PARK CITY COUNCIL MEETING MINUTES
445 MARSAC AVENUE
PARK CITY, SUMMIT COUNTY, UTAH 84060

March 17, 2022

The Council of Park City, Summit County, Utah, met in open meeting on March 17, 2022, at 2:00 p.m. in the City Council Chambers.

WORK SESSION

Community Housing Update and Policy Discussion:

Housing Assessment: Jason Glidden, Rhoda Stauffer and Elyse Kats, Affordable Housing Department, presented this item. Stauffer explained the 2021 Housing Assessment was recently finalized. She indicated 86% of the workforce commuted to Park City. She displayed a chart of the work sectors and noted the average annual wage for the top three sectors was under $40,000. She discussed the housing inventory in the City limits and noted it was made up of 30% primary and 70% secondary residences.

In response to Council Member Gerber's question on job numbers versus commuters, Stauffer stated there were 14,000 jobs in town and 12,700 people commuted to town for those jobs. Council Member Toly asked if the assessment considered seasonal jobs, J1 employees, or was it only year-round jobs. Glidden explained the State tracked the jobs and he thought that included seasonal jobs. Council Member Toly wondered if the statistics allowed for the dwellings that had more than the optimal occupancy.

Housing Goals: Stauffer reviewed the current goals staff worked on based on the 2016 Housing Assessment: a housing goal of 800 units by 2026, including 80 new units per year to maintain 15% workforce in City limits, and to focus development within City limits. She indicated the City hoped to build a complete community, and that included housing for every stage of one's life: long-term rentals, multi-income developments, options for protected community members, and the support of small businesses in the City. She stated there was a question on whether the average median income (AMI) was an accurate calculation in determining affordable housing. She defined AMI versus workforce wage (WFW), which was based on who worked in the City. The WFW median wage in the City was much lower than the AMI. She asked that Council clarify what income calculation should be considered in the City. She proposed affordable housing be equal or less than 100% of WFW and attainable housing to be up to 150% of AMI.

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Council Member Gerber reviewed she pushed the City to have the 800 affordable unit goal to house 15% of the workforce and now she hoped a higher percentage of workforce could live in town, and proposed that number be increased to 25%. Council Member Toly asked how workforce was defined. If workforce was broken down by job description, some areas would be met. She wanted to define what sector of the workforce should live in town.

Council Member Dickey asked if AMI was used for attainable housing and WFW for affordable housing. Glidden stated those calculators were interchangeable. The AMI calculated the income of those who lived in the City and WFW calculated the income of those who worked in the City. He wanted to set a definition and then move forward from there. Staff could set an AMI limit based on WFW. Council Member Dickey suggested setting a qualitative goal that would lead Council to determine a quantitative number for housing.

Council Member Doilney related Council talked a lot about community housing and discussed affordable housing, senior housing, and attainable housing. There were very few rental units and he hoped to see more in the future. He knew it would be hard to get housing for the workforce, but rentals were realistic for this group. He noted having a good wage for the City employees was essential, and suggested having a goal for City employees to live in town. He proposed a goal of having 1,800 housing units by 2030.

Council Member Rubell stated there was a difference between community housing and workforce housing. It would make sense to have private partnerships for workforce housing. He wasn't ready to set a housing goal, but he was in favor of having more affordable units. He also favored using AMI levels that were comparable to the WFW. He thought having public service employees living in town was beneficial and should be a priority. He preferred rentals over ownership since there wasn't a big inventory of rentals.

Council Member Gerber liked having qualitative measurements as part of a housing goal. There were 8,800 commuters from outside the County coming in daily, and the City should have a goal to take half those commuters off the road and make them part of the community. She liked having aspirational goals. Even those making a good wage found it hard to buy a home in town. She thought the City had an opportunity to create community with neighbors from different economic levels who could connect with each other.

Mayor Worel noted it was fortunate to have a key community partner in Mountainlands Community Housing. She asked Pat Matheson, Mountainlands Community Housing Executive Director, if they used AMI or WFW in their calculations. Matheson stated there was a disparity between AMI and wages. He gave examples of when he used AMI versus WFW. He had to be flexible depending on the project. It was critical to have the

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definitions, but it was more important to have a housing goal and then adapt along the way.

Council Member Toly thought home ownership should be achievable for those making over $100,000. At the same time, not everyone wanted to live and rent in Park City, so this discussion should go along with Transportation. She did not want limits set on the affordable units that would prevent the upward mobility of employees. Council Member Rubell stated in some cases the City would build housing, but it was also providing other opportunities as well. He proposed having a rental subsidy based on annual income, which would be reviewed annually. He cautioned on having housing goals because decisions needed to be made based on what was best for the community and not where to cram in some affordable units.

Council Member Doilney stated data showed there was clear demand for at least 800 units. He thought by the time the 800 units were built the demand would be higher. He knew not everyone wanted to live in town, but people liked living close to their jobs. The City was looking for a variety of units to help all income levels. He wanted to squeeze in units anywhere possible.

Housing Resolution: Stauffer discussed the City's housing resolution and indicated it was the strongest in the State. One requirement was that Council review it at least every two years. Currently, staff had received feedback from Council and thought some areas of the resolution should be modified, including methods that fulfilled housing obligations, fees-in-lieu, employee generation calculations, the reevaluation of qualified renters/buyers work location, targeted income levels, and additional language for housing needs of other populations. Stauffer recommended adding the cost of land and inflation to the fees-in-lieu section. She also wanted employee generation considered in assessing a housing obligation.

Council Member Dickey requested assuming the maximum employee generation when considering hotels because a two star hotel could easily become a five star hotel in the same footprint. He favored the other changes. Council Member Doilney agreed and favored having a regional boundary for applicants. He liked including the land in the fee-in-lieu assessments. Council Member Gerber thought developers should provide the cost of the deed restrictions if they bought them to fulfill their housing obligations. She also wanted to make sure the fee-in-lieu covered the cost of construction. Glidden stated staff consistently looked for reliable sources to get accurate costs for fees-in-lieu. Council Member Gerber preferred giving housing priority to those who worked within the City limits, but those working within the school district boundaries should still have the opportunity to live in affordable units. She also wanted to make sure housing was available to seniors on limited incomes who applied for housing.

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Council Member Toly agreed with all the development comments for housing obligations. Council Member Dickey indicated cost inflation was not defensible since market rates fluctuated. Council Member Rubell requested that a developer could only deed restrict units that weren't currently being used as workforce housing as applied to the housing obligation and calculations. He favored eliminating a fee-in-lieu option for developers, but if that was not possible, he wanted to add the land cost. He favored reprioritizing Options Four and Five for fulfilling housing obligations, i.e., constructing units outside City limits, but within the school district boundaries was preferred over conveying land to the City that was within the school district boundaries. He agreed employee generation calculations should be updated and favored prioritizing work location within the City limits. He felt affordable housing programs outside the City limits should be looked at along with Summit County. He also suggested hiring out the rental management of City properties. He favored a target of 40%-50% AMI. He suggested looking at waterfall provisions and codifying them so developers wouldn't propose their own alternatives.

Glidden asked if the other members of the Council agreed to switch Options Four and Five and eliminate Option Six or the alternative. With regard to knowing what was paid for deed restricting units, Council Member Doilney indicated he didn't want to confuse looking at the value of deed restricting with making the decision to accept the deed restriction because the unit(s) would be deed restricted forever. He wanted to see a list that showed all the units that would be affordable forever and those that might not be affordable after a certain period. Glidden stated those would be bigger topics in the future. Council Member Doilney supported Council Member Rubell's suggestion for switching the priorities for Options Four and Five.

Council Member Gerber thought deed restricting properties would evolve. There were units in town where deed restrictions would be welcome. She asked if units built as affordable would be required to have deed restrictions. Stauffer stated that had not been required in the past.

Council Member Toly favored switching priority Options Four and Five. Council Member Dickey asked what had more value, more land with no units or less land with units. Glidden stated there was a way to evaluate that. Council Member Dickey asked if land in the City limits was more important than units outside City limits. Council Member Toly suggested breaking out that option into land within City limits and land outside City limits.

Council Member Doilney agreed with Council Member Rubell that units should be a higher priority than land. Council Member Toly asked if a developer could build the affordable housing for their own employees. Glidden stated there was no requirement that a developer could build the housing for their own employees. Stauffer stated that option was only available for the Empire Pass Development Agreement. Other

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developments didn't have that option. Council Member Gerber stated building employee housing was still mitigating impacts on the City. Council Member Dickey didn't want to accept land that had issues. He wanted the City to only accept buildable land and thought switching those priorities was right. Also, he did not favor accepting land outside the traffic choke points, such as Kimball Junction and Quinn's Junction areas, so he didn't know if land within the school district was the right boundary.

Development:

Glidden stated developing housing in the City had been successful. He gave updates on current projects. The Studio Crossing development was ready to begin the master planned development (MPD) process and 120 affordable rental units were proposed. The old Peace House building was undergoing a feasibility study and staff would bring options back to Council when that study was completed. The Clark Ranch parcel was in the annexation process. When that was completed, a feasibility study would be performed.

Glidden reviewed the Mine Bench property was deprioritized because of steep slope and soils issues. Staff received interest from local entities to develop workforce housing on the site and the Housing team thought it was worthwhile to look at proposals. One option would be to subdivide the property to allow for a rezone and develop the property. Another option would be to issue an RFP for a developer to take care of the entitlement process and do the development. Council Member Rubell favored the RFP option with the understanding the developer would take on the work. Council Member Toly agreed. Council Member Gerber asked for clarification on the entitlement. Glidden stated there was potential for the southern portion to be subdivided and dedicated to the housing development while leaving the remaining portion as-is. Council Member Gerber wanted to move forward with developing that parcel. Glidden stated staff worked on entitlements in the past and it was time consuming so an RFP would be best. Council agreed to have staff issue an RFP for the parcel.

Regarding the Woodside Park Phase II parcel, Glidden indicated staff wanted to reengage with the seniors to discuss housing and the senior center. He gave options for the parcel, which included having all affordable housing, all senior housing, or a hybrid. Council Member Doilney favored the hybrid option and stressed the seniors needed a place to live, but noted he didn't think having an "all seniors" complex would build community. Council Member Dickey thought the hybrid option made sense at first look. Senior housing had not been discussed so he did not know about a senior housing need. Council Member Toly thought conversations needed to continue with the seniors. She asked for the definition of hybrid. Glidden explained the hybrid option included affordable and market rate units for seniors and also affordable housing for others in the community. Council Member Toly favored the hybrid option with priority given to residents and not those moving into town. Council Members Gerber and Rubell liked the

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hybrid option as well. Mayor Worel noted emails were received from the seniors in favor of having senior housing.

Peter Tomai, City Representative, Rory Murphy and Ryan Davis, J. Fisher, and Chimso Onwuegbu, Architect for WOW Atelier, presented a development proposal for the Homestake parcel. Murphy reviewed the timeline for this public/private partnership. He indicated there was a lot of public outreach for the development and noted concerns were expressed about parking. In addition to housing, he proposed commercial space, including Anaya's Market, and a playground for childcare. They were working on mitigating parking for that area, and he stated one option was to have a parking area below the development. Currently, the parcel could accommodate 80-140 units, depending on the unit size, and they would not require exceptions to the Land Management Code (LMC).

Council Member Gerber asked if all the parking would be underground, to which Murphy affirmed and noted there would be some street level parking for short term guests. Council Member Rubell indicated there was a previous discussion that federal money would require who would use the units and asked for details. Davis responded that 100% of the units would fall under the federal program. He noted the City requested 80% of the project have deed restricted affordability. Of that 80%, they were targeting 60% Area Median Income (AMI). Council Member Rubell asked how many units the City could apply waterfall provisions on in order to meet community needs.

Council Member Dickey thought the presentation was encouraging. He wanted the project to keep moving forward. He asked what the geoboundaries were and the other waterfall provisions. Council Member Doilney favored the proposal as well and stated it was nice to have a developer who knew what was important to the City. He supported them moving forward. Mayor Worel stated 20% of the development would be market rate units and asked if they would be mixed in the same building, to which Murphy affirmed and noted all rentals would have a minimum one-year lease.

Council Member Toly asked what the differences would be in materials used for market rate versus affordable units. Murphy stated the units would all be consistent and they would be fair with materials. Council Member Gerber thanked Murphy for considering the parking options. She asked what market rate meant for the units. Davis stated they would work with City staff to determine an AMI rate for those units. Council Member Gerber liked having mixed income housing in the development and hoped there would be some larger units. Davis explained there would be one-, two- and three-bedroom units and they would be prorated, meaning the unit size would be the same ratio for affordable units as market rate units.

Council Member Toly asked how tenants would be prioritized. Glidden stated the developer would manage the tenants. Davis indicated a waitlist would be created during

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construction. Then using the waterfall, the list would be prioritized. Murphy clarified the tenants would have to pass the City's criteria. Council Member Toly was concerned about the power substation and felt there needed to be a bigger plan for the entire area. She did not think this was the right spot for affordable housing and noted there were other areas that could work. Murphy explained the risk for the substation and indicated a faraday wall would stop the risk.

Council Member Rubell wasn't against having housing on the property, but he had concerns. The AMI average would be 60%, but the housing study indicated half of workforce earned 50% AMI or lower. He wanted to build affordable housing, but he didn't think the City would get what it was looking for with this project. He also favored having an area plan. He was concerned with height and traffic since there wasn't a plan. He noted several adjacent properties and potentials for those. He thought the waterfall issue was huge. He stated the City didn't know what the final product would be and he didn't like spending money while Council and staff tried to figure out what they wanted. He indicated there were other projects that were shovel ready that the City could move forward with.

Council Member Doilney disagreed and indicated there was no other project that was shovel ready. He noted Council Member Rubell's other concerns would be concerns for future projects as well. He stated this project was ready and he wanted it to move forward. Council Member Rubell indicated the Council didn't have information on the waterfall provisions and the AMI was not what the City needed. Glidden indicated this proposal was not finalized yet, and an agreement would be brought back for approval before the project began. Council Member Dickey indicated the General Plan process was kicked off the other night and Council had enough information to keep moving. Council Member Gerber noted the average AMI would be 60% so there would be a range to accommodate a variety of incomes. She was concerned about the future of the project when it was sold, but for now it was good and she wanted to move forward.

Murphy noted the concerns of Council Members Rubell and Toly and stated there would be continued dialog and his team would address them. They would not propose anything outside the LMC. Mayor Worel stated three Council members were in favor of proceeding so staff had direction.

Discuss Planning Applications Moratorium:

Gretchen Milliken, Planning Director, explained what a moratorium entailed. She defined a moratorium as a zoning regulation adopted for a limited time and noted the reason for a moratorium had to have a justification. It would be adopted by Council and was designed to give Council the ability to act quickly. It was designed for emergency situations and it could only be in place for six months. Council Member Gerber asked what would be considered an emergency situation that would require a moratorium. Milliken stated discovering unstable soils or communities that had limited water supplies

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were examples of moratoriums enacted by other cities in Utah. She reviewed reasons for enacting a moratorium were if Council found there was a compelling public interest with an issue that would justify the temporary regulation, if there was an unregulated area, or if there was a proposed highway corridor being studied.

Council Member Toly asked if cities used moratoriums during COVID. Milliken didn't know of any cities that had enacted moratoriums for that reason. Council Member Gerber asked if extreme traffic issues could count as an emergency. Milliken stated the moratorium would have to tie to traffic. Mark Harrington, Senior City Attorney, explained moratoriums only had an effect on new applications, so the outstanding permits would still be able to proceed through the process. He noted sometimes when moratoriums were discussed, that prompted an increase in permits. He stated enacting a moratorium was not intended to slow growth. He discussed previous General Plans focused on construction mitigation. More recent General Plans focused on regional and annexation areas and redevelopment, so the focus shifted. As Milliken reinitiated the General Plan process, he suggested looking at the past General Plan that focused on construction mitigation to help slow things down.

Council Member Rubell felt the data focused on why the City shouldn't have moratoriums, and he asked if a moratorium would be helpful to City staff so they could focus on other priorities, including the General Plan. Milliken asserted if she felt staff was too overwhelmed and they didn't have enough time then this could be a consideration, but she didn't feel they were at that point. Council Member Rubell indicated staff expressed they were so busy, to which Milliken stated the workload was still manageable. Council Member Rubell asked how the General Plan would fit in the workload. Milliken indicated she requested a consultant to help with that. There was a possibility that they would get into the General Plan process and would find they needed more time. Council Member Rubell stated a moratorium would give staff time to put their full effort into the General Plan and when the moratorium was lifted, they could continue with the final details. Milliken indicated the fear of the Planning team was that there would be a huge flood of applications on the back side of the moratorium and it was stressful to have a backlog of planning applications.

Council Member Toly indicated Midway enacted a moratorium while they updated their General Plan. Council Member Doilney stated Council heard of demands on the Planning Department and Planning Commission. He hoped staff would come to Council requesting a moratorium if they felt it was needed, but the request had not happened. He didn't think the City met the emergency standard. Council Member Gerber clarified a moratorium would not impact the development of the big resort projects. In that case, it would hurt the residents who wanted to add on to their homes.

Council Member Rubell asserted a moratorium would prioritize the General Plan and that was a compelling reason for a moratorium. Council Member Dickey stated a big list

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of code changes was provided and he thought that was a justification for a moratorium. He asked what the objective was for a moratorium. He thought time was a factor to consider.

Matt Dias, City Manager, reviewed there was a lot of support for staff to be able to accomplish City priorities and a moratorium was a tool that was available if needed. Council Member Toly asked that staff talk to other cities that enacted moratoriums and evaluate their experience. Harrington stated the challenge with neighboring cities were big zoning changes. He stated there could be similarities with upzoning and affordable housing. It was easier to use a moratorium for a pending ordinance change in terms of a cause that was being addressed. He encouraged Council to focus on what was trying to be achieved and not pause to just pause.

REGULAR MEETING

I) ROLL CALL

Attendee Name	Status
Mayor Nann Worel Council Member Ryan Dickey Council Member Max Doilney Council Member Becca Gerber Council Member Jeremy Rubell via Zoom Council Member Tana Toly Matt Dias, City Manager Margaret Plane, City Attorney Michelle Kellogg, City Recorder	**Present**
None	**Absent**

II) PRESENTATION

1. Olympics Presentation by Myles Rademan:

Myles Rademan, Leadership Director, discussed the 2002 Olympics where Park City was a host to several events. He noted Salt Lake City began bidding to be a host city as early as 1966 and bid five times before winning the bid. Salt Lake City became America's choice for the Olympics in 1989 and they had 15 years to prepare for the 2002 games. He reviewed the strategies Park City used, including the need to have a seat at the table, being active participants and being knowledgeable with regard to the games. City officials made promises to the residents, including the games would boost the resort economy, the costs would be covered, there would be enduring physical legacies, impacts would be managed, the City would have an Olympic City recognition, and more. Salt Lake City won the bid for the games in 1995 and some Council

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members and staff went to all the Olympics to learn best practices from other cities. He talked about the obstacles to the games, especially the 9/11 terrorist attack, and the efforts made to keep the games in play. Rademan also talked about transparency and stated there were 66 meetings to explain how the games would work. He indicated they focused on the parties and events on Main Street. They had ice sculptures, pin trading, and concerts and noted half the people who visited the Olympic sites didn't go to the events. Park City spent $1.5 million for 18 days and much of those funds came from private sponsors and the Chamber.

