



**Pierce Transit
Community Transportation Advisory Group (CTAG)
Virtual Meeting via Teams/phone
Minutes – May 25, 2023**

CALL TO ORDER

Meeting called to order at 5:48 pm.

ROLL CALL AND ATTENDANCE

CTAG Members Present: Tony Amin, Marlene Druker, Blake Geyen (Vice Chair), Ivan Tudela, Don Green (Chair), Linda Moran

CTAG Members Absent: Brandi DeCoteau (excused), Ben Yoder (excused), Maddie Merton (excused), Deirdre Maxwell, Jamie Witter,

Pierce Transit Employees and Presenters Present: Ryan Wheaton, Tammy Apthorp, Tammy Heldt, G'Joi McMillian, Rachel Holzhaesuer, Penny Grellier, Alex Mather

APPROVAL OF MINUTES

March minutes moved by Tony Amin Hester, seconded by Linda Moran.
Minutes approved.

CTAG MEMBERS COMMITTEE REPORTS

No reports.

PUBLIC COMMENT

No public comment.

DISCUSSION ITEMS

Ryan Wheaton, Executive Director of Planning & Community Development **15 minutes**

CTAG Leadership

Don opens Chair nominations; Tony moves to nominate Linda, Don seconds the motion

Ivan moves to nominate Tony; Don declares Linda Moran as 2023-2024 Chair

Don opens Vice Chair nominations; Linda nominates Tony, Ivan seconds the motion

Don declares Tony Hester as 2023-2024 Vice Chair

Elect new Chair/Vice Chair and SDCC rep (all)

System recovery plan underway; staffing improvements, 0.6% sales tax currently collected; can go up to 0.9%, projecting 2024 "best year"; robust marketing and campaign in upcoming months, community engagement for upcoming ballots; needed from CTAG

Alexandra Mather, Government Relations Administrator **15 minutes**

Hi all, my sincere apologies but I have another commitment at 6pm.



Tammy will send out a legislative recap to you, and I am happy to connect with you through email if you have any follow-up questions. I will also be coming back before the committee this summer as we develop our 2024 legislative agenda. As always, I welcome your ideas and contribution to that agenda. Amather@piercetransit.org. Thank you!

Rachel Holzhaeuser, Community Development Specialist

10 minutes

Outreach Update: Sustainability Expo, Bike Swap, Broadway Farmer's Market

Registered for 51 events in 2023, not including school events

Outreach intern begins next week to support community events

Encouraged to join at upcoming events

Tony: What kind of materials and information are shared at these

Events? Including career opportunity information? Has PT connected with disability

Organizations? Do you collect contact information at events?

Rachel: Yes, we have brochures and rack cards on this information.

Current incentives for referring Journey-level mechanics and Transit Operators. ADA and Shuttle team attend those events with their tailored knowledge on PT services.

Sales team connects with business cards and email swapping.

Marlene: How do you choose which events to attend? How much advance notice

Is needed to invite PT to an event? Maritime events, Pen Met Parks, Rattle & Bones.

Rachel: Googling events, sponsorship opportunities that came our way, considering

Scheduling and staffing. The sooner the better for inviting PT to events, summer

Is the busiest time for events. Bike event with Pen Met Parks last year, 2022. Will be

At Maritime Festival, 2023.

FYTP Video – 3 minutes, interactive with multiple choice questions. Objective: help

Youth feel confident and comfortable using transit. Distribution to schools, PT website.

Tony: Any accessibility features in this interactive video?

Rachel: This is important to PT, and we'll make it happen.

Penny Grellier, Communications Administrator

10 minutes

Communications Team Update: Theme is promoting ridership and reputation.

Intense marketing upcoming to enhance Pierce Transit services.

June is Ride Transit Month. June 1st events; Trivia night at Zeek's Pizza, Downtown

Tacoma, Ribbon Cutting for Fuel and Bus Wash. Fare free days; fixed route, Shuttle and Runner services.

South Sound Connected Podcast, monthly episodes that go behind the scenes at Pierce Transit.

2022 Award to Pierce Transit.

Tony: How integrated with Vision Zero and mobility initiative?

Penny: Vision Zero has been coordinated with Tacoma; Safe Routes. DOT funding affects State Routes, working closely with planning teams to enhance mobility for

All groups with various abilities.



OLD BUSINESS

Response to Blake Geyen’s Runner Experience; Tammy Apthorp followed up with Planning, Eric, for Runner services. Eric responds with development improvements within app, van has been removed from priority usage due to width limitations for wheelchair transports. MedStar is on notice.

CTAG Recruitment Update: Two applicants interviewed; membership is pending approval at the June 12th Board Meeting.

MEMBER DELIBERATION

Assign Q.2 Reporter to the Board Meeting on July 10th – Linda Moran accepts.

PIERCE TRANSIT NEWS AND ANNOUNCEMENTS

Thank you, Don and Blake, for your time as Chair and Vice Chair, respectively.

New ORCA cards will be mailed within the week. Be on the lookout for incoming mail.

Study Session before June 12th Board Meeting regarding BRT project update, details on Pierce Transit website.

Marlene – Gig Harbor Trolley will be back Thursday and Saturdays

ACTION ITEMS

Be on the look out for upcoming outreach events to join us in representing Pierce Transit to the Community!

ADJOURNMENT

Meeting adjourned at 6:56 pm.

Tony moved, Ivan seconded.

Submitted by: G’Joi McMillian

Approved by: