

**INTERCITY TRANSIT  
COMMUNITY ADVISORY COMMITTEE  
AGENDA  
January 8, 2018  
5:30 PM**

**CALL TO ORDER**

- |              |  |                |
|--------------|--|----------------|
| <b>I.</b>    | <b>APPROVE AGENDA</b>  | <b>1 min.</b>  |
| <b>II.</b>   | <b>INTRODUCTIONS</b>   | <b>1 min.</b>  |
|              | <b>A. Intercity Transit Authority Representative CLARK GILMAN</b><br><i>(Sue Pierce)</i>   |                |
|              | <b>B. Welcome to new CAC members CARLA DAWSON, LINDA VAIL,<br/>SCOTT PARIS, JUSTIN BELK AND WALTER SMIT</b><br><b>Member/Staff Self-Introductions:</b> | <b>30 min.</b> |
| <b>III.</b>  | <b>MEETING ATTENDANCE</b>  | <b>3 min.</b>  |
|              | <b>A. January 17, 2018, Work Session</b> <i>(Billie Clark)</i>   |                |
|              | <b>B. February 7, 2018, Regular Meeting</b> <i>(Victor VanderDoes)</i>   |                |
|              | <b>C. February 21, 2018, Work Session</b> <i>(Michael Van Gelder)</i>  |                |
| <b>IV.</b>   | <b>APPROVAL OF MINUTES - November 20, 2017</b>   | <b>1 min.</b>  |
| <b>V.</b>    | <b>NEW BUSINESS</b>  |                |
|              | <b>A. YOUTH EDUCATION PROGRAM UPDATE</b> <i>(David Copley)</i>   | <b>20 min.</b> |
|              | <b>B. OPERATIONS VIDEO UPDATE</b> <i>(David Dudek &amp;<br/>Ann Freeman-Manzanares)</i>  | <b>30 min.</b> |
|              | <b>C. DISCOUNTED BUS PASS PROGRAM UPDATE</b><br><i>(Ann Freeman-Manzanares)</i>  | <b>10 min.</b> |
| <b>VI.</b>   | <b>CONSUMER ISSUES - All</b>   | <b>20 min.</b> |
| <b>VII.</b>  | <b>REPORTS</b>   |                |
|              | <b>A. December 3, 2017, Regular Meeting</b> <i>(Jonah Cummings)</i>  |                |
|              | <b>B. January 3, 2018, Regular Meeting</b> <i>(Jan Burt)</i>   |                |
|              | <b>C. General Manager's Report</b> <i>(Ann Freeman-Manzanares)</i>   |                |
| <b>VIII.</b> | <b>NEXT MEETING -February 12, 2018.</b>  |                |
| <b>IX.</b>   | <b>ADJOURNMENT</b>   |                |

**Attendance report is attached.**

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*For questions, or to file a complaint, contact Intercity Transit customer service at 360-786-1881 or by email to [TitleVI@intercitytransit.com](mailto:TitleVI@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**  
**November 20, 2017**

**CALL TO ORDER**

Chair VanderDoes called the November 20, 2017, 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; Mitchell Chong; Billie Clark; Denise Clark; Jonah Cummings; Peter Diedrick; Ursula Euler; Tim Horton; Marie Lewis; Joan O'Connell; Sue Pierce; Carl See; and Walter Smit; Michael Van Gelder.

**Members Not Present:** Leah Bradley; Ariaah Perez; Marilyn Scott; Austin Wright; Lin Zenki.

**Others Present:** Authority Chair, City of Tumwater Councilmember Debbie Sullivan

**Staff Present:** Ann Freeman-Manzanares; Pat Messmer; Carolyn Newsome; Eric Phillips; Rena Shawver.

**APPROVAL OF AGENDA**

Chair VanderDoes announced the following amendments to the agenda:

*Jessica Gould is unable to attend this evening and the Youth Education Program Update will be moved to the January 8, 2018, meeting.*

*Walter Smit will provide a committee report on the October 18, 2017, Authority meeting; and Sue Pierce will report on the November 1, 2017 meeting.*

**It was M/S/A by Joan O'Connell and Michael Van Gelder to approve the agenda as amended.**

**INTRODUCTIONS**

**VanderDoes introduced Authority Chair, City of Tumwater Councilmember Debbie Sullivan.**

**RECOGNITION/FAREWELL CELEBRATION**

**A. Proclamation and Recognition.** Chair VanderDoes read a Proclamation of Appreciation for outgoing CAC members Mitchell Chong, Carl See, Ariaah Perez and Leah Bradley. The meeting recessed at 5:35 p.m. for refreshments.

*Chair VanderDoes reconvened the meeting at 5:43 p.m.*

**MEETING ATTENDANCE**

- A. December 6, 2017, Regular Meeting** (*Jonah Cummings*)
- B. January 3, 2018, Regular Meeting** (*Jan Burt*)
- C. January 17, 2018, Work Session** (*Billie Clark*)

*Denise Clark arrived.*

## APPROVAL OF MINUTES

It was M/S/A by Ursula Euler and Denise Clark to approve the minutes of the October 16, 2017, meeting.

