PARK CITY | SUMMIT COUNTY

green BUSINESS PROGRAM

LUNCH AND LEARN

Rethink the Ride:
Getting Around Park City Differently









Photos: Eric Schramm and Ross Downward

Agenda and Speakers

Making Transportation Choices Matter

Paul Boyle
Director of Content, Park City Chamber

Local Transportation Options & Incentives

Eva De Laurentis - Vanpool
Senta Beyer - Summit Bike Share
Transportation Planning, Summit County

Sydney Maves - Ride On
Senior Transportation Planner, Park City Municipal

Transportation Strategies in Action

Erin O'Keefe & Nicole Caito
Park City Mountain Resort

PARK CITY UT

Park City Chamber of Commerce & Visitors Bureau

Green Business Lunch & Learn
11/12/26



Agenda

- The Car is the Friction Point
- Photography & Visual Style Guide
- Lead With Ease, Not Obligation
- Blogs & Web Pages
- Social Media
- Takeaways

The Car is the Friction Point

- Visit Park City's role is to highlight experience while encouraging sustainable behaviors.
- Traffic and parking are the least memorable part of a mountain trip and one of our biggest levers on visitor impact.
- Park City Transit has been fare-free since 1975, every day of the year.
- The bus is for everyone: locals, our workforce, and visitors.
- Paths and the nation's first fully electric bike share round out the car-free options.

Photography & Visual Style Guide

- Real photos only, no AI images: people on buses, bikes, and sidewalks.
- Bus wraps and colors on bike share match our brand colors.
- Images of iconic locations and activities have alternative transportation baked in.
- No images where the car is the hero of the trip.
- Alt text and captions make transit content accessible.





Transit Options



FREE PUBLIC TRANSPORTATION

Park City Transit

Routes and schedules including options for adaptive needs!

READ MORE >

Tips for Getting Around Park City Without a Car

Navigating Park City is refreshingly straightforward once you know the rhythm. A few things to keep in mind before you arrive:

- Download the RidePC app to track buses in real time and plan routes between your lodging, the resorts, and Old Town.
- Plan around peak windows. Buses run frequently, but ski season mornings (7:00 – 9:00 a.m.) and afternoons (3:00 – 5:00 p.m.) see heavier ridership. Giving yourself a little buffer makes the experience a lot smoother.
- Grab a Summit Bike Share pass early in your stay. Electric-assist bikes are a great backup for short trips when you want flexibility without the parking headache.
- Ask your hotel concierge. Many properties offer scheduled shuttles to the mountain and Main Street. Confirm your pickup times when checking in.

A little planning up front means you can leave the car keys in the drawer for the rest of your trip.

ADA-Accessible Transit Options in Park City

Buses operated by both organizations are ADA-accessible. However, paratransit services – called the **Mobility Bus with Park City Transit and Valley Ride with High Valley Transit** – provide additional services like curb-to-curb rides, driver assistance, advanced scheduling, and same-day rides. The Mobility Bus and Valley Ride application process aims to secure reliable commuter options for people with disabilities.

"We have a **short application**," High Valley Transit executive director Caroline Rodriguez explains the process, "[It] usually takes less than a week." Plus, visitors with ADA Paratransit eligibility at home can forgo the application process and utilize Valley Ride for three weeks without filling out an application.



Park City Transit and High Valley Transit operate a fleet of ADA-accessible buses!

The availability and ease of transportation are one of the reasons why Madison Baumann decided to make Park City her home. When she moved from Salt Lake to Park City to work for the National Ability Center, the simplicity of transport was a game changer.

● Getting To & Navigating Park City

BACK TO TOP

+ What's the best way to get to Park City from the airport?

- What's the best way to get around Park City?

The easiest and most cost-effective way to explore is via Park City's free public transit system serviced by Park City Transit and High Valley Transit. Buses and shuttles connect nearly every neighborhood, including Historic Main Street, Park City Mountain, Deer Valley Resort, and Kimball Junction. During the summer, Park City operates the nation's first public electric bike share. The pedal-assist bikes are available from more than 20 stations throughout town, including popular spots like the Visitor Center, resort bases, library and more. Connecting Park City is an intricate network of paved and natural-surface paths—perfect for walking and riding riding bikes

Explore Free Public Transportation in Park City

+ What is the Summit Bike Share?

