



Olympia Planning Commission

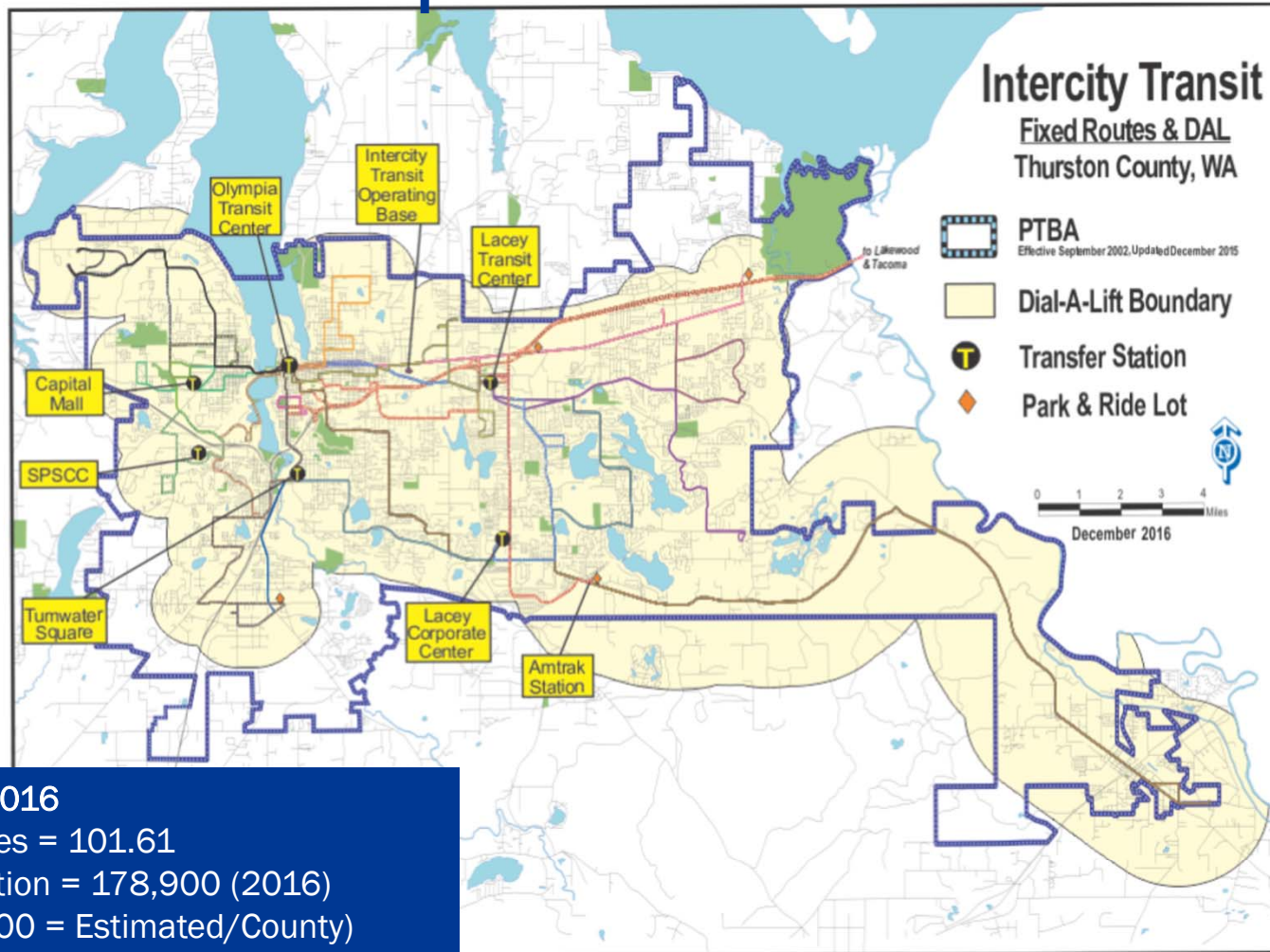
January 22, 2018

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Agenda

- **Part 1 - Intercity Transit Overview**
- Resources & Services
- Fixed Route Characteristics & “Transit Planning 101”
- A Look at Services in Olympia
- **Part 2 - Planning Future Services**
- Coordinated Planning
- The IT Road Trip (Short term and Long Range Planning)
- Community Conversation

Public Transportation Benefit Area



PTBA 2016
Sq. Miles = 101.61
Population = 178,900 (2016)
(266,000 = Estimated/County)
Annexations through 2016: Olympia,
Tumwater, Lacey, Yelm

Mission and Vision

- Mission:

To provide and promote transportation choices that support an accessible, sustainable, livable, healthy and prosperous community.

- Vision:

To be a leading transit system in the country, recognized for our well-trained, highly-motivated, customer-focused, community-minded employees committed to enhancing the quality of life for all citizens of Thurston County.

A Brief History



Olympia Transit Company circa 1950

olympiahistory.org

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Patronize the Street Cars

They are clean and sanitary, electrically heated
in cold weather and operated by competent, sober
men.

Between 10 a. m. and 8 p. m. they run every 15
minutes.

Ask for a time-card at the office.

Olympia Light & Power Co.

By the Numbers....

- **Fleet Vehicles**

- 71 Buses

- 37 DAL Vans

- Vanpool 272

- 40+ Service Vehicles



- **Two Transit Centers**

- Olympia and Lacey TC's

- Three more transfer areas

- **Total Employees (2017) 325**
 - Operations & Maintenance 286
 - Administration & support 39
- **Annual Scheduled Trips - 323,467**
- **Annual Scheduled Hours (2017) – 202,000**
- **Passengers per hour of service (2016) 20**
- **3 Park and Ride Lots**
- **947 Active Bus Stops**
- **285 Shelters (89 with solar lighting)**

Service by the Numbers



25
Fixed Bus
Routes

4.11 Million
Rides

4.0%

\$5.56

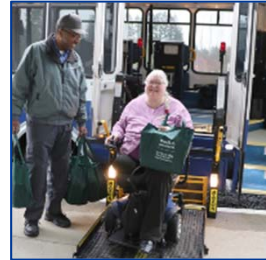


177
Vanpools

602,430
Rides

12.4%

\$2.75



3,100
Dial-a-Lift
Users

166,213
Rides

2.9%

\$49.87



4
Village Vans

6,639
Rides

38%

Annual Change
Cost per trip

4.89
Million
Boardings
In 2016

Promoting Alternatives & Solutions



- Youth Education Program
- Bicycle Commuter Challenge
- Bike Racks on Buses
- Discounted Passes
- Travel Training | Bus Buddies
- Community Van Grants

Intercity Transit Facilities

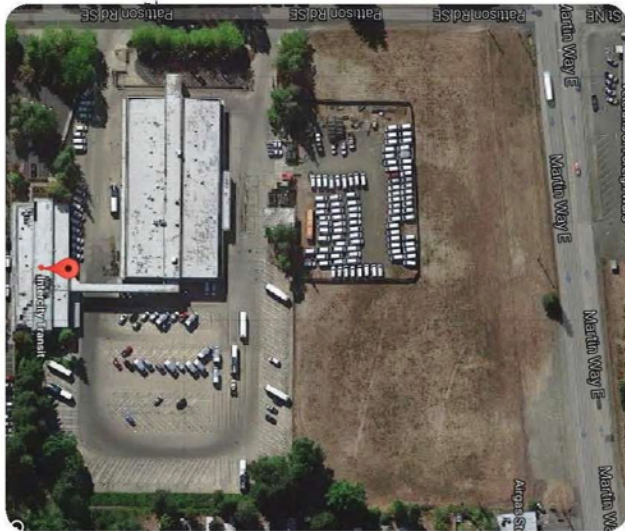
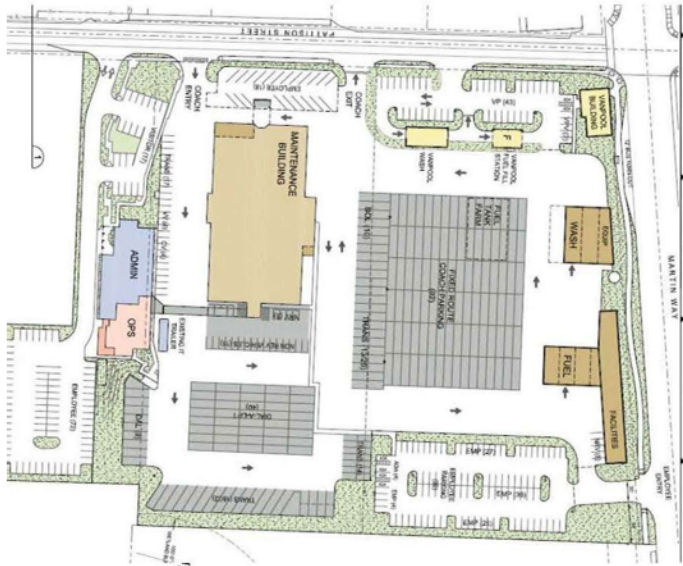
- Pattison Street Headquarters
- Olympia Transit Center
- Lacey Transit Center
- Centennial Station (Amtrak)
- 3 Park & Ride Lots
- 947 Active Bus Stops



OTC Expansion Concept – 2019 Occupancy



Pattison Maintenance & Operations Base



Overall project is estimated at \$35 Million.

Phase 1

- \$8M – UST underway (about 50/50 grant to local \$\$)

Phase 2

- Additional \$5.9M State funding secured.
- \$12.5 Million Federal competitive grant under review.
- Additional \$6.2 federal formula funding anticipated.
- Local \$4.2 Million committed



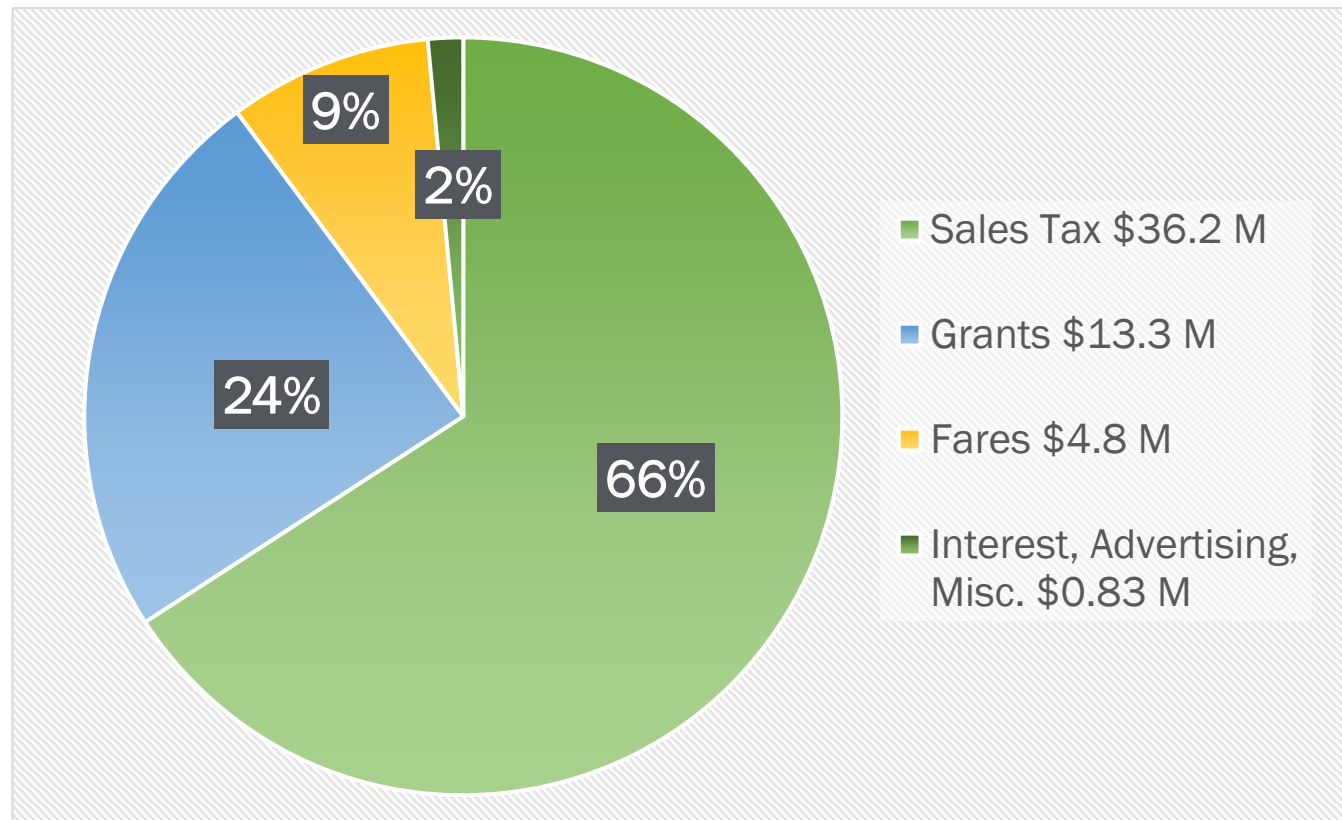
A photograph showing the interior of a bus. Several passengers are seated on blue seats. In the foreground, a man in a dark suit and red shirt is looking out the window. To his left, a woman in a tan coat is smiling. Other passengers are visible in the background. The bus has blue handrails and a green carpet. A sign on the ceiling reads "EMERGENCY EXIT".

