

Minutes
INTERCITY TRANSIT AUTHORITY
Regular Meeting
August 17, 2022

CALL TO ORDER

Chair Gilman called the August 17, 2022, meeting of the Intercity Transit Authority to order at 5:30 p.m. This meeting was held remotely, with an in-person component at the Pattison Street facility.

Members Present: Chair and City of Olympia Mayor Pro-Tem Clark Gilman; Vice Chair and Citizen Representative Justin Belk; City of Tumwater Mayor Debbie Sullivan; Thurston County Commissioner Carolina Mejia; City of Yelm Councilmember Brian Hess; Citizen Representative Don Melnick; Citizen Representative Sue Pierce; Labor Representative Paul Tischer.

Members Excused: City of Lacey Councilmember Robin Vazquez.

Staff Present: Ann Freeman-Manzanares; Steve Krueger; Ally McPherson; Pat Messmer; Eric Phillips; Jonathon Yee; Alex Auty; Ramon Beltran; Heather Stafford Smith; Brian Nagel; Nicky Upson; Rob LaFontaine; Tammy Ferris; Katie Cunningham; Jason Aguero; Daniel Van Horn; Jason Hanner; Matt Parker; Michael Maverick; Cindy Waterhouse; Steve Swan; Julie DeRuwe.

Others Present: Jeff Myers, Legal Counsel, and Eliane Wilson, Community Advisory Committee.

APPROVAL OF AGENDA

It was M/S/A by Belk and Melnick to adopt the agenda as presented.

PUBLIC COMMENT: None.

STAFF INTRODUCTIONS

- A. Michael Maverick, Procurement & Capital Projects Manager** (*Steve Krueger*)
- B. Matt Parker, Training & Safety Coordinator** (*Jason Hanner*)

APPROVAL OF CONSENT AGENDA

It was M/S/A by Pierce and Sullivan to approve the consent agenda.

- A. Approval of Minutes:** July 6, 2022, Regular Meeting; and July 20, 2022, Regular Meeting.
- B. Payroll for July:** \$3,222,169.75
- C. Accounts Payable July:** Warrant numbers 34997-35041 dated June 28 in the amount of **\$412,637.01**; numbers 35042-35082 dated July 6 in the amount of **\$932,168.46**; numbers 35085-35133 dated July 13 in the amount of **\$182,959.77**; numbers 35134-35136 dated July 15 in the amount of **\$78,204.35**; numbers 35137-35167 dated July 19 in the amount of **\$1,725,188.71**; numbers 35169-35207 dated July 27 in the amount of **\$576,109.33**; for a total amount of **\$3,907,267.63**; and

Intercity Transit Authority Regular Meeting

August 17, 2022

Page 2 of 12

Automated Clearing House Transfers in the amount of **\$6,855.77** for a monthly total of **\$3,914,123.40**.

NEW BUSINESS

A. Request Public Hearing for the 2021 Annual Report & 2022-2027 Transit

Development Plan. Planning Manager, Rob LaFontaine requested a public hearing to receive public testimony on the Draft 2021 Annual Report and 2022-2027 Transit Development Plan (TDP). The State of Washington requires public transit systems provide an annual status report and update of its Transit Development Plan (TDP).

The update must include:

- a) Description of the system from the previous year (a 2021 Summary).
- b) Description of planned changes, if any, to services and facilities (2022-2027);
and
- c) Operating and capital financing elements for the previous year (2021), budgeted for current year (2022), and planned for five years (2023 - 2027).

It was M/S/A by Melnick and Mejia to authorize a public hearing on October 5, 2022, at 5:30 p.m. to receive public testimony on the draft 2021 Annual Report and 2022-2027 Transit Development Plan.

B. Janitorial Services and Supplies Contract Renewal. Procurement Coordinator, Katie Cunningham, requested renewal of the janitorial services and supplies contract with CW Janitorial Service for an additional year.

