

**INTERCITY TRANSIT
COMMUNITY ADVISORY COMMITTEE
AGENDA
April 16, 2018
5:30 PM**

CALL TO ORDER

- | | | |
|--------------|---|----------------|
| I. | APPROVE AGENDA | 1 min. |
| II. | INTRODUCTIONS | 1 min. |
| | A. Intercity Transit Authority Representative ART DELANCY
<i>(Sue Pierce)</i> | |
| III. | MEETING ATTENDANCE | 3 min. |
| | A. April 18, 2018, Work Session <i>(Peter Diedrick)</i> | |
| | B. May 2, 2018, Regular Meeting <i>(Marilyn Scott)</i> | |
| | C. May 16, 2018, Work Session <i>(Tim Horton)</i> | |
| | D. June 6, 2018, Regular Meeting <i>(Marie Lewis)</i> | |
| IV. | APPROVAL OF MINUTES – March 19, 2018 | 1 min. |
| V. | NEW BUSINESS | |
| | A. 2018 BCC UPDATE <i>(Duncan Green)</i> | 15 min. |
| | B. BUS PROCUREMENT UPDATE <i>(Paul Koleber)</i> | 20 min. |
| | C. SHORT TERM PLANNING RECOMMENDATIONS UPDATE
<i>(Eric Phillips, Rob LaFontaine & Steve Swan)</i> | 60 min. |
| VI. | CONSUMER ISSUES – All | 15 min. |
| VII. | REPORTS | |
| | A. March 21, 2018, Work Session <i>(Jonah Cummings)</i> | |
| | B. April 4, 2018, Regular Meeting <i>(Denise Clark)</i> | |
| | C. General Manager’s Report <i>(Ann Freeman-Manzanares)</i> | |
| VIII. | NEXT MEETING –May 21, 2018. | |
| IX. | ADJOURNMENT | |

Attendance report is attached.

Intercity Transit ensures no person is excluded from participation in, or denied the benefits of its 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 Circular 4702.1B.

For questions, or to file a complaint, contact Intercity Transit customer service at 360-786-1881 or by email to 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
COMMUNITY ADVISORY COMMITTEE
March 19, 2018

CALL TO ORDER

Chair Pierce called the March 19, 2018, meeting of the Community Advisory Committee (CAC) to order at 5:32 p.m. at the administrative offices of Intercity Transit.

Members Present: Chair Sue Pierce; Justin Belk; Scott Paris; Carla Dawson; Linda Vail; Marie Lewis; Jonah Cummings; Denise Clark; Marilyn Scott; Walter Smit; Victor VanderDoes; and Michael Van Gelder.

Absent: Lin Zenki; Vice-Chair Austin Wright; Ursula Euler; Jan Burt; Denise Clark; Peter Diedrick; Joan O'Connell; and Billie Clark.

Staff Present: Eric Phillips; Rob LaFontaine; Emily Bergkamp; Nancy Trail; Rena Shawver; Steve Swan; Brian Nagel; and Nicky Upson.

APPROVAL OF AGENDA

It was M/S/A by VAN GELDER and LEWIS to approve the agenda.

INTRODUCTIONS

Pierce introduced Authority member, KAREN MESSMER.

MEETING ATTENDANCE

- A. March 21, 2018, Work Session – Jonah Cummings
- B. April 4, 2018, Regular Meeting – Denise Clark
- C. April 18, 2018, Work Session – Peter Diedrick
- D. May 2, 2018, Regular Meeting – Marilyn Scott

APPROVAL OF MINUTES

It was M/S/A by VAIL and VAN GELDER to approve the minutes of the February 12, 2018, meeting.

NEW BUSINESS

A. MARKETING VIDEOS – A DAY IN THE LIFE OF A BUS & VANPOOL

TESTIMONIALS – (*Rena Shawver*) Shared some fun things the Marketing department was working on including some new videos. About 40 volunteers participated in filming *A Day in the Life of a Bus* video, which is filmed from the point of view of the bus. It is a fun video and shows some behind the scenes operations at Intercity Transit. It also shows a typical day on a route. Shawver added there were instructions on how to download and share the video included in the packets. Staff is now working on getting the video out to the public. She asked CAC members to let her know if they use it for any meetings or presentations. The video is on the website, YouTube, and social media.

Shawver indicated Marketing had also put together some vanpool testimonial videos featuring real vanpool customers. Some of the goals for the videos include increasing the number of visitors to website, and the number of new vanpool groups. Staff is really big into measuring the effectiveness of different marketing campaigns. They track how many impressions and how many visits this generates to the website. Analytics are very powerful. Staff is focusing in on Thurston County, as well as a little bit of Pierce County. There are vanpools going to King and Pierce County, and down to Lewis and Mason. The demographics they are focusing on are women and the ideal age-range is 25-64 with a household income of between \$50k - \$75k. The project's mission is to support the outreach work of vanpool coordinators by targeting both employers and employees with testimonial messages on the benefits of vanpooling. Information indicates as many as 85% of all Thurston County small business employers don't know about vanpool. The program elements include the videos, e-blasts, employer toolkits, and business/consumer advertising. Through research nationally and locally about 43% get their news online, just 7% lower than those who get it on television. Digital communication is rising. The agency is starting to take that seriously. Shawver shared 5 different vanpool testimonial videos that will run on Comcast and Pandora during March and April.

Horton and Cummings arrived.

Shawver added that Marketing Coordinator Nicky was putting together employer toolkits that are on the website with customizable articles, images, flyers, and Power Point presentations. These are shared with CTR coordinators and they hope to get some businesses attention to share within their work environments to get the information out about vanpool. The advertising campaign is multifaceted with the business community. There is an ad in the Chamber Voice magazine, the South Sound Business Examiner, on Comcast and Pandora. They are also utilizing bus boards and social media posts are running in March and April. During the first week 20k people saw it. There is a focus on business advertising.

Shawver indicated Digital 101 is a new concept and utilizes buying impressions. In the past the agency would place an ad in the paper or a spot on the radio. Now the advertising is tracked by the number of people who see it. The Comcast buy schedule was provided in the packet. The first week it aired Shawver saw it on CNN a few times in a three hour period. They are also able to do optimization if the ad is not performing and optimize it for the best experience. Comcast will run it on MSNBC, FOX, HLN & CNN, Hallmark, HGTV, etc. It's great to be watching a national program and see a local Thurston County advertiser and it looks very professional. The great thing is the agency only pays for people in Thurston County to see it, even though it is on a national channel. Pandora uses the 30 second audio, with banners. As the videos play people can click through to the website. This is how it works if people aren't paying or "ad-free" Pandora. That only works if you don't pay for a Pandora subscription because you don't get advertising delivered to you. If someone tries to skip, scroll or change they will interact with the video in some way.

Shawver added the campaign includes Programmatic Digital for websites. These will show on different websites like the Seattle Times, Rolling Stone, People, All Recipes, etc., if a person's browser history shows that they might be in the area. There are also bus boards on the sides of buses, and Facebook boosts. When the campaign has concluded there will be 1 million impressions.

