FTA RESEARCH

FEDERAL TRANSIT ADMINISTRATION

Mobility on Demand (MOD) Sandbox Demonstration: Limited Access Connections

Final Report

NOVEMBER 2020

FTA Report No. 0178
Federal Transit Administration

PREPARED BY
Penny Grellier
Community Development Administrator
Pierce Transit

U.S. Department of Transportation
Federal Transit Administration

COVER PHOTO

Image courtesy of Penny Grellier, Pierce Transit

DISCLAIMER

This document is disseminated under the sponsorship of the U.S. Department of Transportation in the interest of information exchange. The United States Government assumes no liability for its contents or use thereof. The United States Government does not endorse products of manufacturers. Trade or manufacturers' names appear herein solely because they are considered essential to the objective of this report.

Mobility on Demand (MOD) Sandbox Demonstration: Limited Access Connections

Final Report

NOVEMBER 2020

FTA Report No. 0178

PREPARED BY

Penny Grellier
Community Development Administrator
Pierce Transit
3701 96th Street SW
Lakewood, WA 98499

SPONSORED BY

Federal Transit Administration
Office of Research, Demonstration and Innovation
U.S. Department of Transportation
1200 New Jersey Avenue, SE
Washington, DC 20590

AVAILABLE ONLINE

https://www.transit.dot.gov/about/research-innovation

Metric Conversion Table

SYMBOL	WHEN YOU KNOW	MULTIPLY BY	TO FIND	SYMBOL
		LENGTH		
in	inches	25.4	millimeters	mm
ft	feet	0.305	meters	m
yd	yards	0.914	meters	m
mi	miles	1.61	kilometers	km
		VOLUME		
fl oz	fluid ounces	29.57	milliliters	mL
gal	gallons	3.785	liters	L
ft^3	cubic feet	0.028	cubic meters	m^3
yd^3	cubic yards	0.765	cubic meters	m^3
		NOTE: volumes greater than 1000 L shall be shown in m^3		
		MASS		
oz	ounces	28.35	grams	g
lb	pounds	0.454	kilograms	kg
T	short tons (2000 lb)	0.907	megagrams (or "metric ton")	Mg (or "t")
		TEMPERATURE (exact degrees)		
^oF	Fahrenheit	5 (F-32)/9 or (F-32)/1.8	Celsius	^oC

REPORT DOCUMENTATION PAGE		Form Approved OMB No. 0704-0188

The public reporting burden for this collection of information is estimated to average 1 hour per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing the burden, to Department of Defense, Washington Headquarters Services, Directorate for Information Operations and Reports (0704-0188), 1215 Jefferson Davis Highway, Suite 1204, Arlington, VA 22202-4302. Respondents should be aware that notwithstanding any other provision of law, no person shall be subject to any penalty for failing to comply with a collection of information if it does not display a currently valid OMB control number. **PLEASE DO NOT RETURN YOUR FORM TO THE ABOVE ADDRESS.**

1. REPORT DATE November 2020	2. REPORT TYPE Final	3. DATES COVERED May 2018-December 2019

4. TITLE AND SUBTITLE Mobility on Demand (MOD) Sandbox Demonstration: Limited Access Connections, Final Report	5a. CONTRACT NUMBER
	5b. GRANT NUMBER
	5c. PROGRAM ELEMENT NUMBER
6. AUTHOR(S) Penny Grellier, Community Development Administrator	5d. PROGRAM NUMBER
	5e. TASK NUMBER
	5f. WORK UNIT NUMBER
7. PERFORMING ORGANIZATION NAME(S) AND ADDRESSE(ES) U.S. Department of Transportation John A. Volpe National Transportation Systems Center 55 Broadway, Cambridge, MA 02142-1093	8. PERFORMING ORGANIZATION REPORT NUMBER FTA Report No. 0178
9. SPONSORING/MONITORING AGENCY NAME(S) AND ADDRESS(ES) U.S. Department of Transportation Federal Transit Administration Office of Research, Demonstration and Innovation 1200 New Jersey Avenue, SE, Washington, DC 20590	10. SPONSOR/MONITOR'S ACRONYM(S) FTA
	11. SPONSOR/MONITOR'S REPORT NUMBER(S)

12 . DISTRIBUTION/AVAILABILITY STATEMENT
Available from: National Technical Information Service (NTIS), Springfield, VA 22161; (703) 605-6000, Fax (703) 605-6900, email [orders@ntis.gov]; Distribution Code TRI-30

13. SUPPLEMENTARY NOTES NOTES [https://www.transit.dot.gov/about/research-innovation] [https://doi.org/10.21949/1818350]
Suggested citation: Federal Transit Administration. Mobility on Demand (MOD) Sandbox Demonstration: Limited Access Connections, Final Report Washington, D.C.: United States Department of Transportation, 2020. https://doi.org/10.21949/1818350

14. ABSTRACT

The Mobility on Demand (MOD) Limited Access Connections (LAC) project provides recommendations and lessons learned to help agencies, organizations, and policymakers establish a first/last mile pilot project, identify a research and design framework for first/last mile service, and develop criteria for the identification of pilot zones to implement first/last mile service within a transit agency service area. This report presents an overview of Pierce Transit's LAC project including identified needs, project goals, service model, project challenges, service outcomes, and lessons learned.

15. SUBJECT TERMS
Mobility on Demand, MOD, access, first/last mile, transit agency service area

16. SECURITY CLASSIFICATION OF:			17. LIMITATION OF ABSTRACT	18. NUMBER OF PAGES	19a. NAME OF RESPONSIBLE PERSON
a. REPORT Unclassified	b. ABSTRACT Unclassified	c. THIS PAGE Unclassified		149	19b. TELEPHONE NUMBER

Standard Form 298 (Rev. 8/98)
Prescribed by ANSI Std. Z39.18

TABLE OF CONTENTS

1 Executive Summary
3 Section 1: Introduction
5 Section 2: Project Description
18 Section 3: Project Evolution
22 Section 4: Evaluation
24 Section 5: Conclusions and Recommendations
28 Appendix A: TNC Cost Estimates
34 Appendix B: Equity Accessibility Plan
38 Appendix C: Boardings
43 Appendix D: User Survey
73 Appendix E: Agreements
105 Appendix F: Marketing Materials
109 Appendix G: Media List and Samples
119 Appendix H: Knowledge-Sharing
121 Appendix I: Handcount Data
137 Acronyms/Abbreviations
138 References

LIST OF FIGURES

9 Figure 2-1: Marketing Campaign Impact on Trip Totals, May 2018–August 2019
10 Figure 2-2: Level of Service Utilization, Pick-Ups, May 2018–September 2019
11 Figure 2-3: Level of Service Utilization, Drop-Offs, May 2018–September 2019
13 Figure 2-4: Number of Trips by Month, May 2018–December 2019
13 Figure 2-5: Trip Time Period
14 Figure 2-6: Day of Trip
14 Figure 2-7: Trip Length, in 2-mile Increments
14 Figure 2-8: Trip Duration, in 5-minute Increments
17 Figure 2-9: Facebook Post for DowntownOntheGo Award, November 2019
19 Figure 3-1: LAC Zone Map, April 2019

LIST OF TABLES

8 Table 2-1: Outreach and Marketing Strategies

Acknowledgments

Pierce Transit would like to thank the Federal Transit Administration (FTA) and Mobility on Demand (MOD) Sandbox Demonstration Program team members Hendrik Opstelten, Gwo-Wei Torng, and Stephen Mortenson for serving as the federal liaisons and project oversight team.

Pierce Transit would also like to thank key project partners and their staff for supporting this project:

- Paul Davis and the Transit Team at Lyft
- Marty Cavaluzzi
- Choi Halladay and Danielle Evans at Pierce College
- Brian Brooke, Abby Chazanow, and Melonie Mayock at Sound Transit
- Casey Gifford at King County Metro
- Jean Paul Velez
- Adam Cohen, Gustave Cordahi, Elliot Martin, and the Independent Evaluation Team
- Dana Henderson
- Pierce Transit Planning and Community Development Department (present and past members):
  - Ryan Wheaton
  - Tina Lee
  - Barb Hunter
  - Peter Stackpole
  - Jay Peterson
  - Max Henkle
  - Jason Kennedy
- Shared Use Mobility Center staff, especially Prashanth Gururaja and Rudy Faust
- Bonnie Epstein at PSTA and Angie DeVore at Valley Metro

Abstract

The Mobility on Demand (MOD) Limited Access Connections (LAC) project provides recommendations and lessons learned to help agencies, organizations, and policymakers establish a first/last mile pilot project, identify a research and design framework for first/last mile service, and develop criteria for the identification of pilot zones to implement first/last mile service within a transit agency service area. This report presents an overview of Pierce Transit's LAC project including identified needs, project goals, service model, project challenges, service outcomes, and lessons learned.

EXECUTIVE SUMMARY

The Federal Transit Administration's (FTA) Mobility on Demand (MOD) Sandbox Demonstration Program provides a venue through which integrated MOD concepts and solutions, supported through local partnerships, are demonstrated in real-world settings. FTA seeks to fund project teams to innovate, explore partnerships, develop new business models, integrate transit and MOD solutions, and investigate new, enabling technical capabilities such as integrated payment systems, decision support, and incentives for traveler choices.

Importantly, the MOD Sandbox also provides FTA the opportunity to measure project impacts and assess how existing FTA policies and regulations may support or impede these new service transportation models through evaluation of all project efforts (FTA, 2019).

The MOD Limited Access Connections (LAC) project provided transportation options to areas with insufficient access to transit based on geography, limited service span, and at-capacity park-and-ride lots. Pierce Transit proposed a three-pronged approach to provide riders with access to transit through first/last mile solutions via rideshare partners, guaranteed ride home when traditional service is unavailable, and trips to and from park-and-ride lots. Uber's online trip cost estimation tool was used to approximate Transportation Network Company (TNC) trip costs in each of the proposed zones at various days and times (Uber Technologies, Inc., 2020). The resultant average per-trip cost was $11 (see Appendix A, TNC Cost Estimates) .Trips were fully subsidized and offered for the following use cases: first/last mile solution for riders needing transportation to or from transit because their start or end point was beyond a half-mile from nearest transit access; guaranteed ride home for riders traveling home from Pierce College Puyallup after transit service had stopped for the night; and trips to and from park-and-ride lots around Puyallup Sounder Transit stations to reduce crowding at the lots during peak commute hours on weekdays.

These services were intended to increase throughput at the Puyallup Sounder station served by parking-constrained park-and-ride lots, provide connections to existing bus routes, and provide rides home outside of regular service hours. The zones targeted with this pilot are generally in lower-density areas that are not well-served with fixed-route bus services. Over the life of the project, these rides averaged $11.56 per trip and were (as projected) more cost-effective than the fixed-route demonstration projects previously executed to meet many of the same needs. The pilot was designed to test another mode to provide transportation services to underserved groups using the latest technology available. Trips were provided by Lyft, the project TNC partner.

At project conception, Pierce Transit's goal was to provide a quality of transportation options to prompt former riders to return to transit and to attract new riders. Pierce Transit projected that ridership on connected bus routes would increase.

Equity/Accessibility

The project provided equitable geographic access to transit for riders with limited or no transit options and extended service hours for those who would otherwise be unable to use transit for their return journey. In addition, Pierce Transit focused on the needs of all travelers to ensure that it measured the project's impact on all segments of its ridership (see Appendix, B Equity Accessibility Plan). A phone-in option and wheelchair accessible service (WAV) were included in the service plan. Customer service representative from the Paratransit Department answered phone-in requests for service. Due to lack of response to a Request for Proposals (RFP) from WAV providers in the area, Pierce Transit decided to provide the WAV component itself using its in-house paratransit service. Over the 19 months of service, no requests for wheelchair accessible vehicle trips were received.

Community Engagement

Community engagement and outreach for any new service is important to build awareness of the service, and this project was no different. Project staff developed an outreach and marketing plan in conjunction with project partners.

Pierce Transit incorporated LAC information into its general outreach materials and presentations in the months leading up to the project launch and throughout the duration of the project. The agency's general outreach includes staffing booths at events in the service area, making presentations to business and neighborhood groups, and educating specific populations on transit use. It also regularly distributes information at businesses, libraries, schools, community centers, and other public locations throughout the service area. LAC project brochures and posters were included in this distribution.

The most successful method was LAC-specific community engagement focused on events, postings, and presentations within project zones. The zones were selected because their population had transportation needs that were unmet by fixed-route transit service. Reaching out to these populations alerted them to the fact that Pierce Transit was responding to their needs in an innovative way.

Partnerships

Pierce Transit, as the lead agency, managed the overall demonstration project. At project inception, Uber was named as a key partner and was the only TNC active in the agency's service area at the time the grant application was written. Due to legal and logistical concerns, Pierce Transit and Uber could not reach an agreement to proceed; an agreement for service was established with Lyft, which had returned to the service area in 2017.

At project launch, the project consisted of multiple partners with expertise from a range of industry groups:

- Sound Transit, a regional transit agency, manages the Sounder station in Puyallup, a connection point for FIEPUY commuter project zones.
- Pierce College Puyallup, a community college in East Puyallup, served as a campus connection point for the RAIDERS late-night project zone.
- Lyft, a TNC, was the trip provider.

Utilization

The service provided 8,827 trips to 330 unique users. Although data were gathered at the end of one year of service to be formally evaluated according to grant terms, the pilot year of service produced lower service levels than anticipated. Pierce Transit requested and received a seven-month extension from FTA to continue services through December 31, 2019. This resulted in more data and a better idea of trends, seasonal fluctuations, and marketing efficacy. The highest number of trips occurred in October 2019, five months after the original service end date and during the extension period. Pierce Transit believes this was due to broader awareness of the service throughout the service area. During the first three quarters of 2019, Pierce Transit's Community Development Department outreach staff attended 75 events compared to about 40 the previous year; information on LAC was provided at these events.

Lessons Learned, Findings, Conclusions, and Recommendations

The LAC project encountered challenges to data-sharing with TNCs; Pierce Transit learned that negotiations have longer timelines with TNCs than are required with traditional partners due to unfamiliarity with business models on both sides. Data shared may not be as granular as transit agencies are accustomed to compiling due to privacy laws and personable identifiable information held as part of user account information. Given these considerations, transit agencies and TNCs must be prepared to research, negotiate, and compromise when establishing partnerships.

Adoption of new service models by the public takes time. Pierce Transit believes the reason the pilot did not meet projected service levels was because the public was slow to acknowledge the service. In addition, some transit users did not easily accept the idea of making a TNC part of their trip plan. Therefore, robust marketing throughout the duration of the project is important.

Because the service was designed for the majority of users to access free trips through the Lyft app, Pierce Transit did not know the identity of the users and had no way to contact them except through Lyft. This prevented Pierce Transit from issuing surveys to gather input or demographic information throughout the service period, and it could not communicate directly with users to alert them to changes in the service or to promote specific aspects of the service. It

is recommended that transit agencies register users of TNC partner services to gain access so the transit agency then has contact information for users.

The information gathered and experience gained during the pilot helped inform Pierce Transit about how to continue similar service. To continue with a TNC partner providing first/last mile connections as part of operationalized service, Pierce Transit attempted to establish an agreement with an additional provider to allow for customer choice but found barriers related to legal issues, partner availability, and limited funding. Microtransit service provided by a contractor to geographically-isolated parts of the service area not suited for fixed-route launched August 1, 2020, the service model of which is based, in part, on lessons learned from the LAC project. It is worth testing a TNC partnership because of the many variables that depend on State and local regulations, availability of resources, service design, and public acceptance. A pilot that works in one area or at one time may not in another, but the experience is of value nevertheless.

1 Introduction

Overall Description of Project

The Limited Access Connections (LAC) project for Pierce Transit in Pierce County/Tacoma, Washington, provided transportation options to areas with insufficient access to transit based on geography, limited service span, and at-capacity park- and-ride lots. The agency proposed a three-pronged approach to provide riders access to transit through first/last mile solutions via rideshare partners, guaranteed ride home when traditional service is unavailable, and trips to and from park-and-ride lots. Uber's online trip cost estimation tool was used to approximate trip costs in each of the proposed zones at various days and times. The resultant average per-trip cost assumption was $11. Trips were fully subsidized and offered for the following use cases:

- First/last mile solution for riders needing transportation to or from transit because their start or end point was beyond a half-mile from the nearest transit access – Pierce Transit collaborated with a rideshare partner to provide first/last mile service in and between select zones. Riders requested their connecting ride via a rideshare app. These rides were fully subsidized using grant funds through the grant period. The subsidized rides were provided between designated zones and specific bus stops, a transit center, or a Sound Transit station (during peak commute hours).
- Guaranteed ride home for riders traveling home from Pierce College Puyallup after transit service stopped for the night.
- Trips to and from park-and-ride lots around the Puyallup Sounder station to reduce crowding at the lots – these rides occurred during peak commute hours on weekdays.

Project Goals, Purpose, and Objectives

The purpose of the MOD Sandbox project was to determine if transit agencies and TNCs can collaborate on new or improved transportation solutions. The project was intended to increase throughput at a Sounder station served by parking-constrained park-and-ride lots, provide connections to existing bus routes, and provide rides home outside of regular service hours. The zones targeted with the pilot are generally in lower-density areas not well-served with fixed-route bus services. Over the life of the project, these rides averaged $11.56 per trip and were, as projected, more cost-effective than the fixed-route demonstration projects previously executed to meet many of the same needs. The pilot was designed to test another mode to provide transportation services

to underserved groups using the latest technology available. Trips were provided by Lyft, Pierce Transit's key partner in this effort.

The LAC project also tested existing federal regulations and policies to see how partnerships would function within the existing framework and if an adjusted regulatory environment would be required to ensure success. The project demonstrated that it is possible for a transit agency to partner with a single Transportation Network Company (TNC) to provide first/last mile connections, but not if existing federal regulations for drug and alcohol testing of drivers are followed, because TNCs do not require the same standards for drug and alcohol testing of contracted drivers as does FTA. If a transit agency partners with more than one TNC or taxi company and customers are given a choice of provider, the taxi exemption can be considered.

Additional goals for the project included increased transit ridership throughout the system, attraction of new transit users, and improved transit user satisfaction with Pierce Transit. Several factors made these objectives difficult to measure, as systemwide ridership decreased from 2018 to 2019, the number of LAC users made up a very small part of overall Pierce Transit customers, and boarding data collected from the project's designated transit connection points did not conclusively show LAC having an impact on ridership (see Appendix C, Boardings).

Project Evolution

The project evolved from investigatory conversations with TNCs, research on existing transit agency/TNC collaborations, and identification of parts of the Pierce Transit service area with low or no service that were unlikely to support traditional fixed-route service due to low population density, poor infrastructure, and agency budget restrictions.

In late 2015, Pierce Transit examined existing and proposed first/last mile service models from around the US, including two at neighboring transit agencies—King County Metro's pilot providing improved access to an office park in Bellevue and Kitsap Transit's Bainbridge Island Ride/South Kitsap Ride programs. Pierce Transit then drafted a proposed first/last mile service model that formed the basis for the LAC project, which was further developed to meet eligibility requirements for the FTA MOD Sandbox grant.

Evaluations

Evaluations of the project included a formal evaluation at one year by an Independent Evaluation Team (Cordahi, 2018), and a user survey distributed by Lyft in July 2020, with results provided to the Independent Evaluation Team in late 2020 for analysis (see Appendix D, User Survey).

2 Project Description

Project Partners and Roles

Lyft

The TNC partner for the project was Lyft, which provided on-demand first/last mile trips to designated fixed-route connection points in Pierce Transit's system. The agency's main point of contact was the Senior Manager of Transit and City Partnerships, who also worked with several other Sandbox grant recipients and transit-based partnerships around the US, which was helpful when sharing ideas for various aspects of the project. At times, there were delayed response times due to having only one contact, but during the latter months of the project, Lyft hired a Transit Team to handle the growing number of transit partnerships in which it was participating.

Interactions with Lyft were frequent during the planning phase, mainly conducted by phone but occasionally in person. Pierce Transit's legal counsel was in direct contact with Lyft's legal team when negotiating the agreement. When the project launched, Pierce Transit was assigned a local Lyft recruiter/driver to assist with project outreach and to recruit new drivers to ensure supply would meet demand in the project zones. It was beneficial to have this local contact to help inform the public about how Lyft functions and to emphasize the partnership between Pierce Transit and Lyft in the community. Lyft's Accounting Department sent monthly invoices for trips delivered, and a Box account was established by Lyft to share monthly data reports.

Customers using LAC who experienced issues with the Lyft app contacted Lyft directly for assistance. On occasion, a caller with concerns specific to the project was transferred from Pierce Transit's customer service team to the project manager. These callers had questions about zone boundaries, days and times the service was active, and trips that incurred a charge because they did not meet service eligibility. If the issue could not be resolved by the project manager, it was emailed to the Transit Team and resolved shortly thereafter by Lyft.

Sound Transit

Sound Transit is a public transit agency serving the Seattle metropolitan. It operates light rail service in Seattle and Tacoma, regional Sounder commuter rail, and contracts with Pierce Transit to provide Sound Transit Express bus service, as well as managing the regional ORCA fare card system (Sound Transit, 2019). Because one of the zones served connected to a Sounder train station owned by

Sound Transit, and therefore its customers, Pierce Transit asked Sound Transit to partner on the project.

A point of contact from Sound Transit's Planning Department was assigned to the project; she provided a connection to others at Sound Transit who assisted with specific requests during project planning and service, including a Community Outreach Specialist who pushed out project messaging to Sounder riders in the Puyallup/Fife zone. Sound Transit provided signage at the station platform to alert riders of the location at which their Lyft driver would safely pick up and drop off, and gave permission for promotional banners and posters to be displayed. Sound Transit joined Pierce Transit at various conferences and panels to speak about the project and partnership. Because Sound Transit was also a partner with LA Metro on another MOD Sandbox grant, they shared experiences and lessons learned from that project with Pierce Transit.

Pierce College Puyallup

One of the project zones focused on providing late-night rides home for students at Pierce College Puyallup, a busy campus on the outskirts of Puyallup, serving in large part a rural population with no access to transit service. Leadership at Pierce College had approached Pierce Transit about the possibility of increasing fixed-route service to the campus (served by one bus every 30 minutes through early evening on weekdays). Because many students attending Pierce College live outside Pierce Transit's service area, campus parking lots were crowded. While discussing transportation needs, the college noted that bus service ended by 8:00 PM but some classes were held until 10:00 PM. Pierce Transit decided to test a one-way nighttime service as part of LAC—weeknight trips from 8:00–10:30 PM from the campus to any address within a few miles of the campus but within Pierce Transit's transit service area. This would allow students living in the service area who could use fixed-route service to get to school a way home in the evening after the buses stopped running.

The point of contact at the College was the Vice President, who connected the project manager to the Executive Assistant to the Vice President of Administrative Services and Office of Student Life for assistance with promotion on campus through posters, outreach events, emails, and on-campus information screens. Midway through the LAC project, Pierce College established a discounted student bus pass program with Pierce Transit to further encourage students to use transit. These benefits were cross-promoted.

Contracts

A General Services Agreement was established with Lyft (see Appendix E, Agreements). This agreement covered project scope of work, responsibilities of both Lyft and Pierce Transit, marketing and promotional considerations, payment

procedures, legal obligations of both parties, term of the agreement and data to be shared.

Agreements for Use of Facilities were established with Sound Transit and Pierce College Puyallup (see Appendix E, Agreements). These agreements covered project scope of work, responsibilities of partner and Pierce Transit, marketing and promotional considerations, when and how notices of service changes would be communicated, legal obligations of both parties, and term of the agreement.

Enforcement/Equity

For riders who wanted to take advantage of the service and whose trips started or ended in the prescribed zones but were unable to ride in partner vehicles (such as those unable to transfer from a wheelchair), Pierce Transit attempted to provide a coordinate response using contracted wheelchair accessible vehicles (WAVs). After two RFPs for this service resulted in no responses, Pierce Transit decided to use in-house paratransit service to support WAV requests. However, over the life of the project, there were no requests for WAV service.

A customer satisfaction survey conducted in 2017 indicated that 73% of Pierce Transit customers used mobile phones. However, as older adults and low-income riders may not have access to or feel comfortable using a mobile phone, Pierce Transit customer service representatives used the Lyft Concierge tool to make ride requests via Lyft on behalf of the unbanked or those without smartphones. How-to videos were posted on the Pierce Transit website, shared via social media posts, and used as part of community presentations and demonstrations. Approximately 67% of Pierce Transit riders are from households with annual incomes below $35,000. This population may not have access to credit cards or bank accounts, known as "unbanked." This may limit this population's ability to use car-share services. To use an app-based service, a customer must set up an account and a payment method online (either via a smartphone app or using a website on their computer). For those without access to a credit card, a Lyft account may be established using PayPal as the payment method, which can be linked to a bank account. For those without a credit card or bank account, Pierce Transit provided a customer service line using the Lyft Concierge platform to request a ride. Trips coordinated using this method were billed directly to Pierce Transit, taking the burden of setting up an account off the unbanked or low-income user.

Outreach and Marketing

Along with distribution through standard Pierce Transit channels, populations within the project zones were targeted with focused outreach and marketing. Presentations were given at Chamber of Commerce networking meetings, business district and neighborhood council meetings, senior and community

centers, human services coalitions, transportation advocacy groups, and active transportation groups.

Partners were helpful in spreading the word about the project and combining efforts to publicize the service. Sounder train riders who used the Puyallup Sounder Station received email alerts about LAC, offering an alternative to leaving their car at crowded park-and-ride lots at the station. Sound Transit gave Pierce Transit permission to hand LAC banners at the Puyallup Sounder Station. Pierce College Puyallup's student government and media team hung LAC posters around campus each quarter and gave Pierce Transit several opportunities to speak to incoming students about the service.

The partnership with Lyft was new and attracted attention from existing transit users and from those who may have used TNCs but did not usually consider transit an option. For example, Pierce Transit partnered with Lyft on a shared information booth at several special events at Pierce College Puyallup and in northeast Tacoma, sharing LAC information as well as recruiting Lyft drivers.

Table 2-1 is a summary of outreach and marketing strategies for the project.

Table 2-1

Outreach and Marketing Strategies

Type	Location	Audience	Timeframe
Posters, banners and brochures (see Appendix F, Marketing Materials)	Community outlets	Public	Accessible throughout project (updated as needed)
Postcard mailing	Residential postal customers in ZIP codes with project zones	Public in project zones	June and November 2018
Web page	Videos and interactive map	Online public	Accessible throughout project (updated as needed)
Pop-ups	On Lyft app	Existing Lyft users	May 2018
In-house customer promotions	Sound Transit, Pierce College	Existing partner customer base	Sporadically throughout life of project
Online promotions	YouTube, Pandora, Twitter, Facebook, Instagram	Online public	November 2018 to January 2019
Presentations and community events	Colleges, Chambers of Commerce, senior centers, business districts, Tacoma neighborhood associations, social service organizations, festivals	Students and faculty, businesses, typically underserved populations	Sporadically throughout life of project
Media features (see Appendix G, Media List and Samples)	*Tacoma News Tribune, Puyallup Herald*, CityLine Tacoma TV, local and national news media and trade publications	Public, peer organizations	Sporadically throughout life of project

The impact of marketing and outreach on total trips taken was measured by comparing the time periods during which each marketing campaign was conducted with total trips provided during those campaigns over the course of the project from May 2018 through August 2019 (Figure 2-1). By April 2019, marketing funds budgeted for the project had been used to coincide with the originally-anticipated project end date of June 2019. Because the project timeline was extended through December 2019, marketing efforts between April and December 2019 consisted of distributing remaining printed materials, sharing information at outreach events, and posting on agency social media channels (none of which required further expense). Promotions between May and September 2018 included community-based posters, brochure distribution, and a postcard mailing to residential postal customers zip codes within project zones. Promotions between October 2018 and early January 2019 included boosted Facebook posts and a postcard mailing. Promotions between late January 2019 and August 2019 included transit center banners, Pandora, Instagram and YouTube advertisements.

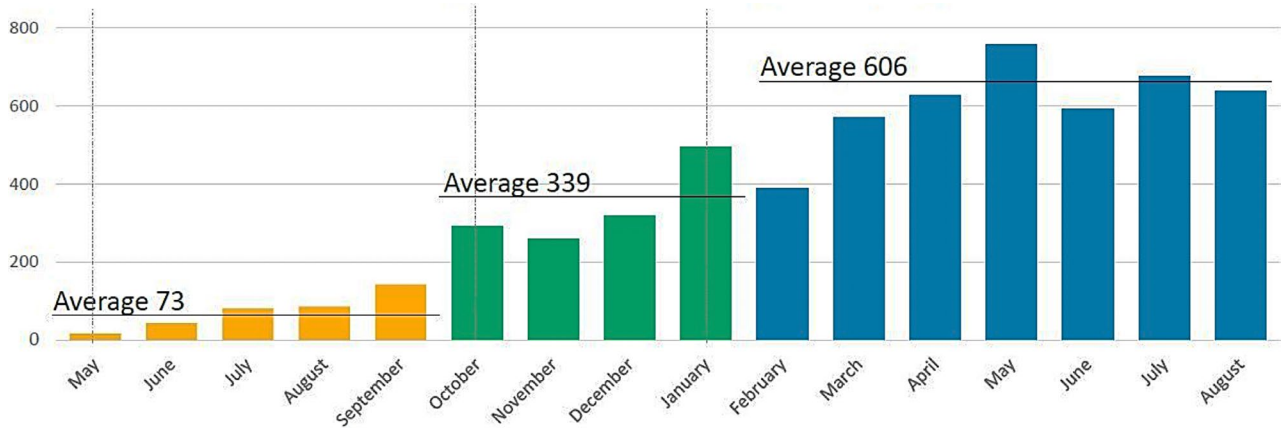


Figure 2-1 *Marketing Campaign Impact on Trip Totals, May 2018–August 2019*

Utilization

The project was intended to last one year. By March 2019, Pierce Transit had expended approximately $75,000 of MOD Sandbox funds, which meant $130,000 would be returned unspent to FTA at the pilot year's end. Based on level of service at that time, the funding awarded would have supported another 12–14 months of service. To fully test the value of transit in partnership with a TNC, Pierce Transit requested an extension from FTA to use more of the funding in service to customers. FTA approved an extension through December 31, 2019, with the understanding that formal evaluation of the project would cover the original one-year service period (May 2018-May 2019).

Although data were officially evaluated at the end of one year of service according to grant terms, the pilot year of service produced lower service levels than anticipated. Extending the service by seven months resulted in more data and a better idea of trends, seasonal fluctuations, and marketing efficacy. This extension allowed Pierce Transit to give a more robust report on how transit and TNCs can work together.

Based on trip data provided by Lyft, Pierce Transit was able to track trends in ridership. Heatmaps created based on the transit connection point at which each trip started (pick-up) or ended (drop-off) show which were most used. The data on trip start and end were provided to Pierce Transit by Lyft at the census tract level and was not granular enough to show precise pick-up and drop-off location as it relates to specific transit service. However, because select transit connection points were identified per zone as part of the project, they can be correlated with the tracts in which they are located.

