

From everyone at Green Mountain Transit, we would like to thank everyone in the Mad River Valley Community for another great season. We look forward to seeing you next year!

Acknowledgements

The Mad Bus is operated in partnership with GMT, VTRANS, Sugarbush Resort, MRVPD, MRV Chamber of Commerce and area businesses. We would like to thank all those who worked tirelessly on yet another great season:

Senior Transit Planner Chris Damiani, Director of Marketing and Planning Jamie Smith, Marketing & Outreach Coordinator Ash Labombard, Transit Data Analyist Erika Osrio, without who we wouldn't have the data to publish, and all the wonderfull superviors and staff in the Operations department that run this service each year.



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A HISTORY OF

THE MAD BUS



One cannot talk about bus service in the Mad River Valley without first remarking upon Sugarbush, after all that is where it all started. In November of 1993, Sugarbush Resort began operations of a shuttle that would transport skiers between Lincoln Peak and Mt Ellen. The success of this seasonal, on-mountain service would lead the Sugarbush Chamber of Commerce, Sugarbush Resort, the Mad River Valley Planning District(MRVPD), and the Central Vermont Transit Association "Wheels" to come together to create a comprehensive public transit system for the Valley. The first step in this shared venture was gaining funding for a short range transit plan that would integrate private services such as Sugarbush Resort's shuttle with Wheels' fixedroute services.

Through local and private funding, this collective would pilot an expansion of Sugarbush's onmountain service to the Valley Floor, during Christmas week in 1996. The "Fun Shuttle" as it was called would serve 261 passengers during this time. While ridership may not have been high, it did allow the planning collective to learn more about scheduling, service consistency and most importantly what riders wanted from the service. Having this information greatly helped draft a grant application for the Vermont Agency of Transportation (AOT) and the Central

Vermont Regional Planning Commission to fund the creation of the plan.

Upon the application's approval, the planning collective of Sugarbush Chamber of Commerce, Sugarbush Resort and MRVPD, more formally known as the Mad River Valley Transportation Advisory Committee or "TAC" would hire Wilbur Smith Associates of Montpelier to prepare the plan. The company recommended a program of fixed-route service in the Valley that should be owned and operated by Wheels with MRV TAC providing an advisory role to the service.

Wheels began operation of "Valley T" service in October of 1999, after taking over operations of Sugarbush's on-mountain service the previous year. Wheels would go on to operate the service until their closure in 2002. It was at this time that a subsidiary of Chittenden County Transit Agency, known as Green Mountain Transit Agency would take over operation of bus service in the Mad River Valley.

THE MAD BUS

AT A GLANCE

GMT was thrilled to provide public transit service to the Mad River Valley community for the 2022-2023 ski season. With ridership rebounding to near pre-pandemic levels, GMT was happy to assist in helping provide a way to get residents and visitors around to recreate, work, shop, dine or to other appointments in the Mad River Valley.

Mad Bus Service this year started on December 21, 2022 and ran till April 2, 2023 for a total of 103 operating days. We ran four routes during the season including the Valley Floor, Mt. Ellen, Access Rd. and Mountain Condos providing transportation for over 47,000 people.

One of the biggest changes to service this year was extended evening service on the Valley Floor route. Before the pandemic, GMT operated the Valley Evening Service which has had a few different service delivery models over the years. Most recently it operated as a fixed route that circulated around the Valley. With the pandemic shifting transit demand during the evening hours most notably due to adjusted dining operations, GMT stopped running the Valley Evening route for the 2020-2021 and

2021-2022 ski season. As dining establishments reopened it was important to provide some form of evening service to get passengers between the Valley and the base of Sugarbush Resort. For this past season, GMT added additional trips on the Valley Floor route departing Sugarbush at 6 and 7 pm everyday. In addition, every Saturday and select Sundays, GMT operated a Valley Floor trip at 8 pm and 9 pm.

Staffing continues to play an important role in providing service and is always a team effort in executing a successful season. We would especially like to thank our bus operators and maintenance staff! As always we are very grateful for bus operators who return year after year. Over the course of the winter season we had over twelve bus operators from across our various service areas help deliver outstanding customer service getting our riders to where they needed to go.

THIS SEASON IN NUMBERS 47,299 Th 3 102 ** TOTAL RIDERS 459 AVG. DAILY RIDERS THIS SEASON IN NUMBERS 52,590 AVG. DAILY RIDERS

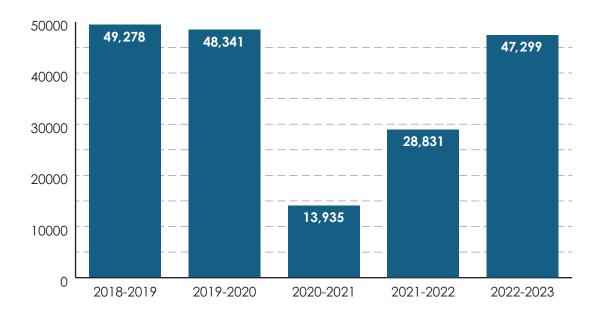


A LOOK AT

RIDERSHIP TRENDS

TOTAL RIDERSHIP OVER THE LAST FIVE YEARS

Ridership increased an awstounding 239% from the 2020-2021 season. While ridership has not fully recovered we are getting closer with only a 2.1 % decrease from the 2019-2020 season that was minimally affected by the pandemic.



DAILY SNOWFALL VS. RIDERSHIP

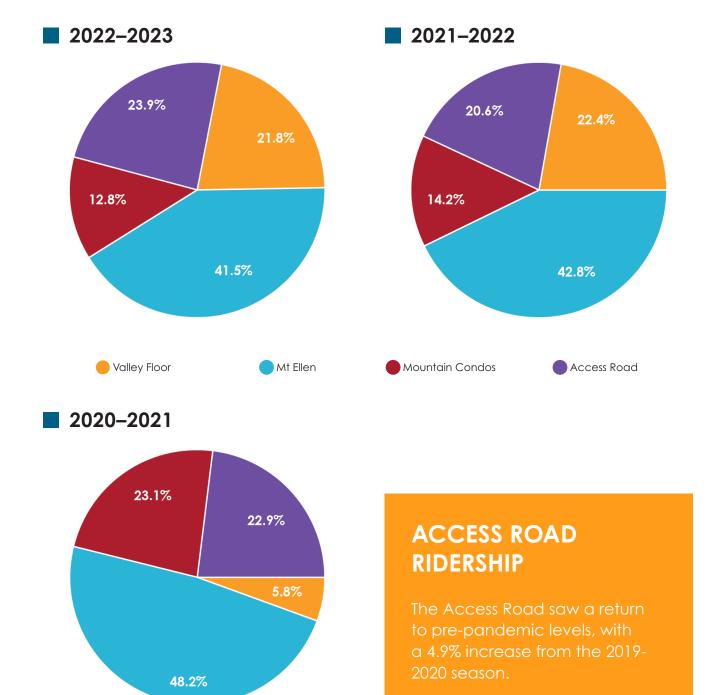
An increase in snowfall does not suggest an increase in ridership consistently. The relationship between ridership and snowfall does not appear to be linear, suggesting that the highest ridership happens around moderate amounts of snowfall approximately 0 to 9 inches.



A THREE YEAR LOOK AT

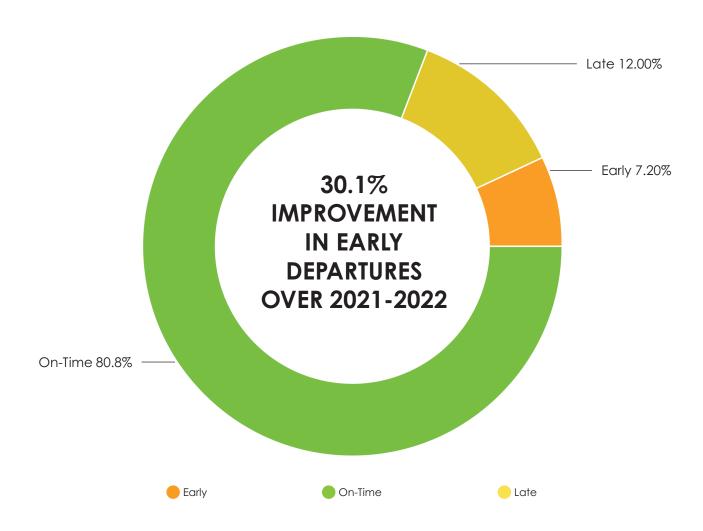
ROUTE SHARES

This past season saw close to a full return to pre-pandemic levels across all routes, with some like the Rt 125 Access Rd seeing an increase over the 2019-2020 season.



ON-TIME PERFORMANCE

The following graphics provide on-time performance data for seasonal service in the Mad River Valley over the last season. The routes monitored in this data include: the Valley Floor, Mt. Ellen, Mountain Condos and Access Road. A total of 35,498 timepoints were among these four routes. On-time performance decreased 2.2% from 2021-2022 season due to an increase in late departures.



Early: vehicles departing the stop more than one minute early

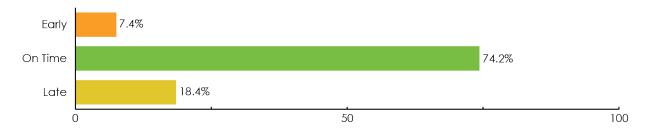
On-Time: vehicles departing the stop less than one minute early & less than five minutes late

Late: vehicles departing the stop more than five minutes late

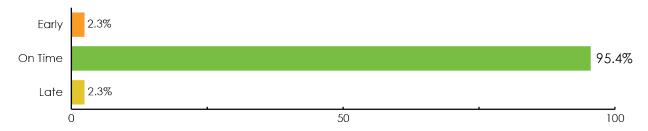
ON-TIME PERFORMANCE BY

BUS ROUTE

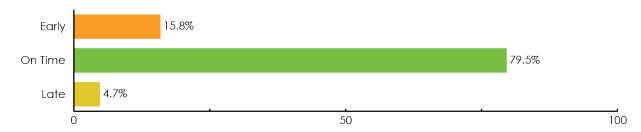
RT 120 VALLEY FLOOR



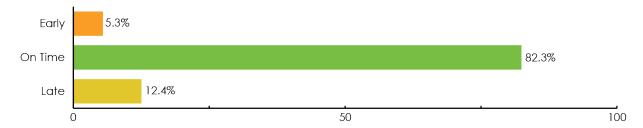
RT 122 MT ELLEN



RT 124 MOUNTAIN CONDOS



RT 125 ACCESS ROAD



Early: vehicles departing the stop more than one minute early

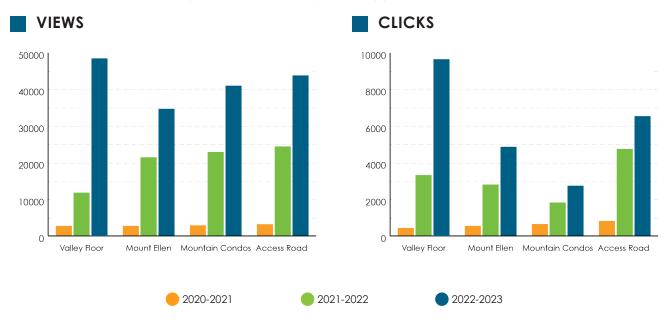
 $\textbf{On-Time:} \ \text{vehicles departing the stop less than one minute early \& less than five minutes late}$

