



PARK CITY COUNCIL STRATEGIC PLANNING RETREAT MINUTES
2060 PARK AVENUE
PARK CITY, UTAH 84060

February 14, 2025

The Council of Park City, Summit County, Utah, met in open meeting on February 14, 2025, at 10:30 a.m. in the Police Department Training Room.

Council Member Toly moved to close the meeting to discuss property, procurement, and advice of counsel at 10:38 a.m. Council Member Ciraco seconded the motion.

RESULT: APPROVED

AYES: Council Members Ciraco, Dickey, and Toly

EXCUSED: Council Members Parigian and Rubell

CLOSED SESSION

Council Members Parigian and Rubell arrived at 10:50 a.m.

Council Member Parigian moved to adjourn from Closed Meeting at 12:45 p.m. Council Member Toly seconded the motion.

RESULT: APPROVED

AYES: Council Members Ciraco, Dickey, Parigian, Rubell, and Toly

I. ROLL CALL

Attendee Name	Status
Mayor Nann Mayor Worel Council Member Bill Ciraco Council Member Ryan Dickey Council Member Ed Parigian Council Member Jeremy Rubell Council Member Tana Toly Matt Dias, City Manager Margaret Plane, City Attorney Michelle Kellogg, City Recorder	Present
None	Excused

STRATEGIC PLANNING MEETING

II. DISCUSSION ITEMS

Future of City Hall:

Sara Wineman, Housing Project Manager, presented this item and reviewed the deficiencies of City Hall as it was currently configured. There were 107 employees who reported to City Hall and she anticipated 152 employees by 2035. She indicated there was accelerated deterioration and corrosion in China Bridge parking garage next to the City Hall.

Wineman stated redevelopment of the building would need the adjoining parking lots and indicated this was a prime location. Some benefits of redevelopment would be increased tax revenue, cost savings from no maintenance, job creation, business growth, and tourism appeal.

Wineman indicated that as she discussed relocating City Hall with others, there was consensus that it should be at Bonanza Park. Wherever the relocation, some benefits of relocating included having an efficient, purpose-built facility, it would compliment the redevelopment zone, it would modernized service delivery, it would be a local anchor in the area, it would make room for growth more accessible, and there would be modern infrastructure. Wineman displayed several examples of annexes to government buildings or government buildings that were repurposed for other uses.

Mayor Worel asked if there were examples of government buildings converted to other civic uses. Wineman stated the St. George City Hall was turned into the police department. Mayor Worel asserted this building was an important part of the City and had always been a public building, and she expressed concern for turning it into a hotel.

Council Member Rubell didn't understand why more personnel would be needed in City Hall since the population remained constant. Customer service was never good enough in the public's eye, but they didn't want to pay to see it improved. He didn't see a real customer service problem. He was opposed to extending City Hall in its current location. Wineman stated the customer service design would help employees too.

Council Member Rubell stated that the Iron Horse property was a concern as well. He supported getting new space-saving furniture. He wanted to address the Iron Horse issue. Council Member Dickey hoped to eliminate options so staff could analyze what Council supported. He wanted City Hall to remain in the Marsac Building, and thought it could be modernized to accommodate more staff. He supported investing in the workstation furniture. As far as customer service was concerned, he stated Building, Engineering, and Planning were the departments that customers first saw and interacted with when they went into that building. He proposed doing some work with those who used those services to see what the problem was and then they could look

for solutions. He suggested putting a budget placeholder for those solutions. Council Member Rubell noted the staff report indicated this building would not be sufficient in years to come. Council Member Dickey felt it was fine for now and they could find other places in town for additional office space.

Council Member Rubell asked which departments would benefit from being in the same space. Wineman explained how departments were sometimes split up and there was not enough area for a team to be together. Council Member Rubell asked for a mapping of departments. Council Member Parigian indicated department configurations changed from time to time and those teams might look different in the future. He thought City Hall was beautiful but nothing was going on there to attract people. He didn't think it was the right place for a hotel and suggested making it a small business mall. He thought it would be nice to have City Hall at Bonanza Park where it would be more accessible to the public.

Council Member Ciraco asserted if City Hall remained in its current location then it would ruin the Main Street Area Plan (MSAP) because big stairs would go there from Main Street, and it would be dark from 5:00 p.m. to 8:00 a.m. He felt the building could last a little longer, but he didn't know if he wanted to invest in it or if they should build a new one that would last another one hundred years. There would be growth in population which would require additional personnel. He didn't want to do an annex to the building. He supported continuing the conversation.

Council Member Toly favored keeping City Hall on Marsac and stated some things were not for sale. It didn't make sense to build a new building for an additional 35 employees. She thought there were other solutions that could be considered. If its use was changed, she wanted it to continue to be a community building. She supported moving forward with changing the furniture.

Council Member Rubell stated he was not taking a position because there were things he didn't know. He asked about parking, to which Wineman stated there were 15 dedicated parking spots for fleet vehicles and 50 spaces were used by staff. Council Member Rubell asked for parking data by department so the Council could understand the space being used. Matt Dias explained the fleet situation. He stated 40-50 employees used fleet vehicles. There were other employees that took home fleet vehicles because they responded to emergencies. Pearce reviewed some statistics on China Bridge. Council Member Rubell stated he wanted to see analysis on the need for teams to be together and those who could work apart and retain efficiency, as well as the parking impacts to those scenarios. He felt this data would help Council analyze solutions when they were presented. The Council agreed to have staff do this analysis. Mayor Worel stated she talked to Transit and Public Works and even if they moved out of town, they would need a presence in town.

Dias summarized this was a sensitive community conversation. He asked for direction on next steps. He asked if the building should be an economic development opportunity or if it should stay status quo. Council Member Ciraco stated they needed to explore if it was viable for City Hall to stay at Marsac long term. Council Member Rubell stated there would be another request for renovation in another year if they didn't do something. He wanted to solve Public Works and Transit building issues. He wanted City functions to be in the City core, and Bonanza was the only option for building anything. He wanted to know what was available at the Iron Horse property before deciding anything. Council Member Parigian stated they were in no hurry to decide.

Dias stated they could check in with Iron Horse departments on their space needs. He asked if Miner's Hospital could be used for employee space. Council Member Parigian didn't want to split up the City Hall team and Miner's Hospital was not set up for office use. Council Member Dickey stated he was fine with that as a temporary solution. He still wanted to push forward on renovating City Hall, including the customer needs solution. Council Member Rubell was fine with furniture and IT upgrades in City Hall, but did not want to renovate the second floor.

Dias summarized the next step would be to come back with a minimum level of investment to stay in City Hall and they would come back with a discussion on the Iron Horse building. Council Member Rubell stated the \$700,000 for minimum upgrades was what he wanted. Mayor Worel also asked for wayfinding signs in City Hall. It was indicated Miner's Hospital could be used temporarily.

2025 General Plan Update:

Rebecca Ward, Planning Director, and Jessica Garrow, Design Workshop, presented this item. Ward reviewed the last General Plan was updated in 2014. The City was currently updating it to accommodate all the changes in the last decade. They were also looking at regional growth and communicating with neighboring entities. The plan was unique because it included neighborhood plans. They wanted to continue with that and update those plans as well. To accomplish this, they had neighborhood open houses and encouraged residents to review their current neighborhood plan and make suggestions for it. Garrow stated the General Plan was a guide for Park City. She noted the plan would focus on five elements: Community Character, Transportation, Housing, Water and Conservation, and Sustainability. The project timeline was divided into five phases; they were moving into Phase Four currently and they planned to present it for adoption this summer. Garrow reviewed the engagement plan. She indicated 80% of commuters were coming to town from outside of the community. Since the daytime population was increasing dramatically, they were taking that into account in the General Plan. The age demographic changed from a majority of 25-29 year-olds in 2010 to a majority of 60-64 year-olds in 2024. She noted 6,000 new jobs would be created in the next few years.

Garrow discussed the survey results. The community and being in nature ranked high. Traffic and congestion was the greatest concern. She shared the proposed vision statement with the Council and asked for feedback.

Mayor Worel stated the neighborhood open houses had strong attendance. She asked if code amendments would be necessary once the General Plan was adopted. Ward indicated the Land Management Code (LMC) would be completely overhauled. They would need to update the code on infill regulations and things to implement at Bonanza Park. Council Member Ciraco asked how the five elements differed from the 2014 plan. Ward indicated the core values would be incorporated into the five elements. The state code required a water element in all general plans, so that would be added to this plan. Council Member Ciraco asked to know if any changes were made from the 2014 core values so they could see the underlying drivers. He also wanted to change the land-use and growth scenarios to say transit or transportation instead of shuttles.

Council Member Rubell referred to the draft vision statement and indicated something was missing regarding the residential experience. He noted that things the City did well did not show up as concerns. He wanted the statement to include an acknowledgement of the residential experience. He supported something in the statement that included smart development. He thought arts and culture was too specific for the General Plan.

Council Member Parigian wanted the statement written by order of importance to the community.

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

Mari Manel Bell 84060 via Zoom stated in 2024 there were double the vehicle and wildlife collisions on SR224 than in the past decade. This was despite warning signs and the wildlife silhouettes. She felt more needed to be done to reduce these collisions and asked the Council to consider more measures to protect people and wildlife.

Deb Rentfrow 84060 via Zoom stated the General Plan survey results should be reviewed by the Council. She had some concerns with the data. She also thought the Council should listen to the Planning Commission discussion on the vision statement because they were wanting a more visionary statement.

Kimberly Simons-Kraan eComment: "I don't have time to chase this stuff. These are elected officials with duty and obligation for the public good. The response just reflects what was anticipated, an obvious the word dance and turning blind eye. So, please allow me to lodge a formal complaint: 1. Restroom locked: We recently hiked up to ski only to find the restroom that has been open in past seasons, and earlier this winter is locked?! I saw people had pissed in the snow... Springs will only tell what else the snow drifting covered. It's gross, and a PULBIC HEALTH & SAFETY ISSUE! I try to report

these things when I see it happen, but it's not my business to make others business my business. Why have a perfectly good restroom locked, when it was open only a month ago, and now locked encourages folks to do their business on the trail? Is the PC administrative budget really that tight? Hardly doubt it. 2. Again, snowmobiles, complaint: Snowmobiled trashed the work of Mountain Foundations trails within hours of their grooming. Why is this blatant illegal use of snowmobiles across bonanza flat conservation area not addressed? Park city places police at multiple intersections during ski resort unloading, but fails to protect bonanza flats? Priorities? 3. Parking & Access: Why is it trucks, cars, snowmobiles and snowmobile trailers are free to park all winter long, for free, at Bonanza flats, and, then I read this... 'There will be a fee imposed starting this summer to park during summer for those seeking to hike blood's lake trail.' The whole 'pay to play', is designed to limit users access to open space, to reduce users, and it really speaks volumes to those who wish to protect natural areas for their private use. Can we just full stop on using tax payer dollars to cater to the elitists who want private playgrounds. Good luck Park City council. Please, with all respect, place public life, safety, & welfare of community members at the forefront of your agenda. Afterall, that is the reason for existence of, and obligatory role of, a city council."

Mayor Worel closed public input.

Mayor Worel indicated Clayton Scrivener, Communications Team, attended a press conference today on the Mayor's behalf and asked him to give the Council an update. Scrivener stated the governor announced the Utah Olympic Organizing Committee for the Games. The president would be Frazer Bullock and the CEO would be Brad Wilson, former State Speaker of the House.

Council Member Toly moved to close the meeting to discuss property, procurement, and advice of counsel at 3:12 p.m. Council Member Ciraco seconded the motion.

RESULT: APPROVED

AYES: Council Members Ciraco, Dickey, Parigian, Rubell, and Toly

CLOSED SESSION

Council Member Ciraco moved to adjourn from Closed Meeting at 4:30 p.m. Council Member Toly seconded the motion.

RESULT: APPROVED

AYES: Council Members Ciraco, Dickey, Parigian, Rubell, and Toly

IV. ADJOURNMENT

With no further business, the meeting was adjourned.

Michelle Kellogg, City Recorder

APPROVED 03-13-2025

DESIGNWORKSHOP

Landscape Architecture
Planning
Urban Design
Strategic Services
Environmental Graphic Design

22860 Two Rivers Road, Suite 102
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MEMORANDUM

To: Park City: Rebecca Ward
From: Design Workshop: Jessica Garrow, Marianne Stuck, Ketaki Ghodke
Date: February 11, 2024
Project Name: Park City Comprehensive General Plan
Project #: 7669
Subject: Planning Commission & City Council Update Memorandum

Park City is in the process of updating its General Plan, a key document that will guide the city's future growth, development, and sustainability efforts. The General Plan reflects the community's aspirations, outlining the steps, actions, partnerships, and policies needed to achieve the collective vision. It will include five plan themes: Community Character, Transportation, Housing, Water & Preservation, and Sustainability.

