Memorandum

To: **Town Council**
From: **Thomas Dansie, Director of Community Development**
Date: **July 3, 2025**
Re: **Springdale Smart Travel Plan: Final Report and Potential Acceptance**

Executive Summary

In partnership with several regional stakeholders and with the help of a transportation consultant, the Town recently concluded a study intended to promote smart travel alternatives to Springdale, in lieu of private automobile travel. The purpose of the plan is to reduce the negative impacts of private vehicle travel to Springdale: parking and traffic congestion, degradation of community character, impacts on pedestrian and bicycle safety, air quality issues associated with vehicle emissions, etc. The study is not an attempt to prohibit or restrict private vehicles in Springdale. Rather, it is intended to highlight the alternative modes of transportation available to reach Springdale, and shift a percentage of trips to Springdale from private vehicles to alternative modes.

This study was funded by a Technical Planning Assistance grant from the Utah Department of Transportation.

The Council has reviewed important components of the plan on two previous occasions. In March the Council reviewed the plan's goals and objectives, as well as the evaluation criteria used to prioritize the proposed action strategies in the plan. In May the Council reviewed the results of the initial feasibility analysis which ranked the different proposed strategies. After each of these reviews the Council gave feedback and recommendations. All this feedback has guided the development of the final report.

The Town's transportation consultant partner, Parametrix, has completed the final report and is presenting it now for the Council's potential acceptance.

Staff distributed the final report to the Council via email at the beginning of June. Several Council Members provided feedback and recommendations. Parametrix has compiled a comment analysis of the feedback Council Members gave on the draft final plan. The analysis responds to each comment. It includes proposed revised language for several sections of the final plan, based on the Council's feedback.

Parametrix will give a brief presentation regarding the final plan at the Council meeting. Council members can provide additional feedback and suggestions at the meeting. Based on this feedback Parametrix can make additional final edits to the Plan, if necessary.

Council Action

The Council is free to adopt the Springdale Smart Travel Plan at the meeting. If the Council decides to adopt the Plan, staff recommends such approval include the changes detailed in Parametrix's comment response analysis, as well as any other final edits the Council identifies at the meeting.

Staff notes the purpose of the Plan is to provide a menu of options the Town and its partners can pursue to help promote smart travel in Springdale. The Plan does not bind the Town to any specific action, it merely presents strategies the Town can implement at its ability and discretion. All of the proposed strategies in the Plan are dependent on funding, timing, and other factors.

Attachments

1. Parametrix Comment Analysis Worksheet
2. Final Springdale Smart Travel Plan

Date	ID	Subject	Remark	PMX Action
21-Jun	1	I don't think the towns used in comparison pass muster, but a nice try on their part (pgs. 22-23).	Noted	NA
	2	p.7: These crosswalks feature high-visibility elements such as thermoplastic tile boards, r effective paint, yield to pedestrian" signs, and clear signage. Additionally, "LOOK" safety paint at crossings serves as a reminder for pedestrians to be vigilant before entering the roadway.';	Confirmed that these are existing features within the SR-9 ROW	NA
	3	p.73 "hitchhiking is permitted only in designated roadside pullouts"	This is mentioned on the ZNP transportation website and is not applicable in Springdale.	NA
	4	minor "typos."		
	5	On page 1-1, in the executive summary, second to the last paragraph, "while maintaining the Springdale's unique charm "should be changed to "while maintaining Springdale's unique charm."	Accepted.	"the" removed
	6	On page 4-1, the last sentence is repeated on 4-2. Awareness and data gaps.	I'm not seeing that on my end…	!
	7	The suggestion to build additional hiking trails around Springdale is interesting given the pushback about further "scarring "the foothills.	Trails do cause a "scar" on the landscape but can be built in consideration of the visual impact as to reduce this appearance.	NA
	8	Closing the gap between Trees Ranch and Anasazi Way would potentially open the Chinle Trailhead parking to visitors; the Town might want to consider paid parking there. Unless ZNP owns that lot.	Chinle TH is owned privately by the Anasazi development. Not sure about easements or agreements to which make it public use. However, speaking from anecdotal experience on a Saturday during Memorial day weekend that this lot is very under utilized.	NA
	9	I wonder how the e-bike rental businesses would react to the bike share system. I love the idea.	Negatively as it is competition. However, "advancing the greater good" must be weighed when making decisions. Nuance about operations to be only within the town boundaries.	NA
	10	Do we have the ability to "force" Rockville to allow a transit stop near Bridge Road?	Force - No. However, building relationships and engaging in open communication/education about benefits of transit and mitigating congestion benefits all.	NA
	11	I like the idea of shuttle wraps that have messages rather than ads.	Agreed, however; would require paying SunTran for advertisement space.	NA
	12	I like the priority parking idea for vehicles with three or more occupants.	Agreed, carpooling is a major TDM component to reduced congestion	NA
	13	Interesting idea to encourage hotels to participate in mobility efforts; we're too far from the SGU airport to expect airport shuttles.	Hotels often provide shuttle access to key amenities that patrons visit.	NA
	14	The Guaranteed Ride Home initiative is a great idea. It removes the "risk" of missing the last bus after your shift.	Agreed, safety net helps convert shuttle shunners & inexperienced patrons.	NA

	15	I keep hoping ZNP will open an entry lane for people with passes to reduce the size of the line in Town.	Good recommendation.	Added prose to Section 5.2.6.2 - Streamlined Park Entry that reads "Zion National Park could further streamline entry by designating a separate lane for vehicles with prepurchase passes, helping to ease queuing and accelerate the entry process.
	16	When we talk about discounts for car-free travel, the elephant in the room is the cost of our hotel rooms. I think most people would stay in Springdale at prices similar to those downriver.	Agreed, drive till you qualify is a real factor for those on a budget.	NA
	17	A park and ride lot in LaVerkin seems better than one in Virgin, Rockville or Springdale. It reduces the traffic on SR-9. There is also more land available for a parking lot.	The further you bus people into Springdale the better for a number of reasons including congestion and emissions. It would be best if the P&R in LaVerkin can be developed into a mixed-use mobility hub for Transportation Land Use connection.	Sentence added to 5.2.3.3 Support development of park-and-ride facilities that reads "Although the evaluation criteria indicate that a park-and-ride location closer to Springdale may be preferable for convenience, a more strategic and long-term approach favors La Verkin. If implemented as a comprehensive mobility hub offering a suite of transportation options, La Verkin is well positioned to support a mixed-use, multimodal facility. When balancing immediate access with long-term goals, La Verkin may present a more sustainable and effective solution—reducing congestion along SR-9 and serving as a key transit gateway to Springdale and Zion National Park. "
	18	1. I would like to see the ridership numbers from Sun Tran. I'm sure it has been slow so far, but I think it will work in the long run.	Ridership data will be helpful to inform future decisions and will be great for town to partner with SunTran to obtain data.	NA
	19	2. I keep seeing "mobility hub" mentioned, but did not see a definition. What does it constitute?	4.5.2 Transit - 1st paragraph updated	Prose update - "Public transportation improvements would achieve multiple outcomes: establish an intermodal mobility hubs, help address peak seasonal demand for traffic and parking and improve existing transit service to and within Zion National Park. "This mobility hub should be located in a strategic location that integrates various transportation options to create a seamless, user-friendly, and low-impact mobility experience."
	20	3. How is SunTran marketing their service?	Good question, I hear through the grapevine that there is a marketing launch to boost awareness underway. Some social media postings have been made to the St George Instagram. Something for the Town to continue to partner with to promote SunTran service.	NA
	21	4. I saw striping existing on-street parking stalls mentioned a few times. Do we have to get UDOT's approval?	Yes, coordination with UDOT within the ROW is necessary. However, if good data is presented, Region 4 may be receptive to modifications.	NA
	22	5. There were a few times that it was suggested running the free Park shuttle busses in the off season would be a good idea. Since the Park season is getting longer, is there a way to get some state or grant money to help the Park with this? Would they be supportive of this idea?	I'm sure the park would be supportive of this given additional grant funding IS available. As far as seeking grant money, coordination (internal & with stakeholders) and investment in seeking federal & state funding sources and putting successful grant proposals together will be an ongoing strategy.	NA

	23	6. I agree that sign fatigue is a real thing and want us to be very, very thoughtful is adding more signs along the road.	Noted. We concur.	NA
	24	7. Where are we with the park and ride idea? Any interest from the state, county, business community in making this happen?	There have been past proposals (such as in LaVerkin via the SR-9/SR-17 La Verkin Planning Study, 2023). However, I am not up to date on local guidance/decisions from outside communities to report on this. Continued collaboration with neighboring jurisdictions, and Zion Regional Collaborative via monthly meetings and regular check-ins is needed.	NA
	25	8. We do get letters or emails every once in a while complaining about our parking fees. However, I do think making our all day parking fees comparable to a SunTran bus roundtrip fare is something we should explore.	Americans hate "paying" for parking and even went as far to call interstates "freeways." Agreed on increasing rates; however, be very transparent or even advertise these rates so that there is less of a surprise. Advance planning resources for tourists will be essential moving forward.	NA
	26	9. I don't know how we could successfully implement a parking reservation system. There are just too many people who would be driving here and pulling into the first available spot.	Guidance from the UDOT Cottonwoods would be very useful in implementing this system. Each of the resorts have made some sort of reservation system with unique rules. This recommendation only works with City owned lots where egress can be managed by staff. Parking reservations were downgraded earlier in the process to a notable mention within the 5.2.3.1 Parking Management Strategies section.	NA
	27	10. I like the idea of encouraging hotels to participate in on-demand shuttles. How do we do that?	This one is tricky as many of the hotels are corporations with absentee ownership. Ultimately, it comes down to establishing relationships, long-term communication efforts, and getting the right people in the room (private transit operators and hoteliers).	NA
	28	11. I think the cost of paving the existing unpaved pay-to-park areas is worth what we would gain.	Agreed, formalizing what you do have and ensuring efficient use will have ROI (economics, safety, town character)	NA
	29	12. I like the idea of a ride-matching platform that connects employees that travel similar routes. How do we do this?	Re: 5.2.6.1 Messaging Plan. Getting people like Cade and his Hotelier peers to be champions.	Prose added to TDM Carpool Programs pg. 5-10 "One method of doing this is to coordinate through major employers to assist in outreach and employee participation."
	30	13. We should partner with businesses to create vanpools for employees.	Re: 5.2.6.1 Messaging Plan: Vanpool Initiatives. Strategies listed should be considered by the Town council and communicated with businesses to build consensus and make informed decisions	NA
	31	14. I like the idea of transit fare subsidies. How do we fund this?	Multi-faceted approach - 1. coordination with various levels of government to get political support and buyoff (long term strategy that requires lobbying and widespread public support) 2 - directly fund via town resources (i.e.. parking fees).	NA
	32	15. I like UDOT's Road to Recreation site. Does the Park have this link on their site? They should. We should also have this link on our site (I didn't see it).	Agreed, website coordination and streamlining is part of Technology recommendation 7D and Messaging plan.	NA

	33	16. Who is holding up connecting the biking/hiking trail from the Springdale Fruit Market to the Park?	Good question. Coordinate with Springdale town staff for specific input on this.	NA
	34	17. How can we get the SunTran bus schedule to work for the people who don't work a standard 8-hour day shift?	Several ideas come to mind: create a petition and gather signatures/support for extending schedule, to survey employees to determine interest and transit ridership sentiment/propensity, and to coordinate with SunTran on receiving additional funding by projected future ridership if trends support enhanced service. Vanpool might fit this on-demand need.	NA

Springdale Smart Travel Plan

Prepared for
Town of Springdale

June 2025

Parametrix

Springdale Smart Travel Plan

Prepared for

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June 2025 | 344-788-001

Acknowledgments

Steering Committee

- Tom Dansie –Town of Springdale
- Chris Hall – Utah Department of Transportation
- Lisa White – Zion National Park
- Cade Campbell – Zion Canyon Visitor Bureau
- Stephani Lyon – Zion National Park Forever Project
- Leslie Fonger - Greater Zion Convention and Tourism Office

Stakeholders

- Mike Cardon – SunTran
- Cameron Cutler – St George City
- Shane Bollar – RATP Dev
- Nate Weiberg - Five County Association of Governments
- Emily Friedman – Zion Regional Collaborative
- Tammie Bostick – Utah Clean Cities
- Chief Garen Brecke – Springdale Police Department
- Lieutenant Jason Shafer – Springdale Police Department
- Robert George – Springdale Streets Department
- Zach Wade – Red Rocks Shuttle
- Heather Smith– Zion Cycles
- Jim Plant – Ensign Hospitality

Town Council

- Barbara Bruno, Mayor
- Randy Aton
- Jack Burns
- Kyla Topham
- Pat Campbell

Contents

Contents (continued)

Contents (continued)

FIGURES

TABLES

APPENDICES

Acronyms and Abbreviations

ATIIP	Active Transportation Infrastructure Investment Program
AVL	automatic vehicle locators
CMAQ	Congestion Mitigation and Air Quality Improvement Program
CRP	Carbon Reduction Program
EV	electric vehicle
FTA	Federal Transit Administration
GO	General Obligation
HAR	highway advisory radio
ITS	intelligent transportation systems
NPS	National Park Service
NREL	National Renewable Energy Laboratory
PVMS	portable variable message signs
RAISE	Rebuilding American Infrastructure with Sustainability and Equity
SOV	single-occupancy vehicles
SR-9	State Route 9
TDM	transportation demand management
TIF	Transportation Investment Fund
TTIF	Transit Transportation Investment Fund
UDOT	Utah Department of Transportation
VMS	variable message sign
VMT	vehicle miles traveled
ZNP	Zion National Park

1. Executive Summary

The Springdale Smart Travel Plan is a comprehensive initiative funded by the Utah Department of Transportation's Technical Planning Assistance grant. Its primary goal is to enhance mobility options while preserving Springdale's character and safety.

This plan focuses on promoting transit, active transportation, ridesharing, and other transportation demand management strategies to alleviate traffic congestion, reduce parking challenges, and improve the visitor experience in Springdale and Zion National Park.

Currently, State Route 9 (SR-9) is the only access into and out of Springdale, with most visitors relying on private automobiles. As Zion National Park is the second most visited national park in the United States, this dependence on private vehicles leads to traffic congestion, parking shortages, and negative impacts on the small-town character.

Through this initiative, the Town of Springdale (Town) seeks to develop policies and programs that promote smart travel options, making travel more efficient and sustainable while maintaining the Springdale's unique charm.

To achieve this, the plan will assess strategies for promoting smart travel to and within Springdale and Zion National Park, as outlined in the following sections.

1.1 About Springdale

Springdale, as shown in Figure 1-1, serves as the gateway to Zion National Park, welcoming up to 5 million visitors annually. Springdale's economy is driven by tourism, with numerous small shops, restaurants, and hotels catering to visitors.

Figure 1-1. Town of Springdale's Setting in Zion Canyon
Credit: Tom Dansie

Utah SR-9 is the only roadway providing vehicle access into and out of Springdale. It also functions as Springdale's main street, where most commercial businesses and many residences are located. Both the 600 full-time residents and nearly 5 million visitors rely on SR-9 for travel within Springdale and to destinations beyond.

The heavy reliance on private automobiles contributes to traffic congestion, parking challenges, and safety concerns, while also impacting Springdale's small-town character. In response, the Town and its partners are exploring policies and programs to promote alternative transportation options, including public transit, active transportation, and ridesharing, to enhance mobility while preserving Springdale's unique charm.

1.2 What is Smart Travel?

Smart travel is the use of technology, data-driven strategies, and innovative transportation solutions to enhance mobility, efficiency, and reduce environmental impact. It incorporates real-time information, intelligent transportation systems (ITS), and multimodal integration to optimize travel choices. Smart travel promotes shared mobility, active transportation (walking and biking), and public transit, while reducing congestion, environmental impact, and reliance on single-occupancy vehicles (SOV).

1.2.1 Guiding Principles

Sustainable and Efficient Mobility – Minimize traffic congestion and parking demand by prioritizing walking, biking, and transit while integrating transportation demand management strategies such as employee bus incentives.

Seamless Connectivity – Enhance regional and local travel through improved signage, wayfinding, and multimodal connections to ensure safe and accessible mobility for all users.

Collaborative and Future-Ready Transportation – Strengthen partnerships with regional transit agencies to implement long-term, sustainable solutions that balance mobility needs with environmental preservation.

1.3 Project Goals

Corridor goals were developed to help guide the project and provide a framework to measure the success of eventual proposed solutions. The goals were developed based on steering committee and town council input and then refined by stakeholder input. These goals were then shared to the public at the public open house where they were well received. The finalized goals are:

1. Expand and Encourage Smart Travel Options

Considerations:

- Enhance transportation accessibility for all users.
- Encourage car-free travel.
- Improve traffic flow.

2. Preserve Springdale's Community Character

Considerations:

- Align transportation planning with land use.
- Enhance connectivity and public awareness.
- Apply a complete streets approach.

3. Enhance Multimodal Safety and Accessibility

Considerations:

- Ensure fair access to transportation benefits.
- Enhance multimodal safety.
- Strengthen multimodal connectivity.

1.4 Project Objectives

Reduce the negative impacts of private vehicle travel (traffic and parking congestion, impaired air quality, loss of community character, decreased street connectivity) to Springdale and Zion National Park by accomplishing the following:

- Encourage visitors (particularly day-use visitors), workforce, and residents to travel to and within Springdale without reliance on a private automobile.
- Encourage visitors and workforce to travel to Zion National Park without reliance on a private automobile
- Reduce the amount of on-street parking on SR-9 to help enhance community character, increase safety for active transportation, preserve the visual quality of the natural surroundings when viewed from the highway, and improve the visitor experience approaching Zion National Park.
- Develop infrastructure and programs that will enhance the convenience and effectiveness of active and alternative transportation.
- Collaborate with local/regional entities in encouraging safe and effective alternative transportation practices.

1.5 Study Area

The primary focus of this project is within Springdale's town limits and how people get to and from Zion National Park. However, a comprehensive analysis was conducted to examine how surrounding transportation infrastructure influences travel to Springdale and its connection to SR-9. This broader approach helps assess the various factors affecting mobility and accessibility in the area, as shown in Figure 1-2.

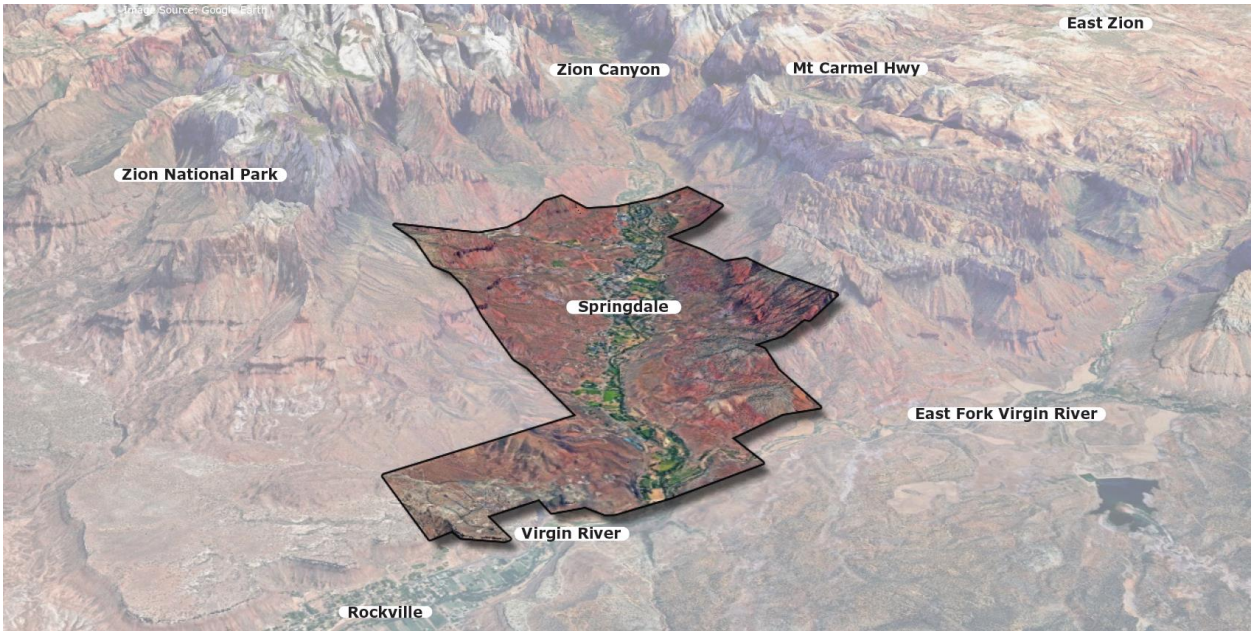

Figure 1-2. The Virgin River Valley Setting

1.6 Public Engagement and Feedback

The study involved extensive public engagement, a public open house, visitor intercept surveys, and an online survey. The feedback highlighted strong support for enhancing active transportation safety, limiting congestion, utilizing existing transit networks, and marketing smart travel. Concerns about traffic congestion and safety were also noted.

1.6.1 StoryMaps

The StoryMaps website served as an interactive hub for residents, employees, and visitors to explore a community-informed transportation planning initiative and received over 1,070 page views. It outlines project goals, includes strategies to improve mobility, and maps highlighting key transportation challenges. The platform emphasizes public engagement, offering a survey for stakeholder input, updates on planning progress, and open house information. By promoting transparency and participation, the site supports a balanced approach to growth, sustainability, and community-driven transportation solutions.

1.6.2 Stakeholder Interviews

This section summarizes key themes from stakeholder interviews conducted by phone as part of the Smart Travel planning effort. Overall, participants were supportive of the initiative's goals and encouraged its continued advancement. The most notable differences in perspectives emerged between public transit providers and on-demand shuttle operators—largely due to overlapping service roles and differing missions, with the former focused on public service and the latter operating for profit. To better organize the diverse input received, stakeholders were grouped into five categories: transit providers, regional entities (e.g., Dixie MPO), Town of Springdale departments, on-demand shuttle providers, and local businesses and organizations. These categories helped structure the conversations and improve the clarity of findings.

Springdale faces key challenges in advancing smart travel, including high reliance on personal vehicles, limited winter transit use, and funding constraints. Parking shortages, pedestrian safety, and weak regional connectivity further complicate mobility. However, there are strong opportunities through improved transit coordination, infrastructure investments, and targeted public outreach.

SunTran is willing to adjust routes based on demand, while regional partners pursue funding and strategic planning. Real-time updates and user-friendly trip tools can help increase transit use. Economic pressures limit on-demand shuttle expansion, but incentives and employer partnerships can improve access for workers. Biking is gaining traction, supported by local outfitters and bike-friendly programs. Springdale's parking program also offers a strong foundation for managing visitor demand.

Sustainable progress will depend on collaborative transit improvements, effective communication, and private sector engagement.

1.6.3 Steering Committee

The steering committee, composed of key representatives from the Town, Zion National Park, and regional partners, convened biweekly to guide the development of transportation strategies aligned with the Smart Travel framework. The primary objectives were to provide comments and feedback on the development of the Springdale Smart Travel Plan as it related to reducing reliance on private vehicles, improving transportation options for visitors and residents, and promoting sustainable travel solutions.

Key Outcomes:

- The committee brought together stakeholders from transportation, tourism, conservation, and local government, offering diverse perspectives and firsthand experience with Springdale's transit challenges.
- Discussions emphasized encouraging noncar travel, safety improvements, and enhancing multimodal infrastructure and partnerships.
- Proposed ideas included trail expansions, workforce transportation options, and incentives for transit use.
- A strengths, weaknesses, opportunities and threats analysis highlighted opportunities to improve trail connectivity and noncar convenience, while acknowledging barriers like private car dependency and limited stakeholder support.
- Provided guidance on the online survey and intercept interviews that were used to gather input from businesses, visitors, and regional partners.
- Strategies explored included congestion mitigation strategies, transportation mode separation, and multilateral coordination with regional stakeholders (Utah Department of Transportation [UDOT], SunTran, and National Park Service [NPS]).
- The Smart Travel Index was discussed and refined to include metrics on transit use, active transportation, SOV commuting, and a new convenience index to capture user comfort and ease.

While several concepts were evaluated, only select initiatives advanced into the final travel plan based on feasibility, community alignment, and impact potential.

1.6.4 Open House

On April 3, 2025, a public open house was held at the Canyon Community Center in Springdale to gather feedback on Springdale's future transportation strategies. The event engaged 24 attendees—approximately 75% residents and 25% town employees—through interactive displays, transportation maps, and engagement activities. Participants provided input via surveys, comment cards, and a dot-voting exercise indicating likes and dislikes. The open house successfully introduced project goals, promoted the StoryMaps website and community survey, and collected meaningful feedback on transportation challenges and proposed mobility improvements.

1.6.5 Online Survey

A 7-week public survey gathered input from 112 residents, employees, and visitors to assess travel behavior and interest in car-free travel in Springdale and Zion National Park. Key findings include:

- Heavy Reliance on Personal Vehicles: Over 95% of respondents arrived to Springdale and 67% traveled within Springdale/ZNP by car, despite available alternatives.
- In-Town Travel Patterns: Within Springdale and Zion National Park, the most common modes of travel were the Zion Canyon Shuttle, used by 55% of respondents, and walking into the park, reported by 50%. In comparison, the Springdale Shuttle was used by 36%, while biking was less common, with 17% of respondents choosing that option.
- Top Improvement Priorities: Reducing congestion, improving walking paths, and enhancing biking infrastructure were the most valued improvement choices.
- Transit Use Barriers: Inflexibility of visitor's schedule, need to bring personal gear, and reliability concerns deterred regional SunTran Bus use.

- **Car-Free Travel Motivators**: Visitors were more willing to use transit to avoid parking issues, crowds, and to explore Zion National Park, which is only accessible by free shuttle bus for most of the year.
- **Interest in Smart Travel**: Two-thirds of respondents expressed openness to using shuttles, walking, or biking in the future.
- **Desired Enhancements**: Respondents supported better walking and biking infrastructure, real-time transit info, and expanded shuttle service.
- **Trusted Information Channels**: The NPS website, printed brochures, and local websites were key sources for travel planning.

While personal vehicles dominate travel, there is strong interest in car-free options—especially if they are convenient, reliable, and well-promoted. Strategic investments in multimodal infrastructure and outreach can help shift visitor behavior toward more sustainable travel.

1.7 Feasibility Analysis

A structured evaluation framework was developed to assess transportation strategies based on the Town's community-supported goals, including safety, connectivity, sustainability, and car-free travel. In collaboration with the stakeholder committee, five key criteria were established: Convenience, Smart Travel, Implementation Timeframe, Goal Alignment, and Project Costs. Each proposed solution is scored on a 23-point scale, prioritizing improvements that enhance transit, active transportation, and accessibility while considering feasibility and community benefit. This data-driven approach ensures alignment with the Town's transportation vision and supports informed decision-making. For further information, see Section 4.5 Evaluation Criteria.

The top three recommendations for each transportation improvement category based on total evaluation aggregate score are shown below:

Category	Action	Score
Pedestrian and Bicycle		
	Paint green ladder bike lanes at driveways/roads*	15.9
	Close sidewalk gaps	14.9
	Enhance/add crosswalks	14.8
Transit		
	Extend service to park-and-ride (west of Rockville)	13
	Decrease shuttle/bus headways during high demand	12
	Construct a mobility hub on Lion Boulevard	11.3
Parking		
	Support the development of park-and-ride facilities at Rockville, Virgin, and La Verkin, respectively	14.4, 10.9, 9.4
	Remove on-street parking in strategic locations	8.5
	Increase Zone A, B, C parking rates*	8.3
On-Demand Services		
	Support direct shuttle service to key nontransit accessed locations	12

Category	Action	Score
	Establish supplementary, seasonal park-and-ride shuttle service	10
	Enhanced group transportation services (Vanpool)	9.5
Roadway Infrastructure		
	Reduce speed limits	13
	Implement traffic calming measures at prioritized conflict locations	11.9
	Enhance streetscapes surrounding bus stops	9.8
Transportation Demand Management		
	Implement a smart travel connections program	16.8
	Incentivize transit promotion at hotels	14
	Encourage a “park once” strategy	12.3
Technology		
	Build a centralized website for travel information*	13.5
	Integrate traffic data dashboard onto website*	13.3
	Deploy variable message signs outside of Springdale (adjacent to park-and-ride)	12.5

* = Recommendation has been partially or fully implemented.

1.8 Action Plan

The action plan outlines a comprehensive strategy for implementing a smart travel program. It details the program's key components, including costs, required resources, essential partnerships, implementation timelines, and potential funding sources. The plan is tailored to provide implementation actions for local businesses, tourism and marketing agencies, local government, transportation providers, and Zion National Park. It also identifies necessary infrastructure improvements to facilitate intuitive and efficient car-free travel. An example implementation strategy provides one possible approach to approaching the suite of recommendations based on immediate, near-term, long-term, and ongoing time periods. A detailed messaging plan provides guidance on the timing, content, and delivery of communication efforts. The recommended strategies were prioritized based on established evaluation criteria, considering factors such as cost, complexity, and partnership requirements.

2. Solutions Development Process Overview

The Springdale Smart Travel Plan seeks to model the planning process on UDOT's Solutions Development process (see Figure 2-1). Solutions Development is a planning process that aims to clearly understand the unique context of a focused area and develop tailored solutions that align with the community's vision and needs. This process features a robust public engagement process and three distinct phases.

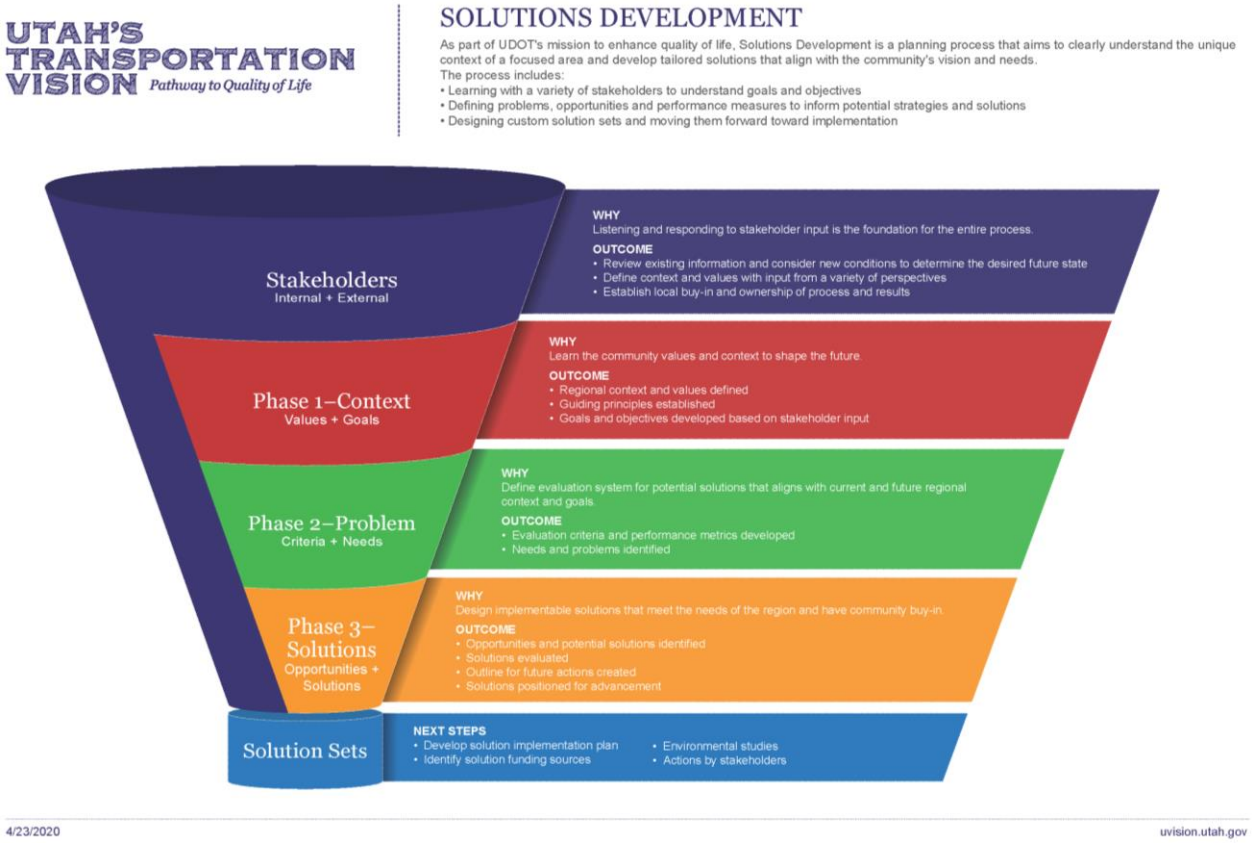

Figure 2-1. UDOT's Solutions Development Process
Source: UDOT

2.1 Phase 1 - Context

The project team gained an understanding of the corridor through extensive existing conditions analysis. This involved reviewing existing plans relevant to the area, analyzing how peer communities address tourism and transportation, and accessing how the various transportation systems affect Springdale. Figure 2-2 shows the existing transportation facilities and routes while Figure 2-3 highlights the impact from visitors to the area. Furthermore, the project team worked with the community stakeholder committee and the town council to develop a corridor vision and goals.

Outcomes:

- Existing conditions analysis.
- Peer community analysis.
- Island community analysis.
- Project goals.
- Guiding principles.

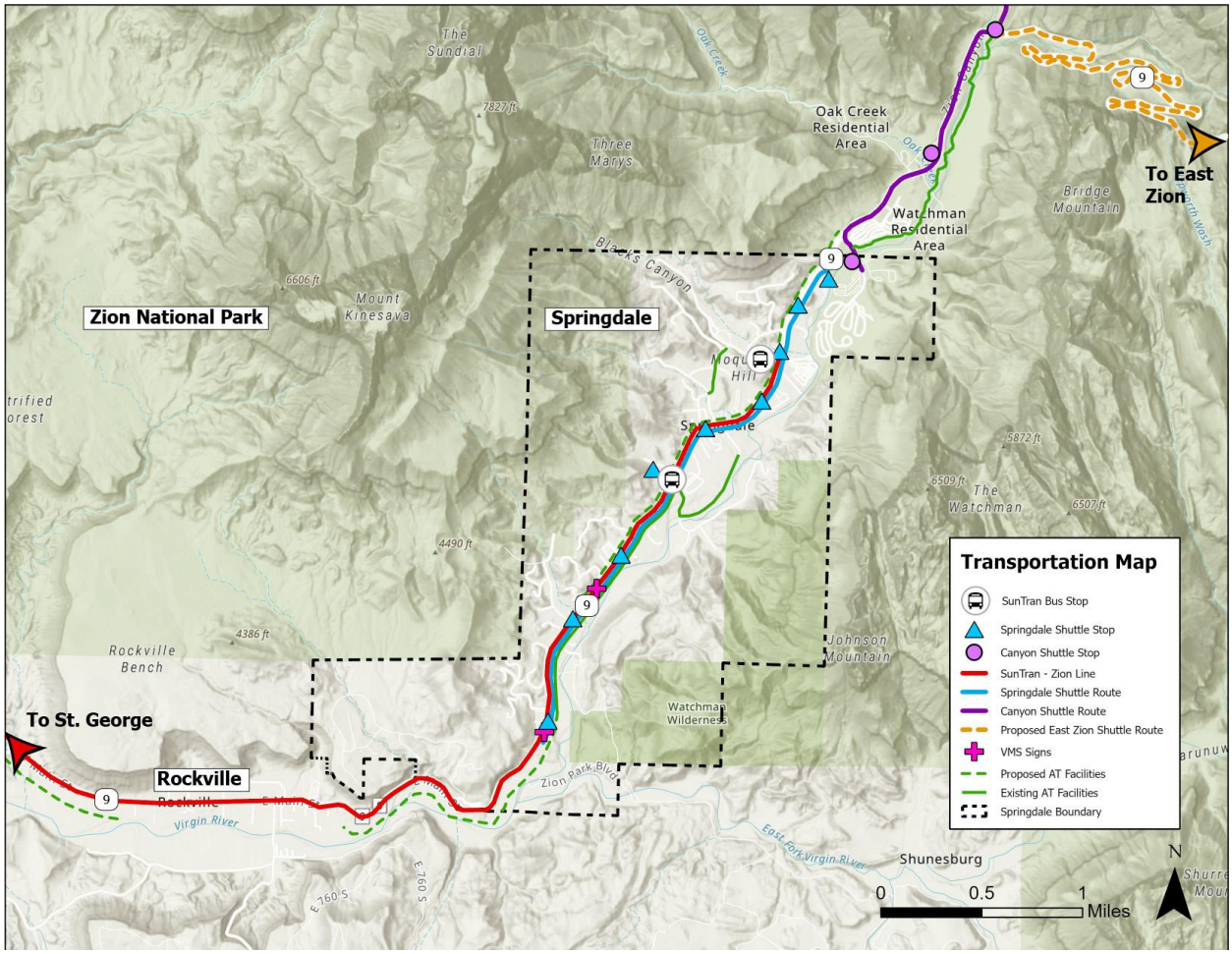

Figure 2-2. Springdale Transportation Overview

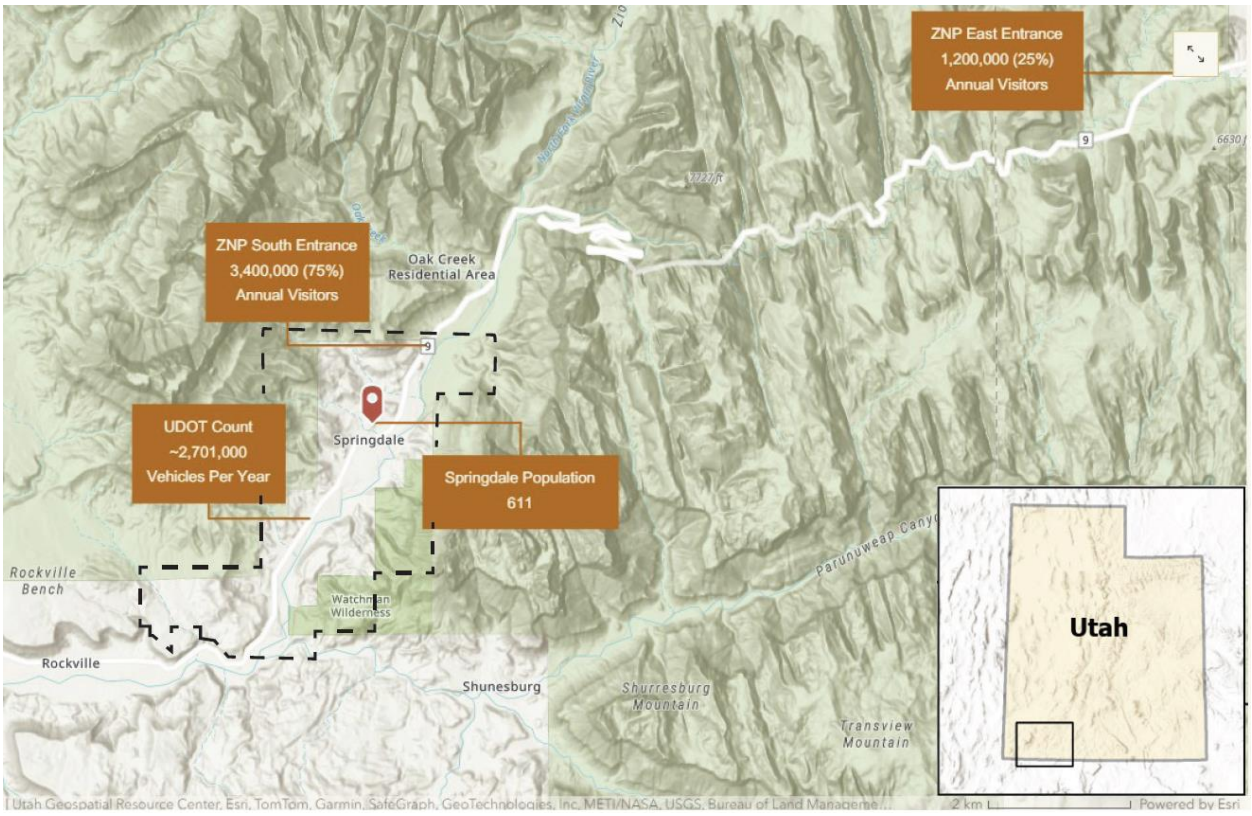

Figure 2-3. Annual Springdale Traffic and Zion Visitor Pressures

2.2 Phase 2 - Problem

In the second phase of the planning process, the team utilized outcomes from the first phase to establish Springdale's needs, existing problems, and methods to evaluate potential solutions. The steering committee meetings were impactful on focusing and consolidating the central ideas and recommendations that were identified by public involvement. The initial list of recommendations was evaluated for feasibility using the established criteria. Based on this analysis—and informed by input from stakeholder interviews, the open house, and the online survey—a refined set of recommendations was developed.

Outcomes:

- Establish town needs and problems.
- Public open house.
- Online survey.
- Benefits and consequences matrix.
- Develop evaluation criteria.

2.3 Phase 3 - Solution

The solutions phase of the project focused on ranking different categories of strategies, which were developed based on public feedback and the project's established goals. For the action plan, each recommendation was linked to specific strategies that could be implemented by local businesses, tourism and marketing agencies, local government, transportation providers, and Zion National Park. The final action plan outlines implementation steps, includes phasing guidance, and identifies potential funding sources to support successful execution.

Outcomes:

- Feasibility analysis.
- Action plan and prioritization.
- Additional facilities.
- Messaging plan.

2.4 Public Engagement

Public engagement was integral to the project from start to finish. Feedback was gathered through four primary methods: stakeholder interviews, a public open house, comprehensive online and in-person surveys, and an interactive map platform. These efforts sought input from residents, employees, visitors, and key stakeholders.

Public engagement occurred within three distinct phases, as shown in Figure 2-4. Each public engagement phase had unique outcomes:

- Phase 1 (Context) focused on project foundations and visioning. Project goals were developed and the public engaged to educate and solicit feedback.
- Phase 2 (Problem) focused on communicating outcomes of the initial Context phase of work, generating ideas and initial concepts, and culminating with the second open house which featured alternative concepts. A detailed Phase 2 engagement summary is available in the appendix.
- Phase 3 (Solution) focused on integrating the survey results into the Springdale Smart Travel Plan and steering committee input into project deliverables.

Figure 2-4. Public Involvement Summary

2.5 Steering Committee

The steering committee included representatives from the Town, UDOT, Zion National Park, Zion Canyon Visitor Bureau, Zion National Park Forever Project, and Greater Zion Convention and Tourism

Office. Over the course of the project, the committee held ten meetings to ensure alignment with the study's goals, objectives, and overall vision. By providing high-level guidance and assisting in critical decision-making, the committee played a key role in successfully steering the project to completion.

3. Phase 1 – Context

The full existing conditions technical memorandum is available in Appendix A and the peer community analysis is available in Appendix B. For a detailed analysis of survey findings and the full questionnaire, refer to Appendix C.

3.1 Existing Conditions Summary

3.1.1 Existing Transportation Infrastructure

Springdale, the primary gateway to Zion National Park, faces transportation challenges due to high visitor volumes. Millions pass annually, with the east entrance generating significant vehicle traffic despite lower visitor numbers.

Multimodal Transportation:

Springdale supports various transportation modes, including walking, biking, public transit, on-demand services, and private vehicles. Each mode has unique benefits and limitations within Springdale's environment.

Pedestrian and Bicycle:

The Town has invested in sidewalks and crosswalks, prioritizing ADA accessibility and wayfinding. However, occasional conflicts between pedestrians and cyclists remain a challenge. Bike lanes and multiuse trails have improved cycling access, but congestion and inexperienced riders raise safety concerns. There are also several natural surface trails that connect urban areas with the surrounding rural landscape. Future projects to expand active transportation infrastructure include the Zion Corridor Trail, which is funded and currently in the design and environmental review phase. This 12-foot-wide multiuse trail will connect La Verkin to Springdale.

Transit:

The Zion Shuttle System (Canyon and Town Shuttle) and SunTran Bus (Zion Line) connect Springdale to Zion National Park and nearby areas. Hotel access to transit stops and planned improvements are key considerations for enhancing service.

Parking:

Parking along Zion Park Boulevard (SR-9) congestion peaks during busy seasons, affecting visitors experience and safety. The Town has implemented management strategies, including a QR code payment system.

On-Demand Services:

Private transportation operators and ride-sharing services provide additional options but can be costly.

Roadway Infrastructure:

State Route 9 (SR-9) serves as the main roadway. Congestion, especially near Zion National Park's south entrance, impacts Springdale, prompting planned improvements to manage traffic flow.

Transportation Demand Management:

In Springdale, current transportation demand management (TDM) strategies focus on local businesses promoting shuttle use to guests and exploring employee shuttles to reduce commuter traffic.

Technology:

The Town has two permanent variable message signs (VMSs) and deploys several portable signs to relay parking and congestion-related information to other locations as needed.

3.1.2 Planning Context

The planning analysis emphasizes sustaining Zion Canyon's transportation system by promoting safe, multimodal travel while reducing congestion and preparing for future technologies. Collaboration between businesses and transit providers is key to increasing employee transit use. High-traffic areas, including Zion Lodge and the visitor center, require targeted solutions.

Key issues include vehicle restrictions on the Zion-Mount Carmel Highway, parking, bike and pedestrian mobility, and roadway design. While an East Zion electric shuttle is feasible, it faces federal and infrastructure challenges. Studies show strong visitor support for expanded transit.

With hundreds of employees commuting daily during peak season, improved wayfinding and messaging, particularly via VMS signs, could ease traffic. Regional active transportation projects along US-9 are progressing with state and local support, and access management remains crucial for traffic stability.

3.2 Peer Community Summary

Aspen, Cannon Beach, Park City, Purisima, and Estes Park serve as case studies for Springdale's smart travel transportation planning. These small, tourism-driven towns near natural attractions face similar challenges, including high seasonal visitation, commuter traffic management, geographic constraints, and comparable population sizes.

Key Themes and Relevance to Springdale:

- Multimodal Transportation: All communities emphasize reducing reliance on SOVs through integrated transit, pedestrian, and bicycle infrastructure.
- TDM: Strategies like parking management, incentives for alternative modes, and real-time information are used to manage traffic flow and reduce congestion.
- Sustainability: Communities prioritize environmental preservation by promoting sustainable transportation options and managing visitor impact.
- Technology Integration: Smart technologies, such as real-time parking information and dynamic messaging signs, are employed to improve efficiency and visitor experience.
- Visitor Experience: Enhancing visitor mobility and reducing congestion are key goals, with a focus on providing convenient and accessible transportation options.

By examining these communities, Springdale can gain valuable insights into effective strategies for managing transportation challenges, enhancing sustainability, and improving the overall visitor experience. For the full report, see Appendix B – Peer Community Analysis.

3.3 Island Community Summary

Mackinac Island, Lopez Island, and Nantucket serve as case studies for Springdale's smart travel transportation planning. These locations share key similarities with Springdale, including high seasonal tourism, geographic constraints, and the need for low-impact transportation solutions.

Key Similarities and Relevance to Springdale:

- Car-free or Limited-Vehicle Policies: Like Springdale's desire to reduce car dependence, these islands have successfully implemented car-free or limited-vehicle policies.
- Multimodal Transportation Networks: They demonstrate effective integration of various transportation modes (ferries, walking, biking, and transit) to cater to diverse needs.
- Geographic Constraints: Being islands, they face similar geographic constraints as Springdale, which is surrounded by natural barriers.
- Low Impact and Visitor-Focused Solutions: They prioritize sustainable and visitor-friendly transportation solutions, crucial for managing tourism impacts.

By studying these communities, Springdale can learn valuable strategies for creating a sustainable and efficient transportation system that prioritizes diverse travel options while addressing the challenges of high seasonal tourism and geographic constraints. For the full report, see Appendix B – Peer Community Analysis.

4. Phase 2 – Problem

Springdale faces a range of challenges that hinder efforts to promote smart, car-free travel. These obstacles span across transit services, regional coordination, infrastructure, and community behavior.

4.1 Key Transportation Concerns

- Traffic congestion on SR9 in Rockville and Springdale.
- Que lines of vehicles waiting to enter the Park stretching into Springdale and impacting traffic and mobility in Springdale.
- On-street parking congestion in Springdale which causes safety issues for cyclists, impacts traffic flow, and detracts from community character.
- Environmental impacts of idling vehicles waiting to enter the Park.
- Transportation capacity issues on the Zion Shuttle.
- Education on bike safety and etiquette when riding in ZNP.

4.2 Needs and Problems

Transit Service Challenges:

- Low local adoption: Many residents and employees prefer personal vehicles, citing limited and inconsistent transit schedules that do not align with work hours.
- Limited visitor ridership: Especially during winter, making it hard to justify seasonal transit expansions.
- Operational gaps: No connection to the St. George airport, financial constraints, and misaligned shuttle schedules reduce transit effectiveness.
- Park congestion: High traffic at Zion National Park entrances slows transit and park-and-ride efficiency.
- Lack of amenities: Transit stops need improvements like weather protection and real-time updates.
- Reliability concerns: Perceptions of unreliable service reduce usage.
- Park-and-ride: Finding suitable locations, west of Springdale, is difficult due to land ownership and community sentiment.

Regional Coordination Issues:

- Inconsistent funding: Seasonal Shuttle variability affects transit reliability.
- Poor connectivity: Inadequate regional links, especially to nearby towns and the airport, reduce car-free options.
- First/last mile barriers: Limited options to reach transit stops hinder usage.
- Infrastructure constraints: Narrow roads and limited expansion space require more strategic transit planning.

Local Government Concerns:

- Awareness and data gaps: Many visitors do not know about the shuttle system; improved data could guide better outreach.

- Awareness and data gaps: Many visitors do not know about the shuttle system; improved data could guide better outreach.
- Parking enforcement issues: High demand, illegal parking (often in shuttle stops), and inconsistent enforcement reduce mobility.
- Pedestrian safety gaps: Missing crosswalks, infrequent crosswalks, and poor ADA access affect walkability.
- Utility strain: Visitor surges stress roadways and infrastructure.

Local Business Challenges:

- Employee access: workers' schedules are misaligned with transit hours and often face difficulty obtaining monthly passes because registration system places burden on employees.
- Parking shortages: Construction and peak seasons create pressure on on-street parking.
- Awareness and user experience: Visitors often find transit systems confusing and default to cars.
- Bike infrastructure issues: Safety concerns, resentment toward certain e-bikes, and a need for better promotion of rental options persist.

Congestion and Visitor Trends:

- According to the Zion National Park Transportation Plan, 14% of summer visitors and 7% of fall visitors traveled in two or more vehicles, contributing to an estimated 472,500 additional cars annually.

Overall, smart travel in Springdale is challenged by cultural preferences, infrastructure gaps, funding limitations, and a need for better communication and coordination among stakeholders.

4.3 Public Open House

The open house revealed strong community support for smart, sustainable transportation in Springdale, with a clear preference for expanded transit, park-and-ride facilities, and safer bike and pedestrian infrastructure. Attendees expressed a desire to reduce car dependency and prioritize people-first, low-impact mobility solutions. Key themes included support for real-time travel tools, concerns about pedestrian and cyclist safety, and a push for improved transit access and frequency. Parking reservations and increased parking supply received the least support, while technology-based updates, streetscape enhancements, and regional coordination were widely favored. For the full report, see Appendix C – Public Engagement Summary.

4.4 Online Survey

4.4.1 Past Community Feedback

As a foundation for this plan, the *Springdale Downtown Transportation Study and Active Transportation Plan* (2022) included a public survey to gather community feedback on proposed mobility improvements in downtown Springdale. The survey evaluated support for ten recommended strategies, such as sidewalk and crosswalk enhancements, bike lane redirection, and the creation of mobility hubs. All ten proposals received majority approval. The most highly supported strategies included redirecting the SR-9 bike lane toward the Zion National Park entrance (85% approval), filling sidewalk gaps and adding crosswalks (83%), and improving existing crosswalks (82%).

Public comments highlighted strong support for safer pedestrian infrastructure and bike connections, paired with concerns about maintaining Springdale's small-town character. Many respondents advocated for solutions that improve walkability without adding visual clutter or

industrial signage. There was also cautious interest in mobility hubs and nighttime freight delivery strategies, with residents emphasizing the importance of thoughtful design and careful implementation. These insights provided an early indication of community priorities and helped shape the direction for continued smart travel planning in Springdale.

4.4.2 Current Community Feedback

Over the course of 7 weeks, a multiwave public survey was conducted to assess travel behavior, transportation preferences, and the potential for car-free travel to and within Springdale and Zion National Park. The survey targeted residents, employees, and visitors using digital outreach, physical flyers, and direct visitor engagement. 112 total responses were collected, offering insight into current mobility patterns and opportunities for improving sustainable access to the region.

Key Themes and Findings:

1. Dominance of Personal Vehicle Use:

   An overwhelming majority of respondents (over 95%) traveled to and from Springdale using a personal vehicle, highlighting the area's heavy reliance on private automobiles. Despite available alternatives, such as public buses, private shuttles, biking, and walking, usage rates for these modes were minimal.

2. Popular In-Town Travel Modes:

   While personal vehicles were the most common travel mode overall, within Springdale and Zion, the Zion Canyon Shuttle and walking into the park were the most frequently used modes (55% and 50%, respectively). The Springdale Shuttle saw less extensive use (36%), while biking accounted for around 17% of survey respondents.

3. Priorities for Transportation Improvements:

   When asked to rank the importance of potential transportation enhancements, respondents prioritized:

   - Reducing traffic congestion (score: 169).
   - Improving walking connections (score: 158).
   - Improving biking infrastructure (score: 140).

   These results indicate a strong public preference for investments in nonmotorized and transit-oriented infrastructure, particularly where they support safety, convenience, and a reduced environmental impact.

4. Barriers to Shuttle Ridership:

   Respondents identified several deterrents to using shuttle services:

   - Lack of flexibility and convenience (score: 95).
   - Need for a personal vehicle to carry gear or travel independently (score: 77).
   - Concerns about reliability or wait times (score: 74).

   This suggests that even environmentally minded or cost-conscious travelers often prioritize flexibility and predictability.

5. Motivators for Car-Free Travel:

   Survey participants expressed strong willingness to use shuttles when it:

- Helps avoid parking difficulties (score: 153).
- Allows them to avoid crowds (score: 130).
- Supports independent exploration (score: 125).

These motivations indicate that many visitors are open to alternative modes if they provide a similarly convenient and less stressful experience than driving.

6. Smart Travel Preferences:

   Approximately 66% of respondents indicated they are interested in considering smart travel options—such as biking, walking, or shuttles—for future visits. This demonstrates a positive baseline for shifting travel behavior, especially with the right infrastructure and incentives.

7. Car-Free Travel Enhancements:

   Respondents identified improvements that would encourage car-free travel, including:

   - Improved walking paths (score: 80).
   - Real-time transit information (score: 67).
   - Increased shuttle frequency and coverage (score: 74).
   - Better biking infrastructure (score: 54).

   These preferences highlight opportunities to reduce car dependency through targeted upgrades to multimodal access and traveler information.

8. Trusted Information Sources:

   The most helpful travel information sources were:

   - National Park Service website (score: 64).
   - Printed park brochures and maps (score: 63).
   - Local town and chamber websites (score: 50).

   These channels can be further leveraged to promote smart travel options and educate visitors about transit, trails, and parking alternatives.

Conclusion:

The survey results reveal both a dependence on personal vehicles and a strong openness to car-free alternatives—particularly when they are perceived as convenient, reliable, and integrated into the broader visitor experience. Investments in shuttle reliability, real-time information, and nonmotorized infrastructure, combined with continued outreach through trusted communication platforms, can help catalyze a meaningful shift toward more sustainable travel behavior in Springdale and Zion National Park.

4.5 Benefits and Consequences

Transportation investment decisions are inherently about trade-offs. Prioritizing one category over another yields distinct benefits and consequences, shaping community mobility, environmental impact, and economic vitality. To make informed choices, it's crucial to understand these implications across various transportation modes. This analysis explores the high-level benefits and consequences of focusing investment in infrastructure, public transit, vehicular capacity, parking, bike and pedestrian facilities, technology, on-demand services, transportation demand management,

and marketing/visitor awareness. By understanding the potential outcomes, Springdale can strategically allocate resources to achieve their desired transportation goals.

4.5.1 Pedestrian and Bicycle

Pedestrian and bicycle improvements focus on improving the connectivity, safety, access, and comfort of Springdale's integrated pedestrian and bicycle network. Emphasis was placed on identifying a network of improvements that would create a continuous connection along Zion Park Boulevard for safe and comfortable walking and bicycling through Springdale. Pedestrian and bicycle improvements also tie into goals of reducing road congestion by increasing visitor access to bicycles and safe routes.

Benefits:

- Improved public health.
- Reduced emissions and congestion.
- Enhanced community livability.
- Increased access to recreation.

Consequences:

- Requires safe and well-maintained infrastructure.
- Weather dependency.
- May not be feasible for long distances.
- Can be expensive to build separated bike paths.

4.5.2 Transit

Public transportation improvements would achieve multiple outcomes: establish a network of intermodal mobility hubs, help address peak seasonal demand for traffic and parking, and improve existing transit service to and within Zion National Park. Public transportation projects include improvements to physical infrastructure such as bus stops enhancements as well as improvements to service (e.g., frequency, reliability, travel times) to make transit more attractive to residents and visitors.

Benefits:

- Reduced traffic congestion and emissions.
- Increased accessibility for those without vehicles.
- More equitable transportation options.

Consequences:

- High operational costs.
- Requires sufficient ridership to be effective.
- May not be feasible in low-density areas.
- Initial high capital cost for infrastructure such as rail.

4.5.3 Parking

The recommended strategies for managing Springdale's parking are summarized below. These strategies focus on more efficient use of the existing parking supply using cost-effective and scalable treatments. According to public feedback, the highest priority strategies include identifying remote parking lots for employees and overflow visitor use, imposing time restrictions for some on-street parking spaces, and striping existing on-street parking stalls. Some parking management strategies would also be enhanced by transportation demand management and transit strategies, which could include mobility hubs, educational campaigns, and other improvements that would increase the ability to get around town without a vehicle.

Benefits:

- Convenience for drivers.
- Supports retail and commercial activity.
- Reduces on-street parking congestion.

Consequences:

- Encourages car use.
- High land use costs.
- Can detract from pedestrian environments.
- Can be very expensive to construct multilevel parking structures.

4.5.4 On-Demand Services

On-demand transportation services, such as microtransit and private shuttles, offer flexible, convenient travel options that can help fill gaps in traditional transit and reduce reliance on personal vehicles. When well-managed, they support improved mobility and access, particularly for visitors and employees with varied schedules. However, they can also increase congestion and vehicle miles traveled (VMT) if not integrated thoughtfully into the broader transportation system.

Benefits:

- Increased flexibility and convenience.
- Potential for filling transit gaps.
- Can reduce the need for personal car ownership.

Consequences:

- Can contribute to increased congestion.
- Potential for inequitable access.
- Impact on traditional transit services.
- Increased VMT.
- Increased ridership cost.

4.5.5 Roadway Infrastructure

Roadway improvements address transportation needs and deficiencies related to Springdale's overall street and roadway network, including issues related to traffic delays and bottlenecks, parking, and intersection safety. Roadway improvements aim to improve safety and comfort for people driving as well as for people walking, biking, or using a mobility device. Springdale's most significant roadway issues stem from peak-season visitor impacts, including traffic delays, congestion, and parking constraints.

Benefits:

- Improved connectivity and goods movement.
- Reduced travel times for vehicles.
- Enhanced economic development potential.
- Increased safety with modern designs.

Consequences:

- High initial capital costs.
- Potential for increased induced demand (more cars).
- Environmental impacts (land use, emissions).
- Can prioritize vehicles over other modes of travel.

Speed limits in Springdale are currently set as low as permitted under state regulations. Any adjustments to further reduce speed limits would require the Town to conduct formal engineering studies or traffic investigations demonstrating that the existing limits are unsafe or unsuitable for current conditions. This could include data showing high crash rates, frequent speeding violations, or a significant discrepancy between posted limits and the 85th percentile speed (the speed at which 85% of drivers travel).

4.5.6 Transportation Demand Management Strategies

TDM refers to a set of programs and strategies to encourage the use of walking, bicycling, public transportation, and other means of transportation to reduce driving and SOV trips. TDM can be implemented for a combination of reasons that include improving mobility (by reducing congestion), improving air quality, and reducing parking demands. Most TDM strategies focus on commuting, however they can also be applied to other contexts, like visitors coming to Springdale.

Benefits:

- Reduced congestion and emissions.
- Improved transportation efficiency.
- Cost-effective solutions.
- Can improve quality of life.

Consequences:

- Requires behavioral changes.
- May not be suitable for all jobs or lifestyles.
- Requires coordination and enforcement.

- Can be hard to measure results.

4.5.7 Technology

Emerging transportation technologies refer to technology-based transportation options such as ridesharing, app-based food delivery, and bike-sharing platforms. There are also well-adopted technologies such as Google Maps that influence the way that people travel and make choices within transportation systems. Other mobile applications allow people to purchase on-street parking passes, track a home-based delivery, or purchase a day pass for transit. There are also cutting-edge technologies that are still being developed for widespread use such as autonomous vehicles and drone-based delivery.

Benefits:

- Improved traffic flow and efficiency.
- Enhanced traveler information and convenience.
- Potential for reduced emissions.
- Can improve safety.

Consequences:

- High initial investment costs.
- Requires ongoing maintenance and updates.
- Potential privacy concerns.
- Dependency on reliable data.

4.6 Evaluation Criteria

To ensure that transportation solutions effectively serve Springdale's needs, a set of evaluation criteria was developed based on community-supported goals. These goals emphasize safety, connectivity, mobility, parking efficiency, environmental protection, community vibrancy, and car-free travel.

In partnership with the stakeholder committee, this framework was designed to measure how well each proposed solution aligns with Springdale's transportation vision. The evaluation prioritizes strategies that support public transit, active transportation, and alternative commuting modes. The following outlines the criteria and scoring methodology used to assess each strategy.

4.6.1.1 Evaluation Framework

The evaluation framework consists of five key categories, each focusing on a different aspect of transportation planning:

1. Convenience Index:

   Measures ease, comfort, and accessibility of travel.

   Max Score: 5 points

   - Timeliness:
     - → +1 point: Saves 1–10 minutes.
     - → +2 points: Saves 10–20 minutes.
     - → +3 points: Saves over 20 minutes.
     - → Negative scores apply if the project increases travel time.
   - Comfort:
     - → +1 point if comfort is improved (e.g., added shade, seating).
     - → 0 points if not.
   - Accessibility:
     - → +1 point if access for all users is improved.
     - → 0 points if not.

2. Smart Travel Index:

   Evaluates support for sustainable, efficient travel options.

   Max Score: 6 points

   Scored based on improvements to:

   - SOV share.
   - Transit utilization.
   - Active transportation share.

   Each element is scored from -2 to +2, based on impact.

3. Timeframe:

   Assess how quickly a project can be completed.

   Max Score: 3 points

   - 3 points = Short-term (0–2 years).
   - 2 points = Medium-term (3–6 years).
   - 1 point = Long-term (7+ years).

4. **Goals Index:**

   Measures how well a solution supports Springdale's strategic goals.

   Max Score: 9 points

   Scored across three goal categories, each with three subcriteria (Yes = 1 point, No = 0):

   - Expand Smart Travel Options:
     - → Enhance transportation accessibility for all users.
     - → Encourage car-free travel.
     - → Improve traffic flow.
   - Preserve Springdale's Community Character:
     - → Align with transportation planning with land use.
     - → Enhance connectivity and public awareness.
     - → Complete Streets approach.
   - Enhance Multimodal Safety:
     - → Ensure fair access to transportation benefits.
     - → Enhance multimodal safety.
     - → Strengthen multimodal connectivity.

5. **Project Costs:**

   Assesses financial feasibility, including capital and operational expenses.

   Max Score: 6 points

   Capital Costs:

   - 0 points = No capital cost.
   - -1 = <$80,000.
   - -2 = $80,000–$600,000.
   - -3 = >$600,000.

   Annual Operational Costs:

   - 0 points = No operating cost.
   - -1 = <$40,000.
   - -2 = $40,000–$80,000.
   - -3 = >$80,000.

This structured evaluation method provides a clear, data-driven way to compare potential transportation solutions. It balances convenience, sustainability, community alignment, implementation timeline, and financial impact. Each project is scored on a 23-point scale.

As a reference, one of the highest-scoring concepts—building a park-and-ride in Rockville—received a total score of 14.4 points, demonstrating the high standard set by this evaluation framework.

4.6.1.2 Discussion

The evaluation process acknowledges that every transportation strategy involves trade-offs. For example, some projects may score high on community goals or convenience but come with higher capital or operational costs. Others may be highly cost-effective but deliver more modest improvements to mobility or travel behavior. The evaluation criteria help balance these factors by assigning clear values to different aspects of each project.

By applying these criteria consistently, decision-makers can prioritize projects that best align with Springdale's vision, that improve mobility, reduce environmental impacts, and support community character and safety. This structured approach ensures that decisions are not made solely on cost or convenience but reflect a broad, community-centered perspective.

However, the framework does have limitations. While it captures a wide range of performance factors, some qualitative aspects—like user experience or long-term resilience—can be harder to quantify. Additionally, the model relies on the accuracy and completeness of available data, which may evolve over time. Regular updates to the criteria and ongoing stakeholder engagement will be key to ensuring the framework remains relevant and reflective of community priorities.

4.6.1.3 Summary

This evaluation framework provides a transparent, objective tool to guide transportation planning in Springdale. It helps stakeholders and decision-makers weigh various options through a consistent lens—considering convenience, sustainability, feasibility, and alignment with community goals.

The key takeaway is that the criteria empower a disciplined, community-driven process that leads to practical, balanced, and sustainable solutions. As Springdale continues to grow and evolve, this approach will remain vital in supporting smart travel choices that enhance quality of life while protecting the town's unique character.

5. Phase 3 – Solutions

Springdale has multiple opportunities to invest in transportation improvements that support smart, car-free travel. These opportunities include enhancing transit services, strengthening regional coordination, upgrading infrastructure, and encouraging shifts in community travel behavior.

5.1 Feasibility Analysis

This chapter outlines the methodology used to assess and prioritize smart travel recommendations, building on the evaluation criteria, framework, and discussion presented in the previous chapter. The goal of this feasibility analysis is to identify the most actionable and impactful strategies for accomplishing the goals and objectives of this project.

Each recommendation was systematically evaluated based on its project type, alignment with core goals, and potential implementation barriers. The process involved several key steps:

- **Categorization:** Recommendations were first grouped by project type (e.g., infrastructure, transit, policy).
- **Consolidation:** Overlapping or closely related recommendations were merged to streamline the list and avoid duplication.
- **Scoring:** Each consolidated recommendation was assessed using the established evaluation criteria, with scores reflecting alignment with community priorities and feasibility.
- **Elimination:** Concepts determined to be outside the project scope or unlikely to be feasible under current constraints were removed from further consideration.

To guide prioritization, evaluation criteria were weighted according to their potential to promote car-free travel, ensuring that the most effective strategies rise to the top. This structured approach provides a clear and objective foundation for determining which mobility recommendations should be pursued first.

Table 5-1 and Section 5.2 present a prioritized list of recommended actions based on this analysis.

5.1.1 Outcome

The feasibility analysis resulted in a ranked list of recommendations for each project category, based on evaluation criteria. Some recommendations were not included in the final list due to their lower evaluation scores. However, this does not mean they should be dismissed entirely, as they may still be viable for future consideration.

Projects were excluded for various reasons, such as limited alignment with community goals, low relevance to convenience or smart travel indices, or a lack of feasibility and implementation readiness.

This structured approach ensures that the most practical, effective, and achievable smart travel initiatives are prioritized for implementation.

Table 5-1. Prioritized Recommendations

Feasibility Analysis								
ID #	Category	Recommendation	Score	Convenience Index	Smart Travel Index	Timeframe	Goals Index	Total Cost
	Pedestrian & Bicycle							
1A	Pedestrian Infrastructure	Close sidewalk gap	14.9	3	1	3	9	-1.1
1B		Enhance and add crosswalk	14.8	4	1	3	8	-1.3
1C		Enhance streetscape (ped light, trees	8.5	2	1	2	6	-2.5
1D		Build more hiking trails	6.9	0.5	0.5	2	5	-1.1
1E		Simplify and enhance wayfinding	11.9	2	1	2	8	-1.1
1F	Bicycle Infrastructure	Add bicycle parking throughout Tow	11.9	2	1	3	7	-1.1
1G*		Close gaps in multi-use trail networ	12.0	5	3	1	9	-6.0
1H		Buffer existing on-street bike facilities	11.0	2	3	2	7	-3.0
1I*		Paint green ladder bike lanes at commercial driveways and street intersections	15.9	3	2	3	9	-1.1
1J	Micro-Mobility	Implement a bike share program	10.5	3	2	2	6	-2.5
	Transit							
2A	Transit Stop Optimization	Add a bike share station	8.0	2	2	2	5	-3.0
2B		Add sign to show mileage to key destination	5.0	1	1	3	2	-2.0
2C*		Install shelters at bus stops that currently lack weather protection.	7.4	1	1.5	1	5	-1.1
2D	Town Shuttle Stop 6 Enhancements	Delineate SunTran and Town Shuttle bays (Install distinct paving to separate)	4.9	0	0	3	3	-1.1
2E	Service Improvements	Decrease shuttle/bus headways during high demand by adding an additional shuttle	12.0	5	4	1	7	-5.0
2F	Zion Transportation System	Operate the town and canyon shuttles year-round	11.0	5	4	1	7	-6.0
2G		Extend service to park-and-ride (west of Rockville	13.0	4	3	2	7	-3.0
2H*	SunTran Zion Line	Enhance bus stop amenities (shade, seating	9.1	1	1	2	7	-1.9
2I		Connect to Rockville park-and-ride (pending feasibility	7.5	1	1.5	3	4	-2.0
2J		Provide paratransit on-demand service	6.0	-2	3	2	6	-3.0
2K*		Implement cashless payment for SunTran Bu	7.8	4	1.25	2	4	-3.5
2L		Construct a mobility hub on Lion Boulevar	11.3	3	2.25	2	6.5	-2.5
2M		Upgrade bike rack capacity (3 position racks, and ebike compatibl	9.0	2	1	3	4	-1.0
	Parking							
3A*	Parking Management Strategie	Increase Zone A, B, C parking rates	8.3	0	2.5	2	4	-0.2
3B		Remove on-street parking in strategic location	8.5	1	1	2.5	5	-1.0
3C		Designate priority parking for vehicles with 3+ occupan	7.0	2	1	1	4	-1.0
3D		Real-Time Parking Information Signag	6.8	3	0	3	2	-1.3
3E	Parking System Improvement	Stripe on-street parking stalls	7.9	3	-1	3	4	-1.1
3F		Pave and stripe existing unpaved pay-to-park zone	6.8	3	-1	3	4	-2.2
3G	Support development of Park and Ride facilities	In Rockville	14.4	3	4.5	2	8	-3.2
3H		In Virgin	10.9	2	2	2	8	-3.2
3I		In La Verkin	9.4	1.5	1	2	8	-3.2
	On-Demand Services							
4A	Promote Existing Services	Support direct shuttle service to connect key non-transit accessed locations	12.0	4	1.5	3	5.5	-2.0
4B		Encourage hotels to collaborate with on-demand transportation providers	9.0	2	0	3	6	-2.0
4C	Pick-up & Drop-off Locations	Establish designated pick-up and drop-off zone	8.0	3	-2	3	5	-1.0
4D	Operation Models	Encourage competition among on-demand service provide	9.0	4	0	2	5	-2.0
4E		Enhanced group transportation services (Vanpoo	9.5	5	0	2	4.5	-2.0
4F		Establish a supplementary park-and-ride shuttle service	10.0	4	1	2	7	-4.0
	Roadway Infrastructure							
5A	Traffic Flow and Safety Enhancements	Implement traffic calming measures at prioritized conflict locations	11.9	3	2	2	8	-3.1
5B		Reduce speed limits	13.0	1	1	3	9	-1.0
5C		Enhance streetscapes surrounding bus stops	9.8	2	1	2	8	-3.3
5E	Smart Travel Incentives	Expand EV charging infrastructure to increase availability	8.5	3	0.5	2	5	-2.0
	Transportation Demand Management Strategies							
6A	Program Development and Monitoring	Implement a smart travel connections program (Visitor, Employee, Residents)	16.8	4	6	2	7	-2.3
6B		Establish a mapping and TDM monitoring progra	7.5	0	0	3	6	-1.5
6C		Encourage a "park once" strategy	12.3	1	4	3	6	-1.8
6D		Offer transit fare subsidies	11.5	1	3	3	6	-1.5
6E		Incentivize transit & AT promotion at hotels	14.0	2	3	3	7	-1.0
6F		Encourage visitors to pre-purchase park passes	8.0	2	0	3	4	-1.0
	Technology							
7A	Physical Application	Interactive mobility & education kiosl	8.5	2	3	2	4	-2.5
7B	Digital Application	Online mobility app collaboration	11.5	2	3	3	5	-1.5
7C*		Build a centralized website for travel information	13.5	3	3	3	6	-1.5
7D*		Integrate traffic data dashboard onto website	13.3	2	3	3	6	-0.8
7E*	Intelligent Transportation Systems (ITS)	Deploy variable message signs outside of Springdale (adjacent to future park and ride)	12.5	4	2	3	6	-2.5
7F		Implement Highway Advisory Radio message	10.5	2	1	3	6	-1.5
7G*		Leverage Automatic Vehicle Location technology to track and manage transit vehicles	11.5	2.5	1.25	3	5.5	-0.8

* Recommendation has been partially or fully implemented

5.2 Recommendations

This chapter presents a comprehensive set of recommendations to improve transportation options and manage traffic within Springdale. Organized into seven key categories, each set of recommendations addresses a critical aspect of the town's transportation network and supports long-term goals for a more efficient, low-impact, and accessible system for residents and visitors alike.

The recommendations were developed through a robust, multi-layered process that included analysis of existing conditions, insights from previous planning efforts, peer community comparisons, and extensive public engagement. Input was gathered from stakeholder interviews, steering committee discussions, public comments, and survey responses. Consultant expertise further informed the recommendations to ensure they are both practical and visionary.

Many of the proposed actions are aspirational, intended to guide future improvements beyond today's constraints. Their success will depend on continued coordination, collaboration, and resource sharing among Springdale's partners and stakeholders.

5.2.1 Pedestrian and Bicycle

5.2.1.1 Pedestrian Infrastructure

Efforts should prioritize closing sidewalk gaps throughout the town, guided by a coordinated analysis to identify the areas with the greatest need. At intersections, missing or faded crosswalk pavement markings should be installed or upgraded, and ADA curb ramps should be brought up to current standards. This includes adding tactile warning strips to enhance accessibility for visually impaired pedestrians.

The streetscape along Zion Park Boulevard and other key corridors should be enhanced with pedestrian-scale lighting, shade trees, and improved xeric landscaping to increase comfort and visual appeal. Additional hiking trails around Springdale should also be explored to expand recreational opportunities. Advancing the goals and objectives of the Springdale Signage and Wayfinding Master Plan (published in 2019) will further support safe, enjoyable pedestrian experiences. However, given concerns about sign fatigue in Springdale, any new signage should be added thoughtfully and only where it provides clear value.

5.2.1.2 Bicycle Infrastructure

Additional bicycle parking should be added near businesses, along Zion Park Boulevard, and at transit stops.

A key priority is closing the gap in the trail network between Trees Ranch and Anasazi Way, while continuing to support UDOT's Zion Corridor Trail feasibility study, which identifies potential trail alignments and trailhead locations in Springdale.

To improve cyclist safety, buffered and protected bike lanes should be installed where right of way allows, and high-visibility green "ladder" bike lane markings should be painted at commercial driveways and street intersections. Some of these upgrades may already be in progress through the Springdale Streets Department as a summer 2025 resurfacing project is in the works.

5.2.1.3 Micromobility

Springdale can further reduce reliance on cars by supporting shared mobility programs. Exploring the feasibility of establishing a bike share system is recommended with stations at key transit hubs like Lion Boulevard and Stop 6. Users could pick up or drop off bikes at any station, ride for up to 60 minutes at a time, and ride on traditional pedal bikes. This system could be modeled after GREENbike Utah, with passes ranging from $3 for a single ride to $75 annually. A mobile app would allow real-time tracking of bike availability. Careful implementation and ongoing community engagement are essential to ensure that the bike share program does not face political pushback. As a first-mile/last-mile mobility tool, the program should enhance connectivity to transit and local destinations. Clear guidelines should be established to discourage the use of bikes outside of town boundaries and to prevent adverse competition with existing local bike rental businesses.

5.2.2 Transit

5.2.2.1 Transit Stop Optimization

Lion Boulevard and Stop 6 should be enhanced to function as welcoming, multimodal hubs.

- Lion Boulevard - SunTran Bus Stop should become a true multimodal mobility hub, integrating public transit, bike share, and micromobility options. Improvements may include adding a bike share station, signage showing distances to local destinations, and a shaded shelter with seating.
- Stop 6 should be upgraded with distinct paving to clearly delineate SunTran and Town Shuttle boarding zones. These design improvements will reduce rider confusion, improve overall aesthetic, and potentially boost ridership.

5.2.2.2 Service Adjustments

To make public transit a more viable and attractive option, several service improvements are recommended to better meet the needs of visitors and residents, especially during peak travel times.

Shuttle Frequency and Hours:

During high-demand periods—particularly from Friday afternoons through Sunday afternoons—ZNP should reduce shuttle and bus headways by adding more vehicles to the Town fleet. More frequent service will reduce wait times and improve the overall user experience.

Operational hours should also be extended to run later into the evening, making transit more convenient for travelers to stay in Springdale later in the day to seek dining and shopping experiences.

Improved Bus Stop Amenities:

Bus stops should be upgraded with pedestrian-scale lighting, shade, bike racks, and integrated bike rental options. These enhancements will support multimodal travel, improve comfort and safety, and encourage more people to use public transportation.

Zion Transportation System – Canyon/Town Shuttle:

Year-round operation of both the town and canyon shuttles is recommended to better serve visitors and reduce congestion. During the winter, shuttle use could be required during operating hours to manage visitor traffic more effectively.

A straightforward seasonal shuttle schedule with frequency adjustments for seasonal demand should be created and broadly shared with the public.

Additionally, expanding the shuttle service to include a future Rockville/Virgin/La Verkin Park-and-Ride would enhance transportation connections between neighboring communities and Springdale's existing shuttle network.

Suntran Zion Line

To enhance the SunTran Zion Line, a range of facilities and service upgrades are recommended:

- Bus stop amenities such as shelters, benches, garbage cans, interpretative signage, and well-lit waiting areas should be installed, particularly in Parking Zone A along Zion Park Boulevard—to improve real and perceived pedestrian safety.
- Bike racks should be considered to support bike-and-ride commuting.
- Through public engagement, additional transit stops have been identified as regional destinations and should be considered at high-traffic or underserved locations including:
  - → Hurricane emergency room/clinic.
  - → St George Regional Hospital.
  - → Costco.
  - → Rockville near Bridge Road.