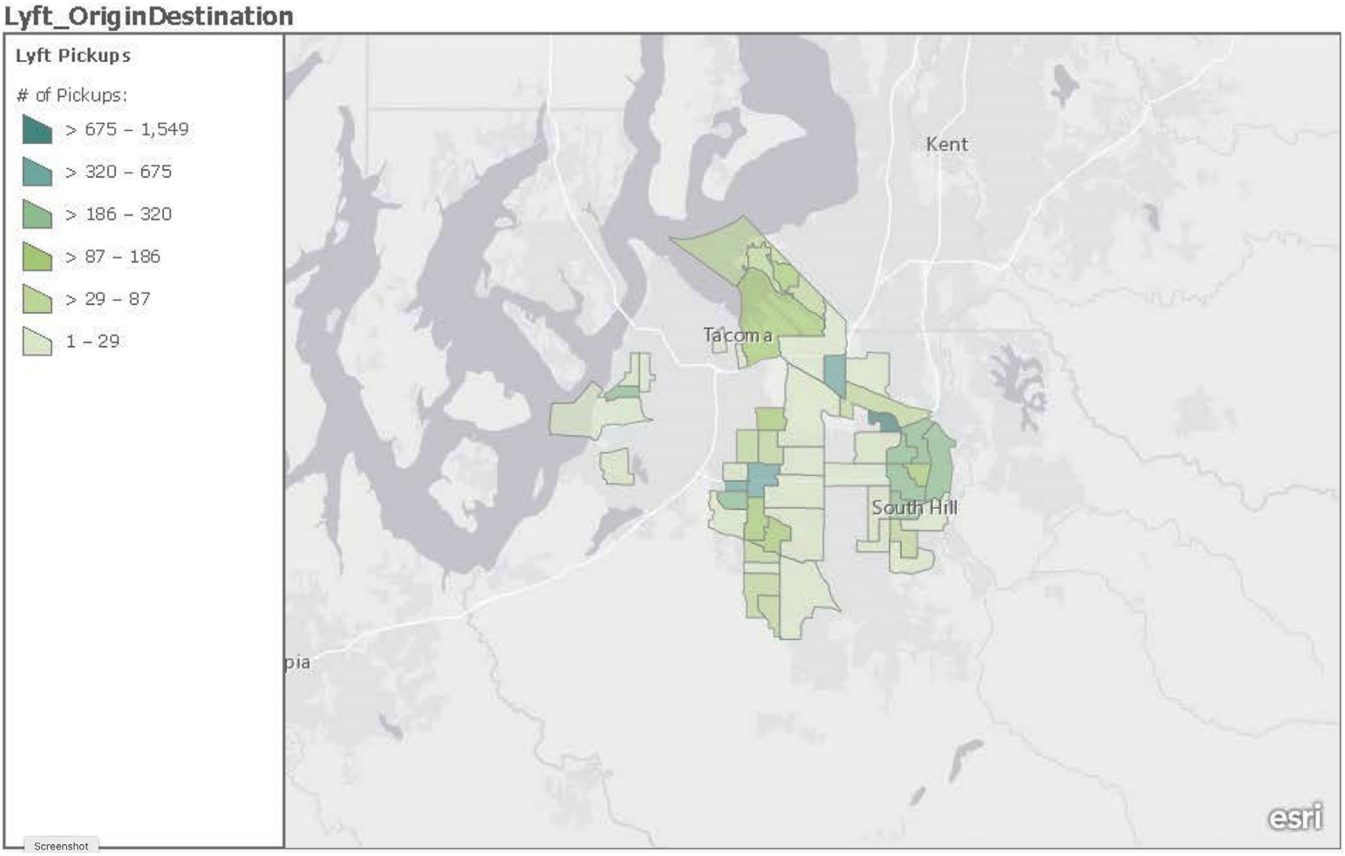


Figure 2-2 *Level of Service Utilization, Pick-ups, May 2018–September 2019*

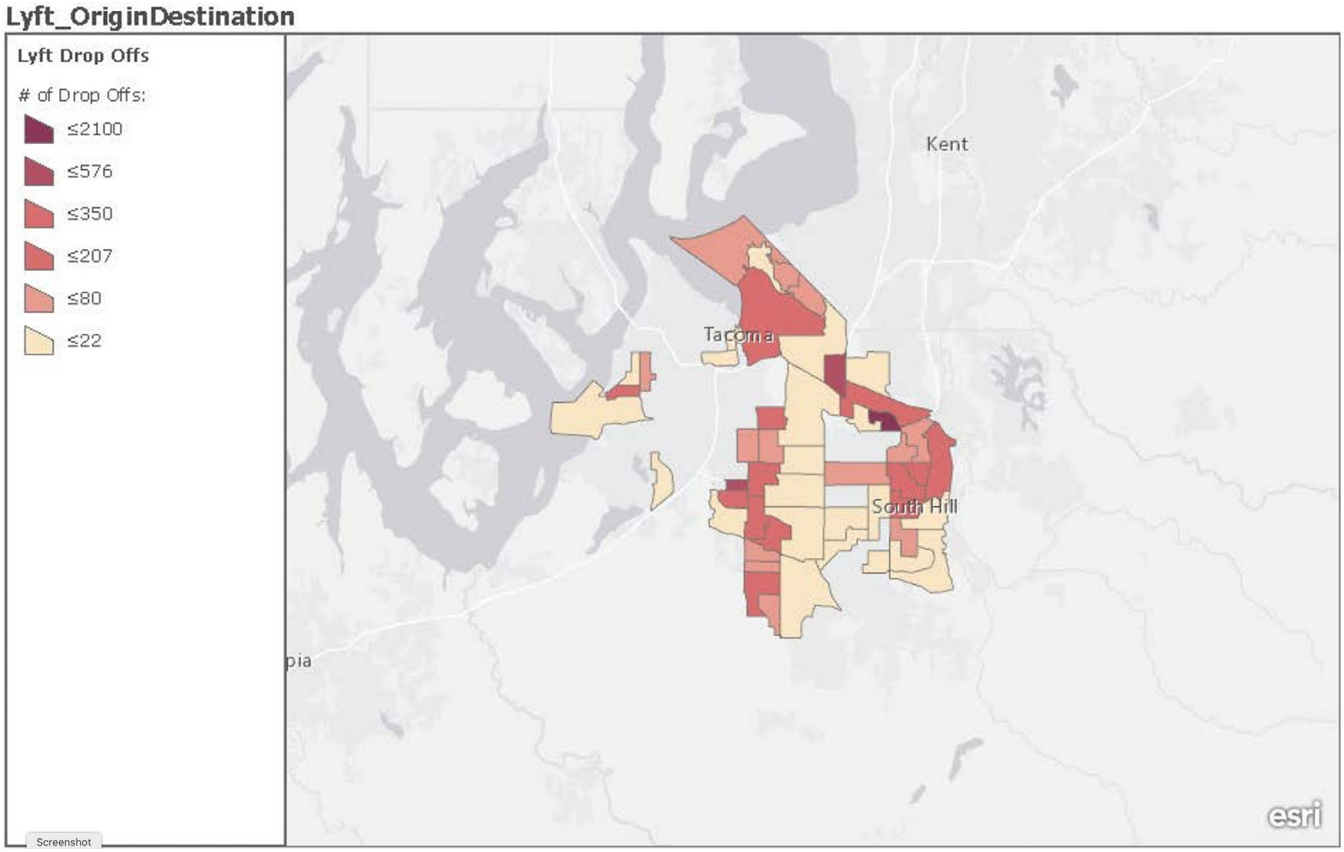


Figure 2-3 *Level of Service Utilization, Drop-offs, May 2018–September 2019*

Impact on Ridership

Ridership at designated transit connection points for all zones was gathered, and average daily boardings were compared for May 15, 2018 to September 27, 2018 (Period 1); February 10, 2019 to June 30, 2019 (Period 2); and July 1, 2019 to December 31, 2019 (Period 3) (Appendix C Boardings). Changes in ridership were noted as follows.

Weekdays

All project zones were active during weekdays with consistent active hours throughout the project, except for the Northeast Tacoma zone that connected to Tacoma Dome station. At project launch, service was active only during midday, non-peak hours on weekdays because fixed-route service to that area served peak times only. About midway through the project, however, some fixed-route service was removed from the area, so LAC extended its active hours on weekdays for this zone.

Transit connection points in the Fife commercial area (FIFEPUY zone) saw an increase in ridership during the LAC project timeline, ranging from 6% to 227%.

These bus stops are adjacent to Fife City Hall, the Fife Aquatic Center, and the Fife Community Center as well as many industrial facilities employing warehouse workers. The 227% increase was noted at a bus stop at 70th Avenue and 29th Street may, in part, be attributed to a large employer, Associated Materials, opening in 2019 and located just under one mile from the bus stop. A company representative reported that one of its biggest issues was lack of a bus stop closer to their building and employees having a long walk to work, which can be hazardous in the dark. They were not aware of the LAC project while it was available. Additionally, two weekdays trips were added to the route serving these stops in September 2019.

A 36% increase in ridership was noted at the bus stop adjacent to the Sounder train station in this zone. The routes serving this stop connect with Puyallup's South Hill and with Federal Way. This increase could demonstrate that users were taking Lyft rides to connect to Pierce Transit buses and the Sounder train. Alternately, it may indicate that local bus routes 400 and 402 were providing connections to and from the train or being used to access nearby employers and resources as people sought alternatives to using the park-and-ride lots near the station. Although the LAC project may not have been the primary change agent, it may have contributed somewhat to the zone's goal of reducing parking congestion, albeit by bus riders who do not park a car at the station.

Ridership at the one bus stop serving Pierce College Puyallup (RAIDERS zone) increased by 70% (Period 1 to Period 2) and then by 113% (Period 1 to Period 2). There was low utilization of this zone for the duration of the LAC project, and deeply-discounted student bus passes were introduced for the college's Fall Quarter 2018, so the increase in ridership is most likely due to more students having access to a bus pass. In Spring 2019, a late-night run was added to the schedule for the route serving the campus, which probably further increased ridership from Period 1 to Period 2. It should be noted that the decision to add the late-night run was based partially on the fact that the college expressed a need for later service, and the LAC project RAIDERS zone was established because of that request.

Saturdays

Most notable were increases at two stops in University Place (UPLACE zone) at Steilacoom Boulevard and Phillips Road (63% from Period 1 to Period 2 and 10% from Period 1 to Period 3) and at 40th & Bridgeport (14% Period 1 to Period 3). UPLACE zone utilization was slow to start (9 trips total for the first year of the project), with trip numbers riding to a peak of 96 by October 2019. Because these stops are served by one route each, it may be easier to attribute increases in bus ridership in this zone to LAC activity.

For the MIDLAND zone, the 72nd Street Transit Center Zone D connection point served Route 409, which saw ridership increase 11% (Period 1 to Period 2)

and 2% (Period 2 to Period 3). The MIDLAND zone was tied with the SPANPARK zone for second most-used zone, on average, during the project's duration.

Sundays

There were no increases in ridership on Sundays at designated transit connection points. Several zones were not active on weekends because they were designed around the need for first/last mile service during traditional commuter days/hours.

Results

Trips Provided

The primary result of the project was the provision of trips and the characteristics of those trips, as indicated in Figures 2-4 through 2-8.

Figure 2-4

Number of Trips by Month, May 2018–December 2019

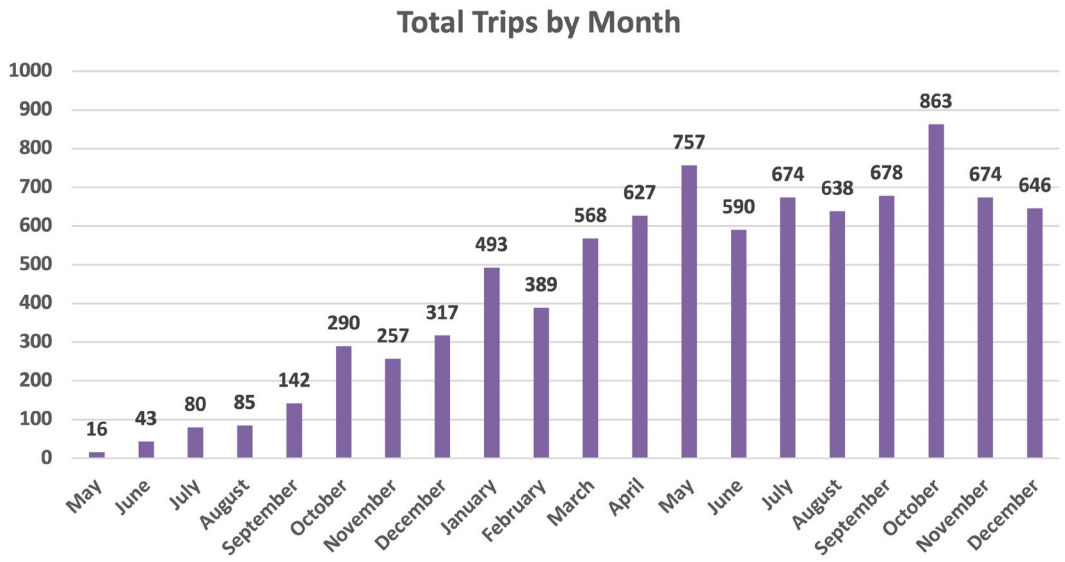
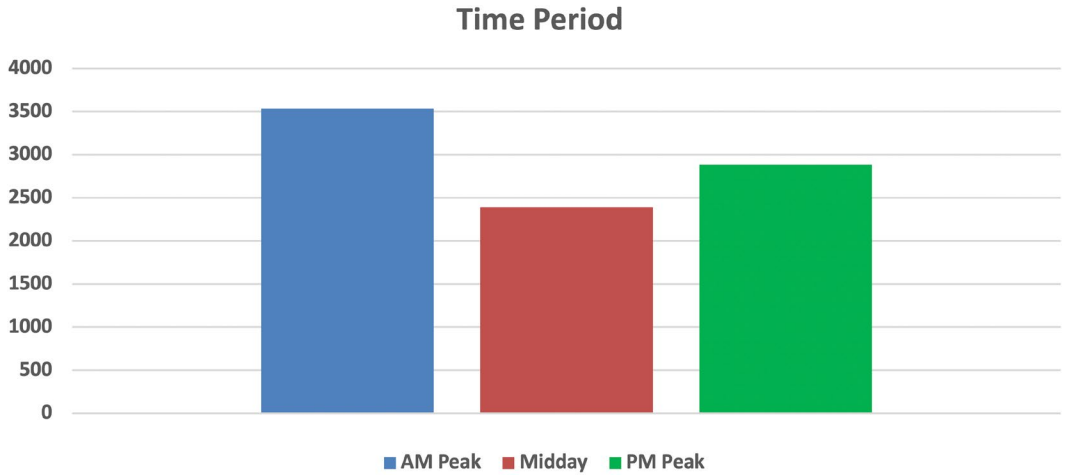


Figure 2-5

Trip Time Period



Note: Four of six zones active on weekends.

Figure 2-6

Day of Trip

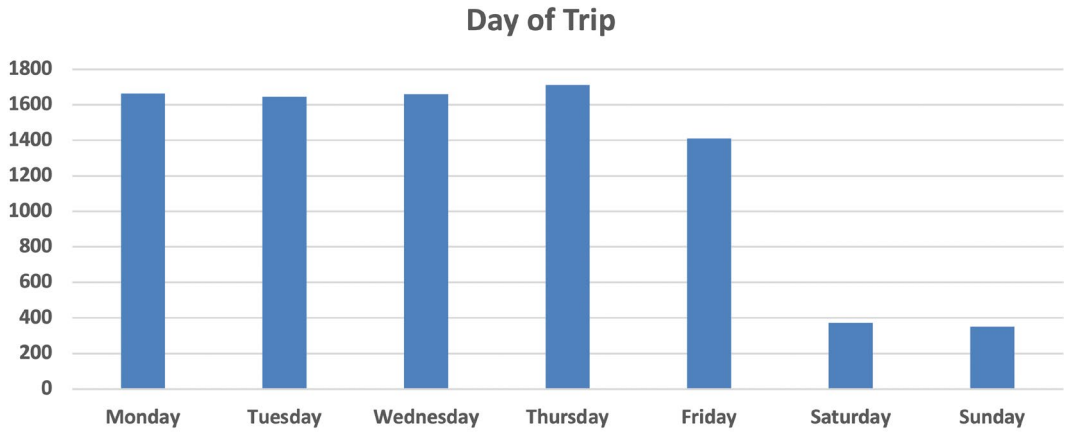


Figure 2-7

Trip Length, 2-mile Increments

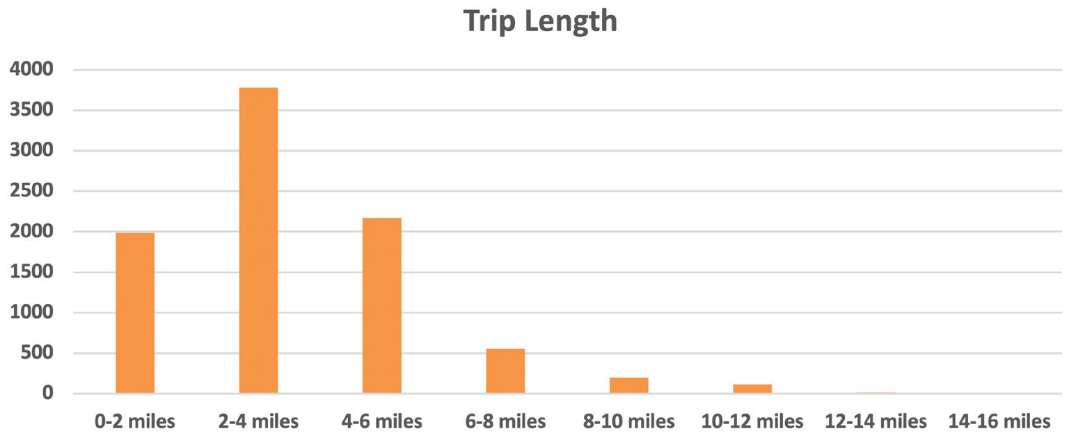
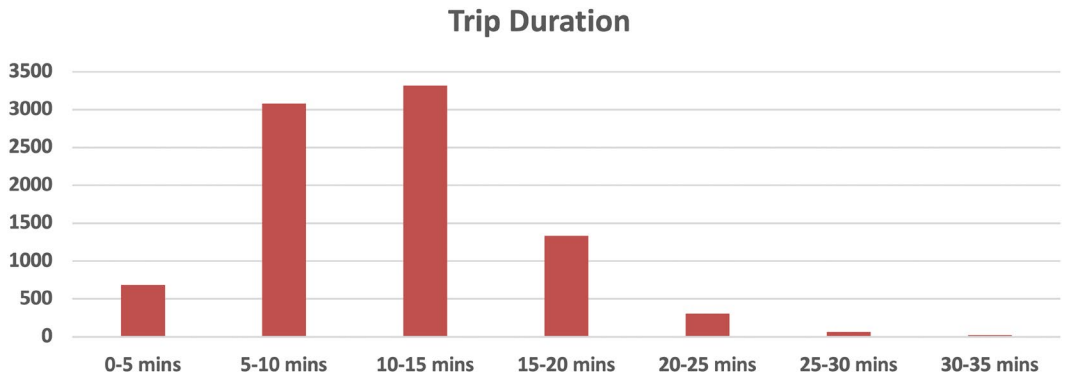


Figure 2-8

Trip Duration, 5-minute Increments



Knowledge-Sharing

Another result of the project was developing a network of peers and researchers through knowledge-sharing activities. Because projects are funded under FTA's Research, Development, Demonstration, and Deployment program authority, knowledge-sharing was identified by FTA as an important objective of the MOD Sandbox projects. The LAC project manager participated in a number of informational panel discussions at transportation conferences, presented the project at workshops with themes ranging from innovation to urban planning, responded to requests from academics and those studying MOD on project service model and results, and provided updates on the project and its local impact on Pierce County-area chambers of commerce, business districts and neighborhood councils, industrial councils, and community groups. A detailed list of knowledge sharing activities can be found in Appendix H, Knowledge-Sharing.

Rider Testimonials

Rider Testimonial: JM, July 2018

JM heard about the promotion between Lyft and Pierce Transit—she saw it on the news and now tells all her friends to try it. There was a $20–30 taxi fare to get to the store; she goes to Fred Meyer and Safeway to shop, get coffee, help her get out of the house; otherwise, she could not get out and about. The walk to the transit center is difficult; she has to take two breaks along the way (due to health). She connects to bus Route 42 heading downtown and Route 202 to Lakewood. This new mode of transit is very easy for her—she calls the Concierge number who books the ride for her; the ride comes no problem, cars are clean, and drivers are nice. She downloaded the app but it puts a hold on credit card funds for "cost of ride" so she uses Concierge instead; the hold takes 7–10 days and so she cannot book a ride for the next few days. She is afraid to be out night due to staff not being there to book the ride home. Using Lyft gets her out more than before, as she was not going anywhere due to steep cab fares or asking family members for a ride. She has an ORCA card with funds on it and will definitely use Pierce Transit more now that she does not have to walk to the bus stop.

Rider Testimonial: AA, April 2019

(Facebook post) I thought this was an April Fool's joke at first … did the research and the code worked! I will be testing this out tomorrow for sure. This will save me a long walk to and from my classroom observation site. I woke up to a flat tire on my new bike and found out it takes a special adaptor to inflate it, so I was bummed thinking of walking or paying (nearly $6 a trip) for a ride to and from my site. This will also help me to make my connection to Route 1 so I can get back to Evergreen Tacoma for class. Thank you for piloting this program; I will be looking forward to testing it tomorrow.

Rider Testimonial: R, August 2019

R, an elderly gentleman who lives in the Parkland/Spanaway area, has been in this area all his life, no longer drives a car, and gets around using Pierce Transit fixed-route service. However, he has mobility issues and is conditionally eligible for paratransit services (Shuttle). He lives one mile from the closest fixed-route bus stop, which is too far for him to walk given his limitations. He was using the Shuttle to connect to the closest fixed-route service, but it was a challenge. He has a part-time job at Goodwill Industries and lives ¼ mile outside the agency's paratransit boundary, so each time he wanted to begin a journey to work he had to walk ¼ mile to a street corner and wait for up to 30 minutes in all types of weather for the Shuttle pick-up. He made sure the interviewer understood he was not disparaging the Shuttle, as it has been a great help to him, but it was rather uncomfortable for him to walk that ¼ mile and wait outdoors. He was also limited in the number of Shuttle rides he could take directly to his work location near downtown, because, with his conditional eligibility, he had to use Shuttle for the connection to fixed-route, which meant the walk-and-wait scenario each time. He described LAC as "making a tremendous difference in my life." He uses Lyft to go to and from the Parkland Transit Center (in the SPANPARK zone). His bank is nearby along Route 1, and he also uses Route 45 to go downtown and Route 55 to get to his medical appointments, and he can transfer to Route 48 to go into Lakewood. He loved that the brochure was very clear in informing people that they can call to get a Lyft ride if they do not have a smartphone (he uses a flip phone). He liked that he was sent a text stating the Lyft driver name and phone number in case they needed to talk to each other regarding the pick-up point. He also liked being able to summon a Lyft ride with a 10-minute or less wait time, an improvement on the Shuttle reservation which must be made 24 hours in advance. He worried when he heard the program might end in June and called to learn that it has been extended through December. He used the service several times each week and became well-known by the CSRs who dispatch through Concierge. He was a very satisfied customer and probably the perfect example of who the service was designed for in many respects. As he noted, "As someone who has come to depend on your Lyft program, I have a selfish interest in its continuance or replacement. That aside, it is an excellent program and I use every opportunity to inform others of its existence."

Rider Testimonial: AC, August 2019

AC stated that she had a great bike ride to the Commerce Street Link stop; however, the promo code 18FIFEPUY was not accepted, indicating that it already had been used. She wanted to make that information was known, stating that she was not in a dire financial situation, but the $17 charge was an unpleasant surprise.

Rider Testimonial: Anonymous 1, July 2019

An anonymous customer noted that she would like to voice her appreciation for the Lyft program in NE Tacoma. She said that she is still physically mobile and mentally engaged but decided to stop driving due to deteriorating vision. The Lyft program was a game changer for her, as her life was in Tacoma and being able to get to the Tacoma Dome Station, with its connections to everywhere else, allowed her to remain engaged with friends and businesses in Tacoma. If she did not have access to this program, she would generally be house bound. She hoped this program would be extended or simply made permanent, as, for people like her, it grants her the ability-to stay connected, engaged, and part of life.

Rider Testimonial: Anonymous 2, November 2018

This person lives in one of the areas of service for the Lyft partnership. His issue was that there were no nighttime ways to get home by bus and that he was constantly forced to drive when he would prefer public transit. He hoped expanded service to Brown's Point would be available in the evening and noted that the Fairways Apartment complex could provide some passengers.

Recognition

The LAC project received the Transportation Innovator Award/Bold Step/Big Program Award from DowntownOntheGo in November 2019, as shown in Figure 2-9.

Figure 2-9

Facebook Post for DowntownOntheGo Award, November 2019

3 Project Evolution

The project evolved from investigatory conversations with TNCs to research on existing transit agency/TNC collaborations and identification of parts of the Pierce Transit service area with low or no service that were unlikely to support for traditional fixed-route service due to low population density, poor infrastructure that presented a challenge or safety concern when walking or biking to reach fixed-route transit, and agency budget constraints (lack of service hours available).

In late 2015, Pierce Transit examined existing and proposed first/last mile service models from around the US, including two at neighboring transit agencies—King County Metro's pilot providing improved access to an office park in Bellevue and Kitsap Transit's Bainbridge Island Ride/South Kitsap Ride programs. The agency then drafted a proposed first/last mile service model that formed the basis for the LAC project, which was further developed to meet eligibility requirements for the FTA MOD Sandbox grant when that funding opportunity was announced.

Partners on the project were Sound Transit, Pierce College Puyallup, and Lyft. Sound Transit manages the Sounder station in Puyallup, a connection point for one of the project zones, so designated due to congestion at surrounding park-and-ride lots. Pierce College's Puyallup campus has one bus route that serves it but, until recently, bus service stopped before the last night class ended during the week.

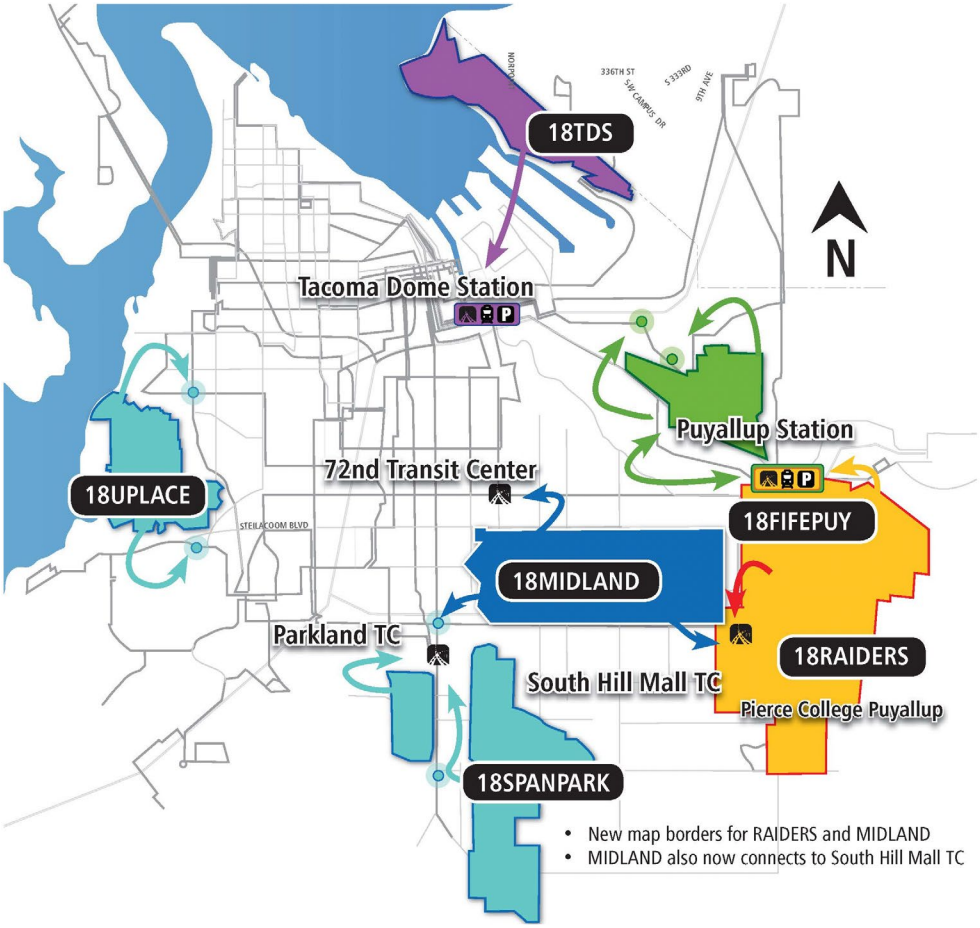
Uber was the named TNC partner in the MOD Sandbox grant proposal; it was the only TNC active in Pierce County at that time. Negotiations between Pierce Transit and Uber began soon after the award was announced and continued for about nine months, but due to legal and logistical concerns an agreement to proceed could not be reached. By that time, Lyft had begun operations in Pierce County and was approached to partner. Because of the experience negotiating with Uber and the experiences of other MOD Sandbox recipients along similar lines, an agreement for service with Lyft was reached after two months of negotiation. The main challenge to reaching agreement with a TNC lay in data-sharing, which, along with indemnification language, caused negotiations with Uber to break down; data-sharing components were still a concern when working with Lyft. Because this issue was experienced with all Sandbox projects, FTA provided guidelines on data points that transit agencies can use when working with TNCs and that would allow adequate reporting and evaluation for Sandbox projects.

Project Continuance

Based on the success of the top three zones during the LAC project, Pierce Transit explored the possibility of continuing similar fully-subsidized first/last mile service beyond the project period of performance. On September 8, 2019, Pierce Transit's Executive Team approved pursuing first/last mile service using partner providers for two zones—the Fife-Puyallup zone providing connections to and from the Puyallup Sounder Station, and a combination "megazone" comprising Midland and Parkland/Spanaway for connections to several trunk routes.

Figure 3-1

LAC Zone Map, April 2019



The Fife-Puyallup zone immediately surrounds the Puyallup Sounder Station and comprises dense residential areas, a manufacturing and warehouse center, and two downtown business districts. Continuance of service in this zone was contingent upon receiving funding support of approximately $50,000 from project partner Sound Transit because the majority of riders in that zone were connecting to Sound Transit's Sounder train service. After several discussions, Sound Transit determined it would be unable to support the Fife-Puyallup zone beyond the pilot because of lack of budget for ongoing services.

The following are characteristics of total LAC trips provided in the Fife-Puyallup zone throughout the project:

- Average trip cost of $11.52
- Average 55% of total trips
- Average 323 trips per month

The Midland and Spanaway/Parkland and zones, which both serve suburban to rural parts of Pierce Transit's service area, provided connections to the most-used Route 1 and other frequent local service. It was proposed to combine these two zones, which had a transit connection point in common, into one large zone. As Route 1 will be converted to Bus Rapid Transit (BRT) in 2023, providing first/last mile connections to it could prove valuable to riders. The projected cost associated with providing rides in this "megazone" is $24,000 for a year.

The following are characteristics of total LAC trips provided in the Midland/Parkland/Spanaway zone throughout the project:

- Average trip cost of $9.57
- Average 33% of total trips
- Average 194 trips per month

For ongoing service provision in the Spanaway/Parkland/Midland area, Pierce Transit interpreted federal regulations as requiring more than one service partner for on-demand first/last mile service if the partners did not meet drug and alcohol testing standards, as outlined in the "taxi cab exemption" of Federal Regulation 49 CFR Part 655 (FTA, 2019). As explained in a recent policy paper from DePaul University's Chaddick Institute (Schurna and Schwieterman, 2020), "To meet [federal drug and alcohol testing] requirements when launching an on-demand partnership, most agencies have chosen to contract with both TNCs and taxi companies; by permitting passengers to choose their preferred mode in this way, drug and alcohol testing of drivers is not required."

An RFP was released in November 2019 that invited at least two potential partners to participate in the continuance; there was one response to the RFP, from Lyft, and a taxi company submitted clarifying questions but did not submit a proposal. Because no other providers responded, the decision was made to discard the RFP and reach out to any and all potential partners. Contact was made with Uber, local and national non-emergency medical transportation (NEMT) providers, and taxi companies that serve Pierce County. Advice was sought from Pierce County and the City of Tacoma licensing departments on how best to explain the partnership to taxi company representatives, including providing information on other transit agency partnerships with taxi companies on similar projects. Uber was interested but unable to agree to the terms

set forth in the agreement. Outreach continued through January 2020 but no other interested parties surfaced. Lyft expressed an interest in continuing in its role as provider but Pierce Transit determined it would not be possible without a second provider and abandoned the effort in February 2020. A legal interpretation of the ability of transit agencies to work with one TNC provider are offered in a report by the National Academies Press (2018), but the FTA Office of Mobility Innovation advised that any continuance of first/last mile connective services by Pierce Transit be conducted in compliance with current FTA regulations.

4 Evaluation

Independent Evaluation

Pierce Transit's LAC project was independently evaluated, as required by Federal public transportation law (49 U.S.C. § 5312 (e)(4)). An Independent Evaluation (IE) Team consisting of Booz Allen Hamilton, later transitioned to ICF, was assigned by FTA to evaluate the LAC project. The IE Team held an introductory session with the project team early in the planning process to ascertain project goals and how best to collect information to measure outcomes. IE Team members made a site visit in December 2017 to speak with representatives from Pierce College Puyallup about their transportation challenges and how the project would assist their students and to determine first-hand how riders would use the service to access the Puyallup Sounder Station.

Baseline data were gathered in March 2018 by the project team and provided to the IE team (see Appendix I, Handcount Data). This consisted of ridership reports for each of the project's designated transit connection points (bus stops and transit centers), hand counts of pick-ups and drop-offs at the Puyallup Sounder Station (north and south platforms) and Pierce College Puyallup (upper and lower campus), tracking time the vehicle pulled up, number of people being dropped off or picked up, mode (whether Lyft, Uber, or privately-owned vehicle but not including bikes, pedestrians, bus riders or vanpoolers, and whether it was a pick-up or drop-off) The handcount showed that the majority of drop-offs and pick-ups at surveyed locations were made by unmarked vehicles, which may indicate they were not TNCs. The handcounts conducted in the afternoon/evenings at the Puyallup Sounder station recorded a large number of privately-owned vehicles not marked as TNCs parking in the platform loading zone to pick up train riders, causing congestion. A limited number of marked TNCs was observed arriving to pick up train riders moments before the train arrived with little to no waiting. During handcounts, the project team placed rideshare signage at busy connection points to ensure safe access for LAC users and Lyft drivers.

The IE Team drafted and completed an LAC Demonstration Project Evaluation Plan (Report No. FHWA-JPO-18-678) in May 2018 and published findings in June 2018 (Cordahi, 2018). The IE Team remained in contact through the project term and conducted expert interviews with representatives from Pierce Transit, Sound Transit, and Pierce College Puyallup in May 2019.

User Survey

A user survey was developed in June 2019, with ensuing drafts reviewed by the IE Team, the LAC project manager, and Lyft over the next several months. Because the survey captures user data in varying degrees, Lyft required legal review of the document and the internal processes used to collect survey responses. An agreement was drafted between the IE Team and Lyft about how the survey would be distributed and the data used.

In March 2020, the IE Team and FTA issued a notice to Lyft to expedite release of the survey. On July 27, 2020, the survey was sent by Lyft to account holders who used LAC. Some accounts had been closed since using the program; 222 surveys were successfully delivered. Results from the survey will be provided to the Independent Evaluation Team in late 2020 for analysis. See Appendix D, User Survey for survey questions.

5 Conclusions, Lessons Learned, and Next Steps

Effective Implementation Strategies

The following are effective implementation strategies for a project such as the LAC project:

- Bringing staff from a variety of departments into the planning discussions during the initial planning stages was helpful for gauging the impact of the project and integration of its services into all aspects of Pierce Transit operations.
- Interviewing project staff at other transit agencies hosting first/last mile partnerships provides a variety of approaches to select from and best practices to integrate into a project design most suited for one's own agency. The Pierce Transit project manager spent a day at Kitsap Transit, which provides several first/last mile connector services, speaking to key staff, observing operations, and walking through dispatch and tracking software used with the services. These partners can also help plan project launch and troubleshoot common issues early on.
- Reviewing available documentation related to transit partnerships held by potential TNC partners can provide templates for agreements, policy development, and operational guides.
- Connecting with legal counsel at other transit agencies that have similar partnerships, especially those in the same state, will help inform on level of risk involved, type and amount of data available to share, and possibly speed up the negotiation process.

Obstacles and Workarounds

Obstacles and workaround related to this project include the following:

- Limited public awareness of the service was met with continuous and varied approaches to marketing, outreach, and promotion of the service throughout the life of the project.
- Complications were encountered in establishing agreements between Pierce Transit and the TNC (mostly with intended partner Uber) and between Lyft and the Independent Evaluation Team for user survey. Modeling agreement language on examples made available by other transit agencies working on similar projects and having legal counsel consult with other transit agency

legal representatives to share knowledge helped with negotiations and allowed reaching agreement with the TNC.

- Providing feedback on survey draft language and regularly checking in with both parties and reporting stalls and progress to FTA and getting their input helped move the user survey process along.

Recommendations

To gather user input and feedback, it is important to be sure the grantee has access to contact information for all users throughout the life of the project. To get the most possible interest in this pilot project, Pierce Transit made this service available to the general public. Most users set up an account with the Lyft app, thereby providing contact information to Lyft. This contact information was considered Personally Identifying Information so was not shared with Pierce Transit for privacy reasons. Pierce Transit was, therefore, unable to contact the majority of users of the service. Users who chose not to use the Lyft app called Pierce Transit's Customer Service Department and the Customer Service representatives booked trips through Lyft's Concierge platform. Because the contact information for these users was held by Pierce Transit on Concierge platform reports, Pierce Transit was able to contact those users, but they represented only a small portion of overall users. This inability to gather user information and input meant that a user survey was possible only through distribution by Lyft via email. This involved an agreement for release of information between Lyft and the Independent Evaluation Team; survey implementation was significantly delayed and did not occur until after the end of the pilot project.

In the future, user contact information should be gathered and maintained by the grantee. Inviting a set number of participants to test the service or making the service available through registration by users, for example, would allow the grantee to capture user contact information. This would be useful for conducting before-after surveys, finding users for media stories and promotional activities, and getting demographic information on users.

Transition Planning

The service was successful from an efficiency perspective. Because Pierce Transit tested several different types of service across five zones during the pilot, it was able to determine which types of service were most valuable to users simultaneously vs. running separate pilot projects testing one type of service each. However, it may be that focusing on one small zone resulted in higher trip numbers vs. offering the service across several zones at once.

Pierce Transit noted that assumptions made during planning were proven otherwise in practice—the zone providing late-night rides home to

students from an isolated community college had very low use despite being enthusiastically encouraged by college administrators and student government during planning.

Pierce Transit also concluded that certain areas will support connections to regional transit options and others support easy access to local resources, so first/last mile connective services cannot look and work the same across a transit service area. Shared rides may be most cost-effective in one area where commuters need connections to timed service (express bus or train) but may not be efficient in locations where rural users want to travel at non-peak times to local route connections.

Pierce Transit did not have a mechanism to confirm that those using the service were making a transit connection; this would be useful in future pilots and may be achieved as regional fare media used by Pierce Transit customers are upgraded in the next few years.

Implications

Other public transit agencies contemplating partnership with a TNC may find valuable the agreement negotiation experience of the LAC project. Data-sharing policies may vary depending on the state in which the transit agency operates or funding source, but the partners involved in a first/last mile pilot project must agree early on to the type, granularity, and amount of data they need to measure performance and demonstrate success.

Next Steps

Because of on-demand provider lack of interest or willingness to agree to terms to continue the service, as described in Section 3, Pierce Transit is not planning to deploy a new phase of this project at this time. If the agency can identify two or more on-demand providers in the future that will agree to terms, Pierce Transit may consider implementing similar first/last mile connective service. An on-demand microtransit pilot, Pierce Transit Runner, was launched August 1, 2020, in part of the Pierce Transit service area demonstrating a need for connective service; lessons learned from LAC were used to develop the scope and service model for that project. Pierce Transit Runner is provided by a contracted vendor that meets all FTA requirements. Data gathered on riders and trips will be fully shared with Pierce Transit in accordance with data reporting requirements set forth in the contract, and Pierce Transit will be able to contact users for feedback as needed. Trips were offered at no charge for the first month of service, with regular Pierce Transit fares charged after that.

One limitation the Runner project shares with LAC is the inability to fully integrate payment; the ORCA card cannot be used to pay for trips in vehicles without ORCA card readers, which are not available to Pierce Transit for

contractor vehicles. Pierce Transit Runner allows riders with valid ORCA cards to show the card as a flash pass; no fare is recovered but the assumption is an ORCA card holder uses Pierce Transit services elsewhere in the system and may be using Pierce Transit Runner to connect to or from that service. Next-generation ORCA, with release anticipated in late 2021, will be able to be used to make purchases as with a debit card and will have capacity for integration. This will make it easier for transit riders to pay fares on partner service vehicles that are not equipped with ORCA card-reader technology.

With the experience of LAC, Pierce Transit has a knowledge base upon which to design and pilot first/last mile connective service in areas and at times when fixed-route service is not cost-effective or feasible. Although the same model may not be used, aspects of LAC such as negotiating partner agreements, type, and amount of data reported, equity in service to customers, and operating standards can be applied to expedite creation of new service models to suit each scenario.

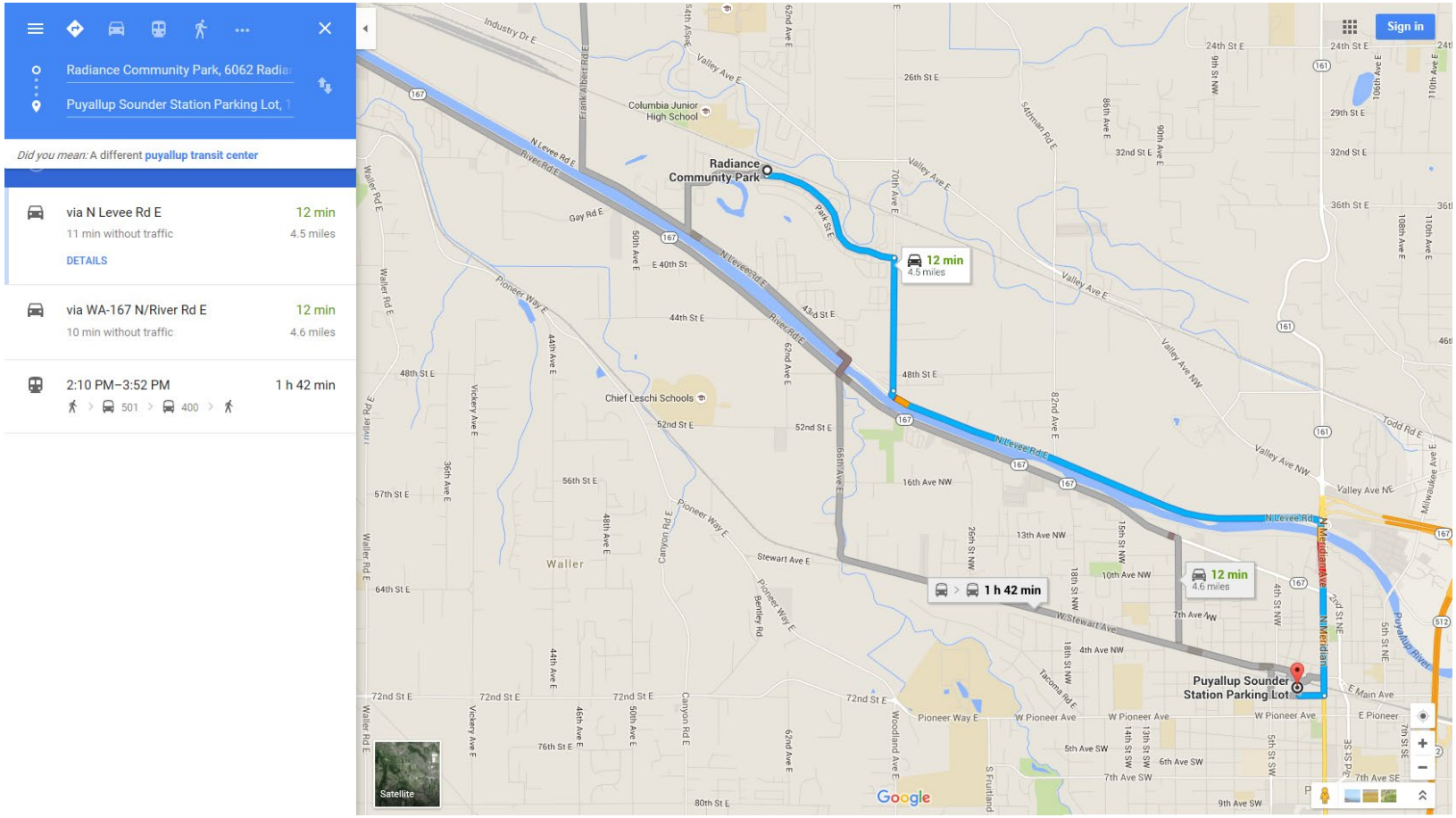
APPENDIX

A

TNC Cost Estimates

TNC Cost Estimates

ALTERNATE Trip from Radiance neighborhood in Fife to Puyallup Sounder Station



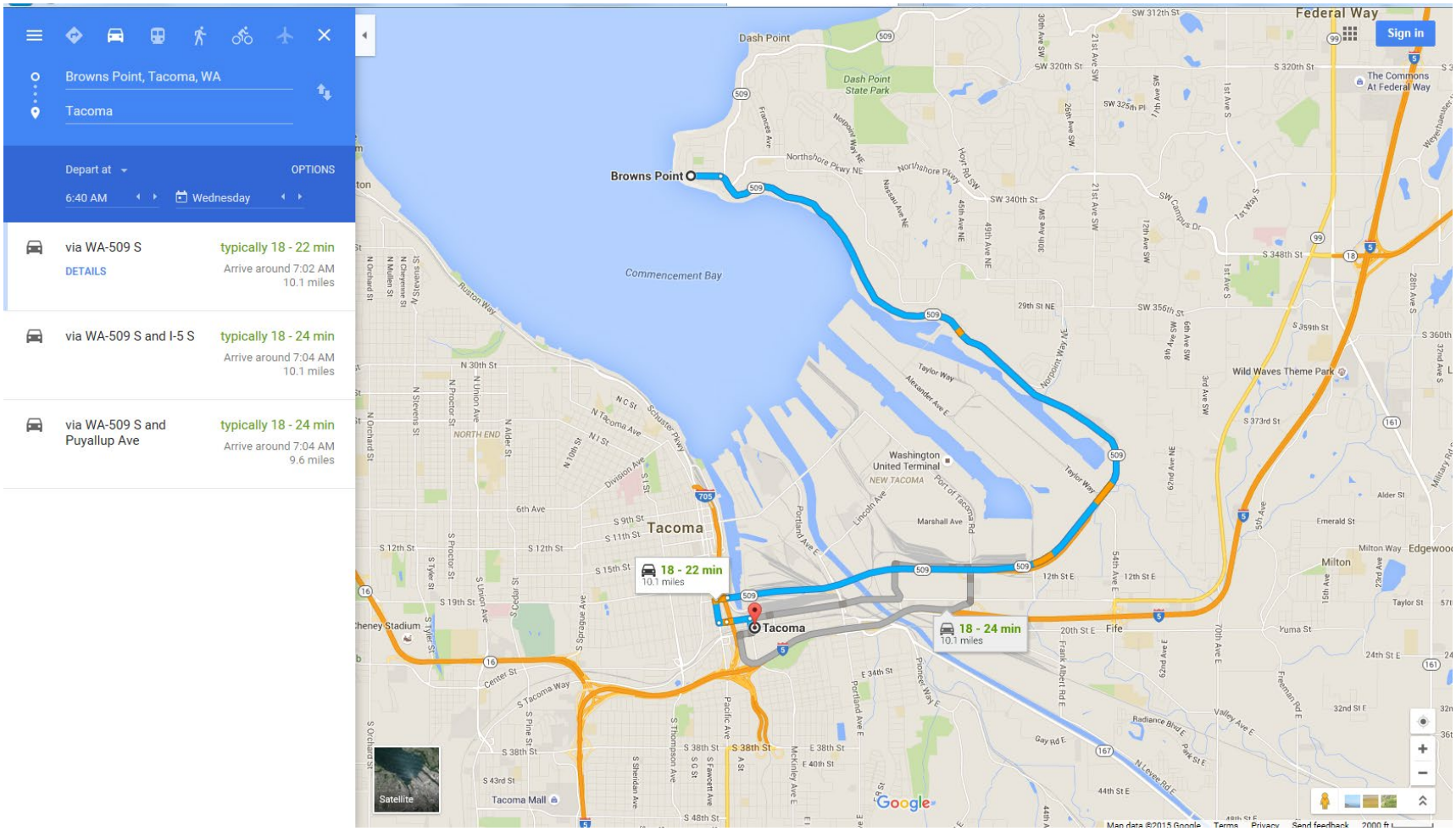
Directions run at 1:30pm weekday. Note the travel time for car (12 minutes) versus taking a bus on an indirect route (1 hour 42 minutes). At 6:30am weekday, bus trip is 1 hour 30 minutes.

UberX rate based on 4.5 mile trip, 12 minutes

$6.08 + $2.88= $8.96

($1.35/mile and $.24/minute)

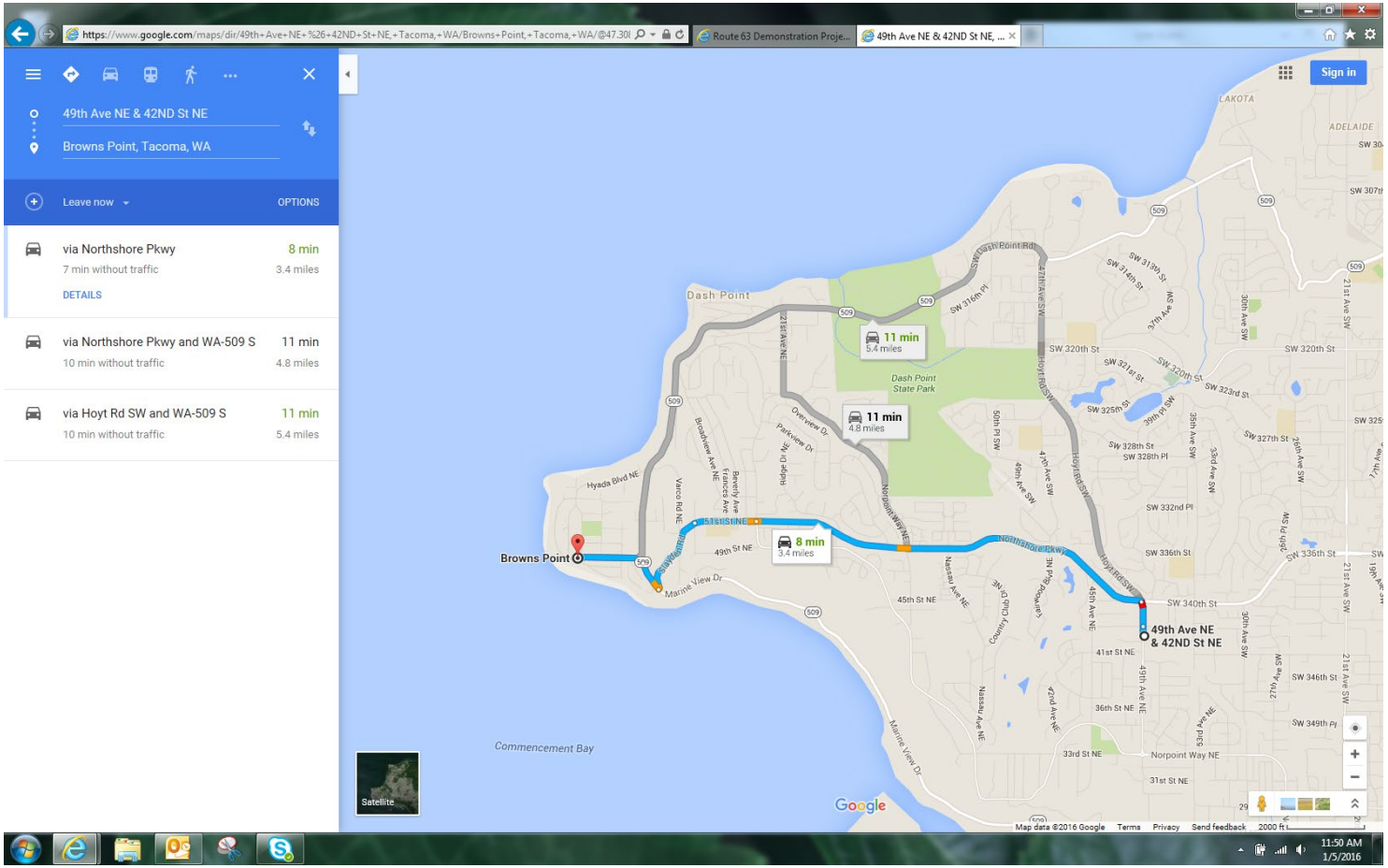
OPTION 2B Trip from Browns Point to Tacoma Dome Station midday or weekend



Directions run for 6:40am trip. No transit routing available.

UberX rate $18-$20

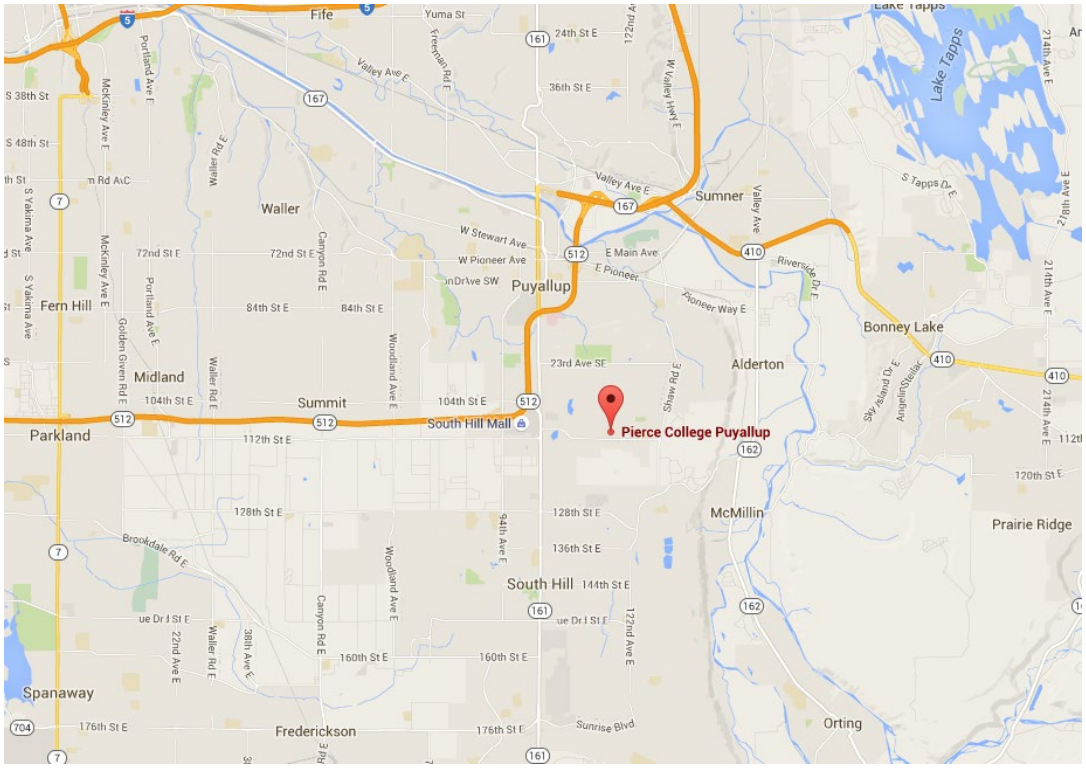
OPTION 2A Trip from Browns Point to QFC bus stop on Route 63 (feeder to fixed route service)



UberX rate $6-$8

More information needed to establish zone: map showing home addresses of night class students

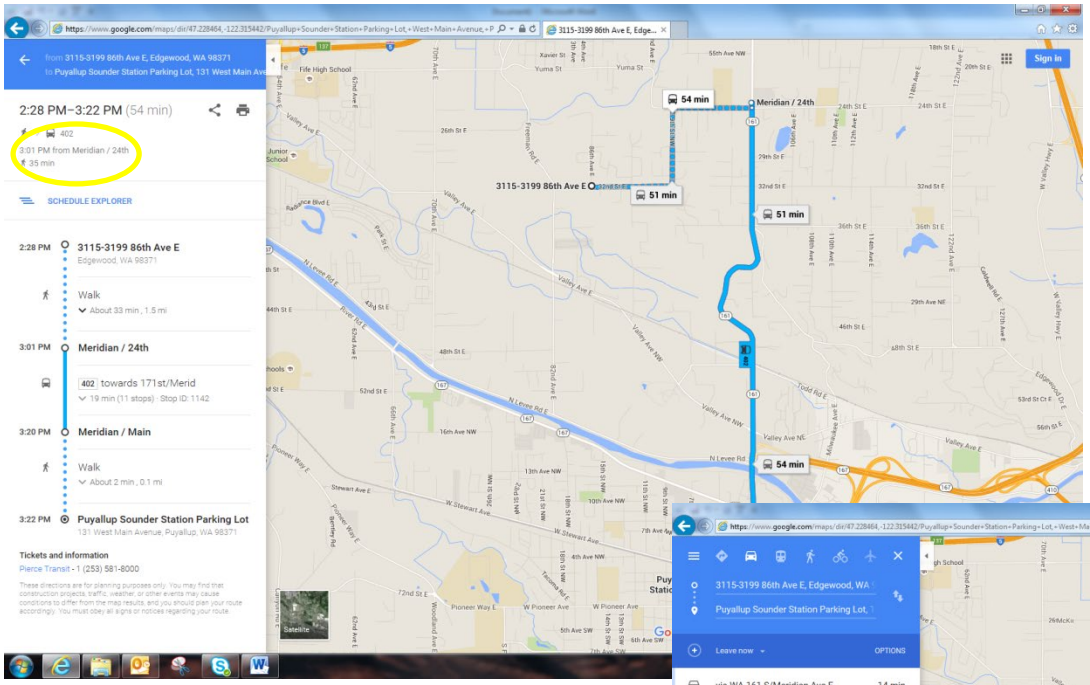
OPTION 3 Nighttime trips home from Pierce College Puyallup

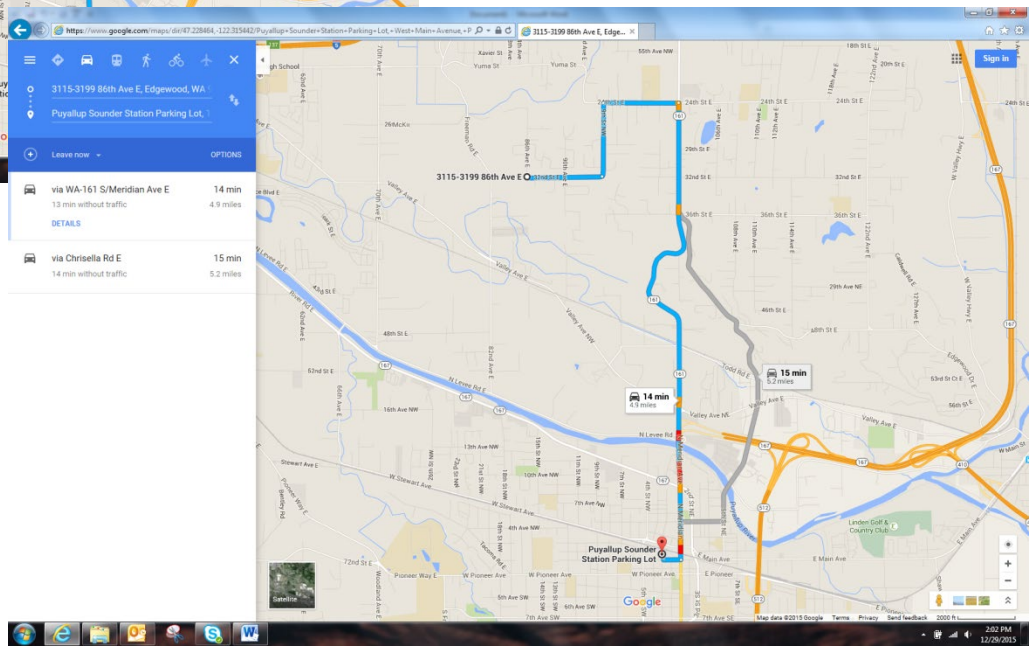


UberX rate $7-$9 (based on Pierce College Puyallup to Pope Elementary School on 122nd Ave E)

OPTION 1 Trip from Edgewood address to Puyallup Sounder Station (bus and car detail on separate maps).

Note walking requirement of 1.5 miles for bus access.





UberX rate $8-$10

APPENDIX

B

Equity Accessibility Plan

Equity Accessibility Plan

Pierce Transit
Limited Access Connections

MOD Sandbox

Equity and Accessibility Plan

Equity of Service Delivery
This project provides equitable geographic access to transit for riders who have limited or no transit options, and extended service hours for those who would otherwise be unable to use transit for their return journey. In addition, Pierce Transit focuses on the needs of all travelers in order to ensure that we measure the project's impact on all segments of our ridership.

Accessibility for those with limited mobility
For those riders who would like to take advantage of this service and whose trips start or end in the prescribed zones, but are unable to ride in our partner vehicles (such as those unable to transfer from a wheelchair), we will coordinate response using wheelchair accessible vehicles. Contractors providing WAV service as part of the pilot project will be accessed through the Uber app or through customer service. When a rider selects the WAV option on the app, they will be given contact information for the contracted WAV provider(s), and will then contact that provider directly to arrange for a ride. WAV providers will be expected to provide demand-response service equitable to that provided by Uber during this pilot project. In order to track service provision during the pilot and to anticipate future demand for WAV service, we will collect the following data from the WAV providers: number of WAV trips provided, pick-up and drop-off locations, time of pick-up and drop-off.

Access to a smartphone-based system
Our customer satisfaction survey conducted in 2014 indicated that 64% of customers used smartphones. On our next survey to be conducted later this year, we anticipate some increase in the number of riders with smartphones; this could indicate a significant audience for this pilot. However, elders and low-income riders may not have access to or feel comfortable using a smartphone.

Uber plans to provide UberCentral in conjunction with our project launch, which will allow our customer service representatives to make ride requests via Uber on behalf of the unbanked or those without smartphones. This will require the rider make a phone call to the customer service line, indicate their desire to request a Limited Access Connections trip, and share trip details with the customer service rep. The CSR will then request the ride using UberCentral desktop platform, and the trip will be confirmed with the rider. We will also provide outreach and training to communities that may not be familiar with using Uber and/or a smartphone. Proposed outreach methods include a how-to video to be posted on our website, social media posts, and presentations/demonstrations at senior centers and community events.

Improving low income access
Approximately 44% of our ridership is from households with annual incomes below $20,000. This population may not have access to credit cards or bank accounts, otherwise known as "unbanked". This may limit this population's ability to utilize car-share services. In order to use an app-based service, a customer must set up an account and a payment method online (either via a smartphone app or using a website on their computer). For those without access to a credit card, an Uber account may be established using PayPal as the payment method, which can be linked to a bank account.

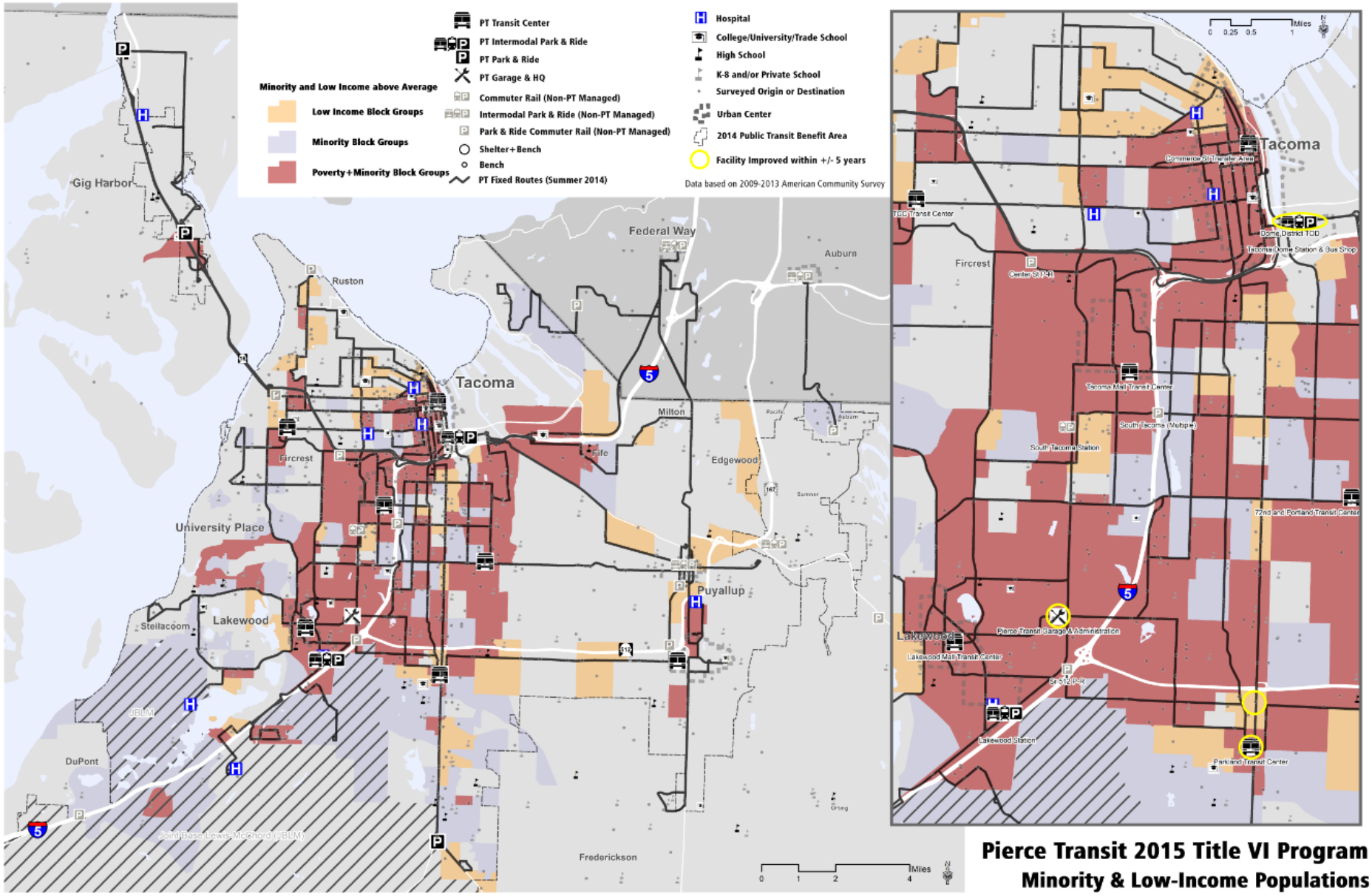
For those without a credit card *or* bank account, we shall provide a customer service line, utilizing the UberCentral platform, to request a ride. Trips coordinated using this method shall be billed directly to a Pierce Transit account, taking the burden of setting up an account off the unbanked or low-income user.

