

Memorandum

Date: October 8, 2021
To: Town of Alta
From: Christopher Bender, PE – Fehr & Peers
John Gard, PE, RSP1 – Fehr & Peers
Subject: **Town of Alta Parking Plan**

UT21-2292

Introduction

There are approximately 1,892 total parking stalls within the Town of Alta limits that are owned by the United States Forest Service (USFS). Most of those stalls are on Alta Ski Area's USFS special use permit. To better manage their parking supply, Alta Ski Area is implementing a paid parking plan that begins in November 2021. The paid parking plan would require ski area visitors to pay \$25 to park in designated Alta Ski Area parking lots on weekends and holidays (with no cost to park on weekdays). Alta Ski Area's parking plan is important to the continued operation of the resort but is also driving the need for a Town of Alta parking plan.

The Town of Alta plans to manage 247 parking stalls within the town along the north side of Utah State Route 210 (SR 210) during the upcoming winter. The Town managed parking areas include parking stalls located on land owned by the Town of Alta, USFS property outside the Alta Ski Area special use permit, and USFS property within the ski area USFS permit. The Town's management plan would issue permits to park within the Town of Alta managed parking area, and the parking permit system would be operational seven days per week, rather than on just weekends and holidays like the Ski Area. The Town of Alta contracted with Fehr & Peers to consult with the town to develop a parking plan that preserves and maintains parking throughout the Town of Alta.

To assess the parking needs of town land uses, Fehr & Peers worked with Town staff to distribute a survey to Town of Alta business owners, lodges/short-term rentals, and residents. A copy of the survey, as well as a brief overview of the survey results, is attached in the **Appendix**.



Permit Cost and Allocation Recommendation

Parking Supply and Demand

Using the data collected through the survey, Fehr & Peers and the Town of Alta developed a parking allocation plan to allot parking permits to various land uses throughout the town. A parking supply of 247 total stalls was assumed; this includes 114 stalls in the North Grizzly parking area, 48 stalls in the parking area across from the Snowpine lodge, and 85 stalls in the North Flagstaff parking area.

The parking survey led to the conclusion that the Town land uses (including residences, local businesses, and lodges/short-term rentals, and excluding pure Alta Ski Area visitation) would have a peak parking demand of 396 spaces in the afternoon during peak weekends and holidays. When considering day-use recreational user (e.g., backcountry skiing, etc.) demand, the overall parking demand would be even greater. Thus, it is readily apparent that the 247 spaces to be managed by the Town is not sufficient to serve the expected demand. Hence, the town and Fehr & Peers have worked cooperatively to develop this parking permit allocation plan.

Figure 1 shows the number of spaces in various parking areas throughout Alta and the entity that would manage each area. Note that parking management along the highway between the Wildcat Ramp and the Deep Powder House is to be determined. The map also notes the location of the five lodges in the town.



Figure 1
Study Area



Parking Permit Cost

Fehr & Peers and Town staff recommend that all single-day permits cost the same as the Ski Area parking reservation fee: \$25. The single-day permits need to cost a comparable amount to the Ski Area parking reservation to prevent Ski Area patrons from relying on the limited supply of town-managed parking (should it be priced less expensively).

Fehr & Peers and Town staff also recommend that seasonal permits should cost \$250 per season, which runs from mid-November through mid-May. This price was chosen to reduce the “per night” cost to those who park in Alta on a nightly basis. Assuming that a seasonal parking permit user would park in Alta approximately 50 times per ski-season, that would equate to approximately \$1,250 in single-day parking permits. Providing seasonal permits at \$250 each reduces that cost by 80%, while still discouraging Alta’s various constituents from over-purchasing parking permits.

Parking Allocation

Ski Area Parking

An allotment of **60 total permits** is being granted to Alta Ski Area in-kind for Town’s ability to manage parking within a defined portion of the Ski Area’s Special Use Permit with the USFS. This agreement is outlined in the Alta Ski Area/Town of Alta Memorandum of Understanding (ASA/TOA MOU).

Residential Permits

To manage the supply of existing parking stalls, Fehr & Peers and Town staff recommend allowing each residence to purchase a single seasonal permit. To accommodate a second vehicle at a residential unit, a single-day permit would need to be purchased (subject to availability). The number of seasonal parking permits for residences should be capped at **47 total permits**, which is the total number of residences that are projected to rely on town-managed parking (per the survey). Proof of residency in Alta would be required to purchase a seasonal residence permit.

Residential Caretaker Permits

To accommodate a limited number of full-time caretakers of Alta residences with parking, **four total permits** are recommended to be set aside as well. Similar to the allotment of seasonal permits for residences, proof of residence as a caretaker would be required before the permit is issued.

