

AGENDA
INTERCITY TRANSIT AUTHORITY
WORK SESSION
February 15, 2012
5:30 P.M.

CALL TO ORDER

- | | | |
|------------|---|----------------|
| 1. | APPROVAL OF AGENDA | 1 min. |
| 2. | INTRODUCTIONS | |
| | A. Nathaniel Jones, City of Olympia Councilmember (<i>Marty Thies</i>) | 2 min. |
| | B. Chris Rasmussen-Barsanti, Kokua - Presentation | 10 min. |
| 3. | PUBLIC COMMENT | 10 min. |
| | <i>Public Comment Note: This is the place on the agenda where the public is invited to address the Authority on any issue. The person speaking is requested to sign-in on the General Public Comment Form for submittal to the Clerk of the Board. When your name is called, step up to the podium and give your name and address for the audio record. If you are unable to utilize the podium, you will be provided a microphone at your seat. Citizens testifying are asked to limit testimony to three minutes.</i> | |
| 4. | CITIZEN ADVISORY COMMITTEE REPORT (<i>Meta Hogan</i>) | 3 min. |
| 5. | DIAL-A-LIFT UPDATE (<i>Emily Bergkamp</i>) | 15 min. |
| 6. | 2011 VANPOOL PROGRAM UPDATE (<i>Carolyn Newsome; Kris Fransen</i>) | 15 min. |
| 7. | OTC EXPANSION PROJECT - INCLUSION OF PUBLIC ART
(<i>Ann Freeman-Manzanares</i>) | 25 min. |
| 8. | OLYMPIA EXPRESS SERVICE UPDATE (<i>Dennis Bloom</i>) | 25 min. |
| 9. | INDIVIDUAL DISCOUNTED BUS PASSES (<i>Mike Harbour</i>) | 20 min. |
| 10. | AUTHORITY ISSUES | |
| 11. | MEETING EVALUATION | |

ADJOURNMENT

**INTERCITY TRANSIT AUTHORITY
WORK SESSION
AGENDA ITEM NO. 5
MEETING DATE: February 15, 2012**

FOR: Intercity Transit Authority

FROM: Emily Bergkamp, Dial-A-Lift Manager, 705-5893

SUBJECT: Dial-A-Lift Update

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- 1) **The Issue:** Provide the Intercity Transit Authority an update on Dial-A-Lift (DAL) services.
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- 2) **Recommended Action:** Information only.
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- 3) **Policy Analysis:** The DAL Manager will provide updates to the Intercity Transit Authority at least twice per year, and more often as requested
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- 4) **Background:** DAL Manager Emily Bergkamp will provide an update on DAL programs, services and issues, including the current status of Intercity Transit's Travel Training program, DAL stops program, DAL statistics and client demographics, new technology implementation and 2012 vehicle replacement timeline.
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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."* Goal #2, *"Provide outstanding customer service."* Goal #3, *"Maintain a safe and secure operating system."* Goal #4, *Provide responsive transportation options."*
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- 8) **References:** N/A

**INTERCITY TRANSIT AUTHORITY
WORK SESSION
AGENDA ITEM NO. 6
MEETING DATE: February 15, 2012**

FOR: Intercity Transit Authority

FROM: Carolyn Newsome, Vanpool Manager, 705-5829;
Kris Fransen, Marketing & Communications Coordinator, 705-5836

SUBJECT: 2011 Vanpool Program Update

1) **The Issue:** Provide an update on the agency's Vanpool program; outcomes of the 2011 Vanpool Rewards Program; and Commute Trip Reduction efforts on the I-5 Corridor.

2) **Recommended Action:** For information and discussion.

3) **Policy Analysis:** The purpose of this presentation is to provide information on the status of Intercity Transit's Vanpool Program.

4) **Background:** In 2009, Intercity Transit's Vanpool program experienced an 11-percent decrease in vanpool riders due to the economic downturn as layoffs affected ridership and van use. Staff proposed, and the Authority approved, \$30,000 in the 2011 budget for a marketing and incentive campaign to increase riders in our current vans and put more new vanpools on the road. Staff planned and implemented a targeted incentive program that we promoted throughout most of 2011.

Staff will share the outcomes of the program and the efforts placed on the Commute Trip Reduction program along the I-5 corridor.

5) **Alternatives:** N/A

6) **Budget Notes:** The budget for the Vanpool rewards program in 2011 was \$30,000.

7) **Goal Reference:** Goal #4, *"Provide responsive transportation options;"* and Goal #2, *"Assess the transportation needs of our community."*

8) **References:** N/A

**INTERCITY TRANSIT AUTHORITY
WORK SESSION
AGENDA ITEM NO. 7
MEETING DATE: February 15, 2012**

FOR: Intercity Transit Authority

FROM: Ann Freeman-Manzanares, 705-5838

SUBJECT: OTC Expansion Project – Inclusion of Public Art

1) **The Issue:** Whether or not to include public art in the Olympia Transit Center (OTC) expansion project.

