

RéGIM's shuttle service used by 204 people

Gilles Gagné

CARLETON: – A total of 204 people used the shuttle service offered by RéGIM which allowed the population located between Gaspé and Pointe-à-la-Croix to take the passenger train at VIA Rail's station in Campbellton, New Brunswick during the Christmas break. The bus service was offered between December 20 and January 4. Daniel Côté, president of the Régie intermunicipale de transport of the Gaspé Peninsula and Magdalen Island, is satisfied with the results obtained during the pilot project because it was a last minute decision and there was very little time to market the shuttle service. He says that the service proves that people are still interested in taking the train to get to Gaspé and the other way around. It is too early to determine if the service will return in the summer or during the next Christmas break. The cost of the project amounted to \$34,500. Users brought in revenues of \$8,000 and the balance of \$26,500 came from a government grant to run the test. The revenue shortage "is also linked to the fact that there was very little time to sell the service." Regarding its potential profitability, Mr. Côté points out that it must be seen as a service, like other transportation modes, and it might break even at one point with a longer period to make it known. Buses and sometimes cabs, depending on the number of customers, were used during the two-week service.