



Pierce Transit

Community Transportation Advisory Group

Pierce Transit Training Center
Rainier Conference Room
Thursday, February 19, 2015 5:30 pm

AGENDA

CALL TO ORDER & ROLL CALL - Chair Penny Grellier

INTRODUCTIONS - All

APPROVAL OF MINUTES OF January 15, 2015 - All

CTAG MEMBERS AND STAFF REPORT ON ACTIVITIES - All

PUBLIC COMMENT (if needed) 5 minutes/person

DISCUSSION ITEMS

1. Update on CTAG New Member Orientation and Tour – Carol Mitchell 15 minutes
 - a. Orientation schedule and content areas
 - b. Proposed dates and time – Monday, March 9, 1:00 – 4:00 p.m. + Board or Thursday, March 19, 2:00 – 5:00 p.m. including Exec Finance Committee
2. 2014-2016 Strategic Plan Update – Ryan Wheaton, Business Development Office 20 minutes
3. CTAG Meeting Dates and Selection of Chair for 2015-2016 – Penny Grellier 20 minutes

PIERCE TRANSIT NEWS AND ANNOUNCEMENTS

Carol Mitchell, Pierce Transit Public Relations Officer 15 minutes

1. New Interim CTAG Liaison – Ryan Wheaton
2. Community Outreach Calendar – CTAG Member contributions to the calendar
3. New CEO Candidates Meet and Greet – Thursday, March 19, 2015 at Tacoma location TBD
New CEO Interviews – Friday, March 20 9:00 a.m. – 3:00 p.m. with Board

ADJOURNMENT

Pierce Transit
Community Transportation Advisory Board
Pierce Transit Training Center
Rainier Conference Room
Minutes – January 15, 2014

CALL TO ORDER

Meeting called to order at 5:36 p.m. by Chair, Penny Grellier.

ROLL CALL AND ATTENDANCE

CTAG members present: Paul Bala, Chris Beale, Penny Grellier, Chris Karnes, Sandy Paul, Hongda Sao, Steven Schenk and Richard Zalucha

CTAG members absent: Bridgett Johnson and Tyree Smith

Pierce Transit employees present: Tina Lee, Service Innovation Administrator; James Sullivan, Administrative Specialist; and Ryan Wheaton, Business Partnerships Administrator

INTRODUCTIONS

Current and newly-appointed CTAG members and Pierce Transit staff introduced themselves.

APPROVAL OF MINUTES

Paul Bala moved to approve the December 18, 2014 minutes. Hongda Sao seconded. Motioned carried.

CTAG MEMBERS AND STAFF REPORT ON ACTIVITIES

Penny Grellier reported all new CTAG Members were unanimously welcomed by the Pierce Transit Board of Commissioners at the Monday, January 12, 2015 Board Meeting. Penny also reported the Travel Ambassadors are hosting a "Travel Options Seminar" on Friday, February 6, 2015 from 8:30 AM to 1:00 PM at the Pierce Transit Training Center. Penny distributed a flyer detailing the event.

Paul Bala made a comment about adding future discussion items before the adjournment section on the agenda. This will be brought up with Carol Mitchell.

PUBLIC COMMENT

There was no public comment.

DISCUSSION ITEMS

1. Overview and Welcome to New Members – Commissioners Steve Vermillion and Nancy Henderson: Commissioners Steve Vermillion and Nancy Henderson welcomed all new CTAG Board Members. Commissioner Vermillion gave a current overview of Pierce Transit including sales tax revenue and upcoming demonstration projects. Commissioner Vermillion also encouraged CTAG members to attend the Board of Commissioners' Meetings and Puget Sound Regional Council Meetings, placing emphasis on being advocates for the community.

Chris Karnes asked what should be the main focus of interactions between CTAG and the Board.

Commissioner Vermillion suggested CTAG members focus on bringing forth concerns or comments from the community to CTAG meetings and Board meetings.

2. Puyallup Connector – Tina Lee: Tina Lee gave a brief overview of the Route 425 Puyallup Connector Demonstration Project. Tina also distributed a flyer indicating dates for the Open House, Public Hearing and Board Meeting regarding Route 425. On March 9th during the Board of Commissioners Meeting, the Board will decide whether to operationalize Route 425, continue it as a demonstration project, or end the service at its one-year deadline.

Questionnaires regarding demographics and the community's perception of the route were sent to residents living in the service area. A required Title VI Analysis for Route 425 is being generated for the Federal Transit Administration, in case the Board votes to extend the demonstration project beyond its one-year deadline. Tina offered to provide an update at the next CTAG meeting when more information is available to her.

Chris Beale asked about the performance criteria for Route 425 when the Board of Commissioners approved it and how the route currently performing. Tina Lee mentioned the ridership goal for Route 425 was 15 passengers per service hour. Currently the ridership is at 4 passengers per service hour, which puts the cost at \$40.00 per passenger. Chris also asked if any specific marketing was done to promote Route 425 to the businesses it serves. Tina Lee informed Pierce Transit's Community Investment Team assisted with Good Samaritan Hospital, YMCA and SHAG.

Chris Beale suggested posting notices at stops along Route 425 to inform the public about the upcoming hearings and board action on these agenda items.

Chris Karnes asked if the Board of Commissioners' have a yes or no decision to make on the future of Route 425. Tina Lee confirmed it is a yes or no decision.