## NEW BUSINESS

- A. **SURPLUS VAN GRANT AWARDS** - (*Carolyn Newsome*) - Vanpool Manager, Carolyn Newsome, provided an update on the Surplus Van Grant Program. She provided an overview of how the program works.

The review team consisted of the General Manager Ann Freeman-Manzanares, former CAC member Meta Hogan, and Newsome, and they evaluated 16 applications received by the October 11 deadline. This was the most number of applications ever received. Utilizing selection criteria including, community benefit, passenger trips provided, coordination of services and ability to maintain vehicle and service, the team recommended award of vehicles to the *City of Lacey Veterans Services Hub, Community Youth Services, Senior Services for South Sound, TOGETHER! and Yelm Senior Services*. The review team also recommended two additional groups. *The Thurston County Food Bank and Wa-Ya Outdoor Institute* both have worthy programs and demonstrate community benefits. **The Authority approved grants to all seven applicants.** There will be a celebration at the January 3, 2018, Authority meeting whereby the recipients will attend and give a brief history about their organization and how they plan to use the vans.

Newsome provided highlights of the agency's receiving a van:

**City of Lacey Veterans HUB** is located across the street from the Lacey Transit Center and will transport disabled, elderly and disabled veterans to the American Lake Veteran's Administration. Their vehicle will also meet the Rural Transportation Bus to connect with people coming from the south county. Newsome said she is only a few years from retirement, and upon retiring she will volunteer to drive vans for the HUB.

**Community Youth Services** has received grants in the past and they work with low income and at-risk youth, aged 12-24, to overcome impact of abuse, abandonment and the stigma of poverty and homelessness.

**Senior Services for South Sound** transports seniors to activities such as the Senior Nutrition Program, Services to at Risk Seniors (STARS) and Adult Day Care and Respite Programs.

**TOGETHER!** transports low income, rural and at-risk youth and families to community events, Learning Centers and medical, vision and dental appointments.

**Yelm Senior Center** provides rides to Yelm Senior Center for vital social services, supporting senior's health, dignity and independence. It allows seniors to participate in events that enhance physical and mental health of participants.

**Thurston County Food Bank** transports volunteers and clients to gleaning locations in rural areas, providing 30,000 pounds annually of gleaned produce to Thurston County residents in need.

**Wa-Ya Outdoor Institute** offers positive, low-cost after-school activities and education for low-income, at-risk Native American youths.

Newsome said the vans will be identified by the Intercity Transit “swoosh” symbol. She noted the surplus van grant program will result in lost revenue to Intercity Transit from the sale of surplus vans. This is estimated at \$10,000 per vehicle for a total of \$70,000 for the seven vehicles.

O’Connell commented that having the Intercity Transit symbol on the vans will help to get the word out about the program and will encourage taking better care of the vehicle.

**B. MARKETING PRESENTATION** – (*Rena Shawver*) - Marketing Manager, Rena Shawver, provided an overview of the marketing, communications and outreach division and the projects they have been working on, along with the philosophy they are bringing to the marketing program.

Shawver showed a PowerPoint presentation about the social marketing direction, making an impact, and changing behavior to encourage ridership.

Social marketing is all about influencing behaviors.

There are six areas they are looking at:

1. Is there an exchange (What’s in it for me?). There has to be something tangible in it for the customer.
  - a. The benefit of new behavior must be greater than status quo to motivate the change.
2. Is what we’re doing customer oriented?
  - a. Need to find and remove barriers for customers to improve ridership.
3. Dealing with a segmented audience.
4. Are we setting our product, price, the place where we deliver our product and promotion based on the principles above?
5. Are we doing market research that drives our decisions and allows us to know our customers well?
6. Are we sending measureable result objectives so that we can evaluate the outcome?

The exchange theory is critical because this is where the behavior change takes place. The benefit is the new behavior must be greater than the status quo to motivate the change.

Vanpool rider example: Research shows riders top reasons for vanpooling:

- Save Money: \$400/mo on 50 mile/RT commute
- Reduce Stress: read, sleep, let someone else drive

Bus Service – we need to ask ourselves:

- Is the benefit of the new behavior to ride the bus greater than status quo of current commuters?

In social marketing you need to be customer oriented.

- Need to find and remove barriers for customers.
- Vanpool example for business – challenges they face and benefits we offer:

- I-5 congestion
- Recruitment/retention
- Parking
- Tax benefit
- Worker productivity

Intercity Transit needs to reframe the conversation with state agencies and future reduction to the business community and speak in their language. How can we benefit? How can our services benefit them?

Lastly, think about the barriers for bus riders.

The University of Washington developed a theory about changing citizen behaviors. When communicating with people about any topic, 16% will say show me; 68% say help me; and 16% say make me. With most commuters Intercity Transit will be in the 68% group. When the agency starts thinking about services, how are we going to help the customer understand and reach our services?

