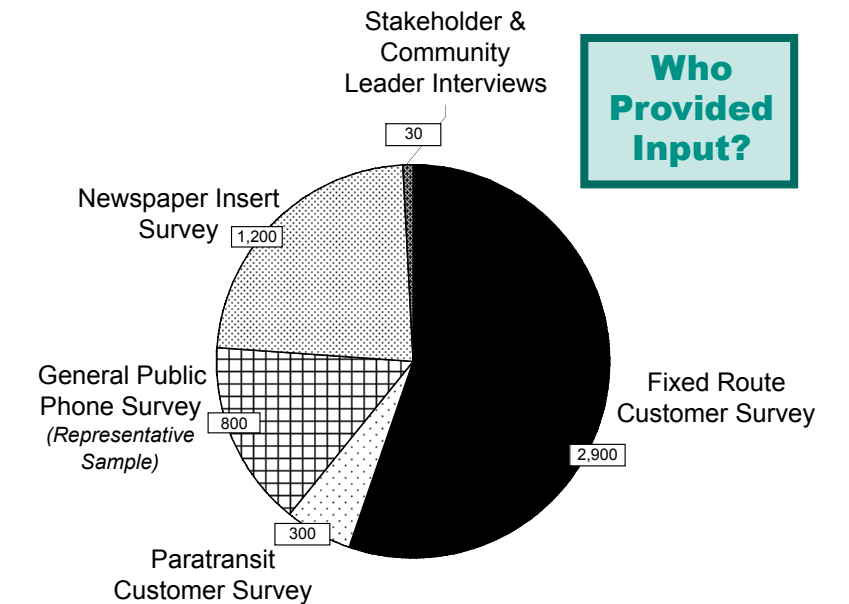


WTA: Acting on Your Input

Here is What We Have Done...

The strategic planning process for WTA is well underway. Thanks to responses from more than 5,200 Whatcom County residents, bus riders and non-riders alike, we now have an understanding of residents' ideas, opinions, and thoughts about current and future public transportation needs.

We have also been analyzing local economic and demographic trends. These give us a picture of Whatcom County today, of changes in store for the future, and insight into how this will affect WTA. This community-based information prepares us for the next step, the development of WTA's new mission and vision.



WTA Survey Enclosed

Fold survey here, tape shut, and mail

...Here is What We Have Learned

WHATCOM COUNTY			
Fact	Today	Tomorrow	Impact on Public Transit
Population is growing steadily	173,000	232,000 (YR 2022)	More demand for transit, even if the same percentage of residents use transit
Majority of growth is in Bellingham urban area	68% live in urban area	77% will live in urban area (YR 2012)	Higher density living → more congestion → higher demand for transit
Seniors (over 65) will grow as a % of population	11.6% of pop (YR 2002)	19.3% (YR 2025)	Increased demand on WTA fixed route and paratransit services
Greatest job growth is in retail and service sector	35,900 jobs in 2000	43,800 jobs in 2010	More low wage jobs focused in key retail and service areas
Percent of employed residents will increase	45% or 77,700	50% or 116,300 (YR 2022)	More commute trips
Housing prices rising faster than income	26% of Whatcom County residents pay 30% or more of household income for housing	Increasing!	Smaller % of residents will be able to afford single family housing → greater demand for dense multifamily residences

Survey Inside
Let us know what you value in WTA service!

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

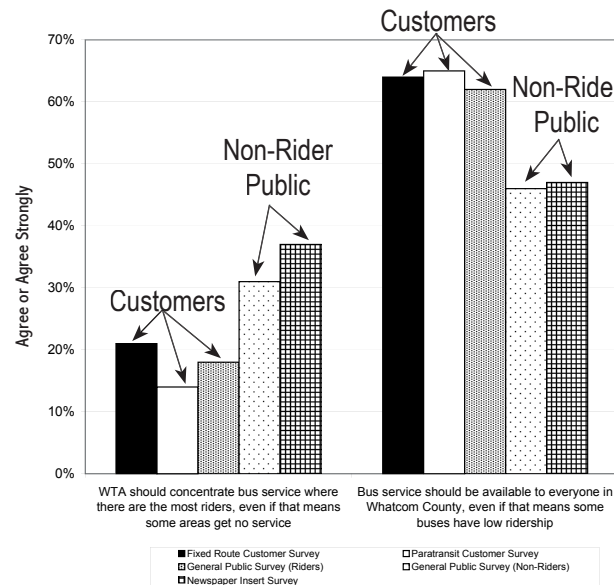
NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES



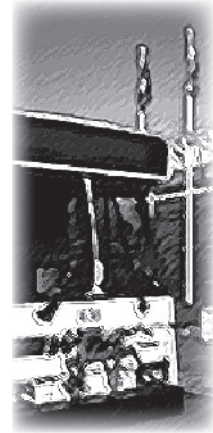
Here Is What You Said...

We asked Whatcom County residents what type of public transportation service they valued. Survey responses from different groups show that not everyone agrees.

"Bellingham is lacking sufficient night service. This is when we most need buses for safety to get home."
- WTA Passenger



"The drivers are friendly and always make sure the journey is pleasant."
- WTA Passenger



...What This Tells Us

"Lower ridership areas could be serviced by smaller feeder buses that meet and connect with denser use areas."
- Newspaper Insert Survey Respondent

WTA customers feel strongly that public transportation should be available to everyone in Whatcom County, even if that means some buses have low ridership. The general public (primarily, but not exclusively non-riders) also favors this approach, but by a much smaller margin. Non-rider respondents were much more likely to support service that maximized ridership per dollar of investment.

All areas should have some bus service. All of Whatcom County is paying for this service.
- WTA Customer

Over half of all general public respondents felt that public transit services should be available as a viable alternative for residents that currently drive.

Out of thousands of written comments, here's what we heard most often:

- Bus size needs to match demand to avoid empty buses
- Need to expand weekend and evening service
- WTA employees are friendly and courteous

How to learn more . . .

- Attend WTA's Open House on Thursday, September 18th, 2003, from 4 PM to 7 PM at the Bellingham Senior Center, 315 Halleck Street (on bus line 7)
- Visit www.ridewta.com to download a copy of the executive summary of the report

Comments

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

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

We need your input. WTA plans to revisit its core mission and values as part of this Strategic Plan Process. We need a detailed understanding about what the community values from WTA. Please assist us by answering the following questions.

What key words describe your ideal public transportation agency? (e.g. "efficient," "innovative," "responsive," etc.)

Can you further describe this key word?

EXAMPLE

Responsive

WTA works with the community to meet changing transportation needs.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
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_____	_____

If you would like to fill out this survey on-line, visit: www.ridewta.com

Learn More at WTA's Open House
Thursday, September 18, 2003
Between 4:00 and 7:00 p.m. at the Bellingham Senior Center, located at 315 Halleck Street, on bus line 7.



Cut here, fold, tape, and mail