

PT Tomorrow Public Involvement Phase 1 Report

Contributors:

Amber Simonsen
Ashley Smith
Jessyn Farrell
Lars Erickson
Lind Simonsen
Scott Morris
Tina Lee

Last Updated: 01/26/10



Contents

Phase 1 Executive Summary	3
Phase 1 By the Numbers	4
Leadership Interviews	5
Leadership Summit.....	6
Community Organizations Presentations.....	6
Large Groups and Community Events	7
Council Presentations	7
Pierce Transit Community Survey - Fall 2009.....	8
PT Tomorrow Outreach Materials.....	9
Transit Center Outreach.....	10
Media Coverage.....	10
Community Design Workshops.....	11
Planners Summit	15
Appendices.....	16
Public Involvement Plan	
Community Design Workshop Materials	
• Presentation	
• Values Activity Board	
• Facilitator Instructions for Values Activity	
Public Involvement Report to PT Employees	

Phase 1 Executive Summary

In mid-2009, Pierce Transit embarked on a process to review its service delivery. Thirty years into its history, it was apparent that a comprehensive study was needed to determine whether we are still serving peoples' needs. The PT Tomorrow Team was formed to facilitate communication with the agency, and to solicit the public's input about system improvements. PT Tomorrow's work plan was divided into two phases.

The primary objectives during Phase I were threefold: first, to educate the public about Pierce Transit's services, riders and finances; second, to get input on what public values about transit in their community; and third, to foster a sense of ownership of Pierce Transit's role in the community and future plans. Secondary objectives included developing an innovative outreach plan, reaching large numbers of constituents and laying the groundwork for developing future partnerships.

Overall, we were extremely successful in attaining our objectives and developed an outreach program that allowed for a robust conversation with the public. All told, we spoke with over 8,500 people face-to-face about Pierce Transit's system redesign project, and reached 59,000 people through a variety of communication and outreach tools.

Highlights include:

Education: Our assumption was that to be most effective presenting the future of Pierce Transit, the public needed a baseline of knowledge about our current services, riders and finances. It was equally important to have an understanding as to why the agency was embarking upon the system redesign effort. To do this, we included an education component in our community presentations and design workshops. An interactive "PT 101 Quiz" was placed near the beginning of our design workshops. Based on participant feedback, this was an effective way to inform the public. The educational component was so motivational it will be incorporated into in our Phase 2 meetings and workshops. (See Appendix CDW Materials for complete copy of the power point).

Values: The PT Tomorrow Public Involvement Team wanted to know firsthand what the public values about transit. Our goal was to get participants to think with a system-wide perspective. We created an activity that allowed members of the public to talk to us and with each other about how they see transit's role in terms of social service, economic development, safety, the environment, livable communities, and geographic coverage. We also solicited specific comments about the riders' current service and had over 260 people participate in this activity.

Priorities: The public told us that their priorities include service to those unable to drive (social service) and to provide job access (economic development). They want us to continue to invest in safety and the environment. We also heard that the importance of geographic coverage and livable communities vary by locale. (For more details see Appendix Public Involvement Report to Employees).

The public overwhelmingly supports Pierce Transit's mission. This perception was reflected in our market research, online feedback and face-to-face interactions at meetings, Community Design Workshops and stakeholder interviews.

Phase 2 will build upon these successes and continue to improve our involvement efforts. We anticipate community members that participated in Phase 1 activities will be eager to participate again. We will reach out to specific stakeholders, including our riders, and non-native English speakers for example. Our represented employees will be informed throughout Phase 2, as well as continuing the conversation with those community members that participated in the Phase 1 activities.

We will continue to use a number of strategies to reach people, applying what we have learned to this second phase. We will host fewer design workshops and make a more concerted effort to "go where the people are" – in other words, existing meetings and gathering spots.

We will also reach more Pierce Transit employees by doing additional face-to-face communication with represented employees. Our Phase 1 volunteers will be trained to help inform their co-workers about PT Tomorrow.

Phase 1 By the Numbers

Leadership Summit: 39 attendees

Planners Summit: 24 attendees

Lynne Interviews: 39 leaders in Pierce County

Community Design Workshops: 9 workshops, 133 attendees

Community Presentations: 53 groups, 2558 attendees

Website Visitors: 1700 site visits

Comments Received: 1199 from the web, workshops, and presentations

Brochures Distributed: 16,500

Direct Mail: 38,900 postcards

Transit Center Outreach: 15 morning events

Employee outreach: 495 employees

Employees Participating in Public Involvement: 59

Leadership Interviews

Lynne Griffith, Pierce Transit CEO, conducted 39 interviews with Pierce County Leaders from the public, private and non-profit sectors, from August 2009 to October 2009. These leaders included:

- CEOs and Executives from Pierce County’s major employers and organizations promoting economic development such as DaVita, The Russell Company, Franciscan Health Systems, the Port of Tacoma, Simpson, and Columbia Bank; Tacoma-Pierce County Chamber of Commerce, the Economic Development Board; the Puyallup Tribe of Indians
- Leaders in the public sector, such as the City Managers of Tacoma, Sumner, Puyallup, and Lakewood, the Executive Director of Pierce County Public Library System, the Executive Director of Pierce County Housing Authority, the Executive Director of Pierce County Public Health; the State Secretary of Transportation, and the CEO of Sound Transit
- Leaders from the non-profit sector including representatives from United Way, Tacoma Urban League, Tahoma Audubon, YMCA, Cascade Land Conservancy
- Presidents from educational institutions including University of Washington Tacoma, Tacoma Community College, Pacific Lutheran University, and University of Puget Sound
- Labor leaders from the Pierce County AFL-CIO.
- State legislative leaders from the Pierce County Delegation

Every leader Lynne spoke with expressed the importance of public transportation to the community and how Pierce Transit is valued. During these conversations several themes emerged:

- **Economic Development:** The importance of public transportation in fostering economic development, both as a mechanism for getting employees to their jobs, but also as a selling point for employers considering locating in Pierce County.
- **Social Service:** The importance of public transportation as a social service in that it provides access to jobs and basic services for those who can’t drive either because of impaired mobility or because they can’t afford to.
- **Environment:** The importance of getting people out of their cars to reduce greenhouse gas emissions, improve air and water quality and fight sprawl.
- **Livable communities:** the importance of public transportation in creating vibrant, walk-able communities.
- **Safety and Security:** the importance of keeping our transit centers and our buses safe and secure.
- **Geographic coverage:** the importance of serving communities within the service area. Many leaders felt strongly that Pierce Transit should be willing to make the difficult decision and cut routes that were not productive.

These themes became the basis for the “Values Activity” the public involvement team used at the Leadership Summit and the nine Community Design Workshops.

Leadership Summit

On September 30, Pierce Transit kicked off its fall public involvement effort with a Leadership Summit held at University of Puget Sound. Attended by 39 leaders from the public, private and non-profit sectors, this high-energy program led by Pierce Transit staff, educated community leaders about Pierce Transit and gave leaders the opportunity to share with us how they value transit and how they see Pierce Transit serving the community in the future.



Scott Morris facilitates a small group of community leaders with Pierce Transit CEO, Lynne Griffith listening in.

Overall, the majority of this group valued transit as a tool for economic development first, with social service coming in as a strong second. Many saw these as serving the same purpose – in other words, providing people access to jobs could enhance Pierce

County's economic development strategy while serving those who need transit most.

Geographic coverage was not a value held by many in the group, save for representatives from DuPont and Orting. Many encouraged Pierce Transit to "make the tough decisions," and focus service where ridership was highest.

Community Organizations Presentations

Every effort was made to contact concerned members of the community to provide overall information about Pierce Transit services, to report on the current and future financial situation, and to extend an invitation to the Community Design Workshops. In part, this was accomplished by visiting regularly scheduled meeting of community organizations. This assures an audience of individuals that are already committed to and involved in their communities in meaningful ways.

