

**CITIZEN ADVISORY COMMITTEE MEETING**  
Meeting Minutes for April 9, 2014  
Northside Conference Room  
**DRAFT MINUTES**

**MEMBERS PRESENT**

Fyrne Bemiller  
Mike Brewer  
Victor Frazier, Chair  
Resa Hayes  
Fran Papenleur  
Philip Rudy  
Ann Campeau  
David Driscoll

**STAFF PRESENT**

Steve Blaska, Director of Operations  
Lynda Warren, Director of Finance  
Beth Bousley, Director of Communications & Customer Service

**Guests Present**

Larry Lapidus

**MEMBERS ABSENT**

Brenda Smits  
Margaret Jones  
Charles Hansen  
Dean Lynch

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

Chair Frazier called the meeting to order at 5:00 p.m. and Terri Putney conducted roll call.

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

Mr. Frazier asked the Committee to address the meeting minutes of March 12, 2014.

Ms. Papenleur joined the meeting at 5:08 p.m.

*Mr. Brewer moved to approve the minutes, Mr. Driscoll seconded and the minutes were approved unanimously.*

**3. MEMBER EXPRESSIONS**

There were no expressions at this time.

**4. Update on the Future of CAC**

Ms. Bousley gave an update on the future of the CAC; staff has recommended that the CAC remains as defined by the current charter. The Board Operations Committee met and agreed with staff so there is no need to discuss this before the STA Board. Future agenda items will be to review the CAC charter. Members need to decide if they would like a one year or two year term which ends June 2016. There appears to be three to four openings, but before staff goes out for new members we will get a hold of those in question to see if they still have an interest in staying on the committee. The STA Board appoints any new members. Ms. Hayes asked if they get new bus passes and Ms. Bousley assured her they would.

**5. Review 2013 Rider Survey Results**

Ms. Bousley gave an overview of the 2013 Rider Survey. This survey was done with bus passengers in December of 2013. The purpose of this survey was to explore ridership behaviors of bus passengers, determine leading reasons for using the bus, evaluate our service and performance and check on the profile we have on our riders, and compare to past report findings. The survey was performed by Robinson Research based out of Spokane.

Ms. Bousley gave a more detailed account of the survey which was also shown as a PowerPoint presentation and was included in the members' packet.

Ms. Hayes asked if there was a paratransit survey performed; Ms. Bousley said there is a paratransit survey that will be done in the fall.

Mr. Frazier commented that one item he didn't see on the survey was to extend service hours in Fixed Route, Mr. Driscoll said that his son rides the bus back and forth from Cheney on the weekends and it's a problem coming back on weekend nights. Ms. Bousley said that staff did some testing but there wasn't a big demand.

Ms. Bousley said now staff will look at this information to see why the scores went up and what STA need to do to make sure the scores stay up where they are.

**6. Review Commercials**

Ms. Bousley reviewed some of STA's current commercials that are running right now on radio and TV. She discussed how STA used focus groups and community perception research to find strengths and weaknesses and from that staff established messaging and campaign testimonials to address those weaknesses. A discussion ensued showing how staff uses the results of the surveys to produce testimonials to address the weaknesses and perception of how the public views STA.

**7. General Business**

Mr. Frazier commented that he has been the Chair for some time and will continue for the next two years, but he isn't sure there is an alternate to run the meetings when he is unable to attend and he would like the committee to vote on getting an alternate sometime between now and June.

**8. SET AGENDA FOR NEXT MEETING**

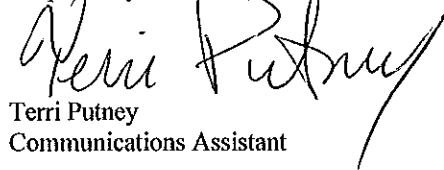
Proposed agenda items for May 14, 2014 include:

1. Minutes of April 9, 2014, CAC meeting – corrections/approval
2. STA Moving Forward Update -Discussion
3. Plaza Renovation Update – Discussion
4. Communications ROI – Discussion
5. CTR Report - Discussion

**9. ADJOURN**

With there being no further business to come before the Committee, Chairman Frazier adjourned the meeting at 6:20 p.m.

Respectfully submitted,



Terri Putney  
Communications Assistant