



EVERY 15 MINUTES



EVERY 15 MINUTES



SEPTEMBER 2025: **transformational**

# Imagine a Better Bus System

**Rob LaFontaine** Deputy Director of Planning

**Nick Demerice** Marketing, Communications & Outreach Officer

Presented to the Authority Board, February 5, 2025



*Imagine a Better Bus System*

# Public Outreach & Engagement



EVERY 15 MINUTES



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*Imagine a Better Bus System*

# Public Outreach & Engagement



# Imagine a Better Bus System

2016 - 2017



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# Imagine a Better Bus System

More Buses!

More Places!

More Often!



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# Imagine a Better Bus System



**2018**



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TRANSIT**



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TRANSIT**

# Imagine a Better Bus System

**INTERCITY TRANSIT Proposition 1**  
Information About the Upcoming Sales and Use Tax Measure  
September 2018

**Maintain, Improve and Expand Public Transportation Service**  
Proposition 1 seeks voter approval on the November 6, 2018 ballot to increase sales and use tax by four tenths of 1 percent (0.4%), or 4 cents on a \$10 taxable purchase, to maintain, improve and expand public transportation services.

**If approved:** Intercity Transit (IT) will preserve current services, expand bus routes into new areas, increase the frequency and operating hours of local and commuter bus services, make capital and technology improvements and expand specialized transportation services for seniors and those living with disabilities.

**If rejected:** IT will need to cut service by 15 percent.

**Why is IT asking for new sales tax revenue?**  
Historically, IT has received 80 percent federal match to purchase buses and fund capital construction. Those discretionary dollars were totally eliminated from the federal budget for four years and only a small portion came back starting in 2016. This changed our entire financial model. The reality of this change is that we cannot afford to replace buses with our current level of local dollars. Without buses, we cannot provide service.

| Revenue Source             | Percentage |
|----------------------------|------------|
| Sales Tax                  | 79%        |
| Passenger Fares            | 10%        |
| Federal Grants             | 8%         |
| Advertising Income         | 1%         |
| State/Local Op. Assistance | 1%         |
| Interest Income            | 1%         |

**About Intercity Transit**  
IT serves Lacey, Olympia, Tumwater, Yelm and their surrounding urban growth areas. IT operates 21 bus routes and Express service to Tacoma, along with paratransit and vanpool programs. Combined, these services provide five million passenger rides a year. These services are provided with a fleet of 71 buses (including 23 hybrids), 40 Dial-A-Lift (paratransit) vans and 185 vanpools. IT also manages two transit centers, 946 bus stops, 289 bus shelters, three park & ride lots, and the Amtrak train station in Lacey. Intercity Transit's mission is to provide and promote transportation choices that support an accessible, sustainable, livable, healthy, prosperous community.

**ELECTION DAY**

EVERY 15 MINUTES

## COMMENT CARD

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governments

INTERCITY  
TRANSIT

# Imagine a Better Bus System

YES

More Buses!

No

YES

More Places!

No

YES

More Often!

No



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# Imagine a Better Bus System

2020



telework

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INTERcity  
TRANSIT

# Deferring a Better Bus System



Less Buses



Less Places



Less Often

2020



telework

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TRANSIT

# Imagine a Better Bus System

2016 - 2017

INTERcity  
TRANSIT  
**ROAD  
TRIP**

2018



2020



telework

**2025**



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# Imagine a Better Bus System



More Buses!



More Places!



More Often!



**September  
2025**

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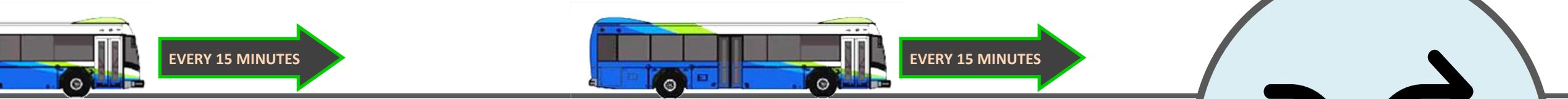


Our Public

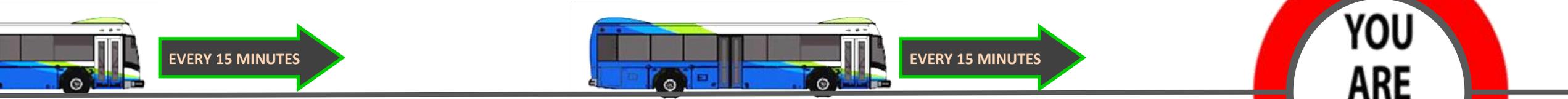
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*SEPTEMBER 2025:* **transformational**



