

AGENDA
INTERCITY TRANSIT AUTHORITY
SPECIAL MEETING
October 16, 2013
5:30 P.M.

CALL TO ORDER

- | | | |
|------------|--|----------------|
| 1. | APPROVAL OF AGENDA | 1 min. |
| 2. | INTRODUCTIONS - None | 0 min. |
| 3. | PUBLIC COMMENT
<i>Public Comment Note: This is the place on the agenda where the public is invited to address the Authority on any issue. The person speaking is requested to sign-in on the General Public Comment Form for submittal to the Clerk of the Board. When your name is called, step up to the podium and give your name and address for the audio record. If you are unable to utilize the podium, you will be provided a microphone at your seat. Citizens testifying are asked to limit testimony to three minutes.</i> | 10 min. |
| 4. | CITIZEN ADVISORY COMMITTEE REPORT (Don Melnick) | 3 min. |
| 5. | GRANT AWARD ACCEPTANCE SAFE ROUTES TO SCHOOL (Erin Scheel) | 10 min. |
| 6. | YOUTH EDUCATION PROGRAM UPDATE (Meg Kester and Erin Scheel) | 20 min. |
| 7. | 2014 DRAFT BUDGET (Ben Foreman) | 10 min. |
| 8. | 2014-2019 STRATEGIC PLAN DISCUSSION CONTINUED (Ann Freeman-Manzanares) | 45 min. |
| 9. | AUTHORITY ISSUES | |
| 10. | ADJOURNMENT | |

**INTERCITY TRANSIT AUTHORITY
SPECIAL MEETING
AGENDA ITEM NO. 5
MEETING DATE: October 16, 2013**

FOR: Intercity Transit Authority
FROM: Erin Scheel, Youth Education Specialist, 705-5839
SUBJECT: Grant Award Acceptance - Safe Routes to School

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- 1) **The Issue:** Enter into an Inter-local Agreement with the City of Olympia in the amount of \$63,600 to provide education and encouragement activities as part of a larger Safe Routes to School grant awarded to the City of Olympia.
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- 2) **Recommended Action:** Authorize the General Manager to enter into an inter- local agreement with the City of Olympia as a partnership obligation for Intercity Transit to provide \$63,600 worth of education and encouragement activities over the next two years.
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- 3) **Policy Analysis:** The Authority must approve any expenditure over \$25,000. While this does not involve a direct monetary commitment, it does dedicate staff resources.
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- 4) **Background:** The City of Olympia was awarded \$1,076,000 from the Washington State Department of Transportation Safe Routes to School (SRTS) program to implement a two-year education program and engineering project to improve pedestrian and bicyclist safety and road conditions around Nova and Washington Middle Schools.

This project will add a 6- to 8-foot sidewalk to the south side of 22nd Avenue from Cain Road to Boulevard Road, and a 6- to 8-foot sidewalk on the north side of 22nd Avenue, between Wilson Street and Swanee Place. These sidewalk segments will complete pedestrian connections to Washington Middle School and Nova Middle School in this neighborhood. This work will enhance pedestrian access also to transit stops and nearby parks.

Intercity Transit will be a sub-recipient in completing the education and encouragement component of the project. This includes a school program that encourages students to walk, bicycle, and take Intercity Transit or the school bus to school. Encouragement education is key to reducing vehicle emissions, improving air quality at school sites, promoting healthy exercise, giving families transportation choices, and building the next generation of safe and healthy walkers, bikers, and bus riders - the goal of Intercity Transit's youth education program.

The SRTS grant will allow Intercity Transit to expand outreach to Washington and Nova middle schools as well as Pioneer Elementary School in Olympia as part of the agency's youth education work.

The City of Olympia is one of 30 entities statewide selected for funding through the WSDOT Safe Routes to School program 2013-15 grant cycle. This is the third SRTS grant awarded in Thurston County since the program began in 2005, and the third time Intercity Transit has served as the lead for education and encouragement.

Washington's Safe Routes to School program provides technical assistance and resources to cities, counties, schools, school districts and state agencies for improvements that get more children walking and bicycling to school safely, reduce congestion around schools, and improve air quality.

Since its inception in 2005, the Washington Safe Routes to School program has reached 177 schools, making walking and biking conditions safer for about 77,000 children. To achieve these improvements, approximately \$36 million has been awarded to 96 projects from over \$200 million in requests. The number of children biking and walking increased by over 20 percent, with a measured increase in pedestrian and bicycle facilities and a reduction in motorist speeds.

5) **Alternatives:**

- A. Authorize the General Manager to enter into an inter-local agreement with the City of Olympia as a partnership obligation for Intercity Transit to provide \$63,000 worth of education and encouragement activities over the next two years.
- B. Defer action.

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- 6) **Budget Notes:** Grant and project expenditures will be reflected in the 2014 and 2015 agency budget, totaling \$63,600. This grant will fund a small percentage of our Youth Education Specialist's salary, and wages and benefits for an additional part-time temporary youth education position. These funds also support teacher, student and parent participation in Safe Routes to School activities, as well as supplies, workspace and storage utilized for the Bike PARTners program. Some in-kind activity is anticipated but not obligated under the grant agreement.

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- 7) **Goal Reference:** Goal #1: *"Assess the transportation needs of our community."* Goal #4: *"Provide responsive transportation options."* Goal #5: *"Align best practices and support agency sustainable technologies and activities."*

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- 8) **References:** None.