After the presentations, the members of these organizations expressed their support and appreciation of the valuable services that Pierce Transit provides to the community. Most organizations readily shared specific information about how services could be improved and where additional services were needed. Although they were aware of the serious economic situation facing the world, country, and our region, they were shock to learn of the severity of impact it is having on Pierce Transit funding. One comment sums up how most people felt, "Pierce Transit is too valuable to the community to let it fail." They were most concerned about how this would impact a student's ability to get to school and the unacceptable situation of having people with disabilities not able to leave their homes.

People shared how our Transit Operators are always so friendly and helpful, and how much they respect and appreciate our involvement in the community.

Large Groups and Community Events

Pierce Transit staff shared information about Pierce Transit services at scheduled community events and activities, and incorporated the PT Tomorrow message where ever possible. Although these contacts and communications were not as in-depth and informative as the organization presentations, they did serve the purpose of informing the community that there are financial challenges at Pierce Transit. The “You’re Invited” brochure was handed out in great numbers.

There were individuals who felt compelled to share an unfortunate experience; most comments were about how services could be improved and where additional services were needed. Many people expressed their support and appreciation of Pierce Transit services, especially the Puyallup Fair and Freedom Fair service.

Contact was made with more than 1,350 people at:

- Tacoma/Pierce County Chamber of Commerce – Business Expo
- Downtown Tacoma – Summer Lunch Series, Transportation Fair
- “Green Living Fair” Environmental Expo at Tacoma Mall
- Pacific Lutheran University – Student Leadership Institute
- Pacific Lutheran University – Discovering Horizons Together presentation
- Tacoma Community College – Environmental Sciences class, day
- Tacoma Community College – Environmental Sciences class, evening
- University of Puget Sound – “Urban Plunge” student events

Council Presentations

Pierce Transit staff presented information on the Community Design Workshops and PT Tomorrow at 12 council meetings. The council presentations were scheduled roughly a week before the closest workshop so that the council members would be aware of the workshop and also to invite them to participate as a community representative. The presentations focused on the system redesign process, current funding issues at Pierce Transit and as an invitation to attend one of the Community Design Workshops.

Presentations were made at:

- City of Bonney Lake
- City of DuPont*
- City of Fife
- City of Gig Harbor
- City of Lakewood
- City of Puyallup
- City of Sumner*
- City of Tacoma Study Session
- City of University Place*
- Pierce County Council*



Amber Simonsen presents to the DuPont City Council

These council presentations provided an excellent opportunity to information both council and interested community members. Each of the council meetings had anywhere from six to thirty individuals attending. Four of the presentations are noted with an asterisk (*) indicating that those sessions were televised on local access television or through the internet achieving additional coverage for the Community Design Workshops. While every effort was made to schedule a presentation at all the councils within our service area, the Cities of Steilacoom and Edgewood elected to share the information with officials by distributing the Community Design Workshop brochures.

Staff heard a broad range of comments from these presentations. Unanimously, each council thanked staff for presenting and inviting the community to participate in the system redesign effort. While council members expressed an appreciation for the sales tax information and the potential impact on Pierce Transit's services, a common theme was a request for additional service. The communities of Puyallup, Gig Harbor, DuPont and Orting expressed a need for additional Pierce Transit services to provide access to jobs. The communities of Gig Harbor and Puyallup also indicated interest in community circulator services operated by small buses, with the City of Puyallup also seeking participation in a future Bus Rapid Transit corridor on Meridian/SR-167.

Pierce Transit Community Survey - Fall 2009

Opinion Research Corporation conducted a survey of households within Pierce County in late September. A total of 822 interviews were conducted by telephone, including 52 on cell phones. Major findings of the survey include:

Perceptions and Direction of Pierce County

- Unemployment and the bad economy was the single greatest issue mentioned (21%).
- Transportation issues continue to be major issues, with traffic, availability of public transportation, and road expansion/maintenance totaling being 35% of responses.
- 2/3 of people agree that Pierce County is going "in the right direction."

Awareness

- Pierce Transit scores well with recall. 88% of respondents mentioned PT as the agency that provides local bus service.
- Households with incomes less than \$30K are more likely to know PT's name, while high income households are more likely to say Sound Transit.

Perception

- Nearly 2/3 of respondents say PT is doing an excellent or good job.
- Young people and people who have ridden in the last month are more likely to say PT is doing an excellent job.
- Respondents who didn't know PT's name were more likely to say PT is doing a poor job.
- Pierce Transit scores highest on providing mobility and helping people who can't afford a car.
- Respondents also recognize PT's role in reducing energy consumption and saving money compared to the car. PT is seen as a good way to spend tax dollars.
- Lowest on a list of perceptions is "goes where you need to go" with 28% disagreeing.

- The people who know the most about PT are the most likely to have positive perceptions.

Proximity to Service

- 70% of all respondents report that they have a bus stop within walking distance of their home. Interestingly this breaks down to 75% males and 65% females.
- The North End of Tacoma reports the highest incidence of convenient bus stops.
- Awareness of PT correlates to knowledge of bus stops. Low income does too (-\$30K).
- 59% of respondents say they can walk to a bus stop within 5 minutes, and 26% within 10 minutes.
- Less than one in ten people said that a Park & Ride is within a five minute drive from their home. 27% said 6-10 minutes. 26% said more than 20 minutes.

Safety and Security

- The overwhelming majority feel that PT is safe, with 91% feeling very safe or somewhat safe.
- People who have ridden PT in the last month are most likely to say that the system is safe.
- Park & Rides are perceived to be less safe.

PT Tomorrow Outreach Materials

Below is a list of purchased media, printed materials, mailing distributions, and piercetransit.org promoting the Community Design Workshops.

The Bus Stops Here

Approximately 75,000 copies of our transit information guide were in regular circulation prior to and during the Workshops. Back cover artwork and a two page color spread described the project in detail, and gave the times and locations of the workshops.

PT Tomorrow brochure

20,000 copies of the brochure were distributed at Pierce Transit information outlets including all buses and SHUTTLE vans, Bus Shops, and schedule and pass outlets. Outlets include public gathering places such as libraries, banks, government buildings, and Fred Meyer. The brochure was used as supporting material at all workshops.

Post Card Mailing

34,000 post cards were mailed to households along bus routes that ran near workshop locations. This two-sided color card referenced all the workshop locations. An additional imprint on the front promoted the workshop location closest to where the post card was being mailed. The PTtomorrow website was also featured.

Downtown Puyallup post card

When the decision was made to do an additional workshop, a second post card was mailed to 4900 households within a two mile radius of the Puyallup Library meeting site. The art was similar to the first card although customized to the location. This was our best attended-meeting.

Free Pass Mailing

31,000 October Free Pass mailing packages were mailed. The creative encouraged people to try PT today, and help design the PT of tomorrow. The remaining 5 workshops were listed, and The Bus Stops Here was also included.

Radio

A four-week flight of radio ads ran on KPLU.

Online

Upcoming workshops were promoted regularly on Facebook, Twitter, and piercetransit.org, with links to PTtomorrow.org.

Outreach members and other PT staff placed dozens of A-boards along transit routes, and posters in bus shelters that served routes that went near the workshops. 34 ad shelter displays were posted along routes, and also at the Blue Gate boarding zone during the Puyallup Fair. In addition, window posters were provided to local businesses and A-board signs were placed at popular locations in the community inviting people to attend. Outreach staffs heard from participants at most meetings saying they had seen these materials and were motivated to attend.

Transit Center Outreach

A week prior to each Community Design Workshop, PT staff would distribute “You’re Invited” brochures and talk with passengers during the morning commute from 5:30 – 7:30 AM at major transit centers and Park & Rides. Assistant Manager, Hazel Whitish, said “Everyone was receptive and pleased to see Pierce Transit evaluating ourselves and reaching out to the community. They feel good about public transportation.”

