

January 25, 2011

MEMORANDUM

To: Len Bobinchock, Paul Murphy
From: Tom Crikelair
Subject: Island Explorer Passenger Survey 2010
CC: Island Explorer partners

This memo presents the results of an onboard passenger survey carried out on Island Explorer buses on August 3 and August 5, 2010. The analysis includes a comparison with similar Island Explorer onboard surveys carried out in early August during each of the preceding ten seasons.

A sample copy of the survey form is attached as Appendix A. A full transcription of passenger comments is included as Appendix B.

This report is structured as follows:

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1. Methodology and Response

Island Explorer passengers were surveyed on August 3 and 5, 2010. Surveys were distributed between 6:45 a.m. and 3:30 p.m. on the seven Island Explorer bus routes that operate on Mount Desert Island, plus the Bicycle Express. Passengers on the Schoodic route were not surveyed in 2010. Passenger groups were handed a survey form as they boarded buses at the Bar Harbor Village Green. Island Explorer bus drivers distributed surveys on Loop Road buses.

Passengers were asked to complete one survey per group. Those who agreed to participate were given a blank form and a pencil and were asked to drop their completed survey in a box at the front of the bus as they disembarked. Most groups that were offered a survey form agreed to take one. In 2010, 519 surveys were distributed and 502 were returned, for a response rate of 97%.

It is important to recognize that the survey examines Island Explorer usage (1) during the daytime only and (2) during the peak of the summer season. The distribution of trip purposes and riders by route would have been different if the survey had included evening hours. Surveys were not distributed in the evening in part because it would have been difficult for passengers to fill out survey forms on buses in the dark.

Because the surveys are carried out during the busiest part of the summer, the percentage of usage by visitors (as opposed to local residents) may have been somewhat higher than at other times during the season.

Figure 3.1 shows bus routes utilized by survey groups in 2010. The total is greater than 502 because some respondents used more than one bus route for their trip. This figure also shows the distribution of 2010 ridership by route.

FIGURE 3.1 2010 SURVEY AND RIDERSHIP DISTRIBUTION

	<i>Survey Respondents</i>	<i>Survey Distribution</i>	<i>Ridership Distribution</i>
Campground	125	19%	23%
Eden Street	76	11%	19%
Sand Beach	114	17%	15%
Loop road	82	12%	13%
Jordan Pond	102	15%	12%
Brown Mountain	35	5%	2%
Southwest Harbor	83	12%	10%
Schoodic	0	0%	1%
Bike Express	52	8%	4%
Total	669	100%	100%

The survey sample included a lower percentage of Eden Street riders when compared with the actual distribution of ridership by route for the full summer season. This results

from the fact that Eden Street buses are particularly busy in the evening, and evening Eden Street riders were not included in the survey sample.

2. Summary of Passenger Comments and Suggestions

Bus riders continue to be very pleased with free Island Explorer bus service.

- One hundred percent feel it is important that the service be continued.
- Ninety-nine percent feel it is important to keep the service free.
- Ninety-seven percent agree that drivers are friendly and helpful.

A visitor from New Jersey on the Southwest Harbor bus said: “We love Island Explorer! In Bar Harbor for two weeks and have only had to get in the car once.” A visitor from Washington, DC on the Bicycle Express said: “This is a wonderful service with incredibly helpful and friendly operators!”

A visitor from North Carolina on the Sand Beach bus said: “Great idea. Well organized. Well run.” A local resident on the Southwest Harbor bus said: “I love you!”

A visitor from North Carolina on the Campground bus said: “It has made it possible to hike up and then down the other side on trails (rather than come down the same way I hiked up).” A visitor from Florida who arrived via sailboat said: “The bus service makes it so easy to hike and bike in Acadia National Park. Without a car, we’ve never been able to explore the park like we have this time. Thank you!” A family from Massachusetts who arrived via camper van said: “We come here every year mainly because of the bus service.”

A visitor from North Carolina on the Bicycle Express said: “Very pleased. Convenient, pleasant and comfortable. Happy to save gas and reduce congestion in the park and surrounding areas.” A visitor from Pennsylvania said: “One of the best features of coming to Bar Harbor and Acadia.” A visitor from Ohio said: “Made our trip enjoyable and easy. Thirteen total in party. Let everyone go where and when they wanted.”

A visitor from Wisconsin on the Campground bus said: “Nice to ride, public parking is scarce and difficult to find!” A visitor from Pennsylvania on the Eden Street bus said: “Made our visit much more enjoyable. We will return.” A Campground bus rider from New York said: “Great that dogs are able to board.”

A summer worker from Massachusetts said: “I work on the island and rely on the buses to get around because I have no car.” A summer resident from Ohio said: “The bus service has been extremely helpful to me this summer. I use it every day and 90% of the time everything runs smoothly. Many thanks for your service.”

As they have in past years, passengers expressed gratitude to L.L.Bean for the corporation’s financial support for the bus system. A visitor from Florida said: “We like what L.L.Bean is doing, and we are strong supporters of their business.” A visitor from

Ohio said: “Terrific example set by L.L.Bean. Thank you!” A visitor from Vermont said: “Thanks, L.L.Bean! We think that this system is a great cause, and we think it really helps!”

A visitor from Florida said: “Thank you L.L.Bean. We will patronize your business because of your support of the Island Explorer bus system.” A visitor from New York said: “Great!!! We want more CEO’s like L.L.Bean’s.” A young Tremont resident on the Jordan Pond bus said: “I would like to give L.L.Bean a big hug!” A visitor from New York said: “God bless L.L.Bean.”

A visitor from Massachusetts said: “We greatly appreciate their contribution to our environment through this program.” Another Massachusetts visitor said: “Thank you! This does impact my decision when choosing between L.L.Bean and Lands End.” A visitor from Pennsylvania said: “Makes me feel differently about them. I knew it was a great company, but this pledge of support will make me pick up my catalogue and purchase!”

Survey respondents used the comment section to make a variety of suggestions for improving Island Explorer service. Many people asked for more bus service. Service requests in the 2010 survey included:

- Later service to trailheads (“until dark”)
- An early morning outbound Campground bus
- More service to Ellsworth and Bangor
- Service to Cadillac Mountain
- More service to the backside of Mount Desert Island
- Later evening service to Southwest Harbor and Trenton
- Later evening service to Blackwoods Campground
- Bicycle Express service to Jordan Pond

Several passengers commented on overcrowding on Campground route buses. A passenger from New Jersey said: “The Campground route gets full and cannot accommodate all the stops.” A rider from Rhode Island said: “Always overcrowded, but hey, it’s free, right?” A visitor from Maryland asked for reinstatement of the 9:00 p.m. Campground bus, “as we can no longer stay to hear the entire Monday and Thursday town band concerts. The 9:30 p.m. bus is full and that’s late for us.”

Despite the fact that Eden Street buses run every 15 minutes in the evening, a Canadian visitor said there is a need for “more buses on the Eden Street run between 9:00 and 10:00 p.m.

Passengers offered a variety of other comments and suggestions, including:

- Offer a Smuggler’s Den bus stop near the main roadway, instead of taking the time to operate through the campground.
- Add Island Explorer links on the web sites of area hotels.
- Publish a trip planner to help people understand the location of bus stops relative to available trailheads.
- Publish pocket-sized timetables.
- Make sure stop cords are working.
- Make sure all seatbelts are working.
- Put bungee cords on all buses for times when bike racks are broken.
- Do not allow eating on the bus.
- Limit on-demand stops to locations where buses can pull all the way off the road.
- Offer a kayak shuttle.
- Supplement the vehicle tracking system by sending a next-bus “estimated time of arrival” response to travelers who text a bus stop location.

Several passengers asked for improved connections at MDI High School for people trying to use the Brown Mountain and Southwest Harbor buses to travel between Northeast Harbor and Southwest Harbor.

3. Group Size and Age of Survey Respondents

Participants were asked to identify the number of individuals in their party. In 2010, the 502 participating groups included 1,259 individuals. The average group size was 2.5. The median group size was 2.0. The average group size has been fairly consistent throughout the eleven years of Island Explorer surveys, as shown in Figure 3.2.

FIGURE 3.2 AVERAGE GROUP SIZE

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Surveys	461	414	466	412	383	337	354	315	428	416	502
Average Group	2.5	3.0	2.7	2.7	2.6	2.6	2.7	2.7	2.8	2.6	2.5

Figure 3.3 shows the 2010 distribution of respondents by group size.

FIGURE 3.3 SIZE OF PARTICIPATING GROUPS

<i>Group sizes</i>	<i>Number of Groups</i>	<i>2010 Percent</i>
One	120	24%
Two	218	44%
Three	54	11%
Four	61	12%
Five	20	4%
Six	16	3%
Seven	4	1%
Eight or more	8	2%
	501	100%

In 2010, 16% percent of group members were retired adults, 62% were non-retired adults, and 23% were children. Thirty-one percent of participating groups included at least one child. Children traveling without an adult made up 3% of all groups. These distributions have been consistent within a few percentage points over the course of past years.

