

ROUTE 103

Morrisville Shopping Shuttle

ROUTE OVERVIEW

Route 103 is a Shuttle route that operates between Stowe and Morrisville. The route travels primarily along VT Route 100 and provides service to Stowe Family Practice, Stowe Village, the Morrisville/Stowe Airport, downtown Morrisville, and shopping along VT Route 100 north of downtown (see Figure 1).

Route 103 provides three trips per weekday: one trip from Stowe to Morrisville and two trips from Morrisville to Stowe (see Route 103 operates along the same alignment in both directions. From Stowe, service begins at Stowe Family Practice on the Mountain Road and then travels along the Mountain Road to the West Branch Apartments, which is an affordable housing complex, and Stowe Village. It then operates north along VT

Route 100 to Historic Route 100 through downtown Morrisville and then on to Morrisville's commercial district to Big Lots and Price Chopper. During the school year, the 2:55 PM northbound trip deviates in and out of Bishop Marshall School (AM southbound service is provided by the Route 100 Commuter).

Figure 1: Route Map

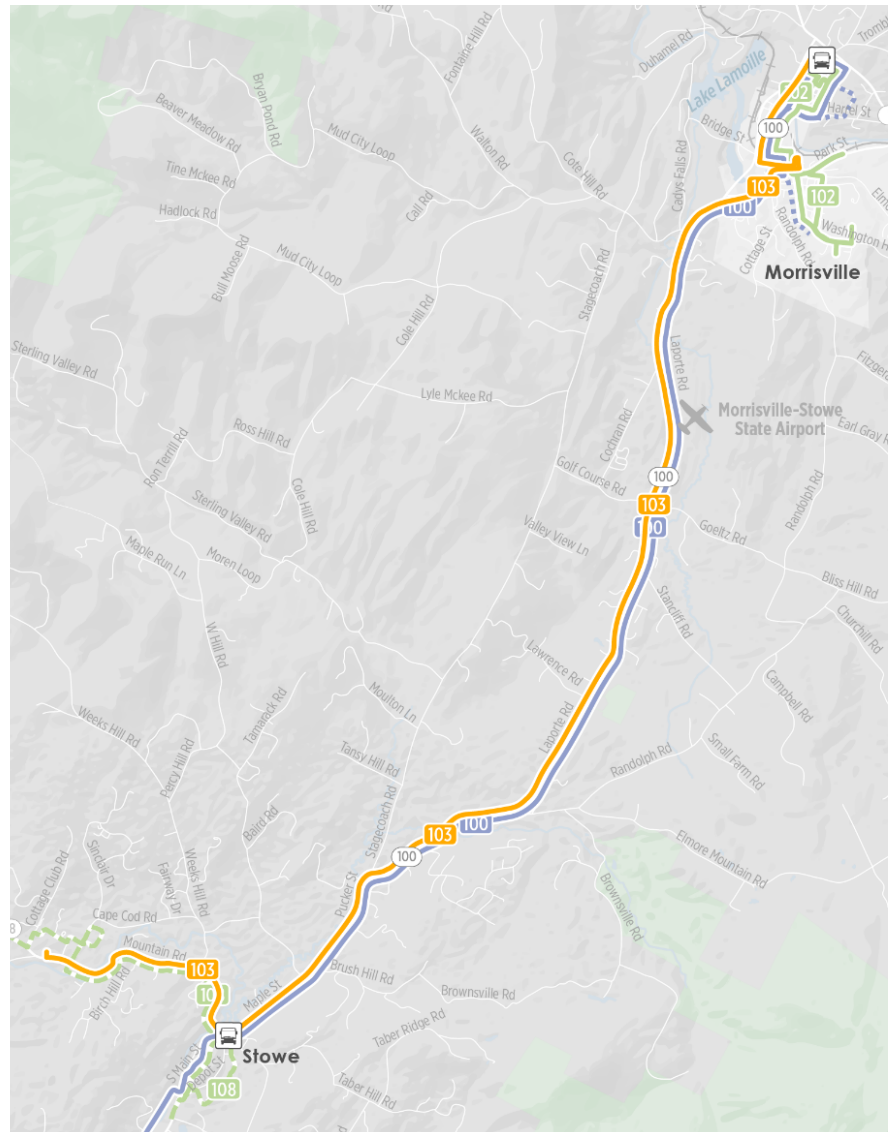


Table 1). Deviations are available by request with 24-hour notice, based on availability, up to three-quarters of a mile. Service is not provided on weekends.

