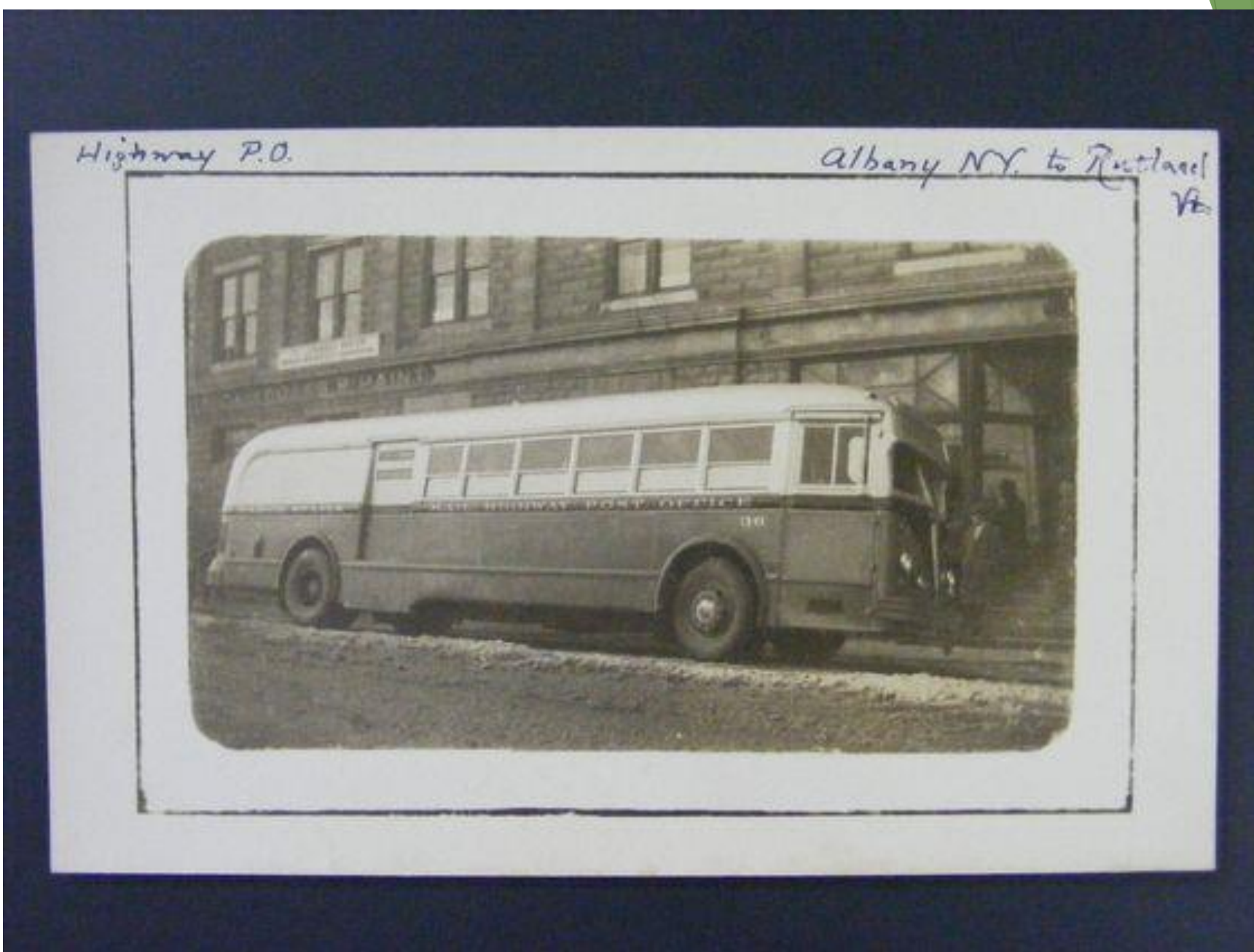


House Transportation Committee Vermont Shires Connector

Barbara Donovan, Public Transit Program Manager

Vermont Agency of Transportation

House Transportation Committee January 11, 2018



