



GMT NEXT GEN TRANSIT PLAN
MARKET ANALYSIS PREVIEW

JUNE 13, 2017



GREEN MOUNTAIN TRANSIT

MARKET ANALYSIS

**Determine underlying demand for transit,
with focus on:**

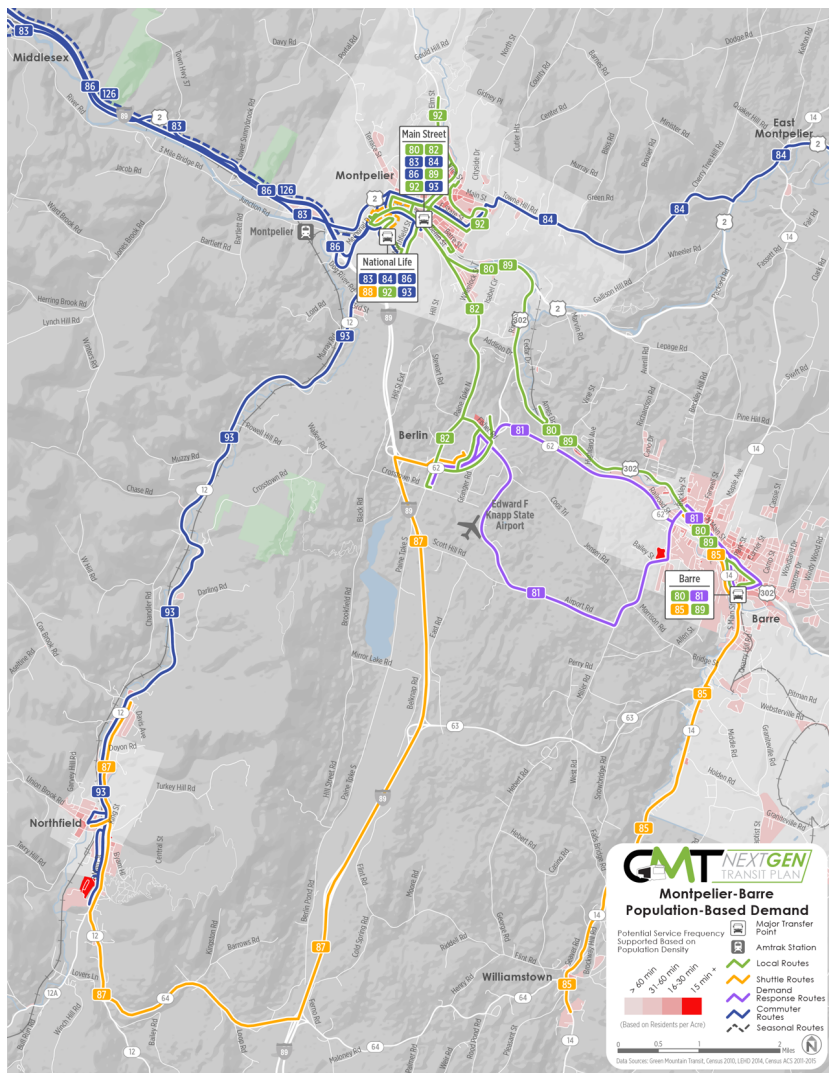
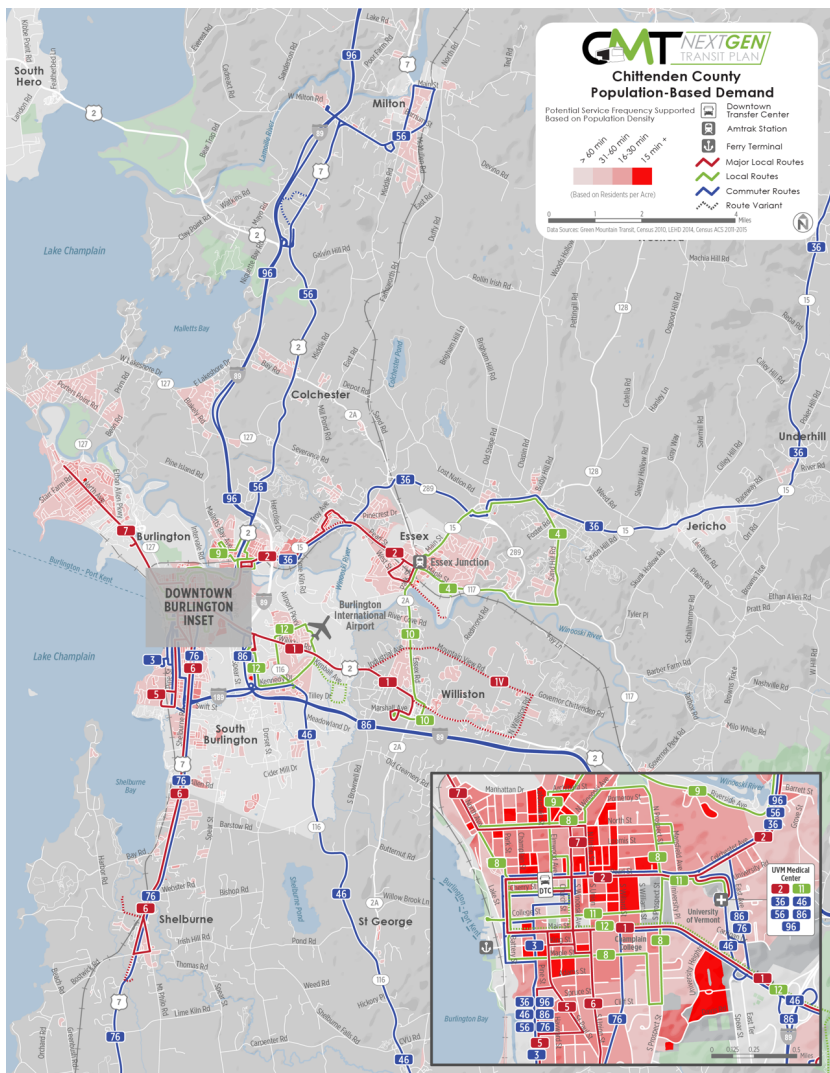
- Population and employment density
- Socio-economic characteristics
- Location of major activity centers
- Work trip travel flows