Route 103 operates along the same alignment in both directions. From Stowe, service begins at Stowe Family Practice on the Mountain Road and then travels along the Mountain Road to the West Branch Apartments, which is an affordable housing complex, and Stowe Village. It then operates north along VT Route 100 to Historic Route 100 through downtown Morrisville and then on to Morrisville's commercial district to Big Lots and Price Chopper. During the school year, the 2:55 PM northbound trip deviates in and out of Bishop Marshall School (AM southbound service is provided by the Route 100 Commuter).

Table 1: Schedule Statistics

SERVICE DAY	SPAN OF SERVICE	FREQUENCY (MIN)	DAILY TRIPS (OUTBOUND/INBOUND)
Monday-Friday	10:20 AM to 03:45 PM	3 trips	2/1
Saturday	—	—/—	—
Sunday	—	—/—	—

Peak frequencies are calculated for service between 6:00 am – 9:00 am & 3:00 pm – 6:00 pm. Midday service is 9:00 am – 3:00 pm. Evening service is for service after 6:00 pm. Saturday and Sunday frequencies are shown as AM/PM.

RIDERSHIP

Route 103 carries 24 passengers per weekday, and an average of eight passengers per trip.

Ridership by Stop

Only boarding data is available for Route 103. On inbound trips from Stowe to Morrisville (see Figure 2):

- No passengers board at Stowe Family Practice
- Three passengers board at the West Branch Apartments
- Three passengers board in Stowe Village
- One passenger boards in downtown Morrisville

On outbound trips from Morrisville to Stowe, all passengers board in Morrisville (see Figure 3):

- Three passengers board at Price Chopper
- Two passengers board at Price Chopper
- Two passengers board in downtown Morrisville
- Eight passengers board at Bishop Marshall School

These figures indicate that the largest ridership market on Route 103 is the Bishop Marshall School, and these riders are most likely students. Their destinations cannot be determined through available data, but they are to Stowe. Since the morning service to the school provided by the Route 100 Commuter does not serve the Mountain Road, they would logically be to locations along Route 100 along the Mountain Road within walking distance of VT Route 100.

Ridership by Trip

Route 103 carries 16 passengers southbound and only eight northbound. The imbalance is for two reasons: (1) there are two southbound trips and only one northbound trip, and (2) Bishop Marshall students use Route 103 for southbound trips but Route 100 Commuter for northbound trips.

Ridership per trip ranges from four to 12 (see Figure 4). The first southbound trip from Morrisonville to Stowe carries the lowest number (four), and the last carries the most (12). The northbound trip to Morrisville carries eight passengers.

