

**Minutes  
INTERCITY TRANSIT AUTHORITY  
Regular Meeting  
March 7, 2018**

**CALL TO ORDER**

Chair Sullivan called the March 7, 2018, meeting of the Intercity Transit Authority to order at 5:30 p.m., at the administrative offices of Intercity Transit.

**Members Present:** Chair and City of Tumwater Councilmember Debbie Sullivan; Vice Chair and Citizen Representative Ryan Warner (via phone); City of Olympia Councilmember Clark Gilman; City of Lacey Councilmember Carolyn Cox; City of Yelm Councilmember Molly Carmody; Citizen Representative Karen Messmer (via phone); Labor Representative Art Delancy.

**Members Excused:** County Commissioner Bud Blake; Citizen Representative Don Melnick.

**Staff Present:** Ann Freeman-Manzanares; Cheryl Arnett; Emily Bergkamp; Katie Cunningham; Jessica Gould; Paul Koleber; Steve Krueger; Rob LaFontaine; Stephanie Meador; Jim Merrill; Ally McPherson; Pat Messmer; Brian Nagel; Carolyn Newsome; Jeff Peterson; Eric Phillips; Rena Shawver; Heather Stafford-Smith; Steve Swan; Nicky Upson; Thomas Van Nuys.

**Others Present:** Community Advisory Committee Member, Joan O'Connell; Legal Counsel, Dale Kamerrer; Thomas Wittmann of Nelson-Nygaard.

**APPROVAL OF AGENDA**

It was M/S/A by Councilmembers Carmody and Gilman to approve the agenda as presented.

**INTRODUCTIONS**

- A. Kerri Wilson, Youth Education Specialist (Rena Shawver)
- B. Danny Dickinson, Maintenance Supervisor (Paul Koleber)
- C. Stephanie Meador, Senior Labor Relations Analyst (Heather Stafford-Smith)

**PUBLIC COMMENT** - None.

**APPROVAL OF CONSENT AGENDA ITEMS**

*Karen Messmer made a correction to the minutes on Page 11; 2<sup>nd</sup> paragraph; 2<sup>nd</sup> sentence to change the word "zones" to "routes."*

**It was M/S/A by Councilmembers Carmody and Cox to approve the consent agenda including the amended minutes.**

- A. Approval of Minutes:** February 7, 2018, Meeting.
- B. Payroll – February 2018:** \$2,391,725.85.
- C. Accounts Payable:** Warrants dated February 2, 2018, numbers 24243-24305 in the amount of \$592,767.40; Warrants dated February 16, 2018, numbers 24309-24390, in the amount of \$456,225.53; Warrants dated March 2, 2018, numbers 24392-24458, in the amount of \$928,783.77; Automated Clearing House Transfers for February 2018 in the amount of \$13,059.83 for a monthly total of \$1,977,776.70.
- D. Surplus Property:** Declared the property listed on Exhibit A as surplus to our needs. (*Katie Cunningham*)

## **COMMITTEE REPORTS**

- A. Thurston Regional Planning Council.** Karen Messmer reported the TRPC met March 2. Michael Cade, EDC Executive Director, reported on progress for the Thurston Economic Alliance. Intercity Transit is participating in this Alliance. Cade discussed how small business is a key focus for job growth. For more details on the Thurston Economic Alliance visit their website at: <http://www.thurstonedc.com/tcea/>.

TRPC staff described process and timelines for a new call for projects which means more grant funds are headed to Intercity Transit. For Intercity Transit it appears there may be opportunity for funding to help with walking and cycling programs and other projects. Perhaps a partnership with a city for a project similar to the Tumwater Square improvements would be worth a try. This type of project takes IT beyond the bus shelter to surrounding walking safety support.

- B. Transportation Policy Board.** Ryan Warner said the TPB met February 14. The Thurston Thrives Community Design Team won \$25,000 in Healthiest Cities & Counties Challenge. They are vying for more funds in fall 2018. The Board elected Andy Ryder as Chair and Graeme Sackrison as Vice Chair. The Board approved RTIP Amendment 18-02 to add the Reeder Road Project into the RTIP.

The Board took action to recommend the Regional Council adopt the process and timelines set forth on future funding in the staff report. This will include funds from CMAQ, TAP, and STP programs for the 2020-2022 grant cycles.