Resources & Budget

Capital \$ vs. Operating \$

- Intercity Transit relies on local sales tax to fund operations
- Historically Capital funds from Federal sources have been used to pay for new buses, transit centers and facilities.
- Federal funding has been dramatically reduced since 2008
- Following the recession we have been working to backfill lost operating resources and re-start capital program.
- New Service Constraints – Maintenance & Ops Facility & Number of Buses.
- No new Federal Funding on the horizon for major capital programs – what's left is smaller and very competitive.

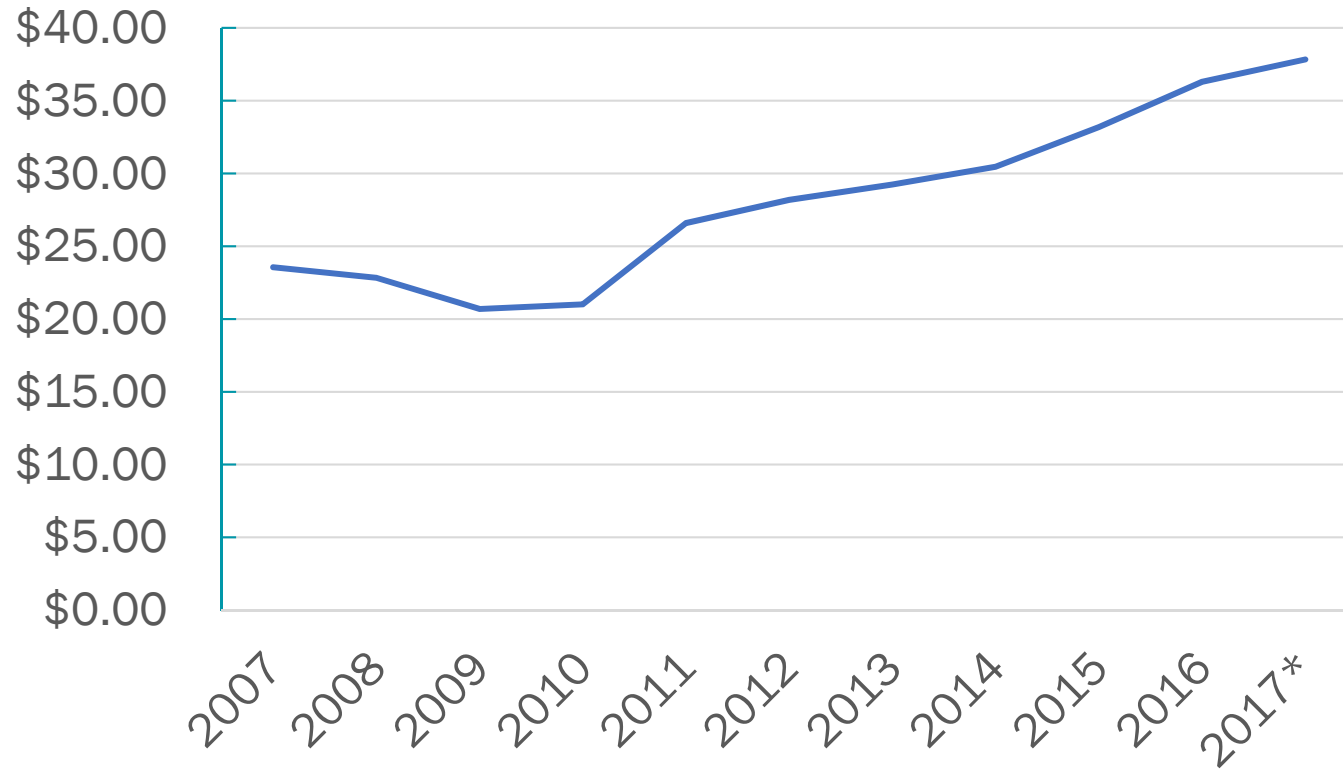
Intercity Transit Revenues



2017 Budget - \$78.2 Million
\$45.4 Million Operating
\$32.8 Million Capital

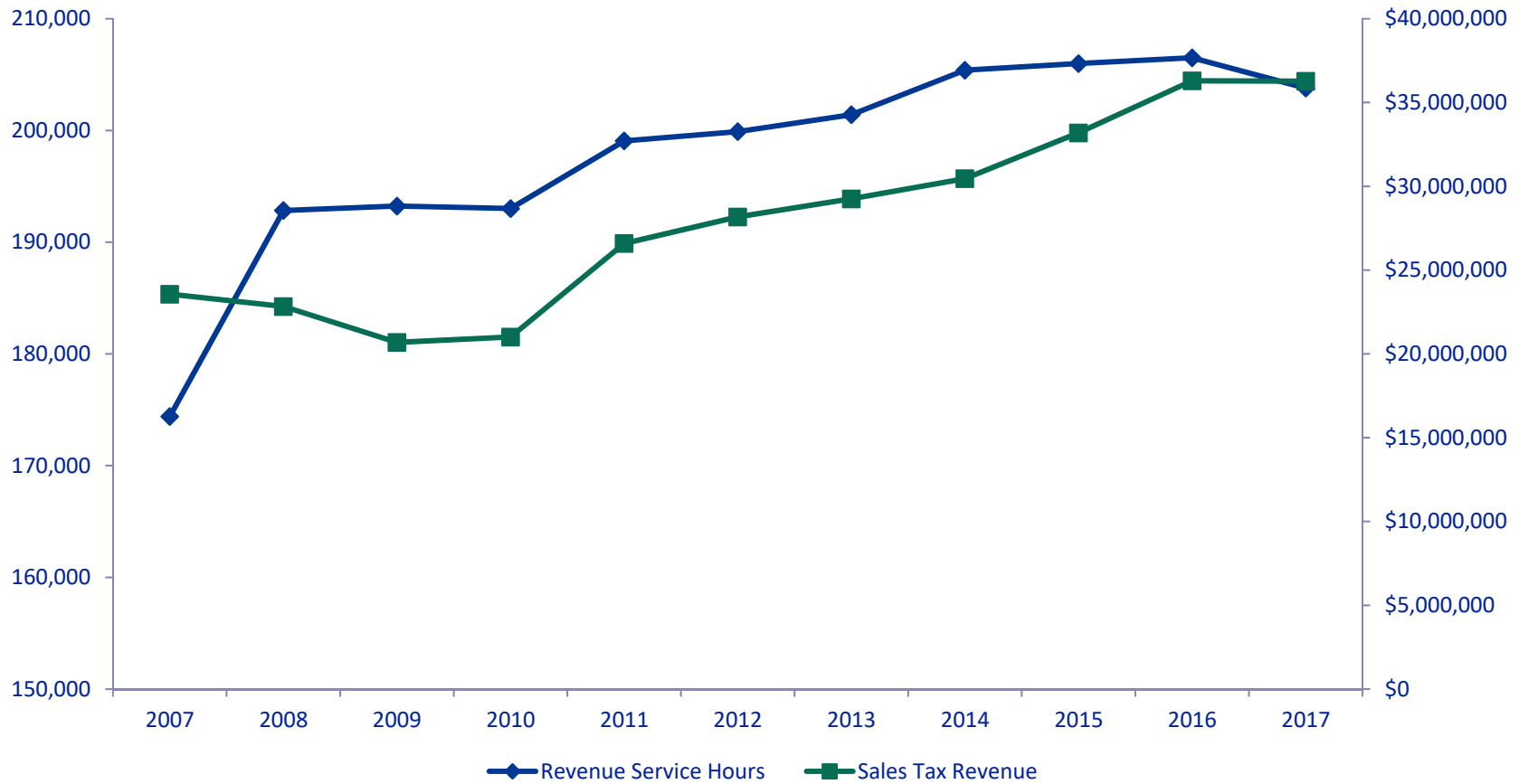
Sales Tax Revenue

In \$ Millions

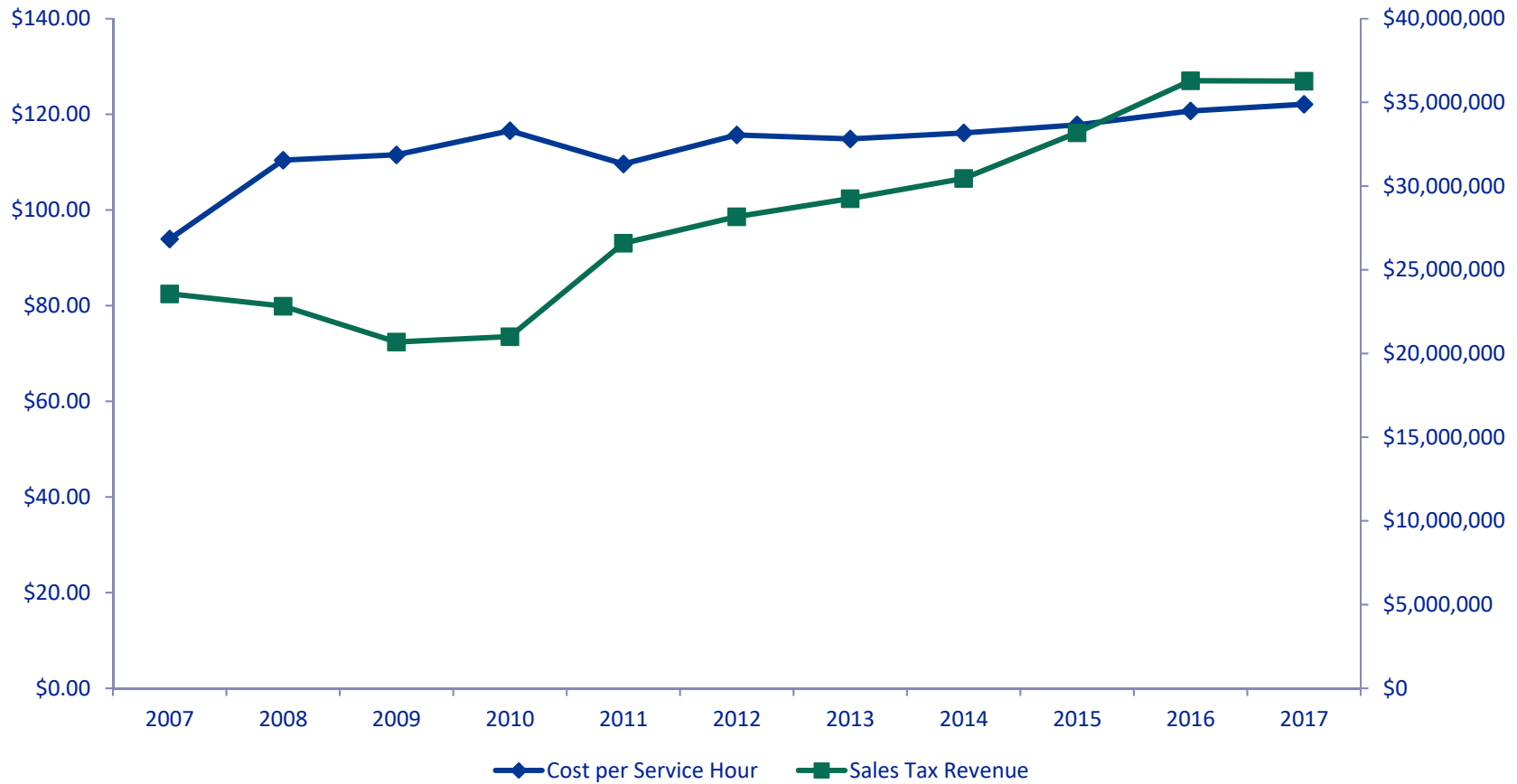


*2017 Projected

Sales Tax Revenue & Service Hours



Sales Tax Revenue & Cost per Hour



Fixed Route Ridership (less choice riders) & Fuel Cost

5%
Decrease in Boardings

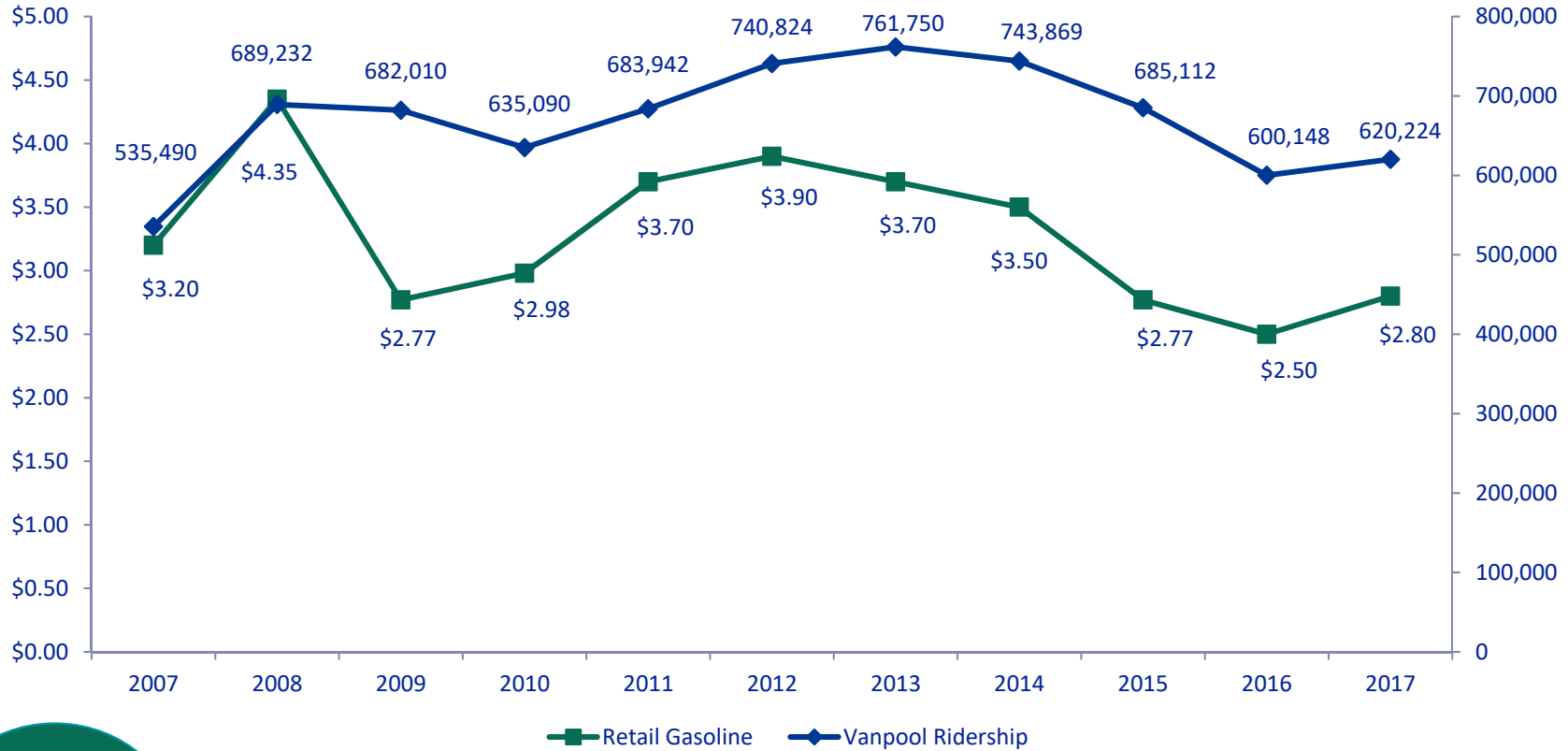


\$2.75
Today's Gas Price



Vanpool (More Choice Riders) & Fuel Cost

176
Active
Vanpool Groups



?
Tomorrow's
Gas Price

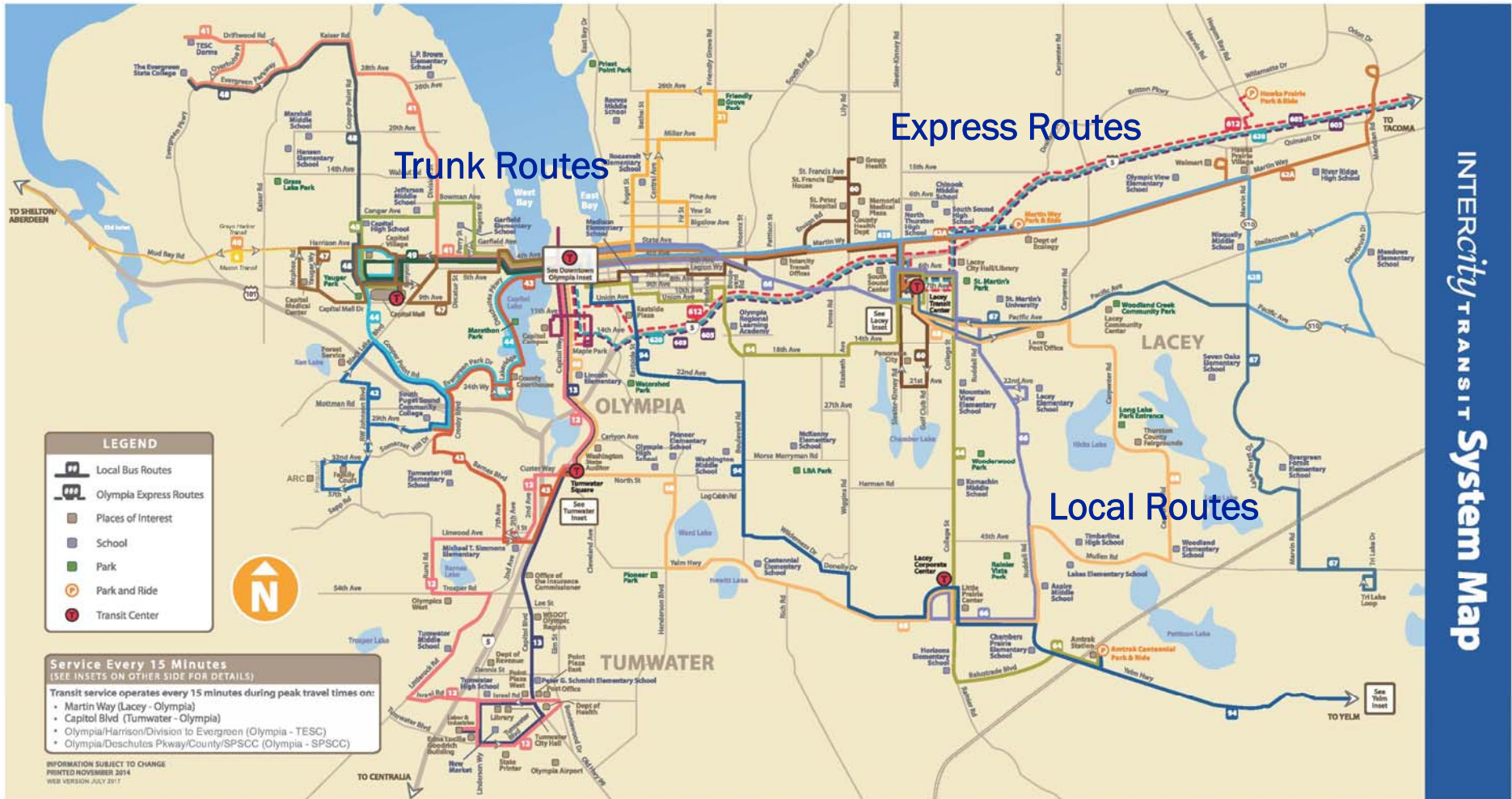


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Fixed Route Characteristics

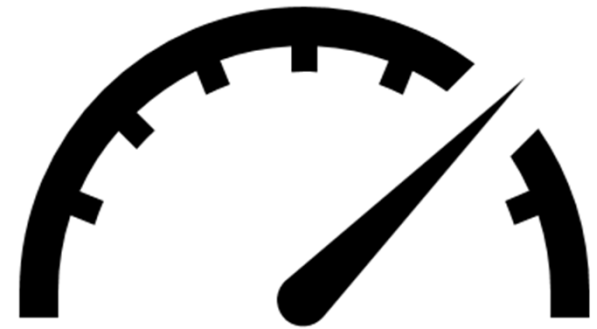


