

CITIZEN ADVISORY COMMITTEE MEETING
Meeting Minutes for May 14, 2014
Northside Conference Room
DRAFT MINUTES

MEMBERS PRESENT

Fyrne Bemiller
Mike Brewer
Resa Hayes
Fran Papenleur
Philip Rudy
Charles Hansen
Dean Lynch

STAFF PRESENT

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

MEMBERS ABSENT

Brenda Smits
Margaret Jones
Victor Frazier, Chair
Ann Campeau
David Driscoll

Guests Present

Larry Lapidus

1. CALL TO ORDER AND ROLL CALL

Alternate Chair Resa Hayes 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

Ms. Hayes asked the Committee to address the meeting minutes of April 9, 2014.

Mr. Brewer moved to approve the minutes, Dr. Rudy seconded and the minutes were approved unanimously.

3. MEMBER EXPRESSIONS

There were no expressions at this time.

4. Electric Bus Update

Mr. Otterstrom was running late so the meeting started with Mr. Blaska's presentation, agenda item number six.

Mr. Blaska gave a review of the electric bus that was on loan to us for a month, he commented that the state of technology was very promising, but there were key issues to resolve; high capitol cost, duration of charge and battery weight, charging technology and cost and also the life-cycle of the battery. There was good customer feedback during the trial period, quiet and smoothness of the ride. Customers liked the idea that STA was taking the initiative to invest in new technology. On the negative side the comments were that the seats were hard and the bus was made in China, the public would prefer a U.S. manufacture.

Operator feedback came back with a positive on lack of engine noise and good acceleration from a stop, on the negative the stop request announcement system was inferior to the current coaches. There would be need to be more testing to determine performance on hills and freeway speeds. The feedback from maintenance the technology should decrease maintenance costs which is a positive, the negative was the vehicle weight due to the batteries and the room required for battery packs, they consumed more space and also increased vehicle height. A discussion ensued over the maintenance costs for labor and parts and the comparison between buses.

Mr. Blaska concluded with the considerations for the electric bus; electric costs – charging systems and supporting facility infrastructure. The unknown factors are unproven battery life expectancy, vehicle availability differences based on charging technology and effects of increased vehicle weight.

5. STA Moving Forward Update

Mr. Otterstrom gave an update on STA Moving Forward.

Two months ago Joel Soden gave a presentation on the preliminary scenario for STA Moving Forward, staff has been working very hard in putting more detail in terms of the service architecture, the high performance corridors, where STA is either making a full investment like Cheney and Central City Line, and the increment investments like the North Monroe – South Regal corridor which could be 15 minute service or the Division is providing more capacity and better amenities at the stops. Today staff spent three hours with the Board Operations Committee and went line by line over all of the projects, making modifications. Staff is working with the Board and will have a workshop in June. Today the Board Operations Committee said

they want to focus on growth and changes for the next ten years, there will be the need for public input. A discussion ensued about the King county vote. Mr. Otterstrom said it is very important that STA sends a positive message.

6. Plaza Renovation Update

Mr. Otterstrom gave an update on the Plaza renovation. Mr. Otterstrom said the goal of the Plaza renovation project is to support a vibrant downtown by improving the Plaza's Functionality for the customer and community. Mr. Otterstrom showed a slide presentation that showed in 2008 there was a decision to retain and improve the Plaza, in 2012 it started with an evaluation of the 2nd floor, 2013 the Board reconfirms the Plaza location and a decision on the future uses for the 2nd floor was made, in April 2014 the floor plan and budget proposal was complete. A decisions ensued over the floor plans, Phase 1 cost estimate is \$4,702,000. Project schedule is as follows: publish schematic design report, Board approval of project and scope in May 2014, CEO approval to complete design of Phase 1 in June 2014.

September 2014 PM&ER Committee, approve scope of work and release of Invitation for Bid (IFB), March 2015 award the contract and begin construction May 2015 to be completed September 2016.

The key messages are that the Plaza will remain a central component of system architecture to allow for efficient connections for STA riders and cost effective operations for taxpayers. Renovation of the Plaza will improve the functionality of the space for STA customers and operations and will support a vibrant downtown. Investing in the Plaza represents a vote of confidence for the future of downtown and prepares the transit system for more and better bus service. Ms. Bemiller asked to find a better place for the paratransit drop off. Mr. Otterstrom said the issue is lack of extra curb space. Mr. Lapidus asked if the meeting spaces were going to be fee based, Mr. Otterstrom said yes but oriented to community so not to compete with the hotels for meeting space. Mr. Lapidus said he thought this was a great application.

7. Communications ROI

Ms. Bousley presented the communications report. The overview will show 2005-2013 goals, accomplishments and supporting Communications initiatives and the 2014 Communication goals and objectives. Prior to 2006 STA's communication with the public was sporadic and STA suffered from negative public perception. From 2006 to the present time STA streamlined operations, improved the quality of service and introduced service enhancements. STA also developed a robust communication objective and strategies to better inform the community on the benefits of public transportation and was able to gather input to be incorporated into the future plans. Ms. Bousley discussed the five year goals and progress, she continued with a slide showing STA accomplishments and how communications supported that. Ms. Bousley demonstrated the during increased ridership STA consistently communicated with the public. Combined with STA's sound internal structure and service, consistent communication support has resulted in increases in ridership and community perception through two unique complementary ways: Increasing and elevating brand awareness and communicating specific reasons to ride to a variety of audiences.

8. SET AGENDA FOR NEXT MEETING

Proposed agenda items for June 11, 2014 include:

1. To be determined at a later date.

9. ADJOURN

With there being no further business to come before the Committee, Chairman Frazier adjourned the meeting at 6:37 p.m.

Respectfully submitted,

Terri Putney
Communications Assistant

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