

HOW GREAT CITIES

AIRWAY HEIGHTS
CHENEY
LIBERTY LAKE
MEDICAL LAKE
MILLWOOD
SPOKANE
SPOKANE VALLEY

MOVE.

SPOKANE TRANSIT SERVICE AREA

We cover a lot of ground at Spokane Transit—literally, transit service in the Spokane region covers nearly 250 square miles. Officially called the Public Transportation Benefit Area (PTBA), it includes seven cities (listed at left), and parts of unincorporated Spokane County. About 423,000 people live in the PTBA, and that’s roughly 85% of the total county population. We have proudly served as the local transit provider since 1981 when voters first approved the PTBA.

In addition to defining the transit service area, the PTBA has additional important functions. First, STA is governed by a regional board of

directors, which helps ensure a balanced and integrated transit system. Second, the local, voter-approved sales tax generated on retail sales within the PTBA provides more than 70% of the funding for transit in Spokane. Other sources are passenger fares and Federal and State funding. The total sales tax rate dedicated to maintaining, improving and expanding transit in the Spokane area is currently 0.07%, or \$0.07 on a \$10 purchase. In 2019 the rate will increase 0.01%.

LIFE IN MOTION

// FROM THE DRIVER'S SEAT



E. SUSAN MEYER
CHIEF EXECUTIVE OFFICER

It is our honor and privilege to serve as the region's public transportation provider. We know great cities are made stronger with great public transit. So as our communities change, we'll make sure to be right there with you.

Our mission is to be a source of pride for the region. We strive to do this today, and we commit to do so into the future.

At Spokane Transit, we are focused on:

Earning and retaining community trust

Our goal is to be a good steward of the public's resources and to provide value to taxpayers and riders alike. We grow our system strategically based on the resources entrusted to us, and the region's priorities. We actively monitor and evaluate changing demographic

and economic trends to ensure that services are efficient, convenient and scaled appropriately.

Fostering and sustaining quality

At STA, quality counts—we strive to deliver an excellent customer experience and positive, professional and courteous interactions with the public. We focus on improving the quality and usefulness of STA's services, facilities, and information, and we're doing so every day as we deliver more than 25 *STA Moving Forward* projects.

Maintaining a state of good repair

We value the investment our riders and taxpayers make in their transit system. It's our commitment to maintain STA vehicles and facilities with the care that maximizes that investment so we can provide a clean, safe and reliable transit experience. Whether it's on a bus, a Paratransit van or Vanpool vehicle, at the STA Plaza or at one of 1,600 bus stops throughout the region, we're

ensuring our community gets the greatest value from our infrastructure.

Partnering with the community

We work closely with our partners in each local government to make sure our efforts are aligned with their respective goals. When challenges arise, we face them together with a strong focus on the best outcomes for the public—equitable access, walkable communities, cleaner air, and better traffic flow.

Giving people the freedom to move

Communities thrive when everyone has access to the opportunities our region has to offer. Trips to work and school make up the majority of STA ridership. Other trips take people to medical appointments, worship services, and visits with friends

and family. Wherever residents and visitors go, we're proud to play a part in their freedom to get there.

From all of us at Spokane Transit, thank you for your support.

Sincerely,
E. Susan Meyer
Chief Executive Officer

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2018 Spokane Transit Authority Board of Directors

Mayor Kevin Freeman, Chair – City of Millwood
Council Member Candace Mumm, Chair Pro Tempore – City of Spokane
Commissioner Al French – Spokane County

Mayor Chris Grover – City of Cheney
Council Member Pamela Haley – City of Spokane Valley
Commissioner Josh Kerns – Spokane County
Council Member Lori Kinnear – City of Spokane

Mayor Shirley Maike – City of Medical Lake
Council Member Sam Wood – City of Spokane Valley
Ms. Rhonda Bowers, Labor Representative (non-voting)

Council Member Mike Kennedy – City of Liberty Lake (Ex-Officio)
Council Member Veronica Messing – City of Airway Heights (Ex-Officio)

// STA MOVING FORWARD

Maintain, improve and expand public transit.

In May of 2017, we began implementing *STA Moving Forward*, a strategic, 10-year plan to provide more and better transit service throughout the region. When the STA Board of Directors developed and adopted the plan based on strong public input, their goals were to connect workers to jobs and people to important services and to help advance the economic development priorities of each of our municipal partners. The plan's objectives include maintaining, improving and expanding the system.

