



Intercity Bus Peer Roundtable

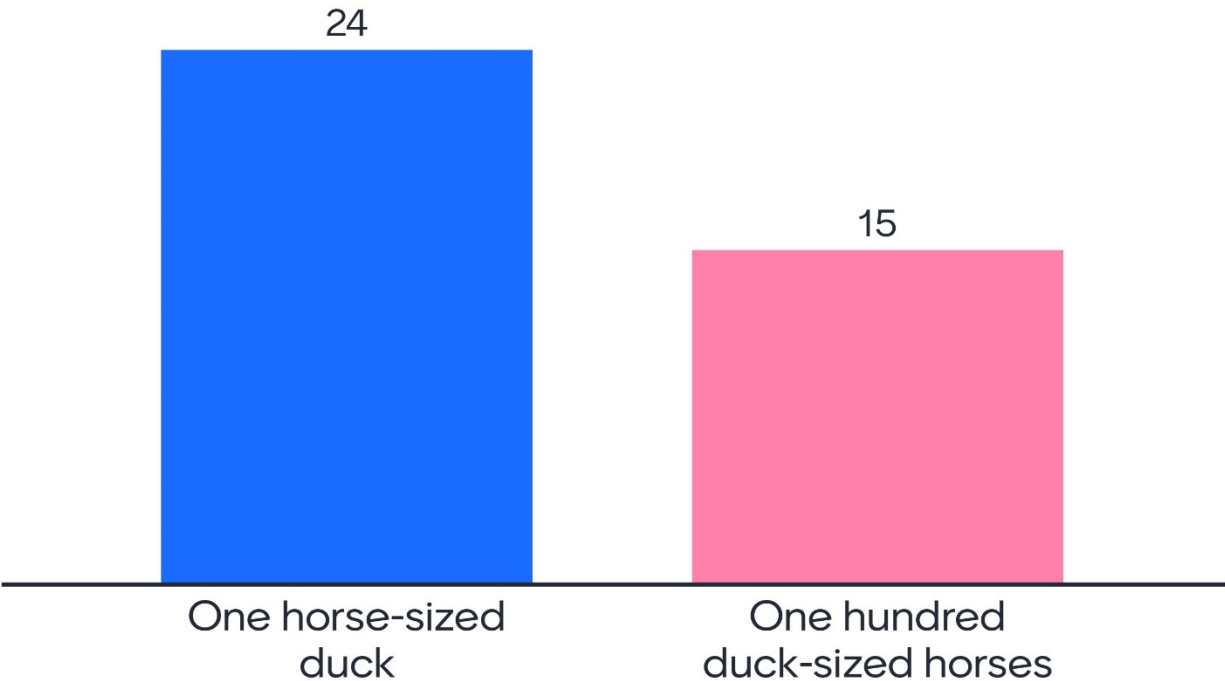
Co-Sponsored by AASHTO's MTAP
Wednesday, June 23 2021, 2-3:30 pm ET



U.S. Department of Transportation
Federal Transit Administration



Would you rather fight one horse-sized duck or a hundred duck-sized horses?



Why are you attending this meeting today?

I manage the intercity bus program in NH.

New to intercity industry

I care about Intercity Bus and hoped to hear about others experiences, but also I am on the panel.

To hear about other programs and broaden my understanding of intercity bus.

Because I like Robin and Nelly and love working with them on forums. And to help my members work thru issues with Intercity Bus programs.

To connect and collaborate with others in the Intercity Bus industry.

Learn new methods to make intercity bus connectivity work.

Learn whatever I can about ICB!

Help improve access throughout the country

Why are you attending this meeting today?

Further my knowledge on Intercity Bus

To identify common challenges and collaborate on solutions.

To see the status of intercity bus through the pandemic

Honored to be a presenter but love hearing also about what peer states are doing with their programs.

Stay in tune with RTAP & industry partners

Re-evaluating our program heading into next service years.

To learn. New to the transit world

Asked to sit in; will be starting to administer our ICB program shortly

Information and data sharing.

Why are you attending this meeting today?

To learn how other states are handing Intercity.

learning

get a pulse on intercity bus post-covid

Want to learn about in-kind match

National RTAP Overview: Resources and Channels

• Trainings

- eLearning Courses
- Safety Training and Rural Transit (START)
- Substance Abuse Awareness and Reasonable Suspicion
- Customer Service
- Financial Management

• Web Apps

- GTFS Builder
- Cost Allocation Calculator
- ProcurementPro
- Website Builder

• Toolkits

- ADA
- Transit Manager
- Marketing

Newly added resources include:

- Intercity Bus Peer Podio Forums
 - State DOT Forum
 - Industry Forum
- Diversity, Equity and Inclusion in Public Transportation Best Practices Article

Updated Resources

- National RTAP Drug and Alcohol Programs Topic Guide
- National RTAP Livability Topic Guide

Upcoming Events

- [Next Intercity Bus Roundtable](#) on August 19, 2021 at 2 PM ET
- [What's New in the State RTAP Manager's Toolkit Webinar](#) on June 24, 2021, 2:00-3:00 PM ET
- [State RTAP Manager Peer Roundtable](#) on July 12, 2021, 2 PM ET
- [Rural Transit Day Twitter Chat](#) on July 16, 2021, 2 PM ET
- [Learn about TACL](#) on August 11, 2021, 2 PM ET



Most National RTAP training modules and all technical briefs are available in PDF format. Many resources are also available in multiple formats: P (Print), D (Download), E (eLearning). If viewing this catalog in a PDF, use the viewer to hover over any bold resource titles to see the available formats. For more information, visit www.nationalrtap.org or call 1-800-482-2222. To access the link to these resources, click on the resource title. Training modules are given and data formats are available for separate, free-of-charge, download our online Resource Library or by phone, email or other. For a complete view of our training, visit www.nationalrtap.org.

To view the National RTAP resources that are most useful for each transit mode, go to page 7 of this catalog.

