Consulting Team Update

May 29, 2014

Where we've been…

- System Group Meeting #1: Intro and Existing Conditions

- System Group Meeting #2: Existing Conditions and Future Trendlines

- System Group Meeting #3: Vision and Goals

- Stakeholder Meeting: Existing Conditions and Future Trendlines

Where we're heading...

- System Group Meeting #4 June 24/25: Goals and Metrics

- System Group Meeting #5-?: Idealized Systems

- Fall: Combining Idealized Systems

- January 2015: Finalized Preferred Scenario

Where are we in process?

MOUNTAIN ACCORD

We are here

Existing Conditions						
	Trendlines					
		Vision/Goals/Metrics				
				Idealized Systems		
1 (March)	2 (early April)	3 (late April)	4 (May)	5 (June)	6 (July)	7 (Aug)

■ = discuss draft information
■ = discuss revised info and poll group on recommendation(s)

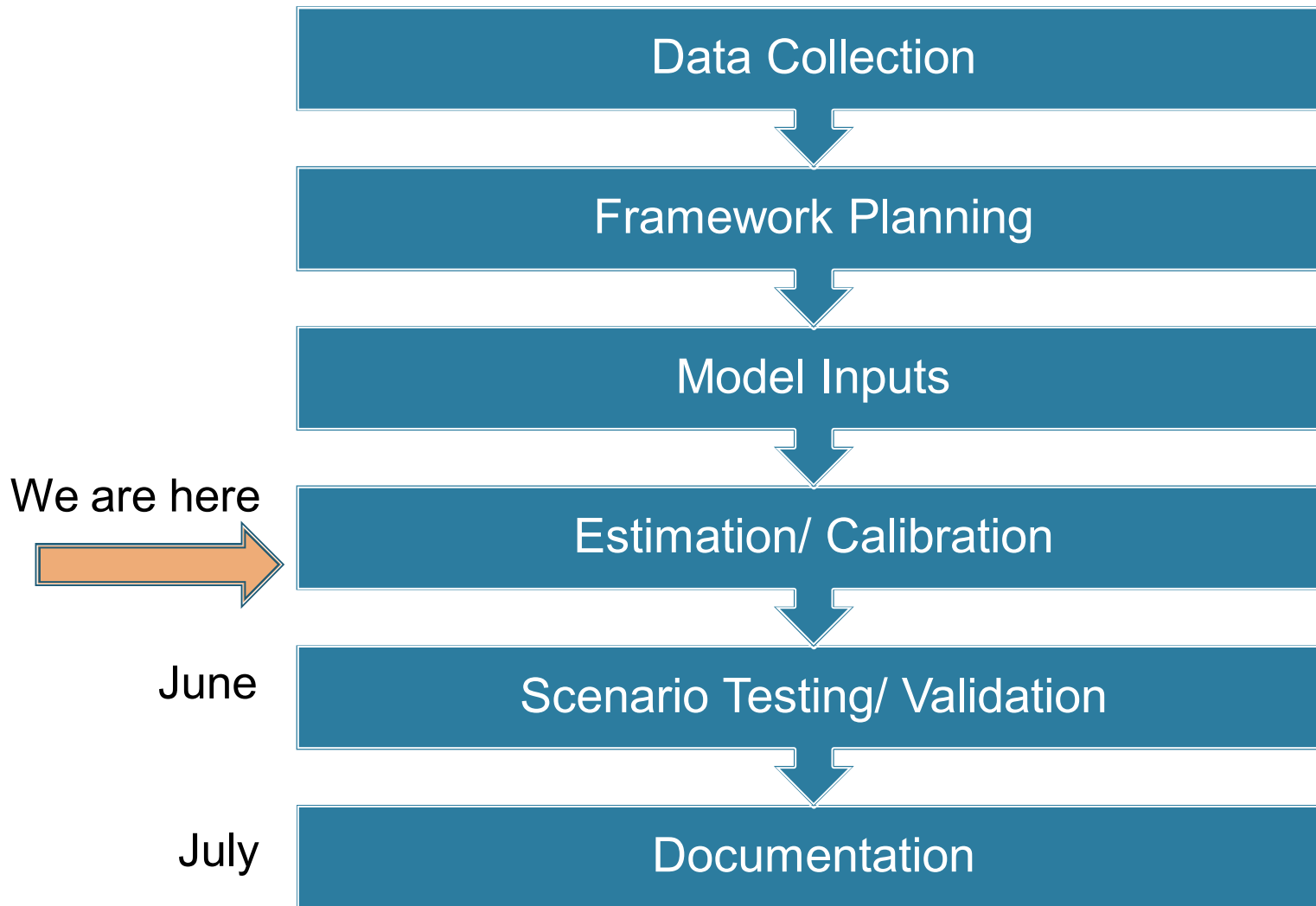# Mountain Accord Modeling

May, 2014

Outline

- Process

- Geography

- New model sensitivity

- Land use attributes

- Unique data sources

Schedule

Data Collection

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Framework Planning

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Model Inputs

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We are here → Estimation/ Calibration

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June Scenario Testing/ Validation

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July Documentation

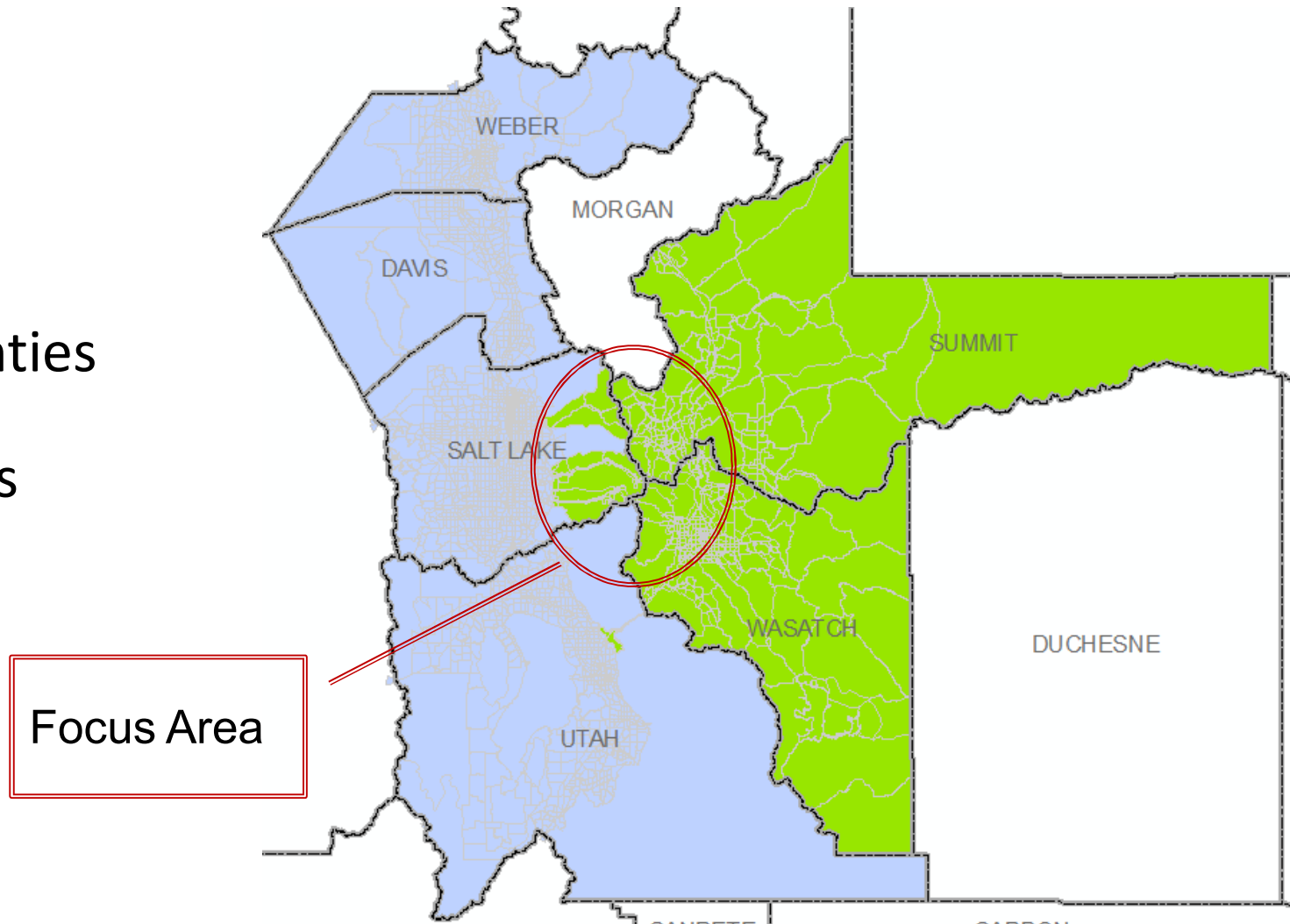# Geographic Expansion

Adding:

- 550 TAZs
- Two counties
- Roadways
- Transit

Focus Area

New model sensitivity: Recreational travel market

- Specific to mountain-oriented activities

- Attractions are ski areas, trailheads, destinations with parking

- Tailor distribution to reflect seasonal trends

Recreational travel market: Skier activity

- Local vs destination skier trips

- Ski tourism trends
  - Resident participation
  - Growth in destination tourism
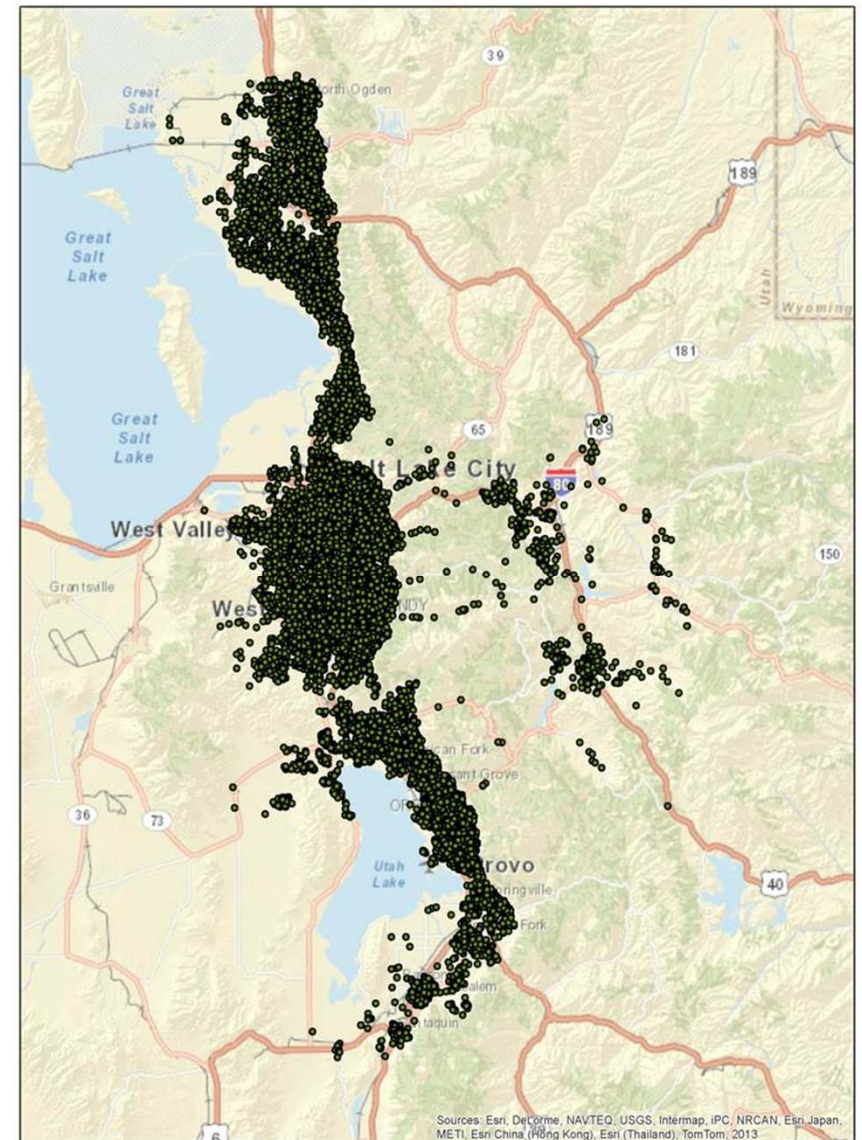 - Airport volume
  - Lodging

Land use attributes

- Trail heads & parking capacity

- Hotels

- Ski areas & skier capacity

- Housing occupancy

- 2011 & 2040 population, employment, households, demographics

Data sources

- Utah skier survey

- Season pass holder zip codes

- Utah household travel survey

- AirSage origin-destination data

Project Team

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- Kyle Cook, Fehr & Peers

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