4. Residence and Overnight Lodging

In 2010, 21% of participating groups said that they are year-round or summer residents of Mount Desert Island. This includes 9% who said they were year-round residents and 12% who said that they were summer residents. The distribution of local residents and visitors for the past eleven years of Island Explorer operations is presented in Figure 3.4.

FIGURE 3.4 LOCAL RESIDENTS AND VISITORS

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Year-round	11%	10%	12%	10%	10%	9%	6%	8%	11%	11%	9%
Summer residents	11%	12%	9%	9%	10%	11%	12%	14%	11%	11%	12%
Visitors	78%	78%	79%	81%	80%	80%	82%	78%	78%	78%	79%

Participants were asked to identify their hometown and state. The results are presented in Figure 3.5. In 2010, 33% of survey groups said they lived year-round in New England, while 28% came from Mid-Atlantic States. Four percent lived in Eastern Europe, and 4% lived in Western Europe. The percentage of groups from Canada increased from 4% in 2005 to 8% in 2006. This dropped to 7% in 2007, to 6% in 2008, and to 4% in 2009, and then increased to 5% in 2010. The combined percentage of international usage in 2010, including Canada, was 12%.

FIGURE 3.5 YEAR-ROUND RESIDENCE BY REGION

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Mid Atlantic	29%	29%	29%	31%	29%	26%	25%	25%	24%	19%	28%
Maine	16%	15%	20%	17%	18%	13%	14%	13%	17%	19%	15%
Other New England	18%	19%	18%	21%	19%	24%	19%	18%	18%	18%	18%
Midwest	10%	13%	10%	10%	11%	10%	9%	9%	6%	12%	8%
Southeast	11%	8%	8%	10%	9%	10%	10%	7%	13%	10%	10%
West	5%	7%	8%	7%	3%	6%	6%	6%	6%	6%	5%
Canada	4%	2%	1%	1%	5%	4%	8%	7%	6%	4%	5%
Other international	7%	6%	6%	4%	6%	9%	8%	15%	9%	10%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Combined New England	34%	34%	39%	38%	37%	37%	34%	31%	35%	37%	33%
Eastern Europe					3%	4%	4%	7%	4%	3%	4%

Survey participants were asked: “What town will you stay in tonight?” In 2010, 91% of bus riders said they planned to stay overnight on Mount Desert Island or in Trenton. Four percent were day visitors staying elsewhere in Hancock County. Four percent were staying elsewhere in Maine. Town-by-town results for 2002 through 2010 are presented in Figure 3.6.

FIGURE 3.6 LOCATION OF OVERNIGHT LODGING

Town	2002	2003	2004	2005	2006	2007	2008	2009	2010
Bar Harbor	68%	65%	65%	62%	59%	64%	73%	69%	69%
Mount Desert	13%	13%	11%	13%	16%	14%	8%	10%	10%
Southwest Harbor	7%	7%	7%	10%	9%	6%	5%	8%	6%
Other Hancock County	4%	5%	5%	5%	2%	4%	3%	3%	4%
Other Maine	4%	2%	2%	2%	4%	3%	1%	2%	4%
Tremont	2%	4%	2%	3%	2%	0%	4%	2%	2%
Trenton	2%	3%	3%	2%	4%	9%	4%	4%	4%
Schoodic area	0%	1%	4%	3%	3%	1%	1%	2%	0.4%
Nova Scotia	0%	0.5%	0.3%	1%	0.3%	0%	0%	0%	0%
Local Islands	1%	0.5%	0.3%	1%	0%	0%	1%	1%	0.2%
	100%	101%	100%	100%	100%	100%	100%	100%	100%
MDI Region	93%	93%	93%	92%	93%	94%	96%	93%	91%

Figure 3.7 shows distribution of overnight lodging by type of accommodation. Most groups that listed “Other” as their overnight accommodations in 2010 stayed at the MDI Youth Hostel or at the Bar Harbor YWCA. Cruise ship passengers accounted for 7% of survey groups in 2008, because a large cruise ship was in Bar Harbor on the second day of the 2008 survey. Subsequent surveys have been scheduled for days when large cruise ships are not expected.

FIGURE 3.7 TYPE OF OVERNIGHT LODGING

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Campground	35%	36%	29%	27%	31%	30%	37%	30%	25%	26%	24%
Motel, Inn, B&B	35%	31%	36%	41%	36%	32%	31%	32%	29%	34%	39%
Year-round residence	14%	13%	14%	12%	14%	11%	10%	9%	14%	14%	11%
Summer residence	5%	7%	7%	7%	5%	14%	10%	9%	7%	10%	11%
Short-term rental	6%	6%	5%	6%	8%	6%	7%	6%	12%	10%	7%
Sailboat or Yacht	4%	4%	4%	6%	4%	5%	4%	5%	4%	3%	6%
Cruise Ship									7%		0%
Other	1%	4%	5%	2%	2%	3%	2%	4%	1%	2%	2%
	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%

Surveys included the question: “Is your overnight lodging within easy walking distance of the Bar Harbor Village Green?” In 2010, 35% of participating groups said they were staying overnight in a hotel, B&B, or residence located within easy walking distance of the Bar Harbor transit hub.

5. Trip Purpose

Survey respondents were asked to identify the primary purpose of their bus trip. In 2010, the largest category was “sightseeing,” with 30% of total responses. Hiking was the next most popular trip purpose with 20%, followed by bicycling with 14%, and work with 12%. Eight percent were using the bus to go shopping, while 4% checked “dining” as their primary trip purpose. The combined total for various recreational purposes (hiking, biking, swimming, and boating) was 37%.

Eight percent checked “other” as their trip purpose. These people listed a variety of purposes, including: COA, high school classes, conference, visiting friends, galleries, pharmacy, buying tickets, rental car, school trip, whale watching, and Oceanarium.

FIGURE 3.8 TRIP PURPOSE

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Work	7%	6%	8%	9%	9%	9%	5%	11%	13%	13%	12%
Hiking	17%	15%	17%	20%	25%	20%	15%	21%	22%	24%	20%
Biking	4%	7%	7%	5%	5%	11%	10%	13%	11%	14%	14%
Swimming	4%	7%	3%	1%	6%	4%	7%	7%	1%	6%	2%
Boating	3%	5%	3%	2%	2%	3%	2%	2%	2%	2%	1%
Shopping	11%	15%	15%	10%	11%	10%	14%	10%	9%	4%	8%
Dining	11%	5%	8%	6%	6%	6%	5%	4%	4%	4%	4%
Sightseeing	35%	33%	32%	38%	33%	29%	38%	27%	29%	27%	30%
Other	8%	8%	9%	9%	4%	10%	5%	5%	9%	7%	8%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

6. Visitor Travel Modes

Fifty-eight percent of Island Explorer visitors in 2010 said they traveled to the region in an automobile without an attached trailer. Sixteen percent arrived in a recreational vehicle or in a car towing a trailer. Thirteen percent arrived in the region by airplane. Six percent arrived by private boat, 5% arrived by intercity bus, and 1% arrived on a tour bus. Other travel modes (motorcycle, hitch-hiking, and Downeast bus) accounted for 1% of visitor travel.

FIGURE 3.9 VISITOR TRAVEL MODES

	2002	2003	2004	2005	2006	2007	2008	2009	2010
Car	57%	55%	60%	49%	52%	48%	50%	56%	58%
RV or trailer	20%	20%	20%	21%	25%	23%	19%	15%	16%
Airplane	9%	12%	9%	16%	13%	17%	13%	19%	13%
Sailboat or yacht	5%	6%	4%	6%	4%	5%	5%	4%	6%
Intercity bus	3%	4%	5%	5%	2%	4%	3%	3%	5%
Tour bus	3%	0%	0%	0%	2%	1%	1%	1%	1%
Cruise Ship							8%	1%	0%
Other	4%	3%	2%	2%	2%	2%	1%	1%	1%
	100%	100%	100%	99%	100%	100%	100%	100%	100%

7. Park Entry Permits

Between 2000 and 2005, there was a significant and steady increase in the percentage of bus riders who said that they purchased an Acadia National Park entry permit. Since 2005, the percentage of bus riders with entry permits appears to have leveled off. The percentage of permit holders was 72% in 2007, 61% in 2008, 66% in 2009, and 67% in 2010.

FIGURE 3.10 DID YOU PURCHASE A PARK ENTRY PERMIT?

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
YES	37%	42%	51%	52%	62%	69%	68%	72%	61%	66%	67%
NO	63%	58%	49%	48%	38%	31%	32%	28%	39%	34%	33%

Figure 3.11 shows entry permit purchases for various user groups. In 2010, Park permits were held by 60% percent of bus riders who said they are year-round residents, compared with 35% of year-round residents with permits in 2009 and 36% in 2008. In 1999, the first year of Island Explorer operations, 15% of year-round residents had entry permits.

Sixty-five percent of participating groups in 2010 said they were using the bus to visit Acadia National Park. Seventy-eight percent of those traveling to the Park had a permit. Thirty-five percent of groups using the shuttle service said they were not going into the national park. Forty-six percent of these groups had a Park permit.

