Zion Transportation System Technical Analysis
Stakeholder and Public Involvement Workshops, November 19, 2008

Summary Notes – DRAFT (Issued December, 8, 2008)

Partners – Existing and Potential
Representatives from the National Park Service, town of Springdale, UDOT, Visitors Bureau, and other agencies and organizations participated in a workshop session in November 2008. One of the objectives of the session was to list all existing and potential partners related to the Zion Canyon transportation system. The following partners were listed.

- National Park Service
- Town Government of Springdale
- UDOT
- Visitors Bureau
- Businesses in Springdale/Chamber of Commerce
- General Community of Springdale
- Washington County
- Five Counties Association of Government
- Zion Canyon Corridor Council (ZC3) – see description below
- Southern Utah University (SUU - Regional Services)
- Rural Planning Organization (RPO)
- Zion Natural History Association/Volunteer Program (ZNHA)
- Down Canyon and East Side of Park Communities (Regional Communities) – Governments and Chambers of Commerce
    - Rockville
    - Virgin
    - La Verkin
    - Hurricane
    - St. George
    - Toquerville
- Regional Transportation Interests:
    - Dixie Metropolitan Planning Organization
    - Transit Agencies (Sun Tran)
    - St. George Airport
    - Dixie State College
    - Tour Companies

The group then discussed the individual roles and responsibilities that partners should have in the ongoing stewardship of the Zion Canyon transportation system as summarized below:

Zion National Park/National Park Service	Springdale – Town Government and Community	UDOT	Shuttle Service Contractor	Springdale Businesses	Visitors Bureau
▪ Resource protection ▪ Visitor experience, enjoyment, and satisfaction ▪ Shuttle service provider ▪ Facilitate planning for transportation system ▪ Financial obligations for shuttle service and vehicles; funding conduit for NPS related funding and other federal funding sources ▪ Park reps should walk the streets and talk to people and businesses	▪ Parking and communication (wayfinding) ▪ Protect resources in town/resource stewardship in park ▪ Support the park ▪ Shuttle structures and streetscape maintenance (behind the curb) – includes sidewalks, shuttle stop facilities, and landscape ▪ Signage in Springdale (costs, uniformity) ▪ Visitor movement along and near the highway/traffic congestion in town ▪ Public parking in town (on-street included) ▪ Street lighting ▪ Historic ditch system	▪ Traffic control and management on highway ▪ Turning capacity in right-of-way ▪ Highway/road maintenance, paving, striping, and clean up of debris (between the curbs) ▪ Pedestrian crosswalks and pedestrian safety ▪ Regulatory and traffic signage ▪ ITS and 511 program ▪ Traffic calming ▪ Speed limit adjustments ▪ On-street parking areas ▪ Stormwater control off highway/ shared responsibility with historic ditch system ▪ Funding conduit for some state and federal transportation funding programs	▪ Operate a sustainable system ▪ Effectively manage the system ▪ Interface between the users/ visitors and the agency ▪ Balance customer satisfaction, productivity, and costs ▪ Knowledge of resources (provide info.)	▪ Welcome visitors/ visitor hospitality ▪ Shared parking for shuttle park and ride ▪ "Sales force" for the shuttle system ▪ Provide clear, consistent information about how and where to park and ride the shuttle	▪ Visitor communications and development of outreach packet for area hotels and businesses ▪ One Sheet "Shuttle and Parking How To" Guide ▪ Assistance with parking management ▪ Advocacy for system ▪ "Sales force" for the shuttle system

Other Roles/Responsibilities Mentioned:

ZNHA – conduit to potential funding

RPO – conduit to potential funding

Dixie MPO – reviews transportation grant applications, regional transportation coordination, advocacy for bicycle and pedestrian needs, and down canyon messaging/communications

Summary Notes from Partners/Stakeholders Meeting
November 19, 2008

Objectives for Today
Meeting participants were asked about what they would like to see achieved by today's meeting. The meeting facilitator (Patrick Shea of the National Park Service, Denver Service Center), went around the table and got everyone's input on this, and they responded as follows.