POPULATION & EMPLOYMENT-BASED DEMAND

1. Estimate population-based demand based on population density
2. Make adjustments for socio-economic characteristics
3. Estimate employment-based demand based on employment density
4. Combine results of Steps 3 and 4

2015 POPULATION DENSITY



SOCIO-ECONOMIC CHARACTERISTICS & TRANSIT DEMAND

ACS data used to determine relative transit use among different groups

Reliable data only available for Chittenden County

Data only includes work trips

DEMOGRAPHIC GROUP	TRANIST PROPENSITY
RACE AND ETHNICITY	
White Alone (Not Hispanic/Latino)	0.94
Black or African-American (Not Hispanic/Latino)	4.00
Asian (Not Hispanic/Latino)	4.11
Other Race (Not Hispanic/Latino)	1.92
Hispanic/Latino	3.65
VEHICLE OWNERSHIP	
No Car	8.85
One or More Cars	0.87
ANNUAL INCOME	
Less than \$10,000	2.58
\$10,000-\$15,000	2.58
\$15,000-\$25,000	2.07
\$25,000-\$50,000	0.64
\$50,000 and Higher	0.42

TRANSIT PROPENSITY = RELATIVE TRANSIT DEMAND VERSUS POPULATION AS A WHOLE (AVERAGE = 1)