In August 2019, CW Janitorial Service won Intercity Transit's contract for janitorial services and supplies. The initial contract term was for a period of one year, with four one-year renewal options. This item represents the third one-year renewal.

Under this renewal effective September 1, 2022, CW Janitorial Service will continue to provide daily janitorial services and supplies at Intercity Transit facilities, including the Administration Building, Maintenance Facility, Olympia Transit Center, Lacey Transit Center, Walk-N-Roll Bike Shop, and Amtrak Station. Tasks and requirements have been updated to reflect current service and supply needs, including any modifications implemented throughout the past year to increase overall cleanliness.

Proposed renewal rates are increased as compared to the current contract term, due to increased supply costs, and increased service hours at the Olympia Transit Center. Market research indicates the proposed renewal rates are fair and reasonable.

Based on CW Janitorial Service's record of performance throughout the current year, staff remains confident that the firm will continue to provide high quality services

Intercity Transit Authority Regular Meeting

August 17, 2022

Page 3 of 12

which enhance and maintain the cleanliness of our facilities and recommends renewal of the contract.

It was M/S/A by Sullivan and Pierce to authorize the General Manager to execute a contract amendment with CW Janitorial Service to renew the contract for janitorial services and supplies at Intercity Transit facilities for a period of one year in an amount of \$312,642, including taxes.

C. Bus Stop Pad Construction Contract Award. Procurement Coordinator, Tammy Ferris, presented a contract award for construction of bus stop pads.

On January 5, 2022, the Authority authorized the General Manager to execute a Task Order with SCJ Alliance from the On-Call Engineering Services Contract for the design and construction support for bus stop enhancements to support rear-door boarding. SCJ Alliance has since completed the bus stop pad designs and Transit issued a Request for Bids on July 19, 2022, for construction. We received four (4) bids by the submittal deadline of August 4, 2022. The bid submitted by Asphalt Patch Systems, Inc., in the amount of \$697,000 was determined to be the lowest, responsive and responsible bid.

Bids ranged from a high of \$1,338,300 to a low of \$697,000. The low bid is \$132,000 or 15.92% below the Engineer's estimate.

Asphalt Patch Systems, Inc., has successfully completed the construction of bus pads for Intercity Transit in previous years, along with similar projects with Pierce County and City of Tacoma. Staff is confident in their ability to complete this project and recommends award of the contract for the construction of the rear-landing bus pads to Asphalt Patch Systems, Inc.

It was M/S/A by Sullivan and Melnick to authorize the General Manager to enter into a contract for the construction of 123 bus stop pads with Asphalt Patch Systems, Inc., in the amount of \$697,000.

D. Update on Intercity Transit Marketing Efforts. Ally McPherson and Nicky Upson from Marketing and Communications gave an update on their efforts, and current and upcoming marketing campaigns. Upson said the focus of Marketing's work shifted during COVID and they were unable to conduct in-person outreach or marketing campaigns.

COVID changed daily and with changes in state and Federal mandates, they were required to update what was allowable on board, requiring a great deal of communication directly to customers, on the website and on social media.

Upson provided a snapshot of what occupied their time during the pandemic. In 2020 and 2021, there were five service changes each year (usually there are between

Intercity Transit Authority Regular Meeting

August 17, 2022

Page 4 of 12

2 and 3 changes), and each required updating the website, printed schedules and schedules at the transit centers and stops. There was a steady flow of communication regarding updated requirements and schedules (social media and web updates and news releases) along with the usual service disruptions. During the height of the pandemic, this was accomplished with only a team of two staff members. In July of 2021, Hannah Newton joined the Marketing team. Upson shared slides containing samples of all of the different types of communications.

Today, things have normalized, and the team is getting back to a more regular work. Service disruptions can happen at any time during service hours, seven days a week, and this can make for long, unpredictable days, which is especially the case when it snows. On a daily basis, they can spend time on any or all of the following items:

Rider Alerts - sent out via GovDelivery and posted on the website and social media. The team is learning the ins and outs of posting them to the CAD/AVL system.