At the train stations, commuters would like better bus connections and better parking options. While, at the bus facilities, there was a call for more service.

Media Coverage

We chose to use a mix of traditional media and web 2.0 technologies to reach the Pierce County community. We had newspaper coverage from the following papers: The News Tribune, Sumner/Bonney Lake Courier, Tacoma Weekly, and The Puyallup Herald. We were also given time on Pierce County News where CEO Lynne Griffith spoke about PT Tomorrow.

We maintained a project website, www.pttomorrow.org, which was the source of hundreds of comments and provided an opportunity for the public to learn more about the process. This website will be updated and enhanced for Phase 2.

Pierce Transit’s Facebook and Twitter pages were used to actively promote upcoming workshops and drive traffic to the project website.

The blogosphere also helped with promotion with the following blogs writing about PT Tomorrow:

- Exit 133
- Seattle PI
- Seattle Transit Blog
- Tacoma Tomorrow
- Transportation Choices Coalition Blog
- Volcano Spew

During the next phase, we are planning a more aggressive media strategy that we hope will alert a broader audience to the challenges Pierce Transit is facing.

Community Design Workshops

Lakewood/University Place Community Design Workshop

Often we think of success with a meeting in terms of numbers. The Public Involvement team was looking for attendees for our very first community design workshop, but we were also looking for riders and community members to really engage in the process. At the Lakewood/University Place workshop held at PT on October 6th at the Pierce Transit Training Center, we achieved both.

26 attendees filled the Rainier room that night. Some came with open eyes, while others came with written comments; all came to talk about the future of transit.

Jessyn Farrell, facilitator for the workshop, kicked off the evening with an educational transit quiz using the interactive "clickers". There were audible gasps in the room as she described the effect of the recession on Pierce Transit's revenue. As



Jessyn Farrell facilitates the Lakewood/University Place Community Design Workshop

the team of table facilitators sprung into action to run the

values activity with groups of attendees, you could feel the intensity in the room as people talked about their values and priorities for Pierce Transit's future.

Highlights from the discussion include:

- Frequency equates to safety, since you are not waiting as long at a bus stop.
- The government should invest in livable communities
- We need well lit bus stops that are within walking distance with sidewalks.
- If you can't get to work you can't pay your taxes, we need economic development.

One participant summed up the discussion on economic development with the following statement, "you must have services that support economic development, because people need to get to places where they can spend money."

Safety and security clearly was valued by both riders and non-riders, citing that it is critical to the Pierce Transit system for people to feel safe on their way to stops, at stop, while parked at a park & ride, and while on the bus.

This group's top priorities were Safety & Security with Economic Development being a close second at the close of the activity.

South Hill Community Design Workshop

The South Hill Community Design Workshop was held on October 15, 2009 at the South Hill Library on Meridian / SR-167. Four attendees -- all residents of the South Hill area -- participated in the workshop. Two of the participants are active riders and two non-riders. The South Hill participants ranked Safety and Security as their highest value. The group did indicate that they feel South Hill is a very different market than Puyallup and that the two markets should not be confused as the same with the same needs.

Given the lack of sidewalks in rural Pierce County it is not surprising that the built environment and non-motorized connections to public transportation were one of the key issues discussed by the group. The group discussed need for service on a number of corridors that are not currently serviced including:

- 86th Street
- 94th Street
- 110th Street
- 176th Street
- Canyon Road

The South Hill CDW participants spoke eloquently about the challenges of using public transportation including accessing the bus stops in a rural environment, rain and bad weather, and security concerns waiting at dark bus stops. They also indicated that staying on the bus is very important, that they would rather stay on one bus than transfer.

Unfortunately the date of this workshop conflicted with a City of Puyallup public hearing which may have impacted our attendance. Because both the South Hill and Puyallup markets are so vital to our services, a second Puyallup workshop was added in order to gain input from Puyallup residents.

