

# **PIERCE TRANSIT BOARD MEETING**

**Training Center, Rainier Room**

**March 10, 2014**

## **Agenda**

### **CALL TO ORDER**

### **ROLL CALL**

**APPROVAL OF MINUTES:** February 10, 2014, Study Session Meeting  
February 10, 2014 Regular Board Meeting

### **APPROVAL OF VOUCHERS**

### **PUBLIC COMMENT**

### **PRESENTATIONS**

- **Financial Update/Sales Tax Collection**
- **High Beams Video**

Kathy Sullivant  
Finance Manager

Carol Mitchell  
Public Relations Officer

### **PUBLIC HEARING**

- No. 1 ~ Authorization of Minor Amendments to Major Service Change Policy**
- No. 2 ~ Code Amendments to Chapter 1.60 – Public Hearing Procedures – to Include Title VI Requirements and to Update Public Communication Intentions**

Janine Robinson  
Senior Planner

Janine Robinson  
Senior Planner

### **ACTION AGENDA**

- 1. FS 14-009, Authorization of Minor Amendments to Major Service Change Policy**
- 2. FS 14-010, Code Amendments to Chapter 1.60 – Public Hearing Procedures – to Include Title VI Requirements and to Update Public Communication Intentions**
- 3. FS 14-011, Election of Board Member to Executive-Finance Committee**
- 4. Resolution Commending Commissioner Glenn Hull**

Janine Robinson  
Senior Planner

Janine Robinson  
Senior Planner

Rick Talbert  
Chair

Deanne Jacobson  
Clerk of the Board

- |   |  |
|---|--|
| <b>5. FS 14-012, Repealing Pierce Transit Code<br/>Section 3.12.040 – Change Orders in its Entirety</b>   | Spiro Manthou<br>Procurement Manager         |
| <b>6. FS 14-013, Vanpool Services and Service Area</b>  | Lani Fowlkes<br>Vanpool Assistant Manager    |
| <b>7. FS 14-014, Authority to Revise Charter of Pierce<br/>Transit Community Transportation Advisory<br/>Group (CTAG)</b>                           | Terrence Artz<br>Risk Manager                |
| <b>8. FS 14-015, Authority to Enter Into and Execute<br/>an Agreement with The Washington State Fair<br/>for Service to and from the State Fair</b> | Van Sawin<br>Business Development Officer    |
| <b>9. FS 14-016, Approval to End Custom Bus<br/>Demonstration Project</b>   | Van Sawin<br>Business Development Officer    |
| <b>10. FS 14-017, Authorizing Establishment of Fares<br/>for Routes 475 and 485</b>   | Van Sawin<br>Business Development Officer    |
| <b>11. FS 14-018, Authorization of Puyallup<br/>Community Connector Demonstration Project,<br/>Effective June 8, 2014</b>                           | Tina Lee<br>Service Innovation Administrator |

#### **INFORMATIONAL BOARD ITEM(S)**

- |                                |                       |
|--------------------------------|-----------------------|
| <b>1. Chair Report</b>         | Rick Talbert<br>Chair |
| <b>2. Sound Transit Update</b> | Strickland/McCarthy   |

#### **EXECUTIVE SESSION**

*Pursuant to RCW 42.30.110 (1)(i) ~ labor negotiations*

#### **ADJOURNMENT**

American Disability Act (ADA) accommodations are available with a 72-hour notice. An interpreter for the hearing impaired will be provided upon request with a minimum notice of two weeks. Please contact the Clerk's office at 253-581-8066 for special accommodations. Meeting room is wheelchair accessible. Registered SHUTTLE customers may obtain specialized transportation to and from the hearing by calling SHUTTLE at 253-581-8100 from one to five days in advance of the hearing.

**PIERCE TRANSIT  
BOARD OF COMMISSIONERS  
SPECIAL MEETING/STUDY SESSION  
MINUTES  
February 10, 2014**

**CALL TO ORDER**

Chair Strickland called the meeting to order at 3:03 PM.

**ATTENDANCE**

Commissioners present:

Marilyn Strickland, Chair, Tacoma Mayor  
Glenn Hull, Fife Mayor (*representing Fife/Edgewood/Milton*)  
Don Anderson, Lakewood Mayor  
Pat McCarthy, Pierce County Executive (*arrived at 3:14 PM*)  
Lauren Walker, Tacoma Councilmember  
Rick Talbert, Vice Chair of the Board, Pierce County Councilmember  
Steve Vermillion, Puyallup Councilmember

Commissioners excused:

Kent Keel, University Place Councilmember

Staff present:

Lynne Griffith, CEO  
Dana Henderson, General Counsel  
Van Sawin, Business Development Officer  
Lani Fowlkes, Vanpool Assistant Manager  
Kathy Sullivant, Finance Manager  
Jay Peterson, Transit Manager  
Deanne Jacobson, Clerk of the Board

**STAFF DISCUSSION ITEM:**

**1. Review of Vanpool Request for Information (RFI)**

Vanpool Assistant Manager, Lani Fowlkes reviewed the results of the Vanpool Request for Information that was conducted to determine whether there would be a savings to Pierce Transit to keep vanpool in-house or contract to a third-party vendor. Pierce Transit received proposals from VRide and Enterprise. At the end of the discussion, Staff recommended to keep vanpool services within Pierce Transit.

Chair Strickland noted that the proposals are available for review if any Board Members are interested. Finance Manager Kathy Sullivant responded to questions pertaining to direct and indirect costs. Discussion ensued around the topic of cost allocation. Pierce Transit staff was asked to prepare numbers for indirect costs for bus, shuttle and vanpool. Upon inquiry, staff noted that if the vanpool were contracted out to a third-party vendor, the contract would need to be administered by some staff.

At the conclusion of the discussion, staff noted this item will return at the March 10, 2014 Board meeting.

## **2. Review Community Transportation Advisory Group (CTAG) Activities and Review of Proposed Revisions to the CTAG Charter**

Public Relations Officer Carol Mitchell introduced CTAG members present to discuss the proposed CTAG Charter revisions.

Risk Manager Terence Artz provided an overview of the formation of the CTAG committee.

Ken Gibson, member of the CTAG, provided an overview of the work the CTAG conducted in 2013. He explained how the CTAG seeks to get a cross-sectional representation of the ridership community.

Ms. Mitchell reviewed the proposed revisions to the Charter. She noted that the plan will be to bring the Charter back to the Board for adoption in March. She responded to questions relating to broad representations of the members within the Pierce Transit boundary.

Commissioner Hull inquired about using Community Investment Teams as a way to obtain representation throughout the PTBA.

Ms. Mitchell noted that she sees the Community Investment Teams being utilized more as a project specific group and CTAG has a much broader scope.

### **ADJOURNMENT**

Commissioners Talbert and Vermillion **moved** and seconded to adjourn the meeting at 3:56 PM. Motion **carried** unanimously.

---

Deanne Jacobson, CMC  
Clerk of the Board

---

Marilyn Strickland, Chair  
Board of Commissioners



**PIERCE TRANSIT  
BOARD OF COMMISSIONERS  
MINUTES**

**February 10, 2014**

**CALL TO ORDER**

Chair Strickland called the meeting to order at 4:00 PM.

Commissioners present:

Marilyn Strickland, Chair of the Board, Tacoma Mayor  
Rick Talbert, Vice-Chair of the Board, Pierce County Councilmember  
Don Anderson, Lakewood Mayor  
Glenn Hull, Fife Mayor  
Kent Keel, University Place Councilmember (*arrived at 5:00 PM.*)  
Pat McCarthy, Pierce County Executive  
Steve Vermillion, Puyallup Councilmember  
Lauren Walker, Tacoma Councilmember (*arrived at 4:06 PM.*)

Staff present:

Lynne Griffith, Chief Executive Officer  
Dana Henderson, General Counsel  
Deanne Jacobson, Clerk of the Board

**APPROVAL OF MINUTES**

Commissioners Talbert and Vermillion **moved** and seconded to approve the January 13, 2014, Regular Board Meeting minutes as corrected.

Motion **carried**.

**APPROVAL OF VOUCHERS**

Vouchers audited and certified by the auditing officer as required by RCW 42.24.080, and those expense reimbursement claims certified as required by RCW 42.24.090, have been recorded on a listing that was made available to the Board on February 10, 2014.

Commissioners and Talbert and Vermillion **moved** and seconded to approve the vouchers subject to proper audit. Those vouchers included in the listing are further described as follows:

Operating Fund #10  
Self-Insurance Fund #40  
Capital Fund #90

Voucher numbers were 334269 through 334863 and wire numbers were 1254 through 1268 for a total of \$6,275,513.55. Motion **carried**.

**PUBLIC COMMENT**

- Carleen Whitworth, Lakewood, commented on literature she received regarding Route 300. She expressed concern about the proposed route change and suggested that in the future a survey be conducted before making route changes. She noted that the proposed changes would impact many service people.

- Ken Gibson, resident of Tacoma and member of CTAG, complimented staff members for their efforts.
- Roy Magee, Lakewood, provided comments about service in Puyallup.
- Walt Hurd, Tacoma, suggested that Pierce Transit look into getting a mechanism for having control over changing the signal lights (similar to emergency vehicles). He also reported that he has witnessed cigarette smoking at the bus stops. He hopes that people will embrace riding public transportation.

### **PRESENTATIONS:**

**Operator of the Month** – Transit Assistant Manager Scott Gaines noted that the operator of the month for December 2013 is not present and they will attempt to recognize her at a future Board Meeting.

**Financial Update/Sales Tax Collections** - Finance Manager Kathy Sullivant reported on sales tax collections through the end of November 2013. She noted that the Board will receive a 6-year update in the next few months.

### **PUBLIC HEARING NO. 1 ~ Proposed Addition of Express Demonstration Routes 475 and 485**

Business Development Officer Van Sawin provided an overview of the project. He noted that Pierce Transit staff received comments from two people.

- Walt Hurd, Tacoma, encouraged the public to use public transportation.
- Roy McGhee, Lakewood, noted his support for 475 Service.

Whereupon no comments were received, the public hearing was closed.

### **PUBLIC HEARING NO. 2 ~ Proposal to Establish New Fares for Routes 475 and 485**

Business Development Officer Van Sawin provided an overview. He noted that PT received comments from one person.

- Walt Hurd, Tacoma, noted that fares should be affordable

Whereupon no additional comments were received, the public hearing was closed.

### **PUBLIC HEARING NO. 3 ~ Proposed Service Changes Regarding Puyallup Community Connector**

Service Innovation Officer Tina Lee provided a PowerPoint presentation. It was noted that the Board will take action on this item at the March 10, 2014 Board meeting and staff will update the Board if additional comments are received.

Commissioner Hull raised the question about expanding the service to the East.

- Leon Leonard, Puyallup, noted his support for the Puyallup connector. He believes the new connector will join the downtown corridor with the South Hill area.
- Walt Hurd, Tacoma, agreed with the comments provided by the speaker before him. He encouraged people to use public transportation.
- Roy Magee, Lakewood, noted his support but suggested that this service still needs a regular fare and needs a test period to measure.

Whereupon no additional comments were received, the public hearing was closed.

### **ACTION AGENDA**

*Prior to each agenda item, the Clerk of the Board read the agenda titles aloud for the record.*

#### **1. FS 14-003, Election of Chair and Vice Chair**

Commissioners Hull and McCarthy **moved** and seconded to nominate Rick Talbert for Chair, commencing March 2014 and ending February 2015.

Motion **carried**.

Commissioners Walker and McCarthy nominated Kent Keel for Vice Chair.

Upon roll call vote, the motion **failed**.

Commissioners Hull and Talbert nominated Steve Vermillion to serve as Vice Chair, commencing March 2014 and ending February of 2015.

Upon roll call vote, the motion **carried**.

#### **2. FS 14-004, Appointment of Board Member to Executive Finance Committee**

Chair Strickland appointed Lauren Walker to the Executive Finance Committee.

#### **3. FS 14-005, Reappointment of Penny Grellier to CTAG**

Public Relations Officer Carol Mitchell presented on the item.

Commissioners Hull and Vermillion **moved** and seconded to approve resolution No. 14-003 as presented.

On behalf of the Board, Chair Strickland thanked Ms. Grellier and the other CTAG members for their participation on the committee.

Ms. Grellier thanked the Board for the reappointment and noted she is looking forward to her second term.

#### **Citizen Comment**

Ken Gibson, CTAG member, encouraged the Board to reappoint Penny Grellier.

Motion **carried** unanimously.

#### **4. FS 14-006, Ratifying Downtown On the Go Declaration of Cooperation and Authorizing CEO to Enter Into and Execute an Interlocal Agreement with Downtown On the Go**

Commissioners Talbert and Vermillion **moved** and seconded to approve Resolution No. 14-004, ratifying the Declaration of Cooperation signed on January 9, 2014, and authorizing the CEO to enter into and execute an agreement with Downtown On the Go in the form that is the same or substantially similar to the agreement attached as Exhibit B thereto. Kathy Walton presented on the item. She provided a PowerPoint presentation and discussed the partnership benefits.

*(Commissioner Keel arrived at 5:00 PM.)*

Kristina Walker, Manager of Downtown On the Go, discussed the programs and goals of her organization.

Chair Strickland expressed concern about some of the entities that Downtown On the Go has partnered with were not supportive of the ballot measure.

Commissioners McCarthy and Anderson noted that Pierce Transit should continue to look for commonalities with other groups.

**Citizen Comment**

Roy Magee, Lakewood, noted his support for the program.

Motion **carried**.

**5. FS 14-007, Authority to Implement Additional Pierce Transit Trolley Route 101 Service**

Commissioners McCarthy and Vermillion **moved** and seconded to Approve Resolution No. 14-005, authorizing the implementation of additional Pierce Transit trolley Route 101, effective May 24, 2014.

Service Innovation Administrator Tina Lee presented on the item.

**Citizen Comment**

Walt Hurd, Tacoma, noted it would be helpful to have this route printed in the schedule book.

Motion **carried**.

**6. FS 14-008, Authorizing Revision to Gig Harbor Trolley Fares and Authorization for the Chief Executive Officer to Enter Into and Execute an Interlocal Agreement with the City of Gig Harbor to Allow for Reduced Trolley Fares for an Indefinite Period of Time, Subject to Mutually Agreeable Annual Cost-Sharing Agreement.**

Commissioners Talbert and Vermillion **moved** and seconded to approve Resolution No. 14-006, authorizing revision to Gig Harbor Trolley Fares and authorizing the Chief Executive Officer to enter into and execute an interlocal agreement with Gig Harbor for reduced trolley fares in the same or substantially similar form as attached hereto as Exhibit A for an indefinite term, subject to a mutually agreeable annual cost-sharing agreement.

Service Innovation Administrator Tina Lee presented on the item and explained the reduced fare amounts.

Commissioner Keel noted his support for these kinds of partnerships.

Ms. Lee responded to questions about how the ORCA card works.

Commissioner Hull asked questions pertaining to farebox recovery in relation to ridership.

**Citizen Comment**

Roy Magee, Lakewood, noted he agrees with Commissioners Hull's comments.

Discussion ensued about farebox recovery and pilot programs.

Motion **carried**. (Commissioner Hull dissenting.)

## **INFORMATIONAL BOARD ITEMS**

**Sound Transit Update** ~ Commissioner McCarthy thanked all the transit agencies for their services during the Seahawk Celebration in Seattle and noted that all modes of transportation are important. She reported on the ongoing design work for expansion of Sound Transit.

**Tied Together Award** ~ Business Development Officer Van Sawin reported that the City of Gig Harbor, Gig Harbor Chamber of Commerce, Uptown and Pierce Transit were the recipients of the *2013 Tied Together Award*, presented by the Downtown Waterfront Alliance. The award was issued for the group's efforts to making the trolley service a success in Gig Harbor.

## **EXECUTIVE SESSION**

At 5:25 PM Commissioners Talbert and Vermillion **moved** and seconded to enter into Executive Session pursuant to *RCW 42.30.110 (1)(i) ~ potential litigation; pursuant to RCW 42.30.110 (1)(f) ~ to receive and evaluate complaints or charges brought against a public officer or employee; and RCW 42.30.110 (1)(g) ~ to review the performance of a public employee* for approximately 30 minutes. No action is anticipated to follow. At 5:55 PM the meeting was extended 5 additional minutes.

At 6:00 PM, the Regular Meeting was reconvened.

## **ADJOURNMENT**

Commissioners Talbert and Vermillion **moved** and seconded to adjourn the meeting at 6:00 PM.

Motion **carried** unanimously.

---

Deanne Jacobson  
Clerk of the Board

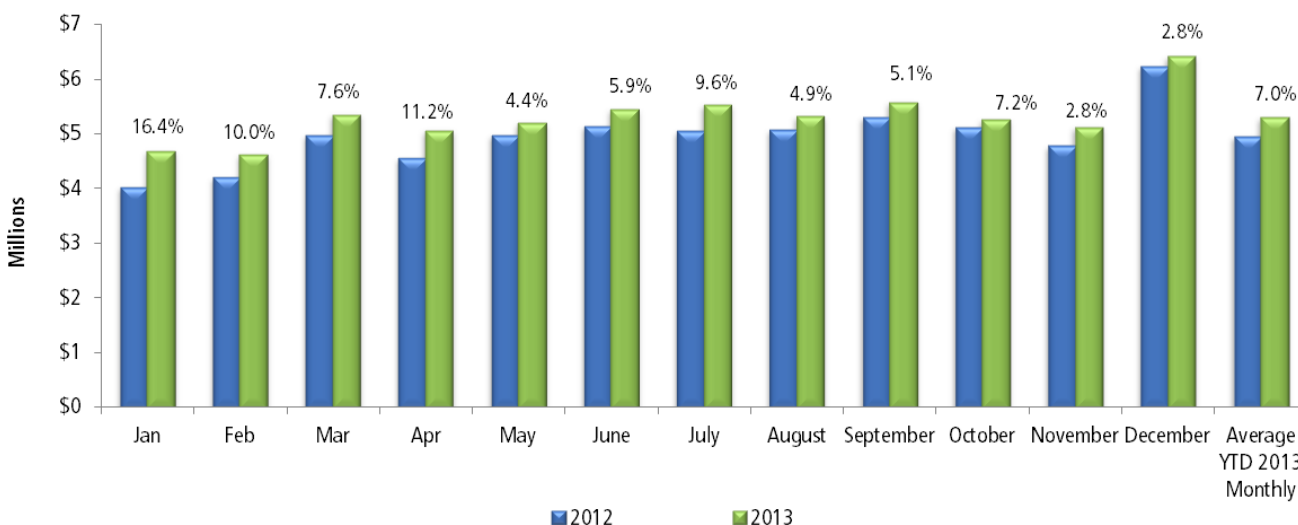
---

Marilyn Strickland, Chair  
Board of Commissioners

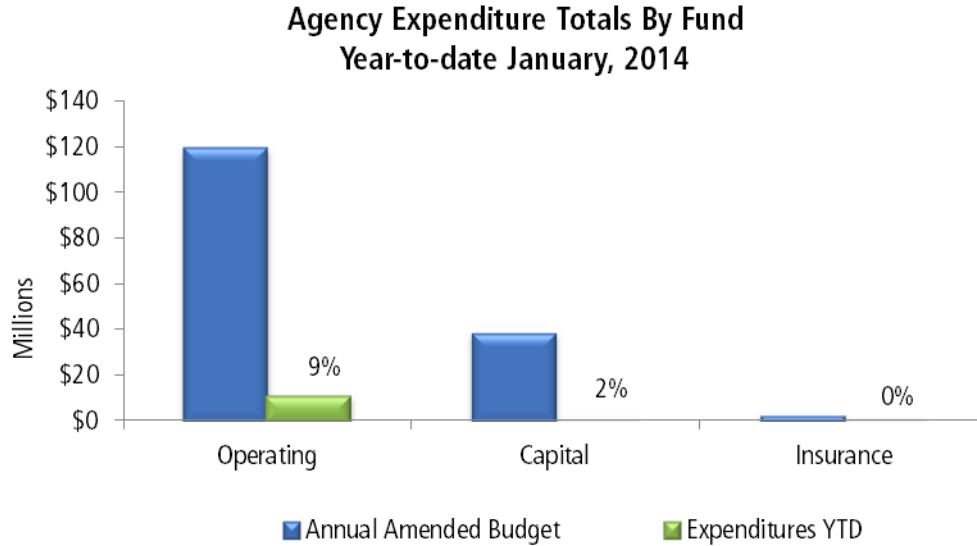
Pierce Transit  
Financial Report to the Board of Commissioners  
March, 2014



Sales Tax Monthly Actual Collections  
& Monthly Percent Change from 2012 - 2013



- The chart shows the percent change in sales tax collections from 2012 to 2013 by month. Collections are only shown through December because of the two-month lag between collections and distributions from the State Department of Revenue.
- The year-to-date average percent increase is 7.0% over last year's sales tax collections as adjusted for the PTIC service area change.
- Sales tax projections continue to support the 2014 Budget, the current Six-Year Plan forecast and current service levels.



- The Agency Expenditure Totals By Fund chart shows expenditures through January. January is one-twelve, or 8%, of the year. As compared to 8% of the budget year, we are 9% expended in the operating fund, 2% expended in the capital fund and 0% expended in the insurance fund.
- Operating Expenditures are \$10.7 million through January or 9% of the \$119.3 million dollar budget.
- The Capital Fund is 2% expended, with \$0.8 million of its \$38.6 million budget spent through January.
- The Insurance Fund has expended approximately \$9,000 or 0% of its \$2.7 million budget.
- Overall Agency 2014 expenditures are projected to be within budget and in alignment with the Six-Year Financial Plan.
- The Agency's financial status will continue to be presented monthly.

## FACT SHEET

TITLE: Authorization of Minor Amendments to Major Service Change Policy

DIVISION: Transit Development

ORIGINATOR: Janine Robinson, Senior Planner

PRECEDING ACTION: Resolution No. 13-003

COORDINATING DEPARTMENT: Executive

APPROVED FOR SUBMITTAL:

\_\_\_\_\_  
Chief Financial Officer

APPROVED FOR AGENDA:

\_\_\_\_\_  
Chief Executive Officer

\_\_\_\_\_  
General Counsel

ATTACHMENTS:

Proposed Resolution  
Exhibit A, Proposed Amendments to Policy

---

### BUDGET INFORMATION

2014 Budget Amount	Required Expenditure	Impact
N/A	N/A	N/A

Explanation: N/A

---

**BACKGROUND:** The Federal Transit Administration (FTA) issued Title VI Requirements and Guidelines for Federal Transit Administration Receipts Circular 4702.1B on October 1, 2012. The purpose of the circular is to provide recipients of FTA financial assistance with guidance and instructions necessary to carry out U.S. Department of Transportation Title VI regulations. These policies define the procedures related to Title VI of the Civil Rights Act of 1964, which states: "no person in the United States shall, on the ground of race, color or national origin, be excluded from participation in, denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance."

In January and February, 2013, Pierce Transit's Board of Commissioners held a public hearing and approved three policies pursuant to FTA's Title VI Circular 4702.1B. These three policies established Pierce Transit's thresholds for "major service change," "disparate impact," and "disproportionate burden." FTA's Title VI Circular provides guidance so that transit agencies do not make decisions on fares and service that result in discriminatory impacts to minority and low-income populations.

Since establishing these policies last year, staff has conducted equity analyses on major service changes for our prospective September 2013 reductions, the Fife-Edgewood-Milton service, and the Gig Harbor Trolley Service. The proposed changes in the Major Service Change Policy: (a) exempt temporary additions of service (e.g.



demonstration projects) lasting less than 12 months from such equity analyses, which is allowed by FTA's Title VI Circular, and (b) add clarity regarding the subjects of the analysis being the adverse effects on minority and low-income populations.

The amendments to the Major Service Change Policy are described below.

*A major service change is defined as any change in service lasting 12 months or more on any individual route that would add or eliminate ~~more than~~ twenty percent or more of the route revenue miles or twenty percent or more of the route revenue hours. All major service changes will be subject to an equity analysis which includes an analysis of adverse effects on minority and low-income populations.*

No changes are proposed to Pierce Transit's Disparate Impact Policy and Disproportionate Burden Policy. These are included below for information since all three Title VI policies were originally approved together by the Board of Commissioners on February 11, 2013 by Resolution 13-003.

**Disparate Impact Policy**

*A disparate impact occurs when the minority population adversely affected by a fare or service change is ten percent more than the average minority population of Pierce Transit's service area.*

**Disproportionate Burden Policy**

*A disproportionate burden occurs when the low-income population adversely affected by a fare or service change is five percent more than the average low-income population of Pierce Transit's service area.*

A legal notice for the public hearing was advertised on March 3, 2014, in the Tacoma Daily Index. These proposed amendments were addressed and endorsed in the format set forth herein by the Community Transportation Advisory Group (CTAG) on February 20, 2014. A Public hearing was held on March 10, 2014.

**ALTERNATIVES:** Do not amend the Major Service Change Policy. This would require Title VI equity analyses to be conducted prior to implementing temporary or demonstration services. This is not recommended for it creates unnecessary work for staff and additional approval time that is not required by federal regulations.

