

Summary

The Old Town parking program plays a critical role in Park City's General Plan, Transportation Demand Management Plan (TDM) and the Traffic and Transportation Master Plan (TTMP). Key goals include: Maintaining available parking during projected peak times, reducing traffic congestion and idling, and implementing viable solutions to accommodate travel to and from Old Town for visitors, employees, and residents.

As this iteration of the Parking Program has now been in effect for over a year, Staff has reviewed trends in data and in on-street application, and generating potential solutions to emergent problems and challenges.

The following sections will provide an assessment of the utilization of existing parking options. It will contain an analysis of the utilization and occupancy of the China Bridge garage and Main Street parking assets—including peripheral surface lots. Assessment of the Old Town parking technology program is an ongoing process.

Analysis of Key Goals & Metrics

Long-term Utilization Trends

In reviewing utilization between the initial roll-out of the Parking Program and today, we see that trends have remained stable between 2018 and 2019. This has begun to define what constitutes a “peak” time of year, with the biggest peaks occurring in March and July, and the biggest troughs in April and November. Impacts like weather and event schedule must be considered when assessing these data points. (See Figure A)

Peak vs. Off-Peak

Long-term data collection has shifted the way that peak parking times are defined. In comparing occupancy and utilization between **Monday and Thursday vs. Friday through Sunday**, we identify that **weekday** utilization is favored in a ratio of **1.1 : 1**. In comparing **pre-5pm vs. post-5pm** transactions and occupancy, we see that **post-5pm** is favored slightly at a ratio of **0.9 : 1**. Attention has been drawn to the 5pm benchmark because anticipated usage occurs during or after the 9-5 workday. However, data indicates utilization between 8a-5p is by far the largest demographic of garage users. This trend demonstrates a need to adapt to improve usage by evening staff, transient parkers, and other users.(See Figure B)

Main Street & Paid Surface Lot Utilization

Despite daily free parking options, permits, and lower rates in the China Bridge garage, Main St. and peripheral surface lots account for a small majority of all parking transactions and utilization. Main Street is consistently among our highest utilization areas daily—with delivery vehicles, business owners, and transportation competing with available paid parking options.

Exhibit D

Staff has been exploring the implementation of loading zones on Main Street to provide better traffic flow solutions for loading/unloading and quick visits to business fronts.

China Bridge Utilization

Maintaining 15% parking availability during peak times is generally regarded as the standard goal by parking professionals; below this number drivers will create traffic within the garage as they search for available parking. The associated heat maps show hourly occupancy averages for the China Bridge garage across 2018-19. Although weekends and events showed consistently high occupancy, the average trend exhibits that the garage is most highly utilized during the Morning/Afternoon work day—with an average decrease in occupancy after 5pm.

Parking is consistently available in the China Bridge garage, with the exception of peak weekends and events. Strategies such as removing gated infrastructure and pursuing more fluid technology options consistent with other Old Town parking options, improved wayfinding, and fostering a welcoming and clearly advertised environment which better informs transient parkers of rates and promotions in real time may improve garage utilization.(See Figure C)

Employee Parking Program Utilization

Long-term review of parking occupancy data demonstrates that provided parking and transportation options have produced mixed results in terms of who is using them and when. Additionally, some changes to previous operations have shifted available options for those utilizing Old Town parking.

It is important to understand how these options have been utilized in order to determine their efficacy.

- The Homestake shuttle option was heavily reduced due to very low utilization and high cost of operation.
- The Carpool permit option has been observed to be heavily abused and underutilized for its intended purpose of reducing vehicle traffic and parking impacts while providing an affordable parking option for evening employees.

Occupancy data shows that the Sandridge lot often reaches 100% capacity by 5pm during both peak and off-peak seasons (with rare exceptions on low volume days), and tends to hold at 90%-100% until 7pm. Afterwards we see a marked decline in usage until the following day. This is in line with projected expectations of +50% occupancy at the time of program implementation, as this area remains the only 24 hour free parking option in the Old Town corridor. The reduction of use after 7pm may be indicative that Main Street evening staff are starting work at times which make these options undesirable or unavailable, or that they are pursuing more proximal parking options and paying.

