



## Cottonwood Connect 2023-2024 Season Details

Addendum 1: Complete Request for Proposal as Posted on September 28, 2023

**Overview:**

Building on the success of last year’s Cottonwood Connect operation, we are deploying a public / private partnership, utilizing a private transportation provider, to increase the frequency of service and number of people riding public transportation to Salt Lake County ski resorts (Alta, Brighton, Snowbird, Solitude) for the 2023-24 ski season. The goal of the Cottonwood Connect ski transportation service is to reduce traffic congestion, improve air quality and enhance the visitor experience. This will be achieved through a partnership including Visit Salt Lake, UTA, UDOT, Salt Lake County and the transportation provider, The Driver Provider.

**Cottonwood Connect Financial Overview:**

**Revenue:**

Contributions ( <i>\$320K - UTA, \$160K - UDOT, \$180K VSL</i> )	\$ 660,000.00
Projected Passenger Revenue ( <i>based on 61% Occupancy - 30,568 passengers</i> <i>); if ridership changes, disbursement to funders will be increased or reduced</i> )	\$ 305,683.00
<b>Total Contributions/Revenue</b>	<b>\$ 965,683.00</b>

**Expenses:**

Transportation ( <i>Reduced by \$100K if 61% Occupancy isn't Reached</i> )	\$ 580,487.20
Projected Credit Card Processing ( <i>subject to adjustment based on ridership</i> )	\$ 18,341.00
Projected PAX Refunds ( <i>subject to adjustment based on ridership</i> )	\$ 18,341.00
Marketing ( <i>Physical &amp; Digital Ads</i> )	\$ 40,000.00
Contingency for Program Adjustments ( <i>Projected: Additional Vehicles, Unforeseen Costs</i> )	\$ 40,000.00
VSL In Kind Cost ( <i>\$35K Program Manager, \$20K Physical Displays, \$15K Media Planning, \$10K Hotel &amp; Community Outreach, &amp; \$5K Social Media</i> )	\$ 85,000.00
<b>Total Expenses</b>	<b>\$ 782,169.20</b>

<b>Remaining Balance to be Distributed</b>	<b>\$ 183,513.80</b>
<b>VSL Reimbursement of In-Kind - 1st Priority</b>	<b>\$ 85,000.00</b>
<b>Remaining Distributions (Proportionally):</b>	<b>\$ 98,513.80</b>
UTA	\$ 47,764.27    48.5%
UDOT	\$ 23,882.13    24.2%
VSL	\$ 26,867.40    27.3%
<b>Total</b>	<b>\$ 98,513.80</b>

<b>Total Passengers Capacity</b>	<b>50,112</b>
<b>Total Projected Passengers (61%)</b>	<b>30,568</b>

**Cottonwood Connect Routes & Timing:**

Midvale/Midvalley		Cottonwood		Sandy A		Sandy B	
Stop	Location	Stop	Location	Stop	Location	Stop	Location
1	<a href="#">Fairfield Inn By Marriott</a>	1	<a href="#">Hyatt Place</a>	1	<a href="#">Courtyard by Marriott Sandy</a>	1	<a href="#">Courtyard by Marriott Sandy</a>
2	<a href="#">Homewood Suites</a>	2	<a href="#">Residence Inn Cottonwood</a>	2	<a href="#">Residence Inn by Marriott</a>	2	<a href="#">Residence Inn by Marriott</a>
3	<a href="#">9400 S. Highland UTA Stop</a>	3	<a href="#">Hampton Inn</a>	3	<a href="#">Hyatt House</a>	3	<a href="#">Hyatt House</a>
4	<a href="#">Snowbird Tram Center</a>	4	<a href="#">Courtyard by Marriott</a>	4A	<a href="#">9400 S. Highland UTA Stop</a>	4A	<a href="#">6200 S. Park &amp; Ride</a>
5	<a href="#">Alta - Goldminer Lodge/Wildcat Parking Lot</a>	5	<a href="#">Snowbird Tram Center</a>	5A	<a href="#">Snowbird Tram Center</a>	5A	<a href="#">Solitude - Moonbeam Lodge</a>
		6	<a href="#">Alta - Goldminer Lodge/Wildcat Parking Lot</a>	6A	<a href="#">Alta - Goldminer Lodge/Wildcat Parking Lot</a>	6A	<a href="#">Brighton - Main Lodge/Ticket Office</a>

Morning Routes				
Midvale/Midvalley - LCC	7:00 AM	8:00 AM	9:30 AM	10:30 AM
Cottonwood - LCC	7:00 AM	8:00 AM	9:30 AM	10:30 AM
Sandy A - LCC	7:00 AM	8:00 AM	9:30 AM	10:30 AM
Sandy B - BCC	7:00 AM	8:00 AM	9:30 AM	10:30 AM

Afternoon Routes				
Midvale/Midvalley - LCC	2:00 PM	2:30PM	4:30 PM	5:00 PM
Cottonwood - LCC	2:00 PM	2:30PM	4:30 PM	5:00 PM
Sandy A - LCC	2:00 PM	2:30PM	4:30 PM	5:00 PM
Sandy B - BCC	2:00 PM	2:30PM	4:30 PM	5:00 PM

**Dates of Service & Cost per Passenger:**

- December: 22–31, 2023
- January: 1, 5-7, 12–15, 19-21, 26–28, 2024
- February: 2–4, 9–11, 16–19, 23–25, 2024
- March: 1–3, 8–10, 15–17, 22–24, 29–31, 2024
- April: 5–7, 12–14, 2024

**\*Total days of operation: 58**

**\*Passenger Cost: \$10 one-way, \$20 round-trip**

**Bus Utilization:**

Connectwood Connect will operate using 27 passenger mini coach buses with automatic chain integration. Maximum season ridership (inclusive of 58 days) is: 50,112.



**Ford F-550**  
**Length: 33 feet**  
**Width: 8.3 feet**

**Mini Bus**

**Marketing & Messaging:**

Targeting both visitors and residents, Visit Salt Lake's Marketing and Communications teams will deploy several tactics to drive awareness and ridership for Cottonwood Connect.

**Tactics include:**

- Social media campaigns
- Paid promotions
- Media events, press releases and local reporter experience stories
- Hotel and partner participation – Bundling pass products with Cottonwood Connect
- Big Cottonwood Canyon Billboard

**Key Messaging:**

- Elevate your transportation. Guaranteed Seat & Access to The Mountains.
- Frees up space on UTA public transit for resident use.
- Convenient, comfortable, safe, and reliable way to get up the mountain this winter.