Local Business Parking

Local businesses responded to the survey and were accounted for in the parking allocation. The businesses that were found to need parking in town-managed areas include the following: the Alta Post Office, Friends of Alta, the Shallow Shaft restaurant, ACE, and the four Deep Powder



House locations. Fehr & Peers and Town staff recommend that each of these locations be allowed to purchase up to two permits. That would result in **16 total permits** allocated for local businesses.

By allocating 16 permits to local businesses, the total number of permits in the program will slightly exceed the number of available spaces. This is intentional, as the parking survey indicated that these businesses would only use 12 parking spaces during the peak weekend and holiday afternoon period and are likely to use very few spaces during overnight hours.

Short-Term Rental Parking

The majority of short-term rental companies indicated that their rental units currently provide sufficient parking for visiting guests. One short-term rental property, comprised of two separate units, has no parking on-site. Therefore, one permit per rental unit, up to **two total permits**, should be set aside for this use.

Lodge Parking

As outlined previously, the survey results indicate that the lodges have historically used the most parking within town managed areas. A portion of that use is attributed to guest parking while the remainder consists of employee parking. Fehr & Peers and Town staff recommend allowing up to **100 total permits** to be purchased by the lodges (inclusive of both guests and employees) for parking throughout the winter ski season. Notably, the Peruvian Lodge stated in the parking survey that they do not require any parking in Town managed parking areas since they maintain their own parking area which is adequate for their needs. Therefore, no permits are recommended to be allocated for the Peruvian Lodge. The remaining four lodges, the Alta Lodge, the Rustler Lodge, the Snowpine Lodge, and the Goldminer's Daughter Lodge would each be allocated up to 25 permits. It will be each lodge's responsibility to determine how best to allocate those permits among guests and employees.

Single Day Permits

To provide a short-term parking option, Fehr & Peers and Town staff recommend setting aside a portion of parking for short-term single day parking permits, which could be valid for 24-hour and overnight use. A minimum of **20 total permits** would be set aside for these single day permits. While the previously described seasonal permits were recommended to be only made available to those who demonstrated a consistent need for parking, these permits would be made available to the general public for purchase. If seasonal permit demand by residences, short-term rentals, and lodges is less than the allocations prescribed here, then the unused permits would be added to the single-day permit pool.



UTA Ride Share Permits

Fehr & Peers and Town staff recommend setting aside the remaining **two total permits** for Utah Transit Authority (UTA) transit vehicle use. It is also recommended that the permit cost be waived for these two permits given the environmental and indirect benefit to other users (i.e., additional parking) that the transit vehicles provide.



Summary of Recommendations

The Town's management plan would issue permits to park within the Town of Alta managed parking area, and the parking permit system would be operational seven days per week, rather than on just weekends and holidays like the Ski Area. The Town of Alta contracted with Fehr & Peers to consult with the town to develop a parking plan that preserves and maintains parking throughout the Town of Alta. **Table 1** summarizes the parking allocation recommendations.

Table 1: Parking Permit Allocation & Costs Outline

User Group	Units	Permits per Unit	Total Permits	Cost per Permit	Notes
Alta Ski Area	n/a	n/a	60	In-kind	Permits are granted to Alta Ski Area in exchange for Town's ability to manage parking within a defined portion of the ASA Special Use Permit with USFS (per ASA/TOA MOU).
Residents	47	1	47	\$250	Additional permits will need to be purchased from the daily pool
Residential Caretakers	4	1	4	\$250	Permits allocated to full-time caretaker units with long-term seasonal occupancy.
Local Businesses	8	2	16*	\$250	After all other permits are accounted for, this allotment will result in a slight oversell (i.e., more permits than total parking spaces). However, not all business hours overlap with highest demand parking period.
Short-term Rentals	2	1	2	\$250	Allocation of parking for short-term rental properties that have no on-site parking.
Lodges	4	25	100	\$250	This allocation allows the Alta, Rustler, Snowpine, and Goldminer's Daughter lodges to purchase up to 25 permits each.
Single-day Permits	n/a	n/a	20	\$25/day	Remainder of permits managed by Town of Alta. This supply can increase (up to a total of 50 permits) based on available supply of parking on shoulder of SR-210 between the Wildcat Ramp and the Alta Lodge.
UTA Rideshare	2	1	2	Exempt	Utah Transit Authority (UTA) rideshare van permits.
Total			247*		

* Only 12 stalls are projected to be used by local businesses during peak periods. Total permits reflect this peak usage.
Source: Fehr & Peers.

