

**Pierce Transit
Community Transportation Advisory Group (CTAG)
Pierce Transit Training Center
Rainier Conference Room
Minutes – April 26, 2018**

CALL TO ORDER

Cody Bakken called the meeting to order at 5:30 p.m.

ROLL CALL AND ATTENDANCE

CTAG Members Present: Cody Bakken, Aaron Dumas, Denise Edington, Blake Geyen, Don Green, Tommy Manning, Sandy Paul

CTAG Members Absent: Bill Elder and Hongda Sao

Pierce Transit Employees Present: Dana Henderson; General Counsel, Kathy Walton; Marketing Manager, Penny Grellier; Business Partnership Administrator and Peter Stackpole; Service Planning Assistant Manager

INTRODUCTIONS

No introductions transpired.

APPROVAL OF MINUTES

Minutes for March 22, 2018 and the amended minutes for February 22, 2018 were approved

CTAG MEMBERS COMMITTEE REPORTS

Don Green motioned to add Kathy Walton to the discussion items. Tommy Manning seconded. Motion carried.

PUBLIC COMMENT

No public comment transpired.

DISCUSSION ITEMS

1. Logo Refresh Project – Kathy Walton: Kathy Walton gave a brief overview of Pierce Transit's logo, which was created when service started back in 1980. Although the structure of the logo has stayed consistent, there have been some changes with its color combinations. Pierce Transit is looking at refreshing the dated logo. Kathy informed it is a normal business practice for organizations to change their logo over the years.

Kathy informed the goal is to develop a logo that is easy to read, visibly appealing, modern and unique, shows motion and reflects all types of transportation. The logo change will occur in phases over the next five years so money is not wasted. Kathy distributed sets of logos for CTAG's feedback.

2. Service Change Review – Peter Stackpole: Peter Stackpole reported on network analysis data from the March 2017 service change to present day. When the route analysis was conducted, the most popular transit-oriented responses from customers included increasing the span and frequency of service. In response to that, on March 12, 2017, 35,000 hours of service were added back into system. In addition to added hours, some routes were eliminated and/or restructured to better serve customers. Since the service change, we have seen ridership grow as much as 8 percent, with summer and winter seeing the bulk of added ridership. Peter also shared increased and decreased ridership on specific routes, as well as a segment-by-segment of each route.
3. Public Records – Dana Henderson: Dana Henderson presented the Attorney General of Washington Open Public Records video, Lesson 2. The video included policies and regulations for disclosure of an agency's public records as well as records that are protected by disclosure.
4. Limited Access Connections Project Update – Penny Grellier: Penny Grellier reported Pierce Transit is currently testing Lyft codes the public can use to gain access to our service area from specific zones. Penny also screened the informational project videos produced by Pierce Transit's Marketing Department.

MEMBER DELIBERATION

- Cody Bakken presented a draft letter detailing support for and recommended alternatives to aspects the proposed Bus Rapid Transit project related to the current feasibility study and asked for CTAG input.
- Cody Bakken reported the Sound Transit Board of Directors voted to implement a "flat rate fare" in 2020.
- Blake Geyen reported on the Sound Transit Tacoma Dome Link Extension open house he attended.
- Blake Geyen suggested an earlier start time for Route 2 be explored.

PIERCE TRANSIT NEWS AND ANNOUNCEMENTS

- Pierce Transit Rodeo will be held on Sunday May 20, 2018, in Building 5's employee parking lot.

ADJOURNMENT

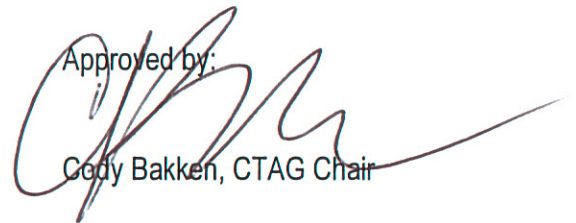
Meeting adjourned at 7:43 PM.

Submitted by:



Penny Grellier, Business Partnership Administrator

Approved by:



Cody Bakken, CTAG Chair