**RECOMMENDATION:** Approve Resolution No. 14-007, authorizing minor amendments to Major Service Change Policy.

## RESOLUTION NO. 14-007

A RESOLUTION of the Board of Commissioners of Pierce Transit Authorizing Minor Amendments  
to the Pierce Transit Major Service Change Policy

WHEREAS, the Board of Commissioners authorized approval of a Major Service Change Policy in  
February 2013 under Resolution No. 13-003; and

WHEREAS, the Major Service Change Policy is required by the Federal Transit Administration's (FTA's)  
Title VI Requirements and Guidelines for Federal Transit Administration Recipients, Circular 4702.1B; and

WHEREAS, FTA's Circular 4702.1B allows transit providers to exempt a temporary addition of service  
(e.g., demonstration projects), including those that would otherwise qualify as a major service change, from  
the definition of "major service change"; and

WHEREAS, FTA considers service changes lasting longer than twelve months to be permanent which  
require the transit provider to conduct a service equity analysis if the service otherwise qualifies as a major  
service change; and

WHEREAS, Pierce Transit's Major Service Change Policy did not provide an exemption for temporary  
service additions; and

WHEREAS, Pierce Transit's Major Service Change Policy as adopted in Resolution No. 13-003 did not  
explicitly state that an equity analysis would analyze the adverse effects on minority and low-income  
populations; and

WHEREAS, no changes are proposed to Pierce Transit's Disparate Impact Policy and Disproportionate  
Burden Policy, both of which were approved under Resolution No. 13-003; and

WHEREAS, a legal notice of the public hearing on the proposed amendment was advertised on March  
3, 2014, in the Tacoma Daily Index; the Community Transportation Advisory Group (CTAG) considered and  
endorsed the proposed amendments at CTAG's February 20, 2014 meeting; and the proposed amendment  
was posted on Pierce Transit's web site; and a public hearing was held on March 10, 2014 at a meeting of the  
Pierce Transit Board of Commissioners to seek public comment on the proposed amendments.

NOW THEREFORE, BE IT RESOLVED by the Board of Commissioners of Pierce Transit as follows:

The Board of Commissioners authorizes the revision of the Major Service Change Policy as  
follows:

1 "A major service change is defined as any change in service lasting 12 months or more on any  
2 individual route that would add or eliminate ~~more than~~ twenty percent or more of the route  
3 revenue miles or twenty percent or more of the route revenue hours. All major service changes  
4 will be subject to an equity analysis which includes an analysis of adverse effects on minority and  
5 low-income populations."

6 ADOPTED by the Board of Commissioners of Pierce Transit at their regular meeting thereof held on  
7 the 10th day of March, 2014.

8 PIERCE TRANSIT

9  
10  
11 \_\_\_\_\_  
12 Rick Talbert, Chair  
13 Board of Commissioners  
14

15 ATTEST/AUTHENTICATED

16  
17 \_\_\_\_\_  
18 Deanne Jacobson  
19 Clerk of the Board  
20  
21



# POLICY

## EXHIBIT A:

### ***PIERCE TRANSIT MAJOR SERVICE CHANGE POLICY***

#### ***PROPOSED REVISIONS***

*(New text is shown with underline and deletions shown as ~~strikeout~~.)*

The requirement for this policy comes from Federal Transit Administration (FTA) Circular 4702.1B, "Title VI Requirements and Guidelines for Federal Transit Administration Recipients" which became effective October 1, 2012. The Circular requires any FTA recipient that operates 50 or more fixed route vehicles in peak service and serving a population of 200,000 or greater to evaluate any fare change and any major service change at the planning and programming stages to determine whether those changes have a discriminatory impact.

The purpose of this policy is to establish a threshold that defines a major service change and to define an adverse effect caused by a major service change.

#### **Amendment:**

A major service change is defined as any change in service lasting 12 months or more on any individual route that would add or eliminate ~~more than~~ twenty percent or more of the route revenue miles or twenty percent or more of the route revenue hours. All major service changes will be subject to an equity analysis which includes an analysis of adverse effects on minority and low income populations.

An adverse effect is defined as a geographical or time-based reduction in service which includes but is not limited to: span of service changes, frequency changes, route segment elimination, re-routing, or route elimination.

## FACT SHEET

TITLE: Pierce Transit Code Amendments to Chapter 1.60 – Public Hearing Procedures – to Include Title VI Requirements and to Update Public Communication Intentions

DIVISION: Transit Development

ORIGINATOR: Janine Robinson, Senior Planner

PRECEDING ACTION: Resolution No. 13-003

COORDINATING DEPARTMENT: Executive

APPROVED FOR SUBMITTAL:

\_\_\_\_\_  
Chief Financial Officer

APPROVED FOR AGENDA:

\_\_\_\_\_  
Chief Executive Officer

\_\_\_\_\_  
General Counsel

ATTACHMENTS: Exhibit A, Proposed Resolution

---

### BUDGET INFORMATION

2014 Budget Amount	Required Expenditure	Impact
N/A	N/A	N/A

Explanation: N/A

---

**BACKGROUND:** In January and February, 2013, Pierce Transit's Board of Commissioners held a public hearing and approved three policies pursuant to FTA's Title VI Circular 4702.1B. These three policies established Pierce Transit's thresholds for "major service change," "disparate impact," and "disproportionate burden." The policies are part of a larger FTA Title VI program to ensure that transit agencies do not make decisions on fares and service that result in discriminatory impacts to minority and low-income populations.

Amendments are proposed for Pierce Transit Code Chapter 1.60 – Public Hearing Procedures which defines "major service change" and requires a public hearing for major service changes as well as for fare changes.

At the time of the Title VI policy adoption in 2013, staff did not seek Board approval of revisions to Chapter 1.60 of the Pierce Transit Code. The revisions now proposed seek to incorporate the Title VI Major Service Change policy (established in 2013) and bring the Pierce Transit Code up to date. The proposed changes: by reassert the Agency's commitment to Title VI compliance; insert clarifying language with regard to calendaring; better define "major service change"; remove extraneous publication requirements; and replace communication "intentions" with a commitment to website publication and other appropriate steps to alert riders, the community, staff and stakeholders of any fare or major service changes. The revisions incorporate the major service change policy revisions proposed contemporaneously under Resolution No. 14-007.

A legal notice for the public hearing was advertised March 3, 2014, in the Tacoma Daily Index; the Community Transportation Advisory Group (CTAG), reviewed and endorsed these amendments at a February 20, 2014 meeting, and public hearing on this proposed change was held at the Board of Commissioners' meeting on March 10, 2014.

**ALTERNATIVES:** Do not amend the Pierce Transit Code. Staff would still ensure that the agency complies with FTA requirements but it would not be codified in such a public place as the PT Code for the public to access and refer to.

**RECOMMENDATION:** Approve Resolution No. 14-008, authorizing Pierce Transit Code Amendments to Chapter 1.60- Public Hearing Procedures – to Include Title VI Requirements and to update public communication intentions.

## RESOLUTION NO. 14-008

A RESOLUTION of the Board of Commissioners of Pierce Transit authorizing Amendments to  
Chapter 1.60 - Public Hearing Procedures - of the Pierce Transit Code

WHEREAS, the Board of Commissioners authorized approval of a Major Service Change Policy in  
February 2013 under Resolution No. 13-003; and

WHEREAS, the Pierce Transit (PT) Code Chapter 1.60- Public Hearing Procedures defines "major  
service change" and requires a public hearing for major service changes as well as for fare changes; and

WHEREAS, Chapter 1.60.010 was not formally amended at the time of the Title VI policy (including  
Major Service Change) adoptions in February 2013; and

WHEREAS, the proposed amendments to the PT Code, Chapter 1.60.010, incorporate the 2013 Major  
Service Change Policy; FTA's allowances for exemptions for equity analyses for demonstration fares and  
services; clarify that major service changes and all non-demonstration, system-wide fare changes will be  
subject to an equity analysis; change the timing of legal notices for fare and major service changes; and also  
update the agency's commitments for communication with stakeholders about fare and major service  
changes; and

WHEREAS, Pierce Transit desires to bring its code consistent with its practices for public process; and

WHEREAS, Pierce Transit staff therefore proposes to repeal Sections 1.60.020 and 1.60.030 in their  
entirety; and

WHEREAS, Said sections have been clarified and consolidated under proposed new Section 1.60.010  
(C); and

WHEREAS, a legal notice of the public hearing to address these proposed changes was advertised in  
the Tacoma Daily Index on March 3, 2014; the proposed amendments to the PT Code were posted on Pierce  
Transit's web site; and a public hearing was held on March 10, 2014, at a meeting of the Pierce Transit Board  
of Commissioners to seek public comment on the proposed amendments; and

NOW THEREFORE, BE IT RESOLVED by the Board of Commissioners of Pierce Transit as follows:

Section 1. The Board of Commissioners authorizes the following amendments to the Pierce  
Transit Code:

1 **1.60.010 - Legal communication requirements.**

- 2 A. Pierce Transit will hold a public hearing when any fare changes lasting longer than a 6-  
3 month demonstration period are proposed or any major service changes are proposed. ~~For~~  
4 ~~purposes of this section~~ A major service changes shall be defined as any change in service  
5 lasting 12 months or more on any individual route that would add or eliminate ~~more than~~  
6 twenty percent or more of the route revenue miles or twenty percent or more of the route  
7 revenue service hours. All major service changes and all non-demonstration, system-wide,  
8 fare changes will be subject to an equity analysis which includes an analysis of adverse  
9 effects on minority and low income populations.
- 10
- 11 B. Pierce Transit will publicize the hearing in a major newspaper with general circulation in  
12 the urbanized area of Pierce County and other newspapers which are directed at  
13 specifically affected groups. Legal notices will be advertised at least 7 calendar days and  
14 not more than 14 calendar ~~20 and 5~~ days in advance of the hearing date.
- 15
- 16 C. Beyond these legal notice requirements, both before and after a public hearing, Pierce  
17 Transit will take other appropriate steps to alert riders, notify the community, and inform  
18 staff and other stakeholders of any fare or major service changes. Along with any legal  
19 notice, Pierce Transit will publish the legal notice and the proposed fare change(s) or  
20 major service change(s) on Pierce Transit's website.
- 21

22 **~~1.60.020 Beyond legal requirements — Before public hearing.~~**

23 It is the intent of Pierce Transit to:

- 24 A. ~~—— Distribute a rider alert on all affected bus routes and shuttle vans 2 weeks in~~  
25 ~~advance of the hearing date;~~
- 26 B. ~~—— Issue a news release to all local media;~~
- 27 C. ~~—— Update Pierce Transit's Hotline, TDD line and telephone information "closed"~~  
28 ~~message line~~

29 **~~1.60.030 Beyond legal requirements — After public hearing.~~**

30 It is the intent of Pierce Transit to:

- 31 A. ~~—— Notify customer services representatives, administrative services staff and coach~~  
32 ~~operators when proposed changes become official;~~
- 33 B. ~~—— Distribute a rider alert regarding an approved change in fares or services on all~~  
34 ~~affected bus routes and shuttle vans 2 weeks prior to implementation date of~~  
35 ~~changes;~~
- 36 C. ~~—— Issue news releases to all local media prior to implementation date;~~
- 37 D. ~~—— Update Pierce Transit's Hotline, TDD line and telephone information "closed"~~  
38 ~~message line.~~
- 39



1 ADOPTED by the Board of Commissioners of Pierce Transit at their regular meeting thereof held on  
2 the 10th day of March, 2014.

3  
4 PIERCE TRANSIT

5  
6  
7 \_\_\_\_\_  
8 Rick Talbert, Chair  
9 Board of Commissioners  
10

11 ATTEST/AUTHENTICATED

12  
13 \_\_\_\_\_  
14 Deanne Jacobson  
15 Clerk of the Board  
16  
17

## FACT SHEET

TITLE: Election of Board Member to Executive-Finance Committee

DIVISION: Executive

ORIGINATOR: Deanne Jacobson, Clerk of the Board

PRECEDING ACTION: N/A

COORDINATING DEPARTMENT:

APPROVED FOR SUBMITTAL:

\_\_\_\_\_  
Chief Financial Officer

APPROVED FOR AGENDA:

\_\_\_\_\_  
Chief Executive Officer

\_\_\_\_\_  
General Counsel

ATTACHMENTS: None

---

### BUDGET INFORMATION

2014 Budget Amount  
N/A

Required Expenditure  
N/A

Impact  
N/A

Explanation: N/A

---

**BACKGROUND:** Commissioner Strickland has expressed a desire to no longer serve on the Executive-Finance Committee due to time commitments and would like to extend the opportunity to other commissioners to participate in this committee. Currently, there are three Board Members serving on this committee, and at this time, it is appropriate to elect a Board Member to achieve a full complement of four members.

Pursuant to Pierce Transit Code chapter 2.24.030, Committees of the board shall be created from time to time by act of the voting members of the board as needed to facilitate the conduct of business. Except where a motion is adopted with respect to a particular committee specifying a different method of appointment, the chairperson shall make the appointments to such committees. Terms of the committees should coincide with the term of the chairperson.

**ALTERNATIVES:** None.

**RECOMMENDATION:** Chair shall appoint a Board Member to the Executive-Finance Committee.

**THERE IS NO  
FACT SHEET  
FOR RESOLUTIONS  
OF APPRECIATION**

**RESOLUTION NO. 14-009**

**A RESOLUTION of the Board of Commissioners of Pierce Transit  
Commending Commissioner Glenn Hull**

WHEREAS, Commissioner Glenn Hull has served the City of Fife for six years with passion and dedication in the capacity of Councilman, Mayor Pro Tem and Mayor; and

WHEREAS, he has skillfully and professionally represented the cities of Fife, Milton and Edgewood with exemplary attendance through his tenure on the Pierce Transit Board from May 2012 through March of 2014; and

WHEREAS, Commissioner Glenn Hull has brought thoughtful and thorough attentiveness to the deliberations and details of the business of Pierce Transit Board of Commissioners; and

WHEREAS, in August of 2012 he served on an advisory group made up of staff members and Board Members that managed a comprehensive recruitment and selection process for Pierce Transit's first Community Transportation Advisory Group (CTAG); and

WHEREAS, his participation in the Community Investment Team of the cities of Fife, Milton and Edgewood helped successfully launch the new and innovative service of Routes 503 and 504 in the communities that he represents; and

WHEREAS, he enthusiastically marketed and promoted this new and innovative service, which brought together many community leaders; and

NOW THEREFORE, BE IT RESOLVED by the Board of Commissioners of Pierce Transit that Glenn Hull is hereby commended for his outstanding public service to Pierce Transit and is wished much success in all his future endeavors.

ADOPTED by the Board of Commissioners of Pierce Transit at their regular meeting thereof held on the 10th day of March, 2014.

\_\_\_\_\_  
Commissioner Rick Talbert, Chair

\_\_\_\_\_  
Commissioner Steve Vermillion, Vice Chair

\_\_\_\_\_  
Commissioner Pat McCarthy

\_\_\_\_\_  
Commissioner Marilyn Strickland

\_\_\_\_\_  
Commissioner Kent Keel

\_\_\_\_\_  
Commissioner Lauren Walker

\_\_\_\_\_  
Commissioner Don Anderson

\_\_\_\_\_  
Commissioner Nancy Henderson

ATTEST:

\_\_\_\_\_  
Deanne Jacobson, Clerk of the Board

\_\_\_\_\_  
Lynne Griffith, Chief Executive Officer

## FACT SHEET

TITLE: Repealing Pierce Transit Code Section 3.12.040 -  
Change Orders in its Entirety

DIVISION: Finance

ORIGINATOR: Spiro Manthou, Procurement  
Manager

PRECEDING ACTION: Resolution Nos. 03-044 and 08-018

COORDINATING DEPARTMENT:

APPROVED FOR SUBMITTAL:

\_\_\_\_\_  
Chief Financial Officer

APPROVED FOR AGENDA:

\_\_\_\_\_  
Chief Executive Officer

\_\_\_\_\_  
General Counsel

ATTACHMENTS: Exhibit A, Proposed Resolution

---

### BUDGET INFORMATION

2014 Budget Amount  
N/A

Required Expenditure  
N/A

Impact  
N/A

Explanation: N/A

---

**BACKGROUND:** On April 14, 2008, the Board of Commissioners adopted Resolution No. 08-018, establishing revised delegated authority and procedures for the procurement of materials, work and services and for the acquisition and use of property and property rights and rescinding all previous procurement resolutions.

The policy and procedures defined in this resolution were codified under Sections 3.13.010 through 3.13.200 of the Pierce Transit Code and have been incorporated and practiced by Pierce Transit since adoption.

This item is before the Board as a housekeeping item and the repeal and removal of language in Section 3.12.040 is needed to make Pierce Transit's policy and procedures relating to procurement consistent with its current practices and pursuant to Pierce Transit Code Section 3.13.

**ALTERNATIVES:** None.

**RECOMMENDATION:** Approve Resolution No. 14-010, repealing in its entirety Section 3.12.040 - Change Orders of the Pierce Transit Code.

## RESOLUTION NO. 14-010

### A RESOLUTION of the Board of Commissioners of Pierce Transit Repealing Section 3.12.040 Change Orders of the Pierce Transit Code

WHEREAS, on April 14, 2008, Pierce Transit Board of Commissioners adopted Resolution No. 08-018 establishing revised delegated authority and procedures for the procurement of materials, work and services and for the acquisition and use of property and property rights and rescinding all previous procurement resolutions; and

WHEREAS, said resolution was codified as Sections 3.13.010 through 3.13.200 of the Pierce Transit code; and

WHEREAS, since the adoption of Resolution 08-018, Pierce Transit has incorporated, practiced and relied on these provisions and guidelines; and

WHEREAS, it was the intent of Resolution No. 08-018 to rescind all previous resolutions establishing procurement policy and procedures; and

WHEREAS, Pierce Transit desires to make its policy and procedures relating to procurement consistent with Section 3.13 of the Pierce Transit Code; and

NOW THEREFORE, BE IT RESOLVED by the Board of Commissioners of Pierce Transit as follows:

Section 1. The following language in Pierce Transit Code Section 3.12.040 - Change orders shall hereby be repealed in its entirety.

#### **3.12.040 Change orders.**

Change orders exceeding \$50,000.00 or fifteen percent of the original board-approved contract whichever is less shall require authorization from the board of commissioners. Cumulative change orders in excess of thirty percent of the original board-approved contract amount shall require authorization from the board of commissioners. The chief executive officer is authorized to approve and execute change orders of up to \$100,000.00 with a cumulative limit of \$300,000.00 for major projects with a value in excess of \$1,000,000.

ADOPTED by the Board of Commissioners of Pierce Transit at their regular meeting thereof held on the 10th day of March, 2014.

PIERCE TRANSIT

---

Rick Talbert, Chair  
Board of Commissioners

ATTEST/AUTHENTICATED

---

Deanne Jacobson  
Clerk of the Board

## FACT SHEET

TITLE: Vanpool Services and Service Area

DIVISION: Transit Development

ORIGINATOR: Lani Fowlkes, Vanpool Assistant Manager

PRECEDING ACTION:

COORDINATING DEPARTMENT:

APPROVED FOR SUBMITTAL:

---

Chief Financial Officer

APPROVED FOR AGENDA:

---

Chief Executive Officer

---

General Counsel

ATTACHMENTS:

Exhibit A, Vanpool Services Memo  
Exhibit B, Vanpool Service Area Memo

---

### BUDGET INFORMATION

2014 Budget Amount  
N/ARequired Expenditure  
N/AImpact  
N/A

Explanation: N/A

---

### BACKGROUND:

#### **Vanpool services**

In accordance with an Agency goal to implement cost-saving measures, the Board charged staff with researching the cost of contracting out vanpool services. A Request for Information (RFI) was issued in October 2013, and Procurement staff received responses in November, 2013. The two largest private, for-profit, vanpool providers in the nation responded – Enterprise and vRide.

Staff presented the RFI results to the Board at the February 10, 2014, Board Study session. In that study session, Board members requested additional information, which has been prepared and is attached in Exhibits A – Vanpool Services memo and Exhibit B – Vanpool Service Area memo

Exhibit A depicts the costs that Pierce Transit would incur by moving to contracted services and Vanpool's 2014 budgeted costs. Both private providers' fee structures include capital expenses and are based on vehicle type and total monthly miles traveled. Vanpool staff applied the private providers' fee structures to each of the existing 300 vanpools to calculate the costs to Pierce Transit to contract with both private providers. The memo also includes a comparison of direct to indirect costs for all three modes of Pierce Transit's service: fixed route, Vanpool, and SHUTTLE and delineates which costs are considered direct versus indirect.



### **Vanpool service area**

After the service reduction resulting from the Public Transportation Improvement Conference (PTIC), staff was directed to provide a recommendation about continuing to serve vanpool groups outside of the new PTBA service area.

Exhibit B provides background on the service area issue and lists other vanpool providers in the State of Washington providing countywide vanpool services. Operating vanpools countywide yields substantial benefits to Pierce Transit. Vanpools serve where buses do not and facilitate regional economic development. Vanpool is a transportation mode that supports Washington State's traffic mitigation and greenhouse gas reduction goals. In addition, it plays a key role in the State's ability to carry out initiatives like *Moving Washington*.

### **ALTERNATIVES:**

1. Direct staff to prepare and issue a Request for Proposal (RFP) to contract vanpool services, which based on the preliminary numbers of the RFI, staff anticipates it to be a significant cost increase; and
2. Reduce the vanpool service area [impact: this would negatively impact hundreds of long-time vanpool customers.

### **RECOMMENDATION:**

Affirm staff's recommendation to keep Vanpool operations in-house and continue providing countywide service.

# MEMO

**TO:** Pierce Transit Board of Commissioners

**FROM:** Lani Fowlkes, Vanpool Assistant Manager

**DATE:** March 5, 2014

**SUBJECT:** VANPOOL SERVICES - FOLLOW-UP TO FEBRUARY 10, 2014 STUDY SESSION

## EXHIBIT A

Pierce Transit recognizes Vanpool as an integral part of our public transportation mix. It is our most cost-effective service, recovering nearly 80% of all direct operating costs. In 2013, Vanpool realized nearly \$3 million in fare revenue from over 926,000 boardings, traveling 5 million miles.

Over the last 28 years, Pierce Transit Vanpool has refined its current operations through efficiencies and technology. Our 300-plus vanpools carry 2,600 participants to 150 worksites in the greater Puget Sound area, including Boeing, Weyerhaeuser, City of Tacoma, Joint Base Lewis-McChord, Port of Tacoma, Propel Insurance, Pierce County and State Farm. Vanpool customers are loyal, with an average tenure of more than six years. Most of our business partners have worked with us for over 25 years.

In accordance with an Agency goal to implement cost-saving measures, staff was charged with researching the cost of contracting out vanpool services. The departments involved with this research were Vanpool, Budget, Finance, and Procurement. A Request for Information (RFI) was issued in October 2013, and Procurement staff received responses in November. The two largest private, for-profit, vanpool providers in the nation responded – Enterprise and vRide.

The following are the costs that Pierce Transit would incur by moving to privatized service. Both of the private providers' fee structures include capital expenses, and are based on vehicle type and total monthly miles traveled. Vanpool staff applied the private providers' fee structures to each of our existing 300 vanpools to calculate these costs.

	Minivan	12-Passenger Bench	15-Passenger Bench	Contract Administrator	Total Costs
Enterprise	\$329,994	\$3,950,754	\$2,139,895	\$102,000	\$6,522,643
VRIDE	\$243,799	\$3,114,430	\$1,881,794	\$102,000	\$5,342,023
Pierce Transit					\$4,483,170

## MEMO TO

Pierce Transit Board of Commissioners

March 5, 2014

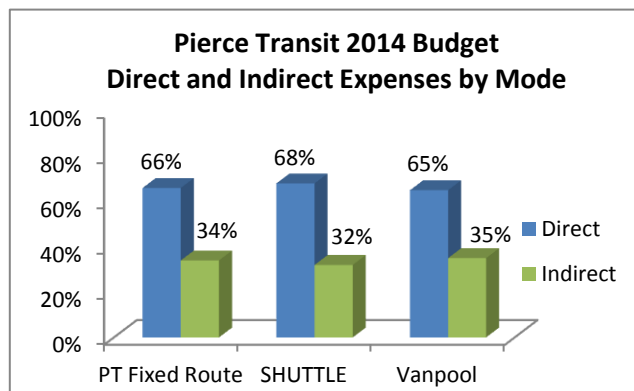
Page 2 of 3

### 2014 Vanpool Budgeted Costs (in millions)

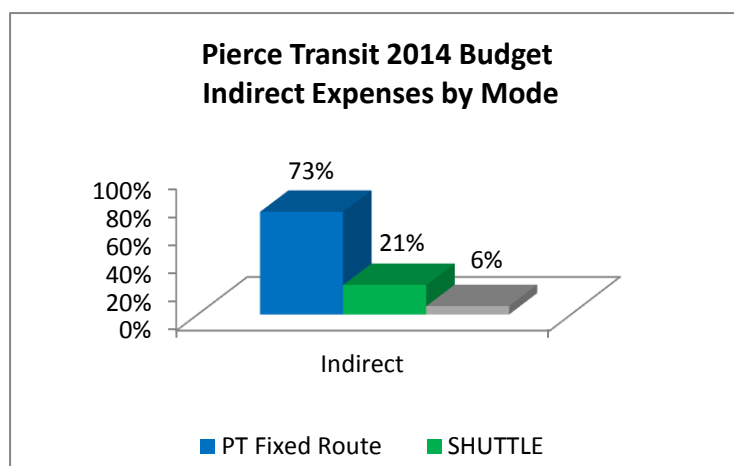
Direct costs	\$ 3.1
Indirect costs	
Not eliminated with contracting	1.4
Eliminated with contracting	<u>0.3</u>
	<u>+1.7</u>
<b>Total operating costs</b>	<b>4.8</b>
Capital costs	<u>+1.1</u>
<b>Total operating and capital</b>	<b>5.9</b>
<b>Less: Indirect costs not eliminated if contracted</b>	<b><u>(1.4)</u></b>
<b>PT's total cost to deliver vanpool services</b>	<b>\$4.5</b>

Also, a question was asked by the Board regarding the allocation of indirect costs among the modes. It is as follows:

Direct and indirect costs for each mode:



Of total indirect costs, each mode is allocated as follows:



## MEMO TO

Pierce Transit Board of Commissioners

March 5, 2014

Page 3 of 3

Examples of cost centers included in direct and indirect expenses:

### **Direct**

Operations  
SHUTTLE  
Maintenance (vehicle)  
Vanpool  
Service Support (supervisors)  
Bus Safety & Training  
Security/Police  
Scheduling

### **Indirect**

Executive  
Legal  
Business Development  
Finance  
Procurement  
Accounting  
Human Resources  
Information Technology  
Marketing  
Facilities  
Service Planning  
Capital Planning

### **Recommendation**

Pierce Transit's vanpool service is cost-effective and flexible. It is delivered by expert, committed vanpool staff that develop efficiencies and strengthen region-wide business relationships. It is staff's recommendation to retain vanpool service in-house, which is cost-effective and will allow Pierce Transit to continue building on established customer and business partners' long-term commitment to vanpool.