Because these trips are coordinated through our Customer Service office, we can track pick-up and drop-off locations, times and dates of trips, and ensure the trips meet project eligibility.

Data points to be collected and shared for both standard and wheelchair accessible vehicle trips:

- Trip date
- Trip pick-up and drop-off times
- Trip pick-up and drop-off locations

System wide Title VI Analysis, 2015



APPENDIX

C

Boardings

Boardings

Period 1: 5-15-18 to 9-27-18

HASTUS_BSID	BS_Name	Weekday Boardings	Average Weekday Boardings
1372	Pacific / 121st	4,765	50
1845	Pacific Ave / 152nd TP	4,321	45
1846	Pacific Ave / Military TP	1,409	15
1958	54th / 20th	301	3
1961	54th / 23rd	45	0
1965	Valley / Fed Ex Warehouse TP	203	2
2214	South Hill Mall TC - Zone A TP (op	15,904	167
276	40th / Bridgeport TP	469	5
277	40th / Bridgeport TP	3,884	41
2953	Steilacoom / Phillips TP	1,110	12
2954	Steilacoom / Phillips TP	2,108	22
3077	Tacoma Dome Station Bus Layover	74,152	781
3496	Pacific Ave / 112th TP	11,045	116
3516	TDS - Zone A TP	35,445	373
3527	20th / 54th TP	1,108	12
3545	20th / 51st TP	189	2
3546	20th / 54th	430	5
3592	SHMTC Departure TP (no service)	5,001	53
3698	40th / Bridgeport	1,629	17
3699	40th / Bridgeport	1,267	13
3740	70th / 29th TP	63	1
3742	Valley / Mission Foods Warehouse	306	3
3745	54th / 23rd	321	3
3797	Puyallup Station - Bay 1 TP - SHUT	14,010	147
3853	112th / Pacific TP	9,877	104
3854	112th / Pacific TP	8,897	94
3916	Tacoma Dome TC Zone H	6,386	67
4090	70th / 29th	107	1
4170	TDS - Zone B TP	78,126	822
4171	TDS - Zone C TP	27,300	287
4172	TDS - Zone E TP	30,516	321
4173	TDS - Zone D TP	6,770	71
4174	72nd St TC - Zone D TP	4,710	50
4175	72nd St TC - Zone E TP	13,061	137
4176	72nd St TC - Zone F TP	16,442	173
4177	72nd St TC - Zone H TP	12,253	129
4180	South Hill Mall TC - Zone D TP	2,107	22
4181	South Hill Mall TC - Zone E TP	10,375	109
4183	South Hill Mall TC - Zone H TP	22,110	233
4184	South Hill Mall TC - Zone J TP	3,776	40
4187	Parkland TC - Zone F TP	9,618	101
4233	Puy\ Sta- Bay 3 TP	15,464	163
4357	Puyallup Station / South Platform	33,093	348
4384	D / 25th	1,151	12
601	Bridgeport / 40th TP	2,514	26
602	Bridgeport / 40th TP	5,043	53
610	Bridgeport / 37th	2,404	25
85	Pierce College / 39th TP	3,064	32

Period 2: 2-10-19 to 6-30-19

HASTUS_BSID	BS_Name	Weekday Boardings	Average Weekday Boardings	
1372	Pacific / 121st	4,709	48	-5%
1845	Pacific Ave / 152	4,143	42	-8%
1846	Pacific Ave / Mili	1,049	11	-29%
1958	54th / 20th	295	3	-6%
1961	54th / 23rd	54	1	17%
1965	Valley / Fed Ex W	183	2	-14%
2214	South Hill Mall T	16,275	164	-2%
276	40th / Bridgepor	382	4	-22%
277	40th / Bridgepor	3,457	35	-15%
2953	Steilacoom / Phi	292	3	-75%
2954	Steilacoom / Phi	620	6	-72%
3077	Tacoma Dome S	69,687	704	-10%
3496	Pacific Ave / 112	10,211	103	-11%
3516	TDS - Zone A TP	35,972	363	-3%
3527	20th / 54th TP	1,078	11	-7%
3545	20th / 51st TP	208	2	5%
3546	20th / 54th	344	3	-23%
3592	SHMTC Departu	7,077	71	36%
3698	40th / Bridgepor	1,578	16	-7%
3699	40th / Bridgepor	1,181	12	-11%
3740	70th / 29th TP	121	1	84%
3742	Valley / Mission	575	6	80%
3745	54th / 23rd	457	5	36%
3797	Puyallup Station	18,957	191	30%
3853	112th / Pacific T	10,115	102	-2%
3854	112th / Pacific T	8,437	85	-9%
3916	Tacoma Dome T	5,251	53	-21%
4090	70th / 29th	38	0	-66%
4170	TDS - Zone B TP	76,663	774	-6%
4171	TDS - Zone C TP	28,319	286	0%
4172	TDS - Zone E TP	26,968	272	-15%
4173	TDS - Zone D TP	7,131	72	1%
4174	72nd St TC - Zon	4,807	49	-2%
4175	72nd St TC - Zon	15,009	152	10%
4176	72nd St TC - Zon	15,844	160	-8%
4177	72nd St TC - Zon	11,786	119	-8%
4180	South Hill Mall T	1,658	17	-24%
4181	South Hill Mall T	10,627	107	-2%
4183	South Hill Mall T	22,497	227	-2%
4184	South Hill Mall T	4,192	42	7%
4187	Parkland TC - Zo	9,530	96	-5%
4233	Puy\ Sta- Bay 3 T	12,421	125	-23%
4357	Puyallup Station	26,353	266	-24%
4384	D / 25th	2,324	23	94%
601	Bridgeport / 40t	1,543	16	-41%
602	Bridgeport / 40t	2,744	28	-48%
610	Bridgeport / 37t	1,907	19	-24%
85	Pierce College / 3	5,434	55	70%

Period 3: 7-1-19 to 12-31-19

HASTUS_BSID	BS_Name	Weekday Boardings	Average Weekday Boardings		LAC Zone	Routes
1372	Pacific / 121st	7,859	45	-11%		
1845	Pacific Ave / 152nd TP	7,258	41	-9%		
1846	Pacific Ave / Military TP	2,106	12	-19%		
1958	54th / 20th	590	3	6%	FifePuy	501
1961	54th / 23rd	119	1	43%	FifePuy	501
1965	Valley / Fed Ex Warehouse TP	196	1	-48%		
2214	South Hill Mall TC - Zone A TP (op	28,596	162	-3%		
276	40th / Bridgeport TP	512	3	-41%		
277	40th / Bridgeport TP	5,969	34	-17%		
2953	Steilacoom / Phillips TP	706	4	-66%		
2954	Steilacoom / Phillips TP	1,213	7	-69%		
3077	Tacoma Dome Station Bus Layove	128,860	732	-6%		
3496	Pacific Ave / 112th TP	18,072	103	-12%		
3516	TDS - Zone A TP	64,157	365	-2%		
3527	20th / 54th TP	2,127	12	4%	FifePuy	501
3545	20th / 51st TP	287	2	-18%		
3546	20th / 54th	770	4	-3%		
3592	SHMTC Departure TP (no service)	13,844	79	49%	Midland/Raiders	
3698	40th / Bridgeport	2,533	14	-16%		
3699	40th / Bridgeport	2,256	13	-4%		
3740	70th / 29th TP	384	2	227%	FifePuy	501
3742	Valley / Mission Foods Warehouse	804	5	42%	FifePuy	501
3745	54th / 23rd	733	4	23%	FifePuy	501
3797	Puyallup Station - Bay 1 TP - SHUT	35,274	200	36%	FifePuy	400,402
3853	112th / Pacific TP	18,197	103	-1%		
3854	112th / Pacific TP	14,586	83	-12%		
3916	Tacoma Dome TC Zone H	9,532	54	-19%		
4090	70th / 29th	174	1	-12%		
4170	TDS - Zone B TP	131,935	750	-9%		
4171	TDS - Zone C TP	54,719	311	8%	TDS	41,102,400,500,501,IT612
4172	TDS - Zone E TP	52,455	298	-7%		
4173	TDS - Zone D TP	12,059	69	-4%	TDS	
4174	72nd St TC - Zone D TP	8,356	47	-4%		
4175	72nd St TC - Zone E TP	21,343	121	-12%	Midland	
4176	72nd St TC - Zone F TP	27,728	158	-9%		
4177	72nd St TC - Zone H TP	18,712	106	-18%		
4180	South Hill Mall TC - Zone D TP	3,262	19	-16%		
4181	South Hill Mall TC - Zone E TP	19,377	110	1%		
4183	South Hill Mall TC - Zone H TP	40,821	232	0%		
4184	South Hill Mall TC - Zone J TP	6,216	35	-11%		
4187	Parkland TC - Zone F TP	14,329	81	-20%		
4233	Puy\ Sta- Bay 3 TP	25,100	143	-12%		
4357	Puyallup Station / South Platform	45,451	258	-26%		
4384	D / 25th	5,371	31	152%	TDS	42,574
601	Bridgeport / 40th TP	3,538	20	-24%		
602	Bridgeport / 40th TP	6,233	35	-33%		
610	Bridgeport / 37th	3,549	20	-20%		
85	Pierce College / 39th TP	12,111	69	113%	Raiders	4

		5-15-18 to 9-27-18				2-10-19 to 6-30-19				7-1-19 to 12-31-19				LAC Zone	Routes
HASTUS_ BSID	BS_Name	Saturday Boardings	Average Saturday Boardings	HASTUS_ BSID	BS_Name	Saturday Boardings	Average Saturday Boardings		HASTUS_ BSID	BS_Name	Saturday Boardings	Average Saturday Boardings			
1372	Pacific / 121st	1,254	36	1372	Pacific / 12	646	32	-10%	1372	Pacific / 121st	1,089	30	-16%		
1845	Pacific Ave / 152nd TP	1,184	34	1845	Pacific Ave	659	33	-3%	1845	Pacific Ave / 152nd TP	1,046	29	-14%		
1846	Pacific Ave / Military T	402	11	1846	Pacific Ave	229	11	-1%	1846	Pacific Ave / Military TP	365	10	-12%		
276	40th / Bridgeport TP	45	1	276	40th / Brid	25	1	-1%	276	40th / Bridgeport TP	52	1	14%	UPlace	53
277	40th / Bridgeport TP	825	24	277	40th / Brid	402	20	-15%	277	40th / Bridgeport TP	695	19	-18%		
2953	Steilacoom / Phillips TP	14	0	2953	Steilacoom	13	1	63%	2953	Steilacoom / Phillips TP	16	0	10%	UPlace	212
2954	Steilacoom / Phillips TP	580	17	2954	Steilacoom	113	6	-66%	2954	Steilacoom / Phillips TP	176	5	-70%		
3496	Pacific Ave / 112th TP	2,570	73	3496	Pacific Ave	1,206	60	-18%	3496	Pacific Ave / 112th TP	2,172	60	-18%		
3516	TDS - Zone A TP	9,072	259	3516	TDS - Zone	4,565	228	-12%	3516	TDS - Zone A TP	8,294	230	-11%		
3527	20th / 54th TP	217	6	3527	20th / 54th	106	5	-15%	3527	20th / 54th TP	185	5	-17%		
3545	20th / 51st TP	99	3	3545	20th / 51st	23	1	-59%	3545	20th / 51st TP	47	1	-53%		
3546	20th / 54th	208	6	3546	20th / 54th	64	3	-46%	3546	20th / 54th	184	5	-14%		
3592	SHMTC Departure TP (n	5,328	152	3592	SHMTC De	2,917	146	-4%	3592	SHMTC Departure TP (no service	5,031	140	-8%		
3698	40th / Bridgeport	266	8	3698	40th / Brid	176	9	15%	3698	40th / Bridgeport	246	7	-10%	UPlace	
3699	40th / Bridgeport	135	4	3699	40th / Brid	63	3	-18%	3699	40th / Bridgeport	122	3	-12%		
3797	Puyallup Station - Bay 1	1,742	50	3797	Puyallup St	937	47	-6%	3797	Puyallup Station - Bay 1 TP - SHU	1,909	53	7%	FifePuy	400,402
3853	112th / Pacific TP	2,466	70	3853	112th / Pac	1,147	57	-19%	3853	112th / Pacific TP	2,222	62	-12%		
3854	112th / Pacific TP	1,787	51	3854	112th / Pac	1,044	52	2%	3854	112th / Pacific TP	1,562	43	-15%	SpanPark	
3916	Tacoma Dome TC Zone H	1,018	29	3916	Tacoma Do	551	28	-5%	3916	Tacoma Dome TC Zone H	1,003	28	-4%		
4170	TDS - Zone B TP	18,168	519	4170	TDS - Zone	8,959	448	-14%	4170	TDS - Zone B TP	15,064	418	-19%		
4171	TDS - Zone C TP	4,891	140	4171	TDS - Zone	2,720	136	-3%	4171	TDS - Zone C TP	4,551	126	-10%		
4172	TDS - Zone E TP	1,078	31	4172	TDS - Zone	580	29	-6%	4172	TDS - Zone E TP	1,033	29	-7%		
4173	TDS - Zone D TP	2,142	61	4173	TDS - Zone	546	27	-55%	4173	TDS - Zone D TP	1,049	29	-52%		
4174	72nd St TC - Zone D TP	802	23	4174	72nd St TC	507	25	11%	4174	72nd St TC - Zone D TP	838	23	2%	Midland	409
4175	72nd St TC - Zone E TP	2,203	63	4175	72nd St TC	1,342	67	7%	4175	72nd St TC - Zone E TP	1,863	52	-18%	Midland	
4176	72nd St TC - Zone F TP	4,151	119	4176	72nd St TC	2,341	117	-1%	4176	72nd St TC - Zone F TP	4,108	114	-4%		
4177	72nd St TC - Zone H TP	2,113	60	4177	72nd St TC	1,273	64	5%	4177	72nd St TC - Zone H TP	2,123	59	-2%	Midland	
4180	South Hill Mall TC - Zone	588	17	4180	South Hill M	383	19	14%	4180	South Hill Mall TC - Zone D TP	490	14	-19%	Midland	
4183	South Hill Mall TC - Zone	3,871	111	4183	South Hill M	2,074	104	-6%	4183	South Hill Mall TC - Zone H TP	3,650	101	-8%		
4184	South Hill Mall TC - Zone	50	1	4184	South Hill M	7	0	-76%	4184	South Hill Mall TC - Zone J TP	7	0	-87%		
4187	Parkland TC - Zone F TP	2,190	63	4187	Parkland T	1,386	69	11%	4187	Parkland TC - Zone F TP	1,997	55	-11%	SpanPark	
4233	Puy\ Sta- Bay 3 TP	5,225	149	4233	Puy\ Sta- B	2,128	106	-29%	4233	Puy\ Sta- Bay 3 TP	3,662	102	-32%		
4384	D / 25th	233	7	4384	D / 25th	239	12	79%	4384	D / 25th	602	17	151%	TDS	42,574
601	Bridgeport / 40th TP	580	17	601	Bridgeport	197	10	-40%	601	Bridgeport / 40th TP	458	13	-23%		
602	Bridgeport / 40th TP	993	28	602	Bridgeport	302	15	-47%	602	Bridgeport / 40th TP	596	17	-42%		
610	Bridgeport / 37th	532	15	610	Bridgeport	321	16	6%	610	Bridgeport / 37th	472	13	-14%	UPlace	

5-15-18 to 9-27-18				2-10-19 to 6-30-19					7-1-19 to 12-31-19				
HASTUS_ BSID	BS_Name	Sunday Boardings	Average Sunday Boardings	HASTUS_ BSID	BS_Name	Sunday Boardings	Average Sunday Boardings		HASTUS_ BSID	BS_Name	Sunday Boardings	Average Sunday Boardings	
1372	Pacific / 12	1,254	55	1372	Pacific / 12	462	21	-61%	1372	Pacific / 12	743	19	-65%
1845	Pacific Ave	1,184	51	1845	Pacific Ave	461	21	-59%	1845	Pacific Ave	829	21	-59%
1846	Pacific Ave	402	17	1846	Pacific Ave	169	8	-56%	1846	Pacific Ave	305	8	-55%
276	40th / Brid	45	2	276	40th / Brid	23	1	-47%	276	40th / Brid	28	1	-63%
277	40th / Brid	825	36	277	40th / Brid	355	16	-55%	277	40th / Brid	615	16	-56%
2953	Steilacoom	14	1	2953	Steilacoom	5	0	-64%	2953	Steilacoom	5	0	-80%
2954	Steilacoom	580	25	2954	Steilacoom	47	2	-92%	2954	Steilacoom	80	2	-92%
3496	Pacific Ave	2,570	112	3496	Pacific Ave	706	32	-71%	3496	Pacific Ave	1,390	36	-68%
3516	TDS - Zone	9,072	394	3516	TDS - Zone	4,435	202	-49%	3516	TDS - Zone	5,246	135	-66%
3527	20th / 54th	217	9	3527	20th / 54th	100	5	-52%	3527	20th / 54th	108	3	-71%
3545	20th / 51st	99	4	3545	20th / 51st	25	1	-74%	3545	20th / 51st	20	1	-88%
3546	20th / 54th	208	9	3546	20th / 54th	54	2	-73%	3546	20th / 54th	66	2	-81%
3592	SHMTC De	5,328	232	3592	SHMTC De	1,745	79	-66%	3592	SHMTC De	3,674	94	-59%
3698	40th / Brid	266	12	3698	40th / Brid	127	6	-50%	3698	40th / Brid	222	6	-51%
3699	40th / Brid	135	6	3699	40th / Brid	67	3	-48%	3699	40th / Brid	62	2	-73%
3797	Puyallup St	1,742	76	3797	Puyallup St	753	34	-55%	3797	Puyallup St	747	19	-75%
3853	112th / Pac	2,466	107	3853	112th / Pac	682	31	-71%	3853	112th / Pac	1,525	39	-64%
3854	112th / Pac	1,787	78	3854	112th / Pac	536	24	-69%	3854	112th / Pac	884	23	-71%
3916	Tacoma Do	1,018	44	3916	Tacoma Do	399	18	-59%	3916	Tacoma Do	461	12	-73%
4170	TDS - Zone	18,168	790	4170	TDS - Zone	8,278	376	-52%	4170	TDS - Zone	9,294	238	-70%
4171	TDS - Zone	4,891	213	4171	TDS - Zone	2,070	94	-56%	4171	TDS - Zone	2,824	72	-66%
4172	TDS - Zone	1,078	47	4172	TDS - Zone	515	23	-50%	4172	TDS - Zone	604	15	-67%
4173	TDS - Zone	2,142	93	4173	TDS - Zone	570	26	-72%	4173	TDS - Zone	721	18	-80%
4174	72nd St TC	802	35	4174	72nd St TC	534	24	-30%	4174	72nd St TC	640	16	-53%
4175	72nd St TC	2,203	96	4175	72nd St TC	926	42	-56%	4175	72nd St TC	1,561	40	-58%
4176	72nd St TC	4,151	180	4176	72nd St TC	1,485	68	-63%	4176	72nd St TC	3,128	80	-56%
4177	72nd St TC	2,113	92	4177	72nd St TC	979	45	-52%	4177	72nd St TC	1,753	45	-51%
4180	South Hill M	588	26										
4183	South Hill M	3,871	168	4183	South Hill M	1,467	67	-60%	4183	South Hill M	1,822	47	-72%
4184	South Hill M	50	2	4184	South Hill M	24	1	-50%	4184	South Hill M	1	0	-99%
4187	Parkland T	2,190	95	4187	Parkland T	795	36	-62%	4187	Parkland T	1,083	28	-71%
4233	Puy\ Sta- B	5,225	227	4233	Puy\ Sta- B	1,593	72	-68%	4233	Puy\ Sta- B	2,097	54	-76%

4384	D / 25th	233	10
601	Bridgeport	580	25
602	Bridgeport	993	43
610	Bridgeport	532	23

4384	D / 25th	197	9	-12%
601	Bridgeport	155	7	-72%
602	Bridgeport	220	10	-77%
610	Bridgeport	219	10	-57%

4384	D / 25th	389	10	-2%
601	Bridgeport	254	7	-74%
602	Bridgeport	393	10	-77%
610	Bridgeport	433	11	-52%

APPENDIX

D

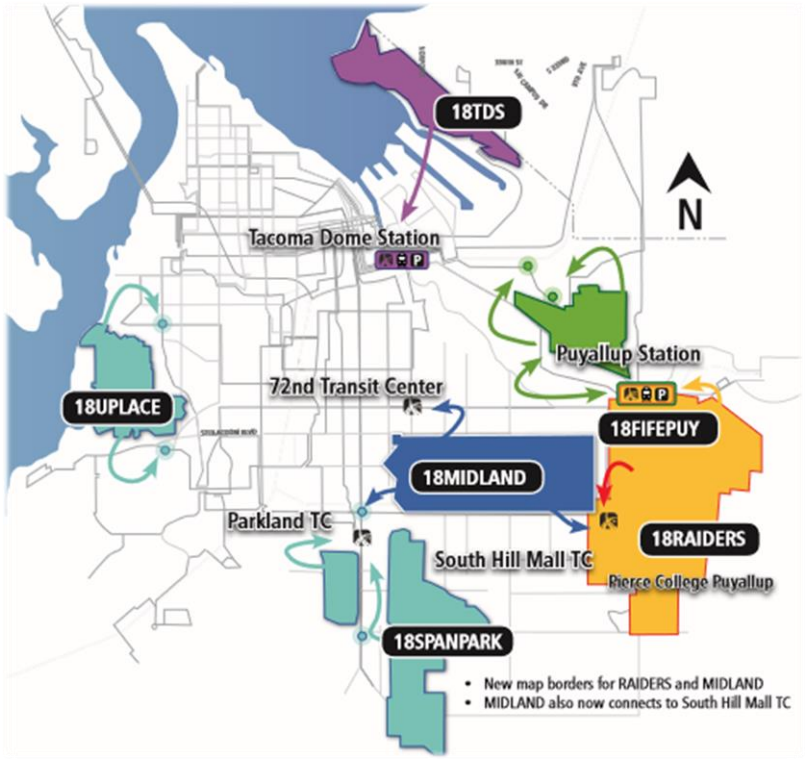
User Survey

User Survey

Pierce Transit Survey

Start of Block: Consent Block

Thank you for using free Lyft rides to connect to and from Pierce Transit bus routes and Sound Transit's Sounder trains! From 2018 to 2019, Pierce Transit partnered with Lyft to provide subsidized rides to and from key transit centers in what was called the Limited Access Connections program.



This survey is about your use of this program, travel patterns, and use of public transit in the Pierce County region. By completing this survey, you'll help us improve our service to the community.

You are being asked to participate in a research study led by ICF, a consulting and technology services firm, and the University of California, Berkeley as part of the Independent Evaluation of the Federal Transit Administration's Mobility on Demand (MOD) Sandbox Program.

The survey should take about 10 to 15 minutes to fill out. Your participation in this study is completely voluntary and you may discontinue taking the survey at any time without penalty. The analysis of this and other data will be public when complete.

FTA MOD Sandbox Project, Pierce Transit Evaluation

By clicking "I agree to take this survey" you confirm that you are 18 years of age or older and consent to participate in this research. If you have questions about the survey or the procedures, you may email survey-tsrc@berkeley.edu. If you would like more information about your rights as a research participant, please click here.

- ○ I agree to take this survey (1)

Q80
We understand that COVID-19 has likely impacted your travel significantly. For the purposes of this survey, please answer the questions about your experience with the Pierce Transit's Limited Access Connections program, which partnered with Lyft to provide subsidized rides to and from key transit centers. This program ended before COVID-19 began to alter life in the United States.

Please proceed to the next page to begin the survey.

End of Block: Consent Block

Start of Block: Household Block

Q1 Including yourself, how many people live in your current household?

- ○ 1 (1)
- ○ 2 (2)
- ○ 3 (3)
- ○ 4 (4)
- ○ 5 (5)
- ○ 6 (6)
- ○ More than 6 (7)

Q2 What best describes your relation to the other people in your current household? (Please check all that apply)

- ☐ Parent/Guardian(s) (1)
- ☐ Relatives (e.g., siblings, etc.) (2)
- ☐ Housemates/Roommates (3)
- ☐ Partner/Significant Other (4)
- ☐ Children (who are under your guardianship) (5)

Q3_a Please select the option that best describes your household.

- ○ We share some expenses (e.g., rent and utilities), but not income. (1)
- ○ We share expenses (e.g., rent and utilities) and income, and make purchasing decisions together (e.g., the decision to buy a car would be made together) (2)
- ○ Other, please specify: (3) _____

End of Block: Household Block

Start of Block: Vehicle Ownership

QA1 How many vehicles ${e://Field/H1} **currently** own or lease?

- ○ 0 (1)
- ○ 1 (2)
- ○ 2 (3)
- ○ 3 (4)
- ○ 4 (5)
- ○ 5 or more (6)

Q3_b Please list the year, make, and model of ${e://Field/H2} CURRENT vehicles, those that are owned or leased (e.g., 2014 Ford Fusion):

	Year (1)	Make (2)	Model (3)
Vehicle 1 (1)			
Vehicle 2 (2)			
Vehicle 3 (3)			
Vehicle 4 (4)			
Vehicle 5 (5)			

Q4 In the last year, approximately how many miles ${e://Field/H8} driven on these vehicles? (not cumulative odometer reading)
(If the vehicle was owned for less than a year, please approximate your annual miles, based on how much you have driven it thus far.)

${Q3_b/ChoiceTextEntryValue/1/1} ${Q3_b/ChoiceTextEntryValue/1/2} ${Q3_b/ChoiceTextEntryValue/1/3} (1)	▼ 0 (1) ... I don't know (33)
${Q3_b/ChoiceTextEntryValue/2/1} ${Q3_b/ChoiceTextEntryValue/2/2} ${Q3_b/ChoiceTextEntryValue/2/3} (2)	▼ 0 (1) ... I don't know (33)
${Q3_b/ChoiceTextEntryValue/3/1} ${Q3_b/ChoiceTextEntryValue/3/2} ${Q3_b/ChoiceTextEntryValue/3/3} (3)	▼ 0 (1) ... I don't know (33)
${Q3_b/ChoiceTextEntryValue/4/1} ${Q3_b/ChoiceTextEntryValue/4/2} ${Q3_b/ChoiceTextEntryValue/4/3} (4)	▼ 0 (1) ... I don't know (33)
${Q3_b/ChoiceTextEntryValue/5/1} ${Q3_b/ChoiceTextEntryValue/5/2} ${Q3_b/ChoiceTextEntryValue/5/3} (5)	▼ 0 (1) ... I don't know (33)

End of Block: Vehicle Ownership

Start of Block: Travel Behavior

Q5 Which of the following modes of transportation have you used **within Pierce County in the last two years**? (Please check all that apply.)

- ☐ Drive alone (1)
- ☐ Walk (to a destination) (2)
- ☐ Public Bus (3)
- ☐ Light rail (4)
- ☐ Seattle Sounder (5)
- ☐ Uber / Lyft or other non-pooled ride-hail service (6)
- ☐ UberPOOL / Lyft Line or other pooled ride-hail service (7)
- ☐ Taxi (8)
- ☐ Bicycle (9)
- ☐ Motorcycle or moped (10)
- ☐ Carpool (for commuting) (11)
- ☐ Carshare (e.g. Zipcar) (14)
- ☐ Electric scooter (standing) (12)
- ☐ Electric scooter (sit-down) (16)
- ☐ Other, please specify: (13) _____

Q72 During the year 2019, about how many times did you use the Pierce Transit Limited Access Connections program with Lyft?

- ○ Not available to me or not in my area (1)
- ○ Never in the last year (4)
- ○ Less than once a month (5)
- ○ Once a month (6)
- ○ Every other week (7)
- ○ 1 to 3 days per week (8)
- ○ 4 to 6 days per week (9)
- ○ Once a day (10)
- ○ 2 to 4 times a day (11)
- ○ More than 4 times a day (12)

Q6 During the year **2019**, please indicate about how frequently you used the following modes.

	Not available to me or not in my area (1)	Never in the last year (2)	Less than once a month (3)	Once a month (4)	Every other week (5)	1 to 3 days per week (6)	4 to 6 days per week (7)	Once a day (8)	2 to 4 times a day (9)
Drive alone (1)	○	○	○	○	○	○	○	○	○
Walk (to a destination) (2)	○	○	○	○	○	○	○	○	○
Public Bus (3)	○	○	○	○	○	○	○	○	○
Light rail (4)	○	○	○	○	○	○	○	○	○
Seattle Sounder (5)	○	○	○	○	○	○	○	○	○
Uber / Lyft or other non-pooled ride-hail service (6)	○	○	○	○	○	○	○	○	○
UberPOOL / Lyft Line or other pooled ride-hail service (7)	○	○	○	○	○	○	○	○	○
Taxi (8)	○	○	○	○	○	○	○	○	○
Bicycle (9)	○	○	○	○	○	○	○	○	○
Motorcycle or moped (10)	○	○	○	○	○	○	○	○	○
Carpool (for commuting) (11)	○	○	○	○	○	○	○	○	○
Carshare (e.g., Zipcar) (12)	○	○	○	○	○	○	○	○	○
Electric scooter (stdg) (13)	○	○	○	○	○	○	○	○	○
Electric scooter (sit) (14)	○	○	○	○	○	○	○	○	○

${Q5/ChoiceTextEntryValue/13} (13)	○	○	○	○	○	○	○	○

Q7 Please indicate which modes have changed as a result of using Pierce Transit Limited Access Connections Lyft rides, and which modes have been unaffected.

	Yes, my use of this mode CHANGED due to Pierce Transit supported rides (1)	No, my use of this mode DID NOT CHANGE due to Pierce Transit supported rides (2)
Drive alone (1)	○	○
Walk (to a destination) (2)	○	○
Public Bus (3)	○	○
Light rail (4)	○	○
Seattle Sounder (5)	○	○
Uber / Lyft or other non-pooled ride-hail service (6)	○	○
UberPOOL / Lyft Line or other pooled ride-hail service (7)	○	○
Taxi (8)	○	○
Bicycle (9)	○	○
Motorcycle or moped (10)	○	○
Carpool (for commuting) (11)	○	○
Carsharing (e.g. Zipcar) (14)	○	○
Electric scooter (standing) (12)	○	○
Electric scooter (sit-down) (15)	○	○
${Q5/ChoiceTextEntryValue/13} (13)	○	○

Q8 Overall, how much more or less often did you use these modes because of the first mile/last mile Lyft rides supported by Pierce Transit?

Overall, because of these Pierce Transit supported rides, I traveled by…

	Much more often (1)	More often (2)	About the same (3)	Less often (4)	Much less often (5)
Drive alone (1)	○	○	○	○	○
Walk (to a destination) (2)	○	○	○	○	○
Public Bus (3)	○	○	○	○	○
Light rail (4)	○	○	○	○	○
Seattle Sounder (5)	○	○	○	○	○
Uber / Lyft or other non-pooled ride-hail service (6)	○	○	○	○	○
UberPOOL / Lyft Line or other pooled ride-hail service (7)	○	○	○	○	○
Taxi (8)	○	○	○	○	○
Bicycle (9)	○	○	○	○	○
Motorcycle or moped (10)	○	○	○	○	○
Carpool (for commuting) (11)	○	○	○	○	○
Carsharing (e.g. Zipcar) (14)	○	○	○	○	○
Electric scooter (standing) (12)	○	○	○	○	○

Electric scooter (sit-down) (15)	○	○	○	○	○
${Q5/ChoiceTextEntryValue/13} (13)	○	○	○	○	○

Q79 What is the main reason you are taking public bus more? (Please select all that apply.)

	Public bus (1)	Light rail (2)	Seattle Sounder (3)
I got rid of a car and so I use this mode more now (1)	○	○	○
I have switched to this mode to save money (2)	○	○	○
I have better access TO this mode (3)	○	○	○
I have better access FROM this mode (4)	○	○	○
Other, please specify: (6)	○	○	○

Q78 Why are you are taking the following modes less? (Please select all that apply.)

