

Free runs over pass boost bus ridership

Route fee goes back to
normal ticket prices.

By Cara Froedge

The number of riders using the START bus service from Idaho increased 86 percent during October, when trips were free.

START Director Michael Wackerly said this week the service gave 1,981 rides during the month. That's 918 more than in September, when there were 1,063, and 1,157 more than in August, when there were 824 riders.

"We were very successful and very pleased," he said.

During October, rides on the route from Driggs, Idaho, to Jackson were free to boost awareness of the new route, which began in the spring.

Daily ridership jumped from 36 in August to 86 in October.

"We anticipate all of these riders will continue to ride after the free month is over," Wackerly said. "Overall ridership will continue to grow, and we're looking forward to a very successful winter with that service and taking a lot of cars off the road.

The year-round service provides two buses from Driggs to Jackson in the morning and two buses from Jackson to Driggs in the afternoon.

The buses stop at the Driggs Community Center, the Victor Park and Ride and the Victor Gateway. There's also a stop at Nora's in Wilson, the Stilson Park and Ride and Albertsons.

Monthly passes cost \$125, a one-way ticket costs \$7, and a book of 10 tickets sells for \$52.