



# SALT LAKE

- Cottonwood Connect Ski Bus Service -

## PROPOSAL

Prepared by: Visit Salt Lake

Date: January 2, 2023

### INTRODUCTION:

Visit Salt Lake is seeking to provide temporary ski shuttle services for out-of-town visitors and Salt Lake residents up Little and Big 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 for this current ski season by supplementing the reduction of existing ski bus services provided by Utah Transit Authority (UTA) up the Cottonwood Canyons to help reduce traffic congestion and improve air quality and visitor experience. The service would run Thursdays, Fridays, Saturdays, Sundays and holidays beginning approximately January 19 through April 9, 2023. By way of an expedited RFP, Snow Country Limousine has been identified as the leading transportation company to provide capable staff, a fleet of large buses 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 resorts located in Big & Little Cottonwood Canyons at a cadence of at least 3 round-trip departures, and a minimum of 588 passengers, per day. See Addendum 1.

**FUNDING:** Visit Salt Lake is seeking a \$509,000\* contribution to fund this service for the remainder of the 2023 ski/ride season.

Additional Contributions:

Visit Salt Lake: \$50,000

\*Potential Private Funding (e.g., from ski resorts): TBD

Visit Salt Lake In-Kind (total: \$22,500). Breakdown:

Administration/Contracting: \$10,000

Includes negotiation and contracting with Snow Country Limousine and managing program, including: pick-up locations with UTA and UDOT, answering visitor and resident questions as they arise.

Marketing, Public Relations & Asset Creation: \$12,500

Includes point-of sale marketing at all regional hotel distribution points, coordination of localized public relations efforts, bus signage for guest way-finding and parking lot signage to designate Cottonwood Connect pick-up points.

Scope Visual:



# 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)

- Dates of Service include:
  - January 19-22, 2023 (4 days)
  - January 26-29, 2023 (4 days)
  - February 2-5, 2023 (4 days)
  - February 9-12, 2023 (4 days)
  - February 16-20, 2023 (5 days)
  - February 23-26, 2023 (4 days)
  - March 2-5, 2023 (4 days)
  - March 9-12, 2023 (4 days)
  - March 16-19, 2023 (4 days)
  - March 23-26, 2023 (4 days)
  - March 30-April 2, 2023 (4 days)
  - April 6-9, 2023 (4 days)

49 Total Days of Service

**SNOW COUNTRY LIMOUSINE HAS PROVIDED SUFFICIENT DELIVERABLES AS IDENTIFIED BY THE RFP, INCLUDING:**

- Proof of Business: Articles of Incorporation, website, Proof of Business Solvency, Licensing/Bonding
- Proof of Vehicle Inventory & Maintenance
- Proof of liability insurance
- 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.
- Evidence of operational safety requirements
- 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.

**SNOW COUNTRY HAS MET ALL MINIMUM QUALIFICATIONS, INCLUDING:**

INSURANCE

- A minimum liability insurance as deemed necessary by Visit Salt Lake's legal team.
- 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 MET:

- 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 7 vehicles that can seat a minimum of 14 passengers (See Addendum 2).

**ADDENDUM 1:**

<b>Cottonwood Connect Proposed Transportation Service</b>					
<b>Cluster 1</b>	<b>- Midvale/Midvalley</b>			<b>2 Total Buses</b>	
<b>Service to Snowbird/Alta From Midvale</b>					
<b>Stop</b>	<b>Stop Name</b>	<b>Equipment</b>	<b>Depart</b>	<b>Depart</b>	<b>Depart</b>
<b>Stop 1</b>	<b>Fairfield by Marriott</b>	<b>2 Buses</b>	<b>7:00 AM</b>	<b>9:00 AM</b>	<b>11:00 AM</b>
	7141 S F L Smidth Drive		<i>Bus 1 &amp; 2</i>	<i>Bus 1 &amp; 2</i>	<i>Bus 1 &amp; 2</i>
<b>Stop 2</b>	<b>Holiday Inn Express</b>				
	7134 S 700 E				
<b>Stop 3</b>	<b>9400 S Highland UTA Stop</b>				
	9400 S Highland Drive				
<b>Stop 4</b>	<b>Little Cottonwood Park &amp; Ride</b>				
	4385 Little Cottonwood Canyon Rd.				
<b>Stop 5</b>	<b>Snowbird (Snowbird Tram Center)</b>				
	9385 S Snowbird Center Dr				
<b>Stop 6</b>	<b>Alta (Goldminer Lodge/Wildcat parking lot)</b>				
	10160 E Hwy 210				
<b>Service to Midvale from Alta/Snowbird</b>					
<b>Stop</b>	<b>Stop Name</b>	<b>Equipment</b>	<b>Depart</b>	<b>Depart</b>	<b>Depart</b>
<b>Stop 1</b>	<b>Alta (Goldminer Lodge/Wildcat parking lot)</b>	<b>2 Buses</b>	<b>3:30 PM</b>	<b>5:00 PM</b>	<b>7:00 PM</b>
	10160 E Hwy 210		<i>Bus 1 &amp; 2</i>	<i>Bus 1 &amp; 2</i>	<i>Bus 1 &amp; 2</i>
<b>Stop 2</b>	<b>Snowbird (Snowbird Tram Center)</b>				
	9385 S Snowbird Center Dr				
<b>Stop 3</b>	<b>Little Cottonwood Park &amp; Ride</b>				
	4385 Little Cottonwood Canyon Rd.				
<b>Stop 4</b>	<b>9400 S Highland UTA Stop</b>				
	9400 S Highland Drive				
<b>Stop 5</b>	<b>Holiday Inn Express</b>				
	7143 S 700 E				
<b>Step 6</b>	<b>Fairfield by Marriott</b>				
	7141 S F L Smidth Drive				