- Information gathering
- Evaluation of shuttle system/ensuring it will continue
- Recognizing the community benefits of the shuttle system
- Listening to each other
- Gaining a better understanding of issues and how to address them
- Getting a sense of the future direction for the system
- Feedback and input on technical analysis observations and findings
- How to balance issues related to the highway
- Review of parking recommendations – results of technical analysis
- Identify roles and responsibilities of partners
- Start to develop an action plan to address issues – very important!
- Reinvigorating partnerships
- Gaining a better understanding of economic challenges
- To reaffirm support of the businesses for the shuttle system
- Highlight the importance of stewardship
- With specific solutions, what the town will need to do to accommodate (for example with ITS/variable message sign solutions, signing ordinance would need to be amended)
- Getting people to use the shuttle more efficiently and consistently
- Promoting the car free experience of visiting Springdale/Zion National Park

Important Topics for Discussion Today
To be sure that important topics were addressed and discussed, the participants were asked if these following priority topics were the most important to be discussed today and there was general agreement that these were the most important topics.

- Wayfinding, signing, parking, and traffic congestion at the gate – all of these topics are inter-related

- Vehicle rehabilitation and replacement
- Partnering and funding
- Pedestrians and bicyclists sharing the road
- Sense of arrival to Springdale / Springdale streetscape

Ideas and Comments

Wayfinding, Signing, Parking, and Traffic Congestion (Visitor Management/Congestion Management)

- Could the park look into a system (hand-held portable system) for collecting fees in the queue or in town businesses (fast pass) – cars could then move more quickly through the line
- Could the employee access lane also be used as a fast pass lane for pre-paid visitors
- Wayfinding and education needs to start early – with better, more detailed information on the park and town websites; and hotel websites should provide links to park and town websites, and include downloadable pdfs of maps
- The roadside property in the vicinity of Majestic View Lodge is owned by the town (was obtained in an agreement when second area of lodge developed); town is planning for trailhead improvements there potentially for the Zion Canyon Trail – could also be a place for kiosks, visitor orientation.
- Need cohesive, consistent hand outs information/outreach package – something that can easily be used by every hotel and business
- The Visitors Bureau can take on some responsibilities related to visitor communications and working with hotels and businesses. Ideas:
    o Signs in hotel lobbies
    o Hand out information packets
    o One page shuttle and parking "how to" guide
    o Keep messages simple and consistent
- Cohesive, and consistent signing is key – logos and info – like the idea of parking signs that show spaces for "customers and shuttle" as well as some for "customers only" – and consistent signs that say "no shuttle parking" as well
- Should on-street parking be eliminated in some areas and instead a median turn lane provided? Might help in traffic flow issues.
- Need to work on parking agreements with businesses.
- Related to parking – we need to make it easy for businesses to do the right thing – reduce the town ordinance requirements related to onsite parking for customers and provide incentives to them to provide shared parking/public parking area
- Work with local business owners and town officials to change the attitude about parking for shuttle riders…the economic benefits park visitors bring to the town overall need to be recognized. A positive attitude about providing parking for these visitors throughout town needs to be fostered.
- Along with this – areas for parking need to become more recognizable and better organized (parking availability needs to be clearly known – increased awareness about where the shared parking areas are and where cooperation is needed will be important.)

- Cooperative relationships are good for business….businesses who have had a good relationship with the park and provided parking for visitors have done the best over the long term
- I like the idea of enhanced signing at shuttle stops that was shown in the presentation – this would help with parking too.
- Ridership and service in Springdale is closely ties to the availability of parking.

Vehicle Rehabilitation and Replacement
- The group discussed the various options being studied and the associated costs with replacement versus rehabilitation. No strong preferences related to vehicle rehab/replacement were stated.

Partnering and Funding
- An ongoing "Transportation Committee" should be formed –could the current parking committee be expanded to become this group? It should have broader partnership – UDOT for example and Visitors Bureau representation.
- Work with ZC3 (Zion Canyon Corridor Council) as a regional transportation planning coordinating entity
- Need to strengthen partnerships with other communities (Rockville, La Verkin, Hurricane, etc.)
- Consider putting donation boxes on the shuttles.
- What about selling advertising to generate revenue?
- What about a "dollar check off" program throughout town? (Check off boxes with purchases that ask if you want to donate a dollar to the town shuttle system.)
- May need to start charging for the use of the town shuttle in Springdale.
- What about a pillow tax or special district tax program? Can the existing bed tax be increased?
- Look into setting up an endowment through private/non-profit partners
- I would like to see you try the donation system first before charging for the shuttle – would charging deter use of the shuttle? Do a pilot program first where you try different options.
- Look at scheduling to reduce costs…reduce empty bus runs.
- What private enterprise opportunities are there related to transportation? Bicycle rentals, human powered taxi concessions – personal transport options. Concession contracts can generate revenue for other uses in the park (to support the shuttle for example.)
- Need to work on obtaining formalized agreements related to shared parking with property owners (particularly in the northernmost half mile of Springdale before the park entrance)
- Is Zion Lodge tax exempt? If so, they should not be. (The park explained that they are required to pay a franchise fee and also that they have a donation system for the park.)

