



Pierce Transit
Community Transportation Advisory Group (CTAG)
Virtual Meeting via Zoom/phone
Minutes – August 26, 2021

CALL TO ORDER

Meeting called to order at 5:30 PM.

ROLL CALL AND ATTENDANCE

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

Absent: Emily Freeman, Antoinette Craig

Pierce Transit Employees Present: Mike Griffus, CEO; Lani Fowlkes, Community Development Coordinator

APPROVAL OF MINUTES

Minutes from July 2021 were reviewed and approved as amended (Linda moved, Deirdre seconded).

CTAG MEMBERS COMMITTEE REPORTS

CEO Recruitment Committee: Deirdre noted the next BRT committee meeting will be in September. Don noted the CEO selection committee was disbanded since new CEO has been named.

PUBLIC COMMENT

none

DISCUSSION ITEMS

Welcome the new CEO, Mike Griffus

Mike thanked CTAG members for their service. Don stated his pleasure at being on the CEO Selection Committee. Mike thanked Cody for his involvement on the Bus Stop balancing review panel. Mike went on to review large projects at Pierce Transit; namely BRT and the base renovations. He has approved the 2022 budget and will put out a community newsletter keeping public up to date on agency activities. He noted that we may go to the voters for increased sales tax revenue next year. Challenges faced include federal deadlines for BRT, needing more drivers and mechanics. SHUTTLE rides dropped significantly during pandemic but are starting to increase now. Linda stated we need to share more information to the public to build awareness of our services. Mike agreed that advocacy is key to building support, and CTAG can be involved. He believes the Union will support expansion efforts, too. Mike feels transit careers of all kinds should be promoted to younger generation; it's not just bus drivers opportunities but mechanics, IT, marketing, admin, etc. Blake asked why we are so low on drivers and Mike noted that we had 130 drivers eligible for retirement at the start of the pandemic,

and during the past year half of that group retired. We have increased driver wages and refreshed our recruiting materials to get more candidates in the door.

Limited English Proficiency BRT outreach (Lani Fowlkes, Community Development Coordinator)

Lani visited CTAG in May outlining a plan to reach LEP communities along the BRT corridor. This population was identified as frequent bus riders who may not have access to information due to non-English languages spoken and read. She presented the results to the group: outreach was conducted with seven organizations from May through July. The overall reception was positive, audience was excited to hear about BRT and eager to spread the word about the service to constituents. Requests were made to have basic information translated into seven languages, and materials be made available online and in print to be widely shared. One organization's rep asked how we are engaging homeowners along the corridor, opportunity zone benefits, and safety/security along corridor. Don asked how broadly the community is aware of BRT and Lani detailed the efforts currently underway by Sales & Outreach team. Don also asked if LEP organizations prioritized transit/BRT and Lani said KWA gauged transportation as a high priority for most of the people they serve. Cody asked if translated materials will be available in print as well as online and Lani confirmed that. He also suggested libraries as distribution point.

September meeting/bus ride (all members)

September regular CTAG meeting will be cancelled. A BRT virtual meeting is being held on September 23rd at 5pm which is open to the public. Members decided on a bus ride on Saturday, September 25 at TCC, riding the 1:20pm trip on Route 28. Discussion topics and questions will be brainstormed to engage the public on board.

Pierce Transit org chart (all members)

A copy of the organizational chart was shared to members. Questions and comments are best submitted by email to CTAG Liaison who will then share with appropriate staff member. CTAG can contact other staff directly but please CC the Liaison on any emails to staff.

MEMBER DELIBERATION

Bus ride discussion continued

PIERCE TRANSIT NEWS & ANNOUNCEMENTS

Transit transformation: deadline has passed for November 2021 ballot. We may go for the November 2022 ballot. CTAG can invite a Board member to their November meeting to discuss further.

Don will give the 3rd Quarter Board report

CTAG member terms: two end January 2022 (second term, no renewal) and two more end April 2022 (first term, may renew). CTAG needs to open recruitment to bring in new members.

Penny announced that she will move to another team at Pierce Transit and will no longer be CTAG Liaison. A replacement will be found shortly and will be introduced at the October CTAG meeting. Penny will attend October meeting.

ADJOURNMENT

Meeting adjourned at 6:58PM

Submitted by:

Approved by:

Penny Grellier, Community Development Administrator

Don Green, Chair