ITA Status Briefing
March 2018

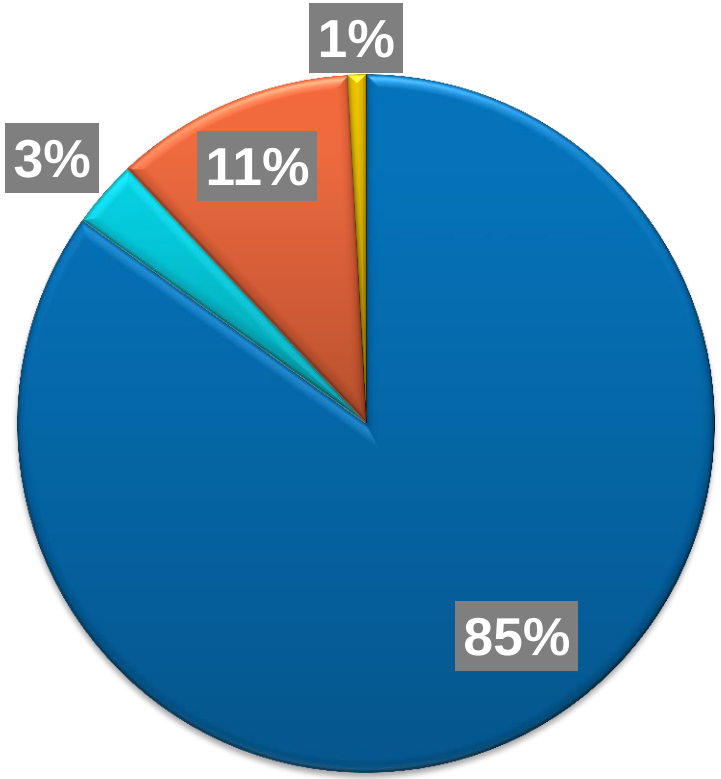
Overview

- Introduction – Big Picture
- Budget Context
- Long-Range Goals and Options
- Public Involvement 2.0 Plan
- Discussion

Big Picture

- Technical analysis
- 10,000 community inputs
- SB 5288
- Steering Committee
- Local jurisdiction coordination
- Community prioritization
- Quick fixes
- Transformative actions

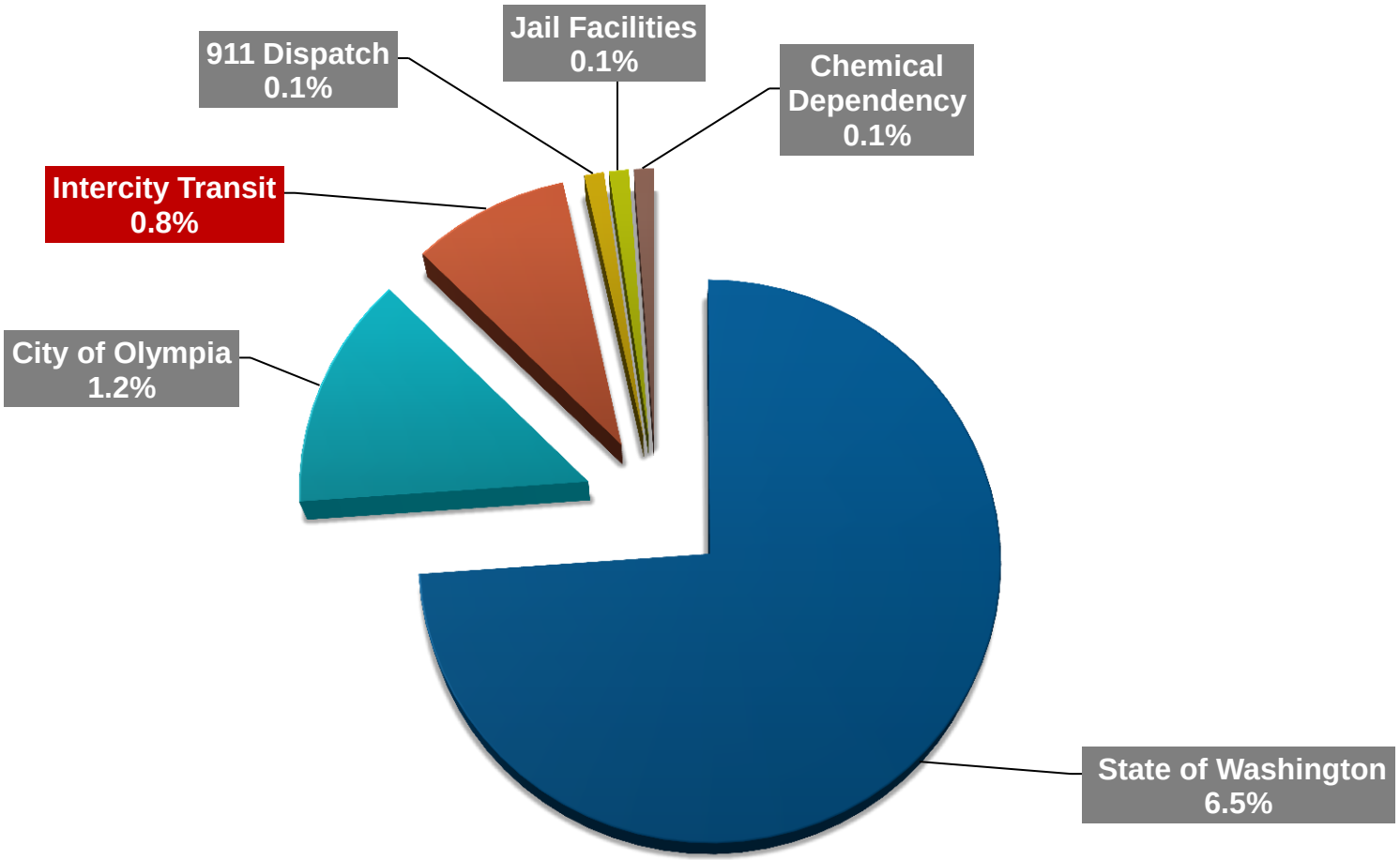
Current IT Budget Construct + Components