There appears to be some correlation between entry permit ownership and primary trip purpose. The highest level of permit ownership involved hiking (82%) and sightseeing (70%). The lowest involved work (38%), shopping (49%), and other (49%). Fifty-four percent of the groups who arrived in the area via private sailboat or yacht said they had an entry permit.

FIGURE 3.11 PERCENT OF USER GROUPS WITH PARK ENTRY PERMITS

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Year-round residents	15%	25%	14%	30%	46%	40%	42%	36%	35%	60%
Summer residents	38%	30%	29%	42%	41%	54%	56%	43%	41%	35%
Visitors	45%	56%	59%	68%	75%	72%	78%	64%	74%	73%

	2005	2006	2007	2008	2009	2010
Groups visiting ANP on this trip	78%	82%	86%	77%	81%	78%
Groups not visiting ANP on this trip	53%	55%	46%	32%	37%	46%
Groups that arrived in a RV	75%	89%	86%	72%	80%	72%
Groups that arrived by sailboat	56%	50%	67%	41%	57%	54%
Groups that arrived by cruise ship				47%		

Figure 3.12 shows permit ownership by type of lodging. It shows that those least likely to have a permit are people staying in summer residences and people staying on sailboats and yachts.

FIGURE 3.12 PERCENT WITH PARK PERMITS BY LODGING TYPE

	2002	2003	2004	2005	2006	2007	2008	2009	2010
Campgrounds	66%	62%	73%	81%	81%	88%	83%	81%	76%
Hotels	56%	59%	66%	81%	64%	71%	63%	70%	75%
B & B			83%	84%	75%	87%	71%	71%	77%
Short-term rental	37%	65%	62%	70%	78%	60%	65%	76%	83%
Summer residence	23%	35%	47%	38%	40%	63%	32%	34%	37%
Year-round residence	27%	17%	27%	41%	40%	40%	41%	39%	57%
Sailboat or yacht				56%	50%	67%	41%	57%	54%

Figures 3.13 shows where bus riders purchased their Park entry permits. Figure 3.14 shows a breakdown of permit types for Island Explorer bus riders.

FIGURE 3.13 WHERE DID YOU PURCHASE YOUR PARK ENTRY PERMIT?

	2002	2003	2004	2005	2006	2007	2008	2009	2010
Village Green	32%	45%	44%	37%	32%	39%	41%	34%	38%
Loop Road	20%	16%	18%	15%	12%	11%	10%	13%	14%
Visitor Center	30%	22%	21%	26%	24%	25%	27%	35%	30%
ANP Campground	10%	5%	7%	7%	12%	6%	9%	8%	7%
Thompson Island					7%			1%	1%
Other	8%	12%	11%	16%	14%	13%	12%	10%	10%

FIGURE 3.14 TYPES OF ENTRY PERMITS

	2004	2005	2006	2007	2008	2009	2010
One-week	62%	56%	63%	57%	66%	57%	55%
Full Season	7%	9%	12%	11%	10%	9%	11%
National Parks Pass	9%	9%	11%	13%	11%	8%	9%
Golden Age / Senior	19%	21%	20%	16%	12%	20%	20%
Golden Access	1%	2%	1%	0%	1%	0%	0%
Golden Eagle / Access	2%	2%	3%	3%	1%	5%	5%

8. Parking Locations

Participants were asked where they parked their cars or recreational vehicles. In 2010, 60% said that their vehicle was parked at their hotel, campground, or private residence, and 1% said that someone else was using it. Twenty-two percent said they did not have a car or RV available locally. A combined total of 83% Island Explorer riders reached an Island Explorer bus stop without a private vehicle.

Seventeen percent of surveyed groups indicated that they drove a private vehicle and parked near a bus stop. The Hulls Cove Visitor Center parking lot was used by 6.2% of Island Explorer groups in 2010. Most of the people who parked at the Visitor Center boarded the Loop Road bus. People who said they parked their cars in public parking spaces in Bar Harbor accounted for 7.0% of groups surveyed in 2010. The Trenton IGA accounted for 0.8%. One group said they left their car in Northeast Harbor (0.3%).

Fifty-nine percent of groups on the Loop Road bus said they parked their cars at the Hulls Cove Visitor Center. This was true of 54% of Loop Road riders in 2009 and 23% of Loop Road riders in 2008. Thirty percent of Loop Road riders said they left their cars at their campground, hotel, or residence. Two percent of Loop Road riders said they had no local car.

Twenty-nine percent of groups surveyed on the Bicycle Express said they left their cars in public parking spaces in downtown Bar Harbor.

FIGURE 3.15 WHERE IS YOUR CAR NOW?

	2002	2003	2004	2005	2006	2007	2008	2009	2010
Lodging	58%	60%	58%	53%	55%	50%	48%	48%	50%
Residence	12%	8%	13%	13%	8%	12%	12%	12%	10%
Someone is using it	2%	2%	2%	2%	3%	2%	2%	3%	1%
No car	20%	19%	15%	21%	19%	18%	24%	21%	22%
Hulls Cove Visitor Center	3%	3%	2%	4%	3%	6%	5%	7%	6%
Other ANP	1%	1%	3%	1%	1%	0.3%	0.5%	0.5%	0.4%
Trenton Marketplace	2%	0%	1%	0%	2%	2%	1.4%	0.8%	0.4%
Bar Harbor	3%	4%	4%	5%	7%	5%	4%	5.5%	7.0%
Northeast Harbor	0%	1%	1%	0%	0%	0%	0.5%	0.3%	0.2%
Southwest Harbor	1%	1%	0%	0%	0%	0%	0.5%	0%	0%
Tremont	0%	1%	0%	0%	0%	0%	0%	0%	0%
Repair shop	0%	1%	0%	0%	0.3%	0.3%	0.3%	0%	0.2%
Winter Harbor ferry	0%	0%	1%	1%	2%	1%	0%	0.3%	0%
Other	1%	1%	1%	1%	1%	3%	0.3%	1.4%	0.9%
	102%	100%	100%	100%	100%	100%	100%	100%	100%

9. Number of Years Utilizing the Island Explorer

Groups were asked how many years they have used the Island Explorer. In 2010, 67% were first-year users. Sixteen percent of bus riders in 2010 said they have used the system for five or more years.

FIGURE 3.16 HOW MANY YEARS HAVE YOU USED THE ISLAND EXPLORER?

	2002	2003	2004	2005	2006	2007	2008	2009	2010
1st year	70%	71%	66%	62%	66%	63%	61%	67%	67%
2nd year	14%	13%	13%	14%	10%	14%	10%	10%	9%
3rd year	7%	7%	8%	11%	9%	7%	5%	6%	5%
4th year	9%	3%	3%	4%	5%	3%	7%	5%	3%
5 or more		6%	10%	9%	10%	13%	17%	13%	16%

In 2010, 21% of year-round residents said they were first-year Island Explorer users. Thirty-nine percent of year-round residents have used the service for one or two years, while 61% of year-round residents have used the service for three or more years. Forty-one percent of year-round residents said they have used the service for five or more years.

10. Service Evaluation

Passengers were asked to evaluate the quality of service provided by the Island Explorer. They were asked to rate the cleanliness of buses and the friendliness and helpfulness of drivers. They were asked whether seats were readily available, whether buses ran on time, if bus schedules were easy to find, and if schedules were easy to understand. Riders were also asked to comment on the frequency of service and whether the right destinations are served.

The results for 2010 are presented in Figures 3.17.

FIGURE 3.17 EVALUATION OF SERVICE QUALITY FOR 2010

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>
Buses are clean	83%	17%	1%	0%
Drivers are friendly and helpful	82%	15%	2%	1%
It is easy to find a seat	68%	25%	6%	1%
Buses are on time	79%	18%	3%	0%
Bus schedules are easy to find	80%	17%	2%	1%
Bus schedules are easy to understand	74%	20%	6%	0%
The frequency of service is convenient	70%	26%	4%	1%
The right destinations are served	75%	22%	2%	1%

11. Island Explorer Future

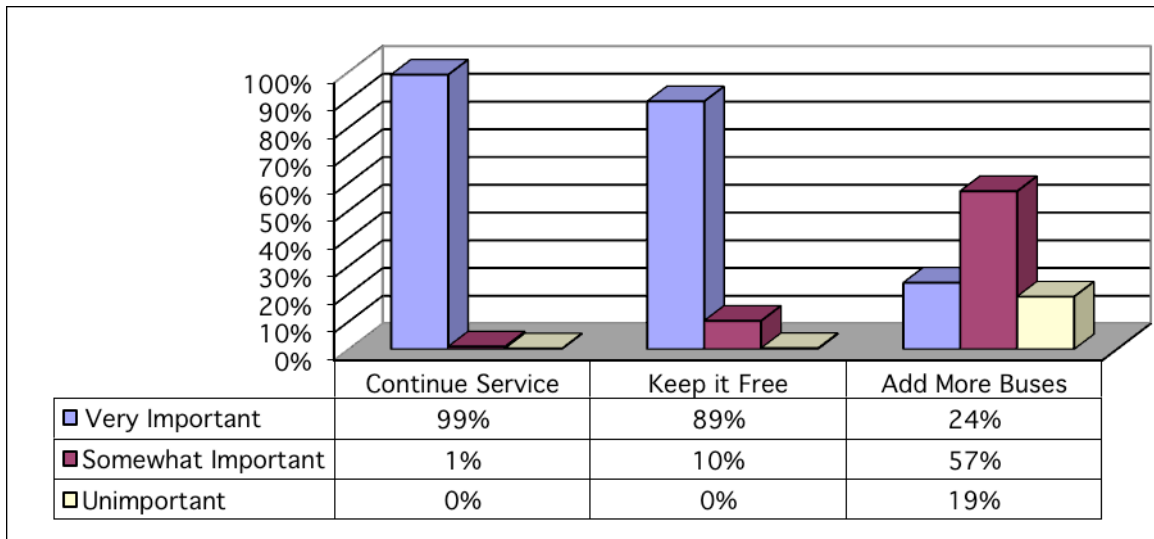
The survey included three questions about the future of Island Explorer service. Groups were asked to rate each item as “very important,” “somewhat important,” or “unimportant.”

Passengers were asked:

- Should we continue to provide this service?
- Should we continue to offer free service?
- Should we add more buses to increase seating capacity and service frequency?

Responses to the three questions are summarized in Figure 3.18.

FIGURE 3.18 ISLAND EXPLORER FUTURE - 2010 ONBOARD SURVEY



There continues to be very strong support for continuing the Island Explorer, with 99% of survey respondents agreeing that this is “very important,” and the remaining 1% saying “important.” No respondents suggested that continuing the service was “unimportant.”

Eighty-nine percent of participating groups agreed that it is “very important” to keep the service free, while an additional 10% said free service is “somewhat important.” Only two groups (0.4%) said that keeping the Island Explorer free is “unimportant.”

Twenty-four percent said it is “very important” to add buses to increase seating capacity and service frequency. Fifty-seven percent said this is “somewhat important” and 19% said it is “unimportant.”

The perceived need for more buses was greatest among passengers surveyed on the Campground and Southwest Harbor routes. Thirty-seven percent of Campground riders said that adding more buses is “very important” and another 48% said “somewhat important,” for a combined total of 85%. Thirty-one percent of Southwest Harbor riders said adding buses is “very important” and another 48% said “somewhat important,” for a combined total of 79%.

12. Acadia National Park Transit Fee

Passengers were asked how they feel about including a transit fee in the cost of an Acadia National Park entry permit to help pay for Island Explorer bus service. In 2010, 82% of bus users said they agree with the transit fee, 16% said they were neutral, and 3% said they disagree.

FIGURE 3.22 SUPPORT FOR ACADIA NATIONAL PARK TRANSIT FEE

	2003	2004	2005	2006	2007	2008	2009	2010
Strongly agree	30%	44%	51%	46%	58%	51%	48%	49%
Agree	37%	31%	31%	37%	30%	30%	34%	33%
Neutral	25%	21%	16%	15%	10%	16%	14%	16%
Disagree	6%	2%	1%	1%	1%	2%	2%	2%
Strongly disagree	3%	1%	1%	1%	1%	1%	1%	1%

Disagreement with the transit fee decreased from 9% in 2003 to 3% in recent years.

In 2010, 70% of year-round residents said they either “strongly agree” or “agree” with the transit fee. This compares with 48% of year-round residents who supported the transit fee in 2003. Eighty-five percent of non-residents expressed support for the transit fee.

Nine percent of MDI residents in 2010 said they “disagree” with the transit fee, while 2% of year-round residents said they “strongly disagree.” Only one percent of non-residents said they “disagree” with the fee, while no non-residents said they “strongly disagree.”

Eighty-seven percent of bus riders who purchased a park entry permit expressed agreement with the transit fee. Seventy-three percent of bus riders without entry permits said they agreed with the fee.

13. Use of Internet Web Sites

Island Explorer riders were asked two questions about their use of the Internet.

- Did you use the Internet to plan your trip?
- Have you visited the Island Explorer web site?

Sixty-three percent of Island Explorer riders said that they used the Internet to plan their trip. Only 26% of survey groups said they had visited the Island Explorer web site.

Seventy-three percent of first-year Island Explorer users said they used the Internet to plan their trip. Twenty-one percent of first-year bus riders said they visited the Island Explorer site.

These results show that the majority of groups who used the Internet to plan their trip did not visit the Island Explorer site. Low usage of the Island Explorer web site appears to be due in part to the continued absence of Island Explorer links on web sites for campgrounds and lodging establishments in the Acadia region.

Island Explorer Passenger Survey 2010

PLEASE FILL OUT ONE SURVEY PER FAMILY OR GROUP

1. DATE _____

2. TIME _____

Number in your party _____

3. Retired adults _____

4. Other adults _____

5. Children (under 18) _____

6. WHAT ROUTE ARE YOU ON NOW? (Please check only one)

(2) Eden Street

(3) Sand Beach

(4) Loop Road

(6) Brown Mountain

(7) Southwest Harbor

(8) Schoodic

(1) Campground

(5) Jordan Pond

(9) Bike Express

7. WILL YOUR RIDE INVOLVE MORE THAN ONE ROUTE?

YES

No

8. IF yes, please check the other route used for this ride.

(2) Eden Street

(3) Sand Beach

(4) Loop Road

(6) Brown Mountain

(7) Southwest Harbor

(8) Schoodic

(1) Campground

(5) Jordan Pond

(9) Bike Express

9. What is the PRIMARY purpose of this bus trip? (Please check only one) To or from

(1) Work

(2) Hiking

(3) Biking

(4) Swimming

(5) Boating

(6) Shopping

(7) Dining

(8) Sightseeing

(9) Other _____

10. Are you a year-round MDI or Schoodic resident?

Yes

No

11. Are you a summer resident of MDI or Schoodic?

Yes

No

12. What town will you stay in tonight? _____

13. Are you staying at

(1) Campground -----

(2) Motel or Inn -----

(3) B & B -----

(4) Year-round residence -----

(5) Summer residence -----

(6) Short-term rental -----

(7) Sailboat -----

(8) Other _____

14. Can you easily walk from your lodging to the Bar Harbor Village Green?.. Yes No

15. What is your home town and state? _____

16. If you are not an MDI or Schoodic resident, how did you travel to the region?

(1) Car or truck without trailer -----

(7) Commercial airplane -----

(2) Car or truck with trailer -----

(8) Private airplane -----

(3) Recreational vehicle -----

(9) Tour bus -----

(4) CAT ferry with car -----

(10) Sailboat or yacht -----

(5) CAT ferry without car -----

(11) Cruise Ship -----

(6) Intercity bus or van -----

(12) Other _____

17. On this bus ride will you visit Acadia National Park?

Yes

No

18. Have you purchased a National Park entry permit for your group?

Yes

No

19. If yes, where did you purchase your entry permit?

Village Green

Loop Road

Hulls Cove Visitor Center

ANP Campground

Other _____

20. What type of entry permit do you have?

One-week

Full season

National Parks Pass

Senior Pass

Access Pass

Thank you for completing both sides!

Island Explorer Passenger Survey 2010

21. How many years have you used the Island Explorer?

- This year only
 2 years
 3 years
 4 years
 5 - 12 years

22. If you have a car or RV available locally, where is this vehicle parked now?

- No local car or RV
 Hotel, campground, B&B
 Someone else is using it
 Private residence
 Other (where?) _____

THIS IS THE TWELFTH YEAR FOR THE ISLAND EXPLORER. HOW ARE WE DOING?

	Excellent	Good	Fair	Poor
23. Buses are clean	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24. Drivers are friendly and helpful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25. It is easy to find a seat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26. Buses are on time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27. Bus schedules are easy to find	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
28. Bus schedules are easy to understand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29. The frequency of service is convenient	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30. The right destinations are served	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

31. Should we continue to provide this service?

- Very important
 Somewhat important
 Unimportant

32. Should we continue to offer free service?

- Very important
 Somewhat important
 Unimportant

33. Should we add more buses to increase seating capacity and service frequency?

- Very important
 Somewhat important
 Unimportant

34. In 2003 Acadia National Park increased the park 7-day entrance fee from \$10 to \$20 (per group) to help pay for Island Explorer bus service. The \$10 increase can only be used for public transportation. How do you feel about this transportation fee?

- Strongly agree
 Agree
 Neutral
 Disagree
 Strongly disagree

35. Did you use the Internet to plan your trip?

- Yes No

36. Have you visited the Island Explorer web site?

- Yes No

37. Do you have any comments about the Island Explorer, or suggestions for improving the service? Comments and suggestions will be posted at www.exploreacadia.com

38. L.L.Bean has pledged two million dollars to Friends of Acadia for the Island Explorer to help protect Acadia National Park. Do you have any comments about L.L.Bean's contribution?

Thank you for completing both sides!

Island Explorer 2010 Onboard Survey - Passenger Comments

Do you have any comments about the Island Explorer, or suggestions for improving the service?

L.L.Bean has pledged two million dollars to Friends of Acadia for the Island Explorer to help protect Acadia National Park. Do you have any comments about L.L.Bean's contribution?

<i>Route</i>	<i>Local Resident</i>	<i>State</i>	<i>Bus Service Comment</i>	<i>L.L.Bean Comment</i>
1	No	England	Evening service for Acadia Park hiking would be very handy (until dark). Drivers being allowed to pick up passengers when deemed safe away from bus stop. Web site good.	Get additional sponsorship to keep costs down. (One side of the bus timetable could be ads, for example. And charge a lot! Better few expensive advertisements than lots of cheap ones. They will pay!)
1	Yes	ME		Thank you!! It's nice to have a business that supports the areas it serves.
1	No	Kazakhstan	Add a first Campground bus from the Village Green at 7:00 a.m. or 8:00 a.m. please.	
1	Yes	ME	This year the stop pull wire was rarely functional.	Thanks!
1	No	ME	Very helpful, nice staff. Best bus service in New England!	It is a huge help to those of us with low income who wouldn't be able to go places without the bus.
1	No	MA		Very nice!
1	No	NY		Keep it going.
1	No	ME	Have bus drivers know more places on their route.	Thank you.
1	No	ME	Wonderful service.	Thank you!
1	No	Denmark	When I get off the ferry from Cranberry Island in Manset I have to wait 35 minutes on the bus. Maybe you could change the bus schedule so it fits the ferry schedule a little better.	
1	No	Ontario	A wonderful convenience for RV's.	
1	No	NY	Buses and roads too bumpy.	Wonderful!
1	No	FL		That's a very good thing to do. Keep it up.
1	No	Jamaica	Keep doing the good job you are doing and it would be nice to have more connecting buses in Ellsworth weekly and also more scheduled service to Bangor.	That is a very wonderful idea.

Island Explorer 2010 Onboard Survey - Passenger Comments

1	No	NY	Can see so much more - don't worry about traffic, parking, see more because you sit higher up. Helps the environment. Love your area! I have been 8 times, 3 weeks each. Couldn't do much better. Thank you!!! I have been on all routes except Eden Street and Bike Express.	Great!
1	No			Thanks!
1	No	MA	I work on the island and rely on the buses to get around because I have no car. The same is true of many of the island's foreign workers.	
1	No	NJ	Wish it would go up Cadillac Mountain. Not real clear on how to transfer, based on map. Hope it's easy to grasp as we use the system.	Great! We're riding the bus to help diminish pollution.
1	No	Quebec	Your site is very beautiful.	
1	No	MA		Excellent. More companies should do the same.
1	No	Russia	Your service is excellent. Thank you.	
1	No	MD		Thanks.
1	No	PA		Wonderful gesture.
1	No	NY	Very helpful in getting around. Saves on driving wear and tear.	
1	No	WI	Nice to ride, public parking is scarce and difficult to find! Not car friendly. Nice to have another option for travel on the island. Great job! Thanks.	Great. Wish more companies would contribute to National/State parks to allow services for entire public to use and protect the area for the future generations.
1	No	IL		Yea L.L.Bean. Great service!
1	No	NJ		Thank you.
1	No	MA	Bus to top of Cadillac Mountain for seniors/handicapped people.	
1	No	PA		Loved it!
1	No	NY	Great that dogs are able to board.	Great to see a great company give back.
1	No	MD		Thanks.
1	No	MD	It is a good idea to let dogs on.	
1	No	TX	Better shock absorbers for bumpy roads. Some buses should only go between Visitor Center and Bar Harbor to alleviate crowding.	Great public relations.
1	No	Serbia	My opinion is that buses should be more comfortable. That's my first experience in USA so you are good. P.S. The road is very bad.	I'm new here, sorry!!

Island Explorer 2010 Onboard Survey - Passenger Comments

1	No	ME	1. State in flyers that bus can pick up only "where it's safe to pull over "off the road" and not just "where it's safe." 2. Put a bus driver on the DOT Route 3 Advisory Committee that just started.	Critical to provide this service. Thanks!
1	No	RI	Always overcrowded, but hey, it's free, right?	
1	No	VT	Grateful for the service. Thanks!!	Thanks!!
1	No	MA	We are very pleased with this service.	They are a great company. Thanks.
1	No	FL	Great way to reduce congestion in Bar Harbor.	Thanks L.L.Bean, we appreciate your contribution!
1	No	NC	It has made it possible to hike up and then down the other side on trails (rather than come down the same way I hiked up). Also able to park at Bar Harbor ball field and bus to Ranger hikes.	
1	No	IL	I live at the Oceanarium and every time I call for a bus they are very good about picking me up!	Wonderful service.
1	No	Russia	I'm satisfied with the service! But I'd like you to extend the time limits for some routes, such as Sand Beach.	Thank you, L.L.Bean!
1	No	NH	Without the service we would not be here. Please keep it in service!!	Fantastic store.
1	No	NH	It is a blessing to have this service. Without it we could not be here. This is the most beautiful national park of all.	Thank you!
1	No	MA	Drivers were nice & courteous.	Awesome.
1	No	NY		Thank you!
1	No	MA		We greatly appreciate their contribution to our environment through this program.
1	No	MA		It's great.
1	No	NY	Enjoyed. Easy.	That is great. Shop at L.L.Bean!!
1	No	NY		Thank you.
1	No	VA	Trip planner based on sights and time at Bar Harbor.	Awesome! Thank you.
1	No	Philip pines	Good job!	You help a lot of people.
1	No	Brazil	Some bus drivers act like God.	You don't pledge if you can't earn at least three times more... So...
1	Yes	ME	Everything is fine.	Excellent.
1	No	FL	Great!	Thanks!

Island Explorer 2010 Onboard Survey - Passenger Comments

1	No	Jamaica	Need more buses to increase service to Ellsworth.	
1	No	Nether lands		Commendable.
1	No	VA	You are doing a great job! Thanks for new buses and racks for more bikes. Drivers are very helpful!	We support L.L.Bean, knowing the good they are doing for the park.
1	No	China	The drivers are very kind! Thank you all very much!!	It's very great.
1	No	Quebec		This service is a very wise idea. We adopted it! We felt bad to use our car when there's free bus everywhere.
1	No	CA	Bus with better suspension.	Yes, I don't like it, because they say no commercial publicity in the park.
2	Yes	ME	No eating on bus. Passengers should refrain from using profanity.	Thank you.
2	No	PA	The service is good.	I think that is awesome.
2	No	CT	There have been several of us using this service since Sunday. It is great!	
2	No		Good job! Keep up the good work!	Thank you!
2	No	PA	The bus is great.	That's great. They do awesome stuff.
2	No	MA		Fantastic!
2	No	NY		Makes me view the brand favorably.
2	Yes	ME B	95% of drivers are friendly and helpful and follow designated route. A very few are a bit independent minded about who they should pick up or which route they'll take. Some passengers have been very inconvenienced. Luckily, I have not been.	A great service to the community!
2	No	NH	Drivers are always very friendly and helpful.	Nice to see a company this size giving back to the tourists.
2	No	TX		Thank you very much!
2	No	MA		Great.
2	No	NC		That is an awesome thing.
2	No	NJ		I think it's wonderful the company is helping this park.
2	No	NY		I think it's an important and vital community service. Thank you.

Island Explorer 2010 Onboard Survey - Passenger Comments

2	Yes	ME	More service to the backside. One bus is not enough. Maybe one that goes up the backside of the island?	Thank you very much. It saves gas and time almost every day.
2	No	NJ	It is a very good idea! Please continue it. Thank you.	
2	No	Ottawa		Awesome!
2	No	PA	Made our visit much more enjoyable. We will return.	I support it.
2	No	MI		Thank you very much!
2	Yes	ME	Great service, good people, keep it up!!	You would be in tough shape without it. More pledges should be solicited. Does the Jackson Laboratory contribute?? Hard to write while bus is operating, sorry!
2	No	MA	Great service. Relieves traffic and congestion. Very convenient.	
2	No	NY	Excellent!	Spectacular!
2	No	France	Very good idea! Thank you!	
2	No	NJ		Excellent!
2	No	VA		Great!!!
2	No	PA		Wonderful idea!
2	No	VA	This is our first trip.	Impressive.
2	No	NY		Private sponsorship in this case is a good thing. Ad space could help subsidize the cost of running the buses and take the burden off people paying for the park pass.
2	No	Israel	Keep up the great job.	If they'll lower their prices it will be more friendly to society.
2	No	Russia		I don't know them.
2	No	Russia		
2	No	PA	Consider publishing your route schedules in a pocket-sized format to aid in easy carrying while sightseeing. Great service!	Makes me feel differently about them. I knew it was a great company, but this pledge of support will make me pick up my catalogue and purchase!
2	No	MA	Excellent service.	Good idea.
2	No	CT	Add more buses in the evening and extend service until 11 p.m.	I think it's a wonderful program.
2	No	Ontario	More buses on Eden Street route during evening hours: 9 p.m. and 10 p.m. Better suspension on buses.	

