



CITY OF
BAINBRIDGE ISLAND

**CITY COUNCIL STUDY SESSION
TUESDAY, OCTOBER 17, 2023**

COUNCIL CHAMBERS
280 MADISON AVENUE NORTH
BAINBRIDGE ISLAND, WA

AND

ZOOM WEBINAR

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WEBINAR ID: 929 4733 8351

AGENDA

1. **CALL TO ORDER / ROLL CALL - 6:00 PM**
2. **APPROVAL OF AGENDA / CONFLICT OF INTEREST DISCLOSURE - 6:05 PM**
3. **REGULAR BUSINESS**
 - 3.A **(6:10 PM) Receive Presentation on Kitsap Transit BI Rides Marketing Campaign and Request to Extend Marketing Campaign into 2024,** 20 Minutes
Kitsap Transit and City of BI Current MOU, ILA and Marketing Plan
 - 3.B **(6:30 PM) Receive Update on the South Island Sewer Wastewater Treatment Negotiations with Kitsap County Sewer District #7,** 30 Minutes
South Island Sewer Slides 101723.pptx
4. **COMMITTEE REPORTS - 7:00 PM**
5. **ADJOURNMENT - 7:10 PM**

GUIDING PRINCIPLES

Guiding Principle #1 - Preserve the special character of the Island, which includes downtown Winslow's small town atmosphere and function, historic buildings, extensive forested areas, meadows, farms, marine views and

access, and scenic and winding roads supporting all forms of transportation.

Guiding Principle #2 - Manage the water resources of the Island to protect, restore and maintain their ecological and hydrological functions and to ensure clean and sufficient groundwater for future generations.

Guiding Principle #3 - Foster diversity with a holistic approach to meeting the needs of the Island and the human needs of its residents consistent with the stewardship of our finite environmental resources.

Guiding Principle #4 - Consider the costs and benefits to Island residents and property owners in making land use decisions.

Guiding Principle #5 - The use of land on the Island should be based on the principle that the Island's environmental resources are finite and must be maintained at a sustainable level.

Guiding Principle #6 - Nurture Bainbridge Island as a sustainable community by meeting the needs of the present without compromising the ability of future generations to meet their own needs.

Guiding Principle #7 - Reduce greenhouse gas emissions and increase the Island's climate resilience.

Guiding Principle #8 - Support the Island's Guiding Principles and Policies through the City's organizational and operating budget decisions.



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CITY OF
BAINBRIDGE ISLAND

City Council Study Session Agenda Bill

MEETING DATE: October 17, 2023

ESTIMATED TIME: 20 Minutes

AGENDA ITEM: (6:10 PM) Receive Presentation on Kitsap Transit BI Rides Marketing Campaign and Request to Extend Marketing Campaign into 2024,

SUMMARY: Kitsap Transit will provide a presentation to Council on efforts and associated results associated with City funds used for marketing BI Ride from July – September 2023. Kitsap Transit is seeking Council's support to extend the Interlocal Agreement (ILA) and Memorandum of Understanding (MOU) with the City to extend the marketing campaign into 2024.

AGENDA CATEGORY: Presentation

PROPOSED BY: Executive

RECOMMENDED MOTION: I move to direct the City Manager to prepare an updated Interlocal Agreement (ILA) and Memorandum of Understanding (MOU) with Kitsap Transit to extend the BI Rides marketing campaign into 2024.

COMMUNITY ENGAGEMENT AND OUTREACH:

FISCAL IMPACT:

Amount:	
Ongoing Cost:	
One-Time Cost:	
Included in Current Budget?	Yes

BACKGROUND: The City entered into an ILA with Kitsap Transit in June 2022 to provide joint marketing of BI Ride, a shared-ride service that operates on Bainbridge Island. In March 2023, the Council committed a budget of \$100,000 for marketing a mutually satisfactory marketing plan that was approved in a MOU signed with Kitsap Transit in April 2023. Both the ILA and MOU expire on December 31, 2023. Kitsap Transit anticipates that approximately \$26,000 of the \$100,000 allocated for marketing efforts will be available at the end of the year and would like to extend the current ILA and MOU to allow Kitsap Transit to roll over the remaining balance and extend the ad campaign into 2024 until the funds are exhausted. The priority audience for this phase of winter engagement will be residents, as opposed to the summer focus on a mix of tourists and residents.

ATTACHMENTS:

[Kitsap Transit and City of BI Current MOU, ILA and Marketing Plan](#)

FISCAL DETAILS: The City Council previously committed \$100,000 in Transportation Benefit Funds for an ILA with Kitsap Transit for communication support and engagement services related to BI Ride. No new funding is being requested to support this effort.

Fund Name(s):

Coding:

Memorandum Of Understanding

Between Kitsap Transit and the City of Bainbridge Island

A. PURPOSE:

The purpose of this Memorandum of Understanding (MOU) between Kitsap Transit (KT) and the City of Bainbridge Island (City) is to provide a means to effectively coordinate the actions that each party has authority to undertake to promote BI Ride, an on-demand, shared-ride service operated by Kitsap Transit.

This MOU is required under part 5 of the Interlocal Agreement (ILA) between the City and KT signed in 2022 (Attachment A) in order to authorize KT to proceed with realizing the jointly approved use of Marketing Funds and be reimbursed by the City for expenditures consistent with approved uses. Part 4 of the ILA states that Approved uses of the Marketing Funds for this purpose include, but are not limited to, the following:

- A. Social media and traditional advertising and marketing efforts;
- B. Event awareness and subsidizing rides for targeted groups to include seniors and youth during specified times of the year;
- C. Collateral development for information campaigns with community groups; and
- D. Stakeholder engagement and promotion with other taxing districts on Bainbridge Island.
- E. Distribution of complimentary ORCA cards to Bainbridge Island residents under age eighteen.

No party is delegating to any other party any decision-making authority. Each party will still be responsible for making decisions concerning resources within its jurisdiction. The benefit of the cooperative effort, however, is to enhance and expand the use of BI Ride on Bainbridge Island. On a case-specific basis, parties may choose to share resources. Agency decisions will be subject to applicable laws, regulations, and public processes.

B. MUTUAL BENEFIT:

All parties to the MOU agree that it is to their mutual interest and benefit to work cooperatively to provide shared transit modes for transportation. All parties also agree it is to their mutual benefit to work cooperatively to educate, promote, and share information with agency and the general public about sustainable choices for moving around the island.

This MOU serves to establish a working relationship among the parties to achieve increased awareness of the BI Ride service on Bainbridge Island.

C. IT IS MUTUALLY AGREED AND UNDERSTOOD BY ALL PARTIES THAT:

1. The parties to this MOU have agreed to a Marketing Plan (Plan) for promotion of BI Ride. Kitsap Transit has submitted the Plan to the City for approval, and City Council endorsed the Plan and authorized staff to enter into an MOU with Kitsap Transit for approving the use of the City's Marketing Funds on March 14, 2023 (Attachment B).

2. KT will proceed with spending KT funds to carry out the BI Ride campaign and submit invoices to the City for reimbursement as articulated in the ILA. Use of funds for community outreach, promotional partnerships and engagement toolkits is understood as an approved use of the Marketing funds.

3. Modifications within the scope of this MOU shall be made by mutual consent of the parties, by the issuance of a written modification, signed and dated by all parties, prior to any changes being performed.

4. Any party, in writing, may terminate their participation in this MOU in whole, or in part, at any time before the date of expiration.

5. This instrument in no way restricts the parties from participating in similar activities with other public or private agencies, organizations, and individuals.

6. Any information furnished to Federal Agencies under this Agreement is subject to the Freedom of Information Act (5 U.S.C. 552).

7. This agreement is subject to all applicable laws, and each party agrees to be individually responsible for full legal compliance with laws and regulations applicable to each party. Each party is an individual entity, and no party is an agent for any other party.

8. This instrument is executed as of the last date shown below and expires no later than December 31, 2023, at which time it is subject to review and renewal or expiration.