Social Media - used for job postings, program information, related jurisdiction's information.

Rider News - McPherson coordinates, edits and designs the monthly Rider News that is posted on the website and social media.

Web Updates - There are regular updates to the website that include job postings, schedule updates, meeting updates, and programmatic updates. In the near future, they will continue on the path of regular website enhancements with the addition of a new web hosting and developing firm.

News Releases - are not regularly sent out because of the news market we are in. However, the team is required to send out releases about public comment periods and public hearings.

Brochures / Promotional Materials - With outreach happening again, the team receives regular requests to update, design and print brochures and other promotional materials.

Graphic design - signage and other materials.

Marketing Campaigns - on January 6, 2022, an RFP was issued for firms interested in providing Marketing and Communication Services. Six firms responded, and on March 2, 2022, the ITA authorized the General Manager to execute a one-year contract, with four one-year renewal options, with Maul Foster and Alongi to provide Marketing and Communication Services. The team is excited to be doing campaign work once again.

McPherson shared upcoming marketing campaigns, starting with the current Going Digital campaign. The purpose of the Going Digital campaign is to increase

Intercity Transit Authority Regular Meeting

August 17, 2022

Page 5 of 12

awareness about the shift to digital transit guides. In the first phase of the campaign, the goal is to educate riders on how to access digital schedules and obtain printed schedules if needed. The schedules are available to download on each route page, via an online order form, or by contacting Customer Service. The audiences identified in this campaign include:

- Current bus riders
- Soon to be returning bus riders
- New bus riders
- Staff
- Community partners

Key Message - overarching key messages for this phase of the campaign is to provide digital resources for customers so they can access schedules and route information when they need them or on demand.

Transit Guide - by eliminating the traditional Transit Guide format we're:

- Providing more access to information.
- Making it easier to find information on routes.
- Assuring customers, they don't have to be tech savvy to use it.
- Reminding riders that Customer Service is here to help.
- Not going to leave anybody behind - IT will work with everyone to ensure schedule information is accessible.
- Still providing printed schedules which are available online and upon request.

McPherson said in Phase 1 of the Going Digital campaign staff will use several methods to reach target audiences. These methods include:

Digital display ads

- A cost effective and strategic way to reach people on both desktop and mobile devices. These ads will be seen on a variety of local, regional and industry publications and are wide-reaching.
- This method also includes geofencing Transit Centers, park and rides, and other high commute areas.
 - Geofencing is a method that uses GPS to define geographical boundaries. People who travel in the geofenced areas will then be served our ad.
- Instagram and Facebook - paid and organic
 - This method will be used to supplement the visibility of other digital tactics.
- Digital Audio - Pandora, iHeartRadio, Spotify
- Updated web content, printed materials and community outreach.

There is a robust list of partners in the community they plan to reach out to including social service providers, Timberland Regional Libraries, school districts (specifically middle and high schools), and senior groups. The Marketing team asks

Intercity Transit Authority Regular Meeting

August 17, 2022

Page 6 of 12

for everyone's help spreading the word about the campaign. These methods will help achieve our overarching goal of increasing broad awareness in the community that we are switching to digital or online transit guides. McPherson shared the Going Digital video that explains how to access schedules, maps and route information. It can be found on the website at <https://www.intercitytransit.com/going-digital>

The Going Digital campaign started on August 1, and these are results from the first week of the campaign:

- The display ads received 75,000 impressions and 195 clicks across all of the tactics.
- There were 528 visits to the Going Digital webpage that includes:
 - A 31% increase in web traffic.
 - A 39% increase in new users.
 - 24% more sessions.
 - 12% more page views.

Phase 2 of the Going Digital campaign's purpose is to introduce customers to the myStop app. The goals of this phase include:

- Creating awareness about the new, more reliable app.
- Educating riders on how to use the app.
- Generating app downloads.

