



COLORADO

Department of Transportation

Division of Transit & Rail

2829 W. Howard Place
Denver, CO 80204-2305

DATE: November 8, 2019
TO: Transit & Rail Advisory Committee
FROM: David Krutsinger, Director - Division of Transit & Rail
Michael Timlin - Manager - Bus Operations
RE: Snowstang - Winter 2019-20 Operations

Purpose: The purpose of this memo is to further update the TRAC on Snowstang, initially discussed in July 2019 as a response to increasing ridership demands, opportunities for congestion mitigation, highway safety and emissions reduction.

Action: No action is requested. Information only.

Background: Snowstang was previously tested for 2 days February 11, 2017 & February 25, 2017. Six buses were operated on February 11, 2017 to: Arapahoe Basin, Winter Park, Keystone, Breckenridge, Vail and Beaver Creek. On February 25, five buses were operated to Arapahoe Basin, Winter Park, Keystone, Breckenridge, and Vail. The fare to Arapahoe Basin, Winter Park and Keystone was \$45 round trip so that there was no negative effect to the Front Range Ski Bus operations which charged \$45 round trip to Loveland Ski Area and Copper Mountain.

There was a minimal marketing effort that included a press release to the news media and some social media. The results were less than acceptable with ridership of only 68 passengers with total expenses totaling \$27,041 and revenue of \$3,440 for a farebox recovery ratio of 12.7%.

Details:

Goals- CDOT 2019 goals

- Mobility Choice: Significantly expand multimodal options, statewide, to provide Coloradans with more sustainable, efficient, and equitable transportation network.
- Emission Reduction - In conjunction with CDOT mandate under Governor's electrification Executive Order, reduce greenhouse gas emissions across the transportation sector including through deployment of more efficient light, medium, and heavy vehicles, as well as a focus on modal shift and more sustainable land use planning. Reduce per capita-vehicle miles traveled by 1% annually by expanding options available to travelers.

Launch Plan- Events

- 10/25-27 - Ski and Snowboard Expo - Colorado Convention Center
- 11/7-11/8 - Warren Miller Ski Film - Boulder Theater
- 11/14-15 Warren Miller Ski film - Paramount Theater
- Early December - Union Station Reveal Event with the three wrapped Snowstang buses

Corporate Sponsors

- Arapahoe Basin - Ski Area
- Loveland Ski Area
- Steamboat Ski Corp.
- City of Steamboat Springs
- Requests to be Corporate Sponsors by Sun and Ski Corp., Clif Bar, and The Crawford Hotel/Sage Hospitality

Days of Operation - Loveland Ski Area and Arapahoe Basin will operate round trip Saturdays and Sundays beginning on December 14, 2019 through April 19, 2020 or 40 days. Snowstang will also operate round trip On Monday MLK Day January 20, 2020 and Presidents Day February 17, 2020. The fare will be \$25 round trip with 25% discounts for seniors/ disabled; and 50% discount for children 11 and under.

Steamboat service will operate on Saturdays to the resort (Gondola Transportation Center) and the city (Stockbridge Transportation Center) with a return on Sundays for 40 days. On the MLK and President’s day weekends there will be service to the resort and city on Saturday and Sunday with returns on Sunday and Monday. Customers will have the option to book for a week two days or three days over the weekend. The fare will be \$40 for adults with 25% discount for seniors/disabled and 50% for children 11 and under.

Financials - The Sponsors will contribute 60% of the operations and maintenance expense with CDOT contributing the 40% through fare revenue. The net cost to CDOT will be \$0. Loveland Ski Area requests Snowstang also sell a specially reduced Bustang lift ticket for which they will pay CDOT 7% commission which will offset the resort contribution by the same amount.

Resort	Total OPS expense	Minimum fare expected and CDOT’s contribution	Resort 60% Contribution
Loveland Ski Area	\$66,688	\$26,675	\$40,013
Arapahoe Basin	\$69,497	\$27,799	\$41,698
Steamboat	\$52,507*	\$21,003	\$31,504

*The cost is cheaper because Steamboat operates up Saturday, back Sunday, not two round trips per weekend.

Schedules - Travel Time as calculated by INRIX Data

DENVER – ARAPAHOE BASIN via Loveland Pass	
SATURDAYS & SUNDAYS & MONDAY JANUARY 20, 2020 & MONDAY FEBRUARY 17, 2020	
12/14 – 4/19/20	
LV. DENVER UNION STN (GATE B3)	6:15AM
LV. FEDERAL CENTER (RTD STN Gate L)	6:40AM
AR. A-BASIN	8:30AM
ARAPAHOE BASIN – DENVER RETURN via Loveland Pass	
SATURDAYS & SUNDAYS & MONDAY JANUARY 20, 2020 & MONDAY FEBRUARY 17, 2020	
12/14 – 4/19/20	
LV. A-BASIN (Shuttle Stop)	4:00PM
AR. FEDERAL CENTER	5:00PM
AR. DENVER UNION STN	5:25PM

DENVER – STEAMBOAT	
SATURDAYS & SUNDAY 1/19/20 & SUNDAY 2/16/20	
12/14 – 4/19/20	
LV. DENVER UNION STN	5:25AM
LV. FEDERAL CENTER (Gate L)	5:55AM
AR. STEAMBOAT(Gondola Trans Center)	9:00AM
AR STEAMBOAT (Stockbridge Trans Center)	9:15AM
STEAMBOAT – DENVER RETURN	
SUNDAYS & MONDAY JANUARY 20, 2020 & MONDAY FEBRUARY 17, 2020	
12/14 – 4/19/20	
LV STEAMBOAT (Stockbridge Trans Center)	3:30PM
LV STEAMBOAT(Gondola Trans Center)	4:00PM
AR. FEDERAL CENTER	7:25PM
AR.DENVER UNION STN	7:50PM

DENVER –LOVELAND SKI AREA	
SATURDAYS & SUNDAYS & MONDAY JANUARY 20, 2020 & MONDAY FEBRUARY 17, 2020	
12/14 – 4/19/20	
LV. DENVER UNION STN (Bus Concourse B3)	6:25 AM
LV. FEDERAL CENTER (RTD STN Gate L)	6:55 AM
AR. LOVELAND SKI AREA	8:30 AM
LOVELAND SKI AREA – DENVER RETURN	
SATURDAYS & SUNDAYS & MONDAY JANUARY 20, 2020 & MONDAY FEBRUARY 17, 2020	
12/14 – 4/19/20	
LV. LOVELAND SKI AREA	4:00 PM
AR. FEDERAL CENTER	5:05PM
AR. DENVER UNION STN	5:20PM

Snowstang Vehicle Livery - The three buses will each be wrapped with the Snowstang livery along with a prominent logo for each resort per bus. The buses with the resort's logo will operate to that resort on each weekend unless there is a maintenance or safety reason.

Key Benefits

Between the 3 Snowstang buses, each weekend approximately 150 cars will be removed from the I-70 Mountain corridor along with a total of over 21.7 tons of CO₂ emissions will be eliminated each weekend.

Next Steps

- Complete the wrapping of three buses
- Execute the three contracts with each resort
- Launch on December 14