South Tacoma Community Design Workshop

The South Tacoma workshop was held Oct. 15th at the South End Neighborhood Center and suffered from poor attendance with just four participants. However, with just enough people around the table to do our values activity, we saw interest soar in what Pierce Transit is doing today to prepare for our future.

The participants had a lively discussion about the values with a local rider, a Sound Transit rider, a political candidate, and a reporter all deeply engaged in the discussion. Geographic coverage emerged as the core value for this group. "We're so close to Tacoma, yet we have such poor service" said one of the participants.

Highlights from the discussion include:

- Focus on going more place at all hours
- Better connections to the region, specifically the south county area (Elbe, Yelm, Roy)
- Livable communities are important, but not the responsibility of transit
- Transit only works if people feel safe using it

The participants largely felt that PT has great urban service and spotty suburban service. They felt that the further out into the county they got, the worse the services gets. Their desire for better geographic coverage was coupled with a few creative ideas that took into account the value economic development.

These ideas included:

- A park & ride lot in Midland
- Targeting vanpool coordinating to the rural areas
- Direct access ramps to highways to encourage bus use and decrease commute times
- Encourage "errand" type business near transit centers, e.g. daycare at Freighthouse Square.

While the group was small, each participant was very engaged in the process and each left with a new appreciation for what we do and the process we are undertaking.

Gig Harbor/Key Peninsula Community Design Workshop

On October 20th, 18 people attended the Gig Harbor Community Design Workshop, held at Gig Harbor Civic Center Community Center. This was an enthusiastic group of riders and non-riders alike including representatives from the Russell Company, and many commented that the design workshop was the best public meeting they had ever attended.

This group responded well to the values activity and prioritized geographic coverage, especially as it relates to getting people in this community to their jobs outside of Gig Harbor, as most important in each round. Specifically, attendees would like to see more direct connections to Seattle during commute hours, but also in the middle of the day.

Downtown Tacoma Community Design Workshop

Seventeen people attended the Downtown Tacoma Community design workshop, held at Evergreen College's downtown Tacoma campus on October 26th. This group consisted of mostly riders who were very familiar with the system and had a high level of knowledge about Pierce Transit.

In the first round of the values activity, this group prioritized economic development, with social service and the environment coming in a close second. In the second round, this flipped – social service came in first, with economic development and the environment coming in a very close second.

This group felt that providing transit access to those who have none was important but so was getting people to jobs, and trip reduction. Geographic coverage was not a priority of this group at all.

This group also had a robust discussion of transit centers. Many commented that transit centers should be better integrated with surrounding land uses and have better bicycle and pedestrian accessibility. Some thought that transit centers should be done away with entirely and that we should do on-street transfers instead.

Many had strong opinions about Commerce Street. Almost everyone agreed that in its current form it seemed unsafe, created a barrier in the middle of downtown Tacoma, and did not contribute to the livability of the city. One individual did say he liked it, especially because of the connections to other parts of the city and county.

Parkland/Spanaway Community Design Workshop

This workshop was held on October 29, 2009 at the Parkland/Spanaway Library. Thirteen attendees -- residents from all over mid-county area -- participated in the workshop. All of the participants are either active riders, or know active riders. The participants ranked Geographic Coverage as their highest value, followed closely by Safety and Security.

Many of the participants live in outlying areas and are reliant on making the Route 1/402 connection. They want expanded coverage of Route 1 and felt buses don't run frequently enough in Graham. There was a strong desire for security to be seamless from waiting at a stop, riding the bus, and going to your car at a Park & Ride. They asked that Pierce Transit better serve and educate youth about how to get around without cars.

Puyallup Community Design Workshop

Twenty six people filled the Puyallup Library community room on November 2, 2009. The participants ranged from commuters to community group members.



26 people participate in the Puyallup Community Design Workshop

A good majority of the attendees are riders, both frequent and occasional. We heard that there needs to be a direct route between Puyallup and Tacoma. As we heard at several workshops, one attendee would like to see the agency provide more education about transit and the benefits of using public transportation.

