

Ski Bus Agreement Summary – Alta, Brighton, Snowbird, and Solitude



BACKGROUND

Fall 2019 –
Board
approved ski
contracts for
first time

Jan. 2020 –
Started review
of contracts to
improve the
status quo

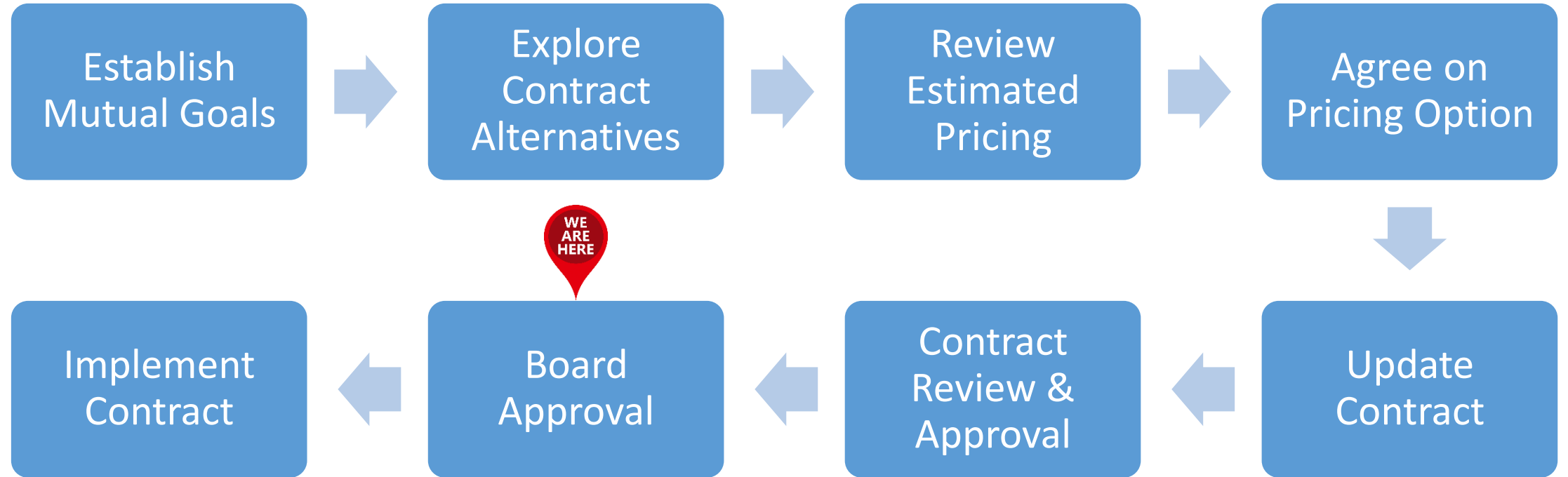
Fall 2020 –
Board
approved
contracts, no
changes

Jan. 2021 –
Started
collaboration
efforts on new
ski contracts

Sept. 2021 –
Finalized
terms of an
improved ski
contract



COLLABORATIVE PROCESS



MUTUAL GOALS

The Ski Resorts and UTA share similar goals; key themes include:

- **Forward Thinking** – Consider the future needs of the resorts and transportation alternatives being considered
- **Collaborative** – Continue to collaborate on subsidized fares and ski service
- **Supportive** – Support employees and season passholders in reaching their Cottonwood Canyon destination using public transit
- **Sustainable** – The fares pass program is set-up in a way that is sustainable for the resorts



PRIOR SKI AGREEMENT

Rate	Pay-Per-Trip (PPT) based on EFC
Discount	Provided 20% ski fare discount
Term	One-year
Shuttle	Excluded shuttle for tap on/off



NEW SKI AGREEMENT



Move from PPT to Daily Rate



Pilot Fare Capping



Promote Ridership



Pricing Options by Rider Group



One-year Term



Questions?



Fare Contract: Ski Bus Agreement (Alta Ski Lifts Company)

Recommended Action (by acclamation)

Motion to approve fare contract with Alta Ski Lifts Company, as presented



Fare Contract: Ski Bus Agreement (Brighton Ski Resort)

Recommended Action (by acclamation)

Motion to approve fare contract with Brighton Ski Resort, as presented



Fare Contract: Ski Bus Agreement (Snowbird Ski Resort, LLC)

Recommended Action (by acclamation)

Motion to approve fare contract with Snowbird Ski Resort, LLC, as presented



Fare Contract: Ski Bus Agreement (Solitude Mountain Resort)

Recommended Action (by acclamation)

Motion to approve fare contract with Solitude Mountain Resort, as presented

