



# Proposed Puyallup Demonstration Project

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## Public Feedback Summary

Business Development Office

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## Contents

Executive Summary .....	2
Outreach Overview .....	3
Survey Summary.....	3
Comment Collection .....	3
Summary of Feedback .....	4
Qualitative Feedback Themes & Comments.....	6
Positive .....	6
Utilization.....	7
Recommendations for Improved Services.....	8
Puyallup Brand Feedback.....	9
Word Cloud .....	9
Survey Respondent Comments .....	10

## Executive Summary

To address the specific needs of local communities, Pierce Transit is moving toward increased investment in tailored solutions for communities within its existing service area. Service is being considered to serve the community of Puyallup.

The Board authorized Puyallup Demonstration Project Design and Public Outreach at the December 9, 2013 Board meeting. Outreach to notify the community and riders of the demonstration concept began shortly thereafter and included distribution of over 5,000 brochures, a project website, social media messaging, community open houses, a presentation to SHAG, and a survey made available both online and onboard Routes 400, 402, 409, and 410.

Overall, 253 surveys were collected. We asked respondents to review the proposed service description and associated map and then answer a few questions related to their likeliness to use the service and their motivation to learn more.

Survey responses indicate the following conclusions:

- The majority of respondents have direct experience with riding Pierce Transit.
- It is clear that the majority of respondents are familiar with the Puyallup community.
- In general, respondents have a positive attitude toward the proposed community connector service.
- There is clear interest in proposed service.

Additionally, we captured 89 written comments. The themes presented include:

- Affirmative comments about the proposed service or the Agency.
- Comments that describe whether and how proposed service might be used.
- Comments that showcase a want for better, different, or restored fixed route services.

## Outreach Overview

The Board authorized Puyallup Demonstration Project Design and Public Outreach at the December 9, 2013 Board meeting. The Puyallup Community Investment Team is recommending a Puyallup Community Connector Demonstration Project intended to improve customer access with a new innovative tailored service demonstration. Outreach to notify the community and riders of the concept design began shortly thereafter. Outreach consisted of the following:

1. Printing and distributing approximately 5,700 rider brochures, available on all Pierce Transit buses and distributed in person on Routes 400, 402, 409, and 410.
2. A project website at [piercetransit.org/puyallup](http://piercetransit.org/puyallup)
3. A web survey to gather public comment.
4. An onboard rider survey to gather opinion on proposed demonstration service, which included staff riding Routes 400, 402, 409, and 410 buses on eight days between January 14 and 28.
5. Social media messaging about proposed demonstration.
6. Two community open houses
  - Thursday, January 16, 2014 at Puyallup City Hall
  - Saturday, January 25, at South Hill Mall
7. Presentation at Senior housing Assistance Group (SHAG)
8. Posters with information about open houses displayed at various locations throughout the Puyallup community.
9. Public hearing notices published five and twenty days before the February 10, 2014 public hearing.

## Survey Summary

In order to collect feedback in a streamlined manner, we presented the general public, SHAG residents, and Route 400, 402, 409 and 410 riders the opportunity to answer a six question survey. The survey gathered input on the concept and gave respondents a chance to tell us how likely they might be to use the service, how motivated they are to learn more or try the service, provide opinion on whether the proposed service would meet the community's (or their personal) needs, and space to submit written comment for review.

## Comment Collection

Pierce Transit collected feedback in a number of ways:

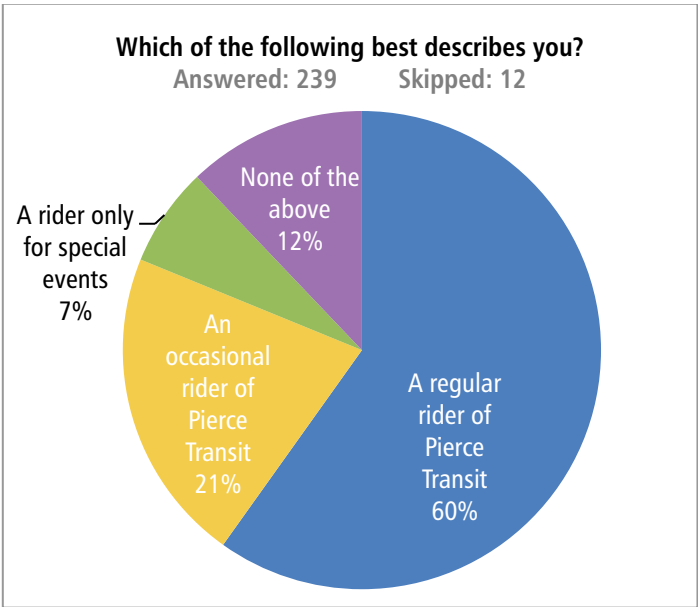
Channel	Description	Survey Responses or Comment collected
<b>Open Houses</b>	Speaking directly with community members and collecting their feedback via survey participation at two Open House Events.	<b>4</b>
<b>Email/Phone/Mail</b>	Service Innovation Administrator Tina Lee's email and phone information published in aforementioned outreach materials as a comment collection source.	<b>2</b>
<b>Community Event</b>	Speaking directly with senior community members and collecting their feedback via survey participation at SHAG.	<b>69</b>
<b>Online Survey</b>	Set up survey to extract both quantitative and qualitative data related to customer experience and service improvement focuses as the Agency moves forward.	<b>24</b>
<b>Onboard Rider Survey</b>	Staff surveyed willing riders onboard Routes 402 and 501 buses for eight days between October 23 – 30, covering 85 Route 501 trips and 10 Route 402 trips.	<b>154</b>
<b>Total Surveys Completed</b>		<b>253</b>

# Summary of Feedback

In order to collect feedback on proposed Puyallup demonstration service in a streamlined manner, we presented the general public and transit riders the opportunity to answer a six question survey. This is what we found.

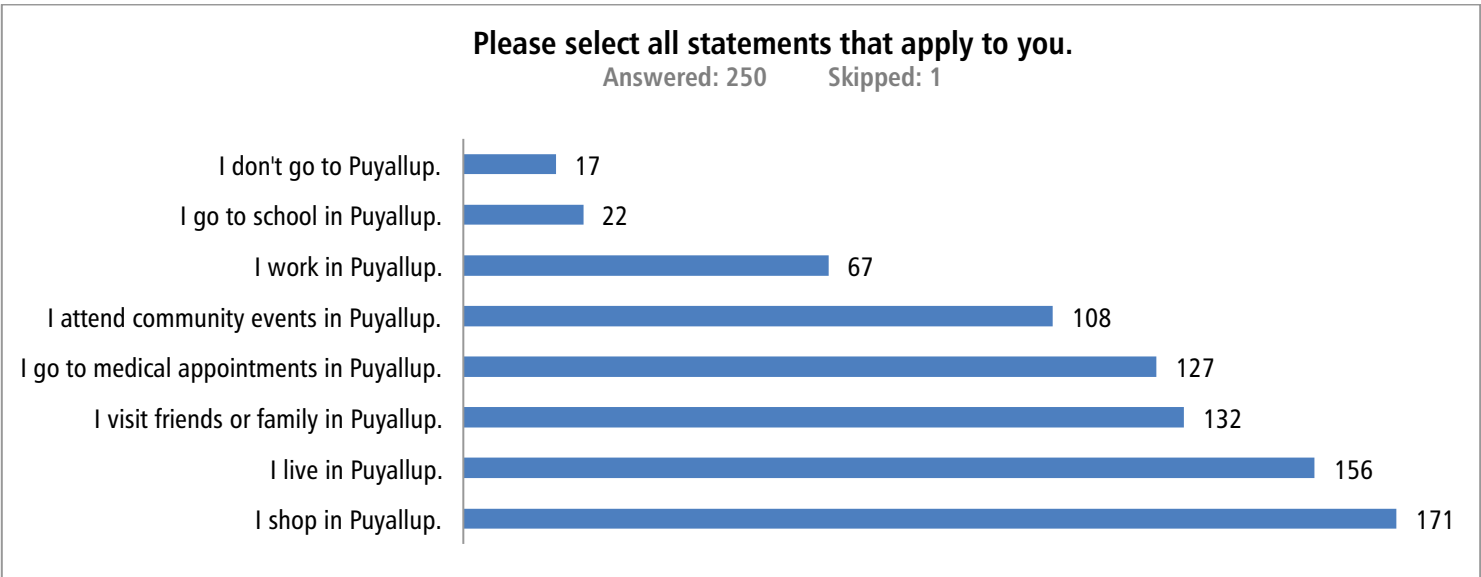
## 1. Use of Pierce Transit

The majority of respondents have direct experience with riding Pierce Transit.



