

**Meeting Location: Teleconference**  
**Phone: 253-215-8782**  
**Meeting ID: 82328096290**

**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>.

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**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

- Creating Mobility Options – Ideas
- Engaging with Community – Ideas

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**

# 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.**





# Rapidly Growing Population

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.

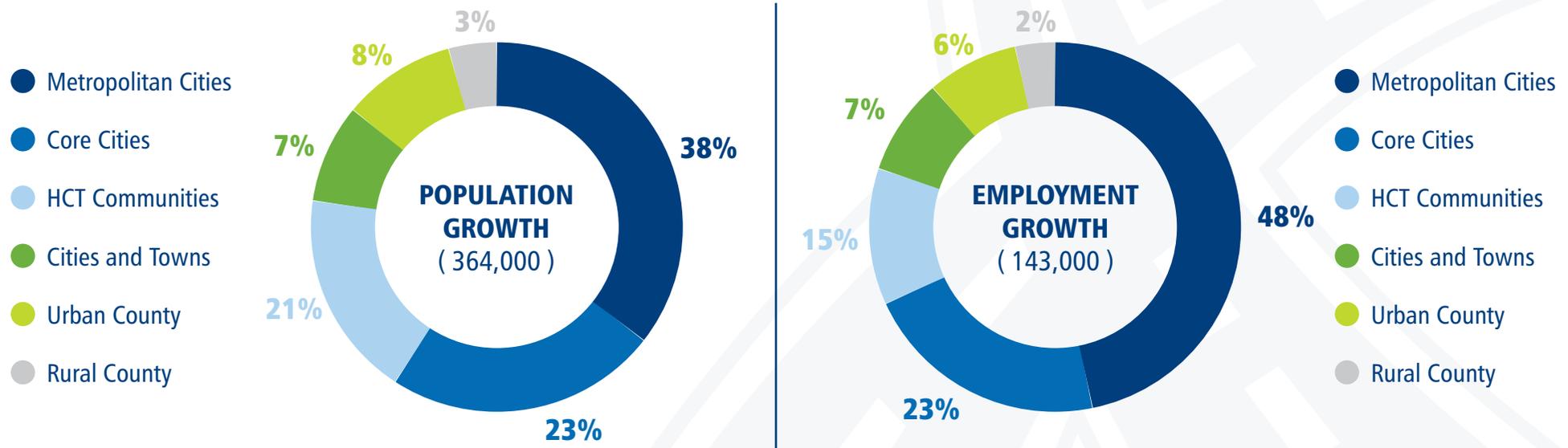




# Meeting The Need For Equity

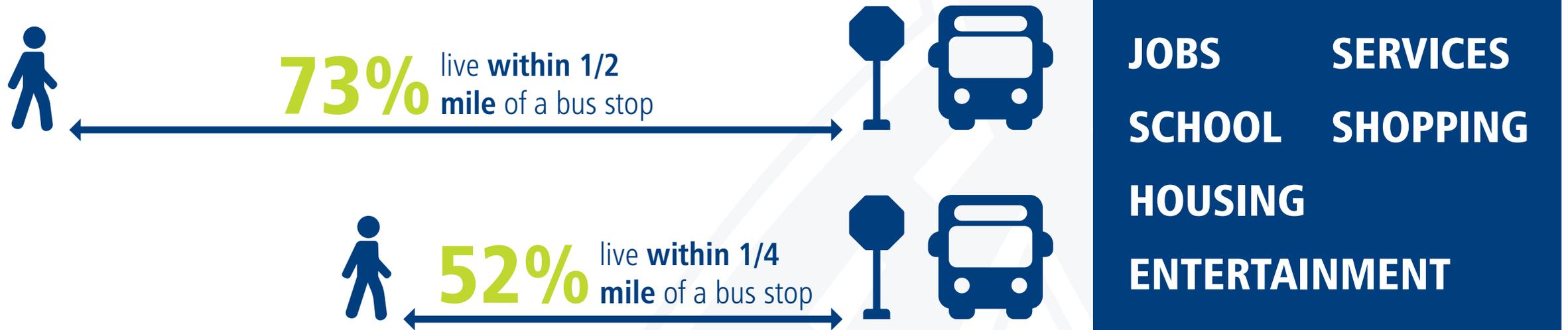
A thriving community needs **equitable transit options for people to access jobs, schools, doctors, housing, and groceries.**

# The Impact of Transit on Planning & Development



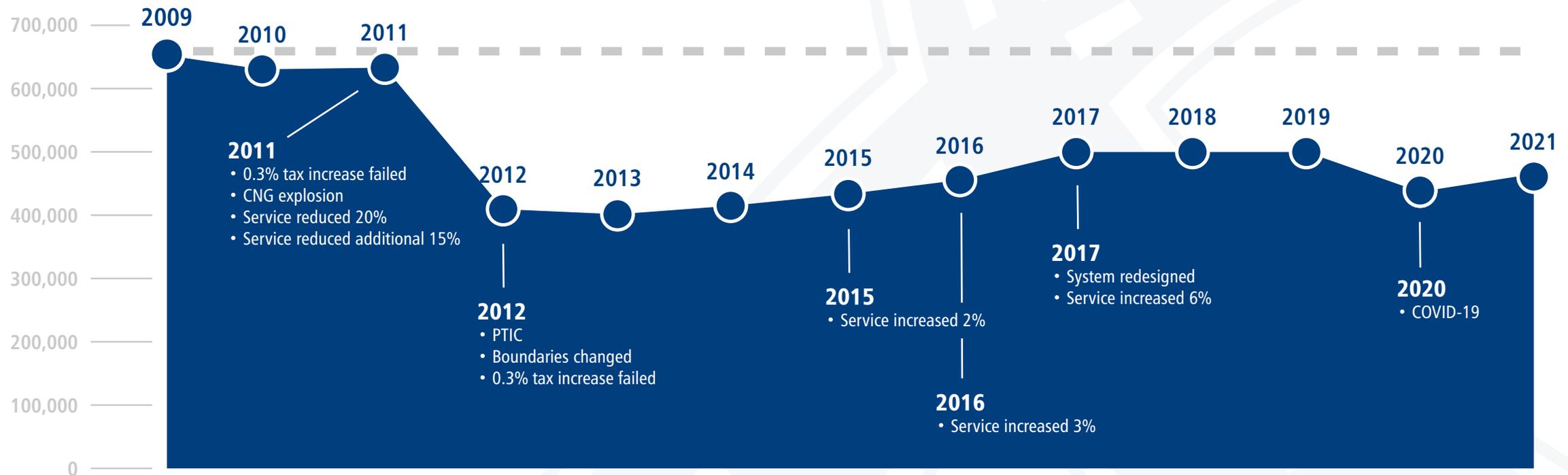
- Development is **more likely** along transit corridors
- Locations outside our service area **still want transit**

# We **Connect Residents** in Our Service Area **to What They Need**



# Operating **Below** Pre-Recession Levels

SERVICE HOURS



# Community Voices

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



**5,769**

TOTAL VISITS



**2,203**

UNIQUE USERS



**1:06**

AVG TIME (MIN)

