



Short-Term Projects 2026-2027 Grant Cycle FINALIST Project Worksheet

Please complete this worksheet and the questions found at the bottom of this page and send to Sam Kilpack at samantha@cw.utah.gov no later than **April 1, 2026**.

For project criteria, visit cw.utah.gov.

Name of project:	Millcreek Winter Pilot Shuttle
Funding questions: 1. What is the estimated total cost of the project? 2. How much are you requesting from the CWC? 3. How much funding are you or your organization committing to the project? 4. How much funding are you requesting from others?	1. \$18,137 2. \$15,000 3. \$137 4. \$3,000
Please list your (non-funding) community partners for this project, including in-kind support, if any:	<ul style="list-style-type: none">• Ryan Dunyon - Owner, Utah Mountain Shuttle• Claudia Wiese- Canyons Management Program Director, Salt Lake Country• Adam Shaw- District Ranger, Forest Service, Salt Lake Ranger District• Geoff Dupaix- Planning Manager, UDOT• John E Miller- Public Works Director/City Engineer, Millcreek City
Please list your potential funding partners for this project, if any, including the amount of funding requested from each, and whether the funding has been secured:	Scott Sports - \$1,500 Arcteryx \$1,500
I have carefully reviewed this application for accuracy and completeness. I understand that late or incomplete applications will not be accepted.	X Yes

Use the space below to answer the following questions. ***Please be as detailed as possible.***

1. Provide an outline, broken out by category, of how you plan to use the funds. Categories may include, but are not limited to: materials, labor, marketing/promotional materials, and transportation/fuel.

	A	B	C	D	E	
1						
2	Date	Service	Shuttle Cost (UMS)	weekly Admin Cost		
3	December 12, 2026	Virginia Way to MCC	\$840.00	\$110.00		
4	December 19, 2026	Virginia Way to MCC	\$840.00	\$110.00		
5	December 26, 2026	Virginia Way to MCC	\$840.00	\$110.00		
6	January 2, 2027	Virginia Way to MCC	\$840.00	\$110.00		
7	January 9, 2027	Virginia Way to MCC	\$840.00	\$110.00		
8	January 16, 2027	Virginia Way to MCC	\$840.00	\$110.00		
9	January 23, 2027	Virginia Way to MCC	\$840.00	\$110.00		
10	January 30, 2027	Virginia Way to MCC	\$840.00	\$110.00		
11	February 6, 2027	Virginia Way to MCC	\$840.00	\$110.00		
12	February 13, 2027	Virginia Way to MCC	\$840.00	\$110.00		
13	February 20, 2027	Virginia Way to MCC	\$840.00	\$110.00		
14	February 27, 2027	Virginia Way to MCC	\$840.00	\$110.00		
15	March 6, 2027	Virginia Way to MCC	\$840.00	\$110.00		
16	March 13, 2027	Virginia Way to MCC	\$840.00	\$110.00		
17	March 20, 2027	Virginia Way to MCC	\$840.00	\$110.00		
18	March 27, 2027	Virginia Way to MCC	\$840.00	\$110.00		
19	Shuttle Service		\$13,440.00	\$1,760.00	\$15,200.00	
20	Forest Service Permit	Land use fee			\$150	
21	Pre-season planning labor	WBA employee (\$38/hr for 42 hours)			\$1,596	
22	Advertising	Contracted social media manager (\$20/hr for 32 hours)			\$640	
23	WAG Bags	100 count			\$306	
24	Shuttle Magnet	2 total			245	
25				PROJECT TOTAL	\$18,137	
26	Category	Paid/provided by				
27	Shuttle Vans + Drivers	Utah Mountain Shuttle				
28	Permitting	USDA Forest Service				
29	Advertising	Contracted social media manager				
30	Shuttle supplies	Resonance Printing, Amazon, UPS Print				
31	Planning/booking logistics	Wasatch Backcountry Alliance				
32						

2. Provide a detailed timeline for your project. Be sure to include the anticipated start date, all important steps and milestones, and anticipated end date.

- a. Included in photo above. Project coordination, planning, and permit renewal will begin in July 2026.

3. Is there anything else you'd like us to know about your project?

We believe it is essential to operate the WBA Winter Pilot Shuttle for at least three consecutive seasons. A multi-year timeline is critical both to grow public awareness and to collect a robust, representative dataset. This past winter was a historically low-snow season, and the ridership data does not reflect usage patterns from an average winter. A three-year pilot would also align with the CWC's own goal to a three-year summer pilot program, strengthening consistency across seasonal transit planning.

WBA does not intend to become a long-term shuttle operator, nor has that ever been our mission. The purpose of the WBA shuttle has always been to demonstrate proof of concept—to show land managers and elected officials that micro-transit can effectively serve winter, dispersed recreation. Our model is scalable, flexible, and far more cost-effective than introducing new transportation infrastructure. For these reasons, WBA does not fund the shuttle outside of Wasatch-based grants and small sponsorships, and without this grant, we will not operate the shuttle this upcoming winter.

The timing of this pilot is also ideal. With the FLAP grant nearing completion, a new bus stop throughout the canyon will soon be available to support a future transit provider. Because one of the CWC's objectives is to establish shuttle transit in Mill Creek Canyon, it is especially important that the CWC supports this pilot over several years so ridership can grow and meaningful data can be gathered.

Public support for winter transit in Mill Creek Canyon is strong due to persistent snow-related access challenges and limited parking. Winter operations also require fewer stops and can be efficiently condensed into peak daylight hours, resulting in a streamlined and cost-effective service. The lessons learned (ridership trends, user behavior, operational logistics, and community demand) will directly inform long-term transportation solutions for Mill Creek Canyon.

Lastly, below is a sample of rider feedback we received from this past season, illustrating both enthusiasm for the service and the community's desire for continued winter transit options.

"Took the millcreek shuttle today and it was rad! So easy and we felt VIP getting dropped off and picked up. Mike even waited for us on his last lap down to make sure we got a ride. Definitely spreading the word about how awesome the shuttle is!" – Jeremy

"Thanks so much for doing this! I rode the 9am shuttle today and as we passed full parking lots at every trailhead I was so relieved knowing that I didn't have to worry about finding a parking spot! I really hope this sticks around... just need to get the word out!" – Malias