

WTA 2040 is WTA's long range transit plan. This plan will serve as a guide for prioritizing new service over the next 20 years. It creates a framework for keeping pace with changing demographic conditions, through increased frequency and new service types, such as Bus Rapid Transit and On-Demand service. Created with input from community members and stakeholders, the WTA 2040 process resulted in three Key Priorities, six Goals and a 2040 Service Network (see map on reverse).

The Key Priorities: Equity, Efficiency, and the Environment

When it comes to service planning and capital investments, the plan emphasizes **Leading with Equity**.

Examples include:

- Designing service using equity metrics, such that low-income riders, people of color, people with disabilities and seniors have equitable access to opportunities.
- Prioritizing bus stop improvements and other service enhancements in areas with higher concentrations of low-income riders, people of color, people with disabilities and seniors.

WTA 2040 also emphasizes **Operating an Efficient System**. This includes matching the level and types of service to particular areas, for example Bus Rapid Transit where density and other land use conditions support it, and On-Demand service, in places that are inefficient to serve with fixed routes and paratransit. This would also include capital investments, such as speed and reliability improvements on high-traffic corridors.

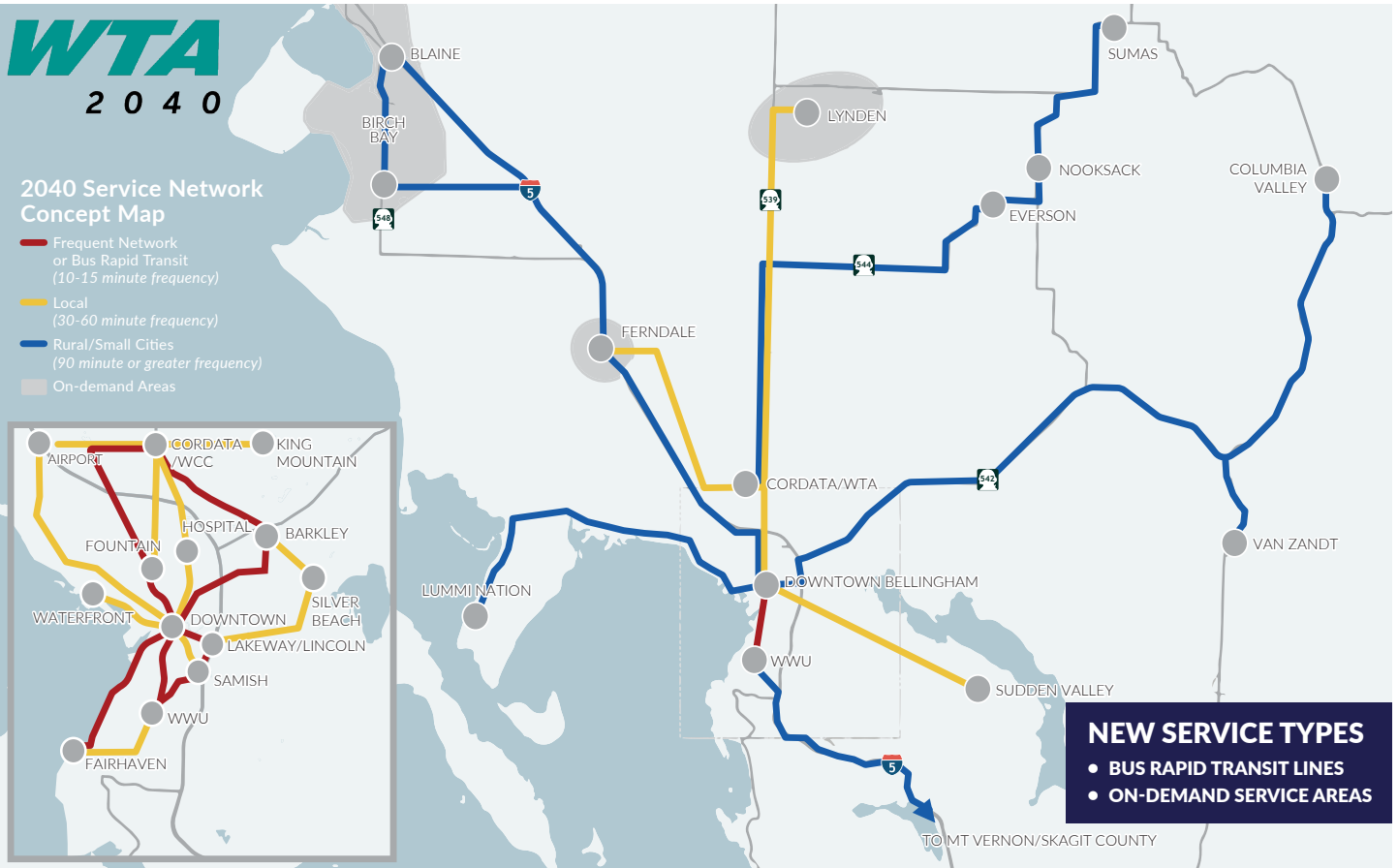
Finally, WTA 2040 emphasizes **Advancing Environmental Progress**. This includes partnering with other jurisdictions on initiatives to increase transit mode share, such as Transit Supportive Land Use and incentivizing people to convert some of their car trips to walking, rolling, biking, and transit. It also includes preparing for zero-emission buses and solar power at our facilities, such as Bellingham Station.

Goals

The following six goals were created with input from community members and stakeholders.

- 1 BE FLEXIBLE, NIMBLE, AND INNOVATIVE
- 2 LEAD TRANSPORTATION SOLUTIONS AND SERVICES AND COLLABORATE WITH OTHER TRANSPORTATION PARTNERS
- 3 IMPROVE ACCESSIBILITY AND MOBILITY FOR PRIORITY POPULATIONS
- 4 SERVE AS STEWARDS OF THE ENVIRONMENT
- 5 PROVIDE A RANGE OF SERVICES TAILORED TO THE COMMUNITIES WE SERVE
- 6 PROVIDE ATTRACTIVE, EFFICIENT, AND FINANCIALLY SUSTAINABLE SERVICES





We anticipate the following effects from the 2040 Service Network:



**INCREASE
IN SERVICE**



**MORE JOBS
REACHABLE
VIA TRANSIT**



**OF PRIORITY
POPULATIONS ARE
WITHIN WALKING
DISTANCE OF
FREQUENT SERVICE**



**MORE RIDERS
SERVED PER
SERVICE HOUR**



**ANNUAL METRIC TONS
OF GREENHOUSE GAS
EMISSIONS (CO²e)
SAVED
BY PASSENGERS RIDING
TRANSIT RATHER THAN
USING PERSONAL VEHICLES**

Funding and Capital

Funding to implement WTA 2040 will come from a variety of sources. Sales tax and grants would continue to make up the largest share of WTA's revenue.

WTA 2040 recommends a greater portion of resources be directed to capital investments. Capital investments are a cost-effective way to improve service and enable growth of the WTA service network. Examples of capital investments include speed and reliability improvements on key corridors, amenities to increase accessibility (such as sidewalks, benches and shelters), and the expansion of Bellingham Station. Expanding Bellingham Station would likely include electric bus chargers, a covered storage area for bikes, solar power generation, and increased capacity to support new routes and increased frequency.