D. MOU PARTY REPRESENTATIVE(S) IS/ARE:

(Primary Contact Information – More Than One Contact May Be Listed)

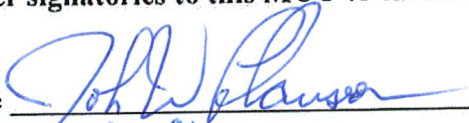
Name: John Clauson
 Title: Executive Director
 Organization: Kitsap Transit
 Address 1: 60 Washington Avenue, Suite 200
 Address 2: Bremerton WA 98337
 Email: JohnC@KitsapTransit.com

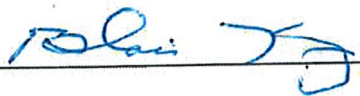
Name: Blair King
 Title: City Manager
 Organization: City of Bainbridge Island
 Address 1: 280 Madison Ave N
 Address 2: Bainbridge Is WA 98110
 Email: bking@bainbridgewa.gov

E. SIGNATURES

IN WITNESS of the above-named MOU

Kitsap Transit (Name of Organization) hereby agrees to join
with other signatories to this MOU to execute this agreement.

Signature 
Name John W. Clauson
Title Executive Director
Date 4/6/2023

Signature 
Name Blair King
Title city manager
Date 4/5/23

**INTERLOCAL AGREEMENT BETWEEN THE CITY OF BAINBRIDGE ISLAND AND
KITSAP COUNTY TRANSPORTATION BENEFIT AREA AUTHORITY FOR JOINT
MARKETING OF BI RIDE**

1. **Parties.** This interlocal agreement ("Agreement") is made and entered into by and between the City of Bainbridge Island ("City") and Kitsap County Transportation Benefit Area Authority, d/b/a Kitsap Transit, ("Kitsap Transit"). Both the City and Kitsap Transit are municipal corporations organized under the laws of the State of Washington and make this Agreement pursuant to the Interlocal Cooperation Act, Chapter 39.34 RCW.
2. **Purpose of Agreement.** This Agreement provides for joint marketing of BI Ride, a shared-ride service that operates on Bainbridge Island.
3. **Description of Marketing Funds Available.** On January 22, 2019, the Bainbridge Island City Council ("City Council") adopted Resolution No. 2019-08, increasing the City's vehicle license fee from \$20.00 to \$30.00. On January 22, 2019, the City Council also adopted Resolution No. 2019-06, allocating no more than \$100,000 of the increased revenue ("Marketing Funds") to be used toward working with Kitsap Transit to engage the community and communicate the benefits of the current BI Ride service. On June 8, 2021, the City Council unanimously passed a motion to appropriate \$100,000 from the Transportation Benefit Fund and to direct the City Manager to use the funding to support communications and engagement related to the B.I. Ride service of Kitsap Transit.
4. **Use of Marketing Funds.** All joint marketing of BI Ride performed under this Agreement shall go toward high-value and high-impact marketing outreach that shall include a metrics-based campaign designed to show an increase in awareness and use of the BI Ride service. Approved uses of the Marketing Funds for this purpose include, but are not limited to, the following:
 - A. Social media and traditional advertising and marketing efforts;
 - B. Event awareness and subsidizing rides for targeted groups to include seniors and youth during specified times of the year;
 - C. Collateral development for information campaigns with community groups; and
 - D. Stakeholder engagement and promotion with other taxing districts on Bainbridge Island.
 - E. Distribution of complimentary ORCA cards to Bainbridge Island residents under age eighteen.
5. **Joint Decision Making.** The City Manager, and the Executive Director of Kitsap Transit ("Executive Director") will jointly approve all uses of the Marketing Funds. No amount of the Marketing Funds will be allocated under this Agreement without the joint approval of both the City Manager and the Executive Director. Once a use of the Marketing Funds has been jointly approved via an administrative Memorandum of Understanding (MOU),

the City Manager and the Executive Director may mutually agree to a change in the use of the Marketing Funds as needed to accomplish the goals of this Agreement.

6. **Invoices.** When the parties have jointly approved a use of the Marketing Funds, Kitsap Transit shall proceed with, perform, and take all actions reasonably necessary to realize the jointly approved use. Kitsap Transit shall submit, in a format acceptable to the City, a quarterly invoice for the jointly approved costs of such use. Each jointly approved use of Marketing Funds shall be the subject of a separate invoice. The City shall pay all invoices by mailing a City check within sixty (60) days of receipt of a proper invoice from Kitsap Transit. For each jointly approved use, the City is only responsible for paying the amount of Marketing Funds that was jointly approved by the City Manager and Executive Director.
7. **Reporting Requirements.** On or before the six-month and one-year milestone from the commencement of this agreement, Kitsap Transit shall provide the City with a report containing the following information:
 - A. A summary of uses of the Marketing Funds jointly approved by the parties since the execution of this Agreement;
 - B. Data showing ridership (i.e. number of riders, origins and destinations) of the BI Ride service for each month that this Agreement has remained in effect;
 - C. Data showing, for every month that this Agreement has remained in effect, the number and percentage of BI Ride users who call to schedule a ride using the mobile application;
 - D. Data visualizations showing, for the prior year, the areas of Bainbridge Island with the most calls for the BI Ride service; and
 - E. Data visualizations showing, for the prior year, the areas of Bainbridge Island with the least calls for the BI Ride service.
8. **Term and Termination.**
 - A. This Agreement shall become effective upon execution by both parties and shall continue in full force and effect until December 31, 2023, unless sooner terminated by either party as provided below.
 - B. This Agreement may be terminated by either party without cause upon thirty (30) days' written notice to the other party. In the event of termination, Kitsap Transit shall be entitled to the amount of Marketing Funds that, at the time of termination, had been jointly approved by the parties under Section 5 of this Agreement.

9. Indemnification.

- A. Kitsap Transit shall defend, indemnify, and hold the City, its officers, officials, employees, and volunteers harmless from any and all claims, injuries, damages, losses, or suits, including attorney fees, arising out of or resulting from the acts, errors, or omissions of Kitsap Transit in performance of this Agreement, except for injuries and damages caused by the negligence, criminal acts, or willful misconduct of the City. If such claims, injuries, damages, losses, or suits, including attorney fees, are caused by or result from the concurrent negligence of the City, its officers, agents, employees, or volunteers, then this indemnity provision shall be valid and enforceable only to the extent of the negligence of Kitsap Transit.
- B. The City shall defend, indemnify, and hold Kitsap Transit, its officers, officials, employees, and volunteers harmless from any and all claims, injuries, damages, losses, or suits, including attorney fees, arising out of or resulting from the acts, errors, or omissions of the City in performance of this Agreement, except for injuries and damages caused by the negligence, criminal acts, or willful misconduct of Kitsap Transit. If such claims, injuries, damages, losses, or suits, including attorney fees, are caused by or result from the concurrent negligence of Kitsap Transit, its officers, agents, employees, or volunteers, then this indemnity provision shall be valid and enforceable only to the extent of the negligence of the City.
- C. It is further specifically and expressly understood that the indemnification provided herein constitutes each party's waiver of immunity under industrial insurance, Title 51 RCW, solely to carry out the purposes of this indemnification clause. The parties further acknowledge that they have mutually negotiated this waiver.
- D. The provisions of this section shall survive the expiration of this Agreement and shall also survive and remain in effect in the event that a court or other entity with jurisdiction determines that this Agreement or any portion thereof is not enforceable.

10. Insurance.

- A. Kitsap Transit is a member of the Washington State Transit Insurance Pool ("WSTIP"). If Kitsap Transit seeks to withdraw from WSTIP, Kitsap Transit shall provide the City with written notice of its decision to withdraw from WSTIP. Such notice shall be provided at least 45 days before the effective date of such withdrawal.
- B. The City is a member of the Washington Cities Insurance Authority ("WCIA"). If

the City seeks to withdraw from WCIA, the City shall provide Kitsap Transit with written notice of its decision to withdraw from WCIA. Such notice shall be provided at least 45 days before the effective date of such withdrawal.