## **Intercity Transit Authority Regular Meeting**

**March 7, 2018**

**Page 3 of 10**

Doug Deforest reported on discussions at PSRC of military bases as regional growth centers. There was a lot of debate if military bases should be considered regional growth centers

- C. Community Advisory Committee.** Joan O'Connell said the CAC met February 12. The members received an External Funding Overview; update on the 2018 Procurement Plan; and a DAL/Travel Training/Bus Buddy update.

### **NEW BUSINESS**

- A. General Legal Services Contract.** Jeff Peterson, Procurement Coordinator, presented for consideration a contract award for general legal services. The current general legal services contract expires March 31, 2018. Three proposals were received by the December 11, 2017, due date and all were determined to be responsive. The evaluation team reviewed and scored the responses based on qualifications, experience, reliability, public transit experience, and pricing. Two firms moved to the interview and reference check phase.

Staff is recommending Law, Lyman, Daniel, Kamerrer & Bogdanovich as IT's general legal services provider. They currently represent Intercity Transit and municipalities such as the Olympic Region Clean Air Authority and Washington Counties Insurance Fund. They also represent transit agencies in Western Washington for damages through referral from the Washington State Transit Insurance Pool.

Intercity Transit's primary representative will be Julie Carignan. Julie is an Associate Attorney at the firm and has municipal experience providing counsel to the Olympic Region Clean Air Authority. The team received positive feedback from Julie's clients and is confident in her abilities to represent Intercity Transit.

Based on the results of the evaluation process and a fair and reasonable rate of \$225 per hour for a Partner and \$200 for an Associate, staff recommends awarding a contract for general legal services to Law, Lyman, Daniel, Kamerrer & Bogdanovich.

**It was M/S/A by Councilmembers Carmody and Cox to authorize the General Manager to execute a legal services contract with Law, Lyman, Daniel, Kamerrer & Bogdanovich to represent Intercity Transit for a period of one year, with options to renew annually for a total contract period not-to-exceed March 31, 2023.**

- A. Olympia Transit Center GC/CM Contract.** Procurement Manager, Steve Krueger, presented for consideration amending the Interagency Agreement (IAA) with Washington State Department of Enterprise Services (DES) to include a contract with Graham Construction & Management to serve as the General

Contractor/Construction Manager for the Olympia Transit Center Expansion Project.

The Authority approved pursuing the GC/CM alternative construction delivery method due to tight site conditions and the need for the facility to remain fully operational during construction. A solicitation for GC/CM services was released on January 4, 2018. Three firms' submitted responses by the January 25, 2018, submittal deadline and after references were checked all three firms were invited to interview. The interview and pricing information was scored. In accordance with evaluation and award criteria, the firm accumulating the highest overall point total is the apparent successful GC/CM. The firm with the highest overall point total for this GC/CM solicitation was Graham.

Once the GC/CM is on board and the design phase reaches 90%, which is anticipated in a May to June timeframe, the total Maximum Allowable Construction Cost (MACC) for construction completion will be negotiated and presented to the Authority for award.

All indicators suggest Graham possesses the GC/CM experience, resources and record of high quality past performance, therefore, staff is recommending Graham be awarded the GC/CM contract for this project.

**It was M/S/A by Councilmembers Carmody and Cox to authorize the General Manager to allow DES to amend our IAA to include a contract with Graham to serve as the GC/CM for the OTC Expansion Project and authorize GC/CM preconstruction services be performed in an amount not-to-exceed \$140,000.**

- B. Videos – Vanpool Testimonials & A Day in the Life.** Marketing Manager, Rena Shawver said in November 2017 Marketing began a video project called “A Day in the Life of a Bus” produced by Hand Crank Films. This was the brainchild of Authority member, Don Melnick and Development Director, Eric Phillips. Over 40 volunteers participated in the creation of the video. The video (YouTube) can be found on the Intercity Transit website – there are two versions – one with subtitles. Shawver showed the video. Shawver handed out an instruction sheet on how to download the videos to be used in presentations. Shawver also passed out a questionnaire entitled, “How Should We Use A Day in the Life of a Bus Video?” Shawver would like suggestions.

Shawver explained the second project Marketing worked is the Phase II of the Vanpool promotion. She said the “No Cost November” promotion was so successful that she took Councilmember Carmody’s suggestion to continue with the “First Month is Free.” Marketing began creating a more personal campaign for Vanpool, using the testimonials of current vanpool riders.

