

Staff is seeking Council input on several areas of focus for planning next year's event. Staff anticipates returning to City Council for continued discussions of these topics (Parking, Finance, City Property Use, Transportation and Enforcement, Engagement & Outreach, Financial Considerations) over the next 8 months after further data analysis and coordination. An economic impact summary of the Sundance Film Festival is currently being prepared by Y2 Analytics and is anticipated to be reported later in the Spring/Summer.

- Parking – Hourly and Flat Rates, Coordination regarding Load-in/out Permits, & Supplemental Parking utilization;
  - Parking staff intends to carefully review the rate structure for the second week of the Festival. There is capacity to pilot an hourly rate during the second half of Festival 2019, which may increase traffic, but also increase transient visitors to Main Street.
  - While the Load in/Out Permits helped increase the vibrancy of the Festival, additional coordination is needed between Parking, Finance, and Police for enforcement consistency.
  - Supplemental Parking areas outside of the Main Street core were well utilized. Partnered with transit and parking rates, these areas were well utilized and an essential function of the overall transportation plan in the City.
- Transportation & Enforcement – Taxi Zones & Residential Access Management;
  - Taxi Staging Zones
    - While the success of Local Taxi Staging Zones had mixed results, staff recommends continuing to coordinate taxi, TNC, and shuttles to help decrease traffic and congestion.
    - Staff anticipates changes to Taxi Staging in future years, and will work to continue to coordinate these areas during all events year round and increase communication.
    - Lyft Operations were very smooth and when complaints/challenges were reported, they were addressed quickly.
    - Staff finds that the relationships established with the Local For Hire/Taxi Group, as well as, Lyft and Uber were very valuable.
    - It is important to note that the Transportation Planning Team Coordination is essential for success of the Festival – this includes Sundance and City Staff from Special Events, Transportation Planning, Public Works/Transit, Streets, Public Safety and Parking Services. When coordinating, if anyone of these items changes, it impacts all other aspects of the program and operations. Coordination and communication between these departments is key.
  - Residential Access Management and Enforcement
    - Staff found the Residential Access Management to also be very beneficial to reduce traffic through the old town residential neighborhoods.
    - The City has secured a contract with Kane Security to continue to provide this service for the next two years of the Festival.
    - We are evaluating locations and depending on operations for the 2019 Festival, staff may need to increase residential mitigation areas.
- Finance - CSL Rate Changes, Vacancy Ordinance, Convention Chain Business Restrictions;
  - CSL Rate Changes were made in 2017 that increased the overall CSL Type 2 fee from \$372 to \$809.58 (\$437 difference).
  - In 2017, there were 112 CSL Licenses. These funds all went to transportation.
  - In 2018, there was an increase of 133 CSL Licenses (19% increase in licenses). These funds went to transportation, enhanced enforcement, Main Street BID and Administrative needs.

- After review of increased mitigation including taxi, pedestrian management, EMS and Fire Services and Public Safety, staff is analyzing costs and will come back to a late April meeting to further discuss increasing CSL fees.
- As staff continues to coordinate Festival operations, we are coordinating Vacancy Ordinance and Convention Chain Business Restrictions that will play a larger role in the 2019 Festival both for Sundance and for unofficial sponsors.

City Property Use – New and existing Sundance venues and sponsors activations;

- Sundance and the City continue to coordinate regarding new and existing Sundance venues and activations. Property use continues to be a challenge with increasing rents. Staff is evaluating both new and existing venues and will coordinate to look at possible ‘carrots’ to encourage sponsor activations throughout the 10 day festival.
- As stated above, changes to the vacancy ordinance and convention chain business will continue to play a role in challenge.

Engagement & Outreach – Planning Coordination;

- During the 2018 Festival a robust community engagement and outreach plan was established. From August to March, staff and Sundance coordinated potential changes, impacts and debrief with MANY community members.
  - This high level proactive outreach was well received, however, takes increased staff time and costs to complete.
  - Staff believes that this high level of outreach, also resulted in an overwhelming response of positive/constructive feedback throughout the Festival. While some concerns and complaints were received, there was more positive/constructive feedback regarding planning and changes than had been received in previous years.
  - Additionally, items such as Social Media, Rules of the Road, Community Guide (also available in Spanish) and Text Alert System have continued to help the Community access information and the City communicate during the Festival.
- Financial Considerations – Increased Service and Costs.
    - Major Changes to the Festival outlined in Exhibit B were attributed to increased City Service Costs as well as increased need for contract staffing for residential, pedestrian, parking and taxi enforcement. Not all of these increases in costs can be solely attributed to Sundance Film Festival, as there are many unaffiliated activities during this time, as well as normal daily activities such as resort and school loadin/out, and also First Amendment activities.
    - Increased costs included Public Safety, Transportation Planning (Barricades, signage, contract enforcement), Transit, Community Engagement and Parking.