Intercity Transit System Design



Route & Service Terminology

- Revenue miles vs. total miles
- Scheduled hours vs. total hours
- On-time Performance (schedule vs. actual)
- Type of service (trunk, local, express)
- Boarding's per hour vs. trip loads
- Headway or Frequency
- Cost per hour of service
- “Blocks” (what a bus does) vs. “Run” (who does it)
- “Peak” vs. “off peak”
- Timed Transfers and “Hub and Spoke”





A closer look at Olympia

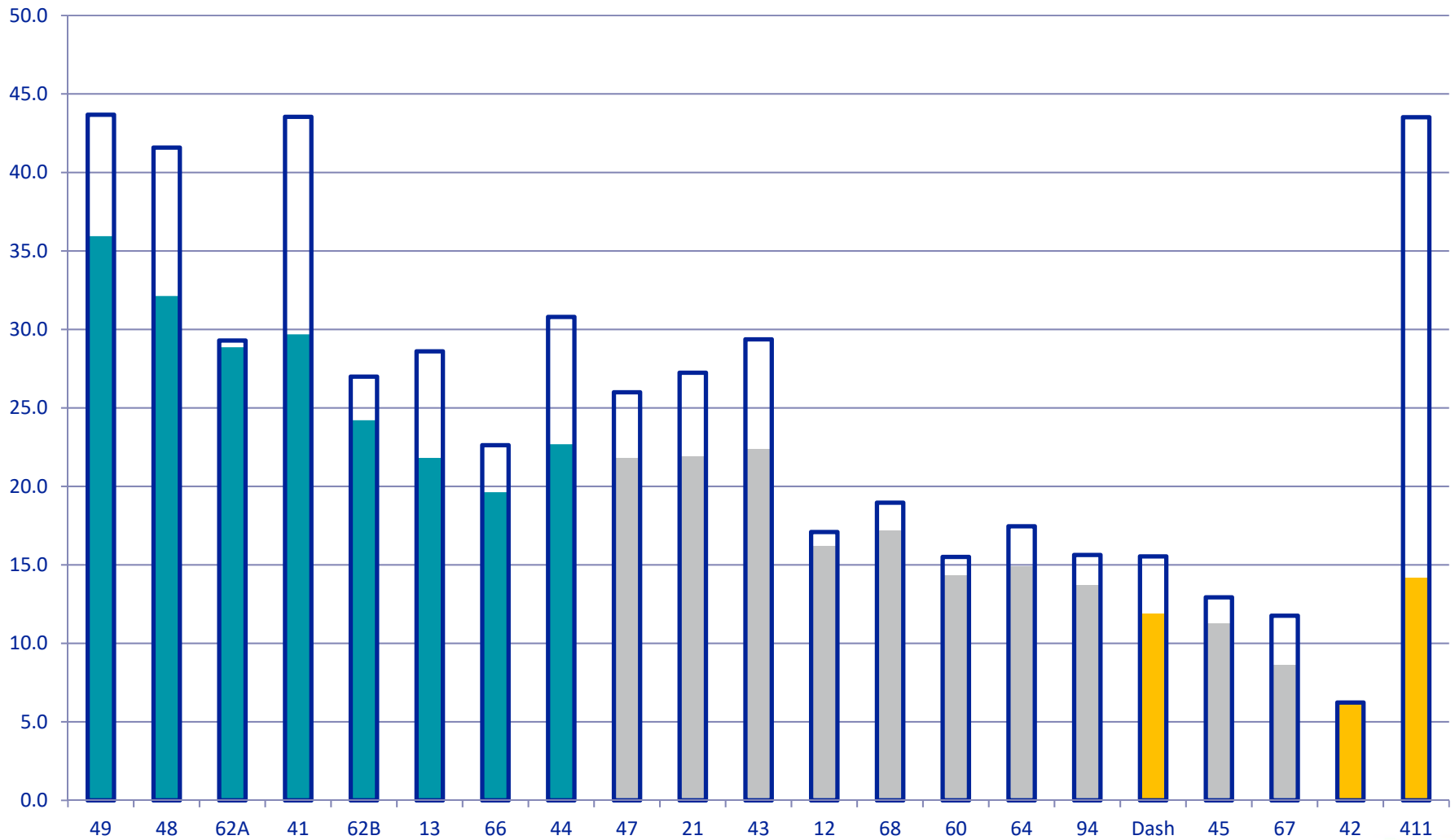
Service Overview

- **8 Trunk Routes** (13, 41, 44, 48, 49, 62A, 62B, 66)
 - 42.4% of all Fixed Route Budget
- **9 Local Routes** (12, 21, 43, 45, 47, 60, 64, 68, 94)
 - 39.1% of all Fixed Route Budget
- **2 Circulator Routes** (Dash and Nightline)
 - 3.8% of Fixed Route Budget
- **3 Express Routes** (603, 605, 612)
 - 10.4% of Fixed Route Budget
- Only 1 route operates outside of Olympia (#67 in Lacey)

Olympia
services
= **95.7%**
of Intercity Transit
Fixed Route
Budget

Boardings per Hour (2017)

Shown against each route's 10-year high



Trunk Routes

Secondary Routes

Circulator Routes

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Olympia

Olympia Transit Center – Hub of Intercity Transit Services

High Frequency Corridors Served
State and 4th - (East/West)
Capital Way – (North/South)

Half of Intercity Transit Rider Activity occurs in the Olympia Downtown area.