**INTERCITY TRANSIT AUTHORITY
SPECIAL MEETING
AGENDA ITEM NO. 6
MEETING DATE: October, 16, 2013**

FOR: Intercity Transit Authority

FROM: Meg Kester, Marketing & Communications Manager, 705-5842
Erin Scheel, Youth Education Specialist, 705-5839

SUBJECT: Youth Education Program Update

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- 1) **The Issue:** To update transit leadership on the agency's youth education program.
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- 2) **Recommended Action:** For information and discussion.
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- 3) **Policy Analysis:** The Authority supports marketing and outreach to youth as part of the agency's overall objective to increase ridership, raise awareness of alternative transportation modes and support community sustainability.
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- 4) **Background:** Intercity Transit began a Youth Education Program in July 2007 with Regional Surface Transportation funding administered by the WSDOT via the Thurston Regional Planning Council. The grant was used as start-up funding to ramp up connection to an important and growing market segment: youth.

In the past six years Intercity Transit's youth education program has expanded and is now flourishing. It is considered a valuable resource to area schools and jurisdictions. Staff works with all four school districts in our PTBA (Olympia, Tumwater, North Thurston and Yelm), and many of the region's elementary, middle, and high schools. The youth program also connects with young people outside schools through community groups and local programs.

Intercity Transit's youth program activity includes classroom presentations, rolling classrooms, field trips, after-school programs, the Bike PARTners build-a-bike program, the Undriving program and supports the Healthy Kids Safe Streets Action Plan, of which Intercity Transit is a key partner. Much of the agency's youth outreach work also

engages parents, community volunteers, educators and youth leaders. The program has grown and become more successful thanks to many community partnerships, multiple grant awards and the continued support of the Intercity Transit Authority and Citizen Advisory Committee members.

This work is an integral part of the agency's Marketing & Communications division and is administered by Erin Scheel. New grant awards for 2013-2015 support activity at Washington and NOVA middle schools through a partnership with the City of Olympia and WSDOT Safe Routes to School funds, and additional Walk n'Roll activity through a partnership with the Thurston Regional Planning Council and Transportation Alternatives Program funds.

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

6) **Budget Notes:** The cost of the Youth Education program is largely staff time. The annual project budget for the program is \$24,000.

7) **Goal Reference:** Goal #1, *"Assess the transportation needs of our community."* Goal #4, *"Provide responsive transportation options."* Goal #5, *"Align best practices and support agency sustainable technologies and activities."*

8) **References:** Healthy Kids Safe Streets Action Plan.

Healthy Kids – Safe Streets Action Plan



Initiatives to encourage kids to walk, bike & bus to school

Goals

- Build a generation of safe and healthy walkers, bike riders, and bus riders
- Promote regular physical activity so students stay strong, healthy, and ready to learn
- Reinforce good traffic safety skills

The Problem

Too few students walk, bike, or take the bus. Too many parents drive students to school. Too few students get enough daily physical activity. *Did you know that 50 % of students living within a 1/2 mile of school are driven to school?*

The Result

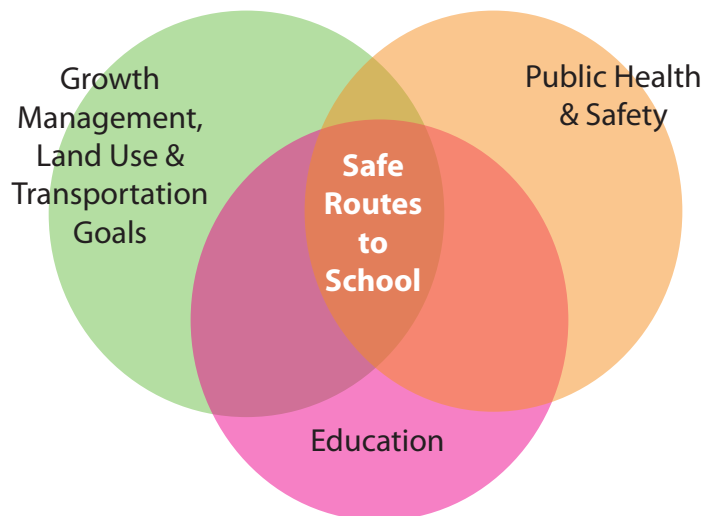
Parents driving students to school account for:

- 25% of morning peak hour traffic
- a decrease in safety, air quality, student health and readiness to learn (due to lack of exercise)
- a lack of knowledge and experience needed to be safe pedestrians and cyclists

Partners in the Plan:

Parents
Local School Districts & School Staff
Intercity Transit
Local Governments
Thurston Regional Planning Council
Thurston County Health & Social Services
Olympic Region Clean Air Agency
State Department of Transportation
State Department of Health

Healthy Kids - Safe Streets Action Plan Achieves Shared Goals



This Action Plan results from school and community stakeholder ideas and Walk & Roll demonstration project findings. The plan identifies strategies, programs and policies that address school, transportation, and community health issues.

