



# Pierce Transit

## Community Transportation Advisory Board

Pierce Transit Training Center  
Rainier Conference Room  
Minutes – August 21, 2014

### CALL TO ORDER

Meeting called to order at 5:30 p.m. by Chair Penny Grellier.

### ROLL CALL AND ATTENDANCE

CTAG members present: Penny Grellier, Paul Bala, Chris Karnes (Tyree Smith arrived at 6:30 p.m.)

CTAG members absent: Ken Gibson, Bridgett Johnson

### APPROVAL OF MINUTES

Minutes of June 17, 2014 were approved as written. Chris Karnes moved to approve; Paul Bala seconded the motion.

### CTAG MEMBERS AND STAFF REPORT ON ACTIVITIES

Penny Grellier – Erika Cohen from the Archdiocese of Seattle assists detainees of the NW Detention Center. Currently 1500 detainees are held there and about 20% are released daily in the Tideflats, and left to find their own way to resources. Majority of those released are Spanish-speaking, most with no criminal records. Cohen expressed concern that there was no public transportation available in that area.

Response from Tina Lee – We have started conversations with the NE neighborhood group that's interested in the Route 62. Ryan Wheaton and Tina are working with them about forming a community investment team and moving forward with preliminary work on making the 62 a better route. Would Erika or someone have interest in being part of that CIT? Erika can contact Tina. We can also get Erika in touch with the person who manages the community use van in that area.

Penny Grellier – Travel ambassador Travel Options Training is scheduled for October 17. The training is 4 hours in length, in the St Helens room. Free to attend. Anyone who needs transportation options can participate. Registration required at (253)502-2708 or email [pennyg@ccsww.org](mailto:pennyg@ccsww.org).

Chris Karnes – Chris wrote a letter to the WSDOT (Department of Transportation) regarding closure of Pacific Avenue and additional operations funds to offset construction impacts on Pierce Transit routes. Reply back was that transit mitigation was rare and there was no money for it.

Carol Mitchell – Justin Leighton has been working closely with WSDOT on this issue.

Chris Karnes – attended the Tacoma 2025 strategic planning workshop. Tyree Smith also attended and brought a lot of young people with him. Darrin Stavish was also present at the Sound Transit table. Chris was impressed with the level of community engagement and the concept of restoring bus service was a hot topic.

### PUBLIC COMMENT

There was no public comment.

