

Minutes
INTERCITY TRANSIT AUTHORITY
WORK SESSION
January 18, 2017

CALL TO ORDER

Chair Gadman called the January 18, 2017, Work Session of the Intercity Transit Authority to order at 5:30 p.m., at the administrative offices of Intercity Transit.

Members Present: Chair and City of Lacey Councilmember Jeff Gadman; Vice Chair and Citizen Representative Ryan Warner; City of Tumwater Councilmember Debbie Sullivan; City of Yelm Councilmember Molly Carmody; Citizen Representative Don Melnick; Citizen Representative Karen Messmer; and David Claus-Sharwark, Labor Representative (Alternate).

Members Excused: Thurston County Commissioner Bud Blake; City of Olympia Councilmember Clark Gilman; and Labor Representative Art Delancy.

Staff Present: Ann Freeman-Manzanares; Dennis Bloom; Steve Krueger; Pat Messmer; Eric Phillips; and Thomas Van Nuys.

Others Present: Michael Cade and Annette Roth, from Economic Development Council; Jason Robertson, from J Robertson & Company.

APPROVAL OF AGENDA

It was M/S/A by Citizen Representative Messmer and Councilmember Carmody to approve the agenda as presented.

PUBLIC COMMENT - None.

CITIZEN ADVISORY COMMITTEE REPORT - No report.

THURSTON COMMUNITY ECONOMIC ALLIANCE

Chair Gadman introduced Michael Cade, Executive Director and Annette Roth, Marketing & Communications Director from the Thurston County Economic Development Council, who provided a discussion about the Thurston Community Economic Alliance (TCEA) and associated strategic direction to create collective prosperity in Thurston County.

Purpose of TCEA:

1. Coordinated plan for economic development
2. Identifies goals to attract investment
3. Creates economic development partnership
4. Structures and leverages municipal-level relationships
5. Long term strategy to support and diversify the regional economy

Why Now?

1. Alignment of workforce development
2. Thurston Thrives
3. Municipal focus on economic development
4. Establishment of CB&I
5. Strategic regional partnerships
6. Next step for Sustainable Thurston

Employment/Population Trend Lines Indicate a Need to Create Jobs:

Roth said it's all about jobs and provided the following statistics:

- Between the years 2000 and 2015 the population of Thurston County increased 22%, from 207,000 to approximately 267,000. In that same period of time the number of jobs only increased 13%.
- In 2012 TRPC published a population projection for the community and they estimated about 370,000 people will live in Thurston County by 2040. Roth said after reading that report she started wondering how many jobs need to be generated in the community to keep pace with the percentage of people in the workforce now assuming they use 5% unemployment rate. They are estimating the need for 55,000 new jobs created between now and then to support those who live in Thurston County. To allow people who live here, to work here, and not travel north.
- Bringing businesses back into Thurston County and provide opportunities for larger employers or helping to foster small business entrepreneur culture that will help people start businesses and grow it.
- Cade said they track all data points. TCEA wants to understand how the economy operates on a variety of different levels. They do look at other elements (taxation, tax rates, and tax revenues).
- Roth said TCEA has been tracking some of the data points for several years. They chose the things they've been tracking based on the feedback of the people who participated.

How was TCEA Created?

1. EDC Board of Directors initiative

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2. Partnerships
3. Collaborative approach to creation
4. Community & stakeholder input and feedback

The TCEA spent about nine months to formulate the TCEA starting with a stakeholder's meeting. They held facilitated conversations and individual interviews with 80 different people from school districts, colleges, major employers, and other interested community citizens interested in economic development to get feedback. TCEA tried to make it a collaborative approach, to do the work in the way the community wants it.

Citizen Representative Warner arrived.

Five Focus Areas within the Plan

1. Career pathways and workforce readiness
2. Traded sector industry growth and innovation
3. Small business and entrepreneurial resources
4. Infrastructure, policy and funding coordination
5. Brand development, partnership and communication

Cade said what TCEA identified within the five focus areas within the plan are partnerships that will help with the work (i.e. Chambers of Commerce, TRPC, Workforce Development Council, etc.). TCEA will do a majority of the work, but they are asking partners to recognize TCEA will help support their work. The elements of the plan are TCEA will work together but recognize these elements are important, and want to make a difference in how they do community development in Thurston County.

Cade said one of the questions TCEA asked during the interviews was, "Who needs to be the keeper of the plan; and who needs to do it?" He said 99.9% of all responses were the EDC needs to be the keeper of the plan, and manage the data, and orchestrate the work effort and understand where it fits within the bigger picture. The doers - the workers will be the agencies who signed on as partners.

What will happen as a result of TCEA?

