



**TOWN OF
TELLURIDE**
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Town of Telluride Parking Frequently Asked Questions

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About the 2024 Parking Study

Why did the Town of Telluride conduct a parking study?

As part of the 2021 and 2022 Town Council goals and objectives, staff was directed to review and evaluate the Town's parking and address on-street parking issues, technology, and parking demand. This led to the 2024 adopted goal of completing a parking rate and needs assessment to address town-wide technology, utilization, and rate structures.

The Town conducted the parking study to assess the current parking system, identify inefficiencies, and provide recommendations to improve operations, simplify processes, and better serve residents, businesses, and visitors.

What were the overarching goals of the Town's Parking Study?

This study provided guidance to ensure that the Town's parking program:

1. Provides adequate and accessible parking for all user groups while maintaining the pedestrian-friendly character of the community.
2. Reduces congestion and improves air quality by encouraging public transit and use of commuter lots, supporting Telluride's commitment to sustainability.
3. Mitigates localized parking pressures in neighborhoods affected by nearby hightraffic areas, such as the commercial core, gondola station, and schools.

What were the main findings of the study?

The study found that:

- Parking demand is high, especially during peak seasons.
- Metered parking areas have a utilization rate of about 90%, indicating they are effectively full.
- Enforcement, permit management, and communication strategies can be improved.
- There is potential to expand paid parking and adjust rates to manage demand.

What recommendations were made to improve parking?

Key recommendations include:

- Increasing on-street metered parking rates to shift some demand to off-street lots.
- Expanding paid parking into time-limited areas to increase parking availability and encourage turn over.
- Investing in technology, like license plate recognition systems, to enhance enforcement.
- Simplifying permit programs and improving public communication.
- Enhancing wayfinding and signage for public parking areas.

Why did the study suggest an increase in parking rates?

The study suggests that increasing parking rates in metered areas could reduce congestion and encourage the use of alternative transportation or off-street lots. Varied parking costs, from free unlimited to \$2.50 per hour with a three-hour maximum, increase options and encourage behavior change. For example, the increased rates and hour limits in the commercial core will lead to higher turn-over while encouraging daytime visitors to park longer term in free lots with no hour limitation.

How does the study suggest the Town improve parking enforcement?

The study identified enforcement as a significant issue within the current parking system. Staffing shortages and reduced enforcement during the COVID-19 pandemic contributed to inefficiencies, preventing the system from functioning effectively. To address this, the study recommends adopting modern technologies, such as vehicle-mounted license plate recognition systems, to enhance efficiency and cover larger areas. Additionally, it suggests exploring subcontracting enforcement services or increasing the number of enforcement staff to ensure the system operates as intended.

What changes are proposed for permit parking?

The study proposes simplifying the rules for permit zones and improving the user experience by consolidating the application process online. It also emphasizes maintaining the permit system to prioritize resident access in high-demand areas.

What is being done to address communication and wayfinding?

The Town is developing new digital and print tools to help the public better understand the parking system and various options for daytime and overnight parking. These will be available online in the coming weeks and with the launch of the new Town website expected in March 2025.

The Town is currently overhauling the Town's wayfinding, placemaking, and signage system with third-party vendor Guide Studio. Phase I of implementation is expected to take place in the Spring with parking signage being a key priority.

What does the study suggest about new parking facilities?

The scope of this study does not address new parking facilities. However, it emphasizes maximizing the efficiency of existing parking areas through improved management and signage. As the Parking

Enterprise Fund must remain self-sustaining, the study recommendations look to optimizing the use of existing infrastructure. This approach ensures that any future parking facilities, whether in-town or regionally, are designed to address demonstrated needs rather than simply patching inefficiencies in the current system.

How does this align with the Town's sustainability goals?

The recommendations aim to reduce single-occupancy vehicle use, encourage transit and carpooling, and minimize vehicle emissions by managing parking demand more effectively.

Changes to the 2025 Parking System

What changes were approved during the Regular Meeting of Town Council on November 19, 2024?

