

Snow Park Village

TDM Plan

**Prepared for:
Deer Valley**

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FEHR  PEERS

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1. Project Description and TDM Approach

This Transportation Demand Management (TDM) Plan describes the proposed approach to reduce the total number of vehicle trips at the Snow Park Village project at Deer Valley Resort in Park City, Utah. The Park City Municipal Corporation (PCMC), through its planning department review of the project application, has requested that a standalone TDM Plan be developed for the project. In addition, the City adopted a TDM Plan in 2016 that specifies how the City seeks to reduce vehicle trips through TDM strategies. A reduction in vehicle trips will reduce local pollution, greenhouse gas emissions and improve the quality of life for all who live and work in Park City by reducing vehicle traffic.

This document describes how Deer Valley intends to reduce the number of single-occupancy vehicle (SOV) trips to Snow Park Village using a variety of TDM options. This plan is based heavily on PCMC's existing TDM plan and strategies therein, adopted in August 2016.

Additionally, this plan formalizes TDM offerings that are already provided by Deer Valley to guests and employees for some time. In addition to describing existing offerings, this plan includes new TDM measures to help reduce SOV trips and monitor program effectiveness through ongoing collaboration with PCMC staff and other major destinations in Park City.

1.1 Project Description

Snow Park Village proposes to repurpose the existing surface parking lots of the Snow Park base area at Deer Valley Resort for a mixed-use development including hotel, residential, retail and events center uses. Snow Park Village is approximately 1.5 miles from downtown Park City and approximately 2.5 miles from the Park City Mountain Resort base area. Snow Park Village's location in Park City is shown in **Figure 1**.

The bulk of activity at the Snow Park Village is expected to take place during normal business hours. Parking at the site will be priced and include standard and ADA-compliant spaces. Central to the success of the project, a multimodal mobility hub is proposed on Deer Valley Drive, will facilitate non-automobile connections to key destinations in Park City, elsewhere in Summit County, and the Salt Lake Valley. Full build-out of Snow Park Village will include a network of dedicated pedestrian paths within the project, as well as connections to area cycling and pedestrian facilities.



1.2 TDM Approach

The success of a TDM program relies on creating a system to manage travel demand that shifts the behavior of those traveling to and from Snow Park from using single occupant vehicles to options other than driving alone. The following sections describe the menu of transportation choices that will make it easier and more convenient to use modes other than driving alone. Through an evaluation of anonymized mobile phone data, provided by a third-party vendor, this Plan has been assembled with the knowledge that a substantial portion of those traveling to and from Deer Valley do so from points around the region. The origins and destinations of Deer Valley's guests and employees are dispersed throughout northern Utah, with the largest share traveling to and from points along the Wasatch Front, as shown in **Figure 2**. This variety of travel patterns requires a robust and diverse program to reduce drive alone trips. A diverse and flexible TDM program will allow Deer Valley to match the transportation services to the travel needs of all traveling to and from Snow Park Village. The TDM Plan described in the following sections supports the project's commitment to managing vehicle traffic to and from Snow Park Village while maintaining flexibility in response to changing travel behavior and regional transportation investments.

