



INTERCITY
TRANSIT

ROAD TRIP



Project Update + Preliminary Survey Results July 11, 2018

Media + Targeted Communications

- FTE Magazine (Circ: 10,000)
- IT blast to Road Trip 1.0 list (2,000)
- Olympian blast to all TC households (115,000)
- Olympian banner ads with video clip
- IT and community partner Social Media blasts
- Email to all Intercity Transit staff
- IT News article and digital board
- Thurston Talk articles
- Olympian editorial board
- AVA recording
- Bus boards (interior/exterior)
- Commute Trip Reduction/Employee Transportation Coordinators
- Olympia insert (Music in the Park Ad)
- MIXX interview
- Panorama TV

Events + Outreach

- South Sound Barbecue Festival
- Yelm Prairie Days Parade
- Lacey Fireworks
- Tumwater 4th of July Parade
- Tumwater Fireworks
- Lakefair Parade
- Rotaries
- Jubilee



Interim Survey Results

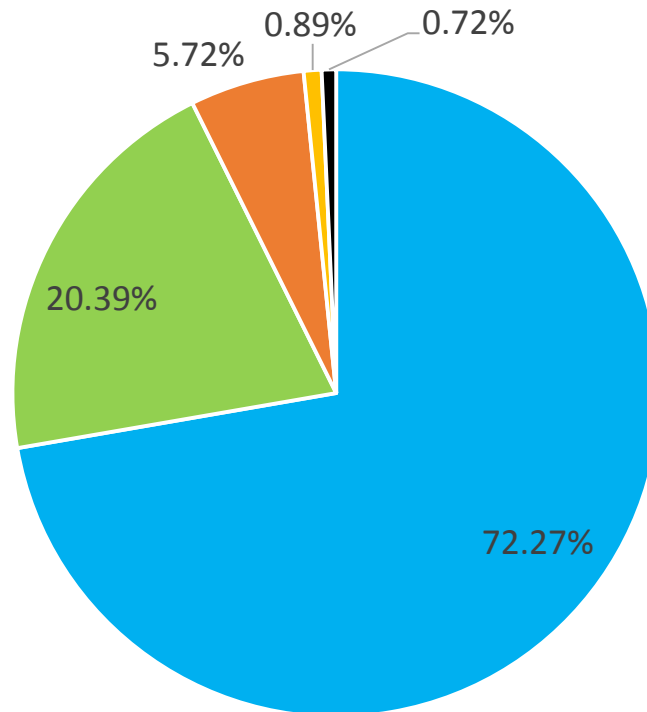
- Approx. 535 responses*
- 475 entered prize drawing
- Major generators, so far:
 - IT E-Blast (223)
 - Website (162)
 - Facebook (82)
 - ECT Communication (79)
- Survey runs through July

*900 responses as of 7/11/18



How supportive of various enhancements?

Increase transit service to stay ahead of congestion and population growth.