Pedestrians and Bicyclists Sharing the Road
- Several mentioned they liked the ideas about expanding bicycling paths in the canyon.

Sense of Arrival / Streetscape in Springdale

- Meeting participants generally agreed with the idea of creating more of a sense of arrival at the south end of town through a gateway sign / pull off area and like the ideas presented.

Other

- What about reducing the speed limit in Springdale – if people slowed down they could see the parking signs better. Speeding is especially a problem at the south end – coming into town.

Zion Canyon Transportation System Technical Analysis 2009 Pilot Projects Action Plan Stage 1 – Immediate Actions – To be Completed within 2009			
Technical Analysis Section 2 – Wayfinding and Visitor Information			
Item	**Action/Comments**	**Responsible Stakeholder**	**Due Date(s)**
Websites	**Update websites with more detailed information about where to park and how to ride the shuttle. Make shuttle information and shuttle link more prominent on home pages.** • NPS should be primary source of "Park & Ride" information & information must be kept up to date • Other websites should be encouraged to link to the NPS website to keep information consistent and up to date • Other websites should provide a direct link to the NPS website through the use of a consistent graphic/logo • Keep the message and instructions clear, simple, and consistent • Provide clear links to printable maps and informational brochures • The Town of Springdale should provide the proper information/links to "rogue" websites • The graphic used could be used on wayfinding signs (e.g., NPS logo)	• **Rick** – Springdale Website • **Trista** – Visitor's Bureau managing rogue websites • **Tom H.** – NPS website	•

Radio and Technology	**Explore the most available and practical technology for getting the message out about parking and riding the shuttle.**
	• Radio
	   ○ Can there be an additional radio spot at the Mt. Carmel Junction and/or east entrance?
	   ○ Is there a need for a radio spot between La Verkyn and the south entrance?
	   ○ People get their information through various media types – need to hit all of the different formats
	• GPS
	   ○ Messages could be added to GPS, look into seeing if could
		• **Parking Committee**
		• **Christine** – GPS
		• **Jack** – Podcast, audio file on website
		• **Trista** - coordination
			•

	include a message that this part of the highway is a fee area. • Google Earth • Links to podcasts/audio on websites • Note: There are many messages that the park service communicates to the public. The "Park & Ride" cannot be the only message, there must be a balance.		
511 Traveler Advisory	**Research 511 potential and determine if a message related to Zion National Park can be included on the system.** • Provide "Park & Ride" information • Install signs instructing visitors to call 511 for park information • Goes through TOC in Salt Lake City • UDOT maintained system	• **Scott** – will find out who manages system and send contact to Tom D. • **Tom D.** – coordinate with 511 contact	•
ITS Pilot Project	**Explore ITS pilot project by placing sign(s) at various locations to see what locations/messages might be most valuable/effective. Determine if ITS signs are programmable by computer and/or cell phone.** • Virgin pull-off (see below) • Rockville / Springdale boundary • Near southern entrance gate • Visitor center • East entrance locations • Explore if low profile ITS signs in Springdale are a possibility – counter to town's regulations, but could alleviate congestion • For long-term signs explore rock designed signs	• **Jock** – placing sign • **Tom H.** – wording for sign	•
Virgin Pull-Off Area	**Determine short-term and long-term (Stage II actions) utilization of site.** • Experiment w/ITS sign here for a weekend and other strategic times (as noted above) • Pull-off area does not look official • Repair existing signs • Trees planted here in the past died	• **Rick ?** • **Jock ?**	•