# MEMO

**TO:** Pierce Transit Board of Commissioners

**FROM:** Lani Fowlkes, Vanpool Assistant Manager

**DATE:** March 5, 2014

**SUBJECT:** VANPOOL SERVICE AREA- FOLLOW-UP TO FEBRUARY 10, 2014  
STUDY SESSION

## Exhibit B

After the service reduction resulting from the Public Transportation Improvement Conference (PTIC), staff was directed to provide a recommendation about continuing to serve vanpool groups outside of the new PTBA service area.

Operating vanpools countywide yields substantial benefits to Pierce Transit. Vanpools serve where buses do not and facilitate region-wide economic development. Vanpool is a transportation mode that supports Washington State's traffic mitigation and greenhouse gas reduction goals. In addition, it plays a key role in the State's ability to carry out initiatives like Moving Washington.

Vanpool providers that serve countywide include:

1. King County Metro
2. Intercity Transit
3. Community Transit
4. Kitsap Transit
5. Mason Transit
6. Grays Harbor
7. Skagit Transit
8. Valley Transit
9. Columbia County
10. C-Tran
11. Island Transit

We also considered the possibility of charging a premium to vanpool groups operating outside the service area and/or to riders living outside the service area. This is not a viable option due to the administrative burden that it would cause. Such a fare structure would require monthly tracking of riders' home addresses and worksite locations in order to determine the correct premium fare. It would also involve frequent fare adjustments based on receiving address change information belatedly. In addition, vanpool group routes change based on rider needs, and many riders experience regular shift and worksite location changes, adding to the administrative burden.

### Recommendation

Given the benefits listed above, as well as to be consistent with many other vanpool programs in the State, staff recommends continuing to serve vanpool groups operating outside Pierce Transit's service area.

## FACT SHEET

TITLE: Authority to Revise Charter of the Pierce Transit  
Community Transportation Advisory Group (CTAG)

DIVISION: Executive

ORIGINATORS: Carol Mitchell, Public Relations  
Officer and Terence Artz, Risk Manager

PRECEDING ACTION: Resolution No. 12-026 Authorizing the creation of CTAG

COORDINATING DEPARTMENT: Executive

APPROVED FOR SUBMITTAL:

\_\_\_\_\_  
Chief Financial Officer

APPROVED FOR AGENDA:

\_\_\_\_\_  
Chief Executive Officer

\_\_\_\_\_  
General Counsel

ATTACHMENTS:

Proposed Resolution  
Exhibit A, Proposed Revisions (red lined)  
Exhibit B, Proposed Revisions (clean)

---

### BUDGET INFORMATION

2014 Budget Amount  
N/A

Required Expenditure  
N/A

Impact  
N/A

Explanation: N/A

---

**BACKGROUND:** On August 13, 2012, the Pierce Transit Board of Commissioners adopted the charter and created the Community Transportation Advisory Group (CTAG) as an advisory body to the Board. The initial charter was largely based on Pierce Transit's existing strategic priorities, which were subsequently updated in the 2014-2016 Strategic Plan. In July, 2013, CTAG members and Staff began a substantive review of the CTAG Charter and evaluated its impact on CTAG's performance as an advisory body and as a proactive voice for their stakeholder groups. Both CTAG members and Staff agreed that charter revisions were needed to update outdated priorities and language, to clarify CTAG's purpose and scope of work, to align the scope of work with Agency needs, and to clarify membership selection and removal processes.

Between November, 2013 and January, 2014, CTAG members and Staff proposed a number of substantive changes to the CTAG Charter. These proposed changes were reviewed by the Pierce Transit Executive Team and members of the original CTAG fact-finding group for consistency with the Board's organizing purpose.

At a Board Study Session on February 10, 2013, CTAG members and Staff presented the proposed revisions to the CTAG Charter. Board members were provided a redlined copy of the proposed charter revisions for their review and comment at the Study Session. There were no substantive changes offered by the Board during the Study Session. Consequently, a final draft of the revised CTAG Charter as presented on February 10, 2014 is attached to the accompanying resolution as Exhibit A.

If approved by the Board, Staff will immediately use the revised Charter as the basis for the upcoming CTAG recruitment process in March and April, 2014. Currently, three vacancies exist on the CTAG. An action to appoint new members is scheduled to come before the Board at its regular meeting in May, 2014.

**ALTERNATIVES:** Continue with the original CTAG charter and work around the outdated strategic priorities and unclear language about membership selection and removal. Allow current CTAG members and Staff to interpret the current scope of work broadly enough to encompass the Agency's current priorities, and allow current CTAG members to address the processes for selection and removal of its members on a case-by-case basis.

**RECOMMENDATION:** Approve Resolution No. 14- 011, authorizing the revised CTAG Charter as proposed in Exhibit A of Resolution No. 14-011.

**RESOLUTION NO. 14-011**

A RESOLUTION of the Board of Commissioners of Pierce Transit  
Authorizing Revision of the Charter of the Community Transportation Advisory Group (CTAG)

WHEREAS, on August 13, 2012, the Board of Commissioners approved the charter and created the Community Transportation Advisory Group (CTAG) as an advisory body to the Board of Commissioners; and

WHEREAS, CTAG members and Staff agree that revisions are needed to update Agency priorities and language in the charter, to clarify CTAG's purpose and scope of work, to align the scope of work with Agency needs, and to clarify membership selection and removal processes; and

WHEREAS, CTAG members and Staff have worked jointly to propose a number of substantive changes to the Charter which were reviewed by the Pierce Transit Executive Team and presented to the Board at its Study Session on February 10, 2014; and

WHEREAS, the proposed changes will improve the efficacy of CTAG's performance as an advisory body to the Board, and as a proactive voice for the stakeholder groups each member represents.

NOW THEREFORE, BE IT RESOLVED by the Board of Commissioners of Pierce Transit as follows:

Section 1. The Charter of the Community Transportation Advisory Group (CTAG) is hereby revised as presented in the Board Study Session on February 10, 2014, and attached hereto as Exhibit A , and these revisions are effective upon adoption.

ADOPTED by the Board of Commissioners of Pierce Transit at their regular meeting thereof held on the 10th day of March, 2014.

PIERCE TRANSIT

---

Rick Talbert, Chair  
Board of Commissioners

ATTEST/AUTHENTICATED

---

Deanne Jacobson  
Clerk of the Board



**Pierce Transit**  
**Community Transportation Advisory Group – Charter**  
**Revisions**  
**As Adopted by the Pierce Transit Board of Commissioners**  
**March 10, 2014**  
**Exhibit A to Resolution 14-xxx011**

**Article I: Name of Group**

The name of this group shall be "Community Transportation Advisory Group." Pierce County Public Transportation Benefit Area (Pierce Transit) has created a community advisory group called the Community Transportation Advisory Group (CTAG).

**Article II: Purpose**

The purpose of the CTAG is to offer an opportunity for community stakeholders to provide feedback and suggest improvements and recommendations on plans, policies, and services offered by Pierce Transit. CTAG meetings provide a forum for interactive discussions ~~between with~~ community stakeholders ~~and Pierce Transit staff input, and s well as create a conduit amplify Pierce Transit's proactive efforts~~ to inform and ~~educate get information out to~~ the public. The CTAG is an advisory body to the Pierce Transit Board of Commissioners (~~Board~~). The CTAG ~~will represents~~ the interests of the community and assists ~~s~~ Staff and the ~~Board Board of Commissioners~~ in meeting ~~Pierce Transit's strategic goals, priorities of ensuring quality customer service, developing new markets, adding value to the community, developing new revenue streams, and valuing employee success.~~

**Article III: Scope of Work**

The CTAG is an ~~integral part of Pierce Transit's overall public involvement efforts and an important conduit for obtaining public input, communicating to the public, and encouraging public support for transit. important conduit not only for obtaining public input and ideas, but also for communicating to the public and encouraging public support for transit.~~ CTAG's specific scope of work is to:

1. ~~Act as an informed stakeholder group from which Pierce Transit proactively solicits advice;~~
2. ~~Offer suggestions and recommendations to Pierce Transit for achieving its strategic goals;~~
3. ~~Expand Pierce Transit's awareness of the public's perceptions of its activities, and speak on behalf of constituents when commenting on Pierce Transit's plans, policies and services;~~
4. ~~Inform and educate the public about Pierce Transit's operations;~~
5. ~~Provide an alternative forum for individual citizens to engage with Pierce Transit and present information in greater detail than possible at regular Board meetings; and,~~
6. ~~Report its activities to the Board on at least a quarterly basis.~~

~~As such, CTAG helps the Agency by partnering with the public to support Agency priorities. Specifically, the CTAG will help Pierce Transit:~~

1. ~~Ensure quality customer service by providing information on service quality and changes in public needs, as part of a strategic cycle of public involvement;~~
2. ~~Develop new markets by identifying new market segments, providing input on customer activity, and serving as ambassadors for the Agency to their respective constituencies;~~
3. ~~Add value to the community by considering transit in their community and development planning efforts, and promoting the benefits of transit to the business community;~~
4. ~~Develop new revenue streams by identifying potential public private partnerships and cost containment opportunities and legislative changes that encourage innovation, and making the case for transit investment; and~~
5. ~~Value employee success by providing feedback on service quality, allowing the Agency to target training and professional development needs.~~

**Article IV: Composition**

The CTAG shall be composed of no more than nine (9) members appointed by the ~~Board~~ Pierce Transit Board of Commissioners. Members ~~hip~~ shall reflect Pierce Transit's service area and strive for broad, inclusive, regional, and diverse representation to increase the reach and effectiveness of ~~CTAG's~~ purpose. Pierce Transit ~~staff employees ("staff")~~ cannot serve as members of ~~CTAG~~ the

**Formatted:** List Paragraph, Numbered + Level: 1 + Numbering Style: 1, 2, 3, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"

**Formatted:** Font: (Default) Arial Narrow, 10 pt

**Formatted:** Indent: Left: 0.25"

**Formatted:** Space Before: 0 pt, After: 0 pt, No bullets or numbering

## Exhibit A

Group, but may support the Group in facilitating support CTAG with the selection of members, the conduct of meetings, the creation of agenda items, and communication with the Pierce Transit Board, other agency staff, or the public.

### Article V: Membership Selection Process

Broad representation by CTAG by the Group is critical. The Board of Commissioners expects CTAG members to serve as representatives of their respective communities and constituents, using all available venues to gather information and prepare for productive participation. To achieve this outcome, CTAG recruitment will be through the Pierce Transit website, local newspapers, and communication with established community partners. Members will be selected through an application process. The goal is to identify eligible participants that represent the populations listed below. The Board, of Commissioners or a designated subgroup of the Board, will review all applications along with the staffs and recommend prospective new members for action and appointment by the Board. Staff will recommend members for reappointment to the Board.

CTAG members must meet the stated membership requirements and that reside or work within the Pierce Transit service area. Examples of populations from whom participation may be sought include:

- Service Users (Fixed Route, Paratransit, Vanpool)
- Chambers of Commerce
- Community-at-Large
- Students
- Faith Community
- Higher Education/Administration/Faculty
- Medical Community/ Public Health
- Neighborhood Associations
- Persons with Disabilities
- Public Agencies/Law Enforcement
- Civic Associations
- Senior Citizens
- Business Owners
- Social Service Agencies

This list is neither comprehensive nor exclusive. The Board and staff will have discretion to expand this list or recruit individuals so long as the CTAG Group's composition meets the goal of broad, inclusive, regional, and diverse representation. Membership applications will be made available sent to all who have requested an application, to people suggested by CTAG members, the Board, staff, members of the community, or organizations and agencies representing the participation list above.

### Article VI: Membership Terms and Appointment Retention Process

Membership recruitment and filling of vacancies on the CTAG will be an ongoing process. In order to maintain creativity and avoid complacency, the initial membership terms will be staggered. To do this, the first slate only of candidates submitted to the Board for approval shall consist of three sub-groups, assigned to candidates by lottery:

- Slate 1: Three members to serve for one year, with an option to reapply (subject to Board approval) for a subsequent full term if they wish to continue membership;
- Slate 2: Three members to serve for two years, with an option to reapply (subject to Board approval) for a subsequent full term if they wish to continue membership; and
- Slate 3: Three members to serve for three years (full term).

After the first initial slate's rotation is seated complete, all new members will be subject to three-year terms, with at least three members appointed or re-appointed each year. Members will be appointed for a three-year term and may be reappointed for one additional consecutive three-year term, for a maximum of six consecutive years. Upon completion of their terms, members are expected to relinquish their position unless approved by the Board for reappointment position with to the CTAG Group. Staff may develop, subject to Board review, further rules related to seating of members and terms of service as necessary and appropriate to facilitate the CTAG Group's purpose under this charter.

## Exhibit A

### Article VII: Operating Guidelines

~~The~~ CTAG will conduct its business in accordance with Washington State's Open Public Meetings Act, RCW 42.30 and Public Disclosure Laws RCW 42.56. ~~CTAG The Group~~ will select one of its members to serve as the CTAG Chair ("Chair") for a term not to exceed one year, and a limit of no more than two consecutive terms. Pierce Transit staff will be assigned to record meeting minutes and report them to the Board. The members of ~~the~~ CTAG will serve in a voluntary role and without salary. Upon request, CTAG members may be provided ORCA passes to enable active participation in ~~CTAGGroup~~ proceedings and projects. Travel by volunteer members is otherwise not reimbursed according to Pierce Transit policy. As its first order of business, ~~the~~ CTAG will adopt operating procedures to carry out its purpose under this charter, which at a minimum will address:

- The frequency of meetings (monthly, quarterly, etc.);
- The process and timing for selecting the CTAG Chair, who will serve as the spokesperson for the CTAG; and
- The completion of a charter review at least once every three years.

To facilitate this process, Pierce Transit staff will prepare and present to the ~~CTAG~~ a proposed set of operating procedures for consideration and approval at the first meeting of the group.

### Article VIII: Attendance ~~and~~ Removal ~~and~~ Resignation of Members

~~For an excused absence, members must notify the staff Liaison and/or the CTAG Chair at least 24 hours prior to the meeting. A pattern of any two unexcused absences in a 12-month period, or other conduct that seriously interferes with a member's ability to perform his or her duties, may result in will result in forfeiture of the a recommendation for removal of the member to the Board. Such recommendations for removal shall be made upon motion and approval by a quorum of CTAG members, or by the CEO with notice to the CTAG Chair, member's position on the CTAG. Pierce Transit staff will track attendance, and send a notification of CTAG's or the CEO's intent to recommend membership removal forfeiture will automatically be sent to the respective member. The notice will include the date the matter is scheduled to appear on the CTAG agenda, when two unexcused absences in a 12-month period occur. Members whose positions are being considered for removal will have a reasonable opportunity to respond during the discussion of the motion by CTAG. The failure to appear at the meeting during which the agenda item is discussed will be deemed a forfeiture of the member's position on the CTAG. Any recommendation for removal must be approved by the Board before taking effect.~~

~~For an excused absence, members must notify the staff liaison 24 hours prior to the meeting. A pattern of significant absences will be reviewed by the Chair who then may make a recommendation for forfeiture to the Board. Further, Pierce Transit staff or CTAG membership may recommend removal of an individual member for any reason, subject to approval by the Board. A member who resigns his or her position prior to the expiration of a term shall notify the CTAG Chair and the staff Liaison in writing at least two weeks prior to the member's intended resignation date. The resigning member shall return any Pierce Transit property, including any ORCA card which might have been issued, to the staff Liaison not later than the intended resignation date. The staff Liaison will notify the Pierce Transit CEO and the Chair of the Pierce Transit Board of the member's resignation and staff shall record the resignation in the minutes of the CTAG.~~

### Article IX: CTAG Liaison ~~Team Team (AgencyPierce Transit Staff)~~

The ~~AgencyPierce Transit~~ CEO shall appoint Pierce Transit staff to serve as the CTAG Liaison Team ("Liaison Team"). The Liaison Team shall consist of 1) a ~~staff Liaison(s) facilitator~~ to guide and serve as a resource for the ~~CTAGGroup~~, and 2) administrative support staff to acquire meeting facilities and equipment, record, transcribe, and distribute minutes, ~~and distribute~~ other materials, including the agenda. Other duties of the Liaison Team include preparation of agenda forms and attachments to communicate CTAG issues and recommendations to the Pierce Transit Board of Commissioners. When requested, and for new members, the Liaison Team will provide information and orientation ~~s~~ to CTAG members in specific areas including, but not limited to, defined responsibilities and legal requirements, nomenclature, history, mission, vision, services, policies, budget, strategic communications plans, ~~t~~Transit ~~d~~Development ~~p~~Plans, partnerships, and community outreach practices.

### Article X: Dissolution

The Board shall have the sole power to dissolve the CTAG, ~~to appoint or remove members,~~ and may exercise ~~its~~their power ~~to dissolve, appoint and remove~~ at any time ~~and for any reason~~.

**Pierce Transit**  
**Community Transportation Advisory Group – Charter**  
**Revisions**  
**As Adopted by the Pierce Transit Board of Commissioners**  
**March 10, 2014**  
**Exhibit A to Resolution 14-011**

**Article I: Name of Group**

The name of this group shall be "Community Transportation Advisory Group." Pierce County Public Transportation Benefit Area (Pierce Transit) has created a community advisory group called the Community Transportation Advisory Group (CTAG).

**Article II: Purpose**

The purpose of the CTAG is to offer an opportunity for community stakeholders to provide feedback and suggest improvements and recommendations on plans, policies, and services offered by Pierce Transit. CTAG meetings provide a forum for interactive discussions between community stakeholders and Pierce Transit staff, and amplify Pierce Transit's proactive efforts to inform and educate the public. The CTAG is an advisory body to the Pierce Transit Board of Commissioners (Board). The CTAG represents the interests of the community and assists staff and the Board in meeting Pierce Transit's strategic goals.

**Article III: Scope of Work**

The CTAG is an integral part of Pierce Transit's overall public involvement efforts and an important conduit for obtaining public input, communicating to the public, and encouraging public support for transit. CTAG's specific scope of work is to:

1. Act as an informed stakeholder group from which Pierce Transit proactively solicits advice;
2. Offer suggestions and recommendations to Pierce Transit for achieving its strategic goals;
3. Expand Pierce Transit's awareness of the public's perceptions of its activities, and speak on behalf of constituents when commenting on Pierce Transit's plans, policies and services;
4. Inform and educate the public about Pierce Transit's operations;
5. Provide an alternative forum for individual citizens to engage with Pierce Transit and present information in greater detail than possible at regular Board meetings; and,
6. Report its activities to the Board on at least a quarterly basis.

**Article IV: Composition**

The CTAG shall be composed of no more than nine (9) members appointed by the Board. Members shall reflect Pierce Transit's service area and strive for broad, inclusive, regional, and diverse representation to increase the reach and effectiveness of CTAG's purpose. Pierce Transit staff cannot serve as members of CTAG, but may support CTAG with the selection of members, the conduct of meetings, the creation of agenda items, and communication with Pierce Transit or the public.

**Article V: Membership Selection Process**

Broad representation by CTAG is critical. The Board of Commissioners expects CTAG members to serve as representatives of their respective communities and constituents, using all available venues to gather information and prepare for productive participation. To achieve this outcome, CTAG recruitment will be through the Pierce Transit website, local newspapers, and communication with established community partners. Members will be selected through an application process. The goal is to identify eligible participants that represent the populations listed below. The Board, or a designated subgroup of the Board, will review applications along with staff and recommend prospective new members for appointment by the Board. Staff will recommend members for reappointment to the Board.

CTAG members must meet the stated membership requirements and reside or work within the Pierce Transit service area. Examples of populations from whom participation may be sought include:

- Service Users (Fixed Route, Paratransit, Vanpool)

## Exhibit B

- Chambers of Commerce
- Community-at-Large
- Students
- Faith Community
- Higher Education/Administration/Faculty
- Medical Community/ Public Health
- Neighborhood Associations
- Persons with Disabilities
- Public Agencies/Law Enforcement
- Civic Associations
- Senior Citizens
- Business Owners
- Social Service Agencies

This list is neither comprehensive nor exclusive. The Board and staff will have discretion to expand this list or recruit individuals so long as CTAG's composition meets the goal of broad, inclusive, regional, and diverse representation. Membership applications will be made available to all who have requested an application, to people suggested by CTAG members, the Board, staff, members of the community, or organizations and agencies representing the participation list above.

### **Article VI: Membership Terms and Appointment Process**

Membership recruitment and filling of vacancies on the CTAG will be an ongoing process. In order to maintain creativity and avoid complacency, the initial membership terms will be staggered. To do this, the first slate only of candidates submitted to the Board for approval shall consist of three sub-groups, assigned to candidates by lottery:

- Slate 1: Three members to serve for one year, with an option to reapply (subject to Board approval) for a subsequent full term if they wish to continue membership;
- Slate 2: Three members to serve for two years, with an option to reapply (subject to Board approval) for a subsequent full term if they wish to continue membership; and
- Slate 3: Three members to serve for three years (full term).

After the first slate's rotation is seated, all new members will be appointed for a three-year term and may be reappointed for one additional consecutive three-year term, for a maximum of six consecutive years. Upon completion of their terms, members are expected to relinquish their position unless approved by the Board for reappointment to the CTAG. Staff may develop, subject to Board review, further rules related to seating of members and terms of service as necessary and appropriate to facilitate CTAG's purpose under this charter.

### **Article VII: Operating Guidelines**

CTAG will conduct its business in accordance with Washington State's Open Public Meetings Act, RCW 42.30 and Public Disclosure Laws RCW 42.56. CTAG will select one of its members to serve as the CTAG Chair ("Chair") for a term not to exceed one year, and a limit of no more than two consecutive terms. Pierce Transit staff will be assigned to record meeting minutes and report them to the Board. The members of CTAG will serve in a voluntary role and without salary. Upon request, CTAG members may be provided ORCA passes to enable active participation in CTAG proceedings and projects. Travel by volunteer members is otherwise not reimbursed according to Pierce Transit policy. As its first order of business, CTAG will adopt operating procedures to carry out its purpose under this charter, which at a minimum will address:

- The frequency of meetings (monthly, quarterly, etc.);
- The process and timing for selecting the CTAG Chair, who will serve as the spokesperson for the CTAG; and
- The completion of a charter review at least once every three years.

To facilitate this process, Pierce Transit staff will prepare and present to the CTAG a proposed set of operating procedures for consideration and approval at the first meeting of the group.

**Article VIII: Attendance, Removal and Resignation of Members**

For an excused absence, members must notify the staff Liaison and/or the CTAG Chair at least 24 hours prior to the meeting. A pattern of unexcused absences, or other conduct that seriously interferes with a member's ability to perform his or her duties, may result in a recommendation for removal of the member to the Board. Such recommendations for removal shall be made upon motion and approval by a quorum of CTAG members, or by the CEO with notice to the CTAG Chair. Pierce Transit staff will track attendance and send notification of CTAG's or the CEO's intent to recommend removal to the respective member. The notice will include the date the matter is scheduled to appear on the CTAG agenda. Members whose positions are being considered for removal will have a reasonable opportunity to respond during the discussion of the motion by CTAG. The failure to appear at the meeting during which the agenda item is discussed will be deemed a forfeiture of the member's position on the CTAG. Any recommendation for removal must be approved by the Board before taking effect.

A member who resigns his or her position prior to the expiration of a term shall notify the CTAG Chair and the staff Liaison in writing at least two weeks prior to the member's intended resignation date. The resigning member shall return any Pierce Transit property, including any ORCA card which might have been issued, to the staff Liaison not later than the intended resignation date. The staff Liaison will notify the Pierce Transit CEO and the Chair of the Pierce Transit Board of the member's resignation and staff shall record the resignation in the minutes of the CTAG.

**Article IX: CTAG Liaison Team (Pierce Transit Staff)**

The Pierce Transit CEO shall appoint Pierce Transit staff to serve as the CTAG Liaison Team ("Liaison Team"). The Liaison Team shall consist of 1) a staff Liaison(s) to guide and serve as a resource for the CTAG, and 2) administrative support staff to acquire meeting facilities and equipment, record, transcribe, and distribute minutes and other materials, including the agenda. Other duties of the Liaison Team include preparation of agenda forms and attachments to communicate CTAG issues and recommendations to the Pierce Transit Board of Commissioners. When requested, and for new members, the Liaison Team will provide information and orientation to CTAG members in specific areas including, but not limited to, defined responsibilities and legal requirements, nomenclature, history, mission, vision, services, policies, budget, strategic communications plans, transit development plans, partnerships, and community outreach practices.

**Article X: Dissolution**

The Board shall have the sole power to dissolve the CTAG, to appoint or remove members, and may exercise its power to dissolve, appoint and remove at any time and for any reason.

## FACT SHEET

TITLE: Authority to Enter Into and Execute an Agreement with The Washington State Fair for Service to and from the State Fair

DIVISION: Executive

ORIGINATOR: Van Sawin, Business Development Officer

PRECEDING ACTION: 2014 Budget

COORDINATING DEPARTMENT: Executive

APPROVED FOR SUBMITTAL:

\_\_\_\_\_  
Chief Financial Officer

APPROVED FOR AGENDA:

\_\_\_\_\_  
Chief Executive Officer

\_\_\_\_\_  
General Counsel

ATTACHMENTS:

Proposed Resolution  
Exhibit A, Request for Service  
Exhibit B, Proposed Agreement (to be provided)

---

### BUDGET INFORMATION

2014 Budget Amount	Required Expenditure	Impact
\$432,000	\$340,560	(\$91,440)

Explanation: The budget impact represents 2,365 service hours, yet 3,000 hours were in the 2014 budget. Approximately \$150,000 will be charged to the WA State Fair.