Maintain the existing transit system, including Paratransit and Vanpool service.

Improve bus service by providing more frequent trips, installing better passenger amenities, making faster connections and implementing high performance transit service in the region's busiest corridors.

Expand transit service to new areas by introducing new routes, extending service hours, and expanding access to transit through new and enhanced park and ride lots.

New service in 2017



Extended Saturday Night Service Past 11 p.m.
Regional stakeholders and riders alike wanted later service on Saturdays throughout the system, so we extended all Saturday schedules past 11 p.m.



Increased Weekend Service on Wellesley Avenue
We added more weekend service to create faster north-south connections in north Spokane. Route 33 now runs every 30 minutes.



Service on East Indiana Avenue and East Broadway
The all-new bus route, 95 Mid-Valley, now connects many of the Valley's most prominent and popular locations, including the Mirabeau Point Park and Ride lot, the Valley Mall, Providence Medical Park, Valley Hospital and Medical Center and Spokane Valley Library—making it easier for everyone in the region to travel to these important destinations.



Increased Frequency of Buses to Airway Heights on the Weekends

With new housing, businesses and development in the West Plains, the demand for weekend bus trips exceeded capacity. We extended Airport Route 60 to serve Airway Heights on Saturday and Sunday, creating a much needed 30-minute service.



Increased Service to Liberty Lake – Phase I

After modifying the service in 2012, we reintroduced true, non-stop express service between Liberty Lake and Downtown during morning and evening peak-travel times.



Extended Service on North Nevada Street

To support new housing and businesses, we added night and weekend service to the end of the line on Routes 26 Lidgerwood and 28 Nevada north of Francis Avenue. Service now runs all day, seven days a week.



Improvements on East Sprague Avenue – Phase I

Among the busiest routes in the entire system, Route 90 Sprague was experiencing very high demand, impacting service quality. We partnered with the City of Spokane to improve passenger amenities and adjusted the service to make it more reliable. Now, riders have a shorter and more enjoyable wait.



// MAKING TRANSIT BETTER

STA Moving Forward projects planned for 2018 and beyond.

Coming September 2018



Improved Service on North Division Street – Phase 1
Route 25 Division carries more passengers than any other route system-wide. We will upgrade shelters and sidewalks along the route to improve the customer experience.



West Plains Transit Center – Phase 1
The West Plains Transit Center will have 200 parking stalls for area residents to access public transit. The new facility will also create stronger connectivity between Spokane, Cheney and Medical Lake. Phase 2 of the project will improve connections to Airway Heights in 2020-2021.



Service to Indian Trail on Nights and Weekends
For the first time, Indian Trail and its more than 4,800 residents will have night and weekend fixed-route bus service.

View project details, timelines and video: STAMovingForward.com

2019

Monroe/Regal High Performance Corridor

New Moran Station Park and Ride

South Commuter Express Beginning at Moran Station Park and Ride

New Upriver Transit Center at Spokane Community College

Boone Northwest Garage Improvements

2020

West Plains Transit Center – Phase 2

Direct Service Between Airway Heights and Medical Lake

West Plains Rural Highway Stops Improvements



2021

Cheney High Performance Corridor

Improved Service on North Division Street – Phase 2

Increased Frequency of Buses to Airway Heights on Weekdays

Central City Line High Performance Corridor

Expanded Hillyard and Northeast Spokane Routes

Logan and Lincoln Heights Connection

West Central Neighborhood Improvements

2022

Relocation and Expansion of Mirabeau Point Park and Ride

2023

Improvements on East Sprague Avenue – Phase 2

Liberty Lake Express – Phase 2

Relocation and Expansion of Liberty Lake Park and Ride

2024

Night and Weekend Service to Liberty Lake via Route 74

2025

Post Falls and Coeur d'Alene High Performance Corridor (Pilot Basis)

Additional System Improvements

Expanded Paratransit Service

Improvements to Rider Amenities

Expanded Bus Fleet to Match Increased Service Needs

Replacement of Retired Buses and Vans

New Spokane Falls Transit Station at Spokane Falls Community College

System-Wide Optimization Based on Customer Feedback

// CENTRAL CITY LINE

Efficient transportation for our growing economy.

