Task 1 Memo: Goals and Objectives

Summit County is a world-renowned winter sports destination. As the number of visitors continues to grows, the County is seeking to improve public transit in the region.

Transit Goals in Summit County

Understanding the community's goals for their transit system is an important first step when evaluating changes to the network. Goals generally define a desired result or outcome, and allow us to make trade-offs and evaluate service alternatives in a methodical manner.

The following goals for Summit County's new transit system were identified through in-depth stakeholder interviews, and are listed in order of priority based on that engagement:

1. **Reduce traffic congestion:** This was the most cited goal. Specifically, congestion on SR-224 was highlighted, and to a lesser extent the Kimball Junction I-80 exit, SR-248, and Main Street. Congestion is generally worse during major events or in the winter, when exceptional weather results in the closure of other nearby ski resorts outside Summit County (e.g. Big and Little Cottonwood Canyons). In addition, congestion throughout the year impacts many, resulting in inconsistent travel times, reduced productivity, and generally lower quality of life. In the longer-term, the Military Installation Development Authority (MIDA) Mayflower project (expected to be complete by 2025) is likely to increase congestion on the SR-248 corridor.

2. **Improve job access:** This was the second most cited goal. Summit County has a large number of service, retail, and hospitality jobs, and many of these employees do not live close to their place of employment (often due to the lack of affordable housing). For example, many of these employees live in communities such as Kamas or Heber City, where public transit is infrequent or unavailable, compelling them to commute using a private vehicle. As a result, these individuals are often forced to spend a significant portion of their income on transportation.

3. **Reduce demand for parking:** Many residents and businesses, in particular ski resorts, would like to see reduced demand for parking, making it easier for those who have no choice but to drive to access these areas. Main Street in Park City, the ski resort bases, and Kimball Junction were mentioned as the areas where finding parking can be difficult. Ecker Hill Park & Ride was frequently mentioned as a location where surplus parking is usually available, but its inconvenient location in relation to I-80 deters many visitors from using this facility. Spillover parking on residential streets, from visitors to popular local trailheads, is also a source of frequent access challenges in several Park City neighborhoods.

4. **Support tourism:** Due to its proximity to Salt Lake City International Airport, Summit County is unique in that many visitors do not rely on a private vehicle during their trip, particularly during the

winter when the majority of activities (e.g. snow sports, dining, and major events) are centrally located. Many visitors cite this as a reason to continue to visit the area, as there are very few vacation destinations in the United States where this is possible. Continuing to invest in the area's transit system will help to build on its reputation as a destination for car-free skiing and recreation. However, the ongoing COVID-19 crisis is likely to cause a shift in tourism from visitors arriving by air to visitors who drive in from Utah or neighboring states. These visitors are less likely to use public transit when they arrive and may choose to recreate in backcountry areas to avoid crowding at the larger resorts.

5. **Minimize environmental impact:** Many Summit County residents and leaders recognize the importance of protecting Summit County's natural environment. In particular, the impact of transportation on climate change and air quality were cited as two reasons for additional investment in public transportation. As a destination for snow sports, warmer winters could reduce the length and quality of the winter season.

6. Several other goals were identified, although they were not mentioned as frequently as those listed above. They include:

   ○ Improving access to healthcare, particularly for patients at the People's Health Clinic and Park City Hospital

   ○ Providing transportation and independence for those who are unable to drive, such as children, seniors, and those with disabilities

   ○ Improving access to trailheads and outdoor activities

   ○ Enabling local residents to reduce private vehicle dependence

   ○ Create more walkable, human-scale areas that enhance the region's appeal to tourists

The five main goals for a public transit system in Summit County

There are several important objectives which can be drawn from the goals and their priority as listed above:

1. **Ridership:** A service network that will deliver high ridership is important as this will have the largest impact on the primary goal of reduced traffic congestion (Goal #1). Every trip completed using public transit helps to remove vehicles from Summit County roads so maximizing ridership is important, particularly along congested corridors, such as SR-224. In addition, a high-ridership network will also reduce demand for parking (#3) and have the greatest environmental benefits (#5). Traditionally, high-ridership networks are those that focus on frequency and speed along clear and efficient primary corridors, rather than maximizing the geographic coverage of the network.