11. **Disputes.** The Parties will work collaboratively in accordance with the following steps to resolve disagreements arising from activities performed under this Agreement. Disagreements will be resolved promptly and at the lowest level of authority appropriate. A Designated Representative will be identified by the City Manager for the City and the Executive Director for Kitsap Transit and the Designated Representatives will use their best efforts to resolve disputes and issues arising out of or related to this Agreement. Each Designated Representative will notify the other Parties and the other Designated Representative in writing of any problem or dispute the Designated Representative believes needs formal resolution. This written notice will include: (1) a description of the issue to be resolved; (2) a description of the difference between the involved Parties on the issue; and (3) a summary of steps taken by the Designated Representative(s) to resolve the issue. The Designated Representatives for the Parties involved in the dispute will endeavor in good faith to meet within three (3) business days of receiving the written notice and attempt to resolve the dispute. In the event the Designated Representatives cannot resolve the dispute (and that dispute is not subject to some other formal appeal process), the Kitsap Transit Executive Director and or his/her designee of the City Manager or his/her designee will endeavor in good faith to meet within seven (7) business days of receiving notice from a Designated Representative and engage in good faith negotiations to resolve the dispute. The Parties agree that they will have no right to seek relief under this Agreement in a court of law until and unless each of these procedural steps is exhausted; provided that if any applicable statute of limitations will or may run during the time that may be required to exhaust the procedural steps set forth above, an action may be filed.
12. **Notice.** All notices or requests required or permitted under this Agreement shall be in writing. All notices or requests will be delivered by email, will be personally served, or will be sent by certified mail, return receipt requested, postage prepaid. An emailed notice or request shall be deemed received on the day the email is received by the recipient if it is a regular business day. If the email notice is received on a weekend or a holiday, as recognized by either party, the email shall be deemed received on the first regular business day following the weekend or holiday. A notice or request that is personally served shall be deemed received on the date it is delivered. A notice or request sent by certified mail shall be deemed received three business days following the date when mailed. All notices or requests to Kitsap Transit will be sent to the Kitsap Transit Executive Director. All notices or requests to the City of Bainbridge Island will be sent to the City Manager.
13. **Jurisdiction and Venue.** This Agreement is governed by the laws of the State of Washington. Venue for any legal action arising from a dispute under this contract is in the Superior Court for Kitsap County, Washington.
14. **Non-Discrimination.** The parties shall not discriminate in any manner related to this

Agreement on the basis of race, color, national origin, sex, sexual orientation, religion, age, marital status, or disability.

15. **Severability.** If any provision of the Agreement shall be held invalid, the remainder of this Agreement shall not be affected thereby if such remainder would then continue to serve the purposes and objectives of all parties.
16. **Entire Agreement.** This Agreement constitutes the entire agreement between Parties. Any modifications or amendments to this Agreement shall be in writing and shall be signed by each party.
17. **Compliance with RCW 39.34.040.** Within five (5) days from the effective date of this Agreement, Kitsap Transit shall file the original of this Agreement with the Kitsap County Auditor or, alternatively, listed by subject on a public agency's website or other electronically retrievable public source, in accordance with RCW 39.34.040, and shall then provide the City with a conformed copy of the filed Agreement.
18. **No Separate Entity.** It is not contemplated that, as a result of this Agreement, any property, real or personal, will be jointly acquired by the parties to this Agreement. This Agreement does not establish or create a separate fund or legal entity. Neither party is authorized to bind the other to any contract or obligation. Each party to this Agreement shall be responsible for its own budgeting. To the extent that RCW 39.34.030 requires an administrator to be named, the City Manager and the Executive Director shall jointly administer this undertaking, as specified under the terms of this Agreement.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the later of the signature dates included below.

CITY OF BAINBRIDGE ISLAND

Date: 6/17/22

By: [Signature]

Blair King
City Manager

KITSAP TRANSIT

Date: 7/5/2022

By: [Signature]

John Clauson
Executive Director

Kitsap Transit

BI Ride Marketing Plan – Feb. 2023



Contents

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P13	Strategy
P14	Action Steps and Timeline
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NOTE: This is an initial Marketing Plan submitted to the City of Bainbridge Island for review under the Interlocal Agreement for the BI Ride Marketing Campaign. Changes to the Marketing Plan should be submitted to Sanjay Bhatt, Kitsap Transit Marketing & Public Information Director, via email at sanjayb@kitsaptransit.com.

Situation: Promoting Sustainable Transportation

On Bainbridge Island 34% of carbon emissions result from transportation and travel. The community supports sustainable transportation that reduces environmental impact, increases transportation access and economic equity, and improves quality of life for all residents.

Kitsap Transit's BI Ride program provides a low-cost, on-demand, ride-sharing service that helps achieve those goals. BI Ride runs from 8:45 a.m. to 3:30 p.m. on weekdays and Saturday from 9 a.m. to 6 p.m.

For just \$2 a ride, it serves nearly all of Bainbridge Island. Current users include a significant number of students who take BI Ride to school. Rides can be scheduled through an on-demand app or by phone. App use is essential for a scale up of ridership.

In a 2021 survey of Bainbridge residents, 43% reported they are not aware of the service or how to use it.

Transit ridership declined in the years prior to COVID because of a relatively strong economy, low gas prices and the availability of ride-hailing services such as Uber. COVID concerns and service interruptions accelerated the drop. Transit is rebounding due to a combination of high gas prices, consumer belt-tightening and increasing environmental awareness.

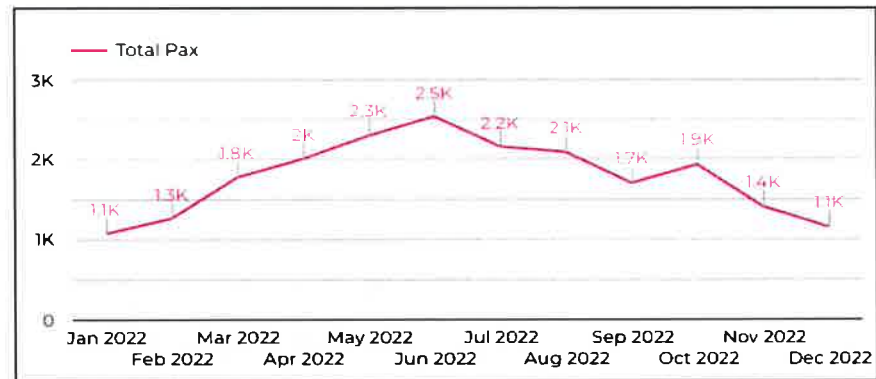
BI Ride is poised to help serve this renewed interest in sustainable transit.

JayRay, a Tacoma-based public relations and advertising firm, was hired to develop a marketing campaign to increase awareness, understanding and use of the service. The firm conducted focus groups to augment finding from the 2021 resident survey and to explore motivations, barriers and potential messaging. We have used this research, along with conversations with leaders and a review of current marketing assets to develop the following plan for BI Ride.

- 73% of Bainbridge Island have not used BI Ride
- 88% of residents drive alone for local trips to neighborhood centers, parks or shops

BI Ride's barriers to use are important to help identify likely users and motivational messaging. This information also feeds into Kitsap Transit's ongoing operational changes to improve the service. These operational opportunities include expanded service hours and greater predictability of arrival times.

BI Ride served more than 21,000 riders in 2022, according to preliminary data. Use was highest May through August.



