

Whatcom Transportation Authority
Service Performance Report

2013



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Overview

Whatcom Transportation Authority (WTA) provides public transportation services throughout Whatcom County. Our services include fixed route, paratransit, and a vanpool program.




WTA's fixed route service features 30 bus routes, including four high-frequency corridors within Bellingham. Service is offered seven days a week, with more limited service on Saturdays and Sundays.

WTA's paratransit service includes both Specialized Transportation and Safety Net service.

Specialized Transportation provides curb-to-curb minibus service for people whose disability prevents them from riding fixed route buses.

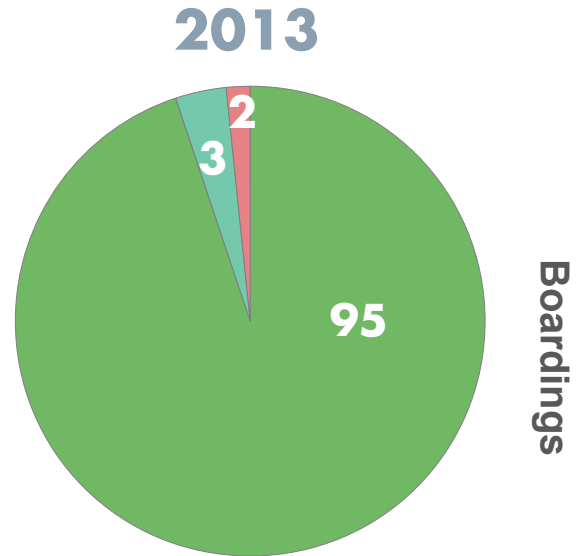
Safety Net service provides limited transit service to rural areas of Whatcom County. Service is only available to each Safety Net Zone on certain days of the week and anyone within the designated area can request a ride.

The table below shows the 2013 totals for each type of service WTA offers.

| | Fixed Route | Paratransit | Vanpool |
|------------------------------|---|---|---|
| 2013 |  |  |  |
| Boardings | 4,986,650 | 184,793 | 85,439 |
| Revenue Hours | 130,117 | 60,431 | 12,435 |
| Revenue Miles | 1,777,273 | 834,706 | 693,971 |
| Passenger Miles | 15,833,752 | 1,051,477 | 3,698,700 |
| Boardings per Hour | 38.3 | 3.1 | 6.9 |
| Passenger Miles per Hour | 121.7 | 17.4 | 297.4 |
| Passenger Miles per Boarding | 3.2 | 5.7 | 43.3 |

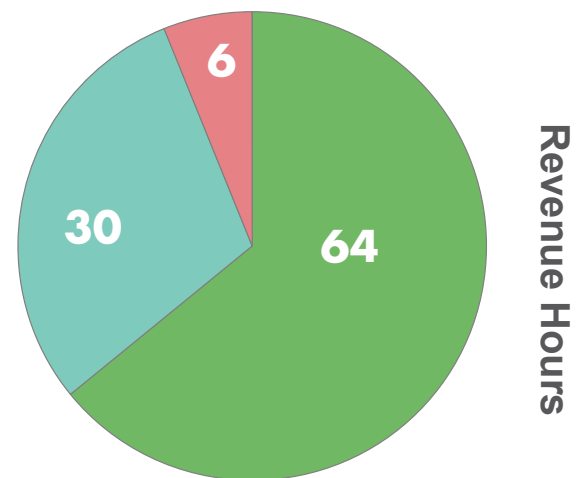
Boardings

A boarding is counted each time a passenger steps onto a fixed route, paratransit or vanpool vehicle. Fixed route service represents 95% of all boardings.



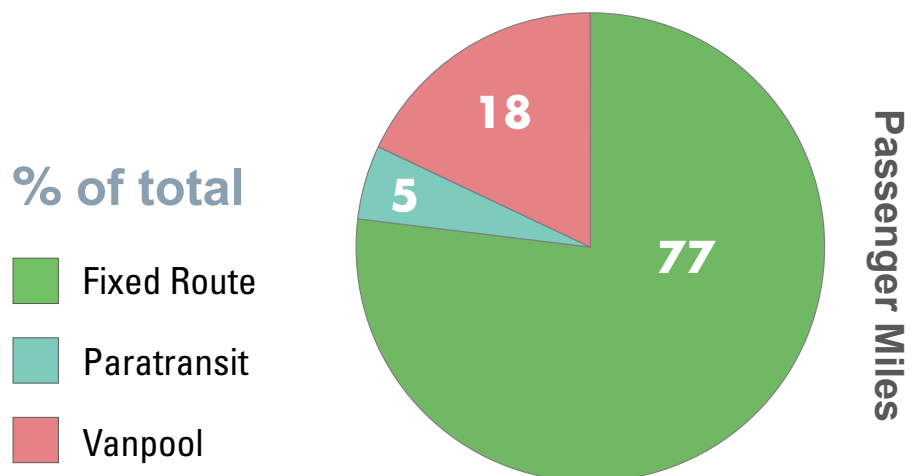
Revenue Hours

Revenue hours are number of hours the bus is in service, including layover time. Paratransit accounts for 3% of all boardings, yet it provides 30% of all revenue hours.



Passenger Miles

Passenger Miles is the distances ridden by passengers. For example, ten passengers riding for two miles equals 20 passenger miles. Although vanpool makes up only 2% of all boardings, it equals 18% of all passenger miles.



Boardings Comparison

2013 vs. 2012

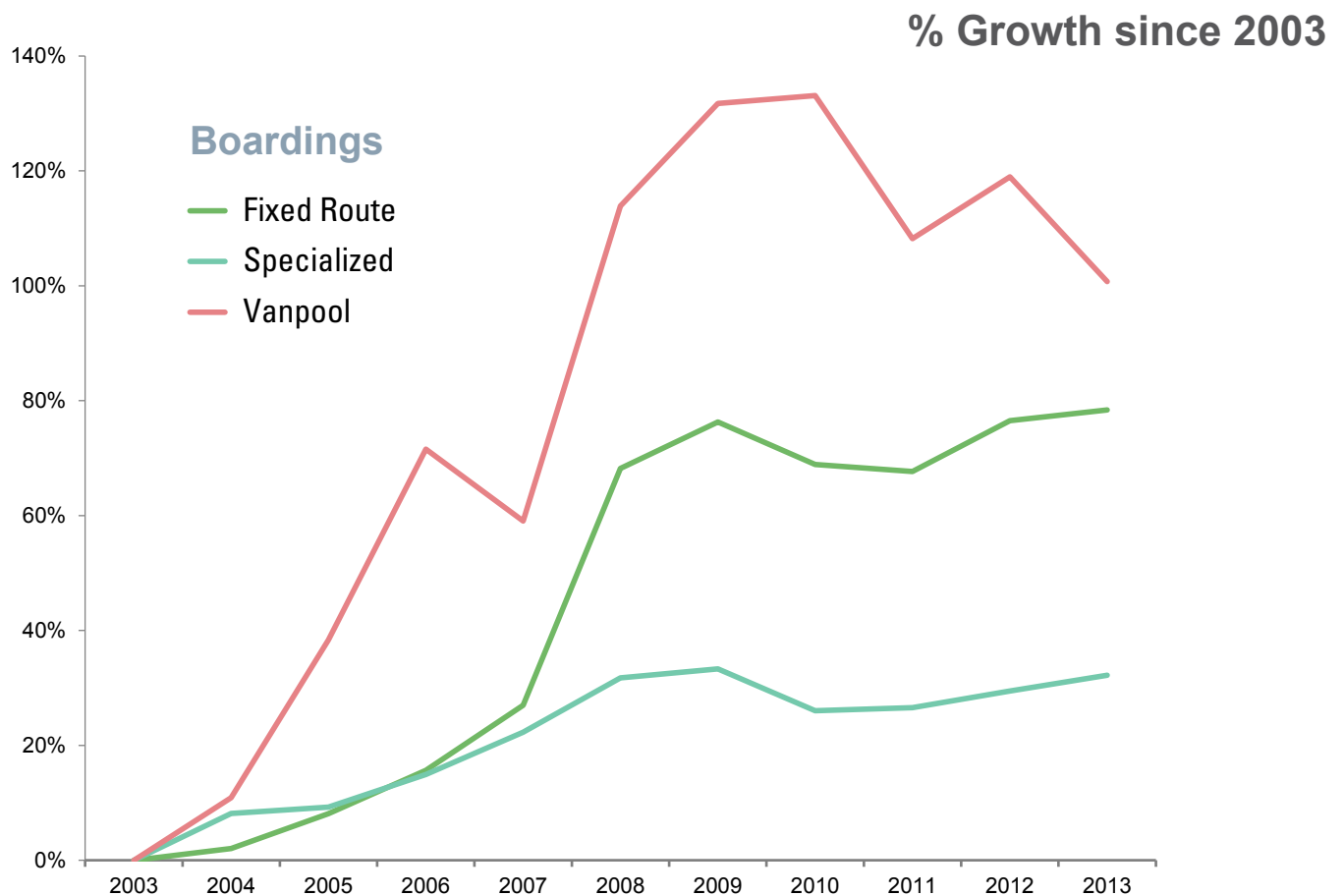
Compared to the previous year, fixed route boardings are up 1%, paratransit boardings are up 2% and vanpool boardings are down -8%.

