

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

MEMBERS PRESENT

Victor Frazier, Chairman
Resa Hayes
Fran Papenleur
Charles Hansen
Margaret Jones
Philip Rudy

STAFF PRESENT

E. Susan Meyer, Chief Executive Officer
Beth Bousley, Director of Communications & Customer Service
Karl Otterstrom, Director of Planning

MEMBERS ABSENT

Ann Campeau
David Driscoll
Fyrne Bemiller
Mike Brewer
Dean Lynch
Brenda Smits

1. CALL TO ORDER AND ROLL CALL

Chairman Frazier called the meeting to order at 5:06 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 June 9, 2014.

Mr. Hansen moved to approve the minutes, Ms. Jones seconded and the minutes were approved unanimously.

3. MEMBER EXPRESSIONS

There were no expressions at this time.

4. Update on STA Moving Forward

Mr. Otterstrom updated the committee on STA Moving Forward. In June the STA Board had a workshop and there are still items that the Board has questions on with regard to the plan contents. They talked about the sequencing of the projects and the growth of ridership. Also looking at making the system more efficient, local cost estimates of the projects, overall cost estimates, and how this would be paid. Mr. Otterstrom showed the corridor map and discussed in more detail the projects that are being looked at by the Board. A discussion ensued.

Ms. Bousley discussed public outreach and how important the role is for the CAC in reaching the public, educating the public and getting input back from the public on the purposed projects. This also includes refining the message as we go along. Ms. Bousley discussed the STA Moving Forward timeline through December 2014. This includes direct marketing, print and digital editorials, social media strategy and developing metrics for success. Developing a public opinion survey, public outreach implementation such as telephone town halls, open houses, etc. Finally in December recommending the draft STA Moving Forward Implementation Plan to the Board of Directors.

5. Update on Central City Line

Mr. Otterstrom continued the discussion with updates on the Central City Line. Staff has spent more time refining the project scope, the cost estimates, and the alignment, and have since identified that rather than ending up at Gonzaga University, the Central City Line needs to continue to Spokane Community College. Ridership growth improves going all the way to the community college. Staff is recommending extending to SCC and that we look at other ways to electrify and maintain the permanence of the corridor, the look and feel of the vehicle and that it still be high performance transit. Mr. Otterstrom discussed the charging stations and how they worked; a discussion ensued.

6. General Business

No general business was discussed.

7. ADJOURN

With there being no further business to come before the Committee, Chairman Frazier adjourned the meeting at 7:11 p.m.

Respectfully submitted,

Terri Putney
Communications Assistant

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