

Using GIS Story Maps to Inspire 7th Graders to Use Transit

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BACKGROUND

In 2016 and 2017, WCOG is using a Mobility Management grant to teach all 7th graders in Whatcom County how to ride the bus. Whatcom Transportation Authority (WTA) is providing free quarterly bus passes for the students.

CHALLENGE

Many transit guides and websites provide a bewildering amount of information about routes and schedules, which can be a significant barrier for new riders. Our challenge was to motivate students to try riding the bus and to provide just enough information to make it seem easy.

SOLUTION

A story map is an online mapping application that uses text, maps and pictures to communicate information about a defined geographical area. Our map includes kid-friendly destinations with links to the WTA website, which only display pertinent route and schedule information.

7th Grade Bus Pass Trip Planner
Call 360-676-RIDE (7433) with any questions.

Home | Barkley Cinemas | Bellis Fair Mall | Bloedel Donovan Park | Bellingham Library | Fairhaven Library | Ferndale Library | Lynden: Skateway & Library | Lummi Island | Mallard Ice Cream | Lakeway: Arne Hanna & Menchies

This website will show you how to get to some of your favorite places on the bus. If you need help planning or completing your trip, just give us a call at 676-7433. Our Customer Service Reps are available to help you!

There are two main bus stations in Bellingham. Downtown's Bellingham Station and Cordata Station. All buses serving the county north and east of Bellingham stop at Cordata Station. From Cordata Station, you can transfer to other buses.

All buses have route numbers and names. The name tells you where the bus trip will end. For example, you can catch "Route 331-Cordata" at Bellingham Station but its final stop is Cordata Station.

To find your bus times, click directly on the bus route (colored line) or bus stop (black dot) on the map. You can also click on [More Info](#) in the pop-up box. This is a hyperlink that will take you to WTA's webpage with times for that specific stop or route.

While you're waiting for the bus, get your bus pass or money ready. If you're paying with a pass, slide it at the top of the fare box when you board.

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Take WTA Route **331**, Route **525** or Route **540** to Barkley Cinema.

These buses will also get you to Barkley Village where you can pick up a snack at Haggen or a smoothie at Robeks.

Since this area is served by multiple buses, remember to check the route number on the side of the bus or confirm the route with your driver as you step on the bus.

Stop ID 2622
Stop Name Barkley Blvd at St Paul St
Link [More Info](#)

My Stop: 2622

Time	Route
6:30 am	525 Sunset
7:30 am	525 Sunset
8:30 am	525 Sunset
9:30 am	525 Sunset
10:30 am	525 Sunset
11:30 am	525 Sunset
12:30 pm	525 Sunset

Take WTA Route **14** or Route **401** to Fairhaven.

The Fairhaven Library is served by Route 14 and Route 401. Route 401 is also called the RED Line. This means it's a "GO Line" and runs every 15 minutes for most of the day during the week.

Village Books is also accessible via Route 401.

Fairhaven Library
Name: Fairhaven Library
Address: 1117 12th Street
City: Bellingham
State: WA
Zip: 98225
Website: www.bellinghampubliclibrary.org
Phone: 360-778-7188
Bus Route: 14, 401

RESULTS

Total number of 7th Graders that received travel training: 1,291

Total number of schools that participated: 7

TECHNICAL REQUIREMENTS

ESRI Online Account

Map Layers:
Bus Routes
Bus Stops
Destinations

Information to include in attribute table:
Business Contact Information
Business Hours
Link to Website
Bus Route Numbers

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<http://tinyurl.com/7thgradebus>