From this: Rutland to Albany, NY 1940's



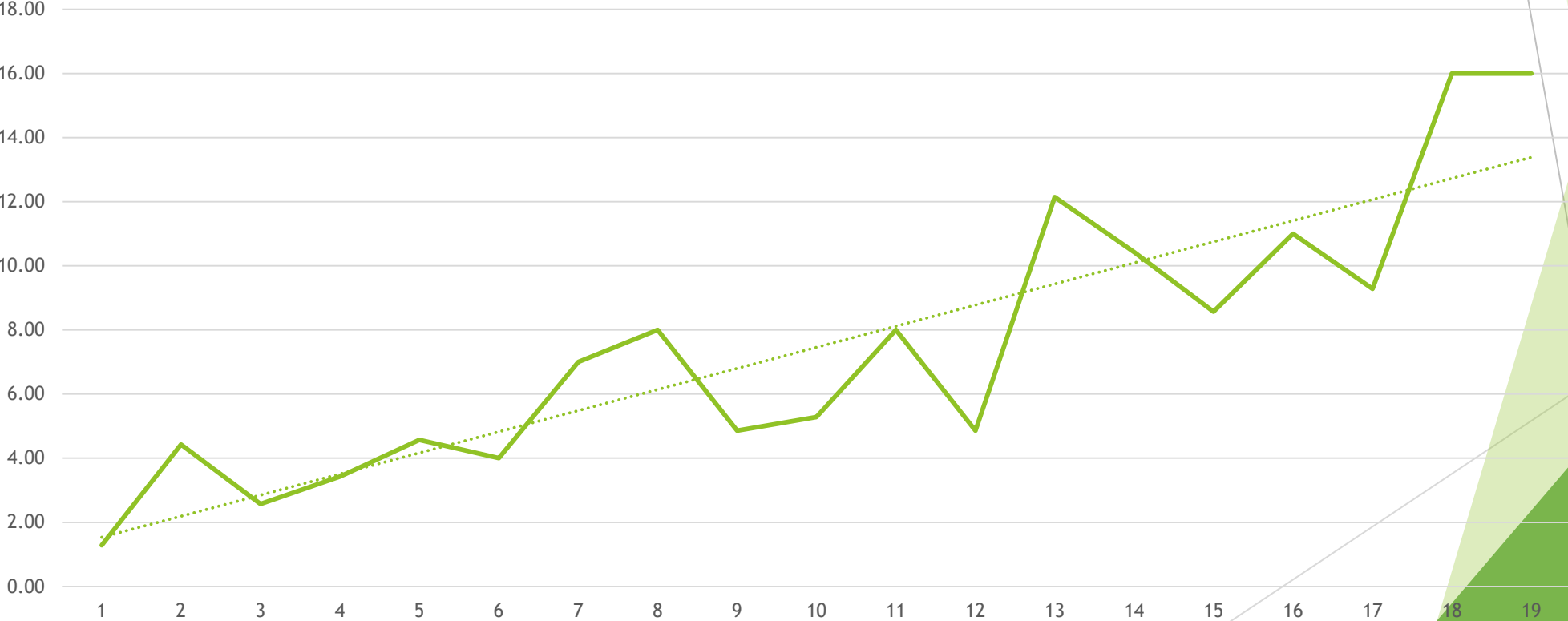
To this: Manchester/Bennington to Albany, NY and back! 8/25/17



Service began August 25, 2017 connecting southwestern Vermont to intermodal terminals in Albany, NY