SEPTEMBER 2025: transformational

**Proposal:** *A System Redesign*

# SEPTEMBER 2025: transformational

System  
Redesign

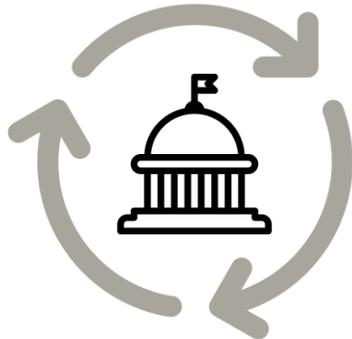
## Students & Families

Better connectivity between area high schools, SPSCC, and other locations



## State Employees & Visitors

Better connectivity to the Capitol Campus



## Everyone on the Bus

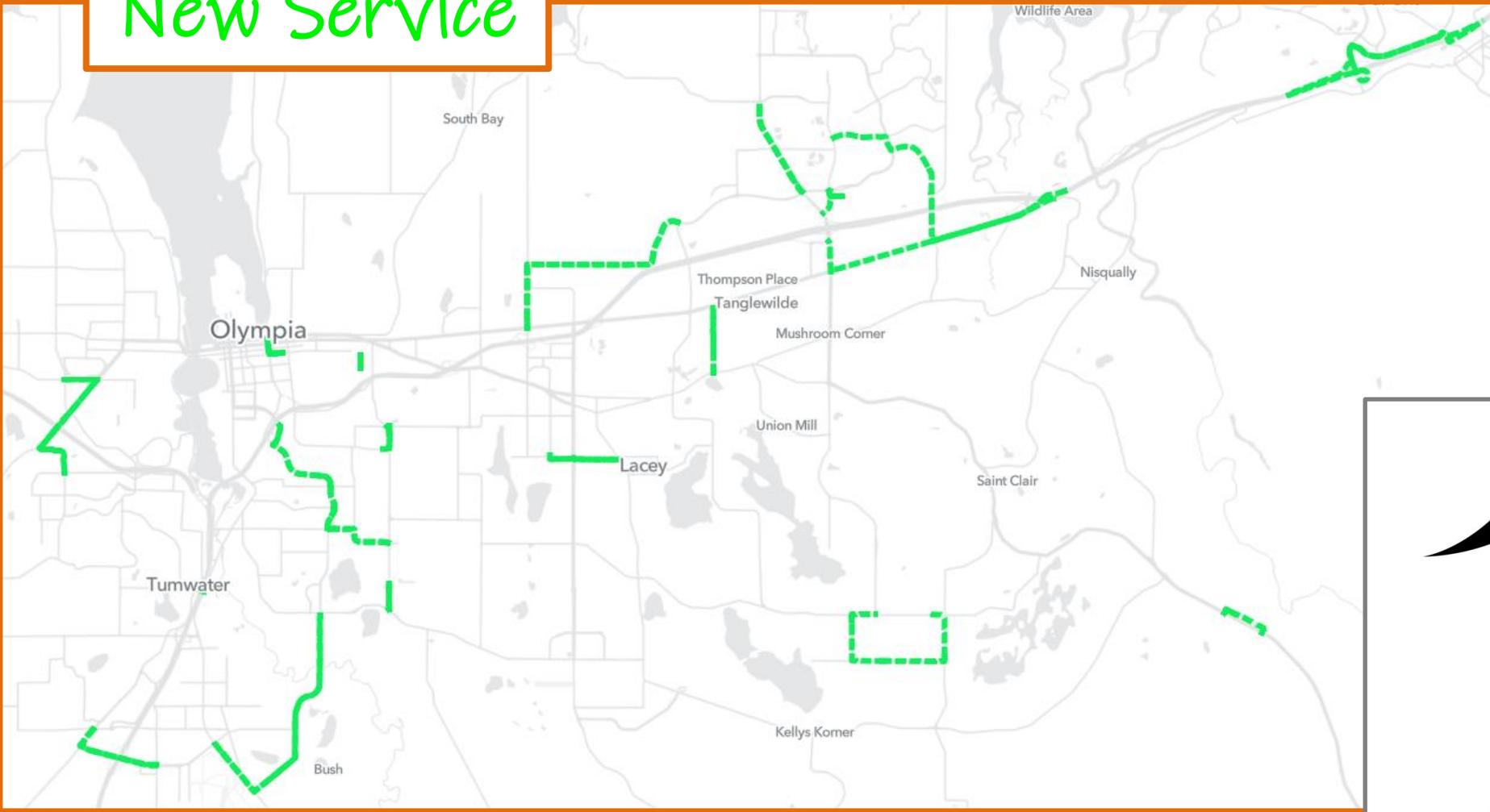
Faster travel times with better service along the high-frequency corridor



# SEPTEMBER 2025: **transformational**

New Service

78  
New Bus Stops



More Buses!