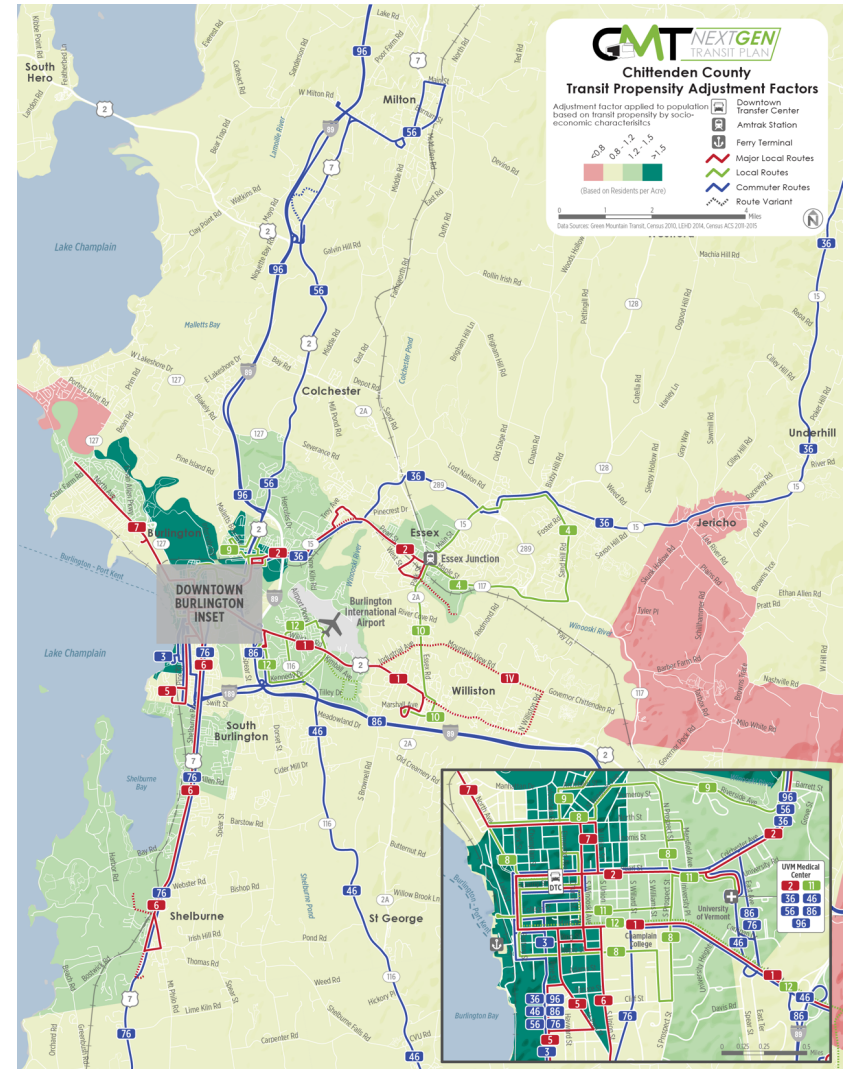
IMPACTS OF SOCIO-ECONOMIC CHARACTERISTICS

Highest increases in relative demand:

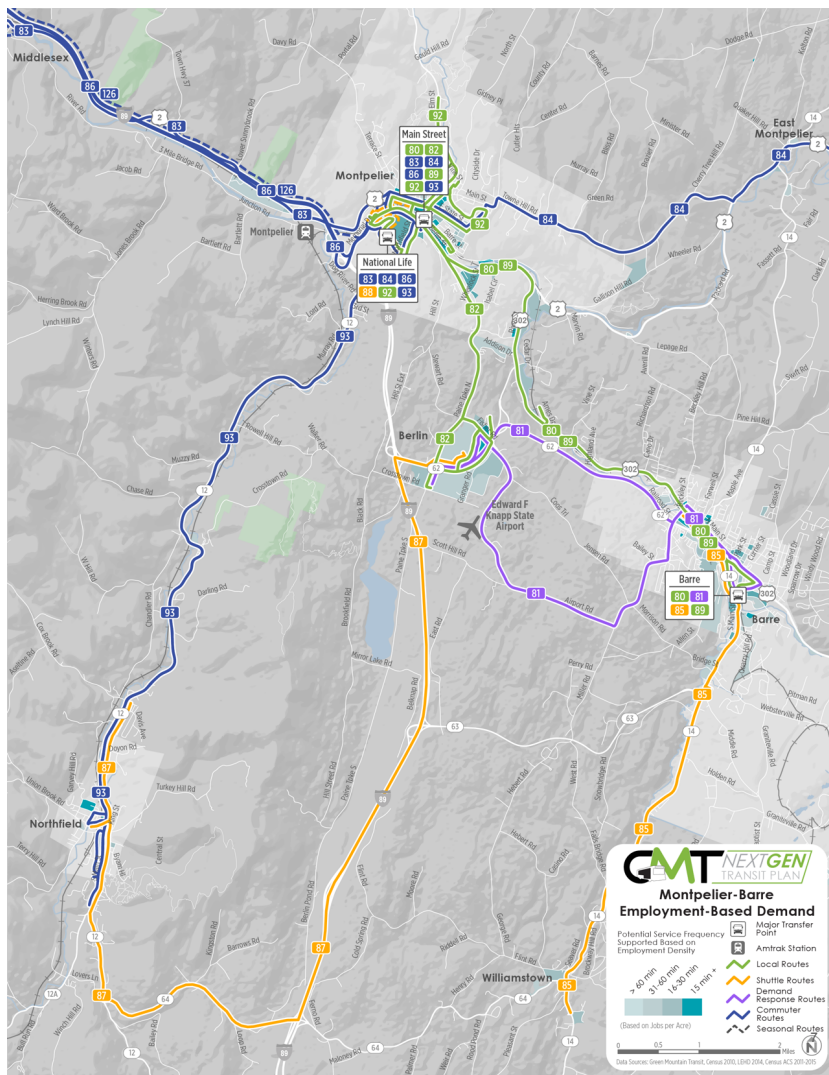
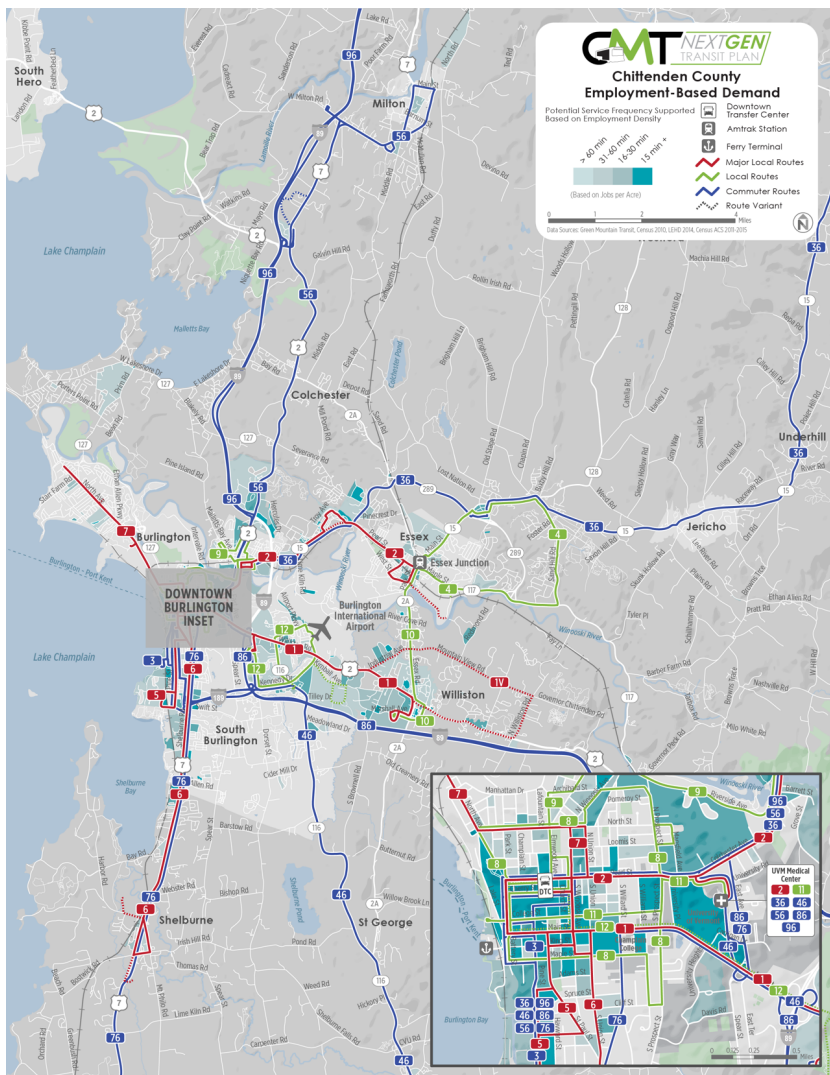
In and around downtown Burlington
Intervale

Also increases demand, but to a lower extent:

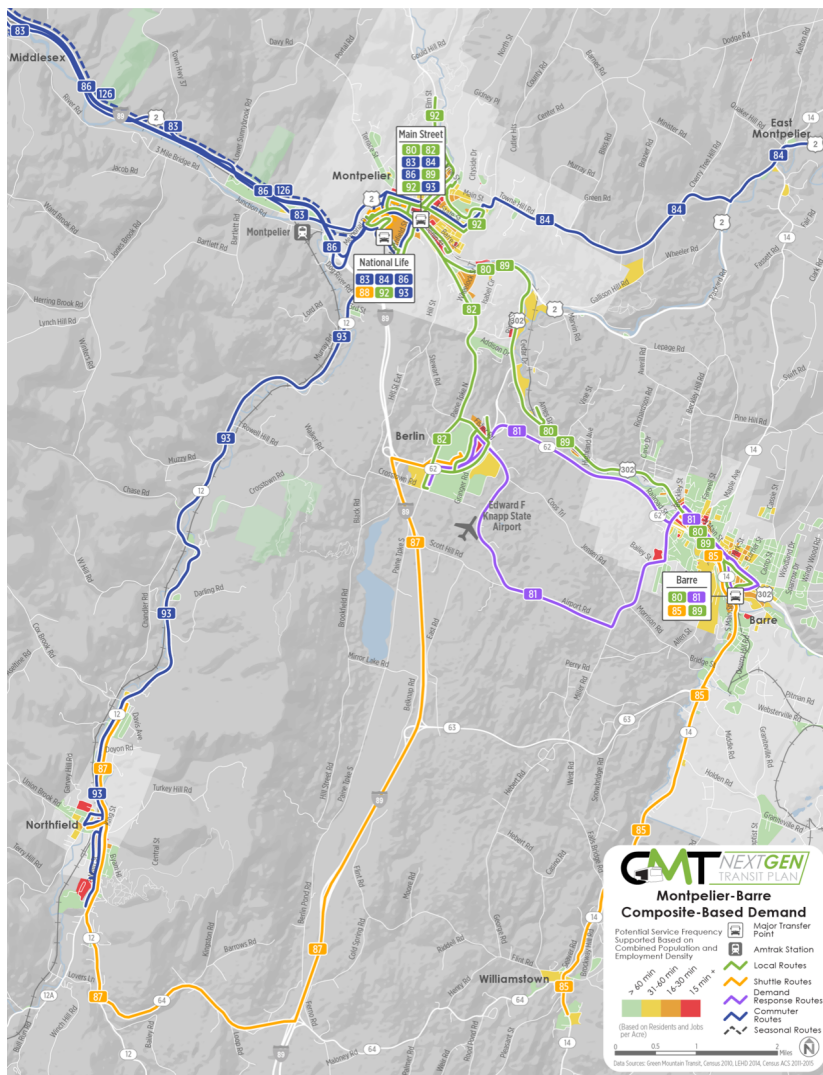
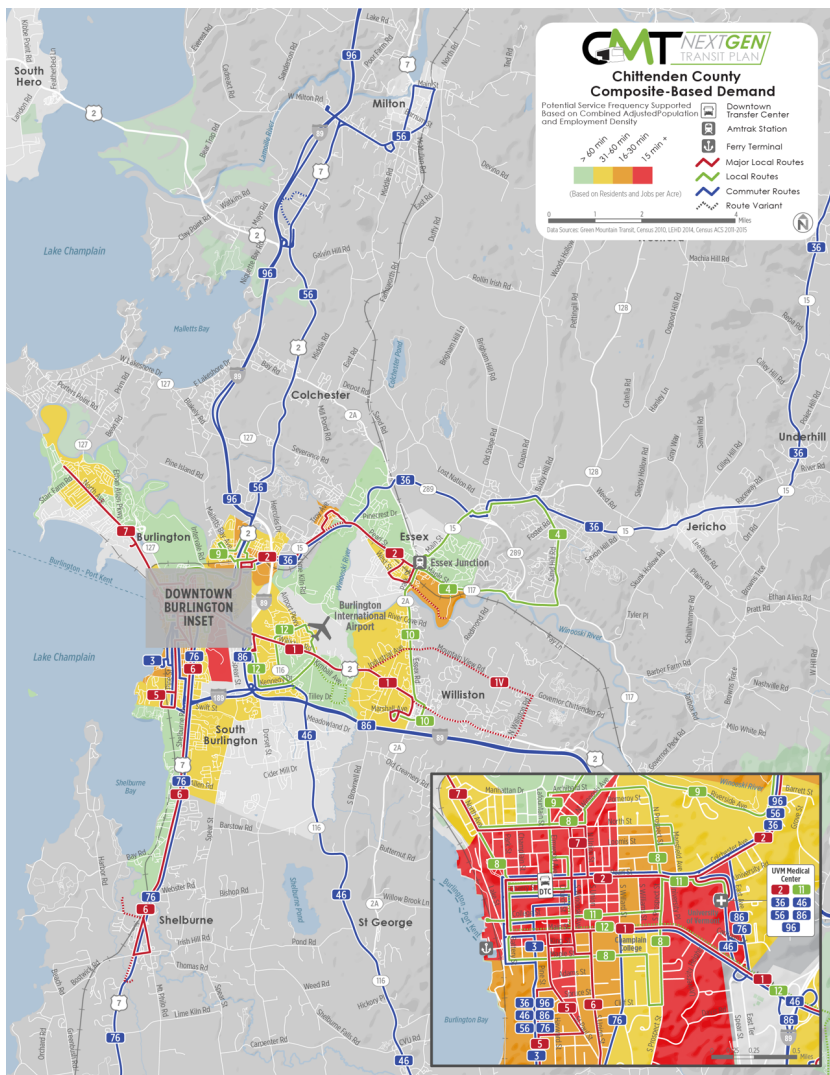
South Burlington
Essex



