

Minutes
INTERCITY TRANSIT AUTHORITY
Regular Meeting
January 16, 2019

CALL TO ORDER

Chair Sullivan called the January 16, 2019, 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; City of Lacey Councilmember Carolyn Cox; City of Yelm Councilmember Molly Carmody; City of Olympia Councilmember Clark Gilman; Thurston County Commissioner Tye Menser; Citizen Representative Karen Messmer; Citizen Representative Don Melnick; and Labor Relations Representative Debbie Solomon.

Staff Present: Ann Freeman-Manzanares; Lisa Allison; Emily Bergkamp; Suzanne Coit; David Copley; Tammy Ferris; Jessica Gould; Paul Koleber; Steve Krueger; Ally McPherson; Pat Messmer; Carolyn Newsome; Jeff Peterson; Eric Phillips; Rena Shawver; Steve Swan; Nicky Upson; Kerri Wilson.

Others Present: Community Advisory Committee Member, Tim Horton.

APPROVAL OF AGENDA

It was M/S/A by Citizen Representative Messmer and Vice Chair Warner to approve the agenda as presented.

PUBLIC COMMENT - None

INTRODUCTIONS

- 1) **Robert Oliver and Jarod Burke, Vehicle Detailers** (*Paul Koleber*)
- 2) **Riley White, Commuter Services Assistant** (*Carolyn Newsome*)
- 3) **Kiera Maryott, Accounting Specialist** (*Suzanne Coit*)

NEW BUSINESS

- A. Youth Education Update.** Marketing & Communications Manager, Rena Shawver, provided an overview of Marketing, Communications and Outreach programs. She said they are integrating all of those programs for the agency, making an impact, moving to change behavior and using resources for the good of the community. Shawver said Marketing supports the mission of the agency; branding the agency well by integrating materials (i.e. bus paint colors, the wraps, etc.). Last year's projects included supporting the short/long range plan; helping with the September

service change and the Prop 1 project. This year, focus will be on helping the agency roll out the new fixed route service.

Shawver introduced members of the Marketing staff:

Nicky Upson, Marketing & Communication Coordinator - responsible for the agency website and GovDelivery, communicating with the 200 employee transportation coordinators at state agencies, does graphic design support work taking on some of the larger profile projects like the Be Safe/ Be Seen Campaign, Ride Transit - a state campaign put on by Transportation Choices Coalition, and the EDC's annual Expo which IT sponsors. Also this year, Upson is taking on the Bicycle Commuter Challenge in coordination with Duncan Green to make it more visible in the community.

Ally McPherson, Marketing & Communication Specialist - is responsible for all customer publications (Transit Guide, Rider News, brochures and transit tickets). She's also the gatekeeper and manages all social media include FaceBook and Twitter. McPherson also coordinates between 15-20 events a year to make sure the agency has a presence (i.e. the parades and events like the Lacey Family Fun Fair). She also does graphic design and supports the route maps, posters, flyers and manages special projects like the Summer Youth Pass collaboration with five other transit systems.

Both Upson and McPherson take on the task of sending out information on Rider Alerts to make sure customers know when a road is closed, start running snow routes and other information that would impact the commute.

Duncan Green is the BCC Assistant six months out of the year between January and July. He's takes on the Winter Bicycle Challenge, Earth Day Market Ride, and annual Bicycle Commuter Challenge.

Kerry Wilson, Youth Education Specialist, **David Copley**, Youth Education Assistant, and **Liam Collins**, AmeriCorps member. They dedicate their time to the Walk N Roll Youth Education Program. Since they were making a presentation later in the meeting, Shawver deferred a more in-depth exploration of their responsibilities.

Marketing/Communications does a lot of work with outside vendors and consultants to complete many of the projects (Lamar Advertising, JayRay Communications, HandCrank Video Production, Nelson Nygaard and Jason Robertson).

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Another major project is to increase participation in the vanpool program. IT received a \$250,000 innovators grant from the State Legislature to relieve congestion on the I-5 corridor by partnering with the Chamber to reach businesses and their employees who may not know about the benefits of vanpooling.