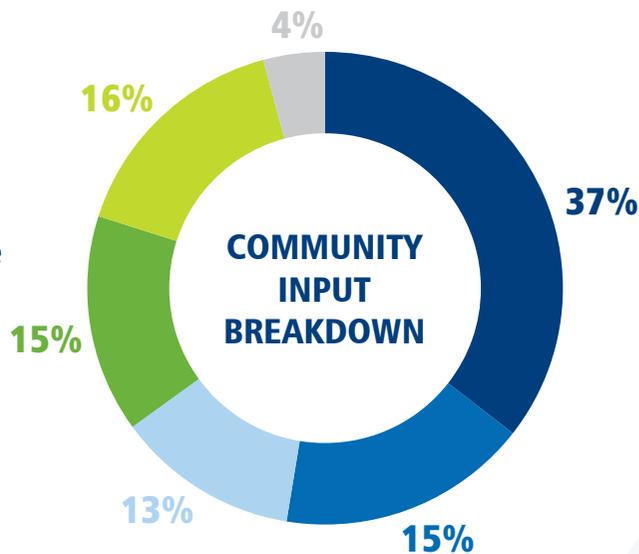


**133K+**

INVITES SENT

# Community Input

- 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	ELECTED OFFICIALS	EDUCATION	GOVERNMENT
<p>Jim Walton Community Advocate</p> <p>Rick Talbert Community Advocate</p> <p>Dave Zeeck Community Advocate</p> <p>Sandy Paul et al Pierce Transit CTAG</p> <p>Kristina Walker Downtown On the Go</p>	<p>Ron Lucas Steilacoom Mayor</p> <p>Kim Roscoe Fife Mayor</p> <p>Linda Farmer Lakewood City Council Member</p> <p>Jason Whalen Lakewood City Council Member</p> <p>McCarthy, Beale, Mello, and Ibsen Tacoma IPS Committee</p>	<p>Superintendent all PTBA school districts</p> <p>Mark Pagano UW Tacoma President</p> <p>Allen Belton PLU President</p> <p>Ivan Harrell TCC President</p> <p>Michele Johnson Pierce College Chancellor</p>	<p>John Caulfield Lakewood City Manager</p> <p>Steve Kirkelie Puyallup City Manager</p> <p>Ryan Windish City of Sumner</p> <p>Andrew Strobel Puyallup Tribe of Indians</p> <p>Shon Sylvia Metro Parks</p>

# Community Leaders Provided Input

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



# 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%

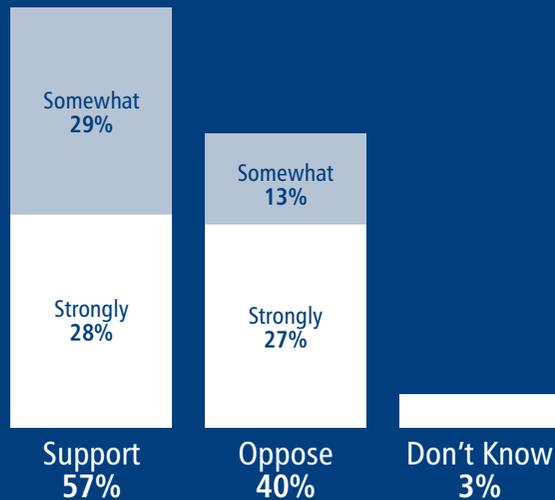
75%

wanted to see some level of increased service

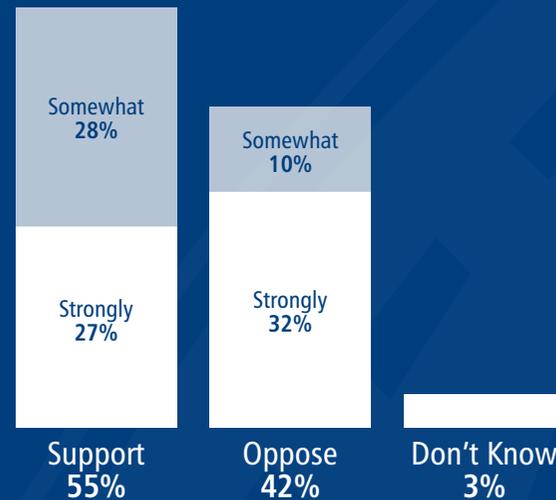
# Community Support

*"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."*

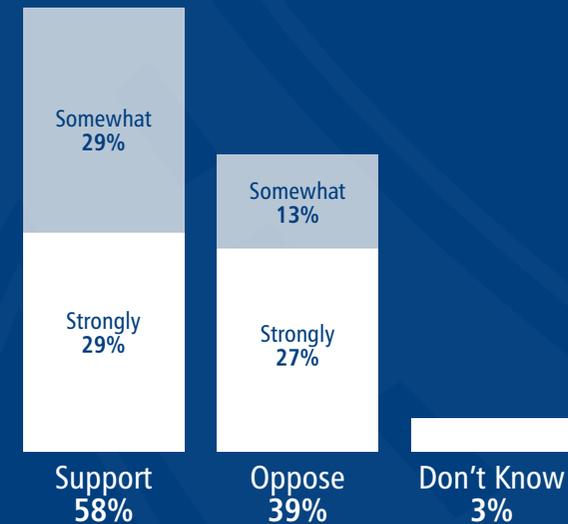
## INITIAL SUPPORT



## AFTER COST



## AFTER IMPROVEMENTS



# Transforming Local Transit

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

## INCREASE EQUITY

- New routes to serve Port of Tacoma, Lakewood, and University Place
- 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

