

START Winter Airport Shuttle Pilot Study 2.0

The Airport Board and staff support a successful START shuttle to and from Jackson Hole Airport. This year, START, Jackson Hole Airport (JAC), Travel and Tourism Board (TTB), Town of Jackson (TOJ), and Teton County (County) have been working together to bring the pilot study back for another winter to determine if the demand for the route can support future service.

Q. How are the operational costs of the shuttle being funded for the 2024/25 Winter Pilot Study?

A. START has budgeted \$275K to operate the shuttle:

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|--|------------------------|
| • Farebox revenues (estimate) | \$85,000 |
| • Travel Tourism Board State Grant | \$70,000 |
| • Airport purchase of Universal Pass (estimate): | \$30,000 |
| • WYDOT/FTA 5311 funding | \$83,600 |
| • Town and County funding of approximately: | \$6,400, split 46%/54% |

Q. Can the Airport Board fund the operational costs of the shuttle service?

A. No. The Airport Board can support the Outreach/Communications and staff hours associated with the plan.

The Federal Aviation Administration (FAA) approved the 2023/24 Winter Pilot Study request from the Airport Board to reimburse the Town of Jackson and START Bus for 100% of the operational expenses related to Pilot Program Study. The agency would not approve the Board to use airport revenues to support future public bus service and stated they would consider this revenue diversion, which is against Federal Regulations.

Q. How is the Outreach/Communications Plan being funded for the 2024/25 Winter Pilot Study?

A. The Airport Board has budgeted \$90K for the Outreach plan, which is the same amount that was budgeted for the 2023/24 study.

START and JAC have submitted a funding application requesting Partnership Program Funding from the JH Travel & Tourism Board in the amount of \$23,333. The application will be considered by the TTB Board at their Board Meeting on November 14, 2024. START and JAC are prepared to cover the cost of the plan but hope to receive support from the TTB. JAC does not collect or use any local or State tax dollars. JAC's portion of the Outreach Plan will be funded with airport revenues.

Q. Have outreach/communications efforts been reduced this year?

A. No. The Outreach plan for 2024/25 is budgeted at \$90K, which is the same budgeted amount for the plan during the 2023/24 pilot study. Actual cost for outreach totaled just over \$92K last year.

Q. What demographic is the Outreach Plan targeting?

A. This year, 60% of the plans budget is allocated for communication to visitors and 40% of the budget will be spent on outreach to local users. Last year, 40% of the budget was spent on visitor outreach and 60% was spent targeting local and regional audiences. Visitor outreach was increased this year to ensure visitors know a mass transit option, which connects riders to the rest of START's transit area is available at JAC.

Encouraging visitors to use the shuttle aligns with our community's values to reduce the number of vehicles on our local roadways, emissions, and the impacts of tourism.

Q. Has running the shuttle year-round been considered?

A. The route continues to operate as a "pilot program" to collect more data. To establish winter or summer shuttle options, demand for the bus service must support the costs of operating the shuttle.

Q. What determined the pilot study's start (December 14, 2024) and end (April 13, 2025) dates for the 2044/25 winter season?

A. The 2023/24 Winter Pilot Study began on December 16, 2023, and ended on April 14, 2024. Visitors are the largest demographic of shuttle riders on the airport route.

The fall off-season (reduced) flight schedule continues through December 13th. On December 14th, the flight schedule increases. The spring off-season (reduced) flight schedule begins on April 14th. Without a robust flight schedule, ridership numbers will not support the pilot program. The shuttle continues to be a pilot study to collect data and these dates were selected to give the study the best chance of collecting the ridership numbers needed to support future service based on demand and fare box recovery.

Q. Is long-term parking permitted at any of the shuttle stops?

A. There are no shuttle-specific parking spaces available along the airport route. In the Town of Jackson, there is no on-street or surface lot parking allowed between 2 a.m. and 7 a.m. during the shuttle service. The unpredictability of winter storms limits long-term parking solutions that are feasible throughout our community.

Airport users are encouraged to reach the shuttle bus stops by connecting from other START routes across the established transit area.

Q. Did operating the 2023/24 Winter Shuttle decrease the demand on the long-term parking lots at JAC?

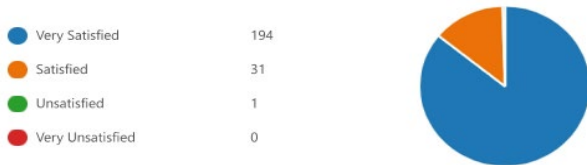
A. There were fewer days during the 2023/24 where the overflow parking was necessary at the airport than the average number of days overflow parking was needed for the past three seasons during the same time frame (Mid-December through Mid-April).

Winter 2023/24 Pilot Study Survey Results

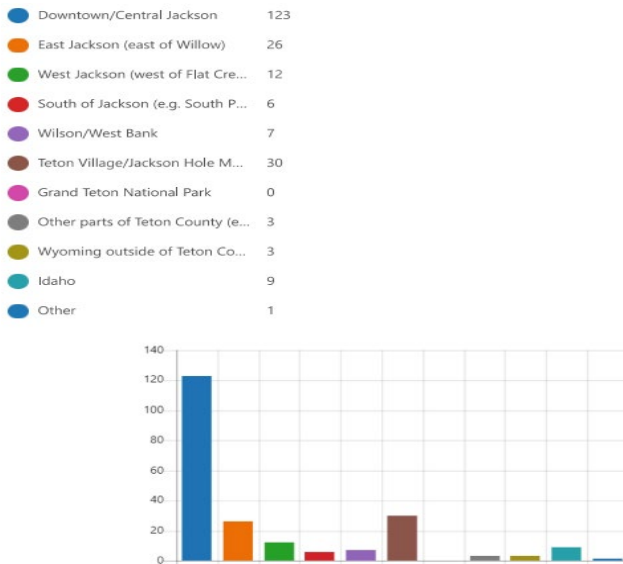
Ridership Demographics:



How satisfied were the riders with the shuttle service:



Where was the rider's final destination after boarding the shuttle at JAC?



How Riders heard about the shuttle service:

