

The other side of the story...

START Needs a Realistic Re-Start

In the 80's, visitors came here for the outdoors, and START was just beginning. It was tough for guests to get here; making a living was hard too.

Local 'promoters' changed all that. They brought both the visitors and the massive population growth we see all around.

Promoters promote; that's what they do. They sell the sizzle, the 'aura' of good-times. With a valley full of promoters, is it any wonder that 'promotion' spills over into politics and the Bus?

The Bus is heavily promoted in the Comp Plan and the Integrated Transportation Plan: *"Residents and visitors will... move within our community and throughout the region using alternative transportation."*

Translation: The Bus is a panacea; people will love it; transportation problem solved.

Now that's PROMOTION. And it's fantasy. But politicians wrote it and some really believe it. They decide where our tax \$\$\$ go, too.

A high-functioning bus system would be good for JH, but we don't have that. Believing folks would embrace "*alternative transportation*" en masse was self-serving. They said it so they could claim they had solved the transportation problem.

Government's endless production of elaborate plans is designed to keep us growing. They are the official playbook of political dogma. And it's a magician's trick that focuses attention in one place so you don't notice what's really happening.

We all see the empty buses lumbering around town. That's the real problem: START doesn't go where and when people need it.

Riding the bus isn't popular in the rest of the U.S., either. You need the congestion of San Francisco or Manhattan to make mass-transit work.

Our leaders fantasized large numbers of START riders because they believed their own

promotional spiel. It sounded good, but you can't keep the feel of a small rural community while massively growing the place.

The Jackson Hole we all love is dying and the bus won't save us. It was and is a pipe dream.

We have to stop listening to the Big-Growth Coalition that profits from building more. They're self-serving. They embrace overcrowding.

Take a realistic look at the Bus.

*Politicians are badly
mismanaging things*

START is in a self-described crisis because they can't find drivers. They're also interested in buying very expensive electric buses, adding three more commuter runs, and chasing \$26M in federal grants to build a massive new facility

that local voters already said NO to. It doesn't make sense.

That kind of 'planning' just confirms that politicians are badly mismanaging things.

START loses \$4M a year and its fare-box collections (a standard efficiency measure) are well below other mountain ski towns. We collect 15% of operating costs and should be collecting 25% or more. San Francisco collects 45%.

Empty buses don't lie; let's stop throwing good money after bad.

Voters are headed to the polls again on Tuesday. A full slate of candidates will be running for both town council and county commission. We urge you to vote, and vote carefully.

The incumbents have had their chance. They've both promoted and approved the ineffective START system we have now. We need talented reformers, not the same crowd of spin-meisters.

We urge you to avoid incumbents. Vote for candidates that have management credentials and aren't beholden to the Big-Growth Coalition.