1. Company headquarters into Thurston County
2. Coordinates business retention actions
3. Drivers infrastructure funding
4. Social and economic data points to identify growth in economy
5. Creates mechanisms for technology transfer; commercialization

Roth reviewed the implementation structure. They plan on having Lead and Support Partners that focus on each of one of the five focus areas and those people help move the group forward. They will be in partnership with members of the TCEA Board of Directors, who will be assigned to one of the focus areas, as well as other community partners. There is a plan to prepare an annual report at the end of each year to show the data point measurements showing progress.

Roth explained the plan will not:

- Supplant organizational efforts;
- Replace partner authority as it relates to economic development;
- Superimpose the goals onto other organizations;
- Propose new form of governance; or
- Replace the basic operations of the EDC.

Roth said the income to support the plan comes from federal grants. To support Economic Development activities not feasible under the EDC funding model, they created a Strategic Investment Fund. This can include trade shows and association meetings, materials development to support infrastructure funding applications, and other actions directly related to adopted Alliance initiatives.

Chair Gadman invited Cade and Roth to attend a future work session meeting to devote more time on this topic. This will allow the Authority time to formulate questions.

Melnick asked about “clustering” and how that’s analyzed and fits into the plan. Cade said they identified through work at the Pacific Mountain Workforce Development Council how the economy operates and what the six major drivers of the economy are outside of government. They know the data about how things relate to each other. The six basic sectors are food production, wood, chemicals/plastics, health care, information technology and tourism.

Gadman asked if any developer ever considered that for a \$300,000 investment they could get their employees to their front door by bus. Cade replied yes and no. He said one of the things that make this community attractive is the infrastructure in place. TCEA believes they can bring this type of conversation to the table.

2017 PROCUREMENT PROJECT REVIEW

In the interest of time to remain on schedule, Chair Gadman asked for a motion to move this agenda item to the February 1, 2017, Authority meeting.

It was M/S/A by Citizen Representative Melnick and Vice Chair/Citizen Representative Warner to move the 2017 Procurement Project Review agenda item to the February 1, 2017, Authority meeting.

SHORT/LONG RANGE PLAN & COMMUNITY CONVERSATION

Director of Development, Eric Phillips and Planning Manager, Dennis Bloom provided an update on current efforts to develop both a Short and Long Range Service Plan, including a significant outreach effort known as a Community Conversation, to engage a broad public participation in identifying and setting future priorities for Intercity Transit.

Phillips provided a recap in terms of the process. He considers the regional buy-in (acceptance, adoption and approval of regional plans) to be most important. There is the need to extend the range of the short range planning and create a long range plan. There have been several discussions with the Authority, and now it's time to pull it all together. The agency engaged the help of Thomas Wittmann from Nelson Nygaard to provide a technical review and evaluate the effectiveness and efficiency of the current fixed-route serve in order to develop options for future service improvements over the next six years. His review included strategies for implementing the policies into local land use processes. Wittmann will also lead a long range planning effort to consider possible future service scenarios over the next 25 years.

Phillips said in addition to Wittmann, Jason Robertson is also on board to lead a public outreach effort to engage stakeholders and the public to identify priorities and a path to accomplish those goals. Staff also rearranged the work program to make sure the Planning, and Marketing and Communications staff has the proper resources.

Phillips said they also discussed the process with the Citizen Advisory Committee at their January 9 meeting, and received interesting feedback about the planning process. One of their recommendations was to keep it simple.

Bloom referred to a handout of a timeline and details of the technical aspects to be accomplished over the next 12 to 15 months. He also referred to another handout prepared by Thomas Wittmann.

Bloom said staff is kicking off the first quarter with an Existing Conditions Analysis. Wittmann will audit the current routes and how they are performing (staying on time; ridership patterns, what's successful about the routes now; current gaps; and what considerations there are for the future). The short range plan is six years and the long range plan goes out to 2040. The first quarter through the middle of the second quarter

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looks at the different aspects of existing service. The Market Research should be completed by 2018. There will an internal process established to allow feedback from the Operators.

All of this flows into the development of a short range plan. It develops a short-term 6-year plan looking at a modified span of service, modified service frequencies, running times, etc. It looks at opportunities to extend service (trip tracking), and northeast Lacey is on the list; and people who live in the newly annexed areas. From that, operational plans will be generated.

The process includes generating operations plans, looking at options on how to take the 6-year plan forward. There is the understanding there are current constraints in terms of the capital budget. There are constraints due to the current facility limitations, and this becomes part of the puzzle. All of this data will be brought before the Authority for future discussion, and out of that process is the community conversation.

Bloom introduced Jason Robertson from J Robertson & Company. Robertson said the community conversation is different from the traditional short/long range planning process. It's looking beyond the 25-year planning horizon, held in a simple way. It's a conversation not just about buses, but transportation more broadly - how do people get around; why does it matter; what are the priorities and preferences; and ultimately how do we get there with limited resources.

