



2026 SERVICE CHANGES

Summer 2025

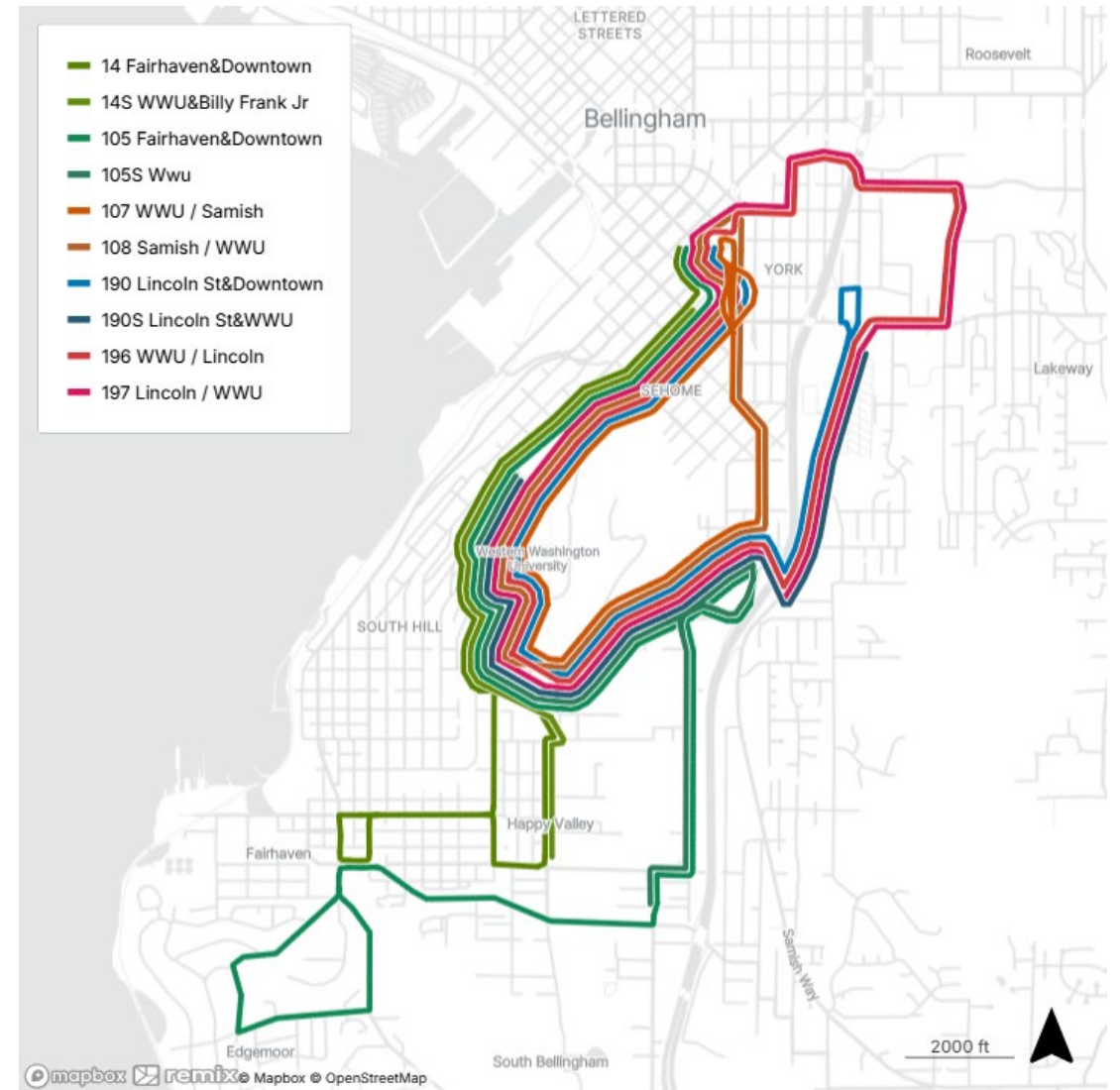
Service Change Goals

- Maintain or improve productivity and efficiency
- Service levels adapt to demand
- Simplify route structure
- Improve on-time performance
- Cost neutral or cost saving



Study Area and Routes

- 14S/14-WWU Billy Frank Jr
- 105S/105-WWU
- 107-WWU/Samish
- 108-Samish/WWU
- 190-Lincoln St/Downtown
- 190S-Lincoln St/WWU
- 196-WWU/Lincoln
- 197-Lincoln/WWU
- Fairhaven Transportation Center
- Lincoln Creek Park and Ride



Existing Operational Issues

- Class schedule causes students to use the service at the same time, causing spikes in load
- Lengthy dwell times at high ridership stops
- Students leaving campus compete with students using the bus to travel within campus
- On-time performance decreases as buses travel through campus



