

# START Board Regular Meeting

## I. Zoom Information

- A. <https://us02web.zoom.us/j/81835214832?pwd=OoSio3GbfjepP6keZs77rA4RWRNIBB.1>  
Webinar ID: 818 3521 4832/ Passcode: 83001
- B. The START Board reserves the right to close Public Comment via Zoom at any time. In-person comment will continue to be taken and written comments can always be submitted to the START Board by emailing: [info@startbus.com](mailto:info@startbus.com)

## II. OPENING (3:30-3:35)

- A. Call to Order
- B. Roll Call

## III. PUBLIC COMMENT – any items not on today’s agenda. (3:35-3:40)

- A. This section is reserved for comments on items that are not otherwise included in this agenda. Public comment is limited to 3 minutes. As a general practice, the Board will not hold discussion or debate these items. Nor will they make decisions on items presented during this time, but rather refer to staff for follow-up. If you would like to speak to the Board during the meeting, please address them during this open public comment, when public comment is called on a specific agenda item, or send an email to [info@startbus.com](mailto:info@startbus.com)

## IV. CONSENT AGENDA (3:40-3:45)

- A. Approval of Minutes
  - 1. December 18, 2025, Regular Meeting
- B. Approval of Contracts
  - 1. Bear-Resistant Trash Cans Purchase Contract
  - 2. TVA Contract
- C. Budget Amendment to Cover SaaS Overage

## V. DISCUSSION ITEMS AND/OR ACTION ITEMS (3:45-5:15)

- A. ACTION ITEMS:
  - 1. Deferral of Election of Officers to Next Board Meeting
  - 2. Set Next Board Meetings (February 12 and February 26)
    - i. Set full calendar after new members join
  - 3. Additional service area for START on-Demand
- B. DISCUSSION ITEMS:
  - 1. Recognize Outgoing Board Member—LizAnn Eisen
  - 2. Staff Highlights – Mike Toronto
    - i. New Planner
  - 3. Transit Development Plan (TDP) Update – Mike Toronto and Stuart Geltman (TMD)
    - i. Fare Policy Discussion and Direction
  - 4. Key Performance Indicators (KPIs) – Jason Pitts

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- i. Fourth Quarter 2025 (October – December)
- 5. Budget Preparations – Mike Toronto
  - i. Timeline
  - ii. Priority Categories
- 6. Regional Transportation Planning Update – Charlotte Frei
  - i. Traffic Impact Fee and Transportation Maintenance Fee
  - ii. Strategic Public Engagement Calendar

**VI. MATTERS FROM THE BOARD (5:15 - 5:30)**

- A. Teton Valley Liaison Report – Doug Self
- B. Town Liaison Report – Kevin Regan
- C. County Report – Wes Gardner
- D. Star Valley Liaison Report - Vacant
- E. Matters from Board Members

**VII. ADJOURNMENT (5:30 pm)**

**VIII. TIME AND PLACE FOR NEXT MEETING**

- A. Next meeting: Thursday, February 12, 2026, from 3:30 pm to 5:30 pm – *Town Council Chambers, Jackson Town Hall*
- B. Please use this URL to join the webinar:  
<https://us02web.zoom.us/j/81835214832?pwd=OoSio3GbfjepP6keZs77rA4RWRNlBB.1>
- C. Webinar ID: 818 3521 4832 / Passcode: 83001

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## START Board Regular Monthly Meeting Minutes

**December 18, 2025**

**3:30 PM – 4:30 PM**

*Hybrid – Teton County Commissioners Chambers & Zoom*

### I. ZOOM INFORMATION

A. <https://us02web.zoom.us/j/81835214832?pwd=OoSio3GbfjepP6keZs77rA4RWRNlBB.1>

Webinar ID: 818 3521 4832/ Passcode: 83001

B. The START Board reserves the right to close Public Comment via Zoom at any time. In-person comment will continue to be taken and written comments can always be submitted to the START Board by emailing: [info@startbus.com](mailto:info@startbus.com)

### II. OPENING (3:30-3:35)

A. Call to Order

- Chair Eisen called the meeting to order and requested a roll call.

B. Roll Call

- START Board: LizAnn Eisen– In-Person (Chair), Kristin Unruh – Virtual (Vice-Chair & Treasurer), Ty Hoath – In-person (Secretary), Julien Hass – In-Person, Meghan Quinn – Virtual, Will Roscoe – In-Person, Jared Smith – Virtual
- Liaisons: Wes Gardner – Absent (Teton County Liaison), Kevin Regan – Absent (Town of Jackson Liaison), Jade Krueger – Virtual (Teton Valley Liaison)
- Staff: Mike Toronto – In-Person (START Director), Jason Pitts – In-Person (START Ops Manager), Susan Purcell – In-Person (Assistant Town Attorney), Bruce Abel – In-Person (Special Projects Facilitator), Ann McClure – In-Person (START Admin Asst)

### III. PUBLIC COMMENT – any items **not** on today's agenda. (3:35-3:40)

This section is reserved for comments on items that are not otherwise included in this agenda. Public comment is limited to 3 minutes. As a general practice, the Board will not hold discussion or debate these items. Nor will they make decisions on items presented during this time, but rather refer to staff for follow-up. If you would like to speak to the Board during the meeting, please address them during this open public comment, when public comment is called on a specific agenda item, or send an email to [info@startbus.com](mailto:info@startbus.com)

Dan Anderson- requesting expanding START On-Demand service to Karns Hillside neighborhood

Judd Grossman – shared opinion that large START buses should not travel on Rancher Street as a result of proposed Nelson Drive housing development.

### IV. CONSENT AGENDA (3:40-3:45)

A. Approval of Minutes

1. October 23, 2025, Regular Meeting
2. Motion by Ty Hoath, Second by Will Roscoe, to accept the Consent Agenda as presented. All in favor. Motion passes unanimously.

### V. DISCUSSION ITEMS AND/OR ACTION ITEMS (3:45-4:15)

A. DISCUSSION/ACTION ITEMS:

1. Staff Highlights – Mike Toronto
  - i. Recognized staff for recruiting and orientation of new drivers
  - ii. Recognized Jason Pitts for being accepted to CTAA Leadership Academy.

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1/20/2026

- iii. Shared praise from a rider for commuter driver RG.
- 2. START Bus November 2025 Ridership Report – Mike Toronto
  - i. Reviewed ridership year to date
- 3. START On-Demand – Mike Toronto
  - i. Reviewed East Jackson Ridership for November 2025
  - ii. They added a 5<sup>th</sup> driver to help reduce wait times.
- 4. START Bus November 2025 Financial Report – Mike Toronto
  - i. Currently under budget for this time of the year
  - ii. Advised Board prices for new Gillig buses will increase 3% to 5% due to tariffs. Working with WYDOT to adjust grant.
- 5. Capital Updated – Mike Toronto
  - i. RFP update
    - i. Vanpool
      - 1. RFP is on the street. Deadline December 29.
      - 2. Hope to have contract by February or March
    - ii. Bus Stop Improvement
      - 1. RFP draft is complete. Delayed due to government shutdown.
    - iii. On Demand Service
      - 1. Contract expires at end of the year. Needs information for budget cycle.
  - ii. Bus Build Update
- 6. Service Update – Mike Toronto
  - i. Winter Service
    - 1. Winter service was delayed a week because of the weather
    - 2. Off to a strong start.
  - ii. Airport Service
    - i. Free fare days on high flight bank weekend – targeting four weekends
    - ii. Promotional offer to help draw people to the service
    - iii. 4 days out of 138 days of service
    - iv. Worked with Travel & Tourism Board and Jackson Hole Airport to select dates
    - v. Abel—staffing changes at airport. Marketing efforts are lower as a result.
    - vi. Discussion of survey
    - vii. Questions were answered about budgeting for future service.
    - viii. Questions were answered about sustainability based on performance metrics.
- 7. Transit Development Plan (TDP) Update – Mike Toronto and Bruce Abel
  - i. Explanation of current project status, review of PowerPoint presentation, and review of suggested routes
  - ii. Consultant has requested guidance on goals of revising the fare policy
  - iii. Expect public comment period to be during January Board Meeting
  - iv. Question about receiving data that informed the numbers in the presentation. Answer about how rankings were created, census data used.
  - v. Question about whether ridership has improved and capacity for growth. Yes, have reallocated resources to high demand times and areas
  - vi. Question about Karns Hillside request being incorporated into TDP. No, too new
  - vii. Question about Board members sharing thoughts on Fare Study.

## VI. MATTERS FROM THE BOARD (4:15 – 4:30)

### A. Teton Valley Liaison Report – Doug Self -- absent

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1/20/2026

- B. Town Liaison Report – Kevin Regan -- absent
- C. County Report – Wes Gardner -- absent
- D. Star Valley Liaison Report - Vacant
- E. Matters from Board Members
  - 1. Eisen spoke about open seats on the Board. Ty Hoath and Jared Smith’s terms are expiring. She thanked them for their service.
  - 2. Smith confirmed this is his last meeting, and it has been a pleasure and a privilege to serve. Praised staff for efforts to improve service.
  - 3. Hoath is also proud of how far START has come. Feels positive about the future. Confident in the team that has been built.
  - 4. Hass requested meeting with staff about Rider Rules of Conduct

## VII. ADJOURNMENT (4:30 pm)

**TIME AND PLACE FOR NEXT MEETING.**

**Next meeting: Thursday, January 22, 2026 from 3:30 pm to 5:00 pm – County Commissioner's Chambers**

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/81835214832?pwd=OoSio3GbfjepP6keZs77rA4RWRNIBB.1>

Webinar ID: 818 3521 4832 / Passcode: 83001

Ann McClure Date  
START Administrative Assistant (Minutes Editor)

The undersigned duly qualified and acting secretary of the Southern Teton Area Rapid Transit Board certifies that the foregoing is a true and correct copy of the minutes approved at a legally convened meeting of the Southern Teton Area Rapid Transit Board.

Secretary

Date

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<b>Meeting Date:</b>	1/22/26	<b>Meeting Title:</b>	Regular
<b>Submitting Department:</b>	START	<b>Presenter:</b>	Mike Toronto, Director
<b>Agenda Item:</b>	<b>Consent Agenda Contracts</b>	<b>Public Comment:</b>	Yes

**Purpose & Policy Considerations.**

The purpose of this item is for the Board to review and consider contracts to which the START department would be a party and that are funded within the approved annual budget.

**Requested Action.**

Staff requests that the Board review and consider the contract(s) included with the staff report

**Recommendation.**

Staff recommends that the Board approve the contracts included with this staff report.

**Background****1. Contract with Teton Village Association (TVA/Village).**

*Purpose:* To establish a stand-alone contract with TVA for the purchase of a minimum number of START Bus Passes to support current and future bus service to the Village in accordance with the Transportation Demand Management strategies required under the Teton Village Master Plan (Area 1). TVA was previously a party to the JHMR funding agreement but has elected to withdraw from that agreement and instead purchase bus passes directly from START.

*Term:* This is a one-year contract from July 1, 2025 to June 30, 2026 with an automatic one-year renewal if not terminated by either party.

*Cost and Payment Terms:* TVA agrees to purchase START Bus passes in the Winter and Summer Seasons for all employees. For 2025, the payment amounts were as follows: Summer Season 783 passes at \$125 each for a total of \$97,875.00; Winter Season 897 passes at \$125 each for a total of \$112,125.00

*Department & Budget Detail:* This item is for the START Department and is included in the Departmental budget for the 211-0000-44511-000 Transit Contract Fares line item.

*Notable Condition:* The employee count for pass purchases is informed by a mandatory employee census that TVA completes every season. From this census, START determines the number of passes TVA is required to purchase with a few exclusions. START reduces the total amount of required pass purchases by the following exclusions: Exclusion 1 – JHMR employees; Exclusion 2 - employees provided housing by TVA employers; Exclusion 3 – Employees who work too early or too late to use START; Exclusion 4– Half of the average ridership on TVA funded Stillson Buses.

*Additional Staff Time:* Contract with TVA took a normal amount of time and required 20 additional hours from the START Department staff.

**2. Contract with Compumetric Engineering for bear proof trash cans.**

*Purpose:* The purpose of this item is for the Board to consider approval for START to award a contract to Compumetric Engineering to purchase ten (10) single 40-gallon bear-resistant trash containers and one (1) double 40-gallon bear-resistant trash container for bus shelters.

*Term:* This is a purchase agreement for a one-time purchase over the \$5,000 set WYDOT limit.

*Cost and Payment:* The total cost of the trash cans is \$16,079. START was awarded funds for this project through WYDOT 5339 funds. This purchase is part of the bus stop improvement capital project.

*Department and Budget Detail:* This item is for the START Department and is included in the Departmental budget for the 211-3911-59239-411 Bus Shelter line item.

*Notable Condition:* START is purchasing the trash cans and will work with Public Works or the Parks and Recs department for installation.

*Additional Staff Time:* Contract with Compumetric Engineering took a normal amount of time and required close to 10 additional hours from the START, Internal Services, and Legal Department staff.

### **Financial Impact**

The fiscal impact for each contract is set forth above.

### **Attachment**

- 1- TVA Pass Purchase Agreement
- 2- Purchase agreement with Compumetric Engineering

### **Suggested Motion**

- 1- I move to approve the Contract with Teton Village for the purchase of bus passes.
- 2- I move to approve the Contract with Compumetric Engineering for the purchase of bear proof trash cans.

<b>Attachment 1</b>
---------------------

## **TRANSIT BUS PASS PURCHASE AGREEMENT**

This Transit Bus Pass Purchase Agreement (**Contract**) is made and entered into, effective as of July 1, 2025, (**Effective Date**), by and between the Southern Teton Area Rapid Transit, whose address is P.O. Box 1687 Jackson, Wyoming 83001 (**START**), and the Teton Village Association, a Wyoming improvement and service district, whose address is P.O. Box 866, Teton Village, WY 83025 (**TVA**).

### **RECITALS**

WHEREAS, the parties desire to address certain elements of the Transportation Demand Management (**TDM**) strategies required under the Teton Village Master Plan (Area 1), as approved by the Board of County Commissioners of Teton County, Wyoming on March 17, 1998 (**County Commissioners**), and the Teton Village Resort Expansion Master Plan (Area 2), as approved by the County Commissioners on January 12, 2005 (collectively, **Teton Village Master Plans**).

WHEREAS, the TDM strategies required by the Teton Village Master Plans include, but are not limited to, the requirement that employers in commercial developments in Teton Village Areas 1 and 2 provide seasonal transit bus passes to employees at no cost to employees, unless the employer provides documented evidence that the cost of the START transit bus pass is unreasonably high, in which case the bus pass may only be partially subsidized by the employer.

WHEREAS, the purpose of this Contract is to establish TVA's obligation to purchase a minimum number of seasonal employee bus passes based on the seasonal employee census data calculations described below.

NOW, THEREFORE, in consideration of the foregoing recitals which are incorporated herein by reference, the mutual covenants and undertakings set forth below and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows

- A. **Contract Period.** The terms of this Contract shall be effective beginning on July 1, 2025 and shall continue through June 30, 2026, and shall thereafter automatically renew for successive one (1) year terms unless earlier terminated by either party in accordance with this Contract (**Term**).
- B. **Employee Census and Reporting.**
  1. TVA shall conduct and submit to START an annual employee census (**Employee Census**). The Employee Census shall be based on the number of employees employed in Teton Village, Wyoming during the applicable preceding summer and winter seasons, with employee counts reported separately for each season. The Employee Census shall include all seasonal and permanent, part-time and full-time employees; provided, however, the Employee Census shall not include (i) Jackson Hole Mountain Resort employees, (ii) those employees otherwise excluded pursuant to the TDM, (iii) employees that are provided housing by TVA employers and (iv) one-half of the average daily ridership of TVA buses between Stilson and Jackson Hole Mountain Resort.
  2. Each Employee Census shall be certified by an authorized representative of TVA attesting to the accuracy of the Employee Census for that year.
  3. START reserves the right, upon reasonable notice, to audit the Employee Census data for verification purposes.
  4. The Employee Census for FY26 is set forth in Exhibit A, attached hereto and incorporated herein by this reference. For each subsequent year covered by this Contract, TVA shall provide START with an updated annual Employee Census on or before May 15<sup>th</sup> preceding the start of the new one-year Term (new terms begin on July 1).
- C. **Bus Pass Details.**
  1. START agrees to sell to TVA seasonal bus passes valid for transport on all START Teton Village routes, which includes START Village Local, Village Express and Village South services (**Employee Bus Pass**), for the period July 1, 2025, thru June 30, 2026 (**FY26**), and for each one-year Term thereafter covered by this Contract, at the cost set forth below. START FY26 seasonal bus passes shall be printed passes. It is the expectation of both parties that passes for future years will be provided on START Smart fare media.
  2. Based on the applicable Employee Census, TVA shall purchase seasonal Employee Bus Passes for all qualified individuals employed within Teton Village, in a quantity equal to the number of eligible employees for that season reflected in the Employee Census as agreed to by START.
  3. Unused or unissued Employee Bus Passes from one season shall not reduce the purchase obligation for any subsequent season unless expressly agreed in writing by START.

**D. Pricing and Payment.**

1. The per pass cost, in accordance with START FY26 budget, is \$125.00 per seasonal Employee Bus Pass, as adjusted herein.
2. The aggregate cost of the seasonal Employee Bus Passes that TVA is obligated to purchase from START for each Term is calculated by multiplying the then-current price of a seasonal Employee Bus Pass by the total number of eligible employees identified for that season in the applicable Employee Census.
3. Nothing in this Contract shall prohibit TVA from purchasing more than the minimum number of seasonal Employee Bus Passes required hereunder.
4. In the event that TVA requires additional passes during any one-year Term, the per pass cost of such seasonal pass shall be \$125.00, as adjusted herein.
5. The price of the seasonal Employee Bus Passes sold to TVA shall be adjusted annually in an amount equal to the greater of
  - i. the percentage increase in the Western Consumer Price Index; or
  - ii. the combined percentage increase attributable to the annual cost-of-living adjustment and the merit/annual increase for Town of Jackson/START employees, as incorporated into the applicable Town of Jackson budget approved for the relevant year.
  - iii. In no event shall the increase in the price of the annual START bus pass sold to TVA exceed 7.5% of the prior year's price.
6. TVA shall pay START for the required Employee Bus Passes specified in this Contract no later than thirty (30) days after receipt of an invoice from START.

**E. Distribution and Use.** TVA shall be responsible for distributing Employee Bus Passes. Employee Bus Passes are non-transferable and may only be used by eligible employees in accordance with START rules.

**F. Termination.** Either party may terminate this Contract upon written notice if the other party materially breaches and fails to timely cure such breach within thirty (30) days of notice of said breach.

**G. Governing Law; Construction.** This Contract shall be constructed, performed, and enforced in accordance with, and governed by, the laws of the State of Wyoming, without giving effect to the principles of conflict of laws thereof. The parties hereto irrevocably elect as the sole judicial forum for the adjudication of any matters arising under or in connection with this Agreement, and consent to the jurisdiction of, the courts of the County of Teton, State of Wyoming, or the United States District Court for the District of Wyoming. This Contract was negotiated by both parties and thus it shall not be construed against or in favor of any party by virtue of which party drafted it or any portion thereof.

**H. Attorney Fees.** In the event that any action is filed in relation to this Contract, the unsuccessful party in the action shall pay to successful party, in addition to all the sums that either party may be called on to pay, a reasonable sum for the successful party's attorney's fees.

**I. Entire Contract.** This Contract, including the Recitals, shall constitute the entire agreement between the parties and any prior understanding or representation of any kind preceding the date of this Contract shall not be binding upon either party except to the extent incorporated in this Contract.

**J. Documents and Acts.** Each party agrees to execute and deliver such additional documents and instruments and to perform such additional acts as may be necessary or appropriate to effectuate, carry out and perform all of the terms, provisions, and conditions of this Contract and the transactions contemplated hereby.

**K. Modification of Contract.** Any modification of this Contract or additional obligation assumed by either party in connection with this Contract shall not be binding upon either party except to the extent of an amendment in writing duly executed by both START and TVA.

**L. Assignment of Rights.** The rights of each party under this Contract are personal to that party and may not be assigned or transferred to any other persons, firm, corporation, or other entity.

**1. Notices.** Any notice, request, demand, consent, approval, or other communication required or permitted under this Agreement shall be in writing and shall be deemed duly given (i) when delivered personally to the recipient, (ii) when sent by certified mail, return receipt requested, to the address specified below, or (iii) when sent by email to the email address specified below, provided that the sender has not received a delivery failure notification. A notice sent by email shall be deemed received on the date and time the email is sent, provided that (a) the email is sent to the recipient's designated

email address as set forth below, (b) the sender does not receive a bounce-back or delivery failure notification, and (c) if the notice is sent outside of normal business hours (9:00 AM to 6:00 PM on business days), the notice shall be deemed received at 9:00 AM on the following business day.

**START**

Attn: Town Clerk  
P.O. Box 1687  
Jackson, Wyoming 83001  
Email: [clerk@jacksonwy.gov](mailto:clerk@jacksonwy.gov)

**Copy to:**

Attn: START Director  
PO Box 1687  
Jackson, Wyoming 83001  
Email: [STARTDirector@jacksonwy.gov](mailto:STARTDirector@jacksonwy.gov)

**TVA**

**Attn:** \_\_\_\_\_  
P.O. Box 866  
Teton Village, WY 83025  
Email: \_\_\_\_\_

- M. **Severability.** In the event that any provision of this Contract is held to be in violation of any laws and hereby rendered invalid or unenforceable as to any party or circumstance, such finding shall not render that provision invalid or unenforceable as to any other persons or circumstances. If feasible, any such offending provision shall be deemed to be modified to be within the limits of enforceability or validity; however, if the offending provision cannot be so modified, it shall be stricken and all other provisions of this Contract in all other respects shall remain valid and enforceable.
- N. **Binding Effect.** This Contract shall inure to the benefit of and be binding upon the successors and assigns of the parties hereto.
- O. **Government Immunity.** START, nor the Town of Jackson, nor Teton County, Wyoming, waive governmental immunity by entering into this Contract, and each fully retains all immunities and defenses provided by law with respect to any action based on or occurring as a result of this Contract.
- P. **Counterparts; Digital Signatures.** This Contract may be executed in two or more counterparts, each of which shall be deemed an original having identical legal effect, and all of which together constitute the same instrument. The signature of any party to any counterpart shall be deemed a signature to, and may be appended to, any other counterpart. Counterparts may be delivered via facsimile, electronic mail (including pdf or any electronic signature complying with the federal ESIGN Act of 2000, e.g., [www.docusign.com](http://www.docusign.com)) or other transmission method, and any counterpart so delivered shall be deemed to have been duly and validly delivered and be valid and effective for all purposes. At the request of either Party, each Party agrees to execute an original of this Contract as well as any facsimile or other reproduction hereof.

IN WITNESS WHEREOF the parties have executed this contract on the date indicated above.

**Teton Village Association**

Teton Village Association

Teton Village, Wyoming

**START**

Southern Teton Area Rapid Transit

Jackson, Wyoming

\_\_\_\_\_  
Meghan Quinn,  
Executive Director

\_\_\_\_\_  
LizAnn Eisen  
Board Chair, Southern Teton Area Rapid Transit

Dated: \_\_\_\_\_

Dated: \_\_\_\_\_

ATTEST:

\_\_\_\_\_  
Name: \_\_\_\_\_  
Secretary, Southern Teton Area Rapid Transit

\_\_\_\_\_

## BEAR-RESISTANT TRASH RECEPTACLES PURCHASE AGREEMENT

This Bear-Resistant Trash Receptacles Purchase Agreement ("**Agreement**") is made by and between Southern Teton Area Rapid Transit ("**START**"), and Compumetric Engineering Inc., dba Bearsaver ("**Contractor**").

**WHEREAS**, START desires to purchase new bear-resistant trash receptacles, designed for public spaces (START bus stops) and able to fit 40-gallon bins ("**Bear Cans**").

**WHEREAS**, on September 8, 2025, START issued a Request for Proposals ("**RFP**") for the purchase and delivery of Bear Cans; on September 12, 2025, Contractor submitted a bid proposal ("**Contractor's Bid**"); and following review of submissions, START selected Contractor as the successful respondent for the RFP.

**WHEREAS**, Contractor desires to furnish the Bear Cans.

**NOW, THEREFORE**, in consideration of the foregoing recitals which are incorporated herein by reference, the mutual covenants and undertakings set forth below and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows::

### 1. CONTRACT DOCUMENTS

This Agreement consists of the following, which are incorporated by this reference:

- a. Contractor's Bid for 10 single can receptacles and 1 double can receptacle;
- b. Contract and Specifications No. RFP #26-09 of START/Town of Jackson, Wyoming;
- c. Requirements of the Federal Transit Administration, including federal government terms per GSA contract GS-07F-6004P; and
- d. General Conditions of START.

If there is a conflict between any of the Contract Documents and this Agreement, the terms and conditions of this Agreement shall control.

### 2. BEAR CANS COST AND PAYMENT

Contractor agrees to provide START **10 single Bear Can receptacles and 1 double Bear Can receptacle** at the following individual rate and total cost:

- a. Cost not to exceed \$1,256.00 for each single can receptacle, Model #CE140-CH.
- b. Cost not to exceed \$1,490.00 for 1 double can receptable, Model #CE240-CH.
- c. Total cost not to exceed \$15,787.00.

Payment shall be made with five (5) business days after delivery and acceptance of the Bear Cans by START and START's approval of a final invoice.

### 3. DELIVERY REQUIREMENTS

Delivery of the Bear Cans shall occur no earlier than April 1, 2026 and no later than May 15, 2026, unless an alternative delivery date is agreed to in writing by both parties. Risk of loss or damage shall remain with Contractor until the Bear Cans are delivered and accepted by START. Contractor shall deliver the Bear Cans to the following address 55 Karns Meadow Drive, Jackson Wyoming. Delivery shall be made during normal business hours unless otherwise approved by START. The delivery vehicle must be equipped with a functioning lift gate or lift system capable of safely unloading the Bear Cans. Contractor is responsible for unloading the Bear Cans at the delivery location specified herein.

### 4. INSPECTION AND ACCEPTANCE

START shall have a reasonable period after delivery to inspect the Bear Cans. Bear Cans not conforming to this Agreement and all Contract Documents may be rejected and returned at Contractor's expense.

### 5. CONTRACTOR'S STATUS

Neither the Contractor nor any party contracting with the Contractor shall be deemed to be an agent or employee of



the START. The Contractor is and shall be an independent contractor and the legal relationship of any person performing services for the Contractor shall be one solely between that person and the Contractor.

6. REPRESENTATIVES

- a. START hereby designates the Transit Director to act as its representative for the performance of this Agreement. START's representative shall have the power to act on behalf of START for all purposes under this Agreement. If for any reason START's representative is unavailable to execute performance under this Agreement, START further agrees to provide written notice, in accordance with this Section, of an alternate representative authorized to act on behalf of START.
- b. Contractor hereby designates the Director of Sales, Steve Thompson, as its representative to act its representative to oversee the performance of this Agreement. Contractor's representative shall have full authority to represent and act on behalf of the Contractor for all purposes under this Agreement. If for any reason Contractor's representative is unavailable to execute performance under this Agreement, Contractor further agrees to provide written notice, in accordance with this Section, of an alternate representative authorized to act on behalf of Contractor.

7. NOTICES

Any notice, request, demand, consent, approval, or other communication required or permitted under this Agreement shall be in writing and shall be deemed duly given (i) when delivered personally to the recipient, (ii) when sent by certified mail, return receipt requested, to the address specified below, or (iii) when sent by email to the email address specified below, provided that the sender has not received a delivery failure notification. A notice sent by email shall be deemed received on the date and time the email is sent, provided that (a) the email is sent to the recipient's designated email address as set forth below, (b) the sender does not receive a bounce-back or delivery failure notification, and (c) if the notice is sent outside of normal business hours (9:00 AM to 6:00 PM on business days), the notice shall be deemed received at 9:00 AM on the following business day:

**Town:**

Town of Jackson  
Attn: Town Clerk  
Attn: Transit Director  
P.O. Box 1687  
Jackson, Wyoming 83001  
clerk@jacksonwy.gov

**Contractor:**

BearSaver \_\_\_\_\_  
P.O. Box 1438 \_\_\_\_\_  
Guasti, CA 91743 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Either party may change its address or email address for notice purposes by providing written notice to the other party in accordance with the terms of this provision.

8. AUTHORITY TO EXECUTE

It is acknowledged that the parties hereto have the authority to enter into this Agreement, that none are bound by any previous agreement that adversely affects this Agreement, and that they are not subject to any restriction or limitation that would prevent them from performing their duties and obligations hereunder.

9. ENTIRE AGREEMENT; AMENDMENT

The parties agree that this Agreement reflects the entire agreement between the parties as to the subject matter hereof, and no prior or separate understandings or agreements between the parties are merged into this Agreement. No amendment of this Agreement shall be effective unless in writing and signed by both parties.

10. WAIVER; SEVERABILITY

A waiver by the either party regarding the breach of any of the provisions of this Agreement shall not bar the right of the other party to enforce the terms of this Agreement. If a Court finds any provision of this Agreement to be invalid or unenforceable, such finding shall not render the entire agreement void or unenforceable. If feasible, the offending provision shall be deemed modified within the limits of enforceability or validity. If the offending provision cannot be modified, it shall be stricken and all other provisions of this Agreement in all other respects shall remain valid and enforceable.

11. ASSIGNMENT

Contractor shall not assign any of its rights nor transfer any of its obligations under this Agreement without the prior written consent of the START.

12. COUNTERPARTS; ELECTRONIC SIGNATURES

This Agreement may be executed simultaneously in two or more counterparts, each of which shall be deemed an original and all of which, when taken together, constitute one and the same document. The signature of any party to any counterpart shall be deemed a signature to, and may be appended to, any other counterpart. Counterparts may be delivered via electronic mail (including pdf or any electronic signature complying with the federal ESIGN Act of 2000, e.g., [www.docusign.com](http://www.docusign.com)) or other transmission method, and any counterpart so delivered shall be deemed to have been duly and validly delivered and be valid and effective for all purposes. At the request of either party, each party agrees to execute an original of this Agreement as well as any facsimile or other reproduction hereof.

13. GOVERNING LAW; JURISDICTION; CONSTRUCTION

This Agreement shall be construed, performed, and enforced in accordance with, and governed by, the laws of the State of Wyoming, without giving effect to the principles of conflict of laws thereof. The parties hereto irrevocably elect as the sole judicial forum for the adjudication of any matters arising under or in connection with this Agreement, and consent to the jurisdiction of, the courts of the County of Teton, State of Wyoming, or the United States of America for the District of Wyoming. This Agreement was negotiated by both parties hereto. As such, it shall not be construed against or in favor of any party by virtue of which party drafted it or any portion thereof.

