Virtual Meeting Participation Information:

Due to the COVID-19 Pandemic and the Governor Proclamation 20-28 that is in effect, a physical meeting location will not be provided for this meeting. The public is welcome to attend the meeting by calling 1-253-215-8782 or 1-346-248-7799 and entering Meeting ID No. 82328096290, or by accessing https://us02web.zoom.us/j/82328096290.

Call to Order

Roll Call

1:00 – 1:15 p.m.  Welcoming Remarks

Chair Victoria Woodards
CEO Sue Dreier

Presentations/Discussion

1:15 - 2:15 p.m.  Review and Discussion about Future Service Needs and Consideration to Proceed with a Ballot Measure to Collect Additional Sales Tax for Additional Service

CEO Sue Dreier
Ryan Wheaton
E.D. of Planning and Community Development

2:15-2:30 p.m.  Break

2:30-3:15 p.m.  Board Exercise

CEO Dreier
Samantha Einarson
Sr. Employee Services Analyst

3:15 – 3:45 p.m.  Bus Rapid Transit Update – Stream

CEO Sue Dreier
Tina Lee
Planning Manager

3:45-4:00 p.m.  Recap of Meeting and Outcomes

CEO Sue Dreier

4:00 p.m.  Adjournment

American Disability Act (ADA) accommodations are available with a 72-hour notice. Please contact the Clerk's office at 253-581-8066 for special accommodations.
Transforming Local Transit

2021 BOARD RETREAT
Meeting Overview

Growing Needs
Community Voices
Transforming Local Transit
Timeline for Improvement
Additional Details
Growing Needs

While Pierce Transit grows, so does our opportunity to strengthen development, reduce congestion, and build a more equitable future. If left unaddressed, these will become larger issues down the road.
Current projections predict that Pierce County’s population will grow by 364,000 people (a 41% increase) and see 143,000 new jobs come to our area by 2050.
Increasing Congestion

Each year 12,000 new Pierce County residents need transportation. That’s a lot of new traffic on our already busy roads.
A thriving community needs equitable transit options for people to access jobs, schools, doctors, housing, and groceries.
The Impact of Transit on Planning & Development

- Development is more likely along transit corridors
- Locations outside our service area still want transit

**Population Growth**
- Metropolitan Cities: 38%
- Core Cities: 23%
- HCT Communities: 21%
- Cities and Towns: 8%
- Urban County: 3%
- Rural County: 7%

**Employment Growth**
- Metropolitan Cities: 48%
- Core Cities: 23%
- HCT Communities: 7%
- Cities and Towns: 15%
- Urban County: 6%
- Rural County: 2%
We Connect Residents in Our Service Area to What They Need

- **73%** live within 1/2 mile of a bus stop

- **52%** live within 1/4 mile of a bus stop

- **JOBS**  **SERVICES**

- **SCHOOL**  **SHOPPING**

- **HOUSING**  **ENTERTAINMENT**
Operating Below Pre-Recession Levels

- 2011:
  - 0.3% tax increase failed
  - CNG explosion
  - Service reduced 20%
  - Service reduced additional 15%

- 2012:
  - PTIC
  - Boundaries changed
  - 0.3% tax increase failed

- 2013:

- 2014:

- 2015:
  - Service increased 2%

- 2016:
  - Service increased 3%

- 2017:
  - System redesigned
  - Service increased 6%

- 2018:

- 2019:

- 2020:
  - COVID-19

- 2021:
Looking at more than just the metrics, we’ve reached out to the general public and community leaders to gain a complete perspective on what our community needs to thrive.
Community Input on Long-Range Plan

- TOTAL VISITS: 5,769
- UNIQUE USERS: 2,203
- AVG TIME (MIN): 1:06
- INVITES SENT: 133K+
**Ideas and Suggestions**

**Different Schedules**

**Draw or Extend a Route**

**More Direct Access**

**Something I Don’t Like**

**Something I Like**

---

**“Wish they ran later than 9pm because without a car in Pierce County you are not allowed to have a night life.”**

**“I travel to Lakewood/Steilacoom several times a month and have only taken the bus a handful of times because a two-transfer trip requires such long waits between transfers.”**

