



# On Board

with Advance Transit



## Hop on the Pink Route

### New Service Enhances Connectivity in the Upper Valley

Advance Transit (AT) is excited to offer the Pink route, providing frequent week-day service between Hanover and Lot 9, with additional trips to Centerra Park.

During peak commuting hours, the Pink route offers express service between Hanover and Lot 9. Throughout the morning, midday, and early evening, the route transitions to a local service, extending to Centerra Park and providing stops at the River Valley Club and the Lebanon Co-op Food Stores. Local trips also offer a transfer point with AT's Blue route at Dartmouth Hitchcock Medical Center.

Developed in partnership with Dartmouth College, the Pink route enhances connectivity in the region, providing reliable transportation for residents, students, and visitors. Commuters traveling between Hanover and Lot 9 can enjoy easier access to parking facilities and connections to other bus routes. It also addresses the growing transit and parking needs in the area.

Long-time Upper Valley resident John Gilbert was once a frequent AT rider. He stopped using the service five years ago, until the Pink route offered a more convenient way for him to commute to work at the Co-op. Now he rides regularly, four times a week — sometimes more!

Since hopping back onboard, John has reacquainted himself with the routes and schedules, which have changed since his previous days as a regular rider. He's noted that there are more routes, buses travel farther distances, and frequency has increased. He's even started riding the bus for trips outside his commute.

"We're thrilled to offer this service," says Adams Carroll, AT Executive Director. "This route is part of an important transportation demand management strategy to reduce congestion and competition for parking in Hanover. And our service to Centerra will make destinations like the Co-op Food Store, Dartmouth Hitchcock Pharmacy, River Valley Club, and the Lebanon District Court more accessible than ever before."



AT operates on a unique fare-free model, thanks to the generous support of our community. Funding comes from a variety of sources, including federal grants, state funding, municipal contributions, support from our institutional partners Dartmouth College and Dartmouth Health, as well as individual donations, sponsorships, and advertising.

Dartmouth College has been an invaluable partner in helping AT provide a crucial service. Their support helps to expand mobility and increase access, as well as keep financial contributions from New Hampshire's property taxes relatively low.

Like all AT routes, the Pink route is fare-free and open to the public. As John can attest from his own experience, "Public transit is very safe.... The drivers are always willing to help riders, to let them know when they're on the right bus, the wrong bus, or if a bus is coming. It's easy and user-friendly!"

Visit [advancetransit.com/pink-route](http://advancetransit.com/pink-route) for route details, schedules, and real-time updates.

### Explore the New Pink Route!

#### EXPRESS

##### Lot 9 / Hanover Loop

Stop #	Stop Name
217	Lot 9 (Depart)
36	Leverone Field House, Opp.
246	Observatory Road at East Wheelock
86	West St., Opp.
21	Parkhurst
209	Alumni Gym
247	Leverone Field House
217	Lot 9 (Arrive)

#### LOCAL Lot 9 / Hanover Loop

Stop #	Stop Name	Stop #	Stop Name
217	Lot 9 (Depart)	9	Brockway
31	Greensboro Road	10	Buck Road
26	Carter Street	217	Lot 9
28	Hanover Co-op	14	Go Go Mart
36	Leverone Field House, Opp.	12	DHMC East
54	Valley Rd	11	Colburn to Lebanon
246	Observatory Road at East Wheelock	244	Centerra Co-op
86	West St., Opp.	245	River Valley Club
21	Parkhurst	27	Colburn to Hanover
209	Alumni Gym	12	DHMC East
247	Leverone Field House	30	Go Go Mart NB
		217	Lot 9 (Arrive)



# Explore the Upper Valley Community

## AT Launches New Video Series

In November 2024, Advance Transit (AT) launched a new video series called *Explore with Advance Transit*. This community resource showcases a variety of exciting destinations in the Upper Valley, which are all conveniently accessible by AT buses.