Regional Connections with Intercity express bus service to Pierce County and local inter-country connections to Mason Transit and Grays Harbor Transit at OTC

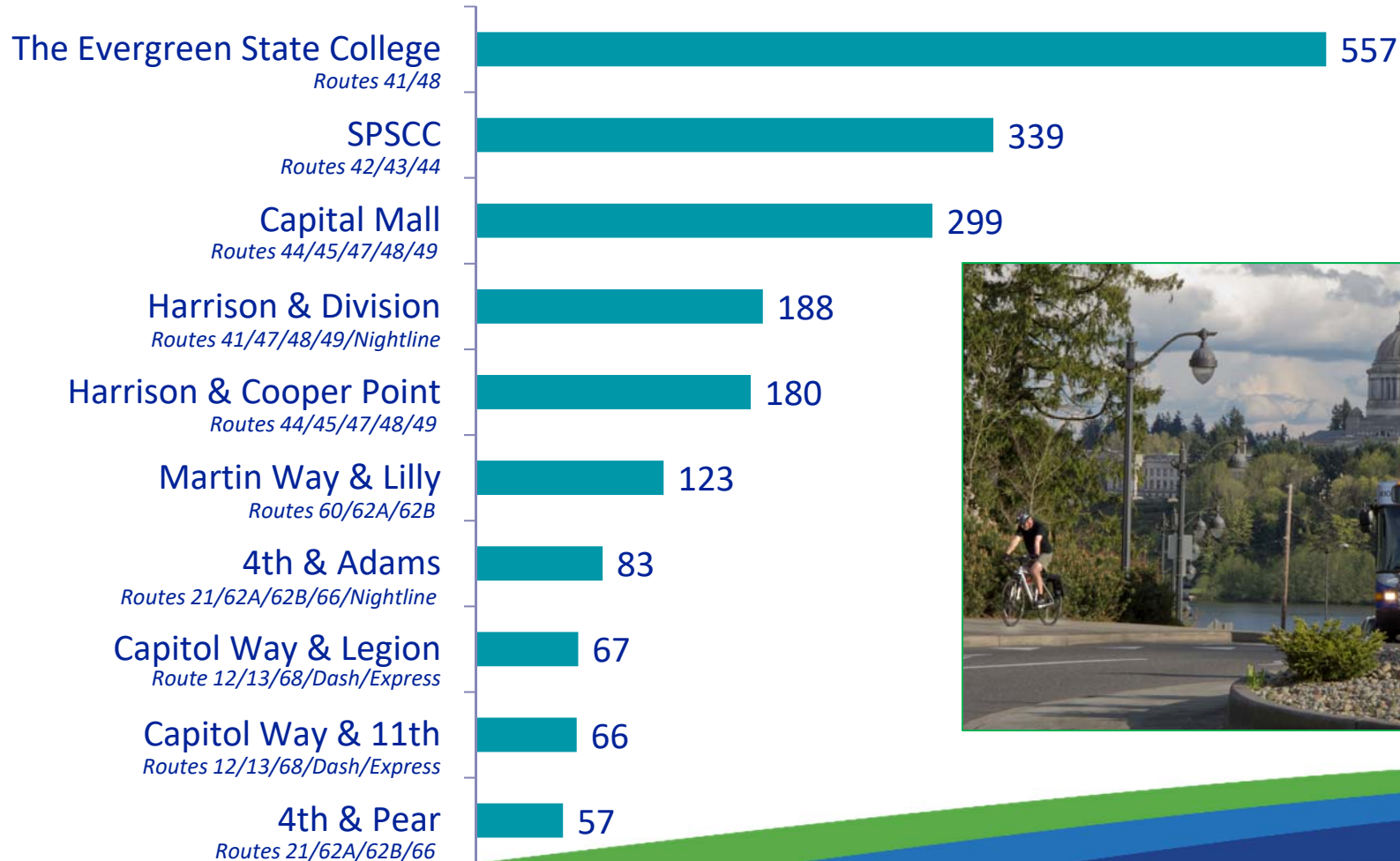
Olympia Transit Center

- **452 Scheduled Bus Departures Daily** (139,410 Annually)
- **3,248 Daily Boardings** (1 Million annually)
- **22** of Intercity Transit's 25 **Routes originate at OTC**
- Buses depart every **15 Minutes** from 6:00 AM to 7:00 PM (then every half hour until 11:30 PM)
- **OTC Expansion** project later this year **supports Riders**



Top Boarding Locations in Olympia

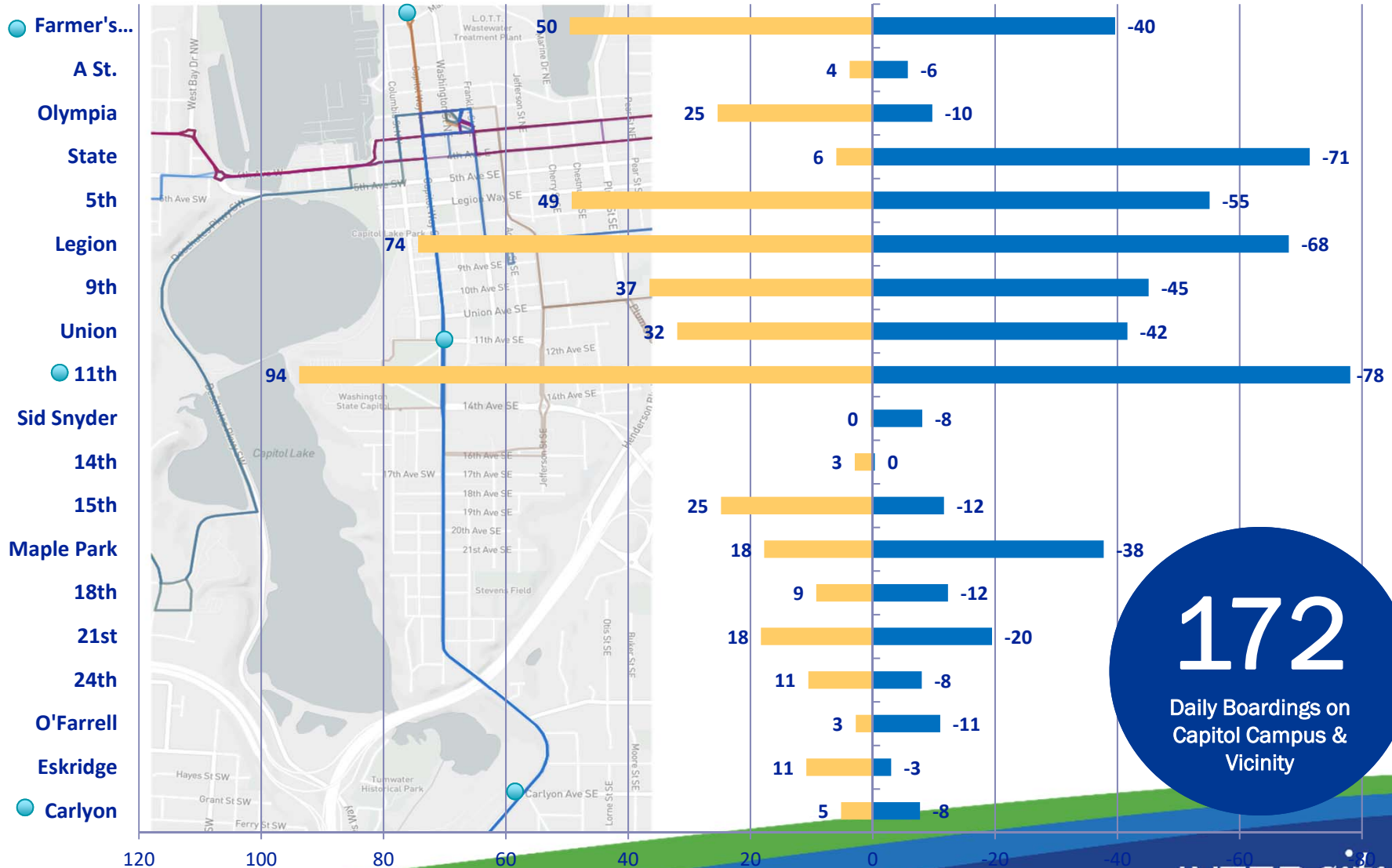
Boardings per day



Corridor View - Capitol Way

Avg. weekday **Boardings** & **Alightings**

Rts. 12, 13, 68, DASH, Express



172
Daily Boardings on
Capitol Campus &
Vicinity

Corridor View - Harrison Ave

Avg. weekday **Boardings** & **Alightings**

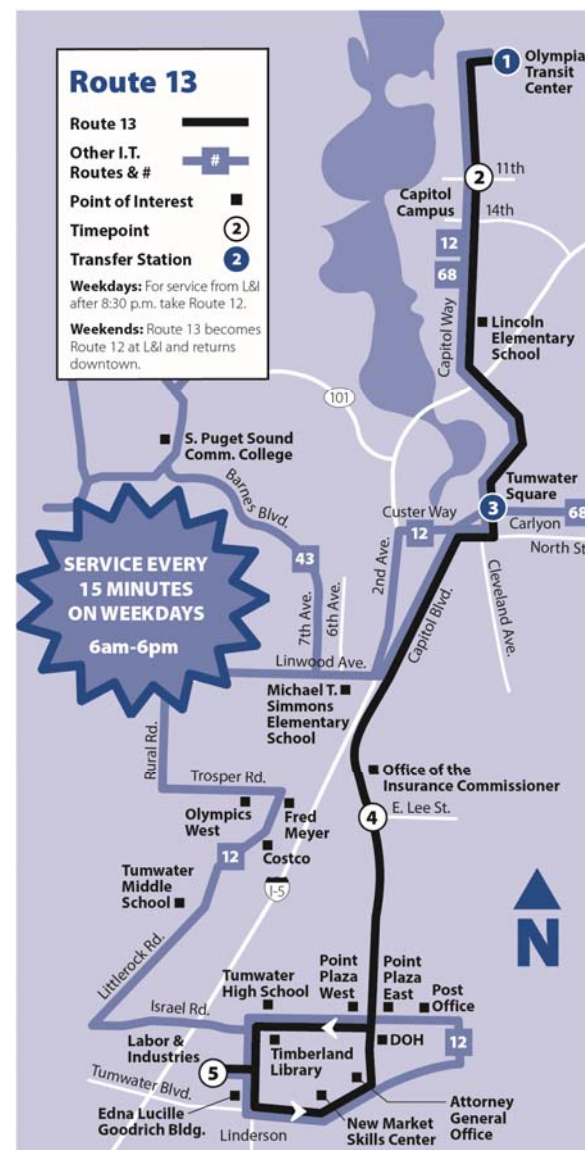
Rts. 41, 47(OB), 48



Route Design (Example)

Route #13 (Trunk Rt.)

- 6:10 am to 10:50 pm
- 9 buses are required to provide 15 minute frequency on this route (4 dedicated at any time).
- Equals 7.1% of weekday service
- 36 Operators each weekday
- 22 Passengers per Revenue Hour
- 588 Weekday Revenue Miles
- 52.4 Weekday Revenue Hours



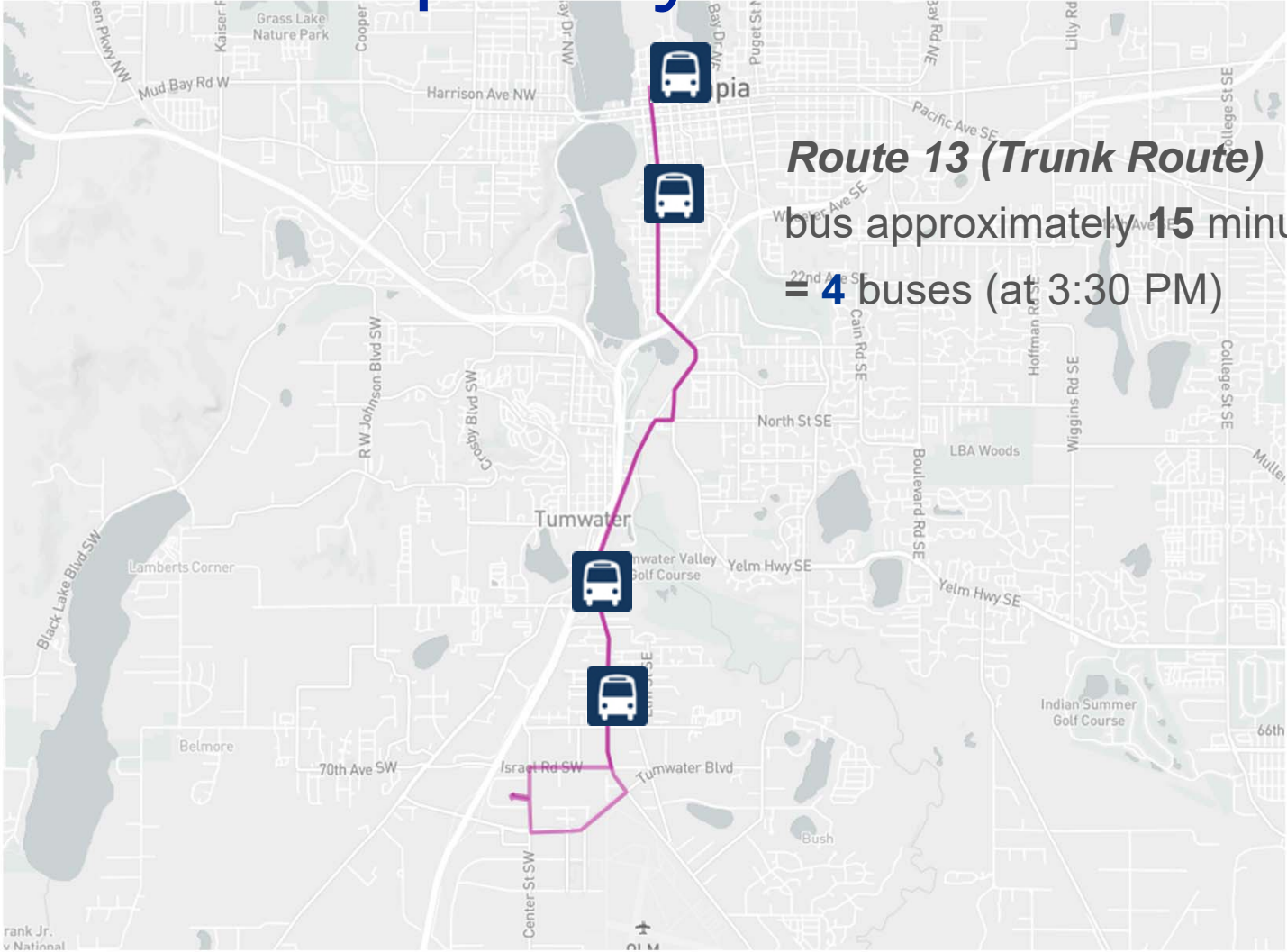
Frequency and Resources

Route 13 (Trunk Route – interlined with Routes 41 and 66). Buses 15 minutes apart

