

MEMORANDUM

To: Lillian Lederer, Park City Municipal Corporation
From: John Sale, VR CPC Holdings, Inc.
Date: April 19, 2022
Re: Revised Parking Mitigation Plan for Administrative CUP Application

On behalf of the applicant, VR CPC Holdings, Inc., operator of Park City Mountain (PCM), and at staff's request, I submit this memorandum to you regarding the required parking mitigation associated with the administrative CUP application for the Eagle and Silverlode lift replacements.

PARKING MITIGATION PLAN

Paid Parking and Parking Reservation System

PCM will implement paid parking with a required reservation system, starting with 2022/2023 ski season.

Benefits of Paid Parking and Parking Reservations

- Increase average vehicle occupancy
- Encourage carpooling/transit alternatives
- Reduce guests circulating for available spaces, creating traffic congestion in and around the base area
- More effectively and efficiently manage incoming traffic and load-in of the base area, making for an improved arrival experience
- Disperse guest arrival times over a longer period, improving parking and lift upload experience for guests
- Provide guests assurances of available parking

Applicable Lots and Times

All lots (Main, First Time and Silver King) in the Mountain Village Base Area will be converted to paid parking for the 2022/2023 ski season. PCM will review and publish rates annually prior to the start of ski season, and rates will include meaningful carpool incentives. Paid parking will be in effect seven days a week during the ski season up until 1:00 pm. After 1:00 pm each day, all parking will be free and no reservation will be required.

The Resort Center underground garage will remain paid parking. PCM will continue to offer season parking passes for the Resort Center garage to existing passholders and will re-evaluate that program annually.

Parking Reservation System

PCM will implement a required parking reservation system. The parking reservation system will require guests to make an advanced reservation and pay in advance for parking in the Mountain Village Base Area. Reservations will be required every day up until 1:00 pm.

Required reservations will also mitigate traffic congestion caused by guests who arrive at the base and circulate through the tight street network without finding a parking space. Reservation systems implemented at other resorts and large venues have proven to effectively deter guests who do not have a reservation from approaching or entering a reserved lot.

Reservations will be available online and via an app. Enforcement of the reservation system will be handled in conjunction with the enforcement of paid parking, which will be implemented by the third-party parking system manager. Resort will supplement with Resort or contract staff on the ground as needed

In addition to the third-party analysis detailed below, PCM has reviewed information provided by other venues that have implemented reservation parking, which confirmed anecdotally that a reservation-based parking system does drive a significant positive change in guest parking behavior, including dispersing guest arrival times. The assurance of parking availability decreases the pressure on traffic infrastructure during peak times.

PCM will implement a robust communications plan (see additional information below) regarding the mandatory parking reservation system at Mountain Village Base Area. Guests who arrive without reservations will be directed to another parking location, such as Canyons Village, the High School, or a park n' ride location.

Communications Plans for Required Reservation System

PCM will implement the following communications plan to inform guests of the reservation requirement prior to and thorough the season.

- Website
 - PCM will update its website to include prominent “know before you go” information, including paid parking, the reservation requirement and alternative parking locations.
 - This messaging will also include promotion of the use of transit and carpools.
 - PCM will explore options for notifying purchasers of PCM lift tickets, ski school lessons and rentals of the parking reservation requirement at the point of purchase.
- Social Media
 - PCM will use social media channels to inform guests of the implementation of paid parking and about required parking reservations.
 - This messaging will be pushed multiple times throughout the season, including frequent early season communications and communications around peak holiday periods.
- Geo-Fenced Email Communications
 - PCM will use geo-fenced email communications to inform regional and local passholders of the implementation of paid parking and about required parking reservations.

- Local Messaging
 - PCM will periodically contact local media, including KPCW, the Park Record and the Town Lift to request that they provide parking information to local guests.
- Text Messaging
 - Beginning in the 2022/2023 ski season, PCM will implement a subscription text messaging service to provide guests with parking and traffic information. Guests will have the option to subscribe to updates. This will make real-time updates that are not dependent on a third party.
 - This messaging will include day-of updates on the status of parking at PCM's two base areas with directions for guests on where to park along with periodic reminders of the parking reservation system and the requirement to make parking reservations.

Operator/Management

This system will be managed by a third party, contracted through PCM. The third party will manage infrastructure, reservation platform, payment platform and enforcement. The system will be an internet and app-based system, allowing guests to make reservations and pay on their phones or mobile devices.

Employee Parking

PCM will review its employee parking policies annually. For the 2022/2023 ski season, PCM employees will park free of charge in the Silver King lot during non-peak periods, and at offsite locations (with PCM-provided transit) during peak periods.