The General Plan update process is divided into five phases, with the third phase currently underway. During the first two phases the focus has been on gathering information about existing conditions and engaging the community for their feedback through several neighborhood meetings and a statistically valid survey that was conducted in November 2024 (see attached appendix for complete survey summary report and survey summary graphics). It has also included five Advisory Board meetings, Technical Committee meeting, General Plan Advisory Group meeting, and one-on-one City Council interviews. Neighborhood-specific meetings have also been underway since December, providing community members an opportunity to share insights specific to their neighborhood.

Project Timeline



The data and community insights provide a foundation for developing key elements of the General Plan that support Park City's long-term goals and overall vision. The next engagement window will include an Open House on March 4th and an on-line questionnaire, and will focus on gathering feedback on proposed Vision, Growth & Land Use Scenarios, and Transportation Strategies. The Open House and Questionnaire will be advertised through the project website <https://engageparkcity.org/generalplan>

As the process moves forward, the updated General Plan will aim to promote sustainable development, support a balanced relationship between tourism and the local economy, and address pressing traffic and

transportation challenges. It will also define housing goals, including strategies for moderate-income housing. Additionally, the process will review and potentially update the four key values from the 2014 General Plan.

In the engagement and conversations held to date, a key aspect the team has heard is the importance of having an implementable plan that is easily understood and concise. The plan will establish a clear path for implementation and serve as a blueprint for Park City's future.

1. Draft Vision Statement

Based on the community feedback completed to date and the plan process, the team has developed the following draft Vision Statement. The team will seek the community's feedback on this draft statement in the March Open House.

"Park City is a mountain community that preserves our small-town feel and historic character while fostering thoughtful planning and land uses that allow for balanced redevelopment in commercial neighborhoods, protect the natural environment and open space, and advance efficient transportation and mobility options for residents and visitors."

2. Scenario Planning

What is Scenario Planning?

Scenario planning explores and evaluates potential future developments and outcomes in a city by creating multiple plausible scenarios based on various assumptions about key factors like population growth, economic trends, and community vision. Scenario planning will help the General Plan team understand the tradeoffs for different land use and growth concepts and help make informed decisions for Park City's future. By considering a range of possible futures, scenario planning ensures that future development is sustainable, resilient, and aligned with long-term community goals. The following document includes:

1. The Dilemma- What is the problem we are trying to solve?
2. Our Approach- How might we explore some alternative solutions to this dilemma?
3. Land Use and Growth Scenarios- What are some paths forward?

1. What is the problem we are trying to solve?

Based on analysis of Park City's existing conditions and engagement with the community, the following trends arises:

- Park City's growth rate is projected to be 1.10% annually over the next five years. Based on the Mountainland Association of Governments' projections, Park City's full-time population is only projected to grown by a total of 202 residents (2%) between 2030 and 2050 under current trends.
- Park City's population increases by 81% during the day, compared to 14% for the County. This trend shows that more people commute into Park City for work than those who commute out. Park City's daytime population is comprised of 80.55% workers and 19.45% residents.
- The projected increase in employment in and around Park City indicated that in 2050 Park City is estimated to have 27,158 employees, with an increase of approximately 6,000 employees

compared to 2020. This increase will likely have a significant impact on traffic and commuting patterns if no new workforce housing is provided within city boundaries.

- Current and projected age demographics suggest that Park City has an aging population with a high percentage of empty nesters and senior households.
- Of Park City's 8,585 housing units, just 33% are occupied, compared to 52% for the County, leaving 67% of Park City's housing units vacant. Of these, 77% or 4,438 units, are for seasonal, recreational, or occasional use, accounting for more than half of Park City's housing stock overall.
- According to the Park City Affordable Housing Analysis, published by Kem C. Gardner Policy Institute in December 2023, about 37.5% of Park City's workforce lives within Summit County, and 62.5% live outside of the County, meaning many commute into the community for work.

Summary

Challenge: Park City has very limited space to grow, but at the same time sees an increase in traffic and daytime population as a result of employment growth in the resort areas that surround the city. With a high number of nightly rental properties in some areas and an influx of higher-income households, Park City is seeing a gap in the variety of housing options available in the market, for both owners and renters. This creates a very high number of daytime trips for the workforce that has to find places to live outside the city boundaries. Additionally, the lack of mixed-use centers at walkable distances from residential areas create a car dependence that enhances the traffic problem.

Opportunity: Park City can prioritize diversifying its housing, through the size of the homes and lots or types of product including duplexes, triplexes, and condos, to support a vibrant and diverse population and economy. This includes expanding housing options across all income levels, such as income-restricted units, senior housing, and multiunit rentals. Although the city has implemented strategies like various policy updates, housing studies, and public-private partnerships to build affordable housing, additional efforts are necessary to meet its housing goals. Additional housing could also help contribute to reducing Park City's traffic issues while decreasing the daily workforce commute in and through the city.

2. The Approach- How might we explore some alternative solutions to these issues?

Scenario planning answers the question, "If we grow like x, we may expect y...". Scenarios will offer a range of options that can be explored to envision change over-time, understand what others would consider an acceptable future, and compare outcomes to community values. This process is utilized to inform future land use planning and future policy direction. Scenarios help communities imagine where growth might occur, make choices about what type of growth is appropriate, and anticipate what impacts and benefits it may have, and what resources are needed to ensure a good quality of life in the future

Once the scenarios are refined, Design Workshop will share these scenarios with the public for feedback during the March 4th Open House. Each of the three scenarios will be presented to communicate tradeoffs through indicator measures and values alignment. Questions we will ask the community may include:

- Which scenario best fits the vision I want for the future of Park City?
- Which scenario responds to the values the community identified for Park City?
- Which scenario would I want our future generations to grow up in?

- Are the trade-offs for each scenario valid for achieving increased housing options and addressing traffic issues?

3. Land Use and Growth Scenarios- What are some paths forward?

Based on the work completed to date, Design Workshop anticipates the following three growth scenarios will be developed for the next round of community engagement, including the Open House. This map-based analysis will build on the initial work completed in the existing conditions assessments, including potential areas for development suitability, areas of stability, and areas of change.

1. **Commercial Neighborhood Infill Development** – Increase density around existing commercial areas: focus on *Old Town, Bonanza Park, Resort Center, and Prospector*. Infill strategy should focus on small scale projects with medium density typologies like missing middle housing, employee housing, seasonal housing, accessory dwelling units, and would also incentivize adaptive reuse.
2. **Corridor Infill Development** – Increase density along key transportation corridors (Highways 224 and 248). This would include small mixed-use nodes to allow for a more walkable system, enhancing pedestrian access, and incentivizing transportation. Focus would be on *Quinns Junction Area, Prospector, Bonanza Park, and Resort Center*.
3. **A new major Mixed-Use Development Node (Quinns Junction Area)** – Achieve at least 20 du/ acre (medium to high density) with a commercial/ mixed-use core and new Park n Ride. Consider shuttles to employment and recreation areas. Identify other areas for smaller mixed-use nodes that would help increase walkability and reduce vehicle dependence.



PARK CITY

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ANALYTICS

PARK CITY COMMUNITY SURVEY

FALL 2024 PUBLIC OPINION RESEARCH

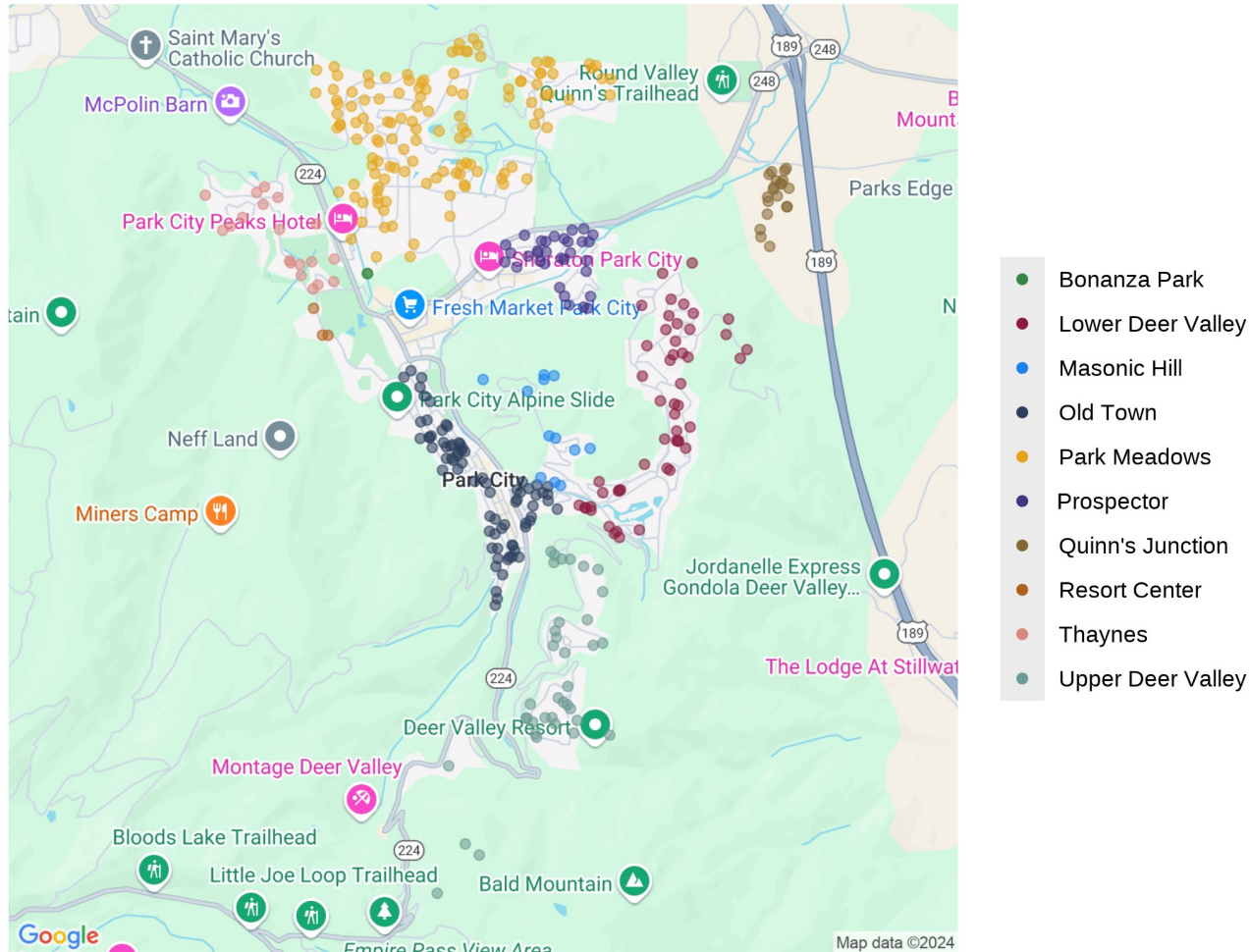


1. Park City residents are **split on the direction of the City**. They see the City as a **small town** and **enjoy the natural setting** and the **activities** that it provides.
2. A **sense of community is important** to residents, followed by **preservation efforts** and a focus on the **environment**.
3. The **biggest challenge** in the eyes of the residents is **traffic and congestion**. The main issue they would like the City to **focus on** in the future is **transportation services** followed by **redeveloping properties and local businesses**.
4. Within the focus for transportation services, the residents prefer a **focus on streets that have better walkability and transit services for workers and skiers**. Residents experience the **greatest impact** from **traffic for accessing events, accessing recreation, and accessing local businesses**.
5. **Preserving nature** is a **point of emphasis** for Park City residents. The **top priorities** for them in the coming years are **trail development, preservation of open spaces, and wildfire mitigation**.

KEY FINDINGS

SURVEY METHODOLOGY

MODE, SAMPLE SIZE, & MARGIN OF ERROR



Survey invitations were sent via **email and text message** to a sample from the City's residential utilities list which was supplemented with residents sampled from the publicly available Utah registered voter file.

Responses were collected from **November 14 - 27, 2024**.

In total, **453 residents** responded to this panel survey, resulting in a margin of error of approximately **+/- 4.4 percentage points**.

Responses were **weighted to reflect the demographic composition of the city as a whole**. Responses have also been **geocoded into City neighborhoods** to allow for geographic analysis of attitudes and behaviors.

VISION AND VALUES

RESIDENTS SPLIT ABOUT DIRECTION OF CITY

Overall, the same percentage of Park City residents feel that the City is going in the right direction as those that feel that the City is heading in the wrong direction. Taking a deeper dive into subgroups of respondents we see that males, part time residents, and those making over \$500,000 feel that the City is heading in the right direction more than their counterparts.