Paratransit on-demand services should be considered at the countywide level to meet the needs of individuals with disabilities or limited mobility.

Cashless payment options, including mobile apps like Transit, should be implemented to streamline fare payment and increase user convenience.

Additional recommended upgrades include developing a mobility hub:

- On Lion Boulevard
  - Add a Town Shuttle stop to provide direct access to the SunTran regional Bus network.
  - Implement supporting infrastructure and amenities to facilitate transfers and enhance user experience.

A sightseeing auto tour along SR-9 could be developed for SunTran Zion Line riders. By scanning a QR code, passengers would access an app providing narrated information on the area's history, geography, and geology while on the bus.

An interpretive SR-9 sightseeing auto tour may be developed that allows SunTran Zion Line riders to scan a QR code that links to an app for narration about history, geography, and geology while on the bus.

To better promote transit benefits and boost public awareness, it is encouraged to use educational bus wraps that showcase advantages like reduced traffic, cleaner air, cost savings, and easier parking. See the existing Zion shuttle wraps as a precedent. These wraps should be designed in line with the overall messaging plan and could draw inspiration from the social media approaches of successful transit agencies like the Utah Transit Authority. Addressing the current issue, the new wraps must be designed to ensure clear outward visibility for passengers, avoiding the dimmed visibility of the existing bus wraps.

5.2.3 Parking

Effective parking management will help reduce congestion, encourage carpooling, and support smarter land use in Springdale.

5.2.3.1 Parking Management Strategies

Increased Parking Rates

Increasing parking fees and updating notices on the Town's website and on the Greater Zion App will encourage visitors to seek alternatives. Continuing to improve the QR code parking payment system—developed with Utah Tech University—will help to enhance the visitor experience.

For example, a family of four riding the SunTran bus roundtrip currently pays approximately $40 per day, while parking in Springdale ranges from free (Zion Visitor Center parking) to $30 (all day, oversized vehicle parking), depending on location and duration. In many cases, driving and parking remain the cheaper option, creating a disincentive for transit use. Adjusting parking prices can help address this imbalance.

Strategic Reduction of On-Street Parking

Reducing on-street parking in key areas—particularly those that are adjacent to access points and in congested areas—can optimize vehicle circulation and improve safety for pedestrians and cyclists. This measure would also free up space for mobility improvements or aesthetic enhancements.

Priority Parking for Carpools

Priority parking should be designated for vehicles with three or more occupants, particularly in Parking Zone A and within Zion Visitor Center lots, as an incentive to reduce SOV travel.

Real-Time Parking Information Signage

Real-time parking signage is most effective at locations like the Zion National Park Visitor Center or other parking lots with a single controlled access point where vehicle counting equipment can be installed. A "Parking Spaces Available" sign could be placed before the South Entrance, giving drivers the opportunity to reroute to alternative parking areas if necessary. This information can also be shared through an online platform. A similar system has been successfully implemented at Acadia National Park.

Notable Mentions

While not encouraged as a primary recommendation, the following ideas received community input and may be considered in the future:

- A parking reservation system for high-demand weekends (Friday–Sunday) between Memorial Day and Labor Day.
- A 2-hour time limit in business zones to increase parking turnover during the busy season. Seasonal implementation and clear signage would be essential.

5.2.3.2 Parking System Improvements

To improve efficiency and usability, Springdale should enhance its existing parking infrastructure through improved layout of existing parking. Striping on-street parking stalls would help to maximize the number of vehicles that can park on a typical day and improve the visitor experience. Designated ADA-compliant spaces should be included to ensure accessibility.

Additionally, existing unpaved, pay-to-park areas in standard parking zones should be paved and striped. This will improve the overall appearance and functionality of these zones while supporting better traffic flow and visitor orientation.

5.2.3.3 Support Development of Park-and-Ride Facilities

To intercept vehicle traffic before it reaches Springdale and to reduce congestion, the development of park-and-ride facilities along SR-9 is strongly recommended. These lots should be strategically located in nearby communities such as La Verkin, Virgin, and Rockville with convenient access to shuttle routes and real-time travel information.

Potential park-and-ride locations include:

- Rockville: At SR-9 and the proposed Grafton Road Bypass intersection.
- Virgin: At SR-9 and Kolob Terrace Road.
- La Verkin: Near the SR-9 and SR-17 interchange adjacent to the existing hotels.

  → See the 2023 SR-9/SR-17 La Verkin planning study for identified potential locations for mobility hub and variable messaging system board location.

To encourage usage, these lots should follow typical design standards including clear striping, lighting, signage, landscaping, drainage, and safe multimodal access. Their usage will become increasingly effective as Springdale's in-town parking reaches 90% occupancy. Additional considerations will need to be made relating to how cars enter and exit the park-and-ride from SR-9 as not to negatively impact the LOS, and

5.2.4 On-Demand Services

On-demand transportation services can complement fixed-route transit and help reduce the town's reliance on personal vehicles, particularly for last-mile connectivity and visitors with off-peak travel needs.

5.2.4.1 Promote Existing Services and Regional Connections

Partnerships between on-demand providers and local businesses can enhance Springdale's transportation network. For instance:

- Support direct shuttle services connecting Springdale to regional hubs such as St. George and the airport, by formally coordinating with transit providers and actively pursuing targeted transportation funding for service expansion.
- Encourage hotels and local businesses to participate in on-demand mobility efforts, whether through shared shuttle programs or investments in expanded microtransit networks.

5.2.4.2 Designated Pick-up and Drop-off Locations

To reduce traffic congestion and avoid conflicts with the existing shuttle system, clearly designated pick-up and drop-off zones should be established in high-demand areas, such as Zion Canyon Village and the future East Zion Discovery Center. These zones should include:

- Distinct pavement markings and signage.
- Integration into ride-hailing and navigation apps This infrastructure will streamline the flow of on-demand services while enhancing safety and organization.
- Designated hitchhiking areas/signage may also be considered in these locations.

5.2.4.3 On-Demand Operation Models

To foster innovation and scalability, Springdale should encourage multiple on-demand providers rather than exclusive contracts. These services prioritize tailored transportation services particularly to support chartered groups and executive clientele.

While on-demand transit helps reduce SOV trips, it may increase VMT depending on average trip lengths and efficiency. It's best viewed as a supplement to fixed-route service, not a replacement.

Other proposed initiatives include:

- Introduce a seasonal express park-and-ride service operated by a third-party provider to supplement existing SunTran service. This express shuttle would run between scheduled SunTran pickup times to increase overall service frequency. Further study is needed to evaluate operational costs, trip frequency, and service logistics. Implementation would likely require securing a local grant to fund operations.

Together, these on-demand services offer flexible, responsive, and low impact transportation alternatives that enhance the mobility experience in and around Springdale.

5.2.5 Roadway Infrastructure

Improving Springdale's transportation network requires a strategic focus on roadway safety, smoother traffic flow, and stronger connections between key travel corridors. These efforts aim to support multimodal mobility, reduce car dependency, and create a safer and more enjoyable experience for all users—whether walking, biking, riding transit, or driving. Careful implementation and planning of the following recommendations are essential as to not impair traffic movement and exasperate congestion.

5.2.5.1 Traffic Flow and Safety Enhancements

Reduced vehicle speeds generally create a safer environment for pedestrians and cyclists. Therefore, a variety of traffic calming strategies should be considered at key locations throughout Springdale, and at strategic locations in adjacent communities along SR-9. These could include:

- Curb extensions at crosswalks, which shorten crossing distances and improve visibility.
- Raised crosswalks (Speed Table) in front of key destinations like Springdale Elementary School.
- Speed control features such rumble strips to discourage speeding.
    - Bulb-outs and lane narrowing in Rockville, especially at the town entrance and near Bridge Road, to create a more pedestrian-friendly street environment.

To support broader objectives such as congestion management, corridor preservation, environmental mitigation, and reduced vehicle demand, phased projects should also address roadway safety and the quality of the pedestrian environment—especially near transit access points.

One critical example is the existing bus stop in Virgin, which presents several challenges: it is located within a 65 mph speed zone, lacks high-visibility pedestrian crossings or signage, and offers no seating, shade, or human-scale landscape features. This combination creates an unsafe environment with a high level of traffic stress, making it extremely dangerous for pedestrians attempting to access transit.

To improve safety and encourage use of regional transit services, posted speed limit reductions are recommended in key areas:

- **Springdale (Parking Zone A):** Reduce from 30 mph to 25 mph.
- **Rockville:** Reduce from 40 mph to 30 mph.
- **Virgin:** Reduce from 65 mph to 40 mph (or lower), particularly near transit stops, to improve safety and calm traffic entering the town.

In addition, physical enhancements to streetscapes near key bus stops in Virgin and La Verkin should be prioritized. Recommended improvements include:

- Installation of high-visibility pedestrian crossing signage and striping.
- Human-scale landscape elements to enhance comfort and visual appeal.
- Traffic calming features such as narrowed lanes, raised crossings, or curb extensions.
- Safety infrastructure—such as bollards, boulders, or curb-and-gutter systems—to buffer pedestrian areas from fast-moving traffic.

5.2.5.2 Electric Infrastructure

To support the growing demand for sustainable transportation options, Springdale has partnered with the Charge West initiative through Utah Clean Cities to install electric vehicle (EV) charging infrastructure. Increasing the availability of EV chargers will encourage cleaner travel to and within the region, especially for tourists and visitors arriving in electric cars.

5.2.6 Transportation Demand Management Strategies

To reduce SOV use and promote more efficient travel throughout Springdale, a comprehensive set of TDM strategies should be implemented. These initiatives are aimed at employees, residents, and visitors, and are designed to encourage the use of alternative modes of transportation while improving overall travel planning and system performance.

5.2.6.1 Program Development and Monitoring

Smart Travel Connections Program

This program focuses on encouraging smarter travel behavior by providing accessible information, promoting transit usage, and offering targeted incentives across three key groups: employees, visitors, and residents.

Park Once Strategy

To further reduce traffic congestion and promote walking, biking, and transit use, Springdale should embrace a park once philosophy:

- Encourage visitors to park in a single location and explore the town by foot, bike, or shuttle.
- Use clear signage at town entrances and along key corridors to direct drivers to available parking areas.
- Collaborate with hotels, visitor centers, and websites to promote the strategy and inform guests in advance.
- Offer incentives such as discounts or coupons for those who use the park once system.

TDM Monitoring and Mapping Program

To support data-driven decision-making, Springdale should implement a robust monitoring and mapping system that includes:

- Tracking employee commute patterns through surveys and apps.
- Mapping visitor movement trends using GIS-enabled apps (like Strava).
- Creating public-facing dashboards to share insights on congestion, air quality, and travel trends, helping residents make informed travel choices.

Additional Considerations

- Conduct a Complete Streets analysis to prioritize safety upgrades and determine where speed gradients are the highest.
- Improve the separation between travel modes—pedestrian, bicycle, and vehicle—to ensure safe and comfortable movement for all users.
- Update the Springdale Trails Map to reflect current and planned improvements.

Target Group: Employees

Reducing SOV use among the local workforce is essential for improving traffic flow and air quality. A variety of strategies are proposed:

Carpool Programs

- Offer financial incentives (subsidies or reimbursements) for employees who carpool or use transit.
- Designate preferred parking spots for carpoolers.
- Set up a ride-matching platform to connect employees traveling similar routes.
- Include amenities like GPS location apps and dedicated drop-off zones to streamline carpooling.

Transit Support

- Collaborate with transit providers to offer discounted or employer-sponsored passes.
- Integrate transit pass payments with the Transit app for seamless access and tracking (note: “SunTranUtah” was not available on the app as of April 9, 2025).
- Establish an employer ID system for bulk transit pass purchases and usage tracking.

Vanpool Initiatives

- Provide organizational support and resources to form vanpools.
- Assist in vehicle procurement, route planning, and scheduling.
- Use vanpools to connect workers to their jobs, transit hubs, and park-and-ride lots.
- Partner with local businesses to tailor programs to workforce needs.
- Guaranteed Ride Home initiative that provides late night van for employees who may have missed the last bus.

Commuter Planning

- Host workshops and offer personalized commute planning services.
- Provide educational materials to inform employees of alternative travel options like biking, vanpooling, or transit.

Target Group: Visitors

Springdale can reduce visitor-related vehicle congestion through a program which promotes alternative arrival and travel modes:

Visitor Connections Program

- Offer incentives such as discounts at hotels, restaurants, and attractions for visitors who leave their car at home or park in off-site lots.
- Provide storage options for luggage or gear before hotel check-ins or after check-outs to encourage all-day stays without cars.
- Partner with regional entities, transit agencies, and local businesses to implement and promote this program.

Information Campaign

- Distributing brochures through hotels, short-term rentals, and visitor centers.
- Using billboards, posters, and outdoor signs to spread awareness.
- Including transportation information in materials like the Greater Zion: Vacation Planner.

Target Group: Residents

Residents should also be supported in making sustainable travel choices through enhanced access to smart travel information, commute planning tools, and education about SunTran bus connections.

5.2.6.2 Pricing and Demand Management

Effective pricing strategies and access controls can play a crucial role in managing visitor volumes, reducing congestion, and encouraging the use of sustainable transportation options in Springdale and Zion National Park. This section outlines key initiatives aimed at optimizing access and promoting transit use while enhancing the overall visitor experience.

Transit and Mobility Incentives

To further reduce SOV use and encourage transit ridership, several fare and incentive programs should be introduced:

- Transit Fare Subsidies:
  - → Offer a partial fare subsidy (e.g., 50% discount) to make transit a more attractive option for regional travelers, particularly those commuting from the St. George area.
  - → Explore offering full fare coverage for specific user groups or during peak tourism periods to drive mode shift.
  - → Provide discounted park passes for riders using public transportation to enter Zion National Park, incentivizing car-free visitation.
  - → Alternately, free fare days (or months) can be considered to help alleviate congestion during the busiest times of the year.
- Hotel-Based Transit Promotions:
  - → Partner with local hotels to promote public transit and alternative travel options to guests.
  - → Develop guest transportation resource guides for hotel front desks and booking confirmations.
  - → Encourage hotels to:
    - ► Promote carpooling and using transit to employees.
    - ► Offer discounts for guests who arrive by the SunTran bus.
    - ► Implement parking fees for overnight guests, encouraging reduced car use.
    - ► Offer incentives for longer guest stays, reducing turnover-related congestion.

Access Management

A comprehensive Congestion and Access Management Program should be implemented to improve intersection safety, traffic flow, and access to key destinations, particularly within the Springdale corridor. The program is guided by the following goals:

- Enhance roadway efficiency and network reliability.
- Reduce vehicle emissions through smoother traffic operations.
- Improve safety at high-conflict areas.

Key Actions:

- Conduct data collection and analysis to identify congestion/conflict points and priority areas.
- Introduce access management interventions such as:
  - → Limiting driveways and reducing driveway density.
  - → Eliminating left-turn movements at high-risk locations.
  - → Installing median treatments (painted and traffic island) to guide traffic and reduce conflict points.
  - → Improving intersection and corridor design to streamline flow.
- Reference federal best practices and case studies, such as those outlined in the Transportation Research Board's Access Management Manual.

Streamlined Park Entry

To support smoother park access and reduce bottlenecks at entrance stations, visitors should be encouraged to prepurchase park passes online or through partner vendors. This not only reduces entry processing times but also reduces congestion via shorter queuing times. provides an opportunity for proactive communication of smart travel options and park regulations.

5.2.7 Technology

Integrating innovative technologies into Springdale's transportation system will enhance operational efficiency, streamline traveler information sharing, and promote sustainable mobility options. This section outlines a multitiered approach, incorporating both physical and digital applications, ITS, and real-time communication tools.

5.2.7.1 Physical Applications

Interactive Mobility and Education Kiosks

To improve trip planning and encourage sustainable travel behavior, interactive visitor kiosks should be installed at key entry points, including Springdale's gateway. These kiosks can:

- Provide real-time travel updates utilizing real-time count data.
- Support trip coordination tools for multimodal transportation.
- Display interpretive signage that educates visitors about local mobility options and environmental stewardship.
- Promote alternative modes of travel, such as shuttles, walking, and biking.

5.2.7.2 Digital Applications

Online Mobility App Integration

Collaborate with the Greater Zion mobile app to deliver enhanced trip-planning and transportation tools. The app should include:

- Real-time travel data and transit accessibility features.
- Customized trip planning, integrating:
  - → Multimodal routing.
  - → Travel time and fare estimation.
  - → Carbon footprint tracking.
  - → Live traffic and interactive mapping.
- Incentivized smart travel through app-linked discounts, coupons, and rewards.
- Integration of multiple transportation providers:
  - → Public transit.
  - → Hotel and private shuttles.
  - → Taxis and ride-hailing services.

Transit System Integration and Digital Enhancements

To improve system reliability and ease of use:

- Launch real-time estimated time of arrival and vehicle tracking for all transit services.
- Develop a centralized transportation website consolidating all travel and parking information.
- Integrate transit schedules with Google Transit for seamless user experience.
- Deploy Next Bus technology to enhance transit visibility and predictability.
- Promote existing services (e.g., SunTran buses) and park-and-ride facilities via digital platforms.

Traffic Data Dashboard

A traffic dashboard on the Town's website will improve transparency and allow residents and visitors to plan more effectively:

- Include historical congestion trends, updated quarterly.
- Provide real-time congestion maps, traffic camera feeds (UDOT Traffic), and predictive travel insights.
- Incorporate congestion data into brochures, maps, and tourism materials to enhance visitor planning.

Officially launched in Spring of 2025, the UDOT's Roads to Recreation transportation information resource for traveling in the ZNP area. This effort also includes Instagram and Facebook stories for road status updates. This website includes information about road conditions, large vehicle restrictions, where to park and how to take transit, and information about nearby parks.

5.2.7.3 ITS and Digital Communication

Traveler Information System Expansion

Implement and expand real-time communication tools such as:

- VMSs positioned strategically along SR-9 (Rockville, Virgin, East Zion) to:
  - → Display congestion levels.
  - → Alert drivers to parking availability.
  - → Recommend alternate routes or park-and-ride locations.
  - → Share time, date, and travel tips.
- Note: current VMS are located at SR-9 EB @ milepost 1, I-15 NB @ milepost 14, I-15 SB @ milepost 29, I-15 SB @ milepost 39.

Research Note

While studies show that Variable Message Signs have limited effectiveness in reducing single-occupancy vehicle use, they remain valuable for real-time traffic management and wayfinding.

36% of survey respondents cited the park newspaper or flyer as their primary source of information.

11% reported noticing a highway message sign and subsequently tuning into the Highway Advisory Radio. This system may have influenced about one-third of those who opted to use the shuttle. Some respondents suggested including weather updates on HAR for greater usefulness.

Visitors expressed interest in receiving real-time updates on parking availability, bus schedules, and wait times. Other studies—such as those focused on Acadia National Park—have found that shuttle frequency, number of stops, and route density significantly influence visitor satisfaction with voluntary shuttle systems.

- Portable variable message signs (PVMSs) to support flexible, event-based or seasonal traffic management.
- Community wide wi-fi/broadband connectivity to assist in improving the visitor experience.
- Consider a partnership with UDOT— to display info farther from the park.

ITS Implementation and Communications

To modernize and optimize transportation network performance:

- Deploy automatic vehicle locators (AVL) for transit vehicles to enable accurate fleet tracking. (Note: As of Spring, 2025, AVL functionality was made operational and live updates can be foud on the SunTran mobile app or on the Roads to Recreation website.)
- Establish a highway advisory radio (HAR) system:
  - → Broadcast real-time updates on travel conditions, traffic incidents, shuttle service status, and park entry alerts.
  - → Consider leasing HAR equipment for cost-effectiveness and scalability.
  - → Support integration of HAR messaging with VMS and digital kiosks.

6. Action Plan

Building on the ranked list from the feasibility analysis, this action plan outlines practical, implementable strategies to encourage car-free travel to and within Springdale. It identifies roles for key stakeholders—including local businesses, tourism and marketing agencies, local government, transportation providers, and Zion National Park—to support smarter, more sustainable transportation choices. The action plan prioritizes recommendations by ranking them according to evaluation criteria, which are themselves based on a feasibility analysis and a consideration of each recommendation's benefits and consequences.

6.1 Methodology

The purpose of the action plan is to translate recommendations into a step-by-step, actionable implementation plan by following the following process:

- Develop action steps for each recommendation.
- Assign lead responsibility to appropriate stakeholders.
- Sequence actions into four categories:
  - → Immediate (quick wins).
  - → Near-term (1–3 years).
  - → Long-term (3+ years).
  - → Ongoing (continuous initiatives).
- Establish metrics to track progress and success.

Tailored implementation strategies were developed for the following stakeholder groups:

1. Local Businesses.
2. Tourism and Marketing Agencies.
3. Local Government.
4. Transportation Providers.
5. Zion National Park.

Each recommendation implantation strategy was further considered the following:

- **Complexity** – How difficult it is to implement.
- **Feasibility** – Practicality of execution given current conditions.
- **Core Elements** – Key components needed for success.
- **Required Resources** – Staffing, materials, and funding.
- **Partners and Stakeholders** – Based on public engagement feedback.
- **Likelihood of Success** – Expected effectiveness.
- **Potential Challenges** – Anticipated barriers.

6.2 Smart Travel Recommendations Summary

Successfully achieving the Town's smart travel transportation goals will require a coordinated, multifaceted, and disciplined approach. The recommendations outlined across Sections 1.1 through 1.7 are not stand-alone solutions, but rather interdependent strategies that, when implemented together, will promote safety, accessibility, and sustainability—while preserving the unique character and natural beauty of Springdale.

Each initiative—whether it involves on-demand transit, pricing strategies, infrastructure improvements, or advanced technology, plays a critical role in shaping a more efficient and resilient transportation system. When thoughtfully combined, these efforts will enhance mobility for residents, businesses, and visitors alike; support car-free travel; and create a more connected and people-friendly community.

To realize this vision, the Town must adopt a holistic implementation framework that integrates multimodal infrastructure, transportation demand management, real-time information systems, and community engagement. This comprehensive strategy will position the Town to manage growth responsibly, reduce congestion, and enhance the visitor experience, employee opportunities, and the overall quality of life for residents.

6.3 Implementation Strategies

This section outlines a path forward to turn recommendations from the feasibility analysis into action. Strategies are organized into five key implementation groups: Local Businesses, Tourism and Marketing, the Town of Springdale, Transit and On-Demand Services, and Zion National Park. Each group plays a vital role in supporting sustainable transportation and improving the visitor and resident experience in and around Springdale. These coordinated strategies focus on collaboration, practical next steps, and prioritizing actions that can deliver immediate and long-term benefits.

6.3.1 Local Businesses Strategies

Local businesses play a key role in shaping visitor behavior and supporting smart travel in Springdale. Moving forward, businesses can align with transportation goals by taking the following steps:

Immediate Actions:

- Install bicycle parking where it is currently lacking to improve bike accessibility.
- Promote bike safety by distributing safety tips and supporting bike education efforts.

Priority Strategies:

- Support employee transportation alternatives by offering the following:
  - → Incentives for transit, carpooling, or lodging locally.
  - → Fare subsidies or reimbursement for staff who use transit.
- Collaborate with on-demand service providers to offer flexible transport options to guests.
- Expand EV charging availability to support electric vehicle use.
- Promote a 'park once' strategy at Zion by informing visitors about how easy it is to explore the park via bike and the Zion Shuttle. This will be reinforced with clear signage, updated maps, and targeted promotions.

Secondary Opportunities:

- Offer visitor incentives for using transit travel modes:
  - → Charge for on-site parking while offering discounts or perks (e.g., free beverage or rental) for those who arrive via bus or bike.
  - → Incentives may be advertised to patrons with signage at front door that reads "Ask us about our car free discount(s)."
  - → Partner with bike outfitters, offer free loaner bikes, or distribute transit-based discounts.
- Encourage the participation of private-sector transportation services—such as hotel shuttles, guided tour operators, bike-share companies, and micromobility vendors (e.g., e-scooters or e-bikes)—by streamlining permitting processes, identifying designated loading/unloading zones, and exploring flexible curbside policies.
  - ➢ Ensure that only park-approved e-bike classes are rented by educating outfitters about Zion's e-bike regulations and rental responsibilities.

Program Implementation Support:

- Keep participation easy and low-maintenance through digital systems (e.g., app check-ins, auto-applied discounts).
- Feature participating businesses prominently in marketing materials, maps, and shuttle hubs.
- Engage businesses through regular updates on program outcomes, customer participation, and future opportunities.

Through ongoing collaboration with the Town, tourism partners, and transportation providers, local businesses can be a strong force in advancing a more sustainable and connected Springdale.

6.3.2 Tourism and Marketing Strategies

Tourism and marketing agencies are essential in shaping visitor expectations and promoting sustainable travel choices. The next steps below offer practical ways to reinforce and implement car-free travel strategies through coordinated campaigns and resources.

Immediate Actions:

- Launch social media campaigns focused on:
  - → Safe pedestrian and cyclist behavior.
  - → The benefits of riding transit (e.g., Do your part—choose transit).
  - → Engaging, relatable themes: save time, save money, skip parking, reduce stress, and connect with the community.
  - → Highlight transit as a lifestyle option: read a book, relax, or plan your day—things you cannot do while driving.

Priority Strategies:

- Promote and invest in the Greater Zion App to integrate tourism and transportation information.

- UDOT Roads to Recreation:Zion Area website should continue to act as the centralized hub for travel information:
  - → Include real-time traffic data.
  - → Redirect traffic-related pages from other regional sites to one central location.
- Use compelling visuals to highlight the experience of car-free travel—shuttles, biking, and scenic views—across all platforms (websites, apps, signage, ads).

Secondary Opportunities:

- Promote active travel options:
  - → Highlight nearby trails like the Zion Corridor Multiuse Regional Trail, Pa'rus Trail, and the East Zion Multiuse Trail.
- Encourage a slower pace of travel:
  - → Promote staying longer in Springdale and exploring beyond Zion Canyon.
- Emphasize the benefits of smart travel:
  - → Feature emissions reduction, reduced congestion, stress-free travel, and safety.
- Showcase Springdale's character in campaign messaging to connect emotionally with visitors.
- Support responsible tourism:
  - → Promote smart travel behavior and environmental stewardship.
- Develop interactive education kiosks with maps, mobility info, and travel tips.

Collaborative Opportunities:

- Work with hotels, tour companies, the Zion Canyon Visitors Bureau, and the National Park Service to align messaging and cross-promote car-free options.
- Coordinate campaigns regionally to ensure consistent and widespread reach.

This collaborative marketing strategy helps establish Springdale as a model destination for sustainable tourism and supports the long-term preservation of Zion National Park.

6.3.3 Town of Springdale Strategies

The Town plays a central role in implementing transportation improvements that support sustainable access to Zion National Park. The focus moving forward should be on actionable, phased efforts that align infrastructure, policy, and public engagement with broader regional goals.

Immediate Actions:

- Improve pedestrian safety and accessibility:
  - → Add/enhance crosswalks and on-street parking striping.
  - → Paint green, ladder-style bike crossings at driveways/intersections.
  - → Add bicycle parking in public rights-of-way.
  - → Restriping projects to improve cyclist protection (conduct feasibility study).
- Adjust local regulations and pricing:

- → Increase parking rates to manage demand and encourage smart travel.

Priority Strategies:

- Park-and-Ride Infrastructure:
  - → Support and advocate for park-and-ride development (Rockville, Virgin, La Verkin).
- Mobility Infrastructure Enhancements:
  - → Complete sidewalk and multiuse trail gaps.
  - → Create separated facilities for bikes and pedestrians to reduce conflicts.
  - → Improve amenities at transit stops (shade, seating, visibility).
  - → Implement traffic calming and streetscape improvements, especially in conflict zones.
- Minimize In-Town Vehicle Movement:
  - → Launch and promote a park once strategy.
  - → Establish a smart travel connections program tailored to visitors, residents, and employees.
- Support Mobility Hub Development:
  - → Coordinate to build a multimodal hub on Lion Blvd.
- Safety Improvements:
  - → Enforce speed limits and implement targeted traffic-calming measures.

Ongoing and Secondary Strategies:

- Encourage Multimodal Travel:
  - → Maintain and deepen coordination with key partners—UDOT, Washington County, SunTran, and the National Park Service (NPS)—to advance transportation strategies that align with Springdale's long-term mobility goals. This includes continued advocacy for local priorities, ensuring the Town has a seat at the table in planning and funding discussions, and actively participating in regional transportation planning forums.

Implement Real-Time Communications:

- → Develop a local mapping and monitoring program to systematically track transportation trends and assess progress over time. This program should include the collection and analysis of key performance metrics such as:
  - ► Traffic Volume (vehicles/day): Measure the average daily traffic entering and circulating through Springdale and Zion Canyon.
  - ► Travel Times During PM Peak: Monitor travel time from key access points (e.g., SR-9 entry to shuttle boarding zones) during peak afternoon periods to assess congestion levels.
  - ► Active Transportation (AT) Network Mileage: Track the total miles of pedestrian and bicycle infrastructure within Springdale, Zion National Park, and along the Zion Canyon Trail.
  - ► Parking Supply: Document the total number of public and private parking stalls available in town and identify changes over time.

        - Transit Ridership: Record annual ridership data for both the Town Shuttle and Zion Canyon Shuttle systems.
    - → Deploy real-time communication tools:
        - Install variable message signs on near key park and ride locations outside of Springdale to provide live updates on traffic, parking availability, and shuttle services.
        - Utilize highway advisory radio and roadside notification signs to inform motorists approaching from I-15 and nearby routes about current conditions and travel options.
    - → Improve wayfinding signage, trail mileage markers, and separate SunTran/Town Shuttle boarding areas.
- Aesthetic Enhancements:
    - → Use natural materials and landscaping in active transportation infrastructure to maintain Springdale's visual character.
- Operational Improvements:
    - → Create designated pick-up/drop-off zones for better circulation.
    - → Pave and stripe existing pay-to-park areas in Zone C.

Desired Outcomes:

- Reduced vehicle congestion in and around town.
- A safer, more enjoyable experience for visitors and residents.
- Stronger alignment between tourism growth and long-term sustainability goals.

These steps can be adjusted based on community feedback, available funding, and coordination with regional partners. Springdale's role as a gateway community positions it to lead by example in balancing access, sustainability, and local quality of life.

6.3.4 Transit and On-Demand Strategies

Transit and on-demand services play a key role in reducing SOV use and supporting a car-free visitor experience. By improving transit visibility, reliability, and connectivity, both public and private providers can help meet the transportation needs of Springdale and Zion National Park.

Immediate Actions:

- SunTran Marketing and Promotion:
    - → Launch targeted campaigns to increase awareness and ridership.
    - → Promote benefits of regional connections to encourage use beyond Springdale.
- Bus and Shuttle Enhancements:
    - → Install bus stop shelters where lacking.
    - → Add amenities at transit stops (shade, seating, signage) to improve comfort and accessibility.

Priority Strategies:

- SunTran:
    - → Expand stop amenities system-wide.

- → Introduce cashless payment options to speed boarding and simplify use.
- → Implement AVL systems and integrate with the Greater Zion App for real-time tracking.
- → Provide park-and-ride shuttle service if facility is built outside Springdale.

- Zion Transportation System:
  - → Extend Town and Canyon shuttle operations to year-round service, with flexible scheduling based on seasonal demand.
  - → Expand service to Rockville if a park-and-ride is located there.
- Bus and Shuttle Shared Improvements:
  - → Reduce wait times during peak periods by adding shuttles.
  - → Extend operational hours for better service coverage.
  - → Maintain a culture of safety through regular training for drivers (defensive driving, customer service).
- On-Demand Providers:
  - → Support private operators offering service to key locations not served by fixed routes.
  - → Develop and promote a bike share program as part of a multimodal travel strategy.

Secondary Strategies:

- SunTran:
  - → Introduce paratransit or demand-response services to better serve people with limited mobility or nontraditional schedules.

Success depends on strong coordination between agencies (e.g., SunTran, NPS, Town of Springdale), private partners, and community stakeholders. Monitoring transit usage and rider satisfaction will help guide service adjustments over time. Focused investments in user experience and system reliability will help encourage greater transit adoption by both visitors and residents.

6.3.5 Zion National Park Strategies

Zion National Park plays a central role in regional mobility and visitor experience. Key strategies aim to enhance the park shuttle system, improve active transportation connections, and strengthen parking and visitor communication.

Immediate Actions:

- Designate priority parking for vehicles with 3+ occupants to encourage carpooling.
- Promote prepurchase of park passes to streamline entry and reduce congestion at entrance stations.

Priority Recommendations:

- Pa'rus Trail Buildout - complete enhancements to this multiuse trail to support walking and biking access into the park.

Secondary Recommendations:

- Expand Shuttle Services - work toward offering year-round shuttle operations to better manage visitor flow and reduce vehicle reliance across seasons.

Zion National Park can coordinate closely with the Town of Springdale, transit providers, and local tourism agencies to align visitor education, parking management, and trail access improvements. These strategies support both short-term congestion relief and long-term sustainability goals.

6.3.6 Implementation Scenario

Addressing Springdale's transportation challenges involves a variety of potential actions stemming from the top-priority recommendations. Given the intricate and interconnected nature of Springdale's transportation system, the order in which these strategies are implemented is crucial. A suggested phased implementation framework is outlined below and in Table 6-2, categorizing actions by their complexity and potential impact:

- **Phase 1: Immediate Actions (Low Complexity, High Impact):** These strategies can be implemented quickly to enhance mobility and reduce reliance on personal vehicles.
- **Phase 2: Near-Term Actions (Moderate Complexity):** These initiatives focus on bolstering infrastructure safety and improving communication systems.
- **Phase 3: Long-Term Actions (High Complexity, High Investment):** These are larger-scale projects requiring significant coordination and financial resources.
- **Ongoing/Programmatic Strategies:** These behavior-focused and communication efforts support the entire transportation network and should be regularly reviewed and adapted.

Table 6-1. Implementation Scenario

ID #	Recommendation	Feasibility Ranking Score
Phase 1: Immediate Actions (0–1 Year)		
1B	Enhance or add crosswalks	14.8
1F	Install bicycle parking throughout Springdale	11.9
2M	Introduce cashless payment methods for transit and parking	8.3
3E	Stripe on-street parking stalls	7.9
Phase 2: Near-Term Actions (1–3 Years)		
1I	Paint green ladder bike lanes at driveways and roads	15.9
7E	Deploy variable message signs outside of Springdale (adjacent to future park-and-ride)	12.5
5A	Implement traffic calming measures at key conflict areas	11.9
Phase 3: Long-Term Actions (3+ Years)		
3G	Support development of park-and-ride facilities	14.4
Ongoing / Programmatic Strategies		
6A	Implement Smart Travel Connections Program (Visitors, Employees, Residents)	16.8
1G	Close gaps in multiuse trail network	12.0

This phased implementation scenario represents one possible direction the Town can take to roll out its smart travel and transportation improvements. The approach is designed to balance quick wins

with long-term impact, allowing the Town to build momentum, gather valuable data, and refine strategies over time.

By sequencing actions across immediate, near-term, long-term, and ongoing phases, Springdale can achieve early successes that enhance mobility and visitor experience while laying the groundwork for more complex infrastructure and policy changes. Importantly, this framework is flexible—the specific timing and order of each recommendation can be adjusted to reflect funding availability, permitting timelines, staffing capacity, and evolving community priorities.

Ultimately, this scenario offers a practical roadmap to support the Town's commitment to reducing SOV travel, encouraging active modes, and preserving the unique character of Springdale and Zion National Park.

6.4 Messaging Plan

To support the successful implementation of car-free travel strategies in the Springdale–Zion region, a focused messaging plan is essential. This section outlines a comprehensive approach to inform and educate visitors on how to navigate available transportation options with clarity and confidence, while promoting low-impact, car-free travel behaviors. Messaging efforts should emphasize ease of use, access to scenic and cultural attractions, and the environmental and experiential benefits of choosing transit and active transportation.

As of May 2025, UDOT launched the *Roads to Recreation* website as a centralized transportation resource for the Zion National Park area. The site provides real-time updates on road conditions, large vehicle restrictions, transit options, nearby recreation areas, and UDOT project information. Social media channels also support the initiative by sharing timely updates. Incorporating this platform into the visitor messaging plan will be essential for improving traveler awareness and access to relevant transportation information. It is recommended that state (Visit Utah), regional (Greater Zion), and local (Springdale) tourism websites add a link to UDOT's *Roads to Recreation – Zion Area* webpage to improve access to transportation information for visitors.

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6.4.1 Marketing and Visitor Awareness

An effective marketing strategy will raise awareness of transportation alternatives before and during a visitor's stay. Messaging should be simple, clear, and aligned across all platforms, from websites and mobile apps to physical signage and social media. Prearrival communication is especially important to reduce in-town circulation and prepare visitors for car-free experiences. Campaigns should highlight how using transit improves the visitor experience while protecting Zion National Park and the surrounding community from congestion.

6.4.2 Partnerships and Regional Collaboration

Successful communication will rely on strong partnerships across regional agencies, tourism operators, and digital platforms. Collaborating with the Greater Zion tourism and coordinating with Utah's state tourism website will help deliver unified, strategic messaging. These partners should also work together to develop promotional content, educational tools, and real-time transportation information for users.

6.4.3 Transit Promotion and Awareness

A dedicated marketing and communication campaign should be developed to promote Springdale's transit system, including fixed-route shuttles, microtransit services, vanpools, and park-and-ride

options. Special emphasis should be placed on reaching travelers before they get to Springdale (along I-15 and other regional corridors). Transit information should be accessible and user-friendly through mobile apps (like the Greater Zion app), websites, and signage at transit hubs and park-and-ride lots.

Seasonal marketing strategies should be implemented to increase transit ridership during peak times, especially in summer. Targeted campaigns can also be created for microtransit and vanpool services, promoting their flexibility and accessibility.

6.4.4 Incentives and Visitor Engagement

To boost participation in car-free travel, the plan recommends offering visitor incentives such as local business partnerships, discounts, or promotional items (e.g., free ice cream or coffee for transit riders). These incentives reinforce positive experiences with alternative transportation. Campaigns should also promote slow travel, and multiday stays in Springdale to deepen visitor engagement and reduce peak-day congestion.

6.4.5 Education and Safety Initiatives

Educational efforts should focus on helping visitors understand their transportation options both before and during their trip. Materials should be tailored for both preplanned travelers and those making spontaneous decisions. Front-line staff at hotels, visitor centers, and other key locations should be trained on available transportation services to provide informed guidance.

Continue to support active transportation with the Bike Ambassador initiative—developed in coordination with Zion National Park—to enhance safety and navigation for cyclists. Safety campaigns should be used to inform tourists unfamiliar with local travel conditions, especially during high-traffic periods. Public messaging around smart travel behavior can reinforce respectful and responsible travel decisions.

6.4.6 Digital and Social Media Engagement

A strong digital presence is key to reaching target audiences. A social media campaign should be launched using creative and engaging content that connects with visitors emotionally while delivering practical information. Messaging may include themes such as relaxation, adventure, sustainability, and cost-savings, supported by statistics (e.g., public transit reduces emissions by up to 53 times compared to driving alone; one bus can replace up to 60 SOVs). Hashtags and user-generated content can also help boost reach and engagement.

Sample taglines might include:

- Summer Vibes, Hassle-Free Rides.
- Vacation Glow-Up: Relax, Recharge, Ride Transit.
- Park Smarter, Not Harder.

Social media content should emphasize what travelers can do on transit that they cannot while driving—reading, planning, relaxing, or enjoying the scenery—reinforcing the value of the car-free experience.

6.4.7 Expected Benefits and Challenges

A well-executed messaging strategy can increase the use of sustainable transportation, improve visitor experience, reduce congestion, and elevate the public perception of transit options. However, communication campaigns require ongoing investment and coordination to be effective. Changing deeply ingrained habits can be difficult, and measuring campaign success may be complex. Broad marketing efforts can also be costly, highlighting the importance of targeting and leveraging partnerships to maximize reach and impact.