The Central City Line (CCL) will be a new six-mile bus rapid transit (BRT) route between Browne's Addition and Spokane Community College, connecting through Downtown Spokane and the University District, including Gonzaga University. Stations for the CCL will feature near-level platforms to facilitate all-door boarding, off-board ticketing and distinct branding. Transit Signal Priority (TSP) and other roadwork changes will improve service, speed and reliability. The project aims to combine frequency and efficiency with a modern streetcar-like experience.

THE BENEFITS

The CCL is projected to carry up to 1 million passengers annually and have an estimated \$175 million economic impact. In addition, the CCL will provide other benefits such as significant streetscape and road improvement, distinctly branded stations and innovative electric charging

infrastructure. Combined, these elements provide a sense of permanence that indicates a long-term commitment to mobility and economic development along the corridor. Additionally, the vehicle's zero-emissions propulsion system will provide an ongoing environmental benefit of clean air and quiet buses.

COMING 2021

- // Up to 1,000,000 rides in its first year
- // Modern-style electric bus
- // Environmentally sustainable with zero emissions
- // High-frequency, pre-board ticketing, extended service hours

The project development process continues on track, with the Small Starts ratings package submitted to the Federal Transit Administration in April 2017. The project received a medium rating making it a competitive project for federal funding.



View project details, timelines and video:
SpokaneTransit.com/CCL

// BY THE NUMBERS

Performance outcomes and survey results.

At Spokane Transit, we're driven by defined organizational priorities and inspired by the opportunity to serve the public. We're also committed to doing a good job—that's why we comprehensively evaluate our performance every step of the way. Not only do we measure ourselves against the goals set by the STA Board of Directors, we also look to our peer transit agencies in the state and across the country to ensure we are striving for the highest industry benchmarks.

And perhaps the most important step in doing a good job—we listen. The service STA provides is in response to the needs and concerns of our growing community. We work closely with each municipal government in the region, and we engage with people at events, workshops and open houses throughout the year. Additionally, we survey our riders and the public annually to understand their priorities, how we're doing, and how we can improve.

We move more people for less

STA maintains the lowest cost per passenger among large urban systems in Washington at \$4.83 per ride.

STA carries more than 25 passengers per hour, the 2nd-highest in the state among our peers.

With approximately 35,000 bus rides and 1,600 Paratransit rides each weekday, passengers get where they need to at a good value.

We provide excellent service

A 4.82 rating out of 5 demonstrates STA's commitment to professional and courteous service.

We're on time: fixed route average is approximately 92%; Paratransit average is approximately 91%.

Washed and cleaned daily, STA vehicles have a 99% cleanliness rating.

We listen and respond to the needs of our community

The Spokane region knows us—75% of area residents have ridden STA.

STA staff members are accessible. We participated in over 160 public outreach events in 2017—that's an average of 3 public events each week.

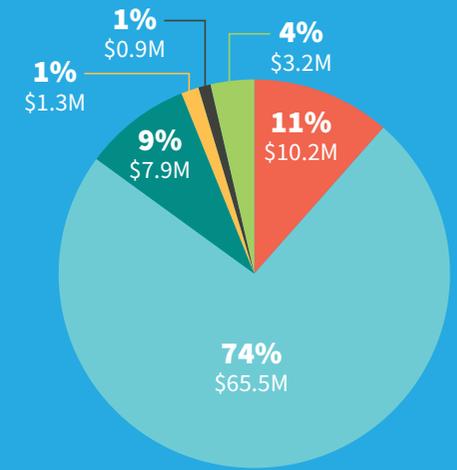
When asked if STA does a good job of listening to the public, the community rated us 3.75 out of 5. We're committed to doing even better.

We're growing service and ridership

Delivering on the plan voters approved, STA has already implemented service improvements throughout the region. By 2019, nearly half of the projects in the 10-year plan will be complete.

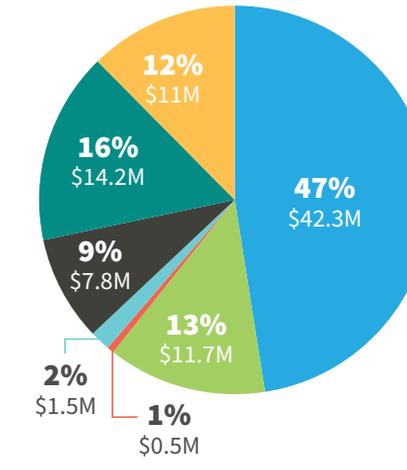
Despite a recent nationwide dip in ridership, STA ridership remained steady in 2017.

