

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.

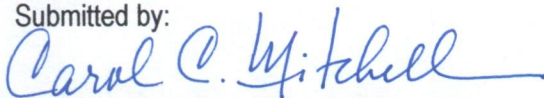
PIERCE TRANSIT NEWS AND ANNOUNCEMENTS

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

ADJOURNMENT

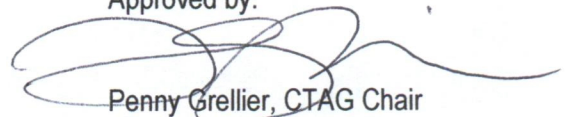
The meeting was adjourned at 6:59 p.m. by Penny Grellier.

Submitted by:



Carol Mitchell, Public Relations Officer

Approved by:



Penny Grellier, CTAG Chair