14. RIGHTS AND REMEDIES OF START

The rights and remedies of START provided herein shall not be exclusive and are in addition to any other rights and remedies provided by law or under the Agreement.

15. BINDING ON SUCCESSORS

This Agreement shall be binding upon and inure to the benefit of the parties hereto, their heirs, legal representatives, successors, and permitted assigns unless voluntarily terminated upon written agreement by the parties, or their heirs, legal representatives, successors, and permitted assigns

16. GOVERNMENTAL IMMUNITY

Neither the Town of Jackson, Wyoming nor START, does not waive governmental immunity by entering into this Agreement, and fully retains all immunities and defenses provided by law with respect to any action based on or occurring as a result of this Agreement.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement by their duly authorized officers as of the day and year first above written.

*START:*

*CONTRACTOR:*

By: \_\_\_\_\_

By: Steve Thompson

Title: Liz Ann Eisen, Board Chair

Date: \_\_\_\_\_

Title: Director of Sales

ATTEST:

Date: 12/30/25 \_\_\_\_\_

By: \_\_\_\_\_

Title: Secretary

Date: \_\_\_\_\_



## STAFF Report

<b>Meeting Date:</b>	1/22/26	<b>Meeting Title:</b>	Regular
<b>Submitting Department:</b>	START	<b>Presenter:</b>	Mike Toronto, Director
<b>Agenda Item:</b>	<b>Consent Agenda Budget Amendment to Cover SaaS Overage</b>	<b>Public Comment:</b>	Yes

### Purpose & Policy Considerations.

The purpose of this request is to balance the Software as a Service Funds (Saas) between the FY 25 and FY 26 budgets.

### Requested Action.

Staff requests the Board authorize the submittal of a budget amendment transferring funds from FY 25 to FY 26 to cover an overage in the FY 26 SaaS line item.

### Recommendation.

START staff and the START finance committee recommend that staff be authorized to submit a request for an amendment to the adopted START FY 26 budget to fund an overage in the SaaS line item.

### Background

In February 2025 (FY 25) START was invoiced by Masabi, the contractor providing START's online ticket vending platform "Transit App," in the amount of \$44,000. During the month of February, START was experiencing issues with this platform in that customers were receiving wrong charges or not able to use it at all. START staff engaged with Masabi to attempt to resolve the issues. Masabi was unresponsive. Accordingly, staff withheld payment of the \$44,000 from Masabi pending resolution of the problems with the platform. In September 2025 (FY 26), Masabi finally fixed the problem. Staff continued to withhold the payment for two additional months to ensure the software fixes actually resolved the issues. Once staff was satisfied, staff processed the payment for Masabi in November 2025.

The \$44,000 payment was budgeted for FY 25; however, due to the withholding of payment as staff worked to resolve the platform problems with Masabi, payment was not made until FY 26. In FY 25 START ended the year with \$78,510 in the SaaS line item due to this payment not being made in FY 25.

### Financial Impact

This year, START's approved budget for the SaaS line item is \$145,000. The chart below shows the impact that withholding this invoice in FY 25 and paying it in FY 26 will have on the FY 26 budget:

SaaS budget in FY 26	\$145,000	
Spent already in FY26	\$(66,489)	
Masabi Feb. 2025 invoice	\$(44,000)	The amount START staff withheld in FY 25 and paid in November 2025
Masabi regular Nov. 2025 Payment	\$(20,200)	This is in addition to the \$44K
Equans Feb. 2026	\$(38,611)	Expected payment in February 2026
Overage	\$ (24,300)	START will be over by this amount

The START SaaS line item will be \$24,300 short this year if the remaining funds from FY 25 are not re-appropriated to cover an expenditure that was due in FY 25. Staff is requesting to move \$44,000 of the remaining \$78,510 FY 25 underage to help cover FY 26 overages in the SaaS line item. Staff is requesting the full \$44,000 be reappropriated rather than the exact \$24,300 needed, in order to cover any unforeseen increases in expenses and to provide a buffer. Moving \$44,000 will still leave \$34,510 remaining in the FY 25 SaaS line item leaving both FY accounts in the positive.

**Attachment**

None.

**Suggested Motion**

*Authorize staff to submit a budget amendment in the amount of \$44,000 transferring this amount from FY 25 to FY 26 SaaS Line item.*

Prepared by

Mike Toronto, Transit Director



## STAFF Report

<b>Meeting Date:</b>	1/22/26	<b>Meeting Title:</b>	Regular
<b>Submitting Department:</b>	START	<b>Presenter:</b>	Mike Toronto, Director
<b>Agenda Item:</b>	<b>Additional Service Area for START On-Demand</b>	<b>Public Comment:</b>	Yes

### **Purpose & Policy Considerations.**

To consider an expansion of the On-Demand Service to cover Karns Hillside Community.

### **Requested Action.**

START Staff requests the Board approve the expansion of On-Demand Service to cover the Karns Hillside Community.

### **Recommendation.**

START staff recommend that On-Demand be expanded to cover the Karns Hillside Community.

### **Background**

In the December 2025 Board Meeting, Dan Anderson from Karns Hillside HOA presented a map and justification for the expansion. The current On-Demand service area surrounds that community but does not cover that community. The community is isolated in that it does not connect to any other neighborhoods.

### **Financial Impact**

There is no financial impact from this change. Director Toronto engaged with Downtowner, the current On-Demand provider, and they confirmed there is no financial impact of adding this community.

### **Attachment**

Start On Demand Karns Hillside Service Request Redacted (in the board packet)

### **Suggested Motion**

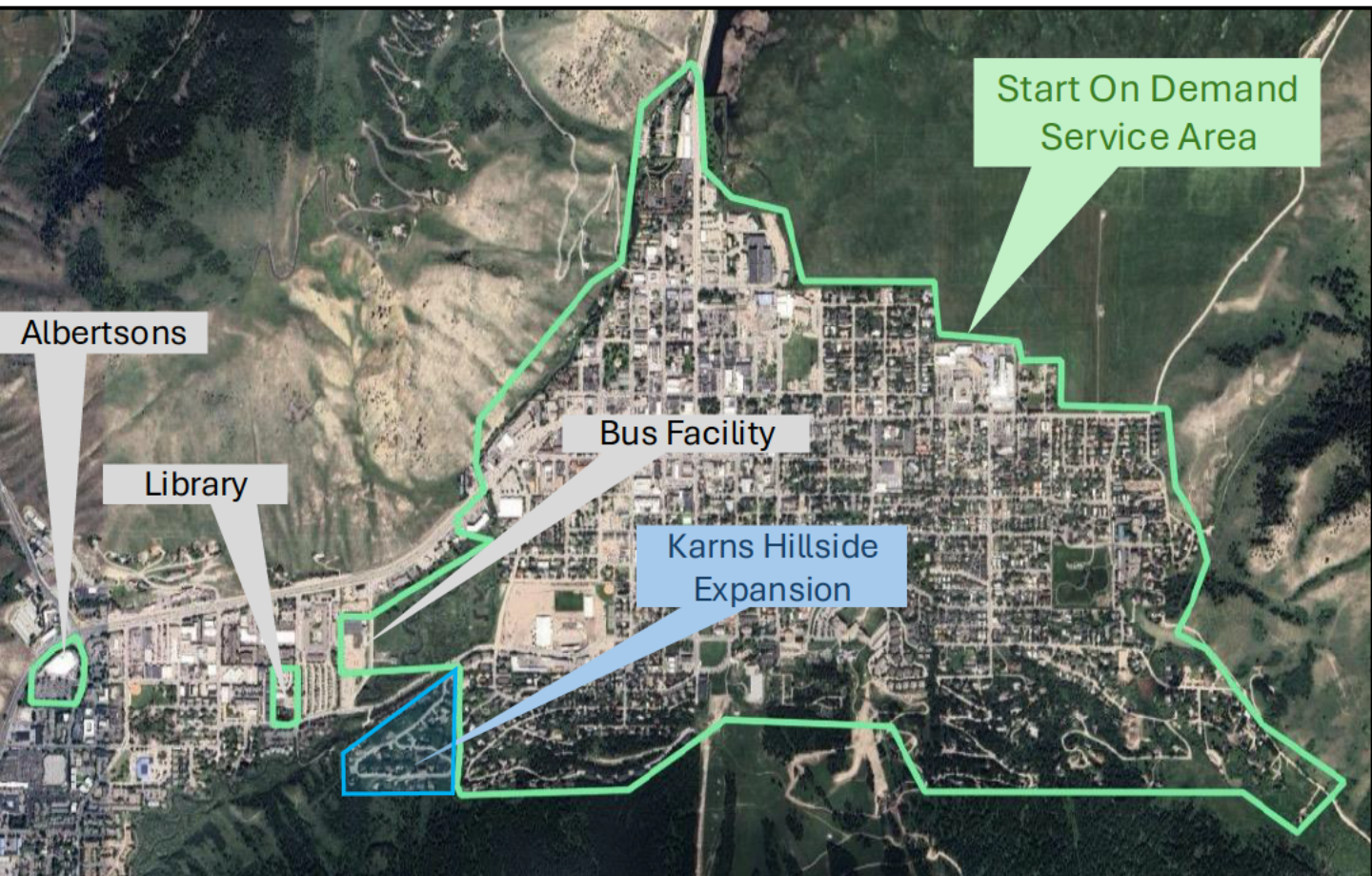
*Authorize Staff to expand the On-Demand service area to cover the Karns Hillside Community as presented in the December 2025 START Board Meeting.*

Prepared by

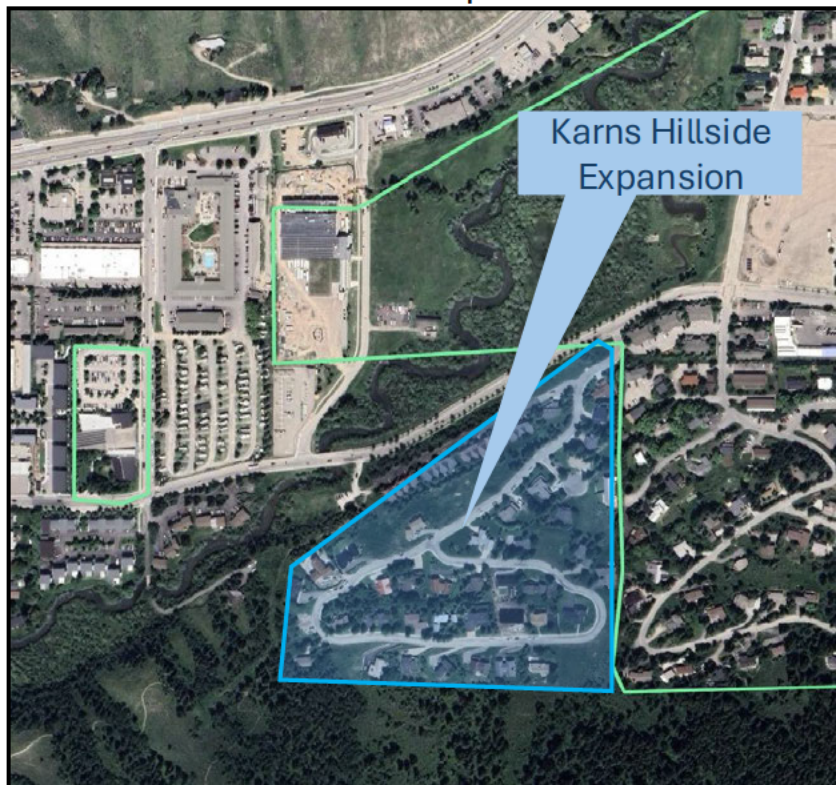
Mike Toronto, Transit Director



# Start On Demand Karns Hillside Expansion



Detailed Map

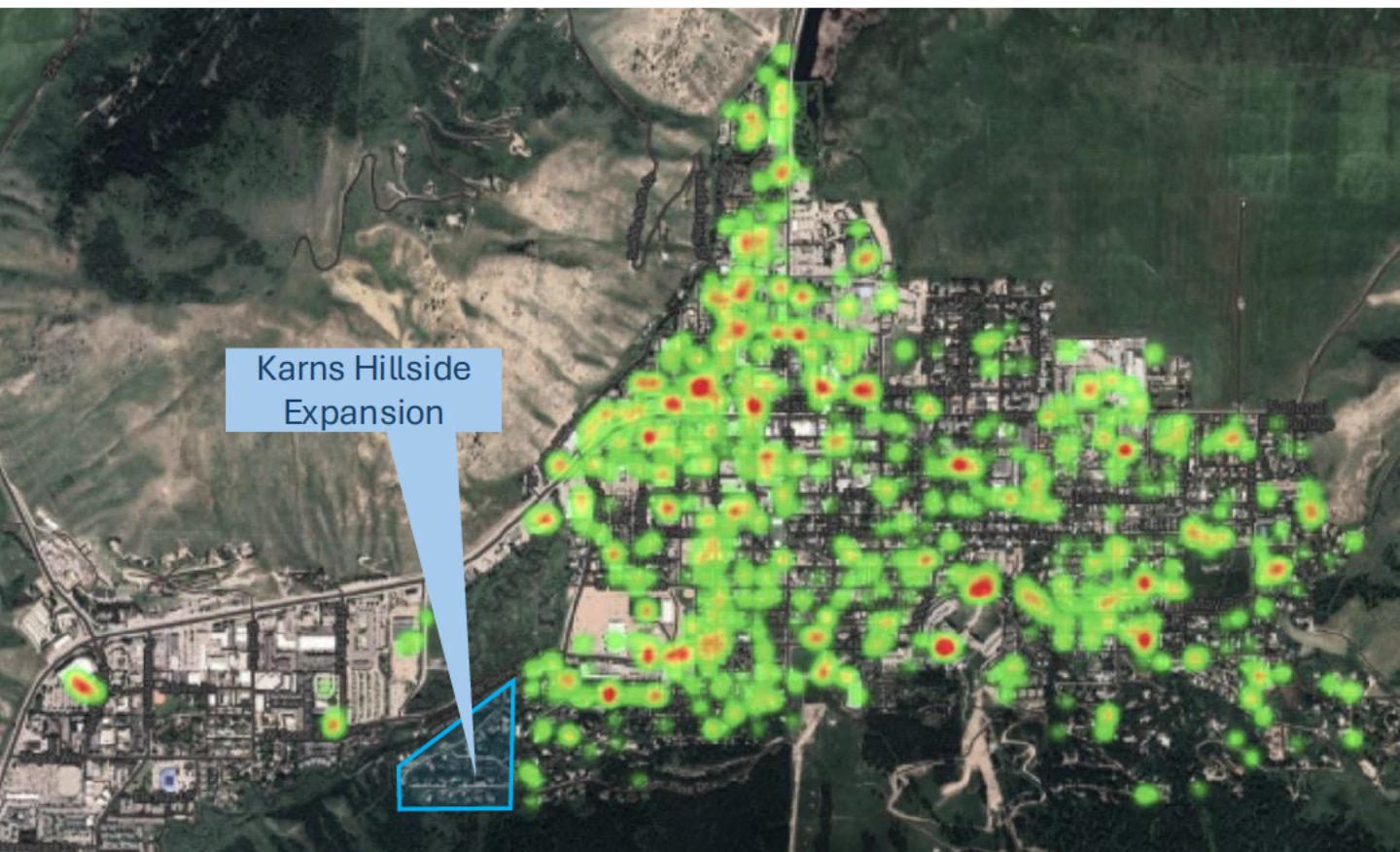


## Karns Hillside Expansion

- Includes:
  - Rodeo Drive
  - Lariat Loop
  - Hillside Drive
  - 55 Residences
  - 9 Vacant lots
- Fits well with existing SOD service area
- Area no longer served by Town Shuttle bus route



## Start On Demand July Pickups Heat Map



- Karns Hillside is adjacent to SOD activity to the east.
- SOD vehicles travel past Karns Hillside along Snow King Avenue when servicing Albertsons, library, and Start Bus Facility.
- Adding Karns Hillside would likely have minimal effect on SOD service.