The Intercity Transit website is a tremendous tool and could be even better. Marketing is looking at it in terms of user-centered design and analytics - how many people are visiting the web pages. Currently, about 40,000 people a month between the ages of 18 and 35 years old are accessing the IT website, and the most looked at area is the Route Finder/Scheduling. Also 60% users of the website are accessing the website through mobile devices. However, not all of the web pages are set up for mobile adaptive pages.

IT needs to look at introducing e-Commerce, to offer ticket purchasing online. And many people are used to getting information through video. Shawver played a short video clip advertising IT's Vanpool.

IT is looking at segmented audiences such as the 200 state agencies IT works with so they can take the material and place it in a newsletter or push it out through their channels.

There are 1,000+ non-CTR businesses in Thurston/Pierce Counties. There was an article published in FTE News Magazine featuring three state employees and their testimonial on why they vanpool.

The media market is dissolving. IT is trying to communicate with a community of 285,000 but doing it with less media channels - in terms of traditional media channels and more in terms of digital channels. IT is boosting posts on Facebook; looking at texting Rider Alerts - many riders are asking for texts when there are road closures and reroutes; exploring more digital channels; and meeting with partners. IT is reframing the conversation. Instead of them saying will you do this for us, IT is asking them what can you do for that exchange to help IT reach your customer base. This has been fairly fruitful.

Promotion isn't done in isolation. There is a multimedia mix in conjunction with the product (services), and how much we're charging, where it's being delivered and the promotion comes in at the end. It's looking at the whole service line.

In terms of measurable results, IT is questioning all activities against measurable objectives. Can IT show there is an increase in ridership as a result of the social activities being offered? Is IT setting goals? IT has been down 40 vanpools in the last two years. Are the CTR tabling

events at state agencies worthwhile versus empowering ETCs to be better advocates and gain the ear/support of their directors to push messages to agency employees? Some ambitious goals include making 50 new business contacts by January 26, 2018; and to recruit 20 new vanpools by the end of FY 2018. IT also needs to ask what will measurably boost transit ridership?

IT continues to leverage partnerships. For example the Timberland Regional Library is selling bus passes. They have 120,000 customers in Thurston County in which they have email addresses for 50,000 of them. South Puget Sound Community College pushed out the IT Road Trip Survey to 6,000 students and asked IT to create a card with a QR scan so students can scan the card and go directly to the survey. SPSCC is doing an eBlast out to their student population; and they are showing a video on taking the bus.

The City of Tacoma contacted IT saying they were doing a project with Americorp, doorbelling in six communities connecting citizens to some of their community services. IT put together a brochure and they went doorbelling to 2,000 south Tacoma residents twice.

Poetry on the Bus is another example of partnering. The City of Olympia contacted IT and said they had a Poet Laureate and would like to place poems on IT shelters and buses.

Take Aways from this presentation include:

1. Moving behavior is not a sprint, but a marathon – staff hasn't looked at the bus service yet and Shawver is excited to get into that; but instead are working on vanpool and have three promotions planned for 2018. The promotions will be in all of the business publications; at the EDC Expo first week in December; in the Business Examiner and Thurston Talk; letters are going out to Chamber members; ads are going into Voice Magazine/Thurston Chamber and radio ads are going on now for vanpooling.
2. Takes a lot of thoughtful planning and effort. It's a focused campaign that will help move behavior.
3. Must be targeted and measurable.
  - a. Parades, give-aways, BBQ events – how do we measure the impact of those on ridership?
  - b. Good relationship building with partners and fun for children?
4. Must address customer barriers to be able to change behavior. What do they need and want to be able to ride our services.
5. Must trust the research.

The Marketing/Communication/Outreach Department is fully staffed and the team consists of:

Marketing/Communication:

Nicky Upson – MCO Coordinator  
Ally McPherson – MCO Representative

Youth Education and Bike Commuter Outreach:

David Coppley – YEP Assistant  
Duncan Green – BCC Assistant  
Jessica Gould – YEP Specialist

Supplemental support:

Agencies, Interns, AmeriCorp

See asked how the CAC could be part of that outreach, because they are a natural extension as community members and already in place structurally. Shawver said the CAC can be a sounding board for any kind of ongoing campaign; and be key communicators in the community to carry the messages forward.

**C. ELECTION OF OFFICERS** - (*Victor VanderDoes*) - The CAC held new officer nominations at their October 16, 2017, meeting and Sue Pierce was nominated for the Chair position; and Austin Wright was nominated for Vice Chair, and both accepted the nomination. VanderDoes explained that after some research, Pat Messmer found that according to Robert's Rules of Order, "If only one person is nominated and the bylaws do not require that a ballot vote be taken (which the CAC bylaws do not), and there are no further nominations, the Chair can simply declare that the nominee is elected." Therefore, Chair VanderDoes declared Sue Pierce the new Chair and Austin Wright the new Vice Chair, effective at the January 2018 meeting.

**D. CAC NAME CHANGE CONVERSATION** - (*Carl See*) - At a previous meeting, See proposed a name change from "Citizen" Advisory Committee to "Community" Advisory Committee. The reason for the request is due to confusion over the word "citizen" since it is not a requirement that members of the committee be a citizen of the United States. At that meeting it was asked how much staff time and cost would be associated with a name change. VanderDoes said staff reported it would take approximately four hours of staff time to alter documents and change the website. There was also a question about the definition of the word "citizen." VanderDoes read the three definitions: (1) an inhabitant of a particular city or town; (2) a member of a state; (3) a native or naturalized person who owes allegiance to a government and is entitled to protection from it.