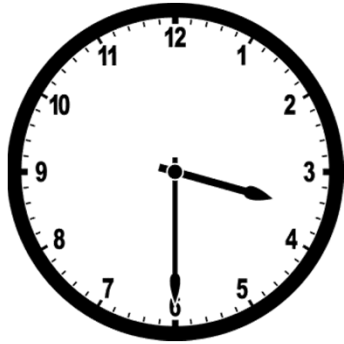
= 9 buses and 36 different Coach Operators



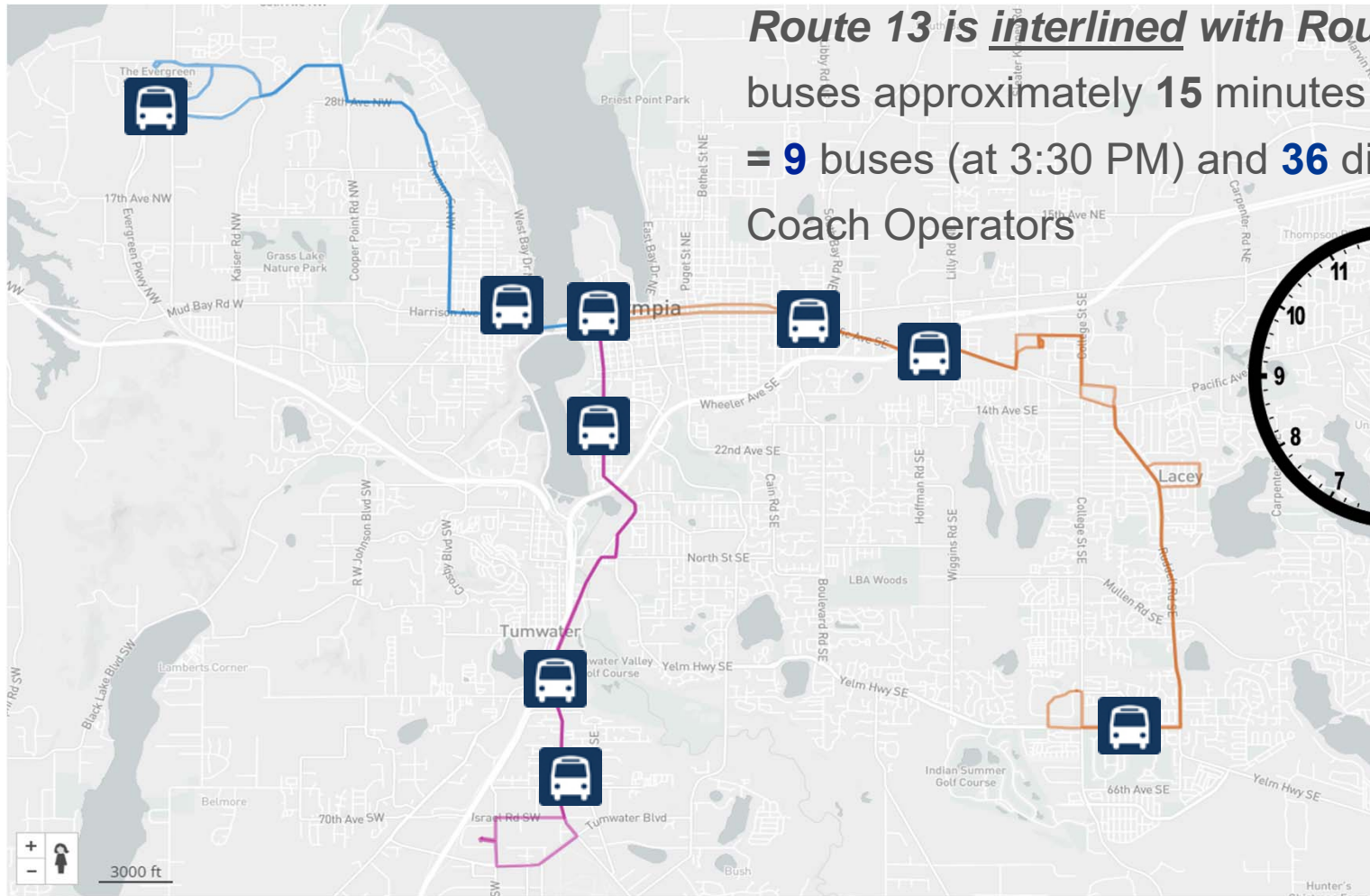
Frequency and Resources



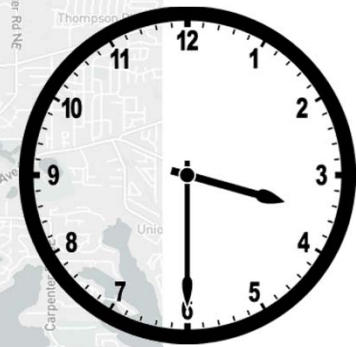
Route 13 (Trunk Route)
bus approximately **15** minutes apart
= 4 buses (at 3:30 PM)



Frequency and Resources



Route 13 is interlined with Routes 41 & 66
buses approximately **15** minutes apart
= **9** buses (at 3:30 PM) and **36** different
Coach Operators



Downtown Operational Challenges

- Service Reliability - Each minute of Signal Delay Leaving OTC cost \$85,680
- Schedule Delay Range 2-8 minutes (based on CAD/AVL data)
- Both Intersections – Mid Range Impact \$685,440 per year (+/- 4 min.)
- Intersection bulb outs and narrow lanes (Capital) can impede transit operations.

Smart Corridors – Signal Upgrades will help Mitigate that variability





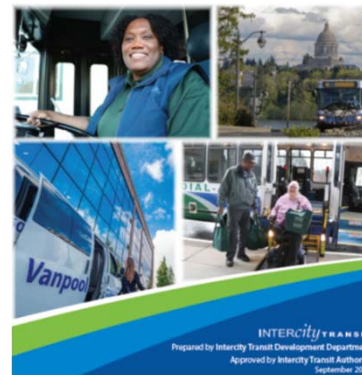
S&LRP... Community Outreach &

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**ROAD
TRIP**

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Partners in Planning

- Transit Planning Framework in Washington (TDP)
- Relationship to Regional (MPO) and local (GMA) comprehensive plans
- What is a long Range Transit vs. Short Term Transit Plan?
- Seeking active engagement so transit can support long-term growth of our communities



What Moves You?

What Moves You

July 8, 2016

Expansion of Urban Transit Services

T2



▲ Photo: 2016 - Intercity Transit Vanpool van, Dial-a-Lift paratransit bus, and standard route bus. The project will increase services provided by Intercity Transit. [Intercity Transit Image February 2016]

Sponsor
Intercity Transit

Location
Intercity Transit Service Area

Description
Increase fixed route (local and express), Dial-a-Lift, and vanpool service. Increase frequency on local routes (15 minute service on major corridors, 30 minute peak hour service on all routes). Increase evening, weekend, and holiday span of service. Expand express service. Add new local routes.

Estimated Cost
\$34,400,000 Public

Programming
Constrained (Public Transportation)

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Why a Plan?



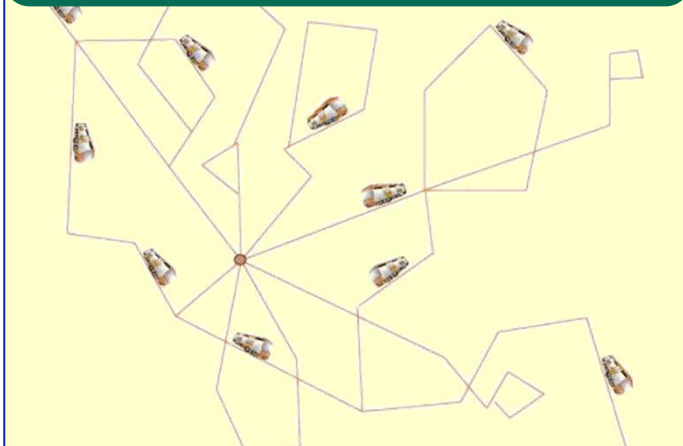
“Mobility for people who need it!”

“Get cars off the road!”



Coverage

Dispersed Service Everywhere

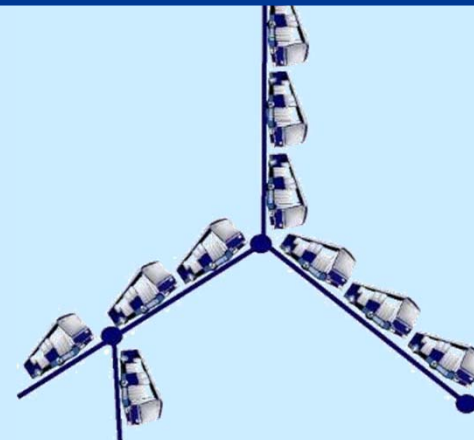


LOW RIDERSHIP...But really important for those who use it.



Productivity

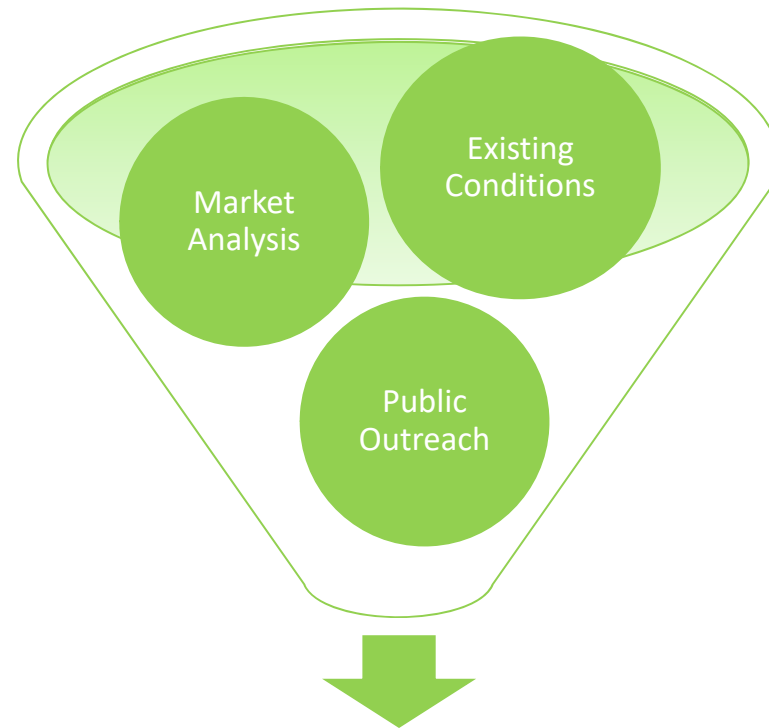
Frequency & Speed
Where There's Demand



HIGH RIDERSHIP...
But no service in many places

Short & Long Range Transit Plan

- **Existing Conditions**
Assessment of strengths and weaknesses of IT service
- **Short-range** plans to address growth and operational issues
- **Long-range** plan to position IT to provide mobility throughout the four-city PTBA