2. **Coverage:** The network should focus on serving areas where retail, hospitality, and service workers live and are employed. Not only will this help to achieve the goal of improved job access, but these are also the locations where tourists are likely to travel (#4), which will ensure the transit network also supports the goal of increasing tourism. There was less interest in expanding service into areas with many second homes, or where higher-income local residents are located, although this is still desirable if feasible.

Methodology

Goals were identified through stakeholder interviews and a review of existing plans and policies. The following organizations and individuals were interviewed between September 23, 2020 and November 1, 2020.

- Basin Recreation Trails & Open Space Manager - Matt Wagoner
- Canyons Village Management Association (CVMA) Planner - John Simmons
- Central Wasatch Commission - Blake Perez
- Coalville City Mayor - Trever Johnson
- Deer Valley Resort Transportation Coordinator - Victoria Schlaepfer
- General Public Transit Advocates:
  - Bev Harrison
  - Anne Assman (Seniors Rep)
- Hideout Planner - Thomas Eddington Jr
- Hideout Town Administrator - Jan McCosh
- Henefer City Mayor - Kay Richins
- Kamas City Mayor - Matt McCormick
- Military Installation Development Authority (MIDA) - Ashley Burr
- Mountainland Association of Governments Transportation Planning Director - Shawn Seager
- Outlets Park City General Manager - Candice Peay
- Park City Chamber Bureau Directors - Bill Malone and Jennifer Wesselhoff
- Park City Christian Center - Kendal Reynoso Lukrich
- Park City Community Foundation Executive Director - Katie Wright
- Park City Mountain Dir. of Base Area Operations - Mike Lewis
- Park City Transit Manager - Kim Fjeldsted
- People's Health Clinic Director - Beth Armstrong
- Summit County:
  - Economic Development- Jeff Jones
  - County Manager - Tom Fisher
  - Senior Transportation Planner - Jamie Dansie
  - Public Works Director - Derrick Radke
- Summit County Council:
  - Doug Clyde - Council Chair
  - Glenn Wright - Council Member
  - Roger Armstrong - Council Member
  - Chris Robinson - Council Member and JTAB Rep
  - Kim Carson - Council Member and JTAB Rep
- Wasatch County Asst. County Manager - Dustin Grabau
- Woodward Park City Marketing Director - Andy Miller
- UDOT Transit Manager - Tim Boschert

Common transit user groups and their objectives

Service, hospitality, and retail employees	These individuals typically commute to the Snyderville Basin from other parts of Summit County, Wasatch County, or Salt Lake County. They often have below median income and use public transportation to reduce expenses or because they lack access to a vehicle. They are the workforce that supports the major industries in Summit County—resorts, hotels, restaurants, retail stores, and other service providers.	**Frequency and travel time:** They typically work long hours and value their limited free time **Service hours:** They often start work early or finish late in the evening as they usually need to arrive before guests and/or leave after them **Coverage:** They often live in areas with more affordable housing, which may be lower density and/or far from Park City **Demographics:** Many of these employees are Spanish-speaking and require Spanish-language engagement materials
Tourists and visitors	These individuals are visiting from locations as close as Salt Lake City and as far away as the other side of the world. In the winter, they typically visit for snow sports or to attend major events such as the Sundance Film Festival. In the summer, they typically visit for outdoor activities such as hiking or biking. Some of these guests may have access to free transportation in Park City using shuttles operated by their hotel or resort. While the area draws international tourists throughout the year, the summer season attracts more local and regional visitors than the winter.	**Simplicity:** They are often unfamiliar with the route network and prefer services that are easy to understand and use, with minimal transfers **Coverage:** They are typically staying in Snyderville Basin and travelling to Park City Main Street, the resorts, or their accommodation **Convenience and comfort:** Particularly during the cold winters, convenience and comfort are important when using the service. They are on vacation and do not want to walk long distances or wait outside for long periods, particularly when carrying luggage or snow sports equipment
Local residents	These individuals live in Summit County, mainly in the Snyderville Basin. Many were attracted to the area for the lifestyle and are considered upper-middle class. They typically own their own private vehicle. Many of these residents have children, who are also potential users of a transit service.	**Frequency and travel time:** They have the choice of driving their own vehicle but may use transit to avoid the hassle of finding parking if it is relatively quick **Environmental impact:** They care about their impact on air quality and the climate and seek to travel in ways that minimize their carbon footprint **Coverage:** They may live in a neighborhood that was not designed with transit in-mind, meaning they are located far from an existing bus stop

Park City Transit Feedback

Many stakeholders provided feedback on the existing transit options in Summit County. Common themes identified in this feedback are highlighted below. These comments largely refer to the network prior to recent service cuts due to COVID-19 and its impact on ridership.