Shawver answered questions.

VanderDoes – asked about adding it to Huffington Post online.

Shawver – indicated they don't have resources internally to make placement. They rely on the agency Strong Media to pair up the demographics coming up higher on the analytics that people are watching.

Phillips – added staff started working on leveraging outreach opportunities. Last fall the Road Trip extended public engagement farther than ever. Many indicated they didn't know Intercity Transit did that. This is a package to take the good quality work staff does and is important work. There are a lot of things going through the website. It is time for the agency to move forward with the changing times and marketing is making a lot of progress.

Shawver – shared that WSDOT just funded \$250k vanpool marketing campaign.

Bakken, C. – remarked that he noticed all of the testimonials are from government employees either local or federal. Staff should consider getting testimonials for private companies if that is who they are trying to reach. State Farm has a lot of employees in Tacoma and Dupont. They have a car culture and give incentives to individual drivers.

Shawver – responded that featuring different people was really valuable. The videos were put together rather quickly and vanpool selected the testimonials. There is a lot of room for improvement.

- B. SHORT & LONG RANGE PLAN UPDATES - (Eric Phillips & Jason Robertson)** Phillips shared that the presentation would include a little refresher with some background on the long range planning effort from the Steering Committee and then dial into the short term recommendations. Last week the ITA received the short term recommendations and this is a combined presentation. Staff will share the long term recommendations at the next authority meeting. These are the ideas and options staff has been working on with the Steering Committee.

Robertson indicated he would review the budget context before he starts talking about the ideas and recommendations. The first Road Trip outreach phase provided 3,500 responses with 10k inputs. Since he last met with the group he and staff have been working with the Steering Committee, community stakeholders and representatives so they can see what people are saying and where it's headed.

Robertson shared IT budget revenue sources, indicating sales tax is a very big deal. He called attention to the 11% revenue for fares and indicated it will be important later on. He reviewed the breakdown of what a sales tax dollar looks like and that IT receives .08% and what it might look like if IT could crank that up and provide a little bit more service. Additional services will be in demand as more people come to the area. Part of the reason it is getting harder to provide service is it costs more to provide it, labor, retirement, etc. Luckily for IT sales tax has rebounded nicely to keep pace with demand. Right now IT is providing all the revenue service house they can with the money they have. What that looks like going out to 2023 is showing IT in the red providing the current service levels. If there are no changes service would have to be scaled back. If IT were able to increase their share

of the sales tax adding with the legislative remedy recently passed a 1.0% or 1.2% provides a pretty healthy end of year balance each year, and the ability to add more services. The investment by the community would improve efficiency, and the capital investments would provide for added comfort and safety, etc. The other thing that is interesting is the inability to serve areas where the population is growing. He shared a TRPC map with the population overlay that puts a red dot anywhere where a parcel is developed in Thurston County beginning in 1950. This showed the changes in population and areas of growth over time through 2000. This confirms a few things, yes the population is growing everywhere, and there is density in the PTBA. It also shows a lot of people live in the rural communities and they are left to wonder how they can ride the bus. Maybe it is time to start thinking about that.

Phillips shared the transition through the short term analysis as Jason just summarized regarding ridership data, and land use demographics. Staff also went and talked to Operators and the front line service employees. The third wheel of this process is the road trip. Some suggestions were specific and this will show some of the things IT should be working on now with no budget impact. These assumptions include no new budget impact and show what can be done with the current resources and a constrained budget. This is balancing public comments to make services more productive and help on-time performance. Service reliability is a big deal for the agency.

Rob LaFontaine shared that he is the new planning manager and has been with IT for about six months. He indicated there are changes on the horizon staff is hopeful to implement in the coming months. As Jason shared staff is trying to make changes within the dollars available. Agency consultants Nelson Nygaard reviewed the existing system and identified areas of improvement within existing resources with the redistributing of assets and looking at things a little differently. The suggestions will impact on-time performance, the amount of service and introduce service to NE Lacey, as well as some changes for express service. These changes done with existing resources and have minimal increase costs opening the door to a big future that might happen with the support of the community. He cautioned that while the changes affect a handful of routes, 10 have no changes, and none of the short term recommendations are final. These are all still conceptual. Staff has been out working with Operators and Customer Service staff to get internal feedback. Routes 47 and 60 have on-time performance issues. He reviewed the proposed route changes on the map.

Dawson – inquired about route 47 service on Kaiser.

Bergkamp – responded they haven't reviewed the overlay and would need to look at that to see if DAL is in that area now. Staff will review it and get back to her.

LaFontaine - continued indicating there are fairly significant alignment changes for route 47 to address on-time performance.

Robertson – added the sections being omitted are covered by other routes.

LaFontaine – added that with a couple of exceptions on Black Lake Blvd./Yauger Way.

Pierce – inquired about the ridership on the parts that are going away.

Phillips – added there will be internal workings to look at before it goes to the Authority.

LaFontaine - continued indicating route 60 will not have the volume of changes like route 47. He reviewed the changes on the map including no longer servicing St. Francis house to help with on-time performance. Service will continue at the existing bus stop at the intersection of 12th and Lilly which is approximately 300 ft. from St Francis House.

Phillips - provided some history that the route used to go there for all the trips, then it was pulled back. There are three to four boardings in that area. That piece saves 6-8 minutes and keeps the route from falling off the time transfer.

LaFontaine - added that other service changes include west Olympia, SW Olympia and the SPSCC location is the recipient of a lot of proposed changes. Information indicates enrollment is currently higher at SPSCC than TESC. This could be based in large part on the running start program. Route 12 has struggled with on-time performance and proposed changes would provide additional time. He reviewed the map and indicated the changes are significant. The route would no longer provide service on Linwood and 7th. Instead it would continue north on Sapp for approximately a mile of new service being introduced. This would provide direct access from Tumwater to SPSCC and west Olympia.

Phillips - indicated that routes 43 and 44 proposed changes are combined into alignment with more of a rebranding with increased service frequencies.

LaFontaine - continued indicating route 12 has 30 minute peak time frequency and 60 minute during non-peak. The new proposal would be for 30 minute frequency all day.

Smit - indicated he used to take route 68 to SPSCC.

LaFontaine - responded riders would stay on the 68. This alignment change is to help reduce what was noted as excessive or duplicate service.

Van Gelder - inquired if the route would still have 15 minute frequency between TSQ and OTC.

LaFontaine indicated it would. He continued reviewing the proposed changes including the possibility of breaking route 42 into an A and B. Staff favored keeping it as the 42 with service to the jail and family court. Originating from the OTC routes 43/44's alignment would work its way over to the court. The current corridor has 15 minute frequency. Routes 42 and 12 provide that frequency but would no longer serve RW Johnson/Cooper Point road.

LaFontaine continued with the companion to this discussion being route 68, or what is known as the best tour of Thurston County for \$1.25. The LTC OB into TSQ would continue to provide service to SPSCC on the route 43 alignment and then to the mall on the 44 alignment.

