



## Transit Success Stories in Montana



**by Lisa Ballard & Ted Lange  
Current Transportation Solutions**

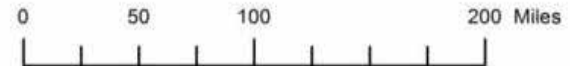
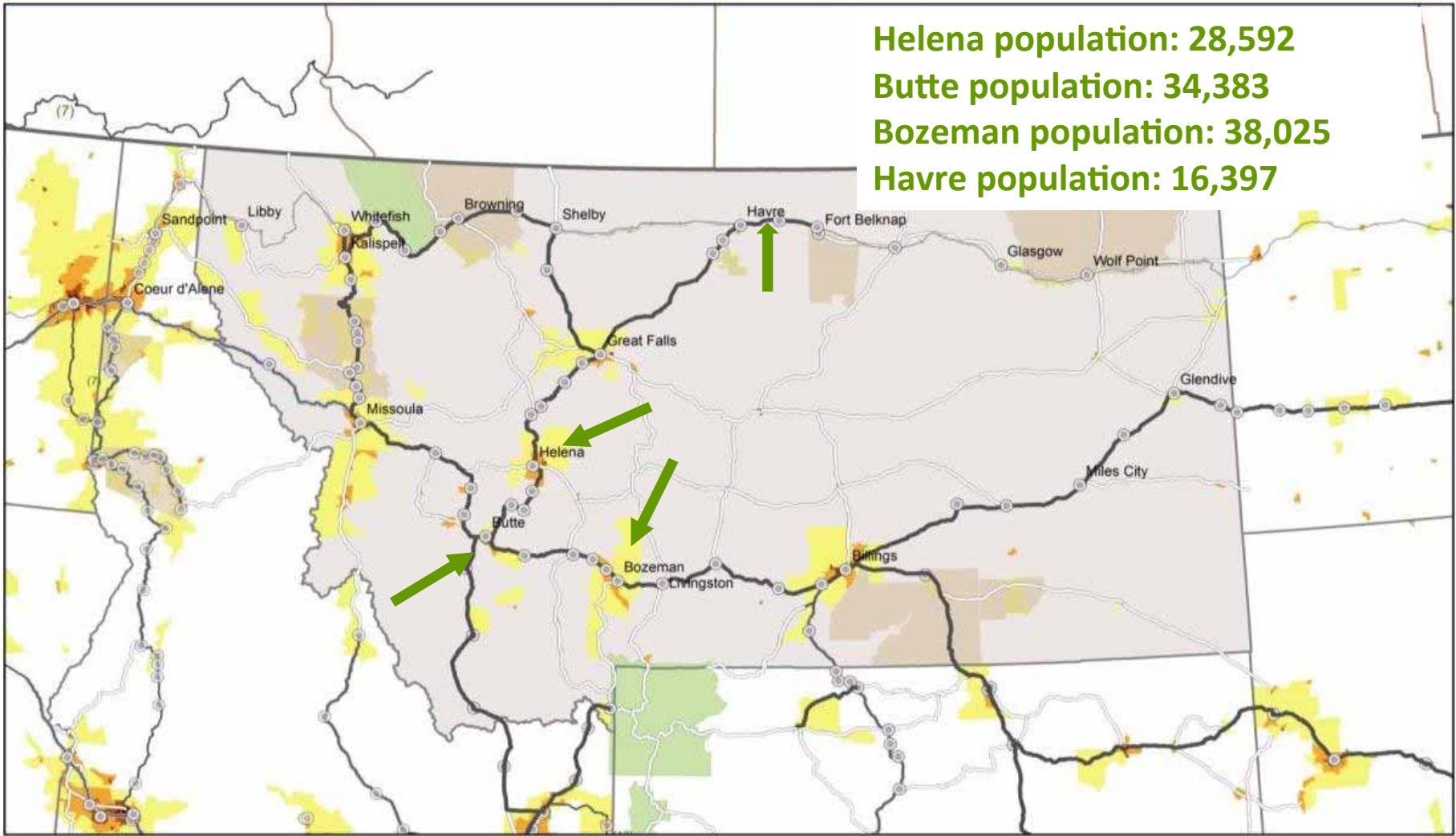
# Transit in Montana