	• The sign south of the pull off area only keys large vehicles to stop • It would be nice to have an entrance/welcome station here, people could get map and digest information well before reaching Springdale. • There were original NPS plans for a staff person to be located here with a kiosk, stone furnishings, and trees. There are drawings of this concept. • This location could be a fee station – the idea of a larger entry experience south of town has been floated around for many years and the idea continues to come up • Minimizing effects from vandalism is very important – there are new and more durable materials for signs on the market, need thick steel or wood, they are currently thin steel with porcelain • The NPS sign team at Harpers Ferry Center is up on different technologies and they have designed a new standard fee warning sign • State originally paid for these signs, yet they are part of the park's sign plan One of the signs needs to be changeable • Add new "Park & Ride" sign/information • The tunnel message is very important, this should not get lost • Size of the road would need to be increased considerably • Scenic Byway Corridor Designation could be an avenue for gaining funds for improving this area		
"Parking is Full" Hang & flip, wooden signs	**Hang "Parking is Full" signs below existing wooden signs south of Springdale as pilot project this summer.** • Someone needs to commit to driving out and installing signs in real time 7 days/week • Bring attention to signs by attaching NPS flag and/or painting them blue • Could be modified to flip up and down so it remains on location • "Flip" at 10:00 a.m. and 2 p.m. daily • Coordinate with NPS	• **City of Springdale** – flip sign up and down daily • **Christine** – call Springdale in addition to calling dispatch when parking is full • **Tom H** – paint	•
		signs approved blue	
Vegetation maintenance at wooden signs (above)	**Trim vegetation around the sign where overgrowth is occurring.**	• **Rick (Zack, Joe, & Shane)** and potentially **NPS veg crew**	•
Springdale Parking Signs	**Create two types of signs – customer parking and shuttle "Park & Ride". Get designs approved for MUTCD standards.** • Use consistent design and graphics throughout town and match with maps/website to draw attention and recognition through branding	• **Tom H** – designing signs • **Scott** – presents signs to UDOT for approval	•
Seasonal Removal of all Shuttle Signs	**Develop system for removing/covering all shuttle signage when shuttle stops running for the season.** • Cover/remove Springdale parking signs • Signs at shuttle stops (e.g. shuttle season ___ through ____) • Include partner in town who assists park with additional signs in town	**Rick** – Springdale parking signs **Tom H.** – Shuttle stops	
Parking Space Striping	**Define parallel parking spaces** • Supplement parking signs (above) by painting crosses/lines to define parallel parking and encourage people to use on street parking	**Rick** – Springdale **Scott** – presents striping to UDOT for approval	
Shuttle Stop Numbers	**Investigate funding sources/cost for shuttle stop number signs for pilot project.** • Shuttle stops number signs would be installed on both sides of the street and keyed on the parking map • Add a number (temporary) to pole/shelter for pilot test	• **Tom D** • **Jock**	•
Funding for Springdale Streetscape, Signs, and Trails	**Seek funds by repackaging transportation enhancement grant application for streetscape improvements (FY 2009) and seek other funding sources.** • Springdale submitted safe routes to school grant, which included sidewalk improvements • Springdale could submit grant applications to the Transit in the Parks Program (TRIP) – formerly ATPPL. The technical analysis report was funded through this program. Could apply for funds to	**Tom D.**	