Data Sources

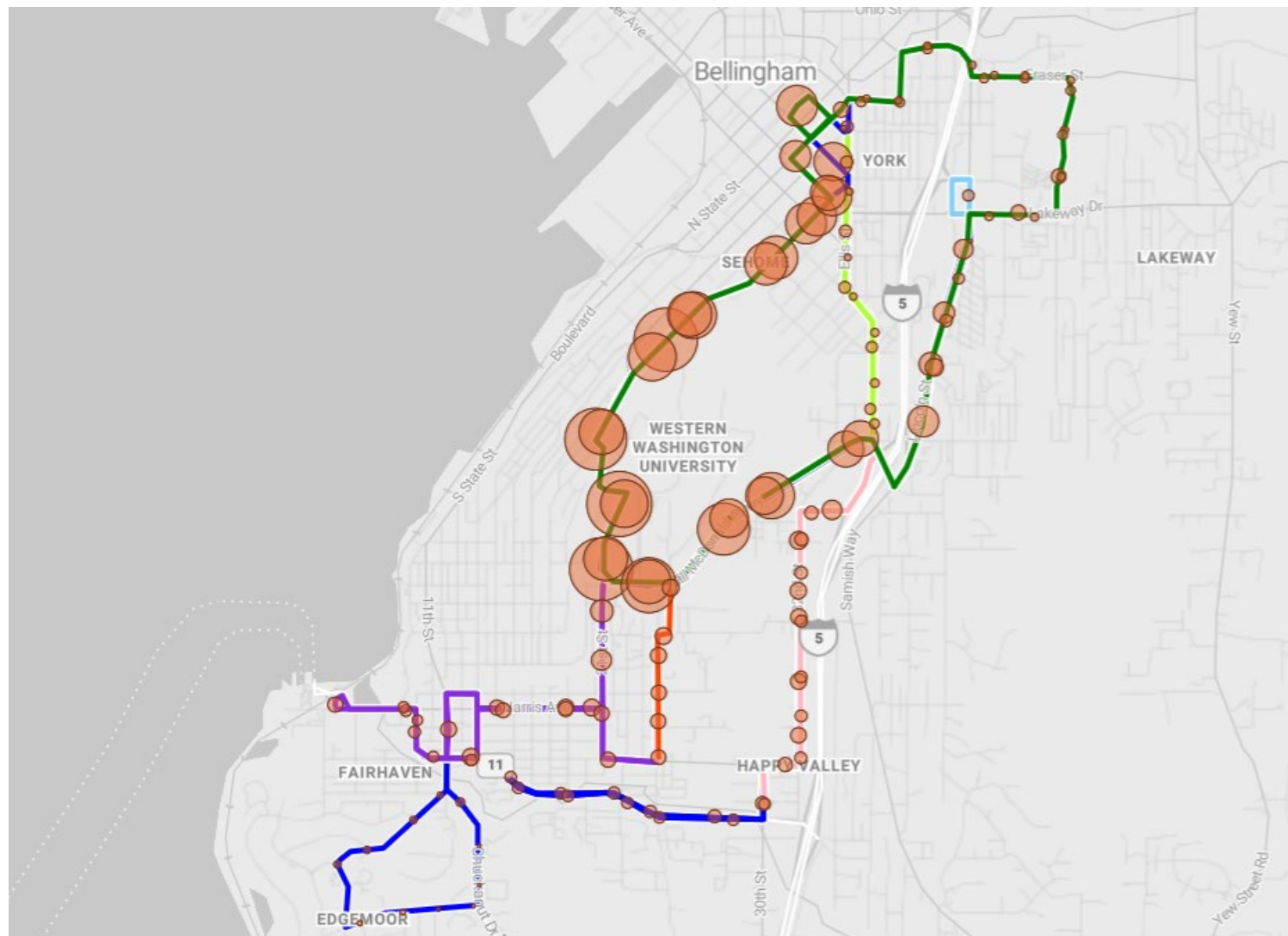


APC Data

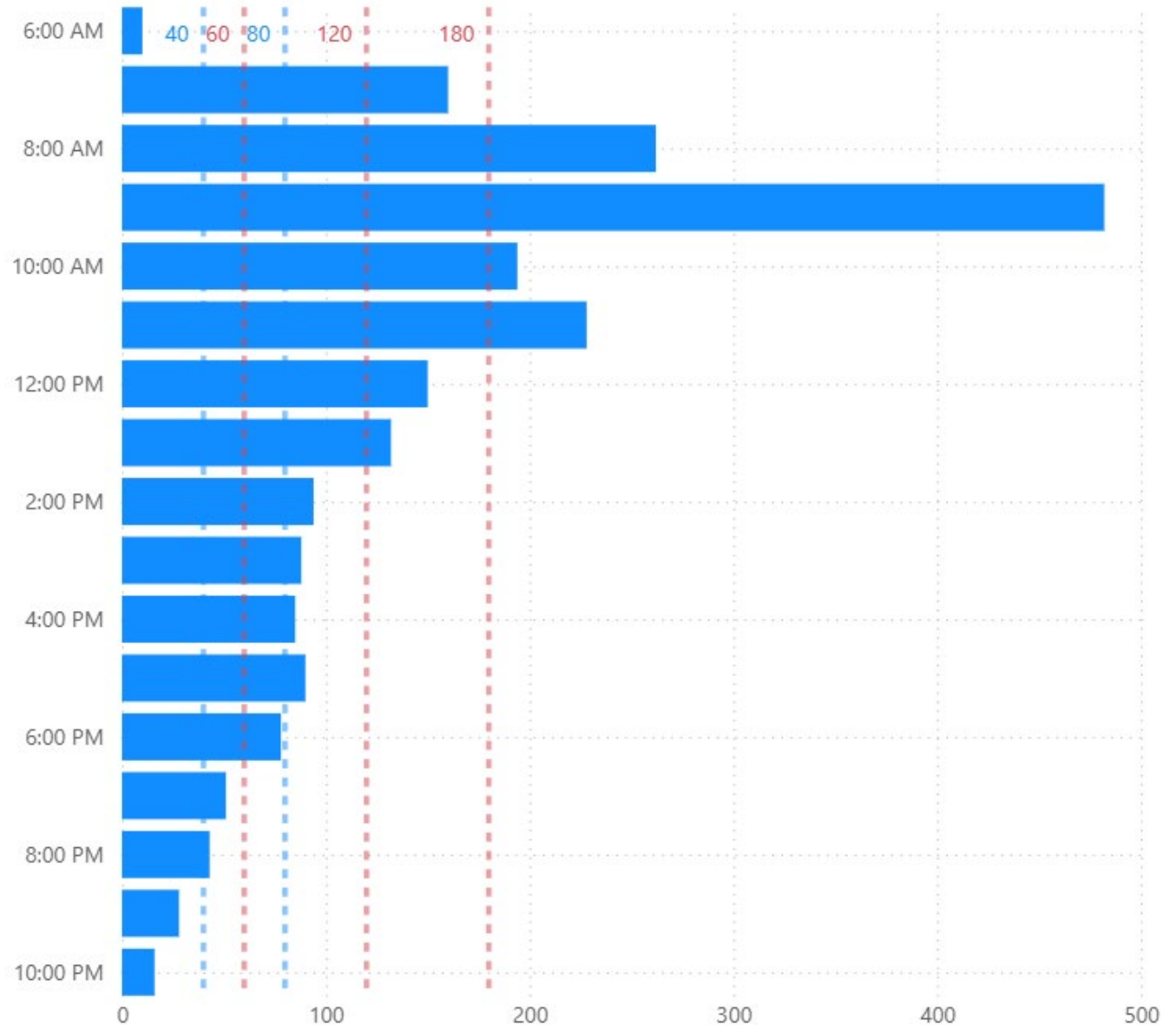
- Data from March 2025
- Averaged data over three weeks
- Help determine when and where additional trips are necessary
- Data correlates strongly with class schedules and observed ridership