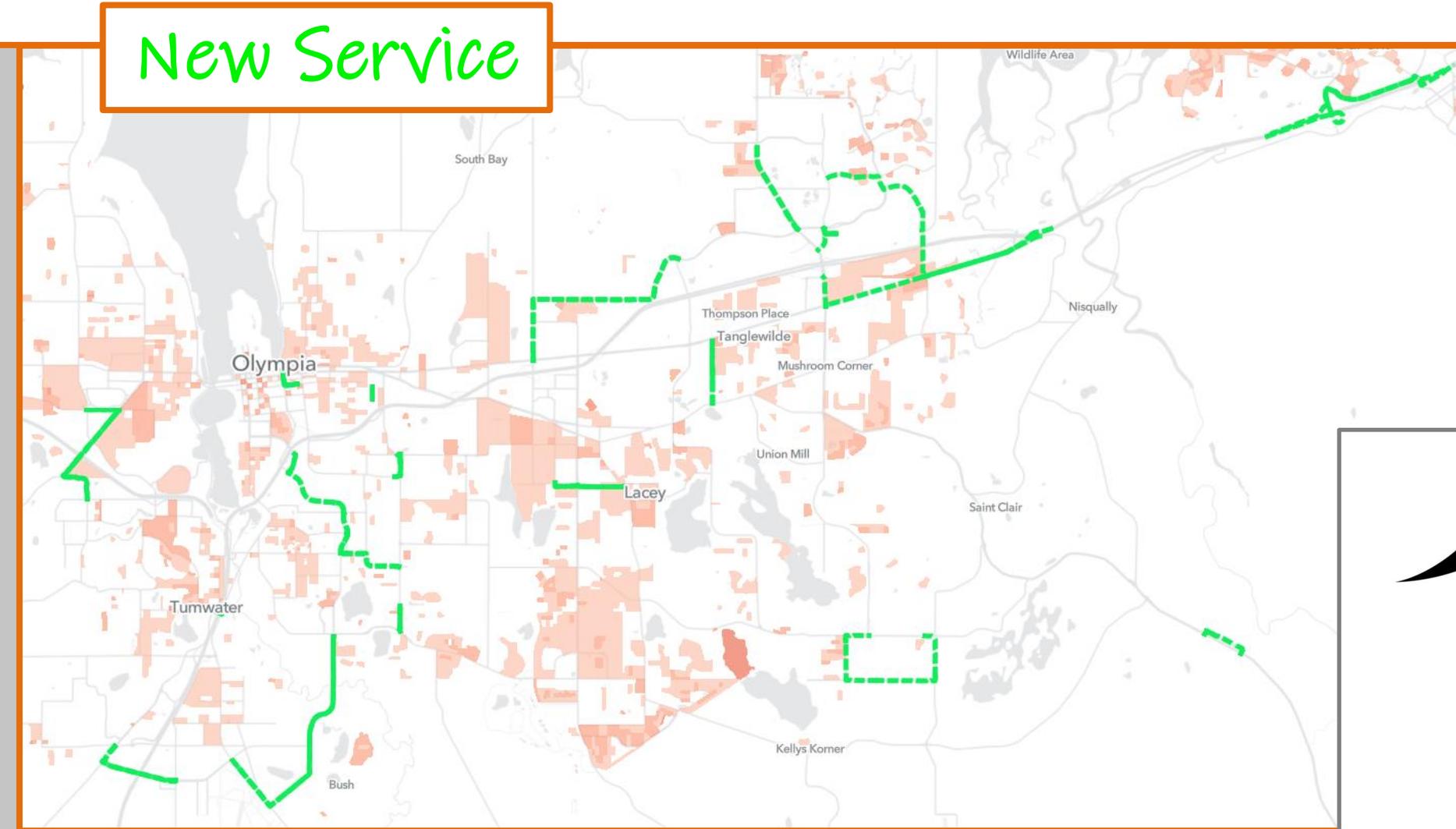


More Places!