See said it's a good policy change to "Community Advisory Committee" because it's a clear representation of who the "body" is and takes the confusion away from what the word "citizen" refers to. He felt it was an affordable change and something that could be visibly measured. VanderDoes mentioned that he typically refers to the group as the Community Advisory Committee already.

**See made a motion to recommend the Authority officially change the name of the Citizen Advisory Committee to the Community Advisory Committee. Van Gelder seconded the motion. The motion passed unanimously.**

Freeman-Manzanaras will take this recommendation before the Authority in January, 2018.

## CONSUMER ISSUES

VanderDoes referred to the video clip in the Marketing presentation, and said he noticed most people who are on the internet like YouTube videos, and there are advertisements that precede these videos that can be skipped. VanderDoes suggested placing these types of ads for services like vanpool on the IT website. This would provide some education to the consumer about Intercity Transit.

Pierce suggested something like that should be intermittent so not to annoy people.

D. Clark said during the Marketing presentation Shawver noted the IT website had over 40,000 hits for route information, which indicates those are current customers and not those who do not currently ride the bus. Place ads at other locations on the website. It would need to be

strategic and well thought out where people are going for information. However, be careful because people who are looking for route information do not want extra clicks. The goal is to bring in new customers.

VanderDoes said that would be measureable because you'd be able to tell who uses the three second escape versus who views the entire ad.

Chong said Facebook and Twitter have trending news using a side bar. Perhaps add a side bar on the Intercity Transit website that would have trending information such as short videos of community events or other transit-related events.

Shawver appreciates all of the suggested ideas. She said a year ago, the agency migrated from SharePoint to a new web platform called Drupal. Staff is working to bring in a Drupal design expert to help set up the website so that it looks like other transit agency websites whereby upon landing on our website, there are no clicks – just go straight to the route finder from the main page. Staff is looking at a user-friendly design that allows the consumer to get to the information more quickly.

Diedrick said he rides the Dash frequently and he's heard multiple people mention how great the IT service is, and how they wish they could tell someone how much they appreciate it. It was suggested he relay the comments himself, or encourage others to fill out a customer comment card or connect via email or phone.

Van Gelder said he receives comments about the Dash schedule. He said most people think of a bus as having a schedule and he believes not having a schedule for Dash prevents people from riding it more often. It would be useful to have more marketing geared towards the Dash, especially since there's a large customer base on the Capitol Campus.

Pierce suggested placing a notice or schedule on the bus or at the bus stop with an approximate time frame.

VanderDoes suggested putting signage that reads the Dash runs every 10 minutes on the side of the bus in big letters. Freeman-Manzanares said the Dash schedule fluctuates depending on the Legislative session - Sometimes it is 15 minutes - sometimes 12 minutes.

Shawver said this conversation exemplifies the example of a customer barrier and reliability of service. The easier IT's schedules are to follow, it removes a barrier for customers to remember how to get where they need to go.

Euler said using simple words like "hop on/hop off" in the name of the service could help demonstrate how to use the bus.

Cummings asked if the Dash has One-Bus Away integration. Smit said yes it does, however, the Tacoma links do not.

Lewis said there's a bus shelter across the street from the Shag Apartments and she's pretty sure there is a schedule for the Dash at that stop.

See said he was in Spokane Valley and rode Spokane Transit where they are marketing a High Performance Transit Network which is a series of local and regional transportation corridors offering frequent, reliable, all day mass transit service. As a whole, the service provides a higher

level of mobility, allowing customers greater access to the public transportation system and the ability to reach more destinations. One main goal of the HPT is to establish a high level of connectivity. Bus, Paratransit and Vanpool services are provided, but will operate with enhanced efficiency. Intercity Transit isn't ready for bus rapid transit in the true sense. But if you call it high performance you're telling people what to expect to see when they use that service.

D. Clark thought she heard on radio that the Olympia City Council would provide free bus passes for city employees. Freeman-Manzanares said IT has a contract with the city for its employees. The newest decision the Council approved was 100 free bus passes for the employees of businesses in the downtown area. The City is working on how that delivery mechanism will work. The goal is to free up parking spaces.