Healthy Kids - Safe Streets Action Plan

Next Steps

- 1. Review of Action Plan.** Stakeholder groups commit to take action and identify advocates.
- 2. Create a Safe Routes to School Coordination Team** to advocate for the Action Plan initiatives; apply for funding to support programs and infrastructure improvements; and serve as a resource for school site analysis. Identify a facilitator for the team. Members should include at least school districts, and jurisdiction planning/public works. Adjunct representation should include Thurston County Health & Social Services, Intercity Transit and Thurston Regional Planning Council.
- 3. Identify a Safe Routes liaison within each school district** to act as a contact with school principals to develop the required Safe Routes Walking and Biking map and possible expansion of the Walk & Roll program.
- 4. Complete Safe Routes Walking and Biking Map for each school in the county.** State law requires Safe Routes maps for all schools by September 2013. Determine responsibility and most effective and efficient way to complete maps. Identify safety improvements as part of the process.

Programs to Develop or Expand

- 1. Develop Walk & Roll program template and "How To" manual** for program expansion to additional schools.
- 2. Identify ways to sustain and build Walk & Roll type school-based incentive programs at additional schools.**
- 3. Identify funds needed to support staff and program** such as stipends for school coordinators or incentive programs.

Policies to Incorporate in Plans

School District and Local Government:

- 1. Establish early communication about infrastructure improvements** to identify opportunities to collaborate, co-locate or connect facilities to encourage walking, biking, and transit use.
- 2. Consider the long range costs and benefits of school siting decisions** including long term transportation costs to the community as a whole (school districts, households), and the costs and benefits to student health.

- 3. Collaborate on school design and infrastructure improvements** at the beginning of the design process to maximize opportunities for walking, biking and transit use.

State:

- 1. Advocate state policy change for school siting guidelines.**
- 2. Encourage state policy change related to school retrofit and maintenance.**
- 3. Add state policy or incentive to locate schools on transit routes or within walking distance of large student populations.**
- 4. Advocate for state policy directive to contribute to infrastructure improvements and programs** targeted to students living within a mile of school – instead of yellow school bus funding in these areas.

For more information, including draft policy language, go to www.trpc.org/programs/transportation/regional+planning/walkandroll

The "Five E's" - Strategies for Healthy Kids - Safe Streets

Education

Teach children about the broad range of transportation choices; instruct them in lifelong bicycle and walking safety skills; and launch driver safety campaigns near schools.

- Integrate bicycle, pedestrian, and transit education into school curriculum. ***SD**
- Assist school districts in creating **Safe Routes Walking and Biking Map** for each school per state law. **SD, TRPC, CO, PTO**
- Create a **community outreach plan** to raise awareness and promote walking and biking to school. **SD, IT, LG, CO**
- Address **parental concerns** through outreach campaign. **PTO**

Encouragement

Use events and activities to promote walking and bicycling.

- **Maintain and expand existing school-based encouragement programs** like Walk & Roll. **SD, IT, LG, TRPC, PTO**
- **Identify a leader** within the school to coordinate bike and walk programs. **SD**
- **Hold annual study sessions** with school boards to review new walking, biking, and transit related initiatives. **SD, SRTS**
- **Identify a funding source** to provide subsidized transit passes for the school community. **IT, SD**
- **Establish a school district policy** to give physical education credits to students for walking and biking. **SD**
- **Support state and local policies** encouraging flexible work hours so parents can walk or bike with children. **S**

Enforcement

Partner with local law enforcement and community programs to increase awareness, slow speeds, and increase traffic safety.

- **Slow speeds and reduce idling through "Pace Car" campaign.** Drivers pledge to drive within the speed limit and not idle. **IT, TRPC, SD, NA, PTO**
- **Initiate a Walking School Bus** (either school or parent-run) to give more students an opportunity to walk with an adult leader. **SD, PTO, CO**
- **Analyze the effect of shifting school start time** by 15 minutes to alter traffic volume and increase safety for biking and walking. **SD, LG, CO**
- **Work with high schools to develop alternatives** to drive alone vehicle use and encourage closed campuses at lunch to enhance student safety. **S**

Engineering

Improve opportunities to walk & bike through school siting & design of walkways, bikeways, & street connections.

- **Adopt a policy for school districts and jurisdictions on school and community facility siting and infrastructure planning and design.** **SD, LG**
- **Advocate changes to state policies relating to school size, school siting guidelines, and transportation funding** to encourage easily accessible neighborhood schools. **SRTS**
- **Make sidewalks, bike lanes, lighting and crossing improvements a high priority** within 1/2 mile of schools. **S**
- **Separate modes of travel at arrival points at schools** to avoid bike and pedestrian conflicts with cars. **SD, LG**

Evaluation

Monitor and document trends and outcomes to identify the most effective strategies.

- **Survey families annually to track successes and identify challenges.** Administer the Safe Routes to School Survey through schools. **SD, PTO, SRTS**
- **Engage Parent Leaders. Create a Walk & Roll Parent Steering Committee** to plan and share ideas between and among schools. **PTO, SRTS**
- **Seek input and leadership from school staff, parents and students** to fit strategies and messages to each school's needs. **PTO, SRTS**
- **Track vehicle use reductions around schools** to monitor success of walking and biking initiatives. **CO, LG, SRTS**



Walk & Roll is a grant supported project demonstrating how to build and sustain partnerships that will result in a new generation of healthy

and safe walkers, cyclists and bus riders and reduce trips to and around school. "Walking & Wheeling Wednesdays" are part of the project.



* STAKEHOLDERS

CO - Community Organizations
IT - Intercity Transit
LG - Local Government
NA - Neighborhood Associations
PTO - Parent-Teacher Organizations

S - Stakeholders
SD - School District
SRTS - Safe Routes to School Coordination Team
TRPC - Thurston Regional Planning Council

Testimonials

"This is really good because we need to get our kids healthy and doing active things at home and at school."

