

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

PERFORMANCE MONITORING AND EXTERNAL RELATIONS COMMITTEE

Minutes of the December 5, 2012, Meeting
Southside Conference Room

MEMBERS PRESENT

Chuck Hafner, City of Spokane Valley*
Art Kulibert, City of Medical Lake
Mike Allen, City of Spokane
Rhonda Bowers, Labor Representative
E. Susan Meyer, CEO (Ex-officio)

MEMBERS ABSENT

Mark Richard, Spokane County

* Chair

STAFF PRESENT

Steve Blaska, Director of Operations
Karl Otterstrom, Director of Planning
Lynda Warren, Director of Finance
Susan Millbank, Community Ombudsman & Accessibility
Don Reimer, Manager, Maintenance and Facilities
Molly Myers, Manager, Communications

GUESTS

None

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

Chair Hafner called the meeting to order at 12:10 p.m. Introductions were made. There was no correspondence requiring the Committee's attention.

2. **PUBLIC EXPRESSIONS**

None.

3. **COMMITTEE CHAIR REPORT**

Chair Hafner said he'd recently had the pleasure of filling in for Santa, and advised anyone who ever has that opportunity to do the same because it was a wonderful experience.

4. **COMMITTEE APPROVAL**

A. **MINUTES OF THE OCTOBER 3, 2012, COMMITTEE MEETING**

Mr. Allen moved to recommend approval of the October 3, 2012, Committee meeting minutes. The motion was seconded by Mr. Kulibert and passed unanimously.

B. **MINUTES OF THE OCTOBER 31, 2012, COMMITTEE MEETING**

Mr. Allen moved to recommend approval of the October 31, 2012, Committee meeting minutes. The motion was seconded by Mr. Kulibert and passed unanimously.

5. **COMMITTEE ACTION (Board Consent Agenda and Board Discussion Agenda)**

A. **BOARD CONSENT AGENDA**

1. **RENEWAL OF SPOKANE POLICE DEPARTMENT INTERLOCAL AGREEMENT**

Ms. Meyer explained that this will be the seventh year that Spokane Transit has had an interlocal agreement with the City of Spokane to provide for a Spokane Police officer to be based out of The Plaza. The current agreement will expire on December 31, 2012. The total cost for this service is \$86,000, unchanged from 2012.

Mr. Allen moved to recommend the Board approve the Spokane Police Department Interlocal Agreement as presented. The motion was seconded by Mr. Kulibert and passed unanimously.

2. **AWARD OF CONTRACT FOR TEN (10) PARATRANSIT VANS**

Mr. Blaska explained that in accordance with STA's Transit Development Plan, Vehicle Replacement Plan, and the 2012 Capital Budget, ten Paratransit vehicles are scheduled for replacement in 2012. The vehicles scheduled for replacement exceed the FTA minimum service guidelines of four years or 100K miles. Staff has identified vehicles from the Washington State Purchasing Cooperative contract that satisfy STA's requirements. Staff is recommending the

purchase of 22' vans with an Aerotech body built on a Chevrolet chassis by Eldorado Manufacturing. Total project cost will not exceed the budgeted amount of \$951,946.

Mr. Kulibert moved to recommend the Board: 1) approve the purchase of ten (10) Eldorado cutaway vans from Schetky Northwest Sales Inc., Portland, Oregon, through the Washington State Purchasing Cooperative contract, and 2) authorize the disposal or transfer of the surplus Paratransit vehicles. Total project cost will not exceed the budgeted amount of \$951,946. The motion was seconded by Mr. Allen and passed unanimously.

3. TARIFF POLICY AMENDMENT: VANPOOL FARE POLICY

Mr. Blaska said that proposed changes to the Vanpool Fare Policy allow for recovery of 100% of all operational and administrative costs of the program. A public hearing was held at the November Board meeting, but no comments were received at that time. However, staff did receive four comments about the proposed changes, and the only objection was in regard to the proposed minimum user's fee of \$50 per month for a Vanpool member to receive the bus pass benefit. It was felt that fee could present a disincentive to the formation of large vanpool groups. As a result, this portion of the proposal has been revised and the \$50 user's fee will not be included in the new policy.

Mr. Kulibert moved to recommend the Board approve the recommended changes to the Vanpool Fare Policy. The motion was seconded by Mr. Allen and passed unanimously.

4. TARIFF POLICY AMENDMENT: SHUTTLE SERVICE CASH FARE POLICY

Mr. Blaska explained that the cash fare for our shuttle services should be the same as our system-wide base fare. A differential cash fare for shuttle service is no longer justified on the basis of service characteristics or by customer utilization. Mr. Blaska noted that only 0.4% of shuttle riders pay cash fares; other riders pay full fare or participate in the City Ticket program. A public hearing was held regarding this policy change at the November Board meeting, and no comments were received.

