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# **Beyond the Commute:**

**Transit Solutions for Recreation-Based Economies**



# AGENDA

- Introductory discussion
- **The Why:** Providing mobility options for non-commute trips
- **Park City:** History of 50 Years of Transit
  - Case Study: Transit is Your Trailhead
- **Moab:** 3 Years of Service
- Closing discussion



# SPEAKERS



**Alex Roy**  
Assistant Transportation  
Planning Manager  
*Park City Municipal*



**Sydney Maves**  
Senior Transportation  
Planner  
*Park City Municipal*



**Alexi Lamm**  
Director of Strategic  
Initiatives & Sustainability  
*City of Moab*

# WHO'S HERE?

- What types of planning professionals are here today?
  - Land use, transit/transportation, housing, trails, others?
- What is the biggest challenge facing your community's mobility ecosystem?



**THE WHY**



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# Park City, UT:

## 50 Years of Park City Transit

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# TRANSPORTATION PLANNING

## PARK CITY FORWARD



a transportation blueprint



**PARK CITY**   
SHORT RANGE   
TRANSIT PLAN 



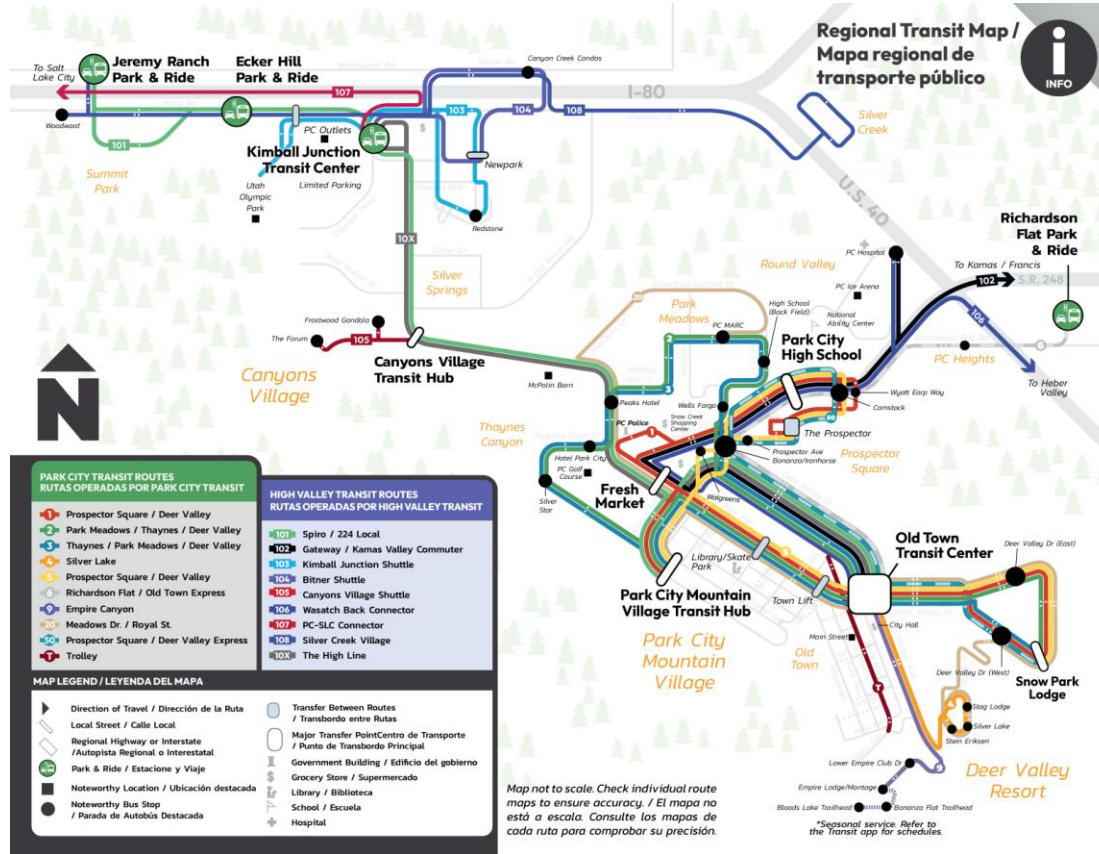
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**Park City, UT**  
**Bicycle &  
Pedestrian Plan**

