

EXECUTIVE SUMMARY

PROJECT PURPOSE

The Park City Transportation Demand Management project is focused on reducing vehicle miles traveled (VMT) and related traffic and environmental impacts of Single Occupant Vehicles (SOV) during peak days and peak hours. This reduction will be accomplished through a focused Transportation Demand Program that is targeted at those groups who show the highest propensity to make travel choices other than the SOV.



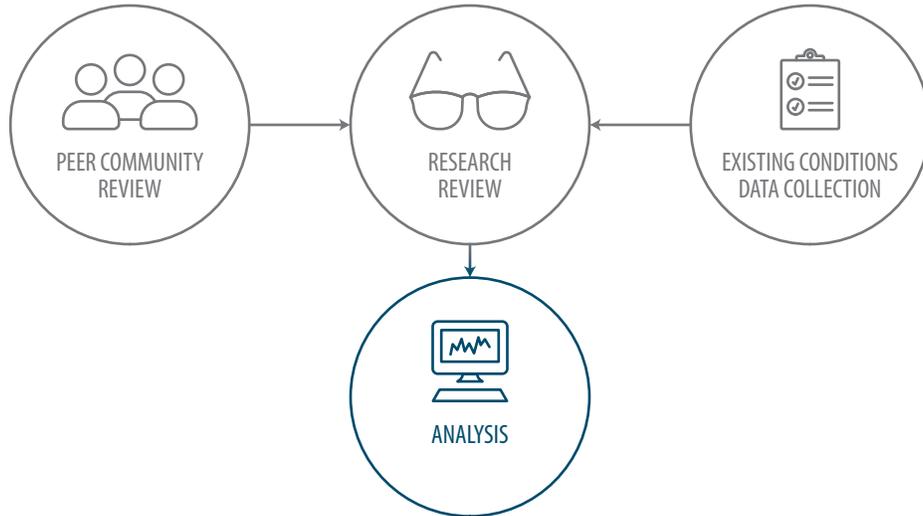
DOCUMENT PURPOSE

The purpose of this document is to summarize the existing transportation conditions in the Park City area, highlight peer community and national research on TDM strategies, and provide a shortlist of strategies, performance measures, and next steps to implement a TDM program for Park City. The following flow chart provides an overview of the plan development process.

Park City TDM Plan

PROJECT OVERVIEW & PROCESS

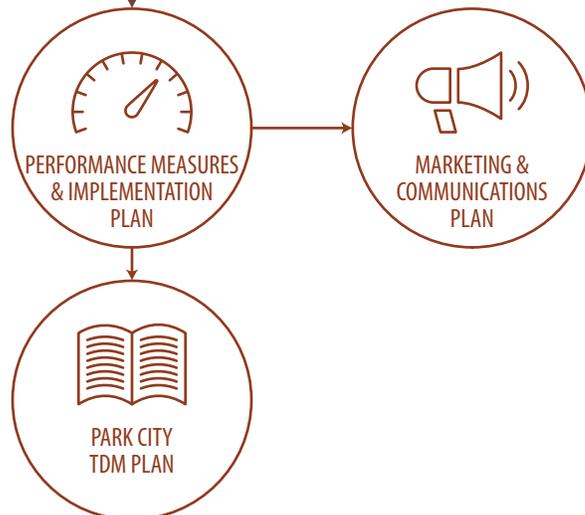
Research



Development



Plan Production



KEY FINDINGS

Peer Community & National Research

- Collaboration is key between public agencies and private employers
- The most successful programs provide a variety of TDM strategies and alternatives to driving alone
- The unique conditions in resort towns require that TDM program managers adapt typical TDM strategies to user needs
- Ongoing monitoring is essential to ensure that TDM programs respond to changing user needs over time