6.5 Funding

This study identifies a range of potential funding sources to support implementation, including federal, state, local, and private sector options. A diversified funding strategy will be essential for success.

Next Steps to Secure Funding:

- Apply for federal and state transportation grants.
- Pursue public-private partnerships and sponsorships.
- Develop a grant strategy.

Identify priority projects, match them with competitive funding programs, and allocate staff or consultant support for application development.

Local Funding Sources:

- Sales tax.
- Lodging (transient room) tax – Available through Springdale and Washington County.
- Parking revenue – Not recommended for ongoing funding source.

State Funding Sources:

- Transportation Investment Fund (TIF) - Active Transportation – Supports nonmotorized projects that reduce congestion on the state highway system.
- Transit Transportation Investment Fund (TTIF) - First and Last Mile – Supports connections to public transit through non-motorized projects.
- Utah Trail Network – Funds statewide paved trail connections.
  - → The Zion Corridor Multiuse Trail is a current recipient; phased construction is underway.

Federal Funding Sources:

- Active Transportation Infrastructure Investment Program (ATIIP).
- Carbon Reduction Program (CRP).
- Congestion Mitigation and Air Quality Improvement Program (CMAQ).
- Rebuilding American Infrastructure with Sustainability and Equity (RAISE).
- National Renewable Energy Laboratory (NREL).
- Federal Transit Administration (FTA) grants.

Other Funding Tools:

- Bonding – Springdale may issue Municipal, Special, or General Obligation (GO) bonds for transportation projects. Bonds provide a more stable funding stream than sales tax and allow the Town to plan for larger capital investments. Interest rates will depend on the Town's credit rating and market conditions.
- Transportation Impact Fees – One-time fees charged to new development to fund transportation improvements proportional to their impact. These can be used for capital projects (not maintenance or operations), especially if the town updates its program to better support multimodal infrastructure.
- Private Sector Partnerships (e.g., for EV charging infrastructure) – Collaborate with EV charging providers who can finance, install, own, and operate charging stations at no cost to property owners.

Appendix A

Existing Conditions Report

Contents

Contents (continued)

FIGURES

TABLES

Acronyms and Abbreviations

AADT	annual average daily traffic
AT	active transportation
EV	electric vehicle
FTA	Federal Transit Administration
SR-9	State Route 9
TMP	2023 Washington County Transportation Master Plan
Town Route	Zion National Park Shuttle
VMS	Variable Message Signs
ZMCH	Zion Mount Carmel Highway
ZNP	Zion National Park

1. Introduction

This report evaluates existing, planned, and proposed planning guidance and infrastructure related to smart travel in Springdale, Utah. It identifies key recommendations within both regional and local contexts, focusing on regional transit, active transportation (AT) networks, and road improvements. These planning elements have been carefully cataloged and analyzed to establish a foundation for the project, as detailed below.

Figure 1 illustrates the visitation pressures and traffic flow at both Springdale and Zion National Park. It provides context by displaying vehicle traffic volume alongside the population of Springdale, the gateway community to the park. This information underscores Zion's popularity and highlights the potential impact of tourism influx on Springdale.

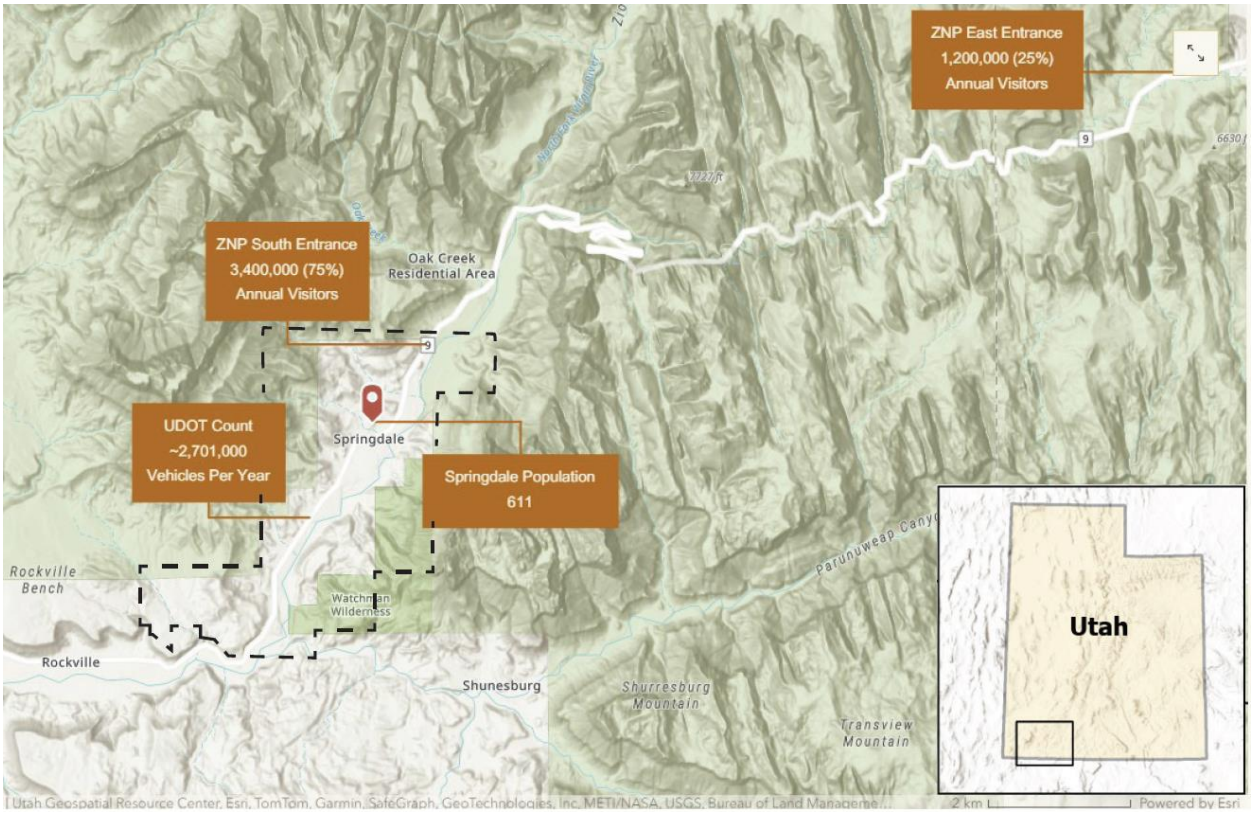


Figure 1. Annual Springdale Traffic and Zion Visitor Pressures

1.1 Land Acknowledgements

We acknowledge that Springdale, Utah, sits on the traditional lands of the Nuwuvi (Southern Paiute) and Pueblo peoples. This land has long been a place of significance, stewardship, and cultural heritage for Indigenous communities. The area, originally called *Mukuntuweap*, meaning "straight canyon," reflects the deep connection between the land and its original inhabitants. We honor their history, resilience, and ongoing presence in this region.

2. Existing Transportation Infrastructure

This chapter provides a regional analysis of existing transportation plans and infrastructure, focusing on their capacity to support smart travel initiatives in Springdale. The review assesses regional projects and policies that influence access and mobility, particularly given Springdale's role as a primary gateway to Zion National Park.

In 2024, Springdale served as a critical access point for Zion National Park, with nearly 3.4 million visitors (74%) entering the park's south entrance and an additional 1.2 million visitors (26%) entering via the east entrance. This high volume of visitors places significant strain on Springdale's transportation infrastructure. Notably, while the east entrance accounts for a smaller percentage of overall visitors, it generates approximately 34% of the vehicle traffic within Zion Canyon, highlighting its impact on road congestion.

2.1 Transportation Overview

Understanding the advantages and limitations of different transportation options is key to effective travel planning in Springdale. Each mode of transportation plays a role in shaping traffic flow, accessibility, and convenience for residents and visitors alike.

Active Transportation (Biking and Walking):

Within Springdale’s town limits, biking and walking are practical and convenient transportation choices. However, their feasibility decreases for travel beyond the town, where distances and terrain may pose challenges.

Public Transit:

Springdale offers two public transit options:

- SunTran Zion Line – This regional service runs multiple round trips daily between St. George and Springdale. Fares are $5 one-way or $10 per day. While it may take longer than driving, it provides a cost-effective alternative to parking fees.
- Zion National Park Shuttle (Town Route) – This shuttle is designed to transport visitors from Springdale into the park, reducing traffic congestion and the need for personal vehicles.

On-Demand Services:

Ride-sharing services provide flexibility but come at a higher cost compared to other options. While transit remains the most affordable choice, ride-sharing is often the most expensive.

Private Vehicles:

For many travelers, driving offers the fastest and most direct way to navigate the area. However, parking is both expensive and limited, especially during peak seasons, making it a less convenient option despite its speed. Additionally, with an average of 2.7 occupants per vehicle, these services contribute to overall traffic volume and parking demand.

Air Transportation:

Travelers to Springdale and Zion National Park typically use St. George Regional Airport (46 miles away) or Harry Reid International Airport in Las Vegas (167 miles away). Currently, transportation options from these airports are limited to rental cars and on-demand services.

This section explores both existing and planned transportation options and their impact on traffic patterns in Springdale. Figure 2 provides a visual representation of key transportation elements, including:

- Current and proposed public transit routes within Springdale.
- SunTran connections to St. George and nearby areas.
- Transit stop locations across all services.
- Existing and planned biking and walking infrastructure.
- Proposed roadway improvements.
- Locations of Variable Message Signs (VMS) for real-time travel updates.

By considering these factors, travelers and planners can make informed decisions to enhance mobility and reduce congestion in the region.

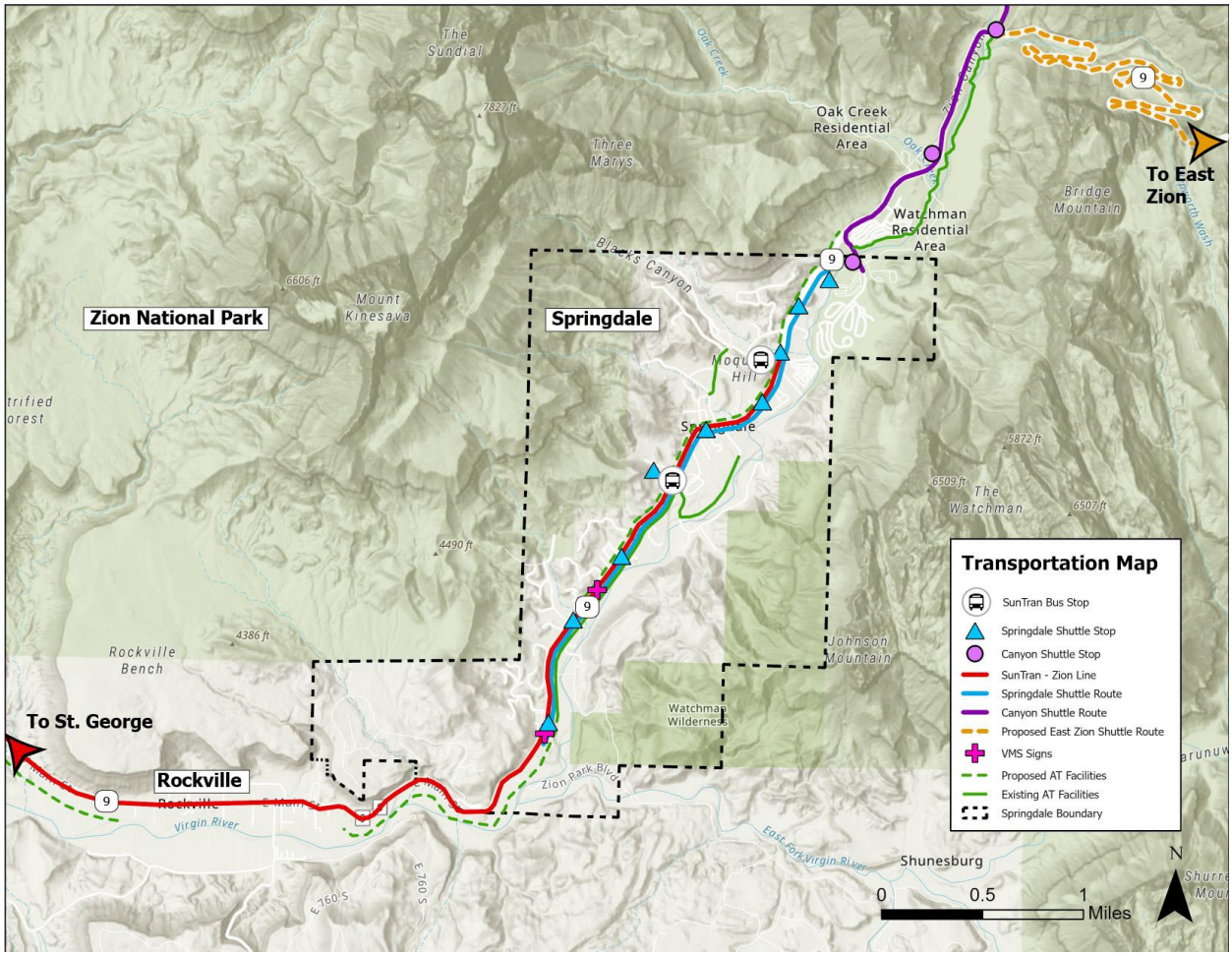
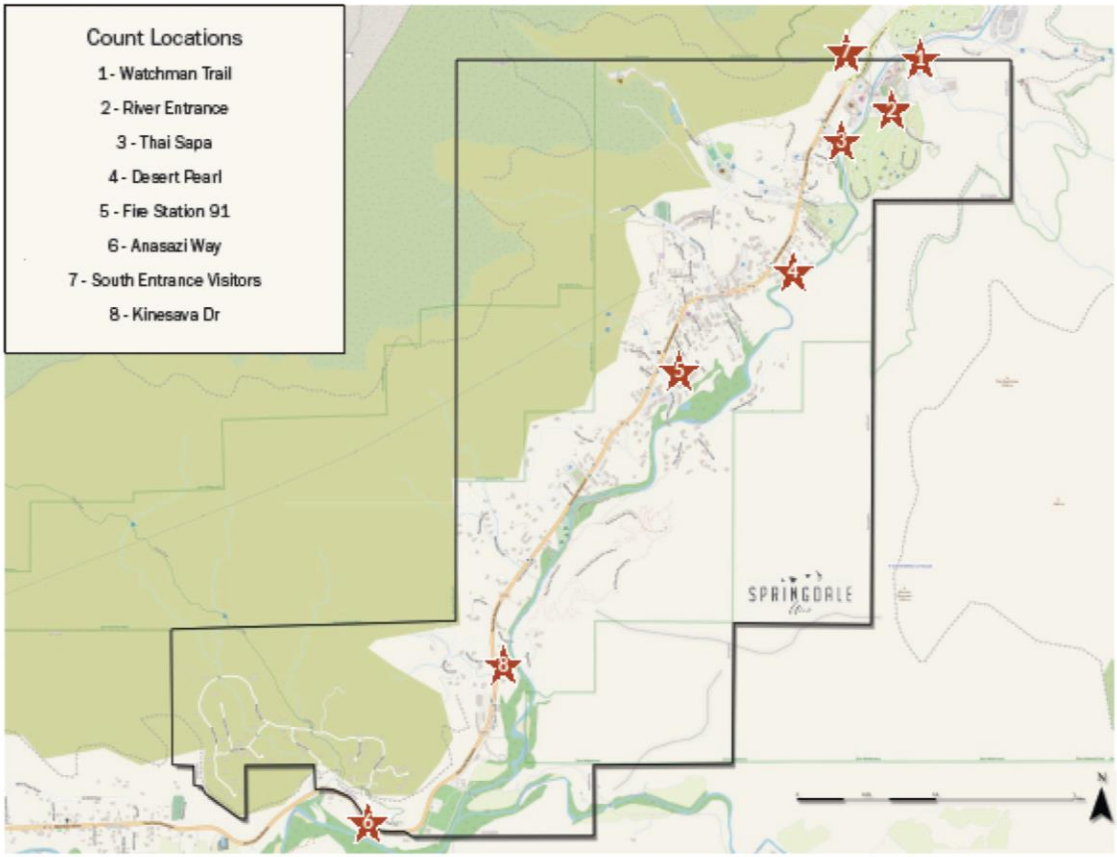


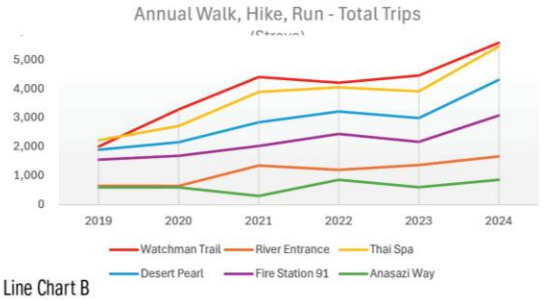
Figure 2. Springdale Transportation Overview

2.2 Count Data

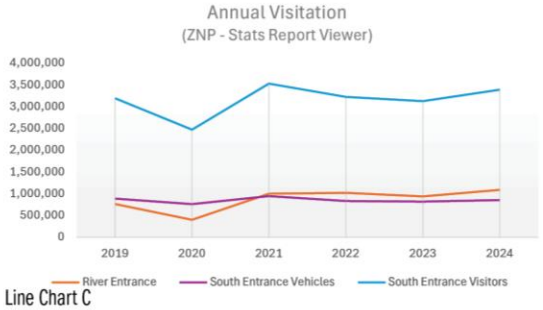


Count Locations Map

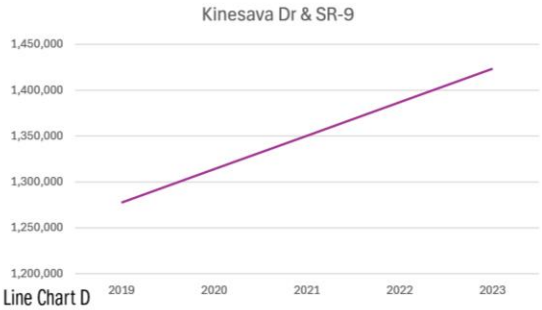
Line Chart A



Line Chart B



Line Chart C



Line Chart D

2.2.1 Count Locations Map

The map of Springdale, Utah, displays three types of count data:

- Strava Data: Aggregated into six locations (1–6).
- ZNP Stats Report Viewer: Data available at locations 2 and 7.
- UDOT Annual Average Daily Traffic (AADT) Count Data: Recorded at location 8.

2.2.2 Strava Data

Bicycle Counts (Line Chart A):

This chart displays annual bicycle counts at various locations based on Strava Metro data. More users track bike rides than walks. During the COVID-19 pandemic in 2020, both bicycle and pedestrian counts peaked due to social distancing measures. By 2024, overall counts have rebounded and exceeded 2021 levels. However, bike counts at the River Entrance remain low, likely because cyclists must walk their bikes through the NPS checkpoint and by doing so, pause or stop their recordings.

Pedestrian Counts (Line Chart B):

Thai Sapa and Watchman Trail experience the highest peak-hour pedestrian activity, followed by Desert Pearl, Fire Station 91, River Entrance, and Anasazi Way. Strava-reported activity ranges from 300 to 5,590 annual recordings starting at Watchman Trailhead. This data is self-reported and biased toward mainly visitors walking within Springdale and seeking adventures in Zion.

Coincidently, pedestrian counts follow the same ranking as bike counts, with Watchman Trail at the top and Anasazi Way at the bottom—likely due to its distance from both the town center and Zion National Park (ZNP). The River Entrance consistently records lower Strava counts, possibly because visitors have yet to start recording while passing through the NPS entry checkpoint.

2.2.3 ZNP Stats Report Viewer

Total Visitor and Vehicle Entries (Line Chart C):

This chart tracks entries at the South Entrance for vehicles, visitors, and river entrance pedestrians. The proportion of visitors entering via the River Entrance has increased from 24% in 2019 to 32% in 2024, indicating a growing use of the Town Shuttle and other active transportation options. Since the visitation surge in 2020, overall visitation has risen by an average of 6% annually since 2019.

2.2.4 UDOT Annual Vehicular Count Data

Vehicle Growth Trend Line (Line Chart D):

Springdale has experienced an average annual increase of 2.8% in vehicle entries in the past 5 years. In comparison, the east entrance along SR-9 (data not shown) has seen a higher annual growth rate of 3% in that same period.

2.3 Pedestrian

Springdale's shuttle stops and sidewalk infrastructure are well designed to prioritize pedestrian accessibility for both residents and visitors along SR-9. Figure 3 provides a visual representation of walkability within town using a color-coded system to indicate walking distances:

- Red Zone (5-minute walk): "Walker's Paradise" where destinations are easily reachable on foot, making car ownership optional.
- Orange Zone (10-minute walk): "Very Walkable" for most errands without a vehicle.
- Green Zone (15–20-minute walk): "Somewhat Walkable" where walking is feasible for some trips but may not be suitable for all.

This walkability assessment evaluates both the proximity to key destinations and the quality of sidewalks to accurately reflect pedestrian accessibility.

2.3.1 Walkability Assessment

Walking in Springdale, particularly along Zion Park Boulevard, is generally a pleasant and accessible experience. This is facilitated by wide, continuous sidewalks that comfortably accommodate pedestrian traffic. Enhanced crosswalks, featuring reflective paint and safety signage, are strategically placed to enhance pedestrian safety.

However, occasional conflicts between pedestrians and cyclists occur, particularly when:

- Inexperienced or hesitant cyclists ride on sidewalks.
- The mixed-use pathway near the town entrance narrows, requiring pedestrians and cyclists to share a confined space.

Despite these issues, pedestrian and bicycle traffic are largely separated, ensuring a safe and efficient experience for most users.

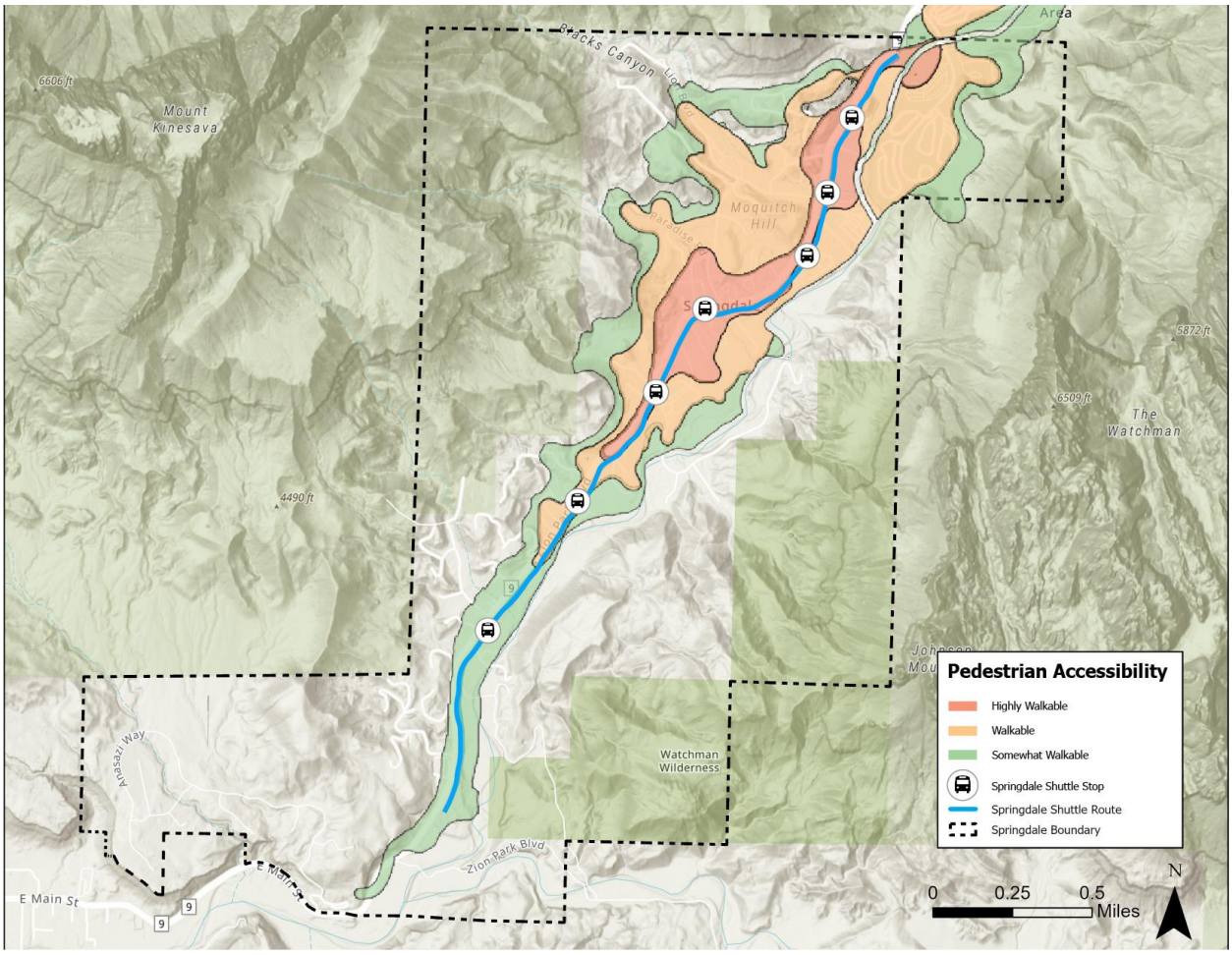


Figure 3. Springdale Walkability Map

2.3.2 Sidewalks and Crosswalks

Zion Park Boulevard emphasizes pedestrian safety and comfort with wide sidewalks constructed from durable and visually appealing colored concrete. Eight clearly marked crosswalks are strategically positioned, both mid-block and at intersections without traffic signals, to facilitate safe crossing. These crosswalks feature high-visibility elements such as thermoplastic tile boards, reflective paint, "yield to pedestrian" signs, and clear signage. Additionally, "LOOK" safety paint at crossings serves as a reminder for pedestrians to be vigilant before entering the roadway.

2.3.3 ADA Accessibility

The pedestrian infrastructure includes ADA-compliant ramps with tactile warning strips, improving accessibility for individuals with mobility impairments.

2.3.4 Streetscape Entourage

To enhance pedestrian navigation and safety, a comprehensive wayfinding plan is being implemented, which includes:

- Street lighting at crossings for better nighttime visibility.
- Standardized wayfinding signage for pedestrians with distances.
- Trail markers and monument-style messaging signs to provide clear navigation.
- Shuttle stop identification markers to help visitors locate transit connections.
- Benches and shade can be found at transit stops.

2.3.5 Hitchhiking

For visitors traveling to Zion National Park, who may need to rely on others for transportation within the park, hitchhiking is permitted only in designated roadside pullouts. This allows visitors to reach their destinations or navigate the Zion-Mount Carmel Tunnel safely. This is most likely to occur during the summer season along SR-9 or in the winter in Zion Canyon when the shuttles are not running and private vehicles are allowed.

2.3.6 Counts

River Entrance Pedestrian and Bicyclist Counts (Annual Data):

- 2024: 1,089,555 (~32% of visitors entered from the Springdale-adjacent park entrance).
- 2023: 938,532 (~30%).
- 2022: 1,021,929 (~32%).
- 2021: 944,689 (~26%).
- 2020: 400,252 (~16%).
- 2019: 765,044 (~24%).
- 2000: 128,502 (~9%) – First year of recorded data and the start of the park's shuttle service.

The data shows a clear upward trend in pedestrian and bicyclist entries since tracking began, with visitor numbers rebounding strongly after the pandemic-related decline in 2020–2021.

2.4 Bicycle

Springdale's bicycle infrastructure consists of designated bike lanes, shared-use paths, and wayfinding elements designed to promote cycling as a viable transportation option. Biking along Zion Park Boulevard in Springdale is generally safe and accessible, with a combination of mixed-use paths and painted bike lanes, along with clearly marked crosswalks at key intersections. However, congestion, especially at the park entrance, creates potential conflicts between vehicles and cyclists, posing safety risks. Additionally, many visiting cyclists are unfamiliar with urban riding and traffic laws, leading to violations and sidewalk riding, which conflicts with pedestrians. While rental companies provide education and safety tutorials, the lack of experience of many riders remains a challenge.

2.4.1 Bike Lanes and Multiuse Trails

The Zion Canyon Trail is a 10-foot-wide shared-use path along SR-9, stretching from the Springdale Fruit Company Market to the Chevron gas station. An additional 0.5-mile section runs behind the Holiday Inn Express and Hampton Inn. Plans are in place to connect these segments and extend the trail throughout Springdale.

Bicycle lanes are continuous along Zion Park Boulevard nearly the entire length of town, though some sections are only protected by a solid white line on paved shoulders. Where multiuse pathways are unavailable, separated bike lanes provide added safety for cyclists.

2.4.2 Wayfinding

Wayfinding signage and kiosks provide information for cyclists, including maps and safety guidelines. Local bike rental outfitters offer tutorials and guidance, catering to new and visiting riders.

Springdale has significantly improved its bicycle infrastructure in recent years, demonstrating commitment to active transportation. The town provides an information kiosk, clear wayfinding signage, and separated bike lanes in areas where the multiuse pathway is not available, all contributing to improved connectivity, mobility, and safety for cyclists.

2.4.3 Future Bicycle Infrastructure Projects

Several cycling infrastructure projects are planned or underway in the region, promising to significantly expand cycling opportunities:

- Zion Corridor Multiuse Regional Trail: A multiuse trail connecting Hurricane to Springdale has been approved and funded, creating a major new cycling route.
- East Entrance Connection: Plans are in progress to build a trail linking Carmel Junction to Zion National Park's east entrance, further enhancing cycling access.
- Pa'rus Trail Improvements: Extending the Pa'rus Trail into Zion Canyon will create a safer and more enjoyable experience for visitors by separating bicycle and pedestrian traffic from vehicles. This is especially important given the current daily bicycle traffic of 300-900 bikes, including e-bikes.

2.4.4 Rentals

Springdale has eight bike/e-bike rental companies in Springdale. Additionally, almost every lodging establishment offers e-bike rentals to their guests.

2.4.5 Springdale Bike Liaison

Maintain coordination with rental shops to educate visitors on safety and shuttle boarding. This role will inform cyclists and bike rental companies while collaborating with Zion National Park's Bike Ambassador program. Springdale supports active transportation through policies promoting bicycling and related infrastructure. With the rise of e-bikes and increased cycling, key responsibilities include:

- Representing the town's interests on bicycle issues with Zion National Park.
- Communicating town bike policies to rental companies.
- Providing insights on bicycle-related behavior.

2.5 Transit

Despite its small size and rural setting, Springdale and ZNP provide excellent transit connectivity and equitable access for residents, employees, and visitors. There are three transit routes currently operating in Zion Canyon, each equipped with bus stop amenities and wayfinding features. Two of these routes are operated by ZNP and are intended to move Park visitors from Springdale into the National Park, and then to destinations in the Zion Canyon section of the Park. The third route is operated by St. George City's SunTran service and connects communities from St. George to Springdale with transit service. As shown in Figure 4, around 65% of hotels in Springdale are located within a quarter mile of either the ZNP entrance or a SunTran bus stop, ensuring convenient access for visitors.

2.5.1 Zion Shuttle System

The Zion Shuttle System, which includes the Canyon and Springdale lines, is a vital part of the regional public transportation network. In 2023, the system recorded 5.8 million boardings, averaging over 90 passengers per service hour. Notably, 98% of riders reported a positive experience. Funded by park entrance fees, the shuttle system has recently transitioned to an all-electric fleet and upgraded its charging infrastructure. The system's operation is adjusted seasonally. Both lines cease operation during the winter off-season when daily visitor numbers fall below approximately 5,000. Operational adjustments are also made to accommodate winter weather conditions and turning radius limitations at specific locations. Both the town and canyon shuttles experience capacity challenges on peak days. In the morning, demand is highest for trips into the park, while in the evening, demand shifts to outbound travel from the park.

Figure 4 demonstrates the excellent accessibility of Springdale's businesses by the ZNP transit system. The map shows the Town Route bus stops with a quarter-mile radius (a 5-minute walk) around each, highlighting the extensive pedestrian access. All businesses are within this convenient range, making it easy for employees, customers, and visitors to reach them by bus. This strong transit connectivity boosts local commerce by providing a practical and accessible transportation option.

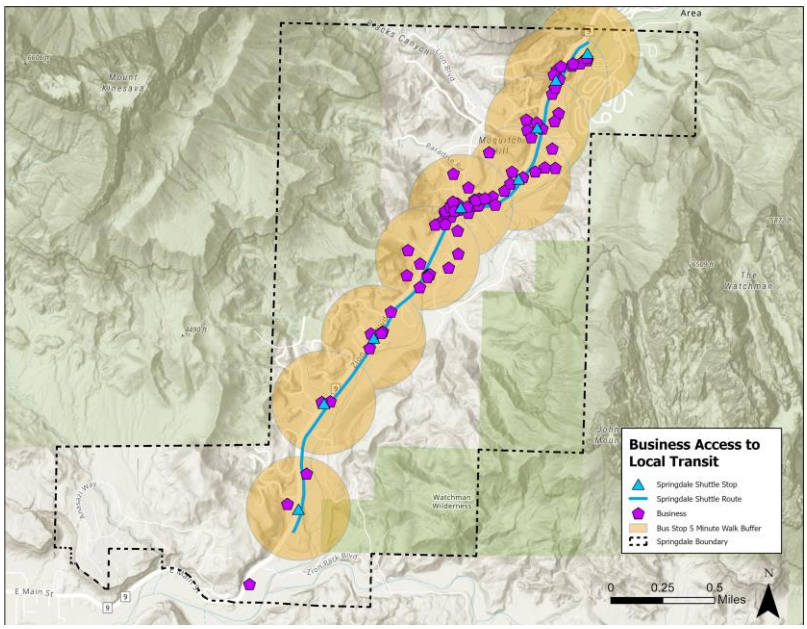


Figure 4. Business Access to Local Transit

The Canyon line provides access along the Zion Canyon Scenic drive from the Zion Canyon visitor center to: Court of the Patriarchs, The Zion Lodge, The Grotto, Big Bend, and Temple of Sinawava.

2.5.2 SunTran Bus - St. George to Springdale

Launched in November 2024, the SunTran Zion Route provides a vital 42-mile transit link between St. George and Springdale, with stops in six cities along the way. Operating six days a week with 12 daily trips, the service features headways ranging from 30 to 120 minutes depending on the time of day and have added a late bus departing at 9:10 pm. The fare is five dollars per ride or one hundred dollars for a monthly pass, offering an affordable alternative to driving. The goals of the transit service include reducing congestion and supporting the region's workforce, and a target of 10% to 20% of Springdale's ~1,000 employees using the service. Funded by Washington County's transit sales tax and $15 million from UDOT, the program is committed to a ten-year pilot. The service also integrates route and schedule information into a mobile app for enhanced user convenience.

Figure 5 provides a comparative look at travel time and cost between driving and using public transit along a route that appears to span from St. George to Virgin - Kolob Terrace. The difference is immediately noticeable driving is consistently faster across all locations. While the exact time savings vary, public transit adds a significant amount of travel time in every case. The financial aspect of each travel method. Public transit offers a flat fare of $5, regardless of distance, indicating a fixed pricing system. In contrast, the cost of driving varies based on mileage.

HOW LONG DOES IT TAKE?

	By Car	By Transit
St George	52 min	84 min
Red Cliffs Mall	50 min	75 min
Boiler Park	47 min	66 min
DMV Hurricane	40 min	54 min
Hurricane Walmart	37 min	46 min
Hurricane 700 W State St	30 min	38 min
La Verkin 300 N	25 min	31 min
Virgin - Kolob Terrace	15 min	21 min

HOW MUCH DOES IT COST?

	By Car	By Transit
St George	$28.77	$5
Red Cliffs Mall	$26.46	$5
Boiler Park	$25.06	$5
DMV Hurricane	$20.37	$5
Hurricane Walmart	$18.83	$5
Hurricane 700 W State St	$15.75	$5
La Verkin 300 N	$13.72	$5
Virgin - Kolob Terrace	$8.47	$5

*One-way cost by car is calculated by multiplying miles by IRS 2025 Rate ($.70c x mi)

Figure 5. Travel Times and Cost

Figure 6 illustrates the SunTran Zion Route bus stops, which connect St. George to Springdale. For those driving, stops 1, 2, 4, and 5 provide ample parking space. For travelers staying in hotels, stops 1, 6, 8, 9, and 10 are conveniently located adjacent to lodging. Stops 3, 6, 7, 8, 9, and 10 have limited or no dedicated parking lots; however, street parking is available in these areas. To improve parking convenience, future park-and-ride facilities are being explored for Stops 7 and 8, although these projects are currently unfunded and in the planning stage. Finally, stop 9, located in Springdale, is a shared facility with the Springdale Town Shuttle's Stop 6. This shared location can lead to passenger confusion, as riders may mistakenly board the incorrect bus.

2.5.2.1 Transit Proximity to Hotels

Along the SunTran route, 11 hotels outside the Town of Springdale are within a quarter-mile of a bus stop, making public transit a viable option for guests traveling to Zion National Park. This analysis does not account for Airbnb, VRBO, or other rental properties within the same distance of SunTran stops. Factoring in these additional lodging options would likely reveal even greater access to public transit. Establishing a park-and-ride facility at the SR-9 and SR-17 intersection in Virgin could further improve transit accessibility. Located within a five-minute walk (1/4 mile), it would provide convenient access for guests at two additional hotels and an RV resort, strengthening regional transit connections.

