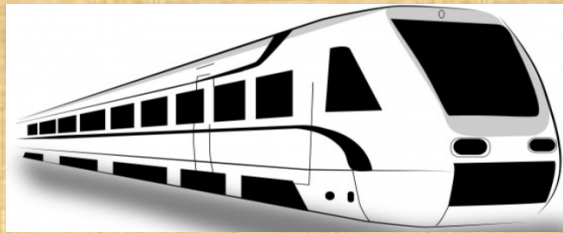




**Berkshire Flyer 2.0**



**A Pilot  
Seasonal  
Rail Service  
between  
New York City  
and  
Pittsfield**



# Presentation Outline

- Study Goals
- Study Focus
- Last Mile/ Local Transportation Options
- Evaluating Ridership Data
- Developing Marketing Strategy
- Developing Private Partnership
- Subcommittee Meetings

# Study Goals

To Identify and Evaluate the Issues, Benefits, and Challenges to Creating a Seasonal Rail Service between New York City and Berkshire County

# Study Focus

- Identifying and evaluating last mile/ local transportation options in Berkshire county
- Evaluating ridership data
- Developing a marketing strategy
- Identifying and developing private partnerships

# Last Mile/ Local Transportation

- An inventory of existing public/ private transportation providers, taxi companies, ride-share, and transportation network companies (TNCs ) in Berkshire County along with their service range will be developed.
- Identify and map major attractions and lodging in the county, including information on proximity to these attractions.

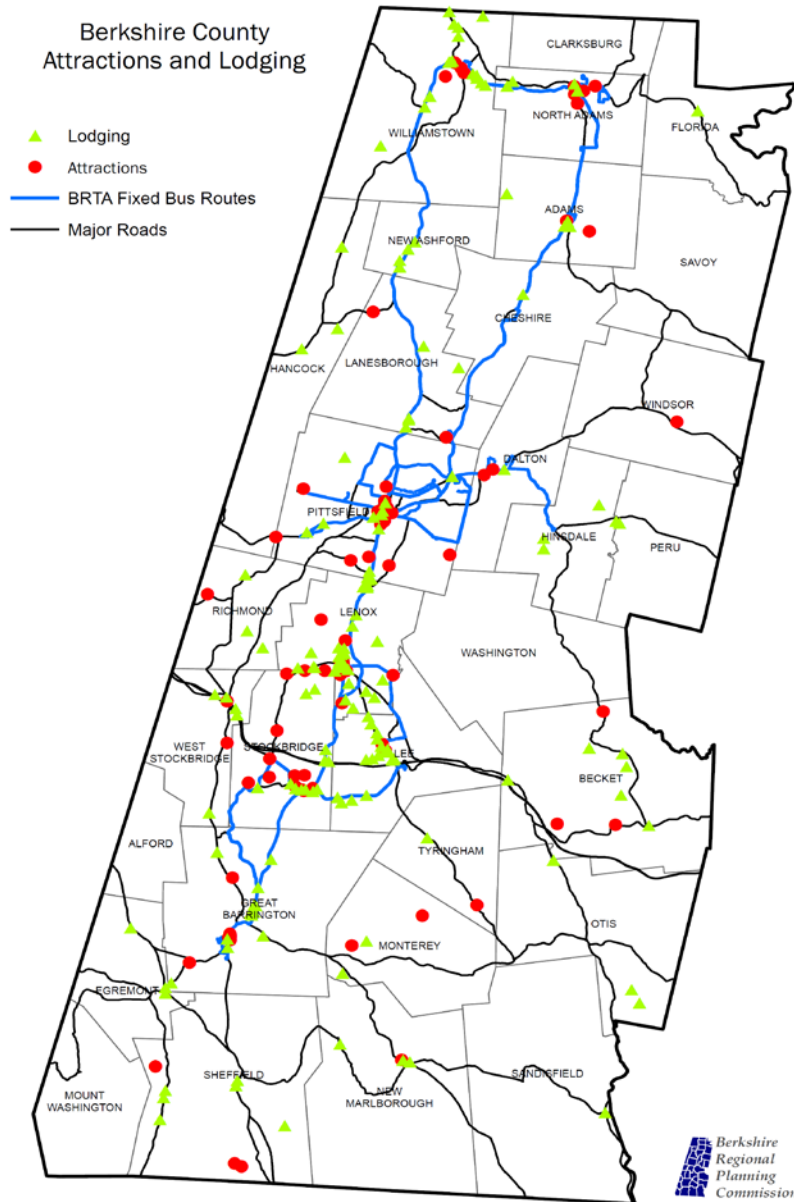
# Last Mile/ Local Transportation

- Identify non-existing transportation options that would provide the Berkshire Flyer riders a reasonable access to transportation options to arrive at their next point of destinations in the Berkshires. This effort would require collaboration with representatives from the ride-sharing industry, TNCs, other public and private transportation providers, taxi companies, and hospitality industry in Berkshire County to develop Last Mile/ Local Transportation option.

