

**INTERCITY TRANSIT
CITIZEN ADVISORY COMMITTEE
AGENDA
April 18, 2016
5:30 PM**

CALL TO ORDER

- | | | |
|--------------|--|----------------|
| I. | APPROVE AGENDA | 1 min. |
| II. | INTRODUCTIONS | 1 min. |
| | A. Intercity Transit Authority Representative CLARK GILMAN
<i>(Victor VanderDoes)</i> | 1 min. |
| III. | MEETING ATTENDANCE | 3 min. |
| | A. May 4, 2016, Regular Meeting <i>(Ariah Perez)</i> | |
| | B. May 18, 2016, Work Session <i>(Billie Clark)</i> | |
| | C. June 1, 2016, Regular Meeting <i>(Lin Zenki)</i> | |
| IV. | APPROVAL OF MINUTES – March 21, 2016 | 1 min. |
| V. | CONSUMER ISSUES CHECK-IN
<i>(This is to identify what issues you wish to discuss later on the agenda in order to allocate time).</i> | 3 min. |
| VI. | NEW BUSINESS | |
| | A. CUSTOMER SATISFACTION; MARKET SEGMENTATION;
& VANPOOL CUSTOMER SATISFACTION STUDIES VIDEO
<i>(Dennis Bloom; Donna Feliciano; & Carolyn Newsome)</i> | 75 min. |
| | B. REGIONAL TRANSPORTATION PLAN COMMENTS
<i>(Ann Freeman-Manzanares)</i> | 20 min. |
| | HEARTSPARKLE PLAYERS INTERLUDE | 20 min. |
| VII. | CONSUMER ISSUES – All | 20 min. |
| VIII. | REPORTS | |
| | A. April 6, 2016, Regular Meeting <i>(Michael Van Gelder)</i> | |
| IX. | NEXT MEETING – May 16, 2016, AT 5:30 PM | |
| X. | ADJOURNMENT | |

Attendance report is attached.

Intercity Transit is committed to ensuring that no person is excluded from participation in, or denied the benefits of its transit services on the basis of race, color, or national origin consistent with requirements of Title VI of the Civil Rights Act of 1964 and Federal Transit Administration guidance in FTA Circular 4702.

For questions regarding Intercity Transit's Title VI Program, you may contact the agency's Title VI coordinator at (360) 705-5857 or ntrail@intercitytransit.com. If you need special accommodations to participate in this meeting, please call us at (360) 705-5857 three days prior to the meeting. For TDD users, please use the state's toll-free relay service, 711 and ask the operator to dial (360) 705-5857.

Please consider using an alternate mode to attend this meeting: bike, walk, bus, carpool, or vanpool. This facility is served by Routes 62A, 62B (on Martin Way), and 66 (on Pacific Avenue).

**Minutes
INTERCITY TRANSIT
CITIZEN ADVISORY COMMITTEE
March 21, 2016**

CALL TO ORDER

Chair VanderDoes called the March 21, 2016, meeting of the Citizen Advisory Committee (CAC) to order at 5:30 p.m. at the administrative offices of Intercity Transit.

Members Present: Chair Victor VanderDoes; Vice-Chair Jan Burt; Kahlil Sibree; Billie Clark; Sue Pierce; Quinn Johnson; Ursula Euler; Jonah Cummings; Ron Hughes; Joan O'Connell; Michael Van Gelder; Walter Smit; Mitchell Chong; Lin Zenki; Denise Clark; Carl See; and Julie Hustoft.

Absent: Arian Perez; Leah Bradley; and Charles Richardson.

Staff Present: Emily Bergkamp; Erin Pratt; and Nancy Trail.

APPROVAL OF AGENDA

It was M/S/A by O'CONNELL and JOHNSON to approve the agenda.

INTRODUCTIONS

VanderDoes introduced Authority member, KAREN MESSMER.

MEETING ATTENDANCE

- A. April 6, 2016, Regular Meeting – Michael Van Gelder
- B. April 20, 2016, Work Session – Victor VanderDoes
- C. May 4, 2016, Regular Meeting – Arian Perez

APPROVAL OF MINUTES

It was M/S/A by CLARK, D. and HUSTOF to approve the minutes of the February 8, 2016 meeting.

CONSUMER ISSUES

- *Pierce* – DAL drop off at Martin Way Park & Ride and ORCA issues.
- *Hustoft* – sidewalks near bus stops downtown and a new bicycle commuter route from the city of Olympia.
- *Burt* – has an announcement.

NEW BUSINESS

- A. **VILLAGE VANS PROGRAM UPDATE** – (*Erin Pratt*) Pratt introduced herself and relayed that she has worked at Intercity Transit for over 30 years. She started at age 25 as a coach operator and did that for 20 years. She then worked as a Dial-A-Lift (DAL) dispatcher and from there became a travel trainer. She recently took on the role of Village Vans Supervisor.