Example Load Data



Example Load Data



Proposed Service



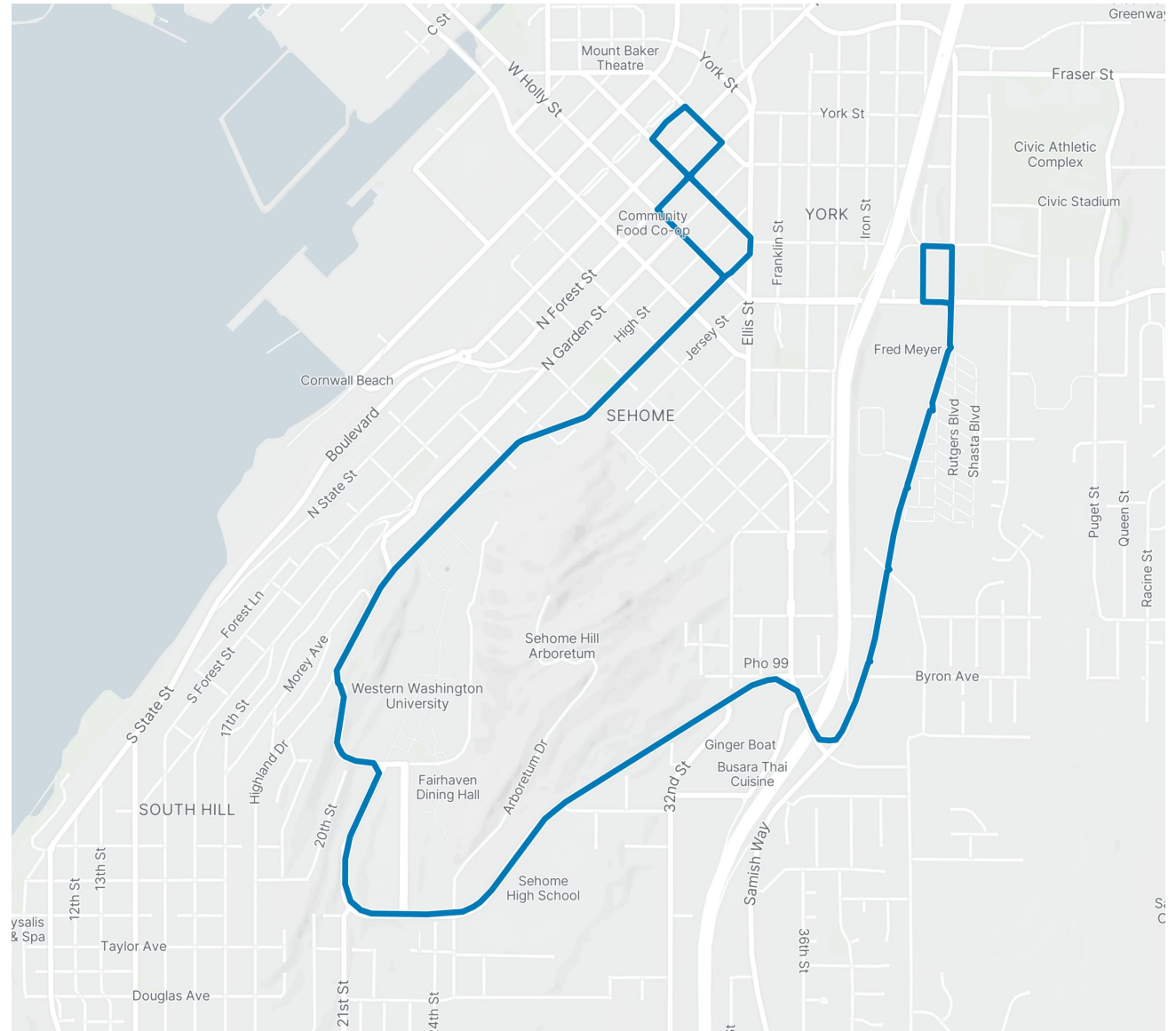
Overview

- Primary campus route (190)
- Additional shuttle service meeting peak demand
- Other routes connecting to Samish Way, Fairhaven, York/Puget neighborhoods
- Timed transfers to campus at key locations
- Increased focus on Bill McDonald corridor
- Rationalizes year-round service
- Overall reduced service hours



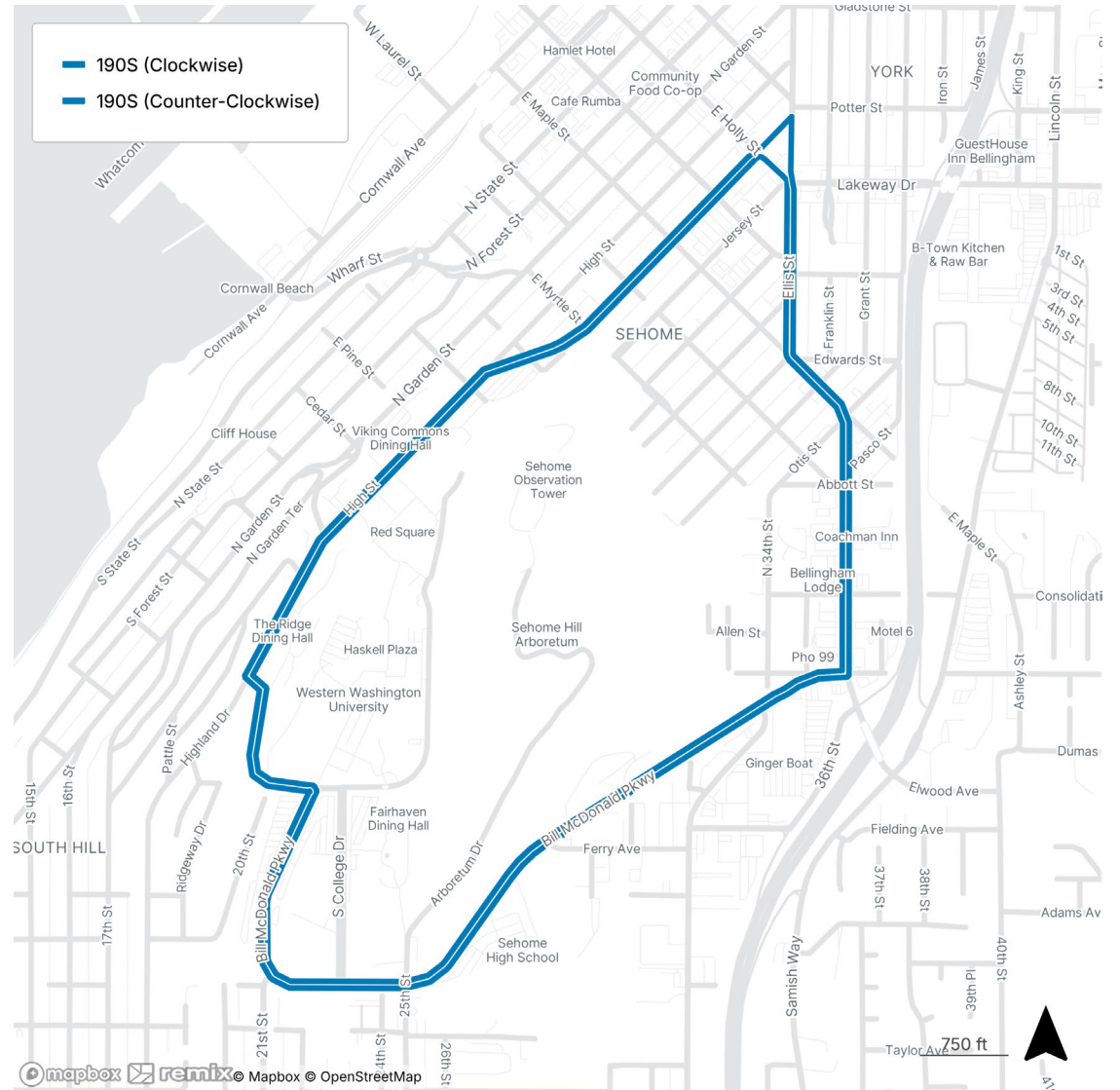
Route 190

- Acting as the backbone of new service
- 15-minute all-day service
- Staying on the pulse at BTS
- Turnaround at Lincoln and Potter
 - Planned roundabout



Campus Shuttles

- Supports 190 with additional trips when needed beyond 15-minute service
- Conservatively added trips
- Trips operate in one direction as needed
- Utilize Samish Corridor
- Minimize deadhead time
- Potential “Viking Shuttle” branding