# SEPTEMBER 2025: **transformational**

New Service

Population  
& Density



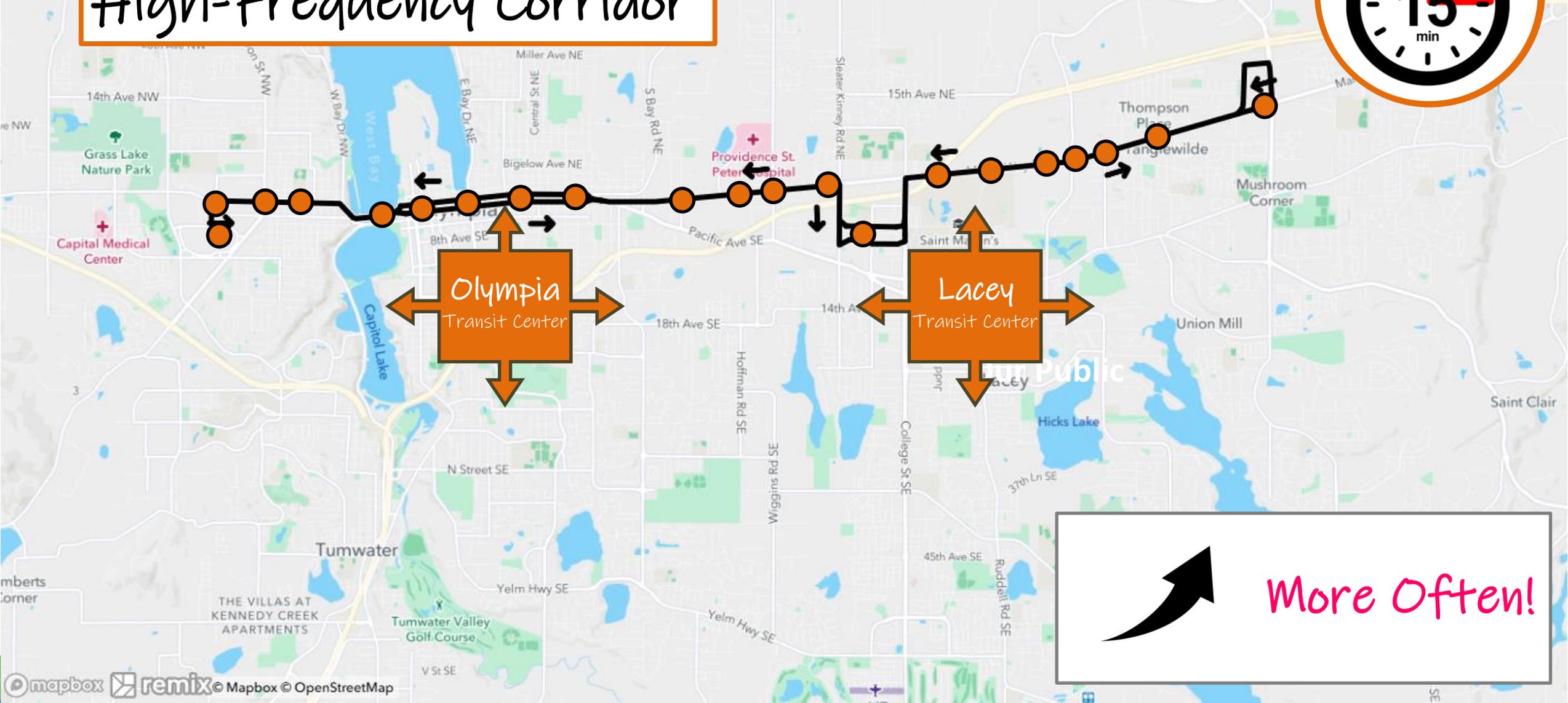
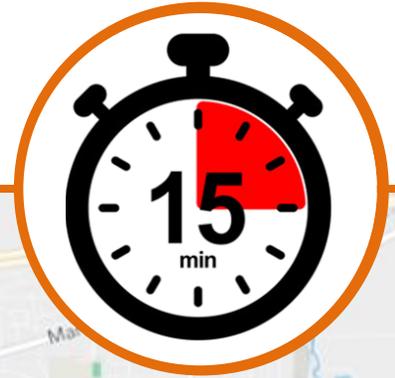
More Buses!



More Places!

# SEPTEMBER 2025: transformational

High-Frequency Corridor



Olympia  
Transit Center

Lacey  
Transit Center

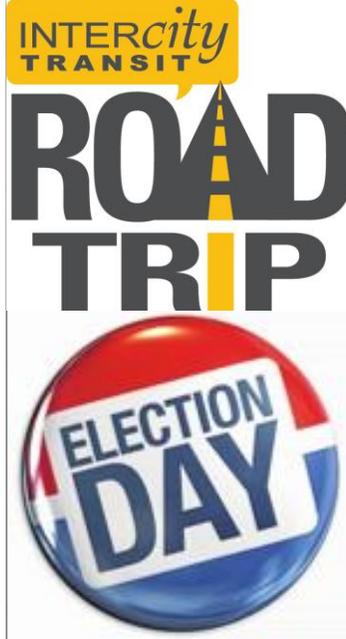
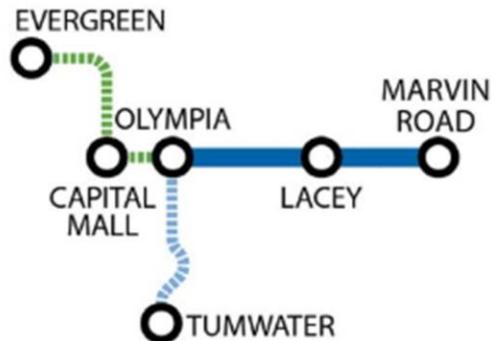
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## High-Frequency Corridor



