# PIERCE TRANSIT BOARD OF COMMISSIONERS **EXECUTIVE/FINANCE COMMITTEE**

Building 4 – Conference Room 1A November 21, 2013 – 3:00 PM.

#### **AGENDA**

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**APPROVAL OF MINUTES:** None

#### **ACTION AGENDA:**

1. FS 13-021	Authorization for Puyallup Demonstration Project Design and Public Outreach	Tina Lee Service Innovation Administrator
2.	Draft Federal Advocacy Program	Justin Leighton Government Relations Officer
3.	Draft State Legislative Priorities	Justin Leighton Government Relations Officer

#### **ADJOURNMENT**



FACT SHEET NO.: 13-021 AGENDA DATE: 11/21/13

## **FACT SHEET** — EXECUTIVE/FINANCE COMMITTEE

TITLE: Authorization for Puyallup Demonstration Project		DIVISION:	Business Development Office			
Design and Public Outreach		ORIGINATOR:	Tina Admini	Lee, strator	Service	Innovation
PRECEDING ACTION:	None					
COORDINATING DEPARTMENT:	Executive					
APPROVED FOR SUBMITTAL:	Chief Financial Of	ficer				
APPROVED FOR AGENDA:	Chief Executive C	Officer		Legal Co	ounsel	
ATTACHMENTS:	Exhibit A – Draft Puyall	lup Demonstratio	on Fact Sl	neet		

#### **BUDGET INFORMATION**

2013 Budget Amount Required Expenditure Impact \$31,425 \$31,425 \$0

Explanation: Design of the demonstration project will include public participation and a community survey. Outreach would include a community survey to gather input from approximately 300 Puyallup residents, rider alerts, community meetings and presentations, and informational materials to gather feedback on the demonstration proposed by the Puyallup Community Investment Team (CIT).

BACKGROUND: The Business Development Office has been engaged in developing a rapid design project with the community of Puyallup following a City of Puyallup request to develop an innovative, tailored solution for the area. A CIT, with representatives from the City of Puyallup, MultiCare/Good Samaritan Hospital, South Hill Mall, Puyallup/Sumner Chamber of Commerce, Puyallup Main Street Association, Pierce College, Washington State Fair, Senior Housing Assistance Group (SHAG), and Puyallup Senior Center formed to guide the design of a service concept. The CIT met four times during the months of September 2013 through November 2013 to develop details of a potential demonstration project. At their November 14, 2013 meeting the CIT recommended a Community Connector concept that would operate for one year to test this service. The proposed Puyallup Community Connector Demonstration project would provide local, tailored services for the public providing access to multiple destinations including shopping, medical, and recreational destinations in Puyallup.

The recommendation from the CIT is a service operating seven days a week from approximately 10 am - 6 pm. During the summer season, from the June 8, 2014 service change to the September 28, 2014 service change, Saturday service would start earlier at 9 am to provide transportation alternatives to activities in the downtown

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area. Service on Thursday evenings would operate until approximately 9 pm to provide public transportation connections to and from community activities in the downtown. Smaller 25-foot cutaway vehicles would be utilized to operate this local connector.

Additionally the CIT recommended that the BDO continue to develop proposals for additional service concepts that will be investigated, and if feasible, brought forward at a later date as the BDO refines the concepts in conjunction with the Puyallup CIT.

**RECOMMENDATION**: Recommend the design and public involvement phase for the Puyallup Community Connector Demonstration Project to the December 9, 2013, Board of Commissioners Meeting.

#### **Executive/Finance Committee Action:**

Approved:
Disapproved:
Rick Talbert, Chair Executive/Finance Committee
ATTEST:
Deanne Jacobson, CMC
Clerk of the Board



## **Background**

In partnership with Pierce Transit, a committed Puyallup Community Investment Team designed a Community Connector focused on improving fixed route service within the Puyallup community. This tailored local service focuses on:

#### **Community needs**

Connecting riders to key Puyallup community destinations including medical, shopping, and recreation.

#### **Seasonal activities**

Shaping summertime service schedule to best serve important community events like Concerts at Pioneer Park, Saturday Farmer's Markets, and local activities in Downtown Puyallup.

#### Integration with existing transit system

Connecting service with Routes 400, 402, 409, 410, and 495 for ease of use; linking community connector to local routes to integrate the service for system effectiveness.

## **Community Investment Team**

- City of Puyallup
- MultiCare Good Samaritan
- Puyallup Main Street Association
- Puyallup/Sumner Chamber of Commerce
- Puyallup Senior Center
- Pierce College
- Washington State Fair
- Senior Housing Assistance Group (SHAG)
- South Hill Mall

#### **Timeline**

Nov-Sept 2013  Community Investment Team forms and designs tailored community service

Nov 21, 2013 Pierce Transit's Executive Finance Committee update

December 9, 2013 • Pierce Transit Board Meeting - authorization for design & public involvement phase of demonstration project

Dec 2013-Feb 2014

Pending Board Authorization

- Community outreach/comment collection
- Community open houses
- Community survey

Feb 10, 2014  Pierce Transit Board Meeting – Public Hearing to gather input on proposed demonstration

Mar 10, 2014  Pierce Transit Board Meeting – Board decision on adopting demonstration

May — Jun 2014

Pending Board Approval

Marketing & Community Outreach

Jun 8, 2014

Community Connector demonstration service begins

lun 2014 -Jan 2015  $\bullet$  Pierce Transit monitors and evaluates service

Feb 2015

- Staff recommendations based on demonstration analysis
- Board Meeting Board decision on operationalizing service

June 6, 2015 Demonstration ends

## **Puyallup Community Connector**

Proposed Puyallup Community Connector will connect riders with shopping, recreation, and medical facilities between Downtown and South Hill Puyallup.

