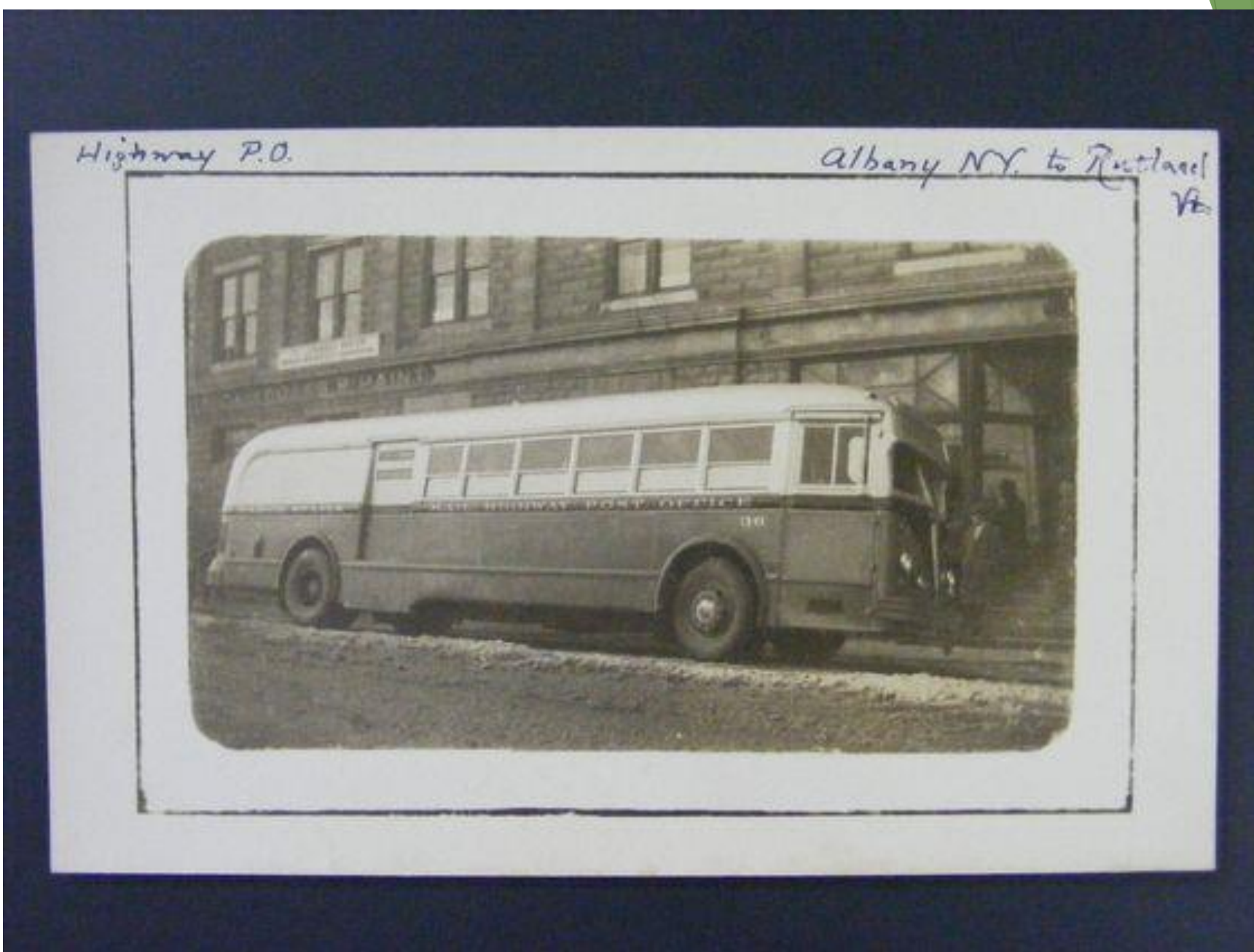


Senate Transportation Committee Vermont Shires Connector

Barbara Donovan, Public Transit Program Manager

Vermont Agency of Transportation