Mr. Kulibert moved to recommend the Board approve the recommended changes to the Vanpool Fare Policy. The motion was seconded by Mr. Allen and passed unanimously.

5. TARIFF POLICY AMENDMENT: ORGANIZATION-BASED PASS PROGRAMS

Mr. Blaska said that a change to the current policy is needed to add flexibility to the Organization-based Pass Program billing structure to accommodate the travel behavior of various organizations, as well as to reflect a proper relationship between the contract price and the cost of providing the service. Mr. Blaska explained the benefits of transitioning from the current program to the Universal Transit Access Pass (UTAP) program, and cited examples of how this change would allow STA to implement a billing structure based on users' trips on individual routes to more accurately capture the cost of providing that service. Discussion ensued.

Mr. Allen moved to recommend the Board approve the change to the Tariff Policy to transition the Organization-Based Pass Program to the Universal Transit Access Pass program (UTAP). Also, recommend the Board give the CEO the flexibility to negotiate contract with participating organizations that reflect manageable transition or introductory rates. The motion was seconded by Mr. Kulibert and passed unanimously.

6. PROPOSED 2013 PERFORMANCE MEASURES

Mr. Blaska reviewed the 2013 updates to STA's key operational Performance Measures, explaining that each measure is related to a specific Spokane Transit priority. These quantifiable benchmarks demonstrate the agency's commitment to accountability. As part of STA's Mission, Vision, and Priorities, a new priority, "Exemplify Financial Stewardship," has been added.

Mr. Kulibert moved to recommend the Board approve the 2013 Performance Measures as presented. The motion was seconded by Mr. Allen and passed unanimously.

B. BOARD DISCUSSION AGENDA

1. REVISION TO STA'S COMMERCIAL ADVERTISING POLICY

Ms. Myers explained that Spokane Transit's Vehicle and Facilities Advertising Policy was last reviewed and updated by the Board of Directors in July 2006. Since that time, case law concerning regulation of commercial advertising on governmental property has continued to evolve. Recommended revisions to the current policy include clarification of STA's limitations on commercial advertising; clear definition of public service announcements; clear disclosure of all advertising sponsors, and minor typographical and grammatical edits. New restrictions include the prohibition of political advertisements, public issue advertisements, and advertising for alcohol or other regulated substances; an amendment to the current "unlawful conduct" prohibition to cover marijuana advertising and advertising for firearm sales and distribution; and a prohibition of advertising deemed harmful or disruptive to the transit system under contemporary community standards. Discussion ensued regarding the issue of Federal versus state legislation regarding the use of marijuana. Mr. Allen said that he would prefer the issue of marijuana be plainly stated in the policy.

Mr. Allen moved to recommend that Section II, Article B – Prohibited Advertising Content, Item 14 – "Alcohol and Regulated Substances" be amended to read "Alcohol, Marijuana and Regulated Substances." The motion was seconded by Mr. Kulibert and passed unanimously.

Mr. Kulibert moved to recommend the Board adopt the revised STA Commercial Advertising Policy as amended. The motion was seconded by Mr. Allen and passed unanimously.

2. AWARD OF CONTRACT FOR FIXED ROUTE VEHICLE ADVERTISING

Ms. Myers explained that advertising on buses has been a policy since STA's formation, with a focus on generating supplemental revenue for the agency. The current contract to administer and conduct the daily functions associated with interior and exterior advertising will expire on December 31, 2012. In May 2012, the Performance Monitoring and External Relations Committee approved the scope of work for this service and authorized staff to release a request for proposals (RFP). Twenty-five potential contractors received copies of the RFP, and four responsive proposals were received from responsible vendors. Based on feedback from the evaluation committee, staff is recommending an award of contract to Ooh! Media.

Mr. Allen moved to recommend the Board award a three-year contract with two 1-year options for renewal to Ooh! Media of Spokane, effective January 1, 2013. The motion was seconded by Mr. Kulibert and passed unanimously.

3. 2013 FEDERAL ADVOCACY AGENDA

Ms. Meyer recognized Ms. Millbank for all her efforts related to government affairs on behalf of STA. She said that staff monitors Federal legislative initiatives for their impact on Spokane Transit. Advocacy priorities include:

- Educate Congressional representatives about the benefits of public transportation.
- Keep Congressional members up to date on Spokane Transit, including the Central City Line Modern Electric Trolley.
- Monitor any proposed authorization bill.
- Advocate for increased grant programs.
- Support other Spokane region legislative initiatives where a shared interest exists.