- 34 communities have public transportation
  - 13+ communities have fixed or deviated routes
- Almost all Montanans live within 25 miles of bus or rail service connecting to regional hubs and the rest of the country
- 75 non-profit organizations receive capital assistance for elderly and disabled transportation



# Montana Population Density

**Helena population: 28,592**  
**Butte population: 34,383**  
**Bozeman population: 38,025**  
**Havre population: 16,397**



- ⊙ Intercity Bus Stops
  - Intercity Routes
  - National Parks
  - Indian Reservation
- | Population per sq mi (2010)        |
|------------------------------------|
| less than 6 people per square mile |
| 6 - 54                             |
| 54 - 450                           |
| 450 - 3700                         |
| more than 3700                     |

# Streamline

*Catch the Current!*



- ❖ Operating Budget  
\$1,387,945
- ❖ Riders  
276,856
- ❖ Miles Driven  
245,268
- ❖ Hours of Operation  
14,436
- ❖ Savings in CO2 Omissions  
1,000,000+ pounds

*Upstream to Downtown*



STREAMLINEBUS.COM - 406.587.2434



# Butte Silver-Bow Transit



- 4 fixed route buses
- ADA demand response service
- \$920,000



# Helena Area Transit Service



- Two fixed routes
- Curb-to-curb service
- Trolley to the trail
- Summer youth bus
- Head start
- \$1.3 million per year

# One Size Does Not Fit All!



**Yurok Tribe**

**Jet Boat Transit  
& Tourist Service**

**Klamath River, CA**

# Operations Funding

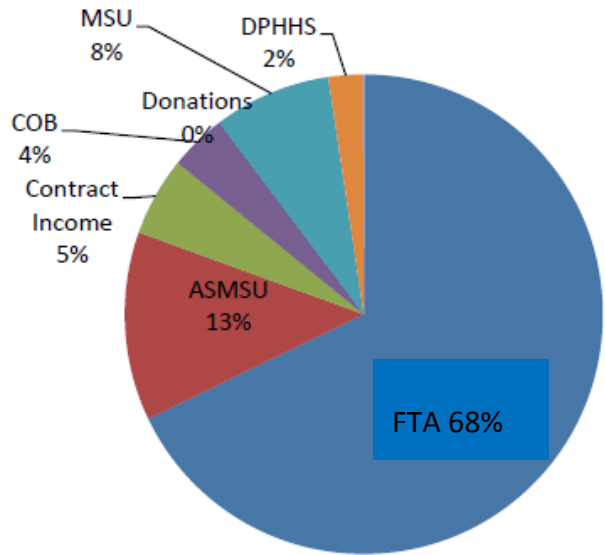
<b>Bozeman, MT</b>	<b>\$ 1.4 million</b>
<b>Butte, MT</b>	<b>\$ 0.9 million</b>
<b>Helena, MT</b>	<b>\$ 1.1 million</b>
<b>Marquette, MI</b>	<b>\$ 3.2 million</b>
<b>Rimrock Trailways</b> (MT & ND intercity)	<b>\$ 3 million</b>



# Big Differences Between States

## Bozeman

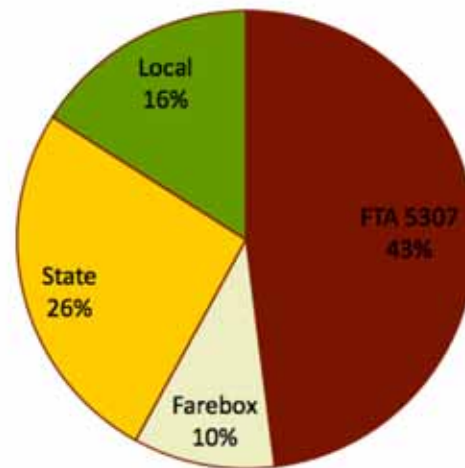
Revenue by Type



**Local 32%**  
**State 0%**  
**Federal 68%**

## Typical MI Rural Micropolitan

Operations Funding



# Farebox vs. Fare Free

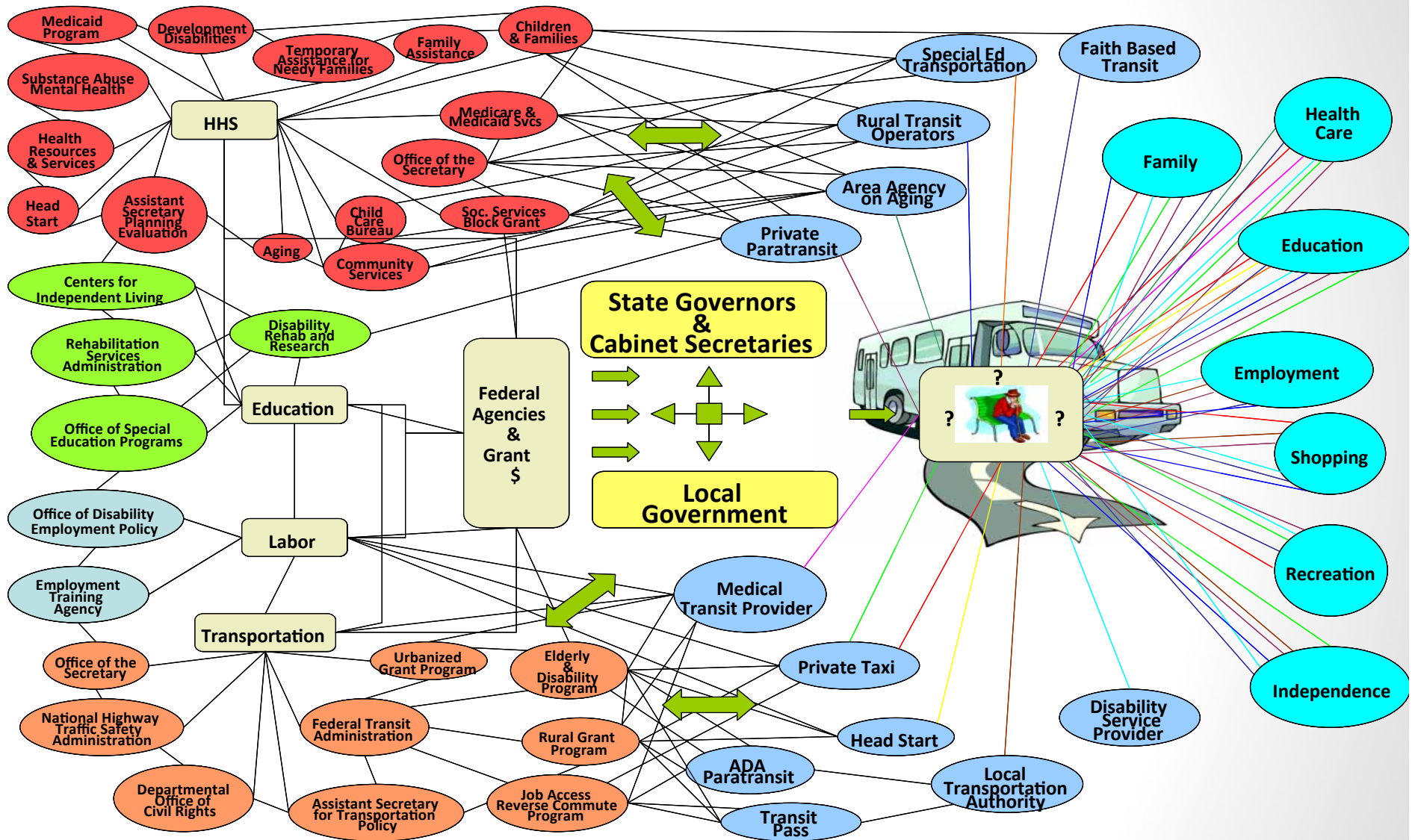
- At best, charging fares produces small amounts of net revenue. In many cases the result is a net loss.
- Collecting fares causes time delays
- Fares suppress ridership
- Fares undermine the safety net for some of the most vulnerable transportation-disadvantaged riders.
- Fares make sense for longer distance routes with relatively few stops – especially intercity
- Some states require fares
- Federal matching funds formula creates an incentive for fares if there is state funding, and against fares for communities without state funding