-Elementary school parent on International Walk to School Day

"It was a wonderful morning for the two of us to have the time to walk and notice the little things in the neighborhood."

-Elementary school parent

"We rode our bikes this morning. It was freezing, but it was great fun!"

-Madison Elementary parent on a Walking & Wheeling Wednesday

Did You Know...

40 years ago, 50% of students walked or rode bikes to school. Today fewer than 15% travel on their own steam.

Over the last 40 years, childhood obesity has gone from 4% to 17% (2008 figure). In the last decade, obesity in youth has doubled.

By the end of the Walk & Roll program's first year, 57% of students walked or cycled to school and only 17% arrived by car. At the beginning of the year 47% arrived by car and only 24% walked or cycled.

Partnerships and Success Stories

Problem: How to build a generation of safe and healthy walkers, bike riders and bus riders

Action Taken:

Walk & Roll school-based encouragement demonstration programs at three elementary schools included: monthly flyers with walk/bike safety tips; "Walking & Wheeling Wednesday" encouragement, prizes for participation, contests, safety assemblies.

Walk & Roll Program Partnership included Thurston Regional Planning Council, Intercity Transit, Olympia School District and Madison, Roosevelt, and Pioneer elementary schools, Safe Kids, City of Olympia, State Department of Transportation - Highways and Local Programs – Safe Routes to School, U.S. Centers for Disease Control and State Department of Health.



Problem: Overcoming barriers regarding student travel to school

Safety Issue

Action Taken:

- "Stranger danger" fears addressed at two Walk & Roll sponsored "Safety Without Fear" interactive forums with a child development specialist.
- Pedestrian and bike safety education through monthly Walk & Roll event flyers, special walk/bike safety classes for students and parents, school safety assemblies with visits by police and Intercity Transit Youth Program coordinator.
- New "Pace Car" and Anti-Idling pledge program to slow driving speeds and promote clean air.
- Initiation of Walking School Bus with several parents walking with a group of students to and from school.
- Identification of infrastructure safety issues.

Distance Issue (i.e. too far to walk/bike)

Action Taken:

- Walk & Roll program focuses on urban schools and students living within a mile of school.
- Walk & Roll program addresses issues and supports a culture of changed attitudes toward student travel to school throughout the school community.
- Walk & Roll program encourages:
 - students traveling by bus to take the long way around the block to get to and from the bus stop;
 - students who must be driven encouraged to park several blocks from school and walk in.
- Action Plan recognizes the importance of school siting. The Plan recommends that school site cost/benefit analysis consider long term student transportation costs and the benefits of making walking and biking to school possible for more students.



Weather Issue

Action Taken:

- Walk & Roll encouragement programs, prizes and contests resulted in participation no matter what kind of weather. Ongoing survey data continues to inform the process.

For more information:

On Youth Programs, contact: **Erin Scheel**
Intercity Transit Youth Education Specialist
360-705-5839 or escheel@intercitytransit.com

On Action Plan, contact: **Kathy McCormick**
Thurston Regional Planning Council Senior Planner, AICP
360-956-7575 or mccormk@trpc.org

**INTERCITY TRANSIT AUTHORITY
SPECIAL MEETING
AGENDA ITEM NO. 7
MEETING DATE: October 16, 2013**

FOR: Intercity Transit Authority

FROM: Ben Foreman, 360-705-5813, bforeman@intercitytransit.com

SUBJECT: 2014 Draft Budget

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- 1) **The Issue:** To present all the Draft 2014 Budget including new projects/positions.
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- 2) **Recommended Action:** Give staff verbal direction as to what to bring forward in the draft budget for the November 6, 2013, Public Hearing. The Authority will be asked to adopt the 2014 Budget at the December 4, 2013, meeting and will have the opportunity to add or delete projects up until December 4. The 2014 Budget revisions after December 4, 2013, will require a separate resolution.
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- 3) **Policy Analysis:** The draft budget documents rest heavily on the proposed Strategic Plan that the Authority will have the opportunity to adopt at the December 4 meeting. The Strategic Plan states the Authority's wishes regarding service levels – the service levels are the prime driver of our proposed expenses for 2014.
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- 4) **Background:** The Budget Committee, which consists of the General Manager, and seventeen directors/managers and one representative from each of the union groups (total of twenty staff members) reviewed the proposed 2014 operating costs as contrasted against the 2013 adopted budget and reviewed each of the proposed 2014 new projects/positions. Based on that review staff is recommending the draft 2014 budget as contained in the 2014 Draft Budget document be taken forward to the public hearing.
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- 5) **Alternatives:**
- A) Present the Draft Budget, as proposed, to the public at the November 6, 2013, Public Hearing.
 - B) Direct staff to revise the proposed projects for inclusion in the draft budget for presentation at the November 6, 2013, Public Hearing.
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- 6) **Budget Notes:** N/A.
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- 7) **Goal Reference:** The annual budget impacts all agency goals.

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- 8) **References:** Draft Budget Book which will be sent electronically just prior to this meeting.

**INTERCITY TRANSIT AUTHORITY
SPECIAL MEETING
AGENDA ITEM NO. 8
MEETING DATE: October 16, 2013**

FOR: Intercity Transit Authority
FROM: Ann Freeman-Manzanares, 705-5838
SUBJECT: 2014-2019 Strategic Plan Discussion Continued

1) **The Issue:** Review policy position issues.