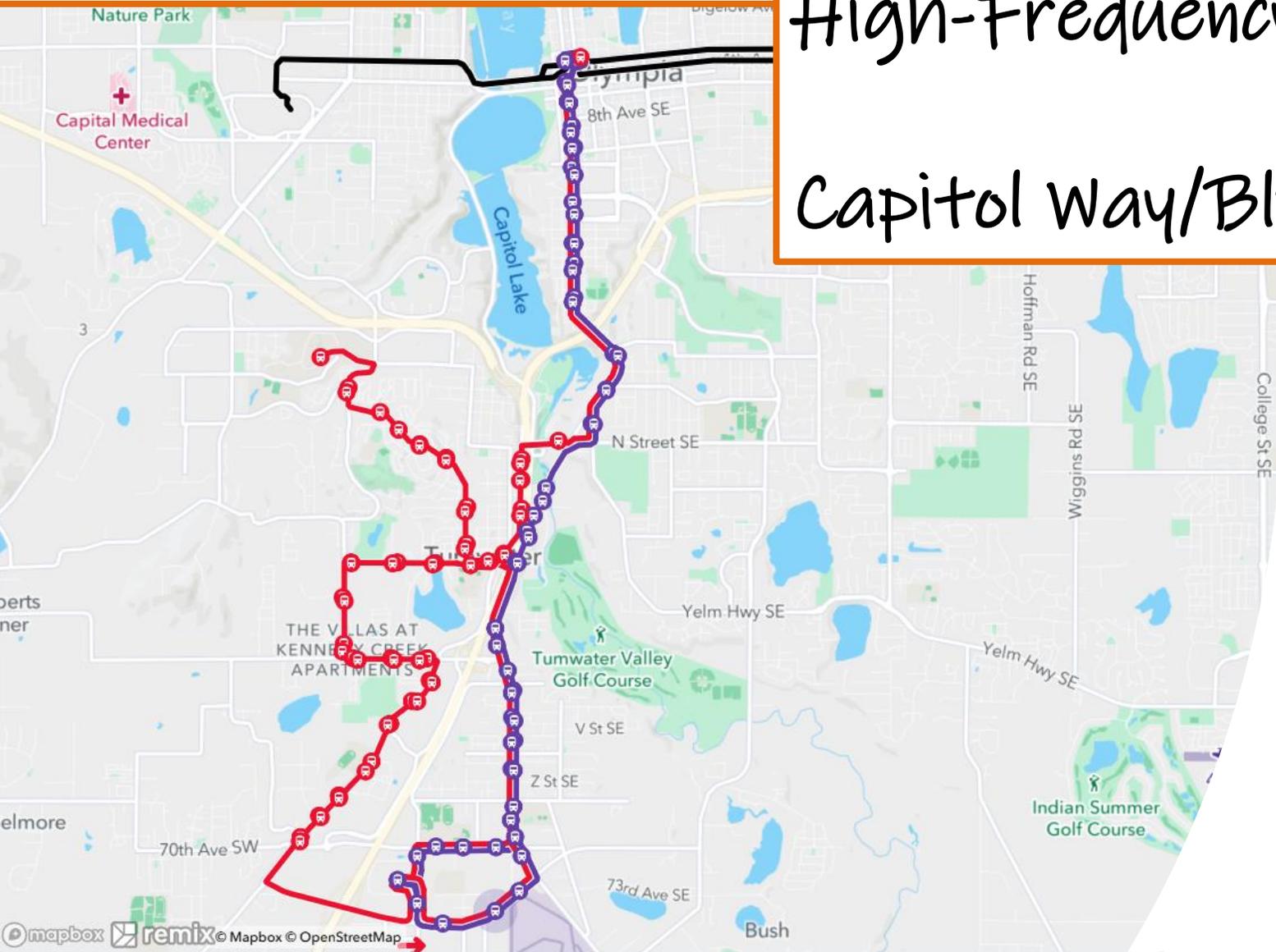
**Bus Rapid Transit** – Bus Rapid Transit, or BRT, is a high-frequency bus-based transit system that delivers fast, direct, comfortable and cost-effective service. IT will dedicate funds to implement a future BRT line on the Martin Way Corridor from Olympia to Marvin Road.



