Kids on Transit Webinar

Tuesday, March 7, 2017

National RTAP
Rural Transit Assistance Program

FTA
U.S. Department of Transportation
Federal Transit Administration
Panelists

- **Amber Blake**, Director, Department of Transportation and Sustainability, Durango Transit, Durango, CO

- **Michele Brooks**, Senior Associate, TransAction Associates, on behalf of the Town of Acton, MA

- **Mary Anderson**, Transportation Planner II, Whatcom Council of Governments, Bellingham, WA
WHY TARGET YOUTH?
...future lifetime riders
Engagement: Branding
Educational Collaboration

Fort Lewis College
Durango, Colorado

Durango School District 9-R
Innovation and Excellence
• Free and Reduced Lunch – free annual pass

• $30 annual pass for any student

• Targeted educational component to elementary schools

• Hands on Learning – Field Trips
Art in TRANSITION
KIDS ON TRANSIT

Lessons Learned from the Town of Acton’s Dial-A-Ride

Michele Brooks
RTAP Webinar 3/7/17
Background

- Town of Acton’s MinuteVan Dial-A-Ride
- Demand-response service open to all
- Suburban location
- No local transportation prior to this
Targeting Kids

- Kids aged 12-16 targeted
- Goal is to offer independence
- Need to keep controls in place
Safety First

- Parents register kids
- Student ID cards issued
- Safety packet (www.minutevan.net)
- Booking process through dispatch
Promotion

- Partner with schools
- Local advertising
- Use the shuttle to advertise
Success

- Mix of riders
- 100 students registered
- 70+ student trips/month
Success

- New fixed route service
Contact

Michele Brooks
TransAction Associates
mbrooks@transactionassoc.com
Audience Polls

- Does your agency currently have any initiatives to encourage kids to use transit?
  - Yes
  - No
  - Not sure
Story Maps and the 7th Grade Bus Pass
Questions?
Reach us at 676-7433 or www.ridewta.com

7th Grade Bus Pass Trips

Go to your favorite places with your 7th Grade Bus Pass!
This map shows a few of WTA's many bus routes. Once you're on a WTA bus, you can connect to any other bus and go all over town.
The first step is to get on the bus that's closest to your home or school. Then use the step by step directions in this brochure to ride wherever you want to go!

my bus stop
Walk to the bus stop closest to your home or school and fill in these blanks. If you don't know where your closest bus stop is, visit www.RideWTA.com/7thGrade or call 360-676-7433.

my bus stop is: __________________________
Describe the location of the bus stop closest to your home or school.

my bus route is: __________________________
Write the name and number of the bus that comes closest to your home or school.

my bus schedule is: __________________________
List all the times the bus comes by your bus stop.
Take the bus to...

Downtown Bellingham And Fairhaven
There are many great places to go in downtown Bellingham and Fairhaven, and it couldn’t be easier to get there by bus. All but five of WTA’s routes go through downtown’s Bellingham Station. If your bus route ends at Cordata Station, transfer to any bus going downtown.

Fairhaven
From Bellingham Station, take Route 1 Fairhaven at 10, 125 or 155 minutes past the hour or Route 5 at 125 minutes past the hour.

Barkley Cinemas
From Bellingham Station, take Route 331 Cordata at 10, 25, 40 or 55 minutes past the hour. From Cordata Station, take Route 331 Downtown at 05, 150, 155 or 55 minutes past the hour. From the Silver Beach and Northern Heights neighborhoods, you can take Route 540 Sunset directly to Barkley Cinema.

Bellis Fair Mall
From Bellingham Station, take Route 4 Hospital/Cordata at 125 minutes past the hour, Route 15 Cordata/WCC at 125 or 55 minutes past the hour, or Route 331 Cordata/WCC at 10, 15, 40 or 45 minutes past the hour. From Cordata Station, those same routes go to the mall before heading downtown. They leave at 15, 151, 30, 35, 40 and 45 minutes past the hour.

Arnie Hanna and Menchies
From Bellingham Station, take Route 512 Sudden Valley at 40 minutes past the hour, Route 523 Electric at 10 minutes past the hour, Route 533 Yew St at 25 minutes past the hour, or Route 540 Sunset at 55 minutes past the hour.

Arnie Hanna Aquatic Center:
Get off the bus at Lakeway Drive and Pacific Street (by Papa Murphy’s Pizza). Use the blinking crosswalk to cross Lakeway, then walk to Arnie Hanna (behind Carl Cozier Elementary School playground). To return downtown, walk back to Lakeway Drive and catch the bus at the corner of Lakeway and Orleans. Do not cross Lakeway.

Menchies:
Get off the bus at Lakeway Center next to Cruisin’ Coffee. Walk to Menchies. To return downtown, walk to the traffic light at Lakeway Drive and Lincoln Street, and cross the street. The bus stop is on the corner, near Carl Cozier Elementary School.

The Checkered Apron in Ferndale
From Cordata Station take Route 27 Ferndale at 220 minutes after the hour and get off at 3rd and Alder bus stop. If you live in Ferndale, you can take Route 27 directly to The Checkered Apron.

Lummi Island
From Bellingham Station, take Route 50 Gooseberry Pt at 11:00 am or 12:30 pm. Let your driver know you want to get off at the Lummi Ferry dock. Walk to the dock and board the ferry at 11:50 am. Rides are FREE for everyone 18 and younger. Depart Lummi Island on the 2:20 pm ferry to meet the bus at 3:27 pm. Call ahead to check for service interruptions 360-778-6200 or check www.co.whatcom.wa.us/Ferry. If you live on the Lummi Reservation, you can take Route 50 Downtown to Bellingham Station, where you can connect to other buses and ride wherever you want to go.