Rademan reviewed after the games, data was taken on hotel occupancy, restaurants, and retail sales. He encouraged Council to be all in if they wanted the games back in Utah. He also promoted keeping control of the scope. He asserted that because of the games, community relationships were developed and staff became a world class event team. He suggested Council should draft pros and cons of having an Olympics and decide what the City wanted to get out of hosting events.

III) COMMUNICATIONS AND DISCLOSURES FROM COUNCIL AND STAFF

Council Questions and Comments:

Council Member Rubell hoped for wildfire and chamber updates and asked that the tentative Council calendar that was in the packet a few weeks ago would be put on the website so the public could see what was coming up.

Council Member Toly indicated she attended many meetings in the last couple weeks and there were many great ideas with a lot of overlap. She stated these groups could benefit from one another and she didn't know if they realized how to reach out to each other. She was reminded the City was limited in the amount and variety of summer day camps and asked the MARC staff to look at expanding day camp offerings.

Council Member Gerber stated some emails that were sent to her and City staff weren't received and she asked the public who didn't receive answers to call because sometimes there were glitches in the system.

Council Member Doilney went to a rain barrel meeting and gave information for those interested in getting rain barrels to collect rainwater.

Council Member Dickey stated Council had a great meeting with the Planning Commission and thought it would be nice to meet consistently. He thanked the Planning Department for doing a great job.

Mayor Worel indicated Council received over 100 emails regarding the Snow Park Development issue and she appreciated the engagement. She agreed with Council

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Member Toly that nonprofits didn't realize opportunities for collaboration. She ate lunch with the Public Utilities staff and praised them for their work in providing clean water.

Staff Communications Reports:

1. Use of Arts District for Special Events:
Council Member Rubell noted the report asked if staff had authority over the use of the Arts District for lower level events and he approved as long as the City was covered on the risks. But if it was a City activation, he would favor having a deeper conversation.

Council Member Toly asked Diersen if the requests were for the building or for the outdoor space, to which Diersen stated the events would all be outdoors. Council Member Toly asked if groups would bring in toilets and if parking would be onsite, to which Diersen affirmed.

2. January 2022 Budget Monitoring Report, Grant Notification, and Sales Tax Memo:
Council Member Rubell requested adding the current fiscal year original budget to the spreadsheet. He thought the tax memo was very helpful. He asked if there was an opportunity to reconfigure the taxes, but not necessarily raise the top line. There was a lot on the maximum rates, but not a lot of information of what the City's ability and tools would be across those categories.

3. Adjusted Council Packet Publishing Day:
Council Member Rubell liked the change in the day the Council packet would be published and clarified the new packet day would be the Wednesday the week prior to Council meeting, beginning in May.

IV) PUBLIC INPUT (ANY MATTER OF CITY BUSINESS NOT SCHEDULED ON THE AGENDA)

Mayor Worel opened the meeting for any who wished to speak or submit comments on items not on the agenda.

Paul Wisniewski, with Park City Senior Center, reviewed in 2008 he wrote a letter to the City and County Councils relating some seniors were unable to maintain their homes and care for themselves. Since there was no assisted living in the City, they had to go elsewhere. He requested the City develop a coordinated plan to utilize the property adjacent to the senior center as a multiuse building for seniors. This letter was written 13 years ago and there was still no facility for a senior community. He asked that a plan be given priority for seniors.

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Joe Butterfield stated the joint City Council and Planning Commission meeting this week was refreshing and it was nice that everyone interacted. He hoped this collaboration would continue and he looked forward to the upcoming joint City Council and County Council meeting. He hoped a relationship could be fostered so regional collaboration could take place. He liked Planning Commissioner Kenworthy's comment the other night to look at the Arts and Culture District from a 30,000 foot level. He hoped the Arts and Culture District could be looked at as a neighborhood.

Comments received electronically:

Linda McReynolds: "With the community's stated commitment to Equity, Inclusion and Diversity and the fact senior citizens and their needs have been ignored for much too long, I urge you to commit the City's Woodside parcel for a senior independent living village adjacent to the Senior Center. Our organization is exploding! We seniors have spent decades contributing to this community and now are most likely the largest demographic of volunteers and donors in the community. We are active, engaged, full time residents who want to spend our remaining years here in proximity to other seniors, our families, friends, activities, bus routes, parks and libraries."

Bea Mayes, Park City Senior Citizens, Inc.: "For the future, I see the Senior Center at 1361 Woodside becoming the hub of senior activity and information in Greater Park City. I would like to see individual senior living facilities located near enough to the Senior Center to allow seniors to walk to the Center for hospitality and socialization. Seniors living in these new facilities, both affordable and not so affordable, would form a growing base of expanded senior interest and activity. Some Facts and History In 1976 Park City Senior Citizens, Inc, was searching for a permanent home in which to hold their program. The seniors saw the City's vacant parcel at 1361 Woodside as ideal for their Senior Center program. Such a Center would be centrally located, but somewhat out of the mainstream of activity; it would have space for parking; it was attractive, with grass and some trees; and today is within walking distance of a bus stop. The site was large enough to accommodate the Senior Center the seniors planned (which was the donated Union Pacific Kimball Station Depot, as remodeled and expanded by the seniors) and opened officially in 1978. Further, the site at 1361 Woodside allows future expansion of the 1978 building (and requires Municipal agreement). The 1976 seniors approached their City Council about the parcel: the result, the legal 99-year lease, signed by representatives of Park City Municipal Corporation and Park City Senior Citizens, Inc., that remains in force today. Signs of hope Park City Municipal Corporation has generously given Park City Senior Citizens a $50,000 grant, covering two years, to expand our program and to hire someone to help us with the business of running and expanding our program. Municipal's example of help to the members of Park City Senior Citizens is very encouraging. In addition, Park City Senior Citizens, Summit County and Park City Municipal Corporation have negotiated a Memo of Understanding (MOU) that, as I

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understand it, makes clear the responsibilities of each of these organizations regarding Senior Center maintenance and servicing. I believe the MOU is further evidence of cooperation and understanding among the three organizations. The MOU is scheduled to be signed shortly."

Sydney Reed: "Thank you for the opportunity to express my opinion regarding some of the properties you are looking at for development of affordable housing in Park City. Looking at all you do through the lens of Diversity, Equity and Inclusion, Seniors would like to be included in your plans when you look at the Woodside II project. The proximity to the Senior Center makes it a perfect place for seniors to live who yearn for community, need smaller housing, want to drive less and want to be closer to the activities available at the Senior Center, Library, Grocery stores and Main Street. Our hope is to increase the programming at the Center offering: healthy nutrition, exercise, activities, outings, gatherings, refreshments, educational events and a place to seek help if needed. Living next door to the Senior Center will create a community with daily interaction which engages seniors and makes for a nice healthy Village environment for retired seniors who need each other and want to stay in Park City. Along with all the other entities in our diverse community, please consider the growing number of Seniors in this community, in the projects you are considering."

Francie McNally: "I am writing to comment on the Woodside II property that is under consideration for possible affordable housing. I would like to strongly encourage the City to seriously consider independent Senior housing and a senior campus on this property. It is the absolute best location for a Senior community due it the fact that the Senior Center is already located on this property and the property has space to expand senior living. It is close to all of the services that would support a quality life as we age. I am the Chairman of a senior committee, Woodside II Senior Community, and we are actively preparing to move forward with commitment and involvement to bring our dream of a comprehensive senior community to Park City. Diversifying our community must include the senior population in order to allow the people who have been instrumental in creating the Park City community we have today. We have history, commitment and are very active in volunteerism and monetary support of so many of our community needs. We are a critical population. There are so many benefits to allowing our senior population to remain in the community where their friends and family live. Right now, as many of us age, we need to able to downsize our homes, have a safe space to live and a campus that includes a space to gather for meals (at least 6 days a week), activities, and social events. It has been proven that seniors face so many challenges as they age, and one of the most severe is loneliness. Aging, even best scenarios, is so difficult and the transitions we face could be drastically improved by allowing us to have a place in Park City to continue to live as we face these challenges. We need our community to support us!! Thank you and I look forward to your serious commitment to include us in your future plans for this property."

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Susan Miller eComment: "Sorry to be blunt. I would like the planning department or the city manager to respond to this question, not Mr. McComb. While I appreciate his response via email. That was not the answer I was looking for. This is a matter of future and current developments, not something answered by a 2021 emergency exist plan. Does the Park City planning department consider wildfire escape routes when considering and observing new development in and around Park City? Wildfires such as the one in Boulder County or Paradise Ca. moved at astonishing speeds. There is an overwhelming amount of developments being planned in and around Park city area creating more residents and commuters, plus an increase in tourism. How can we all get out safely with the current infrastructure? I don't want to have to change the town to accommodate the traffic. But, The surrounding developments do not provide jobs or basic commerce forcing people to commute into Park City. If the counties are approving home only developments then this increase in vehicle commuters will only continue. I as a Prospector resident would like to know if I and my neighbors can get out safely."

Cheryl Soshnik: "I understand the City Council has work force and affordable housing as a top priority for its city-owned land. However, no less important is the need for an updated and enlarged Senior Center and independent living Senior Housing in our town, and its relation to the property known as Woodside Phase II. For too long, the Senior Citizens of Park City have been ignored and marginalized in the City's attempts to use the land that our Senior Center site upon. Regardless of whether you believe our 99-year lease is valid or not, the fact remains that this property is best suited for the continuation occupation by the Seniors, with its centralized location and close proximity to the library, park, and bus. The need for a larger Senior Center and Senior Independent living units has gained the attention of many of our city's residents, finally. Any future plans for development on this parcel must take the Seniors needs into consideration. The Woodside Senior Community sub-committee of the newly formed Gray Ribbon Senior Housing committee is meeting frequently to address our needs and concerns. Please work WITH the Seniors in creating, updating, and developing new housing on this site. There are many opinions, even among the Seniors themselves, how the Center could be saved, updated or rebuilt. Work with us to find a win-win solution on the use of this land for as a minimum, a modern larger centralized Senior Center with at least some independent living senior market rate units in close proximity. I look forward to continuing to provide input with any and all planning for the use of this valuable chunk of land."

Mayor Worel closed the public input portion of the meeting.

V) CONSIDERATION OF MINUTES

1. Consideration to Approve the City Council Meeting Minutes from February 17 and March 3, 2022:

APPROVED 04-07-2022

Council Member Gerber moved to approve the City Council meeting minutes from February 17 and March 3, 2022. Council Member Dickey seconded the motion.

RESULT: APPROVED
AYES: Council Members Dickey, Doilney, Gerber, Rubell, and Toly

VI) CONSENT AGENDA

1. Request to Authorize the City Manager to Execute a Construction Agreement with Geneva Rock Products. Inc. to Construct the Rossie Hill Reconstruction Project, in a Form Approved by the City Attorney, Not to Exceed $2,150,363.50:

2. Request to Authorize the City Manager to Enter into a Professional Services Agreement with VCBO in an Amount Not to Exceed $66,000 for PC MARC Conceptual Design and Cost Estimate and for Master Planning of the Park City Sports Complex:

Council Member Rubell moved to remove Items One and Two from the Consent Agenda. Council Member Toly seconded the motion.

RESULT: APPROVED
AYES: Council Members Dickey, Doilney, Gerber, Rubell, and Toly

1. Request to Authorize the City Manager to Execute a Construction Agreement with Geneva Rock Products. Inc. to Construct the Rossie Hill Reconstruction Project, in a Form Approved by the City Attorney, Not to Exceed $2,150,363.50:
Council Member Rubell noted there was still some negotiation and he asked for assurance that the scope was not final and if it was narrowed, the dollar amount could be reduced so the City didn't spend more than it had to. John Robertson, City Engineer, stated the negotiation was on widening Rossie Hill Drive. An offer was made with a property owner to acquire land, but if it didn't happen the scope would be reduced and the overall cost of the project would be lower.

Council Member Doilney moved to authorize the City Manager to execute a construction agreement with Geneva Rock Products. Inc. to construct the Rossie Hill Reconstruction Project, in a form approved by the City Attorney, not to exceed $2,150,363.50. Council Member Gerber seconded the motion.

RESULT: APPROVED
AYES: Council Members Dickey, Doilney, Gerber, Rubell, and Toly

2. Request to Authorize the City Manager to Enter into a Professional Services Agreement with VCBO in an Amount Not to Exceed $66,000 for PC MARC

APPROVED 4-01-2022

Conceptual Design and Cost Estimate and for Master Planning of the Park City Sports Complex:

Council Member Rubell indicated when the discussion took place on the potential additions to the MARC, he thought it would be an investment of staff time, with proposals being presented at a future meeting. He was surprised to see $66,000 would be spent before a decision was made on which changes should be pursued. He also was uncomfortable having a pickleball special interest party on the selection committee who was making a decision regarding the addition of pickleball courts. He was hesitant to get too invested in a building expansion on the back of the MARC with the Racquet Club housing behind it and the impact of a potential construction project. He suggested the contract be divided with a certain amount to cover the greater good items which would benefit the community and another amount which would be invested regarding the specific pickleball request. He also asked staff to request that the Pickleball Club help pay for the study.

Council Member Doilney understood from the previous conversation was that VCBO was the original designer for the MARC and they could accelerate through the process because of their knowledge. He felt using them was the most efficient way to get answers to a group of people as soon as possible.

Fisher stated the Pickleball Club organized a social for the end of March to raise funds for the pickleball courts. Staff needed to look at entering into an agreement with them at some point, but at this point staff was trying to come up with a conceptual design and a construction cost estimate.

Council Member Dickey understood from the prior conversation was that pickleball was one demand, but all demands would be looked at holistically and he trusted that was the direction of the project. Council Member Toly asked that going forward, staff should include a member of the community not involved in any way by the subject when issuing the RFP. Council Member Gerber thought the boards were made up of those types of residents. Council Member Toly felt there was not a lot of public input on RFPs.

Council Member Rubell asked if the study would include the winter use of the sports complex courts. He also stated that including people who wanted the project to happen would sway their decision to push for that. Fisher stated having a covered or indoor component to the facility could be looked at if Council supported going in that direction.

Council Member Rubell moved to authorize the City Manager to enter into a professional services agreement with VCBO in an amount not to exceed $66,000 for PC MARC Conceptual Design and cost estimate and for master planning of the Park City Sports Complex with the addition that the Park City Sports Complex would be in the scope for covered or winter use pickleball courts as well.

APPROVED 04-07-2022

Council Member Gerber asked for clarification. Council Member Rubell stated the other indoor courts were an addition on the back of the MARC, so this would be another option. Council Member Doilney stated this was not the scope of the RFP. Council Member Rubell stated it would be part of the master planning request.

Council Member Gerber seconded the motion.

RESULT: APPROVED
AYES: Council Members Dickey, Doilney, Gerber, Rubell, and Toly

VII) NEW BUSINESS

1. Short Range Transit Plan Project Update:

Alex Roy, Senior Transportation Planner, presented this item and indicated the project goals were to improve connectivity, engage the community, be a "Best in Class" transit system and incorporate tactical, relevant innovation. The Short-Range Transit Plan (STRP) was a plan for the next five years. He stated the separation of High Valley Transit from Park City Transit initiated staff to rethink how to deliver service within town. Throughout the process, there were multiple levels of public outreach with stakeholders, including a community survey, open houses and establishing an advisory committee.

Roy noted survey results showed interest in increasing bus frequency, having more direct routes, and improving connectivity between neighborhoods and downtown. Stakeholders also requested microtransit. Several alternatives were presented for transit including bus rapid transit, bus stop improvements, express routes, local buses, microtransit, park and rides and specialty transit.

Roy presented three alternatives for new systems. Alternative One would cover new areas and would include microtransit, adding a bus route to Quinn's Junction Park and Ride, and streamlining bus service by combining routes; Alternative Two would offer fast, direct service, including high frequency and direct routes to key destinations, microtransit, and corridor investment to help improve bus speeds and reliability; and Alternative Three would minimize transfers, including links to important community destinations without bus transfers, microtransit, and connecting bus routes to more areas around Quinn's Junction. He indicated the next step was to continue to seek public input. He hoped to roll out the preferred alternative and stated it would be implemented in April, and the final SRTP would be finalized by June.

Mayor Worel asked how staffing figured into the plan. Roy indicated he worked with Transit to see what staffing impacts would be. Council Member Toly asked if microtransit drivers had to have a special driver's license like bus drivers. Roy stated a standard driver's license was required for microtransit drivers. Council Member Toly asked what factors went into putting in a bus shelter versus a bus stop. Roy stated bus

APPROVED 04-07-202

stops were prioritized, but a secondary phase would be to look at additional facilities. Council Member Toly asked if microtransit needed to be in the budget this year, to which Roy affirmed there was a budget request for a microtransit pilot project. Council Member Toly asked if there were microtransit grants, to which Roy responded other transit options were being looked at. Sarah Pearce, Deputy City Manager, stated companies that ran microtransit had their own vehicles. Staff would come back to a future meeting to discuss microtransit further.

Council Member Gerber thought it was time for a microtransit pilot. There were many in the community asking for transit service where it didn't make sense to add bus routes. She thanked staff for their outreach efforts. Council Member Dickey liked the survey options so responders had to choose alternatives. He stated he was a microtransit skeptic, so he was excited to see how the pilot worked.

Council Member Rubell was pleased with how the goals were presented and he hoped to shift to a goal focused mode. He stated a lot of transit data was reactive. Historical data was used heavily to make decisions and there were many variables in play. He asked if modeling took place to be more proactive. Roy affirmed staff looked at density and transit dependency, especially when looking at zones where there was more socioeconomic dependency for transit. They also had cell phone data to see travel patterns between zones, and they made predictions where transit might work to put more transit in those zones. Council Member Rubell asked how the decision was made between service level and cost. He also asked if costs could be saved and efficiency increased if there was one transit app for both High Valley Transit and Park City. Roy stated there would be tradeoff discussions with the Transportation Council liaisons and Executive. This was a community service and they wanted to create a transit friendly community.

Mayor Worel opened the item for public input.

Bill Ciraco indicated he had experience with microtransit and he thought if the City pursued microtransit options, staff needed to explain to the residents it wasn't a free Uber. There was a perception that it was free Uber. In his previous residence, people thought Uber would decrease congestion, but it increased congestion. He hoped the consequences were thought through and staff would come up with the best plan.

Joe Butterfield suggested the City should only have routes to the transit center and the resorts and just have buses going in those two directions. He hoped to see a conversation on not being a stand alone transit service. The High Valley Transit would be bigger and the City should look at combining. Council Member Doilney reviewed there were now two transit systems because Park City was not a regional transit system. If High Valley absorbed Park City Transit, there would be fewer routes in town.

APPROVED 04-07-2022

Now that there were two systems, efficiency increased. Butterfield stated if Park City Transit was absorbed into High Valley, Park City would still have a seat at the table.

Ed Parigian asked that bus shelters be looked at to be unique to each neighborhood.

Mayor Worel closed the public input portion of the item.

VIII) ADJOURNMENT

IX) PARK CITY HOUSING AUTHORITY MEETING

I) ROLL CALL

Attendee Name	Status
Chair Nann Worel Board Member Ryan Dickey Board Member Max Doilney Board Member Becca Gerber Board Member Jeremy Rubell via Zoom Board Member Tana Toly Matt Dias, City Manager Margaret Plane, City Attorney Michelle Kellogg, City Recorder	**Present**
None	**Absent**

II) PUBLIC INPUT (ANY MATTER OF CITY BUSINESS NOT SCHEDULED ON THE AGENDA)

Chair Worel opened the meeting for any who wished to speak or submit comments on items not on the agenda. No comments were given. Chair Worel closed the public input portion of the meeting.

