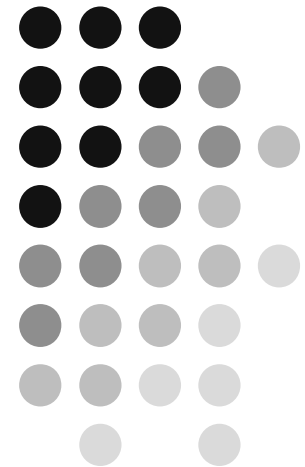
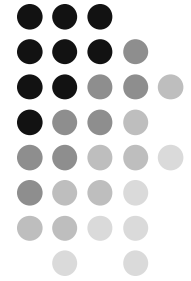


Downtown: On the Go! Transportation Partnership

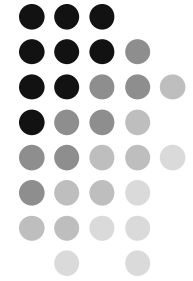
Phase II ~ Meeting #1
October 8, 2009



Welcome to the Transportation Partnership



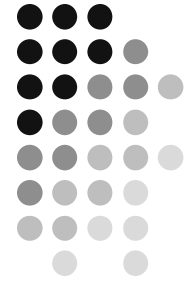
- Icebreaker
 - Name, Organization, New or Previous Partner?
 - Where have you traveled that had the best public transportation system?
- Introductory Business



REVIEW of PHASE I: Inception

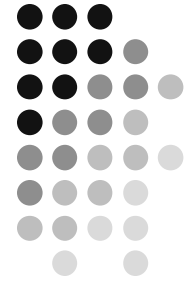
DOWNTOWN:
On the go!

Where we left off - Phase 1 Recommendations

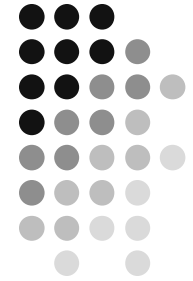


- ✓ Initiate a process to formally establish *Downtown On the Go!* as a centralized resource organization serving the downtown Tacoma business community.
- ✓ Create a business/work plan for a new organization delivering transportation demand management programs and services to downtown businesses and property owners (public and private).
- ✓ Define programs and action steps for delivery of desired services.
- ✓ Identify and procure a sustainable public/private funding agreement necessary to support the organization and its business plan in the long term.

Progress since June meeting



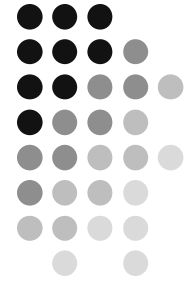
- Addition of new partners
 - 15 previous partners, 5 new partners, and 2 considering involvement
- Federal short-term grant funding secured



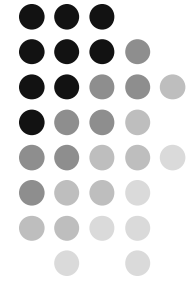
PHASE II: Planning

DOWNTOWN:
On the *go!*

Issues on the (Near) Horizon



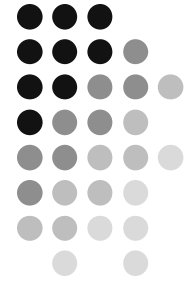
- Paid-parking Downtown
- Pricing feasibility study at the Tacoma Dome Station
- Pierce Transit Redesign
- ORCA roll-out
- Climate Action Plan
- Strategic Mobility Master Plan progress
- Electric Vehicle Infrastructure 2010 Amendment
- Growth & Cost of Driving Increases
- Increase in short-term government grant funding
- Downtown: On the Go! full-time staff position



Paid-Parking Downtown

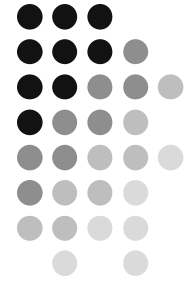
- 1st reading of the paid-parking ordinance will be October 13th
- Price to begin at .75¢, no time limits, hours of enforcement will vary depending on the area
- The City will readjust the hourly rate based on market demand
 - Goal = 15% vacancy
- Target installation is the 1st quarter of 2010

ST Pricing Feasibility Study ~ Tacoma Dome Station



- Sound Transit parking pricing study underway along the South Sounder corridor, including the Tacoma Dome Station
- The results of the study will be compiled into a final report scheduled to be available in 2010
- Findings will help inform broader discussions about charging at South Sounder park-and-rides
- Additional studies may be completed before charging is instituted in the region

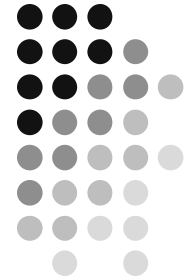
PTtomorrow ~ Pierce Transit Redesign Process



- More people than ever are using Pierce Transit services
 - 15 million annual boardings on 52 local routes
 - 50,000 rides each weekday
- Public transportation in Pierce County faces an uncertain future due to the economic recession
 - Pierce Transit receives 73% of its funding from local sales tax.
 - Local bus service was reduced 5% in July 2009.
- Help Pierce Transit design a system to meet future challenges
 - Attend a community workshop – October and November 2009
 - Tell us what you think or take a survey at www.pttomorrow.org
- Comment on elements of the proposed system plan will take place April through May 2010

