

Exhibit I

To: Park City Council, Mayor Beerman  
From: Lodging Stakeholders, (as evidenced by Signature Page)  
Date: 7-15-19  
Re: Hillside Avenue – Voluntary Cooperation to Minimize Vehicle Impact

**Memorandum**

**Background**

City Council Liaisons Gerber and Joyce, along with Mayor Beerman and staff have been diligent in their communications to Lodging Stakeholders regarding minimizing vehicle usage on Hillside Avenue, specifically hotel shuttles, in response to Resident complaints and Council’s personal witnessing of perceived safety concerns on Hillside Avenue.

Over the last year, multiple meetings have taken place and communications shared. The lodging stakeholders appreciate the seat at the table in attempts to proactively alleviate traffic and safety concerns on Hillside Avenue and throughout greater Old Town.

Historically, hotel shuttles have used Hillside Avenue as a key route for entry and exit to Historic Main Street and has been and remains **critical** to their operations.

**Part of the Solution:**

What you may not know, is that the hotel courtesy shuttle vehicle programs already have a significant impact on reducing the number of vehicles on our roadways (Hillside) and environmental impacts.

Below is a simple table with a sample size of 8 stakeholder properties from upper Deer Valley. They key takeaway you will find is the **courtesy hotel shuttles on any given day reduce the number vehicles on our roadways, including Hillside by 1,316 vehicles.** The reality is that the lodging properties have invested heavily in **shared ride vehicle fleets** (\$3,325,000 in just these 8 properties) to provide service to our guests which directly relates to thousands of vehicles removed from our streets every day and alleviates parking constraints in Old Town.

Property	Units	Keys	Vehicles	Avg Potential Vehicles	Shuttle Vehicles	Value of Fleet	Positive Reduction to Guest Vehicles
			Per Key / Unit	Per Key / Unit			
Stein Eriksen Lodge	65	184	1.5	276	5	\$ 400,000.00	271
Stein Eriksen Residences	54	93	2	186	3	\$ 250,000.00	183
The Chateaux Deer Valley	46	150	1	150	3	\$ 200,000.00	147
The Residences at The Chateaux	19	19	2	38	7	\$ 500,000.00	31
The Deer Valley Club	32	32	2	64	6	\$ 450,000.00	58
Stag Lodge	52	52	2	104	2	\$ 200,000.00	102
Montage	81	301	1.5	451.5	13	\$ 975,000.00	438.5
Goldener Hirsch	65	90	1	90	4	\$ 350,000.00	86
<b>Totals</b>	<b>414</b>	<b>921</b>	<b>13</b>	<b>1359.5</b>	<b>43</b>	<b>\$ 3,325,000.00</b>	<b>1316.5</b>

**Voluntary Action Suggestions**

Having been counseled that significant changes to access of Hillside may be imminent, the Lodging Stakeholders propose the following “Voluntary Actions” for consideration:

**Preferred:**

- Access to Hillside will be limited to Vehicles Registered in Park City / Summit County
  - Enforced through registered Hang Tags
  - No Closure to Hotel Courtesy Shared Ride Vehicle Fleets
  - Satisfies our round-about traffic concerns on Marsac and Lower Deer Valley Drive
  - Eliminates all out of town nonresident / business traffic
  - Continues to greatly reduce personal guest vehicles by over 1,000 per day
- Each Property will continue:
  - Pre-arrival efforts with guests coaching them not to rent vehicles but rather take shared transportation from airport. (reducing vehicles to and from Park City)
  - Emphasizing courtesy shared shuttles rather than personal vehicle usage for *local transfers* to minimize vehicles on all roads and parking constraints. (reduces vehicles and parking)
  - Driver Sign off Sheets to avoid Hillside Avenue whenever possible. (already in place)
    - \*\*\*See example photo at end of Memo

**Middle Ground:**

- Reduced Access to Hillside
  - Willingness to consider and discuss “some” level of reduction, including seasonality and/or timeframes
  - Increases vehicle trips into round-about and will add additional traffic on lower Marsac, Park Avenue and Deer Valley Drive

**High Impact on Lodging**

- Access to Hillside will be left turn only (one way downhill)
  - Willingness to consider and discuss including seasonality or timeframes
  - Eliminates up to 50% of traffic on Hillside
  - Uphill vehicle traffic on Swede Alley or Main St. can loop back down Marsac or top of Main Turnaround
  - Increases vehicle trips into round-about and will add additional traffic on lower Marsac, Park Avenue and Deer Valley Drive
  - Important to Note this will likely require adding additional shuttle vehicles and staffing per property to maintain “looping” shuttle schedules on hour and half hour. (not a good business or environmental decision)

**Lodging “Asks” of City:**

- Consider Drop and Go Bulb outs in following areas:
  - Upper Sandridge Lot (nearest stairs to Brewpub Lot)
  - Bob Wells Plaza Turnaround
  - Main Street
- Future Creative Planning on Main Street and Historic Old Town Access
- Continued Seat at the Table for on-going talks regarding access to Main St / Old Town.

