



Pierce Transit
Community Transportation Advisory Group (CTAG)
Minutes – January 26, 2023

CALL TO ORDER

Meeting called to order at 5:36 p.m.

ROLL CALL AND ATTENDANCE

CTAG Members Present:

Ivan Tudela, Ben Yoder, Don Green, Amin Tony Hester, Blake Geyen Deirdre Maxwell Jamie Witter

Absent:

Maddie Merton, Paul Buchanan Marlene Druker, Linda Moran and Brandi DeCoteau

Guests: None

Pierce Transit Employees Present:

Kathy Walton and Lanai Tua

APPROVAL OF MINUTES

Minutes from December 15, 2022

Amin Tony Hester moved. Deirdre Maxwell seconded.

CTAG MEMBER COMMITTEE REPORTS/Comments

None

PUBLIC COMMENT

None (No in person guests. No unknown members of public in meeting list)

DISCUSSION ITEMS

Kathy Walton, Marketing Supervisor

Overview – New mobile ticketing app

As of December 16, 2022, customers can plan a trip and pay for their ride all in Transit app! Products include:

- One Ride Tickets for SHUTTLE
- All Day Passes for Bus/Runner
- One Ride Tickets for Bus/Runner
- Thirty Day Passes for Bus/Runner

Transit app mobile tickets are valid only on Pierce Transit services; they have no value on Sound Transit nor other transit agencies' services. College Passes for students at Bates, TCC and Pierce College are being distributed and used on Token Transit app.

It is an easy app to navigate. Find nearby real-time ETAs as soon as you open the app. Track real-time vehicle locations on the map. Tap GO for step-by-step directions, and help fellow riders with crowdsourced real-time information. Set your favorite destinations for easy trip planning.

Lanai Tua, Senior Planner – Scheduling Fare Amendment - ORCA Lift update

Board of Commissioners Comments/Feedback

During the introduction of this Fare Amendment – ORCA LIFT proposal, the board was very supportive of staff recommendations. Questions about projected ridership and public outreach to the non-English speaking population were expressed during the presentation. Next steps introduced to the board is public outreach for Public Hearing and adoption on ORCA LIFT on February 13, 2023.

Public Outreach Comments/Feedback

Staff is currently conducting public outreach to receive public comment/feedback regarding the fare amendment proposal including adopting ORCA LIFT. Attached are documents regarding the fare amendment proposals posted on Pierce Transit website including a brief survey for the public to provide comment/feedback. Also included is an ORCA LIFT fact sheet that will provide more information regarding the ORCA LIFT program. Staff have also worked with internal and external partners to provide this information in multiple languages including braille.

Next Steps and Timeline

- January 26, 2023- February 12, 2023 – Public Outreach
- February 13, 2023 – Public Hearing and Adoption
- February 14, 2023 – April 1, 2023 – Preparation and Implementation
- April 1, 2023 – ORCA LIFT Effective Date
- April 17, 2023 – Ongoing ORCA LIFT education and Public Outreach

CTAG made a formal endorsement of ORCA Lift and are encouraging its members to attend the Board Meeting on February 13 and provide comments.

Feedback/Support Requested

Planning Staff is seeking support from the CTAG members to help perform Public Outreach to receive public comment/feedback utilizing the attached documents as support.

Public survey results: 89% responded "yes" in support of fare amendment changes and ORCA Lift.

OLD BUSINESS

None

MEMBER DELIBERATION

Blake shared that the current **Pierce Transit Ride Safe Ride Smart** video is outdated.

<https://www.piercetransit.org/adatraveltraining/>

<https://youtu.be/uKb6JIUsjgM>

PIERCE TRANSIT NEWS AND ANNOUNCEMENTS

Free Youth Transit Pass program. Regional transit partners, including Pierce Transit, offer free rides to youth. [PierceTransit.org/FreeYouthPass](https://www.piercetransit.org/FreeYouthPass), for more information on how to get a free youth card

Ride the Runner. There are four Runner zones serving Pierce County, providing connections to Ruston and along Ruston Way, the Tideflats, JBLM and now in the Spanaway/Parkland/Midland area.

More Retailers are selling and loading ORCA Cards. The region is now adding more retail locations where you can purchase and load ORCA cards. More stores will be added throughout 2023 and beyond, more than doubling the number of previous locations.

Pierce Transit is still hiring. We have an ongoing need for bus drivers, mechanics, public safety officers as well as opportunities that you'd see at any large company – in accounting, payroll, HR, and IT. We also have a mechanic apprenticeship program.

ADJOURNMENT

Meeting adjourned at 6:44 p.m.

Submitted by
Lani Fowlkes

Approved by
Don Green