2017 Revenue= \$89 Million

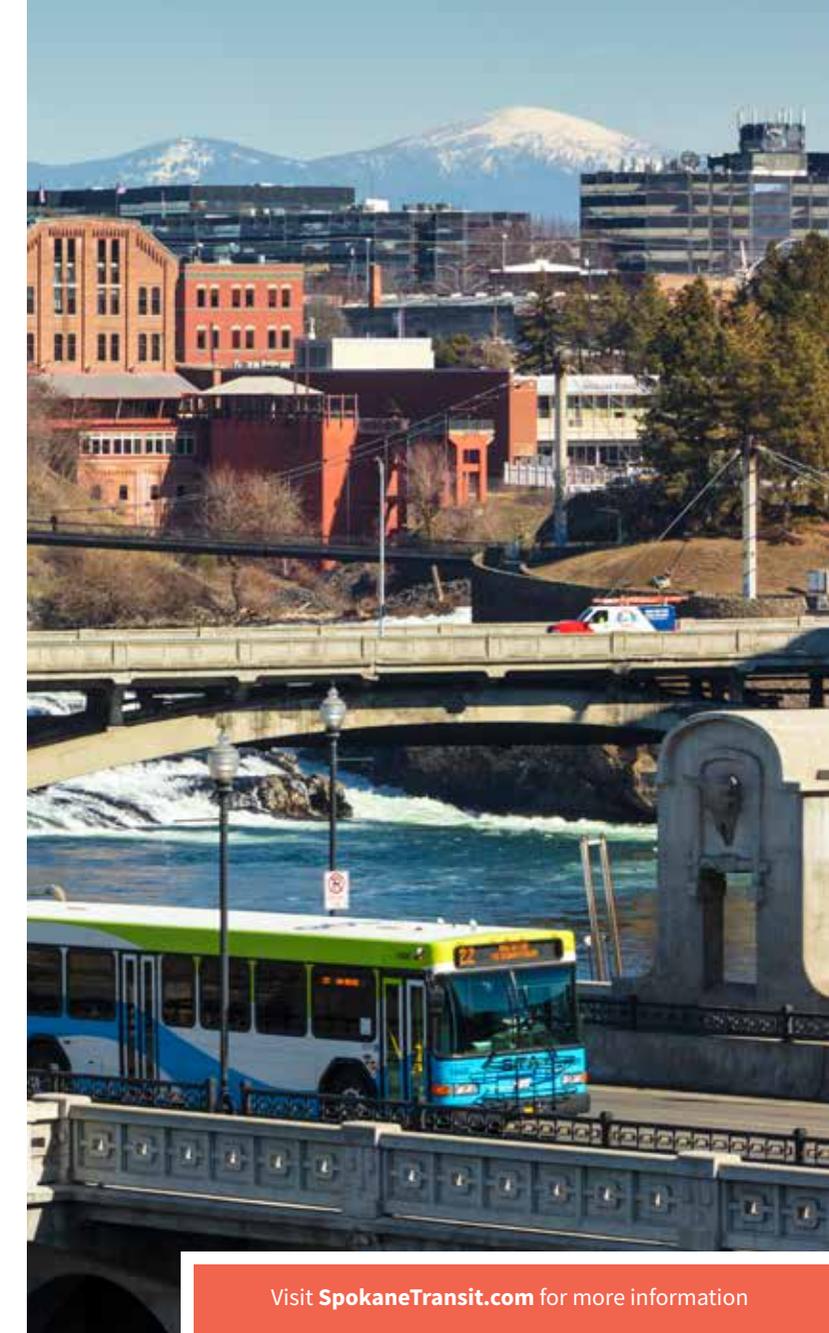


- Federal Operating Grants
- State Operating Grants
- Miscellaneous
- Capital Grants
- Passenger Fares & Other Transit Revenue
- Local Voter-Approved Sales Tax

2017 Expenditures= \$89 Million



- Capital (Local)
- Future Capital
- Fixed Route Bus
- Paratransit
- Vanpool
- Plaza
- Administration



Visit SpokaneTransit.com for more information

// REAL TIME

Innovation in operations and user experience.

In 2017, STA unveiled Real Time bus information—an investment in STA's Smart Bus Project to develop simple, powerful solutions that work with riders' phones and devices to improve the transit experience. Combined with service improvements from the *STA Moving Forward* plan, this investment will help more riders connect to more destinations throughout STA's service area.

Real Time information helps STA as an organization, using Global Positioning System (GPS) to improve operational efficiency and customer satisfaction. By monitoring bus activity and taking proactive measures to fix issues as they arise, STA operations staff can dispatch additional resources and keep the system running on time.

Real Time benefits customers, too. Access to the information online saves bus riders valuable time and helps reduce anxiety when wondering about when the bus will arrive. Check it out online at SpokaneTransit.com/RealTime. It's easy to use, giving riders the convenience of choice in how to get the information they want. Real Time info is also available by phone, or on reader boards in the Plaza and at select Park and Ride locations.



// NEW FARES

Sharing the cost of better transit.

To help keep pace with the cost of maintaining, improving, and expanding a transit system essential to the region's economic growth, STA implemented the first of two phases of a fare increase in 2017. Like transit agencies throughout the world, transit riders and local taxpayers share the cost of the public service. In our region, the STA Board of Directors identified that riders pay 20% of the cost to operate the system. As that number fell below 20% in recent years, and after significant public outreach, the Board approved a two-part fare increase to get the portion riders pay back up to where it needed to be.

PHASE 1

The first phase was implemented on **July 1, 2017**, a year after the Board's approval. At that time, the cost of a 2-Hour Pass increased from \$1.50 to \$1.75.

PHASE 2

The second phase is scheduled for **July 1, 2018**, when the price will increase from \$1.75 to \$2.00 for a 2-Hour Pass.

The phased approach was intended to help ease the price impact on the community's most vulnerable citizens—students, the elderly and those with disabilities who depend on the service every day. The approach also allowed time for large quantity pass buyers, like non-profit service providers and employers, to plan their annual budgets accordingly.

In parallel with new fares, STA is investing in technology that would make buying passes more convenient for riders. Whether paying from your desktop computer, mobile device, or at an off-board ticketing machine in the future, paying transit fares will be quicker and easier.



View details of the new fares:
SpokaneTransit.com/NewFares

// PLAZA RENOVATION

Improving function and service at the center of our operations.

The STA Plaza serves thousands of passengers and customers every day, making it one of the busiest public facilities in all of Spokane County. After more than 20 years in operation, the building was in need of a renovation and functional improvements.

The goal of the renovation was to improve the customer experience and operational efficiency.

Completed in summer 2017, the renovated Plaza features all customer amenities in a convenient first-floor location, including customer service, expanded retail options, restrooms, and inside waiting areas with Real Time information signs.

The renovation was a success. In addition to our previous retail tenants Subway, Pizza Rita and Joe's Mini-Mart, Metro PCS signed a multi-year lease and now occupies its own space in the first floor rotunda. With easier access to everything customers and visitors need, The Plaza is now a more effective contributor to a vibrant Downtown community.

We're always looking for ways to improve bus operations, so the next major Plaza-related project will be to streamline how transit vehicles interact with the building and with the greater transit network.

RENOVATION IMPROVEMENTS INCLUDE:

// **Customer service counter where passes can be purchased and questions answered, retail spaces and restrooms**

// **Installation of new escalator**

// **Improved waiting areas with exterior views**

// **New digital Real Time information signs**



PARATRANSIT + MOBILITY TRAINING

Providing access and independent living.

PARATRANSIT

Excellent and compassionate customer service has always been at the heart of Paratransit service—a door-to-door, wheelchair-accessible, shared-ride transportation service for individuals whose disability prevents them from using the regular fixed-route buses.

The Paratransit Users Group (PUG) is an advisory committee of Paratransit users that provides important feedback and perspective about this federally-mandated program. STA staff and PUG members meet three times a year to ensure STA is providing high quality and efficient service all transit users deserve.

Along with high customer satisfaction, STA is proud to have the lowest cost per Paratransit

passenger among the urban transit agencies in Washington State.

MOBILITY TRAINING

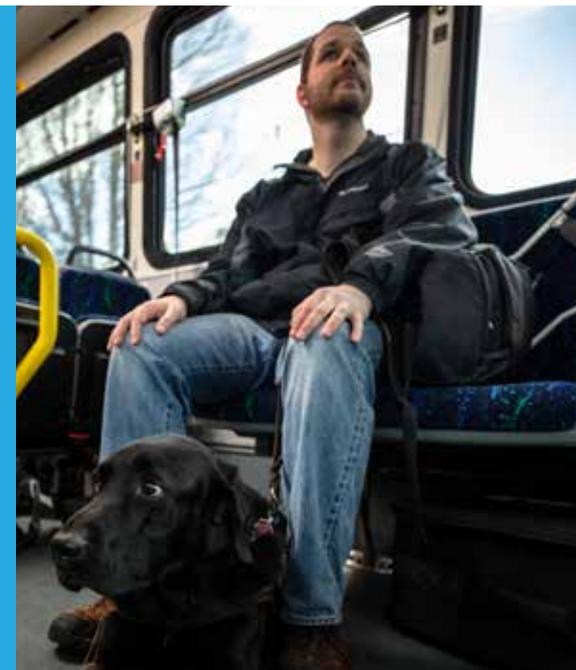
Through one-on-one and group education, the mobility training program helps seniors and people with disabilities gain more independence by assisting them to learn how to ride the regular, fixed-route bus system. Truly an important public service, the program is also intended to reduce the cost of operating Paratransit by empowering those whose skills allow them to use the bus.

The Mobility Training Center, located on the second floor of The Plaza, provides training to anyone who needs assistance learning to use the services that STA provides. Last year the mobility training staff worked with nearly 4,000 individuals and attended nearly 90 public outreach events to increase awareness and encourage the use of public transit.



IN 2017:

// More than 475,000 Paratransit rides



VANPOOL

Flexible, cost-saving commuting.

Vanpool is just like carpooling, but with a few more people. Using a Spokane Transit 7-, 12-, or 15-passenger van, a group of people who live and work in approximately the same area are able to commute together to save money. Spokane Transit Vanpools cater to longer distance commutes. With 20-, 40-, and even 100-plus mile commutes, Vanpool serves Eastern Washington and Northern Idaho, as long as the trip begins or ends in Spokane Transit's service area.

IN 2017:

More outreach: Vanpool focused on educating area employers about its service by performing over 90 presentations and trainings to area worksites—a 400% increase over previous years.

Improved amenities: In keeping with national trends, the Vanpool fleet was upgraded by adding 12 new vans with amenities like more headroom and larger

cabins, backup cameras, seat warmers, and charging ports for on-the-go commuters.

Free downtown parking: Through a partnership with the City of Spokane, vanpoolers can now park for free at any all-day meters.

Vanpool service: A new first/last-mile service will help commuters rideshare over short distances—from a park and ride to a worksite just outside of walking distance, for example.

Operationally-sound: Vanpool operations closed the year with a 104.6% cost recovery making the program both sustainable and competitive.

In 2018, STA will continue its focus on growing participation in the program through increased outreach and more awareness of the new Vanpool first/last-mile service.

Learn more at: SpokaneTransit.com/Paratransit

View details at: SpokaneTransit.com/Vanpool

// UNIVERSAL TRANSIT ACCESS PASS

Connecting people to jobs and education.

By using their college or university identification card, students, faculty and staff from around the region are able to ride the bus without the added steps of buying bus passes or handling cash. With

each quick swipe or tap at the farebox, transit riders are saving money, reducing drive-alone car trips, and helping to improve air quality. These commuters enjoy a little extra time for homework, social media—or rest—and don't worry about traffic or parking.

This partnership with local colleges and universities is possible through STA's Universal Transit Access Pass (UTAP) program, an agreement between the institution and STA that gives riders unlimited access to local transit. UTAP participants, while currently enrolled in or employed by a participating institution, can ride the bus without having to pay an out-of-pocket fare. Each ride is electronically tracked and charged to the annual contract for each institution.

In 2017, there were more than 1.4 million rides in the UTAP program. It is an important tool to reduce traffic congestion. For example, trips to and from Eastern Washington University (EWU) account for nearly 20 percent of all trips on State Route 904 between I-90 and Cheney. Without the program, there

would be increased wear and tear on our highways and roads and less capacity for other drivers and freight. It also helps reduce the demand for scarce campus parking. Each day, thousands of students bypass the frustrating experience of circling already full parking lots.

Academic UTAP partners include EWU, Gonzaga University, Spokane Community College, Spokane Falls Community College, and Washington State University Spokane, with Whitworth University Spokane planning to join the program in the fall of 2018.

The City of Spokane and Spokane County are also participants in the program, and STA is actively working to expand it to other large employers in the region.



UNIVERSITY DISTRICT

Supporting economic growth and education.

The University District is important to growing the region's future economy by providing jobs, cultivating the health care industry, and improving access to education—goals shared by us at STA.

The University District Development Association aspires to create a learning, working, living and shopping environment that is dynamic—from wide, walkable sidewalks and green space, to the pedestrian bridge that will allow pedestrians and cyclists to cross the railroad tracks between the north and south portions of the University District.

STA also strives to create spaces that are walkable and have strong transit connections. That is why STA plans to extend the medical shuttle Route 2 in September of 2018 to connect students, researchers and others in the University District with the medical facilities across Spokane's lower South Hill.

STA's Central City Line, estimated to be in service by 2021, will also play a significant role in the University District as it connects students, faculty and staff with housing in the Logan, Chief Garry, Riverside and Browne's Addition neighborhoods.

STA is a long-time partner in the University District and is represented on its Board of Directors.



STA IN THE COMMUNITY

Sharing pride in our partners.

STA provides commuting solutions for community events. During **Bloomsday**, runners can pre-purchase a bus pass as part of the online registration process. That gives them unlimited bus rides all day between Downtown and the express shuttle lots at Ferris High School, the Spokane Valley Mall, Northtown Mall, Mukagawa and the Red Barn in Cheney. During **Hoopfest**, STA provides two shuttle service routes (Hoop Loops) to connect players and fans to the downtown core. And for the **4th of July**, STA extends its service hours so people can stay out late and catch the fireworks.

STA believes in doing its part to make our community stronger. In 2017, STA partnered with KXLY 4 News for its **KXLY 4 News Coats 4 Kids** campaign. STA representatives used an STA bus to collect and distribute coats donated by community members throughout the region. The laundered coats are given to local kids to keep warm during winter months.

STA partnered with **Spokane County Library District** to help kids (and all ages) learn how to ride the bus and to encourage community members to sign up for library cards.



200+

participating families in Touch-A-Bus Story Time—stories read by an STA coach operator



5,270

rides to Hoopfest



MORE THAN 10,000

coats collected and distributed in partnership with KXLY 4 News Coats 4 Kids campaign



1,444

new library cards during the Library-Card Sign-up Drive



25,485 rides to Bloomsday

// OUR PEOPLE

Driven to success through service.

We're drivers, planners, accountants, mechanics, project managers, customer service representatives, and more—and we're also community members, just like you. Meet some of our people, learn what they do, and how they make a difference in the lives they touch as they make our region a better place to work, learn and live.

A number of exemplary STA employees were selected to receive the 2018 Wall of Fame Award from the Washington State Department of Transportation, honoring them for their dedication, innovation, customer service, and professionalism. These employees were nominated by their peers and selected by previous award winners.



ANITA TEAGUE
PARATRANSIT SUPERVISOR

For 30 years, Anita has served the citizens of Spokane as a van operator, dispatcher, reservationist, and supervisor. Dedicated, empathetic, and professional, she has played a big part in providing and improving the excellent service STA offers customers.



JOHN CHRISTIANSEN
COACH OPERATOR

John is known for his excellent customer service and wonderful way with customers. He goes above and beyond the role of coach operator, getting to know STA's new drivers' names and interests. He is a member of the 25 Year Safe Drivers Club—a tremendous accomplishment.



Seven reservationists make up the team, from left: Fred Kelso, Kim Nichols, Merissa Newell, Tami Spangle, Januari Brown, Michelle Trotchie, and Toby Herman.

PARATRANSIT RESERVATION TEAM

PARATRANSIT RESERVATIONISTS:

The Paratransit Reservation team is known for professionalism and empathy with customers scheduling rides. In a recent survey, they were rated 4.7 on a 5 point scale in customer service.