	study/implement streetscape and transportation system improvements, including multi-modal and trail. Pays for capital planning, not operations – not sure about signs. The deadline has passed this year, but it is available next year. http://www.fta.dot.gov/funding/grants/grants_financing_6106.html • Maybe some stimulus funds		
Crosswalks	**Improve pedestrian safety at shuttle stops & crosswalks** • Look into the use of flags • Bus drivers could request that people use crosswalks – make announcement • UDOT will not allow pedestrian signs in non-crosswalk locations • Pursue installing crosswalks at every shuttle stop and at the base of Lion Boulevard and other key locations in Springdale. • Crosswalks are typically installed at intersections • The practice of scoring roads before crosswalks is dedicated for school zones only • Crosswalks can create dangerous situations – pedestrians have a perceived sense of safety • All permanent shuttle stops currently have bulb out curbs, with the exception of the Majestic View.	• **Tom D.** • **Scott**	•
Connection Between Hwy 9 and Pedestrian Park Entrance	**Determine how to visually strengthen the connection between where people are parking above and the pedestrian travel way to the Visitor Center Plaza.** • There is need for a safe accessible paths study • There is currently a trail there that goes between cars and footbridge, but it is a social trail. Need to direct people to river entrance. • There is an existing sidewalk on driveway, but it is on the wrong side • Add signs and provide a map hand-out to better guide visitors • Lines of cars parked and line of traffic waiting adds to congestion • Bob – could maybe develop some of their property. Confusion with entrance sign. Reluctant to take down so don't lose it. • Town allows directional signage – can talk with theater. • Patrick drafted an item for restoring sense of arrival into park so people are not driving into traffic and congestion	• **Don & Jock** • **Steve & Phyllip**	•
Lion Blvd Kiosk	**Pursue installing information kiosk on Lion Blvd at Zion Adventure** • Continue discussions with property owners • There is value to having a shuttle stop near parking and across from the Watchman shuttle stop • Information signing is needed in this area as it experiences much congestion	• **Tom D** • **Jack**	•
Visitor Information Outreach Packet	**Develop printed materials, including a detailed "where to park" map, visitor information/outreach packets for hotels and businesses, detailed maps, placemats, and other tools to educate visitors about where to park and ride the shuttle and park stewardship.** • Packet information is dependent on development of parking map & parking agreements being formalized (see Parking & Parking Management section) • Holistic system – parking, map, packet, etc. • Use park service insignia so people recognize it easily and creates a standard for everyone to use – more official • Some information could be included w/hotel room confirmation letter • Include as electronic file as well – could dovetail with parking map link on websites • Possibly display big maps of shuttle route and how to "Park & Ride" in hotels • Would be nice to get hotel patrons to remain parked at hotel parking lots • Research funding from St. George Convention Visitor's Bureau	• **Dean** • **Trista** • **Tom D.** • **Tom H.** • **Parking Committee**	•
Multi-lingual Card	**Develop a multi-lingual card to orient visitors to parking, shuttle, & driving through park only information** • English version developed first with four or five key sentences that convey the information quickly • Multi-language tour group is coming soon, could consult with them. Come up with brief message for the first draft text. • Be careful…use professionals, state department is free, but slow • Don't decide that it's okay if it's wrong. Printing a large amount of	• **Christine & Tom H.** – English version • **Steve** – coordinate with tour group on April 1 • **Tom H.** –	•

	material – even if it's wrong – is not acceptable because it remains around for a long time (i.e., the "Do not feed the animals" in German is funny to the Germans because it translates to something like, "Do not feed the animals with a knife and fork"). • Newspaper is in four languages. Could we excerpt what is in the newspaper? The entire shuttle page in Spanish, German, Italian, French • Money for printing and translation, professional translation is required • Phase the printing with drafts. Do not mass produce the 1st draft. Develop a few generations to be reviewed and officially translated before printing the final iteration. • Develop distribution system for card	coordinate with professional translators	
Shuttle Bus Maps	**Update maps on display inside shuttle buses.** • Can tie in with other map updating. Could be same map as on website. • There is funding for the printing of these maps.	• **Jack** • **Tom H.**	•
East Entrance	**Take steps to improve information/messaging about where to park and ride the shuttle for visitors coming in from the East Entrance** • Provide "where to park maps" at east entrance with verbal message from ranger. • Provide informational/directional blue signs near Canyon Junction and/or near visitor center parking. Message is either - proceed through park and park in Springdale or directions on where to park in the park.	• **Jack** • **Don**	•
Technical Analysis Section 3 & 7 – Parking Management			
Parking Availability Research	**Determine which parking spaces are available for "Park & Ride" through discussions w/Springdale businesses** • Draft map documenting discussion results • Seek agreements from businesses about available "Park & Ride" parking spaces	• **Tom D. , Jock, & Parking Committee**	•
	• Note: This will be an evolving situation as parking is made available/unavailable		
Formal Parking Agreements	**Draft and obtain formal agreements with property owners related to shared parking for park visitors who park and ride the shuttle.**	• **Tom D. & Jock** • **To the extent possible and with support from business owners, Springdale takes the lead with NPS support**	•
Production of Detailed Parking Map	**Produce detailed parking map based on above research** • Use official NPS standards and create an official park map. This option is more sustainable for maintaining graphics. • Can build upon existing OTAK maps. • Note: This will be an evolving situation as parking is made available/unavailable • Map will evolve over time. So do not over-produce. New maps will be necessary as the situation changes. • Could print and provide to people at Virgin pull-off area	• **Tom H. in coord. with Tom D.**	•
Parking Ambassador Program	**Use a flagger to orient visitors to parking before reaching gate** • Kirk – 11-2 is prime time for flaggers. May – Sept. • Can the flaggers in town be park service employees (fee rangers)? • Christine – we have been expanding our efforts but it is better to have dedicated people available. • Can this be a volunteer based program? • There are regular volunteers who often ask to help in park. (Highest percentage are groups of people w/children) Perhaps can get 4-5 sources of people who can contribute. But, it is labor intensive work and not rewarding. Maybe not something appropriate for volunteer work. There are a lot of risks too. • Parking sequence/strategies/system need to be developed prior to pilot project and will evolve over time to a more effective system.	• **Christine** • **Parking Committee eventually**	•