Target Audience Segments & Opportunities

- Five segment groups within the Park City area to focus TDM strategies on
 - Residents – Living in Park City
 - Primarily use their car to get around, but they are willing to use alternative modes of transportation such as transit or biking, as long as it is convenient and time effective.
 - Part-Time Residents – own a second home in Park City
 - While their car is their main mode of transportation, they are more likely to carpool than to drive alone and are willing to try transit and biking to get around.
 - Commuter – work in Park City but live outside of Park City
 - Like others in Park City, their car is their main mode of transportation and they typically drive alone. They are willing to try alternatives modes as long as they are convenient and time efficient, meaning they are more willing to carpool than to take transit.
 - Visitors / Tourists
 - Their car is their main mode of transportation to and from Park City, but they are likely to carpool to get in and out of town. Inside of town, they will walk or take transit to get around.
 - Employees
 - They prefer to have access to their car during the day, whether it is needed or not. Convenience is a motivating factor in their travel choices, however they are

willing to consider taking transit, biking, or carpooling, particularly if their employer offered an incentive to do so.

TDM STRATEGY SHORTLIST

Strategies were developed through review of academic and peer community research, review of existing conditions, and coordination with Park City staff. Strategies were also stratified to each target audience segment to demonstrate which strategies would be most effective for each group. These are described in the following pages.

TDM STRATEGIES THAT WORK FOR

RESIDENTS

Overview

The transportation demand management (TDM) strategies at right introduce new travel options for full-time Park City residents. They respond to residents' needs and priorities as determined through market research. They offer a diverse set of options spanning land use, policy, and programs, and they look to optimize existing transportation infrastructure while nurturing a balanced, multimodal travel network.

While Park City residents primarily use their car to get around, they are willing to use alternative modes of transportation such as transit or biking, as long as it is convenient and time effective. Park City residents take pride in their community and enjoy the variety of activities that Park City has to offer. They are middle aged, social, engaged, and physically active.

Focus Areas



PHOTO: WIKIPEDIA USER:MSKEYSER/CCO

FOCUS AREA	RANGE OF REDUCTION IN VEHICLE MILES TRAVELED (VMT)	IMPLEMENTATION COSTS
IMMEDIATE STRATEGIES		
Walking/Biking School Bus (APPLIES TO SCHOOL TRIPS ONLY)	 0% 5% 10% 15% 20%	Varies SALARY & BENEFITS OF HALF TIME STAFF COORDINATOR
School-Oriented Carpools (APPLIES TO SCHOOL TRIPS ONLY)	 0% 5% 10% 15% 20%	\$5,000 - \$10,000 STARTUP COSTS \$24,000 - \$48,000 ANNUAL OPERATING COSTS
Increased Transit Frequency to Kimball Junction	 0% 5% 10% 15% 20%	\$1,200,000 CAPITAL COSTS \$425,000 ANNUAL OPERATING COSTS
NEAR-TERM STRATEGIES		
Bike Repair Stands	 0% 5% 10% 15% 20%	\$800 - \$1,500 PER STAND
Bike Share System USING E-BIKES	 N/A	\$1,500,000 - \$2,500,000 CAPITAL & OPERATING COSTS
School Parking Management (APPLIES TO SCHOOL TRIPS ONLY)	 0% 5% 10% 15% 20%	\$8 - \$13 PER PERSON
Tailored Information & Promotions (APPLIES TO WORK TRIPS ONLY)	 0% 5% 10% 15% 20%	\$8 - \$13 PER PERSON
Carpool/Vanpool Parking	 0% 5% 10% 15% 20%	\$150 - \$300 PER SPACE
Transit Jump Queue Lanes	 0% 5% 10% 15% 20%	Varies
Transit Vehicle Signal Preemption	 0% 5% 10% 15% 20%	Varies
LONG-TERM STRATEGIES		
TDM Requirements for New Developments or Redevelopment POLICY	 0% 5% 10% 15% 20%	N/A
Density Bonus for Parking Reduction POLICY	 0% 5% 10% 15% 20%	N/A
Parking Demand Management	 0% 5% 10% 15% 20%	N/A
ONGOING STRATEGIES		
Bike Parking at Developments & Transit Stops	 0% 5% 10% 15% 20%	\$400 - \$700 PER RACK

PART-TIME RESIDENTS

TDM STRATEGIES THAT WORK FOR

Overview

The transportation demand management (TDM) strategies at right introduce new travel options for part-time Park City residents, who may live elsewhere but also own a home in Park City. They respond to part-time residents' needs and priorities as determined through market research. They offer a diverse set of options spanning land use, policy, and programs, and they look to optimize existing transportation infrastructure while nurturing a balanced, multimodal travel network.

Part-time residents are in the Park City area with a more vacation-oriented mindset; yet, they consider themselves locals. They are in Park City for a special event, visiting family and friends, or for outdoor recreation. While their car is their main mode of transportation, they are more likely to carpool than drive alone and are willing to try transit and biking to get around.

Focus Areas



PARK CITY

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PHOTO: WIKIPEDIA USER:MS KEYSER/CC BY

FOCUS AREA	RANGE OF REDUCTION IN VEHICLE MILES TRAVELED (VMT)	IMPLEMENTATION COSTS
IMMEDIATE STRATEGIES		
Increased Transit Frequency to Kimball Junction	0% 5% 10% 15% 20%	\$1,200,000 \$425,000 CAPITAL COSTS ANNUAL OPERATING COSTS
NEAR-TERM STRATEGIES		
Bike Repair Stands	0% 5% 10% 15% 20%	\$800 - \$1,500 PER STAND
Bike Share System USING E-BIKES	N/A	\$1,500,000 - \$2,500,000 CAPITAL & OPERATING COSTS
Tailored Information & Promotions (APPLIES TO WORK TRIPS ONLY)	0% 5% 10% 15% 20%	\$8 - \$13 PER PERSON
Carpool/Vanpool Parking	0% 5% 10% 15% 20%	\$150 - \$300 PER SPACE
Transit Jump Queue Lanes	0% 5% 10% 15% 20%	Varies
Transit Vehicle Signal Preemption	0% 5% 10% 15% 20%	Varies
LONG-TERM STRATEGIES		
TDM Requirements for New Developments or Redevelopment POLICY	0% 5% 10% 15% 20%	N/A
Density Bonus for Parking Reduction POLICY	0% 5% 10% 15% 20%	N/A
Parking Demand Management	0% 5% 10% 15% 20%	N/A
ONGOING STRATEGIES		
Bike Parking at Developments & Transit Stops	0% 5% 10% 15% 20%	\$400 - \$700 PER RACK

VISITORS & TOURISTS

TDM STRATEGIES THAT WORK FOR

Overview

The transportation demand management (TDM) strategies at right introduce new travel options for visitors and tourists to Park City. They respond to visitors' needs and priorities as determined through market research. They offer a diverse set of options spanning land use, policy, and programs, and they look to optimize existing transportation infrastructure while nurturing a balanced, multimodal travel network.

Visitors and Tourists are looking for a break from their everyday life and to enjoy a different environment and culture. They are in Park City to play and have fun. They may only be visiting for the day, or stay a few nights, but they will enjoy all that Park City has to offer while they are there. Their car is their main mode of transportation to and from Park City, but they are likely to carpool to get in and out of town. Inside of town, they will walk or take transit to get around.

Focus Areas



PHOTO: WIKIPEDIA USER: MBS KEYSER/CCO

FOCUS AREA	RANGE OF REDUCTION IN VEHICLE MILES TRAVELED (VMT)	IMPLEMENTATION COSTS
IMMEDIATE STRATEGIES		
Increased Transit Frequency to Kimball Junction	 0% 5% 10% 15% 20%	\$1,200,000 \$425,000 CAPITAL COSTS ANNUAL OPERATING COSTS
NEAR-TERM STRATEGIES		
Bike Share System USING E-BIKES	 N/A	\$1,500,000 - \$2,500,000 CAPITAL & OPERATING COSTS
Additional Evening Recreation Opportunities & Amenities	 0% 5% 10% 15% 20%	N/A
Real-Time Information Gathering & Messaging	 0% 5% 10% 15% 20%	N/A
Efficient Parking JOINT, FLEX, SATELLITE, AND SPACE-EFFICIENT PARKING	 0% 5% 10% 15% 20%	N/A
Tailored Information & Promotions (APPLIES TO WORK TRIPS ONLY)	 0% 5% 10% 15% 20%	\$8 - \$13 PER PERSON
Carpool/Vanpool Parking	 0% 5% 10% 15% 20%	\$150 - \$300 PER SPACE
Shuttle Bus Service	 0% 5% 10% 15% 20%	\$2,000 - \$4,000 PER COMMUTER PER YEAR
Transit Jump Queue Lanes	 0% 5% 10% 15% 20%	Varies
Transit Vehicle Signal Preemption	 0% 5% 10% 15% 20%	Varies
LONG-TERM STRATEGIES		
TDM Requirements for New Developments or Redevelopment POLICY	 0% 5% 10% 15% 20%	N/A
Parking Supply Management	 0% 5% 10% 15% 20%	N/A
ONGOING STRATEGIES		
Charter Buses for Large Events (APPLIES TO EVENT TRIPS ONLY)	 0% 5% 10% 15% 20%	\$500 - \$1,500