Cluster 2a - Cottonwood				2 Total Buses	
Service to Snowbird/Alta From Cottonwood Heights					
Stop	Stop Name	Equipment	Depart	Depart	Depart
Stop 1	Hyatt Place 3090 E 6200 S	1 Bus	7:00 AM <i>Bus 1</i>	8:30 AM <i>Bus 1</i>	10:00 AM <i>Bus 1</i>
Stop 2	Courtyard by Marriott 7341 Canyon Center Parkway				
Stop 3	Little Cottonwood Park & Ride 4385 Little Cottonwood Canyon Rd.				
Stop 4	Snowbird (Snowbird Tram Center) 9385 S Snowbird Center Dr				
Stop 5	Alta (Goldminer Lodge/Wildcat parking lot) 10160 E Hwy 210				
Service to Cottonwood Heights From Alta/Snowbird					
Stop	Stop Name	Equipment	Depart	Depart	Depart
Stop 1	Alta (Goldminer Lodge/Wildcat parking lot) 10160 E Hwy 210	1 Bus	3:00 PM <i>Bus 1</i>	4:30 PM <i>Bus 1</i>	6:00 PM <i>Bus 1</i>
Stop 2	Snowbird (Snowbird Tram Center) 9385 S Snowbird Center Dr				
Stop 3	Little Cottonwood Park & Ride 4385 Little Cottonwood Canyon Rd.				
Stop 4	Courtyard by Marriott 7341 Canyon Center Parkway				
Stop 5	Hyatt Place 3090 E 6200 S				

**Cluster 2b - Cottonwood**

**Service to Solitude/Brighton From Cottonwood Heights**

Stop	Stop Name	Equipment	Depart	Depart	Depart
<b>Stop 1</b>	<b>6200 South - Park and Ride</b>	<b>1 Bus</b>	<b>7:00 AM</b>	<b>8:30 AM</b>	<b>10:00 AM</b>
	6200 S Wasatch Blvd		<i>Bus 2</i>	<i>Bus 2</i>	<i>Bus 2</i>
<b>Stop 2</b>	<b>Hyatt Place</b>				
	3090 E 6200 S				
<b>Stop 3</b>	<b>Courtyard by Marriott</b>				
	7341 Canyon Center Parkway				
<b>Stop 4</b>	<b>Solitude (Moonbeam Lodge)</b>				
	12000 S Big Cottonwood Canyon Rd				
<b>Stop 5</b>	<b>Brighton (Brighton Main Lodge/Ticket office )</b>				
	8302 S Brighton Loop Rd				

**Service to Cottonwood Heights from Brighton/Solitude**

Stop	Stop Name	Equipment	Depart	Depart	Depart
<b>Stop 1</b>	<b>Brighton (Brighton Main Lodge/Ticket office )</b>	<b>1 Bus</b>	<b>3:00 PM</b>	<b>4:30 PM</b>	<b>6:00 PM</b>
	8302 S Brighton Loop Rd		<i>Bus 2</i>	<i>Bus 2</i>	<i>Bus 2</i>
<b>Stop 2</b>	<b>Solitude (Moonbeam Lodge)</b>				
	12000 S Big Cottonwood Canyon Rd				
<b>Stop 3</b>	<b>Courtyard by Marriott</b>				
	7341 Canyon Center Parkway				
<b>Stop 4</b>	<b>Hyatt Place</b>				
	3090 E 6200 S				
<b>Stop 5</b>	<b>6200 South - Park and Ride</b>				
	6200 S Wasatch Blvd				



