



Metrics Prove TDM Program Success

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Teton Village, WY - Teton Village Association manages traffic to and from Teton Village. As a result of less cars, there are fewer wildlife-vehicle collisions, lower carbon emissions, and less vehicle congestion, which helps add up to a higher quality of life overall for our Teton County community.

In order to reduce traffic, the Teton Village Association (TVA) has overseen a Transportation Demand Management (TDM) program for Teton Village for more than 15 years. The Teton Village TDM includes incentives for residents and visitors to leave their cars at home in the winter, such as free and frequent bus service from Stilson transit center and free parking for carpools in the Ranch parking lot. The Teton Village TDM also mandates a proven disincentive to driving to Teton Village: paid parking during the winter ski season.

TVA's implementation of paid parking in all Village lots and the expansion of START Bus service to Teton Village in the winter have changed travel modes and driving behaviors to alternative transit and carpooling.

The metrics prove it.

- ✓ Although the average daily skiers has increased 2.5% since 2000, average winter traffic volumes have stabilized and are actually down 0.6% in the morning and 0.9% in the evening (see chart on page 2). TVA is currently preparing a complete TDM Report that will be released before the start of the 2017 ski season.
- ✓ When winter daily parking rates were increased in the Ranch lot two years ago, we saw a rough doubling of those who carpool and a 30% increase in the number of vehicles parking at Stilson. As a result, TVA has increased the number of parking spaces at Stilson park and ride for even more people to get out of their cars and onto transit.*

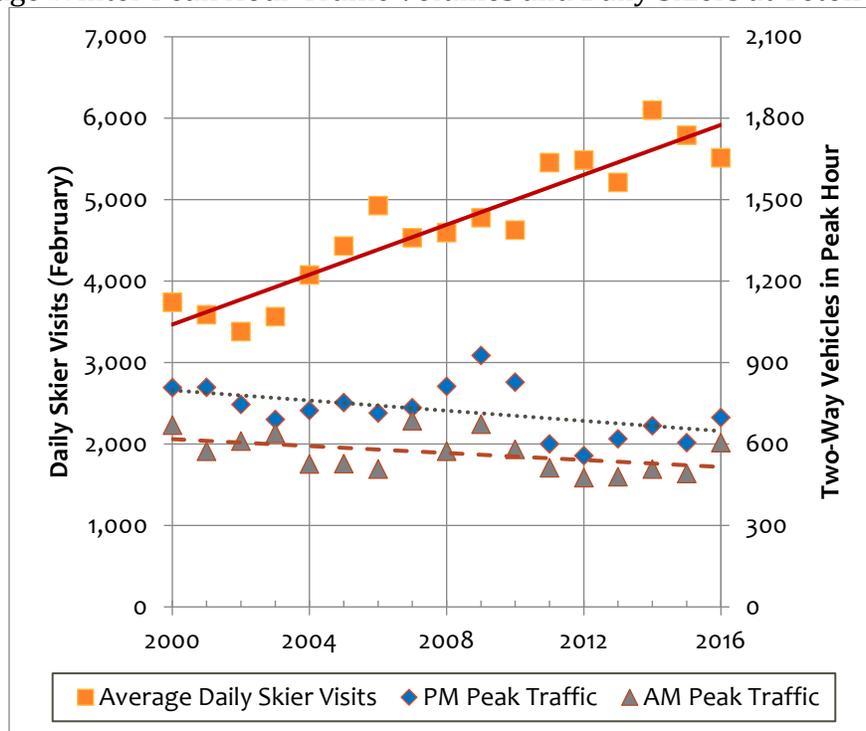
Seeing the success of the Ranch lot metrics, the Teton Village Association board recently voted to increase winter daily parking rates for the close-in parking lots from \$15, where they had been since 2011, to \$20. The All lot winter season parking pass will cost \$850. These rates will be effective for the Village, Crystal Springs and Cody parking lots, in an effort to further encourage people to ride transit or carpool to and from Teton Village. Rates will not change for the Ranch lot, where it will continue to be free to carpool, cost \$10/day to park, and a season Ranch lot parking pass is available for \$450. Season parking passes will go on sale on October 10, 2016.

TVA encourages winter visitors, residents and employees to visit Teton Village with fewer vehicles so we can keep the Village Road two lanes for the benefit of wildlife, our neighbors and the environment. It's easy to leave your car at home, or park at Stilson throughout the winter. START Bus offers nearly 100 daily trips between the Town of Jackson and Teton Village that stop at Stilson, and TVA funds additional Alltrans shuttles between Stilson and Teton Village during peak times of the morning and afternoon all winter. If you do drive, please carpool – cars with three or more passengers park free in the Ranch parking lot.

The money collected from paid parking in Teton Village supports our efforts to reduce cars on our roads, including parking management, the Stilson transit center, a subsidy for START Bus service, data monitoring, and free Alltrans shuttles to and within Teton Village. Combined, these programs cost TVA more than the revenue generated from parking fees.

In striving to achieve Teton County's vision to preserve and protect the ecosystem in order to enhance our community character, Teton Village is proud of our integrated multimodal transportation system.

Average Winter Peak Hour Traffic Volumes and Daily Skiers at Teton Village



**Stilson is private land owned by the Jackson Hole Mountain Resort and managed by TVA in the winter. After experiencing the frustration of unmanaged summer traffic, the community has asked that TVA and partners continue to try to plan future transit expansion at Stilson to make it an effective transit hub in summer as it is in winter, to better reduce traffic year round on Highways 22 and 390.*

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