	Public bus (1)	Light rail (2)	Seattle Sounder (3)
Using Lyft is faster (1)	☐	☐	☐
Using Lyft is cheaper (2)	☐	☐	☐
I need to travel at times when this mode is not in service (3)	☐	☐	☐
This mode is not frequent enough (4)	☐	☐	☐
The routes of this mode do not serve the places I need to go well enough (5)	☐	☐	☐
I prefer to travel alone (6)	☐	☐	☐
Other, please specify: (7)	☐	☐	☐

Q12A To the best of your ability, please try to estimate what you think is the **change** in how many **miles you drove per year** in your personal vehicle(s) as a result of Pierce Transit Limited Access Connections Lyft rides.
As a result of Pierce Transit Lyft Rides, I drive the ${Q3_b/ChoiceTextEntryValue/1/1} ${Q3_b/ChoiceTextEntryValue/1/2} ${Q3_b/ChoiceTextEntryValue/1/3} (select one): (1)
Please estimate the change in number of miles you drove the ${Q3_b/ChoiceTextEntryValue/1/1} ${Q3_b/ChoiceTextEntryValue/1/2} ${Q3_b/ChoiceTextEntryValue/1/3} as a result of Pierce Transit Lyft Rides (per year): (2)

▼ more (1) ... no change ~ 0 (110)

Q12B To the best of your ability, please try to estimate what you think is the **change** in how many **miles you drove per year** in your personal vehicle(s) as a result of Pierce Transit Limited Access Connections Lyft rides.
As a result of Pierce Transit Lyft Rides, I drive the ${Q3_b/ChoiceTextEntryValue/2/1} ${Q3_b/ChoiceTextEntryValue/2/2} ${Q3_b/ChoiceTextEntryValue/2/3} (select one): (1)
Please estimate the change in number of miles you drove the ${Q3_b/ChoiceTextEntryValue/2/1} ${Q3_b/ChoiceTextEntryValue/2/2} ${Q3_b/ChoiceTextEntryValue/2/3} as a result of Pierce Transit Lyft Rides (per year): (2)

▼ more (1) ... no change ~ 0 (110)

Q12C To the best of your ability, please try to estimate what you think is the **change** in how many **miles you drove per year** in your personal vehicle(s) as a result of Pierce Transit Limited Access Connections Lyft rides.
As a result of Pierce Transit Lyft Rides, I drive the ${Q3_b/ChoiceTextEntryValue/3/1} ${Q3_b/ChoiceTextEntryValue/3/2} ${Q3_b/ChoiceTextEntryValue/3/3} (select one): (1)
Please estimate the change in number of miles you drove the ${Q3_b/ChoiceTextEntryValue/3/1} ${Q3_b/ChoiceTextEntryValue/3/2} ${Q3_b/ChoiceTextEntryValue/3/3} as a result of Pierce Transit Lyft Rides (per year): (2)

▼ more (1) ... no change ~ 0 (110)

Q12D To the best of your ability, please try to estimate what you think is the **change** in how many **miles you drove per year** in your personal vehicle(s) as a result of Pierce Transit Limited Access Connections Lyft rides.
As a result of Pierce Transit Lyft Rides, I drive the ${Q3_b/ChoiceTextEntryValue/4/1} ${Q3_b/ChoiceTextEntryValue/4/2} ${Q3_b/ChoiceTextEntryValue/4/3} (select one): (1)
Please estimate the change in number of miles you drove the ${Q3_b/ChoiceTextEntryValue/4/1} ${Q3_b/ChoiceTextEntryValue/4/2} ${Q3_b/ChoiceTextEntryValue/4/3} as a result of Pierce Transit Lyft Rides (per year): (2)

▼ more (1) ... no change ~ 0 (110)

Q12E To the best of your ability, please try to estimate what you think is the **change** in how many **miles you drove per year** in your personal vehicle(s) as a result of Pierce Transit Limited Access Connections Lyft rides.
As a result of Pierce Transit Lyft Rides, I drive the ${Q3_b/ChoiceTextEntryValue/5/1} ${Q3_b/ChoiceTextEntryValue/5/2} ${Q3_b/ChoiceTextEntryValue/5/3} (select one): (1)
Please estimate the change in number of miles you drove the ${Q3_b/ChoiceTextEntryValue/5/1} ${Q3_b/ChoiceTextEntryValue/5/2} ${Q3_b/ChoiceTextEntryValue/5/3} as a result of Pierce Transit Lyft Rides (per year): (2)

▼ more (1) ... no change ~ 0 (110)

End of Block: Travel Behavior

Start of Block: Vehicle Suppression and Acquisition

Q13 ${e://Field/H3} gotten rid of vehicles since the Pierce Transit Limited Access Connections Lyft rides program started?

○ No, ${e://Field/H7} have not gotten rid of any vehicles. (1)

○ Yes, AND definitely because of improved access to Pierce Transit Limited Access Connections Lyft rides. (2)

○ Yes, AND partially because of improved access to Pierce Transit Limited Access Connections Lyft rides. (3)

○ ${e://Field/H7} have gotten rid of a car(s), BUT NOT because of anything related to improved access to or from Pierce Transit. (4)

Q70 How far did ${e://Field/H5} drive the vehicle you got rid of annually? (in miles per year)

▼ 0 (1) ... I don't know (36)

Q15 Would ${e://Field/H5} still have gotten rid of the vehicle(s) had the Pierce Transit Limited Access Connections Lyft rides program not been in place? (Please select one response.)

- ○ Yes, definitely (1)
- ○ Yes, probably (2)
- ○ No, ${e://Field/H6} household would probably still have the vehicle (3)
- ○ No, I definitely would still have the vehicle (4)

Q16 Since the Pierce Transit Limited Access Connections Lyft rides program ended, have you sought to acquire (or have you acquired) a car?

- ○ Yes, I acquired a car because the program ended (1)
- ○ I am looking to acquire a car because the program ended (2)
- ○ I have thought about acquiring a car because the program ended (3)
- ○ No, I have not sought to acquire a car since the program ended (4)
- ○ Yes, I have acquired a car, or am thing of acquiring a car, but NOT because the program ended (5)

Q17 If you can, please give your **best estimate** of how many **miles per year** you think you would drive the on the vehicle that ${e://Field/H5} might acquire (in total) in the absence of Pierce Transit Lyft rides?

▼ 0 (1) ... I don't know (36)

Q74 If you can, please give your **best estimate** of how many **miles per year** you are driving the vehicle that ${e://Field/H5} acquired (in total)?

▼ 0 (1) ... I don't know (36)

End of Block: Vehicle Suppression and Acquisition

Start of Block: Subsidized Rides

QDes1 We would like to now ask questions about the last trip took using the Pierce Transit Limited Access Connections Lyft rides.

Q18 What transit system did you connect to or from when you last used the Pierce Transit Limited Access Connections Lyft rides?

- ○ Link Light rail (1)
- ○ Seattle Sounder (2)
- ○ Sound Transit Express Bus (3)
- ○ Pierce Transit Bus (4)
- ○ I did not connect to transit on this trip (5)
- ○ Other, please specify: (6) _____

QA1 What station did you connect to or from?

- ○ Tacoma Dome Station (1)
- ○ Lakewood Transit Center (2)
- ○ Parkland Transit Center (3)
- ○ 72nd Transit Center (4)
- ○ South Hill Mall Transit Center (5)
- ○ Tacoma Mall Transit Center (6)
- ○ Tacoma Community College Transit Center (7)
- ○ Commerce St & Pacific Avenue (8)
- ○ Other (please specify): (9) _____

Q19B What Light Link route did you connect to or from?

- ○ Univ. of Washington - Airport - Angle Lake (1)
- ○ Downtown Tacoma - Tacoma Dome Stadium (2)
- ○ I'm not sure (4)

Q19C What Sound Transit Express Bus Route did you connect to or from?

▼ 510 - Everett - Seattle (1) ... I'm not sure (28)

Q19D What Pierce Transit bus route did you connect to or from?

▼ Route 1: 6th Avenue - Pacific Avenue (1) ... I'm not sure (34)

Q20 If the Pierce Transit Limited Access Connections Lyft rides were not available, then how would you have connected to public transit?

- ○ I would not have (or did not) connect to transit, I would have driven all the way (1)
- ○ I would not have made the trip (2)
- ○ Pierce Transit bus (3)
- ○ Driven alone and parked at the station or park and ride lot (4)
- ○ Got a ride from a friend or family (5)
- ○ I would have paid for Uber or Lyft (6)
- ○ Taxi (7)
- ○ Bicycle (8)
- ○ Walk (9)
- ○ Other, please specify: (10) _____

Q21 At what time did you start this trip (from your origin)?

▼ 12:00 AM (1) ... I cannot recall (49)

A5 At what time did you end this trip (at your destination)?

▼ 12:00 AM (1) ... I cannot recall (49)

A6 About how long did you wait for the ride to show up?

▼ Less than 1 minute (1) ... I cannot recall (17)

Q22 What day was this trip?

- ○ Monday (1)
- ○ Tuesday (2)
- ○ Wednesday (3)
- ○ Thursday (4)
- ○ Friday (5)
- ○ Saturday (6)
- ○ Sunday (7)
- ○ I cannot recall (8)

QDes2 The following questions inquire about your perceptions of how the Pierce Transit Lyft rides have impacted your travel time and travel quality.

Q23 Overall, as a result of the Pierce Transit Limited Access Connections program and the guaranteed rides home I think the quality of Pierce Transit has:

- ○ Greatly improved (1)
- ○ Somewhat improved (2)
- ○ Not really changed (3)
- ○ Somewhat worsened (4)
- ○ Significantly worsened (5)

Q76 Overall, as a result of the Pierce Transit Limited Access Connections program and the guaranteed rides home:

	Greatly improved (1)	Somewhat improved (2)	Not really changed (3)	Somewhat worsened (4)	Significantly worsened (5)	I do not know (6)
I though the quality of Pierce Transit... (1)	○	○	○	○	○	○
my access TO and FROM public transit... (2)	○	○	○	○	○	○
My mobility using public transit... (6)	○	○	○	○	○	○

Q77 Overall, as a result of the Pierce Transit Limited Access Connections program:

	Greatly decreased (1)	Somewhat decreased (2)	Not really changed (3)	Somewhat increased (4)	Significantly increased (5)	I do not know (6)
My overall travel times using public transit... (1)	○	○	○	○	○	○
My overall wait times using public transit... (2)	○	○	○	○	○	○
My usage of park and ride lots (6)	○	○	○	○	○	○

Q27 As a result of using rides with Promo code “18RAIDERS”, I used public transit:

- ○ Much more than before (1)
- ○ More than before (2)
- ○ About the same (3)
- ○ Less than before (4)
- ○ Much less than before (5)

Q28 How have the Pierce Transit Lyft rides impacted the locations to which you travel?

- ○ I travel to the same places I always travel. The locations have not changed. (1)
- ○ I now travel to locations that I could not reach before. (2)

A1 Please rate your mobility using services offered by Pierce Transit (e.g., rail, bus, and other services).
Rate using a scale of 1 to 10, where 1 is ‘it is hard to get to most of my activities’ and 10 is ‘it is easy to get to almost all of my activities”

- ○ 1 (It is hard to get to most of my activities using Pierce Transit) (1)
- ○ 2 (2)
- ○ 3 (3)
- ○ 4 (4)
- ○ 5 (5)
- ○ 6 (6)
- ○ 7 (7)
- ○ 8 (8)
- ○ 9 (9)
- ○ 10 (It is easy to get to almost all of my activities using Pierce Transit) (10)
- ○ I do not know (11)

End of Block: Subsidized Rides

Start of Block: Demographics

QDesA Now, we will ask you questions about your demographic profile.

Q29 What is your gender?

- ○ Male (1)
- ○ Female (2)
- ○ Prefer not to answer (3)

Q30 In what year were you born?

▼ 2007 (1) ... 1919 or before (89)

Q71 Please select whether the following statements about yourself are true or false

	TRUE (1)	FALSE (2)
I use a wheelchair. (1)	○	○
I have disabilities that prevent me from driving an automobile. (2)	○	○
I require special accommodation, such as vehicles that can accommodate wheelchairs, in order to get around. (4)	○	○

Q34 Are you a student at Pierce College Puyallup?

- ○ Yes (1)
- ○ No (2)

Q35 What is the highest level of education you have completed?

- ○ Less than high school (1)
- ○ Currently in high school (2)
- ○ High school/GED (3)
- ○ Some college, not currently enrolled (4)
- ○ Currently in 2-year college (5)
- ○ 2-year college degree (6)
- ○ Currently in 4-year college (7)
- ○ 4-year college degree (8)
- ○ Currently in post-graduate degree (9)
- ○ Post-graduate degree (MA, MS, PhD, MD, JD, etc.) (10)
- ○ Prefer not to answer (11)

Q36 What is your race or ethnicity? (Please check all that apply.)

- ☐ African American or Black (1)
- ☐ American Indian or Alaskan Native (2)
- ☐ Asian (3)
- ☐ Hispanic or Latino (5)
- ☐ Middle Eastern (6)
- ☐ Native Hawaiian or Pacific Islander (7)
- ☐ South Asian (e.g., Indian, Pakistani, etc.) (8)
- ☐ Southeast Asian (9)
- ☐ White (4)
- ☐ Prefer not to answer (10)

Q38 What was your approximate household income before taxes last year? (Your household includes the people who live with you with whom you share income.)

- ○ Less than $10,000 (1)
- ○ $10,000 to $14,999 (2)
- ○ $15,000 to $24,999 (3)
- ○ $25,000 to $34,999 (4)
- ○ $35,000 to $49,999 (5)
- ○ $50,000 to $74,999 (6)
- ○ $75,000 to $99,999 (7)
- ○ $100,000 to $149,999 (8)
- ○ $150,000 to $199,999 (9)
- ○ $200,000 or more (10)
- ○ Prefer not to answer (11)

Q39 Please indicate two streets that cross near your HOME location as well as the city.

- ○ Street #1 (2) _____
- ○ Street #2 (3) _____
- ○ City (1) _____

Q40 Please indicate two streets that cross near your WORK location as well as the city.

- ○ Street #1 (2) _____
- ○ Street #2 (3) _____
- ○ City (1) _____

Q41 This survey asked a lot of questions about your travel behavior with Pierce Transit. If you would like, please feel free to elaborate here on how you travel and the free Lyft rides provided by Pierce Transit has affected your travel behavior. Your comments (if you provide any) will only be reviewed in support of your other responses. You will not be contacted about them. Anything you write may help support the impact analysis, or clarify responses you provided in the survey. Your comments may be shared in aggregate with Pierce Transit and Lyft in support of the project, as long as you do not identify yourself. You can tell us about elements we might have missed through the survey questions or that you feel need additional clarification. This is completely optional, you can write as much as you would like or nothing at all. If you do choose to provide comments, please try to convey constructive and helpful; what you write will be read. In either case, thank you again for taking this survey.

_____

_____

_____

_____

_____

End of Block: Demographics

APPENDIX

E

Agreements

GENERAL SERVICES AGREEMENT

This General Services Agreement ("**Agreement**") dated as of March 14 2018 ("**Effective Date**") by and between Lyft, Inc., a Delaware corporation, located at 185 Berry Street, Suite 5000, San Francisco, CA 94107 ("**Lyft**") and Pierce County Public Transportation Benefit Area Corporation ("Pierce Transit") a Washington State municipal corporation, located at 2701 96th St. SW, Lakewood, WA 98499-4431 ("**Partner**").

In consideration of the mutual promises contained herein and the mutual benefits to be derived therefrom, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. **Background**. Lyft operates a ridesharing platform ("**Lyft Platform**") and mobile application (the "**Lyft App**") which allows users the opportunity to request a ride from one location to another (each, a "**Ride**"). The transportation services ("**Driving Services**") are provided by authorized drivers using their own vehicles ("**Drivers**"). Lyft also provides enterprise transportation solutions through its Concierge Service, and Lyft Codes programs (collectively, "**Programs**") to business partners to administer, track and manage its transportation spend for its authorized user riders (each, a "**User**"). Partner desires to participate in the Programs, and Lyft and Partner agree to launch the Programs in accordance with the terms of this Agreement and as specified in Exhibit A.

2. **Activities**. The parties agree to perform the business activities as set forth on Exhibit A (the "**Activities**"), attached hereto and incorporated herein, during the term set forth on Exhibit A (the "**Term**"). Except as expressly agreed to in Section 3 (and Exhibit A) of this Agreement, each party shall be responsible for its expenses and costs during its performance under this Agreement.

3. **Fees and Payment**.

3.1 Fees. Fees to be paid by one party to the other party in connection with this Agreement, if any, shall be as set forth on Exhibit A ("**Fees**"). Fees due are payable in accordance with the payment schedule set forth in Exhibit A. The maximum that Pierce Transit will pay under this agreement is $152,653.00 ("Budgeted Amount"). Pierce Transit will only pay for up to twelve (12) Eligible Rides per User per week during the term of this agreement.

4. **Proprietary Rights**.

4.1 License to Use Lyft Marks. Lyft hereby grants to Partner a revocable, time-limited, royalty-free, non-exclusive, non-transferable, non-sublicensable right and license to use all names, marks and logos associated with Lyft (collectively, "Lyft Marks") during the Term, solely in furtherance of Partner's obligations in this Agreement. Partner's use of any of the Lyft Marks shall be subject to Lyft's prior written approval in each instance. Lyft warrants and represents that it has (or has obtained from all appropriate rights holders) all necessary rights and authority to grant the license granted by it hereunder. Partner hereby covenants and agrees that the Lyft Marks shall remain the sole and exclusive property of Lyft and that Partner shall not hold itself out as having any ownership rights with respect thereto. Any and all goodwill associated with the Lyft Marks shall inure directly to the benefit of Lyft. Partner's use of Lyft Marks must conform to Lyft's usage guidelines and instructions as Lyft may provide or update from time to time (and in no event shall the color, style, appearance, or relative dimensions of the Lyft Marks be altered or changed in any way).

4.2 License to Use Partner Marks. Partner hereby grants to Lyft a revocable, time-limited, royalty-free, non-exclusive, non-transferable, non-sublicensable right and license to use all names, marks and logos associated with Partner (collectively, "Partner Marks") during the Term, solely in furtherance of Lyft's obligations in this Agreement. Lyft's use of any of the Partner Marks shall be subject to Partner's prior written approval in each instance. Partner warrants and represents that it has (or has obtained from all appropriate rights holders) all necessary rights and authority to grant the license granted by it hereunder. Lyft hereby covenants and agrees that the Partner Marks shall remain the sole and exclusive property of Partner and that Lyft shall not hold itself out as having any ownership rights with respect thereto. Any and all goodwill associated with the Partner Marks shall inure directly to the benefit of Partner. Lyft's use of Partner Marks must conform to Partner's usage guidelines and instructions as Partner may provide or update from time to time (and in no event shall the color, style, appearance, or relative dimensions of the Partner Marks be altered or changed in any way).

5. **Confidential Information.**

5.1 Either party (the "**Disclosing Party**") may disclose or make available to the other party (the "**Receiving Party**"), whether orally or in physical form, confidential or proprietary information concerning the Disclosing Party and/or its business, products, services, marketing, promotional or technical information in connection with this Agreement (collectively, the "**Confidential Information**"). For purposes hereof, Confidential Information is that information marked by Disclosing Party as "Confidential" or "Proprietary," but regardless of such markings, Confidential Information will not include information: (a) which was previously known to Receiving Party without an obligation of confidentiality; (b) which was acquired by Receiving Party from a third party which was not, to the Receiving Party's knowledge, under an obligation to not disclose such information; (c) which is or becomes publicly available through no fault of Receiving Party; (d) which Disclosing Party gave written permission to Receiving Party for disclosure, but only with respect to such permitted disclosure; (e) that is a public record as defined by the Washington State Public Records Act (RCW 42.56) ("PRA") which does not fall within any exemption from disclosure; or (f) independently developed without use of the other party's Confidential Information.

5.2 Requirements. Except as otherwise required by applicable law, including the PRA, each Receiving Party agrees that: (a) it will use the Confidential Information of the Disclosing Party solely for the purpose of this Agreement; and (b) it will not disclose the Confidential Information of the Disclosing Party to any third party other than the Receiving Party's employees or agents on a need-to-know basis for limited use at least as strict as those contained herein. The Receiving Party will protect the Confidential Information of the Disclosing Party in the same manner that it protects the confidentiality of its own proprietary and confidential information and materials of like kind, but in no event less than a reasonable standard of care. The Receiving Party is responsible for any breach of the confidentiality provisions of this Agreement by its employees or agents. In the event the Receiving Party receives a subpoena or other validly issued administrative or judicial process demanding the Confidential Information or is otherwise required by law to disclose Confidential Information, the Receiving Party will give the Disclosing Party prompt written notice of such request prior to disclosure to allow the Disclosing Party to exert efforts to limit disclosure pursuant to any available bases under applicable law. If the Receiving Party determines that it must disclose such information, then Receiving Party will provide Disclosing Party a minimum of fifteen (15) calendar days notice prior to the proposed disclosure, so that the Disclosing Party may assert any defenses to disclosure that may be available. Upon request by the Disclosing Party, the Receiving Party will return all copies of any Confidential Information to the Disclosing Party, if permitted by law or if returning such copies is not commercially infeasible for Receiving Party. No license under any trade secrets, copyrights, or other rights is granted under this Agreement or by any disclosure of Confidential Information under this Agreement.

5.3 Washington State Public Records Act. Lyft acknowledges that Partner is a government entity subject to the Washington State Public Records Act found at Chapter 42.56 of the Revised Code of Washington ("PRA"). In the event that Partner receives any demand or request under the PRA or other public records law for any marked Confidential Information whether or not received in connection with this agreement, or in connection with any other services performed by Lyft, Partner will immediately notify Lyft of such request in writing. In no event will Partner make a PRA disclosure of such information before fifteen (15) calendar days have elapsed from the date that Partner notifies Lyft of the PRA request in order to allow Lyft to seek court order to prevent or limit disclosure. Lyft will bear responsibility for all legal costs associated with Lyft seeking a court order to prevent any such disclosure.

6. **No Publicity**. Except as may be expressly set forth in Exhibit A, neither party may issue a press release, post information on line (including web sites, social media channels or blogs) or otherwise refer to the other party in any manner with respect to this Agreement, the Activities or otherwise, without the prior written consent of such other party.

7. **Representations and Warranties; Disclaimer**.

7.1 Each party hereby represents and warrants that: (a) it has full power and authority to enter into this Agreement and perform its obligations hereunder; (b) it is duly organized, validly existing and in good standing under the laws of the jurisdiction of its origin; (c) it has not entered into, and during the Term will not enter into, any agreement that would prevent it from complying with this Agreement; (d) it will comply with all applicable laws and regulations in its performance of this Agreement; (e) the content, media and other materials used or provided as part of the Activities shall not infringe or otherwise violate the intellectual property rights, rights of publicity or other proprietary rights of any third party. Additionally, both Parties acknowledge and agree that Lyft is not performing transportation services for the general public under this Agreement, and therefore this Agreement shall not be subject to 49 C.F.R. §37.23.

7.2 EXCEPT AS SET FORTH HEREIN, EACH PARTY MAKES NO REPRESENTATIONS, AND HEREBY EXPRESSLY DISCLAIMS ALL WARRANTIES, EXPRESS OR IMPLIED, REGARDING ITS SERVICES OR PRODUCTS OR ANY PORTION THEREOF, INCLUDING ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE AND IMPLIED WARRANTIES ARISING FROM COURSE OF DEALING OR COURSE OF PERFORMANCE. SPECIFICALLY, LYFT MAKES NO WARRANTIES CONCERNING THE LYFT APP, LYFT PLATFORM, LYFT CREDITS, CODES, OR OTHERWISE ("**LYFT MATERIALS**"). LYFT PROVIDES THE LYFT MATERIALS "AS IS" AND WITHOUT WARRANTY. LYFT DOES NOT WARRANT THAT THE LYFT MATERIALS WILL MEET PARTNER'S REQUIREMENTS OR THAT THE OPERATION OF THE LYFT MATERIALS WILL BE UNINTERRUPTED OR ERROR FREE. TO THE FULLEST EXTENT PERMITTED BY LAW, LYFT SPECIFICALLY DISCLAIMS ALL WARRANTIES IN RESPECT TO THE LYFT MATERIALS, WHETHER EXPRESS OR IMPLIED, ORAL OR WRITTEN, INCLUDING WITHOUT LIMITATION, ALL IMPLIED WARRANTIES OF TITLE, NON-INFRINGEMENT, MERCHANTABILITY OR FITNESS FOR ANY PARTICULAR PURPOSE AND ALL WARRANTIES ARISING FROM ANY COURSE OF DEALING, COURSE OF PERFORMANCE OR USAGE OF TRADE. IN THE EVENT THAT A CODE OR LYFT CREDIT IS NONFUNCTIONAL, PARTNER'S SOLE REMEDY, AND LYFT'S SOLE LIABILITY, SHALL BE THE REPLACEMENT OF SUCH CODE OR LYFT CREDIT.

8. **Ownership and Feedback.** Lyft and its affiliates are and shall remain the owners of all right, title and interest in and to the Lyft Materials, including any updates, enhancements and new versions thereof, and all related documentation and materials provided or available to Partner or any User in connection with this Agreement. Partner acknowledges and agree that any questions, comments, suggestions, ideas, feedback or other information about the Programs ("Feedback") provided by Partner to Lyft are non-confidential and shall become the sole property of Lyft. Lyft shall own exclusive rights, including all intellectual property rights, and shall be entitled to the unrestricted use and dissemination of this Feedback for any purpose, commercial or otherwise, without acknowledgment or compensation to Partner or any User

9. **Indemnification.**

9.1 Indemnification by Partner. Partner agrees to defend, indemnify and hold harmless Lyft and its directors, officers, employees, subcontractors and agents from and against third party all claims, suits, causes of action, damages, costs (including reasonable and documented attorneys' fees), judgments and other expenses arising out of or related to (i) Partner's breach of this Agreement; (ii) Partner's violation of the representations and warranties in Section 7; (iii) any allegation that Lyft's use of Partner's Marks or intellectual property as permitted herein infringes or misappropriates the intellectual property rights of a third party, including without limitation patent, copyright, trademark or other proprietary or intellectual property rights of such third party; (iv) allegations of negligence or misconduct of Partner and its employees or agents; and (v) Partner's violation of applicable law.

9.2 Indemnification by Lyft. Lyft agrees to defend, indemnify and hold harmless Partner and its directors, officers, employees, subcontractors and agents from and against all third party claims, suits, causes of action, damages, costs (including reasonable and documented attorneys' fees), judgments and other expenses arising out of or related to (i) Lyft's breach of this Agreement; (ii) Lyft's violation of the representations and warranties in Section 7; (iii) any allegation that Partner's use of Lyft's Marks or intellectual property as permitted herein infringes or misappropriates the intellectual property rights of a third party, including without limitation patent, copyright, trademark or other proprietary or intellectual property rights of such third party; (iv) allegations of negligence or misconduct of Lyft and its employees or agents; and (v) Lyft's violation of applicable law.

9.3 Indemnification Procedure. A party's obligation to indemnify the other under this Section is subject to the indemnified party notifying the indemnifying party promptly in writing of any claim as to which indemnification will be sought and providing the indemnifying party reasonable cooperation in the defense and settlement thereof. In each case the indemnifying party will have the exclusive right to defend any such claim, and the indemnifying party may not settle or compromise such claim without the prior written consent of the indemnified party. An indemnified party may, at its sole cost and expense, participate in the defense of a claim with counsel of its own choosing.

10. **LIMITS OF LIABILITY**. TO THE FULLEST EXTENT PERMITTED BY LAW, EXCEPT FOR EITHER PARTY'S BREACH OF CONFIDENTIALITY, IN NO EVENT SHALL EITHER PARTY BE LIABLE FOR ANY CLAIM FOR ANY INDIRECT, WILLFUL, PUNITIVE, INCIDENTAL, EXEMPLARY, SPECIAL OR CONSEQUENTIAL DAMAGES, FOR LOSS OF GOODWILL, FOR LOSS OF BUSINESS PROFITS, OR DAMAGES FOR LOSS OF BUSINESS, OR LOSS OR INACCURACY OF DATA OF ANY KIND, OR OTHER INDIRECT ECONOMIC DAMAGES, WHETHER BASED ON CONTRACT, NEGLIGENCE, TORT (INCLUDING STRICT LIABILITY) OR ANY OTHER LEGAL THEORY, EVEN IF SUCH PARTY HAS BEEN ADVISED OR HAD REASON TO KNOW OF THE POSSIBILITY OF SUCH DAMAGES IN ADVANCE.

11. **Insurance**. During the term of this Agreement, Lyft shall maintain in force during the term, at Lyft's own expense, at least the following insurance coverages, placed with insurers authorized to do business in the State of Washington and that have an A.M. Best's Rating of no less than A-:

a. Workers' Compensation Insurance in accordance with state statutory laws, including Employers' Liability with minimum limits of $1,000,000 each Accident.

b. Commercial General Liability Insurance with coverages including, but not limited to: bodily injury and death; assault (including sexual assault); personal injury; property damage liability; product and completed operations; personal and advertising injury; and contractual liability coverage with minimum limits of $1,000,000 Each Occurrence and $2,000,000 General Aggregate.

c. Commercial Auto Liability Insurance providing coverage for bodily injury and property damage with limits of $1,000,000 per occurrence.

All insurance policies, with the exception of Workers' Compensation insurance, shall name Partner, its officers, elected officials, employees, agents, and volunteers as additional insured(s) via blanket endorsement for the liability policies noted above, and Lyft shall provide Partner with a copy of all Additional Insured endorsements. All policies maintained shall be written as primary policies, not contributing with coverage Partner may carry and will contain a waiver of subrogation against Partner and its insurance carrier(s) with respect to all obligations assumed by Lyft under this agreement. Partner's coverage will be excess to all valid and collectible insurance coverage available to Lyft. The insurance policies listed herein shall not be cancelled or materially reduced without thirty (30) days' prior written notice to the Partner. In no event shall the limits of any policy be considered as limiting the liability of a party under the Agreement. The fact that Lyft has obtained the insurance required hereunder shall in no manner lessen or otherwise affect such Lyft's other obligations or liabilities set forth in this Agreement.

12. **Termination.**

12.1 Termination Events. This Agreement may be terminated by either party, by thirty (30) days' written notice to the other party. Either party may terminate the Agreement immediately by written notice to the other party upon: (i) the other party becoming insolvent; (ii) the other party's initiation of any proceeding under Federal bankruptcy or state insolvency law regarding its own bankruptcy, reorganization, or insolvency; (iii) the initiation of any proceeding under Federal bankruptcy or state insolvency laws against the other party that is not dismissed within sixty (60) days; (iv) the appointment of a receiver or a similar officer for the other party or for a substantial part of the other party's property; or (v) the other party making an assignment for the benefit of creditors or otherwise being reorganized for the benefit of creditors.

12.2 Survival. Any outstanding payment obligations and Sections 3, 5, 7, 8, 9, 10, 11 (for the period specified), 12.2 and 13 shall survive the expiration or termination of this Agreement.

13. **General.**

13.1 Governing Law and Venue. This Agreement shall be governed by and construed in accordance with the laws of the state of Washington without regard to its conflict of laws provisions. Pierce County Superior Court shall be the venue for any legal action.

13.2 Dispute Resolution. Any controversy or claim arising out of or related to this Agreement, or the breach thereof, shall be subject to the dispute resolution procedures herein. Prior to the initiation of any

action or proceeding to resolve disputes between Lyft and Partner, the parties shall make a good faith effort to resolve any such disputes by negotiation between representatives with decision-making power, who shall not have substantive involvement in the matters involved in the dispute, unless the parties otherwise agree. Failing resolution, the parties shall attempt to resolve the dispute through a mediation conducted by a person(s) or organization experienced in mediation initiated within thirty (30) days from the date of the request unless extended by agreement of both parties. At all times during the course of any unresolved dispute between the parties, the parties shall continue to supervise, direct and perform their obligations hereunder in a diligent and professional manner and without delay as provided under the terms of this agreement. The good faith completion of negotiation efforts and mediation pursuant to this Article shall be a prerequisite to the filing of any litigation.

13.3 Notice. Any and all notices permitted or required to be given hereunder shall be sent to the address first set forth above, or such other address as may be provided, and deemed duly given: (a) upon actual delivery, if delivery is by hand; or (b) by electronic mail provided that such notice is contemporaneously provided in written hard copy to the receiving party's legal department. Additionally, the parties may agree in Exhibit A for the provision of certain notices by email to the recipients indicated in Exhibit A.

13.4 Waiver, Modification. The failure of either party to enforce, at any time or for any period of time, the provisions hereof, or the failure of either party to exercise any option herein, shall not be construed as a waiver of such provision or option and shall in no way affect that party's right to enforce such provisions or exercise such option. Any modification or amendment to this Agreement shall be effective only if in writing and signed by both parties.

13.5 Severability. In the event any provision of this Agreement is determined to be invalid or unenforceable by a court of competent jurisdiction, the remainder of this Agreement (and each of the remaining terms and conditions contained herein) shall remain in full force and effect.