**“In the future, would there be any possibility to create a rapid bus from downtown Puyallup to Tacoma?”**

**“As I live in north end of Tacoma and commute daily to Seattle, I would really like to see more buses that depart from the T-dome to go to that area.”**

**“We live in the most densely populated area of Tacoma and the transit is lacking, in my opinion.”**

**“I would 100% use Pierce Transit if it went where I needed to go at the times I needed to go there.”**

**“Frequency needs to be increased, there needs to be more routes serving more neighborhoods.”**
# Community Leaders Provided Input

## Advocacy
- Jim Walton
  Community Advocate
- Rick Talbert
  Community Advocate
- Dave Zeeck
  Community Advocate
- Sandy Paul et al
  Pierce Transit CTAG
- Kristina Walker
  Downtown On the Go

## Elected Officials
- Ron Lucas
  Steilacoom Mayor
- Kim Roscoe
  Fife Mayor
- Linda Farmer
  Lakewood City Council Member
- Jason Whalen
  Lakewood City Council Member
- McCarthy, Beale, Mello, and Ibsen
  Tacoma IPS Committee

## Education
- Superintendent
  all PTBA school districts
- Mark Pagano
  UW Tacoma President
- Allen Belton
  PLU President
- Ivan Harrell
  TCC President
- Michele Johnson
  Pierce College Chancellor

## Government
- John Caulfield
  Lakewood City Manager
- Steve Kirkelie
  Puyallup City Manager
- Ryan Windish
  City of Sumner
- Andrew Strobel
  Puyallup Tribe of Indians
- Shon Sylvia
  Metro Parks
# Community Leaders Provided Input

<table>
<thead>
<tr>
<th>NON-PROFIT</th>
<th>SOCIAL SERVICE</th>
<th>PRIVATE SECTOR</th>
<th>VETERANS AFFAIRS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kevin Dull</td>
<td>Michael Mirra, Tacoma Housing Authority</td>
<td>Bruce Kendall, EDB</td>
<td>Sarah Luna, South Sound Military Community Partnership</td>
</tr>
<tr>
<td>MultiCare</td>
<td>Amanda DeShazo, Affordable Housing Consortium</td>
<td>Tom Pierson, Tacoma Chamber</td>
<td>Sean Dennerlein, Pierce County Veterans Program</td>
</tr>
<tr>
<td>T’wina Nobles</td>
<td>Amanda DeShazo, Affordable Housing Consortium</td>
<td>Tara Doyle-Enneking, Puyallup Chamber</td>
<td></td>
</tr>
<tr>
<td>Tacoma Urban League</td>
<td>Elevate Health Citizens Group</td>
<td>Aaron Artman, Tacoma Rainiers</td>
<td></td>
</tr>
<tr>
<td>Cynthia Stewart</td>
<td></td>
<td>Matt Perry, Puget Sound Energy</td>
<td></td>
</tr>
<tr>
<td>League of Women Voters</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dona Ponepinto</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>United Way of Pierce County</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

January 2020
Community Support

WE NEED TO EXPAND BUS SERVICE AS MUCH AS POSSIBLE
36%

WE NEED A LITTLE MORE BUS SERVICE
39%

WE DON’T NEED TO EXPAND BUS SERVICE
20%

DON’T KNOW
5%

75% wanted to see some level of increased service
“A proposal concerning an expansion of transit service may be on an upcoming ballot. If approved, this proposal would authorize Pierce Transit to collect an additional 0.3% sales-and-use tax to fund more frequent service for existing bus routes, later weekday bus service, new bus routes, service for people with disabilities, and capital improvements.”