Ridership has been on a steady upswing

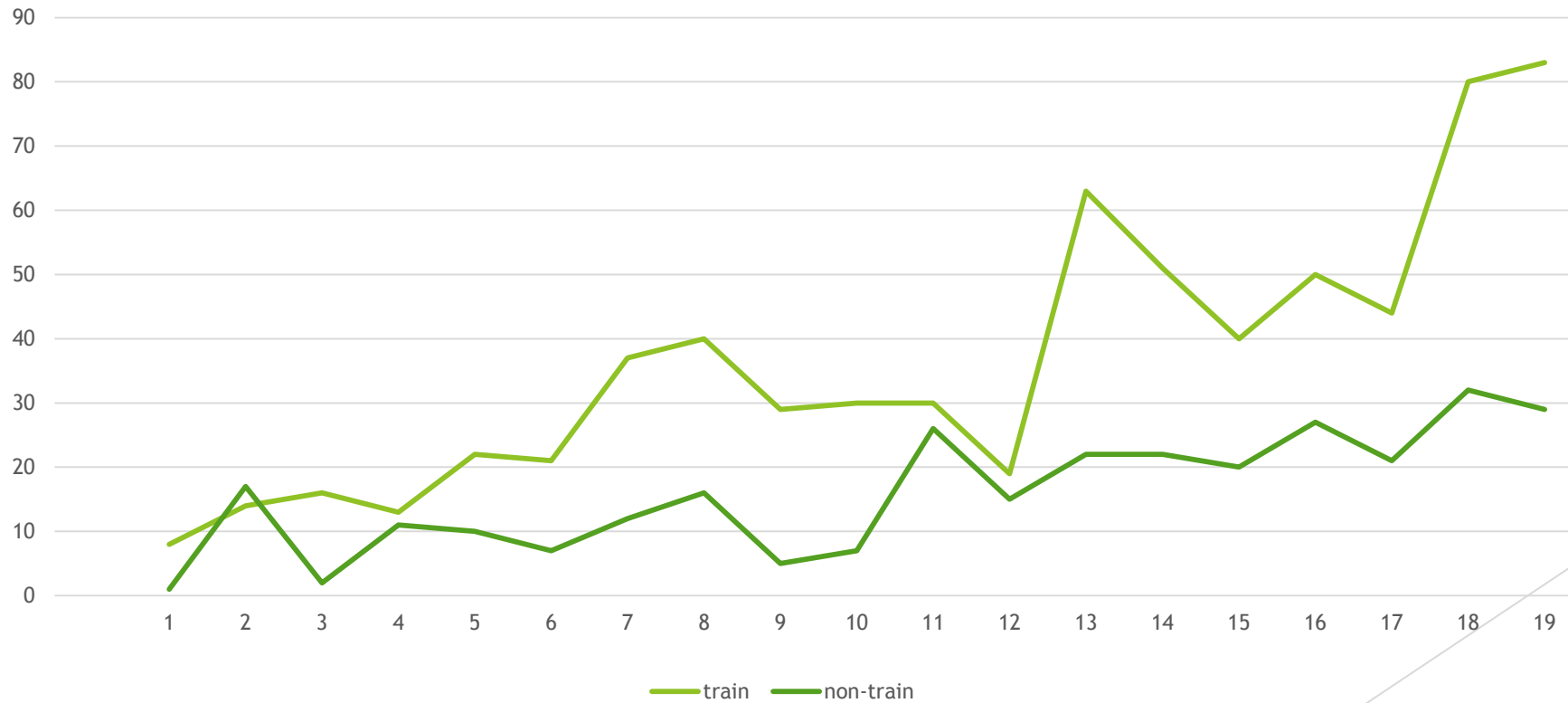
VSC average daily ridership by week



Both Train and Non-Train Riders have increased

(week 13 Thanksgiving, week 18 Christmas)