Recently Launched or Updated:

- [Transit that Connects Online Trip Planner and GTFS Builder](#), January 2021
- [Rural Transit Program Transportation in Rural Areas](#), January 2021
- [Time Management for Rural Transit Managers](#), January 2021

Training Module	Description	Year
2 the Peer Training <ul style="list-style-type: none">• English• Spanish• eLearning	Quick reference training tool for drivers on topics including definitions and standard driving, stop and depart, customer service, safety and the bus with Disabilities Act. Spanish version available. P D E	2019
Roads That Partner	Address the roles, issues and responsibilities involved in being a transit brand partner. P D	2018
Customer Driver Service <ul style="list-style-type: none">• Lesson• Instructor	Transit transit staff to provide excellent customer service in a variety of situations and understand why they need to take a total customer service approach and maintain positive results. P D	2013
Emergency Procedures for Rural Transit Drivers <ul style="list-style-type: none">• Lesson• Instructor	Provides information to prepare for and handle on-the-road emergency for drivers, such as accidents, vehicle damage and hazardous materials. P D E	2013
Essential Skills for Drivers <ul style="list-style-type: none">• Resource Guide• Instructor	Supports transit in how to build effective training and assessment activities, materials, including team-ups, role-play and brainstorming. P	2010
Financial Management Training	Covers basic financial accounting, such as revenue and cash management, budgeting, and cost allocation. P D	2006
How to Buy a Vehicle: A Primer for Rural, Tribal and Small Urban Transit Operators	Provides information to help simplify the vehicle procurement process, with an accompanying MAF 2.0 Update 2013 document. P	2013
Introduction to Passenger Maintenance As a Mechanic That Pays Off	Helps transportation professionals understand passenger programs with risk, inspection procedures and documentation. P	2012
Passenger Programs: Managing Difficult Passengers & Situations <ul style="list-style-type: none">• Lesson• Facilitator	Provides information on how to manage and respond to situations involving angry passengers, passenger refusal and abuse and passenger health problems. P D E	2012

This brief is one of the topics. Training Modules and Technical Briefs can be downloaded from the Resource Library at [nationalrtap.org](https://www.nationalrtap.org).

View our [Resource Catalog](#)

What are your most pressing priorities?



Agenda

- Introduction
- Overview of State Consultation
- State DOT Panelists
- Discussion
- Resources
 - Industry Intercity Bus Forum
 - State DOT Intercity Bus Forum Co-Sponsored by MTAP
 - TACL
- Next Roundtable, August : *Overview of National Intercity Bus*

Don Chartock

Chair

**AASHTO's Multi-State Transit
Technical Assistance Program (MTAP)
Washington State DOT**

Intercity Bus Program's Significance for State DOTs

State Consultation Process Overview

Fred Fravel, KFH Group

INTERCITY BUS PEER ROUNDTABLE: THE CONSULTATION PROCESS

JUNE 23, 2021

Co-hosted by National RTAP and MTAP

Fred Fravel, KFH Group

SO...WHAT IS THE 5311(F) INTERCITY BUS PROGRAM...

...OR WHY DO WE DO THIS?