3. 2014-2016 Strategic Plan Update – Ryan Wheaton: Ryan Wheaton gave an overview of the 2014-2016 Pierce Transit Strategic Plan, including the results of employee focus group feedback sessions held on all five current goals. Employees also proposed two additional potential goals be added to the Strategic Plan. These were Economic Development and Sustainability.

Commissioner Nancy Henderson asked what does "being the safest transit agency on the west coast" mean, and is it even possible.

Chris Karnes echoed Commissioner Henderson's question.

Penny Grellier commented that the safety message could negatively influence riders' perception of how safe Pierce Transit really is.

Ryan mentioned many employees had asked specifically which type of safety are we talking about during the feedback sessions. He also reported that riders' perception of their own personal safety was already highly rated --94% feel safe on Pierce Transit buses and transit centers according to the 2014 Customer Satisfaction Survey.

Chris Karnes suggested the Agency add language about partnering with neighboring municipalities to help restore service --potentially under the Innovative Community Solutions goal.

Chris Beale commented that Goal Six seemed vague, in terms of the words "structured support system." He suggested adding more plain language.

Ryan Wheaton will attend next month's CTAG Meeting to provide an update. Any questions CTAG members have about the Strategic Plan should be directed to Ryan's e-mail address with a copy to Carol Mitchell.

4. CTAG Charter Amendments/Proposed Dates for New Member Orientation – Carol Mitchell: The Chair tabled Carol Mitchell's presentation until February 19 due to her absence.

Chair Penny Grellier proposed the CTAG change the current CTAG meeting date to coincide better with the Board of Commissioner's meeting which is the second Monday of each month. Members discussed possible alternatives, including the fourth Thursday. More discussion will follow at the February 19 meeting.

PIERCE TRANSIT NEWS AND ANNOUNCEMENTS

The Board tabled Carol Mitchell's report on News and Announcements until February 19th due to her absence.

ADJOURNMENT

The meeting was adjourned at 6:59 p.m. by Penny Grellier.

Submitted by:

Carol Mitchell, Public Relations Officer

Approved by:

Penny Grellier, CTAG Chair

FRIENDS OF BETSY P. ELGAR
 COMMITTEE
 UNITED STATES CONSTITUTIONAL
 PARTY

2-19-2015

Betsy P. Elgar
 U.S.A. PRESIDENT

OWN A REFERENCE, FAMILY & FRIENDS AND BOARD
 OF COMMISSION OF PUBLIC TRANSIT. I AM HEAVILY PAID
 FROM, AN ADVOCATE, BUSINESSWOMAN, CARE GIVER READY
 TO BECOME U.S.A. PRESIDENT. BECAUSE I WANT WASHINGTON
 STATE TO BE THE 1ST STATE TO BE WORKING - FREE OF OUR
 TAXES NOT TO PAY BUS TAXES. BE REALISTIC LOW-INCOME
 FAMILIES CAN'T EVEN SAVE MONEY FOR VACATION. FAMILIES
 HAVE TO BE REMOVED FROM SOCIAL SERVICE BLOCK GRANTS.
 THE BUS TAXER'S SALARY IS PART OF SOCIAL SERVICE
 BECAUSE THEY ARE HOME PUBLIC SERVICE TO AMERICAN
 PEOPLE. IT'S LIKE FAST TRANSPORTATION FOR OLYMPIA.
 IT'S FREE RIDE. THAT WITH THE BENEFIT OF OUR
 PROGRAMS AND U.S. MILITARY FAMILY, SENIOR CITIZENS,
 DISABLED, HOMELESSNESS, U.S. STUDENTS & U.S.
 CITIZENS. THIS DOES NOT INCLUDE UNLAWFULLY
 IMMIGRANTS. BECAUSE IN 1996 PRESIDENT
 WERE OPPORTUNITY RECONSTRUCTION NOT WAS PAID.
 THIS MUST BE COMPLY. WHILE HE GOING W.
 BUSIT HIT NOT COMPLY.

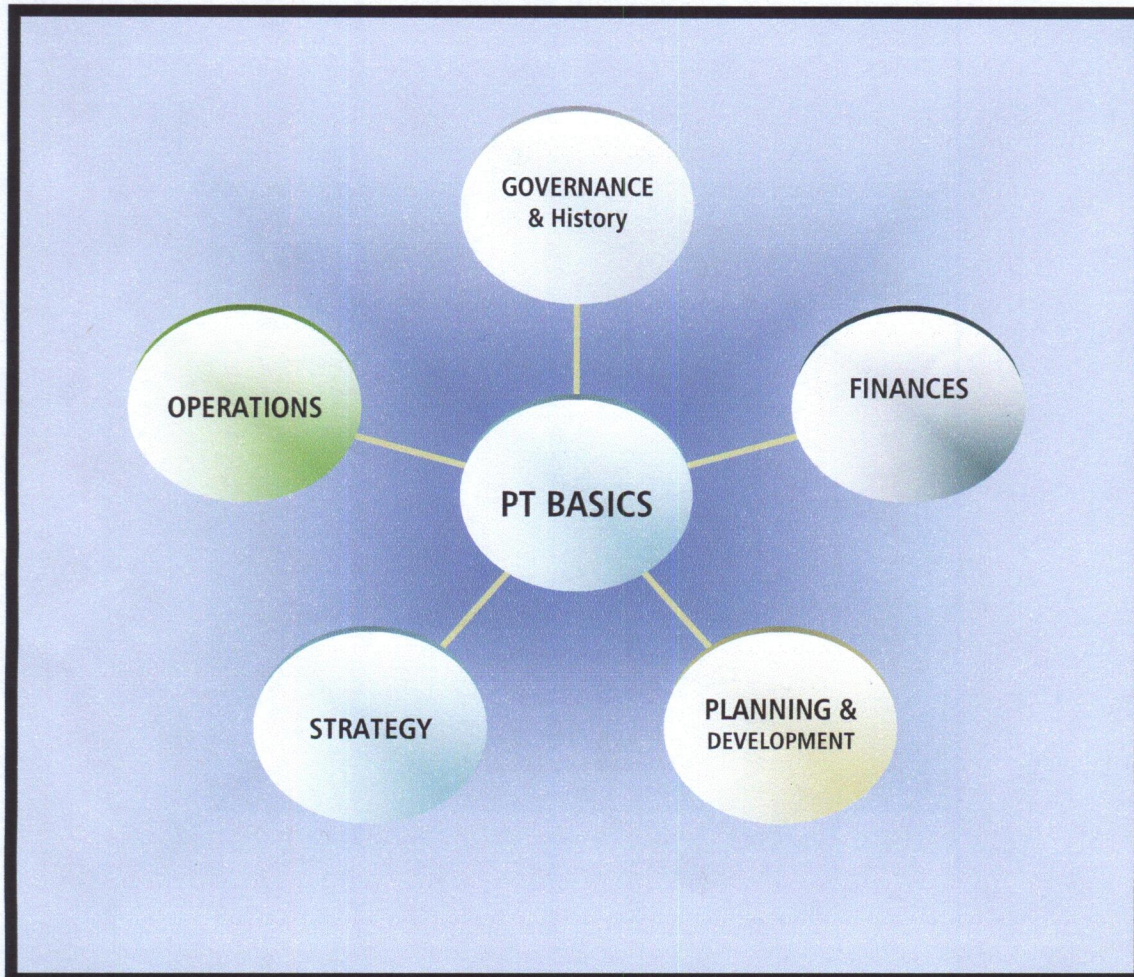
BEFORE DATE 10, 2007 QUESTION IS HOW MUCH WAS THE
 TAXES? BECAUSE WE DON'T WANT ANY EMPLOYEES TO
 INCREASE THEIR SALARY. HAVE TO BE MAINTAIN
 ANY INCREASES OF THEIR WORKS & WAGES.

HERE ARE 2 ORIGINAL LETTERS TO THE LIFE AND
 WE WILLIAM. THIS IS WHAT HAPPEN.

TRANSIT OPERATOR	51,889
TRANSIT OPERATOR	44,865
SHORTER SUPERVISORS	71,720
JOURNALLY LEVEL OPERATOR	69,519
ALL EMPLOYEES	58,818

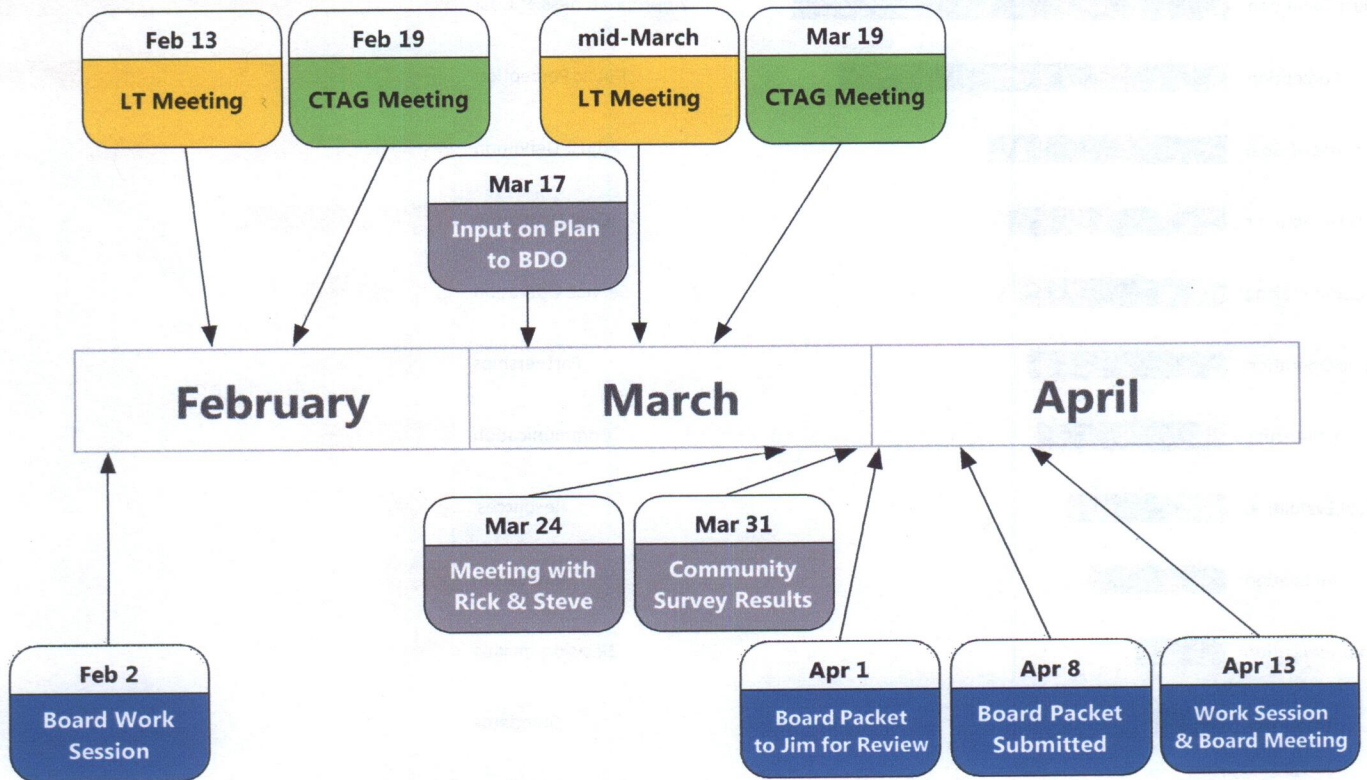
THEY WANT THE WELFARE TO WHICH INITIATIVE
 AND SOCIAL SERVICE BLOCK GRANTS & POPULATION
 FUNDING. ON THE OTHER HAND WE DON'T WANT
 PASSPORTS, BE TRAVELING W/ BUS TAXES BECAUSE
 THEY GET DISCOUNT ALSO. CURRENT PLAN CAN'T BE
 WE ON THE BUS TAXES IT'S PROHIBITED. IT'S FREE
 TO GET QUALITY WITHOUT DISTURBING THE PRICE
 OF OTHERS.