**Community Support**

**INITIAL SUPPORT**
- Support: 57%
  - Strongly: 28%
  - Somewhat: 29%
- Oppose: 40%
  - Strongly: 27%
  - Somewhat: 13%
- Don't Know: 3%

**AFTER COST**
- Support: 55%
  - Strongly: 27%
  - Somewhat: 28%
- Oppose: 42%
  - Strongly: 32%
  - Somewhat: 13%
- Don't Know: 3%

**AFTER IMPROVEMENTS**
- Support: 58%
  - Strongly: 29%
  - Somewhat: 29%
- Oppose: 39%
  - Strongly: 27%
  - Somewhat: 13%
- Don't Know: 3%
Combining community input with key data, Pierce Transit has put together a detailed plan. It effectively and efficiently prepares us to meet the opportunities ahead.
Our Plan is Three-Fold

**STRENGTHEN DEVELOPMENT**

- Bus replacement
- Bus stop repair
- Capital investments

**REDUCE CONGESTION**

- More frequent bus trips for every route
- Busiest routes run every 15 minutes for commuters
- Routes run until 10:00pm
- New routes to serve Port of Tacoma, Lakewood, and University Place

**INCREASE EQUITY**

- New zones to serve Puyallup, Spanaway, and Midland
- New services for late shift workers
It Helps Enhance Our Community

(POSSIBLE ENHANCEMENTS)

- Students ride free
- Seniors ride free
- Port of Tacoma service
- Additional zone service
- Improved paratransit access
- Greater east/west connections
- Bus Rapid Transit (BRT) system expansion
There Are Funding Options

Local transit sales tax increase
- Increase 0.3% in 2022 (0.9% total)

Graduated local transit sales tax increase
- Increase 0.2% in 2022 (0.8% total)
- Increase 0.1% in 2024 (0.9% total)

- 47% more frequent trips
- 25% new routes
- 10% increase route operating hours
- 10% recovery
- 8% free riders
Planning Assumptions

- Transit sales tax increase and expansion of PTBA are separate measures
- Allocation of new sales tax revenue = 70% service and 30% capital
- Staffing mix remains consistent = 88% service and 12% admin
- 2 peak vehicles per microtransit zone
- Route 1 and Route 2 BRT are included
## Equity Considerations

<table>
<thead>
<tr>
<th>Rank</th>
<th>Route</th>
<th>Description</th>
<th>Rough Cost</th>
<th>Population</th>
<th>Potential Ridership Rank</th>
<th>Equity Rank</th>
<th>Cost Rank</th>
<th>Gap-Filling</th>
<th>Weighted Average Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>40</td>
<td>Portland Ave through Port to 10th and Commerce TC</td>
<td>$2.0 M</td>
<td>11,966</td>
<td>5</td>
<td>7</td>
<td>4</td>
<td>Yes</td>
<td>5.5</td>
</tr>
<tr>
<td>2</td>
<td>51</td>
<td>Tyler N-S, downtown to Lakewood Mall TC</td>
<td>$3.6 M</td>
<td>22,386</td>
<td>7</td>
<td>6</td>
<td>2</td>
<td>Yes</td>
<td>5.2</td>
</tr>
<tr>
<td>3</td>
<td>40/54 South</td>
<td>South extension of 40 or 54 on Portland Ave to Parkland TC</td>
<td>$1.5 M</td>
<td>10,324</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>Yes</td>
<td>4.6</td>
</tr>
<tr>
<td>4</td>
<td>204</td>
<td>84th E-W, connecting South Tacoma Sounder Station to 72nd and Portland TC</td>
<td>$2.0 M</td>
<td>14,072</td>
<td>6</td>
<td>4</td>
<td>5</td>
<td>Yes</td>
<td>4.5</td>
</tr>
<tr>
<td>5</td>
<td>11 Alt</td>
<td>Serve Pt Ruston with 11 (alternative to route 15)</td>
<td>$-90 K</td>
<td>625</td>
<td>1</td>
<td>2</td>
<td>7</td>
<td>Yes</td>
<td>2.6</td>
</tr>
<tr>
<td>6</td>
<td>450</td>
<td>Fife Valley Ave E-W, connecting 10th and Commerce TC to Puyallup Sounder Station</td>
<td>$3.7 M</td>
<td>7,995</td>
<td>3</td>
<td>3</td>
<td>1</td>
<td>Yes</td>
<td>2.5</td>
</tr>
<tr>
<td>7</td>
<td>15</td>
<td>Ruston</td>
<td>$2.1 M</td>
<td>5,180</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>Yes</td>
<td>1.7</td>
</tr>
</tbody>
</table>
0.9% = 706,000
SALES TAX
ANNUAL SERVICE HOURS
49%
SERVICE HOUR INCREASE