- Sales Tax $39 M
- Operating Grants $1.5 M
- Fares $5.1 M
- Interest, Advertising, Misc. $.38 M

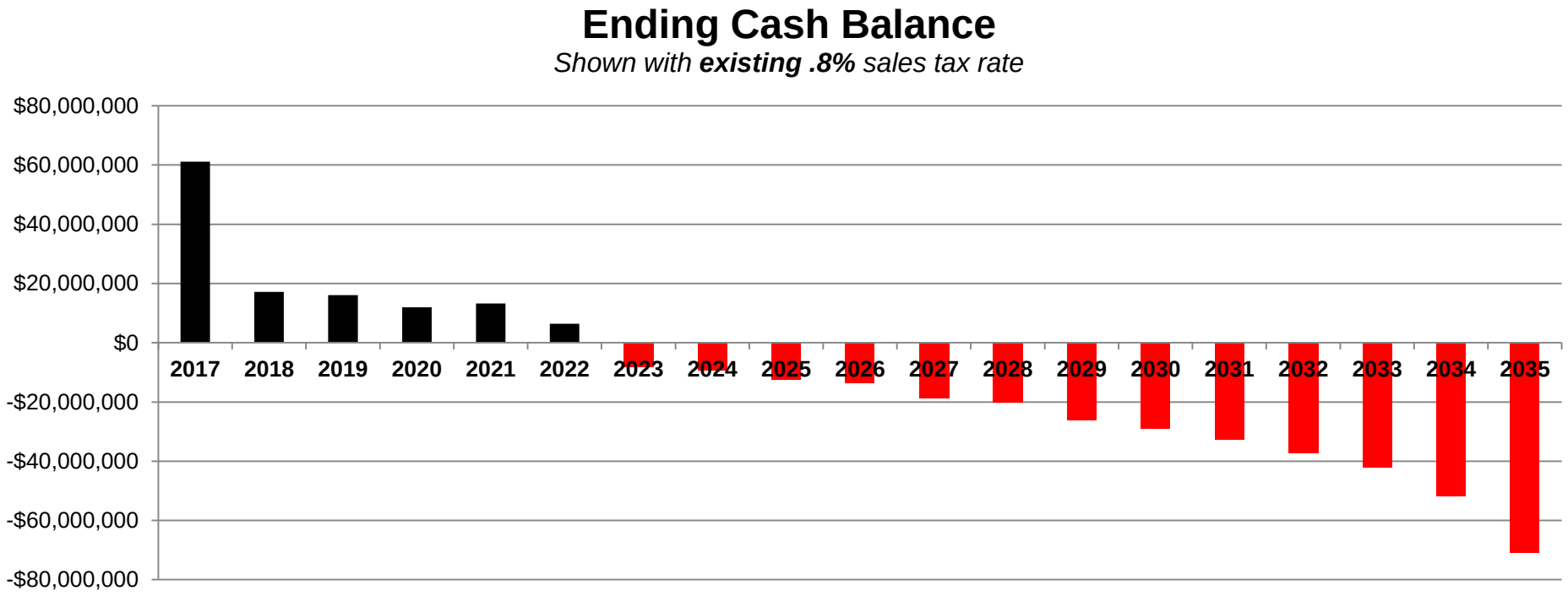
2018 Budget - $112 Million
$43.2 Million Operating
$69.2 Million Capital

IT Share of State and Local Sales Tax



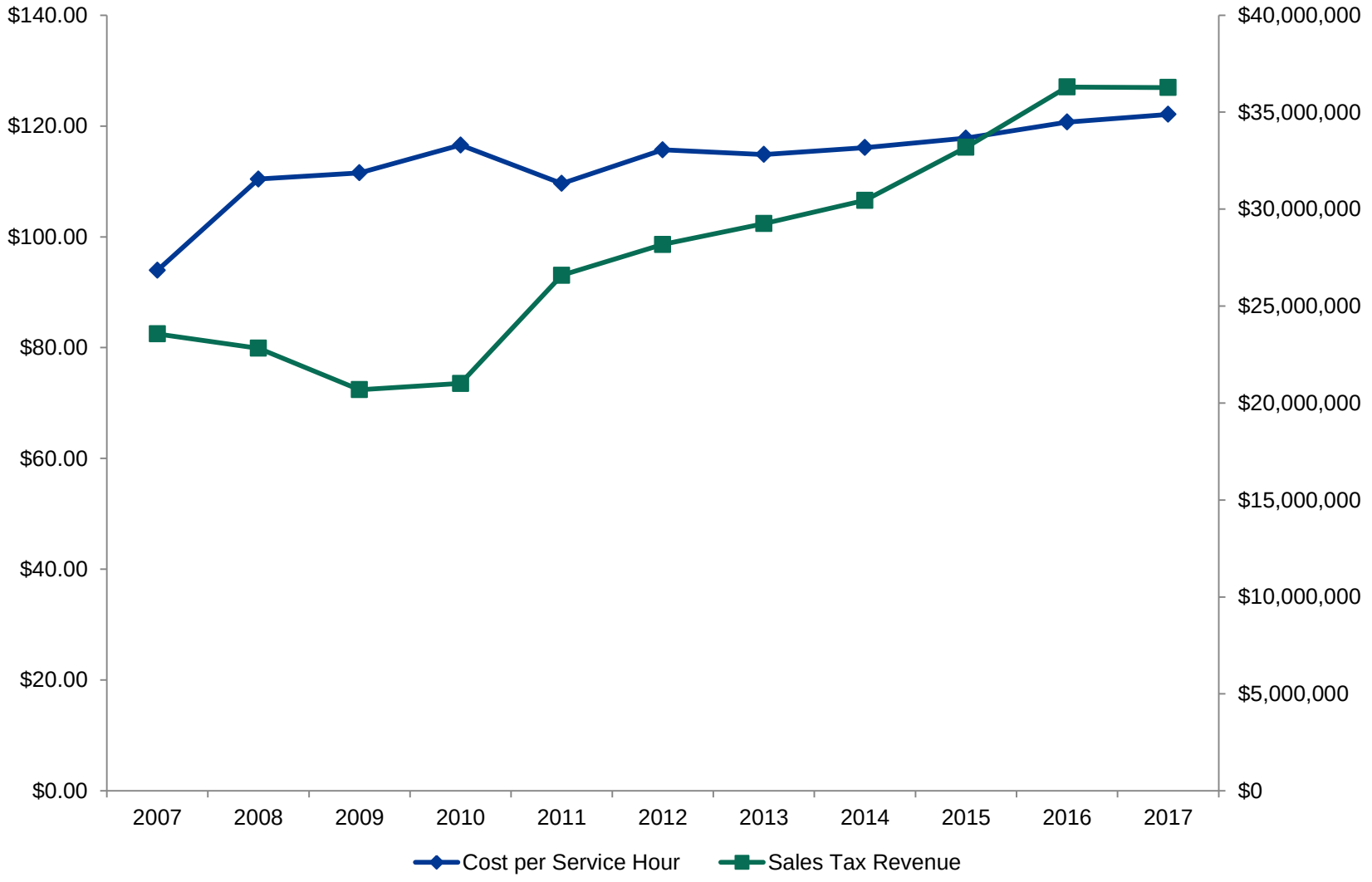
Total combined rate in Olympia is 8.8%

Looking Longer-Term from *Today's Perspective*

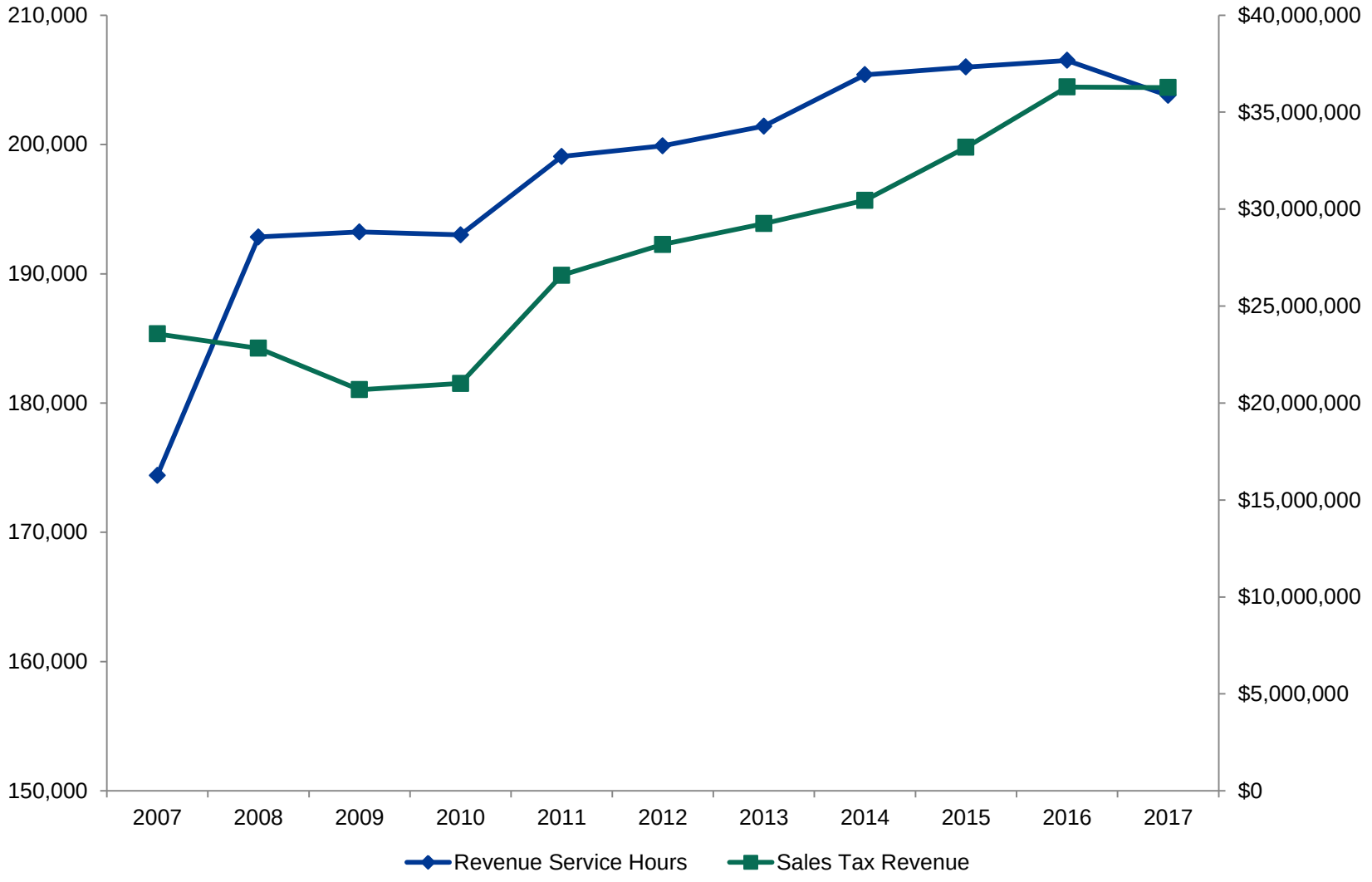


- Intercity Transit is operating at maximum financial capacity
- Modest increases in service are within reach
- Uncertainty in the availability of capital grants as well as the cost of labor and an aging population

