



BUSTANG SHUTTLE SERVICE

Fast, Frequent, and Fair Priced





Proposed Mountain Corridor Shuttle Service

- Public transportation shuttle service on the I-70 Mountain Corridor
- Augment Bustang Service on peak travel days (Friday through Sunday and holidays)
- Provide hourly service
- Use smaller vehicles - 14-passenger (plus driver) vehicles
- Use the Mountain Express Lane(s) (MEXL)
- Initial Service from Denver Union Station to Avon or Eagle
- Collaborate not compete with private shuttles
- Target launch December 2021





Purpose

- **Operate frequent, reliable, affordable peak period I-70 public transit.**
 - **Frequent:** Hourly service in both directions to allow riders freedom of movement
 - **Fast & Reliable:** Use the MEXL (or PPSL)
 - **Flexible:** Ability to adjust schedules and routes as needed
 - **Affordable:** Provide public transit type fare structure
 - **Connected:** Capitalize on connections to local public transit systems
 - **Safety:** Professional Drivers
- **Reduce reliance on private automobiles**
- **Reduce Greenhouse Gas Emissions**

Why Vans?

- Severe CDL Driver shortage - No CDL needed to drive vans
- Liability Insurance & Maintenance cheaper
- Can operate in the MEXL (PPSL) lanes
- Vans average 15-20 mpg vs 5 mpg on a 45ft coach
- Lower fleet acquisition costs



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Goals

- **Proof of Concept**
 - Start small and grow as service matures - more frequent
 - Demonstrate ridership for potential future mass transit
- **Reduce traffic & GHG Emissions**
- **Maintain a sustainable operation**
 - Plan for 40% farebox recovery but maintain at least 20% farebox recovery by mid 2022
 - Operate strict reservation only fixed-route station to station to keep operating costs low
 - Collaborate with Mountain Resort Shuttles
- **Increase person-trip capacity on the corridor**
 - More than doubles the seating capacity on peak traffic days to 672 seats per day
- **Responsive to public desire for service**



Stakeholder & Advisory Committee

- The I-70 Coalition - TDM Committee
- The I-70 Collaborative Effort
- The newly created Transit and Rail “Micro-Transit” Advisory Sub-Committee

Other Stakeholders include:

- Clear Creek County
- Summit County
- Eagle County
- Town of Vail
- Town of Avon
- Town of Eagle
- Town of Silverthorne
- Town of Frisco
- Town of Idaho Springs
- ECO Transit
- Summit Stage
- DRCOG & RTD
- Ski Resorts
- Private Shuttle Operators

