

Spokane Transit Authority  
1230 West Boone Avenue  
Spokane, Washington 99201-2686  
(509) 325-6000

**PLANNING & DEVELOPMENT COMMITTEE**

**MEETING, 10:00 A.M.**

Minutes of the October 1, 2014, Meeting  
Southside Conference Room

**MEMBERS PRESENT**

Candace Mumm, City of Spokane  
Shelly O'Quinn, Spokane County  
Ed Pace, City of Spokane Valley  
E. Susan Meyer, CEO, Ex-Officio

**MEMBERS ABSENT**

Al French, Spokane County\*

**STAFF PRESENT**

Steve Blaska, Director of Operations  
Beth Bousley, Director of Communications & Customer Service  
Steve Doolittle, Director of Human Resources  
Karl Otterstrom, Director of Planning  
Lynda Warren, Director of Finance & Information Services  
Brandon Rapez-Betty, Senior Communications Specialist  
Merilee Robar, Executive Assistant, Finance & Information Systems

**GUESTS**

\* Chair

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

Acting Chair Mumm called the meeting to order at 10:02 a.m. Introductions were made.

2. **PUBLIC EXPRESSIONS**

None.

3. **COMMITTEE CHAIR REPORT**

None.

4. **COMMITTEE ACTION/DISCUSSION INFORMATION**

A. **MINUTES OF SEPTEMBER 3, 2014 COMMITTEE MEETINGS**

**Mr. Pace moved to recommend approval of the September 3, 2014 Planning & Development Committee meeting minutes. The motion was seconded by Acting Chair Mumm and passed unanimously.**

B. **BOARD ACTION - CONSENT AGENDA**

1. **REQUEST FOR CONDITIONAL APPROVAL TO BEGIN PRELIMINARY ENGINEERING FOR THE CENTRAL CITY LINE PROJECT**

Mr. Otterstrom presented on the request for conditional approval to begin preliminary engineering for the Central City Line project. Mr. Otterstrom asked the Committee members to refer to the packet for the list of components of the Central City Line preliminary engineering. Mr. Otterstrom explained that STA has secured \$1.875 million in state and federal (non-Small Starts) funding for the preliminary engineering phase (30% design) of the project. The Capital Improvement Program states that before this funding can be accessed, Board authorization to enter into Preliminary Engineering is necessary. In order to minimize delay, staff is requesting conditional authorization to begin Preliminary Engineering, not to exceed \$1.875 million, under the provision that expenses cannot be incurred and work may not begin until STA is in receipt of a letter from the FTA approving entry into Project Development. This would allow expenses such as the contract consulting work, STA employee

expenses for the capital projects manager assigned to the project, and potentially other smaller professional service contracts to count toward the local match on the overall project. Since approval by the Board in July to submit the project development entry request, staff has been coordinating with the FTA on preparing the request. It is anticipated that the letter will be submitted to FTA within 48 hours. The FTA has a 45 day commitment to approve or deny requests once they determine that the request has met all their requirements. Mr. Otterstrom said that the draft letter was being finalized but that it would be shared with the Board. It is anticipated that authorization to begin project development could be received in November; staff's intention would be to start immediately thereafter.

Ms. O'Quinn arrived at 10:09 a.m.

Acting Chair Mumm asked if the consulting firm on the project, CH2M Hill is local. Ms. Meyer said they have a local office.

Mr. Pace asked how the project might be affected if STA goes out for a ballot measure and if the measure does not pass, would the money or effort spent on this project be lost. Mr. Otterstrom said that it would not be lost at the 30% preliminary engineering design level, as it does not go out to bid at this level. Mr. Pace said that given that the money is there and the plan is in place, it would make sense to move forward.

**Mr. Pace moved to recommend the STA Board of Directors authorize Preliminary Engineering on the Central City Line up to an amount not to exceed \$1.875 million on the condition that it not begin prior to official entry into Project Development as approved by the Federal Transit Administration.**

Acting Chair Mumm asked for a second on the motion.

Ms. O'Quinn asked if the 1.8 million was already in place. Mr. Otterstrom affirmed and said that it was all grant funded. Ms. O'Quinn asked if the grant funding was specifically for the preliminary engineering for this project. Mr. Otterstrom affirmed. Ms. O'Quinn asked what the total for the project was. Ms. Meyer responded that the current estimate is \$72 million. Ms. O'Quinn asked if that would take the Central City Line to Spokane Community College. Mr. Otterstrom affirmed. Discussion ensued about funding. The local capital share maximum is assumed to be no more than \$15 million and the rest is grant funded.

Ms. O'Quinn stated for the record that she would like to have the request for conditional approval to begin preliminary engineering for the Central City Line project discussed with the full Board. Ms. O'Quinn stated that she would like the Board to have these discussions. The consensus of the Committee was to remove the recommendation from the consent agenda and to forward it for discussion and action by the full Board.