Smit - inquired if on the 68 TSQ would continue to be the primary transfer station.

LaFontaine - indicated yes.

VanderDoes - inquired if route 43 will be gone from Barnes.

LaFontaine – responded routes 43/44 would be discontinued with the alignment of routes 12/68.

Belk – inquired regarding the cross pollination of routes 12/13 will that change TSQ to downtown late night.

LaFontaine – indicated route 12/13 TSQ to OTC would have no changes.

VanderDoes – inquired if the 68 turns around after the mall layover for operators and how it goes from there.

Phillips – indicated the LTC and mall are the start and end points. This provides one connection without having to go into downtown.

Scott – inquired about how the proposed changes will affect Saturday/Sunday on the 12/13.

LaFontaine – indicated they would be running independent and there could be a transfer situation at TSQ.

Swan – added on Saturdays they will be on hour frequencies and it could be difficult to line up a connection.

Paris – remarked with the 68 replacing the 44 will you serve Evergreen.

LaFontaine – indicated routes 43/44 would be discontinued. However all of the bus stops would be served by a new route either 12 or 68. No loss of service just change of route.

Dawson – inquired if there would still be a bus going by Walgreens.

Swan – responded yes.

Bergkamp - added regarding Dawson's earlier question on DAL service on Kaiser, since service already goes out to McPhee if it did bump out to Kaiser then it would be on the edge and she believes they would call it good.

LaFontaine continued with information on route 62 for service to NE Lacey. If anyone has ridden the 62 you know it struggles during peak times to stay on time. It is proposed that to mitigate congestion they increase the route cycle time and give it more time to do what it needs to do with an additional 20 minutes.

Phillips indicated the proposal includes adding another bus to run the same trip.

LaFontaine added that increasing the cycle time means that it no longer aligns with routes 34 and 44. Both would receive additional time for their cycle. There are no proposed 62B changes for alignment. The 62A does have a change OB going straight down Martin Way, turning left on Meridian (which turns into Orion at Roundabout) through roundabout and make a left turn on Willamette to service the NE Lacey job centers. This is near the HPP&R

and going IB down Marvin Road turning right onto Quinault and then left on Galaxy hitting Walmart. This makes one stop there instead of two.

Pierce – inquired about the service to the Park and Ride.

Phillips – added that this change is not throwing any new revenue at the route. This route consumes 30% of agency resources and if it doesn't work well it is a problem. Changing service on Martin Way to one direction and making that loop will hopefully work. There was an article in the paper on this last week. People are looking at it as a foot in the door. There are a lot of people on Martin Way who will have a longer trip or have to cross Martin Way. Staff is evaluating running it in the other direction and both are being timed.

Messmer – added it is important to have conversations with Lacey and Thurston County concerning the need for pedestrian crossings. There needs to be some companion conversations on pedestrian safety so people will want to ride the bus.

Phillips – indicated he has a meeting scheduled for Friday.

Belk – remarked that running it the other way would glance closer to HP&R.

LaFontaine – added those options are being explored.

Vail – added that those are the kinds of issues that make people use DAL. When you talk about use of funds that might make a difference.

Paris – shared that staff should consider a loop around Sleater-Kinney and down 6th Avenue in addition to the other changes for route 62.

LaFontaine – indicated staff has heard that from Operators. He continued with information on Olympia Express service along I-5. This is a well-traveled roadway, but the buses are not as full as staff would like them to be. The question is why. Feedback has indicated complexity is an issue and there are too many variations in the route making it difficult for people to understand. Staff has looked at simplifying weekday alignment. The proposed changes on I-5 include one stop in Thurston County at the Martin Way Park and Ride and the route would not service LTC or HPP&R. It would continue to the Lakewood Station and 512 P&R up I-5 and no longer serve the Tacoma Dome Station.

Phillips – added that initially the idea was to eliminate the service. Staff proposed a solution to salvage some of the market with direct express service because it works better than anything else. It is very troubling that the ridership is well below what the market share should be. The Authority has really struggled with this issue and it will continue to be a hot potato from a service perspective. The changes will amount to about a 15 minute savings.

Pierce – stated she rides route 605 weekdays and wondered if staff had considered eliminating some of the stops before it gets to the route before it gets to the freeway. She also added that some conversation with Pierce Transit would be appropriate.

Phillips – indicated they are dealing with coordination on arrival/departure issues. They would probably be happy to have the room at the Tacoma Dome Station. Staff will look at the stops in Olympia and do anything they can to streamline. It isn't a big time savings.

Horton – inquired if the best ridership is predominately going north in the morning and south in the afternoon.

Swan – responded that it is predominately going south in the morning and north in the afternoon and there is a fair amount of ridership and it is not a peak directional it goes both directions.

Belk – inquired if the streamlining would allow for more frequent trips or the same sparse trips.

Swan – responded that the plan is to have more frequent trips during the peak hours and maybe 90 minute frequency during off peak. Nelson Nygaard's suggestion was to have 15 minute frequency during peak hours.

Belk – added that frequency of stops in downtown is an issue, and applauds the simplicity, but less savvy transit riders might be rolling their luggage in front of DOT only to figure out oh, this isn't where it stops on the way out. Having the same in and out stops AM/PM encouraging daily riders to try it out. Riders shouldn't have to parse out if a stop is an Express stop or if it is just local service.

Vail – indicated she feels they should.

Belk – added that he sees a lot of people in Tacoma around 14th and at UWT interspaced with denser bookends and it's important to collect ridership on the way to freeway.

Pierce – inquired about the grant that funds route 612 and whether or not the conditions are being met.

Phillips – indicated WSDOT is open to having a discussion about adjusting the current grant contract agreement and they want to work with the agency. If staff moves forward on this proposal they will want to have a discussion about that. The weekend Express is not proposed to change.

LaFontaine – added staff is continuing to refine these concepts to present to the Authority and begin the public comment period. Planning staff is busy working on your comments and those of Operators.

Phillips – indicated staff is internally pulling apart the details and looking at facilities. They are going out and looking at new routes, checking budget based on the concept and will put that together in terms of a service change package to go to the Authority. The question is can this be done and meet the basic design criteria. Staff expects to do that in early April and allow time for citizens to weigh in.

Robertson – indicated staff reviewed what could be done right away to get the system riders want. If people want a cutting edge system these are some of the things the agency could do. To implement other changes the agency will need additional money. The bus rapid transit with a dedicated route like a local express with special raised platforms looks fancy and the target riders want to use it to get to work. It would have prepaid fare collection to get riders on and off faster and get where they're going. It is faster and is employer based,

serving denser areas and has a higher ridership than regular service. If anyone has ridden in another city like Vancouver it has TSP to keep buses moving and has its own branding and marketing program with dedicated runways. It runs on its own path. The only place it would work in the near future locally is on Martin Way. It would be like DASH on steroids. It is estimated that annual operating costs will be \$2.6M and conservative capital costs are at \$30M. Another goal would be to improve frequency. The agency is trying to get to 15 minute intervals everywhere it can. To do that on a large scale you have to put more buses on the road. Reviewing the 10k comments many remarked they would ride the bus more often if they knew they would get to work on time. Additional frequency is estimated to cost \$4.7M.