■ Very Supportive

■ Somewhat Supportive

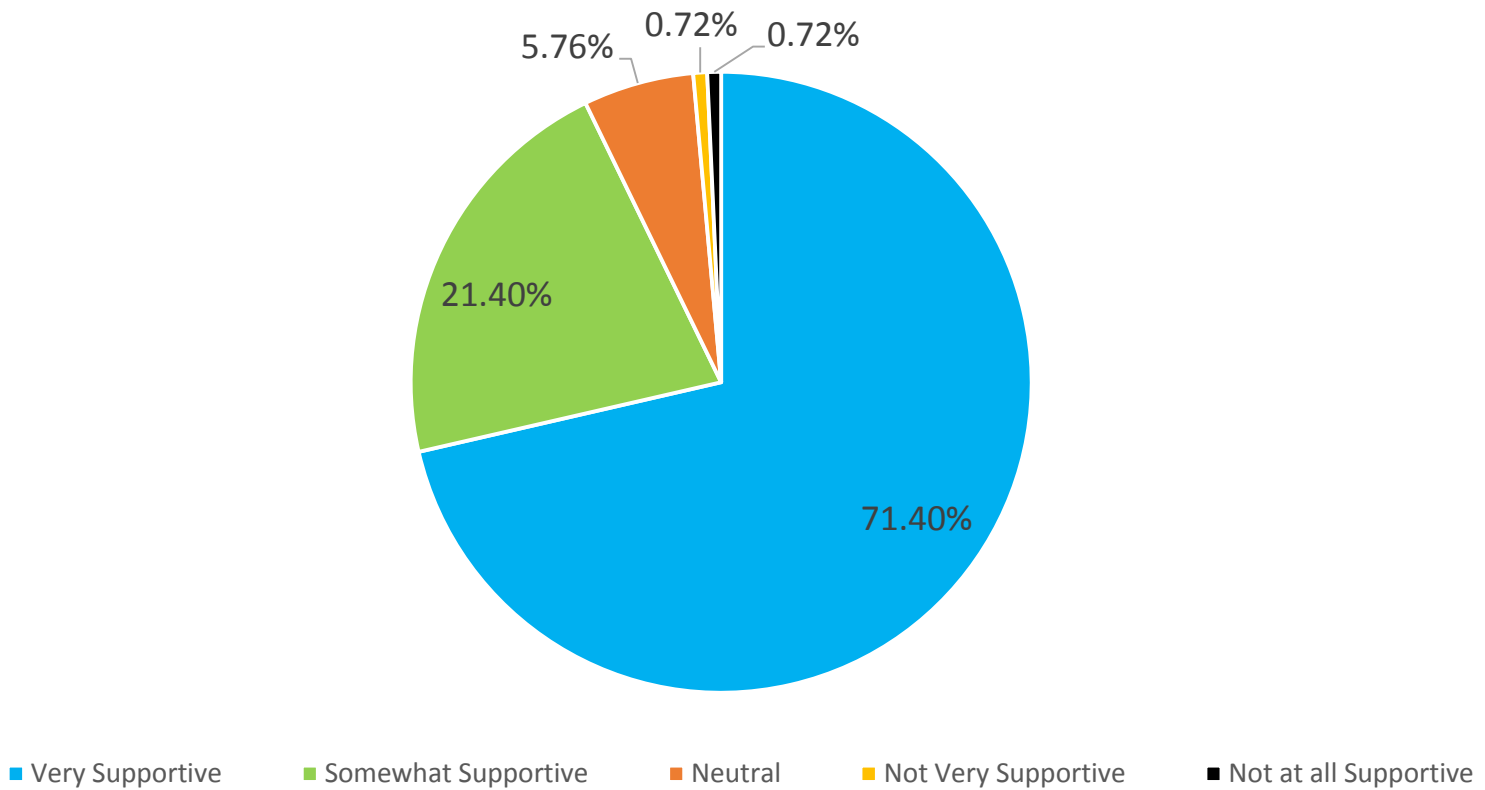
■ Neutral

■ Not Very Supportive

■ Not at all Supportive

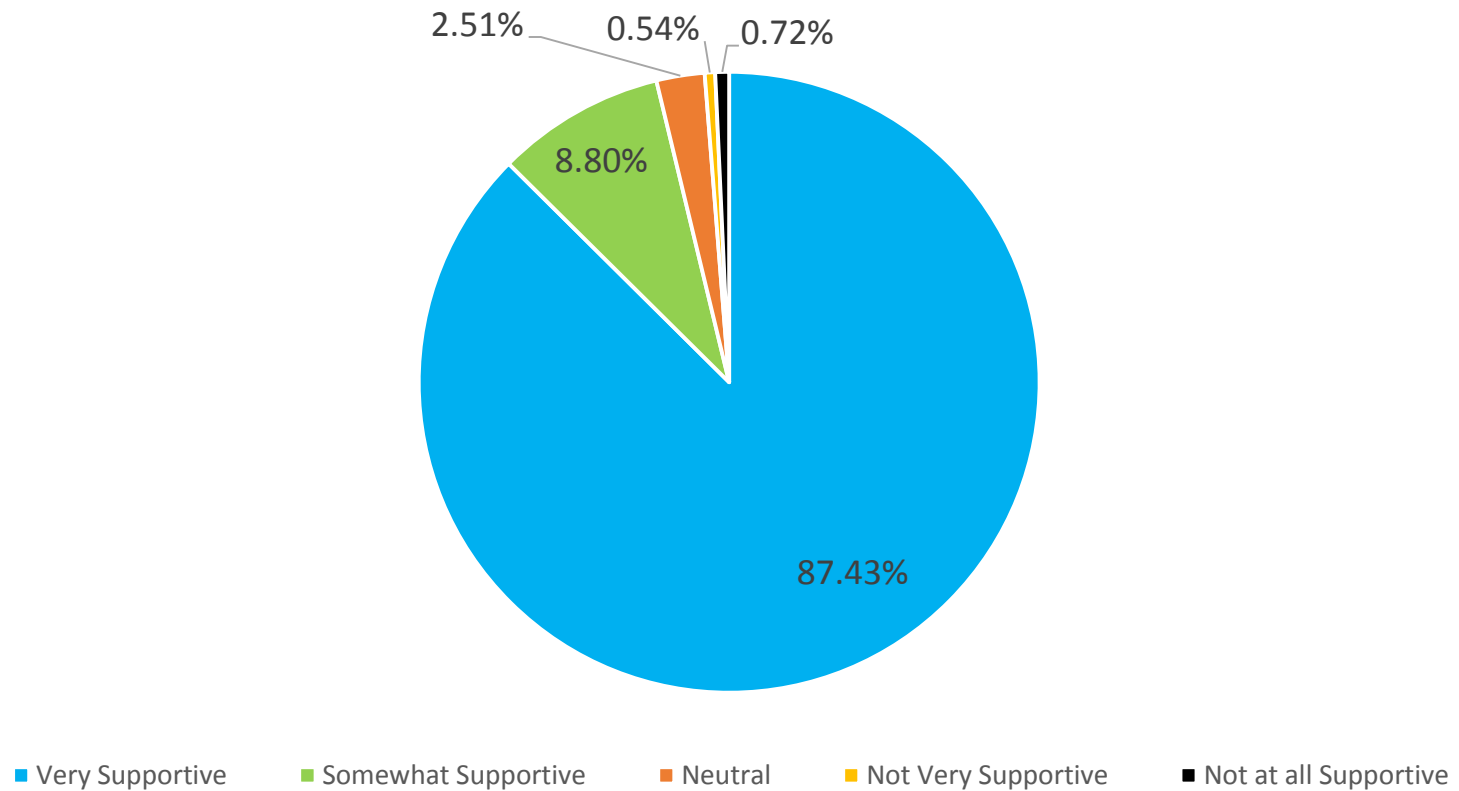
How supportive of various enhancements?