Figure 2: Weekday Inbound Ridership by Stop

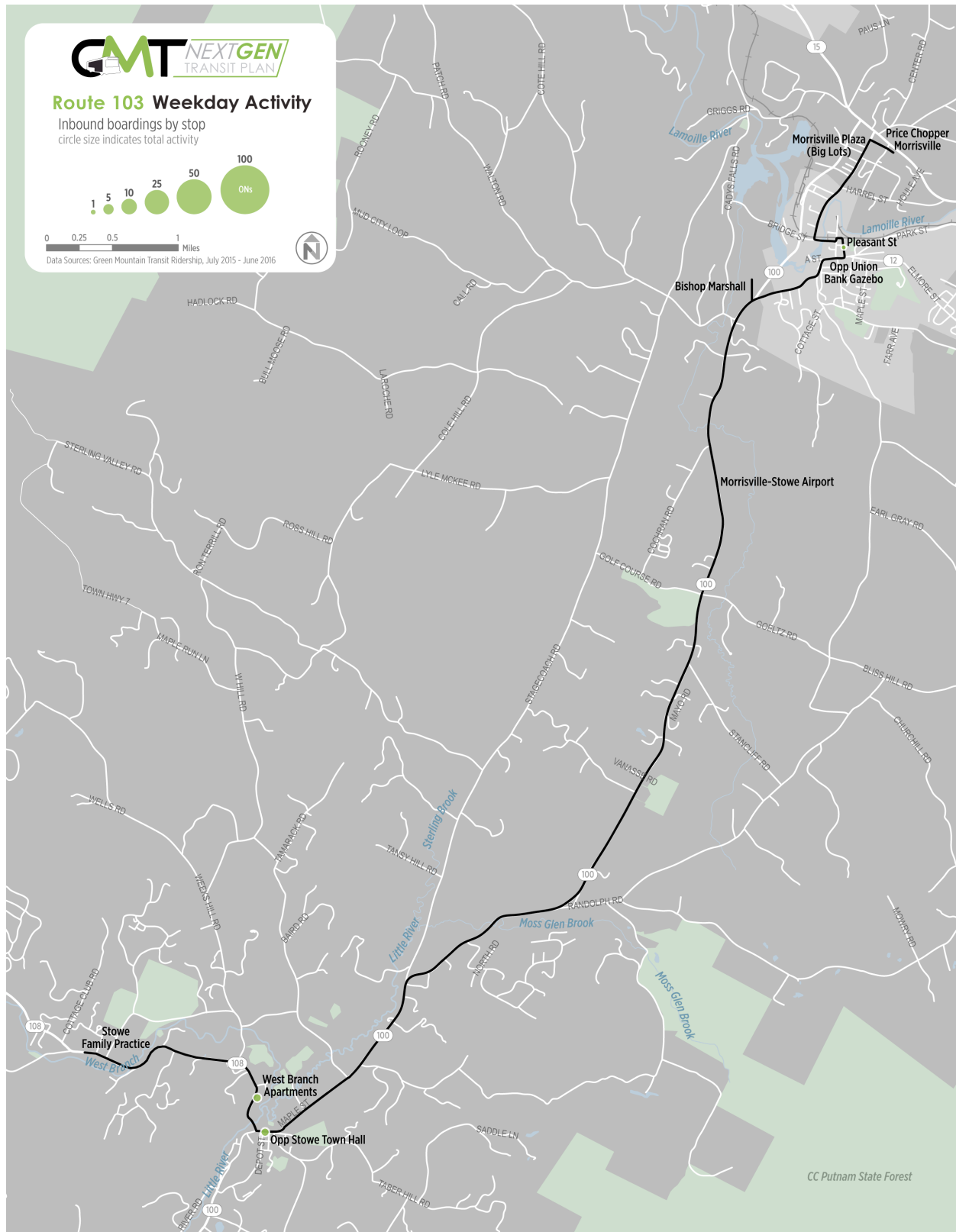


Figure 3: Weekday Outbound Ridership by Stop

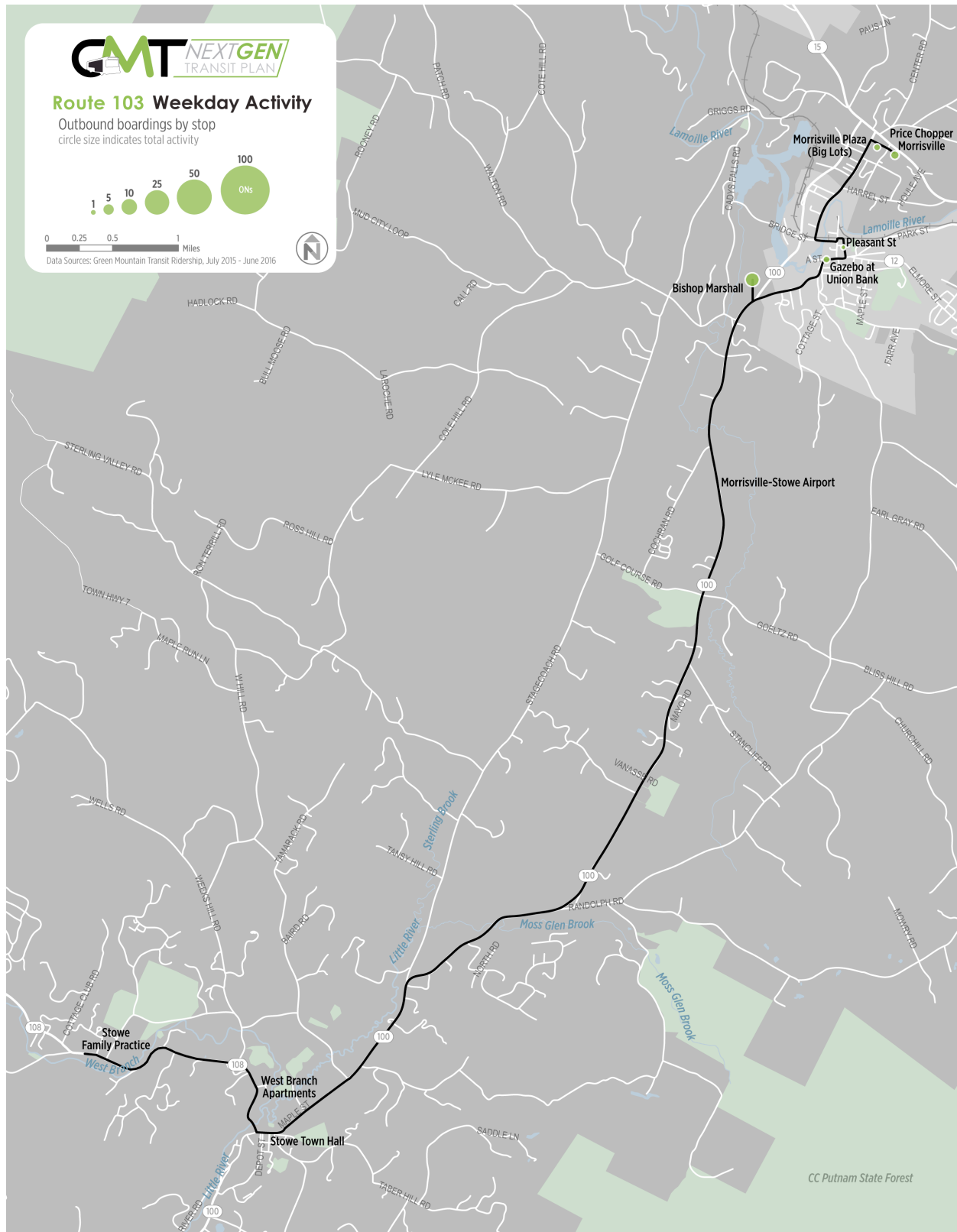
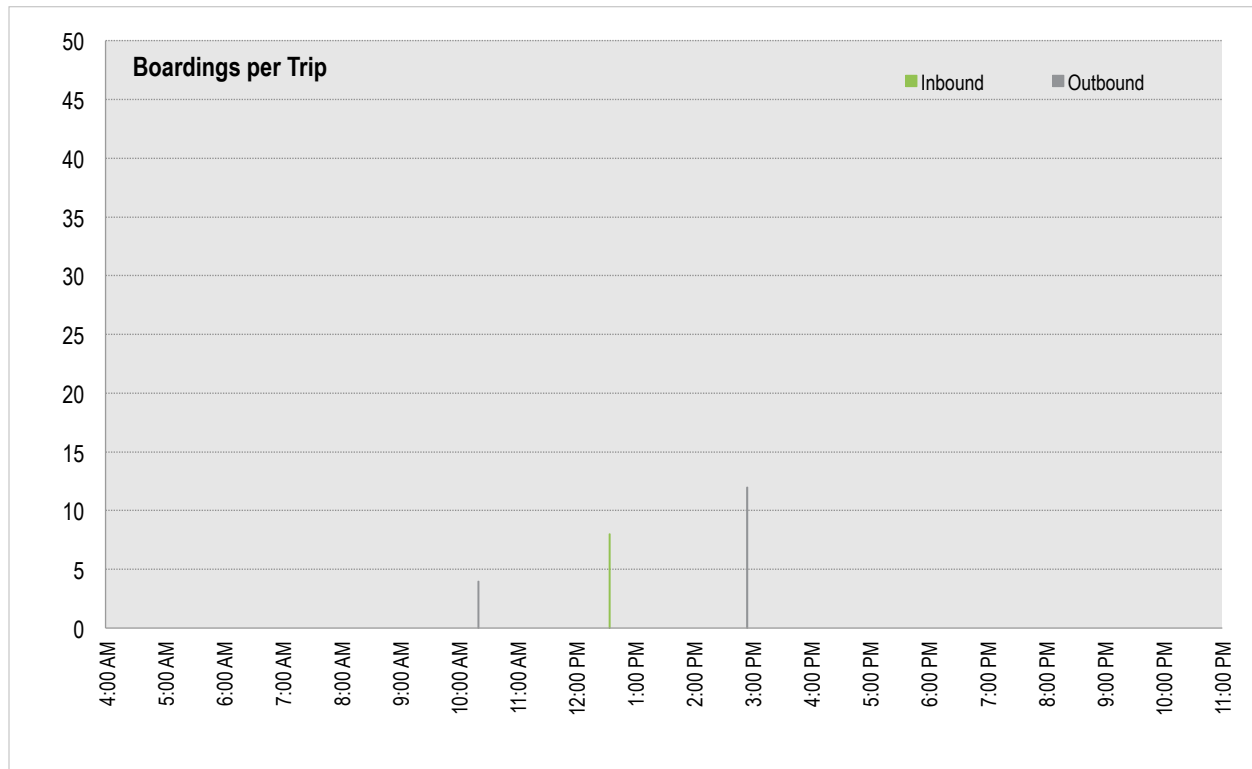