Late: vehicles departing the stop more than five minutes late

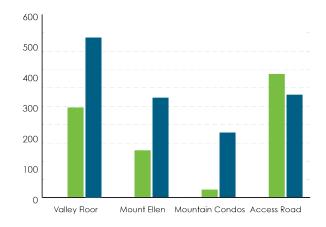
A LOOK BACK AT

TRANSIT USAGE

The following graphs show the break down of views, clicks, and GO trips over the last three seasons. App usage has more than recovered after the pandemic, with the number of clicks and views showing exponential growth from 2019-2020 season. The increase beyond pre-pandemic levels can be attributed to the limited printing of bus map and guides as well as back end work to improve the accuracy of the app.



GO TRIPS



TRANSIT

Green Mountain Transit is proud to partner with Transit, a mobility app that allows passengers to track their bus real-time across all our routes.

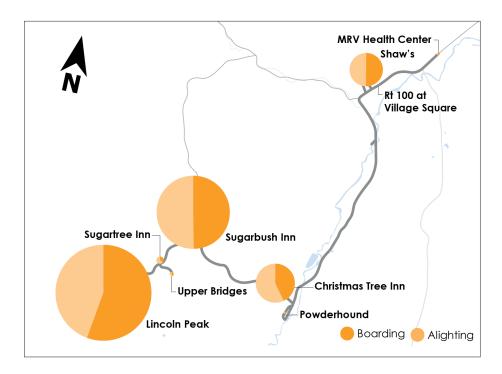
Views- number of times a route is displayed on the list of nearby options Clicks- number of times an app user clicks on a particular route GO Trips- number of riders who utilize the GO function in the app

A ROUTE BY ROUTE BREAKDOWN OF

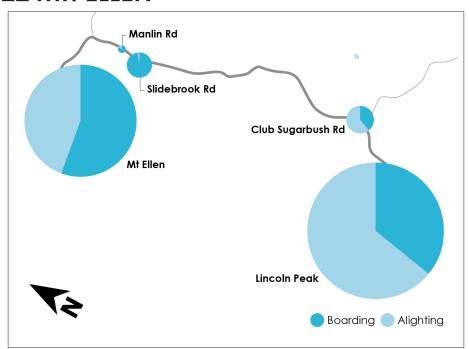
ONS & OFFS

Boardings and Alightings are an important data point for future service planning. It shows the usage at a stop level which can influence the way a route is designed including routing, placement, and the level of stop amenities.

