

Executive Finance Committee Meeting Agenda
January 19, 2023, 3:00 p.m.



Virtual Meeting Participation Information:

Dial: 1-253-215-8782 Meeting ID No. 84134942082

Webinar link: <https://us02web.zoom.us/j/84134942082>

Physical Meeting Location:

Pierce Transit Training Center

3720 96th Street SW

Lakewood, WA 98499

Call to Order

Approval of Minutes – November 17, 2022, committee meeting

Public Comment:

Citizens wishing to provide comment will be given up to three minutes to comment on transit-related matters regardless of whether it is an agenda item or not. The Chair, at his or her discretion, may reduce the comment time to allow sufficient time for the Board to conduct business.

*To request to speak virtually during public comment, please press the Raise Hand button near the bottom of your Zoom window or press *9 on your phone. If speaking in person, please sign in at the table at the back of the room. Your name or the last four digits of your phone number will be called out when it is your turn to speak. Written comments may also be emailed to Djacobson@piercettransit.org.*

Action Agenda

- | | |
|--|--|
| 1. Election of Chair and Vice Chair | Chair Whalen |
| 2. FS 2023-004, Authority to Execute Amendment No. 3 with Gordon Thomas Honeywell (Contract No. PT-09-18), to Provide State Legislative Liaison Services through 2025 | Alexandra Mather
Government Relations Administrator |
| 3. FS 2023-005, Authority to Execute Amendment No. 3 with Simon & Company (Contract No. PT-08-18), to Provide Federal Government Legislative Liaison Services through 2025 | Alexandra Mather
Government Relations Administrator |

Review/Discussion

- | | |
|--|--|
| 1. Pierce Transit Rider Survey Results | Kim McGilvery
Community Development Manager |
|--|--|

Commissioner Comments

Executive Session – None Scheduled

Adjournment

Pierce Transit does not discriminate on the basis of disability in any of its programs, activities, or services. To request this information in an alternative format or to request a reasonable accommodation, please contact the Clerk's Office at 253.581.8066, before 4:00 p.m., no later than the Tuesday preceding the Board meeting.

**PIERCE TRANSIT
EXECUTIVE FINANCE COMMITTEE MEETING**

November 17, 2022

MINUTES

CALL TO ORDER

Chair Whalen called the meeting to order at 3:02 p.m.

ATTENDANCE

Executive Finance Committee Commissioners present:

Marty Campbell, Pierce County Council, Vice Chair
John Hines, City of Tacoma
Ryan Mello, Pierce County Council
Jason Whalen, Mayor of City of Lakewood, Chair

Staff present:

Mike Griffus, Chief Executive Officer
Chris Schuler, Chief Financial Officer
Brittany Carbullido, Assistant to the CEO/Deputy Clerk of the Board
Deanne Jacobson, Clerk of the Board

OPENING REMARKS AND HOUSEKEEPING

Chair Whalen welcomed committee members, staff, and citizens to the virtual meeting and provided instructions for participation to attendees.

APPROVAL OF MINUTES

Commissioners Campbell and Mello **moved** and seconded to approve the May 19, 2022, Executive Finance Committee meeting minutes as presented.

Motion **carried**, 4-0.

PUBLIC COMMENT

No public comments were received.

ACTION AGENDA

- 1. FS 2022-064, Authorize the Chief Executive Officer to Enter into and Execute Contract No. 1398 with Eberle Vivian, dba Helmsman Management Services, LLC.,**

to Provide Workers' Compensation Third Party Administrator Services in the Amount of \$580,000

Risk Manager Karen Thesing presented on the item and provided an overview of the scope of the contract. She advised that Eberle Vivian has been Pierce Transit's third-party administrator since 2007. She reviewed the procurement process and expressed that Pierce Transit has been pleased with their service in the past and with their focus of working with public entities.

Commissioners Mello and Campbell **moved** and seconded to authorize the Chief Executive Officer to enter into and execute Contract No. 1398 with Eberle Vivian, dba Helmsman Management Services LLC., to provide workers' compensation third party administrator services in the amount of \$580,000.

Motion **carried**, 4-0.

2. FS 2022-065, Authorize the Chief Executive Officer to Increase Contract 1019 with All StarZ Staffing and Consulting, Inc., by up to \$200,000, for a new Contract Amount of \$400,000, to Continue Providing Temporary Staffing for Bus Cleaning Custodians

Human Resources Manager Tara Schaak presented on the item and noted that Pierce Transit is experiencing a staffing shortage of bus custodians. She advised that Pierce Transit has utilized bus cleaning services for over a year and a half now and that these services are still needed to keep the buses cleaned and disinfected. She advised that Pierce Transit is currently recruiting for bus custodians.

Commissioners Campbell and Mello **moved** and seconded to authorize the Chief Executive Officer to increase Contract 1019 with All StarZ Staffing and Consulting, Inc., by up to \$200,000, for a new contract amount of \$400,000, to continue providing temporary staffing for bus cleaning custodians.

Motion **carried**, 4-0.

REVIEW AND DISCUSSION

1. ORCA LIFT and Fare Amendment Review

Senior Planner Lanai Tua gave an overview of the various fare amendments that have occurred over the years and fare options that staff has considered. The committee reviewed four potential fare options. She reviewed the agency's Fare Parity Policy that was created to achieve parity between fixed route and Shuttle services.

Ms. Tua reviewed the population estimates within the PTBA that may be eligible for ORCA LIFT and rough cost impacts to farebox recovery should ORCA LIFT be implemented.

Ms. Tua reviewed the timeline for ORCA LIFT implementation and staff's fare amendments recommendations

Commissioner Mello expressed that he agrees with staff's recommendation to not increase fares for fixed route or SHUTTLE and move forward with implementing ORCA LIFT.

Principal Planner Lindsey Sehmel responded to questions about fare collection with the ORCA LIFT program as well as the fiscal impacts of offering the ORCA LIFT program, noting that staff will return with more detailed information about the fiscal impacts of the program at the January 2023 board meeting.

CEO Griffus noted that the ORCA LIFT program will be offset by adjustments to the Capital program and that the ORCA LIFT program will coincide with the Sound Transit Hilltop Extension.

2. 2021 Financial Overview and 2022 Q3 Financial Report

Chief Financial Officer Chris Schuler provided an overview of the 2022 Q3 fiscal quarter, reviewing revenue by category comparing years 2019 through 2022. He stated sales tax collection rate is higher than budgeted and that the agency should be positioned to stave off any dips in sales tax collections for several months should there be an economic downturn.

He reviewed the operating expenditures and capital fund and reserve balances and responded to questions pertaining to reserve balances.

COMMISSIONER COMMENTS

No comments provided.

EXECUTIVE SESSION

No executive session was scheduled.

ADJOURNMENT

There being no further business before the committee, the meeting was adjourned at 3:51 p.m.

Deanne Jacobson
Clerk of the Board

Jason Whalen, Chair
Executive Finance Committee

TITLE: Authority to Execute Amendment No. 3 with Gordon Thomas Honeywell (Contract No. PT-09-18), to Provide State Legislative Liaison Services through 2025

DIVISION: Executive

SUBMITTED BY: Alexandra Mather, Government Relations Administrator

RELATED ACTION:

Fact Sheet No. 2011-023, Authority to Execute a Contract for Legislative Liaison Services with Gordon Thomas Honeywell Government Affairs

Fact Sheet No. 2018-030, Authority to Enter into a Multi-Year Contract with Gordon Thomas Honeywell Governmental Affairs

ATTACHMENTS: N/A

RELATION TO STRATEGIC PLAN: Internal

BUDGET INFORMATION

Is it Budgeted? ☒ Yes / ☐ No

Project Name or Number: N/A

☒ Operating Budget

☐ Capital Budget

FUNDING SOURCE:		EXPLANATION:
Original and Previous Contract Amount	\$ 342,000.00	Contract costs are included in the operating budget.
This Contract Amount	\$ 156,000.00	
New Contract Amount	\$ 498,000.00	

BACKGROUND:

Gordon Thomas Honeywell Government Affairs (GTHGA) has served as Pierce Transit's state advocacy firm since Oct. 14, 2011. During that time, GTHGA has delivered significant value to the mission and operations of Pierce Transit, including helping secure over \$30M in grants and project appropriations to support enhanced services and agency initiatives on behalf of the riding public. GTHGA has been instrumental in developing strategy and relationships with the Pierce County legislative delegation and supported the Pierce Transit CEO and staff in legislative agenda development and outreach, in service to the agency and the community we serve.

ALTERNATIVES:

1. Do not authorize additional funds. This would require a public solicitation upon contract expiration.

2. Discontinue the use of utilizing governmental affairs services. This is not recommended as GTGGA has delivered significant value to Pierce Transit over the years.

RECOMMENDATION:

Approve Amendment No. 3 with Gordon Thomas Honeywell Governmental Affairs, Contract No. PT-09-18, in the amount of \$156,000 to continue State Legislative Liaison Services through 2025.

PROPOSED MOTION:

Move to: Authorize the Chief Executive Officer to enter into and execute Amendment No. 3 with Gordon Thomas Honeywell (Contract No. PT-09-18), to provide State Legislative Liaison Services through 2025 in the amount of \$156,000, for a new contract amount of \$498,000.

TITLE: Authority to Execute Amendment No. 3 with Simon & Company (Contract No. PT-08-18), to Continue to Provide Federal Government Liaison Services Through 2025

DIVISION: Executive

SUBMITTED BY: Alexandra Mather, Government Relations Administrator

RELATED ACTION: N/A

ATTACHMENTS: N/A

RELATION TO STRATEGIC PLAN: Internal

BUDGET INFORMATION

Is it Budgeted? ☒ Yes / ☐ No

Project Name or Number: N/A

☒ Operating Budget

☐ Capital Budget

FUNDING SOURCE:		EXPLANATION:
Original and Previous Contract Amounts	\$ 198,000.00	Contract costs are included in the operating budget.
This Contract Amount	\$ 90,000.00	
New Contract Amount	\$ 288,000.00	

BACKGROUND:

Simon & Company has held the Federal Government Liaison Services contract for Pierce Transit since May 23, 2018. During that time, Simon & Company has produced significant value to the mission and operations of Pierce Transit, including: weekly updates on federal legislation, major legislation implementation and grant opportunities; advises the grants team on strategy for project and grant submittal; positions agency for success among the U.S. Department of Transportation, Federal Transit Administration and WA Congressional delegation; staffs and supports CEO and staff visits to Washington D.C.; available for strategic and thought partnership on the agency's federal legislative agenda and priorities.

ALTERNATIVES:

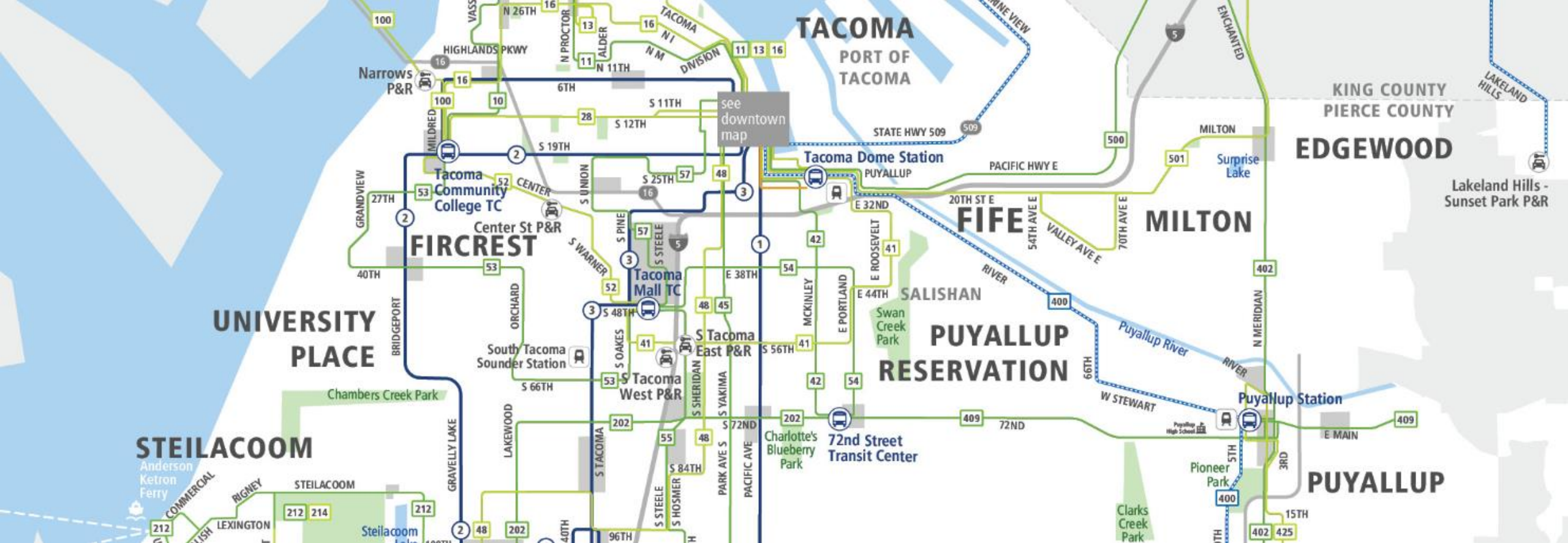
Do not authorize additional funds. This would require a public solicitation upon contract expiration. The agency may also discontinue the use of utilizing governmental affairs services. This is not recommended as Simon & Company has delivered significant value to Pierce Transit over the years.

RECOMMENDATION:

Approve Amendment No. 3 with Simon & Company, Contract No. PT-08-18, in the amount of \$90, to continue Federal Government Liaison Services through 2025.

PROPOSED MOTION:

Move to: Authorize the Chief Executive Officer to enter into and execute Amendment No. 3 with Simon & Company, Contract No. PT-08-18, to continue Federal Government Liaison Services through 2025 in the amount of \$90,000.00, for a new contract amount of \$288,000.00.



Pierce Transit Rider Survey

January 2023

- ▶ Public online survey of Pierce Transit riders
- ▶ Survey invitations and links distributed by a variety of outreach methods, including:
 - Customer email lists and text message subscribers
 - Pierce Transit's website, Facebook, Twitter, and Instagram accounts
 - Physical outreach via signage on-board buses and at stops/shelters
 - On-board audio announcements
- ▶ Survey conducted September 12th – October 26th, 2022
- ▶ 712 interviews (n) total; including 440 current riders and 167 infrequent(occasional/lapsed riders)
- ▶ *Comparison caveats: Throughout this report, select comparisons are made with previous years' surveys which involved onboard, in-person survey distribution prior to the COVID-19 pandemic. Due to various direct and indirect challenges with replicating this approach following the impacts of the pandemic, the difference in survey approach in 2022 may have some effect on those comparisons, in addition to rider behavior changes over the last couple years. Differences in survey language, response categories, and availability of previous years' data are also noted throughout.*

Please note that due to rounding, some percentages may not add up to exactly 100%.

Pierce Transit Ridership Categories

Over half (62%) of survey participants are current riders, consisting of those who ride Pierce Transit at least once a month. About a quarter (23%) either ride occasionally (a few times a year or less or used to ride but have stopped). Another 15% are non-riders who never ride Pierce Transit buses. Most of the results in this report will focus on current and occasional riders.

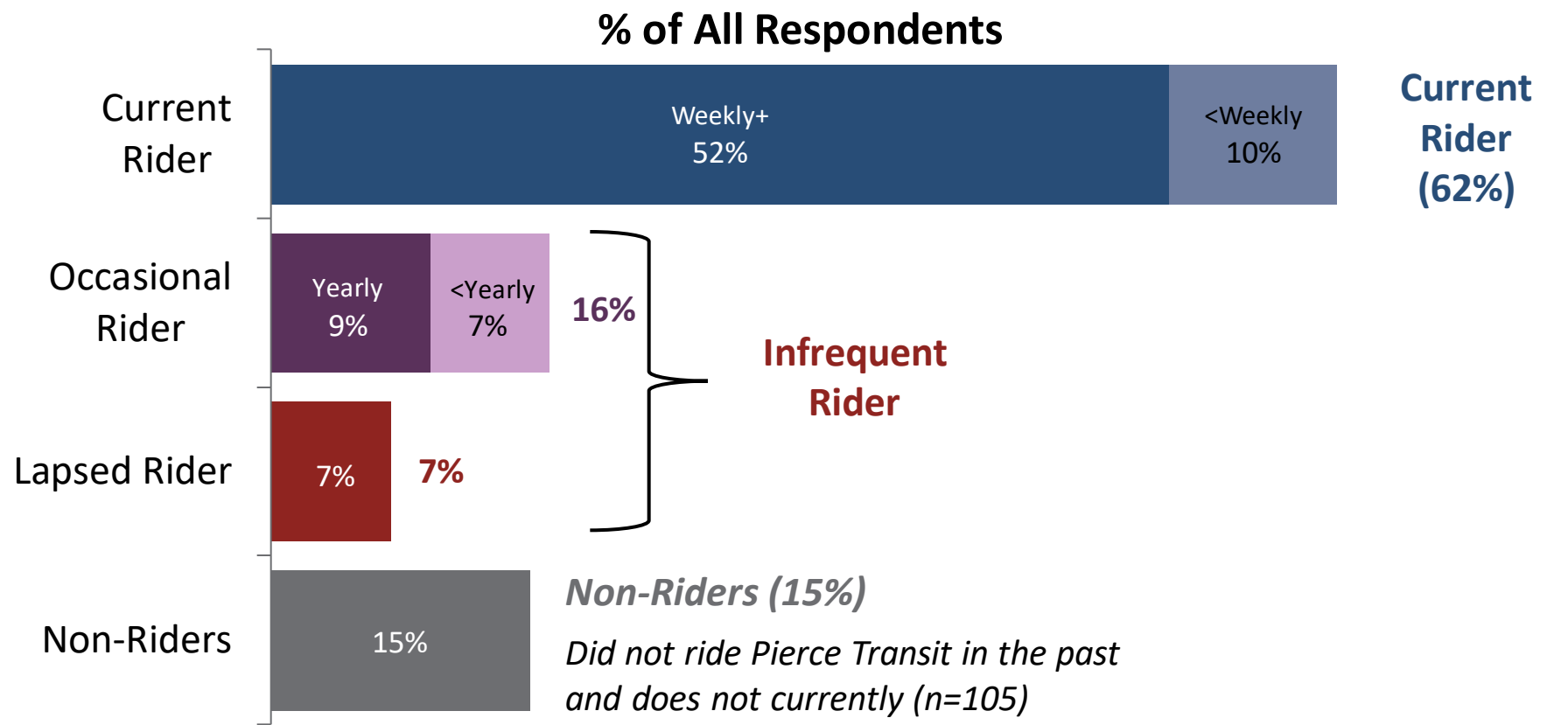
Current Riders

Currently rides Pierce Transit at least once per month
(n=440)

Infrequent Riders

Includes both:

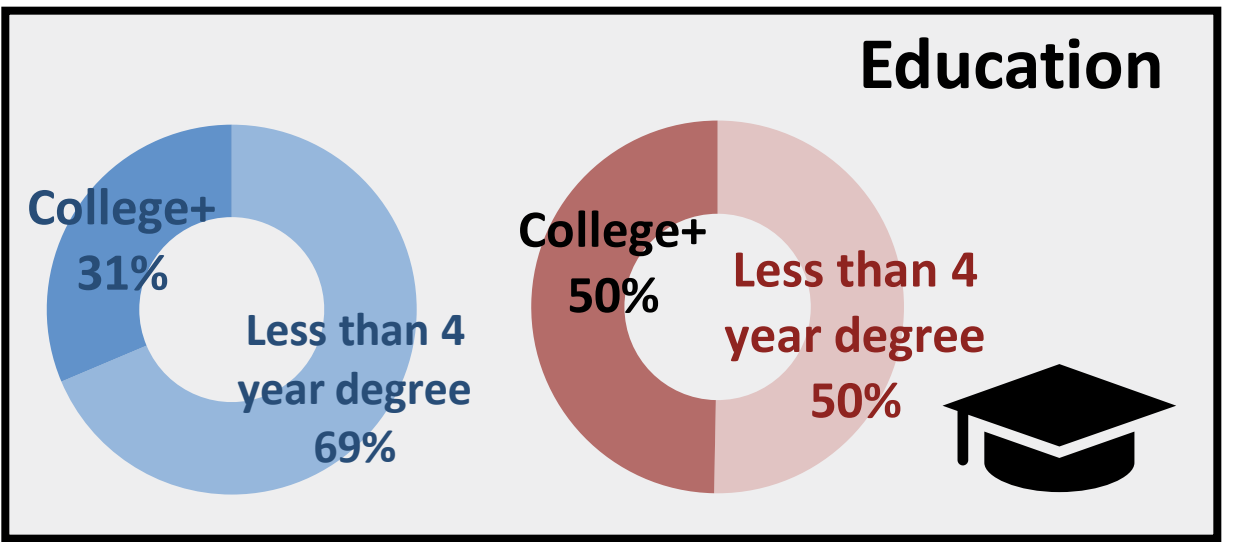
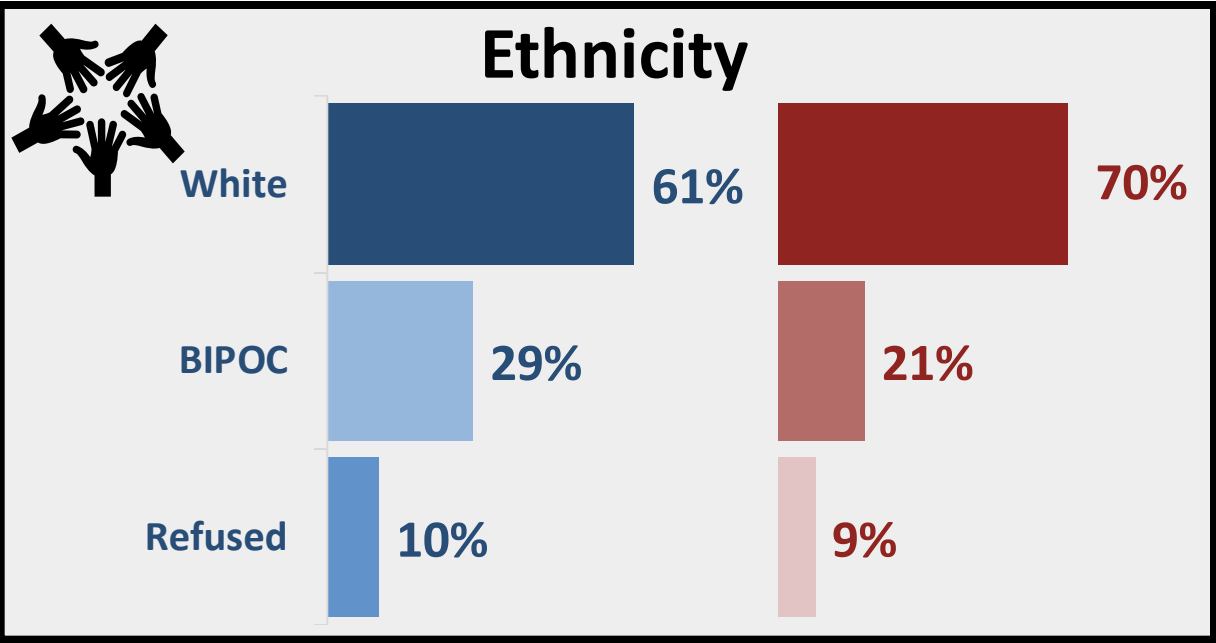
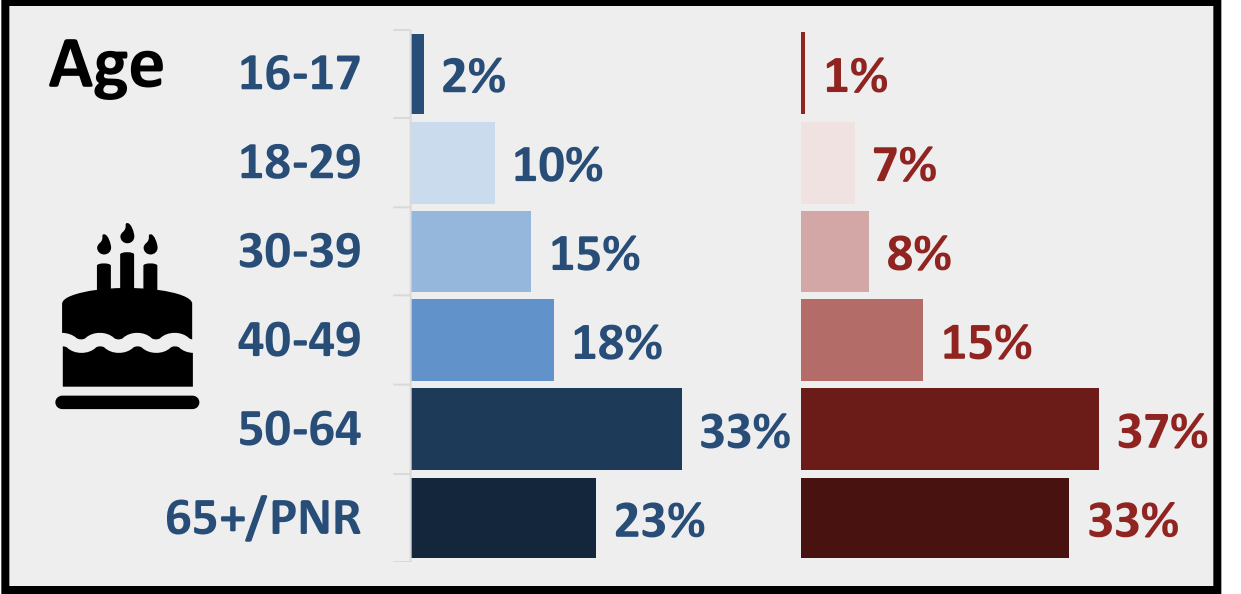
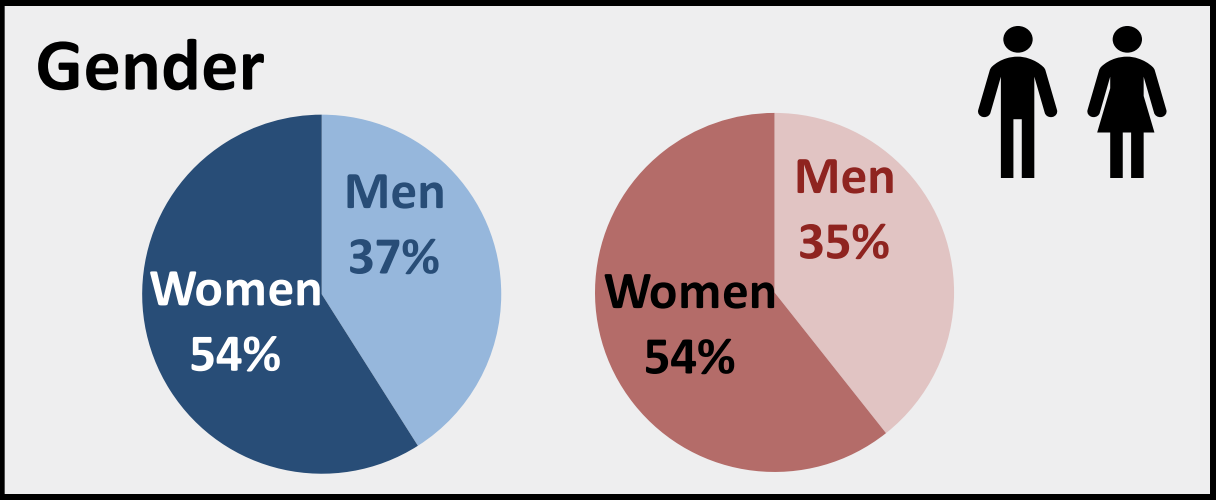
- Occasional riders – Currently rides Pierce Transit less than once per month (n=115)
- Lapsed riders – Rode Pierce Transit more frequently in the past but not currently (n=52)