MORE FREQUENT TRIPS
• Mainline routes 15 minutes daytime/weekdays
• 6 most productive local routes 20 minutes
daytime/weekday
• All routes increase frequency on weekends
• All routes have frequency of 30 minutes or less

INCREASE OPERATING HOURS
• Mainline routes run until midnight on
Weekdays/Saturdays
• All other routes run until 10 pm on
Weekdays/Saturdays
• All local routes run until 8 pm on Sundays

NEW ROUTES
• Route 2 Bus Rapid Transit (Downtown-TCC-Lakewood)
• Portland Ave. between Parkland and 72nd Street
Transit Center
• N-S between Lakewood, University Place and Tacoma
• Ruston Way

MICROTRANSIT
• Two zones for four vehicles at 3,000 hours per vehicle
per year

current 0.6% sales tax = 475,000 annual service hours
Timeline for Improvement

With bus orders taking between 18 and 24 months to fulfill and the process of recruiting and training roughly 254 new operators and support staff, these improvements will take time.
## Revenue Projections

### Sales Tax Revenue

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales Tax Revenue at 0.6%</th>
<th>Change 0.6% to 0.7%</th>
<th>Change 0.6% to 0.8%</th>
<th>Change 0.6% to 0.9%</th>
<th>Change 0.6% to 0.8% to 0.9%</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021</td>
<td>$95,760,000</td>
<td>$12,329,125</td>
<td>$24,658,175</td>
<td>$36,987,300</td>
<td>$24,658,175</td>
</tr>
<tr>
<td>2022</td>
<td>$135,620,100</td>
<td>$16,931,998</td>
<td>$33,863,902</td>
<td>$50,795,892</td>
<td>$33,863,902</td>
</tr>
<tr>
<td>2023</td>
<td>$152,387,676</td>
<td>$17,439,958</td>
<td>$34,879,819</td>
<td>$52,319,769</td>
<td>$52,319,738</td>
</tr>
<tr>
<td>2025</td>
<td>$161,668,085</td>
<td>$18,502,051</td>
<td>$37,004,000</td>
<td>$55,506,043</td>
<td>$55,506,010</td>
</tr>
<tr>
<td>2026</td>
<td>$166,518,128</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Transformation Phase 1

<table>
<thead>
<tr>
<th>IMPROVEMENT</th>
<th>New Hours</th>
<th>New Cost</th>
<th>Notes</th>
<th>New Buses</th>
<th>New Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth ride free</td>
<td>0</td>
<td>$1,400,000</td>
<td>All routes</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Seniors ride free</td>
<td>0</td>
<td>$1,600,000</td>
<td>All routes</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

- **Youth ride free**: Cost $1,400,000 for all routes.
- **Seniors ride free**: Cost $1,600,000 for all routes.
## Transformation Phase 2

<table>
<thead>
<tr>
<th>IMPROVEMENT</th>
<th>New Hours</th>
<th>New Cost</th>
<th>Notes</th>
<th>New Buses</th>
<th>New Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Return all Pre-COVID Service</td>
<td>25,000</td>
<td>$4,197,250</td>
<td>4, 10, 11, 13, 16, 28, 41, 42, 45, 48, 52, 53, 54, 55, 57, 63, 100, 102, 202, 206, 212, 214, 402, 409, 425, 501</td>
<td>0</td>
<td>23</td>
</tr>
<tr>
<td>Every mainline route runs until 12:00am (Weekdays)</td>
<td>2,676</td>
<td>$449,203</td>
<td>Routes 1, 2, 3, 4</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Every mainline route runs until 12:00am (Saturdays)</td>
<td>3,298</td>
<td>$553,676</td>
<td>Routes 1, 2, 3, 4</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Every mainline route runs until 10:00pm (Sundays)</td>
<td>1,093</td>
<td>$183,466</td>
<td>Routes 1, 2, 3, 4</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Every local route runs until 10:00pm (Weekdays)</td>
<td>3,578</td>
<td>$600,656</td>
<td>Routes 16, 28, 42, 45, 52, 54, 57, 100, 202, 206, 212, 400, 402, 409, 501</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>Every local route runs until 10:00pm (Saturdays)</td>
<td>4,874</td>
<td>$818,260</td>
<td>Routes 10, 11, 16, 28, 41, 42, 45, 48, 52, 53, 54, 55, 57, 100, 202, 206, 212, 214, 402, 409, 500, 501</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td>Every local route runs until 8:00pm (Sundays)</td>
<td>3,328</td>
<td>$558,709</td>
<td>Routes 10, 11, 16, 28, 41, 42, 45, 48, 52, 53, 54, 55, 57, 100, 202, 206, 212, 214, 402, 409, 500, 501</td>
<td>0</td>
<td>3</td>
</tr>
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</table>
## Transformation Phase 3