## 2. Connection to Puyallup

To get a better idea of how respondents were connected to Puyallup, we asked them to select all statements that applied to them. It is clear that the majority of respondents are familiar with the Puyallup community.



### 3. Overall Attitude toward Proposed Puyallup Demonstration Service

In general, respondents have a positive attitude toward the proposed community connector service.

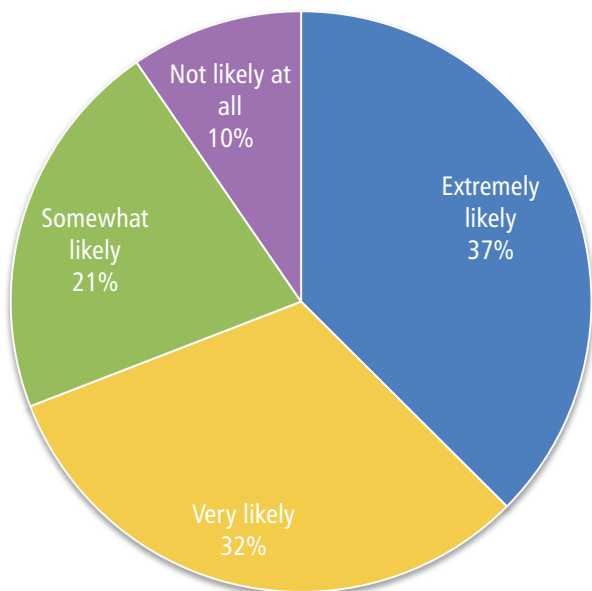
On a scale of 1-10 ("1" being completely disagree and "10" being completely agree), based on the proposed Puyallup Community Connector description, to what extent do you agree or disagree with the following statements?	Average
The service would meet the needs of the community.	8.55
The service would meet my personal needs	7.15
I would be motivated to learn more about the service	7.92
I would be motivated to try this service.	7.85
I would be very likely to use this service.	7.56

### 4. Likelihood of Using Proposed Puyallup Demonstration Service

There is clear interest in proposed service.

If the Puyallup Community Connector service described were available today, how likely would you be to use it?

Answered: 240 Skipped: 11



Those who said they were not likely at all to use the service supplied reasons why:

- I only go to Tacoma
- I work/travel outside the proposed hours of operation, but may use on Sat or Sun.
- Shuttle
- Because it is a waste of my time. I have no reason to go to Puyallup.
- Have my own car.
- I don't take these routes all the way.
- No need.
- I don't ride much.
- I would have to drive to get to a bus on this route.
- Needs to start earlier in the A.M.
- Not a transit rider
- It doesn't go near where I live, but I think it is a fabulous idea
- Walking distance to many facilities named. Have vehicle.
- Crime is high at the bus stops and on the bus.

## Qualitative Feedback Themes & Comments

Respondents also had the opportunity to provide written comments about the proposed service. Eighty-nine comments were received and are outlined below.

# of Comments	Theme	Description	Comment #
30	<b>Positive</b>	Affirmative comments about the proposed service or the Agency.	<b>1-30</b>
31	<b>Utilization</b>	Comments that describe whether and how the service might be used.	<b>31-61</b>
28	<b>Recommendations for Improved Service</b>	Comments that showcase a want for better or restored fixed route services.	<b>62-89</b>

*Subsequent pages provide actual comments organized by theme.*

### Positive

1. ANY X-TRA SERVICE IS GOOD!
2. It shows to achieve attaining certain places that were beyond attainment. Thank you.
3. Thank you for the bus rides :)
4. I like Pierce Transit.
5. Thank you.
6. I love the bus when I am not in my car!!
7. Good and friendly drivers.
8. I strongly believe this would help.
9. This is a step in the right direction. It's nice to see even small steps made.
10. I like surveys
11. I'm excited about the service and hope to use it.
12. This is wonderful!
13. I think it will be great.
14. Would like to be able to use this service!!!
15. Thank you!!!
16. Thank you.
17. I am very happy for the proposal. Thank you.
18. I take the Shuttle all the time and I love going on it. I have met a lot of nice people on it.
19. It will be great for us that really need it.
20. Pierce Shuttle has been good for me. Use a
21. Puyallup is a great town because it tries to help the people in it.
22. I appreciate Pierce Transit thinking about the community.

