



FEHR & PEERS

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Town of Alta: Parking

Topics Covered

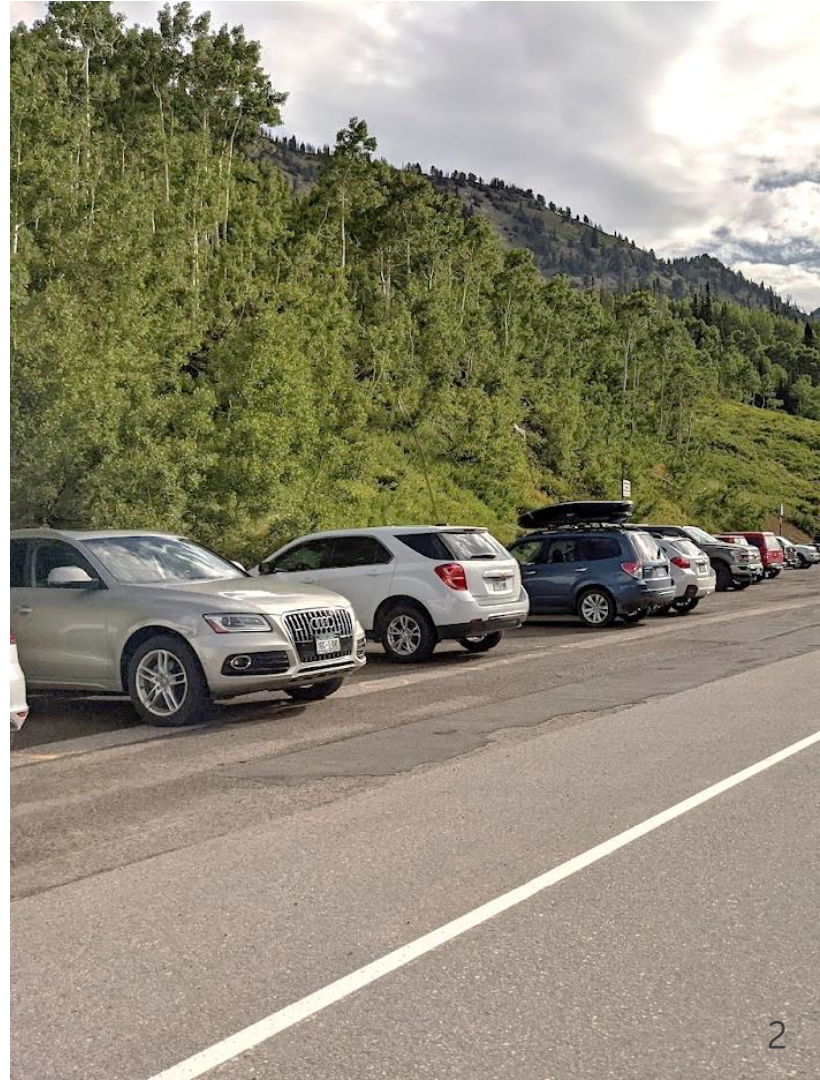
What we've been doing since we last met:



