

Spokane Transit Authority
1230 West Boone Avenue
Spokane, Washington 99201-2686
(509) 325-6000

OPERATIONS AND CUSTOMER SERVICE COMMITTEE

Minutes of the November 2, 2011, Meeting
Southside Conference Room

MEMBERS PRESENT

Nancy McLaughlin, City of Spokane*
Amber Waldref, City of Spokane
Gary Schimmels, City of Spokane Valley
Rick Jacks, Citizen **
Mike Brewer, Citizen
Nan Kelly, Citizen
Andrew Rolwes, Citizen
David Driscoll, Citizen
Ann Campeau, Citizen
Dennis Tonhofer, ATU 1598
Jim Fitzgerald, ATU 1015
Judy Cassell, AFSCME 3939

STAFF PRESENT

E. Susan Meyer, Chief Executive Officer
Steve Blaska, Director of Operations
Karl Otterstrom, Director of Planning
Lynda Warren, Director of Finance and Administration
Molly Myers, Manager, Communications
Don Reimer, Manager, Facilities & Maintenance
Jacque Tjards, Manager, Purchasing
Denise Marchioro, Manager, Paratransit Services

GUESTS

Mike Kunder, AFSCME 3939

MEMBERS ABSENT

None

* Chair

1. **CALL TO ORDER**

Chair McLaughlin called the meeting to order at 1:33 p.m.

2. **INTRODUCTIONS AND CORRESPONDENCE**

Introductions were made. There was no correspondence requiring the Committee's attention.

3. **MINUTES OF THE OCTOBER 5, 2011, COMMITTEE MEETING - CORRECTIONS OR APPROVAL**

Mr. Brewer moved to approve the minutes. The motion was seconded and passed unanimously.

4. **PUBLIC EXPRESSIONS**

None.

5. **TARIFF POLICY CHANGE: REDUCED FARE FOR SHUTTLE ROUTES – ACTION REQUESTED**

Mr. Blaska explained that the Federal Transportation Administration directed that STA implement a reduced fare for shuttle service. The revenue impact of the change will be minimal because the majority of shuttle riders use 2-hour passes, day passes, city ticket passes, or 31-day passes. Only riders paying cash for a one-ride fare would be eligible for the shuttle reduced fare, and through September 2011, only 481 shuttle passengers paid using cash. Based on a system-wide average, only about 13% of those riders would have qualified for the reduced fare. Mr. Blaska reviewed the proposed revision to Phase 3 of the Tariff Policy which included the new shuttle fare. To minimize transition expenses, republication of the current schedules will not be necessary because the change will be posted on STA's website and on the shuttles.

Mr. Rolwes moved to recommend the Board of Directors approve the Amendment to the Tariff Policy as proposed. The motion was seconded and passed unanimously.

6. **JANUARY 2012 SERVICE CHANGES - SUMMARY – INFORMATION**

Mr. Otterstrom said that the adopted Service Implementation Plan calls for more adjustments in January and May 2012. However, Planning and Operations have identified several adjustments which should take place before January 2012. Minor schedule modifications (within CEO authority) which will take effect on Sunday, November 13, 2011, include:

Rt 1	Plaza/Arena Shuttle	Reduce weekday frequency to 20 minutes off peak and 10 minutes during peak; timepoint adjustments
Rt, 2	Southside Medical Shuttle	Reduce weekday frequency to 20 minutes, timepoint adjustments
Rt. 22	Northwest Boulevard	Timepoint adjustments inbound to increase running time

Rt. 27	Hillyard	Timepoint adjustments outbound and inbound
Rt. 43	Lincoln/37 th Avenue	Timepoint adjustments outbound and inbound to provide increased running time
Rt. 90	Sprague	Departure zone moved to Plaza zone 2 and adjusting routes in zones 2, 3, and 4 to be shifted up one zone to zones 3, 4, and 5

Mr. Otterstrom noted that since the 7% service reduction was implemented in September, system ridership has increased slightly. Staff continues to monitor operational effects including schedule adherence, connectivity, and capacity. Further adjustments are being finalized for January 2012 and will be reported on in December. Other minor adjustments are anticipated in May 2012, and staff will be evaluating service changes for September 2012 to improve northside connectivity consistent with the Service Implementation Plan. Mr. Blaska added that most of the feedback for these service adjustments was provided by the coach operators and our customers.

7. LINEN SUPPLY SERVICES – INFORMATION

Mr. Blaska said that the current linen supply contract will expire in December. Specifications for a new contract were approved at the July Operations and Customer Service Committee meeting. Items supplied under the contract include coveralls, shop rags, rugs and mats, and pants and shirts. Three vendors provided bids, and estimated expenses for the five-year contract are within the CEO's signature authority. As a result, no further action by the Committee or Board is necessary. The evaluation committee is recommending an award of contract to Aramark Uniform Services at an annual cost of approximately \$30K. Mr. Blaska thanked Mr. Brewer for his service on the evaluation committee.

8. MOBILITY TRAINING PROGRAM - 5TH YEAR SUMMARY – INFORMATION

Mr. Blaska explained that the Mobility Training Program assists seniors and persons with disabilities in gaining more independence by helping them become Fixed Route bus riders. In June 2005, the Program was presented to the Board for approval, and a three-year contract was awarded to Paratransit, Inc., in March 2006. The program began in July 2006 and has had two contract year extensions. In July 2011, Paratransit, Inc., began a second three-year contract which was expanded to include In-Person Assessments beginning in July 2012.

Mr. Blaska gave an overview of definitions associated with the program, as well as the number of assessments completed since program inception, noting that the program continues to grow and in the current year, has performed 48% over goal. There are two forms of training: basic training (which is 23% over goal); and intensive training (which has nearly doubled the goal). Additionally, there are community outreach efforts and group trainings (which are 300% above goal).

Objectives of the new contract include: continued cost savings to STA by reducing demand for Paratransit service, focusing on independent travel for elderly and/or disabled riders, the development of new technology for tracking travel training efforts, and the establishment of In-Person Assessments beginning in July 2012. Mr. Blaska noted that there was a total cost avoidance of approximately \$611K for year five of the program as a result of travel training efforts. This figure does not include all those individuals trained in years 1 through 4, but it is indicative of the continuing success of the program in the current year.

Ms. Waldref asked if staff was able to track whether those individuals who were trained are actually riding the bus. Mr. Blaska responded that program graduates are given a Smartcard, and their use of Fixed Route service can be tracked that way.

9. STA BOARD BUDGET WORKSHOP – INFORMATION

Ms. Warren commented that there will be a workshop on the proposed 2012 Operating and Capital Budgets and Staffing Plan following this Committee meeting and members and guests are invited to stay for the workshop.

10. CEO REPORT – INFORMATION

- a. Ms. Meyer reported that preliminary numbers indicate that ridership for October is up 2.5%. Much of the increase can be attributed to those riders traveling to Cheney.
- b. Ms. Meyer referenced the Community Perceptions Survey (included with the packet), noting that the overall percentage of people who said that STA was doing a good, very good, or excellent job was over 82%. This is a big improvement over the last survey, and credit goes to coach and van operators, customer service representatives, and reservations staff for their focused efforts toward service improvement.

11. COMMITTEE INFORMATION

- a. Third Quarter 2011 Operating Indicators - as presented.
- b. Third Quarter 2011 Safety & Loss Summary Report - as presented
- c. September 2011 Operating Indicators - as presented.
- d. Community Perception Survey - as presented.
- e. Community Outreach and Involvement - as presented.
- f. Third Quarter 2011 Performance Measures - as presented.
- g. Holiday Service Hours - as presented.

OLD OR NEW BUSINESS

None.

12. COMMITTEE MEMBERS' EXPRESSIONS

Mr. Brewer inquired about a reference in the October 5, 2011, meeting minutes to the Central City Line Small Starts Application. Ms. Meyer explained that this is the first project for which an alternatives analysis was done because the City of Spokane received federal and state funding to cover the costs of the analysis. With this funding, the Central City project is further along than the review of other alternative corridors for a high-performance transit project. Other options will be reviewed and discussed in depth before any final recommendation is made as to project implementation. Ms. Meyer added that the Central City project will not be built without voter approval; STA is just in a planning phase at this time.

Ms. Kelly commented that some riders appeared to be unaware of STA's Rules of Conduct in reference to service animals and asked if STA could produce a video similar to the "Bikes on Buses" video which could be made available to individuals traveling with a service animal. Ms. Meyer said that was a good idea and staff would look into this further.

13. NEXT MEETING – WEDNESDAY, DECEMBER 7, 2011, 1:30 P.M., SOUTHSIDE CONFERENCE ROOM, 1230 WEST BOONE AVENUE

14. ADJOURN

There being no further business to come before the Committee, Chair McLaughlin wished everyone a nice Thanksgiving holiday and adjourned the meeting at 2:13 p.m.

Respectfully submitted,

Jeanette Van Dort, Executive Assistant