We have also observed an increase of utilization of free on-street parking options on Park Avenue which has generated concern from residents living on Park Avenue. Staff

Exhibit D

has implemented several deterrents, including temporary residential parking signage that is enforced to reduce event impact.

Some potential strategies to improve access to parking for all Park City staff may include a discounted China Bridge permit which can only be obtained by verified employees and creating dynamic transit routes which can better serve an off-site parking lot after hours. (See Figure D)

Special Event Parking

The Parking program has worked in collaboration with Park City Special Events Dept to apply appropriate parking rates based on peak demand volumes and to incentivize transit. Since the implementation of the parking technology project, Staff have observed increased demand, earlier in the day during events from 2018 to 2019. Staff intends to monitor this trend as it may warrant the discussion of increasing event parking rates to maintain desired results.

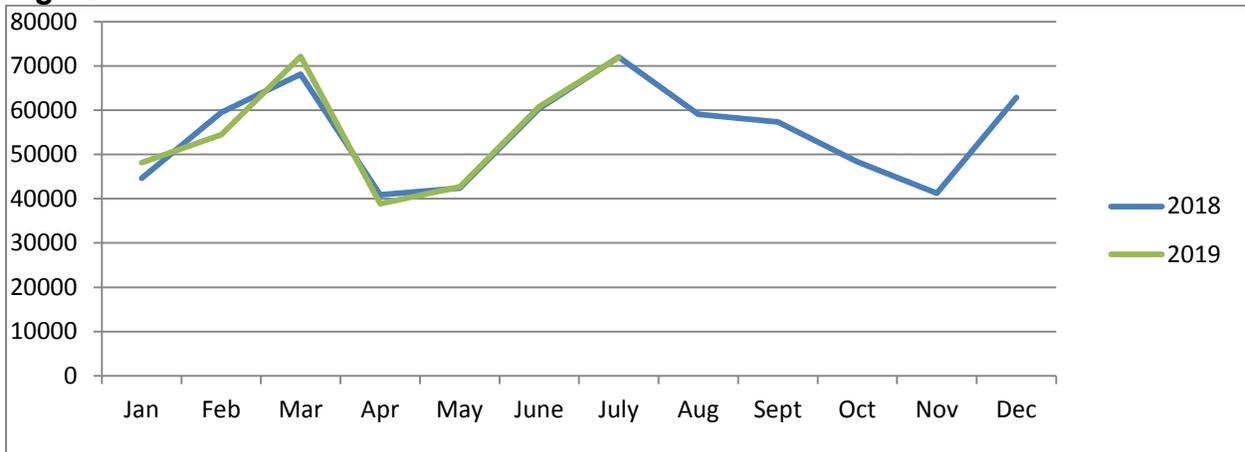
Figure D identifies top 10 occupancy days in China Bridge and Main St./Surface Lots, which directly correlate to large events. While China Bridge tends to fluctuate and fill to 100% only during these peak times, surface lot usage remains high and steady throughout peripheral non-event dates.

Consistent findings suggest that events and high-traffic times will heavily impact our parking resources—regardless of location. Available options are consistently

This may also suggest that users of parking tend to utilize whatever free options are available, favoring the free Sandridge Lots over the proximity/"safety" of China Bridge garage or the Main St. corridor.