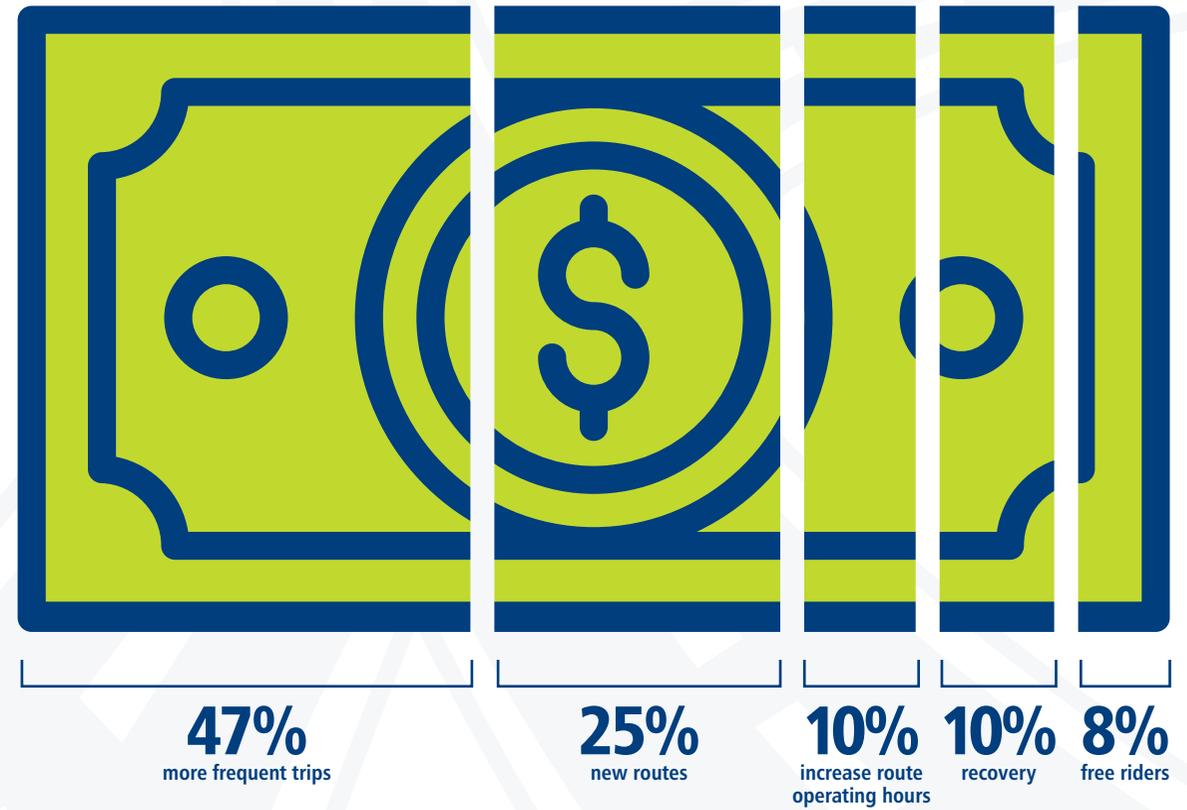
# There Are Funding Options

## 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)



# Planning Assumptions

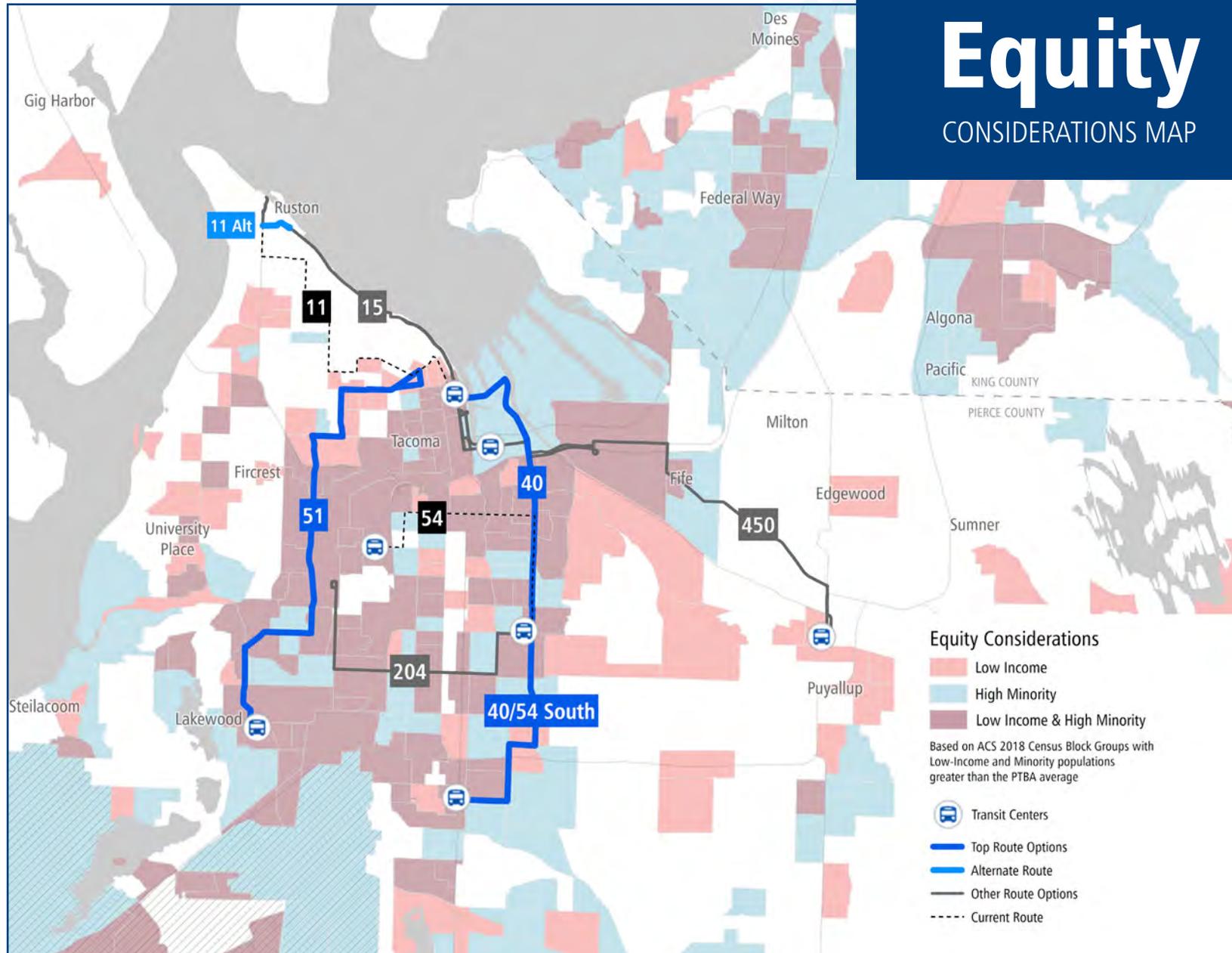
- Transit sales tax increase and expansion of PTBA are separate measures
- Allocation of new sales tax revenue = 70% service and 30% capital
- Staffing mix remains consistent = 88% service and 12% admin
- 2 peak vehicles per microtransit zone
- Route 1 and Route 2 BRT are included