Robertson continued with Capital Facilities improvements including more lights, benches, covered shelters, additional stops closer to homes, etc. These would be tackled as money allows over time and is another way to attract riders. If they feel safe and comfortable they are more likely to ride the system.

Messmer – added that there will be additional operating costs for those changes because they need additional staff to clean and maintain additional facilities.

Robertson – continued with the rural service discussion indicating they are not proposing that IT be the solution to this issue. What they have identified is an increased demand for service in rural areas. TRPC currently operates the service doing what they can with what they have. There is a possibility of a hybrid type service. You can get more people using the main system. Some people live in the county because they don't want to be near people and others live there because it's what they can afford. The county doesn't have the volume, but they still want the service. It is estimated it would cost approximately \$600k/year in annual operating costs. Additional capital would cost approximately \$450k. Another solution they are looking at is Innovative Service Zones. This could include the agency, third party operators or private companies like Uber or Lyft and have smaller service vehicles. This would help maintain mobility in low-density areas. It would be really expensive for IT to pay for it so it may be a third party solution. There is a lot of talk about the first/last mile and this could help close that gap and extend the reach of fixed route transit service. The Lacey Gateway is located just outside transit service. In other areas they have found this to be a good solution and it allows people to go out at noon time. The Innovation Zones could have 3 or 10 and it costs about a half a million per year for cars or vans.

Robertson – moved into the discussion of a fare free system. This moves buses faster because riders are not trying to pay a fare. Buses get behind with fare collection and issues or disputes. Some areas have had success such as Corvallis, Mason County, Chapel Hill and Missoula. Corvallis is the closest in population and it has the university as well as a large health care cluster. Missoula has the same thing. They partnered with large employers to get investments to replace fares. Employers like that the bus is going all the time and it isn't late because a rider had to fight over the fare. The ORCA card is cool and a lot of people commented about that and this would be even better. Ridership levels took them about a year to figure out and build trust in the fare system and then ridership spiked. It costs money to deal with the spike. If there are more people riding the bus there is less congestion and less pollution. People really are of restricted means. Certain people don't like this and believe everyone should have a dog in the fight, or that it will be a rolling camp for the homeless. None of these issues are insurmountable and that is why it is under consideration.

Phillips – indicated fare collection is at \$5.1M with less than \$2M being cash. The number one thing to speed up the system and to reduce barriers and increase ridership is fare collection. The agency has several contract relationships in place at a discount of 65% already brokered. The agency is looking to leverage that for a more convenient system with faster service out to the public. There is a high need for access and reliability.

Robertson – shared that some partners indicated they would pay more for that. They need students to get to class on time and they are excited about it. Cities are excited about it because parking is the worst investment in the world. It will cost \$1.5M to update the fare collection equipment, and the agency pays Brinks armored truck people to collect/count the cash fares. Fare collection accounts for 11% of IT revenue.

Robertson – reviewed the Enhanced System Operations Summary table – for anyone it is a lot to pay but for an entire PTBA it is not out of the realm of possibility over time. The agency budgets for capital in advance and that is what it would take to get to the system people have described in the initial outreach.

Phillips & Robertson answered questions.

Smit – shared that he likes fare free service and thinks it's the next step. ORCA is too expensive. People could use both doors and it would be more efficient.

VanderDoes – indicated he supports fare free with increased speed/frequency and electric buses.

Robertson – remarked it is a given that it will be covered in the long range plan discussion to use anything that doesn't use oil.

Messmer – inquired about requests for electric buses or reduced emissions and how they might fit in for the future.

Robertson – indicated they came in both ways and some people didn't come out and say that this is what they want. What they learned is that IT is already doing it. They spoke with Rena about communicating the message because IT does have emission controls and sustainability efforts in place.

Vail – remarked that she just learned the new DAL vans are propane and not diesel.

Belk – added that he is more excited about frequency. That allows him to get down to one car. He doesn't like planning around a timetable. Everywhere two buses intersect there is an opportunity for a transfer.

Pierce – suggested a campaign of things you can do on the bus.

Horton – added that he appreciates the commuter service with access to the Seattle market via the Martin Way P&R. The commute is almost the same as driving. He believes if it were marketed people would use it. The new HOV lanes through JBLM will be open in 2020 and that will help the area.

CONSUMER ISSUES

- Scott shared that she was recently on route 13 and there were no new transit guides.
- Vail – inquired about protocol for a medical emergency on bus.

Bergkamp indicated once the driver is alerted they contact dispatch and they would set a rendezvous with the bus and EMS.

REPORTS

- **March 7, Regular Meeting** – O’Connell was not at the meeting and Pierce indicated the Authority Highlights are always on the website.
- **General Manager’s Report** – Phillips provided the General Manager’s report and asked everyone to sign the banner and/or thank you cards for Transit Driver Appreciation Day.

IT passed the ESMS audit and retained ISO 14001 certification;

The agency received a \$250k grant for pilot project funded by the legislature to educate public on vanpool;

Freeman-Manzanares is in DC with Bud Blake and Debbie Sullivan meeting with representatives Murray and Cantwell and the FTA;

After 3 years the Legislature passed a bill increasing the local sales tax options available to the agency; and for the second year funded \$375k for operation of the DASH. Staff is hopeful that will continue and maybe get the city of Olympia on board again.

Messmer – thanked anyone who contacted their legislator in support of the bill. She thanked Walter for testifying in support all 3 years.

NEXT MEETING: APRIL 16, 2018.

ADJOURNMENT

It was M/S/A by HORTON and SMIT to adjourn the meeting at 7:43 pm.

Prepared by Nancy Trail G:\CAC\Minutes\2018\CAC Minutes 20180212.docx

**INTERCITY TRANSIT
COMMUNITY ADVISORY COMMITTEE
AGENDA ITEM NO. V-A
MEETING DATE: April 16, 2018**

FOR: Community Advisory Committee

FROM: Duncan Green, BCC Specialist, 705-5874

SUBJECT: 2018 Bicycle Commuter Challenge Update

-
- 1) **The Issue:** Brief the CAC on the results of the 2018 Winter BCC, and progress on the 31st Annual Bicycle Commuter Challenge coming up in May.

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

 - 3) **Policy Analysis:** Intercity Transit made encouragement and promotion of transportation options a key part of its mission. This includes non-motorized alternatives like bicycling. The agency took over the administration of the Bicycle Commuter Contest in 2006.

 - 4) **Background:** The Winter Bicycle Commuter Challenge (BCC), which runs the full month of February, was a success again in 2018. This year, 214 people participated in the event. Together we rode 15,395 miles on 1,767 days, saving around 15,000 pounds of CO₂, and many gallons of petroleum runoff. 24 people won prizes in random drawings and a photo contest on International Winter Bike to Work Day.