I DO THINK IN IT'S BEST TO HAVE A METAL NETWORKS
 ON PUBLIC BUSES BECAUSE I BUS TAXER GOT SIT
 IN SEATTLE.

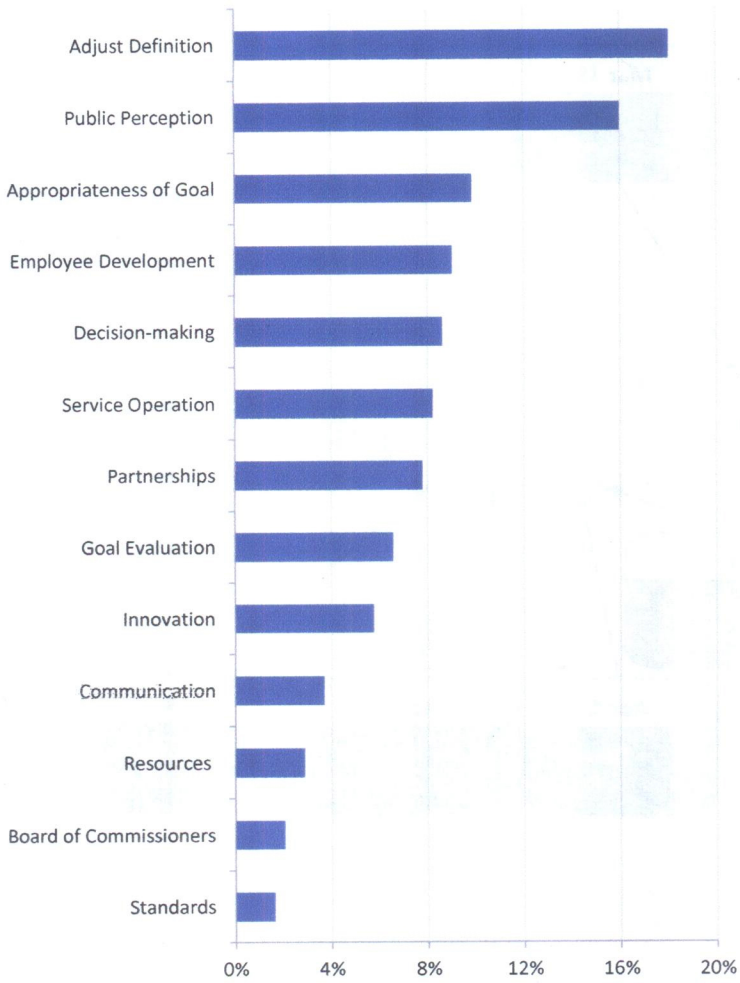


2015 CTAG SUGGESTED ORIENTATION TOPICS

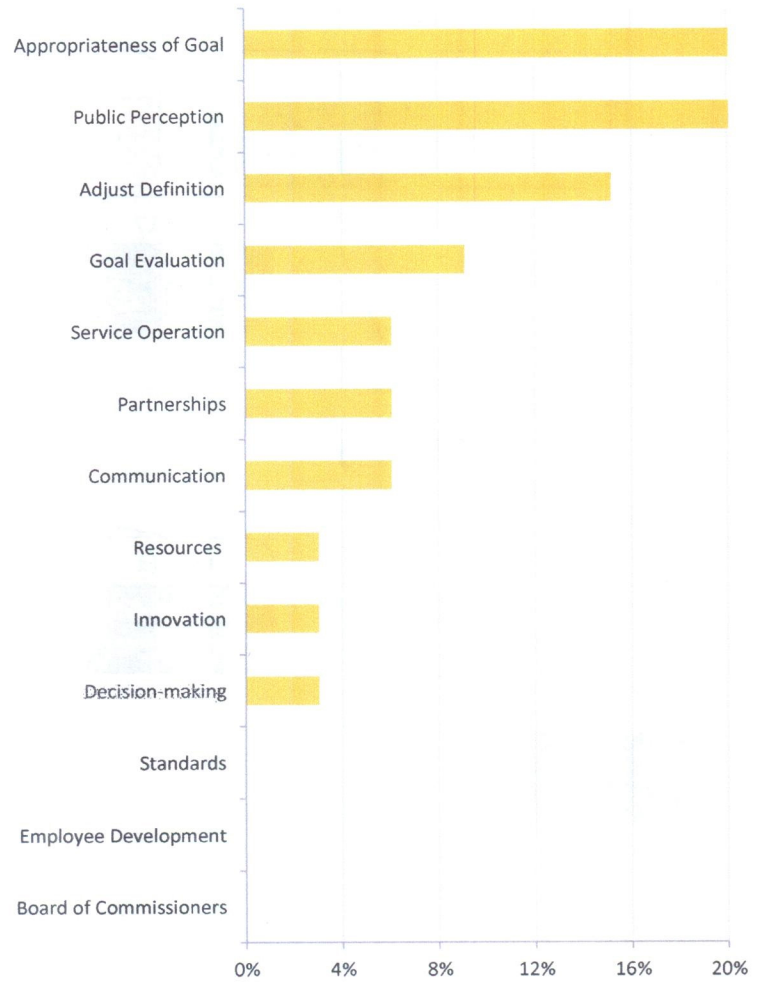
- PT Governance** – PT Board of Directors, PTBA and PTIC Boundary Revision, Board Policies
- PT Operations** – Fixed Route, SHUTTLE, Vanpool, Sound Transit Express Service, Labor Relations, Sustainable Practices, Facilities, Public Safety
- PT Finances** – Sales Tax, Current Budget, Farebox Recovery, Cost per Hour, Grants, Insurance, ORCA and other Technology
- PT Planning** – Destination 2040, Six-Year Development Plan, Major Capital Projects, Service Hours, Scheduling (Span and Frequency), New Routes
- PT Strategy** – Strategic Goals, Strategic Plan, Business Development, Organizational Leadership, Operation Readiness



Themes From Strategic Plan Update at
LT Meeting (244 Comments)



Themes From Strategic Plan Update at
CTAG Meeting (34 Comments)



Revised Strategic Goals, as per Board Study Session February 2nd, 2015

1. Operational Excellence:

Operational excellence is executing in an efficient and effective manner, combining leadership, teamwork and problem solving with a focus on delivering safe, courteous and reliable service to our customers.

2. Financial stability:

Financial stability is when an organization has the ability to provide a consistent level of service hours over time. Such stability is created by our ability to forecast our financial health over time with adequate tools to handle short-term variables.

3. Community Engagement:

Pierce Transit maximizes opportunities to (a) increase community awareness of the Agency's contributions to vibrant, livable communities; and (b) ensure active participation from an empowered and supportive network of employees, customers and community stakeholders.

4. Innovative Solutions:

Pierce Transit will develop transportation services with community involvement, and tailored to meet the diverse needs of our residents. The Agency will maintain a highly efficient network of routes, while developing coverage service for low-density communities.

5. Economic Development:

To support a strong, diverse, sustainable economy in the region by offering quality, reliable, and safe transportation options that connect people with regional partners who plan for economic growth and development, provide jobs, education and training, and retail goods and services.

6. Sustainability

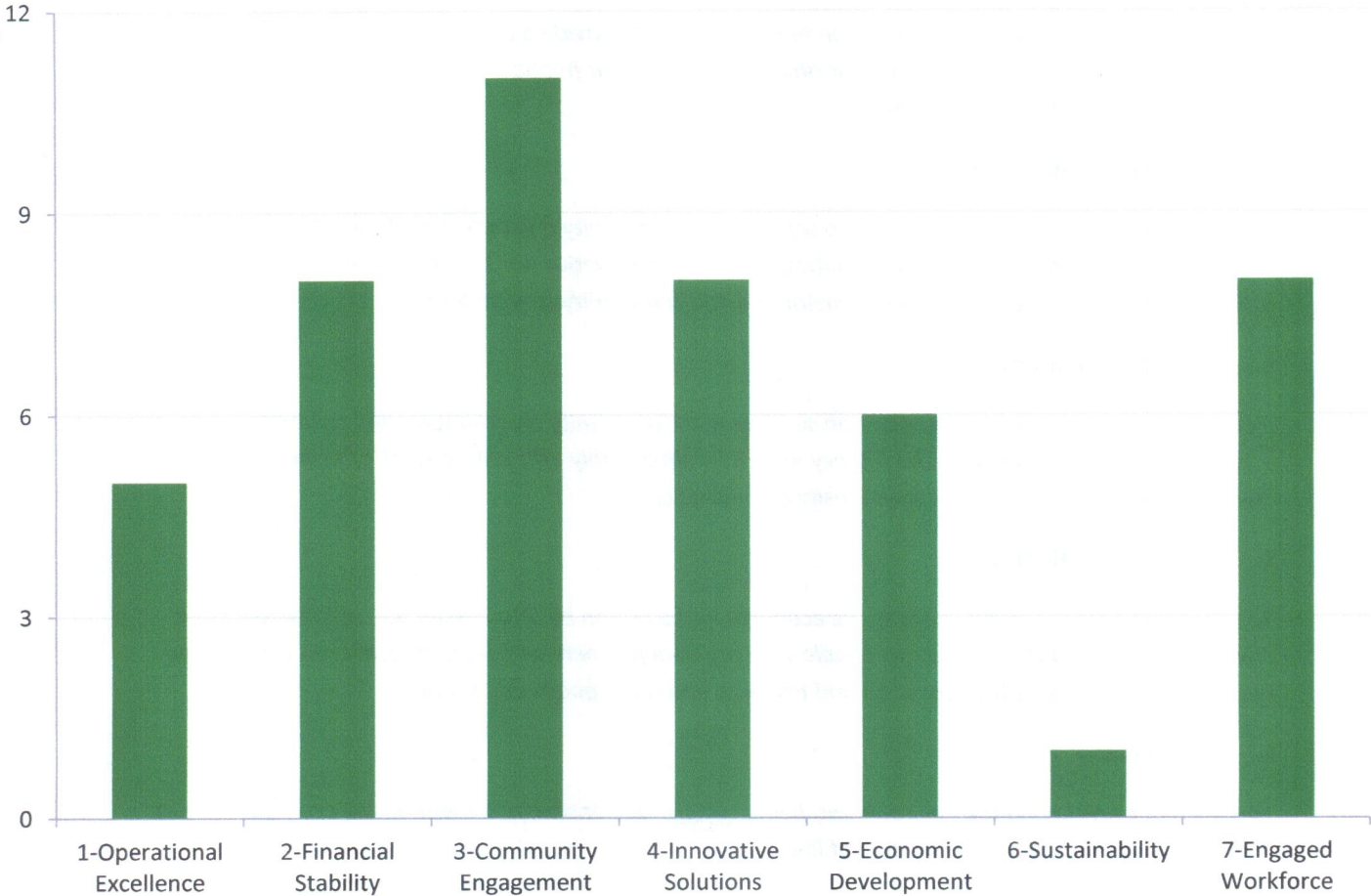
Encompasses preserving the environment, being socially responsible and maintaining economic vitality with an overall contribution to quality of life.

