

INTERCITY TRANSIT
ROAD TRIP UPDATE
ENGAGEMENT SUMMARY

SEPTEMBER 20, 2017



JRO + CO
CONNECTING COMMUNITIES

SURVEY OUTREACH

- Partner Push:
 - Chamber-EDC Mail List + Voice Feature Article
 - Other Area Chambers, Pac Mtn WDC
 - School Districts
 - CRTs/ETCs
 - Food Bank
- Intercept Surveys – On Bus, Community Events
- Social Media Boosts
- Olympia Ads
- Coming Up: TESC, Thurston Talk, Box Collection



RESULTS

- **2,400 surveys completed as of 9-15**
- **7,000+ individual inputs + counting**
- **Data sorted under 15 “buckets”**



BUCKETS

- **Compliments (stuff to keep doing)**
- **Customer Service**
- **Existing Routes and Times**
- **Expanded Service**
- **Comfort and Amenities**
- **Fleet**
- **Fares and Passes**
- **Safety**
- **Education and Info**
- **Rail, Commuting Solutions**
- **Apps and Info**
- **Bus Stops and Shelters**
- **DASH**
- **DAL**
- **Van Pool and Parking**
- **Other**

WHAT PEOPLE ARE TALKING ABOUT

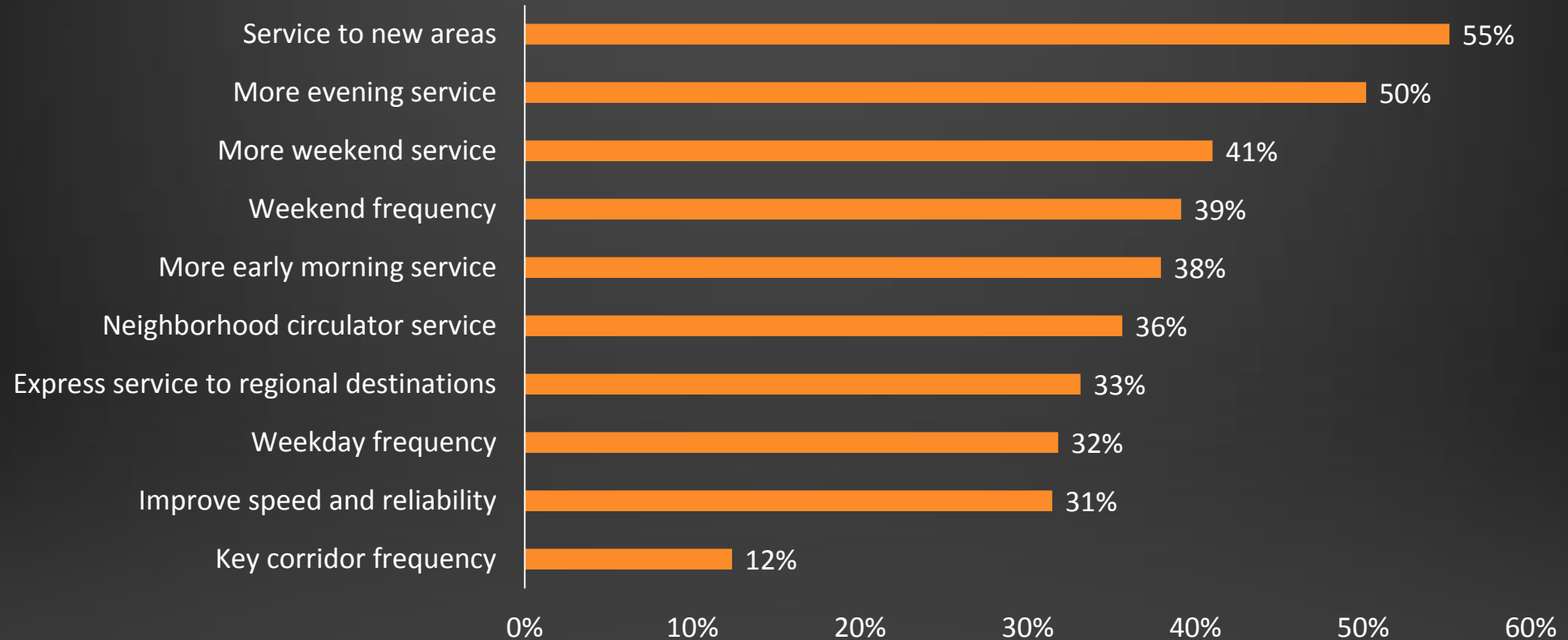
- **Local Frequency + Hours**
- **Integrated Connections**
- **Enhanced Shelters**
- **Apps and Real-Time Data**
- **Fare Cards**
- **Value of DAL, DASH**
- **Vanpool and Park + Ride**
- **Safety + Perceptions**
- **LW, Tacoma, Seattle + HOV**
- **Driver Friendliness**
- **Service Area Expansion**
 - **Rural Areas**
 - **Lacey**
 - **Tumwater/Black Hills**
 - **Neighborhood Circulators**