Birch Bay Waterslides and The C Shop
The Birch Bay Waterslides and the C Shop are open all week long on alternate days. On Saturdays take Route 75B Birch Bay/Baylaine at 9:40 am or 2:25 pm from Bellingham Station. From the Blaine Cost Cutter take Route 75B Birch Bay/Bellingham at 7:55 am, 10:55 am or 3:40 pm. Ask the driver to let you know when the bus is close to the Waterslides or the C Shop.

Show Everyone that Your School Rocks!
WTA is holding a competition. The school with the most 7th graders using their passes in April will be featured on the side of a WTA Bus!
Go to your favorite places with your 7th Grade Bus Pass!

This map shows a few of WTA's many bus routes. Once you are on a bus, you can connect to any other bus and go all over town. The first step is to get on the bus that is the closest to your home or school.

If you have any questions, call WTA at 360-676-7433.
### My Stop:

#### Woburn St at Barkley Village

**Bellingham, WA 98226**

<table>
<thead>
<tr>
<th>Stop ID</th>
<th>Served By</th>
</tr>
</thead>
<tbody>
<tr>
<td>2144</td>
<td>331, 525, 540</td>
</tr>
</tbody>
</table>

**Date:** Monday, March 7, 2016

**Schedule for:** All Routes

<table>
<thead>
<tr>
<th>Time</th>
<th>Route</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:29 am</td>
<td>525 Sunset</td>
</tr>
<tr>
<td>6:51 am</td>
<td>331 Cordata/WCC</td>
</tr>
<tr>
<td>7:08 am</td>
<td>540 Squalicum H.S.</td>
</tr>
<tr>
<td>7:21 am</td>
<td>331 Cordata/WCC</td>
</tr>
<tr>
<td>7:29 am</td>
<td>525 Sunset</td>
</tr>
<tr>
<td>7:36 am</td>
<td>331 Cordata/WCC</td>
</tr>
<tr>
<td>7:51 am</td>
<td>331 Cordata/WCC</td>
</tr>
<tr>
<td>8:06 am</td>
<td>331 Cordata/WCC</td>
</tr>
<tr>
<td>8:08 am</td>
<td>540 Squalicum H.S.</td>
</tr>
</tbody>
</table>
same side of the street as KMS. There are two
they will either take you to Sudden Valley (Route
Route 525).
Take WTA Route 15 or Route 331 to the mall.

This graphic shows you which bus stop to wait at. Be sure to use the blinking crosswalk if you need to cross the street.
2016 Results:

- 1,291 Students received in class education
- 489 passes claimed (38%)
- 212 students used the pass at least one time
Tips and Lessons Learned:

A successful program needs a strong partnership and buy-in from all staff members at the school.

Having an engaging bus driver is key to making the students feel welcome and comfortable on the bus.

If you can’t get the live link in front of the students they are unlikely to access the story map.
New This Year:

We will be hanging posters in the schools to remind and inspire students to claim and use their passes.

We are holding a bus board competition to increase the number of bus trips students make.
VILLAGE BOOKS & PAPER DREAMS
1206 11th Street, Bellingham (360-671-2626)
Take Bus Route 1
430 Front Street, Lynden (360-526-2133)
Take Bus Route 26
You must show your 7th Grade Bus Pass to receive discount.

THE C SHOP CANDY SHOP
4825 Alderson Road, Birch Bay
Take Bus Route 75B
Limited seasonal hours call for details: 360-371-2070
You must show your 7th Grade Bus Pass to receive discount.

PIZZA'ZZA
1501 12th Street, Bellingham (360-756-9322)
Take Bus Routes 1, 5 or 14
2418 Alabama Street, Bellingham (360-647-1122)
Take Bus Route 540
You must ride the bus and show your 7th Grade Bus Pass to receive discount.

MENCHIE'S
1070 Lakeway Drive, Bellingham (360-685-6198)
Take Bus Route 512, 525, 533 or 540
1301 West Bakerview Road, Bellingham (360-685-6199)
Take Bus Route 5
You must show your 7th Grade Bus Pass and this coupon to receive discount. Limit one time use.

MALLARD ICE CREAM
1232 Railroad Avenue, Bellingham (360-734-3884)
Just one block from Bellingham Station
You must show your 7th Grade Bus Pass and this coupon to receive discount. Limit one time use.

THE CHECKERED APRON
5679 3rd Avenue, Ferndale (360-393-3780)
Take Bus Route 27
You must show your 7th Grade Bus Pass and this coupon to receive discount. Limit one discount per visit in April, May and June.

THE WHATCOM FAMILY YMCA
1256 North State Street, Bellingham (360-733-8630)
Bus Route 1
You must show your 7th Grade Bus Pass and this coupon to receive discount. Limit one time use.
Thank You

Mary Anderson, AICP
mary@WCOG.org
360-685-8388

Story Map:
Tinyurl.com/7thgradebus

“This spring break I used my bus pass to ride to the mall. I spent the night with one of my friends and we walked to the nearby bus stop. We were pretty nervous at first about getting on the wrong bus or missing it, but we made it all the way to the Cordata station. My friend and I walked the rest of the way to the mall and after the fun day ended, we walked back to the station and ended up back at the bus station we got on at.” 7th Grade Student
Thank you!

National RTAP
888-589-6821
info@nationalrtap.org
nationalrtap.org
facebook.com/nationalrtap

Recording will be available at nationalrtap.org/webinars; transcripts available upon request

Liz Taylor
Senior Project Manager
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3rd National RTAP Technical Assistance Conference
October 29-November 1, 2017
Omaha, Nebraska
nationalrtap.org/conference2017