



# JAC Airport Ground Transportation Service Pilot

## Final Report

July 2024



## Contents

Introduction .....	2
Existing Conditions .....	2
Pilot Service.....	2
Pilot Performance .....	3
Performance Metrics .....	3
<i>Passengers per hour</i> .....	5
<i>Travel Times</i> .....	9
<i>Reliability</i> .....	11
<i>Costs</i> .....	11
<i>Reduction of Private Auto Trips</i> .....	15
<i>Rider Markets</i> .....	16
Online Survey .....	18
Rider Satisfaction .....	18
Mode to Shuttle Stop .....	19
Boardings .....	20
Trip Origin.....	20
Final Destination .....	20
If the START Shuttle Was Not Available.....	21
Reasons for Not Riding the Shuttle .....	22
Public Feedback & Field Observations .....	22
Recommendations .....	25
Schedule and Frequency .....	25
<i>Increase Frequency</i> .....	25
<i>Align Schedules</i> .....	25
<i>Winter versus Summer Service</i> .....	25
Improve Accessibility and Increase Awareness.....	26
<i>Accessibility for Residents</i> .....	26
<i>Awareness</i> .....	26
Appendix A – Survey Results .....	28

## Introduction

Jackson Hole Airport is a public airport located nine miles north of downtown Jackson, Wyoming on US – 89. By car, it takes around 13 minutes to reach the airport from downtown Jackson. Currently, there is no public transit service from the Town of Jackson, Wyoming to the Jackson Hole Airport (JAC). To reduce the number of vehicles on local roadways and parked vehicles at the Airport, the Southern Teton Area Rapid Transit (START), Teton County, and Town of Jackson evaluated public transit service options to Jackson Hole Airport through the *JAC Airport Ground Transportation Service Study and Pilot* (Shuttle Study). This report provides a review of the pilot service operated from December 16, 2023, to April 14, 2024, and reports the pilot's effectiveness per a series of performance measures.

## Existing Conditions

To inform the pilot service, the study team reviewed existing conditions in the Spring of 2023. The existing conditions report analyzed land use patterns in Jackson and Teton County, traffic conditions, airport activity (including flight and employee schedules), Airport and Town parking data, and current START and JAC practices and opportunities. The analysis underscored the seasonality of Jackson with the peak seasons, characterized by an influx of visitors, being winter (December, January, February, March) and summer (June, July, August, September). The Shoulder seasons, marked by a decline in visitors, are spring (April, May) and fall (October, November). From the review of existing conditions, in conjunction with stakeholder engagement, the Board of County Commissioners (Teton County) and Town Council (Town of Jackson) approved the pilot service in a joint information meeting held in October 2023.

## Pilot Service

START's original FY24 budget request anticipated the provision of a pilot program to provide shuttle bus service between the Town of Jackson and JAC Airport. The initial expectation was that the pilot project would operate for approximately 2 months during the summer of 2023. It was also assumed the service would operate approximately 14 hours per day from 6:00 am – 8:00 PM.

Upon receiving the existing conditions report, staff concluded that the winter season was better suited for providing the pilot service as the winter season provided a higher probability of success of such a service. Analysis of airline flight schedules and enplanement and deplanement statistics at JAC Airport, as well as conversations with airport staff, resulted in the recommended service/operations plan for the airport pilot service that operated from December 16, 2023, through April 14, 2024, with a service day that ran from 5:00 am through 10:30 pm daily.

The pilot shuttle provided a small compact route that circulated between the commercial core of Jackson and the JAC Airport. Service ran hourly with the first trip from Jackson leaving Miller Park at 5:00 am and the last trip leaving the airport at 10:00 pm. The route for the Airport shuttle pilot program is depicted in Figure one (1) and focuses on four (4) distinct pick-up and drop off points: Miller Park, the Antler Inn, Deloney Parking Lot, and Home Ranch.

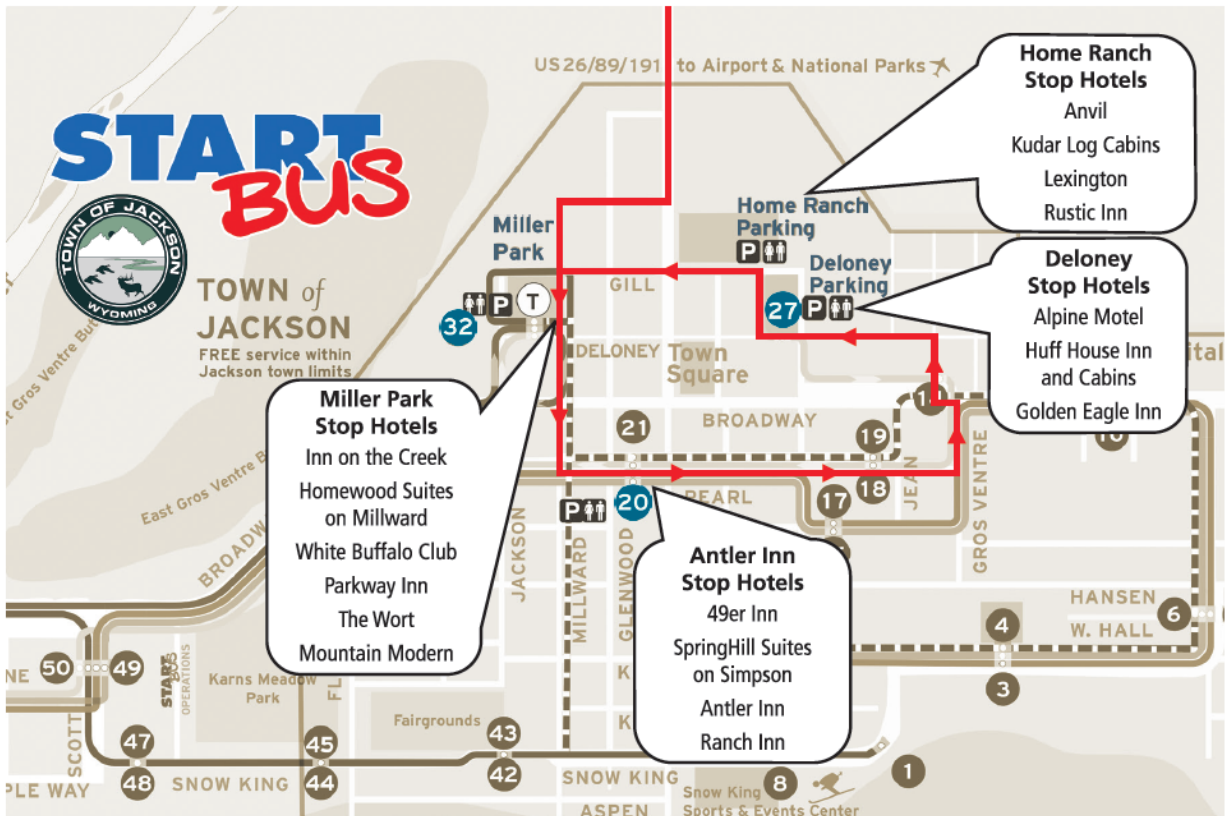


Figure 1: START Shuttle Pilot Route

The fare structure for the pilot (one-way fares) was as follows:

- Adult: \$10.00
- Ages 9-12: \$5.00
- Seniors (age 60 and over) and individuals with disabilities: \$5.00
- Children 8 and under (with an adult): Free

## Pilot Performance

### Performance Metrics

Prior to the pilot starting, the Town of Jackson, Teton County, and START established performance metrics to evaluate the effectiveness of the pilot shuttle. The performance metrics are described in table one (1).

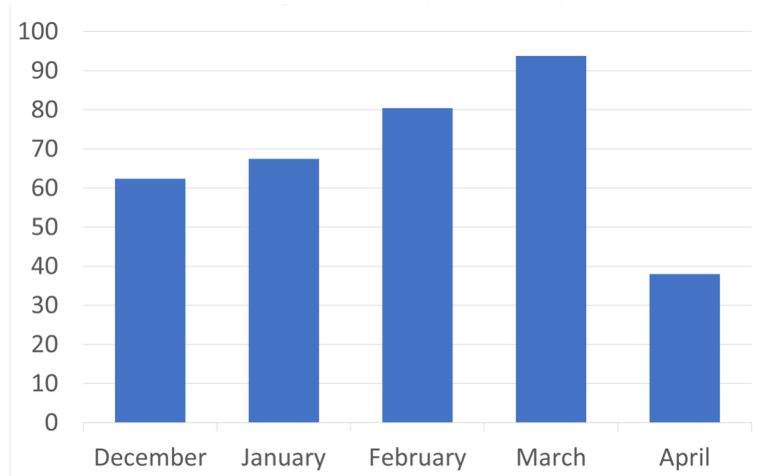


*Table 1: Performance metrics established for START shuttle pilot*

Target	Target Date	Measurement	Data Collection
<b>Passengers per hour:</b> Achieve ridership of 10-12 passengers per hour (175-200 per day) by the end of the pilot period and an average of seven (7) passengers per hour (120 per day) for the duration of the pilot period (Dec 16, 2023- April14, 2024).	Record measurement every fourth week of pilot, meet target by the end of pilot	Total passenger count divided by number of hours service operated for the given time frame.	Drivers conduct manual counts and record the passenger counts on a trip sheet.
<b>Travel time competitiveness:</b> The transit trip takes at most 1.5 x as long as the trip by private auto.	Record measurement every fourth week of pilot, meet target by the end of pilot	Compare average transit trip time to average private auto trip time for the same route.	START has implemented CAD/AVL to measure travel times.  For private auto times, we can leverage google drive-time data, Replica, and Streetlight.
<b>Reliability/on-time performance:</b> At least 85 % of trips are early or on-time.	Record measurement every fourth week of pilot, meet target by the end of pilot	Dividing the count of vehicle departures that are early and on-time by the total number of vehicle departures.	START has implemented CAD/AVL and OTP is measured.
<b>Net cost per passenger trip (subsidy per passenger trip):</b> the net cost (subsidy) per passenger trip should not exceed the general 2023 START net cost (subsidy) per passenger trip by more than 25%.	Record measurement every fourth week of pilot, meet target by the end of pilot	Divide the total cost of service minus the revenue by the number of passenger trips to obtain the net cost (subsidy) per passenger trip. Calculate if the net cost per passenger trip is more than 25% above the 2023 system average.	START to provide total cost of service.
<b>Farebox Recovery:</b> 41.5% (The percentage of total operating expenses that are made up by passenger fares).	Record measurement every fourth week of pilot, meet target by the end of pilot	Divide total passenger-fare revenue by total operating expenses of pilot	START to provide total passenger fares and total operating expenses.
<b>Penetration of various rider markets (visitors, commuters, etc.):</b> At least 30% of survey respondents are residents, at least 30% are visitors, and at least 5% are airport employees/commuters at least 5%	Record measurement every fourth week of pilot, meet target by the end of pilot	Web-based pilot survey.	Web-based pilot survey will include a question asking the respondent whether they are a resident, visitor, or commuter (airport employee).
<b>Parking Availability at JAC:</b> There were fewer days during the 2023-2024 pilot where overflow parking was necessary at the airport than the average number of days overflow parking was needed for the past 3 seasons during the same timeframe (Late Dec – Mid April).	End of Pilot	Compare number of days overflow parking was required for the pilot to the number of days overflow parking was needed for needed for each of the past three winter seasons (20-21, 21-22, 22-23).	Parking data from JAC for the past three winter seasons and parking data from the pilot period.

### *Passengers per hour*

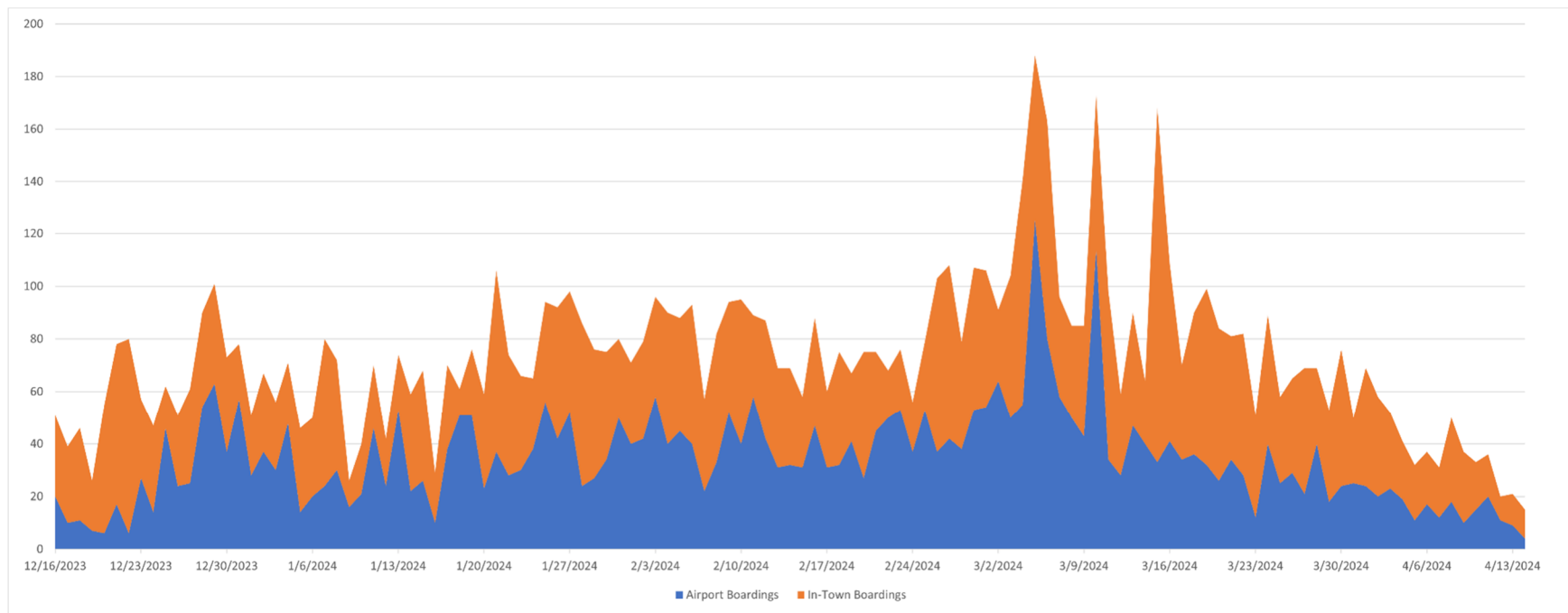
The performance metric established was to achieve ridership of 10-12 passengers per hour (175 – 200 per day) by the end of the pilot period and an average of seven (7) passengers per hour for the duration of the pilot period (120 per day). For the duration of the pilot, there were 8,860 total passengers and the shuttle service operated 1,972.5 revenue hours. The shuttle averaged 4.5 passengers per hour for the entirety of the pilot period. To meet the performance metric of 10-12 passengers per hour, ridership would have needed to grow to 163 riders per day by the end of the pilot. While this level of ridership was attained for some days during the pilot, it was not attained with any degree of consistency.



