



SALT LAKE

- Cottonwood Connect Ski Bus Service -

REQUEST FOR PROPOSAL

Prepared by: Visit Salt Lake

Date: September 28, 2023

PROPOSAL SUBMISSION DEADLINE: Tuesday October 10, 2023, 5:00 p.m. (MST)

QUESTION SUBMISSION DEADLINE: Email questions to rmack@visitsaltlake.com by October 8, 5:00 p.m. (MST). Please no phone calls.

INTRODUCTION:

Visit Salt Lake is seeking a transportation operator to provide ski shuttle services for out-of-town visitors and Salt Lake residents up Big and Little Cottonwood Canyons, servicing Alta, Snowbird, Solitude and Brighton ski resorts. The goal of this service is to increase the number of people riding public transportation to ski resorts by supplementing the reduction of existing ski bus services provided by Utah Transit Authority (UTA) up the Cottonwood Canyons, help reduce traffic congestion and improve air quality. The service will run Fridays, Saturdays, Sundays and holidays beginning approximately December 20, 2023, through April 14, 2024. The project's success hinges upon an operator's ability to provide capable staff, communications with various transportation providers, customers and ski resorts, a fleet of large buses and vans equipped to drive in variable winter conditions and a custom reservation system for riders.

PROJECT SCOPE:

- Operating round-trip transfers from Salt Lake County clusters to ski resorts located in Big & Little Cottonwood Canyons. Must offer at least 4 round-trip departures per route per day and charge \$10 for one-way trips and \$20 for round trips. Please review **Addendum 1** for suggested routes and **Addendum 2** for suggested vehicle frequency and dynamic ridership model. If these are not attainable or recommended, please advise on any revisions. Projected program cost, vehicle frequency and capacity recommendations will be required in vendor submission. The Selected vendor is expected to maintain ridership occupancy threshold of 61% for the season or be required to absorb \$100,000 of the Cottonwood Connect program expenses.

Scope Visual (Page 2):

COTTONWOOD CONNECT

- Bus Service Area
- Canyon Parking Lot



● **MIDVALE/MIDVALLEY**

- STOP 1: Fairfield by Marriott
- STOP 2: Holiday Inn Express
- STOP 3: 9400 S Highland UTA Stop
- STOP 4: Little Cottonwood Park & Ride
- STOP 5: Snowbird (Snowbird Tram Center)
- STOP 6: Alta (Goldminer Lodge/Wildcat Parking Lot)

● **COTTONWOOD**

- STOP 1: Hyatt Place
- STOP 2: Courtyard by Marriott
- STOP 3: Little Cottonwood Park & Ride
- STOP 4: Snowbird (Snowbird Tram Center)
- STOP 5: Alta (Goldminer Lodge/Wildcat Parking Lot)

◆ **COTTONWOOD**

- STOP 1: 6200 S - Park & Ride
- STOP 2: Hyatt Place
- STOP 3: Courtyard by Marriott
- STOP 4: Solitude (Moonbeam Lodge)
- STOP 5: Brighton (Brighton Main Lodge/Ticket Office)

A **SANDY**

- STOP 1: Courtyard by Marriott
- STOP 2: Residence Inn by Marriott
- STOP 3: Hyatt House
- STOP 4A: 9400 S Highland UTA Stop
- STOP 5A: Little Cottonwood Park & Ride
- STOP 6A: Snowbird (Snowbird Tram Center)
- STOP 7A: Alta (Goldminer Lodge/Wildcat Parking Lot)

B **SANDY**

- STOP 1: Courtyard by Marriott
- STOP 2: Residence Inn by Marriott
- STOP 3: Hyatt House
- STOP 4B: 6200 S - Park & Ride
- STOP 5B: Solitude (Moonbeam Lodge)
- STOP 6B: Brighton (Brighton Main Lodge/Ticket Office)

Approximate Dates of Service include:

- December: 22–24, 29-31
- January: 1, 5-7, 12-15, 19-21, 26-28
- February: 2-4, 9-11, 16-19, 23-25
- March: 1-3, 8-10, 15-17, 22-24, 29-31
- April: 5-7, 12-14

REQUESTED DELIVERABLES:

- Vendor will be in-charge of rider reservations including a point of sales system and providing weekly rider details for each trip including but not limited to:
 - Booked & Available Seats for Each Trip
 - Pick-up and drop-off locations for each rider
 - Passenger Payment/Refund details that ties to ridership data
 - Repeat ridership information
 - Zip code data from Credit Cards
- **VENDOR GUARANTEE:** The Selected vendor is expected to maintain ridership occupancy threshold of 61% for the season or be required to absorb \$100,000 of the Cottonwood Connect program expenses. E.g., if season ridership capacity is 20,000 and a threshold of 61% or 12,200 is not reached, the selected vendor will absorb \$100,000 of the total program cost.
- Proof of Business: Articles of Incorporation, Website, Proof of Business Solvency, Licensing/Bonding
- Proof of vehicle inventory & maintenance
- Up to Date with all UDOT & DOT requirements to perform required routes
- Proof of liability insurance w/Certificate of Liability that covers Visit Salt Lake, Salt Lake County & Utah Transit Authority
- List of certified drivers and credentials
- Outline of how drivers will be trained on routing
- Explanation of reservation system, including screen shots of booking and confirmation pages. Include how manifests will be checked at point of pick-up.
- Description and photos of vehicles to be used
- 2-3 complimentary or discounted trips for media and hotel concierge awareness
- Comprehensive pricing index for wholistic transportation program as defined above.
 - A detailed list of any and all expected costs or expenses related to the proposed project
 - Summary and explanation of any other contributing expenses to the total cost
 - Brief summary of the total cost of the proposal

