



2018 Strategic Plan

Board Approved October 19, 2017

Introduction

As a part of the annual budget adoption process, STA prepares a concise annual strategic plan identifying agency priorities for the coming year, including major implementation actions, whether they impact service, infrastructure, or processes. The plan will be a companion to the budget and will be generally consistent with the Comprehensive Plan.

Background

Two thousand seventeen marked the beginning of an exciting new chapter for STA—the first year of the voter-approved and funded 10-year plan for more and better transit, known as STA Moving Forward.

New and improved services were introduced starting in the spring consistent with the STA Moving Forward plan. Work continued on implementing High Performance Transit corridors. We celebrated the groundbreaking of the West Plains Transit Center, Route 95 in the Valley was introduced, and work is moving forward on time and on budget. Request for rating of the Central City Line Bus Rapid Transit (BRT) project application for a Small Starts grant was submitted to the Federal Transit Administration in April.

The long-planned renovation of the downtown Plaza was completed on time and under budget. All customer services are now conveniently located on the first floor.

After two years of decline, monthly ridership increases are evident. We expect to end 2017 consistent with 2016 ridership. Targeted marketing efforts coordinated with the colleges and universities participating in the Universal Transit Access Pass (UTAP) program sparked renewed interest and ridership.

The voter-approved sales tax rate increase of 0.1% went into effect in April bringing the local sales tax dedicated to transit to 0.7%. The first of two Board-approved fare changes went into effect July 1, 2017 in conjunction with the Board's fare recovery objective and the STA Moving Forward funding plan. A number of key senior positions were filled with new employees and internal promotions.

VISION

Spokane Transit aspires to be a source of pride for the region.

MISSION

We are dedicated to providing safe, accessible, convenient, and efficient public transportation services to the Spokane region's neighborhoods, business and activity centers.

We are leaders in transportation and a valued partner in the community's social fabric, economic infrastructure and quality of life.

2018 Strategic Plan

1. New Service

- ∞ Extend Medical Shuttle (Route 2) to connect the south side of the University District with health care facilities on the South Hill.
- ∞ Extend night and weekend service to the Indian Trail area on Route 23.
- ∞ Evaluate options and implement new service to serve the new West Plains Transit Center.
- ∞ Improve schedule reliability on Routes 25 and 90, among other routes.

2. Continue Progress in Implementing High Performance Transit

Central to the STA Moving Forward Plan are investments in the High Performance Transit Network, adding service, passenger amenities, and improving reliability increases ridership. Investments across the country in bus rapid transit and other frequent service transit alternatives have consistently proven the community, economic and passenger benefits of such investments. 2017 saw both service and infrastructure investments, along with design progress. During 2018, five of the six corridors will see progress in various phases of design and construction:

Central City Line. Final design for the new 6-mile corridor-based Bus Rapid Transit route will be completed in 2018. A procurement strategy for Central City Line vehicles will be in progress in the event the preferred vehicle is not available on the state transit vehicle contract. The Federal Transit Administration's early rating of STA's Small Starts grant application indicates the project will meet the eligibility criteria for funding. The goal is for the project to be included in the FY 2019 congressional budget.

Cheney Corridor. Construction of the West Plains Transit Center will be completed in Fall 2018. Design work on the Four Lakes Station will progress with construction targeted for 2019. The full corridor implementation is scheduled for 2021 following the completion of Washington State Department of Transportation's improvements to Exit 272 that will enhance the functionality of the transit center and connections on the West Plains.

Division Corridor Improvements. Progress will continue in adding shelters and ADA improvements along the corridor. Three-door, articulated coaches are scheduled to be deployed on the route in 2018, increasing capacity of our highest ridership route. Added reliability improvements are also planned.

PRIORITIES

Ensure Safety

Earn and Retain
the Community's Trust

Provide Outstanding
Customer Service

Enable
Organizational Success

Exemplify
Financial Stewardship

Monroe-Regal Corridor Improvements. Funding has been secured to implement the project, including the Moran Prairie Park and Ride. Design should be substantially complete in 2018 in order to advertise for bid by early 2019 at the latest.

Sprague Corridor Improvements. While the project is not scheduled until 2023, additional targeted investments are expected in 2018 at Sherman and Sprague with collaboration on design with the City of Spokane for additional station improvements.

3. Core Infrastructure

Northwest Boone Garage. Construction will be started in 2018 and completed in 2019. The 65,000 square foot building will be used to service and store buses and vans and will be equipped with charging infrastructure for battery electric vehicles, including those planned for the Central City Line.

Fare Collection System. Existing fareboxes on buses were installed in 2006. The project is considered more comprehensive than a mid-life update as originally envisioned. Technology improvements and multiple payment options present an opportunity to improve ease of use and convenience for customers.

West Plains Transit Center. Construction of the 200 stall Park & Ride lot off I-90 at Medical Lake Exit 272 will be completed in fall 2018. Bus service will connect Medical Lake and Cheney. Improvements by the Washington State Department of Transportation in 2020/2021 will allow direct connecting service to include Airway Heights.

4. Increase Ridership

We are introducing about 7.5% more Fixed Route bus service in the fall, and are estimating 1.5% ridership growth for the year. This acknowledges the partial year of new service, as well as the time needed for new and extended routes to mature.

- ∞ 1.5% Fixed Route Bus
- ∞ 1.5% Paratransit
- ∞ 2.5% Vanpool

5. Fares

Passenger fares will change in July 2018, in the second of a two-step change approved by the Board in 2016. Adult two-hour passes will increase from \$1.75 to \$2.00. Monthly passes will go from \$50 to \$60.