The Bus Next Door:
NBTA, 5311(f), and Mobility Management

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National Context

Trans-American Passenger Network
Zoom in to rural areas
Bus and feeder bus routes
What is rural?
Real Time Network

http://www.aibra.org
5311 (f) Intercity Bus:
Program Goals 9040.f

- support the **connection** between nonurbanized areas and the larger regional or national system of intercity bus service
- support **services** to meet the intercity travel needs of residents in nonurbanized areas
- support the **infrastructure** of the intercity bus network through planning and marketing assistance and capital investment in facilities
Program Elements

• Statewide Plan
  – Assessment
    • Gaps
    • Priorities
    • Eligible operators

• Request for Proposal process
  – To increase contracting period from 2 to 5 years at DOT discretion

• Travel Information
  – Signage
  – Web based travel information

• Work with communities statewide to improve
  – Information
  – Access
  – Availability of service
Mobility Management
Operations, Administration, Accountability

• Operations
  – Travel planning
  – Dispatching
  – Customer Service
  – Transfer facilities

• Administration
  – Transit benefit programs
  – Schedule data management
  – Technology manager

• Accountability
  – Getting people where they need to go
  – Option availability
  – Travel nexus
  – Cost reductions

• Opportunities
  – Increased access to discretionary funds
  – Grant flexibility
  – New role
Mobility Now

- www.grapeline.us
  - Interlined
  - Amtrak
  - Greyhound
  - Transit
  - Google
  - Airport

- www.google.com/tran
  - New program
  - Self checking
  - Longer distance trips

- Virginia
- Idaho
- Oregon

AMERICAN BUS ASSOCIATION
Representing the motorcoach, tour and travel industry
Mobility Tools

• Connectivity
  – Mobility Managers
  – State Marketing
  – Grant Requirements
  – Shared fare media
  – Focus on travel shed
  – Travel information

• Service
  – Private Match
  – Intercity Links
  – NBTA

• Infrastructure
  – Accounting
  – Reporting
  – Stations
  – Vehicles
  – Communications
The statewide intercity network is called *Travel Washington*.

The individual route names are locally focused on agricultural or regional attributes:

- **Grape Line (Ellensburg to Walla Walla)**
- **Apple Line (Omak to Ellensburg)**
New Intercity Funding Approach
Mobility Management Future: 
*Rural Connectivity Creates Urban access*

- Oregon Network: 2500+ population
- Walla Walla to Pasco Washington service
  www.grapeline.us
- Missouri analysis
  www.buses.org/2009reauthorization
- KS, CA, MN, WA, OR, . . .
  Your state here ->
Private Intercity Fixed Route Carriers

• How many scheduled service companies exist?
  – 100-200 carriers
  – Approximately 70 carriers nationwide are listed in the Russell’s Guide and 56 carriers belong to the National Bus Traffic Association.

• How many scheduled service stops are served by private carriers?
  – Nearly 3,200 bus stations, serving over 4,200 destination points

• How many rural intercity passengers are served by private carriers?
  – Able to reach 72.9 million passengers, serving over 31 million in 2001 (as reported by 12 of the 203 identified carriers in 2001)
  – An estimated 14.4 million rural residents don’t have access to anything beyond bus transportation
The National Bus Traffic Association is:

- A non-profit association headquartered in Washington, DC
- Founded in 1933

- Home of the Interline Revenue Clearing House

- A nexus point for 57 intercity scheduled service carriers located throughout North America

- Shared staff resources with the American Bus Association (900 bus operator members, 130 fixed route operators)

- Legislative and regulatory service provider for the private motorcoach industry
Private Match Projects

- Existing unsubsidized services may be able to provide match to complete a rural linkage.
- Project definition is the key to making this work:
  - The service gap distance must be less than or equal to one half the total project distance
  - The unsubsidized service partner must agree to the route and schedule for connections
  - Interline agreements or sponsored carrier initiative should be required as part of the project
  - Example: Gap: Walla Walla to Pasco; Project, Walla Walla to Ellensburg; Greyhound agreed to schedule and route; Service schedule is on Greyhound system.
  - Communication before, during and after with private operators and potential match partners is key
Existing, Meaningful Rural Feeder Services

1. SCAT- South Central Arkansas Transit in AR
2. Ride Solutions in FL
3. WAPT –West AL Public Transit in AL
4. Grapeline, Dungeness & Apple Lines in WA
5. Sage Stage & Delta Breeze in CA

