



Pierce Transit
Community Transportation Advisory Group (CTAG)
Virtual Meeting via Zoom/phone
Minutes – May 27, 2021

CALL TO ORDER

Meeting called to order at 5:31 PM.

ROLL CALL AND ATTENDANCE

CTAG Members Present: Don Green, Blake Geyen, Linda Moran, Deirdre Maxwell, Paul Crandall, Cody Bakken, Denise Edington

Absent: Antoinette Craig

Pierce Transit Employees Present: Kathy Walton (Marketing Supervisor), Rebecca Japhet (Communications Manager/PIO), Alexandria Alderman (Community Development Specialist), Ryan Wheaton (Planning & Community Development Executive Director), Penny Grellier (Community Development Administrator)

APPROVAL OF MINUTES

Minutes from April 2021 were reviewed and approved (Cody moved, Paul seconded).

CTAG MEMBERS COMMITTEE REPORTS

Cody (BSB Review): Cody represents CTAG on the team reviewing the bus stops being considered for removal. The review panel continues to meet weekly to review stops slated for removal. The Board will review the final list at their July meeting, with stops to be removed at the end of this year/beginning of next year.

Don (CEO Recruitment Committee): a group consisting of Board members, staff and Don as CTAG representative are now interviewing candidates (internal and external). A short list is expected next week with a decision shortly thereafter.

PUBLIC COMMENT

none

DISCUSSION ITEMS

Ideas for promoting ridership (Kathy, Rebecca, Alex)

Kathy explained how riders want technology to help them ride our buses safely and effectively. A Fall ridership promotion will promote the fact that we are at 95% pre-COVID service levels. A new pilot program will put staff out in the system to help new riders learn how to ride. Perhaps a button could be created for new riders to wear so drivers know they may need more assistance.

Rebecca explained how the Communications team works closely with marketing to help people understand that riding the bus is safe, using third-party endorsements such as Tacoma-Pierce County Health Department and American Public Transit Association stats. On social media platforms, post highlighting our employees are most popular. We are also focusing on “good news” stories such as return of Gig Harbor Trolley and BRT. Our website is now responsive, meaning it scales for laptops, desktops, tables and smart phones.

Alex summarized outreach strategy for this summer and listed upcoming events, at which CTAG members are welcome to volunteer. She also lead a brainstorming session with the group on improving ridership.

<https://ideaboardz.com/for/Increasing%20Ridership/3907623>

Transforming transit part 2: what do you think? What’s next? (Ryan)

Ryan reviewed an abbreviated version of a slide show he prepared for the Board at their recent special meeting. In addition to the topics covered last month, he shared results of a community survey indicating 56% support, 43% opposition for a ballot measure. Staff will be reaching out over the next four weeks to community leaders to gauge opinions and support.

CTAG members were asked to refer to Penny and Ryan any groups they think should hear this message. Also, Ryan encouraged CTAG to write a letter to the Board and present at the June Board meeting expressing their opinion.

PIERCE TRANSIT NEWS & ANNOUNCEMENTS

Due to a busy Board agenda in June, CTAG is asked to present their Quarter 2 report at the July meeting. It was suggested they include their CTAG Hero nomination (Paul has nominated a driver for the award).

Two new CTAG candidates will be up for appointment at the June Board meeting and will join the group at their June CTAG meeting.

Note that the BRT virtual public meeting has been postponed until late summer/early fall.

ADJOURNMENT

Meeting adjourned at 7:13PM

Submitted by:

Penny Grellier, Community Development Administrator

Approved by:

Don Green, Chair