



Pierce Transit
Community Transportation Advisory Group (CTAG)
Virtual Meeting via Teams/phone
Minutes – May 26, 2022

CALL TO ORDER

Meeting called to order at 5:31 p.m.

ROLL CALL AND ATTENDANCE

CTAG Members Present: Don Green, Blake Geyen, Linda Moran, Antoinette Craig, Jamie Witter, Paul Buchanan, Paul Crandall, Marlene Druker, Deirdre Maxwell, Brandi DeCoteau, and Ben Yoder.

Absent: Emily Freeman.

Pierce Transit Employees and Presenters Present:

Marty Campbell (Pierce Transit Commissioner), Nathan BeVelle (Community Development Administrator), Lani Fowlkes (Community Development Coordinator), Mike Griffus (Chief Executive Officer), Kathy Walton (Marketing Assistant Manager), Rebecca Japhet (Communications Manager) Kelly Harp (Digital Content and Outreach Coordinator).

COMMISSIONER MEET AND GREET

Commissioner Marty Campbell

Commissioner Campbell introduced himself to CTAG and shared his thoughts, expressed his appreciation for CTAG's guidance and input. Commissioner Campbell is encouraged by the opportunities for CTAG to provide input on agency initiatives. He enjoyed his work with Blake on a sidewalk installation project. Commissioner Campbell reminded CTAG of his open-door policy and invites CTAG's feedback on what we can do better. He feels that Pierce Transit, under Mike Griffith's leadership, pivoted well, "making quite a good mark". There was also time for a Q&A session.

Approval of Minutes

Minutes from April 2022 were reviewed and approved. Linda Moran moved, and Marlene Druker seconded.

CTAG MEMBERS COMMITTEE REPORTS

None

PUBLIC COMMENT

None

DISCUSSION ITEMS

CEO Update (Mike Griffus)

Mike announced the arrival of our new COO, Grantley Martelly, whose background includes Safety, Security, Operations, Planning, Light Rail and BRT. He shared that our #1, current challenge is our Operator shortage. We are planning for a major service change in August. We are losing Pierce County officers, but we are contracting with a private security provider. We are still contracting with Lakewood, Federal Way Police departments. Ridership is coming back. Ridership is up 16% up from last year. 14

new vanpools formed in the last two mos. Youth will ride free by October 2022. Due to the operator shortage the Gig Harbor Trolley and Puyallup Fair service will not be in service in 2022. Trolley wrapped buses will be used on the Route 100 this summer and an additional stop will be added to the Route 100 to help supplement the loss of the Trolley this season. BRT project costs are escalating. We need more federal funding assistance. Mike asked CTAG for their input on the bus shelter replacement project. The agency will have prototypes sent to CTAG for comment. There was time for Q and A.

Promoting Transit Ridership (Kathy Walton, Rebecca Japhet, and Kelly Harp)

Kathy made a PowerPoint presentation highlighting the New Day, New Way campaign. Ads will be on the website, ad shelters, customer testimonials, transit ads, digital ads, and social media. They plan to promote Runner, Vanpool, new technology, recruitment campaigns, ORCA for Multifamily and safety, and the free youth transit passes. Kathy invited CTAG's marketing ideas.

Kelly provided an update on the communication methods employed.

Mike's newsletter: monthly newsletter, monitors around the agency, email, quarterly all staff meetings, in person tabling, and presentations. News releases, text messages by route, pod cast. We have 16K followers.

Removal of Cement Benches from TDS [Nathan BeVelle (on behalf of Tammara Good)]

Public Safety recommended the removal of three benches as TDS due to safety concerns. CTAG discussed the pros and cons of removing these benches. CTAG is recommending that the benches less attractive for overnight campers. They are proposing a design change, instead of removal. The official motion was to study and implement ergonomic deterrents and keep the benches unless the changes are cost prohibitive or not effective then remove them. This motion will be shared with Tammara.

MEMBER DELIBERATION

Discussed removal of a CTAG member from CTAG, as the individual's attendance is outside of the Charter's attendance requirements. They attended only two meetings (June and July 2021). After a discussion a motion was made to remove the member with thanks for service. This was seconded and approved unanimously. The motion will be taken to the Pierce Transit Board for action.

PIERCE TRANSIT NEWS & ANNOUNCEMENTS

Nathan invited CTAG's thoughts on alternate titles for volunteers or ambassadors/outreach crew. June is Ride Transit Month. Pierce Transit is coordinating with Downtown on the Go and Pierce Trips for a Transit Trivia Night - June 9th, 6p-8p Seven Seas Brewery. Nathan provided an update on the slate of nominees being sent to the Board for approval to fill vacant positions and an alternate. Nathan provided an update on conference rooms and potential for hybrid meetings in the future.

ADJOURNMENT

Meeting adjourned at 7:34 p.m.

Submitted by
Nathan BeVelle

Approved by
Don Green