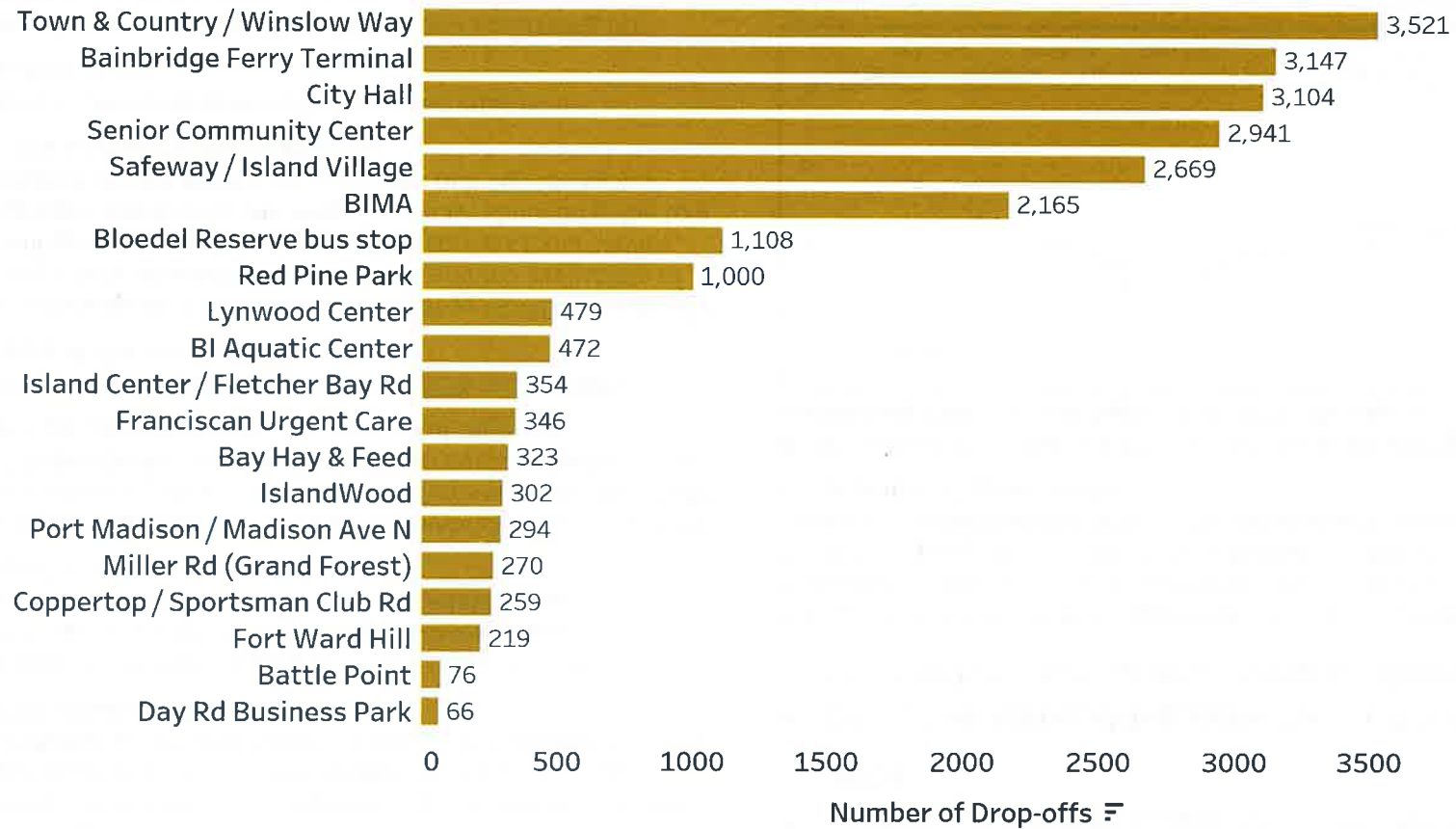
There is room to grow ridership, but some service enhancements may be limited by the need for more bus drivers. Kitsap Transit is addressing this need through a strong driver recruitment effort.

Increasing awareness and ridership takes a long-term, comprehensive marketing effort. This plan develops awareness through permanent enhancements to website, signage and more, while community outreach and advertising kickstarts greater use of this service.



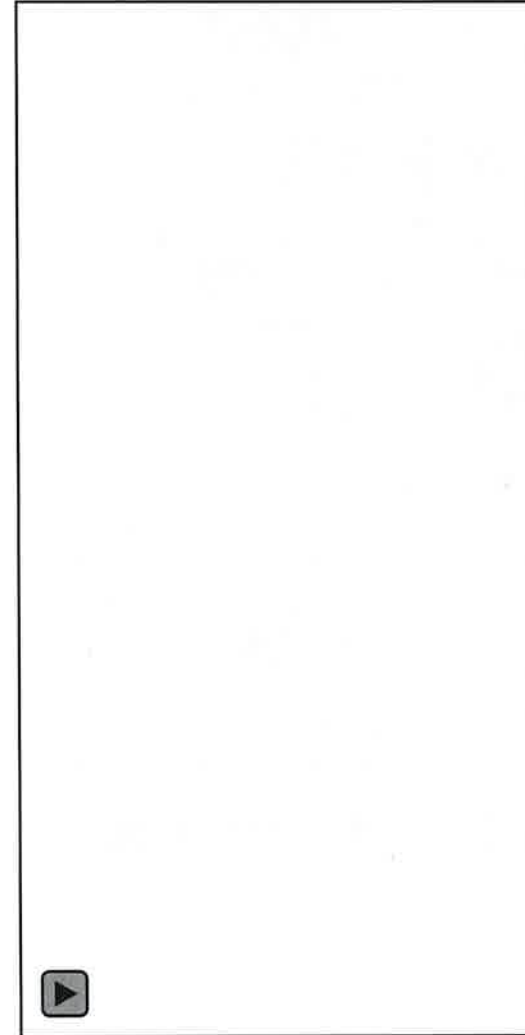
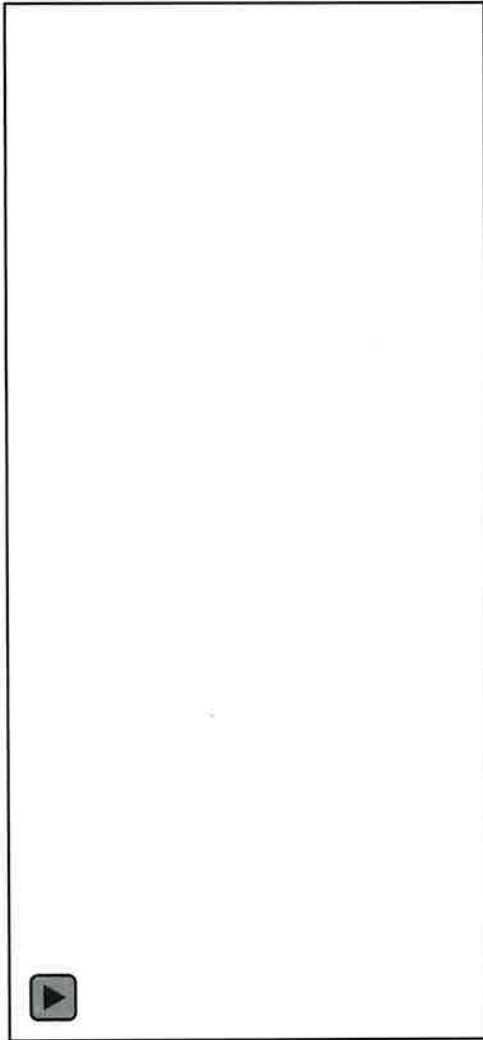
Existing Conditions

Dropoffs within quarter-mile of these areas/destinations (18 mos ending Jan. 25, 2023)



Trip Patterns – Weekday vs. Saturday

Hover over images and press Play button to see trip patterns (origin-destination).



Measuring Success

Marketing Campaign Goals

- Increase awareness of BI Ride service
- Increase use of the on-demand app
- Increase number of people using BI Ride

Measurable Objectives

- 1) To increase the number of users on the BI Ride webpage by 20% between May 1, 2023 and December 31, 2023. During the same period in 2022, the webpage logged 6,931 unique pageviews.
- 2) To increase the number of people who have downloaded the on-demand app and taken their first trip on BI Ride by 30% between May 1, 2023 and December 31, 2023. The weekly average for sign-ups during the same period in 2022 was 98, with a range from 17 to 172 depending on season. The weekly average for first trips during the same period in 2022 was 66, which a range from 25 to 120 depending on season.
- 3) To increase the number of monthly rides scheduled by 20% between May 1, 2023 and December 31, 2023. During the same period in 2022, BI Ride averaged 1,907 rides per month.

Consider publicly promoting a specific, achievable number of new riders to try BI Ride or to download the on-demand app by the end of the year. Partner with City's Climate Mitigation & Adaptation Officer to co-promote use of transit to reduce one's carbon footprint.



Research Findings and Themes

The marketing plan is grounded in findings from the 2021 survey of Bainbridge Island residents and three focus groups held in late 2022.

The 2021 survey received 499 responses from local residents and provided information for marketing purposes related to awareness and understanding of BI Ride, general audience characteristics, and communication channel preferences.

The focus groups engaged a diverse group of 16 individuals representing North, Central and South Bainbridge Island and representing different age groups, gender and family status. The focus groups delved into motivations, barriers and potential messaging.

What would you say to someone to encourage them to use BI Ride? Take a few minutes to jot down some thoughts and then we'll discuss.

BI Rides is a wonderful ride-share resource that is underutilized. I would highly recommend BI Rides, especially if you have advanced planning and can have a certain flexibility. It will help reduce our island's carbon footprint, is extremely economical, and promotes a sense of community. It may well allow you to use your car to the point where your household may be able to reduce a car, or in time to get rid of your car altogether.

