

CITIZEN ADVISORY COMMITTEE MEETING
Meeting Minutes for May 13, 2015
Northside Conference Room
DRAFT MINUTES

MEMBERS PRESENT

Dean Lynch, Acting Chairman
Fran Papenleur
David Driscoll
Resa Hayes
Larry Lapidus
Charles Hansen
Margaret Jones

STAFF PRESENT

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

MEMBERS ABSENT

Ann Campeau
Victor Frazier
Fyrne Bemiller
Philip Rudy
Brenda Smits

1. CALL TO ORDER AND ROLL CALL

Acting Chairman Dean 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 asked the Committee to address the meeting minutes of the February 11, March 11 and April 8, 2015 minutes.

The minutes were approved unanimously.

3. PUBLIC EXPRESSIONS

There were no expressions at this time.

4. NEW CAC MEMBER RECOMMENDATION TO STA BOARD

Ms. Bousley told the committee there were three applications for membership to the CAC. Ms. Bousley called all the committee members to see who might want to retire from the CAC, as a result of those phone calls, Mr. Brewer has agreed to step down. There is room on the CAC for the three applicants if approved. Ms. Bousley asked if there were any questions or if the committee wanted to review the applications. Ms. Papenleur asked about Ann Campeau who is a current member, she stated that Ms. Campeau has not been at a meeting in months. Ms. Bousley said she did call Ms. Campeau and Ms. Campeau said she would be at the next meeting. Ms. Papenleur commented that she was opposed to two out of the three applications. Ms. Bousley said the committee might want to consider revising the CAC charter and put in the charter a requirement for attendance. Ms. Bousley referred to the CAC charter and it states, "*Selection of the members of the CAC shall be through an application process, followed by an appointment from the Board Chair subject to confirmation from the Board. Members of the CAC must be registered voters and reside within the Spokane Transit boundaries. The residency requirement is waived if the applicant or member is a consistent user of STA's fixed route buses, paratransit, or vanpool service. The Board of Directors expects that the CAC members will introduce and talk about the STA in as many venues as are open to the member. To this end, during the membership selection process, weighted value will be given to those who are active participants in other area organizations.*" Mr. Dean suggested that the members go through and identify if there are any concerns and what those might be and if the committee decides they do not want someone they will make that decision now, if they are unsure the committee will make sure to invite those applicants to the next meeting. If the committee approves an applicant they will invite them to become a member

of the CAC. Mr. Blaska commented that he believes the process is that the CAC will make their recommendations and those recommendations go to the Performance Monitoring & External Relations Committee (PMER), they would consider the CAC's recommendations and bring that to the STA Board and the Board would have final approval. The committee reviewed the applications. A discussion ensued. It was agreed by the committee that more outreach was needed to have a more diverse CAC. Ms. Jones motioned that the committee recommend Larry Luton, and ask that the other two applicants come to a CAC meeting so the members could meet them. Mr. Lynch said what he is hearing from the committee is the recommendation is that the committee support Mr. Luton, the other two applicants be interviewed by a team consisting of the committee chair and or Steve Blaska, Beth Bousley or another committee member to sit down and talk with the other two applicants. They would explain what the CAC is about and see if this is a good fit. If the group doing those interviews thinks that either one or both have merit they would be invited to sit in the next meeting. Mr. Lapidus motioned and Mr. Driscoll seconded and it was approved unanimously.

6. UPDATE ON PUBLIC OUTREACH REGARDING POTENTIAL FARE INCREASE

Because some of the committee members will have to leave before the end of the meeting Mr. Lynch asked Steve Blaska if he would object to addressing item 6 before item 5. There were no objections to switching the order of these items.

Mr. Blaska started by saying this has been deferred by the PMER until certain steps are completed. One step is the outreach program that insures that the Title 6 community is not adversely impacted, the Board has to approve the outreach plan. This is not a recommendation; this is how staff will go out and talk to the public. This was presented to the PMER committee but was deferred because the ballot measure did not pass. Mr. Lynch asked Mr. Blaska to remind the committee what Title 6 is. Mr. Blaska explained that Title 6 is a protected class like low income, students and people with disabilities, making sure you are not making inordinate investments that have adverse impact on this protected class. Mr. Blaska said that how the outreach looks will be tasked to the STA Communications team: it is not advertisement in the newspaper, it will be open houses, emails to key stakeholders, etc. It has to show the FTA that STA has been very focused and sensitive to reaching out to make sure we are not inordinately affecting one part of our population. Mr. Blaska presented a PowerPoint to show the STA tariff policy and did a brief review. Mr. Blaska told the committee one of the reasons to look at the fare increase is because by policy STA needs to stay above the 20% farebox recovery and at the end of 2014 STA was at 19.6%. If everything goes along with what is projected STA would be at just over 18% by the end of 2015. Mr. Blaska showed the committee the current and preliminary proposed fare structure. See slide below.