| | 2013 | 2012 | Diff. |
|-------------|------------------|-----------|-------|
| Fixed Route | 4,986,650 | 4,934,530 | 1% |
| Paratransit | 184,793 | 180,960 | 2% |
| Vanpool | 85,439 | 93,204 | -8% |

10-Year Growth

Of the three types of service, vanpool has seen the largest percentage increase in boardings over the last 10 years. The graph below shows the growth in boardings since 2003.

| | 2013 | 2003 | Diff. |
|-------------|------------------|-----------|-------|
| Fixed Route | 4,986,650 | 2,795,274 | 78% |
| Paratransit | 184,793 | 139,770 | 32% |
| Vanpool | 85,439 | 42,565 | 101% |



Fixed Route Overview

Fixed routes provide service to designated bus stops using large transit buses. WTA offers 30 fixed routes. Service is offered seven days a week, with more limited service on Saturdays and Sundays. In June 2013, Route 46 Squalicum Harbor was eliminated due to very low ridership.



| | 2013 | 2012 | Diff. |
|----------------------|-------------------|------------|-------|
| Boardings | 4,986,650 | 4,934,530 | 1.1% |
| Revenue Hours | 130,117 | 129,135 | 0.8% |
| Revenue Miles | 1,777,273 | 1,771,998 | 0.3% |
| Passenger Miles | 15,833,752 | 15,874,735 | -0.3% |
| Boardings per Hour | 38.3 | 38.2 | 0.3% |
| Pax Miles per Hour | 121.7 | 122.9 | -1.0% |
| Pax Mi. per Boarding | 3.18 | 3.22 | -1.0% |



1.1%
increase in
boardings
from 2012.

982
additional
revenue hours
in 2013.

38.3
boardings per
hour in 2013.

Fixed Route History

In 2002, voters approved a WTA sales tax increase of 0.6 percent which offset lost revenue from Motor Vehicle Excise taxes.

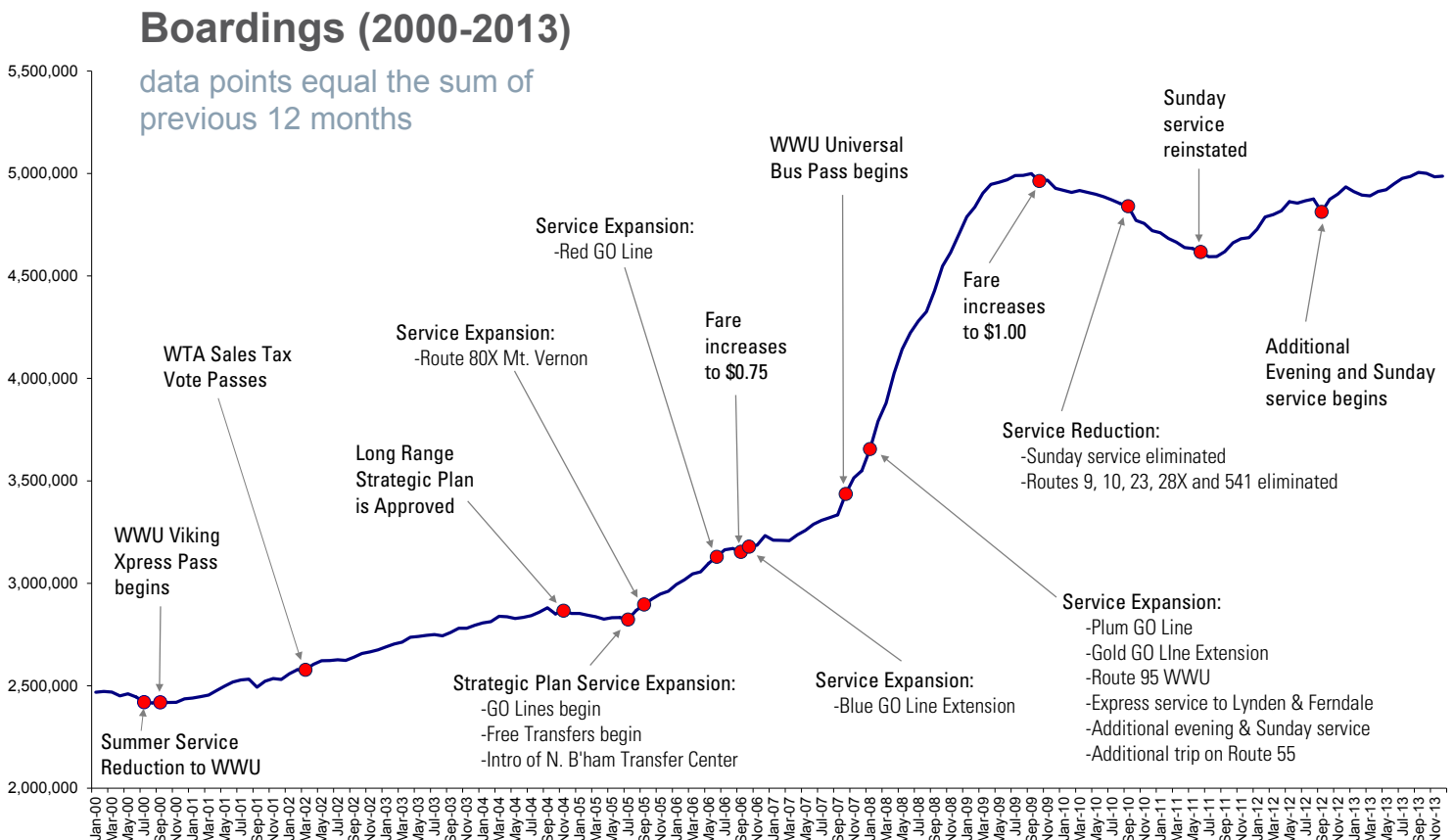
In 2005, WTA introduced major changes to its service, including the introduction of high frequency corridors (Go Lines) and expanded service to a number of areas.

In 2007, Western Washington University (WWU) and WTA entered into an agreement for a universal bus pass for students.

In 2008, WTA expanded service by 10%. This included creation of a new GO Line, extension of an existing GO Line, and additional service to WWU, Blaine, Birch Bay, Lynden and Ferndale.

In 2010, a 14% service cut was necessitated by reduced revenues due to the recession. Approximately half of that was restored less than a year later due to funding from Bellingham's Transportation Benefit District.

On the graph below, each data point represents the total boardings for the previous 12 months.

