Creating A Business Case For Transportation

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Victoria Transport Policy Institute

Making Connections
Improving Mobility and Design in the Treasure Valley
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Boise, Idaho
Creating Paradise

Paradise is not a distant destination - it is something we create in our own communities.
Issues to Discuss

• How are travel demands changing?
• What are the benefits of meeting these demands?
• What evidence is there to justify more transportation investment (and therefore more funding)?
• What are sources of opposition?
• How can you overcome that opposition?
• What would an optimal investment package look like?
“Demands,” how and how much do people want to travel.

<table>
<thead>
<tr>
<th>Demands</th>
<th>Drivers</th>
<th>Non-Drivers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freight and service vehicles</td>
<td>Drive</td>
<td></td>
</tr>
<tr>
<td>Commuting to work and school</td>
<td>Drive</td>
<td>Walk, bike, rideshare and public transit</td>
</tr>
<tr>
<td>Neighborhood errands</td>
<td>Drive</td>
<td>Walk, bike and taxi</td>
</tr>
<tr>
<td>Social and recreation</td>
<td>Drive</td>
<td>Walk, bike and taxi</td>
</tr>
<tr>
<td>Tourism</td>
<td>Drive</td>
<td>Walk, bike, and public transit</td>
</tr>
<tr>
<td>Intercity travel</td>
<td>Drive</td>
<td>Rideshare and public transit</td>
</tr>
<tr>
<td>Mobility for people with disabilities</td>
<td>Drive</td>
<td>Walk, rideshare, public transit, taxi</td>
</tr>
</tbody>
</table>
Past Visions of Future Transport

1949 ConvAIRCAR Flying Car

1958 Firebird

Segways
2001 A Space Odyssey
Wheeled Luggage
Paradigm Shifts

- **Growth** - expanding, doing more.
- **Development** - improving, doing better.
- **Mobility** - physical movement.
- **Accessibility** - obtaining desired goods, services and activities.
<table>
<thead>
<tr>
<th></th>
<th>Old Paradigm</th>
<th>New Paradigm</th>
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</thead>
<tbody>
<tr>
<td><strong>Definition of Transportation</strong></td>
<td><em>Mobility</em> (physical travel)</td>
<td><em>Accessibility</em> (people’s overall ability to reach services and activities)</td>
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<tr>
<td><strong>Transport planning goals</strong></td>
<td>Maximize travel speeds and minimize user costs</td>
<td>Optimize transport system efficiency and equity</td>
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<tr>
<td><strong>Modes considered</strong></td>
<td>Mainly automobile</td>
<td>Multi-modal: Walking, cycling, public transport, and automobile</td>
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<tr>
<td><strong>Performance indicators</strong></td>
<td>Vehicle traffic speeds, roadway Level-of-Service (LOS), distance-based crash and emission rates</td>
<td>Quality of transport options. Multi-modal LOS. Land use accessibility. Quality of accessibility for disadvantaged groups. Various costs to users and society.</td>
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<td><strong>Favored transport improvement strategies</strong></td>
<td>Road and parking facility expansion.</td>
<td>Improve transport options. TDM. More accessible land development.</td>
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<tr>
<td><strong>Health impacts considered</strong></td>
<td>Per-kilometer traffic crash and pollution emission rates</td>
<td>Per capita crash, emission and physical activity rates, and basic access</td>
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</table>
Motor Vehicle Travel is Peaking

Motor vehicle saturation.
Aging population.
Rising fuel prices.
Increased urbanization.
Increased traffic and parking congestion.
Improved transport options.
Changing consumer preferences.
Health Concerns.
Environmental concerns.

Vehicle travel grew steadily during the Twentieth Century but stopped about 2003.
Recent U.S. (left) and British (right) travel forecasts have failed to predict actual travel activity. This reflects a failure in understanding travel demands.
## Idaho Travel Trends (Baxendall 2013)