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She started working here before the Americans with Disabilities Act (ADA), and has seen many changes.

Pratt indicated participants in the Village Vans program can feel the culture of Intercity Transit the minute they walk through the door. The program helps people in two different ways, providing transportation when it is a barrier and with job skills training. Clients provide rides from 7:30 am to 5:30 pm Monday through Friday. In 2015 the program had 238 active clients and provided 4,700 rides for people looking for employment. Trips include transportation to WorkSource, interviews, and daycare because many of the participants are single moms. There are 3 car seats in every van. If participants need a rear facing car seat they must provide it. The program also provides transportation to the food bank and the grocery store to help participants get necessities. Village Vans partners with the YouthBuild program through Community Youth Services to help kids get their high school diploma or GED's by providing transportation. The job skills training program had 26 driver participants and 4 administrative assistant volunteers. Participants volunteered 5,265 hours and 85% of those who completed the program became employed. Three participants were hired at Intercity Transit. Volunteering gets your foot in the door.

Pratt provided a video from the Corporation for National and Community Service lauding the benefits of volunteerism.

Pratt stated Village Vans partners with many local and regional agencies including SPSCC; WorkSource; WorkFirst; Senior Community Service Employment Program (SCSEP) for those 56 years or older; and the Employment Security Department. The program requires a constant balance of having enough volunteers and passengers. Pratt says she is always recruiting both drivers and passengers. The program is funded through a Ladders of Opportunity an FTA Innovative Public Transportation Workforce Development grant. Intercity Transit is one of 19 in the nation to receive the grant.

Pratt relayed that participants receive an Intercity Transit email account; workstation access and assistance with resume and cover letter writing. Pratt shared some personal stories from program participants about the benefits of the program including structure; purpose; personal fulfillment; and professional development. Others have been able to secure employment and stable housing. Participants benefit from the great reputation of the program when applying for jobs. When a person secures employment the whole family benefits and it has a ripple effect in the community.

See arrived.

Pratt indicated one participant had a stroke in her 40's which her left side is affected. She is volunteering as an administrative assistant. She went to the DMV to renew her license and the examiner noticed her arm wasn't upright, and advised she would need to take a driving test. She was very nervous. Carolyn Newsome, Intercity Transit's Vanpool Manager not only talked to her but got in her car and told her what she needed to do on her test and she passed with 94%.

Pratt shared some personal background on her family. Her grandparents came to the United States from Ireland in 1919 through Ellis Island. Her father was in the military and once retired had a difficult time adjusting to civilian life and could never hold down a job. Her mother began babysitting, and was able to get a job at the employment security department

that provided health insurance. She and her siblings were then able to participate in school sports in high school. All of her siblings took jobs in public service including detective, fireman, county clerk, school teacher and public transportation. The job her mother got changed the outlook for the entire family.

Sibree arrived.

Pratt indicated Village Vans is the gift that keeps on giving.

Pratt answered questions.

Zenki - asked how long the program has been going.

Pratt - indicated it started in 2002.

Zenki - remarked that she had seen a van the other day and they look like commuters that are off to work. There is some social stigma towards the unemployed, but this didn't appear that way.

O'Connell - asked if Pratt works with DVR.

Pratt - indicated they meet once per month.

Cummings - asked if Pratt had ever advertised on Craigslist.

Pratt - stated she just used it for the first time this month, and it's the bomb!

O'Connell - asked if the program needed help getting the word out.

Pratt - responded the program always needs more of both drivers and clients. There are more vans available if needed. Insurance requirements allow for only three points on a driving record. People in poverty can't afford to pay their tickets and they move a lot, and that can turn into a huge ball that keeps getting bigger. Intercity Transit also does background checks since volunteers work with public. Village Vans asks volunteers to commit to 20 hours per week.

Clark, D. - asked what kind of advertising Pratt was using.

Pratt - indicated she utilizes her network of partner agencies including DSHS; WorkSource; etc. and posts flyers around town at certain housing areas, libraries, and at the food bank.

B. TRAVEL TRAINING/BUS BUDDY/DIAL-A-LIFT PROGRAM UPDATES AND DIAL-A-LIFT CUSTOMER SATISFACTION SURVEY RESULTS - (*Emily Bergkamp*) Bergkamp introduced herself as the Dial-A-Lift (DAL) manager and indicated she would provide updates on the range of Intercity Transit's accessible services programs including Travel Training, Bus Buddies and DAL. She also indicated she had results to share on the DAL customer satisfaction survey.

Bergkamp introduced Scott Shanegarth, and shared information on his background and experience. Shanegarth is replacing Janina in the Bus Buddies program.