**Ms. O'Quinn seconded Mr. Pace's motion and requested that the item be removed from the Consent agenda to be forwarded to the Board agenda for discussion and action. Motion passed unanimously.**

## C. BOARD ACTION - COMMITTEE RECOMMENDATIONS AGENDA

### 1. DRAFT 2015 ANNUAL STRATEGIC PLAN

Ms. Meyer reported on the Draft 2015 Annual Strategic Plan. Ms. Meyer explained that the format is the same as in past years. Ms. Meyer said that the Draft Strategic Plan establishes an overview of what has been accomplished and what is expected to be accomplished in 2014, as well as a platform for what will be accomplished in 2015.

**Overview:**

Sales tax revenue has been increasing for the last two years and is currently 6.6% above 2013. The vision, mission and priority statements are the same as in the last 3 years with the only change being that “exemplify financial stewardship” was added a few years ago.

**Planning for the Future**

The Board of Directors’ goal was to adopt a single package of improvements along with a plan to sustain service that represents the community’s shared vision when additional funding is available. The Board is on track to finalizing the STA Moving Forward package by the end of the year and to make a decision about whether and when to ask for voter approval of additional funding. There are three potential directions that STA planning could take: 1) If the Board approves a ballot measure and voters approve it, STA will sustain existing service and begin implementing the plan; 2) If the Board chooses to delay a funding request, STA will continue the Moving Forward planning but looking at it in a way that includes at least a one year delay in funding, due to the reduced funding; 3) If the public is presented with a funding request and the vote is not successful, STA can then consider alternatives that would perhaps include a future ballot measure.

**Fares**

STA does not plan to have a fare increase in 2015 but staff is evaluating and will make a recommendation regarding a fare increase in 2016. STA has an established fare-box recovery objective. That is the user portion of covering the cost. Fixed route is meeting the farebox recovery objective of 20%. Vanpool customers cover 100% of operating and administrative costs.

Acting Chair Mumm asked if an alternative fare level might be set if an additional funding request to the public is not passed. Ms. Meyer responded that STA’s objective is for users to pay for an established portion of the costs.

**Service**

There is no Fixed Route service increase planned; however the expansion of the Universal Transit Access Pass (UTAP) will result in the highest ridership since STA operations began. This ridership trend is expected to continue, driven largely by the UTAP program. STA is trying to maintain Paratransit trips at about 500,000 a year. An aggressive goal was set for vanpool ridership for the last couple of years but it does not appear that STA will reach this goal. A major factor has been the breakup of many vanpool groups due to the recession.

**Major Projects**

Major projects contained in the draft Strategic plan include the Smart Bus technology project, Facility Master Plan, Plaza Renovation, and the Business Systems Upgrade.

**Staffing**

The draft 2015 budget includes a 2% general wage increase for Management and Administrative employees. Since 2008, STA has taken an incremental approach to adding new positions identified as strategic to STA’s success and this practice continues. Ms. Meyer commented that the actual staffing positions should have been included in the draft and would be added in. Ms. O’Quinn asked for a listing of the new staff positions. Ms. Meyers said the new positions include: 5 coach operators, an Information Services position, and an Assistant Manager of Facilities and Grounds, as included in the 2015 draft budget. Ms. O’Quinn commented that she knew it had been discussed but wondered why it was not in the Strategic Plan. Ms. Meyer responded that it should be there and would be added.

## **Compensation & Benefits**

Bargaining is under way with ATU 1015, which is the largest union and includes the maintenance and coach operators, customer service and other certain clerical. Next year bargaining with the AFSCME 3939 and ATU 1598 unions will take place. No wage increases are reflected in the 2015 budget for these groups because it is an unknown at this point. Staff will update the Board at the October Board meeting in executive session. The State Actuary is recommending to the Legislature that the employer rates for the retirement benefit increase from 9.21%, which it is now and will be through June of 2015, to 11.18%. A large increase is not anticipated but it's always an unknown until confirmed by the broker. STA is introducing a new high deductible health care plan that employees can choose for 2015.

**Ms. O'Quinn moved to recommend approval to the Board of the 2015 Annual Strategic Plan with the addition of the 2015 budgeted additional staff positions to be identified in the plan, and forwarded to the Board agenda. The motion was seconded by Mr. Pace and passed unanimously.**

## **5. COMMITTEE REPORTS**

### **A. PROPOSED 2015 OPERATING & CAPITAL BUDGET**

Ms. Warren presented an automated narrated video regarding the proposed 2015 Operating and Capital Budget. A public hearing on the proposed 2015 Operating and Capital Budget will be held at the October 23, 2014, Board of Directors meeting at 5:30 p.m. at 1230 W. Boone Avenue in the South Side conference room. Ms. Warren thanked Merilee Robar, Jan Watson, Patrick Hakes, and David Sheppard for their assistance with the audio portion of the video. The presentation is available on the STA website.