To match the single-day parking reservation cost in the Ski Area, each single day use permit is recommended to cost \$25. To reduce the cost burden on people who regularly need to park within the Town of Alta managed parking areas, each seasonal permit (aside from the portion being provided to the Ski Area) is recommended to cost \$250. It is also recommended to waive the seasonal permit fee for UTA Rideshare use to encourage car-pooling among employees.

Appendix: Alta Parking Survey

Survey Data Collection

The Town of Alta parking plan seeks to balance the parking needs of existing land uses within the town: lodges, local businesses, short-term rental properties, private residences, the Alta Ski Area, and non-resort recreation visitors.

Notably, 100% of all surveyed local businesses and lodges responded to the survey, and 86% of all residential property owners surveyed responded as well. Altogether, the project team had a sample size of 57 total responses to learn from. The bar chart in **Figure 2** shows, from left to right, the reported parking demand throughout weekdays, weekends, and holidays during different times of the day.

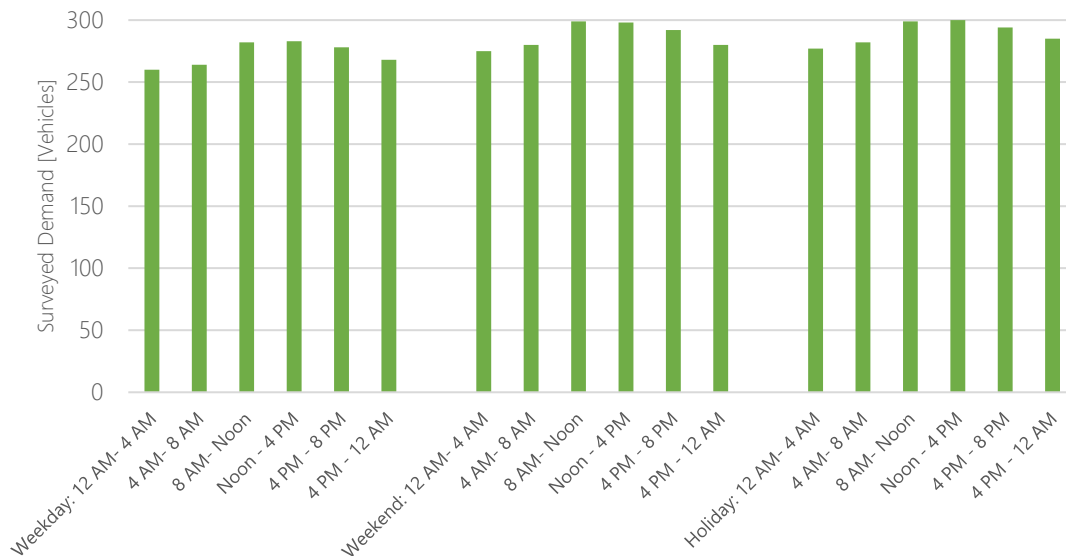


Figure 2: Parking demand in town managed parking areas.

As shown in the chart, holidays were shown to have the highest parking demand. During all time periods, weekdays, weekends, and holidays, the peak parking demand was observed to occur on afternoons between noon and 4 PM. The chart also indicates that some respondents appeared to treat the survey as a statement of their *desired parking supply* instead of *historical parking use* during a typical ski winter. This chart shows that tendency since the surveyed weekday parking demand was nearly equal to weekend and holiday parking demand. Due to this tendency, and for the purpose of this analysis, Fehr & Peers analyzed the peak parking demand period: Holiday afternoons.

The data gathered through the survey pointed to three key trends:

1. All private property parking was reported to be full during peak parking periods on weekends and holidays,
2. Parking demand within Town Managed areas was reported to exceed supply by about 23%; more specifically, the demand for parking was reported to be 305 spaces on holiday afternoons, when only 247 spaces are available in town managed areas,
3. An additional 93 parking stalls within the Ski Area have been used by residents, lodges, and local businesses on holiday afternoons.

Figure 3 shows the parking demand in public parking areas by type. Notably, lodge parking (between employees and guests) requires approximately half of all parking being used in public parking areas. The ski area also requires an additional 15% just for employee and service vehicle use, before recreational guest parking is accounted for.