Island Explorer 2010 Onboard Survey - Passenger Comments

2	No	South Africa	Great service. Congratulations.	Well done, LLB!
2	No	OH	All buses every 15 minutes during peak season - all day.	Terrific example set by L.L.Bean. Thank you!
3	No	MO	Awesome, makes a person slow down and reflect and plan. Great to reach all locations of MDI.	Awesome commitment.
3	No	CT	Check that seatbelts are working - sometimes they are jammed and not usable.	Thank you. Very helpful for those without a car.
3	No	SC	Would like to see Bike Express to more locations.	Thank you.
3	No	GA		Love L.L.Bean - I am a customer.
3	No	PA	Ban cars in the park.	
3	Yes	ME	Good - great - super.	THANK YOU!
3	No	NY	Electric buses?? Reduce any other traffic in the Park.	GREAT!!! We want more CEO's like L.L.Bean's!
3	No	MA		It is very generous.
3	No	NJ	The bus drivers have been extremely friendly and amazingly accommodating. Very impressive - always on time also. Suggestions: (1) Bus to Cadillac Mountain. (2) Smoother road surfaces. (3) When buses are full, don't waste time going to each stop.	Thank you very much for your sponsorship. We enjoy many L.L.Bean products at home in New Jersey.
3	No	NJ	The service is very convenient and the drivers are very accommodating and friendly. Possibly add buses to the Campground route.	Excellent!
3	No	NJ	The Campground route gets full and cannot accommodate all the stops.	L.L.Bean does nothing but help make your stay and sightseeing enjoyable!
3	No	ME	Excellent service.	Thank you L.L.Bean.
3	No	GA	It's wonderful.	Great!
3	No	NH	The atmosphere is generally very pleasant and enjoyable. This atmosphere adds to a beautiful trip, rather than a stressful trip.	We are very grateful for their generosity. Free is great, but a small fare would be acceptable.
3	No	NJ	Great work.	Thank you very much.
3	No	FL		We like what L.L.Bean is doing, and we are strong supporters of their business.
3	No	Philip pines	Excellent.	Great.
3	No	VA		Thank you L.L.Bean.

Island Explorer 2010 Onboard Survey - Passenger Comments

3	No	ME	Keep the island green.	As usual, L.L.Bean is doing the right thing.
3	No	NC	This is my first time using your service. Very positive experience.	Hooray for L.L.Bean! They convinced me to be a customer for life.
3	No	NY		Awesome.
3	No	ME		Outstanding Maine company committed to the environment.
3	No	CT	(1) Put bus number and final destination on bus stop sign, especially when buses have stops in both directions near each other. (2) Put 'northbound' and 'southbound' on stops for #7 schedule or separate into two distinct schedules, or display vertically like most bus and rail schedules. (3) Have drivers who can make reasonable judgments as to the place the passenger is referring to even if the passenger slightly mispronounces the name! There aren't that many possibilities as to what was meant! (4) Put more info on schedule re flagging down bus. Must be in a place where bus can pull fully off road.	
3	No	NJ	People are very friendly. More verbal interaction / explanation of points of interest.	Thank you.
3	No	MA	Please include the top of Cadillac Mountain in the bus route.	Excellent. Now make that \$5 million.
3	No	NY		I think it's great for L.L.Bean to do so. It really helps people in these hard times.
3	No	NY		Excellent.
3	No	NH	We love this service. We park the car when we arrive and ride all week. Our kids love it. It is a great way to meet people and take your time.	Thank you L.L.Bean.
3	No	NC	Great idea. Well organized. Well run.	Fantastic! L.L.Bean is a great company. Its contribution makes me want to support L.L.Bean even more.
3	No	CA		My opinion of L.L.Bean was improved when I heard about their contribution to Acadia National Park.
3	Yes	ME	Great service, consider more destinations.	Important to protect environment and make parks more pleasant by limiting congestion.
3	No	Germany		Many thanks!

Island Explorer 2010 Onboard Survey - Passenger Comments

3	No	CT	Increased bus frequency would be a great advantage. Otherwise a great service!	Generous and terrific. If only more organizations were as giving! Makes us want to patronize L.L.Bean more frequently.
3	No	VT	Keep it running.	Thank you!
3	No	MA		Very welcome.
3	Yes	ME	Would like later bus service to/from Trenton Market, Southwest Harbor.	Very much appreciated.
3	No	NH	Not sure if I can get picked up along the road if I am hiking.	Thank you!
3	No	ME	Thank you!	Thank you!
3	No	MA	Very good experience.	Good corporation.
3	No	NY	I had read that there would be a shuttle from Ellsworth - it never showed.	Great business support!
3	No	England	Very good service to minimize vehicle density.	Well done L.L.Bean!
3	No	NY	Add a few more minutes wait @ pick up point.	We support L.L.Bean by shopping at their stores.
3	No	Quebec	Thank you for the good free service. Permit us to discover Mount Desert Island and enjoy the trip without driving a car! (We are French people!)	Great!
3	No	VT	Wonderful service! Later runs to Blackwoods.	Go Leon!
3	No	DE	I have lived and died by the bus because my friends have the car. Although some positive experiences, the standing by the road, delays changing buses, late morning outbound times have somewhat spoiled my trip. I will bring a car next time, and will NEVER come in August again.	
3	No	OH	The bus service has been extremely helpful to me this summer. I use it every day and 90% of the time everything runs smoothly. Many thanks for your service!	Much appreciated!
3	No	NY		A great help. Reduces cars in towns and in Acadia National Park.
3	No	NY	Keep up the good work!	
3	No	NJ		Way to go L.L.Bean!!!
3	Yes	ME	I love you!	Thank you.

Island Explorer 2010 Onboard Survey - Passenger Comments

3	No	NY		Yay!!!
3	No	PA		Very positive impression of L.L.Bean's contribution.
3	No	WA		Great - thanks! I bought from the flagship store... Guess I've paid my way around.
3	No	NY	Very helpful bus drivers, very helpful IE people at bus stop at Village Green - eager to answer questions, buses were very prompt. (Campgrounds signs on buses a little deceiving, since it doesn't mean ANP campground.)	It is greatly appreciated and gives them a positive image in my eyes since mass transit helps environmentally. I hope they continue to contribute.
3	No	Quebec	Thank you.	Very appreciated.
3	No	IL	Great service. Every national park should have something similar. Acadia should consider trying to limit cars. Charge more for cars and less for bikes and buses.	Thank you L.L.Bean. We really appreciate your being a great corporate citizen and will support your products.
3	No	MN	This is only my second time riding the bus, but it has been great thus far.	GREAT JOB for the environment and car congestion in park!
3	No	MD	There were five dogs on the first shuttle we rode which was not great for my allergies. Otherwise the service Rocks!! Shuttle service was a very convenient, pleasant surprise!	We were commenting as we saw the sponsorship that it made us feel even happier about outdoor gear we have bought there.
3	No	Quebec	Not yet (first day here)	Excellent initiative!
3	No	NY		God bless L.L.Bean.
3	No	NY	Love it. Will recommend it to my friends.	
3	No	MA	Gentleman at bus stop VERY helpful and friendly. Woman in Village Green building not at all friendly - seemed rather bothered by my questions. Driver very nice and willing to help. Bus on time! Clearly marked parking would be helpful.	Love to see that a corporate donation benefits so many people! Nice job!
3	No	IL	You should implement a bus tracker system that you can text a stop I.D. and it will text you back the ETA at that stop (similar system used in Chicago).	Way to go L.L.Bean!!!
3	No	MA	I like the seats. They're comfy.	Go L.L.Bean! That's very considerate.
3	No	NJ		Excellent!!! My favorite store.

Island Explorer 2010 Onboard Survey - Passenger Comments

3	No	CT	Great service Kind service.	Thank you L.L.Bean.
4	No	NY		I think it's wonderful.
4	No	PA		I think this is a great philanthropic pursuit and makes me even more inclined to make purchases.
4	No	PA		I always liked L.L.Bean. Now I like even more and will definitely purchase merchandise from them.
4	No	CA		Very worthy cause that they have contributed to & I appreciate it!
4	No	IL		Very good, important.
4	No	NC		We love L.L.Bean!
4	No	SC	I just arrived. So far, all is fine!	I think it's GREAT! We all should make contributions to this worthy cause.
4	No	AZ	The bus driver was very friendly and extremely helpful. He really made the bus experience fabulous.	I think it's very nice of them.
4	No	PA	Great ride! We really enjoyed it.	Glad they help support the local community!
4	No	NJ	Should have loudspeaker, p.a. system.	Good job!
4	No	MA	We tried to catch the bus at Hall Quarry Road but couldn't fit our four bikes. We had to drive instead.	Fantastic.
4	No	MA	It is a great idea. We have barely used our car on this trip as a result. Thank you!	I gained much more respect for the company. Thank you, L.L.Bean.
4	No	NY		Great. Thank you, L.L.Bean.
4	No	OH		Thank you!
4	No	Germany		Great!
4	No	MA		Thank you, L.L.Bean.
4	No	MA		Thank you, L.L.Bean.
4	No	NY	Thanks! It's great!	
4	No	NH	Recommend stronger inducements to use the buses (and bicycles). Yosemite Valley has effectively made it very convenient to use buses and very inconvenient to use our cars (which stayed parked almost our entire week's visit). Also, post all routes inside buses.	Thank you. Continue to educate, encourage us to make active green choices and to alter the built environment to shape those choices.
4	No	NY		Thank you!
4	No	ME		Yay!
4	No	MI	Great service! We hiked 2 trails and ended up 3 miles from our car. Service should run later than 7:00.	L.L.Bean rocks!!
4	No	CT		Thank you, keep it up!