### **B. CENTRAL CITY LINE LAND USE PLAN INITIATIVE**

Mr. Otterstrom reported on an approach for collaborating with the City of Spokane on a subarea plan for the Central City Line Corridor that could act as an overlay plan to integrate existing and future development opportunities. The objectives would be to: define the land use and economic development policies that support transit oriented development and ridership along the Central City Line; understand and document community aspirations for station areas along the Central City Line; and, increase the overall competitiveness of FTA Small Starts funding application for the Central City Line. STA is in the process of finalizing and publishing the economic impact study. The plan will include results of the study, as well as the city's work on the centers and corridors along this alignment, and emerging opportunities along the corridor.

Acting Chair Mumm mentioned that the Plan Commission has formally initiated the transportation sub-committee and will be looking for participation from STA. Ms. Meyer thanked Acting Chair Mumm for her efforts on this.

Mr. Otterstrom said that to be effective with FTA, the plan needs to be assimilated in the City's planning efforts. This would be a way to support the Central City Line, while STA supports the City's efforts in making land use actions or decisions and strategies in the corridor.

Ms. O'Quinn asked if the Board would have the opportunity to review the Central City Line Economic Impact Analysis before the November Board meeting. Ms. Meyer said that it is anticipated that the economic impact analysis will be sent to the Board prior to the November Board meeting. Three Board members, the STA Board chair and chairs of the Planning & Development Committee and the Performance Monitoring & External Relations Committee, will be attending the meeting of the impact analysis committee in early November when the results will first be reviewed.

Mr. Otterstrom said that the strategic overlay is really just the beginning of the conversation. It will not change zoning or subsequent actions but will propose a menu of possible actions, solicit stakeholder, community and Plan Commission feedback on possible action and result in a plan that the City could adopt. Mr. Otterstrom reviewed the roles and responsibilities which will include input by stakeholders and citizens along the corridor, businesses, property owners, STA and the consultant team that provides the work, and partnering with City of Spokane staff. Staff proposes that CH2M Hill, as part of STA's Small Starts application, lead this effort or do the work with STA managing it. Mr. Otterstrom then reviewed the potential public engagement tools and next steps for the project. Acting Chair Mumm commented that it would be important to include senior housing areas in the corridor for stakeholder involvement. Acting Chair Mumm mentioned that there is a lot of community development activity happening and upcoming in her district due to economic targeted area plans. Acting Chair Mumm also mentioned that she and Ben Stuckart will be attending a National Association of City Transportation Officials (NACTO) and encouraged STA staff to look into the movement.

### C. STA MOVING FORWARD – DRAFT IMPLEMENTATION PLAN OUTREACH UPDATE

Ms. Bousley presented an overview of the public outreach efforts around STA Moving Forward, STA's draft implementation plan to sustain and provide more and better bus service over the next ten years. Ms. Bousley gave a tour of the STA Moving Forward brochure which was distributed. The brochure will be distributed at each of the events. Ms. Meyer commented that the brochure is a great piece and shows all of the specific investments in the STA Moving Forward package and a picture of where the investments will be. Ms. Bousley led the Committee through the timeline. Currently STA is in the process of conducting broad public outreach. Mass advertising is being used to communicate a short concise message to the public on radio and TV. STA is conducting a series of events and meetings throughout the Spokane region. A calendar of events is published on the [stamovingforward.com](http://stamovingforward.com) website and is updated regularly. Ms. Bousley asked for input on other groups that could be presented to. Ms. Bousley reported that a telephone town hall meeting was conducted on September 24, 2014. Preliminary results indicate that approximately 3,500 people participated in the telephone town hall. Ms. O'Quinn asked if the Board could receive results of which jurisdictions the participants were from. Mr. Otterstrom said that there were a lot of callers from the City of Spokane Valley. Ms. Bousley said they would include this information in the report to the Board. Ms. Bousley went on to report on the upcoming open houses. Ms. Bousley said that STA is conducting a poll of the community's interest in going to the ballot and the success of the ballot. Ms. Bousley said the [stamovingforward.com](http://stamovingforward.com) website is a good resource for the most recent information on the plan and calendar of events. There is also a hotline that has been set up as well as an email address that people can use to comment on the plan and projects. Staff is also working on an STA Moving Forward Transit Leadership Summit in November which Board members have been notified of. Staff has requested assistance with creating the list of invitees from the Board and has received approximately 75 names to date. There was discussion regarding the upcoming open houses and press releases. Ms. Meyer said that the press release should go out to the Board. Ms. Bousley said that STA would be advertising in the newspapers as well as looking for local blogs. There will also be radio and online advertising. Ms. Bousley assured the Committee that there would be good promotion. Ms. Bousley said that the results have been exciting, and any input is welcomed. Ms. Meyer said that staff has been very active in making presentations. Ms. Meyer asked Ms. Bousley to include in the report to the Board a listing of the groups that have been presented to and a list of the upcoming presentations to illustrate just how much public outreach is happening. Ms. Meyer asked that staff be sure to let each Board member know when their jurisdiction will receive a presentation. Mr. Pace asked staff to meet again with the Spokane Valley Chamber of Commerce and to request to meet with the new executive director. Mr. Pace also asked staff to reach out to the Greater Spokane Valley Support Network (GVSN) to present STA Moving Forward.