---

**BACKGROUND:** 2010 was the last year that Pierce Transit provided service to the Puyallup Fair, which is now known as the Washington State Fair. On January 15, 2014, Pierce Transit received the request for service from the WA State Fair to provide service from September 5, 2014 to September 21, 2014 (see Exhibit A). In accordance with 49 United States Code Section 604 Charter Service, Pierce Transit notified all registered charter service providers in our region of the request and received no response in the allotted two-week time frame. 49 United States Code Section 604.9 authorizes a recipient to provide charter service at the request of a third party if no registered charter provider responds to the notice issued.

Pierce Transit desires to provide transit service for the WA State Fair and has thus developed a proposed agreement with the Washington State Fair (see Exhibit B). This agreement outlines the scope of the service and allows Pierce Transit to charge the Washington State Fair up to \$150,000, based on an overall proposed targeted recovery rate of 60%. From 2007 to 2010, the average recovery rate has been 21%, with no funding from the Fair.

Providing service to the Washington State Fair will help to improve the public perception of Pierce Transit, Goal 3 in the Strategic Plan. For some riders, this is their only exposure to public transit. We have received many comments from the public since we last ran this service in 2010, requesting that we return to the Fair. Restoring service to the Fair also meets Goal 4.2 in the Strategic Plan: "Restore Community Event Service to the major community events by December 31, 2016."

**ALTERNATIVES:** Do not approve the agreement with the Washington State Fair. [Impact: Pierce Transit will not be able to provide service to citizens to the fair.]

**RECOMMENDATION:** Approve Resolution No. 14-012, authorizing the Chief Executive Officer to enter into and execute an agreement with the Washington State Fair for service from September 5, 2014 to September 21, 2014.



**RESOLUTION NO. 14-012**

A RESOLUTION of the Board of Commissioners of Pierce Transit Authorizing  
the Chief Executive Officer to Enter Into and Execute an Agreement with  
The Washington State Fair for Service to and from the Fair

WHEREAS, Pierce Transit and The Washington State Fair have identified a need for service to and from  
the Washington State Fair; and

WHEREAS, After receipt of a request by the Washington State Fair that Pierce Transit provide  
community event service to the Fair (see Exhibit A), Pierce Transit gave notice of this request to all charter  
service providers in the region pursuant to 49 CFR 604.14, none of whom responded within the deadline. As  
a result, Pierce Transit may provide this Service to the Fair.

WHEREAS, The Washington State Fair will provide funds towards the service up to \$150,000 in order  
to help achieve the targeted farebox recovery rate of 60%; and

WHEREAS, the parties desire to enter into an agreement for Pierce Transit to provide transit service  
between September 5, 2014 and September 21, 2014; and

NOW THEREFORE, BE IT RESOLVED by the Board of Commissioners of Pierce Transit as follows:

Section 1. The Chief Executive Officer is hereby authorized to enter into and execute an  
Agreement, in substantially the same form as Exhibit B attached hereto, with the Washington State Fair  
for service to and from the State Fair.

ADOPTED by the Board of Commissioners of Pierce Transit at their regular meeting thereof held on  
the 10th day of March, 2014.

PIERCE TRANSIT

\_\_\_\_\_  
Rick Talbert, Chair  
Board of Commissioners

ATTEST/AUTHENTICATED

\_\_\_\_\_  
Deanne Jacobson  
Clerk of the Board



## APPLICATION FOR COMMUNITY EVENT SERVICE

### Event Information

**Event Title:**

Washington State Fair

**Applicant Name:**

Wash. State Fair

**Event Date(s):**

Sept. 5 – 21, 2014

**Contact Name:**

Tracey Wittenfeld

**Sponsoring Organization(s):**

Phone Number: 253-841-5032

**Location of Event:**

Washington State Fair Events  
Center  
110 9<sup>th</sup> Ave SW  
Puyallup, WA 98371

Cell Number: 253-691-2021

**Total Anticipated Attendance:**

1.1 million people

Email: tracey@thefair.com

**Total Anticipated Ridership:**

50,000 to 100,000 depending  
on route and times

**Address:**

110 9<sup>th</sup> Ave SW  
Puyallup, WA 98371

Date of Application: 1/15/2014

**Type of Event:**    ☒ Fair    ☐ Festival    ☐ Expo    ☐ Parade    ☐ Run/Walk    ☐ Other: \_\_\_\_\_

### **Event Description:**

Please give a detailed description of the event. Use additional space or attach exhibits if necessary.

The Washington State Fair is one of the biggest fairs in the world, and the largest in the Pacific Northwest. It started in 1900 in Puyallup, and welcomes over one million guests to the single largest attended event in the state. Star-studded entertainment, the PRCA Rodeo, rides, exhibits, food, flowers and animals are mainstays of the 17-day event in September.

Visit thefair.com for more detailing and event photos.

### **Marketing Plan:**

## Exhibit A

<b>Give a detailed description of this event's marketing plan and how Pierce Transit will be featured in this plan.</b>	
<p>We utilize a combination of all traditional media's – TV, radio, outdoor, newspaper, online banner and direct mail. Pierce Transit would be featured in the majority of the mediums listed above, in addition to having a very strong presence on our website and mobile app - story, picture / logo, schedule and link to the Pierce Transit website on website. Additionally, this would be a hot conversation for our Facebook and Twitter feeds.</p> <p> </p> <p> </p> <p> </p> <p> </p>	
<b>Route or Service Requested:</b>	
<p>Ideally, we would like to see service from Tacoma Mall, TCC, Lakewood Towne Center and South Hill Mall.</p> <p> </p> <p> </p> <p> </p>	
<b>FEDERAL CRITERIA</b>	
?	<p><b>I believe this event meets federal guidelines for exception because of one or more of the following (please check all that apply):</b></p> <p><input type="checkbox"/> Tax Exempt (Federal Tax Identification _____), and at least one of the following apply:</p> <p style="margin-left: 20px;"> <input checked="" type="checkbox"/> A significant number of disabled persons will be passengers on the trip  <input type="checkbox"/> The sponsoring organization is a qualified social service agency  <input type="checkbox"/> The sponsoring organization is eligible to receive directly or indirectly from a state or local government body public welfare assistance funds for purposes that may require transportation.         </p> <p><input checked="" type="checkbox"/> This is a special event where private operators are not capable of providing the service.</p> <p style="margin-left: 20px;">If checked, please explain: _____</p> <p>_____</p> <p>_____</p>
<p><b>Transit agencies may petition the Federal Transit Administration for an exception to the charter service regulations in limited circumstances. Check if applicable:</b></p> <p><input checked="" type="checkbox"/> Events of regional or national significance;</p> <p><input type="checkbox"/> Hardship (only for non-urbanized areas under 50,000 in population or small urbanized areas under 200,000 in population; or</p> <p><input type="checkbox"/> Unique and time sensitive events (e.g., funerals of local, regional, or national significance) that are in the interest of the public.</p>	

## Exhibit A

The following are further determinations for establishing the compatibility of the event with Pierce Transit's strategic focus and goals. Please check all the apply:

A fare must be charged for this route. The fare will be either:

☐ Reimbursed by sponsoring agency, or

☒ Passenger paid

Event open to general public:

☒ Yes

☐ No

Applicant agrees to acknowledge Pierce Transit as a partner in the following ways:

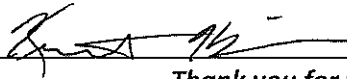
☒ PT logo will appear on promotional media subject to PT approval.

☒ Event service will be publicized with event promotions

The space below is for any additional information you may want to include in your applications:

We have had a solid track record with heavy community support and ridership in excess of 100,000 people enjoying Pierce Transit service to the Fair for many years in the past. The loss of this service has been a hardship on the community, with the inability of many to be able to attend the Fair and the addition of many more private vehicles on the roads, complicating traffic congestion during the state's largest event. Additionally, a number of our loyal and long-term employees have been forced to quit their jobs, due to the lack of transportation during fairtime. On average, fairtime employment reaches 7,500 people.

Signed by:



Title:

CEO

*Thank you for your interest – Please allow 3 weeks for the review process*

**PT Use Only:**

☐ No private charter service is "willing or able" to provide service to this event.

☐ This event route coincides with fixed route service.

☐ The service by a willing and able operator(s) creates a hardship on the customer in a non-urbanized area.

☐ An agreement has been reached with all willing and able private operators for this event to be provided directly to the customer (to

## Exhibit A

be confirmed by PT).

**FINAL DETERMINATION:****Reviewed by:**

## FACT SHEET

TITLE: Approval to End Custom Bus Demonstration Project

DIVISION: Business Development Office  
ORIGINATOR: Van Sawin, Business Development Officer

PRECEDING ACTION: FS No. 13 012, authorizing Custom Bus Route 485 and Express Route 475 as a demonstration project, effective December 9, 2013.

COORDINATING DEPARTMENT: Executive

APPROVED FOR SUBMITTAL:

\_\_\_\_\_  
Chief Financial Officer

APPROVED FOR AGENDA:

\_\_\_\_\_  
Chief Executive Officer

\_\_\_\_\_  
General Counsel

ATTACHMENTS:

Exhibit A, Proposed Resolution (Option 1)  
Exhibit B, Demonstration Review History  
Exhibit C, Proposed Resolution to Alter and Extend (Option 2)  
Exhibit D, Proposed Resolution to Extend (Option 3)

---

### BUDGET INFORMATION

2014 Budget Amount	Required Expenditure	Impact
\$429,840 ( 2,985 Service Hours)	\$189,623 (1,317 Service Hours)	\$240,217 (1,668 Service Hours)

Explanation: The 2014 Budget Amount represents 2,985 service hours for the Custom Bus demonstration project and possible service in 2014. The demonstration will utilize 1,317 service hours that were approved with the 2014 service hour allocation. Should we end the service June 7, there will be a savings of \$240,217 remaining in the 2014 Budget.

---

**BACKGROUND:** The Custom Bus Demonstration project was established in response to the Board of Commissioners' request for innovative service solutions tailored to community needs. Custom Bus Demonstration service is a rapid-response pilot project initiated by the Business Development Office (BDO). In March, 2013, Pierce Transit was contacted by the Economic Development Board of Tacoma-Pierce County to assist in the potential relocation of Western Institutional Review Board (WIRB) to Puyallup. Staff then began discussions with WIRB regarding transportation alternatives for the 230-employee company, as WIRB employees would be travelling 50-100 additional round-trip miles to their new worksite at Puyallup's Benaroya Business Park. Custom Bus Demonstration Route 485 and Express Route 475 were developed as an innovative solution to meet this need.

FACT SHEET  
PAGE 2

Pierce Transit's Board of Commissioners authorized Custom Bus Demonstration Routes 475 and 485 on November 18, 2013. Service began on December 9, 2013 and will operate as a demonstration through June 7, 2014. The demonstration service represents 1,518 service hours for the six-month demonstration period, costing approximately \$219,115.

The express, limited-stop service operates as a route from Olympia to Puyallup. To avoid a long "deadhead" trip to Olympia, the demonstration is also testing an express route trip from the new University Place Town Center Park & Ride to Olympia. Both services are designed to gauge market demand and test farebox recovery.

<b>Route</b>	<b>One Way Fare</b>	<b>Discounted Fare</b>	<b>Monthly Pass</b>
485 - PT Express Olympia to Puyallup	\$4.50	\$2.25	\$162
475 - PT Express UP Town Center to Olympia	\$3.00	\$1.50	\$108

To form ridership on Route 485, staff engaged with WIRB employees and worked directly with 80+ employees who expressed interest in utilizing the Custom Bus service from Olympia to Puyallup. Since WIRB employees were receiving transportation reimbursement from their employer, the goal was to have the WIRB employees utilizing the service purchase a monthly ORCA pass, which were provided to potential riders compliments of Pierce Transit. With 35 committed monthly pass riders per bus, it was estimated that the Route 485 service would attain a 61% cost recovery. At the February Service Change, staff improved efficiency by blocking deadhead into revenue service hours to aid in increasing cost recovery beyond the estimated 61%.

Extensive marketing efforts and outreach took place prior to and during the service. We employed a variety of media and communication methods including: robocalls, Wifi on the buses, complimentary fares in December. A detailed list of our efforts can be found in the Demonstration Review Custom Bus paper, attached hereto as Exhibit B.

For Route 475, it was known that the same rate of recovery would be more difficult to reach in the University Place to Olympia segment of the demonstration. For this portion of the service, the demonstration aimed at testing the market from the University Place Town Center parking, which did not have an express route serving the facility at the time. This service also began to provide a mechanism for Pierce Transit to provide at least a minimal service to Olympia and Thurston County, a service Intercity Transit has asked the Agency to again provide.

The demonstration period ends June 7, 2014. To have up-to-date route and schedule information for Pierce Transit's June-September issue of *The Bus Stops Here* schedule book and rider information, a decision about the future of the Custom Bus demonstration service must be made at this time in order to meet the June 8, 2014 service change deadlines.

The Route 485 demonstration goal is to achieve at least a 60% farebox recovery. Current ridership data indicates a downward trend. Farebox recovery for January, 2014 was 29%. Riders utilizing these routes began purchasing their fare media January 2, 2014. Ridership and farebox recovery goals are not being met. When potential riders were asked why they were not using this service, cost was given as the number one reason.

FACT SHEET  
PAGE 3

Express Route 475 service performance is evaluated on the number of passengers per trip and compared to established passengers per trip service standards. Current performance standards for a Regional Express Route in operation would require 25-30 passengers per trip for a satisfactory route, an unsatisfactory route would have less than 20 passengers per trip. Route 475 is averaging 1-2 passengers per trip. While ridership standards are not being met, it is very gradually increasing.

**ALTERNATIVES:**

1. Extend the demonstration period and alter service.
2. Extend the demonstration project with no change to service.

**RECOMMENDATION:** Approve Resolution No. 14-013, authorizing the Chief Executive Officer to end Custom Bus Route 485 and Express Route 475 as a demonstration project, effective June 7, 2013.



## RESOLUTION NO. 14-013 (Option 1)

### A RESOLUTION of the Board of Commissioners of Pierce Transit Authorizing Approval to End the Custom Bus Demonstration Project

WHEREAS, In March of 2013, Pierce Transit was contacted by the Economic Development Board of Tacoma-Pierce County to assist in potential relocation of Western Institute Review Board (WIRB); and

WHEREAS, In April WIRB initiated plans to re-locate their offices and 230 employees from the Thurston County region to Puyallup at the Benaroya Business Park; and

WHEREAS, at a work session on July 1, 2013 staff presented to the Board of Commissioners the concept of a "Custom Bus" as a six month demonstration project that would assist in transporting WIRB employees and any other customer from Thurston County to Puyallup; and

WHEREAS, on July 8, 2013 the Board of Commissioners adopted Pierce Transit's Strategic Direction which includes a focus on offering innovative, tailored community solutions; and

WHEREAS, Pierce Transit met with WIRB over the course of several months to design a Custom Bus demonstration project, Express Route 485 from Olympia to Benaroya Business Park in Puyallup that will provide limited stop service and will assist WIRB employees in transitioning to the new location; and

WHEREAS, to provide the most efficient service possible, staff also designed the proposed demonstration project, Express Route 475, University Place to Olympia, in order to better serve Pierce County residents' transportation needs to Olympia and to reduce the amount of deadhead service on the project; and

WHEREAS, Express Route 475 has a six month demonstration fare of \$3.00 and Express Route 485 has a six month demonstration fare of \$4.50; and

WHEREAS, Board of Commissioners authorized Chief Executive Officer to implement Custom Bus Route 485 and Express Route 475 as a six-month demonstration project on November 18, 2013.

WHEREAS, Express Route 475 and Express Route 485 began demonstration service on December 9, 2013 and will end on June 7, 2014; and

WHEREAS, the Custom Bus Route 485 demonstration project was estimated to recover 60% of the cost to operate and it only recovered 29%; and

WHEREAS, the Custom Bus Route 485 performance goal was a sale of at least 35 monthly passes sold per month/per trip and only 12 were sold in February, 2014 for both trips; and

1 WHEREAS, Express Route 475 was evaluated on the number of passengers per trip and compared to  
2 established passengers per trip service standards; and

3 WHEREAS, Pierce Transit staff monitored the performance and determined that the Route 475  
4 University Place to Olympia and Route 485 Puyallup to Olympia Demonstration services are not meeting the  
5 proposed goals and standards for the demonstration services.

6 NOW, THEREFORE, BE IT RESOLVED by the Board of Commissioners of Pierce Transit as follows:

7 Section 1. The Board of Commissioners authorizes the Chief Executive Officer to end the Custom Bus  
8 Demonstration project on June 7, 2014.

9 ADOPTED by the Board of Commissioners of Pierce Transit at their regular meeting thereof held on  
10 the 10th day of March, 2014.

11  
12  
ATTEST:

---

Rick Talbert, Chair  
Board of Commissioners

---

Deanne Jacobson, CMC  
Clerk of the Board

# *Demonstration Review Custom Bus*

An assessment of Demonstration Routes 475 & 485



# Contents

Background.....	2
Outreach.....	3
Marketing.....	3
Outreach to Employers.....	4
Communications with WIRB.....	4
Customer Feedback.....	4
Performance.....	5
Route 485.....	5
Route 475.....	5
Issues .....	7
Alternatives.....	7
Recommendation .....	<i>Error! Bookmark not defined.</i>

# Background

---

The Custom Bus Demonstration project was established in response to the Board of Commissioners' request for innovative service solutions tailored to community needs. Custom Bus Demonstration service is a rapid-response pilot project initiated by the Business Development Office (BDO). In March, 2013, Pierce Transit was contacted by the Economic Development Board of Tacoma-Pierce County to assist in the potential relocation of Western Institutional Review Board (WIRB) to Puyallup. Staff then began discussions with WIRB regarding transportation alternatives for the 230-employee company, as WIRB employees would be travelling 50-100 additional round-trip miles to their new worksite at Puyallup's Benaroya Business Park. Custom Bus Demonstration was developed as an innovative solution to meet this need.

Pierce Transit's Board of Commissioners authorized Custom Bus Demonstration Routes 475 & 485 on November 18, 2013. Service began on December 9, 2013 and was to operate as a demonstration through June 7, 2014. The demonstration service represents 1,518 service hours for the six-month demonstration period, costing approximately \$219,115.

The express, limited-stop service operates as a route from Olympia to Puyallup. To avoid a long "deadhead", with no fare paying passengers, trip to Olympia, the demonstration tested an express route trip from the new University Place Town Center Park & Ride to Olympia. Both services are designed to gauge market demand and test farebox recovery.

<b>Route</b>	<b>One Way Fare</b>	<b>Discounted Fare</b>	<b>Monthly Pass</b>
485 - PT Express Olympia to Puyallup	\$4.50	\$2.25	\$162
475 - PT Express UP Town Center to Olympia	\$3.00	\$1.50	\$108

To build ridership on Route 485, staff engaged with WIRB employees and worked directly with 80+ employees who expressed interest in utilizing the Custom Bus service from Olympia to Puyallup. Since WIRB employees were receiving transportation reimbursement from their employer, the goal was to have the WIRB riders purchase a monthly ORCA pass. With 35 committed monthly pass riders per bus, it was estimated that the Route 485 service would attain a 61% cost recovery. At the February Service Change, staff improved efficiency by blocking deadhead into revenue service hours to aid in increasing cost recovery beyond the proposed 61%.

For Route 475, the same rate of recovery would be more difficult to reach in the University Place to Olympia segment of the demonstration. For this portion of the service, the demonstration aimed at testing the market from the University Place Town Center parking, which did not have an express route serving the facility at the time. This service also began to provide a mechanism for Pierce Transit to provide at least a minimal service to Olympia and Thurston County, a service Intercity Transit has asked the Agency to again provide.

# Outreach

## Marketing

Marketing efforts for Routes 475 and 485 include the following:

### 1. Wi-Fi Bus Wrap

Pierce Transit's Marketing Team designed and wrapped three 8000 series buses specifically for Custom Bus demonstration service.

### 2. December 2013 Complimentary Fare

As an added enticement to try the new service, fares for Routes 475 and 485 were free to all riders during the month of December 2013. Beginning January 2, 2014, customers began paying with cash or an ORCA card.

### 3. Robo-calls to University Place residents

Commissioner Kent Keel lent his voice for a recorded message to registered voters prior to Route 475 service kick-off. This message reached approximately 7,950 University Place (UP) residents.

### 4. Brochures

8,000 brochures were printed and distributed on board Pierce Transit buses, SHUTTLE vans, and throughout the PT service area.

### 5. Mailers to Residents Near Route 475

17,255 households in University Place, Lakewood, and Olympia received a mailer highlighting Route 475 as a new service.

### 6. Posters

A coach poster was displayed on board every Pierce Transit bus and SHUTTLE van. A poster was also displayed in an advertising shelter in University Place.

### 7. Transit Advertising

Six king size exterior transit advertisements were placed on board Pierce Transit buses used on Routes 475 and 485, travelling along the corridor and in our service area.

### 8. Press Release

A press release announcing the launch of Express Custom Bus demonstration service was sent to media outlets on December 9, 2013.

### 9. Website Promotion

Pierce Transit's website promoted these routes prior to the launch date. After service began, the website also included the routes in the regular route pages, and through the regional trip planner.

### 10. UP TV

The City of University Place provided advertising space to promote the Route 475 on UPTV.



## 11. Media Event

Commissioner Keel, Pierce Transit Staff and the uniquely wrapped Custom Bus met media partners at UP Town Center on December 9. Commissioner Keel spoke at the event. Pierce County Television (PCTV) featured Commissioner Keel, the Custom Bus, and UP town Center in a feature story on Custom Bus service.

## 12. February 2014 Service Change Rider Information

February 16, 2014 service change literature featured these two routes prominently in The Bus Stops Here Schedule book (130,000 copies printed): front cover of book, pull-out panel of the back cover, include in the What's New article, and included in the route pages. Also, 8,000 Service Change Rider Alert brochures included descriptions of the Routes 475 and 485, have been distributed system-wide.

## Outreach to Employers

Pierce Transit Employer Services staff reviewed employer data in search of specific employers whose employees could benefit from the new service offered via Routes 475 and 485 and reached out to their Employee Transportation Coordinator (ETC) contacts to find potential new markets for both routes. Based on data, specific outreach efforts were aimed at informing Washington State (Olympia), Group Health (Puyallup), and Parametrix (Puyallup) Employer Transportation Coordinators (ETC).

## Communications with WIRB

Staff regularly communicates with potential and current Route 485 riders from WIRB. Communications efforts include:

- Monthly information meetings with potential Route 485 customers at WIRB offices. (August – December 2013)
- Monthly and bi-weekly informational email communications to past and present Route 485 customers. (August 2013 – Present)
- Employer Services worked, educated, and signed an agreement for Emergency Ride Home (ERH) services. (December 2013)
- Greeted inaugural customers at each Transit Center offering newspapers and donuts in celebration and thanks for the first day of Custom Bus service. (December 9, 2013)
- ORCA cards and education materials distributed to 45 WIRB employees onsite at WIRB's new Puyallup office. (December 18, 2013)

# Customer Feedback

---

A survey to gather Route 485 customer feedback was conducted in February 2014. The survey was sent to 148 Route 485 contacts and received 39 responses (26%) in return.

The following conclusions are drawn:

1. In general, Route 485 riders are satisfied with their experience. The average satisfaction rating was 7.5 out of 10.
2. Convenience is the aspect current customers like most about riding Route 485 service.
3. Cost is the reason one-time potential customers chose not to ride Route 485.
4. Lowering the cost to ride and adding a stop in West Olympia are the most suggested improvements to Route 485.

# Performance

## Route 485

### Cost Recovery

The main performance objective of Custom Bus was to achieve a higher than normal farebox recovery. The target cost recovery for Custom Bus was set at a recovery goal of 60%. This is above the system average recovery rate of 16%. The goal was to have the WIRB employees utilize the service by purchasing a monthly full-fare pass. With 35 committed monthly pass riders per bus, it was estimated that the Route 485 service would reach the 60% recovery rate. January 2014 is the first month of pass sales and fare collections for the demonstration service. For the month of January, Custom Bus farebox recovery was 29.9%.

### Route Performance

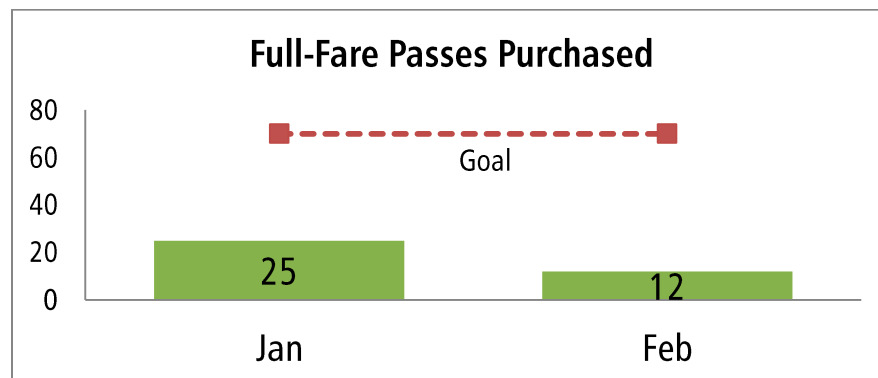
The Custom Bus would also be considered effective by meeting or exceeding performance in all three main service performance standards:

- Number of monthly passes sold
- Actual fare collections
- Number of passengers per trip

Custom Bus Route 485	Demonstration Goals		
	Monthly Full Fare Pass Sales	Passengers per Trip	Monthly Fare Collection
December 2013	0	35	\$0
January - May 2014	70	35	\$11,340

### Monthly Full-Fare Passes Sold

To reach the 60% farebox recovery rate, the goal was to sell 70 full-fare passes per month.