Any questions please contact:

Dan Anderson  
Karns Hillside HOA





*Mission: We transport people.  
START safely provides the greater Jackson Hole community with convenient transportation that is affordable, service oriented and environmentally friendly, improving the quality of life in the region.*

### **Memorandum**

**To:** START Board of Directors  
**From:** Mike Toronto, Transit Director  
**Date:** January 22, 2026  
**RE:** December 2025 monthly recap

#### **Staff Recognition**

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START recently hired a new planner, Chris McDonough. START is excited for Chris to showcase his talents in this role. Prior to this, Chris was a START Supervisor and prior to that an Operator. Chris has spent time working at different transit agencies so naturally we look forward to him bringing those experiences to bear at START. In addition to his experience, Chris also has an MBA from the University of Wyoming. Chris is already familiar with START's systems, policies, and people and will make an excellent addition to START leadership team.

START recently hired two new seasonal drivers – Angela Brunes and Rebecca Sorenson; and one new full time driver Bryan Ontko. We are excited to have these three on our team and to see what they bring to the START department and to our customers. We want to thank Gail Luna for his excellent training. All new drivers pass through the Gail Driver University.

Please join me in welcoming these individuals to our team!

#### **Happenings**

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On December 11<sup>th</sup> Ann McClure and myself attend the JHMR employee event. We engaged with employees showing them how to use the START system and how to navigate our schedule. JHMR did a great job setting us up with a table in the sun and at the front of the event. We were able to hand out most of our materials and swag.

On January 7<sup>th</sup>, START gave a final and salutary goodbye to Bruce Able, former Transit Director for START. Bruce provided over 4 years of dedicated service to START, the Town of Jackson, and to Teton County. Due to his work and dedication, START is in a great place financially and asset wise. START has a new fleet and systems that bring this department to par with the times. Before retiring, Bruce spent three months in a variable hour role helping to finish up some critical items. We thank him for his service and wish him the best in retirement.

On December 22<sup>nd</sup>, START staff finalized and applied for 5311 funds from the Idaho Transportation Department (ITD). Staff anticipates receiving an award letter in June with Funds becoming available in the Fall of 2026. The IDT 5311 application is for two years, where WYDOTs 5311 application is for one year.



## Ridership

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### Overview and Highlight

Overall ridership Dec.24' / Dec.25'	115,860 / 118,537	Up 2%
Overall ridership Year to Date	1,045,546	Up 1%
Teton Village YTD	394,282	Up 3.03%
Town Shuttle YTD	422,116	Up 2.80%
ADA Ridership Dec.24' / Dec.25'	409 / 420	Up 2.69%
ADA Ridership YTD	5,051	Down 3.42%
On Demand Dec.24' / Dec.25'	17,686 / 17,694	Up .05%
On Demand YTD	160,921	Down 5.75%

### Notable Ridership trends:

- Teton Valley Commuter ridership is up year over year and month over month. **YTD Teton Valley is up 12.83%.**
- Star Valley Commuter ridership is down year over year and month over month. **YTD Star Valley ridership is down 10.00%.**
- December 2025 saw average ridership for a December month with no notable increase or decreases over prior years.

### **START-on-Demand (SOD)**

- In December 2025, SOD ridership was 8 passengers higher than December 2024.
- Year-to-date ridership on SOD is down approximately 5.75% (this is one percentage point better than the previous month).
- SOD did operate at approximately 9.5 passengers per hour for the month of December which is one passenger per hour better than prior months – and 9.5 passengers per hour since project inception.
- SOD average wait time stayed steady from November at 12 minutes.
- In December, 72% of trips had a wait time of 15 minutes or less (November was 71%) and 85% of trips had wait time of 20 minutes or less (November was 84%). Wait times improved slightly from the previous month.

## Financial Report

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START is 50% of the way through the fiscal year and has spent an aggregated 40.78% of the budget. During this time, START has spent 51.8% of the Administrative Budget and 38.34% of the Operating Budget. This is a positive sign that START overall is underbudget and trending in a good direction.

## Administrative Budget

Some of the high expenditures have been for license agreements for software, professional services from TMD, and insurance payments. Most of this expenditure came due towards the beginning of the fiscal year.

## Operating Budget

The budgeted line for Supervisor overtime is 154% of the budgeted amount. This is mainly due to Supervisors filling in for Operator shortages and three Supervisor vacancies. Staff are watching Operator overtime as this expenditure is 77% of the allotted amount. Overtime expenditures are up due to time spent training seasonal employees and filling vacant seasonal operator shifts. All other expenditures are around or below 50%. Staff recently filled three operator positions and will soon fill three supervisor positions which will help reduce the overtime expenditures.

## Revenue

START is being reimbursed regularly by WYDOT and ITD for 5311 qualifying expenditures. START Staff have collected 31% of the anticipated fare revenue for the 26 FY.

## Capital Update

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### Request for Proposal (RFP) Update:

- Bus Stop Improvement RFP – This RFP is out on the market. We expect to review bids by the end of January.
- On Demand RFP – This RFP was sent to WYDOT for review. WYDOT has provided feedback. We expect this RFP to be out for bid by the end of January.
- Vanpool RFP – The proposal period for this RFP has closed. Miles Contreras from the County Transportation Department is currently reviewing the bid(s) with two other panelists. We anticipate bringing a contract to the board to approve in the February or March board meetings.

### Bus Builds

- Staff recently received notice from MCI about increases for our two Commuter Buses. These buses are due in April of this year. The total increase is approximately \$12,000 per bus. START has enough funds in this line item and in the Wyoming 5339 grant to cover the cost increases. Staff will not need a budget amendment.
- Staff is still waiting on official numbers from Gillig for their bus build related to tariff increases.

## Service Update

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### Staffing Levels

<b>Regular Drivers</b>	<ul style="list-style-type: none"><li>- 8 FT Commuters</li><li>- 6 Regular Town Drivers</li><li>- 22 Variable Hour Drivers<ul style="list-style-type: none"><li>▪ 2 in training</li></ul></li></ul>
<b>Winter Seasonal Drivers</b>	<ul style="list-style-type: none"><li>- 20 available positions</li><li>- 14 Seasonal Drivers</li></ul>
<b>Administration</b>	<ul style="list-style-type: none"><li>- No vacancies</li></ul>

<b>Supervisors</b>	- 3 vacancies (one supervisor took the planner vacancy)
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#### **Winter Contracted Services update (no update):**

##### Winter Contracted Service Budget Amendment

Salt Lake Express (SLE) START's winter contracted provider is on site and performing the agreed upon work.

**Airport Shuttle Update** – Free fare days are intended to draw people to the service. Staff worked with Airport staff to determine the best days for free fare – we will off free fare on the following days:

- December 12<sup>th</sup>
- January 17<sup>th</sup>
- February 14<sup>th</sup>
- March 21<sup>st</sup>

Airport ridership is currently down. In 2024 START had 8,790 riders. In 2025 START had 7,547 riders, roughly 1,200 less than the previous year. Staff believes this is due to the lack of snow drawing people to the area. Staff reached out to the TTB to inquire about booking levels to see if year over year hotel reservations are up, down, or remaining the same – we have not received official numbers.

#### **Technology Update**

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No update

#### **Projects Update**

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**TDP Update** - (no change) Transportation Management and Design (TMD) has been working on a Five (5) Year Strategic Transit Development Plan (TDP).

TDPs Stuart Geltman will be in the January board meeting to review fare policy options. The board's preference(s) will be included in the Final TDP report in February. The following is a timeline of the TDP's final steps:

- January Board meeting - fare policy discussion and general direction set.
- The week of January 26<sup>th</sup> TMD will work on the final TDP recommendation.
- The week of February 2<sup>nd</sup> TMD will get the information to START Staff for review.
- The week of February 9<sup>th</sup> Staff will review and provide input to TMD.
- The week of February 16<sup>th</sup> the final TDP will be sent to the board for review prior to the February 26<sup>th</sup> Board Meeting.
- February 26<sup>th</sup>, the Board Meeting, Stuart from TMD will be in person to present the final TDP and present a recommendation for the board to approve.

Copies: Tyler Sinclair, Town of Jackson, Town Manager  
Lea Colasuonno, Town of Jackson/START Attorney  
Jodi Pond, Teton County, County Administrator

Dr. Charlotte Frei, Jackson/Teton County Regional Transportation Administrator  
Jason Pitts, START  
Ann McClure, START  
Tate Coleman, START  
START Supervisor/Dispatchers  
Chris McDonough, START



## START Ridership Report

START Regular Board Meeting January 22, 2026

2018	Town Shuttle	Teton Village	Star Valley	Teton Valley		ADA	Monthly Total
Jan	44,040	105,454	3,331	3,535	-	481	156,841
Feb	38,376	96,617	2,865	3,052	-	498	141,408
March	38,047	95,498	2,804	3,058	-	554	139,961
April	27,458	17,489	2,275	2,412	-	446	50,080
May	34,639	5,769	2,671	2,962	-	422	46,463
June	48,549	17,599	2,815	2,547	-	436	71,946
July	57,755	23,520	2,766	2,364	-	438	86,843
August	54,731	22,074	2,715	2,497	-	386	82,403
September	45,062	16,760	2,286	2,445	-	392	66,945
October	34,965	5,246	2,828	2,859	-	358	46,256
November	28,285	13,054	2,710	2,568	-	389	47,006
December	37,453	92,007	2,608	3,082	-	434	135,584
Totals 2018	489,360	511,087	32,674	33,381	-	5,234	1,071,736

2019	Town Shuttle	Teton Village	Star Valley	Teton Valley		ADA	Monthly Total	'19 vs. '18	
Jan	41,778	111,186	3,283	3,646	-	464	160,357	3,516	2%
Feb	36,655	106,701	2,827	2,240	-	415	148,838	7,430	5%
March	38,437	100,310	2,780	2,739	-	485	144,751	4,790	3%
April	27,974	19,896	2,623	2,921	-	542	53,956	3,876	8%
May	34,349	6,478	2,343	3,340	-	437	46,947	484	1%
June	45,211	16,765	2,285	2,682	-	518	67,461	(4,485)	-6%
July	49,498	23,259	3,597	3,225	-	407	79,986	(6,857)	-8%
August	45,687	28,611	2,679	2,837	-	389	80,203	(2,200)	-3%
September	50,287	25,540	2,559	3,623	-	406	82,415	15,470	23%
October	47,307	8,445	2,455	3,312	-	368	61,887	15,631	34%
November	35,185	7,392	3,523	3,449	-	430	49,979	2,973	6%
December	36,299	79,128	2,731	3,243	-	525	121,926	(13,658)	-10%
Totals 2019	488,667	533,711	33,685	37,257	-	5,386	1,098,706	26,970	3%

2020	Town Shuttle	Teton Village	Star Valley	Teton Valley	Circulator	ADA	Monthly Total	'20 vs. '19	
Jan	41,063	102,344	3,442	3,827	-	567	151,243	(9,114)	-6%
Feb	38,950	107,867	2,874	3,290	-	558	153,539	4,701	3%
March	27,258	52,602	2,269	2,162	-	350	84,641	(60,110)	-42%
April	7,457	289	991	653	-	205	9,595	(44,361)	-82%
May	9,411	510	932	813	-	253	11,919	(35,028)	-75%
June	12,345	2,276	1,426	1,250	-	301	17,598	(49,863)	-74%
July	13,710	4,973	1,580	1,466	-	340	22,069	(57,917)	-72%
August	13,533	5,830	1,592	1,578	-	303	22,836	(57,367)	-72%
September	13,597	4,788	1,675	1,648	-	253	21,961	(60,454)	-73%
October	12,913	2,901	1,642	1,632	-	299	19,387	(42,500)	-69%
November	9,688	4,308	1,642	1,407	132	328	17,505	(32,474)	-65%
December	12,131	37,900	1,930	1,476	3,522	316	57,275	(64,651)	-53%
Totals 2020	212,056	326,588	21,995	21,202	3,654	4,073	589,568	(509,138)	-46%

2021	Town Shuttle	Teton Village	Star Valley	Teton Valley	Circulator	ADA	START On-Demand	Monthly Total	'21 vs. '20	
Jan	12,762	45,208	2,024	1,800	4,809	331	-	66,934	(84,309)	-56%
Feb	12,433	39,954	1,930	1,754	4,218	357	-	60,646	(92,893)	-61%
March	14,873	38,736	2,242	2,087	4,012	428	-	62,378	(22,263)	-26%
April	12,151	10,124	1,990	1,628	2,292	438	-	28,623	19,028	198%
May	14,762	3,800	1,699	1,745	2,880	482	-	25,368	13,449	113%
June	17,143	9,446	2,100	1,827	3,734	550	-	34,800	17,202	98%
July	18,696	9,868	1,995	1,541	3,940	536	-	36,576	14,507	66%
August	21,372	6,753	2,109	1,633	3,495	528	-	35,890	13,054	57%
September	17,661	7,969	1,773	1,893	3,266	481	-	33,043	11,082	50%
October	15,599	4,733	1,926	1,866	2,853	470	-	27,447	8,060	42%
November	12,866	6,437	1,685	1,343	1,717	448	197	24,693	7,188	41%
December	18,836	49,156	2,508	1,989	-	519	7,025	80,033	22,758	40%
Totals 2021	189,154	232,184	23,981	21,106	37,216	5,568	7,222	516,431	(73,137)	-12%

2022	Town Shuttle	Teton Village	Star Valley	Teton Valley	Circulator	ADA	START On-Demand	Monthly Total	'22 vs. '21	
Jan	19,554	62,593	2,370	2,104	-	458	16,057	103,136	36,202	54%
Feb	19,479	59,372	2,048	2,011	-	490	15,431	98,831	38,185	63%
March	21,887	58,905	2,360	1,983	-	566	14,624	100,325	37,947	61%
April	18,327	13,026	2,262	1,781	-	461	6,550	42,407	13,784	48%
May	22,372	4,748	1,995	1,871	-	539	6,539	38,064	12,696	50%
June	27,176	14,083	2,308	2,097	-	493	7,023	53,180	18,380	53%
July	29,195	18,147	2,150	2,116	-	534	10,066	62,208	25,632	70%
August	27,634	17,827	2,377	2,434	-	515	10,347	61,134	25,244	70%
September	25,600	13,410	2,038	2,418	-	422	9,878	53,766	20,723	63%
October	21,545	7,168	1,890	1,890	-	507	7,411	40,198	12,751	46%
November	18,712	9,972	2,181	2,194	-	501	7,006	40,566	15,873	64%
December	27,581	49,580	2,580	2,353	-	563	20,358	103,015	22,982	29%
Totals 2022	279,062	328,831	26,346	25,252	-	6,049	131,290	796,830	280,399	54%



