

Help Reinvent WTA!



Phasing Timeline

At This Point in Time...

We are assessing ourselves by surveying existing and potential customers. You can help by filling out, detaching, and returning the brief survey at the end of this newsletter.

Over the next few months, we're going to look at Whatcom County's economic and demographic trends, transportation issues in the region, where service changes or new services are needed, and your impressions of WTA's role in community life. All of this information will help us draft a new mission and vision for WTA. You will have several opportunities to provide input throughout this process.

The Goal

At the end of this project, WTA wants to have:

1. A vision of what the community wants WTA to be 20 years from now, and strategies for achieving that vision.
2. A short-range plan of concrete steps to meet Whatcom County residents' public transportation needs now and in the future,

PHASE 1
Assess Needs and Evaluate Existing Operations

PHASE 2
Develop New Mission, Vision and Values for WTA

PHASE 3
Redesign Services (Fixed Route, Specialized Transportation, Rideshare) to Reflect WTA's New Mission and Vision

Phase 4
Develop Six-Year Strategic Plan with 20-year vision

June
July
August
Sept
Oct
Nov
Dec
Jan
Feb
March
2003
2004

The Project

At WTA, we're launching a county-wide strategic planning process that will review every aspect of how we serve Whatcom County residents. In our 2001 Community Outreach Project, citizens gave us many good ideas, but we know we can't do everything for everyone. We'll need to make some tough choices along the way. To do that, we need to hear from our community – not just current riders, but everyone who lives or works in Whatcom County. That's you!

"Planning is the intelligent cooperation with the inevitable."
—Krisis

including planning public transportation services, and maximizing efficiency in finance and organizational structure.

3. Confidence that we have captured and reflected the diversity of opinion about WTA's role in Whatcom County.

Survey Inside
Let us know what you think about WTA service!

WTA Survey Enclosed

Fold survey here, tape shut, and mail

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 14 BELLINGHAM WA
POSTAGE WILL BE PAID BY ADDRESSEE

WHATCOM TRANSPORTATION AUTHORITY
4111 BAKERVIEW SPUR
BELLINGHAM WA 98226-9929



NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES



Why Plan?

Consider....
Whatcom County will grow by 38 percent by 2023, with the population aged 65 and older growing by 106 percent.

A 38-percent growth rate by 2023 means more than 5,500 new residents each year in Whatcom County!

In the same time period, the City of Bellingham is projected to grow by 56 percent to 123,000 residents, making it larger than Everett is today.

Whatcom County is one of the five fastest growing counties in Washington State.

Partners in Planning

We will be inviting you to join us in forming a WTA vision through:

- Open House Forums (August/September 2003)
- Presentations
- Stakeholder interviews
- On-line feedback
- Comment line
- Surveys
- Newsletter feedback forms

Your participation will be encouraged throughout the process, between now and the Spring of 2004.

If you would like to be placed on our mailing list, would like a presentation conducted with your group or organization, or would like more information on upcoming public involvement events, visit our website at: www.ridewta.com or call our comment line at: 360-715-4500.

The Process

To do this right, our Board adopted a set of guiding principles. WTA commits to:

Facilitate...
active discussions with WTA's customers, community, employees and board leadership

Listen....
to broad and varied input regarding the future role of WTA in serving Whatcom County's growing transportation needs

Question...
thoughtfully and strategically our current operating and organizational systems and explore new ideas

Partner...
with other agencies to develop new opportunities and solve shared problems

Define...
a mission and vision for WTA to reflect stakeholders' feedback and to determine our policies and services to our community in a prudent and sustainable manner

Transform...
the WTA to achieve its mission and vision.



Visit us on the web at:
www.ridewta.com

We need your input on public transportation services in Bellingham and Whatcom County . . .

Please indicate your level of agreement with each of the following statements. Rate each statement on a scale of 1 to 5, where 1 means that you strongly disagree, 5 means that you strongly agree, and 3 means that you are neutral.

1. WTA should concentrate bus service where there are the most riders, even if that means some areas get no service	1	2	3	4	5
2. Bus service should be available to everyone in Whatcom County, even if that means some buses have very low ridership	1	2	3	4	5
3. WTA should provide some basic service throughout the county, while maximizing its services in the most populated areas	1	2	3	4	5
4. Bus service should be available within walking distance of every home in Bellingham	1	2	3	4	5
5. The purpose of public transportation is to provide an alternative for people who would otherwise drive	1	2	3	4	5
6. The purpose of public transportation is to provide transportation for people who do not have cars or cannot drive	1	2	3	4	5
7. I would ride the bus if the travel time to my destination took no more than 30% longer than driving	1	2	3	4	5
8. I would be more likely to ride the bus if it ran every 15 minutes or better	1	2	3	4	5

9. What areas should have more or less bus service?

10. What changes could make it easier for you to use public transportation?

11. Additional Comments:

OPTIONAL: Please provide your name and address if you want to be added to the WTA project mailing/participation list

Name _____
Address _____
City _____ State _____ Zip Code _____
Email Address _____

X Cut here, fold and mail X