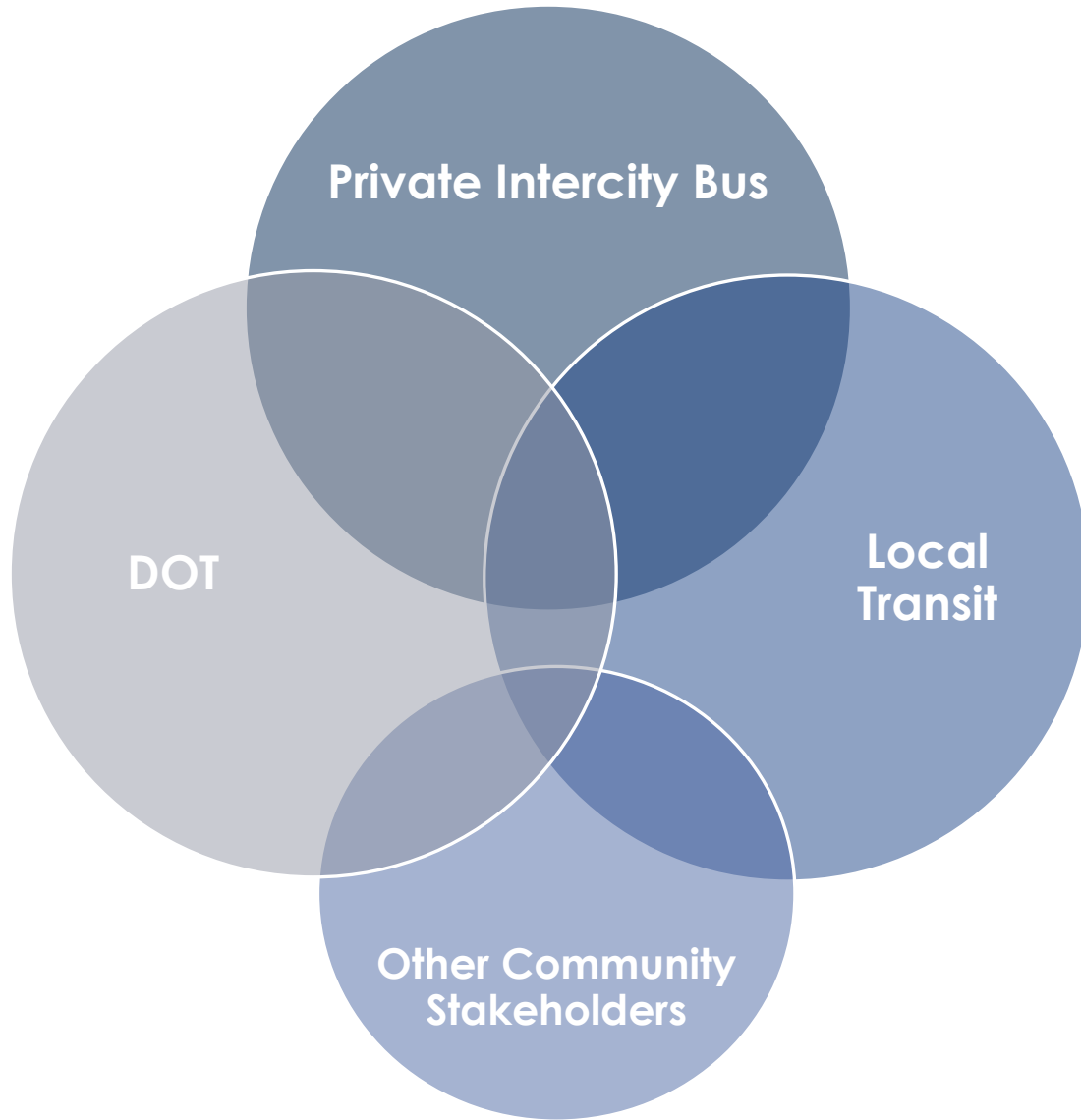
History, Purpose, National Objectives

In many states, intercity bus service is a vital link between otherwise isolated rural communities and the rest of the nation. Historically, major intercity bus carriers abandoned less productive routes. *Patronage generated in rural areas, however, appears to be important to the continuing viability of the remaining intercity routes.*

Objective 1: to support the connection between rural areas and the larger regional or national system of intercity bus service.

Objective 2: to support services to meet the intercity travel needs of residents in rural areas.

Objective 3: to support the infrastructure of the intercity bus network through planning and marketing assistance and capital investment in facilities.



COLLABORATION:

The development of intercity bus service under the FTA 5311(f) program as well as feeder services results from a collaborative effort between Private Intercity Bus carriers, DOT's and local transit, supported by community engagement through MPOs, RTPOs, and other local stakeholders

Implementing a program is not linear, but does follow a certain progression

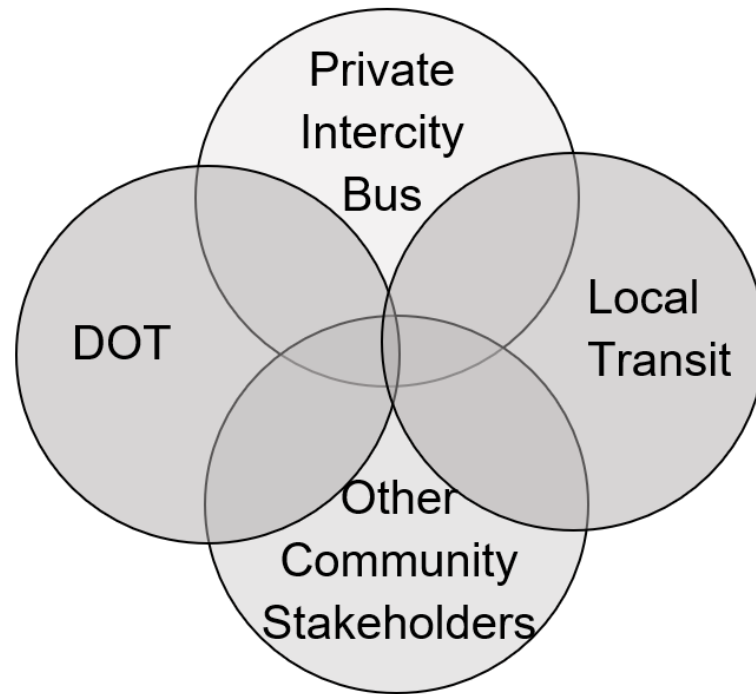
Planning

Implementation

Management



PLANNING



FTA requirement – there are questions about it in the State Management Review

State must conduct every four years if it intends to certify no unmet intercity need

Process can include:

- Study of available services and needs

- Surveys of intercity bus operators, local/regional transit operators, rural and metropolitan planning organizations

- Meetings

STUDY/ CONSULTATION

Consultation Process

Routes

Schedules—timetables

Other service information

Data sources:

American Intercity Bus Riders
Association (AIBRA) map and
inventory

Internet ticketing sites for individual
carriers and aggregators

www.Greyhound.com/revsup

National Intercity Bus Atlas (USDOT)

STUDY/ CONSULTATION

Inventory of Current Services

Survey of Private Intercity Operators: Information requested:

Services provided, interlining, etc.

Unmet service needs-route, frequency, schedule changes, possible connections-service expansion

Vulnerable existing services- potentially subject to abandonment

Facility/capital needs

Marketing/information

Other issues

Provide opportunity for one-on-one meeting or interview to discuss unmet needs and issues without all competitors present

Group “consultation” meetings may be more appropriate when solicitations/applications or RFPs are issued

STUDY/ CONSULTATION

Consultation Process— Carrier Input

Surveys:

RTPOs/MPOs

Rural Transit Providers

Information requested:

Awareness of existing intercity services

Local/Regional long-distance services that could connect with intercity service

Unmet intercity service needs:

Routes, schedules, stops

Groups or populations with particular intercity needs
(ex. Students to airport, Veterans to VA Hospital, etc.)

Facility needs/opportunities

Marketing/information needs

Other issues

STUDY/ CONSULTATION

Consultation Process— Stakeholder Surveys

Local/regional version of process is best practice, ex. regional on-line meetings

Use of advisory/steering committee

Involve RPO/MPOs

Link to coordinated plan process?

Other organizations—veterans, tribal, etc.

STUDY/ CONSULTATION

Consultation Process— Stakeholder Input

Include in study reports

Document results - memo or report

Reflected in grant solicitations or RFPs

If state certifies no unmet needs, justification for not responding to consultation input or rationale for partial certification—have ready if requested!