# START Ridership Report

START Regular Board Meeting January 22, 2026

2023	Town Shuttle	Teton Village	Star Valley	Teton Valley	*AIRPORT*	ADA	START On-Demand	Monthly Total	'23 vs. '22	
Jan	32,229	57,980	2,295	2,446	-	550	24,979	120,479	17,343	17%
Feb	27,699	52,442	2,206	2,203	-	461	22,813	107,824	8,993	9%
March	29,905	49,763	2,710	2,524	-	489	21,511	106,902	6,577	7%
April	20,609	13,018	1,963	2,035	-	474	9,266	47,365	4,958	12%
May	24,642	8,844	2,203	2,409	-	470	9,233	47,801	9,737	26%
June	33,304	17,151	2,150	2,408	-	452	12,605	68,070	14,890	28%
July	35,532	19,425	1,756	2,221	-	462	14,278	73,674	11,466	18%
August	34,250	19,233	1,926	2,290	-	522	14,533	72,754	11,620	19%
September	31,403	15,592	1,903	2,133	-	484	11,783	63,298	9,532	18%
October	27,190	9,350	2,122	2,561	-	440	8,389	50,052	9,854	25%
November	21,267	10,992	1,764	2,363	-	489	7,633	44,508	3,942	10%
December	34,329	58,497	2,687	1,906	1,000	431	19,078	117,928	14,913	14%
Totals 2023	352,359	332,287	25,685	27,499	1,000	5,724	176,101	920,655	123,825	16%

2023	Town Shuttle	Teton Village	Star Valley	Teton Valley	Airport Shuttle Pilot	ADA	START On-Demand	Monthly Total	GTR Shuttle	Monthly Total (plus GTR)	'23 vs. '22	
January	32,229	57,980	2,295	2,446	-	550	24,979	120,479	7,198	127,677	17,343	17%
February	27,699	52,442	2,206	2,203	-	461	22,813	107,824	8,606	116,430	8,993	9%
March	29,905	49,763	2,710	2,524	-	489	21,511	106,902	8,161	115,063	6,577	7%
April	20,609	13,018	1,963	2,035	-	474	9,266	47,365	2,647	50,012	4,958	12%
May	24,642	8,844	2,203	2,409	-	470	9,233	47,801		47,801	9,737	26%
June	33,304	17,151	2,150	2,408	-	452	12,605	68,070	765	68,835	14,890	28%
July	35,532	19,425	1,756	2,221	-	462	14,278	73,674	1,638	75,312	11,466	18%
August	34,250	19,233	1,926	2,290	-	522	14,533	72,754	2,886	75,640	11,620	19%
September	31,403	15,592	1,903	2,133	-	484	11,783	63,298	653	63,951	9,532	18%
October	27,190	9,350	2,122	2,561	-	440	8,389	50,052		50,052	9,854	25%
November	21,267	10,992	1,764	2,363	-	489	7,633	44,508	877	45,385	3,942	10%
December	34,329	58,497	2,687	1,906	1,000	431	19,078	117,928	5,647	123,575	14,913	14%
Totals 2023	352,359	332,287	25,685	27,499	1,000	5,724	176,101	920,655	39,078	959,733	123,825	16%

2024	Town Shuttle	Teton Village	Star Valley	Teton Valley	Airport Shuttle Pilot	ADA	START On-Demand	Monthly Total	GTR Shuttle	Monthly Total (plus GTR)	'24 vs. '23	
January	36,075	70,724	3,186	2,282	1,998	490	21,777	136,532	8,128	144,660	16,053	13%
February	35,416	70,082	2,888	2,464	2,292	473	20,472	134,087	9,748	143,835	26,263	24%
March	36,358	61,951	2,682	2,090	2,907	473	19,091	125,552	7,464	133,016	18,650	17%
April	28,387	19,967	2,489	2,074	532	416	10,844	64,709	2,652	67,361	17,344	37%
May	31,956	9,564	2,365	1,978	-	521	10,538	56,922		56,922	9,121	19%
June	38,183	17,234	2,160	1,969	-	433	13,686	73,665	1,312	74,977	5,595	8%
July	41,614	20,064	2,216	2,166	-	395	14,735	81,190	2,258	83,448	7,516	10%
August	38,974	19,849	2,192	2,164	-	453	14,418	78,050	3,240	81,290	5,296	7%
September	36,072	15,930	2,125	2,165	-	376	11,847	68,515	840	69,355	5,217	8%
October	32,616	8,747	2,337	2,614	-	399	8,310	55,023		55,023	4,971	10%
November	27,060	6,772	1,944	2,009	-	392	7,278	45,455	2,235	47,690	947	2%
December	33,044	59,088	2,215	2,357	1,061	409	17,686	115,860	8,512	124,372	(2,068)	-2%
Totals 2024	415,755	379,972	28,799	26,332	8,790	5,230	170,682	1,035,560	46,389	1,081,949	114,905	12%

2025	Town Shuttle	Teton Village	Star Valley	Teton Valley	Airport Shuttle Pilot	ADA	START On-Demand	Monthly Total	GTR Shuttle	Monthly Total (plus GTR)	'25 vs. '24	
January	36,881	73,158	2,394	2,858	2,084	447	19,496	137,318	9,146	146,464	786	1%
February	34,800	74,868	2,189	2,882	2,122	394	17,150	134,405	9,723	144,128	318	0%
March	39,108	67,504	2,634	2,613	1,962	423	18,101	132,345	8,002	140,347	6,793	5%
April	31,943	22,951	2,397	2,308	306	414	9,966	70,285	2,948	73,233	5,576	9%
May	36,868	9,174	2,025	2,343	-	496	8,599	59,505		59,505	2,583	5%
June	37,773	16,545	2,015	2,493	-	409	12,229	71,464	1,162	72,626	(2,201)	-3%
July	37,642	19,438	2,237	2,521	-	454	13,693	75,985	1,998	77,983	(5,205)	-6%
August	36,601	18,525	1,973	2,414	-	417	14,028	73,958	2,346	76,304	(4,092)	-5%
September	34,297	14,436	1,926	2,491	-	437	11,186	64,773	557	65,330	(3,742)	-5%
October	33,759	8,937	2,193	2,632	-	394	9,907	57,822		57,822	2,799	5%
November	28,475	7,869	1,707	1,880	-	346	8,872	49,149	16	49,165	3,694	8%
December	33,969	60,877	2,229	2,275	1,073	420	17,694	118,537	3,665	122,202	2,677	2%
Totals 2025	422,116	394,282	25,919	29,710	7,547	5,051	160,921	1,045,546	39,563	1,085,109	9,986	1%

## Summary Tables:

### Monthly Total - December Data ONLY:

	Town Shuttle	Teton Village	Star Valley	Teton Valley	Airport Shuttle Pilot	ADA	START On-Demand	GTR Shuttle	Annual Total:
2018	37,453	92,007	2,608	3,082	-	434	-	-	135,584
2019	36,299	79,128	2,731	3,243	-	525	-	-	121,926
2020	12,131	37,900	1,930	1,476	-	316	-	-	53,753
2021	18,836	49,156	2,508	1,989	-	519	7,025	-	80,033
2022	27,581	49,580	2,580	2,353	-	563	20,358	-	103,015
2023	34,329	58,497	2,687	1,906	1,000	431	19,078	5,647	123,575
2024	33,044	59,088	2,215	2,357	1,061	409	17,686	8,512	124,372
2025	33,969	60,877	2,229	2,275	1,073	420	17,694	3,665	122,202

### Monthly Comparisons for Each Service Type - December Data ONLY:

	Town Shuttle	Teton Village	Star Valley	Teton Valley	Airport Shuttle Pilot	ADA	START On-Demand	GTR Shuttle	Monthly Variance:
2018 - 2019	(1,154)	(12,879)	123	161	-	91	-	-	(13,658)
	-3.08% ▼	-14.00% ▼	4.72% ▲	5.22% ▲	0.00% ▲	20.97% ▲	0.00% ▲	0.00% ▲	-10.07% ▼
2019 - 2020	(24,168)	(41,228)	(801)	(1,767)	-	(209)	-	-	(68,173)
	-66.58% ▼	-52.10% ▼	-29.33% ▼	-54.49% ▼	0.00% ▲	-39.81% ▼	0.00% ▲	0.00% ▲	-55.91% ▼
2020 - 2021	6,705	11,256	578	513	-	203	7,025	-	26,280
	55.27% ▲	29.70% ▲	29.95% ▲	34.76% ▲	0.00% ▲	64.24% ▲	0.00% ▲	0.00% ▲	48.89% ▲
2021 - 2022	8,745	424	72	364	-	44	13,333	-	22,982
	46.43% ▲	0.86% ▲	2.87% ▲	18.30% ▲	0.00% ▲	8.48% ▲	0.00% ▲	0.00% ▲	28.72% ▲
2022 - 2023	6,748	8,917	107	(447)	1,000	(132)	(1,280)	5,647	20,560
	24.47% ▲	17.99% ▲	4.15% ▲	-19.00% ▼	0.00% ▲	-23.45% ▼	-6.29% ▼	#DIV/0!	19.96% ▲
2023 - 2024	(1,285)	591	(472)	451	61	(22)	(1,392)	2,865	797
	-3.74% ▼	1.01% ▲	-17.57% ▼	23.66% ▲	6.10% ▲	-5.10% ▼	-7.30% ▼	50.73% ▲	0.64% ▲
2024-2025	925	1,789	14	(82)	12	11	8	(4,847)	(2,170)
	2.80% ▲	3.03% ▲	0.63% ▲	-3.48% ▼	1.13% ▲	2.69% ▲	0.05% ▲	-56.94% ▼	-1.74% ▼

### YTD Totals for January through December Data:

	Town Shuttle	Teton Village	Star Valley	Teton Valley	Airport Shuttle Pilot	ADA	START On-Demand	GTR Shuttle	YTD Total:
2018	489,360	511,087	32,674	33,381	-	5,234	-	-	1,071,736
2019	488,667	533,711	33,685	37,257	-	5,386	-	-	1,098,706
2020	212,056	326,588	21,995	21,202	-	4,073	-	-	585,914
2021	170,318	183,028	21,473	19,117	-	5,049	-	-	398,985
2022	279,062	328,831	26,346	25,252	-	6,049	131,290	-	796,830
2023	352,359	332,287	25,685	27,499	1,000	5,724	176,101	39,078	959,733
2024	415,755	379,972	28,799	26,332	8,790	5,230	170,682	46,389	1,081,949
2025	422,116	394,282	25,919	29,710	7,547	5,051	160,921	39,563	1,085,109

### YTD Comparisons for Each Service Type: January through December Data:

	Town Shuttle	Teton Village	Star Valley	Teton Valley	Airport Shuttle Pilot	ADA	START On-Demand	GTR Shuttle	Annual Variance:
2018 - 2019	(693)	22,624	1,011	3,876	-	152	-	-	26,970
	-0.14% ▼	4.43% ▲	3.09% ▲	11.61% ▲	-	2.90% ▲	-	-	2.52% ▲
2019 - 2020	(276,611)	(207,123)	(11,690)	(16,055)	-	(1,313)	-	-	(512,792)
	-56.61% ▼	-38.81% ▼	-34.70% ▼	-43.09% ▼	-	-24.38% ▼	-	-	-46.67% ▼
2020 - 2021	(41,738)	(143,560)	(522)	(2,085)	-	976	-	-	(186,929)
	-19.68% ▼	-43.96% ▼	-2.37% ▼	-9.83% ▼	-	23.96% ▲	100.00% ▲	-	-31.90% ▼
2021 - 2022	108,744	145,803	4,873	6,135	-	1,000	131,290	-	397,845
	63.85% ▲	79.66% ▲	22.69% ▲	32.09% ▲	-	19.81% ▲	#DIV/0!	-	99.71% ▲
2022 - 2023	73,297	3,456	(661)	2,247	1,000	(325)	44,811	39,078	162,903
	26.27% ▲	1.05% ▲	-2.51% ▼	8.90% ▲	0.00% ▲	-5.37% ▼	34.13% ▲	0.00% ▲	20.44% ▲
2023 - 2024	63,396	47,685	3,114	(1,167)	7,790	(494)	(5,419)	7,311	122,216
	17.99% ▲	14.35% ▲	12.12% ▲	-4.24% ▼	779.00% ▲	-8.63% ▼	-3.08% ▼	18.71% ▲	12.73% ▲
2024-2025	6,361	14,310	(2,880)	3,378	(1,243)	(179)	(9,761)	(6,826)	3,160
	1.53% ▲	3.77% ▲	-10.00% ▼	12.83% ▲	-14.14% ▼	-3.42% ▼	-5.72% ▼	-14.71% ▼	0.29% ▲

## Commuter Services - Average Boardings:

May-21				
Teton Valley		AM	PM	
May	TV1	9	14	
	TV2	13	18	
	TV3	19	7	
Star Valley		AM	PM	
May	SV1	8	16	
	SV2	18	19	
	SV3	15	5	
Jun-21				
Teton Valley		AM	PM	
June	TV1	10	14	
	TV2	15	20	
	TV3	17	8	
Star Valley		AM	PM	
June	SV1	7	22	
	SV2	23	22	
	SV3	18	4	
Jul-21				
Teton Valley		AM	PM	
July	TV1	9	11	
	TV2	13	17	
	TV3	14	7	
Star Valley		AM	PM	
July	SV1	7	22	
	SV2	22	18	
	SV3	17	4	
Aug-21				
Teton Valley		AM	PM	
August	TV1	8	13	
	TV2	14	20	
	TV3	14	6	
Star Valley		AM	PM	
August	SV1	8	22	
	SV2	23	19	
	SV3	17	6	
Sep-21				
Teton Valley		AM	PM	
September	TV1	9	15	
	TV2	16	20	
	TV3	19	8	
Star Valley		AM	PM	
September	SV1	8	20	
	SV2	20	16	
	SV3	13	3	
Oct-21				
Teton Valley		AM	PM	
October	TV1	9	18	
	TV2	11	19	
	TV3	24	8	
Star Valley		AM	PM	
October	SV1	11	21	
	SV2	24	18	
	SV3	13	5	

Date:	Teton Valley Commuter Monthly Avg.		
2018	2,781.75	12 Months	
2019	3,104.75	12 Months	
2020	1,766.83	12 months	
2021	1,758.83	12 months	
2022	2,104.33	12 month	
2023	2,291.58	12 month	
2024	2,194.33	12 months	
2025	2,475.83	12 months	
Date:	Star Valley Commuter Monthly Avg.		
2018	2,722.83	12 Months	
2019	2,807.08	12 Months	
2020	1,832.92	12 months	
2021	1,998.42	12 months	
2022	2,195.50	12 month	
2023	2,140.42	12 month	
2024	2,399.92	12 months	
2025	2,159.92	12 months	
Nov-21			
Teton Valley		AM	PM
November	TV1	7	15
	TV2	11	16
	TV3	19	4
Star Valley		AM	PM
November	SV1	10	20
	SV2	23	19
	SV3	16	5
Dec-21			
Teton Valley		AM	PM
December	TV1	7	18
	TV2	15	17
	TV3	22	10
Star Valley		AM	PM
December	SV1	13	23
	SV2	28	23
	SV3	16	6
January 2022			
Teton Valley		AM	PM
January	TV1	8	27
	TV2	16	20
	TV3	22	7
Star Valley		AM	PM
January	SV1	14	24
	SV2	29	26
	SV3	14	6
February 2022			
Teton Valley		AM	PM
February	TV1	10	20
	TV2	16	24
	TV3	25	9
Star Valley		AM	PM
February	SV1	13	22
	SV2	27	25
	SV3	14	4
March 2022			
Teton Valley		AM	PM
March	TV1	9	21
	TV2	17	24
	TV3	24	6
Star Valley		AM	PM
March	SV1	16	25
	SV2	30	28
	SV3	17	7



