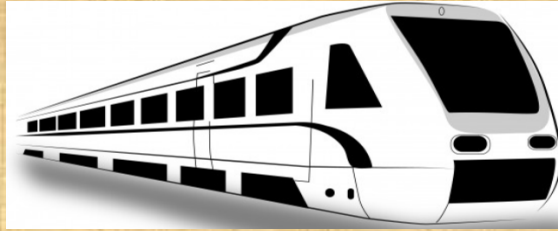




# Berkshire Flyer 2.0



**A Pilot  
Seasonal  
Rail Service  
between  
New York City  
and  
Pittsfield  
10/29/2018**



# Presentation Outline

- Continuation Review of Existing Models
- Discussion on last mile/ local transportation options in Berkshire County
  - Existing services
  - Collaboration efforts with public/private transportation providers for possible non-existing services
- Discussion on Developing Marketing Strategy
- Subcommittee Meetings



# Existing Models

- **Ethan Allen Express**: Rutland – Albany – New York (5hr 30 min) Everyday
- **Local Transportation: Rutland, VT**
- Marble Valley Regional Transit District provides fixed route bus service in the City of Rutland, and connects to other towns in Rutland County, Vermont
- **Gramps Shuttle to Killington, VT**: Amtrak Thruway Service offers shuttle to Killington resort (12 Miles from Rutland), can be purchased with the train ticket. One-way fare to Rutland \$73 - \$103, plus \$25 for the shuttle
- For each \$25 shuttle to Killington ticket purchased, \$20 is reimbursed to Gramps Shuttle and \$5 goes to Amtrak
- During 2017 – estimated 1,950 one-way trips to and from Rutland, VT on Fridays/Sundays during the summer/early fall season
- Gramps Shuttle: Summer weekends 3-5 riders; Winter weekends 20 – 30 riders on Fridays/Sundays
- Gramps Shuttle provides extra services for extra fee

# Existing Models

- Local Transportation: Fort Edward – Glens Falls/ Lake George, NY
- Greater Glens Falls Transit (GGFT) provides bus service in **Warren**, **Washington** and **Saratoga** Counties
- **Connector bus service** from Fort Edward/Glens Falls to Lake George
- During summer – **From Memorial Day weekend to Columbus Day weekend** – GGFT provides Trolley Service
- Trolley connects Glens Falls to **Lake George, Bolton Landing & Warrensburg**
- **Weekend service** from Memorial Day weekend to late June
- **Daily service** 8 AM - 10:45 PM from late June to Labor Day weekend
- **Saturday only** service from Labor Day weekend to Columbus Day weekend
- Trolley fare: \$1 one-way
- Lake George/ Fort Edward – Glens Falls, NY - estimated 1,500 one-way trips on **Fridays/Sundays** during the summer/early fall season



# Last Mile/ Local Transportation

- **Kripalu Shuttle Service**: To Albany Airport/ Wassiac Train Station/ Downtown Lenox Bus Stop
- Tobi's Limo provides **shuttle service** for Kripalu Guests: **Thu, Fri, Sat**: To Albany Airport – 12:00 pm & 3:30 pm & From Albany - 1:30 pm & 5:00 pm - **\$75 one-way**  
**Thu, Fri, Sun**: To Wassaic 2:30 pm & from Wassiac 4:15 pm - **\$80 one-way**
- Kripalu **reimburses Tobi's Limo** for **4 Guests @ \$60** for each trip even if there are less than 4 Guests riding the shuttle; **\$240 per trip**
- 2017 – **415 one-way trips** to/from Albany Airport of which **90 trips < 4 Guests** & **50 trips > 10 Guests**
- 2017 – **133 one-way trips** to/from Wassiac of which **125 trips < 4 Guests**
- 2017 – **727 one-way trips** to/from Lenox Downtown (1-12 Guests) using their own shuttle van - **\$10 one-way**

# Last Mile/ Local Transportation

- Collaboration efforts for Car Rentals
- **Enterprise:** Pittsfield - location manager showed willingness to have vehicles ready for pick-up/ drop-off **near Intermodal Center** for BF riders, will coordinate with corporate office
- **Potential locations:** Columbus Avenue parking garage or Depot Street parking lot. Need to work with City of Pittsfield.
- **Pittsfield location:** 526 East Street (**Mon – Fri:** 7:30 am – 6 pm; **Sat:** 8 am – 1 pm; **Sun:** 10 am – 2 pm)
- **\$60 - \$80** per day compact/intermediate