Shawver showed the recently produced video entitled, "Everyday Heroes." The Everyday Heroes theme was developed in concert with feedback from Thurston County Chamber members.

Shawver turned the presentation over to Kerri Wilson for a Walk N Roll update. Wilson said in 2018 the program served about 8,495 youth and their family encouraging biking, walking and bus riding. They did this through a partnership with Olympia, Tumwater and North Thurston school districts and a new partnership with the City of Olympia.

The Walk N Roll to School days had 3,407 participants with 12 schools. The hope is to expand to more North Thurston Schools.

The School Bike Challenge had 166 participants with 7 schools totaling 3,775 miles. This program is part of the Bicycle Commuter Challenge. It's a great way to reach more youth - they provide a toolkit to the school where students log their miles and can win prizes. Wilson is hoping to increase more school participation, particularly middle schools.

Pace Car Pledge asks drivers to commit to make roads safer for walking and biking by pledging to drive the speed limit, avoid distractions, be cautious around kids and stop for pedestrians. Last year they increased the outreach thanks to the help of Liam Collins and were able to get 128 pledges.

Walk N Roll Bike Rides were once known before as Kidical Mass Rides. These have been dwindling in participation over the years and in 2018 there were 30 participants. This year staff will rejuvenate the program by partnering with other events happening in the community like the Tumwater Easter Egg Dash.

Rolling Classrooms had 475 participants, made 23 presentations, at 8 schools. New flyers are going out this year to more schools.

New this year is the Class Pass. Schools were notified last week and to date 7 passes have been requested, serving 200 riders.

David Copley said a big part of the work he does is with the Earn-a-Bike Program. The program partners with one middle school each year and offers free afterschool bike education classes that focus on bike maintenance and safe riding skills. The

class runs for 4 days for a total of 8 hours. Each student who completes the class has the opportunity to receive a refurbished bike, helmet, lock and lights. Last year the agency partnered with Jefferson Middle School and 74 students graduated. Last year the first summer classes were offered in coordination with the Olympia Parks and Recreation who handles the actual registration. It went well, but didn't have full registration and this year staff is looking at better advertising and changing the format to make it accessible for more families.

The bike repair shop is essential to the Earn-a-Bike program because all of the bikes have to come from somewhere, and bikes get donated and salvaged from the buses internally, local partner bike shops and community members. Each bike gets a complete overhaul. That's about 6 to 8 hours per bike to do the repairs and that was made possible by 1,225 hours of volunteer time in 2018. In the beginning in 2015, there was only 400 hours of volunteer time dedicated to this program. New this year is a pilot program called the Mechanic Volunteer Program, and it's a first engagement with high school level youth. It's a more extensive mechanics class with about 20 hours of education and bike mechanics, and students pledge another 20 hours of volunteering in the shop. The students receive volunteer credits that go towards graduation requirements.

The new Youth Education Center is open and located at 215 Washington Street. There are 10 workstations, and everything is now under one roof – it's an inviting and comfortable space.

- B. Improving Online Customer Service.** Shawver said Intercity Transit's website is an online storefront and there's been a lot of growth, adding 155 pages of materials, and more views or visits. Staff is looking at the website from the customers' perspective to bring it up to speed in terms of tools that key stakeholders might need.

A request for proposal is being submitted for a consulting group to talk with everyone in the agency about what's going on with the website in terms of user ability; and help staff set a course for the work that needs to be done to support the online transit center.

Upson provided an update on the digital communication known as GovDelivery that was instituted in July 2018. Customers subscribe for email and/or text notification service. There are currently 1,700 subscribers with seven to ten new subscribers a day. Examples of content are Rider Alerts, Rider News, Employment Announcements, News Releases and more.

Upson explained there are several ways to subscribe. When accessing the IT website, an overlay pops up giving the option to sign up; or you can type in

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www.intercitytransit.com/subscribe; and in the top left hand corner of all of the webpages a Stay Connected icon is provided; and it's also being integrated into FaceBook.

Gilman suggested all Board members sign up for GovDelivery.