2) **Recommended Action:** Provide direction to staff on whether or not to fund public art as part of the Olympia Transit Center site expansion project.

If the Authority wishes to fund public art, staff seeks direction regarding budget, scope and selection process.

3) **Policy Analysis:** The procurement policy states the Authority must approve any expenditure over \$25,000.

4) **Background:** Intercity Transit is not required to support a public art element as part of the expansion of the OTC site. Intercity Transit does not have a policy requiring art be incorporated in our construction projects nor does the Federal Transit Administration (FTA) require art as part of our grant funds.

However, FTA supports local decisions to fund quality design and art in public transportation projects. They state: “The aesthetic quality of the nation’s public transportation systems has a profound impact on transit patrons and the community at large. Public transportation systems can be positive symbols for communities and attractive to local riders and tourists alike. Good design and art in various forms and media can enhance the appearance and safety of a facility or vehicle, give vibrancy to a community’s public spaces and make the public feel welcome. Good design and art also contributes to livable and sustainable communities.”

To keep the option open, the preliminary budget for the OTC included \$52,000, or 1% of estimated construction costs, for art.

For the construction of the original facility, Intercity Transit supported a 1% art budget. The art was incorporated into the architecture taking advantage of

construction credits to support the installation of four art elements. The OTC art installations have been featured in FTA publications and on their website.

Staff regularly develops and pursues Requests for Qualifications and Requests for Proposals for a variety of projects. Staff typically develops a selection committee and provides a single recommendation to the Authority. Art is not something we pursue on a regular basis, and recognizing there may be sensitivities associated with the selection of art, staff wishes to engage in conversation regarding basic project scope, the selection process and desired participation.

5) **Alternatives:**

- A. Does the Authority wish to fund public art as part of the OTC site expansion project. If so, provide direction regarding budget, scope and process.
- B. Defer action.

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- 6) **Budget Notes:** The OTC preliminary budget included the allocation of \$52,000 for art. This is a not-to-exceed number and includes associated administrative costs estimated at \$4,000 to \$5,000. If the Authority chooses to support this initial allocation, the budget for the selected art proposal would be approximately \$47,000 to \$48,000.

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- 7) **Goal Reference:** N/A

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- 8) **References:** N/A
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**INTERCITY TRANSIT AUTHORITY
WORK SESSION
AGENDA ITEM NO. 8
MEETING DATE: February 15, 2012**

FOR: Intercity Transit Authority

FROM: Dennis Bloom, Planning Manager, 705-5832

SUBJECT: Olympia Express Service Update

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- 1) **The Issue:** Intercity Transit's weekday Olympia Express service levels (Routes 603, 605, and 612) changed a number of times during 2011. The changes were in response to Pierce Transit initially reducing their Olympia Express service (601, 603A), and finally eliminating it in October, 2011. The Authority has been interested in reviewing service level details to better understand the service and to consider if additional changes may be needed.

 - 2) **Recommended Action:** Presentation and discussion only.

 - 3) **Policy Analysis:** Agency policy requires a public review and comment process occur before the Authority approves proposals making significant service changes.

 - 4) **Background:** In February 2011, Intercity Transit implemented a modest 3.1% increase in vehicle service hours (6,208 VSH), improving a number of local routes and adding Olympia Express trips on Saturdays.

In early March, Pierce Transit (PT) implemented a 20% emergency service reduction caused by an explosion at their CNG refueling station. In response to the crisis, Intercity Transit temporarily operated eight of PT's 16 daily weekday Olympia Express trips with spare and off-peak buses. This lasted from March 7 - April 15. When the trips shifted back to Pierce Transit, a shortened Route 601, which eliminated service from Gig Harbor, was also maintained.

In April, PT announced a proposal to permanently reduce their weekday Express service from 16 trips to eight, effective with their June 13th service change. In response to these proposed service changes, the Authority approved adding two trips in each direction and adjusting some existing trips for June in order to reduce the larger service gaps that would have been created. This option relied on using our existing fleet and provided 1,849 of additional hours at a cost of \$153,531 (annualized).

