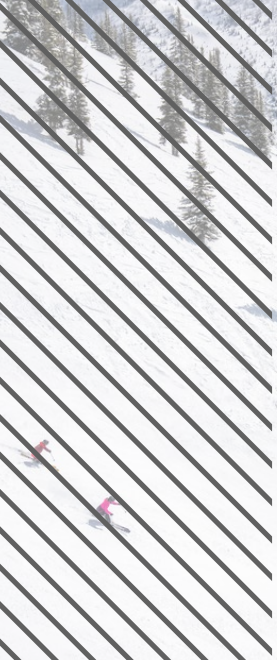


CRYSTAL MTN. RESORT TDM PROGRAM



CRYSTAL

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TODAY'S AGENDA

- Background
- Origin and Goals of TDM Program
- TDM Overview
- TDM Program – Functions, Resources & Benefits
 - Guest
 - Employee
- Unanticipated Challenges
- Lessons Learned
- Future Plans & Goals
- Q & A



Background

- Founded in 1962
- Growth and Expansion
- Acquired by Alterra Mountain Company in 2018





Origin and Goals of TDM Program

Origin

Parking Capacity Vs. Available Terrain

- Comfortable Carrying Capacity > Available Parking

Increase in Demand

- Drive to outdoor recreate during/after Pandemic

Goals

Guests

- Increased accessibility
- Reduction of carbon emissions
- Traffic flow management

Employees

- Recruitment
- Retention



TDM Overview

- Parking Reservations
- Crystal Mountain Express
- Group Transportation
 - Midweek busses
 - Ski school
- Carpool
- Employee Van Pool
- Employee Housing Shuttle





TDM Resources, Function & Benefits – Guest Facing

Parking Reservation Requirement

- Saturday, Sundays & Holidays

Crystal Mountain Express

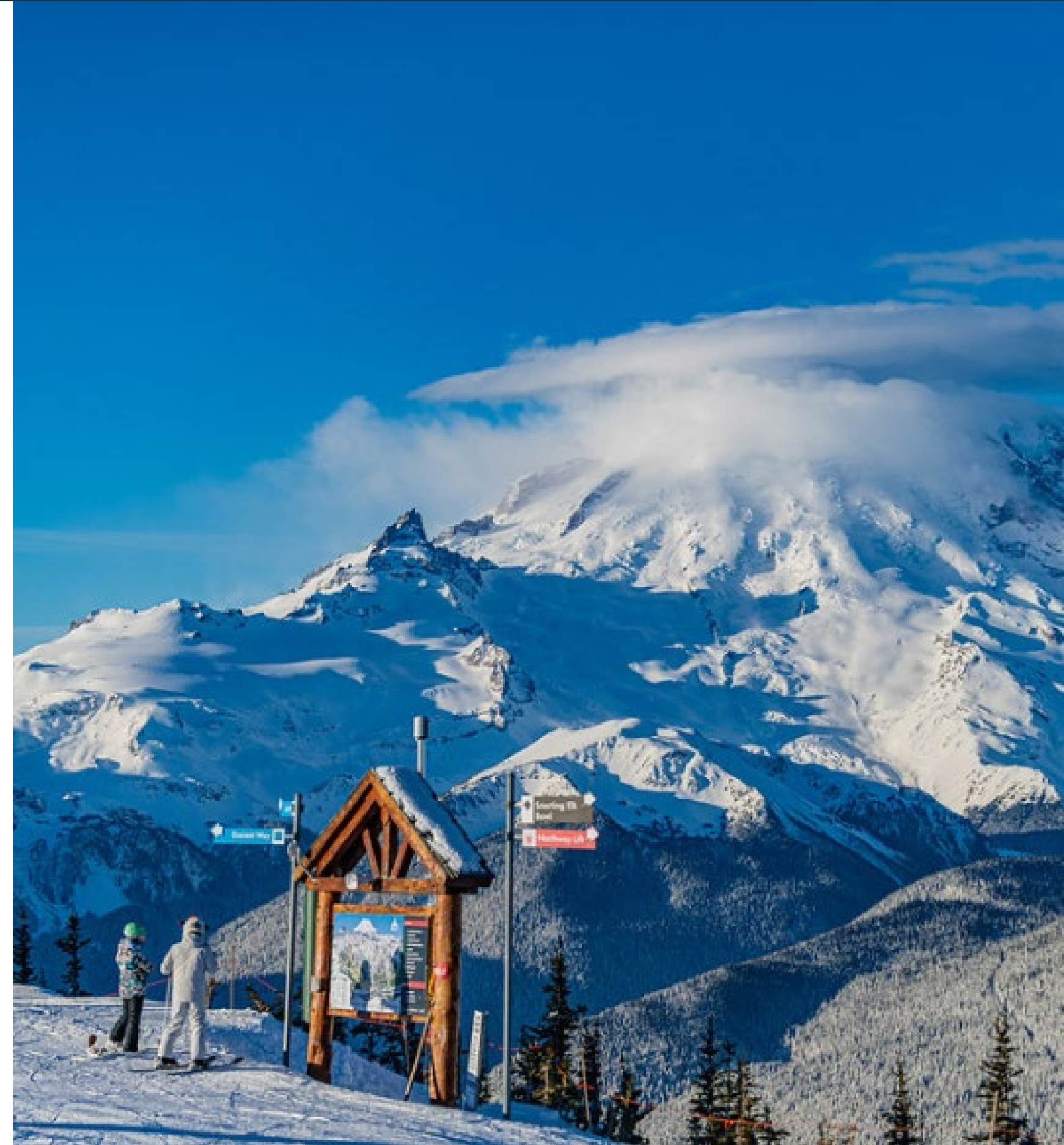
- Free to guests
- Shuttle from/to Enumclaw to/from the resort