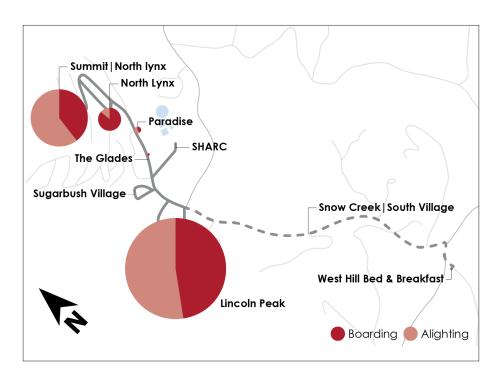
RT. 120 VALLEY FLOOR



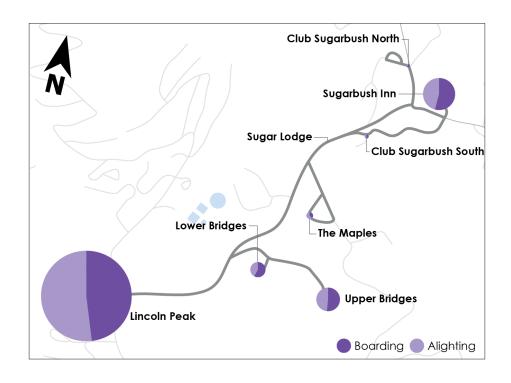
RT. 122 MT. ELLEN



RT. 124 MOUNTAIN CONDOS



RT. 125 ACCESS ROAD





DATA APPENDIX

...A DEEPER LOOK INTO RIDERSHIP

RIDERSHIP SHARE BY ROUTE

	2022-2023	2021-2022	2020-2021	2019-2020	2018-2019
Rt. 120 Valley Floor	10,313	6,466	791	6,935	6,481
Rt. 121 Valley Evening Service	Service w	Service was shut down in March 2020		1,270	1,837
Rt. 122 Mt. Ellen	19,620	12,386	6,613	19,856	31,896
Rt. 124 Mountain Condos	6,079	4,107	3,172	9,329	9,064
Rt. 125 Access Road	11,287	5,952	3,136	10,756	
Total	47,299	28,891	13,712	48,146	49,278

RT. 120 VALLEY FLOOR

TRANSIT USAGE

	Views	Clicks	GO Trips
2022-2023	48,488	9,650	524
2021-2022	11,675	3,290	293
2020-2021	2,618	403	Feature N/A

WEEKDAY RIDERSHIP

TO WAITSFIELD

	Boardings	Alightings
BOL Passengers	114	0
SHARC	184	0
Lincoln Peak	2,022	4
Upper Bridges	61	86
Lower Bridges	60	86
Sugar Lodge	44	58
Sugarbush Inn	737	969
Access Rd at Wheeler Brook Rd	8	47
Access Rd at Christmas Tree Rd	111	841
Powder Hound	4	108
Yestermorrow Build School	2	16
M.R. Green Northfield Bank	6	85
M.R. Green Taste Place	25	77
Shaw's	483	727
Rt 100 at Village Square	17	52
Rt 100 at Carroll Rd	30	50
Bridge St. Shops	8	45
MRV Health Center	3	91
EOL Passengers	0	600
Total	3,919	3,942

WEEKDAY RIDERSHIP

TO LINCOLN PEAK

	Boardings	Alightings
BOL Passengers	600	0
MRV Health Center	107	1
Bridge St. Shops	33	12
Lawson's Big Picture Theater	11	10
Rt 100 at Village Square	22	4
Shaw's	332	79
MRV Senior Center	38	8
American Flatbread	4	3
Yestermorrow Build School	0	4
Powder Hound Condos	34	3
Christmas Tree Inn	735	157
Access Rd at Wheeler Brook Rd	7	14
Sugarbush Inn	1046	602
Sugartree Inn	119	303
Upper Bridges	62	27
Lower Bridges	2	1
Lincoln Peak	0	1817
EOL Passengers	0	107
Total	3,152	3,152

VALLEY FLOOR RIDERSHIP

Valley Floor ridership has bounced back from COVID with a 48.7% increase from prepandemic levels.

SATURDAY RIDERSHIP

TO WAITSFIELD

	Boardings	Alightings
BOL Passengers	56	0
SHARC	10	0
Lincoln Peak	623	4
Upper Bridges	10	41
Lower Bridges	8	19
Sugar Lodge	15	38
Sugarbush Inn	75	284
Access Rd at Wheeler Brook Rd	5	14
Access Rd at Christmas Tree Rd	21	153
Powder Hound	0	35
Yestermorrow Build School	4	1
M.R. Green Northfield Bank	0	18
M.R. Green Taste Place	0	4
Shaw's	48	126
Rt 100 at Village Square	3	10
Rt 100 at Carroll Rd	2	5
Bridge St. Shops	2	18
MRV Health Center	0	20
EOL Passengers	0	87
Total	882	877

SATURDAY RIDERSHIP

TO LINCOLN PEAK

	Boardings	Alightings
BOL Passengers	97	0
MRV Health Center	29	0
Bridge St. Shops	33	2
Lawson's Big Picture Theater	1	0
Rt 100 at Village Square	2	3
Shaw's	59	0
MRV Senior Center	17	1
American Flatbread	0	1
Yestermorrow Build School	0	0
Powder Hound Condos	18	1
Christmas Tree Inn	102	24
Access Rd at Wheeler Brook Rd	6	0
Sugarbush Inn	143	75
Sugartree Inn	72	25
Upper Bridges	7	2
Lower Bridges	0	0
Lincoln Peak	0	415
EOL Passengers	0	37
Total	586	586

SUNDAY RIDERSHIP

TO WAITSFIELD

	Boardings	Alightings
BOL Passengers	50	0
SHARC	1	0
Lincoln Peak	582	0
Upper Bridges	17	38
Lower Bridges	4	15
Sugar Lodge	1	18
Sugarbush Inn	124	264
Access Rd at Wheeler Brook Rd	6	4
Access Rd at Christmas Tree Rd	10	203
Powder Hound	3	31
Yestermorrow Build School	2	1
M.R. Green Northfield Bank	3	13
M.R. Green Taste Place	4	0
Shaw's	92	137
Rt 100 at Village Square	4	10
Rt 100 at Carroll Rd	0	0
Bridge St. Shops	2	7
MRV Health Center	0	20
EOL Passengers	0	141
Total	905	902

SUNDAY RIDERSHIP

TO LINCOLN PEAK

	Boardings	Alightings
BOL Passengers	152	0
MRV Health Center	18	0
Bridge St. Shops	33	2
Lawson's Big Picture Theater	0	5
Rt 100 at Village Square	0	4
Shaw's	82	7
MRV Senior Center	7	0
American Flatbread	2	2
Yestermorrow Build School	0	0
Powder Hound Condos	8	2
Christmas Tree Inn	86	46
Access Rd at Wheeler Brook Rd	12	4
Sugarbush Inn	176	112
Sugartree Inn	16	36
Upper Bridges	6	6
Lower Bridges	0	1
Lincoln Peak	0	324
EOL Passengers	0	49
Total	598	597

RT. 122 MT ELLEN

TRANSIT USAGE

	Views	Clicks	GO Trips
2022-2023	34,575	4,842	325
2021-2022	21,345	2,772	153
2020-2021	2,616	525	Feature N/A

WEEKDAY RIDERSHIP

	Boardings	Alightings
BOL Passengers	147	0
Lincoln Peak	2,256	50
Club Sugarbush at Hamilton Dr	300	579
Manlin Road	417	129
Mt. Ellen	3,412	2,475
Slidebrook	1,230	31
Club Sugarbush at North Rd	499	899
Lincoln Peak	209	4,132
EOL Passengers	0	174
Total	8,470	8,469

SATURDAY RIDERSHIP

	Boardings	Alightings
BOL Passengers	37	0
Lincoln Peak	636	2704
Club Sugarbush at Hamilton Dr	145	138
Manlin Road	305	58
Mt. Ellen	2,809	2,472
Slidebrook	1,103	48
Club Sugarbush at North Rd	197	252
Lincoln Peak	1,650	1,176
EOL Passengers	0	33
Total	6,882	6,881

MOUNTAIN CONDOS TRANSIT USAGE

Mountain Condos had a stunning 779.2% increase in GO Trips from last season.

SUNDAY RIDERSHIP

	Boardings	Alightings
BOL Passengers	3	0
Lincoln Peak	325	2,089
Club Sugarbush at Hamilton Dr	104	112
Manlin Road	212	24
Mt. Ellen	1,780	1,439
Slidebrook	910	0
Club Sugarbush at North Rd	161	228
Lincoln Peak	981	582
EOL Passengers	0	1
Total	4,476	4,475

RT. 124 MOUNTAIN CONDOS

TRANSIT USAGE

	Views	Clicks	GO Trips
2022-2023	40,877	2,718	211
2021-2022	22,780	1,796	24
2020-2021	2,763	622	Feature N/A

WEEKDAY RIDERSHIP

	Boardings	Alightings
BOL Passengers	163	0
Lincoln Peak	786	9
Snow Creek	1	2
South Village	1	0
West Hill House Bed & Breakfast	10	0
Wild Fire	0	2
SHARC	5	28
The Glades	99	50
Paradise	92	157
Summit North Lynx	558	820
North Lynx	482	92
Sugarbush Village	15	76
Lincoln Peak	330	1,195
EOL Passengers	0	106
Total	2,542	2,537