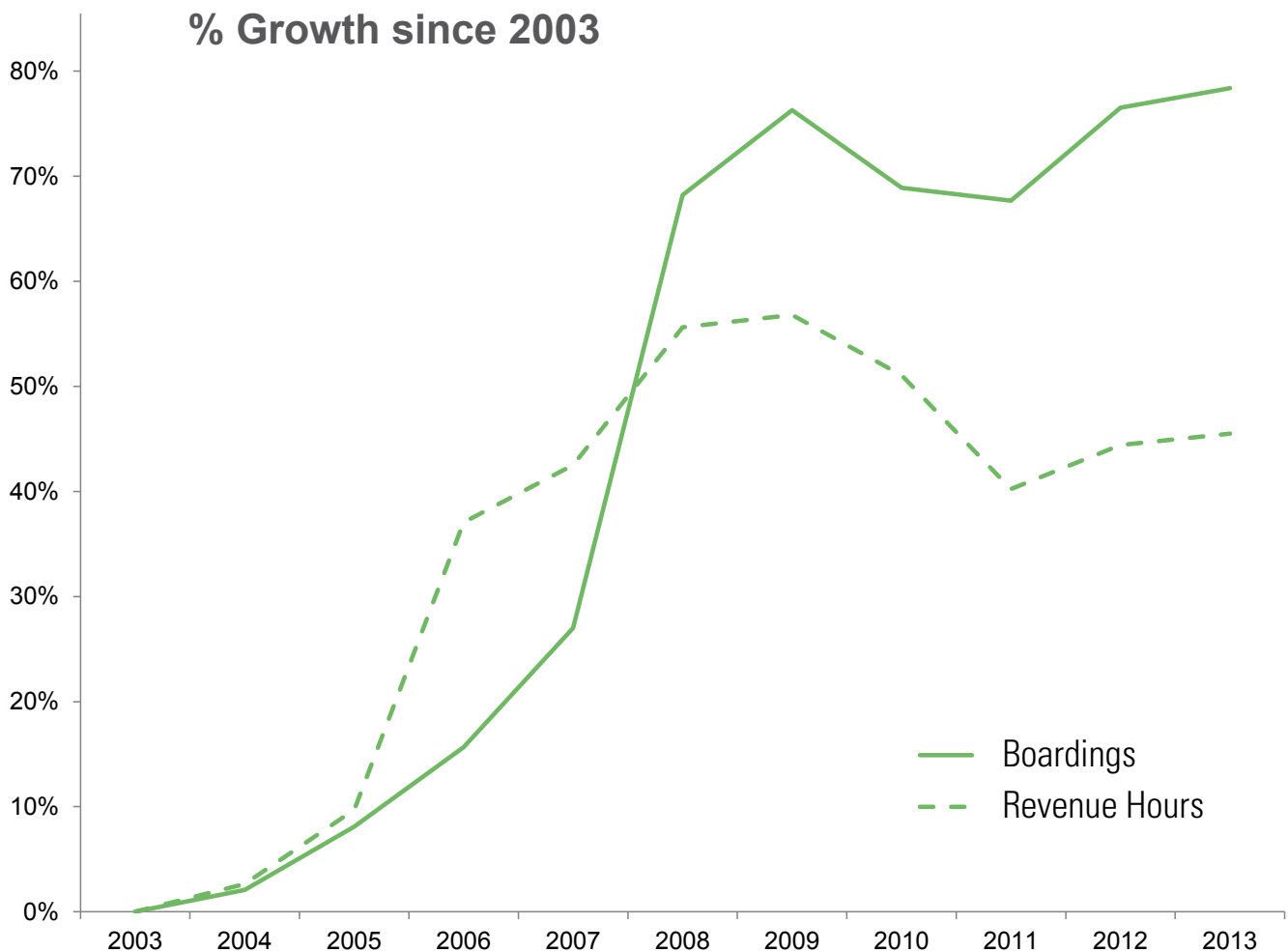


Fixed Route Growth

10-Year Growth

The strategic plan was implemented in 2005 which included a large increase in revenue hours. As shown in the graph below, it took several years for the growth in boardings to increase at a faster rate than revenue hours. The large increase in boardings from 2007 to 2008 is due to the introduction of the WWU universal bus pass.

| | 2013 | 2003 | Diff. |
|------------|------------------|-----------|-------|
| Boardings | 4,986,650 | 2,795,274 | 78% |
| Rev. Hours | 130,117 | 89,419 | 46% |



Fixed Route Productivity

Productivity is monitored for each route, as well as the system as a whole, in two ways: boardings per revenue hour and passenger miles per hour.

Boardings per revenue hour is a good measure of how efficient a route is in urban areas. Passenger miles per hour is an important measurement for routes that travel through rural areas. Rural routes have passengers traveling long distances and fewer passengers getting on and off.

Below is a route productivity matrix which evaluates each route by both standards.

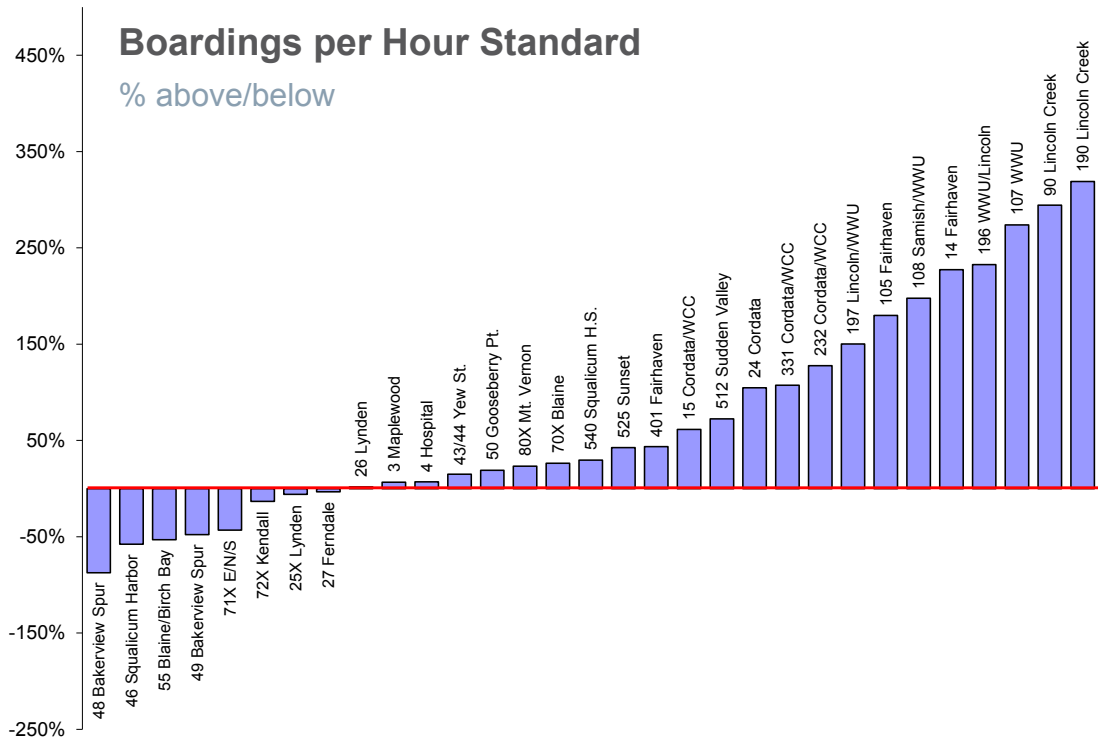
As stated in the 2005 Strategic Plan, a route is considered failing if it is below both 50% of average boardings per revenue hour *and* 75% of average passenger miles per revenue hour for a given year. The routes in the black box are those routes that are considered failing.

Routes displayed in the grey boxes are considered on the "watch list". A route is on the watch list if it is below both 75% of average boardings per revenue hour *and* 100% of average passenger miles per revenue hour.

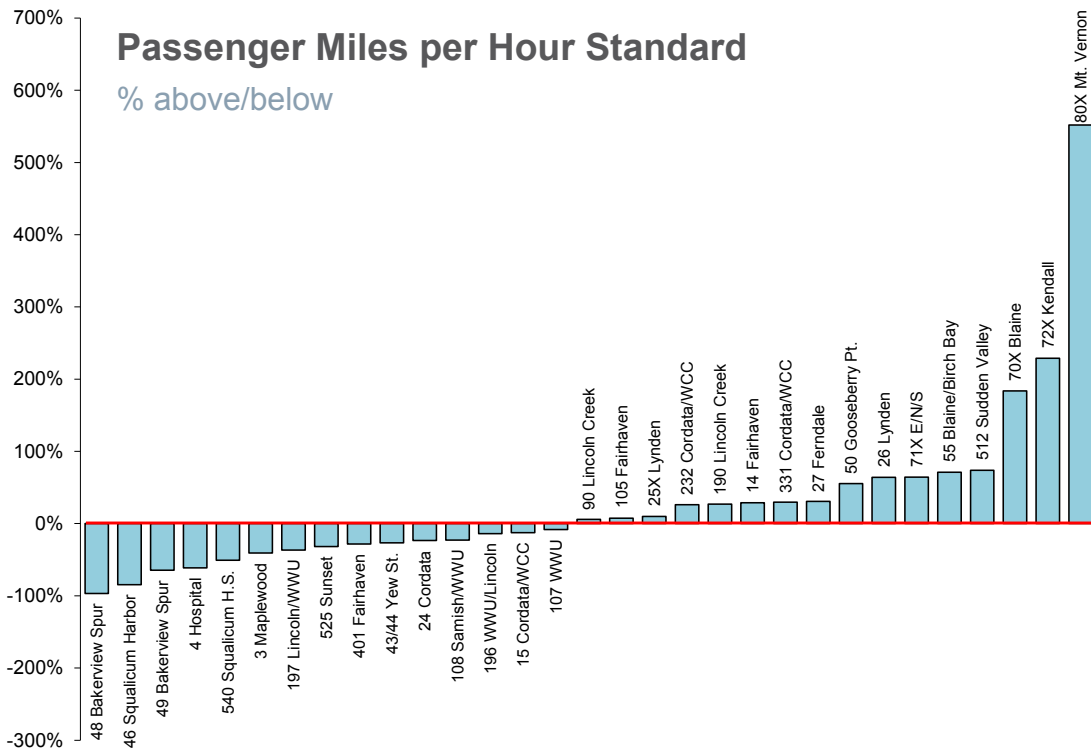
| | | Boardings per Hour | | |
|--------------------------|--------------------------------|--|---|--|
| | | Less than 50% (0-19.1) | Between 50-74% (19.2-28.6) | 75% & Above (28.7+) |
| Passenger Miles per Hour | 100% & Above (121.7) | 55 Blaine/Birch Bay 71X E/N/S 72X Kendall | 26 Lynden 50 Gooseberry Pt 70X Blaine 80X Mt. Vernon | 512 Sudden Valley |
| | Between 75-99% (91.3-121.6) | 25X Lynden 27 Ferndale | NONE | 14 Fairhaven 90 WWU 105 Fairhaven 190 Lincoln Creek 232 Cordata/WCC 331 Cordata/WCC |
| | Less than 75% (0-91.2) | 46 Squalicum Harbor 48 Bakerview Spur 49 Bakerview Spur | 3 Maplewood/Hospital 4 Hospital/Maplewood 43/44 Yew St 401 Fairhaven 525 Sunset 540 Squalicum H.S. | 15 Cordata/WCC 24 Cordata 107 WWU/Samish 108 Samish/WWU 196 WWU/Lincoln 197 Lincoln/WWU |