		Right Direction	Unsure	Wrong Direction
Overall		38%	24	38
Demographic	Level	Right direction	Unsure	Wrong direction
Age	18-34 (n = 63)	44%	0%	56%
	35-44 (n = 73)	25%	33%	42%
	45-54 (n = 73)	39%	26%	35%
	55-64 (n = 104)	35%	28%	37%
	65+ (n = 122)	43%	24%	32%
Gender	Male (n = 242)	44%	19%	37%
	Female (n = 192)	30%	28%	42%
Time Lived in Park City	10 years or less (n = 167)	50%	23%	27%
	11 - 20 years (n = 118)	30%	17%	52%
	More than 20 years (n = 156)	30%	26%	44%
Home Ownership	Own or buying my home (n = 372)	39%	22%	40%
	Rent my home (n = 70)	28%	30%	41%
Income	Under \$100,000 (n = 53)	19%	22%	59%
	\$100,000-\$499,999 (n = 204)	40%	22%	37%
	\$500,000+ (n = 98)	52%	15%	33%
Residency	Full time resident (n = 372)	33%	23%	44%
	Part time resident (n = 129)	52%	26%	22%

Q: Generally speaking, do you think that Park City is headed in the right direction or the wrong direction? (n = 453)

TOP GOALS FOR CITY ARE PRESERVING NATURE AND SMALL-TOWN FEEL

Two goals received support by a majority of respondents. They are preserving a small-town feel and preserving a natural setting. About one in three respondents felt that the City should focus on the goals of making the town more affordable/equitable and improving transportation options.

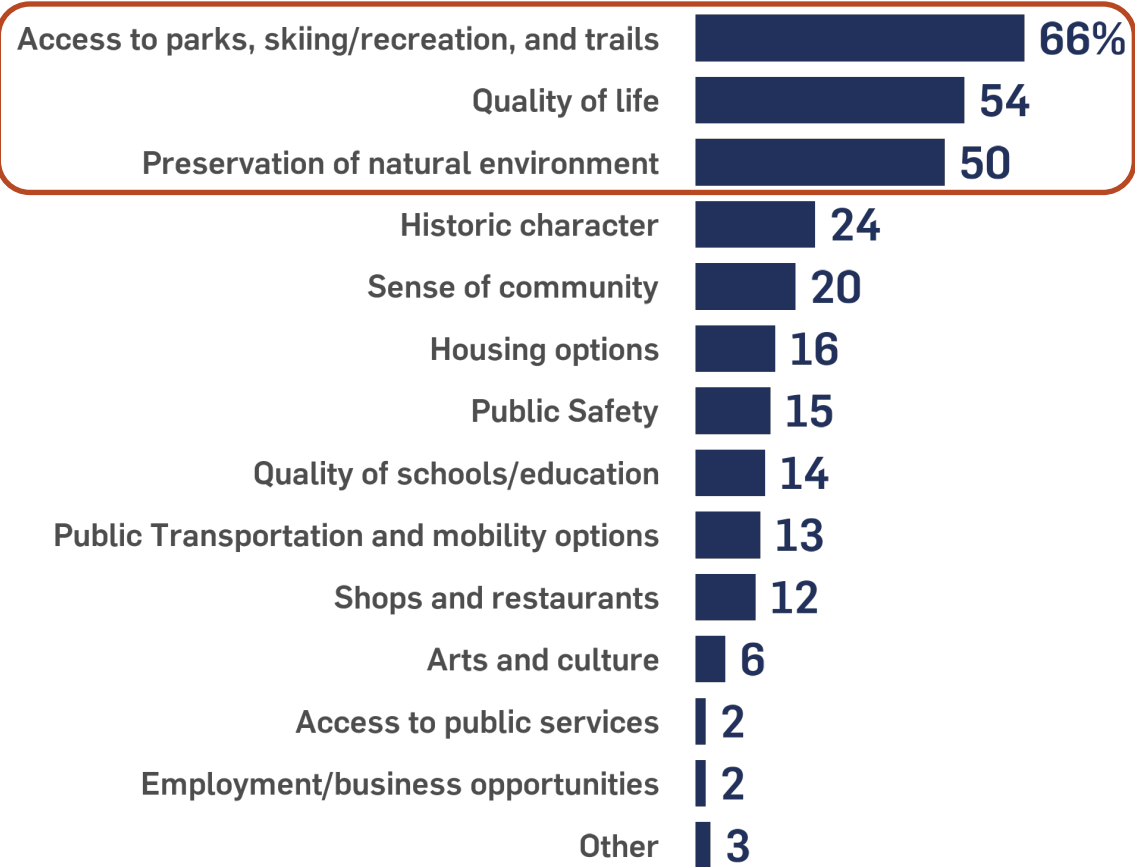


Q: Which goals should Park City focus on? Please select up to three. (n = 452)

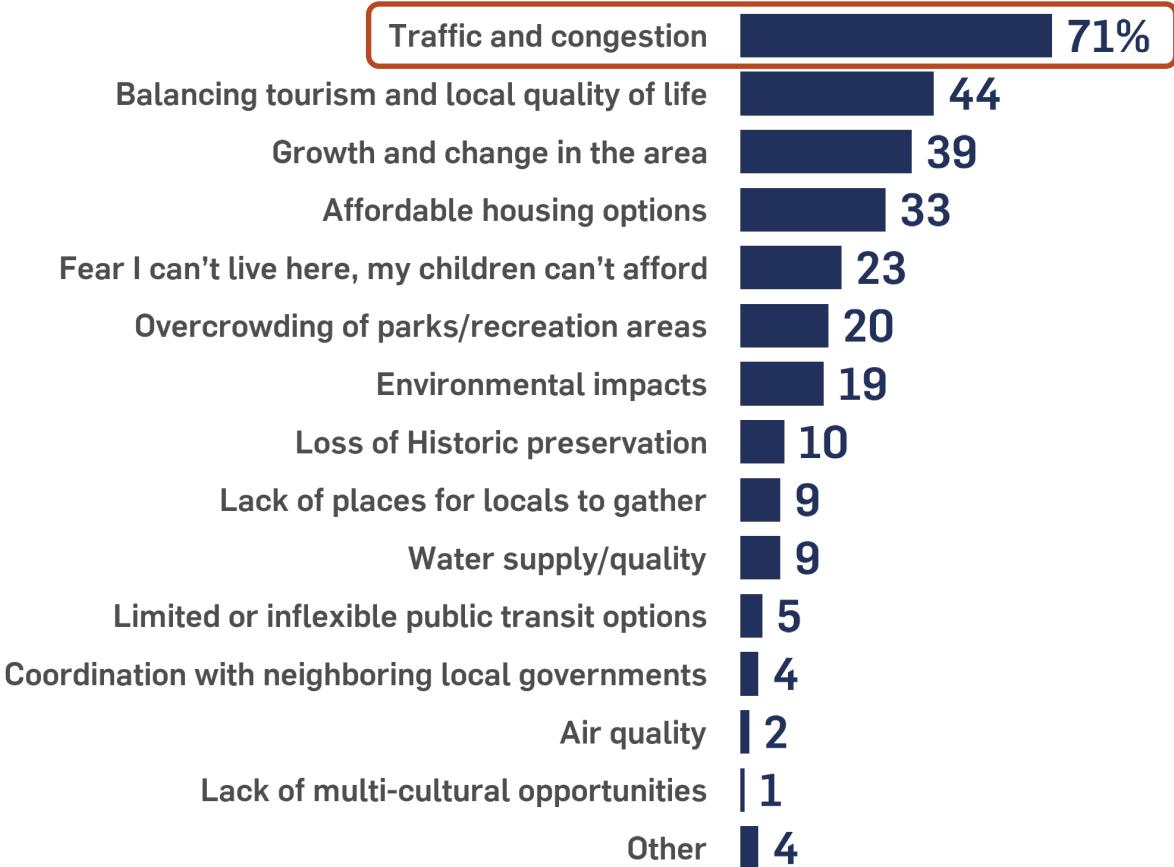
RESIDENTS VALUE REC ACCESS, CONCERNED WITH TRAFFIC

The greatest challenge that respondents feel that Park City is facing is overwhelmingly traffic and congestion at 71%. This challenge is 27 percentage points higher than the next highest challenge which is balancing tourism and quality of life. Access to recreation is one of the top characteristics residents associate with Park City along with quality of life and nature preservation.

Most Valued Characteristics



Park City Challenges



Q: Which characteristics do you value most in Park City? Please select your top three. (n = 453)

Q: What are the greatest challenges for Park City? Please select your top three. (n = 452)

ACCESS TO RECREATION & SERVICES TOP REASONS TO LIVE IN PC

"I live in Park City because it is safe and offers a quality of life that emphasizes outdoor activity and overall health."

“Access to outdoor recreation while being in close proximity to a major metro area.”

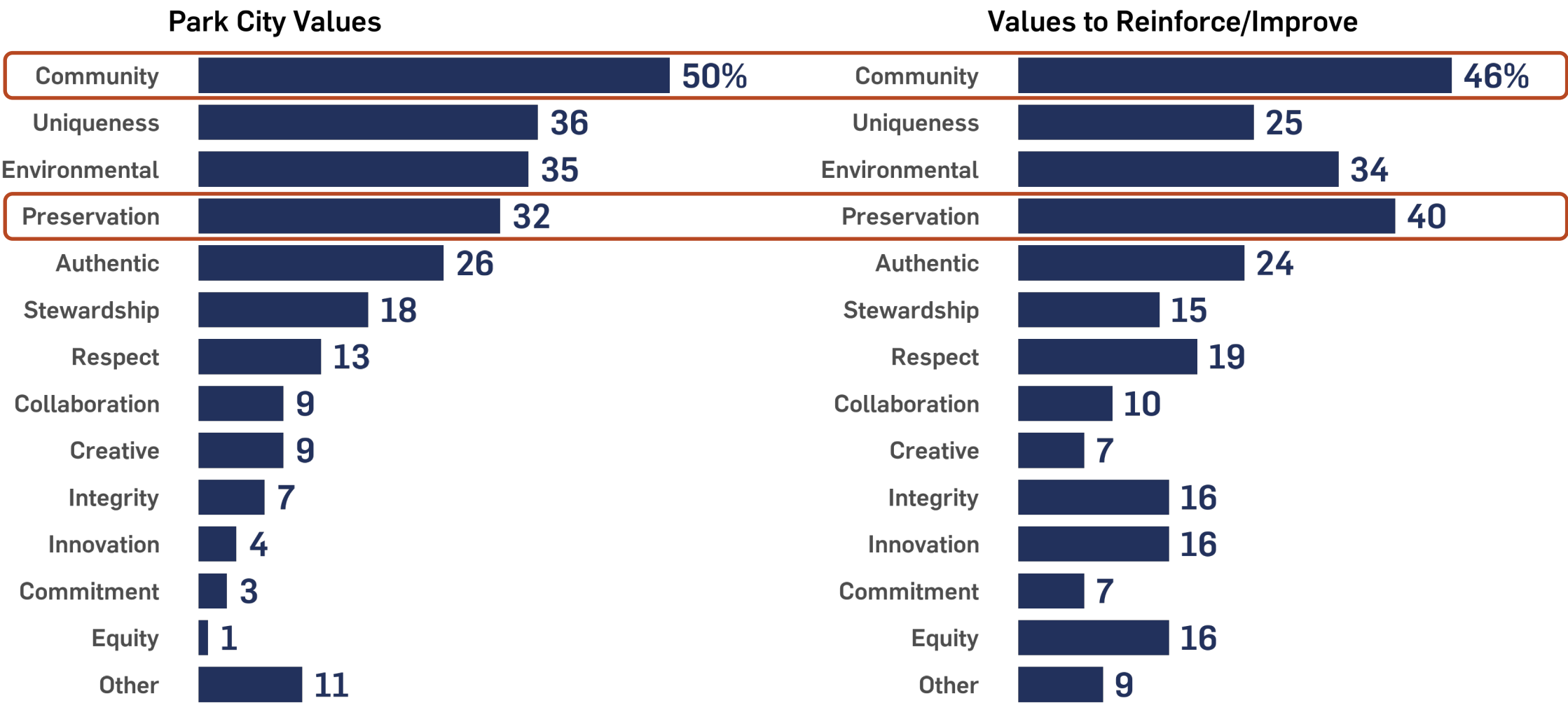
"We chose to live here because of the wonderful open space, hiking trails, small town environment, air quality, and wonderful residents of this town."



Q: In just one sentence, briefly describe why you choose to live in Park City. (n = 453)

COMMUNITY IS TOP VALUE NOW AND FOR THE FUTURE

A sense of community is the top value that represents Park City according to respondents. Reinforcing and improving that sense of community is the top value that respondents feel the City should focus on. Preservation is the second most popular value to improve and/or reinforce. This is not surprising given that preserving a small-town feel and preserving nature were top goals that residents want the City to focus on.