This engaging series, produced in partnership with JAM – Junction Arts & Media (JAM), was made possible by the Mobility and Transportation Innovations (MTI) Grant awarded by the Vermont Agency of Transportation. The MTI grant program is designed to support innovative strategies and projects that improve mobility and access to services for transit-dependent Vermonters, reduce the use of single occupancy vehicles, and reduce greenhouse gas emissions.

JAM, a local media organization dedicated to providing access to the expanding world of media, was the perfect partner for this project. Their mission is to provide a platform for Upper Valley residents to debate local issues, showcase artistic expression, and celebrate community happenings. Through this partnership, AT and JAM have created a video series that not only highlights the accessibility of public transportation but also showcases the vibrant culture and community of the Upper Valley.

Four videos comprise the series:

- Upper Valley Destinations by Bus for Booklovers
- Upper Valley Destinations by Bus for Shoppers
- Upper Valley Destinations by Bus for Families
- Upper Valley Destinations by Bus for Creative Minds

This initiative follows a previous collaboration with JAM — the *How-to-Ride* video series, which empowered community members to navigate public transportation with confidence. Building on that success, *Explore with Advance Transit* aims to broaden awareness of the vast array of destinations reachable through this Upper Valley bus network.

The videos are available on the following platforms:

- Advance Transit website: [advancetransit.com](https://advancetransit.com)
- YouTube channel: [youtube.com/@advancetransit](https://youtube.com/@advancetransit)
- Facebook page: [facebook.com/advancetransit](https://facebook.com/advancetransit)

Advance Transit is committed to connecting people with places and experiences that enrich their lives, encouraging the community to explore the Upper Valley one ride at a time.

### AT is grateful to the following organizations for being a part of the video series.

AVA Gallery and Art Center (Lebanon, NH)	Lebanon Library (Lebanon, NH)
Cover to COVER (White River Junction, VT)	Left Bank Books (Hanover, NH)
CraftStudies (White River Junction, VT)	Norwich Bookstore (Norwich, VT)
Dartmouth’s Rauner Special Collections Library (Hanover, NH)	Norwich Public Library (Norwich, VT)
Hood Museum of Art (Hanover, NH)	Nugget Theater (Hanover, NH)
Howe Library (Hanover, NH)	Still North Books & Bar (Hanover, NH)
JAM – Junction Arts & Media (White River Junction, VT)	Tip Top Pottery (White River Junction, VT)
Kilton Library (West Lebanon, NH)	Two Rivers Print Making Studio (White River Junction, VT)
Kishka Gallery (White River Junction, VT)	Upper Valley Aquatic Center (White River Junction, VT)



Photo: The Kilton Library in West Lebanon, New Hampshire

# Travel with Ease

## AT Offers Rider Tips at Guided Rides

Last fall, Advance Transit (AT) partnered with local organizations to offer guided rides, helping community members discover the ease and convenience of public transportation. These events provided hands-on learning experiences, fostering confidence in using the bus system and connecting people with valuable local resources.

On September 5th, AT and the Kilton Library teamed up for a “How to Ride the Bus Adventure.” Participants gathered at the library, where AT Executive Director Adams Carroll shared valuable tips and tricks for navigating the public transit system. The group then embarked on a bus ride to the Lebanon Farmers’ Market at Colburn Park. Riders enjoyed exploring the market and a special treat of kettle corn and lemonade!

Later in the fall, on November 14th, AT collaborated with the Transportation Committee of Kendal at Hanover to host a guided trip to the Aging Resource Center (ARC) at Dartmouth Hitchcock Medical Center (DHMC). Kendal residents, accompanied by AT staff, experienced the full spectrum of public transit, including boarding, transferring, and navigating the system. The group also utilized multimodal transit, taking the DHMC shuttle to ARC, where they learned about the programs and resources available to the community.

These guided rides are just one way Advance Transit is working to connect our community. We are grateful for the community support, which makes these programs possible. Stay tuned for future guided ride opportunities, where we can explore all that our region has to offer!