Upson provided statistics.

Website Usage:

- Users = 14,663
- Sessions = 39,021
- Sessions Per User = 2.66
- Page views = 106,464
- Pages per session = 2.73
- Average session duration = 2:47 minutes

How do customers find us?

- Email = 0.12%
- Paid search = 0.17%
- Other Ads = 0.31%
- Advertisement = 0.35%
- Social = 2.03%
- Referral = 6.84%
- Direct = 24.98%
- Search = 65.15%

How customers access the site:

- Mobile devices = 56.34%
- Desktop = 38.19%
- Tablet = 5.47%

Where customers go on the site:

- Bus/routes/94, 62 A and B
- Fares
- Trip planner
- Home page

Upson took a tour of the website, and demonstrated the Trip Planner feature, which is based on Google Maps. And she asked the Authority to share their likes/dislikes about the current website.

- Carmody wants to purchase monthly passes online and have it either emailed to her so it shows on her phone; or print it out.
- Messmer would like to find agency documents more easily.
- Gilman would like to understand why people are opening the route schedules more than other areas on the site.
- Relocate the One Bus Away icon to a more visible space on the website.
- Warner asked if there are usage numbers for One Bus Away. Upson said it's a University of Washington product and she does not have those numbers. He said it would be interesting to ask them, and it would be good to know how many people use that app; and IT could promote it more.
- Warner said to keep in mind accessibility issues for those with disabilities, such as low vision. Making sure there is a magnification capability and be within the law in terms of accessibility.

C. Pattison Base Master Plan and Design Services. Steve Krueger, Procurement Manager, presented for consideration an amendment to the Stantec Master Planning Agreement.

In December of 2015, Intercity Transit entered into a development agreement with the City of Olympia regarding the Pattison Base Rehabilitation and Expansion Project. In May of 2018, Stantec was awarded the contract to update the Pattison Base Master Plan for an initial contract amount of \$411,751. The Master Planning process has resulted in conceptual designs for the Vanpool Center, Fuel, Wash and Facilities buildings that align with the development agreement. Final engineering, design, and the development of bid packages is now needed to move forward with construction of these facilities on the north parcel. The detailed design work is also required to move forward with the next phase of permitting discussions with the City of Olympia. The timely approval and staged progress will also keep the project on schedule to utilize secured funding in accord with grant requirements. Additional Master Planning work and more comprehensive cost estimate analysis is also needed for both the Maintenance and Administrative buildings which will influence which final design options best satisfy facility and long term operational needs within budgetary limitations.

This request includes an additional \$135,000 anticipated to complete the Master Planning work, and a new agreement for final design & engineering services in the amount of \$1,272,093 to move forward with final design of the Vanpool Center, Fuel, Wash and Facilities buildings.

It was M/S/A by Citizen Representative Melnick and Vice Chair Warner to authorize the General Manager to amend the Stantec Master Planning agreement to include an additional \$135,000 in funding; and enter into a new agreement with

Stantec to provide design services for a Vanpool Center, Facilities, Fuel and Wash buildings for a total amount not-to-exceed \$1,272,093.

D. Olympia Transit Center Construction Update. Steve Krueger, Procurement Manager, provided an update on the new construction at the Olympia Transit Center. He said every Wednesday, the General Contractor, Graham Construction, hosts a regimented construction meeting that includes the architect, SRG Partnership, and the DES Project Manager and a number of internal stakeholders. The agenda includes safety and other issues and also a four week look ahead.

To date, all excavation is complete; all conduits are laid; the forming work is underway and the first initial concrete pour is scheduled for this upcoming Monday or Tuesday weather permitting. The slab-on-grad pour is scheduled for 5 a.m. on Thursday, January 31 – about 20 concrete trucks running all day long. Once the concrete is poured, we should be past much of the risk associated with the build and visual progress will be more noticeable.

Krueger said there has been a lot of great energy by the team throughout this process. Everyone seems excited about the project and the project is on schedule and within budget.