Bergkamp stated the impact of Thurston County's aging population on transportation will be significant. The importance of programs like Travel Training, and Bus Buddies enhance our accessible transportation services and help to reduce the demand of our DAL service.

Bergkamp shared a video celebrating the 25th anniversary of the ADA. Historically shared community spaces weren't accessible and perpetuated negative stereotypes. The ADA has enhanced and made this country greater. The ADA was passed in 1990 and provides civil rights protections for 54 million Americans with disabilities. Bergkamp indicated this affects 1 in 5 Americans. That population equals the population of California and Florida combined. The original folks laid down and crawled up the steps of Congress to get the attention of the government. The ADA is meant to be an extension of the Civil Rights Act of 1964 and applies to transit service under section 504 of the Rehabilitation Act of 1973. Intercity Transit has provided accessible transportation since 1981 and had an ADA plan in place since 1992. The agency needs to make sure facilities and vehicles are accessible as well as have a complimentary paratransit service a minimum of $\frac{3}{4}$ of a mile beyond the boundaries of the fixed route system. The agency must provide equivalent access to demand response service.

Bergkamp shared the dynamics of aging population and that people won't be able to drive forever. In the US the over-65 population is project to increase by 77% by the year 2045 and approximately one-third will have a disability. TRPC's age-based forecasts show 20% of Thurston County's population will be 65 and older by 2030. Older adults don't have a working knowledge of public transportation.

Bergkamp indicated this is why Travel Training is important. It provides that extra little bit of help at a one-on-one pace to teach people everything they need to know about riding the bus, and that they can do it on their own. The program reaches young adults in transition; because they will be working in our community and transportation is essential. Next are seniors, and then people in mobility devices. If these programs can get people comfortable using transit they can use fixed route buses and wouldn't have to rely on DAL. Intercity Transit fixed route accessibility features include ramps and kneeling for boarding. There are voice and text announcements and reader boards for all stops. Training for people with disabilities allows outreach to the community and the ability to serve more people which is vital. People learn individual origin to destination training; orientation to all aspects of bus travel; and travel training gets people out on the bus having fun while they work on their skills. The program offers mobility device training including an invitation to come to the bus yard to help them learn here. Once participants have a relationship with Travel Trainers they will come back for help. Bergkamp provided a video made by The Olympian on the travel training work between Curt Daniel and his client Pam who has low vision issues. Pam wanted her independence back. Curt met with her beforehand and determined what barriers existed between her home and her destination. All participants are asked to attend orientation and mobility training first usually provided by the Washington State School for the Blind and this helps people be more successful.

Bergkamp continued on with a program update on the Bus Buddy program. The program is a partnership between Catholic Community Services (CCS) and Intercity Transit. CCS was successful in securing a grant from WSDOT. They are the fiduciary holders of the grant and

Intercity Transit provides in-kind support. The grant mandated recipients secure partners in the community. Intercity Transit provides office space for staff, a computer, and bus passes for volunteers. Bus Buddies are well versed in riding transit and have a willingness and desire to help others navigate transit. They work with people who want to ride fixed route and don't have a caregiver who is accustomed to riding transit. Staff connects clients with fixed route Bus Buddies. One program participant, Susan, whose health had worsened and is now in a wheel chair, prefers riding fixed route because it provides service every 15 minutes. DAL doesn't allow for much spontaneity and with fixed route you have more options. Pam works with a Bus Buddy for certain trips, and sometimes she needs an extra set of hands at the grocery store. The program enhances quality of life as does DAL. Individuals are matched based on their experience and how compatible they are.

Bergkamp indicated the program had their kick-off in February 2014 and has had volunteer recognition programs. Currently there are 5 Bus Buddies going strong and they are always looking for volunteers. Some of the metrics that the program uses to show how its' doing are number of clients serviced; how many were new; under the age of 60; and number of volunteers recruited. The program is poised for growth.

Bergkamp provided an update on the DAL program. She indicated that her dad rides DAL. Shortly after she was born he was diagnosed with Multiple Sclerosis (MS). The initial decline was slow but over the years he had lost strength. He transitioned to a wheel chair the summer she got married and rolled her down the aisle. Bergkamp's dad is her secret shopper and he always says Intercity Transit is one of the friendliest systems.

Bergkamp stated DAL is a mandated service by the ADA. Clients apply and recertify every 3 years. It is a shared ride service. The application is on Intercity Transit's website and is now a fillable form. Applications are processed within 21 days. If deemed ineligible applicants can appeal. A client's disability must prevent them from accessing fixed route buses. If they are unable to board, ride or exit ramp equipped bus without assistance; needs to use a ramp but it cannot be deployed safely at their bus stop; or if their disability prevents travel to and from a bus stop under certain conditions. Categories of eligibility include conditional: "conditions" that describe when a client is unable to use fixed route; unconditional: means a client's disability or health condition prevents them from using fixed route; and temporary: a client's abilities and/or limitations are expected to change within a period of time. Clients must plan ahead to book rides 5-1 days ahead of time; and riders can book over the phone 7 days a week.