TDM STRATEGIES THAT WORK FOR COMMUTERS

TDM STRATEGIES THAT WORK FOR

Overview

The transportation demand management (TDM) strategies at right introduce new travel options for commuters who work in Park City but live elsewhere. They respond to commuters' needs and priorities as determined through market research. They offer a diverse set of options spanning land use, policy, and programs, and they look to optimize existing transportation infrastructure while nurturing a balanced, multimodal travel network.

Commuters in and out of Park City are there solely for work purposes. They may shop or dine while they are in Park City, but their primary purpose is to arrive for work and depart for home. Like others in Park City, their car is their main mode of transportation and they typically drive alone. They are willing to try alternative modes as long as they are convenient and time efficient, meaning they are more willing to carpool than to take transit.

Focus Areas



RIDESHARE

PARKING

BIKE

WALK/BIKE

TRANSIT

DEMAND MANAGEMENT

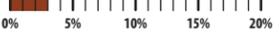
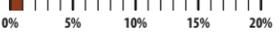
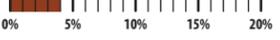
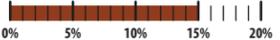
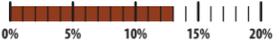
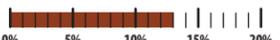
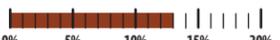
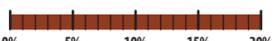
PROGRAMS

LAND USE

PARK CITY

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PHOTO: WIKIPEDIA USER:MS KEYSER/CC BY

FOCUS AREA	RANGE OF REDUCTION IN VEHICLE MILES TRAVELED (VMT)	IMPLEMENTATION COSTS
IMMEDIATE STRATEGIES		
Increased Transit Frequency to Kimball Junction	 	\$1,200,000 \$425,000 CAPITAL COSTS ANNUAL OPERATING COSTS
NEAR-TERM STRATEGIES		
Bike Repair Stands	 	\$800 - \$1,500 PER STAND
Efficient Parking JOINT, FLEX, SATELLITE, AND SPACE-EFFICIENT PARKING	 	N/A
Tailored Information & Promotions (APPLIES TO WORK TRIPS ONLY)	 	\$8 - \$13 PER PERSON
Required TDM/ETC Coordinators at Major Employers (APPLIES TO WORK TRIPS ONLY)	 	N/A
Rideshare Program (APPLIES TO WORK TRIPS ONLY)	 	\$5,000 - \$10,000 \$24,000 - \$48,000 STARTUP COSTS ANNUAL OPERATING COST
Vanpool Program (APPLIES TO WORK TRIPS ONLY)	 	\$1,000 - \$1,500 \$125 MONTHLY OPERATING COST PER VAN MONTHLY OPERATING COST PER USER
Expanded Commute Options IMPROVEMENTS TO REGIONAL TRANSIT SERVICE, PARTICULARLY TO HEBER CITY AND KAMAS (APPLIES TO WORK TRIPS ONLY)	 	\$0 - \$1,200,000 \$48,000 - \$823,700 CAPITAL COSTS ANNUAL OPERATING COSTS
Shuttle Bus Service	 	\$2,000 - \$4,000 PER COMMUTER PER YEAR
Transit Jump Queue Lanes	 	Varies
Transit Vehicle Signal Preemption	 	Varies
LONG-TERM STRATEGIES		
TDM Requirements for New Developments or Redevelopment POLICY	 	N/A
Parking Demand Management	 	N/A
Parking Supply Management	 	N/A
Subsidized Transit for Inter-City Commuters (APPLIES TO WORK TRIPS ONLY)	 	\$1,000,000 - \$2,000,000
ONGOING STRATEGIES		
Bike Parking at Developments & Transit Stops	 	\$400 - \$700 PER RACK
Bike Showers/Lockers	 	\$1,000 - \$2,500 PER LOCKER