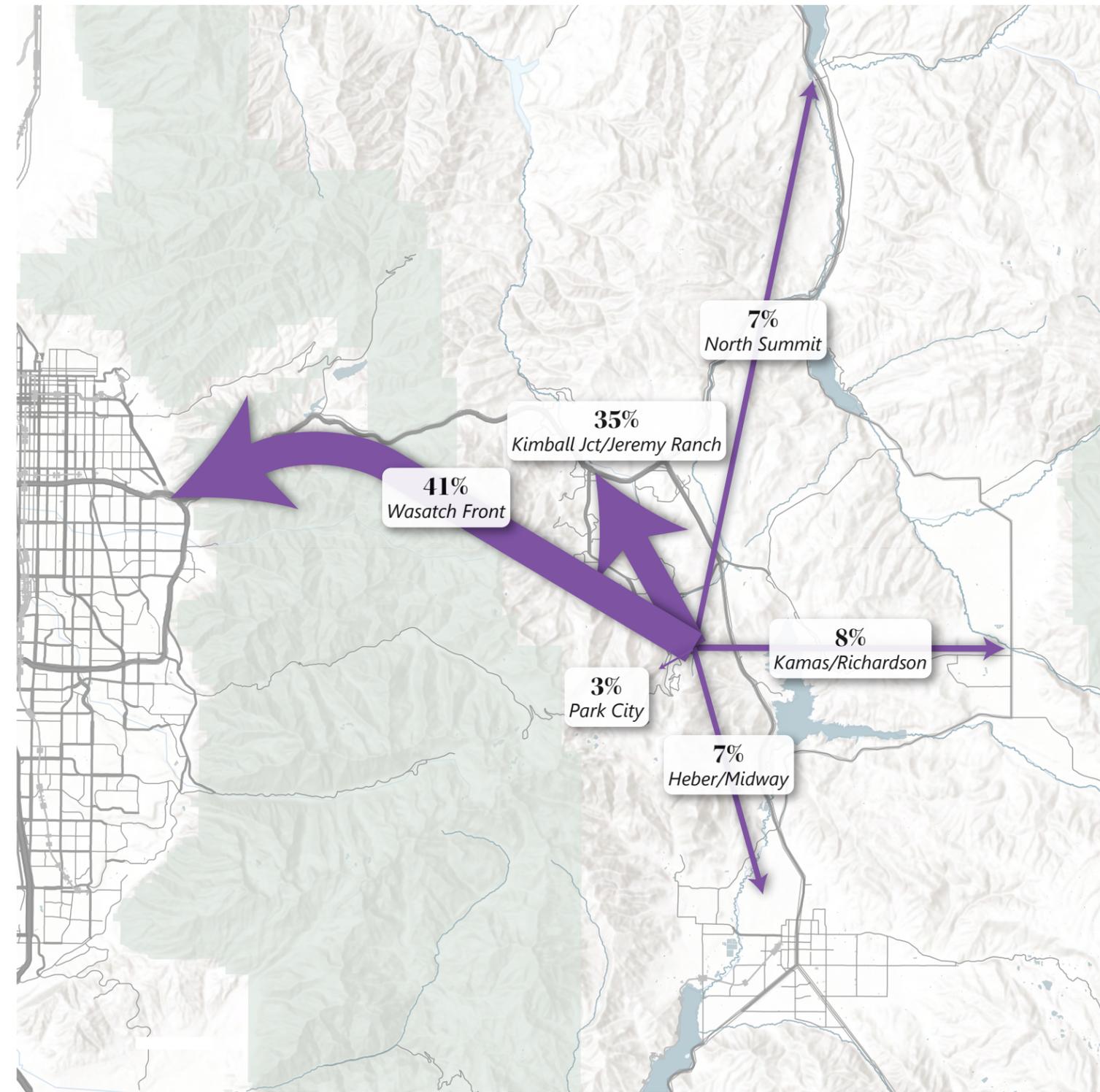