Coverage: The most common comment from stakeholders was that they would like to use transit more, but they do not live within easy walking distance of a bus stop. This is particularly relevant during the winter, when walking can be difficult due to weather and sidewalk conditions (e.g. high snowbanks at some bus stops).

Travel time: The second most common comment was that using transit 'takes too long'. All stakeholders who provided input during this phase of the study have access to a private vehicle but many represented groups who do not. Those with cars find it difficult to justify the additional time required to use transit unless they live along one of the more direct Park City Transit routes. They would like to see more direct routes but also recognize that there is a trade-off because they also want buses to travel closer to their home.

Transfers: Many stakeholders would like to see fewer transfers required in the system, allowing more direct trips. In particular, those travelling to/from Ecker Hill Park and Ride, Deer Valley, and Salt Lake City may be avoiding transit due to the requirement to transfer at Kimball Junction.

Frequency: Many stakeholders would like to see increased service frequencies to minimize wait and transfer times.

Reliability: In general, most stakeholders felt the buses were usually on-time. However, during peak periods (such as major events or on powder days[1]), buses are often caught in the same congestion as everyone else, meaning they are usually late on the days when they would offer the largest benefit.

Service hours: Most stakeholders felt that transit service hours were adequate for their personal needs, but those that represented service, hospitality, and retail workers recognize that these individuals may require longer service spans.

Vehicle quality: There were no concerns raised about vehicle type or quality. Many stakeholders commented on their relative preference for the electric buses operating the White Route (Route 10).

Dial-a-Ride: This service does not seem to be well-known or frequently used.

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[1] Days immediately following a fresh snowfall when ski resorts are especially busy

Park City Transit is the current operator of most public transit service in Summit County, with the majority of routes operating in or near Park City proper.
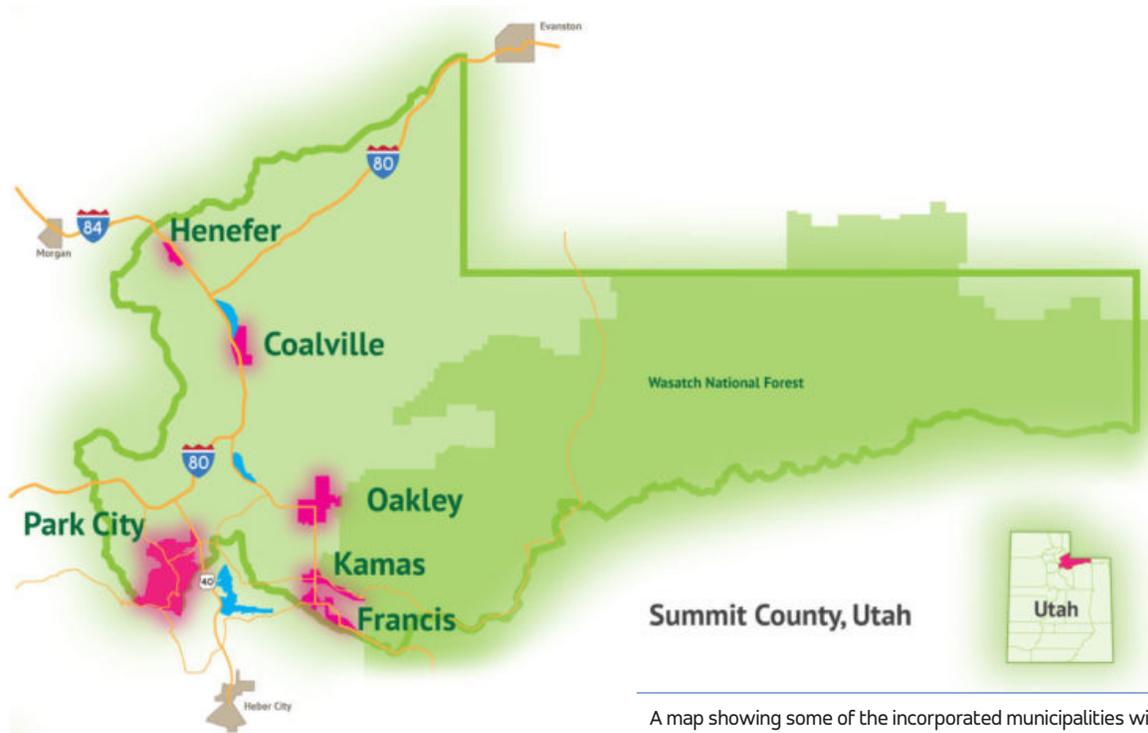
Summit County, Utah

