

Spokane Transit Authority  
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**SPECIAL MEETING WORKSHOP FOR  
CITIZEN ADVISORY COMMITTEE AND BOARD OF DIRECTORS**

Meeting Minutes for September 8, 2010  
Southside Conference Room

**CAC MEMBERS PRESENT**

Fyrne Bemiller  
Susanne Croft  
Will Flanigan  
Victor Frazier  
Charles Hansen  
Resa Hayes  
Ted Horobiowski  
Larry Luton  
Dean Lynch  
Fran Papenleur  
Philip Rudy  
Brenda Smits, Chair

**BOARD MEMBERS PRESENT**

Rhonda Bowers, Labor Representative  
Dean Grafos, City of Spokane Valley  
Bonnie Mager, Spokane County  
Richard Rush, City of Spokane  
Patrick Rushing, City of Airway Heights  
Gary Schimmels, City of Spokane Valley  
Jon Snyder, City of Spokane  
Wendy Van Orman, City of Liberty Lake, Chair  
Amber Waldref, City of Spokane

**STAFF PRESENT**

Steve Blaska, Director of Operations  
E. Susan Meyer, Chief Executive Officer  
Karl Otterstrom, Director of Planning  
Charlie Phillips, Operations Analyst  
Jim Plaster, Director of Finance & Admin.  
Naomi Zantello, Executive Assistant

**GUESTS PRESENT**

Laura McAloon, Legal Counsel

**BOARD MEMBERS ABSENT**

Mark Richard, Spokane County

**CAC MEMBERS ABSENT**

Margaret Jones

**1. CALL TO ORDER AND ROLL CALL**

Chairman Smits and Chairman Van Orman called the meeting to order at 5:16 p.m. and conducted roll call.

**2. DISCUSSION AND REVIEW OF FORMAL SUSTAINABILITY PROGRAM**

Chairman Smits welcomed the Board members and thanked them for their attendance. Ms. Smits began with a presentation to the Board. She reviewed the background of the Committee's work thus far for a formal sustainability program.

Ms. Smits said in October 2009 the CAC accepted the task to investigate the concept of sustainability as it applies to STA. It was a two-step project with the first step being an evaluation as to whether STA should incorporate a formal sustainability program in the organization. If a program was recommended, the second step would provide an outline for the composition of a program including goals and objectives.

Ms. Smits explained that the process began with a review of sustainability definitions. The Committee agreed on the framework and crafted a definition. They also researched other programs such as American Public Transit Association, International Standards Organization, Federal Transit Administration, local government, and other transits. From this the Committee developed the rationale and recommendation.

Ms. Smits shared the Committee's proposed definition of sustainability for STA is *Sustainability at Spokane Transit is about providing services in ways that optimize our ability to meet the needs of present and future generations through actions that balance the region's economic, environmental, and social well being.* The developed rationale is demonstrated in the table below:

	Environmental	Social	Economic
Demonstrate STA has embraced its responsibility to the community to be a good steward of all resources.	✓	✓	✓
Put STA in a better position to respond to energy constraints, government mandates, incentives, and programs.		✓	✓
Minimize the risk of financial costs of environmental impacts.	✓		✓
Take advantage of new technology to improve resiliency of STA through enhanced long term efficiency and effectiveness.		✓	✓
Enable STA to engage in industry and transit “best practice” networks.	✓		✓
Enhance the Community’s perceived value of STA.		✓	
Help educate community on the benefits of public transportation.		✓	
Demonstrate community leadership		✓	
Help conserve financial resources.			✓
Help conserve environmental & energy resources.	✓		
Enable STA to leverage outside resources to expand operations.			✓

As Ms. Smits progressed down the rationale table, the following questions and discussion took place:

Mr. Grafos asked why “put STA in a better position to respond to energy constraints, government mandates, incentives, and programs” is not considered environmental.

Mr. Frazier said if STA is “shovel ready” by being positioned policy wise to respond to federal mandates, this allows for better positioning to accept governmental funding.

Ms. Smits asked the Board to keep in mind there are several members of the CAC and there was much discussion in determining the category placements. The check marks in the table represent a consensus of the Committee.

Mr. Lynch said every statement could have been all three categories. The Committee tried to narrow down the statements to the true category in which they fell.

Ms. Croft added that sustainability is an exercise in systemic thinking. With the triple bottom line, it is not uncommon for everything to weave together. The table represents the predominant implications.

Mr. Rush asked if STA is subject to the orders of government reporting required by executive order.

Mr. Phillips replied that STA is subject to this reporting.

Mr. Blaska added that there has been a general assessment of where STA stands today using 1990 as a performance baseline.

Ms. Smits closed her presentation with the recommendation that the Board of Directors concur with the Committee's recommendation that STA pursue a formal Sustainability Program and the Committee continue this project by developing the outline of such a program.

Mr. Rushing said "demonstrate community leadership" should be both social and economic.