Extend service to growing population and economic activity centers.



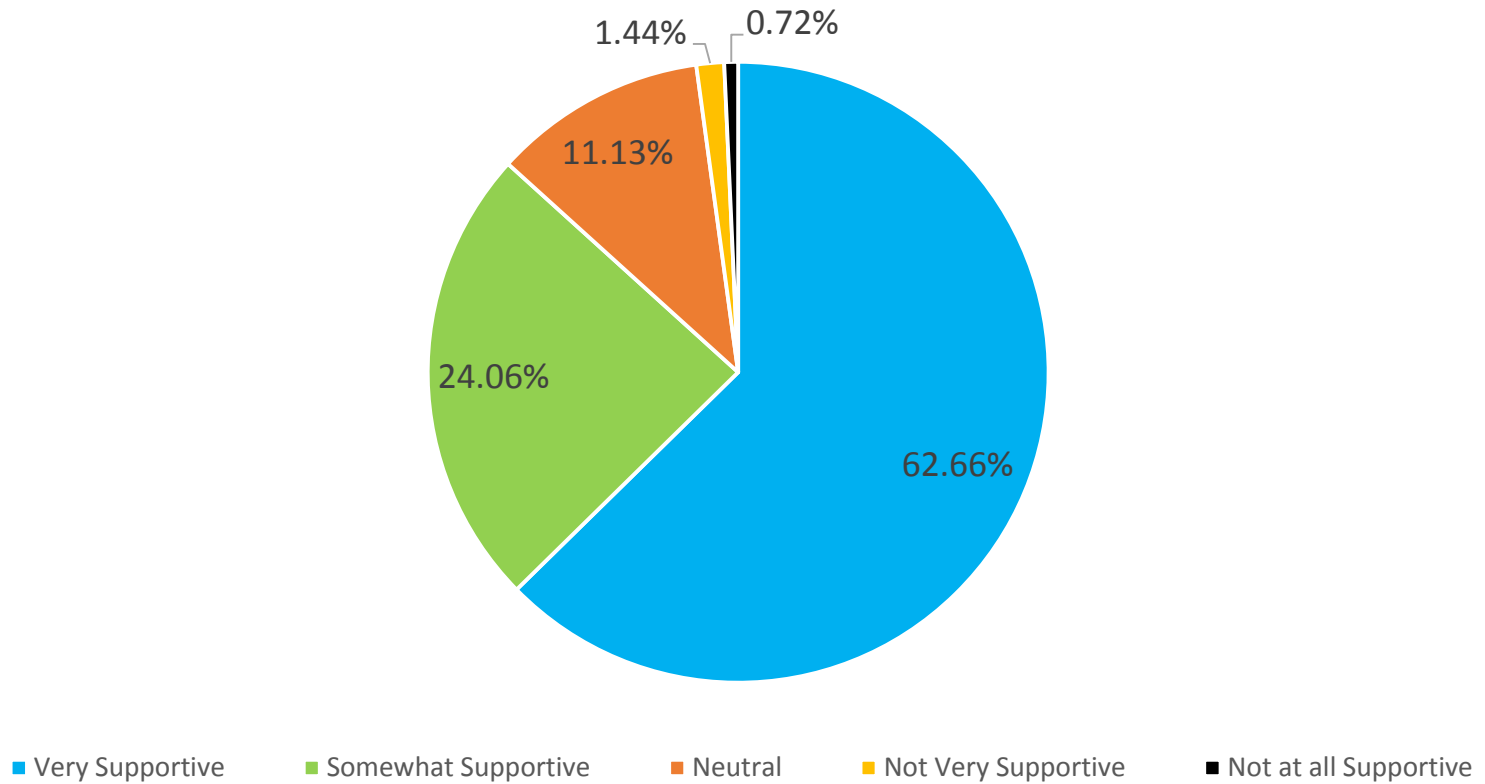
How supportive of various enhancements?