## **Intercity Transit Authority Regular Meeting**

**March 7, 2018**

**Page 5 of 10**

Marketing is using a new medium called Digital Communications and Digital Advertising. Shawver said there will be two vanpool promotions in 2018, one during the months of March/ April and again in the fall.

The goal is to bring a strategy to many of the Marketing/Communication Strategies and increase awareness in Thurston County about the vanpool program. Goals include:

- Increase the number of visits to the vanpool webpage
- Increase community awareness about vanpools, Intercity Transit and alternative transportation options
- Increase the number of vanpools created
- Measure webpage visits between March 5 and April 30
- Measure "click throughs" with the digital advertising campaign and social media
- Measure the number of vanpools created between the start of this campaign and the fall vanpool campaign

**The primary target audience is:**

- Primarily Thurston County and secondary Pierce County
- People between the ages of 25-64 with emphasis on females
- Households with income between \$50K and \$75K

The strategy is to "Support the outreach work of vanpool coordinators by targeting both employers and employees with testimonial messages on the benefits of vanpooling."

**Elements (the way staff will do that):**

- Show video testimonials
- E-blast to employers
- Produce an employer toolkit to send to Commute Trip Reduction and ETC Coordinators
- Use business and consumer advertising

According to Pew Research Center, Digital Advertising is turning out to be pretty lucrative. In 2017, 43% of Americans report often getting news online, just seven percentage points lower than the 50% who often get news on television. The value of digital is it's less expensive than television news.

Shawver showed "Why I Vanpool" testimonial videos starting with a current vanpool rider by the name of "Theresa."

**Employer Toolkits** are available on the Intercity Transit website under Vanpools. An employer can find emails, articles, social media posts, flyers and presentations to use to push information out to their employees.

Shawver showed the different looks of the business advertising for March:

- South Sound Business
- Daily Biz Briefs
- Thurston County Chamber VOICE magazine
- Comcast Cable will be using the 30-second “Theresa” ad in the Thurston County Zone. These will be shown on MSNBC, Fox News, CNN, Hallmark, TLC, AME, HGTV, and Food Network. These will be run during the times when the most people will see them.
- Pandora Digital Radio will run the audio version of the “Theresa” ad; they’ll see banners when they touch their screen and see the 30-second video. As soon as there is any kind of interaction with a screen, one of Intercity Transit’s ads will pop up and if you try to skip, scroll or change it, the video starts playing.
- Programmatic News Buy with the 30-second video mostly seen in Thurston County. Anytime you go to the Seattle Times or News Tribune websites, King, Komo, Kiro news, and if you go to the All Recipe website you’ll see the vanpool testimonials.
- The use of standard Transit Bus Boards
- Posting to Social Media Posts
- This package combined will deliver one million impressions.

Karen Messmer commented she is glad Intercity Transit is expanding the outreach on vanpooling. She said in most instances when she describes to people what IT does, there are so few who understand that vanpool is part of the service; and they know so little about how it’s operated. This is a great effort.

### **C. Short/Long Range Plan Update – Short Term Recommendations.**

Freeman-Manzanares said the focus of this evening’s presentation is to explore short-term service change recommendations for a September 2018 implementation. She is seeking direction from the Authority on a service change implementation package to move forward.

Thomas Wittmann from Nelson-Nygaard will brief the Authority on the short-term recommendations, provide an update on the schedule for the long-term recommendations and solicit direction from the Authority for implementing some or all of the short-term recommendations.

These short-term recommendations were developed following a review of system data, ridership, and performance history of Intercity Transit's current services. In addition to the data analysis, input from Operations staff and a group of Operators interviewed late last fall as part of the internal focus group were included. This background was reviewed in consideration of the extensive public feedback received via the initial IT-Road Trip outreach efforts. The list of short-term recommendations represents a constrained set of plans anticipated to be no more than 5-8% change from current service levels overall.

Freeman-Manzanares said staff will come back to the Authority in April with a package ready to be released to the public for comment with a public hearing in June. The public will have a lot of time to comment on the short-term recommendations.

Freeman-Manzanares introduced Thomas Wittman.

Wittmann said the extensive IT Road Trip process helped to produce a vision for transit within the PTBA and what service within the region should look like. As part of that there was huge outreach that led to the understanding of what the public throughout the region wanted from a mobility perspective. It included a look at the existing budget numbers – where IT is today; where IT will be two to five years from now to help with the understanding of what capacity IT has today to address some of the things heard as part of that outreach process and what steps are needed now to ensure there is capacity if IT wants to begin making any future changes.