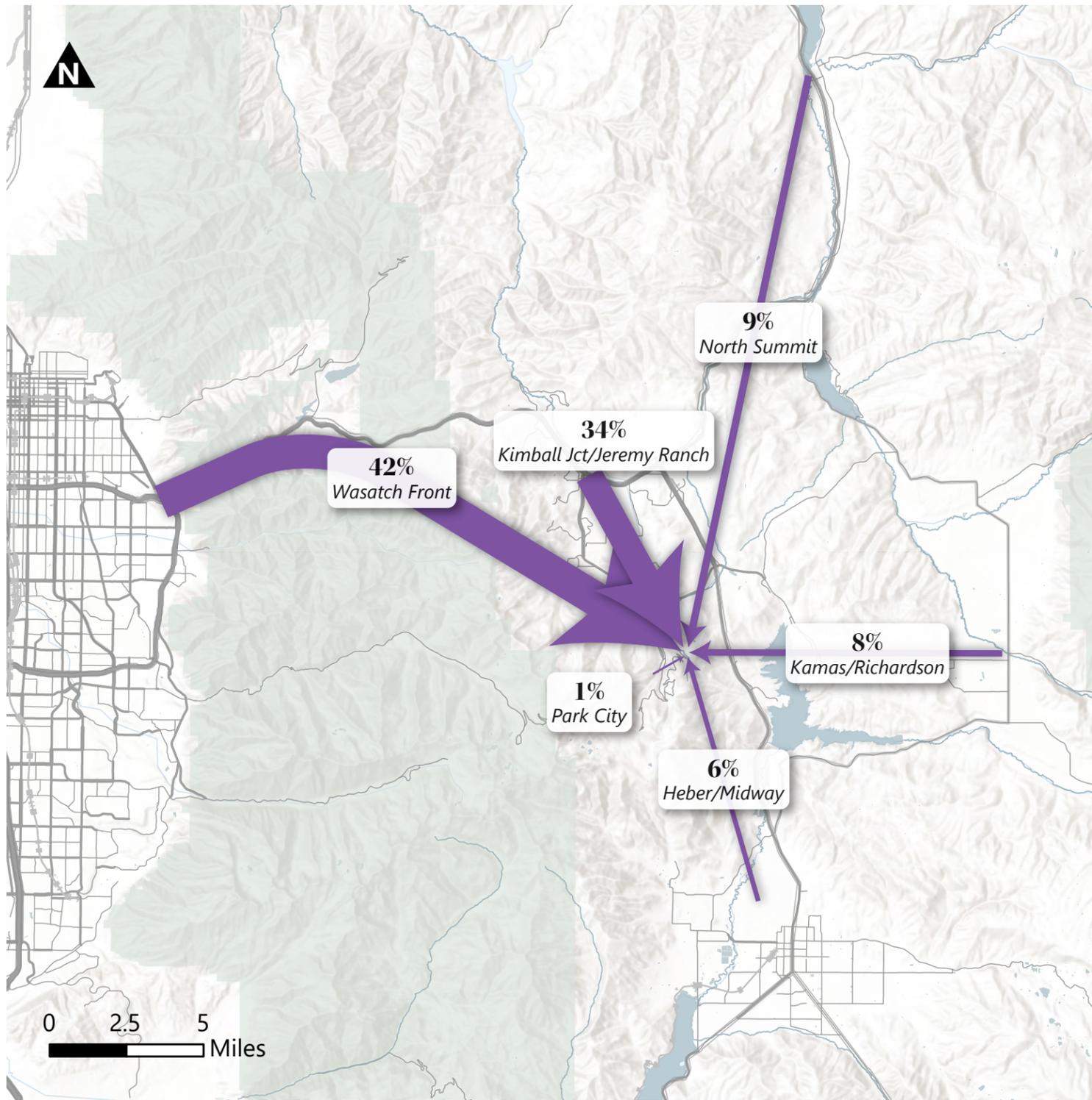


