

**PIERCE TRANSIT
BOARD OF COMMISSIONERS
EXECUTIVE/FINANCE COMMITTEE**

MINUTES

August 15, 2013 3:00 PM

CALL TO ORDER

Commissioner Talbert called the meeting to order at 3:00 PM.

ATTENDANCE

Commissioners present:

Rick Talbert, Chair, Pierce County Councilmember (*via phone*)
Steve Vermillion, Puyallup Councilmember
Derek Young, Gig Harbor Councilmember

Commissioners excused:

Marilyn Strickland, Tacoma Mayor

Staff present:

Bill Spies, Fleet Manager
Carol Mitchel, Public Relations Officer
Barbara Schatz, Deputy Clerk of the Board

APPROVAL OF MINUTES

Commissioners Young and Vermillion **moved** and seconded to approve the July 18, 2013 Executive/Finance Committee meeting minutes as presented. Motion **carried**.

ACTION ITEMS

- 1. FS 13-008 - Authority to Purchase six (6) 12-Passenger and twenty-three (23) 15-Passenger Vehicles from Washington State Contract Nos. 07212 and 04311 ~ Fleet Manager Bill Spies provided an overview of the proposed purchase of 29 vanpools in accordance with the replacement schedule. Commissioners Vermillion and Young **moved** and seconded to **Authorize the Purchase of six (6) 12-Passenger and twenty-three (23) 15-Passenger Vanpool Vans from Washington State Contract Nos. 07212 and 04311.****

Motion **carried** unanimously.

DISCUSSION ITEMS

Public Relations Officer Carol Mitchell mentioned that the Pierce Transit Renewable Natural Gas (RNG) story was about to go viral. According to Western Washington Clean Cities Coalition, Pierce Transit is the first transit agency in the nation to adopt environment-friendly RNG fuel for public transportation purposes.

ADJOURNMENT

Chair Talbert adjourned the meeting at 3:04 PM.

Deanne Jacobson, CMC
Clerk of the Board

Rick Talbert, Chair
Board Executive/Finance Committee

FACT SHEET – EXECUTIVE/FINANCE COMMITTEE

TITLE: Authorization of Custom Bus Demonstration
Routes 475 and 485, Effective December 9, 2013

DIVISION: Business Development Office
ORIGINATOR: Justin Leighton
Government Relations Officer

PRECEDING ACTION:

COORDINATING DEPARTMENT: Executive

APPROVED FOR SUBMITTAL:

Chief Financial Officer

APPROVED FOR AGENDA:

Chief Executive Officer

Legal Counsel

ATTACHMENTS:

Exhibit A, Custom Bus Demonstration Fact Sheet

BUDGET INFORMATION

2013 Budget Amount
\$0

Required Expenditure
\$203,889

Impact

Explanation: The budget impact represents 1,387 service hours for the six-month demonstration period, which are available in the 2013 budget. The 2014 service hours will be programmed with 2014 service hour allocation and integrated into the 2014 budget.

BACKGROUND: The Custom Bus Demonstration project is established in response to the Board of Commissioners' request for innovative service solutions tailored to community needs. The custom bus service is one of the innovative service concepts considered by the Board of Commissioners prior to their July 8, 2013 adoption of its Strategic Direction.

The proposed Custom Bus Demonstration is a rapid-response pilot project initiated by the Business Development Office (BDO). In March, 2013, Pierce Transit was contacted by the Economic Development Board of Tacoma-Pierce County to assist in the potential relocation of Western Institutional Review Board (WIRB) to Puyallup. Staff immediately began discussions with WIRB regarding transportation alternatives for the 230-employee company. WIRB will be relocating to the Benaroya Business Park located in Puyallup. WIRB employees would potentially be travelling 50-100 additional round-trip miles to Pierce County, so a solution was needed for these individuals to reach their job site. The BDO has developed an innovative concept of a Custom Bus Demonstration to meet this need. The express, limited-stop service will operate as a route from Olympia to Puyallup. To avoid a long "deadhead" trip to Olympia, the demonstration will also test an express route trip from the new University Place Town Center Park & Ride to Olympia. Both services would be tested with a six month demonstration to gauge market demand and test farebox recovery.