**Sundance 2018 Internal Department Feedback Matrix**

Department	Successes	Needs Improvement
Parking	<ul style="list-style-type: none"> <li>• Too many to list – see notes below.</li> </ul>	<ul style="list-style-type: none"> <li>• Taxi Zones – look at creating zones for all types of taxis/tnc/hotel shuttles.</li> <li>• More training in coordination with Police.</li> <li>• Work on a way to create a staffing list cross departments to identify which staff are working at what times.</li> </ul>
Transportation Planning	<ul style="list-style-type: none"> <li>• Access control and residential mitigation.</li> <li>• Coordination with departments and outside agencies.</li> <li>• Parameters deployed to manage and control parking.</li> <li>• Lyft seemed to positively contribute.</li> </ul>	<ul style="list-style-type: none"> <li>• Inconsistencies in delivery of traveler information.</li> <li>• Work with Pedestrian Management team to enhance training for pedestrian and traffic control</li> </ul>
Transit	<ul style="list-style-type: none"> <li>• Transit saw a 13% increase in ridership.</li> <li>• Increased no parking barricades to ensure transit could pass through.</li> <li>• Use of Richardson Flat Park and Ride during the entire Festival – 8,569 people rode the Richardson Flat Shuttle!</li> </ul>	<ul style="list-style-type: none"> <li>• Increased marketing/media regarding park and ride lots. Transit must be the prioritized.</li> <li>• Create express style service to and from Park &amp; Ride lots.</li> <li>• Greater police presence at key traffic intersections – police presence deters people from blocking intersections.</li> <li>• Look at Festival sponsor areas and venues in coordination with transit hub to ensure transit operations and reduce traffic on Swede.</li> </ul>
Streets/Parks	<ul style="list-style-type: none"> <li>• Sidewalk snow removal</li> <li>• Pedestrian Trash Control</li> </ul>	<ul style="list-style-type: none"> <li>• Increase pedestrian recycling opportunities.</li> </ul>
Library	<ul style="list-style-type: none"> <li>• Parking, Pre-Meeting, Sundance Volunteers</li> </ul>	<ul style="list-style-type: none"> <li>• Logistics such as trash removal and Door Programming</li> </ul>
Rec/MARC	<ul style="list-style-type: none"> <li>• All efforts were very smooth</li> </ul>	Re-evaluate Parking flow
Building	<ul style="list-style-type: none"> <li>• Better coordinated enforcement on Main between Building and</li> </ul>	<ul style="list-style-type: none"> <li>• Delivery and parking permit venue loadin/out program.</li> <li>• Pedestrian management</li> </ul>

Sundance 2018 Staff Analysis and Community Debrief

	Police	areas without Police Officers assisting, could be better managed.
Finance	<ul style="list-style-type: none"> <li>• Changing Business License Renewal to October instead of January. Huge staff relief.</li> </ul>	<ul style="list-style-type: none"> <li>• Increased communication earlier between departments (start in summer).</li> <li>• Volume of applications due greatly increases – creating a big surge in workload for the department.</li> <li>• Better coordination with Parking regarding loadin/out permits for venues.</li> <li>• Increase Fine to those operating without Type 2CSL</li> <li>• Look at a way to balance restaurant activations booking dinners as part of normal business – focus is to better control loadin/out of the venue</li> </ul>
Special Events	<ul style="list-style-type: none"> <li>• The incredible collaborative effort between Sundance, Departments, and many community partners.</li> <li>• Decrease of vehicles in residential areas.</li> <li>• Location of the Respect Rally significantly reduced impacts as compared to 2017.</li> <li>• Weekly Event Transportation Planning meetings (Transpo Planning, Streets, Police, Parking, Special Events and Transit) were incredibly helpful. These should continue.</li> </ul>	<ul style="list-style-type: none"> <li>• Begin coordination meetings earlier – suggestion between City and Sundance is to start in April.</li> <li>•</li> </ul>
Police	<ul style="list-style-type: none"> <li>• Main Street Patrol Zone</li> <li>• Traffic Flow on Main Street</li> <li>• City Departments were very responsive to Police Requests.</li> <li>• Outside Agency Assistance</li> </ul>	<ul style="list-style-type: none"> <li>• Parking issues continue to be a problem.</li> <li>• Overcrowding of some venues.</li> <li>• Any First Amendment Requests during Sundance should be directed to North City Park as a venue.</li> <li>• Budget constraints due to staffing needs.</li> <li>• Balancing workload of</li> </ul>