TDM STRATEGIES THAT WORK FOR EMPLOYEES

TDM STRATEGIES THAT WORK FOR

Overview

The transportation demand management (TDM) strategies at right introduce new travel options for employees who live and work in Park City. They respond to employees' needs and priorities as determined through market research. They offer a diverse set of options spanning land use, policy, and programs, and they look to optimize existing transportation infrastructure while nurturing a balanced, multimodal travel network.

Similarly to residents, year-round employees live and work in Park City. Their routine doesn't change much and they drive—by themselves—directly to and from work without the need for side trips or stops. They prefer to have access to their car during the day, whether it is needed or not. Convenience is a motivating factor in their travel choices, however they are willing to consider taking transit, biking, or carpooling, particularly if their employer offered an incentive to do so.

Focus Areas



RIDESHARE PARKING BIKE WALK/BIKE TRANSIT DEMAND MANAGEMENT PROGRAMS LAND USE

PARK CITY

1884

PHOTO: WIKIPEDIA USER: MBS KEYSER/CCO

FOCUS AREA	RANGE OF REDUCTION IN VEHICLE MILES TRAVELED (VMT)	IMPLEMENTATION COSTS
IMMEDIATE STRATEGIES		
Increased Transit Frequency to Kimball Junction	 0% 5% 10% 15% 20%	\$1,200,000 \$425,000 CAPITAL COSTS ANNUAL OPERATING COSTS
NEAR-TERM STRATEGIES		
Bike Repair Stands	 0% 5% 10% 15% 20%	\$800 - \$1,500 PER STAND
Efficient Parking JOINT, FLEX, SATELLITE, AND SPACE-EFFICIENT PARKING	 0% 5% 10% 15% 20%	N/A
Tailored Information & Promotions (APPLIES TO WORK TRIPS ONLY)	 0% 5% 10% 15% 20%	\$8 - \$13 PER PERSON
Required TDM Coordinators at Major Employers (APPLIES TO WORK TRIPS ONLY)	 0% 5% 10% 15% 20%	N/A
Rideshare Program (APPLIES TO WORK TRIPS ONLY)	 0% 5% 10% 15% 20%	\$5,000 - \$10,000 \$24,000 - \$48,000 STARTUP COSTS ANNUAL OPERATING COST
Vanpool Program (APPLIES TO WORK TRIPS ONLY)	 0% 5% 10% 15% 20%	\$1,000 - \$1,500 \$125 MONTHLY OPERATING COST PER VAN MONTHLY OPERATING COST PER USER
Transit Jump Queue Lanes	 0% 5% 10% 15% 20%	Varies
Transit Vehicle Signal Preemption	 0% 5% 10% 15% 20%	Varies
LONG-TERM STRATEGIES		
Affordable Employee Housing POLICY	 0% 5% 10% 15% 20%	N/A
Parking Demand Management	 0% 5% 10% 15% 20%	N/A
Parking Supply Management	 0% 5% 10% 15% 20%	N/A
ONGOING STRATEGIES		
Bike Parking at Developments & Transit Stops	 0% 5% 10% 15% 20%	\$400 - \$700 PER RACK
Bike Showers/Lockers	 0% 5% 10% 15% 20%	\$1,000 - \$2,500 PER LOCKER
On-site Day Care or Day Care Brokerage Services (APPLIES TO WORK TRIPS ONLY)	 0% 5% 10% 15% 20%	Employee subsidized

PERFORMANCE METRICS

Performance measures were also developed to track and monitor performance of TDM strategies.