PRIORITIZATION EXERCISE

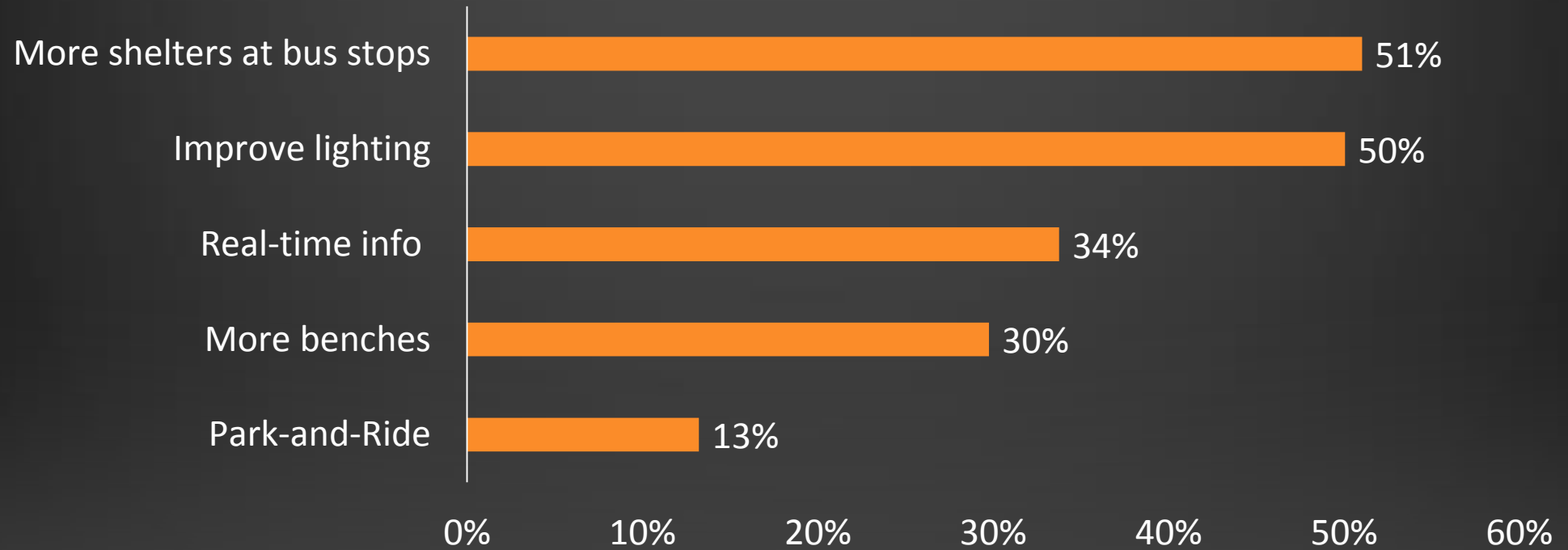
- Costs \$430 to implement all improvements
- Only \$150 available to spend
- 1,650 completions
- Prioritization Areas:
 - Service Enhancements
 - Customer Amenities



SERVICE ENHANCEMENTS



CUSTOMER AMENITIES



NEXT STEPS

- Complete Sorting
- Develop Prelim Strategies/Potential Actions
- Bring Policy Questions to ITA
- Identify Priorities and Preferences Set
- Return to Public

DISCUSSION

- Does input (to date) align with what you're hearing or thinking?
- Key factors for achieving best possible balance?
 - Local vs. Outside PTBA
 - Demand-driven vs. dependent riders
 - Core mission vs. broader mobility focus
 - Technology vs. structures
 - Status quo vs. going big