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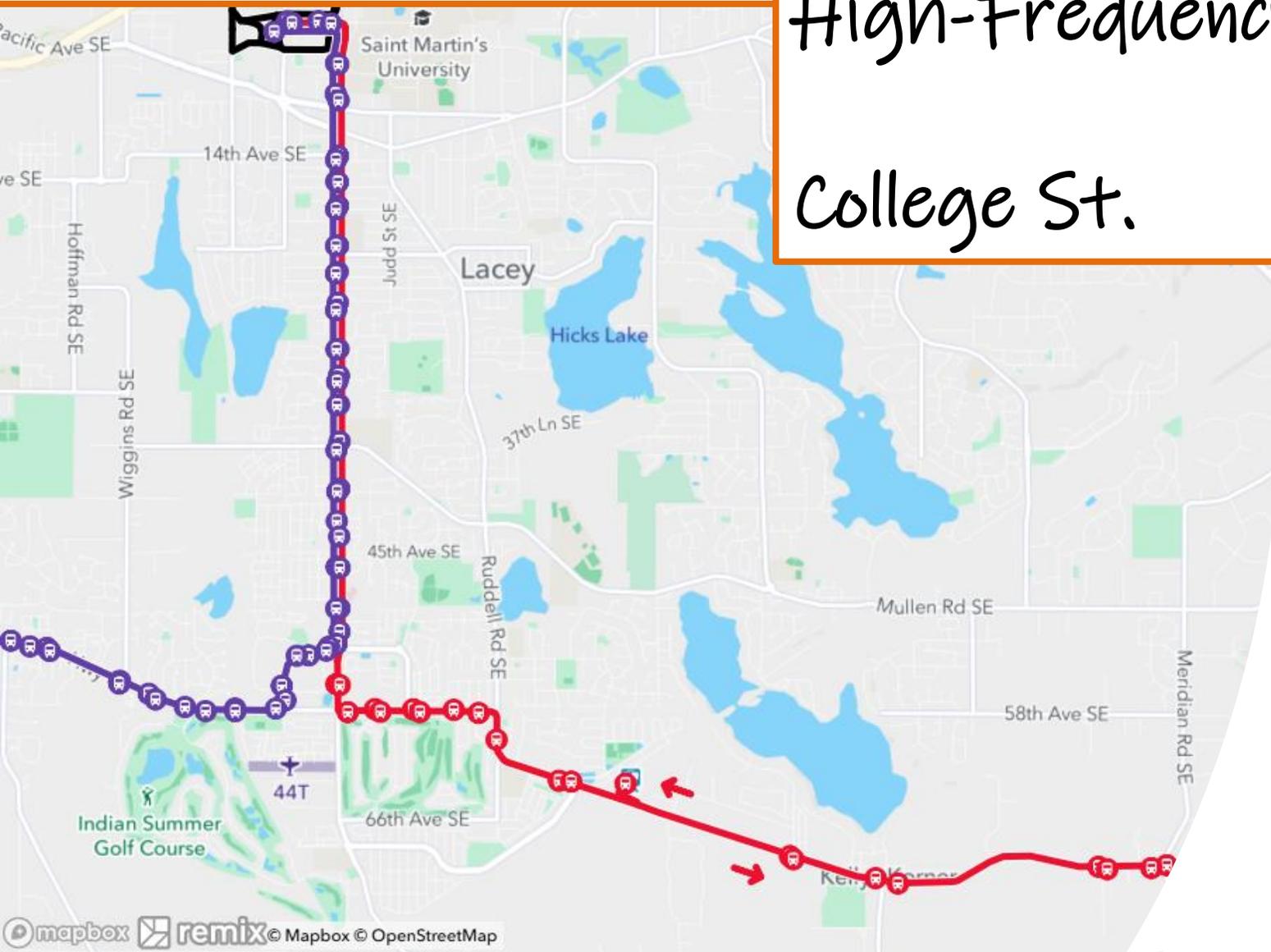
High-Frequency Service  
Capitol Way/Blvd.



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High-Frequency Service  
College St.



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Constraints

## Operability

Transit-supportive public roadways and intersections



## Laws & Regulations

Service allocation, equity, and accessibility



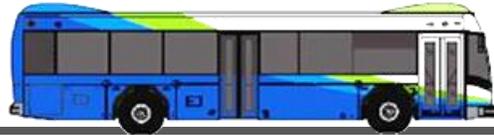
## Operating Revenue

Annual hours of service are funded by local sales tax and State/Federal grant assistance