### Fare Collections

With a target monthly goal of selling 70 monthly full-fare passes at \$162 each, the target for this demonstration was estimated to collect \$11,340 in revenue each month. Cash sales are an estimate only, determined by the number of cash boarding that occurred.

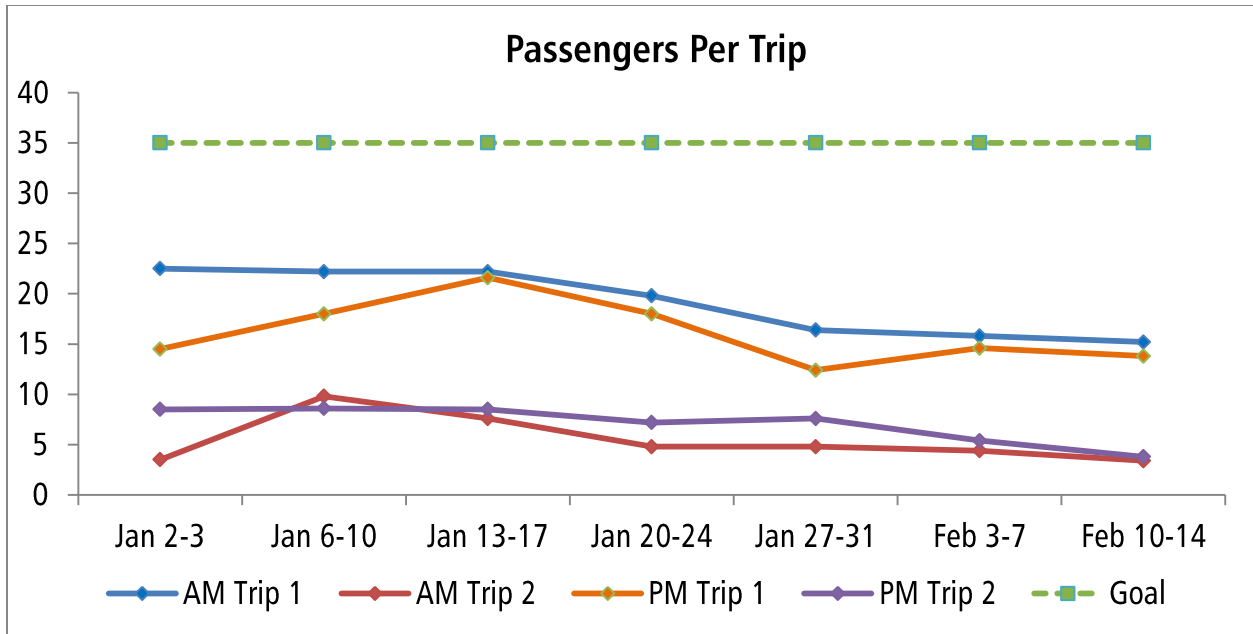
For the month of January, revenue collected was \$5,517 which is 49% of the target goal. The revenue collected is a combination of full-fare passes, e-purse and cash. Estimated February 2014 ORCA data is not available until March 15, 2014, actual revenue has a two month time lag.

### Passengers per Trip

The demonstration goal was to achieve 35 passengers per trip. (Example: One bus operating from Olympia to Puyallup in the AM equals one trip).

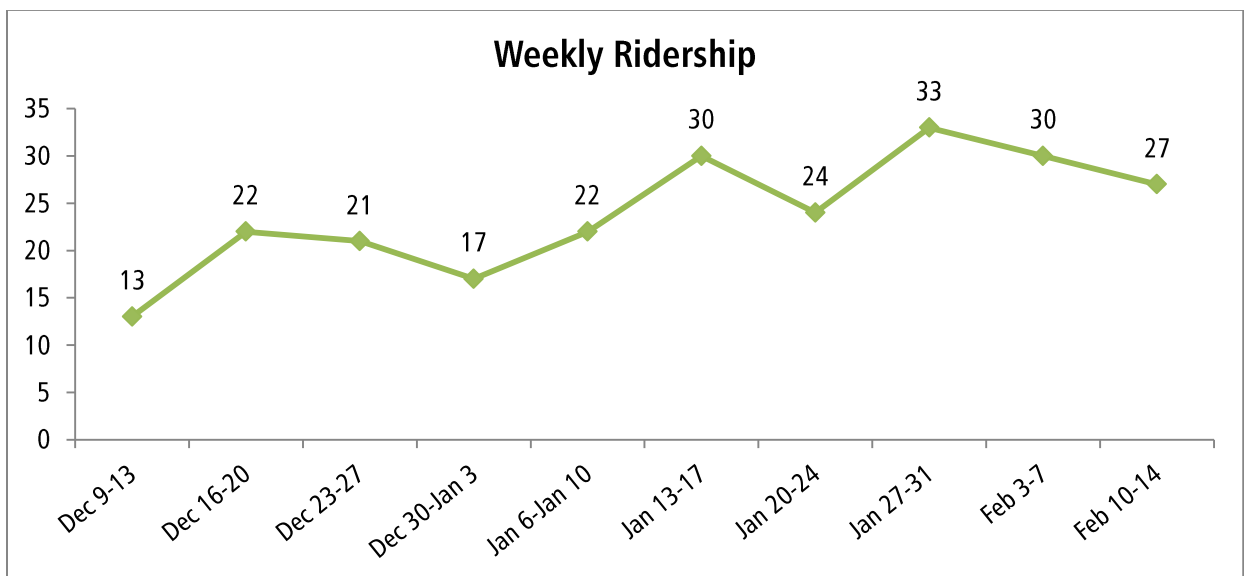
To date, the average number of passengers in the morning and afternoon are well below the target goal.





### Route 475

Express Route 475 service performance is evaluated on the number of passengers per trip and compared to established passengers per trip service standards. With a new service, operating at less than optimal times early in the morning, we expected this service to be a lower performing route. Current performance standards for a Regional Express Route that has been in operation would require 25-30 passengers per trip for a satisfactory route, an unsatisfactory route would have less than 20 passengers per trip. Note that the information on the graph that follows is a weekly ridership summary. This route is underperforming in its current configuration.



# Issues

Issue	Mitigation	Risk
1. Ridership is steadily decreasing.	Change the schedule Increase marketing efforts	Associated costs No guaranteed improvement
2. Cost recovery goal not being reached.	Raise fares	Ridership drops
3. Monthly passes are not being purchased.	Agency policy prescribing Custom Bus only operates with employer business account agreement funds.	Current demonstration would end unless WIRB were to commit to a future partnership account agreement.

# Alternatives

The demonstration period ends June 7, 2014. To have up-to-date route and schedule information for Pierce Transit's June-September issue of The Bus Stops Here, a decision about the future of the Custom Bus demonstration must be made at the March 10, 2014 Board of Commissioners Meeting.

Alternative	Implication
1. Extend the demonstration period and alter service	
a. Reduce demonstration to one round trip both routes	Ridership will likely decrease as convenience is reduced. Route continues to serve major employment site.
b. Remove Route 475 UP to Olympia trips and deadhead Route 485 to/from Olympia/Puyallup	Recovery rate for service is reduced. Route continues to serve major employment site.
c. Reduce fare to encourage ridership on both routes	Recovery rate for service reduced. Ridership may stabilize. Route continues to serve major employment site.
d. Honor the STAR Pass for Route 475	STAR Pass negotiations will likely be lengthy and not realize PT recovery rate. Will likely provide opportunities for better partnerships with Intercity Transit and services between Pierce & Thurston Counties.

2. End operation in June.	Lost benefit of a potentially innovative solution that can provide economic benefit to businesses and communities.
3. Extend Custom Bus.	Maintaining a modified Custom Bus option provides mechanism to provide tailored, innovative services to major employers. Downward trend in fare recovery and ridership unlikely to improve.

## RESOLUTION NO. 14-013 (Option 2)

### A RESOLUTION of the Board of Commissioners of Pierce Transit Authorizing Approval to Alter and Extend the Custom Bus Demonstration Project

WHEREAS, In March of 2013, Pierce Transit was contacted by the Economic Development Board of Tacoma-Pierce County to assist in potential relocation of Western Institute Review Board (WIRB); and

WHEREAS, In April WIRB initiated plans to re-locate their offices and 230 employees from the Thurston County region to Puyallup at the Benaroya Business Park; and

WHEREAS, at a work session on July 1, 2013 staff presented to the Board of Commissioners the concept of a "Custom Bus" as a six month demonstration project that would assist in transporting WIRB employees and any other customer from Thurston County to Puyallup; and

WHEREAS, on July 8, 2013 the Board of Commissioners adopted Pierce Transit's Strategic Direction which includes a focus on offering innovative, tailored community solutions; and

WHEREAS, Pierce Transit met with WIRB over the course of several months to design a Custom Bus demonstration project, Express Route 485 from Olympia to Benaroya Business Park in Puyallup that will provide limited stop service and will assist WIRB employees in transitioning to the new location; and

WHEREAS, to provide the most efficient service possible, staff also designed the proposed demonstration project, Express Route 475, University Place to Olympia, in order to better serve Pierce County residents' transportation needs to Olympia and to reduce the amount of deadhead service on the project; and

WHEREAS, Express Route 475 has a six month demonstration fare of \$3.00 and Express Route 485 has a six month demonstration fare of \$4.50; and

WHEREAS, Board of Commissioners authorized Chief Executive Officer to implement Custom Bus Route 485 and Express Route 475 as a six-month demonstration project on November 18, 2013.

WHEREAS, Express Route 475 and Express Route 485 began demonstration service on December 9, 2013 and was expected to end on June 7, 2014; and

WHEREAS, the Custom Bus Route 485 demonstration project was estimated to recover 60% of the cost to operate; and

WHEREAS, the Custom Bus Route 485 performance goal was a sale of at least 35 monthly passes sold per month/per trip; and

WHEREAS, Express Route 475 was evaluated on the number of passengers per trip and compared to established passengers per trip service standards; and

1 WHEREAS, Pierce Transit staff monitored the performance and determined that the Route 475  
2 University Place to Olympia and Route 485 Puyallup to Olympia Demonstration services are not currently  
3 meeting the proposed goals and standards for the demonstration services; and

4 WHEREAS, Elimination of one 485 trip in the morning and afternoon and eliminate the entire 475  
5 route, will revise remaining service to achieve the highest farebox recovery; and

6 WHEREAS, Pierce Transit staff seek an additional few months to continue to monitor, market and  
7 provide community outreach to potential riders and employers in order to increase farebox recovery and  
8 gather more information to make future recommendations on this service and these types of services.

9 NOW, THEREFORE, BE IT RESOLVED by the Board of Commissioners of Pierce Transit as follows:

10 Section 1. The Board of Commissioners authorizes the Chief Executive Officer to alter the Custom Bus  
11 Demonstration project by reducing the 485 service and eliminating the 475 service, and extending the service  
12 through September 27, 2014.

13 ADOPTED by the Board of Commissioners of Pierce Transit at their regular meeting thereof held on the  
14 10th day of March, 2014.

15  
16  
ATTEST:

---

Rick Talbert, Chair  
Board of Commissioners

---

Deanne Jacobson, CMC  
Clerk of the Board

## RESOLUTION NO. 14-013 (Option 3)

A RESOLUTION of the Board of Commissioners of Pierce Transit  
Authorizing Approval to Extend the Custom Bus Demonstration Project

WHEREAS, In March of 2013, Pierce Transit was contacted by the Economic Development Board of Tacoma-Pierce County to assist in potential relocation of Western Institute Review Board (WIRB); and

WHEREAS, In April of 2013, WIRB initiated plans to re-locate their offices and 230 employees from the Thurston County region to Puyallup at the Benaroya Business Park; and

WHEREAS, at a work session on July 1, 2013, staff presented to the Board of Commissioners the concept of a "Custom Bus" as a six month demonstration project that would assist in transporting WIRB employees and any other customer from Thurston County to Puyallup; and

WHEREAS, on July 8, 2013 the Board of Commissioners adopted Pierce Transit's Strategic Direction which includes a focus on offering innovative, tailored community solutions; and

WHEREAS, Pierce Transit met with WIRB over the course of several months to design a Custom Bus demonstration project, Express Route 485 from Olympia to Benaroya Business Park in Puyallup that will provide limited stop service and will assist WIRB employees in transitioning to the new location; and

WHEREAS, to provide the most efficient service possible, staff also designed the proposed demonstration project, Express Route 475, University Place to Olympia, in order to better serve Pierce County residents' transportation needs to Olympia and to reduce the amount of deadhead service on the project; and

WHEREAS, Express Route 475 has a six month demonstration fare of \$3.00 and Express Route 485 has a six month demonstration fare of \$4.50; and

WHEREAS, Board of Commissioners authorized Chief Executive Officer to implement Custom Bus Route 485 and Express Route 475 as a six-month demonstration project on November 18, 2013.

WHEREAS, Express Route 475 and Express Route 485 began demonstration service on December 9, 2013 and will end on June 7, 2014; and

WHEREAS, the Custom Bus Route 485 demonstration project was estimated to recover 60% of the cost to operate; and

WHEREAS, the Custom Bus Route 485 performance goal was a sale of at least 35 monthly passes sold per month/per trip; and

1 WHEREAS, Express Route 475 was evaluated on the number of passengers per trip and compared to  
2 established passengers per trip service standards; and

3 WHEREAS, Pierce Transit staff monitored the performance and determined that the Route 475  
4 University Place to Olympia and Route 485 Puyallup to Olympia Demonstration services are not currently  
5 meeting the proposed goals and standards for the demonstration services; and

6 WHEREAS, Pierce Transit staff will continue to monitor, market and provide community outreach to  
7 potential riders and employers in order to increase farebox recovery and gather more information to make  
8 future decisions on these types of services.

9 NOW, THEREFORE, BE IT RESOLVED by the Board of Commissioners of Pierce Transit as follows:

10 Section 1. The Board of Commissioners authorizes the Chief Executive Officer to extend the Custom  
11 Bus Demonstration project through September 27, 2014.

12 ADOPTED by the Board of Commissioners of Pierce Transit at their regular meeting thereof held on the  
13 10th day of March, 2014.  
14

ATTEST:

---

Rick Talbert, Chair  
Board of Commissioners

---

Deanne Jacobson, CMC  
Clerk of the Board

## FACT SHEET

TITLE: Authorizing Establishment of Fares for Routes 475 & 485      DIVISION: Business Development Office

ORIGINATOR: Van Sawin, Business Development Officer

PRECEDING ACTION(S): Approval of Resolution 13-031 Authorizing to Amend Pierce Transit Code Section 3.72.120 Special Rates of Fare.

Approval of Resolution 13-031 Authorizing Approval to Implement Custom Bus Route 485 and Express Route 475 as a Demonstration Project, Effective December 9, 2013.

COORDINATING DEPARTMENT: Executive

APPROVED FOR SUBMITTAL:

\_\_\_\_\_  
Chief Financial Officer

APPROVED FOR AGENDA:

\_\_\_\_\_  
Chief Executive Officer

\_\_\_\_\_  
General Counsel

ATTACHMENTS:

Exhibit A, Proposed Resolution  
Exhibit B, Comments Received

---

### BUDGET INFORMATION

2014 Budget Amount  
N/A

Required Expenditure  
N/A

Impact  
N/A

Explanation: There is no budget impact with this fare revision.

---

**BACKGROUND:** On November 18, 2013 the Pierce Transit Board of Commissioners authorized implementation of Custom Bus Route 485 and Express Route 475 as a Demonstration Project effective December 9, 2013. Additionally, the Board authorized a six-month demonstration fare, per authorization to amend Pierce Transit Code Section 3.82.120, which grants the Chief Executive Officer authority to establish Special Rates of Fare for the purposes of transit promotions, demonstration projects or special events.

The demonstration period ends June 7, 2014. The temporary demonstration fare for the two routes will need to be established as a permanent fare if both routes are to continue after June 7, 2014. Fact Sheet No. 14-016 Approval to end Custom Bus Demonstration Project provides additional information on these demonstration routes and associated recommendations.



The proposed fare structure is as follows:

<b>Route</b>	<b>One Way Fare</b>	<b>Discounted Fare</b>	<b>Monthly Pass</b>
485 - PT Express Olympia to Puyallup	\$4.50	\$2.25	\$162
475 - PT Express UP Town Center to Olympia	\$3.00	\$1.50	\$108

Pierce Transit seeks the Board of Commissioners' authority to establish fares for these routes. Information about this proposed fare revision was advertised via legal notice in the News Tribune on December 26, 2013 and January 6, 2014. The legal notice was also posted on the Pierce Transit web site. Comments were reviewed at the February 10, 2014 Public Hearing. One comment dealt directly with the fares seeking a lower fare ranging from \$60 to \$95 per month.

**ALTERNATIVES:**

1. Do not approve the fare modification and end the service.
2. Modify either the Route 475 from University Place to Olympia or the Route 485 from Puyallup to Olympia fares.

**RECOMMENDATION:** Approve Resolution No. 14-014, establishing fares for Custom Bus Route 485 and Express Route 475.

## RESOLUTION NO. 14-014

### A RESOLUTION of the Board of Commissioners of Pierce Transit Authorizing Establishment of Fares for Routes 475 and 485

WHEREAS, on November 18, 2013 the Pierce Transit Board of Commissioners authorized implementation of Custom Bus Route 485 and Express Route 475 as a Demonstration Project effective December 9, 2013; and

WHEREAS, on November 18, 2013, the Board of Commissioners authorized a six-month demonstration fare, per authorization to amend Pierce Transit Code Section 3.82.120, granting the Chief Executive officer authority to establish Special Rates of Fare; and

WHEREAS, the demonstration period for Route 475 University Place to Olympia and Route 485 Puyallup to Olympia ends June 7, 2014; and

WHEREAS, the fares for the two routes need to be established as a permanent fare if both routes are to continue after June 7, 2014; and

NOW THEREFORE, BE IT RESOLVED by the Board of Commissioners of Pierce Transit as follows:

Section 1. The Board of Commissioners hereby authorizes Establishment of Fares for Routes 475 and 485, effective June 1, 2014 as follows:

Route	One Way Fare	Discounted Fare	Monthly Pass
485 - PT Express Olympia to Puyallup	\$4.50	\$2.25	\$162
475 - PT Express UP Town Center to Olympia	\$3.00	\$1.50	\$108

ADOPTED by the Board of Commissioners of Pierce Transit at their regular meeting thereof held on the 10th day of March, 2014.

PIERCE TRANSIT

---

Rick Talbert, Chair  
Board of Commissioners

ATTEST/AUTHENTICATED

---

Deanne Jacobson  
Clerk of the Board



The following comments were submitted regarding Public Hearing Proposed Demonstration Route Addition Effective June 8, 2014. Comments were received prior to the February 10, 2014 Public Hearing.

- I would like to share why I am not taking the bus, it's due to the high price of \$162/month. Fortunately we have other less expensive options available, e.g. van pools and carpools ranging from \$60/month to \$95/month. If the bus could be considerably lower (\$80/month), I would have no problem taking the bus.*  
-Tiffany Gesche
- I really hope the custom bus will remain at least one route if not both. It has been a real asset knowing I do not have to drive in all the traffic and the bus has been great at keeping the time schedule considering traffic backup at times. The bus is a life saver for me because I have vision issues and driving in all that traffic would be very nerve racking. Thank you for all your efforts.*  
-Kathy Jenner
- I would like to ride route 475 from University Place to Olympia 5 days per week. However, the current schedule which leaves the town center at 4:30 and 5:30am is just too early. I believe you would have much greater interest in this route if there was a time that left UP around 6:30am or so. Same thing in the evening, the routes leaving Olympia are very late for the average commuter. The Intercity Transit buses that leave Lakewood to Olympia around 6:30am or so are usually standing room only. Just a suggestion, but like I said there is interest in this route*  
-Tom McMillen

The following comments received are part of ongoing Route 485 survey and customer communication efforts. Comments collected are in response to the request, "Please pass along any comments you have about the service."

- Like I said it just wasn't working for me, plus I felt it was way too expensive for riding mass transit.*
- I love the bus!*
- I feel bad that I have not been able to use the custom bus service as much as I would like. I had hoped to ride 2-3 days each week, but have only ridden 3 times total. It's great to have a bus option, but because of where I live (Carlyon Beach area in Olympia), I do not have easy access to the bus lines. Also, because the bus leaves Olympia at 6:00 and 7:00 am, and I am not an early riser, driving has turned out to be the best option for me (allows me to get more*

[Type text]

*sleep and have a more flexible schedule). Driving myself also cuts 15 minutes off of my commute, each direction.*

- *I'm very happy with the service and I hope that it continues. Should the service stop it would seriously impact my ability to get to and from my job.*
- *I'm very grateful for the service.*
- *The Custom Bus is GREAT, if it would pick up in West Olympia, instead of making me drive all the way to Lacey. No parking for my car in downtown Oly.*
- *I like the service it provides.*
- *I rode the bus in December and January but I am switching to the Vanpool for February because of cost and convenience. So far the vanpool is almost half the cost of the bus. Also, riding the Bus I would end up driving to Hawks Prairie to pick up the bus even though I live in Olympia just because of the added time the other two stops and having to walk to the Olympia transit station. I am sad to say, if I need to stay late a day for some reason I may take the bus home at night, but I don't have plans to continue riding in the future.*
- *It would be nice to have driver consistency, but that isn't super important. I am most worried about this going away.*
- *Really like to use the bus, think it is environmentally a good option and like being comfortable and not driving. However it is cheaper to drive or van pool. I would like to continue to use the bus however I may have to change my options due to price per day comparison. thank you*
- *I am really happy with the overall service. The drivers are all really nice and upbeat. They are also aware of their riders, which is very nice. (Sometimes have a funny quip based on a general conversation.) I think it's good for public transportation drivers to be that aware of their passengers.*
- *I wish I knew how to market the service more, get more people excited about it. The cost may be a large part of why some people just refuse to use it... which is silly because it's so much more expensive to drive yourself...*
- *It is very nice but deemed too expensive for many of my coworkers.*
- *While I appreciate the high-backed seats in the custom bus, I also think that a more standard bus would be more than adequate, and if less costly, could maybe increase the chance of the custom bus route being operationalized.*
- *For myself, the stop at hawks prairie increases time on the road which is a main concern of mine coupled with that my cost in fuel daily to drive is less than the cost of riding the bus. If*

[Type text]

*one of these issues were improved, I'd be more likely to ride consistently and purchase a monthly pass instead of adding to the 'purse' and paying per ride.*

- *Needs to be cheaper*
- *I wish the cost was not so high but understand why.*
- *The service has been great and I have no complaints. I would use the bus regularly but I just don't feel like taking the bus saves me money over driving in, and bussing in limits my work hours and thus overtime pay.*
- *All boils down to the cost!*
- *I think it is hard for some WIRB employees who ride the bus to not think of Route 485 as "our bus". I wonder if this impacts the decision of employees from other nearby companies to ride. I think as bus riders we need to "lose our WIRB identify" when we get on the bus.*
- *It's a great service, but just too expensive. It would nice to get a discount of some type.*
- *Please look into pulling the price down to under \$110, as splitting the cost of gas/maintenance in a carpool of only 2 brings the price down far below what we currently pay for the bus.*
- *The main reason I am not riding it anymore is because the cost is just too high compared to vanpool or carpooling.*

## FACT SHEET

**TITLE:** Authorization of Puyallup Community Connector Demonstration Project Effective June 8, 2014

**DIVISION:** Business Development Office

**ORIGINATOR:** Tina Lee, Service Innovation Administrator

**PRECEDING ACTION:** Executive/Finance Committee meeting on November 21, 2013, at which the EFC recommended the design & public involvement phase for the Puyallup Community Connector Demonstration Project to the Board of Commissioners.

Resolution 13-023, authorizing the Puyallup Demonstration Project Design and Public Outreach.

Public Hearing on Proposed Service Changes Regarding Puyallup Community Connector on February 10, 2014.

**COORDINATING DEPARTMENT:** Executive

**APPROVED FOR SUBMITTAL:**

\_\_\_\_\_  
Chief Financial Officer

**APPROVED FOR AGENDA:**

\_\_\_\_\_  
Chief Executive Officer

\_\_\_\_\_  
General Counsel

**ATTACHMENTS:**

Exhibit A, Proposed Resolution  
Exhibit B, Outreach Brochure  
Exhibit C, Connector Survey  
Exhibit D, Proposed Project Public Feedback Summary

---

### BUDGET INFORMATION

2014 Budget Amount  
\$864,000

Required Expenditure  
\$498,614

Impact  
(\$365,386)

Explanation: Funds in the amount of \$864,000 for the Puyallup Community Connector Demonstration Project have been included in the 2014 Budget. The estimate for one year Puyallup demonstration services is 6,000 service hours or approximately \$864,000. In 2014, it is estimated that the service hours for the demonstration period will be 3,463 hours. The remainder of the service hours will be included in the 2015 service hour allocation to complete the demonstration period.

---

**BACKGROUND:** The Business Development Office (BDO) 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 Community Investment Team (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), Puyallup Senior Center, and local Puyallup residents formed to guide the design of a service concept. The CIT met four times during the months of September 2013 through November 2013. 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 from the public providing access to multiple destinations including shopping, medical, and recreational destinations in the community.

#### Demonstration Summary

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 downtown. Smaller 25-foot cutaway vehicles would be utilized to operate this local connector.