Category	Current Fare				Preliminary Proposal
	2002-2009	1/1/2010	1/1/2011	1/1/2013	7/1/2016
Adult					
Cash Fare	\$1.00	\$1.25	\$1.50	\$1.50	\$2.00
2-Hour Pass	\$1.00	\$1.25	\$1.50	\$1.50	\$2.00
Day Pass	\$2.50	\$3.00	\$3.50	\$3.50	\$4.00
31-Day Rolling Pass				\$45.00	\$55.00
<i>Cin. Ticket (Share Service)</i>	\$19.00	\$25.00	\$30.00	\$30.00	\$35.00
<i>7-Day Rolling (New)</i>					\$17.00
<i>4-Day Rolling (New) (only available for special events)</i>					\$10.00
Reduced Fare					
Cash Fare				\$0.75	\$1.00
2-Hour Pass				\$0.75	\$1.00
Day Pass				\$3.50	\$4.00
31-Day Rolling Pass				\$22.50	\$27.50
Student Pass				\$37.00	Ex continue
Youth					
Cash Fare	\$1.00	\$1.25	\$1.50	\$1.50	\$2.00
2-Hour Pass	\$1.00	\$1.25	\$1.50	\$1.50	\$2.00
Day Pass	\$2.50	\$3.00	\$3.50	\$3.50	\$4.00
31-Day Rolling Pass				\$30.00	\$35.00
Youth Summer	\$39.95	\$40.00	\$45.00	\$45.00	Ex continue
Paratransit					
Cash Fare		\$0.75	\$1.25	\$1.50	\$2.00
PT One Ride				\$1.50	\$2.00
Monthly Pass		\$25.00	\$35.00	\$45.00	\$55.00

Current and Preliminary Proposed Fare Structure



Based on the result from the feedback staff receives staff makes adjustments and then that becomes a “draft” recommendation. The public reacts to that draft and a final recommendation comes from that input.

Some of the new proposed items are a 7-Day Rolling Pass, 4-Day Rolling Pass (only available for special events). Mr. Blaska does not feel like the Board will address when this will go out until about July when there is a workshop to discuss the ballot.

Mr. Driscoll asked how this compared to other cities? Mr. Blaska said STA is generally lower. Mr. Driscoll asked what Seattle was charging for a single fare, Mr. Blaska did not want to guess but thought for one zone it was \$2.75. Ms. Bousley commented that someone was suggesting that STA go out with a fare increase prior to the next ballot measure so that one of the message points it the staff heard from the community and STA is having the riders share the cost. Mr. Blaska said another thing that came up was it might be the logical time to do this because the vote did not pass so it would make sense that STA would have to raise fares. Mr. Blaska commented the ridership is down and that in itself may be a reason not to raise the fares at this time to attract riders back to using the bus. Would rather have more people on the bus paying less than fewer people on the bus paying more. The value to the community is better because you have increased ridership.

Mr. Lynch said one of his thoughts is the coach operators suggesting that the fare go from \$1.50 to \$2.00 because of having to deal with two quarters, but as STA moves more into strategies for paying in advance the number of people doing that will also be reduced, so the impact would not be as great as it could have been. Mr. Blaska agreed and said another part is because it is \$2 that is also an incentive to look at some of the other alternatives rather than paying the cash at the farebox. It could have a combined effect.

5. PROP 1 REVIEW

Mr. Blaska commented that a lot of people worked really hard on the Prop 1. It was less than a percent difference. Mr. Blaska went over the results of the survey. A total of 400 live telephone interviews were conducted. This was consistent with what really happened, not everyone voted. Typically older adults, college graduates and those that labeled themselves conservative voted. A lot of people that rode STA voted as well. As to why people did not vote, 19% said they forgot. Generally the City of Spokane people with higher education were most likely to vote and to vote yes. Most likely to vote no were in the valley, high school educated or less. People that had experience with the system voted overwhelmingly in favor.

Mr. Blaska said the survey showed that people voted no not because they were against STA, but that they were against an increase in the tax.

45% made up their minds before the ballots came out.

Mr. Blaska said the outreach that was done got the yes votes, if you knew about it you tended to support it, those that did not care to know about it voted no or did not vote at all.

Mr. Blaska showed that the survey also showed that fully 73% of adult residents in the PTBA have used the Spokane Transit system.

Mr. Blaska also showed a slide on the percentage of yes votes by districts.

A discussion ensued.

7. SET MEETING SCHEDULE AND AGENDA ITEMS FOR FUTURE CAC MEETINGS

8. ADJOURN

With there being no further business to come before the Committee, Acting Chair Dean Lynch adjourned the meeting at 6:37 p.m.

Respectfully submitted,

Terri Putney
Communications Assistant