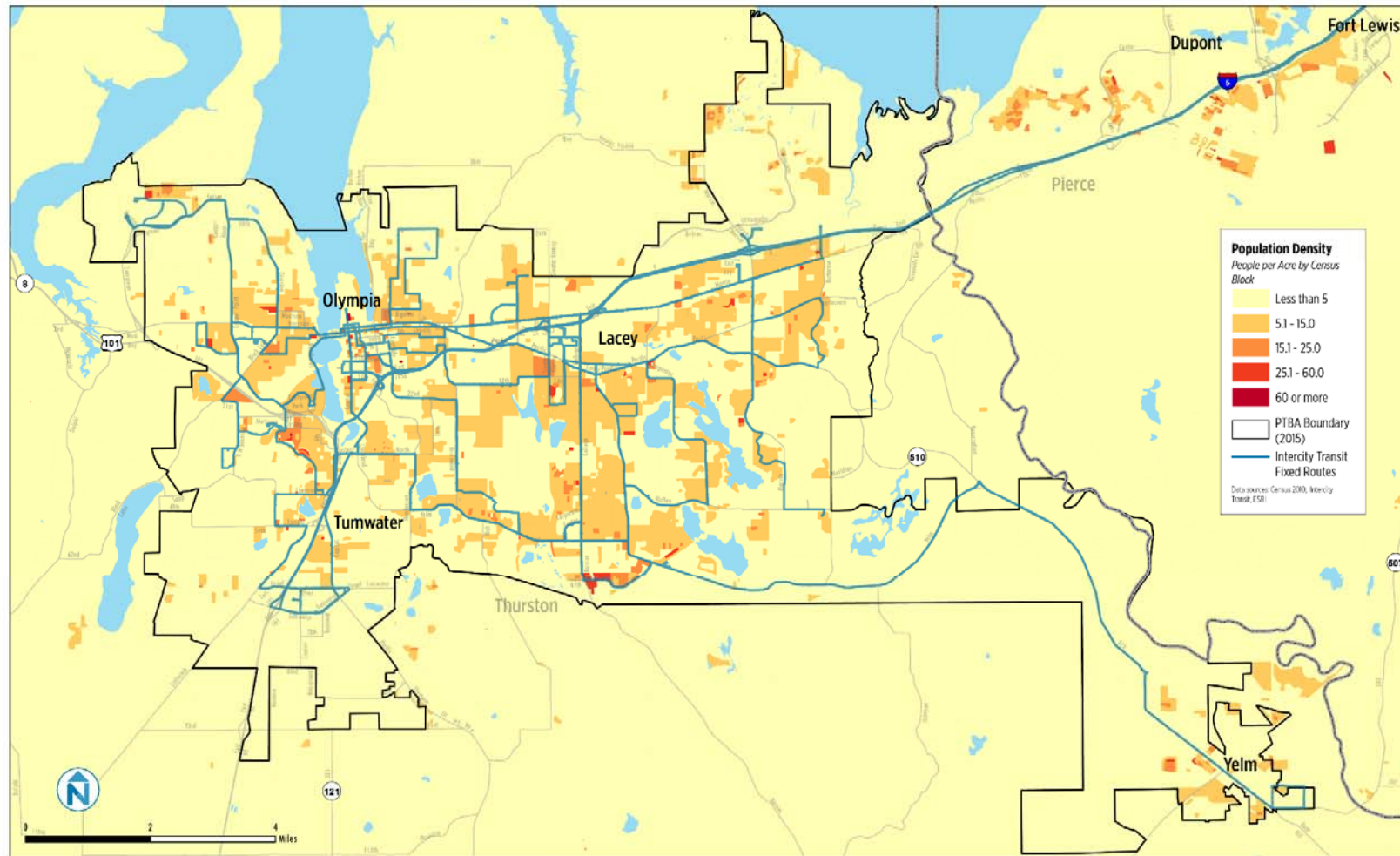


**System Alternatives
Roadmap for Future**

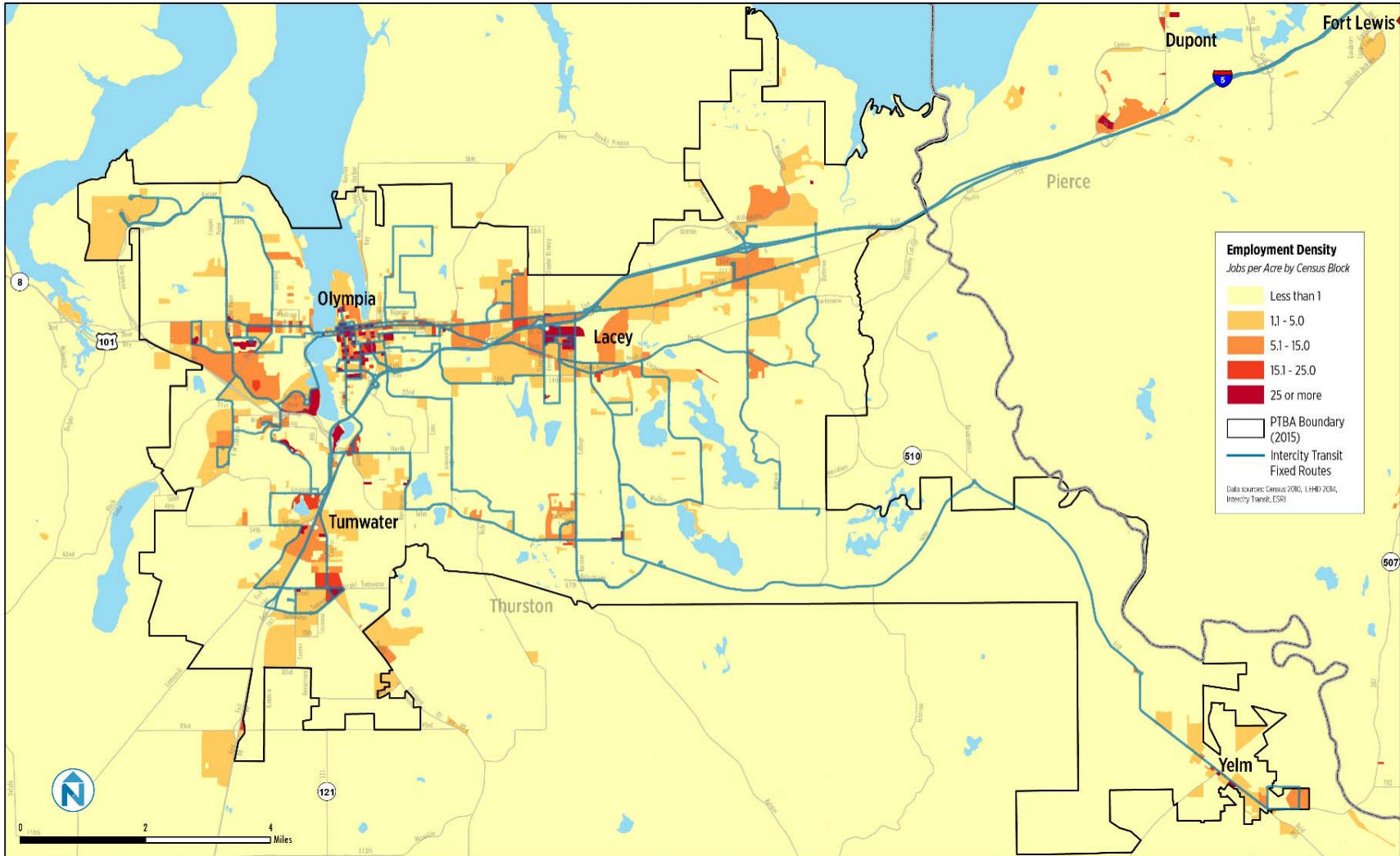
S&LRP - What we look at

- Population and Employment - Current Land Use / Demographics and Projected changes
- Travel Demand Today and Forecast
- Transit Propensity - Review of Current Services and Geography of Services
- Users and Potential Users - Review of Market and Rider Surveys
- What should we look like in 20 years...and how do we get there? Outreach and Public Involvement
- Messaging Options

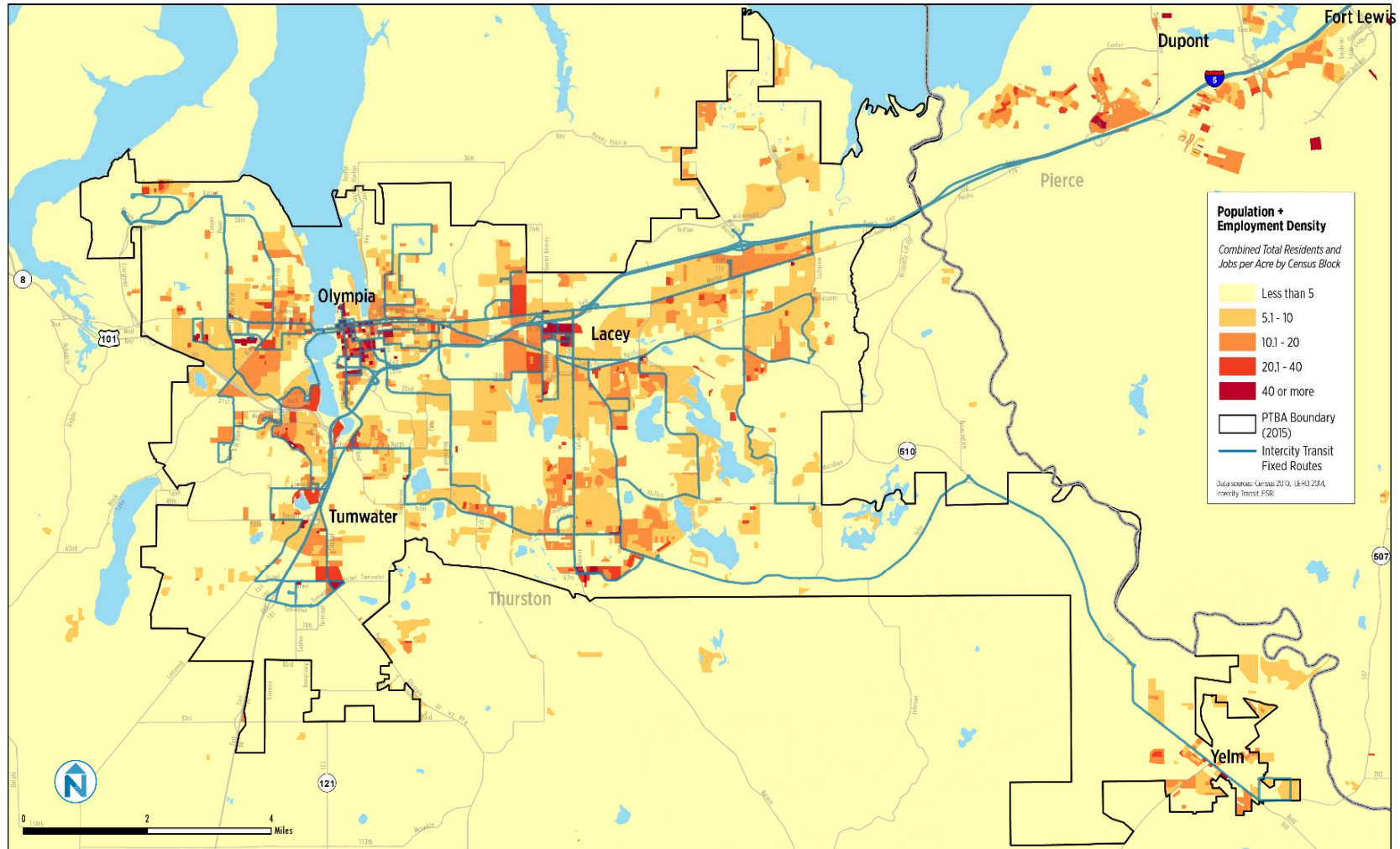
Market for Transit



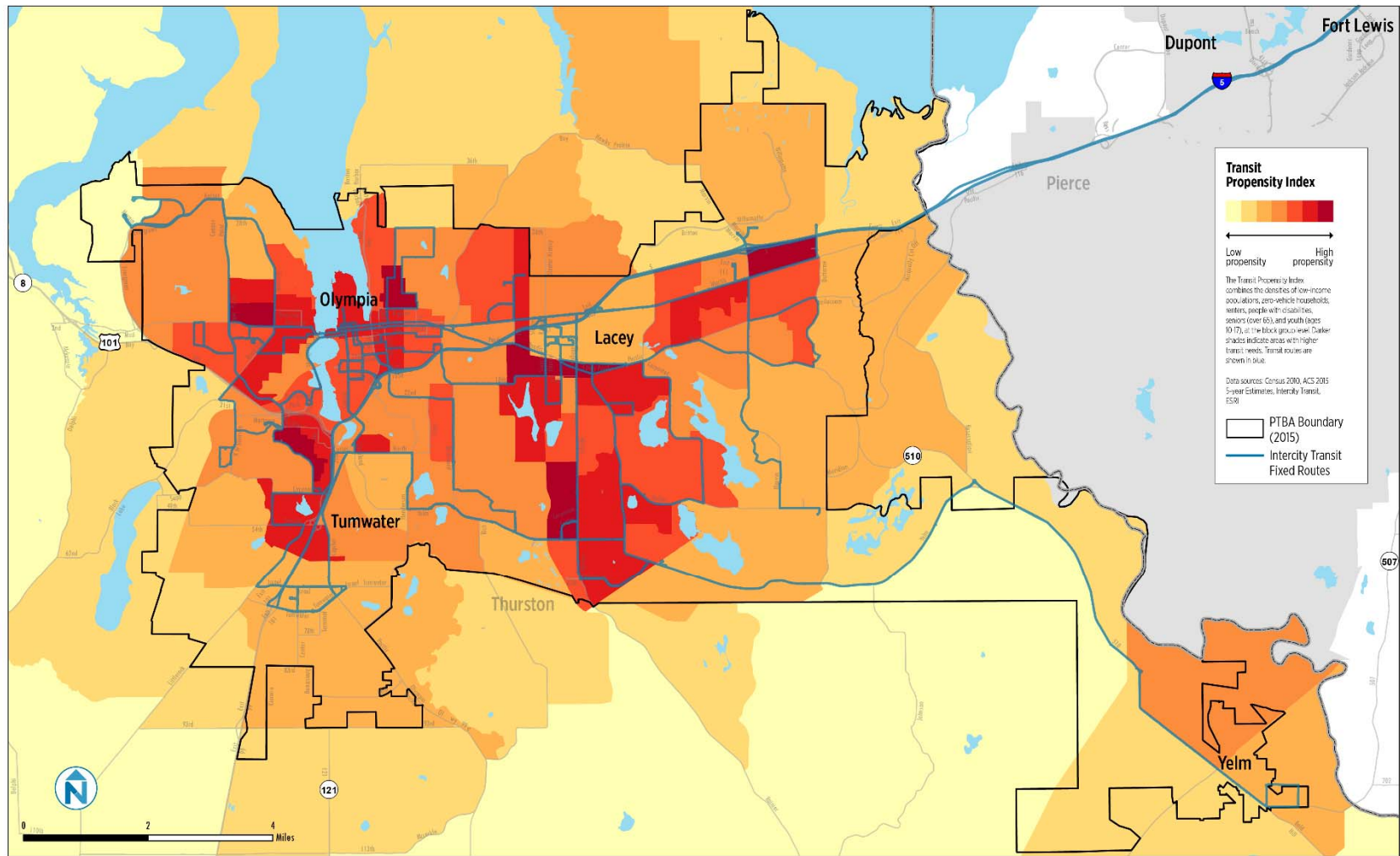
Population Density



Employment Density



Population & Employment Density Combination



Transit Propensity Index

Demographic Analysis Takeaways

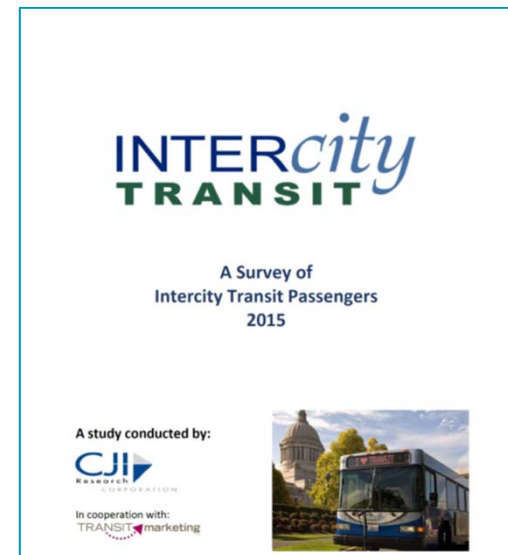
- Majority of PTBA has less than 10 residents/acre
- Areas with highest propensity are served by transit
- Older neighborhoods close to downtown Olympia have high transit propensity (dense and socio-economic propensity)
- NE Lacey has areas (Jubilee) that are not served with high senior population