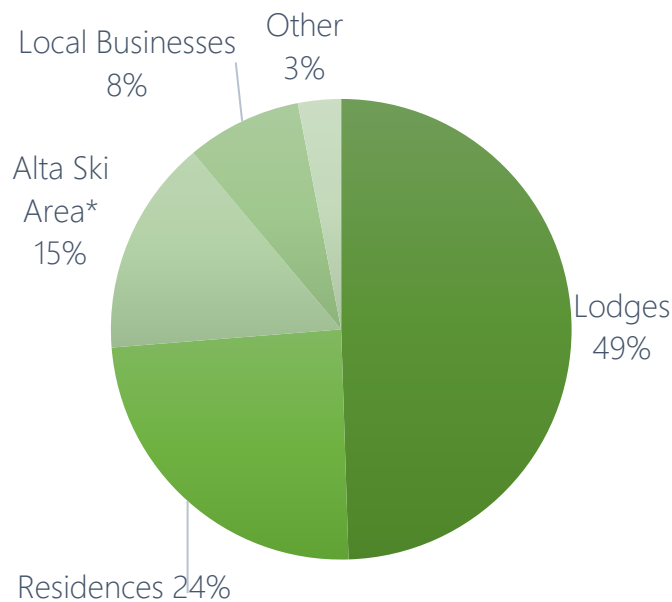


Figure 3: Weekend/holiday peak parking demand in public parking areas by use type.

The five lodges in the Town of Alta include the following properties: Alta Lodge, Alta Peruvian Lodge, Goldminers Daughter Lodge, Rustler Lodge, and Snowpine Lodge. Notably, the Alta Peruvian Lodge has a substantial amount of on-site parking, which accounts for all their parking demand through the winter. At each of the other four lodges, over 100% of the on-site parking was reported to be used. In addition to the 150 parked vehicles throughout the town of Alta, another 44 vehicles were reported to typically park in ski area lots. These 194 total parking stalls represent parking demand created by 373 fully occupied guest rooms (during the holidays) as well as 348 on-site lodge employees during a typical ski season workday. Based on the results of

the survey, since lodge parking demand comes out to be less than 1 space per guest room, it appears that lodge guests have historically been one of the larger groups to divert to transit modes of travel to get to and from Alta.

Proposed Parking Plans

Fehr & Peers coordinated with the Town of Alta to present various parking management programs to the Alta Town Council on September 8th, 2021.

Option 1 was an unrestricted parking permits option that would allow an unlimited number of permits could be sold to the public and to business owners.

Option 2 would limit the number of parking permits proportionally to the total supply of parking spaces within the town managed parking area, either with or without a percentage of overbooking permits. A portion of the town parking supply would be set aside for seasonal permit users, and another portion would be set aside for single-day permit users.

Option 3 sought to provide a context-specific permit system to meet the anticipated demands from various land uses. In this option, parking permits would be available to different land uses at different rates. The Alta town council voiced support for this option.

Following the September 2021 Alta Town Council Meeting, Fehr & Peers and the Town of Alta considered a variety of context-specific allocation concepts and fee programs. The recommendation outlined in this memorandum allocates permits between different classes of Alta parking users in a manner more consistent with Option 3 only two different rates, is more consistent with Option 2.



Town of Alta Parking Survey

Alta Ski Area will implement paid parking at its parking areas on weekends and holidays during the upcoming 2021-2022 ski season. As part of the Alta Ski Area paid parking program, certain parking areas in the Town of Alta commonly used by commuting employees, non-overnight business patrons, and other Alta visitors will be subject to the Alta Ski Area parking reservation and fee requirement. The Town of Alta is also designing its own paid parking permit management system for the 2021-2022 ski season to complement Alta Ski Area's paid parking program.

The Town will continue to manage overnight parking and potentially a limited amount of day-use parking in designated areas along the north side of SR-210.

The purpose of this survey is to help the Town understand historic and potential future parking demand in parking areas under its control. [Click here to see a map that shows a potential arrangement of how the Alta Ski Area and Town of Alta parking areas will be organized next winter.](#)

* 1. Please identify your property.

Property Name

Address

* 2. Which of the following best describes your property?

- ☐ Lodge
- ☐ Local business
- ☐ Private residence
- ☐ Short-term rental property
- ☐ Other (please specify)

* 3. During the winter, how many on-site parking spaces are on your property?

* 4. Who is permitted to use on-site parking at your property?



Town of Alta Parking Survey

Parking Demand in Alta

The following questions will help us understand parking demand associated with your property during winter ski season weekdays, weekends and holidays. Holidays during the ski season include Christmas, New Years, Martin Luther King Jr. Day, and Presidents Day.

[Click here to see a map that shows a potential arrangement of how the Alta Ski Area and Town of Alta parking areas will be organized next winter.](#)

5. How many vehicles associated with your property typically park on-site at your property at each of the following times during the winter ski season?