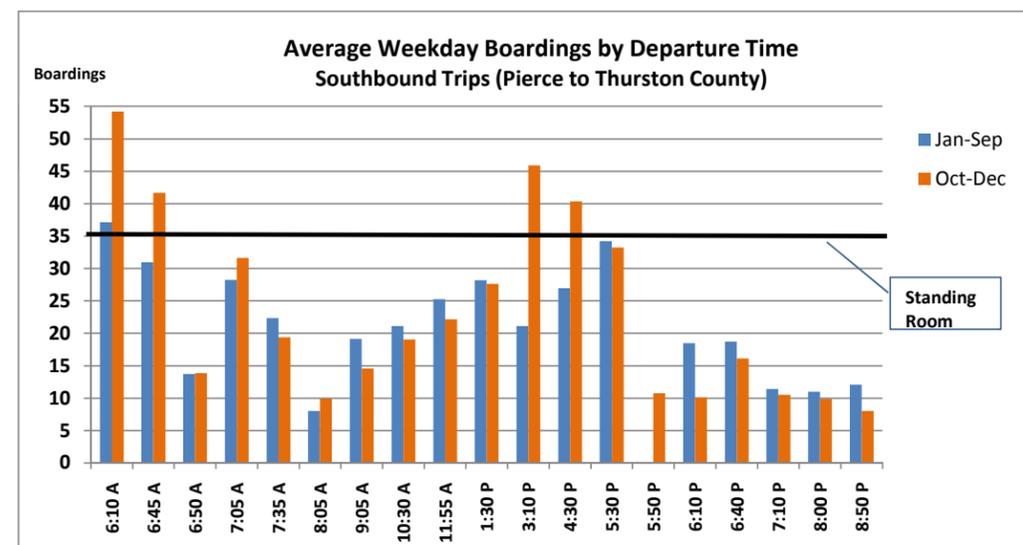
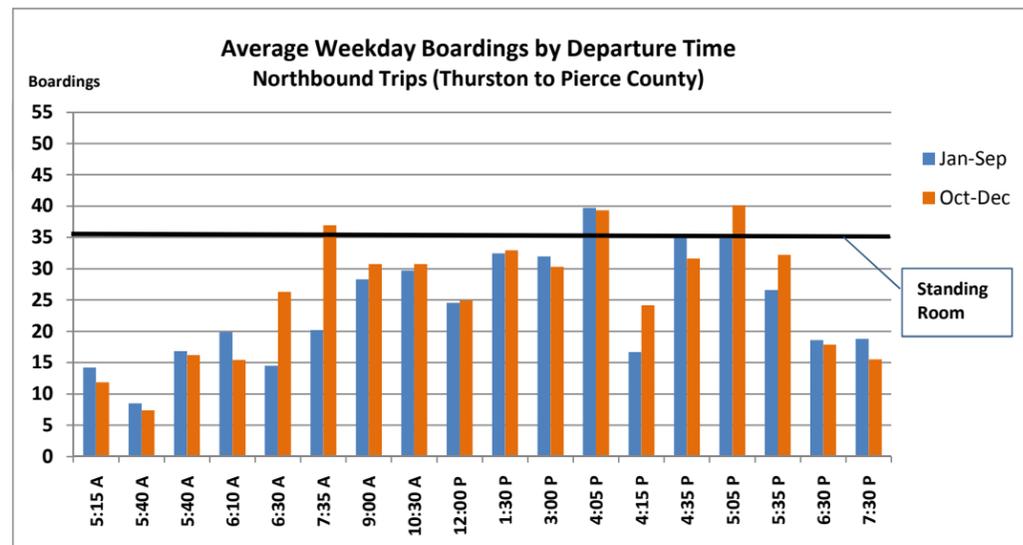
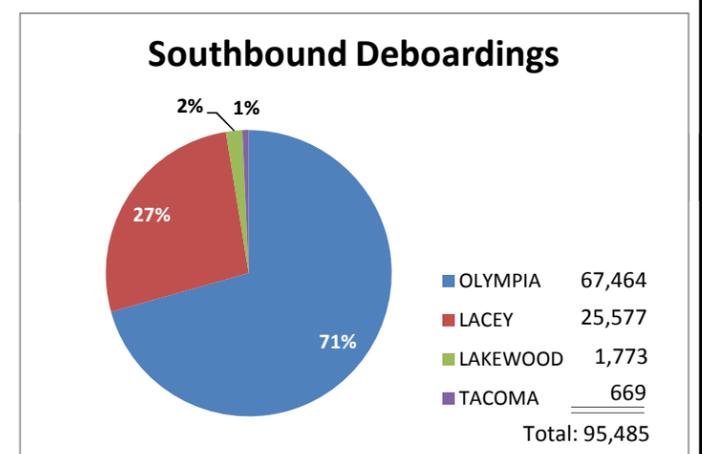
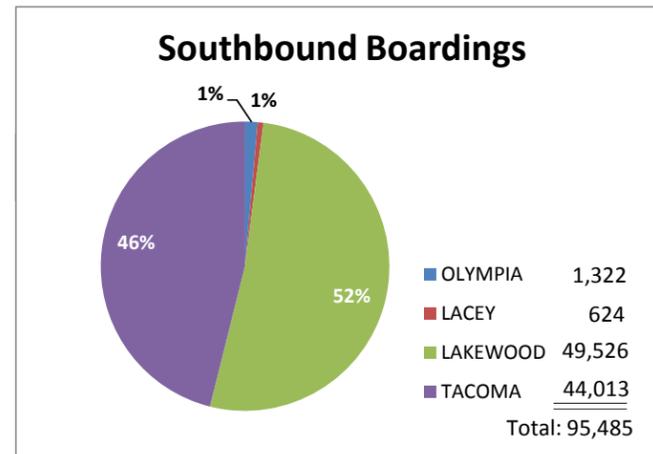
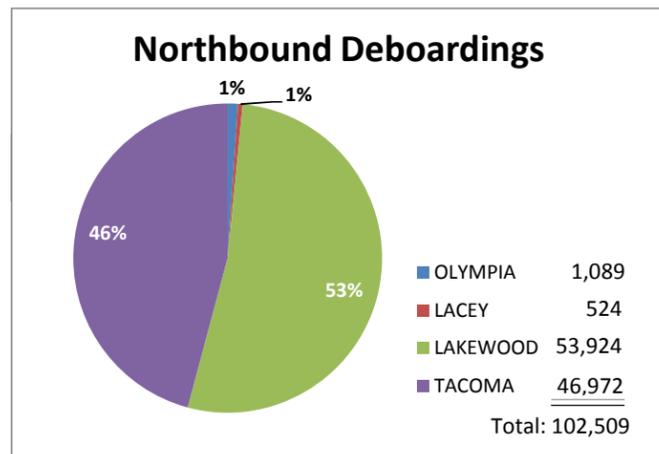
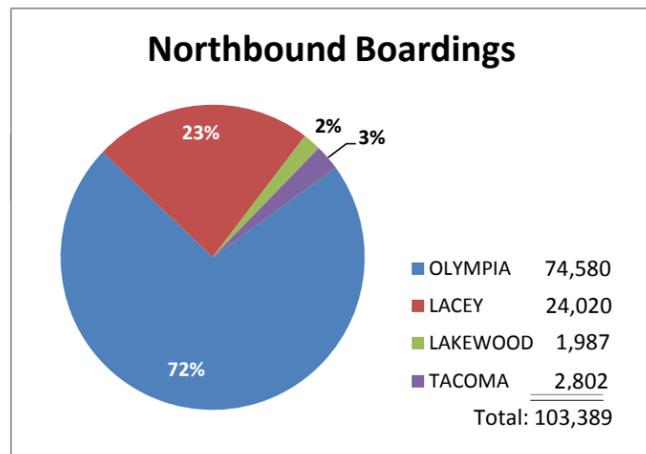
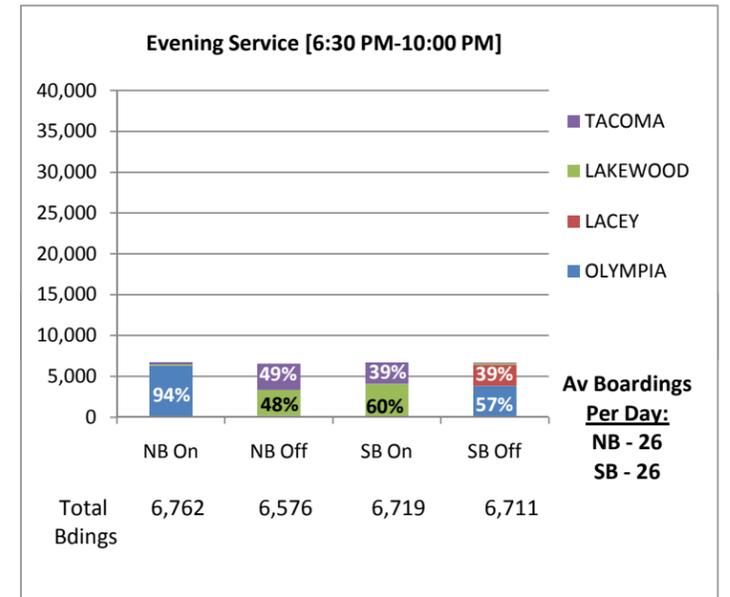
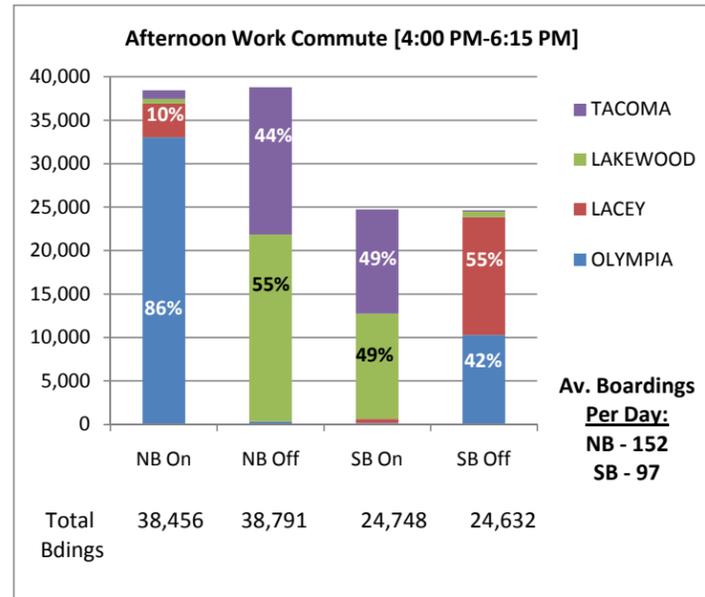