<table>
<thead>
<tr>
<th>State</th>
<th>Vehicle-miles traveled per person in 2011</th>
<th>Percent change in annual per-person vehicle miles traveled, 2005 to 2011</th>
<th>Peak year for annual vehicle miles per person</th>
<th>Peak year annual vehicle miles traveled per person</th>
<th>Reduction in annual vehicle miles traveled per person since peak year</th>
<th>Percent decline in vehicle miles traveled per person since peak year</th>
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<td>Alabama</td>
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<td>2001</td>
<td>7,639</td>
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<td>16.8%</td>
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<td>Arizona</td>
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<td>-8.72%</td>
<td>2006</td>
<td>10,131</td>
<td>941</td>
<td>9.3%</td>
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<td>8,511</td>
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<td>1999</td>
<td>9,244</td>
<td>733</td>
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<td>Colorado</td>
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<td>10,281</td>
<td>1,172</td>
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<td>9,152</td>
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<td>Delaware</td>
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<td>11,272</td>
<td>1,320</td>
<td>11.7%</td>
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<td>D.C.</td>
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<td>2003</td>
<td>7,371</td>
<td>1,597</td>
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<td>11,328</td>
<td>1,261</td>
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<td>13,249</td>
<td>2,199</td>
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<tr>
<td>Hawaii</td>
<td>7,322</td>
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<td>2007</td>
<td>8,061</td>
<td>729</td>
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<tr>
<td>Idaho</td>
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<td>-3.34%</td>
<td>1999</td>
<td>11,171</td>
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<td>Illinois</td>
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<td>8,585</td>
<td>562</td>
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<td>Indiana</td>
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<td>13,113</td>
<td>1,377</td>
<td>10.5%</td>
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<tr>
<td>Iowa</td>
<td>10,213</td>
<td>-2.47%</td>
<td>2004</td>
<td>10,594</td>
<td>381</td>
<td>3.6%</td>
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</tbody>
</table>
Baxendall (2013), *Moving Off the Road: A State-by-State Analysis of the National Decline in Driving*, PIRG.
New and Latent Travel Demands

• Many rural and small town seniors want to “age in place” in their communities, but are unsafe drivers. They will need suitable mobility options, including pedestrian improvements, and improved bus services.

• Many traffic safety strategies, including graduated driver’s licenses, senior driver skill testing and anti-impaired driving campaigns become more successful and publically acceptable if target audiences have suitable alternatives to driving.

• Many children, and their parents, prefer to walk and bicycle, rather than be chauffeured to school and other local destinations. This saves money and improve fitness and health.
Many college and universities have parking and traffic congestion problems, and automobile ownership is a major financial burden to many students. In response, many campuses are implementing transportation management programs that improve affordable travel options (walking, cycling and public transit) and encourage use of these modes instead of driving.
Who Values Improved Options?

- Youths 8-18 (about 20% of total population).
- Seniors over 70 who do not or should not drive (about 10% of total population and increasing).
- Adults who cannot drive due to disability (3-5%).
- Law-abiding drinkers.
- Lower income households that want to minimize automobile expenses.
- People who walk or bike for enjoyment and health.
- Pets who walk or bike for enjoyment and health.
- Motorists who want to avoid chauffeuring non-drivers.
- Motorists who want convenient parking.
- Residents who want less vehicle pollution.

Source: U.S. Bureau of the Census.
Valuing Transport Diversity

Diverse travel demands requires diverse travel options. An efficient and equitable transportation system is diverse so users can choose the best mode for each trip:

- Walking and cycling for local errands.
- Public transit for travel on major corridors and to serve non-drivers.
- Automobile travel when it is truly most efficient, considering all impacts.

Residents of communities with diverse transport:

- Save money
- Spend less total time driving
- Have lower traffic fatality rates
- Are healthier
Benefits of Transport Diversity

Residents of communities with diverse transport systems:

• Save money
• Spend less total time driving
• Have lower traffic fatality rates
• Are healthier

Even people who do not use these modes benefit from reduced traffic and parking congestion, reduced chauffeuring burdens, and increased traffic safety.
Memo From Future Self

Hope for the best but prepare for the worst:

- **Physical disability** – diverse and integrated transport with universal design (accommodates people with disabilities and other special needs).
- **Poverty and inflation** – affordable housing in accessible, multi-modal locations.
- **Higher energy prices** – improve efficient modes (walking, cycling and public transport).
- **Isolation and loneliness** – community cohesion (opportunities for neighbors to interact in positive ways).
Economic Development

Transportation improvements can support economic development in several ways:

• Freight delivery and industrial activities
• Reducing costs (vehicles, road and parking, accidents, etc.)
• Commuter access to jobs
• Making an area more attractive to live and visit.
• Tourism activity
• Land use development

• The greatest benefits occur when inadequate transportation constrains economic activities or imposes high costs. Where this occurs, transportation improvements tend to increase productivity.
Goods flow out, money flows in