The key messages for the myStop app include:

- Accurate, reliable, user-friendly, customizable (this means customers will have the option to sign up for alerts by stop, route and time), specific to IT and available for both Android and Apple devices

McPherson shared sample materials they've been working on for the second phase of the campaign to promote the myStop app. They will be working on an instructional video prior to launching this phase of the campaign in late fall.

McPherson said there are a couple of other upcoming campaigns - the first one is an Operator Recruitment campaign. The goals of the campaign are to increase operator recruitment and establish Intercity Transit as an employer of choice. The target audience of this campaign include younger people who are newer to the workforce and seeking a career, not just a job; second-act career seekers, especially exiting military; and others looking to make a career change (For example, school bus drivers, truck drivers, delivery drivers, warehouse workers, and other service industry workers).

They are looking for general characteristics when hiring operators. IT is seeking individuals who:

- Enjoy serving their community above all else.

Intercity Transit Authority Regular Meeting

August 17, 2022

Page 7 of 12

- Want to be part of an organization that serves and helps those in need.
- Feel connected to bus service or IT, particularly through friend or family.
- Have a good driving record.
- Want full-time employment with excellent benefits and growth opportunities.

McPherson shared examples of images that will be used in the digital ad campaign, and they created a recruitment video featuring operators and will share the video once it's finalized.

The final campaign is a Vanpool promotion and it's a continuation of a promotion they worked on with the previous Marketing & Communication Services vendor, JayRay. This campaign is different since IT adopted a flat rate fare structure and will use geofencing to target specific areas in our community. The Vanpool campaign is set to launch this fall and will include:

- Social media and a digital ad campaign.
- Educational materials including a rack card and web content.
- A direct mail campaign, which is a high priority for this campaign and will be sent county-wide.

All materials produced will have focus on educating about the new, simplified flat rate fare structure.

McPherson answered questions. Melnick asked if the team would consider using local media/television, and military communities i.e., Joint Base Lewis-McCord, as they have newspapers, etc. Hess suggested working with local radio stations. Gilman asked if there will be a real-time coach locator as part of the app. Upson said it part of the app and that information will be integrated into the website working with the new web vendor.

E. Update & Presentation Bus Stop Enhancements & Standards. Planning Manager, Rob LaFontaine provided an update on IT's bus stops and where staff has been and where they are going with enhancements. LaFontaine said IT has 987 active bus stops and he shared numerous photo examples of the various types of bus stops including samples of enhancement projects from past years. Efforts from years past focused on creating obvious locations and creating an elevated landing pad to help with boarding and alighting, especially for riders in a mobility device. Recent bus stop enhancement projects have a stronger emphasis on rear-door use for both alighting and boarding since the passing of the Zero Fare initiative and COVID.

LaFontaine shared a matrix of the different bus stop settings, that included urban, suburban and rural environments. Settings included locations with or without sidewalks, shoulders and on street parking. He explained how IT provides standardization among the different settings and how to overcome challenges such

Intercity Transit Authority Regular Meeting

August 17, 2022

Page 8 of 12

as trees and vegetation, available right-of-way, slopes and drainage, driveways and utilities.

LaFontaine explained the challenge of having different size buses. IT has four different bus configurations in it's fixed-route fleet (40' with wide rear door and narrow rear door; and 35' with wide rear and narrow rear doors).

LaFontaine highlighted some considerations being made in more current projects. With the intent of creating a more usable affective transit stop, a few considerations include overall service ability. Can the bus easily, comfortably and reliably get to and exit a transit stop – what is the experience like for the Operator and the passenger. The other consideration is from a maintenance perspective. Our facility staff require a lengthier stay at each transit stop – a few minutes to empty trash to a longer stay to perform routine or heavy maintenance. Need to take into consideration and make sure IT property and staff are protected and not exposing unnecessary risk to the motoring public.

Staff strives to create accessibility, consistency and familiarity to all bus stops. He showed slides highlighting the most recent landing pad dimension which is 24' and stops showing spacing and pairing. He showed slides that tie in pedestrian connections and samples of lighting.