13.6 Force Majeure. Any delay in or failure by either party in performance of this Agreement shall be excused if and to the extent such delay or failure is caused by occurrences beyond the control of the affected party including, but not limited to, decrees or restraints of Government, acts of God, strikes, work stoppage or other labor disturbances, war or sabotage (each being a "**Force Majeure Event**"). The affected party will promptly notify the other party upon becoming aware that any Force Majeure Event has occurred or is likely to occur and will use its best efforts to minimize any resulting delay in or interference with the performance of its obligations under this Agreement.

13.7 No Assignment. This Agreement may not be assigned, in whole or in part, by a party without the prior written consent of the other party, provided that each party may assign this agreement to (a) an affiliate of such party; or (b) in connection with the sale of all or substantially all of such party's equity, business or assets. Subject to the foregoing, this Agreement shall be binding upon and shall inure to the benefit of each party hereto and its respective successors and assigns.

13.8 Relationship of Parties. The parties shall be independent contractors in their performance under this Agreement, and nothing contained in this Agreement shall be deemed to constitute either party as the employer, employee, agent or representative of the other party, or both parties as joint venturers or partners for any purpose. Drivers have no contractual relationship with Partner, and Partner has no responsibility for the acts or omissions of Drivers.

13.9 Entire Agreement; Amendment. This Agreement and the exhibits attached hereto contain the full and complete understanding and agreement between the parties relating to the subject matter hereof and supersede all prior and contemporary understandings and agreements, whether oral or written, relating such subject matter hereof. This Agreement may be executed in one or more counterparts and by exchange of signed counterparts transmitted by facsimile, each of which shall be deemed an original and all of which, when taken together, shall constitute one and the same original instrument. The Agreement may only be amended or modified through a writing signed by both Parties.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the Effective Date.

LYFT, INC.

Gyre Renwick
By: Gyre Renwick (Mar 8, 2018)
Printed Name: Gyre Renwick
Title: VP, Revenue

PARTNER, PIERCE TRANSIT

Sue Dreier
By: Sue Dreier (Mar 14, 2018)
Printed Name: Sue Dreier
Title: CEO

EXHIBIT A

ACTIVITIES

1. **Overview.**

The activities described herein shall take place in certain zones in Pierce County, Washington as more specifically set forth in the map attached hereto as **Attachment 1** ("**Program Map Area**").

2. **Term.**

Unless terminated earlier as provided herein, the term of this Agreement shall commence on the Effective Date and continue through March 1, 2019 ("**Term**") or until exhaustion of the Budgeted Amount of ($152,653.00).

3. **Program Description and General Obligations.**

Program is known as "Limited Access Connections," a demonstration project designed and intended to provide transit riders with "first mile/last mile" connections through rides provided by Lyft to encourage and foster transit ridership ("Program"). The Program is also designed and intended to provide students at Pierce College, Puyallup with transportation options in the evenings after the end of the Pierce Transit fixed route service. This Program is funded in part by the Mobility on Demand Sandbox Grant program of the Federal Transit Administration (FTA) and is subject to FTA approval, grant requirements, and administration.

4. **Eligible Rides.** Pierce Transit agrees to pay for Eligible Rides under this Program. As used herein, "Eligible Rides" are those rides provided through the Lyft App that meet all of the following criteria: the ride is within a Zone delineated on Exhibit A hereto; the ride is within the permissible days and permissible hours for that Zone; and the ride is: from Pierce College Puyallup; to or from the Puyallup Sounder Station; or to or from a transit center or Pierce Transit bus stop.

5. **Required elements of this program.** Lyft agrees to provide a platform through the Lyft App for passengers to obtain Program rides as described herein. Required elements of the platform for this Program are as follows:

a) Lyft is responsible for providing the Lyft mobile driver and rider applications which will permit users to take and request Eligible Rides.
b) Lyft is responsible for programming and maintaining an accurate geo-fencing and timeboxing of the Zones on Exhibit A to ensure effective application of subsidies to Eligible Rides.
c) Lyft is responsible for limiting the number of Program rides to forty-eight (48) Eligible Rides per user per month during the term of this agreement.
d) The Program's service shall at all times be open to the general public.
e) Lyft must provide an option for riders without smartphones to telephonically book equivalent Eligible Rides through Concierge or other similar program. Lyft will provide a portal to the Concierge program to permit a Pierce Transit staff member to book Eligible Rides with Lyft for riders who call an assigned telephone number.
f) Lyft must provide an option for unbanked riders to sign up for the Lyft App and participate in the Program.
g) In the Lyft App, there must be an option for a rider to request a wheelchair accessible vehicle (WAV).

In its communications to the public and potential passengers, Pierce Transit will advertise the option for users to book rides through the Concierge Program and with a Pierce Transit wheelchair accessible vehicle (WAV), and will disclose that user information and ride information will be shared with Lyft, Pierce Transit as the WAV provider, and any third-party companies as necessary to provide the Program's service.

Pierce Transit will offer service in wheelchair accessible vehicles (WAVs) that is equivalent to Lyft's service. Pierce Transit will provide contact information to Lyft to allow Lyft to provide the option for and information about the WAV provider(s) in the Lyft app.

6. **The Dashboard.**

a. Access to the Dashboard. In order for Partner to assist in managing the Programs, Lyft will provide Partner with access to an online portal owned and hosted by Lyft (the "**Dashboard**"). Within the Dashboard, Partner may view, add or remove Users, generate reports of User activity, and place certain restrictions on Users' activity. As related to the Concierge Service, Partner may also use the Dashboard to request Rides for Users. Additionally, Lyft grants Partner a non-exclusive, non-transferrable limited license to use the Dashboard solely in connection with the Programs during the Term. Partner shall not, and shall not authorize others to, (a) decompile, disassemble, reverse engineer or otherwise attempt to derive the source code or underlying technology, methodologies or algorithms of the Lyft Materials; (b) sublicense, lease, rent, sell, give, or otherwise transfer or provide the Lyft Materials to any unaffiliated third party except as may be provided in this Agreement; or (c) interfere with, modify or disable any features or functionality of the Lyft Materials. Lyft reserves all rights not expressly granted to Partner under this Agreement.

b. Partner Administrator. Partner will designate at least one (1) authorized personnel of Partner to serve as Partner's administrator (each, an "**Administrator**") and the Administrator will be required to create Dashboard login credentials to access and use the Dashboard. Partner is responsible and will indemnify Lyft for all activity occurring under Partner's Dashboard login credentials, except to the extent caused by Lyft's breach of this Agreement. Partner will contact Lyft upon known or suspected unauthorized use under Partner's Dashboard or if Dashboard login credentials information is lost or stolen.

7. **Concierge Service.**

a. General. Under the Concierge Service, an Administrator may request a Ride for a User by submitting such request in the Dashboard (each, a "**Request**"). Each Request will include all relevant Ride information, including but not limited to, the User's first and last name, pick-up and drop-off location, and telephone number (collectively, "**User Information**"). Lyft will transmit the Request via the Lyft Platform to available Drivers. In the event a Ride is scheduled for a future date and time, Lyft will submit the Request to Drivers within a reasonable time from the desired pick-up time. If the Request is accepted by a Driver, the Driver whom accepted the Request will provide the Ride to the User. Lyft or the Driver may contact the User via the calling or texting features within the Lyft App to provide updates on the Request. If the Request is not accepted by a Driver, a notification of non-acceptance will be sent via the Dashboard. In the event of a cancellation by a Driver, Partner will be notified of such cancellation via the Dashboard. Any Request cancellations by Partner or no-

shows by Users will be subject to Lyft's cancellation policy. Partner will pay Lyft for all Rides under the Concierge Service ("**Concierge Rides**") subject to the maximum amount of compensation set forth in Section 3 of the Parties' General Services Agreement, and section 10 herein. All Concierge Rides are subject to applicable prime time surcharges and Driver availability

b. Ride Requests. When submitting a Request through Concierge, Partner consents on behalf of itself and each User to allow Lyft to use the User Information to (a) send transactional SMS texts to the User relating to the Request and User's Ride; (b) share the User Information with the Driver who accepted the Request; provided that the Driver will only receive the first name of the User and pick up and drop off location; and (c) use and store the User Information for the internal purposes of Lyft, subject to the Lyft Privacy Policy (https://www.lyft.com/privacy). Partner represents and warrants that (i) Partner will only submit Requests for **Users whom are eighteen (18) years of age or older;** and (ii) Partner has obtained all necessary consents from each User to share such User Information for the purposes set forth herein. Partner agrees to defend, indemnify and hold harmless Lyft and its directors, officers, employees, subcontractors and agents from and against all third party claims arising out of a breach of Partner's representations and warranties.

8. **Partner Codes**: Lyft will provide Partner with coupon codes (the "Partner Code") for use with this Agreement, with the following restrictions:

a. Valid Use: Valid for use by all Users who (a) download and install the Lyft App on a compatible mobile device; (b) create and maintain an active Lyft account, including agreeing to Lyft's Terms of Service (https://www.lyft.com/terms), as may be updated from time to time; (c) successfully redeem the Partner Code in the User's Lyft App; (d) take completed rides via the Lyft App which qualifies for Partner Code redemption under this Agreement; and (e) successfully apply the Lyft credit associated with the Partner Code at the end of the ride.

b. Code Expiration: Each Partner Code and its corresponding ride credits will expire under the following conditions: (a) upon termination of this Agreement, pursuant to the provisions herein, by either party or by the expiration of the Term; or (b) upon a mutually agreed upon time and date by the parties prior to creation of the Partner Codes.

c. Payment: Partner agrees to pay for any usage of the Partner Codes for Eligible Rides, subject to the terms and conditions herein. Any amount of the ride fare that is greater than the credit value of the Partner Code, Lyft shall charge the User's personal payment amount as associated with the User's Lyft account.

d. Other Code and Eligible Ride Restrictions:

i. Geofence/Timebox – The Partner Codes will be valid for Eligible Rides only and travel limited by geofences and timeboxing as outlined and detailed in **Attachment 1**.

ii. Maximum Amount – During the Term of this Agreement, the parties agree that no more than forty eight (48) Eligible Rides per User per month during the term of this agreement will be available for the Program, unless otherwise amended in writing and consent by the parties.

9. **Additional Obligations.**

a. Lyft Obligations.

i) Lyft shall provide Users with links to surveys to be conducted throughout the project term by an Independent Evaluation team assigned by the FTA to the Partner. These will be recent trip and/or retrospective surveys; information gathered by these surveys will be anonymized.

ii) Lyft agrees to provide an account manager as well as customer support to assist passengers with customer service via an online support portal. This shall include support to users of the Lyft App.

iii) Lyft is responsible for securely administering the services provided by the Program and the Lyft App, including all customer information and payment methods or information. Any data collected by Lyft shall be kept and stored in accord with accepted industry privacy practices and applicable laws and regulations. No personally identifiable information shall be provided to Pierce Transit. All data provided to Pierce Transit shall be anonymized.

iv) Lyft will market the Program by:

- Presenting information about the Program on the Lyft blog
- Sharing service information on social media
- Engaging community members and business stakeholders with educational emails regarding the service
- Developing and implementing a press outreach plan to drive publicity for the service unique to this area
- With Pierce Transit, co-hosting a kick-off event to announce the service

v) Any Lyft- designed and produced draft promotional materials must be submitted to Pierce Transit for its review and approval prior to publication by any means, which approval shall not be unreasonably withheld.

vi) Lyft will not publicize the Limited Access Connections program by any means until after Pierce Transit has issued a press release about the Program with Lyft.

vii) Reporting: Each month, along with the invoice, Lyft will provide Partner with report shall include the data fields as outlined in **Attachment 2** and a total of costs incurred to date for the Program.

viii) Budget – The parties agree that the intention of this Agreement is to ensure Partner does not spend or incur a payment obligation of more than the Budgeted Amount of ($152,653.00) by the cost of Eligible Rides associated with Partner Codes ("**Budget**"), unless modified or amended in writing by Partner. Lyft shall implement reasonable procedures to cancel or suspend Partner Codes within five (5) business days of reaching or surpassing the Budget.

b. Partner Obligations.

i) Pierce Transit agrees to market the Program by:

- Presenting information about the Program on the Pierce Transit website
- Sharing service information on social media
- Engaging community members and business stakeholders with educational emails regarding the service
- Developing and implementing a press outreach plan to drive publicity for the service unique to this area
- With Lyft, co-hosting a kick-off event to announce the service
- Implementing a marketing plan for the service including, but not limited to, signage, print material, rider pick-up/drop-off zones, and transit center banners.

ii) In its communications to the public and potential passengers, Pierce Transit will advertise the option for users to book rides through the Concierge Program and how to obtain WAV rides, and will disclose that user information and ride information will be shared with Lyft and any third party companies as necessary to provide the Program's service.

10. **Fees; Payment.**

Each month during the Term, Lyft will invoice Partner for the full dollar amount for all charges associated with eligible rides and the Concierge service requested by Partner for the preceding month. Payment is due within thirty (30) days of invoice date. All late payments shall bear interest at the lesser of one and one half percent (1.5%) per month or the maximum allowed by applicable law. Upon delivery or activation of the Partner Codes from Lyft to Partner, Partner is responsible for payment of charges relating to the Partner Codes. Lyft has the right to invoice Partner for any usage of Partner Codes by Partner or Users, even after expiration of the Term, not to exceed the Budgeted Amount referenced herein. The maximum that Pierce Transit will pay under this agreement is $152,653.00 ("Budgeted Amount"). Pierce Transit will only pay for up to forty-eight (48) Eligible Rides per user per month during the term of this agreement.

11. **Contacts.**

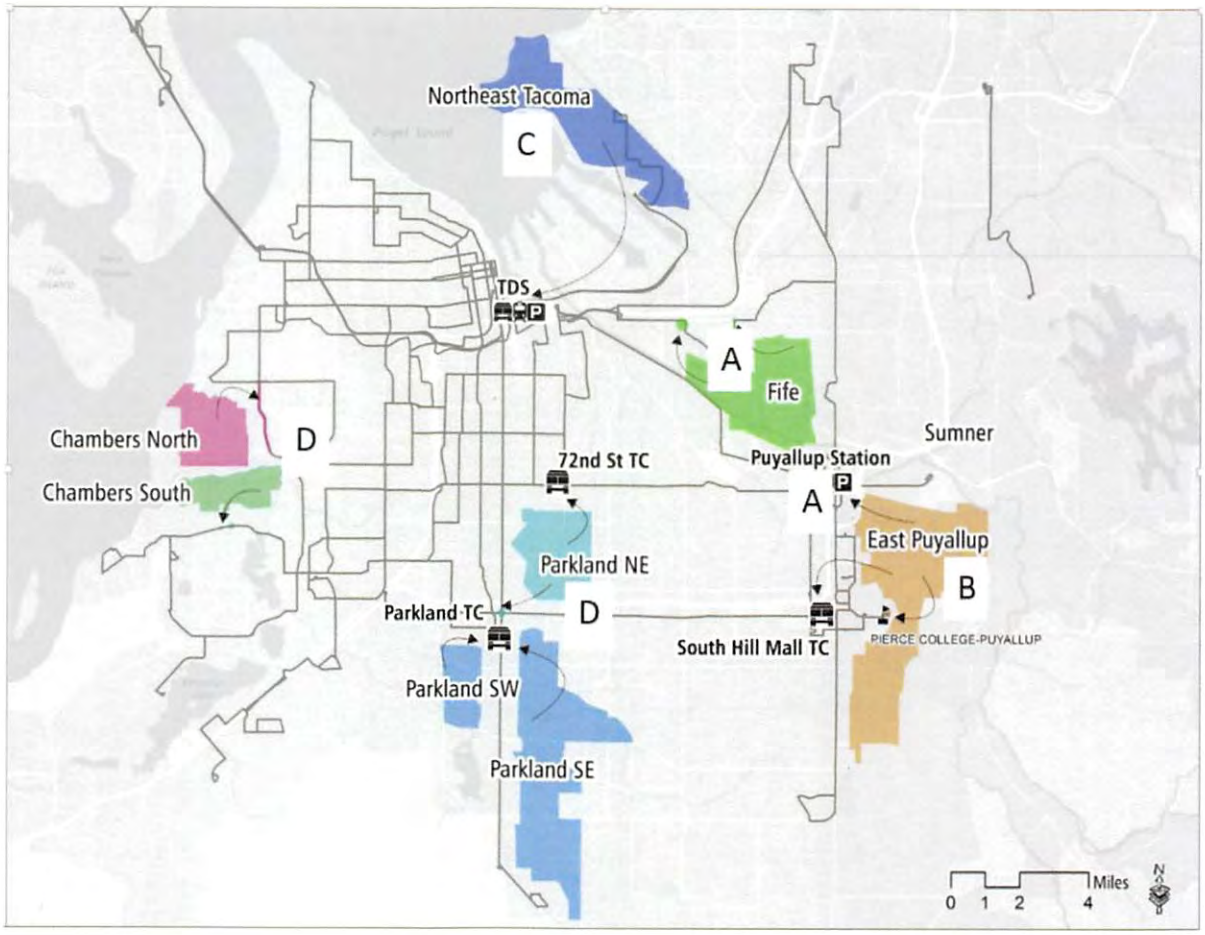
For Lyft:

Name: Paul Davis
Email: pdavis@lyft.com

For Partner:

Name: Penny Grellier
Email: pgrellier@piercetransit.org

ATTACHMENT 1
[Program Map Area]



Zone Type	Description	Days	Times	Focus
A	Puyallup Commuter/Fife Commuter	M-F	5am to 7pm	to/from the Puyallup Transit Center or Puyallup Sounder Station; provide connection to nearest time point*, bus stops along a route or Sounder Station to those customers who cannot otherwise reach transit
B	Guaranteed Ride Home	M-F	8:30 to 10:30pm	From Pierce College Puyallup to destinations within the zone
C	Browns Point/NE Tacoma Connection	7 days	9am to 4pm	Provide connection to and from the Tacoma Dome Station multimodal facility
D	Parkland/Spana way and University Place Connections	7 days	5am to 10:30pm	Provide connection to nearest time point or bus stop along a route to riders in Parkland/Spanaway and University Place who cannot otherwise reach transit

*time point is a scheduled time at which a bus must serve a bus stop or transit center (cannot leave early)

ATTACHMENT 2
[Monthly Data Reporting]

- Monthly data report information shall include the following:

Agreement GA 0207-17 Between
Pierce County Public Transportation Benefit Area
And
Sound Transit
For Use of Transit Facilities

This Agreement is made by and between Pierce County Public Transportation Benefit Area Corporation ("Pierce Transit"), a Washington municipal corporation; and Central Puget Sound Regional Transit Authority ("Sound Transit"), referred to hereinafter individually as "Party" or collectively as the "Parties."

RECITALS

Whereas, there is a need for transportation service to and from the Puyallup Station to be provided by Uber, a transportation networking company, as part of Pierce Transit's FTA Sandbox Mobility on Demand Limited Access Connections project ("Service") that will connect passengers to Sound Transit's Sounder train services;

Whereas, the Service is designed to promote ridesharing to and from park & ride facilities adjacent to the Puyallup Station providing access to public transit; and

Whereas, the Service is designed to improve access to transit and reduce traffic and parking congestion around the Puyallup Station; and

Whereas, the Puyallup Station provides convenient connections to Sound Transit's Sounder train; and

Whereas, the Service requires use of Sound Transit's Puyallup Station pick-up and drop-off area;

Whereas, Sound Transit is amenable to sharing its facilities and authorizing the Service to utilize pick-up and drop-off areas in order to improve coordination of public transit services;

Now therefore the Parties agree as follows:

1. PURPOSE OF AGREEMENT

The purpose of this Agreement is to authorize Pierce Transit, through its Service partner, to utilize Puyallup Station facilities for ridesharing and to establish the general responsibilities of the Parties in relation to the Service.

2. LIMITED ACCESS CONNECTIONS SERVICE DESCRIPTION

The Service is funded by a FTA Sandbox Mobility on Demand grant whereby Pierce Transit pays for eligible rides driven by Uber's driver partners. Rides are provided in Uber driver partners' personal vehicles. The Service allows customers to ride Uber to or from the Puyallup Station provided that the customer's origin or destination falls within certain areas and occurs between 5am – 7 pm on weekdays (not including holidays). The Service does not collect a fare; Uber trips are paid for by Pierce Transit with grant funds. The primary

purpose of the Service is to connect commuters with Sounder train service at Puyallup Station without the need for parking a vehicle at congested park & rides.

3. PIERCE TRANSIT'S RESPONSIBILITES

In addition to paying for the Service, Pierce Transit will conduct the following activities:

3.1 Promotion:

a) Pierce Transit will promote this service through its regular communication channels, including: website promotion; social media; in-app promotion in partnership with Uber and signage at pick-up and drop-off locations.

b) Pierce Transit will produce custom ridesharing signage subject to review and approval by Sound Transit. Pierce Transit will provide ridesharing signage to Sound Transit to be installed by Sound Transit at pick-up and drop-off zones at Puyallup Station.

c) Pierce Transit will incorporate Sound Transit's logo into materials designed by Pierce Transit. If an additional tagline or supplemental graphics are added, Sound Transit staff will have the right to approve such design alterations.

3.2 Data: Pierce Transit will conduct a hand count of pick-ups and drop-offs at Puyallup Station before the Service begins and periodically through the term of the Service. This data may be provided to Sound Transit upon request.

4. SOUND TRANSIT'S RESPONSIBILITES

4.1 Sound Transit will provide promotional support for the Service. This will be accomplished through the following activities:

a) Sound Transit will promote the Service within many of its regular advertising and promotional materials. Options may include: posters at the Puyallup Station where and when space allows, a link to Service information on Pierce Transit's website, and indicate Service pick-up/drop-off location via Sound Transit's social media accounts.

b) Sound Transit will provide to Pierce Transit their logo, compatible with Adobe Creative Suite 6, for Pierce Transit's use in supporting the Service.

c) Prior to publishing Service promotional materials, Pierce Transit staff will submit proofs to Sound Transit's Marketing department for mutual review/approval. Sound Transit will complete reviews within three business days.

d) Sound Transit will ensure that any promotional or other information it provides about the Service includes an accurate description of rides eligible for the Service.

e) Sound Transit will install ridesharing signage at the pick-up and drop-off zones at Puyallup Station.

4.2 Sound Transit hereby agrees that the Service may utilize pick-up and drop-off zones at Puyallup Station as identified in Attachment 1. Sound Transit acknowledges that

given the nature of the Service, Pierce Transit is unable to require Uber driver partners to only pick up or drop off customers in those zones identified in Attachment 1. Pierce Transit shall not be deemed to be in breach of this agreement or its obligations to Sound Transit as a result of pick ups or drop offs occurring outside of those zones. Sound Transit will notify Pierce Transit of any misuse or repeated non-use of the pick up or drop off zones in Attachment 1.

4.3 Sound Transit agrees that Pierce Transit may operate the Service at the Puyallup Station as detailed herein and on Attachment 1.

4.4 Sound Transit agrees to provide Pierce Transit with data in order to measure Service outcomes during the term of the agreement. These data points include:

a) Parking lot counts at Puyallup Station(monthly)

b) Boardings/deboardings Sounder train at Puyallup Station (monthly)

5. SERVICE CHANGES

5.1 Recognizing that unique and unusual circumstances beyond the control of either party to this agreement may require at any given time of year, temporary or permanent changes in the operating schedules of mutually agreed upon connecting service, each party agrees to provide notice of any such changes to the other party with at the least the following timelines:

5.2 Permanent time adjustments must be communicated in writing to the other party of this agreement a minimum of sixty (60) days prior to commencement of the service change.

5.3 Temporary or immediate time adjustments must be communicated by telephone with a follow-up written communication (email is appropriate).

6. INDEMNIFICATION AND LEGAL RELATIONS

6.1 It is understood and agreed that this Agreement is solely for the benefit of the Parties hereto and gives no right to any other person or entity. No joint venture or partnership is formed as a result of this Agreement. No employees or agents of one Party or its contractors or subcontractors shall be deemed, or represent themselves to be, employees, agents, contractors or subcontractors of the other Party.

6.2 Each Party shall comply, and shall ensure that its contractors and subcontractors, if any, comply with all federal, state and local laws, regulations, and ordinances applicable to the work and services to be performed under this Agreement.

6.3 Each Party shall defend, indemnify and hold harmless the other Party, its elected officials, officers, officials, employees and agents while acting within the scope of their employment as such, from any and all costs, claims, judgments, and/or awards of damages, arising out of or in any way resulting from each Party's own sole or

proportionate concurrent negligent acts or omissions or the performance of this Agreement. Each Party agrees that it is fully responsible for the acts and omissions of its own subcontractors, their employees and agents, acting within the scope of their employment as such, as it is for the acts and omissions of its own employees and agents. Each Party agrees that its obligations under this provision extend to any claim, demand, and/or cause of action brought by or on behalf of any of its employees or agents. The foregoing indemnity is specifically and expressly intended to constitute a waiver of each Party's immunity under Washington's Industrial Insurance Act, RCW Title 51, as respects the other Party only, and only to the extent necessary to provide the indemnified Party with a full and complete indemnity of claims made by the indemnitor's employees. The Parties acknowledge that these provisions were specifically negotiated and agreed upon by them.

6.4 Each Party's rights and remedies in this Agreement are in addition to any other rights and remedies provided by law or in equity.

6.5 This Agreement shall be interpreted in accordance with the laws of the State of Washington. The Superior Court of Pierce County, Washington or the United States District Court of the Western District of Washington, located in Tacoma, Washington, shall have jurisdiction and venue, as provided by law, over any legal action arising under this Agreement.

6.6 The provisions of this section shall survive any termination of this Agreement.

7. CHANGES AND MODIFICATIONS

This Agreement may be amended or modified only by prior written agreement signed by the Parties hereto.

8. EFFECTIVE DATE, TERM, AND TERMINATION OF AGREEMENT

8.1 This agreement will become effective on the first date when it has been executed by both Parties and will be effective for eighteen (18) months unless terminated pursuant to the terms found in this section.

8.2 Any of the Parties may terminate this Agreement, in whole or in part, for any reason provided, however, that insofar as practicable, the Party terminating the Agreement will give not less than ninety (90) calendar days prior notice to non-terminating Party. Such termination shall be by written notice delivered by certified mail, return receipt requested, of intent to terminate.

8.3 On or before March 31, 2018, the Parties will meet and confer to identify necessary or appropriate modification to this Agreement. Any such modifications(s) shall be made as provided per this Agreement.

9. FORCE MAJEURE

Either Party shall be excused from performing its obligations under this Agreement during the time and to the extent that it is prevented from performing by a cause beyond its control, including, but not limited to: any incidence of fire, flood, earthquake or acts of nature; strikes or labor actions; commandeering material, products, or facilities by the federal, state or local government; and/or national fuel shortage; when satisfactory evidence of such cause is presented to the other Party, and provided further that such non-performance is beyond the control and is not due to the fault or negligence of the Party not performing.

10. WAIVER OF DEFAULT

Waiver of any default shall not be deemed to be a waiver of any subsequent default. Waiver of breach of any provision of this Agreement shall not be deemed to be a waiver of any other or subsequent breach and shall not be construed to be a modification of the terms of this Agreement unless stated to be such in writing, signed by authorized Parties and attached to this Agreement.

11. ASSIGNMENT

This Agreement shall be binding upon the Parties, their successors, and assigns; provided, however, that neither Party shall assign nor transfer in any manner any interest, obligation or benefit of this Agreement without the other's prior written consent.

12. NO THIRD PARTY BENEFICIARIES

Nothing in this Agreement, express or implied, is intended to confer on any person or entity other than the Parties hereto and their respective successors and assigns any rights or remedies under or by virtue of this Agreement.

13. MUTUAL NEGOTIATION AND CONSTRUCTION

This Agreement and each of the terms and provisions hereof shall be deemed to have been explicitly negotiated between, and mutually drafted by, the Parties, and the language in all parts of this Agreement shall, in all cases, be construed according to its fair meaning and not strictly for or against either Party.

14. ALL TERMS AND CONDITIONS

This Agreement merges and supersedes all prior negotiations, representations and agreements between the Parties related to the subject matter hereof and constitutes the entire agreement between the Parties. This Agreement may be amended only by written agreement of the Parties.

This Agreement contains all the terms and conditions agreed upon by the Parties. No other understandings, oral or otherwise, regarding the subject matter of this Agreement shall be deemed to exist or to bind any of the Parties hereto.

15. CONTACT PERSONS

The Parties shall designate a contact person for purposes of sending inquiries and notices regarding the execution and fulfillment of this Agreement.

	Sound Transit
Contact Name	Abby Chazanow
Title	Transportation Planner – Mobility Innovation
Address	401 S. Jackson St, Seattle, WA 98104
Telephone	206-903-7326
E-Mail	Abby.chazanow@soundtransit.org

	Pierce Transit
Contact Name	Penny Grellier
Title	Business Partnership Administrator
Address	3701 96th St SW, Lakewood WA 98499
Telephone	253-589-6886
E-Mail	pgrellier@piercetransit.org

Each Party warrants and represents that its execution of this Agreement has been authorized by its governing body.

IN WITNESS WHEREOF the Parties hereto have executed this Agreement on the 16 day of November, 2017.

SOUND TRANSIT

Brian Brooke

(name, title)
Senior Mgr., Innovation & Performance

Date: 11/2/17

PIERCE TRANSIT

Sue Dreier, CEO
Pierce County Public Transportation Benefit Authority

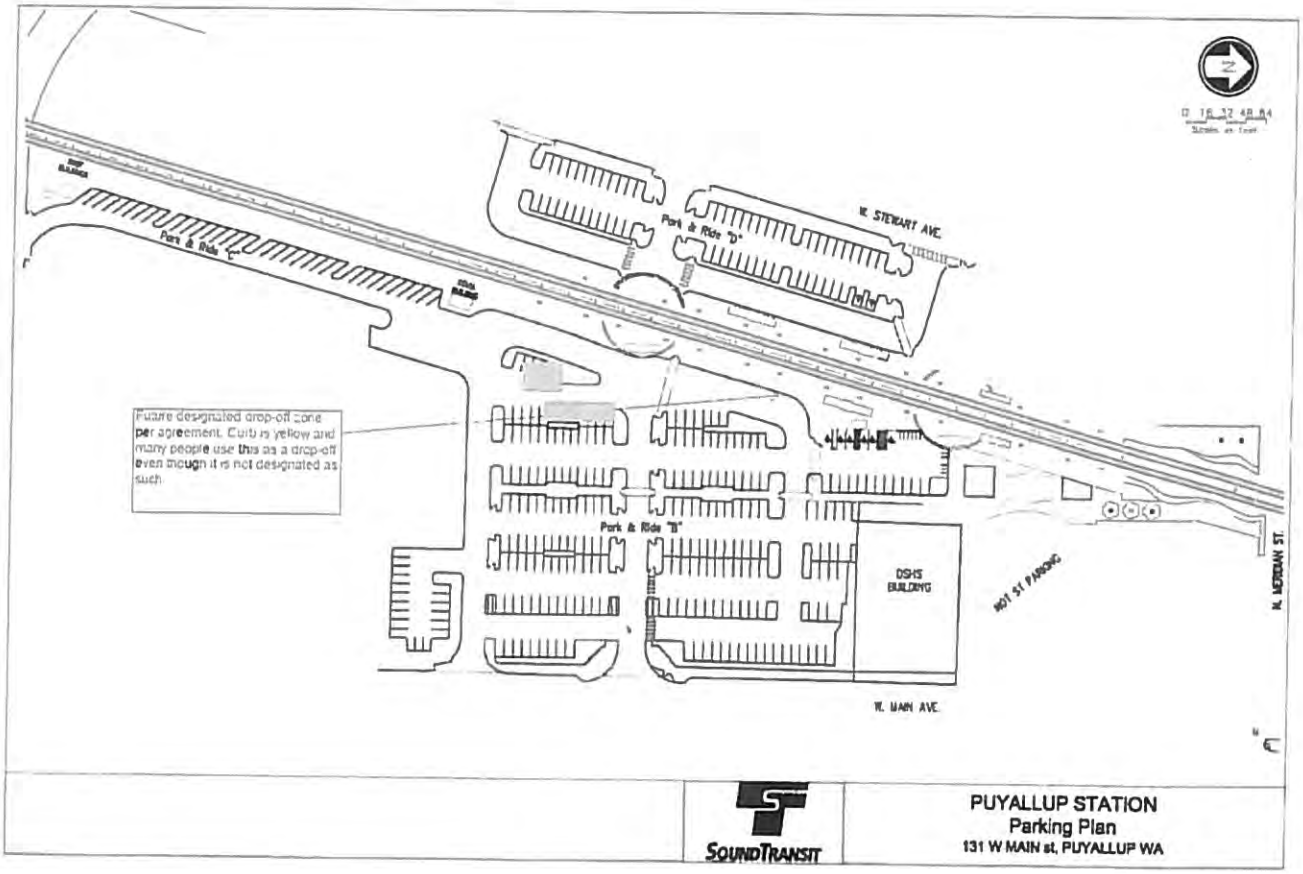
Date: 11/16/17

Attachment 1

2017 Transportation Agreement
Sound Transit and Pierce Transit

I. Service Location: the Limited Access Connections project is authorized to utilize the Puyallup Station as set forth herein to provide for connections between Limited Access Connections Service and Sounder train riders. Any changes or additions to the facilities authorized pursuant to this Agreement must be agreed to in writing in the sole discretion of Pierce Transit. Any such authorization may be made by email correspondence.