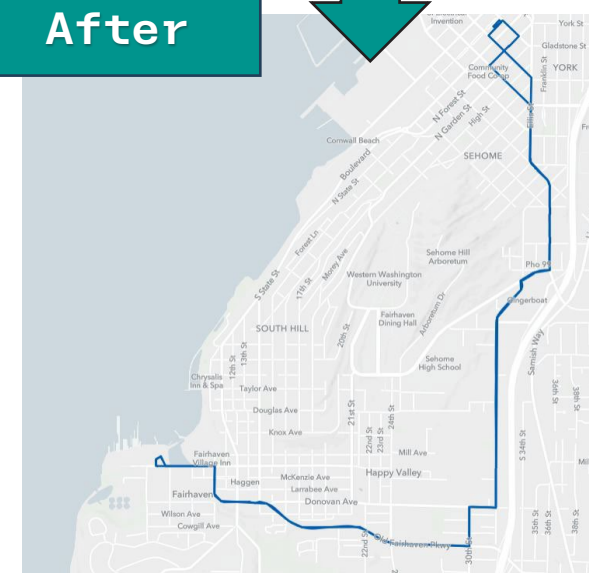
Route 5 (New)

- Connects Samish to Fairhaven
- South Campus Transfers
- More direct between Fairhaven and Downtown
- 60-minute service
- Saves 14-min runtime (removal of Edgemoor loop)
- Between 30-40 passengers need to transfer at BMD @ Samish in the morning

Before



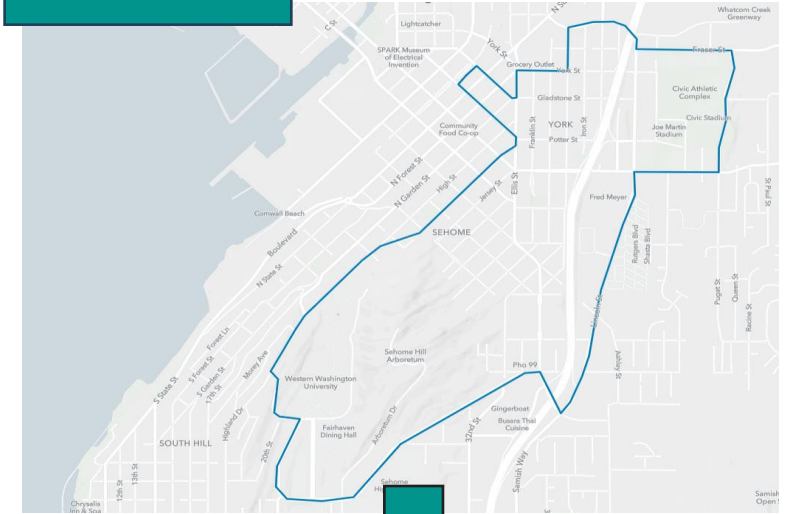
After



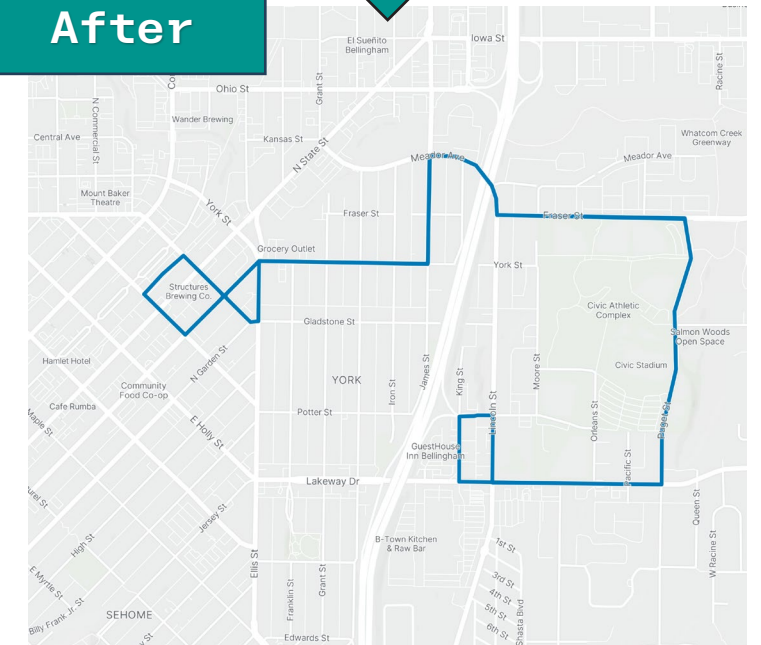
Route 6 (New)

- Connects York Neighborhood to 190
- 60-minute service
- Route 190 available from Downtown
- Shortened loop due to limited runtime
- Timed connections downtown

Before



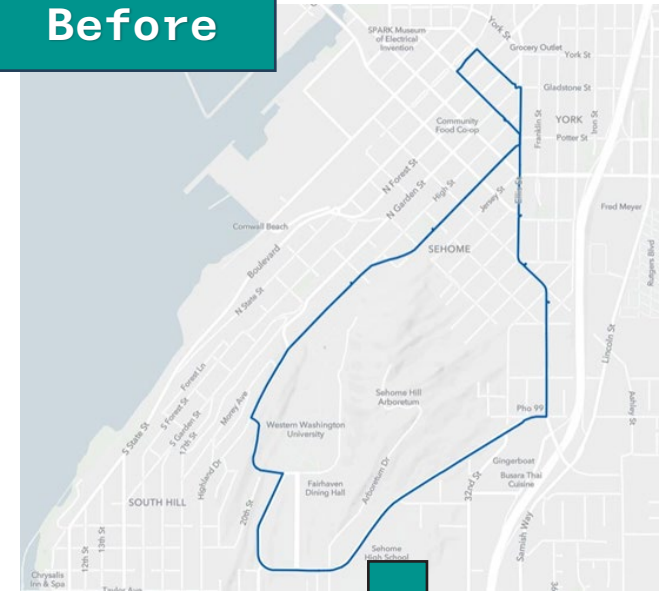
After



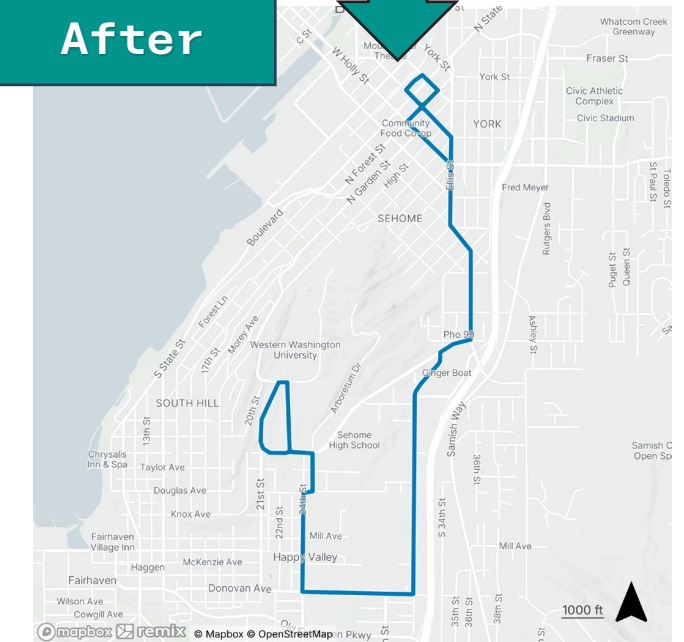
Route 7 (New)

- Provides Happy Valley service
- South Campus transfers to North Campus/Downtown via 190
- 60-minute service
- Direct connection to South Campus
- Supports reduced route 14 service
- Reduces issues with possible snow routing.