+ How does the free bus system work?

+ Are rideshares like Uber and Lyft available?

+ Is Park City walkable?

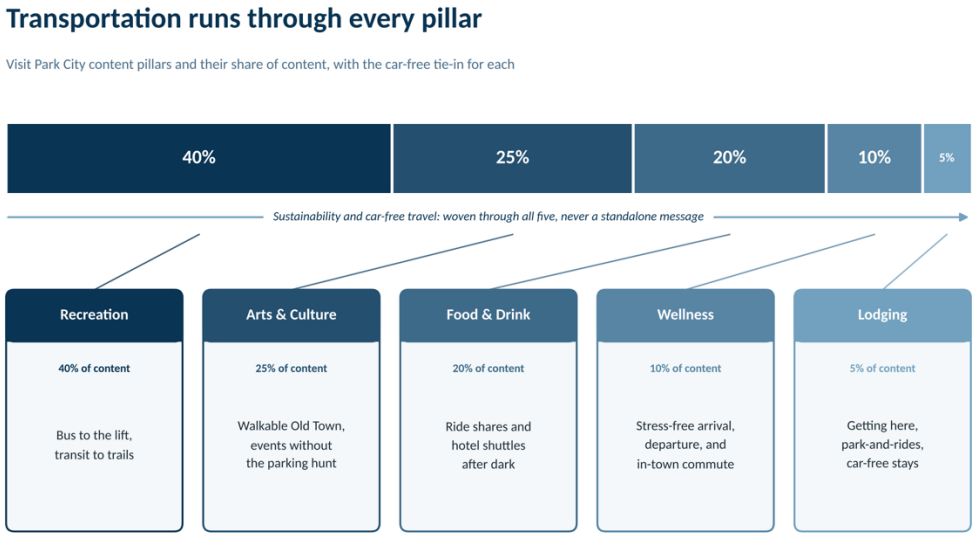
+ Where can I park?

+ Are EV charging stations available?

+ How do I reach resort base areas?

Lead with Ease, Not Obligation

- Car-free travel runs through all five pillars instead of being its own message.
- We sell skipping the parking hunt, not shrinking your footprint.
- Free buses and transit to trails by day, ride shares and hotel shuttles after dark.
- Trailhead parking cameras help people choose how to get there before they leave.



Blogs & Web Pages

- Blogs and web content drives web traffic and AI visibility.
- Language throughout our blogs encourages multi-day stays without a car.
- Recreation guides include transit tips as insider advice.
- Event posts put transit and parking details next to dates and tickets.
- We don't promote high-traffic spots like Bonanza Flat.

Free Public Transit

Park City has multiple free bus routes that connect each neighborhood and riding areas throughout town. And few of Park City's best mountain bike rides start at a high elevation. The IMBA-certified Epic Ride, the Mid Mountain trail begins and hovers at 8000 feet, stretching for 26 miles across Park City's two mountain resorts, Deer Valley and Park City Mountain. Other rides like the Wasatch Crest Trail or local favorites like Charlie's 9k and Corvair start closer to 9000 feet.

All of these trails and others can obviously be climbed to, but there is also free shuttle access. The best way to access these high elevation trails is to ditch the car and ride the bus. The orange bus route accesses Silver Lake Village and Deer Valley while the purple bus route accesses Empire Lodge daily. Friday through Sunday, the purple bus route offers regular, reliable access to Bonanza Flat and Bloods Lake Trailheads through a new summer/fall "Trail Service." This updated service replaces the former Transit to Trails program and supports a more sustainable, car-free way to reach some of Park City's high-elevation trails and open space.