III) NEW BUSINESS

1. Consideration to Approve the Plan to Fulfill the Affordable Housing Obligation Generated by the Proposed Sommet Blanc Development Project:

Elyse Kats, Affordable Housing Specialist, reviewed the requirement of a housing mitigation plan for larger developments was to ensure the developers did not adversely affect the supply of affordable housing. The development would include 49 residential units and a 3,600 square foot restaurant. The affordable housing obligation was originally set for 91 Affordable Unit Equivalents (AUE) and was updated to 118.9 AUEs. For this subdivision plat, there would be six onsite rental units at 80% AMI.

APPROVED 04-07-2022

Chair Worel asked if the Planning Commission decision was unanimous, to which Kats affirmed. Chair Worel asked if the units could be sold as affordable units at a later date, to which Kats affirmed. Chair Worel asked if the HOA fees would be altered if the units were sold. Kats stated the owners would pay a capped rate of 25% of the full HOA fee.

Board Member Rubell asked if there were additional units in the Flagstaff Development. Kats stated there were 5.1 units they were obligated to build off site. Doug Olgilvie, representing Sommet Blanc, explained Redus conveyed the Mine Bench and 100 Marsac Avenue properties to the City. With that exchange, there was a document signed that all remaining offsite affordable housing obligations were satisfied. Council Member Rubell asked if the AMI level was discretionary and could it be negotiated to a 40% AMI. Kats stated the Housing Resolution required AMI to be a maximum of 80%. Board Member Rubell asked if it was the intention that onsite employees live in the units, to which Ogilvie affirmed.

Chair Worel opened the public hearing. No comments were given. Chair Worel closed the public hearing.

Board Member Rubell asked if there would be an opportunity to discuss this obligation again before the final approval. Kats stated the Planning Commission already gave the final approval, but the action letter still needed to be signed so there was room for small adjustments.

Board Member Dickey moved to approve the plan to fulfill the affordable housing obligation generated by the proposed Sommet Blanc Development Project. Board Member Gerber seconded the motion.

RESULT: APPROVED
AYES: Board Members Dickey, Doilney, Gerber, and Toly
NAY: Board Member Rubell

IV) ADJOURNMENT

With no further business, the meeting was adjourned.

_____
Michelle Kellogg, City Recorder

APPROVED 04-07-2022













Leadership Park City Presents

27th Annual Leadership Community Lecture & Panel

Amazing Women Olympians: Life & Leadership

Monday, March 21 | 7:00 p.m.
Santy Auditorium (Park City Library) and on Zoom

Keynote speaker **Amber Neben**, 3x World Cycling Champion, and oldest female cyclist in history to compete in an Olympic Games, will be joined by local women Olympians in a panel moderated by KPCW's Leslie Thatcher, including:

Catherine Raney Norman: Chair, Utah Olympic Legacy Foundation & 4X Olympic Speed Skater

Holly Flanders: Hall of Fame Olympic Alpine Skier, author, motivational speaker

Tracy Evans: 3X Olympic Freestyle Skier, National Champion, CEO of Kids Play International

Megan McJames: 3X Olympic Alpine Skier, member of the World Championship Team

Shannon Bahrke: 2X Olympic Medalist in Moguls, entrepreneur, motivational speaker

Join us as these amazing women share their thoughts on life, leadership, and the future of the Olympic Movement.

(Zoom link provided on the Park City website one week prior to the event). This program is FREE and OPEN TO THE PUBLIC.

LEADERSHIP
PARK CITY

HOUSING WORK SESSION
March 17, 2022



Overview

- Housing Assessment
- Housing Goals
- Housing Resolution
- Housing Authority
- Strategies/Programs
- Development

Key Questions: Housing

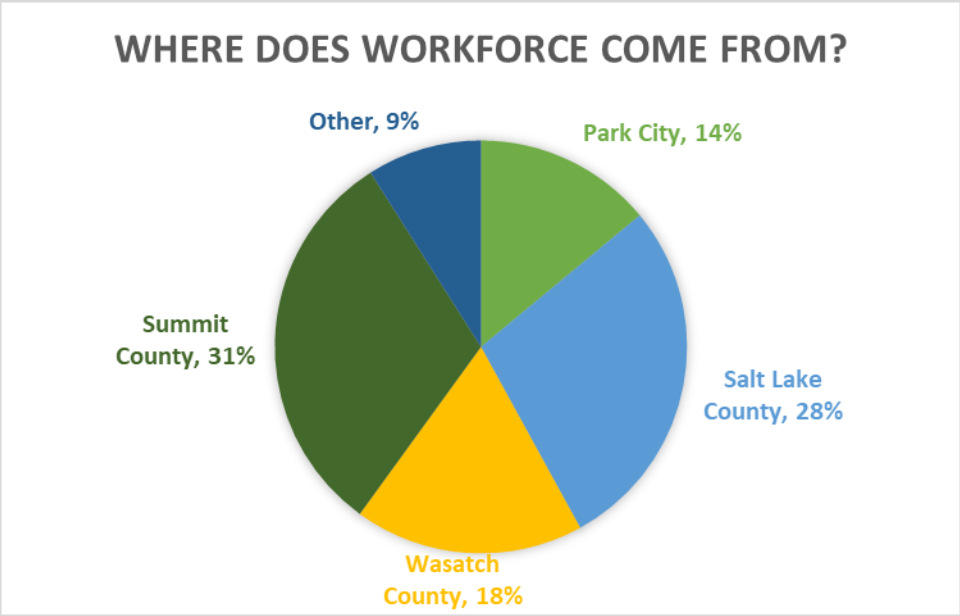


2021 PARK CITY HOUSING ASSESSMENT



Commuter Data

Each day nearly **8,800** out-of-county workers commute into Park City for employment.



Where do PCMC employees live?

Park City		132	16%
Snyderville Basin		140	17%
Rest of Summit County		83	10%
Salt Lake Valley		203	25%
Wasatch County		113	14%
Utah County		63	8%
Weber & Davis Counties		42	5%
Other Counties/Out of State		41	5%

Workforce Information

Employment Sector	Average Wage	Employment
Agriculture, Forestry	$40,128	37
Mining	$65,640	71
Utilities	$99,888	43
Construction	$52,848	2,027
Manufacturing	$77,328	891
Wholesale Trade	$100,368	425
Retail Trade	$36,576	3,216
Transportation and Warehousing	$43,260	303
Information	$105,348	456
Finance and Insurance	$162,204	466
Real Estate and Rental Leasing	$62,532	1,307
Professional and Scientific & Tech.	$96,984	1,357
Management of Companies	$101,520	224
Admin. Support	$52,332	937
Education Services	$38,292	348
Health Care	$55,152	1,574
Arts, Entertainment and Recreation	$39,264	3,281
Accommodation and Food Services	$34,284	5,053
Other Services	$44,040	756
Federal Government	$50,844	63
State Government	$37,572	105
Local Government	$47,832	2,627
Total	$52,308	25,529

Average Wage and Number of Employees by Sector in Summit County, 2020

Source: Utah Department of Workforce Services.

Earnings of Commuters

Earnings	Number of Workers	% Share
$1,250 per month or less	6,217	48.7%
$1,251 to $3,333 per month	3,197	25.0%
more than $3,333 per month	3,352	26.3%
Total	12,766	100.0%

Source: U.S. Census, On the Map

$500,000

Annual household income required to purchase median priced single-family home, nearly five times the median income.

$200,000

Annual household income required to purchase median priced condominium.

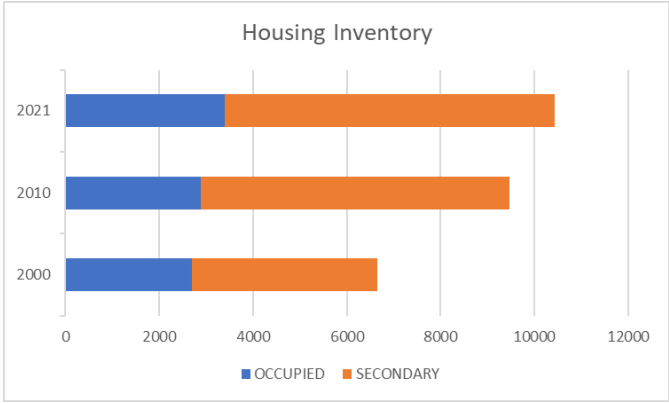
PARK CITY 1884

Housing Inventory

Table 1
Changes in the Park City Housing Inventory by Type of Use

Category	2000	2010	2021	Change 2000-2021	Change 2010-2021
Total Housing Units	6,661	9,471	10,440	3,779	969
Occupied	2,705	2,885	3,399	694	514
Share of Total Units	40.80%	30.50%	32.60%		
Vacant	3,956	6,586	7,041	3,085	455
Share of Total Units	59.2	69.5	67.40%		
Owner Occupied	1,660	1,775	2,230	570	455
Share of Units	24.90%	18.70%	21.50%		
Renter Occupied Units	1,045	1,110	1,169	124	59*
Share of Total Units	16.00%	11.70%	11.20%		
Vacant Seasonal, Recreational	3,383	5,609	6,750	3,367	1,141

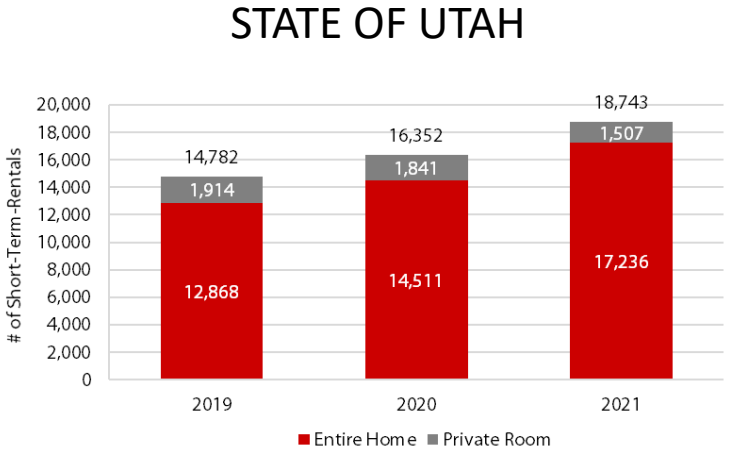
*Rental units include only those new units classified as rental units by the Park City Building Department. Rehabilitated units and condominium units are not included in the additional rental units.
Source: U.S. Census Bureau and Gardner Policy Institute, University of Utah.



YEAR	2000	2010	2021
TOTAL UNITS	6661	9471	10440
OCCUPIED	41%	30%	33%
SECONDARY	59%	70%	67%

Short-Term Rentals

- From a study completed by the Gardner Policy Institute at the University of Utah:
  - The number of STRs in Utah increased over the last half of the 2010s
  - Summit County holds the highest share of the state's STR's historically.
  - In 2021, 32.2% of all listings (over 6,000) were in Summit County.
  - Park City estimated to have over half of the STR in Summit County.
  - 2,300 licensed STR, estimate of 1,000-1,500 more operating without a license



What does the data tell us?

14%
Employees live within City limits

8,800
Employees commute from outside Summit County

67%
Employees commuters earn less than $40K

330
Existing rental households are cost-burdened (above 30% of income)

800 - 1000
Demand for affordable housing units over the next five years

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HOUSING GOALS



Current Housing Goal

- Housing goal of 800 units by 2026 created in 2016.
- Based on 2016 Housing Needs Assessment that stated 80 units needed each year to maintain 15% of workforce living in City limits.
- Current direction is to focus development within City limits.

Building a Complete Community
Who are we building housing for?

- Housing for every stage of one's life
- Long-term rentals
- Multi-Income, Multi-Generational
- Options for protected community members such as LGBTQA+, Seniors, Differently Abled and Neuro-diverse.
- Support of small businesses within city limits



AMI vs WFW

- **Area Median Income (AMI)** is based **on who lives here**
  - Aging Population
  - Growing wealthier ($108,720 for a family of 3)
  - Diversity is dropping





- **Workforce Wage (WFW)** is based on **who works here**
  - Low wages in services, hospitality and retail ($63,600 for a family of 3)
  - 86% of the workforce commutes
  - 67% earn $40,000 or less

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AMI vs WFW

WFW for Summit County

Area	WFW for Family of 3	Category	Persons in Family							
			1	2	3	4	5	6	7	8
Summit County, UT	$63,600	50% of WFW	24,041	27,475	**31,800**	34,344	37,092	39,839	42,587	45,334
		30% of WFW	14,424	16,485	**19,080**	20,606	22,255	23,903	25,552	27,200
		80% of WFW	38,465	43,960	**50,880**	54,950	59,346	63,742	68,138	72,535
		100% of WFW	44,520	50,880	**63,600**	68,688	74,183	79,678	85,173	90,668

100% of WFW for a family of 3 is equal to 58% of AMI.

HUD approved AMI for Summit County based on National AMI limits

Area	HUD Median Income for Family of 3	FY 2021 Income Limit Category	Persons in Family							
			1	2	3	4	5	6	7	8
Summit County, UT	$108,720	Very Low (50%) Income Limits	41,850	47,800	**53,800**	59,750	64,550	69,350	74,100	78,900
		Extremely (30%) Low Income Limits	25,100	28,700	**32,300**	35,850	38,750	41,600	44,500	47,350
		Low (80%) Income Limits	55,950	63,950	**71,950**	79,900	86,300	92,700	99,100	105,500

HUD AMI calculations for Summit County based on math

Area	HUD Median Income for Family of 3	FY 2021 Income Limit Category	Persons in Family							
			1	2	3	4	5	6	7	8
Summit County, UT	$108,720	Very Low (50%) Income Limits	42,280	48,320	**54,360**	60,400	65,232	70,064	74,896	79,728
		Extremely (30%) Low Income Limits	25,368	28,992	**32,616**	36,240	39,139	42,038	44,938	47,837
		Low (80%) Income Limits	67,648	77,312	**86,976**	96,640	104,371	112,102	119,834	127,565

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Workforce vs Affordable

Federal/State definition:

- Affordable (also MIH*) = 80% and below of AMI
- Workforce = as many definitions as there are communities

Park City - Staff Recommended definitions:

- Affordable = $\leq$100% of Workforce Wage (58% of AMI)
- Workforce as a subset of Affordable
- Attainable = Middle Income (up to 150% of AMI)

*** Moderate Income Housing – State classification**

PARK CITY 1884

Policy Questions

- Who are we building housing for?
- Do you want to change the housing goal? If so, what changes would you like to see made?
  - Percentage of workforce living in Park City
  - Affordability Level? (AMI vs. WFW)
  - Rental vs. Ownership
  - Community housing vs. Workforce housing
- Does the Council want to make a goal for percentage of City employees that live in town?

HOUSING RESOLUTION



Park City Housing Resolution

- Park City has the strongest housing resolutions in the State.
- First Housing Resolution passed in 1991.
- Provides the guidelines for affordable housing program.
- Includes an inclusionary housing provision
- Required to be reviewed by City Council every two years.
- Last updated in 2021.

Updating the Housing Resolution

- The Housing Team reviews the current resolution annually.
- Areas identified for updates:
  - Reevaluate & reprioritize the options for fulfillment of housing obligations
  - Re-evaluate the fee-in-lieu calculation
  - Reassessing the basis for employee generation calculations
  - Reviewing the qualified work locations
  - Reviewing targeted income levels
  - Add language in support of programs to meet the housing needs of other populations

Methods of Fulfillment of Housing Obligations

1. Construction of unit(s) on the site on which the development is proposed.
2. Construction of the unit(s) within the Park City corporate limits
3. Dedication of existing units within Park City corporate limits (No more than 25% of a housing obligation)
4. Conveyance of land within the Park City School District boundary
5. Construction of units outside Park City, but within the Park City School District boundary
6. Payment of Fees in Lieu of Development.

Council could choose to re-prioritize order of fulfillment or disincentivize options less desirable by adding additional requirements.

Fee In Lieu

- Payment of Fees in Lieu of Development. If the Park City Housing Authority determines that
  - (1) no other alternative is feasible, or
  - (2) such a payment would result in more immediate development of housing, or
  - (3) such a payment would leverage additional resources, then a Payment of Fees in Lieu of Development may be accepted.
- Funds may only be expended for projects located within city limits of Park City or within the Park City School District boundary
- The In Lieu Fee is based on the actual cost of construction in the prior year and published annually.
- Updates may occur more frequently at the request of the City Council to reflect changing real estate conditions.
- Any Fees in Lieu collected shall be used only for the purpose of planning for, subsidizing, or developing affordable housing.

Fee In Lieu

- Current Fee In Lieu fee is $389,700 per AUE. Based on construction cost from previous year.

- Options moving forward:
  - Include cost of land in calculation
  - Include an inflationary component for time needed to build unit

Employee Generation

- Employee Generation rates – current rates are outdated and a new study taking a special look at:
  - The difference between hotels: 5-star vs 2- or 3-star
  - New categories such as:
    - Ski Clubs
    - Meeting and Convention Space
  - Employee generation of short-term rentals

Qualified Renters/Buyers

- Work location – change from PCSD boundaries to within city limits to help meet housing goals?
- Change income targeting to lower AMI especially for rental units to meet the needs of commuting workforce?
- Explore ways to address the housing needs of protected classes such as Seniors, LGBTQA+, differently abled and neuro-diverse communities.

Policy Questions

- Is City Council supportive of the areas that the Housing Team has identified for possible changes in the Housing Resolution?
  - Reevaluate & reprioritize the options for fulfillment of housing obligations
  - Re-evaluate the fee-in-lieu calculation
  - Reassessing the basis for employee generation calculations
  - Reviewing the qualified work locations
  - Reviewing targeted income levels
  - Add language in support of programs to meet the housing needs of other populations
- Are there any other areas that the City Council would like the Housing Team to review for possible changes?

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HOUSING AUTHORITY



TRIVIA QUESTIONS

- **What year was the Park City Housing Authority established?**

Background

- Park City's Housing Authority was established in 1978
- Made up of members appointed by City Council.
- Utah State Code establishes the power for the creation of Housing Authorities, to study and determine the needs of medium and low-income persons
- Housing Authorities can also administer programs, own and lease property, and conduct business associated with affordable housing
- Council directed the Housing Team at their spring retreat to explore the options for a local or regional Housing Authority separate from, but appointed by, the City Council

Comparing Other Housing Authorities

BLAINE COUNTY



SALT LAKE COUNTY



Pros & Cons of Separate Housing Authority

PROS

- Expertise in the field -
- Ability to act quickly
- Greater opportunities for regional collaboration
- Increased operation efficiency
- Inoculated from the politics of the issues

CONS

- Reduced amount of control
- Funds spent outside City limits
- Increased benefits to other jurisdictions

Recommendation

- Return to Council in a future work session with a more comprehensive presentation that includes:
  - Funding Options
  - State Laws
  - Bylaws/Guidelines
  - Budget
  - Possible phasing plan for Housing Authority

STRATEGIES/PROGRAMS



Live Local Park City – Lite Deed Restrictions Program

- Makes cash payments to property owners to place a deed restriction on their property in perpetuity.
- Would restrict properties to “full-time” residents occupying or renting property (greater than 6 months)
- The Housing Team proposes to allocate $1,000,000 in funding
- Staff has brought this program to Council three times.