There was an in-depth look at how well existing service operates; the strengths and weaknesses; opportunities for improvement; operating conditions and ongoing challenges for the Operators and passengers. What can be done with the existing budget in order to address some of the challenges?

Some of the major challenges:

- On-time performance. Traffic and congestion continues to get worse and it impacts the buses, and certain bus routes cannot stay on time anymore. What does IT do?
- Service delays in downtown Olympia. Because almost every route comes into downtown Olympia the impact is manifested across the entire system.
- No service in NE Lacey. There is a growing employment area that is not being serviced. What can be done to get people to jobs?
- Any place Intercity Transit goes forces riders to go through downtown Olympia and makes the trip slow. Driving is faster.
- The service between Olympia and Tacoma (Olympia Express underutilization).

**Short-Term Recommendations**

- On-Time Performance Fixes – Route 47 and 60
  - Shorten and simplify Route 47 to provide more direct service to Capital Medical Center and downtown Olympia
  - Shorten Route 60 to stay on time and no longer serve St. Francis House directly
  - Messmer said the Panorama volunteer transportation system could take people from home to the bus stop. IT should have a conversation with Panorama about providing service that takes them to the main route.
- Olympia/Tumwater Service Concept
  - Address on-time performance for Route 12
  - Reduces number of buses and route duplication on Capital Boulevard between Tumwater Square and downtown Olympia
  - Provides a direct Tumwater to SPSCC connection
  - Provides a direct south Lacey to SPSCC connection
  - Family Court would no longer require a transfer to access from the Olympia Transit Center
  - Route 12 service to Littlerock Road would operate every 30-minutes during weekday midday, an improvement over today's hourly service
  - Routes 42, 43, and 44 are folded into restructured Route 12 and 68
- Olympia/Tumwater Service Concept Route 68
  - This route would serve Tumwater Square and continue to SPSCC and the Capital Mall making one cross-town route that starts at the Lacey Transit Center, serving Lacey Corporate Center. This eliminates having to go downtown Olympia.
- NE Lacey and Martin Way Service Concept
  - Address on-time performance for Route 62 A/B (Martin Way) by increasing scheduled travel times:
  - Weekdays: 10:30 a.m. to 7:00 p.m.
  - Weekends, 10:30 a.m. to 6:00 p.m.
  - Add service to NE Lacey employment areas – restructuring Route 62A. By doing this, the area north of I-5 would serve approximately 3,000 additional employees. And serve about 600 additional residents within a quarter mile of the route.
- Olympia Express Concepts
  - Demand between Thurston and Pierce Counties is growing, but Olympia Express ridership is not
    - Olympia Express is slow and unreliable
    - Olympia Express is complicated
    - The target market is unclear
  - Restructure to create one route that is more direct, faster, and allows for more frequent service



- 15-minute peak service
- Next Steps
  - ITA direction to staff on the recommendations
    - Steps and “go” or “no-go” dates for preview
    - Service change implementation plan
  - Public process steps
    - Identify concerns and challenges of short-term recommendations
    - Public materials
  - Phasing of rollout
  - First major services changes in September 2018

*The Authority directed staff to move forward with the recommendations.*

#### **GENERAL MANAGER’S REPORT**

- SB 5288 passed the House on March 2. The Bill was signed by the President of the Senate and the Speaker of the House. It’s headed to the Governor’s office. The passing of this Bill means Intercity Transit has the opportunity to talk to the public about the potential of expanding service.
- From the Supplemental Transportation Budget, IT has been allocated \$375,000 for the DASH Service for another year.
- Received proposals from the design team to continue work at the Pattison facility. Staff will bring a request to the Authority to award for a design team to take the project through final design of the master plan. Currently, there is approximately \$16M accumulated towards this project – looking at a total \$28.5M to work primarily in the Maintenance facility to expand to Martin Way and renovate the main facility.
- Freeman-Manzanares, Commissioner Blake and Councilmember Sullivan are going to the APTA Legislative Conference in Washington D. C. March 17-21 to talk with representatives from the Federal Transit Administration and other representatives to ask for more dollars.
- The Underground Storage Tank project is progressing. They poured more concrete, and construction is on target to complete by June.
- Union representation from the Operations team is taking a field trip to King County Metro to look at “line parking” and to determine if that system would work well in the IT yard.