Travel Demand Takeaways

- Strongest travel desire lines are served by IT
- Unserved travel patterns:
 - East Lacey to North Lacey trips
 - Regional markets outside of PTBA
 - NW Thurston County
 - Pierce County
 - King County
- Bigger markets without direct service:
 - SE Tumwater to SW Olympia

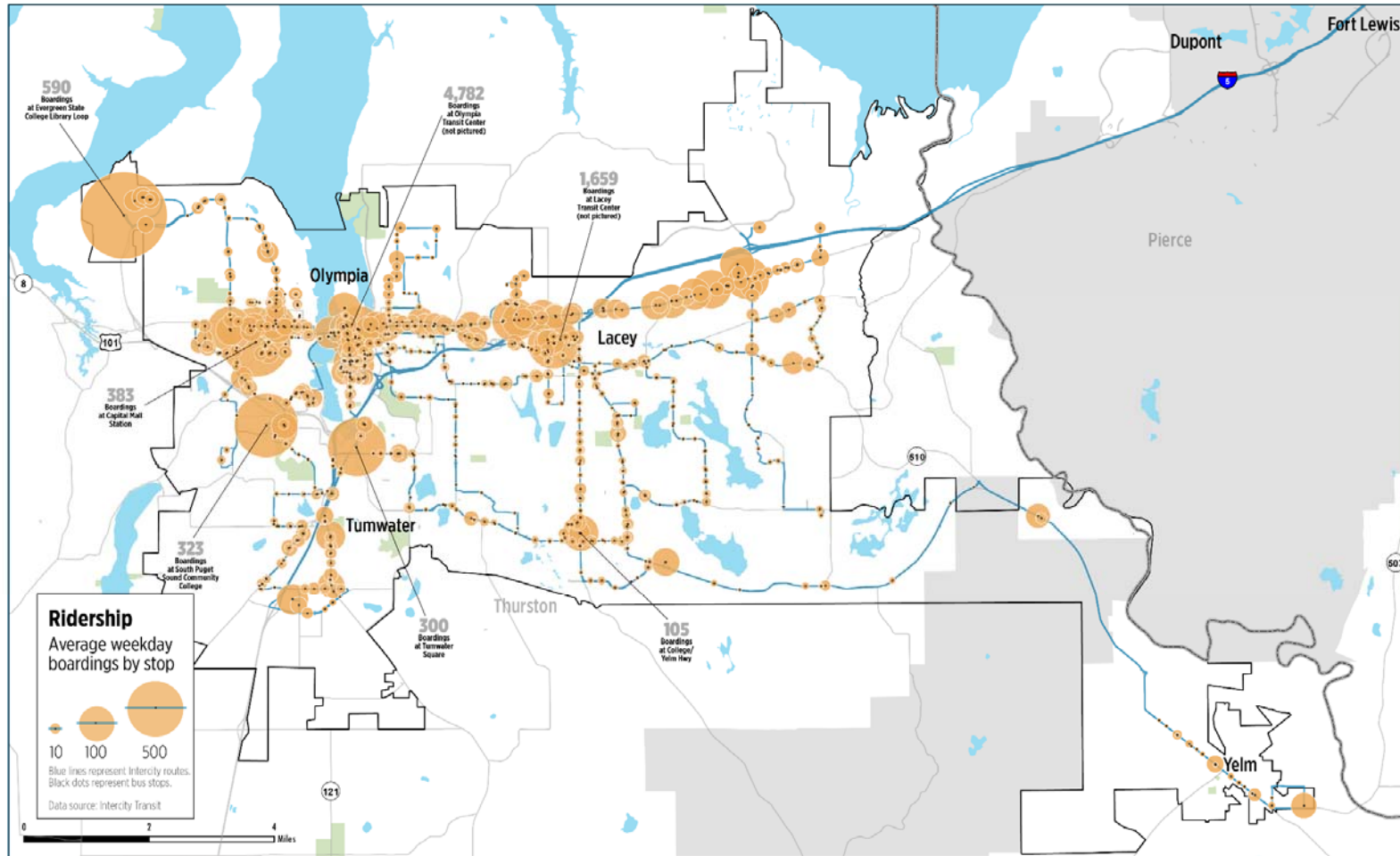
Key Market Segmentation & Customer Satisfaction Survey Takeaways

- Population is more transit dependent
- Market share of Intercity Transit has shrunk
- Customer satisfaction has dropped, especially with on-time performance
- Top desired service improvements:
 - On-time performance
 - Extended evening hours

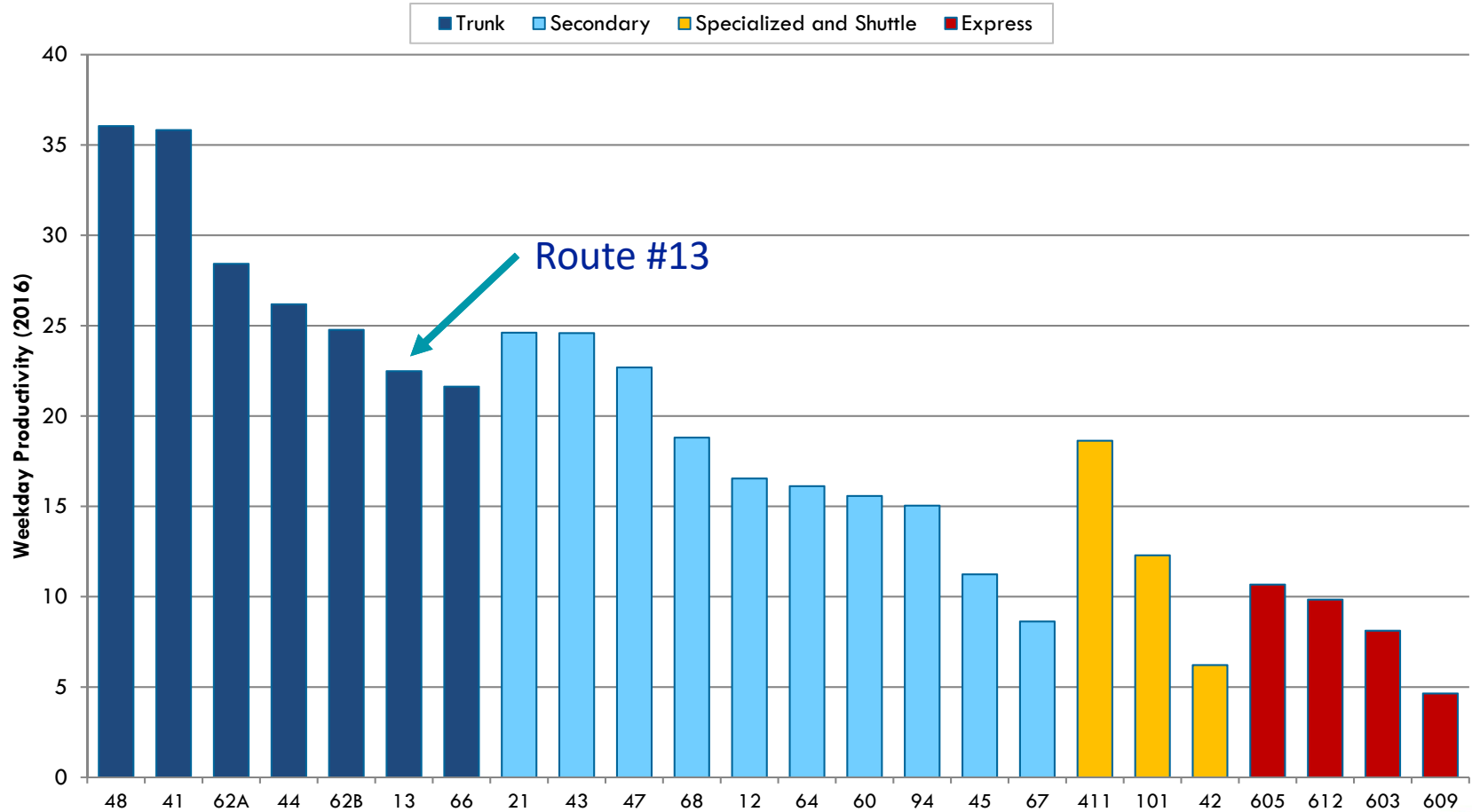


- 2015 Rider Survey
 - 2,954 respondents
- 2015 Market Segmentation Survey
 - 797 respondents

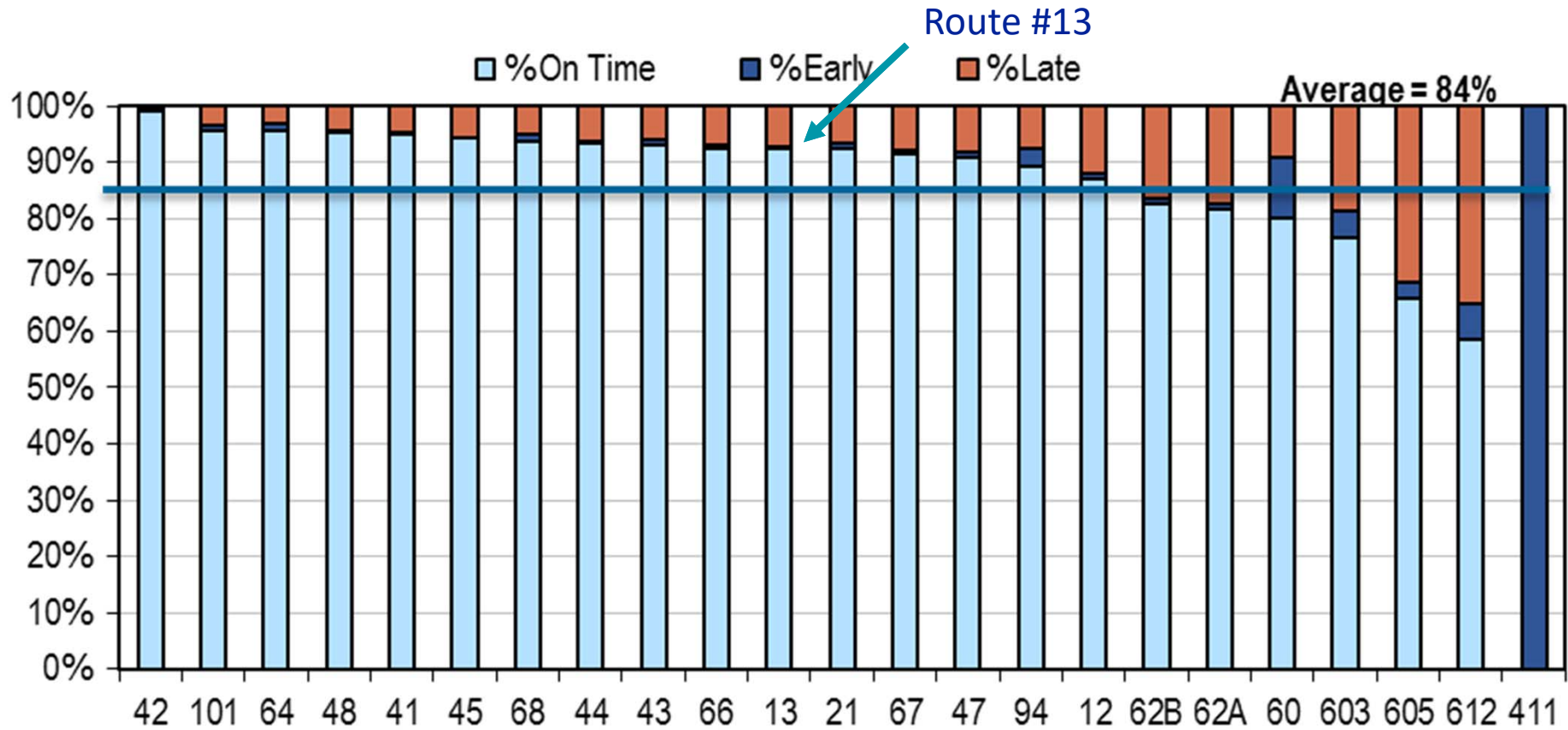
Systemwide Ridership



Weekday Productivity



On-Time Performance



Key Takeaways

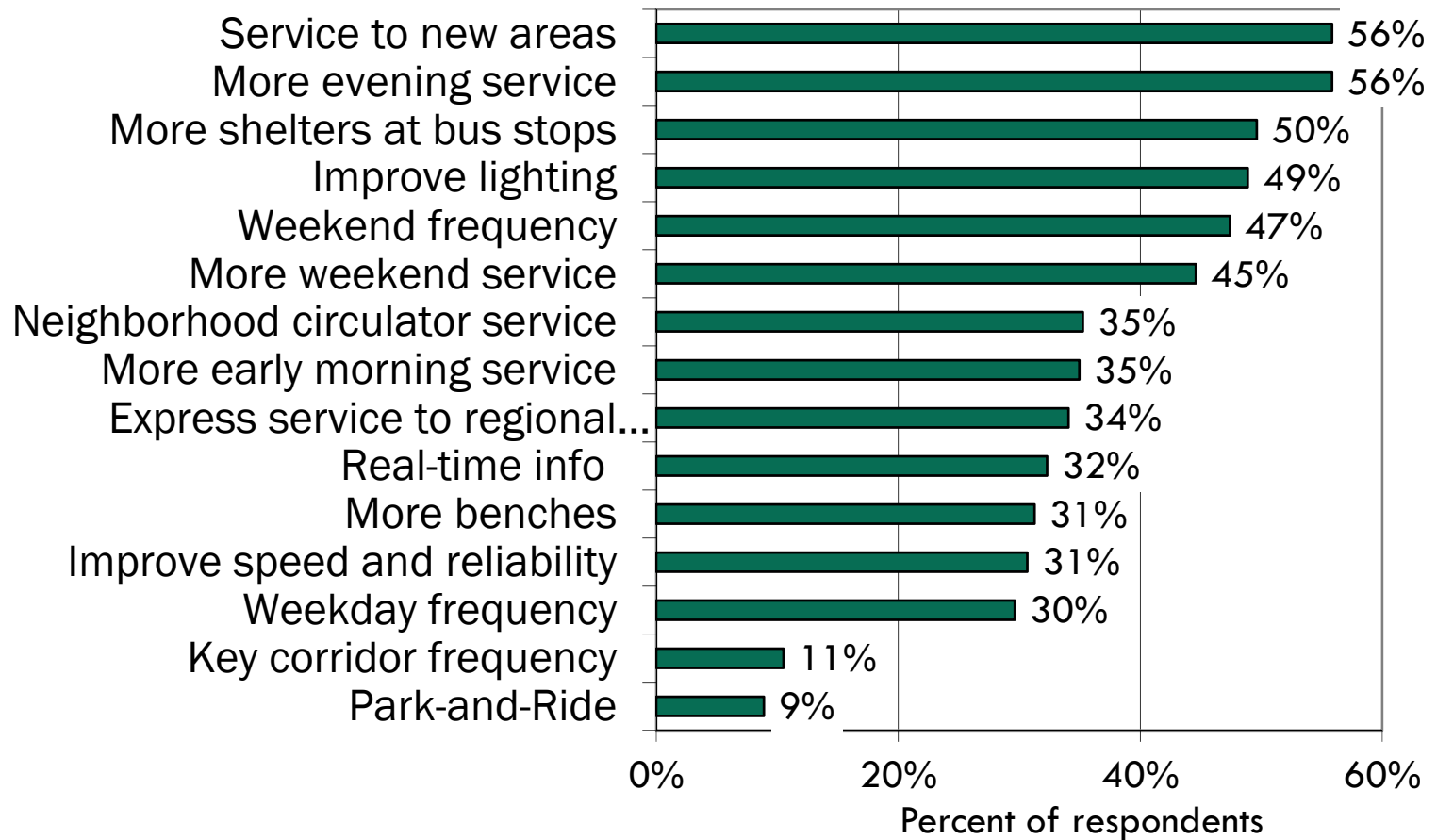
- On-time performance for select routes may be improved
- High Frequency Corridor approach works
- Multiple routes/areas where productivity is less than 10 passengers/hour – an alternative approach should be considered
- Commuter services are expensive and productivity is low

IT Road Trip – Public Process

- IT began a “community conversation” in fall of 2016
- Thurston County growth=130,000 in next 25 years
- Intercity Transit preparing for future needs—looking beyond 5 years
- May – September asked community for input we used Intercepts, social media, community meetings, website and a \$250 incentive to help drive participation.
 - 3,500 participants
 - 10,000 plus unique inputs
- We asked about:
 - Current Service Use and Priorities?
 - Near-Term Improvements?
 - Big Idea for the Future?
 - Anything Else?



Priorities Heard



Focus Areas (10,000 ideas)



1. Customer Experience and Operations (CEO)

2. Fares, Information and Technology (FIT)

3. Transit Stations and Stops (TSS)



4. Existing Routes and Scheduling (ERS)

5. Extended Routes and Commuting (ERC)



6. Specialized Transit Services (STS)

Customer Experience and Operations

- Ensure IT is accessible to all
- Maintain outstanding customer service
- Improve the rider experience
- **Make safety + security a top priority**
- Develop funding strategies to preserve and expand transit service
- Improve alt. transportation to ensure viable options
- Increase ridership/reduce # SOV trips
- Stimulate additional ridership through education and outreach
- Operate a clean/alt. fuel fleet
- Optimize fleet to meet changing needs
- **Enhance key bus facets and features**
- Expand and enhance bike loading and transport

Tracking Road Trip Comments ...

Focus Area: Customer Experience and Operations

Make safety and security for riders a top priority (207)

**One of the biggest reasons many do not use IT is because of the crowd it attracts. The Olympia transit center is covered with people asking for money, or cigarettes, they are drunk or high or have mental health issues. Having such a high population of people begging or acting out creates an environment that feels unsafe and unpredictable. If the public could feel safe when riding, I believe ridership would go up.*

Security guard presence (24)

Clamp down on drunk, belligerent, drug using passengers (16)

Work with OPD to address drug deals at downtown transit center (6)

Bus driver safety (6)

Allow bus drivers authority to refuse service to problematic passengers (5)

A secret rider to keep it safe

Enforce no-sleeping at station/on bus rule

Increase number of safety sensors, cameras around the bus, especially in high pedestrian areas (3)

Security measures, communication, and surveys in English and in Spanish

Example of how comments were noted and being addressed...

Focus Area: Fares, Information and Technology

Offer free-fare service or zones (50)

Provide free service in the downtown corridor (2)

I don't know how you'd get there, but how amazing would it be if our transit system were free to ride. A first step would be to increase the age that kids are free. This would make riding the bus more attractive for families who have cars but are trying to drive them less. When faced with the choice of driving my car from my house to downtown (10 minutes) and paying \$7.50 for a round trip with my two kids (8 and 11 years old), the bus option just starts to feel kind of expensive.

Common Comments

“More service to Hawk's Prairie area including Jubilee.”

“Increasing service weekdays and weekends, particularly early morning and evening trips.”

“Need more express transit options from Olympia direct to Seattle.”

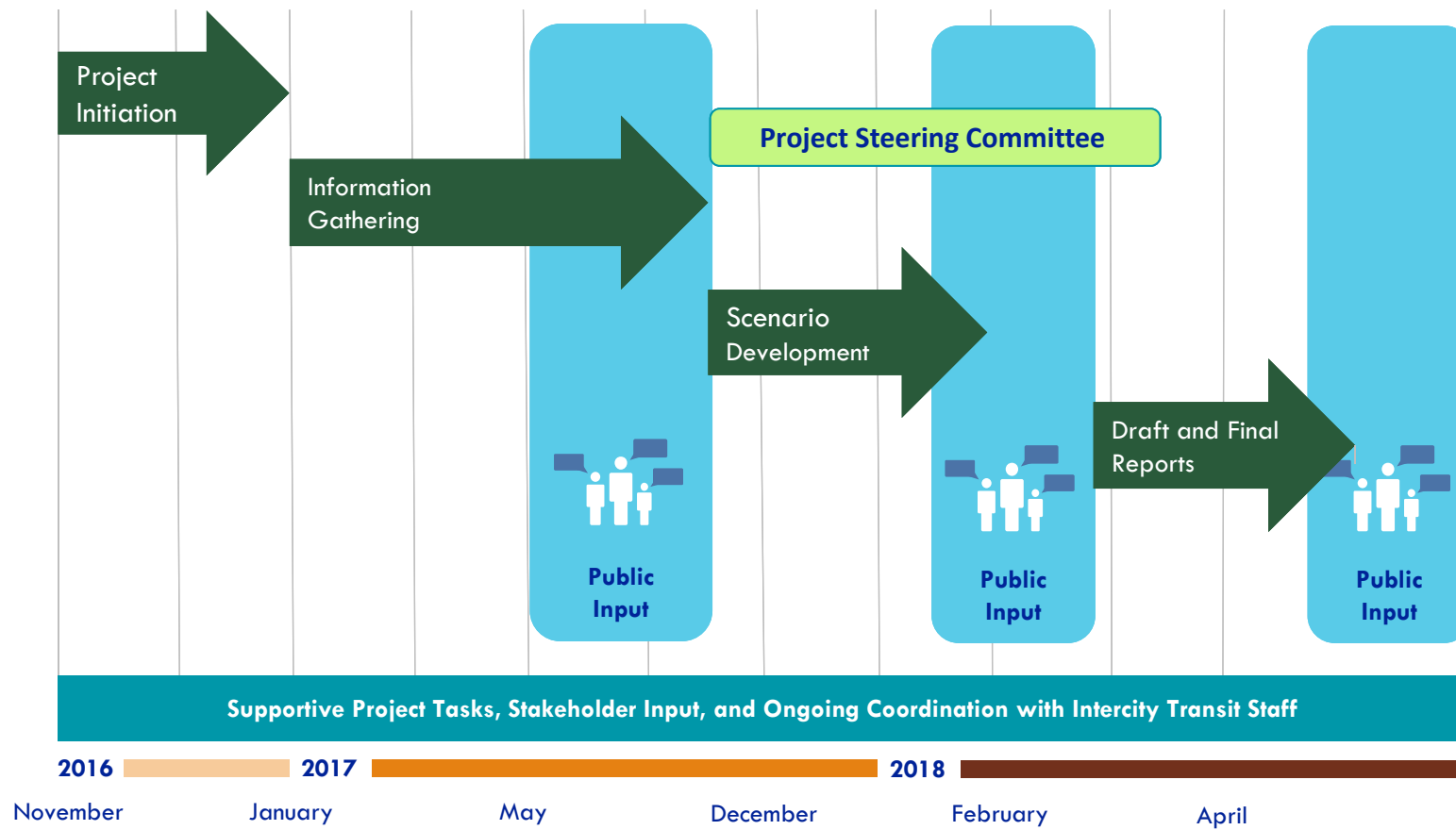
“More stops marked with bus times. Not all have them.”



Data Uses

- Confirm priorities during round two outreach
- Incorporate into short- and long-range plans
- Framework for communications team
- Easy victory inventory
- Impetus for “big moves”
- Playbook for implementation

S&LRP Schedule



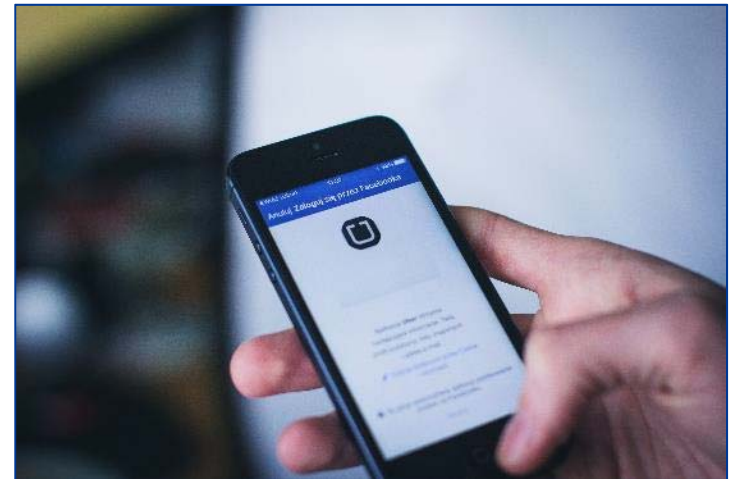
Final thought...



What is Intercity Transit's long term role?

- Private-public partnerships with TNC's/taxis
- Partnership with app-based providers
- "Big Data"
- Service Speed and Reliability
- Corridor Approach – Or "BRT Light"

Question: What's the number one thing a transit agency of our size can do to improve transit travel times?



*Change is happening.
We are still operating 2004 Buses that
were purchased before Facebook was
invented.*

The image shows the interior of a bus with several passengers. A woman in a tan coat is smiling in the foreground, and a man in a dark suit is looking forward. Other passengers are visible in the background. The bus has blue seats and overhead lighting. A sign on the wall says "Don't forget!" and another says "EMERGENCY EXIT".

Thank you for your time this evening.

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