- 23. I like the idea.
- 24. I enjoy all the benefits of Pierce Transit
- 25. I work at the Puyallup Sounder Station. I feel this route would help all the customers.
- 26. I am grateful for the Pierce Transit.
- 27. Great
- 28. This is a great proposal. I hope it's successful.
- 29. This is a great plan.
- 30. Pierce is very timely. Thank you.

## Utilization

- 31. I do drive but is limited. Will use at times.
- 32. I live on South Hill so I live not in but near Puyallup. From my perspective this would be a good thing.
- 33. I think a connector could serve the needs of senior riders and those in need of special services.
- 34. Downtown & South Hill---would be nice to connect them. Although I live in Bonney Lake/Sumner area and this does not meet my needs, I like that it will help others and reduce traffic on Meridian hopefully.
- 35. I may work in Puyallup in the future so may use the service more often.
- 36. Very good for those who cannot drive and are handicap.
- 37. It's about time!
- 38. I would very much like to use this service. Not able to drive anymore. This is great!!! Thank you!
- 39. My doctor is on 16515 Meridian. For this I need the Shuttle. All else would be this service.
- 40. This service would definitely be utilized.
- 41. Would ride if able. I don't ride because of the service on the busy street.
- 42. I want to go to Target.
- 43. Seems to be a needed service.
- 44. Stop at C as well as A & B.
- 45. I work up the street from Good Sam. I am grateful for the change.
- 46. Although I would not really use this route, I see it being very helpful to people in our community.
- 47. This service would be great for the people who don't need to be having to take two to three buses just to get to their destination.
- 48. This may work for others, just not me. I do use 400 route to Tacoma every day though.
- 49. I go to school in Puyallup and my dad lives in Tacoma. Currently, the 400 meets my needs.
- 50. I am in favor of where more bus service (including Puyallup) is needed, even though I do not live in Puyallup.
- 51. I would be able to volunteer on 1401 E Main.
- 52. Good for locals
- 53. I live on the west end and would still have to catch the 409 to utilize.
- 54. I look forward to the new changes so I don't have to walk or wait 1 hour.
- 55. A bus route to take me quickly from downtown to the Puyallup YMCA (and back) would be great.



- 56. I worked in the schools for 30 years and know how hard it was for families to get to jobs and other things with the lack of bus services in the past so I support more access.
- 57. I think this will be a valuable asset to the community. It will allow people to move from one area to another with ease.
- 58. Many people depend on bus service.
- 59. Will there be adequate, free downtown Puyallup parking for Pierce Transit customers?
- 60. If an increase to our tax base would not be interested in adding more bus traffic.
- 61. The bus seems to run around nearly empty and bring punk kids to areas they wouldn't be otherwise. The bus stops usually don't even have a big rock to sit on

## Recommendations for Improved Services

- 62. This route pretty much exists already. It's called route 402! In fact, this community connector stays within 1/2 miles of route 402. Why don't you just bring back the routing of the old 413, which connected Shaw road to downtown and south hill? Or go to the middle of west Puyallup, where there is no bus service? I don't think that duplicating an existing route is exactly an innovative solution, since it doesn't really solve very many problems.
- 63. Would like to see the fair express buses again.
- 64. We need more public transportation. Puyallup is always advertising---I'm sure its not free---how much the tribe contributes to the community---how about the bus & riders?
- 65. A route from Sumner to South Hill would be helpful.
- 66. We need more and better bus transportation. We need the 402 to continue to Graham. Also need buses east on South Hill.
- 67. I wish the 400 ran an hour longer
- 68. Bus drivers need more support. They work hard!
- 69. Would like this to start earlier. Like 4 a.m.
- 70. I live in Lipoma Firs and wish they reinstated the route from 187th to South Hill Transit Center.
- 71. 400 needs weekend and holiday runs.
- 72. This service is a waste of money. Use the money to put on the current routes to improve the service. Put it back into existing routes to improve the span and frequency. Why not add the service to the existing routes instead of all these new service. The 497 is a waste of a route also when you could be adding more service to the 48, 400, 402, 16, 10, 1, 2, 3, etc.
- 73. I hope you will develop a stop at Fred Meyers. It is where I shop. I like that you will stop at the Senior Center!
- 74. I am an advocate, woman and caregiver. I disagree of having weekend services. I'm concerned of individuals without vehicles.
- 75. This is a great idea for Puyallup. Making sure everyone knows about this to use it is important.
- 76. Get R Done
- 77. I can't see to drive (blurred vision) and I live in Puyallup and work Downtown Tacoma Sunday through Thursday and I would like to see the 400 run at least until 4:00 PM on Sundays.
- 78. Every 1/2 hour all day long.
- 79. Need bus from Puyallup to arrive 10th & Commerce at 7:50 AM instead of 8:00 AM.
- 80. I go to college in Tacoma and live in Puyallup. Medical Appointments are on the new route.
- 81. Please extend Route 400 to 7 days a week.
- 82. Choose colors not like red on maps.

