



Pierce Transit
Community Transportation Advisory Group (CTAG)
Virtual Meeting via Zoom/phone
Minutes – March 25, 2021

CALL TO ORDER

Meeting called to order at 5:33 PM.

ROLL CALL AND ATTENDANCE

CTAG Members Present: Don Green, Blake Geyen, Linda Moran, Deirdre Maxwell, Paul Crandall, Cody Bakken, Denise Edington

Absent: Barbara Rhoades, Antoinette Craig

Pierce Transit Employees Present: Mike Griffus (COO), Brenda Davis (Community Development Supervisor), Lani Fowlkes (Community Development Coordinator), Penny Grellier (Community Development Administrator)

APPROVAL OF MINUTES

Minutes from February 2021 were reviewed and approved (Deirdre moved, Cody seconded).

CTAG MEMBERS COMMITTEE REPORTS

Don: CEO Recruitment Committee: a group consisting of Board members, staff and Don as CTAG representative has convened to help select the new CEO. A recruitment firm is leading the process. Committee members were asked what qualities they want in the next CEO (experience with ground transportation, leadership skills, ability to relate to people). The recruitment firm will next write up a position description.

PUBLIC COMMENT

none

DISCUSSION ITEMS

Bus Stop Balancing Project (Mike Griffus)

Mike presented information on the Bus Stop Balancing project, which aims to increase efficiency through the Pierce Transit service area. All 2000+ bus stops were examined for safety, accessibility, ridership and other features and a list compiled of those that can be removed. Most oft-heard complaint: I don't ride the bus because it takes too long. Standard distance between stops is 1/8 mile in urban areas, 1/4 mile in other areas. Some of our stops are much closer together. Removing some stops will speed up service and improve On Time Performance. Public feedback is critical: community can call Customer Service or visit our website to comment on stops through April 11.

Outreach action plan update (Brenda Davis and Lani Fowlkes): the Sales and Outreach Team is entering its busy season for interacting with the community. A Bus Rider Survey was conducted in February at Transit Centers to see how the public accesses bus schedules and trip plans. Most popular methods are Bus Book and PT website. Most-used apps are Transit, Google Maps and One Bus Away.

The Team plans some in-person outreach as pandemic conditions allow: drive-through Daffodil Parade with decorated coach, Farmer's Markets throughout Pierce County, and public food/resource distribution events. A Student Art Contest will be held May 1-31 in conjunction with the City of Tacoma's Arts Month. All Pierce County K-12 students are invited to submit art (visual or written) to the theme "Community Resilience". Details will be on our website soon, and a CTAG member is requested to sit on the Selection Committee.

Also available is a new Student Education program that includes virtual learning and in-person instruction for middle- and high school students on how to ride, transit etiquette and trip planning.

The new BRT Stream logo was shared.

Lani Fowlkes described how the Team will be approaching Limited English Proficiency populations along the BRT corridor to ensure equity for project feedback and communications. It is hoped that the contacts she makes will allow us to provide information to groups that might otherwise not engage.

MEMBER DELIBERATION

Cody asked CTAG to consider their stance on the City of Tacoma's At Home In Tacoma project that addresses how affordable housing is developed. The group is focused on how transit can support and be included in plans for these developments. Linda moved and Paul seconded a motion for Cody to compose a draft letter, post for member edits and submit to the City.

PIERCE TRANSIT NEWS & ANNOUNCEMENTS

At the recent Board of Commissioners Annual Retreat, Board members asked that CTAG Quarterly Board Reports include recommendations, not just summaries of activity.

ADJOURNMENT

Meeting adjourned at 6:55PM

Submitted by:

Penny Grellier, Community Development Administrator

Approved by:

Don Green, Chair

18:33:48 From Lani Fowlkes-Pierce Transit : Thank you, everyone. It was my pleasure seeing all of you. Pierce Transit values and needs your feedback and the feedback of your respective communities regarding the BRT project. Lani Fowlkes 253.984.8212 lfowlkes@piercetransit.org.

18:37:02 From Cody Bakken : <https://www.cityoftacoma.org/cms/one.aspx?pagelD=180033>