



**Location:** Palm Springs, Riverside County

**Timeframe:** 2009 - 2010

**Project Partners:** City of Palm Springs

### Project Services

- Stakeholder outreach and open houses
- Land use analysis
- Transit analysis
- Policy strategies and recommendations



This Palm Springs Airport-Downtown Shuttle Feasibility Study Report described the efforts undertaken to evaluate a new Shuttle service that would serve visitors to Palm Springs via the International Airport. This project provided an overview of area guest and hotelier interest in such a service, integration with existing and future hotel uses, geographic service issues, financial feasibility, and recommendations for service implementation and phasing.

### Goals

- Attractive service that competes well with autos, hotel shuttles, and taxis
- Determine incentives for future hotel development that would potentially reduce development parking requirements.
- Reduce visitor vehicle miles traveled (VMT).
- Identify incentives for future hotel development that would reduce parking requirements
- Implement of a direct focused service, versus an area service
- Incorporate seasonal demand fluctuations into an efficient service schedule
- Provide adjustments during events such as VillageFest
- Provide efficient connections at the airport and destinations

The Shuttle service could assist property managers in planning for facility expansions and the day-to-day travel needs of visitors. Ideal candidates for in-service stops along the Shuttle route would include hotels, resorts, the Convention Center, the Palm Springs Art Museum, the Agua Caliente Casino, and other entertainment/leisure venues. The Shuttle service could provide direct links between these destinations and would potentially reduce the parking demand and single-occupant vehicle trips generated by many of the major local tourism-related uses. The shuttle would be a complementary transportation service to existing modes of travel, and coordination has been made with SunLine Transit throughout the study effort. It is the intention of this study that the Shuttle would enhance overall service as well as provide mobility to visitors who wish to enjoy Palm Springs without a vehicle.

## Results

- Scenario analysis resulted in using a focused route while still serving a large number of hotels within walking distance of its potential stop locations
- Surveys indicated visitors' desire to travel to other cities in the area at some point during their stay
- The majority of the guests (43% or 58 persons) would likely use the Shuttle service to hotels, shops, and leisure only.
- Approximately 38 percent (51 persons) of the respondents indicated a willingness to use the Shuttle from the airport to the hotels, and to other destinations
- Identified vacant and underused development parcels for inclusion in an analysis of potential near-term development
- Identified opportunity and catalyst parcels