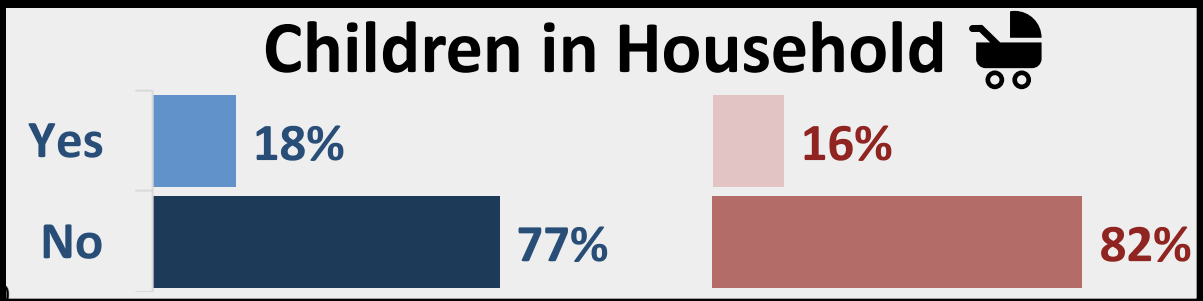
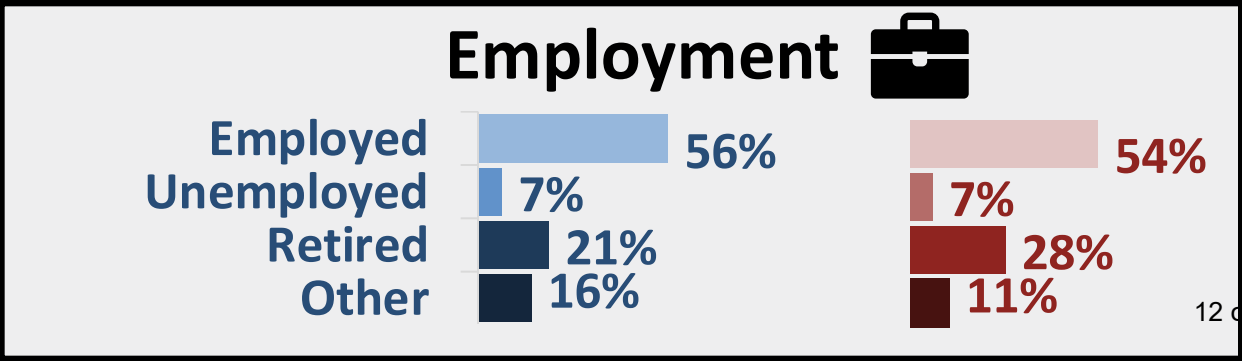
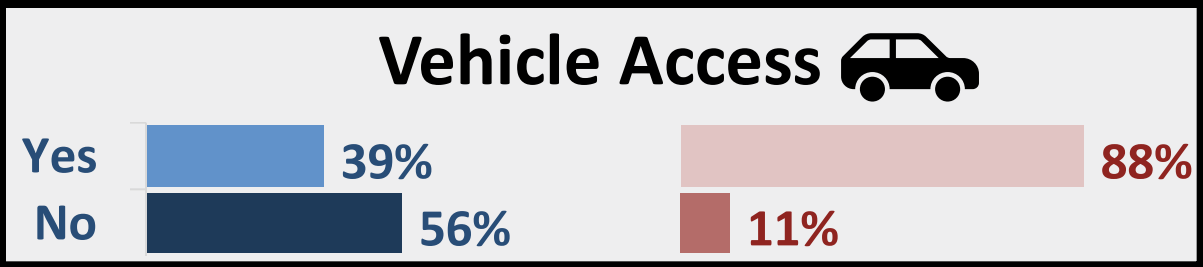
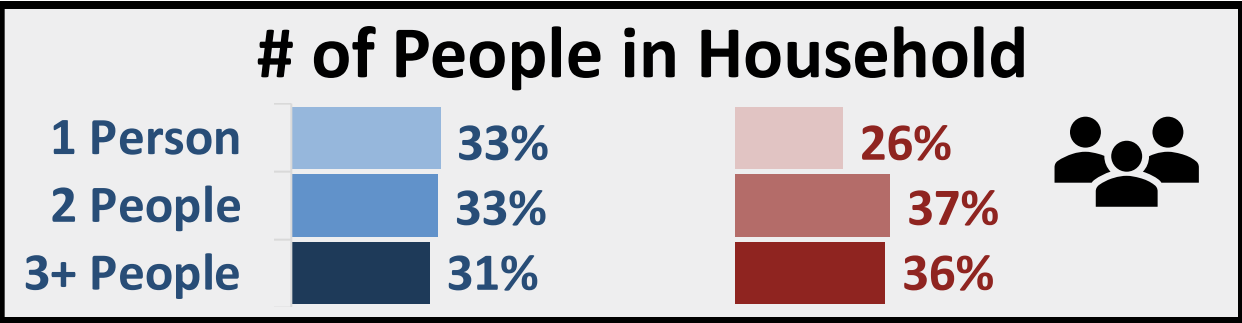
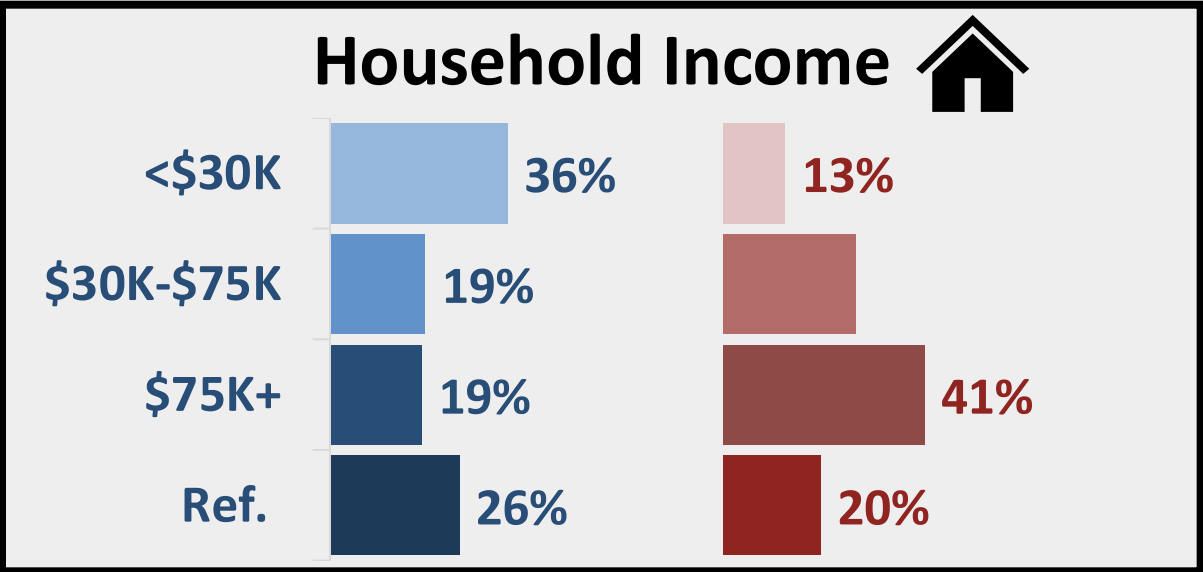
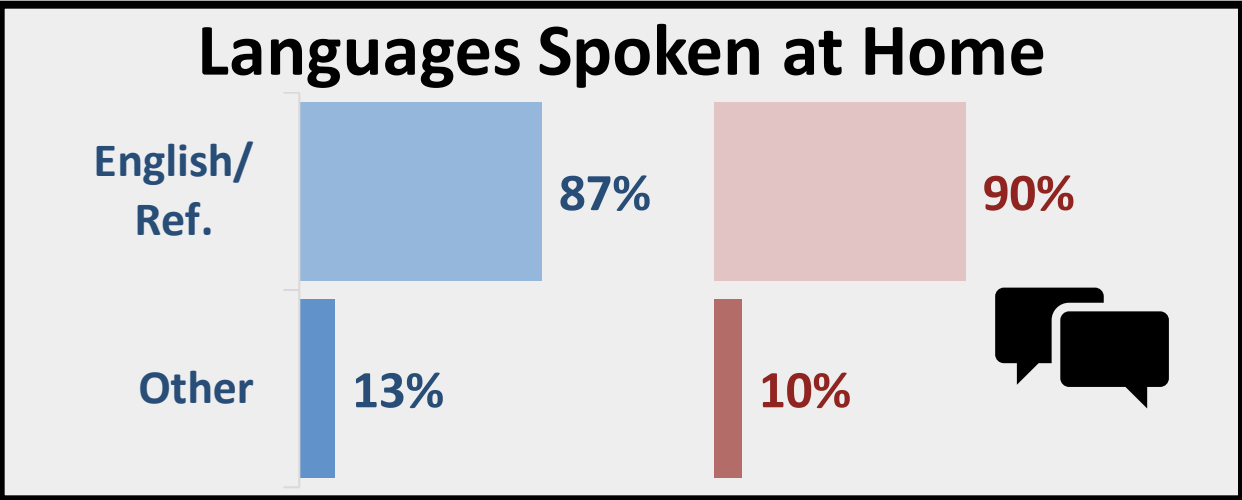
Q5. We would like to understand how you and others in your household travel in and around Pierce County. How often do you use each of the following to travel to destinations in and around Pierce County, currently?

Q17. Which of the following best describes your situation?

Respondent Profile – Current and Infrequent Riders



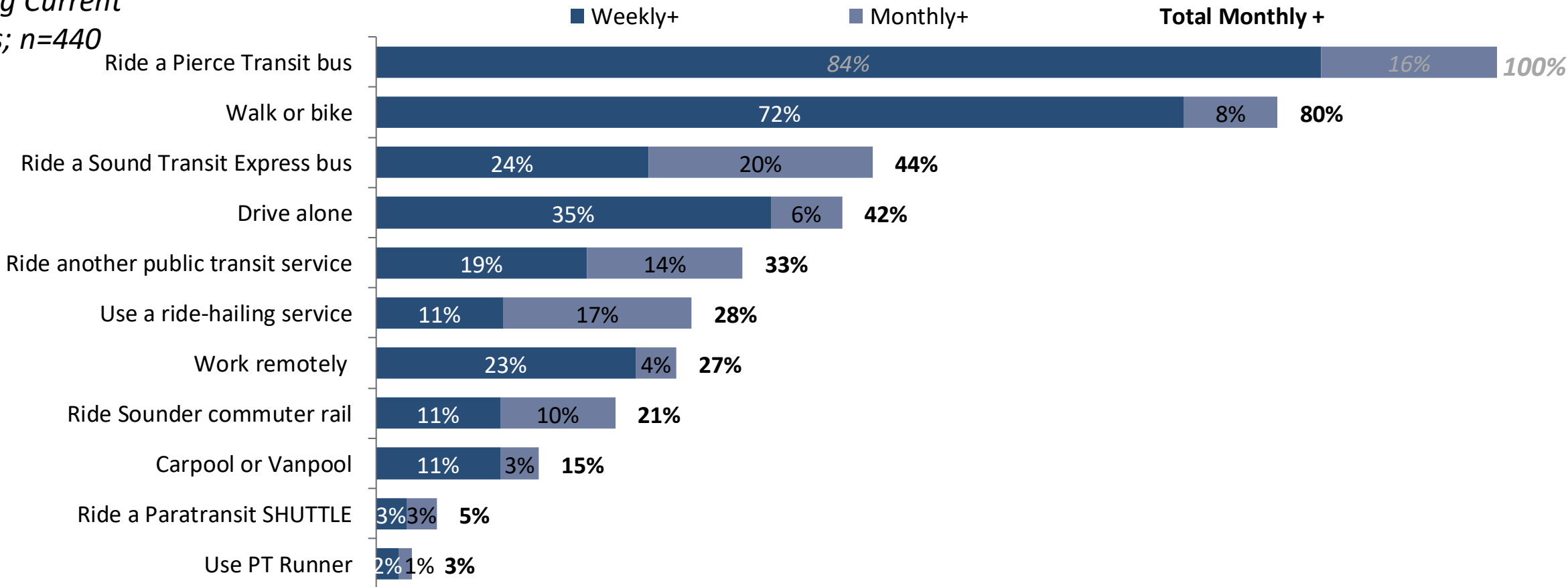
Respondent Profile – Current and Infrequent Riders



Additional Travel Modes by Current PT Riders

In addition to riding Pierce Transit buses, a vast majority of current riders in the survey also walk/bike, and four-in-five ride a Sound Transit Express bus and drive alone as part of their monthly travel in and around the county. About four-fifths drive alone alongside their Pierce Transit usage.