E. Pattison Street Facility Update. Eric Phillips, Development Director, provided an update on the Pattison Street Facility master plan. He emphasized that the North parcel of the Pattison property has been the main focus of attention. The master planning team from Stantec was brought in to facilitate the internal coordination with staff which included asking questions and discussions centered around work functions, program space form and the processes we use to do our work to provide service to the public. Stantec looked at many aspects of our operation including our allocation of current space; current and future needs; how many vehicles the maintenance bays were designed to handle, which was originally 80 and we're up to 400 when you add vanpool. We went through that exercise with Stantec and they were looking at how many employees are needed for each function, and looked at the space necessary for Operations, Maintenance and Administrative functions with optimal workflow, circulation patterns and site positioning.

The North lot includes city improvement requirements. These are related to the existing Development Agreement and permitting that started with the UST project. Staff spent a lot of time during the master planning trying to decide how to retain the synergy of our organization, including a lot of consideration for the type of culture Intercity Transit is known for – working and staying together – grow but don't divide.

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All of the secured funding is tied to project elements currently envisioned to be developed on the North site (lot). Staff has been working with the City of Olympia since last summer on a joint public improvement project consistent with the development agreement for the ROW. The components of this phase include a traffic signal; frontage improvements; bus pullouts, utility undergrounding and storm water collection and conveyances within the ROW area. Construction for these improvements will start in February and costs for that portion are estimated at about \$1.7M. Another portion of the project would be space on the corner of Martin Way and Pattison, originally scoped as a smaller Vanpool Service Center. IT is required to have an element building massing out onto the Martin Way frontage area, and that could be in the form of the Vanpool Super Center (to include the Vanpool and Youth Education programs) and house the ADA eligibility staff. It might also be a much larger three-story complete administration and operations building.

Some additional discussion ensued around the regulatory issues that hinder rehabilitation efforts on the existing site and buildings including cost, timing and maintaining operations without disruptions to services. Primarily issues related to fixing the existing bus lot and the new storm water requirements that would be triggered if that rehabilitation work is started. While expensive, a greater concern is maintaining revenue vehicle flow and site use for meeting daily service as rehabilitation efforts require that a significant disruption (like installing a really large storm water infiltration gallery) were to occur.

Phillips said all funding numbers are based on the cost estimating position of where we are in the master plan, and there's an escalation factor for construction and contingency. Freeman-Manzanares said our initial estimate was \$28.5M to rehab and expand the Pattison facility and looking at those initial plans, Stantec gave us a current estimate of \$99M, which is far more than we can afford, so we are reconsidering options and opportunities. Phillips said when staff looked at the options, they weren't apples-to-apples and some of the options for expansion don't include the full amount of administrative space to meet our program needs. Some of these options were looked at assuming we can't get there with the funds we have then what's the fallback position and phasing plan. For example the estimate per square foot for rehabbing the current Pattison administration building is more than new construction and leaves us with less flexibility in the future in how we manage staff program space.

Phillips talked about the construction of a new three-story building option which is putting all the administrative space together on the North site near Martin Way/Pattison which gives the best square footage to meet our long-term program needs and has the least financial risk, and it's showing up as more cost-effective than rehabbing the current administrative facility, and it allows for other options to

mitigate around the maintenance building, future parking options and alternative space to mitigate the storm water requirements that will be likely on the existing parcel. Staff is looking to complete the master plan and go through the process to make those final recommendations. Staff said it might take over a year to get through the permitting process and it will be tight on the schedule for the first phase of funds. We do know that the fuel, wash and facilities footprint is certain and needs to be constructed before other necessary and critical rehabilitation work can be completed in the existing maintenance building.

- F. Contract Amendment Community Conversation.** Freeman-Manzanares presented for approval an amendment to the contract with J Robertson and Company to provide assistance regarding the implementation of IT Proposition 1 and the promise to study the way fares are paid to address challenges and help meet shared community goals.

IT Proposition 1 included this statement in one of its nine enhancements: "Changing the way fares are paid means different things to different people, and can address several challenges identified by the community. There are options and opportunities that, with some additional study, can help meet shared community goals." This study would establish the framework, include a public outreach process and help define the roadmap to address this element of the Long Range Plan. IT's existing fare collection system takes cash only and is failing. Initiating this study as quickly as possible is prudent.