LaFontaine reviewed next steps.

- The continuation of enhancement projects in accordance with the long-range plan.
- Slated to enhancing 100+ stops starting in the fall.
- Updating the internal bus stop database (incorporating Avail).
- Updating the adopted Bus Stop Standards.
- Working to ensure successful partnerships and conversations with the jurisdictions.

Belk asked if and when you can't take advantage of adjacent street lighting, what options are there to equip a bus stop. LaFontaine said solar lighting is an option, however, a drawback to solar is it takes a certain amount of solar and can be challenging on winter days when there isn't much light.

Belk said when IT gets into The One or other bus rapid transit light projects, is there a future for real-time information displayed on a marque board?

LaFontaine said there is that possibility that could be limited to certain corridors in the onset, taking advantage of available electricity. He said this type of technology might be from a personal smart device or mounted to the side of a bus stop.

Melnick suggested some sort of message drivers see on the back of the buses while stopped behind a bus at a stop. Let drivers know we acknowledge they

Intercity Transit Authority Regular Meeting

August 17, 2022

Page 9 of 12

are doing something important, and we appreciate they are asked to wait while passengers board the bus. Perhaps a way to acknowledge to the drivers we appreciate they stop for our buses and in doing so IT is helping to get more cars off the streets.

Hess suggested using LED lighting at the stops, which can provide just about the right amount of light needed and they come in solar options.

Gilman asked how many stops are relocated or added in a year. LaFontaine said more relocations occur than adding new stops – perhaps a handful. Relocations can be anywhere from a few feet to a few hundred feet. Most stops can be improved at the existing location.

- F. Adopt Resolution 03-2022 Amending Vanpool Fares.** Freeman-Manzanares presented Resolution 03-2022 amending the Vanpool Fare to align with the recently enacted Washington State Transit Support Grant (ESSB 5974 Sec. 422(3)), to be eligible to receive new state grant funds. She said the conversation has been on the table for several months, and the Authority held a public hearing on July 20, 2022, and received no comment. Approval keeps Intercity Transit on track to meet the state deadline of Oct 1, 2022, to be eligible for the 2023-2025 biennium funds.

To be eligible to receive state transit support grant funds, transit agencies must adopt, at a minimum, a zero-fare policy that allows passengers 18 years of age and younger to ride free of charge on all modes provided by the agency. Intercity Transit Resolution 03-2019 suspended fare collection for Fixed-Route and Dial-A-Lift services. The remaining piece for Intercity Transit to qualify for state transit support grant funds is to amend the Vanpool Fare Policy, allowing those 18 and under to utilize vanpool services with no associated fare.

Because this is a change to our adopted fare structure, this action first required a public hearing which was held July 20, 2022. No comments were received regarding the proposed change and staff is recommending adoption of the changes as presented. Intercity Transit must submit confirmation of the implementing measures approved by the Authority to WSDOT no later than October 1, 2022, to be eligible for the 2023-2025 biennium funds for the new State Transit Support Grants.

It was M/S/A by Sullivan and Melnick to adopt Resolution 03-2022 providing clarifying language that passengers 18 years of age and younger can ride vanpool free of charge.

- G. Schedule Special Meeting September 21, 2022, ITA/CAC Joint Meeting.** Freeman-Manzanares presented whether to schedule a remote Joint Meeting of the Intercity Transit Authority and Community Advisory Committee for Wednesday, September 21, 2022, starting at 5:30 p.m.

Intercity Transit Authority Regular Meeting

August 17, 2022

Page 10 of 12

It was M/S/A by Hess and Pierce to schedule a special meeting at 5:30 p.m., Wednesday, September 21, 2022, with the ITA and the Community Advisory Committee.