## REPORTS

- A. October 18, 2017, Work Session** (*Walter Smit*) - Smit reported there was approval for a salary increase for specific non-represented employees in the amount of \$43,000; the Authority approved a contract in the amount of \$509,375 for the OTC expansion project; scheduled a public hearing the 2018-2023 Strategic Plan; performed a second review of the 2018 Draft Budget; reviewed the goals and end policies; the Timberland Library is selling bus passes; the state audit report will be released the end of November; the Pattison Street underground storage tank construction is moving along smoothly.
- B. November 1, 2017, Regular Meeting** (*Sue Pierce*) - Pierce reported the Authority received the Surplus Van Grant Award update; the Marketing presentation; the appointment of the new CAC members were announced. Smit will continue with the CAC for a three-year term and Wright was reappointed in the youth position; the procurement policy was increased to \$100,000; and new customer service reps were introduced.
- C. November 15, 2017, Work Session** (*Ursula Euler*) - Euler said one person provided public comment disagreeing with advertising using the bus reader boards; there were two public hearings (Draft Strategic Plan and 2018 Budget); there was a presentation on the Youth Education Program; a contract award for the Tumwater Square station; Authority members provided a debrief on the APTA Annual Conference; Freeman-Manzanares reported tours of the IT facility by local politicians.
- D. General Manager's Report** (*Ann Freeman-Manzanares*) - Freeman-Manzanares said staff is actively pursuing the local options bill for an additional three tenths of one percent and talking about continuing funding for Dash as well as for the Pattison Street Facility. The cost of the next phase of this facility is \$27.5M attempting to leverage state, local and federal dollars.

We are providing tours of the Pattison Street facility to a number of state legislators. Freeman-Manzanares encourages the CAC members to contact their state legislators and talk about how helpful the Dash service is.

IT has a partnership with DES. DES permits people coming onto the state capitol campus to do rallies during the legislative session. With the permit information that goes out to those permit users, there is information about all of IT's services including the Dash service.

Construction is moving ahead on the Pattison Street underground fuel tanks, and completion is expected in May 2018.

The Olympia Transit Center project is moving along. The architect and project manager will attend the December 6 Authority meeting to update the Authority on the design prior to advertising for a GCCM (General Contractor Construction Manager) firm.

Vanpool promotions are underway. There are four new vanpools. Staff is leveraging more partnerships with this campaign and working with Carolyn Newsome's team, the chambers of commerce, and the Economic Development Council. Staff has spent a lot of time working with CTR effective worksites – worksites with 100 or more employees. Statistics show the number of private businesses is far greater and IT has not marketed to them. Staff is hoping to conduct more broad-based informational campaigns.

Regarding the short and long range plan – 3,500 surveys were returned and over 10,000 comments. Staff is moving into the next phase which involves an advisory group made up of thirteen people from throughout the community who can ensure that as IT is developing these alternatives for the community to consider.

There were two public hearings – for the 2018 Budget and the Strategic Plan. One person submitted a written comment for the Strategic Plan indicating he was glad that IT is diving into the service and looking at what can be done differently.

The first holiday parade is Sunday, November 26 starting at 3 p.m.

The Annual Holiday Banquet is Friday, December 8 from 10 a.m. to 4 p.m.

Staff is filming the “Day in the Life of a Bus” on Tuesday, November 21. It's to demonstrate a time-lapse sequence to show how riders flow on and off the bus.

The December 6, 2018, Authority meeting will be shortened so Board members and staff can attend a celebration honoring Virgil Clarkson who is retiring from the City of Lacey City Council.

The vanpool promotion includes prizes \$50 Visa gift card for recruiting new vanpool members. That includes CAC members! The current promotion is No Pay November. We're offering two months of free commuting for joining a vanpool.

**NEXT MEETING: January 8, 2018, due to the Martin Luther King holiday.**

## **ADJOURNMENT**

**It was M/S/A by VanderDoes and D. Clark to adjourn the meeting at 7:16 p.m.**

Minutes prepared by Pat Messmer  
Executive Assistant/Clerk of the Board

**INTERCITY TRANSIT  
COMMUNITY ADVISORY COMMITTEE  
AGENDA ITEM NO. VI-A  
MEETING DATE: January 8, 2018**

**FOR:** Community Advisory Committee  
**FROM:** David Copley, Youth Program, 705-5855  
**SUBJECT:** What's new with Walk N Roll?

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- 1) **The Issue:** To share the work of Intercity Transit's Walk N Roll youth education program and talk about what's next.
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- 2) **Recommended Action:** For information and discussion.
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- 3) **Policy Analysis:** The Authority supports outreach and education to youth as part of Intercity Transit's overall objective to increase ridership, raise awareness of active transportation and its value, and encourage and support community sustainability.
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- 4) **Background:** Youth program staff would like to share the work that they did in 2017 and what's planned for 2018. Intercity Transit's Walk N Roll program is part of the agency's Marketing & Communications division.
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- 5) **Alternatives:** N/A.
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- 6) **Budget Notes:** The agency's youth education work is funded with one permanent FTE position, a grant funded position and a \$30,150 budget. Beyond this, the program has been very successful in creating partnerships and securing grant funding. We have applied for Congestion Mitigation Air Quality (CMAQ) federal funds to help support the program in future years.
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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 #4:** "Provide responsive transportation options within financial limitations." **Goal #5:** "Integrate sustainability into all agency decisions and operations to lower social and environmental impact to enhance our community."
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- 8) **References:** Healthy Kids - Safe Streets Action Plan. Walk N Roll Schedule.

