

Washington State Transportation Commission

Pullman, Washington
September 15, 2020

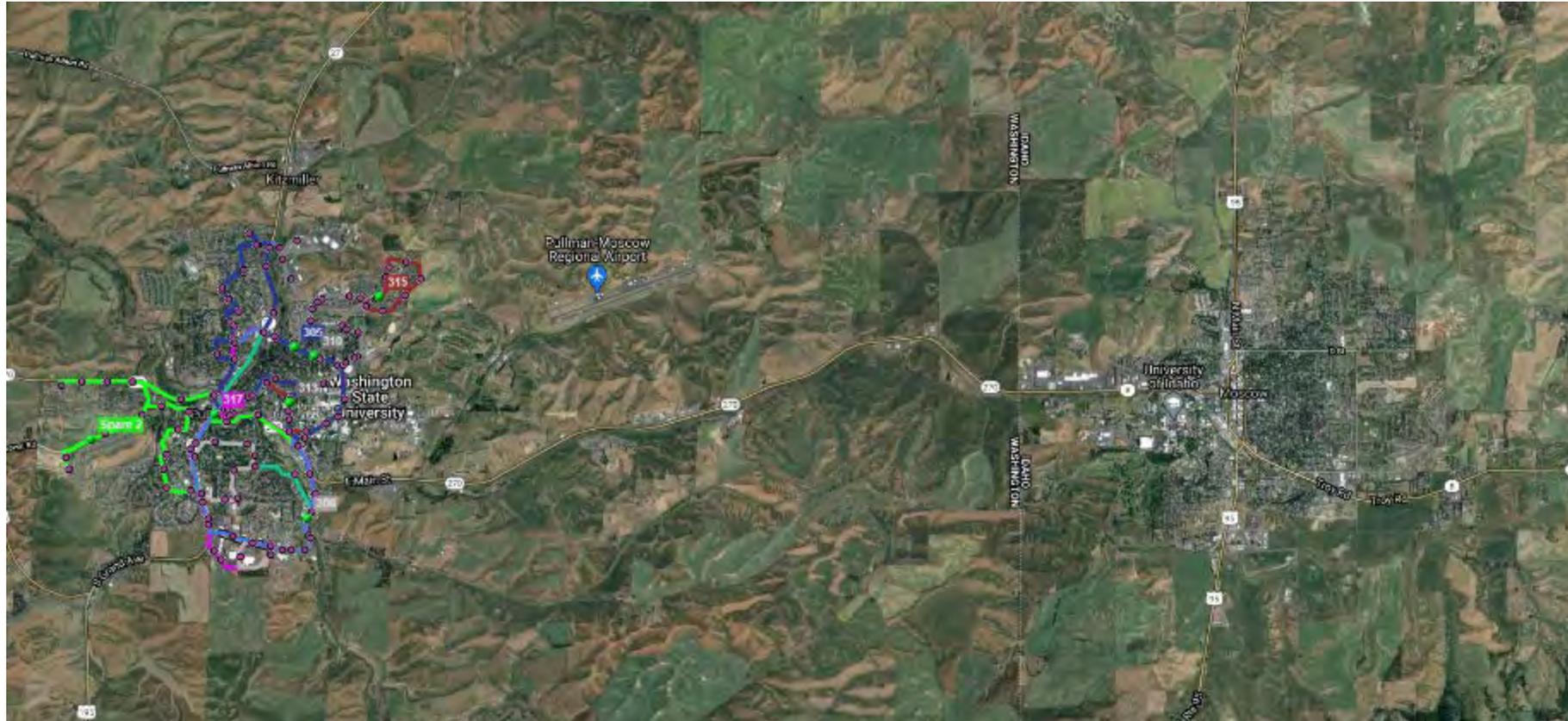


PULLMAN TRANSIT

THE SUCCESSES AND CHALLENGES OF A SMALL TRANSIT SYSTEM

WAYNE THOMPSON, TRANSIT MANAGER

Service Area



Our start: 1979

Division of City of Pullman, Public Works Department

Local Utility Tax base

SYSTEM SCHEDULE 2017-2018
EFFECTIVE AUGUST 17TH 2017 - AUGUST 15TH 2018

(WSTRS) TDD
Relay #800-533-6388
or dial 7-1-1
For an alternative
format of this schedule
or additional
information, call 332-6535

Editing:
Pullman
Transit staff.