#### Outreach Summary

The Board of Commissioners authorized the design and public outreach for the proposed demonstration project at their December 9, 2013 meeting. Outreach to notify the community and riders of the concept began shortly thereafter. Outreach consisted of:

- Printing and distributing approximately 5,700 rider brochures, available on Pierce Transit buses and distributed in person on Routes 400, 402, 409 and 401
- A project web site at [www.piercetransit.org/Puyallup](http://www.piercetransit.org/Puyallup)
- A web survey to gather public comment
- An on-board rider survey to gather opinions on the proposed demonstration service, which included staff riding Routes 400, 402, 409 and 410 buses on eight days between January 14 to January 28
- Social media messaging about the proposed demonstration
- Two community open house on Thursday, January 16, 2014 at Puyallup City Hall and Saturday, January 25, at South Hill Mall
- Presentation at Senior Housing Assistance Group (SHAG) on January 15, 2014
- Posters with information about open houses displayed at various locations through the Puyallup community
- Public hearing notices published five and twenty days before the February 10, 2014 public hearing

#### Survey Comments

Outreach resulted in 253 comments and surveys returned. The written comments resulted in three themes overall:

1. Affirmative comments about the proposed service or the Agency
2. Comments that describe whether and how the proposed service might be used

### 3. Comments that showcase a want for better, different, or restored fixed route services

Sixty percent of the survey respondents indicated they were regular riders of Pierce Transit, 21% indicated they are an occasional user and 7% ride only for special events. Sixty-nine percent of the respondents indicated they were either extremely likely or very likely to utilize the proposed Puyallup Community Connector demonstration service, 21% indicated they were somewhat likely, and 10% indicated they were not likely to utilize this service.

The overall attitude toward the Proposed Puyallup Community Connector Demonstration Project is positive. Respondents were asked to rate the service on a scale of 1 to 10, with 10 being completely agree. When asked, "the service would meet the needs of the community," the average score was 8.55. When asked, "I would be motivated to try this service," the average was 7.85. When asked, "I would be very likely to use this service," the average response was 7.56. The complete summary of comments is provided as Exhibit C – Proposed Public Demonstration Project Public Feedback Summary.

#### Community Attitudes Survey

Pierce Transit also obtained the services of Northwest Research Group to complete an attitudinal survey to learn how residents feel about the proposed community connector concept. A total of 384 surveys were completed. The survey consisted of a phone survey and an online survey for those who did not have access or want to use a phone line. Overall perceptions about Pierce Transit were mixed with 50% indicating Pierce Transit is doing an excellent or good job, 37% a fair job, and 13% believe Pierce Transit is doing a poor job.

Less than half of the respondents have recent experience with public transportation, 44% indicate recent transit experience, 26% indicate past transit experience and 29% indicate no transit experience. Of those recent transit riders, 70% utilize Sounder Train, 43% Pierce Transit, 41% Sound Transit bus, and 36% Sound Transit LINK Light Rail. Overall residents of Puyallup have generally positive attitudes toward the benefits of public transportation. On a scale of 1-10, 8.56 indicate public transportation plays an important role in providing mobility for those who cannot drive. And 8.43 indicate it is important to have public transportation services available. Just over half of the respondents indicated that they would use public transportation if it was available in their area. Residents were more neutral in regards to their perceptions of whether they would use public transportation or whether it fits with who they are and how they live. When asked if, "I personally would use public transportation if service was available that would get me from my home to places I typically go to," respondents scored 6.00. When asked if other members of my household would use public transportation if it was available, they scored 5.66.

While the likelihood that residents in Puyallup would use public transportation service is moderate, their preferences are for special events and commuting to work or school. Their stated preferred destinations are major destinations in Puyallup, Downtown Seattle, Tacoma Dome Station and Downtown Tacoma. They also indicated that their important service characteristics are availability of service, distance from a stop, safety on and while waiting for a bus, and travel time. Least important to those surveyed were frequency of service and cost of service. The complete Puyallup Connector Survey is provided as Exhibit C – Puyallup Connector Survey.



Demonstration Performance

The proposed demonstration period is for a one year period. Staff will share updates on performance of the demonstration periodically over the next year. Staff will also return to the Board of Commissioners during the first quarter of 2015 with a summary of performance data and information learned through the demonstration period. The Board of Commissioners would be asked to consider a complete Title VI equity analysis and major service change process as part of the discussion on whether to operationalize the demonstration project. The project schedule assumes that staff would present additional information and hold a public hearing at the February 2015 Board meeting.

**ALTERNATIVES:**

1. Direct Puyallup CIT to modify the proposed concept and return to the Board of Commissioners with an updated recommendation.
2. Do not proceed with the Puyallup Community Connector Demonstration Project.

**RECOMMENDATION:** Approve Resolution 14-015, authorizing the implementation of the Puyallup Community Connector Demonstration Project effective June 8, 2014.

## RESOLUTION NO. 14-015

A RESOLUTION of the Board of Commissioners of Pierce Transit Authorizing the Implementation of the Puyallup Community Connector Demonstration Project Effective June 8, 2014

WHEREAS, on July 8, 2013 the Pierce Transit Board of Commissioners adopted its Strategic Direction which directed staff to develop innovative and tailored community solutions; and

WHEREAS, the Puyallup Community Investment Team comprised of local representatives with a vested interest in guiding the design and success of tailored community services has recommended a community connector service for a possible demonstration; and

WHEREAS, on December 9, 2013 the Board of Commissioners authorized the design and public outreach phase for the proposed Puyallup Community Connector Demonstration Project; and

WHEREAS, community outreach for the proposed Puyallup Community Connector Demonstration Project included distribution of 5,700 rider brochures, a project web site with a web survey, an on-board bus rider survey, two community open houses, posters in the community advertising the open house and a public hearing, and legal notices published five and twenty days before the public hearing; and

WHEREAS, input from the public involvement process and outreach has been favorable with 253 comments and surveys returned;

NOW THEREFORE, BE IT RESOLVED by the Board of Commissioners of Pierce Transit as follows:

Section 1. The Board of Commissioners authorizes the implementation of the Puyallup Community Connector Demonstration Project effective June 8, 2014.

ADOPTED by the Board of Commissioners of Pierce Transit at their regular meeting thereof held on the 10th day of March, 2014.

PIERCE TRANSIT

---

Rick Talbert, Chair  
Board of Commissioners

ATTEST/AUTHENTICATED

---

Deanne Jacobson  
Clerk of the Board

## Community Connector

We Want Your Feedback  
On This Proposal



**Take A Survey** Exhibit B  
Custom tailored service  
for your community



We want to hear what the community thinks about the proposed Puyallup Community Connector. Staff will be available at two open houses in January to answer questions. Join us and voice your opinion.

## OPEN HOUSES

**January 16, 2014**

**4:00pm – 6:30pm**

Puyallup City Hall

333 S Meridian, Puyallup

5th Floor

Served by Route 402

**January 25, 2014**

**10:00am – 12:30pm**

South Hill Mall

Community Room

3500 South Meridian, Puyallup

Access from mall

concourse near Sears

Served by Route 402 & 410

## PUBLIC HEARING

Testify at the  
Public Hearing

**February 10, 2014 at 4pm**

**Pierce Transit  
Training Center**

3720 96th Street SW, Lakewood  
Served by Routes 48 & 300

Registered SHUTTLE customers may obtain specialized transportation to and from the hearing by calling SHUTTLE at 253-581-8000, option 2, from one to five days in advance of the hearing. An interpreter for the hearing impaired will be provided upon request with a minimum notice of two weeks.

For your convenience, we've also created a short survey online at [piercettransit.org](http://piercettransit.org). Help guide us in providing these innovative services!

**Let Us Have Your Input by February 3, 2014**

Contact Tina Lee 253.589-6887 [tlee@piercettransit.org](mailto:tlee@piercettransit.org)

**Translation service is available in more than 200 languages. These are the most requested:**

Hable al 253.581.8000. Habrá un representante y servicio de traducción en español disponible para atenderlo.

Заказать услуги представителя с переводом на русский язык можно по телефону 253-581-8000.

한국어 번역 서비스를 제공하는 상담원과 통화하시려면 253-581-8000 으로 전화하십시오.

អានទំនាក់ទំនងភ្នាក់ងារសេវាបកប្រែភាសាខ្មែរ (កម្ពុជា) ដោយហៅតាមរយៈ លេខទូរស័ព្ទ ២៥៣-៥៨១-៨០០០ ។

**253.581.8000**

**800.562.8109**

**TTY Relay: 711**

**[piercettransit.org](http://piercettransit.org)**



Take a short survey! Visit [piercettransit.org](http://piercettransit.org)

**We Need Your Input**  
Custom tailored service for your community



## INNOVATIVE Puyallup SOLUTIONS

Attend an open  
house, public  
hearing or visit us  
online.





# PROPOSAL

## Exhibit B

### Community Connector - Small Vehicle

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

The proposed Puyallup Community Connector is the result of a committed Community Investment Team who, in partnership with Pierce Transit, developed a route concept focused on improving fixed route service within the Puyallup community.

#### 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

#### Puyallup Community Connector Demonstration

June 8, 2014 – June 6, 2015

Day	Frequency	Hours of Service
Monday - Sunday	30 minute	10am - 6pm

#### Seasonal Service Hours

June 8, 2014 – September 27, 2014

Day	Frequency	Hours of Service
Monday	30 minute	10am - 6pm
Tuesday	30 minute	10am - 6pm
Wednesday	30 minute	10am - 6pm
Thursday	30 minute	10am - 9pm
Friday	30 minute	10am - 6pm
Saturday	30 minute	9am - 6pm
Sunday	30 minute	10am - 6pm

The proposed fares for the demonstration project are the same as Pierce Transit local fares: \$2.00 Adult fare or 75¢ discounted and Youth fare. Passengers can also take advantage of PT's Weekend All Day Pass.

The proposed demonstration provides tailored local service and connections:

**Community needs.** This new route will connect riders to key Puyallup community destinations including medical, shopping, and recreation.

**Seasonal activities.** The summertime service schedule is designed to best serve important community events like Concerts at Pioneer Park, Saturday Farmer's Markets, and other activities in Downtown Puyallup.

**Integration with existing transit system.** This demonstration route will connect with existing Routes 400, 402, 409, 410, 495 and the new Route 503 Fife-Puyallup Sounder Station. Riders will be able to transfer between routes taking advantage of this integrated system.



Puyallup Community Connector

PT Route 400 PT Route 409 PT Route 495

PT Route 402 PT Route 410 PT Route 503

Take a short survey. Visit [piercetransit.org](http://piercetransit.org)



**NORTHWEST**  
RESEARCH GROUP

# Pierce Transit

Puyallup Connector Survey

February, 2014

Exhibit C



# OVERVIEW

# Background & Objectives

To address the specific needs of local communities, Pierce Transit is moving toward increased investment in tailored solutions for communities, and innovative, rapid-design processes that move developing markets toward higher-efficiency performance.

To that end, a Community Circulator/Connector was designed for the City of Puyallup. Research was completed in September 2013 to assess how residents feel about the Community Connector. Additionally, the research was used to gather general attitudes toward public transit. Specifically the research:

- Describes and asks for feedback regarding the Puyallup Community Connector
- Examines general community attitudes toward public transportation and likelihood to use
- Determines the most important characteristics of public transportation services

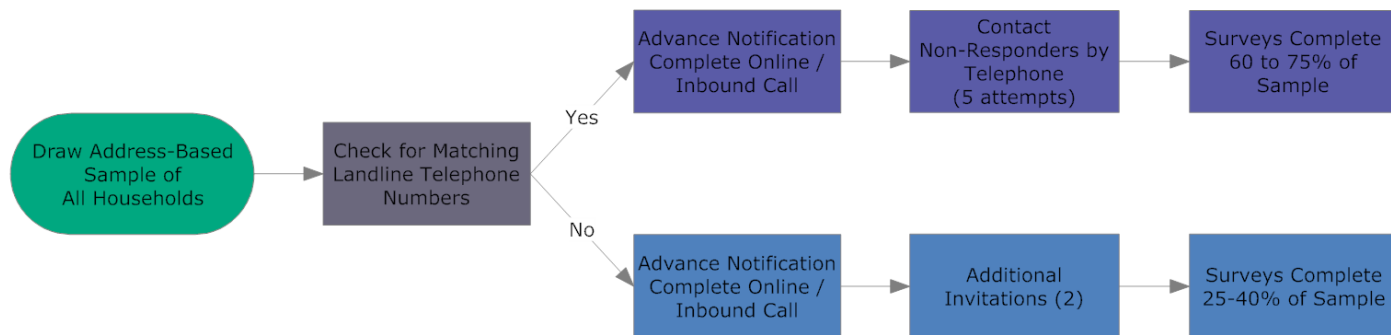
# Overview of Methodology

An address-based sampling plan was used to reach all households in Puyallup.

- Research has clearly demonstrated that address-based sampling is the best methodology to obtain a representative sample regardless of phone coverage (landline versus cell phone only).

Respondents were given multiple options—inbound and outbound calls and online—to complete the survey.

- Providing options encourages higher response rates across the communities.



- All work was performed in accordance with ISO 20252:2012 Market Research Standards



# Interview Type

Consistent with expectations, approximately four out of five respondents completed the survey by phone.

- While the majority of those with a phone number completed the survey by phone, 18% chose to go online.
- Contrarily, 18% of respondents who did not have a matching phone number, but did receive an invitation to complete online choose to call-in to complete the survey

Interview Type	Total #	Total %	With Matching Phone Number	Without Matching Phone Number
Phone	304	79%	82%	18%
Online	80	21%	18%	82%
Total	384			

# Final Sample

A total of 384 surveys were completed.

- A lower percentage of interviews were completed than expected due a low match rate for households with telephones, suggesting high percentage of cell phone only households

A two stage weighting procedure was used too accurately represent the demographics of the City of Puyallup

- The first stage was by sample type
- The second stage was age within gender

		Unweighted	Weighted	Population*
Male	18 – 34	12%	27%	27%
	35 – 54	51%	42%	42%
	55+	38%	32%	32%
Female	18 – 34	10%	22%	22%
	35 – 54	46%	40%	40%
	55+	44%	38%	38%

\*Population estimates from the 2012 American Community Survey

# Questionnaire

The survey averaged just over 17 minutes in length and covered the following topics and sequence

- Screening questions to identify head of household 18 years of age and older and confirmation of residence
- Perceptions and use of public transportation services
- Attitudes and support for public transportation
- Potential use of public transportation services
- MaxDiff to determine key components of a public transportation service community members would use
- Two concept tests used to determine how well the proposed Puyallup Connector would meet respondent's
- Demographics

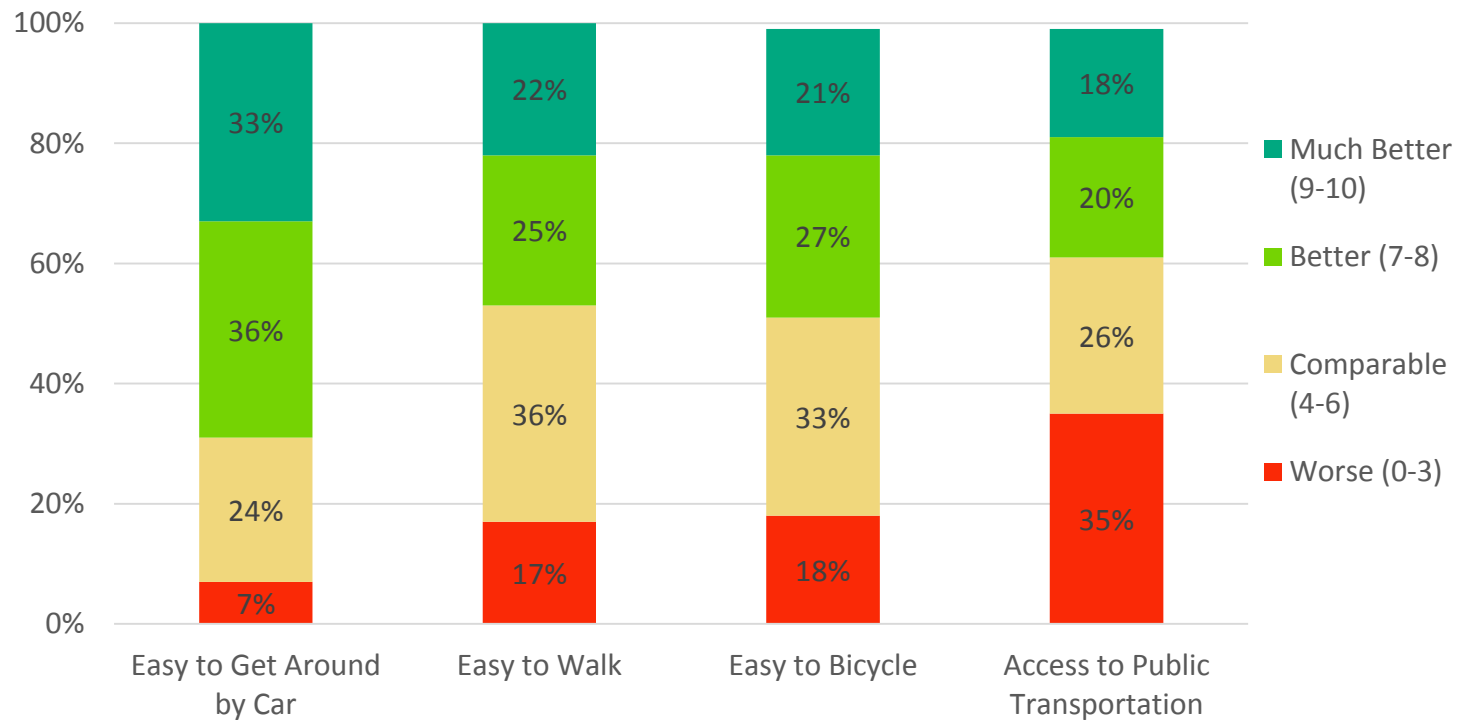


# PERCEPTIONS AND USE OF PUBLIC TRANSPORTATION SERVICES

# Overall Mobility

While residents generally feel they can get around easily by car, they are significantly less positive about other options.

- Notably more than one out of three Puyallup residents feel that access to public transportation is worse than other communities



From what you have experienced, seen or heard, how would you rate Puyallup on each of the following items? Use a scale from 0 to 10 where “0” means “much worse than other communities” and “10” means “significantly better than other communities.”

Base: All respondents (n = 384)

# Mobility Benchmarked

Compared to benchmark communities, Puyallup ranks below national benchmarks for availability of public transportation and below all benchmarks when compared to other communities in the Pacific West Census division.

	Puyallup	National	Pacific West
	Mean ("10" = "Strongly Agree")		
Easy to get around by car	7.32	Yellow	Red
Easy to walk	6.13	Grey	Red
Easy to bicycle	6.13	Red	Red
Access to public transportation	5.14	Red	Red

*Mean is based on 11-point scale where "0" means "much worse than other communities" and "10" means "significantly better than other communities"*

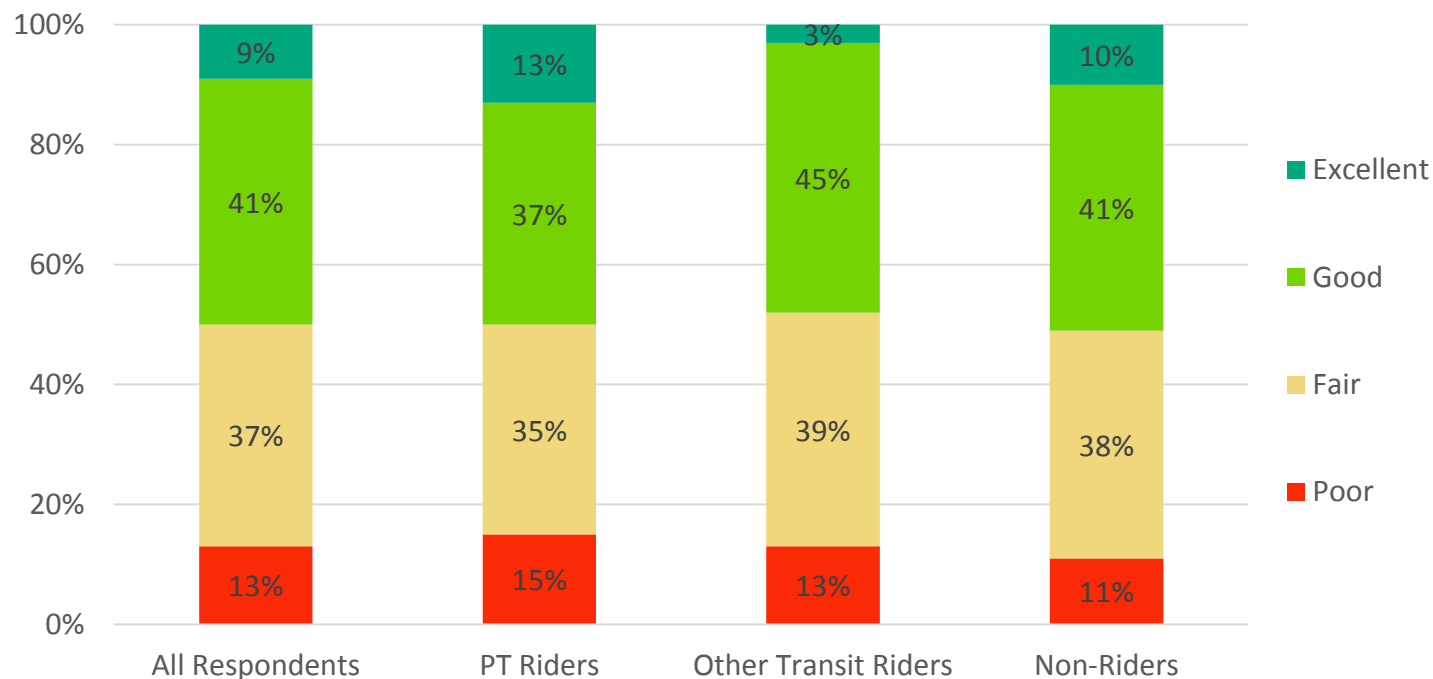
**Green** = Above Benchmarks; **Grey** = Comparable to Benchmarks; **Yellow** = Below Benchmarks; **Red** = Significantly Below Benchmarks

*Comparison to benchmarking data is the Community of Puyallup vs. National and Pacific West*

# Perceptions of Pierce Transit

Perceptions of Pierce Transit are decidedly mixed.

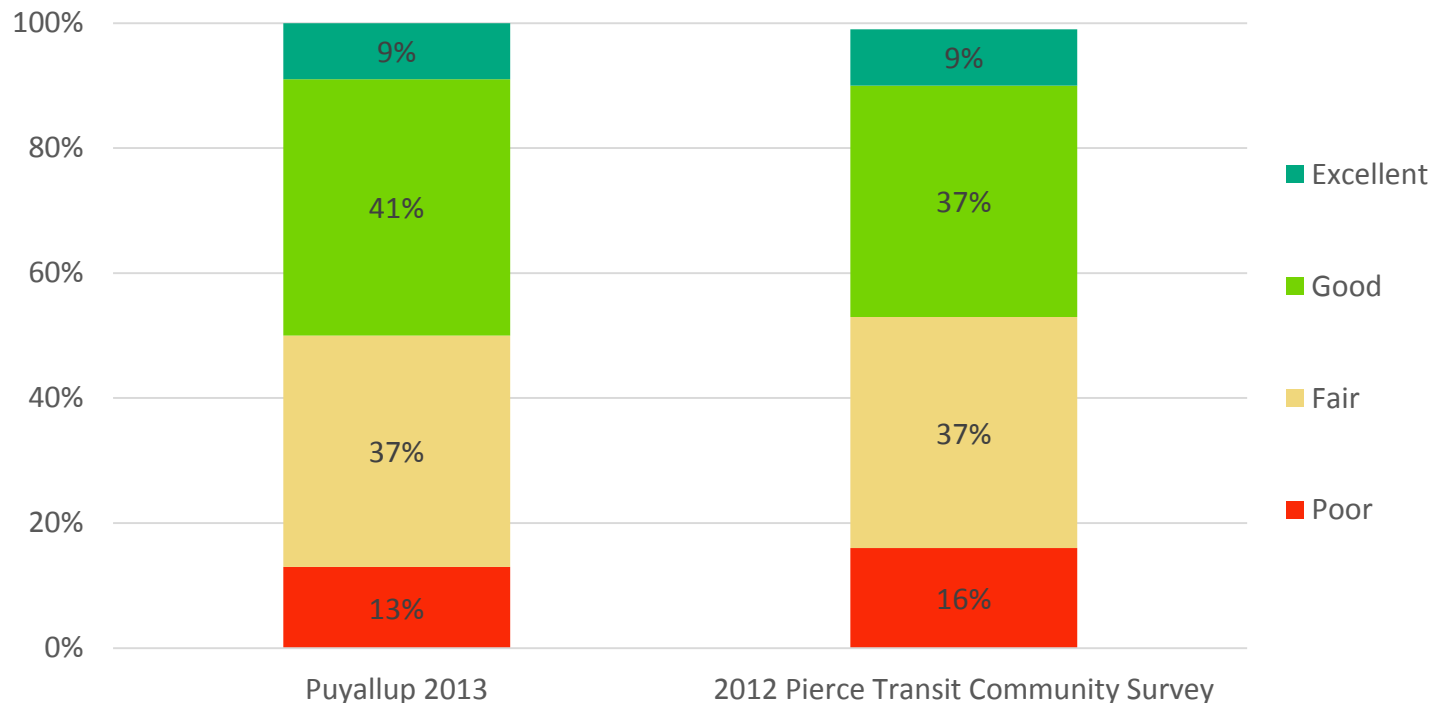
- Riders of other transit systems are less likely to rate Pierce Transit as excellent.