7. Engaged Workforce

An "engaged employee" is one who is fully absorbed by and enthusiastic about their work and so takes positive action to further the organization's reputation and interests. An engaged workforce can lead to the Agency's sustained success far into the future.

Revised Strategic Goals

Board Study Session 02/02/15





Route 425 - Puyallup Connector

INNOVATIVE
Puyallup
SOLUTIONS

Background

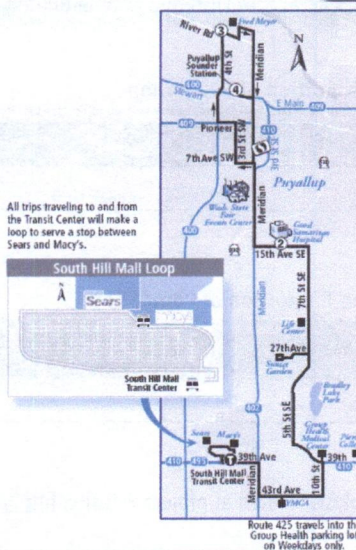
- Board Authorized One-Year Demonstration, June 8, 2014 to June 6, 2015

Route Description

- Service Operates seven days a week
- Span is approximately 9 am – 6 pm on weekdays
- Frequency is every 30 minutes, Monday through Saturday. Hourly service on Sundays
- Seasonal service in the Summer operated until 9 pm Thursdays & started at 9 pm on Saturdays

Community Investment Team

- Ongoing support and guidance for demonstration



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Comments to Date

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Official Comment Period

- 11 from Public Hearing February 9
- 13 from Open House January 28
- 6 from Pierce Transit Comments Database
- 30 Official Comments

Demonstration Outreach

276 comments via rider surveys, community mailers, emails, and website responses

306 comments through demonstration period

Theme of Comments to Date:

- Praise for service & Requests to keep service
- Earlier service & Later service
- Additional bus stops along the route
- Praise for Transit Operators who drive route
- Extend route to serve Salvation Army Silvercrest Residences along 9th Street
- Requests for stops in Walmart parking lot & at Pierce College



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Title VI Service Equity Analysis

No Disparate Impact or Disproportionate Burden Impact identified.

Minority Proportion of Population

Disparate impact occurs when the minority population adversely affected is 10% more than the average minority population of Pierce Transit's service area.

Summary of Service Change	Census Blocks Along Route	Average Population in Service Area	Variance
New Route 425	25.5%	41.0%	-15.5%

Low Income Proportion of Population

Disproportionate Burden occurs when the low-income population adversely is 5% more than the average low-income population of Pierce Transit's service area.

Summary of Service Change	Census Blocks Along Route	Average Population in Service Area	Variance
New Route 425	11%	12.4%	-1.4%

Title VI Analysis located at project website, <http://www.piercetransit.org/puyallup/>.

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Puyallup Connector Performance

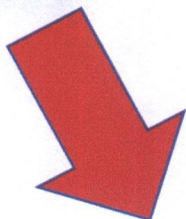
PERFORMANCE STANDARD	OBJECTIVE	GOAL	Jan 2015	Avg. to Date
Pass. per Service Hour (PSH)	Meet suburban route with marginal rating (10-15 PSH)	15	3.54	3.30
Cost Recovery	Increase cost recovery over demonstration	9%	2.19%	2.02%
Net Cost per Passenger	Decrease in net cost per passenger over demo	\$8.71	\$39.80	\$42.98

RIDERSHIP

Month	Ridership
JUN	1,332
JUL	1,976
AUG	2,379
SEP	2,412
OCT	2,613
NOV	2,356
DEC	2,440
JAN	2,721

SHUTTLE Ridership Changes

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12 % Decrease in SHUTTLE Trips to/from SHAG