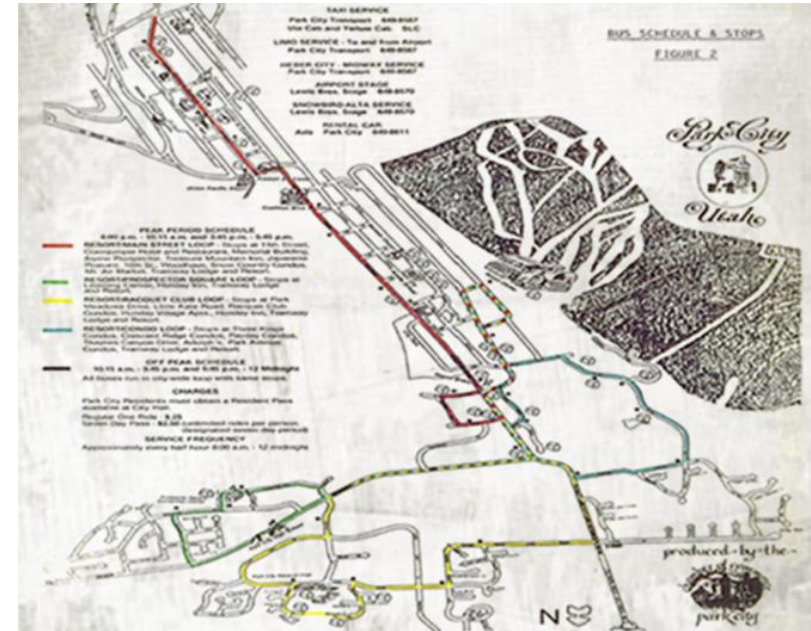


# REGIONAL TRANSIT SYSTEM



# 1975: THE BEGINNING

1970s	Foundations & Early Growth
1980s	Expansion & Formalization
1990s	Accessibility & Rising Ridership
2000s	Infrastructure & Regional Expansion
2010s	Technology & Sustainability Shift
2020s	Electrification & System Evolution



**1980**  
Transit Guide

# PC TRANSIT SYSTEM

## Vehicles

- 17 diesel
- 20 electric buses
- 1 Trolley
- 6 cutaways
- 1 Ford Transit AWD (X9C)

## Routes

- 11 Year-Round Routes
- 2 Winter Express Routes
- 1 Main Street Trolley
- Weekend Trailhead Access



# PCT USERS & RIDERSHIP



## Users

- 8,300 local residents
- Visitors: 4+ million / annually
- Daytime population is 75-85% visitors

## Ridership

- 2025: 1.43 million riders
- December 2024 – March 2025: 900,000+ riders

## Peak Travel Times

- December – March
  - 8 – 10 AM
  - 3 – 6 PM
- All winter holiday weekends & summer holidays

# TRYING STUFF

## Neighborhood Service



## Dogs on Busses



Source: KPCW

## Micro-transit



Source: Town Lift

# PROMOTING ACCESS TO RECREATION

Strategy	Description
<b>Transit to Trails</b>	Direct transit from the Transit Center to the Bonanza Flats trail network.
<b>Dynamic Paid Parking</b>	Utilize paid parking at peak times to incentivize transit use and pay for transit service operational costs.
<b>Fare Free Transit</b>	Free, frequent citywide transit offers access to key destinations without a car.
<b>Park &amp; Ride Express Shuttles</b>	Park & Ride facility near a major highway allows visitors and commuters to take transit for the final leg of their journey.
<b>Urban Trail System</b>	A network of multi-use paths connects to neighborhoods, Old Town, and various trailheads.

