



**Pierce Transit
Community Transportation Advisory Group (CTAG)
Hybrid Meeting via Zoom
Minutes – Thursday, August 24, 2023**

CALL TO ORDER

Meeting called to order at 5:31pm

ROLL CALL AND ATTENDANCE

CTAG Member **Present:** Linda Moran (Chair), Deirdre Maxwell, Marlene Druker, Ivan Tudela, Kye Robinson, Parker Hill, Brandi DeCoteau

CTAG Members **Absent:** Ben Yoder (excused), Maddie Merton, Don Green (excused), Brandi DeCoteau, Tony Hester (Vice Chair)

PIERCE TRANSIT EMPLOYEES AND PRESENTERS PRESENT

Rachel Holzhaeuser, Tammy Apthorp, Brenda Martin, Tim Payne, Tina Lee, Stephanie Pellet, Darin Stavish, James Sullivan.

APPROVAL OF MINUTES

July minutes moved by Linda Moran, Dierdre second.
Minutes approved.

PUBLIC COMMENT

No public comment.

DISCUSSION ITEMS

**Brenda Martin, Enviroissues Consultant
Pierce Transit Service Recovery Plan Engagement**

Tina discussed slide deck of Agenda for recovery plan

Why are we doing this? Our system is down about 20% and we want to bring our system back and a thoughtful look at how we restore our service through several phases. Seek public feedback. Recommend service options.

Down about 80% of our ridership since pre-pandemic and we really learned who our riders were because they stuck with us. This will be the first look in several phases which will take several years to restore service fully. What are we looking at? Travel patterns, cell phone data, population and employment data, future growth projections and plans.

Brenda discussed Community Engagement reviewing phases.

Phase 1, Build Your Transit System survey. Aug 1 – Aug31. It allows one to select potential improvements and provide feedback on community priorities.



Phase 2, Commend on Two Recovery Scenarios; Includes in person Open Houses (2), Virtual Town Hall (2), and Transit Center Drop-in sessions that will be scheduled for late Sep/early Oct. Open Houses in Tacoma (TBD) and Puyallup 9/23.

How can you help? Take the survey! 670 received so far. Sign up for email list and look out for more information on our open houses. Tell us your priorities for restoring service.

Schedule and Project Milestones, Jun- Dec. We are on a tight timeline to implement at our next service change In March 2024. Having started in Summer by reviewing existing ridership analysis, implementing the survey and putting together a draft scenario recovery plan, in hopes of a final plan in Dec. This a very intentional plan with robust outreach.

Next Steps

Currently in Phase 1, wrapping up next week. Planning to return to CTAG in September to share draft scenarios and attending community groups/engagement. Phase2 outreach will take place. After Phase 2 outreach, a recommended recovery plan w/be developed end of Oct /23. Board Presentation schedule for Nov 13.

Q&A: (Ivan) Is survey available in other languages, and are paper copies available? Yes, available in other languages through most web aps, and paper copies and can made available by sending via email or at our offices. (Linda) regarding Virtual and Open Houses, where do we tell people to find the data? The website will be updated to showcase all dates once finalized and similar outreach like news release, social media, text blasts, etc. (Linda) Can you tell how much of a response you're getting so far? Yes, goal was 400, we exceeded that the first week, currently at 670.

Tina Lee, Planning Manager & Scheduling Staff - Stephanie Pellet **Fall Service Change**

(Stephanie) Service Change starting in Sep, on 3rd Sunday, done twice-yearly. Details of changes by route are available at <https://www.piercetransit.org/pierce-transit-routes/#whatsnew> . As well our partner Sound Transit have some changes as well that can be found at <https://www.soundtransit.org/ride-with-us/changes-affect-my-ride/service-changes> .

Q&A: (Linda) If a person wants to know what affects then, call customer service? If a person rides a route regularly, recommends check out changes online to see what time changes. ST puts out rider alerts. (Tina) We can share the "What's New" with you.

James Sullivan, Human Resources Specialist **Recruitment Update**

(James) Provided personal history as PT and shared slide deck. Welcomed an HR Specialist in April 2023.



Team has attended 26 outreach events (separate from Community Development Outreach events) and recruitment specific focused. Registered for Collaboration for a Cause on Nov 1 at TDS. Recruitment teamed up with Marketing to produce many designs and informational media.

Incentives for new hires and employee referrals can earn \$5,000 for Operators and Journey Level Mechanics. First payment after probationary period and second payment at their one-year anniversary. All other positions can earn \$1000 for referrals. This incentive was launched in May 2023. Currently communicating with around 90 candidates for our upcoming operator class.

Make The Move campaign, move into Pierce/King/Thurston county get up to \$2500 to cover moving expenses. Will be promoted via bus ads and flyers at various hiring events. Transit Operator hiring. Currently 437 (12 still in training). We've hired 54 but have lost 70 (loss of 16). Pay increased from \$25.92 to \$28.50 and 2023 class sizes shown below:

Feb, 15

Apr, 12

May, 14

Jul, 13

Next class slated to start Sep 19 with projected 18 to start. Have flyers available via Rachel if you want a tangible marketing piece to share with your perspective community outlets.