*Figure 2: START shuttle pilot average daily ridership by month (START, 2023-2024)*

When reviewing average daily ridership by month, March experienced the highest average of daily boardings, followed by February, January, December, and April as depicted in figure two (2). Increased ridership from December - February was likely a result of pilot awareness in addition to snow conditions improving for skiing in the month of February. Compared to historical averages, Jackson experienced poor snow conditions in December and January. Snow conditions were optimal in March and Spring Break brought an influx of travelers.

Daily ridership throughout the pilot is broken down in figure three (3), distinguishing ridership between airport boardings and in-town boardings. In figure 3, the ridership peak in March is well-defined. In-town boardings were consistently higher than airport boardings throughout the pilot, with in-town boardings representing 52.7% of all boardings.



*Figure 3: START shuttle pilot daily ridership by airport boardings and in-town boardings from December 16, 2023, to April 14, 2024 (START, 2023-2024)*

Average in-town boardings and airport boardings are further described in figure four (4), *total ridership by day of week*. Daily ridership, including airport and in-town boardings, was highest for Sundays throughout the pilot, followed by Fridays and Mondays, with 1,300 plus total boardings. Saturdays and Thursdays brought in over 1,200 total boardings and Tuesday and Wednesdays experienced the lowest ridership levels, both shy of 1,200 boardings over the course of the pilot period.

Airport boardings were noticeably the highest on Thursday, potentially indicating arrivals by tourists visiting Jackson for a long weekend, whereas In-town boardings were the highest on Mondays.

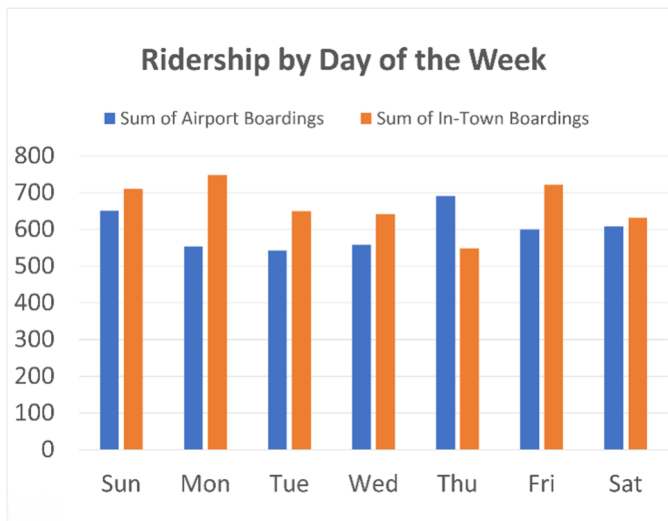


Figure 4: *START shuttle pilot total ridership by day of week for the (START, 2023-2024)*

In addition to analyzing ridership by day of week, ridership by hour was assessed, as depicted in figure five (5). Aside from 5:00 AM, boardings were low in the early morning hours and did not start to ramp up until 9:00 AM. Boardings peaked at 12:00 PM, and boardings from 11:00 AM – 1:00 PM represent over 40% of all boardings for the duration of the pilot. Boardings decline steadily from 2:00 PM to 7:00 PM, and boardings remain relatively low in the evening and late-night hours, with a small uptick at 9:00 PM.

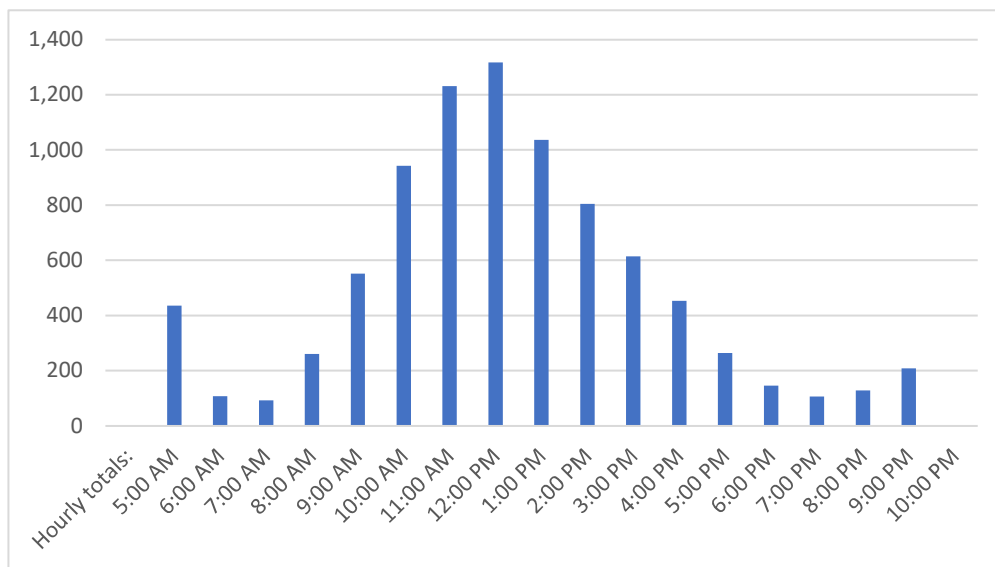


Figure 5: *START shuttle pilot total boardings by hour (START, 2023-2024)*



Plane schedules were compared alongside ridership to understand if peak days and peak hours correlated with flight schedules and enplanements/deplanements. Below, figure 6 depicts the average daily number of inbound flights, outbound flights, and shuttle ridership by the hour. *Note, two-hours were subtracted from the actual outbound flight departure time to correspond with passengers arriving at the airport for their flight.* Arriving two hours early prior to departure for domestic flights is recommended. Shuttle ridership follows a similar curve of outbound and inbound flights, all of which peak at 12:00 PM. This analysis indicates the number of inbound and outbound flights had a direct impact on shuttle ridership.

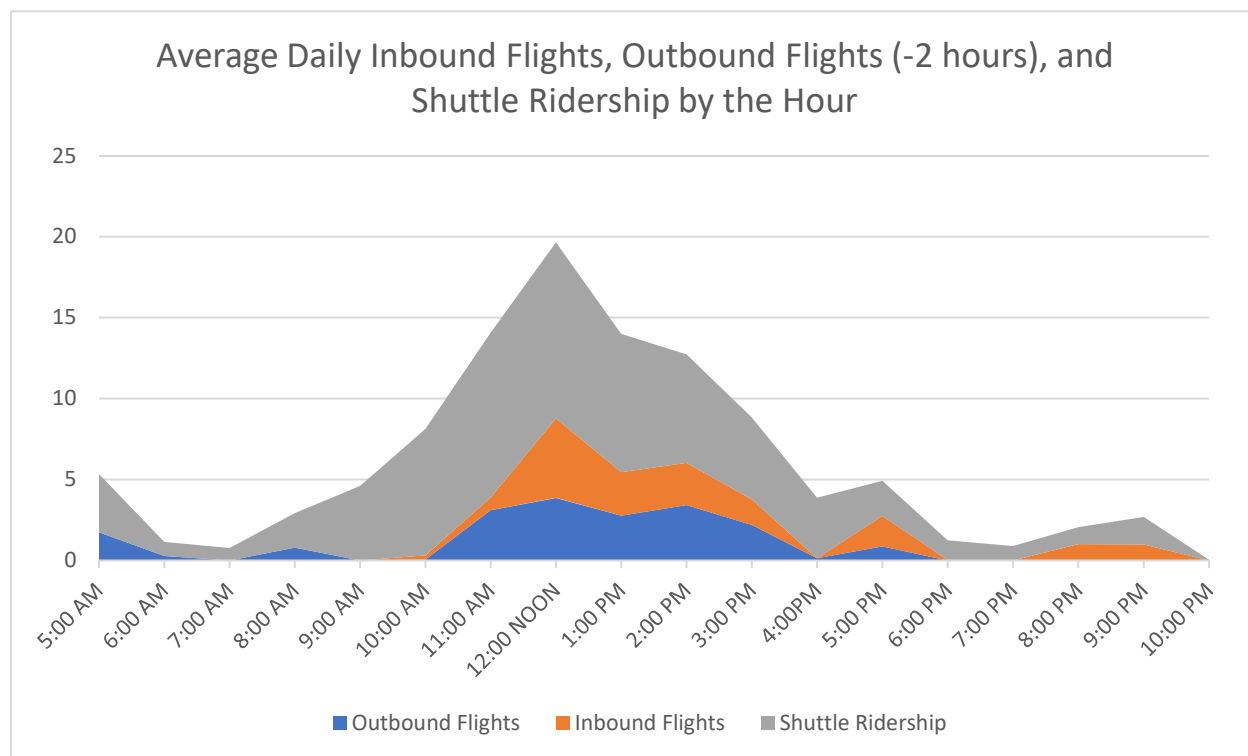


Figure 6: Average daily inbound flights, outbound flights (subtracted two hours to account for general passenger airport arrival time), and shuttle ridership by the hour

Monthly shuttle ridership was compared to enplanements and deplanements for the Winter 2023-2024 season as described in table two (2). Ridership was highest in February and March, which were also the leading months of enplaned passengers and deplaned passengers at JAC. Ridership for December - March was 8,146 passengers, which represents 2.3 % of enplanements and deplanements for the same time period.

Table 2: Shuttle Ridership and JAC Enplanements/Deplanements for December 2023-March 2024

2023-2024 Season	Shuttle Ridership	Enplaned Passengers	Deplaned Passengers
Dec	816	31,757	41,158
Jan	2,091	46,988	41,203
Feb	2,333	47,027	48,833
March	2,906	51,565	45,313
<b>Total</b>	<b>8,146</b>	<b>177,337</b>	<b>176,507</b>

### Travel Times

Travel time is an important factor when transportation options are considered. For public transit to be a competitive option, research suggests public transit that provides a time ratio of 1.5 in comparison to driving is more likely to be selected<sup>1</sup>. For the JAC shuttle pilot, a travel time competitiveness metric was established that the transit trip would at most take 1.5 times as long as the same trip by private auto. Travel times for shuttle trips from the Miller Park, Antler Inn, Willow and Deloney, and Home Ranch stops to the airport were recorded by START. Shuttle times from these stops to the airport were compared to Google Drive Times for the same trip made by auto, as depicted in table three (3). Google assumes the average speed of vehicles. If there is no traffic, Google assumes drivers will navigate to their destinations with such speed. As such, START's recorded travel times to Google's travel times are not a direct comparison, however, the comparison is helpful in relating general travel time patterns of the shuttle to private auto travel times.

The shuttle trips from Miller Park and Antler Inn stops to JAC failed to meet the performance metric, with the trip from Miller Park taking two times longer by transit and the trip from Antler Inn taking 1.7 times longer by transit. However, the shuttle trips from the Willow and Deloney and Home Ranch stops were competitive to auto drive times, with the trip from Willow & Deloney taking 1.4 times longer by transit and the trip from Home Ranch only taking 1.2 times longer by transit. The travel time from Miller Park and Antler Inn could be reduced if the bus could turn north on N. Willow Street instead of turning north on Gros Ventre Street.

Table 3: Travel times from shuttle stops to JAC by car and by shuttle

Shuttle Stop	Time to JAC by Car	Time to JAC by Shuttle	Travel Time Ratio
Miller Park	14	28	2x longer by shuttle
Antler Inn	14	24	1.7x longer by shuttle
Willow & Deloney	14	20	1.4x longer by shuttle
Home Ranch	13	16	1.2x longer by shuttle

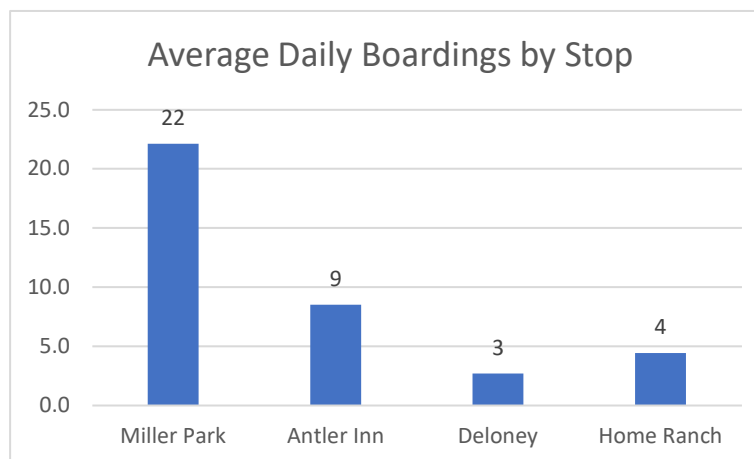
<sup>1</sup> National Academies of Sciences, Engineering, and Medicine, 2013. Transit capacity and quality of service manual, third edition. The National Academies Press, Washington, D.C. <https://doi.org/10.17226/24766>.

In addition to the travel times reported in table three (3), the average ride time (all stops) to the airport was 25.1 minutes and is described in table four (4). The average ride time by car (all stops) to the airport was 13.8 minutes. Thus, the average shuttle ride time was 1.8 times longer than the average ride time by car.

*Table 4: Average ride time by shuttle (all stops) to JAC*

	<b>Time to Airport (min)</b>	<b>Total Boardings</b>	<b>Total Ride Time (min)</b>
<b>Miller Park</b>	28	2,499	69,972
<b>Antler Inn</b>	24	962	23,088
<b>Deloney</b>	20	305	6,100
<b>Home Ranch</b>	16	500	8,000
<b>Total</b>		4,266	107,160
<b>Average ride time (any stop) to airport (min):</b>			<b>25.1</b>

Although Miller Park had the highest travel time ratio, it also had the greatest average of daily boardings among the in-town stops with an average of 22 daily boardings. Miller Park is the main downtown transit hub served by Town Shuttle, Teton Village routes, and START on demand. Following Miller Park, Antler Inn averaged nine daily boardings, Home Ranch averaged four daily boardings, and Willow & Deloney averaged three daily boardings, as described in figure seven (7).



*Figure 7: Average daily boardings by stop*

### Reliability

On-time-performance (OTP) is a common way to measure the reliability of transit services, indicating how well a service adheres to its published schedule. START considers a bus “on time” when it arrives not early and no more than 5 minutes late. The OTP metric for the pilot shuttle was set at 85%, meaning that at least 85% of trips would be early or on-time.

Figure eight (8) depicts OTP for the START Shuttle by month. The shuttle exceeded the 85% OTP goal in December (86%) and January (88%) but trended downward in February (84%) and March (79%), with a small uptick in April (80%). The average OTP from December – April for the airport shuttle was 83%. Lower OTP correlates with higher ridership. In addition to higher ridership potentially lowering OTP, weather conditions, such as snow in February and March could have contributed to lower OTP.

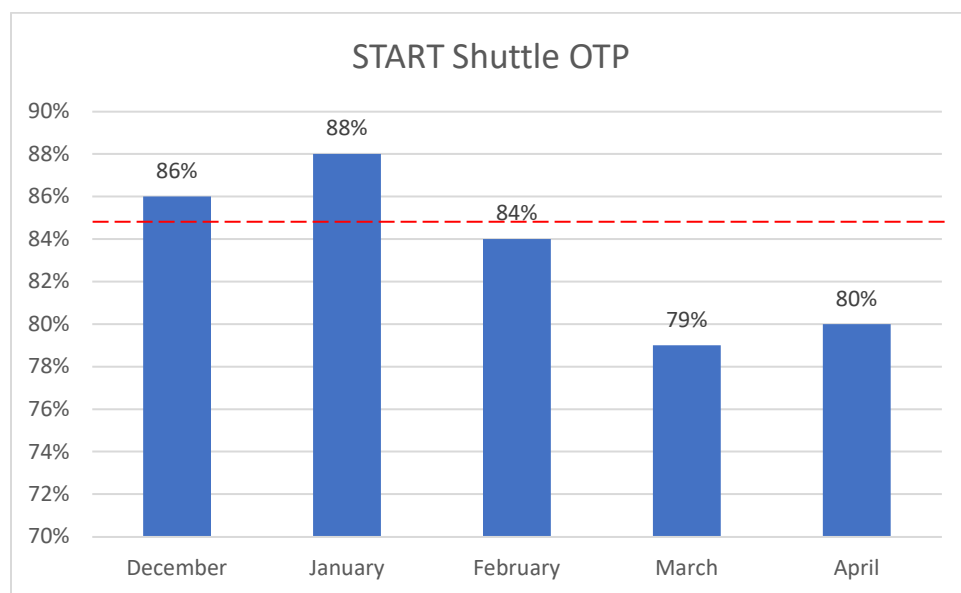


Figure 8: START shuttle on-time-performance data by month (START, 2023-2024)

### Costs

Cost metrics for the pilot were evaluated, including cost per passenger trip, subsidy per passenger trip and farebox recovery.

Accounting for five (5) missed trips, the pilot period was 1972.5 revenue hours, and the cost of total service (excluding overhead) was \$173,711 . Including overhead, the total cost for the pilot service was \$191,082. These total cost of service figures do not include an additional \$90,000 that was spent on marketing and outreach to promote the pilot shuttle.

**Cost per passenger trip** was obtained by dividing the total cost of service by the number of passenger trips. With a total service cost of \$173,711 (excluding overhead) and 8,860 total passenger trips, the cost per passenger is \$19.60. If including overhead, the cost per passenger trip increases to \$21.57.



Upon completion of the pilot, subsidy per passenger was calculated by subtracting revenues from expenses and dividing the result by the number of shuttle passenger trips. The subsidy per passenger was \$12.12 (including overhead) and \$10.16 (excluding overhead). The shuttle's subsidy per passenger trip is comparable to other START routes, such as the Town Shuttle and Teton Village routes, which average a subsidy per passenger of \$8-\$10.

**Farebox recovery** refers to the fraction of operating expenses of a transit service which are met by the fares paid by passengers. The farebox recovery ratio for the pilot was set at 41.5% and one-way fares were set at \$10.00 for adults, \$5.00 for ages 12 and under, \$5.00 for seniors and individuals with disabilities, and free for children eight and under (with an adult). Fares could be paid via cash or the Masabi Transit application. The total fares collected for the duration of the pilot were \$83,675 and the average fare was \$9.46 per passenger trip. Of the total fares collected, \$30,825 were cash fares and \$52,850 were Masabi fares. The total cost of service excluding overhead was \$173,711 bringing the farebox recovery ratio to 48.1 percent. If including overhead, the farebox recovery ratio decreases to 43.8 percent, however the farebox recovery metric of 41.5 percent was still met.

An overview of the cost performance metric results, along with other performance measures, are presented in table five (5).

*Table 5: Performance Metrics and Results for the START Airport Shuttle Pilot*

Metric & Target	Value	Target Met
<b>Passengers per hour:</b> Achieve ridership of 10-12 passengers per hour (175 – 200 passengers per day) by the end of the pilot period and an average of seven passengers per hour for the duration of the pilot period (120 passengers per day).	The pilot averaged 4.5 passengers per hour (just under 80 per day) for the duration of the pilot period. At times, the pilot achieved 10-12 passengers per hour (160-170 per day), but not consistently.	Not Met
<b>Travel time competitiveness:</b> The transit trip takes at most 1.5 x as long as the trip by private auto.	Miller Park to JAC: <b>2x longer</b>  Antler Inn to JAC: <b>1.7x longer</b>  Willow & Deloney to JAC: <b>1.4x longer</b>  Home Ranch to JAC: <b>1.2x longer</b>  The average ride time for the pilot was 25.1 minutes.	Partially Met
<b>Reliability/on-time performance:</b> At least 85 % of trips are early or on-time.	December - 86%  January – 88%  February – 84%  March – 79%  April – 80%	Partially Met
<b>Net cost per passenger trip (subsidy per passenger trip):</b> The subsidy per passenger trip (net cost per passenger trip) should be no more than 125% of the 2023 START system average subsidy per passenger of \$9.25 (no more than \$11.81).	\$12.12 (including overhead)  \$10.16 (excluding overhead)	Met
<b>Farebox Recovery:</b> 41.5% (The percentage of total operating expenses that are made up by passenger fares).	43.8 % (including overhead)  48.2% (excluding overhead)	Met
<b>Penetration of various rider markets (visitors, commuters, etc.):</b> At least 30% of survey respondents are residents, at least 30% are visitors, and at least 5% are airport employees/commuters at least 5%	58% residents  41% as visitors  1% employees/commuters	Partially Met

<b>Parking Availability at JAC:</b> There were fewer days during the 2023-2024 pilot where overflow parking was necessary at the airport than the average number of days overflow parking was needed for the past 3 seasons during the same timeframe (Late Dec – Mid April).	100% capacity: 0 days  85% capacity: 37 days	Met
<b>Customer satisfaction with service:</b> At least 80% of riders only are “very satisfied” or “satisfied” with service.	99%	Met

### *Reduction of Private Auto Trips*

A goal of the pilot was to reduce private auto trips to and from the airport. While this metric is difficult to track, JAC tracks parking occupancy data for their main and overflow parking lots. Airport staff resources are greatly impacted when parking lot capacity reaches 85% or more, requiring staff manually monitor parking needs to accommodate airport users who require a parking space. Impacts can include moving snow storage areas to create additional parking, assisting airport customers individually to find open spaces, and shuttling airport staff and stakeholders to the terminal after their vehicles have been moved out of the public lots to a location that is a greater distance away from the terminal. On days the lot is at 85% capacity or more, significant man hours are dedicated to parking needs and thus takes staff away from other important tasks that need accomplished, notably, assisting with irregular operations which are common during the winter months.

To assess if private auto trips were reduced, parking occupancy data for the JAC main lot was evaluated for the 21-22, 22-23, and 23-24 winter season with the target metric established that there would be fewer days during the 2023-2024 pilot where overflow parking was necessary compared to the 21-22 and 22-23 seasons for the same time frame.

During the 21-22 season (for the pilot dates), the main lot exceeded 100% occupancy on 21 days and exceeded 85% occupancy on 69 days. For the 22-23 season, the main lot exceeded 100% occupancy 16 and exceeded 85% occupancy on 64 days, a marginal decline from the 21-22 season. For the 23-24 season, during the pilot dates, the main lot did not reach 100% capacity, but the lot reached over 85% capacity on 37 days. While the parking lots did not reach 100% capacity during the study, airport staff was impacted on the days which occupancy reached 85%. It is possible the shuttle may have reduced private auto trips to the airport and the need for parking. However, it is also important to note that JAC raised parking prices July 1, 2023, which could have contributed to the decline in parking at JAC.

Comparing previous winter seasons, enplanements increased by 1.7% and deplanements increased by 1.3% from the 2022-2023 season to the 2023-2024 season as described in tables six (6) and seven (7). Enplanements and deplanements both increased the most in February. This comparison is important as it indicates more passengers enplaned and deplaned than the previous season, suggesting the decline airport parking is not attributed to less airport customers during the pilot period. If the pilot is repeated in winter, it is recommended to continue tracking enplanements / deplanements along with the same parking metric to better understand whether the shuttle is impacting parking capacity.

*Table 6: JAC Enplanements: 2022-2023 and 2023-2024 Winter Season Comparison*

<b>JAC Enplanements: 2022-2023 and 2023-2024 Winter Season Comparison</b>			
	<b>2022-2023</b>	<b>2023-2024</b>	<b>Percent % Change</b>
<b>Dec</b>	31,448	31,757	+ 0.97 %
<b>Jan</b>	46,543	46,988	+ 0.96 %
<b>Feb</b>	45,735	47,027	+ 2.82 %
<b>Mar</b>	50,621	51,565	+ 1.86 %
<b>Total</b>	<b>174,347</b>	<b>177,337</b>	<b>+ 1.71 %</b>



Table 7: JAC Deplanements: 2022-2023 and 2023-2024 Winter Season Comparison

JAC Deplanements: 2022-2023 and 2023-2024 Winter Season Comparison			
	2022-2023	2023-2024	Percent % Change
<b>Dec</b>	41,587	41,158	-1.03 %
<b>Jan</b>	40,922	41,203	+0.69 %
<b>Feb</b>	46,390	48,833	+5.27 %
<b>Mar</b>	45,361	45,313	-0.11 %
<b>Total</b>	<b>174,260</b>	<b>176,507</b>	<b>+1.29%</b>

### Rider Markets

A performance metric was set that at least 30% of passengers are residents of Wyoming or Idaho, at least 30% are visitors, and at least 5% are airport employees/commuters. To evaluate the rider market metric, data was collected through an online survey for rider feedback, which asked respondents to identify themselves as full-time or part-time resident of Wyoming or Idaho, a visitor, or an airport/airline employee. Of the 517 respondents who rode the shuttle to or from Jackson Hole Airport, 287 respondents answered whether they were a part-time or full-time resident of Wyoming or Idaho, visitor, or employee commuter, with 58% identifying as residents, 41% as visitors, and 1 % as employees/commuters. Below, figure nine (9) provides a detailed breakdown of ridership by user type and shuttle usage. Notably, more full-time residents of Wyoming rode the shuttle to Jackson Hole airport, whereas more visitors rode the shuttle from Jackson Hole Airport.

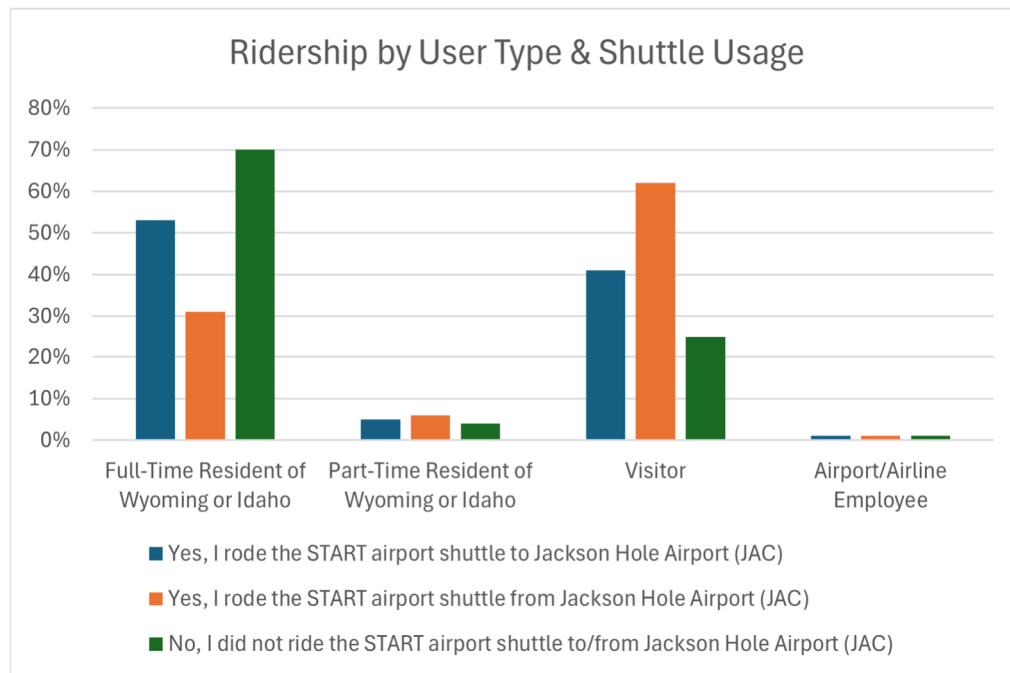


Figure 9: Survey responses - Shuttle ridership by user type and shuttle usage

Considering the airport does not charge employees for parking, and some employees receive a ‘housing and transportation stipend,’ the goal of 5% for employees was ambitious given employees can park for free at work. At other peer airports, Aspen/Pitkin County Airport and Yampa Valley Airport, employee parking is also free. However, Aspen/Pitkin County Airport reduced employee parking during the 2023-2024 peak holiday season to provide more parking for airport customers. During the restricted employee parking timeframe, employees were encouraged to carpool and/or take transit to/from work; notably, the BRT service to the Aspen airport arrives every 15-30 minutes from 5:40 am to 11:40 pm.

As JAC employees currently park for free, there is little incentive for them to use the shuttle. Additionally, when analyzing average employee arrival and departure times at JAC, 19 % of employee arrivals and departures fell outside of the shuttle operation hours of 5 AM – 10 PM, thus taking the shuttle to/from JAC was not an option for these employees provided their shifts started and/or ended outside of shuttle hours. Below, figure ten (10), describes employee vehicles entering and exiting the contract (employee) parking lot in August of 2021, which reflects the early arrival of employees and the overall trend of when employees arrive and depart JAC.

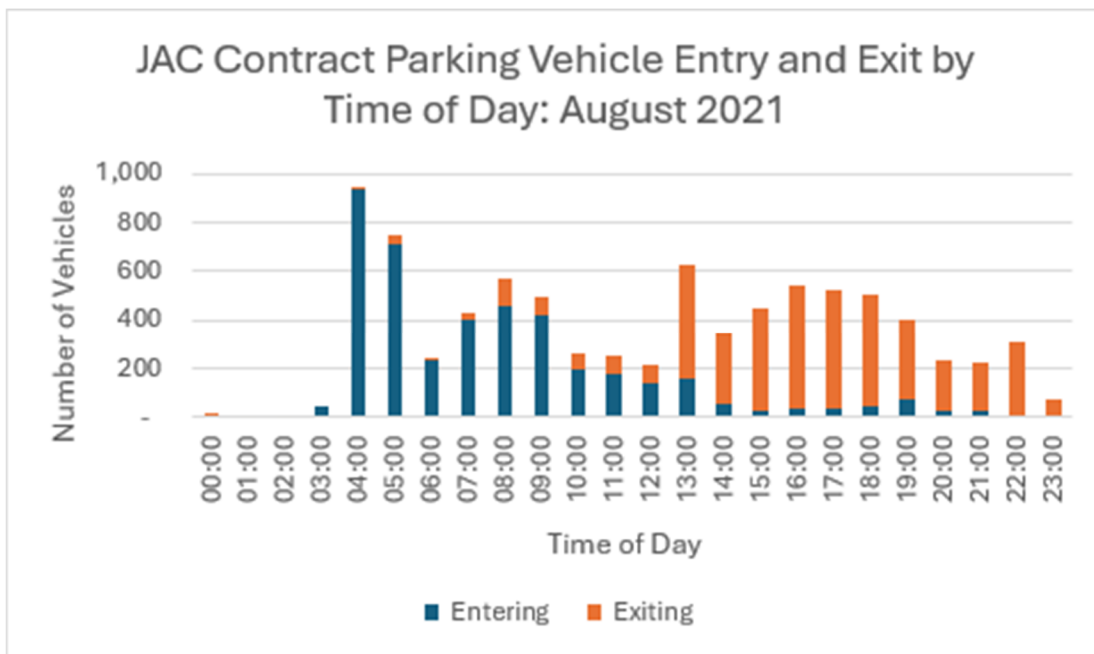


Figure 10: JAC Contract (Employee) Parking Vehicle Entry and Exit (JAC, 2021)

## Online Survey

To gather user feedback about the shuttle program, a survey was designed through collaboration between the consultant team, START, Teton County, and JAC. The survey was hosted on Microsoft Forms online in both English and Spanish, and accessible through a link (<https://forms.office.com/r/fJ6ymec13i>) or QR code and a paper survey was available upon request.

The first survey question asked respondents if they had taken the START shuttle on their most recent trip to/from JAC; the survey then branched off into three similar, but slightly tailored surveys based on their response. The three branches included: “Yes, I rode the START airport shuttle to Jackson Hole Airport (JAC),” “Yes, I rode the START airport shuttle from Jackson Hole Airport (JAC),” and “No, I did not ride the START airport shuttle to/from Jackson Hole Airport (JAC).”



To advertise the survey, flyers were created and posted at the various bus stops. There was also a push for survey responses by the consultant team at the Regional Transportation Expo in February of 2024. The survey link was also shared with reporters and embedded in news media articles published throughout the region about the pilot program. Overall, the survey accepted responses from 12/16/2023 to 04/14/2024, aligned with the duration of the pilot program, and received 784 total responses, of which 272 were fully completed. Table eight (8) provides an overview of the number of survey responses received by month through the pilot period. The number of responses received for December, March, and April were relatively similar, while there was a spike in surveys in January and February. This spike in survey responses may have been related to the promotion of the Transportation Expo held in early February 2024, which is further described in the public feedback section. Survey results, including rider satisfaction, are discussed in this report and detailed survey results are provided in **Appendix A**.

*Table 8: Survey respondents by month*

Month	Number of Respondents
December	117
January	232
February	174
March	136
April	125
<b>Total Respondents</b>	<b>784</b>

## Rider Satisfaction

Survey respondents who rode the airport shuttle to or from JAC were asked “how satisfied were you with your most recent START airport shuttle ride?” Of the respondents who rode the shuttle from in-town to JAC, 91 % responded they were “very satisfied” and 8% respondents they were “satisfied.” Of the respondents who rode the shuttle from the airport to in-town, 86% of respondents were “very satisfied” and 14% we “satisfied.” Overall, satisfaction ratings were high among survey respondents,

however, reported satisfaction was slightly higher for trips to JAC versus trips from JAC. When shuttle riders were asked why they chose to ride the shuttle, the top three responses were “ease of use,” “convenience,” and “to save money.”

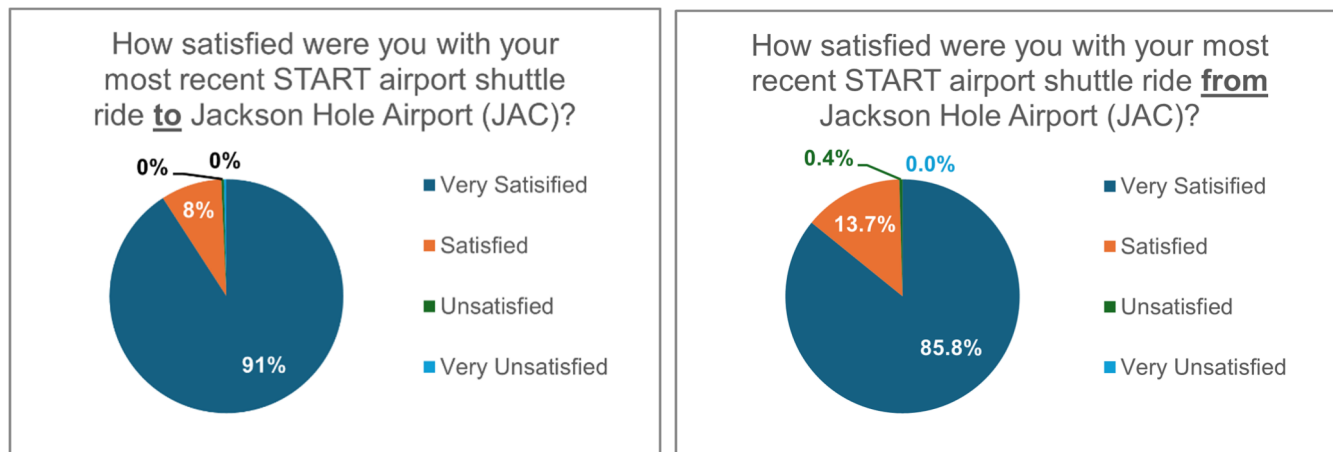


Figure 11: Rider satisfaction reported by shuttle respondents

### Mode to Shuttle Stop

Respondents who rode the shuttle to JAC were asked what mode they took to the shuttle stop as depicted in figure 12. The top answer among visitors was walking and a fairly even split of residents and visitors took another START route to the START shuttle stop. Residents also reported high rates of walking to the stop where they boarded, in addition to being dropped off by family/friends at the bus stop or by leaving their car at the bus stop for friends/family to pick up later.

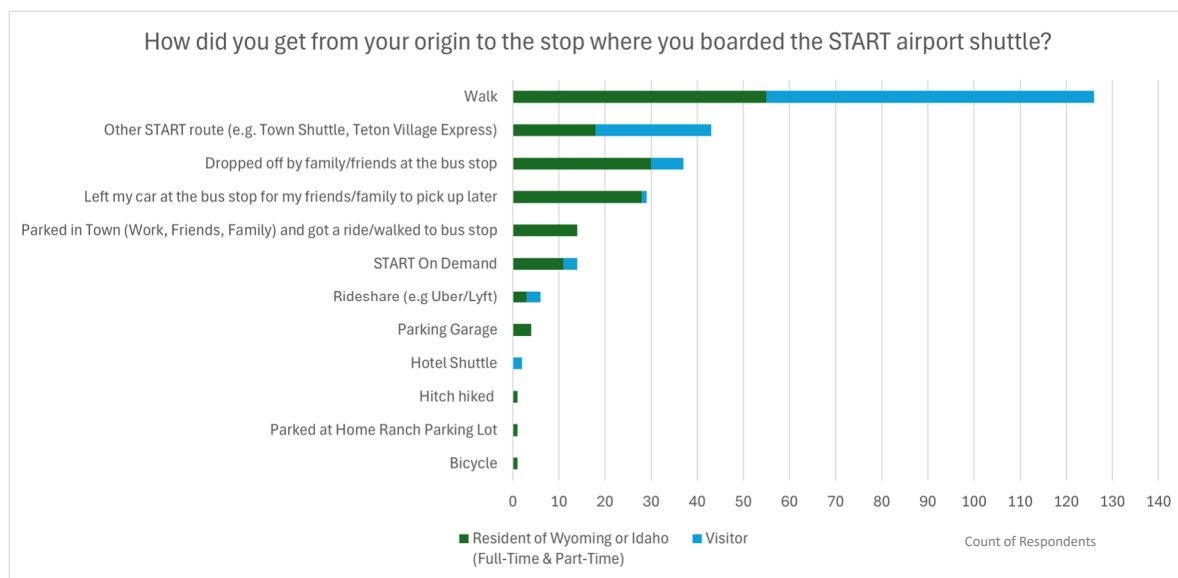


Figure 12: How survey respondents accessed the stop where they boarded the START shuttle



## Boardings

Survey respondents were also asked which stop they used to access the START airport shuttle to JAC (figure 13). The most common stop used by residents and visitors was Miller Park. Residents used the Antler Inn, Deloney & Willow, and Home Ranch stops at similar rates, whereas visitors were more likely to use the Antler Inn stop. When surveyed if there are any additional areas/stops that the START airport shuttle should include, respondents frequently suggested Albertsons, East Jackson (Redmond Street), Teton Village, Snow King, and “anywhere with long-term parking.”

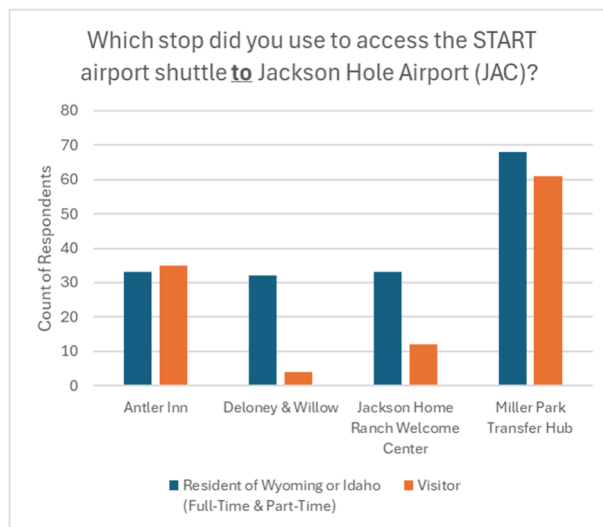


Figure 13: Shuttle stop that survey respondents used to access START shuttle to JAC

## Trip Origin

Survey respondents who rode the shuttle to JAC were asked where their trip originated from. The majority of residents and visitors reported that their trip originated in Downtown/Central Jackson. Visitors also frequently reported Teton Village as their trip origin, whereas residents reported East Jackson, West Jackson, Idaho, and other areas as described in figure 14.

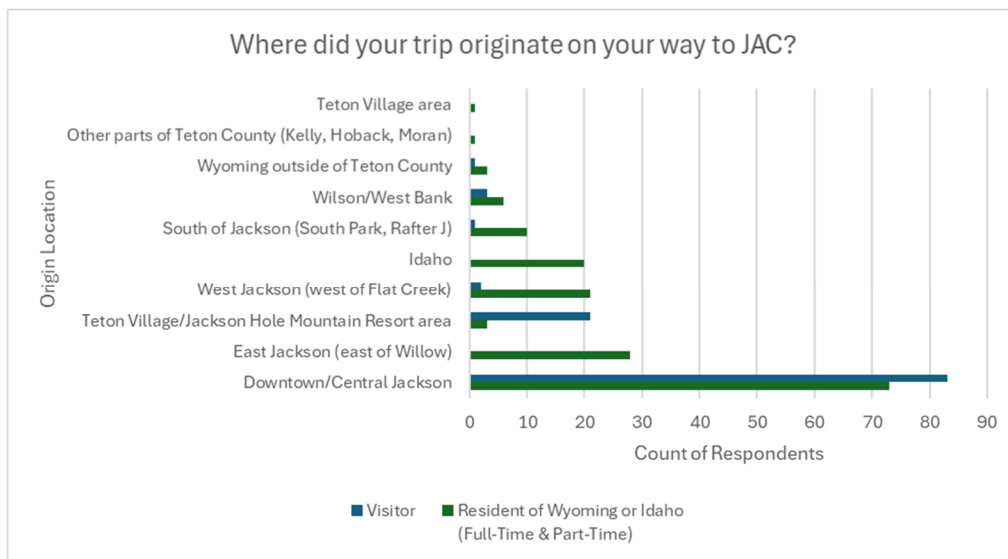


Figure 14: Trip origin of survey respondents who rode shuttle to JAC

## Final Destination

Residents and visitors who rode the shuttle from JAC were asked to identify their final destination (figure 15). Final destination patterns are reflective of trip origin patterns with the most reported final destination among visitors and residents being Downtown/Central Jackson. Visitors also frequently reported Teton Village as their final destination. Following Downtown/Central Jackson, most residents reported East Jackson as their final destination, followed by West Jackson and Idaho. Trip origins and

final destinations reported can be leveraged to identify other areas the shuttle could service. The responses also correlate with respondents' earlier suggestions of servicing Teton Village and East Jackson.

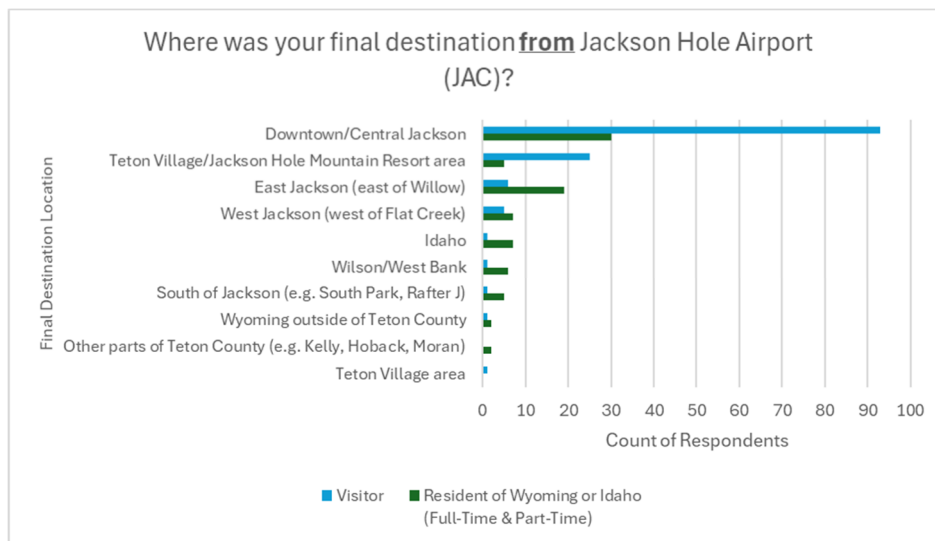


Figure 15: Final destination of survey respondents who rode shuttle from JAC

#### If the START Shuttle Was Not Available

To provide insight into whether the START shuttle helped reduce private auto trips to/from JAC, respondents were asked how they would have made their trip to JAC if the airport shuttle had not been available (figure 16). Residents reported they would have been most likely to be picked up/dropped off by family/friends, followed by driving a personal vehicle and parking, and rideshare. Visitors reported they would have utilized rideshare, followed by taxi.

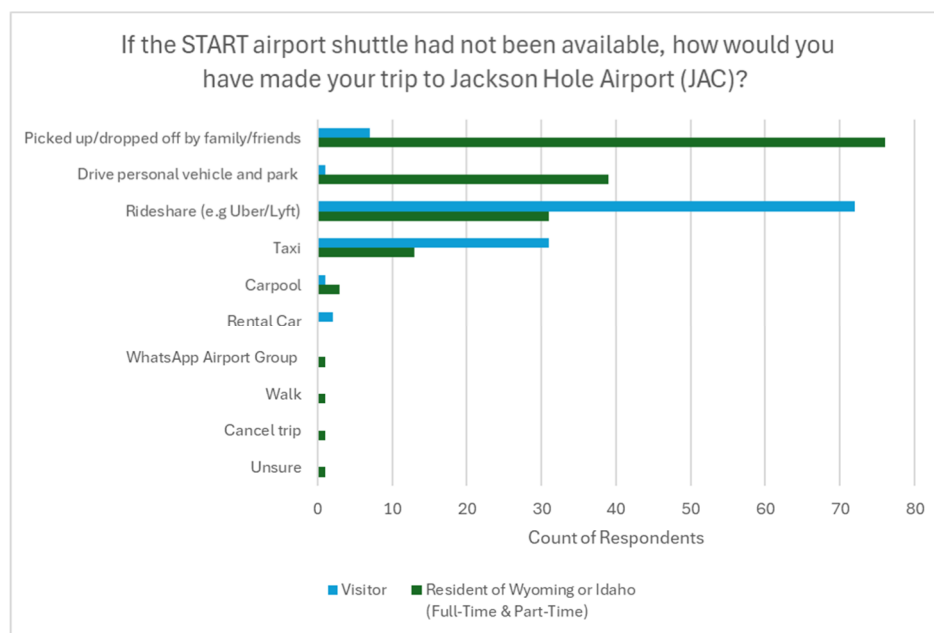


Figure 16: Survey responses on how respondents would have made their trip to JAC if the shuttle had not been available

### Reasons for Not Riding the Shuttle

Thirty-four percent of survey respondents did not ride the shuttle. When asked why they did not ride the shuttle, the most common response among residents and visitors was “I did not know it existed” as depicted in figure 17. The second most common reason for not using the shuttle, which was exclusive to resident respondents, was “Nowhere to park my car long-term in Town.” Visitors and residents also had the option to provide open-ended answers regarding why they did not take the shuttle, many of which echoed the responses in figure 16. Of the 42 open-ended answers, 13 related to not taking the shuttle as getting a ride from friends/family was more convenient. Other comments pertained to lack of parking and that timing of the shuttle did not align with flight schedules.

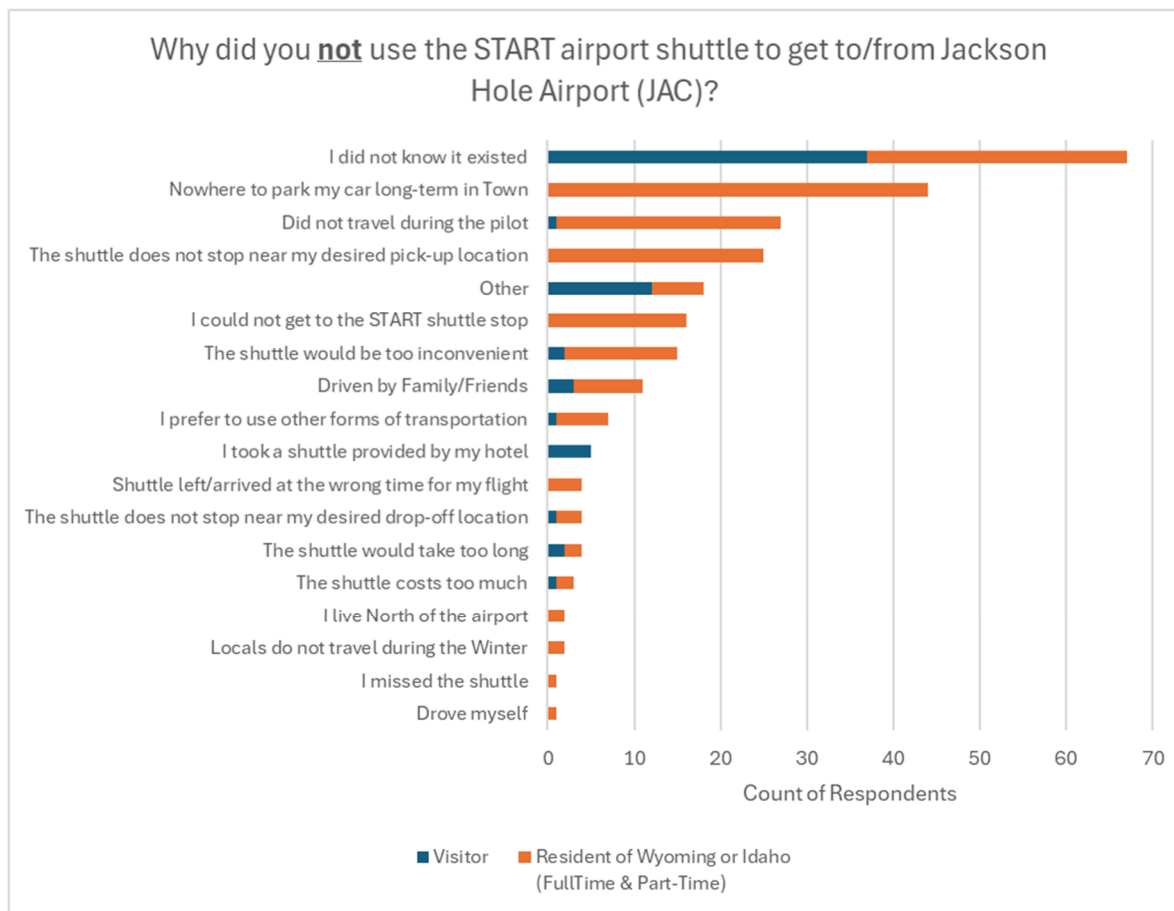


Figure 17: Survey respondents' reasons for not using the START airport shuttle

### Public Feedback & Field Observations

Halfway through the duration of the pilot study (February 5-8, 2024), two members of the consultant team visited Jackson to conduct field observations and attend the public-focused Regional Transportation Expo. Throughout the visit, the consultant team had multiple opportunities to ride the shuttle, make field observations and speak with drivers and riders during each trip. Additionally, the consulting team was able to meet with stakeholders from JAC, START bus drivers and staff, and Teton County's Regional Transportation Planning Administrator.

The Regional Transportation Expo was held over the course of two evenings, February 6<sup>th</sup> and 7<sup>th</sup>, at JH Middle School and Wilson Elementary School, respectively. The event hosted transportation-focused projects from 12 unique entities from across the region. The consulting team staffed a booth and presented information about the pilot study and temporary shuttle service. Display boards included basic information about the shuttle service including route, schedule, and fares, as well as a link to the



study's rider and non-rider online survey for public input; the public surveyed received 784 responses over the course of the pilot. The boards also provided an overview of various Measure of Effectiveness (MOE) metrics halfway through the study, including daily ridership numbers, travel time competitiveness, on-time performance, and user satisfaction, and parking occupancy at JAC.

Public feedback from the regional transportation expo was synthesized into three primary themes: (1) Increase accessibility of shuttle for residents, (2) Evaluate shuttle schedule and frequency to increase reliability, and (3) Enhance shuttle awareness.

#### *Increase Accessibility*

Local residents expressed their desire for the shuttle to be more accessible. In particular, residents of Wilson cited a lack of START connections between where they live, and the shuttle stops in Town. Additionally, residents cited that when a START connection from their residence to town is available, the connection does not arrive in town early enough, or at the desired time, to board the shuttle to JAC.

As stated by a local resident, without a transit route into Town, residents may be more likely to drive themselves to Town, or have a friend provide a ride, presenting the need for a park-and-ride lot and drop-off locations at stops in Town. Local residents also discussed that if a friend is driving them into Town for the shuttle, they are more likely to have the friend take them directly to the airport. While the \$10 shuttle fare is reasonable, coordinating a ride from a friend is typically available to residents at no cost, suggesting locals may be more likely to take the shuttle if fares for locals are discounted. Lastly, locals expressed that running the shuttle exclusively during the winter season benefits visitors but presents a transit gap for residents the remainder of the year.

#### *Shuttle Schedule and Frequency*

Feedback at the Transportation Expo, in addition to survey comments, highlighted residents' reluctance to take the shuttle to JAC based on the uncertainty of being able to take the shuttle when they get back to JAC. This uncertainty centered on flight times and how long they may have to wait for a shuttle at JAC given the hourly headways. For instance, missing the shuttle by just 5 minutes results in waiting an additional 55 minutes until the next shuttle arrives at JAC. Additionally, residents discussed at peak times of the day half hourly service versus hourly service would be more beneficial. In general, residents

expressed the importance of reliability and the need for a route schedule and frequency that better serves their airport arrival and departure times.

#### *Shuttle Awareness*

Suggestions to increase shuttle awareness, such as through wayfinding at JAC, were voiced at the expo. Residents also stated the shuttle ride from the Town of Jackson to JAC is easier than the ride from JAC into town.

In addition to obtaining valuable feedback at the Transportation Expo, on-the-ground observations and engaging with bus drivers and shuttle riders provided further insight into the shuttle's operations. A major takeaway from field observations was that the bus could complete the route successfully without having any issues making turns or entering/exiting stops. This observation was echoed by conversations with experienced shuttle bus drivers who provided additional observations and recommendations as described below.

#### *Bus Driver 1 Feedback*

The first bus driver expressed the route is easy to navigate as there are not any difficult turns to make and that airport staff has ensured adequate vehicle clearance by making sure no one parks in the bus stop or shuttle lane at the airport. The driver also noted that ridership is fairly even across days of the week, aside from Tuesdays tending to be lower ridership. The first bus driver was asked why the bus does not turn after the Home Ranch stop directly onto Highway 191, but the driver indicated that would be a difficult turn and could potentially block opposite lanes of traffic.

#### *Bus Driver 2 Feedback*

The second bus driver, while pleased with the existing route, provided recommendations on how the service could be improved in the future. In particular, the bus driver recommended additional stops between the existing in-town stops to reduce the length riders walk with luggage and skis to access the shuttle stop. The driver recommended the "in-between" stops only be serviced if riders are waiting to reduce the amount of time additional stops would add to the route. The driver also recommended to reallocate dwell time so that there is more time for passengers to board at busier stops, particularly Miller Park. In addition to reallocating dwell time, the bus driver recommended implementing half hourly service mid-day for when more flights arrive. Half-hourly service during peak hours would also make it easier to catch the shuttle at the airport without having to wait an hour for the next shuttle. This is especially relevant for the airport as flight times and time to acquire baggage are variable, making it difficult for passengers to time the hourly shuttle. The driver also recommended implementing a park-and-ride option in town.

#### *Additional Observations*

Another important finding from field observations was that the rental car companies at JAC were using the airport shuttle as part of their vehicle staging process, specifically agents were driving rental vehicles from the airport to other locations and then riding the shuttle back to JAC.

## Recommendations

From reviewing the pilot study data, in conjunction with field observations, public feedback, and stakeholder engagement, a series of recommendations have been prepared to enhance the shuttle's operations and performance. The primary recommendations concern increasing the frequency of service during peak hours, making the shuttle more accessible for residents, and continuing to promote the shuttle service.

### Schedule and Frequency

#### *Increase Frequency*

To increase ridership, it is recommended a second bus be added to the service for peak hours, 11:00 AM -3:00 PM, to offer half-hour service rather than hourly service. A second bus during peak hours would be an add-on to the existing 18-hour service and the shuttle would be advertised as "every hour on the hour from 5:00 AM to 10:00 PM with half-hourly service from 11:00 AM to 3:00 PM."

If adding a second bus during peak hours increases the cost of service too much, the 18-hour span of service could be reduced. Assuming future flight schedules are similar to that of Winter 2023-2024, and if reducing costs is necessary, it is recommended to discontinue service for 6:00 AM and 7:00 AM as both hours were marked by low ridership throughout the duration of the pilot. If feasible, the 5:00 AM trip would be retained as it was marked by higher ridership.

#### *Align Schedules*

It is also recommended that airport employee schedules are further analyzed to identify a shuttle schedule that could better accommodate employees. From initial analysis, nearly 20 percent of airport employees arrived or left the airport outside of shuttle service hours.

In addition to increasing the frequency of service during peak hours and ensuring the shuttle schedule aligns with flight times and employee schedules, it is recommended dwell time be reallocated to provide more time at the airport and the busier in-town stops, Miller Park, and Antler Inn. Reallocating dwell time will increase on-time performance while fostering a smoother boarding and alighting experience.

Another means to improve on-time performance and to maintain adequate travel times is to alter the route so that it does not go all the way to Jean, but rather turns north onto Willow. This will require moving the ADA space on the northeast corner of Willow/Pearl onto Pear Street so that the bus can safely turn north onto Pearl from Willow.

#### *Winter versus Summer Service*

The final schedule-related recommendation is to proceed with operating the shuttle in the winter. This recommendation stems from prior analysis of car rental and travel patterns which reflected that more vehicles are rented at JAC in the summer compared to winter, which is attributed to visitors touring nearby national parks, Grand Teton, and Yellowstone. Contrary, visitors in the winter tend to stay closer to Jackson, visiting the town center and nearby ski resorts, which are destinations that can more easily be served by transit.

While rental car rates are higher in summer, the total volume of visitors and rental cars could still suggest a robust summer ridership. Thus, it is recommended to consider operating the shuttle in peak

summer months. Potential challenges to summer service include increased traffic on southbound US-191/North Cache in the evenings (as visitors leave Grand Teton to return to lodging), which could impact schedule adherence and travel times. Proactively analyzing the summer market and identifying solutions to address this peak period prior to operating summer service is recommended.

## Improve Accessibility and Increase Awareness

### *Accessibility for Residents*

Feedback via the public survey and Transportation Expo revealed residents' desire for the shuttle to be more accessible. Residents discussed that they must drive into town to catch the shuttle but are deterred from doing so as finding parking is difficult, and they may miss the hourly shuttle. While it is recommended Teton County and START analyze unused parking facilities for shuttle riders, parking opportunities should ultimately encourage using the shuttle.

Further, promoting START on Demand from East Jackson and the Town Shuttle to access the airport shuttle can reduce the need for parking and shift private auto trips to transit. Increasing accessibility can also be achieved by adding more bus routes and stops and/or increasing frequency of bus routes. In the future, there could be an Airport Route A that serves town and an Airport Route B that serves Stilson Lot (once operational) and its users, including residents of Idaho. Increasing frequency and routes provides residents more opportunities to use transit and to time their trip appropriately.

The success of the shuttle, and increasing resident ridership, is largely tied to transit and parking management. Management of transit and parking can include offering incentives to take the shuttle and/or disincentives to drive and park. At this juncture, it is recommended to maintain the existing fare structure of the airport shuttle (pending the outcome of a future START comprehensive fare study) and to further evaluate incentives that encourage transit use.

### *Awareness*

The majority of survey respondents who did not ride the shuttle stated they did not know about the shuttle, pointing to the importance of increasing shuttle awareness. Wayfinding signage, which was enhanced at the airport midway through the pilot, is an effective way to promote the shuttle while guiding riders. It is recommended that the wayfinding signage be increased in the waiting area, café area, and at the gates. In addition to wayfinding signage, it is recommended the airport stop be relocated to closer to the front of the airport building, along the central island, where it will be more visible to those leaving the airport. While relocating the bus stop at the airport is not a viable option in the short-term, this option can be revisited next time the airport does ground transportation planning.

Wayfinding and relocating the airport stop will not only make passengers more aware of the shuttle but will also ease the process of finding and boarding the shuttle. An additional recommendation to ease the boarding process is to report and resolve Masabi application issues, such as boarding passes not loading. Along with addressing these issues, further guidance and tips to Masabi users, such as how-to screen capture their boarding pass, can be provided to assist with boarding.

At large, the pilot program was well-received and met several of the pre-established benchmarks as described in table three. Incorporating schedule and frequency changes, managing parking to achieve



shared community mobility goals, and continuing to promote the shuttle will increase ridership and awareness. Continuing the START shuttle to and from the airport provides the community and visitors an alternative, convenient mode while supporting future transportation demand in Jackson and Teton County.

## Appendix A – Survey Results

# JAC Airport Pilot Shuttle Survey

784 Responses    07:10 Average time to complete    Closed Status

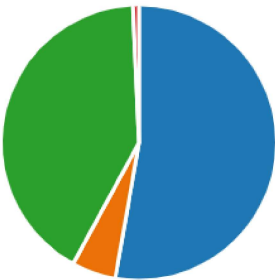
1. Did you ride the START airport shuttle on your most recent trip to/from Jackson Hole Airport (JAC)?  
(Select One)

- Yes, I rode the START airport s... 288
- Yes, I rode the START airport s... 228
- No, I did not ride the START ai... 260



2. What best describes you?  
(Select One)

- Full-Time Resident of Wyomin... 153
- Part-Time Resident of Wyomin... 15
- Visitor 120
- Airport/Airline Employee 2



3. Where did you stay during your trip to Jackson?

- At a friends' or family member... 13
- In an AirBnB or other short-ter... 10
- At a hotel/lodging 92



4. What was the name of your hotel/lodging?



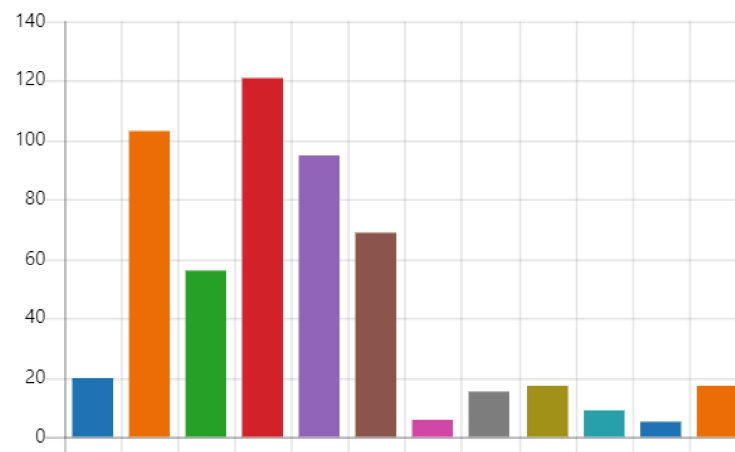
5. What was the purpose of this trip to Jackson Hole Airport (JAC)?  
(Select One)



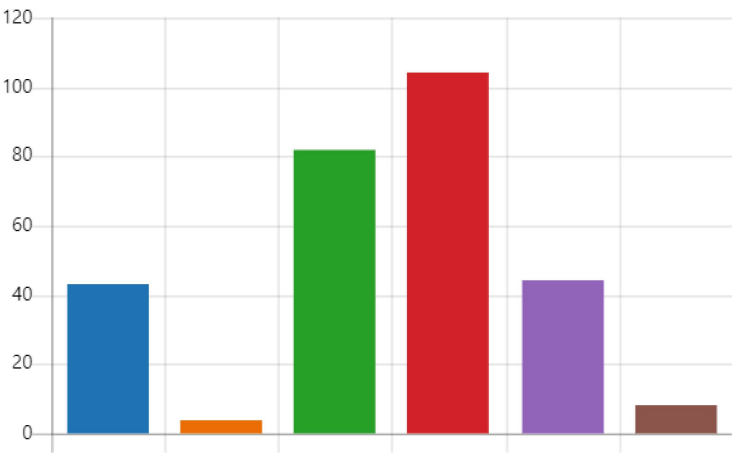
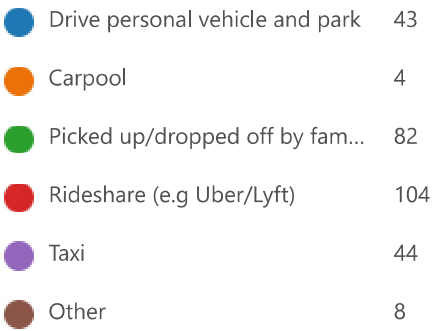
6. How did you hear about the START airport shuttle to Jackson Hole Airport (JAC)?

*(Select All That Apply)*

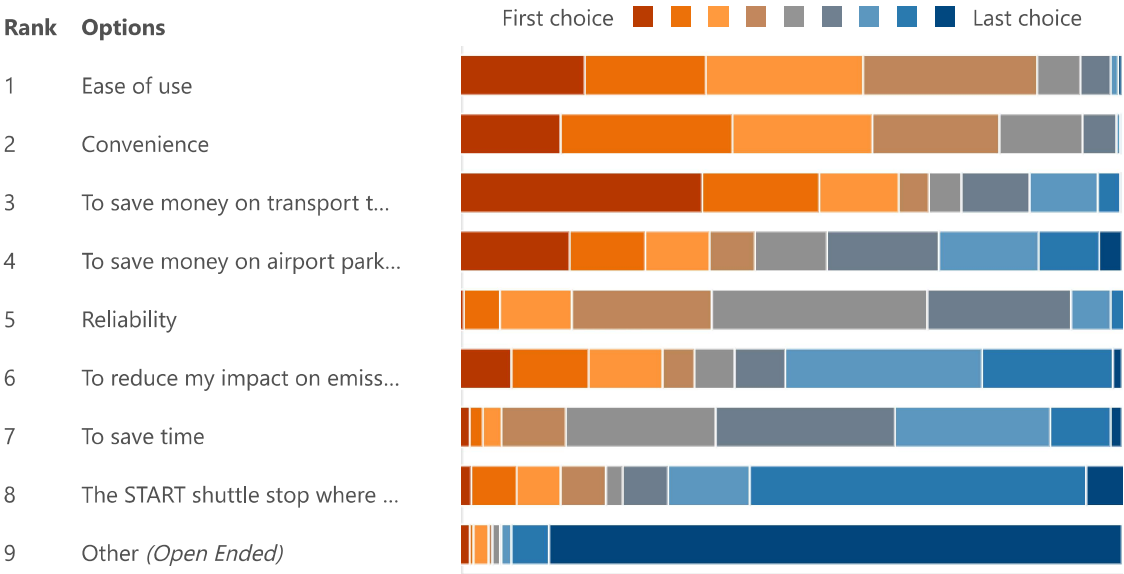
Radio	20
News Article or Advertisement	103
Social Media	56
Word of Mouth	121
Town of Jackson/START Website	95
Jackson Hole Airport (JAC) We...	69
Jackson Hole Resort Reservati...	6
Information shared by my hotel	15
Video display/signs at Jackson...	17
JH Travel and Tourism Board ...	9
Visitor Services Team at JH Ch...	5
Other	17



7. If the START airport shuttle had not been available, how would you have made your trip to Jackson Hole Airport (JAC)?  
(Select One)



8. Why did you choose to take the START airport shuttle to Jackson Hole Airport (JAC)?  
(Rank Your Top 3 Priorities)



9. If you selected "Other" in the previous question, what was the "Other" reason you choose to take the START airport shuttle to Jackson Hole Airport (JAC)?  
(Open Ended)

19  
Responses

Latest Responses

10. How often would you use the START airport shuttle to Jackson Hole Airport (JAC)?  
(Select One)

I would use the shuttle every t...	186
I would use the shuttle most ti...	91
I would never use the shuttle t...	4
Other	4



11. How often do you travel to Jackson Hole Airport (JAC)?  
(Select One)

Weekly	7
Monthly	41
A few times a year	149
Less than a few times a year	85
Never	4



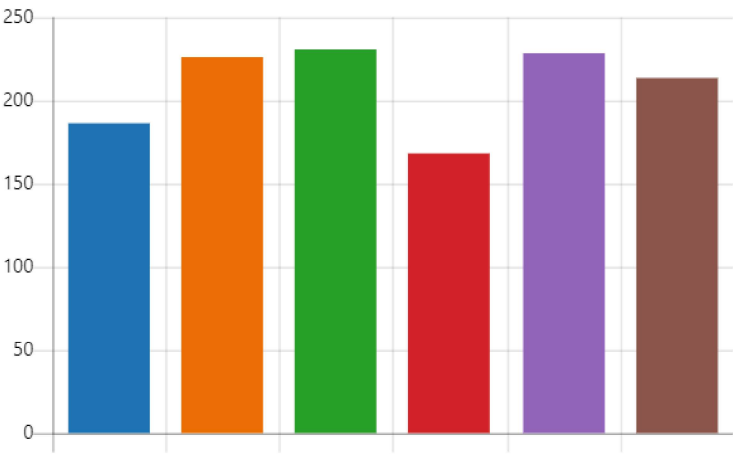
12. How satisfied were you with your most recent START airport shuttle ride to Jackson Hole Airport (JAC)?  
(Select One)

Very Satisfied	258
Satisfied	24
Unsatisfied	1
Very Unsatisfied	1



13. What were the most favorable aspects of your most recent experience with the START airport shuttle to Jackson Hole Airport (JAC)?  
(Select All That Apply)

It was quick	186
Pick-up at the shuttle stop wa...	226
Drop-off at the airport was co...	231
Did not need to pay for airpor...	168
Cost less than Rideshare (e.g ...	228
Cost less than a taxi	214





14. How could the START airport shuttle to Jackson Hole Airport (JAC) be improved?  
(Open Ended)

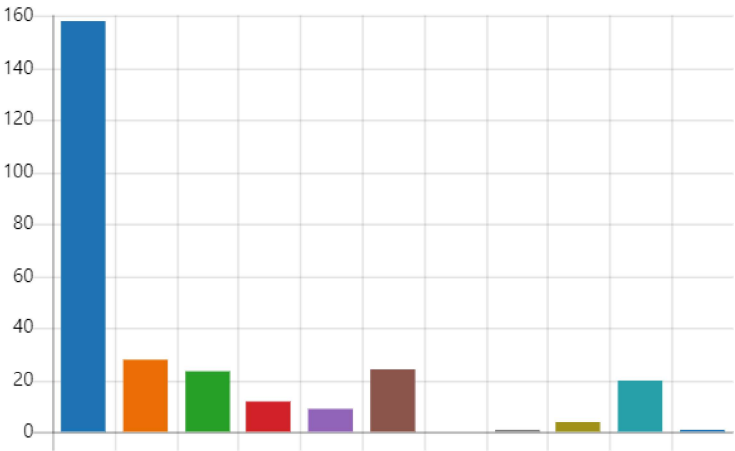
154  
Responses

Latest Responses

"I love it! Save me money on taxi and parking. Please, kee...  
"Parking in town"

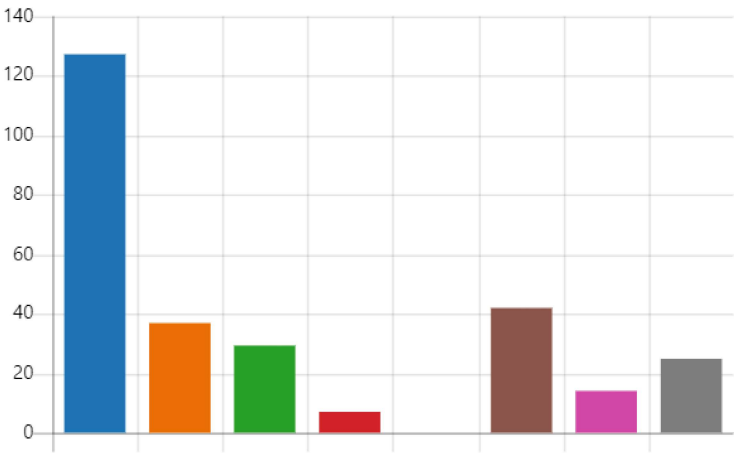
15. Where did your trip originate?  
(Select One)

Downtown/Central Jackson	158
East Jackson (east of Willow)	28
West Jackson (west of Flat Cre...	23
South of Jackson (South Park, ...	12
Wilson/West Bank	9
Teton Village/Jackson Hole M...	24
Grand Teton National Park	0
Other parts of Teton County (...)	1
Wyoming outside of Teton Co...	4
Idaho	20
Other	1



16. How did you get from your origin to the stop where you boarded the START airport shuttle?  
(Select One)

Walk	127
Dropped off by family/friends ...	37
Left my car at the bus stop for...	29
Rideshare (e.g Uber/Lyft)	7
Taxi	0
Other START route (e.g. Town ...	42
START On Demand	14
Other	25



17. Which stop did you use to access the START airport shuttle to Jackson Hole Airport (JAC)?  
(Select One)

Jackson Home Ranch Welcom...	45
Miller Park Transfer Hub	131
Deloney & Willow	36
Antler Inn	69



18. Are there additional areas/stops that the START airport shuttle should include?  
*(Open Ended)*

92  
Responses

Latest Responses

19. How long would you wait for a START airport shuttle to Jackson Hole Airport (JAC)?  
*(Select One)*

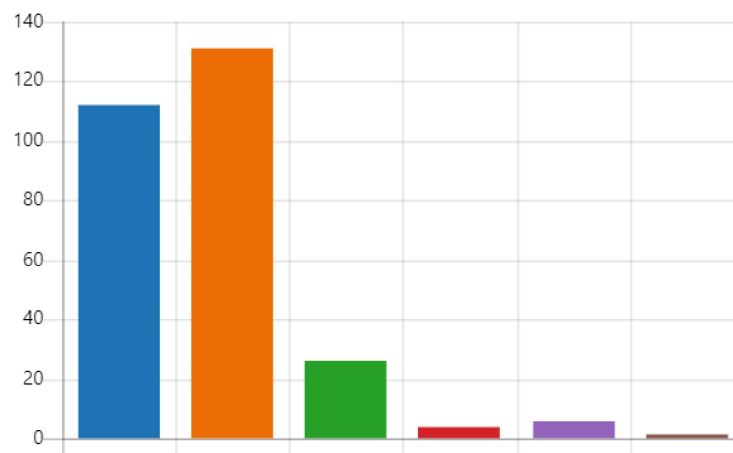
Up to 10 Minutes	65
Up to 20 Minutes	109
Up to 30 Minutes	78
Up to 40 Minutes	16
More than 40 Minutes	12



20. How long of a START airport shuttle ride (excluding wait time) would you be willing to take to Jackson Hole Airport (JAC)?

*(Select One)*

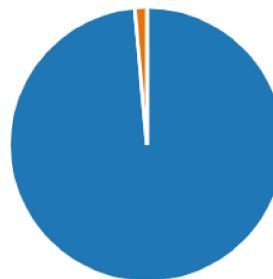
Up to 30 Minutes	112
Up to 45 Minutes	131
Up to 60 Minutes	26
Up to 75 Minutes	4
Up to 90 Minutes	6
More than 90 Minutes	1



21. How did you feel about the travel time for the START airport shuttle to Jackson Hole Airport (JAC)?

*(Select One)*

It was reasonable	276
It should be shorter	4



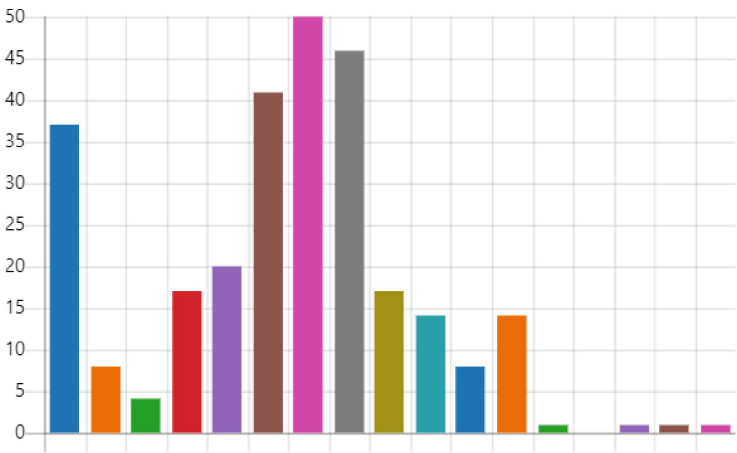
22. Did you use the START airport shuttle to Jackson Hole Airport (JAC) on a weekend or weekday?  
(Select One)

Weekend	100
Weekday	179



23. What hour of the day did you use the START airport shuttle to Jackson Hole Airport (JAC)?  
(Select One)

5 am	37
6 am	8
7 am	4
8 am	17
9 am	20
10 am	41
11 am	50
12 pm	46
1 pm	17
2 pm	14
3 pm	8
4 pm	14
5 pm	1
6 pm	0
7 pm	1
8 pm	1
9 pm	1



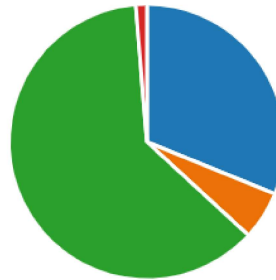
24. Do you have any comments on the START airport shuttle fare structure?  
(Open Ended)

160  
Responses

Latest Responses  
"Fare is fair "

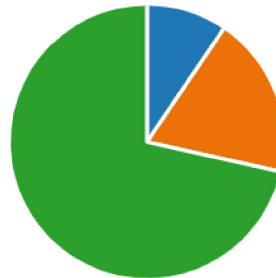
25. What best describes you?  
(Select One)

Full-Time Resident of Wyomin...	71
Part-Time Resident of Wyomin...	13
Visitor	141
Airport/Airline Employee	3



26. Where did you stay during your trip to Jackson?

At a friends' or family member...	13
In an AirBnB or other short-ter...	26
At a hotel/lodging	98



27. What was the name of your hotel/lodging?

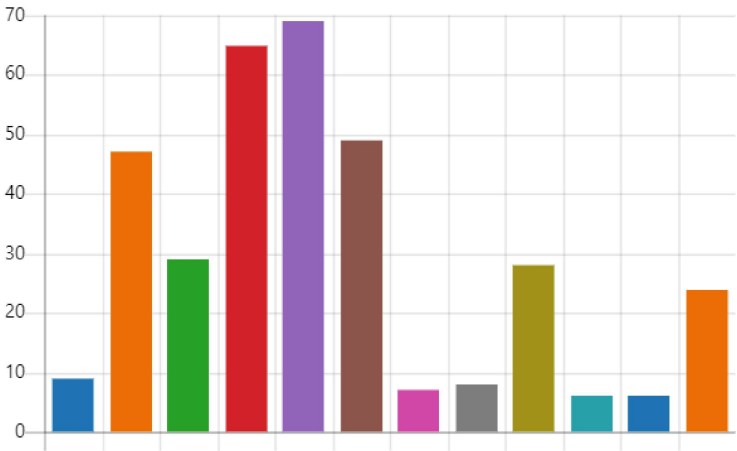
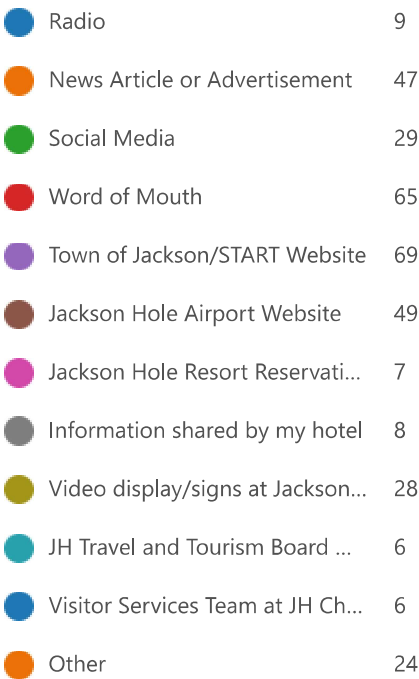
98  
Responses

Latest Responses

28. What was the purpose of this trip to Jackson Hole Airport (JAC)?  
(Select One)



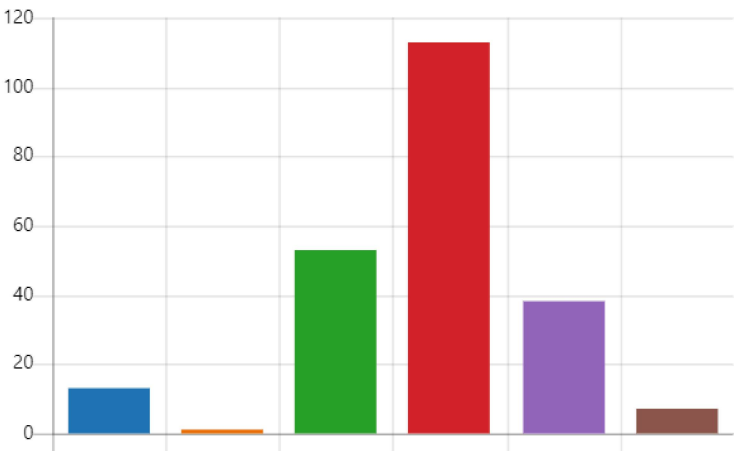
29. How did you hear about the START airport shuttle from Jackson Hole Airport (JAC)?  
(Select All That Apply)



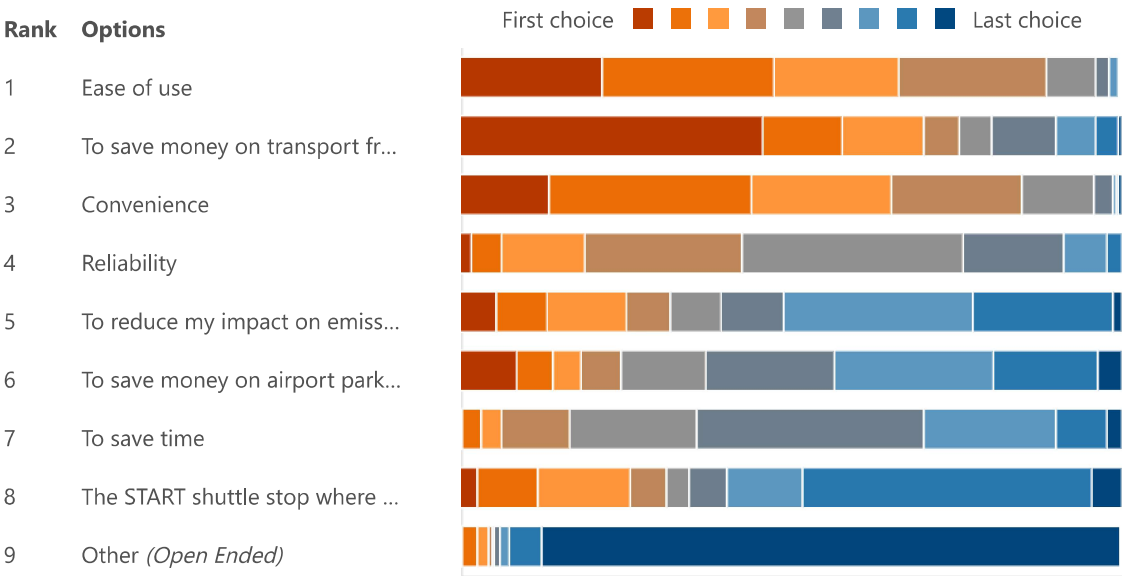


30. If the START airport shuttle had not been available, how would you have made your trip from Jackson Hole Airport (JAC)?  
(Select One)

Drive personal vehicle and park	13
Carpool	1
Picked up/dropped off by fam...	53
Rideshare (e.g Uber/Lyft)	113
Taxi	38
Other	7



31. Why did you choose to take the START airport shuttle from Jackson Hole Airport (JAC)?  
(Rank Your Top 3 Priorities)



32. If you selected "Other" in the previous question, what was the "Other" reason you choose to take the START airport shuttle from Jackson Hole Airport (JAC)?  
(Open Ended)

16  
Responses

Latest Responses

33. How often would you use the START airport shuttle from Jackson Hole Airport (JAC)?  
(Select One)

I would use the shuttle every t...	158
I would use the shuttle most o...	64
I would never use the shuttle t...	0
Other	2



34. How often do you travel from Jackson Hole Airport (JAC)?  
(Select One)

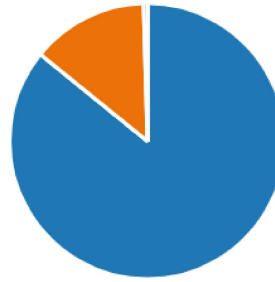
Weekly	3
Monthly	32
A few times a year	86
Less than a few times a year	95
Never	10



35. How satisfied were you with your most recent START airport shuttle ride from Jackson Hole Airport (JAC)?

*(Select One)*

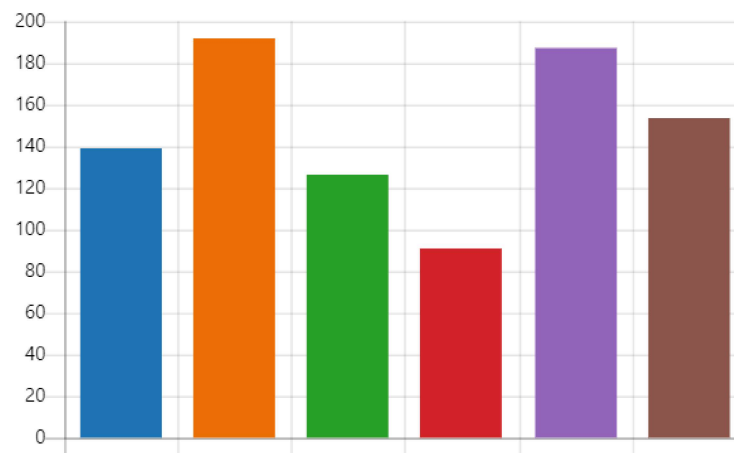
Very Satisfied	194
Satisfied	31
Unsatisfied	1
Very Unsatisfied	0



36. What were the most favorable aspects of your most recent experience with the START airport shuttle from Jackson Hole Airport (JAC)?

*(Select All That Apply)*

It was quick	139
Pick-up at the airport was con...	192
Drop-off at the shuttle stop w...	126
Did not need to pay for airpor...	91
Cost less than Rideshare (e.g ...	187
Cost less than a taxi	154



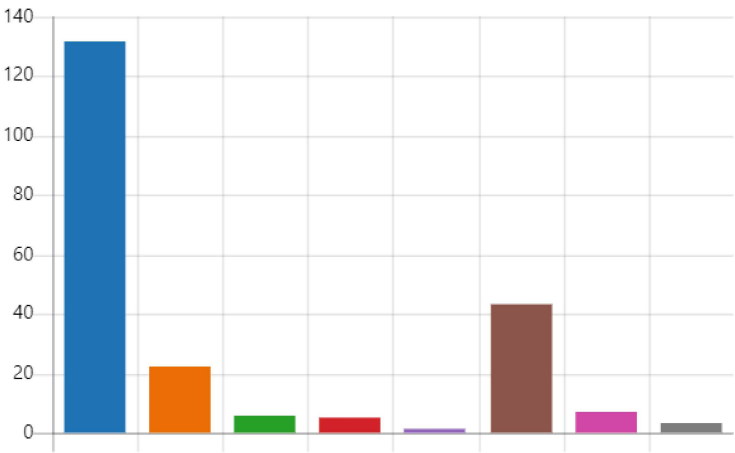
37. How could the START airport shuttle from Jackson Hole Airport (JAC) be improved?  
(Open Ended)

129  
Responses

Latest Responses

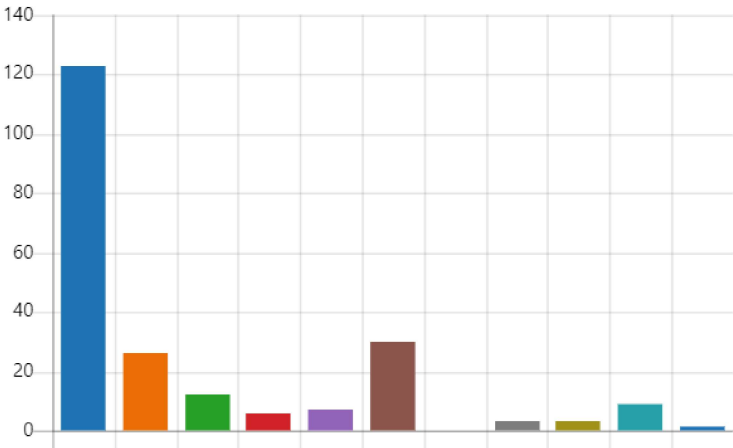
38. How did you get from the stop where you got off the START airport shuttle to your final destination?  
(Select One)

Walk	132
Picked up by family/friends	22
Family/friends left my car near...	6
Rideshare (e.g Uber/Lyft)	5
Taxi	1
Other START route (e.g. Town ...	43
START On Demand	7
Other	3



39. Where was your final destination?  
(Select One)

<span></span> Downtown/Central Jackson	123
<span></span> East Jackson (east of Willow)	26
<span></span> West Jackson (west of Flat Cre...	12
<span></span> South of Jackson (e.g. South P...	6
<span></span> Wilson/West Bank	7
<span></span> Teton Village/Jackson Hole M...	30
<span></span> Grand Teton National Park	0
<span></span> Other parts of Teton County (e...	3
<span></span> Wyoming outside of Teton Co...	3
<span></span> Idaho	9
<span></span> Other	1



40. Are there additional areas/stops that the START airport shuttle should include?  
(Open Ended)

50  
Responses

Latest Responses

41. How long would you wait for a START airport shuttle from Jackson Hole Airport (JAC)?

*(Select One)*

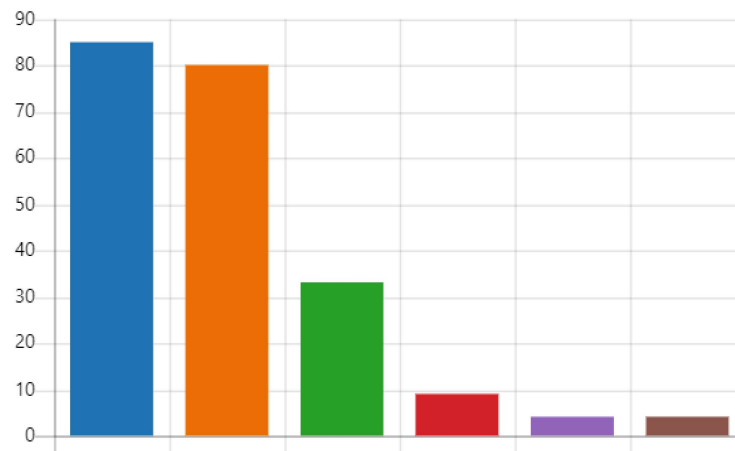
Up to 10 Minutes	11
Up to 20 Minutes	62
Up to 30 Minutes	84
Up to 40 Minutes	34
More than 40 Minutes	26



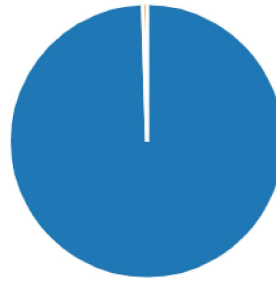
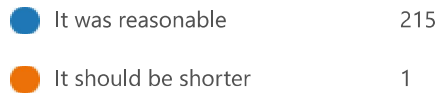
42. How long of a START airport shuttle ride (excluding wait time) would you be willing to take from Jackson Hole Airport (JAC)?

*(Select One)*

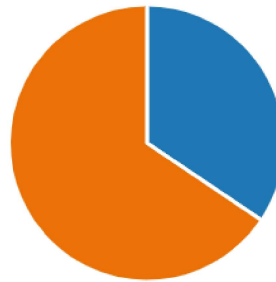
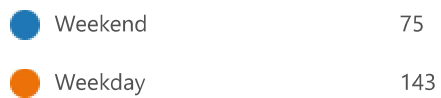
Up to 30 Minutes	85
Up to 45 Minutes	80
Up to 60 Minutes	33
Up to 75 Minutes	9
Up to 90 Minutes	4
More than 90 Minutes	4



43. How did you feel about the travel time for the START airport shuttle from Jackson Hole Airport (JAC)?  
(Select One)



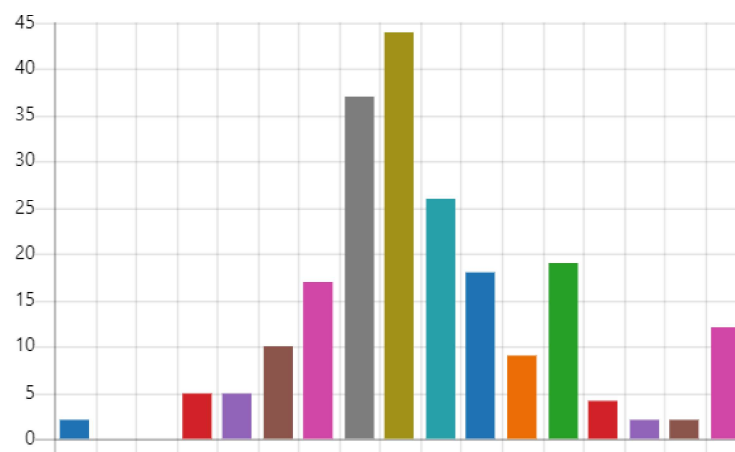
44. Did you use the START airport shuttle from Jackson Hole Airport (JAC) on a weekend or weekday?  
(Select One)



45. Which START airport shuttle departure trip did you board from Jackson Hole Airport (JAC)?

*(Select One)*

5:40 am	2
6:40 am	0
7:40 am	0
8:40 am	5
9:40 am	5
10:40 am	10
11:40 am	17
12:40 pm	37
1:40 pm	44
2:40 pm	26
3:40 pm	18
4:40 pm	9
5:40 pm	19
6:40 pm	4
7:40 pm	2
8:40 pm	2
10:00 pm	12





46. Do you have any comments on the START airport shuttle fare structure?  
(Open Ended)

112  
Responses

Latest Responses

47. What best describes you?  
(Select One)

Full-Time Resident of Wyomin...	180
Part-Time Resident of Wyomin...	11
Visitor	64
Airport/Airline Employee	3



48. Where did you stay during your trip to Jackson?

At a friends' or family member...	8
In an AirBnB or other short-ter...	9
At a hotel/lodging	45



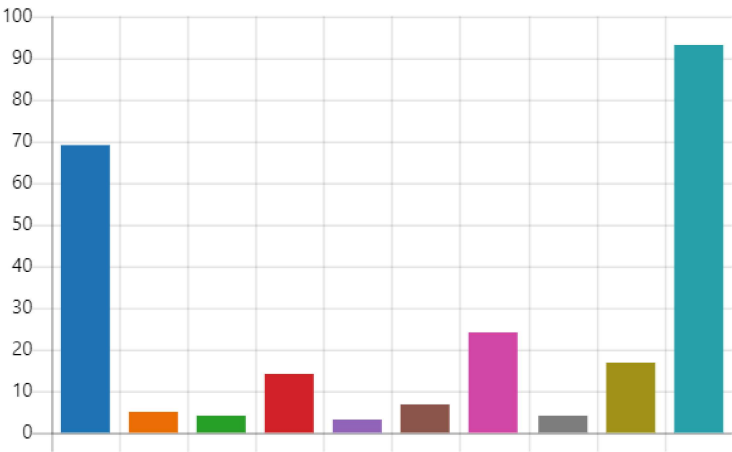
49. What was the name of your hotel/lodging?

40  
Responses

Latest Responses

50. Why did you not use the START airport shuttle to get to/from Jackson Hole Airport (JAC)?  
(Select One)

I did not know it existed	69
I took a shuttle provided by m...	5
The shuttle would take too long	4
The shuttle would be too inco...	14
The shuttle costs too much	3
I prefer to use other forms of t...	7
The shuttle does not stop nea...	24
The shuttle does not stop nea...	4
I could not get to the START s...	17
Other	93



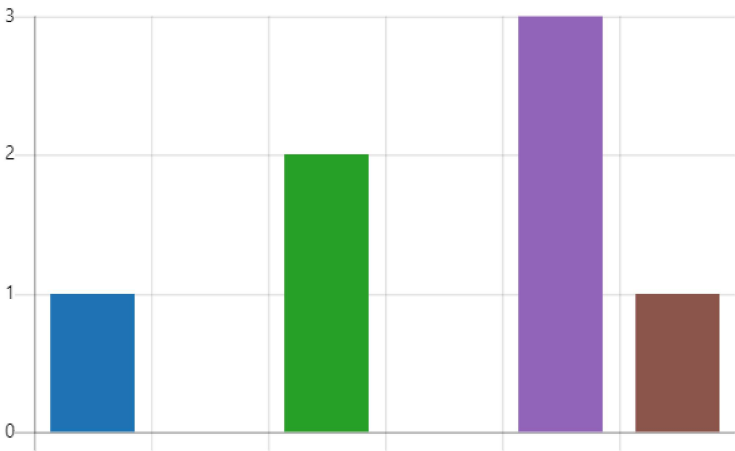
51. Would you take the START airport shuttle to/from Jackson Hole Airport (JAC) now that you know it exists?  
(Select One)

Yes	64
No	3



52. What is your preferred method of transportation to/from Jackson Hole Airport (JAC)?  
(Select One)

Drive personal vehicle and park	1
Carpool	0
Picked up/dropped off by fam...	2
Rideshare (e.g Uber/Lyft)	0
Taxi	3
Other	1



53. What additional areas/stops should the START airport shuttle include?  
(Open Ended)

26  
Responses

Latest Responses

54. What factors would make the START airport shuttle to/from Jackson Hole Airport (JAC) more desirable?  
(Open Ended)

190  
Responses

Latest Responses

# Comments

This includes all comments related to START and public transportation received this winter through 1/15/24. Use the filters to the right to view specific week(s) and/or visitor type

	Num. Comments
<b>Any comments or suggestions regarding continuing to provide public bus service to the airport?</b>	<b>68</b>
no	6
Great idea	2
Better long term parking options for START shuttle	1
Otherwise would have used the shuttle.	1
The Airport Shuttle is fabulous - but without convenient parking it's difficult for locals to access.	1
Should continue but parking issues need to be addressed.	1
I fully and completely support accessible transportation options to and from the airport, especially for locals.	1
Time it with the flights	1
More frequent and allow JHMR pass get one for free.	1
WE LIVE IN RAFTER J	1
Continue	1
I love public transportation	1
Love the shuttle	1
nope	1
Bbb	1
The airport shuttle is so easy to use - quick and economical.	1
I hope you'll continue this great service.	1
Good idea for those staying in town	1
I'm super glad that START has started a shuttle! I hope it continues.	1
Please make the pick up route closer to redmond or the hospital	1
It should run more frequently and the stops, timng and ability to track on the ap should be advertised better	1
its not for everyone, I would rather pay to park	1
Love the idea. Need an Aspens dropoff	1
Sick	1
It was wonderful and the driver was friendly and excellent. Hope this service continues.	1
Good idea	1
Excited to have the service available. For this early flight my partner dropped me off. I will consider the shuttle for future transportation needs.	1
The guy let me use the restroom and I had to go! Thank you!	1
We will look into it next time. Didn't know it was an option	1
wish it was free but besides that its pretty nice	1
I think it's great that there is a shuttle now. Would've used it but live close to golf and tennis	1
I really hope that this continues! I'm very happy that there is finally an affordable option to get to and from the airport. Only question/concern is if you live far from downtown there is no where in town to leave a car and take the shuttle during the winter when you can't park on the streets overnight.	1
I think it is a great service to provide a shuttle, this will be so helpful and more accessible for residents. I greatly appreciate it.	1
It is a great service. Keep it going	1
This service needs to be permanently expanded	1
Could use more shuttles to the ski areas. The resort shuttle from the airport to Grand Targhee was \$380 each way which is insane.	1
It would be grteat to expand pickup / drop off locations outside of downtown	1
wouldn't make sense if we need a rental car anyway and are not staying on mountain	1
I live near the airport so it would not make sense to go to town to be taken back north	1
Please continue a great affordable option to the airport	1
I think it is great	1
Batman	1
I love the START Bus! I'd suggest if possible to run ads in the paper, and/or put flyers out in places where folks will see them (Bagel shop, grocery stores, Cowboy cafe, etc).	1
I have some other ways to get to the airport	1
Live off spring gulch.	1
Get info out there better branding	1
Just cancel it now.	1
Great experience.	1
Yes, please!	1
Love the START airport shuttle and accessibility of Jackson with a quick direct flight. I will definitely be coming back to Jackson Hole!	1
Wilson Drop Off	1

# Comments

H	1
Please work with TOJ for long-term, overnight parking.... or Stilson!	1
None.	1
Please keep in place for those who need.	1
na	1
My husband and I live in Alpine. At this time of year, we can't leave a car parked on the street in Jackson to take the shuttle to the airport, although we wish we could. We luckily have a friend who lives in Jackson that we were able to stay with overnight the night before our flight, but they don't live near the center of town, so we would have had to get a taxi anyways to get to the shuttle stop - might as well just take the taxi the rest of the way at that point. Also, the earliest the shuttle picks up is at 5am and with a 7am flight, that seemed like it would be cutting it too close to check bags prior to the flight. Options for AFFORDABLE long-term parking are desperately needed. It feels like a giant middle finger to the community outside of Jackson - that SUPPORTS Jackson - that there is no simple or affordable way to fly out of JAC.	1
The public bus service was much needed! As one person travelling to the airport, the cost of a taxi or uber was prohibitive. VERY thankful for the public bus service option!	1
Probably a good thing. But I'm retired and pick up my neighbors because I want something to do. So they took us to the airport today and will pick us up. It's only an hour drive over the beautiful Teton Pass.	1
This is a great service. Everyone is amazing. Drivers safe and punctual and call center people very helpful!!	1
There is no where to leave a car in Jackson if coming from Teton valley	1
Schedule could be easier to read and more readily available. Even trying to figure out the schedule from town to Teton Village was not easy. There are multiple schedules with names that aren't intuitive. Wasn't aware it came to the airport as well.	1
Please keep trying! It's an important service from a financial and environmental perspective 😊	1
<b>Why did you not use, or don't plan to use, the START airport shuttle to get to/from JAC? (Other write-in comments)</b>	<b>42</b>
Rental Car	2
Family drop	1
Timing wasn't when I wanted to leave town	1
Convenient to use personal car	1
It couldn't take shuttle there and back since I arrive late on 12/31 and there are no shuttles to driggs until the next morning	1
I had a family member in my house who was able to drive me	1
Friend was able to drop us off	1
No dedicated parking near pickup points	1
I had a rental car for the trip.	1
I tried to combine START On Demand with the airport shuttle. The On Demand pick up time wouldn't get me to the shuttle pick locations on time.	1
My friend hired a car and we weren't staying in Jackson.	1
live in hoback	1
I had a rental car.	1
More convenient to have a friend drop me off (in this case, especially in the snow)	1
My friend always drops me off	1
Live in Moran	1
I have family picking me up	1
Too many nags	1
Family	1
Friend	1
A friend was coming to pick up his parents, so dropped me at the same time!	1
I'm not going to Jackson	1
The timing did not work for our flight	1

# Comments

rental car while in town for a variety of activities	1
I am very excited to take the shuttle, we had a friend take us today	1
Needed rental to travel	1
I am riding bus	1
Not needed	1
Timing wise it did not work	1
Headed to Teton	1
The shuttle is a dumb idea and doesn't really serve a viable need.	1
Going to general aviation.	1
Friend offered a ride	1
Private transportation is available	1
there is no parking at the shuttle stops!	1
Family lives in Jackson	1
I took rental car shuttle.	1
Our friends live here, so it was easier	1
Someone booked for me.	1
local resident pickup	1
Traveling with kids	1
(blank)	
(blank)	