# Last Mile/ Local Transportation

- Access transportation providers openness to incentivize the use of their service for the Berkshire Flyer riders. Collaborate with transportation providers.
- Develop a transportation ride-guide map of Berkshire County which would map major attractions in the Berkshires and lists transportation options that would connect to those point of attractions.

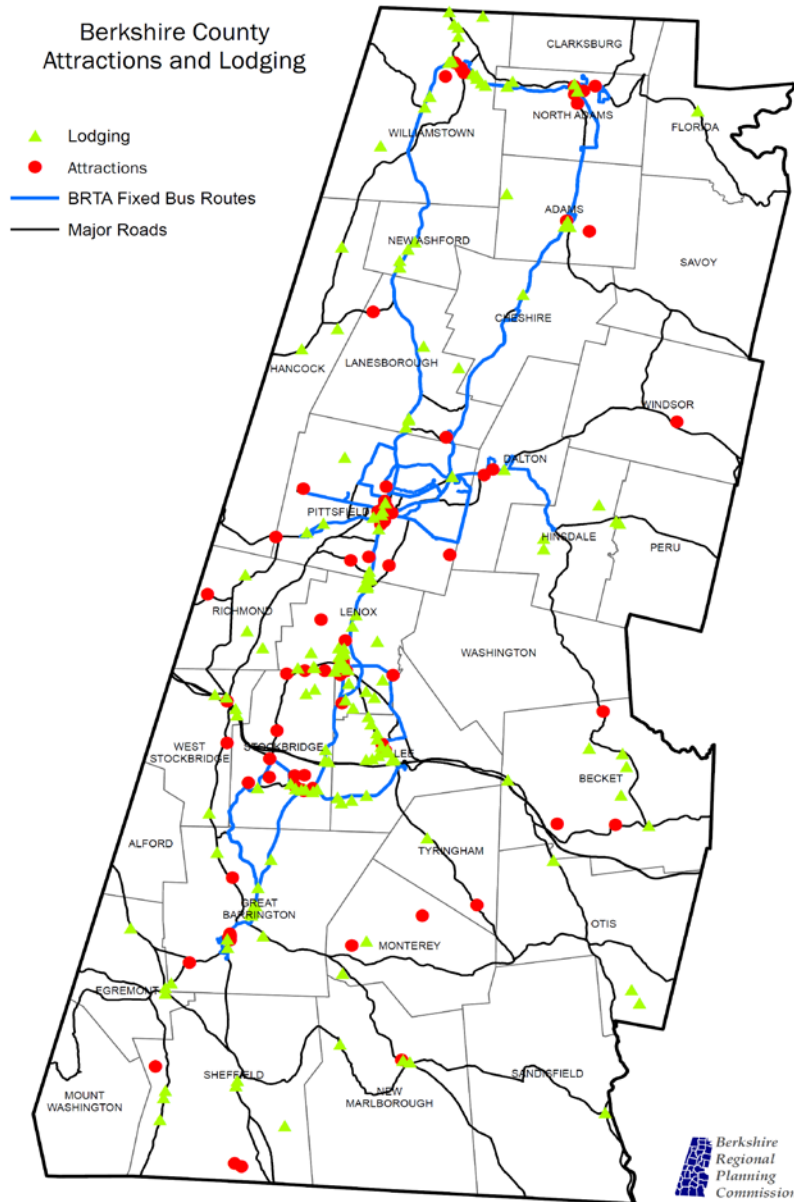
# Last Mile/ Local Transportation



- BRTA Fixed Route Bus Services
- Transportation Network Company (TNC): Uber & Lyft
- Local Taxi Companies:
  - County Rainbow Taxi – Pittsfield
  - Tunnel City Transport - North Adams
  - EPOD Transportation - Adams
  - Taxico - Great Barrington



# Last Mile/ Local Transportation



## • Local Luxury Car Services:

- Transport the People - Pittsfield
- Abbotts Limousine & Livery - Lee
- Tobi's Limo - Lenox
- Lenox Taxi & Limo - Lenox
- Norm's Limo - North Adams
- A-List Luxury Car Service - Pittsfield

## • Car Rentals:

- Enterprise
- Hertz

# Evaluating Ridership Data

- Collaborate with individuals and businesses who are employed in the hospitality industry to gather visitors information.
- Establish a baseline information on where visitors are coming from, how they travel to the Berkshires, what they do in Berkshire County, and where they choose lodging. Collaborate with hospitality industry.

# 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.

# Developing Private Partnerships

- Identify and develop private partnerships to potentially support a pilot program of passenger rail service in calendar year 2020.

# Subcommittee Meetings

- Monthly subcommittee meetings
- Last Monday of the month at 3:00 PM;
  - September 24<sup>th</sup> (next meeting)
  - October 29<sup>th</sup>
  - November 26<sup>th</sup>
  - December 17<sup>th</sup> (3<sup>rd</sup> Monday in December)
  - January 28<sup>th</sup>
  - February 25<sup>th</sup>