Among Current
Riders; n=440

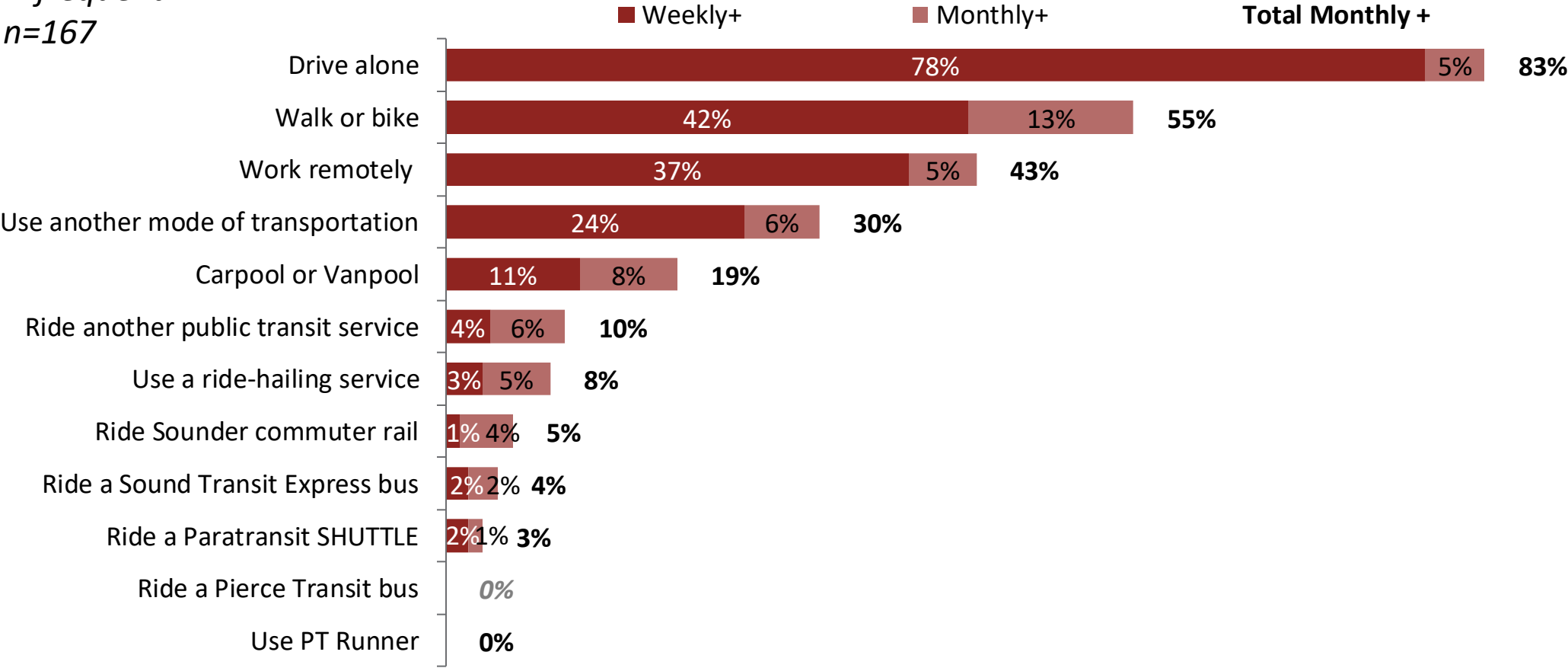


Q4-15. How often do you use each of the following to travel to destinations in and around Pierce County, currently? Your best estimate is fine.

Alternative Travel Modes by Infrequent PT Riders

Infrequent Pierce Transit riders predominantly drive alone for their travel in and around Pierce County. Compared to current riders, this group works remotely much more frequently (37% weekly vs. 23% among current PT riders).

Among Infrequent
Riders; n=167





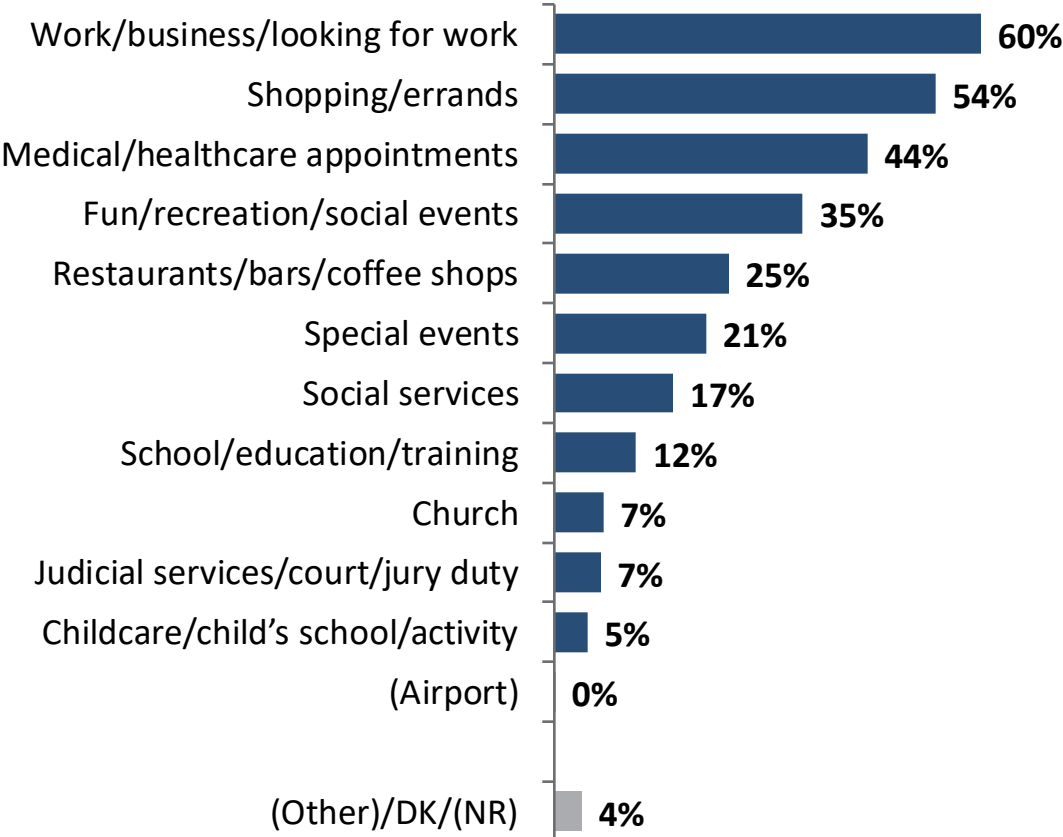
Pierce Transit Ridership

Pierce Transit Trip Purpose by Ridership Status

Current riders in the survey use Pierce Transit for a variety of commuting, leisure, and obligatory trips. Pluralities of both current and infrequent riders use the service for work/business trips. Otherwise, infrequent riders are more likely to ride for special events.

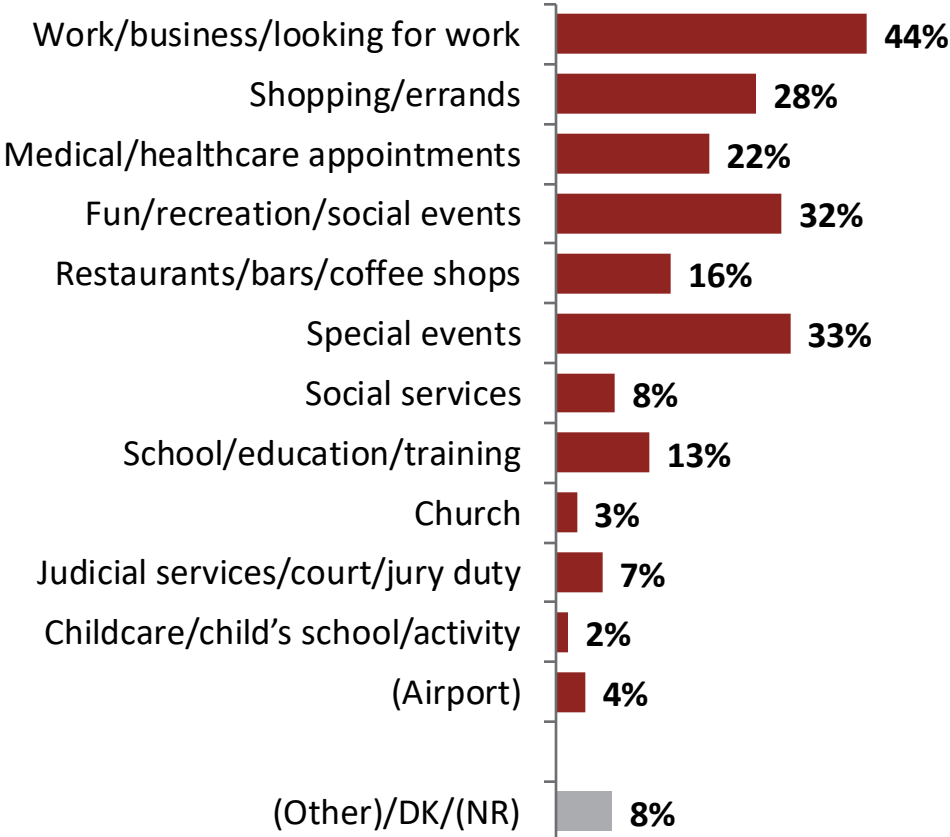
Current Riders

(n=440)



Infrequent Riders

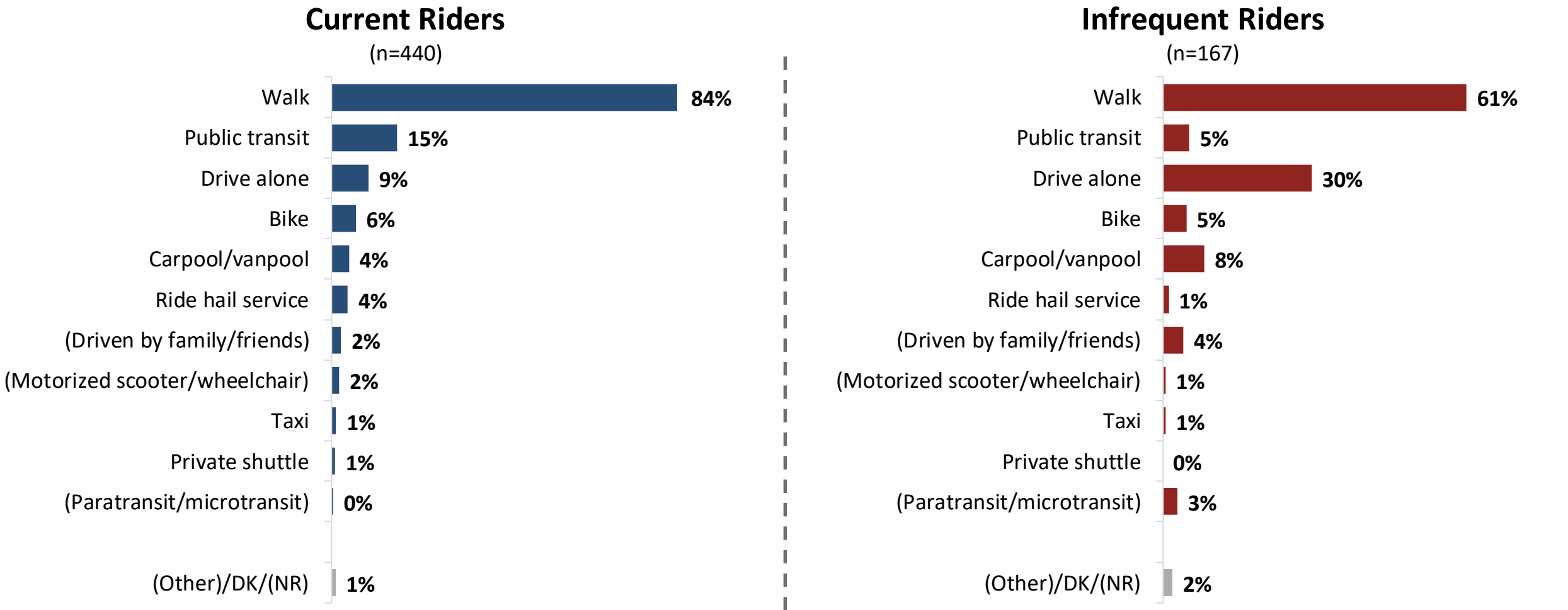
(n=167)



Q21. Thinking about the types of trips you make using Pierce Transit, what is the usual purpose of the trips you take most often?
Select all that apply. (Multiple response)

