Grassroots Coordination Across the Greater Yellowstone

Lisa Ballard, P.E.
Rural Counties with Largest Percent Population Change
2000-2009

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Timeline

- 1999-2006
  - Yellowstone Teton Clean Energy Commission
- 2006-today
  - Yellowstone Business Partnership
- Feasibility Study Phase
  - July 10, 2009 through Jan 5, 2010
  - Study submitted to ITD January 5, 2010

**Recommendation:**
A regional transportation cooperative should be organized and custom designed as a mobility management service provider for the Greater Yellowstone region.

www.yellowstonebusiness.org/transportation
New 21st Century Services
Rural Transportation in Greater Yellowstone

• It’s all about gaps:
  • Service
  • Information
  • Management
  • Perception
Rural Transportation in Greater Yellowstone

- Service gaps
- Physical
- Temporal
Rural Transportation in Greater Yellowstone

Service gaps

Shuttle Travel Schedule
Serving Riverton & Lander, Wyoming

To & From:
Casper and Jackson, Wyoming.

Contact us for possible additional travel dates. Reservations are required.

Full Schedule
Rural Transportation in Greater Yellowstone

Information gaps

Survey of existing providers

• 25% said they were aware they didn’t meet their riders’ needs

• 100% of those cited the reason as “Ineffective marketing”
Rural Transportation in Greater Yellowstone

Information gaps

Rural Transit Service

REGIONAL SERVICE
Rural Transportation in Greater Yellowstone

- Gaps in management tools
  - Service delivery
  - Resource utilization
  - Route analysis & design

- Gaps in perception
Feasibility Study Findings

- Sufficient demand was proven
  - Provider demand for mobility management services
  - Unmet rider demand that could greatly improve system utilization

- Gaps were analyzed
  - Physical and temporal gaps have been identified and prioritized
  - Sufficient supply exists to begin filling gaps with the highest priority during pilot phase

- Governance structures were analyzed
  - The co-op model proved to be the optimal structure

- Technology applications must be developed to aid system managers
Founding Members
Mobility Management
## Mobility Management

### Providers
- Improves fleet management
  - Lowers costs through software that optimizes resource allocation
  - Tracks and reports metrics related to timeliness and safety
- Improves community awareness of available services
- Offers additional rider benefits to stimulate demand

### Riders
- Coordinated regional system offering more destinations and flexibility
- Single source of information on all modes of mobility
- Easy-to-use trip planning and reservation system
- Ability to track their bus
- Onboard Wi-Fi
- Patronage opportunity for rider members
Mobility Management

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Connecting People and Places in Idaho, Montana and Wyoming

Popular Destinations
From Jackson Hole to West Yellowstone to the local zoo, Linx can get you there - while you enjoy the ride and let someone else worry about the driving.

Sweet Deals
Ride Linx to Yellowstone Business Partnership’s annual conference (May 24-26). Busses departing from Idaho Falls, Billings and Bozeman.

Cool Things To Do
Soak in natural hot pools, attend a music festival or ski bottomless powder - Linx is the stress-free way to discover the region.

My Linx
Retrieve your itinerary, keep a list of places to go and things to do...
Social Networking

Linx Bus

http://twitter.com/LinxBus
Mobility Management

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LINX
Connecting People and Places
LinxComm

LinxComm Mobile Unit

- GPS Receiver
- Embedded Computer
- Barcode Scanner
- Wi-Fi Converter
- Cell Tower
- LinxComm Server

Google Map showing bus location
May 7th

LinxComm Goes Live

Name: Teton Pass Bus  Updated: Fri, May 7, 2010 06:05:24 MST
Latitude: 43.5012  Longitude: -110.9628  Speed: 22.02 mph  Heading: NE  Status: OK
Some Successes

• Overcoming insurance barriers to cross state lines
• Grand Teton Resort transportation
• Increased awareness (and funding) for START Transit
• Coordination in West Yellowstone
Summary

- Willing public and private providers
- Member-based business cooperative
- Coordinate
- Market
- Fill gaps
- Much by using technology
The Goal

Improve mobility...
...increase ridership on member systems
The Goal

Improve mobility...

Lisa Ballard, P.E.
Bozeman, MT
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