2) **Recommended Action:** To discuss and provide staff direction.

3) **Policy Analysis:** The Strategic Plan is Intercity Transit's primary policy document and Authority direction determines the level of resources and priorities devoted to specific services and projects. The first year of the Strategic Plan provides specific direction to the next year's budget by setting an expenditure ceiling, a capital program and a desired service level.

4) **Background:** Attached are policy statements for your review. The Authority came to consensus regarding the desire to grow the vanpool program and to focus on joint use agreements for park-and-ride facilities instead of dedicating funds for constructing new sites. Four policy statements: Service Levels, Role in Regional Mobility, Capital Purchases that allow for future growth-Pattison Street Rehabilitation and Expansion and whether or not our planning should be fiscally constrained, will be reviewed during the Authority Planning Session on Friday, October 11. We hope to come to consensus regarding the general direction for the remainder of the policy statements during this meeting on October 16. Those items are as follows:

- Role in serving downtown Lacey, Olympia, and Tumwater: Status Quo in terms of Dash and maintaining 15-minute service. Seek support for Dash and increased frequency.
- Role for local express service: Currently do not operate local express service and do not anticipate having equipment to offer such a service. Continue implementation of the transit signal prioritization project.
- Consideration of transit priority measures: Continue implementation of the transit signal prioritization project.
- Coordinate with local school districts: Continue our work with schools through the youth education programs, encourage public transit use when practical and encourage school placement in areas supported by public transportation and other alternative transportation infrastructure.
- Level of Passenger Amenities (bus, shelter, benches, lighted stops, passenger information): Implement STP grant and seek other funding to make

improvements. Prioritize ADA accessibility with a focus on level of passenger activity.

- Investment in Technology: Implement improvements to ACS system, study telephone system upgrade, website improvements and server room capacity.
- Continue to support the Village Vans, Community Vans, the Surplus Van Grant and Discounted Bus Pass Programs.
- Adequate services to serve persons with disabilities: Depending on results of the one year Travel Training pilot project, expand the program by one full-time staff member.
- Maintain our current fare policy review at every three years. Maintain our current fare structure.
- Continue to support Commute Trip Reduction, the Bicycle Commuter Contest and the Youth Education Program. Continue to partner and pursue grants and other program goals. Hire two part-time grant funded positions.
- Continue to support an active marketing and education program including real time bus information and social media. Delay customer satisfaction market segmentation and worksite commuter survey until 2015 or 2016.
- Reduce emissions and negative environmental impacts of operations: Seek ISO-14001 certification, focus on sustainability and management systems improvements.
- Retain our current boundaries.

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

6) **Budget Notes:** The Strategic Plan provides the basis for the development of the annual budget. Costs associated with developing the plan are minimal.

7) **Goal Reference:** The Strategic Plan specifies how resources will be allocated to address all of the Authority goals.

8) **References:** 2014 – 2019 Draft Strategic Plan Policy Position Review – October 16, 2013

**Intercity Transit Draft Policy Positions
2014 – 2019 Strategic Plan
October 16, 2013**

1. What role should Intercity Transit play in serving downtown Olympia, downtown Lacey, and the Tumwater Town Center areas?

Actions - 2014

- Continue to work with the State to ensure adequate parking is available for the Dash service.
- Continue the provision of park and ride spaces during the Legislative session at the Farmers Market.

Actions – 2015-2019

- Intercity Transit should continue to operate the Dash service, and seek funding to expand the service to other concentrations of State employees or facilities.
- Intercity Transit should continue to increase service and ridership in major corridors and maintain the number of corridors with 15-minute service. If more funding were to become available, increase the service frequency.

2. Is there a role for local express service in the current service area?

Intercity Transit currently operates no local express service. Local express service generally operates in major corridors with service speed being increased by reducing the number of stops and/or by introducing transit priority measures in the corridor.

Our market research shows travel time is one of the primary barriers to increased ridership for many of our customers or potential customers. Local express service is one way to increase service speed. The tradeoff is there is a greater distance between stops resulting in greater walking distances for passengers. If the service speed is increased by skipping certain stops, adequate information must be provided to customers to avoid confusion and anger when their stop is skipped.

The two new inter-county routes implemented September 30, 2013 - Tumwater to Lakewood and Olympia to DuPont with continuing service to Seattle - provide some ability to track use of local intra-county express service with stops scheduled at the Capitol Campus and Hawks Prairie Park and Ride.

Actions – 2014

- The Martin Way and Capitol Way corridors appear to be the most feasible corridors for this type of service. The CMAQ funded study to explore developing “smart” corridors is complete and nearing implementation. Intercity Transit should continue to participate in this effort and advocate stop and traffic signal system improvements in these corridors.
- Monitor intracounty ridership related to the Tumwater-to-Lakewood and Olympia to-DuPont service.

2015 - 2019

- Additional equipment is not anticipated to be available to explore local express service. Monitor the results of the “smart” corridors project to help evaluate potential future success.
- The Tumwater-to-Lakewood and Olympia-to-DuPont Regional Mobility grant funds expire in 2015. The grant has been approved for an additional two years dependent upon 2015-2017 biennium funding. Intercity Transit will have the option to accept the grant and dedicate the local match at that time.