Registration is now open for the 31st Annual Bicycle Commuter Challenge and public outreach is ongoing. Items of note include a website upgrade for the BCC which allows participants to sign up and record their bike trips online each day. New features include a road problem reporting form and profile page for each team.

Bicycling is a significant element in Thurston County, and Intercity Transit's incorporation of bicycling into its trip reduction and alternative commute promotion has been well received. Under the agency's guidance, the program has seen increasing participation, enthusiastic sponsorship, strong event attendance and media attention. The BCC broadened and sustained successful partnerships between Intercity Transit, local jurisdictions, the business community, and the general public as well as generated public goodwill.

This is Intercity Transit's thirteenth year administering this countywide event. For the tenth consecutive year, Duncan Green is directing the BCC and related efforts as a temporary employee (a six month position). He receives assistance from the other members of Intercity Transit's Marketing and Communications staff.

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

6) **Budget Notes:** The cost of the Bicycle Commuter Contest is largely staff time for one temporary position. The annual budget for the BCC is \$20,000.

7) **Goal Reference:** **Goal #2:** *"Provide outstanding customer service."* **Goal #4:** *"Provide responsive transportation options within financial limitations."*

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



The World Looks
Different When You
Ride!

Thurston County Bicycle Commuter
Challenge



INTERcity TRANSIT

The Bicycle Commuter Challenge is a Program of Intercity Transit, reflecting our mission to provide and promote transportation choices that support an accessible, sustainable, livable, healthy, prosperous community.



BCC has grown into a series of events during Winter and Spring

- The Winter BCC in February
- The Earth Day Market Ride in April
- The Bicycle Commuter Challenge all month in May
 - The School Bike Challenge in May
(in collaboration with our [WalkNRoll](#) Program)
 - Bike to Work Day in May
 - The Prize Hoopla in June

Rain, snow, sleet, ice, cold,
darkness

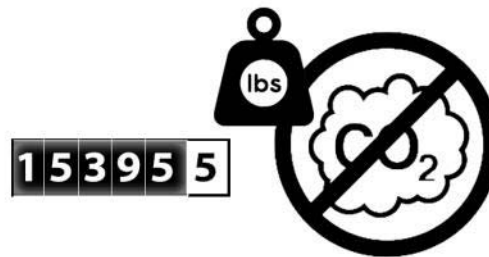
2018 WINTER BCC by the numbers:



214
Riders



1,767
Total Days



15395.5

15,395.5
Miles/lbs CO₂ Prevented

 **24 prizes**

INTERcity TRANSIT
Bicycle Commuter Challenge

Winter Bike to Work Day





Information shared about:
BCC, Bikes on Buses, Vanpool,
Bus Buddies and the Pace Car Pledge!

ext Up!



Earth Day Market Ride - Saturday, April 21

ing in May- st Annual Bicycle Commuter Challeng

ew for 2018:

Updated website with new
features

Grand Prize Bike Vacation
with Adventure Cycling

Video ad running on Pandora
and many TV outlets in
Thurston County

The screenshot shows the Intercity Transit Bicycle Commuter Challenge website. The header includes the logo 'INTERcityTRANSIT Bicycle Commuter Challenge' and navigation links for 'Search', 'Login', and 'Register'. A secondary navigation bar contains links for 'HOME', 'ABOUT', 'EVENTS', 'NEWS', 'PRIZES', and 'SPONSORS'. On the left side, there is a 'Register' section with a red 'Register for an Account' button, a 'Login' section with fields for 'Username or email' and 'Password', and a 'Log in' button. Below the login section are links for 'Create new account' and 'Request new password'. The main content area features a large banner titled 'This Could be You!' with an image of two cyclists on a grassy hill. Below the banner is a section titled 'Win a Dream Bicycle Trip with Adventure Cycling!' with the text 'Take part in the BCC and you could win our Grand Prize valued at \$4000.' Further down is a 'Reasons to Ride' section with three columns: 'Improves Health' (Bicycling lowers stress and improves physical and mental health), 'Saves Money' (In 2016 the average annual cost of operating a vehicle in the U.S. was over \$8,500), and 'Earth Friendly' (Riding your bike instead of taking your car reduces CO2 emissions). At the bottom is a 'News' section with three small thumbnail images.

Bike To Work Day!

Thursday, May 17



Agency Bike Ride:
May 17:
Hour Ride
led by WSDOT



Bike To Work Day "Bike Stations"

BCC Prize Hoopla



Saturday, June 23, 9:30am sharp!

Sign up and log your rides at:
intercitytransit.com

Ride in May and win prizes!

Ride as an individual, or for even more fun
and community spirit, join or form a team!



BCC participants love our coupons and prizes!
Everyone receives awesome coupons!
Everyone is entered to win prizes!



New for 2018, a Grand Prize for the BCC, from



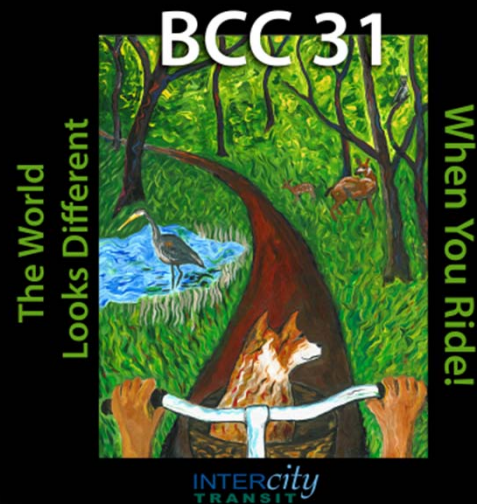
Adventure Cycling Association

A Dream Bike Trip with Adventure Cycling, valued at
\$4000



Get Started Now- (here's how):

- Create an account at intercitytransit.com, and try logging some bike rides.
- Participate in the Earth Day Market Ride and your ride will count in the BCC.
- Log bike rides in May to participate in the BCC !



**INTERCITY TRANSIT
COMMUNITY ADVISORY COMMITTEE
AGENDA ITEM NO. V-B
MEETING DATE: April 16, 2018**

FOR: Community Advisory Committee
FROM: Paul Koleber, Maintenance Co-Director, 705.5884
SUBJECT: Bus Procurement

-
- 1) **The Issue:** Present information relating to the purchase of replacement buses scheduled for delivery in 2019.
-
- 2) **Recommended Action:** For your information.
-
- 3) **Policy Analysis:**
-
- 4) **Background:** The Authority approved the purchase of 14 bus replacements on March 21, 2018. The order includes eight 35-foot buses, scheduled for delivery in 2019 and six 40-foot buses, scheduled for delivery in 2020. Staff will walk through the highlights of the buses scheduled for delivery in 2019.
-
- 5) **Alternatives:** N/A
-
- 6) **Budget Notes:** The maximum cost of this purchase for 14 replacement buses is \$7,892,647 including sales tax. Funding for this purchase will utilize existing Federal Funds currently obligated and programmed for replacement bus purchases. The local match requirement for this funding is twenty percent. The total federal portion is \$5,987,810. The required local match for current Federal Funds is \$1,496,953. The request includes a total of \$407,884 local funds beyond the match.
-
- 7) **Goal Reference:** Goal #2: Provide outstanding customer service. Goal #4: Provide responsive transportation options within financial limitations.
-
- 8) **References:** Intercity Transit Authority Fixed Route Bus Presentation