Service would operate seven days a week, running every 30 minutes between 10 am and 6 pm. During summer months, Thursdays will run until 9 pm to transport more riders to and from Concerts in the Park and Saturdays will begin at 9 am to accommodate the Downtown Farmer's Market.

Service would be integrated with existing transit services. Riders can transfer to other Pierce Transit services at the South Hill Mall Transit Center or Puyallup Station.

Proposed fares are the same as local fares enjoyed by all Pierce Transit riders---\$2.00 adult fare or \$0.75 discounted and youth fare. Passengers can also take advantage of PT's Weekend All-Day Pass.



A small, uniquely-wrapped 25-foot vehicle would be used to transport customers.

# Puyallup Community

#### **Seasonal Community Connector**

#### June 8, 2014 - September 27, 2014

Day	Frequency	Span
Monday	30 minute	10 am – 6 pm
Tuesday	30 minute	10 am – 6 pm
Wednesday	30 minute	10 am — 6 pm
Thursday	30 minute	10 am – 9 pm
Friday	30 minute	10 am — 6 pm
Saturday	30 minute	9 am — 6 pm
Sunday	30 minute	10 am — 6 pm

#### Community Connector

#### September 28, 2014 – June 6, 2015

Day	Frequency	Span
Monday-Sunday	30 minute	10 am – 6 pm

Fares	Adult	Youth	*Discounted
One Ride	\$2.00	\$0.75	\$0.75
Monthly Regional Pass	\$72	\$27	\$27

<sup>\*</sup>Must show Regional Reduced Fare Permit

#### For more information...

Tina Lee, Service Innovation Administrator <a href="mailto:tlee@piercetransit.org">tlee@piercetransit.org</a>

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# Pierce Transit Federal Advocacy Program, 2014-2016

Pierce Transit provides over 10 million boardings annually to seniors, students, commuters and people with disabilities. Pierce Transit is impacted by federal policies and regulations which create barriers in providing safe, reliable and quality transit service. The agency has identified its top federal legislative priorities and seeks to implement the following.

#### **Sustainable Federal Funding for Transit**

Transit funding is at risk as Congress and the Administration deliberate on the FY14 budget following the shutdown and set new spending caps for FY15 and subsequent years.

#### **Bus & Bus Facilities Funding in Transportation Reauthorization**

2012 "MAP-21" legislation provided less funding for the Bus and Bus Facilities program, which benefitted Pierce Transit as a discretionary program. The program was formulized resulting in Pierce Transit and other bus-only mid-size systems, receiving less funding.

#### **Alternative Fuel Tax Credit**

Pierce Transit relies considerably on the Alternative Energy Tax Credit, which has been kept alive legislatively by one-year "extenders". It is under review with ongoing tax reform deliberations and Pierce Transit to formalize the Alterative Fuel Tax Credit, which will provide sustainable financial planning for the agency.

#### **Internet Sales Tax Reform**

The Senate has passed the Marketplace Fairness Act which would allow states to collect sales tax on internet purchases by residents of their states, which could generate over \$500 million annually for Washington State as tax compliance, not a new tax. An alternate version of this legislation is expected to emerge soon in the House. Enactment could generate additional sales revenues to sustain Pierce Transit service.

#### **Charter Rule Waivers and Reforms**

The DOT Charter Rule requires private preference for any charter service, has created inequities and challenges for Pierce Transit in delivering service. Pierce Transit wants to seek waivers and reforms to the Rule when major regional events require bus charter service beyond private sector capabilities.

#### **Transportation Grants**

Major federal transportation resources, including the Small Starts program, the TIGER grants, and TIFIA loans, are all available to fund future Pierce Transit projects on a competitive basis. Evaluate which future projects should have federal capital participation and seek funding working with the Congressional delegation and DOT.

#### For any questions regarding Pierce Transit or our legislative priorities, please contact:

Justin D. Leighton

Community Relations Officers

Community Relations Officers

Government Relations Officer Simon & Company

Desk: 253-984-8166 | Cell: 253-278-2565 Tel: 202-659-229





# Pierce Transit 2014 State Legislative Priorities

Pierce Transit is the state's *partner* in providing public transportation services that connect people to jobs and assist our community's most vulnerable members in using transit to meet life's basic needs. Pierce Transit supports state policies and funding that help the agency provide an efficient, effective, and financially-stable public transportation system.

Like any public agency, Pierce Transit is impacted by a number of state policies; however, the agency has identified its top legislative priorities and asks that the State support our efforts.

#### **2014 Legislative and Policy Priorities**

- Pursue legislation that reduces the cost to transit agencies in providing non-emergency medical transportation.
- Encourage the state to adopt a transportation funding package that includes significant funding for public transportation.
- Request additional flexibility for funds distributed through the Vanpool Investment Program for the JBLM corridor to focus on reducing congestion on the corridor, rather than trips ending/beginning on the military base.
- Seek mitigating funds for operating impacts due to the pending I-5 HOV extension project.

#### Monitor changes to policies and legislation related to:

State and regional tolling, MAP 21 implementation, public records, performance measures, accountability and/or governance that might negatively alter the oversight, financing, construction, and/or operations of Pierce Transit.

Pierce Transit has worked collaboratively with local, regional and state partners including, the Washington State Transit Association, the Puget Sound Regional Council, and the Regional Access Mobility Project (RAMP) in developing the 2014 State Legislative Priorities and will support partner agencies' legislative agendas where appropriate.

#### For any questions regarding Pierce Transit or our legislative priorities, please contact:

Justin D. Leighton
Government Relations Officer
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