Maintain service for riders who depend on transit to get to work, school or doctor.



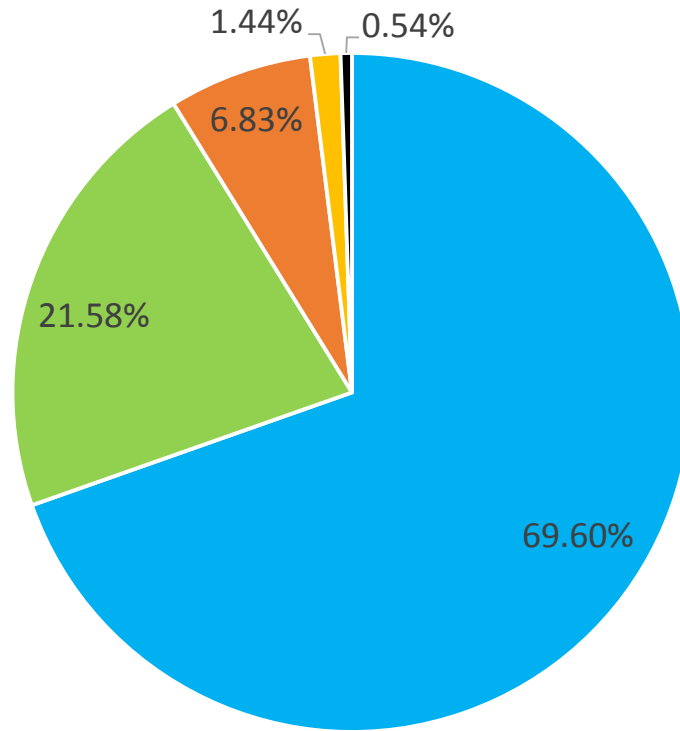
How supportive of various enhancements?

Speed-up service and provide real-time route data to attract more riders.



How supportive of various enhancements?

Expand morning, night and weekend service to help workers who don't have a 9-to-5 schedule.



■ Very Supportive

■ Somewhat Supportive

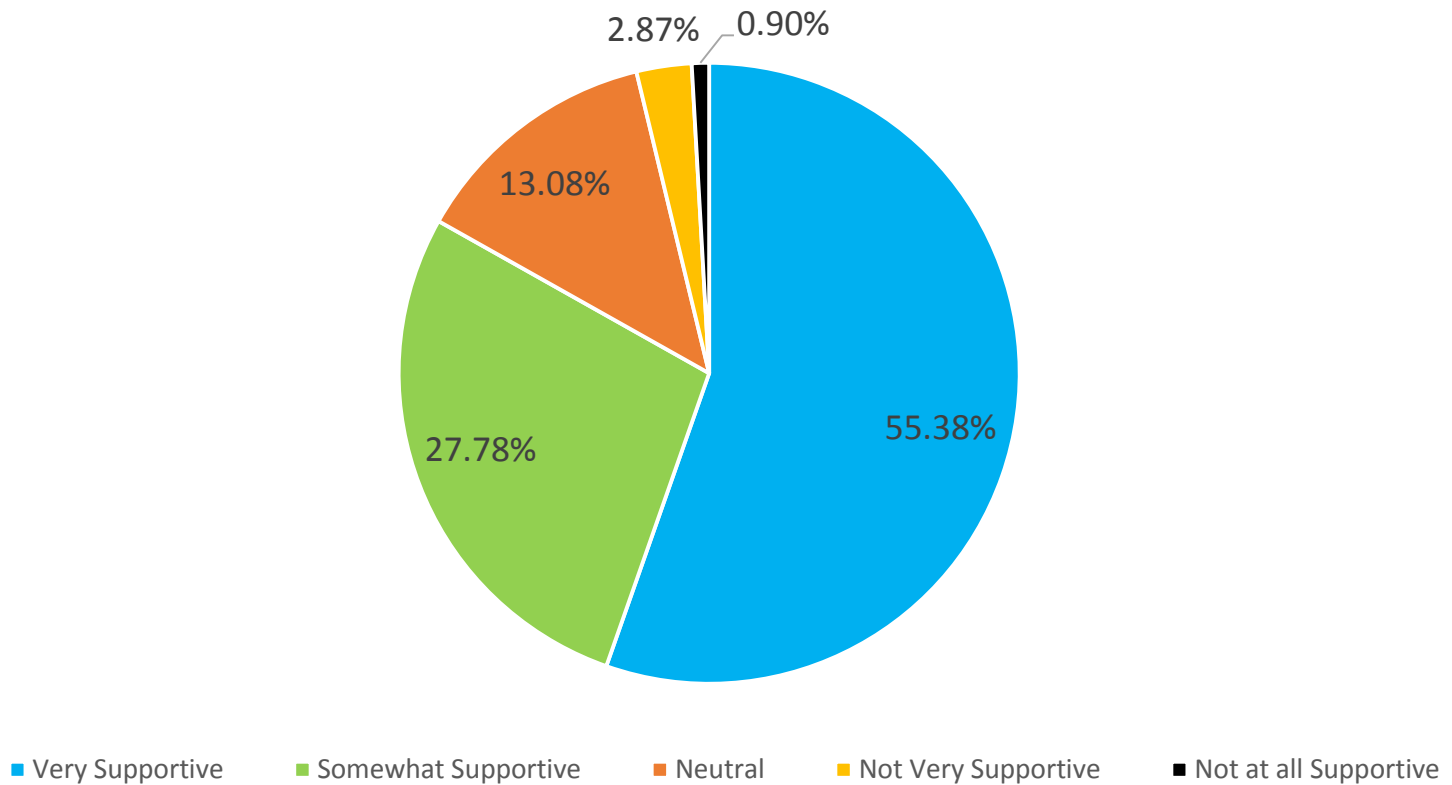
■ Neutral

■ Not Very Supportive

■ Not at all Supportive

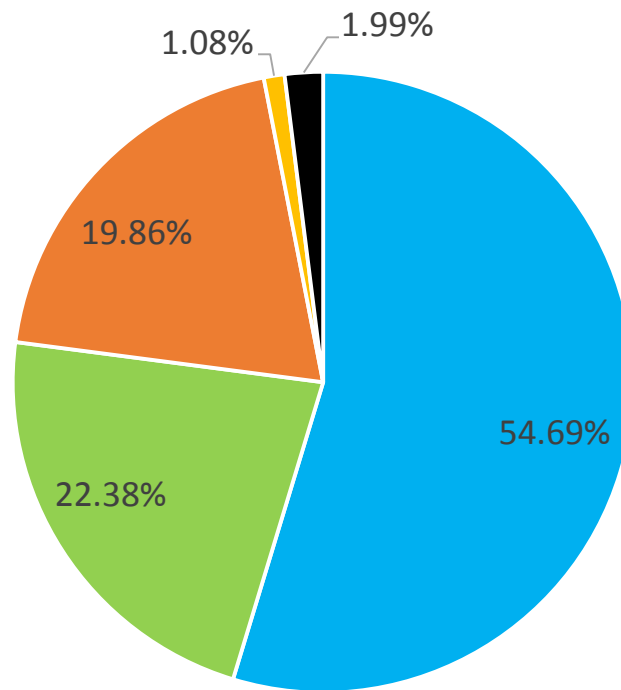
How supportive of various enhancements?

Create dedicated in-county commuter lines that get people where they're going faster.



How supportive of various enhancements?

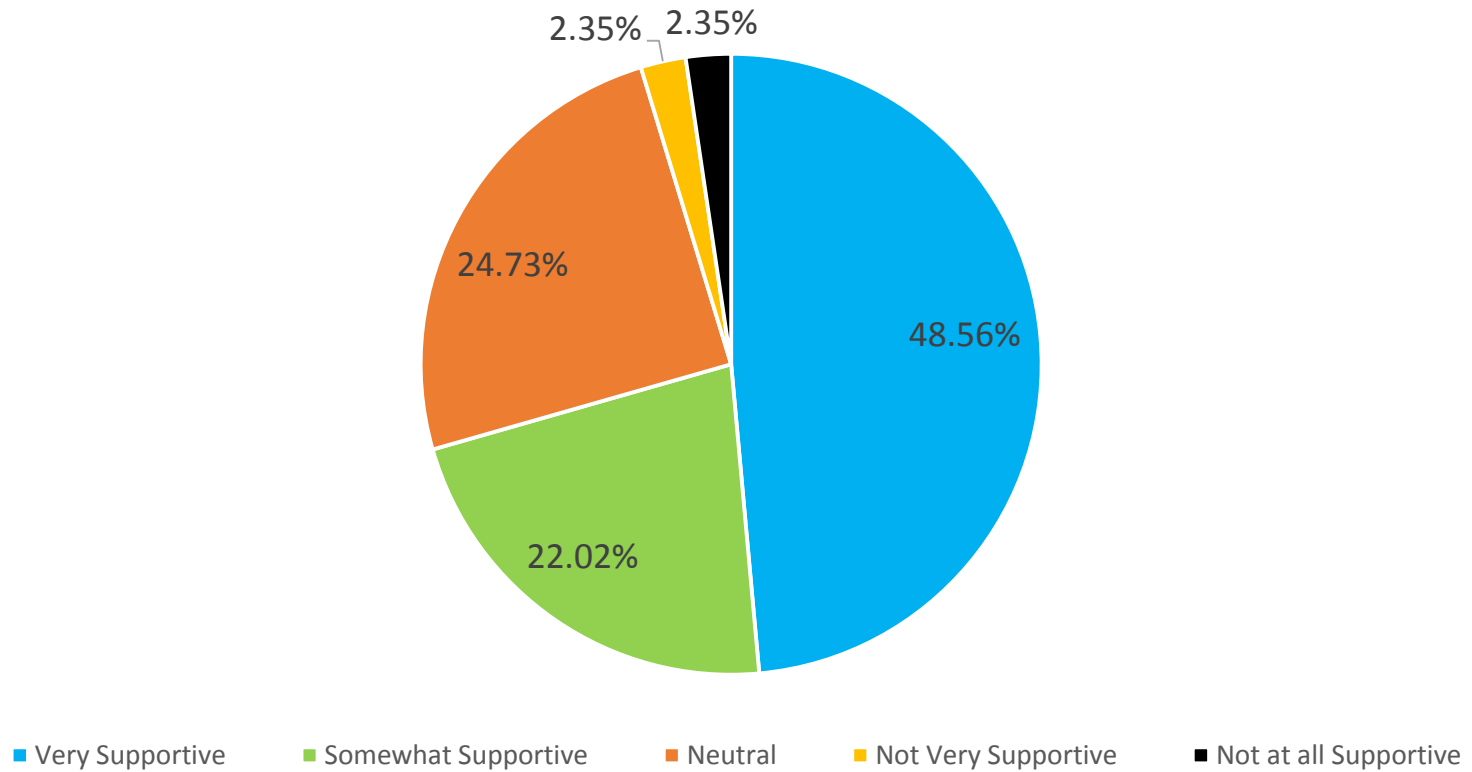
Attract more riders by simplifying the fare structure and increasing frequency.



