

Spokane Transit Authority
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CITIZEN ADVISORY COMMITTEE MEETING
Meeting Minutes for July 18, 2012
Southside Conference Room
MINUTES

MEMBERS PRESENT

Fyrne Bemiller
Ann Campeau
David Driscoll
Victor Frazier, Chair
Charles Hansen
Margaret Jones
Dean Lynch
Philip Rudy
Brenda Smits

STAFF PRESENT

E. Susan Meyer, Chief Executive Officer
Steve Blaska, Director of Operations
Karl Otterstrom, Director of Planning

MEMBERS ABSENT

Mike Brewer
Resa Hayes
Nancy Kelly (tentative member)
Fran Papenleur

1. CALL TO ORDER AND ROLL CALL

Chair Frazier called the meeting to order at 5:02 p.m. and conducted roll call.

2. MINUTES OF THE CITIZEN ADVISORY COMMITTEE - Corrections or Approval

- a. Mr. Frazier asked the Committee to address the meeting minutes of June 13, 2012.
Mr. Hansen moved to approve the minutes, Mr. Driscoll seconded and the minutes were approved unanimously.

Mr. Lynch joined the meeting at 5:04 p.m.

3. PUBLIC EXPRESSIONS

There were no public expressions.

4. MOVING FORWARD

Mr. Otterstrom said that this will be a follow up to the discussion and exercise last month on the High Performance Transit (HPT) Network. The Planning & Development (P&D) Committee is recommending a list of projects to the Board to be studied. Moving forward is a process and effort to plan out investments in transit for the next 10-15 years. Mr. Otterstrom said STA is moving into Phase 2 as the Board approves a recommendation from the P&D Committee. He discussed the five memos provided to the P&D Committee. There are 20 projects identified in the Long List of HPT Corridors. Corridors have been prioritized. The P&D Committee has recommended 5 corridors to move forward to study in addition to the Central City line which is already under development in the preliminary stages.

Ms. Smits joined the meeting at 5:10 p.m.

Mr. Otterstrom discussed the five corridors listed below.

1. B1-A Downtown Spokane to Cheney
 - a. Highest Ranked Blue Line (higher speed, fewer stops & 15 min. frequency in peak times)
 - b. STA Employees who participated in workshop ranked it 2nd most important
 - c. Corridor could connect all 3 cities on West Plains without traveling Downtown Spokane
2. B2 Spokane Airport to Coeur d'Alene
 - a. 2nd Ranked Blue Line
 - b. STA Employees who participated in workshop ranked it most important
 - c. In online survey 42% rated Coeur d'Alene as one of the top 5 destinations
3. G1 Five Mile to Moran Prairie
 - a. G1 is the second highest ranked Green Line

- b. Serves several development priority centers for the City of Spokane
4. R1-A North Division to Downtown Spokane
 - a. Highest ranked Red Line
 - b. Supported by strong employee preference
 - c. Support from WSDOT, Spokane County, Spokane Regional Health District, SRTC, City of Spokane
5. R2/G3 East Sprague to Valley and Liberty Lake
 - a. G3 was tied for the 2nd ranked Green Line and R2 was the 3rd ranked Red Line
 - b. Combining the analysis is an effective way to engage stakeholders and consider the transit integration issues

The Central City Line is already under preliminary development and STA is pursuing grant funding.

6. G2 Central City Line
 - a. Ranked highest of all Green Lines and scored above all other corridors
 - b. STA Board has adopted a Locally Preferred Alternative (LPA) and allocated funding to continue planning for this project

Mr. Otterstrom discussed a map which showed Major Connection Facilities to be studied in Phase 2 and others to be deferred until a later date. Major Connection Facilities are park and ride lots, transit centers and other major facilities designed to connect multiple modes.

The proposed list of Phase 2 Projects for Study:

1. B1-A Downtown Spokane to Cheney
2. B2 Spokane Airport to Coeur d'Alene
3. G1 Five Mile to Moran Prairie
4. R1-A North Division to Downtown Spokane
5. R2/G3 East Sprague to Valley and Liberty Lake
6. G2 Central City Line
7. Basic Route Improvements
8. Improvements to Transitioning Basic Routes
9. South Commuter Service
10. Farwell Road Terminal and Park and Ride
11. Upriver Transit Center (SCC)
12. New Liberty Lake Park and Ride/Transit Center
13. Argonne Road Park and Ride
14. Moran Prairie Terminal/Park and Ride
15. West Plains Transit Center
16. Indian Trail Park and Ride
17. Paratransit
18. Rideshare
19. Passenger Interface (shelters, walkways and pathways to bus stops)
20. Other System Requirements (Infrastructure, maintenance, facilities)

STA will be engaged with the Community, Consultants and Staff to evaluate these 20 projects in the Moving Forward Phase 2 effort.