2022

April 2022				
Teton Valley		AM	PM	
April	TV1A	8	18	
	TV1B	2	0	
	TV2	14	17	
	TV3	20	7	
Star Valley		AM	PM	
April	SV1A	13	21	
	SV1B	0	0	
	SV2	28	24	
	SV3	16	6	
May 2022				
Teton Valley		AM	PM	
May	TV1A	11	18	
	TV1B	1	0	
	TV2	13	16	
	TV3	19	7	
Star Valley		AM	PM	
May	SV1A	11	17	
	SV1B	2	4	
	SV2	23	19	
	SV3	11	6	
June 2022				
Teton Valley		AM	PM	
June	TV1A	10	17	
	TV1B	3	1	
	TV2	15	23	
	TV3	20	7	
Star Valley		AM	PM	
June	SV1A	13	19	
	SV1B	1	0	
	SV2	27	25	
	SV3	12	7	
July 2022				
Teton Valley		AM	PM	
July	TV1A	11	21	
	TV1B	7	0	
	TV2	22	24	
	TV3	19	9	
Star Valley		AM	PM	
July	SV1A	13	21	
	SV1B	2	0	
	SV2	31	27	
	SV3	14	8	
August 2022				
Teton Valley		AM	PM	
August	TV1A	12	21	
	TV1B	7	0	
	TV2	18	24	
	TV3	19	9	
Star Valley		AM	PM	
August	SV1A	11	22	
	SV1B	3	0	
	SV2	28	26	
	SV3	13	6	

September 2022				
Teton Valley		AM	PM	
September	TV1A	12	25	
	TV1B	4	0	
	TV2	15	21	
	TV3	24	10	
Star Valley		AM	PM	
September	SV1A	13	19	
	SV1B	5	1	
	SV2	22	22	
	SV3	11	6	
October 2022				
Teton Valley		AM	PM	
October	TV1A	12	23	
	TV2	25	19	
	TV3	25	11	
Star Valley		AM	PM	
October	SV1A	12	22	
	SV2	25	22	
	SV3	24	9	
November 2022				
Teton Valley		AM	PM	
November	TV1	11	22	
	TV2	23	30	
	TV3	26	6	
Star Valley		AM	PM	
November	SV1	10	24	
	SV2	28	24	
	SV3	15	5	
December 2022				
Teton Valley		AM	PM	
December	TV1	10	24	
	TV2	24	27	
	TV3	24	9	
Star Valley		AM	PM	
December	SV1	16	28	
	SV2	30	26	
	SV3	16	8	

2023

January 2023				
Teton Valley		AM	PM	
January	TV1	14	28	
	TV2	23	27	
	TV3	30	12	
Star Valley		AM	PM	
January	SV1	15	27	
	SV2	30	29	
	SV3	16	4	
February 2023				
Teton Valley		AM	PM	
February	TV1	13	27	
	TV2	20	23	
	TV3	32	10	
Star Valley		AM	PM	
February	SV1	14	27	
	SV2	30	25	
	SV3	17	5	
March 2023				
Teton Valley		AM	PM	
March	TV1	10	24	
	TV2	21	23	
	TV3	29	7	
Star Valley		AM	PM	
March	SV1	13	24	
	SV2	33	26	
	SV3	16	7	
April 2023				
Teton Valley		AM	PM	
April	TV1	10	25	
	TV2	26	20	
	TV3	18	7	
Star Valley		AM	PM	
April	SV1	9	23	
	SV2	22	18	
	SV3	19	7	
May 2023				
Teton Valley		AM	PM	
May	TV1	11	23	
	TV2	26	20	
	TV3	17	7	
Star Valley		AM	PM	
May	SV1	9	22	
	SV2	20	18	
	SV3	21	8	
June 2023				
Teton Valley		AM	PM	
June	TV1	14	27	
	TV2	28	25	
	TV3	18	7	
Star Valley		AM	PM	
June	SV1	10	21	
	SV2	19	19	
	SV3	20	18	

July 2023				
Teton Valley		AM	PM	
July	TV1	13	24	
	TV2	23	21	
	TV3	16	8	
Star Valley		AM	PM	
July	SV1	10	19	
	SV2	17	16	
	SV3	15	7	
August 2023				
Teton Valley		AM	PM	
August	TV1	13	25	
	TV2	24	20	
	TV3	17	6	
Star Valley		AM	PM	
August	SV1	13	20	
	SV2	16	17	
	SV3	20	7	
September 2023				
Teton Valley		AM	PM	
Septmber	TV1	14	25	
	TV2	22	19	
	TV3	15	8	
Star Valley		AM	PM	
September	SV1	11	19	
	SV2	14	19	
	SV3	20	9	
October 2023				
Teton Valley		AM	PM	
October	TV1	15	24	
	TV2	25	22	
	TV3	21	8	
Star Valley		AM	PM	
October	SV1	13	20	
	SV2	15	21	
	SV3	21	7	
November 2023				
Teton Valley		AM	PM	
November	TV1	13	26	
	TV2	25	21	
	TV3	22	9	
Star Valley		AM	PM	
November	SV1	11	22	
	SV2	16	14	
	SV3	19	6	
December 2023				
Teton Valley		AM	PM	
December	TV1	12	21	
	TV2	18	16	
	TV3	16	9	
Star Valley		AM	PM	
December	SV1	15	29	
	SV2	28	27	
	SV3	22	7	

2024

January 2024				
Teton Valley		AM	PM	
January	TV1		14	23
	TV2		20	19
	TV3		22	10
Star Valley		AM	PM	
January	SV1		18	32
	SV2		31	27
	SV3		23	9
February 2024				
Teton Valley		AM	PM	
February	TV1		17	25
	TV2		24	21
	TV3		22	13
Star Valley		AM	PM	
February	SV1		18	32
	SV2		31	28
	SV3		22	10
March 2024				
Teton Valley		AM	PM	
March	TV1		12	22
	TV2		21	16
	TV3		19	9
Star Valley		AM	PM	
March	SV1		18	30
	SV2		26	24
	SV3		23	7
April 2024				
Teton Valley		AM	PM	
April	TV1		12	21
	TV2		19	17
	TV3		18	8
Star Valley		AM	PM	
April	SV1		16	26
	SV2		23	22
	SV3		19	8
May 2024				
Teton Valley		AM	PM	
May	TV1		10	21
	TV2		18	14
	TV3		16	7
Star Valley		AM	PM	
May	SV1		14	27
	SV2		18	18
	SV3		19	7
June 2024				
Teton Valley		AM	PM	
June	TV1		22	18
	TV2		15	21
	TV3		14	12
Star Valley		AM	PM	
June	SV1		16	26
	SV2		20	18
	SV3		19	9

July 2024				
Teton Valley		AM	PM	
July	TV1 - 401		13	22
	TV2 - 402		17	16
	TV3 - 403		18	9
Star Valley		AM	PM	
July	SV1 - 301		13	27
	SV2 - 302		20	18
	SV3 - 303		18	7
August 2024				
Teton Valley		AM	PM	
August	TV1 - 401		13	23
	TV2 - 402		19	17
	TV3 - 403		17	9
Star Valley		AM	PM	
August	SV1 - 301		13	27
	SV2 - 302		20	16
	SV3 - 303		17	6
September 2024				
Teton Valley		AM	PM	
August	TV1 - 401		13	29
	TV2 - 402		18	16
	TV3 - 403		21	8
Star Valley		AM	PM	
August	SV1 - 301		12	26
	SV2 - 302		21	20
	SV3 - 303		17	7
October 2024				
Teton Valley		AM	PM	
August	TV1 - 401		15	28
	TV2 - 402		22	18
	TV3 - 403		21	10
Star Valley		AM	PM	
August	SV1 - 301		14	24
	SV2 - 302		21	18
	SV3 - 303		18	6
November 2024				
Teton Valley		AM	PM	
August	TV1 - 401		13	23
	TV2 - 402		18	17
	TV3 - 403		19	7
Star Valley		AM	PM	
August	SV1 - 301		13	22
	SV2 - 302		17	15
	SV3 - 303		19	7
December 2024				
Teton Valley		AM	PM	
August	TV1 - 401		14	27
	TV2 - 402		20	15
	TV3 - 403		22	10
Star Valley		AM	PM	
August	SV1 - 301		14	25
	SV2 - 302		21	16
	SV3 - 303		19	7

2025

January 2025				
Teton Valley		AM	PM	
January	TV1 - 401	17	33	
	TV2 - 402	22	18	
	TV3 - 403	23	9	
Star Valley		AM	PM	
January	SV1 - 301	17	24	
	SV2 - 302	19	19	
	SV3 - 303	20	6	
February 2025				
Teton Valley		AM	PM	
February	TV1 - 401	18	36	
	TV2 - 402	25	21	
	TV3 - 403	32	12	
Star Valley		AM	PM	
February	SV1 - 301	16	30	
	SV2 - 302	23	19	
	SV3 - 303	18	4	
March 2025				
Teton Valley		AM	PM	
March	TV1 - 401	15	33	
	TV2 - 402	23	18	
	TV3 - 403	27	9	
Star Valley		AM	PM	
March	SV1 - 301	17	36	
	SV2 - 302	26	20	
	SV3 - 303	21	5	
April 2025				
Teton Valley		AM	PM	
April	TV1 - 401	14	31	
	TV2 - 402	19	15	
	TV3 - 403	20	7	
Star Valley		AM	PM	
April	SV1 - 301	13	29	
	SV2 - 302	21	19	
	SV3 - 303	22	5	
May 2025				
Teton Valley		AM	PM	
May	TV1 - 401	13	28	
	TV2 - 402	19	17	
	TV3 - 403	20	9	
Star Valley		AM	PM	
May	SV1 - 301	13	22	
	SV2 - 302	16	18	
	SV3 - 303	19	5	
June 2025				
Teton Valley		AM	PM	
June	TV1 - 401	14	28	
	TV2 - 402	25	20	
	TV3 - 403	21	12	
Star Valley		AM	PM	
June	SV1 - 301	13	25	
	SV2 - 302	21	17	
	SV3 - 303	19	7	

Date:	Teton Valley Commuter Monthly Avg.	
2018	2,781.75	12 Months
2019	3,104.75	12 Months
2020	1,766.83	12 months
2021	1,758.83	12 months
2022	2,104.33	12 month
2023	2,291.58	12 month
2024	2,194.33	12 months
2025	2,475.83	12 months
Date:	Star Valley Commuter Monthly Avg.	
2018	2,722.83	12 Months
2019	2,807.08	12 Months
2020	1,832.92	12 months
2021	1,998.42	12 months
2022	2,195.50	12 month
2023	2,140.42	12 month
2024	2,399.92	12 months
2025	2,159.92	12 months

July 2025				
Teton Valley		AM	PM	
July	TV1 - 401	15		25
	TV2 - 402	23		19
	TV3 - 403	19		9
Star Valley		AM	PM	
July	SV1 - 301	13		26
	SV2 - 302	17		15
	SV3 - 303	20		7
August 2025				
Teton Valley		AM	PM	
August	TV1 - 401	16		26
	TV2 - 402	22		20
	TV3 - 403	20		11
Star Valley		AM	PM	
August	SV1 - 301	13		25
	SV2 - 302	17		18
	SV3 - 303	18		4
September 2025				
Teton Valley		AM	PM	
August	TV1 - 401	13		25
	TV2 - 402	26		18
	TV3 - 403	20		11
Star Valley		AM	PM	
August	SV1 - 301	12		24
	SV2 - 302	15		14
	SV3 - 303	17		5
October 2025				
Teton Valley		AM	PM	
August	TV1 - 401	13		27
	TV2 - 402	24		18
	TV3 - 403	20		12
Star Valley		AM	PM	
August	SV1 - 301	12		27
	SV2 - 302	16		16
	SV3 - 303	19		5
November 2025				
Teton Valley		AM	PM	
August	TV1 - 401	12		22
	TV2 - 402	19		14
	TV3 - 403	21		8
Star Valley		AM	PM	
August	SV1 - 301	12		24
	SV2 - 302	14		15
	SV3 - 303	18		3
December 2025				
Teton Valley		AM	PM	
August	TV1 - 401	15		26
	TV2 - 402	23		15
	TV3 - 403	21		8
Star Valley		AM	PM	
August	SV1 - 301	14		26
	SV2 - 302	18		18
	SV3 - 303	18		6



## **East Jackson Ridership Report**

### **December 2025**

**Rides:** 13,870 / 480,808

**Passengers (unlinked passenger trips):** 17,694 / 647,545

**Vehicle revenue hours:** 1,862 / 68,311

**Total vehicle hours:** 2,120 / 77,017

**Vehicle revenue miles:** 15,927 / 608,402

**Total vehicle miles:** 17,620 / 662,087

**Passenger miles:** 14,973 / 570,656

**Unique rider accounts (month / year to date):** 1,372 / 5,159

**Passengers per revenue hour:** 9.5 / 9.5

**Percent of rides shared:** 52%

**Average wait time:** 12 minutes

**Average ride time:** 6 minutes

**Average ride length:** 0.9 miles

**Average experience rating:** 4.9 out of 5

**Wheelchair rides:** 4

**No shows:** 268

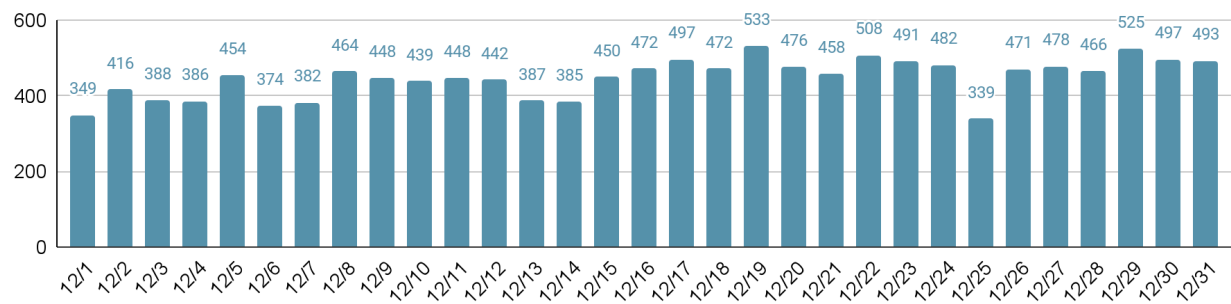
**Percent of rides more than 5 min late to pickup:** 12%