<table>
<thead>
<tr>
<th>IMPROVEMENT</th>
<th>New Hours</th>
<th>New Cost</th>
<th>Notes</th>
<th>New Buses</th>
<th>New Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unify/combine routes with similar profiles (e.g., 11+41, 52+55)</td>
<td>0</td>
<td>$0</td>
<td>Also improve both new routes to 20-minute headways</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Two zones for four vehicles in service at 3,000 hours per vehicle per year ($60/service hour)</td>
<td>12,000</td>
<td>$720,000</td>
<td>Potential zones: Spanaway, Midland, Parkland, Ruston</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
## Transformation Phase 4

<table>
<thead>
<tr>
<th>IMPROVEMENT</th>
<th>New Hours</th>
<th>New Cost</th>
<th>Notes</th>
<th>New Buses</th>
<th>New Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Every local route to 30-minute daytime frequency (Weekdays)</td>
<td>19,828</td>
<td>$3,428,793</td>
<td>Routes 13, 63 (Express), 100, 212, 409, 501</td>
<td>6</td>
<td>18</td>
</tr>
<tr>
<td>Six most productive local routes get 20-minute daytime frequency (Weekdays)</td>
<td>24,013</td>
<td>$4,152,477</td>
<td>Routes 41, 48, 52, 54, 57, 202</td>
<td>7</td>
<td>22</td>
</tr>
<tr>
<td>Every local route to 30-minute daytime frequency (Weekends)</td>
<td>34,154</td>
<td>$5,906,099</td>
<td>Routes 10, 11, 16, 28, 41, 42, 45, 48, 52, 53, 54, 55, 57, 100, 202, 206, 212, 214, 402, 409, 500, 501</td>
<td>0</td>
<td>4</td>
</tr>
</tbody>
</table>

*Every local route to 30-minute daytime frequency (Weekdays)*

- 19,828 routes
- New cost: $3,428,793
- New routes: 13, 63 (Express), 100, 212, 409, 501
- New buses: 6
- New staff: 18

*Six most productive local routes get 20-minute daytime frequency (Weekdays)*

- 24,013 routes
- New cost: $4,152,477
- New routes: 41, 48, 52, 54, 57, 202
- New buses: 7
- New staff: 22

*Every local route to 30-minute daytime frequency (Weekends)*

- 34,154 routes
- New cost: $5,906,099
- New routes: 10, 11, 16, 28, 41, 42, 45, 48, 52, 53, 54, 55, 57, 100, 202, 206, 212, 214, 402, 409, 500, 501
- New buses: 0
- New staff: 4

**Ballot Passes**
- **November 2021**

**Phase 1**
- **January 2022**

**Phase 2**
- **March 2022**

**Phase 3**
- **September 2022**

**Phase 4**
- **March 2023**

**Phase 5**
- **September 2023**

**Phase 6**
- **March 2024**

**Phase 7**
- **September 2024**
## Transformation Phase 5

<table>
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<tr>
<th>IMPROVEMENT</th>
<th>New Hours</th>
<th>New Cost</th>
<th>Notes</th>
<th>New Buses</th>
<th>New Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Every mainline route to 20-minute daytime frequency or better (Saturdays)</td>
<td>3,968</td>
<td>$686,224</td>
<td>1, 2, 3, 4</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>Every mainline route to 30-minute daytime frequency or better (Sundays)</td>
<td>2,658</td>
<td>$459,568</td>
<td>1, 2, 3, 4</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>
### Transformation Phase 6

