

## Friends of Alta – Mountain Accord Blueprint Study

Results

May 1, 2015

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### **Business Objectives:**

1. Determine how the Alta Town Council should make decisions about the Mountain Accord Blueprint.

### **Research Objectives:**

1. Identify the opinions of Alta residents regarding:
  - a. The proposed train up Little Cottonwood Canyon
  - b. A proposed tunnel connecting Alta with Big Cottonwood Canyon
  - c. A proposed land swap from land in the base facility zone for upper mountain land

### **Methodology**

1. Telephone Interviews
2. Dan Jones and Associates attempted to contact 416 Alta area residents via telephone
  - a. Residents were called at least 2 times each.
  - b. A total of 68 Alta area residents completed the survey.

### **Location**

1. Respondent contact information was compiled from the following lists:
  - a. Salt Lake County Taxpayer List: 41%
  - b. Friends of Alta / Alta Voter List: 28%
  - c. Little Cottonwood Canyon Base List: 31%

### **Results Overview**

1. Alta stakeholders care about two main things: preservation and protection of the environment and preservation and protection of the culture of Alta. Overcrowding is a concern for both of those reasons, and while many would like Alta to remain exactly as it is, a lack of planning for inevitable population growth would not protect the environment or the culture. They do not want Alta to turn into Park City, and they do not want expansion to harm the natural environment. Going forward, Alta needs to prioritize the environment and the culture in its decisions regarding accommodating future population growth in the surrounding areas.
2. Transportation is a concern and nearly half (43%) of Alta stakeholders say that improving road transportation is one of the greatest opportunities for Alta by participating in the Mountain Accord program. There are several possibilities for improving transportation; some suggestions were to increase parking areas, use a bus shuttle system similar to Zions National Park, build tunnels to connect Little Cottonwood to Big Cottonwood, etc. The biggest opposition for solving the transportation issue was against constructing a train. The main concern is the impact on the environment. Any decision of

how to improve transportation needs to take into account the overall impact on the environment.

**1. I am going to read a list of options that may or may not describe your relationship with the community of Alta. As I read each option please indicate “yes” if the option applies to you and “no” if it does not apply to you. (n=68)**

76%	Skier at Alta Ski Area (not backcountry)
57%	Property Owner in Alta
38%	Backcountry Skier of Alta Ski Area
32%	Resident of Granite Community at the base of Little Cottonwood Canyon
32%	Year-Round Resident of Alta
31%	Registered Voter in Alta
16%	Employee in Alta
7%	Business Owner in Alta
7%	Business Manager in Alta
7%	Summer-Only Resident of Alta

**2. For how many years have you been a...**

	Sample Size	Less than 1 year	1-2 Years	3 to less than 5 Years	5 to less than 7 Years	7-9 Years	10 Years or more
Registered Voter in Alta	21	0%	10%	14%	5%	0%	71%
Year-Round Resident of Alta	22	0%	5%	9%	9%	0%	77%
Property Owner in Alta	39	3%	3%	8%	5%	8%	74%
Employee of the Town of Alta	11	0%	0%	0%	9%	9%	82%
Business Owner in Alta	5	0%	0%	0%	20%	0%	80%
Business Manager in Alta	5	0%	20%	0%	0%	20%	60%
Skier at Alta Ski Area (not backcountry)	52	2%	0%	2%	2%	2%	92%
Backcountry Skier of Alta Ski Area	26	0%	0%	4%	4%	8%	85%
Summer-Only Resident of Alta	5	0%	0%	40%	0%	20%	40%
Resident of Granite Community at the base of Little Cottonwood Canyon	22	0%	0%	14%	0%	9%	77%

**3. On a scale from one to five, where one means not at all familiar and five means very familiar, how familiar are you with the proposed Mountain Accord Blueprint? (n=68)**

Not at all familiar 1	2	3	4	Very familiar 5	Don't Know	Mean
10%	9%	28%	28%	25%	0%	3.49

**4. Have you reviewed the proposed Mountain Accord Blueprint at [www.mountainaccord.com](http://www.mountainaccord.com)? (n=68)**

60%	Yes
40%	No

Mountain Accord is a regional effort to plan for the management of the Central Wasatch Area, from Parley's Canyon to American Fork Canyon, and from Wasatch Blvd. to Wasatch County, for the next 35 years. Mountain Accord includes plans to protect the natural environment, connect residents and visitors of different locations in the area through public transit, and protect recreational access and activities in the area.