		officers.
Emergency Management	<ul style="list-style-type: none"> <li>All changes led to very positive results.</li> </ul>	<ul style="list-style-type: none"> <li>Caution –careful not to mess with success while continuing to fine tune.</li> <li>Look at balancing staff with some shorter shifts.</li> </ul>
Community Engagement	<ul style="list-style-type: none"> <li>Great teamwork with departments and Sundance Staff</li> </ul>	<ul style="list-style-type: none"> <li>Improve process for pushing out Text Alert</li> <li>Improve timeline for Sundance communication needs.</li> </ul>
Planning	<ul style="list-style-type: none"> <li>Good internal coordination for submitted permits and applications.</li> <li>Fewer illegal signs because of proactive enforcement.</li> </ul>	<ul style="list-style-type: none"> <li>Add clarity for public regarding exact submittal requirements.</li> <li></li> </ul>

**Parking Services List of Positive Improvements:**

- o Consistent and clear VMS signage
- o Strong communication and outreach before the event
- o Consistent park and ride options at Richardson Flat and Homestake, with 10 minute free transit, running through the entire event. Richardson Flat carried approximately 857 riders per day, and averaged 250 cars parked each afternoon
- o The addition of the electric express and the modification of Sundance supplemental transit routes created efficiencies
- o Parking rates created a necessary disincentive
- o Carpool permitting reduced the number of single occupancy vehicles on the road
- o Lyft worked closely with Sundance and City staff and demonstrated a careful plan to keep drivers from creating congestion near the transit center
- o Police presence was strong throughout town and especially on Main Street
- o Added pedestrian management assisted vehicle flow
- o The residential management plan involved additional contracted enforcement during peak times and signage

## 2018 Sundance Institute & City Staff Debrief

- City Hall and Sundance to have meetings earlier on – starting planning as early as April 2018.
- Staff and Sundance to work to coordinate Supplemental Plan dates and meetings. Sundance clarified that they need the time in November, December and January on the agendas.
- City Staff working on analysis and data regarding the need to increase CSL costs. This includes that late fees need to increase for CSLs.
- Need to follow up on vacant private properties and increasing costs of rental for spaces.
- Need to follow up on City property uses – Miners, Rec Center, Clinic, Parking changes, as we lead into planning.
- Transportation Planning was super awesome! Using existing, increased and improved routes helped to increase ridership. Richardson Flats was a major success.
- Need to change the story – there is free parking during the Festival.
- Goal was to reduce cars in town and this was successful.
- Decreased hours of transit, but increased efficiencies creating a more effective capacity.
- Look at coordinating with Sundance as they update their transportation app to achieve better continuity. Need to think about how Sundance and City transportation apps work together.
- Need to look at parking rate structure. Staff and Sundance will look at options to explore a flat and hourly rate. Need time to review and bring back in a discussion.
- Need to work to find ways to incentivize sponsors and companies to stay past the first weekend.
- Look at parking permit logistics and coordinate for merchants, delivery companies etc...
- Increase outreach and coordination with HPCA to increase responsiveness.
- There was an increased Public Safety presence. Many gains were made. Increasing efficiencies in traffic mitigation, residential mitigation, and traffic flow.
- Theatre District and other venues in Park City but off of Main Street helped to spread the crowds and enhanced the Festival.
- Rally at City Park helped with traffic flow and helped to
- Need to look at Park Avenue and 9<sup>th</sup> Street/7<sup>th</sup> Street for likely increased pedestrian and public safety to help with residential enforcement, pedestrian management and transit flow.
- Sponsorship with Lyft helped to leverage relationships with Local Taxi Stakeholder Group and Uber.
- Lyft operations were very well received. Prime Time charging was very limited.
- Lyft is using the relationship that was created in Park City as a model across other major event platforms.
- Need to work ahead to address internet/technology connectivity challenges.
- Community Guide needs to be reviewed in early December by Sundance. Publish Community Guide shortly after the Holiday Break.

