

CITIZEN ADVISORY COMMITTEE MEETING
Meeting Minutes for April 8, 2015
Northside Conference Room
DRAFT MINUTES

MEMBERS PRESENT

Dean Lynch, Acting Chairman
Brenda Smits
Larry Lapidus
Fran Papenleur
Fyrne Bemiller

MEMBERS ABSENT

Ann Campeau
Mike Brewer
Charles Hansen
Margaret Jones
Philip Rudy
Resa Hayes
Victor Frazier
David Driscoll

STAFF PRESENT

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

1. CALL TO ORDER AND ROLL CALL

Acting Chair Lynch called the meeting to order at 5:00 p.m. and conducted roll call.

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

Mr. Lynch said because there was no quorum the approval of the minutes will have to wait until the next meeting which is May 13, 2015.

3. PUBLIC EXPRESSIONS

There were no expressions at this time.

4. Plaza Operating Tactics

Mr. Blaska gave an update on the plaza, he reviewed the time period, talked about how the Ad Hoc Committee suggested five strategies/tactics related to Plaza facility operations and customer relations. Staff evaluated the suggestions and came back to the board with their results. The following slides go along the discussion.

Tactic: Passenger/Pedestrian Improvements

- 2. Establish a demarcation line away from the curb. Passengers waiting for a bus will be instructed to wait behind that line.**
 - Encourages passengers waiting outside to gather under cover
 - Creates a pathway for passing pedestrians
 - Enables space for passengers alighting buses at the Plaza

Recommendation:

Implementation as described. Proposed start is May 2015.



Tactic: Alternatives to Mitigate Exclusions

- 3. Explore alternatives for individuals who are trespassed from our service (or the Plaza) to have meaningful ways to mitigate their exclusions by doing constructive things rather than being excluded.**
 - STA does not have legal authority to impose alternative sanctions for bad behavior. As a result, Security has:
 - Repeatedly contacted those displaying bad behavior as needed
 - Alerted Community Court when individuals need more incentive to change their behavior

Recommendation:

Sustain the current relationship we have with SPD and Community Court while seeking further guidance and direction from STA's Board of Directors.



Tactic: Increase Security Presence at the Plaza

4. Increase security presence at the Plaza.

- Currently there are 10 limited commission and 9 contract security personnel on duty on weekdays, as well as comprehensive video camera coverage
 - A courtesy campaign - along with an increase of purposeful activity from the Plaza renovation – has the promise of assisting in this effort

Recommendation:

Staff will determine an appropriate staff increase between contract security and limited commissioned officers in order to increase the visibility of a security presence. Resources will be reallocated within the overall budget to fund increased Security presence.



Tactic: Expand Limited Commission Area

5. Expand limited commission area to enable STA Security to expand area of coverage

- Provisions and geographic authority for STA Security personnel would need to be changed
 - Without authority to extend the commission beyond STA's boundaries, a layered security presence exists to provide seamless security in the downtown core

Recommendation:

No extension of STA security authority beyond those areas defined by the RCW. If additional security responsibility is desired, staff will research the requirements and feasibility.



Ms. Bousley told the committee that the Eastern Washington University Visual Design Department's senior class will help STA staff come up with ideas for the Courtesy Campaign. They will share their ideas with Susan Meyer and staff. Mr. Lynch commented that he liked the outreach to the universities and asked if staff had reached out to Crosswalk. He explained that Crosswalk is a youth shelter. Steve Blaska thought it would be a good idea to talk to them. Mr. Lapidus said in addition to posters telling people not to swear, don't spit, etc, there should be positive messaging such as yielding your seat to an older person/pregnant woman, etc. Sometimes it's more positive to communicate that than just the negative. Mr. Blaska went on and gave a brief description of the five tactics. A discussion ensued.

Brenda Smits arrived at 5:35pm.

5. SMART Bus

Mr. Blaska talked about the SMART Bus Initiative and the progress of the program. Some of the projects that are complete are: Onboard surveillance, scheduling/Runcutting Suite (Trapeze), STA Trip Planner, Facilities surveillance, Smartcard-Enabled farebox, Computer Aided Dispatch (CAD) – Vehicle Location (AVL), Automatic Stop Announcements. What Mr. Blaska wants to focus on at this meeting is Real-time customer information.

Real Time Information

- Traveler Information
 - "Pull"
 - Trip Planning (PC, Mobile)
 - Route Information (PC/Mobile/Phone)
 - Real Time Location Information (PC/Mobile/Phone)
 - "Push"
 - STA Linked (PC/Mobile/Phone)
 - Detour Information
 - Stop Alerts
 - Service Alerts
 - "Share"
 - GTFS
 - Microsoft
 - Google
 - Others
- Signage



Staff is working right now with a select Beta Group. The slide below shows the timeline.

Timeline

	April	May	June	July	August
Pull	Select Beta Group	Beta Soft Launch	Beta Public Launch		Integration to New Website
Share		Microsoft	Google		Others
Push				STA Linked Change	
Signage*					Plaza Existing Monitors

* Continued deployment as individual projects at: VTC, SCC, Mirabeau, South Hill P&R, 5 Mile P&R, Plaza Reconfiguration



Mr. Blaska demonstrated how the real-time information works on a PC. He then invited the committee to log on with their smartphones to show how it looks on a mobile device. Below are slides showing how it could look on a smartphone.