Figure 2
Deer Valley Origin-Destination AM Incoming – PM Outgoing Trends 

2. Snow Park Village TDM Program

2.1 Primary TDM measures

Deer Valley will provide a variety of opportunities for those traveling to and from Snow Park to choose travel modes that are not driving alone. These are categorized as incentivizing using transit, riding a bicycle, sharing a car, or some combination thereof. A summary of the Primary TDM measures can be found in **Table 1**.

Table 1: Primary TDM Measures

Measure	Status	Description
Transit pass subsidy	Existing Program	Subsidized UTA transit passes for Deer Valley employees living in Salt Lake Valley and Utah Valley
Bicycle Amenities and Perks	New Program	Bicycle repair tools and dedicated bicycle parking at key locations
Education and Promotion	Existing Program	Educational and promotional events to encourage travelers to use by modes other than driving alone.
Parking Management	New Program	Efficient, constrained, and priced parking to discourage drive-alone trips
Employee Transit	Existing Program	Operate designated employee transit to facilitate efficient employee commutes through an appealing alternative
Real-Time Messaging	New Program	Communicate traffic conditions in real time to travelers
Appoint a TDM Coordinator	New Program	Identify a staff member to oversee the TDM program

Source: Deer Valley

More detailed descriptions of the Primary TDM Measures can be found below.

To incentivize traveling by bicycle, Deer Valley plans to implement the bicycling-based TDM strategies listed in **Table 2**.

Table 2: Bicycling and Walking TDM Strategies

Biking/Walking Strategies	Status	Target User Groups	Description
<i>Implement Bicycle Parking at Key Destinations and Transit Stops</i>	New Program	Day Guests Commuters Employees	Snow Park Village’s site plan includes the provision of safe and convenient locations to park bicycles, encouraging their use and removing barriers such as frustration in finding secure parking and bicycle theft. This includes the proposed mobility hub on Deer Valley Drive, a key connecting point for trips to and from Snow Park.
<i>Expand e-Bike Share</i>	New Program	Day Guests Commuters Employees	Snow Park Village will include a relocated PCMC e-bike-share station with direct access to the mobility hub. This will expand coverage of the existing e-bike share service in Park City and enable more non-automobile trips for people traveling to and from Snow Park Village.
<i>Install Bicycle Repair Stand</i>	New Program	Day Guests Commuters Employees	Deer Valley will install two do-it-yourself bicycle repair stands: one at the proposed mobility hub on Deer Valley Drive, and another seasonal stand at the Silver Lake Express base. The repair stands may include an air pump and basic tools to make minor bicycle repairs. Additional repair options include full-service bike shop(s) during the summer season and on-mountain assistance from Bike Patrol.

Source: Deer Valley

To incentivize traveling by modes other than driving alone, Deer Valley plans to implement the parking-based TDM strategies listed in **Table 3**.

Table 3: Demand Management TDM Strategies

Demand Management Strategies	Status	Target User Groups	Description
<i>Implement Real-Time Information Messaging</i>	New Program	Day Skiers Employees	Deer Valley plans to work with the City, UDOT, and Summit County to deploy VMS boards and other messaging systems at key locations, including approach roads, parking areas, and ski lift bases, to inform those traveling to and from Snow Park Village of current traffic and parking conditions. Additionally, Deer Valley will use its website, social media platforms, and mobile application to notify guests in real time. This will enable

			visitors to make more informed transportation choices allowing for better demand management.
Provide Additional Evening Recreation Opportunities/Amenities:	New Program	Day Skiers Employees Overnight Guests	Providing additional activities, food and beverage options, and/or entertainment for visitors after the ski day has ended is an essential element of the Snow Park Village proposal. Providing opportunities for day skiers to linger at the base area longer will better distribute peak-hour outbound vehicle trips.

Source: Deer Valley

To incentivize traveling by modes other than driving alone, Deer Valley plans to implement the parking-based TDM strategies listed in **Table 4**.

Table 4: Policy-Based TDM Strategies

Policy Strategies	Status	Target User Groups	Description
Provide Employee Housing	Existing Program	Employees	Deer Valley has and will continue to provide subsidized housing for its employees in and around Park City. The locations of this housing allow for shorter commutes with access to public transit or shuttles, and increases the likelihood of ridesharing among employees. Any active, full-time staff member is eligible for employee housing. Employee housing is distributed throughout Park City and Heber City in areas that are served by public and employee transit.
Provide Employee Amenities	Existing Program	Employees	Deer Valley employees are able use various on-site amenities that will be provided at Snow Park Village, including employee dining rooms that offer discounted meals, and employee locker rooms that allow for storage of personal items to reduce the need for trips off-site during shift changes and during mealtimes.
Childcare	Existing Program	Day Skiers Employees Overnight Guests	Parents managing childcare are among those who are most attached to private vehicles for personal travel, and providing on-site childcare in the form of both nursery/day care programs, and on-mountain options for active childcare will reduce the need for parents to make multiple local trips and enable their use of non-SOV modes by collocating services. Deer Valley employees are eligible for discounted childcare programs.