COMMITTEE REPORTS

A. Community Advisory Committee met August 15, 2022. Eliane Wilson said the CAC received an update on the Bus Stop Enhancements, and the presentation about Marketing Efforts. CAC members asked about bus stops, and does IT have to comply with national standards, and it was recognized there are ADA requirements IT must follow. There was discussion about the level of weather protection by the different kinds of shelters, and also a discussion about the presence of service dogs on the buses. They also received the General Manager's report that mentioned there will be a consultant team at the September Joint meeting presenting about the short-and long-range plan as it was originally presented in 2018 and how that led to where IT is now.

GENERAL MANAGER'S REPORT

On Thursday, August 11, the Pattison Street facility lost power, which included losing access to our new CAD/AVL system and our connection with the buses. We utilized it as an opportunity to practice emergency procedures. Freeman-Manzanares gave "kudos" to everyone who got IT back up and running and ensured great internal and external communications.

Eight new Operators started their eight weeks of training on August 1. We are not yet net-neutral with new hires and those who are leaving the agency.

Staff continues to develop the 2023 budget in keeping with Authority and CAC direction relating to the strategic plan. Staff anticipates sharing the proposal with the Authority on October 5.

Staff continues the implementation of the CAD/AVL system, and the Pattison headquarters construction project continues to go well. We are still on track to submit the application to the City of Olympia for review of the next phase of construction which is the maintenance facility and the remainder of the campus.

Staff is planning a special presentation and encore performance with Thomas Wittmann from Nelson Nygaard and Jason Robertson from JRO & Associates at the September 21 Joint Meeting. Wittmann and Robertson worked with IT for several years helping to conduct a very comprehensive public outreach process, developing the short-and long-range plan, which was approved by the Authority in November 2018, and the tax proposition that was approved by voters in November 2018. These are foundational documents for IT and define our future. As many staff, Authority and CAC members were not with IT during that period of time, it's important that we all have the same

Intercity Transit Authority Regular Meeting

August 17, 2022

Page 11 of 12

foundation. This session will be very informative as we continue to grow and serve the community

Staff is in the process of evaluating submissions for the Zero Emissions Analysis work and intend to bring it before the Authority at the October 5 meeting.

On July 24, Intercity Transit hosted its local Roadeo for Operators and Mechanics to display their skills, and participation was extended to other systems because they were not hosting their own local Roadeos this year. Joining IT were Ben Franklin, Pierce Transit, Island Transit, King County and Community Transit in Snohomish. The Roadeo went very well and there were multiple individuals who will represent IT at the state Roadeo in Spokane on August 28. We look forward to introducing the competitors to the Authority next month. Also, a special thank you to Board member, Sue Pierce, for volunteering to judge the event, and thank you to several CAC members who joined to judge and observe the event.

AUTHORITY ISSUES

Melnick said after reviewing the Zero Emissions Analysis and the RFP he can tell from reading this statement of work along with the presentation Jonathon Yee gave the Authority last fall that the Authority learned a lot about alternative fuel. Melnick said this is exciting news. He said one of the elephants in the corner of our stakeholder room is when are we going to go battery or hydrogen fuel or electric? He's glad we can talk about the fact we are on that track and the fact we waited was prudent. Experiences from other transit agencies like King County where they bought buses that wouldn't work, and he thinks from the statement of work IT is going to get the answers needed to decide what direction we're going to take,

Pierce said she'll be at the Washington State Public Transportation Conference in Spokane at the end of August. She saw a preview of the session topics and there will be discussion about the electric buses and systems who have them, and there's also a session on hydrogen, in addition to sessions about where we go from here after COVID, not only for riders, but concern about transit staff. She's also attending the State Roadeo.

ADJOURNMENT

With no further business to come before the Authority, Chair Gilman adjourned the meeting at 7:25 p.m.

INTERCITY TRANSIT AUTHORITY

Clark Gilman

ATTEST

Patricia Messmer

Intercity Transit Authority Regular Meeting

August 17, 2022

Page 12 of 12

Clark Gilman, Chair

Pat Messmer

Clerk to the Authority

Date Approved: September 21, 2022

Prepared by Pat Messmer, Clerk of the Board/Executive Assistant, Intercity Transit