MINIMUM QUALIFICATIONS:

INSURANCE

- Grantee shall, at its sole cost and expense, secure and maintain during the Term of this Agreement, including all renewal or additional terms, the following minimum insurance coverage:
 - A. Workers' compensation and employer's liability insurance as required by the State of Utah, unless a waiver of coverage is allowed and acquired pursuant to Utah law. This requirement includes contractors who are doing business as an individual and/or as a sole

proprietor as well as corporations, limited liability companies, joint ventures and partnerships. In the event any work is subcontracted, the Grantee shall require its subcontractor(s) similarly to provide workers' compensation insurance for all of the latter's employees, unless a waiver of coverage is allowed and acquired pursuant to Utah law.

- B. Commercial general liability insurance, on an occurrence form, in the minimum amount of \$2,000,000 per occurrence with a \$3,000,000 general policy aggregate. The policy shall protect the County, the Grantee, and any subcontractor from claims for damages for personal injury, including accidental death, and from claims for property damage that may arise from the Grantee's operations under this Agreement, whether performed by the Grantee itself, any subcontractor, or anyone directly or indirectly employed or engaged by either of them. Such insurance shall provide coverage for premises operations, acts of independent contractors, and completed operations.
- C. Commercial automobile liability insurance that provides coverage in the minimum amount of \$1,000,000 per occurrence per person/ \$2,000,000 per accident / \$500,000 property damage OR single combined limit of \$2,000,000.
- In the event any work is subcontracted, the Grantee shall require its subcontractor, at no cost to the County, to secure and maintain all minimum insurance coverages required of the Grantee hereunder.
- Ability to add Visit Salt Lake onto the operator's insurance free of charge

ADDITIONAL QUALIFICATIONS

- Certified drivers with updated CDL's and experience driving in variable winter conditions
- Drug testing for employees
- Ability to implement a custom reservation system for riders to select pickup time, location and number of seats to occupy
- A fleet of at least 8 vehicles that can seat a minimum of 28 people

PROGRAM MANAGER CONTACT INFORMATION:

The following individual(s) are the assigned contacts for proposal submission:

Ryan Mack, Director of Media & Communications

Rmack@visitsaltlake.com

*Please no phone calls.

TIMELINE: Request for Proposal opens at 8:00AM MST September 28, 2023. Deadline for Submission is 5:00PM MST October 10, 2023.

PROPOSAL SELECTION CRITERIA:

Only those proposals received by the stated deadline will be considered. All proposals submitted by the deadline will be reviewed and evaluated based upon information provided in the submitted proposal. In addition, consideration will be given to cost and performance projections.

PROPOSAL SUBMISSION FORMAT: Please follow the order in which requested deliverables are listed.

AWARD: Pursuant to Salt Lake County & UTA funding approval and designation of Visit Salt Lake as their program administrator.

ADDENDUM 1

Midvale/Midvalley	
St op	Location
1	Fairfield by Marriott
2	Homewood Suites
3	9400 S Highland UTA Stop
4	Little Cottonwood Park & Ride
5	Snowbird - Tram Center
6	Alta - Goldminer Lodge/Wildcat Parking Lot

Cottonwood	
St op	Location
1	Hyatt Place
2	Residence Inn Cottonwood
3	Hampton Inn
4	Courtyard by Marriott
5	Little Cottonwood Park & Ride
6	Snowbird - Tram Center
7	Alta - Goldminer Lodge/Wildcat Parking Lot

Sandy A	
St op	Location
1	Courtyard by Marriott Sandy
2	Residence Inn by Marriott
3	Hyatt House
4A	9400 S Highland UTA Stop
5A	Little Cottonwood Park & Ride
6A	Snowbird - Tram Center
7A	Alta - Goldminer Lodge/Wildcat Parking Lot

Sandy B	
St op	Location
1	Courtyard by Marriott Sandy
2	Residence Inn by Marriott
3	Hyatt House
4B	6200 S Park & Ride
5B	Solitude - Moonbeam Lodge
6B	Brighton - Main Lodge/Ticket Office

ADDENDUM 2:

A major goal of Cottonwood Connect is arriving to and departing from ski resorts with vehicles at or near maximum capacity. The following information serves as an outline for dynamically optimizing vehicle types (Sprinter van vs. Mini Coach, etc.) and usage with associated dates and times to ensure this goal is met.

The projected dates for Cottonwood Connect are Fridays, Saturdays, Sundays and holidays from December 22, 2023, through April 14, 2024.

Bidding vendors must include a recommended schedule indicating which vehicles are most cost-effective for maximum ridership by date & time based on the information provided.

Suggested days of operation (Please note that holidays will be included):

	Operations only Friday - Sunday						
	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Sandy - LCC	xx	xx	xx	xx	4 up 4 down	4 up 4 down	4 up 4 down
Sandy - BCC	xx	xx	xx	xx	4 up 4 down	4 up 4 down	4 up 4 down
Cottonwood	xx	xx	xx	xx	4 up 4 down	4 up 4 down	4 up 4 down
Midvale	xx	xx	xx	xx	4 up 4 down	4 up 4 down	4 up 4 down

Please click the following link for the Cottonwood Connect 2023 ridership spreadsheet which breaks down the previous operating season’s ridership by route, time, date and vehicle type.

[CLICK HERE](#)