STUDY/ CONSULTATION

Consultation Results

Possible additional future program topics:

The national network

Planning process

Implementation

Management

Compliance and Reporting



FFRAVEL@KFHGROUP.COM

State DOT Panel

Avery Daugherty
VA DRPT

Ross MacDonald
VT DOT

Sara Allred
AZ DOT

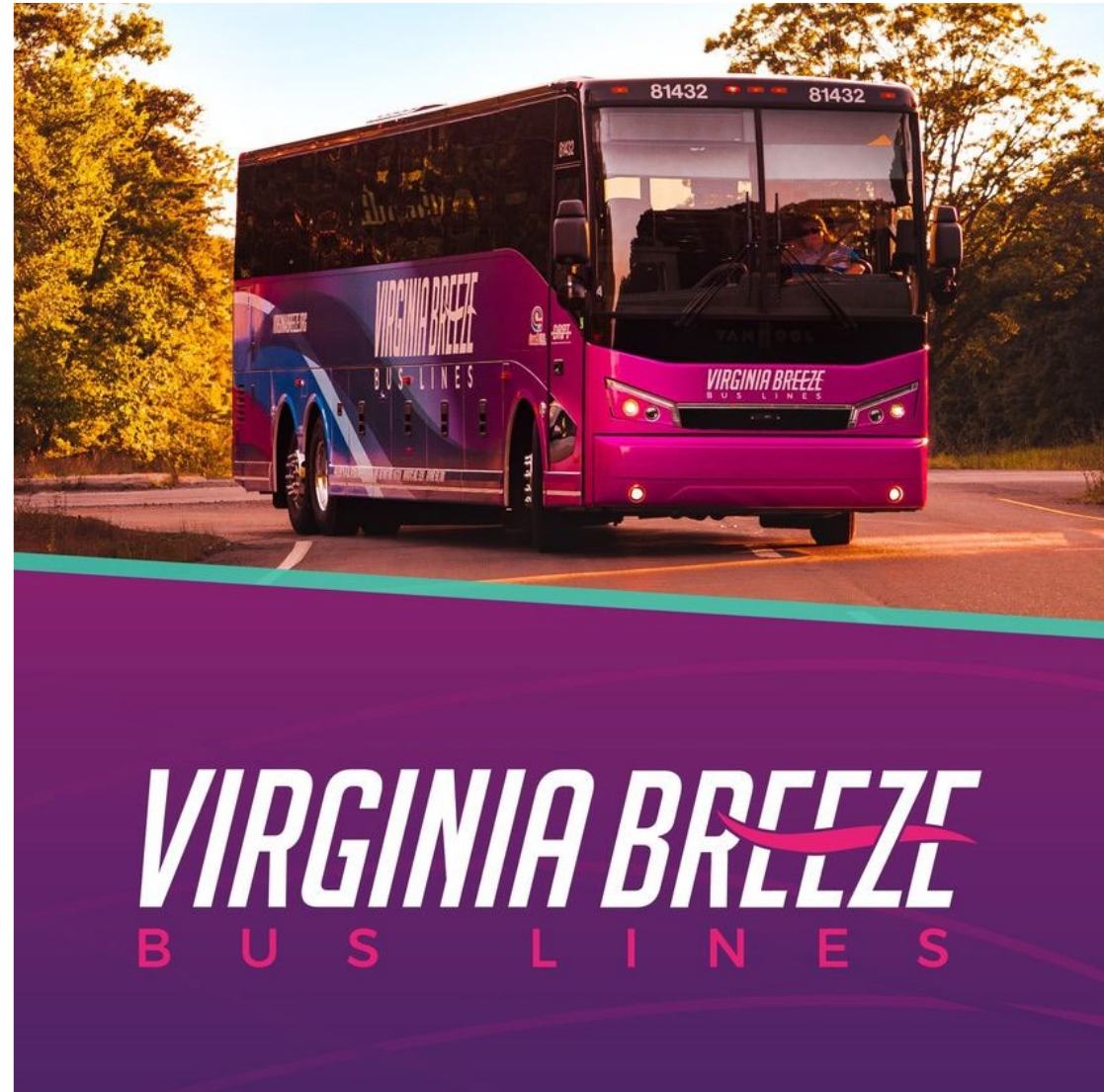
VIRGINIA BRILLZ

B U S L I N E S

Virginia's Premier Intercity Bus Service

Overview

- Development
- Existing Service
- Expansion
- Teams
- Data Analysis
- Trends



Maiden Voyage



Launched December 2017

Serves I-81 Corridor:

- Blacksburg
- Christiansburg
- Lexington
- Staunton
- Harrisonburg
- Front Royal
- Dulles Airport
- West Falls Church
- Union Station



Tickets: \$16-\$50

The Passenger Experience

- Safety
- Customer Feedback
- Communication
- Online Presence



Virginia Breeze Bus Lines
Supports Our Community



Building Momentum

- Requests to add stops
- Increasing ridership
- Expanding service



A New Beginning

Suspended service March 2020

Rebranded and relaunched
August 2020

- New Look
- New Routes
- New Safety Protocols

VIRGINIA BREEZE
BUS LINES

New Opportunities

Launched August 2020

Serves Piedmont and Southern Virginia:

- Blacksburg
- Christiansburg
- Lexington
- Staunton
- Harrisonburg
- Front Royal
- Dulles Airport
- West Falls Church
- Union Station
- Martinsville
- Danville
- South Boston
- Farmville
- Richmond
- Union Station

Tickets: \$16-\$50





A Team Approach

Collaboration with:

- Marketing
- Communications
- Internal working group

Measuring Success

Performance Measures:

- On-Time Performance Data
- Ridership
- Cost of Service
- Cost Per Revenue Mile
- Farebox Recovery
- Cost Per Passenger
- Number of Trips
- Revenue Miles
- Connected Trips
- Matching Money
- In-Kind Miles



On The Horizon



New Route

- Bristol to Washington DC
- Projected to start Fall 2021

Conclusion

- Thank you for the privilege of your time
- Avery Daugherty, Virginia Department of Rail & Public Transportation avery.daugherty@drpt.virginia.gov
- Questions

Vermont Public Transit Intercity Bus Program

ROSS MACDONALD

JUNE 2021





Current Transit Program in Vermont

Approximately \$36 million annual budget - **68%** from state funds or “flexed over” from FHWA funds.