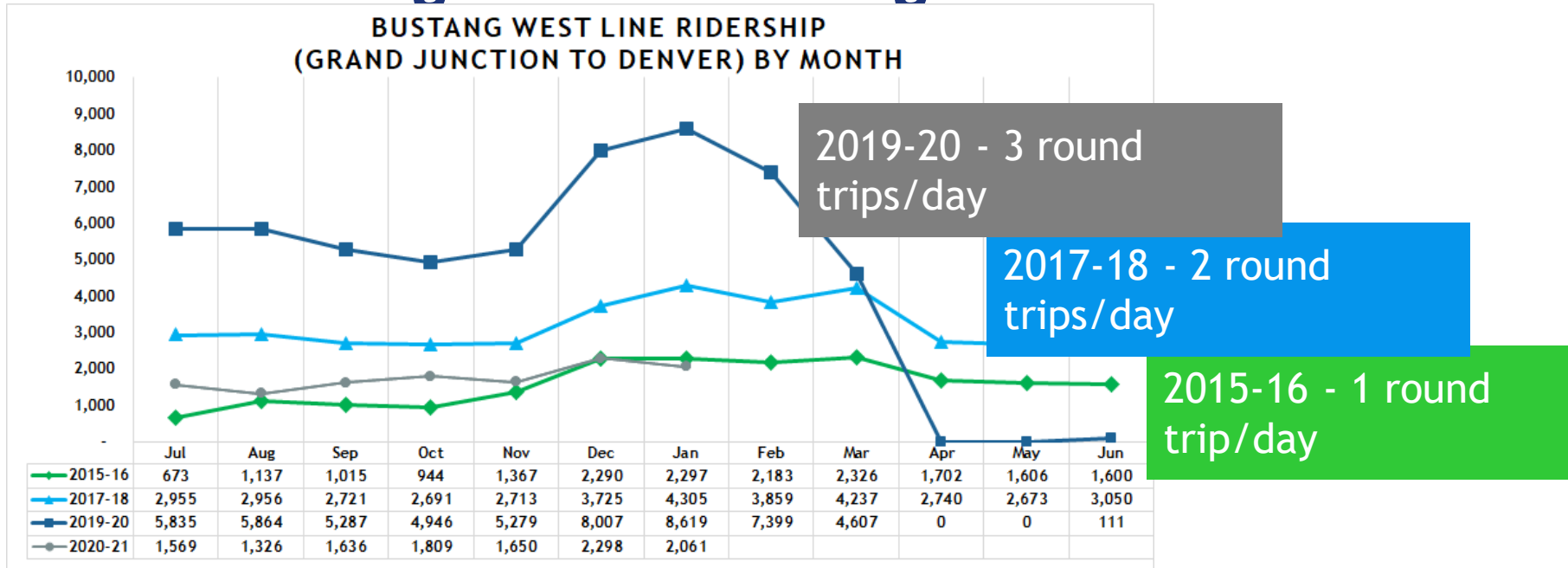


Proposed Fleet

- **Ten (10) 11 passenger Vans**
 - Custom 11 passenger & driver configuration
 - Ford Eco Gasoline Engine
 - Estimated fuel economy 15-20 mpg (I-70 mountain conditions not tested)
 - No Battery-Electric option at this time
 - MSRP similar for available brands
 - Wheelchair-accessible vans
- **Capital cost for the ten (10) vehicles - \$1.25M**
- **Transition to EV as technology matures (vehicle service life ~6 years)**



Background: Bustang West Line



- In 2019 - West Line handled 71,000 riders
 - 3 daily round trips
 - 193 riders per day (average)
- Customer loyalty suffered due to high load factors and lack of seat availability during peak days
- As daily Bustang service trips have increased, so too has ridership
 - More frequency and more available seats, may begin to positively affect traffic and the environment



Proposed Shuttle Schedule

- On peak weekends provide 16 roundtrips on peak days 6am to 9pm:
 - Increase frequency from 3 daily Bustang trips to 4 (Denver to GJ)
 - Increases available seats to 408
 - Add 12 “Pegasus” trips between Avon and Denver
 - Increases available seats on peak traffic days to 672

Westbound

Denver Union Station	Avon	Glenwood Springs	Grand Junction
Pegasus	8:30 AM		
Bustang	→	10:55 AM	12:40 PM
Pegasus	10:30 AM		
Pegasus	11:30 AM		
Bustang	→	1:55 PM	3:40 PM
Pegasus	1:30 PM		
Pegasus	2:30 PM		
Pegasus	3:45 PM		
Pegasus	4:30 PM		
Bustang	5:40 PM		
Outrider	1BOAT SPRIAIG		
Pegasus	6:00 PM		
Pegasus	7:30 PM		
Bustang	→	9:35 PM	
Pegasus	9:30 PM		
Pegasus	10:30 PM		
Pegasus	11:45 PM		

Eastbound

Denver Union Station	Avon	Glenwood Springs	Grand Junction
Pegasus	8:30 AM		
Bustang	→	10:55 AM	12:40 PM
Pegasus	10:30 AM		
Pegasus	11:30 AM		
Bustang	→	1:55 PM	3:40 PM
Pegasus	1:30 PM		
Pegasus	2:30 PM		
Pegasus	3:45 PM		
Pegasus	4:30 PM		
Bustang	5:40 PM		
Outrider	1BOAT SPRIAIG		
Pegasus	6:00 PM		
Pegasus	7:30 PM		
Bustang	→	9:35 PM	
Pegasus	9:30 PM		
Pegasus	10:30 PM		
Pegasus	11:45 PM		



Proposed Fare Structure

- **Fares on the Shuttle Service will be based on \$0.20 per mile based on reservations and guaranteed seats**
 - Discount fares available for seniors, disabled people, and children
 - Fares remain \$0.17 per mile on Bustang
 - Shuttle fares higher due to guaranteed seats and potentially faster travel times
- **Example fares:**
 - Avon/Vail to Denver - \$20.00
 - Frisco to Denver - \$14.00
 - Avon/Vail to Frisco - \$5.00
- **Tickets can be used for Bustang as well**



Branding Approach

- Establish a sub-brand that is legible, approachable, and easy to understand
- Ensure cohesion with the existing Bustang brand family
- Create a service that is appealing to individuals looking for an adventure
- Evoke speed and agility in branding





Branding Approach (cont.)