INTERCITY TRANSIT AUTHORITY FIXED-ROUTE BUS PRESENTATION



BACKGROUND

- *EIGHT 35' 2004 GILLIG LOW-FLOOR BUSES (920-SERIES)*
- *SIX 35' 2005 GILLIG LOW-FLOOR BUSES (930-SERIES)*
- *15 YEARS RELIABLE SERVICE*
- *~750,000 MILES IN REVENUE SERVICE*

STRATEGY

- REPLACE THIRTY-FIVE FOOT MODEL BUSES
 - LATEST SAFETY INNOVATIONS
 - FRESH NEW NON-BOXY APPEARANCE / INCREASED VISIBILITY
 - LATEST TECHNOLOGY CLEAN-DIESEL POWERPLANT
 - LATEST SUSTAINABLE AND GREEN TECHNOLOGIES
 - LATEST FUEL-SAVING ENHANCEMENTS
 - RESOURCE SAVINGS

PROCESS

- BUS BUILD TEAM
- TESTING / RESEARCHING NEW TECHNOLOGIES
 - DRIVER'S SEATS
 - THREE-POSITION BIKE RACKS
 - PASSENGER HAND-HOLD STRAPS
 - HIGH-MOUNTED EXTERIOR MIRRORS
 - ADA-COMPLIANCE
 - DISC BRAKES
 - HVAC EFFICIENCIES
 - FUEL-EFFICIENT POWERPLANT ENHANCEMENTS

PROPOSED OUTCOMES

- ONE ORDER / TWO PRODUCTION SCHEDULES
 - EIGHT BUSES DELIVERED IN 2019
 - SIX BUSES DELIVERED IN 2020
 - ALL REPLACEMENT VEHICLES; NO EXPANSION VEHICLES PLANNED
- BRT ENHANCEMENTS / BONDED WINDOWS
- VOITH TRANSMISSION / DISC BRAKE SYSTEMS
- DUAL Q-STRAINT Q-POD ADA RESTRAINT SYSTEM
- RECARO DRIVER'S SEAT
- VINYL PASSENGER SEAT COVERS
- VINYL PASSENGER HAND-HOLD STRAPS
- THREE-POSITION BIKE RACK
- DIGITAL DASH MODULE

