

Bus Reservation System Project Documentation Format

This 192 page report describes the experiences of the Rural Connection Program (RCP), an attempt to link existing rural public transportation services with those of intercity carriers. The study includes data gathered from 36 of the rural systems participating in the program, and detailed case studies of four systems among these. The RCP has not proven to be a big generator of revenue for the participating systems, and only five systems reported more than 150 riders over the course of the program. There is some evidence that local resources and expertise for marketing may be particular limiting factors on the arrangements. The report should be especially interesting to operators of rural transportation services.

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