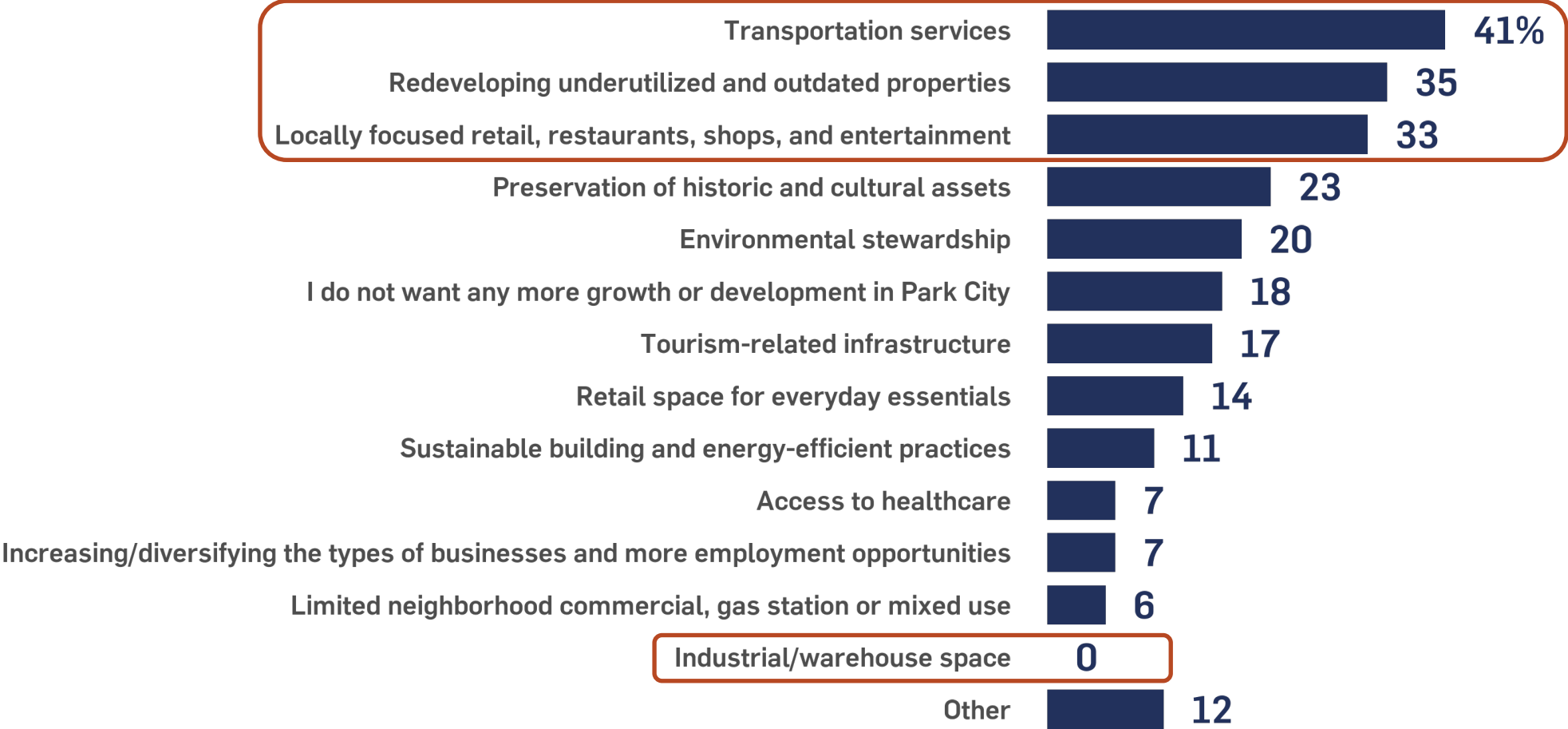
Q: What values represent Park City best? Please select up to three. (n = 438)
Q: What values should Park City strive to reinforce and/or improve? Please select up to three. (n = 436)

FUTURE GROWTH

TRANSPORTATION SERVICES TOP PRIORITY FOR GROWTH

Park City residents feel that the top 3 priorities should be transportation services, redeveloping properties, and locally focused business when it comes to overall growth and development. 0% of residents feel that industrial and warehouse space should be priority.

Growth Priorities

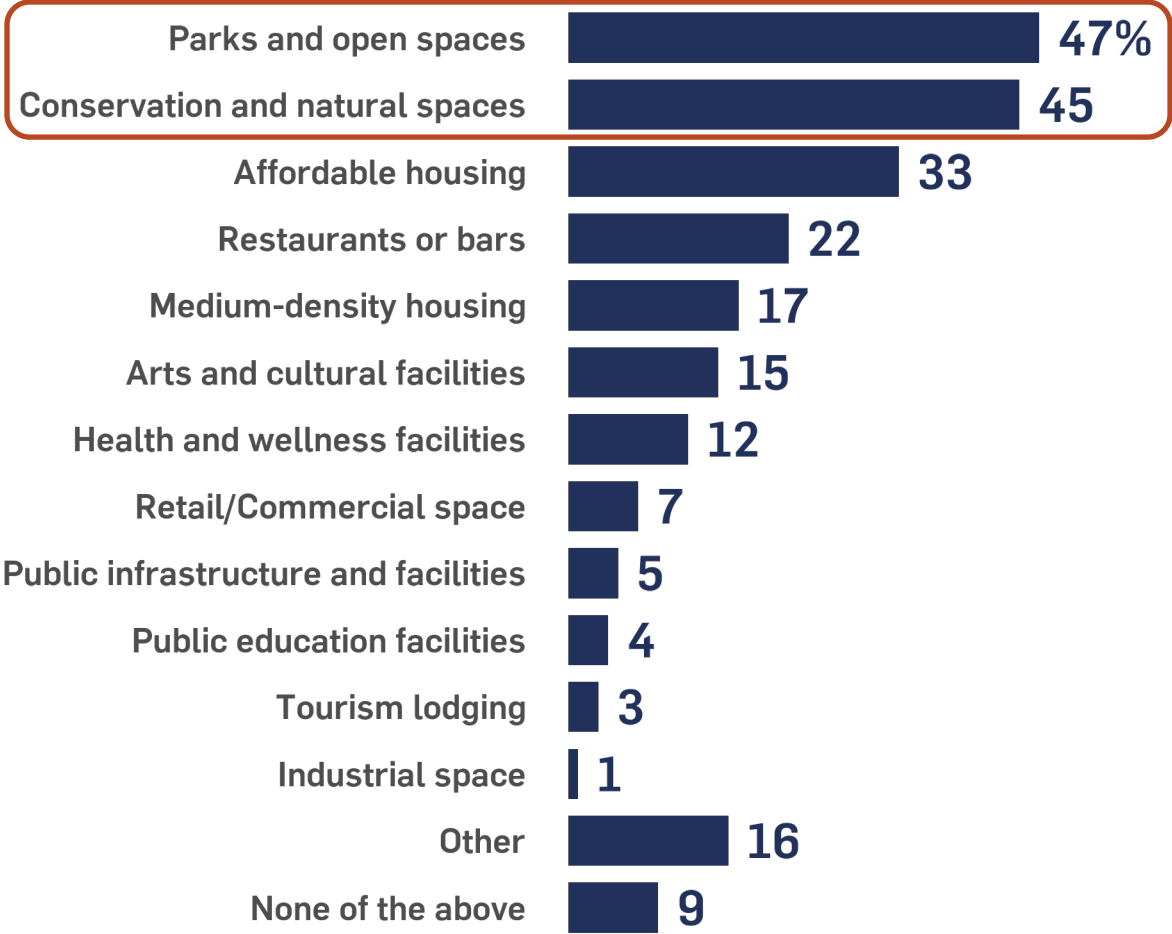


Q: Thinking about growth and development, which of the following would you like to see Park City prioritize in the next five to ten years? Please select your top three. (n = 445)

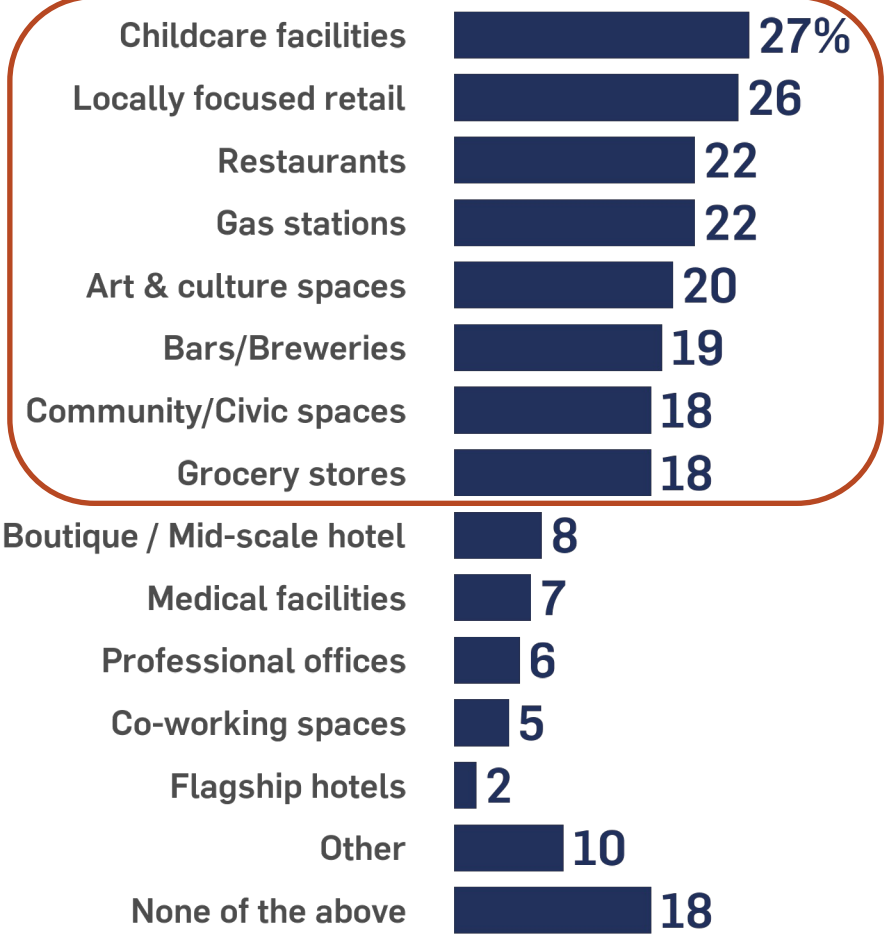
GREEN SPACES & LOCAL STORES MOST WANTED

Residents reported that parks and open spaces as well as conservation and natural spaces were the most important land use priorities. When thinking of what types of businesses are needed in Park City, respondents were well distributed among options. They reported that businesses such as childcare facilities and retail were most needed.

Neighborhood Land Use



Needed Businesses

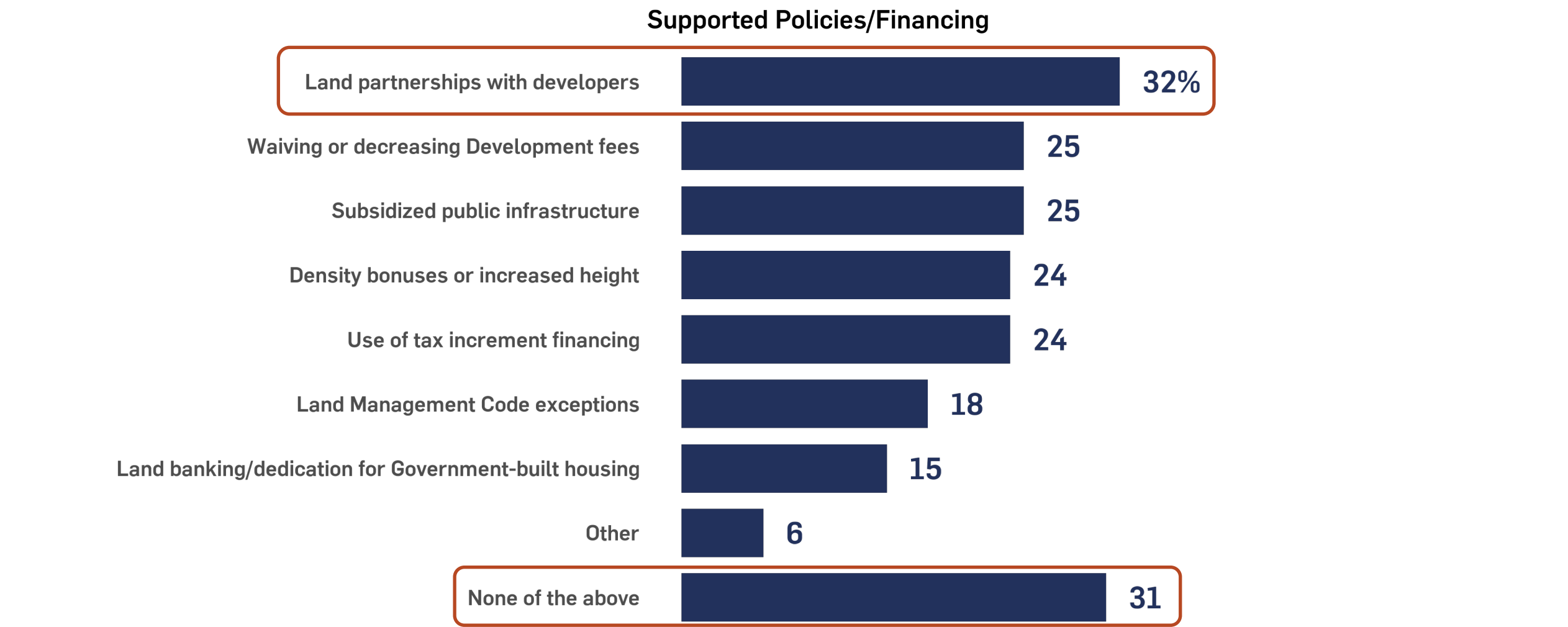


Q: Thinking about growth and development, which of the following would you like to see more of in your neighborhood? Please select your top three. (n = 437)