2021 Survey Themes

TRAVEL PREFERENCES

- 88% of residents have access to a private vehicle.
- Residents report using public transit 28% of the time to travel to the Bainbridge Ferry Terminal (which charges for parking), but only 8% use transit to travel around the Island.
- The top reason for using their preferred mode of transportation is convenience (62%), followed by reliability (13%). Sustainability was named the top reason by 7% of respondents.

LEVEL OF UNDERSTANDING AND AWARENESS

- 27% of Bainbridge Island residents have used BI Ride
- 43% of residents report they don't know what BI Ride is

REASONS TO TAKE TRANSIT

- When asked why they ride/used to ride Kitsap Transit, the top three reasons are 1) saves money, 2) avoids stress, and 3) helps the environment.
- After explaining the benefits of the on-demand app, respondents were asked how likely they were to try BI Ride in the future with 48% responding they were "very likely" and just 9% reporting "not at all likely."
- Those reporting they were "very likely" to try BI Ride were more likely to be women, more likely to have children (though just 34% were parents), and less likely to work outside the home.

Research, Continued

BARRIERS TO TAKING TRANSIT (SURVEY, CONT.)

When asked what holds them back from riding Kitsap Transit, aside from the COVID exposure that was top of mind in 2021, they reported:

- Logistics of carrying cargo, managing children or multiple stops
- Longer travel times
- Fear of being stranded or ending up in the wrong place

MARKETING CHANNELS

- 98% of respondents own a smart phone
- Social media use is dominated by Facebook and YouTube, with Instagram and TikTok use high for those under 30

MARKETING CHANNELS

- Respondents reported their preferred method for learning about BI Ride/Kitsap Transit would be:
 - Kitsap Transit Website (74%)
 - Signage at transit centers (67%)
 - Mobile app (64%)
 - Email (57%)
 - Social media (39%)
- Leading news sources include Seattle Times and KUOW (32% daily consumption), local newspapers (25%), The Kitsap Sun (11%)

2022 Focus Groups

EXPERIENCE WITH/BENEFITS OF USING BI RIDE

- People generally felt it was very affordable (\$2/\$1 for seniors/youth free) and saves money over using a private vehicle.
- Older participants appreciated not having to drive in the dark (on Saturdays) or during poor road conditions, and for the ability to stay independent and connected by using BI Ride.
- Residents expressed desire to use BI Ride for environmental reasons. "Anything that keeps me from driving is good."
- Some felt riding the bus created a sense of community.
- BI Ride allows people to do one-way travel and combine it with walking or biking, but people need to be confident that BI Ride will pick you up within a reasonable time window.
- BI Ride is great as a second car when your car is out of commission or so your family doesn't need a second car.
- You can get a live person to help you schedule a ride.
- People had positive experiences with drivers. Drivers do their best to get you where you need to be on time.
- BI Ride fills the gap when routed bus service isn't running and middle of the day transportation is important.
- It's great because anyone can use it, it's not just for those with disabilities.
- It helps the environment, but only if you are sharing it with enough riders.



Research, Continued

EXPERIENCE WITH/BENEFITS OF USING BI RIDE (FOCUS GROUPS, CONT.)

- It's more direct than the routed buses that take you to the ferry terminal before going anywhere else.
- You don't have to be tied to the routed bus schedule.

EXPERIENCE WITH CURRENT "RIDE PINGO" APP

- "The app is faster than calling."
- Problems with either the app or with phone connectivity led a number of focus group participants to stop using the app and start calling to schedule rides. This was especially apparent with older riders. Several reported the app was too complicated or not intuitive.
- People mentioned rides being canceled on the app or the app being inaccurate in estimating wait times.
- A couple people reported that it's hard to change the pickup location on the app; the app tries to use your existing location, not where you are going to be at the time.
- "I have scheduled all my rides using the app. There was a time when I wasn't sure if the ride was coming so I called, but it had been scheduled."
- It would be nice to be able to schedule both legs of the journey instead of one at a time.
- Kitsap Transit has several apps and one person reported that this was confusing.

EXPERIENCE WITH/BARRIERS TO USING BI RIDE

- People expressed lack of awareness/information about new features like Transit Connect.
- "What's frustrating is it doesn't tell you when you are going to get there. I've had to cancel doctor's appointments because I arrived too late."
- "It's my plan B, not plan A because I can't know when I'll reach my destination."
- People would like to take BI Ride for evening events, but it isn't available. "You can take it to the doctor's office, but not to an evening concert."
- "Occasionally I will call, and they can't fit me in."
- "I'm not sure people would consider it a quick way to get around the island."
- People expressed concern if future demand outstrips supply resulting in long waits or inability to get rides.
- "I feel self-conscious about the size of vehicle that comes to pick me up." (Doesn't feel environmentally conscious when an empty full-size bus comes to pick them up.) One person felt BI Ride was not eco-friendly because the vehicles weren't electric.

COMMON USES FOR BI RIDE

- People use for shopping, medical appointments and errands. Greater reliance on it for things that aren't time-dependent.
- Take it to the ferry or when going to the airport.
- Use it in bad weather or after dark (if it runs then).



Research, Continued

COMMON USES FOR BI RIDE (FOCUS GROUPS, CONT.)

- Walk, run or bike one way and take BI Ride home.
- One-car families use as a second car.
- Use to get to volunteer work.
- Students use to get to school.

SHARING BI RIDE INFORMATION

- Make sure all businesses know about BI Ride so they can share with customers.
- Make BI Ride available in conjunction with events, like evening concerts and promote to seniors or to friend groups (designated driver).
- Incorporate it into Google Maps transit instructions.
- Promote it as a way to get to a trailhead or campground (mentioned Trailhead Direct in Seattle).
- Promote it to the wineries and to people who may want to ride to the winery but may want a lift back home.
- Collaborate with Island Volunteer Corps to get people to assignments. Or collaborate with food banks and other social services.

WHO ARE MOST LIKELY TO TAKE/BENEFIT FROM BI RIDE?

- Focus on Island residents first.
- Get youth to ride and families will follow. Youth ride free! (Downside is it isn't available for afterschool activities.)

WHO ARE MOST LIKELY TO TAKE/BENEFIT FROM BI RIDE?

- Promote to seniors.
- People without cars or people who can't drive for physical/emotional/financial reasons are most likely to use.
- Promote to groups – pickle ball players, etc.
- Promote to “off islanders” who work here or visit.

MESSAGING: WHAT WOULD YOU SAY TO A FRIEND

- “It’s the easy way to get around the island.”
- “It’s the green option.”
- “It’s reliable and affordable.”
- “You don’t have to worry about parking downtown or at the ferry.”
- “It feels great to take public transportation.”
- “Relaxing and hassle-free”
- “It’s really easy to schedule,” and “Hey we can ride together.” It’s great for group organizing “Hey let’s go play pickleball or pub crawl or bike there or garden tour or get dropped off and picked up at a trailhead!”
- “If you’re having problems with the app, just call the dispatcher. A live person always answers and will be happy to schedule you!”
- “It’s cheap and convenient. It’s door-to-door.”
- “You can use BI Ride for large groups.”

Research, Continued

MESSAGING: WORD/BENEFITS CHOICES (FOCUS GROUPS, CONT.)

- One person suggested changing the name to BI Rideshare to emphasize the rideshare part of it to help manage expectations (i.e., it's not a taxi).
- Community was an important part of messaging for some people. Use of transit as a way of building community.
- **Focus group participants were given draft messaging that promoted different benefits of BI Ride and were asked to rank their top three.** The following shows their rankings along with a few comments repeatedly added to the specific messages.

Tied for 1st place with 10 votes each:

- *BI Ride – Reliable, Quick, Affordable* (Participants liked the simple benefits message, however, several suggested using “eco-friendly” or “green” instead of quick as they questioned it as a quick service.)
- *BI-Ride – Just a Click or Call Away* (Participants liked that it made it sound easy and promoted the on- demand nature of BI Ride.)

Tied for 2nd place with 7 votes each:

- *BI Ride – Reliable and Eco-friendly* (We initially saw this as a message resonating with parents/students, however it was universally popular. One parent suggested adding “safe” to this to encourage parents to use for their children.
- *BI Ride – Car-free and Carefree* (This resonated with seniors, people with disabilities and those who did not have/want a second car.)

3rd place with 6 votes:

- *BI-Ride – The Easy Way Around the Island* (Those that chose it liked the focus on ease and convenience.)

