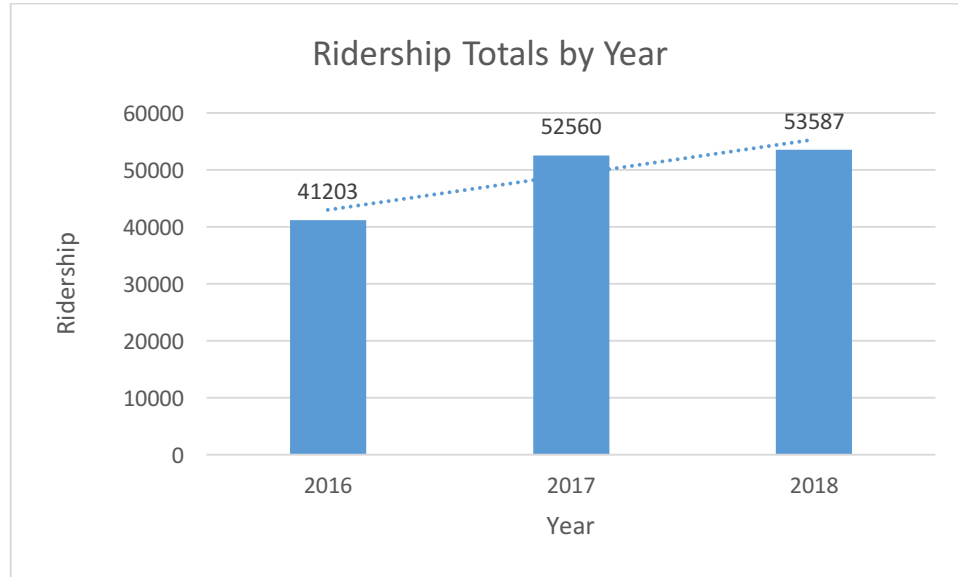




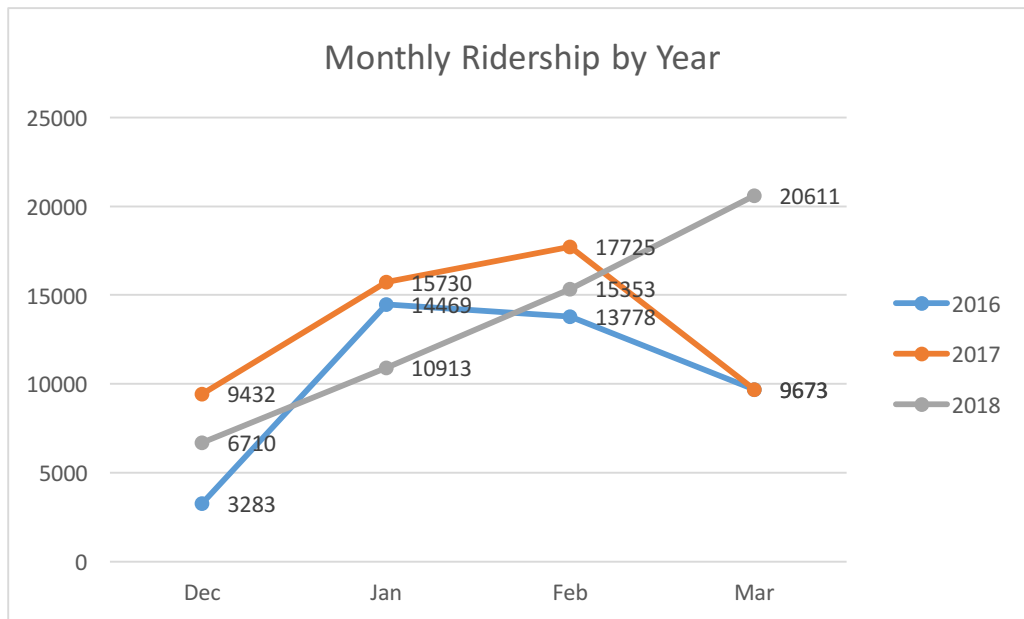
Old River Valley Ridership Report

Analysis by Year

Ridership has generally risen each year, though less dramatically in Fiscal Year 2018; rising by %27.5 from 2016 to 2017 (an increase of 11,357 riders), and by %2 from 2017 to 2018 (an increase of 1,027 riders).