<u>Route</u>	<u>One Way Fare</u>	<u>Cash Discounted Fare</u>	<u>Monthly Pass</u>
485 - PT Express Olympia to Puyallup	\$4.50	\$2.25	\$162
475 - PT Express UP Town Center to Olympia	\$3.00	\$1.50	\$108

Staff is engaged with WIRB employees and is working directly with 80 employees who have expressed interest in utilizing the Custom Bus service. Additionally we are reaching out to 10 Parametrix Engineering employees who work at the same Benaroya Business Park and have home addresses in the Olympia area to gauge their interest in utilizing the same service. Our goal will be to have the employees utilizing the service purchase a monthly ORCA pass. With 35 committed monthly pass riders per bus, we will attain a 61% cost recovery for the Custom Bus segment from Olympia to the Benaroya Business Park in Puyallup. At the February Service Change, staff will improve efficiency by blocking deadhead into revenue service hours, increasing cost recovery beyond the pending 61%. It will be more difficult to reach this same target in the University Place to Olympia segment of the demonstration. For this service, our demonstration will test the market from the University Place Town Center parking which today does not have an express route serving that facility. This service also begins to provide a mechanism for Pierce Transit to provide at least a minimal service to Olympia and Thurston County, a service Intercity Transit has asked our agency to again provide.

RECOMMENDATION: Recommend the Custom Bus Demonstration Routes 475 and 485 to the November 18, 2013 Board of Commissioners Meeting for approval.

Executive/Finance Committee Action:

Approved: _____

Disapproved: _____

Rick Talbert, Chair
Executive/Finance Committee

ATTEST:

Deanne Jacobson, CMC
Clerk of the Board

Custom Bus Innovative Solution

October 2013

Innovative Solution

On November 18, Pierce Transit's Board of Commissioners will take action on a recommendation to implement PT Express/Custom Bus as a six-month demonstration service. This weekday only service is designed to ease congestion along crowded I-5 and SR512 corridors.

FARES

	Adult/Youth Fare	*Discounted Cash Fare
PT Express Route 475 (one ride)	\$3.00	\$1.50
PT Express Route 485 (one ride)	\$4.50	\$2.25
PT Express Route 475 (Monthly Regional Pass)	\$108	\$54
PT Express Route 485 (Monthly Regional Pass)	\$162	\$81

**Must show Regional Reduced Fare Permit*

The express service will operate as Route 485 from Olympia to Puyallup's Benaroya Business Park. To avoid a not-in-service trip from Lakewood to Olympia, the demonstration will also test an early morning express (Route 475) trip from University Place Town Center Park & Ride to Olympia. Both routes would be tested with a six-month demonstration to gauge market demand and test fare box recovery.

Route 475 • Weekdays

Southbound - University Place to Olympia

University Place Town Center	South Tacoma Sounder Station	Lakewood Station	11 th & Capital Way	Olympia Transit Center
4:29am	4:41	4:56	5:28	5:32

Northbound - Olympia to University Place

Olympia Transit Center	11 th & Capital Way	Lakewood Station	South Tacoma Sounder Station	University Place Town Center
4:48pm	4:52	5:22	5:37	5:49

Route 485 • Weekdays

Northbound - Olympia to Puyallup

Olympia Transit Center	Martin Way Park & Ride	Hawks Prairie Park & Ride	Puyallup/Benaroya Business Park
5:45am	5:57	6:06	6:41

Southbound - Puyallup to Olympia

Puyallup/Benaroya Business Park	Hawks Prairie Park & Ride	Martin Way Park & Ride	Olympia Transit Center
3:30 pm	4:05	4:13	4:28



Next Steps

Oct 17

- Staff presents Custom Bus to Pierce Transit Exec/Finance Committee

Nov 18

- Board of Commissioners votes on six-month Custom Bus demonstration project

Pending Board Approval

Nov 19–
Dec 6

- Service details finalized and communicated to WIRB employees
- Staff sets demonstration evaluation criteria

Dec 9

- PT Express/Custom Bus demonstration project begins (for 6 months)

Dec – Mar
2014

- Staff monitors demonstration route performance and develops recommendation whether service should be operationalized.

Pending staff recommendation to operationalize

Apr 2014

- Fare Equity Analysis

May 2014

- Public Hearing

Jun 2014

- Board decides whether service should be operationalized.

For more information...

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Frequently Asked Questions

What is a Custom Bus?

Custom Bus is an express bus service designed to meet the specific needs of commuters. A Pierce Transit Custom Bus schedule is tailored to the travel times and patterns of commuters; however, it is considered a fixed route and is open to the general public.