- *Would Council want the Housing Team to return with a broader program that includes an affordability component?*

Buy Down Program

- Property would be bought at market value and sold at deed restricted price
- A capital fund would allow for quick movement on key properties that come onto the market

Rent to Own Program

- City purchases the home
- Renter contributes 1-2% of purchase price as "initial home savings fund"
- Each month a percentage of the rent goes into "home savings fund"
- After three years, renter has enough money for down payment

Shared Equity Program

- Shared equity programs require a one-time investment into each property by the municipality
- In return for the subsidy, the buyer agrees to share any home price appreciation at the time of resale with the entity providing the subsidy, which helps preserve affordability for subsequent homebuyers.
- Shared equity programs are also used by private companies (Pacaso) to encourage second home ownership

Shared Equity Program

What is Shared Equity Homeownership?



What are the Benefits of Shared Equity Homeownership?



PARK CITY 1884

City Build & Sell Model

- City acts as developer and develops for sale units
- City has successfully completed several projects using this model





Pros/Cons of City Build/Sale Model

PROS

- City controls the design
- City retains any profits or revenue

CONS

- Requires large amount of City resources
- Project delivery is slower
- Subsidy could be above 50% of costs
- Ties up more City funds to other projects

Public/Private Partnerships

- City partners with private sector developer or non-profit to build affordable housing.





Pros/Cons of Public/Private Partnerships

PROS

- Better projects when each participant does what they do best
- Faster projects
- Lower risk for the City
- Private sector more experience in cost containment
- Allows City funds to be used more efficiently

CONS

- Must compensate private sector for risk
- Reduce or forfeit profit or future revenue
- Must be flexible in design

Program Evaluation Matrix

PCMC Relative Value Housing Strategy Analysis

	Strategy					
	Purchase Price Buy Down	Lite Deed Restriction	City Build & Sell	Rent to Own	Shared Equity	Public Private/Non-Profit Partnership
Configurable Model Parameters						
Funding Access, $	$25,000,000	$25,000,000	$25,000,000	$25,000,000	$25,000,000	$25,000,000
Assumed 2022 Market Price, $	$850,000	$850,000	$850,000	$850,000	$850,000	-
Assumed Discount Factor, %	47%	15%	47%	0%	20%	-
Assumed Number of Executable Transactions/Year, No.	10	12	15	8	10	-
Assumed Monthly Rent Charged, $	-	-	-	$2,500	-	-
Assumed Cost per Acre, $	-	-	-	-	-	$4,500,000
Assumed Buildable Units per Acre, Acres	-	-	-	-	-	70
Assumed Annual Growth Rate of PC Home Prices, %	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%
Key Outcomes						
Units Acquired, No.	50	121	54	26	94	389
Acquisition Cost Per Unit, $	$500,000	$206,612	$462,963	$834,038	$265,957	$64,286
Years for City to Acquire Affordable Units, Yrs.	5.00	10.08	3.60	5.67	9.40	5.00
City Revenue or Equity Generated, $	($25,000,000)	($25,000,000)	($25,000,000)	$28,315,000	$24,688,515	($25,000,000)
Strategy Single Criteria Rank						
Maximize Units Acquired	5	2	4	6	3	1
Minimize Acquisition Cost Per Unit	5	2	4	6	3	1
Minimize Years for City to Acquire Affordable Units	2	6	1	4	5	2
Maximize City Revenue or Equity Generated	3	3	3	1	2	3
Council Defined Sentiment - Community Benefit	1	1	1	1	1	1
Weighted Average Score	**3.2**	**2.8**	**2.6**	**3.6**	**2.8**	**1.6**
Strategy MiniMax Regret						
Overall MiniMax Rank	**5**	**3**	**2**	**6**	**3**	**1**

Metric Weights	
Key Outcomes	Weights
Maximize Units Acquired	1
Minimize Acquisition Cost Per Unit	1
Minimize Years for City to Acquire Affordable Units	1
Maximize City Revenue or Equity Generated	1
Council Defined Sentiment - Community Benefit	1

<-- Adjust weights carried by different metrics in final score, staff has assumed equal weight across all metrics by default

Other Opportunities

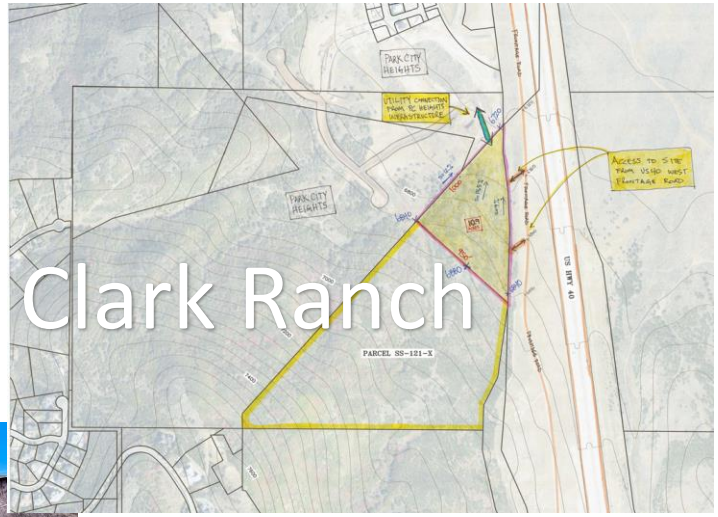
- Down Payment Assistance – Fund that would provide down payments
- STR Conversion Program – Provides payments to incentivize property owners to rent long term.
- City Employee Long-Term Housing Programs – Provide long-term housing options with City-owned property.

DEVELOPMENT



Development Updates





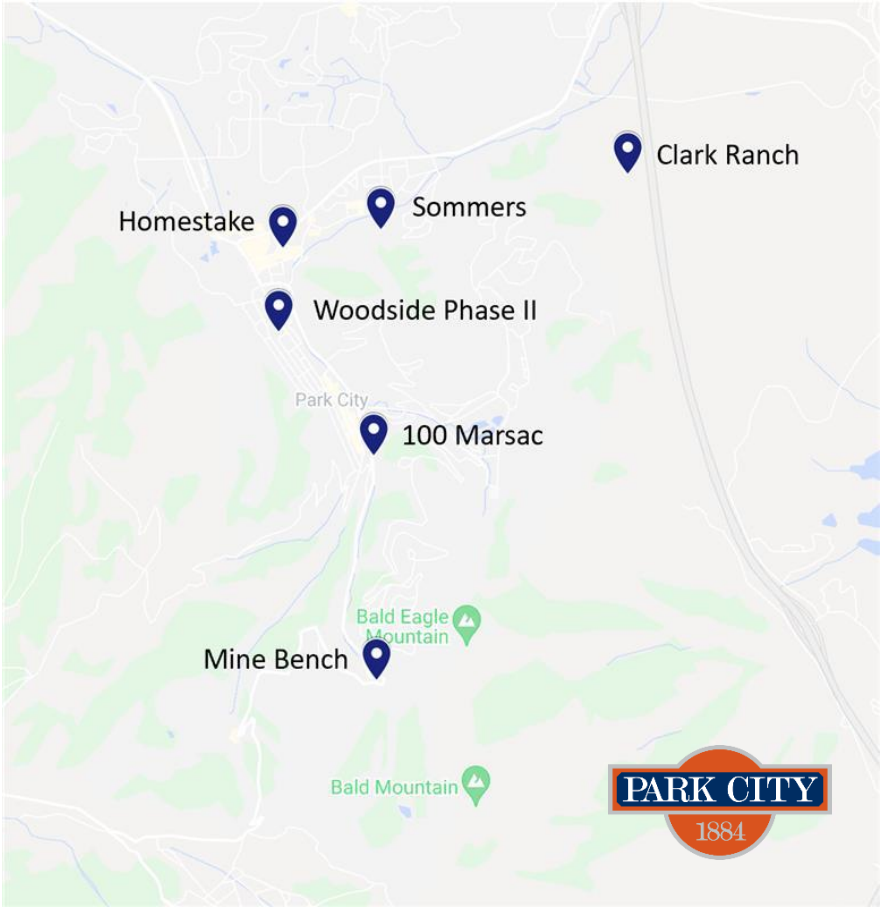


PARK CITY 1884

Land Prioritization Exercise

- In 2018, to continue progress towards the aggressive housing goals, staff was asked to bring Council a prioritized list of City-owned properties for possible housing development.

- In October 2018, Council prioritized the list of properties to include the following:
  - 100 Marsac
  - Mine Bench
  - Sommers
  - Clark Ranch





Mine Bench

- Staff has been approached by local business who are interested in building workforce housing on the site.
- Current direction was to not prioritize this property for City development.

Recommendations:

Option 1: Direct staff to start entitlement process.

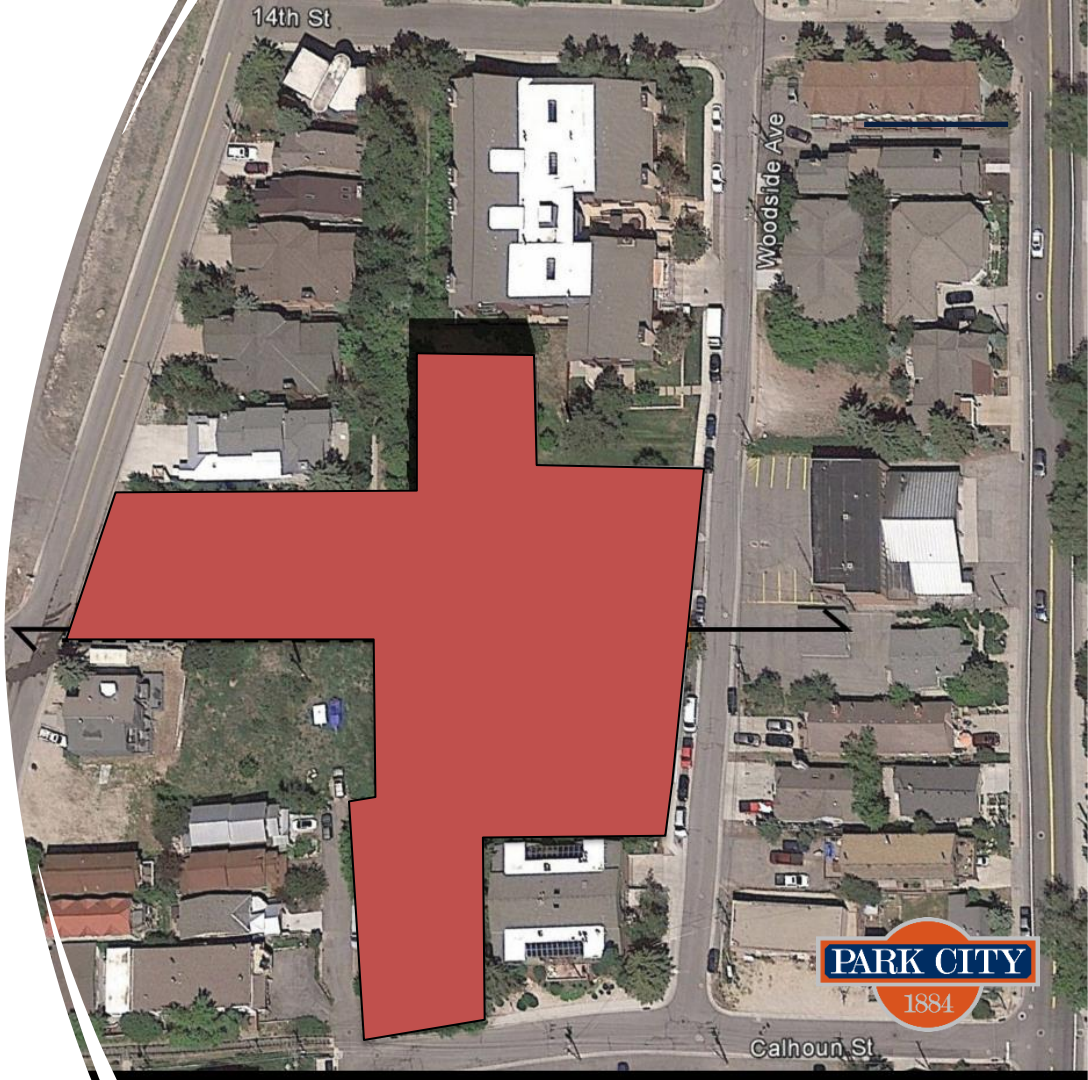
Option 2: Develop a RFP for the property.

Woodside Park Phase 2

- Original plans for development appealed
- Plat amendment application has been prepared.
- Three viable options:
  - All affordable housing
  - All senior housing
  - Hybrid – Both senior & affordable housing

Recommendation:

Direct Housing Team to work with Council Senior Liaisons to reengage with the Seniors on the possible development of this property.



Homestake

- **Negotiation of a Development Agreement with JF Development**
- **Testing and surveying of site that will lead to conceptual designs.**
- **The City's Engineering Department is actively working on street designs for the extension of Munchkin Road and the upgrade of Homestake Road.**
- **The City's Engineering Department is in the process of conducting traffic and parking study of the area.**



Key Questions: Housing



MORATORIUM

TEMPORARY LAND USE REGULATION



UTAH STATE CODE

10-9A-504 TEMPORARY LAND USE REGULATION

(1)(a) A municipal legislative body may, without prior consideration of or recommendation from the planning commission, enact an ordinance establishing a temporary land use regulation for any part or all of the area within the municipality if:

(i) the legislative body makes a finding of compelling, countervailing public interest; or

(ii) the area is unregulated.

(b) A temporary land use regulation under Subsection (1)(a) may prohibit or regulate the erection, construction, reconstruction, or alteration of any building or structure or any subdivision approval.

(c) A temporary land use regulation under Subsection (1)(a) may not impose an impact fee or other financial requirement on building or development.

(2) The municipal legislative body shall establish a period of limited effect for the ordinance not to exceed six months.

(3)(a) A municipal legislative body may, without prior planning commission consideration or recommendation, enact an ordinance establishing a temporary land use regulation prohibiting construction, subdivision approval, and other development activities within an area that is the subject of an Environmental Impact Statement or a Major Investment Study examining the area as a proposed highway or transportation corridor.

(b) A regulation under Subsection (3)(a):

(i) may not exceed six months in duration;

(ii) may be renewed, if requested by the Transportation Commission created under Section 72-1-301, for up to two additional six-month periods by ordinance enacted before the expiration of the previous regulation; and

(iii) notwithstanding Subsections (3)(b)(i) and (ii), is effective only as long as the Environmental Impact Statement or Major Investment Study is in progress.

WHAT IS A MORATORIUM

A temporary land use regulation or a “moratorium”

is a mechanism by which a

ZONING REGULATION IS ADOPTED FOR A LIMITED PERIOD OF TIME

without having to go through the normal process of public hearings



***Utah Code § 10-9a-504**

WHO CAN ENACT A MORATORIUM?



LOCAL GOVERNMENTS

are authorized under the

Land Use Development and Management Acts

to enact temporary zoning regulations

and **must identify the justification for the temporary regulation, the area it affects, and the effective dates for the regulation**

PARK CITY 1884

HOW IS A MORATORIUM ADOPTED?

CITY COUNCIL

ADOPTS A TEMPORARY LAND USE ORDINANCE



The notice provisions normally applicable to zoning ordinances do not apply, and prior consideration by a planning commission is not required.

HOW LONG CAN IT REMAIN IN EFFECT?



FOR NO MORE THAN SIX MONTHS (180 days)

The local government must establish the effective period when it adopts the regulation.



Utah Code does not provide for an automatic extension
A temporary regulation prohibiting development in a proposed highway corridor may be extended for two additional six-month periods (for a total effective period of 18 months), but only if requested by the State's Transportation Commission.

WHY WOULD A MORATORIUM BE ADOPTED?

TO ADDRESS AN EMERGENCY SITUATION OR A COMPELLING REASON THAT REQUIRES IMMEDIATE ACTION



While the temporary regulation is in place,
the local government has time to address the situation
through the normal process to adopt zoning ordinances.



WHEN MAY A MORATORIUM BE ADOPTED?

A The local government finds that there is a **COMPELLING PUBLIC INTEREST** that justifies the temporary regulation

B There is an **AREA THAT IS UNREGULATED** by zoning ordinances

C A **PROPOSED HIGHWAY CORRIDOR IS BEING STUDIED** for an Environmental Impact Statement or a Major Investment Study

A WHAT IS COMPELLING PUBLIC INTEREST?

A **”compelling interest”** poses

SUBSTANTIAL RISK TO THE PUBLIC’S HEALTH, SAFETY OR WELFARE

that should be addressed through a temporary regulation.



WHAT HAPPENS WHEN A MORATORIUM IS IN EFFECT?

THE MORATORIUM BECOMES
THE APPLICABLE ZONING ORDINANCE
FOR THE TIME IN WHICH IT IS EFFECTIVE

Land use applications are subject to the restrictions or regulations imposed by a temporary ordinance.

For example, if an ordinance bans new development, no new applications may be accepted, and no applicant may gain vested rights in an application.





A temporary zoning regulation cannot impose an impact fee or other financial requirement on land development.

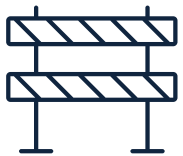
WHAT REGULATIONS MAY BE ADOPTED?

A temporary land use regulation may adopt any type of zoning regulation,

UP TO AND INCLUDING A PROHIBITION OF ALL DEVELOPMENT FOR A LIMITED TIME.

A regulation may also temporarily prohibit certain types of land uses or development.

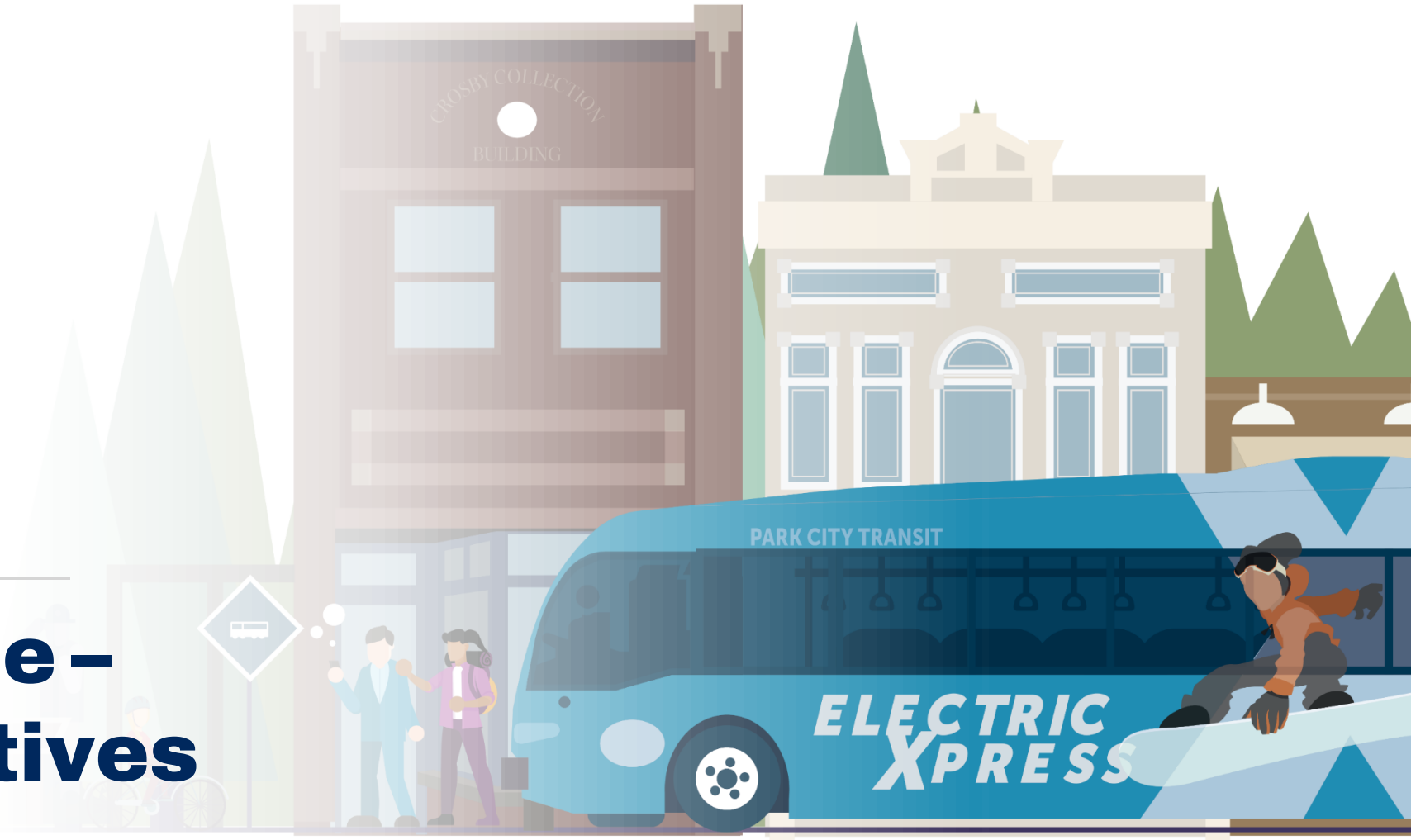



QUESTIONS?



PARK CITY
SHORT RANGE
TRANSIT PLAN



Project Update – System Alternatives

PCMC Council
3/17/22

FEHR PEERS

PROJECT OVERVIEW

PARK CITY
SHORT RANGE
TRANSIT PLAN

PROJECT GOALS



Improve Park City connectivity



Engage the entire community



Ensure “best in class” transit system and delivery



Incorporate tactical, relevant innovation

What is a Short Range Transit Plan?

- Detailed analysis of current transit performance and review of future community conditions
  - Where is Park City Transit today and what will the community conditions for transit be in the future?
- 5-year time horizon for immediate route and service improvements
  - But also sets stage for bigger, longer-term initiatives beyond 5 years
  - Analysis on new and emerging transit technologies including aerial and micro-transit
- Detailed operational and capital financial plans
  - Estimates of required revenue and associated expenses
- Organizational implications
  - Related policies, procedures, staffing needs, community partnerships, etc.
- Implementation Plan
  - Roadmap for each year of the plan with specific strategies
- Phasing and prioritization
  - Interrelation of strategies and incremental approach

KEY ISSUES

- **Traffic congestion**
  - How to balance access, experience, quality of life
  - How can PCT move more people faster?
- **Separation of PC Transit and High Valley Transit**
  - Ability to focus on critical (and changing) Park City connectivity needs
- **Rethinking how to deliver service**
  - Creativity to rethink service, incorporate innovation
  - Adjust to new nodes and proposed developments
- **Integrated mobility**
  - How can getting around without a car be easily enabled?
- **Address capacity constraints and roadway ops**
  - Transit prioritization and speed and reliability concepts

PUBLIC OUTREACH OVERVIEW

PARK CITY
SHORT RANGE
TRANSIT PLAN

Public outreach activities

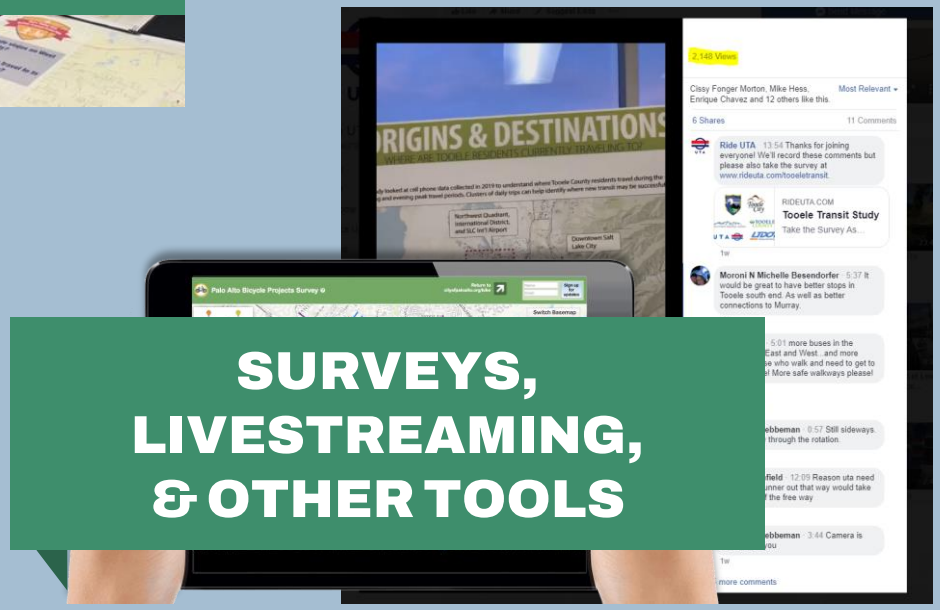
- Stakeholder interviews
  - Complete
- Community survey
  - October-November
- Stakeholder meeting
  - January-February
- Community open houses
  - Mid-March
- Advisory Committee
  - Involvement throughout



OPEN HOUSES & POP-UP EVENTS



MULTILINGUAL



SURVEYS, LIVESTREAMING, & OTHER TOOLS

Community Survey Results

Over 500 total responses!

When asked to describe their transportation challenges, common issues were:

- Transit service is too infrequent/limited frequency
- Transit travel time is too long
- Bus stops are too far from their origin or destination, or there is no service in their area
- Service on Orange Royal Street

When asked how they would prioritize potential improvements, people's preferences were:

- Increasing bus frequency (more buses per hour)
- Making bus routes more direct with shorter travel times (comparable to car travel time)
- Improve connectivity between neighborhoods, downtown, and other major destinations
- Convenience and frequency of busses are high priorities

Stakeholder Feedback

What we heard from you

- Peak Traffic Concerns
- Bottlenecks and Current Roadway Limitations
- Need for More Direct and Faster Connections
- Microtransit Interest (and Caution)
- Clean Slate Approach
- Coordination of Services with High Valley Transit
- Who is Served by Park City Transit?
- Service to Quinn's Junction Area
- Better Bus Stops and Wayfinding
- Integrated Multimodal System
- Account for Major New Development

Representing over 20 unique organizations

NEW SYSTEM ALTERNATIVES

PARK CITY
SHORT RANGE
TRANSIT PLAN

Elements Included in Alternatives

- Bus Rapid Transit (BRT)
- Bus Stop Improvements
- Express Buses
- High Intensity Bus Service
- Local Bus
- Microtransit
- Park & Rides
- Specialty Transit









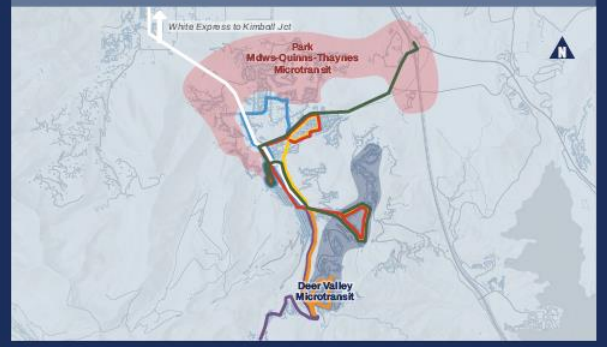


Alternatives Are Draft Concepts

Keep in mind:

- Options are high level concepts and not meant to be fully developed
  - Not all stops are shown; routing, schedules, hours of service will likely be refined
- Implementation will require trade-offs and decisions around how/when to fund
  - Earliest implementation would be 2023
- The alternatives are not mutually exclusive – they represent different themes but elements from each could be mixed and matched in a final plan
- It may take many years before any of the options are in place and operating
- There are many other opportunities that may be worth considering – these three are built around what we heard from the community

ALTERNATIVE 1:
COVER NEW AREAS

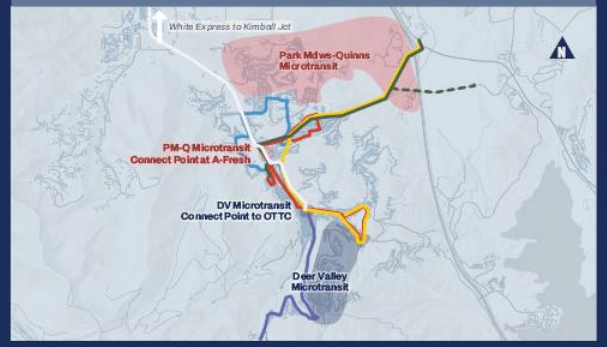


- New microtransit service to Park Meadows, Quinn's Junction, Thaynes, and Deer Valley.
- Adds a new bus route connecting to the new Quinn's Junction park-and-ride lot.
- Streamlines bus service by combining other routes through bi-directional service on all routes

PROS
Has the most coverage of all the alternatives

CONS
Less frequent service than other alternatives

ALTERNATIVE 2:
FAST, DIRECT SERVICE

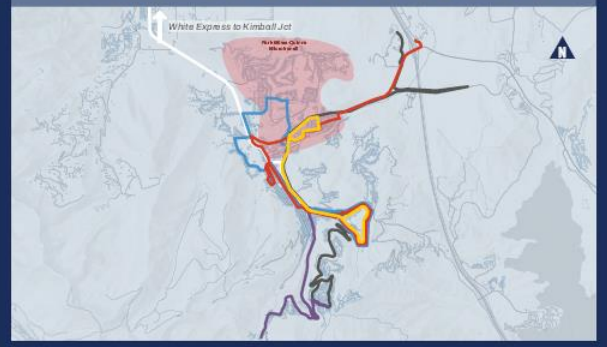


- High frequency, direct routes that connect to key destinations
- Targeted microtransit for Park Meadows, Quinn's Junction, and Deer Valley with connections to high-frequency routes
- Corridor investments help improve bus speed and reliability

PROS
Allows for quick connections for most riders.

CONS
Less intensive service in some areas

ALTERNATIVE 3:
MINIMIZE TRANSFERS



- Links important community destinations via bus without much need to transfer
- Adds microtransit service for Park Meadows
- Connects bus routes to more areas around Quinn's Junction with bus service to the rest of the community

PROS
Provides single seat rides for most of Park City

CONS
Long travel time compared to cars

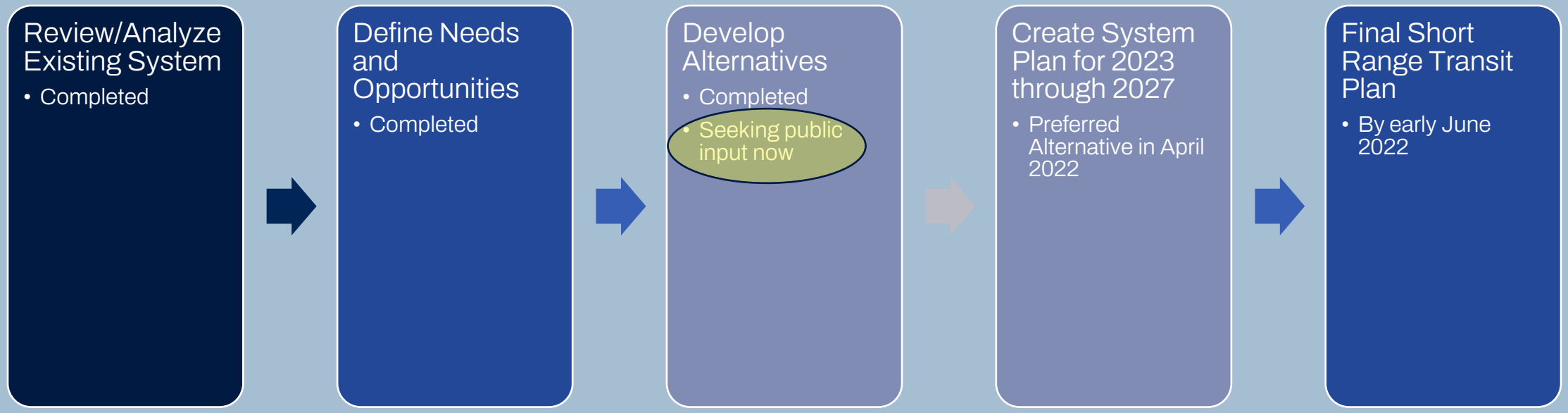
Evaluation Criteria

Alt	Description	Ridership Potential	Fast Direct Service for Most Passengers	Ease of Use	Reduce Peak Traffic
1	New Area Coverage Focus	Medium	Medium	Medium	Medium
2	Fast Direct Service Between Activity Centers Focus	Most	Fast	High	Most
3	Minimize Transfers Focus	Least	Long	Medium	Least



NEXT STEPS

Project Process





Questions?

Thank you!

Sommet Blanc Housing Mitigation Plan

March 17, 2022



Housing Mitigation Plan

- Section 3 of the 25-2020 Housing Resolution states the purpose of the resolution and why the City requires Housing Mitigation Plans for large developments.

  SECTION 3. PURPOSE. The purpose of this Resolution is to ensure that new development does not adversely affect the supply of affordable housing in the City and to maintain the social, economic and cultural fabric of Park City's community character. It is intended that the requirements imposed herein are roughly proportionate and reasonably related to the impacts of the Development.

Sommet Blanc Background

- Sommet Blanc is located in the Flagstaff area at Empire Pass.
  - The development will occur in Lot 1 of the B2 East Subdivision
- The developer of the project is proposing three condominium buildings with 49 residential units and a 3,600 SF restaurant.

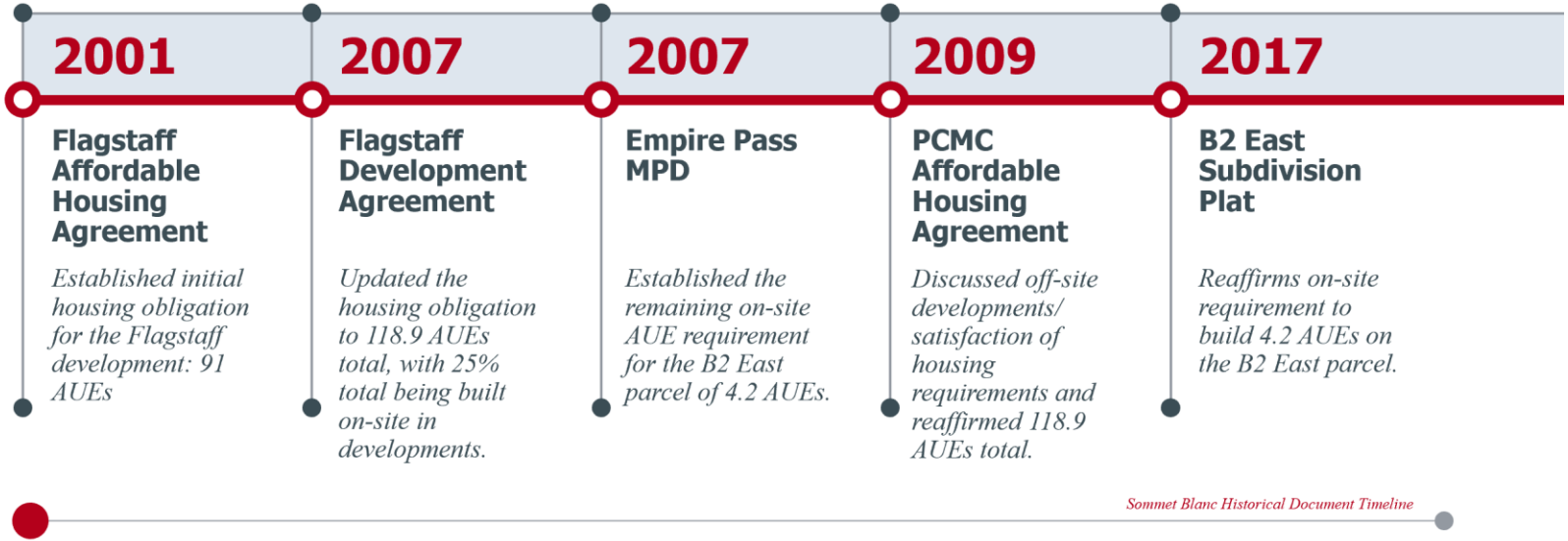


Sommet Blanc Background

- The 2001 Flagstaff Affordable Housing Plan states that the affordable housing obligation for the entire Flagstaff development was 91 AUEs.
  - This number was updated in the 2007 Flagstaff Development Agreement to 118.9 AUEs. 25% of these were to be built on-site.
- The remaining on-site requirement for the B-2 East Parcel is 4.2 AUEs.
- In 2017, the B2 East Subdivision Plat was recorded, affirming the 4.2 AUE requirement in the Conditions of approval.

Sommet Blanc Timeline

Historical Document Timeline



Proposed HMP

Summary of proposed Housing Obligation according to Sommet Blanc (Exhibit A):

- The creation of 6 on-site Deed Restricted units (5.12 AUEs) totaling 4,609 SF
- 80% AMI target
- 4 1-bedroom units
- 2 2-bedroom units
- 2021 rent limits



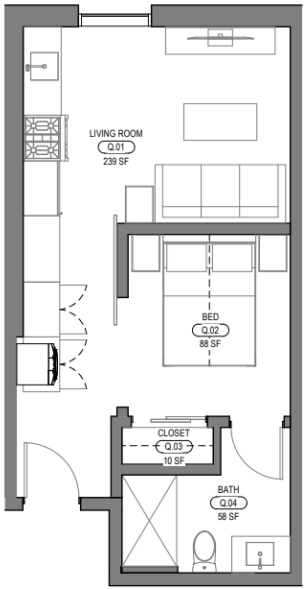
Proposed HMP

Rental Rates

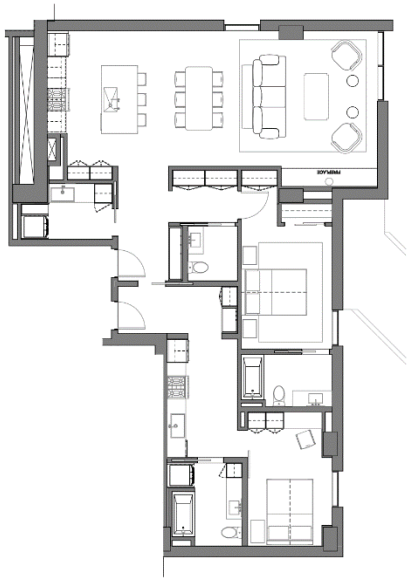
Rental rates/ sales prices will be set in accordance with the 25-2020 Housing Resolution, as shown below:

Family Size AMI	One Dorm	One SRO	One Studio	Two 1-BR	Three 2-BR	Four 3-BR	Five 4-BR	Six
80%	$685	$1,268	$1,691	$1,933	$2,174	$2,416	$2,609	$2,803

Proposed HMP



UNIT SCHEDULE - AFFORDABLE				
Number	Name	Area	Type	Unit Type
A 22	BLDG A UNIT 22	1,458 SF	2BR - Affordable	K
B 22	BLDG B UNIT 22	1,458 SF	2BR - Affordable	K
C22	BLDG C UNIT 22	423 SF	1 Bed - Affordable	Q
C23	BLDG C UNIT 23	424 SF	1 Bed - Affordable	Q
C24	BLDG C UNIT 24	422 SF	1 Bed - Affordable	Q
C25	BLDG C UNIT 25	424 SF	1 Bed - Affordable	Q
GRAND TOTAL: 6		4,609 SF		



Action Letter

- A final version of the Action Letter will be approved by the City Attorneys office
  - The action letter establishes following:
    - the agreed upon AUEs required,
    - The on-site development requirements,
    - The requirements based on project phasing, and
    - When C of O's will be required.

