UTA Ski Service Redesign

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Outline

- Our Team
- Process
- Old Ski Service
- Analysis
- New Ski Service

The Team and Dynamics

Internal

Service Planning – Christopher Chesnut

RGM – Lorin Simpson

Operations Planning – Debbie Skeen and Bob Baty

Operations Supervisor for Ski – Bill Humphreys

Sales – Dan Richardson

PR/Marketing – Erika Shubin and Steve Allnat

External

Mountain Accord – Laynee Jones

Ski Resorts – Bob Bonar

WSP– Stephanie McVey

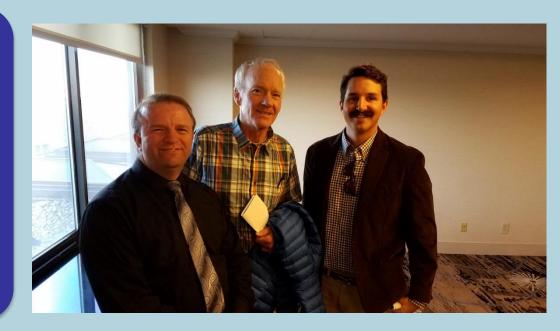
UDoT – Lisa Wilson

Midvale – Chris Butte

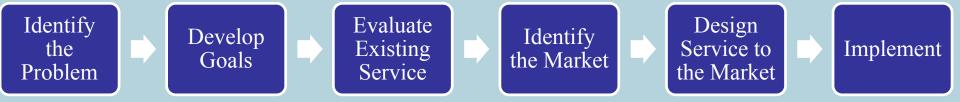
Sandy – Ryan Kump

Cottonwood Heights – John Park

UCAIR



Process



UTA Ski Service 2015 - 2016 UTA Downtown Routing University of Utah Salt Lake City 954 - Medical Marriott University University Guest House OO **S Temple** Ó Downtown S Campus Dr at City Creek 1a 300 W O.8008.O w Holiday Inn Express 600 S Residence Inn ☐ Hotel Monaco O ₹ Courtyard Ft Douglas Station SLC Center by Marrio tt Sheraton Hampton Inn -City Centre Crystal Inn 500 S Grand □ America tittle Ó America LEGEND P352 Ramada Inn Garden Ski Routes to Big Cottonwood Canyon Solitude/Brighton Inn 3800S 0 Ski Routes to Little Cottonwood Canyo TRAX 3900 S Wasatch Snowbird/Alta Park & Ride Lot To access Brighton/Solitude from a orange route transfer at the 6200 South PhR lot. Ö To access Snowbird/Alta from a green route transfer at the 9400 South PhR lot. Murray Central Morray TRAX TRAX& Stations -----Reynolds Flat Park and Ride Lots, Hotels and Destinations 6200 S Wasatch 6600 S 950 E Big Cottonwood Cyn Rd Midvale Ft Union Park & Ride Lot Park & Ride Lot 돐 Station Area Hotels 62005 951 952 953 954 960 990 953 Discovery Inn La Quinta Inn Motel 6 O Silver Fork Midvale Inn Fort Union Blvd Days Inn InnTown Suites Hawthorn Suites Solitude[□] Homewood Suites Big Cotto mwood by Hilton Park & Ride Lot Sandy Civic Ctr Station Area Holtels Midvale Rt Union 954 960 962 990 Station Best Western Cottontree Inn 951 952 Extended Stay America OTRAX 960 990 Little Cottonwood Brighton ComfortInn Park & Ride Lot Hampton Inn □ Alta Residence Inn by Marriott 951 952 953 Hilton GArden Inn 94005 CIFF 990 992 Ó Country Inn & Suites 9400S

Little Cottonwood Cyn Rd

Daughter

Lodge

Snowbird

Creeks ide

Day Lodge

Ski Service runs from Dec. 6, 2015 and ends on April 10, 2016

Sleep Inn

Super 8 Motel

Hyatt House Holiday Inn Express And

Suites

Courtyard by Marriott

Sandy

Sandy Civic Ctr Station

962 992

9400 S 2000 E

Park & Ride Lot

962 992

2015-16 Ski Bus Overview

- Operates December through mid-April
- Buses:
 - 35-foot buses retrofitted with ski racks, winter traction
 - 32 buses to operate regular service; ~100 trips daily
 - Seated capacity: 35-40 assumed 40 for the purposes of this analysis
- Fares:
 - Service is free for season pass holders to all resorts
 - \$4.50 one-way, does not include transfer to other transit services
- UTA maintains 6-8 buses on daily standby/reserve
 - Ability to allocate in real-time based on demand
- Schedule and number of trips are consistent throughout the week

Canyon Transportation Problems

- Traffic Congestion
- Limited Parking
- Poor Transit Service
- Increasing Demand



Cottonwoods Canyon Transportation Study

- Mountain Accord
 - Wasatch Front : Big & Little Cottonwood Canyon
 - Wasatch Back: Park City
- Purpose, Goals
 - Reduce single occupant vehicles in Canyons
 - Comprehensive, long-term strategies
- Time Periods Studied intended to build incrementally
 - "Immediate" Solutions Winter 2016, Summer 2017
 - Short Term 5 to 10 years
 - Long Term 20 years, beyond

Big Cottonwood Canyon (BCC) Ski Bus Service Overview, 2015-16

- Bus routes to BCC resorts Solitude and Brighton originated from three locations:
 - West of BCC, Route 960: Midvale Fort Union TRAX
 - —13 trips into BCC daily
 - End-to-end travel time: 1 hour
 - South of BCC, Route 962: Sandy TRAX
 - —11 trips into BCC daily
 - —End-to-end travel time: 1 hour
 - North of BCC, Route 954: University of Utah
 - —1 bus to BCC daily Friday-Sunday
 - End-to-end travel time: 1 hour, 20 minutes
- Approximately 25 inbound trips/day into BCC

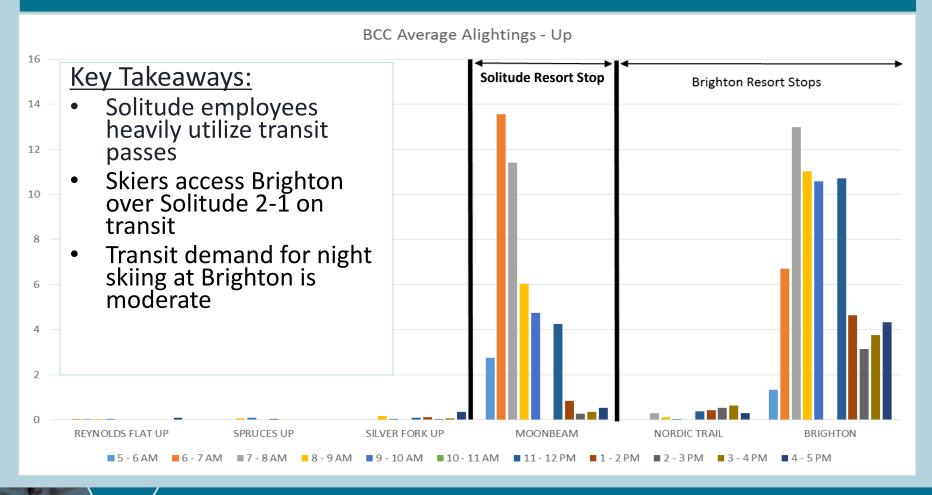
BCC – Inbound Arrivals: When do people use the Ski Bus service?



Key Takeaways:

- Weekday boardings have pronounced midday spike, particularly on Midvale route
- Inbound boardings flatten out between 1-2p
- Buses originating at Midvale station have a higher occupancy than those originating at Sandy

BCC Destinations: Where do people go on the Ski Bus?







BCC Insights

- Inbound boardings are concentrated at a few stops
 - Route 960, From Midvale: 80% of boardings in 3 stops
 - Midvale TRAX (35%), Big Cottonwood PNR (25%), Wasatch 6200 PNR (20%)
 - Route 962, From Sandy TRAX: 90% of boardings in 2 stops
 - Big Cottonwood PNR (60%) & 9400 S PNR (30%)
 - Route 954, From University: 70% of boardings in 3 stops
 - Big Cottonwood PNR (30%), Wasatch 6200 PNR (20%), University Campus (20%)
- Predominantly park-and-ride based
- Number of stops with low utilization
 - Opportunity to improve travel time by eliminating stops
 - Stop removal/addition requires environmental action, USFS, UTA, UDOT

Little Cottonwood Canyon (LCC) Ski Bus Service Overview, 2015-16

- Bus routes to LCC resorts Snowbird and Alta originated from five locations; 27 trips a day into LCC:
 - Far North: Route 951: Downtown
 - 1 trip into LCC daily
 - End-to-end travel time: 1 hour, 25 minutes
 - Far North: Route 952: Midtown
 - 1 trip into LCC daily
 - End-to-end travel time: 1 hour, 15 minutes
 - Near North: Route 953: Murray TRAX, FrontRunner
 - 1 trip into LCC daily
 - End-to-end travel time: 1 hour, 10 minutes
 - Near North: Route 990: Midvale TRAX
 - 14 trips into LCC daily
 - End-to-end travel time: 1 hour
 - West of LCC: Route 992: Sandy TRAX
 - 9 trips into LCC daily
 - End-to-end travel time: 50 minutes

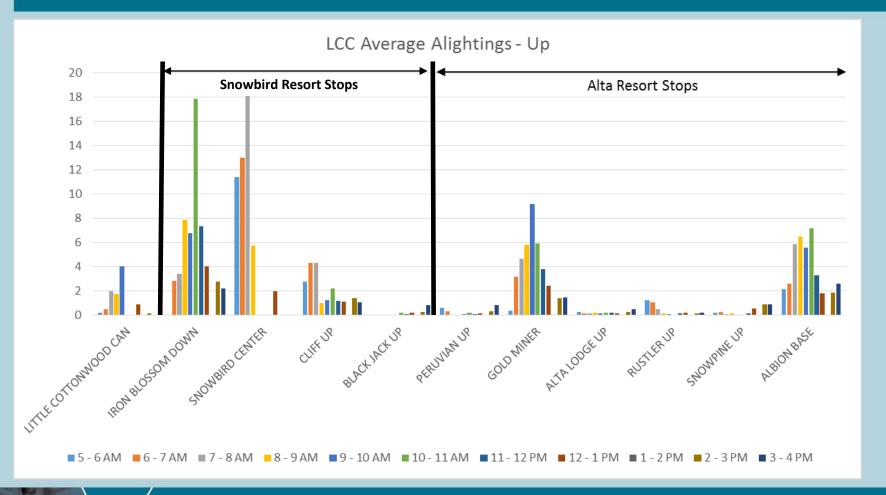
LCC – Inbound Arrivals: When do people use the Ski Bus service?



Key Takeaways:

- Weekday boardings have pronounced midday spike, particularly on Midvale route
- Inbound boardings flatten out between 1-2p
- Buses originating at Midvale station have a higher occupancy than others

LCC Destinations: Where do people go on the Ski Bus?





LCC Insights

- Inbound boardings are less concentrated than BCC
 - Route 951, From Downtown: 55% of boardings in top 3 stops
 - Little to no park and ride activity
 - Route 952, From Midtown: 70% of boardings in top 3 stops
 - Top 3 stops varies among weekday, Saturday, Sundays
 - Route 953, From Murray: 70% of boardings in top 3 stops
 - —Greater concentration of park and ride use
 - Route 990, From Midvale: 50% of boardings in top 3 stops
 - —Greater concentration of park and ride use
 - Route 992, From Sandy: 85% of boardings in top 3 stops
 - —Significant park and ride activity
- Number of resort stops with low utilization

2015-16 Ski Bus Boardings



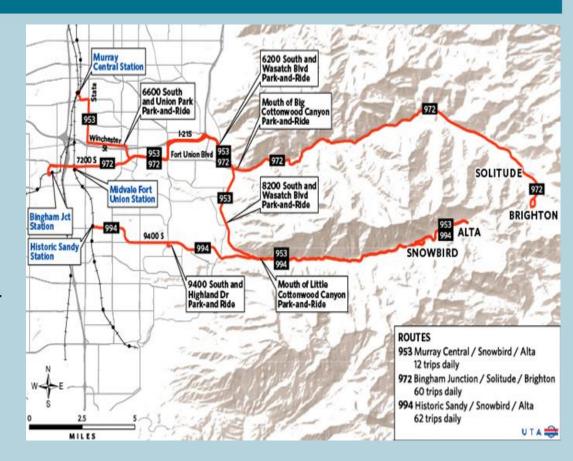


Public Feedback, Response

- Public Hearings
 - October 3, Midvale City Hall
 - October 6, Sandy City Hall
 - October 10, FLHQ Salt Lake City
- 79 Total Comments received
 - 36: Support
 - 13: Oppose
 - 30: Generally unrelated
- Response to feedback
 - Additional stops for back-country
 - Modified Routes to serve areas of concern
 - Implement earlier ski service on Weekends
 - Modification to ski racks will be explored

New Ski Service, 2016 - 17

- 3 Routes
 - *953*
 - **—** 994
 - **—** 964
- 135 Trips/Day 35%
 Increase
- Parking Stalls 2,890 –
 11% increase
- Operating Expense –\$1.5 M



New Ski Service, 2016 - 17





New Ski Service, 2016 - 17

Salt Lake Ski Service	2015-16	2016 - 17	% Change
Total Boardings	208,038	262,790	26%
Boardings for Season Pass Holders	87,943	138,299	57%