Island Explorer 2010 Onboard Survey - Passenger Comments

4	No	IL	Very grateful for the service. Focus on Acadia National Park seems more important than the other routes. Most funding would seem to be spent outside Acadia National Park.	Thanks, L.L.Bean!
4	No	OH		Great idea, L.L.Bean!
4	No	FL		Thank you.
4	No	ME		Thank you.
4	No	NY	Have buses to handle loads of people.	Thanks! Awesome!
4	No	MI	What a great service for people from out of town to get to know and utilize the greater Bar Harbor area.	L.L.Bean is forward thinking!
4	No	TX	A very valuable service!!	Much appreciation!!!
4	No	VT	We love using the buses but it is somewhat less convenient from SW Harbor! We have been using them for twelve years! We love it! It is very nice to be able to request stops as well!	Thanks, L.L.Bean! We think that this system is a great cause, and we think it really helps!
4	No	CA	More buses.	Thank you.
4	No	VT	I like having the buses propane fueled.	Good job! Thanks!
4	No	CT	The drivers have been friendly and informative.	THANK YOU!
4	No	RI		Great.
5	No	NY	We love this bus service. It makes our trip much more enjoyable. It's so easy to get around and folks are helpful with information.	Good deal! Thanks for giving.
5	No	MN	Great! Because it is free, many people use the service. Charging a fee may reduce ridership.	Great! Thanks, L.L.Bean.
5	No	NY		Fantastic!
5	Yes	ME	The bus service is important - the ability for tourists and residents to get around the island.	Two thanks.
5	No	CA	I love it!! Makes it very easy. I love all public transportation in National Parks. And it's good this goes to outlying areas.	Great, they make their profits from a lot of outdoor activity. Very nice they are supporting easy access to the outdoors.
5	No	ME		Thank you!
5	No	PA		Thanks, L.L.Bean.
5	No	VT		Very generous! Thanks, L.L.Bean! It makes hiking etc. much easier and public transportation is more environmentally friendly.
5	No	NY	Keep bungee cords on every bus for broken bike racks.	AWESOME!!

Island Explorer 2010 Onboard Survey - Passenger Comments

5	No	MD	Southwest Harbor to Seawall needs an extra bus at busy times. At times it is standing room only like this morning. Visiting over 20 years and service has not changed for Southwest Harbor bus.	Wonderful!
5	No	CT		Absolutely wonderful that L.L.Bean supports the Island Explorer!
5	No	MA	We come here every year mainly because of the bus service. We have a van camper and a cab that we need to leave in a shaded place.	I think it is a wonderful service. Please continue!
5	No	MA		Continue.
5	No	NH	Really appreciate the bike attachments on the buses!	I will continue to support L.L.Bean because of their contribution!
5	No	NY	Airport shuttle service would benefit passengers if there could be luggage compartments. Some folks are unaware of the bus service.	L.L.Bean should get every award there is for its contributions to <u>all</u> who love nature.
5	No	FL	Is this bus handicap accessible? If not, should handicap Acadia visitors pay a lower entrance fee?	Thank you very much for your interest in healthy tourism, L.L.Bean.
5	Yes	ME	Maybe you could make double decker buses for busy routes and times.	Thank you L.L.Bean!
5	No	PEI	It's great to have a free bus service on Mt. Desert Island.	It's a great contribution Thank you L.L.Bean!
5	No	OH	A bus route to Cadillac Mt. summit (preferable down).	We love it! It's unbelievable that a corporation would do this.
5	No	IL		We love L.L.Bean and will shop there more often because of this contribution.
5	No	TX	At campgrounds - advance signal when buses are coming.	Thank you! We buy a lot from L.L.Bean.
5	No	ME	Route 7 should stop at the high school (like it did before) so one doesn't have to go to Bar Harbor to get to Southwest Harbor!	Above & beyond the call of duty!
5	No	CO		Thank you!
5	Yes	ME	Put the bike trailer back at Jordan Pond as well as Eagle Lake.	Thank you L.L.Bean.
5	No	MA	Boaters need to go to SW Harbor from NE Harbor. This year and most years the schedule is set up specifically to not do this without going to Bar Harbor. It takes all day to go to West Marine or the hardware store in SWH.	We spend lots of \$ there every year!

Island Explorer 2010 Onboard Survey - Passenger Comments

5	No	NJ	Love the service! It's difficult to get on the Loop Route from the Bar Harbor Village Green. At Jordan Pond the sign board is not always working properly (time was wrong). Better to turn it off and avoid confusion. Add signs with route schedules at more busy stops. Dog friendly is a big plus.	Makes me like L.L.Bean!
5	No	PA		We love L.L.Bean and this is icing on the cake!
5	No	IN	Without the bus, there could be up to 4,000 vehicles per day in the park!	I doubt the bus could remain free without L.L.Bean!
5	No	MA		Thank you.
5	No	Switzerland		Great! Great company!
5	No	NJ	You have everything we can think of covered. You are a big reason we vacation @ MDI each year.	Will favor L.L.Bean henceforward re purchasing products.
5	No	FL	Some of the buses seem to have maintenance issues (very noisy, rattles a lot).	We buy a lot from Bean. I'm glad they support the buses.
5	No	CT	Please improve coordination of buses between NE Harbor and SW Harbor at MDI High School to make transfer more convenient. Why not save time and fuel by NOT going all through Smugglers Den Campground.	It's great!!
5	No			Thank you.
5	No	ME	Ventilation could be better. Otherwise, excellent.	Sincere thanks to L.L.Bean!
5	No	FL		Very generous.
5	No	MD	Buses prevent congestion. Wonderful to get on and off the buses, less commotion. The bus service is a plus for tourism in Bar Harbor. Bus drivers are always friendly.	
5	No	MD	Excellent in every way.	Very grateful!!
5	No	FL	The bus service makes it so easy to hike and bike in Acadia National Park. Without a car, we've never been able to explore the park like we have this time. Thank you!	Thank you L.L.Bean. We will patronize your business because of your support of the Island Explorer bus system.
5	No	MA	I like when the drivers provide some narration: sites, history, local lore. I haven't heard any this year. Split Route 7 into two routes so that it isn't prohibitively long.	Thank you! This does impact my decision when choosing between L.L.Bean and Lands End.

Island Explorer 2010 Onboard Survey - Passenger Comments

5	No	NJ	Any way to get closer to Cadillac Mountain? For a few major trailheads it would be nice to learn more easily where best to get off the bus. Ask inns, etc. to put a notice on their website (with a hyperlink) that a free bus service exists, and that a private car is probably not needed.	I will support L.L.Bean more!! Thank you.
5	No	NH		Job well done.
5	No	PA		Thank you!
5	No	Quebec	Great service!	Outstanding!
5	No	OH	Made trip enjoyable and easy. Thirteen total in party. Let everyone go where and when they wanted.	Worthwhile cause - win/win for L.L.Bean and park.
5	No	OH	Would like service to go to top of Cadillac Mountain.	Very good. Please continue.
5	Yes	ME		Greatly appreciated!
5	No	VA	Very convenient for getting around, plan on using for years to come.	Excellent, money well spent.
5	No	WV	It's great and very convenient.	Sounds good, and great idea!
5	No	ME	It's great!	Great - Thanks!
5	No	Quebec	This is excellent. Continue this system.	I wish that ex-presidents USA give a large contribution.
5	No	NJ	We planned our trip so that we could use this fine, free transit system and leave our car at the motel. Thanks, it's great.	We will support L.L.Bean through purchases.
5	No	ME	Make park or Loop Road Explorer only - No cars! Charge some fee to ride bus.	Thank you!
5	No	ME	Bikes should be allowed to board bus if there is space and if no space is available, the bikers wait for next available bus.	We appreciate this and find it is an invaluable resource for visitors. (Less traffic on the road.) The propane power is a wonderful alternative fuel.
5	No	NY	I wish there was a kayak shuttle bus similar to the bike ones. I love riding my bike to the Village Green and getting on the shuttle. I feel bad that I need to drive, adding congestion and parking safety issues to the island when I want to paddle.	My kayaks came from L.L.Bean and I'd like it to be better to use them in Acadia.
5	Yes	ME	Have the buses run later. I love the Island Explorer. It helps me get home. Maybe headrests for the seats. My neck hurts sometimes.	I would love to give L.L.Bean a big hug.