Table 1 presents a list of proposed performance measures and data collection methods for the Park City TDM program as well as responsible parties for collecting this data.

Goal	Metrics/Performance Measures	Collection Method	Responsible Party
Reduce single-occupant vehicle (SOV) mode share	1. Reduction in drive-alone mode share for trips on gateway corridors	Vehicle occupancy counts on SR 248 and SR 224	City
	2. Increase daily bus hours of regional transit service to and from Park City	Transit operator reports	Transit operator
	3. Provide additional regional transit routes to neighboring communities	Transit operator reports	Transit operator
	4. Increase in regional transportation ridership	Transit ridership reports	Transit operator
	5. Increase in daily bus hours on local transit service	Transit operator reports	Transit operator
	6. Increase frequency on Park City transit network.	Transit operator reports	Transit operator
	7. Increase and maintain competitive transit travel time	Transit operator reports	Transit operator
	8. Increase in local transit ridership	Transit ridership reports	Transit operator
	9. Increase in visitor use of transit	Intercept surveys	City
	10. Expand the number of intercept park-and-ride facilities on gateway corridors	City and/or transit operator report	City and/or transit operator
	11. Increase in carpooling/vanpooling	Employee survey for major employers and resorts	Employers
Reduce single-occupant vehicle (SOV) mode share	12. Increase and maintain competitive bicycle travel time to and from major destination areas	Field travel time assessment and report	City

Table 1: Performance Measures

Goal	Metrics/Performance Measures	Collection Method	Responsible Party
Reduce single-occupant vehicle (SOV) mode share	13. Increase in bicycle use in summer months	Bike counts at major destinations <ul style="list-style-type: none"> • Rail Trail – near Bonanza Drive • Poison Creek Trail – near City Park and near Main Street • McLeod Creek Trail – near Holiday Ranch Loop Road • Farm Trail – near Thaynes Canyon Drive • Park City Pkwy Trail – near Bonanza Drive 	City
	14. Increase in pedestrian access in summer months	Pedestrian counts at major destinations <ul style="list-style-type: none"> • Rail Trail – near Bonanza Drive • Poison Creek Trail – near City Park and near Main Street • McLeod Creek Trail – near Holiday Ranch Loop Road • Farm Trail – near Thaynes Canyon Drive • Park City Pkwy Trail – near Bonanza Drive 	City
Reduce Vehicle Miles Traveled (VMT) per Employee and Resident	15. Shorter commute distances	Employee survey for major employers and resorts	Employers
	16. Percentage of housing units within 1/4 mile of transit routes and paved multiuse trails.	GIS analysis	City
	17. Local affordable housing options for employees	Review number of affordable housing units within the municipal boundaries that are provided to local employees below market rate	City
	18. Reduction in parking utilization	Parking utilization counts at major employers and resorts	Employers
	4. Increase in regional transportation ridership	Transit ridership reports	Transit operator
	8. Increase in local transit ridership	Transit ridership reports	Transit operator

Goal	Metrics/Performance Measures	Collection Method	Responsible Party
	9. Increase in visitor use of transit	Intercept survey of visitors	City
	11. Increase in carpooling/vanpooling	Employee survey for major employers and resorts	Employers
Reduce Vehicle Miles Traveled (VMT) per Employee and Resident	13. Increase in bicycle use in summer months	Bike counts at major destinations <ul style="list-style-type: none"> • Rail Trail – near Bonanza Drive • Poison Creek Trail – near City Park and near Main Street • McLeod Creek Trail – near Holiday Ranch Loop Road • Farm Trail – near Thaynes Canyon Drive • Park City Pkwy Trail – near Bonanza Drive 	City
	14. Increase in pedestrian access in summer months	Biannual pedestrian counts at major destinations <ul style="list-style-type: none"> • Rail Trail – near Bonanza Drive • Poison Creek Trail – near City Park and near Main Street • McLeod Creek Trail – near Holiday Ranch Loop Road • Farm Trail – near Thaynes Canyon Drive • Park City Pkwy Trail – near Bonanza Drive 	City
	19. Reduce per capita VMT and associated petroleum consumption and greenhouse gas emissions	Estimate reductions using Utah Household Travel Survey data, local mode share data, and VMT estimate from major gateway corridors	City
Manage congestion on major corridors	20. Growth in traffic volume on gateway corridors (peak and daily) will not exceed the percentage growth in annual housing and employment growth	Cordon counts on SR 248 and SR 224	City
	21. Growth in traffic volume on internal corridors (peak and daily) will not exceed the percentage growth in annual housing and employment growth	Cordon counts on Bonanza Drive and Park Avenue (entrance to downtown)	City