3. Should transit priority measures – signal priority, queue bypasses, bus lanes - be considered?

Actions – 2014

- Implementation of the pilot signal preemption program in the Martin Way and Capital corridors should take place.

Actions – 2015-2019

- Intercity Transit should work with the Thurston Regional Planning Council, the City of Olympia, the City of Lacey, the City of Tumwater, and Thurston County to explore improvements to the Martin Way corridor to improve pedestrian access to transit stops and increase transit vehicle speeds and reliability.
- Intercity Transit should work with the Thurston Regional Planning Council, the City of Olympia, the City of Lacey, and Thurston County to develop the Martin Way corridor as a “smart corridor.”
- Intercity Transit should work with the Thurston Regional Planning Council, the City of Olympia, the City of Lacey, and Thurston County to expand the number of intersections and buses equipped to enable signal preemption.

4. Should Intercity Transit pursue efforts to coordinate service with local school districts?

The issue of coordination between local school districts and the public transportation provider is one often raised. Both school districts and transit systems have large fleets of buses and the school district vehicles are generally used only during peak periods. In addition, the vehicles often operate on the same roadways and appear to offer duplicative service. In some communities, students primarily use the public transportation system for travel to and from school.

There are several barriers that make coordination between the services difficult. These include:

- The peak periods of both the public transportation system and the public school system generally coincide. There is little excess capacity in either system in the peak periods.

- School buses and public transportation vehicles are very different in design and requirements. Public transportation vehicles must be fully accessible, provide more space per passenger, provide more passenger amenities and be able to operate up to 16 hours per day. School buses are lighter duty vehicles designed to operate four to six hours per day and on residential streets. They are designed to maximize capacity rather than comfort.
- School bus routes tend to be circuitous routes focused on a particular school. School buses often operate on neighborhood streets. Public transit routes tend to be more direct and operate on major and minor arterials. Public transit service generally expects passengers to walk longer distances than school bus routes.
- School buses are able to stop traffic, so students may safely cross a street. Transit vehicles do not have this ability. Students trained to cross in front of a school bus may try this with a transit vehicle.
- There is a reluctance to place younger students on public transportation where there is limited ability to monitor their interaction with other customers. Efforts to coordinate service are generally limited to middle and high school students. Intercity Transit staff and regional school districts' staff should work together to determine if there are coordination opportunities.

Actions – 2014

- Intercity Transit should continue its Youth Education program.
- Intercity Transit should continue to work with schools and youth to teach skills for safe biking, walking and transit use.

Actions - 2015-2019

- Intercity Transit staff should continue to market public transportation and the use of transportation alternatives to students.
- Intercity Transit should work with school districts to encourage the location of schools in areas served by public transportation and to develop safe paths for walking, biking, and access between transit routes and school facilities.

5. What level of passenger amenities (bus shelter, benches, lighted stops, passenger information) is appropriate?

In 2005, the Intercity Transit Authority adopted a policy of providing a shelter at every bus stop. Currently, Intercity Transit has shelters at over 260 stops. Intercity Transit previously received a Surface Transportation Program (STP) grant of approximately \$350,000 to purchase additional shelters and make additional stop improvements. This began in 2009 and will be completed in 2011. The cost of a shelter and associated stop improvements can range from \$7,000 to \$30,000 per stop depending on the conditions at the stop.

A STP Enhancement grant of \$240,000 was obtained in 2011 to implement accessibility improvements at 46 selected stops. This project was completed in early 2013. Intercity Transit received an STP grant in 2013 in the amount of \$160,000 to improve 20 bus stops.

Actions - 2014

- Implement STP grant to enhance 20 bus stop locations.

Actions - 2015-2019

- Pursue available program funds to upgrade bus stops and shelters. It is unclear whether STP and/or enhancement funds may be available for this purpose.
- Purchase seating and other amenities for stops without shelters which have the most passenger activity.
- Continue a program of bus stop improvements with priority on making all stops ADA-accessible.
- Prioritize bus stop improvements by the level of passenger activity. An emphasis should be given to stops located near facilities serving elderly persons or others with special transportation needs as well as to stops located on major corridors.

6. What additional investments in technology should be made beyond the current Advanced Communications System project?

The Advanced Communications System is functioning but aging and needs significant updates. An analysis was conducted and it was determined that the best value was to upgrade the current system rather than purchase and implement a new system. A longterm strategy to address server room capacity was also addressed and budgeted in 2013. This project will carry over into the 2014 budget.

Actions - 2014

- Continue implementation of relatively low-cost improvements including telephone system improvements and Web site improvements and enhancements.
- Research telephone system replacement.
- Develop a plan to address server room issues and to provide adequate space for computer and other communications equipment.

Actions – 2014-2018

- Implement additional improvements and enhancements to the Advanced Communications System.
- Continue improvements to the Web site.
- Update review of the Information Systems function.
- Replace the existing telephone system.

7. How do Village Vans, Community Vans, the Surplus Van Grant and Discounted Bus Pass programs fit into Intercity Transit's future plans? Are there other programs of this type that should be considered?

These four programs should be continued in future years. All of these programs are very successful and resulted in new community partnerships. These programs are relatively low cost programs for Intercity Transit with grant and program revenues covering much of the cost.

Actions – 2014-2019

- Continue the Village Van, Surplus Van Grant, Community Van and Discounted Bus Pass programs.
- While funding is available for the Village Van program for the 2013-2015 biennium, MAP-21 eliminated new money for this program. Intercity Transit advocates for and monitors funding for the Village Van program beyond the 2013-2015 timeframe.