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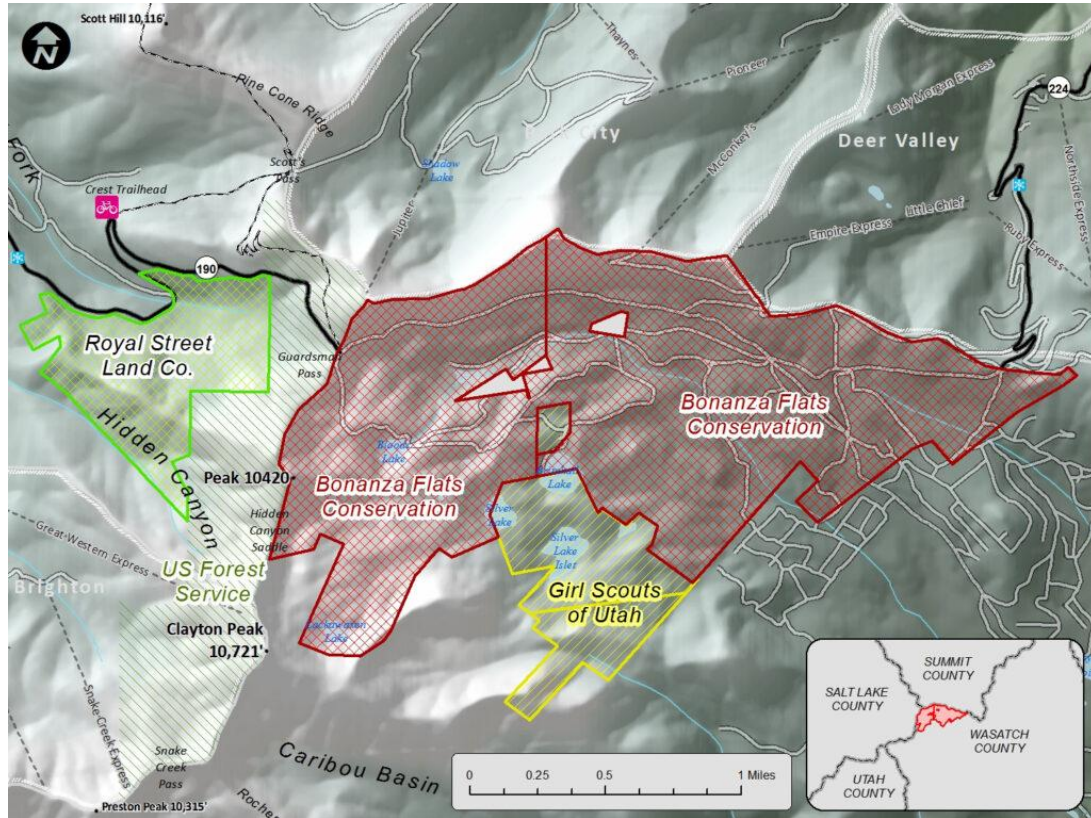
# Transit to Trails: The Wasatch Back