Island Explorer 2010 Onboard Survey - Passenger Comments

5	No	MD	We miss the 9:0 p.m. Campground bus, as we can no longer stay to hear the entire Monday and Thursday town band concerts. The 9:30 bus is full and that's late for us. Overall, we LOVE the Island Explorer! How about an occasional Jordan Pond Bike Express?	Thank you L.L.Bean for your corporate sponsorship and protecting this national gem. We never drive to Bar Harbor or park attractions. We always stop at L.L.Bean enroute home. Thanks.
5	No	MA		Keep up the good job. We shop with them.
5	No	NY	It's great.	Great!!
5	No	CA		L.L. has always supported outdoor activities and maintaining the outdoors. They are to be admired and lauded!
5	No	OH	This is an excellent and convenient service!	We will continue to buy L.L.Bean goods to support this service!
6	Yes	ME	It is great. Please try to serve Tremont and Seal Cove better though. Consider year-round transportation?	I think it is great. Thank you!
6	Yes	ME	More service on the Southwest Harbor / Tremont side of the island.	Lovely!
6	No	NY	Thank you! Excellent bus service! And comfort.	Thank you L.L.Bean!!!
6	No	MD		Good idea.
6	No	RI	Just that the Campground bus is busy.	We will shop there more often.
6	No	CA		L.L.Bean is an example of responsible corporate support of the world we all share. Thanks to L.L.Bean.
6	No	ME		Good job.
6	No	NY	Smugglers Den Campground bus should not have to drive in. Campers can walk out to the road. Improved connections between NE Harbor and SW Harbor. Timing at High School transfer could be smoother.	Very generous, helpful, and necessary - wonderful investment. Thank you!
6	No	NJ		Thank you.
6	No	MA	We use it often and love it. Only thing we see is too many bikes trying to get out of Jordan Pond House.	Money well spent and very generous from L.L.Bean. We have frequently bought from L.L.Bean because of it - to support their company.
6	No	MD		Thanks.
6	No	NJ	We love Island Explorer! In Bar Harbor for two weeks and have only had to get in the car once!	L.L.Bean is awesome.
7	Yes	ME	Make the buses not smell as much. Also maybe have a bus go straight from Bar Harbor to Bass Harbor.	It was very nice of them.
7	No	NY		Hats off to them. Fantastic!

Island Explorer 2010 Onboard Survey - Passenger Comments

7	No	MI	I think a lot of people, including myself, would pay for use of the bus. I actually would prefer paying. Thanks for the survey!	
7	No	Quebec		Thank you. That useful bus service will be publicized to my friends in Quebec.
7	Yes	ME	Would like one bus to leave the Green later in the evening to Southwest Harbor.	L.L.Bean rules. I purchase hunting/hiking clothes, boots, etc. from L.L.Bean.
7	No	Nova Scotia	They should sell ostrich burgers.	
7	Yes	ME	Southwest Harbor is too long. Make a loop route in SW.	I think it's great. Thanks L.L.Bean.
7	Yes	ME	I ride the bus year round. Get the new Downeast year-round schedules in print so it is correct.	I love them.
7	No	ME		Great business. We are shopping at L.L.Bean.
7	No	ME	Need more direct from Northeast Harbor to Southwest Harbor.	Excellent and good PR/advertising.
7	No	PA		Very generous and environmentally friendly gesture. It's also good public relations on L.L.Bean's part to do so.
7	No	MI		Thanks!
7	No	FL	Please do not eliminate "Quietside Campground" (Tremont) from the route.	They are doing a wonderful thing.
7	No	FL	Keep up the friendly service.	Go! L.L.Bean.
7	No	NY	Thank you for having this service. It is my only mode of transportation to various parts of the island. It would be great to double the frequency of the bus.	Thank you so much. Great investment.
7	No	VT	Great service. I hope most passengers leave a donation to help keep the service going!	GREAT!
7	No	IL	Great service. All national parks should have this type of service.	I will buy their products now because of this.
7	No	ME	Keep up the good work.	Nice! Fabulous!
7	No	Israel	1. Service to SWH would be used by more vacationers if it ran more frequently and earlier & later. 2. It would be nice to have service through the Quietside (Pretty Marsh), and to connect SWH with NE Harbor directly.	Great cause. Contribution highly appreciated!

Island Explorer 2010 Onboard Survey - Passenger Comments

7	No	NY	Service is great, buses are often crowded though. Keep up the good work, your clean, free, convenient service is noble. Bus suspension is VERY rough!!!	Outstanding!
7	Yes	ME	I think the Island Explorer is a brilliant concept and much needed here on MDI.	Thank you L.L.Bean! I've been shopping at your store for 40 years now.
7	Yes	ME	Some of the bus drivers this year appeared to be lacking patience, etc. while other drivers were totally the opposite.	
7	No	CT	Well advertised on Island. Need express service. Keep trying to get people out of their cars. Promote a more leisurely park experience. Zion, Grand Canyon shuttles work well.	Very cool. \$ well spent.
7	No	OH		Hooray!
7	No	Quebec		
7	No	NJ	We think that the bike racks were a brilliant idea, but there could be more spaces for bikes.	L.L.Bean is very generous!
7	No	CO		Very Maine!
7	No	Russia	Most of the drivers are really, really friendly and very helpful, I'm never afraid to ask anything.	Thank you!
7	Yes	ME	Deb is the best! #7 a.m.	They are a great charity to Maine.
7	No	Russia		It is good.
7	Yes	ME	Great service. Very helpful.	Good company.
7	No	CT		GREAT!
7	No	NY	Excellent service.	Very generous contribution. We shopped at the outlet!
7	No		I love the Island Explorer, thank you so much for the service. It allows me a car-free vacation every year.	Thank you L.L.Bean. I love your catalogue and will always buy L.L.Bean. Your merchandise is superior.
7	No		Doin' great!	
7	No	VA	Really like the easiness and convenience of using the Island Explorer.	Good for L.L.Bean!
7	No	TX	Could be more friendly.	
7	Yes	ME	Make some buses express only so it's faster to get to Southwest Harbor from Bar Harbor. I.e., skip campgrounds and Echo Lake.	Thanks!
7	No	NJ		It shows L.L.Bean's commitment to the environment and I will be more inclined to purchase their products.
9	No	NJ	Great service - Bike Express.	Thanks, L.L.Bean!!
9	No	FL		Awesome!

Island Explorer 2010 Onboard Survey - Passenger Comments

9	No	NJ		Great!
9	No	PA	Very nice service.	
9	No	TX		Thank you.
9	No	CT	More bicycle carrying capability would be nice, I.e., a Bike Express to Jordan Pond in addition to Eagle Lake would be great! The drivers are wonderful! Knowledgeable!	Super!
9	No	WI		Great idea / great cause.
9	No	MO	Very friendly and informative driver.	
9	No	NH		It's more than generous.
9	No	CO		Thanks. Good example of corporate stewardship and a reason to give them our business.
9	No	MD		Money well spent.
9	No	TN		Thank you.
9	No	MA		Money well spent. Thank you.
9	No	Quebec	Wonderful. We don't have to drive. Good for the environment. Contacts with other travelers.	Very generous.
9	No	MA	A wonderful service - and great for tourists first time or many times!	Great! L.L.Bean, thank you!
9	No	MA	Excellent.	Excellent! It makes me want to buy at Bean.
9	No	VA		
9	No	Nether lands	Very good service. We rented a big RV so this transport is the only way we can reach out. For us Dutch the Bike Express is great!	
9	No	Quebec	This is my first day's use. My first ride was full so I waited 20 minutes for back up. This is OK. I cannot comment more on this point. I strongly support the concept.	ATTABOY! Excellent corporate citizen!
9	No	KS	Thanks. Friendly service!	Thanks L.L.Bean!
9	No	TN		I appreciate L.L.Bean's support.
9	No	TN		Great company.
9	No	PA	Nora is fantastic at her job.	Makes us happy we purchase items from them.
9	No	NJ		Thank you.
9	No	NJ	Great service and a great way to streamline park traffic.	They are a wonderful company.

Island Explorer 2010 Onboard Survey - Passenger Comments

9	No	IL	Wonderful. Somewhat hesitant to have kids ride to park via road, so this is great!	Keep it up.
9	No	NC	Very pleased. Convenient, pleasant and comfortable. Happy to save gas and reduce congestion in the park and surrounding areas.	Thank you!! We appreciate it!
9	No	CT	Great service. Thanks!	Thank you!
9	No	MA		Keep it up! Thanks.
9	No	NY	Convenient to rent bikes and reach carriage trails.	Very generous. L.L.Bean is a great company.
9	No	NC		Excellent.
9	No	MI		Love it! Will shop there more.
9	No	TN	Friendly and safe service.	Excellent. Should not be government funded. Private with advertising rights is the way to go.
9	No	DC	This is a wonderful service with incredibly helpful and friendly operators! Grateful for this unique service.	A wonderful contribution. Companies that support the community create and keep customers eager to invest in their products and company ideals.
9	No	PA	One of the best features of coming to Bar Harbor and Acadia.	Wish more companies would follow their lead.
9	No	IL	Southwest Harbor route map letters did not match timetable.	Sounds great. Thanks, L.L.Bean!
9	No	IL	We have had different responses to bringing a folding bike trailer. Policy should allow transport of a folding trailer on all buses.	We applaud the contribution to this great service.