**INTERCITY TRANSIT AUTHORITY  
COMMUNITY ADVISORY COMMITTEE  
AGENDA ITEM NO. V-B  
MEETING DATE: January 8, 2018**

**FOR:** Community Advisory Committee

**FROM:** David Dudek, 705-  
Ann Freeman-Manzanares, 705-5838

**SUBJECT:** Bus Camera Overview

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- 1) **The Issue:** Staff will provide an overview of Intercity Transit's mobile camera systems and their capabilities.

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  - 2) **Recommended Action:** This item is for your information.

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  - 3) **Policy Analysis:** Authority approved enhancements to the camera system were installed in 2017. Staff will highlight those improvements the system.

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  - 4) **Background:** Over the years, the Authority authorized the purchase and installation of cameras on all of our buses and DAL vehicles. Staff will provide an overview of our existing systems and highlight the capabilities of those systems.

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  - 5) **Alternatives:** N/A.

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  - 6) **Budget Notes:** This item is for information only.

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  - 7) **Goal Reference:** Goal #3: *"Maintain a safe and secure operating system."*

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  - 8) **References:** N/A.

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**INTERCITY TRANSIT AUTHORITY  
COMMUNITY ADVISORY COMMITTEE  
AGENDA ITEM NO. V-C  
MEETING DATE: January 8, 2018**

**FOR:** Community Advisory Committee

**FROM:** Ann Freeman-Manzanares, 705-5838

**SUBJECT:** 2018 Discounted Bus Pass Program Recipients  
Discuss Potential Program Increase

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- 1) **The Issue:** To share a list of government agencies and non-profit organizations set to benefit from the Authority-approved Discounted Bus Pass Program in 2018 and advise the Authority on whether or not they should increase the monetary limit of discounted bus passes sold.
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- 2) **Recommended Action:** This item is for information and discussion. The Authority intends to discuss whether or not to increase the limits of this program at their January 17 meeting. Your thoughts regarding this issue would be appreciated.
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- 3) **Policy Analysis:** Resolution 01-2016 directs the General Manager to implement a Discounted Bus Pass Program up to \$300,000 in monthly bus passes each year.
- 
- 4) **Background:** The Authority adopted a resolution directing the General Manager to implement a discounted monthly bus pass program providing up to \$300,000 to qualifying government agencies and non-profit organizations to serve the unmet public transportation needs of low income individuals. This is the sixth year of the program.

Staff issued the application October 16, 2017, with a due date of November 17, 2017. The Authority granted monthly discounted bus passes to 21 organizations in the amount of \$288,234 at their December 6, 2017 meeting. If funding remains beyond the initial award period, this program has a rolling application process which awards on a first-come, first-serve basis. As of January 3, 2018, additional applications equaling approximately \$320,000 have been submitted. Other qualifying organizations have indicated their desire to apply if additional discounted bus passes are made available.

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- 5) **Alternatives:** N/A.

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6) **Budget Notes:** The Authority could forego sales of up to \$300,000 in passes and up to \$150,000 in revenue if all passes were purchased.

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7) **Goal Reference:** **Goal #1:** *“Assess the transportation needs of our community throughout the Public Transportation Benefit Area.”* **Goal #4:** *“Provide responsive transportation options within financial limitations.”*

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8) **References:** 2018 Discounted Pass Program Grant Recipients

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## 2018 Discounted Pass Program Potential Grant Recipients

Name Of Recipient	Contact Person & Phone Number	Passes at Discounted Rate	Passes at Full Rate	Pass Type Ordered
1 <b>Behavioral Health Resources</b> 3857 Martin Way East Olympia WA 98506	Rebecca Caldwell 360/ 704-7170	\$12,960.00	\$25,920.00	Adult
		\$2,430.00	\$4,860.00	Youth
		<b>\$15,390.00</b>	<b>\$30,780.00</b>	
2 <b>Capital Recovery Center</b> 1000 Cherry Street SE Olympia WA 98501	Meta Hogan 360/ 357-2582 Office	<b>\$2,592.00</b>	<b>\$5,184.00</b>	Adult
3 <b>Catholic Community Services Drexel House</b> 604 Devoe Street SE Olympia WA 98501	Gage Ash 360/ 753-3340 ext 21	<b>\$17,280.00</b>	<b>\$34,560.00</b>	Adult
4 <b>Catholic Community Services Family Behavioral Health</b> 1011 10th Ave SE Olympia WA 98501	Heidi Williams 360/ 878-8248	\$3,240.00	\$6,480.00	Adult
		\$1,725.00	\$3,450.00	Youth
		\$500.00	\$500.00	Summer Youth
		<b>\$5,465.00</b>	<b>\$10,430.00</b>	
5 <b>Community Action Council of Lewis/Mason Thurston</b> 3020 Willamette Drive NE Lacey WA 98516	Valerie Ballew 360/ 438-1100 X 1136	<b>\$21,600.00</b>	<b>\$43,200.00</b>	Adult
6 <b>Community Youth Services</b> 711 State Ave NE Olympia WA 98506	Candace Wood 360/ 918-7874	\$9,990.00	\$19,980.00	Adult
		\$3,300.00	\$6,600.00	Youth
		\$400.00	\$400.00	Summer Youth
		<b>\$13,690.00</b>	<b>\$26,980.00</b>	