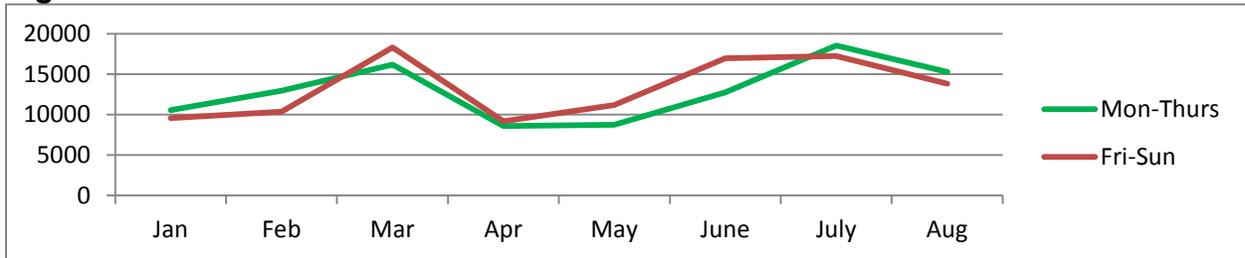
Exhibit D

Figure A

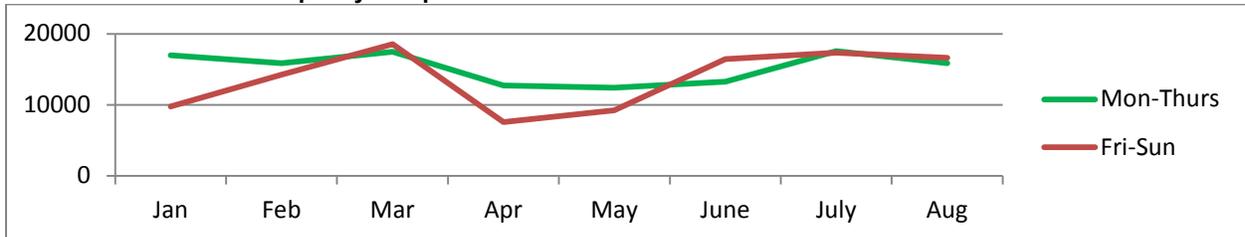


Total parking utilization between 2018 and 2019. Trends show similar total utilization across all months of both years.

Figure B



Main St./Surface Lot occupancy comparison between M-Th & F-Su



China Bridge occupancy, M-Th & F-Su

Exhibit D

Figure C

2018	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2019	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
0	184	141	183	80	33	43	67	67	46	54	50	64	0	107	114	79	36	40	63	78	77
1	163	123	168	78	30	38	62	62	40	49	45	48	1	83	90	60	31	36	56	71	70
2	131	111	149	73	27	34	58	58	36	46	40	38	2	67	71	46	27	32	51	66	64
3	132	108	156	71	27	33	57	58	35	45	38	35	3	62	65	44	27	32	51	65	63
4	118	109	150	71	27	32	56	59	34	46	38	34	4	62	65	43	27	32	50	65	63
5	125	110	155	70	27	33	57	57	35	46	39	34	5	62	66	44	27	32	51	66	64
6	129	114	152	77	30	36	62	64	38	50	43	38	6	65	69	48	31	35	55	70	70
7	140	132	174	91	42	50	79	82	53	65	59	53	7	81	85	64	42	46	68	81	84
8	177	165	212	120	72	81	108	111	84	94	85	85	8	116	126	110	80	81	106	118	123
9	217	210	253	158	113	120	148	151	127	134	127	129	9	158	181	157	125	127	153	171	170
10	257	248	294	188	157	174	204	200	178	179	168	177	10	211	244	206	166	170	204	228	226
11	292	272	310	214	187	220	251	243	224	206	193	209	11	245	288	238	190	198	251	291	271
12	320	296	335	225	203	260	302	273	265	230	212	243	12	280	323	265	200	212	282	328	303
13	343	310	340	232	213	286	325	295	282	251	228	275	13	300	349	282	204	223	305	342	321
14	343	301	342	228	213	288	334	298	274	260	229	285	14	312	361	286	205	224	305	344	324
15	334	291	324	218	195	264	305	280	254	250	216	278	15	312	382	294	199	212	285	322	314
16	315	272	308	203	174	229	272	250	224	229	194	255	16	304	332	287	188	191	259	288	287
17	295	247	281	164	127	180	217	198	175	182	157	217	17	280	364	264	144	148	204	231	242
18	281	251	285	139	92	152	191	190	153	152	129	208	18	266	353	277	118	122	179	209	226
19	296	273	318	133	84	158	207	204	166	158	123	208	19	268	358	306	117	121	185	222	242
20	280	262	306	128	76	153	204	194	152	147	113	188	20	244	330	282	114	112	179	210	227
21	253	229	262	118	65	120	157	152	119	124	95	152	21	207	277	222	93	91	144	170	180
22	234	179	214	97	49	82	112	105	77	86	68	108	22	166	203	156	65	62	101	125	123
23	201	157	193	84	38	57	79	78	55	62	55	82	23	130	150	107	43	45	75	91	91
Before 5	219	195	236	141	104	131	161	153	131	131	118	134	Before 5	166	192	150	106	113	152	176	170
After 5	263	228	266	123	76	129	167	160	128	130	106	166	After 5	223	293	231	99	100	152	180	190
8a-5p	289	263	302	198	170	214	250	234	212	204	184	215	8a-5p	249	294	236	173	182	239	270	260