Table 1: Performance Measures

Goal	Metrics/Performance Measures	Collection Method	Responsible Party
	22. Manage congestion during festivals and special events	Review of Master Festival License or Special Event Permit Submittals	City
Provide TDM program awareness and utilization	23. Number of potential users who are aware of programs and services	Employee survey for major employers and resorts	Employers
	24. Number of participants in employer programs and services.	Employer report submitted by TDM coordinator	Employers

IMPLEMENTATION

An effective TDM program involves building consensus among diverse constituents; communicating goals and values; consistent messaging and rigorous management, marketing and evaluation. It also requires developing a broad base of support and participation.

Park City has already taken steps to address some of these questions by forming a Transportation Management Association (TMA). The formation of the



TMA is a good beginning. However, it is recommended that a series of meetings to further process, educate and encourage full participation, and develop a clear plan with widespread support and enthusiasm for moving TDM forward. Several studies are either currently underway or recently concluded: the parking study, marketing plan, and the short-range transit study. The data from these studies, as well as the information contained in this report, should inform TDM planning.

MARKETING AND COMMUNICATION

The challenge facing the TDM program is to help Park City residents, visitors, and commuters understand the program's goals and strategies to the point that they actually change their travel behaviors. A communication campaign focused on raising public awareness of the program will nudge people living and visiting Park City and their employers to take their efforts to the next level

and start utilizing alternative modes of travel. Building a critical mass of program supporters will help grow the program into a mainstream effort. Ultimately, alternative travel can become a day-to-day norm that will make it easier to travel around Park City.

Consistent placement of messages will lead to greater awareness of alternative travel options and ultimately, adoption of alternative travel behaviors. Utilizing four main channels of communication will help disseminate the messages to the traveling public and Park City employers.

- Outreach
- Media Relations
- Grassroots
- Interactive

Channels create an informational pyramid for our key audiences. General awareness of the program is grown through outreach across various media (print, broadcast and outdoor). Audiences learn a little bit more about TDM goals and strategies through news stories that are thoughtfully placed with local media. At the grassroots level, we can interact with our audiences one-on-one and have the opportunity to customize messages to their needs and interests. Finally, on the interactive level, we can offer in-depth education about the program and its strategies and benefits through the proposed website and other online tools.

The following strategies and metrics have been identified for marketing and communication the TDM plan:

Strategies

- Educate the public on the available alternative travel options
- Create an outreach program to target and partner with large employers, encouraging the use of alternative travel options among their employees
- Partner with tourism groups to educate visitors on the available travel options
- Update city staff, including planning and development, on the TDM program strategies and solutions to keep messaging consistent
- **Metrics**
- Employee research: A follow-up survey provided to employers and employees in the Park City area. Surveys and travel pattern data will be used to identify shifts in travel behaviors.

- Intercept survey: Administered in Park City during weekday and weekend events. Survey data will be used to identify awareness of alternative modes, as well as if people are changing their travel behaviors.
- Park City Transit ridership data: Ridership counts can be used to identify an increase in alternative travel use—specifically transit use.
- Traffic counts on SR-224 and SR-248: Traffic counts will be used to identify a decrease in the number of vehicles using SR-224 and SR-248 as well as occupancy counts to measure carpooling, vanpooling and ridesharing.
- Social media click rates: Will be used to identify an increase in awareness.
- Google analytics data for website visits: Can identify an increase in program awareness.