**5. On a scale of one to five, where one means not at all necessary and five means absolutely necessary, how would you rate the need for the Mountain Accord? (n=64)**

Not at All Necessary 1	2	3	4	Absolutely Necessary 5	Don't Know	Mean
19%	8%	25%	20%	28%	0%	3.31

**6. In your opinion, what are the greatest opportunities for Alta and Little Cottonwood Canyon by participating in the Mountain Accord program? (n=68)**

43%	Improvement of road transportation
12%	Preservation of open space
12%	Environmental restoration
9%	More public commercial development in base area, such as hotels, restaurants, and shops
7%	Watershed protection
6%	Transportation tunnel interconnect to Big Cottonwood Canyon
6%	Transportation tunnel connection with Big Cottonwood Canyon and Park City
4%	Enhanced bus services
3%	Train
3%	More parking in base area
3%	More residential buildings
1%	Parking/transit center near the canyon entry
28%	Don't know / None

**7. In your opinion, what are the most important outcomes that should NOT happen for Alta and Little Cottonwood Canyon as a result of the Mountain Accord program? (n=68)**

37%	Train
24%	Transportation tunnel interconnect to Big Cottonwood Canyon
22%	Transportation tunnel connection with Big Cottonwood Canyon and Park City
10%	More public commercial development in base area such as hotels, restaurants, and shops
7%	More residential buildings
3%	Bus rapid transit - A bus system with its own dedicated land, providing the ability to avoid traffic congestion
1%	Improvement of road transportation
1%	Environmental restoration
56%	Other, please specify:
15%	Don't Know/None

The Mountain Accord program has produced a proposed Blueprint which summarizes some of their possible recommendations. One of those recommendations is to construct a train up Little Cottonwood Canyon.

**8. On a scale of one to five, where one means a very bad idea and five means a great idea, how would you rate the idea of a train being constructed up Little Cottonwood Canyon? (n=66)**

Very Bad Idea 1	2	3	4	Great Idea 5	Mean
53%	9%	14%	9%	15%	2.24

Another idea suggested by the Mountain Accord is to create a bus rapid transit to service both Little and Big Cottonwood Canyons, as well as servicing Park City. Bus rapid transit is a bus system with its own dedicated land, providing the ability to avoid traffic congestion.

**9. On a scale of one to five, where one means a very bad idea and five means a great idea, how would you rate the idea of bus rapid transit? (n=65)**

Very Bad Idea 1	2	3	4	Great Idea 5	Mean
23%	14%	14%	25%	25%	3.14

**10. Would you rather the Alta Town Council adopt a resolution that favors the train or that favors the bus rapid transit? (n=63)**

38%	Bus Rapid Transit
22%	Train
13%	Both
27%	Neither

Under the Mountain Accord umbrella the Cottonwood Canyons Negotiation Taskforce is considering land swaps that would trade US Forest Service land in the base facility zone of Alta for Alta Ski Area lands in the upper reaches of the mountains.

**11. On a scale from one to five where one means strongly oppose and five means strongly support, how much do you support or oppose this proposed transfer of land? (n=63)**

Strongly Oppose 1	2	3	4	Strongly Support 5	Don't Know	Mean
29%	13%	25%	16%	16%	2%	2.83

Finally, I would just like to ask a few questions for categorization purposes.

**12. Gender (n=68)**

53%	Male
47%	Female

**13. In which of the following age categories do you fall? (n=68)**

0%	18 to 24
9%	25 to 34
9%	35 to 44
12%	45 to 54
29%	55 to 64
41%	65 or older

**14. Which of the following best describes your total annual household income? (n=68)**

2%	Less than \$29,999
14%	\$30,000 to \$49,999
10%	\$50,000 to \$74,999
16%	\$75,000 to \$99,999
14%	\$100,000 to \$149,999
6%	\$150,000 to \$199,999
20%	\$200,000 to \$249,999
6%	\$250,000 to \$299,999
0%	\$300,000 to \$349,999
0%	\$350,000 to \$399,999
12%	\$400,000 or more

Thank you for your participation.