Table 1. Hotels Within a Quarter Mile of Transit (Outside of Springdale)

Hilton Garden Inn St. George	St George
Comfort Inn at Convention Center	St George
Fairfield Inn St. George	St George
Holiday Inn St. George Convention Center	St George
Hyatt Place St. George Convention Center	St George
My Place Hotel - St. George, UT	St George
Rodeway Inn	Hurricane
Super 8 Hurricane Zion National Park	Hurricane
Wingate by Wyndham Hurricane Near Zion National Park	Hurricane
Ramada Inn	LaVerkin
Fairfield Inn	Virgin

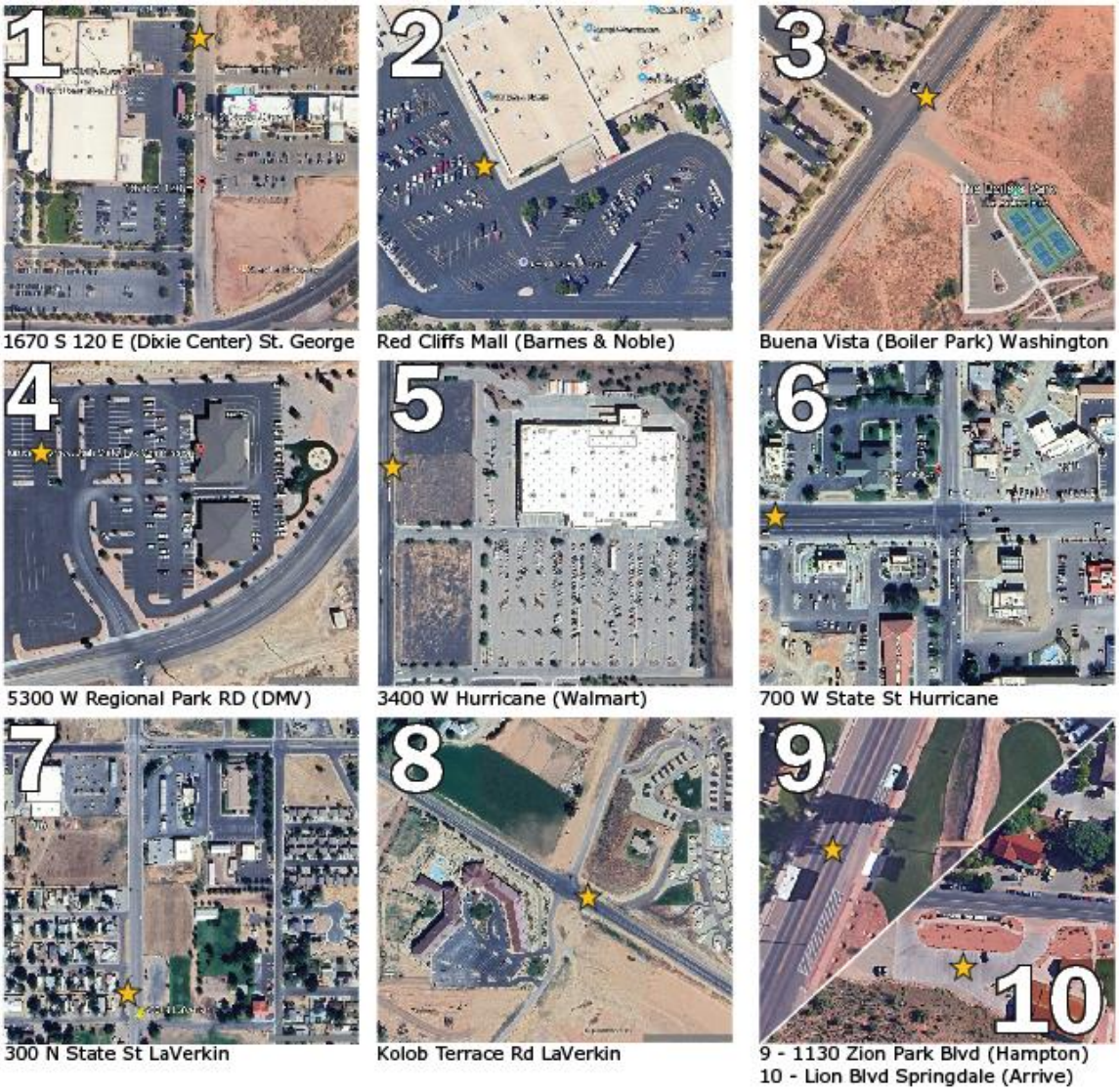


Figure 6. SunTran Zion Line Bus Stops

Figure 7 highlights hotel accessibility to regional transit in Springdale, emphasizing the convenience of public transportation for visitors. Most hotels—approximately 65%—are within a 10-minute walk of a SunTran bus stop, providing easy access to regional transit options.

Hotels located near Lion Boulevard benefit from their proximity not only to transit stops but also to the Zion National Park entrance, making it easier for guests to reach the park without relying on personal vehicles.

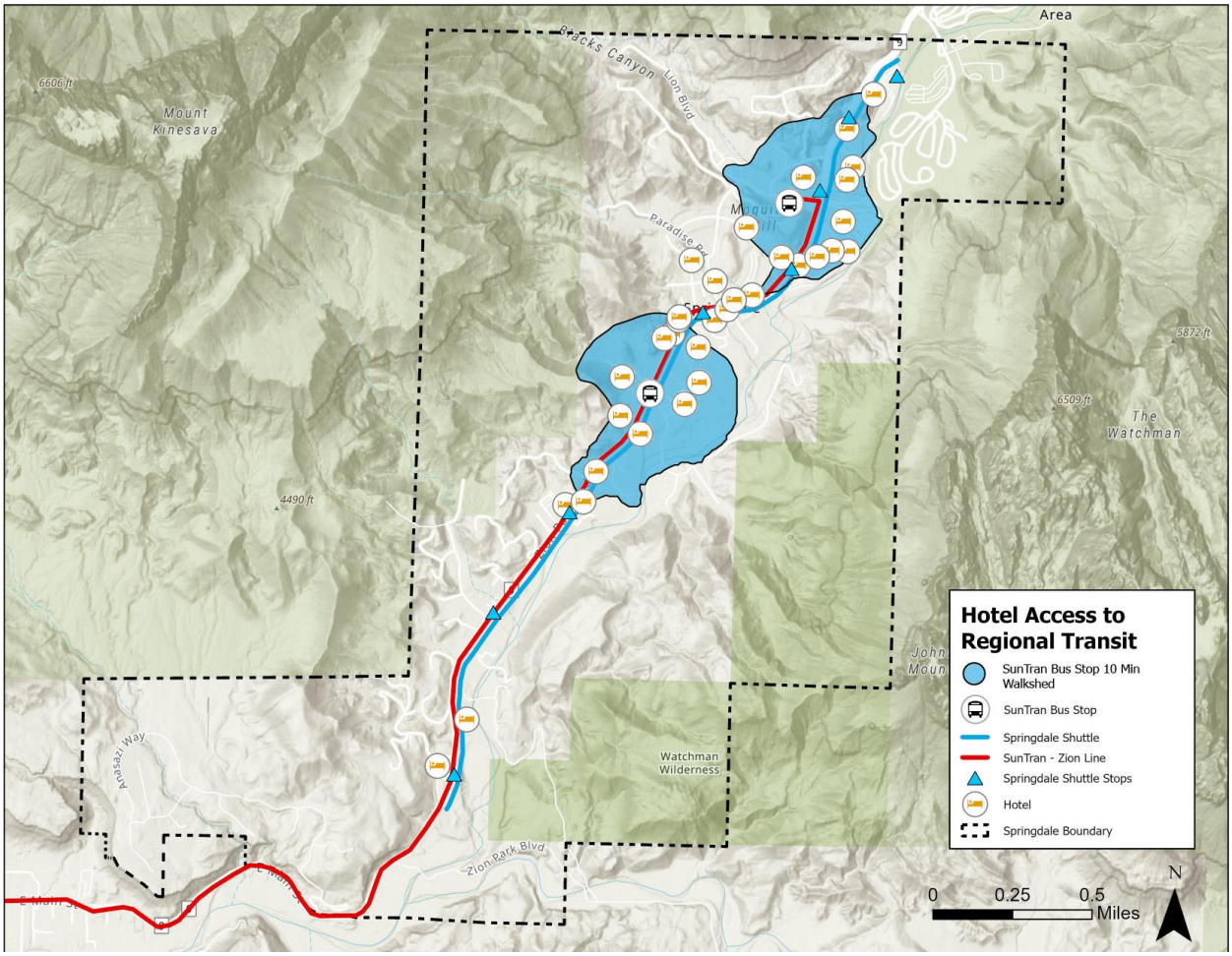


Figure 7. Hotel Access to Regional Transit

2.5.3 Planned Transit Initiatives

Future transit projects include the East Zion Electric Vehicle Shuttle, led by the Utah Clean Cities Coalition and partially funded by the Department of Energy. This initiative aims to develop an electric vehicle (EV) charging network and introduce an electric shuttle system connecting Kanab to Springdale and Zion's east entrance. Efforts have focused on evaluating feasibility and selecting suitable vehicles, with supporting infrastructure expected to be completed by 2024.

Additionally, an East Entrance Shuttle has been submitted for Federal Transit Administration (FTA) funding, with service anticipated to begin in 2026. However, this service does not currently accommodate bicycles.

At Zion's east entrance, transit initiatives emphasize conservation, with planned infrastructure improvements such as EV charging stations and expanded trail systems designed to promote sustainable access. Recreational planning aligns with these conservation goals, as outlined in the Zion National Park Forever Project's Recreation Context Map, which seeks to balance visitor experience with environmental preservation.

Despite these efforts, the project faces political challenges, including opposition from some residents. Similar regional transportation proposals have been voted down in the past, highlighting ongoing debates over development and sustainability in the area.

2.6 Parking

Springdale's parking availability fluctuates significantly, ranging from ample spaces to severe congestion, particularly during peak tourist seasons like summer weekends and holidays. This inconsistency negatively impacts the visitor experience, detracts from the town's appeal, and compromises pedestrian and cyclist safety. Increased vehicle congestion also contributes to air and noise pollution. The abundance of on-street parking has resulted in numerous congestion and safety related impacts and has many locals to believe that reducing the amount of on-street parking to promote the Town character.

Figure 8. Parking in Springdale is in high demand. Photo Credits: Tom Dansie

2.6.1 Innovations and Management

The 2017 Springdale Parking Management Study aimed to reduce parking congestion by incorporating community feedback and proposing strategic solutions. Key recommendations included enhanced wayfinding signage, policy updates, improved enforcement, shared parking among local businesses, and remote parking options. Specific measures suggested were an information kiosk, various parking management strategies (such as paid permits and shared parking), and dynamic messaging signs to guide visitors to the available parking spaces. This study played a crucial role in modernizing Springdale's parking operations.

Currently, a pilot QR code payment system, developed in partnership with Utah Tech, allows visitors to pay for parking via mobile apps, improving efficiency and reducing maintenance costs. To further mitigate congestion, oversized vehicles are directed to park on Lion Boulevard.

2.7 On-Demand Services

Private transportation operators, such as the Red Rock Shuttle, St. George Shuttle, and Salt Lake Express, play an increasing role in regional transit, offering additional travel options beyond public services. These providers operate routes connecting St. George to Zion National Park, St. George to Las Vegas Airport, and destinations as far as Salt Lake City. While these services offer convenience and flexibility, their pricing is significantly higher than the Zion Line bus.

Outfitters and guiding companies offer on-demand shuttle services within Zion National Park for visitors participating in outdoor activities. To operate these services, they must hold a valid Commercial Use Authorization. These services include equipment transportation and trailhead drop-off/pick-up for activities such as day hikes, canyoneering, rock climbing, river trips, and equestrian trail rides. On example, is the Ponderosa Shuttle which takes people to the east side of the park from Springdale. These private operators improve mobility within the park, providing visitors with better access to key attractions. They also offer the flexibility to bring trailers, allowing for the transport of various types of gear.

Ride-sharing services like Lyft and Uber are available for travel to and from Springdale. However, service availability can be inconsistent, and costs may be significant.

2.8 Roadway Infrastructure

State Route 9 (SR-9) serves as the critical arterial roadway connecting communities and providing access to Zion National Park. Understanding the characteristics of SR-9 and its associated routes is essential for regional transportation planning. This section examines SR-9 in distinct segments, highlighting its role in connecting communities, facilitating park access, and addressing transportation challenges.

2.8.1 State Scenic Byway 9 (SR-9)

SR-9 acts as a principal arterial, linking Interstate 15 to Springdale and serving as the primary access corridor to Zion National Park. A corridor management plan update is underway to balance visitor and resident needs with resource preservation. The 2023 Washington County Transportation Master Plan (TMP) has identified planned improvements, including paving upgrades to Sheep Bridge Road and Big Plains Road, and new bridges over the Virgin River. Figure 9 and Figure 10 provide an overview of transportation options along SR-9, west and east of Springdale, showcasing existing routes, shuttle services, and proposed infrastructure enhancements.

SR-9 can be divided into four distinct sections as it relates to Springdale:

2.8.1.1 SR-9 West of Springdale

SR-9 provides a vital connection between regional communities, serving both residents and visitors. Public transportation along this segment includes the SunTran bus service, offering a convenient alternative to private vehicles. The proposed Zion Multiuse Trail will enhance pedestrian and bicycle access from Hurricane to Rockville. Additionally, the TMP is considering new road connections, such as paved roads and bridges linking SR-59 with SR-9, to improve regional accessibility. Figure 8 visually depicts transportation facilities west of Springdale, demonstrating regional integration.

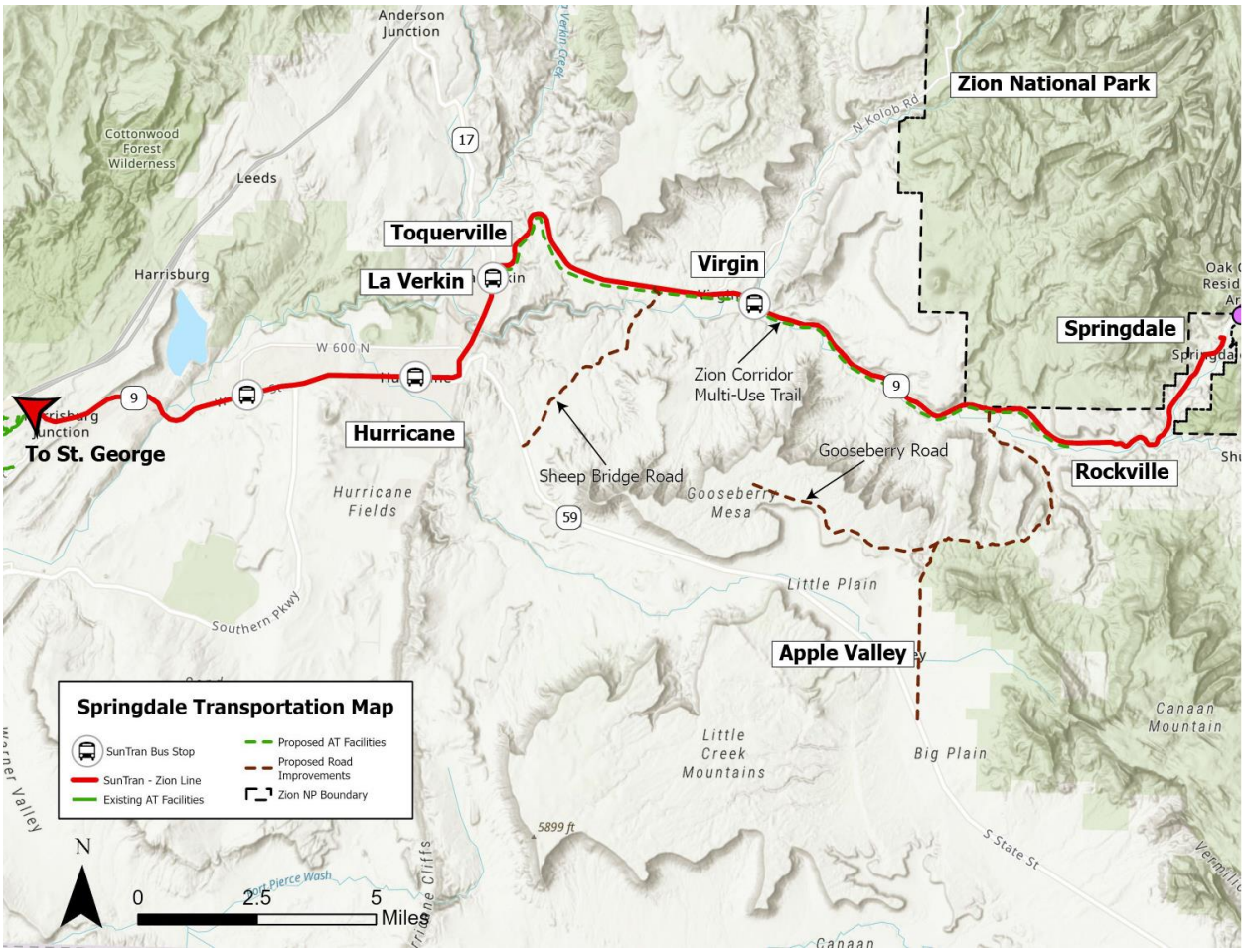


Figure 9. Existing and Proposed Transportation Facilities in and West of Springdale

2.8.1.2 SR-9 Through Springdale (Zion Canyon Boulevard)

This segment of SR-9 runs through Springdale's municipal boundaries, serving as the town's primary commercial corridor with lower speed limits. Springdale faces significant traffic circulation issues due to parking and access constraints, with traffic volumes reaching 6,700 AADT in 2019. Planned roadway improvements include upgrades to Sheep Bridge Road and Big Plains Road, and proposed improvements to Rockville Bridge. The south entrance of Zion has regular traffic gridlocks on peak days that backs traffic onto Zion Park Blvd in Springdale.

2.8.1.3 SR-9 Through Zion: Zion Mount Carmel Highway and Zion Canyon Road

The Zion Mount Carmel Highway (ZMCH), a historic 10.7-mile route, serves as a crucial link within Zion National Park, connecting Zion Canyon Junction to the park's east entrance. Due to its historic designation, the ZMCH imposes restrictions on oversized vehicles, requiring permits and adherence to specific size and weight limits. Safety concerns arising from the road and tunnel's unique geometry have prompted plans to reroute oversized vehicles by 2026.

Within the park, the Zion Canyon Line, Zion National Park's shuttle system, provides transportation to key attractions. The Zion-Mt. Carmel Highway itself offers a scenic driving route through East Zion. In addition, Zion National Park's Scenic Drive experiences significant bicycle traffic, leading the park to explore timed entry metering as a strategy to manage congestion.

2.8.1.4 SR-9 East of Zion

The East Zion Shuttle, currently under development, will serve East Zion and the Discovery Center, supplementing existing private shuttle services. Future shuttle routes, including potential connections to Kanab and Bryce Canyon, are being considered. Plans are also underway to enhance walking and biking access between East Zion and Mount Carmel Junction through new multiuse pathways. Figure 9 illustrates the transportation facilities east of Springdale.

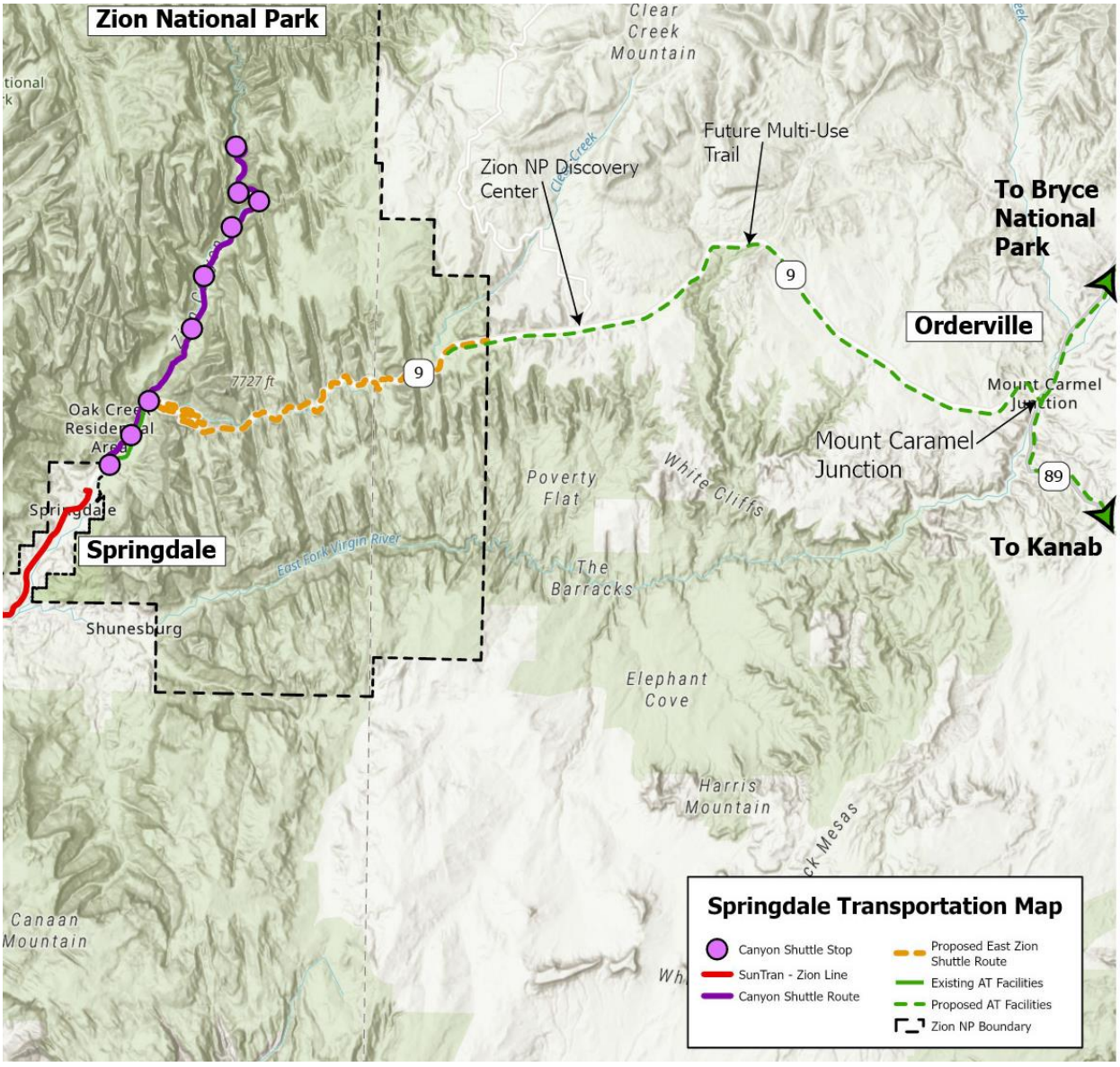


Figure 10. Existing and Proposed Transportation Facilities in and East of Springdale

2.9 Safety Considerations

Safety within Springdale's transportation network presents multifaceted challenges across all modes. The increasing prevalence of e-bikes has highlighted safety concerns in mixed-use areas, particularly given the potential for collisions between cyclists, pedestrians, and vehicles. Within Zion National Park, mandatory dismounting for cyclists when an bus moves to pass underscores the necessity of mitigating conflicts between different transportation modes. However, safety issues extend beyond e-bikes and require a comprehensive approach.

- Transit: Boarding and exiting buses/shuttles in crowded areas presents safety risks. Interactions between large vehicles and other users require careful attention.
- On-Demand Shuttles: Pick-up and drop-off locations, especially in tight spaces, pose safety hazards. Driver awareness of pedestrians and cyclists is crucial.
- Roads: Narrow, busy roads increase accident risks. High traffic volumes and merging traffic contribute to these risks.
- Parking: Parking areas can be dangerous for pedestrians and cyclists due to vehicle maneuvering.
- Pedestrians: High tourist traffic increases the risk of collisions. Conflicts with cyclists on sidewalks are a concern.
- Bicycles: Cyclists, including e-bike users, face safety hazards, especially on narrow roads. Interactions with other traffic modes are a safety concern.

2.10 Transportation Needs by User Groups

Springdale serves a diverse range of transportation users, each with distinct needs and challenges. Understanding these user groups helps inform infrastructure improvements and service enhancements to ensure accessibility, efficiency, and reliability year-round.

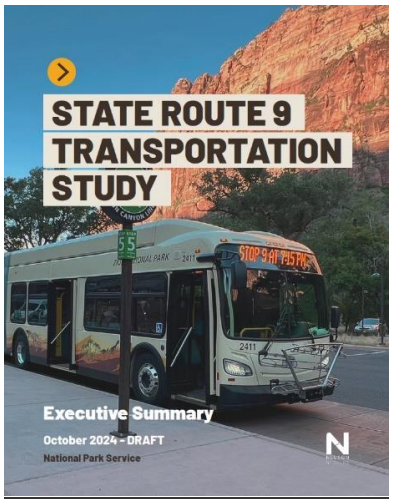
Category	Needs/Issues
Residents	Springdale residents mainly rely on private automobile transportation options for access to essential services in Washington County, including medical care and shopping. Reliable year-round transit will provide an alternate travel options and allow enhanced connectivity to opportunities along the route. Additionally, residents require overnight and long-term parking solutions to accommodate their needs.
Employees	Many employees commute to Springdale from the St George area using personal vehicles. These commuters require accessible daytime parking to support their daily work routines. While the current SunTran bus schedule accommodates standard 8-hour daytime shifts, it does not adequately serve employees working early or late shifts. Furthermore, transit reliability decreases significantly during the winter months as the town and canyon routes cease operations thus reducing first/last mile connections.
Visitors	Tourism in Springdale peaks during the summer season, bringing an influx of visitors with varying transportation needs. Many visitors travel with luggage and bicycles, requiring accommodation for additional space for luggage in route and storage upon arrival. Ensuring seamless connections between transit services, lodging, and recreational sites is essential for enhancing the visitor experience. Special considerations needed for large vehicles and parties with multiple vehicles.
Freight and Deliveries	Efficient freight movement is crucial for Springdale's daily operations. This includes essential services like mail delivery, food and beverage distribution, and waste management. Smooth transport is also necessary for moving maintenance equipment, such as carts and litter bins, and for delivering goods from loading docks to businesses. Additionally, the delivery of construction materials and groceries/produce is vital for supporting the local economy and meeting the needs of both residents and visitors.

3. Planning Context

Springdale, Utah is the gateway to Zion National Park, where conservation and recreation are central to the town's identity. The community is dedicated to preserving its natural resources while providing diverse recreational opportunities for residents and visitors. As one of the most visited national parks in the U.S., Zion National Park implements conservation initiatives to protect its unique landscapes from environmental pressures. In addition to outdoor recreation, Springdale offers cultural experiences and historical attractions, enriching the visitor experience.

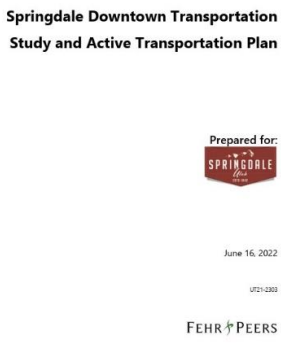
3.1 Strategic Importance

3.1.1 State Route 9 Transportation Study (2024)



A Nelson\Nyggard study that addresses rising visitation challenges in Zion National Park through strategies like the Zion Ponderosa Shuttle, oversize vehicle restrictions, and a proposed reservation system to manage congestion and parking demand. While free parking within the park fills quickly, many visitors resort to paid parking in Springdale. Efforts are underway to secure federal funding for shuttle expansion, better connecting key destinations like the upcoming Discovery Center (450 jobs). The plan also prioritizes affordable housing, aiming to provide 1,100 units throughout various communities along SR-9 over 20 years. While these measures promote sustainability and accessibility, challenges include enforcement, limiting spontaneous visits, and unresolved EV transit efforts.

3.1.2 Springdale Downtown Transportation Study and AT Plan (June 2022)



Identifies key areas of conflict and provides strategies to improve transportation and mobility in Springdale, Utah. The study pinpoints five primary vehicular and pedestrian conflict zones and two existing transit routes currently serve the area. To address congestion, the plan recommends reducing demand on SR-9 by restricting access during peak times and implementing traffic calming measures.

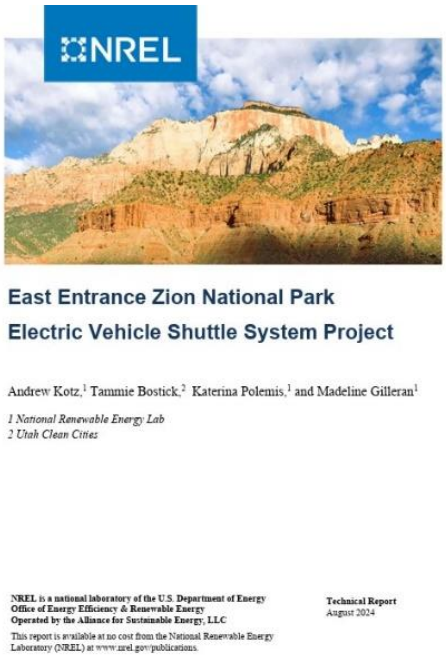
The plan proposes the creation of northern and southern mobility hubs along SR-9, equipped with parking structures, shuttle access, bike share/scooter options, and connectivity information. To mitigate limited on-street. parking, the plan suggests implementing dynamic parking wayfinding and capacity signage. Recognizing the growing popularity of e-bikes and associated safety concerns, the plan highlights the need for a bikeshare program. Additionally, the plan recommends expanding access to EV charging stations.

To effectively engage visitors, the plan suggests collaboration with businesses to inform them about mobility options and policies through VMS screens that provide real-time updates. Finally, the plan includes various SR-9 improvement suggestions, complete with cost, timeline, and implementation type.

3.2 High Significance

3.2.1 EV Zion Initiatives

3.2.1.1 East Entrance Zion National Park Electric Vehicle Shuttle System Project (August 2024)



The East Entrance Zion National Park Electric Vehicle Shuttle System Project, also referred to as the EVZion Shuttle, evaluated the feasibility of using electric shuttles as a sustainable transportation solution between the East Entrance of Zion National Park and nearby towns, including Kanab and Springdale. The study examined shuttle operations, routes, vehicle selection, and potential partnerships to replace conventional shuttle systems. Key partners included Utah Clean Cities, the National Renewable Energy Lab, KFH Group, and others. The project identified electric vehicles, such as the EV Lightning Shuttle, as a viable option for enhancing transit services in the East Zion region most notably because it does not exceed large vehicle dimensions of Mt Carmel tunnel.

3.2.1.2 Charge West Initiative

Organized by the Utah Clean Cities initiative, ChargeWest is supporting the development of regional electric vehicle highways that connect Springdale to a regional network of charging stations.

3.2.1.3 Zion Shuttle System Electric Shuttles

Zion National Park's September 2024 launch of the National Park Service's inaugural all-electric shuttle fleet is a major advancement in sustainability, combating climate change, and educating visitors about environmental stewardship. As the largest electric shuttle network in the parks system, its impact is substantial.

3.2.2 Zion Scenic Byway Corridor Management Plan Update and Extension (2025)

This plan aims to preserve, enhance, and protect the area's unique natural, cultural, and historical resources for the benefit of both visitors and residents. This assessment provides a framework for future marketing efforts and outlines a practical plan for improving visitor experiences.

A visitor experience assessment revealed several key challenges:

- Limited and inconsistent online resources hinder effective trip planning.
- Scarce on-route signage and a lack of interpretive materials outside Zion National Park reduce engagement opportunities.
- No dedicated online presence exists for visitor information, engagement, or feedback.

To address these gaps, the assessment recommends:

- Developing a primary website with comprehensive visitor information.
- Enhancing signage and interpretive resources along the byway.
- Expanding online engagement efforts through surveys and social media.

3.3 Moderate Significance

Plan Name	Relevance
Springdale Transportation Masterplan (July 2016)	Identifies transportation needs and challenges. Planning efforts include gathering data on traffic patterns, parking usage, pedestrian and bicycle activity, and public transit ridership. Providing guidance on a range of transportation options, such as improving road infrastructure, expanding public transit services, and promoting alternative modes of transportation like walking and biking. Developing a comprehensive transportation plan that has been guiding transportation decision-making in Springdale since 2016 with emphasis on ensuring a safe, efficient, and sustainable transportation system.
Springdale General Plan (July 2022)	This plan aims to create a sustainable Springdale by balancing resident, business, and visitor needs. Key focuses include: Reducing traffic: Expanding transit and promoting walking/biking. Improving transportation: Preparing for EVs and autonomous vehicles. Enhancing visitor experience: Managing tourism's impact. Supporting local economy. Regional collaboration: Participating in wider transit planning.
Springdale Signage and Wayfinding Master Plan (2019)	Key takeaways: Recommendations for wayfinding and signage to reduce traffic circulation and improve visitor navigation. VMS proposed to guide visitors to shuttle options and parking.
SR-9/SR-17 La Verkin Planning Study (2023)	Key takeaways: Identifies a dedicated mobility hub and variable messaging signboards to reduce congestion and communicate real-time parking and trip information. Proposes expanded transit services (e.g., SunTran into La Verkin) and acquisition of properties for transit stops.
US-89/US-9 Corridor Study (2021)	Key takeaways: Focus on transit and active transportation along US-9, with plans for regional paved paths and long-term transit connections to Bryce Canyon.
Washington County Transportation Masterplan (2023)	This document includes maps of planned roadway and active transportation projects, data showing current bus service utilization is lower than expected, and recommendations for enhancing transit infrastructure.

3.4 Planning Takeaways

A recurring focus throughout the planning analysis is ensuring the long-term health of Zion Canyon's transportation system by promoting safe, multimodal options for pedestrians, cyclists, transit users, and drivers. Efforts aim to minimize congestion while preparing for future transportation technologies.

Businesses and transit providers should work together to help more employees use public transportation. In Springdale, five key locations—Zion Lodge, Winderland Lane, Canyon Springs/Sage, Desert Pearl, and the Hampton Inn/Visitor Center—experience significant traffic impacts due to seasonal visitation peaks. The analysis examines vehicle restrictions on the Zion-Mount Carmel Highway, parking availability, bike and pedestrian mobility, street classifications, roadway design, and access management.

A proposed East Zion electric vehicle shuttle project, though feasible, is currently stalled due to Federal Highway Administration requirements and infrastructure limitations along the Zion-Mount Carmel Highway. Existing studies, including a 2016 report showing strong visitor support for transit, highlight the potential for expanded services.

With 1,000 employees commuting to Springdale daily during peak season, improved wayfinding, and messaging, particularly through VMS at key mobility hubs—could enhance traffic flow. Additionally, regional active transportation initiatives along US-9 are advancing with support from local, county, and state agencies through the Utah Trail Network. Access management remains a critical component of maintaining stable traffic conditions.

3.5 Key Themes Analysis

Springdale faces significant transportation challenges stemming from high tourist visitation, limited infrastructure, and the need to balance diverse user needs. These challenges necessitate a comprehensive and integrated approach to transportation management

3.5.1 Transit

- Visitors to Springdale/ZNP rely heavily on the Zion Shuttle System for mobility.
- Expanding regional transit connectivity serving visitors, employees, and residents is crucial for reducing congestion and enhancing access to opportunity.
- Coordination among various transit providers is essential for a seamless rider experience.

3.5.2 On-Demand Service

- The need for flexible mobility solutions is evident, addressing first/last mile connections and varying user needs.
- Integrating public and private on-demand services presents opportunities for enhanced mobility.
- Congestion management strategies, including driveway access control and remote parking, are critical.

3.5.3 Private Automobile

- Managing private vehicle traffic is a persistent challenge, requiring strategies to mitigate congestion and improve the visitor experience.
- Oversized vehicle restrictions to Zion Mt Carmel Hwy are being implemented in 2026, altering travel patterns through Zion.
- Additional traffic calming and mode separation are needed for safety.

3.5.4 Pedestrian and Bicycle Infrastructure

- Investments in pedestrian and bicycle infrastructure are vital for promoting low-impact transportation and enhancing accessibility.
- Safety concerns related to increased pedestrian and cyclist interactions, including e-bike usage, need to be addressed.
- Regional trail connections are being developed and will add to the visitor experience.

3.5.5 Parking

- Parking capacity is a significant constraint, especially during peak tourist seasons.
- Innovative parking management solutions, like technology-driven payment systems, are now being implemented as test pilots
- Mobility hubs, park and rides, and VMS technologies have been discussed but not yet implemented.

3.5.6 Technology

- Strategic technology solutions are crucial for enhancing transportation efficiency and providing timely traveler information.
- A modern transportation system requires real-time information, robust EV infrastructure, and seamlessly integrated transit technology.
- Implementing intelligent transportation systems is necessary for optimizing transportation operations.

4. Source Materials

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Appendix B

Peer Community Analysis

Contents

1. Introduction

This analysis examines peer communities that share key characteristics with Springdale, Utah, to identify focus areas, strategies, and challenges related to smart travel. By evaluating how these communities address transit, on-demand travel services, driving, bicycle and pedestrian infrastructure, parking, technology, and travel demand strategies, we can learn valuable insights. Additionally, public engagement methods, goals and objectives, benefits and challenges, marketing approaches, and implementation strategies were analyzed to offer a comprehensive understanding of transportation solutions that balance innovation with local needs.

To ensure a nuanced approach, the analysis is divided into two sub-sections:

- **Peer communities** are small, tourism-driven towns near major natural attractions that rely on land-based transportation solutions.
- **Island communities** face unique geographic constraints, often depending on marine transportation and alternative mobility strategies.

By studying these groups separately, the analysis highlights the best practices tailored to Springdale's unique transportation challenges, as it shares characteristics with both types of communities.

2. Peer Community Analysis

The selected peer communities closely resemble Springdale in several ways: they are small, tourism-driven towns near major natural attractions, experience high seasonal visitor volumes, and manage significant commuter traffic due to a large nonlocal workforce. Additionally, they are geographically constrained and have comparable year-round populations.

These communities have adopted innovative approaches to transit systems, pedestrian-friendly infrastructure, parking management, and sustainable development to balance tourism growth with environmental preservation. By studying their strategies, Springdale can gain valuable insights into best practices for improving visitor mobility, reducing congestion, enhancing sustainability, and supporting overall community well-being.

2.1 Aspen, Colorado

Key Focus: A multimodal approach to reduce car dependency and enhance quality of life.

Relevant Strategies:

- Increase transit frequency and expand on-demand services.
- Grow car-sharing programs and explore partnerships with ride-matching apps.
- Prioritize pedestrian and bicycle projects, expand no-parking zones, and increase downtown parking fees.
- Implement transportation demand management (e.g., Guaranteed Ride Home, trip reduction ordinances).

Challenges: Balancing reduced vehicle use with increased transportation costs.

Takeaway: Focuses on a multimodal approach with increased transit, car-sharing, and pedestrian/bicycle prioritization, facing challenges in balancing reduced vehicle use with increased costs.

2.2 Cannon Beach, Oregon

City of Cannon Beach
TRANSPORTATION SYSTEM PLAN

Key Focus: Enhancing transportation infrastructure and managing traffic while promoting alternative modes of travel.

Relevant Strategies:

- Promote a parking monitoring program that included providing guidance on parking limits, and employee parking areas.
- Promote EV charging stations and encourage their use.
- Improve bicycle and pedestrian facilities, including off-street trails, crossings, and illumination.
- Develop transportation demand management (TDM) programs, such as encouraging visitors to arrive via alternative modes and sharing real-time traffic data.

Challenges: Limited intercity transit service, lack of a north-south bike route, and intersections with inadequate traffic controls.

Takeaway: Emphasizes infrastructure enhancement and alternative mode promotion through parking management, EV charging, and TDM programs, facing challenges with intercity transit and bicycle routes.

2.3 Park City, Utah

Key Focus: Becoming a "park-once" community that promoting multimodal travel choices and reducing reliance on single-occupancy vehicles.

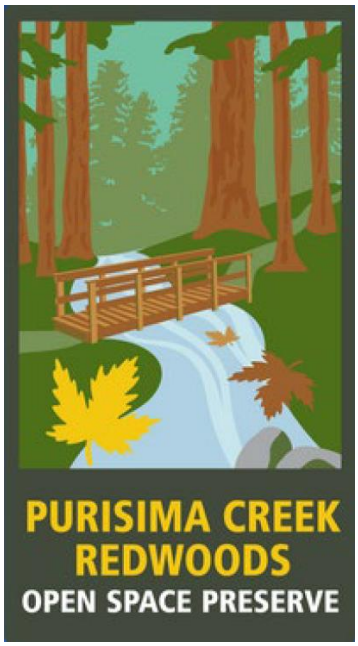
Relevant Strategies:

- Address first/last mile transit access through integrated transportation system with park-and-ride facilities outside the city, express BRT-style bus service on main corridors, in-city main street trolley.
- Integrating smart technology, this parking garage utilizes a counter to provide dynamic parking management and real-time feedback on available spaces.
- Transportation demand management- phased paid parking, incentives for transit users, preferred carpool parking, strategies to shift travel demand to off-peak hours, educating visitors about car free options, fleet branding.
- Performance measurement via report card tracking key metrics (transit ridership, carbon emissions) to access program success.

Challenges: Reducing vehicle miles traveled (VMT) and increasing awareness and usage of TDM programs.

Takeaway: Aims to become a "park-once" community with integrated transit, smart parking technology, and TDM strategies, focusing on reducing vehicle miles traveled.

2.4 Purisima Multimodal Access Implementation



Key Focus: Establish transportation demand management (TDM) strategies and shuttle service to Purisimia Creek Road parking area and trailhead.