	• PTI & possibly some business owners need to be involved in developing the evolving parking strategies • The flaggers need to be mobile. • Flaggers need have communication w/PTI. • The flaggers need to work as a team – it cannot be one person. • The flagger doesn't have to talk to every single person. Drivers asking question cause a lot of back up. • One possible message - "Look for the signs and park there" • Long-term flaggers may not be park employees; could be staffed & paid for by another entity • Steve, Bob & Phyllip - Theater hired a person to help drivers get to where they were going. Paid parking? Will they pay for parking when they can take shuttle for free? Most people want cars to be safe. Theater is going to implement paid parking w/ full time staff. From April – Nov. 230 spaces. Patronize or pay. • Parking ambassadors and easy-to-find parking will help businesses in the over the long-term (non-frustrated business patrons)		
Stripe Entrance to Theater/VC Plaza	**Stripe area near entrance to Giant Screen Theater/Visitor Center Plaza as "No Parking" and "Shuttle Lane Only" so shuttles can get through.** • Town needs to request & coordinate with UDOT • Striping – UDOT will not do – above and beyond maintenance; it is a town responsibility/cost. • Is this a go? Need to determine. • Would eliminate spaces. • This works toward restoring sense of arrival into the park. Eliminates some congestion.	• **Rick** • **Adjacent business owners** • **Kirk** • **Christine** • **Bob**	•
Springdale Shuttle Stops	**Conduct discussions to determine number, location, and type of shuttle stops in Springdale (also see topics below)** • Need to keep future growth in mind, which will create more congestion and the need for ingress/egress. Could consider striping	• **Rick** • **Kirk** • **Laura**	•
	entire front of Canyon Offerings. Ingress/egress is needed in front of candy shop. There will be more development on the street by the Laundromat… this area could become very busy. Ingress/egress by the Pizza Noodle will be happening as well. • Should be another stop on other side going down canyon. There is often confusion about when to get off the shuttle. • If another shuttle stop is added, it needs to be in close proximity to bank – grocery store will be going in. Shuttle stops need to facilitate grocery store. • Discussion about moving the shuttle stop has been tabled with council. • Establish community discussion for moving the Zion Bank shuttle stop	• **Jock** • **Scott**	
Bumbleberry / Zions Bank Shuttle Stop	**Determine if Bumbleberry stop can be made more accessible and/or determine if shuttle stop should be moved.** • For passengers with wheelchairs, the shuttles stop beyond the stop on asphalt. Could include additional boards within slats to fill gaps. • Shuttle stops work better (for wayfinding) when they are opposite from each other. • Some have brought up that this is a bad traffic location and that visibility is challenged at this location. • If moved in front of the candy store, it would still be pinched but this stretch of the road is straight. • This entire area is congested, so that might not get improved by moving the shuttle stop. Not going to get away from congestion. Just need to be aware and careful. • At the current Zions Bank shuttle stop, there is a large curb which is a big barrier. If the slats are moved, then the pole and railing could be moved back 1' or so, which would eliminate curb and help access. • The ditch could be enclosed better	• **Rick** • **Kirk** • **Laura** • **Jock** • **Scott**	•
Flag Stops	**Make a decision about converting flag stops to permanent stops.** • Convert Cliffrose stops, Desert Pearl/Canyon Ranch stops to permanent stops?	• **Jack** • **Rick** • **Kirk**	•

