

Technology Solutions: Improving Service Connecting the System



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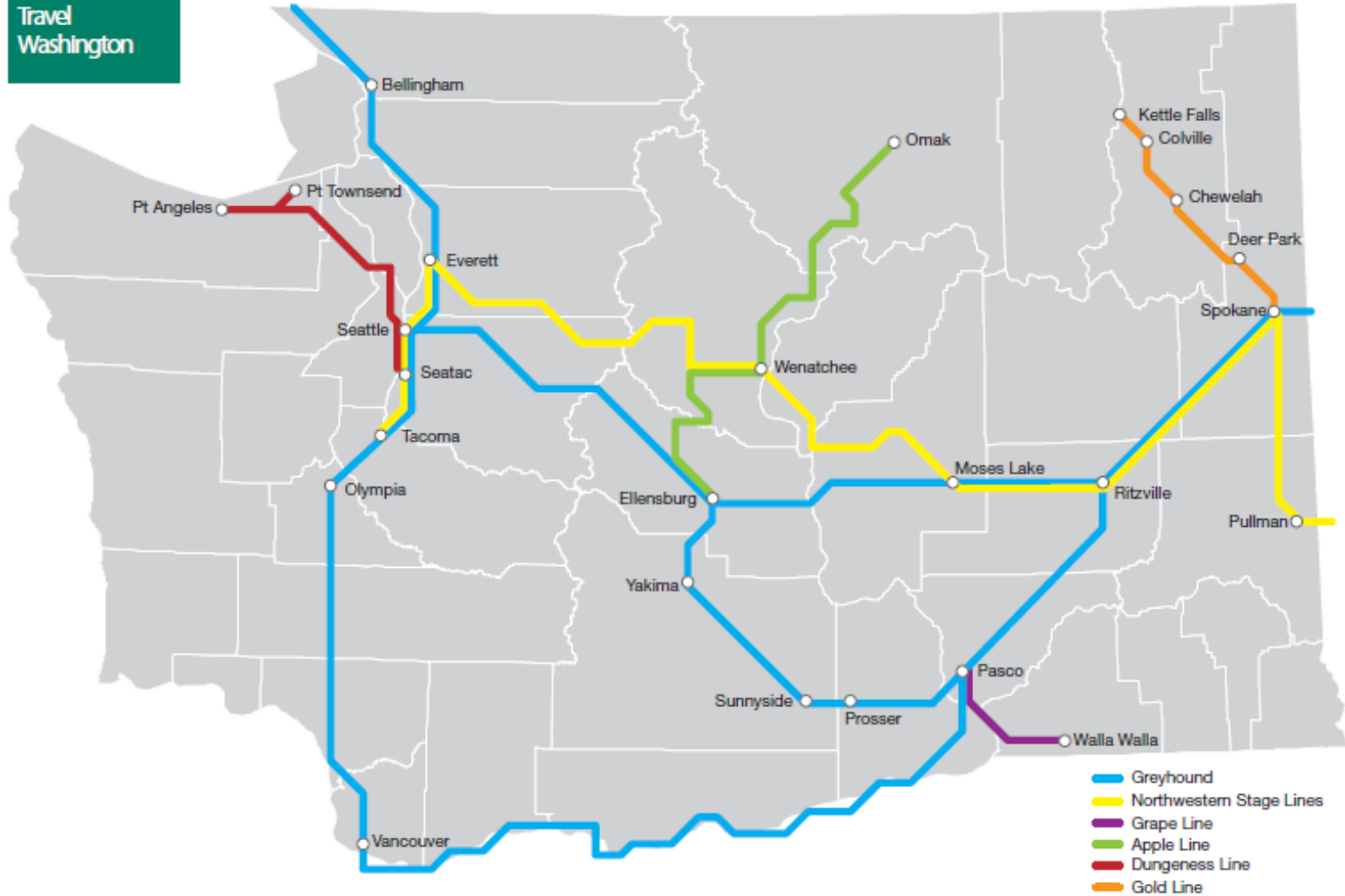
Washington State Department of Transportation

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Statewide Intercity Bus Network





Intercity Bus Program

- Program started in 2007 and uses FTA 5311(f) Federal funds
- Request for Proposals (RFP) for specific routes within the identified corridor for open competitive process
- Provides more flexibility to meet identified rural transportation needs
- Select best operator for each project
- Competition between *providers*, not projects



Travel Washington Intercity Bus

- Local in-kind match provided by Greyhound's unsubsidized capital costs
- All operators are 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.
- Current four intercity routes are:



Travel Washington Apple Line- Omak to Ellensburg



Travel Washington Grape Line- Walla Walla to Tri-Cities



Travel Washington Dungeness Line- Port Angeles to SeaTac **Olympic BUS LINES**



Travel Washington Gold Line- Kettle Falls to Spokane



Greyhound Rural Feeder Service Program

How Local In-kind Match works:

<u>5311(f) Formula</u>	Actual Operating Cost	<u>Local Match Option</u>
\$100,000		\$100,000
\$100,000	Project Cost	\$150,000
- <u>50,000</u>	less Fares	- <u>50,000</u>
50,000	Deficit	100,000
- <u>25,000</u>	50% 5311(f)	- <u>50,000</u>
\$ 25,000	50% local match	\$ 50,000*

* At about \$2.00 per mile (50% of Greyhound's total operating cost), the project would need 25,000 annual Greyhound miles to match the project.

* Greyhound agrees in writing to make this in-kind contribution to the project.





Connecting through Partners



- Grant Transit-Public Transit provider for Grant County
- Ticket agent for Northwestern Trailways in Ephrata
- Northwestern Trailways, Amtrak and GTA serve Ephrata Transportation Center
- GTA working on thruway agreement with Amtrak
- Member of National Bus Traffic Association



Connecting through Partners

Through ticketing how it works:

- All intercity customers are able to buy a one-way or round trip ticket in several ways:
 - Greyhound or Bellair toll-free telephone information center
 - Online using any four Travel Washington websites
 - By phone (or in person) through contract agents and Travel Washington providers, using Greyhound-supplied software and ticket printer (MAXX system)
- Customers buy tickets in advance or on the day of travel
- Tickets, issued in multiple parts, will include travel on Travel Washington and Greyhound (to their final destination)





Partnerships through Ticket Sales

Ticket sales generated at Ephrata Transportation Center

Grant Transit retains commission from each ticket sale as agent

Northwestern Trailways
(Manual)

The image shows a Northwest Trailways ticket form with 17 numbered callouts pointing to specific fields:

- 1: Selling Fare - \$158.00
- 2: Selling Location - Pullman, WA
- 3: Company Name - Northwestern Trailways
- 4: Passenger Type
- 5: Ticket Type
- 6: Coupon Origin - Oakland, CA
- 7: Coupon Destination - Santa Cruz, CA
- 8: NBTA IRCH Company Code Number
- 9: Coupon Number - 2
- 10: Form Number - 3
- 11: Ticket Number 00318652
- 12: Date of Sale - 08-01-03
- 13: Endorsement (Ticket Origin, Destination, Cancellation Penalties and Restrictions, etc.)
- 14: ICW Ticket Number
- 15: Ticket Origin - Pullman, WA
- 16: Ticket Destination - Santa Cruz, CA
- 17: One Way Miles

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REBOARD PASS 14
BOARDING #:
BROWN BRANDON
11Jul08 02:15p
SCHD: GLI 6507
COUPON ORIG
SEATTLE WA
COUPON DEST
PORTLAND OR
EUGENE OR
CONF#: 3320336401
11Jul08 09:15a
SOLD AT: 07881
1 2 3 4 5 6 7



NBTA 0067
NORTHWESTERN TRAILWAYS, I
FROM: SEATTLE WA DEP: 11Jul08 02:15p
TO: PORTLAND OR BOARDING #
ARR-05:30p 11Jul08 RO ADULT
NON-REFUNDABLE SUBJECT TO \$15 EXCHANGE FEE
TICKET FOR SCHEDULE 6507 /11Jul08
CONF#: 3320336401 WA
07881 WENATCHEE WA
11Jul08 09:17a 6930
WNAM001
FARE \$222.00
TAX \$222.00
TOTAL: \$222.00
AC CASH
CA/CA
MILES 195 1190
COUPON 03 08 09
0003638 026 03 29 00226829 5
TKT ORIG: OMAK WA
TKT DEST: EUGENE WA
TARIFF: WAI



MAXX Ticket Sample





Partnerships through Ticket Sales

Northwestern Trailways EPHRATA, WA AGENCY Agent: GTA April Through December 2009				
Month	Ticket/PTO Sales		PTO's Honored	
	Number	Amount	Number	Amount
April 2009	11	\$587.25	1	\$35.00
May 2009	17	\$984.50		
June 2009	23	\$1,988.65	3	\$531.00
July 2009	36	\$2,165.60	1	\$55.00
August 2009	34	\$1,773.55	2	\$70.00
September 2009	26	\$1,243.40		
October 2009	26	\$1,177.40	2	\$352.00
November 2009	35	\$1,833.50		
December 2009	50	\$2,364.80	2	\$80.00
Total	258	\$14,118.65	11	\$1,123.00

Total # of ticket	269
Total \$ sold	\$15,241.65
Total Commission earned	\$ 1,524.17

Ticket gross revenues \$15,241.65 with net commission retained by Grant Transit \$1,524.17 for 2009





Partnerships through Ticket Sales

Reconciling ticket revenues:

- Independent agents & Travel Washington providers sell tickets
- Agents retain commission from each ticket sold. Monies are retained by agent for their income
- If Travel Washington provider sells the ticket, they will collect the fare for all segments of the trip including Greyhound segments
- If Greyhound sells the ticket, Greyhound will collect the fare for all segments of the trip including Travel Washington provider segments



Partnerships through Connections



Valley Transit- Public Transportation provider for Walla Walla Valley

Grape Line serves downtown Walla Walla Transit Center

Columbia County Transit, Umatilla Tribal Transit & Milton-Freewater Public Transit (Oregon) services connect at Walla Walla transit center...



...and Walla Walla Regional Airport



Partnerships through Connections



Valley Transit provides ticket space at transit center

Grape Line ticket agent sells Valley Transit monthly passes & provides customer service in lieu of rent





Partnerships through Connections

On-Line Ticket Purchases & Trip Planning

On-line system designed by Bellair in Bellingham, Washington

Travel Washington routes, Trailways, Greyhound and Amtrak available at one location

All schedules and stops served in Travel Washington & Trailways networks included

Greyhound & Amtrak reservation systems can be accessed through portal



Partnerships through Connections

On-Line Ticket Purchases & Trip Planning

Customers can purchase tickets:

- Credit cards
- Reserve tickets to be paid and picked up at ticket agent
- Pay driver for tickets at stop location with reservation number

Each provider is credited with commission through monthly reconciliation



Partnerships through Connections

On-Line Ticket Purchases & Trip Planning

Schedule & stop data updated as schedules or stop location and ticket agents are changed

Program based on a File Maker platform with coordinate based input

New data can added easily and can tie into other similar based programs

The Result



- More regional interconnectivity, easier intermodal connections mobility & access
- Increased coordination & connections amongst providers
- Opportunities for more revenue through ticket sales commissions
- Increased community and regional awareness of services

Questions?