# Local Funding (Government)

Source	Community	Pros	Cons (potential)
<b>City</b>	Bozeman Butte Helena	Significant, reliable funding  Requires building political support	None – If you don't have city support you probably don't have a system
<b>County</b>	Butte (combined City/County government)	Significant, reliable funding  Requires building political support	It can be hard to build the coalition needed to convince counties that city-based systems benefit them
<b>Mill Levy</b>	None of these three communities but common in for many rural systems	Significant, reliable funding  Requires extensive outreach to build public and political support	Complacency – reduces motivation to build partnerships  Building strong campaign coalition can be daunting and both city and county support usually needed

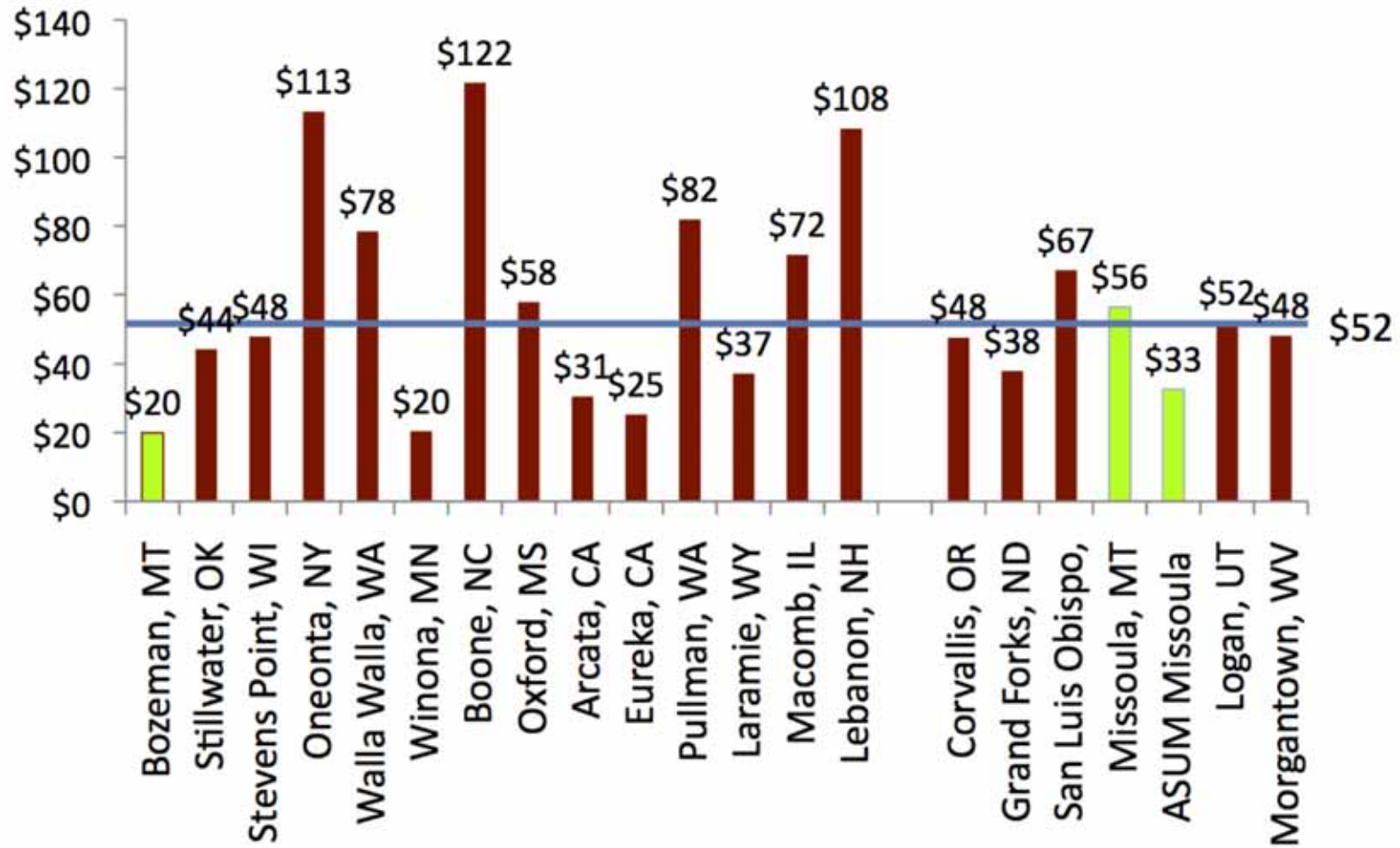
# Local Funding (Non-Government)