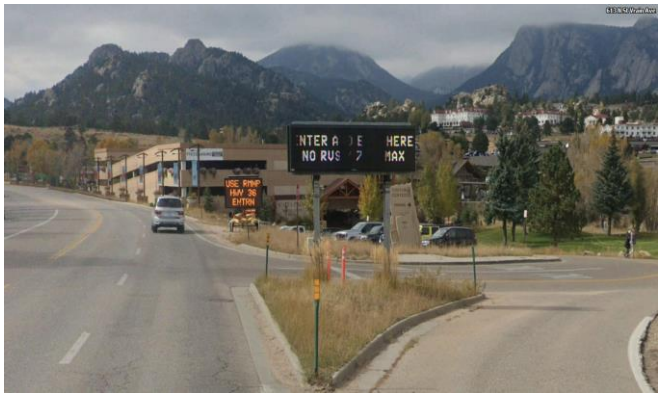
Relevant Strategies:

- High priority TDM strategies – parking reservation, shuttle service, priority parking (carpool), real-time parking information, social media outreach, bicycle parking, reconfigure existing parking to maximize, shuttles from satellite parking lots.
- Secondary priority TDM strategies – website updates, vehicle wayfinding, updated kiosk information, updates to navigation apps, increased fines/enforcement for parking violations.
- Success outcomes - establishment of a shuttle program model, elimination of parking and congestion, easy access for visitors.
- Service delivery model concepts, staffing and vehicles, pilot program cost analysis, and performance measures identification.

Challenges: Congestion at the trailhead, due to the dead-end road and limited parking, negatively impacts visitor experience.

Takeaway: Focuses on TDM strategies and shuttle services to address trailhead congestion, with successful outcomes in shuttle program establishment and congestion reduction.

2.5 Estes Park, Colorado



Key Focus: Balancing visitor access and environmental preservation, leveraging alternate transportation systems (ATS) to manage visitor flow, understanding visitor behavior and preferences, implementing intelligent transportation systems (ITS).

Relevant Strategies:

- Developing a comprehensive ATS network - combines trails and shuttle buses for easy access and make it reliable, frequent, and family-friendly.
- Improve shuttle service - start with voluntary shuttles, consider mandatory in busy areas and ensure frequent, uncrowded, and flexible service.
- Use technology for information - provide real-time updates on shuttles, parking, and traffic. Use signs, apps, and websites.
- Understanding visitors' needs - survey visitors to learn their preferences and tailor communication to different groups.
- Promoting incentives for ATS use – offer free or cheap shuttles, provide priority parking, promote environmental benefits.
- Integrating with Rocky Mountain National Park - create a unified transportation system with the park.

Challenges: public perception and acceptance, infrastructure development and maintenance, funding and resource allocation, managing visitor expectations.

Takeaway: Balancing visitor access and environmental preservation through alternate transportation systems (ATS), improved shuttle services, technology integration, and visitor behavior understanding, facing challenges in public perception, infrastructure, and funding.

2.6 Summary

Aspen, Cannon Beach, Park City, Purisima, and Estes Park serve as case studies for Springdale's smart travel transportation planning. These small, tourism-driven towns near natural attractions face similar challenges, including high seasonal visitation, commuter traffic management, geographic constraints, and comparable population sizes.

Key Themes and Relevance to Springdale:

- Multimodal Transportation: All communities emphasize reducing reliance on single-occupancy vehicles through integrated transit, pedestrian, and bicycle infrastructure.
- Transportation Demand Management (TDM): Strategies like parking management, incentives for alternative modes, and real-time information are used to manage traffic flow and reduce congestion.
- Sustainability: Communities prioritize environmental preservation by promoting sustainable transportation options and managing visitor impact.
- Technology Integration: Smart technologies, such as real-time parking information and dynamic messaging signs, are employed to improve efficiency and visitor experience.
- Visitor Experience: Enhancing visitor mobility and reducing congestion are key goals, with a focus on providing convenient and accessible transportation options.

Key Insights from Peer Communities:

Aspen, CO:

- Comprehensive, all-in approach to reduce car dependency by prioritizing transit investments.

Cannon Beach, OR:

- Addressed transportation challenges through improved infrastructure, traffic management, and promotion of alternative travel modes.

Park City, UT:

- Successful "park-once" strategy paired with strong multimodal travel options.
- Transit, TDM measures, and parking strategies effectively reduced vehicle miles traveled (VMT) and trailhead congestion.

Estes Park, CO:

- Demonstrated how alternative transportation systems can balance visitor access with preservation of natural resources.

By examining these communities, Springdale can gain valuable insights into effective strategies for managing transportation challenges, enhancing sustainability, and improving the overall visitor experience.

3. Island Community Analysis

The following client identified peer communities are relevant to studying smart travel transportation in comparison to Springdale because they have successfully implemented innovative transportation solutions in constrained environments with high seasonal tourism. These communities share key characteristics with Springdale, making them valuable case studies:

- Car-free or limited-vehicle policies.
- Multimodal transportation networks.
- Geographic constraints.
- Low impact and visitor-focused transportation solutions.

By examining these similar communities, we can identify proven strategies to help Springdale create a sustainable and efficient transportation system that prioritizes diverse travel options.

3.1 Mackinac Island, Michigan

Key Focus: Fully car-free island emphasizing seasonal transit services and ferry system expansion.

Relevant Strategies:

- Increase winter ferry trips and reduce ticket costs.
- Modernize transit fleets and collaborate on resources for efficiency.
- Preserve the island's character with strict construction and parking regulations.

Challenges: Addressing mobility concerns while maintaining strict car-free policies.

Takeaway: A fully car-free island focusing on seasonal transit and ferry system expansion, emphasizing historic preservation through strict regulations.

3.2 Lopez Island, Washington

The Ferry Terminal on Lopez Island.
Photo by Google

Key Focus: Multimodal transportation aligned with rural character and community needs.

Relevant Strategies:

- Offer public and private on-demand transit services.
- Improve bicycle and pedestrian infrastructure while enforcing parking regulations.
- Reduce tourism-related impacts through education and local stewardship efforts.

Challenges: Balancing tourism pressure with local infrastructure capacity and addressing public misconceptions about taxes.

Takeaway: Emphasizing multimodal transportation aligning with its rural character, offering on-demand transit and improving pedestrian/bike infrastructure while managing tourism impacts.

3.3 Nantucket, Massachusetts

Complete street in Nantucket
Photo by Google

Key Focus: Pedestrian and bicycle infrastructure to reduce car reliance.

Relevant Strategies:

- Provide seasonal transit schedules and maintain walkable town centers with pedestrian-only zones.
- Promote bike-friendly initiatives and engage the community on parking management.
- Highlight sustainable and accessible transportation options.

Challenges: Supporting car-free travel while addressing accessibility for mobility-impaired visitors.

Takeaways: Prioritizing pedestrian and bicycle infrastructure to reduce car reliance, focusing on seasonal transit, walkable area, and robust community engagement in parking management decisions.

3.4 Summary

Mackinac Island, Lopez Island, and Nantucket serve as case studies for Springdale's smart travel transportation planning. These locations share key similarities with Springdale, including high seasonal tourism, geographic constraints, and the need for low-impact transportation solutions.

Key Similarities and Relevance to Springdale:

- Car-free or Limited-Vehicle Policies: Like Springdale's desire to reduce car dependence, these islands have successfully implemented car-free or limited-vehicle policies.
- Multimodal Transportation Networks: They demonstrate effective integration of various transportation modes (ferries, walking, biking, transit) to cater to diverse needs.
- Geographic Constraints: Being islands, they face similar geographic constraints as Springdale, which is surrounded by natural barriers.
- Low Impact and Visitor-Focused Solutions: They prioritize sustainable and visitor-friendly transportation solutions, crucial for managing tourism impacts.

Key Insights from Peer Communities:

Mackinac Island:

- Fully car-free environment demonstrates viability of non-automobile travel.
- Expanding ferry services and seasonal transit support tourism without increasing congestion.

Lopez Island:

- Rural setting balances the needs of residents and tourists through multimodal options.
- Emphasis on flexible, community-based transportation strategies.

Nantucket:

- Strong focus on walking, biking, and transit as primary modes.
- Policies aim to reduce car dependence and preserve the island’s character.

By studying these communities, Springdale can learn valuable strategies for creating a sustainable and efficient transportation system that prioritizes diverse travel options while addressing the challenges of high seasonal tourism and geographic constraints.

4. Common Themes Across Communities

The peer analysis highlights a common focus on reducing car dependency by enhancing transit options, expanding on-demand services, and improving bike and pedestrian infrastructure. Sustainability, environmental stewardship, and community engagement are central priorities, with communities striving to balance visitor needs while preserving local quality of life and infrastructure capacity. Emphasis is consistently placed on alternative transportation modes such as biking, walking, and public transit, alongside effective parking management strategies to ease congestion. Efforts to promote sustainability are further reinforced through investments in EV infrastructure and initiatives aimed at reducing VMT.

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Transportation Improvement Program Fiscal Years 2025-2029. Prepared by the Nantucket Planning and Economic Development Commission. (May 2024).

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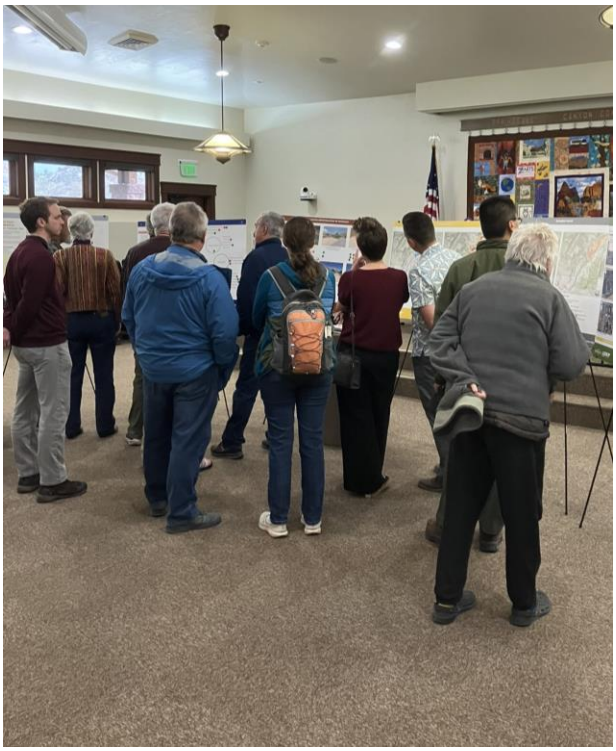
Optional shuttle systems have been implemented in:

- Acadia, Yosemite.
- Grand Canyon, Bryce Canyon.
- Sequoia National Park.
- Kings Canyon National Park.
- Golden Gate National Recreation Area.



Public Engagement Summary

Prepared for
Town of Springdale

May 2025

Parametrix

Appendix C

Public Engagement Summary

Contents

FIGURES

Contents (continued)

TABLES

Acronyms and Abbreviations

AT	active transportation
EV	electrical vehicle
FTA	Federal Transit Administration
ITS	intelligent transportation systems
MPO	Metropolitan Planning Organization
NPS	National Park Service
NREL	National Renewable Energy Laboratory
SOV	single-occupancy vehicle
TDM	transportation demand management
UDOT	Utah Department of Transportation
VMS	variable message signs

1. Public Engagement Overview

The public engagement process for the Springdale Smart Travel Plan followed the Utah Department of Transportation's (UDOT) solutions development framework, progressed through three key phases: Context, Problem, and Solutions. Each phase played a critical role in shaping the project by gathering input from the community and key stakeholders to ensure the final recommendations aligned with local needs and priorities.

The first phase, Context, aimed to establish the values and goals of the community regarding smart travel in Springdale. Stakeholder interviews were conducted to gain a deeper understanding of transportation challenges and opportunities. These interviews involved key groups such as transit service providers, regional entities (i.e., Washington County), Town of Springdale departments, private transportation providers, and local businesses and organizations. The insights gathered provided a comprehensive picture of the transportation landscape, highlighting existing issues and potential areas for improvement. This foundational understanding was essential in identifying recommendations that could be assessed and prioritized in later stages of the project.

Building upon these findings, the second phase, Problem, focused on defining the community's specific needs and developing an evaluation system for potential transportation solutions. To refine project priorities, an open house was held where residents participated in interactive engagement activities. Attendees had the opportunity to vote on preferred transportation modes, mark problem areas and opportunities on a town map, and provide feedback through open-ended comment cards. Additional exercises, such as the red dot/green dot activity and informational displays illustrating regional, county, and local transportation contexts, helped residents visualize and discuss transportation challenges. The feedback gathered during this phase played a crucial role in refining the evaluation criteria and performance metrics, ensuring they accurately reflected community concerns and priorities.

The final phase, Solutions, sought to further understand community transportation needs and identify the most effective strategies to support the project's goals. An online survey was distributed to gather broader input, with questions designed to explore various aspects of transportation in and around Springdale. Survey participants provided insights into how they traveled to and from town, how they moved between Springdale and Zion National Park, their attitudes and concerns about transportation, and their preferences for potential improvements. Additionally, the survey included questions on marketing and communication strategies to enhance public awareness of transportation options, as well as demographic data to better understand community perspectives.

Through this structured engagement process, the project successfully built consensus and gathered valuable insights, ensuring that the final transportation strategies were both effective and aligned with the needs of Springdale's residents, businesses, and visitors.

2. Phase 1 - Context

Phase 1 of engagement occurred between January and March 2025 aligning with the Phase 1 – context project phase.

2.1 StoryMaps Website

The StoryMaps website (https://bit.ly/SpringdaleTravelSmart) serves as an interactive and accessible resource for visitors, employees, and residents to learn about an ongoing community planning initiative. It provides a comprehensive overview of the project's purpose, key objectives,

and strategies to enhance local transportation and mobility. The site features transportation maps that illustrate key challenges, such as traffic entering Springdale and pedestrian congestion within Zion National Park.

A central component of the website is public engagement, offering a direct link to a survey where stakeholders can share their insights and feedback. Visitors can also explore project goals, understand the planning process, review the timeline—including open house details and progress updates—and access contact information for town representatives. Through this platform, the project aims to balance growth, sustainability, and community needs while encouraging public participation in shaping the future of transportation in the region.

2.2 Stakeholder Interviews

2.2.1 Participants

This chapter summarizes the input gathered through phone interviews with representatives from a range of agencies and organizations. These participants were selected to reflect diverse transportation-related perspectives, including those directly involved in or impacted by travel to and within Springdale. The purpose of these interviews was to better understand local and regional transportation challenges and to explore potential solutions. The content presented here reflects the views and insights shared by interviewees and is intended to inform future planning. It does not represent official recommendations or the positions of the project team or Steering Committee partners.

Participants included:

- Transit Service Providers:
  - → Suntran/City of St. George.
  - → Zion National Park Transportation System.
- Regional Entities:
  - → Dixie Metropolitan Planning Organization (MPO).
  - → Zion Regional Collaborative.
  - → Zion National Park.
  - → Washington County.
  - → Utah Clean Cities.
- Town of Springdale Departments:
  - → Springdale Police and Parking Departments.
  - → Springdale Streets Department.
  - → Springdale Community Development Department.
- On-Demand Shuttle Providers:
  - → Shuttle Companies (e.g., St. George Express).
- Local Businesses and Organizations:
  - → Hotels (Flannigan's, Red Cliffs Lodge, Gateway RV Resort.
  - → Bike Rental Companies (Zion Cycles, Zion Outfitter).

- → Zion Canyon Visitors Bureau.

Stakeholder engagement interviews were designed to capture targeted insights from different groups. Discussions were structured into three primary categories:

1. **Current Transportation Challenges** – Identifying key issues related to promoting car-free travel.
2. **Specialized Insights** – Gathering expert recommendations and strategies for enhancing alternative transportation options.
3. **Other Relevant Information** – Exploring additional considerations that impact transportation, mobility, and travel demand management.

By organizing discussions around these focus areas, the interviews provided a structured and actionable understanding of Springdale's transportation landscape. These findings will be instrumental in shaping policies and initiatives that improve mobility, sustainability, and overall travel experience in the region.

2.2.2 Insights into Springdale Travel

Stakeholder interviews offered valuable insights into enhancing car-free travel in Springdale, building on existing transportation challenges and opportunities. These insights cover key areas such as public transit, regional coordination, parking, pedestrian infrastructure, and on-demand transportation services.

A successful approach to promoting car-free travel in Springdale requires a combination of transit improvements, infrastructure investments, and strategic marketing. By strengthening regional partnerships, implementing innovative transportation solutions, and fostering collaboration with local businesses, Springdale can create a more sustainable and accessible travel experience for both residents and visitors.

2.2.2.1 Transit Service Providers

Springdale's transit system is supported by SunTran, which was introduced in November 2024. It offers a consistent, year-round schedule with connections to St. George and other key destinations.. Its operations are funded through a combination of a Utah state grant and Washington County sales tax, ensuring financial sustainability. SunTran has the flexibility to add buses to service as demand increases, with ticket purchases available through cash payments on board or by phone. Additionally, digital tracking allows passengers to monitor bus locations in real time.

To enhance community awareness and engagement, SunTran regularly presents services to local cities and gathers feedback through community surveys. To increase participation, survey flyers will be posted in buses and transit stations.

The Town Line of the Zion Transportation System, funded by the National Park Service and operated by RATPDev, provides both town and canyon shuttle service using electric vehicles. This fare-free system is a cornerstone of Zion's sustainable transportation network. There is potential to extend evening or year-round service, contingent upon requests and additional funding from the National Park Service (NPS). Operational improvements have been made, including bus driver shift change location adjustment to optimize efficiency.

Additional considerations discussed included developing park-and-ride connections and the possibility of introducing a separate Springdale provided trolley service for enhanced local mobility.

2.2.2.2 Regional Entities

At a broader level, regional organizations are working to strengthen transportation options through strategic planning, financial investment, and collaboration. Funding opportunities exist through organizations such as National Renewable Energy Laboratory (NREL) and Federal Transit Administration (FTA) grants, with additional potential through public-private partnerships.

Strategic planning efforts are underway, focusing on corridor management and regional transportation development. To ensure effectiveness, meaningful engagement with local communities remains a priority. Data-driven decision-making is also emphasized, with a push to use ridership data to justify service improvements and optimize transit options.

For future coordination, regional entities aim to:

- Enhance service reliability through better scheduling and funding stability.
- Establish strategic transit hubs to streamline regional connections.
- Improve communication strategies to ensure visitors are well-informed about transit options.
- Integrate park-and-ride systems with public transit to reduce congestion in high-traffic areas.

Additionally, increasing smart travel adoption requires stronger marketing campaigns, user-friendly trip-planning tools, and a seamless visitor experience that makes alternative transportation appealing.

2.2.2.3 Springdale Departments

Improving public messaging and communication is essential for shifting visitor behavior. Springdale can draw inspiration programs like Roads to Recreation and their efforts in Salt Lake City's Cottonwood Canyons, and strategies such as reserved parking systems to reduce congestion. Ensuring messaging consistency during high-traffic weekends (Friday through Sunday) is particularly important. While mobile variable message signs (VMS) are currently in use, their effectiveness remains variable and may require further refinement.

2.2.2.4 On-Demand Shuttle Providers

On-demand shuttle operators continue to play a significant role in transportation solutions, particularly in providing charter services that are profitable. However, economic considerations have led some companies to explore cost-cutting measures instead of investing in service area expansion.

To encourage ridership, additional incentives may be necessary, particularly for hotel employees and other daily transit users. Shuttle operators also believe that long-term, consistent service leads to sustainable ridership growth, with eventual break-even operations and profitability over time.

2.2.2.5 Local Businesses and Organizations

Insights to improve local transportation by:

- Coordinate with the Zion Canyon Visitors Bureau to explore on-demand and vanpooling options with interested businesses to improve employee transportation.
- Incentivizing businesses to support transit adoption could include reduced parking requirements for those implementing transportation demand management (TDM) strategies or offering financial support for sustainable commuting options.

- For visitors, clearer travel information and real-time transit updates are crucial for encouraging alternative transportation. Many visitors remain hesitant to forgo personal vehicles due to uncertainty regarding transit reliability. Restaurants have expressed concerns that limited evening transportation options discourage patrons from relying on shuttles, emphasizing the desire for extended nighttime service.

Recreation outfitters can enhance transportation by:

- Biking remains a popular car-free travel option, and outfitters are actively working to support and expand this mode of transportation. Many provide bike shuttles to destinations such as the Applecross Trail System, as well as various mountain, gravel, and road biking locations. Expanding biking infrastructure and offering additional incentives could further promote cycling as an alternative to driving.
- Outfitters also play a direct role in cyclist safety and support within Zion National Park. Staff members frequently assist with bike maintenance and use shuttles for return trips, integrating biking and transit options seamlessly. Safety education remains a focus, with outfitters requiring renters to watch orientation videos covering helmet use and road rules.
- To encourage greater transit adoption, some outfitters offer local discounts on bike rentals and could explore additional incentives, such as providing discounts to riders who show a SunTran bus ticket.

2.2.3 Challenges to Smart Travel in Springdale

Springdale faces several transportation challenges that hinder efforts to encourage car-free travel. These challenges span multiple sectors, including public transit, regional coordination, parking, pedestrian infrastructure, and on-demand shuttle services. The key obstacles identified through stakeholder interviews are outlined below.

2.2.3.1 Transit Service Providers

Springdale's public transit network, including SunTran and the Zion Transportation System Shuttles, plays a crucial role in reducing car dependency, but several barriers limit its effectiveness:

- Resistance from Employees and Locals:
  - → Many locals have a strong attachment to personal vehicles, making it difficult to shift travel behavior.
  - → Service sector employees struggle to use public transit due to work schedules that either fall outside transit hours or vary unpredictably based on demand, making driving the more convenient option.
- Limited Visitor Ridership:
  - → SunTran sees low winter visitor ridership, making seasonal transit adjustments challenging.
- Service Limitations:
  - → No transit connection to the St George airport.
  - → Financial constraints and seasonal employment make service expansion difficult.
  - → Inconsistent schedules between town shuttles and SunTran cause frustration among riders.
  - → Some communities, such as Rockville, oppose adding transit stops.

- Traffic Congestion at Park Entrances:
  - → Heavy congestion at Zion National Park's entrance, particularly during peak seasons, slows traffic and impacts transit efficiency.
- Park-and-Ride Challenges:
  - → Town shuttles often reach capacity before picking up riders at stops closer to Zion National Park.
  - → On-demand services at park-and-ride lots compete with SunTran for riders.

2.2.3.2 Regional Entities

Springdale's transportation network is influenced by regional entities such as Dixie MPO and Zion National Park. Challenges include:

- Transit Service Frequency and Predictability:
  - → Visitors tend to prioritize other aspects of their trip over transportation, making a centralized travel information hub essential.
- Multimodal Travel Needs:
  - → Walking distances between key destinations (e.g., Springdale to Zion National Park) can be perceived as long, making biking and transit connections essential.
- "Park Once" Concept:
  - → Encouraging visitors to park in nearby towns and use transit to reach Springdale could alleviate congestion but requires regional cooperation.
- First/Last Mile Connectivity Issues:
  - → Limited options for getting to and from transit stops pose a major barrier, especially for those with mobility limitations.
- Limited Regional Connectivity:
  - → While SunTran's Zion Line is a good start, transit connections to surrounding communities (St. George, Rockville, Virgin) remain inadequate.
  - → Lack of direct airport transit makes car-free travel more difficult.
- Oversized Vehicle Restrictions:
  - → The Mt. Carmel Highway will be imposing height and width restrictions that will complicate travel for tour buses and RVs, requiring better route planning and communication.
- Infrastructure Constraints:
  - → Springdale's geography (narrow corridors between the river and the national park) limits expansion opportunities, making efficient land use and transit optimization critical.

2.2.3.3 Springdale Departments

Local departments identified several issues affecting transit use and overall mobility:

- Shuttle Awareness and Adoption:
  - → Many visitors are unaware of the Zion shuttle system or are reluctant to use it due to ingrained car habits.

- → Data is needed to assess current shuttle ridership and identify target groups for increased transit adoption.
- → A modest shift of 5% to 10% of visitors using transit could significantly ease congestion.

- Parking Issues and Enforcement:
  - → High parking demand during holidays results in congestion and long shuttle lines.
  - → Illegal parking in shuttle stops and bike lanes is a growing concern.
  - → Enforcement of parking rules (e.g., $125 fines for red zone violations) is inconsistent.
  - → Proposed park-and-ride solutions in Rockville and Virgin face potential resistance but could provide economic benefits.
  - → Ideal park-and-ride locations are limited in Springdale.
- Pedestrian and Accessibility Challenges:
  - → While sidewalks have been improved, crosswalk gaps remain.
  - → Excessive wayfinding signage has led to complaints of sensory overload. Alternatives like painted road markings are being considered.
  - → Park entrance stops need better ADA accessibility for visitors with mobility impairments.
  - → Drivers' awareness and behavior at crosswalks vary.
  - → Surges in visitation result in roadway and utility (water, sewer) congestion.

2.2.3.4 On-Demand Shuttle Providers

Private shuttle companies and other transportation providers play a role in Springdale's mobility network but face challenges:

- Convenience and Accessibility Issues:
  - → Transit must be safe, convenient, and family-friendly to encourage greater adoption.
  - → Key amenities, such as weather protection at stops and real-time arrival information, are lacking.
- Service Gaps and Reliability Issues:
  - → SunTran's perceived lack of reliability discourages usage.
  - → During COVID-19, the St. George Shuttle augmented Zion Transportation System service that was reduced to meet public safety requirements.
  - → The demand for a fixed-route service between St. George and Zion remains uncertain.
- Park-and-Ride Feasibility:
  - → Rockville is not seen as a viable location for park-and-ride due to local sentiment and complexity of terrain where Washington County owns land (parcel R-1248) west of town.
  - → Virgin and La Verkin could be suitable alternatives but require collaboration with county officials and businesses.
- Funding and Competitive Tensions:
  - → Some stakeholders support local tax increases to expand SunTran service.
  - → On-demand shuttle operators struggle to compete with publicly subsidized transit services.

2.2.3.5 Local Businesses and Organizations

Hotels, bike rental companies, and other tourism-related businesses identified several transportation challenges:

- Employee Transit Barriers:
  - → Hospitality workers, particularly housekeepers, cooks, and dishwashers, struggle with transit due to limited-service hours.
  - → SunTran's service rollout has been problematic, with hotel staff facing difficulties in obtaining transit passes.
  - → Limited late-night service makes transit impractical for evening workers, forcing them to rely on expensive taxi services.
- Parking and Visitor Experience Issues:
  - → Hotels face ongoing parking shortages, particularly during peak tourist seasons.
  - → Some businesses, like Flanigan's, spend $1,500 per month on reserved parking due to construction-related constraints.
  - → Shared parking arrangements between hotels and businesses create conflicts.
- Barriers to Smart Travel Adoption:
  - → Visitors and staff are often unaware of transit options or find shuttle navigation confusing.
  - → The car-centric nature of SR-9 (Scenic Byway) reinforces a preference for personal vehicles.
  - → The absence of airport transit makes car-free travel less feasible.
- Biking Challenges:
  - → Cycling in Zion Canyon remains a popular alternative mode of travel; however, increased use of Class 2 e-bikes (which include throttles and are not permitted) has led to growing frustration among some visitors and stakeholders.
  - → Safety concerns exist due to the quiet nature of electric shuttle buses, which is difficult for nearby cyclists and pedestrians to hear; however, busses have bells for the drivers to use if needed to mitigate this issue.
  - → The roads through Zion Canyon were not originally designed for multimodal use. They often lack shoulders or designated bike lanes, and in many areas, steep drop-offs increase the risk of crashes for cyclists and pedestrians..

2.2.4 Opportunities for Smart Travel in Springdale

Encouraging car-free travel in and around Springdale requires collaboration between transit providers, regional entities, local businesses, and the Town of Springdale government. Below is a structured overview of insights and challenges, highlighting potential solutions for improving sustainable transportation options.

2.2.4.1 Transit Service Providers

Springdale's public transit network, which includes SunTran and the Zion Transportation System Shuttles, is essential for reducing vehicular reliance. The following opportunities have been identified to enhance its effectiveness:

- Optimizing SunTran Service:
  - → SunTran remains flexible in adjusting routes and schedules to better serve the needs of riders. Considerations include introducing courtesy stops and express service, though these changes must account for time constraints. There is also an openness to developing mobility hubs and park-and-ride facilities to ease congestion.
- Promotional Strategies:
  - → Efforts to promote transit services are primarily focused on the summer season. Marketing methods include website updates, public relations campaigns, printed materials, and potentially radio advertisements. A drone video showcasing transit options in the St. George and Hurricane areas is also under consideration to improve outreach.
- Enhancing Park Access:
  - → To reduce long entrance lines at Zion National Park, several potential solutions are being considered. These include improving traffic circulation, increasing National Park Service staffing, promoting the use of prepurchase park passes, and exploring the feasibility of a timed-entry system. However, implementing these measures would require action from the National Park Service and depend on various logistical and policy considerations..
- Improving Park-and-Ride Experiences:
  - → Visitors using park-and-ride shuttle services should experience a smooth transition, like airport shuttle systems. Clear information and efficiency improvements will help encourage more people to utilize these options.

2.2.4.2 Regional Entities

Springdale's transportation network presents several opportunities for improvement through collaboration with regional entities. Key opportunities include:

- Real-Time Information for Visitors:
  - → Installing VMS along major routes will provide visitors with real-time transit updates, improving wayfinding and the overall experience.
- Strengthening Regional Transit Links:
  - → Expanding partnerships between SunTran and other key destinations such as the St. George Airport will enhance regional transit connections. However, service expansions must be based on proven ridership data to ensure sustainability.
- Enhancing Visitor Experience Through Information and Marketing:
  - → Providing easily accessible transit information, including alternative activities beyond popular trails, such as bird-watching and cultural sites, will encourage car-free travel. Targeted education campaigns—both for pre-planning travelers and those making spontaneous decisions—will also boost transit use. Utah's tourism website could be a key platform for these efforts.
- Maximizing Existing Resources:
  - → The Scenic Byway designation of SR-9 and existing shuttle services should be leveraged to promote sustainable travel, highlighting Springdale's unique accessibility via alternative transit modes.
- Targeting Specific Visitor Groups:

- → International visitors, those with mobility limitations, and travelers interested in "slow travel" represent key demographics for car-free initiatives. Tailoring transit solutions to meet their needs will improve adoption rates.

- Encouraging Cross-Sector Collaboration:
  - → Building strong partnerships between NPS, Springdale, surrounding communities, transportation providers, and tourism organizations will facilitate an integrated transportation strategy.
- Embracing Innovation:
  - → Exploring innovative transit solutions—such as e-bike rentals integrated with transit stops, improved bike-carrying capacity on buses, and in town electric scooter-sharing programs—will provide diverse options for visitors.

2.2.4.3 Springdale Departments

Local departments identified several opportunities affecting transit use and overall mobility:

- Promoting Carpooling and Alternative Transit:
  - → Increasing parking restrictions has led to a rise in visitor carpooling. Hotels can play a crucial role by informing guests about transit options and encouraging employee carpooling programs.
- Potential Transit Enhancements:
  - → A year-round shuttle schedule should be considered to improve consistency. Additionally, limiting park entry during peak seasons could help manage congestion and enhance visitor experience.
- Improving Bike and Pedestrian Infrastructure:
  - → While bike lanes improve traffic flow, congestion at certain points can cause bike traffic bottleneck. Current thermoplastic bike lane markers get dirty quickly, and switching to white paint with glass beads—plus green paint at intersections—has been recommended. Plans for sidewalk extensions and multiuse paths are underway to improve connectivity.
  - → Meanwhile, Bike Ambassadors stationed in Zion assist cyclists with safety and navigation.
  - → Green ladder-style bikeway markings may be added at intersections, pending approval from UDOT. Crosswalks will be marked using white paint with glass beads for enhanced visibility..
- Other Considerations:
  - → Park Entry Management - Timed entry, reservations, or visitor daily limits needs to be studied.
  - → Data driven decision making is encouraged on the department level.
  - → Rumble strips are being installed to increase driver awareness in key locations.

2.2.4.4 On-Demand Shuttle Providers

On-demand shuttle companies and other transportation providers contribute to Springdale's mobility network and offer opportunities for enhancement, including:

Understanding Travel Demand

Most regional trips originate from St. George and the airport, with shuttle routes including:

- Salt Lake City/Orem (4 to 5 daily trips).
- Las Vegas (13 daily trips).

Common users include business travelers, college students, families, and elderly riders. It is preferred that cyclists traveling with bike provide their own bike boxes for secure transport.

2.2.4.5 Local Businesses and Organizations

Hotels, bike rental companies, and other tourism-related businesses suggested the following transportation improvements:

Transit Improvements:

- Extending SunTran service hours to at least 11 p.m. would accommodate late-shift workers.
- Developing a park-and-ride facility in Rockville could alleviate congestion, though some residents have voiced opposition.
- Employer-purchased transit passes and payment integration with the Transit app would streamline access for workers.
- An employer ID system for transit pass purchases and usage tracking is being considered.
- Offering cash incentives for staff who use public transit could encourage greater adoption.

Biking and Alternative Mobility Options:

- High demand for e-bike rentals presents an opportunity for partnerships with local businesses like Zion Peddler.
- Local businesses can introduce loaner bikes for staff and increase bike rack availability.
- Education on bike safety, particularly for tourists unfamiliar with congested routes, is needed.

Marketing and Visitor Incentives:

- Smart travel options should be highlighted in targeted marketing campaigns, emphasizing their convenience and sustainability.
- Offering discounted park passes for transit users could help encourage ridership; however, this would require approval at the federal level, as entrance fees are not controlled locally by Zion National Park..
- Incentives like lower room rates for guests using bikes or shuttles could further promote car-free travel.

Bicycle Outfitters and Safety Enhancements:

- Local outfitters require safety orientations, including helmet use and road rule education.
- Discounts on bike rentals for locals, and possible future incentives for those presenting a SunTran bus ticket, could boost transit ridership.
- Many single-day bike rentals are extended to multiple days, indicating demand for long-term options.

2.2.5 Stakeholder Interviews Summary

Springdale faces both challenges and opportunities in its shift toward smart travel. Transit providers like SunTran struggle with local reliance on personal vehicles, low winter ridership, and financial constraints limiting Zion Transit expansion. Parking shortages, pedestrian safety, and regional connectivity add to the complexity. However, improved transit coordination, infrastructure upgrades, and public awareness can promote a more sustainable, car-free travel experience.

SunTran is open to adjusting routes and schedules based on ridership data, while regional entities focus on strategic planning and funding. Clear communication, real-time updates, and user-friendly trip-planning tools can boost transit adoption. Springdale can also learn from successful parking management strategies used elsewhere.

On-demand shuttle providers face economic pressures that limit service expansion, making incentives crucial for increasing ridership, especially among hotel and retail employees. Vanpooling options and business-government collaboration could help expand transit services to nearby communities.

Biking is growing as a popular alternative, supported by outfitters offering bike shuttles, safety education, and transit discounts. Springdale's parking program serves as a model for demand management. A combination of transit improvements, regional cooperation, effective messaging, and private sector engagement is key to a more sustainable transportation system.

2.3 Town Council

On March 12, 2025, Tom Dansie, Director of Community Development presented the StoryMaps website, goals, objectives, and evaluation criteria to the town council. The town council had an engaged and productive discussion about the project, providing valuable feedback to refine its goals and strategies. Key takeaways from their input include:

Goal Refinement: The Council proposed changing the goal "Support Springdale's Tourism Economy" to emphasize enhancing transportation options for residents, visitors, and the workforce. This shift aims to clarify that the project is focused on improving mobility rather than increasing tourism.

Objective Adjustment: They suggested modifying "Ensure fair access to transportation benefits" to "Ensure adequate and reasonable access to transportation benefits for all users" for greater clarity.

Strategic Considerations:

- Encourage visitors to stay in Springdale for multiple days, reducing private vehicle trips and supporting car-free travel options.
- Address different starting points for car-free travel, such as from Las Vegas, St. George, or Hurricane, to accommodate diverse visitor and resident needs.
- Emphasize smart travel strategies, including better use of intelligent transportation systems (ITS), to assist visitors unfamiliar with local transportation tools.
- Explore ways to encourage visitors traveling between multiple national parks to adopt smart travel alternatives while visiting Zion.

Overall, the Council expressed support for the project and its direction, offering constructive suggestions to refine its approach and enhance transportation solutions.

2.4 Steering Committee

The Steering Committee met to develop strategies for Springdale and Zion National Park. Their goals were to decrease the need for private vehicles, enhance transportation for both visitors and residents, and implement a "Smart Travel" framework.

This committee typically met every two weeks to discuss project progress. The following summarizes initiatives that were considered but not included in the final Travel Plan. The members of this committee include:

- Tom Dansie –Town of Springdale.
- Chriss Hall – Utah Department of Transportation.
- Lisa White – Zion National Park.
- Cade Campbell – Zion Canyon Visitor Bureau.
- Stephani Lyon – Zion Forever.
- Leslie Fonger - Greater Zion.
- Kai Tohinaka – Parametrix.
- Tyler Smithson – Parametrix.

2.4.1 Key Discussions

1. Stakeholder Introductions and Perspectives:

- Committee members represent transportation, tourism, business, conservation, and local government.
- Many members have direct experience with Springdale transit and visitor behavior.
- Shared concerns include lack of utilization around regional transit systems, safety issues with e-bikes, and balancing convenience with sustainability.

2. Project Goals and Terminology:

- Emphasis on a positive, solutions-oriented narrative for project goals.
- Key objectives refined to focus on:
  - → Encouraging non-automobile travel within Springdale and to Zion.
  - → Reducing on-street parking along SR-9.
  - → Enhancing multimodal infrastructure and partnerships.

3. Transportation and Trail Concepts:

- Interest in expanding the Virgin River Trail and non-motorized paths off SR-9.
- Need for clear interconnectivity between bike routes, trails, and shuttle stops.
- Incentives proposed to encourage transit use (e.g., hotel and business discounts).
- Workforce transportation remains a challenge—vanpools and expanded shuttle hours discussed.

4. Strengths Weaknesses Opportunities Threats Brainstorm:

Strengths:

- East Zion Discovery Center (in construction).
- Scenic quality comparable to a national park.
- Newly developed single-track and informal hiking trails within Springdale, though not marketed as visitor amenities.
- Existing local and regional transit services.
- Hurricane-to-Springdale AT trail.
- Numerous hotels are within 1/4 mile of the SunTran Zion Line bus stops.

Weaknesses:

- Convenience of private automobile travel.
- Current multimodal access and connectivity along SR-9.
- Certain land-owners and properties do not support a continuous Virgin River Trail.
- Limited bike access to East Zion.

Opportunities:

- Improved street crossings and trail enhancements.
- Increased availability of non-car transportation options.
- Educating front-line staff on available transportation resources to enhance business engagement.
- Improving existing active transportation routes through town.
- Enhancing safety for pedestrians and cyclists with separate pathways.
- Capitalizing on the fact that most visitors stay in St. George.

Threats:

- Potential resistance to reducing car usage.
- Need for community buy-in on incentive programs.
- The convenience of personal vehicles may limit the adoption of smart travel options.
- Limited influence over visitor behavior.

5. Engagement and Outreach:

- Survey was circulated to transit providers, regional partners, businesses, and landowners.
- Town and visitor bureau channels were used for survey promotion and open house advertising.
- Intercept surveys target visitors at key locations with a focus on behavior and perceptions.

6. Parking and Mobility Strategies:

- Discussion of paid parking behavior and removal of on-street parking to improve safety and visual quality.
- Ongoing parking pricing test and proposed mini improvements to be tested.

- Support for a park once, park-and-ride, and alternative mobility promotion.
- Exploration of UDOT's Roads to Recreation partnership and vanpool programs by Springdale continues.

7. Infrastructure and Coordination:

- UDOT exploring traffic calming and multimodal infrastructure with the Town of Springdale's guidance/recommendations.
- Feasibility studies and tactical interventions (e.g., trail improvements, parking realignment) are in progress.
- Coordination with NPS and SunTran is ongoing regarding shuttle logistics and messaging.