Source: Deer Valley

To incentivize traveling by modes other than driving alone, Deer Valley plans to implement the parking-based TDM strategies listed in **Table 5**.

Table 5: Parking TDM Strategies

Parking Strategies	Status	Target User Groups	Description
<i>Implementation of Efficient Parking Schemes</i>	Existing Program	Day Skiers Employees	Deer Valley will continue to assess the need for remote or satellite parking areas for days on which parking demand requires additional capacity beyond that which is provided at the base area itself. The only designated off-site parking location that has been used by Deer Valley is Treasure Mountain Middle School, and is used solely on days of particularly high demand.
<i>Implement Parking Demand Management</i>	New Program	Day Skiers Employees	A fundamental aspect of Snow Park Village’s proposed parking system is to charge for parking, a direct incentive to those traveling to Deer Valley to more efficiently utilize vehicle capacity, specifically for day skiers. The cost of parking at Snow Park Village will be set at a level that will incentivize higher-occupancy vehicles when traveling to and from Snow Park, a direct disincentive to drive alone. While many Deer Valley patrons are likely less price sensitive to additional charges such as paid parking, available data suggests that a substantial portion of day traffic originates from points along the Wasatch Front, from where patrons are expected to be more price sensitive to parking fees, increasing their likelihood of mode shift.

Source: Deer Valley

To incentivize traveling by modes other than driving alone, Deer Valley plans to implement the programmatic TDM strategies listed in **Table 6**.

Table 6: Program-Based TDM Strategies

Programmatic Strategies	Status	Target User Groups	Description
<i>Establish a TDM Coordinator</i>	New Program	Employees Day Skiers Overnight Guests	Deer Valley will identify an existing staff member to act as the TDM coordinator, a central source for TDM program information. The TDM coordinator may fill many roles, but may be responsible for: real-time messaging of traffic conditions to travelers, distribute information on new or adapted TDM program offerings, and evaluate the effectiveness and use of TDM program elements. The TDM coordinator will also continue to explore new TDM options that best serve Deer Valley guests and/or employees. The TDM coordinator will be the main point of contact with the City and will facilitate communication in connection with the proposed monitoring program. This coordinator will meet with Park City staff on a regular basis to discuss on-going adjustments to the TDM measures.
<i>Provide Tailored Information and Promotions</i>	Existing Program	Employees Day Skiers Overnight Guests	Deer Valley will develop and distribute targeted messaging and promotions to ensure that different user groups are aware of the TDM measures most relevant to their needs. These promotions may include gamification to further incentivize non-drive alone trips. Deer Valley supports a mobile app used by employees that allows them to organize rides sharing, and identify transit, bike and walking options for their commute. The application also offers incentives to Deer Valley employees for not driving alone to work. Deer Valley will encourage all ski area-serving businesses (namely hotels and other lodging) to further emphasize their transportation offerings that allow guests to rely less on private vehicles and more on shared mobility.

Source: Deer Valley

To incentivize traveling to and from Snow Park by transit, Deer Valley plans to implement the transit-based TDM strategies listed in **Table 7**.