Productivity Standards

The service standard for boardings per hour is at least **50%** of the system average of **38.3**.

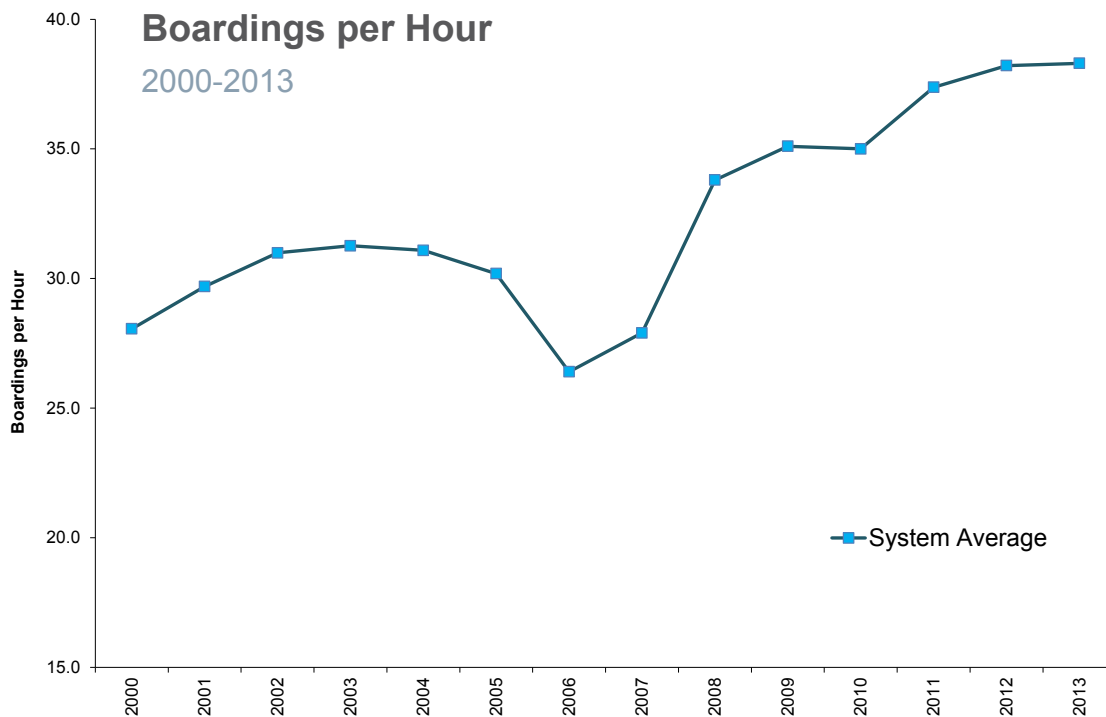


The service standard for passenger miles per hour is at least **75%** of the system average of **121.7**.

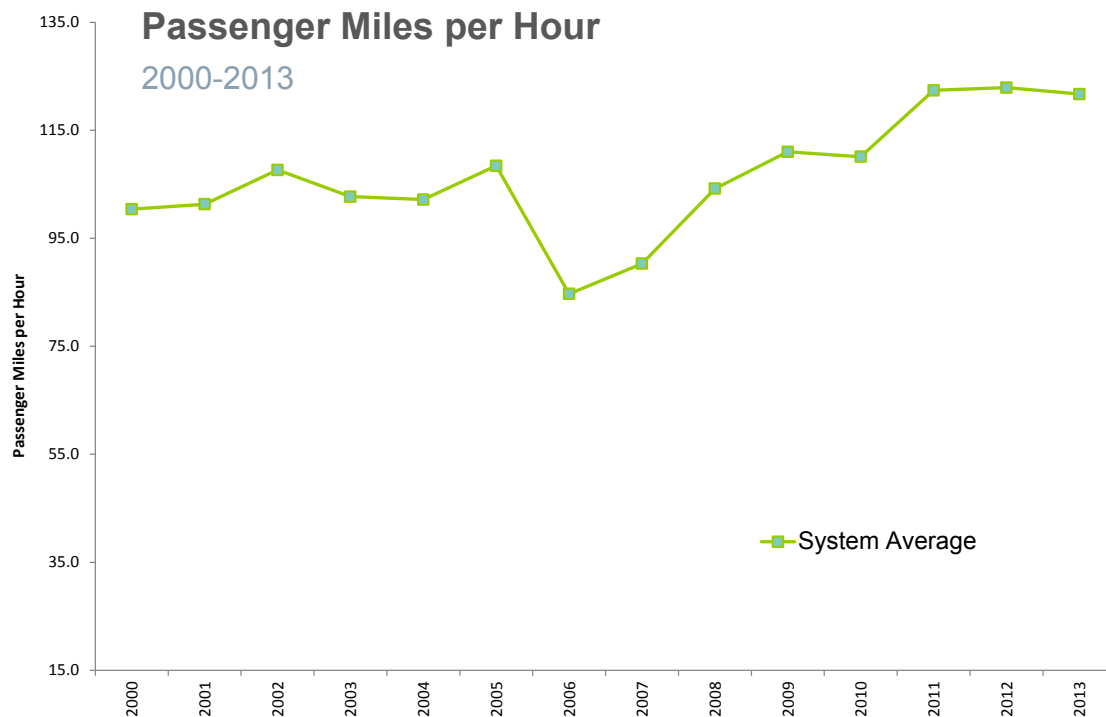


Productivity History

In 2013, the fixed route system average was **38.3** boardings per hour, which is an all-time high.



In 2013, the fixed route system average was **121.7** passenger miles per hour.



Fixed Route Fares

The fixed route cash fare is \$1.00 per ride. WTA offers reduced cost bus passes for seniors (65 and older) and people with disabilities. Those who qualify for reduced fare also receive a 50% cash fare discount.

The student bus pass is for students age 8 through college. Every WWU student* registered for six or more credits is assessed a quarterly transportation fee of \$25.00. The fee covers a WTA bus pass and a WWU-operated late night shuttle service.

