



Travel Washington Intercity Bus Program

Summary at a Glance



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Acknowledgments

The Washington State Department of Transportation’s (WSDOT) Public Transportation Division is pleased to present the Executive Summary to complement the Travel Washington Intercity Bus Program 2024 Study Update.

Intercity bus service is an essential part of the transit system for people living and travelling in Washington state. The Travel Washington Intercity Bus program’s goal is to improve access, with a particular focus on rural areas. The program achieves this goal in partnership with private bus operators by providing meaningful connections to urban centers and the national intercity bus network. The end result is more convenient, reliable, and safe travel in Washington.

We’d like to acknowledge the efforts of our consultant, Transpo Group. The knowledge and expertise they brought to this project helped make it a success.

Envirolssues also played a key role in managing public outreach and engagement efforts, including the public survey, while David Evans & Associates served as intercity bus subject matter experts.

Finally, we’d like to acknowledge input from members of the study advisory committee, current and potential riders, elected officials, bus operators, and the many, many other partners that helped make this study a reality.

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Project Background and Intercity Bus History



The Washington State Department of Transportation (WSDOT) has been operating the Travel Washington Intercity Bus Program (“Travel Washington”) since 2007 under Federal Transit Administration’s (FTA) Section 5311(f) program. The Travel Washington program was created to ensure residents of rural communities have access to critical services, job opportunities, and transportation to larger urban areas.

The FTA requires that states assess possible unmet needs for rural intercity bus service every four years. To that end, a proviso in the 2024 Supplemental Transportation Budget allocated state funds to update the Travel Washington program plan, with a focus on investigating the feasibility of adding service in the Yakima Valley, which the 2019 update identified as a possible location for service expansion. The most recent intercity bus program plan was completed in 2019, prior to the COVID-19 pandemic which upended intercity bus service, resulting in reductions or elimination of private, unsubsidized intercity bus services. These changes, combined with operational cost increases and ongoing shifts in the national intercity network, introduced the opportunity to develop a more comprehensive strategy.

While this effort focused heavily on the Yakima Valley, the study recognizes the importance of addressing connectivity challenges throughout Washington. The effectiveness of Travel Washington depends on meaningful connections to the state and national intercity bus network. By providing dependable and intentional connections, the Travel Washington services improve access to larger transit networks, allowing passengers, particularly in rural areas, to travel efficiently between local, regional, and national locations, closing transportation gaps, and increasing people’s access to opportunities and services.

Section 5311(f) requires that states spend 15% of their overall 5311 funding allocation on rural intercity bus projects.

“Meaningful Connections” refer to timely and integrated linkages that improve mobility between services at intermodal hubs.

2007

Travel Washington Intercity Bus Program established

2019

Update to the Travel Washington Intercity Bus Program Plan completed

2020

COVID-19 Pandemic disrupts intercity bus service

2023

A proviso in the 2024 Supplemental Transportation Budget allocates state funds to update the Intercity Bus Program plan

2024

Intercity Bus Program Study update completed and published

Study Purpose

The Intercity Bus Program Study evaluated the existing intercity bus service within Washington. The Study presents the outcomes of a feasibility study to determine where potential service expansions will be most cost-effective, while addressing the program’s goals of linking rural areas and restoring meaningful connections to the existing intercity network.

Goals and Objectives

The goal of Travel Washington is to connect rural communities to major transportation hubs and urban centers, fill gaps in the public transportation network, and make travel more accessible, reliable, and convenient by offering connections to the national intercity network. The three study goals reflect this greater goal.

Equity	Accessibility	Safety and Comfort
Commit to equitable public outreach and engagement, resulting in service recommendations that meet the needs of Washington’s diverse residents, particularly those with the fewest transportation options.	Improve access to intercity bus service to help people get where they need to go when they need to go.	Address safety and comfort for riders at existing and future bus stops and transfer points.



History of Intercity Bus in Washington

For over a century, intercity bus service has been a pillar of Washington state's transportation network, connecting rural communities to metropolitan areas and promoting the state's growth.



In the early **1900s**, private companies established bus routes connecting critical destinations.



The intercity bus industry expanded in the **1920s** and **1930s**, with companies like North Coast Lines and Greyhound providing connections between rural and urban areas.



During World War II, buses played a key role in transporting military personnel, and after the war, the industry expanded with new routes and amenities to accommodate leisure travel.



The industry consolidated further in the **1960s** and **1970s**, with Greyhound and Trailways emerging as the primary operators and smaller carriers discontinuing rural routes.



In **2007**, Travel Washington's Grape Line was established, driven by the discontinuation of Greyhound service in Walla Walla.



The Gold Line, added in **2010**, was the last new service added as part of the Travel Washington program.

1900 — 1920 — 1940 — 1960 — 1980 — 2000 — 2020



Intercity bus served as an affordable travel option during the **Great Depression** and helped the industry grow into a connected national network.



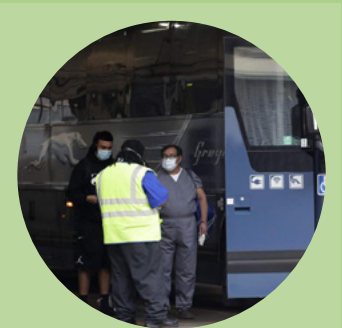
By the **1950s**, the rise of private automobile ownership led to a decline in bus travel.



In **1982**, the intercity bus industry was deregulated, which allowed companies to abandon unprofitable routes, leaving many rural areas without service.



The Dungeness Line and Apple Line were added to Travel Washington's services in **2008**.



The COVID-19 pandemic introduced several challenges, including suspended or reduced service, workforce shortages, carrier consolidations, and the sale of bus stations and other physical assets.