As you may know Pierce Transit operates the bus system within Pierce County. Based on what you know or may have heard, do you think Pierce Transit is doing an excellent, good, fair, or poor job? Base: All respondents (n = 384)

## Perceptions of Pierce Transit (2)

Despite the changes in service over the past several years, the ratings for Pierce Transit in Puyallup are similar to countywide ratings of Pierce Transit in 2012.



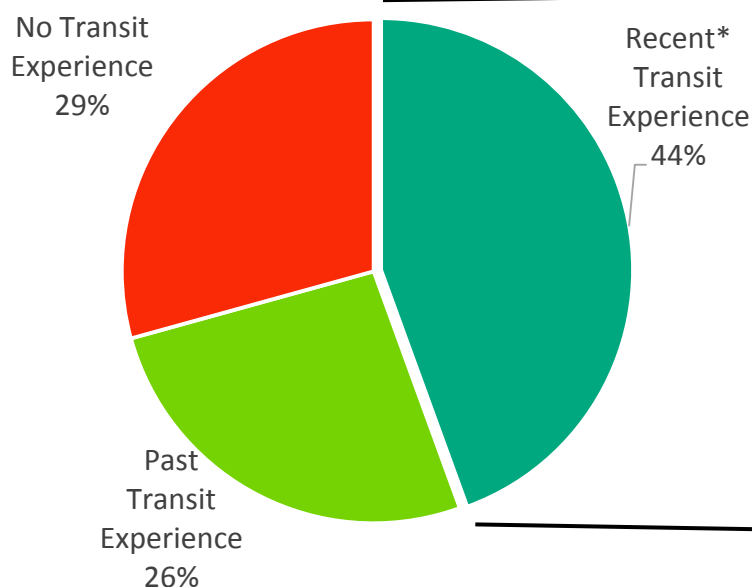
As you may know Pierce Transit operates the bus system within Pierce County. Based on what you know or may have heard, do you think Pierce Transit is doing an excellent, good, fair, or poor job? Base: All respondents (n = 384)



# Use of Public Transportation

Less than half of respondents have recent experience with public transportation.

- Of those, more than two out of five had experience with Pierce Transit.
- Nearly three out of four residents with recent transit experience use the Sounder Train.

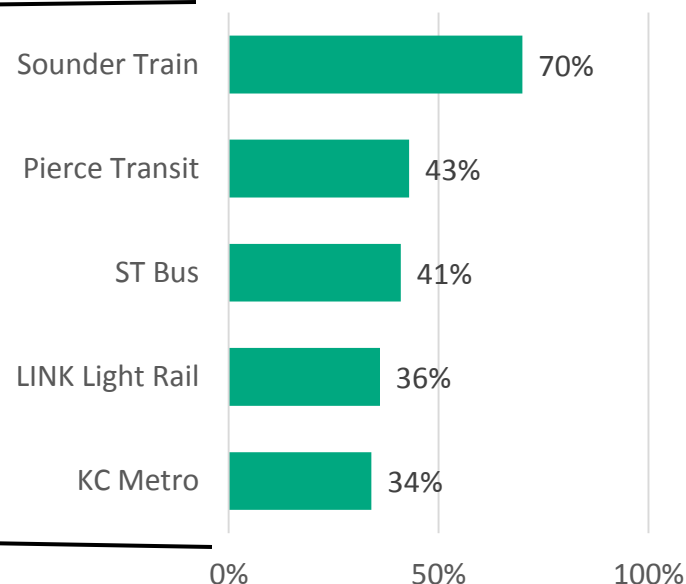


Have you personally used any public transportation system in Pierce County or elsewhere in the Puget Sound Metro area?

Base: All respondents (n = 384)

\* Recent Experience includes those who have ridden in the past year

System Used by those with Recent Transit Experience



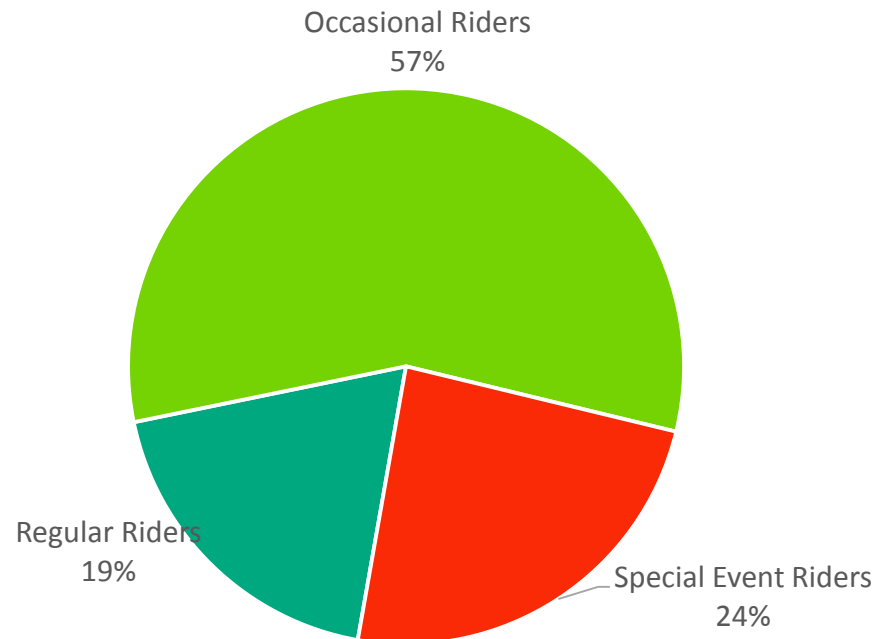
Did you ride Pierce Transit, Sound Transit Express Bus, Sounder Train, Link Light Rail, King County Metro, or something else?

Base: Respondents with recent transit experience (n = 151 n<sub>w</sub> = 172)

# Use of Pierce Transit

The majority of those with experience riding Pierce Transit describe themselves as “occasional riders.”

- Nearly one-quarter say they are special event riders.



Would you describe yourself as a regular rider of Pierce Transit, an occasional rider of Pierce Transit, a rider only for something else?  
(\* those saying something other than these three responses are considered occasional riders)

Base: Recent (within past year) Pierce Transit riders (n = 68 n<sub>w</sub> = 73)



# ATTITUDES TOWARD PUBLIC TRANSPORTATION

# Overall Attitudes Toward Public Transportation

Residents of Puyallup have generally positive attitudes toward the benefits of public transportation.

- This is most notable among current Pierce Transit riders who have significantly more positive attitudes than Non-Riders in most areas.
- All three groups have similar attitudes regarding public transportation increasing the interest in living in the area.

	All	Pierce Transit Riders	Other Transit Riders	Non-Riders
Overall Attitude*	7.88	8.45	8.09	7.58
Public transportation plays an important role in providing mobility for those who cannot drive	8.56	9.06	8.63	8.34
It is important to have a public transportation services available	8.43	8.89	8.63	8.18
Having public transportation services available would have a positive economic benefit	7.84	8.50	7.99	7.54
Providing public transportation services is a good way to spend tax dollars	7.56	8.25	7.75	7.23
Having public transportation would make more people interested in living in the area	7.00	7.55	7.45	6.60

Please specify the extent you agree or disagree with each of the following statements. Base: All Respondents (n = 384)

Mean is based on 11-point scale where "0" means "strongly disagree" and "10" means "strongly agree;"

\*Overall mean is the average across the five statements shown here computed at the respondent level

# Personal Attitudes Toward Public Transportation

Residents of Puyallup are relatively neutral in regards to their perceptions of whether they would use public transportation or whether it fits with who they are and how they live.

- This is especially true of Non-Transit riders—agreement is significantly less than Pierce Transit and Other Transit riders.

It is noteworthy that while other transit users suggest they would use public transportation, they indicate that they can't see themselves riding the bus.

	All	Pierce Transit Riders	Other Transit Riders	Non-Riders
Overall Attitude*	5.08	5.68	4.78	5.01
I could see myself riding the bus**	6.36	8.07	6.76	5.61
I personally would use public transportation if service was available that would get me from my home to places I typically go to.	6.00	7.81	7.51	5.52
Other members of my household would use public transportation if it was available that would get them from home to places they go.	5.66	7.37	5.43	5.16

Please specify the extent you agree or disagree with each of the following statements. Base: All Respondents (n = 384)

Mean is based on 11-point scale where "0" means "strongly disagree" and "10" means "strongly agree;" Overall mean is the average across the three statements shown here computed at the respondent level;

\*\* wording reversed from presentation in survey. Original wording was: "I just cannot see myself riding the bus."



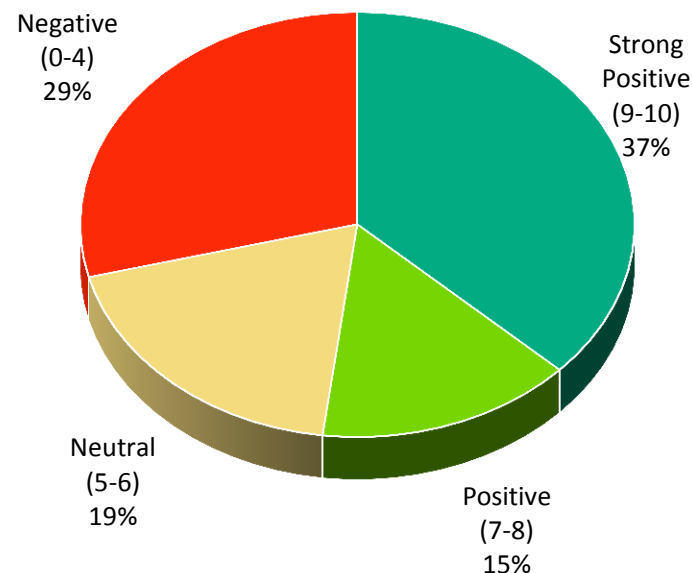
# INTEREST IN NEW SERVICES

# Personally Would Use Public Transportation

Just over half of the respondents indicated that they would use public transportation if it was available in their area.

- Residents under 35 years old are the most likely to suggest they would personally use public transportation if available.

Respondents giving a rating of 6 or higher were asked follow-up questions to gauge the type(s) of public transportation they would be likely to use.



Please specify the extent you agree or disagree with statement: I personally would use public transportation if service was available that would get me from my home to places I typically go to. Scale range: "0" = "strongly disagree" to "10" "strongly agree"

Base: All Respondents (n = 384)

# Types of Trips

The likelihood that residents in Puyallup would use public transportation services is moderate.

- They are most likely to use transit to attend special events or commute.

	Stated Likelihood	Adjusted Likelihood*
Overall	6.87	5.67
Attend special events	8.07	6.64
Commute to work or school	8.03	6.58
Shopping	6.38	5.26
Medical appointments	6.16	5.09
Visit family members / friends	5.85	4.88

How likely would you be to use public transportation to. . .

Mean is based on 0 to 10 scale where “0” means “not at all likely to use” and “10” means “definitely would use.”

Base: Respondents agreeing (6 – 10) they personally would use public transportation (n = 211 n<sub>w</sub> = 216)

Adjusted Likelihood = Stated Likelihood \* Agreement They Would Personally Use Public Transportation



# Preferred Destinations

There is greatest interest in service that would either get them to Major destinations in Puyallup or downtown Seattle.

	Stated Likelihood	Adjusted Likelihood*
Overall	6.26	5.18
Major destinations in Puyallup	7.54	6.26
Downtown Seattle	7.43	6.11
Tacoma Dome	6.73	5.56
Downtown Tacoma	6.68	5.51
Federal Way	5.59	4.68
Tacoma Mall	5.26	4.34
Olympia	4.56	3.81

How likely would you be to use public transportation to go to. . .

Mean is based on 0 to 10 scale where “0” means “not at all likely to use” and “10” means “definitely would use.”

Base: Respondents agreeing (6 – 10) they personally would use public transportation (n = 211 n<sub>w</sub> = 216)

Adjusted Likelihood = Stated Likelihood \* Agreement They Would Personally Use Public Transportation

Pierce Transit

Puyallup Connector Survey



# SERVICE CONSIDERATIONS

# MaxDiff Scaling

MaxDiff Scaling was used to determine the importance of a variety of attributes people consider when choosing to use public transportation.

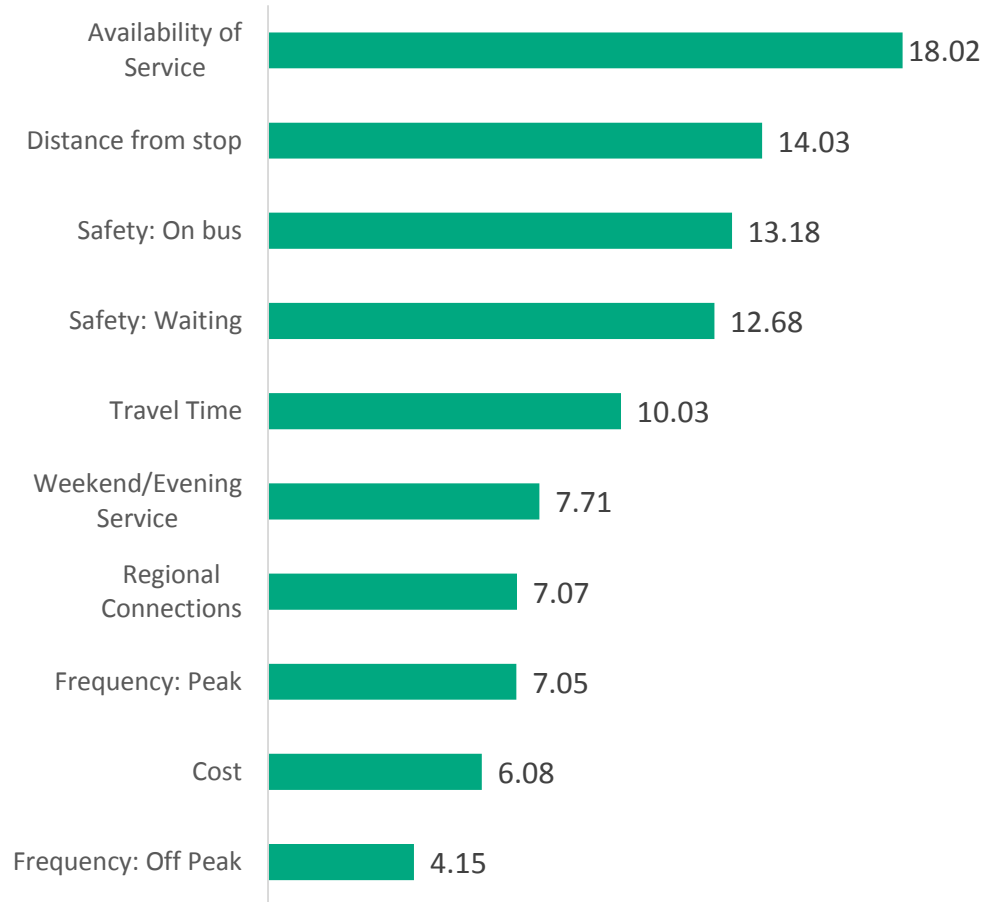
- Respondents are shown four items at a time and asked to indicate which of the four is most important, and which is least important.
- Each respondent was given eight comparison groups and the study is designed so that each attribute is placed against each other attribute at least one time.
- The analysis provides a scaled ranking score from zero (0) to one-hundred (100) that not only shows which attributes are more important, but the degree to which one attribute is more important than the other.

Considering these four (4) items, which is the <u>most</u> important and which is the <u>least</u> important when deciding to use public transportation?		
Most Important		Least Important
<input type="radio"/>	Frequency of service	<input type="radio"/>
<input type="radio"/>	Cost of a one-way ride	<input type="radio"/>
<input type="radio"/>	Travel time by bus compared to comparable trip by car	<input type="radio"/>
<input type="radio"/>	Availability of service on weekends and evenings	<input type="radio"/>

# Important Service Characteristics

The most important attribute when considering to ride Pierce Transit is the availability of service where they need to go.

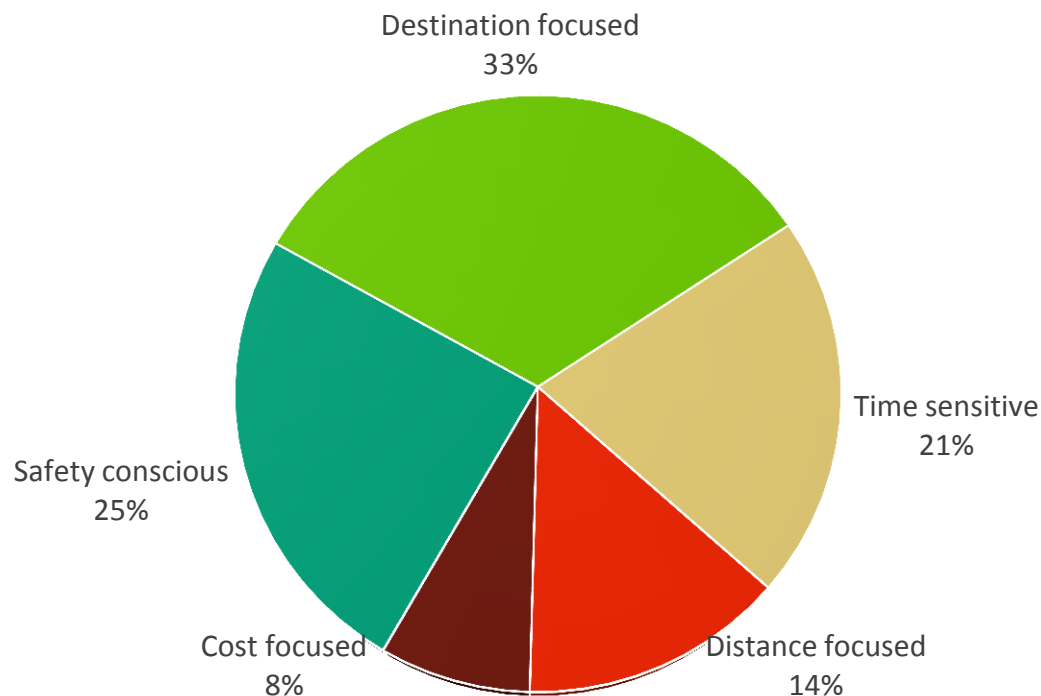
- Distance from home to stop / stop to destination is the second most important.
- Safety, both on the bus and while waiting for the bus are also important attributes.
- Frequency of service and cost are least important.
- Cost is only 1/3 as important as availability of service.



MaxDiff Scaling. Respondents shown eight sets of 4 items each and asked to pick the most and least important. Base: All Respondents (n = 384)

# Cluster Analysis of Service Characteristics

Cluster analysis was performed based on how respondents prioritized service characteristics to identify whether there were groups or segments of respondents with similar attitudes. The analysis resulted in five distinct segments. The largest segment is most interested in availability of service to where they need to go.



Based on what I have just described, to what extent do you agree or disagree with each of the following statements? Base: All respondents (n = 384)

# Destination Focused

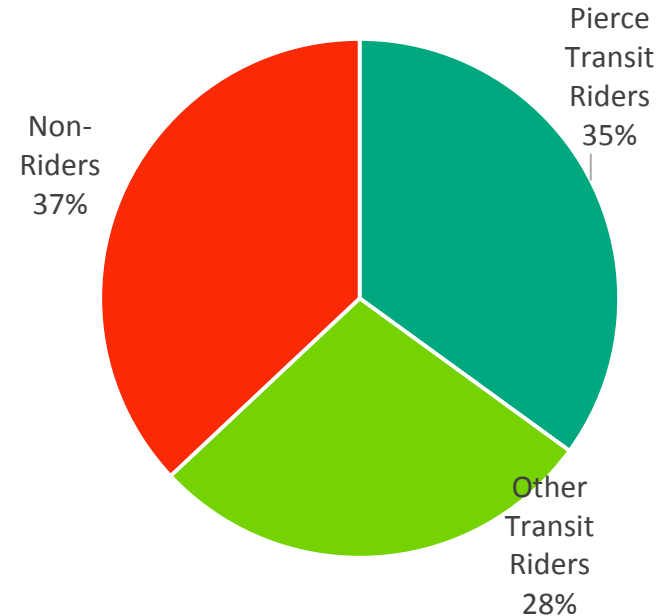
This group's primary consideration is the availability of service to where they need to go.

They are strong supporters of public transportation and as long as that service is available, they are the most likely group to be riders.

- Over one third (35%) have ridden Pierce Transit in the past year. Significantly higher than any other group.
- They are most likely to suggest they would use public transportation to go to Downtown Seattle.

There is strong support for the proposed Connector within this group.

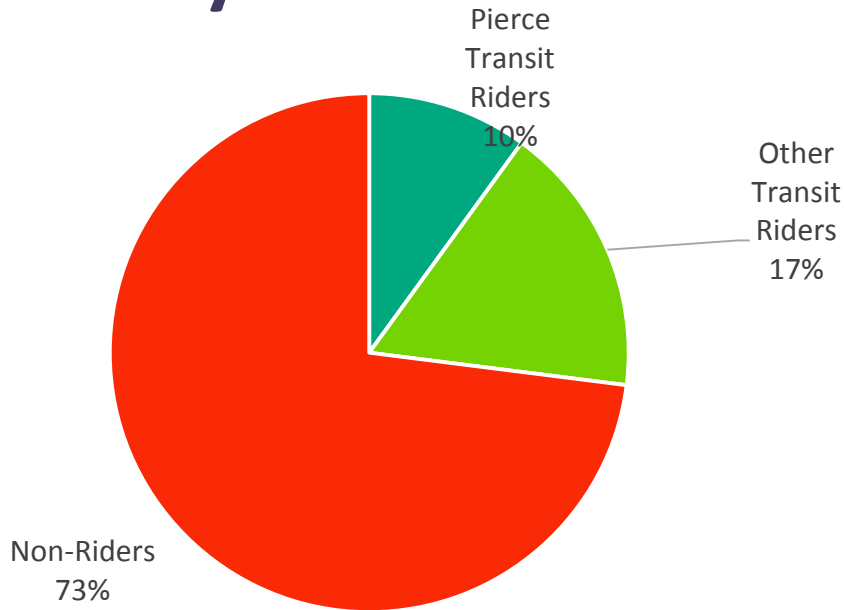
- Over half (56%) say that they are likely to ride the new connector. However, they rate major destinations in Puyallup lower than Seattle or the Tacoma Dome for a transit destination.
- The largest barriers to using the connector are distance of connector service from home and distance of service to their to destination.



	Top Transit Destinations*
Seattle	6.80
Tacoma Dome	6.31
Major Destinations in Puyallup	6.13
Downtown Tacoma	6.10

\*Adjusted mean calculated by multiplying ATT7\*GO variables.

# Safety Focused



This group's primary consideration is safety.

- They are equally concerned about safety while waiting for the bus as they are about safety on the bus.

They are generally not users of public transportation.

- Nearly three out of four (73%) are non-riders.
- 28% strongly state that they cannot see themselves riding the bus.

They believe that the proposed Connector can be of value to the community.

- Half strongly agree that the connector would meet the needs of the community.

But are unlikely to use it.

- 36% say they would not be motivated to try the service.
- 43% say they are not likely to use it.

	% Strongly Agree (9-10)
The connector meets community needs	50%
The connector meets my personal needs	27%
Motivated to learn more about connector	29%
Motivated to try connector	27%
Likely to use the service	19%

Groups based on cluster analysis ? (n = 100 n<sub>w</sub> = 95)

# Time Sensitive

This group is most interested in the travel time by bus compared to car.

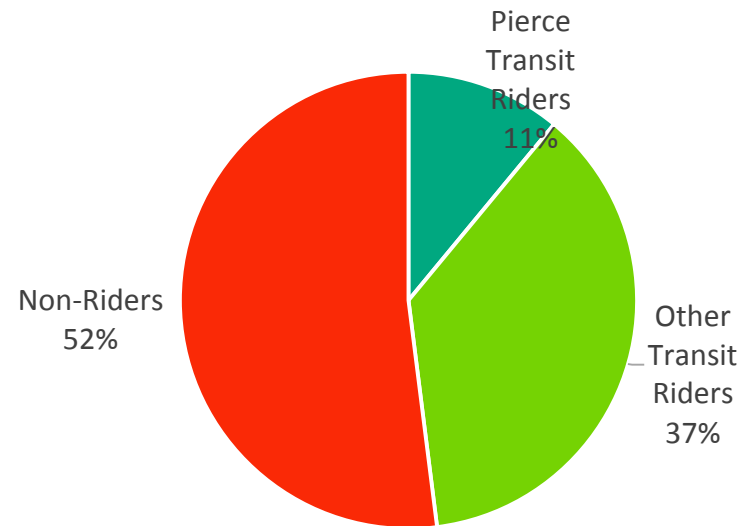
- They are also focused on the availability of service to where they need to go.

Nearly 2 out of five use public transportation, but not Pierce Transit.

- These individuals are most the most likely group to use other transit systems in the Puget sound. Primarily Sound Transit.
- They are most likely to suggest they would use transit to attend special events or commute and to travel to/from Seattle.

They do not see much value in the Community Connector.

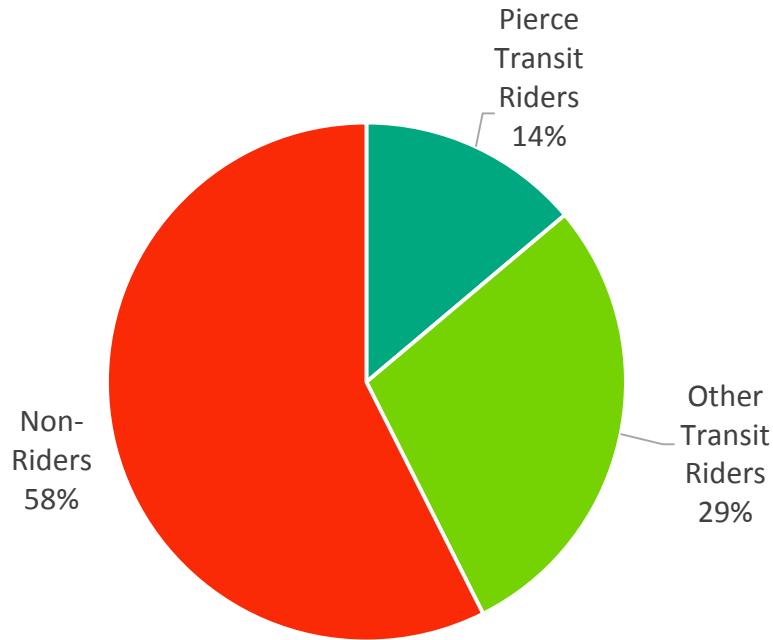
- Half (49%) are either neutral, or disagree that the Connector would meet the needs of the community.
- 60 percent do not believe the service would meet their personal needs.
- They have the lowest agreement with all questions regarding the Connector meeting their needs and expectations.