Q: Which types of businesses do you think Park City currently needs more of? Please select your top three. (n = 434)

SPLIT SUPPORT FOR SUBSIDIZED HOUSING

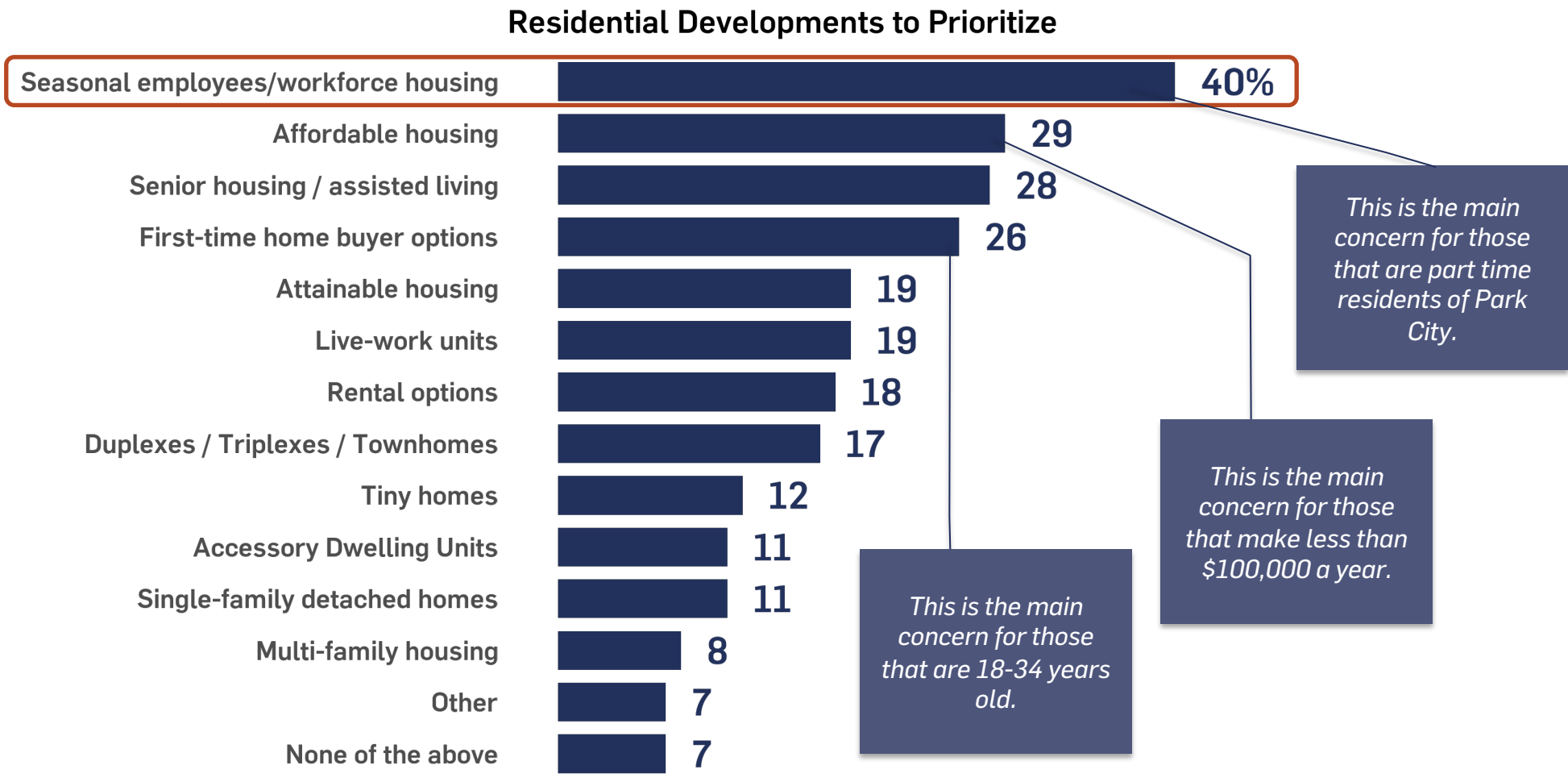
When thinking about developing subsidized housing, Park City residents show the most support for land partnerships with developers. However, the second most common option was “none of the above” indicating that many residents would not support any policies or financing for subsidized housing.



Q: When thinking about the development of subsidized housing, which types of policies and financing would you support? Please select all that apply. (n = 426)

SEASONAL WORKFORCE HOUSING TOP PRIORITY

Housing for seasonal workforce was the top residential development choice. The next three options (affordable housing, senior living, and first-time housing options) performed similarly and were within 3 percentage points of each other meaning that they received similar support from residents.

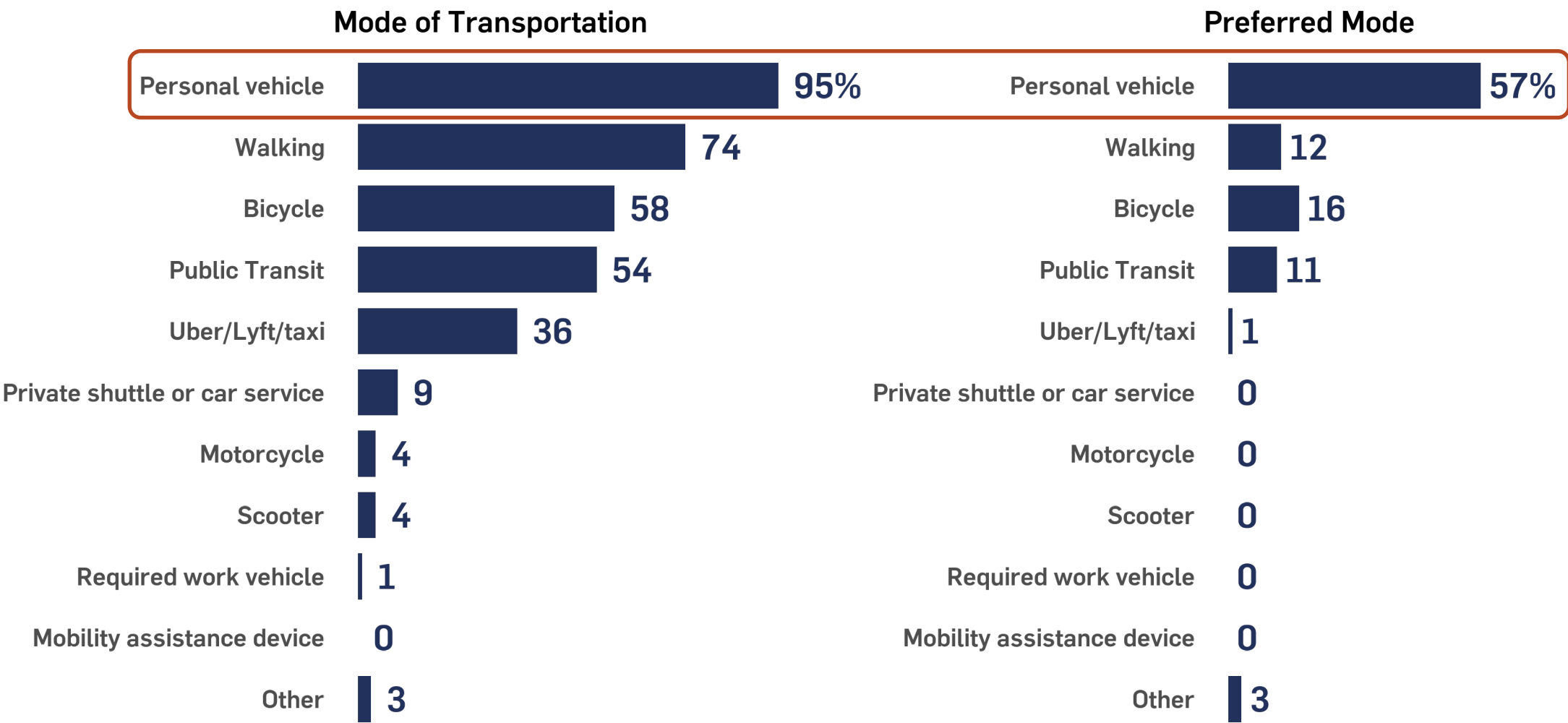


Q: Thinking about housing options for locals and our workforce, which types of residential developments do you think Park City should prioritize in the next 5 to 10 years? Please select your top three. (n = 428)

TRANSPORTATION

ALMOST ALL RESIDENTS USE PERSONAL VEHICLE TO GET AROUND

Use of a personal vehicle is the most common mode of transportation for Park City residents with 95% saying they use it to get around. Personal vehicle is also the most preferred mode of transportation by a wide margin. Biking, walking, and public transit are preferred by a small percentage of residents.

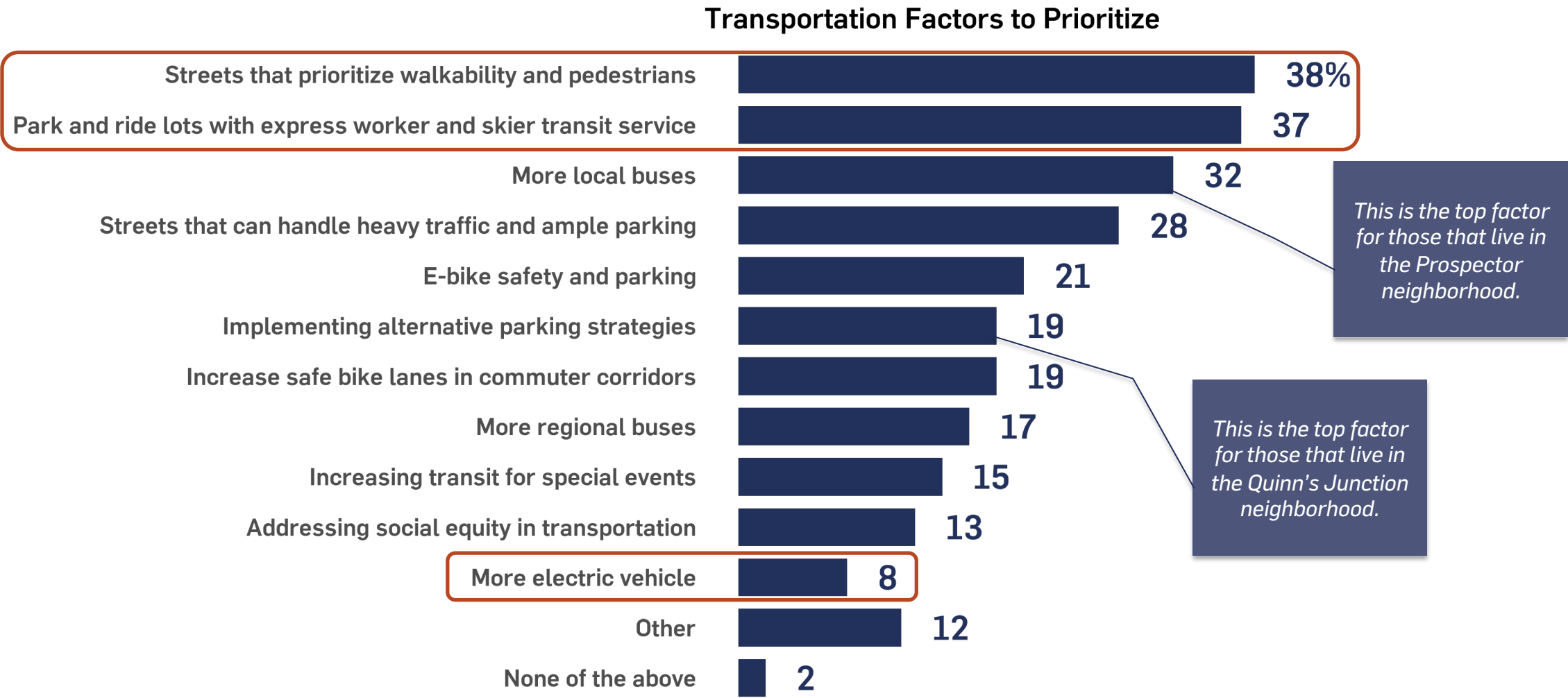


Q: What types of transportation do you take to get around Park City? Please select all that apply. (n = 430)