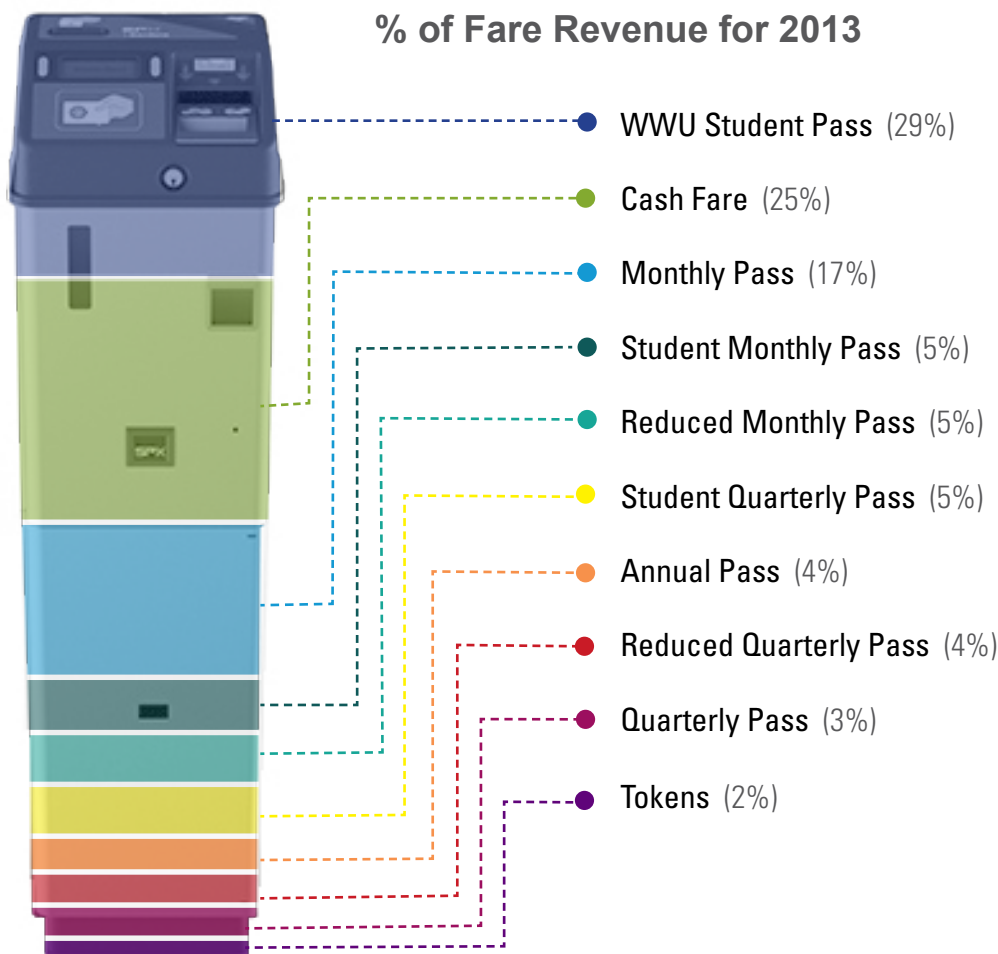
Fares

| | |
|--------------------------|--------|
| Single Ride | \$1 |
| Reduced Fare Single Ride | \$0.50 |
| Ages under 8 and 75+ | Free |
| Monthly Pass | \$25 |
| Quarterly Pass | \$70 |
| Reduced Monthly Pass | \$13 |
| Reduced Quarterly Pass | \$35 |
| Student Monthly Pass | \$15 |
| Student Quarterly Pass | \$40 |
| Annual Pass | \$250 |
| WWU Pass | * |



Revenue by Fare Type

| | 2013 | 2012 | Diff. |
|------------------------|--------------------|-------------|-------|
| Cash Fare | \$684,249 | \$689,881 | -1% |
| WWU Student Pass | \$792,464 | \$752,383 | 5% |
| Monthly Pass | \$462,300 | \$449,920 | 3% |
| Quarterly Pass | \$94,473 | \$99,110 | -5% |
| Annual Pass | \$104,750 | \$101,480 | 3% |
| Student Monthly Pass | \$148,245 | \$152,835 | -3% |
| Student Quarterly Pass | \$144,800 | \$141,760 | 2% |
| Reduced Monthly Pass | \$143,078 | \$148,304 | -4% |
| Reduced Quarterly Pass | \$105,490 | \$99,295 | 6% |
| Tokens | \$51,530 | \$55,596 | -7% |
| Total | \$2,731,378 | \$2,690,564 | 2% |

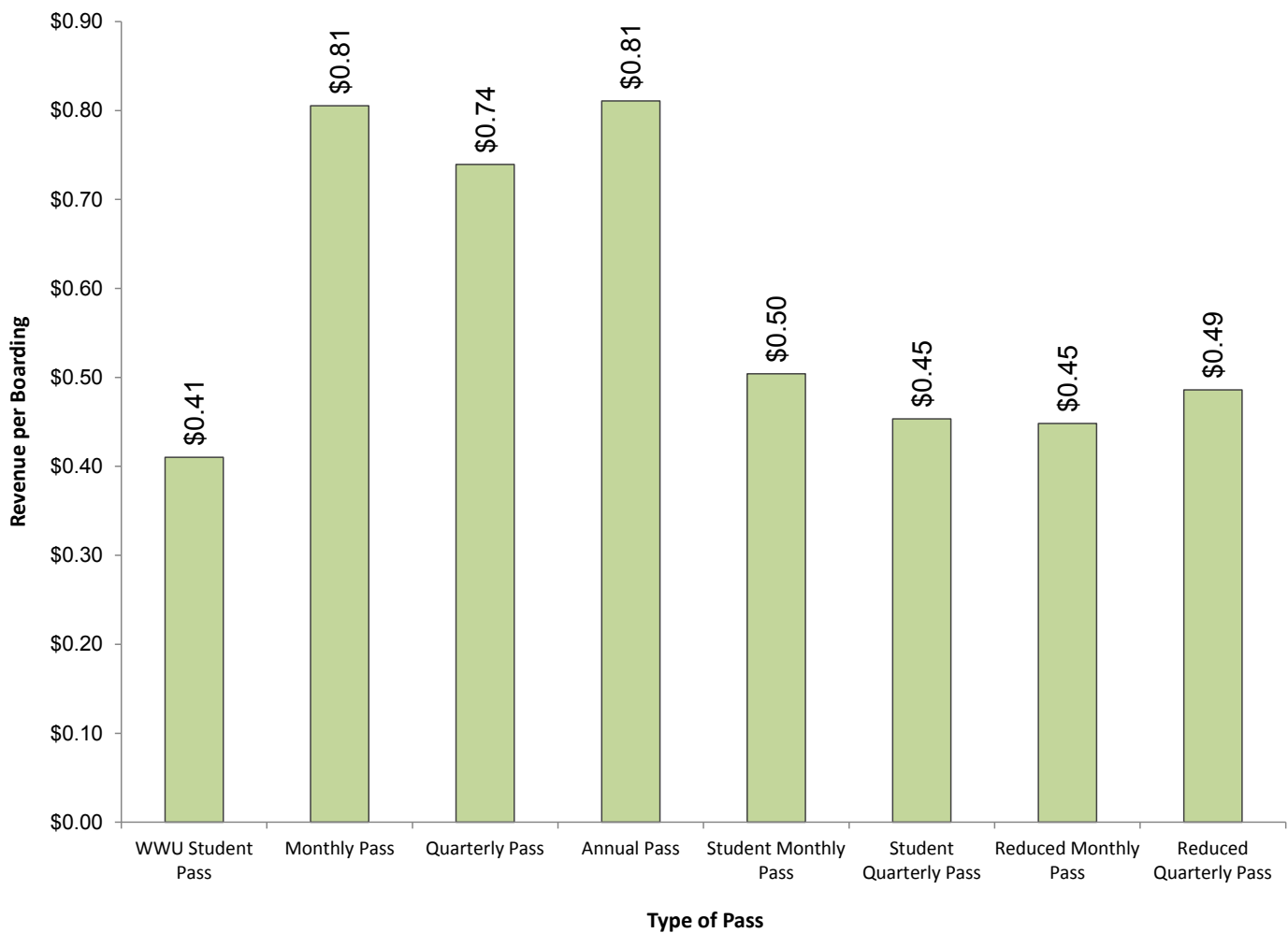


Revenue per Boarding

The graph below shows how much revenue is collected per boarding for each type of pass. The more times a person uses their pass, the cheaper each ride becomes.

Revenue per Boarding by Pass Type

2013



Boardings by Fare Type

| | 2013 | 2012 | Diff. |
|------------------------|------------------|-----------|-------|
| Cash Fare | 616,086 | 620,195 | -1% |
| Reduced Fare | 45,607 | 45,522 | 0% |
| Short Fare | 16,233 | 16,177 | 0% |
| WWU Student Pass | 1,932,383 | 1,898,734 | 2% |
| Monthly Pass | 574,048 | 572,992 | 0% |
| Quarterly Pass | 127,784 | 125,069 | 2% |
| Annual Pass | 129,197 | 123,109 | 5% |
| Reduced Monthly Pass | 319,287 | 314,696 | 1% |
| Reduced Quarterly Pass | 217,105 | 201,007 | 8% |
| Student Monthly Pass | 294,105 | 299,559 | -2% |
| Student Quarterly Pass | 319,414 | 302,595 | 6% |
| Free <8,>75, ST Pass | 173,671 | 177,214 | -2% |
| Pass Override | 66,000 | 72,163 | -9% |
| Tickets | 56,009 | 67,868 | -17% |
| Tokens | 50,306 | 48,777 | 3% |
| Other | 49,415 | 48,853 | 1% |
| Total | 4,986,650 | 4,934,530 | 1% |