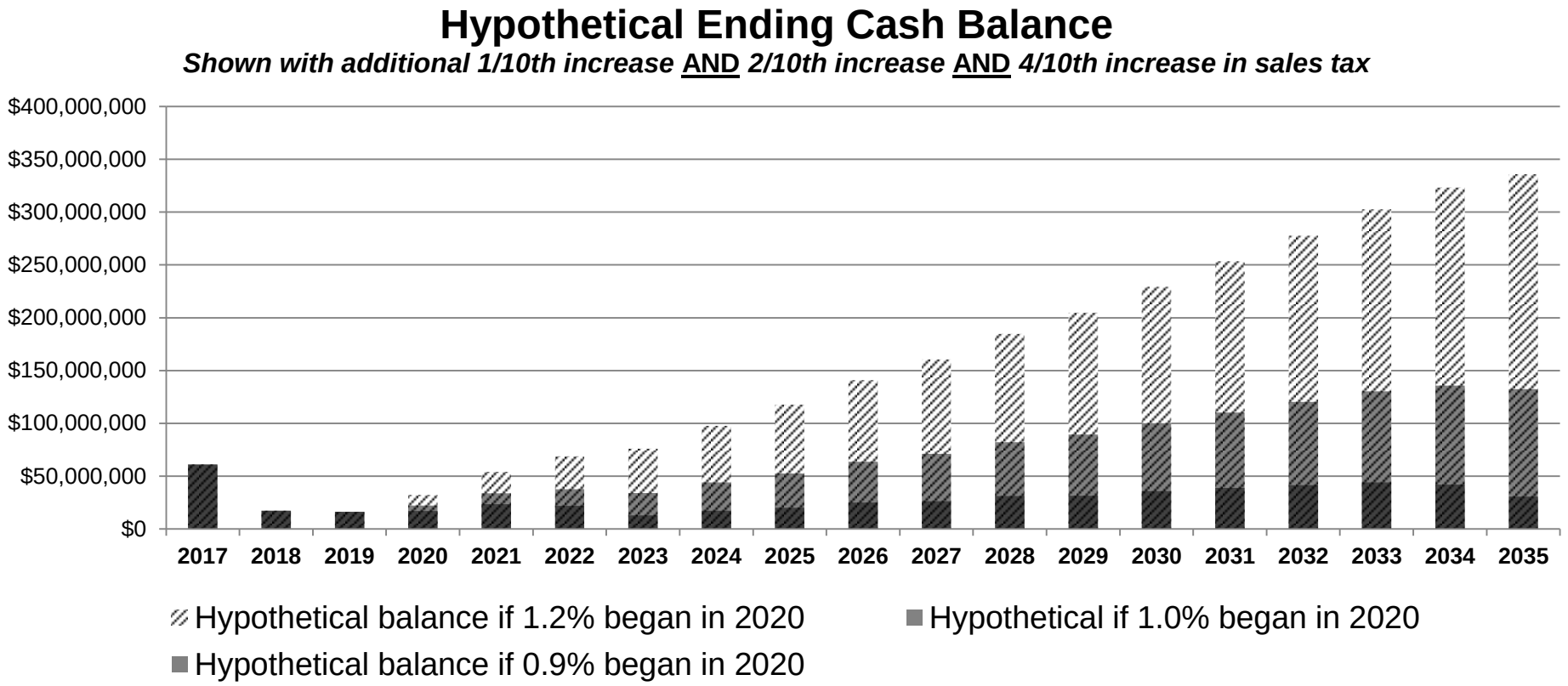
Sales Tax + Cost of Service Hour



Sales Tax Collections + Service Hours



Longer-Term: Sale Tax Increase Impacts, .9 to 1.2%



- Estimated $4.0-4.8 M in new annual revenue at 0.9%
- Estimated $8.0-9.6 M in new annual revenue at 1.0%
- Estimated $16-19.2 M in new annual revenue at 1.2%

Growth is Adding New Destinations that are Unserved

- NE Lacey in particular has experienced rapid residential and employment growth – and is unserved by Intercity Transit

Looking Longer-Term: Transformative Options

- Bus Rapid Transit
- Improved Frequency
- Enhanced Capital Facilities
- Rural Service
- Innovative Service Zones
- Fare-Free Service