Q: Thinking about how you get around Park City, what is your preferred mode of transportation? (n = 386)

PEDESTRIAN FRIENDLY STREETS AND TRANSIT SERVICE SHOULD BE TOP PRIORITIES

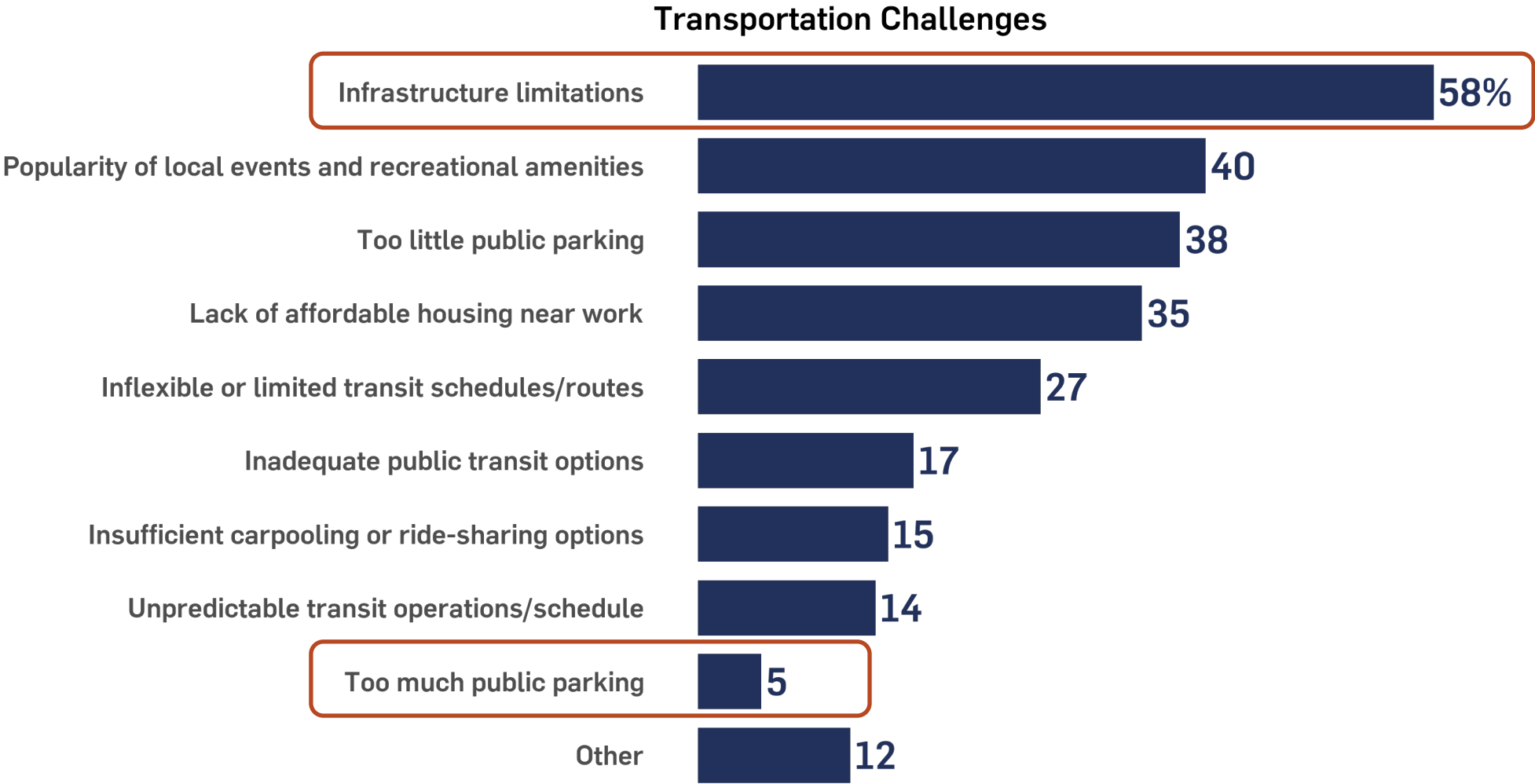
Park City residents feel that streets that prioritize walkability and park and ride lots with express/worker transit service should be the top factors to consider when prioritizing projects in the next 5 to 10 years.



Q: Thinking about transportation options, what are the most important factors that Park City should consider when prioritizing projects in the next five to ten years? Please select your top three. (n = 430)

INFRASTRUCTURE LIMITATIONS CAUSE BIGGEST TRANSPORT ISSUES

More than half of Park City residents reported that among all transportation challenges infrastructure limitations creates the most issues. Too much public parking was reported as being the least likely cause of transportation issues.

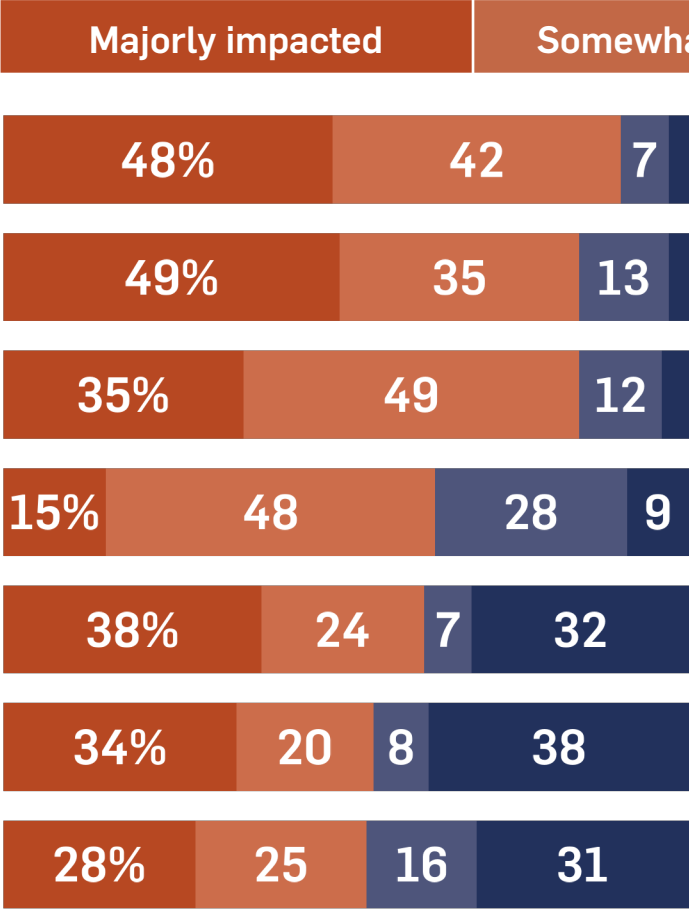


Q: What challenges create the most transportation issues in Park City? Please select all that apply. (n = 421)

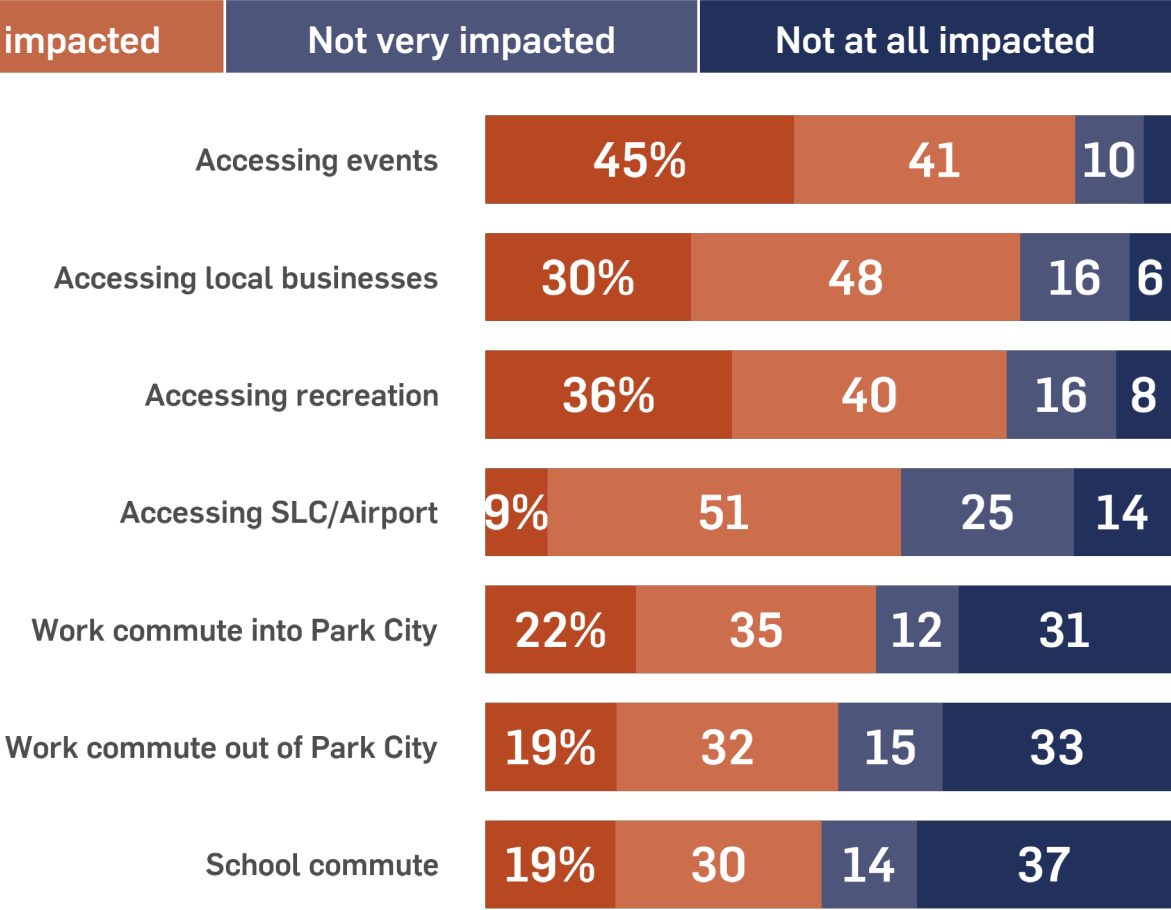
EVENT ACCESS MOST NEGATIVELY IMPACTED BY TRAFFIC

Accessing events, recreation, and local businesses are the most impacted by both seasonal and event-based traffic. School and work commutes are the least impacted by both.

Seasonal Traffic Impact



Event-Based Traffic Impact

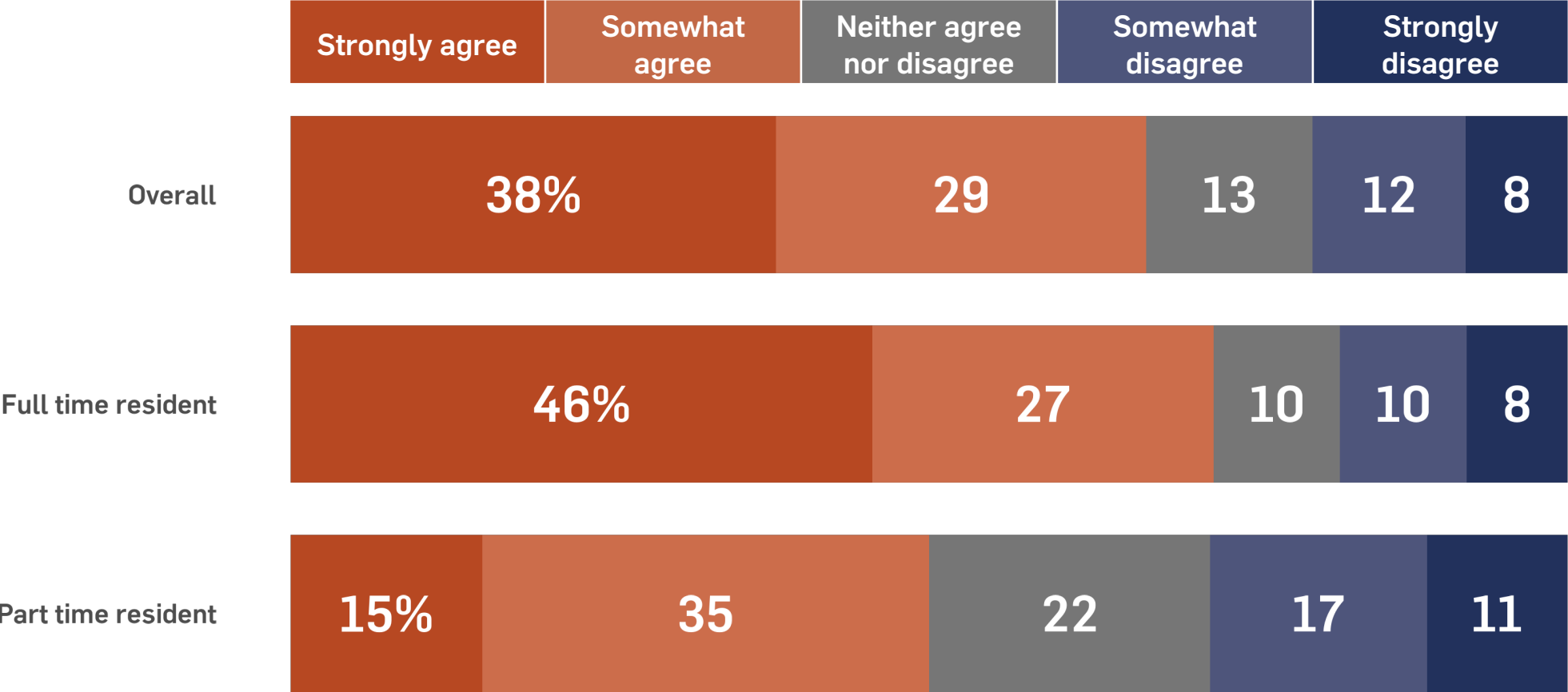


Q: Thinking about the following commutes or trips you take around Park City, to what extent are those commutes regularly impacted by seasonal traffic? (n = 421)
Q: Thinking about the following commutes or trips you take around Park City, to what extent are those commutes regularly impacted by event-based traffic? (n = 404)

GETTING AROUND SHOULD BE EASIER FOR RESIDENTS THAN VISITORS

2 in 3 respondents overall agree that the City should make it easier for residents to get around, even if that means less focus on visitor access. When looking at residency status, those that are full time residents are more likely to agree with this statement than those that are only part time residents.