Senate Transportation Committee January 12, 2018



From this: Rutland to Albany, NY 1940's



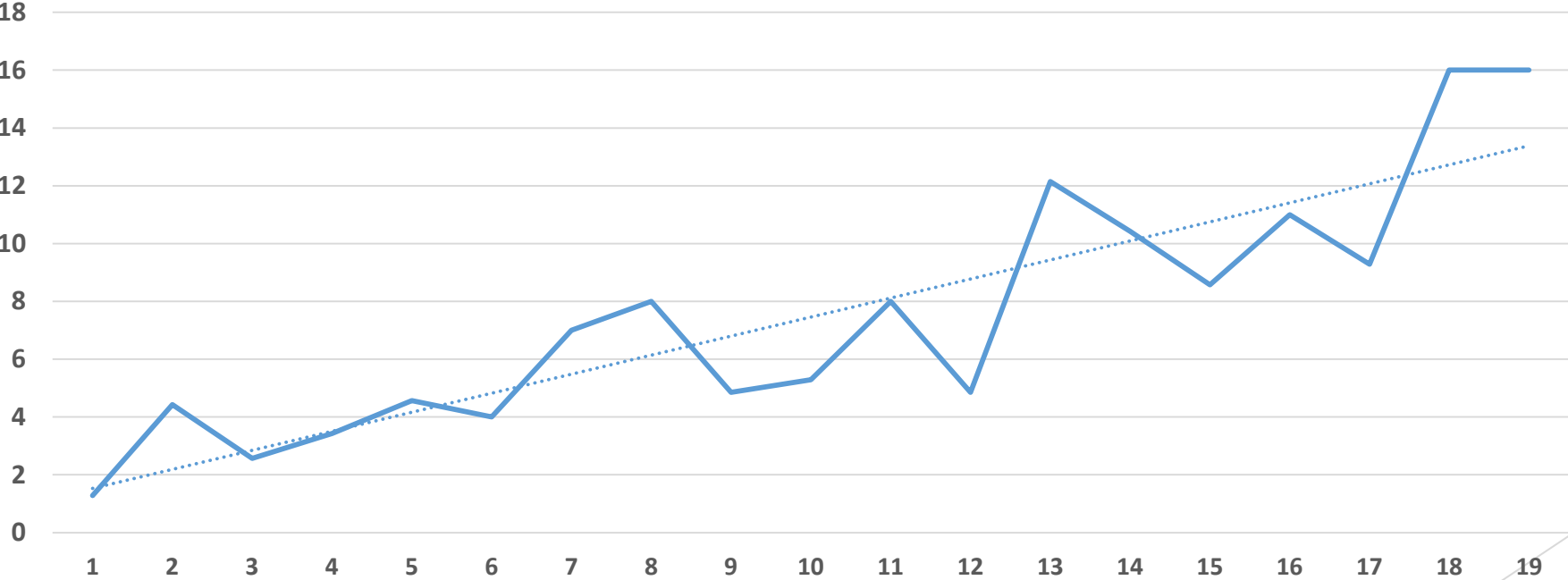
To this: Manchester/Bennington to Albany, NY and back! 8/25/17



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

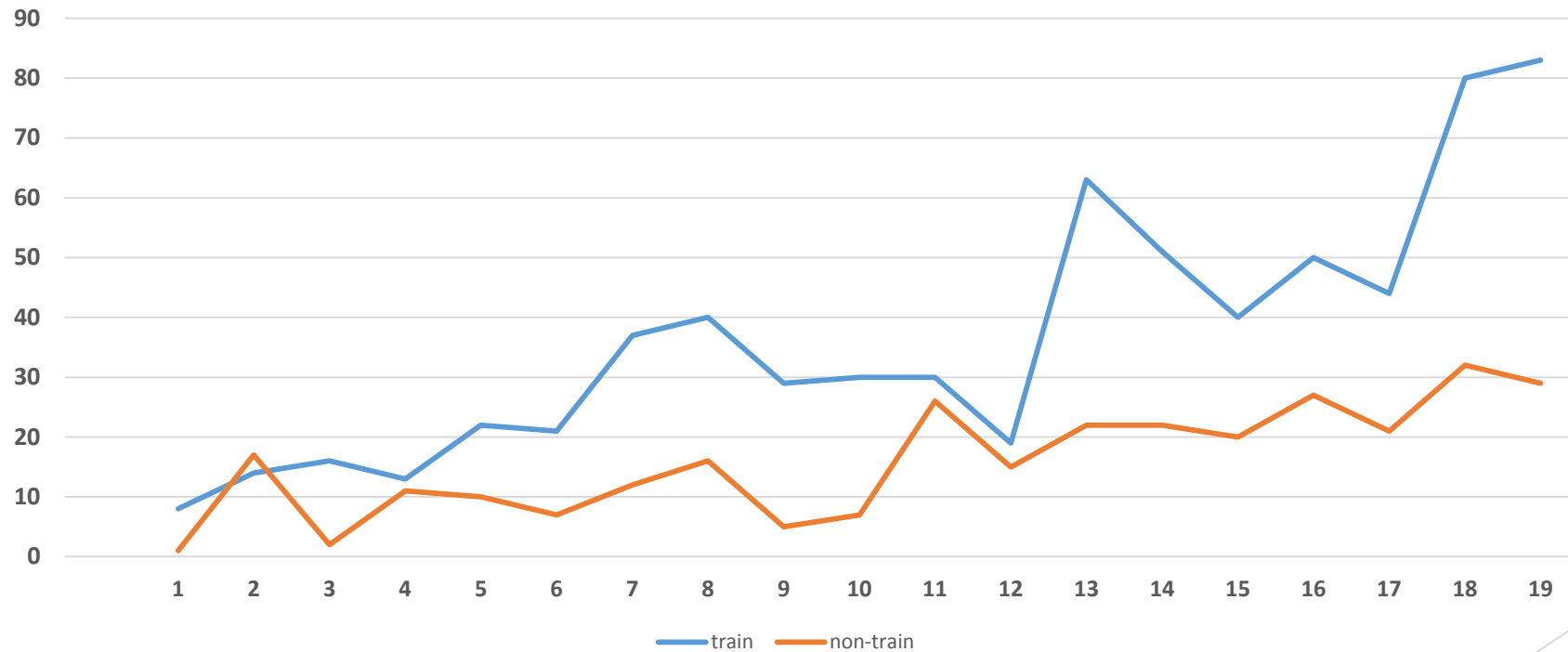
Ridership has been on a steady upswing

VSC average **daily** ridership by week



Both Train and Non-Train Riders have increased (week 13 Thanksgiving, week 18 Christmas)

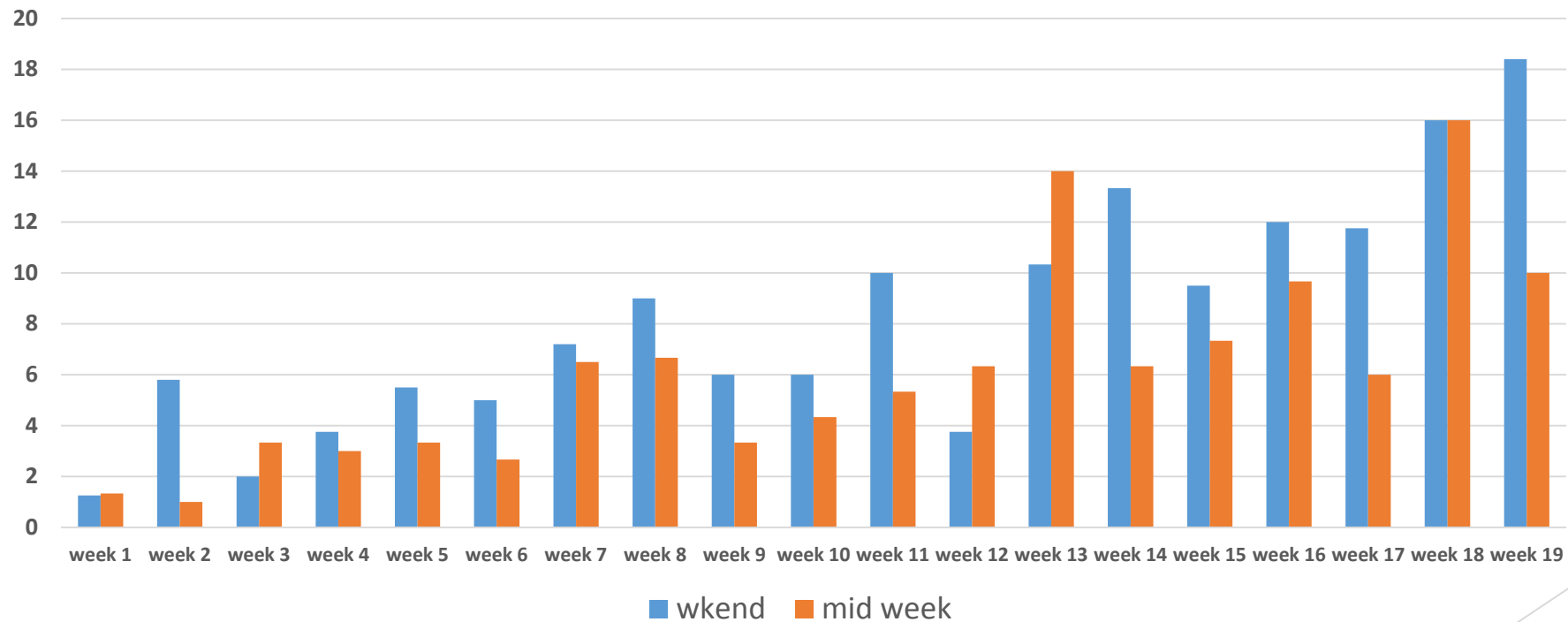
VSC Total Ridership by week - Train vs Non Train





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)
 - (\$154/ride through December)
 - 1,000 riders in 4 months
- 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

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!!!!