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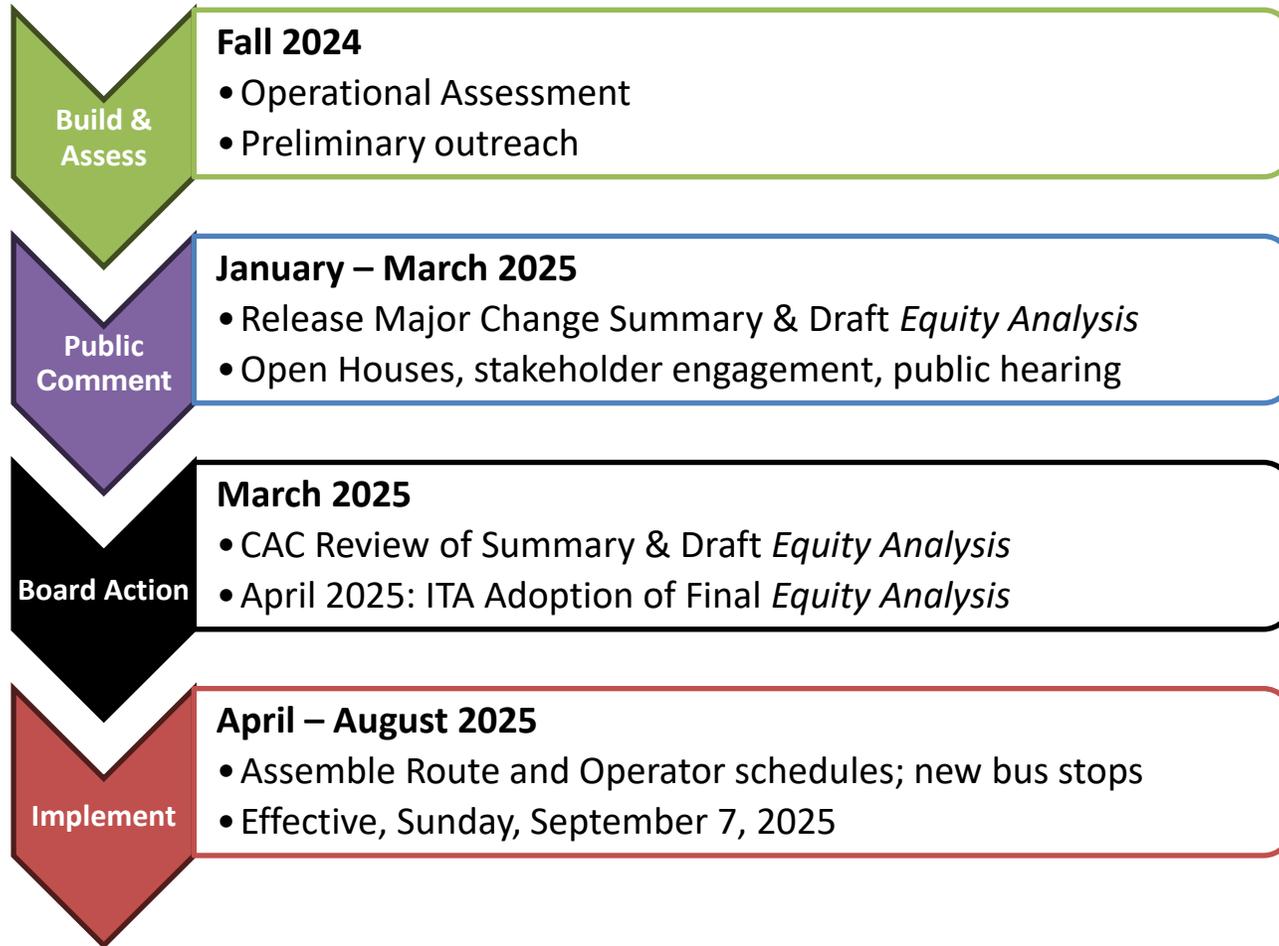
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Public Outreach & Engagement

# Imagine a Better Bus System



EVERY 15 MINUTES



# How to Participate

EVERY 15 MINUTES

Build & Assess

Fall 2024

- Operational Assessment
- Preliminary outreach

Public Comment

January – March 2025

- Release Major Change Summary & Draft *Equity Analysis*
- Open Houses, stakeholder engagement, public hearing

Board Action

Website

Presentations

Open Houses

Public Hearing

COMMENT CARD

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# Our Outreach

Public  
Comment

January – March 2025

- Release Major Change Summary & Draft *Equity Analysis*
- Open Houses, stakeholder engagement, public hearing

Bus Riders

Policymakers

Students

Organizations

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# Adopting a Better Bus System



engagement

# Adopting a Better Bus System

## Title VI Equity Analysis

A publicized evaluation to determine any adverse impact (i.e. a measurable action resulting altered access to transit) from a proposed Major change in service that disproportionately affects minority or low-income populations.

