



Presentation to Oklahoma City Council June 22, 2010

Achieving and Sustaining

Ridership Increases on Fixed Route Bus Service

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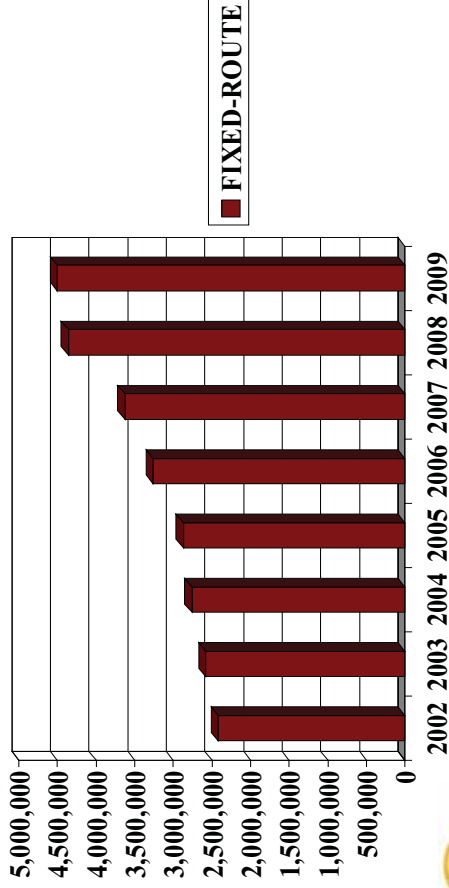


Intercity Transit – Description

- South Puget Sound Region, WA
- Serves State Capital, Olympia/Thurston County
- 68 Coaches
- 33 ADA Paratransit
- 185 Vanpools
- 4.3 Million FR Boardings
- 295 Employees



Ridership Growth – 2002 to 2009



Keys to Achieving and Sustaining Ridership Growth

- Have a Plan
- Adopt Design Principles
- Phase Implementation
- Make Easy to Use for Everyone
- Get People to Try Once
- Market
- Develop Community Partnerships



Design Principles (1)

- Operate a range of services
- Strengthen service along major corridors
- Reduce customer travel times
- Keep pace with development



Design Principles (2)

- Expand express service
- Support a range of transportation alternatives
- Provide fixed facilities and equipment that support the region's public transportation infrastructure

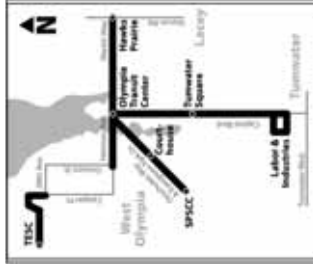


Olympia Transit Center



Establish High Frequency Corridors

- 15-minute headway, all-day on weekdays
- Serve all major generators with this level of service
- Clock headways and timed-transfers
- Good passenger amenities
- Brand and market



Phase Implementation

- Three 10% service increases in three years are better than one 30% increase
 - Creates feeling of constant improvement
 - Hiring and implementation easier
 - Allows adjustment based on experience & external changes
- Do not program every dollar you have



Make System Easy-to-Use for All

- Simple fare structure
- Accommodate children – strollers
- Be bicycle friendly
- Automated announcements/clear information



Get People to Try Once

- Dash Shuttle
- Special Event Service, if possible
- Travel Training
- Pass Programs
- Rider Incentives



Market Constantly

- Regular communications with riders and community
- Publicize the good stuff – biodiesel, sustainability
- Clear information and professional look



Communicate Constantly

- Regular communications with riders and community
- Publicize the good stuff – and even the tough stuff



Communicate Constantly – cont'd

- Media relations important
- Engage the public (taxpayer)



Market to Youth

- Discounted youth pass
- 45% riders age 25 & younger
- Youth Education Program



Market to Youth – cont'd

- Teens & pre-teens (middle & high school age)
- Market to parents of youth



Market to Commuters

- Pass Programs
- Worksite Outreach
- Bicycle Commuter Contest



THURSTON COUNTY ARRIVAL

Bicycle Commuter Contest

REGISTER in APRIL,
RIDE in MAY!

786-1881 • intercitytransit.com

"It's another way to reinforce the habit of biking to work."
— Bobbi King, Thurston Co.

INTERCITY TRANSIT

A small graphic showing a person riding a bicycle.

Develop Community Partnerships

- The Evergreen State College and South Puget Sound Community College
- Village Vans, Community Vans, and Surplus Van Grant Program
- Commute Trip Reduction Program
- Bicycle Commuter Contest
- Dash Shuttle



Motivators & Barriers



Personal Motivators

- Saving \$ on Gas
- Employer Subsidies (bus pass, vanpool subsidy)
- Guaranteed Ride Home
- Access to Staff Car at Work
- Curb Climate Change/Help Air Quality



Motivators & Barriers – cont'd

Personal Barriers

- Less Convenient/Flexible
- Takes More Time
- Need Car During Day
- Changing Habits Hard
- Car-Oriented Culture
- Limited Access to Alt Services








Thank you!

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InterCity Transit Ridership 2007-2008

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InterCity Transit ridership increased 11% in 2008, reaching 1.1 billion boardings. This growth was driven by a combination of factors, including the launch of new routes and the implementation of fare-free zones in downtown areas.

FAST FACTS

- Ridership increased 11% in 2008, reaching 1.1 billion boardings.
- The number of boardings per bus increased from 1,000 in 2007 to 1,100 in 2008.
- The number of boardings per mile increased from 1,000 in 2007 to 1,100 in 2008.

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Performance Report

February 2008 - Issue 4

InterCity Transit Ridership Increases Dramatically in 2008

The fact that Intercity Transit ridership increased 11% in 2008, reaching 1.1 billion boardings, is a testament to the success of our service. This growth was driven by a combination of factors, including the launch of new routes and the implementation of fare-free zones in downtown areas.

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