### **Sundance 2018 Adhoc Business Feedback**

One building owner leases dis-incent temporary rentals as they feel it's too disruptive across the board;

- One owner felt that many building/biz owners expecting to do a temporary rental of their space were expecting way too much money;
- The majority of the group expressed concern about the Festival having two distinct parts, the first four days and the rest of the Festival;
  - o Discussion ensued about facilitating additional: activity, business, sales, programming, sponsor activity, subsidies to do so
- One building owner felt the traffic was the worst traffic year ever, but it was in the context as a local resident and their convenient ability to access Main Street during the Festival. In their mind, the TNC's (Uber, Lyft, etc.) are a main catalyst in making the downtown worse, in particular because many drivers lacked appropriate winter driving equipment, and lacked experience in Park City;
- There was a strong consensus that Sundance Film Festival and all it brings is very worth any inconvenience; and very worth any impact on typical winter tourism based sales numbers.
- In summary, the group wanted to focus on the use of carrots to promote additional activity vibrancy for the second ½ of the Festival. The group was aware of and appreciative of the ongoing awareness and efforts of the Institute to address this issue.
- Ideas included: SD venues more accessible to the general public; promoting more skiers; screening movies publicly, more (public) live music; adjusting parking rates
- The group was interested in seeing the various data points during the debrief on things like: attendance, traffic & trips, parking, Blynco, etc.
- Group felt the following are disruptive to the Festival & experience: TNC's, Hotel Shuttles & unlicensed nightly rentals.

## **Sundance 2018 HPCA Feedback**

### HPCA Member Input Summary for City Council Sundance De-brief

Economic Impact – HPCA Executive Director, Michael Barille has spoken with a significant percentage of HPCA members, the HPCA Events Sub Committee, and conducted a discussion with the HPCA Board of Directors. In terms of the economic benefits to individual businesses attributed to Sundance (essentially year over year sales) many businesses are now reporting that Sundance has been flat or down year over year for the past several years and significantly down for the second half of the festival. Observationally merchants have attributed this dynamic to the fact that in terms of visitation and traffic town is generally back to normal for an in-season week and weekend for the second half of the festival, however, peak event restrictions to circulation and parking are still in effect in the Historic District. The consensus among HPCA Members is that during the second half of the Sundance Film Festival volume of visitors and the demographic of visitor is different than during the first half of the festival and much more in line with a standard winter in season weekend. Therefore, the desire among HPCA members would be to see circulation and parking controls significantly relaxed and to look at operational plans for the second half of the festival that more closely mirror our standard winter weekends. The overlap of the second half of the festival with FIS World Championships in 2019 has also been discussed. Again, from the perspective of HPCA members we are as a community very used to hosting resort visitors and skiing related events and so the latter half of Sundance and the week of World Championships should be a business as usual event for us with some increased transit frequency and some great out-reach and messaging to let visitors know we have a great historic downtown that is open for business and ready to welcome the world.

### Additional HPCA Input specific to Sundance 2018

**Hits / Positive Changes and Observations for Sundance 2018** – The following is a list of items that were noted by our group to be positive adjustments to permitting, operational plans, and implementation for this year's festival based on HPCA Staff and Member observations.

- **Engagement / Dissemination of Information** – Door to door outreach from City Events and Public Information staff was frequent, timely, and appreciated by reporting members. Continuing this level of engagement on a predictable schedule and with appropriate staffing is important to the HPCA.
- **New Load Out Restrictions** – restricting hours for load out to early morning hours prior to prime business hours and arrival of most visitors was a success and helped to mitigate the sense that the street was “closed” or uninviting midweek.
- **Employee Parking and Transit from the Homestake and Richardson's Flat lots** – The vast majority of reports from business owners and employees were that those that utilized these parking options and transportation to and from the lots had a positive experience. Exceptions were the opening Saturday when weather and traffic accidents slowed all traffic. And a few other reported delays during opening weekend.
- **Pedestrian Crossing Management** – Use of paid staff to monitor crossing both at intersections and midblock has been reported and was observed to make significant improvements to flow of traffic and in providing a better guest experience and access to businesses.
- **Use of City Park for Demonstration** – Many members have reported that holding the Respect Rally in City Park rather than as a march on Main Street resulted in fewer impacts to businesses and their employees. Transit restrictions up Park Ave into Old Town due to the



rally has been mentioned as the only negative impact to the approach. There is broad support for encouraging future first amendment events to follow this model.