$33 \, B$ outgoing trade in 2013; $22 \, B$ by truck & truck-rail

<table>
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<tr>
<th>Commodity</th>
<th>2013 $B</th>
<th>CAGR 2013-2030</th>
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<tbody>
<tr>
<td>Mixed freight (wholesale)</td>
<td>3.7</td>
<td>5.6%</td>
</tr>
<tr>
<td>Other prepared food (e.g. dairy)</td>
<td>2.6</td>
<td>1.2%</td>
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<tr>
<td>Electronics</td>
<td>1.4</td>
<td>2.5%</td>
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<tr>
<td>Other agriculture</td>
<td>1.3</td>
<td>0.2%</td>
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<tr>
<td>Wood products</td>
<td>1.1</td>
<td>0.0%</td>
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<tr>
<td>Machinery</td>
<td>0.8</td>
<td>3.8%</td>
</tr>
<tr>
<td>Miscellaneous manufacturing</td>
<td>0.5</td>
<td>2.3%</td>
</tr>
<tr>
<td>Motorized vehicles</td>
<td>0.5</td>
<td>0.8%</td>
</tr>
<tr>
<td>Metallic ores</td>
<td>0.5</td>
<td>0.6%</td>
</tr>
<tr>
<td>Cereal grains</td>
<td>0.5</td>
<td>0.3%</td>
</tr>
</tbody>
</table>

Total outgoing $ $16.8 \, B$

Road dependence

Wholesale, dairy, manufacturing, agriculture

Source: TREDIS

Economic Development Research Group
Costs of Inadequate Transport

- Traffic congestion increases travel times and wastes fuel.
- Restricted bridges limit commerce by increasing travel distances.
- Rough roads and bridge decks increase vehicle wear and tear and jeopardize public safety.
- Delaying road and bridge preservation projects forces the need for more costly restoration projects
- Inadequate transport options (walking, cycling and public transit) reduce non-drivers’ economic opportunities, increases chauffeuring burdens on drivers, increase crash risk and reduce tourism.

Efforts to reduce impaired driving are more successful if implemented with improved travel options.
What is the case for raising transportation taxes?

- Although traffic growth is slowing, infrastructure is aging.
- There are new travel demands.
- Construction and maintenance costs are increasing.
- Tax revenue per vehicle-mile is declining.
State Fuel Tax Revenues

Nominal Dollars
Current (inflation adjusted) Dollars

Revenue Per 100 Vehicle-Miles

$2.50
$2.00
$1.50
$1.00
$0.50
$0.00

Preventive maintenance reduces costs over the long run.

Well-maintained infrastructure maintains value and leaves a healthy legacy for the future.
Maintenance and Rehabilitation

Idaho’s Roads and Bridges are Aging

• Idaho made progress in improving its pavement condition since it was 60% good or fair in 1992.

• However, after achieving 85% in 2002, Idaho’s percentage of good or fair pavement began decreasing again. In 2010, approximately 82% of pavement on the state highway system was in good or fair condition.

• Approximately 35% of Idaho’s bridges were built in the 1950s and 1960s during the interstate construction era.

• About half of Idaho’s bridges will be 50 years old or older within the next eight years. Almost 370 bridges were built prior to World War II.

• These old bridges will require an infusion of funds for rehabilitation, reconstruction, and replacement.
Deferring maintenance increases long-run costs.
Key Survey Findings

Idaho has a significant and growing transportation funding shortfall:

- $155 million annually for operation, preservation and restoration of the state system
- $107 million annually for operation, preservation and restoration of the local system
- $207 million annually for capacity and safety enhancement for the state system
- $74 million annually for capacity and safety enhancement for the local system
- Idaho was the fifth-fastest-growing state in the nation between 2001 and 2009. During that time Highway Distribution Account revenue decreased by 0.4%
- Public transit demand is growing and requires more funding
Surrounding States Fees and Taxes

NOTE
Some surrounding states have additional funding sources such as general funds, extraction taxes, local option taxes, gross-vehicle-weight fees, rental car taxes, toll taxes, royalties, severance taxes, etc.

Governor’s Taskforce on Modernizing Transportation Funding, April 2010
Voter Opinions

(Wulfhorst, Reyna and McNamee 2014)
Addressing Voter Objections

• Taxpayers will receive a positive return on investment.

• More efficient transportation supports businesses, increasing employment and economic development

• Differed maintenance will increase long-run costs and leave a debt in the future.

• More traffic deaths.