What is the purpose of this demonstration?

For this service, we will test two new markets. First, the market from the University Place Town Center parking, which today does not have an express route serving that facility. Secondly, we will test demand for commuters from Olympia to Puyallup, specifically Olympia residents traveling to Benaroya Business Park. This demonstration also begins a mechanism for Pierce Transit to restore service to Thurston County.

What are the benefits of a Monthly Regional Pass?

Monthly passes are good for unlimited rides during the calendar month. If you regularly take Pierce Transit more than 18 round trips a month, consider the convenience and savings of a monthly regional pass "loaded" on an ORCA card. A pass can be purchased in the amount that covers the trip you take most often.

What is an *ORCA card?

Pierce Transit participates in a regional fare payment system known as ORCA. ORCA provides ease and convenience for customers to board and pay their fare. Customers can add value online, by mail, over the phone, or in person at a customer service office, participating retailer, or ticket vending machine. For even more convenience, customers can set up Autoload to automatically add value to their card. Take a look at orcacard.com for more detailed information. *ORCA is not valid on Intercity Transit buses.

How did Benaroya Business Park become a point of interest?

In March 2013 Pierce Transit was contacted by the Economic Development Board of Tacoma-Pierce County to assist in the potential relocation of Western Institutional Review Board (WIRB) to Puyallup. Pierce Transit then began discussions with WIRB regarding transportation alternatives for the 230-employee company. WIRB will be relocating to the Benaroya Business Park located in Puyallup in December 2013. WIRB employees would potentially be traveling 50-100 additional round-trip miles to Pierce County so a solution was needed for these individuals to reach their job site.



FACT SHEET – EXECUTIVE/FINANCE COMMITTEE

TITLE: Authorization to Amend Pierce Transit Code
Section 3.72.120, Special Rates of Fare

DIVISION: Business Development Office

ORIGINATOR: Justin Leighton
Government Relations Officer

PRECEDING ACTION: Resolution 2011-022, Amendment of Pierce Transit's Fare Structure authorizing free riding privileges for general authority Washington peace officers effective November 1, 2011.

COORDINATING DEPARTMENT:

APPROVED FOR SUBMITTAL:

Chief Financial Officer

APPROVED FOR AGENDA:

Chief Executive Officer

Legal Counsel

ATTACHMENTS:

Exhibit A, Proposed Code Change

BUDGET INFORMATION

2013 Budget Amount
N/A

Required Expenditure
N/A

Impact
N/A

Explanation: There is no or minimal financial impact associated with the proposed fare policy change.

BACKGROUND: Pierce Transit is proposing to change its policy regarding the Chief Executive Officer's authority to establish Special Rates of Fare. The current code authorizes the Chief Executive Officer to establish discounted fares for the purpose of transit promotions, demonstration projects or special events.

Although this policy has served the Agency well over the years, allowing for promotional and demonstration fares, the policy needs to be modified to reflect new requirements enacted by the Federal Transit Administration (FTA). On October 1, 2012 the FTA released Circular 4702.1B which allows for promotional or temporary fares up to six months. If a fare last longer than six months, the FTA considers the fare permanent and the transit provider must conduct a fare equity analysis.

To allow the Chief Executive Officer to establish demonstration fares (discounted or premium) and align the time limit of such demonstration fares with new FTA requirements, staff recommends amending the Special Rates of Fare policy.

Current policy:

The Chief Executive Officer is authorized to establish Special Rates of Fare. These fares shall be discounted from existing fares for the purpose of transit promotions, demonstration projects or special events. The Special Rates of Fare will have a time limit of up to one year.

RECOMMENDATION: Refer to the November 18, 2013 Board of Commissioners meeting to authorize an amendment to the fare policy regarding the Chief Executive Officer's authority to establish Special Rates of Fare effective December 1, 2013.

Executive/Finance Committee Action:

Approved: _____

Disapproved: _____

Rick Talbert, Chair
Executive/Finance Committee

ATTEST:

Deanne Jacobson, CMC
Clerk of the Board

Exhibit A

Proposed Language for Pierce Transit Special Rates of Fare:

3.72.120 Special rates of fare.

The chief executive officer is authorized to establish special rates of fare.

These fares shall be ~~reduced from existing fares~~ for the purpose of transit promotions, demonstration projects or special events. The special rates of fare will have a time limit up to six months. ~~of up to one year.~~