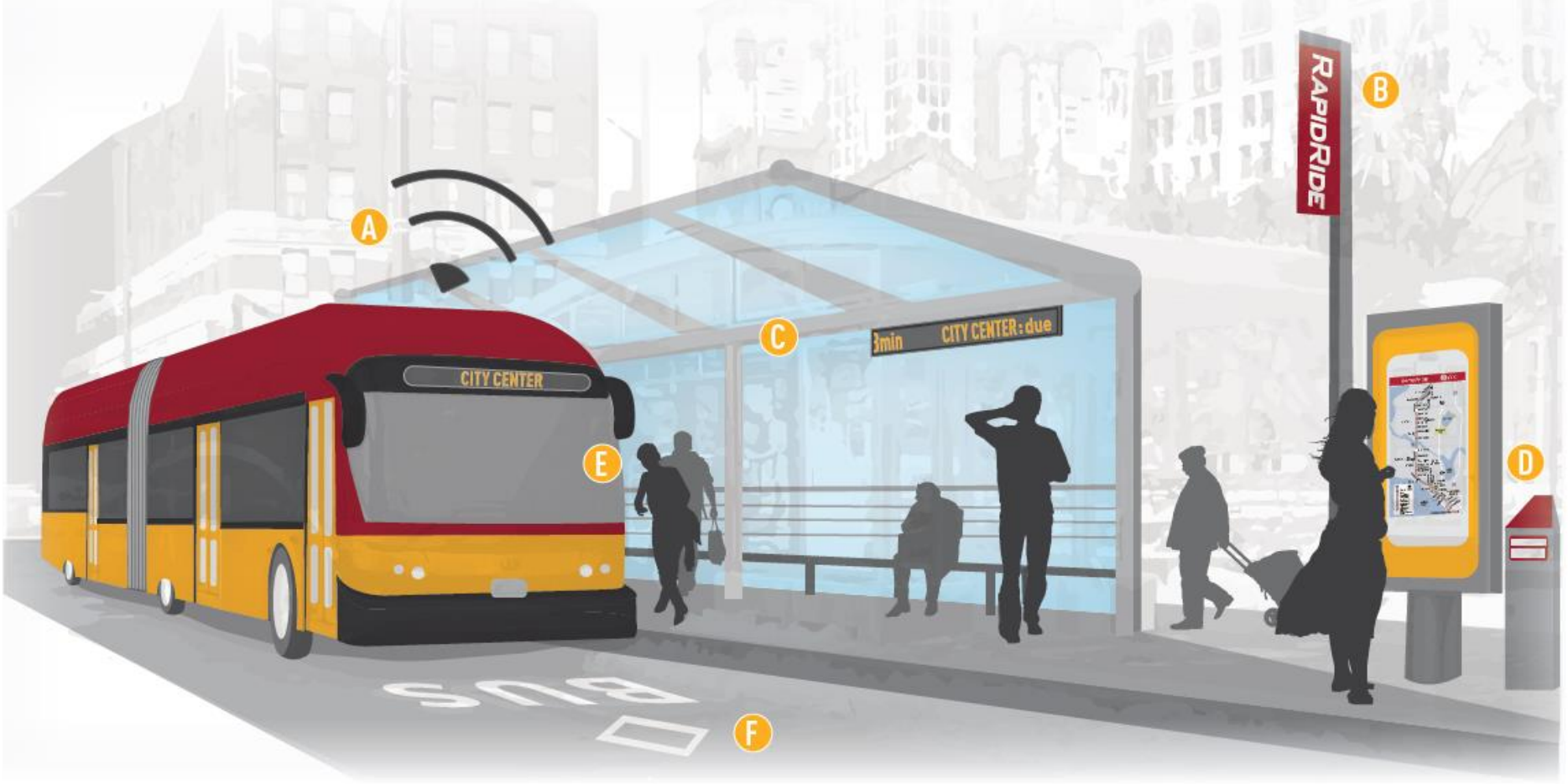
Bus Rapid Transit

What is it?

- Enhanced bus service with specialized vehicles and branding, exclusive bus running ways, transit signal priority, pre-paid fare collection, real-time passenger information, intelligent transportation system technologies, and stations or platform-level boarding.

Why are we considering it?

- Improved service reliability
- Faster service
- Supports economic development
- Increased ridership



A. Transit Signal Priority B. BRT Branding C. Enhanced Stations
D. Enhanced Fare Collection Systems E. Specialized Vehicles F. Dedicated Running Way

Bus Rapid Transit Elements

Bus Rapid Transit

Recommendations

- Implement BRT on Martin Way

Benefits

- Faster, more convenient, more comfortable, and more attractive than regular bus service
- Increased ridership.

Estimated Costs

- Annual operating costs: $2.6M
- Capital costs: $30M +
- Federal planning process necessary

Image from Chris Phan

Improved Frequency

What is it?

- Service that comes more often
- More frequent service is more convenient – attracting riders

Why are we considering it?

- Most secondary routes operate hourly at some point, which will not attract many discretionary riders
- Frequent service corridors (service every 15 minutes all day) on weekdays are not as frequent on weekends

Improved Frequency

Recommendations

- Expand frequent transit network to operate 7 days a week
- 30 minute all-day service on remaining network, 7 days a week

Benefits

- Improve service for existing riders and attract new riders

Estimated costs

- Annual operating costs: $4.7M
- Capital costs: none

Enhance Capital Facilities Program

What is it?

- Enhanced capital facilities at bus stops—shelters, benches, lighting etc.—improve the experience of taking the bus for passengers

Why are we considering it?

- Improved stop amenities were public priority

Enhance Capital Facilities Program

Recommendations

- Define hierarchy of bus stops (e.g. transit center, park and ride, premium stops, and regular stops)
- Enhance bus stops with lighting, shelters, and benches based on hierarchy
- Double spending on passenger capital facilities

Benefits

- Improves passenger experience and helps attract and retain riders

Estimated costs

- Annual operating costs: none
- Capital costs: $260K per year

Rural Service

What is it?