Mobile

The screenshot shows the Spokane Transit mobile app interface. At the top is the Spokane Transit logo and navigation icons. Below is the title "Schedule Finder". A "DATE" field is set to "03-31-2015". A dropdown menu shows "25 - Division". Below this is an "OR" section with another dropdown menu also showing "25 - Division". A "Get Schedule" button is present. At the bottom, there is a link that says "Comment or Report a Problem".

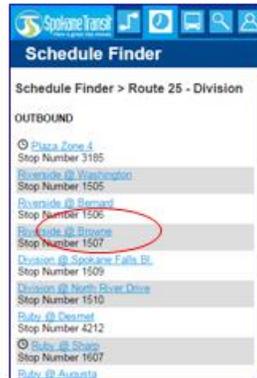


Mobile

This screenshot shows the Spokane Transit mobile app interface with more detailed options. The title is "Schedule Finder". Below the title, it says "Route: 25 - Division". There are radio buttons for "DIRECTION" with "OUTBOUND" selected and "INBOUND" unselected. Below that, a "FROM" field is set to "09:25 am". A "Get Schedule" button is visible. At the bottom, there is a link that says "Comment or Report a Problem".



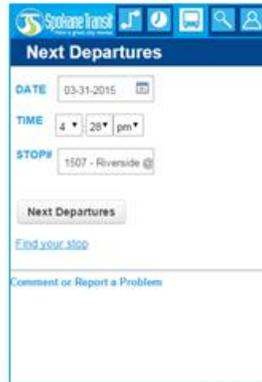
Mobile



Mobile



Mobile



Spokane Transit

Next Departures

DATE: 03-31-2015

TIME: 4:28 pm

STOP#: 1507 - Riverside

Next Departures

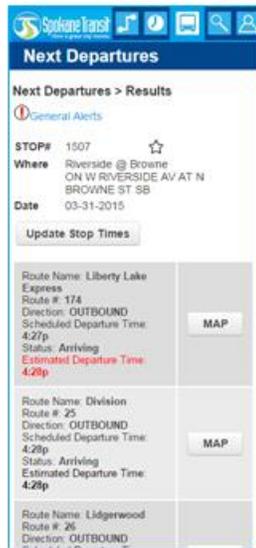
[End your stop](#)

[Comment or Report a Problem](#)



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Mobile



Spokane Transit

Next Departures

Next Departures > Results

General Alerts

STOP#: 1507

Where: Riverside @ Browne
ON W RIVERSIDE AV AT N
BROWNE ST SB

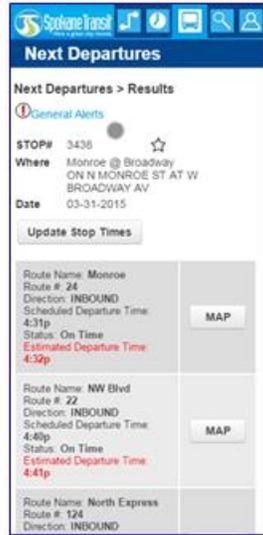
Date: 03-31-2015

Update Stop Times

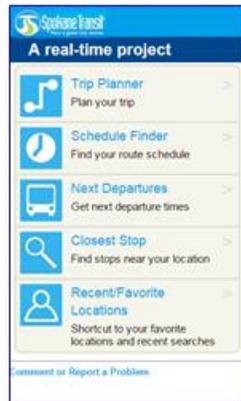
Route Name: Liberty Lake Express Route #: 174 Direction: OUTBOUND Scheduled Departure Time: 4:27p Status: Arriving Estimated Departure Time: 4:28p	MAP
Route Name: Division Route #: 25 Direction: OUTBOUND Scheduled Departure Time: 4:28p Status: Arriving Estimated Departure Time: 4:28p	MAP
Route Name: Lidgerwood Route #: 26 Direction: OUTBOUND	



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Mobile



Mobile



Mr. Blaska asked the committee to notice that when the bus is running late it shows that in “RED” but to note that doesn’t necessarily mean the bus is late, just shows the bus is past the scheduled time. 0 to 5minutes past the scheduled time is still on time, so he would like feedback on if the color should be something other than “RED”. Mr. Lynch asked if the program could be changed to reflect the color red on the times only if they are truly late. Mr. Blaska thought that could be done. Mr. Lapidus said when he sees the number in “RED” he sees it as being the actual time. Mr. Blaska said that is a thought to have the actual arrival time in a different color not necessarily in red. Several committee members agreed the color should not be in red for the actual time. Mr. Blaska asked the members to please work with this and give feedback to staff. Mr. Lapidus asked if once this is out of Beta testing will there be informational videos, signs to help customers? Mr. Blaska said that is something that is being looked at.

6. NEW CAC MEMBER RECOMMENDATIONS TO STA BOARD

Ms. Bousley said one member of the current committee has decided to step down, that being Mr. Mike Brewer which leaves room for the three new applicants. Because there is not a quorum at this meeting the committee was unable to vote on the applicants. Ms. Bousley said the committee needs to look at the current charter to see if there

are any changes that need to be made such as an attendance policy, etc. The committee agreed it would be good for the members to confirm either way whether they are attending or not.

7.GENERAL BUSINESS

Ms. Bousley asked that at the May meeting the committee review the applications and make recommendations to the Performance Monitoring & External Relations committee. Ms. Bemiller would like to see some positive response on attendance and report to the committee how many would be attending. Mr. Lynch said there is still some benefit to meeting even if there isn't a quorum.

With there being no further business to come before the Committee, Acting Chair Lynch adjourned the meeting at 6:54 p.m.

Respectfully submitted,

Terri Putney

Communications Assistant