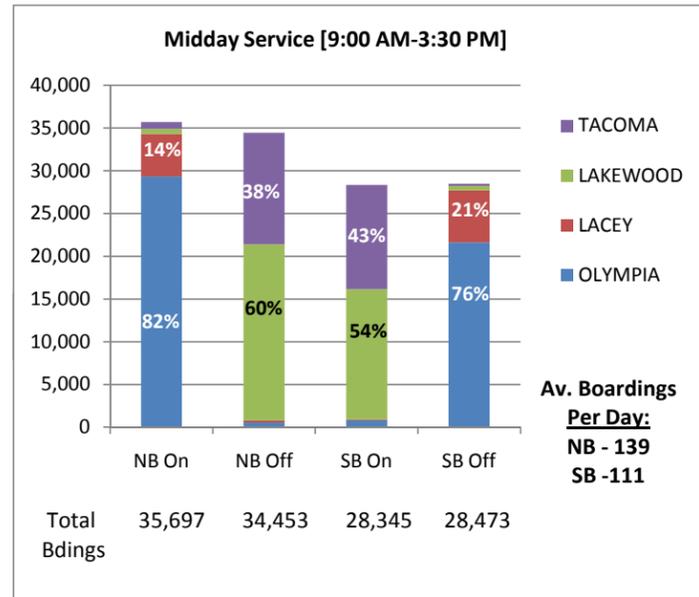
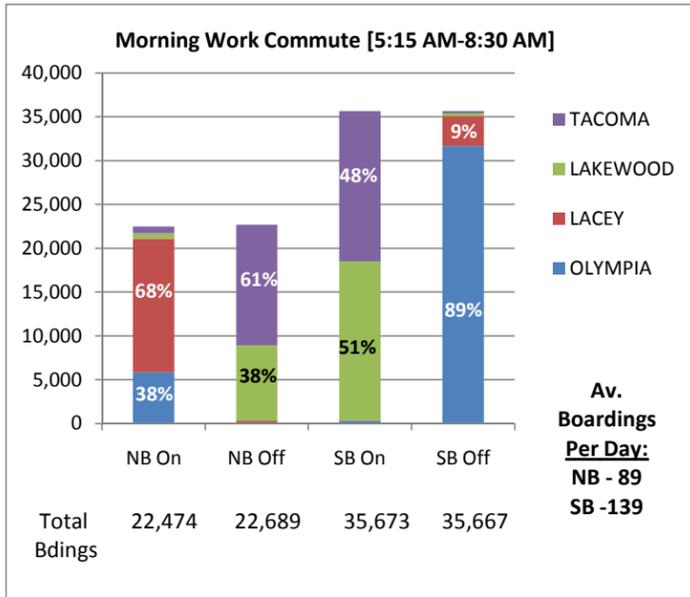
In early June, Pierce Transit announced they would eliminate their remaining eight Express trips at their October 3rd service change. Given PT's announcement and the public response to impacts on Intercity Transit's Express service, staff put together service options to consider regarding the Express service. In August, the Authority approved adding 319 service hours at a cost of \$27,094 (annualized) for the October 3rd service change. This included extending an existing afternoon northbound trip to originate from Olympia, adding a southbound evening trip, and adjusting another evening trip from Tacoma.