<b>7 Family Support Center of South Sound</b> P O Box 784 Olympia WA 98507-0784	Schelli Slaughter 360/ 754-9297 ext 211	<b>\$3,888.00</b>	<b>\$7,776.00</b>	Adult
<b>8 Garden Raised Bounty - GRuB</b> 2016 Elliott Ave NW Olympia WA 98502	Wade Arnold 360/ 753-5522 X210 or Amory Balantine	<b>\$765.00</b>	<b>\$1,530.00</b>	Youth
<b>9 Gravity Lacey Olympia High School- ESD 113</b> 4315 6th Ave SE Lacey WA 98503	Richard Lindstrom 360/ 464-6835	\$4,320.00 <b>\$3,600.00</b>	\$8,640.00 <b>\$7,200.00</b>	Adult Youth
<b>10 Gravity Olympia High School- ESD 113</b> 502 Pear Street Olympia WA 98501	Russ Surrige 360/ 464-6851	\$4,320.00 <b>\$3,600.00</b>	\$8,640.00 <b>\$7,200.00</b>	Adult Youth
<b>11 Housing Authority of Thurston County Housing Services Division</b> 1206 12th Ave SE Olympia WA 98501	Tammie Smith 360/ 918-5832	\$4,320.00 \$720.00 \$240.00 <b>\$5,280.00</b>	\$8,640.00 \$1,440.00 \$240.00 <b>\$10,320.00</b>	Adult Youth Summer Youth
<b>12 New Market Skill Center</b> 7299 New Market Street Tumwater WA 98501	Jen Sieritis 360/ 570-4465	\$612.00 \$480.00 <b>\$1,092.00</b>	\$1,224.00 \$960.00 <b>\$2,184.00</b>	Adult Youth
<b>13 Olympia High School Freedom Farmers</b> 1113 Legion Way SE Olympia WA 98501	Blue Peetz 360/ 870-6580	<b>\$3,960.00</b>	<b>\$7,920.00</b>	Youth
<b>14 Olympia Union Gospel Mission</b> P O Box 7668 Olympia WA 98507-7668	Jerry Gatton 360/ 584-3505	\$5,184.00 \$360.00 <b>\$5,544.00</b>	\$10,368.00 \$720.00 <b>\$11,088.00</b>	Adult Youth

15 <b>Pacific Mountain Workforce Development Council</b> 1570 Irving Street Tumwater WA 98512	Karen Kalish 360/ 570-4279	\$11,448.00	\$22,896.00	Adult
		\$900.00	\$1,800.00	Youth
		<b>\$12,348.00</b>	<b>\$24,696.00</b>	
16 <b>The Salvation Army</b> P O Box 173 Olympia WA 98507	Deborah Lay 360/ 352-8596 ext 1111	<b>\$5,400.00</b>	<b>\$10,800.00</b>	Adult
17 <b>Thurston County Public Defense</b> 926 24th Way SW Olympia WA 98502	Mia Pagnotta 360/ 786-5868	\$3,240.00	\$6,480.00	Adult
		\$900.00	\$1,800.00	Youth
		<b>\$4,140.00</b>	<b>\$8,280.00</b>	
18 <b>Tumwater School District: South Sound Parent-to-Parent</b> 621 Linwood Ave SW Tumwater WA 98512	Lisa Alonzo 360/ 709-7006	\$900.00	\$1,800.00	Adult
		\$750.00	\$1,500.00	Youth
		<b>\$1,650.00</b>	<b>\$3,300.00</b>	
19 <b>Tumwater School District: TOGETHER!</b> 1520-A Irving St SW Tumwater WA 98512	Jennifer Gould 360/999-0546	\$472.50	\$945.00	Youth
		\$200.00	\$200.00	Summer Youth
		<b>\$672.50</b>	<b>\$1,145.00</b>	
20 <b>WA ST DSHS Olympia Community Service Office</b> 6860 Capital Blvd SE Point Plaza East Bldg #2 1st Floor Tumwater WA 98501	Milton Caron 360/ 725-6530 Carol MacCraken 360/ 725-6622	\$7,560.00	\$15,120.00	Adult
		\$450.00	\$900.00	Youth
		<b>\$8,010.00</b>	<b>\$16,020.00</b>	
21 <b>YWCA - Olympia</b> 220 Union Ave SE Olympia WA 98501	Hillary Soens 360/352-0593	\$648.00	\$1,296.00	Adult
		\$202.50	\$405.00	Youth
		\$180.00	\$180.00	Summer Youth
		<b>\$1,030.50</b>	<b>\$1,881.00</b>	

**TOTALS:**

<b>Adult</b>	\$119,502.00	\$239,004.00
<b>Youth</b>	\$24,615.00	\$49,230.00
<b>Total Discounted</b>	<b>\$144,117.00</b>	<b>\$288,234.00</b>
<b>Summer Youth</b>	\$1,520.00	\$1,520.00
<b>Total Amount</b>	<b>\$145,637.00</b>	<b>\$289,754.00</b>