OOOH...THIS  
CALLS FOR A  
SPREADSHEET

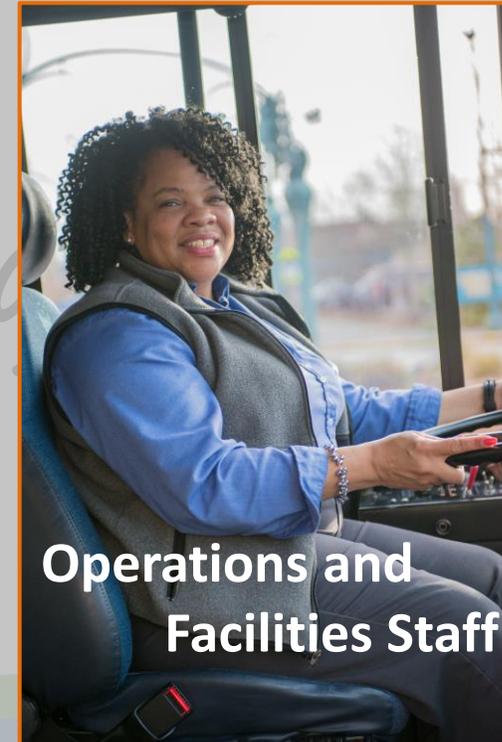
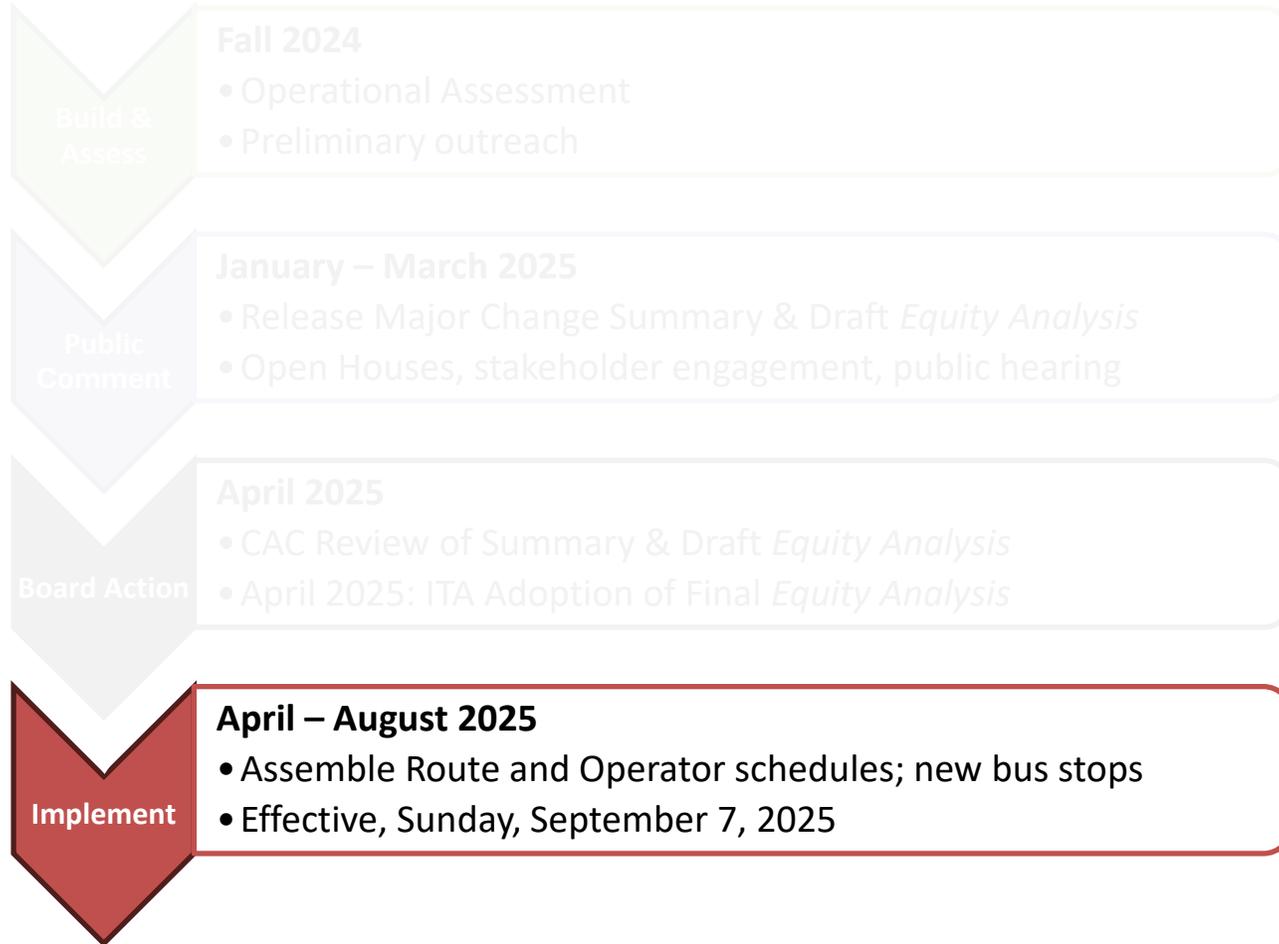
April 2025

Board Action

ITA Adoption of Final *Equity Analysis*



# Implementing a Better Bus System



Operations and Facilities Staff

# How to Participate

Build & Assess

Fall 2024

- Operational Assessment
- Preliminary outreach

Public Comment

January – March 2025

- Release Major Change Summary & Draft *Equity Analysis*
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COMMENT CARD

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# How to Participate

EVERY 15 MINUTES



Public Comment

January – March 2025

public hearing

March 19, 2025

Public Hearing





EVERY 15 MINUTES



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