Third Party Analysis of Parking Demand Impacts from Paid and Reservation Parking

Implementing a paid and reserved parking system at PCM is likely to both encourage day skiers to change how they travel (by carpooling or riding transit) and to distribute arrival times as day skiers will be assured to find a parking space. This combination of strategies will decrease the total demand for parking at PCM.

PCM retained Fehr & Peers, a nationally renowned third-party transportation and parking consultant, to analyze the expected reduction in parking demand based upon the operational shift to implementing paid parking. Fehr & Peers used a proprietary model based on a meta-analysis of 50 different parking studies. The existing parking supply and observed average parking demand from the 2021-2022 ski season was analyzed under a \$25/day pricing scheme for all existing base area parking. Relying on price sensitivities for different user groups, an 11% reduction in parking demand is achievable under a paid parking system at PCM. The anticipated potential reduction in demand will be achieved through an increase in vehicle occupancy and an increase in transit ridership.

The anticipated 11% reduction in parking demand is consistent with data collected at other Vail Resorts' operations that implemented a paid parking system. Beaver Creek Resort in Colorado instituted paid parking during the 2016/2017 ski season for all of its surface lots (940 spaces). The fee for the lots has remained \$10 for the day. Similar to PCM, parking is free starting at 1:00 pm. Prior to the implementation of paid parking, the Beaver Creek parking lots were filled on average 53 days per season. In the five years since the implementation of paid parking, parking lots have filled an average of 8 days per season.

Fehr & Peers also evaluated the impacts of implementing a parking reservation system. Similar programs have shown to be an effective tool to manage parking demand at other Utah ski resorts. Fehr & Peers

reported that, based upon feedback from the Town of Alta’s staff, implementation of the ski area’s paid and reserved parking system has led to zero days on which day skiers have been turned around due to a lack of available parking on days in which it has been in effect.

Employee Parking at Munchkin

For the 2022/2023 season, PCM will be adding approximately 90 spaces at Mountain Village by relocating some employee parking to the resort-owned lot on Munchkin Road. PCM will instruct employees to park at the resort-owned lot on Munchkin Road and provide transportation to and from this location for employees.

Employee Transportation Demand Management

PCM uses the following measures to encourage employee transit use and discourage driving to the base area. PCM will adapt these measures to mitigate impacts of employee parking, based upon new technologies and/or platforms for incentivizing transit use and carpooling. The program currently has approximately 30 percent participation by employees.

1. UTA Van Share – PCM pays for costs and helps facilitate placement in van share through UTA’s program.
2. PC-SLC Connect – PCM pays for the costs of a PC-SLC Connect pass for any employee who requests it. Over 7,000 trips of PC-SLC Connect were logged during the 2021/2022 ski season.
3. Transit Incentives – PCM invested over \$3,000 and the City provided incentives over the last year to encourage use of transit. Employees who track and report their car pooling or transit miles are eligible for various prizes and events throughout the year.
4. Ride On Platform – PCM has participated in the regional platform in partnership with Deer Valley, CVMA and the City to connect for ride sharing/carpool opportunities.

Prioritize Transit Circulation

PCM also plans to maintain the circulation plan implemented in the second half of the 2021/2022 season, which prioritized bus and transit circulation through the site. Improved circulation through the site reduced travel times for transit, which serves as a driver for increased transit use.

Specifically, PCM will maintain the one-way westbound approach on Shadow Ridge Road with one dedicated lane for skier drop off (shown in red below) and one dedicated lane for transit vehicles only (shown in green below). This will direct drop off traffic into the current transit center (shown in red) and buses will serve the island between Lowell Avenue and the drop off center (shown in green). This will continue to provide drop off and transit only access on the portion of Lowell Avenue between Shadow Ridge Road and Manor Way (“Upper Lowell Avenue”) during the AM peak period. (Blue arrows demonstrate areas of combined traffic flow)



IMPACTS OF LIFT IMPROVEMENTS

Section 2.3.6 of the Development Agreement notes that the developer must mitigate any impacts to parking associated with any proposed increase in lift capacity through submission of a Parking Management Plan.

PCM is proposing two lift replacements projects for the 2022 summer construction season, 1) the removal and replacement of Silverlode, and 2) the removal of the existing Eagle and Eaglet and replacement with the installation of the new Eagle lift (Lift A in MUP). As included with our submission, this results in an increase in CCC of 290 (from current 12,570 to 12,860).

As provided in a memorandum from SE Group (see Exhibit A to this memo), these upgrades will not generate an impact on parking. SE Group, who is the leading national expert on ski area planning, states that “the overall capacity of the mountain will not significantly increase” with these lifts, based “largely on the fact that these lifts are replacement lifts.”