We should make it easier for residents to get around, even if that means less focus on visitor access.

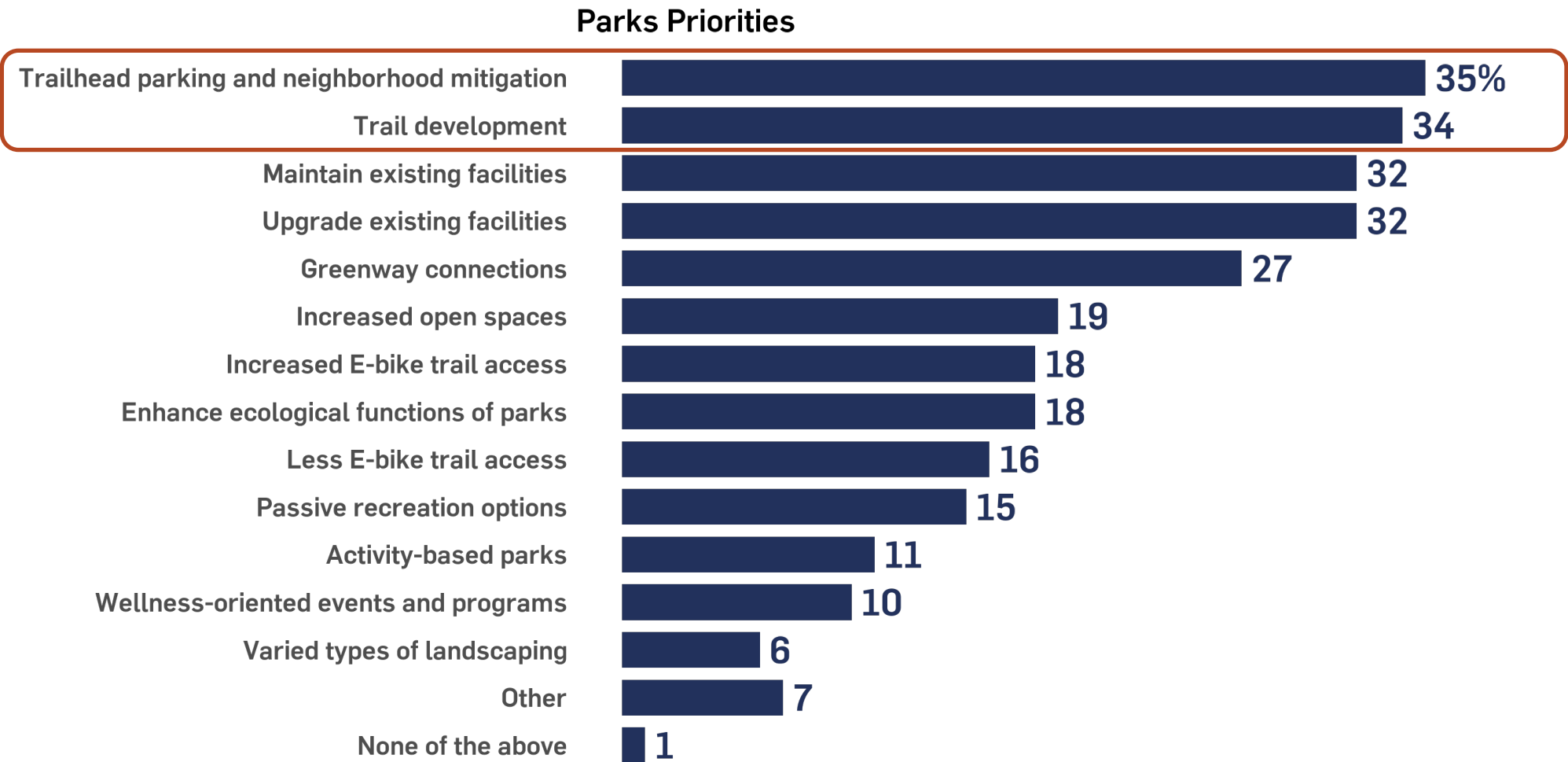


Q: Please indicate how strongly you agree with the following statement. We should make it easier for residents to get around, even if that means less focus on visitor access. (n = 418)

OUTDOOR AND ENVIRONMENT

FOCUSING ON TRAILS IS TOP PARKS PRIORITY

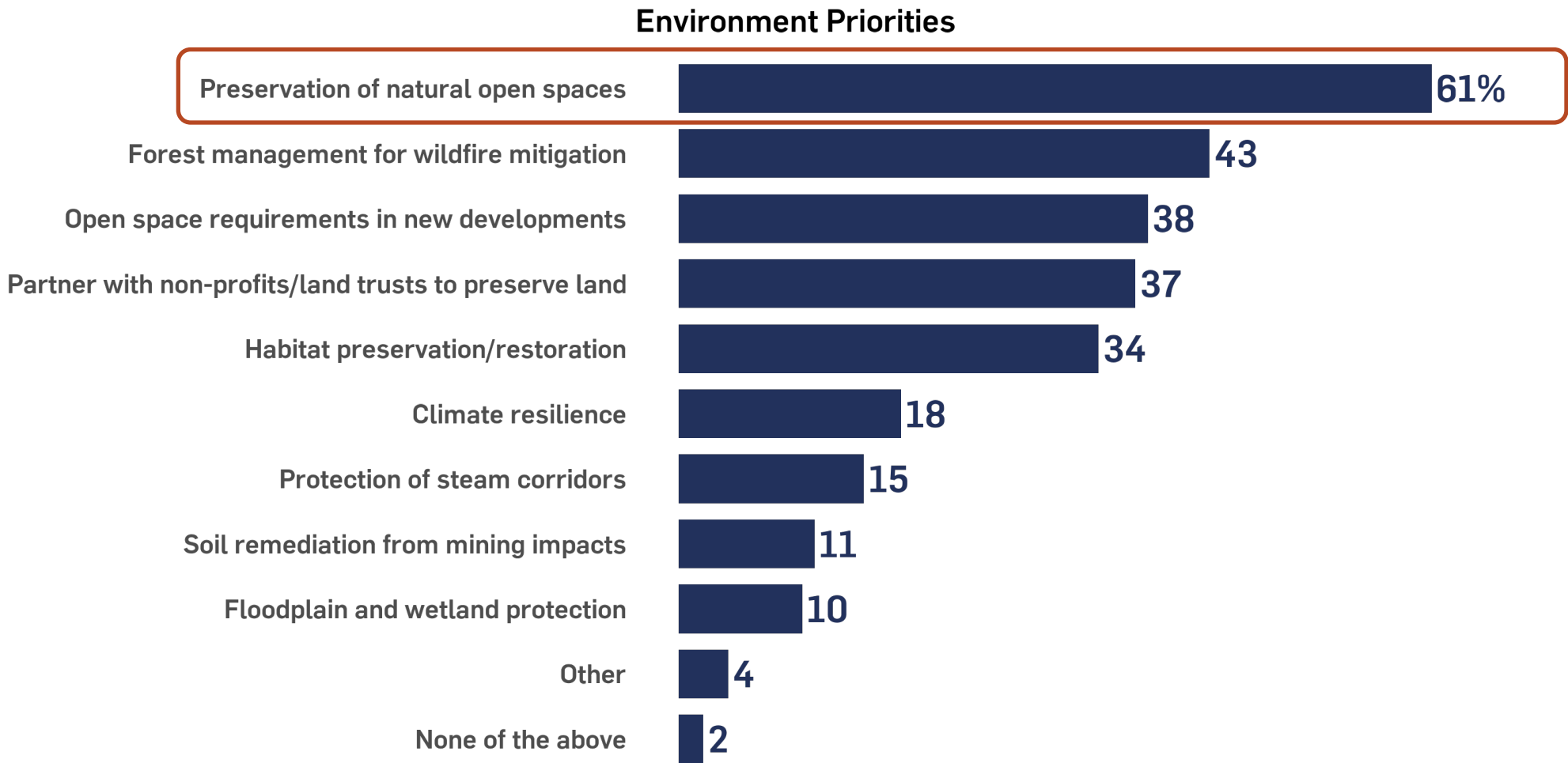
Trailhead parking and neighborhood mitigation as well as trail development are the top priorities for residents when thinking about the future of parks, recreation, and open spaces. Maintaining and upgrading existing facilities are the next most important priorities.



Q: Thinking about the future of parks, recreation, and open space in Park City, which of the following should be the top priorities for Park City in the next five to ten years? Please select your top three. (n = 414)

PRESERVATION OF NATURE TOP OF MIND FOR RESIDENTS

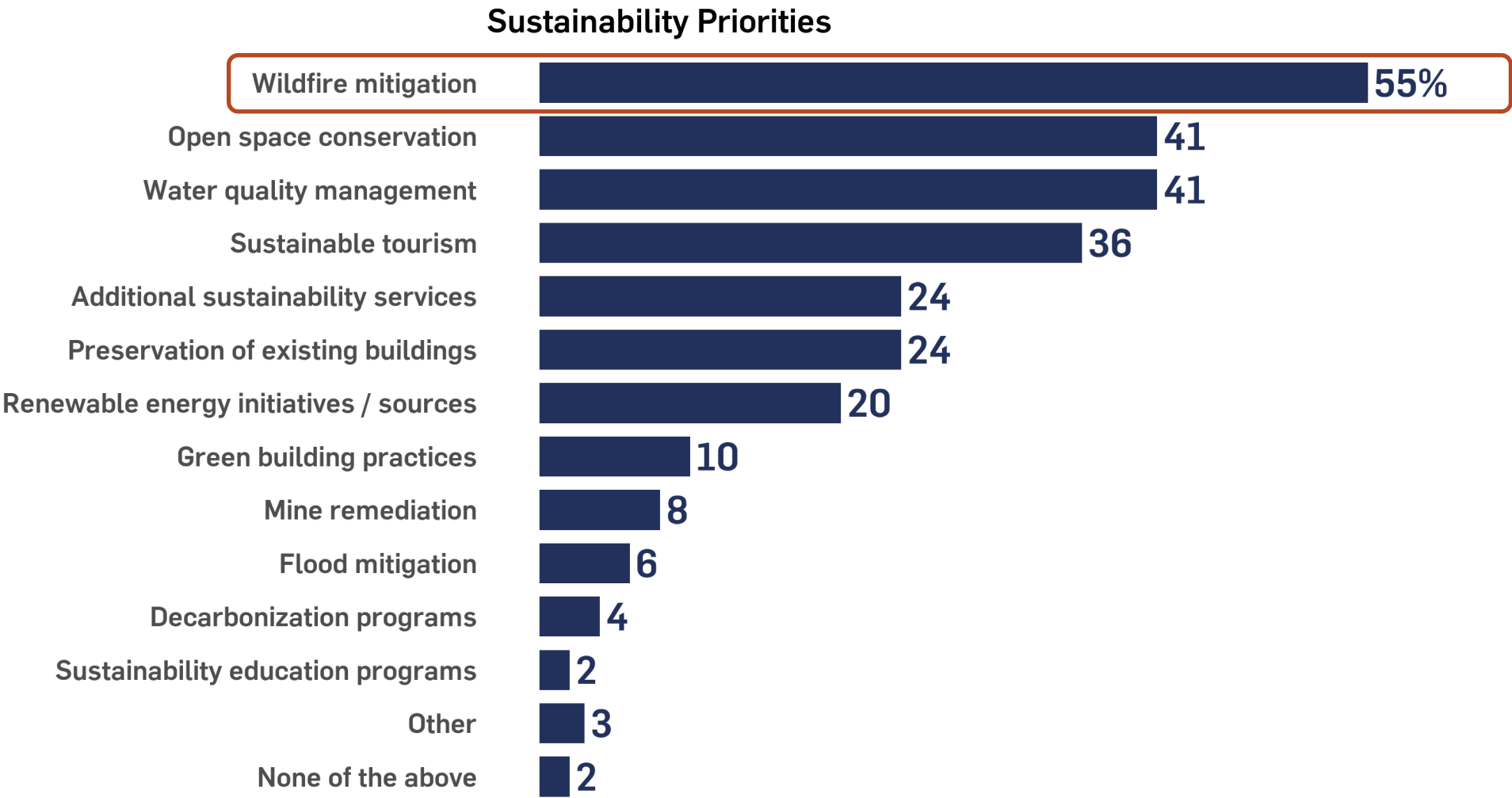
When thinking about natural areas and environment in Park City, respondents reported that focusing on preservation of natural open spaces should be the top priority for the next 5 to 10 years. Soil remediation and floodplain/wetland protection are the least important priorities to Park City residents.



Q: Thinking about the natural areas and environment in Park City, which of the following should be the top priorities for Park City in the next five to ten years? Please select your top three. (n = 408)

WILDFIRE MITIGATION TOP SUSTAINABILITY PRIORITY FOR RESIDENTS

When thinking about sustainability in Park City, respondents reported that wildfire mitigation should be the top priority for the next 5 to 10 years. Decarbonization and sustainability education programs are the least important priorities to Park City residents.



Q: Thinking about sustainability in Park City, which of the following should be the top priorities for Park City in the next five to ten years? Please select your top three. (n = 404)



Kyrene Gibb, Partner & VP of Research

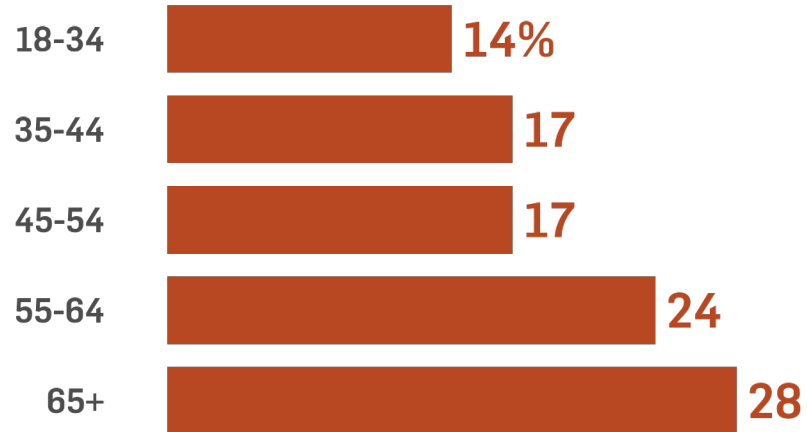
Quin Monson, Ph.D., Founding Partner

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SAMPLE COMPOSITION

BASIC DEMOGRAPHICS

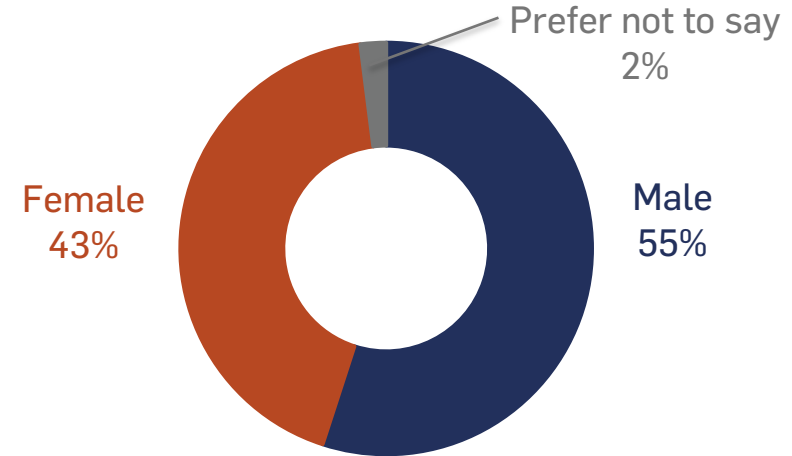
Age



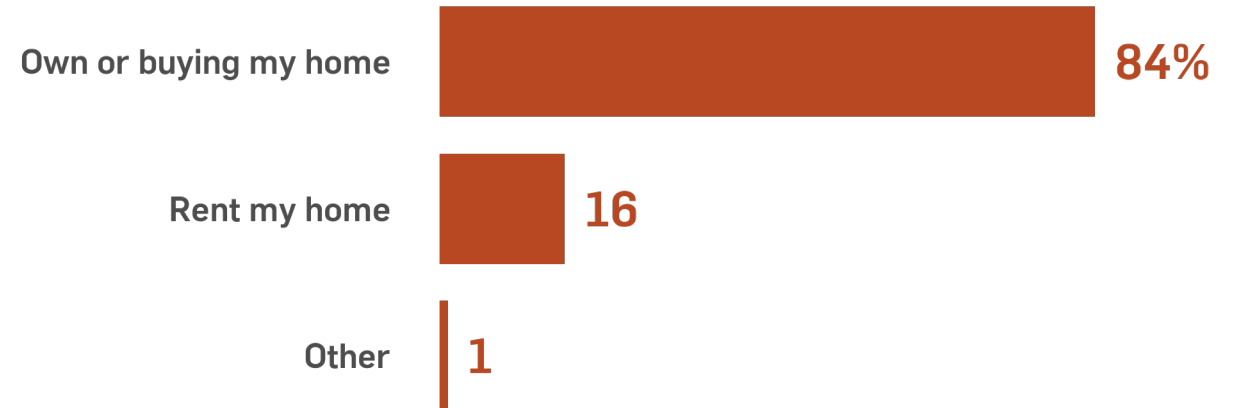
Race



Gender



Ownership



Q: Please enter the year that you were born. (n = 399)

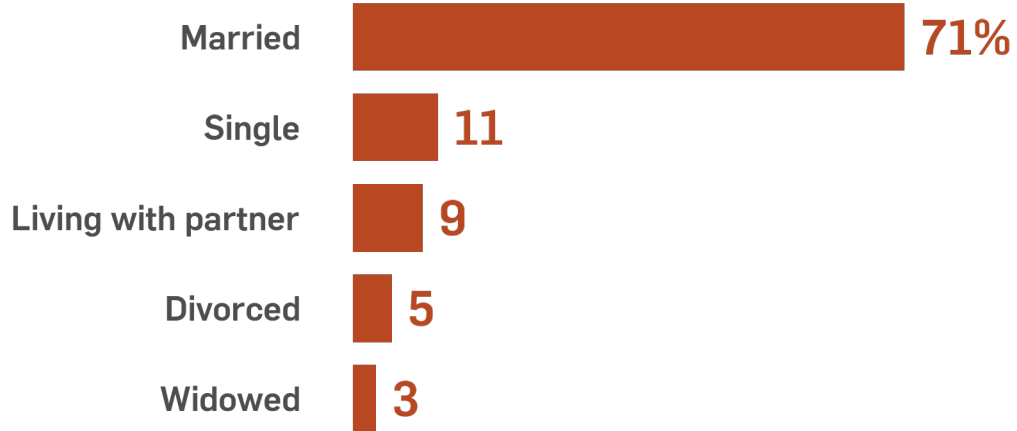
Q: Which of the following best describes how you think of yourself? (n = 400)

Q: Are you... Please select all that apply. (n = 453)

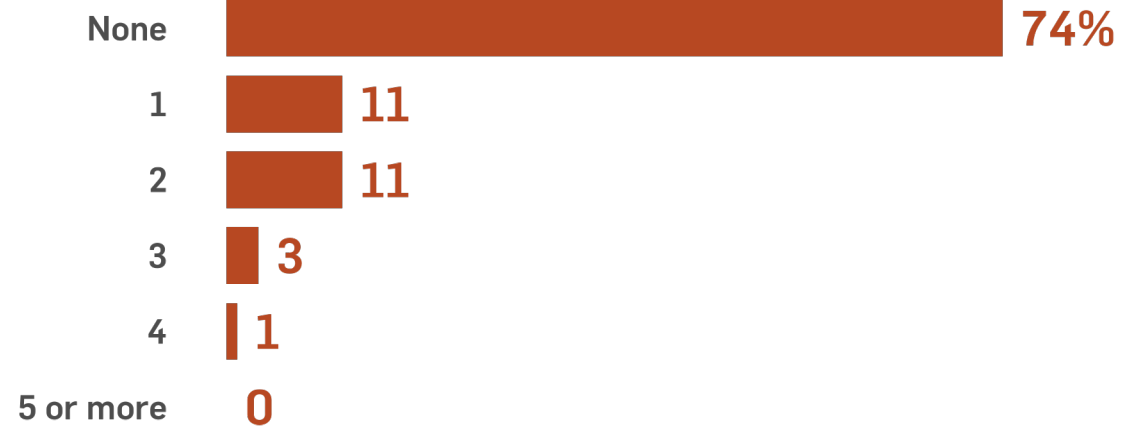
Q: Which of the following best describes your current living situation? (n = 404)

HOUSEHOLD COMPOSITION & LENGTH OF RESIDENCE

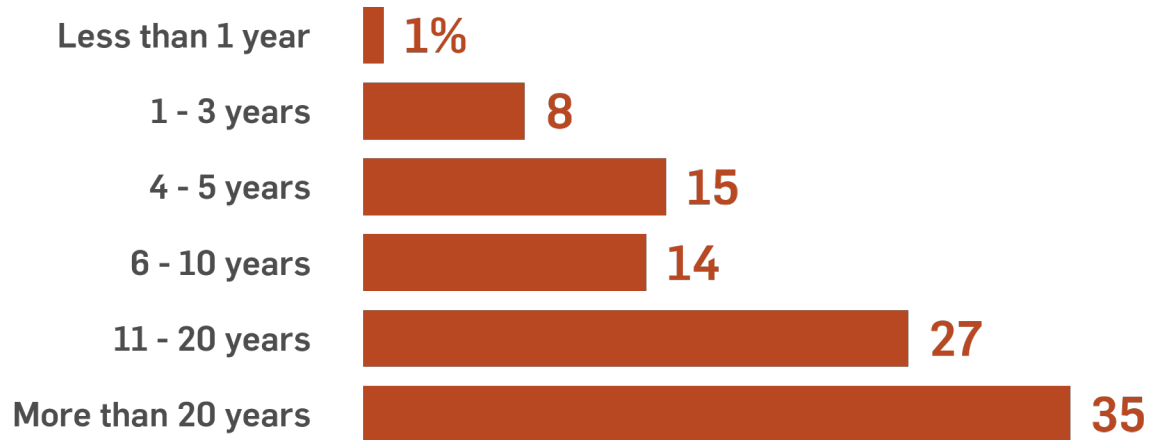
Marital Status



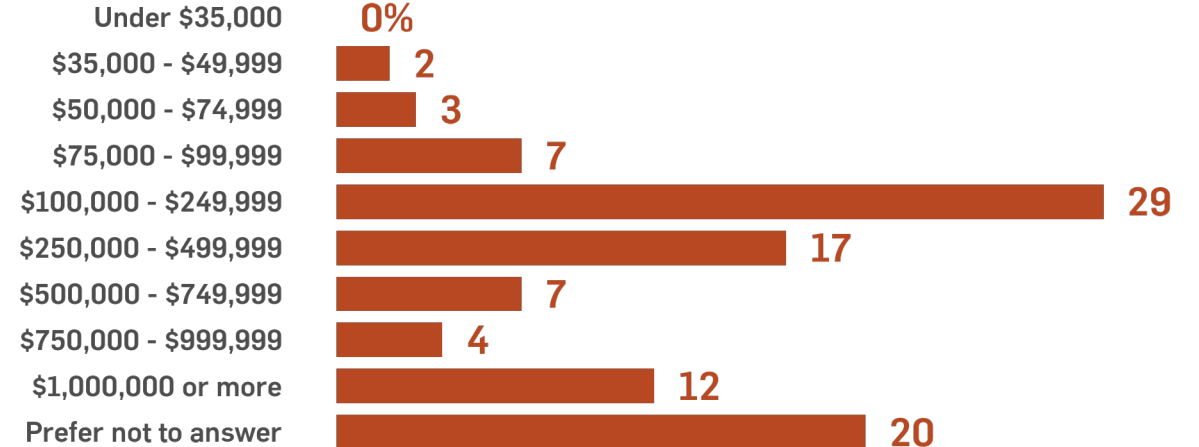
Children



Time Lived



Income



Q: Are you currently... (n = 402)

Q: How many children under the age of 18 do you have living in your home? (n = 401)

Q: How long have you lived in Park City? (n = 401)

Q: What do you expect your 2024 household income to be? (n = 400)