4th place with 5 votes:

- *BI-Ride – Get Going Green* (While participants suggested adding green language to the simple benefits message, less than a third of them chose to rank a stand-alone environmental message among their top three choices.)



Research, Continued

2022 Focus Groups

GENERAL IDEAS/COMMENTS

- A few people advocated strongly for a circulator bus that you can hop on and hop off, in order to provide more certainty on departure and arrival times.
- There was a call for some information videos on how to use the app and how to ride BI Ride (where it can go, what it's like, if you can take a bike, etc.)
- People were generally unfamiliar with the Transit Connect feature on current "Ride Pingo" app that helps prioritize rides to catch the ferry, etc. Many were using the phone, not the app, and so didn't know they could request this.
- When asked how much time people are willing to take to get to a destination using rideshare versus a private vehicle, the answers varied. It seemed people would be willing to take two or possibly three times longer to get there if they could use a rideshare. It depended on whether people were retired or not. They noted that they are willing to spend more time if they have a great sense of reliability. It may take longer, but they know when they will get there.
- Several people mentioned the need for prominent signage at the ferry terminal.
- It was mentioned people don't know the difference between BI Ride and ACCESS buses.

GENERAL IDEAS/COMMENTS

- "Think about bicycles, I would want to know there's a spot or if I was organizing a group, can we all fit?"
- Everyone on the Island should know that having BI Ride available actually increase our property values; it's part of ESSTR essentials– employment, schools, shopping transportation and recreation.
- When asked about the use of the names "BI Ride" and "Pingo," focus group members supported the use of BI Ride, which had more meaning to them than Pingo.
- Kitsap Transit Tracker should include a view of BI Ride buses because it often looks like no transit is available on Bainbridge Island.



Audience

In creating this plan, we are looking for the people who are most likely to use BI Ride. Typically, that means people who are similar to current riders and who have the greatest motivation and least resistance to using a rideshare service. Beyond this, we will market to specific groups that can help us establish new norms of rideshare use.

KEY AUDIENCES:

Retirees/Seniors

- 26% of residents are over 65*
- Retirees are more likely to engage in daytime activities which meets with current service hours
- Retirees may be less time-dependent and willing to take longer to travel in return for not having to drive.
- Seniors also may have reached a point where they are no longer comfortable driving.
- Include group influencers, such as the senior center.

Parents with school-age children

- There are roughly 3,000 households (30% of total) with children on Bainbridge Island.
- BI Ride currently provides rides to and from school for many students going to private schools on the Island.
- BI Ride is free for students.
- Students may have a heightened concern about the environment and be more willing to take longer to travel in return for reducing carbon. Likewise, parents may wish to instill the habit of using transit by modeling it with younger children.

KEY AUDIENCES: CONTINUED

Parents with school-age children

- BI Ride is not available for afterschool activities but is available for Saturday activities.
- Include group influencers, such as schools, mom groups, Mom's Morning Retreat, Raising Resilience, Bainbridge Youth Services and Bainbridge Boys and Girls Clubs.

One-car families (One-car family wannabes)

- 34% of Bainbridge Island families are single earner households. Combined with the high number of retirees, that results in 56.4% of the Island's population not being engaged in the workforce. *
- 20% of Bainbridge Island workers work from home.*
- The average number of cars per household is still two. This seems like an opportunity for promoting BI Ride as a way to become a one-car family.
- Include potential group influencers such as Sustainable Bainbridge

Off-Islanders (Workers and Visitors)

- Promote BI Ride to encourage those coming to the Island to leave their cars behind.
- Include potential group influences such as the Chamber, Downtown Association, Visit Bainbridge and Visit Kitsap.

* 2020 Census data

Strategy

To increase ridership, we must increase awareness of the service and understanding of how to use it among those groups most likely to try BI Ride. To do this, we will 1) enhance information and education tools, 2) engage community partners to help spread information, and 3) advertise the service in a multichannel campaign.

To make information about the BI Ride and how to use it more accessible and easily understood, we recommend enhancing the BI Ride webpage and its navigation on the Kitsap website, add ferry terminal signage, create a how-to video on BI Ride and the service's on-demand app, and ensure BI Ride rack cards (or a smaller business card version) are available throughout Bainbridge Island.

Next, we will reach out to community organizations connected to our key audiences asking them to add BI Ride content to their websites (or refresh existing content) and share BI Ride rack card or business card at their locations. Remind organizations that BI Ride can be booked ahead for group transportation. Included in this effort will be collaboration with visitor-oriented organizations to encourage car-free exploration of the Island.

Finally, we will launch a multichannel advertising campaign running May – Dec. 2023, that will repeatedly expose our audiences to the benefits of BI Ride and drive traffic to the BI Ride website for information and download of the on-demand app.

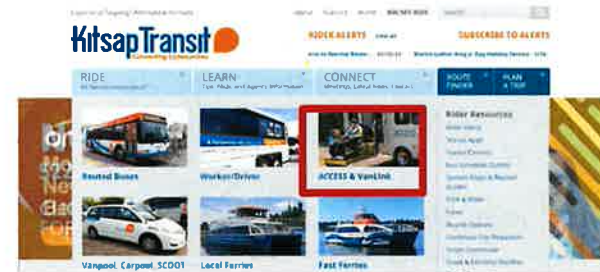
The advertising campaign is the top of our communication funnel, reaching the largest number of people. However, community outreach and BI Ride's how-to tools must be in place first to make advertising effective.



Enhance Information and Education Tools

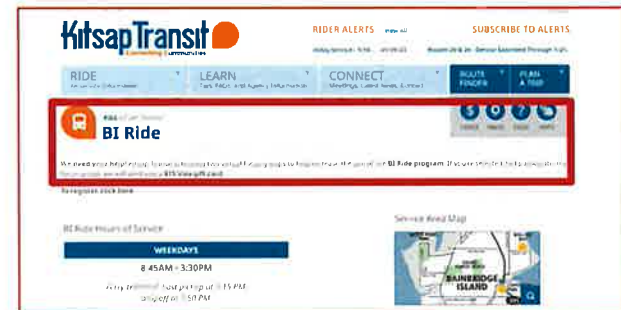
1) Kitsap Transit Website

- The “RIDE” section of the website is currently undergoing edits to bring greater visibility to BI Ride and other on-demand rideshare services. This will be a major improvement.
- [Enhance the BI Ride page](#). Similarly, the BI Ride page is being enhanced to add more description of the service and to call out key benefits for at-a-glance reading. The page also will link to Bainbridge Island routed bus information.
- [Review the app page](#) to include a brief description of the service as an on-demand rideshare and call out a few key benefits (some people may land here before landing on the BI Ride page).



2. Ferry Terminal Signage

- Kitsap Transit is currently working with the Chamber of Commerce on improving signage at the visitor center booth. A permanent sign will be mounted on the railing in front of the coffee shop along the pedestrian pathway heading toward the buses.
- Kitsap Transit is currently working to develop a new information kiosk inside the ferry terminal that will include information on BI Ride, the Kitsap Transit system on Bainbridge Island and Rider Alerts.



3. BI Ride How-To Video

- We know that seniors are an important key audience for BI Ride. We've also heard in the focus groups that they are not comfortable using the current “Ride Pingo” app to schedule. We suggest a how-to video similar to other Kitsap Transit rider education videos that demonstrate both how to ride and how to use the app.



Local Community Outreach through Partnerships

1) Identify and reach out to key community partners. Invite them to participate in advocating for sustainable transportation/BI Ride.

- Develop a list of partners connected to identified key audiences. (Initial list follows)
- Outreach through quarterly emails detailing the need, the benefits and ways of supporting BI Ride such as inclusion in websites, social posts, event calendars, etc. Follow up email with phone calls to the top 20 prospects.
- Offer partners beautifully illustrated window clings that state “Support Sustainability – Take BI RIDE” and provide BI Ride rack cards and business cards.
- Offer local clubs a Kitsap Transit speaker on sustainable transportation.
- Some partnerships may include a sponsorship or ad purchase.