WHERE WE ARE TODAY



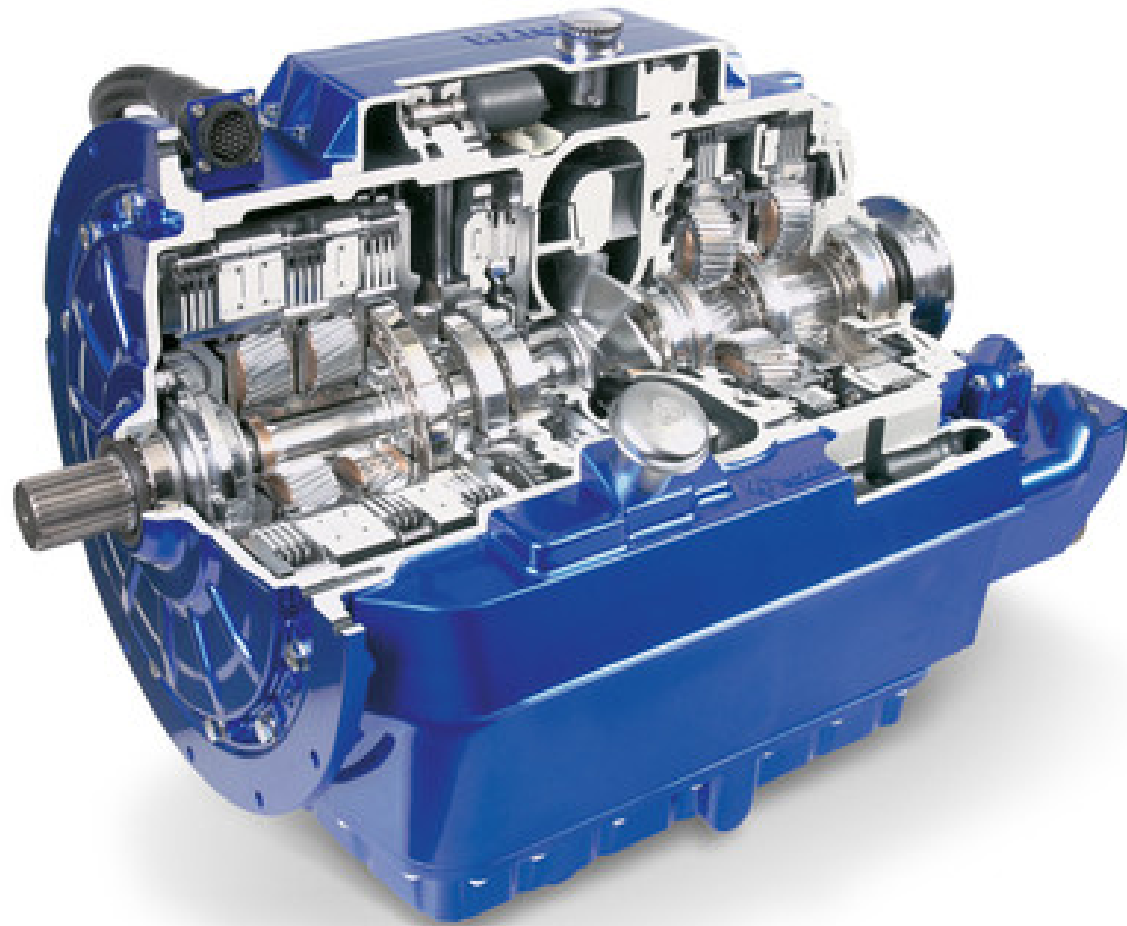
BRT-DESIGN ENHANCEMENTS



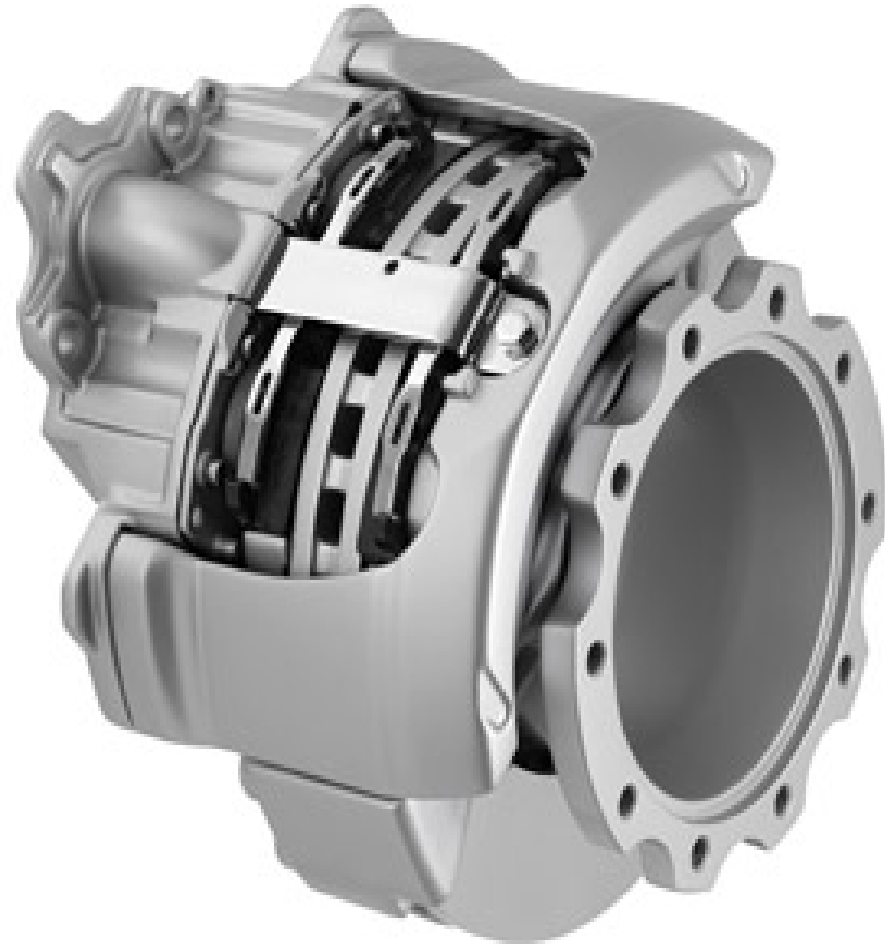
BONDED PASSENGER WINDOWS



VOITH TRANSMISSION



DISC BRAKE SYSTEMS



DUAL Q-STRAINT Q-POD ADA RESTRAINT SYSTEM



RECARO DRIVER'S SEAT



PASSENGER HAND-HOLD STRAPS

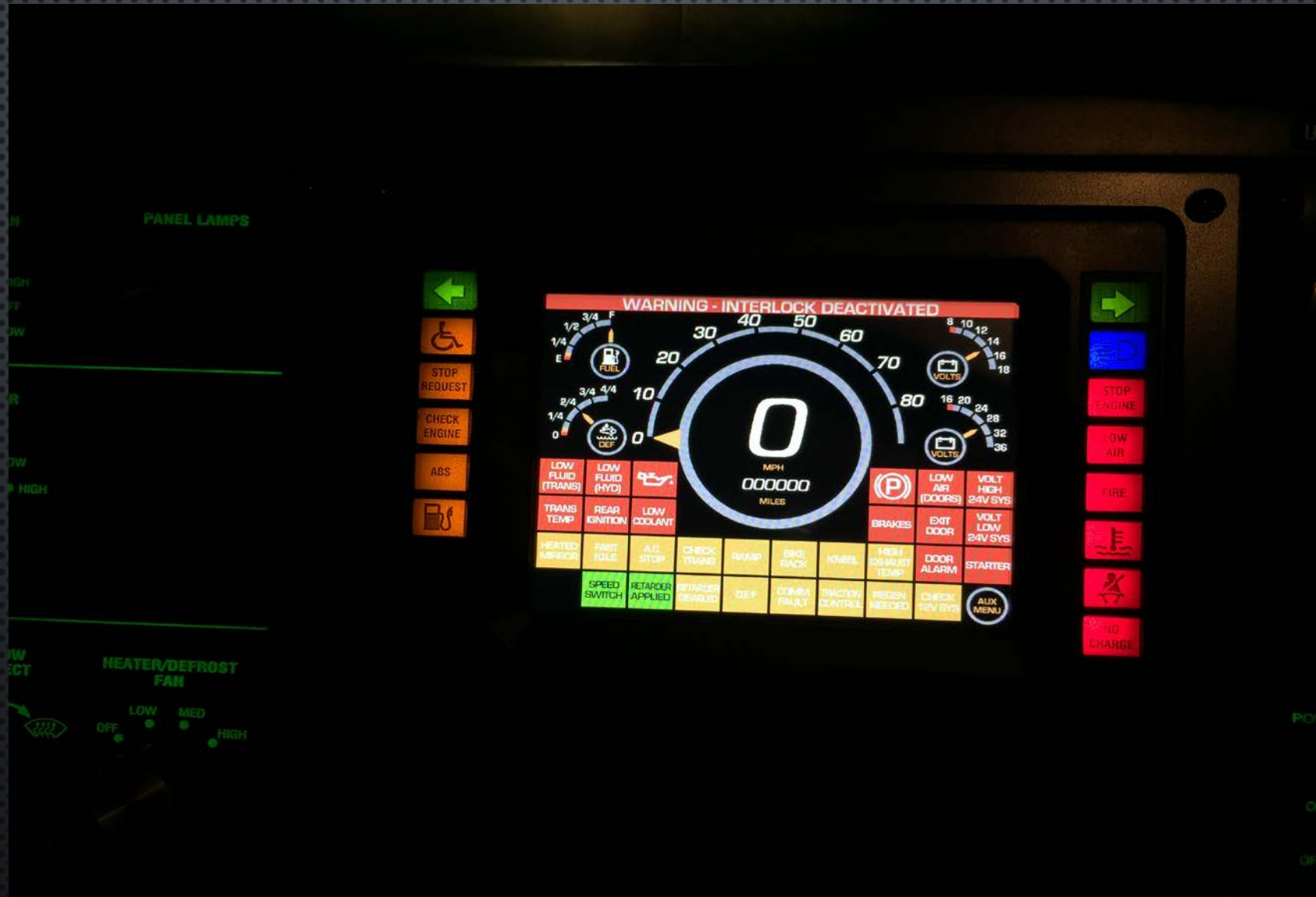


© 2009. John Simpson Photo

THREE-POSITION BIKE RACK



DIGITAL DASH MODULE



QUESTIONS?



**INTERCITY TRANSIT
COMMUNITY ADVISORY COMMITTEE
AGENDA ITEM NO. V-C
MEETING DATE: April 16, 2018**

FOR: Community Advisory Committee
FROM: Rob LaFontaine, Planning Manager, 705-5832
SUBJECT: Short Term Recommendations – Public Process

-
- 1) **The Issue:** Present draft service change recommendations and public process.
-
- 2) **Recommended Action:** Finalize and release the draft September Service Change recommendations for public comment.
-
- 3) **Policy Analysis:** Any time there are meaningful changes that would impact our riders, our goal is to provide opportunities to review proposed changes and provide opportunity for the public to respond.
-

- 4) **Background:** On March 7, consultant Thomas Wittmann from Nelson Nygaard, provided an overview of short range service recommendations to the Authority. Those recommendations incorporated information shared by the public through our “Road Trip” public outreach process, review and consideration of our system data, ridership and performance history as well as feedback from our operators and staff. The list of short-term recommendations represents a constrained plan anticipated to be no more than a 5% to 8% change in planned service hours and targeted to be revenue neutral.