# Last Mile/ Local Transportation

- **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
- \$10 per hour or \$60 per day - 180 free miles per day – additional miles starts at 35 cents per mile – Gas & Insurance included
- Become a member online – receive a zipcard in 3-7 days. Need zipcard to unlock the vehicle
- Popular at Universities/ colleges for short trips – Williams College has four vehicles for students & staff use – pick-up & drop-off at Williams College parking garage



# Last Mile/ Local Transportation

- **Turo**: A peer-to-peer car-sharing company, allows private car owners to rent out their vehicles via online and mobile interface
- Become a member (no fee) and list/ share your car for at least 9 days per month. Set your minimum daily price for trips, choose a mileage limit, get your car back refueled. Insured through Liberty Mutual Insurance. City delivery or airport delivery. Select your delivery location
- To rent a vehicle - become a member - provide driver's license and other information required; all travelers are screened before allowing them to rent a vehicle. Under 25 years pay 30% more or up to \$25 extra per day. To rent certain vehicle you may have to pay refundable security deposit. Pay by credit card.
- Currently four vehicles listed in the Berkshires: North Adams, Dalton, Lenox & Great Barrington. Rent ranging from \$35 to \$175 per day



# Last Mile/ Local Transportation

- **Uber/Lyft TNC's**: On-demand, peer-to-peer ridesharing, transportation network companies accessed via their websites and mobile apps. Fare estimates:

Cities/ Towns	Uber	Lyft
Pittsfield – North Adams	\$30 - \$45	\$30 - \$48
Pittsfield - Williamstown	\$30 - \$45	\$28 - \$46
Pittsfield - Lenox	\$15 - \$20	\$14 - \$20
Pittsfield - Lee	\$17 - \$26	\$23 - \$33
Pittsfield - Stockbridge	\$20 - \$35	\$23 - \$33
Pittsfield – Great Barrington	\$30 - \$45	\$28 - \$46

# Last Mile/ Local Transportation

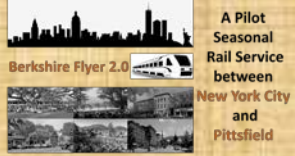
## • Possible Last Mile/ Local Transportation Options

Service	Estimated Cost to BF Riders for Service	Estimated Cost for Providing Service	Pros	Cons
BRTA Bus Service (BF Train-Connector)	\$1.75 Local \$4.50 System-wide per ride	\$25,000 for 20 weeks of service (two buses on Friday & Sunday; each to/from North & South County)	Affordable; Provides service to local residents too	Destination needs to be on bus route; Longer travel time
BF Shuttle (Transport the People)	\$35 one-way \$60 round-trip	Should have at least four riders to breakeven	Guaranteed; Hassle-free; Door-to-door	Higher cost for service



# Last Mile/ Local Transportation

Service	Estimated Cost to BF Riders for Service	Estimated Cost for Providing Service	Pros	Cons
Local Taxi's	\$25 - \$60 per ride outside Pittsfield	N/A	Door-to-door; Comfortable; Cost-effective for group of 2-3 riders	Cost for service expensive; Longer wait time
Local Car Services	\$50 - \$150 per ride	N/A	Door-to-door; Comfortable; Cost-effective for larger groups	Cost for service very expensive/ not affordable



# Last Mile/ Local Transportation

Service	Estimated Cost to BF Riders for Service	Estimated Cost for Providing Service	Pros	Cons
Uber/ Lyft TNC's	\$15 to \$45 per ride	N/A	Door-to-door; Comfortable;	Need a smart phone, credit/ debit card; Few drivers in Berkshire County; Higher cost for service; Longer wait time
Car Rental-Enterprise	\$60 -\$80 per day	N/A	Provides accessibility for the duration of stay; Comfortable	Valid driver's license required; Cost for service expensive



# Last Mile/ Local Transportation

Service	Estimated Cost to BF Riders for Service	Estimated Cost for Providing Service	Pros	Cons
Zipcar	\$7 monthly/ \$70 annually + \$10 per hour or \$60 per day	N/A	Provides accessibility for the duration of stay; Comfortable	Members only; Need zipcard, smart phone; Higher cost for service; Not available/ limited availability
Turo	\$35 - \$175 per day	N/A	Provides accessibility for the duration of stay; Comfortable	Members only; Need smart phone; Higher cost for service; limited availability

# 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.



# Subcommittee Meetings

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