With the loss of PT Olympia Express service in October, boarding counts on Intercity Transit's Express service jumped significantly. Southbound trips increased almost 30% and northbound trips by 18%. Customer complaints about overcrowding streamed in. To help solve overcrowding on two trips in particular, one in early morning and the other in late afternoon, 'back-up' trips were added between the SR 512 Park & Ride and Olympia. By the end of 2011, this brought the total of Olympia Express service hours to 16,797, a 15.5% increase from the 14,537 hours initially approved in February 2011. Boardings by the end of the year showed an overall 14% average increase since the October service change. Some of this count also appears to be affected by six new Intercity Transit commuter vanpool groups that started with Olympia Express riders in the last quarter of 2011.

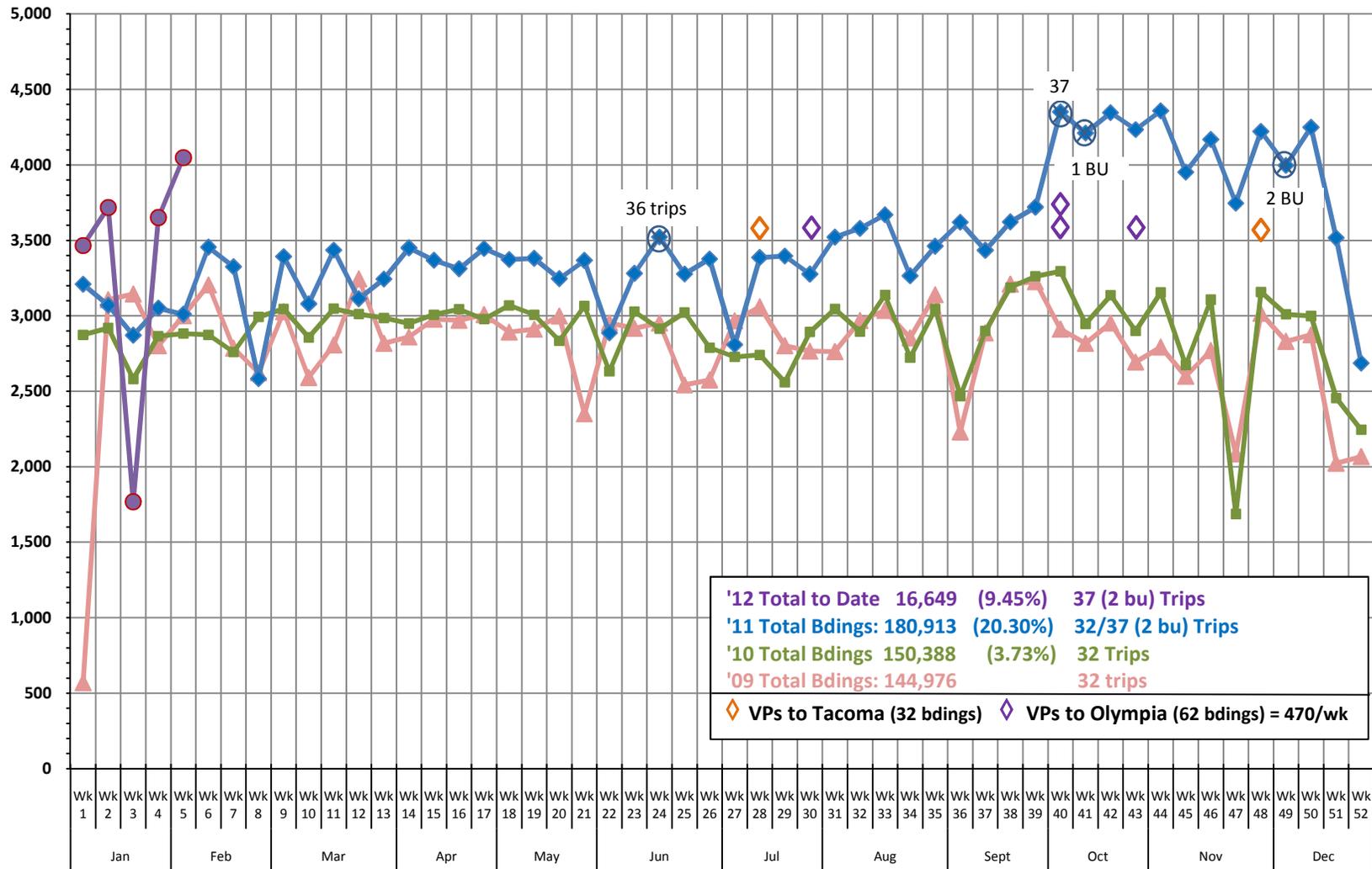
In mid-December, an on-board survey of Olympia Express customers was also conducted. Preliminary results are being compiled and will be discussed at the February 15th Transit Authority workshop.

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- 5) **Alternatives:** This is a discussion item. No service changes for the Olympia Express service are anticipated; however, changes could be implemented at the regularly scheduled dates in June or October 2012.
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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."*
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- 8) **References:** Service Hours By Route Type; Oly Express Boardings: 2009 - 2012; and Oly Express Boardings: Time of day/Origin & Destination

2011 Olympia Express: Weekday Total Boardings by Origin /Destination and Time of Day



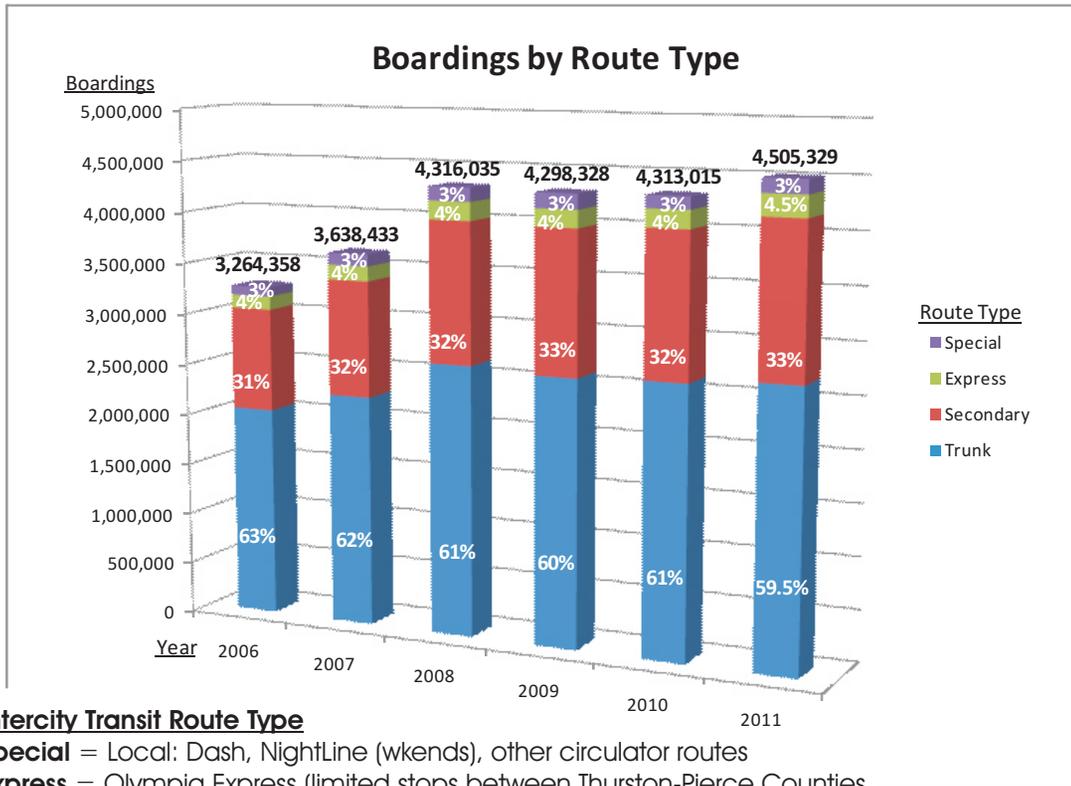
Weekday Olympia Express Boardings: 2009 - 2012



Service Hours by Route Type: 2010 - 2011

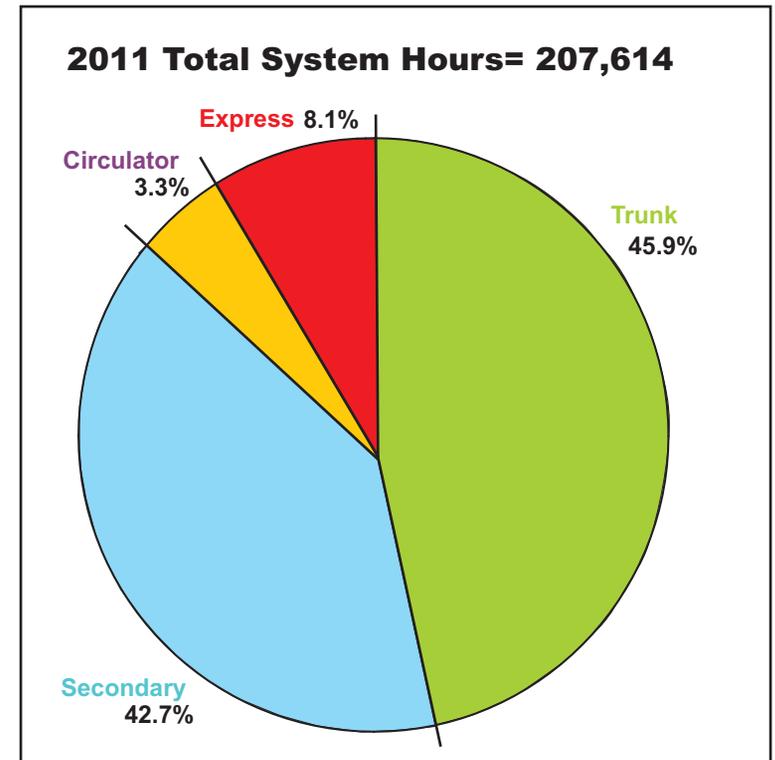
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Route Type	2010 Total	Increases in 2011				2011 Total	2012 Estimated (Annualized)
		Feb 6	Jun 12	Oct 2	Temp Back Up		
■ Trunk	92,145 45.8%	3,088	0	0	0	95,234 45.9%	95,712 45.8%
■ Secondary	86,787 43.2%	1,965	0	0	0	88,752 42.7%	89,040 42.6%
■ Circulator	8,149 4.0%	0	0	-1,318	0	6,831 3.3%	6,511 3.1%
■ Express	14,039 7.0%	498	1,849	319	92	16,797 8.1%	17,517 8.4%
Sub-total		5,551 2.7%	1,849 0.9%	- 999 (0.5%)	92 0.04%		
Total	201,121 100%	206,672	208,521	207,522	207,614	207,614 100%	208,780 100%