Source	Community	Pros	Cons (potential)
<b>University</b>	Bozeman Butte	Significant, reliable funding  Students, staff, faculty ride free	University-centric service that leaves other needs unmet to varying degrees (Bozeman)
<b>Contracts</b>	Bozeman Butte Helena	Requires building partnerships with important social service providers, employers and businesses	Could skew priorities as with university funding
<b>Donations</b>	Bozeman	United Way supports Streamline.  If launching a new system local/regional foundations or donors may help. A foundation helped launch North Central MT Transit.	Rarely a significant or reliable funding source and generally not a good priority for time investment.  A rider put Bozeman's paratransit in their will. Don't bank on this happening in your community.



Source: USDOT Mobility Services for All Americans program

## Investment per Capita (Fixed Route)



# Safety Net vs. Broad-Based Community Service

## Cost per fixed route ride (FY 2010)

- Bozeman: \$2.27
- Helena: \$5.50
- Butte: \$5.00

## Cost per demand-response (dial-a-ride ) ride (FY 2010)

- Bozeman: \$15.46
- Peer group: \$26

# Growing Small City Transit





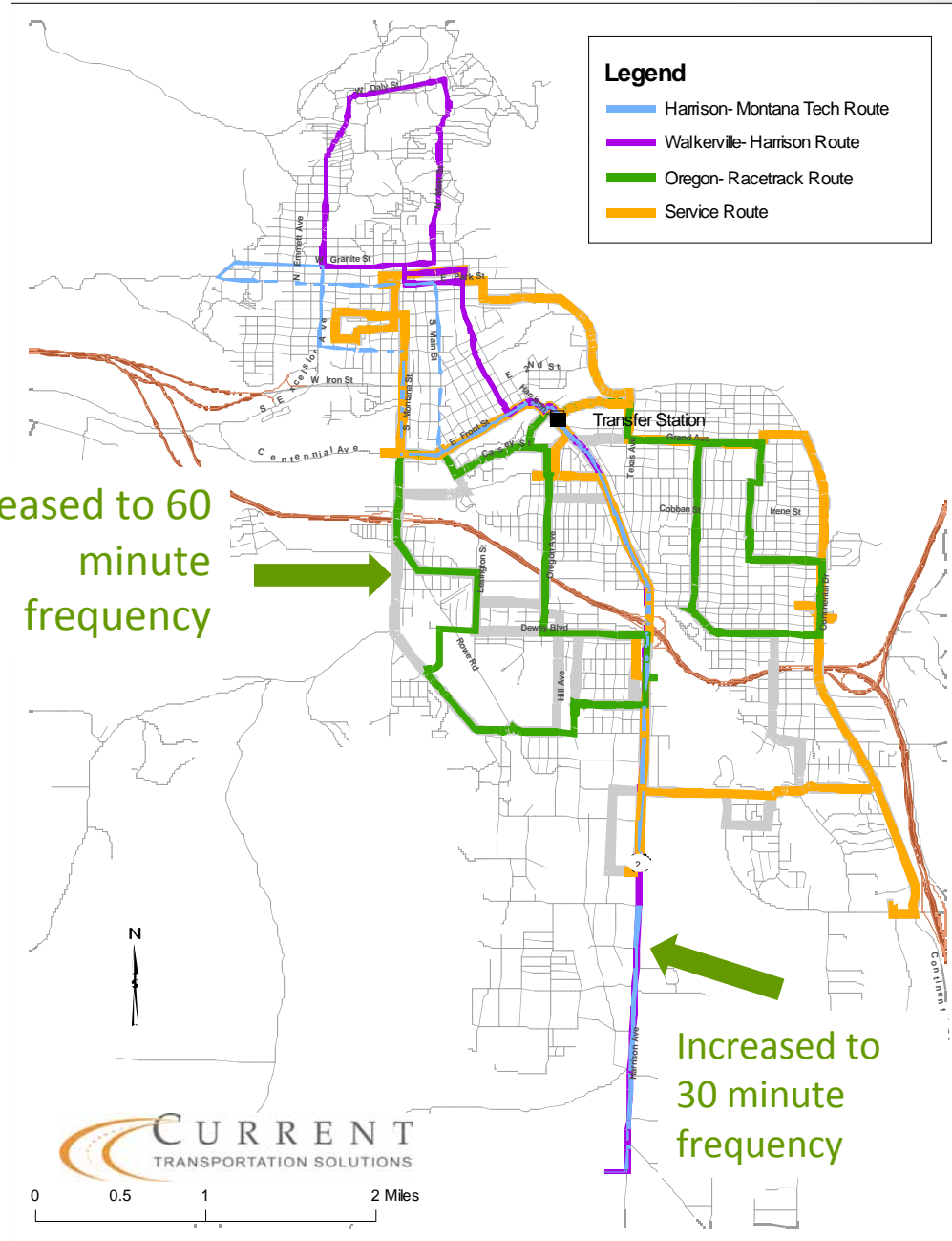
# Butte Success: Data-Driven Route Changes

15% Increase in Ridership

Decreased to 60  
minute  
frequency



Increased to  
30 minute  
frequency





## PLAN A TRIP

**Start:**   
e.g. [Holmes Ave. and Harrison Ave. Butte, MT]

**End:**   
e.g. [Montana Tech]

**When:**  Depart at or  Arrive by

Get directions with [Google Maps](#) >

[More about transit in Google Maps and on your mobile phone.](#)

Schedules

Fares

### News & Alerts

Test: Expect snow-related delays today, January 31

[See more>>](#)

[About the Bus](#)

[Rider Information](#)

[Dial-a-Ride](#)

[Link to this website](#)

## Map Overview

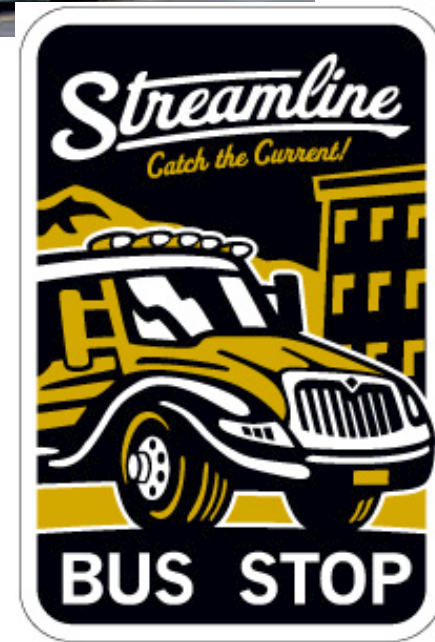
Click a route to see its schedule and detail map. The Saturday route is shown on a [separate page](#).