Bonanza Flat Parking and Transit

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# BONANZA FLATS AREA



# BACKGROUND

## Bonanza Flat Visitation Pressure

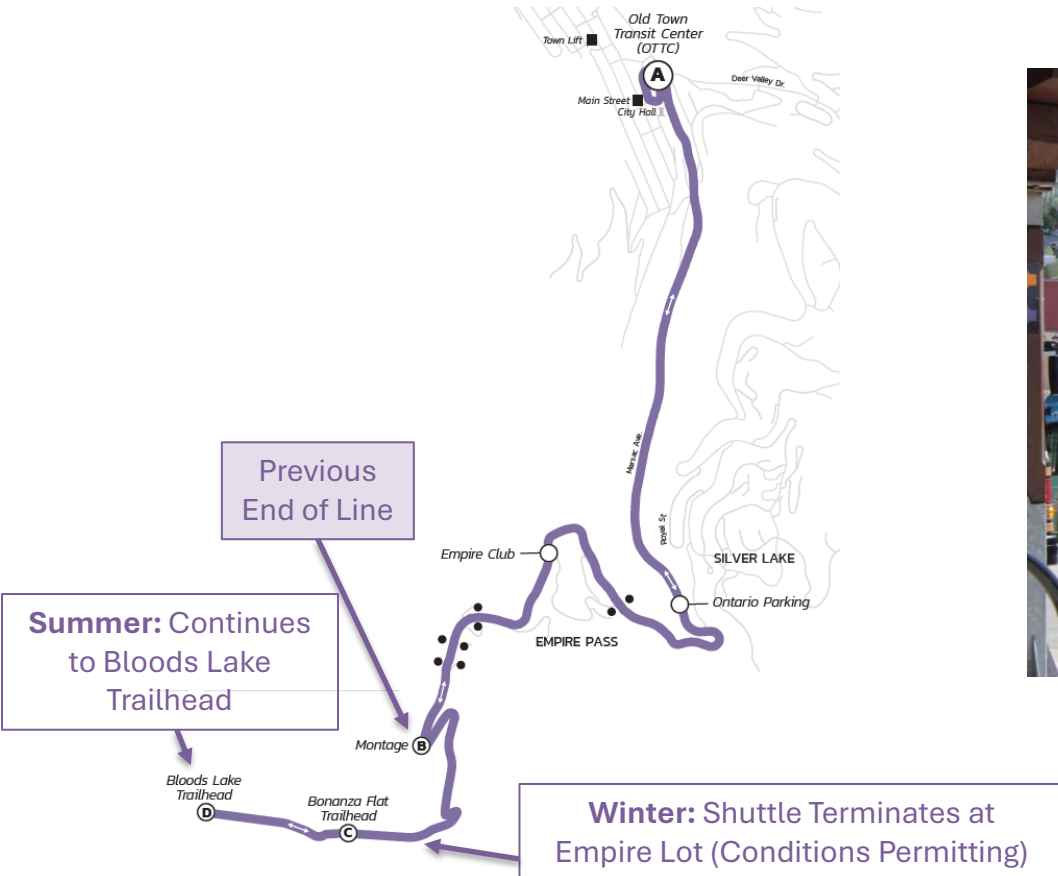
- Limited parking and sensitive conservation lands.
- Past congestion created safety risks and resource impacts.

## Park City Council Direction

- Manage demand, not expand parking.
- Improve safety.
- Provide equitable, sustainable access.



# EXTENSION OF THE 9 PURPLE



# PARKING & DEMAND MGMT

2024



2025



- 50% reduction in roadway queueing instances
- Reduction in parking violations (500 → 5 in a weekend)
- Locals' permits are available for free
- Paid **hourly** parking
  - Dynamic: \$5-8/hr
  - 1,000 transactions/week



# PARKING REVENUE & FUTURE SERVICE

## 2025 Paid Parking Pilot

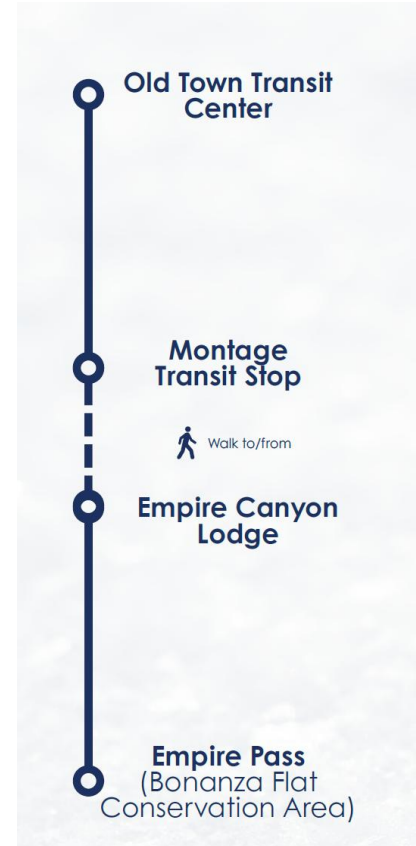
- Parking revenue **funded the 9 Purple transit extension**
- Service designed to be **cost-neutral**