Summary

- All of the obligation will be built on site, which is equal to 5.12 AUEs
- 6 units, 4 1-bedroom and 2 2-bedrooms will be built throughout all 3 of the residential buildings
- Units will maintain affordability as they are subject to annual compliance

The Housing Team supports the proposed Sommet Blanc Housing Mitigation Plan and requests that the Housing Authority approve the plan.

Recommendation

For these reasons, staff supports the proposed Sommet Blanc Housing Mitigation Plan and requests that the Housing Authority approve the plan.

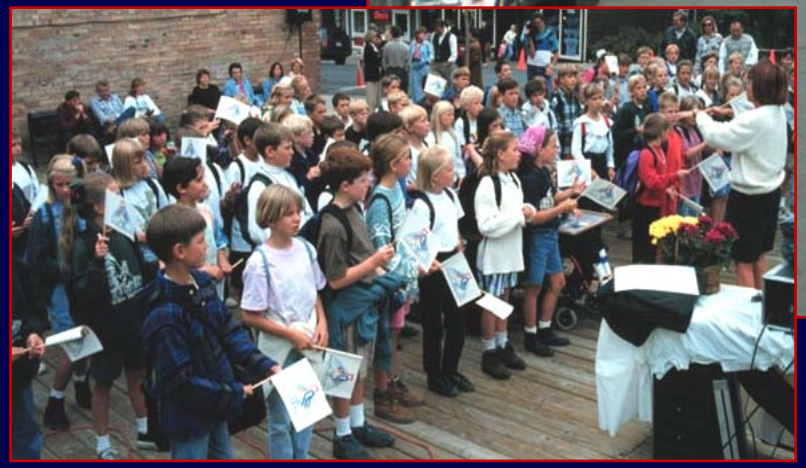

XIX Olympic Winter Games
Park City's Experience
Myles C. Rademan
Former Public Affairs & Olympic Information Director

Enthusiastic Involvement



Salt Lake City becomes America's Choice
Des Moines, Iowa '89





15 Years

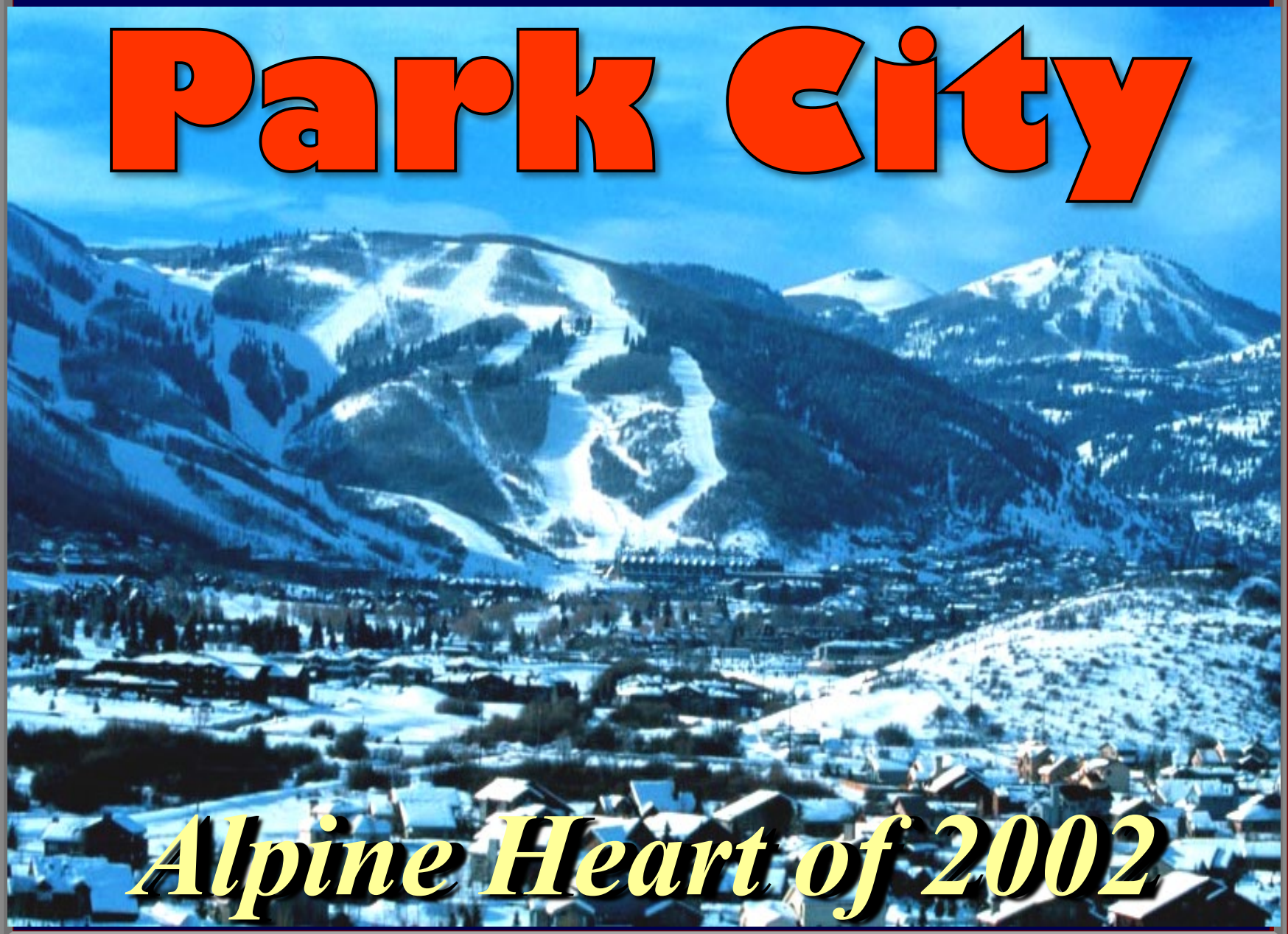
of Commitment



PC Olympic Planning Strategies

- Make dust, eat dust, or be roadkill
- Have a seat at the table
- Participate: don't let the Olympics just happen to us
- 80/20 rule: 80% transactional; 20% inspirational/aspirational
- Become the most knowledgeable people in the room
- Allocate $$$: travel, learn, teach



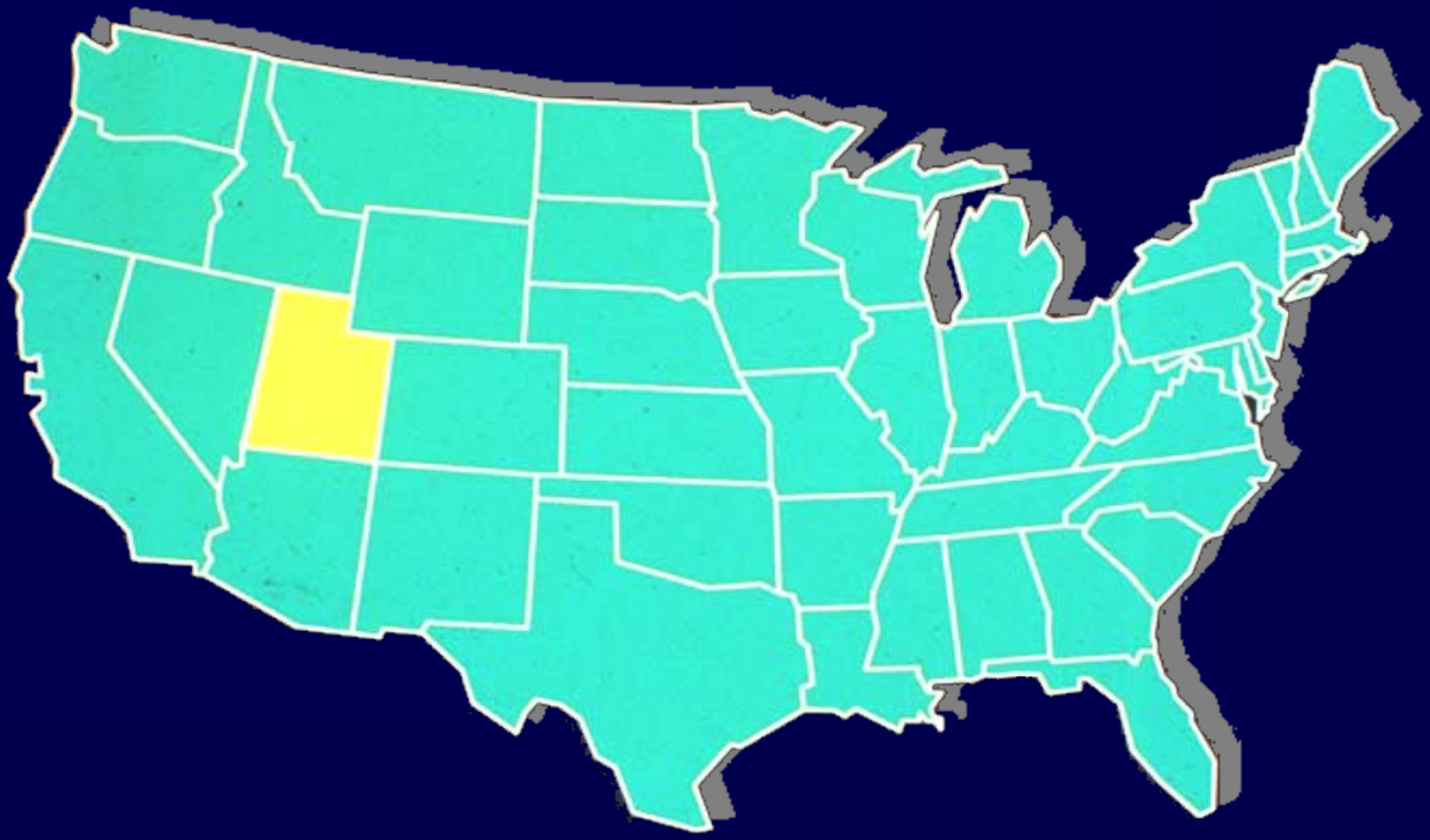

Park City
Alpine Heart of 2002

Promises Made / Promises Kept

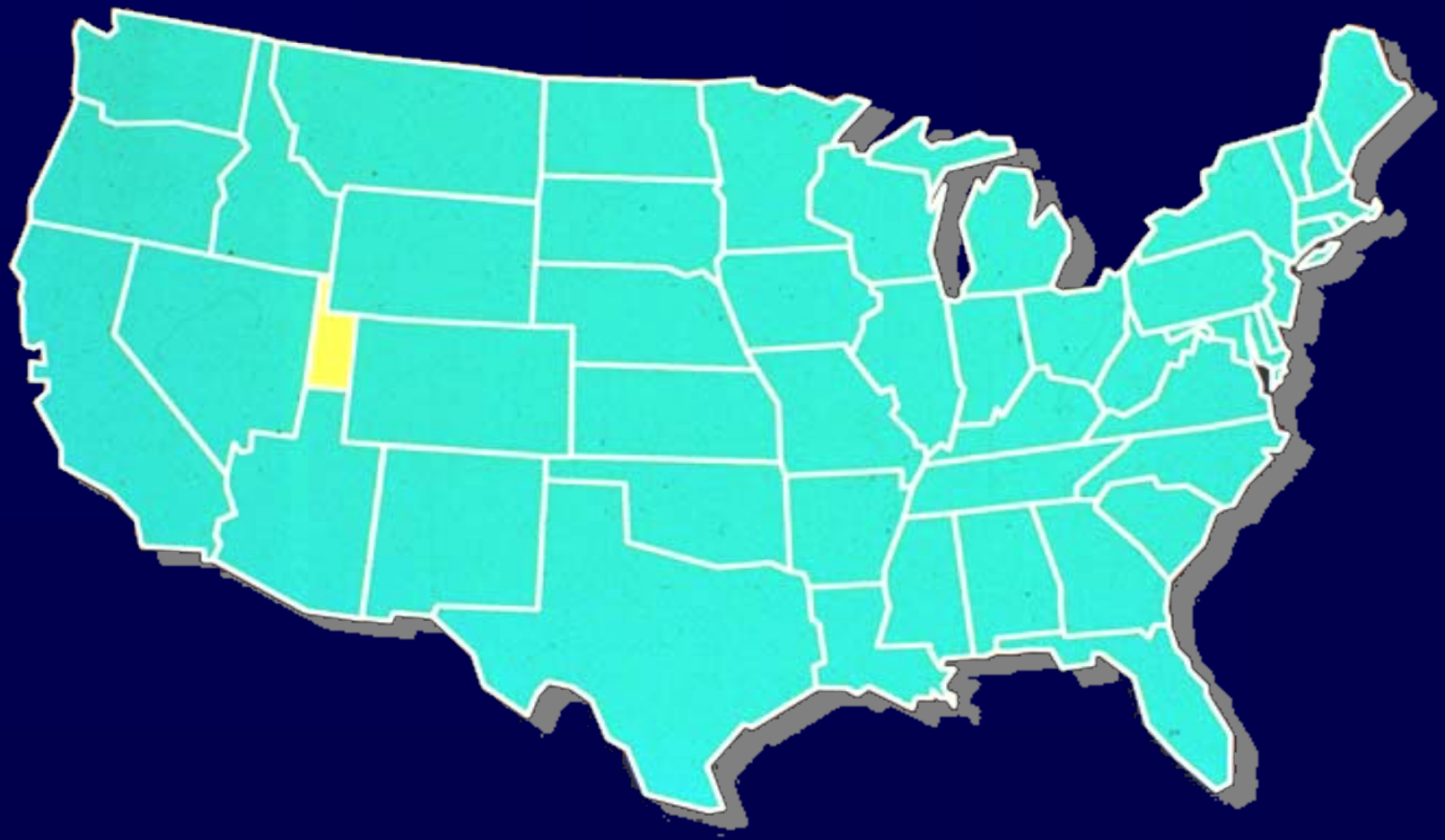
- Best Olympics Ever
- Boost Resort Economy
- Public Costs Covered
- Enduring Physical Legacies
- Manage Impacts
- Olympic City Recognition
- Involve Our Children



Know Where Utah Is ?



Most



Don't



Bidding in Birmingham ‘91







Agony of Defeat ‘91



Building the Utah Olympic Park






Lillehammer Olympics | ‘94

Budapest ‘95

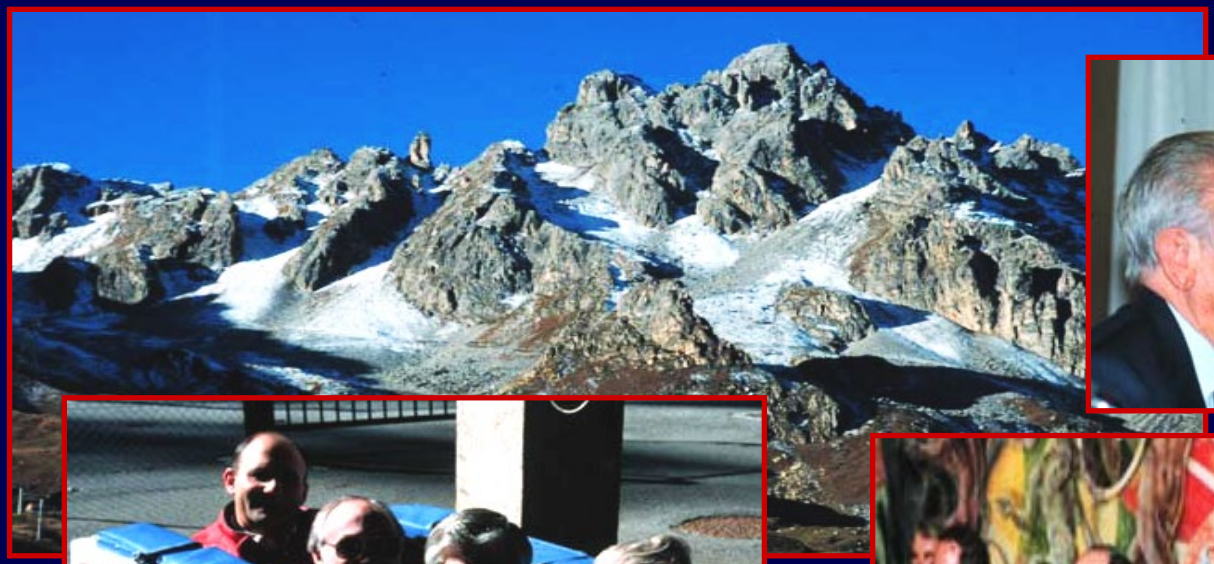




Thrill of Victory



Lillehammer, Albertville & IOC









Study Mission ‘96

Atlanta Centennial Games ‘96





Studying the Logistics and Impacts on Venue Cities









Nagano ‘98

Sydney 2000

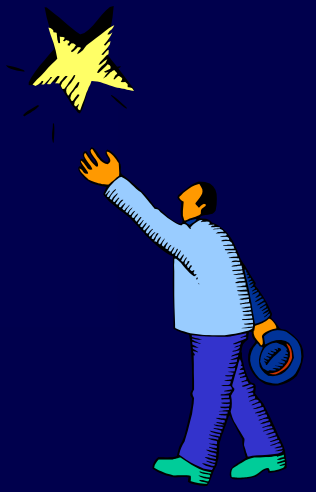






Inspiring Visions

- Lillehammer's Main Street
- Albertville: Villages of the Savoie
- Atlanta's Centennial Olympic Park
- Nagano: Alpine Village at Hakuba
- Sydney's 'Live Sites'