	• Eliminate Silver Bear stop? • Seek funds for stop improvements potentially adding a new stop at the South Campground (park)? • Don't see point of eliminating silver bear stop or formalizing to pinch in road. • Could add benches and waste receptacle at flag stops that receive a lot of foot traffic. Cheaper than a big shelter. • Develop a team for discussion and decision making about this topic. • Look at ridership data. If ridership is low – do we need to have a stop in place? • Canyon Ranch – looking at idea of adding bench is worth looking at. • What about Cliffrose? Are they needed – not a long walk. Kirk doesn't stop there everytime. Don't eliminate down canyon run, it can be hard for some people to climb back up hill when leaving the park. • Canyon Ranch is interested in improvements (bench, trash can) – as long as newly installed sidewalks tie into a larger sidewalk system/network. • Town is moving forward with multi-use path – 1st phase near Silver Bear – if walking path has connection to shuttle stop – could see increased ridership at this stop. • Simply making all shuttle stops "regular" would alleviate confusion for many visitors – it would simplify the map graphics and instructions.	• Scott • Adjacent businesses	
Springdale Shuttle Stop Improvements	**Seek funds for shuttle stop improvements in town** • Town applying for streetscape improvements, but not for additional shuttle stops and furnishings and improvements. • As apply for shuttle stop improvements, can include other amenities for shuttle stops.	• Tom D • Jock	•
Technical Analysis Section 5 – Zion Canyon (Park) Multi-Modal Connectivity			
Pa'rus Trail	**Seek funding for Pa'rus Trail design feasibility.** • Landscape architect intern at Otak working on feasibility and cost	• NPS	•
	analysis modeling & design options for trail extension. • Compliance issues with historic and natural systems. • Complete ADA accessibility of existing trail. • Draft funding proposal for feasibility, environmental compliance, and design/construction		
Technical Analysis Section 6 – Shuttle System			
Shuttle Vehicle Replacement/ Rehabilitation	**Make a decision about vehicle replacement/rehabilitation and seek funding and contract for vehicle rehabilitation/replacement** • Park is in the process of doing this. • Consultants are looking at alt buses and alt fuel systems. Problem on the horizon – propane use in the future is questionable. • Looking at infrastructure for fuel type. • NPS is committed currently to purchasing buses – but operation and maintenance funding is an issue.	• NPS	•
Bicycle Capacity on Shuttles	**Consider replacing two capacity bicycle racks with three capacity bicycle racks on shuttle vehicles** • This could be staged and may only include a few buses in this first phase	• Jack • Kirk	•
Technical Analysis Section 8 – Regional Transportation System Connectivity			
Regional Transportation Groups	**Expand Springdale involvement in regional transportation discussions through ZC3, the RPO, NPO, and other entities** • Is ongoing and in process. • ZC3 is active – looking at corridor management plan. • Parks rep comes to ZC3 meetings. • Send information for RPO meetings to Jock. • Many parks do not know true value of participating in regional/local groups. These groups benefit park and local community. • RPO – value is providing input to NPS for specific projects that may be out there and need to be done. Went through process last fall	• Tom D. • Curt • Kezia	•