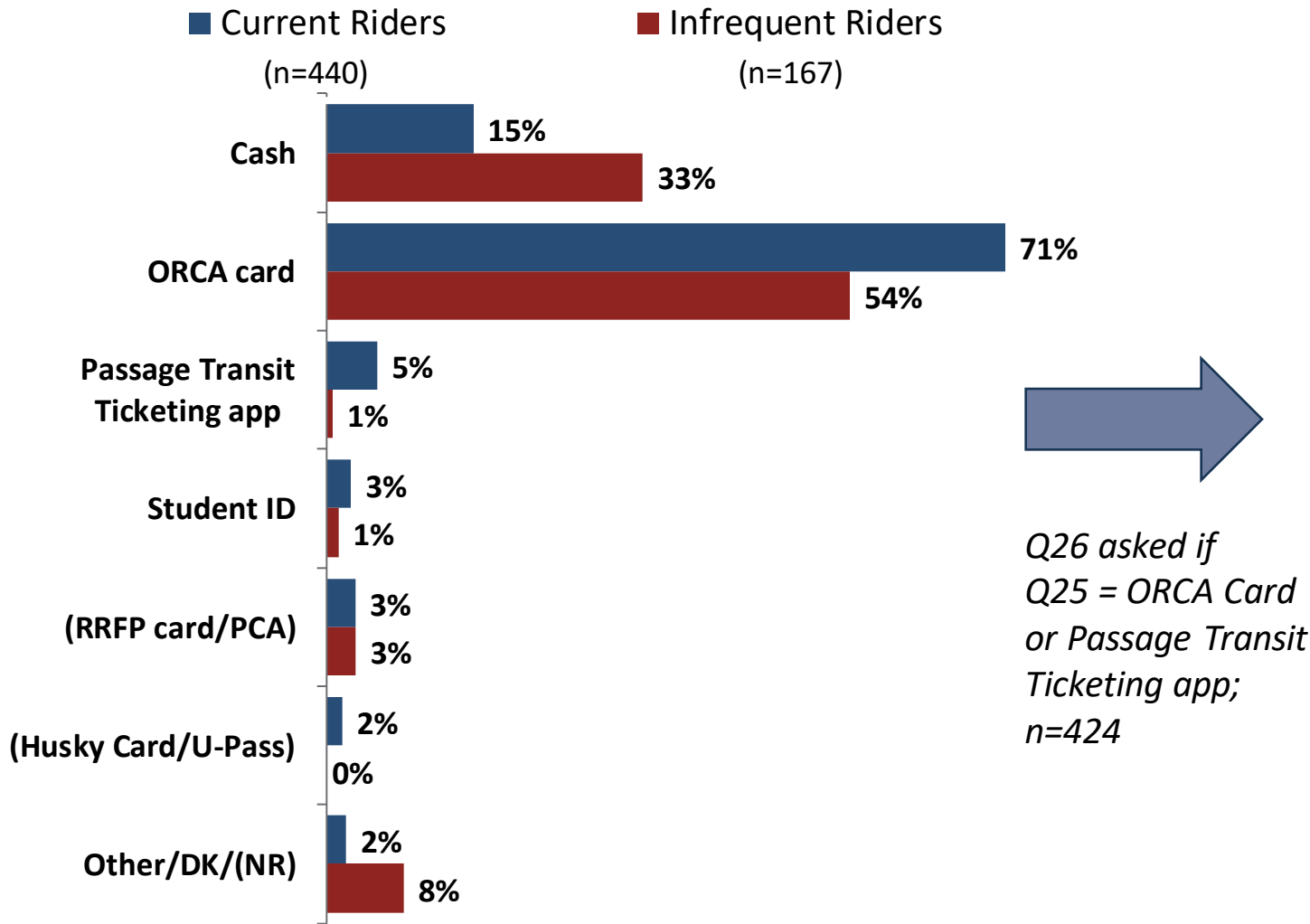
Travel to Pierce Transit Stations by Ridership Status

*Compared to current riders, infrequent riders are much more likely to drive alone to get to PT bus stops and transit centers.
For both groups, walking is the most frequent method of travel.*



Pierce Transit Ticket/Fare Type

Almost three quarters of current riders pay with an ORCA card while infrequent riders are much more likely to use cash.



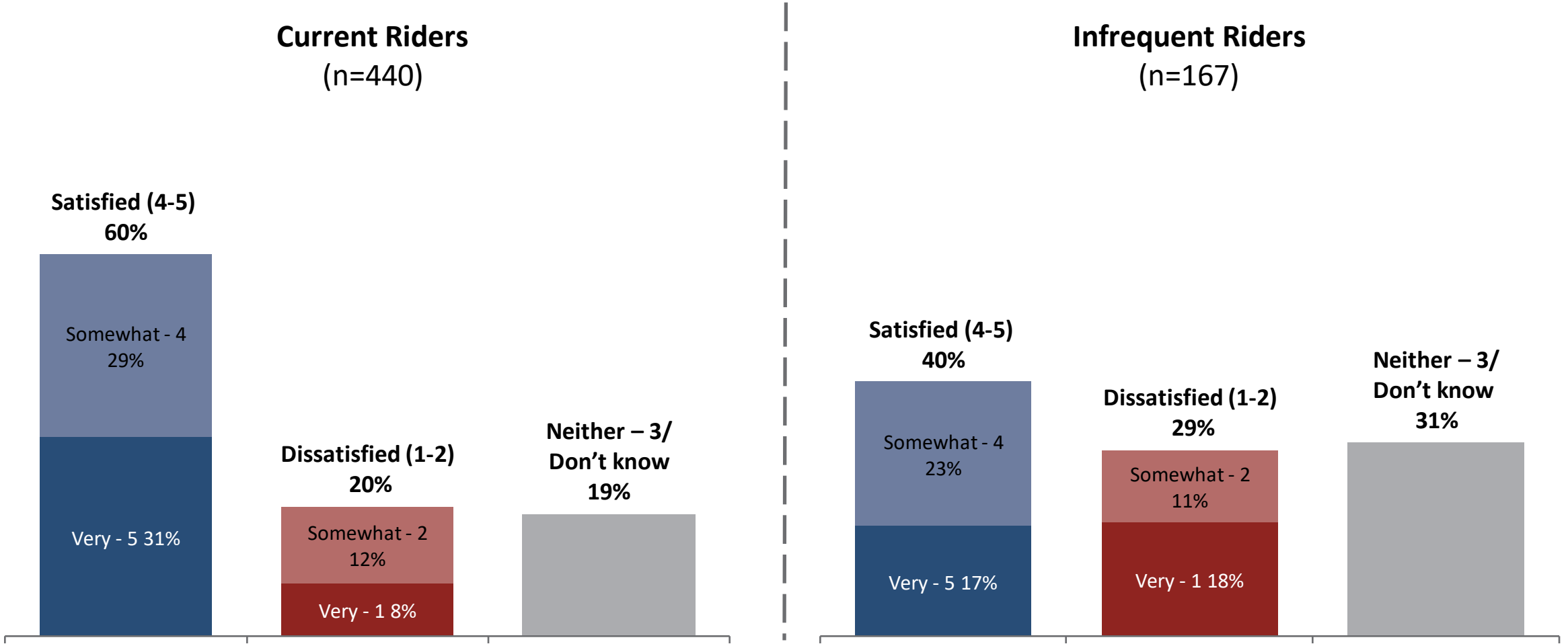
Payment Method	Current Riders	Infreq. Riders
Per trip/e-Purse	52%	43%
Monthly Pass	25%	20%
Subsidized annual pass	13%	25%
All-Day Pass	3%	1%
Other/DK/(NR)	6%	11%



Pierce Transit Satisfaction

Pierce Transit Satisfaction by Ridership Status

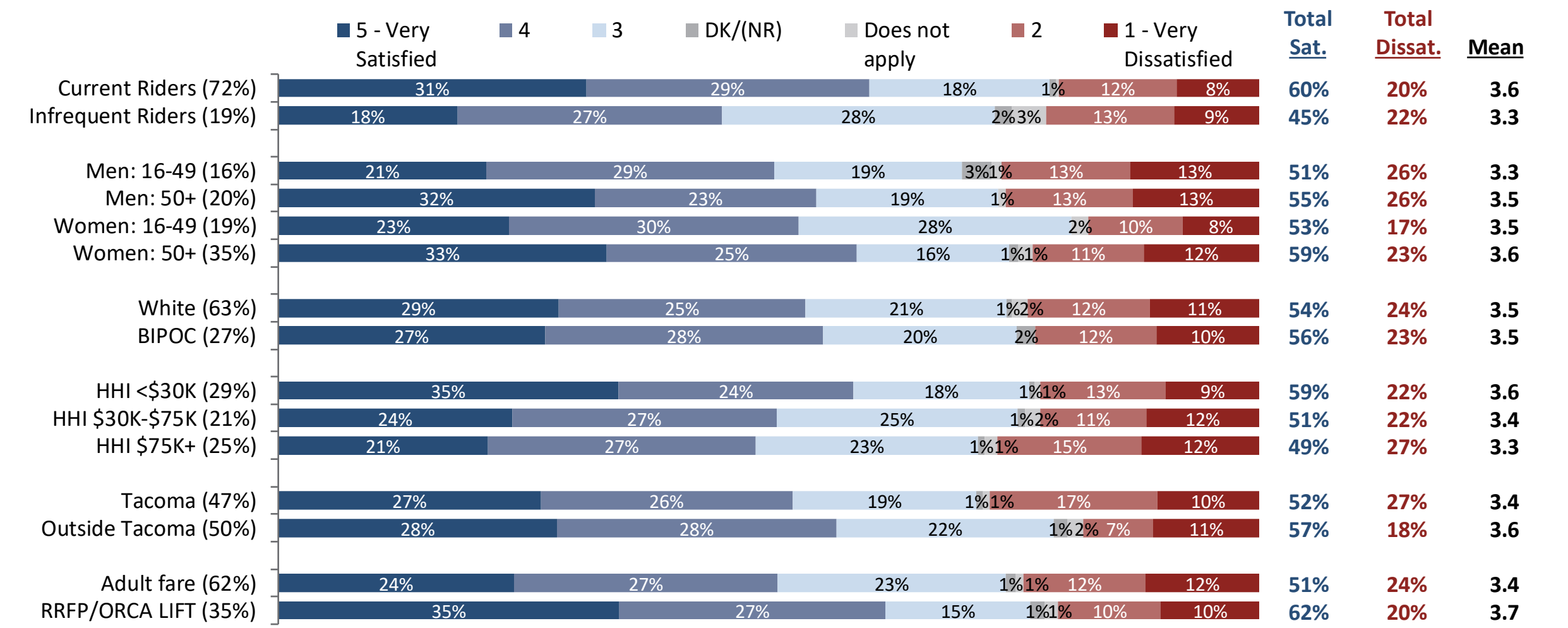
A majority of current riders in the survey are satisfied with their overall experience with Pierce Transit, including a third who are “very satisfied” with the service. Infrequent riders are more critical though nearly a third have no opinion either way.



Pierce Transit Satisfaction by Subgroups



Majorities of current and infrequent riders in the survey are satisfied with Pierce Transit across most demographic categories. Satisfaction intensity (“very satisfied”) is highest among current riders, riders age 50+, from lower income households, living outside of Tacoma, and RRFP/ORCA LIFT customers.

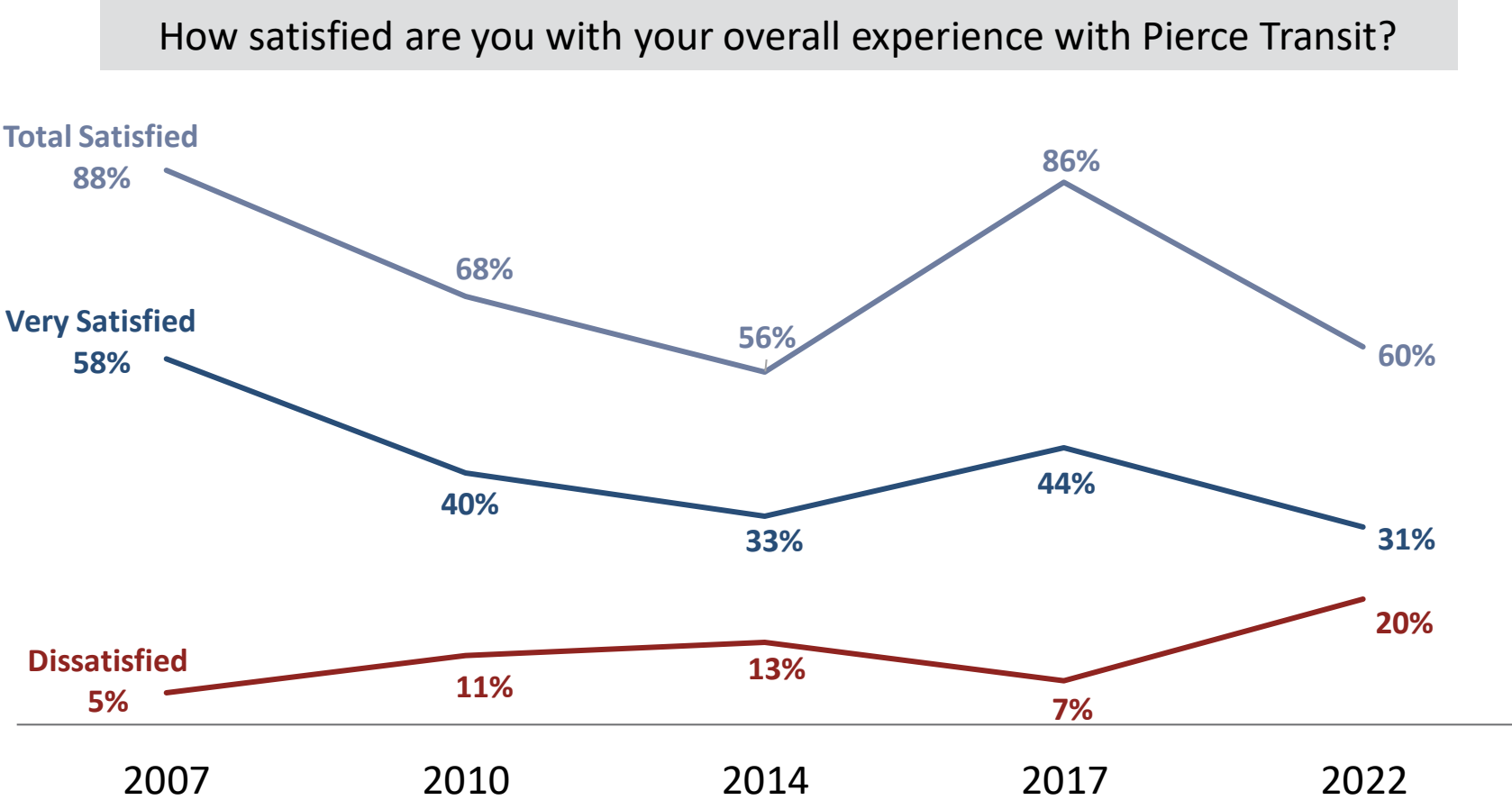


Note: Individual demographic and usage subgroups include current and infrequent riders combined.

Overall Satisfaction – Multi-year Comparison

Noting the approach, language, and scale differences between surveys, overall satisfaction ratings for Pierce Transit in the 2022 survey are largely comparable with 2014 but remain lower than the spike reported in 2017.

Year	Scale
2007	11-point scale; Dissatisfied (0-4); Total Satisfied (6-8); Very Satisfied (9-10)
2010	
2014	
2017	
2022	5-point scale; Dissatisfied (1-2); Total Satisfied (4-5); Very Satisfied (5)



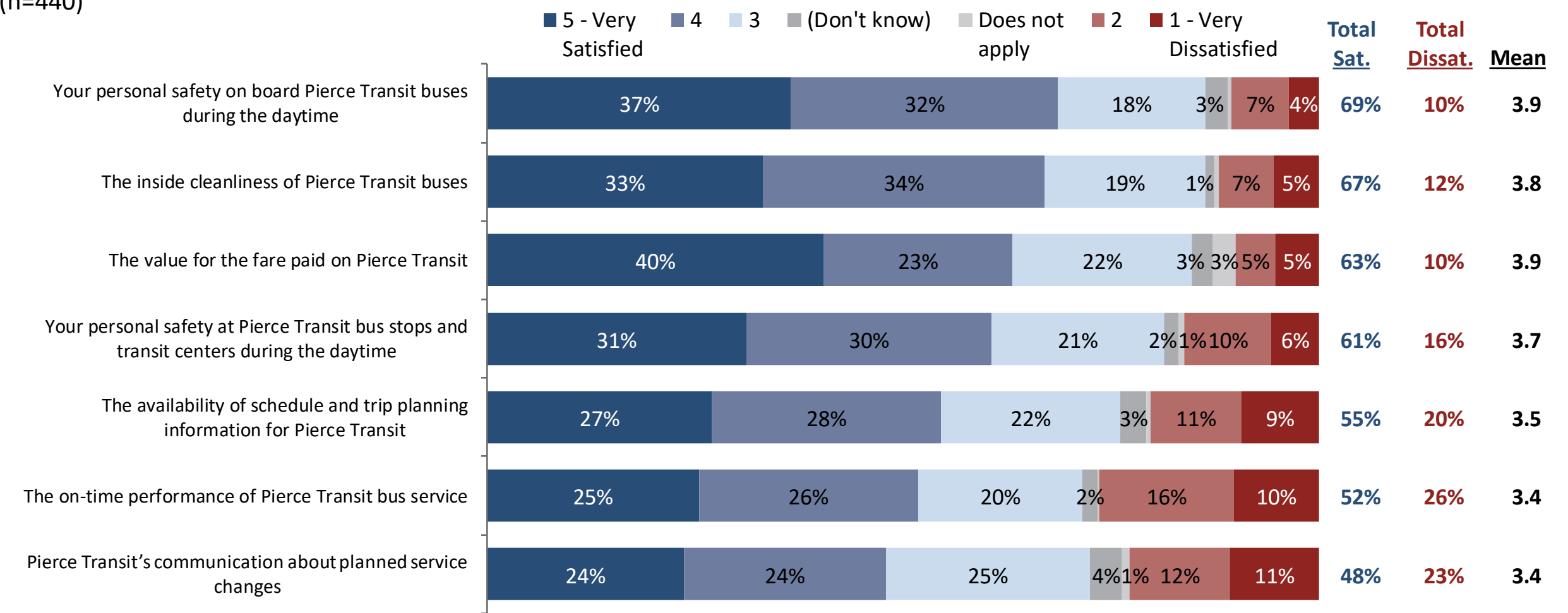
**Data shown among current riders in each survey year*
Q31.

Pierce Transit Satisfaction – Current Riders



Rating specific aspects of Pierce Transit’s service, majorities of current riders in the survey are satisfied with the value for fare paid, scheduling information, interior cleanliness, daytime safety, scheduling and trip planning information, and on time performance of buses.

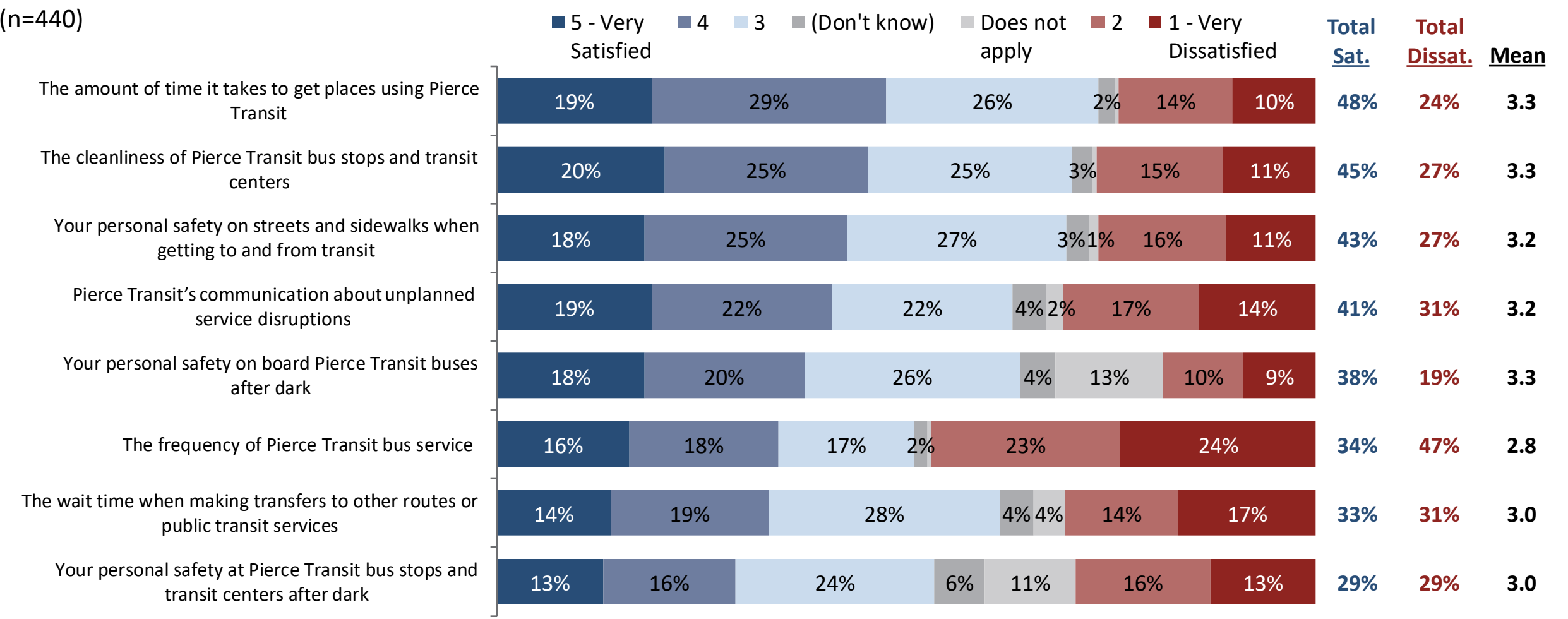
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Pierce Transit Satisfaction – Current Riders



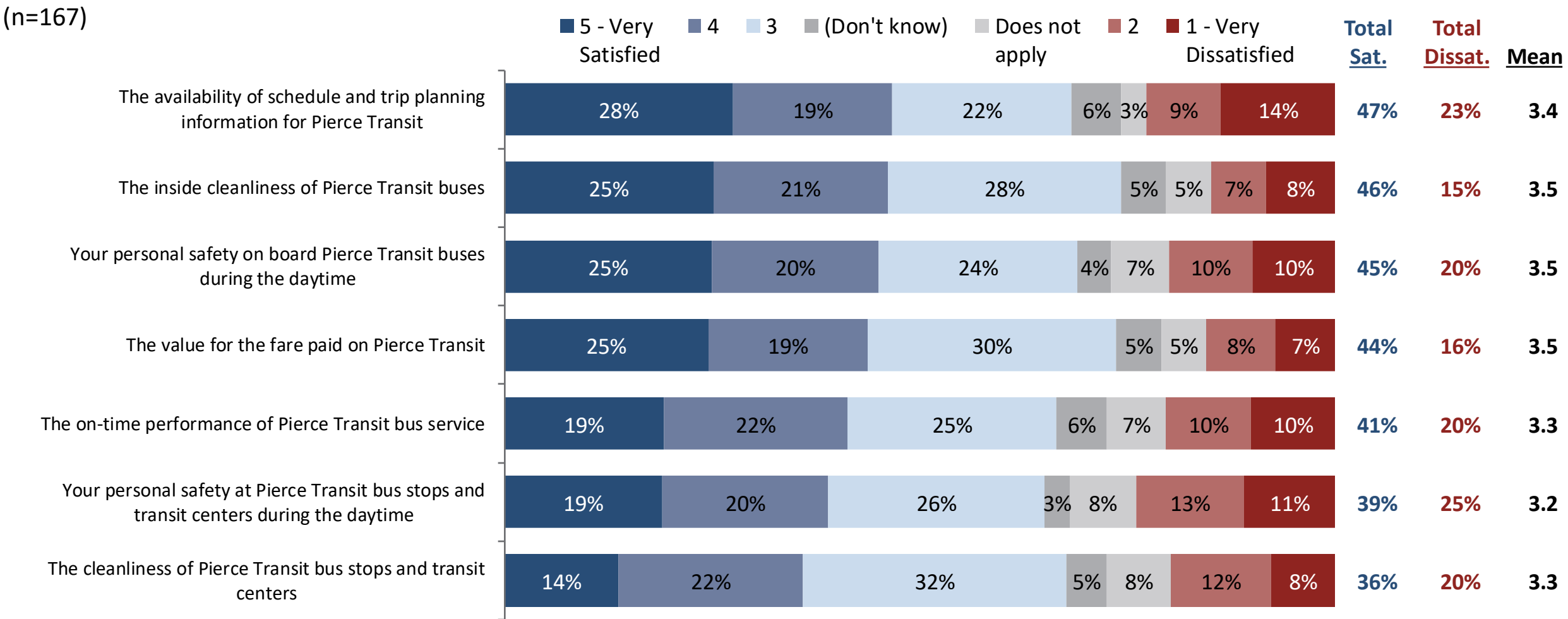
The frequency of buses stands out as a key pain point among current riders, with nearly half expressing dissatisfaction with that attribute. Current riders in the survey are also relatively critical of nighttime safety at stops/transit centers, transfer wait times, and communications about unplanned service disruptions.



Pierce Transit Satisfaction – Infrequent Riders



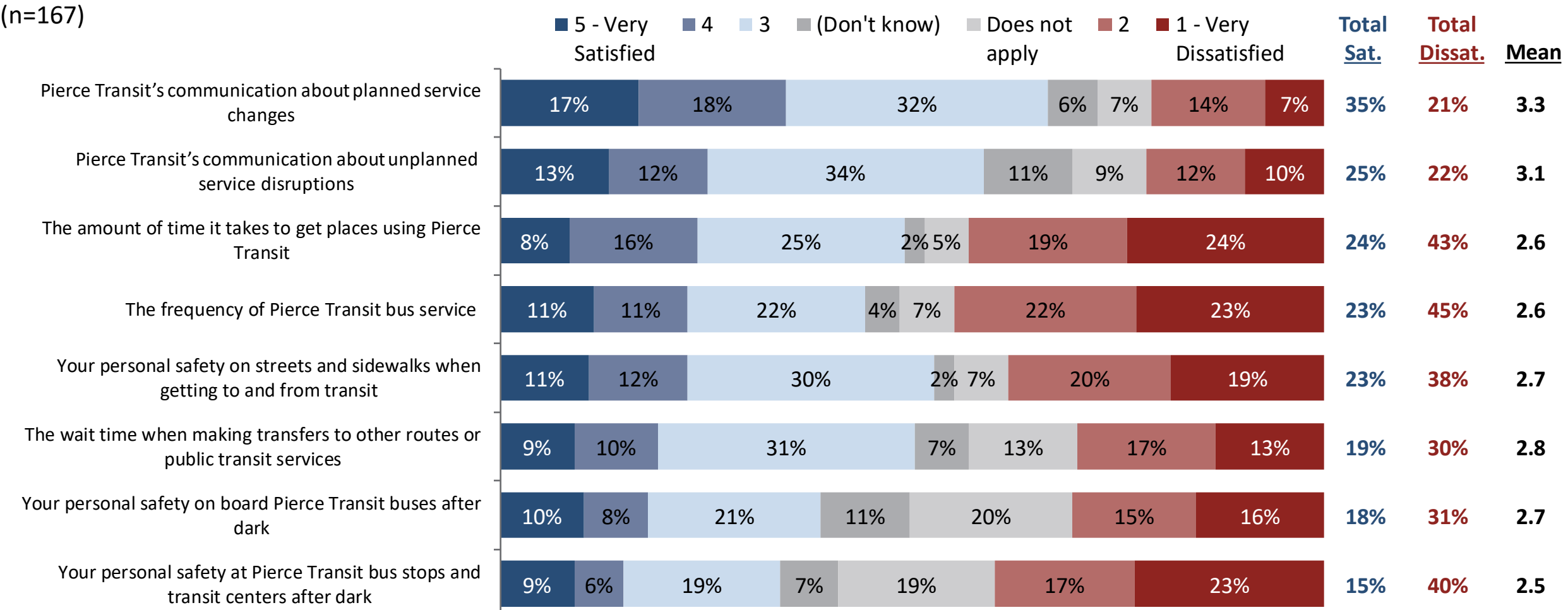
Overall, infrequent (occasional and lapsed) riders in the survey are more neutral across attribute ratings than their regular rider counterparts. They are generally satisfied with the availability of schedule/trip planning, interior cleanliness, daytime safety, and value for the fare paid.