Following direction by the Authority at the March 7 meeting, staff conducted briefings with each of our major lines of business and tested the operating environment of each new (proposed) route segment. Staff developed a preliminary set of revised schedules to assess the revenue, labor and equipment assumptions. Consideration was given to DAL service area, ridership patterns at bus stops altered or eliminated, and minor routing changes that would likely result in higher ridership or improved access.

The next phase is to begin formal public outreach. The proposed schedule is to release the proposed service change recommendations beginning April 23. The following summary provides milestones for the public outreach process related to review, communication and updates, and final consideration by the ITA:

- Release to Public beginning April 23
- Public Outreach Efforts (April 23 –July 18)
- May 1, 2018 - Provide News release to media
- May 23, 2018 - Public Hearing Scheduled
- June 6 – ITA Update
- June 20 – ITA Update

- July 18, 2018 – Take final action on changes in order to meet implementation schedule.
- News release following final ITA action – July 19th
- Outreach on approved final plan (July 19 – September 23)
- September 23, 2018 – Service Change date

Concurrent with the external outreach effort, Intercity Transit staff will be working to finalize the operational details of the service implementation changes including:

- Coordination of all on-street bus stop and facility changes, new and/or modified including coordination with local jurisdictions for permitting
- Updating all printed and on-street rider information
- Finalizing the schedules, vehicle blocking and related work assignments for operator bidding
- Training our customer service and Operations staff for the changes
- Communication and support the week of the service charge (platform and on-street teams to interact with customers prior to the service change)

In addition to the public outreach, we are working on updates and briefings with the jurisdictions on both the proposed changes and likely the final recommended changes. We have scheduled meetings with the Lacey, Olympia and Tumwater Planning Commissions and have several open house dates already reserved to help reach and update riders on proposed changes.

Staff will present changes to the proposal since the March 7 presentation draft that resulted from our more specific internal review and road testing and will be happy to address any questions about our proposed schedule or review process.

5) **Alternatives:**

- A. Direct staff to finalize and release the draft September Service Change recommendations for public comment.
- B. Defer action. If a final recommendation is not made by July 18, 2018, any service change recommendation will need to be deferred until at least March 2019.

6) **Budget Notes:** The current recommendation are not expected to have a significant impact on the budget.

7) **Goal Reference:** Goal #2: *Provide outstanding customer service.* Goal #5: *Align best practices and support agency activities and sustainable technologies.* Goal #7: *Build partnerships to address and jointly find solutions to the mobility needs and demands of our community.*

8) **References:** N/A

Authority Meeting Highlights
A brief recap of the Authority Meeting of April 4, 2018

Action Items

Wednesday night, the Authority:

- Canceled the July 4th, 2018, Authority meeting due to the holiday.
- Welcomed new Legal Counsel, Julie Carignan from Law, Lyman, Daniel, Kamerrer & Bogdanovich.
- Welcomed new employee Gilbert Gonzales, HR Specialist; and congratulated Lee Peterson on his promotion to Information Systems Analyst and Cameron Crass to Fixed Route Co-Manager.
- Scheduled a Special Meeting for 5:30 p.m. on May 23, 2018, for a Public Hearing to take comments on proposed September service change recommendations.
- Authorized the General Manager to enter into a contract for the construction of 63 bus stop pads with Propel Construction Company in the amount of \$199,286.
- Authorized the General Manager to approve Change Orders Numbers 6 – 8 and revise the total construction contract amount with Rognlin's, Inc. to \$5,729,366.51 for the Pattison Base Improvements Underground Storage Tank project.
- Advised staff to pursue Friday, August 17, 2018, as a date to conduct the 2018 Planning Session.

Other Items of Interest:

- Received a presentation on the 2018 Bicycle Commuter Challenge.
- Received an update on the Dial-A-Lift, Travel Training and Bus Buddy Programs.
- Per Senator Patty Murray's office, IT was awarded \$1,375,000 in Bus and Bus Facility Grant funds for the expansion and rehabilitation of the Pattison Street Facility.
- Intercity Transit received an approved Federal Transportation Budget. It includes increases for public transportation; however, it's nowhere near where it was pre-2011.
- Due to the construction of the Underground Storage Tank project, vehicle fueling will take place off-site (on Fones Road) beginning the week of April 16 while they transition from old tanks to new.
- Staff is working on permitting for a temporary propane fueling facility to get ready for the Dial-A-Lift vehicles which are due to arrive in the summer of 2018.

- The Governing Body Composition Review will be held on Wednesday, May 16, 2018, at 5 p.m. at the Intercity Transit main office. Invitation letters to the jurisdictions and the County will be mailed out on April 5, 2018.
- The City of Lacey and WSDOT received complaints regarding RV parking at the Martin Way Park-and-Ride. Research thus far does not indicate anything of an illegal nature.
- The third Long Range Steering Committee meeting will be held on Tuesday, April 10 at 11 a.m.
- Freeman-Manzanares, Managers, ATU and IAM staff will attend the 41st Annual LERA conference in Seattle April 5 and 6.
- Summer “Fun” Schedule includes:
 - Pride Parade - June 10 at 11 a.m.
 - Intercity Transit’s Local Rodeo - June 10
 - Yelm Prairie Days Parade - June 23 at 9:30 a.m.
 - Tumwater July 4th Parade - July 4 at 11 a.m.
 - Lakefair Parade - July 14 at 4:45 p.m.
 - Transit Appreciation Day - August 10

Pat Messmer
Prepared: April 5, 2018

COMMUNITY ADVISORY COMMITTEE ATTENDANCE RECORD

		3	4	5	6	7	8	9	10	11	12	1	2	3
CAC	Members	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18
Justin	Belk										MEETING CANCELLED			
Jan	Burt													Absent
Billie	Clark						Absent						Absent	Absent
Denise	Clark	Absent	Absent		Absent									Absent
Jonah	Cummings	Absent		Absent										
Carla	Dawson													
Peter	Diedrick		Absent			Absent								Absent
Ursula	Euler	Absent				Absent								Absent
Tim	Horton	Absent			Absent				Absent				Absent	
Marie	Lewis		Absent											
Joan	O'Connell	Absent			Absent		Absent	Absent						Absent
Scott	Paris													
Sue	Pierce													
Marilyn	Scott		Absent	Absent						Absent				
Walter	Smit	Absent					Absent							
Linda	Vail													
Victor	VanderDoes													
Michael	Van Gelder					Absent	Absent		Absent			Absent		
Austin	Wright						Absent	Absent		Absent			Absent	Absent
Lin	Zenki	Absent	Absent	Absent	Absent	Absent	Absent	Absent	Absent	Absent		Absent	Absent	Absent

= Joint meeting does not count against required meeting attendance