



Microtransit Feasibility Study Executive Summary



Zone	Cost per Boarding	Peak Vehicles	Annual Cost*	Annual Ridership
1 Ferndale	\$34.11		\$2,287,500	67,063
2 Blaine/Birch Bay	\$35.55		\$1,434,000	40,347
3 Lynden	\$35.49		\$1,995,500	56,237
4 PV/Kendall/Maple Falls	\$35.15		\$737,000	20,972
5 Tweed Twenty/Silver Beach	\$41.37		\$1,182,000	28,462
6 Yew St/Lake Padden	\$54.88		\$843,000	15,362
7 Everson/Nooksack/Sumas	\$38.99		\$514,500	13,204
8 Bellingham Waterfront Dist.	\$42.21		\$916,000	21,715
9 Lummi Nation	\$52.94		\$514,500	9,705

* The annual cost does not include the estimated \$550,000 needed annually for support staff to operate a Microtransit Program. For comparison, the annual cost to operate Route 232, a GO-Line with 15-minute service, is \$3.2 million with annual ridership of 376,000. The annual cost to operate Route 26 Lynden, is \$1.5 million with annual ridership of 70,000.



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KEY TAKEAWAYS

Microtransit is a flexible, appealing service option for riders but it comes at a significant cost to the agency.

- 1 Establish a Program**
Implementing microtransit would require that WTA establish a new microtransit program to holistically address the staffing and programmatic needs of a new service type at an estimated annual cost of \$550,000.
- 2 Significant Cost**
For all potential microtransit zones analyzed, it would cost significantly more to provide microtransit service than it costs to provide fixed route services, even considering savings from removing fixed route service from the zones.
- 3 Operate In-House**
Given WTA's experience operating the Lynden Hop and other efficiency and performance benefits of in-house operations, the study recommends that WTA consider in-house operations of future microtransit services.

SCORING

The nine identified microtransit zones were evaluated and scored using the following metrics:



Existing Fixed-Route
and ADA Service



New Zone Cost



New Transit Rides for
Priority Populations



Vehicle Miles
Travelled Reduction



Connections to
Existing Routes



Cost per
Boarding

Final Ranking:

1	Ferndale (83.3)
2	Blaine/Birch Bay (72.3)
3	Lynden (68.2)
4	PV/Kendall/Maple Falls (55.4)
5	Tweed Twenty/Silver Beach (48.7)
6	Yew St/Lake Padden (46.3)
7	Everson/Nooksack/Sumas (46.0)
8	Bellingham Waterfront Dist. (43.0)
9	Lummi Nation (38.2)