Pierce Transit Satisfaction – Infrequent Riders



Although they give Pierce Transit more neutral marks for most attributes, nearly half of infrequent (occasional and lapsed) riders in the survey are dissatisfied with bus frequency, total travel time. They are also more critical of certain aspects of personal safety, especially at stop/stations after dark and on streets/sidewalks near transit.

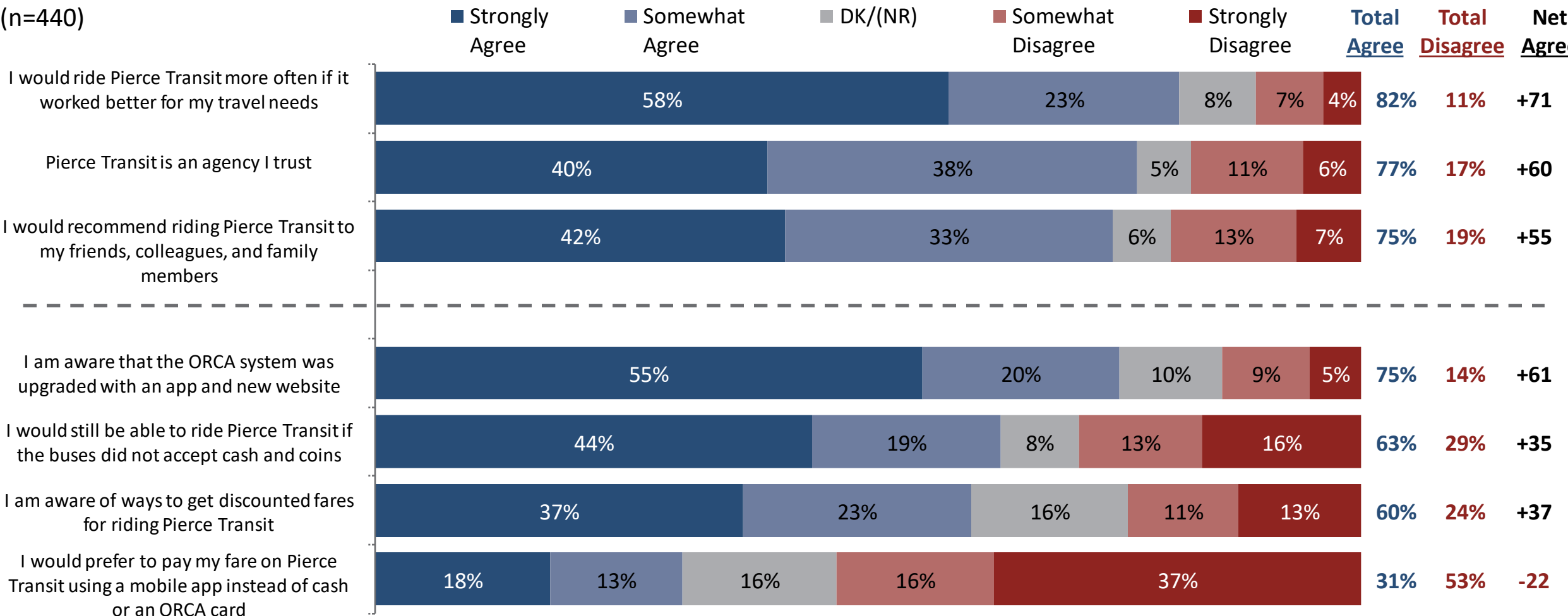




Pierce Transit Attitudes

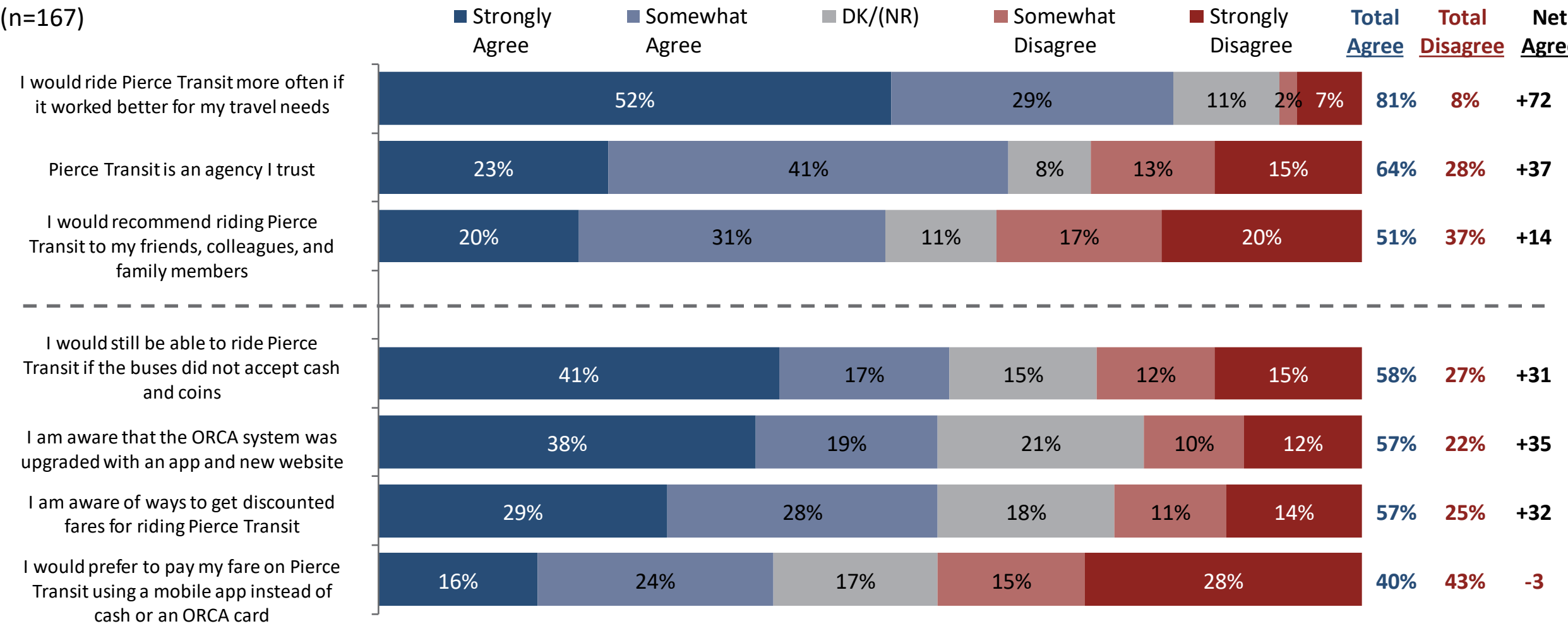
Pierce Transit Attitudes – Current Riders

Current riders show high levels of trust in Pierce Transit’s service and would recommend it to friends. Most would ride even more often if it worked better for their transit needs, while most would prefer to pay via cash or ORCA instead of a mobile app.



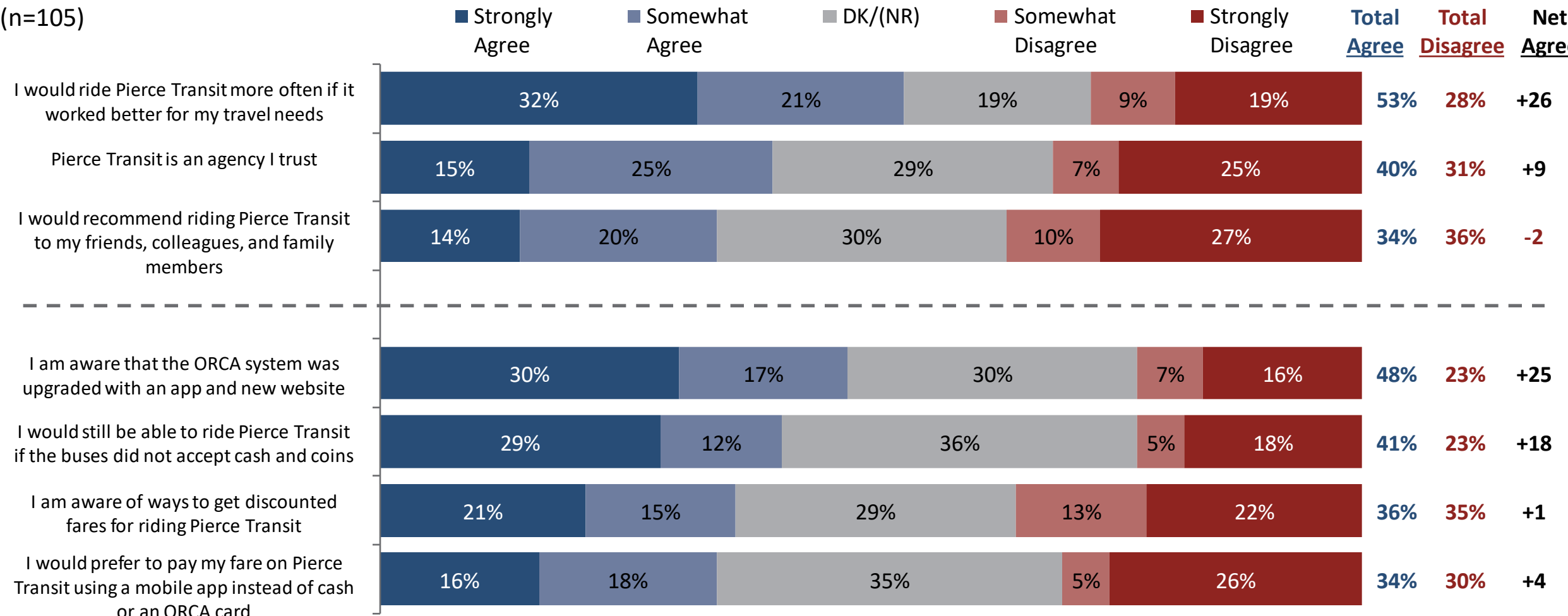
Pierce Transit Attitudes – Infrequent Riders

Agreement intensity (“Strongly agree”) is lower across the board among infrequent riders, though more than half indicate they trust Pierce Transit. Like current riders, the idea of paying via mobile app isn’t widely supported.



Pierce Transit Attitudes – Non-Riders

Non-riders in the survey are less certain in their attitudes towards Pierce Transit and they are split on their level of trust in the Agency. However, a majority would ride more often if it worked better for their travel needs.



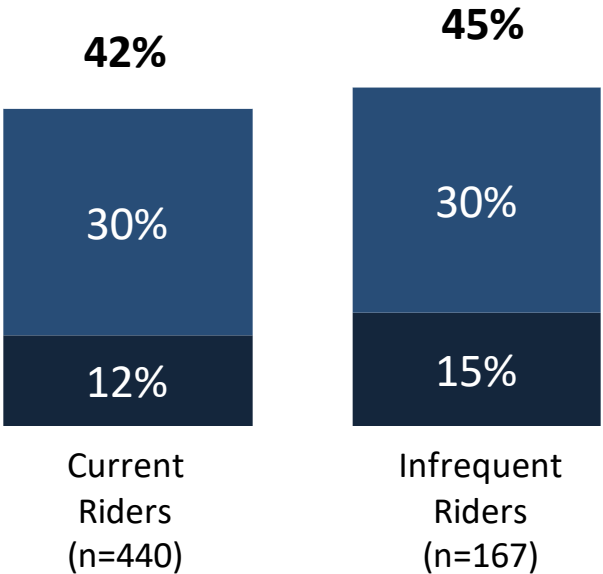
Stream Bus Rapid Transit Awareness

Nearly half of current and infrequent riders in the survey have heard at least a little about Stream BRT. Those who have heard about it cite advertisements and announcements, service plans/future updates, and general information about its planning and development.

Have you seen or heard anything recently about Stream Bus Rapid Transit (BRT)?

% Total Yes

- Yes, a little
- Yes, a lot



What have you heard or seen?