**Questions / Concerns / Thoughts**

1. What is definition of Commercial Vehicle?
  - a. Will Uber and Lyft have access?
  - b. Will For-Hire Transportation Companies (Similar to former All Resort Group) be able to access?
  - c. Will Food purveyor trucks have access?
  - d. Is Commercial Vehicle described as for Hire?
  - e. Corporate Busses?
2. What if Owners or Guests are trying to visit friends in Upper Old Town?

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- a. Would we be expected to drive down to round about then back Up Swede or vice versa?
  - b. It is not uncommon for owners and guests to visit Old Town homes above Main Street?
3. Is proposed action in response to a vocal minority? Or in response to safety issue?
  - a. If safety issue, implore City to look at widening road or adding pedestrian sidewalk and stairs to upper Main Street.
4. Hotels / Management companies have spent literally millions of dollars on safe all-weather vehicle fleets. We strongly believe we are already part of solution taking cars off Hillside.
5. Vehicle Fleet advantages:
  - a. Similar to Public Transit Bus System, groups upwards of 15 passengers in one vehicle eliminate what could be 7 additional cars “per trip” to Main Street “per company” per “half hour.”
  - b. Reduces cars on road reduces emissions which is aligned with City long term goals
  - c. Reduces demand on already overstressed parking in Historic Old Town
6. Moving the Problem:
  - a. There are currently 3 to 4 access points to Main Street
    - i. (Hillside, Heber Avenue, Lower Main, Park Ave Entries)
    - ii. Removing 25% access will have tremendous impact
  - b. Traffic patterns if shifted may have much bigger impact on Marsac Avenue, Park Avenue and lower Deer Valley Drive, which have exponentially more residential homes than Hillside.
  - c. Same amount of traffic will now be funneled into same area at pinch points causing increased traffic and incidents
7. Enforcement
  - a. What will enforcement look like and what will be penalties?
  - b. Will those only apply to Logo Vehicles?
    - i. Can Lodging move to non-logo vehicle and retain access?
      1. How will City differentiate?
8. Efficiency
  - a. Many shuttle programs are on the hour and half hour allowing time for one vehicle to depart and return within 30 minutes so additional shuttles are not needed.
  - b. Increasing turnaround times with longer more congested times *will* lead to more shuttle vehicles being used to maintain schedules.
  - c. Increasing turnaround times will require additional vehicles and additional staffing levels which will have heavy financial expense impact on our companies.
9. Silver Lake and Empire Pass Homeowners
  - a. How do we tell a full freight tax paying owner(s) that they can drive their own vehicle and use Hillside but not in a courtesy shuttle?
  - b. Owners may argue they have every right to use a public road as anyone else.
  - c. City Council should expect significant blowback from Homeowners this winter and moving forward regarding the closure of Hillside to them. Lodging Community would expect hundreds, perhaps thousands of upset Homeowners that will be contacting City Hall or attending meetings in the months and years ahead.
10. Board of Realtors
  - a. More difficult to sell real estate when City is eliminating efficient routes for hotel shuttles and indirectly forcing homeowners to take their own cars to be more expeditious.
  - b. Board of Realtors has Hillside concerns on their Agenda for early August and Council should expect to hear from this Association as well.
11. Park City Restaurant Association / Historic Park City Business Alliance
  - a. Lodging feels it should bring these 2 entities into the conversation as could have severe impact on behavior and business levels. Example, lodging entities may coach owners and guests to dine and shop off Main Street for efficiency or guest behavior may change in this direction organically, either way, will be to the detriment of Main Street businesses.

**Summary:**

Lodging stakeholders' value our relationship with PCMC and more importantly the neighbors that comprise our greater community and wish to work together towards a mutually beneficial outcome.

We implore City leaders not to make a rash decision on Hillside Avenue that would negatively impact the lodging community shuttle services, the environment, the homeowners along Marsac Avenue and Deer Valley Drive and Park Avenue, as well as our second homeowners without careful consideration of the impacts on all of the above.

In addition to the already well documented benefits in this Memo illustrating the great benefits of the hotel courtesy shuttle programs, we believe our Voluntary Action Suggestions, along with the attachments containing Management signatures of participating lodging companies, coupled with the examples of driver sign off sheets for each property, are tangible action steps towards the goal of limiting impact to Hillside Avenue.

<b><u>Participants</u></b>	<b><u>Name</u></b>	<b><u>Title</u></b>	<b><u>Signature</u></b>
Stein Eriksen Lodge			
Stein Eriksen Residence			
The Chateaux Deer Valley			
The Residences at The Chateaux			
Deer Valley Club			
Deer Valley Resort Signature Collection			
Stag Lodge			
Montage Deer Valley			
Goldener Hirsch			