Intercity Transit Route Type

- Special** = Local: Dash, NightLine (wkends), other circulator routes
- Express** = Olympia Express (limited stops between Thurston-Pierce Counties)
- Secondary** = Local: neighborhood collector
- Trunk** = Local: higher frequency/arterial collector



**INTERCITY TRANSIT AUTHORITY
WORK SESSION
AGENDA ITEM NO. 9
MEETING DATE: February 15, 2012**

FOR: Intercity Transit Authority

FROM: Mike Harbour, ext. 5855

SUBJECT: Providing Reduced Price Individual Bus Tickets

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- 1) **The Issue:** The Intercity Transit Authority directed staff to investigate the possibility of offering reduced cost bus tickets to individuals or organizations in our community.
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- 2) **Recommended Action:** This is an information item.
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- 3) **Policy Analysis:** The provision of bus tickets at a reduced price will require approval by the Authority.
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- 4) **Background:** Intercity Transit began offering discounted Monthly Passes to organizations in our community in January 2011. This program was continued in 2012. In 2011, 12 organizations purchased approximately \$100,000 in monthly passes at a 50% discount. Thirteen organizations requested approximately \$110,000 worth of tickets in 2012.

The monthly pass program was an attempt to assist organizations which provided transportation assistance to clients but were facing the potential of reducing or eliminating the assistance due to state, federal and other funding reductions. By reducing the cost of passes for agency clients, agencies were encouraged to maintain transportation assistance as part of their programs. An evaluation of the program in 2011 showed a high level of satisfaction, and the program was meeting the goals of the participating agencies. The participation of all 2011 agencies in the 2012 program further illustrates the success of the program.

Intercity Transit staff approached the design of this program guided by a number of criteria.

- The program must be simple to administer and not require a significant amount of staff time. This was accomplished by having organizations purchase tickets monthly with minimal administrative requirements.

- The program should not require Intercity Transit to engage in “Needs Assessment.” The task of determining whether individuals qualify for reduced passes based on need is a difficult one, and Intercity Transit lacks the data, training and expertise to do this. The monthly pass program requires the participating agencies to determine client need, and the requirement that they cover 50% of the cost helps ensure this will be well managed.
- The program should minimize Intercity Transit’s costs while encouraging increased ridership. The program requires no direct expenditure by Intercity Transit.

Expanding this program to providing discounted individual tickets raises a number of questions or issues:

- What are the primary goals/objectives of the program?
- Who would be eligible for the passes? Should criteria for eligibility be set by Intercity Transit or should passes be made available to agencies that set their own criteria?
- Should tickets be made available only to organizations or to individuals as well?
- There would be significant demand for discounted individual tickets. How will the number of tickets to be made available be determined?
- How will the tickets be allocated among applicants?
- The reselling of individual tickets would be simple and can be expected to occur. Would and should this be acceptable?

These and other issues will be discussed at the Citizen Advisory Committee and the Authority work session.

5) **Alternatives:** This is an information item. After receiving feedback from the CAC and then conducting their discussion, the Authority may direct staff to bring this item back for further discussion and/or action.

6) **Budget Notes:** There would be a significant level of demand for individual reduced tickets and/or day passes. The program could have a significant financial impact.

7) **Goal Reference:** This item addresses Goal 1: *“Assess the transportation needs of the community;”* and Goal 2: *“Provide Outstanding Customer Service.”*

8) **References:** N/A