II. Facilities authorized for Limited Access Connection project use include the pick-up and drop-off zone at Puyallup Station.



Agreement Between
Pierce County Public Transportation Benefit Area Corporation
And
Pierce College Puyallup
Use of Transit Facilities

This Agreement is made by and between Pierce County Public Transportation Benefit Area Corporation ("Pierce Transit"), a Washington municipal corporation; and Pierce College Puyallup, referred to hereinafter individually as "Party" or collectively as the "Parties."

RECITALS

Whereas, the Parties have identified a need for transportation service to and from the Puyallup Station to be provided by Uber, a transportation networking company, as part of Pierce Transit's FTA Sandbox Mobility on Demand Limited Access Connections project ("Service") that will connect passengers to local and regional transit services;

Whereas, the Service is designed to promote ridesharing from transit facilities on the Pierce College Puyallup campus in conjunction with public transit use; and

Whereas, the Service is designed to improve access to transit, provide rides home after regular local Pierce Transit service has ended for the evening and reduce traffic and parking congestion around the Pierce College Puyallup campus; and

Whereas, the Service requires use of the Pierce College Puyallup campus pick-up and drop-off area;

Whereas, Pierce College Puyallup is amenable to sharing its facilities and authorizing the Service to utilize pick-up and drop-off areas in order to improve coordination of public transit services;

Now therefore the Parties agree as follows, incorporating by reference the above Recitals:

1. PURPOSE OF AGREEMENT

The purpose of this Agreement is to enter into a mutually beneficial contractual relationship to authorize Pierce Transit's partners to utilize Pierce College Puyallup facilities and to establish the general responsibilities of the Parties in relation to the Service.

2. LIMITED ACCESS CONNECTIONS SERVICE DESCRIPTION

The Service is funded by a FTA Sandbox Mobility on Demand grant whereby Pierce Transit pays for eligible rides driven by Uber's driver partners. Rides are provided in Uber driver partners' personal vehicles. The Service allows customers to ride Uber from the designated location at the Pierce College Puyallup campus provided that the customer's origin or destination falls within certain areas and occurs within a one-hour window after fixed route ends Monday though Friday. The Service does not

collect a fare; Uber trips are paid for by Pierce Transit with grant funds. The primary purpose of the Service is to provide students who utilize transit to get to campus with a ride home after local transit service has ended for the evening.

3. PIERCE TRANSIT'S RESPONSIBILITES

In addition to paying for the Service, Pierce Transit will:

3.1 Promotion:

a) Pierce Transit will promote this service through the Agency's regular communication channels, including: website promotion; social media; in-app promotion in partnership with Uber and signage at pick-up and drop-off locations.

b) Pierce Transit will provide ridesharing signage to Pierce College Puyallup to be installed at pick-up and drop-off zone at the Pierce College Puyallup campus.

c) Pierce Transit will incorporate Pierce College Puyallup's logo into materials designed by Pierce Transit. If an additional tagline or supplemental graphics are added, Pierce College Puyallup staff will have the right to approve such design alterations.

3.2 Data: Pierce Transit will conduct a hand count of pick-ups and drop-offs at Pierce College Puyallup campus before the Service begins and periodically through the term of the Service. This data may be provided to Pierce College Puyallup upon request.

4. PIERCE COLLEGE PUYALLUP'S RESPONSIBILITES

4.1 Pierce College Puyallup will provide promotional support for the Service. This will be accomplished through:

a) Pierce College Puyallup will promote the Service within many of its regular advertising and promotional materials. Options may include: posters at the Pierce College Puyallup campus, a link to Service information on Pierce Transit's website, and indicate Service pick-up/drop-off location via Pierce College Puyallup social media accounts.

b) Pierce College Puyallup will provide to Pierce Transit their logo, compatible with Adobe Creative Suite 6, for Pierce Transit's use in supporting the Service.

c) Prior to publishing Service promotional materials, Pierce Transit staff will submit proofs to Pierce College Puyallup for mutual approval.

d) Pierce College Puyallup will ensure that any promotional or other information it provides about the Service includes an accurate description of rides eligible for the Service.

4.2 Pierce College Puyallup hereby agrees that the Service may utilize pick-up and drop-off zones at Pierce College Puyallup as identified in Attachment 1. Pierce College Puyallup acknowledges that given the nature of the Service, Pierce Transit is unable to require Uber driver partners to only pick up or drop off customers in those zones identified in Attachment 1 and Pierce Transit shall not be deemed to be in breach of this agreement or its obligations to Pierce College Puyallup as a result. Pierce College Puyallup will notify Pierce Transit of any misuse or repeated non-use of the pick up or drop off zones in Attachment 1.

4.3 Pierce College Puyallup agrees to provide Pierce Transit with data in order to measure Service outcomes during the term of the agreement. These data points include:

4.3.1 Parking lot counts

4.3.2 Use of pick-up/drop-off area marked with signage?

5. SERVICE CHANGES

5.1 Recognizing that unique and unusual circumstances beyond the control of either party to this agreement may require at any given time of year, temporary or permanent changes in the Service, each party agrees to provide notice of any such changes to the other party with at the least the following timelines:

5.2 Permanent time adjustments must be communicated in writing to the other party of this agreement a minimum of sixty (60) days prior to commencement of the service change.

5.3 Temporary or immediate time adjustments must be communicated by telephone with a follow-up written communication (email is appropriate).

6. RELATIONSHIP OF THE PARTIES

Both parties to this agreement acknowledge that Pierce College plays no part in the selection, training, upkeep, maintenance, or any operational decisions or processes related to the drivers and vehicles used for the transportation of passengers and goods provided in the Service.

7. INDEMNIFICATION AND LEGAL RELATIONS

7.1 It is understood and agreed that this Agreement is solely for the benefit of the Parties hereto and gives no right to any other person or entity. No joint venture or partnership is formed as a result of this Agreement. No employees or agents of one Party or its contractors or subcontractors shall be deemed, or represent themselves to be, employees, agents, contractors or subcontractors of the other Party.

7.2 Each Party shall comply, and shall ensure that its contractors and subcontractors, if any, comply with all federal, state and local laws, regulations, and ordinances applicable to the work and services to be performed under this Agreement.

7.3 Other than as modified in this section, each party to this Agreement will be responsible solely for the negligent acts or omissions of its own employees, officers, or agents in the performance of this Agreement. Each Party shall defend, indemnify and hold harmless the other Party, its elected officials, officers, officials, employees and agents while acting within the scope of their employment as such, from any and all costs, claims, judgments, and/or awards of damages, arising out of or in any way resulting from each Party's own sole or proportionate concurrent negligent acts or omissions or the performance of this Agreement. Each Party agrees that it is fully responsible for the acts and omissions of its own subcontractors, their employees and agents, acting within the scope of their employment as such, as it is for the acts and omissions of its own employees and agents. Each Party agrees that its obligations under this provision extend to any claim, demand, and/or cause of action brought by or on behalf of any of its employees or agents. The foregoing indemnity is specifically and expressly intended to constitute a waiver of each Party's immunity under Washington's Industrial Insurance Act, RCW Title 51, as respects the other Party only, and only to the extent necessary to provide the indemnified Party with a full and complete indemnity of claims made by the indemnitor's employees. The Parties acknowledge that these provisions were specifically negotiated and agreed upon by them.

7.4 Each Party's rights and remedies in this Agreement are in addition to any other rights and remedies provided by law or in equity.

7.5 This Agreement shall be interpreted in accordance with the laws of the State of Washington. The Superior Court of Pierce County, Washington or the United States District Court of the Western District of Washington, located in Tacoma, Washington, shall have jurisdiction and venue, as provided by law, over any legal action arising under this Agreement.

7.6 The provisions of this section shall survive any termination of this Agreement.

8. CHANGES AND MODIFICATIONS

This Agreement may be amended or modified only by prior written agreement signed by the Parties hereto.

9. EFFECTIVE DATE, TERM, AND TERMINATION OF AGREEMENT

9.1 This agreement will become effective on the first date when it has been executed by both Parties and will be effective for one calendar year after launch of the Service unless terminated pursuant to the terms found in this section.

9.2 Any of the Parties may terminate this Agreement, in whole or in part, for any reason provided, however, that insofar as practicable, the Party terminating the Agreement

will give not less than ninety (90) calendar days prior notice to non-terminating Party. Such termination shall be by written notice delivered by certified mail, return receipt requested, of intent to terminate.

9.3 On or before March 31, 2018, the Parties will meet and confer to identify necessary or appropriate modification to this Agreement. Any such modifications(s) shall be made as provided per this Agreement.

10. FORCE MAJEURE

Either Party shall be excused from performing its obligations under this Agreement during the time and to the extent that it is prevented from performing by a cause beyond its control, including, but not limited to: any incidence of fire, flood, earthquake or acts of nature; strikes or labor actions; commandeering material, products, or facilities by the federal, state or local government; and/or national fuel shortage; when satisfactory evidence of such cause is presented to the other Party, and provided further that such non-performance is beyond the control and is not due to the fault or negligence of the Party not performing.

11. WAIVER OF DEFAULT

Waiver of any default shall not be deemed to be a waiver of any subsequent default. Waiver of breach of any provision of this Agreement shall not be deemed to be a waiver of any other or subsequent breach and shall not be construed to be a modification of the terms of this Agreement unless stated to be such in writing, signed by authorized Parties and attached to this Agreement.

12. ASSIGNMENT

This Agreement shall be binding upon the Parties, their successors, and assigns; provided, however, that neither Party shall assign nor transfer in any manner any interest, obligation or benefit of this Agreement without the other's prior written consent.

13. NO THIRD PARTY BENEFICIARIES

Nothing in this Agreement, express or implied, is intended to confer on any person or entity other than the Parties hereto and their respective successors and assigns any rights or remedies under or by virtue of this Agreement.

14. MUTUAL NEGOTIATION AND CONSTRUCTION

This Agreement and each of the terms and provisions hereof shall be deemed to have been explicitly negotiated between, and mutually drafted by, the Parties, and the language in all parts of this Agreement shall, in all cases, be construed according to its fair meaning and not strictly for or against either Party.

15. ALL TERMS AND CONDITIONS

This Agreement merges and supersedes all prior negotiations, representations and agreements between the Parties related to the subject matter hereof and constitutes the entire agreement between the Parties. This Agreement may be amended only by written agreement of the Parties.

This Agreement contains all the terms and conditions agreed upon by the Parties. No other understandings, oral or otherwise, regarding the subject matter of this Agreement shall be deemed to exist or to bind any of the Parties hereto.

16. CONTACT PERSONS

The Parties shall designate a contact person for purposes of sending inquiries and notices regarding the execution and fulfillment of this Agreement.

	Pierce College Puyallup
Contact Name	Choi Halladay
Title	Vice-President of Administrative Services
Address	9401 Farwest Drive SW
Telephone	253-964-6506
E-Mail	CHalladay@pierce.ctc.edu

	Pierce Transit
Contact Name	Penny Grellier
Title	Business Partnership Administrator
Address	3701 96th St SW, Lakewood WA 98499
Telephone	253-589-6886
E-Mail	pgrellier@piercetransit.org

Each Party warrants and represents that its execution of this Agreement has been authorized by its governing body.

IN WITNESS WHEREOF the Parties hereto have executed this Agreement on the 16th day of November, 2017.

PIERCE COLLEGE PUYALLUP

Choi Halladay, Vice President of Administrative Services

Date: 10-20-2017

PIERCE TRANSIT

Sue Dreier, CEO

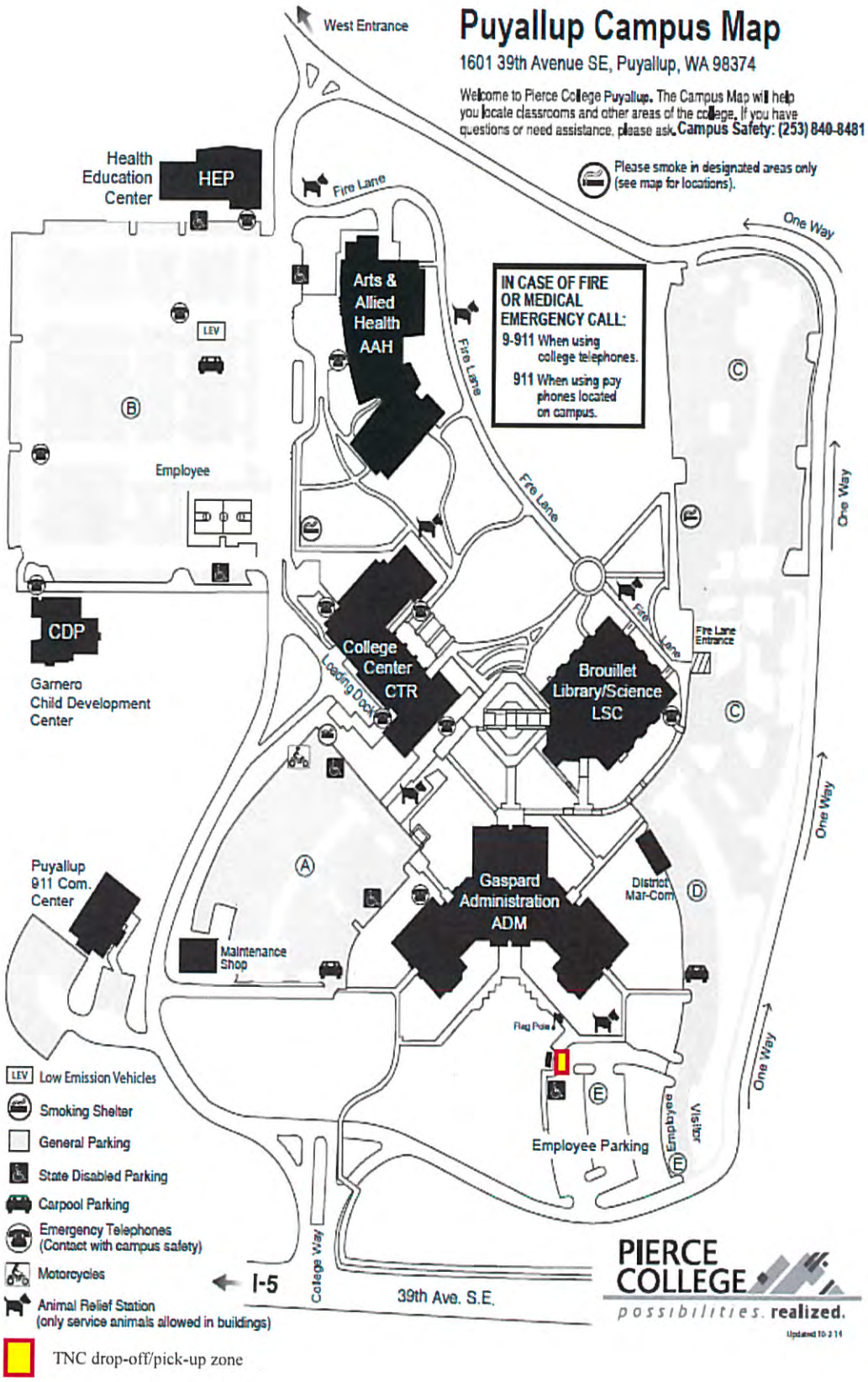
Date: 11/16/17

Attachment 1

2017 Transportation Agreement
Pierce College Puyallup and Pierce Transit

I. Service Location: the Limited Access Connections project is authorized to utilize the Pierce College Puyallup campus as set forth herein to provide rides home after local transit service has ended for the evening. Any changes or additions to the facilities authorized pursuant to this Agreement must be agreed to in writing in the sole discretion of Pierce Transit. Any such authorization may be made by email correspondence.

II. Facilities authorized for Limited Access Connection project use include the pick-up and drop-off zone at Pierce College Puyallup campus as marked on the map below.

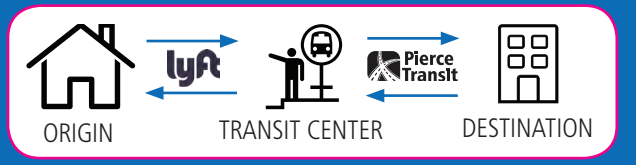

Puyallup Campus Map
1601 39th Avenue SE, Puyallup, WA 98374
Welcome to Pierce College Puyallup. The Campus Map will help you locate classrooms and other areas of the college. If you have questions or need assistance, please ask. Campus Safety: (253) 840-8481
Please smoke in designated areas only (see map for locations).
West Entrance
Health Education Center
HEP
Fire Lane
One Way
Arts & Allied Health
AAH
IN CASE OF FIRE OR MEDICAL EMERGENCY CALL:
9-911 When using college telephones.
911 When using pay phones located on campus.
LEV
B
C
Employee
CDP
Garnero Child Development Center
College Center
CTR
Loading Dock
Brouillet Library/Science
LSC
Fire Lane Entrance
A
Puyallup 911 Com. Center
Maintenance Shop
Gaspard Administration
ADM
District Mar-Com
D
Flag Pole
E
Employee Parking
Employee
Visitor
LEV Low Emission Vehicles
Smoking Shelter
General Parking
State Disabled Parking
Carpool Parking
Emergency Telephones (Contact with campus safety)
Motorcycles
Animal Relief Station (only service animals allowed in buildings)
I-5
College Way
39th Ave. S.E.
PIERCE COLLEGE
possibilities. realized.
Updated 10-2-11
TNC drop-off/pick-up zone

APPENDIX

F

Marketing Materials

This is a pilot project to provide first and last mile connections to and from transit centers and bus stops.



It will also help relieve parking congestion by providing rides to and from Sound Transit's Puyallup Sounder Station and provide rides home at night for Pierce College Puyallup students.

Lyft rides will be provided at no cost to the rider in specific areas (or "zones") within Pierce Transit's service area, on certain days and at specific times of the day. See map and chart for details.

Funded by FTA Mobility On Demand Sandbox grant

This is a pilot project. Services may end if trip funds are depleted.

Though Limited Access Connections services are funded by Pierce Transit through a grant provided by the Federal Transit Administration, the rides are provided by Lyft through Lyft's driver partners. Use of these services is the customer's decision, and by utilizing these services, you, the customer, acknowledge that Pierce Transit holds no responsibility for Lyft's trips or Lyft's driver partners.

PIERCE TRANSIT DISCLAIMS ANY AND ALL LIABILITY, INCLUDING ANY EXPRESS OR IMPLIED WARRANTIES, WHETHER ORAL OR WRITTEN, FOR LYFT'S SERVICES. THE CUSTOMER ACKNOWLEDGES THAT NO REPRESENTATION HAS BEEN MADE BY PIERCE TRANSIT AS TO THE FITNESS OF LYFT'S SERVICES FOR THE CUSTOMER'S INTENDED PURPOSE.

How Do I Get Started?

Already use Lyft? Great! To access the Limited Access Connections service, you'll need to use a promo code. Tap your profile picture, then tap promos, enter Promo Code and Apply. Check out the map to find out which code applies to your zone.

New to Lyft? Download the Lyft app on your smart phone and set up an account. Even though rides are free under Limited Access Connections, you'll need to set up a payment option in your Lyft account. Payment options include credit card, Paypal or prepaid debit card. Then just request rides from within one of the service zones and times.

What if I don't have a smartphone? You can go to ride.lyft.com or you may call 253.581.8032 and a customer service representative will assist you in requesting a trip.

What if I need a wheelchair accessible vehicle? We can help with that! You may call 253.581.8032 and a customer service representative will help you request a ride. Accessible vehicles will not be dispatched through the Lyft app at this time.

Phone assistance available
6am to 10:30pm

April 2019

Have Questions?
Visit PierceTransit.org/limited-access-connections

LIMITED ACCESS CONNECTIONS

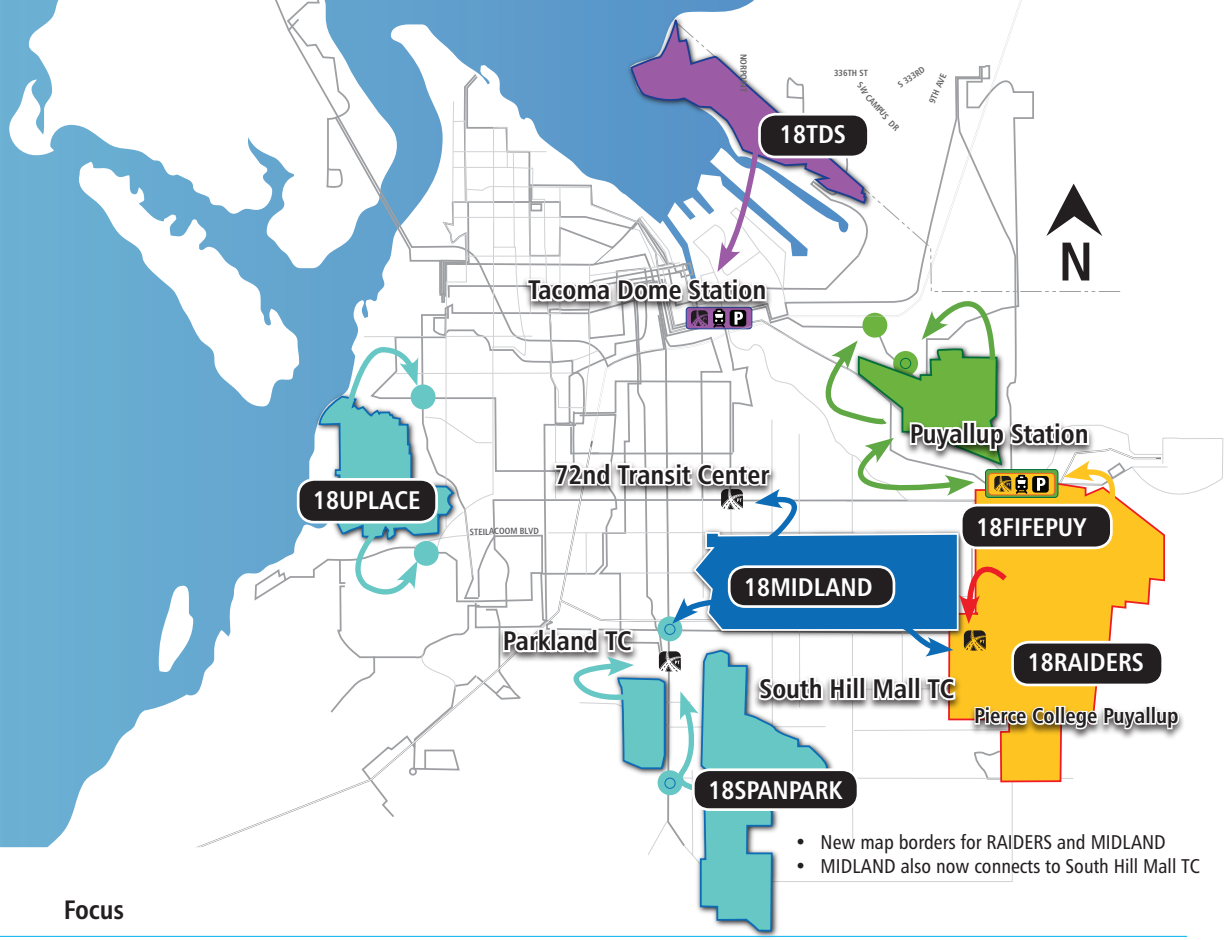
Providing free first and last mile service connections for transit users

How many rides can I take using this service?
This is a pilot project with limited funding. We want as many people as possible to try it so we can get feedback on the service. Therefore, we are limiting everyone to a maximum of 48 First and Last Mile rides per month.

How do I know where to find my Lyft?
At transit centers and Pierce College Puyallup, look for the signs!

These bright yellow signs help you and your Lyft driver know where safe, accessible drop-off and pick-up points are located. At Puyallup Sounder Station, Lyft may use the yellow curb near the train platform off W. Main Ave.

For pick-ups at bus stops, stand in a prominent, safe spot away from the bus pull-out if possible, to be visible to your Lyft driver. At bus stop drop-offs, your Lyft driver should pull in a safe distance from the bus zone, especially if a bus is already at the stop.

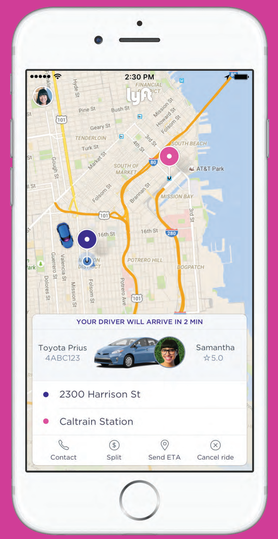


Description	Promo Code	Days	Times	Focus
Puyallup Commuter / Fife Commuter	**18FIFEPUY**	M-F	5am - 7pm	In Puyallup, to/from the Puyallup Sounder Station; in Fife, provide connection to/from specific time points along Route 501 or Puyallup Sounder Station to those customers who cannot otherwise reach transit.
Guaranteed Ride Home	**18RAIDERS**	M-F	8:30pm - 10:30pm	From Pierce College Puyallup to destinations within the East Puyallup zone and South Hill Mall Transit Center.
Browns Point/NE Tacoma Connection	**18TDS**	7 days	9am - 4pm	When Route 63 is not operating, provide connection to and from the Tacoma Dome Station multimodal facility.
Spanaway/Parkland Midland University Place	**18SPANPARK** **18MIDLAND** **18UPLACE**	7 days	5am - 10:30pm	Provide connection to specific time points along a route to riders in Parkland/Spanaway, Midland and University Place who cannot otherwise reach transit.

ARE YOU IN THE ZONE? LEAVE YOUR CAR AT HOME.

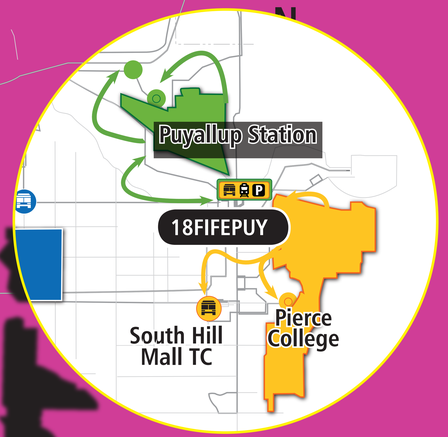
First and last mile service connections provided for transit users.

Lyft and the Lyft logo are trademarks of Lyft, Inc.



This is a pilot project to provide first and last mile connections to and from transit centers and bus stops. Lyft rides are provided at no cost to the rider in specific areas (or "zones") within Pierce Transit's service area, on certain days and at specific times of the day. Give it a try.

FIFE / PUYALLUP ZONE



PIERCE COLLEGE possibilities. realized.

SOUNDTRANSIT

PierceTransit

APPENDIX

G

Media List and Samples

Media List and Samples

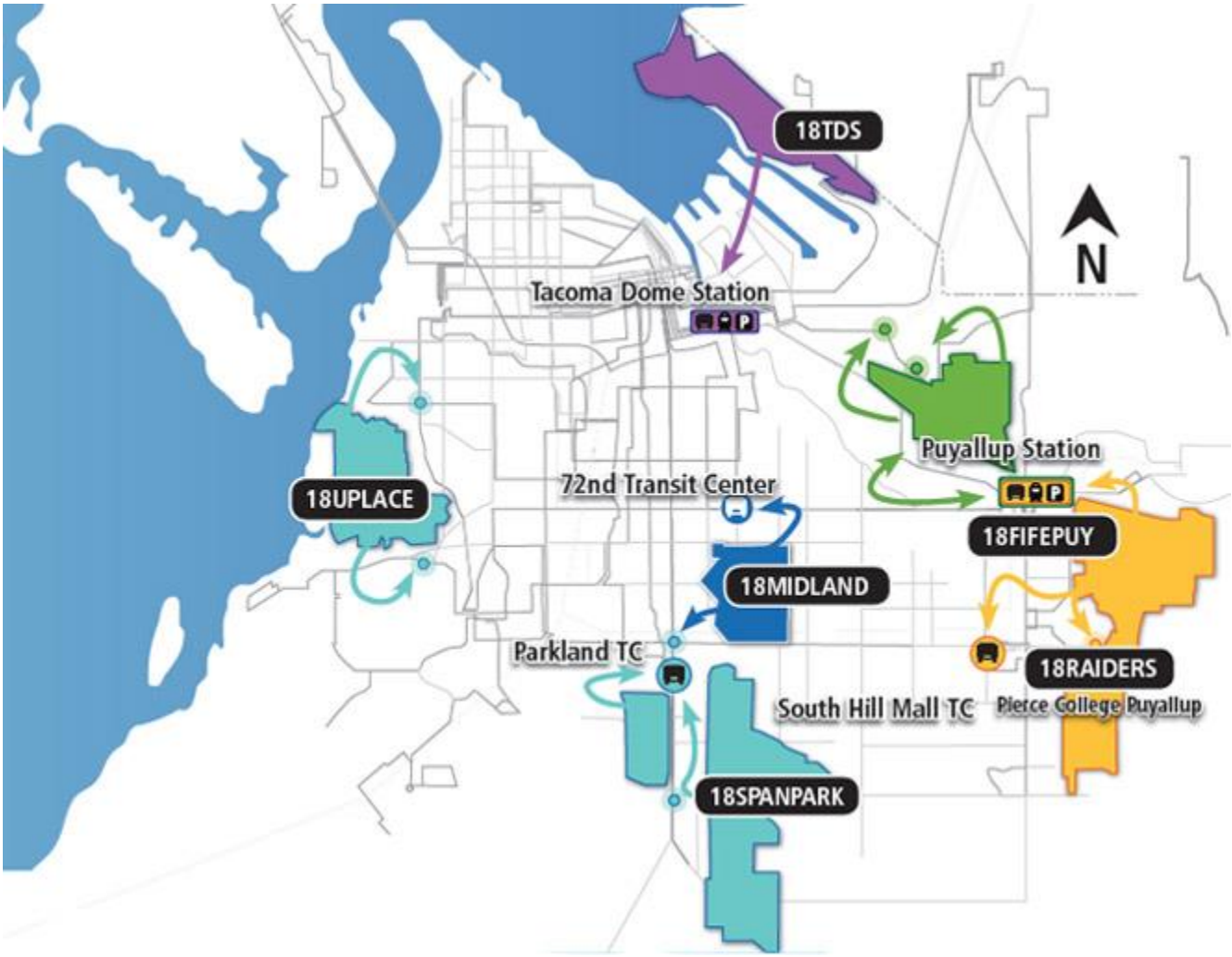
Pierce Transit 2018 Media Contacts	
Within PT Service Area	Email
The News Tribune	newstips@thenewstribune.com
Puyallup Herald *(Puyallup, Sumner, South Hill)*	editor@puyallupherald.com
Tacoma Weekly	stevedunkel@tacomaweekly.com
Tacoma Daily Index	editor@tacomadailyindex.com
The Suburban Times *(DuPont, Fircrest, Lakewood, SteilaEDSDSm, UP)*	ben@thesubtimes.com
Gig Harbor Life	Charlee@centurytel.net
Peninsula Gateway *(Gig Harbor, Purdy, Key Peninsula)*	gatewayeditor@gateline.com
Peninsula Daily News	news@peninsuladailynews.com
The Weekly Volcano *(Military entertainment)*	feedback@weeklyvolcano.com
Fort Lewis Ranger, NW Airlifter (McChord)	editor@ftlewissranger.com
Joint Base Lewis-McChord	Jblm.pao@us.army.mil
Northwest Guardian *(official news site JBLM)*	NWGEditor@nwguardian.com
Sumner-Bonney Lake Courier-Herald	bbeckley@courierherald.com
Regional, National	Email
AP Seattle	apseattle@ap.com
The Seattle Times	newstips@seattletimes.com
The Olympian	news@theolympian.com
Puget Sound Business Journal	seattle@bizjournals.com
Mass Transit Magazine	leah.harnack@masstransitmag.com; maile.bucher@masstransitmag.com
Passenger Transport (APTA)	passengertransport@apta.com
Blogs	Email
Tacoma Transit blog	Chris.tacoma@gmail.com
Tacoma Strong	Tacomastrong1884@gmail.com
MoveToTacoma.com	MoveToTacoma@gmail.com
Transportation Choices Coalition	info@transportationchoices.org
Seattle Transit Blog	contact@seattletransitblog.com; fchiachiere@gmail.com
Slog (The Stranger)	editor@thestranger.com
Exit 133	Derek@exit133.com
Publicola	joshpublicola@gmail.com

Television	Email
KING 5 TV	newstips@king5.com; dmikkenson@king5.com
KIRO 7 TV	newstips@kiro7.com
KOMO 4 TV	tips@komo4news.com
KCPQ 13 TV	tips@q13fox.com
NWCN	nwnews@NWCN.com
Pierce County TV Channel 22	Mhutto1@co.pierce.wa.us
TV Tacoma, Fred Yomes	fyomes@ci.tacoma.wa.us
Radio	Email
KIRO 710 AM radio	Newsdesk@710kiro.com
KOMO 1000 AM radio	tips@komonews.com
KNKX 88.5 FM radio (NPR)	news@knkx.org

Seattle Transit Blog

Pierce Transit Experimenting with Lyft Rides

Posted onMay 18, 2018 by Martin H. Duke



Beginning Monday, potential riders in some areas of Pierce County will have the option of a free Lyft ride to or from a nearby transit hub. The Federal Transit Administration is providing the $205,000 for this one-year pilot. From the press release:

The Limited Access Connection project's goals include addressing mobility challenges for those with limited or no access to transit; finding solutions for the

growing problem of at-capacity Park & Rides; reducing road congestion by getting more people on transit; guaranteeing a ride home for those traveling outside regular bus service hours; and meeting the transportation needs of more remote riders. These objectives are unique in that they are focused on helping connect people to/from transit.