States With New Meaningful Feeder Services Being Planned
CA, NC, OH, OR, TN, WV, KS, MD

States Subsidizing (Interlined) Private ICB Services
IA, MI, MN, MT, PA, TX

States Studying or Planning ICB Needs Assessments
AL, FL, IN, KS, MO, MN, OH
Sponsorship Advantages for Transit Agencies and Non-Profits

- Nationwide visibility and quotation of the services offered by sponsored transit agencies
- Increased ridership
- Convenience of through ticketing for customers
- Expanded access for rural residents to the national transportation network
- A more seamless and coordinated national ground transportation system
- Access to additional funding sources
  - Ticket Sales Commissions
  - 5311
  - 5311 (f) private match
- Decreased paperwork
Increase Awareness & Accessibility

• Raise awareness of transportation planners to the services and resources provided by NBTA member carriers and the National Intercity Bus Transportation Network

• Involve NBTA member carriers in planning process to introduce new or failed routes and/or develop terminal facilities

• Improve the perception of the modern applications of fixed route service

• Provide expanded access to federal, state and local transportation funding.
  – Legislative process
  – Operating subsidies
  – Capital subsidies
  – Marketing subsidies
  – Pilot programs/experimental routes
Interlining with Intercity (ICB): Expanding Your Service Horizons

- Rural Feeders connect with National Services
- Coordinating carriers means connecting customers
- Shared terminals facilitate customer transfers
- Coordinating services can cover your match

Examples:
- Fort Mason: Airport as intermodal center
- Walla Walla and Pasco ticket reciprocity
- Sage Stages: Frontier access
- Ride Connection: finding the missing link
Networking & Partnership Opportunities

- Help establish links among groups with shared interests and goals
  - Transit agencies
  - Non-profits
  - Van pools
  - Other motorcoach operators
- Increase public-private collaborations
- Pool limited resources
- Provide expanded access to funding
  - Encourage partnership to become a sub-recipient in federal programs:
    - 5307
    - 5310
    - JARC
    - New Freedom
Commission Ticket Agency

- A rural transit agency can become an agent and sell Greyhound tickets and receive a commission on each ticket sold or package shipped.
- Commissions for rural feeder operators are 9%.
- Commissions are applied to both feeder and Greyhound trip segments: total trip accounting.
- Commissions paid in addition to feeder service fares.
- Commission revenue eligible for use as local cash match against feeder service operator FTA grants.
Funding Resources

• 5310 Senior and Disabilities Capital program
• 5311 Rural Transit money non urban formula
• 5316 Job Access Reverse Commute, award process at the state level allocated by population
• 5317 New Freedoms enhancing access beyond requirements of the ADA
• 5311 (f) Intercity Bus to connect rural communities with the national intercity bus network
• 5309 Bus and bus related facilities discretionary, mainly earmarked
• local tax and general fund
• local sales or property tax dedicated
• Medicaid recipients are entitled to transportation if they have no other way to get to a doctor's appointment. NEMT
• School transportation
• Disabled American Veterans: small vans provide some service through volunteers to veterans
• HHS Agency On Aging under Older Americans Act provides resources to senior centers
Regional Resources: hubs > 50k

- Rural transit connectors and intercity feeders
- Senior Centers
- Medicaid Transportation
- School transportation under McKinney Vento
- Charter and Tour private operators
- Intercity rail
- Intercity bus interlined with national system providing regional access to air and rail as well.
- small airports
- Urban Hub transit agencies
- Electronic Travel Information for urban transits
- Employee focused transportation Vanpools/rideshare programs
Local Resources: Rural

• Rural transit systems across the country
• Senior Centers
• Medicaid Transportation
• School transportation
• Charter and Tour operators
• Taxis
• High speed internet
The End Result – Reconnect the Dots:

• Expand the service network of rural communities

• Provide consistent and sustainable high quality service

• Increase community awareness of services

• Support more regional interconnectivity

• Increase coordination among interstate and regional providers
Real Time Network + Local?

http://www.aibra.org
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Let’s Work Together!

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ABA

AMERICAN BUS ASSOCIATION
Representing the motorcoach, tour and travel industry

NATIONAL BUS TRAFFIC ASSOCIATION INC.
Thank You!

- Please contact us if you need more information or go to our website to get copies of materials: 
  www.buses.org/2009reauthorization

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