Johnson left.

Bergkamp provided some statistical information on DAL from 2015. There were 162,000 trips which is a 5% increase in ridership over 2014. The on-time performance is at 96%. DAL staff received 109,000 calls in 2015 which represents a 35% increase. The agency focuses on call volume because the federal government looks at phone stats during triennial reviews. The DAL program serviced just under 3,100 clients in 2015; and made 1,060 eligibility decisions. Of those decisions 88% received full eligibility; 1% received conditional eligibility; 6% received temporary eligibility; 43% received temporary travel training; and 1% were ineligible. Staff required 47 functional assessments and handled 357 re-certifications. The assessments help identify the level of need for DAL. Re-certifications allow staff to touch base with clients because medical conditions change over time.

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Bergkamp discussed the costs associated with DAL and that it is a very costly service. The average cost of a 1-way trip is \$46.00 versus the average cost of a 1-way fixed route trip of \$5.00. The cost difference between DAL and fixed route service is \$41.00 per trip. In 2015 approximately 4,300 DAL trips were diverted to fixed route and that equates to a cost savings of \$176,300 ($\$41.00 \times 4,300$ trips). This means having two FTE travel trainers almost pays for itself. Bergkamp relayed a quote "The ADA is about equality. Purposeful segregation is not equality...be it in school, on a bus, or on the job. We need to remember that ADA paratransit is available as a support system to fixed route;" and "Getting older is fine. There is nothing you can do to stop it so you might as well stay on the bus," John Byrne.

Bergkamp answered questions.

Smit – asked if there was a required number of volunteer hours for Bus Buddies.

Bergkamp – responded the requirement is 6 hours and relayed that some volunteer at the recruitment table at transit centers, some volunteer for one-on-one assistance, and some do more administrative work.

Cummings – asked about travel training outreach to language schools.

Bergkamp – indicated staff just recently started outreach to non-English speaking populations. There is a driver that helps translate to Korean. Going forward staff will be a little more strategic by utilizing TRPC data to start with most commonly used languages. Staff has done some cross over with some of the exchange students at local colleges.

See – inquired about locating adult family homes, etc. within DAL boundary.

Bergkamp – indicated DAL always comes with fixed route service. Some adult family homes do fall outside the DAL boundary, and folks didn't realize it until they started calling for trips.

Zenki – remarked some are required via their licensing to provide transportation. Panorama has three levels of care and they are required to provide transportation for two of the levels, but not for independent living.

Van Gelder – indicated WSDOT is performing an evaluation on social service providers and locations of facilities and interactions with public transit. A number of agencies have requirements to be on bus lines.

O'Connell – asked if one client could make a reservation for the same ride for two people.

Bergkamp – responded they can do that. DAL clients can ride with guests and personal care attendants (PCA). It is important for staff to know who is included on the trip to make sure there are enough seats.

Hughes – asked if the agency makes an exception if people are located slightly outside the boundary.

Bergkamp – indicated staff is unable to make exceptions. Instead staff works with them to identify a location just inside the boundary for meeting. Staff also tries to identify other community partners who can help provide the transportation. Unfortunately if staff makes an exception for one then it would have to be done for all.

Zenki – remarked federal law prohibits exceptions.

Bergkamp – ADA is an unfunded mandate.

Bergkamp reviewed the results of the DAL customer satisfaction survey and likened it to getting your report card as a child. It gives customers an opportunity to report how the program is doing. She extended thanks to Lin Zenki for all the help she provided with the process. The agency has a consultant conduct the survey work every 3-5 years. A request for proposals is sent out and a vendor selected. The survey work includes gathering data on rider satisfaction; identifying service improvements; creating a profile of DAL clients; identifying barriers; and updating 2011 baseline data.

Zenki – stated she wanted the contract to go to someone local, but was very impressed with the group from California.

Bergkamp indicated the consultant had a lot of experience and understood the population they would be working with, and other vendors weren't as sensitive. The consultant completed a telephone outreach survey and had a complimentary online option. Data was collected in October and November 2015. The survey work included current riders and eligible riders who are not using the service. They completed 435 surveys and identified a "typical" DAL rider as female; Caucasian; household income of less than \$15,000; pays fare using cash; holds a reduced fare permit; has not driven a car in the last month; and reports being "very satisfied" overall with the DAL service. These results are comparable to the 2011 survey results. Survey respondents indicated excellent or good ratings in the making reservations category. The skill of ride schedulers to meet needs went down 2% and is indicative of some new hires and a need for building skills. Overall satisfaction with surveyed trip was up a bit and in ride attributes was up in every category. Comfort and condition categories increased significantly. Driving skills went up to 99% and that means people are feeling safe and well cared for. The responses for payment used indicates most are paying cash and in 2011 most were purchasing passes at customer service. Some of the rider feedback included, "it is a lifeline service." Some constructive criticism received was concerning logistics which can be tricky. It was suggest staff create a suggestion box type of process to receive feedback, and provide some education on the pass options available. In the future there may be some type of smartphone payment technology available.

Bergkamp spoke about the non-rider survey completed by 84 eligible individuals not using the service. The results identified the "typical" DAL rider as a white female; satisfied with DAL interactions up to this point; and has other options available which contributes to her not using service. Overall satisfaction went up in 2015; but we fell in the somewhat satisfied category. The reasons for not riding include no need; issues with scheduling; difficulty registering; and outside of the service area. Examples of non-rider feedback included that it is a life preserver for when it is needed; a great service; the registration process takes too long; trips take too long; hard to schedule rides 4-5 days in advance, etc. Some doctor's

offices are located outside the service area. Use of other transportation services within the prior month include travelled in a car as a passenger; using public transportation; and still driving.

Bergkamp indicated a few things came up while talking with ITA including making sure non-users are aware of the travel training service. Also to try and minimize the time it takes to get things back from doctors by bringing the forms to them. It puts the power back in their hands.

Bergkamp answered questions.

Zenki – indicated she was called for survey and thought the surveyor was exceedingly patient, slowed her speech, and it went well even though she dropped phone.

Pierce – asked how Intercity Transit gets DAL drivers?

Bergkamp – indicated each driver is hired as a coach operator and they get their CDL, then they have the ability to bid. She has noticed with DAL drivers it resonates with them to provide service to people and clients are appreciative of the service.

O'Connell – asked if staff had done a comparison on the time it takes for the same route on fixed route compared to DAL just to reframe the comments about DAL rides taking too long.

Bergkamp – appreciated Joan's comment. If clients call regarding the rides taking too long she tries to bring that information to them and also that travel times per the ADA are to be comparable to fixed route trip. She uses the trip planner on the agency's website to provide the information. She always says how sorry she is, and that it is a shared ride service in an effort to educate and communicate.

VanderDoes – remarked that normally the wait time doesn't go over 2 minutes. He always tries to schedule early. He has noticed newer schedulers get better each time. He indicated passes versus cash would decrease the fear of not getting the right change, and clients wouldn't have to worry about that if debit cards are accepted eventually.

Chong – inquired if there were comments about the pick-up window being too long.

Bergkamp – indicated she has heard that it is too long. Staff will do some investigating with other transit agencies to determine if there is a standard and see how we compare. With paratransit their window is even longer, but that is not a comparable system.

Clark, D. – asked if the cost of the trip is \$46 how much are we charging passengers.

Bergkamp – responded the fare is \$2.50 and fare return is about 15%. DAL is funded by tax dollars and special needs grants. That is why staff tries to use resources very responsibly booking trips together, etc. Staff is also looking at cutting some of the vehicles over to propane. The cost of propane has stayed fairly consistent. Staff is looking at doing a trial on about 5 expansion vehicles. This would help bring down the overhead quite a bit.

VanderDoes – asked why the agency doesn't try natural gas?

Bergkamp – indicated propane is easier to implement and it is on the state contract right now. They are offering to provide a tank for just the cost of fuel.

Clark, D. – asked about the possibility of going hybrid?

Bergkamp – stated hybrid vehicles are more expensive and propane can be converted back. The propane doesn't require the replacement of battery cells which maintenance has found add significant costs.

VanderDoes – remarked at the next meeting the Heartsparkle players will perform at 7:00 pm and three special needs kids will talk about how much they appreciate the service.

Bergkamp – gave one more shout out to Lin Zenki for her assistance with the survey.

CONSUMER ISSUES

- *Pierce* – There are two shelters at the Martin Way Park and Ride and recently she noticed somebody dropped off at 6:30 am at the back shelter where it is darker. She is hoping staff can communicate to the drivers to drop clients off at the one nearest the crosswalk. There is more light at that shelter and it is where people line up to get on the bus.

Bergkamp – stated staff can add a note to the address to pull to the first shelter.

- *Pierce* – asked for information to be relayed to transit folks in Tacoma that Intercity Transit does not accept ORCA. She recently witnessed a situation where a passenger got on in downtown Tacoma to head south and asked about ORCA. She added all her cash to her ORCA card and then got to the Intercity Transit bus and found out they don't take ORCA.

Sibree – asked why Intercity Transit isn't connected to ORCA.

Messmer – indicated the ITA has looked at the ORCA technology in the past and the technology is aging. It may not be the best technology to invest in at this time.