Town Council approved the following changes on Tuesday, November 19, 2024, during the Regular Meeting of Telluride Town Council:

- **Expansion of Paid Parking Zones:** The Town will expand paid parking zones to include high-demand areas in the commercial core and surrounding streets, including portions of Colorado Avenue, Columbia Avenue, and North Aspen Street. The goal is to increase parking turnover and make more spaces available for both visitors and residents.
- **Increase in Parking Rates:** As part of the new strategy, parking rates in the commercial core will increase to \$2.50 per hour, while rates in newly expanded areas will be set at \$2.00 per hour. The increased rates encourage parking turnover and help fund long-term parking management improvements.
- **New Parking Rules and Regulations:** The Town will implement enhanced parking enforcement through a License Plate Recognition (LPR) system, which will improve the efficiency of parking management and provide valuable data for future decisions.
- **Sustainability Efforts:** Free commuter parking lots, such as Carhenge, will remain available to encourage the use of public transportation and reduce congestion in the commercial core.
- **Increased costs for Parking Violations:** Fees for parking violations will increase to \$40 per ticket for up to four (4) tickets in 12 months. If more than four tickets are received within 12 months, the violation fee will increase for each ticket (i.e. fifth ticket at \$50, sixth ticket at \$60, seventh ticket \$75, eighth ticket and more \$125 per ticket).
- **Increased Parking Permit Fee:** Effective January 1, 2025, parking permit rates increased to support the Town's environmental goals of reducing vehicle use and encouraging car consolidation, as well as covering the administrative costs associated with managing the parking system. These changes aim to align the parking system with the Town's sustainability objectives while ensuring its operational efficiency.
 - **Residential Permits:**
 - Each residence is allowed 2 (two) permits.
 - First permit: \$60
 - Second permit: \$80
 - After 2 (two) permits are issued for a single residence, additional permits may be granted if the residence lacks an off-street parking space, as determined by the Planning Department.
 - **Guest Permits:**
 - Each residence is allowed 1 (one) guest permit, now priced at \$60.
 - **Business Permits:**

- Each eligible business is allowed 2 (two) permits:
- Permits are priced at \$60 each.
- Businesses in the Core area of Colorado Avenue between Aspen and Alder Streets are NOT eligible for Zone permits.
- **Center Lane Permits:**
 - Center lane permits are available for \$50 each for Colorado Avenue (Main Street) front-facing businesses only.

Why is the Town making changes to parking?

Town Council has established parking objectives for 2025 to address key priorities:

- **Expanding Metered Zones:** To better balance parking availability in high-demand areas like the commercial core while maintaining access in residential zones.
- **Increasing Parking Rates and Fines:** To encourage turnover, manage demand, and strengthen the Parking Enterprise Fund's financial health.
- **Implementing New Technology:** The introduction of a License Plate Recognition (LPR) system will enhance enforcement and data collection, leading to more effective parking management.

What is the goal of these changes?

The updates aim to:

- Improve user experience by streamlining policies and enforcement.
- Simplify permit processes for residents and visitors.
- Ensure financial stability for parking improvements and maintenance through the Parking Enterprise Fund.
- Align parking practices with broader Town goals to reduce congestion, promote pedestrian-friendly spaces, and advance sustainability initiatives like the Climate Action Plan.

Why are parking rates increasing?

Over the course of a decade, Town parking rates have increased a mere \$.50 per hour. Parking rates were last adjusted in 2022, with the hourly rate rising from \$1.50 to \$2. The current increase reflects the need to support the financial sustainability of parking operations and to manage demand effectively.

Is free parking still available?

Yes, free day parking remains available at the **Shandoka** and **Carhenge** lots. Both lots are conveniently serviced by the Town's free transit system. Free 2-hour parking is also available on remaining residential streets outside of the metered zones.

Why has Columbia Avenue been included in metered zones?

The two-hour free parking previously offered on Columbia Avenue led to congestion, with vehicles failing to turn over regularly, despite the 2-hour parking limit.

Residents with **G parking permits** will continue to enjoy exemptions from time restrictions, ensuring no disruption to their parking access.

What is being done to address communication and wayfinding?

The Town is developing new digital and print tools to help the public better understand the parking system and various options for daytime and overnight parking. These will be available online in the coming weeks and with the launch of the new Town website expected in March 2025.

Additionally, the Town is overhauling the Town's wayfinding, placemaking, and signage system with third-party vendor Guide Studio. Phase I of implementation is expected to take place in Spring of 2025 with parking and street signage being a key priority.

Are enforcement policies changing?

Enforcement policies **are not changing**. However, previous staffing shortages in the Code Enforcement team have led to under-enforcement, which will now be addressed. A second and third Code Enforcement Officer are now employed with the Telluride Marshal's Department and Code Enforcement is now on-duty Monday through Sunday.

