

Exhibit B - Kimball Arts Festival Parking and Transit Analysis 2018

For the weekend of the Kimball Arts Festival (Friday, August 3 – Sunday, August 5), City staff implemented the following mitigation strategies:

Satellite Parking Options

In order to reduce congestion in Old Town and along corridors such as Deer Valley Drive, Kimball Art Center coordinated the use of the School District Kearns Campus, Deer Valley and Vail parking lots in a park-and-ride capacity during Arts Fest weekend. On the weekend of the Festival (August 4th & 5th), the School District lots filled to approximately 70% capacity, suggesting that the parking measures implemented downtown and increased transit use were effective in reducing private automobile trips into Old Town. A decrease in total congestion of satellite lots was observed between last and this year (80% in 2017), but the flow of traffic to and from the lots was consistent throughout the festival.

Paid and Restricted Parking in Old Town

During Arts Fest weekend, staff implemented a parking rate of \$5 per hour with a \$18 per day max rate for Saturday and Sunday and Normal parking rates on Friday evening (\$3 per hour/\$18 max) in China Bridge garage in order to manage traffic impacts of reduced availability of downtown parking (given the closure of Main Street and allocation of parking for artists and oversized vehicles). These implementations incentivized visitors to park at park-and-ride locations or reach the Festival by other means, reducing congestion impacts in the Old Town area. On August 4th & 5th, the China Bridge garage was close to capacity, hovering around 95% occupancy throughout the afternoon.

Transit Only Lane Along Deer Valley Drive and Encouragement of Transit Use

The transit only lane for southbound shuttles on Deer Valley Drive, new transit efficiencies (the high level of service provided by the *Electric Xpress*), paid parking, advanced Variable Message Signs (VMS) traveler information, residential traffic mitigation signage and personnel, and the availability of transit ‘ambassadors’ directing and helping unfamiliar users at the Old Town Transit Center are all believed to have contributed to dramatically higher levels of transit ridership during Arts Fest 2018. During the 2018 Festival, Park City Transit accommodated an estimated 35,765 one-way passenger trips, representing a nearly 12% year-over-year increase in one-way passenger trips from Arts Fest 2017 (estimated at 32,000 one-way passenger trips in 2017).

Advanced VMS Messaging and Improved Wayfinding

In partnership with the Utah Department of Transportation (UDOT), City staff continued increased use of the VMS infrastructure for operations during Arts Fest weekend as similarly operated in 2017. From Thursday, August 2 to Sunday, August 5, staff leveraged VMS in the City to encourage residents and visitors to carpool and use transit when traveling to Old Town. Throughout the weekend, VMS as well as additional way finding were used and monitored in order to appropriately direct visitors to parking areas with available capacity.