- New rural service to Thurston County areas outside of the PTBA

Why are we considering it?

- Population growth and demand
- Public support

Rural Service

Recommendations

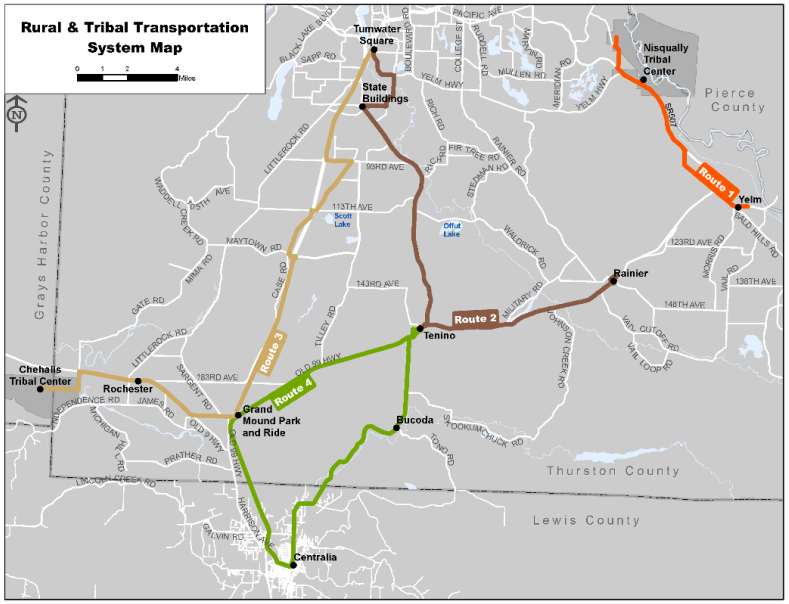
- Double service levels on ruralTransit routes
  - Provide earlier/later service
  - Provide more trips per day

Benefits

- Mobility options for rural residents
- Connections to Lewis County

Estimated costs

- Annual operating costs: $600K
- Capital costs: $450K



Innovative Service Zones

What is it?

- Use online platforms to dynamically generate on-demand routes
- Can be operated by the agency, third party operators, or private companies
- May include demand-response shuttles, seasonal or special event shuttles, or mobility software

Why are we considering it?

- Efficiency – Replacing low-ridership routes
- Expansion – extending IT service into growing areas

Innovative Service Zones

Benefits

- Maintain mobility in low-density areas
- Improve transit ridership and reduce drive-alone trips
- Enhance travel options during hours when transit service is limited
- First/last mile supplement can extend the reach of fixed route transit service
- Provides trips at lower cost per trip

Estimated costs

- Varies based on numbers of zones and operator
- Annual operating costs: $500K per flex zone
- Capital costs: New vehicles if agency-operated