	Weekday	Weekend	Holiday
Midnight-4AM	<input type="text"/>	<input type="text"/>	<input type="text"/>
4-8AM	<input type="text"/>	<input type="text"/>	<input type="text"/>
8AM-Noon	<input type="text"/>	<input type="text"/>	<input type="text"/>
Noon-4PM	<input type="text"/>	<input type="text"/>	<input type="text"/>
4PM-8PM	<input type="text"/>	<input type="text"/>	<input type="text"/>
8PM-Midnight	<input type="text"/>	<input type="text"/>	<input type="text"/>

6. How many vehicles associated with your property typically park in town managed areas at each of the following times during the winter ski season?

	Weekday	Weekend	Holiday
Midnight-4AM	<input type="text"/>	<input type="text"/>	<input type="text"/>
4-8AM	<input type="text"/>	<input type="text"/>	<input type="text"/>
8AM-Noon	<input type="text"/>	<input type="text"/>	<input type="text"/>
Noon-4PM	<input type="text"/>	<input type="text"/>	<input type="text"/>
4PM-8PM	<input type="text"/>	<input type="text"/>	<input type="text"/>
8PM-Midnight	<input type="text"/>	<input type="text"/>	<input type="text"/>

7. How many vehicles associated with your property typically park in Alta Ski Area parking lots at each of the following times during the winter ski season?

	Weekday	Weekend	Holiday
Midnight-4AM	<input type="text"/>	<input type="text"/>	<input type="text"/>
4-8AM	<input type="text"/>	<input type="text"/>	<input type="text"/>
8AM-Noon	<input type="text"/>	<input type="text"/>	<input type="text"/>
Noon-4PM	<input type="text"/>	<input type="text"/>	<input type="text"/>
4PM-8PM	<input type="text"/>	<input type="text"/>	<input type="text"/>
8PM-Midnight	<input type="text"/>	<input type="text"/>	<input type="text"/>

* 8. Which of the following user groups park vehicles associated with your property during weekdays, weekends, and holidays? (Check all that apply.)

	Weekdays	Weekends	Holidays
Residents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Residential caretakers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Live-in" business employees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Non-live-in" employees who occasionally or routinely stay overnight in Alta	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overnight lodging guests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Town of Alta Parking Survey

Lodge Questions

9. How many rental rooms are there at your property?

10. What percentage of rooms are occupied on a typical ski weekend?

0% 50% 100%

A horizontal slider bar with a circular handle at the 0% mark. The bar is labeled with "0%", "50%", and "100%". To the right of the slider is a small square input box.

11. What percentage of rooms are occupied during a peak ski holiday period? Holidays during the ski season include Christmas, New Years, Martin Luther King Jr. Day, and Presidents Day.

0% 50% 100%

A horizontal slider bar with a circular handle at the 0% mark. The bar is labeled with "0%", "50%", and "100%". To the right of the slider is a small square input box.

12. How many guests can your lodge accommodate?

13. How many employees are onsite during a typical ski season workday?

14. Do you have any employees that reside on the property during the winter ski season?

☐

No

☐

Yes (how many?)

15. Where do fleet/service vehicles that are associated with your lodge typically park during winter ski season weekdays, weekends, and holidays? How many park at each location?

	Weekdays	Weekends	Holidays
On-site at your property	<input type="text"/>	<input type="text"/>	<input type="text"/>
Town of Alta managed areas	<input type="text"/>	<input type="text"/>	<input type="text"/>
Alta Ski Area parking lots	<input type="text"/>	<input type="text"/>	<input type="text"/>



Town of Alta Parking Survey

Reserved Parking in Alta

We would now like to ask you some questions about how your business, employees, customers, and/or guests may respond to the Town of Alta's pay-to-park permit system.

Although the details of the system have not been finalized at this time, the general concept is to charge a daily, short-term multi-day, or seasonal fee to park in town managed parking areas.

* 16. If your guests and/or employees drive personal vehicles to the Town of Alta, do you anticipate their travel and parking behavior will change in response to the Alta Ski Area and the Town of Alta paid parking programs?

- ☐ No
- ☐ Yes (please elaborate)

* 17. Will you ask your guests and/or employees to modify their travel and parking behavior?

- ☐ No
- ☐ Yes (please elaborate)

* 18. Do you currently use rideshare vans or similar organized transportation to your property, or have you considered doing so? If so, please give details.

- ☐ No
- ☐ Yes (please specify)

* 19. Did you previously participate in a survey from Alta Ski Area about parking? If so, how many parking spaces did you report that your property would likely use?

- ☐ None ☐ Three
- ☐ One ☐ Four
- ☐ Two
- ☐ More than four (please specify)

- ☐ Did not participate in a previous survey

20. We welcome any additional comments about these survey topics.

* 21. Who is the primary point of contact at your property that we could reach out to with additional questions? What phone number is best to reach them?

Name

Phone Number