• Without sufficient funding the system will need to contract:
  – Quality of maintenance will decline.
  – Some paved roads will revert to gravel.
  – More bridges will be limited.
Comparing Expenditures

Annual Expenditures Per Capita

- Regional transit: $26
- AAA Membership: $120
- National transit: $189
- Roadways: $623
- Parking: $750
- Vehicles: $3,111

Expenditures breakdown:
- Fuel & oil
- Ownership
- Repairs
- Insurance
2009 National Household Travel Survey respondents ranked the “Price of Travel” most important of the six transport issues considered.
Most vehicle expenses (purchase, lease, registrations, insurance, and regular maintenance) are fixed – not directly affected by the amount a vehicle is driven. As a result, transportation affordability requires that households be able to reduce their vehicle ownership so they avoid fixed costs.
Households can save thousands of dollars annually by reducing their vehicle ownership.

This requires:

- Good walking and cycling conditions and convenient public transit and taxi services.
- Compact, mixed neighborhoods with services and activities near homes.
- Convenient vehicle rental services (such as carsharing)
Housing and Transport Costs

Housing Costs % Income
Regional Typical Household in Boise City-Nampa, ID
Income: $50,961  HH Size: 2.63 People  Commuters: 1.16 Workers

Housing + Transportation Costs % Income
Regional Typical Household in Boise City-Nampa, ID
Income: $50,961  HH Size: 2.63 People  Commuters: 1.16 Workers
High quality public transit typically requires about $268 in additional subsidies and $104 in additional fares annually per capita, but provides vehicle, parking and road cost savings averaging $1,040 per capita, plus other savings and benefits:

- Parking cost savings.
- Congestion reductions
- Accident reductions
- Pollution reductions
- Improved mobility for non-drivers,
- Improved fitness and health
### Table 110

**Persons Killed, Licensed Drivers, Registered Vehicles, Population, and Fatality Rates by State**

<table>
<thead>
<tr>
<th>State</th>
<th>Licensed Drivers (Thousands)</th>
<th>Fatalities per 100,000 Drivers</th>
<th>Registered Vehicles (Thousands)</th>
<th>Fatalities per 100,000 Registered Vehicles</th>
<th>Population (Thousands)</th>
<th>Fatalities per 100,000 Population</th>
<th>Total Killed</th>
</tr>
</thead>
<tbody>
<tr>
<td>AL</td>
<td>3,828</td>
<td>22.60</td>
<td>4,845</td>
<td>17.85</td>
<td>4,822</td>
<td>17.94</td>
<td>865</td>
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<tr>
<td>AK</td>
<td>526</td>
<td>11.21</td>
<td>775</td>
<td>7.61</td>
<td>731</td>
<td>8.07</td>
<td>58</td>
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<td>17.56</td>
<td>5,163</td>
<td>15.98</td>
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<tr>
<td>MO</td>
<td>4,288</td>
<td>19.26</td>
<td>5,885</td>
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<td>826</td>
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<tr>
<td>MT</td>
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<td>20.40</td>
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U.S. Crash Rates

[Scatter plot showing the relationship between per capita annual vehicle mileage and traffic fatalities per 100,000 population, with separate data points for rural and urban areas.]
Smart Growth Safety Impacts

![Graph showing annual traffic deaths per 100,000 population for various counties and cities, with bars indicating the most sprawled and smartest growth areas.](image)
Walking is a natural and essential activity. If you ask sedentary people what physical activity they will most likely to stick with, walking usually ranks first.
Boise City is a Car-Dependent city

Most errands require a car.

Most errands require a car in Boise City.
Complete Streets

A Complete Street is designed for all activities, abilities, and travel modes. Complete Streets provide safe and comfortable access for pedestrians, cyclists, transit users and motorists, and a livable environment for visitors, customers, employees and residents in the area.
Linking the Centers across US29
by Dan Burden, Walkable & Livable Communities Institute
Ped/bike bridge from mall to transit stop/garage
Mixed-use redevelopment on mall parking lot
Landscaping matures
Additional redevelopment
Landscaping matures over time
Public Transit Improvements

- Quality service (convenient, fast, comfortable).
- Low fares.
- Support (walkable communities, park & ride facilities, commute trip reduction programs).
- Convenient information.
- Incentives such as commute trip reduction programs and parking cash out.
- Positive Image
Transit’s Roles

Public transit plays various roles in an efficient and equitable transportation system:

- Basic mobility for non-drivers. A portion of community residents (typically 20-40%) cannot or should not drive and so depend on walking, cycling, public transit and ridesharing. Without public transit they either lack mobility or require chauffeuring. Transit therefore reduces chauffeuring burdens.

- Affordable mobility, including fuel savings for longer trips and allows some households to reduce their vehicle ownership.

- Reducing traffic congestion on major corridors, and reducing parking problems (e.g., downtown and at university).