Completed
Parking Survey



Developed Parking
Permit Plan Options



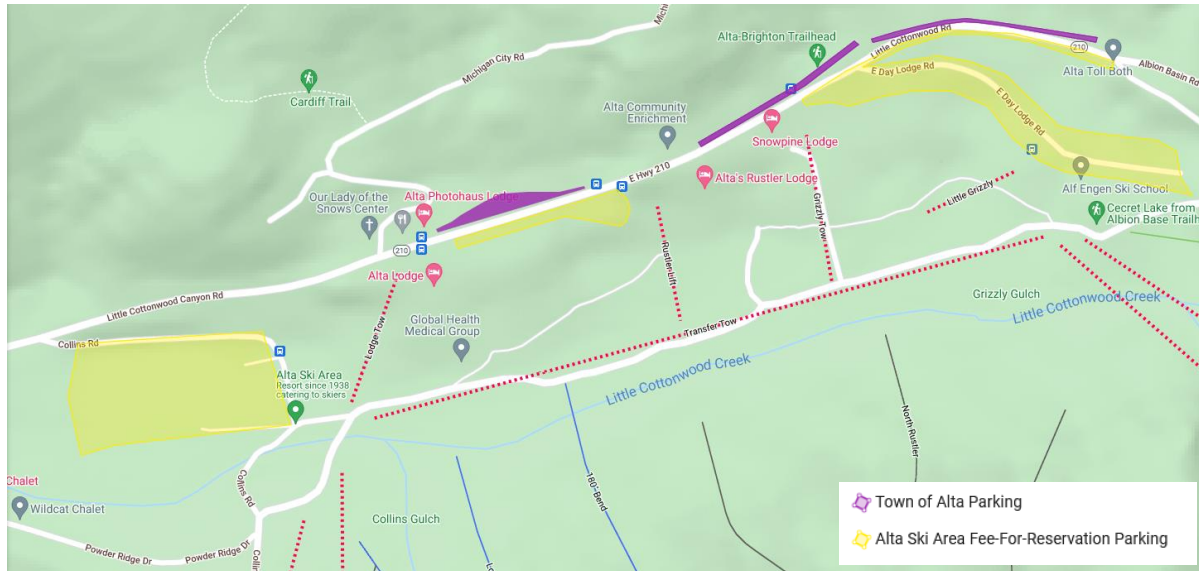
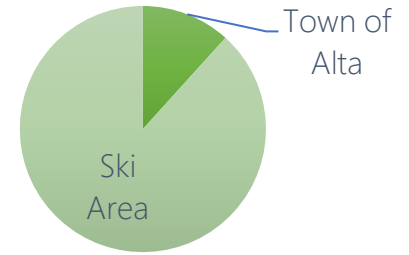


Parking Survey

Parking Supply

- 259 public spaces in Town of Alta
- 1,951 public spaces in Ski Area
- Parking on private property

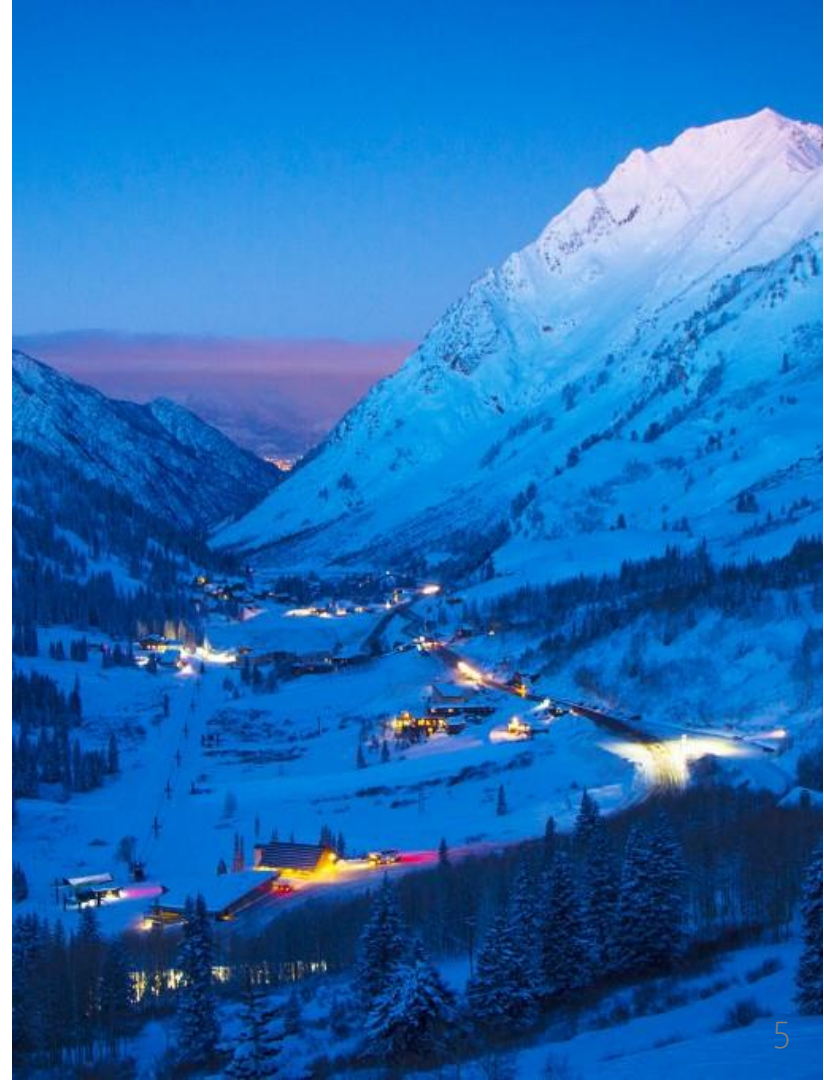
Public Parking Supply (by Location/Manager)