Group Transportation

- Midweek ski busses from Seattle/Tacoma
- Ski School

Carpool

- Eligible to those with 4+
- Premier location and a dedicated shuttle





TDM Resources, Function & Benefits - Employees

Van Pool

- Employee run and operated
- Enumclaw to/from Crystal Mtn. Resort
- Funded by the mountain

Employee Housing Shuttle

- Fleet of 14 passenger shuttle busses
- Dedicated drivers
- Every hour on the hour
- Town runs





Unanticipated Challenges

Crystal Express Shuttle

- Guest reluctance
- Road conditions
- Reservation reliability

Inexperienced Winter Drivers

EV Chargers

- EV Drivers > Charger Capacity
- Guest overuse

Traffic back ups on Crystal Mtn. BLVD

Environmental Hazards

- Rockslides
- Snow drifts

Guest Safety





Lessons Learned

Crystal Express

- Driver training and preparation
- Targeted promotion and marketing

Inexperience Winter Drivers

- Updating road conditions across platforms
- Chain up enforcement

Traffic

- Ability to control flow of traffic

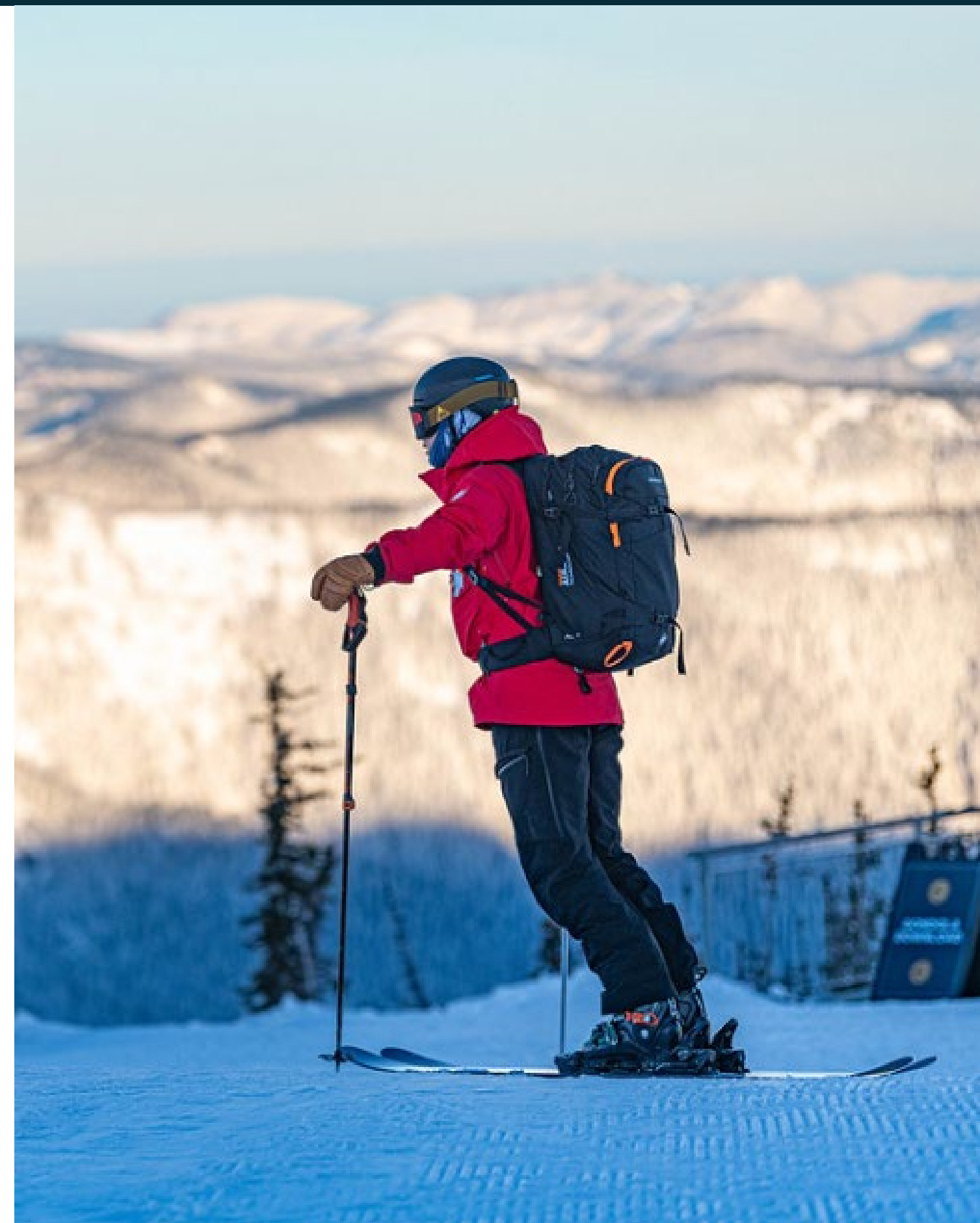
Guest Safety

- Security/Law Enforcement presence

EVs

- Implementation of monetary citations

Employment of single vendor to provide multiple forms of TDM





Future Plans & Goals

Plans

- EV Growth Project & Enforcement
- License Plate Recognition System
- Enforcement of No-Idle Zones

Goals

- Electrifying our bus fleet
- Increase accessibility
- Increase average load factor of Crystal Express
- Increase the amount of available 'Carpool Only Parking'



Q & A

May-24





**TOGETHER
WE WIN**