■ Very Supportive ■ Somewhat Supportive ■ Neutral ■ Not Very Supportive ■ Not at all Supportive

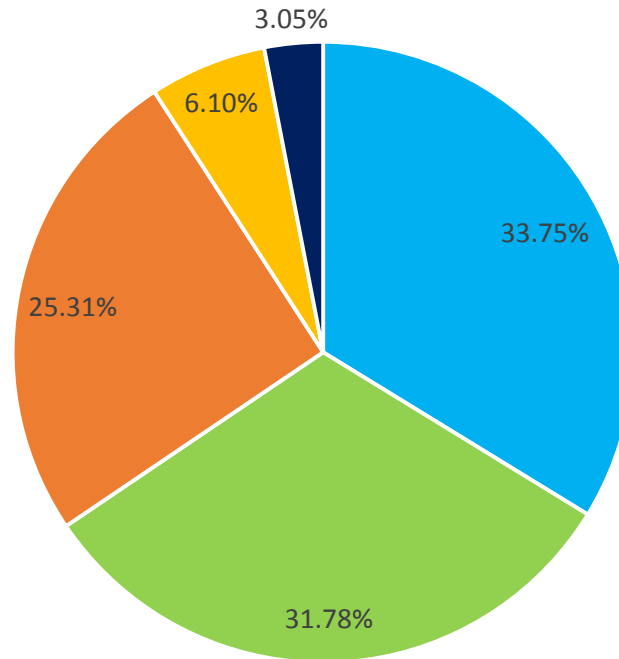
How supportive of various enhancements?

Make transit a transformative service for social and economic wellbeing.



How supportive of various enhancements?

Invest in comfort to attract and maintain high ridership.



