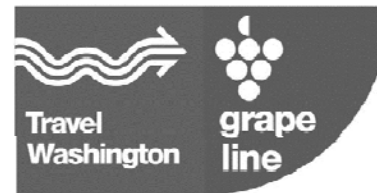


Travel Washington Rural Intercity Bus

Community Economic Benefits



Stephen R. Abernathy, AICP
Intercity Bus Program Manager

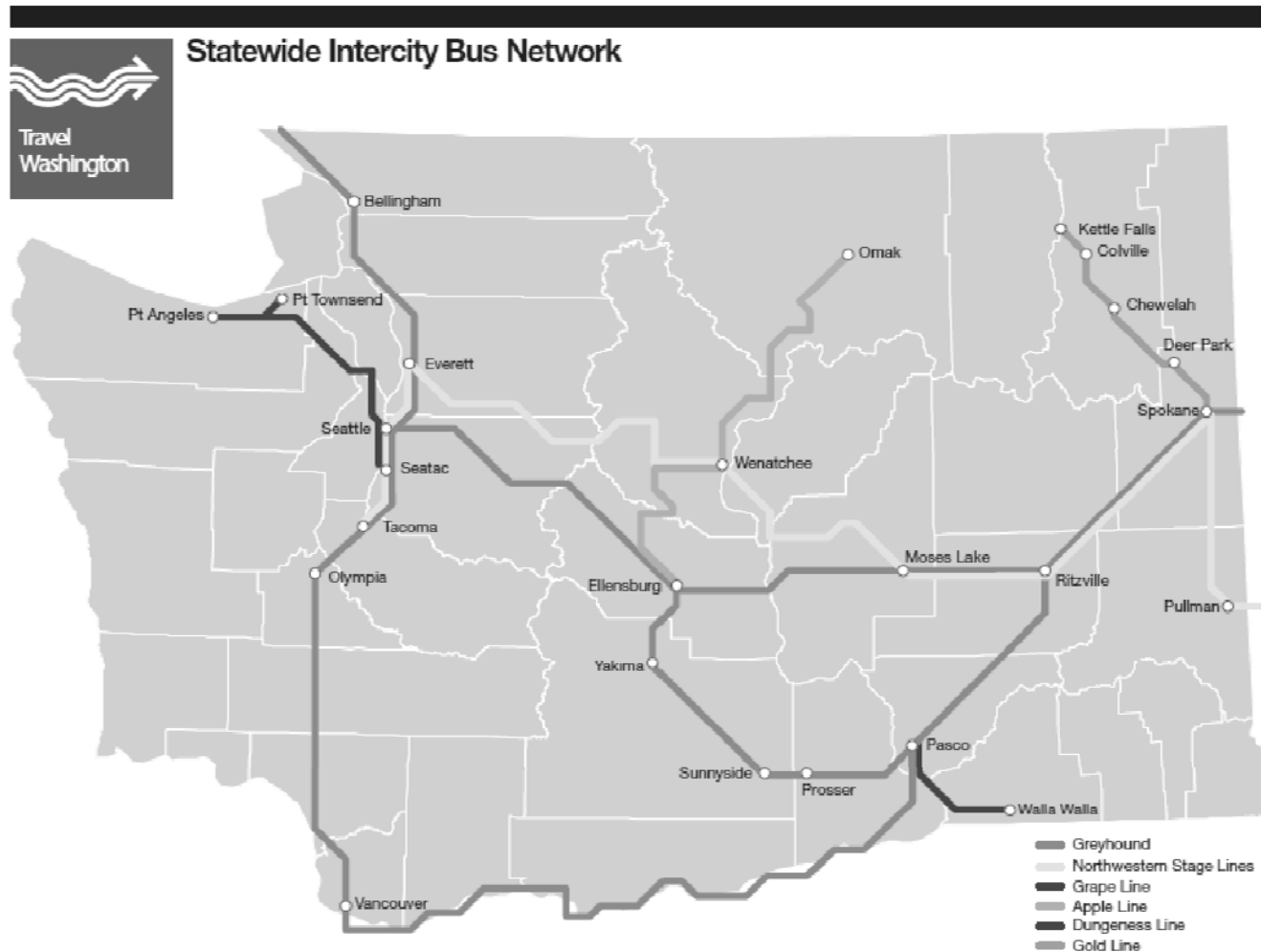
Lynn Peterson
Secretary of Transportation

**Travel Washington Rural Intercity
Bus Community Economic
Benefits**
Brandon, Manitoba, Canada

November 26, 2013

Travel Washington

Community Economic Benefits



Association of Manitoba Municipalities
Brandon, Manitoba
November 26, 2013

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Community Economic Benefits- Program History



- **Goal: Provide access & mobility to rural residents.**
- **Program funded with Federal Transit Administration (FTA) Section 5311(f) funds.**
- **Request for Proposals (RFP) for each service routes.**
- **Promotes open and competitive process.**
- **Provides more flexibility to meet identified rural transportation needs.**
- **Select vendor of *best value* for each project.**
- **Competition between *vendors*, not projects.**

Travel Washington

Community Economic Benefits- Program History

- Program initiated through community grass-roots effort as a result of Greyhound service reductions.
- Study produced by KFH Group of Bethesda, Maryland identified primary routes of “unmet” need.
- Each route is named for products produced in the respective region of the state it operates in.
- Marketing materials developed for uniform appearance and promotion.
- Each route is licensed with State, web domains are owned by WSDOT.



Travel Washington

Community Economic Benefits- Program History



- **Required local in-kind match provided by Greyhound & other intercity bus unsubsidized operating capital costs in connecting interstate corridors.**
- **No state funds. Washington state provides no funding.**
- **All operators currently private-sector. Must join National Bus Traffic Association and have MAXX ticketing system.**
- **The service helps meet regional travel needs in addition to making scheduled Greyhound & other intercity transportation connections.**

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Community Economic Benefits- Program Milestones



Grape Line December, 2007



Apple Line October, 2008



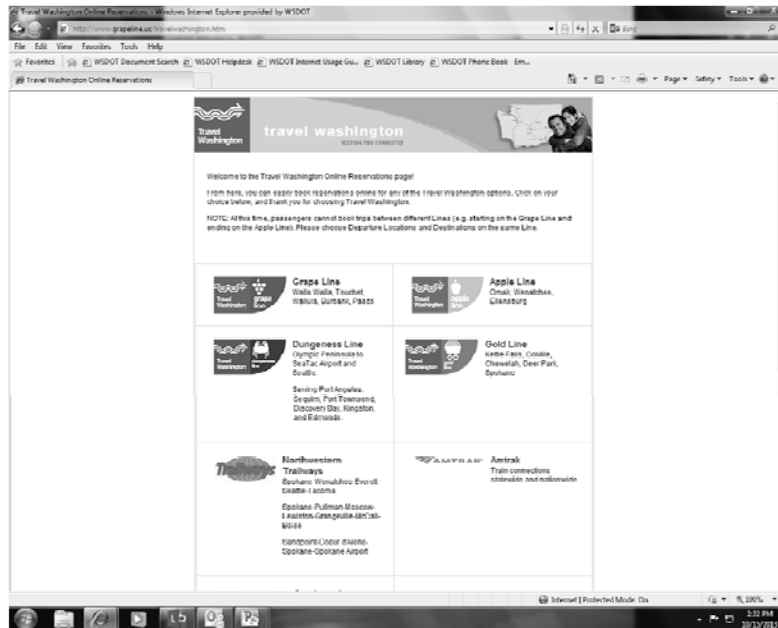
Dungeness Line August, 2008



Gold Line September, 2010

Travel Washington

Community Economic Benefits- Program Milestones



- Route Websites 2008
- On-line inter-linked ticketing 2009
(Travel Washington, Trailways, Greyhound & Amtrak)
- Google Transit 2009
- Google Maps 2010
- Facebook & Twitter 2012

Travel Washington

Community Economic Benefits



Buses purchased in 2010 for all four routes through use of American Recovery & Reinvestment Act (ARRA) Funds

Travel Washington

Community Economic Benefits



Use of ARRA funds to design and install capital facilities along all four rural intercity bus routes statewide.

Improved visibility of the service in communities served.

Travel Washington

Community Economic Benefits

Direct Economic Benefits:

- All operations are based in rural communities.
- Drivers are hired locally-
Commercial drivers licensed. Training has been included.
Drivers undergo extensive training including sensitivity training for special needs passengers.
Average drivers wage: *\$US 12-\$US19 per hour, \$US38,500 a year.

*Average wage rates per three contract operators



Travel Washington

Community Economic Benefits



Direct Economic Benefits:

- **Maintenance operations are local-certified independent shops, dealerships. Fuel, tires & supplies purchased locally.**
- **Vehicles maintained to manufacturers specifications as part of contracts.**
- **Mechanics are certified, and maintain certifications through on-going training.**
- **Mechanics average wage: *\$US15-\$US25 per hour, \$US48,250 a year.**

*Average wage rates per three contract operators

Travel Washington

Community Economic Benefits

Direct Economic Benefits:

- Marketing & advertising.
- Vehicles graphics were applied by local firms.
- Marketing & advertising includes local & regional television, radio & newspapers.
- Marketing budgets average: *\$US25,000 per year.

*Average per three contract operators



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Community Economic Benefits

Direct Economic Benefits:

- Ticket agents & commissions.
- Local businesses are contracted as ticket agents.
- Ticket machines & training provided.
- Commissions vary, based on sales. Average commissions are
*\$US25,000 per year.

*Average commissions per three contract operators



Association of Manitoba Municipalities
Brandon, Manitoba
November 26, 2013

Travel Washington

Community Economic Benefits

In-Direct Economic Benefits:

- **Participating in community events.**
- **Ticket agents receive computer training & experience.**
- ***Tourism increases, bringing additional hotel, restaurant & sales revenue to rural communities.**

***American Bus Association induced impact of intercity bus industry generates nearly \$57.0 billion & 393,220 jobs resulting in a multiplier of .498**

*American Bus Association Economic Impact Study Methodology & Documentation
January 2, 2013*



Grape Line in Harvest Parade, Walla Walla



Apple Line in Omak Stampede Parade, Omak

Travel Washington

Community Economic Benefits

Economic Benefits:

- **Direct jobs:**
\$US1.2 million (operating contracts, drivers, maintenance, administrative & supplies).
- **In-Direct jobs:**
\$US598,000 (marketing, commissions, revenues)
- **Total Statewide- *\$US2.7 Million**

**Using ABA multiplier of .498*



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Community Economic Benefits

Program Results- Communities receive benefits through:

- **Direct jobs:**
Local employment keeps jobs and revenues in the local rural economies. Benefits rural community by enabling local residents to remain in their communities.
- **In-Direct jobs:**
Local businesses benefit through additional sales, tourism providing services and supplies. Additional jobs created and retained in rural communities.
- **Access:**
Rural residents have access to larger urban center's services and can remain in their rural communities.

Travel Washington

Community Economic Benefits



Questions?



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www.wsdot.wa.gov/transit/intercity