How will enforcement improve?

The Town is implementing a **License Plate Recognition (LPR)** system to improve enforcement efficiency. This technology will allow the team to monitor and manage parking compliance more effectively.

What is a License Plate Recognition (LPR) System and how does it work?

A License Plate Recognition (LPR) system is a technology that uses cameras to capture images of vehicle license plates, then employs software to automatically read and decipher the characters on the plate, allowing for identification of the vehicle by its license number by comparing it against both paid and permitted parking databases.

The LPR is expected to be implemented in the Spring of 2025 and will expedite parking enforcement efforts, ensuring parking regulations are effectively enforced in a timely manner.

How do these changes align with sustainability goals?

By managing parking demand and reducing congestion, the changes aim to enhance pedestrian areas and contribute to the Town's Climate Action Plan, promoting sustainability and reducing vehicle emissions.

Parking Rates

What are the current parking rates in Telluride?

On-street parking in the commercial core is \$2.50 per hour with a maximum stay of three hours. Garage parking in the Silverjack Garage on Pacific Avenue is \$2.00 per hour, with a daily maximum of \$48. Overnight parking in the Silverjack Garage incurs an additional \$50 surcharge on top of the \$2.00 per hour for the duration of the stay. Daytime parking in the Carhenge, Shandoka, and Lot B remains free.

When were parking rates last adjusted?

The parking meter rates were last adjusted in June 2022, increasing from \$1.50 per hour to \$2.00 per hour.

Year	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Commercial Core	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50	\$2.00	\$2.00	\$2.50
SilverJack Garage						\$1.50-\$3.50	\$1.50-\$3.50	\$1.50-\$3.50	\$2.00	\$2.00	\$2.00
Metered Parking											\$2.00

Why are parking rates increasing?

The study suggests raising parking rates to better manage demand in high-utilization areas. The goal is to encourage a shift to off-street parking, commuter lots, or sustainable transportation options, reducing congestion in the commercial core.

How do parking rates compare to other similar towns?

The study benchmarked Telluride’s rates against comparable resort towns. While Telluride’s rates are competitive, adjustments are recommended to align with best practices and meet the Town’s operational goals.

Hourly Parking Type	Telluride	Mountain Village	Aspen	Vail	Crested Butte	Mount Crested Butte	Glenwood Springs	Breckenridge
On-Street	\$2.00 - \$2.50	N/A	\$4.00 - \$6.00	N/A	Free	N/A	\$0.00	\$0.50
Lot	Free	\$2.00	N/A	N/A	Free	Peak: \$20 Non-Peak: \$15 per day	Free	Free
Garage	\$2.00	\$2.00 - \$8.00	\$12.00	Hourly winter rates (non-peak/peak): <ul style="list-style-type: none"> • 0-1 hour: Free • 1-2 hours: \$5 / \$10 • 2-3 hours: \$10 / \$20 • 3-4 hours: \$20 / \$30 • 4+ hours: \$30 / \$40 Entry after 3 PM is free.	N/A	\$30 per day	Free	N/A

What parking system does the Town use and why?

The Town of Telluride uses T2’s municipal parking system, a cutting-edge solution tailored to meet the parking and mobility needs of communities of all sizes. T2 offers an easy-to-use interface with multiple payment options, including a unique browser-based mobile payment solution, allowing users to pay conveniently and securely.

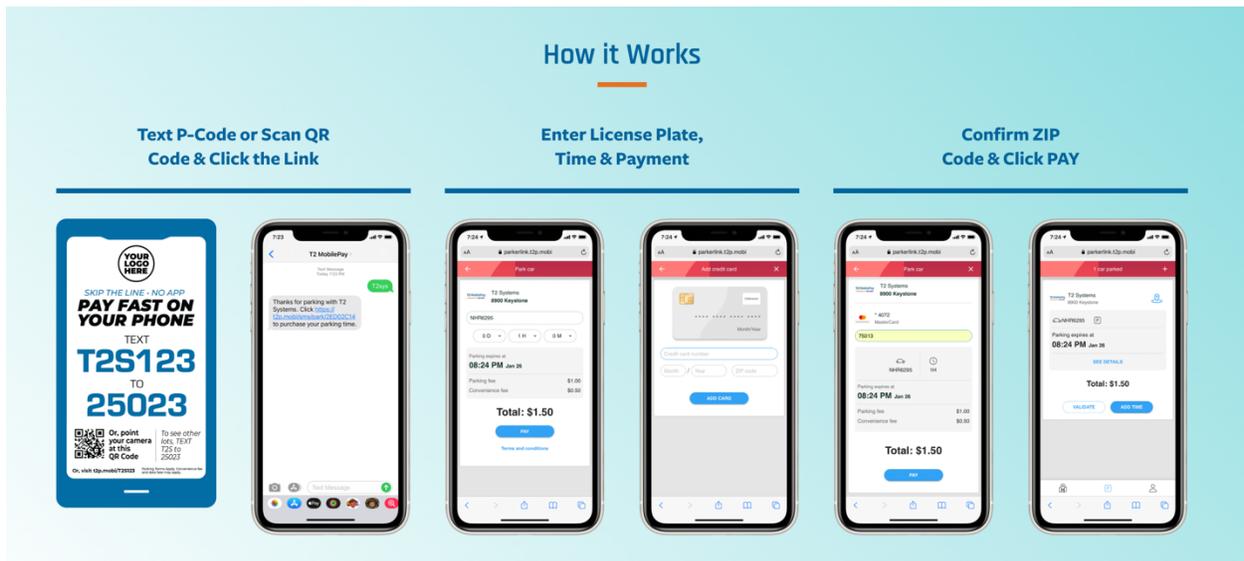
This system supports Telluride by maximizing curb space, increasing parking turnover, and simplifying enforcement for efficient operations. With T2’s industry-leading credit card security

and focus on user-friendly technology, the system prioritizes both convenience and safety for residents and visitors.

For more information, visit [T2 Systems](https://t2p.mobi/).

How do I pay for on-street or garage parking?

1. Option 1: Create an account on the Town's T2 website (<https://t2p.mobi/>) with license plate, credit card, and contact information saved. You can use this account to pay for parking from your phone.
2. Option 2: Scan the QR code on posted signage on the block on which
3. Option 3: Use a credit card at meter typically placed



Are there any free parking options in Telluride?

Yes, the Town has free day parking at three surface lots including Carhenge, Shandoka, and Lot B. However, overnight parking is only allowed in these lots with a valid permit. All of these free parking lots are served by in-town transit.

Will higher rates impact locals and visitors differently?

Higher rates are intended to influence behavior, particularly for commuters who may shift to using lower-cost parking options or transit. Occasional visitors may feel less impact as they typically prioritize convenience over cost.

Will there be discounted rates for residents?

Resident discounts are not currently available for metered parking, but the Town's permit system offers affordable options for on-street and surface lots continue to provide free parking in designated zones.

How is the Town using parking revenues?

Revenues from parking fees support the Parking Enterprise Fund, which helps maintain parking infrastructure, invest in new technologies, and improve overall system efficiency.

Are there penalties for overstaying at meters?

Yes, vehicles parked beyond the three-hour limit may receive a citation. Enforcement is essential to ensure turnover and fairness for all parkers.

Parking Permits

What types of parking permits are available in Telluride?

Telluride offers several types of parking permits:

- **Residential Permits:** Allow residents to park in designated permit zones near their homes.
 - Each residence is allowed 2 (two) permits.
 - First permit: \$60
 - Second permit: \$80
 - After 2 (two) permits are issued for a single residence, additional permits may be granted if the residence lacks an off-street parking space, as determined by the Planning Department.
- **Guest Permits:** Available with most resident permits to accommodate visitors.
 - Each residence is allowed 1 (one) guest permit, now priced at \$60.
- **Business Permits:** Enable businesses to provide parking for employees or customers in specific zones.
 - Each eligible business is allowed 2 (two) permits:
 - Permits are priced at \$60 each.
 - Businesses in the Core area of Colorado Avenue between Aspen and Alder Streets are NOT eligible for Zone permits.
- **Center Lane Permits:** For Colorado Avenue (Main Street) front-facing businesses requiring short-term parking/loading in the center lane of Colorado Avenue.
 - Center lane permits are available for \$50 each.
- **Construction Permits:** For vehicles involved in active construction projects.
 - Obtained through the Building Division by emailing planningandbuilding@telluride.gov.
 - Fees depend on the duration and project type.

How do I apply for a parking permit?

Most permits can be applied for online through the Town's ToCite portal found at bit.ly/totparking. Alternatively, applications can be picked up from the Marshal's Office and submitted via email or in person.