7 providers serving 255 municipalities from 15 facilities with 616 employees. Approximately 15,900 riders per day.

Our budget allows for some investments and innovations that would not be possible without the legislative and admin support. Our Trip Planner, Statewide AVL, and Job Access program are examples. ICB service, too!

ICB Services

Subsidized Routes:

Boston - Montreal

Burlington – Albany

White River Junction-
Springfield, MA

Unsubsidized:

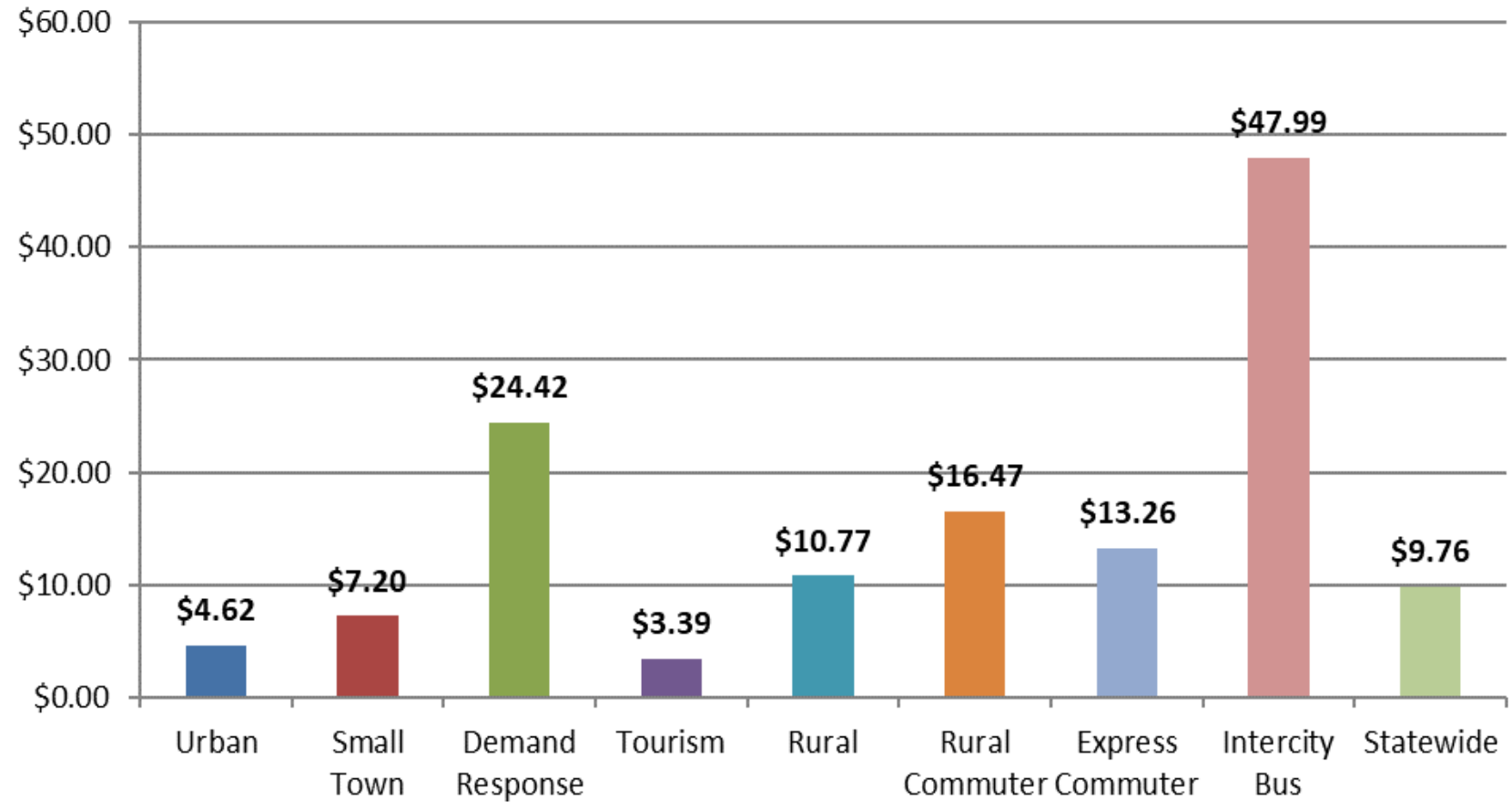
Greyhound Megabus

Yankee Trails



ICB Service

➤ 31,605 Subsidized trips



ICB Financing



- 5311(f) – minimum of 15% of Ops going toward ICB
- Using Greyhound's Feeder In-Kind Miles for Non-federal Match
- 15% of CARES Act and ARPA funds are obligated for ICB

ICB Issues



- 5311(f) – minimum of 15% of Ops going toward ICB
- Using Greyhounds Feeder In-Kind Miles for non-federal Match
- Additional 5311 Formula funds (Re-auth) may change the budget percentages/needs
- Multi-modal Connectivity

ICB Plans



- Restarting ICB (and Amtrak) on July 19th.
- Improved service along our Western Corridor.
- Not restarting an underperforming route.
- Boston-Montreal restarting once the border opens.
- Preparing for changes due to market changes, Re-auth, etc.

THANK YOU

PUBLIC TRANSIT PROGRAM MANAGER
ROSS.MACDONALD@VERMONT.GOV
802-522-7120

AZ DOT - Implementing an Intercity Bus Program



Presentation by Sara Allred
June 2021

Intercity Bus Funding

- ▶ 15% of 5311 formula - No State Funds
- ▶ Operating / Intercity are mixed in the application and they choose the % split
- ▶ We confirm the miles allocated to Intercity Bus

If applying for Intercity funds, what percentage of your Operating Budget is for Intercity Operations?