- **Neighborhood Access Restrictions** – The use of public safety staff to limit circulation to and through surrounding neighborhoods was reported to have positive overall impact to circulation through the district and in reducing impacts to residents.
- **Solid Waste and Business Licensing Fees from CSL licenses** – Cooperation from our partners at Republic Services and in the City Finance and Economic Development Offices to institute more representative fees for those creating temporary installations for the festival has helped to mitigate financial impacts to the HPCA from increased demand for core services. Very few complaints about licensing costs were expressed.

**Misses / Changes** to Festival related operations and permitting where further improvement or changes are needed – Members have reported a number of frustrations with changes implemented for the 2018 Sundance Film Festival. Some of these issues created operational frustrations or customer experience issues. Others had direct financial impacts. A summary of the issues expressed to HPCA Staff thus far follows.

- **Flat Rate Parking Historic District Access** – Initial stated target for China Bridge pricing structure was to charge \$8 / HR with a maximum daily rate of \$60. Just before the festival it was determined that neither the new technology or the parking management staff employed for the festival was able to implement an hourly rate. Staff *may* have also felt that a *flat* daily rate would better manage congestion and those searching for parking. Member observations, however, indicate that an hourly rate is a necessary and desired option where the standard pricing structure is modified for an event. The HPCA believes that demand-based pricing for parking was intended to be dynamic and able to account for differing rates and utilization for example during the opening weekend of the festival versus the remaining 10 days of the festival. We understand that pricing will be significantly different than normal peak season rates during the opening four day weekend. However, our members strongly advocate that during the mid-week and second weekend of the festival rates return to something much closer to normal peak rates and be charged on an *hourly basis*. This will allow for visitors, volunteers, and locals alike to make the choice to stop in for lunch or a short shopping excursion without parking fees being a complete barrier to entry. Variable message signage could still communicate when parking is full and the rates could be elevated enough to discourage competition between employees and visitors while still encouraging people to see the “real” Park City instead of being displaced to outlying commercial developments as their alternative and missing the experience of Historic Park City.
- **Parking Data** - The HPCA looks forward to viewing parking counts from the both halves of the festival with the Parking Management Staff. Observationally, China Bridge appeared to be minimally utilized (often under 50% occupancy) especially after the opening weekend. This is of particular concern to the HPCA membership for the lack of access this policy seemed to communicate to visitors and locals alike especially as the festival week wore on. Typically, our members see a shift in clientele the second half of the festival that include destination visitors that are partially here for the festival and partially for the other great offerings in our community. This is supported by the increased numbers seen at area resorts and ski rental businesses during the second half of the festival. Members also tend to see locals with visiting guests the second half of the festival. In 2018, very little of this activity was observed and revenues appear to be down as a result. Having the option to pay an hourly rate at China Bridge (even at an increased rate) is in the view of our membership essential to preserving the locals bringing guests contingent, business lunch meetings, and tourism visits from those who

chose to avoid the first weekend of Sundance which are important to revenues for the businesses who attempt to operate as normal during the festival. These businesses are critical to providing a local and authentic flavor to the Historic District during the festival.

- **Load In for Festival Venues and CSL Licensees** – While the new restrictions on hours for Load Out were generally viewed as successful; the days leading up to opening Thursday saw Load In conditions that were at best chaotic and certainly negatively impacted access to local businesses, deliveries, service providers, and guest experience. HPCA would like to explore similar time restrictions to govern Load In during the several days prior to the festival as were applied to Load Out for midweek.
- **Sponsor Venue Management** – There were several complaints most specific to the Chase Lounge regarding poorly managed lines, unruly patrons, and poor clean-up of trash and other incidentals to operations. These impacts not only obstructed access to neighboring businesses but created an environment that was intimidating and unappealing for their patrons. HPCA Staff will work with City Events Staff and Sundance Operational Staff to improve Venue management and responsiveness.
- **Timing of Communication and Venue and Event Operational Plans** – The HPCA would encourage a calendar of firm deadlines for plan submittals and permit approvals with enough lead time so that partner organizations like the HPCA can review plans with real specifics and respond to something that is less of a moving target. Additional predictability to the timing of final plans would also allow the City and HPCA to coordinate our outreach message to a few key dates when members know they will receive solid information and need to be paying attention. As of now it often feels to members like they get a new update every week and never know when they can plan on final answers and plans to communicate to employees and patrons or to utilize in making their own operational business decisions. This tends to lead to more businesses throwing up their hands, looking for temporary lessee and to an overall less authentic presence for our Historic District just when it is placed on the world stage.
- **Taxis, TNC's, loading zones** – The experiment was a good one to entertain and Lyft operations and the planning for where their drivers would stage was a positive. Overall the number and lack of organization and compliance observed with all types of transportation service vehicles was still a huge disappointment. In the view of the HPCA this single element of the festival has a much greater impact on congestion and circulation issues than any of the parking measures employed or contemplated. We will continue to work with City Staff to identify strategies to mitigate these impacts and feel strongly that all means of regulation and mitigation should be on the table.