Acting Chair Mumm announced that Ms. O'Quinn would need to leave for another commitment soon.

D. HIGH PERFORMANCE TRANSIT (HPT) FACILITY DESIGN AND SERVICE COMMUNICATIONS STANDARDS UPDATE

On April 21, 2014, STA issued a Request for Qualifications (RFQ) soliciting qualifications from interested firms to assist in the preparation of the High Performance Transit Network Facility Design and Service Communication Standards. Following review of the proposals submitted and interviews with several firms, IBI Group, Inc. was selected as the most qualified firm. Mr. Otterstrom explained that the scope of the project includes the preparation of a comprehensive design manual for features of the HPT network. This will include specific plans and specifications for all stops and stations, shelters, canopies, street furniture, signage, kiosks, way finding systems, and lighting. Also, communication (branding) standards will be developed to include color schemes, material types and font/type application for all HPT features including logos, route maps and schedules, signs, vehicles (interior and exterior) and passenger facilities. A public outreach program will be developed to include a range of stakeholders through meetings, open houses and online information gathering. A project kick off meeting with STA staff has been schedule for October 2. The public outreach effort will then broaden to include stakeholders from the community for a twelve month design process. Ms. O'Quinn asked if different cost model options were presented by the firms. Mr. Otterstrom affirmed that there were and said that in the design process, staff establishes criteria that assists the firms to bind the process which includes the cost of maintenance. There was discussion about amenity design input and it was agreed that receiving input from the neighborhoods and community is an important part of the process.

6. COMMITTEE INFORMATION

None.

7. CEO REPORT

Ms. Meyer gave a brief update on the Plaza including the Downtown Spokane Partnership's statement on their website regarding the Plaza Task Force. Ms. Meyer said that she would forward the link to the statement to the Board for information. Ms. O'Quinn encouraged the Board and staff to remain positive in all communications throughout the process. Ms. Meyer agreed. Ms. O'Quinn stated that the Board asked DSP to take the lead on the process of further conversation regarding the Plaza remodel and that STA would give them time to do this. Acting Chair Mumm stated, for the record, that STA had lead the community conversation which included the DSP and GSI and other stakeholders during the public outreach effort that took place prior to DSP's request to postpone the Plaza remodel at the Board meeting.

Ms. O'Quinn departed at 11:20 a.m.

Ms. Meyer reported that she and Mr. Otterstrom met with Dr. McCulloh and staff from Gonzaga University regarding the Central City Line and they strongly support the project.

Ms. Meyer reported that she and Ms. Warren attended an excellent leadership training conference sponsored by the Washington State Transit Association and Washington State Transit Insurance Pool. They brought back materials to introduce to the whole team.

8. NEW BUSINESS

None.

9. COMMITTEE MEMBERS' EXPRESSIONS

Mr. Pace stated that he agreed with everything that Ms. O'Quinn said. Mr. Pace encouraged that staff and Board keep in mind that business organizations don't vote, or ride buses; individual people do.

Mr. Pace again encouraged staff to meet with the Greater Spokane Valley Network and the Spokane Valley Chamber of Commerce. Mr. Pace encouraged staff to have an orientation meeting with the Chamber's new executive director, Katherine Morgan.

Acting Chair Mumm presented a video featuring Macklemore & Ryan Lewis. The video can be accessed at <http://www.youtube.com/watch?v=iDUz82dBqTQ>. Acting Chair Mumm said that STA needs to make sure that people know that STA is about people, in every communication. Acting Chair Mumm said the approach used in the video might be something to consider when trying to reach millennials. Acting Chair Mumm said that both Macklemore & Lewis have roots in Spokane and come through frequently. She suggested that there may be a way to leverage some of what they do through social media to support whatever the STA Board decides to do.

10. REVIEW NOVEMBER 5, 2014 COMMITTEE MEETING AGENDA

As presented.

11. NEXT MEETING – WEDNESDAY, NOVEMBER 5, 2014, 10:00 A.M., STA SOUTHSIDE CONFERENCE ROOM, 1230 W BOONE AVENUE

12. ADJOURN

Acting Chair Mumm adjourned the meeting at 11:38 a.m.

Respectfully submitted,



Angela Stephens, Executive Assistant