(Intercity % will auto-update after award is made.)

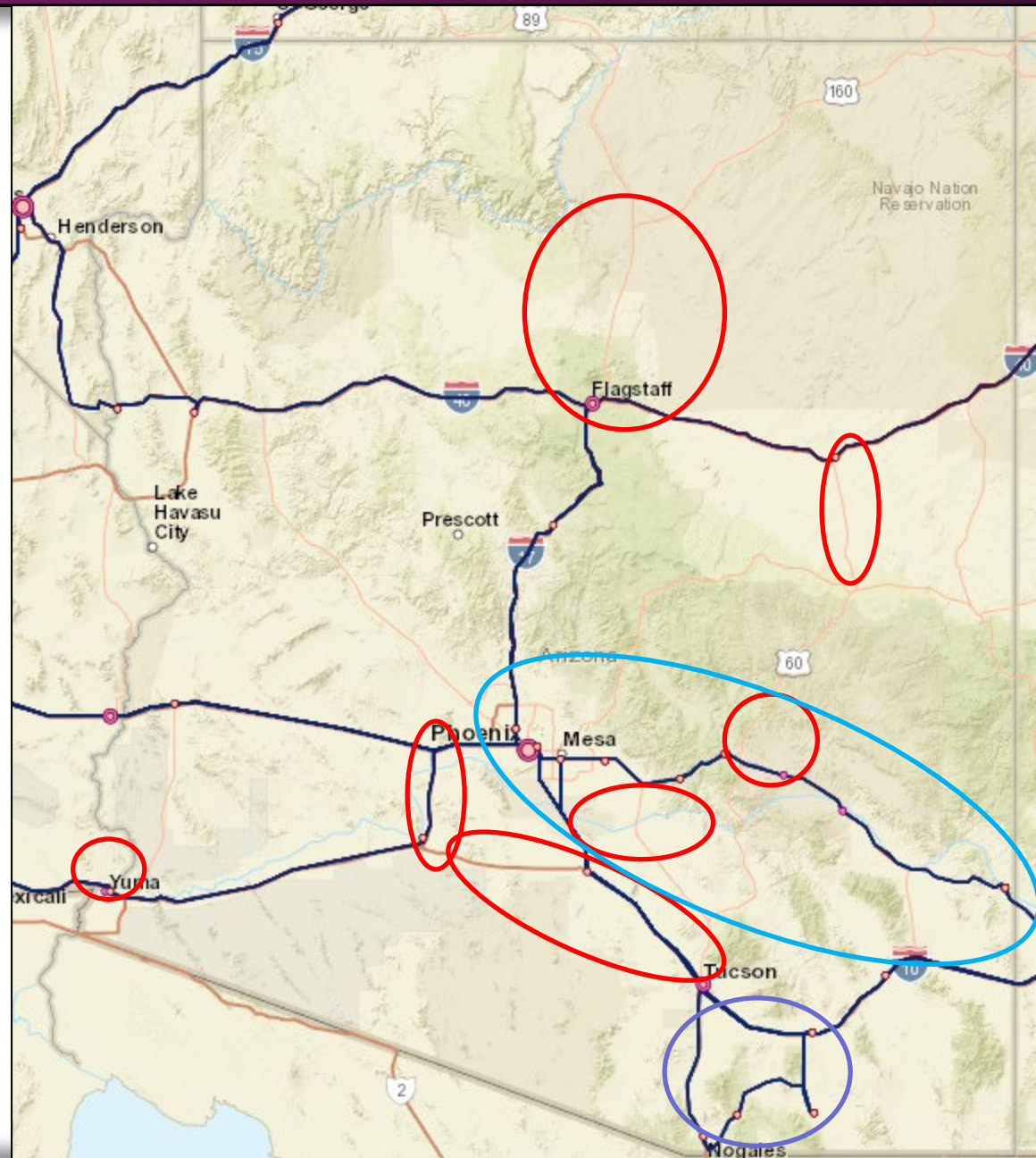
Intercity: 22%

40.51%

REQUESTED BUDGET SUMMARY	Match Ratio	Total Request	Federal Request	Local Match
Administration Request (2 Years)	80/20	\$521,443	\$417,154	\$104,289
Operating (2 Years)	58/42	\$848,624	\$492,202	\$356,422
Intercity Request (2 Years)	58/42	\$239,356	\$138,826	\$100,529
Capital Request	80/20	\$88,444	\$70,755	\$17,689
Planning Request	80/20	\$78,000	\$62,400	\$15,600
CARES Act: Operating	100/0	\$316,857	\$316,857	\$0
CARES Act: Intercity	100/0	\$84,397	\$84,397	\$0
CARES Act: Capital	100/0	\$0	\$0	\$0
Total Request		\$2,177,121	\$1,582,592	\$594,529

AZ Intercity Bus Network

- ▶ Intercity Bus Atlas
- ▶ Red Routes-Active Feeder Routes
- ▶ Blue-Active Intercity
- ▶ Purple-Suspended Intercity Service



Contractors v. Grantees

- ▶ AZ Intercity Operators are Grantees
- ▶ Greyhound has been a consistent Partner and source of In-kind Match



