

From: [Angie Grant](#)
To: [Tim Carroll](#)
Subject: RE: VTA Summer 2014 Menemsha Sunset Bus ridership report
Date: Tuesday, January 06, 2015 1:30:45 PM

Hi,

With a service that relies heavily on the weather, there will be drastic variations. There will be no riders on cloudy rainy days and there will be many more, relatively speaking. When word got out about the service ridership increased. I would have expected the 2nd & 3rd week in August to be the peak and it was. I was approached by an acquaintance that used the service three times, the first time they were the only car in the lot & the last time they used it there were about 25 cars. The comments were not dissimilar to Ginny's: better signage at the end of Tabor House and upon entry to the lot and to publicize the service better. The other observation she made was that people seemed to be travelling in larger groups, one group on the bus with them was a family of 14, presumably and extended family. The drivers also commented that sometimes one person would get on at the lot and come back with more than themselves, indicating they did a drop off and vice versa.

Angie

From: Tim Carroll [mailto:execsec@chilmarkma.gov]
Sent: Tuesday, January 06, 2015 12:07 PM
To: 'Angie Grant'
Subject: FW: VTA Summer 2014 Menemsha Sunset Bus ridership report

FYI Harbor Asst comments

From: Virginia Jones [mailto:harborassist@chilmarkma.gov]
Sent: Tuesday, January 06, 2015 9:28 AM
To: 'Tim Carroll'
Cc: 'Jonathan E. Mayhew'; 'Warren Doty (warrendoty@verizon.net)'; 'Bill Rossi'
Subject: RE: VTA Summer 2014 Menemsha Sunset Bus ridership report

Tim and BOS:

I find some of the high figures really unbelievable – why would the bus ridership go from 112 one day (a Friday – which should be busy) to 8 the next, or later in August 90 riders on one day (a Tuesday) and only 14 the next. It is a very erratic set of figures and makes me a bit suspicious, frankly.

I am planning to include information in the Harbor report urging that both employers and the inns encourage their folks to use the Park and Ride system for parking. I will also put it in the Harbor report to the Town, and highlight it for 2015 IF YOU PLAN TO CONTINUE.

The service needs to be aggressively marketed to the Inns (provide information when they renew their innkeepers permits) and the B & B's, stuff handed out with beach permits and mentioned in

the Newspaper Town Social columns. Further, someone could look at the listings on Air BnB (or whatever it is called) and get those owners to hand out flyers to their visitors. [In WT there are a lot more Air BnB people than formal B & B's.] It should be posted at Tabor House in big print and then on the way in. A lot of folks – including me – looked at the entrance to the landfill and decided against trying to figure out where and what, etc. Folks from the city look in there and have angst about the whole thing. They are sure that the buses won't show up, won't bring them back after the burst of color, are worried about being in there after dark (dark and stormy night stuff), and a whole host of reasons. It will catch on but people almost have to be forced to use it.

I had folks come into my little shop and comment: “see what a bad effect the Obama family visited has, there are no parking signs up and down the hill over there” as they pointed vaguely in an easterly direction. I tried to dissuade them of that, but they were convinced: “the land lord told me.....”

Oh, and put the schedule in the Town Report, perhaps as a tear out. It will cost more but honestly, I could not believe what an explosion Sunset Hour causes down in Menemsha and how out of control it easily becomes. Just the pedestrian traffic back and forth all day is unbelievable. I was gobsmacked!

I hate to say it but the fire truck down there (selling t-shirts) helps to get the whole thing jammed up too as do folks circling the parking lot and waiting for cars to pull out. As you all know, drivers see someone walking from the beach and instinctively stop and wait to see where the walker will go and if a parking space will open up.

Enough said. Please advise if the service can continue so that I can recommend it. The Beach department should do that too.

Ginny

From: Tim Carroll [<mailto:execsec@chilmarkma.gov>]
Sent: Monday, January 05, 2015 2:46 PM
To: 'Virginia Jones'; Dennis Jason (djason@chilmarkma.gov); Marshall Carroll (squidrow@comcast.net); Bob Sloane (sloaner01@msn.com); Stanley menemsha fish market; Jane Slater (slaterjn@comcast.net); 'FMFENNERJR@aol.com'; Brian A. Cioffi (bcioffi@vineyard.net); 'Bill Rossi (billrossimv@gmail.com)'; 'Jonathan E. Mayhew (jonathanmayhew@ymail.com)'; 'Tim Carroll (tcarroll@vineyard.net)'; 'Warren Doty (warrendoty@verizon.net)'
Subject: VTA Summer 2014 Menemsha Sunset Bus ridership report

Please find attached the VTA report on the number of riders that used the sunset bus and Tabor House shuttle parking lot in July & August of 2014.

The Selectmen will be meeting with the VTA on January 27th at 7:30 PM if you have any comments or suggestions to share.

Thank you.

Tim