Survey Background

Parking Demand Generators:

- 37 cabins / private residences
- 373 lodge rooms
- 7 local businesses
- 7 short-term rental properties
- Alta Ski Area
- Note: Non-resort recreation visitor demand not represented



Survey Background

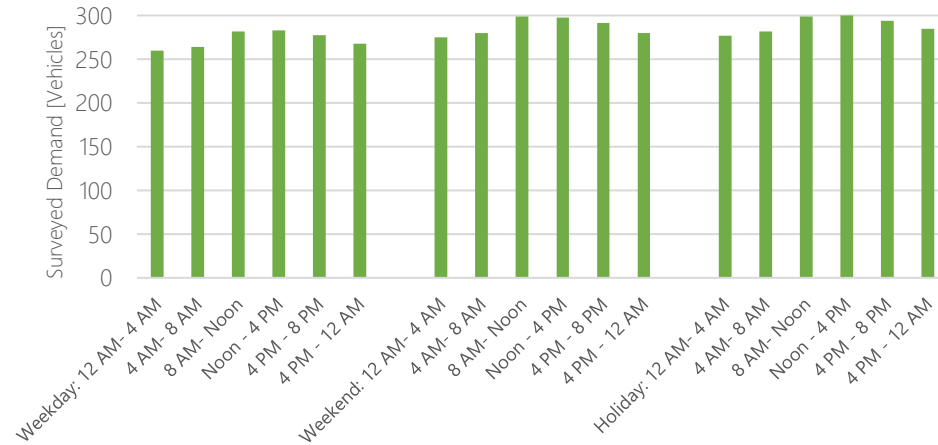
Response Rates:

- 100% of local businesses
- 100% of lodges
- 86% of cabin owners
- N = 57

Survey Limitations:

- Some respondents treated survey as a statement of their desired parking supply (versus what they would typically use).

Parking Demand in Town Managed Parking Areas

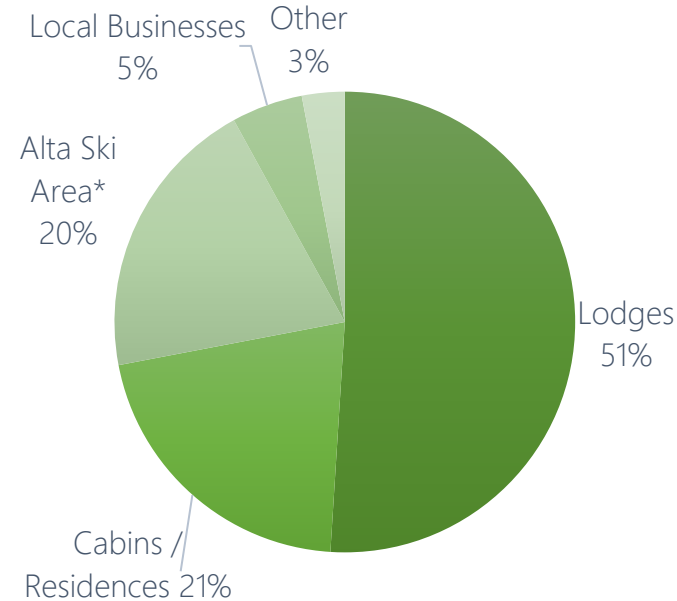


Survey Responses

Weekend/Holiday Peak Parking Demand Generated by Town Land Uses:

- Peak demand occurs from Noon to 4 PM
- 305 parking spaces of demand in Town of Alta
- 93 parking spaces of demand in Ski Area

Weekend/Holiday Peak Parking Demand in Public Parking Areas by Use Type:



Survey Responses

Lodge Holiday Peak Parking Demand:

- Parking on lodge property exceeds 100% occupancy
- 150 space demand in Town of Alta (50% of total demand)
- 44 space demand in Ski Area
- 373 total (fully occupied) guest rooms
- 348 lodge employees onsite during a typical ski season workday

Critical Question #1:

- How much will lodge parking continue to be provided at Alta Ski Area?

Other Uncertainties

Critical Question #2:

- By how much should the “effective parking supply” be reduced to account for those who purposefully do not comply with the permit system?

Critical Question #3:

- To what degree will skiers who reserve parking early at Alta Ski Area put Town land uses at a disadvantage from securing those spaces?



A photograph of a snowy mountain road with cars parked on both sides. The road is partially covered in snow and has tire tracks. The background shows a steep, rocky mountain slope with patches of snow and evergreen trees. A green banner is overlaid on the bottom half of the image, containing the title text.

Parking Plan Options

User Experience

Parking Groups



Cabin
owners/residents



Employees



Skiers



Non-ski area visitors
& customers

Parking Plan Options



OPTION 1:

Unrestricted parking permits



OPTION 2a:

Parking permits 20% greater than supply



OPTION 2b:

Permits equal to supply



OPTION 3:

Context-specific permit system

Parking Plan Options

Option 1: Unrestricted parking permits

- Daily permit fee: \$25
- Season permit fee: TBD
- Unlimited ability to purchase parking permits
- No guarantee that stall will be available

ADVANTAGES ✓

- Simplest option
- Equitable: equal access for all.
- Works well during non-peak periods.

DISADVANTAGES ✗

- Creates “parking space uncertainty” during peak periods.
- Illegal parking will occur.
- Unnecessary travel on Hwy. 210.

Parking Plan Options

Option 2a: Parking permits 20% greater than supply

- Both daily & seasonal permits offered
- A portion of Town supply will be set aside for seasonal permits, with remainder set aside for day use

ADVANTAGES ✓

- Reduces “parking space uncertainty”, though peak periods could still be a challenge.
- Works well from an available supply standpoint during non-peak periods.

DISADVANTAGES ✕

- Process to divvy up permits could be contentious.
- Could lead to underutilized parking on weekdays and certain weekends.

Parking Plan Options

Option 2b: Parking permits equal supply

- Similar to Option 2a, but more restrictive in terms of permit issuance

ADVANTAGES ✓

- Provides greatest level of "parking space certainty"

DISADVANTAGES ✗

- Process to divvy up permits will be contentious.
- Will lead to underutilized parking on all weekdays and many weekends.

Parking Plan Options

Option 3: Context-specific permit system

- Permit allocation considers individual use type circumstances and incentivizes reduced parking through fee structure:
 - **Cabins / Private Residences:** Generates average parking demand of 3 vehicles per unit. Progressive permit pricing.
 - (Ex: 1st car = \$, 2nd car = \$\$, 3rd car = \$\$\$)
 - **Lodges:** relatively low guest parking demand rate; high employee parking rate; room for travel demand management.
 - **Alta Ski Area:** To be formalized.
 - **Local Businesses / Rentals:** Small proportion of total demand; greatest sensitivity to pricing.

ADVANTAGES ✓

- Informed need-based, context-specific approach to allocating permits.

DISADVANTAGES ✗

- May be perceived as unfair

Questions?