The value that received top priority for the group was Safety & Security. Many of the comments from the participants centered around improving connection with the Sounder as well as providing better service to those rely on the bus to get around Puyallup, South Hill, and Pierce County. Many individuals expressed the desire for more bus stops closer together.

This workshop was added late to the schedule after the poor attendance at the South Hill workshop. Our team plans to go back to Puyallup for more discussion when the conceptual plans are ready.

Sumner/Bonney Lake Community Design Workshop

The Sumner/Bonney Lake workshop was held Nov. 10th at Sumner City Hall. Attendance was low with just eight attendees. As indicated by the quiz, most of the attendees were not regular Pierce Transit riders and rode on occasion or rode the Sounder train. This was the first workshop not to have a mix of regular riders and non-riders.

With just two tables, values were split between livable communities and safety & security. One attendee was especially vocal about his dislike of government and was in support of regional governance. The table that favored safety & security was comprised of bicycle riders who felt it was important to keep transit running for those who are dependent on the bus. They had no concerns regarding transit use with bikes and asked that we continue to equip our buses with bike racks.

Highlights from the discussion include:

- Keep Compressed Natural Gas – PT is we are already doing so much to help the environment, do not stop these investments
- Concerns about the bus drivers driving too fast
- Get people from Park and Rides to Transit Centers

Overall, the group's top priority was livable communities with economic development and safety & security tied for second.

North and West Tacoma Community Design Workshop

The final workshop was held at the University of Puget Sound on November 12th. A transit savvy group of 17 people participated, both riders and non-riders. One attendee was "tweeting" about the workshop. The group was in support of public transportation. The frequent riders suggested changing frequency on route 1 at the Parkland Transit Center to only hourly service with limited stops, using the saved hours in other areas of the county. The Operators were complimented and an attendee asked if the Pierce Transit Operators have had Human Relations training because they are kind and very considerate. Economic Development and Livable Communities were top priorities for this group.

Planners Summit

On October 29, 2009, Pierce Transit hosted the Planners Summit a forum to discuss the System Redesign and gather input from jurisdictions and agencies within our service area. The summit was attended by 21 staff representing agencies without Pierce Transit's service area including: Cities of DuPont, Lakewood, Puyallup, Sumner, Tacoma, and University Place; Intercity Transit, Sound Transit, Tacoma Pierce County Chamber of Commerce, Tacoma Pierce County Health Department, Washington State Department of Transportation, and the University of Washington–Tacoma. Participants represented a number of disciplines with staff from economic development, planning, public works, and

community development departments. This was a high energy event, participants were engaged and remained active participants throughout the workshop.

The Planner Summit included the values activity and a new mapping exercise designed to gather input from participants regarding public transit priorities. Overall, the majority of this group valued transit as a tool for economic development first, with geographic coverage and livable communities tying second and third. There was an acknowledgement by the participants that livable communities is more of a jurisdictional responsibility but that transit plays a key role. Though the environmental value did not score as high as the other top ranked values in the final round, Pierce Transit's CNG program and suggestions for hybrid type SHUTTLE vehicles were mentioned as priorities. The regional impact of transit was discussed due to its importance.

Many of the communities stressed serving residential and employment centers with frequent services. Express and event requests for bus rapid transit type services along key arterials were mentioned by multiple jurisdictions. Connections to regional services and Sounder Stations from cities such as Sumner, Puyallup, Bonney Lake and Orting were also valued. Multiple agencies highlighted the importance of park-and-ride facilities which directly ties into the connection to regional services from outlying areas. Though there was no discussion regarding financing or ownership of park-and-ride facilities.

Given the wide variety of staff and jurisdictions represented, the summit provided an opportunity for participants to meet and discuss a diverse variety of transit interests from each of the agencies. One of the benefits of the summit was the opportunity to work with wide range of peers that had not previously had the opportunity to mix and meet in this type of setting. There was unanimous agreement amongst the staff to meet again once alternatives were developed to continue discussions and coordination amongst the agencies.