Find a Trailhead

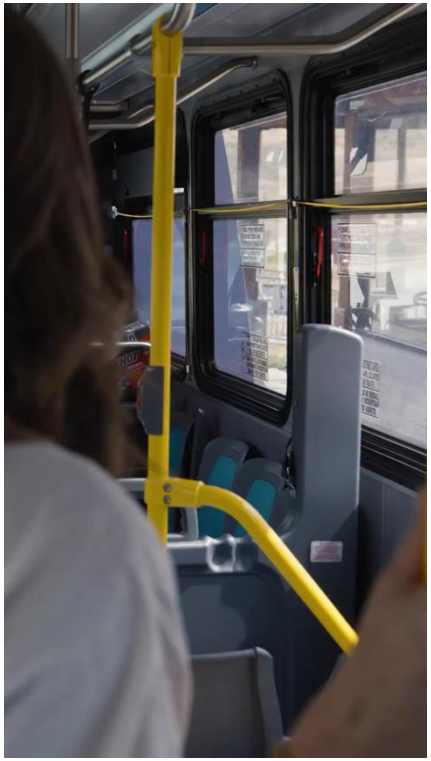
Park City has a lot of mountain bike trails. They wind all through town and are a testament to our commitment to protecting open space and providing recreation opportunities. Tools like the Trailforks app or **Parkcitytrails.org** are the best place to find trailheads near you. But there are a few key spots that provide ample parking and access to a diverse network of trails and lift access riding.

- **Canyon's Village, Cabriolet Lot**
  - Lift Access: Red Pine Gondola
  - Trail Access: Holly's, Rosebuds Heaven, Collin's
- **Quinn's Junction**
  - Lift Access: n/a
  - Trail Access: Round Valley trail network
- **Park City Mountain Village Parking Lot**
  - Lift Access: Crescent chairlift
  - Trail Access: Jenni's trail, Armstrong, Seldom Seen, Silver Queen, and so much more
- **Deer Valley Snow Park**
  - Lift Access: Silver Lake Express and great Deer Valley Bike Park
  - Trail Access: Snow Top, Deer Crest, Deer Valley Bike Park

Social Media

- Show the ride: skis go from the lodging door to the bus to the lift.
- The bus wraps say FREE and use our brand colors, so the buses do the messaging for us.
- Seasonal service changes make natural hooks an opportunities for engagement.
- We tag transit partners so they can reshare.





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Thank you!



Vanpool Pilot Program

November 12, 2026

Green Business Program Lunch & Learn

BENEFITS OF VANPOOL

Employer Benefits	Employee Benefits	Community Benefits
• Recruitment & retention tool. • Reduces on-site parking demand. • Supports sustainability goals. • Earn points to Park City & Summit County's Green Business Program.	• Commute cost savings. • Reduces wear and tear on personal vehicles. • Offers one-seat rides & additional transportation options for individuals without reliable access to a car. • Reduction in stress driving to work. • Social connections. • Additional free time to work, read, etc.	• Lower traffic congestion. • Lower regional emissions from transportation. • Reduces regional vehicle miles traveled. • Supports regional transit goals.

WHO CAN PARTICIPATE?

- Employers can start a vanpool for employees.
- Individuals can also for a vanpool group.
- Groups should travel frequently each week between the same origin and destination.

HOW MANY PEOPLE ARE NEEDED?

- Must have a minimum of 4 participants.
- 7 and 15 passenger van options.



WHO PROVIDES THE VANS?

- UTA provides the vans.
- UTA covers fuel and insurance (exclusions apply if out of network)
- Vanpool participants are responsible for taking vehicles for routine maintenance, keeping them clean, and reporting trip data to UTA.



WHO DOES THE DRIVING?

- Must have two (2) drivers who are 21+ with a valid driver's license.
- No special license is required.



HOW MUCH DOES IT COST?

- Fares vary based on monthly travel distance and frequency.
- Summit County and PCMC will subsidize up to 50%.
- Average cost per vanpool is around $400 per month after subsidy.

Vanpool Corporate Rates

Mileage Tier	Minimum Monthly Revenue Miles	Maximum Monthly Revenue Miles	Monthly Cost
A	0	450	$300
B	451	550	$370
C	551	650	$435
D	651	750	$505
E	751	850	$570
F	851	950	$635
G	951	1050	$705
H	1051	1150	$770
I	1151	1250	$840
J	1251	1350	$905
K	1351	1450	$970
L	1451	1550	$1,040
M	1551	1650	$1,105
N	1651	1750	$1,175
O	1751	1850	$1,240
P	1851	1950	$1,305
Q	1951	2050	$1,375
R	2051	2150	$1,440
S	2151	2250	$1,510
T	2251	2350	$1,575
U	2351	2450	$1,640
V	2451	2550	$1,710
W	2551	2650	$1,775
X	2651	2750	$1,845
Y	2751	2850	$1,910
Z	2851	3000	$2,145

Effective Date: December 1, 2024

WHERE CAN THE VAN START & STOP?