83. I rely on the bus to get to where I need to go. It would be so much more helpful if the route was every 30 minutes instead of every hour.
84. Weekend bus service out of Puyallup is terrible. The 400 needs to run on Sunday.
85. Really need service to Sumner.
86. I can't get home after 7:45 pm. I have treatment in Tacoma and only get to 72nd St Transit Center 5 days a week. I have to walk in the dark because I can't get the last 409.
87. Pierce Transit needs later buses like 5am to 10pm.
88. I think that more service should be focused on Sounder connections in Puyallup. Such as adding trips on 400, 402, 409 and timing them to meet all the Sounder trains in the AM and PM peak/Direction. Some routes like 402/409 would have to have 2 buses to meet each train. One going each direction of the route. Also I think that on M-Sa the connector should also serve Pierce College. It is an important destination in Puyallup (it could than also "loop" through Benaroya in one direction to provide some extra connectivity for those riders of the 485).
89. Please upgrade rider service of the 409, 402, and 410 to every 30 minutes.

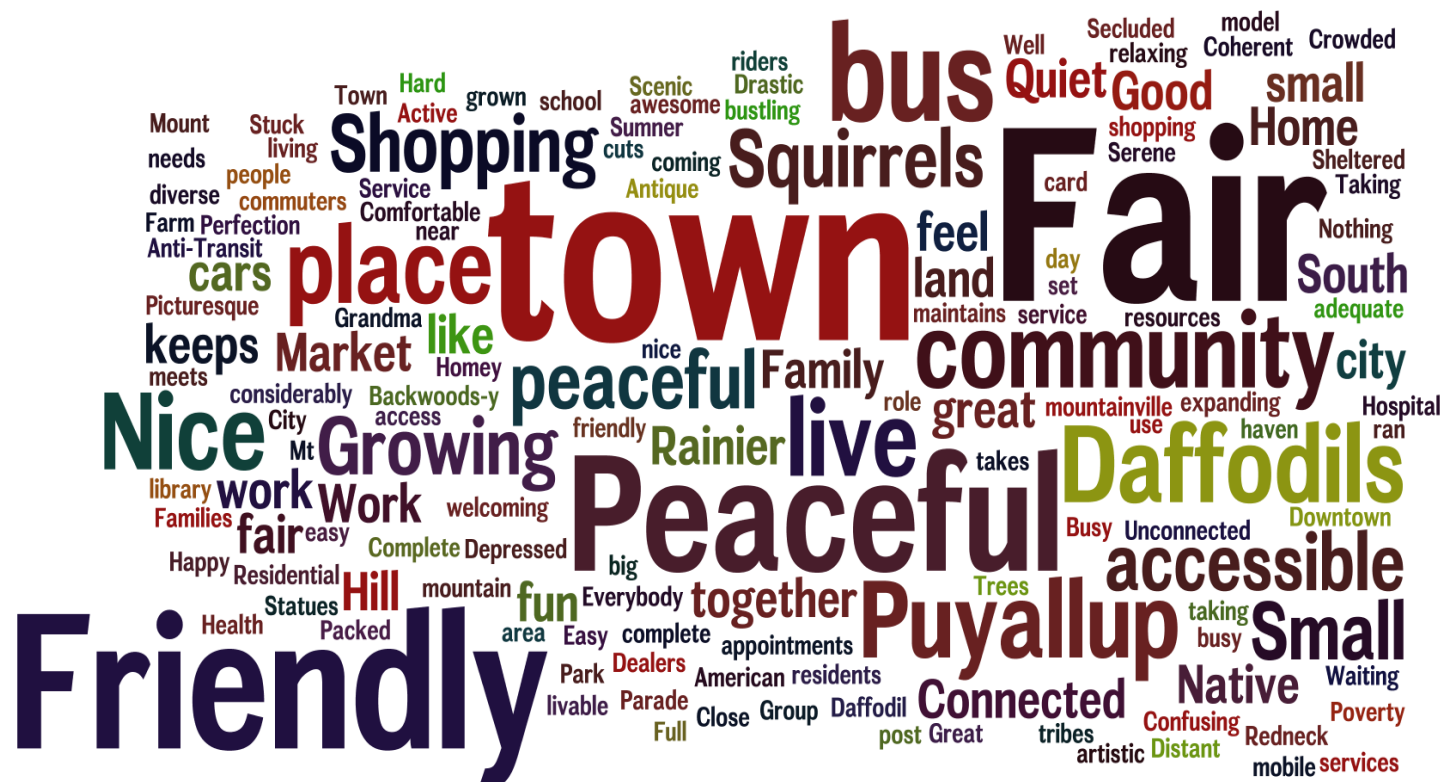
## Puyallup Brand Feedback

To help in designing a brand for potential Puyallup Community connector service, we also asked survey respondents to complete the following sentence: *When I think of the community of Puyallup, an image or word that comes to mind is...*

137 respondents completed the sentence.

## Word Cloud

The following showcases a word cloud from Wordle.net, which generated the picture below based on images and words respondents submitted. The cloud gives greater prominence to words that appear more frequently in the source text.



## Survey Respondent Comments

1. Drastic bus cuts.
2. Peaceful and easy to get to school
3. Very nice, artistic
4. Families having fun at the fair
5. Small city
6. Connected
7. Growing & friendly
8. Antique
9. Distant
10. Mount Rainier
11. Grandma
12. Sheltered
13. Native American positive role model for other tribes
14. Puyallup Fair
15. Taking a bus
16. Pleasant
17. Friendly
18. Backwoods-y
19. A busy town that keeps developing
20. A bustling town that keeps expanding
21. A peaceful fun place
22. Jobs
23. Native land
24. Connected
25. Peaceful
26. Helpful
27. Connection to services