Robertson said this will require "taking the show on the road." It's about talking to the public about the situation and conditions for transit, forecasts, and having questions for them. It's finding different ways to engage the public. Examples include a speakers' bureau; brief presentations; idea boxes with forms at transit stations and coffee shops; online surveys. Robertson feels the best mechanisms are called intercept surveys - going where the people are - making Board Members active participants. These types of surveys are good because you go out with a clipboard and ask people questions, and people like to be asked their opinion. Thereafter, Robertson organizes the information into themes and comes back to the Authority to interpret what the public is saying and turns that into policies or actions.

Bloom said part of Wittmann's work is to look at all mobility options. There are many variations of options as technology changes -- people use their Smart devices and phones to connect with other accessible vehicles, and there are many variations on what future technology might bring. Another big piece of Wittmann's work is to look at the future of land use.

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Messmer noted that TRPC just completed a 40-year plan and made online comments available. She said that would be a good place for people to deposit their thoughts and comments. She said going out to the high schools would be fun and interesting for future riders. Messmer would be happy to participate in that outreach. She also recommended notifying the jurisdictions when it happens.

GENERAL MANAGER'S REPORT

On January 17, 2017, Freeman-Manzanares dropped Intercity Transit's Bill Sponsor sheets for HB 1410 and SB 5288 for the sales tax authorization in the Bill Hopper on the Capitol Campus.

Freeman-Manzanares said the February 1, 2017, Authority meeting will include the Board reorganization, where members will vote for a new Chair and Vice Chair, and new committee assignments will be designated for TRPC, TPB and the Intercity Transit Pension Committee.

Director of Finance and Administration, Ben Foreman and Village Vans Supervisor, Erin Pratt are retiring March 31, 2017.

Staff is in the process of restructuring the administrative functions for the agency. Heather Stafford-Smith, HR Director, will lead the Administrative Services Department which consists of Human Resources, Finance and Information Services.

There have been complaints about the "Abortion Stops a Beating Heart" ad that has been advertised on the buses during the month of January. The ads have been placed on the buses for a number of years. The ad is scheduled to be pulled by the end of the week which is the conclusion of their paid advertisement time. Freeman-Manzanares reminded the Authority that the agency's transit advertising contract allows for both commercial and non-commercial products, services and issues to be advertised on the outside of the buses. The outside of buses is considered a "public forum" and as such, issues relating to protected speech apply. Because of this, Intercity Transit does not make judgement calls regarding the value, validity or whether or not we agree with an advertisement.

If an ad is for non-commercial purposes, the agency requires there be a "Sponsored by" line on the advertisement itself. This applies to ads for non-profit campaigns, community events and ads for political candidates or political issues.

Freeman-Manzanares reminded the members that the agency may receive ads that some might consider controversial. The agency is currently under contract for transit advertising services and that contract expires this year. The Authority does have the

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option of discontinuing advertisements on Intercity Transit buses. The agency earned \$365,207 from the advertising contract in 2016. These dollars go into the general fund to support the operation of transit service. The consensus thus far is it's a good source of revenue to help support service to the community. If the ITA feels differently about the benefits of moving forward with a solicitation for transit advertising services, please let us know that. There was general consensus among ITA members present that staff should move forward with a solicitation.

AUTHORITY ISSUES

Messmer said Marc Daily was offered the Executive Director position at TRPC. There is no news whether he accepted the offer.

Sullivan said during the January 17 Tumwater City Council meeting, members received a presentation by the City of Lakewood's South Sound Military and Communities Partnership, and they listed the participating partner organizations, including Sound Transit and Pierce Transit. Sullivan kept mentioning Intercity Transit's involvement in traffic mitigation efforts but they didn't seem to be recognized by the SSMCP representative. Sullivan asked if Intercity Transit has had any conversations or involvement with group regarding IT's participation. Bloom said that staff has actively participated in their Transportation Committee meetings and research effort over the past few years and we remain involved when those are convened. The last one was held this past November. Freeman-Manzanares mentioned we have a connection through other local organizations that are members such as TRPC and Thurston County with ITA member Commissioner Blake. Sullivan stated the presentation likely only referenced organizations that are paid members and that we should likely consider participating at that level. There was a general consensus among ITA members present that we should look into the opportunity. Gadman would like the agency to pick a level with South Sound Military because it is important to have Intercity Transit's name on that list.

Freeman-Manzanares said IT is active in the Lacey South Sound Chamber, and they have a military commitment.

Carmody reminded the members about the upcoming Nisqually Valley Home and Garden Show taking place on April 29 and 30 being held in Yelm. She would like Intercity Transit to participate as it is the biggest gathering in Yelm.

ADJOURNMENT

With no further business to come before the Authority, Chair Gadman adjourned the meeting at 7:32 p.m.

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Jeff Gadman, Chair

Date Approved: February 1, 2017

Prepared by Pat Messmer, Recording Secretary/
Executive Assistant, Intercity Transit

ATTEST



**Pat Messmer
Clerk of the Board**