Utah

A map showing some of the incorporated municipalities within Summit County, UT in pink. Source: https://mountaintownnews.net/

Underserved Geographies

The following areas were mentioned as key destinations that should be served by the County's transit service. They are listed in order of priority.

Heber City (**and other parts of Wasatch County**)**:** Many service, hospitality, and retail employees live in this area, due to lower housing costs, but work in the Snyderville Basin. Wasatch County has no dedicated transit funding and there are currently no public transit services between Wasatch County and Summit County. Further, as the Mayflower, Hideout, and other Wasatch County areas quickly grow, so to will the additional demand for transit services between and among Summit and Wasatch counties.

Kamas: Like Wasatch County, many service, hospitality, and retail employees live in the Kamas Valley and commute to the Snyderville Basin, including Park City. The Black Route (Route 11) provides a limited number of peak-hour services between Kamas and Park City.

Quinn's Junction: Park City Hospital and nearby destinations would benefit from improved transit service to and from Quinn's Junction. In the future, there will be a

Park and Ride facility added nearby, increasing the need for improved transit.

Northern Snyderville Basin: The areas surrounding Kimball Junction, such as Jeremy Ranch, Summit Park, Silver Creek, and Silver Summit were all mentioned as potential areas for additional service, although it was understood that these areas' low density may make it difficult to provide high quality and cost-effective service. Improved and more direct connections from the Ecker Hill and Jeremy Ranch Park and Rides were also frequently raised as ways to remove additional private vehicle trips from congested areas. These areas could be candidates for on-demand transit service.

Coalville and Henefer: There is currently no transit service in these areas and the mayors of these towns are not aware of any signficiant demand for service. However, entitled or future developments in the north Summit area may generate a higher demand for transit service.

Salt Lake City: Some stakeholders believe improved connections, in terms of frequency and travel times, between Park City and Salt Lake City, would benefit passengers.

Infrastructure and Amenities

The following infrastructure and amenity needs were identified:

Technology: The myStop website[2] received mixed reviews. Some stakeholders found it valuable for minimizing waiting times at the stop by showing the real time bus location. However, others said it was unreliable, particularly the email and SMS reminder tools. The trip planning features of the app do not appear to be widely used. The most common technology request was related to integration—many stakeholders experience 'app fatigue', where they are frustrated because they must download different applications for each task. For example, existing apps and websites include myStop, Canyons Village Connect, Summit Bikeshare, RideAmigos, UTA GoRide, and Transit. They would like to see the ability to plan trips, track their vehicle, book on-demand services, pay for UTA fares, reserve a seat, and even use the Summit Bike Share service using a single app. Integration with Google Maps is also desirable.

Communication: All services should be provided in English and Spanish (at a minimum). Due to the high number of foreign visitors, the system would benefit from improved trip planning and information tools, such as real time updates and trip screens in vehicles.

Ski and bike facilities: Park City Transit buses can accommodate skis and bicycles, and this is an important requirement for any future services

Bus stop amenities: Several stakeholders would like to see improvements at bus stops. Bike racks would be useful for those who wish to bike to the bus stop and lock their bike safely. Ski racks at the resorts would allow individuals to wait for the bus without holding their skis. While some stakeholders would like to see enclosed and/or heated bus stops, others felt like improved frequency and vehicle tracking tools would minimize waiting times and would be of greater benefit. Real time vehicle update screens are desired at more stops, showing how many minutes away each bus is.

Stop and sidewalk maintenance: A common complaint was related to snowbanks and lack of safe sidewalk access. Some stakeholders limit their use of transit during the winter as snow prevents them from easily accessing their nearest bus stop.

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[2] The myStop website (https://go.parkcity.org/InfoPoint/) allows passengers to track buses in real-time, plan a trip, and more.

Access to bus stops can be difficult due to snow in the winter.
Source: Tanzi Propst/Park Record