Heat maps of average occupancy in China Bridge garage, 2018 & 2019. Trends show peak occupancy occurs between 10am and 5pm, with extended occupancy until 9pm during peak ski season

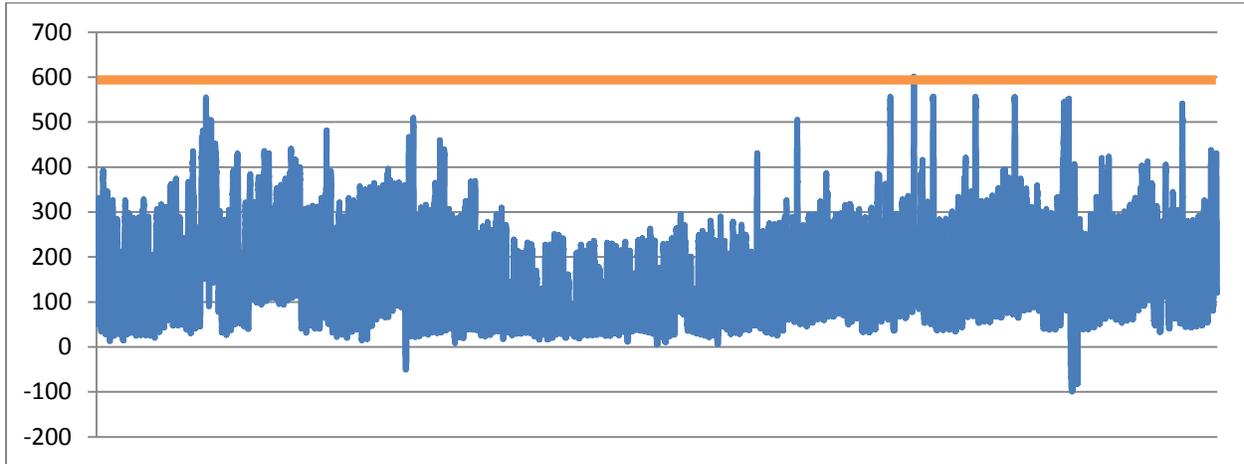
Figure D

Date	Event	Info
7/4/2019	4th of July	Swede Alley closed on 4th; Sandridge lots full 9a-3p
7/7/2019	Silly Market	Full from 11a-4p
7/14/2019	Silly Market	Near full @ 11a, full @ 1a, egress begins @ 4p
6/30/2019	Silly Market	Near full @ 11a, full @ 1a, egress begins @ 4p
1/26/2019	SFF Opening Weekend	Some Swede Alley lots closed; extremely sporadic usage; Sandridge Lots full from 10a-midnight
7/21/2019	Silly Market	80% full @ 11a; 88% full @ 2p; egress begins @ 4p
8/3/2019	Kimball Arts Fest	Slow growth to 88% @ 9pm
8/2/2019	Kimball Arts Fest	Steady usage from 10a-9p; 79% max
8/25/2019	Tour of Utah	89% @ 11a; 91% peak @ 1p; egress begins @ 4p; some areas closed
6/23/2019	Silly Market	Max 73% occupancy @ 7p