Mr. Otterstrom said that Corridor Advisory Panels (CAPs) will be formed. These CAPs would include developers, residents and people invested in the areas. For the Central City Line, a sounding board (citizen outreach group) was formed and it was an effective process in assisting with public input. Four corridors will have CAPs.

1. Division
2. Cheney
3. Valley/Liberty Lake
4. Monroe/Grand/Regal

Prior to study of the Airport to Coeur d'Alene corridor, a discussion needs to occur with elected officials and possibly SRTC will play a larger role in facilitating a discussion.

After the Board takes action next week, STA will be announcing an opportunity for individuals to sign up for CAPs. All of the CAPs will have 5 or 6 regular meetings, plus a bus tour of the corridor, an open house and a picnic. The meetings will take place

from late September through April. Mr. Otterstrom mentioned that the panels will consist of a wide array of people who live, work, own property or have a general interest in the corridor or transit.

Mr. Blaska said that Moving Forward is the most important project STA will be doing as an agency over the next 12-15 months. He said the idea is to have interested members of the CAC participate in the panels. The CAC monthly meetings would be suspended for about a year while the CAPs were occurring, but the CAC could be brought together for such items as a discussion on the budget or other special interest topics. Mr. Blaska mentioned that this would be the best way to have the CAC involved in this very important project. Mr. Blaska mentioned that the CAC would be a resource for staff and will add value to the CAPs with their knowledge of STA. This project will be all-consuming for staff and it will be the focus for the agency over the next year. This project is about how to define the opportunities available in the region for public transportation, within the constraints of the other three tenths of a cent funding capacity that exists through local sales tax.

Mr. Blaska suggested that CAC members review this proposal to be a part of the CAPs and decide which corridor is of interest. At the September meeting, the team will be divided up over the various panels. STA staff will be eliciting citizen participation in the CAPs over the next several weeks. Also, at the September CAC meeting there will be a discussion & decision on future CAC meetings & topics that would be held over the next 9 months.

Mr. Driscoll asked about the deliverable at the end of the CAP sessions. Mr. Otterstrom said that the deliverable will come from staff as far as data analysis and cost estimates. He said that part of each panel's role is to garner public input as well as ensure that all aspects as far as public outreach are covered. The panel does not come up with the formal recommendation, but a unified statement of all community input. The panel will work through all the process and elements and review alternatives. Each CAP will be somewhat different; some will focus on the stations and some on the mode and then frame the alternatives. The deliverable will be a statement of validation of the process based on the panel receiving the analysis and staff recommendations. Ms. Meyer said that information will be given to the CAPs and the CAPs will react to this. Ms. Meyer said it is not an insignificant role, and a big investment of time. Ms. Meyer said that applications will be solicited from the community, but STA is proposing that the CAC populate the panels at the start.

Mr. Otterstrom said that a sounding board member from the Central City Line project had very positive feedback about the process. The guidance received from that project, in addition to framing of questions and outreach was critical for the overall success of that project.

Mr. Blaska said that the questions would be different for each corridor. For instance on Division, the discussion could be the mode. In Cheney, the discussion might focus on a facility at Exit 272 and tie into the West Plains connectivity. For the Valley/Liberty Lake corridor, the discussion might revolve around whether it is a green or red line (limited stop or local service). Key elements would be different in each corridor where public feedback is essential.

Ms. Meyer said that at the Board Operations Committee meeting there was discussion regarding the CAC involvement in the CAPs. The Board Operations Committee members were favorable towards the proposal.

Dr. Rudy asked if this is an effort to help make STA more efficient with the use of dollars, social engineering costs tempered by funding opportunities. said he added that perhaps STA would decide to increase frequency to Cheney, but cost per rider subsidy would be greater than on the Division route.

Ms. Meyer said that at the highest level, STA is developing priorities for the future. All projects studied now will not end up in the final package of plans for the next 5 – 15 years. Ridership, which affects cost per passenger, is a definite comparison when all projects are studied. There is no funding to move forward with any project currently. When there is future funding, most likely through a ballot measure, a plan will be ready to implement.