Michael Barille and the HPCA Events Sub-Committee will look forward to follow up discussions with both our great partners at the Sundance Film Festival and in the City Events, Streets, Public Safety, and Economic Development departments. With consistent and timely dialog, we are optimistic that we can arrive at an implementation plan for Sundance 2019 and FIS World Championships that addresses the complexities of these events and at the same time capitalizes on the exposure and energy these events offer to showcase our amazing historic district.

## **Sundance ForHire/ Taxi Stakeholder Group Feedback**

There was mixed feedback from the For Hire/Taxi Stakeholder group regarding Sundance.

- Some companies stated that the staging areas were unhelpful and unnoticed and that Lyft received a better placement than what was provided to local taxi groups.
- There was concern that the spaces for the post office were not being regulated for local taxi license holders only (TNCs – Lyft & Uber were using them).
- There was a request for increased enforcement in the lots to ensure that only Local Taxis can stage in these locations.
- There were comments given about redirecting traffic one way on Main Street and Swede Alley to help reduce traffic, double parking and not negatively impact pay stations.
- One member of the group stated that Sundance transportation plan was an absolute failure – including taxi staging areas, stating the TNCs had the run of the City. They further stated that rules are only being enforced by those playing by the rules.
- One member stated that things worked better this year than the last 4 years (since TNCs appeared on the scene) and that there is room for improvement with regards to enforcement.