Fare Free System

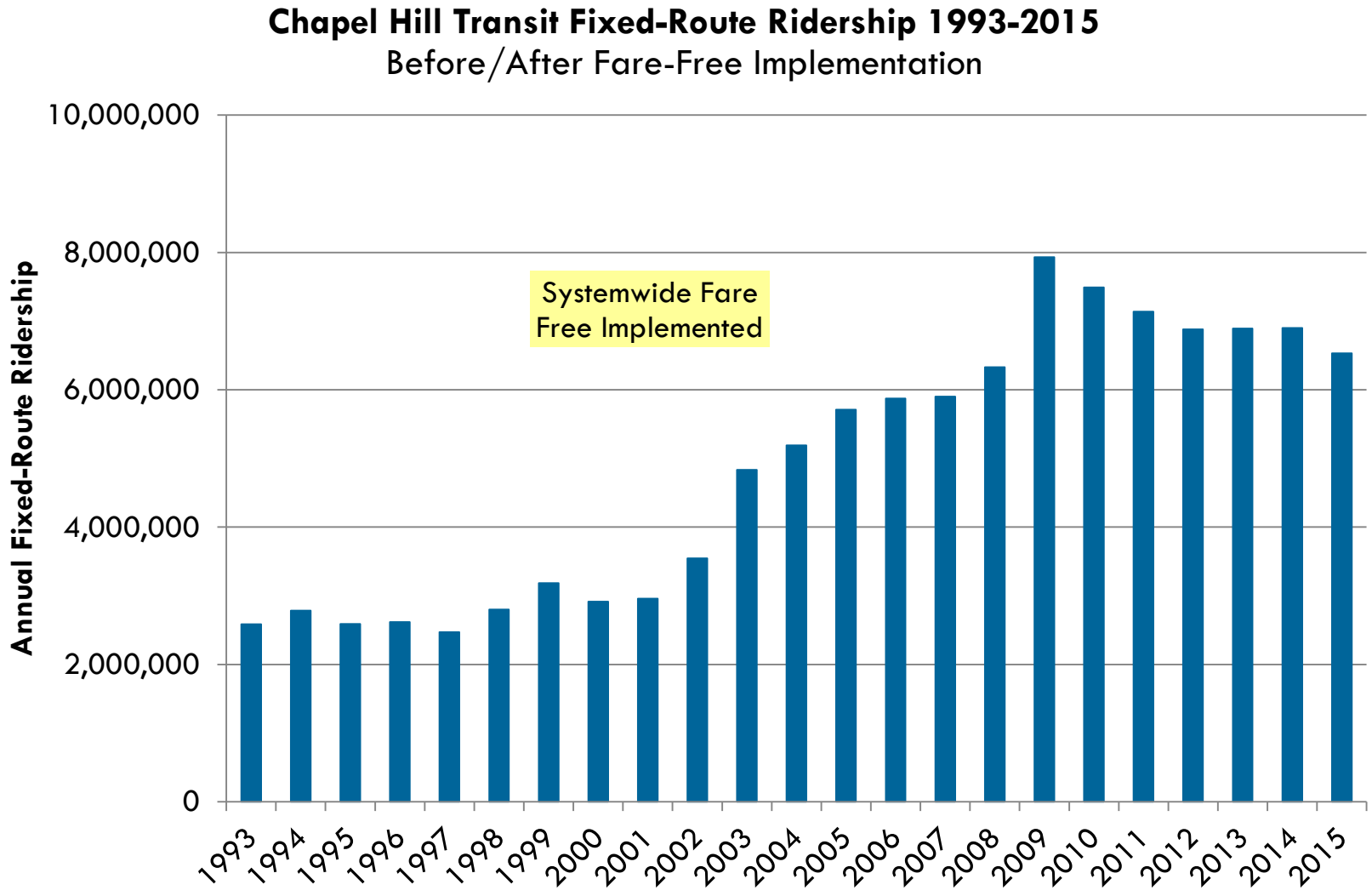
What is it?

- Fare free or “pre-paid” transit that is funded by other means than collected fare

Why are we considering it?

- Success with fare free transit in Corvallis, Mason County, Chapel Hill, and Missoula indicate fare free can be a transformative way to increase public transit use
- Lower cost alternative to smartcard or ORCA adoption

Chapel Hill Transit Ridership nearly doubled after implementing systemwide fare free



Fare Free System

What it could look like

- Eliminate fares systemwide
- Enhance partnerships with jurisdictions, colleges, and major employers to recoup lost cash revenues

Benefits

- Increases ridership between 30-40%
- Improves speed and reliability
- Reduces administrative costs
- Eliminates cost to maintain, upgrade fareboxes ($1.5M in 2017)
- Reduces fare disputes
- Community livability – carbon reduction, less parking necessary, enhanced community mobility, etc.

Estimated Costs

- Annual operating costs: $1-2M in lost cash revenues
- Capital costs: $300K in annual farebox maintenance savings

Enhanced System Options Summary

Option	Annual Operating Costs	Estimated Capital Costs
Bus Rapid Transit	$2.6M	$23-30M
Improved Span of Service	$1.4M	-
Improved Frequency	$4.7M	-
Enhanced Capital Facilities Program	-	$260K/year
New Rural Service	$600K	$450K
Innovative Service Zones (assumes 4 zones)	$500K per zone	-
Fare Free System	$1-2M	-
Total	**$12.3-13.3M**	**$22.7-33.7M**

Public Engagement 2.0

- (Targeted Short-Range Enhancements Public Process)
  - Separate from Road Trip, focused on those directly impacted
- Local Partner Outreach
  - Identify goals and concerns, level of support; encourage participation in phase 2.0
- Website Updates
  - What we heard/what we're doing/long-range scenarios
  - Survey + how to be heard
- Social Media Blasts + Email Lists
  - Info on scenarios and opportunities; link to survey
- Priorities and Preferences Survey
  - Scenario preference/Options prioritization
- Community Open Houses
  - For in-depth discussion (target boards and commissions, community groups
- Additional Intercept Surveys (optional)
- Community Readiness Team (separate process, but part of continuum)

Discussion

- *What system components are you most interested in pursuing and why?*
  - *Status Quo*
  - *Enhanced Commuter Service*
  - *Improved span of service*
  - *Bus Rapid Transit*
  - *Increased Frequency*
  - *Capital Facilities Investment*
  - *Innovative services*
  - *Rural Service*
  - *Fare Free*
  - *Other?*

- *Do you think there's community support for any/all items?*