ADOT brought people together for Interline Agreements

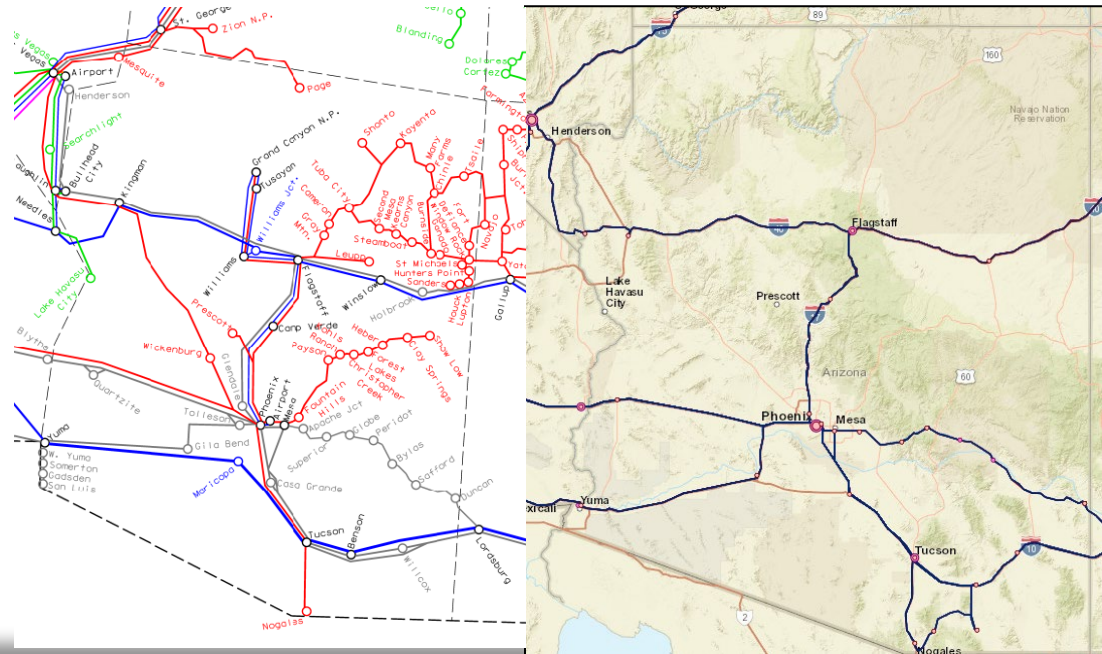
- ▶ Focus on Intercity Feeder Routes-Rural Communities
- ▶ Interlining with the National Network
- ▶ Mobility Management / Partnerships with COG/MPO essential to Intercity Bus support.



Questions?

Sara Allred
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602.712.4498

**Participate in the
National Intercity
Bus Atlas**



Q&A

Could each panelist please explain how they do industry consultation? For our audience, please chime in below...

Working with 3rd party contractors was a key issue for me

From Kaycee: For DRPT: was the I-81 corridor served by any providers prior to the launch of your service?

Through our competitive grant application solicitation process, statewide coordinated planning and studies

We meet with all of our contracted providers both individually and as a group at least quarterly and as issues arise. When we conducted our 2019 Intercity Bus study we did a lot of community stakeholder outreach as well.

Does anyone know of resources on the design of ICB?

Sara- I had question about how other states manage ICB networks and funding so thank you for sharing!

We reach out to the Intercity Operators. We have called private providers and emailed and set up outreach, we have set up meetings individually and also together.

How do Public-Private Intercity Bus services build your state's network?

Part of the problem with consulting is understanding or knowing what providers are available- coordinating and route design is difficult!

A key Equity question!

It supports connections regionally

How to help influence the discussion of connectivity and working together is also something we're working on.

How do you market intercity bus services in your state?

I agree too!

How to help influence the discussion of connectivity and working together without the strings is a concern of mine too

Technology and software!

Greyhound answer from Stephanie: When you work with your rural providers, are you looking at interline ticketing where possible to make sure those services are visible to passengers and to the ICB carriers.

Peer Selected Discussion Topics

Key Issue Areas

1. Administrative
2. Consultation
3. Design
4. Funding
5. Marketing
6. Operations
7. Overview of ICB Program
8. Private-Public Partnerships

Peer Selected Discussion Topics

Administrative

- Advisory Board training
- Intercity Bus program oversight
- Measuring economic impacts of an Intercity Bus stop
- Planning for statewide and state-run Intercity Bus networks
- Program Structure
- State management of intercity bus networks and funding
- Use of contractors to provide Intercity Bus service

Consultation

- Intercity Bus Consultation Process

Design

- Innovative delivery methods/models

Peer Selected Discussion Topics

Funding

- 5311(f) in-kind match utilization
- ARP funds
 - Rebuilding Intercity Bus networks
 - States approach to usage
- ARPA funds:
 - Program expansions post COVID
 - Supporting the unsubsidized network
- Funding sources
- Interstate coordination

Peer Selected Discussion Topics

Marketing

- Equity: how to get competitors on routes to work together and coordinate schedules to better transit options for the transit dependent?
- How to help influence the discussion of connectivity and working together
- Interregional connections
 - What providers are available other than Greyhound?
- Technology
 - Regional app for real-time tracking,
 - Transition from paper to online fare payment

Peer Selected Discussion Topics

Operations

- Funding
 - ARP funding
 - Developing Intercity Bus line-item budgets
 - Funding design
- Intercity Bus program implementation
- Limited service
- Meaningful Connection: Route Planning
 - How do you determine the optimum route or routes? Do you use planning studies, etc?
 - Starting a route
 - Stop selection
- Technology
 - Regional app for real-time tracking,
 - Software compatibility/integration
 - Transition from paper to online fare payment
 - Ticketing and confirmed reservations via improved technology

Peer Selected Discussion Topics

Overview of ICB Program

- Everything
- General Information
- Intercity bus issues
- Introduction to program for new stakeholders
- Peer discussion/ networking

