Berkshire Flyer 2.0

A Pilot Seasonal Rail Service between New York City and Pittsfield

12/17/2018
Meeting Focus

• Continuation Review of Existing Models
• Discussion on last mile/ local transportation options in Berkshire County
  • Collaboration efforts with public/private transportation providers
  • Recommendations for possible last mile/ local transportation options
• Discussion on Developing Marketing Strategy
• Update on December 13, 2018 site visit
• Subcommittee Meetings
Existing Models

VERMONT SHIRES CONNECTOR

Connecting New York–Bennington–Manchester

Albany International Airport
Albany, NY

Greyhound Bus Terminal
Albany, NY

AMTRAK Station
Rensselaer, NY

Manchester Center, VT

Bennington, VT

80 Miles
2 hour 33 Minutes
# Existing Models

## Vermont Shires Thruway Connection

<table>
<thead>
<tr>
<th>Thruway Bus</th>
<th>City Code</th>
<th>Daily</th>
<th>Mile</th>
<th>Normal Days of Operation</th>
<th>Daily</th>
<th>Mile</th>
<th>Normal Days of Operation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manchester Center, VT</td>
<td>MCV</td>
<td>Ar</td>
<td>D</td>
<td>12 20P</td>
<td>D</td>
<td>8 15P</td>
<td></td>
</tr>
<tr>
<td>Manchester Center, VT - Hampton Inn</td>
<td>MCH</td>
<td>Ar</td>
<td>D</td>
<td>12 17P</td>
<td>D</td>
<td>8 12P</td>
<td></td>
</tr>
<tr>
<td>Manchester, VT - Equinox Resort</td>
<td>MCQ</td>
<td>Ar</td>
<td>D</td>
<td>12 15P</td>
<td>D</td>
<td>8 10P</td>
<td></td>
</tr>
<tr>
<td>Bennington, VT</td>
<td>BNI</td>
<td>Ar</td>
<td>D</td>
<td>11 40A</td>
<td>D</td>
<td>7 35P</td>
<td></td>
</tr>
<tr>
<td>Albany-Rensselaer, NY</td>
<td>ALB</td>
<td>Dp</td>
<td></td>
<td>10 20A</td>
<td>D</td>
<td>6 15P</td>
<td></td>
</tr>
<tr>
<td>Albany International Airport</td>
<td>ABA</td>
<td>Dp</td>
<td></td>
<td>9 35A</td>
<td>D</td>
<td>5 30P</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>verg</th>
<th>Connecting Train Number</th>
<th>City Code</th>
<th>Daily</th>
<th>Mile</th>
<th>Normal Days of Operation</th>
<th>Daily</th>
<th>Mile</th>
<th>Normal Days of Operation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albany-Rensselaer, NY</td>
<td>ALB</td>
<td>Ar</td>
<td>D</td>
<td>9 50A</td>
<td>D</td>
<td>5 45P</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hudson, NY</td>
<td>HUD</td>
<td></td>
<td>D</td>
<td>9 20A</td>
<td>D</td>
<td>5 15P</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rhinecliff, NY</td>
<td>RHI</td>
<td></td>
<td>D</td>
<td>9 00A</td>
<td>D</td>
<td>4 55P</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Poughkeepsie, NY</td>
<td>POU</td>
<td></td>
<td>D</td>
<td>8 45A</td>
<td>D</td>
<td>4 40P</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Croton-Harmon, NY</td>
<td>CRT</td>
<td></td>
<td>D</td>
<td>8 03A</td>
<td>D</td>
<td>3 58P</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yonkers, NY</td>
<td>YNK</td>
<td></td>
<td>D</td>
<td>7 44A</td>
<td>D</td>
<td>3 39P</td>
<td></td>
<td></td>
</tr>
<tr>
<td>New York, NY - Grand Central Terminal</td>
<td>NYG</td>
<td></td>
<td>D</td>
<td>7 15A</td>
<td>D</td>
<td>3 15P</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Existing Models

- **Service started in August of 2017** in collaboration with the State of Vermont, Amtrak, and Premier Coach/ Vermont Translines
- **One-way maximum fare for the shuttle $20** - tickets purchased through Amtrak website (one ticket for both train and bus)
- **Premier Coach receives 80% and Amtrak 20% of the shuttle fare**

### Route Details

<table>
<thead>
<tr>
<th>Route</th>
<th>Departure</th>
<th>Arrival</th>
</tr>
</thead>
<tbody>
<tr>
<td>NYP &gt; MCQ</td>
<td>Dec 7, 2018</td>
<td>Dec 7, 2018</td>
</tr>
</tbody>
</table>

### Train Details
- **Train Number**: 6063
- **Departure**: Dec 7, 2018
- **Arrival**: Dec 7, 2018
- **Service Type**: One-Way
- **Fare**: $20

### Payment Details
- Tickets purchased through the Amtrak website.
- One ticket for both train and bus.

### Revenue Sharing
- Premier Coach receives 80% of the shuttle fare.
- Amtrak receives 20% of the shuttle fare.
Existing Models

- Shuttle service provider receives live information of riders through the phone app provided by Amtrak; driver scans the ticket using the phone app.
- Premier Coach runs a 14 passenger lift-equipped Sprinter van for this service.
- Vermont DOT subsidize the service using Congestion Mitigation and Air Quality (CMAQ) fund (up to 90%).
- Daily Service – two outbound and two inbound service from Manchester, VT.
- Ridership for the month of October 2018 – 616 one-way trips (Revenue 13%, Subsidy 87%).
Last Mile/ Local Transportation

- **Collaboration efforts**

- **Shuttle Service:** Transport the People is willing to provide the shuttle service for the Berkshire Flyer Riders. Coordinating with Amtrak **Business Service Specialist for Connectivity** for the seamless ticketing process.

