

START BUS

AIRPORT SHUTTLE
PILOT PROGRAM PHASE 2
2024-25



COMMUNICATIONS
& MEDIA KIT



SUMMARY

START Bus is offering phase two of the airport shuttle pilot study, which will allow stakeholders to gather more data and learn if future service is feasible. Encouraging locals and visitors to ride the shuttle aligns with community values as we strive to limit impacts on our ecosystem by reducing carbon emissions.

The shuttle will begin December 14, 2024 and run through April 13, 2025.

The communications and media kit are designed to ensure the Jackson community, surrounding region, and the traveling public are aware this service is available for alternative transportation to the Airport.

Assets within this guide are designed for public use by organizations and other interested parties to promote ridership.



SOCIAL MEDIA TOOLS

TAGS

Consider tagging the following:

@ridewithstartjh @visitjacksonhole @jhairport @townofjacksonwy @tetoncounty @tetonvillagewy
@jacksonhole @transit.app @yellowstone_teton_clean_cities @thegoodtravelerco2

HASHTAGS

Consider using the following:

#jacksonhole #visitjacksonhole #jacksonholewyoming #jhairport #ridewithstartjh
#grandtetonnationalpark #publictransportation #tetoncounty #townofjackson #jhchamber

LINKS

START: <https://jacksonwy.gov/661/Airport-Shuttle-Pilot-Program>

Transit App: <https://jacksonwy.gov/640/Transit-App>

JAC: <https://www.jacksonholeairport.com/startshuttle>



ASSETS

Access the Dropbox folder to download and easily share social media posts, flyers, videos, and more. For questions or to request tailored materials, please contact Kevin Dunnigan (see pg. 12).



START BUS AIRPORT SHUTTLE WINTER SERVICE

Taking the START Bus to your Lodging in Town

Starting December 14, 2024, START will offer its airport shuttle service during the winter 2024-25 season.

Details

- Coach bus with luggage bay storage under the bus
- Hourly service from Miller Park: 5:00 am to 9:00 pm daily
- Hourly service from Airport: 5:40 am to 9:40 pm daily (last bus will wait until 10 pm to depart JAC)

Dates

- Begins Saturday, December 14th
- Ends Sunday, April 13, 2025

Route Stops

- Miller Park Shelter (west side of Millward St)
- Antler Inn
- Delaney and Willow
- Home Ranch Welcome Center

Purchasing Tickets

- Purchase tickets in advance using the Transit App
- Pay with exact cash upon boarding

Download the Transit App:

One-Way Fares

- Adults: \$10.00
- Seniors, Children 12 & Under, Individuals with Disabilities: \$5.00
- Children 8 & Under: Free (when riding with an adult)
- Round-trip tickets are also available through the Transit App (Teton Village, Star Valley and Teton Valley, and seasonal or monthly passes do not apply)

Scan the QR code for information on START routes and schedule.

JACKSON HOLE Travel & Tourism Board



Dropbox Folder Access

Link: <https://www.dropbox.com/scl/fo/zn3swx1h5a8htkcksoaf0/h?rlkey=wl349wkfk732hsao6yczu065z&e=1&st=wtdxe9du&dl=0>

If scanning the QR code, you can select "preview this folder" to access the files.



SHUTTLE DETAILS

SERVICE

- Service begins Saturday, December 14, 2024 at 5:00 a.m.
- Service ends Sunday, April 13, 2025 at 10 p.m.
- Hourly service to the airport from Miller Park from 5:00 a.m. to 9:00 p.m. daily
- Hourly service departing the Airport from 5:40 a.m. to 9:40 p.m. daily (last bus departs at 10 p.m.)
- Four stops in Town include Miller Park, Antler Inn, Deloney and Willow, and Home Ranch Welcome Center
- The Miller Park shuttle stop is located in front of the tennis courts on the west side of Millward St.

COACH BUS

- Coach bus with luggage storage under the bus
- 53 seats
- Diesel fueled

**JACKSON
HOLE** Travel
& Tourism
Board



**START
BUS**

ONE-WAY FARES

- Adults: **\$10.00**
- Seniors, children 12 and under, and individuals with disabilities: **\$5.00**
- Children 8 and under: **Free** (when traveling with an adult)
- Teton Village, Star Valley, Teton Valley and other seasonal or monthly passes are not valid for the airport shuttle

PURCHASING TICKETS

- Tickets can be bought prior to boarding through the Transit App
- Transit App users can check real-time vehicle locations and receive helpful service notifications
- Exact cash is also accepted when boarding
- Drivers cannot make change
- Credit card purchases can be made using the Transit App

Transit App



PARKING

- No airport-specific parking will be available at any stop
- Existing Town parking enforcement and policies will continue (i.e. no parking from 2 a.m. to 7 a.m. in Town lots, no overnight on-street parking from 3 a.m. to 7 a.m.)
- More information: <https://www.jacksonwy.gov/230/Public-Parking>



FAQs

SERVICE

1. Why was this route chosen?

- This route stops at most key destinations around Town Square and can be completed in a one hour trip to the Airport.
- A longer route to West Jackson or to the Village would take 2-4 times as long, which would also mean a much higher cost to operate, and without the possibility of hourly service.
- With this being a pilot service, there is an emphasis on keeping the service simple and cost-effective to gauge demand for service to and from the Airport.

2. Will START On-Demand Hours change?

- START On-Demand will continue to operate from 6:00 a.m. to 12:00 a.m.

3. Will the service become permanent?

- This year's service will operate through April 13, 2025. Stakeholders will assess data collected at the end of the program to determine the future of the route.



SERVICE (CONT.)

4. How do I transfer to Teton Village?

- Riders will need to transfer at Miller Park, and will need to exit the shuttle on Millward St., then walk across Deloney Ave. to board the Teton Village bus on the south side of Deloney Ave.

5. How long does the shuttle take to get to the Airport?

- The route is estimated to take 28 minutes from Miller Park to the Airport.
(Please note: this estimate does not account for traffic or other unexpected delays)

6. Should travelers arrive at the airport 2 hours before their scheduled departure time?

- Please check with your airline for early arrival recommendations. Due to TSA regulations, checked baggage cannot be accepted less than 45-minutes prior to a flight's departure. Traffic, road conditions, and using the airport during peak travel times could also impact getting to a flight on-time, so please plan accordingly.

7. Why was the winter season chosen for the pilot service?

- Locals use the airport frequently in both the summer and winter months. In the summer months, most visitors using the airport rent cars to visit the National Parks or other points of interest in the region. Conducting the service during the winter season, when most visitors are coming to ski, gives the most opportunity for strong ridership.



COACH BUS

1. Will bus drivers assist with loading luggage?

- Bus drivers will open storage compartment doors and assist with loading luggage.

ONE-WAY FARES

1. Can I buy a transfer to board other START Bus routes?

- Customers must buy two tickets and activate each as they board the appropriate bus.
For instance, to get to Teton Village, a customer must buy the \$10.00 airport shuttle to Town fare and then a \$3.00 fare from Miller Park to Teton Village.
- Each fare/ticket will be activated when boarding, as the fare is valid for 60 minutes from when it is activated.

PURCHASING TICKETS

1. Can customers get a refund in the Transit App?

- Yes.

2. Can I reserve a seat?

- While customers can purchase fares in advance, that is not the same as a reservation.
- At no time during the winter 2023-24 season did an airport shuttle reach capacity.
- If a shuttle reaches capacity, START will respond accordingly.



PARKING

1. Can shuttle users park in Town to use the service?
 - No airport-specific parking will be available at any stop.
 - Existing Town parking enforcement and policies will continue. (i.e. no parking from 2 a.m. to 7 a.m. in Town lots, no overnight on-street parking from 3 a.m. to 7 a.m.)
 - More information: <https://www.jacksonwy.gov/230/Public-Parking>
 - Shuttle riders are encouraged to use other START routes (including START On-Demand), a taxi/rideshare service or get dropped off at one of the stops.

EVALUATION

1. How will the pilot program be evaluated?

Performance measures include:

- Ridership: Passengers per hour
- Farebox recovery



COMMUNICATION

1. How can interested parties support shuttle communication efforts?
 - Please use items included in this kit or in the Dropbox folder.
 - Assets may be adjusted throughout the service and will be updated in the Dropbox folder real-time. For questions and custom tailored materials, contact Kevin Dunnigan (see pg. 12).
2. Will there be communication for travelers in the Airport terminal?
 - Digital signs located throughout the terminal will be used to display shuttle information.
 - Airport Hosts can also assist airport users.

FUNDING

1. How is phase two of the pilot program being funded?
 - START, the Town of Jackson, Teton County, the Jackson Hole Travel & Tourism Board, and the Airport are funding the pilot program.
 - Shuttle farebox revenue will offset a portion of the cost to operate the pilot service.
2. How will a future prospective Airport shuttle be funded?
 - If the airport route is continued, ridership numbers and farebox recovery revenues will be evaluated to determine future funding needs and the resources used to support those needs.



MEDIA CONTACTS

BRUCE ABEL
TRANSIT DIRECTOR
SOUTHERN TETON AREA RAPID TRANSIT (START)
BABEL@JACKSONWY.GOV

KEVIN DUNNIGAN
COMMUNICATIONS ASSISTANT
JACKSON HOLE AIRPORT
KEVIN.DUNNIGAN@JHAIRPORT.ORG
(307) 413-1845