Before



After



Transfer points

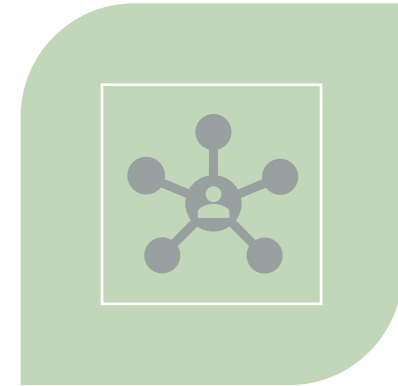
Key Information



3 TRANSFER POINTS



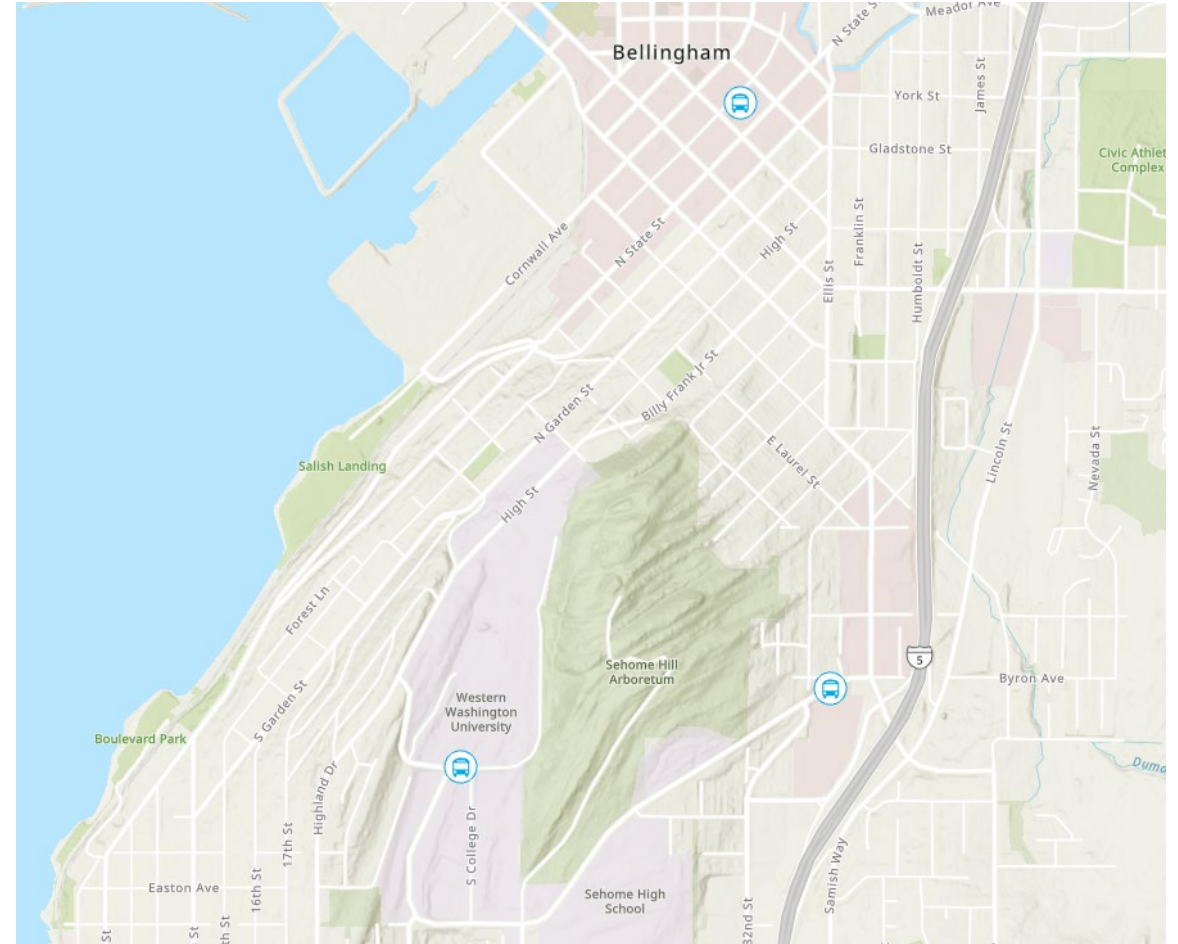
TIMED TRANSFERS



CONNECTIONS MADE
TO ROUTE 190

Transfer Point Locations

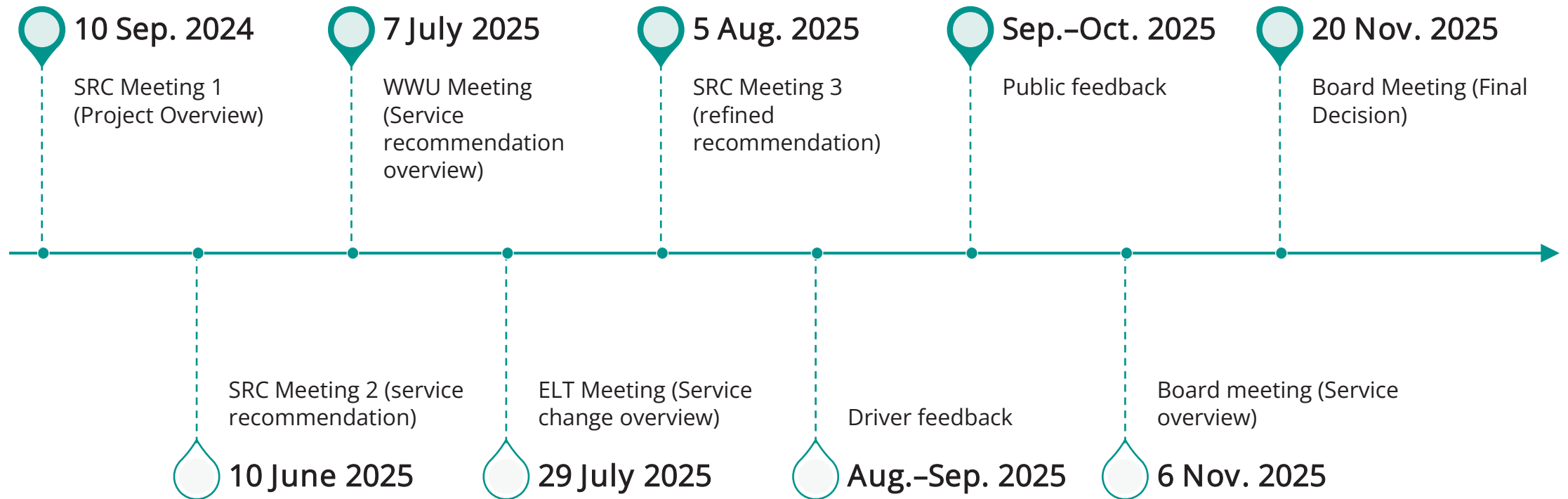
- Bellingham Station 6 and 7 to 190
- BMD at Samish 5 to 190
- Rec Center 7 to 190
- Approximately 40 people transferring from 5
- Transfer point improvements



Next Steps



Project Timeline



A photograph of a middle-aged man with a goatee, smiling and looking out the window of a vehicle, likely a bus. He is wearing a maroon shirt and a dark vest. The background shows a blurred street scene with trees and buildings.

At WTA, our mission is to enhance our community by:

**Delivering safe, reliable,
efficient, and friendly service**

**Offering environmentally
sound transportation choices**

**Providing leadership in creating
innovative transportation solutions**

**Partnering with our community to
improve transportation systems**

WTA | **CONNECTING
PEOPLE TO
OPPORTUNITY**



WHATCOM REGIONAL TRANSPORTATION STUDY

Whatcom Council of Governments

What is a household travel survey (HTS)?