28. South Hill & Downtown
29. Friendly
30. Peaceful
31. Trees
32. We work together
33. Great city
34. Poverty
35. Has grown considerably
36. Awesome
37. A small town that is complete and meets the needs of residents
38. Fair
39. Daffodils
40. Picturesque
41. Growing
42. The mountain
43. Medical appointments, shopping
44. Market
45. Shopping
46. Shopping, farmer's market
47. Friendly, welcoming
48. Active

49. Fair
50. Fair
51. Fair
52. Squirrels
53. Squirrels
54. Squirrels
55. Family
56. Fair
57. Friendly town
58. I like it
59. Mt Rainier
60. Boring
61. Everybody coming together
62. Shopping
63. Daffodils
64. Group Health
65. Good community to live in
66. Friendly
67. Fair, Farmer's Market, Daffodil Festival Parade
68. Farm land
69. Service
70. A great place to live or livable.
71. Happy town
72. Full of resources
73. Work
74. Unconnected, less than adequate transit service
75. Busy
76. The fair
77. Well off, not bus riders
78. Nice.
79. Packed streets
80. Quiet
81. Easy access
82. Crowded
83. Transportation
84. Convenience, Home
85. Peaceful
86. Comfortable community
87. Serene
88. Home
89. Confusing
90. Nice
91. Work
92. Scenic
93. South Hill
94. Statues and library
95. Small town feel
96. Quiet
97. Peaceful
98. Peaceful
99. Friendly, accessible
100. Nice area

101. Daffodils
102. Hard to be mobile
103. Growing
104. Hospital
105. Yuppies
106. Complete
107. Close community, peaceful
108. I like Puyallup
109. Nice
110. Pioneer Park
111. Traffic
112. A diverse set of incomes living near each other
113. Variety
114. The lil small big town, a post card picture
115. Perfection
116. Secluded
117. Green
118. Waiting
119. Puyallup Fair
120. Sumner
121. Residential commuters
122. Homey, relaxing
123. Depressed town, hopeless, mountainville, City of Nothing
124. Retirement Town
125. Redneck
126. Car Dealers and Anti-Transit
127. Daffodils, Fair
128. Puyallup is a great place to live and work, but taking the bus takes all day. It would be very awesome to have a bus that ran every 30 minutes.
129. Very accessible for people who have use cars, but not as accessible for those who do not have cars and a Good place to live
130. Stuck in the past
131. Small town feel
132. Family community
133. Friendly
134. A peaceful haven that maintains its pioneer spirit
135. "Hometown" environment
136. Coherent
137. Community