- Vanpools must start or stop in Summit County.



Thank you

QUESTIONS? CONTACT:

VANPOOL@SUMMITCOUNTYUTAH.GOV
VANPOOL@PARKCITY.GOV

SUMMIT BIKE SHARE

Ride. Explore. Connect.

A convenient, sustainable, pedal assist e- bike-share option for Summit County residents and visitors.

2026 SEASON

Transportation • Recreation • Access



A simple way to get around and experience Summit County.

A Convenient, Fun and Sustainable Option

A flexible way for residents, employees and visitors to get around, connect, and explore!

28

ACTIVE STATIONS

~200

E-BIKES

Operational Season is MAY – OCTOBER

Seasonal service with Class 1 pedal-assist e-bikes

Additional station locations are planned to bring Summit Bike Share closer to neighborhoods, commercial areas, community hubs and transit – making the system more accessible and convenient for everyday trips.

2026 Season by the Numbers

A season of movement, healthy activity, and environmental benefits!

20,000+	95,500	4.8	3.3M	9M
TRIPS	MILES TRAVELED	MILES PER TRIP	CALORIES BURNED	GRAMS CO_2 SAVED

A healthier, sustainable and more connected Summit County.

2026 SEASON IMPACT

More Than a Ride

Bike share supports everyday transportation, recreation, and community connection.

COMMUNITY EVENTS

Scavenger Hunt • Forum Fest • Concerts

A convenient, active way to experience local events and destinations. Look for more events in 2027!!

ACCESS PASS

$7 / month

For qualifying Summit County residents. See if you qualify.

LOOKING AHEAD

More stations. Greater accessibility. More ways to ride.

Learn more: summitbikeshare.com

RIDE ON

Sustainable Transportation Challenge

RIDE ON
PARK CITY
BIKE | WALK | BUS
CARPOOL

PARK CITY
1884

AGENDA

What is Ride On?
Why Should Employers Care?
Ride On for Your Business
Green Business Program Challenge
Getting Started

WHAT IS RIDE ON?

Ride On is a free program that rewards people for choosing alternatives to driving alone when traveling to/within Summit County.

1	2	3
Choose your ride.	**Log your trips.**	**Earn rewards.**
Take transit, carpool, vanpool, bike, or walk.	Track your trips in the Ride On platform.	Collect points for gift cards and enter prize drawings.

WHY PARTICIPATE?

COMMUNITY WIDE BENEFITS	EMPLOYER BENEFITS	EMPLOYEE BENEFITS
• Reduced traffic congestion. • Reduced parking demand. • Lower vehicle emissions. • More efficient use of transportation infrastructure.	• Employee recruitment and retention. • Reduced parking costs. • Improved workforce reliability. • Employee satisfaction and engagement.	• Earn rewards and prizes. • Save on commute costs. • Final carpool partners. • Promotes healthy lifestyles. • Less driving, and more personal time.

RIDE ON FOR YOUR BUSINESS

Community Wide Program

Anyone can participate.

Green Business Program

Earn points towards certification.

Park City Mountain Resort

Manages rewards program for employees.

Deer Valley Resort

Manages rewards program for employees.

Other Employers

GETTING STARTED

STEPS	DESCRIPTION
1	Email Sydney Maves at **RideOn@parkcity.gov** if you'd like an employer network ***or*** encourage employee participation in community-wide program offered by the Park City Municipal.
2	Develop challenges and rewards structure.
3	Encourage employee participation through marketing, interdepartmental communication. Encourage widespread adoption by giving small rewards.



Share the ride. Because everything is better together.

$5,000 available in rewards
for choosing cleaner, greener ways to get around our community!