### 2018 SEAC Feedback 2/21/2018

Pros: Homestake lot for Main Street employees

Cons: PC MARC egress

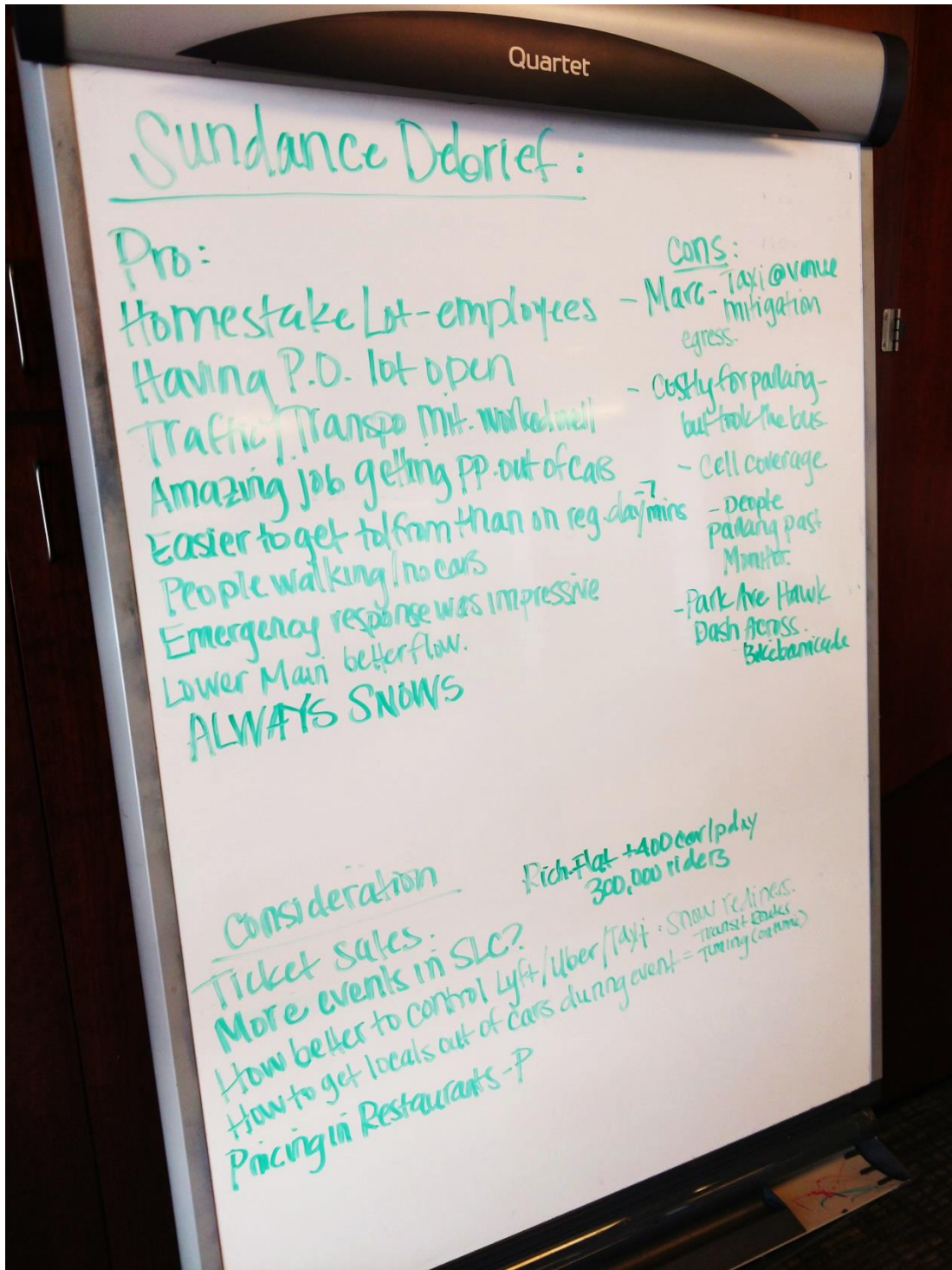
- Post Office lot open for residents
- Traffic and transportation mitigations worked well
- Amazing job getting people out of cars barricades on Monitor
- Emergency response to emergencies was impressive
- Lower Main Street had a better flow
- Always snows

Costly parking  
Cell Coverage  
Parking past

Park Ave  
pedestrian

#### Considerations/Questions for Staff

- Are there more events in SLC? How were ticket sales?
- How to better control Lyft, Uber, Taxi to be more snow ready?
- How to get locals out of cars during the event? Transit routes and timing of buses.
- Pricing in restaurants increases during the festival.



## 2018 Community Feedback

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**From:** Steve Joyce  
**Sent:** Sunday, January 28, 2018 7:20 PM  
**To:** Jenny Diersen; Ken Fisher  
**Subject:** MARC parking during Sundance

I go to the gym most days and over the years, parking at the MARC during peak hours in Sundance was very painful. It was obvious that a fair number of movie viewers were sneaking parking. Not sure what was done differently this year, but both Julie (my wife) and I had nothing but excellent experiences the entire event. Not a single issue. Whatever you did differently, Thank You! It worked.

Steve Joyce

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**From:** Gordon Strachan  
**Sent:** Monday, January 29, 2018 8:44 AM  
**Subject:** Traffic during Sundance

Diane- fantastic job on 3 goals on traffic mitigation during Sundance. I was here throughout Sundance at our home at [REDACTED] Park Ave so watched Park Ave, Main St and Heber all times of day. Moving and safe and useable by residents. I'll do survey mentioned on KPCW this morning but didn't catch names of interviewees; please THANK THEM. Best regards, Gordon

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**From:** Melissa Band  
**Sent:** Tuesday, January 30, 2018 8:46 AM  
**Subject:** Re: you killed it!

Seriously. I meant to email you the other day. A big group of Realtors from the legislative committee were talking about well done the whole thing was, and how it felt like it wasn't even Sundance. Amazing to see all this stuff being put into action, and working. Thank you for all of your hard work! - Melissa

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For me, things went seamless and I no problem entering & exiting Heber Ave with my displayed pass. Things overall in town looked less congested ....I will be curious to see what the attendance number look like for SDance 18'. Thanks Again. Forrest

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Matt from Yuki Yama –  
We wanted to thank @parkcitygovt for doing a tremendous job managing this event! Our staff greatly appreciated all of your hardwork and adjustments you made to the festival – hats off to you all!

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Jenny

I just wanted to extend a belated thank you for your efforts to ease the crazy traffic we experience on Prospect Ave in Old Town during the Sundance Film Festival. Posting a sign on the highway coming downhill out of Upper Deer Valley actually make our street livable during the afternoon rush

hour out of the upper resort properties. As you know we have a rather challenging street and with the Montague and other shuttle bus drivers telling us their bosses told them to take this "short cut" we were left with a parking lot on one of the steepest streets In Old town. Had there been an emergency on Prospect it would have been impossible to access the problem with this street blocked from its entrance on the state highway all the way to Hillside at the Northern end. All my neighbors appreciated this change and request this action continue in future years.

Perhaps a "No Left Turn" off 224 on to Prospect is a good year round addition?

Feel free to contact me if you need neighborhood help. – Kim Marks 57,59,68 Prospect Ave

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Hello, Park City parking folks, I just wanted to thank you for all the Main Street employee parking options provided this winter. The carpool pass is GREAT--my coworkers and I use them every day we work. Homestake is pretty convenient, though there's almost always somebody to carpool with and I haven't had to use it much. During Sundance, it was especially nice to have Marsac lot and the upper deck of China Bridge available, too. Thank you so much for these options!

Sincerely, Clair Sleger (and many coworkers feel this way, as well), Riverhorse on Main

<https://www.parkrecord.com/opinion/editorial-behind-the-scenes-stars-are-secret-to-sundance-success/>



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March 6, 2018

To Whom It May Concern:

My name is Joseph Vignogna. I am the General Manager at the Riverhorse on Main. I am writing this letter in hopes of extending my appreciation to city planners and leaders, as well all others who have helped make Park City's transportation and parking a more well-planned and sustainable operation.

I am thankful for the changes that have taken place this season, particularly during Sundance. The paid parking, carpool permits, employee parking lots, as well as other changes, were communicated clearly, and were implemented with an unbelievably smooth transition.

In my eyes, the carpool parking permits that were provided this season and during Sundance, were extremely effective. Not only does carpooling help create parking availability, it reduces traffic, and also cuts back on emissions. In order to help employees carpool more easily, we changed the 'in-times' of much of our staff. Now we have large groups of employees arriving and leaving work at the same time.

Initially we were concerned that our labor costs would increase, but we have found that we do not need as much set-up, or break-down time. It seems that our staff is working more efficiently together to get things done. I estimate that by the end of the winter season, we will save close to 100,000 miles of driving. That's a lot of cars off the roads!

I will also mention that our guests have seemed to be sitting down closer to their reservation times. I believe that guests are now able to arrive to the restaurant on-time because they are not stuck in horrendous traffic, nor are they unable to find parking. All the while, I am yet to hear a single complaint that parking prices are too high.

Before the season started, much of our staff had concerns about parking and transportation. At this point, I hear no complaining. When I ask for feedback, everyone has been rather happy with the consistency in bus and shuttle times. Last year, during Sundance, much of our staff



arrived hours early to avoid traffic and parking difficulties. We also repeatedly had people arriving very late.

This year, I had very few issues with punctuality. Things are more certain now. Even though one's trip to work might take 10 minutes longer, everyone can be confident that he or she will arrive on time because there are consistent options. I've even had staff mention to me that they really enjoy the carpool at the end of the night, even though they thought it would be difficult when they were first presented with the idea.

These changes mean so much to me not only because they effect my workplace, but because they are changes that need to be considered on a larger level in order to maintain the characteristics of this incredible community that we all love and enjoy. As Park City moves in an environmentally mindful path, it shows all of the visitors, as well as our seasonal workers, that Park City is a place that cares about its future.

Currently, our restaurant is making efforts to become more and more environmentally friendly. The staff is on-board and creating a buzz with our guests. I think a lot of that has to do with the staff seeing that change is not always a bad thing. The transportation and parking changes have been an incredible example of this. Some of the harshest critics are now realizing that if we work together, and are willing to sacrifice just a bit, Park City will continue to be an incredible place to work, play, and to call home.

If anyone would like to hear additional or personal feedback in regards to this season's parking and transportation changes, and how it continues to impact the Riverhorse on Main, please feel free to reach out.

Sincerely,

Joseph Vignogna  
General Manager  
Riverhorse on Main