**Mr. Lynch motioned to add "demonstrate community leadership" to the economic column.**

**Mr. Frazier seconded the motion.**

**The motion passed with all in favor, none opposed.**

Ms. Meyer suggested a review of the next steps prior to the Board making a decision, and added that that the Committee labored on the rationale and said every box could have been checked for each statement. The Committee had its reasoning for finalizing the product as they did. Ms. Meyer believed the CAC would like their recommendation to be approved as presented with the option to revise the rationale statements prior to including these statements in future documents. Ms. Meyer reminded the primary goal of this meeting is for the Board to approve whether or not to have a sustainability program.

Mr. Blaska stated the Committee needed to answer the question "why" should STA have a sustainability program. The first step was to define what sustainability is and what it means to STA, and what are the reasons or rationale to establish a program. Prior to going forward with developing a program, it is very important that the Board be in support with the direction and philosophical underpinning of the program. If approved, then the outline of a program is developed based on the rationale as long as the Board concurs with the rationale. This is a fundamental step as it will guide the rest of the process.

Ms. Mager asked why the Committee decided to differentiate between environmental, social, and economic.

Dr. Luton said rather than checking all three boxes, the Committee needed to determine which of the elements in the triple bottom line were most focused on in the phrasing of each rationale statement. In essence, each of these statements relate to all three categories. The table helps to define the focus of the statement.

Mr. Frazier added that the Champagne-Urbana triple bottom line model was used as the Committee's model in addition to the best practices of other transit agencies. Long-range, vs. tactical or responsive thinking was another key component to developing the program.

Ms. Croft said that the Committee developed the rationale at the same time as determining a framework, and the checklist was a tool to verify if the rationale fit the triple bottom line.

Mr. Snyder said he accidentally came to the July CAC meeting. This allowed him to see the working discussion and articulation. He felt the definition was well thought out, and overall, he commended the Committee on the produced document.

Dr. Rudy commented the Committee wanted to optimize actions that give balance to the environmental, social and economic well being for the transportation needs of the community.

Ms. Waldref agreed with Mr. Snyder, and thanked the Committee for their work. She added that the triple bottom line fell within the existing service guidelines of energy efficiency and farebox recovery. This is exciting as it puts it into a specific program.

Ms. Bowers asked how the programs reviewed were selected.

Mr. Blaska said that Ms. Smits, Mr. Richard and Ms. Meyer attended a sustainability conference hosted by American Public Transportation Association (APTA) last year. The programs reviewed were the transits with the most refined programs. They are all voluntary members of the APTA program and presented material that STA could work from.

Ms. Smits said if the Board agrees with the Committee's recommendation, the next steps for the Committee are to look at the scope of the program and determine how large or small it needs to be. Principles and Policies that define

the program will need to be included in STA's Comprehensive Plan. The Committee will make a recommendation for an action plan and will develop specific goals and objectives.

Ms. Meyer said there is a great range of projects that STA could include.

Mr. Rushing asked what the benefits are of having a sustainability program.

Ms. Meyer said if a sustainability program is approved, it would be incorporated into the Comprehensive Plan. Having this program in place better positions STA for grants and future opportunities.

Ms. Van Orman asked about ISO14001 certification.

Mr. Rushing said he would like to see STA participate in this program.

Ms. Meyer replied that the CAC would decide at a later time whether to participate or not. She said only UTA has ISO 14001 certification. It is very rigorous and staff intensive to obtain certification and remain certified.

Dr. Rudy spoke about intended and unintended consequences.

Ms. Van Orman asked for any further comments, hearing none. She asked if this is something the Board supports moving on today.

**Mr. Rushing motioned that the Board accept the recommendation from the Citizen Advisory Committee.**

**Mr. Snyder seconded the motion.**

**The motion passed with all in favor, none opposed.**

Ms. Van Orman thanked the CAC for their work and dedication.

Mr. Snyder suggested for the Committee to break out to sub-committees as they move towards the action and recommendation stage. He also referenced the sustainability section of the APTA website and its reference to community land use and felt this to be an important component to STA's sustainability discussion.

Mr. Rushing agreed with the idea of breaking out to sub-committees to find key issues.

Ms. Waldref said STA took a big step in approving the Comprehensive Plan which ties in to Mr. Snyder's comments of land use.

Mr. Otterstrom added there is a placeholder in the Comprehensive Plan for the CAC's final sustainability work product.

Ms. Smits announced that Ms. Croft brought flyers for Sustainable September in Spokane.

Mr. Frazier mentioned that the CAC is willing to help with the public relations effort on any decisions to do with the Plaza, as well as study and evaluate any proposals received.

Ms. Meyer asked if the 2011 service changes will be included in the next meeting's agenda.

Mr. Blaska said this would be included as well as a financial update.

Ms. Smits and Ms. Hayes thanked the STA staff for their work and support to the Board and Committees.

### **3. SET AGENDA FOR NEXT MEETING**

**The next meeting will be Wednesday, October 13, 2010 – 5:00 p.m. (Regular Meeting) – Spokane Transit, Southside Conference Room.**

**4. ADJOURN**

With there being no further business to come before the Committee and Board, the meeting was adjourned at 6:19 p.m.

Respectfully submitted,

Naomi Zantello  
Executive Assistant