CALL TO ORDER

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 — EXECUTIVE/FINANCE COMMITTEE

TITLE: Authorization for Puyallup Demonstration Project Design and Public Outreach

DIVISION: Business Development Office
ORIGINATOR: Tina Lee, Service Innovation Administrator

PRECEDING ACTION: None

COORDINATING DEPARTMENT: Executive

APPROVED FOR SUBMITTAL: _______________ Chief Financial Officer

APPROVED FOR AGENDA: _______________ Chief Executive Officer _______________ Legal Counsel

ATTACHMENTS: Exhibit A – Draft Puyallup Demonstration Fact Sheet

BUDGET INFORMATION

<table>
<thead>
<tr>
<th></th>
<th>2013 Budget Amount</th>
<th>Required Expenditure</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$31,425</td>
<td>$31,425</td>
<td>$0</td>
</tr>
</tbody>
</table>

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.
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
  - 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
  - Pending Board Approval
- May - Jun 2014
  - Marketing & Community Outreach
- Jun 8, 2014
  - Community Connector demonstration service begins
- Jun 2014 - Jan 2015
  - 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.

Seasonal Community Connector
June 8, 2014 – September 27, 2014

<table>
<thead>
<tr>
<th>Day</th>
<th>Frequency</th>
<th>Span</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>30 minute</td>
<td>10 am – 6 pm</td>
</tr>
<tr>
<td>Tuesday</td>
<td>30 minute</td>
<td>10 am – 6 pm</td>
</tr>
<tr>
<td>Wednesday</td>
<td>30 minute</td>
<td>10 am – 6 pm</td>
</tr>
<tr>
<td>Thursday</td>
<td>30 minute</td>
<td>10 am – 9 pm</td>
</tr>
<tr>
<td>Friday</td>
<td>30 minute</td>
<td>10 am – 6 pm</td>
</tr>
<tr>
<td>Saturday</td>
<td>30 minute</td>
<td>9 am – 6 pm</td>
</tr>
<tr>
<td>Sunday</td>
<td>30 minute</td>
<td>10 am – 6 pm</td>
</tr>
</tbody>
</table>

Community Connector
September 28, 2014 – June 6, 2015

<table>
<thead>
<tr>
<th>Day</th>
<th>Frequency</th>
<th>Span</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Sunday</td>
<td>30 minute</td>
<td>10 am – 6 pm</td>
</tr>
</tbody>
</table>

Fares

<table>
<thead>
<tr>
<th></th>
<th>Adult</th>
<th>Youth</th>
<th>*Discounted</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Ride</td>
<td>$2.00</td>
<td>$0.75</td>
<td>$0.75</td>
</tr>
<tr>
<td>Monthly Regional Pass</td>
<td>$72</td>
<td>$27</td>
<td>$27</td>
</tr>
</tbody>
</table>

*Must show Regional Reduced Fare Permit

For more information...
Tina Lee, Service Innovation Administrator
tlee@piercetransit.org
253.589.6887
PO Box 99070 | Lakewood, WA 98496
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 formalized 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  Len Simon
Government Relations Officer  Simon & Company
E-mail: jleighton@piercetransit.org  E-mail: len.simon@simoncompany.com
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
E-mail: jleighton@piercetransit.org
Desk: 253-984-8166 | Cell: 253-278-2565