Looking Forward



Explore New Partnerships



Leverage Technology



Advocate for Policy Support

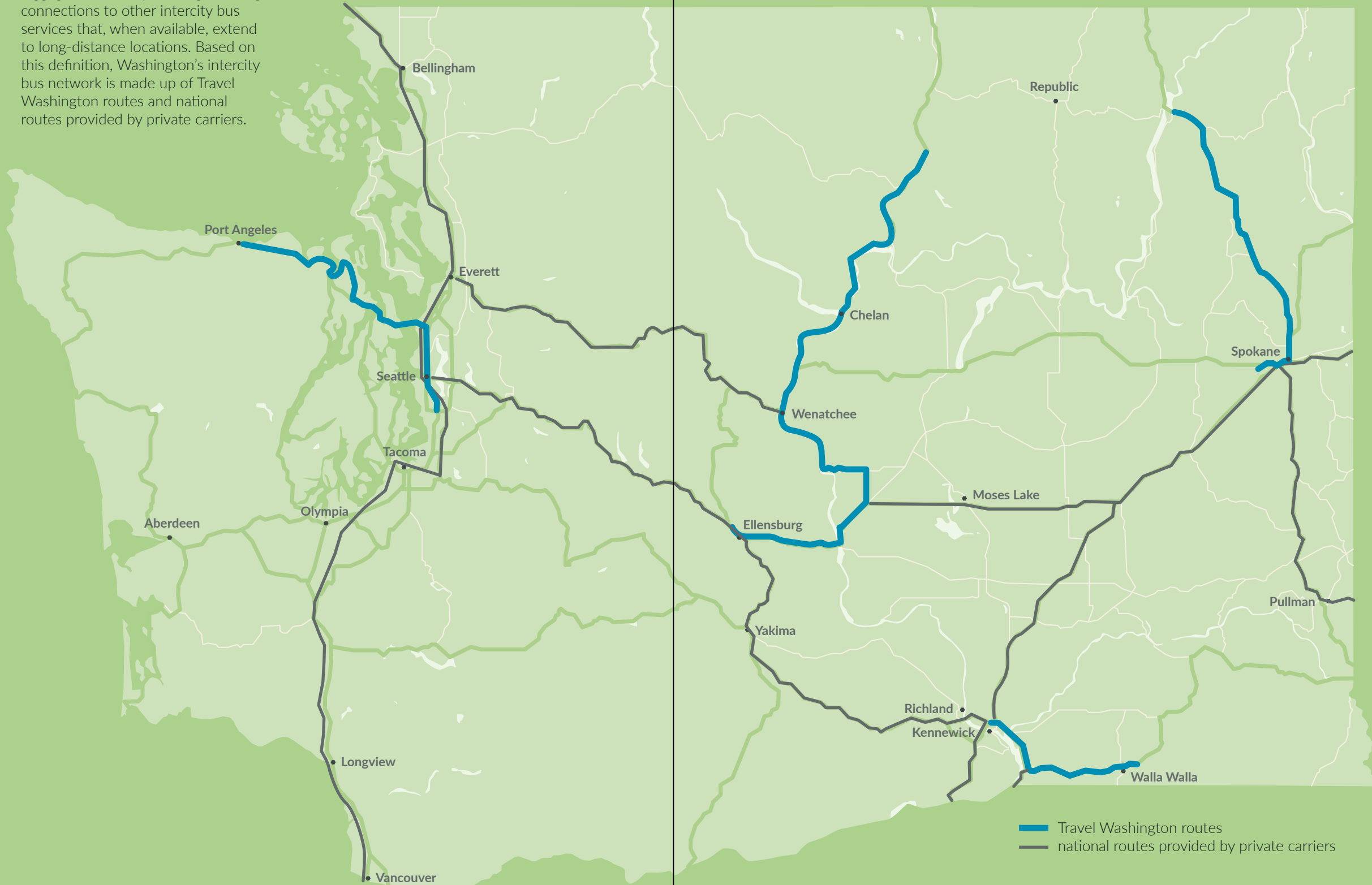
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Existing Intercity Bus Network



Defining Intercity Bus Service

The FTA 5311(f) program defines intercity bus service as regularly scheduled public bus service that operates on fixed routes and connects two or more urban areas that are not close together. This service must be capable of transporting passengers' luggage while also providing meaningful connections to other intercity bus services that, when available, extend to long-distance locations. Based on this definition, Washington's intercity bus network is made up of Travel Washington routes and national routes provided by private carriers.



█ Travel Washington routes
█ national routes provided by private carriers

Apple Line

The Apple Line travels between Ellensburg and Omak. This line runs daily, with one round trip per day.