<table>
<thead>
<tr>
<th>IMPROVEMENT</th>
<th>New Hours</th>
<th>New Cost</th>
<th>Notes</th>
<th>New Buses</th>
<th>New Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Express Route 63 increases to all day, bi-directional service (operates Weekdays only)</td>
<td>5,109</td>
<td>$909,994</td>
<td>Also improves to 30-minute headways</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>Every mainline route to 15-minute daytime frequency (Weekdays)</td>
<td>30,498</td>
<td>$5,432,050</td>
<td>1, 2, 3, 4</td>
<td>9</td>
<td>28</td>
</tr>
</tbody>
</table>

**Ballot Passes**

- **November 2021**
- **January 2022**
- **March 2022**
- **September 2022**
- **March 2023**
- **September 2023**
- **March 2024**
- **September 2024**
# Transformation Phase 7

## IMPROVEMENT

<table>
<thead>
<tr>
<th>IMPROVEMENT</th>
<th>New Hours</th>
<th>New Cost</th>
<th>Notes</th>
<th>New Buses</th>
<th>New Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>North-south between Lakewood, University Place, and Tacoma (e.g. Tyler Road-Bridgeport Way W)</td>
<td>20,461</td>
<td>$3,644,401</td>
<td>Proposed Route 51</td>
<td>6</td>
<td>18</td>
</tr>
<tr>
<td>Ruston Way</td>
<td>11,981</td>
<td>$2,133,990</td>
<td>Proposed Route 15 Express</td>
<td>4</td>
<td>11</td>
</tr>
<tr>
<td>Portland Avenue between Parkland and 72nd Street Transit Centers</td>
<td>8,270</td>
<td>$1,473,007</td>
<td>Extended Route 54 south and improves to 20-minute headways</td>
<td>3</td>
<td>12</td>
</tr>
</tbody>
</table>
A Pierce Transit ballot measure needs to function as a means for **connecting a wide range of community interests**. The following are some of those considerations.
Base Capacity

<table>
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<tr>
<th>Year</th>
<th>Sound Transit</th>
<th>Pierce Transit</th>
<th>Bus Rapid Transit</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>153</td>
<td>166</td>
<td>175</td>
</tr>
<tr>
<td>2021</td>
<td>129</td>
<td>129</td>
<td>175</td>
</tr>
<tr>
<td>2022</td>
<td>129</td>
<td>129</td>
<td>175</td>
</tr>
<tr>
<td>2023</td>
<td>129</td>
<td>129</td>
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</tr>
<tr>
<td>2024</td>
<td>129</td>
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</tr>
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<td>187</td>
<td>17</td>
</tr>
<tr>
<td>2026</td>
<td>129</td>
<td>187</td>
<td>34</td>
</tr>
<tr>
<td>2027</td>
<td>129</td>
<td>187</td>
<td>34</td>
</tr>
<tr>
<td>2028</td>
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<td>187</td>
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</tr>
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<td>2029</td>
<td>129</td>
<td>187</td>
<td>34</td>
</tr>
<tr>
<td>2030</td>
<td>129</td>
<td>187</td>
<td>34</td>
</tr>
</tbody>
</table>

Legend:
- Dark blue: Sound Transit
- Light blue: Pierce Transit
- Green: Bus Rapid Transit
Careful Stewards of Taxpayer Dollars