- Sample of a region's population is surveyed
- Collecting demographics and household characteristics
- Participants fill out a daily travel log of their trips for multiple days
- Intended for non-commercial travel



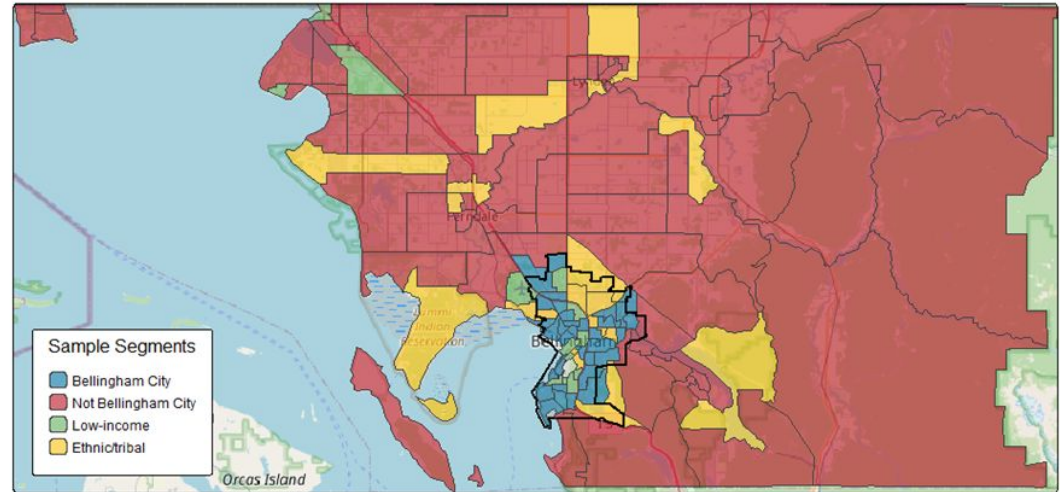
Goals of the Whatcom Regional Transportation Study



- Assemble a database of travel behaviors
- Analyze changes in travel behaviors over time
 - Previous HTS in Whatcom County were conducted in 2018 and 2008: <https://wcog.org/household-travel-study>
- Examine emerging travel trends
- Update Travel Demand Model with current travel behaviors
 - Model estimates future traffic conditions and informs planning investments

Key Details

- ~65,000 households to be invited to participate
 - 70% of Whatcom County
- Goal is 1,200 completed household surveys
 - 1.3% sample rate
- Cash/gift card incentives
- Two main versions of the survey:
 - rMove Online - Survey is done through a browser and trips are recorded manually
 - rMove App - Survey is done through an app on a smartphone and trip are recorded automatically through the phone's GPS





**WHATCOM REGIONAL
TRANSPORTATION STUDY**

Whatcom Regional Transportation Study

314 East Champion Street
Bellingham, WA 98225

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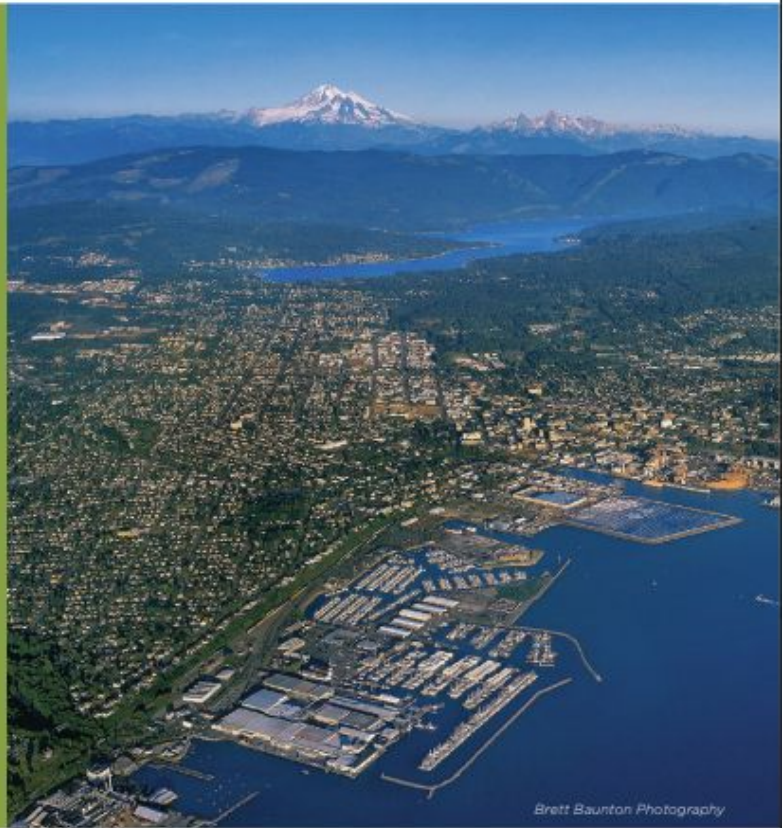
YOUR VOICE MATTERS



WHATCOM REGIONAL
TRANSPORTATION STUDY

Receive a gift card as our thanks!

Improve transportation in your community



Brett Baunton Photography

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Schedule

- September 5-12: Pre-Test and pre-test feedback
 - Invite email will have instructions
- September 26: First half of invitations mailed-out
- October 10: Second half of invitations mailed-out
- November 23: Survey closes
- February 2026: Consultant provides final database
- March 2026: Final documentation
- Spring-Summer 2026: Travel Demand Model update

Pre-Test Participation

- Invites will be sent via email
- Can participate in either the Online (manual) or App-based survey, or both
- Provide feedback regarding challenges faced using either survey
 - Technical errors
 - Survey logic errors
 - Regionally appropriate questions
- There is no technical support for the pre-test
- Complete your survey(s) and reporting of any feedback by Friday September 12