% of Boardings by Fare Type
2013

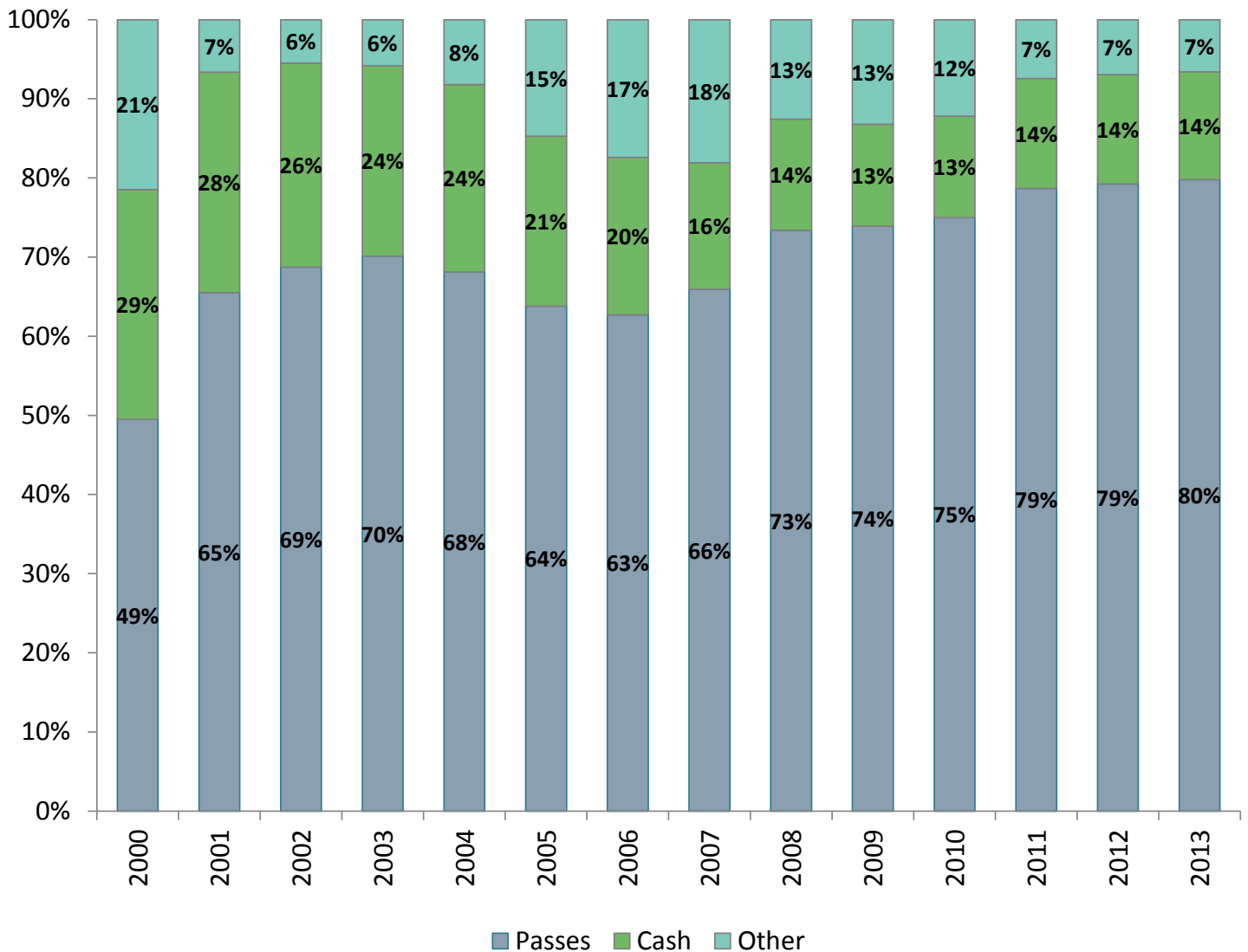
- WWU Student Pass (39%)
- Cash Fare (14%)
- Monthly Pass (12%)
- Student Monthly Pass (6%)
- Reduced Monthly Pass (6%)
- Student Quarterly Pass (5%)
- Reduced Quarterly Pass (4%)
- Annual Pass (3%)
- Quarterly Pass (3%)
- Free (3%)
- Tokens (1%)

Cash vs Passes

The graph below shows the percentage of total boardings for passes, cash and all other boardings. The 'other' category includes tickets, tokens and free rides.

Boardings by Fare Type

(2000-2013)



On-Time Performance

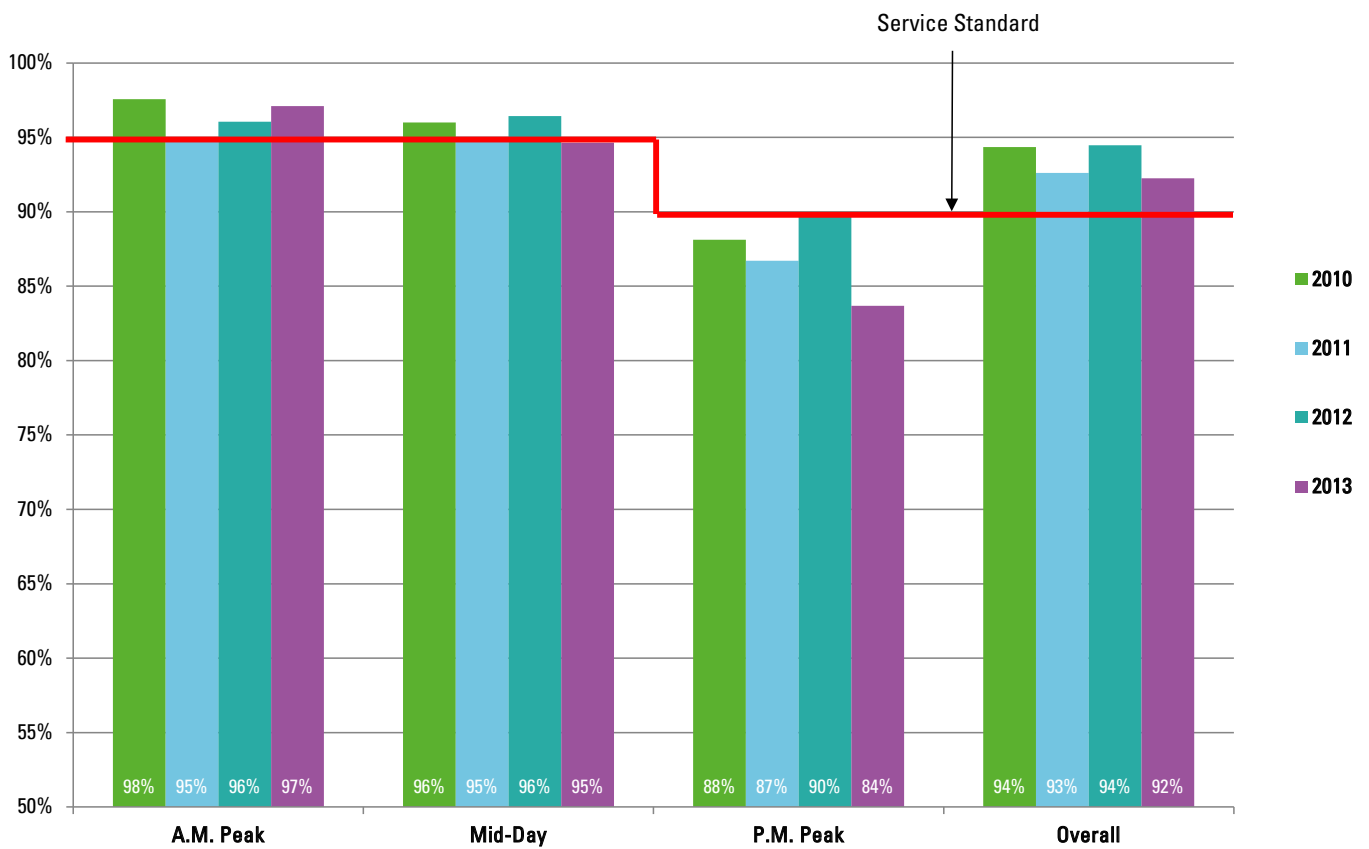
Fixed route service standards for on-time performance were created in the 2005 Strategic Service Plan.

The minimum standard for PM Peak trips (3 to 6 pm) is 90% on time. The minimum standard for AM Peak (7 to 10 am) and Non-Peak is 95% on time.

To be considered on time a bus must arrive at Bellingham Station or Cordata Station within five minutes of its scheduled arrival. Individual routes failing these standards are regularly reviewed.

The graph below shows combined on-time performance data for both Bellingham and Cordata Stations.