*Photo (top to bottom): Adams Carroll leads riders from Kendal at Hanover to the Aging Resource Center; riders at Kendal board the bus; bus waits outside the Kilton Library.*

### Visit Our Website

Visit our How to Ride page ([advancetransit.com/how-to-ride](https://advancetransit.com/how-to-ride)) for essential information tailored to your needs — from downloading schedules to planning your trip.



Scan to visit  
How to Ride page

### Watch Our Videos

AT’s How To Ride video series offers step-by-step instructions that will guide you through the ins and outs of using our services. Learn more at [youtube.com/@advancetransit](https://youtube.com/@advancetransit).



Scan to visit AT’s  
YouTube channel

### Pick Up Our Rider Brochures

Packed with handy tips, these resources are your guides to riding the bus. Grab a copy at our Transit Operations Center or at community organizations listed on our website.



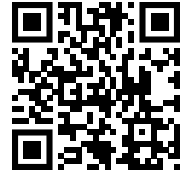
Scan to see a list of  
brochure pick-up  
locations





# Your support has a lasting impact!

Your generosity can help our work. Please consider a donation, which is essential to providing free transit, meeting regional needs, and creating lasting change.



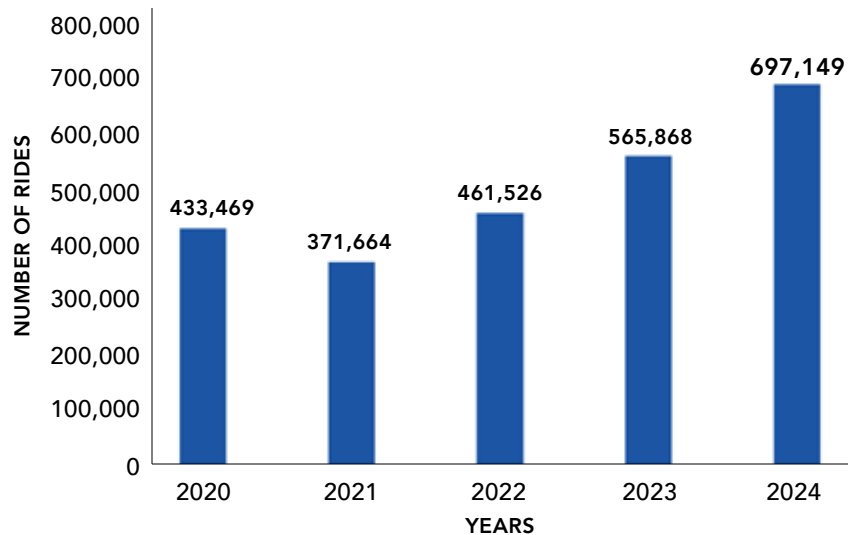
Scan to donate  
[advancetransit.com/donate](https://advancetransit.com/donate)

## Serving the Community's Growing Needs

For over forty years, Advance Transit (AT) has provided transportation services to the Upper Valley. AT has continuously evolved to meet the community's changing needs.

The events of 2020 led to a decline in ridership, especially as working models shifted to more remote work. Since then, the region has also seen a population increase and a greater need for accessible transit options.

Over the past five years, AT has effectively addressed these needs while ridership has grown steadily. As changes continue to arise, we are committed to our ongoing work and to serving the community.



### Good for the Environment

Public transportation is a planet-friendly choice, decreasing the number of cars on the road and cutting down harmful emissions, while also reducing traffic congestion and managing parking issues.



Using public transit saves  
**6 billion**  
gallons of gasoline  
each year.



Lower carbon dioxide  
emissions by  
**55%**  
when using public  
transit instead of a car.



**\$1 = \$5**  
Every \$1 invested  
in public transit  
generates \$5 in  
economic returns.



**87%**  
of trips on transit  
directly benefit the  
local economy.

Source: American Public Transportation Association