

## Little Cottonwood Traffic Analysis Up Canyon Traffic Flow

Alta Ski Area, with the assistance of Streetlight Data, has completed a traffic analysis to determine the percentage of vehicles that enter Little Cottonwood Canyon with Alta or Snowbird being their destination. Streetlight Data (<https://www.streetlightdata.com>) is a big-data vendor that processes location based data from smart phones and other navigation devices in connected vehicles for transportation analysis and planning. The Streetlight Insight web software was used for this analysis.

The Streetlight Insight software allows the user to place travel zones or "gates" at specific locations and the software filters the results based upon the traffic that passes through those zones. For this analysis a gate was placed at the mouth of the canyon just above the park and ride zone and a second gate was placed just below Snowbird's entry one. Traffic patterns were summarized on an annual and monthly basis for 2018, 2019 and 2020. The results of this analysis are summarized in the following tables.

### ***Percentage of Little Cottonwood Canyon Traffic that has Alta or Snowbird as its destination.***

Year	Avg daily vehicle count through canyon mouth (a)	Avg Daily vehicle count arriving at Alta/Snowbird(a)	%
2018	2713	2392	<b>88%</b>
2019	3451	2963	<b>86%</b>
2020	2713	2362	<b>87%</b>

(a) determined by Streetlight Big Data analysis (based upon GPS signals - does not include every vehicle)

# Monthly Averages

**Percentage of Little Cottonwood Canyon Traffic that has Alta or Snowbird as its destination.**

Month	Avg daily vehicle count through canyon mouth (a)	Avg Daily vehicle count arriving at Alta/Snowbird(a)	%
Jan-18	3655	2986	82%
Feb-18	4148	3248	78%
Mar-18	3611	2820	78%
Apr-18	3509	2600	74%
May-18	3281	2785	85%
Jun-18	3988	2920	73%
Jul-18	4426	3610	82%
Aug-18	4019	3223	80%
Sep-18	3626	3002	83%
Oct-18	3296	2919	89%
Nov-18	814	754	93%
Dec-18	1925	1885	98%
Total	40298	32752	81%

Month	Avg daily vehicle count through canyon mouth (a)	Avg Daily vehicle count arriving at Alta/Snowbird(a)	%
Jan-19	3599	3199	89%
Feb-19	3405	2971	87%
Mar-19	3671	3217	88%
Apr-19	3393	2890	85%
May-19	3400	2974	87%
Jun-19	3625	3099	85%
Jul-19	3720	3112	84%
Aug-19	3697	3091	84%
Sep-19	3533	2972	84%
Oct-19	3259	2825	87%
Nov-19	2848	2425	85%
Dec-19	3249	2771	85%

Month	Avg daily vehicle count through canyon mouth (a)	Avg Daily vehicle count arriving at Alta/Snowbird(a)	%
Jan-20	3599	3190	89%
Feb-20	3082	2639	86%
Mar-20	2469	2194	89%
Apr-20	1536	1389	90%
May-20	2275	2156	95%
Jun-20	2784	2461	88%
Jul-20	3042	2452	81%
Aug-20	3051	2544	83%
Sep-20	3117	2673	86%
Oct-20	2792	2506	90%
Nov-20	2488	2173	87%
Dec-20	2666	2270	85%