Comparable Transit Agencies under PTBA* Authority

*Public Transportation Benefit Area
### Recent Transit Ballot Measures Statewide

<table>
<thead>
<tr>
<th>Date</th>
<th>Agency</th>
<th>Transit Sales Tax Proposal</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>11/03/20</td>
<td>Watcom Transportation Authority</td>
<td>.2% renewal</td>
<td>83%</td>
<td>17%</td>
</tr>
<tr>
<td>11/03/20</td>
<td>Seattle Transportation Benefit District</td>
<td>.1% renewal and 6 year increase to 1.5%</td>
<td>82%</td>
<td>18%</td>
</tr>
<tr>
<td>08/06/19</td>
<td>Link Transit</td>
<td>.2% increase</td>
<td>56%</td>
<td>44%</td>
</tr>
<tr>
<td>11/06/18</td>
<td>Twin Transit</td>
<td>.2% established in expanded PTBA</td>
<td>35%</td>
<td>65%</td>
</tr>
<tr>
<td>11/06/18</td>
<td>Intercity Transit</td>
<td>.4% increase</td>
<td>66%</td>
<td>34%</td>
</tr>
<tr>
<td>02/14/17</td>
<td>Garfield County Transit Authority</td>
<td>.4% established</td>
<td>77%</td>
<td>23%</td>
</tr>
<tr>
<td>11/08/16</td>
<td>Sound Transit</td>
<td>.5% increase, property tax, car tabs</td>
<td>55%</td>
<td>45%</td>
</tr>
<tr>
<td>11/08/16</td>
<td>Spokane Transit Authority</td>
<td>.2% increase phased with sunset</td>
<td>55%</td>
<td>45%</td>
</tr>
<tr>
<td>11/08/16</td>
<td>Kitsap Transit</td>
<td>.3% ferry tax</td>
<td>51%</td>
<td>49%</td>
</tr>
<tr>
<td>04/26/16</td>
<td>Ellensburg Transportation Benefit District</td>
<td>.2% established</td>
<td>63%</td>
<td>37%</td>
</tr>
<tr>
<td>11/03/15</td>
<td>Community Transit</td>
<td>.3% increase</td>
<td>51%</td>
<td>49%</td>
</tr>
<tr>
<td>04/28/15</td>
<td>Spokane Transit Authority</td>
<td>.3% increase</td>
<td>49%</td>
<td>51%</td>
</tr>
<tr>
<td>11/05/13</td>
<td>Grays Harbor Transit</td>
<td>.1% increase</td>
<td>71%</td>
<td>29%</td>
</tr>
<tr>
<td>11/05/13</td>
<td>Okanagan County Transit Authority</td>
<td>.4% established</td>
<td>56%</td>
<td>44%</td>
</tr>
<tr>
<td>11/06/12</td>
<td>Pierce Transit</td>
<td>.3% increase</td>
<td>49.8%</td>
<td>50.2%</td>
</tr>
<tr>
<td>11/06/12</td>
<td>C-TRAN</td>
<td>.1% increase</td>
<td>44%</td>
<td>56%</td>
</tr>
<tr>
<td>02/08/11</td>
<td>Pierce Transit</td>
<td>.3% increase</td>
<td>48%</td>
<td>52%</td>
</tr>
<tr>
<td>02/08/11</td>
<td>C-TRAN</td>
<td>.2% increase</td>
<td>56%</td>
<td>44%</td>
</tr>
</tbody>
</table>
Local Issues

- Sound Transit car tabs
- Revenue and expense forecast for expanding service boundary
- Ballot fatigue and undervote experience in 2012
- Post-COVID recovery
- Voter turnout
## Current Sales Tax Rates

(As of April 1, 2021)

<table>
<thead>
<tr>
<th>Rate</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.2%</td>
<td>Tacoma</td>
</tr>
<tr>
<td>9.9%</td>
<td>Auburn, Edgewood, Fife, Fircrest, Lakewood, Milton, Pacific, Puyallup, Ruston, Steilacoom, University Place, Unincorporated Pierce County</td>
</tr>
<tr>
<td>8.7%</td>
<td>Gig Harbor</td>
</tr>
</tbody>
</table>
Transformation Timeline

- **2021**
  - **NOVEMBER**
    - Ballot Passes

- **2022**
  - **MARCH**
    - Phase 2
  - **APRIL**
    - Phase 3
    - Sales Tax Increased to 0.8% (0.2% added)
  - **SEPTEMBER**
    - Phase 4

- **2023**
  - **SEPTEMBER**
    - Phase 5

- **2024**
  - **MARCH**
    - Phase 6
  - **JANUARY**
    - BRT Line 1 Implementation
  - **SEPTEMBER**
    - BRT Line 2 Implementation
  - **SEPTEMBER**
    - Phase 7

- **2027**
  - **SEPTEMBER**
    - BRT Line 2 Implementation
Sponsorship

- The Superlative Group is supporting our BRT sponsorship deals
- Approximately 100 companies were contacted about BRT 1 line sponsorship
- Draft agreement is nearly complete, and final contract terms being negotiated
- After line sponsorship is in place, work will move to station sponsorship sales calls
What is BRT?

It’s efficient.

FUNDED BY GRANTS
With capital funds coming primarily from outside sources, other Pierce Transit services will be maintained, and will benefit from BRT.

SUPPORTS OUR BUSIEST CORRIDOR
Pacific Avenue/SR-7 is Pierce Transit’s highest ridership corridor, with 3,500 average weekday boardings.

POSITIONED FOR MAXIMUM IMPACT
Approximately 55,000 people live within a half-mile of the corridor & that number will increase by an estimated 25% by 2040.
And so much more

- **FREQUENT**: Bus runs every 10-15 minutes
- **ACCESSIBLE**: Larger buses allow for better wheelchair access
- **CONNECTED**: Key stops connect Tacoma to Spanaway
- **FAST**: Traffic signals will prioritize BRT buses
- **EASY**: Raised platforms & multiple doors make boarding easy
- **RELIABLE**: Bus trips supported by real-time info
Why BRT?

- Supports the economic future of Pierce County
- Aligns with City of Tacoma’s and Pierce County’s long-term plans
- Assists growing transit demand

It strengthens our community.

- Planned for construction along six recognized Opportunity Zones
- Congestion mitigation provides a competitive alternative
BRT Route Overview

BUS RAPID TRANSIT FROM TACOMA TO SPANAWAY
Lane types vary based on traffic priority & station location.
BRT Lanes Overview

BUS RAPID TRANSIT FROM TACOMA TO SPANAWAY
Project Timeline

2017
- Assess corridor conditions
- Develop project purpose & need
- Mode selection
- Develop alternatives

2018
- Select Locally Preferred Alternative
- Begin FTA Small Starts application
- Conduct additional traffic analysis
- Begin initial environmental review

2019
- Continue environmental review
- Begin design
- Launch BRT Community Committee

2020-2021
- Continue design
- Finalize environmental review
- Begin Property Acquisition

2022-2024
- Continue Property Acquisition
- Begin construction
- Open to service
Project Phases

BUS RAPID TRANSIT FROM TACOMA TO SPANAWAY

[Map showing project phases, stations, and routes from Tacoma to Spanaway]
Bringing resources back to our community.

- **$60 million** ST Partnership Funds
- **$19 million** WSDOT LEAP & Other Grants
- **$13 million** FTA & State Grant Awards
- **$3 million** Pierce Transit Local Funds Grant Match
- **$75 million** FTA Small Starts Grant Request (Pending)

**$170 million** Total Budget
Coordinating with property owners.

PROPERTY OWNER MEETINGS
- Held meetings with property owners, organized through an online scheduling tool
- Covering design impacts, construction impacts & property acquisition process

MAILED INFORMATION PACKETS
- Overview of BRT project
- Notice of potential purchase (or temporary construction access) of partial property
- Acquisition process details and property rights
**Community Outreach**

**BRT COMMUNITY COMMITTEE**
- Held fourth meeting on October 20, 2020
- Next meeting tentatively scheduled for April

**VIRTUAL BRT TOUR**
- Translated in Spanish and Vietnamese
- Approximately 1,500 sessions
- Averaging three minutes per session

**LIVE-STREAMED PUBLIC MEETING**
- Virtual public meeting conducted on December 10, 2020
- Approximately 115 members of the public joined the online meeting
- Project overview, design, timeline, and property owner coordination
- View the recorded meeting at RideBRT.com
- Sixty percent design public meeting tentatively scheduled for June 15th
• Pierce Transit will invest $850k for BRT System Expansion Study

• Will inform build out of remaining four BRT lines and identify electrification needs for network

• Anticipate BRT 2 to replace current Route 2

• Asking state legislature for $10M investment for study and electrification infrastructure of BRT 2