*(month to date / all time)*

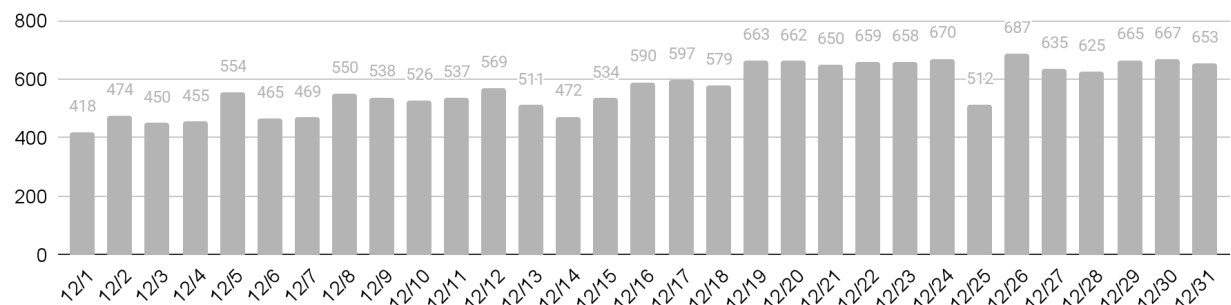
**Passengers to/from the library:** 539

**Passengers to/from START:** 112

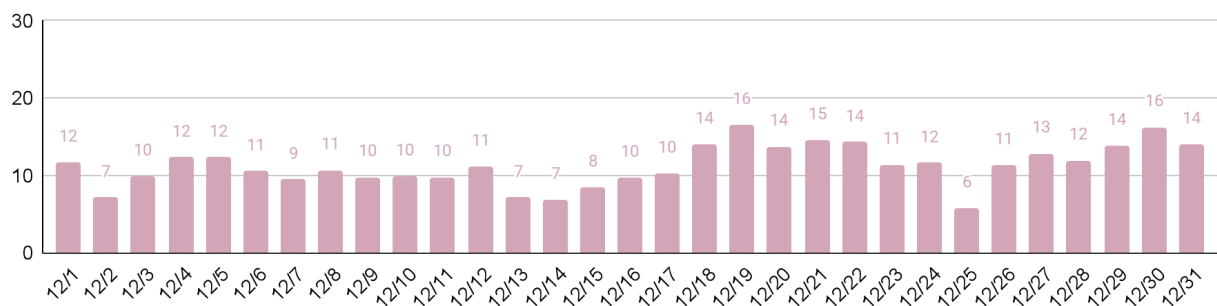
Rides



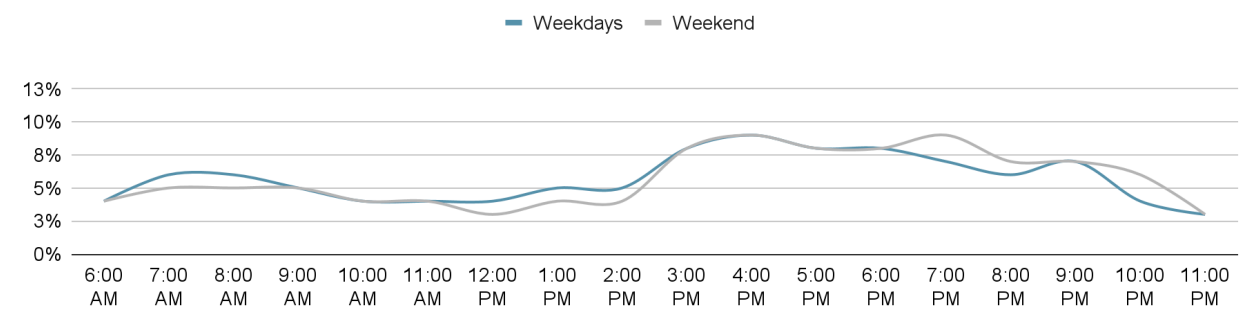
Passengers



Average Wait time



## Pickups by Hour



## Wait Time Distribution

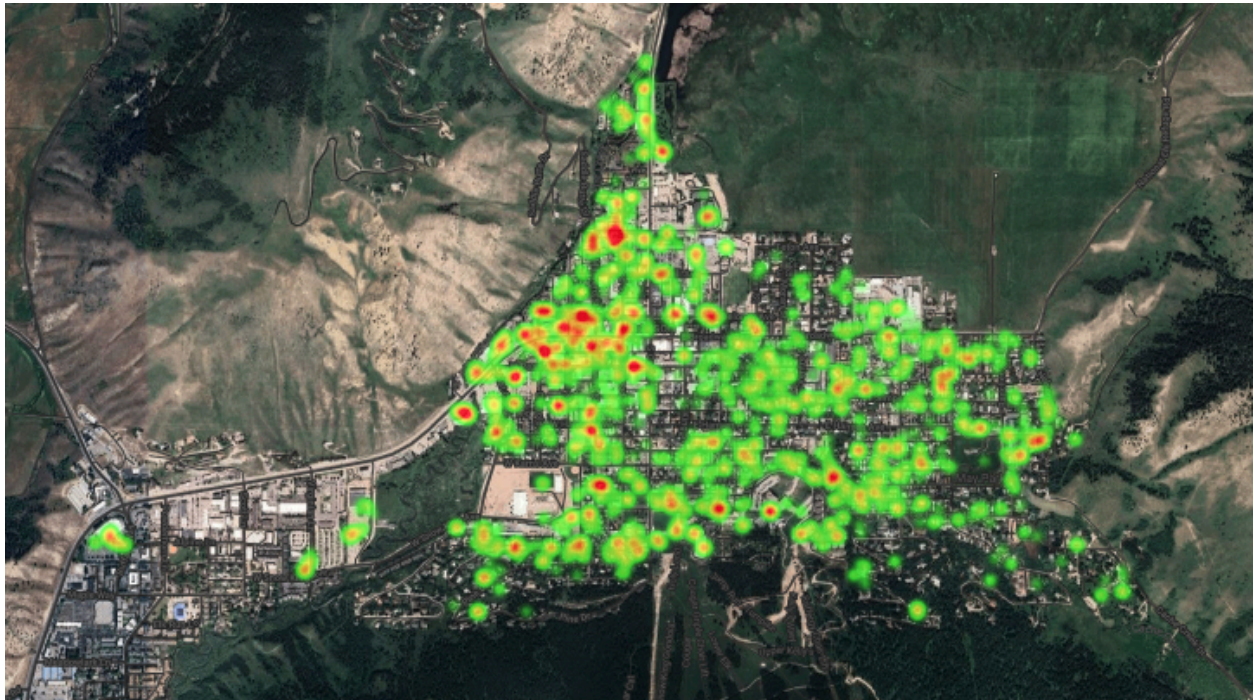
- 0 - 5 min: 26%
- 5 - 10 min: 27%
- 10 - 15 min: 19%
- 15 - 20 min: 13%
- 20 - 25 min: 8%
- 25 - 30 min: 4%
- 30+ min: 4%

## Passenger Distribution

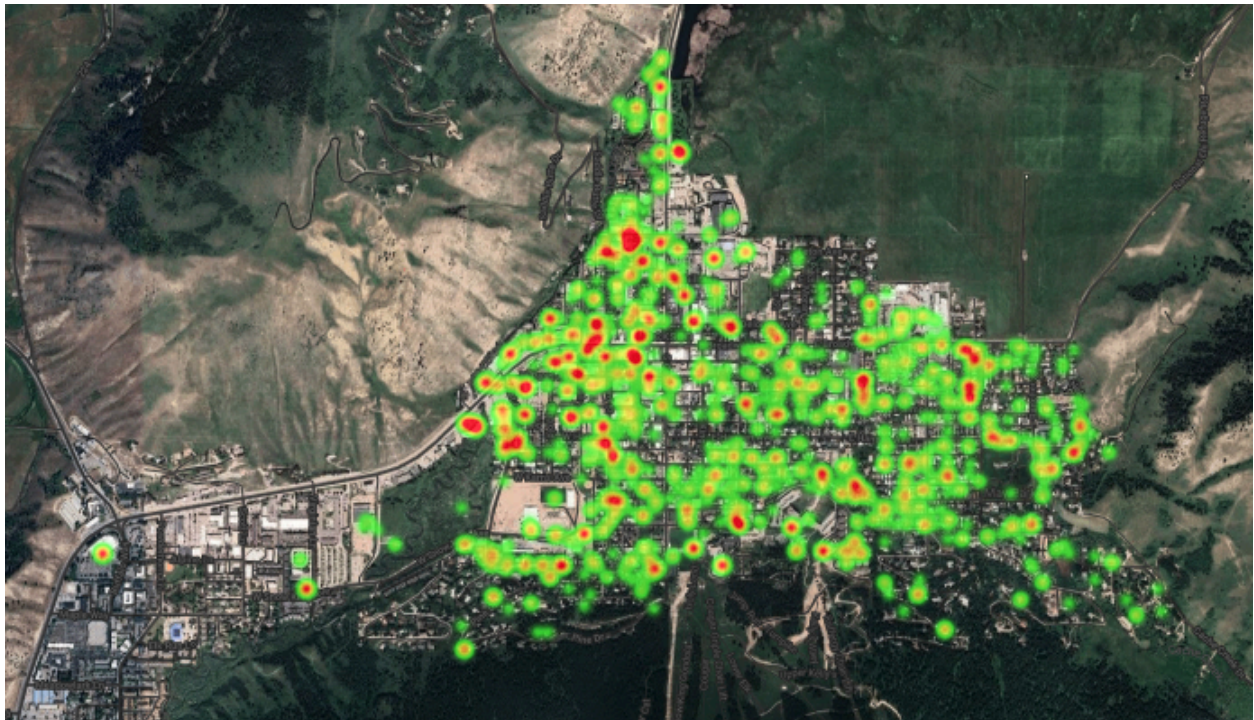
- 1 Passenger Request: 82%
- 2 Passenger Request: 12%
- 3 Passenger Request: 4%
- 4 Passenger Request: 2%



**Pickups Heat Map**

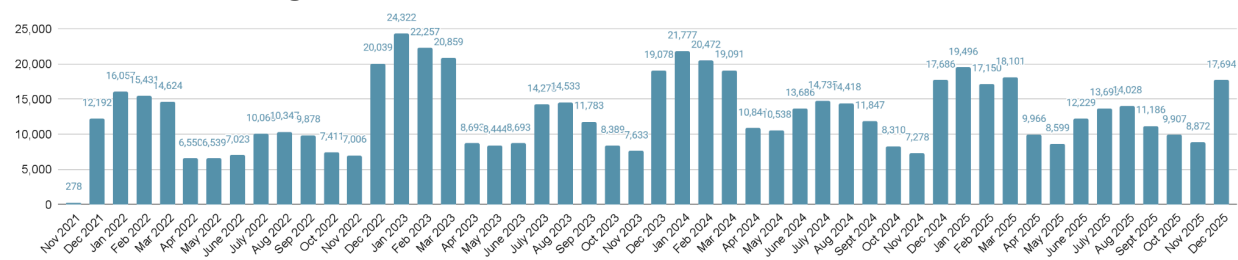


**Dropoffs Heat Map**

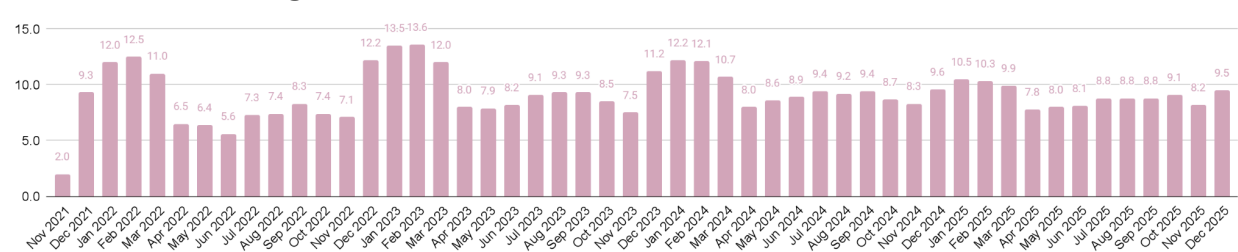




All Time - Passengers



All Time - Passengers / Revenue Hour



Town of Jackson, Wyoming  
START Bus System

Monthly Financial Report

for the month of

12/31/2025

month

6

50.000%

	Period Actual	Period Budget (div by 12)	Period Variance	YTD Actual	YTD Budget	YTD Variance	%	Total Budget	Budget remaining	%
<b>Revenues:</b>										
Intergovernmental	\$ 463,221.75	\$ 1,048,576.42	\$ (585,354.67)	\$ 1,964,564.50	\$ 6,291,458.50	\$ (4,326,894.00)	31.226%	\$ 12,582,917.00	\$ 10,618,352.50	15.613%
Charges for Service	37,756.23	\$ 178,641.67	\$ (140,885.44)	592,771.38	\$ 1,071,850.00	\$ (479,078.62)	55.304%	\$ 2,143,700.00	\$ 1,550,928.62	27.652%
Miscellaneous	27312.13	\$ 20,667.08	\$ 6,645.05	91,380.98	\$ 124,002.50	\$ (32,621.52)	73.693%	\$ 248,005.00	\$ 156,624.02	36.846%
<b>subtotal</b>	<b>\$ 528,290.11</b>	<b>\$ 1,247,885.17</b>	<b>\$ (719,595.06)</b>	<b>\$ 2,648,716.86</b>	<b>\$ 7,487,311.00</b>	<b>\$ (4,838,594.14)</b>	<b>35.376%</b>	<b>\$ 14,974,622.00</b>	<b>\$ 12,325,905.14</b>	<b>17.688%</b>
transfers in	93230.67	\$ 93,230.67	\$ 0.00	559,384.02	\$ 559,384.00	\$ 0.02	100.000%	\$ 1,118,768.00	\$ 559,383.98	50.000%
<b>Total</b>	<b>\$ 621,520.78</b>	<b>\$ 1,341,115.83</b>	<b>\$ (719,595.05)</b>	<b>\$ 3,208,100.88</b>	<b>\$ 8,046,695.00</b>	<b>\$ (4,838,594.12)</b>	<b>39.869%</b>	<b>\$ 16,093,390.00</b>	<b>\$ 12,885,289.12</b>	<b>19.934%</b>
									-	
									-	
									-	
<b>Expenditures</b>										
Administration	\$ 141,917.32	\$ 149,888.83	\$ (7,971.51)	\$ 931,551.91	\$ 899,333.00	\$ 32,218.91	103.583%	\$ 1,798,666.00	\$ 867,114.09	51.791%
Operations	570,277.10	\$ 676,478.00	\$ (106,200.90)	3,112,245.12	\$ 4,058,868.00	\$ (946,622.88)	76.678%	8,117,736.00	5,005,490.88	38.339%
<b>subtotal</b>	<b>\$ 712,194.42</b>	<b>\$ 826,366.83</b>	<b>\$ (114,172.41)</b>	<b>\$ 4,043,797.03</b>	<b>\$ 4,958,201.00</b>	<b>\$ (914,403.97)</b>	<b>81.558%</b>	<b>\$ 9,916,402.00</b>	<b>\$ 5,872,604.97</b>	<b>40.779%</b>
Capital outlay	\$ -	\$ 615,833.33	\$ (615,833.33)	\$ 153,078.78	\$ 3,695,000.00	\$ (3,541,921.22)	4.143%	\$ 7,390,000.00	\$ 7,236,921.22	2.071%
<b>Subtotal (cume)</b>	<b>\$ 712,194.42</b>	<b>\$ 1,442,200.17</b>	<b>\$ (730,005.75)</b>	<b>\$ 4,196,875.81</b>	<b>\$ 8,653,201.00</b>	<b>\$ (4,456,325.19)</b>	<b>48.501%</b>	<b>\$ 17,306,402.00</b>	<b>\$ 16,594,207.58</b>	<b>24.250%</b>
Transfers out	\$ -	\$ 38,873.17	\$ (38,873.17)	\$ 382,388.17	\$ 233,239.00	\$ 149,149.17	163.947%	\$ 466,478.00	\$ 84,089.83	81.973%
<b>Total (cume)</b>	<b>\$ 712,194.42</b>	<b>\$ 1,481,073.33</b>	<b>\$ (768,878.91)</b>	<b>\$ 4,579,263.98</b>	<b>\$ 8,886,440.00</b>	<b>\$ 4,307,176.02</b>	<b>51.531%</b>	<b>\$ 17,772,880.00</b>	<b>\$ 13,193,616.02</b>	<b>25.765%</b>
Net Revenue over Expenditures	\$ (90,673.64)	\$ (139,957.50)	\$ 49,283.86	\$ (1,371,163.10)	\$ (839,745.00)	\$ (9,145,770.14)	163.283%	\$ (1,679,490.00)	\$ (308,326.90)	81.642%

# Southern Teton Area Rapid Transit

Strategic 5 Year TDP and

Comprehensive

Fare Study

Fare Study

**START**  
**BUS**

PRESENTED BY:



# Policy Options

- Maintain Current Policy
- Current policy with fare increase
- Fare free on all services
- Adding fares to services that are currently free
- Simplify current fare policy
- Simplify current fare policy and increase fares

# Goals/Objectives Analysis

	Maintain Current Policy with Fare Increase	Free Fare for All Services	Implement Fares on Free Services	Implement Fares on Free Services with Fare Increase	Simplified Structure	Simplified Structure with Fare Increase
<b>Ridership</b>	-16,000 passenger boardings (-1.56%)	+7,000 passenger boardings (+10.59%)	-206,000 passenger boardings (-20.28%)	-221,000 passenger boardings (-21.84%)	+14,000 passenger boardings (+1.35%)	-27,000 passenger boardings (-2.62%)
<b>Revenue</b>	+\$245,000 (+20.35%)	-\$1,200,000 (-100%)	+\$468,000 (+38.84%)	+\$713,000 (+59.19%)	-\$43,000 (-3.57%)	+188,000 (+15.62%)
<b>Equity</b>	Decrease	Increase	Decrease	Decrease	No change	Decrease
<b>Ease of Use/Reduce Complexity</b>	No change	Less complex	More complex	More complex	Less complex	Less complex
<b>Increase Options</b>	No change	Fewer options	Fewer options	Fewer options	Fewer options	Fewer options

# Questions for the Analysis

- What is more important – growing ridership or ensuring that fares make up a higher percentage of operating costs?
- What is more important in the following categories?
  - Maximizing ridership versus revenue
  - Simplifying the fare structure or creating more fare options for users
  - Considering equity or ridership and revenue impacts
- Is a fare policy that requires additional costs and technology a worthwhile investment for START?
- How important are factors such as reducing the demand for parking and congestion related to short-distance trips within town for START?
- Is it important to have a similar fare policy to START's peer systems?

# Informational Staff Report For Fare Policy

## Fare Study Overview

A fare study is being conducted as part of the Transit Development Plan (TDP). The fare study is evaluating multiple fare policy scenarios, including maintaining the existing fare policy, implementing a fare increase, introducing fares on services that are currently fare free, and eliminating fares altogether. The findings from the analysis of the current fare policy are as follows:

- The baseline farebox recovery is 8 percent – This figure includes cash fares, passes sold by START, and fares purchased on the Transit App. Since the initiation of the TDP certain revenue streams have been reclassified as farebox revenue, which increases fare revenues in the current budget year.
- Approximately two-thirds of all boardings are at no cost to the user – This includes trips within the Town of Jackson that are fare-free, trips between Teton Village and Stillson, and employer provided passes that allow workers to travel without paying fares themselves.

## Fare Policy Options

Six potential fare policy options have been developed:

- Maintain current fare policy – No change to the current fare policy, which serves as a baseline for comparison.
- Current fare policy with an increase – The same fare policy as today, but with a 25 percent increase in the base fare, and corresponding increase for passes.
- Free fare on all services – Eliminate fares on all services that currently charge a fare today.
- Implement fares on free services – Introduce fares on services that are currently free, establishing a \$1.00 base fare.
- Simplified fare structure – A simplification of the fare policy to create three fare zones: Town of Jackson, Teton County (WY), and Teton County (ID) and Lincoln County. Fares would be based on number of fare zones traveled through and maintains the base fare levels charged today for most fare types.
- Simplified fare policy with a fare increase – A simplified fare policy combined with an increase in fares.

## Analysis Criteria

The evaluation of fare options was based on five key goals and objectives:

- Impact to ridership – How ridership changes.
- Impact to revenue – Changes in fare revenue.
- Equity – Fare implications for low-income or minority individuals, including effects (increase or decrease) on mobility.
- Ease of use/reduce complexity – The degree of complex or simplicity of the fare policy.
- Increase options – Whether the policy increase the number of ways to pay for bus fare, such as the creation of new bus passes.

## Additional Fare Policy Elements

Other Fare Policy Elements include institutional purchase of passes where START would sell passes directly to employers, hotels, and agencies for use by employees and clientele. This will improve access to transit fares and can improve equity.

## Fare Policy Analysis Results

The table below summarizes the outcomes of the fare policy analysis, which included running each fare policy through a fare model to estimate the specific impacts to ridership and fare revenue.

	Maintain Current Policy with Fare Increase	Free Fare for All Services	Implement Fares on Free Services	Implement Fares on Free Services with Fare Increase	Simplified Structure	Simplified Structure with Fare Increase
Ridership	-16,000 passenger boardings (-1.56%)	+7,000 passenger boardings (+10.59%)	-206,000 passenger boardings (-20.28%)	-221,000 passenger boardings (-21.84%)	+14,000 passenger boardings (+1.35%)	-27,000 passenger boardings (-2.62%)
Revenue	+\$245,000 (+20.35%)	-\$1,200,000 (-100%)	+\$468,000 (+38.84%)	+\$713,000 (+59.19%)	-\$43,000 (-3.57%)	+188,000 (+15.62%)
Equity	Decrease	Increase	Decrease	Decrease	No change	Decrease
Ease of Use/Reduce Complexity	No change	Less complex	More complex	More complex	Less complex	Less complex
Increase Options	No change	Fewer options	Fewer options	Fewer options	Fewer options	Fewer options



## Fare Policy Discussion Questions

1. What is more important – growing ridership or ensuring that fares make up a higher percentage of operating costs?
2. A number of goals and objectives have been presented, including the balance between ridership and revenue, balancing complexity of the fare structure, creating more fare options for users, and equity. Which of these factors are more important? Which ones are less important?
3. Some of the fare policies require investment in new fare equipment and technology that could increase operating and maintenance costs. Is this a worthwhile investment for START, or is it not worthwhile based on the revenue generated?
4. Peer agency have set fare policies based on other factors such as reducing the demand for parking and congestion related to short-distance trips within town. How important are these factors for START?
5. Is it important to have a similar fare policy to START's peer systems?



Mission: We transport people. START safely provides the greater Jackson Hole community with convenient transportation

## YEAR to Date

Percentage of actual arrival times that are between zero minutes early and five minutes late at designated points along transit routes.

2023	On Time Performance	2024	On Time Performance	2025	On Time Performance
January	67%	January	74%	January	79%
February	63%	February	71%	February	78%
March	64%	March	68%	March	81%
April	71%	April	74%	April	78%
May	64%	May	77%	May	77%
June	67%	June	74%	June	71%
July	67%	July	71%	July	71%
August	71%	August	74%	August	79%
September	72%	September	76%	September	74%
October	68%	October	72%	October	77%
November	74%	November	76%	November	83%
December	78%	December	74%	December	77%
Yearly Total	69%	Yearly Total	72%	Yearly Total	78%

START Bus Accidents 2025

1st Quarter					
Month / Year	Miles Driven	Total Miles Driven	Total Preventable	Total Non-Preventable	Miles Between Preventable Accidents
January 2025	104,016	304,744	4	0	76,186
February 2025	100,042				
March 2025	100,686				
2nd Quarter					
April 2025	71,283	172,562	4	1	43,141
May 2025	51,024				
June 2025	50,255				
3rd Quarter					
July 2025	53,566	158,185	2	1	79,092
August 2025	51,589				
September 2025	53,030				
4th Quarter					
October 2025	49,364	199,587	3	1	39,917.40
November 2025	51,680				
December 2025	98,543				

2025 YTD		
Miles	Q1	304,744
Miles	Q2	172,562
Miles	Q3	158,185
Miles	Q4	199,587
	TOTAL MILES DRIVEN:	835,078
TOTAL PREVENTABLE:		13
TOTAL NON-PREVENTABLE:		3
MILES BETWEEN PREVENTABLE ACCIDENTS:		64,237

2024 YTD		
Miles	Q1	298,019
Miles	Q2	175,989
Miles	Q3	224,305
Miles	Q4	149,902
	TOTAL MILES DRIVEN:	848,215
TOTAL PREVENTABLE:		17
TOTAL NON-PREVENTABLE:		7
MILES BETWEEN PREVENTABLE ACCIDENTS:		47,996



## 2025 Fourth Quarter Accidents Comparisons

2025

October

Preventable	1
Non-Preventable	0

November

Preventable	0
Non-Preventable	0

December

Preventable	2
Non-Preventable	1

2024

October

Preventable	0
Non-Preventable	0

November

Preventable	2
Non-Preventable	1

December

Preventable	1
Non-Preventable	1

2023

October

Preventable	0
Non-Preventable	0

November

Preventable	6
Non-Preventable	1

December

Preventable	4
Non-Preventable	2

## START Bus Complaints 2025

Quarter 1							
Month / Year	Riders	TOTAL RIDERSHIP 1st Q	SLE	START BUS	TOTAL COMPLAINTS	Complaints per 10,000	Passenger per complaints
January 2025	137,318	404,068	3	5	8	0.19	50,509
February 2025	134,405						
March 2025	132,345						
Quarter 2		TOTAL RIDERSHIP 2nd Q	SLE	START BUS	TOTAL COMPLAINTS	Complaints per 10,000	Passenger per complaints
April 2025	70,285	201,254	0	3	3	0.15	67,084
May 2025	59,505						
June 2025	71,464						
Quarter 3		TOTAL RIDERSHIP 3rd Q	SLE	START BUS	TOTAL COMPLAINTS	Complaints per 10,000	Passenger per complaints
July 2025	75,985	214,716	0	11	11	0.51	19,519
August 2025	73,958						
September 2025	64,773						
Quarter 4		TOTAL RIDERSHIP	SLE	START BUS	TOTAL COMPLAINTS	Complaints per 10,000	Passenger per complaints
October 2025	57,822	225,508	1	1	2	0.08	112,754
November 2025	49,149						
December 2025	118,537						

2025 YTD		
Total Passengers	Q1	404,068
Total Passengers	Q2	201,254
Total Passengers	Q3	214,716
Total Passengers	Q4	225,508
	<b>TOTAL COMPLAINTS:</b>	<b>24</b>
TOTAL RIDERSHIP:		<b>1,045,546</b>
Total Complaints		24
Total complaints per 10,000		0.23
Passenger per Complaints		43,564

2024 YTD		
Total Passengers	Q1	396,171
Total Passengers	Q2	195,296
Total Passengers	Q3	227,755
Total Passengers	Q4	216,338
	<b>TOTAL COMPLAINTS:</b>	<b>33</b>
TOTAL RIDERSHIP:		<b>1,035,560</b>
Total Complaints		33
Total complaints per 10,000		0.318
Passenger per Complaints		31,380.60



## Total Comparisons 2025

January 2025

Total Riders:	137,318
Total Complaints:	1
SLE:	1
START:	0
Total complaints per 10,000 passengers:	0.07
Passengers per complaints:	137,318

February

Total Riders:	134,405
Total Complaints:	3
SLE:	1
START:	2
Total complaints per 10,000 passengers:	0.022
Passengers per complaints:	44,802

March

Total Riders:	132,345
Total Complaints:	4
SLE:	1
START:	3
Total complaints per 10,000 passengers:	0.19
Passengers per complaints:	33,086

April 2025

Total Riders:	70,285
Total Complaints:	0
SLE:	N/A
START:	N/A
Total complaints per 10,000 passengers:	0
Passengers per complaints:	0

May

Total Riders:	59,505
Total Complaints:	2
SLE:	0
START:	2
Total complaints per 10,000 passengers:	0.34
Passengers per complaints:	29,753

June

Total Riders:	71,464
Total Complaints:	1
SLE:	0
START:	1
Total complaints per 10,000 passengers:	0.15
Passengers per complaints:	71,464

JULY 2025

Total Riders:	75,985
Total Complaints:	4
SLE:	N/A
START:	4
Total complaints per 10,000 passengers:	0.53
Passengers per complaints:	40,000

AUGUST

Total Riders:	73,958
Total Complaints:	4
SLE:	N/A
START:	4
Total complaints per 10,000 passengers:	0.54
Passengers per complaints:	18,489

SEPTEMBER

Total Riders:	64,773
Total Complaints:	3
SLE:	N/A
START:	3
Total complaints per 10,000 passengers:	0.46
Passengers per complaints:	21,591

October 2025

Total Riders:	57,822
Total Complaints:	0
SLE:	0
START:	0
Total complaints per 10,000 passengers:	0
Passengers per complaints:	0

November

Total Riders:	49,149
Total Complaints:	0
SLE:	0
START:	0
Total complaints per 10,000 passengers:	0
Passengers per complaints:	0

December

Total Riders:	118,537
Total Complaints:	2
SLE:	1
START:	1
Total complaints per 10,000 passengers:	0.17
Passengers per complaints:	59,268



# FY 2027 START Director's Budget Priorities



January 22, 2026 START Board Meeting  
Michael Toronto, START Director



# START BUS *Quick Priority Analysis*

## Current Opportunities

- Upgrade our technology systems
  - Equans (bus routing and system management)
  - Add Automatic Passenger Counters (improve rider count accuracy)
- Improve Ridership
  - Target marketing and or incentives to certain routes to promote and increase ridership
- Renew or onboard new on-demand provider
- Grow the vanpool program

## Current Threats

- Failing Equipment
  - Bus Wash Bay
  - Floor Sweeper
  - Furniture
- Recruitment and Retention
  - The Town and START struggle to attract and retain employees
    - How can we recruit additional Operators if we can't house them
  - Making START competitive with other 'like' transit agencies
    - Currently our wages are not competitive
    - The bonus program is competitive; BUT it mainly compensates the employees for high rent
    - Rent is higher than peer agencies



# START BUS Priorities to Address Opportunities

- Upgrade our technology systems
  - Equans is our current tech contractor for our bus planning and system management
    - They are offering a technology upgrade that will improve our user interface and the operator tablet experience
    - This upgrade will also allow us to call drivers directly verses having every conversation in the open
  - Automatic Passenger Counters (improve rider count accuracy)
    - Currently we rely on operators to count every passenger individually
    - We are behind the times
    - This would ensure we get accurate passenger counts which is a hallmark of transit KPIs and service success
- Improve Ridership
  - Create the first comprehensive START marketing plan for the 27 FY utilizing an outside consultant
  - Target this plan to specific routes and ridership goals
  - Launch route specific marketing strategies and ridership incentives
- Renew or onboard a new On-Demand provider
  - Our contract with Downtowner is up at the end of the 2026 calendar year
  - This is a significant contract spanning 5 years and may take a lot of staff time to implement
- Grow the vanpool program
  - This is a new program launching in Spring 2026
  - Depending on its inaugural success there is potential to expand by double or triple in FY 27



# Priorities to Address Threats

## ➤ No services changes that result in an increase in Operator Headcount

- Recruitment and Retention
  - Work on improving our benefit trifecta
    - Rent/housing price and quality
    - Competitive wages
    - Restructure our bonus program
  - Work on a START housing plan for additional employees
    - This is a broader effort with the Town
    - The Town is close to launching its own housing survey to better inform and improve the Town's housing strategy
  - Find or create training partnerships to hire people without CDLs or reduce the cost of sending people away for CDL training

## ➤ Failing Equipment

- Bus Wash Bay
  - This equipment is as old as the START facilities (11 years+)
  - Parts continue to fail and need replacement
  - The current system doesn't adequately wash the buses and newer more complete system will help
- Floor Sweeper
  - We use this to clean our floors and improve employee safety in the bus barn
  - Current sweeper is made by Proterra and is no longer supported for parts



# Ranking Budget Priorities

1. Recruitment and Retention
2. Improve Ridership and Upgrade Technology Systems
3. Replace Failing Equipment
4. Renew or Onboard On-Demand Provider
5. Grow the Vanpool Program

# START BUS Dialogue

- Questions about Director's priorities?
- Board Priority Setting Activity