	with the Eastern Washington Transportation study – identified others they had not included on their list. Curt was able to help identify missing items. • There is strength in numbers. • UDOT recognizes RPO projects for funding.		
Rural Transit Funding	**Research supplemental funding from UDOT Rural Transit Funds** • Continue discussions w/ Leona Gibson UDOT SLC • Draft letter w/stakeholders about needs, proposal, and local support	• **Kirk** • **Town**	•
Shuttle System Funding	**Develop a strategy to generate revenue for the shuttle system and keep it in the black. Top three ideas to pursue in 2009 – donation box pilot on shuttles, $1.00 room fee, parking fees** • This summer research and implement a donation box which could switch to pay box later, if necessary. Give it a try this year for donations – just to see what happens to get an idea of how much you could get. Could pay off with right message. Keep it simple. Makes easier for tourists and administration. • Park has received letter from national office about charging money for shuttle in town. Don't need to do this year – looking at 2 years out. Could come up with ideas now. • There will be a lot of opposition to charging a fee to ride the shuttle • Could a dollar be added at entrance station? Parks is unlikely to do that because a substantial amount of entrance fee is already going towards shuttle. • If a fee is instilled in town, may be persuading people not to use shuttle – will be less attractive if there is a fee. • Summit County, CO – free shuttle. Free shuttles are a rarity. 50 cents will generate a lot. Why burden the businesses – is an easy fix by charging a rider fee. • Could sell tickets at hotels. • NPS is at decision point and need to include in contract.	• **Rick & Trista – Room Tax (talking with businesses about ideas)** • **Jock & Jack – looking at adding fee as an option in the contract** • **Kirk & Laura – donation/fare box impelmentation & logistics** • **Bob – parking fee**	•
	• Operation/logistics of fee collection would run through contract. • Talk to hotels and see how they feel about adding fee – room tax. • John Powell (consultant) mentioned to Kirk that some destination/tourist towns in similar situations charge a room fee of $1.00 – this money goes toward the shuttle bus. • Dean (Trista) – tax for lodging just increased 12% - almost 13% - get complaints constantly. Don't know…but $1 may not be too much. • The fee might prompt people to use system. How this message is conveyed is very important. • People who stay in town use shuttle more. • At check out, could ask lodgers if they want to donate. Might be a problem for accounting. Interesting idea – trial run may be warranted to see what happens. • Idea of donation is great – don't know how to tie in all the businesses. Maybe not appropriate for small businesses, better for large businesses? • Some other local accommodations ask their patrons if they would like to donate $1 toward "x" fund. Such as the Tri-canyons area with the Save the Canyons non-profit. Generates a lot of money for a lot of small projects. This is in a national forest. • Difficult to depend on donations. Donations are not a long term sustainable option. • A good stepping stone. • But it's extra money. • The lodge currently has a $1 donation check off. If added to room the fee becomes subject to tax. Got $24,000 at lodge last year. • Paid parking – part of fee going towards shuttle system. • Develop additional funding sources and for long-term operation and maintenance of the shuttle system • Need to strategize based on what happens with funding. How do we continue same service? • How do other towns fund shuttle systems permanently? What are permanent funding sources? There has to be something. • There is rural transit funding. Utah doesn't have a match, one of the		

	few states. High demand on funds that come in. Would need to come through town, someone needs to match. Can't match with another fed fund. • Washington County Visitors Bureau – could provide some funding support because the shuttle is a tourism related service. • Don't stop asking – a lot of money comes from the Springdale area. • Develop a wish list for funding, taking cost increases into mind		
Stage II Actions/ Projects	**Seek funding for Stage II Actions/Project**	• **NPS** • **Springdale** • **Others**	•
Advertising on Shuttles	**Confirm requirements/laws related to advertising on shuttle vehicles and at stops and related to donation boxes as potential additional sources of revenue to support the system** • Implement pilot advertising and donations programs as allowable • Business advertising • Check authorities	• **Tom D** • **Jack**	•

March 2009 Workshop – Additional Notes, some can be inserted in above categories, some are stand alone ideas
Include a map at each shuttle stop with "you are at shuttle stop #"
Replicate Driftwood's map/parking graphics & tools.
Meet with local businesses for including parking spots, installing signs, (& including on map).
Advertising is being added to back of shuttles for Park and Ride message (Tom H)
Signs for shuttle park and ride "parking next 50 feet" need to meet MUTCD – discussions to take place regarding compliance with town standards
Pullout at Virgin – kiosk (contact station potential). Enlarge map and key major parking areas. Digital…could be updated real time
Have area near Majestic View where a kiosk and formal pull off could be installed.
Zion Adventure – kiosk potential – could have kiosks before town and within town.
Put donation boxes on buses.
Look into new dedicated parking lots.
Scenic byway designation – were proposing a bridge across from Grafton – can see from pullout – takes you across to town site. Park worked design. Don't forget Grafton should be highlighted in any application for a scenic byway. Revisit idea of pull out area – involves discussions with Rockville. UDOT row. Worked with BLM. Arch site nearby – park has looked at developing. To tie in with pull out station.
Number of things could be pulled together here.
Next meeting is Tuesday, March 24, 2:30 p.m. at Town Hall