2. Reach out to other transportation and local/visitor websites to include links to BI Ride

- [WSDOT Bainbridge Island Terminal and Cameras page](#) Link to enhanced BI Ride page.
- [Bainbridge Island Chamber of Commerce](#) business directory. Link to BI Ride page instead of existing link.
- [Bainbridge Currents](#) List URL to BI Ride page instead of existing link.
- Bloedel Reserve’s BI Ride mention goes to the wrong [web page](#).
- [City of Bainbridge Island website](#) Link BI Ride page instead of existing link.
- [Bainbridge Island Resource Directory](#) links to BI Ride page.
- [Visit Bainbridge Island](#) Link to BI Ride page rather than existing link.
- [Visit Kitsap](#) Link to BI Ride page rather than existing link.
- [Bainbridge Island Downtown Association](#) Link to BI Ride page rather than existing link.
- [Destination Bainbridge](#) lists the BI Ride phone number and could add URL.
- [HelloBainbridge.com](#) links to the BI Ride page.

POTENTIAL PARTNERS

- Senior Community Center
- Island Volunteer Caregivers
- Bainbridge Island Recreation Center
- School District
- Private Schools
- Mom’s Morning Retreat
- Raising Resilience
- Bainbridge Youth Services
- Bainbridge Boys and Girls Clubs
- Peacock Family Services
- Sustainable Bainbridge
- Bainbridge Island Metro Park & Recreation District
- Bainbridge Island Aquatics Center
- Bainbridge Island Museum of Art
- Bainbridge Island Farmers’ Market
- Bainbridge Island Japanese American Exclusion Memorial Association
- Bainbridge Island Chamber of Commerce
- Visit Bainbridge
- Visit Kitsap
- Bainbridge Island Library/Kitsap Regional Library
- Kids Discover Museum
- Bainbridge Island Historical Museum
- Town and Country Markets & Safeway (sign use)
- Local clubs

Potential Visitor-related Partnerships

In addition to BI Ride's core focus on serving Bainbridge Island residents, the service is well used by visitors.

We met with the following individuals to begin to understand visitor perceptions and explore potential opportunities for promoting BI Ride:

- Chris Mueller - Visit Bainbridge Island
- Chantelle Lusebrink - Visit Bainbridge Island
- Kelle Kitchel Cooper - Bainbridge Island Downtown Association
- Stefan Goldby- Bainbridge Island Chamber of Commerce
- Beth Javens - Visit Kitsap Peninsula

Opportunities

Through these preliminary meetings, we discussed areas of opportunity including free mentions, sponsorships and advertising. We also heard some concerns about promoting BI Ride to travelers because of service or app limitations.

Concerns

The following themes were repeated in our conversations:

- The lack of BI Ride service on Sundays and limited hours during the rest of the week.
- Promote the phone number as well as the app because spotty service makes using the app difficult or impossible in some areas of the island.



Concerns (continued)

- Provide better information on the website for how to use the service and the app.
- Promote booking rides well in advance, not when you land at the ferry terminal.
- The sense that "rideshare" was a more accurate descriptor than "on-demand," which may be confused with Uber/Lyft-type services.

Promoting BI Ride online to visitors

There may be an opportunity with partners to craft travel itineraries that promote car-free travel/BI Ride. These can potentially be pitched to social media travel influencers who could be contracted to write blogs and social posts about their experience with BI Ride and a car-free trip to Bainbridge Island.



Advertising

Our advertising will ensure residents (and to a lesser extent visitors) see information on BI Ride many times on multiple communication channels. This builds retention and trust in the message. Bainbridge Island does not have a large population or many local media outlets. Our recommendation balances local media outlets and unique opportunities, including sponsorships, as well as geographically targeted social and digital advertising.

Draft Media Plan

Channels	Feb/ Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Community outreach	Outreach to partners Chamber Map	Craft car-free travel itineraries	Farmers Market Pitch travel influencers			Out-reach to partners				
Facebook										
YouTube										
Local newspapers										
Seattle Times online										
Email Blast to residents										
Programmatic Digital										
Ferry rack cards										

Assets Needed

For the information tools, community outreach including visitor partnerships and advertising, we would develop the following assets:

- Website content for enhanced BI Ride page (Kitsap Transit)
- How-to-use video for BI Ride page (Kitsap Transit)
- New permanent sign inside ferry terminal (Kitsap Transit)
- New permanent sign on Chamber booth at ferry terminal (Kitsap Transit)
- Updated BI Ride brochure and business card (Kitsap Transit)
- Ad for Chamber Map (Likely other ads as partnerships are developed) (JayRay)
- Community outreach email with suggested website and social copy (JayRay)
- BI Ride window cling for community outreach (JayRay)
- 10-15 slide presentation deck on sustainable transit/BI Ride (JayRay)
- BI Ride campaign rack card (JayRay)
- Optional BI Ride illustrated stickers to hand out at Farmers Market or other venues (JayRay)
- 30 second video ad for YouTube advertising and some Facebook advertising (JayRay)
- Digital ad set (JayRay)
- Set of 3-4 BI Ride Facebook static or carousel ads to alternate with video (JayRay)
- Online banner ads for Seattle Times and local newspapers (JayRay)
- Email copy and image (JayRay, although the emails to community partners would be delivered through Kitsap Transit's email system. JayRay would follow up on behalf of Kitsap Transit.)

Estimated Budget

Kitsap Transit (Foundational work for the promotions effort, including staff time)	Investment
Survey, focus groups, marketing plan	\$10,000
Website enhancements	\$2,000
New permanent sign at ferry terminal	\$2,000
New information kiosk inside the ferry terminal	\$10,000
Revised BI Ride brochure and business card	\$4,000
Installation and provision of WiFi outside of ferry terminal next to transit deck	\$2,000
City of Bainbridge Island (Promotional effort)	Investment
Community outreach, partnership development (including visitor-related work), securing club speaker opportunities	\$14,000
Advertising concepting	\$5,000
Development of JayRay deliverable assets for advertising and community outreach	\$20,000
Media buy	\$61,000
GRAND TOTAL	\$130,000





CITY OF
BAINBRIDGE ISLAND

City Council Study Session Agenda Bill

MEETING DATE: October 17, 2023

ESTIMATED TIME: 30 Minutes

AGENDA ITEM: (6:30 PM) Receive Update on the South Island Sewer Wastewater Treatment Negotiations with Kitsap County Sewer District #7,

SUMMARY: Public Works staff will present an update on the South Island Sewer Wastewater Treatment negotiations with Kitsap County Sewer District #7.

AGENDA CATEGORY: Presentation

PROPOSED BY: Public Works

RECOMMENDED MOTION: Presentation only.

COMMUNITY ENGAGEMENT AND OUTREACH: None planned at this time.

FISCAL IMPACT:

Amount:	N/A
Ongoing Cost:	N/A
One-Time Cost:	N/A
Included in Current Budget?	Yes

BACKGROUND: The City contracts with Kitsap County Sewer District No. 7 for wastewater treatment associated with the City's South Island and Rockaway Beach sewer service area through an Interlocal Agreement. The City Council last received a briefing on the lack of future sewer connection availability in the spring of 2022.

On April 12, 2022, the City Council directed the City Manager to formally request additional sewer connections from Sewer District 7. Via a letter dated April 27, 2022, the city formally requested additional sewer services to serve the South Island Sewer Service Area. At that time, interest was expressed in a short-term allocation and a longer-term discussion regarding updating of the interlocal agreement and coordinating any necessary upgrades required of the plant. Sewer District 7 operates a 280K gallons per day secondary treatment plant.

City staff will provide an update on the negotiation terms being considered for the revised Interlocal Agreement, and will also be asked to consider a proposal for securing a single sewer connection in the near-term for a failing septic system on Point White Drive.

ATTACHMENTS:

[South Island Sewer Slides 101723.pptx](#)

FISCAL DETAILS: N/A

Fund Name(s):

Coding: N/A

South Island Sewer Wastewater Treatment Update

October 17, 2023



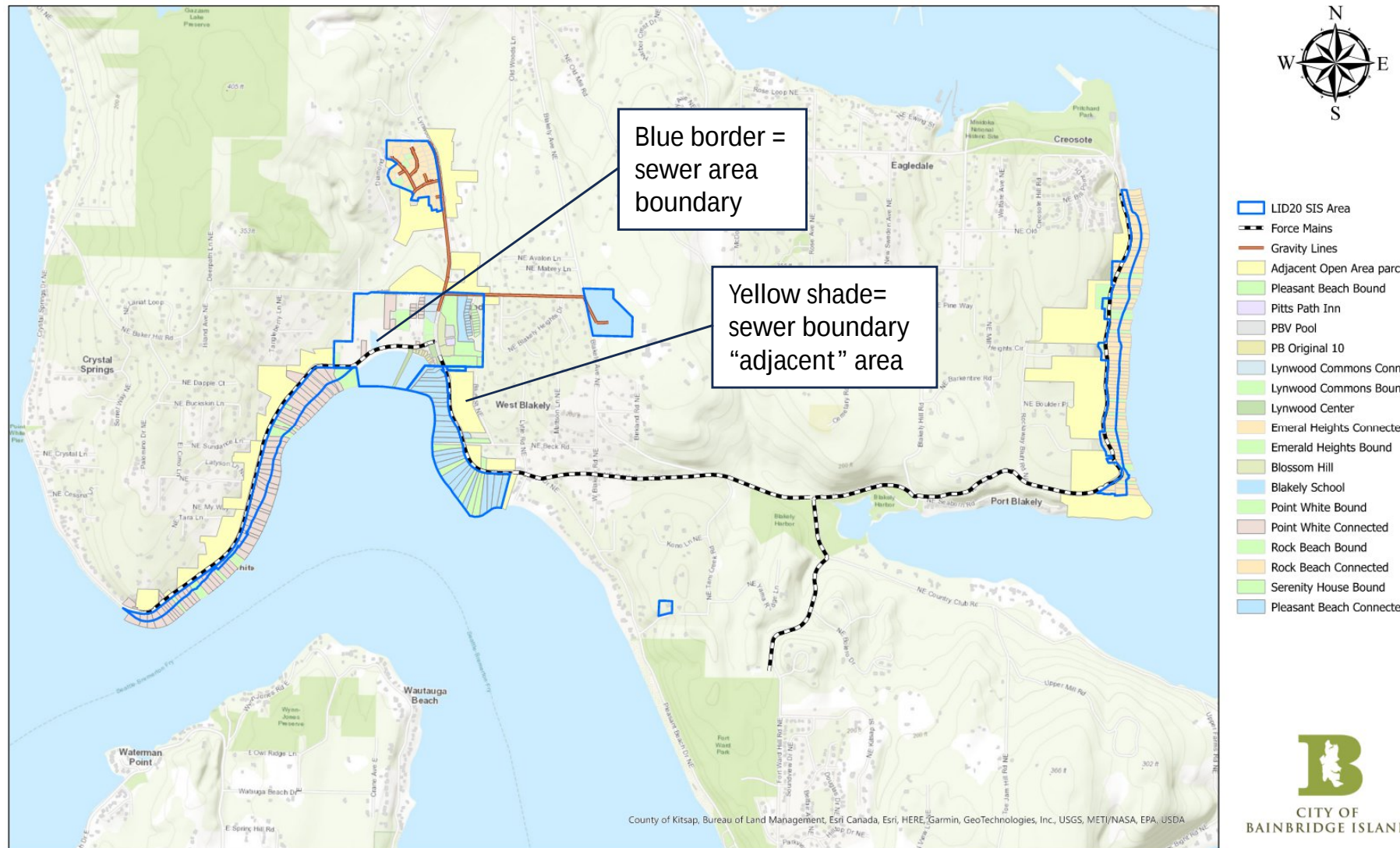
Agenda

- Background and history
- Terms of negotiation for continued wastewater treatment
- Approach to prioritizing new sewer connections
- Request to address failing septic
- Discussion / Q&A

Background

- South Island Sewer system constructed in early 2000's through a Local Improvement District
- City owns the collection and pumping system; wastewater is treated via an Interlocal Agreement (ILA) with Kitsap Sewer District 7

Background – Sewer Boundary



South Island Sewer Wastewater Treatment Update

October 17, 2023

Background - Connections

- ILA with the District limits sewer connections to 480 equivalent residential units (ERUs)
- All 480 ERUs are either physically connected (350) or were reserved through LID 20 (130)
- Following a spring 2022 City Council update, City staff are negotiating with the District for additional sewer capacity

ILA Negotiation Terms

- Reservation of 25 additional ERUs
- 25 ERUs represents staff analysis of “likely” connection requests in a 5-year timeframe

ILA Negotiation Terms

- Payment for ERUs to be made in 4 annual installments (2024-2027) of up to 7 ERUs each
- City and the District will work over the next 4 years to determine need/desire for sewer service expansion area

Approach to Prioritizing New Sewer Connections

- Collect applications over the course of 12 months
- Once a year (for a minimum of 4 years), assign 7 ERUs according to agreed-upon prioritization
- Clarify overall prioritization as “in sewer boundary” and then “ in adjacent area”

Approach to Prioritizing New Sewer Connections

1. Serve 5 parcels that have requested connections under the existing policy when no capacity was available
 - 1 existing in LID20
 - 3 redevelopment in LID 20
 - 1 new single family in LID 20
 - 1 old septic in adjacent area

Approach to Prioritizing New Sewer Connections

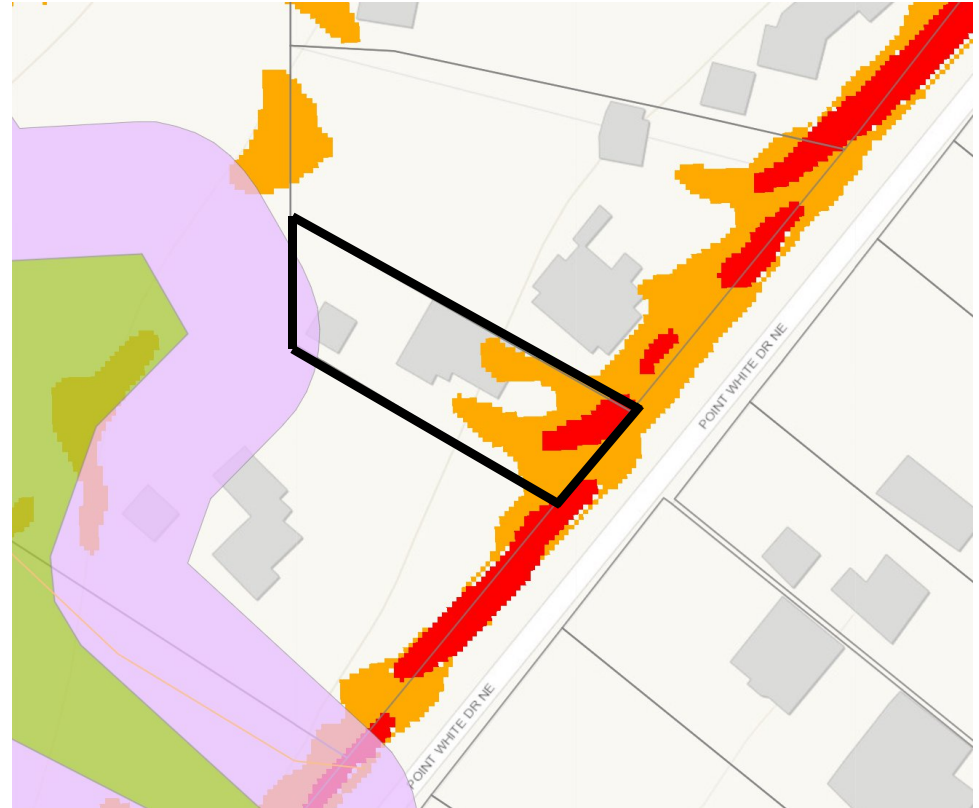
2. Retain 1 ERU per year for existing commercial uses with unforeseen regulatory mandates
3. Retain 1 ERU per year for existing residence with septic emergency

Approach to Prioritizing New Sewer Connections

(18 of 25 remaining, 4.5 per year)

1. Existing residence with septic emergency
2. Existing residence with old septic
3. Two or more affordable (80% AMI) multi-family units
4. Two or more multi-family units
5. New single-family unit
6. New commercial use

Request to Address Failing Septic — 4301 Pt. White Drive



Request to Address Failing Septic — 4301 Pt. White Drive

- Located in “adjacent area”
- Confirmation of system end-of-life from septic professional
- Constrained site near wetlands
- Supported by Sewer District Board

Next Steps

- Next Step: ILA amendment for single ERU on October 24 agenda
- Continue ILA negotiation with District
- Review final draft ILA with Utility Advisory Committee
- City Council consideration of ILA and ERU prioritization policy Q2 2024

South Island Sewer Wastewater Treatment Update

Q&A / Discussion

