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HPCA Follow-Up:

At the HPCA meeting on Tuesday, May 28, HPCA requested several changes for the Main Street Waterline Project. This included:

1. A more aggressive construction schedule, including working in the evenings. HPCA did not want any work on the weekends.
2. Request that materials no longer be stored in front of buildings. For example, piles of dirt and large equipment.
3. Additional signage and promotion of free parking on VMS boards.
4. Grant funding for impacted businesses.
5. Additional marketing of the historic district and free parking opportunities.
6. Concerns regarding vulgar reactions from the construction crews.
7. Request to make the entire downtown area free parking instead of just China Bridge.

The City appreciates the feedback from HPCA. We gathered several departments to review the requests and have the following recommendations:

1. In collaboration with HPCA, the City set an aggressive construction schedule that started April 1 and ends July 1. We chose this timeframe during the mud season to create the least impact on businesses possible. Based on HPCA's feedback, we were able to add 4-man crew. Crews are on the street 5 days a week from 7 a.m. to 7 p.m. Crews may leave before 7 p.m. if their work is completed for the day (they set up the job for the next day, but if it is 5:00 p.m. and the next step is to shut off, they cannot do that until the next morning). Crews will stay later to complete work if there are emergencies to address before the evening. Based on HPCA's request in the winter, crews will not work on weekends or holidays.
2. We have requested that the contractor only bring in materials they need for the day rather than storing them on the street for the week. The laydown construction area was deliberately discussed early on in the project.
3. The City collaborated with HPCA to design construction signage to encourage visitors in the impacted area. Many of these A-Frame signs have been placed around the sidewalks, and we work daily to maintain them. We have ordered additional signage, and to be honest, the printer did not produce it correctly. We hope to have additional signs on the street this week to help promote business. We are also looking at new parking signage that says no parking; businesses are open, and free parking in China Bridge. Two VMS boards have been running since April 1st on Deer Valley Drive and Jan's/ Cole Sport that say – Free Parking China Bridge / Main St. Construction April 1 to July 1.
4. The City does not currently have grant funding for construction-related businesses. We recommend that HPCA research other grant opportunities for the Main Street District. The City has invested \$7M in capital for this project, which we anticipate will last 70 years. Additionally, the City has provided free parking (an estimated \$250K in revenue loss) and additional mitigation for the project.
5. The City and HPCA have collaborated on marketing regarding the Waterline Improvements and Free Parking in China Bridge.
 - HPCA –
 - City Weekly digital April through June

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- Salt Lake Magazine digital April through June
- Google Ads April through June
- Monthly Newsletters: April, May, June
- Social Media: April through June
- FOX 13 segments that aired May 10th:
 - Butcher's Chop House: Mother's Day, Free Parking
 - Gallery MAR: Gallery Stroll, Free Parking
- Upcoming filming schedule with FOX13. Filming on June 11th with segments airing on June 14:
 - Red Banjo Pizza, 62nd anniversary/specials, Free Parking
 - Flanagan's on Main, Main Street Dining Decks, Free Parking
- Visit Park City

Example of digital ad:



- The City –
 - Social (all platforms including Facebook, Instagram, X (Twitter), and Threads):
 - [March 27](#) newsletter item
 - [March 28](#) map post
 - [April 12](#) video
 - [April 18](#) update graphic
 - [May 20](#) reminder with image
 - [May 29](#) newsletter item
 - City Newsletter:
 - March 27
 - May 29
 - Project update:
 - April 11
 - City Briefs:
 - April 29
 - KPCW:
 - [Main Street water line replacement road closures start in April](#)
 - [Main Street water line replacement to end for season before July](#)
 - Signage:
 - VMS boards throughout entirety of the project
 - Signage in the China Bridge parking structure
 - Signage in the project area

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6. We take the concerns of vulgar behavior seriously and apologize. We have discussed this with the contractor and request to be contacted immediately if such behavior continues.
7. HPCA requested that the city provide free parking in the historic district. The current utilization of China Bridge shows that paid parking doesn't deter visitation; however, we want to ensure we are doing as much as possible to support our local businesses during construction.
 - We will immediately implement free parking throughout the Old Town District from June 7 to June 29, 2024. Additional details:
 - Time limits and construction area restrictions will continue to be enforced.
 - Special Event parking rates will be implemented during major events, including Savor the Summit and Park Silly Sunday Markets.
 - Normal parking rates will resume on Monday, July 1.
 - City teams will collaborate with HPCA to market free parking and encourage businesses to promote this opportunity as well.
 - Changing operations quickly is a heavy lift for City teams:
 - We have worked to implement free parking messaging through our app and text-to-park program.
 - Some signs may still say paid parking, but if patrons try to park, they will receive a free parking message upon trying to pay.
8. Debrief and Planning for Next Phases—We continue to appreciate the feedback from HPCA. When this year's project has concluded, we would like to hold a debrief to consider possible mitigation for next year's phase. We anticipate this discussion in July.