Cluster 3a - Sandy			3 Total Buses		
Service to Snowbird/Alta From Sandy					
Stop	Stop Name	Equipment	Depart	Depart	Depart
Stop 1	<b>Courtyard by Marriott</b> 10701 S Holiday Park Drive	2 Buses	6:45 AM <i>Bus 1 &amp; 2</i>	8:45 AM <i>Bus 1 &amp; 2</i>	10:45 AM <i>Bus 1 &amp; 2</i>
Stop 2	<b>Residence Inn by Marriott</b> 270 W 10000 S				
Stop 3	<b>Hyatt House</b> 9685 Monroe Street				
Stop 4	<b>9400 S Highland UTA Stop</b> 9400 S Highland Drive				
Stop 5	<b>Little Cottonwood Park &amp; Ride</b> 4385 Little Cottonwood Canyon Rd.				
Stop 6	<b>Snowbird (Snowbird Tram Center)</b> 9385 S Snowbird Center Dr				
Stop 7	<b>Alta (Goldminer Lodge/Wildcat parking lot)</b> 10160 E Hwy 210				
Service to Sandy From Alta/Snowbird					
Stop	Stop Name	Equipment	Depart	Depart	Depart
Stop 1	<b>Alta (Goldminer Lodge/Wildcat parking lot)</b> 10160 E Hwy 210	2 Buses	3:00 PM <i>Bus 1 &amp; 2</i>	5:00 PM <i>Bus 1 &amp; 2</i>	7:00 PM <i>Bus 1 &amp; 2</i>
Stop 2	<b>Snowbird (Snowbird Tram Center)</b> 9385 S Snowbird Center Dr				
Stop 3	<b>Little Cottonwood Park &amp; Ride</b> 4385 Little Cottonwood Canyon Rd.				
Stop 4	<b>9400 S Highland UTA Stop</b> 9400 S Highland Drive				
Stop 5	<b>Hyatt House</b> 9685 S Monroe Street				
Stop 6	<b>Residence Inn by Marriott</b> 270 W 10000 S				
Stop 7	<b>Courtyard by Marriott</b> 10701 S Holiday Park Drive				

<b>Cluster 3b - Sandy</b>					
<b>Service to Solitude/Brighton From Sandy</b>					
<b>Stop</b>	<b>Stop Name</b>	<b>Equipment</b>	<b>Depart</b>	<b>Depart</b>	<b>Depart</b>
<b>Stop 1</b>	<b>Courtyard by Marriott</b>	<b>1 Bus</b>	<b>7:00 AM</b>	<b>9:00 AM</b>	<b>11:00 AM</b>
	10701 S Holiday Park Drive		<i>Bus 3</i>	<i>Bus 3</i>	<i>Bus 3</i>
<b>Stop 2</b>	<b>Residence Inn by Marriott</b>				
	270 W 10000 S				
<b>Stop 3</b>	<b>Hyatt House</b>				
	9685 Monroe Street				
<b>Stop 4</b>	<b>6200 South - Park and Ride</b>				
	6200 S Wasatch Blvd				
<b>Stop 5</b>	<b>Solitude (Moonbeam Lodge)</b>				
	12000 S Big Cottonwood Canyon Rd				
<b>Stop 6</b>	<b>Brighton (Brighton Main Lodge/Ticket office )</b>				
	8302 S Brighton Loop Rd				
<b>Service to Sandy from Brighton/Solitude</b>					
<b>Stop</b>	<b>Stop Name</b>	<b>Equipment</b>	<b>Depart</b>	<b>Depart</b>	<b>Depart</b>
<b>Stop 1</b>	<b>Brighton (Brighton Main Lodge/Ticket office )</b>	<b>1 Bus</b>	<b>3:00 PM</b>	<b>5:00 PM</b>	<b>7:00 PM</b>
	8302 S Brighton Loop Rd		<i>Bus 3</i>	<i>Bus 3</i>	<i>Bus 3</i>
<b>Stop 2</b>	<b>Solitude (Moonbeam Lodge)</b>				
	12000 S Big Cottonwood Canyon Rd				
<b>Stop 3</b>	<b>6200 South Park and Ride</b>				
	6200 S Wasatch Blvd				
<b>Stop 4</b>	<b>Hyatt House</b>				
	9685 S Monroe Street				
<b>Stop 5</b>	<b>Residence Inn by Marriott</b>				
	270 W 10000 S				
<b>Stop 6</b>	<b>Courtyard by Marriott</b>				
	10701 S Holiday Park Drive				

**ADDENDUM 2:**

**Snow Country Limousine Fleet**

Vehicles are equipped with automatic chains.



28-passenger luxury mini coach.



14 passenger van. Offering 2 per trip, totaling 28 passengers.

Snow Country Limousine has ability to adjust vehicle sizes based on ridership. Their largest vehicle is a 42-passenger, which could be deployed in high-needs cases. (NOTE: a “traditional” coach bus is 56-passenger. These vehicles are significantly smaller & more capable to climb Cottonwood Canyon roads.)