Peer Selected Discussion Topics

Overview of ICB Program

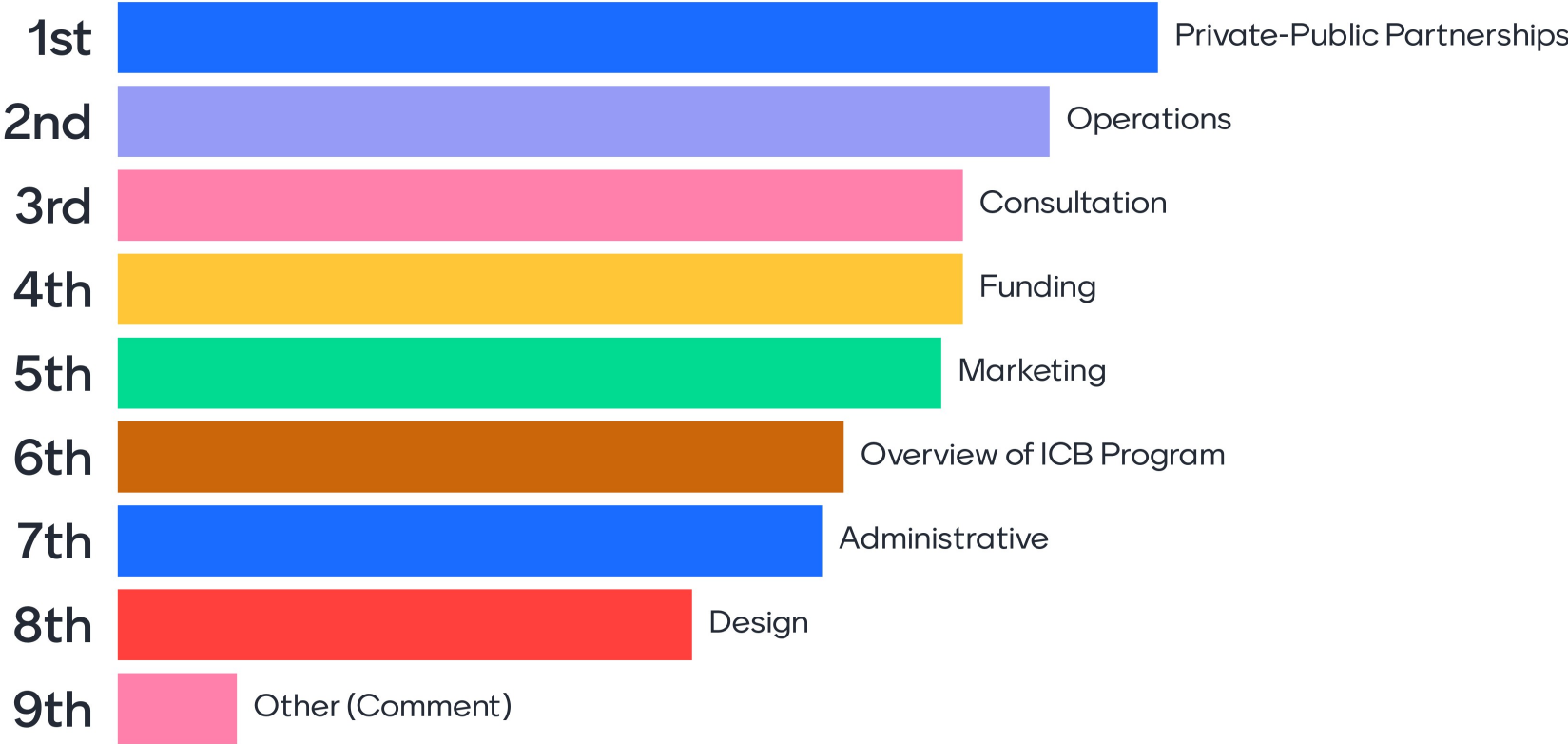
- Everything
- General Information
- Intercity bus issues
- Introduction to program for new stakeholders
- Peer discussion/ networking

Peer Selected Discussion Topics

Private-Public Partnerships

- Connecting with carriers
- Coordination
 - Coordination among regional 5307s
 - Coordination between transit and ICB
 - Equity: how to get competitors on routes to work together and coordinate schedules to better transit options for the transit dependent?
 - How to help influence the discussion of connectivity and working together
 - Interstate coordination
 - Rural Feeder coordination
- Cost allocation and budgeting for partnerships
- Interline Ticketing
 - Intercity Bus partnerships with providers using interline ticketing
- Limited service
- Meaningful connection:
 - Discussing meaningful routes with bus operators
 - Route design and planning
- Mixed funding, multiple services
- Planning for statewide and state-run intercity bus networks
- Providers beyond Greyhound

Please rank the Peer Selected Discussion Topics from most important to least important?



Resources

National RTAP Intercity Bus Peer Program

- Peer Forums: stay engaged with your peers. Request Technical Assistance. [Request to join](#).
 1. Industry wide Intercity Bus Peer Forum
 2. State DOT Intercity Bus Peer Forum, co-sponsored by MTAPAsk questions, see examples, and learn from the resources provided.
- Quarterly Intercity Bus Peer Roundtables
 - Next meeting, [ICB Peer Roundtable](#) on August 19, 2021, from 2-3:30 pm ET
- Join TRB's AP055- Rural, Intercity Bus, and Specialized Transportation Committee's Subcommittee on Intercity Bus
- Stay tuned for upcoming webinars and training events by joining National RTAP's [Intercity Bus mailing list](#).

TACL: The Transportation Technical Assistance Coordination Library



<http://transportation-tacl.org>

The Transportation Technical Assistance Coordination Library (TACL) provides a sustainable methodology and platform to access resources across a diverse range of transportation technical assistance centers and the [Federal Transit Administration \(FTA\)](#).

The FTA-funded technical assistance centers participating in this ongoing work with links to their coordination resources are:

- [National Aging and Disability Transportation Center \(NADTC\)](#)
- [National Center for Applied Transit Technology \(N-CATT\)](#)
- [National Center for Mobility Management \(NCMM\)](#)
- [National Rural Transit Assistance Program \(National RTAP\)](#)
- [Shared-Use Mobility Center \(SUMC\)](#)

All Peer Discussion
Please unmute and share video if you are able to.

What, if anything , surprised you?

That some states operate their own icb

Closing Thoughts and Plan for Next Roundtable

Contact us

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