## **Intercity Transit Authority Regular Meeting**

**March 7, 2018**

**Page 10 of 10**

- Tumwater Square construction started. Staff is working with the contractor and the City of Tumwater trying to attend to the needs of customers as quickly as possible. The project is estimated to complete in 30 days.
- There are 178 active vanpools. Vanpool and Maintenance staff scrambled to upsize a vanpool bursting at the seams, serving a manufacturing plant in Renton with only four riders last April. The group is now carrying 12 riders in one of the 15-passenger vans in the vanpool fleet.
- Intercity Transit continues partnering with WorkSource and the Timberland Regional Library.
- Intercity Transit passed the ISO 14001 Environmental Management System Audit.

### **AUTHORITY ISSUES**

Cox reported the City of Lacey dropped the speed limit on Yelm Highway from the western city limits from 40 miles per hour to 35 miles per hour. Cox would like the County reduce the speed limit down to 35 mph from Rich Road to the Lacey city limits.

Cox announced street improvements that will affect bus service. There will be College Street improvements - a round-about is being built at 22<sup>nd</sup> Street. Construction bids will be in June with hopes of starting construction late August/September - taking approximately two years for completion.


### **ADJOURNMENT**

**It was M/S/A by Councilmembers Cox and Carmody to adjourn the meeting at 7:42 p.m.**

**INTERCITY TRANSIT AUTHORITY**

  
**Debbie Sullivan, Chair**

**ATTEST**

  
**Pat Messmer**  
**Clerk to the Authority**

**Date Approved: April 4, 2018.**

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

**EXHIBIT A**  
**SURPLUS PROPERTY - MARCH 2018**

<b>MAINTENANCE AND FACILITIES</b>					
<b>ITEM</b>	<b>DESCRIPTION</b>	<b>PART #</b>	<b>QTY</b>	<b>UNIT VALUE</b>	<b>TOTAL VALUE</b>
1	DECAL, IT SIDE 39" X 12" (IN WHITE)	IT127W	4	\$0.00	\$0.00
2	SEAL END, RETARDER ACCUM.	29527010	2	\$10.00	\$20.00
3	RETRACTOR, DRIVERS SEAT BELT	19181648	1	\$15.00	\$15.00
4	SPIDER ASSY, RF BRAKE	82-02138-000	2	\$80.00	\$160.00
5	FUNNEL TOP LID FOR H1N	FTH1	25	\$12.00	\$300.00
6	CONTROLLER, E FAN MODULE - GILLIG HYBRIDS	82-66834-000	5	\$165.00	\$825.00
7	BUS SHELTER FULL SIZE - BROWN	NA	6	\$500.00	\$3,000.00
8	BUS SINGLE-REDUCTION DIFFERENTIAL CARRIER - R-177 SERIES (BROKEN)	82-31246-538	1	\$0.00	\$0.00
9	GASKET, WATER PUMP	12630223	1	\$2.00	\$2.00
10	STOP, SEATBELT	15738361	2	\$3.00	\$6.00
11	KNOB, BASS/TREBLE	16195412	2	\$2.50	\$5.00
12	SENDER, FUEL MODULE	19153039	1	\$75.00	\$75.00
13	SWITCH, WINDOW DRIVER MASTER	25725880	2	\$15.00	\$30.00
14	ACTUATOR, STEPWELL SWITCH	57612003	2	\$4.00	\$8.00
15	WIRE SET, SPARK PLUG	89018056	1	\$40.00	\$40.00
16	LAMP, FOG	1255/H2	2	\$2.00	\$4.00
17	LAMP, FOG	1255/H3	1	\$2.00	\$2.00
18	PLUG, OIL SUPPLY RAIL	1827535C91	2	\$5.00	\$10.00
19	CIRCUIT BREAKER, 15 AMP	30056-15	3	\$1.00	\$3.00
20	CLIP, ANTI-RATTLE	E8TZ2B164A	13	\$1.50	\$19.50
21	GROMMET, HOOD PROP	F7UZ16828CA	2	\$1.00	\$2.00
22	PADS, FRONT BRAKE	V1013803AC	1	\$20.00	\$20.00
23	2003 CHEVROLET COLORADO CANOPY	NA	1	\$100.00	\$100.00
<b>TOTAL SURPLUS VALUE</b>					<b>\$4,646.50</b>