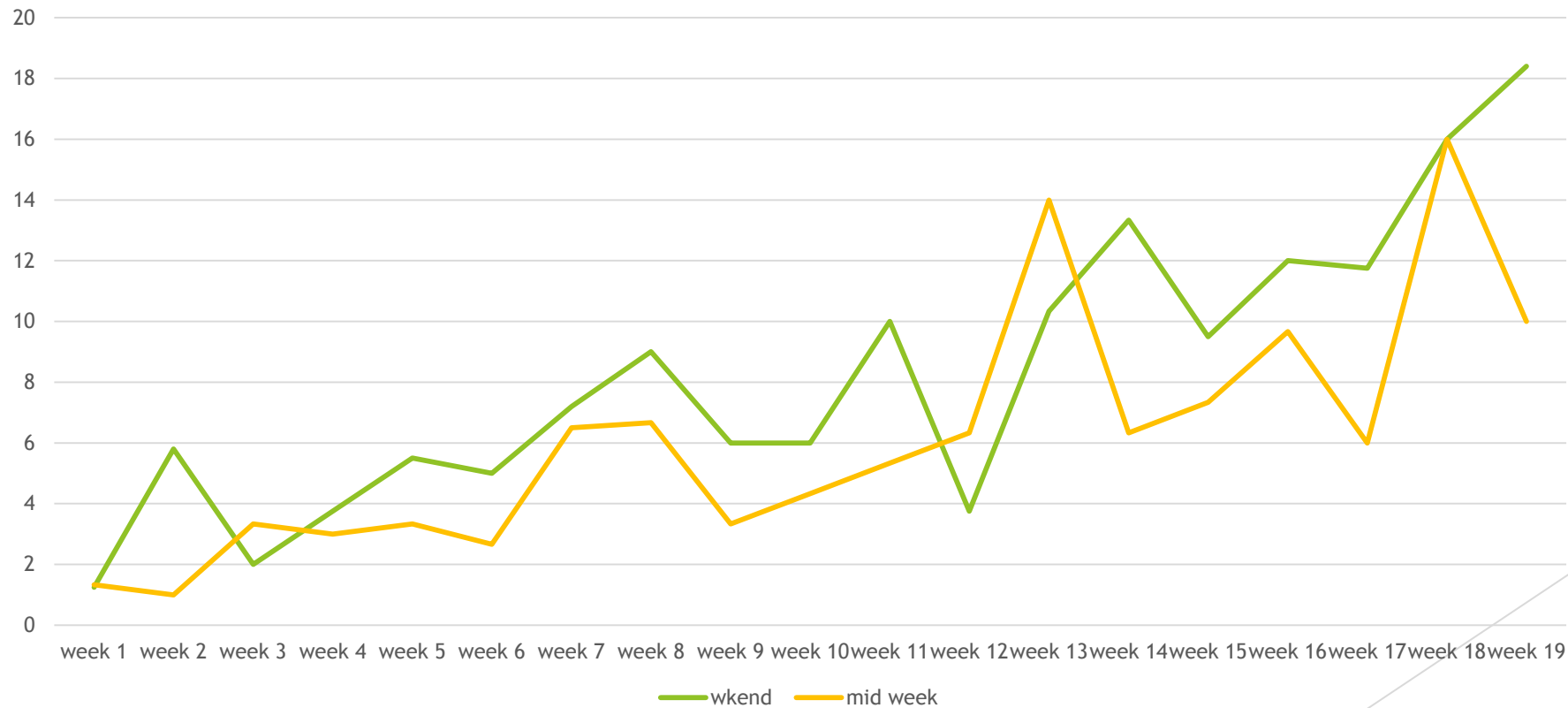
VSC Ridership Train/Non Train





Service on weekends and weekdays seem fairly well balanced

VSC Average daily midweek vs weekend by week





Manchester/Bennington to Albany, NY 2018

Average passengers/day/month

Aug 1.29, Sept 3.77, Oct 6.10, Nov 8.5, Dec 12.13



Which has led us to our decision to switch to the Sprinter buses except for times that heavy ridership is expected



What comes next?

- Analyze ridership/day/run/pick up
- Monitor cost
- (\$130,000 3.25 months)
- (\$245/ride through November) Every 6 months:
 - ▶ Determine if route changes are needed
 - ▶ Analyze local marketing including colleges
 - ▶ On site surveys
 - ▶ Web based surveys
 - ▶ Explore other ridership enhancing ideas
- 1,000 riders in 4 months

VTrans Advertising

285 TV spots in Bennington/Manchester

285 TV spots on Rutland TV

12 Newspaper Ads

over 50,000 views on Facebook

over 50,000 views on YouTube

(by 11/1/17)

58,160 views!!!!