Seat at the Table




OLYM
VINTER
OST CITY

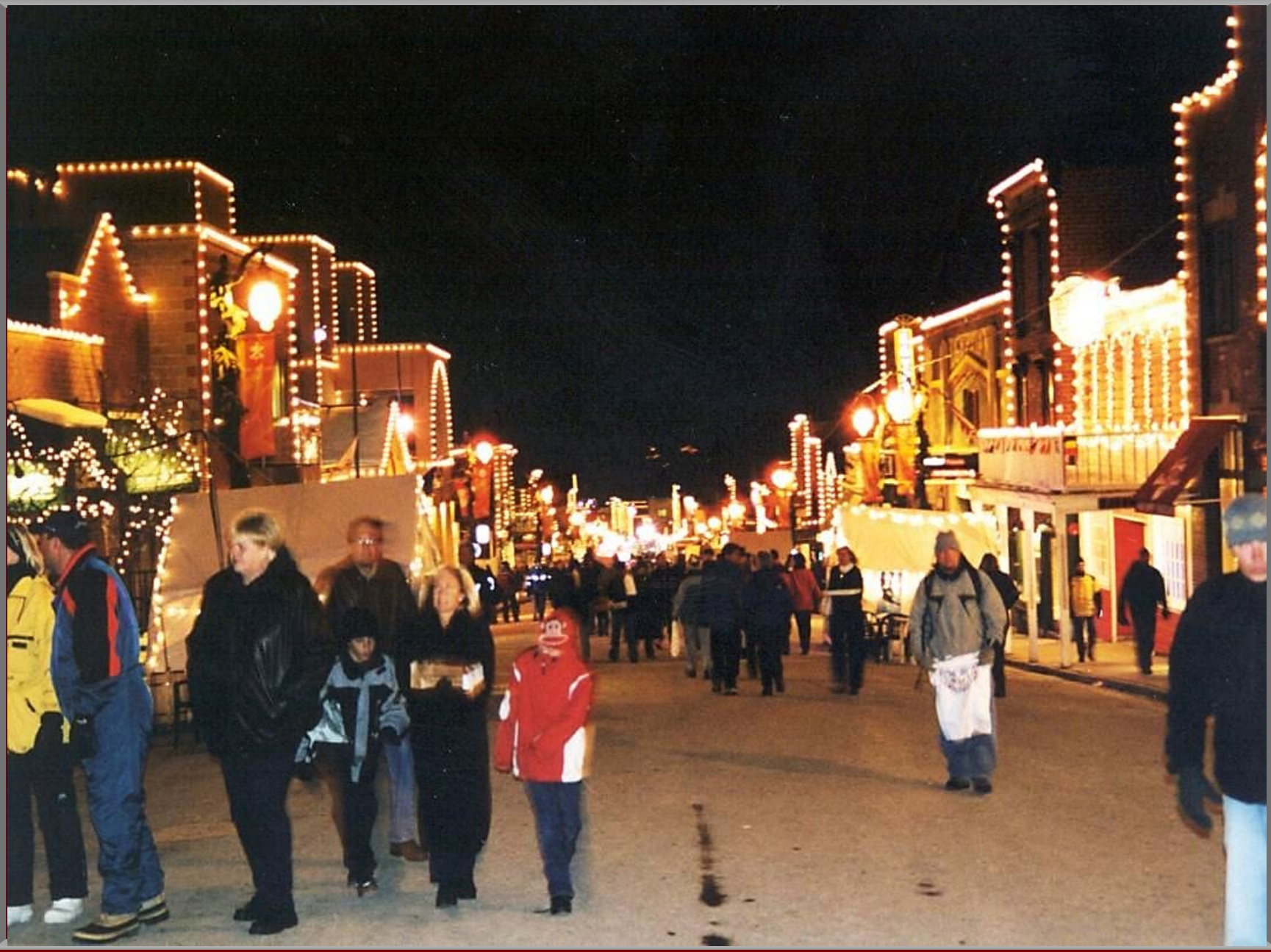

Roundabout
Construction



Olympic Welcome Plaza




STOP




36.5
SEIK
1-800-BY-RYDER




SALT LAKE 2002


Genie S-60

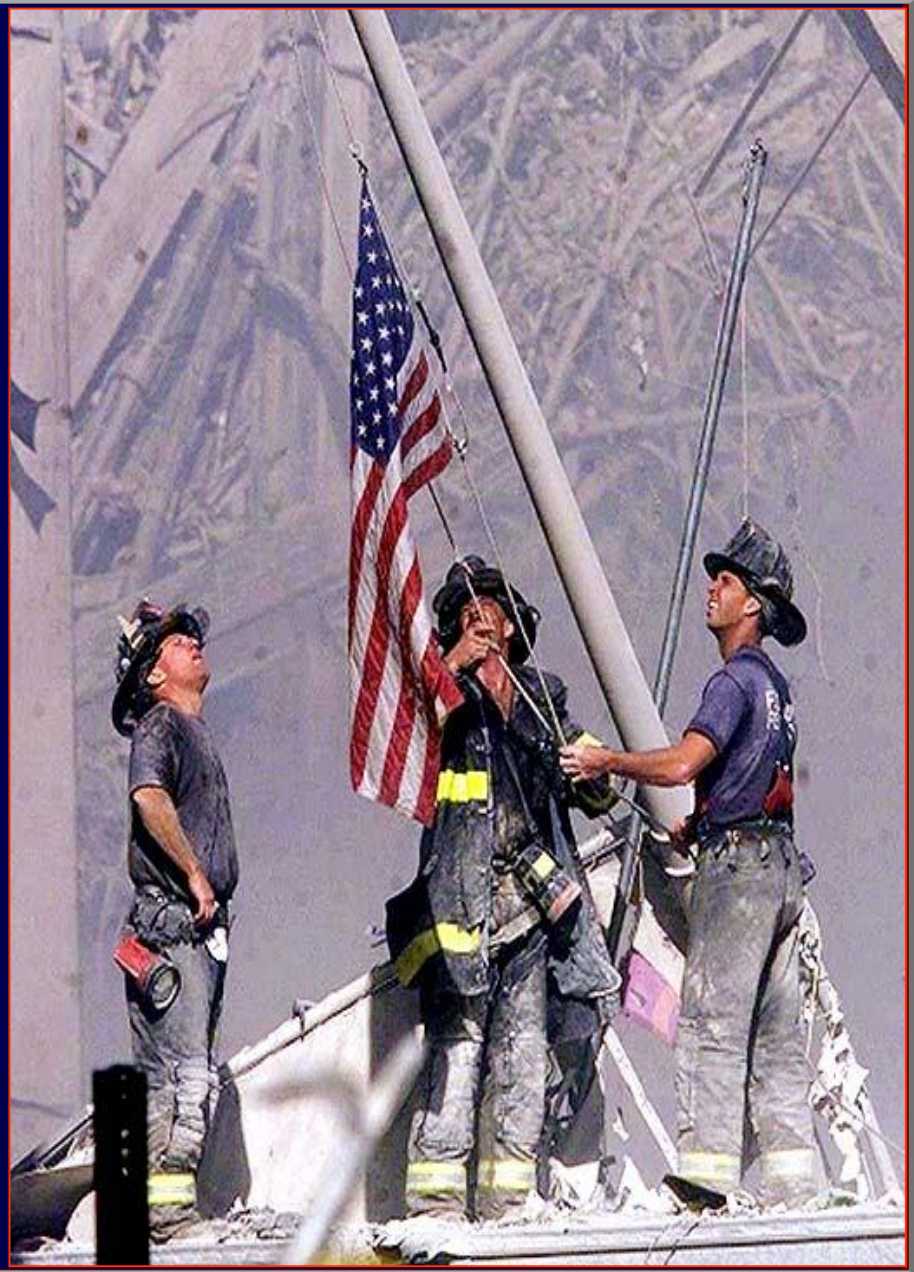

Meet the Press


SALT LAKE 2002
SALT LAKE 2002
SALT LAKE 2002
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SALT LAKE 2002
SALT LAKE