Questions? Lind Simonsen, lsimonsen@piercetransit.org

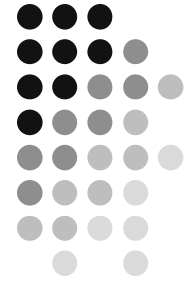
ORCA Roll-Out



- December 14, 2009
 - Final Puget Pass sales to individuals
- January 1, 2010
 - Pierce Transit ticket books discontinued
 - Intersystem transfers (between transit agencies) discontinued
 - Intrasystem transfers (between Pierce Transit buses) remain valid
- February 1, 2010
 - \$5.00 ORCA card fee implemented
- Businesses Accounts
 - January 2010 – All non-consignment businesses must be transitioned to ORCA business products
 - March 2010 – All consignment businesses transferred to ORCA business products

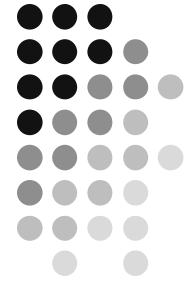
Questions? Sharon Stockwell, sstockwell@piercetransit.org

Climate Action Plan



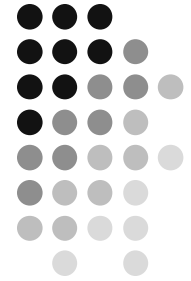
- Implementation of the City of Tacoma *Climate Action Plan* is underway
- The Sustainable Tacoma Commission is now meeting and the City of Tacoma has hired Kristi Lynett as its Sustainability Manager
- Over 50% of the carbon emissions in the region are transportation related

Mobility Master Plan



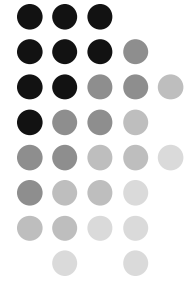
- Goal of the MoMaP is to achieve a safe, comfortable and desirable pedestrian, bicycle and transit environment throughout Tacoma.
- The first round of public meetings have just finished – public input will inform a draft plan
- Goal is to finalize the plan by June 2010

Electric Vehicle Infrastructure Amendment 2010



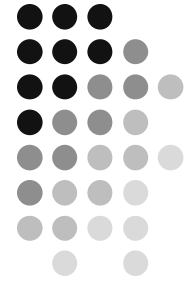
- WA state passed Substitute Senate House Bill 1481 in 2009
 - Requires all jurisdictions on major freeway corridors to plan for electric vehicle infrastructure
- The Nissan Leaf will be coming out in 2010
- Plug in stations and other support infrastructure planning is therefore required and necessary

Growth & Cost Increases



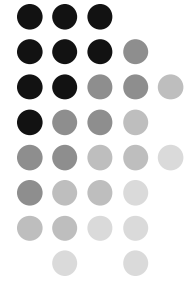
- Pierce County Growth
 - 127,000 people by 2040
 - 97,000 jobs by 2040
- Increase in the cost of driving
 - Significant gas price increases predicted
 - Cost of driving will continue to increase

Increase in Short-Term Government Grant Funding



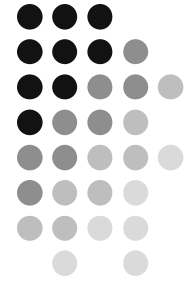
- Congestion, Mitigation, and Air Quality grant
 - \$300,000 in grant funding for a car-sharing pilot program.
 - Funds will be received in January 2011
- Energy & Efficiency Conservation Block Grants (EECBG)
 - \$150,000 in potential competitive grant funds for telework
 - \$500,000 in grant funds for immediate implementation of the Mobility Master Plan
 - \$150,000 in grant funds for the Downtown: On the Go! Transportation Partnership

Full-Time Staff for Downtown: On the Go!



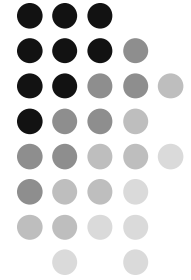
- Previous position was part-time Downtown: On the Go! and part-time Tacoma ACTS
- Due to grant funding, each position is now full-time
- Full-time staff person for Downtown: On the Go! means...

Workplan Priorities

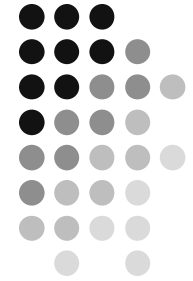


- Is this where the Partnership wants to go?
 - Please take a couple of minutes to review the workplan individually.
- If so, what are the workplan priorities over the next year?
 - Consider the “near” horizon issues just discussed
 - What will give the biggest bang for the buck?
 - To what workplan items should staff time be dedicated?

Expected Outcomes

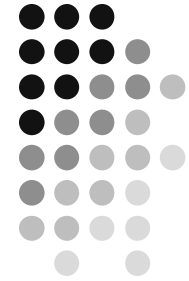


- What are the expected outcomes for each of the Partnership's major workplan priorities?

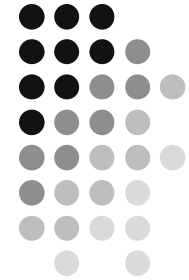


FINAL BUSINESS

DOWNTOWN:
On the *go!*



- Set meeting November meeting date
- Monthly newsletters
- November agenda items
- Expected staff follow-up



Questions?

Julia Petersen

juliap@tacomachamber.org

253.627.2175

DOWNTOWN:
On the go!