This is consistent with the City’s approach to previous lift projects. Since 2015, the applicant has received approval to replace two existing lifts – Motherlode and King Con – and add a new lift – Quicksilver Gondola. As part of the administrative CUP approvals for the Motherlode and King Con replacements, staff specifically found that “no additional parking will be required for the lift replacement” (Finding of Fact #18 of PL-15-02678 and PL-15-02679).

The Quicksilver Gondola approval required an amendment to the Mountain Upgrade Plan as that lift was a new addition to the plan. As part of the Quicksilver Gondola approval, the Planning Commission specifically found “the proposed [Quicksilver] Gondola does not need more parking as it functions only as an access/transfer lift between existing ski operations and has not been designed with round trip skiing on it.” (Finding of Fact #49 of PL-14-02600).

The proposed Silverlode and Eagle lift improvements serve the same function as these previously approved lifts, providing access to existing terrain or functioning as a transfer to access existing terrain.

Despite the fact that SE Group has concluded that there is no impact to parking associated with these lifts, staff has cited a previous submission as part of the separate application made by SE Group related to CCC and skier parking. Based on analysis by SE Group and Fehr & Peers, the following updated analysis demonstrates adequate parking is available for the minimal increase proposed with these lift upgrades.

Total CCC for Park City side of PCM	12,860	12,570 existing + 290 increase
Accessing from Town and Silver Star Lifts	1,325	950 from Town Lift and 375 from Silver Star
Guests within walking distance	4,310	3,249 from lodging in 1996; 437 from Marriott Mountainside; 624 from nightly rental houses
Transit/drop off	2,449	1800 from transit/398 from hotel shuttles/251 from drop off/ride share
Total skiers remaining (require parking)	4,776	
Average Vehicle Occupancy	2.7	2.7 based upon SE Group anticipation with paid parking
Total Parking Spaces Required	1,769	
11% Reduction for Paid Parking	195	Based on F&P analysis
Total Required	1,574	
Total Existing Parking Spaces	1,586	1200 in surface lots; 265 in Resort Center; 75 in Sweetwater; 17 in Legacy/Marriott
Current Surplus	12	
Proposed Spaces	90	Relocate 90 employees from base to offsite
Total Parking Space Surplus	102	

Per SE Group analysis as part of a separate application, paid parking is estimated to increase AVO to, at a minimum, 2.7.
Per Fehr & Peers analysis, paid parking and a reservation system are anticipated to reduce demand by 11%.

SUMMARY

PCM's planned parking mitigation combines the transformational impact of paid and mandatory reservation parking with incremental parking capacity, an enhanced employee transportation demand management plan, the relocation of 90 employee spaces to an offsite location, and implementation of transit priority and parking protocols to move cars efficiently in and around the base area.

EXHIBIT A

Memorandum from SE Group on Parking Impacts



MEMORANDUM

DATE: January 3, 2022
SUBJECT: Park City Mountain Resort functional capacity increase as a result of the upgrades to the Silverlode and Eagle chairlifts

SE Group is currently working with Park City Mountain Resort on the planning and design for the Silverlode and Eagle Lift replacements. SE Group has also recently completed a parking analysis for the PCMR base Area MDP project. The parking analysis studied the parking demand at the base area based on the Comfortable Carrying Capacity (CCC) of the resort under both existing conditions and a future condition following completion of the Mountain Upgrade Plan. That analysis (which was widely shared with the planning commission and the public) documents the different modes with which guests access the resort, along with the corresponding numbers for each, to reach a conclusion on the needed number of day skier parking spaces at the base area. The conclusion of that analysis is that essentially the skiers from the new base area development would balance out with the increased on-mountain capacity of the resort, meaning that there is no need for additional day skier parking in the future condition. Retaining the existing number of 1200 day skier parking spaces will maintain the day skier population, with the expanded skier capacity coming from the new lodging (which has its own parking). The replacement of the Silverlode and Eagle chairs does not change the findings of this analysis - the 1200 day skier parking spaces will continue to be sufficient to serve the CCC of the resort.

This finding is based largely on the fact that these lifts are replacement lift projects. While the hourly capacity of the Silverlode lift will increase, that increase will result in shorter lift lines at that lift. In other words, the same number of people will be skiing that lift, but more of them will be on the lift and on the runs, with fewer people in the lift line. The Eagle lift replacement is directly replacing two existing lifts (Eagle and Eaglet), so it will replace all the capacity of those lifts and all the skiers who use them for repeat-skiing and to access King Con. In addition, the Eagle lift is being designed with a mid-station that will let skiers unload near the top of the existing Three Kings lift. For this reason, we believe that many of the skiers who currently ride Three Kings will choose to ride the lower section of the new Eagle instead, which will functionally replace some of the capacity of that lift as well. As a result of these factors, we feel that the overall capacity of the mountain will not significantly increase.

Pete Williams
Director of Mountain Planning