

Spokane Transit Authority  
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**BOARD OPERATIONS COMMITTEE MEETING**  
Meeting Minutes for February 12, 2014  
Northside Conference Room  
**MINUTES**

**MEMBERS PRESENT**

Amber Waldref, City of Spokane, Board Chair \*  
Mike Allen, City of Spokane, Performance  
Monitoring & External Relations Committee Chair  
Al French, Spokane County, Planning &  
Development Committee Chair  
E. Susan Meyer, Chief Executive Officer, Ex-officio

**STAFF PRESENT**

Karl Otterstrom, Director of Planning  
Lynda Warren, Director of Finance & Information Services  
Beth Bousley, Director of Communications & Customer  
Service  
Jan Watson, Executive Assistant to the CEO & Clerk of the  
Authority

**MEMBERS ABSENT**

Tom Trulove, City of Cheney, Vice Chair

**GUESTS**

\*Chair

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

Chair Waldref called the meeting to order at 12:38 p.m. and conducted roll call.

**2. CHAIR'S REPORT**

Ms. Waldref asked about Mayor Trulove attending the Board Operations meetings. Ms. Robar said he was unable to attend today, but hoped to attend in March.

**3. COMMITTEE CHAIR REPORTS**

a. Mike Allen, Performance Monitoring & External Relations

Mr. Allen said that the Pilot Test Fare Structure Addendum for the City Ticket Program was moved forward to the Board consent agenda. The Committee received the Ridership Analysis report. STA's fixed route ridership was below target by a half percent.

Mr. Otterstrom reviewed the Draft Title VI Program. He said that STA will look for additional ways to notify Limited English Proficiency populations of bus route changes.

Mr. Allen requested a report on the vanpool program at the March meeting. He mentioned that he recently heard radio advertising for the program.

Ms. Waldref asked if the advertising is tied into the Commute Trip Reduction (CTR) program.

Ms. Meyer said that STA has helped co-fund the Commute Finder Northwest website. Fifteen new vanpool riders joined existing groups in the first week of the promotion.

Ms. Bousley said that STA is updating its website and increasing the media schedule to further promote the vanpool program.

b. Al French, Planning & Development

Mr. Otterstrom said that in Mr. French's absence, Ms. Mumm chaired the meeting. The timeframe for STA Moving Forward in relation to the Transit Development Plan (TDP) was reviewed. The TDP will incorporate STA Moving Forward and will identify how to program the first six years of that effort. The public outreach will begin this spring and the Board will act on the TDP in July.

Ms. Bousley commented that she views the TDP and Comprehensive Plan as product development and STA Moving Forward as product marketing.

Ms. Waldref asked if a public involvement plan is being developed for the next six months.

Mr. Otterstrom said the public involvement plan will be brought to the committee in March and then to the full Board.

Commissioner French arrived at 12:47 p.m.

Mr. Otterstrom said that the committee reviewed and approved two of the nine STA Moving Forward scenarios.

Name	Description	Additional Sales Tax Equivalent
Scenario A	Implement two or more HPT corridors, expand park and ride facilities and make other service and facility improvements	.003
Scenario B	Sustain service levels, improve facilities and expand park and ride capacity	.002

Mr. Otterstrom said that these two scenarios will be the framework for public outreach through the spring. STA will internally review cost estimates and maximize grant opportunities.

Mr. Allen suggested taking state and local legislators and new Board members on a STA bus ride in preparation for an initiative. It would be important to conduct this tour while schools are in session and buses are at capacity. Mr. Otterstrom and Ms. Meyer will plan a bus tour for elected officials in the spring.

When she was in Olympia, Ms. Meyer shared with legislators that STA has the second highest ridership per hour of any transit across the state, except King County Metro. Ridership has increased from 7.5M in 2005 to 11M in 2013.

**4. COMMITTEE ACTION/DISCUSSION**

a. January 8, 2014 Committee Minutes

*Mr. Allen moved approval of the January 8, 2014 minutes and Mr. French seconded. The motion passed unanimously.*

**5. APPROVAL OF BOARD MEMBER TRAVEL TO APTA LEGISLATIVE CONFERENCE & LEGISLATIVE MEETINGS**

Ms. Meyer said this is the annual event in Washington D.C. sponsored by the American Public Transportation Association (APTA). The focus is hearing from members and staffers who have a role in transportation decisions in Congress, and meeting with legislators and staff from the Federal Transit Administration (FTA). Ms. Waldref is not attending the conference, but will meet with the legislators. Mr. French attend the conference and meetings with Ms. Meyer.

*Mr. French moved approval of Board member travel to APTA legislative conference & legislative meetings as presented and Mr. Allen seconded. The motion passed unanimously.*

**6. AMENDMENT TO BOARD GOVERNING COMMITTEES' GUIDELINES - RESOLUTION**

Ms. Meyer suggested re-visiting the Doug Eadie model of Board Governance to see if changes are needed. Suggested changes, if any, would be brought before the Board Operations Committee first, then the other Committees.

Ms. Meyer said the proposed change for the Board Operations Committee guidelines is that “a quorum for the purpose of conducting committee business consists of two voting members”.

