

2013 TRB Poster: North Moab Recreation Area Transportation Connections

Unit: North Moab Recreation Area

Transportation Scholar: Sommer Roefaro

Moab, the largest city in Grand County, Utah lures 2.5 annual visitors in search of spectacular views and a wide variety of recreational activities. Grand County is 94% public lands with the BLM Moab Field Office managing 1.8 million acres. The recreational use of the area's public lands supports much of the local economy and creates hundreds of jobs. Another defining characteristic of the area is the limited public transportation options available; resulting is almost all visitors arriving by private vehicle.

In 1999, a coalition of public and private agencies created the North Moab Recreation Area's (NMRA) Alternative Transportation System (ATS) project in response to congestion and safety concerns due to growing visitation. The NMRA ATS aims to enable and encourage the use of alternative transportations modes via means that mutually benefit the visitors, the resources, and the local economy. The ATS project consists of motorized and non-motorized improvements, including a transit hub and bicycle paths connecting various recreation destinations in the area.

The transportation scholar role is to review and consider potential transit linkages within the developing NMRA. This includes linkages to recreation areas in the Moab City lodging area, connections to several BLM destinations, and integration with the potential Arches National Park Pilot Transit System. This study will research the feasibility of establishing a more coordinated, scheduled effort by commercial tour providers to serve specific destinations within BLM lands. Additionally, the study will provide recommendations on wayfinding and marketing strategies to further realize the potential of the NMRA ATS.