

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

MEMBERS PRESENT

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

MEMBERS ABSENT

None

STAFF PRESENT

Steve Blaska, Director of Operations
Steve Doolittle, Director of Human Resources
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

GUESTS

1. CALL TO ORDER AND ROLL CALL

Chair Waldref called the meeting to order at 12:33 p.m. and conducted roll call.

2. APPROVE COMMITTEE AGENDA

Mr. Allen moved approval of the March 12, 2014 agenda and Mr. French seconded. The motion passed unanimously.

3. CHAIR'S REPORT

No report was given.

4. COMMITTEE ACTION/DISCUSSION

a. February 12, 2014 Committee Minutes

Mr. Allen moved approval of the February 12, 2014 minutes and Mr. French seconded. The motion passed unanimously.

5. COMMITTEE CHAIR REPORTS

a. Al French, Planning & Development

Mr. Otterstrom provided an update on STA Moving Forward/2014 Transit Development Plan (TDP) scenarios. The public outreach will focus on the projects. The Board will review the two scenarios and the projects to be included in each of those scenarios as a basis for public outreach.

A brief update on the Plaza was provided in the packet.

b. Mike Allen, Performance Monitoring & External Relations

Mr. Allen said two items were forwarded to the Board consent agenda; Award of Contract (AOC) for Design and Engineering Services for the West Plains Transit Center and 2014 Title VI Program.

Mr. Otterstrom said that the committee recommended the Board authorize contract negotiations between STA and H.W. Lochner for design and engineering services for the West Plains Transit Center. It was a very competitive process. H.W. Lochner has done a lot of work with the Washington State Department of Transportation (WSDOT).

2013 Year-end performance reports and financials were reviewed.

Mr. Allen thanked Mr. Blaska and staff for the thorough report on the Vanpool program.

6. CITIZEN ADVISORY COMMITTEE (CAC): DEFINING THE WORKLOAD – DISCUSSION

Ms. Meyer reviewed the history of the CAC for all committee members. She stated that STA's current 2014 projects which include Moving Forward, the Central City Line, the Plaza Renovation, and Smart Bus implementation with real time traveler information will involve public outreach. Outreach can occur in many different forms, some of which are; focus groups, town hall meetings including tele-town meetings and polling. All citizens of the community will be encouraged to participate.

Discussion ensued.

Mr. Allen suggested inviting current citizen committee members to a Board meeting to be recognized and receive certificates.

Ms. Waldref suggested robust messaging regarding the public outreach.

Mr. Allen said as STA moves forward with projects the objective is to contact a wide audience.

Mr. French commented that the public outreach over the next year is evolving. Each project requires a different kind of outreach. Communication takes many different forms compared to ten years ago.

Ms. Meyer suggested staff lay out a plan for citizen outreach strategy through April 2015 and share it with the Performance Monitoring & External Relations (PM&ER) Committee and the Citizen Advisory Committee (CAC). Both committees would be able to review the plan and provide input. The CAC would be invited to the April Board meeting to share their comments.

Mr. Allen said that the PM&ER committee will review the outreach plan, make a recommendation, and move that forward to the Board consent agenda in April.

7. DRAFT PLANNING CALENDAR: STA MOVING FORWARD - DISCUSSION

Ms. Meyer reviewed the draft planning calendar for STA Moving Forward.

A discussion was held regarding dates of local bonds and initiatives which can be held in the months of February, April, August or November.

The committee members thanked staff for the draft calendar stating it was very helpful.

8. PREPARATION FOR DOWNTOWN SPOKANE PARTNERSHIP (DSP) PRESENTATION ON MARCH 26

Ms. Meyer said that STA was invited to make a presentation to the DSP Board on March 26th. The presentation would include STA Moving Forward with the Plaza as the centerpiece, the Plaza renovation and the current and future use of the Plaza. As more High Performance Transit (HPT) routes are developed, fewer bus routes will stop at the Plaza.

Mr. Allen asked about the Urban Concerns Task Force.

Ms. Meyer has not received any updates.

Ms. Waldref will follow up.

Mr. Allen encouraged staff to continue the outreach and move forward.

Mr. French suggested outreach with the broader community; the City of Spokane Valley, Cheney and others in the Public Transportation Benefit Area (PTBA).

Mr. Allen asked staff about a Public Relations strategy. He suggested polling.

Ms. Meyer said that Moore Information will be conducting a poll which will include 450 people.

Mr. Blaska said that the last formal position by the DSP was a resolution in support of the current downtown Plaza location.

Ms. Meyer said the outreach should focus on STA's system and why it works so well. New advertising will be coming out.

Ms. Meyer said she will send the presentation out to committee members prior to March 26th.

9. BOARD OF DIRECTORS AGENDA: MARCH 20, 2014

Ms. Waldref asked if there were additional comments on the agenda. There were none.

10. CEO REPORT

Ms. Meyer said the meetings in Washington DC with Congress representatives went well. They are supportive of STA. Follow up conversations will be held regarding the funding of the next authorization bill in the highway trust fund and the mass transit account. Meetings were also held with Federal Transportation Administration (FTA) representatives and they went well also.

Ms. Meyer and Mr. French reviewed the Plaza renovation costs. Mr. French will meet with staff, the architect and the engineer to answer questions regarding costs.

Mr. Blaska asked committee members if they would like to ride on the electric bus after the March Board meeting.

Ms. Meyer said that a Chinese company, located in the United States, builds these electric buses. STA uses federal funding to purchase buses and they require that the buses are built in the United States. STA is trying out new technology and will be testing this bus for a month.

The committee members said they would appreciate this.

Discussion ensued regarding different types of fuel and the infrastructure required for those vehicles.

11. NEW BUSINESS - NONE

12. 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 2:10 p.m.

Respectfully submitted,

Merilee Robar
Executive Assistant to the Director of Finance & Information Services