Ms. Meyer said that during the course of the CAP meetings, staff will meet with the City Councils and Spokane County and receive input from elected officials. At the end of the process, all the due diligence should be done. At that time, it turns into a conversation for the Board about the other three tenths of a cent funding capacity that exists through local sales tax. Ms. Meyer said that some of that additional tax would be needed to preserve service. STA has survived on existing revenue so far, but at some point in the future STA needs to generate more revenue or reduce service further. The Board would decide what would make up a one-tenth, two-tenths or three-tenths of a cent package. The Board Operations Committee today gave staff the approval for planning purposes, to contemplate a spring of 2014 ballot primarily so that the other jurisdictions are aware of STA's plans. The City and County may go out for two-tenths of a cent for public safety which would mean by the time STA got

to the ballot that sales tax would be 8.9% therefore, even if STA only went for one-tenth of a cent the sales tax would be 9.0%. The foundation of all the planning is so that it is cost effective, efficient and the best use of taxpayer dollars.

Dr. Rudy agreed that it is wise to plan ahead.

Mr. Frazier helped the Parks Board with a major infrastructure issue in the Northwest neighborhood on the location of the Shadle pool. The Northwest neighborhood was extensively involved in public process as to the exact location of the pool. The Parks Board favored the Loma Vista site, but the Northwest neighborhood very strongly favored the Shadle area where it is currently located. There was disappointment on the part of the Parks Board, but eventually its Board saw the wisdom in having enough public input that supported the Shadle site. The Shadle pool has the heaviest use of the five new pools.

Mr. Frazier said he is interested in the Five Mile/Moran Prairie corridor and asked the purpose of that line and origin of that corridor. Mr. Otterstrom said for the green lined routes with focus on the corridor, not the end points. There are centers all along the corridor. Analysis was done on ridership and there are about 4,500 riders per day on this corridor. There is high density of people and activity on this corridor. Mr. Otterstrom said that 8,000 people live on this corridor and also work in the same alignment. Any line that continues through downtown is very efficient.

Ms. Bemiller said that the Coeur d'Alene to airport route is a destination corridor and has fewer stops. Mr. Otterstrom also mentioned that along that corridor, Downtown to the Spokane Valley or Downtown to Post Falls is very important. Ms. Bemiller said that the Downtown to Cheney line interests her and is more of a destination corridor too. Ms. Bemiller said that Division has more stops. Mr. Otterstrom said that Division does have more stops, but not as many as Monroe.

Mr. Frazier asked the committee if this is what they would like to participate in, in lieu of monthly CAC meetings. Ms. Bemiller asked if these CAP meetings would be instead of the CAC meetings. Mr. Frazier said that the CAPs will be made up of other citizens all working on one particular corridor.

Ms. Meyer said that the CAP schedules have been set and members will be able to choose their first, second and third priorities.

Ms. Jones asked about the CAP application. Ms. Meyer said applications will be accepted beginning July 26th. The application is located on the www.stamovingforward.com website. The dates and times for the CAP meetings will also be on the website. Mr. Frazier asked if the information could be sent to the CAC members.

Ms. Jones asked about the industrial building at Exit 272 and if businesses would be involved in the CAPs. Mr. Blaska said the intent of the CAP is to solicit input. Mr. Otterstrom said that they will be soliciting help from everyone to advertise this opportunity. Mr. Frazier said that more participation is beneficial. Mr. Blaska said this effort includes businesses and other stakeholders. Ms. Jones said that there is a Homeowners Association at the Fairways Golf course.

Mr. Frazier asked if the committee is familiar with the word "stakeholder". Ms. Bemiller said it is someone who has a lot of interest in a corridor. Mr. Frazier said it is someone who has an interest, owns property, or has an interest in seeing the outcome. Ms. Meyer said that the Government officials and businesses are stakeholders. Mr. Otterstrom said that Neighborhood Councils are stakeholders.

Ms. Meyer said there will be about 20 people per CAP for a total of about 80 people involved. The CAC members will be divided up into one of the four CAPs, unless a member chooses not to be a part of this effort, perhaps because the meeting dates will not work.

Ms. Campeau asked if the CAP meetings will be in the evening.

Mr. Otterstrom said that all the meetings will be 5:30 – 7:30 p.m. except the bus tour will be on a Saturday during the day.

Mr. Frazier said it is a good role for the CAC. No concerns were shared from committee members. Ms. Bemiller said that the long range planning is very exciting.

Mr. Otterstrom said that applications will be reviewed for a good cross section of perspectives for each panel. From the applications received, the Planning & Development Committee will be recommending CAP members to the Board. There will be a place holder for CAC members on the panels. Mr. Lynch asked if it would be a benefit to have an idea now which panel the

committee member is interested in. Ms. Meyer asked that members identify which corridor is their first, second or third choice and send an e-mail. Mr. Frazier asked if members would indicate which corridor(s) they are interested in and time preferences.