*Streamline*

# Transit Success Through Partnerships

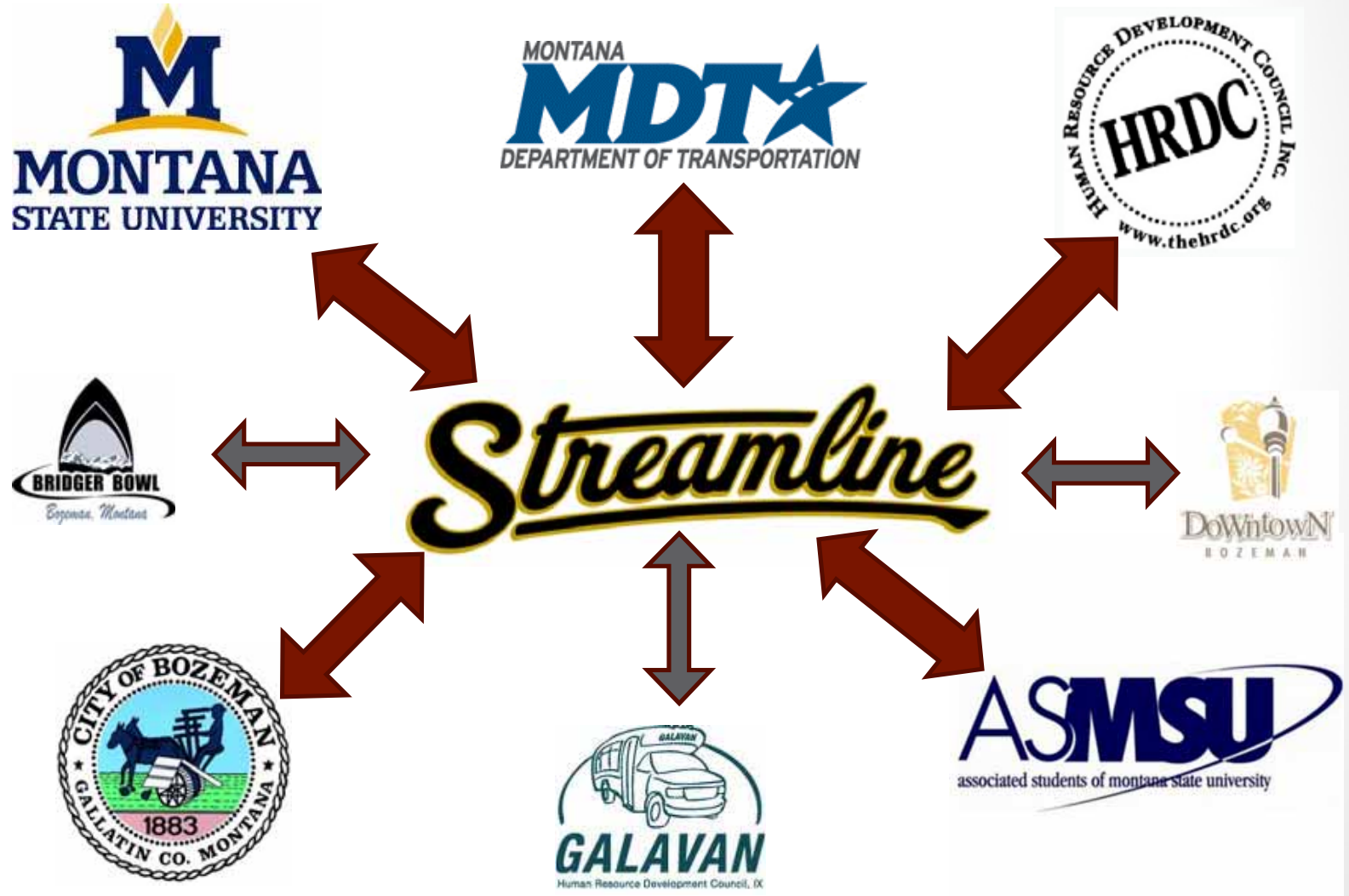
## SUCCESS: Comprehensive Branding Strategy