173 less trips in 7 months
\$9,167 savings to SHUTTLE

Annualized \$15,715 savings

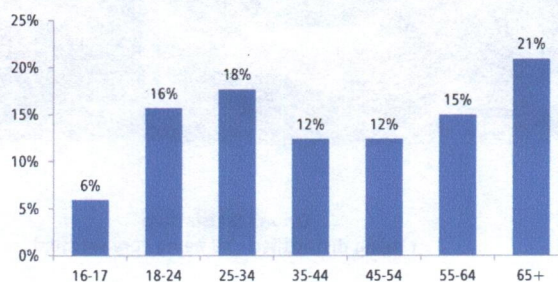


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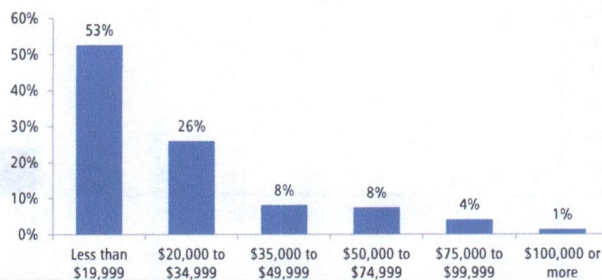
Route 425 Rider Demographics

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Rider Age



Household Income



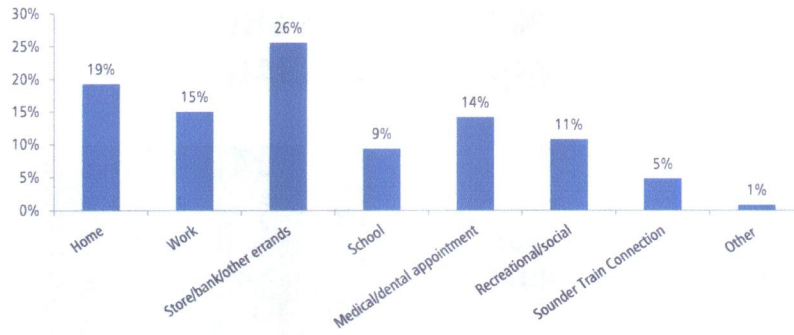
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Route 425 Rider Survey

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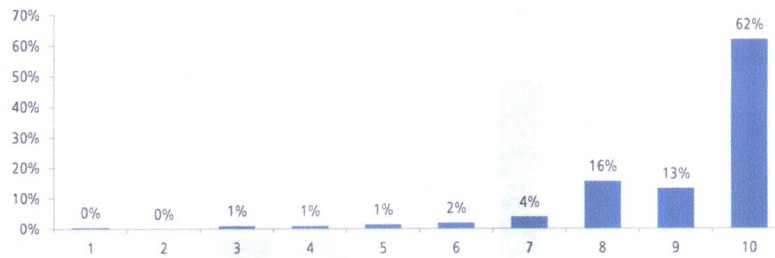
Where are riders going?



8



Overall Satisfaction
1 being dissatisfied - 10 being very satisfied



9



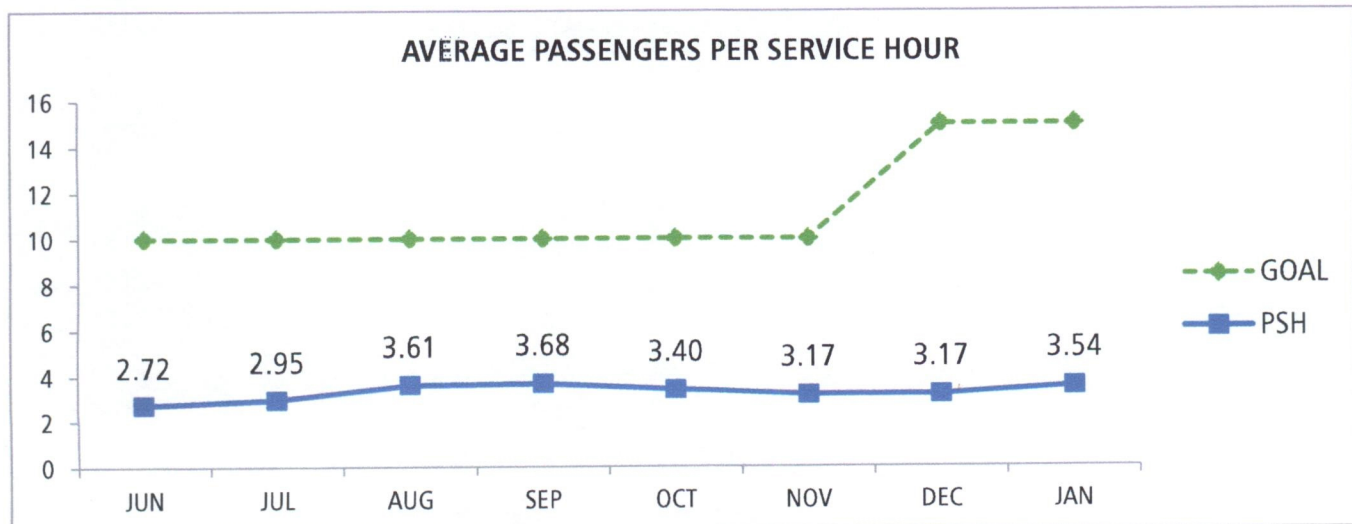
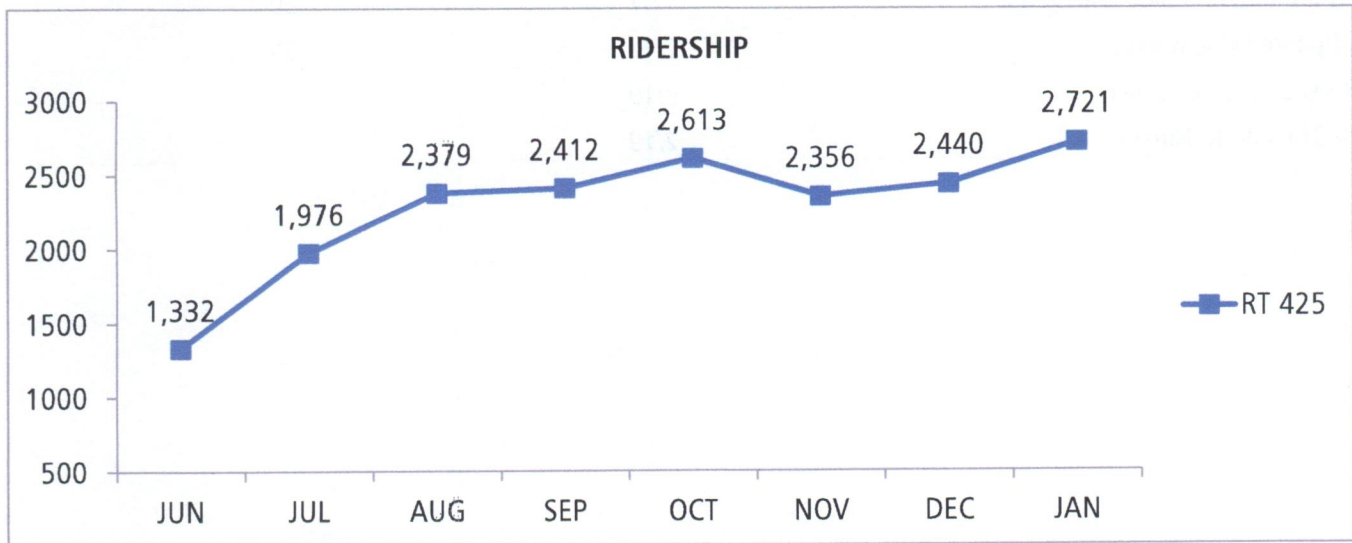
PROJECT: Puyallup Community Connector