*Mr. French recommended the Board adopt a resolution amending the Board Governing Committees' guidelines and Mr. Allen seconded. The motion passed unanimously.*

**7. FUTURE OF CITIZEN ADVISORY COMMITTEE (CAC) - DISCUSSION**

Ms. Waldref said it is important to use citizen input and participation to the benefit of the agency and its citizen members. Ms. Meyer said the original CAC began in 2004 and its charter was to hold STA accountable, to communicate on behalf of citizens and transit employees, and be a conduit for information going in and out of the agency. The CAC has defaulted to working on projects such as fare evaluation in 2009 and the sustainability chapter of the Comprehensive Plan in 2011-2012. Some members served on STA's Moving Forward Corridor Advisory Panels in 2012 and 2013.

Ms. Meyer suggested a focus for new membership be individuals who have a large sphere of influence. These citizens could advise STA as part of the public outreach process for STA Moving Forward. At its meeting tonight, led by Ms. Bousley, the CAC will discuss the value it has provided to the organization and future topics of discussion. The goal is to bring a recommendation to the Board Operations Committee in May.

Mr. French asked for more information regarding the focus on a broader outreach to the community.

Ms. Meyer said candidates might come from neighborhood councils or the Transportation Advisory Committee of Spokane Regional Transportation Council (SRTC). Specific individuals would be invited to apply.

Mr. French added that candidates could come from Greater Spokane Inc. (GSI), the Downtown Spokane Partnership (DSP), School Districts, the University District or Eastern Washington University.

Ms. Waldref suggested other businesses such as the Valley Chamber, Community Colleges of Spokane or other social service agencies.

Ms. Meyer said there would be geographic and sector representation.

Ms. Waldref commented that this outreach will target members of the community that can bring in feedback or advice from large segments of the population.

Mr. French said that it may be hard to maintain a high level of interest with a diversified group. All members will have self-interest and the key will be to keep the group engaged.

Ms. Waldref said strong facilitation and common goals will be important.

Mr. Allen said that a diversified group has value.

Ms. Waldref commented that this group is similar to a task force with a beginning and an ending date.

Mr. Allen asked about the workload.

Ms. Meyer said that members could arrange for presentations to their constituents about STA Moving Forward scenarios.

Mr. French suggested that the invitation for new membership be sent to organizations. The organization would then select a member for the task force.

Ms. Waldref said that organizations that work with the City try to select the best fit for a group.

Mr. Allen mentioned that defining the work load will help populate the committee.

Ms. Waldref suggested adding an item: "CAC – Defining the Workload" to the March Board Operations agenda. She said there could be two committees; one that is ongoing and gives feedback to the Board, and a task force which would provide feedback for the STA Moving Forward scenarios.

Ms. Waldref said she will provide more feedback on standing committees.

Mr. Otterstrom asked about the City of Spokane - Citizens Streets Advisory Commission (CSAC).

Mr. Allen commented that it is a successful group due to the leadership.

Mr. Otterstrom said the CSAC has a defined mission, some authority and funds to control.

Mr. Allen said the CSAC recommends road projects to the Council.

Mr. French stated that there are specific expertise requirements to be a member of the CSAC. The group has credibility.

Ms. Meyer said that citizen committees at other transit agencies have been reviewed. Those agencies have either a task force to focus on a project or representatives that review or comment on a given topic.

Mr. Allen asked about timing for a ballot initiative.

Discussion ensued.

Mr. Allen requested a draft planning calendar for the initiative at the March Board Operations meeting.

Ms. Waldref said there are many factors involved, so it will be important to have the plan laid out.

Mr. Allen said there is a large educational piece to this initiative.

## **8. BOARD OF DIRECTORS AGENDA: FEBRUARY 20, 2014**

Ms. Waldref reviewed the agenda.

Ms. Meyer discussed the Pilot Test Fare Structure Addendum for the City Ticket Program. This addendum would allow City Ticket pass as valid fare payment on RT 27 and RT 39 between The Plaza and the Arena from March 1, 2014 to June 30, 2015.

Mr. Allen asked about Main Street, or portion of, changing from one way to a two-way street.

Discussion ensued.

**9. CEO REPORT**

Ms. Meyer announced that sales tax had increased 5.7% in 2013 and is projected to grow by 1.5% in 2014. In the forecast model STA will not cross the reserve line until the second quarter of 2019.

The Colonnade (smoking area) is open and being used. Some smokers with young children are not using it but the transition has worked well.

STA customers have reported a “mosquito” box in the area of the Spokane Regional Business Center. Ms. Meyer will follow up.

Ms. Waldref asked that the City be kept informed regarding these mosquito boxes.

A Central City Line sounding board has been established for the purpose of overseeing the economic impact analysis of the Central City Line. This group will review the past, present and future trends. A Request for Proposal (RFP) has been released for the study and STA expects to complete the land use and development in four months at a cost of approximately \$130,000. SRTC will facilitate the sounding board which is populated by business and developer representatives, the City of Spokane, STA, and a professor from Gonzaga University.

**10. NEW BUSINESS - NONE**

**11. ADJOURN**

Ms. Waldref moved to adjourn the meeting and all members approved. With there being no further business to come before the Committee, Chair Waldref adjourned the meeting at 1:48 p.m.

Respectfully submitted,

Merilee Robar  
Executive Assistant