The concept is pretty simple. If you're in one of the shaded areas, you can request a Lyft ride with a special promo code, as long as your destination is one of the designated transit stops. Similarly, you can travel from one of those hubs to one of the areas. Riders are limited to a total of 48 free rides per month.

Regrettably, the rules get a bit more complicated than that. 4 of the promo codes apply seven days a week, while 2 others (18RAIDERS and 18FIFEPUY) are weekday only. The hours are different for each: most cover the bulk of the day, but 18RAIDERS is only from 8:30-10:30pm when bus service to the campus stops.

Creative ways to solve last-mile problems are great, and spending $205,000 on this sure beats building 2 or 3 park and ride spaces. I doubt that having this service be entirely free is sustainable, but one hopes it's successful enough for PT to find some way to keep it going.

Whether or not things pencil out in 2018, this is probably the future of exurban and rural transit. Assuming that automated cars are ultimately workable, it's hard to see why transit agencies would continue to operate traditional buses on low-volume coverage routes, even as the major trunk lines will still require large vehicles. Whether those vehicles are best actually owned and maintained by the agency or a contractor is an open question. This and the 10 other pilots nationwide may help to answer it.

Wheelchair-accessible vehicles are available by phone, though not through the Lyft app. Smartphone-less riders can also use the phone or a webpage

BUS

BUS
Pierce Transit Partners with Lyft to Help People Easily Access Transit

TRANSIT AUTHORITY
Pierce Transit

BUS

Laketran Trustee Recognized as National Disabilities Advocate

BUS
Grande West Announces 2018 First Quarter Financial Results

BUS
Laketran Offering Free Rides for National Bike to Work Day Friday, May 18

BUS
WA: Island Transit Considering Charging Bus Fares

BUS
QC: STO Getting $36M from Federal, Quebec Governments

BUS

Pierce Transit Partners with Lyft to Help People Easily Access Transit

SOURCE: PIERCE TRANSIT MAY 16, 2018

f | Share ✓ | Share ⊕ | Share in | Share

REQUEST MORE INFORMATION

Pierce Transit is partnering with Lyft to provide free first-last mile rides to select Pierce Transit bus routes, as well as the Puyallup Sounder Station.

Many people across the United States have a hard time using public transportation. There may be limited service near them, or they are too far from a bus or train. In late 2016, Pierce Transit became one of 11 public transportation providers across the United States selected to take part in the Federal Transit Administration's Mobility on Demand (MOD) Sandbox grant program, an opportunity for agencies to experiment with new, integrated, multimodal transportation options for the public. Pierce Transit is also collaborating with local partners Sound Transit and Pierce College Puyallup to deliver an innovative, community mobility pilot program it is calling "Limited Access Connections."

In addition to providing first-last mile access to transit, the project will also provide students at Pierce College Puyallup a grant-funded ride home in the evening after transit services have ended to select locations near campus. In most zones, riders can also take a Lyft ride from their transit drop-off point back to their destination within a designated area. The Limited Access Connection project's goals include addressing mobility challenges for those with limited or no access to transit; finding solutions for the growing problem of at-capacity Park & Rides; reducing road congestion by getting more people on transit; guaranteeing a ride home for those traveling outside regular bus service hours; and meeting the transportation needs of more remote riders. These objectives are unique in that they are focused on helping connect people to/from transit. Every trip will be multimodal in nature, using ridesharing as a first-last mile bridge to the region's core transit network.

The new project will kick off with outreach at Pierce College Puyallup Monday, May 21, from 11 a.m. to 1 p.m. in the college's center courtyard area located between the College Center, Library/Science and Administration buildings. The outreach will inform students, staff and faculty about how to use the program, and Lyft and Pierce Transit representatives will be on hand to answer questions.

"We are very pleased to partner with Lyft on this new mobility option that will provide many people in

MASS TRANSIT [FOLLOW] [RETWEET] [LIKE]
INDUSTRY NEWS AS IT HAPPENS
@ MASSTRANSITMAG

http://www.masstransitmag.com/press_release/12412703/pierce-transit-partners-with-lyft-to-help-people-easily-access-transit

Pierce Transit @PierceTransit · May 15

Great news! @piercetransit has partnered with @lyft to provide rides to and from transit. Everybody celebrate! bit.ly/2k1k5qa

4 13 24

Pierce Transit @PierceTransit · 22h

Check out this @PuyallupNews story about a new program that will help students and others better access @PierceTransit and other transit services:

Need a Lyft? Free ride service to transit centers coming to these areas

A $205,000 federal grant allowed Pierce Transit to launch a Limited Access Connections program that provides free rides to and from transit centers w...

thenewstribune.com

3 2

Theater District area (an area near & dear to @PierceTransit). What do you want to see there, and how could it be improved? Take the survey here! tacomatheaterdistrict.com. pic.twitter.com/MsrBSlcw8C

Justin Camarata @justincama... · 11h

Super cool pilot program between @lyft and @PierceTransit. Great for first and last mile service in areas that don't have as much #transit coverage, and we were one of just 11 communities in the country to launch this. Check it out. #Tacoma

> **Pierce Transit** @PierceTransit
> Great news! @piercetransit...

2 12

Liz Satterthwaite and 3 others

Tweet you were mentioned in

I'd been wanting to ride this @Sound

ALL MENTIONS

will be providing connectivity to transit and late-night service for college students. twitter.com/MassTransitmag...

Debs Schrimmer @debsarctica · 22h

We have Lyftoff! 🚀 Our newest partnership with @PierceTransit, part of the @FTA_DOT Mobility On-Demand Sandbox program, will be providing connectivity to transit and late-night service for college students.

> **Mass Transit** @MassTransit...
> .@PierceTransit Partners w...

3

Joanne Lee liked your Tweet

Great news! @piercetransit has partnered with @lyft to provide rides to and from transit. Everybody celebrate! bit.ly/2

pic.twitter.com/WWMb3Sdal4

ALL MENTIONS

Great news! @piercetransit has partnered with @lyft to provide rides to and from transit. Everybody celebrate! bit.ly/2k1k5qa pic.twitter.com/WWMb3SdaI4

Chris Karnes @TacomaTransit · 1d

Congratulations @PierceTransit on your new partnership with @lyft. This pilot will help expand access to transit service in Puyallup, University Place, Parkland, and NE Tacoma.

> **Pierce Transit** @PierceTransit
> Great news! @piercetransit...

1 6

Transit Tweets Retweeted a Tweet you were mentioned in

Need a free ride to/from the Puyallup Sounder Station? @PierceTransit has you covered with a new partnership with @lyft ! twitter.com/PierceTransit/...

ALL MENTIONS

Pierce_Athletics @PierceAthleti... · 1d

This is cool. A great transit option for student-athletes without cars at @Piercecollege. Pierce @PierceTransit getting with @Lyft. piercetransit.org/news/?id=334

Sound Transit - @So... · 1d

Need a free ride to/from the Puyallup Sounder Station? @PierceTransit has you covered with a new partnership with @lyft !

> **Pierce Transit** @PierceTransit
> Great news! @piercetransit...

2 6

Lyft @lyft · 2d

@PierceTransit

ALL MENTIONS

CTAA
@OfficialCTAA

#Tacoma: Need a Lyft? Free ride service to #transit centers coming to these areas thenewstribune.com/news/local/com… @PierceTransit

Need a Lyft? Free ride service to t...
thenewstribune.com

4:12am · 17 May 2018 · Twitter Web Client

APPENDIX

H

Knowledge-Sharing

Knowledge-Sharing

MOD Sandbox: Limited Access Connections knowledge sharing

Subject	Start	End
Call Maribeth, Island Transit, re LAC	Fri 1/11/2019 2:00 PM	
Call Nicole, Univ Oregon re LAC	Thu 10/18/2018 1:30 PM	Thu 10/18/2018 2:00 PM
call with Ann from InterCity re Sandbox project	Tue 7/11/2017 3:00 PM	Tue 7/11/2017 4:00 PM
Call with City of Detroit - Lyft pilot conversation	Wed 11/27/2019 9:30 AM	Wed 11/27/2019 10:00 AM
Call with Dave Zipper re LAC (article in The Drive)	Wed 8/7/2019 1:00 PM	Wed 8/7/2019 2:00 PM
Call with Gary Hsueh, AICP, Director of Mobility Programs, Prospect Silicon Valley	Fri 12/21/2018 10:00 AM	Fri 12/21/2018 11:00 AM
Call with Jennifer from GoTriangle NC transit	Fri 11/8/2019 9:00 AM	Fri 11/8/2019 9:30 AM
call with Kanaad Deodhar Georgia Institute of Technology re LAC	Tue 7/17/2018 10:00 AM	Tue 7/17/2018 10:30 AM
Call with KIRO-TV About LAC Project	Thu 7/25/2019 1:00 PM	Thu 7/25/2019 1:30 PM
Call with Mallory, Chadick Institute, re LAC update	Mon 10/28/2019 2:00 PM	Mon 10/28/2019 3:00 PM
Call with Peter Damrosh from MIT re: LAC	Mon 9/16/2019 8:30 AM	Mon 9/16/2019 9:00 AM
Call with Susan Pike UC Davis study	Wed 7/3/2019 10:30 AM	Wed 7/3/2019 11:30 AM
Call with Zac from Bloomington Public Transportation Corporation re Lyft work	Thu 7/18/2019 12:30 PM	Thu 7/18/2019 1:30 PM
Chaddick Institute follow-up Q & A (LAC)	Thu 9/13/2018 12:00 PM	Thu 9/13/2018 1:00 PM
DePaul Univ webinar on lyft partnership (speak on LAC)	Tue 8/28/2018 10:00 AM	Tue 8/28/2018 12:00 PM
ET presentation on LAC (8:50am)	Wed 10/2/2019 8:30 AM	Wed 10/2/2019 9:00 AM
Ford Mobility workshop - day 1	Mon 9/30/2019 1:00 PM	Mon 9/30/2019 4:00 PM
InterCity Transit Board Meeting: LAC summary	Wed 7/17/2019 5:30 PM	Wed 7/17/2019 7:00 PM
Invitation to provide feedback for USDOT's MOD Planning and Implementation Guide	Fri 3/1/2019 11:00 AM	Fri 3/1/2019 12:00 PM
ITE Annual Meeting (present LAC)	Mon 6/10/2019 8:00 AM	Mon 6/10/2019 12:00 PM
ITS Washington meeting presentation on LAC	Thu 9/20/2018 2:00 PM	Thu 9/20/2018 4:00 PM
MIC mtng present on LAC	Wed 4/3/2019 9:00 AM	Wed 4/3/2019 10:00 AM
MOD Sandbox Webinar (Valley Metro & Pierce County)	Tue 10/3/2017 12:00 PM	Tue 10/3/2017 1:00 PM
MOD Sandbox workshop activities (Puget Sound)	Tue 5/14/2019 8:00 AM	Wed 5/15/2019 3:00 PM
New Mobility Pilot Study Interview Univ of Oregon	Mon 12/02/2019 2:00 PM	Mon 12/02/2019 3:00 PM
Present LAC at PSRC RTOC (Gary Simonsen)	Thu 11/1/2018 9:30 AM	Thu 11/1/2018 10:30 AM
Present on webinar: Compliance with FTA requirements in Transit/Shared Mobility Partnerships	Wed 10/23/2019 11:00 AM	Wed 10/23/2019 12:30 PM
Q-13 On Site to Conduct 10-minute Interviews on LAC Program with a Focus on Puyallup Service (Penny)	Wed 8/29/2018 10:00 AM	Wed 8/29/2018 10:30 AM
RAMP meeting (LAC)	Wed 12/4/2019 8:00 AM	Wed 12/4/2019 9:00 AM
TCRP Study Follow-Up on Transit/TNC Partnerships	Thu 8/30/2018 1:30 PM	Thu 8/30/2018 2:00 PM
Updated invitation: MOD Sandbox Webinar: Shared Mobility for People with Disabilities	Tue 9/26/2017 11:00 AM	Tue 9/26/2017 12:30 PM
Urbanism Next LAC panel presentation with travel	Thu 5/9/2019 8:00 AM	Thu 5/9/2019 5:00 PM
USDOT MOD webinar: present on LAC lessons	Wed 12/11/2019 9:30 AM	Wed 12/11/2019 11:30 AM
WSDOT innovation conference LAC presentation 1245-1345	Mon 12/3/2018 12:00 PM	Mon 12/3/2018 2:00 PM
WSDOT Innovations Conference	Thu 11/21/2019 10:00 AM	Thu 11/21/2019 11:00 AM
WSTA meeting with Darin (present at 12:45pm)	Fri 6/14/2019 8:00 AM	Fri 6/14/2019 5:00 PM

APPENDIX

I

Handcount Data

Date: 03-27-2018

Pierce Transit
MOD Sanbox Data Collection

Location: Puyallup Sounder Station
northbound platform (morning)

Time	Number of People	Mode	Access/Egress	Notes
4:55	1	POV	DO	**DO = drop off and PU = pick up**
4:55	1	POV	DO	
4:55	1	POV	DO	
4:55	1	POV	DO	
4:55	2	POV	DO	
4:57	1	POV	DO	
5:01	1	POV	DO	
5:01	1	POV	DO	
5:13	1	POV	DO	
5:15	1	POV	DO	
5:15	1	POV	DO	
5:15	1	POV	DO	
5:15	1	POV	DO	
5:15	1	POV	DO	
5:18	1	POV	DO	
5:18	1	POV	DO	
5:18	1	POV	DO	
5:18	1	POV	DO	
5:19	1	POV	DO	
5:22	1	POV	DO	
5:22	1	POV	DO	
5:24	1	POV	DO	
5:24	1	POV	DO	
5:24	1	POV	DO	
5:25	1	POV	DO	
5:41	1	POV	DO	
5:41	1	POV	DO	
5:45	1	POV	DO	
5:45	1	POV	DO	
5:45	1	POV	DO	
5:45	1	POV	DO	
5:46	1	POV	DO	
5:47	1	POV	DO	
5:47	1	POV	DO	
5:47	1	POV	DO	
5:48	1	POV	DO	
5:48	1	POV	DO	
5:49	1	POV	DO	
5:50	1	POV	DO	
5:50	1	POV	DO	
5:54	1	POV	DO	
5:55	1	POV	DO	
5:59	1	POV	DO	
5:59	1	POV	DO	
6:00	1	POV	DO	
6:00	1	POV	DO	

Handcount Data

Date: 03-27-2018 | Pierce Transit | Location: Puyallup Sounder Station

MOD Sanbox Data Collection | northbound platform (morning)

6:00	1	POV	DO	
6:01	1	POV	DO	
6:02	1	POV	DO	
6:03	1	POV	DO	
6:03	1	POV	DO	**Train switched platforms**
6:04	1	POV	DO	
6:05	1	POV	DO	
6:05	1	POV	DO	
6:05	1	POV	DO	
6:06	1	POV	DO	
6:08	1	POV	DO	
6:09	1	POV	DO	
6:12	1	POV	DO	
6:12	1	POV	DO	
6:15	1	POV	DO	
6:15	1	POV	DO	
6:16	1	POV	DO	
6:18	1	POV	DO	
6:19	1	POV	DO	
6:20	1	POV	DO	
6:22	1	POV	DO	
6:23	1	POV	DO	
6:23	1	POV	DO	
6:23	1	POV	DO	
6:26	1	POV	DO	
6:26	1	POV	DO	
6:27	1	POV	DO	
6:27	1	POV	DO	
6:28	1	POV	DO	
6:28	1	POV	DO	
6:28	1	POV	DO	
6:29	1	POV	DO	
6:31	1	POV	DO	
6:32	1	POV	DO	
6:33	1	POV	DO	
6:33	1	POV	DO	
6:36	1	POV	DO	
6:36	1	POV	DO	
6:40	1	POV	DO	
6:40	1	POV	DO	
6:43	1	POV	DO	
6:45	1	POV	DO	
6:48	1	POV	DO	**SB platform**
6:48	1	POV	DO	**Train arrived on opposite platform so couldn't see all drop offs**
6:48	1	POV	PU	**Reverse commute?**
6:50	1	POV	DO	

Date: 03-27-2018 Pierce Transit Location: Puyallup Sounder Station
MOD Sanbox Data Collection northbound platform (morning)

6:50	1	POV	DO
6:54	1	POV	DO
6:59	1	POV	DO
6:59	1	POV	DO
7:01	1	POV	DO
7:01	1	POV	DO
7:02	1	POV	DO
7:02	1	POV	DO
7:03	1	POV	DO
7:03	1	POV	DO
7:04	1	POV	DO
7:06	1	POV	DO
7:06	1	POV	DO
7:06	1	POV	DO
7:06	1	POV	DO
7:07	1	POV	DO
7:07	1	POV	DO
7:07	1	POV	DO
7:08	1	POV	DO
7:09	1	POV	DO
7:10	1	POV	DO
7:11	1	POV	DO
7:16	1	POV	DO
7:16	1	POV	DO
7:17	1	UBER	DO
7:19	1	POV	DO
7:19	1	POV	DO
7:22	1	POV (WAV)	DO
7:22	1	POV	DO
7:25	1	POV	DO
7:25	1	POV	DO
7:25	1	POV	DO
7:25	1	POV	DO
7:26	1	POV	DO
7:26	1	POV	DO
7:26	1	POV	DO
7:26	1	POV	DO
7:28	1	POV	DO
7:29	1	POV	DO
7:33	1	POV	DO
7:33	1	POV	DO
7:33	1	POV	DO
7:34	1	POV	DO
7:35	1	POV	DO
7:37	1	POV	DO
7:42	1	POV	DO
7:48	1	POV	DO

Date: 03-27-2018

Pierce Transit
MOD Sanbox Data Collection

Location: Puyallup Sounder Station
northbound platform (morning)

7:49	1	POV	DO
7:54	1	POV	DO
7:56	1	POV	DO
7:57	1	POV	DO
7:58	1	POV	DO
7:58	1	POV	DO
8:00	1	POV	DO

Data collector: Tina Lee
Tina used a notebook so Penny copied her data onto the form

Date: 03-27-2018

Pierce Transit
MOD Sanbox Data Collection

Location: Puyallup Sounder Station
southbound platform (afternoon)

Time	Number of People	Mode	Access/Egress	Notes
16:01	1	POV	DO	**DO = drop off and PU = pick up**
16:01	1	POV	PU	
16:02	1	POV	PU	
16:03	1	POV	PU	
16:05	1	POV	PU (NB side)	
16:08	1	POV	DO	
16:11	1	POV	PU (NB side)	**Waiting**
16:22	1	POV	PU (NB side)	**Waiting**
16:22	1	POV	PU (NB side)	**Waiting**
16:22	1	POV	DO	
16:22	1	POV	PU (NB side)	**Waiting and idling**
16:29	1	POV	PU	**Waiting**
16:36	1	POV	PU (NB side)	**Waiting and idling**
16:36	1	POV	PU	**Sleeping**
16:36	1	POV	PU	
16:36	1	POV	PU	
16:37	1	POV	PU	
16:37	1	POV	PU	
16:38	1	POV	PU	
16:59	1	POV	PU	
16:59	1	POV	PU	
16:59	1	POV	PU	
16:59	1	UBER	PU	
17:00	1	POV	PU	
17:00	1	POV	PU	
17:00	1	POV	PU	
17:00	1	POV	PU	
17:00	1	POV	PU	
17:01	1	POV	PU	
17:02	1	POV	PU	
17:20	1	UBER	PU	
17:20	1	POV	PU	
17:21	1	POV	PU	
17:21	1	POV	PU	
17:21	1	POV	PU	
17:21	1	POV	PU	
17:22	1	POV	PU	
17:22	1	POV	PU	
17:40	1	POV	PU	
17:40	1	POV	PU	
17:41	1	POV	PU	
17:41	1	POV	PU	
17:43	1	POV	PU	
17:43	1	POV	PU	
17:44	2	POV	PU	

Date: 03-27-2018

Pierce Transit
MOD Sanbox Data Collection

Location: Puyallup Sounder Station
southbound platform (afternoon)

18:04	1	POV	PU
18:04	1	POV	PU
18:05	1	POV	PU
18:05	1	POV	PU
18:05	1	POV	PU
18:05	1	POV	PU
18:06	1	POV	PU
18:06	1	POV	PU
18:06	1	POV	PU

Data collector: P. Grellier
Would people take Lyft from station to Red Lot P + R?
Service supervisors can call concierge on behalf of folks stuck on platform needing ride home
Paul: Supervisor (PT)
Daniel: ST Platform Attendant

Date: 03-29-2018

Pierce Transit
MOD Sanbox Data Collection

Location: Puyallup Sounder Station
northbound platform (morning)

Time	Number of People	Mode	Access/Egress	Notes
5:07	1	POV	DO	**DO = drop off and PU = pick up**
5:09	1	POV	DO	
5:12	1	POV	DO	
5:14	1	POV	DO	
5:17	1	POV	DO	
5:18	1	POV	DO	
5:20	1	POV	DO	
5:21	3	POV	DO	
5:26	2	POV	DO	
5:27	1	POV	DO	
5:31	1	POV	DO	
5:31	1	POV	DO	
5:35	1	POV	DO	
5:36	2	POV	DO	
5:39	1	POV	DO	
5:41	1	POV	DO	
5:42	1	POV	DO	
5:43	2	POV	DO	
5:43	1	UBER	DO	
5:43	1	POV	DO	
5:44	2	POV	DO	
5:44	2	POV	DO	
5:45	1	POV	DO	
5:45	1	POV	DO	
5:46	1	POV	DO	
5:48	2	POV	DO	
5:49	1	POV	DO	
5:51	2	POV	DO	
5:54	1	POV	DO	
5:55	1	POV	DO	
5:56	2	POV	DO	
6:02	1	POV	DO	
6:05	1	POV	DO	
6:05	1	POV	DO	
6:06	3	POV	DO	
6:07	1	POV	DO	
6:08	1	POV	DO	
6:09	1	POV	DO	
6:10	2	POV	DO	
6:11	1	POV	DO	
6:11	2	POV	DO	
6:12	1	POV	DO	
6:18	1	POV	DO	
6:19	2	POV	DO	
6:24	3	POV	DO	
6:25	1	POV	DO	

Date: 03-29-2018

Pierce Transit
MOD Sanbox Data Collection

Location: Puyallup Sounder Station
northbound platform (morning)

6:25	2	POV	DO
6:26	1	POV	DO
6:27	1	POV	DO
6:27	2	POV	DO
6:28	3	POV	DO
6:30	1	POV	DO
6:32	1	POV	DO
6:37	2	POV	DO
6:41	1	POV	DO
6:42	2	POV	DO
6:43	3	POV	DO
6:43	2	POV	DO
6:44	3	POV	DO
6:45	2	POV	DO
6:47	1	POV	DO
6:48	2	POV	DO
6:48	1	POV	DO
6:49	2	POV	DO
6:50	1	POV	DO
6:51	2	POV	DO
6:52	2	POV	DO
6:53	1	POV	DO
6:57	2	POV	DO
7:02	1	POV	DO
7:02	1	POV	DO
7:04	2	POV	DO
7:06	1	POV	DO
7:07	2	POV	DO
7:08	2	POV	DO
7:09	1	POV	DO
7:11	2	POV	DO
7:11	1	POV	DO
7:12	1	POV	DO
7:12	1	POV	DO
7:13	2	POV	DO
7:16	1	POV	DO
7:17	1	POV	DO
7:21	1	POV	DO
7:23	1	POV	DO
7:24	1	POV	DO
7:24	1	POV	DO
7:26	3	POV	DO
7:27	1	POV	DO
7:27	1	POV	DO
7:27	1	POV	DO
7:28	2	POV	DO
7:29	2	POV	DO

Date: 03-29-2018

Pierce Transit
MOD Sanbox Data Collection

Location: Puyallup Sounder Station
northbound platform (morning)

7:30	1	POV	DO
7:31	1	POV	DO
7:33	1	POV	DO
7:47	1	POV	DO
7:48	1	POV	DO
7:50	2	POV	DO
7:51	1	POV	DO
7:55	1	POV	DO
7:55	2	POV	DO
7:57	1	POV	DO
7:58	3	POV	DO
7:59	1	POV	DO
7:59	1	POV	DO
8:02	1	POV	DO
8:08	1	POV	DO

Data collector: Dixie S.

5:28 Train arrival times?
5:53
6:13
6:33
6:53
7:13
7:33
8:03
8:03 8 - Late

Date: 03-29-2018

Pierce Transit
MOD Sanbox Data Collection

Location: Puyallup Sounder Station
southbound platform (afternoon)

Time	Number of People	Mode	Access/Egress	Notes
17:22	1	POV	PU	**DO = drop off and PU = pick up**
17:22	1	POV	PU	
17:22	1	POV	PU	
17:23	1	POV	PU	
17:23	1	POV	PU	
17:23	1	POV	PU	
17:24	1	POV	PU	
17:24	1	POV	PU	
17:24	1	POV	PU	
17:25	1	POV	PU	
17:29	1	POV	PU	
17:42	1	UBER	PU	
17:42	1	UBER/LYFT (both)	PU	
17:43	1	POV	PU	**Came in on other side**
17:44	1	POV	PU	
17:45	1	POV	PU	
17:46	1	POV	PU	
17:46	1	POV	PU	
18:13	1	POV	PU	
18:13	1	POV	PU	**Train late**
18:14	1	POV	PU	
18:14	1	POV	PU	
18:14	1	POV	PU	
18:15	1	POV	PU	
18:15	1	POV	PU	
18:17	1	POV	PU	
18:18	1	POV	PU	
18:19	1	POV	PU	
18:20	1	POV	PU	
18:28	1	POV	PU	
18:28	1	POV	PU	
18:28	1	POV	PU	
18:28	1	POV	PU	
18:29	1	POV	PU	
18:29	1	POV	PU	
18:29	1	POV	PU	
18:29	1	POV	PU	
18:29	1	POV	PU	
18:29	1	POV	PU	
18:29	1	POV	PU	
18:30	1	POV	PU	
18:30	1	POV	PU	
18:30	1	POV	PU	
18:30	1	POV	PU	
18:30	1	POV	PU	
18:34	1	POV	PU	

Date: 03-29-2018

Pierce Transit
MOD Sanbox Data Collection

Location: Puyallup Sounder Station
southbound platform (afternoon)

18:35	1	POV	PU
18:37	1	POV	PU
18:37	1	POV	PU
18:39	1	POV	PU
19:15	1	POV	PU
19:15	1	POV	PU
19:16	1	POV	PU
19:16	1	POV	PU
19:16	1	POV	PU
19:16	1	Scooter (remove?)	PU
19:16	1	POV	PU
19:16	1	POV	PU
19:17	2	POV	PU
19:17	1	POV	PU
19:18	1	POV	PU
19:20	1	POV	PU
19:23	1	POV	PU

Data collector: P. Grellier

NB trains		**SB trains**
16:18		**15:17**
16:42		**15:57**
17:27	**Mariner's game tonight**	**16:17**
		16:37
		16:57
		17:17
		17:37
		18:02
		18:27
		19:12

Train info collected by Cody and Penny

Each row should reflect one vehicle -- do an example row next time

Date: 03-29-2018

Pierce Transit
MOD Sanbox Data Collection

Location: Puyallup Sounder Station
southbound platform (afternoon)

Time	Number of People	Mode	Access/Egress	Notes
NOTE: compiled PU/DO = one line per train arrival/departure time				**DO = drop off and PU = pick up**
15:30	?7	POV	PU	
16:05	37	POV	PU	
16:32	25	POV	PU	
16:35	5	POV	DO	
16:37	49	POV	PU	
16:57	30	POV	PU	

Data collector: Cody Bakken
Clock more often

Date: 04-02-2018

Pierce Transit
MOD Sanbox Data Collection

Location: Pierce College Puyallup
upper campus (Admin bldg.)

Time	Number of People	Mode	Access/Egress	Notes
20:28	1	POV	PU	**DO = drop off and PU = pick up**
21:05	1	POV	PU	
22:00	1	POV	PU	
22:10	1	POV	PU	**No logo for TNC but got in back seat and used cell phone**

Data collector: Penny Grellier
How many people get off at the last bus at PCP?
Idea = A-boards to promote Lyft rides and transit (they use A-boards….cut off)
People leaving in their own cars: 20 (one was carpool with 2 people)
Also cut off

Date: 04-02-2018

Pierce Transit
MOD Sanbox Data Collection

Location: Pierce College Puyallup
lower campus (Allied Arts bldg.)

Time	Number of People	Mode	Access/Egress	Notes
20:19	1	Pedestrian (remove?)	NA	**Walked from Admin bldg. to college exit**
21:50	1	POV	PU	**Left at 10:02**

Data collector: Tina Lee
DO = drop off and PU = pick up

Date: 04-04-2018

Pierce Transit
MOD Sanbox Data Collection

Location: Pierce College Puyallup
upper campus (Admin bldg.)

Time	Number of People	Mode	Access/Egress	Notes
19:47	1	POV	PU	**DO = drop off and PU = pick up**
19:49	1	POV	PU	
19:54	4	Bus (remove?)	PU	**No one got off bus**
20:00	NA	Bus from above departs (remove?)	NA	
20:15	NA	Faculty/staff depart in own cars from employee lot (remove?)	NA	
20:18	NA	Security ticketing student cars in staff lot (remove?)	NA	**Frequent occurence**
20:32	NA	Faculty/staff depart in own cars (remove?)	NA	
21:07	1	POV	PU	
21:13	NA	Faculty/staff depart in own cars (remove?)	NA	
21:20	NA	Faculty/staff depart in own cars (remove?)	NA	

Data collector: P. Grellier
Staff lot is adjacent to Admin bldg. so this could be a potential audience for project
24 people leaving from student parking lots in their own cars
More foot + car traffic in general area at 7:30PM when I arrived -- night classes seem to have lower attendance (or there are just fewer classes at night)

Acronyms/Abbreviations

FTA	Federal Transit Administration
LAC	Limited Access Connections
MaaS	Mobility as a Service
MOD	Mobility on Demand
MOU	Memorandum of Understanding
PI	Principal Investigator
TMA	Transportation Management Association
TNC	Transportation Network Company
VMT	Vehicle Miles Traveled
WAV	Wheelchair Accessible Vehicle (WAV)

References

Cordahi, G. (2018). MOD Sandbox Demonstration Independent Evaluation (IE): Pierce Transit Limited Access Connections Evaluation Plan. National Transportation Library, https://rosap.ntl.bts.gov/view/dot/36386.

Federal Transit Administration (2014, September 24). Part 655—Prevention of Alcohol Misuse and Prohibited Drug Use in Transit. Electronic Code of Federal Regulations, https://transit-safety.fta.dot.gov/DrugAndAlcohol/Regulations/Regulations/49CFR655/49cfr655.pdf.

Federal Transit Administration (2019, November 8). Mobility On Demand (MOD) Sandbox Program, https://www.transit.dot.gov/research-innovation/mobility-demand-mod-sandbox-program.

National Academies of Sciences, Engineering, and Medicine (2018). Legal Considerations in Relationships Between Transit Agencies and Ridesourcing Serivce Providers. Washington DC: National Academies Press.

Schurna, M. L., and Schwieterman, J. P. (2020). 21 Key Takeaways From Partnerships Between Public Transit Providers & Transportation Networking Companies in the United States. DePaul University, Chaddick Institute for Metropolitan Development.

Sound Transit (2018). Fourth Quarter 2017 Service Delivery Quarterly Performance Report, https://www.soundtransit.org/sites/default/files/2017-q4-service-delivery-performance-report.pdf.

Uber Technologies, Inc. (2020). Uber Price Estimater, https://www.uber.com/us/en/price-estimate.

U.S. Department of Transportation

Federal Transit Administration

U.S. Department of Transportation
Federal Transit Administration
East Building
1200 New Jersey Avenue, SE
Washington, DC 20590
https://www.transit.dot.gov/about/research-innovation