■ Very Supportive

■ Somewhat Supportive

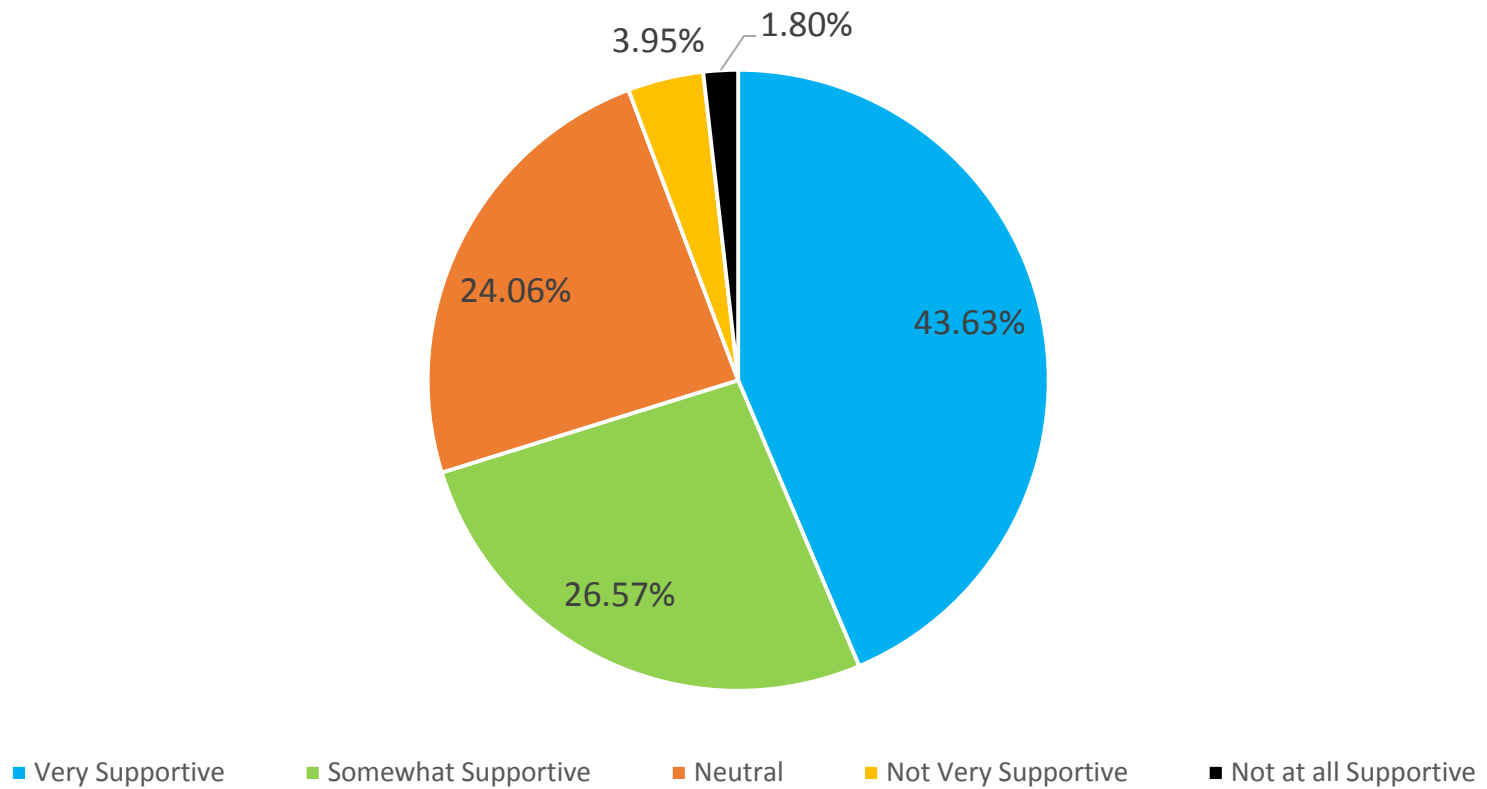
■ Neutral

■ Not Very Supportive

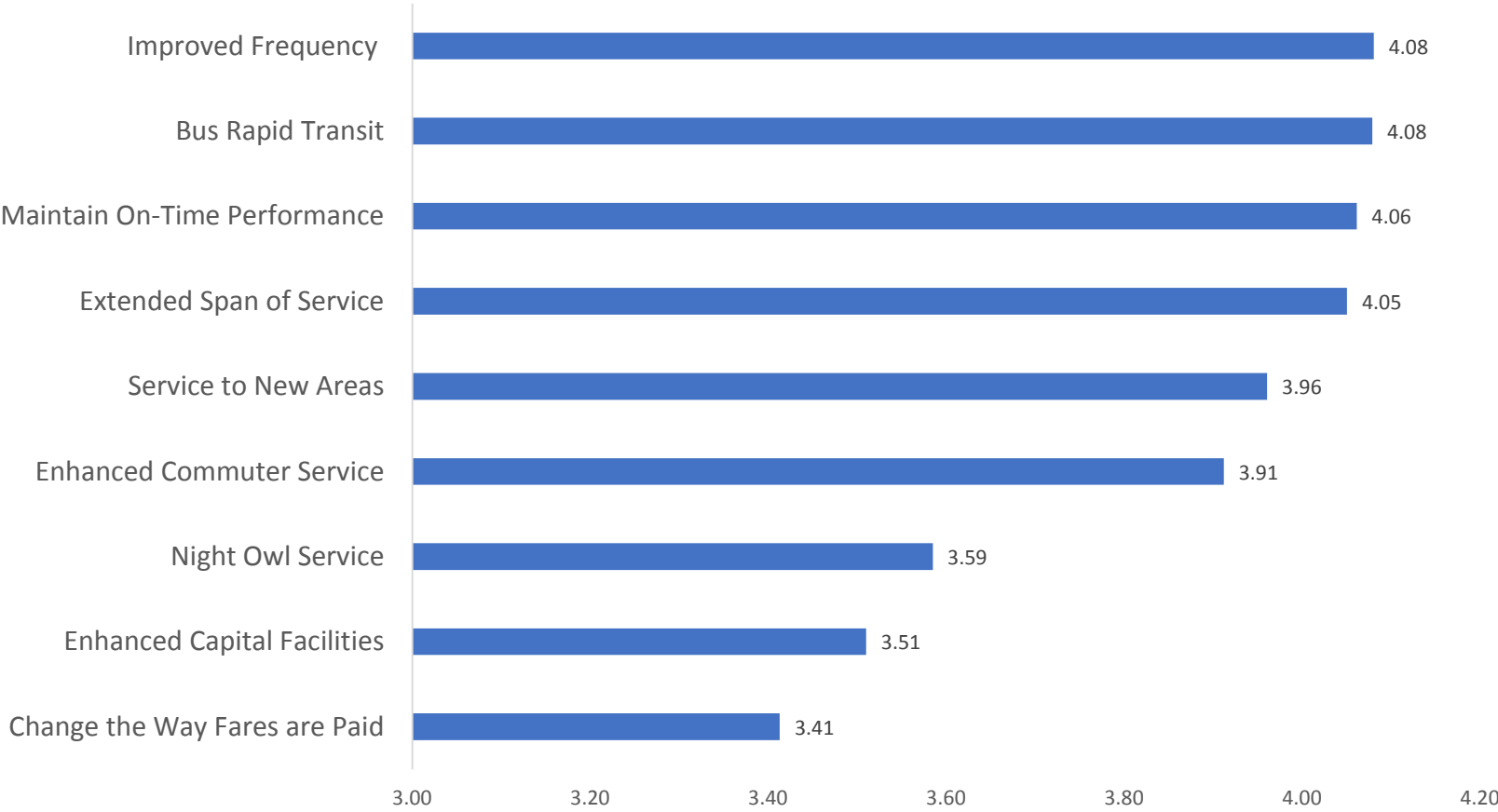
■ Not at all Supportive

How supportive of various enhancements?

Expand innovative programs like Vanpool and Dial-A-Lift.

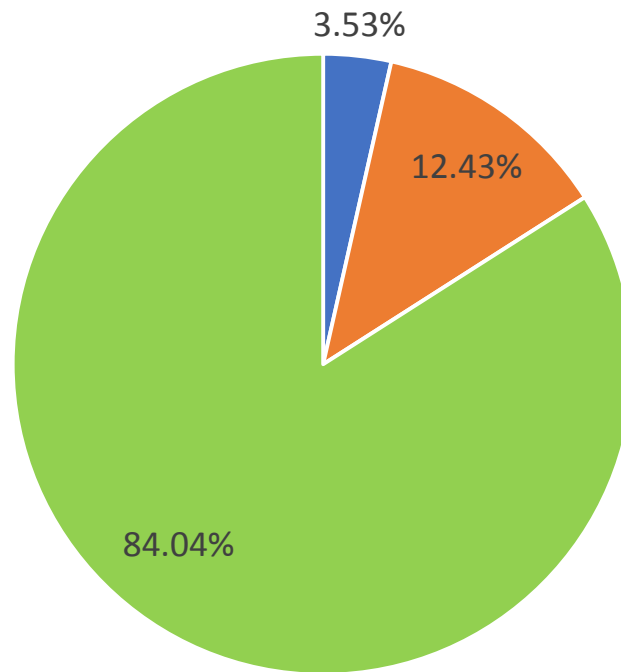


Please rank the individual enhancement from 1 to 5, with 5 being the "most important" system improvement and 1 being the "least important."