# Equity Considerations

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

# Equity

## CONSIDERATIONS MAP



**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

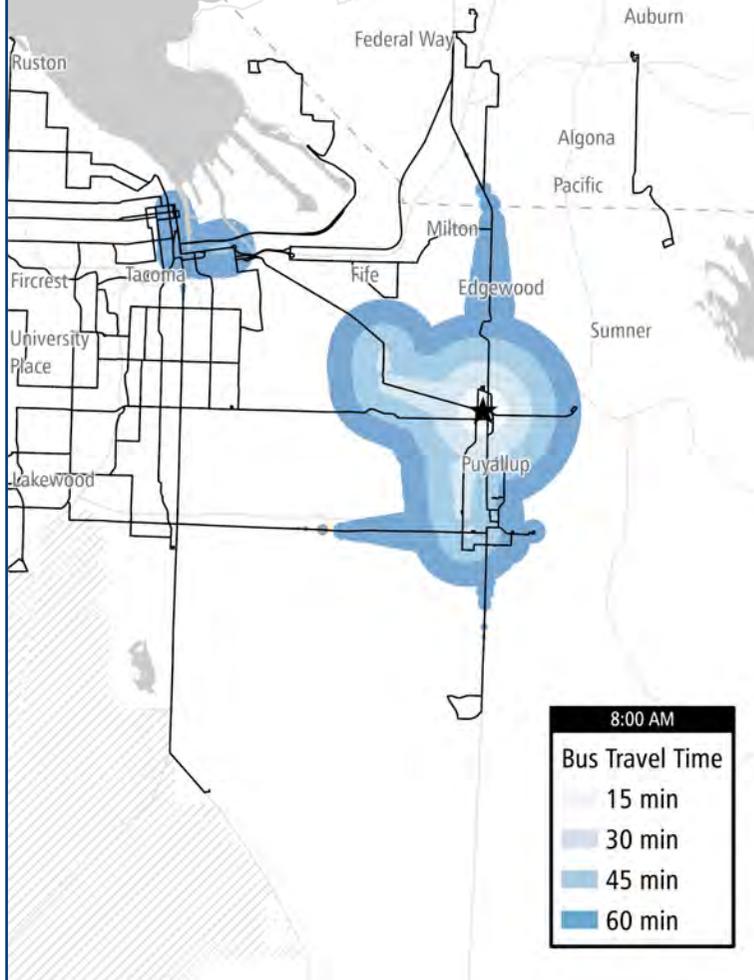
### MICROTRANSIT

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

current **0.6%** sales tax = **475,000** annual service hours

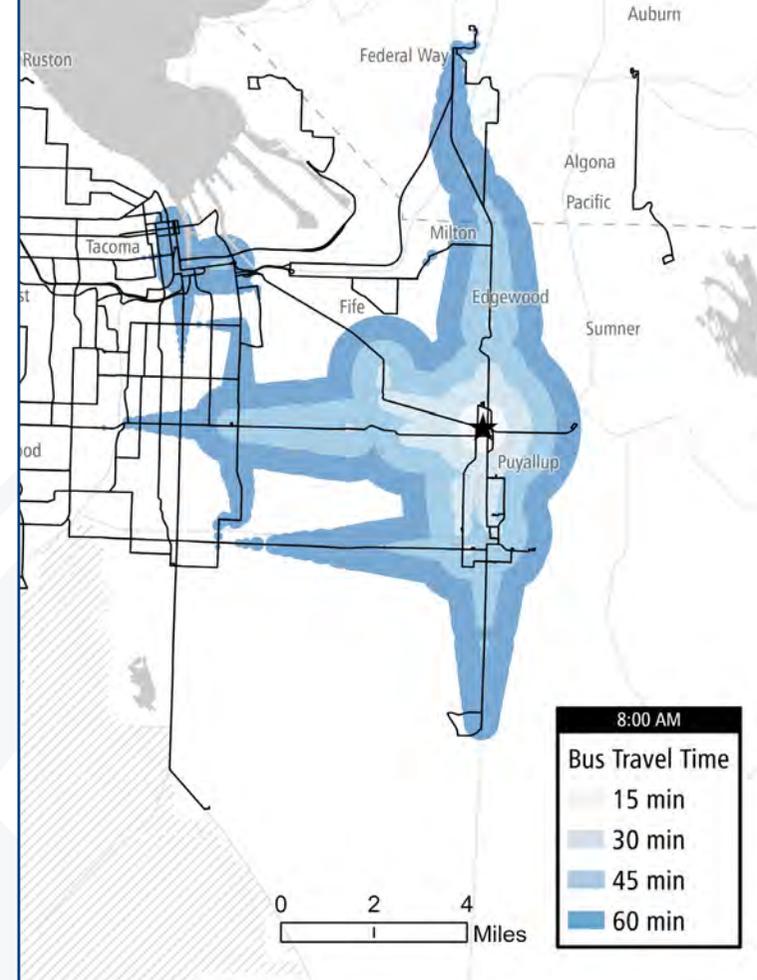
THE CITY OF  
**Puyallup**

**0.6%**  
SALES TAX



THE CITY OF  
**Puyallup**

**0.9%**  
SALES TAX



# 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	2021	2022	2023	2024	2025	2026
Sales Tax change from prior year	6.40%	3.00%	3.00%	3.00%	3.00%	3.00%
Sales Tax Revenue at 0.6%	\$95,760,000	\$135,620,100	\$152,387,676	\$156,959,306	\$161,668,085	\$166,518,128

POTENTIAL REVENUE INCREASE	2022	2023	2024	2025	2026
Change 0.6% to 0.7%	\$12,329,125	\$16,931,998	\$17,439,958	\$17,963,157	\$18,502,051
Change 0.6% to 0.8%	\$24,658,175	\$33,863,902	\$34,879,819	\$35,926,213	\$37,004,000
Change 0.6% to 0.9%	\$36,987,300	\$50,795,892	\$52,319,769	\$53,889,362	\$55,506,043
Change 0.6% to 0.8% to 0.9%	\$24,658,175	\$33,863,902	\$52,319,738	\$53,889,330	\$55,506,010

# Transformation Phase 1

IMPROVEMENT	New Hours	New Cost	Notes	New Buses	New Staff
Youth ride free	0	\$1,400,000	All routes	0	0
Seniors ride free	0	\$1,600,000	All routes	0	0



# Transformation Phase 2

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



# Transformation Phase 3

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



# Transformation Phase 4

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



# Transformation Phase 5

IMPROVEMENT	New Hours	New Cost	Notes	New Buses	New Staff
Every mainline route to 20-minute daytime frequency or better (Saturdays)	3,968	\$686,224	1, 2, 3, 4	0	4
Every mainline route to 30-minute daytime frequency or better (Sundays)	2,658	\$459,568	1, 2, 3, 4	0	3



# Transformation Phase 6

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



# Transformation Phase 7

IMPROVEMENT	New Hours	New Cost	Notes	New Buses	New Staff
North-south between Lakewood, University Place, and Tacoma (e.g. Tyler Road-Bridgeport Way W)	20,461	\$3,644,401	Proposed Route 51	6	18
Ruston Way	11,981	\$2,133,990	Proposed Route 15 Express	4	11
Portland Avenue between Parkland and 72nd Street Transit Centers	8,270	\$1,473,007	Extended Route 54 south and improves to 20-minute headways	3	12



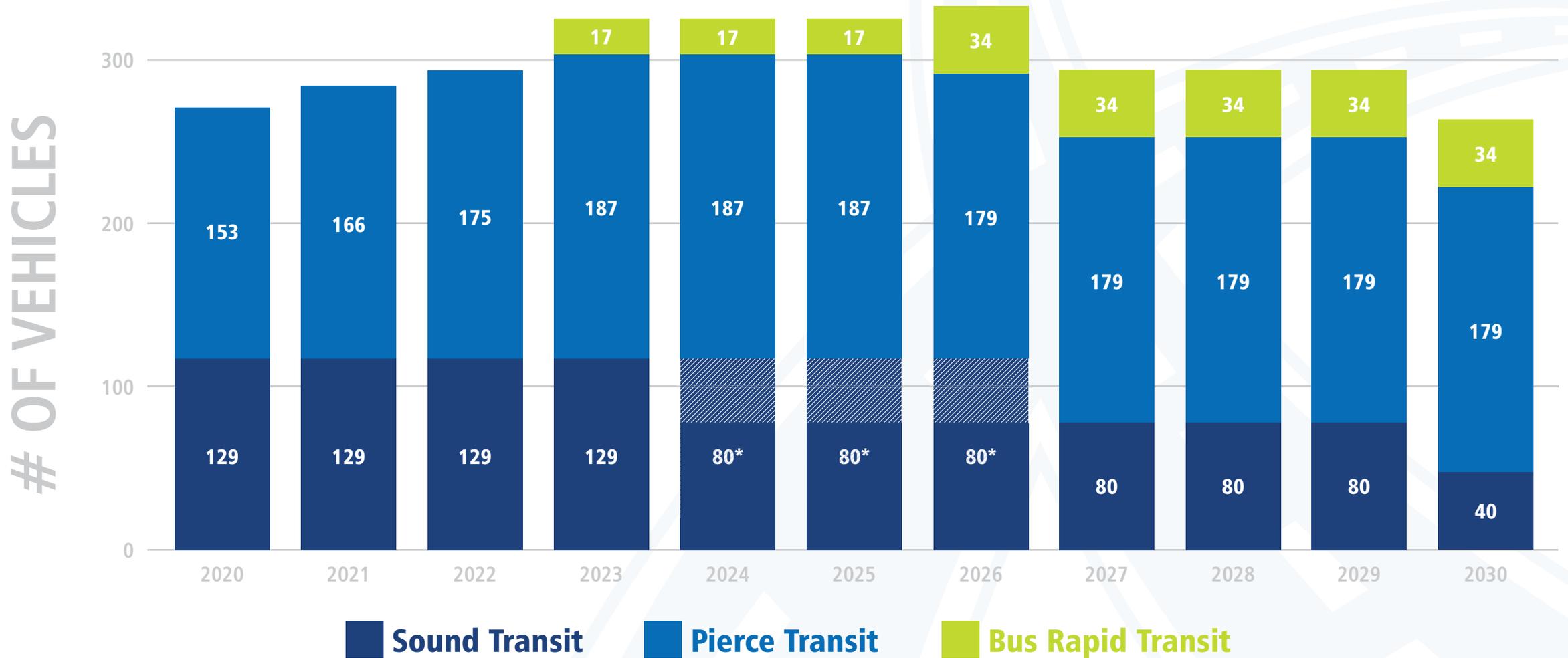
# Additional Details

A Pierce Transit ballot measure needs to function as a means for **connecting a wide range of community interests.**

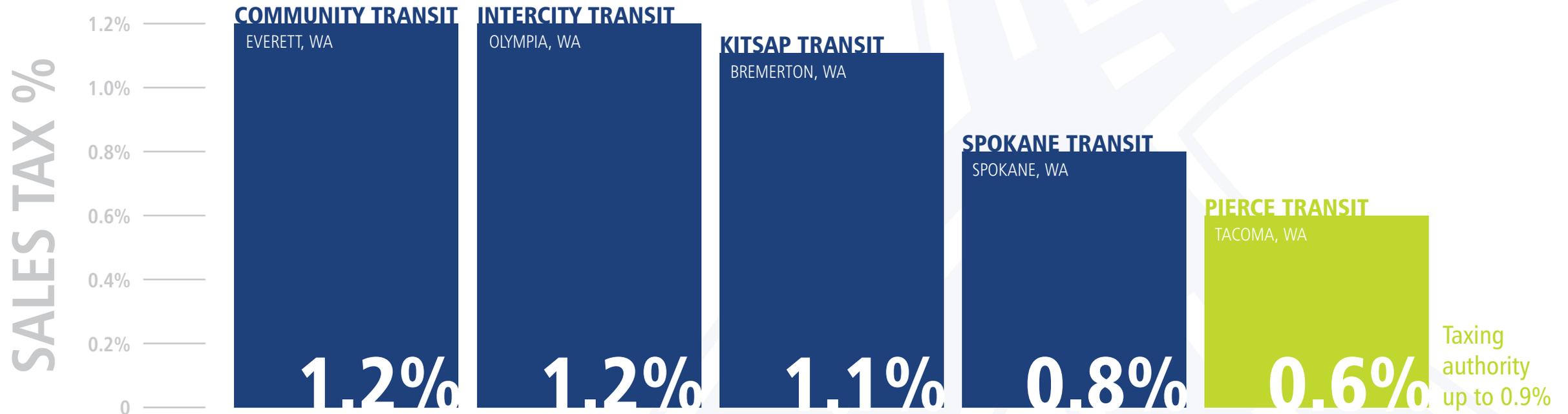
The following are some of those considerations.



# Base Capacity



# Careful Stewards of Taxpayer Dollars



Comparable Transit Agencies under PTBA\* Authority

\*Public Transportation Benefit Area

# Recent Transit Ballot Measures Statewide

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

# 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 )

**10.2%**

Tacoma

**9.9%**

Auburn, Edgewood, Fife, Fircrest, Lakewood, Milton, Pacific, Puyallup, Ruston, Steilacoom, University Place, Unincorporated Pierce County

**8.7%**

Gig Harbor

# Transformation Timeline





Pierce Transit

***Stream***



PierceTransit

***Stream***



**PierceTransit**

# 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?

## It strengthens our community.



Supports the economic future  
of Pierce County



Aligns with City of Tacoma's and  
Pierce County's long-term plans



Assists growing transit demand



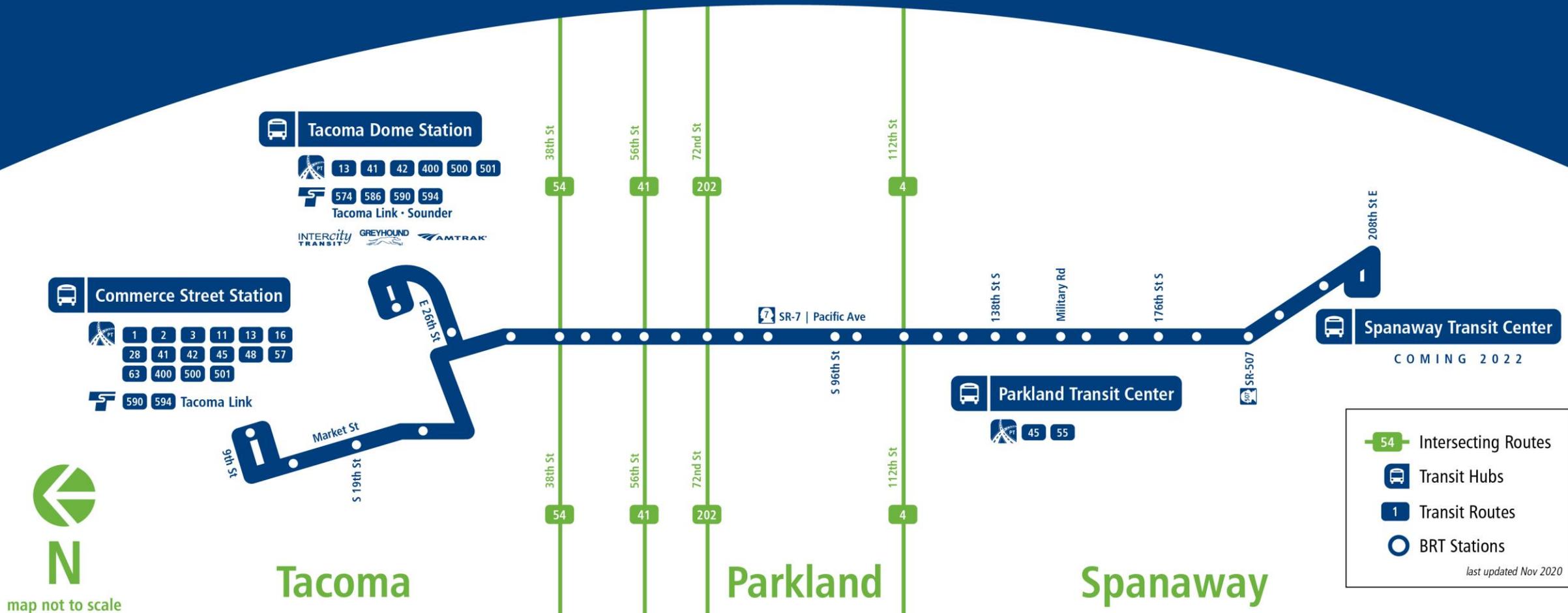
Planned for construction along  
six recognized Opportunity Zones



Congestion mitigation provides  
a competitive alternative

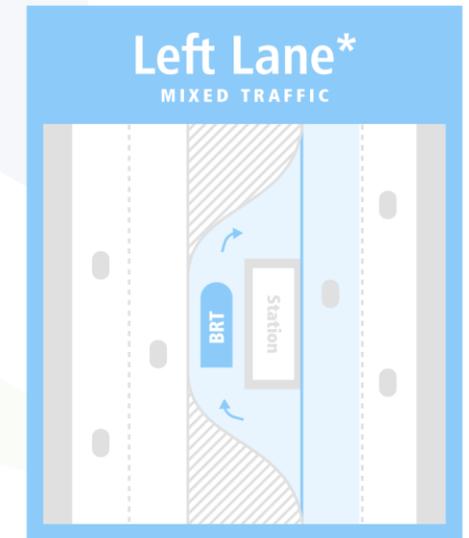
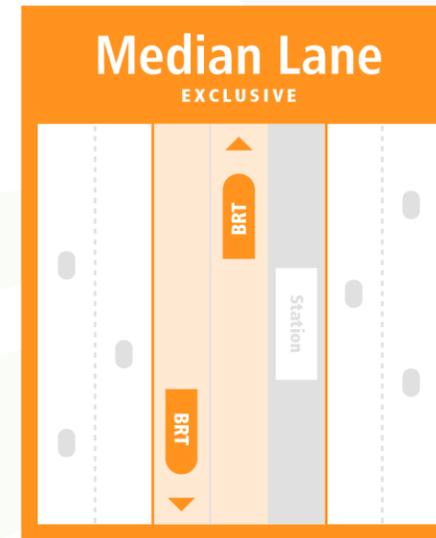
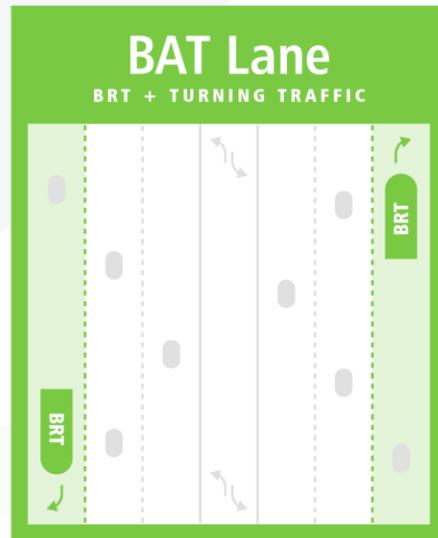
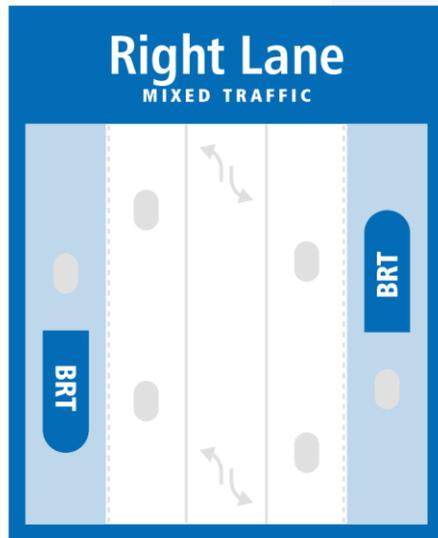
# BRT Route Overview

BUS RAPID TRANSIT FROM TACOMA TO SPANAWAY



# BRT Lane Types

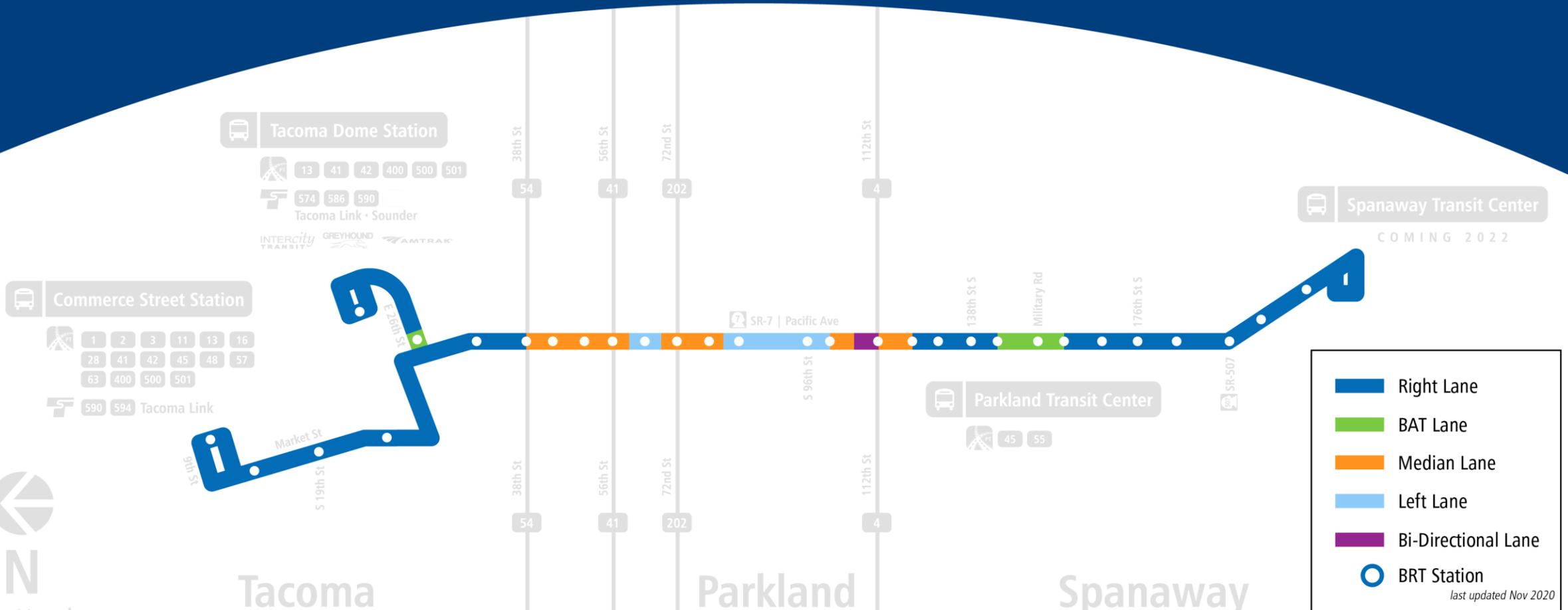
Lane types vary based on traffic priority & station location.



\*BRT stations are to be accessed by BRT only

# BRT Lanes Overview

BUS RAPID TRANSIT FROM TACOMA TO SPANAWAY

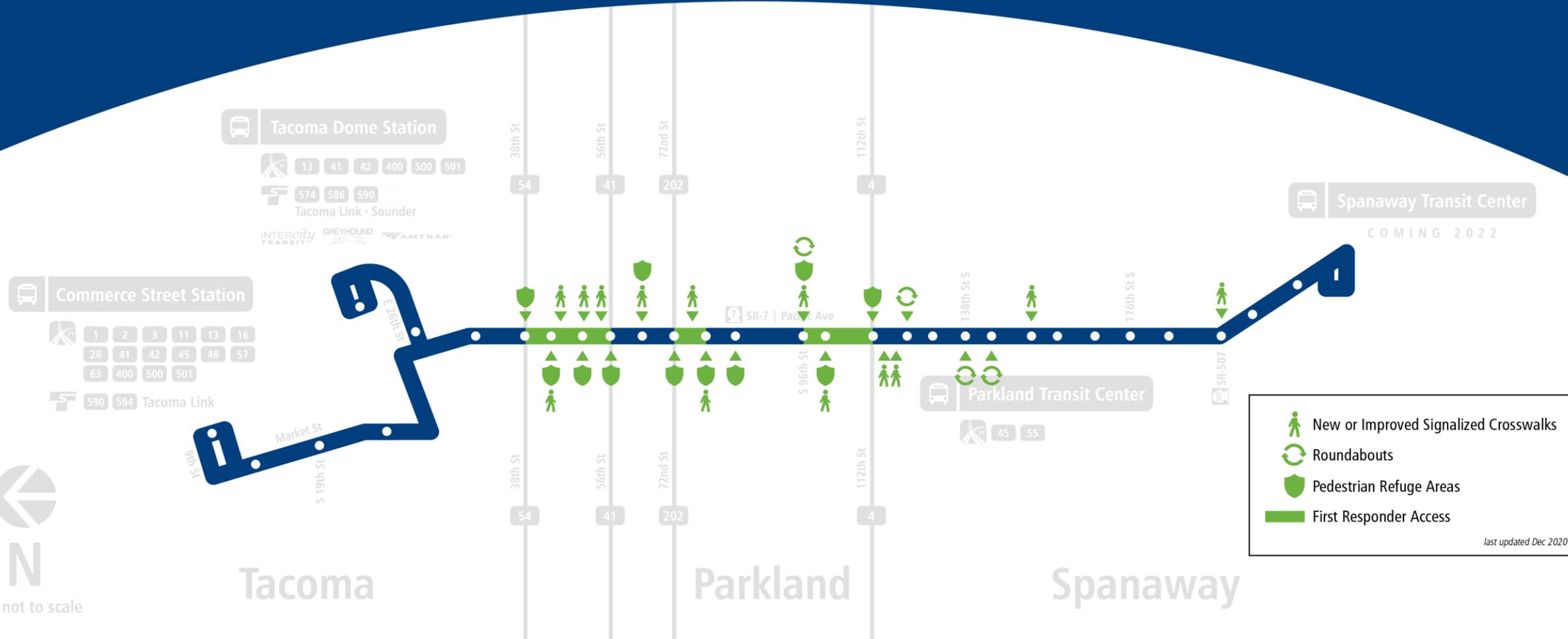


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map not to scale

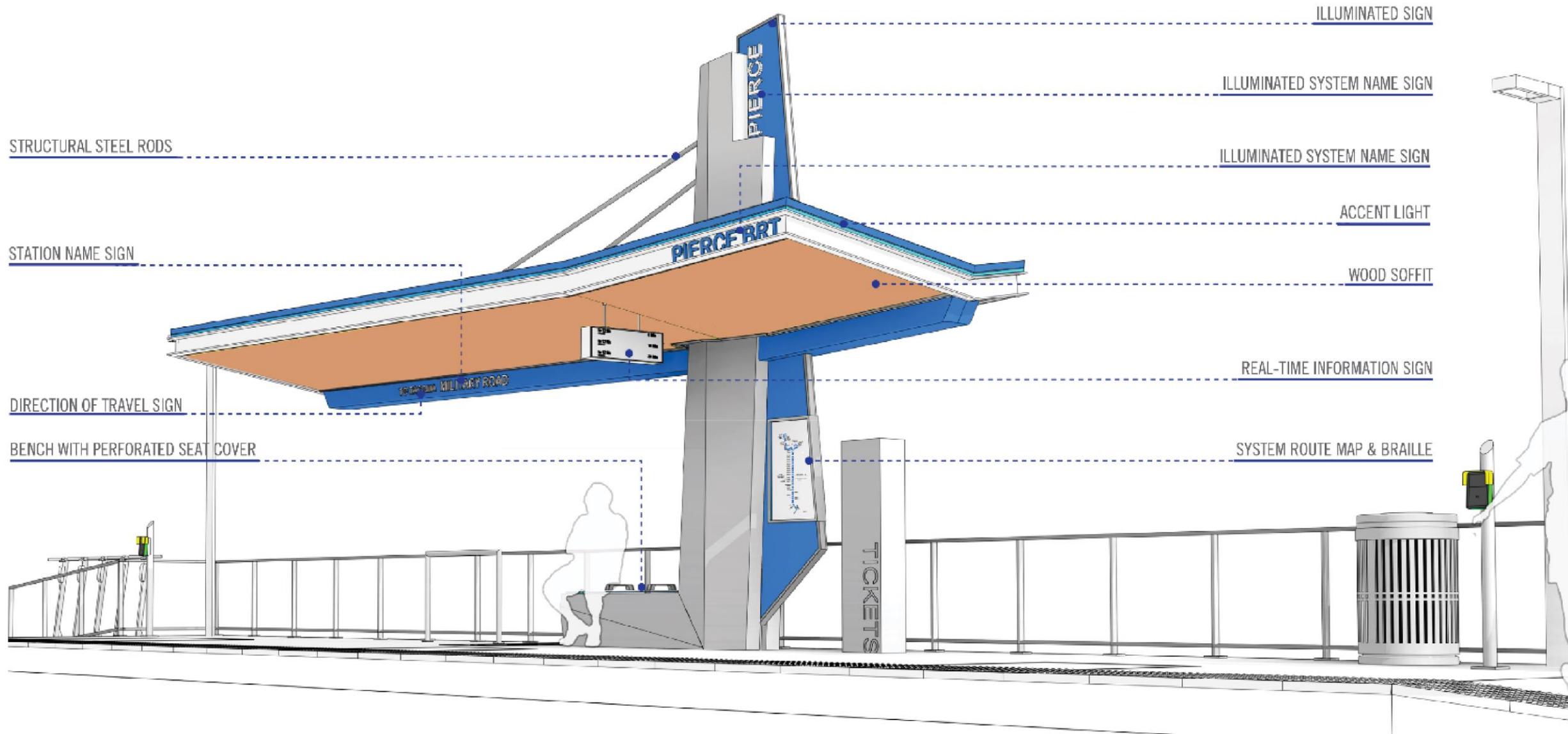
# BRT Safety Improvements

BUS RAPID TRANSIT FROM TACOMA TO SPANAWAY



# PACIFIC AVE & MILITARY RD NORTHBOUND STATION





ILLUMINATED SIGN

ILLUMINATED SYSTEM NAME SIGN

STRUCTURAL STEEL RODS

ILLUMINATED SYSTEM NAME SIGN

ACCENT LIGHT

STATION NAME SIGN

WOOD SOFFIT

REAL-TIME INFORMATION SIGN

DIRECTION OF TRAVEL SIGN

SYSTEM ROUTE MAP & BRAILLE

BENCH WITH PERFORATED SEAT COVER

# 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

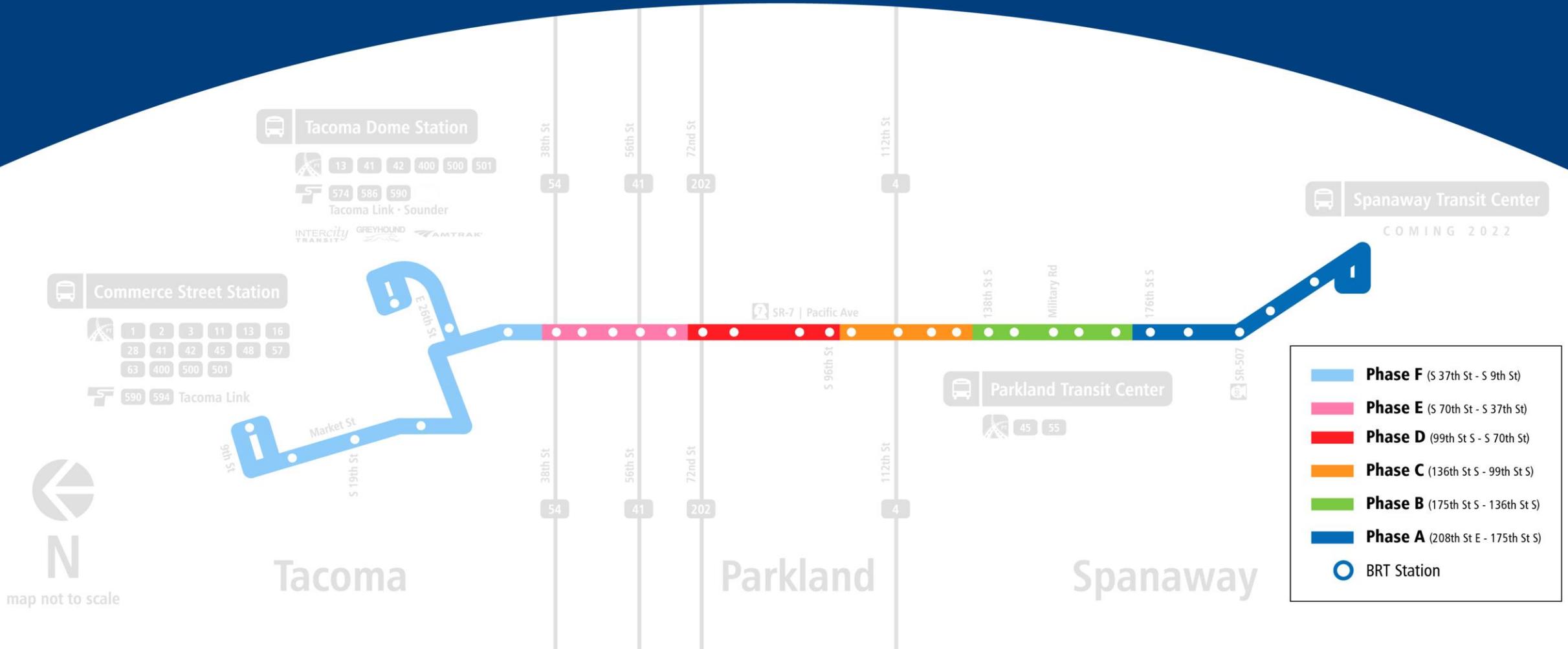
- Continue design
- Finalize environmental review
- Begin Property Acquisition