It was M/S/A by Citizen Representative Messmer and Councilmember Carmody to authorize the General Manager to amend the J Robertson and Company contract in an amount not-to-exceed \$60,000 for the implementation of IT Proposition 1 and the promise to study the way fares are paid to address challenges and help meet shared community goals.

COMMITTEE REPORTS

- A. Thurston Regional Planning Council.** Messmer said TRPC met January 4. Members received a presentation from Intercity Transit on the Bus Buddies program; Sarah Luna briefed the Council on the South Sound Military and Communities Partnership Connect Kit - an initiative to develop and distribute resource kits relating to medical/health, housing, food, transportation, education and employment to connect community members to available community services; Karen Parkhurst discussed the state Legislative session priorities, and there are a number of priorities on the TRPC list that would be of interest to Intercity Transit, including maintain and grow public transportation, preserve and maintain multi-modal system and complete current projects, and the I-5 system discussions.

- B. Transportation Policy Board.** Melnick said the TPB met January 9. The TPB received a presentation by Ryan Andrews, Senior Planner from Lacey, about their pedestrian and bicycle plan. It was well done and Melnick has a copy if anyone is interested. Senior Planner, Doug DeForest, has been the TRPC Business Representative and he is termed out. TPB discussed and adopted a change to the Bylaws on to how to arrange for a 3-year business citizen membership to allow a phase out over time; they adopted the 2019 meeting schedule; prepared for an election of officers, and said Mayor Ryder and Graeme Sackrison would continue in their roles. Karen Parkhurst provided an update on the 2019 Legislative priorities.
- C. Community Advisory Committee.** Tim Horton said the CAC met on January 14. The CAC welcomed two new members; received a presentation on the Marketing & Communications Outreach programs; an update on the Youth Education Program; and an update on the Discounted Bus Pass and Surplus Van Grant Programs.

GENERAL MANAGER'S REPORT

Freeman-Manzanares provided an update regarding the increase the Authority passed for the Discounted Bus Pass program to \$600,000. That increase was based on a request from SPSCC for over \$100,000 in discounted bus passes for students who hadn't paid their tuition yet. There was a miscommunication at the SPSCC regarding how they were going to address transportation issues of students who had not yet paid their tuition and didn't have their student ID cards. This situation was rectified internally and they pulled their request for discounted bus passes. This leaves a lot of funding available for other interested agencies as this program is on a rolling application system pending funding availability. Freeman-Manzanares asked the Authority if they have interest in returning this program to its previous limit of \$400,000 or leaving it at the newly established limit of \$600,000. There was consensus to leave the existing resolution in place rather than revisiting the previous limit and potentially changing the resolution to reflect that.

A new class of 18 Operators began on Monday, January 14. This is an eight week course. Another new class begins in February.

There have been significant issues at the Olympia Transit Center with staff being harassed and/or assaulted. And there have been other unfortunate incidents with the construction contractor, janitorial and sweeper contractors as well. This has escalated over the last nine months and staff is working with Councilmember Gilman to work through those issues. In the meantime, the Authority hired an additional Operations Supervisor to dedicate one full-time Operations Supervisor to the OTC. The Authority also increased the security contract with Pierce Security so there are two individuals present at the OTC while Intercity Transit is operational.

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Staff received scheduling information for the two Authority Planning Sessions the Authority requested for 2019: Friday, April 19 and Friday, July 26 are the two dates in April and July that worked best. As the Authority directed, staff is pausing before scheduling a third day-long session in the fall pending need. Jason Robertson is scheduled to facilitate both the April 19 and the July 26 planning sessions as requested.

Maintenance Director, Paul Koleber announced his retirement effective October 31, 2019. To facilitate a smooth transfer of leadership, and address the possibility of Koleber leaving earlier, staff anticipates working with Carras Consulting to fill that position soon. Freeman-Manzanares is spending time with the staff to get their feedback.