## STAFF PRESENTATIONS

### **Business Development Office Project Update – Tina Lee**

- *Innovative community solutions & community events.* Taste of Tacoma, Pagoda, Washington State Fair – significant marketing push on the Fair. A lot of print advertising, television, reader boards, transit advertising. Sound Transit adding two days coming from Everett and back on 13<sup>th</sup> and 20<sup>th</sup>. Connections from Puyallup station to the Red Lot – not advertised because they are free. “Fair has arranged for a shuttle.” Fair Express 7 days a week from Lakewood Transit, TCC and South Hill Mall lot near the JC Penney. Mon- Thursday hourly and Fri-Sun every 30 minutes. Fair contributing close to \$150k to supplement the service.
- *US Open* – BDO engaged in conversations about support if needed. They have their own transportation plan, but we may be needed to supplement and may need to adjust for impacts on our regular routes and detours.
- *Fife Milton Edgewood (FME) Route 503/504 Connector.* Services are not meeting performance targets. Ridership low, costs significant per trip and per passenger. CIT recommended modifying service to build ridership. September service change will eliminate day service and focus on peak with strong train connections. Service features 6 trains. We’ll close demo with February service change. The Board will need to make a decision about operationalizing the service in November. We will come to CTAG in October for their recommendation and expect they might want to weigh in at the board meeting and public hearing in October/November.
- *FME 504* service is doing worse of the two. CIT wanted local service that served residents. Hard to use the service. Want to test bus plus in this market to build ridership but we couldn’t do it with the service change in Sept. We are changing the route to straighten it out. It will be easier to use, but sacrifice frequency – the proposed service would run every 80 minutes and eliminate Sundays. Board will have to decide whether we can test bus plus or end the demo.
- *FME Outreach.* We’ve been heavily engaged in outreach. We are promoting the service at Mill Ridge, Edgewood barbecue, Fife Harvest Festival. We have a survey out in FME – all residents – with basic questions about awareness of the route. We ask do you ride and where would you ride if you rode it. The goal is to get info from people not using the service. Sent out 8000 surveys.
- *Puyallup Route 425 Connector* demonstration doing better than FME– not meeting targets but steadily climbing. Shows promise as a market for us but we need more time to develop it. Change in September will end seasonal service to 7 days a week from 10-6, every 30 minutes. We are adding a bus because every trip was running late due to congestion in Puyallup. We’re doing extensive outreach. SHAG members are on CIT and heavily invested. We sold 200 ORCA cards to SHAG residents and even got them signed up on reduced fare cards. They are reloading the cards on their own. Adding a few stops, too. Going inside the Korum YMCA and Group Health because they are so far away from the road. Puyallup has a different version of signal priority than what we use on our buses.
- *Route 425 & Washington State Fair.* A lot of people might use Route 425 Connector to get to the Fair. All stops closed adjacent to the Fair – We can’t go into the blue gate. Route will be on detour during the Fair. Proactively getting detour information out to people during big events. We’re hoping to get people from hotels on local transit.
- *Other BDO projects* -- focusing on implementing LEAN Six Sigma at PT. Goal is to free up resources that we can put into service hours. Route 62, Pointe Ruston mixed use center – PT serves all mixed use centers but we don’t serve this one. We may form a CIT, possibly.
- *Workforce Central’s Pierce County Skills Center and Beyond the Borders* project with vans and volunteer drivers are also on the horizon.
- *Get Around Gig Harbor Trolley.* BDO also engaged in discussions with Gig Harbor CIT on partnership for next year with Gig Harbor Trolley. Year round service is provided by the Route 100. We don’t have service hours to make the Trolley year round without taking it from the Route 100. The Trolley is not comfortable in bad weather. Fixed Route customers would probably object. We don’t have service hours unless they fund at a higher level. We can’t add more. We’ve seen a drop in ridership this year because we’ve got the 100 going to uptown this year.

### **Pierce Transit Long Range Plan (Destination 2040) – Darin Stavish**

Pierce Transit has slowed down its planning process so that we are working in tandem with PSRC’s timeline for 2018. When we go to the public we will go with scenarios, seeking comment. We will invite CTAG involvement in service scenarios by end of year. We are in the early stages of data gathering.

Chris Karnes -- Does Map 21 set performance measures?

Darin Stavish -- No. USDOT has some guidelines – no more than 10-15 performance measures -- 5 customer satisfaction and 10 transit agencies already report to the NTD. PSRC is going to be coming up with standards that all the four agencies utilize in their plans – Kitsap, Pierce, Snohomish and King County. The performance measures are for fixed route service already implemented.

The 2014-2019 Transit Development Plan is on the website. All CTAG members who were present as of December 2013 are mentioned. Comment by next week if you see anything needing changes. Format is prescriptive – report card on the agency for calendar year 2013. There is also a six-year capital plan. It can be found on the website under Resources – Public documents.

### **CTAG Member Recruitment – Carol Mitchell**

Ken Gibson provided notice of his resignation due to work conflicts. The assumption is that the resignation was effective with the August CTAG meeting given his absence. CTAG members and Pierce Transit need to begin the process of actively recruiting new members.

Can we bring the materials forward for evaluation in September ? Yes.

Members brainstormed some ideas for promoting the vacancies:

- On – coach advertising
- A boards at key transit centers
- Send information out to all of the events we attend for marketing and promotion
- Recruit from the BDO's Community Investment Teams

### **PIERCE TRANSIT NEWS AND ANNOUNCEMENTS**

Chris Karnes – reported on July 14 Board Meeting.

Carol Mitchell shared the following press releases and news:

- Lynne Griffith's retirement announcement effective December 31, 2014
- Fare policy change effective November 1, 2014
- G Street improvements, Amtrak move, Route 4 – Project Manager update at next meeting. Carol will invite Monica Adams.

**Next Meeting Date: September 18, 2014 at 5:30 PM.**

### **ADJOURNMENT**

The meeting was adjourned by Penny Grellier.

Submitted by:

Approved by:

Carol Mitchell, Public Relations Officer

Penny Grellier, CTAG Chair