- Provided three rounds of naming/logo options
- Options were vetted within CDOT's executive leadership team, and with the Microtransit Sub-Committee
- Out of four finalists, the selected name is...





PEGASUS[®]
BUSTANG.



Take a magical ride to the mountains and throughout Colorado with Pegasus.

While keeping in line with Bustang’s branding theme of horses, the name “Pegasus” suggests a journey beyond the normal day-to-day, which is exactly what you get when you travel through Colorado’s unique landscape and encounter the many offerings for adventure.

Unique from the typical Bustang service, passengers will be able to reach new heights, more efficiently, when they ride with Pegasus.



With a slight evolution to the Bustang logo, Pegasus will take the brand in a new direction, with an actionable look and feel that appeals to individuals searching for an adventure.

The shuttle service is built to be fast and agile, and the wings of the horse give the illusion of moving quickly. When passengers ride with Pegasus, they'll travel fast, and in comfort, feeling like they've just flown up the mountain.



Bustang Brand Family





Communications Plan

- **Press Release**

- **Social Media**
 - Paid Advertising
 - Facebook
 - Twitter
 - Instagram

- **Media**
 - Local Denver News Channels
 - TV8 - Summit County
 - Vail Valley TV 8 (Vail Resorts)
 - Summit Daily, Vail Daily, Colorado Sun, Denver Post, etc.

Next Steps

- **2021:**
 - **Finalize Vehicle livery**
 - **Continued Stakeholder Outreach Summer 2021**
 - **Take delivery of vehicles Summer/Fall 2021**
 - **Coordination with public and private operators Summer/Fall 2021**
 - **Launch service December 2021**





Next Steps

- **Future:**
 - **Consider service expansion and origin-destination additions - capitalize on flexibility with vans**
 - **Coordinate with Floyd Hill Contractor to provide congestion mitigation service.**
 - **Consider additional park-and-ride lots**



Additional Info Not Presented Follows



GOVERNANCE

- **TC Resolution #TC-3133 January 2014**
 - Provision to monitor Bustang's success for first three years of operation.
 - Authority to continue service, modify, or cancel.
- **PD1605.1 - Approved August 2014 - established reporting procedures to the Transportation Commission.**
 - *GENERAL PROVISIONS - Paragraph 3 - "DTR shall set targets for farebox recovery with the goal of attracting ridership and providing an alternative to driving that entices riders to reduce driving. The Program shall thus set a goal of achieving a minimum fare box recovery of 20% of operating costs within two years of service start up."*



Capital & Revenue

Estimated Costs	Unit Cost	Total
10 Passenger Vans	\$125,000	\$1,250,000

- **\$1.25 Million in upfront capital costs**
- **Plan for 40% farebox recovery**
 - **Maintain at least 20% farebox recovery by Mid 2022**



Operations & Maintenance Costs

Assumptions

- Cost per vehicle revenue mile:
 - Cost comparison: Shuttle \$2.40 to \$2.75 vs. Bustang \$4.35
 - Don't confuse with Cost per Passenger Mile - 51 seat bus is far more economical
- 136 annual Operating Days
- 464,800 annual operating miles
- 544 hotel nights for drivers
- Fuel economy/costs 15-20 mpg - \$2.50 - \$4.00 per gal
- Minimum farebox recovery - 20%
- Half the drivers to be recruited in the Mountain Communities and the other half on the Front Range
- The current Bustang Budget covers O & M.

MICRO-TRANSIT ANNUAL OPERATING COST ANALYSIS

	High	Low
Operating Miles	\$1.28M	\$1.12M
Fuel	\$0.19M	\$0.06M
Hotel	\$0.14M	\$0.07M
Gross Operating Cost	\$1.61M	\$1.25M
Farebox Recovery	-\$0.32M	-\$0.25M
Net Operating Cost	\$1.23M	\$1.00M