PARK CITY 1884 · RIDE ON – PARK CITY – · SUMMIT COUNTY UTAH
PARK CITY | SUMMIT COUNTY green BUSINESS PROGRAM · DEER VALLEY · PARK CITY CHAMBER OF COMMERCE & VISITORS BUREAU · PARK CITY

parkcity.gov/ride-on

LEARN MORE ON THE CITY'S WEBPAGE:

RIDE ON – PARK CITY – BIKE | WALK | BUS | CARPOOL

PARK CITY 1884

The Ride On Green Business Challenge: Rethink the Ride

Encourage employees to rethink their commute

Earn rewards (and certification points) along the way!

Participating Green Businesses can:

- Earn certification points based on employee participation.
- Reward employees through Ride On's existing prizes.
- Compete for two special Green Business awards:
  - **Employee Engagement Champion**
  - **Sustainable Trips Champion**
- Participate easily through the existing Ride On platform—no additional tracking or reporting required.

Join the Ride On Green Business network and turn sustainable trips into rewards and recognition!





Our Mountains. Our Community. One System.

How transportation demand is managed across guests, employees, transit, and community partners.

Green Business Lunch and Learn

Erin O'Keefe and Nicole Caito

Environmental Operations and Senior Manager Base Operations

Why Transportation Matters

Local transportation patterns reveal both the scale of the challenge and the opportunity for change.



High Traffic Volumes

Up to **69,000** **vehicles per day** on I-80

Up to **40,000** **vehicles per day** on SR-224

How Summit County Gets to Work

63% of workers drive alone

8% carpool

2% use public transit

25% work from home

22.2 minutes average commute

Data source: U.S. Census Bureau, American Community Survey (ACS) 5-year Estimates

Parking Reservations Changed Behavior

Influencing the trip before it begins.



64% of vehicles arrived with 4+ occupants

15% increase in transit ridership to Mountain Village

Reservation data supports more predictable planning

Data: PCM 22/23 winter season parking data

A Reservation Creates a Decision Point

Before arriving everyone must decide when and how to travel.



Guest Decision Pathway

Drive alone: reserve and pay

Carpool with 4+: Free preferred parking

Park-and ride: Transfer before entering base area

Take free transit: Arrive without a parking reservation

Arrive later: free parking after noon with no reservation

Manage Peak Demand as One System

No single organization solves transportation alone.



Plan Ahead

- Website and pre-arrival info
- Parking reservation portal
- PARK text alerts for guests and employees
- Transit and park and ride directions

Manage Peak

- Increased parking attendants throughout base area
- Offsite employee parking on peak days
- Peak day employee transit program
- Public safety support for traffic control

Coordinate Across the Community

- Peak-day decision are made jointly with the City
- Shared traffic messaging on info boards
- Regular coordination meetings
- Shared transit performance monitoring and response

~200 employee vehicles shifted offsite on peak days who then take transit

Influencing Transportation Choices

Combining incentives, programs and investments to expand transportation options.



Guests

- Free preferred parking for 4+ carpools
- Transit and park-and-ride promotion
- Provide peak day support at transit hubs

Employees

- UTA vanpools and Ride On Park City
- Carpool incentives
- Parking permits prioritized for carpools
- Fewer employee parking permits issued
- Transit and shuttle education
- Employee housing near work

$150,000

annual investment in Richardson Flat transit service

Looking Ahead

Build on what's working and measure the next shift in employee travel.

What We're Carrying Forward:

- Use incentives to change behavior
- Provide information before travel begins
- Create predictability through reservations
- Scale impact through partnerships



Season Goal:

Decrease single rider employee vehicles to MV by

20%

Green Business Program Transportation Actions

Up to 20 Points:

- ❑ Participate in the Ride On Green Business Challenge

10 Points:

- ❑ Promote Summit Bike Share membership or rides for event attendees
- ❑ At least 20% of staff walk, bike, carpool, ride transit, or telecommute to work
- ❑ Install secure bike parking for guests, event attendees, and employees
- ❑ Offer incentives for sustainable and alternative transportation choices

5 Points:

- ❑ Provide transportation guides on premises
- ❑ Subsidize a Summit Bike Share membership for your employees
- ❑ Provide shower facilities for employees who use active transportation

Thank you!

We appreciate you joining us today.

Learn More

Learn more about the Green Business Program

Stay Connected

Stay in the loop with our Green Business newsletter

Join Us Again



February Lunch and Learn
Topic and speakers coming soon!