Q&A: (Maddie) Have you analyzed the demographic of your new hires that do stay on a year after hire the training and onboarding process? And are you exit interviews with operators that leave? (James) Currently the exit interview is optional, and that feedback is not shared with recruitment but rather hiring manager. I don't think we've done the demographic, but we'll look at it. Pay was one item, if I had to guess I would say the schedule can be very challenging for folks. We do offer an info session and review the whole position what to expect in your first year. (Maddie) Are there ability to have more consistency (schedules)? (James) They're talking about that even in simple terms of am/pm preference, but no other info is available currently. (Tina added) There's a project for work-life balance to understand and manage the challenges. Collecting feedback from new, vetted, and senior operators to help with making this role more manageable using their experience. There are some interests for more 10-hours shifts but has some union implications there but could help from a planning side of things. Consistency (schedule) has been another ask. (Ivan) Is the union implication with rotation shifts and call-in? (James) Yes, believed to be the case at times and can vary due to call-ins and needing to adjust. (Tim) I want to add comment with experience in my national field, PT is not alone, and it is a consistent struggle until we can figure out how to re-adjust wage, working conditions, drug & alcohol government regs, marijuana legal states are a definite barrier (still illegal at the Federal level), and currently the human resources are a huge challenge.

OLD BUSINESS

No old business.

MEMBER DELIBERATION



CTAG Member Committee Reports – All
No reports given.

CTAG Member Transit Talk – if needed; 2-3 minutes each

(Parker) Rode Route 101 Trolley first time last week. Enjoyed for memories from 2021. I'm a transit enthusiast. The frequency was disappointing, used to past scheduled and it didn't help that drivers were from extra board and unfamiliar with the route. Stood at first stop at Gig Harbor shopping center and the bus was late being the first trip of the run. Other riders showed up at the stop and left because it wasn't there, while I was helping others with how to read the schedule. There are two apps you can use that weren't tracking it well. The Pierce Transit schedule only shows the major stops versus all the stops which can be a major barrier. (Marlene) The route was not restored to previous schedule and the service is not as frequent as before. Not sure the ridership has come back which is a shame so many people complain about parking downtown which is a shame that it's not a reliable service. If we can't get more service here, I think more people will be excited to get a more on demand service. It's like the bus of the last resort because it's not really a viable option for the people unfortunately. It's nice that it was brought back but the communication wasn't great and being only two days, a week is confusing. (Tina) It was a negotiated schedule due to limited resources (operator shortage) compared to historically done. You're right about the service, I had same experience with texting the bus stop, it didn't work, and the app didn't work. I had ten people that day with we which was very frustrating. It was a victim of our CAD AVL system unfortunately. I believe it's been fixed but the service ends on the 31st unfortunately. Thursday and Saturdays were chosen for reasons of the Farmer's market and weekends are busiest. Again, with our limited resources it was this or nothing at all and it may have backfired on us.

(Linda) Curious about enhanced bus ride feedback with Ryan. (Dierdre) It was just me & Parker; I really like it. It's a good idea. I had just ridden the 1 to Spanaway, and It was great to get back out to 72nd in no time at all. (Parker) I really liked it, hope we have drivers so there will not be missed trips (both with Pierce and Sound Transit), mostly worried about drivers to fulfil trips and promise what we can deliver.

(Linda) I attend a virtual conference call for transportation choices, and someone brought up the fact the BRT may be of issue but now know it's still there to be but there's this interim solution.

OLD BUSINESS

No old business.

CTAG MEMBER DELIBERATION CTAG Member Transit Talk – if needed, 2-3 minutes each

Blake announced this as his last meeting, starting Sustainable Transportation program at UW this fall and the time of my class interferes with the time of CTAG meetings. I have enjoyed my time to serve with CTAG. (Linda) Blake, I wanted to make sure you had the opportunity to tell us that and I want to be the first to say thank you. You have been a great resource for me personally and other CTAG members because have not only the history but great comments and questions. I wish you the very best and am grateful for your time you've been on CTAG. Other members added their thanks.



(Maddie) had several conversations with several Tacoma Tide flat businesses, there's not a public transit route that serves our MIC (Manufacturing Industrial Center) nearby Port of Tacoma. Two of the businesses are requesting and expansion of our RUNNER service as far as the hours because of their shift. RUNNER start 7 or 8am, their shifts start at 6am. Hope to expand to accommodate their employees. Another employer with shift that starts at 3am and wanting additional transportation options. My organization, the Economic Development Board and the MIC council will be surveying our Tide flat businesses in terms of their shifts, volume of demand, and hope to share with PT staff at end of September. Currently there's nothing there besides TDS closest station. Staff currently traveling by bike and scooters because area is not pedestrian safe being unpaved sidewalks in high traffic to get to work.

(Ivan) Shared feedback in community regarding access to SHUTTLE services, specifically the application being lengthy. Fulfilling his promise to bring it to the attention of Pierce Transit. (Linda) They had their technology demos for the application process and believes Tony was helping with language on the app. Not being present tonight but we can probably find out more about this, but we know that PT wants to simplify to make it user friendly and quickly.

(Ivan) Event plug, week of Sep 22 is Fall Prevention Awareness week. Event at the Gordan YMCA talking to seniors, demonstrations. If Pierce Transit interested in having a table at the event as a vendor I can definitely make that connection.

PIERCE TRANSIT NEWS AND ANNOUNCEMENTS

(Rachel) Let me know if interested to participate SHUTTLE & ADA photo shoot in Sep, seeking commitment by next week. CTAG member recruitment starting Sept, interest in interviews contact Rachel.

ACTION ITEMS

CTAG Members: contact Rachel if you want brochures to distribute at your respective community connection locations for Pierce Transit recruitment efforts.

CTAG Members: contact Rachel if interest in participating in the SHUTTLE/ADA photo shoot, commitment needed by Friday, 9/1.

CTAG Members: contact Rachel if interest in participating in next round of CTAG interview process, anticipated second week of Oct. Commitment needed by Friday 9/30.

Tina Lee: Share "What's New" with CTAG Members.

ADJOURNMENT

Meeting adjourned at 6:45pm

Moved by Linda Moran

Seconded by Marlene Drucker

Submitted by: Tammy Apthorp

Approved by: