

UTA Ski Bus Service Update

Utah State Legislature
Transportation Interim Subcommittee

Carlton Christensen, UTA Board of Trustees Chair
Jay Fox, UTA Executive Director
August 9, 2023

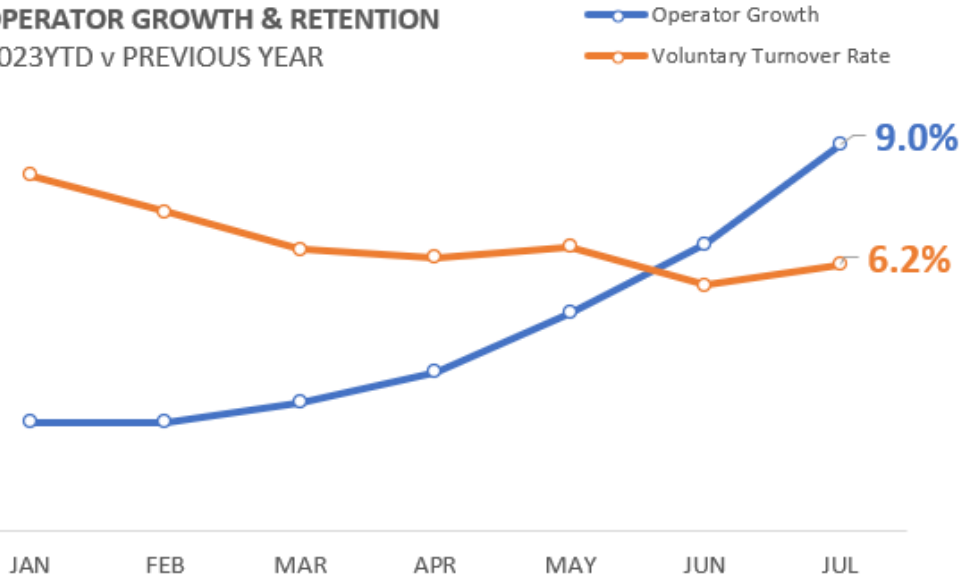


Early Successes for Workforce Strategy

Dual strategy

- Better offer package and working conditions
- Improve and fast-track onboarding, training

OPERATOR GROWTH & RETENTION
2023YTD v PREVIOUS YEAR



Bus Operator job
applicant at
“Drive the Bus”
hiring event



Quick, Collaborative Action

- Coordinating meetings initiated April 2023
- Partners: Resorts; SL County; Visit Salt Lake; Town of Alta; UDOT
- Innovative solutions in process for 2023-24
 - Alternative transport for resort employees
 - Hotel guest shuttle collaborative solution
- Increased travel capacity



Ski Service – This Season's Outlook

- 2023 season:
 - 14% reduction in ridership (during record snowfall, driver shortage)
- 2024 season:
 - Increased ridership capacity (due to employee shuttles)
 - Surge service plan
 - Larger (newer) buses continue



Questions