Preferred Scenario

Please select your preferred future transit scenario:



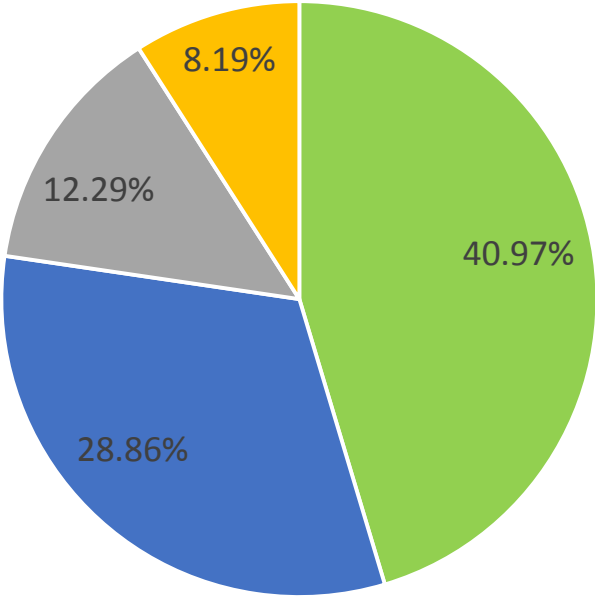
■ Service Reductions

■ Status Quo System

■ Transformational System

Sales Tax Support (+/- 70%)

How supportive are you of a sales tax increase to achieve a "Transformational System" scenario that includes most of the transit improvements described above?



■ Very Supportive

■ Somewhat Supportive

■ Neutral

■ Not at all Supportive