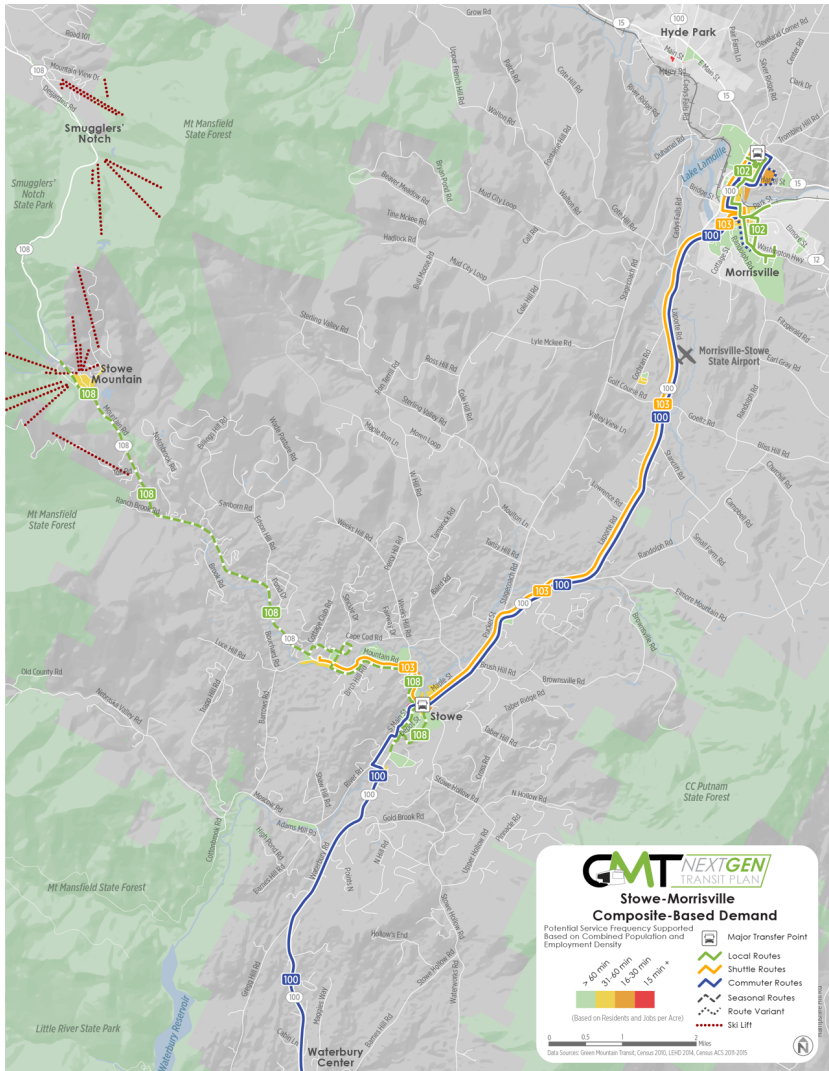
2015 EMPLOYMENT DENSITY



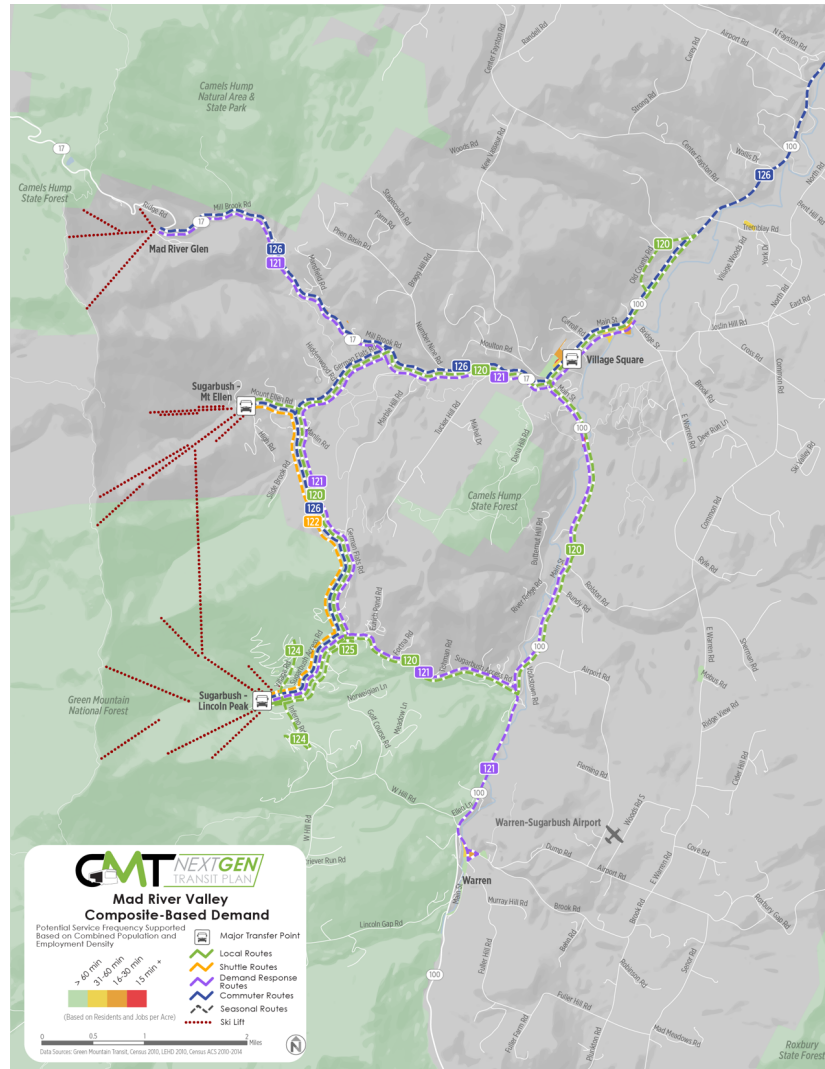
2015 COMPOSITE DEMAND



2015 COMPOSITE DEMAND



2015 COMPOSITE DEMAND



WORK STILL TO COME

Location of major activity centers

Places where demand not closely tied to population and employment

Universities and schools

Medical facilities

Etc.

Work trip travel flows

www.ridegmt.com/nextgen/



For more information:

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