- Supports certain industries, such as higher education (colleges and universities), tourism, retirement industries, and businesses that require numerous lower-wage employees.

- Can be a catalyst for compact urban development (transit-oriented development).
Transit Station Level-Of-Service

- Clean
- Comfort (seating, temperature, quiet).
- Use as a community activity center.
- Convenience (real-time user information, easy fare payment)
- Accessible (walkability, bike parking, nearby housing, employment, nearby shops)
- Services (washrooms, refreshments, periodicals, etc.)
- Security
**User Information**

Provide information when and were users need it:

- Transit route, schedule and fares
- Discounts and incentives.
- Real-time arrival.
- Navigation to bus stops, train stations and destinations.
- Travel times for various modes (e.g., transit vs. driving).
- Special problems (warnings of delays).
- On-board wifi services.
- Parking availability and price.
Tourist Transport Management

- Improve alternative modes (walking, cycling and public transit) to tourist destinations.
- Organize special programs and services to accommodate non-drivers and promote “car free” tourism.
- Implement transport management for workers and visitors during peak tourist seasons.
Walking and Cycling Improvements

- More investment in sidewalks, crosswalks, paths and bike lanes.
- Improved roadway shoulders.
- More traffic calming.
- Bicycle parking and changing facilities.
- Encouragement, education and enforcement programs.
There is too much traffic for Billy to walk to school; so we drive him.
School & Campus Transport Management

Programs that encourage parents and students to use alternative modes to travel to schools, colleges and universities.
Affordable-Accessible Housing

- Locate affordable housing in accessible areas (near services and jobs, walkable, public transit).
- Diverse, affordable housing options (secondary suites, rooms over shops, loft apartments).
- Reduced parking requirements.
- Reduces property taxes and utility fees for infill housing, reflecting their lower public service costs.

“Yes in my backyard!”

More accessible development is equivalent to increased roadway capacity by reducing the need to drive.
Rural Transportation Management

• Improve affordable transport options (walking, cycling, public transit, delivery services, particularly for non-drivers groups (people with disabilities, low incomes, adolescents and visitors).

• Improve walking and cycling facilities for transport, recreation, and public health.

• Improve user information concerning transport options.

• Preserve special community and environmental features through context sensitive design.

• Create attractive bus and rail stations and shelters where residents can wait in comfort and security.

• Address traffic congestion and parking problems associated with tourism and special events

• Use investments to support strategic objectives, such as redeveloping downtowns and supporting industries such as tourism and retirement communities.
Where state highways pass through small towns and villages, it is important to apply *complete streets* principles which ensures that they are designed to accommodate diverse users and uses, including walking, cycling, driving, public transit, parking and commercial activities.
Linx is a cooperative organization that integrates transport service providers across 27 counties in Idaho, Wyoming and Montana to improve access within the Greater Yellowstone region. It provides a centralized contact for information on all modes; trip planning and ticketing; marketing of existing and emerging services; route, schedule and transfer coordination that benefits transport service providers and their passengers.

Connecting People and Places in Idaho, Montana and Wyoming

Popular Destinations
From Jackson Hole to West Yellowstone to the local zoo, Linx can get you there - while you enjoy the ride and let someone else worry about the driving.

Sweet Deals
Ride Linx to Yellowstone Business Partnership’s annual conference (May 24-26). Busses departing from Idaho Falls, Billings and Bozeman.

Cool Things To Do
Soak in natural hot pools, attend a music festival or ski bottomless powder - Linx is the stress-free way to discover the region.

My Linx
Retrieve your itinerary, keep a list of places to go and things to do...
Washington State’s Olympic Peninsula has numerous towns and villages located in six counties each with its own public transit system. It possible to travel between these communities by public transit.

- Terminals in each town.
- Convenient user information.
- Integrating schedules.
- Bike racks on all buses.
- Sidewalks and highway shoulders for cyclists.
Olympic Peninsula Transit Services
New Planning Resources

- Employee Transportation Coordinator Handbook
- Creating Walkable + Bikeable Communities: A user guide to developing pedestrian and bicycle master plans.
- Street Design Manual
- Parking Management Best Practices
- Complete Streets by Design
- Steps to a Walkable Community: A Guide for Citizens, Planners, and Engineers
“If Health Matters: Evaluating Transport Health Impacts”
“The New Transportation Planning Paradigm”
“Transportation Cost and Benefit Analysis”
“The Future Isn’t What It Used To Be”
“Evaluating Smart Growth Benefits”
“Online TDM Encyclopedia”
and more...

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