8. Are our services – Dial-A-Lift, Travel Training, and Accessible Fixed-Route Buses adequate to serve persons with disabilities?

Intercity Transit continues to improve its service to persons with disabilities. The Advanced Communications System, in concert with the telephone system and scheduling software, continue to be improved and updated. This allowed improved customer service and increased efficiency in the Dial-A-Lift program. Market Research of Dial-A-Lift services to measure customer satisfaction and the need for service improvements was completed in 2011, showing a very high level of satisfaction with the Dial-A-Lift service.

Staff recommends Market Research of Dial-A-Lift services be conducted every 3 to 5 years. Eighteen vehicles in the Dial-A-Lift fleet were replaced in 2011. Ten vehicles were replaced in 2013. Replacement of the eight fixed-route vans and ten standard floor coaches in 2008 greatly increased the accessibility of the fixed-route vehicle fleet for all users. Advanced Communication System features such as automated stop announcements, transfer protection, and improved customer information also improved customer service for all fixed-route passengers.

Though Intercity Transit fixed-route buses are accessible, many individuals are still unaware of just how easy it is to use fixed-route. By expanding the Travel Training program and enhancing it with Bus Buddies, Intercity Transit increases its focus on educating persons with disabilities and senior citizens on the accessibility of the fixed route, increasing personal independence and reducing costly Dial-A-Lift trips.

Actions – 2014

- Continue to focus on expanding the Travel Training program with Bus Buddies.
- Dependent upon the results of the one-year Travel Trainer pilot project, expand the Travel Training program by one full-time staff.

Actions – 2015-2018

- Continue to pursue improvements in scheduling software and use of technology to improve productivity and service.
- Complete Market Research of Dial-A-Lift services no later than 2016.
- Replace most unreliable vehicles.
- Continue the effort to make all bus stops accessible and to provide shelters and other amenities at stops serving persons with disabilities.
- Apply the principles of Universal Design to all capital purchases and projects, and explicitly consider accessibility and usability for the widest range of individuals when evaluating equipment and technology.

9. Is the current fare policy appropriate?

Staff recommends we retain our policy to review fares every three years. The fare structure, effective February 2013, is as follows:

Category	Per Ride	Daily	Monthly
Adult	\$1.25	\$2.50	\$36
Youth (6-17)	\$1.25	\$2.50	\$15
Reduced	\$.50	\$1.00	\$15
Dial-A-Lift	\$1.25	\$2.50	\$36 or \$15

10. What role should Intercity Transit play in local transportation projects – Commute Trip Reduction, Youth Education Programs, and the Bicycle Commuter Contest?

Intercity Transit was the lead agency for the Thurston County Commute Trip Reduction prior to 2001. The loss of MVET funds in 2000 made it difficult to maintain this role. In 2001, the local jurisdictions contracted with a private firm to coordinate the program. Intercity Transit remained an active partner and provided Employee Transportation Coordinator training and outreach to major worksites as part of its marketing programs. In 2005, the Thurston Regional Planning Council became coordinator of the CTR program, and Intercity Transit was contracted to provide marketing, training, and support service. In 2006, Intercity Transit received a Trip Reduction Performance Program (TRPP) grant to provide expanded CTR services in the Tumwater Town Center area. This program was completed in mid-2007. Intercity Transit received an additional TRPP grant for 2008 and 2009 to implement a marketing program aimed at commuters traveling from outside Thurston County to the Capitol Campus and the Olympia downtown area. This program, "Capitol Commutes" was completed in June 2009. The TRPC received grants to expand CTR activities in Thurston County and contracted with Intercity Transit to assist with these efforts.

The CTR program was reauthorized in the 2006 legislative session with a number of changes made in the program. The base program and level of funding for Thurston County should remain at or near current levels in 2013. A new element of the CTR program was the ability of a jurisdiction to form a Growth and Transportation Efficiency Center (GTEC) that will adopt aggressive targets for reducing trips. The local public transportation agency must agree to place priority on expanded service to GTECs and the jurisdiction must pledge to support efforts to reduce trips to the GTEC. Additional CTR funding is available to support GTECs. The City of Olympia received funding for a GTEC that includes the Capitol Campus and downtown Olympia. This funding was not renewed for the 2009 - 2011 or 2011-2013 biennium.

Intercity Transit established several successful community and youth outreach programs over the past several years. Two of these – the Bicycle Commuter Contest and Smart Moves youth education program – were assumed by Intercity Transit in 2005 when the program and funding were in danger. Since then, Intercity Transit developed these into strong,

ongoing programs with significant community support. Key to this success is a full-time Youth Education coordinator and a Bicycle Commuter Contest coordinator who works six months of each year. The 2014 budget will include two part-time, grant-funded positions to assist in implementing youth education activities in 2014 and 2015.

Actions 2014

- Hire two part-time, grant-funded positions to assist in implementing youth education activities in 2014.
- Continue to support the Bike PARTners program in 2014 and find additional sources for bike donations.
- Continue to pursue grant opportunities to supplement the Youth Education program and the Bicycle Commuter Contest.