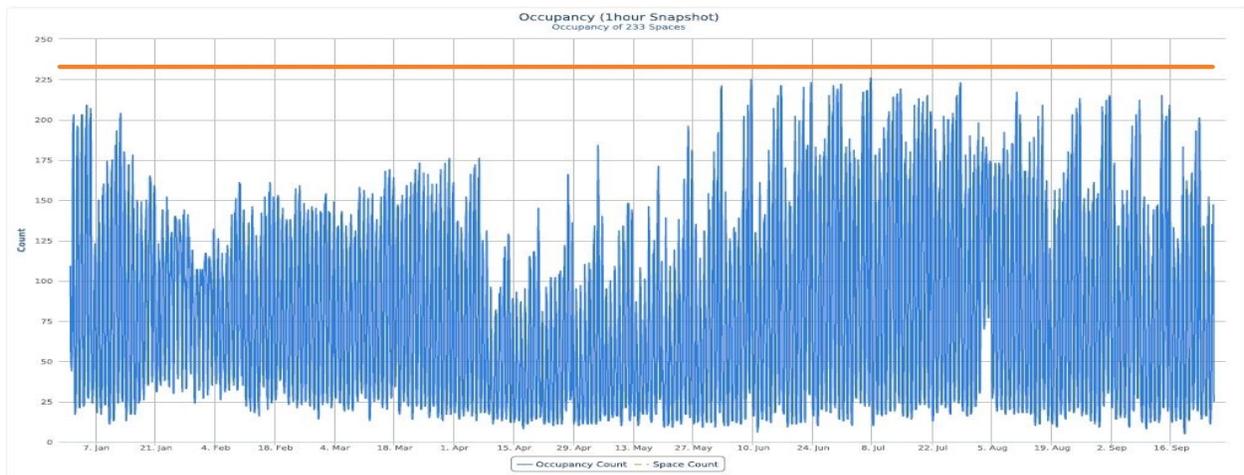
Highest volume days in 2019 to date, and event/Surface Lot impact info. Please note that some dates restrict available parking and impact traffic patterns in Old Town.

Exhibit D

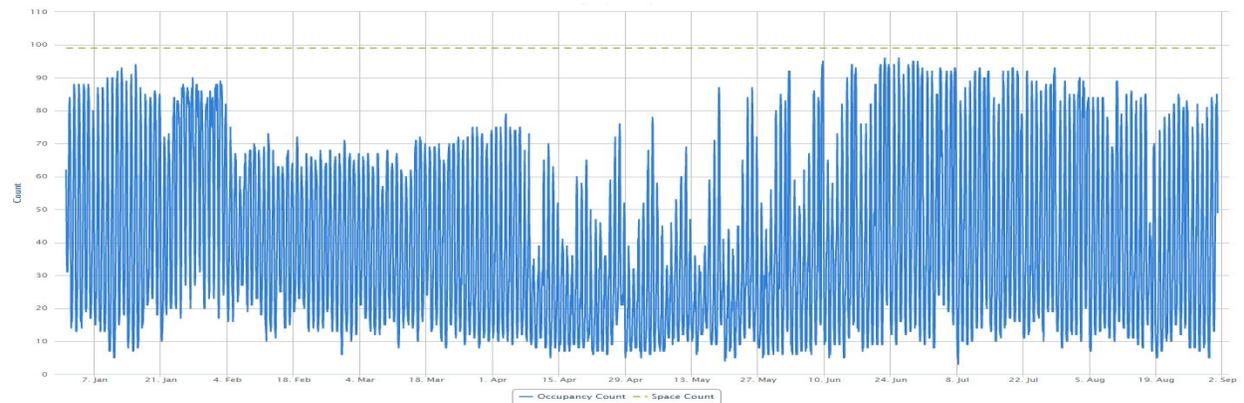
Figure D (Cont.)



China Bridge Occupancy 2019; peaks represent event days and high usage days. The orange line represents maximum occupancy



Main St./Surface Lot Occupancy 2019; trends show more consistent daily usage than China Bridge garage.



Sandridge Occupancy 2019; consistently high usage with some troughs in the off-peak season