8. Evaluation Criteria Refinement:

- Smart Travel Index refined by steering committee input to include:
  - → Transit utilization.
  - → Active transportation (AT) Share.
  - → Single-occupancy vehicle (SOV) commuting.
- New criteria: Convenience index, to account for time, stress reduction and ease of use variables.

Shifts focus on employee incentives and visitor comfort.

3. Phase 2 - Problem

Phase 2 of engagement occurred between March and April 2025 aligning with the Phase 2 – Problem project phase.

3.1 Open House

On Thursday, April 3, 2025, a public open house was held at the Canyon Community Center (126 Lion Boulevard, Springdale, Utah) from 4:30 to 6:30 p.m. to gather community input on the future of transportation in Springdale. The event provided residents, employees, and local stakeholders with an opportunity to learn about innovative transportation solutions and share their feedback.

Attendees were encouraged to explore the project's StoryMaps website, accessible via a QR code, which offered additional project details and a link to a community survey. The event featured interactive discussions, transportation maps, and engagement activities to collect input on proposed mobility solutions.

To ensure meaningful participation, the public could share their feedback through various methods, including a survey, a mobility voting exercise, a transportation feedback map, and general comment cards. Upon arrival, each attendee received green and red dots to place on displays, indicating aspects they liked (green) and disliked (red).

The open house successfully introduced the project and its goals, gathering valuable insights on community experiences, potential improvements, and overall opinions. A total of 24 people attended the event, approximately 75% residents and 25% Town of Springdale employees.

Figure 1. Open House Photos

3.1.1 Event Promotion

To ensure broad community participation, the open house was promoted through various channels, including:

- Social Media (posts and event listings).
- Flyer Distribution (posted around town at the post office, Canyon Community Center, Sol Foods Market, several hotels, restaurants, and retail shops.).
- Town Newsletter (March edition).
- Email Blasts (sent to local stakeholders and organizations).

Additional outreach efforts were conducted by key partners:

- Town of Springdale: Promoted the event in the March newsletter, posted on social media, and sent email notifications. Flyers were also distributed in high-traffic visitor areas including Zion Canyon Village, Shuttle Stop #6, and the Springdale Town Hall.
- Zion Canyon Visitor Bureau: Created a Facebook event, sent email notifications to their contact list, and distributed flyers at the St. Patrick's Day Festival information booth.
- Zion National Park: Coordinated with park representatives to promote the survey.
- SunTran Bus: Engaged with transit officials to advertise the survey to riders.

3.1.2 Boards

Figure 2. Existing Conditions Board

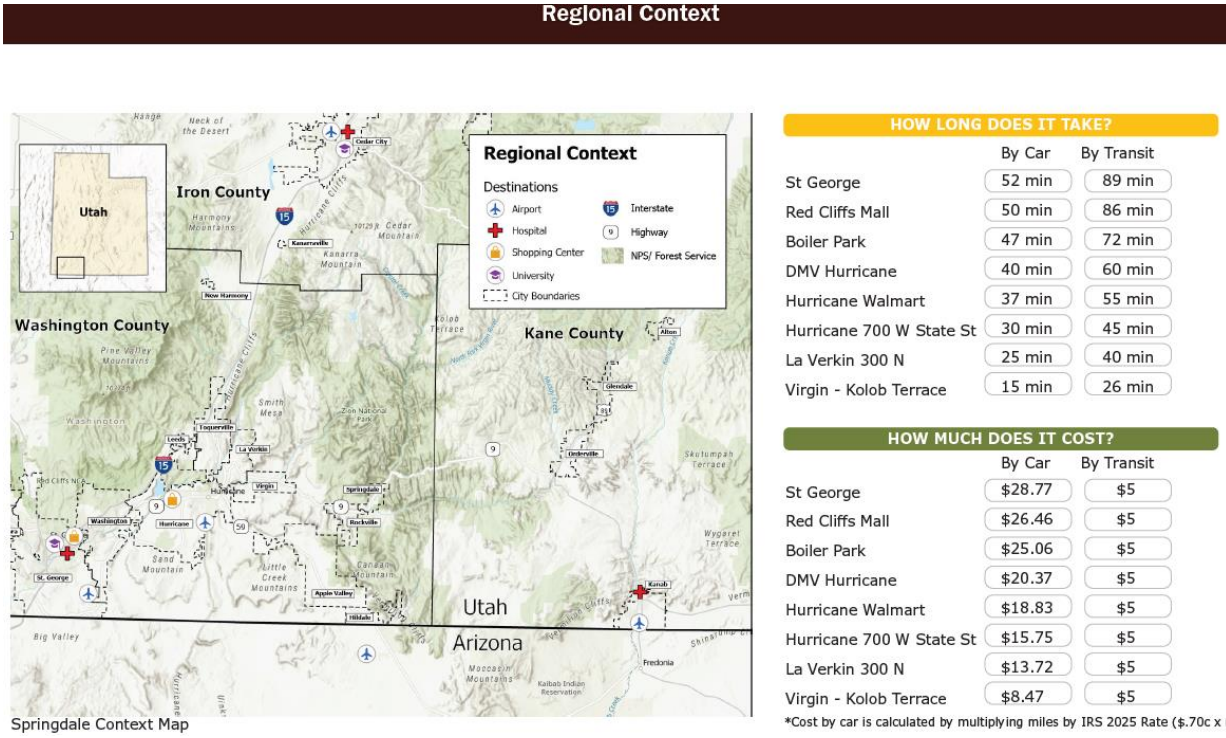


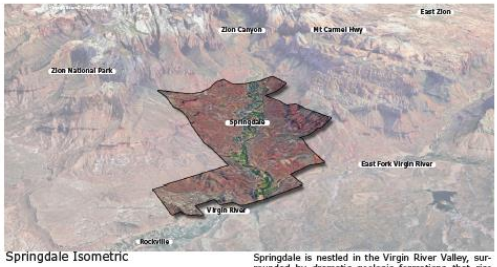
Figure 3. Regional Context and Bus vs Car Comparison

State Route 9 Context

Springdale Transportation Connections

Transportation Overview - SR-9 West of Springdale:

- SR-9 is the main road.
- SunTran Zion bus connects Springdale to regional towns.
- Proposed Zion Multi-Use Trail: Paved path for walking/biking (Hurricane to Rockville).
- Potential new road connections: SR-59 to SR-9 (paved roads and new bridges).



Springdale Isometric

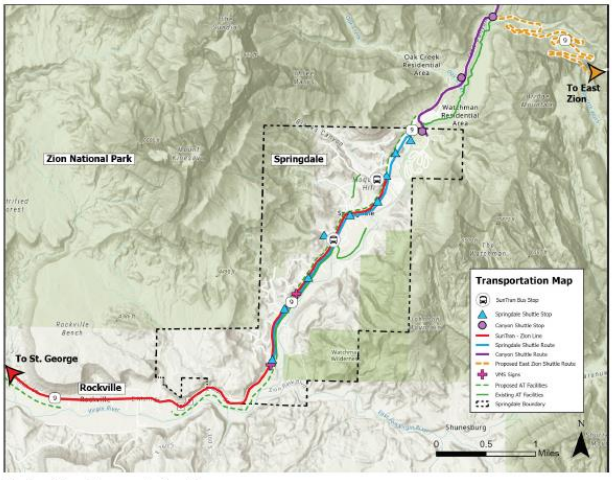
Springdale is nestled in the Virgin River Valley, surrounded by dramatic geologic formations that rise thousands of feet.

Transportation Overview- SR-9 East of Springdale:

- Zion Canyon Line (Park Shuttle): Serves park attractions.
- EV Zion Shuttle: East Zion & Discovery Center.
- Private Shuttles: Access to East Zion (e.g., Ponderosa).
- Future Shuttles: Kanab (potential Bryce Canyon expansion).
- Zion-Mt. Carmel Highway: Scenic route to East Zion.
- Planned Multi-Use Pathways: East Zion to Mount Carmel Junction.

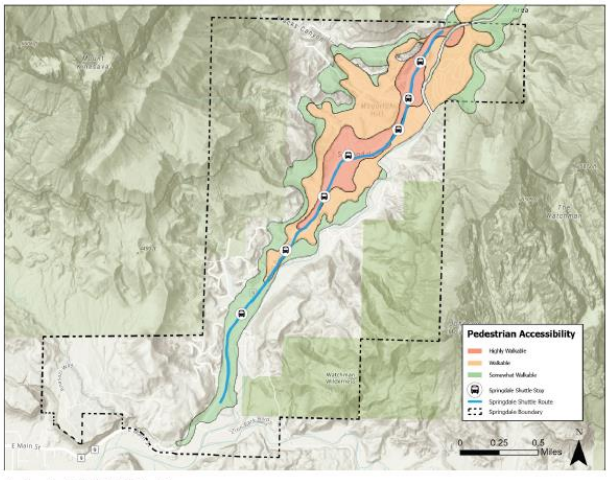
Figure 4. SR-9 Context

Springdale Context



Springdale - Transportation Map:

- Regional Bus: SunTran Zion connects to St. George (2 stops in town).
- Local Shuttle: Zion Transportation System's Town Line (9 stops).
- Private Shuttles: Services to St. George, airport, and East Zion.
- Active Transportation: Pedestrian crossings, colored sidewalks, bike lanes, and paths.
- Parking: Paid parking on Zion Park Blvd. and various lots, including the Visitor Center.
- Real-Time Info: Electronic signs show parking availability at town entrances.



Springdale Walkability Map:

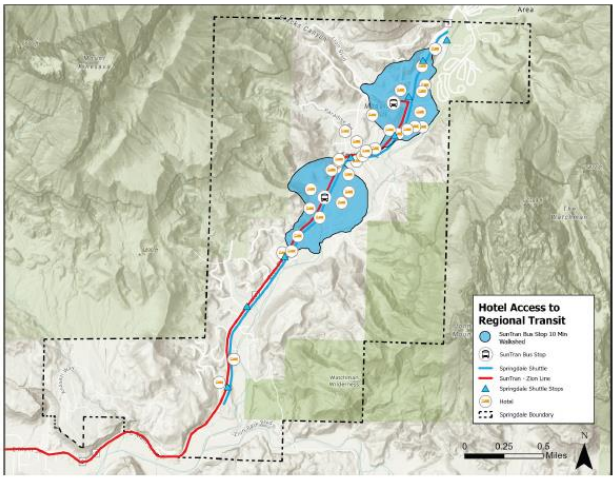
Map shows walking distances from Zion Park Blvd.
Color-coded areas indicate walkability:

- Red (5 min): "Walker's Paradise" - No car needed
- Orange (10 min): "Very Walkable" - Most errands on foot.
- Green (15-20 min): "Somewhat Walkable" - Some errands on foot.

Walkability assessed by access to destinations and sidewalk quality.

Figure 5. Springdale Transporation Context

Springdale Context

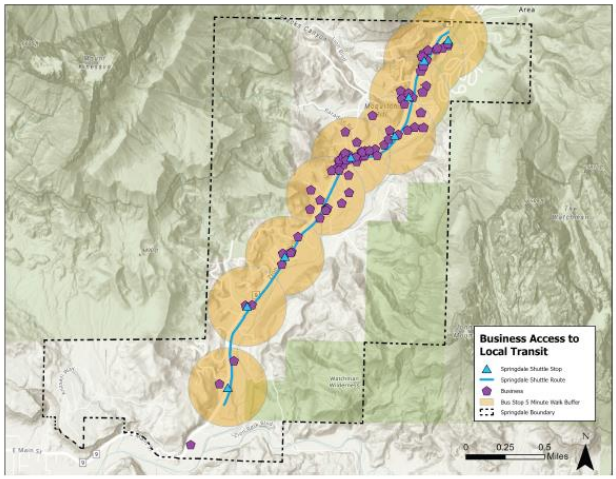


Springdale -Hotel Access to Regional Transit:

- Most hotels (65%) are within a 10-minute walk to a SunTran bus stop.
- Hotels near Lion Blvd. are also close to the Zion Park entrance.

Improving walk access can be achieved by:

- Zion Bus courtesy stops.
- Better local transit.
- On-demand transportation.



Springdale - Business Access to Local Transit:

- Map shows Town Route bus stops and nearby businesses.
- 5-minute walk (quarter-mile) radius around each stop.
- Almost all businesses are within a 5-minute walk of a bus stop.

Figure 6. Springdale Transportation Context

3.1.3 Activities

3.1.3.1 Mobility Voting

At the open house, attendees participated in a hands-on activity designed to prioritize smart travel strategies for Springdale. Each participant was given ten pennies to distribute among jars, with each jar representing a different transportation strategy. Attendees were instructed to allocate their pennies based on the importance they placed on each strategy, placing multiple pennies in a single jar if they felt a particular strategy deserved greater emphasis.

This interactive exercise was intended to collect community input on which strategies are most important for improving transportation, enhancing mobility options, and supporting Springdale's tourism-based economy while preserving its unique character.

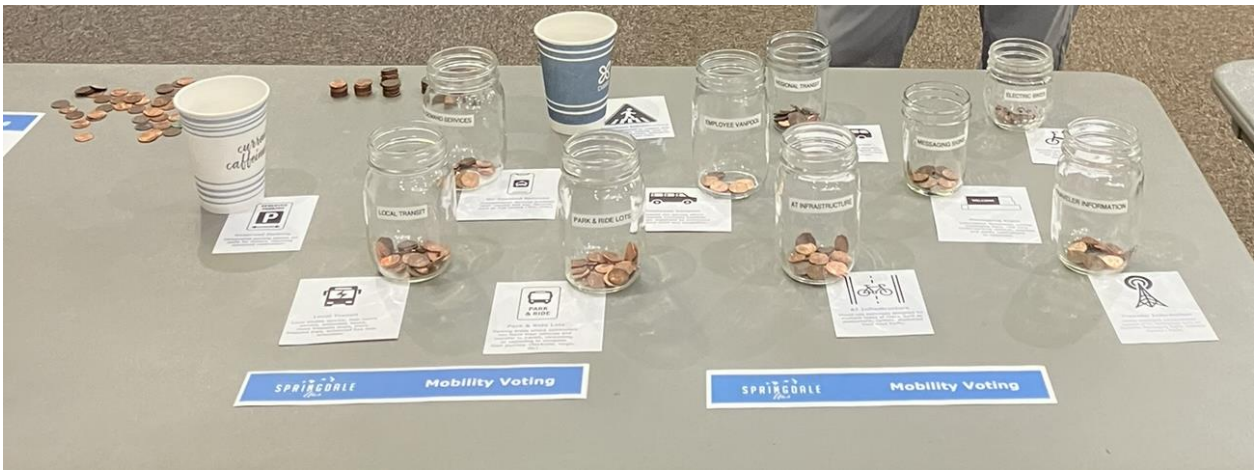


Figure 7. Mobility Voting Results

Table 1. Mobility Voting Results

Travel Strategy	Description	Votes Received
Park-and-Ride Lots	Parking areas for transferring to other transport.	39
Local Transit	Enhanced local shuttle service.	25
Regional Transit	SunTran's Zion Line connecting nearby towns.	23
AT Infrastructure	Mixed-use pathways for pedestrians and cyclists.	22
Pedestrian Infrastructure	Improved walking facilities.	18
Messaging Signs	Real-time information for motorists.	17
Traveler Information	Intelligent transportation systems for real-time updates.	17
On-Demand Services	Ride-hailing like taxis and Uber.	12
Electric Bikes	Electric-assisted bicycles.	10
Employee Vanpool	Shared van commuting for employees.	7
Reserved Parking	Designated parking with advanced reservation.	0

Key Findings from Mobility Strategy Voting:

Top Strategies:

- Park-and-Ride Lots received the highest level of support with 39 votes, clearly indicating strong community interest in intercepting vehicle traffic before it reaches Springdale and encouraging multimodal travel.
- Local Transit (25 votes) and Regional Transit (23 votes) followed closely, highlighting a strong preference for enhanced shuttle services and improved regional connections (SunTran).

Least Supported Measures:

- Reserved Parking received 0 votes, suggesting the community does not favor limiting parking through reservations, aligning with previous feedback rejecting restrictive parking management tools.
- Employee Vanpool also ranked low with only 7 votes, indicating limited perceived benefit or awareness of this strategy.

Notable Observations:

- Traveler Information and Messaging Signs, both tools for delivering real-time updates to travelers, received a moderate level of support (17 votes each), suggesting that while important, they are not seen as primary solutions on their own.
- Electric Bikes, despite the increasing popularity of e-bikes in many communities, received only 10 votes, an unexpectedly low score that may point to concerns around safety, access, or infrastructure readiness.
- The even distribution of votes among mid-tier strategies like Pedestrian Infrastructure, AT Infrastructure, and Technology Solutions shows broad community interest across multiple smart travel initiatives—not just transit.

These results emphasize a clear preference for reducing vehicle congestion through transit and park-and-ride investments, rather than through restrictive or reservation-based parking measures.

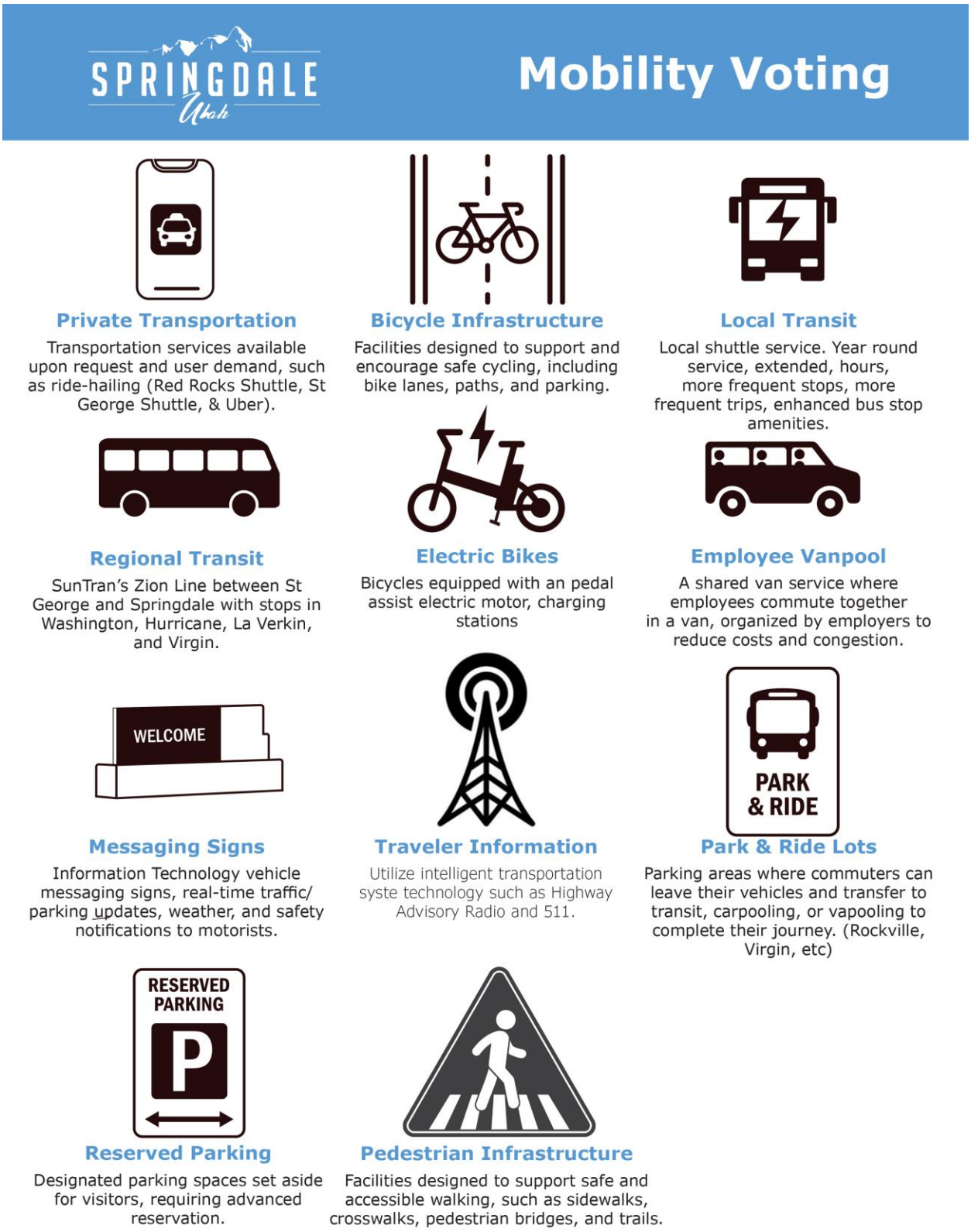


Figure 8. Mobility Voting Options

3.1.3.2 Transportation Feedback Map Results

Participants were encouraged to share their input by writing directly on sticky notes or directly on the board. Staff prompted feedback on a variety of transportation topics, including: on-demand services, mixed-use paths, local and regional transit, electric bikes, employee vanpools, VMS, traveler information systems, park-and-ride lots, and other related transportation ideas.

Yellow Comments (Concerns):

- Limit park visitor numbers.
- Remove utilities from bike lanes.
- Concerns about stoplights and safety at crosswalks.

Green Comments (Suggestions):

- Use existing wide shoulders in Rockville for traffic-calming islands.
- Crosswalks at every shuttle stop.
- Add turn lanes, extended shuttle hours, and improved signage.

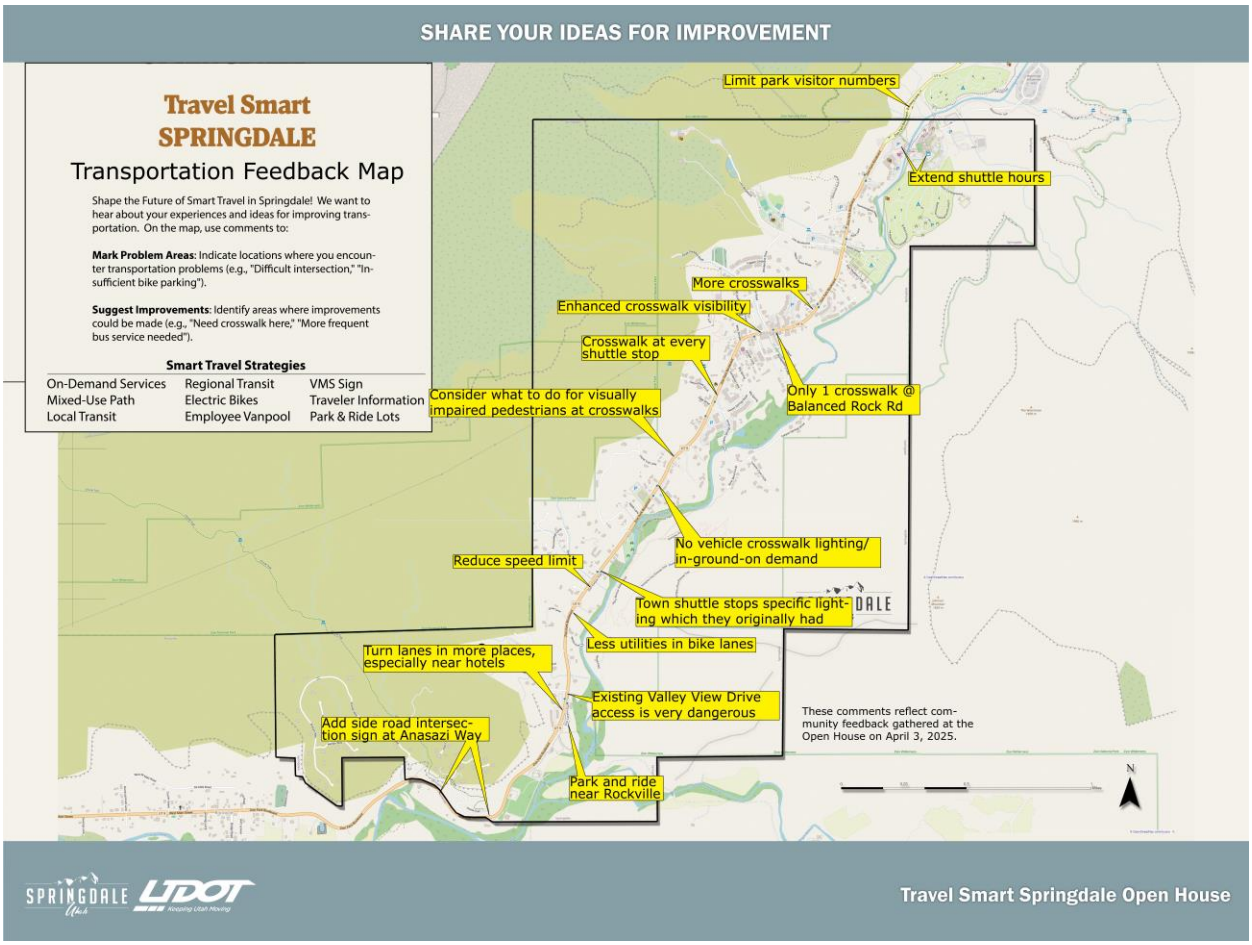


Figure 9. Transportation Feedback Map

3.1.3.3 Comment Card Responses

Community feedback collected through comment cards and map annotations provided valuable insights into public preferences and ideas for enhancing transportation options in and around Springdale and Zion National Park. Comments addressed bus service expansion, parking management, traffic calming, pedestrian and cyclist safety, and regional connectivity. In total 14 comments were added to the map.

Key Themes and Suggestions:

Transit Improvements:

- Expanded Transit Stops: Community members requested new SunTran Zion Line stops at:
  - → Hurricane emergency room/clinic.
  - → St. George Regional Hospital.
  - → Costco.
  - → Rockville.
- Later and more frequent service on the SunTran's Zion Line bus, with support for evening operations and distance-based fares.
- Integration with regional transit: Suggestions included connections to Las Vegas and Salt Lake City and more frequent service between St. George and Springdale.

Parking Management and Visitor Guidance:

- Strong opposition to reserved parking, with a preference for local/business owner permits.
- Support for large park-and-ride facilities near Virgin and Rockville to intercept vehicle traffic before reaching Springdale.
- Recommendations to provide real-time parking info (e.g., digital signage showing date, time, and availability).
- Emphasis on pre-arrival visitor information to reduce in-town circulation.

Land Use and Development Suggestions:

- Encourage visitor lodging within Springdale to reduce daily vehicle trips.
- Support for allowing ride-share services (e.g., Uber) in Springdale.
- Call for additional hotel room development to promote extended stays and use of shuttles.

Street Design and Safety:

- Detailed feedback on improving street layout for bikes and pedestrians, including:
  - → Restriping parking orientation to protect cyclists (bike lanes inside parking instead of curbside).
  - → Enhanced crosswalk visibility, more crosswalks, and pedestrian lighting.
  - → Specific concern about dangerous exits, such as at Valley View Drive.
- Strong community concern over traffic speeds in Rockville:
  - → Call for lowering the speed limit from 40 mph to 30 mph.
  - → Suggestions to narrow the road or add visual features like islands to calm traffic, using existing wide shoulders rather than major construction.

Accessibility and Inclusion:

- Advocated for crosswalk accommodations for visually impaired pedestrians.
- Support for cashless bus fare options to improve ease of use.

Key Takeaways

The community prioritizes a comprehensive, user-friendly transportation system that emphasizes expanded public transit, reduced car dependency, and safe, accessible infrastructure for all users. There is also strong advocacy for regional coordination, smart parking solutions, and low-impact traffic calming—particularly in areas like Rockville where traffic speed and road safety are major concerns.

3.1.3.4 Travel Smart Options Voting

As part of the community engagement process, the Red Dot/Green Dot activity was designed to gather public input on a wide range of smart travel strategies aimed at promoting car-free travel in Springdale. Participants were invited to review proposed recommendations and place green dots next to the strategies they supported and red dots next to those they did not.

These categories reflect a broad vision of smart travel, defined as the use of technology, data-driven strategies, and innovative transportation solutions to improve mobility, efficiency, and sustainability. By collecting direct feedback from the community, this activity helps identify which solutions resonate most with residents, employees, and visitors—and which may require further discussion or refinement. The results of this activity provide valuable insight into local priorities and serve as a guide for shaping future transportation investments in Springdale.

Table 2. Travel Smart Options Voting Results

Travel Smart Options	Green Dot	Red Dot
Parking	10	10
Vehicular	4	3
Infrastructure	6	2
Public Transit	5	1
On Demand Strategies	8	1
Travel Demand Management	8	0
Bicycle and Pedestrian	10	1
Technology	10	1

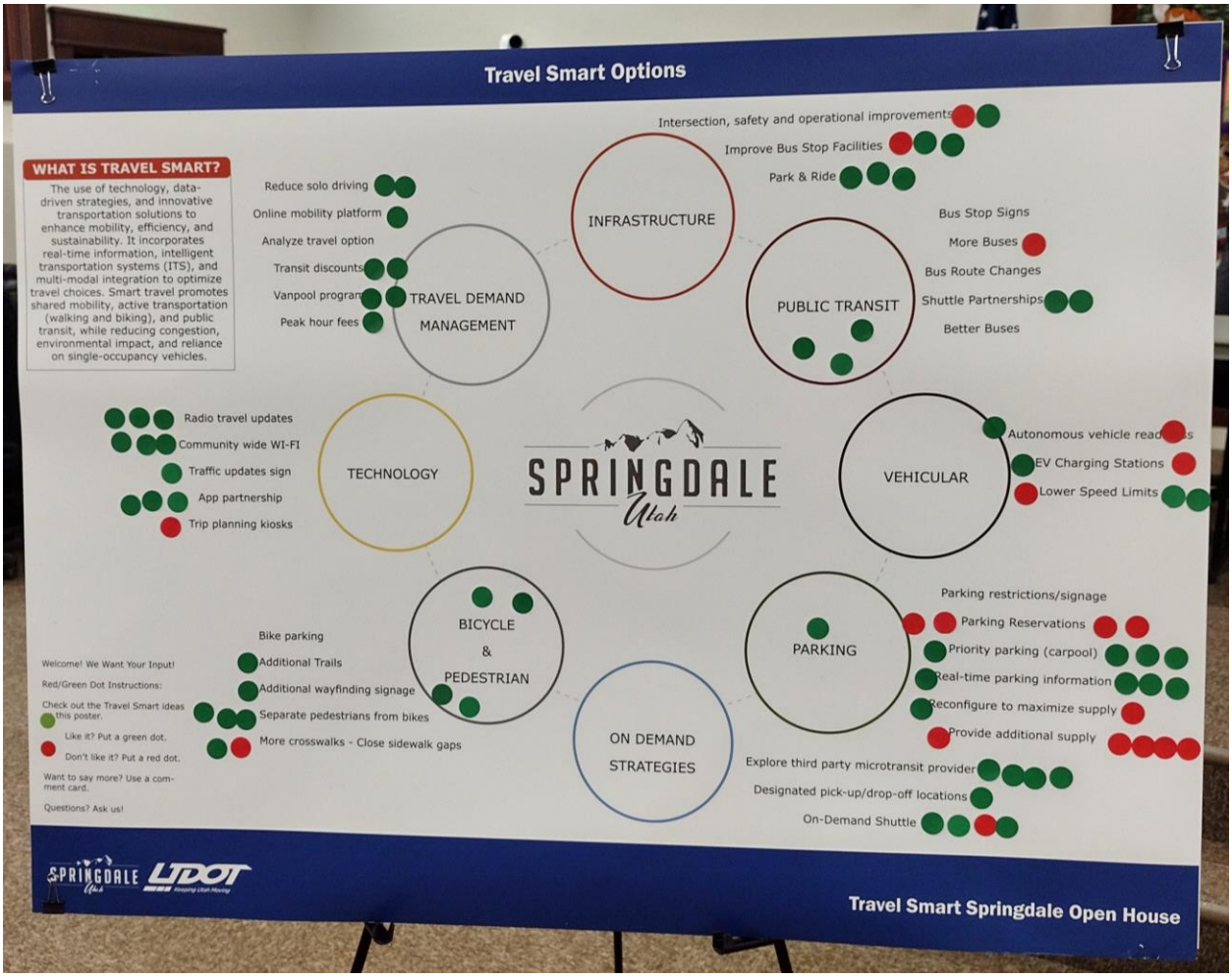


Figure 10. Travel Smart Options Board

Top Categories of Interest

Parking emerged as the most discussed topic, receiving the highest number of total votes (20 votes). This indicates strong public concern about parking management and its impact on local mobility. Bicycle and pedestrian improvements, along with technology solutions, tied for the second most-discussed categories, showing that residents are interested in active transportation and digital tools to support smart travel. Surprisingly, public transit received the fewest votes, suggesting either satisfaction with existing services or a lower perceived priority compared to other strategies.

Most Supported Recommendations

Several strategies received strong support (3 or more green dot votes), pointing to clear public enthusiasm for:

- Park-and-ride facilities to reduce in-town traffic.
- Priority parking for carpools as an incentive for shared travel.
- Real-time parking information to reduce circulation and improve wayfinding.
- On-demand shuttles and micro-transit options, such as third-party ride services.

- Separating pedestrian and bike traffic to enhance safety.
- Radio travel updates, community-wide Wi-Fi, and app-based travel tools, all of which support a more connected and informed visitor experience.

Moderate support (2 votes) was shown for:

- Transit partnerships, reduced solo driving, fare discounts, and vanpool programs, all reflecting interest in shared and more sustainable transportation modes.

A range of strategies received slight support (1 vote), including:

- Improved bus stops, lower speed limits, new trail development, additional wayfinding, traffic update signage, online mobility platforms, and peak-hour travel fees.

Least Supported Recommendations:

Two strategies drew the strongest opposition (3 or more red dot votes):

- Parking reservations and adding more parking supply. This indicates a clear preference for managing demand rather than expanding infrastructure to accommodate more vehicles.

Slight opposition (1 vote) was also noted for:

- Adding more buses and trip planning kiosks, suggesting these may be seen as less urgent or impactful by participants.

Key Takeaways

The community expressed the strongest support for strategies that manage parking more efficiently, offer flexible transit options, and leverage technology to improve travel. There was clear opposition to expanding the parking supply or requiring parking reservations, suggesting a preference for managing demand rather than increasing capacity. Overall, initiatives focused on technology, bicycle and pedestrian improvements, and travel demand management received the most support and the least resistance.

3.1.3.5 Existing Infrastructure Improvement Board

As part of the community engagement process, participants took part in a Red Dot/Green Dot exercise to indicate support (green dots) or opposition (red dots) for various transportation-related improvements in Springdale. This hands-on activity allowed residents and stakeholders to visually prioritize infrastructure categories based on their preferences.

Strongest Support:

- Streetscape Enhancements (trees, planters, pedestrian lighting) received unanimous support, with 8 green dots and no opposition.
- Pedestrian Facilities also ranked highly, gaining 6 green dots and just 1 red.

Tied for Third Highest Support:

- Bike Parking (4 green, 0 red).
- EV Charging Infrastructure (5 green, 1 red).
- Bicycle Infrastructure with protected barriers received the most total attention (8 green, 4 red), indicating strong interest but some divided opinion.

Mixed Feedback:

- Lion Boulevard Mobility Hub and Bus Stop Amenities received moderate support (3 green, 0 red).
- Crosswalks also saw balanced interest with 5 green and 3 red dots.

Least Support:

- Parking improvements received the lowest positive feedback (2 green dots) and equal resistance (2 red), signaling mixed opinions and low enthusiasm for parking expansion.

Key Takeaways

The community clearly favors enhancements that support walkability, cycling, and sustainability—such as streetscape improvements, pedestrian infrastructure, and electrical vehicle (EV) charging. In contrast, parking received the least support, reinforcing a community preference for managing demand through multimodal solutions rather than expanding car-centric infrastructure.

Figure 11. Infrastructure Improvements Board

3.1.3.6 SunTran Zion Line Destination Voting

As part of the community engagement process, participants were invited to vote on preferred destinations for the SunTran Zion Line, helping to identify the most valuable and desired stops along the route. This exercise aimed to prioritize connections that would best serve both residents and visitors based on convenience, access to amenities, and travel patterns.

Table 3. Destination Preferences

Stop	Location	Votes Received
1	Dixie Center	2
2	Red Cliffs Mall	6
3	Boiler Park	0
4	DMV	0
5	Walmart (Hurricane)	4
6	700 W State St. Hurricane	3
7	La Verkin	3
8	Virgin	0
9	Town Shuttle Stop 6	6
10	Lion Boulevard	6

Top-Ranked Destinations (Most Votes Received):

Three locations tied as the most popular stops, each receiving 6 votes:

- Red Cliffs Mall – A key commercial and shopping hub.
- Town Shuttle Stop 6 – A central point within Springdale, suggesting high local relevance.
- Lion Boulevard – A primary access route in Springdale with growing transit interest.

Moderately Supported Destinations:

- Walmart (Hurricane) – Received 4 votes, indicating solid support for access to essential retail.
- 700 W State St. (Hurricane) and La Verkin – Both garnered 3 votes, showing moderate interest in regional access.

Lower Priority Destinations:

- Dixie Center – Received only 2 votes, suggesting lower priority compared to other commercial or local destinations.
- Boiler Park, DMV, and Virgin – Received 0 votes, indicating little to no demand for these stops among participants.

Key Takeaways

Participants clearly prioritized destinations that support shopping, local mobility within Springdale, and regional connectivity. The strong support for Red Cliffs Mall, Town Shuttle Stop 6, and Lion Boulevard reflects a focus on practical, high-traffic destinations that enhance both local and regional transit efficiency. Locations with no votes may require reevaluation or deprioritization in future planning efforts.

3.1.4 Summary

The open house highlighted strong community support for smart, sustainable transportation options—particularly expanded transit, park-and-ride facilities, safe bike/pedestrian infrastructure, and real-time travel tools. Feedback emphasized a shift away from car dependency and interest in low-impact, people-first mobility solutions. These insights will help shape the next phase of transportation planning in Springdale.

Key feedback highlights from the activities include:

- Mobility Voting: Strongest support was for Park-and-Ride Lots, followed by Local and Regional Transit. Reserved Parking and Employee Vanpool received the least support. This indicates a community preference for reducing vehicle congestion through transit and park-and-ride investments.
- Interactive Map: Concerns focused on limiting park visitor numbers and pedestrian/cyclist safety. Suggestions included traffic calming measures in Rockville, improved crosswalks, and enhanced transit signage and hours.
- Comment Responses: Key themes included requests for expanded SunTran stops and service frequency/hours, opposition to reserved parking in favor of local permits and park-and-ride facilities, recommendations for real-time parking information and pre-arrival visitor guidance, and detailed suggestions for improving street design and safety for pedestrians and cyclists, particularly in Rockville.
- Travel Smart Options Voting (Red/Green Dots): Top categories of interest were parking, bicycle and pedestrian improvements, and technology solutions. The most supported recommendations included park-and-ride facilities, priority parking for carpools, real-time parking information, on-demand shuttles, separated pedestrian/bike traffic, and technology-based travel updates. The least supported were parking reservations and adding more parking supply.
- Existing Infrastructure Improvement Voting (Red/Green Dots): Strongest support was for streetscape enhancements, pedestrian facilities, bike parking, and EV charging infrastructure. Parking improvements received the least positive feedback.
- SunTran Zion Line Destination Voting: Top-ranked destinations were Red Cliffs Mall, Town Shuttle Stop 6, and Lion Boulevard, indicating a priority for shopping, local mobility, and key access routes.

Overall, the open house successfully gathered valuable community input emphasizing a desire for expanded public transit, reduced car dependency, safe and accessible infrastructure for all users, regional coordination, smart parking solutions, and low-impact traffic calming. The feedback will be used to inform the next stages of the transportation planning process for Springdale.