Actions – 2015-2019

- Intercity Transit should work with the Thurston Regional Planning Council, the State of Washington and the affected local jurisdictions to improve the Commute Trip Reduction Program.
- Intercity Transit should continue to aggressively market alternative transportation to youth and in schools, as well as in the larger community.
- Intercity Transit should continue to coordinate the Bicycle Community Contest and seek grant funding to expand its efforts.
- Intercity Transit should aggressively market high frequency corridor service.

11. Should Intercity Transit's current marketing approach and level of effort be continued?

- Intercity Transit's marketing and communications program include marketing, broad community outreach, ongoing corporate communications, branding, public involvement and media relations.
- Intercity Transit completed a significant market research effort in 2009 that indicated we had significant success attracting new riders, retaining riders for longer periods of time, and raising awareness of transit services. The research confirmed our key markets continue to be commuters and young people.

Actions – 2014

- Intercity Transit should continue to aggressively market its services, and should at a minimum, maintain the current level of marketing and community outreach efforts.
- Intercity Transit should expand its Web site to better serve our various constituents and to continue to be a relevant business and communications tool for the agency.
- Intercity Transit should continue to pursue outreach communications through social media platforms.
- Intercity Transit was scheduled to begin the next round of market research work in 2014. The last work was completed in 2008-09 and included a Customer Satisfaction Survey, a Market Segmentation Study and a Worksite Commuter Survey. Staff proposes we delay this work until 2015 and potentially to 2016 pending the completion and outcomes of the short- and long-range service plan.

Actions – 2015-2019

- Intercity Transit should aggressively market the high level of service offered in major corridors.
- Intercity Transit should continue its marketing and communications efforts to educate the community about existing and new services and the value of public transportation to the community Intercity Transit serves.
- Intercity Transit should continue to make use of customer information technology to enhance the customer experience and support service value. A real-time bus arrival service, such as OneBusAway, should be an ongoing program available to Intercity Transit bus riders.

12. What steps should Intercity Transit take to reduce emissions and the negative environmental impacts of our operations?

Intercity Transit took a number of steps to reduce emissions from its vehicle fleet. Intercity Transit was one of the first transit agencies in the country to use biodiesel in its entire fleet and continues to use B20 (20 percent biodiesel and 80 percent ultra-low-sulfur diesel) in its fleet. A test was run using B40 for a six-month period, and no adverse impacts were detected. The price differential between biodiesel and diesel continues to be significant. Intercity Transit pays a \$.30-to-\$.55 –per-gallon premium for B20 as compared to 100 percent diesel.

One of the most important steps Intercity Transit took was to remove older engines from service and to retrofit older engines with emission reduction equipment. This was largely accomplished in 2007, with the purchase of 18 new, replacement vehicles. Intercity Transit also received a grant from the Department of Ecology to install diesel oxidation catalysts and crankcase ventilation filters on the 12 oldest Intercity Transit coaches that would still be in the fleet after 2007. The purchase of six hybrid buses in 2010 and seven more in 2012 significantly reduces emissions through 25- to 30-percent better fuel economy and cleaner engines. Intercity Transit received federal and state funds for ten additional buses which will complete bus replacement through 2018.

Intercity Transit's policy is to use "environmentally friendly" chemicals and materials in its entire operations. Intercity Transit developed and adopted a formal Environmental and Sustainability policy in 2011. This policy focuses on actions we take to protect the current environment, primarily through compliance with environmental regulations and practices, and use of materials that do not adversely impact the natural environment. The policy also includes a sustainability element designed to enable us to meet the needs of current residents and of future growth without compromising a future that includes a healthy environment, economy, and society.

A Sustainability Plan was presented to the Authority in October 2009. This plan includes an inventory of current emissions and recommendations to improve our practices and processes. It will be continually updated and will likely result in updated policy

recommendations to the Authority in early 2013. Intercity Transit completed the training in the Federal Transit Administration's Environmental Management System program and will continue this effort in 2014. ISO 14001 certification of Intercity Transit's Environmental and sustainability Management System (ESMS) program starts in 2013 and will continue through 2015.

Intercity Transit should continue to take an active role in local land use planning to encourage transit-oriented development and to ensure new development supports increased use of public transportation. Intercity Transit should continue to support the Thurston Regional Planning Council's efforts including the Sustainable Thurston County project, the Smart Corridors project, Thurston Here to There, and other projects. The Authority and staff should be involved in local jurisdiction comprehensive plan updates.

Actions – 2014

- Increase involvement in local and regional land use planning efforts and advocate for transit-oriented development and other development that encourages the use of transportation alternatives.
- Seek ISO 14001 certification for the Environmental and Sustainability Management System program.
- Seek funding partnership with Puget Sound Energy to reduce energy and water usage and waste production.
- Continue to utilize environmentally friendly chemicals and materials in all operations, and require their use to the maximum extent possible by vendors and contractors.
- Update the Sustainability Plan and continue implementation of recommendations.
- Continue partnerships with the Thurston Green Business group and Puget Sound Energy's Green Power program.

Actions – 2015-2019

- Continue implementation of the Sustainability Plan and update as needed.
- New buildings and facilities should meet LEED – Gold Certification building standards.

13. Issue: What should be Intercity Transit's policy and actions related to expansion of the PTBA?

Actions – 2014-2019

- Staff recommends the Authority maintain its current policy regarding expansion of the PTBA:

The Intercity Transit Authority should consider annexation of new areas only if representatives of these areas request the Authority take steps to hold an annexation election and demonstrate that there is support for the action in the area to be annexed.