Beginning Balance of Grant Fund:	<b>\$300,000.00</b>
Total Amount of Grants Awarded:	<b>-\$288,234.00</b>
Funds still Available to Award:	<b>\$11,766.00</b>

Path in Share drive: I: Discounted Bus Pass Grant Program/ 2018

**Authority Meeting Highlights**  
*A brief recap of the Authority Meeting of December 6, 2017*

**Action Items:**

**Wednesday night, the Authority:**

- Adopted the 2018-2023 Strategic Plan as presented.
- Adopted the 2018 Budget.
- Authorized the General Manager to amend the Interagency Agreement with Washington State Department of Enterprise Services to add the additional Architectural and Engineering support services by an additional amount not-to-exceed \$590,000. *(Steve Krueger)*
- Authorized the General Manager to approve the revised total construction contract with Rognlin's, Inc. to \$5,540,248.58 which includes changes, additions, and deletions to the contract for Change Orders 1 through 5 in the cumulative amount of \$196,488.58. *(Tammy Ferris)*

**Other Items of Interest:**

- Received an update on the Olympia Transit Center expansion from the project consultant team SRG and Department of Enterprise Services.
- Received an update on the 2018 Discounted Bus Pass Program. Twenty-one applications were received totalling \$288,234.00. *(Ann Freeman-Manzanares)*
- Boardings for the month of October are 356,370, a decrease of 0.2% from October 2016.
- Year-to-date ridership is 3,325,190 boardings, a decrease of 4.5% from the first 10 months of 2016.
- Vanpool started three new vanpool groups in November from Gig Harbor, Lakewood and Napavine.
- The Human Life advertisement will be displayed the last week in December for four weeks.
- The Pattison Street UST construction project is progressing well, despite inclement weather.
- Intercity Transit participated in the Lacey Lighted Parade.

**Pat Messmer**

**Prepared: December 7, 2017**

**Authority Meeting Highlights**  
*a brief recap of the Authority Meeting of January 3, 2018*

Wednesday night, the Authority:

- Authorized the General Manager, pursuant to Washington State Contract 05916, to issue a purchase order to Toyota of Yakima in the amount of \$777,237 to purchase twenty-five (25) new seven-passenger Toyota Sienna minivans. *(Katie Cunningham)*
- Accepted the Citizen Advisory Committee's recommendation to change the committee's name to **Community** Advisory Committee. *(Ann Freeman-Manzanares)*
- Approved the three-year Collective Bargaining Agreement between Intercity Transit and the Amalgamated Transit Union, Local 1765. *(Heather Stafford-Smith)*

**OTHER ITEMS OF INTEREST:**

- Introduced Jessica Gould, Grants Program Administrator.
- Welcomed the recipients of the Surplus Van Grant Program: City of Lacey Veterans Services HUB, Community Youth Services, Senior Services for South Sound, TOGETHER!, Yelm Senior Center, Thurston County Food Bank and Wa-Ya Outdoor Institute. This was followed by a brief recess with refreshments.
- Active vanpool count for December 2017 was 174. Starting 2018 with 178 groups.
- A new class of 16 Operators begins January 8, 2018.
- Intercity Transit will welcome four new CAC members at the Community Advisory Committee meeting on January 8, 2018.
- Board members are required to renew their Open Public Meeting Act (OPMA) training every four years. The Citizen Representatives' refresher training is due by June 30, 2018. The refresher course is available online at <http://www.atg.wa.gov/open-government-training>. Intercity Transit staff, particularly those who attend the public meetings, are also encouraged to take the training.

**Pat Messmer**  
**Prepared: January 4, 2018**

### CITIZEN ADVISORY COMMITTEE ATTENDANCE RECORD

		11	12	1	2	3	4	5	6	7	8	9	10	11	12	
CAC	Members	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	
Leah	Bradley		<b>MEETING CANCELLED</b>	Absent	Absent	Absent		Absent	Absent	Absent	Absent	Absent	Absent	Absent	<b>MEETING CANCELLED</b>	
Jan	Burt															
Mitch	Chong						Absent				Absent					
Billie	Clark				Absent							Absent				
Denise	Clark				Absent		Absent	Absent		Absent						
Jonah	Cummings						Absent		Absent							
Peter	Diedrick							Absent			Absent					
Ursula	Euler						Absent				Absent					
Tim	Horton						Absent			Absent				Absent		
Marie	Lewis							Absent								
Joan	O'Connell						Absent			Absent		Absent	Absent			
Ariah	Perez				Absent	Absent	Absent	Absent	Absent	Absent	Absent	Absent	Absent	Absent		Absent
Sue	Pierce															
Marilyn	Scott							Absent	Absent							Absent
Carl	See									Absent		Absent	Absent			
Walter	Smit				Absent		Absent					Absent				
Victor	VanderDoes															
Michael	Van Gelder										Absent	Absent		Absent		
Austin	Wright										Absent	Absent		Absent		
Lin	Zenki	Absent		Absent		Absent	Absent	Absent	Absent	Absent	Absent	Absent	Absent	Absent		

= Joint meeting does not count against required meeting attendance