## Summer Results

- **Parking Revenue:** \$317,815
- **Transit Cost:** \$227,538
- **Carryover:** ~\$91,300

## Reinvestment

- **Winter Bonanza Shuttle Pilot:** ~\$90,000
  - Funded entirely by 2025 parking fund



# CHALLENGES & LESSONS

Challenges	Lessons
<ul style="list-style-type: none"><li>• Difficult operating environment.</li><li>• Scalability &amp; fleet constraints.</li><li>• Financial uncertainty.</li><li>• Winter service uncertainty &amp; volatility.</li><li>• Policy &amp; institutional barriers.</li></ul>	<ul style="list-style-type: none"><li>• Start small, then scale.</li><li>• Parking management is a powerful lever.</li><li>• Data collection enables flexibility.</li><li>• Contractor support.</li><li>• Mountain roads require tailored equipment.</li><li>• Need to accommodate gear for outdoor activities.</li><li>• Success created new pressures.</li></ul>

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# Moab, UT:

## 3 Years of Transit Service

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5,100 Residents | 3 Million Visitors



# Moab Area Transit Timeline

## Hotspot

Utah legislature allocated \$100 million for projects that:

- 1.Reduce traffic congestion;
- 2.Support economic development;
- 3.Increase recreation and tourism opportunities.

Moab received \$10 million for a parking structure and other parking improvements.

2017-2018



## Initiation

Public opposition prompted local leaders to proposed using the funding for three other projects instead:

- 1.Dispersed parking downtown
- 2.Transit system**
- 3.Multi-use pathway in Spanish Valley

2020-2021

## Planning

Evaluated options:

- 1.Fixed route
- 2.Deviated fixed route
- 3.On-demand
- 4.Hybrid on-demand with seasonal route**

2021

## Launch

After issuing an RFP and receiving proposals, the City entered a contract with Downtowner.

The MAT launched for its 1<sup>st</sup> peak season in March '23

2023

## Pilot

MAT entered its 4th peak season in March 2026



2023-2026

# GETTING STARTED

- 5-Year Utah Hotspot Grant to reduce congestion
- 2021 Fehr & Peers Study
  - Need for Shuttle
  - Traffic and Parking
  - Visitor-Focused
  - Connectivity

Criteria	OPTION 1 Fixed Route	OPTION 2 Deviated Fixed Route	OPTION 3 Microtransit	OPTION 4 Flex Route with Microtransit (hybrid of 2 and 3)
Frequent connections along US-191	Yellow	Green	Yellow	Yellow
Easy to understand for new users	Green	Green	Yellow	Yellow
Passenger convenience (how is it use the service, once they know how it works)	Green	Yellow	Green	Green
Ridership potential (ability to help with traffic)	Yellow	Green	Red	Green
Ability to connect many destinations throughout Moab (coverage)	Green	Yellow	Green	Green
Asset to locals	Yellow	Yellow	Green	Green
Asset to visitors	Green	Green	Yellow	Green
Ease of vehicle electrification	Red	Yellow	Green	Green
Amount of service hours provided per day	Yellow	Red	Green	Green



# FIRST YEARS

- 3 Vans
- 6 mi<sup>2</sup> Service Area
- 18 Stops
- ~44,000 riders/year
- 73% of on-demand rides in City Limits



**HOP ON. HOP OFF FOR FREE!**  
*Van service for Moab residents & visitors*

## Downtown Route

*Direct pick-up at stops along Main Street*

**Peak:** Mar. 16 - Oct. 15  
11 AM - 9 PM daily, every 50 minutes

## On-Demand

*Service outside the downtown area*

**Peak:** Mar. 16 - Oct. 15  
8 AM - 9 PM, daily

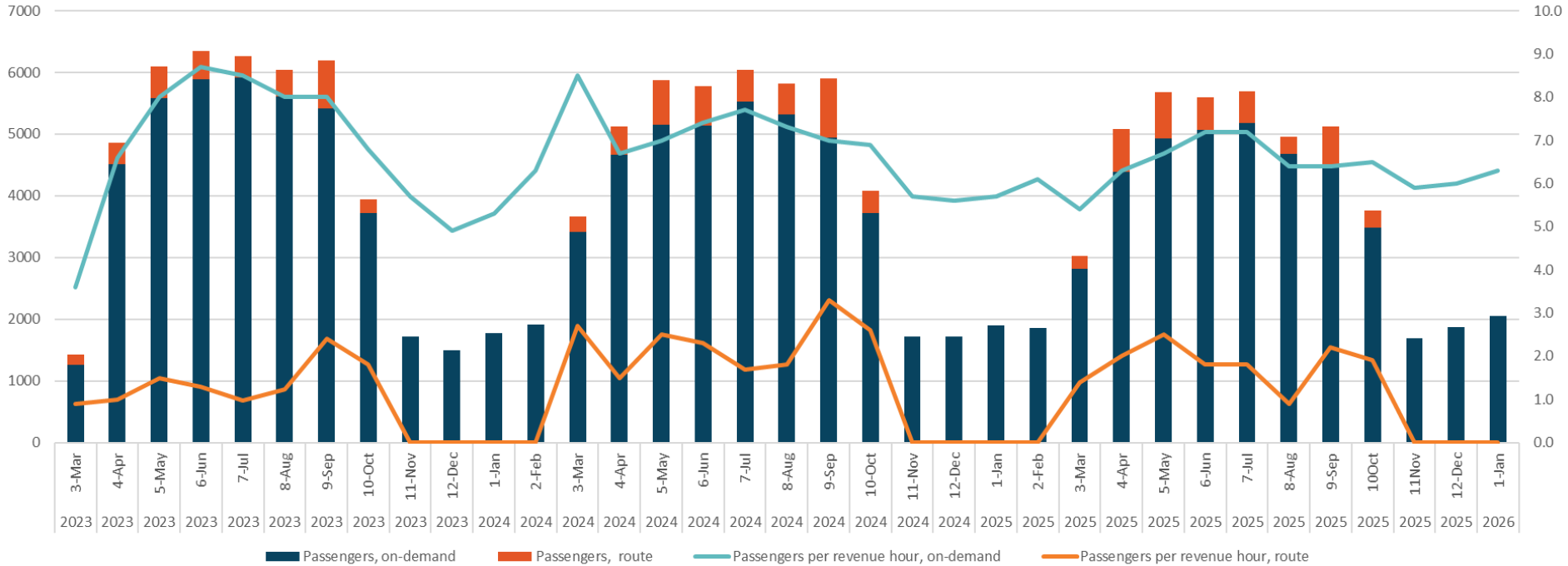
**Off-Peak:** Oct. 16 - Mar. 15  
9 AM - 5 PM, Mon-Fri



Download the MAT App to:  
Locate the stops and track the shuttle.  
See the year-round on-demand service area and request a ride.  
Or call 833-628-3733  
[moabcity.gov/MAT](http://moabcity.gov/MAT)



