

## **Pierce Transit and Downtown On the Go Partner Agreement 2014**

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### **Overview:**

This document is to create clear, concise, consistent, and transparent communications between Downtown On the Go (DOTG) and Pierce County Public Transportation Benefit Area Corporation (Pierce Transit).

Pierce Transit, the City of Tacoma (City), and Tacoma-Pierce County Chamber, partnered to create DOTG in 2009 with the goal of improving economic development opportunities and success through transportation options. DOTG has applied for independent 501(c)4 status. Today, the DOTG Advisory Board (Board) oversees DOTG staff's execution of an aggressive work plan that encourages a balanced system of access that includes transit, biking, walking, ridesharing and visitor parking. The program fits within Pierce Transit's Vision and Mission and the Board supports the organization and encourages their growth and viability.

### **Mission and Vision:**

Pierce Transit and DOTG recognize the intersection of their missions and the mutually beneficial value of our organizations working together. Pierce Transit provides transit service and Downtown On the Go connects people with transportation options, including transit.

#### **Pierce Transit:**

**Mission:** Pierce Transit connects communities with safe, reliable, customer-friendly transit options.

**Vision:** Pierce Transit is the safest transit organization on the West Coast.

#### **Downtown On the Go:**

**Mission:** Downtown On the Go's purpose is to be the transportation advocate for anyone whose daily life is downtown. We do this by:

- Educating about transportation choices other than driving alone.
- Encouraging use of transit, ridesharing, biking, walking, and flexible work arrangements.
- Advocating for transportation choices and land use policies that promote a vibrant and integrated downtown.

**Vision:** Downtown On the Go envisions a vibrant, integrated downtown Tacoma – where daily life is enhanced by connecting people, green spaces, arts & culture, and jobs. Interdependent land use policies and transportation options reinforce an active, compact urban core that is connected locally and regionally, promoting a focus on the movement and interactions of people rather than cars.

### **Relationship:**

The DOTG Manager will manage all aspects of Downtown On the Go's daily operations and work plan. The DOTG Manager will work with the DOTG Board and partners to develop the work plan. As a partner organization, Pierce Transit will designate a staff member to serve as Pierce Transit's representative on the DOTG Board. The Pierce Transit representative and DOTG Manager will meet regularly outside of regular board meetings to ensure a detailed understanding of the work of DOTG and maintain a collaborative relationship. A Pierce Transit representative will work with partners at the Chamber and City of Tacoma to facilitate the DOTG Manager's review and compensation.

### **Downtown On the Go will:**

#### **Staff & Personnel**

1. Hire, maintain, compensate, oversee, manage and discipline DOTG staff.
2. Provide staff with office supplies, equipment, hardware, software, and other materials needed to carry out DOTG's mission..
3. Meet regularly with Pierce Transit staff to ensure the continuation of a mutually beneficial partnership.
4. Manager will spend one day per month working at Pierce Transit headquarters. On other days, Manager will work at either the Tacoma-Pierce County Chamber or the City of Tacoma offices.

#### **Financial**

1. Provide payroll and accounting services for DOTG staff and operations.
2. Maintain responsibility for the preparation, approval, and distribution of financial reports in relation to Downtown On the Go.
3. Maintain responsibility for annual 990 filing to the Internal Revenue Service.
4. Maintain all liability, bond, and stop loss and director liability insurance for DOTG.

#### **Programming**

1. Promote transit ridership as a solution to downtown congestion and parking; direct new bus riders to Pierce Transit services for bus passes and trip planning.
2. Promote ORCA Business Passport to downtown Tacoma businesses; work with Pierce Transit's Employer Services Coordinator(s) to finalize contracts.
3. Work with Pierce Transit and Pierce Trips staff to promote commute option campaigns, including, but not limited to, Love to Ride, Wheel Options, and Relax Rewards.
4. Coordinate and manage Try Transit Month to increase ridership.
5. Manage all marketing campaigns and material creation; work with Pierce Transit staff to maintain timeline and budget.
6. Continue to engage in conversation about One-Stop Shop for transportation in downtown Tacoma.

#### **Administration**

1. Maintain and fund all marketing and branding materials including website and social media, which will include the Pierce Transit logo where partner logos are included.
2. Provide content for Pierce Transit publications, as requested.

### **Pierce Transit will:**

#### **Staff & Personnel**

1. Provide a staff contact to facilitate the relationship with Downtown On the Go who will meet with DOTG Manager on a regular basis.
2. Provide a staff member to serve as the Board and partner representative on the DOTG Board and meet with DOTG Manager on a regular basis.

#### **Financial**

1. Negotiate funding with DOTG annually. While Pierce Transit's in-kind services will be provided throughout the agreement period, Pierce Transit will also consider direct funding to DOTG as part of Pierce Transit's annual budgeting process. If funding is budgeted and available to DOTG, DOTG must generate an invoice as a prerequisite for payment. Any Invoices produced shall be received at Pierce Transit no later than November 1<sup>st</sup> per year, and shall be made payable within 30 days.

Programming

1. Provide branding, design, photography, and copy editing for DOTG marketing materials DOTG acknowledges that certain busy times may mean DOTG materials cannot be priority items.
2. Contribute some graphic designs and photography for use on the website and enewsletter (not to include management or hosting of website).
3. Work with DOTG to promote ORCA Business Passport to downtown businesses.
4. Continue to engage in conversation about One-Stop Shop for transportation in downtown Tacoma.

Administration

1. List Downtown On the Go as a partner on Pierce Transit’s website.
2. Provide “The Bus Stops Here” and other promotional Pierce Transit materials to DOTG for use at outreach events and meetings.

**Compensation:**

The value of the Pierce Transit in-kind services listed above is significant, and serves as Pierce Transit’s primary contribution to DOTG. Any additional cash support must be agreed-to in writing by the parties, and if budgeted and made available as described above, would be above and beyond this in-kind support.

**Termination:**

Pierce Transit has the right to terminate this agreement, at its own discretion, with 30 days’ written notice to DOTG. In the event of termination, DOTG shall remove Pierce Transit’s logos and language about Pierce Transit’s partner status from all DOTG electronic materials, and discontinue use of printed materials portraying Pierce Transit as a partner. DOTG shall also return to Pierce Transit any funds provided by Pierce Transit that were not yet spent. Pierce Transit shall provide to DOTG copies of its electronic graphics art files created for DOTG printed materials in use at that time, without Pierce Transit partnership text, so that DOTG could edit, maintain, and utilize those files for its future needs.

**Agreement:**

This agreement is made and entered into this [ 7 ] day of [ March ], 2014 by and between DOWNTOWN ON THE GO, a Washington nonprofit corporation, and PIERCE TRANSIT, a Washington municipal corporation, and is effective through December 31, 2016.

This agreement is intended to formalize the relationship between Downtown On the Go and Pierce Transit. Both organizations recognize the value of this relationship and by signing, agree to the terms in this contract.

DOWNTOWN ON THE GO, a Washington nonprofit corporation

PIERCE COUNTY PUBLIC TRANSPORTATION BENEFIT AREA CORPORATION, a Washington municipal corporation

By: Kristina L Walker  
Name: Kristina L. Walker  
Title: Manager

By: Lynne Conrath  
Name: Lynne Conrath  
Title: CEO 2/28/14