On-Time Performance
(2000-2013)



Boardings by Route

| Boardings | 2013 | 2012 | Diff. |
|---------------------|------------------|-------------|--------------|
| 3 Maplewood | 73,569 | 72,430 | 2% |
| 4 Hospital | 74,606 | 75,119 | -1% |
| 14 Fairhaven | 448,694 | 444,059 | 1% |
| 14 Shuttle | 42,466 | 42,963 | -1% |
| 15 Cordata/WCC | 233,723 | 227,573 | 3% |
| 24 Cordata | 61,298 | 58,798 | 4% |
| 25X Lynden | 11,672 | 13,077 | -11% |
| 26 Lynden | 73,592 | 75,275 | -2% |
| 27 Ferndale | 95,045 | 92,515 | 3% |
| 43/44 Yew St. | 63,530 | 68,505 | -7% |
| 46 Squalicum Harbor | 4251 | 3,277 | 30% |
| 48 Bakerview Spur | 982 | 1,443 | -32% |
| 49 Bakerview Spur | 8,815 | 10,544 | -16% |
| 50 Gooseberry Pt. | 79,326 | 77,280 | 3% |
| 55 Blaine/Birch Bay | 26,951 | 27,523 | -2% |
| 70X Blaine | 54,270 | 59,649 | -9% |
| 71X E/N/S | 29,403 | 32,728 | -10% |
| 72X Kendall | 57,798 | 56,220 | 3% |
| 80X Mt. Vernon | 51,798 | 52,482 | -1% |
| 80X Shuttle | 23,357 | 24,614 | -5% |
| 90 Lincoln Creek | 232,015 | 223,667 | 4% |
| 90 Shuttle | 31,919 | 40,194 | -21% |
| 105 Fairhaven | 339,232 | 347,797 | -2% |
| 105 Shuttle | 63,048 | 66,926 | -6% |
| 107 WWU | 215,629 | 214,843 | 0% |
| 108 Samish/WWU | 99,317 | 99,100 | 0% |
| 108 Shuttle | 43,037 | 35,114 | 23% |
| 190 Lincoln Creek | 392,074 | 398,697 | -2% |
| 190 Shuttle | 104,756 | 105,289 | -1% |
| 196 WWU/Lincoln | 105,954 | 81,080 | 31% |
| 197 Lincoln/WWU | 38,228 | 42,245 | -10% |
| 232 Cordata/WCC | 554,994 | 551,077 | 1% |
| 331 Cordata/WCC | 705,020 | 667,809 | 6% |
| 401 Fairhaven | 216,832 | 213,674 | 1% |
| 512 Sudden Valley | 123,366 | 129,002 | -4% |
| 525 Sunset | 117,928 | 115,499 | 2% |
| 540 Squalicum H.S. | 88,155 | 86,443 | 2% |
| Total | 4,986,650 | 4,934,530 | 1.1% |

Revenue Hours by Route

| Revenue Hours | 2013 | 2012 | Diff. |
|---------------------|----------------|----------------|-------------|
| 3 Maplewood | 3,609 | 3,621 | 0% |
| 4 Hospital | 3,647 | 3,653 | 0% |
| 14 Fairhaven | 7,151 | 7,051 | 1% |
| 14 Shuttle | 378 | 355 | 6% |
| 15 Cordata/WCC | 7,562 | 7,530 | 0% |
| 24 Cordata | 1,562 | 1,549 | 1% |
| 25X Lynden | 650 | 653 | 0% |
| 26 Lynden | 3,778 | 3,790 | 0% |
| 27 Ferndale | 5,129 | 5,146 | 0% |
| 43/44 Yew St. | 2,890 | 2,900 | 0% |
| 46 Squalicum Harbor | 524 | 402 | 30% |
| 48 Bakerview Spur | 413 | 415 | 0% |
| 49 Bakerview Spur | 879 | 882 | 0% |
| 50 Gooseberry Pt. | 3,485 | 3,411 | 2% |
| 55 Blaine/Birch Bay | 2,985 | 2,938 | 2% |
| 70X Blaine | 2,240 | 2,180 | 3% |
| 71X E/N/S | 2,702 | 2,712 | 0% |
| 72X Kendall | 3,478 | 3,480 | 0% |
| 80X Mt. Vernon | 2,193 | 2,164 | 1% |
| 80X Shuttle | 369 | 310 | 19% |
| 90 Lincoln Creek | 3,073 | 3,109 | -1% |
| 90 Shuttle | 502 | 616 | -18% |
| 105 Fairhaven | 6,333 | 6,419 | -1% |
| 105 Shuttle | 788 | 1,176 | -33% |
| 107 WWU | 3,013 | 3,024 | 0% |
| 108 Samish/WWU | 1,743 | 1,749 | 0% |
| 108 Shuttle | 532 | 435 | 22% |
| 190 Lincoln Creek | 4,890 | 4,908 | 0% |
| 190 Shuttle | 1,180 | 1,148 | 3% |
| 196 WWU/Lincoln | 1,664 | 1,323 | 26% |
| 197 Lincoln/WWU | 799 | 763 | 5% |
| 232 Cordata/WCC | 12,731 | 12,659 | 1% |
| 331 Cordata/WCC | 17,752 | 17,635 | 1% |
| 401 Fairhaven | 7,887 | 7,422 | 6% |
| 512 Sudden Valley | 3,733 | 3,746 | 0% |
| 525 Sunset | 4,320 | 4,298 | 1% |
| 540 Squalicum H.S. | 3,554 | 3,566 | 0% |
| Total | 130,117 | 129,135 | 0.8% |

Specialized Transportation Overview

Specialized Transportation provides curb-to-curb minibus service for people whose disability prevents them from riding fixed route buses. You must qualify and be approved to ride. The Americans with Disabilities Act of 1990 (ADA) requires all public transportation agencies to service that is accessible to everyone, including people with disabilities.



| | 2013 | 2012 | Diff. |
|----------------------|------------------|-----------|-------|
| Boardings | 182,892 | 179,344 | 2% |
| Revenue Hours | 59,211 | 57,746 | 3% |
| Revenue Miles | 804,354 | 786,289 | 2% |
| Passenger Miles | 1,011,564 | 1,004,799 | 1% |
| Boardings per Hour | 3.09 | 3.11 | -0.5% |
| Pax Miles per Hour | 17.1 | 17.4 | -2% |
| Pax Mi. per Boarding | 5.5 | 5.6 | -1% |

2.0%
increase in boardings from 2012.

1,465
additional revenue hours in 2013.

3.09
boardings per hour in 2013.