Table 7: Transit TDM Strategies

Transit Strategies	Status	Target User Groups	Description
<i>Provide Employee Transit</i>	Existing Program	Employees	To complement public transit service and supplement in certain areas where public transit may not yet exist, Deer Valley will continue to provide private employee transit to and from Snow Park to allow Deer Valley employees to travel longer distances (such as from Heber City) on employee shuttles. Deer Valley contracts through Le Bus to operate full-sized coach buses for their employees. In a typical (non-Covid) year, Deer Valley provides three AM peak-period and two PM peak-period shuttle runs to serve their employees living in River's Edge and Heber City.
<i>Subsidize Transit Passes for Inter-City Commuters</i>	Existing Program	Employees	Deer Valley provides subsidized Utah Transit Authority passes to employees commuting to Deer Valley from Utah and Salt Lake Valleys.

Source: Deer Valley

3. Program Monitoring and Adaptation

Deer Valley has a strong interest in making trips to and from Snow Park Village as efficient and enjoyable as possible. Doing so is not only a way to improve the overall experience for all who visit Snow Park, but it also allows Deer Valley to contribute to shared goals for reducing traffic impacts within Park City and Summit County.

3.1 Monitoring Program

Deer Valley will conduct internal monitoring to best understand how various user groups are getting to Snow Park, how best to improve their experiences, and how to optimize their experience while minimizing their impact on area traffic and the environment. Elements of the TDM program may be adapted, added, or eliminated over time as Deer Valley strives to achieve maximum effectiveness with its TDM program. The Snow Park TDM program will change over time as travel behaviors change and the transportation context around Snow Park evolves.

Ongoing, real-time traffic monitoring will be enabled by a Deer Valley-funded and managed monitoring traffic monitoring station at the Deer Valley Drive / Deer Valley Drive East / Deer Valley Drive West intersection. This will allow for ongoing traffic counts, recording of queueing via still imagery, and year-over-year comparison at a crucial intersection in Park City.

The TDM coordinator will be responsible for ongoing collaboration and coordination with PCMC staff to ensure that goals are shared and TDM measures managed by Deer Valley are complementing those enacted by the City. To that end, semiannual meetings will take place among Deer Valley, PCMC staff, and other TDM coordinators:

- Prior to each ski season, relevant parties will gather to share relevant updates for the upcoming season, and identify potential opportunities for collaboration, share expectations for the coming months, and discuss performance metrics to be tracked
- Following each ski season, the same parties will meet to share lessons learned and review program performance as recorded by agreed-upon performance metrics, and establish potential action items during the off-season

With ongoing updates to local transit service operated by both Park City Transit and High Valley Transit, Deer Valley will strive to avoid duplication of transit service offerings. Deer Valley's TDM program is intended to support the use of public transit among the public rather than act as an alternative to public

transit service. As public transit coverage expands, Deer Valley will adapt its program to support local transit agencies.

3.1.1 Annual Monitoring Report

To evaluate the effectiveness of Deer Valley's TDM program, and inform potential adjustments to the program, Deer Valley will develop an annual monitoring report to be submitted to Park City staff for review. Submittal of this report will fall between semi-annual meeting with Park City staff and other TDM program managers in Park City.

To the greatest extent possible, data collected for this monitoring effort will rely on existing or to-be-implemented sources. This will improve consistency across monitoring periods and allow for flexibility around weather or other events if needed.

Deer Valley will collect the following types of data for their TDM monitoring effort:

- Seven-day vehicle counts at all Snow Park Village driveways, to be analyzed and summarized by a third-party consultant. This data will be analyzed and summarized by a third-party consultant
- Average vehicle occupancy collected on one weekday and one weekend day, collected by a third-party vendor or Deer Valley staff, to be analyzed and summarized by a third-party consultant
- Ski season transit ridership, summarized at the stop and daily levels and provided by transit operators, to be analyzed and summarized by a third-party consultant
- Available data regarding program utilization from the *Ride On Park City* platform, to be analyzed and summarized by a third-party consultant

If additional or revised analyses are requested by the City, those requests can be reviewed and possibly scoped in advance of the first monitoring report.