# October 17th Post #1:









**Copy**: "Alert! Higher penalties to be enforced this winter for parking violations in the Cottonwood Canyons. The previous fine was \$25, the fines now range from \$75 to \$150.

This new ordinance will go into effect on November 1. Violations include:

Narking outside the white line

○Parking in a NO PARKING zone (look out for the NO PARKING signs)
○Parking in avalanche zones

This is one step to protect safety and keep traffic flowing.

Parking is still allowed in designated areas. This increase in fines does not change the places where parking is allowed. [Tag: UPD, UDOTCottonwoods and SLCoCouncil]"

#SR210 #SR190 #LittleCottonwoodCanyon #BigCottonwoodCanyon

#### Post #2:

#### October 25

Don't want a ticket? Don't be that person!

The designated areas where parking is allowed will not change. But higher penalties for illegal parking are going to be enforced this winter.

To avoid a ticket, have a safer commute up the canyons, and enjoy this winter season, follow all parking rules!

Violations include:

- OParking outside the white line
- ○Parking in a NO PARKING zone (look out for the NO PARKING signs)
- OParking in avalanche zones

#SR210 #SR190 #LittleCottonwoodCanyon #BigCottonwoodCanyon

[Tag: UPD, UDOTCottonwoods and SLCoCouncil]





#### Post #3: October 30

"Illegal parking in the Cottonwoods leads to accidents, makes traffic worse, and gets in the way of snowplows. Tickets will be up to \$150 starting this year.

Don't want a ticket? Don't be that person! Follow the signs and park inside the white line! [Tag: UPD, UDOTCottonwoods]

Content: video: Park in the line Parking Ordinance Video.mp4

# @UPDSL @UDOTCottonwoods

#SR210 #SR190 #LittleCottonwoodCanyon #BigCottonwoodCanyon

#### Post #4: Nov 1

"Tickets for parking violations in the Cottonwoods are increasing to up to \$150 this year. It's simple to avoid a ticket. Don't:

- Near Park outside the white line
- Nearly in avalanche zones

Better yet? Wait for the bus! #SR210 #SR190 #LittleCottonwoodCanyon #BigCottonwoodCanyon [Tag: UPD, UDOTCottonwoods]"



#### Post #5: November 2

"Parking in the Cottonwoods doesn't have to be this bad! Parking inside the white line not only makes the roads safer but also keeps you from getting an increased fine.

#SR210 #SR190 #LittleCottonwoodCanyon #BigCottonwoodCanyon [Tag: UPD, UDOTCottonwoods]"

Parking in the cottonwoods reel (1).mp4

#SR210 #SR190 #LittleCottonwoodCanyon #BigCottonwoodCanyon

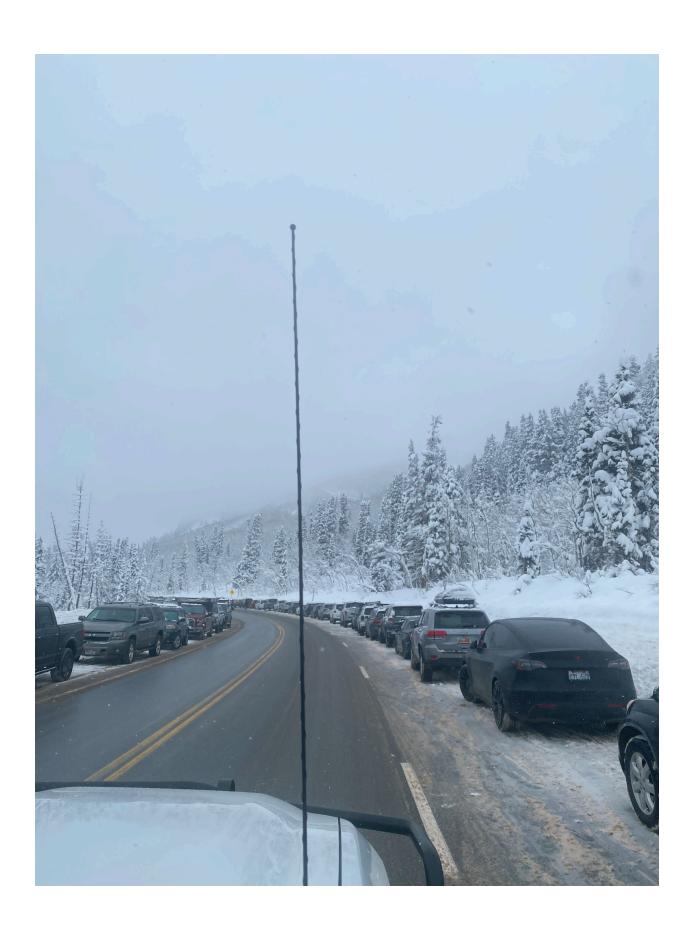
## STILL PENDING:

Post #6

#### Post #7

https://drive.google.com/drive/folders/1aAC 0-aSznH6tPWINeb-cTx 4QuSg9VX

"We all love our snowplow drivers, but when you park over the white line, you're just making their jobs harder" – copy on reel









# **Common-Sense Solutions Campaign**

## Post #1:

"Don't be that person who slides off the road in the Cottonwoods this winter season!

Updated traction device requirements with expanded hours of inspection and enforcement are going to help keep drivers safe in the canyons.

Don't risk the safety of yourself or others by making sure your car will make it up the roads this year. [Tag: UPD, UDOTCottonwoods]"

## Post #2: