



CURRENT RIDERSHIP INCREASES AFTER RESEARCH

March 5, 2019

ROCKINGHAM – Seven Current bus routes have experienced significant ridership increase after extensive research and public input.

Five of those routes were studied for more than a year by Current staff, consultant Steve Falbel, VTrans, and the Southern Windsor Regional Planning Commission. In response to several years of declining ridership, the group held public meetings, did extensive surveying, and met with advocacy groups and state agencies on how to increase ridership among existing riders and non-riders.

On February 5, 2018 the Current implemented new schedules. In their first full year, ridership increased on the In-town Springfield route 12%; the In-town Bellows Falls route 12%; the Bellows Falls-Brattleboro route 25%; the Bellows Falls-Springfield route 39%; and the Bellows Falls-Ludlow route 27%. Overall 7,617 more rides were given than the year before, a 22% increase.

After a year and a half of similar research, ridership on the Brattleboro White and Red Lines routes is up 56% and 35% respectively since October 15, 2018 when the new schedule began. The Blue Line is down from last year because many hours of service were moved to the White Line. The new schedule eliminated the need for transfers on the Red Line for riders going from West Brattleboro to Market32, but if those 1,598 transfers were counted, the overall Brattleboro ridership increase is 10%.

“We are pleased to serve more riders and to serve people who were not being served before” said Rebecca Gagnon, Current General Manager. “The extensive public outreach effort really paid off, and we are grateful to everyone who gave their input and to those who are supporting us now.”

For more information, call (802) 460-7433 or visit www.crtransit.org .