*Streamline*

# *Streamline* Transit Success Through Partnerships

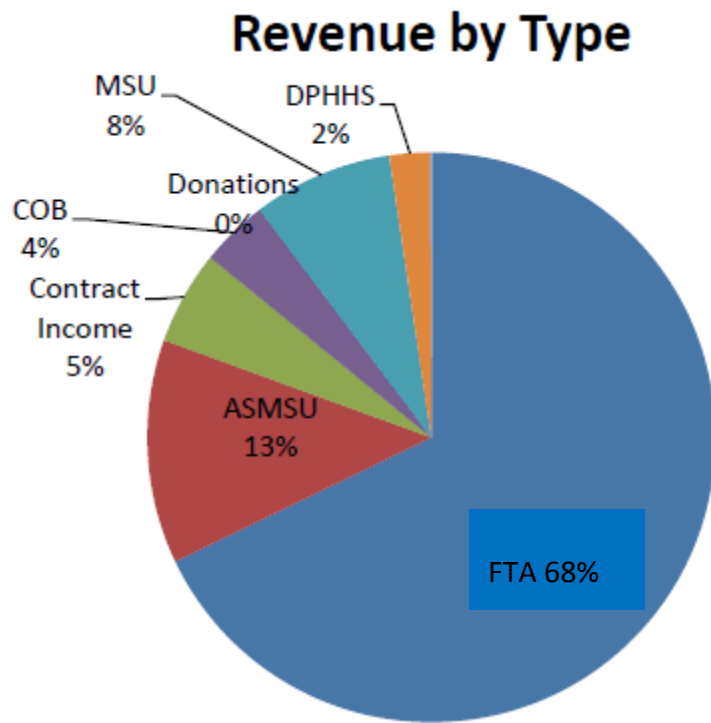
## Partnerships, Partnerships, More Partnerships





# Transit Success Through Partnerships

## SUCCESS: Diverse Funding Sources



<u>Revenue</u>	
FTA 5311	\$819,604
Montana TransADE	\$57,500
ASMSU	\$117,000
MSU	\$85,000
City of Bozeman	\$122,400
Gallatin County	\$49,000
Contract – Bridger/Bohart	\$12,600
City of Belgrade	\$8,000
Contract - Reach	\$60,000
Contract – Right Now	\$2,500
United Way	\$25,000
Title III	\$20,000
Rider donations	\$18,000
<u>Others</u>	<u>\$35,000</u>
<b>Total</b>	<b>\$1,432,604</b>

# *Streamline* Transit Success Through Partnerships

## Responding to Community Needs



Contracting to provide mass transit to local ski areas



Providing targeted routes to reduce drunk driving

# *Streamline* Transit Success Through Partnerships

## Streamline is Integrated into Downtown



Bridger Park Garage incorporates 435 vehicle spaces, 10,000 square feet of commercial space AND a Streamline transfer station.

The Downtown Bozeman Improvement Plan places emphasis on complete streets, environmental sustainability and public transportation.



# *Streamline* Transit Success Through Partnerships

**Streamline provides downtown transportation alternatives...**



...for high attendance special events

and for late night revelry.







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