(Asked among those who answered "Yes" for Q50)	Current Riders (n=185)	Infreq. Riders (n=53)
Saw information from ads/articles/posters/announcements	22%	13%
Service plans/route plans/future updates	17%	15%
BRT implementation/coming soon/development stage	14%	12%
Saw information online/social media/E-mails/websites/virtual meetings	8%	9%
Location where it's being implemented	7%	9%
Convenient, faster and less stops possible	4%	4%
Have heard/know little information	4%	3%
Know information via word of mouth	3%	-
Delays in start of service	2%	7%
Changes in road infrastructure to give way for BRT	2%	4%
High cost/expensive	1%	5%
Dislike the idea/don't support BRT	1%	4%
Drawbacks/issues/concerns regarding implementation	1%	1%
Cheaper cost	1%	1%
Other	5%	9%
Nothing/DK	9%	3%

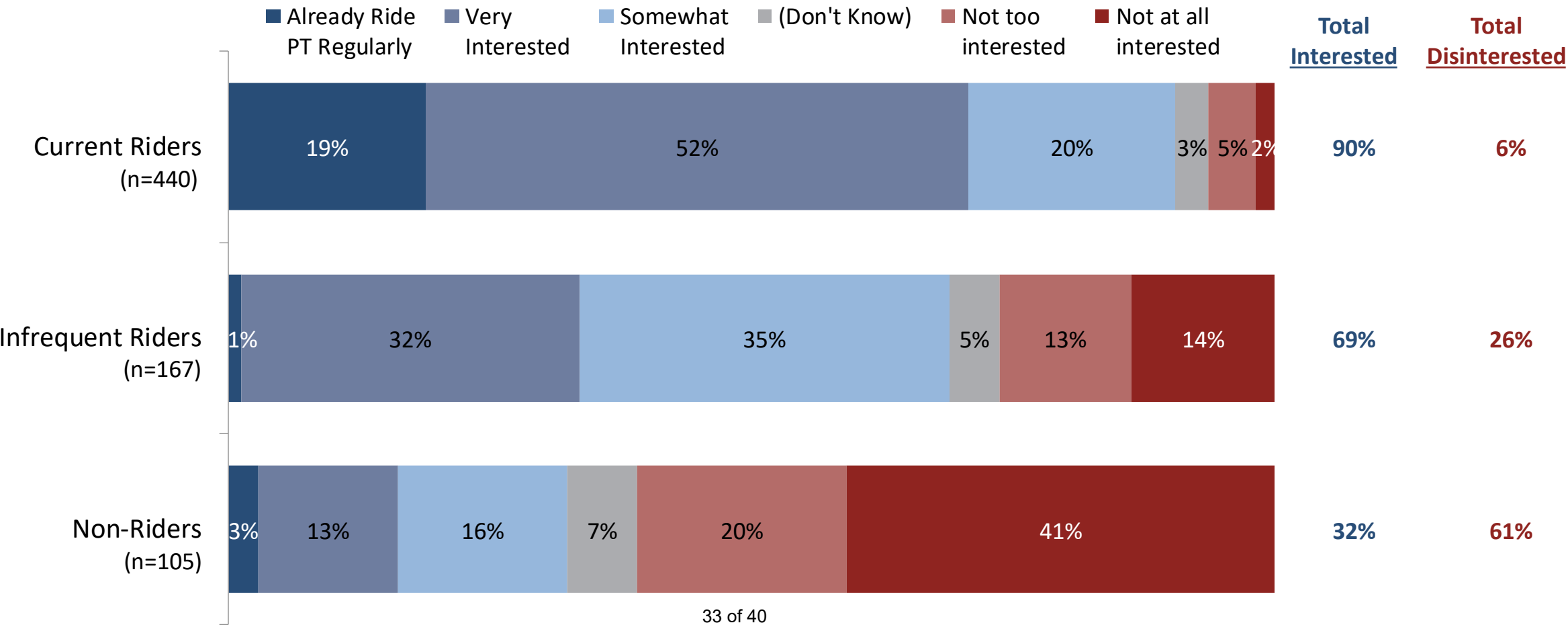


Ridership Interest & Top-of-Mind Improvements

Interest in Using Pierce Transit in the Future

Two-thirds of infrequent riders in the survey show at least some interest in riding Pierce Transit more in the future, and their continued engagement with Pierce Transit makes them largely open to communications about service updates and improvements, even if they aren't currently riding.

In general, how interested are you in using Pierce Transit more often in the future?

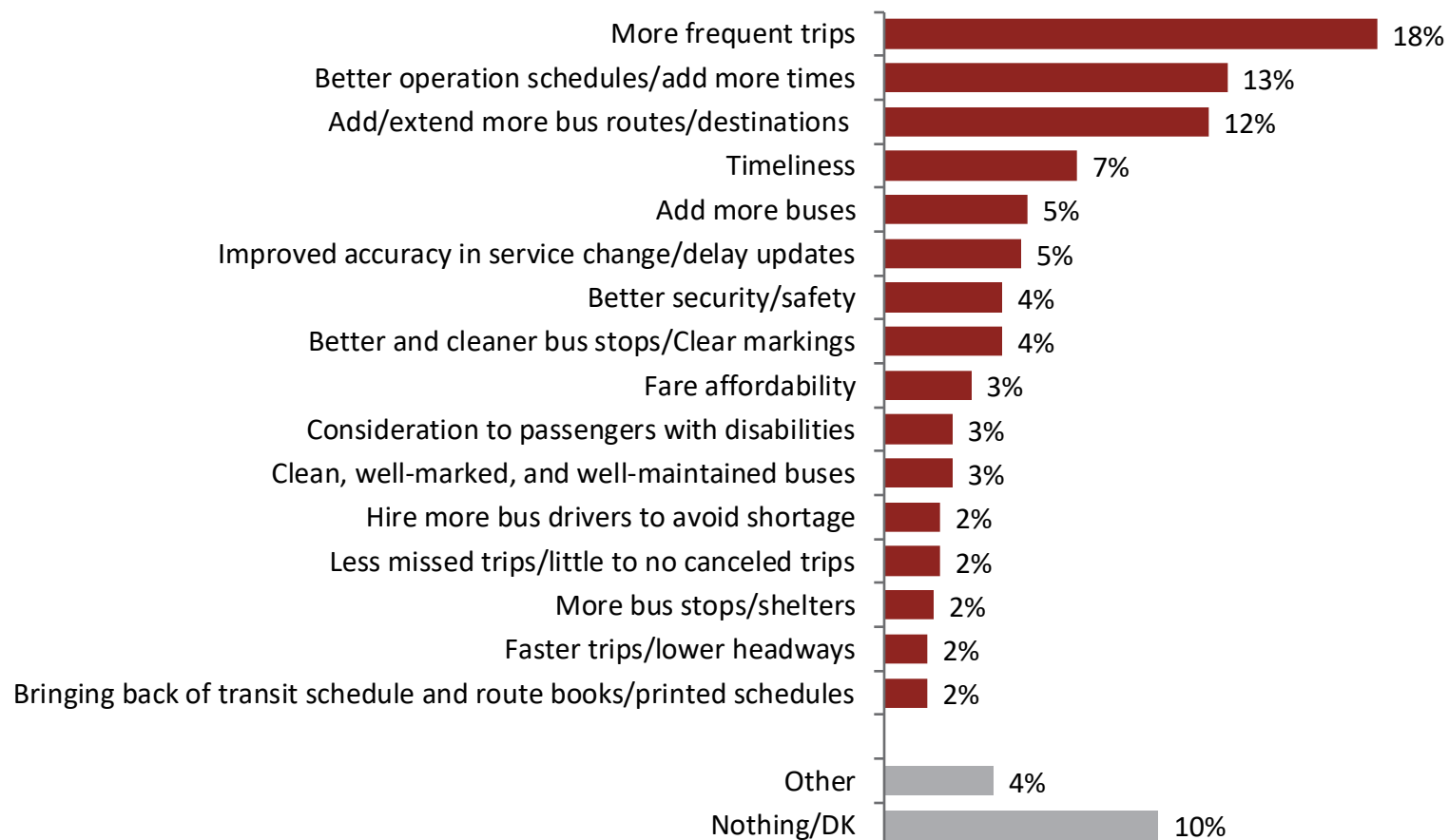


Suggested Improvements – Current Riders

Among current riders, the main improvements they would like to see center on more frequent service, which also overlaps with expanded schedules and more buses. They would also like to see expanded service and destinations, and more timely and accurate schedules.

(n=440)

What is the primary change Pierce Transit could make to improve its service?



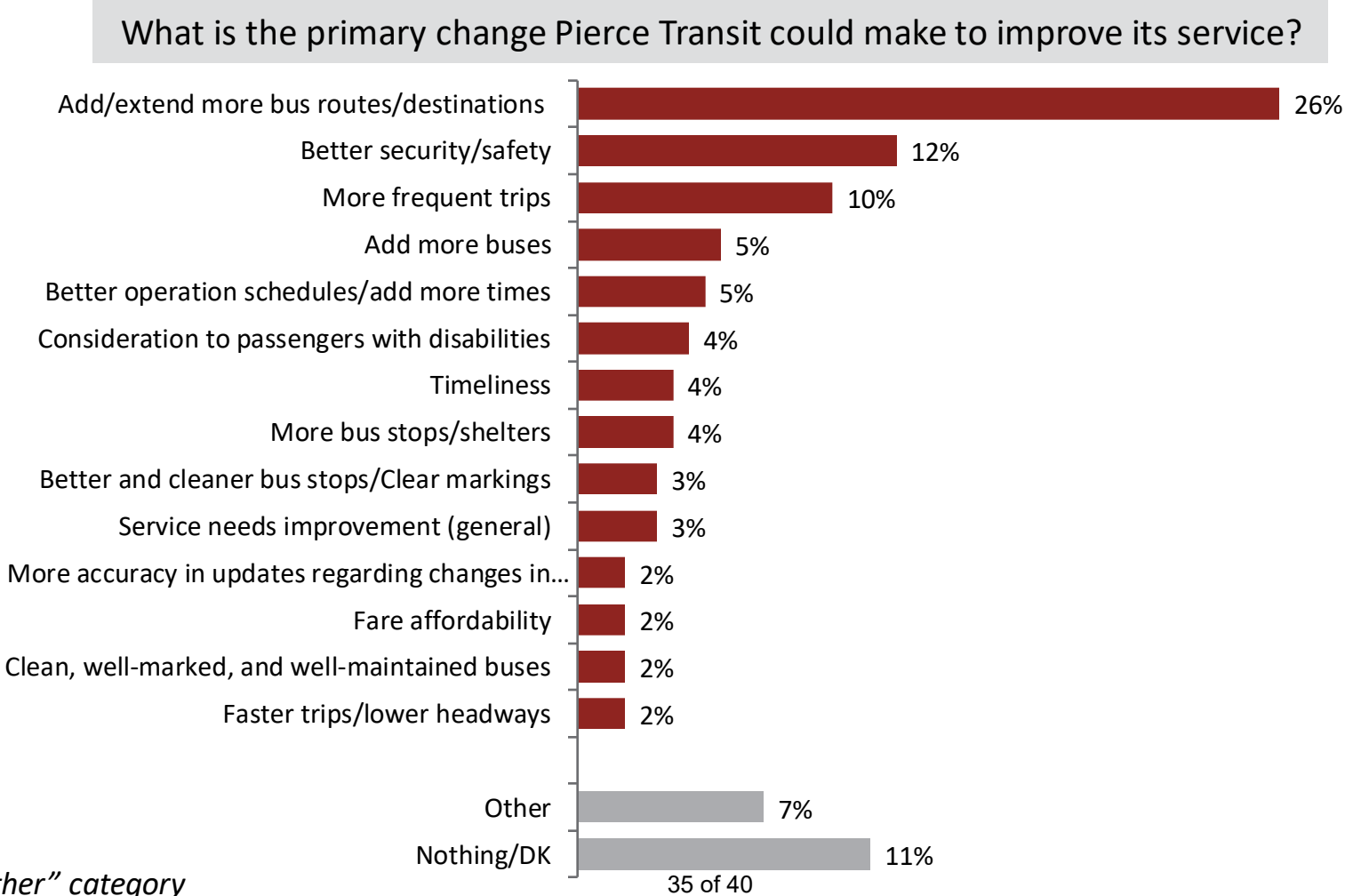
34 of 40

*Responses <2% shown in "other" category
Q47.

Suggested Improvements – Infrequent Riders

Expanding routes and destinations tops the list of changes infrequent riders are interested in, followed by safety and increased service frequency/more buses.

(n=167)



*Responses <2% shown in “other” category
Q47.



Demographics

Findings Summary

- ▶ To help delineate the results between respondents who are more actively engaged with Pierce Transit bus service and those who are less engaged, this reporting focuses on each as two distinct groups of **current riders** (those riding at least once a month) and **infrequent riders** (those riding less than once a month and lapsed riders who've stopped riding).
- ▶ Current riders tend to diversify their travel modes, and they report using a variety of different modes to supplement their Pierce Transit usage, including walking and biking, other public transit modes (especially Sound Transit Express Bus and Sounder), ride-hailing services, and working remotely.
- ▶ Infrequent Pierce Transit riders are far more car dependent than current riders, and work remotely more often. Otherwise, they tend to walk and bike less frequently and rarely use other public transit services.
- ▶ When accessing the bus, majorities of both current and infrequent riders walk to the nearest stop/station, though infrequent riders are also more likely to drive alone to get to the service.

Findings Summary

- ▶ Current riders rely on Pierce Transit for a relatively broad range of trips, led by work/commute trips, shopping/errands, medical services, fun/recreation, and dining out.
- ▶ Whenever they use Pierce Transit, infrequent riders primarily use it for work and business-related trip, but they also use the service relatively often for special events, recreation and social events, and shopping or errands.
- ▶ Majorities of both current and infrequent riders use ORCA cards – particularly via e-purse – to pay their fares. Additionally, a greater share of infrequent riders report using cash.
- ▶ In terms of their satisfaction with Pierce Transit, most current riders give the service positive marks, overall. These sentiments are generally comparable to the levels shown in 2014 survey, but lower than the ratings spike in 2017.
- ▶ Current riders generally give Pierce Transit positive marks for most of the attributes tested, and rate it highest on the value for fare paid, on-board cleanliness, safety during the daytime, and the availability of schedule/trip planning information.

Findings Summary

- ▶ Infrequent riders are comparatively more critical of Pierce Transit's service, both overall and across specific attributes. Many are more neutral in their ratings, or unsure.
- ▶ The frequency of buses is a significant pain point for both current and infrequent riders; nearly half of both customer groups express dissatisfaction with that aspect of the service. Both groups also cite increased frequency as a key top-of-mind improvement suggestion for Pierce Transit.
- ▶ Regular riders also give relatively lower ratings for personal safety after dark, transfer wait times, and communication about unplanned service disruptions.
- ▶ Comparatively, infrequent riders also express significant dissatisfaction with the total time it takes to get places using Pierce Transit, personal safety on streets and sidewalks, and personal safety on-board and at stops/stations after dark.
- ▶ Strong majorities of both current and infrequent riders are at least somewhat interested in riding Pierce Transit more often and they share generally positive views of Pierce Transit as an agency and brand.



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