3.2 Visitor Intercept for Survey Participation

To encourage participation in the Springdale Transportation Study's online survey, Parametrix and Town of Springdale staff conducted two rounds of visitor intercept outreach, a method that involves approaching individuals in public spaces to raise awareness and gather immediate feedback.

Staff engaged with visitors face-to-face in high-traffic areas where the target audience—park visitors and transit users—were most likely to be found. Interactions took place at key locations, including:

- Zion Canyon Village.
- Shuttle Stop 6.

These intercepts helped connect directly with visitors who may not have otherwise encountered the survey online, providing a valuable opportunity to promote the study and encourage participation. These outreach efforts significantly enhanced visibility of the online survey and helped broaden community input for the transportation planning process.

This direct engagement proved crucial in making the online survey more visible and expanding community input for the transportation planning process. The total number of survey submissions reflects this outreach, showing an initial low response followed by a substantial surge around April 3rd, 2025, before declining again.

4. Phase 3 - Solution

Phase 3 of engagement occurred between April and June 2025 aligning with Phase 3 – Solutions project phase.

4.1 Online Survey

As part of the Encouraging Smart Travel to Springdale Study, an online survey was conducted to better understand visitor travel behavior and preferences in and around Springdale and Zion National Park. The purpose of the survey was to identify key motivations, barriers, and opportunities related to car-free travel. While previous stakeholder engagement efforts captured the perspectives of residents and employees, this survey focused primarily on visitors to avoid duplication of data.

The survey aimed to support the study's broader goals: reducing traffic congestion, minimizing environmental impact, and encouraging sustainable transportation choices. A cross-sectional sampling approach was used to gather a snapshot of visitor opinions during a defined timeframe. Responses were collected via the ArcGIS Survey123 platform under the title Encouraging Smart Travel to Springdale Study Survey.

4.1.1 Outreach Strategy

To ensure broad participation, the survey was promoted through four outreach waves over a seven-week period. A mix of digital and in-person strategies were used to reach target audiences:

- Digital Promotion: Survey flyers were distributed through targeted channels, including:
  - → The *Springdale Newsletter* for residents.
  - → The *Zion Chamber of Commerce* for area employees.
  - → The *Greater Zion Visitors Bureau* email list for out-of-town visitors.
- Physical Flyer Distribution: Flyers were prominently posted throughout Springdale, particularly at shuttle stops (especially Stop 6, Lion Boulevard, and the park entrance), the post office, and major employment centers.
- Visitor Intercept Outreach: Survey staff engaged directly with visitors at Zion Canyon Village and Shuttle Stop 6. Paper questionnaires were also made available for mail-in responses. Additional outreach occurred at open house events.
- Final Reminder Campaign: Key partner organizations—including the Town of Springdale, UDOT Region 4, Zion National Park, Greater Zion, and Zion Forever Project—shared last-minute digital reminders to boost survey participation.

4.1.2 Survey Objectives and Methodology

The survey aimed to uncover why visitors choose certain transportation modes and how they perceive options like shuttles, biking, and walking. It was guided by a behavioral framework that recognizes that people's transportation choices are influenced by:

- Personal beliefs about smart travel.
- Social norms, or perceptions of what others expect.
- Perceived ease or difficulty of using sustainable modes.

These attitudes inform how much control visitors feel they have over their travel choices—and, their likelihood of adopting more sustainable behaviors.

The survey contained eight core questions and six demographic questions across five topic categories:

- **Travel Behavior**: Examined use of shuttles, buses, personal vehicles, and on-demand services.
- **Attitudes and Perceptions**: Assessed concerns about traffic, environmental impact, and openness to car-free options.
- **Information Sources**: Evaluated the usefulness of various communication channels, including websites, brochures, and social media.
- **Potential Solutions**: Identified interest in improvements such as park-and-ride systems or enhanced infrastructure.
- **Demographics**: Collected ZIP code, travel frequency, age, group size, education level, and gender.

The survey specifically targeted visitors but also captured secondary input from residents and employees.

Figure 12. Survey Flier (Parametrix and Zion National Park Versions)

4.1.3 Survey Design and Implementation

The survey was open to the public for 53 days, from March 10 to May 2, 2025, and received 112 total responses. The questionnaire included a mix of Likert-scale and multiple-choice questions, particularly in Questions 3, 4, 5, 7, and 8, which allowed for detailed analysis of transportation preferences and barriers.

4.1.4 Survey Content

The survey was broken down into six question groups:

A Transportation Habits – Questions 1–2.

B Transportation Attitudes and Concerns – Questions 3–5.

C Opportunities to Enhance Travel – Question 6.

D Likelihood of Using Proposed Improvements – Question 7.

E Communication and Awareness – Question 8.

F Demographics – Questions 9–14.

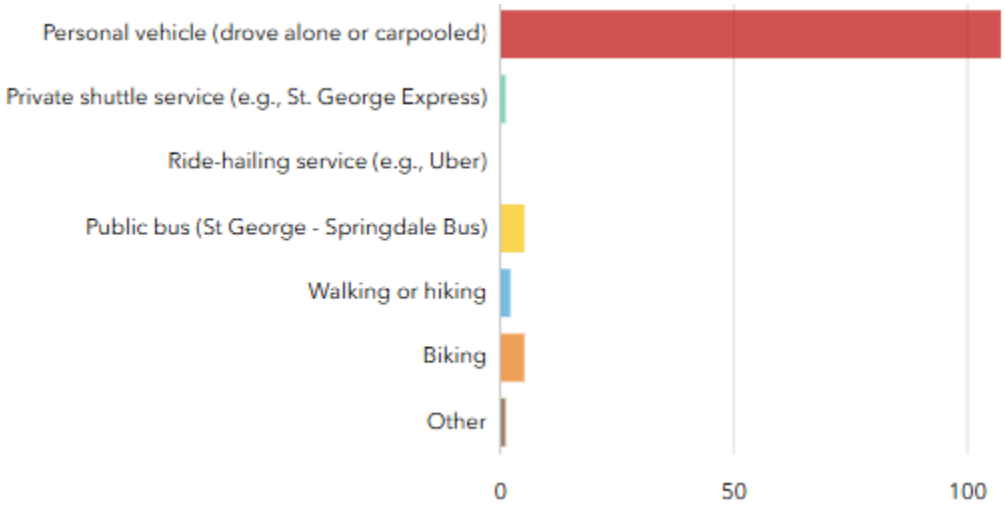
Likert Scale Response Weighting - To calculate the score for each question utilizing the single select grid format (Questions 3, 4, 5, 7, 8), responses were assigned weighted point values based on their level of importance. A response of "Very Important" received 2 points, "Important" received 1 point, and "Neutral" was assigned 0 points. Conversely, "Slightly [Un]important" responses were assigned -1 point, and "Not Important" responses received -2 points. This scoring system allowed for a clearer understanding of which improvements were most valued by survey participants by aggregating the Likert responses into a single score.

4.1.5 Detailed Question Breakdown and Analysis

A. How people travel to/from Springdale (Transportation Habits)

Question 1: How did you travel TO and FROM Springdale on your most recent trip? *Select all that apply (multiple select).*

Results



Question 1

Analysis

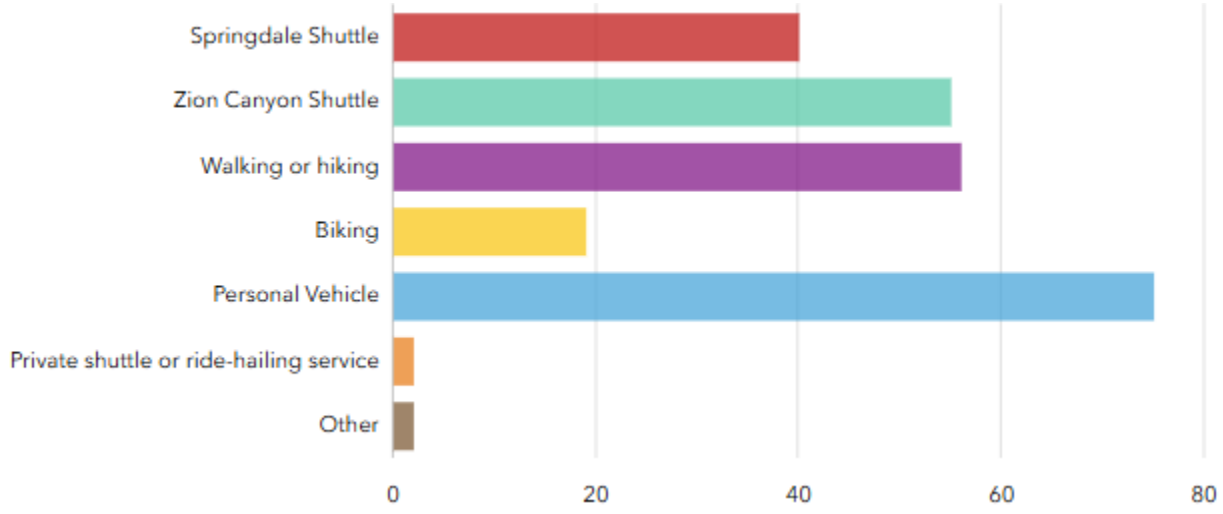
Survey results indicate that personal vehicles remain the dominant mode of transportation for visitors traveling to and from Springdale. An overwhelming 95.4% of respondents reported using a personal vehicle, either driving alone or carpooling. This suggests that despite the availability of alternative transportation options, most travelers still rely on private automobiles for regional transportation access.

Only a small fraction of respondents used public transit (4.5%), bicycles (4.5%), or chose to walk or hike into Springdale (1.8%). Private shuttle services and other travel modes were selected by less than 1% of respondents, and no one reported using ride-hailing services such as Uber or Lyft.

B. How people travel between Springdale and Zion

Question 2: How did you travel WITHIN Springdale and Zion National Park during your visit? *Select all that apply (multiple select).*

Results



Question 2

Analysis

Personal vehicles were the most frequently used mode of transportation within Springdale and Zion National Park (67%). The Zion Canyon Shuttle (Canyon Line) (49%) and walking/hiking (50%) were also very popular. The Springdale Shuttle (Town Line) was used by a significant number of visitors (36%), while biking had moderate usage (17%). Private shuttles/ride-hailing services and other methods were used by a very small percentage of visitors (<2% each).

C. Transportation attitudes and concerns

Question 3: How important are the following transportation improvements for enhancing your visit to Springdale and Zion National Park? *Please Rate each on a scale from extremely likely to extremely unlikely" to influence your choice. (5 choice Likert scale: Very Important, Moderately Important, Neutral, Slightly [un]important, Not Important)*

Results

Improvement Type	Score
Reducing traffic congestion in Springdale and Zion National Park	169
Improving safe walking connections between Springdale and Zion National Park	158
Improving safe biking connections between Springdale and Zion National Park	140
Reducing the environmental impact of transportation	134
Addressing parking needs in Springdale	132
Increasing shuttle frequency and availability	123

Question 3

Analysis

The survey responses reveal clear priorities among participants regarding desired transportation improvements in Springdale and Zion National Park. The highest-rated priority was reducing traffic congestion, with a weighted score of 169, indicating strong support for strategies that alleviate vehicle crowding in and around the park.

Closely following were improvements to pedestrian infrastructure, with a score of 158, reflecting a widespread desire for safer, more accessible walking routes between Springdale and Zion. Safe biking connections also ranked highly at 140, suggesting growing interest in active transportation alternatives.

Environmental concerns were similarly valued, with reducing the environmental impact of transportation receiving a score of 134, highlighting participants' awareness of sustainability issues in a high-traffic natural area.

Parking improvements scored 132, underscoring ongoing concerns about limited or inefficient parking in town. While still a priority, increasing shuttle frequency and availability ranked lowest among the listed improvements, with a score of 123, which may suggest that existing service levels are meeting current expectations for some users, or that it is seen as secondary to the other more pressing issues.

Overall, the results indicate that visitors and stakeholders place the greatest importance on reducing vehicle congestion and improving infrastructure for walking and biking, while also valuing efforts to minimize environmental impacts and address parking challenges.

Question 4: How likely are the following factors to influence your decision to use public or private shuttles in Springdale and Zion National Park? *Please rate each on a scale from 'very important to not important.' (5 choice Likert scale: extremely likely, likely, neutral, unlikely, extremely unlikely)*

Results

Shuttle Ridership Factors	Score
Lack of convenience or flexibility	95
Need for a personal vehicle (flexibility, carrying gear)	77
Concerns about shuttle reliability, scheduling, or wait times	74
Inadequate facilities (e.g., seating, shelters)	45
Traveling with family or groups (coordination challenges)	34
Storage concerns (luggage or personal belongings)	7
Accessibility or mobility challenges	-22
Unfamiliarity with public transportation	-47
Traveling with pets or special needs	-56

Question 4

Analysis

The survey results identify several key barriers that may discourage public or private shuttle use in Springdale and Zion National Park, with convenience and flexibility emerging as the most significant factor. With a weighted score of 95, respondents overwhelmingly indicated that a lack of perceived conveniences such as limited routes or rigid schedules—strongly affects their willingness to ride shuttles.

Similarly, the need for a personal vehicle for flexibility or transporting gear scored 77, reinforcing the importance of autonomy and practicality for many travelers, especially those engaged in outdoor activities that require equipment.

Concerns about shuttle reliability, scheduling, and wait times also scored highly at 74, suggesting that improved real-time information and service consistency could help build trust in the system. Inadequate facilities such as seating or adequate shade (score: 45) and challenges coordinating group travel (score: 34) were moderately influential, highlighting secondary but still relevant usability issues.

In contrast, factors like storage limitations (score: 7), accessibility or mobility concerns (score: -22), and traveling with pets or special needs (score: -56) were less likely to influence decisions for most respondents, though these issues may still be important for specific user groups. The unfamiliarity with public transportation received a negative score of -47, suggesting that most visitors are comfortable using transit systems or that it is not a significant barrier in this context.

Overall, the data indicates that potential shuttle users prioritize flexibility, reliability, and convenience. Addressing these concerns through targeted improvements and communication could significantly increase public and private shuttle ridership.

Question 5: How likely are the following factors to influence your decision to use public or private shuttles in Springdale and Zion National Park? *Please rate each on a scale from 'extremely likely to extremely unlikely.' (5 choice Likert scale: extremely likely, likely, neutral, unlikely, extremely unlikely)*

Travel Motivations

Results

Shuttle Ridership Factors	Score
Avoiding parking difficulties	153
Avoiding crowded areas	130
Having flexibility to explore independently	125
Enhancing sightseeing opportunities	98
Reducing environmental impact	87
Reducing driving-related stress	83
Saving money on gas and parking	65

Question 5

Analysis

The results of Question 5 reveal the primary motivations that influence respondents' willingness to use public or private shuttles in Springdale and Zion National Park. The data suggests that practical and experiential benefits are the strongest drivers of shuttle ridership.

The top motivating factor was avoiding parking difficulties, with a high score of 153, reflecting the challenges visitors often face when trying to park in or near Zion. This result highlights the potential effectiveness of marketing shuttles to bypass parking frustrations, particularly during peak season.

Closely behind was the desire to avoid crowded areas, scoring 130, which aligns with broader visitor preferences for stress-free and more serene travel experiences. Likewise, having flexibility to explore independently scored 125, indicating that while visitors are willing to consider transit options, they still value a degree of autonomy—an important consideration when designing shuttle routes or integrating options like microtransit.

Other influential motivators included enhancing sightseeing opportunities (score: 98) and reducing environmental impact (score: 87), showing that scenic value and sustainability messaging also play important roles. Visitors are drawn to experiences that allow them to enjoy the landscape while minimizing their footprint.

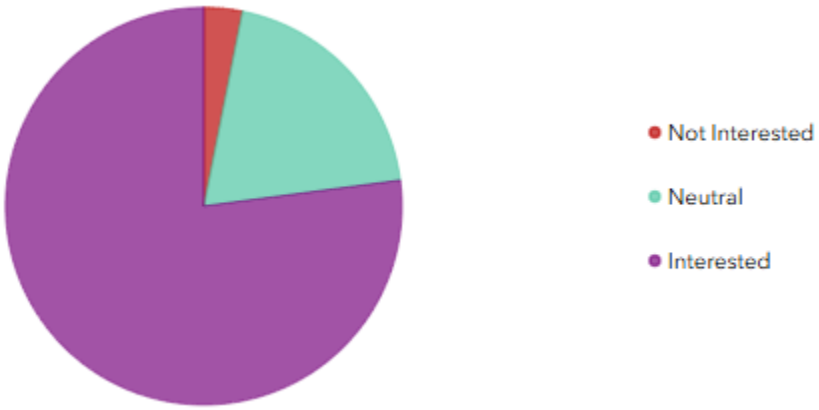
Finally, reducing driving-related stress (score: 83) and saving money on gas and parking score: (score: 65) were moderately influential, suggesting that while economic considerations matter, they are secondary to convenience, flexibility, and overall trip quality.

In summary, these results suggest that to increase shuttle usage, messaging should emphasize ease of access, freedom from parking hassles, a more relaxed and scenic travel experience, and the environmental benefits of car-free travel.

D. Opportunities to enhance travel

Question 6: How likely are you to consider smart travel options (e.g., shuttles, biking, walking) when visiting Springdale or Zion National Park in the future? *(3 choice Likert Scale: 'Not interested, neutral, interested.')*

Results



Question 6

Analysis

The survey data indicates a strong overall openness to smart travel options among respondents when considering future visits to Springdale or Zion National Park. Specifically:

- 66% of respondents indicated they are interested in using smart travel options such as shuttles, biking, or walking.

- 17% reported feeling neutral, suggesting they are not opposed to such options but may need more information, incentives, or convenience to shift their behavior.
- A small minority—just 2.68%—stated they are not interested, highlighting minimal resistance to the concept overall.

This distribution suggests that a large majority of visitors are either already supportive of or open to alternatives to personal vehicle use. With two-thirds expressing active interest, there is a strong foundation for continued investment in sustainable and car-free transportation infrastructure.

Targeting the neutral group with clear communication, improved trip-planning tools, and enhanced service offerings could further expand the base of smart travel users. Moreover, the low level of disinterest reinforces that opposition to these modes is minimal and not likely to be a major barrier to adoption.

E. Which opportunities are you most likely to use

Question 7: Which of the following improvements would encourage you to choose car-free travel?
Please Rate each on a scale from 'extremely likely to extremely unlikely.' ('3 choice Likert scale grid: Likely to unlikely.')

Results

Smart Travel Improvements	Score
Improved walking paths and connections	80
Increased shuttle frequency and coverage	74
Real-time transportation information	67
Better biking infrastructure (e.g., bike lanes, rentals)	54
More park-and-ride availability	46
Better signage and wayfinding	26
Improved ride-sharing integration (e.g., pick-up/drop-off points)	11

Question 7

Analysis

The survey results highlight which transportation improvements are most likely to encourage visitors to choose car-free travel when visiting Springdale and Zion National Park. The analysis of the scores suggests the following key insights:

- Improved walking paths and connections (score: 80) ranked as the top motivator for car-free travel. This indicates that enhancing pedestrian infrastructure is a high-impact strategy that resonates strongly with visitors.
- Increased shuttle frequency and coverage (score: 74) also scored highly, showing that reliable, accessible transit remains a central factor in reducing reliance on personal vehicles.
- Real-time transportation information (score: 67) emerged as another strong influence, emphasizing the importance of up-to-date trip planning tools and digital access to transit schedules.
- Better biking infrastructure (score: 54) shows moderate influence, suggesting there is interest in biking, but among a smaller or more specialized user group.
- More park-and-ride availability (score: 46) also scored moderately, reflecting that while park-and-ride solutions are helpful, they may not be sufficient alone to shift travel behavior.

- Better signage and wayfinding (score: 26) had a lower score, indicating that while still helpful, it is less likely to independently drive mode shift.
- Improved ride-sharing integration (score: 11) had the lowest score, suggesting that services like Uber or Lyft enhancements are not a major factor in influencing car-free decisions for most respondents.

The results suggest that walking infrastructure, shuttle service quality, and real-time information are the most effective levers for promoting car-free travel. Investment in these areas is likely to yield the greatest behavior change, while lower-scoring areas may be considered complementary improvements.

F. Communication and awareness

Question 8: How helpful do you find the following sources of travel information? *Please rate each on a scale from 'extremely likely to extremely unlikely.' (3 choice Likert scale grid: ('Helpful, Neutral, unhelpful.')*

Results

Travel Information Source	Score
National Park Service website	64
Park brochures, maps, or newspapers	63
Town of Springdale website or Chamber of Commerce	50
State tourism website (Visit Utah)	48
Local tourism website (Greater Zion)	47
Accommodation hosts (hotel, campground, B&B)	45
Social Media	37
Travel guides or tour books	25
Travel blogs	17

Question 8

Analysis

The survey responses to Question 8 provide insight into which information sources visitors find most helpful when planning travel to Springdale and Zion National Park. The data reveals clear preferences and suggests where communication efforts could be most effectively focused.

Key Findings:

- The NPS website (score: 64) and park brochures, maps, or newspapers (score: 63) were rated the most helpful sources of travel information. These traditional and authoritative resources remain highly trusted and widely used by visitors.
- Local resources, including the Springdale Town website or Chamber of Commerce (score: 50), Visit Utah (score: 48), and the Greater Zion tourism site (score: 47) also scored well, indicating they are valued but somewhat secondary to official park information.
- Accommodation hosts (score: 45) play an important supporting role in trip planning, suggesting that front-line lodging staff are a meaningful channel for communicating transit and travel options.
- Social media (score: 37) had a moderate rating, which suggests it may be useful for engagement, reminders, or real-time updates, but is not a primary planning tool for most visitors.

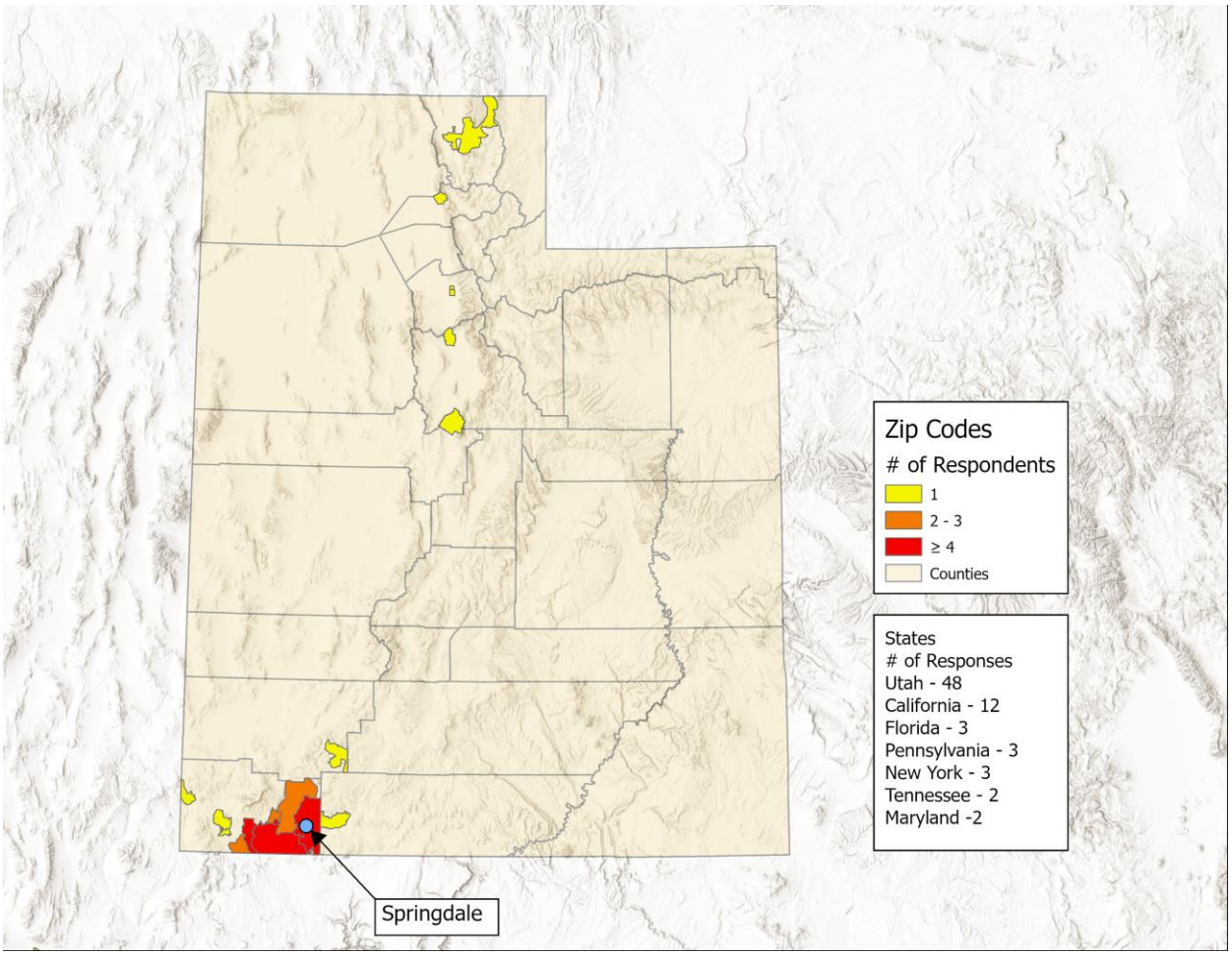
- Lower-scoring sources like travel guides/tour books (score: 25) and travel blogs (score: 17) indicate that these informal or third-party platforms are less relied upon by survey participants for accurate or relevant travel planning information.

Visitors rely most heavily on official park sources and printed materials for travel information, followed by local tourism and lodging-related channels. While social media and informal sources may support outreach efforts, communication strategies should prioritize strengthening content and clarity on official websites and in physical visitor materials.

G. Demographics

Question 9: A. What is your zip code? *Fill in the blank.*

Results



Question 9

Analysis

Key Observations:

- Highly Localized Response Base:
  - → ZIP codes 84767, 84737, and 84763 dominate the list, with 84767 appearing 17 times, far surpassing all other entries.

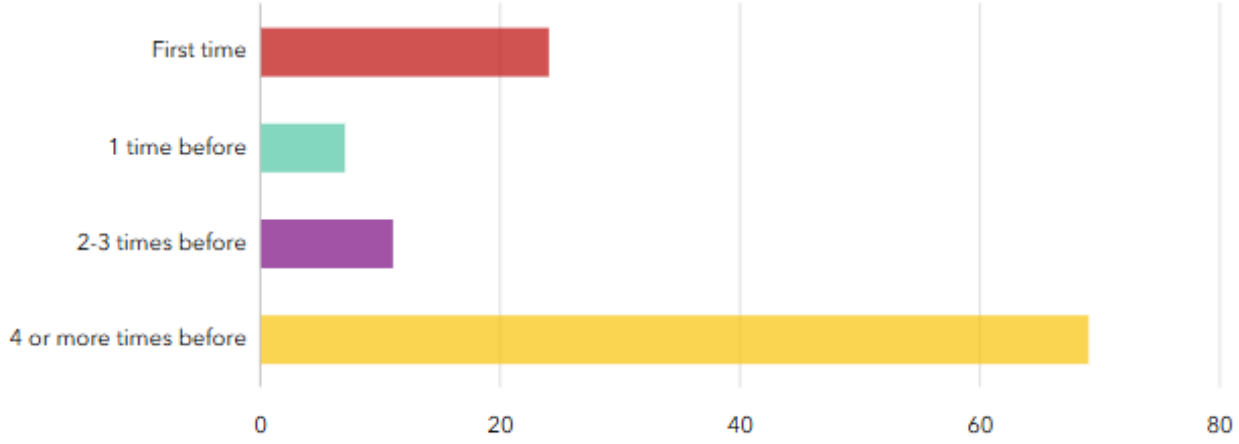
- → These ZIP codes are in or near Springdale, Utah, and the surrounding region (including Hurricane and Virgin), indicating that a large share of respondents are either residents, employees, or frequent regional visitors.

- Regional Representation:
  - → Several other southern Utah ZIP codes (e.g., 84780, 84774, 84779) are also represented, though in much smaller numbers.
  - → ZIP codes starting with 84* are primarily Utah-based, reinforcing that most respondents are from within the state or nearby areas.
- Broader Geographic Reach:
  - → A variety of out-of-state ZIP codes from across the U.S. (e.g., 15301 in Pennsylvania, 95401 in California, 80238 in Colorado) appear once each, suggesting a broad but sparse representation from national visitors.
  - → A single entry labeled “UK” and another with a Canadian postal code (M5V3Z1, Toronto) indicate some international participation, though minimal.

The data shows that most survey responses were submitted by individuals from the local region, especially the Springdale area. While there is a modest geographic spread across the U.S., out-of-state and international respondents are far less frequent. This localized skew should be considered when interpreting survey results, particularly when generalizing about visitor preferences and transportation behaviors.

Question 10: How many times have you visited Springdale/Zion? *Single select*.

Results



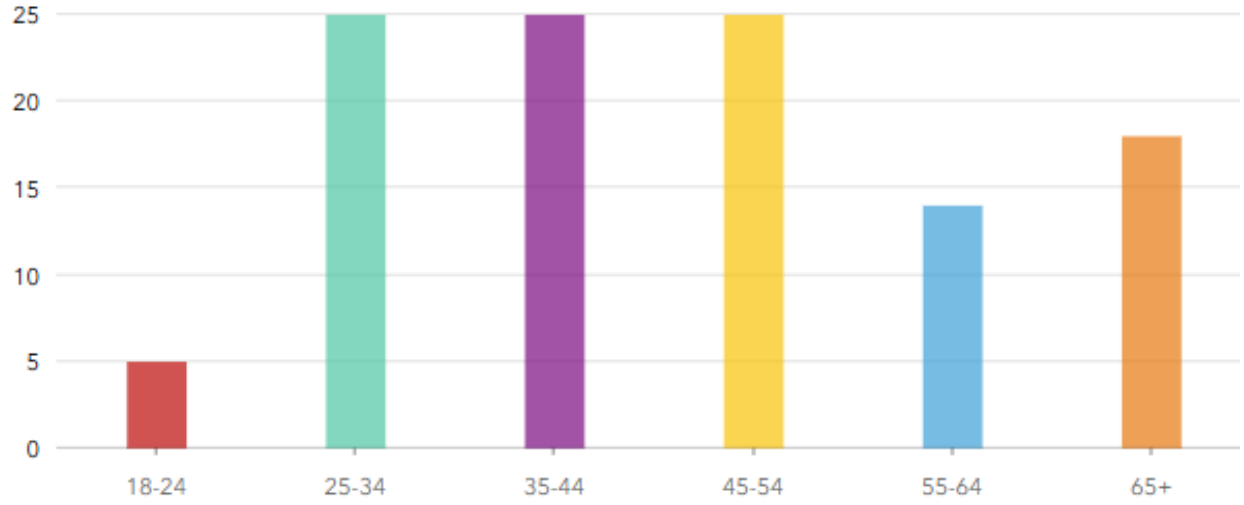
Question 10

Analysis

The visitation of survey respondents shows: most respondents (60.55%) have visited 4 or more times, indicating a significant portion of repeat visitors. 22.02% were first-time visitors. The remaining respondents had visited either 2 to 3 times before (10.09%) or 1 time before (7.42%).

Question 11: What is your age group? *Single select.*

Results



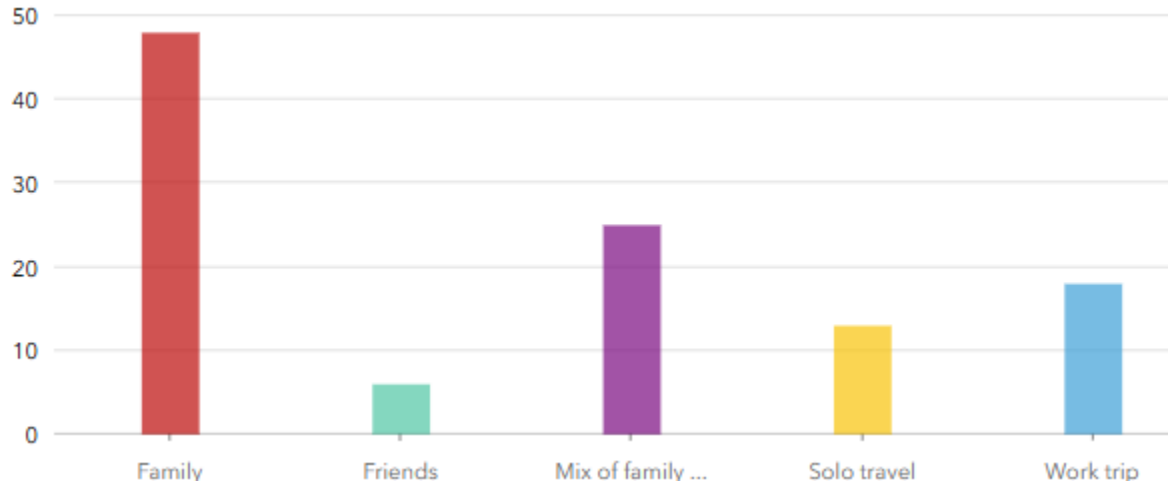
Question 11

Analysis

The age distribution of survey respondents shows: each of the following cohorts (25 to 34 and 35 to 44 and 45 to 54), had the same number of respondents at 25 or 22.94%. The older age groups show a gradual decline in representation, 55 to 64 year olds at 12.5%, and those 65 and older comprising 16.51% of the respondents.

Question 12: What type of travel group are you with? *Single select.*

Results



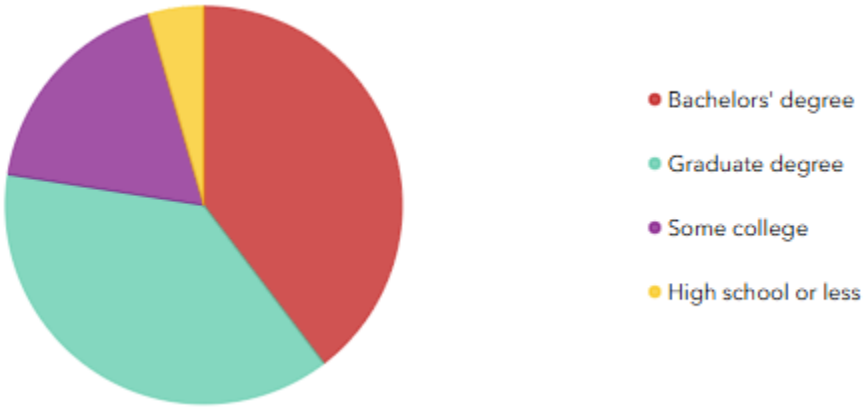
Question 12

Analysis

The type of travel group survey respondents shows the types of travel groups people are in. The most common travel group is “Family” at 43%. This is followed by “Mix of family and friends” at 21%. “Work trip” accounts for 16% of the respondents, “Solo travel” for 11%, and “Friends” for 5%.

Question 13: What is your highest level of education? *Single select.*

Results



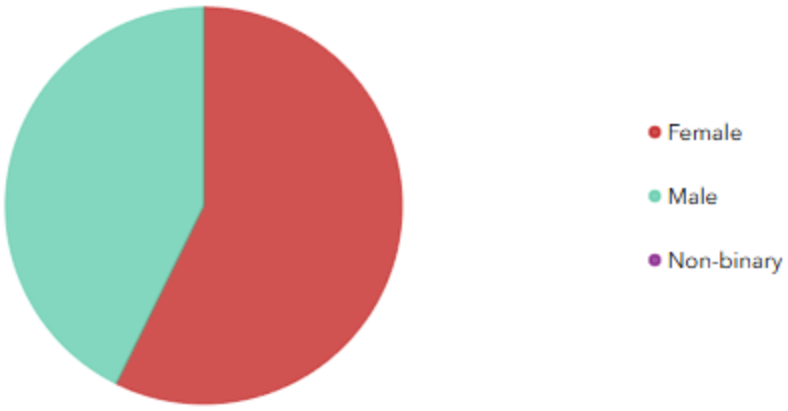
Question 13

Analysis

The most common highest level of education is a Bachelor’s degree, reported by 40% of respondents. This is followed by a Graduate degree, reported by 36%. Some college was the highest level of education for 18% of respondents, and High school or less for 4.5%.

Question 14: What is your gender? *Single select.*

Results



Question 14

Analysis

The gender breakdown of survey respondents shows a majority, 58%, identified as female, while 42% identified as male. No respondents identified as non-binary (0%).

4.1.6 Online Survey Summary

Key Themes and Findings

1. Dominance of Personal Vehicle Use:

An overwhelming majority of respondents (over 95%) traveled to and from Springdale using a personal vehicle, highlighting the area's heavy reliance on private automobiles. Despite available alternatives, such as public buses, private shuttles, biking, and walking, usage rates for these modes were minimal.

2. Popular In-Town Travel Modes:

While personal vehicles were the most common travel mode overall, within Springdale and Zion, the Zion Transportation System (Canyon Line) and walking into the park were the most frequently used modes (55% and 50%, respectively). The Zion Transportation System (Town Line) saw less extensive use (36%), while biking accounted for around 17% of survey respondents.

3. Priorities for Transportation Improvements:

When asked to rank the importance of potential transportation enhancements, respondents prioritized:

- Reducing traffic congestion (score: 169).
- Improving walking connections (score: 158).
- Improving biking infrastructure (score: 140).

These results indicate a strong public preference for investments in non-motorized and transit-oriented infrastructure, particularly where they support safety, convenience, and a reduced environmental impact.

4. Barriers to Shuttle Ridership:

Respondents identified several deterrents to using shuttle services:

- Lack of flexibility and convenience (score: 95).
- Need for a personal vehicle to carry gear or travel independently (score: 77).
- Concerns about reliability or wait times (score: 74).

This suggests that even environmentally minded or cost-conscious travelers often prioritize flexibility and predictability.

5. Motivators for Car-Free Travel:

Survey participants expressed strong willingness to use shuttles when it:

- Helps avoid parking difficulties (score: 153).
- Allows them to avoid crowds (score: 130).
- Supports independent exploration (score: 125).

These motivations indicate that many visitors are open to alternative modes if they provide a similarly convenient and less stressful experience than driving.

6. Smart Travel Preferences:

Approximately 66% of respondents indicated they are interested in considering smart travel options—such as biking, walking, or shuttles—for future visits. This demonstrates a positive baseline for shifting travel behavior, especially with the right infrastructure and incentives.

7. Car-Free Travel Enhancements:

Respondents identified improvements that would encourage car-free travel, including:

- Improved walking paths (score: 80).
- Real-time transit information (score: 67).
- Increased shuttle frequency and coverage (score: 74).
- Better biking infrastructure (score: 54).

These preferences highlight opportunities to reduce car dependency through targeted upgrades to multimodal access and traveler information.

8. Trusted Information Sources:

The most helpful travel information sources were:

- National Park Service website (score: 64).
- Printed park brochures and maps (score: 63).
- Local town and chamber websites (score: 50).

These channels can be further leveraged to promote smart travel options and educate visitors about transit, trails, and parking alternatives.

Conclusion

The survey results reveal both a dependence on personal vehicles and a strong openness to car-free alternatives—particularly when they are perceived as convenient, reliable, and integrated into the broader visitor experience. Investments in shuttle reliability, real-time information, and non-motorized infrastructure, combined with continued outreach through trusted communication platforms, can help catalyze a meaningful shift toward more sustainable travel behavior in Springdale and Zion National Park.

4.2 Town Council Meeting #2

On May 7th, 2025, the initial findings and recommendations from the Smart Travel study were presented to the Springdale Town Council. While the Council expressed general support for the study's direction and most recommendations, they unanimously opposed the idea of a park-and-ride facility located within Springdale, even after considering supporting information. Instead, they indicated a strong preference for locating such a facility west of Rockville. Additional feedback was submitted by Council members via email following the presentation; these comments were reviewed and incorporated into the main document and appendices where appropriate.