## 2022-2024

- Continue Property Acquisition
- Begin construction
- Open to service

# Project Phases

## BUS RAPID TRANSIT FROM TACOMA TO SPANAWAY



# Project Funding

## 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

# Property Impact

## 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

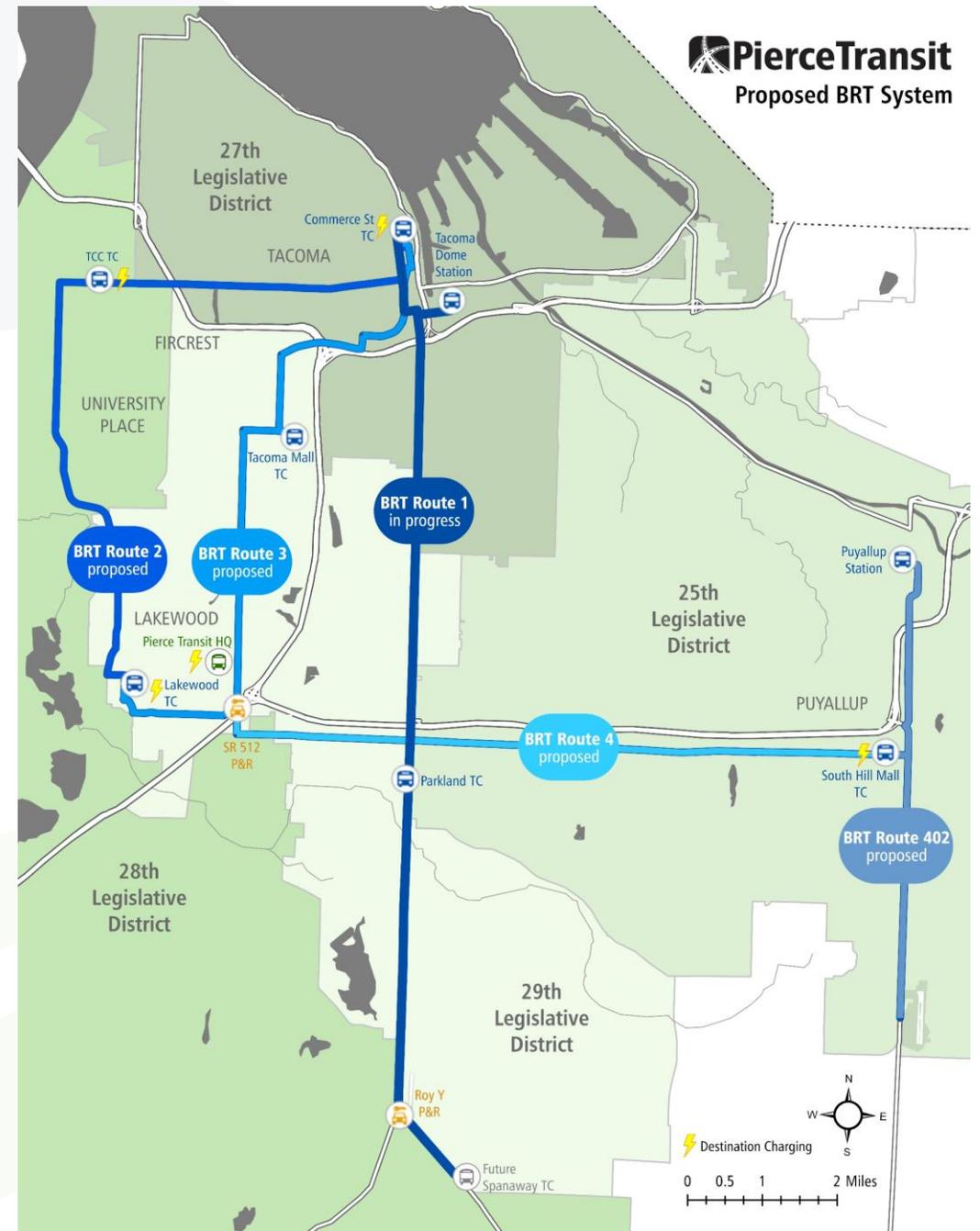
## LIVE-STREAMED PUBLIC MEETING

- 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](https://www.ridebort.com)
- Sixty percent design public meeting tentatively scheduled for June 15<sup>th</sup>

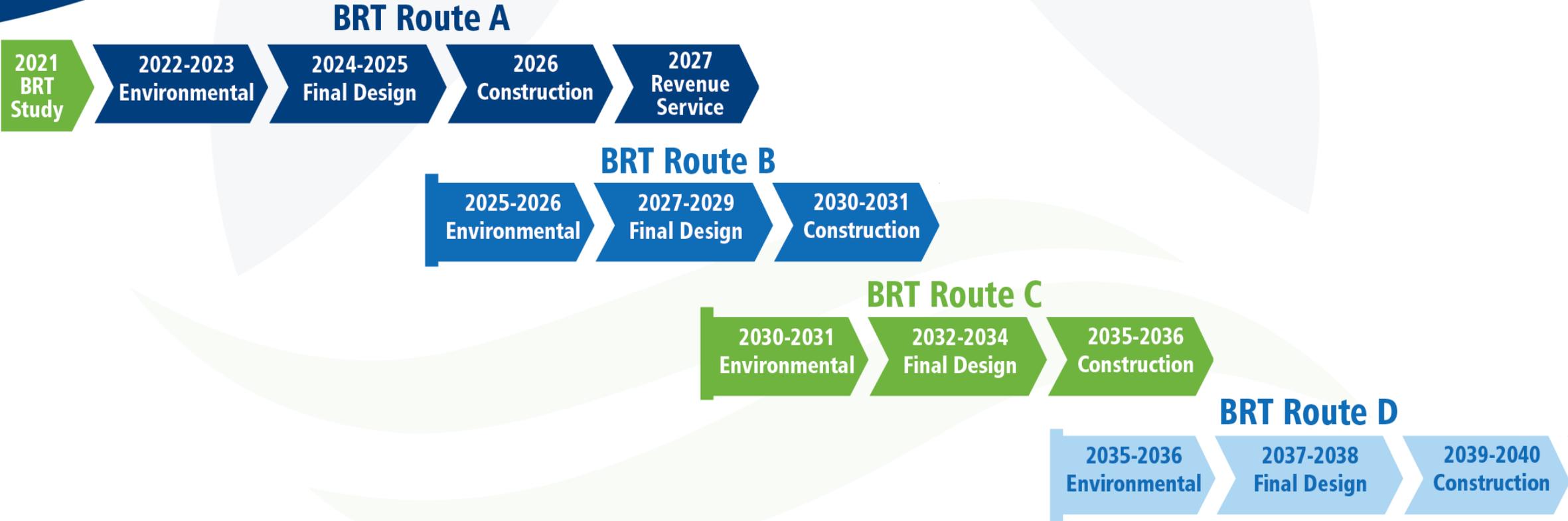


# System Expansion

- 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



# System Expansion





Pierce Transit

***Stream***