Amenities

- Food
- Restrooms
- Seating
- Shelter
- Sign Only
- Staffed
- Station



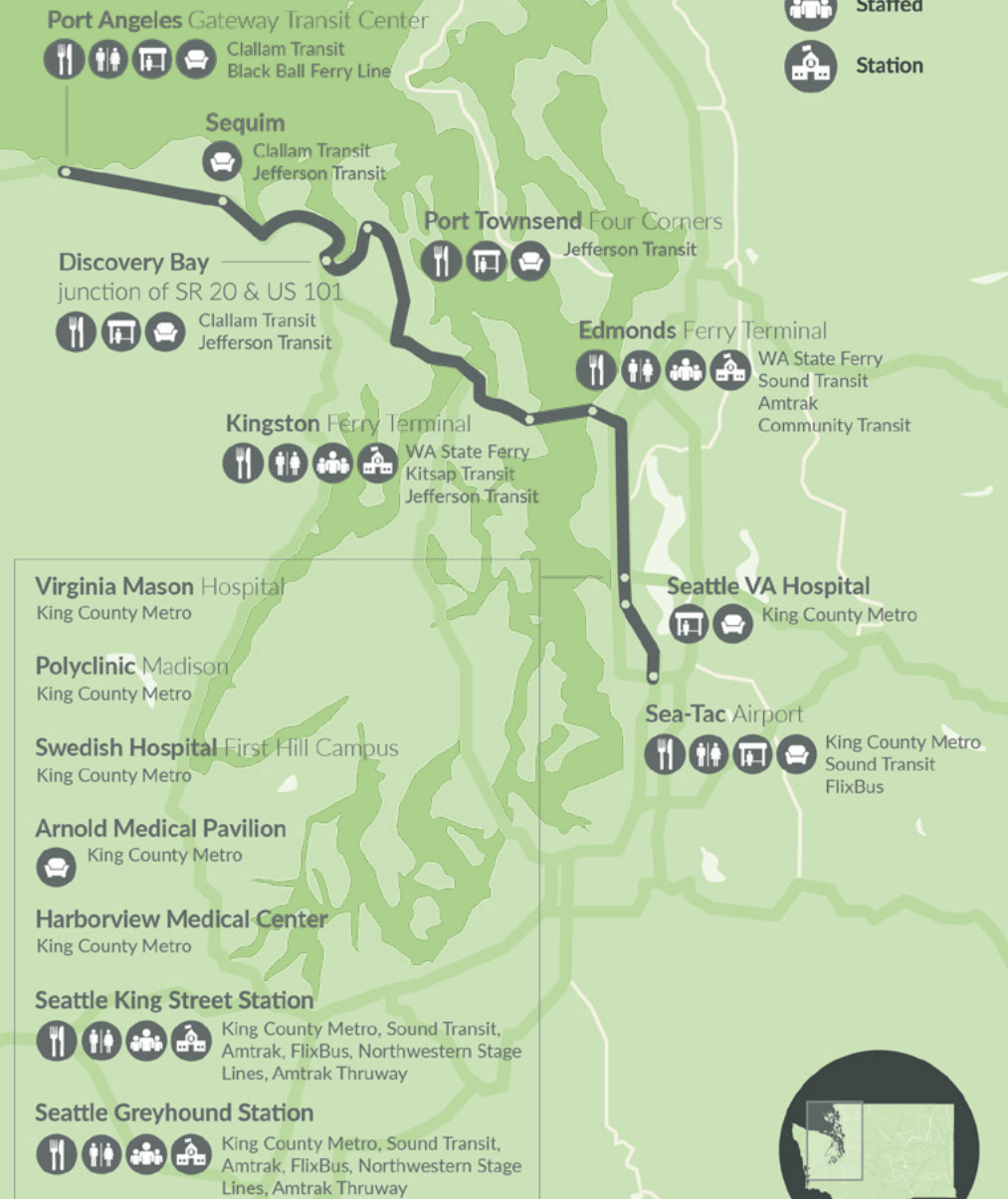
Dungeness Line

The Dungeness Line travels between the Port Angeles Gateway Transit Center and Sea-Tac Airport. This line runs daily, with two round trips per day.



Amenities

- Food
- Restrooms
- Seating
- Shelter
- Sign Only
- Staffed
- Station



Virginia Mason Hospital
King County Metro

Polyclinic Madison
King County Metro

Swedish Hospital First Hill Campus
King County Metro

Arnold Medical Pavilion
King County Metro

Harborview Medical Center
King County Metro

Seattle King Street Station
King County Metro, Sound Transit, Amtrak, FlixBus, Northwestern Stage Lines, Amtrak Thruway

Seattle Greyhound Station
King County Metro, Sound Transit, Amtrak, FlixBus, Northwestern Stage Lines, Amtrak Thruway



Gold Line

The Gold Line travels between Kettle Falls and Spokane Airport. This line runs daily, with two round trips per day.



Amenities

- Food
- Restrooms
- Seating
- Shelter
- Sign Only
- Staffed
- Station



Grape Line

The Grape Line travels between Walla Walla and Pasco. This line runs daily, with three round trips per day.



Amenities

- Food
- Restrooms
- Seating
- Shelter
- Sign Only
- Staffed
- Station



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Evaluation Methodology



User Characteristics and Network Travel Patterns

Existing demographic, socioeconomic, and travel demand characteristics of Washington residents were evaluated, focused on likely intercity bus rider characteristics and trip types.



Likely Intercity Bus Rider Characteristics

- People with low incomes
- Non-white populations
- Households with no or limited vehicle access
- People with disabilities
- People aged 60 and older
- People aged 18-24 (student-aged populations)



Likely Intercity Bus Trip Types

- Healthcare
- Connections to transportation hubs
- Recreation
- Shopping/errands
- Educational institutions
- Commute/business
- Correctional facilities

Statewide Community Conditions

25%

of households are asset-limited, income constrained, employed (ALICE).

8%

of the population self-reports having limited ability to speak English.

6.8%

of households do not have access to a personal vehicle.

86%

of individuals with limited English proficiency are non-white.

43%

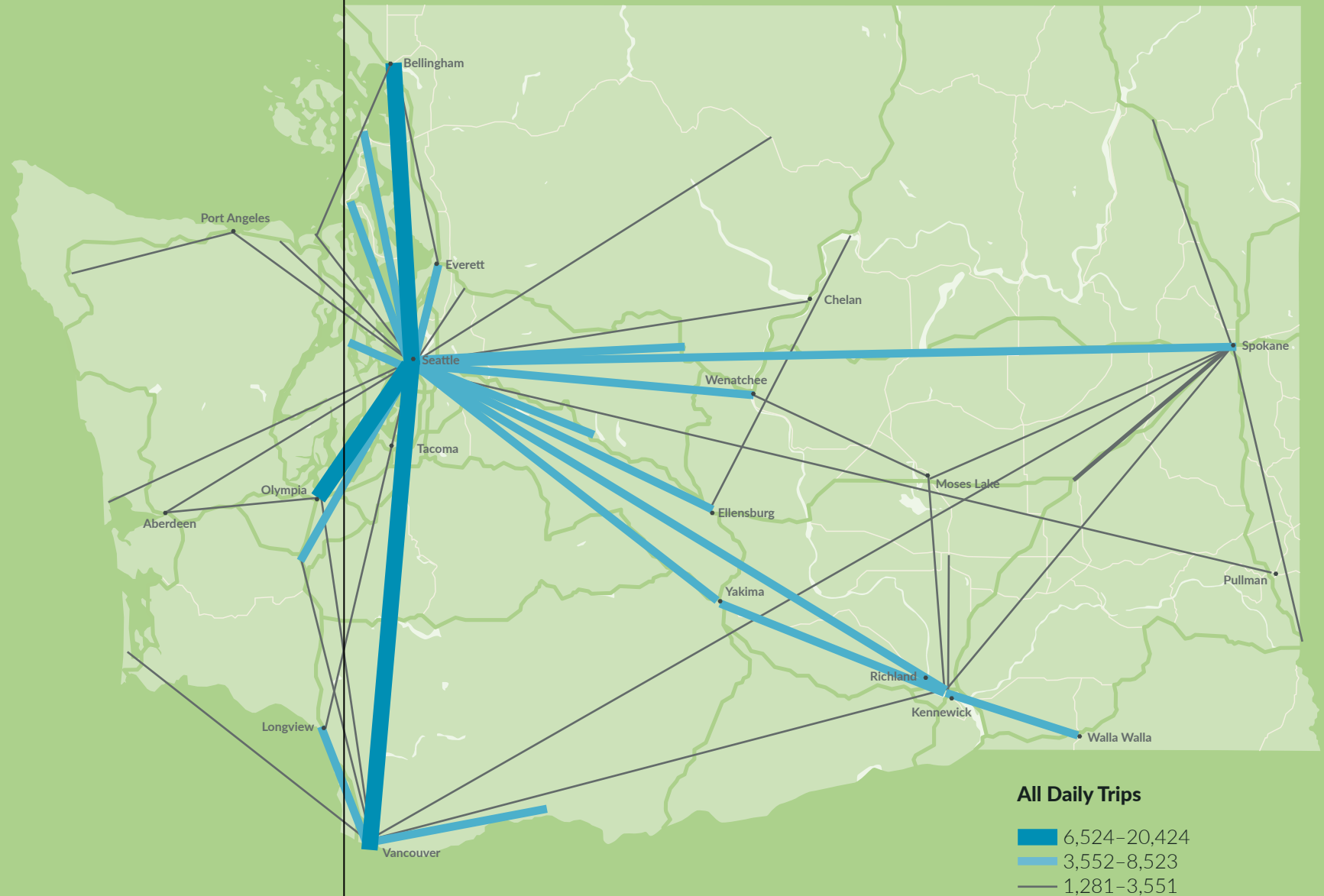
of older adults live with a disability.

I-5

The majority of key services are located in King County or along the I-5 corridor.

Network Travel Patterns

To understand long-distance travel patterns in Washington state, demand for trips exceeding 50 miles was evaluated for each likely intercity bus rider group. Demand was translated into origin-destination (OD) pairs representing demand between resident's home region and their desired destinations.



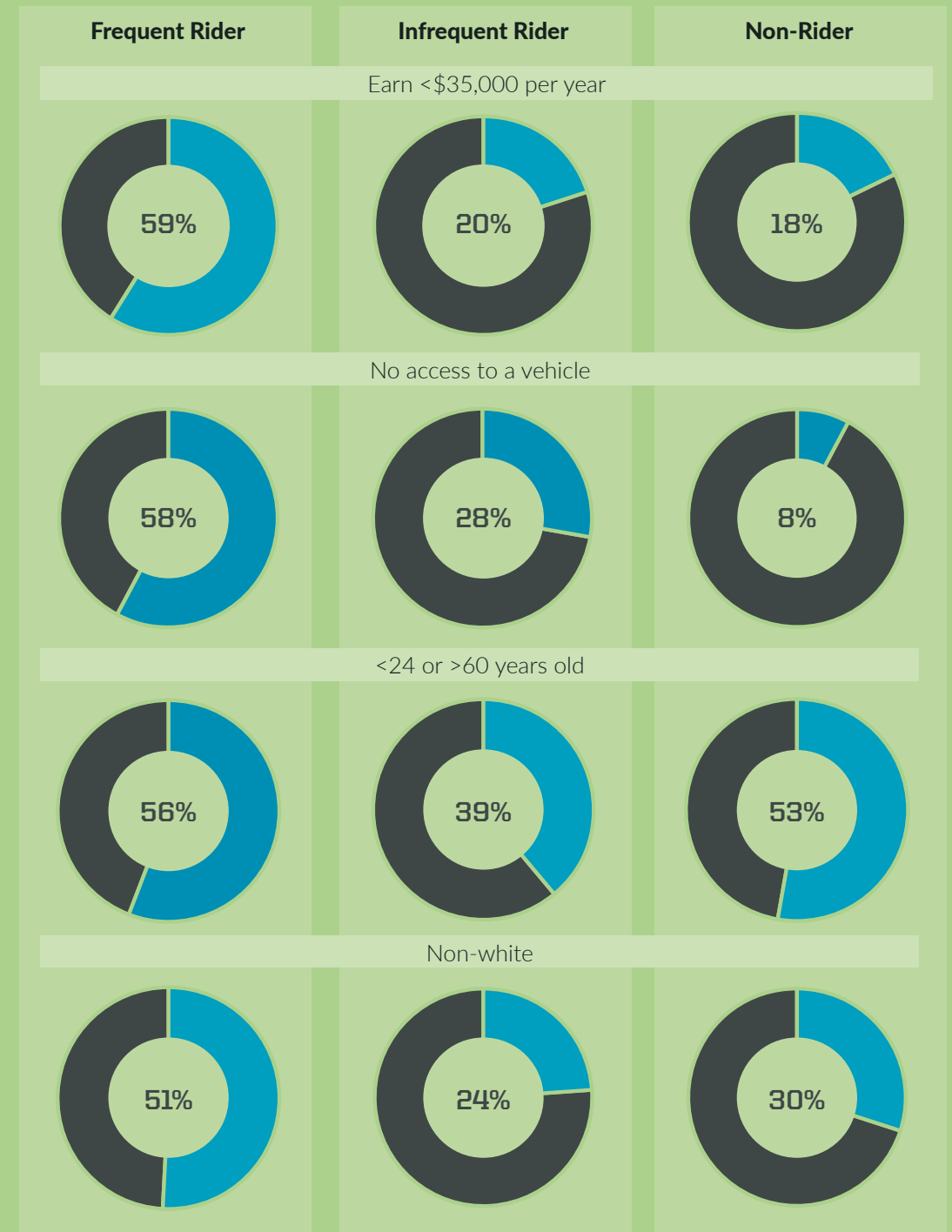
Public Engagement

Survey

A public survey was conducted to determine the travel habits, preferences, and needs of current and prospective intercity bus passengers. Results provided a comprehensive overview of the factors influencing intercity bus usage and areas for evaluation and improvement.

To better understand the difference between survey respondents' characteristics, travel needs, and intercity bus service recommendations, responses were grouped by frequency of intercity bus use (non-rider, infrequent rider, frequent rider).

Frequent Rider	Infrequent Rider	Non-Rider
Access to Service		
<ul style="list-style-type: none"> 1 Take the local bus 2 Walk or bike 3 Driven by family or friends 	<ul style="list-style-type: none"> 1 Take the local bus 2 Driven by family or friends 3 Walk or bike 	N/A
Primary Trip Types		
<ul style="list-style-type: none"> 1 Errands or shopping 2 Visiting friends or family or other social activities 3 Recreational activities 	<ul style="list-style-type: none"> 1 Visiting friends or family or other social activities 2 Recreational activities 3 Errands or shopping 	N/A
Reasons for Use		
<ul style="list-style-type: none"> 1 Good for the environment 2 Saves money 3 Do not have a car 	<ul style="list-style-type: none"> 1 Good for the environment 2 Saves money 3 Don't have to look/pay for parking 	N/A
Barriers to Use		
<ul style="list-style-type: none"> 1 Not available on days I need 2 Not available at times I need 3 Does not go where I need to go 	<ul style="list-style-type: none"> 1 Not available on days I need 2 Does not go where I need to go 3 Trip takes too long 	<ul style="list-style-type: none"> 1 Does not go where I need to go 2 Does not come close enough to my home 3 Not available at times I need
Strategies for Improvements		
<ul style="list-style-type: none"> 1 Bus comes more often 2 Routes to new destinations 3 Improve bus stop conditions 	<ul style="list-style-type: none"> 1 Bus comes more often 2 Routes to new destinations 3 Improve bus stop conditions 	<ul style="list-style-type: none"> 1 Routes to new destinations 2 Bus comes more often 3 Better information about services



Information Gathering Events

In-person and virtual engagement events were conducted, focused on gaining insight from riders, non-riders, key population groups, and representatives from transit operators, MPOs, RPTOs, and other organizations.

Engagement events comprised of
4 tabling events
2 listening sessions
8 open houses.

Through these events, several key needs emerged.



Increased Frequency



New Routes (or Extend Current Routes to New Destinations)



Improved Connections



More Information/ Targeted Marketing

“It is more difficult to get to the intercity lines from the more rural areas that are lacking in local transit connections, especially when you have to coordinate times.”



“One of the major needs is getting out to people so they can know what services are available – so they know the formulas for getting places.”

Sharon

Once a month she visits her daughter in Moses Lake, goes shopping for groceries and other necessities at the Walmart Supercenter, and sees her ophthalmologist for her monthly treatment.

Normally, Sharon's daughter makes the hour plus drive each way to bring Sharon to Moses Lake, but this month, her daughter is recovering from an injury and cannot make the drive. There are no local or regional options for Sharon to visit her daughter or to access her ophthalmologist care. She can still access groceries locally, though.

Outbound Trip
 If Sharon is able to get a ride to Grand Coulee, on most weekdays she would have the option to travel to Moses Lake from Grand Coulee using at least three, and potentially 4, different providers. She would catch the 7:40am People for People bus between Grand Coulee and Davenport (free), wait just 10 minutes to catch the Specialty Mobility Services bus from Davenport to Spokane (free), and wait just over an hour to take Flibus between Spokane and Moses Lake (\$25). Flibus' stop in Moses Lake is outside of the central city, so Sharon may need to take a Grant Transit Authority bus to her final destination (free). This option would allow Sharon to get to Moses Lake to visit her daughter, but it would be very challenging for her to get to the stores where she normally shops. She would have to carry her purchases back home along the return trip that would require at least 3 transfers and take between 5 and 6 hours.

Without her daughter to drive her, Sharon's options to access Moses Lake are limited and time-consuming but could work for a social visit.

Javier

Javier is 24 years old, lives near the center of Othello and needs to get to downtown Vancouver, WA for a job interview.

They have a couple of options, but both will require them to spend the night away from home both during their trip out and back, if their interview is scheduled during normal business hours.

Option #1
 Take the Columbia Basin Health Association bus from Othello to Pasco and then take Amtrak to Vancouver. The bus is free, runs twice daily from Othello to Pasco at 8am and 11am, and the trip takes two hours. The train from Pasco to Vancouver leaves at 4:40pm and arrives around 12:30pm (\$56). The train back to Pasco from Vancouver leaves around 5pm and arrives in Pasco around 7pm. The Columbia Basin Health Association bus runs twice from Pasco to Othello, once at 1:20pm and again at 3:50pm, so Javier will need to spend some extra time in Pasco after checking out of their hotel.

Other Options
 At least two and up to three transfers. None of them would get Javier into Vancouver before 7pm, and the return options would leave before 7am, and each would involve a leg of the trip served by Flibus between Portland and Pasco (\$43). These options would introduce extra transfers without much benefit in terms of costs or time.

Tony & Teresa

They live in Aberdeen and want to spend the weekend vacationing in Tacoma.

They have several options, across the day, to travel to Tacoma.

Outbound Trip
 Most trip options will take around 3 hours, and they will need to transfer at least two times. Most options use only local routes of three different providers—Gray's Harbor (free), Intercity Transit (free), and Sound Transit (\$3.25), and they generally will not need to wait more than 30 minutes between transfers.

Return Trip
 They have similar options, across the day using the three different local providers, and these will generally take between 3 and 4 hours. The shortest travel option, at less than 3 hours, would have them taking Amtrak between Tacoma and Centralia at a cost of \$13-17, and that option occurs a few times a day.

For Tony and Teresa, a trip that, if they were able to drive or be driven, would take between 75 minutes and 1 hour and 40 minutes would take about 3 hours. Taking transit will cost them between \$13 and \$34 depending on whether they use Amtrak on the way home.

Lea

Lea is 30 years old and the primary caregiver for a 2-year old child. Lea lives in Omak and needs to travel to Spokane for specialty pediatric care for her child.

There are multiple ways that Lea can access Spokane through a combination of local and regional transit providers, but each option will take about 9 hours or more, and none get her to Spokane before 4pm. Based on the available travel options, Lea and her child would need to spend two nights in Spokane. If she had the option to drive it would take her under 3 hours each way and the trip could be completed in a single day.

Option #1
 The option with the fewest transfers would be for Lea to walk just under a mile with her child to take the 7am Apple Line to Columbia Station in Wenatchee (\$48), wait 2 hours, and then take the Amtrak Thruway bus from Columbia Station to the Greyhound Station in Spokane (\$64) for arrival in Spokane around 4:30pm.

Option #2
 Another option would provide a shorter, less expensive trip for Lea and her child, but would require two transfers and one very long walk. For this option, Lea would walk 1 mile to take the 12:25am TransGO to Coulee Dam City Park (\$5), wait 4 hours, take the 4:00pm People for People service to Pioneer Plaza in Davenport (free), wait a time under half an hour, and then take the Specialty Mobility Services shuttle to Spokane (\$2). Each of these options are visible to her on Google Maps.

Intercity bus rider demographics and trip types, community characteristics, and travel demand were integrated to create fictional personas to help reflect the challenges and opportunities within the current intercity bus network from a more grounded perspective.

Development and Evaluation of Key Corridors

Corridor-Level Gaps and Needs

Based on the evaluation of user characteristics and travel demand, as well as insights from the public engagement activities, geographic, temporal, and service frequency gaps were identified based on the following criteria.



Geographic

- Physical geographies and regions that are currently unserved by intercity bus.
- Existing intercity bus routes that have limited stop locations, such that lower-population communities are unserved.
- Origin-Destination pairings in which travel by intercity bus is possible with transfers but not possible on a one-seat ride.
- Communities in which connections are not workable because stop locations of various providers are not co-located.



Temporal

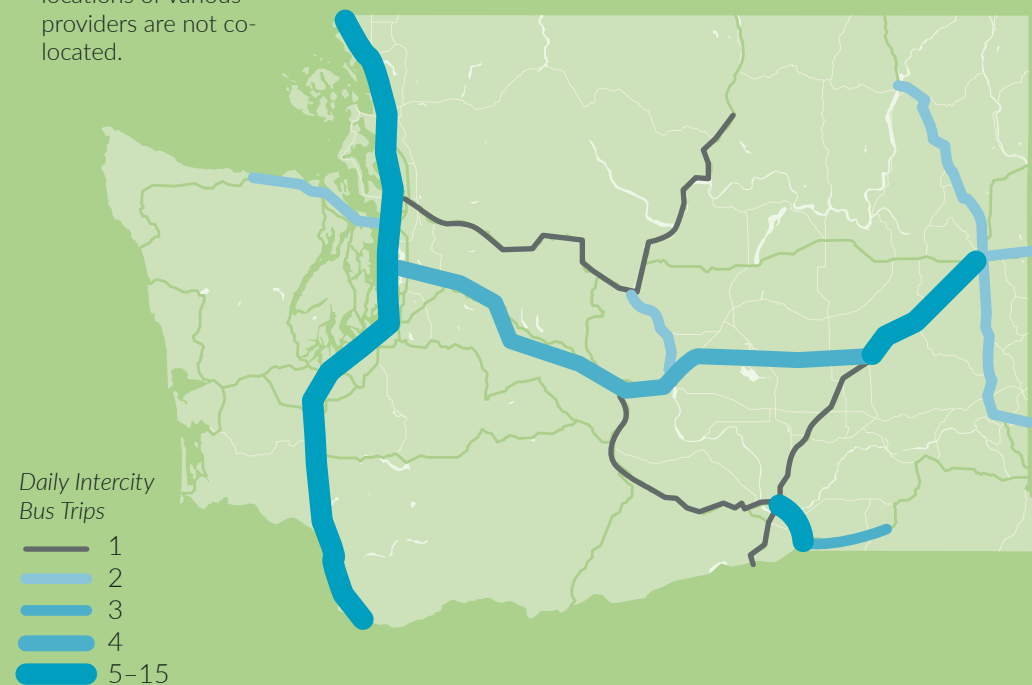
- Mismatch between local transit service hours/schedules and intercity bus service hours.
- Poor connection times between Travel Washington routes and the national intercity bus network.
- Poor connection times between Travel Washington routes and Amtrak.



Frequency

- Major corridors in which intercity bus service is only provided once per day.
- Key origin-destination pairings in which out and back travel cannot be completed in a single day.

Daily Round Trips by Intercity Bus Operators by Corridor



Corridor Evaluation

In response to the geographic gaps and needs, high-level corridors valuable to statewide intercity connectivity were identified. Screening and evaluation processes were undertaken based on a set of key performance criteria.

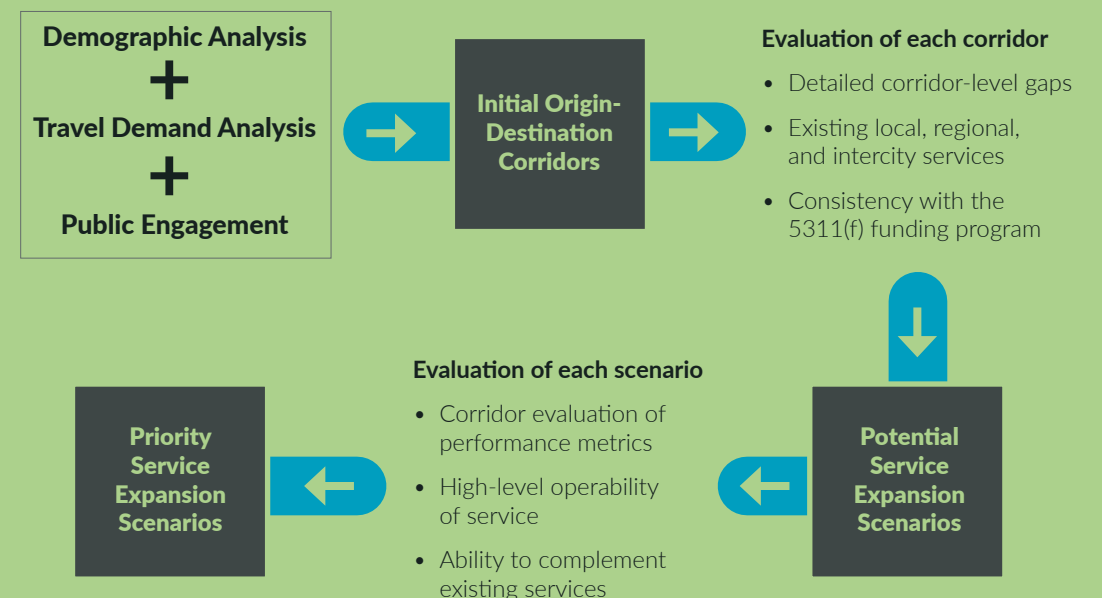
Potential Demand: The potential demand of intercity bus travel for each expansion scenario, based on the modeled number of long-distance trips along each route.

Accessibility: The total population within a 10-mile buffer of each stop location to determine the net new population served by each expansion scenario.

Connectivity: The utility of new or expanded services in providing connections to the greater intercity bus network.

Equity: Further evaluation of each previous performance measure from an equity lens to understand the impact on vulnerable, disadvantaged, and un- or underserved populations.

The evaluation criteria were a key component in developing priority expansion scenarios, which are the basis for proposed service recommendations.



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Service Recommendations



Proposed Service Recommendations

Service recommendations include new routes, new stop locations along existing routes, and increased service frequency along existing routes. Recommendations were categorized as primary (near-term implementation) and secondary (medium- to long-term implementation). Changes to existing services are considered primary recommendations due to their ability to be implemented in a shorter time frame. For new routes, the performance criteria evaluation, in addition to operability and compatibility with existing services, were key components in determining which routes are considered primary recommendations.

With primary service recommendations implemented:

72% of the state's population would be within 10 miles of an intercity bus stop.

Limited English Proficiency (LEP) populations and People of Color would see the greatest overall increase in access to intercity bus.

Ridership is projected to more than double, with an annual operating cost of approximately \$8-\$10 million to fund the primary service recommendations.

With all service recommendations implemented:

83% of the state's population would be within 10 miles of an intercity bus stop.

Zero-car households would see the greatest overall increase in access to intercity bus, followed by low-income households.

Performance Ranking (High/Medium/Low)

	Demand	Demand (Equity)	Accessibility	Accessibility (Equity)	Connectivity	Connectivity (Equity)
Primary New Routes						
Ellensburg-Tri-Cities	High	High	High	High	Medium	Medium
Tri-Cities-Spokane	Medium	Medium	Medium	High	High	Medium
Secondary New Routes						
Spokane-Omak	Medium	High	Low	Medium	Medium	High
Tri-Cities-Pullman	Low	High	Medium	Medium	Medium	Medium
Tacoma-Ocean Shores	High	Medium	High	Medium	Low	Low
Long Beach-Vancouver	High	Medium	High	Medium	Low	Low

Summary of proposed service recommendations



- A** Expansion from two daily round trips to three daily round trips
- B** Expansion from one daily round trip to three daily round trips
- C** Geographic extension to Republic and expansion from two daily round trips to three daily round trips
- D** New service with three daily round trips

Ellensburg to Tri-Cities

This new route would provide service between Pasco and Ellensburg, serving communities along the Interstate 82 corridor, including Sunnyside and Yakima. The proposed service would effectively replace the Greyhound service lost in 2022 and provide access to even more communities not previously served by intercity buses.

Needs and Gaps Addressed

- Provides service along an existing intercity bus corridor that previously experienced a higher level of service, while adding stop locations in communities that have not historically been served by intercity bus.
- Serves a region with a high concentration of likely intercity bus riders.
- Addresses origin-destination connections identified in the travel demand analysis and public engagement efforts.
- Addresses service frequency along this corridor, which is currently only served by one daily intercity bus trip.
- Improves connections to services in Ellensburg and Tri-Cities by eliminating the need for transfers between some public transit services.
- Improves weekend service, as some existing public transit services do not operate daily.
- Improves connections by using the existing FlixBus stop at CWU in Ellensburg.

Operational Highlights

- 3 daily round trips per day
- 4.5-hour one-way run time
- Projected annual ridership: 10,668 passengers
- Estimated annual operating cost: \$2.13M–\$2.87M
- Projected cost/rider: \$200.10–\$268.88

Intermodal Hubs

Ellensburg



Yakima



Pasco



Tri-Cities to Spokane

This new route would provide service between the Tri-Cities and Spokane, serving communities along US Highway 395, State Route 17, and Interstate 90, such as Moses Lake, supplementing existing intercity bus service with limited stop locations along this corridor.

Needs and Gaps Addressed

- While this corridor is currently served by intercity bus, service would be more cohesive and provide recommended service frequency between Ritzville and Tri-Cities (currently one daily round trip).
- The proposed route deviates from any available existing service, providing stop locations in rural communities that are currently unserved.
- Serves multiple communities, predominantly agricultural communities, with high concentrations of likely intercity bus riders.
- Addresses multiple origin-destination connections identified as part of the travel demand analysis and public engagement efforts.
- Improves connections to services in the Tri-Cities and Spokane by eliminating the need for transfers between some public transit and intercity bus services.
- Improves weekend service, as some existing public transit services do not operate daily.

Operational Highlights

- 3 daily round trips per day
- 4-hour one-way run time
- Projected new annual ridership: 11,792 passengers
- Estimated annual operating cost: \$2.71M–\$3.65M
- Projected cost/rider: \$230.23–\$309.37

Intermodal Hubs

Pasco



Moses Lake



Spokane



Existing Route Expansions



Apple Line Recommendations

Recommended improvements to the Apple Line include increased frequency to provide three daily round trips (currently one daily round trip) and establishing an additional stop location in Ellensburg. Since its opening, this route has been limited to one daily round trip, limiting connections to the national intercity bus network and making day trips from one end of the route to the other challenging or impossible.

Needs and Gaps Addressed

- The additional frequency addresses both challenges, enabling day trips along the route and establishing many additional connections to the national intercity bus network.
- Incorporating a stop at CWU will add additional connections to the national intercity bus network and provide an opportunity for this route to serve new trip purposes in Ellensburg.

Operational Highlights

- 3 daily round trips per day
- 4.25-hour one-way run time
- Projected annual net new ridership: 6,667 passengers
- Estimated annual operating cost: \$1.32M–\$1.75M
- Projected cost/rider: \$198.01–\$262.67



Dungeness Line Recommendations

Recommended improvements to the Dungeness Line include increased frequency to provide three daily round trips (currently two daily round trips).

Needs and Gaps Addressed

- Restoring and enhancing intercity bus service and intermodal mobility options for communities along the US 101 corridor by providing more frequent connections.
- Increased connections in Seattle such that new meaningful connections can be made to intercity bus service and passenger rail.

Operational Highlights

- 3 daily round trips per day
- 4 -hour one-way run time
- Projected annual net new ridership: 1,729 passengers
- Estimated annual operating cost range: \$0.87M - \$1.16M
- Projected cost/rider range: \$500.99 - \$669.51



Gold Line Recommendations

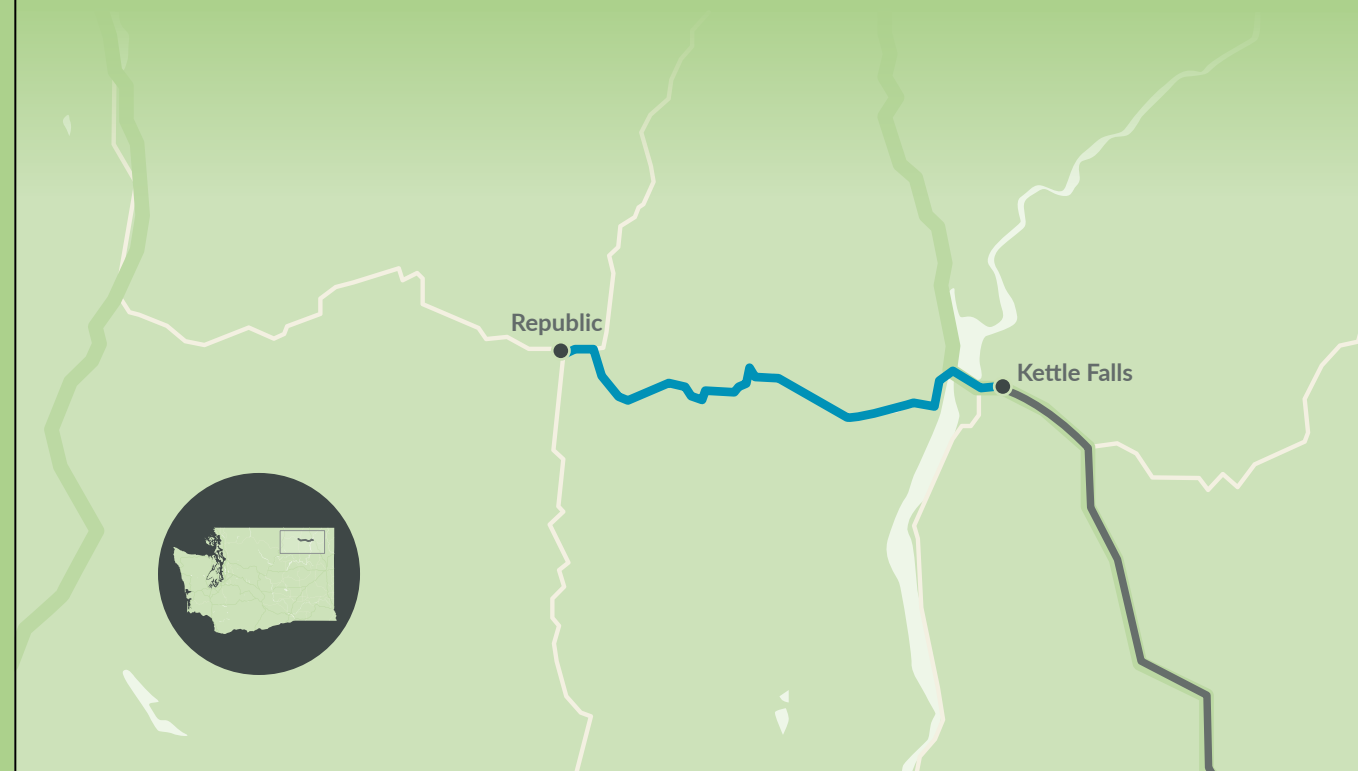
The recommended expansion of fixed-route scheduled service to the town of Republic would build upon the existing schedule and routing of the Gold Line. The proposed new service expansion would provide daily service connecting Republic with Colville, Chewelah, and Spokane, where meaningful scheduled connections with the national intercity bus network, Spokane Transit, passenger rail, and Spokane International Airport can be made. Additionally, the increased frequency of providing three daily round trips (currently two daily round trips) would improve connections to the national intercity bus network accessible in Spokane for current and prospective riders.

Needs and Gaps Addressed

- Extends service along an existing intercity bus route to a community currently unserved by intercity buses and with a high concentration of likely intercity bus riders, providing additional connections to the intermodal hub in Spokane.
- Addresses origin-destination connections identified in the travel demand analysis and public engagement efforts.
- Increased frequency provides new meaningful connections to intercity bus services in Spokane due to an earlier morning run.

Operational Highlights

- 3 daily round trips per day
- 3.5-hour one-way run time
- Projected annual net new ridership: 1,310 passengers
- Estimated annual operating cost: \$0.56M–\$0.73M
- Projected cost/rider: \$426.49–\$560.53



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Policy Recommendations



Policy recommendations are influenced by Washington state’s existing intercity bus network and systemwide gaps and needs. The intercity bus industry is evolving as carriers exit and enter the market, reduce and revise routes, shift services away from existing intermodal hubs, and make fewer stops between major urban areas. To continue to improve access to mobility for residents across the state, WSDOT’s role in supporting intercity bus services may need to evolve through the implementation of key policy shifts. This transition will necessitate acquiring new resources, such as funding and staffing.

Objective 1:

Improve monitoring and evaluation of existing intercity bus services.

- Monitor changes in existing intercity bus services.
- Revise quarterly progress reports to include new key performance measures.
- Monitor and enforce contractual terms with operators.

Objective 2:

Enhance coordination with local, regional, and neighboring state transit providers to improve access to the intercity bus network.

- Coordinate with local jurisdictions and agencies to share identified intercity travel needs likely best served by local/regional providers.
- Complete more detailed analysis of timed connections.
- Work with local jurisdictions to understand challenges and opportunities related to intercity bus services.
- Coordinate with regional and state providers in states that have intercity bus services that connect to the Washington network.

Objective 3:

Improve internal WSDOT coordination to maximize the effective and efficient use of funding and staff time.

- Coordinate with the Public Transportation division to ensure Travel Washington is integrated into information and resources developed by or for the division.
- Develop and implement a consistent process for engaging with WSDOT and regional human services transportation programs.
- Regularly monitor timed connections with Washington State Ferries.
- Explore the most effective way to coordinate with other WSDOT division staff.

Objective 4:

Provide customers with comprehensive, high-quality, and up-to-date information about intercity bus services.

- Develop a Travel Washington website with comprehensive information about Travel Washington routes and basic information about connecting services.
- Ensure that Travel Washington operators provide consistent, standardized information; encourage other intercity bus operators to as well.

Objective 5:

Promote and market Travel Washington services.

- Ensure consistent branding, amenities, and customer service.
- Develop and implement an online and print marketing campaign.

Objective 6:

Improve the travel experience for intercity bus riders.

- Develop stop standards for Travel Washington routes and stops.
- Identify preferred standard on-board amenities.
- Develop standards for preferred amenities for intermodal facilities.
- Identify local transit facilities that act or may act as intercity bus stops.

Objective 7:

Improve consistency of travel experience across Travel Washington routes.

- Bring all stops into compliance with standards developed in Objective 6.
- Require all Travel Washington providers to provide the same fare discounts.
- Explore the potential for free fare for youth riders.

Objective 8:

Increase funding and staff resources.

- Continue coordination and information sharing at the state level and awareness building and education at the federal level.
- Hire additional staff to support and advance the Travel Washington program.
- Increase administrative support for contracted partners.

Advancing the Vision of Travel Washington

The intercity bus network is an integral part of the public transportation network, serving communities around the state and making regional travel more accessible to many. We know that many people with special transportation needs continue to lack access, and public transportation struggles to provide service in rural areas. The recommendations outlined in this study depend on maintaining the national and private intercity bus service levels along major interstate corridors. Without these services, or with service reductions, the utility of the recommendations is diminished and may not be feasible. Moving forward, it will be beneficial for WSDOT to establish strong partnerships with other transportation providers, such as regional transit agencies or private carriers. WSDOT is committed to continue advancing Travel Washington, keeping the goals of equity, accessibility, safety, and comfort at the forefront and ensuring everyone in Washington has access to the places that help them live a healthy, happy, and fulfilling life.