- For this seamless ticketing process the shuttle service provider has to be part of Amtrak Thruway Connection service provider and pay **20%** of ticket revenue to Amtrak.

- Amtrak Thruway Connection service is categorized internally by either being an **interline service or dedicated service**.
**Interline Service** is where an existing carrier is operating a service and Amtrak sells onto an allotted amount of seat designated by the carrier. *Operating carrier will set the fare and Amtrak will publish the fare and sell through Amtrak sales platforms*. Amtrak *receives 20%* of the fare revenue for providing the ticketing service. Generally there are adjustments done to the schedules by the operating carrier to accommodate train connections.

*Interline contracts can be executed fairly quickly. Approximately **1-3 weeks** depending on whether the carrier has the insurance specifications Amtrak requires and the language in the contract is accepted*
Last Mile/ Local Transportation

- **Dedicated Service** are where there are no carriers that operate in the same lane. Amtrak will then contracts a carrier through an RFP process to operate service. Amtrak only has a handful of dedicated service with the exception of the California network.

- Dedicated contracts **could take several months**, solely due to a competitive bidding (RFP) that takes place.

- For both interline and dedicated service contracts most of the time is standing the service up in Amtrak reservation systems, making sure the field operation is aligned and everyone has an understanding.
• **Collaboration efforts**

• **Enterprise:** Pittsfield - location manager showed willingness to have vehicles ready for pick-up/ drop-off near **Intermodal Center** for BF riders. Area office located in Windsor, CT – coordinating with Area Office Business Development Department. Need to coordinate with City of Pittsfield

• **Zipcar:** A car-sharing company, provides automobile reservations to its members, billable by minute, hour or day; members have to pay $7 monthly or $70 annual membership fee in addition to car reservation charges. Headquartered in Boston, MA. Haven’t had success coordinating yet. Will follow-up to find their willingness to expand in the Berkshires
Last Mile/ Local Transportation

• **Recommendations for possible Last mile/ Local Transportation Options**

• **Dedicated Shuttle Service:** A guaranteed, hassle-free, door-to-door shuttle service to be provided by an identified private carrier in collaboration with Amtrak Thruway connection services for the Berkshire Flyer Riders arriving at Pittsfield Intermodal Center to/from their lodging destinations in northern and southern Berkshires.

• The ticketing process for this shuttle service to be **seamless** and purchased through Amtrak sales platforms. One ticket for both the train ride and the connecting shuttle at Pittsfield Intermodal Center to arrive at their next point of destinations in the Berkshires.
• **Enterprise Car Rentals:** Leverage Enterprise to have vehicles *ready for pick-up/ drop-off* near Pittsfield Intermodal Center for Berkshire Flyer riders. Possible location for Enterprise vehicles parking- Columbus Avenue parking garage

• Enterprise to have *vehicles ready for pick-up at the designated area*

• Enterprise to have *an agent present to guide the Berkshire Flyer Riders* for car rentals
Last Mile/ Local Transportation

- **BRTA Train Connector Bus Service:** BRTA to operate **two** fixed route train connector bus service on Friday going North and South County. Sunday afternoon a return service from North and South to intermodal center.

- **North:** Route 7 - Wahconah Street to Williamstown – Route 2 to North Adams – Route 8 to Adams – Route 9/Tyler Street to Pittsfield (48 miles, 1 hour 25 minutes approx.)

- **South:** Route 7/20 – Route 7A to Lenox – Route 7/20 to Lee – Route 102 to Stockbridge – Route 7 to Great Barrington – Route 7/20 to Pittsfield (51 miles, 1 hour 35 minutes approx.)
Last Mile/ Local Transportation

• **Organic Growth of Uber/Lyft TNC’s and Turo:** As the demand for Transportation Network Companies will increase in the Berkshires with the Tourist arriving in the Berkshires via Train (Berkshire Flyer), there will be more drivers providing these services.

• Transportation Services like Uber/Lyft and Turo who have their presence in the Berkshires will grow organically as the demand for such services will increase.
**Last Mile/ Local Transportation**

- **Local Taxi’s & Car Services:** Berkshire Flyer Riders will have the option to ride local taxi’s and car services that are present in the Berkshires. An inventory of all transportation service providers in Berkshire County with contact information will be made available to Berkshire Flyer Riders.

- **These services will grow organically** too as the demand for such services will increase.
Developing Marketing Strategy

• Develop a marketing strategy, in collaboration with individuals and businesses who are employed in the hospitality industry and transportation industry, to promote the seasonal rail service between New York City and Pittsfield in the Berkshires.
Albany/Rensselaer Station Visit Update
Albany/Rensselaer Station Visit Update
Albany/Rensselaer Station Visit Update
Albany/Rensselaer Station Visit Update
Albany/Rensselaer Station Visit Update
Albany/Rensselaer Station Visit Update
Albany/Rensselaer Station Visit Update
Albany/Rensselaer Station Visit Update
Albany/Rensselaer Station Visit Update
Albany/Rensselaer Station Visit Update
Albany/Rensselaer Station Visit Update
Albany/Rensselaer Station Visit Update
Subcommittee Meetings

• Last Monday of the month at 3:00 PM;
  • January 28\textsuperscript{th} (next meeting)
  • February 25\textsuperscript{th}