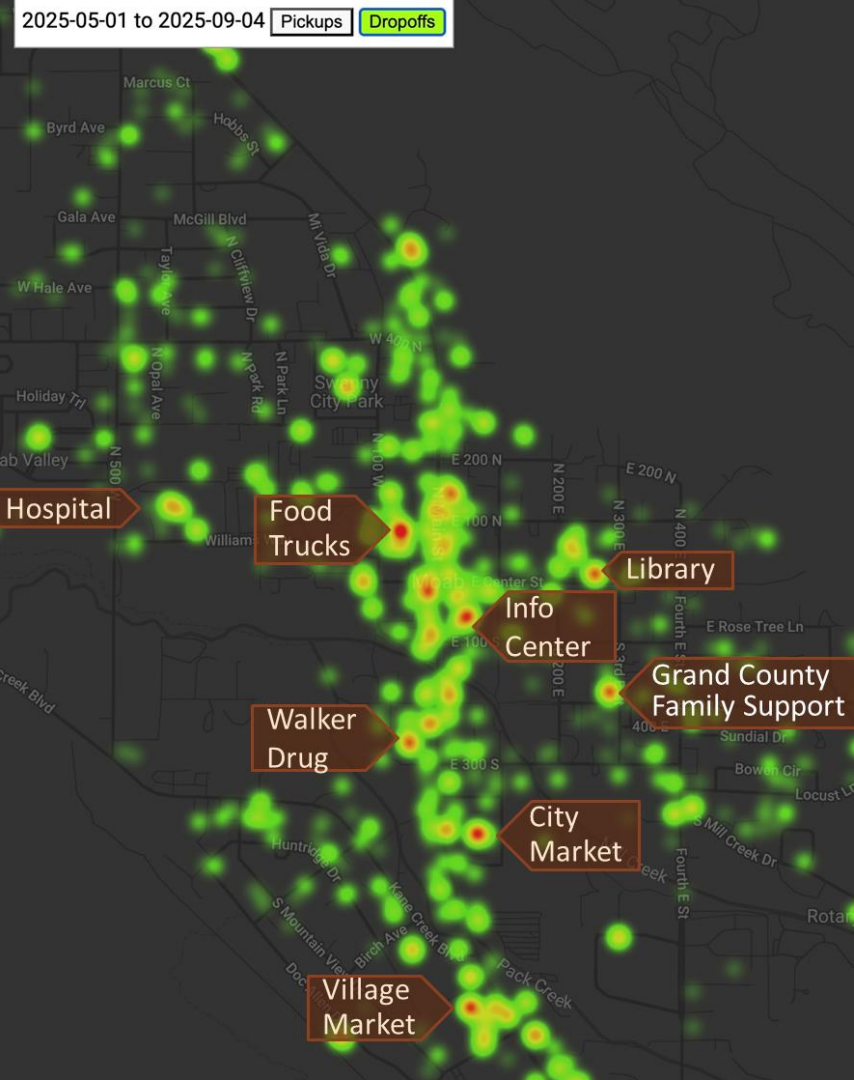
# TOTAL PASSENGERS BY MONTH



2025-05-01 to 2025-09-04

Pickups

Dropoffs

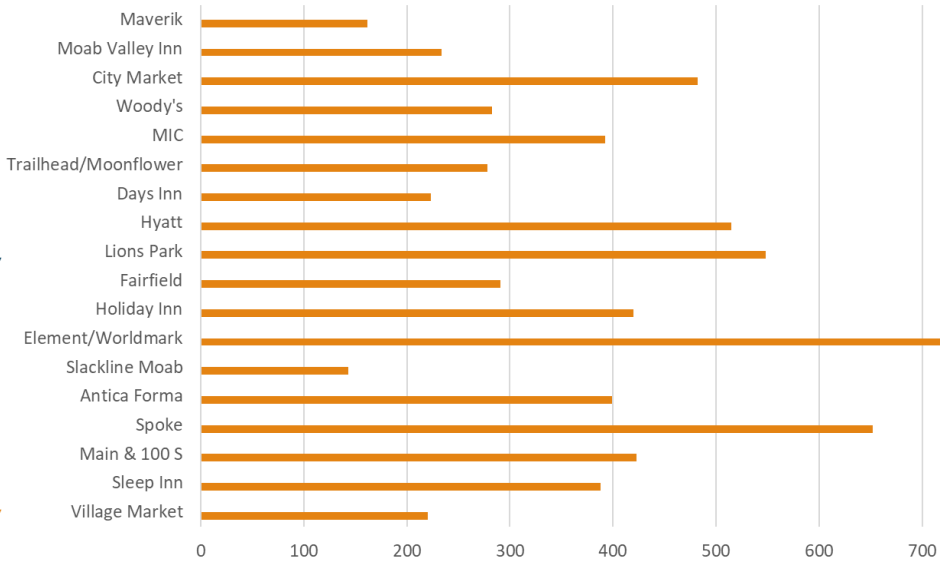


# Geographic Use

*Riders by Route Stop 2025*

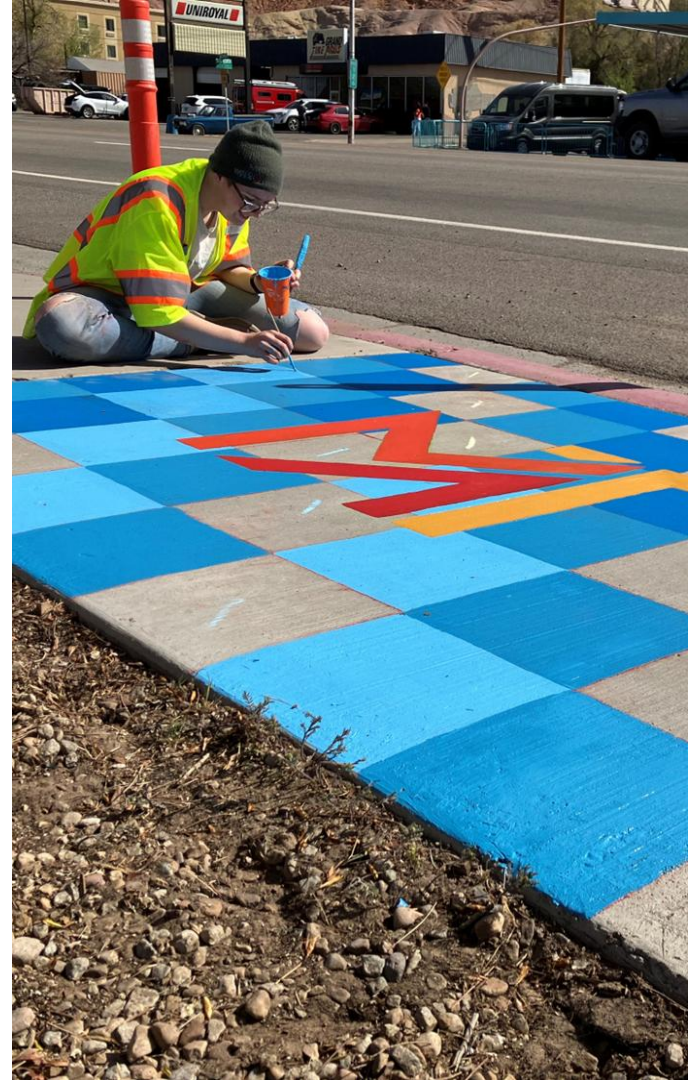
North-bound

South-bound



# CHALLENGES

- Funding
- Dispersed & distant destinations
- People visit with cars
- Transit came with parking
- Expensive bikes need secure racks in town



# LESSONS

- Visibility
- Re-work the downtown route
- Our primary audiences
  - People who aren't driving
    - Age
    - Train riders
  - Seasonal workers



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# Closing Discussion

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# CLOSING DISCUSSION

- What is your non-commute mobility **need**? Who are you trying to serve?
- What types of non-commute trips does your transit or mobility system currently serve?
- What types of non-commute trips *would* your transit, mobility system, or community like to serve **in the future**?

**Questions for us?**