- *Hustoft* – remarked about the condition of the sidewalks downtown. They are supposed to be 6" deep some are shallow and it makes it hard to get on or off the bus. She identified the specific stops are at Legion and Capitol and Union and Capitol.
- *Hustoft* – inquired about the alternate route for bicycles being planned in downtown Olympia and if staff was participating in the project.

Nancy will check with staff and advise.

- *Burt* – shared news that her agency does a fund raiser and employees select charities to receive the funds. Burt nominated the Build a Bike program and they were selected to receive funds.

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- *Cummings* – recommended staff reach out to the transportation benefit district process going on in Olympia. Members of the board mentioned outreach to Intercity Transit.

REPORTS

- *Burt* – provided the report from the February 17, 2016, Work Session indicating Carolyn talked about surplus vans; they also received a presentation from Jessica Brandt on the sustainability program and learned about the agency's ESMS program.
- *See* – provided the report from the March 16, 2016, Work Session indicating they received the same update on accessible services that the CAC received tonight. They also received information on the use of propane. The board approved continuing ISO 14001 certification; continuing with a state advocate; provided the new Olympia walk map; and Yelm is exploring additional service to transit centers.

NEXT MEETING: April 18, 2016.

ADJOURNMENT

It was M/S/A by VAN GELDER and BURT to adjourn the meeting at 7:42 pm.

Prepared by Nancy Trail

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**INTERCITY TRANSIT
CITIZEN ADVISORY COMMITTEE
AGENDA ITEM NO. VI-A
MEETING DATE: April 18, 2016**

FOR: Citizen Advisory Committee

FROM: Dennis Bloom, Planning, 705-5832
Donna Feliciano, Marketing, 705-5891
Carolyn Newsome, Vanpool, 705-5829

SUBJECT: Customer Satisfaction, Market Segmentation, and Vanpool
Customer Satisfaction Studies

- 1) **The Issue:** Staff engaged the services of CJI Research last fall to conduct a series of surveys of current fixed route riders, the general public, and vanpool customers. The results and final reports are now complete. The consultant team represented by Hugh Clark (CJI Research) reported their findings to the Authority. The CAC will view the video of this presentation.
- 2) **Recommended Action:** For information and discussion only.
- 3) **Policy Analysis:** Having current and timely information about our current customers, future customers, and the public is critical to understanding the needs of our various service markets while meeting the agency's mission and vision. The Authority has supported updating our market research and surveying our customers on a regular basis.
- 4) **Background:** In 2015 the Authority approved a series of market research projects. Following a request for proposals, a professional market research firm was selected to complete three distinct surveys. These were a Fixed Route Customer Survey, a Market Segmentation survey of riders and non-riders, and a Vanpool Customer Satisfaction survey. The survey work itself began late last fall and was completed in January 2016. In addition to presenting the latest findings, the research also compares previous survey work for comparison purposes.

Since September 2015, a research team led by CJI Research, worked with staff from Intercity Transit's Planning, Marketing, and Vanpool divisions to prepare, test, and run the different survey instruments. Led by Hugh Clark, the consultant team completed the three surveys, analyzed the data, and prepared a summary report for presentation.

The On-Board Customer Survey gathered data on fixed-route ridership and use of the system, demographics, rider suggestions, and overall satisfaction with our

service. The survey received almost 2,600 customer responses and a follow-up detailed telephone survey of over 400 of those riders was completed by the end of January 2016.

The Market Segmentation research was conducted by phone and designed to measure attitudes toward, and awareness of, Intercity Transit. It also identified market segments, potential users, and opportunities that can inform decisions for future service planning and marketing efforts. The survey of 797 adults within our service district was completed by the end of January 2016.

The Vanpool Customer Satisfaction survey was designed to ask all 1,400 participants in the vanpool program their overall satisfaction with the program. It included survey questions concerning the demographics of riders and satisfaction with our customer service and/or facilities. Vanpool customers were surveyed about how they came to vanpool and why they continue using our service.

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- 5) **Alternatives:** N/A.
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- 6) **Budget Notes:** The cost of all three research studies was budgeted at \$113,000 and all surveys were produced on budget.
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- 7) **Goal Reference:** **Goal #1:** "Assess the transportation needs of our community throughout the Public Transportation Benefit Area." **Goal #2:** "Provide outstanding Customer Service." **Goal #3:** "Maintain a safe and secure operating system." **Goal #4:** "Provide responsive transportation options within financial limitations." **Goal #6:** "Encourage use of services."
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- 8) **References:** The consultant provided summary findings at the meeting for the 2015 final reports on the *Customer Survey*, *Market Segmentation Survey*, and *Vanpool Customer Satisfaction Survey*.

**INTERCITY TRANSIT
CITIZENS ADVISORY COMMITTEE
AGENDA ITEM NO. VI-B
MEETING DATE: April 18, 2016**

FOR: Citizens Advisory Committee

FROM: Ann Freeman-Manzanares, 705-5838

SUBJECT: Comment on Draft Regional Transportation Plan

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- 1) **The Issue:** Thurston Regional Planning Council (TRPC) is seeking comment on the draft 2040 Regional Transportation Plan (RTP) by May 9, 2016.
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- 2) **Recommended Action:** Relay any pertinent comments to the Authority for consideration.
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- 3) **Policy Analysis:** RTP guides transportation projects and investments over a 20+ year period. The last major update was made in 2004, and the RTP has since been maintained through annual amendment. The TRPC staff, Technical Advisory Committee, Transportation Policy Board and the TRPC Board have conducted a thorough review of the plan and issued a draft document for public review. Intercity Transit has an interest in ensuring the plan continues to reflect our community's values and address our needs.
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- 4) **Background:** The CAC received a presentation from TRPC staff in February on the updates to the RTP. The draft plan has been released to the public for comment. CAC members are encouraged to respond individually as well as provide comment to share with the ITA in formulating the agency response.
- Attached are comments from ITA member Karen Messmer to begin the conversation.
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- 5) **Alternatives:** N/A
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- 6) **Budget Notes:** N/A
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- 7) **Goal Reference:** Goal #1: *"Assess the transportation needs of our community throughout the Public Transportation Benefit Area."*
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- 8) **References:** Comments provided by ITA member Karen Messmer.

Draft Regional Transportation Plan

Comments Provided by ITA Member Karen Messmer

I would encourage Authority members, if they have limited time, to focus first on Chapter 3, which lists the Goals and Policies for the Plan. Second, Chapter 4, Future Conditions includes the challenges that we face moving forward.

Overall

This is an important Plan and points to successes and challenges for our Region. The modeling results in the Plan lead us to urge a regional conversation regarding achievement of our transportation and sustainability goals.

These comments are in order by Chapter of the Plan.

Chapter 1 Introduction

Page 22

Under Federal Requirements list (which begins on page 21)

Increase safety of the transportation system for all users ~~motorized and non-motorized users~~.

Increase security of the transportation system for all users ~~motorized and non-motorized users~~.

Page 29

“The Challenge”

This section describes a list of challenges in the form of questions and then summarizes with the following paragraph.

The challenge is in the balance, individual versus community needs. Short- and long- term strategies. Costs weighed against benefits. Urban and rural. Investing now and sustaining the future. All hard choices, with no simple solutions. Balance.

These are indeed challenges, but they will not simply be resolved in the form of trade-offs. The listed items (investing now and sustaining the future) should not be viewed as ‘versus’ each other. These challenges will require learning together as a region and resolving to make plans, invest in and create a future that will be sustainable. As we learned during the Sustainable Thurston discussions, these will not be easy conversations, but they are necessary and we should begin as soon as possible.

Chapter 2 Capacity Projects List

The descriptions for each project should contain consistent language. For example, one project may list ‘bike lanes’ and another may list ‘urban improvements.’ A definitions list and uniform language will help the public as they use this list for reference in the document and especially on line as projects may change over time.

Chapter 3 Goals and Policies

Goal 1. Transportation and Land Use Consistency

Page 142 – Example Supportive Measure

Locate public office buildings and facilities near major transit corridors to provide options for ~~encourage~~ all facility users and employees ~~to use alternatives~~.

Page 144 - Goal 2. Multimodal transportation System

Work toward an integrated, multimodal transportation system that supports adopted land use plans, reduces overall need to drive alone, and provides alternative and encourages transit, walking and bicycling choices. (or,provides and encourages active travel choices.)

Page 148 - Goal 4. System Safety and Security

Note – this is where local jurisdictions could be encouraged to adopt “Target Zero” safety policies that mirror the state level effort to end traffic deaths and serious injuries. TRPC and Thurston County Public Works and Prosecuting Attorney’s Office are listed as partners on the Target Zero website.

Page 160 - Goal 10. Public Transportation

Provide reliable, effective public transportation options ~~commensurate with~~ that respond to the region’s evolving needs.

Policy 10.i. Plan for the long-term countywide funding needs of the region’s public transportation systems.

Does the Authority want to see stronger language here for TRPC’s role?

Or

Should we suggest an additional Supportive Measure such as:

Convene regional conversations to discuss the value of, and funding mechanisms for, public transportation.

Page 176 - Goal 18. Environmental and Human Health

Add to Policies list:

Use modeling and other tools to analyze transportation projects, programs and actions needed to achieve Sustainable Thurston goals.

Support Thurston Thrives health planning activities related to land use and transportation.

Chapter 4 Future Conditions

Page 191 – In the Transportation Demand Management Discussion on this page there is a shaded box indicating that TRPC, in a future work program, will investigate what effect enhancing TDM strategies will have on factors such as vehicle miles traveled (VMT) and also will investigate actions and investments needed to reach our VMT and greenhouse gas emissions goals.

This Work Plan intent should be elevated to a policy level under Goal 18 as described above and include a range of actions, projects and programs in the analysis.

Page 201 – How We Travel

Table 4-2: Mode of Travel

This table shows 2015 mode percentages and projected percentages in 2040 indicating only small changes to the mode shares. The results of this modeling indicate that the Region must begin to plan as well as take actions in order to change these modeled outcomes.

Page 207 – How Close We will Be to Meeting Our Vehicle Miles Traveled Goals by Looking at Changes in Land Use and Facilities and Service Investments.

This section describes one of the key challenges emerging from this Plan:

The transportation model forecasts that we already meet our 2020 goal, but will fall short of the 2035 goal if we solely rely on planned land use and infrastructure investments (including multimodal investments). To reach our goals, we will have to increase efforts in other areas such as transportation demand management or alternative land uses such as those described in the *Sustainable Thurston Plan*.

Intercity Transit is committed to sustainability of our region and we are committed to work with all of our partners towards our sustainability goals. Our success in providing sustainable transportation choices is dependent on our partners joining together to move beyond this Plan. This means investigating and analyzing the steps necessary to meet our goals and moving those plans into actions.

The Summary of this Chapter on Future Conditions (page 215) lists several challenges we face. We look forward to working with our partners to address those challenges.

Authority Meeting Highlights
A brief recap of the Authority Meeting of April 6, 2016

Action Items:

Wednesday night, the Authority:

- Authorized the General Manager to execute a one-year contract extension with American Landscape Services, LLC to provide landscaping and grounds maintenance services at Transit facilities in an amount not-to-exceed \$47,002, including taxes. *(Jeff Peterson)*
- Authorized the General Manager to enter into a contract for the construction of 42 bus stop pads with KBH Construction in the not-to-exceed amount of \$139,400, including taxes. *(Tammy Ferris)*
- Authorized the General Manager to grant four surplus vanpool vehicles to Catholic Community Services, Community Youth Services, Interfaith Works, and the YWCA.
- Postponed discussion of the Annual Planning Session to the April 20, 2016, Authority Work Session.

Other Items of Interest:

- Bid **farewell** to outgoing Authority member, **Councilmember Nathaniel Jones**, who served four years.
- Welcomed **Everick Lander, Auto Technician.**
- Welcomed **Eric Phillips, Development Director.**
- Welcomed the new **Operator Class of 16-01: Cameron Crass; Michelle Stevens; Tonya Bergum; Lorinda Churches; Brandon Killingbeck; Troy Wisehart; Grant Stevens; Jimmy Wall; Brad Frederickson; Ayub Yasin; Kelly Jacobs; Laura Simmons; Travis Yow; Sean Barrett.**
- Received a presentation from Hugh Clark from CJI Research on the Customer Satisfaction, Market Segmentation, and Vanpool Customer Satisfaction Studies.
- Received a debrief summary of the APTA Legislative Conference from Councilmember Nathaniel Jones, Councilmember Debbie Sullivan, and Ann Freeman-Manzanares

- The **Bicycle Commuter Contest** registration is open, and all are welcome to join the CRANK IT team.
- Freeman-Manzanares announced upcoming agency events:
 - A. Transit Appreciation Day is Wednesday, August 10, 2016.
 - B. Annual Holiday Banquet is Friday, December 9, 2016.

Prepared by: Pat Messmer
Prepared April 7, 2016

		3	4	5	6	7	8	9	10	11	12	1	2	3
CAC	Members	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16
Leah	Bradley		Absent	Absent			Absent	Absent			MEETING CANCELLED		Absent	Absent
Jan	Burt						Absent	Absent						
Mitch	Chong	Absent				Absent						Absent		
Billie	Clark													
Denise	Clark					Absent							Absent	
Jonah	Cummings													
Ursula	Euler	Absent						Absent	Absent					
Ron	Hughes													
Julie	Hustoft			Absent	Absent							Absent		
Quinn	Johnson		Absent	Absent			Absent	Absent						
Joan	O'Connell													
Ariah	Perez						Absent	Absent		Absent			Absent	Absent
Sue	Pierce		Absent											
Charles	Richardson		Absent	Absent		Absent	Absent					Absent		Absent
Carl	See	Absent						Absent	Absent	Absent			Absent	
Kahlil	Sibree							Absent						
Walter	Smit													
Victor	VanderDoes													
Michael	Van Gelder					Absent	Absent		Absent	Absent				
Lin	Zenki							Absent				Absent		

= Joint meeting does not count against required meeting attendance