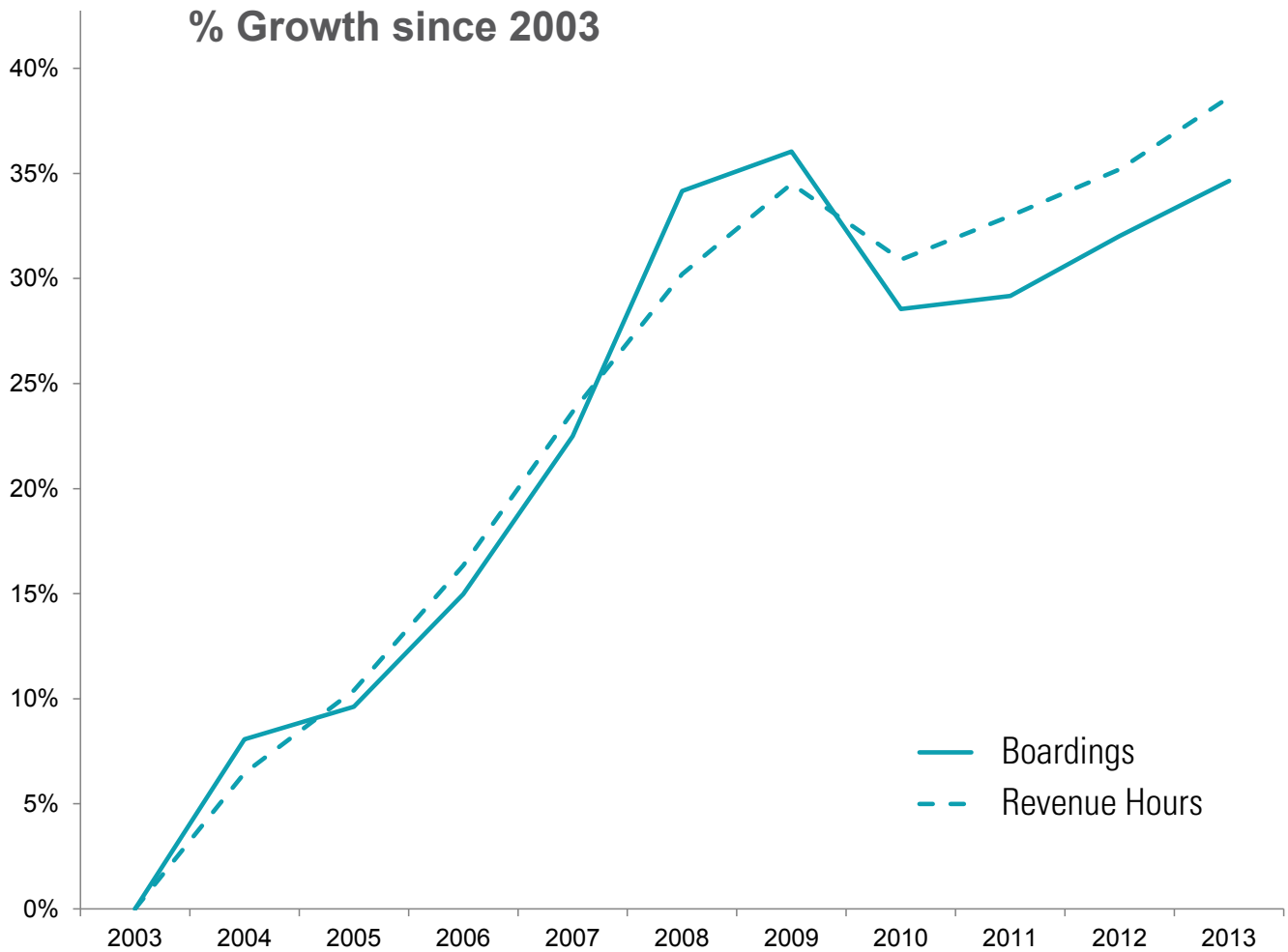


Specialized Transportation Growth

10-Year Growth

Specialized service on Sundays was eliminated September 19, 2010 and re-restored June 12, 2011 which accounts for the dip in ridership and revenue hours.

| | 2013 | 2003 | Diff. |
|------------|----------------|---------|-------|
| Boardings | 182,892 | 135,837 | 35% |
| Rev. Hours | 59,211 | 42,713 | 39% |



Safety Net Service Overview

Safety Net service provides residents of rural Whatcom County with limited service to Cordata Station and Bellingham Station. There are no eligibility requirements; the service is available to everyone. Service to each Safety Net Zone is only offered on one or two days per week.



| | 2013 | 2012 | Diff. |
|----------------------|---------------|--------|-------|
| Boardings | 1,901 | 1,616 | 18% |
| Revenue Hours | 1,220 | 1,092 | 12% |
| Revenue Miles | 30,352 | 27,860 | 9% |
| Passenger Miles | 39,912 | 35,643 | 12% |
| Boardings per Hour | 1.6 | 1.5 | 6% |
| Pax Miles per Hour | 32.7 | 32.6 | 0.2% |
| Pax Mi. per Boarding | 21.0 | 22.1 | -5% |

18%
increase in boardings from 2012.

128
additional revenue hours in 2013.

1.6
boardings per hour in 2013.

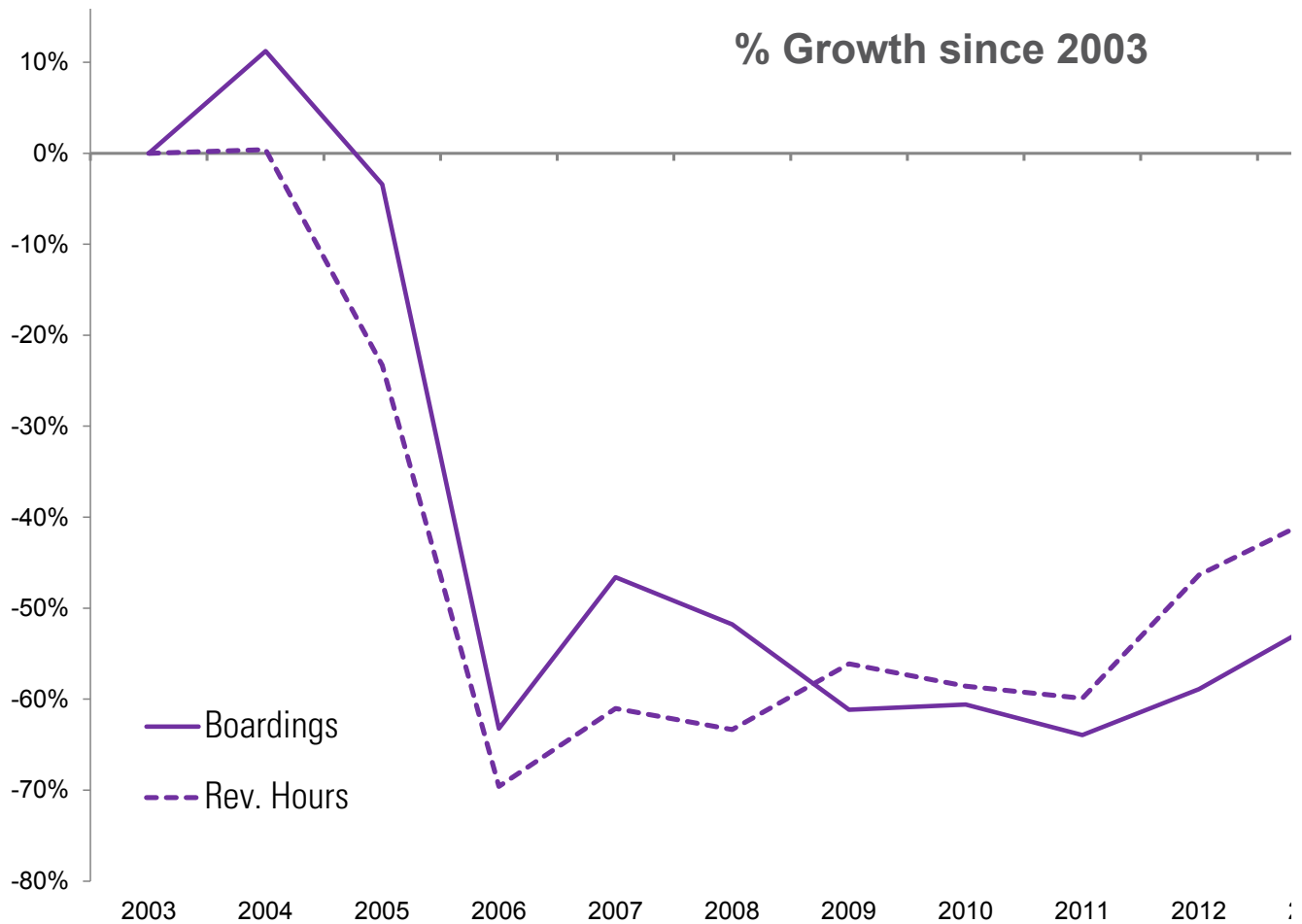


Safety Net Growth

10-Year Growth

When the strategic plan was implemented in 2005, Safety Net service was reduced.

| | 2013 | 2003 | Diff. |
|------------|--------------|-------|-------|
| Boardings | 1,901 | 3,933 | -52% |
| Rev. Hours | 1,220 | 2,035 | -40% |



Vanpool Overview

WTA manages a fleet of passenger vans for vanpooling. These vans are leased to commuter groups who pay a fare based on monthly travel distance and the number of passengers. Fares cover all fuel, maintenance, insurance and vehicle costs.

WTA provides support services for vanpool group formation, vehicle maintenance and driver orientation.



| | 2013 | 2012 | Diff. |
|----------------------|------------------|-----------|-------|
| Boardings | 85,439 | 93,204 | -8% |
| Revenue Hours | 12,435 | 12,367 | 1% |
| Revenue Miles | 693,971 | 687,091 | 1% |
| Passenger Miles | 3,698,700 | 4,094,311 | -10% |
| Boardings per Hour | 6.9 | 7.5 | -8% |
| Pax Miles per Hour | 297.4 | 331.1 | -10% |
| Pax Mi. per Boarding | 43.3 | 43.9 | -1% |

-8%
decrease in boardings from 2012.

68
additional revenue hours in 2013.

6.9
boardings per hour in 2013.



10-Year Growth

The average vanpool commute was 87 miles roundtrip in 2013. The average commute distance has grown over the years as vans commute out of Whatcom County. In the last 10 years, the average number of vans in service has grown from 12 to 34.

| | 2013 | 2003 | Diff. |
|----------------------|---------------|--------|-------|
| Boardings | 85,439 | 42,565 | 101% |
| Rev. Hours | 12,435 | 4,530 | 175% |
| Pax Mi. per Boarding | 43.3 | 35.2 | 23% |
| Vans in Service | 34 | 12 | 183% |