5. OPERATIONS REPORT REVIEW

Mr. Blaska said that the CAC will review the Operations Reports similar to the way feedback was provided on the Finance reports. Mr. Blaska said the monthly Operations indicators reports outline ridership and customer service. The quarterly reports consist of operating indicators which include ridership & financial information. The performance measures consist of ridership; cost per revenue hour and cost per passenger. All of the indicators are tied to STA's four priorities. The Board is reviewing STA's priorities with the possibility of adding a fifth priority; financial stewardship. The indicators will be realigned with the new priorities. The quarterly reports include a Safety & Loss summary report of injuries and accidents. Sample annual and semi-annual reports are included; ridership assessment, quality counts and a year-end safety report. Sample internal reports include a revenue pass report, Operations indicator report, Paratransit indicator report and Executive Team presentations. Mr. Blaska said that one of the Board members liked the graphs that compare year to year to show trends. The performance measures will not be reviewed until after the Board decides on the five priorities. A recommendation for the monthly reports may happen at the September meeting. Mr. Blaska asked that the committee review and give feedback on the reports.

Mr. Frazier said that the graphs that show ridership are easy to read, but also likes to see the numbers. Mr. Lynch said that with so many graphs and information it was overwhelming. Mr. Blaska said that that is good feedback because these are the reports that the Board reviews and staff wants to produce meaningful reports and communicate key points. Ms. Meyer said that all of the analysis is done for STA's internal operations and that won't change unless asked to provide something new. The information is for the Board to make a decision and for the public to understand enough about STA's operation so effectiveness can be judged. Mr. Lynch said that the more frequently the reports are reviewed, the more comfortable a person is, repetition is key. Mr. Frazier said the simple line graphs and the basic pie graphs showing revenue and expenses are good and most people are familiar with them. Ms. Bemiller said that seeing the trends is very interesting.

Ms. Jones asked if ridership is tracked on the special event weekends. Ms. Meyer said yes. Mr. Frazier said Hoopfest & Bloomsday are tracked and compared to prior years. Mr. Frazier asked about ridership at Hoopfest and Mr. Blaska said there was a 62% increase this year. Ms. Bemiller asked if the Plaza was open during Hoopfest and Mr. Frazier said it was closed down with the bus operations moved to the Southeast.

Dr. Rudy said he would be interested in the cash flow projection graph. Mr. Blaska said the new financial formats are included as information in the packet.

6. GENERAL BUSINESS

- a. Ms. Jones's granddaughter & friend had praise for the interior design of the Plaza especially the cougar and water feature. They have been riding the bus quite a bit and had a concern regarding bus availability at 10:30 p.m.
- b. Ms. Bemiller has ridden in six different Paratransit vans and they have all been new. Mr. Blaska said those new vans were put in service in March or April and 12 to 16 new vans will be arriving later this year.
- c. Ms. Jones asked about recycling buses. Mr. Blaska said there are two options for Paratransit vans; 1) auction or 2) up to 10 vans a year are in a grant program where agencies that provide human service support can submit a grant request. Ten agencies are chosen, the keys are handed to them, the agency reports back over the course of the year on how it has been used.

Mr. Frazier said he saw a van at the West Central Community Center. Mr. Blaska said that an STA van replaced a 1987 school bus that the agency had.

Mr. Blaska said that several churches and the Liberty Lake Recreation Center Meals on Wheels program have received a van. Ms. Meyer asked when the application for the next round would be. Mr. Blaska said after the first of the year.

- d. Mr. Frazier asked about the June tax revenue. Ms. Meyer said that it was down, bringing the year to date to about flat. So far this year, three months have been up and three have been down (not consecutively) ending with 0.3% in June. On a rolling 12 month basis, sales tax is up about 2.5%. At the Board 2013 budget workshop, the Board has directed staff to plan for a flat sales tax in 2013, instead of a 2% increase, and to model what would happen if sales tax would only go up 1% each year in the future.

7. SET AGENDA FOR NEXT MEETING

- a. Corridor Advisory Panels

b. Future CAC meetings & topics

The next meeting will be **Wednesday, September 12, 2012 – 5:00 p.m.** (Regular Meeting) – Spokane Transit, Southside Conference Room.

8. ADJOURN

With there being no further business to come before the Committee, Chair Frazier adjourned the meeting at 6:21 p.m.

Respectfully submitted,

Merilee Robar
Executive Assistant