## **ATTENTION: ALTA SKIERS**

## Preferred carpool parking test coming soon!



In partnership with the Alta Environmental Center, the University of Utah Environmental & Sustainability Studies program will be testing a preferred carpool parking strategy in the Wildcat Base parking lot at Alta Ski Area. Private vehicles with 2/3 or more passengers, on the day of the study, will receive preferential parking closer to the lifts and the lodge! An optional survey will be given to the public regarding their experience with this new parking strategy. This study will provide Alta Ski Area with a better understanding of its guests' habits, allowing the resort to determine future parking needs that are both convenient and support environmental initiatives.

## The study will take place in the Wildcat Base parking lot:

February 17<sup>th</sup>, 19<sup>th</sup>, and 20<sup>th</sup> (W/F/S)

March 2<sup>nd</sup>, 4<sup>th</sup>, and 5<sup>th</sup> (W/F/S)

March  $9^{th}$ ,  $11^{th}$ , and  $12^{th}$  (W/F/S)







For more information, please contact environment@alta.com