Figure 4: Weekday Ridership by Trip



SERVICE PRODUCTIVITY

Route 103 carries an average of 24 passengers per weekday and 12.5 passengers per revenue hour at a cost of \$6.31 per passenger. The route easily meets VTrans' productivity and cost-effectiveness thresholds.

Table 2: Productivity Statistics

	MONDAY-FRIDAY	SATURDAY	SUNDAY
Average Daily Ridership	24	—	—
Pax/Revenue Service Hour	12.5	—	—
VTrans Productivity Threshold	7.23	7.23	7.23
Pax/One-Way Trip	8.0	—	—
Shuttle Route Average	12.6	—	—
Pax/Revenue Mile	0.7	—	—
Shuttle Route Average	1.9	—	—
Cost/Passenger	\$6.31	—	—
VTrans Productivity Threshold	\$14.67	\$14.67	\$14.67

Source: Green Mountain Transit, May 2016; VTrans Performance Reviews (2016)

SERVICE IMPROVEMENT OPTIONS

Route 103 provides limited service, and performs acceptably well, largely due to afternoon student ridership from Bishop Marshall Academy. However, other ridership is light, in part due to the route's limited schedule. Opportunities to strengthen Route 103 include:

- **Consolidate with Route 103 Morrisville Shopping Shuttle:** GMT uses the same bus to provide service on both Routes 102 and 103, which is why both have limited and irregular schedules. In addition, Route 102 Morrisville Loop provides more frequent service than is warranted by demand. Alternatively, Routes 102 and 103 could be consolidated into a single route that provides service between Stowe and Morrisville that would provide much better service between the two.
- **Provide Direct Service to the Stowe Shaw's:** The Stowe Shaw's is the town's major supermarket. At present service operates in front of the Shaw's and northbound, VT Route 100 can be difficult to cross. To make this location more convenient for riders, service could operate via the parking lot in both directions.