Ridership numbers seem to be strongly based on weather conditions, as evidenced by the sharp ridership jump in March 2018; though further analysis may be warranted.

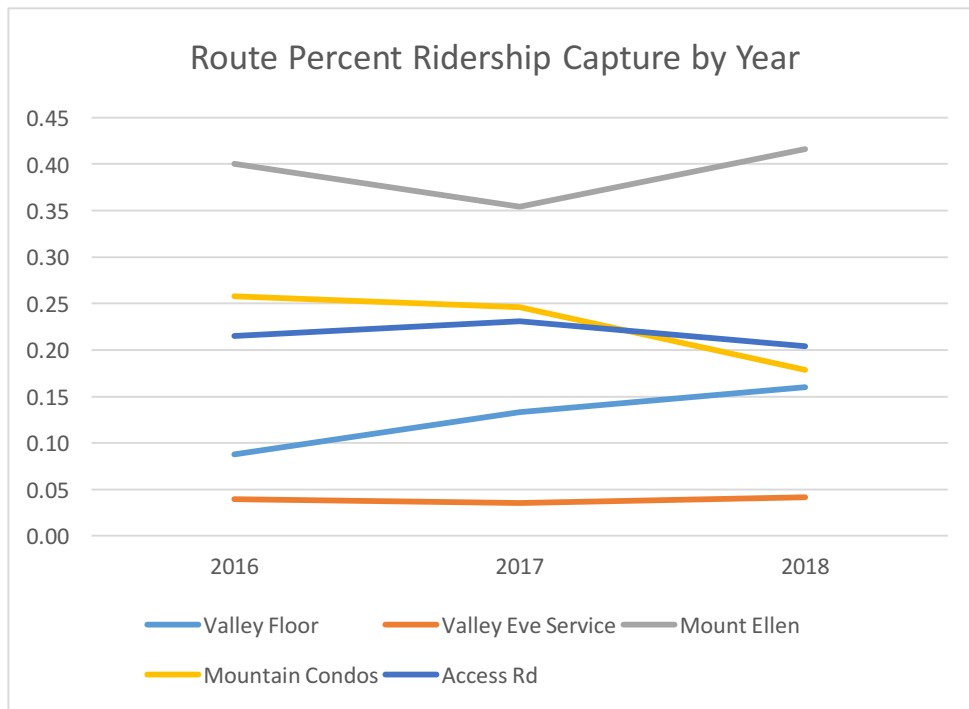
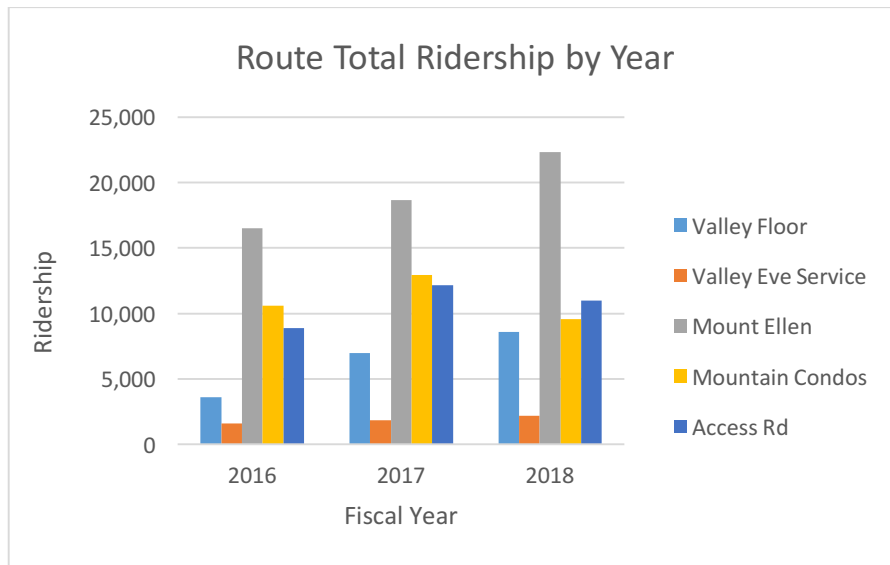