SATURDAY RIDERSHIP

	Boardings	Alightings
BOL Passengers	81	0
Lincoln Peak	317	34
Snow Creek	0	0
South Village	0	0
West Hill House Bed & Breakfast	4	0
Wild Fire	0	0
SHARC	1	23
The Glades	47	22
Paradise	80	85
Summit North Lynx	502	865
North Lynx	585	94
Sugarbush Village	14	92
Lincoln Peak	816	1,129
EOL Passengers	0	103
Total	2,447	2,447

SUNDAY RIDERSHIP

	Boardings	Alightings
BOL Passengers	73	0
Lincoln Peak	361	3
Snow Creek	0	1
South Village	0	0
West Hill House Bed & Breakfast	6	0
Wild Fire	0	0
SHARC	11	0
The Glades	38	20
Paradise	38	72
Summit North Lynx	324	423
North Lynx	308	34
Sugarbush Village	4	43
Lincoln Peak	210	703
EOL Passengers	0	0
Total	1,373	1,373

RT. 125 ACCESS ROAD

TRANSIT USAGE

	Views	Clicks	GO Trips
2022-2023	43,692	6,509	335
2021-2022	24,295	4,725	403
2020-2021	3,049	768	Feature N/A

ACCESS ROAD TRANSIT USAGE

Access Rd saw a 79.8% increase in Transit usage over last season.

WEEKDAY RIDERSHIP

	Boardings	Alightings
BOL Passengers	122	0
Lincoln Peak	1,392	0
Upper Bridges	167	314
Lower Bridges	174	233
The Maples	275	367
Sugar Lodge	65	37
Lower Sugarbush Club	68	79
Sugarbush Inn	965	760
Upper Sugarbush Club	90	90
Sugartree Inn	58	100
Upper Bridges	198	11
Lower Bridges	224	11
Lincoln Peak	285	1,900
EOL Passengers	0	174
Total	4,083	4,076

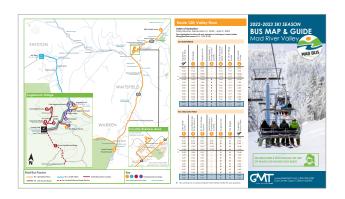
SATURDAY RIDERSHIP

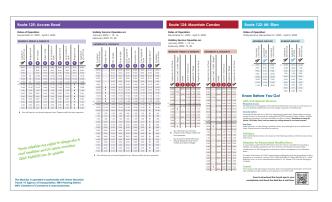
	Boardings	Alightings
BOL Passengers	55	0
Lincoln Peak	1,237	0
Upper Bridges	116	343
Lower Bridges	131	240
The Maples	86	184
Sugar Lodge	66	74
Lower Sugarbush Club	127	116
Sugarbush Inn	283	302
Upper Sugarbush Club	153	140
Sugartree Inn	56	14
Upper Bridges	253	17
Lower Bridges	198	31
Lincoln Peak	169	1,424
EOL Passengers	0	45
Total	2,930	2,930

SUNDAY RIDERSHIP

	Boardings	Alightings
BOL Passengers	10	0
Lincoln Peak	679	0
Upper Bridges	62	179
Lower Bridges	56	144
The Maples	44	91
Sugar Lodge	19	12
Lower Sugarbush Club	59	57
Sugarbush Inn	209	167
Upper Sugarbush Club	49	56
Sugartree Inn	10	5
Upper Bridges	143	6
Lower Bridges	124	0
Lincoln Peak	18	749
EOL Passengers	0	16
Total	1,482	1,482

BUS MAP AND GUIDE FOR THE 2022-2023 SEASON





BUS STOP & INFORMATIONAL SIGNS