To what extent does this service meet your needs and expectations for . . .	Mean Score (based on 0-10 scale)
Cost	5.87
Frequency	5.62
Connections with other transit	5.58
Regular hours	4.68
Extended Saturday Service	4.51
Extended Thursday service	4.17
Availability to destination	3.90
Service near home	3.51



# Distance Focused



This primary consideration for this group is the distance between their origin / destination and available public transportation.

- This group is also influenced by a fairly high importance on the availability public transportation to where they need to go.

They are generally not users of public transportation.

- Nearly three in five (58%) are non-riders.
- Those that do ride, primarily use other transit services.

However, they are transit supporters and could be converted to riders.

- 78 percent strongly agree that it is important for Puyallup to have public transit available.
- 73 percent say that they can see themselves riding the bus.
- Nearly half (45%) say they would use public transit if it was available from home to places they would go.
- Most (60%) say they like the idea of the Connector and are willing to ride.

	% Strongly Agree (9-10)
It is important for Puyallup to have transit	78%
Transit is important for those who cannot drive	76%
Transit is a good way to spend tax dollars	63%
Transit has a positive economic benefit	59%
I would use transit if it were available	45%

Groups based on cluster analysis ? (n = 47 n<sub>w</sub> = 52)

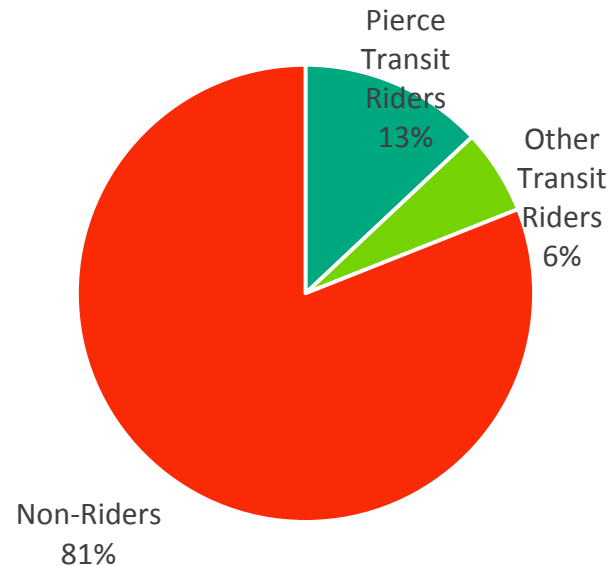
# Cost Focused

The cost of taking the trip is most important to this group.

- While safety is also a consideration, cost is much more important.
- This group has the lowest median income compared to the other groups.

These respondents are significantly more likely to be non-riders than the other groups, but, feel public transportation is important for the community.

- 70% strongly agree that it is important for Puyallup to have transit available.
- Nearly all (94%) either somewhat or strongly agree that Public transportation is important in providing mobility for those who cannot drive.
- Half (48%) strongly agree that the proposed Connector would meet the needs of the community.
- Only 28 percent state that the service would meet their needs and only 18 percent say they are likely to use it.



	Strongly Agree (9-10)
It is important for Puyallup to have transit	70%
Transit is important for those who cannot drive	54% (40% Somewhat agree)
The connector will meet community needs	48%
The connector will meet my needs	28%
I would be motivated to try the connector	19%
I would be very likely to use the connector	18%



# COMMUNITY CONNECTOR CONCEPT TEST

# Service Configurations—Overview

Respondents completed an exercise in which they were presented with a description of the proposed Puyallup Community Connector. They were then asked two series of questions. The first series was designed to determine how likely they would be to use the Connector. The second series was designed to determine how well each service attribute would meet their needs.

## Puyallup Community Connector Description

The proposed Puyallup Community Connector will connect residents in Puyallup with shopping, recreation, and medical facilities in Downtown Puyallup and South Hill. The route will also travel past the Western Washington Fairgrounds along South Meridian.

The route will run on Meridian to 15<sup>th</sup> Avenue SE where it will travel by Good Samaritan Hospital.

It will continue on 7<sup>th</sup> St SE and 5<sup>th</sup> St SE and includes stops at the Senior Housing Assistance Group.

It will then continue past the new Group Health Medical Center on 39<sup>th</sup> Avenue SE, to 43<sup>rd</sup> Avenue Ct SE adjacent to the Mel Korum YMCA before turning on Meridian and travelling to the South Hill Mall Transit Center.

The new service will connect with existing transit services such as Pierce Transit Route 400 to Tacoma, Route 402 to Federal Way, Route 409 to 72<sup>nd</sup>/Portland Transit Center in East Tacoma, and Route 410 to Parkland Transit Center near Pacific Lutheran University.

Service will operate seven days a week between 10 am and 6:00 p.m. and will run every 30 minutes.

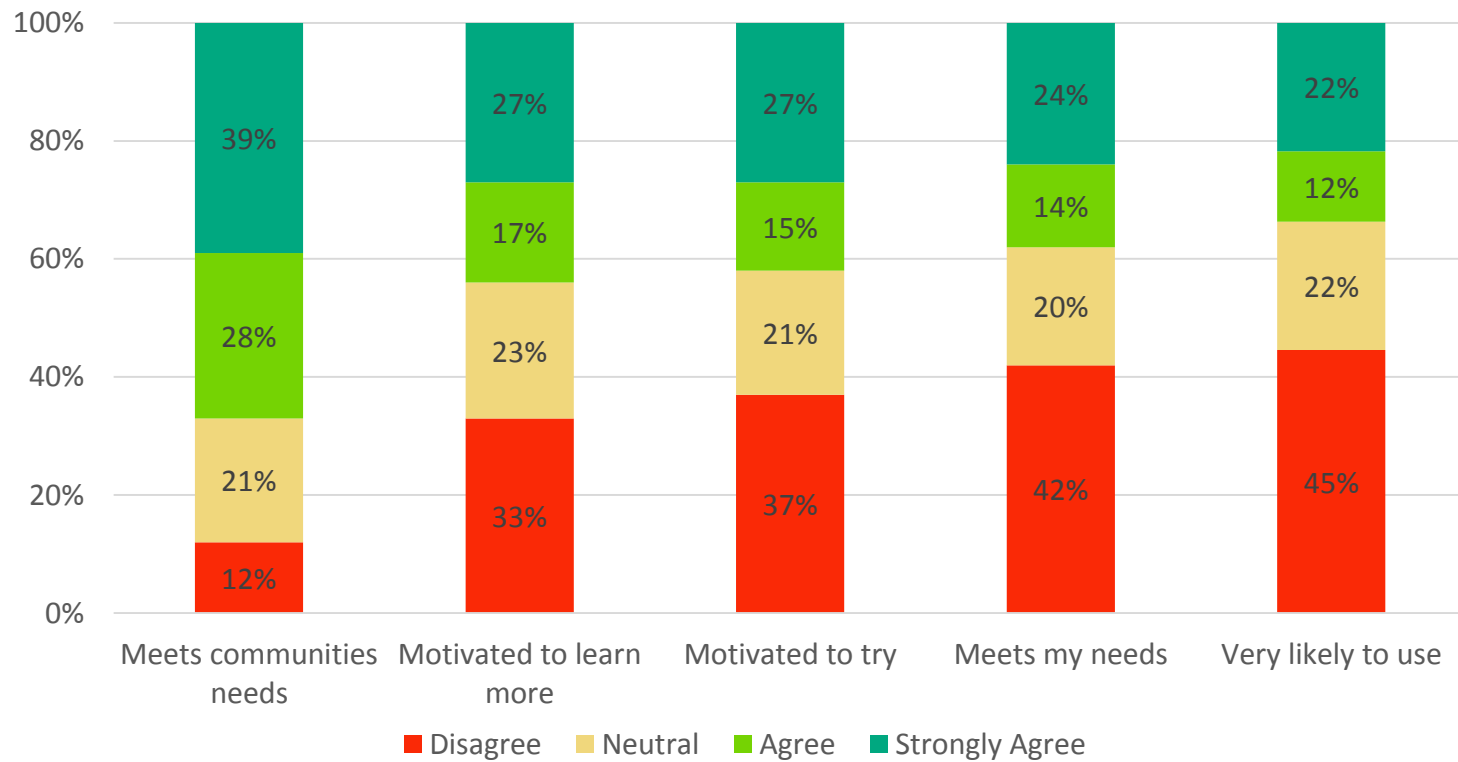
During the summer, service will be extended until 9:00PM on Thursday evenings and start at 9:00 a.m. Saturday mornings to provide transportation connections to activities in downtown including concerts at Pioneer Park.

The cost of a one-way trip will be \$2.00 and will include transfers to other existing Pierce Transit routes.

# Likelihood of using Community Connector

Two-thirds say that the service meets the needs of the community, however agreement drops when questions are personalized.

- Less than 2 out of 5 agree that the service meets their needs and one-third say they would be very likely to use the service.



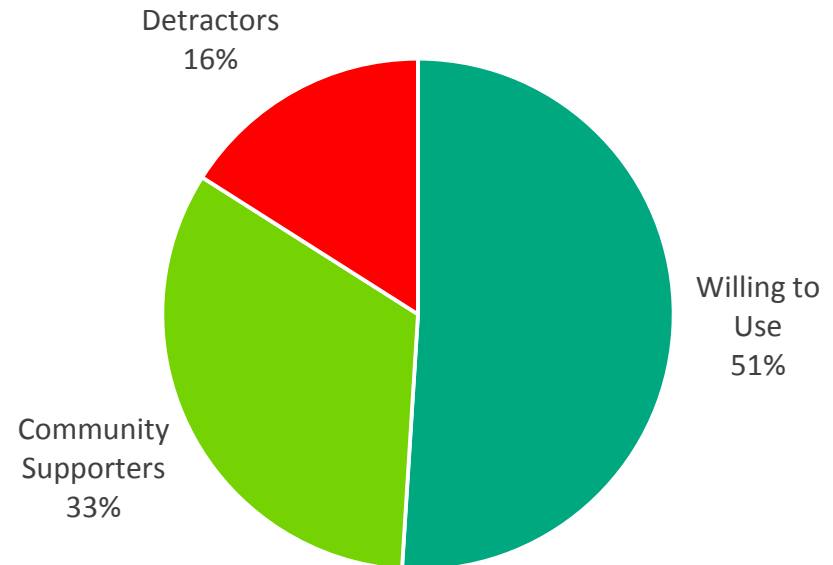
Based on what I have just described, to what extent do you agree or disagree with each of the following statements? Base: All respondents (n = 384)

# Likelihood of using Community Connector Cont.

The first series of concept questions identified three key groups of individuals that were examined more closely.

- Willing to use: Those most likely to use the service.
  - 42% of this segment are very likely to ride; 23% somewhat likely; balance are neutral.
- Community Supporters: Those who agree that the connector will be good for the community, but are not likely to ride.
- Detractors: Those who disliked the concept in general, will not ride, and do not feel that it will benefit the community.

Interest in Community Connector



Based on what I have just described, to what extent do you agree or disagree with each of the following statements? Respondents grouped into three categories based on agreement with each question. Base: All respondents (n = 384)

# Likelihood of using Community Connector Cont.

Those willing to use are:

- More likely to be women than men
- Current Pierce Transit Riders
- Not clearly differentiated by attitudes

Those who support but are unlikely to use the service are:

- Also more likely to be women than men
- Time sensitive

Those who do not support the concept are:

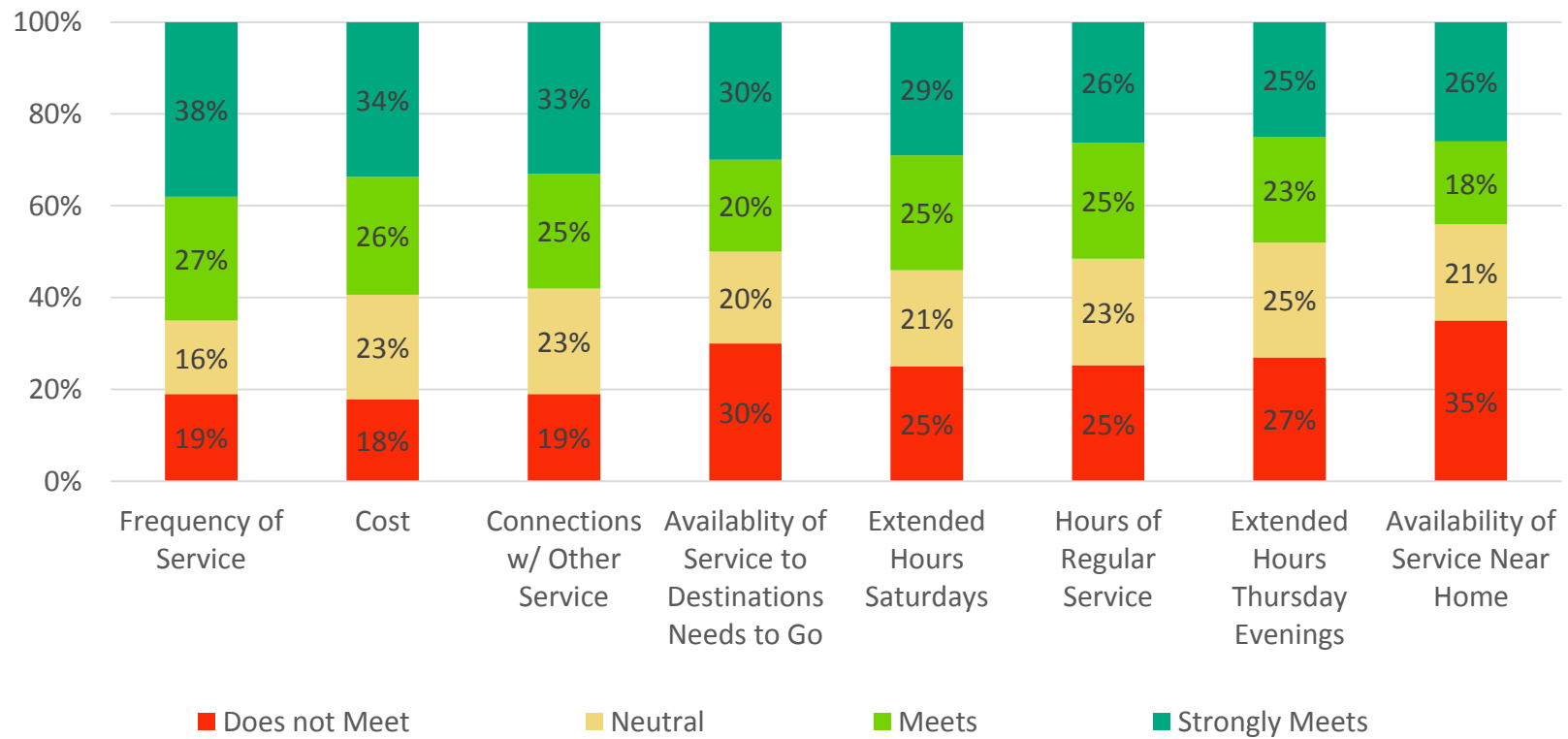
- More likely to be men
- Riders but of other transit services
- Time sensitive but also destination focused

		Detractors	Community Supporters	Willing to use
Gender	Male	69%	46%	42%
	Female	31%	54%	58%
Age.	18 – 34	16%	21%	28%
	35 – 54	48%	47%	35%
	55+	37%	31%	37%
Ridership	PT Rider	11%	14%	25%
	Other transit Rider	42%	29%	18%
	Non-Rider	46%	57%	57%
Importance of Service Attributes	Safety Conscious	14%	26%	27%
	Destination Focused	39%	25%	36%
	Time Sensitive	31%	29%	12%
	Distance Focused	10%	12%	16%
	Cost Focused	6%	8%	9%

Based on what I have just described, to what extent do you agree or disagree with each of the following statements? Respondents grouped into three categories based on agreement with each question. Base: All respondents (n = 384)

# Service Evaluation

Respondents are most likely to suggest that the proposed Connector's frequency of service, cost, and connections with other transit services meets their needs and expectations. They are most negative toward service hours as well as going to where they need or want to go.



Based on what I have just described, to what extent would this service meet your personal needs and?

Base: All respondents (n = 384)



# Drivers of Potential Use of Connector

Of the key elements of the Connector service, four are significant factors that drive respondents' stated likelihood of using the service.

- Service availability both to destinations and home are by far the most important drivers.

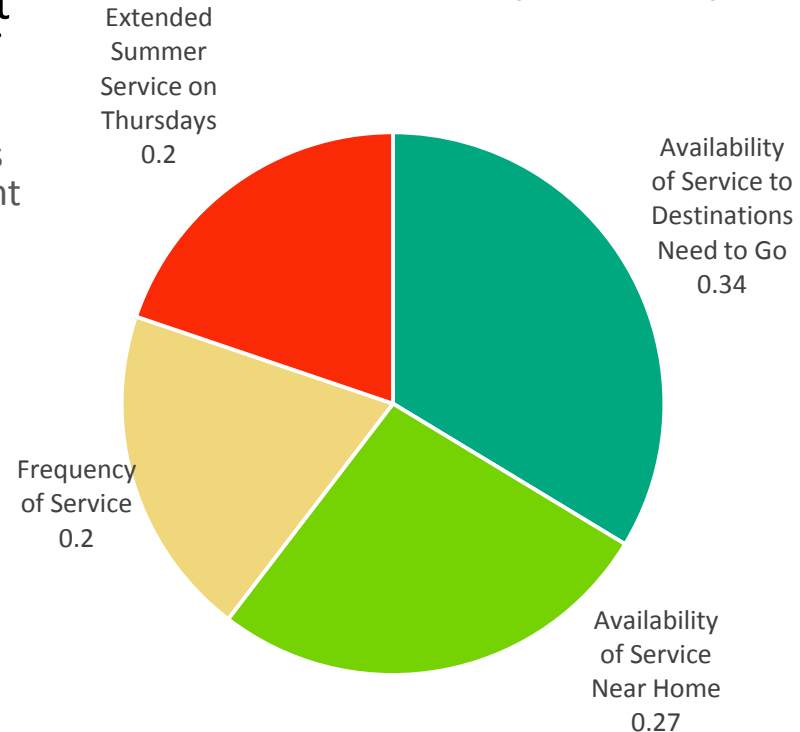
Three key elements of service are key drivers among those likely to use the service:

- Availability of service to destinations (.42)
- Frequency of service (.34)
- Cost (.23)

For the other two segments, primary barriers are:

- Supporters: Frequency of service
- Detractors: Availability of service to where they want to go

Contribution to Likely Ridership





# CONCLUSIONS

# Conclusions

Residents of Puyallup feel that the transportation infrastructure is below regional and national benchmarks.

Interest in public transportation is greatest for attending special events as well as commuting – primarily in Puyallup or Seattle.

The most important factors when considering to use public transportation are the availability of service, the distance to the nearest stop, and general concerns about safety.

Feelings regarding the Puyallup Community Connector are mixed – the majority feel that the service will meet the needs of the community, but only one out of five (21%) are very likely to use the service.

Communications should focus on where the service goes (i.e., major destinations served) and frequency of service.



# Proposed Puyallup Demonstration Project

---

## Public Feedback Summary

**Business Development Office**

**2/23/2014**

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:

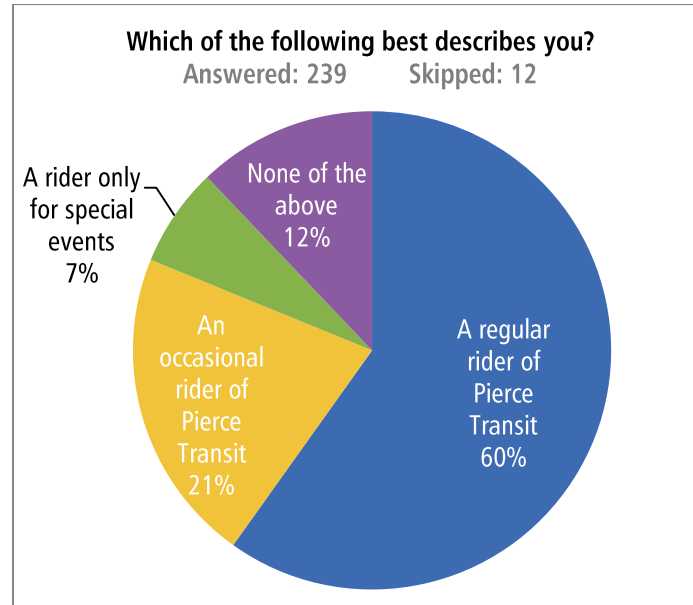
Channel	Description	Survey Responses or Comment collected
<b>Open Houses</b>	Speaking directly with community members and collecting their feedback via survey participation at two Open House Events.	<b>4</b>
<b>Email/Phone/Mail</b>	Service Innovation Administrator Tina Lee's email and phone information 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.

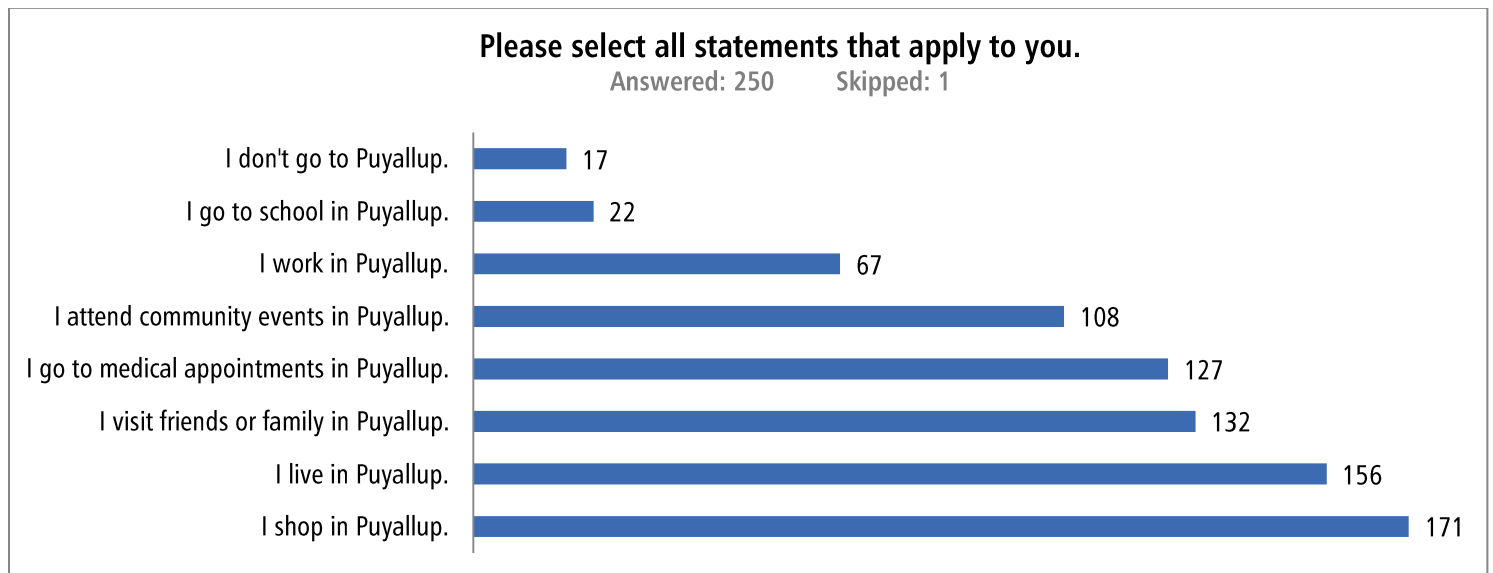
## 1. Use of Pierce Transit

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.

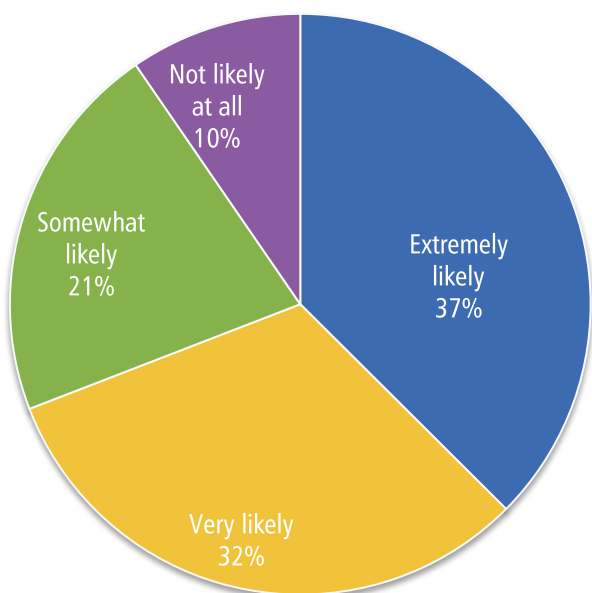
On a scale of 1-10 ("1" being completely disagree and "10" being completely agree), based on the proposed Puyallup Community Connector description, to what extent do you agree or disagree with the following statements?	Average
The service would meet the needs of the community.	8.55
The service would 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.

- ## Puyallup Brand Feedback

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