

Kim Billimoria

Linx/Yellowstone Business Partnership

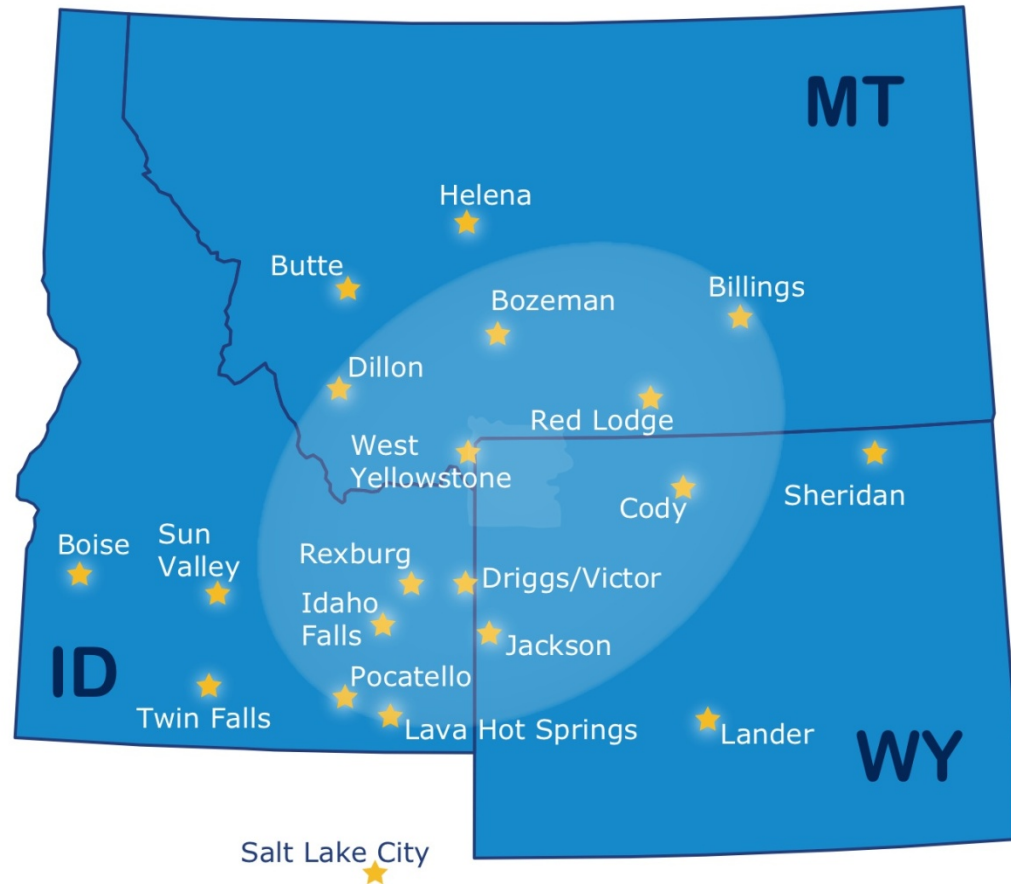
New Partners for Smart Growth

February 4, 2012

Building Sustainable Rural Communities with Regional
Transportation Systems



Greater Yellowstone





ENTERING
WEST YELLOWSTONE

Montana
Superhost
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CRIMESTO
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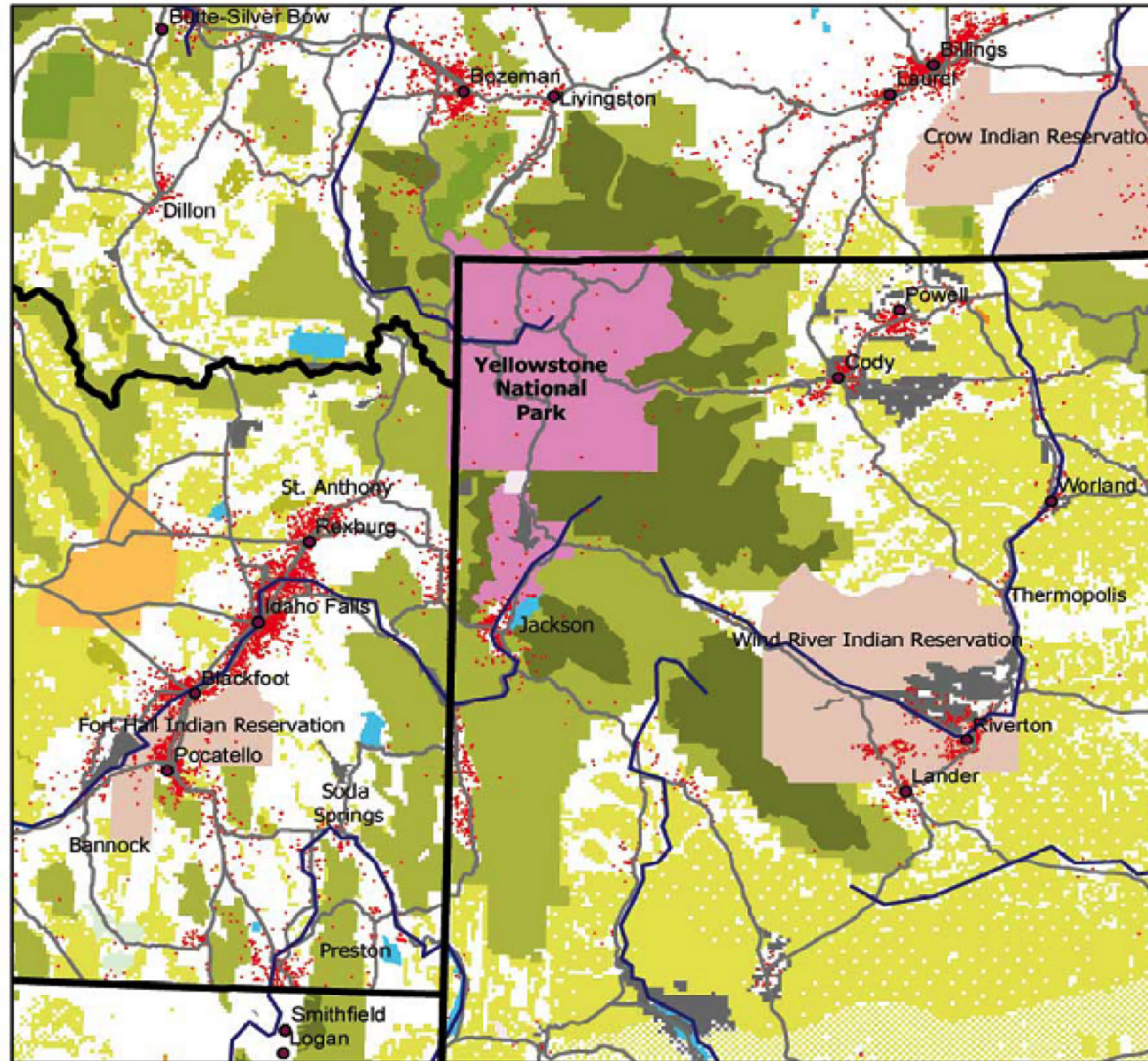
WELCOME TO
WEST YELLOWSTONE
A
METH WATCH
COMMUNITY
WEST YELLOWSTONE
POLICE DEPT



The Greater Yellowstone Region

- 27 counties in Idaho, Montana and Wyoming
- 35-40 Million acres
- Over 700,000 population
- Only four counties in excess of 50,000 (metro areas)
- One of world's last intact eco-systems
- World's first national park - Yellowstone

Greater Yellowstone



Regional Challenges

- Seasonal fluctuations in the economy
- People cross states lines for work, medical care, retail and recreation
- No public entity addressing regional transportation
- Heavily auto-dependent
- Seniors, youth, people with low incomes, people with disabilities, - anyone without a private car has trouble

What is Linx?

- Coordination between public and private providers to create regional transportation system
- Business cooperative model
- Centralized trip planning and information at www.linx.coop
- Bridge physical and temporal gaps
- Marketing, new business opportunities and technology development for transportation providers

2009 Feasibility Study Funding



- \$535,000 of ARRA funds through ITD
- YBP to conduct feasibility study and pilot regional transportation cooperative

2009 Feasibility Study Process

- 50+ volunteer steering committee from across region
- Volunteers represented diversity of the region
- Volunteers worked in 6 teams to provide input to the feasibility study: private and public providers, government agency coordination, human service providers, multi-modal, marketing, and recreation and tourism

Public meetings



Founding Members



TRPTA



Co-op Formation and Goals

- Incorporated on 1/24/2010
 - File paperwork for business in all three states
 - Adopt bylaws
- Recruit pilot phase board
- YBP to perform staff functions under contract
- Recruit provider-members
 - Build out system and begin gap filling
- Expected to launch trip-planning and ticketing website in 2010



**RIDE LINX IN
YELLOWSTONE**
CLICK HERE



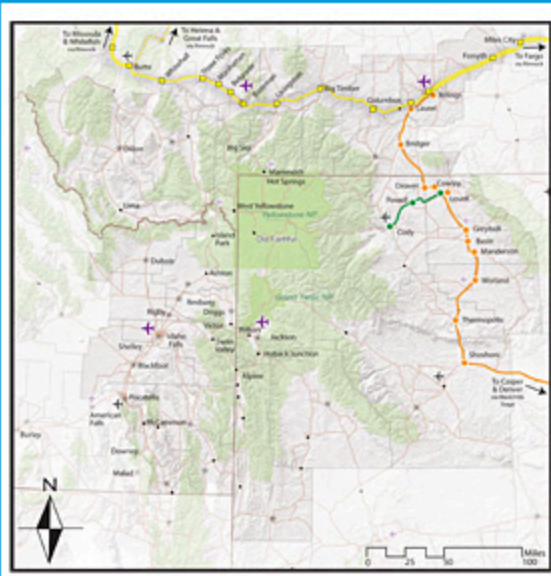
Call the Linx HelpLine
877-454-LINX (5469)

- Home
- Plan My Trip
- MyLinx
- Transportation Services
- Join Linx
- FAQs
- News
- Linx Members

[Home](#) > [Plan My Trip](#)

Linx can get you where you need to go in the Greater Yellowstone region

Book your ticket for bus travel between cities



[Download a PDF of the map.](#)

Find regional transit and taxi information



[Download a PDF of the map.](#)

Plan your trip to Yellowstone National Park



[Download a PDF of the map.](#)



Call the Linx HelpLine
877-454-LINX (5469)

[Purchase Tickets](#) | [Agent Login](#)

February 3, 2012 6:14 PM

Your Current Purchase Information

You have not started yet.

This step: Choose departure and arrival points.

Next step: Choose route(s).

Returning user login

E-mail address

Password

[Forgot your password?](#)

[Create an account](#)

Choose Departure and Arrival Points

Welcome to the online ticketing system! Please choose your departure and arrival points, and whether this is one-way or round-trip, below.

Online Ticketing System

(Please type the first few letters of the City you're looking for)

[Switch to List View for Departure and Arrival options/ADA screenreader-optimized](#)

Leaving from:



Going to:



Departing:



Ticket type:

One Way

Round Trip

Passengers:

Adults:

Seniors:

Children:

Military:

Please note that all tickets sold on linx.coop are non-refundable and non-transferable. Changes to your travel plans are subject to the policies of each carrier; please contact the individual carrier(s) identified on your tickets, or the Linx HelpLine at 877-454-LINX (5469) with any questions or concerns.

Ticket Manager Pro 3.0 - online bus ticketing store provided by [Lock Media Services, Inc.](#)
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Ride Linx in Yellowstone



- Invitation by Park Service
- Proved multiple providers could coordinate
- 3,500 park-based employees— bulk passes
- Stories: medical emergencies, parties wishing to split, through hikers and cyclists.
- International tourists



Sustainable Communities Grant

- Four-county region – very diverse, economically interdependent
- Improving commuter options
- Multi-modal planning - pathways etc.
- Planning and work that we can scale up and apply to rest of the region



Lessons Learned

- Start-ups need start-up capital – USDA Rural Development, ARRA, HUD Planning Grant
- Technology development takes time and costs money (more than you think)
- Marketing is key
 - Multiple media markets
 - Less “plugged-in” than in urban areas

What's next?

- Marketing with a customer focus
- Evolving technology to aid in trip planning
- Time period passes (week, month, etc.)
- Online ticketing for more providers
- Linx Bus in Yellowstone 2012 and 2013
- Hire General Manager

Thank you!

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www.yellowstonebusiness.org

www.linx.coop