PC Media Center



Should the Olympics Even Take Place




CHEVROLET
104
537


SALT LAKE 2002

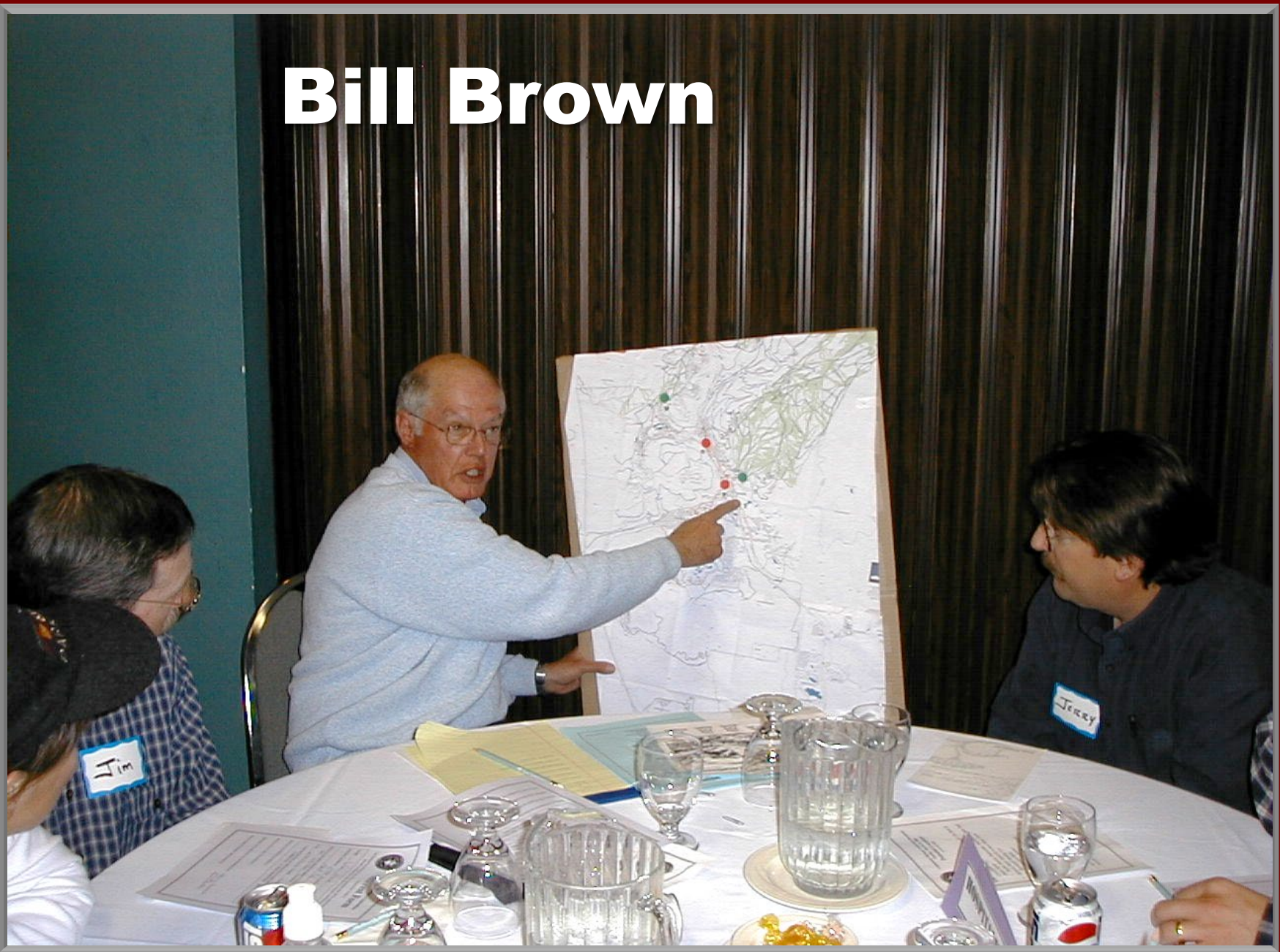


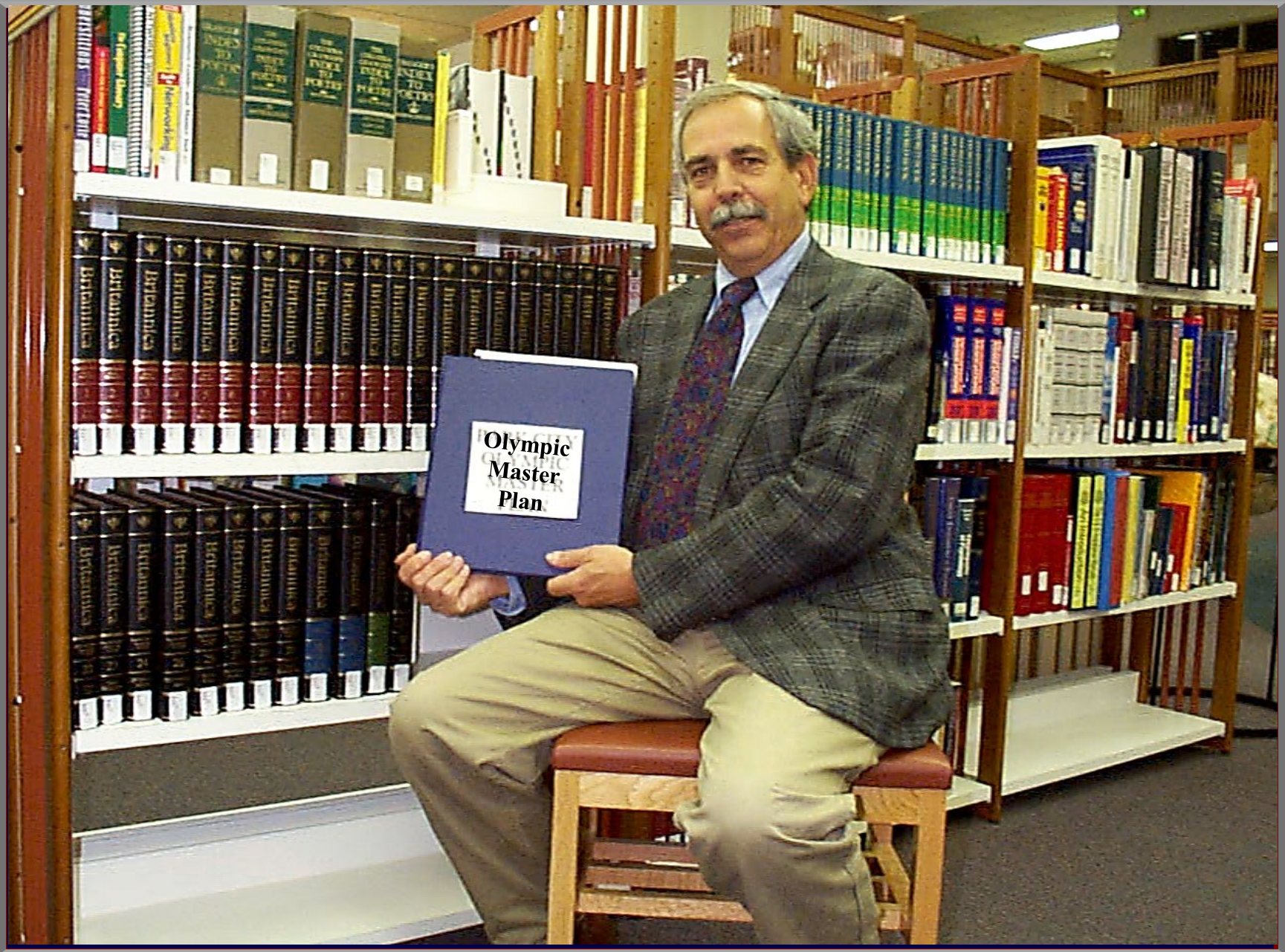
Olympic Planning Team



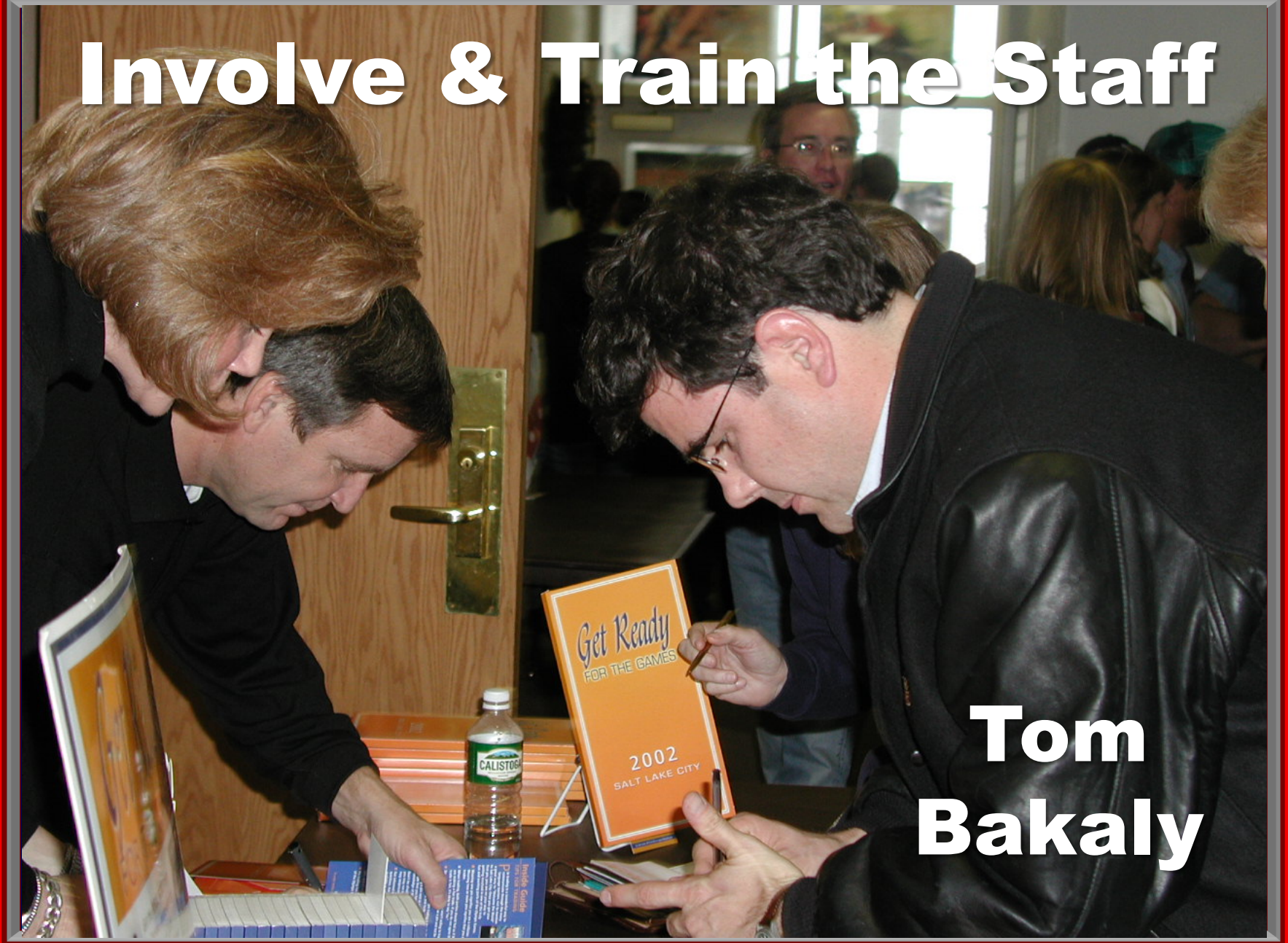
Involve the Public




Bill Brown
Jim
Jerry


Olympic
Master
Plan

Involve & Train the Staff



Tom Bakaly


EXIT


JOHN DEERE
GATOR
DIESEL


PARK CITY
1884


MAIN STREET
LIQUOR
STORE
usa*2002
I ♥
NY
CARAMEL APPLES

175 City Volunteers Contributed 6000 Hours: Equivalent to 750 Eight Hour Days*

* Does Not Include Public Safety Volunteers




ROSSIGNOL
USA 2002


uvex
uvex
Richardsson



Ross Powers, Danny Kass & Jarret Thomas

Joe Pack



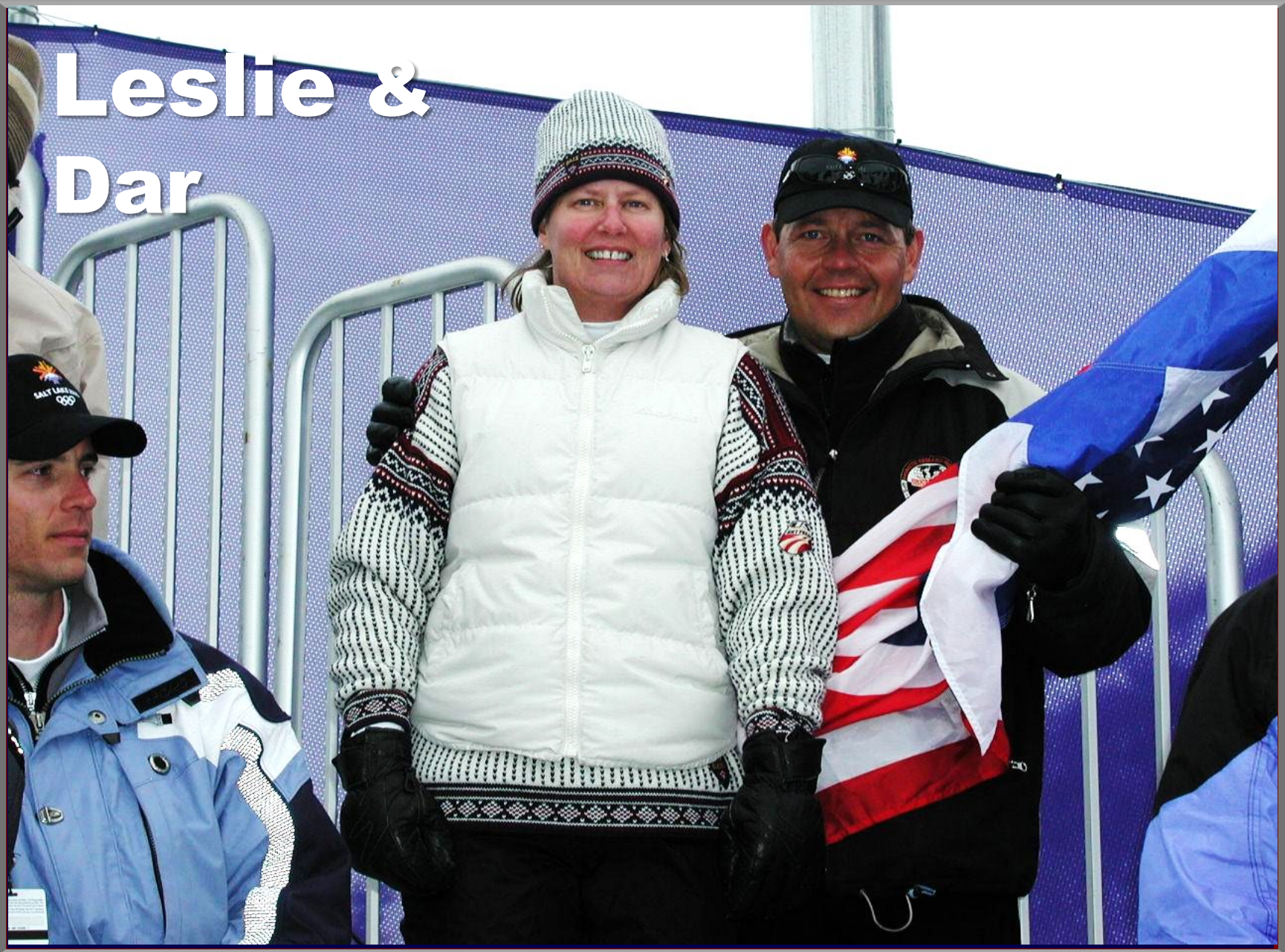

SALT LAKE 2002
SALT LAKE 2002
SALT LAKE 2002
Finis

Stein Eriksen



Shannon Bahrke




Leslie &
Dar


50
PARK CITY
FISCHER
FISCHER
FISCHER
adidas






ITALIA
USA

Facts & Figures

- **502,128** = PC Venue Visitation
  - 308,625 = Utah Olympic Park
  - 95,000 = Park City Mountain Resort
  - 94,500 = Deer Valley Resort
- **$35.3 m** = Total Ticket Sales
  - $21.6 m = Utah Olympic Park
  - $6.7 m = Park City Mountain Resort
  - $7 m = Deer Valley Resort



Visitors Rate Park City Olympic Venues

- 73% Attended a Park City Venue
  - 40% Park City Mountain Resort
  - 24% Deer Valley Resort
  - 39% Utah Olympic Park
- 65% Rated Their Experience as Either a ‘4’ or ‘5’


Main Street
Celebrations
HAND WARMERS
SEARS
TERIGO


WELCOME
OLYMPIC VENUE CITY
WINTER GAMES SALT LAKE
park city
Alpine Heart of 2002


CARAMEL APPLES • FUDGE • ICE CREAM
508


Nagano
5485 mi / 8827 km
Sapporo
5099 mi / 8206 km
Lake Placid
1916 mi 3084 km
Sarajevo
5834 mi / 9389 km
Albertville
5316 mi / 8555 km
Grenoble
5342 mi / 8596 km
Innsbruck
5438 mi / 8752 km
Lillehammer
4801 mi / 7726 km
Oslo
4768 mi / 7673 km


PUT IT IN THE BIN!




USA






Budweiser
Bud World


Budweiser


FLAT RABBET
FIRE
EMS

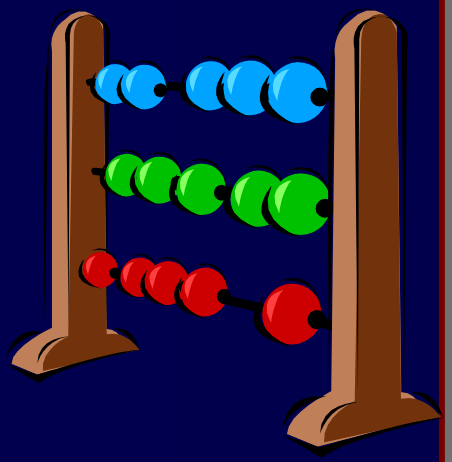
Main Street Celebrations Cost About $1.5 Million or $80,000/Day

---

Supported by the City, Chamber/Bureau, SLOC & Private Corporate Sponsors

Main Street Visitation

- **Pre-Olympic Projections**
  - 15,000 daily
  - 6,000 at one time
  - 250,000 total
- **Actual Olympic Estimates**
  - 20,000 – 27,000 daily
  - 15,000 at one time
- **450,000 – 500,000 total**



Counted the feet and divided by 2

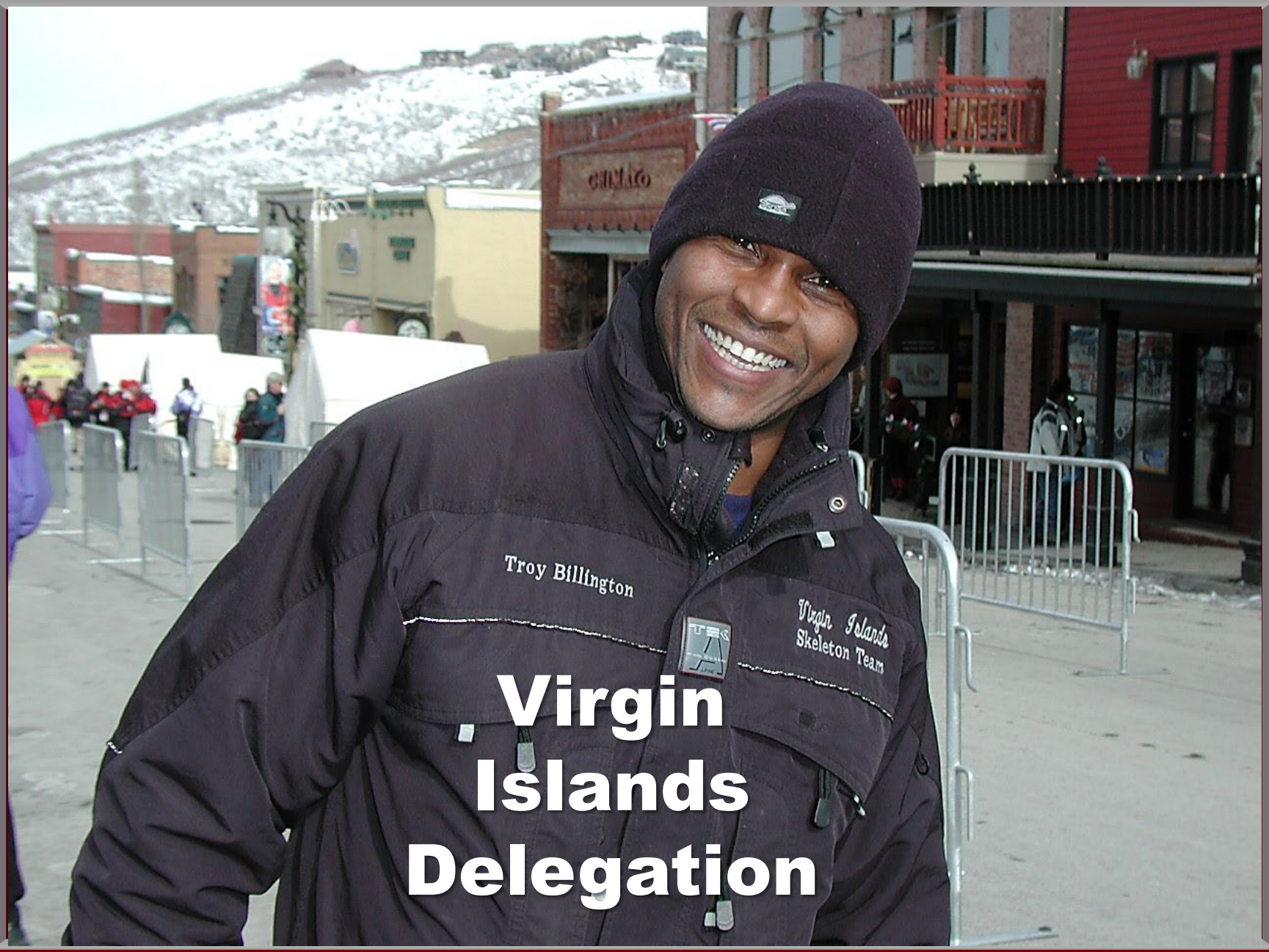

OLYMPIC VENUE HOST CITY
Courchevel
Delegation



Whistler / Vancouver Delegation

PyeongChang Delegation





Virgin Islands Delegation

Security




KNOW BEFORE YOU GO
SALT LAKE 2002
OLYMPIC TRANSPORTATION INFORMATION
HIGH IMPACT TRAFFIC AREAS
TRANSPORTATION INFORMATION
UDOT
COMMUTERLINK
Know Before You Go


P
Olympic Park
EXIT 145
USE RIGHT 2 LANES
OLYMPIC VENUES
Deer Valley
Park City Resort
Soldier Hollow
EXIT 148
Covenant Transport




8897
pace
Park City's Old Town Transit Center to
Highway 40/ OTTC EXP 1
LAST BUS 3:00 AM
Accessible Shuttle Load/Unload



Main Street Access

Facts & Figures

- City & SLOC Transit Systems
  - 997,018 Total Passengers Served
    - 379,898 Park City Transit (Town System)
    - 617,120 Park & Ride Passengers
  - $1 Million = Expanded City/SLOC System ($1/rider)
  - Transit Staff Increased From 45 to 213
  - System Operated 22 Hours Per Day
  - 81,760 Miles Driven Accident Free
- County System
  - $100,000 = Expanded County System ($12.40/rider)
  - 8,000 Passengers on County System


GENERAL STORE
OSMOND
OSMOND


273822
HANDLE WITH CARE
MANIPULER AVEC SOIN
Dayton
MAXON

Business Barometer

- 80% Occupancy
  - Hotels Full
  - Larger Condos Did Not Rent Well
  - Houses Rented = Close to Venues
- Skier Numbers = down 15% - 20%
- Roots Berets Sold = 17,000/day
- Sales Tax Numbers = +25%



Olympic Business Lessons

- Retailers Offering Olympic-Related Merchandise Did Well
- Restaurants & Bars
  - Family Style Did Well: Pizza, Burgers
  - High End Did Well, but Not Booked
  - Early Crowd, Came After Events, Left After Fireworks
  - Bars Close to USSA House Did Well, Others No
  - Food Tents Were Not So Successful; Products Sold Were Thought to Be Too Expensive



Would Main Street Support Future Large Scale Events

- 65% Positive, depending on severity of impacts
- 15% No, Never Again
- 10% No Opinion
- 10% No Answer

Main Street Association

Lessons Learned

- Unbridled enthusiasm
- Sitting at the table; clear commitment
  - Make dust, eat dust or become road kill
- Being clear on your purposes
- Not over-promising
- Staying focused & power of 'NO'
- Involving staff & community
- Meticulous preparation & power of luck



Hosting the Olympics was an Incredible, Once-in-a-Lifetime Experience... or maybe not!



Long-Term Outlook

Future Challenges 2002

- Becoming World Class Resort Community
- Keeping Focus & Investing in Core Business
- Attracting New Events; Keeping Old Ones
- Capitalizing on Olympics while Living Within Our Means
- Attracting OPM - Community Foundation
- Balancing Growth & Tourism while Protecting Social & Physical Environment

Living Legacies




USSA Center for Excellence


Ted Ligety

Sage Kotsenburg



Utah's Olympic Legacy and Future




FLY
YEAR ROUND
ACTIVITY &
VENUE USE
UTAH
OLYMPIC
LEGACY
FOUNDATION
U.S. OLYMPIC
TRAINING SITE
UTAH OLYMPIC LEGACY FOUNDATION

POST GAME LEGACIES

INFRASTRUCTURE / TRANSACTIONAL

- Transit Center in Old Town
- Deer Valley Roundabout
- High Speed Fiber Optic trunk line
- Trash Compactor Bldg. on Swede Alley
- Expanded Electrical Service: Main Street & Swede Alley
- Expanded bus service
- Bear Bench Pocket Park and Walk Through
- Olympic Legacy Park at 224 & Kearns Blvd
- Olympic Sculpture on 224 entering Park City
- Olympic signage & large towers & Cauldrons
- Utah Olympic Park
- United States Ski & Snowboard Association Headquarters
- Soldier Hollow Sports Complex

ASPIRATIONAL - COMMUNITY BUILDING

- Building community relationships by accomplishing something that was thought impossible
- Developing city staff: having them plan & run the city's Olympic party
- Better working relationships with the State
- Park City is Olympic Venue City enhancing its national and international reputation
- Vastly expanded children's sports programming at UOP
- Influx of highly trained and motivated personnel
- Resurgence of Main Street Merchant Org
- Park City Community Foundation


Park City Celebrates
10 Year Olympic
Anniversary 2012
Let's Bid to Host a Future
Olympics



Jimmy Shea & Derek Parra


2018
Thank You
Olympic Panel
Brad Olch
Bill Malone
Colin Hilton
Mayor Andy Beerman
Tom Kelly
PARK CITY
1884


DROP
LOAD
ZONE



Community considers hosting a future Olympics


Salesforce
Terrace Open
Mitt Romney





Tom Kelly & Brad Olch



Myles Rademan, Eric & Karen Heiden, Brad Olch

FUTURE LEGACIES

- Help Heal Nation & World
- Build Local Community
- Involve Next Generation
- Rescue Olympic Movement
- Enhance Park City Brand
- Update Local Infrastructure but Olympics are NOT a checkbook
- Provide a Legacy Fund

Potential Next Steps

- Public Education/Comment Process starts
- Draft Community Olympic Manifesto
- Formal City & County Commitments
  - City & County Managesr organizes staff committees
  - Olympic Planning Budget proposed
  - Council roles defined
- Infrastructure Plans drafted
- Study travel missions organized
- Staff coordinators appointed
- Timeline Created: Planning completed / Execution begins
  - Regular gov't business ramps down; all hands on deck to host the Olympics



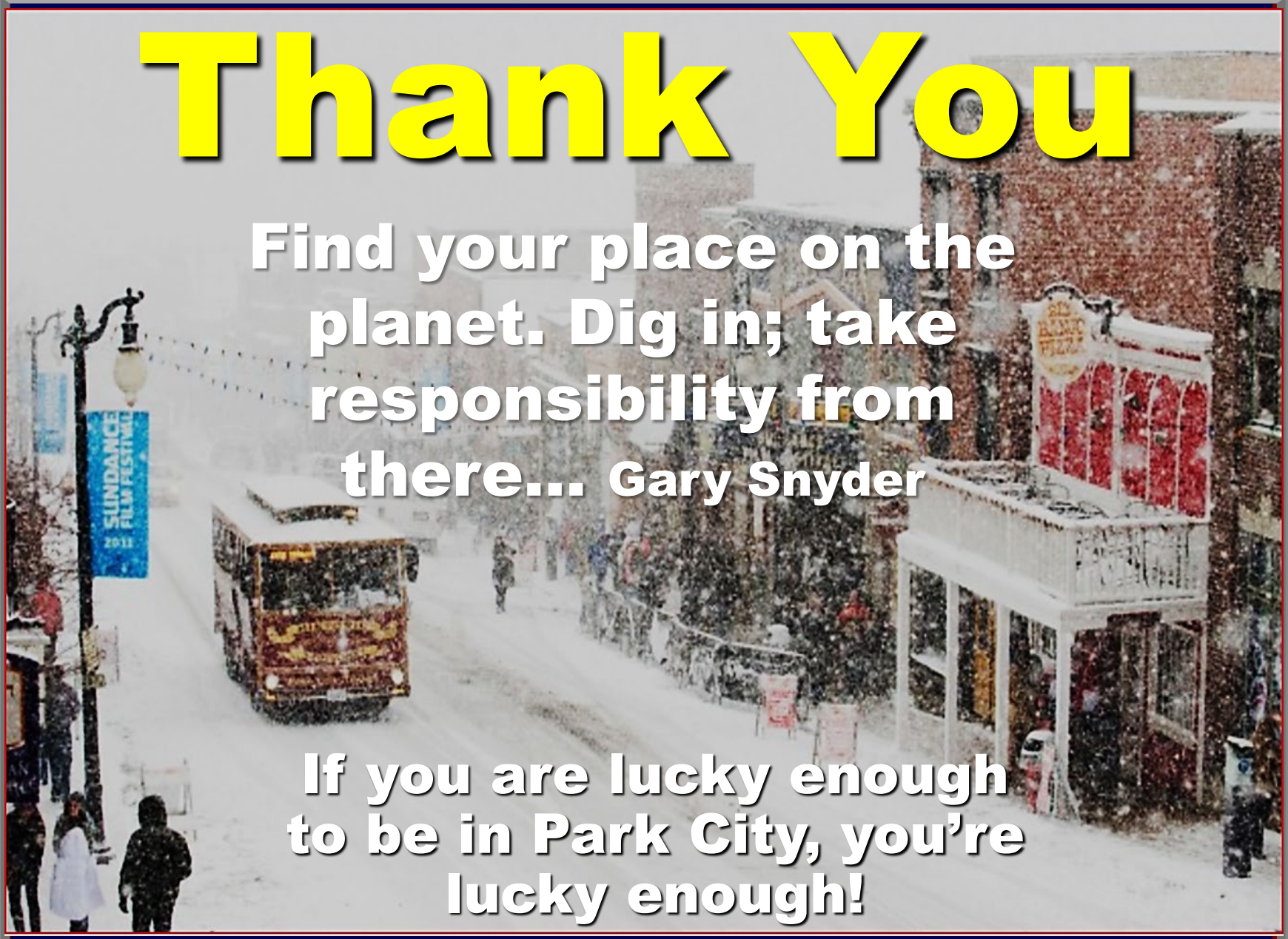
An Existential Question



Can our communities grow, prosper, change and host a future Olympics without losing their soul?


Keeping Park City… “Park City”
by creating a
Complete Community
Concentrating on
Affordability
Transportation
Sustainability
Social Equity

Thank You



Find your place on the planet. Dig in; take responsibility from there... Gary Snyder

If you are lucky enough to be in Park City, you're lucky enough!