Mad River Valley Ridership Report

Analysis by Route

Mount Ellen service has consistently been the most popular route, representing on average %40 of ridership. Mountain Condos and Access Road were the next highest ridership with an average capture of %23 and %22 respectively. Mountain Condos ridership declined in 2018, but this may be due to data loss (See [Data Loss](#)).

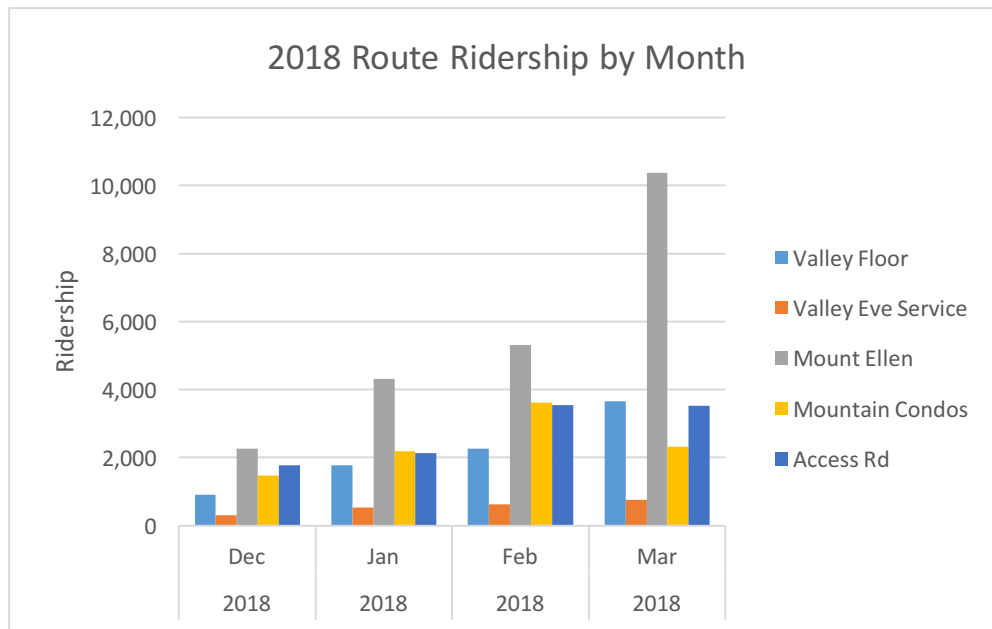




Mad River Valley Ridership Report

2018

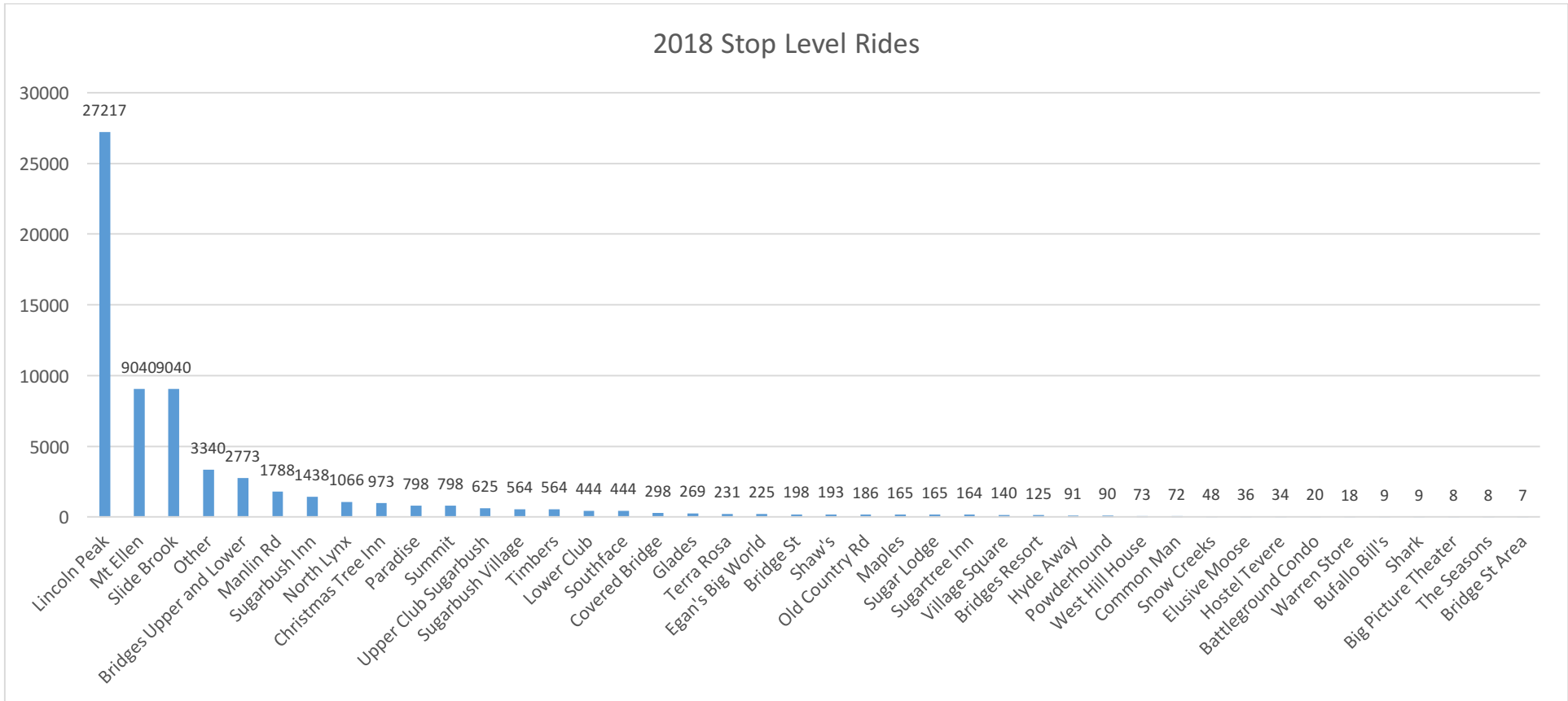
Ridership trended upward throughout the 2018 season, with the largest increase seen on the Mount Ellen Route in March. Stop level data for 2018 can be found on the following page.





Mad River Valley Ridership Report

2018 Stop Level Rides





Mad River Valley Ridership Report

Data Loss

Ridership data for Green Mountain Transit’s Mad River Valley service suffered from data loss in 2018, ranging from nine (9) percent of the on-demand Valley Evening service to thirty-five (35) percent on the Mountain Condos service. Given this data loss, Green Mountain Transit estimates that actual ridership may be up to twenty-one (21) percent higher than reported.

Table 1

Missing Percentage Data Estimate

<i>FY18 Winter Season</i>	Valley Floor 120	Valley Eve 121 Demand	Valley Eve 121	Mount Ellen 122	Mountain Condos 124	Access Road 125
<i>Missing Ridership Estimate</i>	19%	9%	10%	15%	35%	20%