How much do parking permits cost?

Permit fees vary by type and zone:

- **Resident and Business Permits:** \$60 annually for the first vehicle, \$80 for the second.
- **Guest Permits:** Included with most resident permits for \$60 annually.
- **Business Permits:** \$60 annually per permit.
- **Centerlane Permits:** Start at \$50 for the first vehicle, with tiered rates for additional permits.
- **Construction Permits:** Fees depend on the duration and project type.

What is the duration of parking permits?

- Service permits expire a year from purchase date.
- Shandoka (S) permits expire the last day of lease.
- Residential permits expire annually on January 31 and are not prorated.

Can I transfer my permit to another vehicle?

No, permits are issued for specific vehicles, and license plates serve as the parking credential. Vehicle changes must be updated in the ToCite portal.

Are permits valid for all areas in Telluride?

Permits are valid only in the specific zone or area for which they are issued. Parking in metered areas or other zones requires separate payment or authorization and adherence to posted parking regulations.

What happens if I park outside my permitted zone?

Vehicles parked outside their permitted zones without proper payment may receive a citation, be booted, or towed.

How are permits enforced?

The Town uses license plate recognition technology to verify permit compliance. Enforcement officers regularly patrol permit areas to ensure adherence.

What if I have guests visiting?

Most resident permits include one guest pass. Additional guest parking options may be available depending on the zone. Contact the Marshal's Office for details by emailing marshals@telluride.gov.

Can businesses obtain permits for deliveries?

Yes, Colorado Ave (Main Street) front-facing businesses can apply for Centerlane Permits to facilitate deliveries or loading. Larger vehicles, like box trucks, may qualify for specialized Centerlane Fleet Permits.

What is the process for construction parking permits?

Construction permits can be obtained through the Building Department. The application process includes providing project details and estimated vehicle requirements.

How do I renew my parking permit?

Renewals can be completed through the ToCite portal at bit.ly/totparking. Users will receive reminders when their permits are approaching expiration.

What should I do if I receive a citation while having a valid permit?

Contact the Marshal's Office to verify your permit status and dispute the citation if issued in error by emailing marshals@telluride.gov.

Who can I contact for more information?

For additional questions, contact the Town of Telluride Marshal's Office at marshals@telluride.gov.

Parking Citations

Why did I receive a parking citation?

Parking citations are issued for various reasons, including:

- Parking in a metered space without payment.
- Overstaying the time limit in a metered or time-restricted area.
- Parking in a permit-only zone without a valid permit.
- Violating snow removal regulations or seasonal restrictions.
- Obstructing driveways, fire hydrants, or no-parking zones.

How much are parking citation fines?

Fines vary depending on the violation:

- Minor violations, such as meter expirations, typically have lower fines.
- Serious violations, such as blocking a fire hydrant, carry higher penalties.
- Check the Town's website or your citation for specific fine amounts.

How do citation rates compare to other similar towns?

The 2024 Telluride Parking Study benchmarked Telluride's citation rates against comparable resort towns. While Telluride's rates are competitive, adjustments were recommended to align with best practices and meet the Town's operational goals.

How can I pay my parking citation?

You can pay your citation:

- Online: Visit the Town's payment portal.
- In Person: At the Marshal's Office during business hours.
- By Mail: Send a check or money order to the address on the citation.

What happens if I don't pay my citation?

Unpaid citations may result in additional penalties, such as late fees, collection actions, or vehicle immobilization (booting) or impoundment for repeat offenders.

Can I contest a parking citation?

Yes, you can contest a citation if you believe it was issued in error on your court date.

What if my vehicle was towed or booted?

If your vehicle was towed or immobilized:

- Contact the Marshal's Office to pay any outstanding fines and fees.
- You will need proof of payment to retrieve your vehicle.

Are there special enforcement rules during snow season?

Yes, seasonal parking restrictions apply from November 1 to April 1 to allow for snow removal. Parking in designated snow storage zones during this time will result in a citation and potential towing.

How can I avoid receiving a parking citation?

- Pay attention to posted signs and time limits.

- Use the Town's parking app or meters to pay promptly.
- Ensure your vehicle's license plate matches your permit registration.
- Avoid restricted zones during snow season.

Who can I contact for more information?

For questions or assistance, contact the Telluride Marshal's Office at marshals@telluride.gov.