AUTHORITY ISSUES

Warner attended a Mason Transit Board meeting. They are working on several interesting capital projects. He encourages the other Authority members to take time to attend other agencies' Board meetings.

Melnick said he met John Sussman at the TPB, and he mentioned IT recruited three of their school bus drivers. Sussman said he was excited about the IT Walk N Roll program and he wanted to know if Intercity Transit could arrange for a Walk N Roll presentation for his group.

Melnick reiterated that IT should spend more time marketing to the senior community.

Melnick said he talked with Bill McGregor from the Port of Olympia and he's interested in connecting DASH to the fueling dock and Melnick suggested he talk to Freeman-Manzanares to see what can be arranged. Freeman-Manzanares said she had an appointment scheduled with McGregor. She shared that extending DASH service wasn't part of the Proposition, but welcomes conversation and ideas about how to better serve the community, potentially increase ridership and expand on community partnerships.

Gilman addressed the issues taking place downtown and said it has been the prime focus of the City Council. The city is working on emergency interventions day-by-day and launching a long term homelessness response plan and recruiting a group to help guide that launch in February. Gilman and Councilmember Cox visited the camp site to the north of the transit center and they were impressed by how calm and clean it was largely due to self-governing. Giving them just a little bit of space to control and a little less daily hassle has proven effective. He said the tiny houses behind the old city hall will open at the end of January. The city gave notice to the folks on B Avenue they will

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be clearing that area. That should be followed by addressing the unmanaged site across the street from the OTC.

Messmer is participating in the Washington Bike Summit on February 11 and 12 held at the Red Lion in Olympia. She'll be speaking about bike facilities and then at the end of the day on Monday a tour of IT's new bike shop has been arranged.

Messmer attended the CAC meeting on January 14 and for the benefit of the new members, everyone provided self-introductions. She found it "touching" to hear each of the members' reasons for wanting to be on the CAC, and how they like sharing their ideas and helping the community.

Carmody said Yelm Prairie Days is coming the last weekend in June, and Mayor Foster is asking if Intercity Transit would be able to pitch in for extra vans or a bus, with events taking place Friday, Saturday and Sunday. Also, she thought Walk N Roll might apply to Prairie Days festival by getting folks to ride bikes or walk to help with congestion. Also the high school and middle school are always looking for programs, and the mechanics classes would be a great edition to the Yelm school district.

Carmody said a constituent asked her if Intercity Transit would consider offering vouchers for Uber or Lyft in exchange for Dial-a-Lift (DAL). *Note: Intercity Transit currently does not have a program that subsidizes any private carriers other than a potential ride home for vanpool customers who find themselves in a position where an alternative ride is necessary. The implementation of the innovative service zones proposed in Proposition 1 has yet to be defined and this might provide an opportunity to explore options and opportunities.*

Cox said the City of Lacey has a new Police Chief - Ken Semko from Santa Monica, California. He'll begin his position effective February 19.

Menser said he attended TRPC and was impressed with the Lacey Bike and Pedestrian plan. Menser referred to the issues happening downtown Olympia and said Thurston County has been criticized for lack of leadership in recognizing the regional character of the issue and he feels that's changing. He acknowledged they are getting a plan in place for the homeless situation and is excited to participate in the approach. They have a new homeless coordinator; they have a plan in process starting on February 7. They will start thinking about what their regional leadership role will be that includes identifying county property that would help alleviate the situation.

Solomon said there have been a few ATU changes. President Art Delancy resigned, and David Claus-Sharwark has stepped into that role; and Lisa Allison stepped into the Vice President position; Solomon remains the Treasurer.

Sullivan said that due to the government shutdown, and the fact that legislature in D.C. will be in recess in March, the trip to the APTA Legislative Conference has been canceled.

ADJOURNMENT

With no further business to come before the Authority, Chair Sullivan adjourned the meeting at 7:42 p.m.

INTERCITY TRANSIT AUTHORITY



Debbie Sullivan, Chair

ATTEST



Pat Messmer
Clerk to the Authority

Date Approved: February 6, 2019

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