DESCRIPTION: Route 425, Puyallup Connector, operates daily, running every 30 minutes between approximately 10am and 6pm. During the summer months, service on Thursdays ran until 9pm to transport riders to and from Concerts in the Park and Saturday service began at 9am to accommodate the Downtown Farmer's Market customers.

PERFORMANCE STANDARD	OBJECTIVE	GOAL JUN 14 - NOV 14	GOAL DEC 14 - JUN 15	AVG TO DATE
Passengers per Service Hour (PSH)	Meet suburban route with marginal rating (10-15 PSH)	10	15	3.30
Cost Recovery	Increase cost recovery over demonstration	6%	9%	2.02%
Net Cost per Passenger	Decrease in net cost per passenger over demonstration	\$13.51	\$8.71	\$42.98

MONTH	# OF DAYS IN SVC	MONTHLY RIDERSHIP	EST. DAILY RIDERSHIP	PASS/SVC HR	COST RECOVERY	NET COST/PASS
JUN	23	1,332	58	2.72 ●	1.68% ●	\$52.12 ●
JUL	31	1,976	64	2.95 ●	1.82% ●	\$47.93 ●
AUG	31	2,379	77	3.61 ●	2.23% ●	\$39.01 ●
SEP	30	2,412	80	3.68 ●	2.27% ●	\$38.25 ●
OCT	31	2,613	84	3.40 ●	2.10% ●	\$41.48 ●
NOV	30	2,356	78	3.17 ●	1.96% ●	\$44.58 ●
DEC	31	2,440	79	3.17 ●	1.96% ●	\$44.48 ●
JAN	31	2,721	88	3.54 ●	2.03% ●	\$41.11 ●

● Meets goal ● Does not meet goal



*Ridership is an estimate. Data source: ORCA



COMMUNITY OUTREACH – Communicating information about demonstration projects is key to their success. The following displays outreach efforts for this demonstration.

EVENT	DATE	CONTACTS
Sunset Gardens (SHAG)	1/15	80
Hatchery Grand Opening	5/10	20
Senior Activity Center – Receptionist Meeting	5/27	15
Sound Transit/Sunset Gardens – ORCA	6/3	85
Puyallup Connector Kick-Off at Farmer's Market	6/7	50
Senior Activity Center – Pancake Breakfast	6/14	15
Meeker Days	6/20 – 6/21	250
Goodguys Car Show – Distributed brochures in vendor registration bags	7/25 – 7/27	2,500
Concerts in the Park	8/7 & 8/14	100
Sunset Gardens – Reload Senior ORCA cards	8/20	60
Hounds on the Hill	8/23	250 - 300
Emeritus at Puyallup	10/20	15
Senior Activity Center – Holiday Bazaar	10/25	100
Senior Activity Center – Halloween – Senior ORCA Card Signup	10/31	30
SHAG Health Fair	11/6	100
Emeritus at Puyallup – Ride Along	11/17	7
Puyallup Connector in Santa Lighted Parade	12/6	-
Holiday Promotion – Ride with Santa	12/7	50
SHAG Update Presentation	2/12	55
Silvercrest Senior Residence	2/19	
Provide Training to Nurses	2/19	