persons per vehicle. Not including employees, the average vehicle visiting the Resort during the February 7<sup>th</sup> observation period contained 1.35 visitors.



Figure 4: Available Parking During Peak Observed Demand



## PARKING MANAGEMENT STRATEGIES

### STRATEGIES CURRENTLY BEING USED

Even though a parking shortage does not exist, the Resort is committed to taking an active approach to parking management. Prior to and during the 20'/21' season, the Resort proactively implemented the following parking management strategies:

- Additional and supplementary parking signage and wayfinding deployed in 2020.
- [Website](#) updates to communicate information about parking.
- Information on the [website](#) about alternative ways to access the Resort aside from a personal vehicle.
- Information about parking and alternative transportation options on social media, direct marketing, and guest communications.

- SMS text messaging for guests who have opted in informing guests when parking facilities have reached capacity. Guests can sign up on the [website](#).
- The Resort continues to study and evaluate how the parking supply is utilized by recording how often overflow parking is utilized on holidays and typical busy weekends. Parking occupancy is also collected on various weekend days throughout the season.
- Information about parking and transit on the [Steamboat app](#).

#### FUTURE STRATEGIES BEING EVALUATED

The Resort is actively evaluating additional parking management strategies that may be implemented that focus on continuing to enhance the parking operation and guest experience.

The following list outlines the additional potential strategies being evaluated to manage parking, locate available parking, reduce traffic congestion, reduce single-occupant vehicle trips, and reduce greenhouse gas emissions.

- Carpool incentives
- Real-time parking wayfinding and guidance signage
- Additional marketing and messaging opportunities
- Parking reservations
- Paid parking

**END OF MEMO**