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Pullman Transit
775 NW Guy St.
Pullman, WA 99163
509-332-6535
www.pullmantransit.com
@Pullman_Transit

 Please yield to
Pullman Transit
vehicles that
are reentering
traffic....
RCW 46.61.220 States:
The driver of a vehicle shall yield the right of
way to a transit vehicle traveling in the
same direction that has signaled and is reentering
traffic flow

PULLMAN TRANSIT NOW OPERATES 7 DAYS/WEEK

FROM THEN



TO NOW



Then came I-695

Lost substantial state operating funds

- * Dropped routes
- * Let Drivers go
- * 8 years without bus purchase

Recovery relied on:

- * WSU student transit fee
- * FTA 5311 rural grant funding

County-by-county election results

Counties that voted yes are shown in gray; counties that voted no are shown in purple.



Counties voting against I-695: King, San Juan, Whitman



WSU support

Pre-paid fare contract for all students, faculty, staff and retirees

* Also includes investment in "Enhanced Services" which include frequent Express route service



MOSCOW-PULLMAN
DAILY NEWS

94° Sunny

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FEATURED

Water education wheels through Pullman

City adds a new hybrid aquifer-themed bus to its fixed-route service to promote water conservation

By Ellen Dennis, Moscow-Pullman Daily News Aug 7, 2020 Updated Aug 7, 2020

1 of 3



Pullman Mayor Glenn Johnson, right, and city councilor Eileen Macell talk about the city's new diesel-electric hybrid transit bus Wednesday in Pullman. The bus is painted with an image of the Grande Ronde aquifer.

Geoff Gommers/Daily News

Remembering who he was, drives us to care for who he is.

- Assisted Living with higher staff to resident ratios
- Alzheimer's/Dementia care specialists
- Licensed Social Workers on staff
- Nurse on duty 7 days a week

GUARDIAN ANGEL
of Pullman

Advertisement

WESTERN
 CONSTRUCTION OF WASHINGTON
 Incorporated

Operators & Pipe Layers

→ **APPLY NOW!** ←

wcilewiston.com

Event calendar

Where you go for what you do. The



"Coug" wrap

- Started in 2011
- This bus is a 1993 Gillig heavy duty coach



13-308

GOING GREEN
electric-hybrid drive
pullmantransit.com / 509-332-6535

Go Cougs!



Go Cougs!

eNews

National RTAP News

Calendar

Conference

Best Practices Spotlight

Current: COVID-19

Archive: Wheelchair Charging

Archive: Deviated Fixed Route

Archive: Driver Training

Archive: Social Media

Archive: Advertising

Archive: Surveillance Programs

Archive: Fuel Efficient Driving

Archive: Travel Training

Archive: Safety

Archive: Employee Wellness Programs

Archive: Turning Used Oil Into Heat

Best Practices Spotlight

Advertising Best Practices: Bus Wraps and In-Kind Advertising

January 2017

Advertising can be a way to generate additional revenue for your agency and/or to help get the word out about your transit services. This article will cover a few best practices and lessons learned regarding bus wraps and in-kind advertising. For more comprehensive information about these topics and other marketing strategies, visit National RTAP's [Marketing Transit Toolkit](#) section on Strategies for Building Awareness, Image, and Support.

Bus Wraps

Transit advertising is advertising inside buses, on the exterior of vehicles, and at bus shelters. One of the beauties of transit advertising is that the space comes free-of-charge; usually your only expenses are production costs. Utilizing the exterior of your vehicles for your logo and contact information, you can build your brand and raise awareness of the system throughout the community. It's like a traveling billboard, as you can see in the example on the right.

Transit advertising also can be a source of revenue or a way to highlight local partnerships. Many systems sell ads in the form of full or partial bus wraps. It is important, however, to take into consideration the staff time and expenses of selling and maintaining the wraps and other ads. You may find that using your vehicles to build your own brand is a better use of the space. You also need to take your passengers' experience into account, like making sure they can see clearly out of the windows.



because the window areas are perforated, they need to be washed more gently, and hard water and soap build-up can occur. With new buses, he now makes sure that at least the front two windows are uncovered. He also recommends looking into material that allows for more aggressive daily washing.

Fairmont-Marion County Transit Authority (FMCTA) in Fairmont, WV also sells ad space on their



Below are some experiences and tips from rural transit agencies:

Pullman Transit, in Pullman, WA implemented bus wraps displaying the local Washington State University mascot, a cougar, paid for by the university (show in photo on the left). Wayne Thompson, Manager, said, "The bus wraps remain a big success in our system, and are recognized almost as a Pullman Transit trademark now region wide." However, Mr. Thompson notes that visibility out of the side windows has been a concern for passengers. Also,

FTA Charter Rule Exceptions

school bus service and fall football

Our role in the community goes beyond just regular bus service



Ridership



Whatcom Transit Authority
(Bellingham/Whatcom County)
Population: 225,685
2019 boardings: 4,451,508
= 19.72 rides/capita

Spokane Transit Authority
Population: 436,000
2019 boardings: 9,971,798
= 22.87 rides/capita

Pierce Transit (Tacoma Area)
Population: 904,980
2019 boardings: 8,376,889
= 9.25 rides/capita

Pullman Transit
Population: 34,560
2019 boardings: 1,370,112
= 39.64 rides/capita

Top U.S. Cities for Green Transportation

July 31, 2018 By *JTaylor*

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Green Transportation

[Overall](#) | [Carpooling](#) | [Biking](#) | [Walking](#)

Medium Cities

- Pullman, WA:** In 2011, Pullman was declared the “Best Place to Raise Kids” in Washington by Bloomberg Businessweek. Not only is it great for kids, but it’s also an easy place to get around. Many Washington State University students use the Pullman Transit buses. The [Pullman Transit](#) system was created in 1979 and now has 25 buses running regular routes.
- Elko, NV:** More than 32% of residents in the greater Elko region reported using green transportation. While carpooling is popular in the area for everyday travel, another eco-friendly option for vacationing is hopping on the [California Zephyr](#). The Zephyr runs from San Francisco to Chicago every day, with stops at Elko Station. Residents who reserve a spot on the Zephyr can see the Rocky Mountains, Sierra Nevadas and more.
- Arcadia, FL:** Arcadia is in DeSoto County, Florida. One of the easiest ways to get around the county is using the [DART](#) (DeSoto-Arcadia Regional Transit). The bus routes go from Arcadia to Nocatee from Monday through Saturday. More than 17% of residents in the area carpool, which is another great way to save gas and save money.
- Juneau, AK:** The unique geography of Juneau has made it essential for residents to use green methods of transportation. There are no roads directly connecting Juneau to the rest of Alaska. Ferries are available to get people to the city. In Juneau, 16% of people reported carpooling and almost 7% reported walking.
- Laramie, WY:** This overall green city is also ranked third for biking and fifth for walking on our medium cities lists. Laramie is home to the University of Wyoming, where many students bike to class. Laramie [BikeNet](#) helps make the city friendly for riding, and the downtown area is compact enough to make walking easy and efficient for residents.
- Glenwood Springs, CO:** Walking Magazine recognized Glenwood Springs as one of the most walkable towns in America. Garfield County as a whole is a great place for visitors and residents to enjoy natural scenery. Glenwood Springs is also home to a busy Amtrak station for the [California Zephyr](#). The Amtrak route goes along the Colorado River, away from major roads.
- Moscow, ID:** Moscow sits in northern Idaho on the Washington border. Approximately

Dial-A-Ride

- Pullman's ADA-required "paratransit" service is called Dial-A-Ride
- Six vans in the fleet
- Four daily van/driver shifts
- Wheelchair lifts
- Door-to-door pickup and dropoff
- More than 20,000 rides annually
- Service is 20% of total operating budget
- Anyone age 65 or more is eligible, or younger with a qualifying disability



National Safety Council

Rocky Finley



Ken Williams

Bob Sanders

*Randy Wendt
(2 Million)*



Heroes do work here:

Virus response:

- Fares
- Spacing/capacity
- Cleaning

COVID-19 RESPONSE



Restricted seating in vans



Offices turned into "PPE" storerooms for masks, gloves & sanitizer



Enforced 10 person capacity in buses

COVID-19 RESPONSE



No fares collected

Regular employee communication



Rear door boarding



CITY OF PULLMAN

Pullman Transit and Dial-A-Ride

775 N.W. Guy Street, Pullman, WA 99163

Transit (509) 332-6535

Dial-A-Ride (509) 332-5471

Fax (509) 332-6590

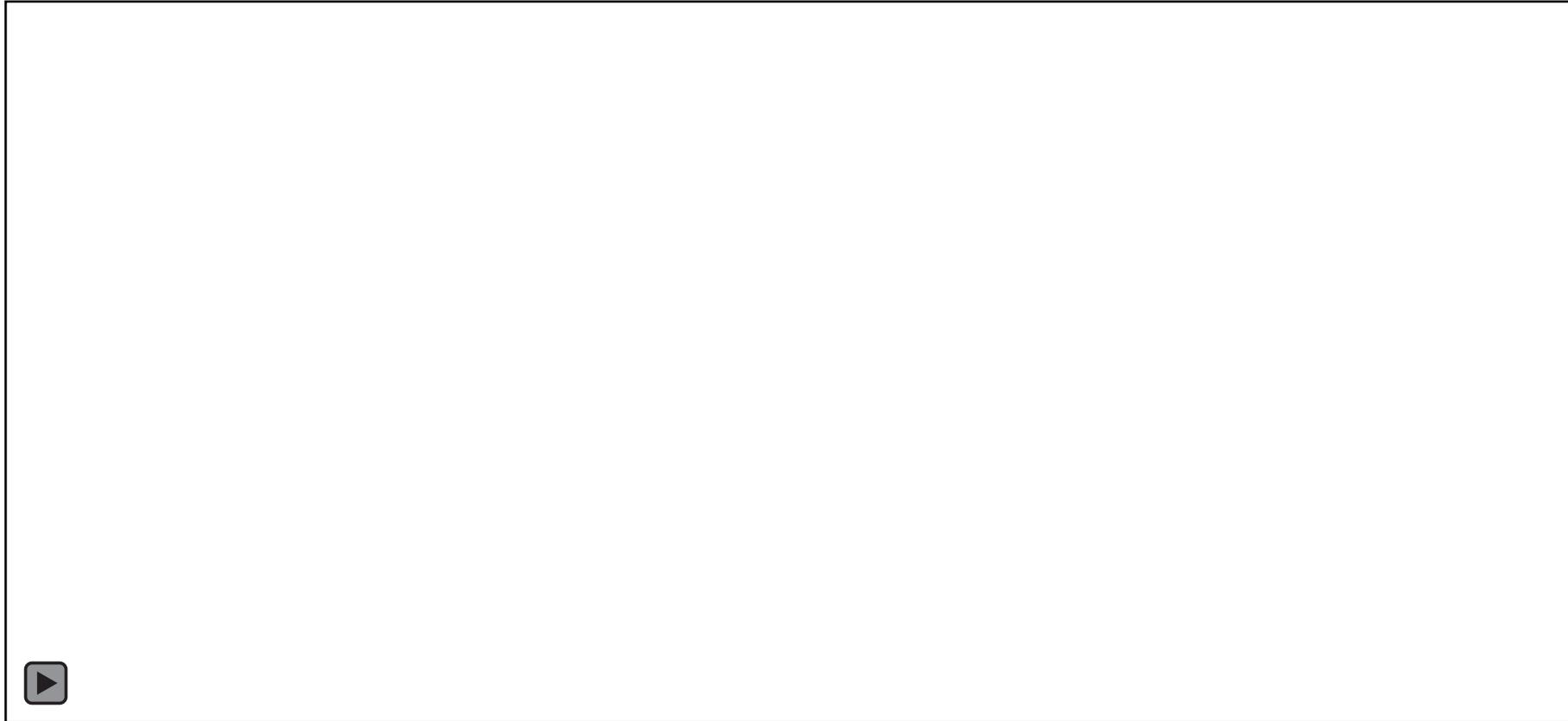
www.pullmantransit.com

Date: June 3, 2020
To: All Employees
From: Wayne Thompson, Transit Manager
Re: Transit coronavirus response update

Since mid-March we have been making changes in how we operate, in order to continue to provide a reliable service but protect system patrons and employees. To date, some of these changes have included:

- Daily application of the hospital grade disinfectant Virex to all vehicles and facilities.
- Temporarily not requiring fares, to minimize money handling on both buses and vans.
- Promoting "social distancing" through signage and raised seats in wheelchair securement area.
- The white "stand line" has been moved to a point six feet behind the driver.
- ERD has installed the flexible shower curtains to guard against direct patron cough, but not block view of side mirror.
- Continuing to provide hand sanitizer and masks on each revenue vehicle.
- Providing gloves for employee use.
- We are working with Gillig to replace the "baseplate" module in all of our pre-2017 buses, so that rear-door-entry-only is an option.

Our contribution to the 2018 Pullman Police Department “Lip Sync Challenge”



Challenges

Just Time and Money

- With WSU in session
 - We must continue to meet capacity at peak times (more Expresses)
 - More frequent service throughout the community (currently 35 minute loops)
 - More weekend/evening service (currently just two buses)
- When WSU is not in session, our public is asking for
 - Later weekday service
 - Later and more weekend/evening service
- General
 - Airport service
 - Expand Dial-A-Ride as needed (small, high-priority service is 20% of budget)
- Aging Fleet replacement
 - One-quarter of fleet dates to 1990s
 - Diesel to hybrid to electric transition will continue
- Funding Source
 - Will there be a return to consistent state funding for transit operations?
 - Federal grant assistance has been regular, but is it wise to plan with all eggs in one basket?
 - Local options
 - Recently doubled fares
 - WSU already covers nearly half of our operating budget



Questions?