Staff is asking the Committee to recommend the Board approve the 2013 Federal Advocacy Agenda and grant the CEO authority to determine STA's interest on specific pieces of legislation and convey those interests to legislators and others, and report back to the STA Board during the legislative session.

Mr. Allen moved to recommend the Board approve the 2013 Federal Advocacy Agenda as presented and grant authority to the CEO to determine STA's interest on specific pieces of legislation and convey those interests to legislators and others, and report to the Performance Monitoring and External Relations Committee and the Board during the legislative session. The motion was seconded by Mr. Kulibert and passed unanimously.

4. DRAFT 2013 STATE LEGISLATIVE PRIORITIES

Mr. Meyer explained that each year the Board of Directors adopts State legislative priorities to guide staff and STA's Government Relations Consultant during the legislative session and beyond. During the legislative session, staff will watch for any legislation that may impact STA and/or the Spokane region, either positively or negatively. Priorities include current state investments in public transit in the Spokane region; long-term transportation funding; monitoring other legislation that could impact STA's governance, oversight, financing, and/or operations; and partnering with the Spokane area community.

Because legislation may come forward at any time, the CEO is requesting authority from the Board to determine STA's interest on specific pieces of legislation and convey those interests to legislators and others, and report back to the Board during the legislative session.

Mr. Allen moved to recommend the Board approve the 2013 State Legislative Priorities as presented and grant authority to the CEO to determine STA's interest on specific pieces of legislation and convey those interests to legislators and others, and report to the Performance Monitoring and External Relations Committee and the Board during the legislative session. The motion was seconded by Mr. Kulibert and passed unanimously.

5. DRAFT 2013 WASHINGTON STATE TRANSIT ASSOCIATION (WSTA) LEGISLATIVE AGENDA FOR STATE FUNDING

Ms. Meyer said that on behalf of all transit systems in the state, the Washington State Transit Association (WSTA) advocates for equitable and sustainable state funding for public transit. Because public transportation is part of a successful, statewide transportation program, as the 2013-2015 biennium legislative session approaches, WSTA has adopted two funding strategies for advocacy:

- Obtain new transportation funding and tools.
- **Protect and maintain existing transit funding.**

Staff is asking the Board to support, by motion, the WSTA 2013 legislative strategies for state funding and to encourage WSTA to move forward in its efforts to have public transportation included in any new statewide transportation funding package.

Mr. Allen moved to recommend the Board, by motion, support the WSTA 2013 legislative strategies for state funding, and encourage WSTA to move forward in its efforts to have public transportation included in any new statewide transportation funding package. The Board requests that during the legislative session, the CEO report back to the Performance Monitoring and External Relations Committee and the Board about WSTA's endeavors. The motion was seconded by Mr. Kulibert and passed unanimously.

1. COMMITTEE REPORTS

A. MOVING FORWARD OUTREACH

Ms. Myers explained that in September 2012, the STA Board of Directors made appointments to four Corridor Advisory Panels (CAPs). The CAPs have met three times to discuss issues such as High Performance Transit (HPT) including current conditions on each corridor, problems solved through HPT, and potential changes that the HPT will bring to the corridors. Meetings included bus tours of each corridor. Staff is working to develop different alternatives based on cost levels, and alternative ways to achieve purpose and needs statements in coordination with each of the CAPs. The Panels will meet again in January.

7. CEO REPORT

- A. An open house was held to introduce the new Mobility Center located at the STA Plaza. The Mobility Center serves two functions: first to perform in-person assessments which determine an individual's abilities to use Fixed Route bus service when a physical disability is present; second, it is a training center to help individuals who are not eligible for Paratransit service learn how to ride the bus.
- B. We are currently in the fourth month of advanced training for coach operators. Each operator will spend eight hours annually focusing on specific topics related to transit. Ms. Meyer and Mr. Blaska open the sessions with information regarding the status of the business, including financial projections

and capital projects, ending with a question and answer period. Feedback from the operators has been positive and helped management explore opportunities for improvement regarding certain routes.

- C. Staff has met with property owners in the area of Indiana east of Sullivan regarding the potential for future service in that area. There is currently not enough demand for service, but this issue will remain on a list for future discussion.
- D. STA has been asked to consider housing a Cop Shop at the Plaza and will meet with the City of Spokane in the next few days for further discussion. There is a concern that in the interest of the safety of STA's customers, the Cop Shop would need to decouple with the Department of Corrections before STA would give this idea more serious consideration.
- E. Staff has met with Avista regarding the roll they could play regarding a future Central City Line project. Talks are continuing.

8. **COMMITTEE INFORMATION**

- A. October 2012 Financial Results Summary - *as presented.*
- B. November 2012 Sales Tax Summary – *as presented.*
- C. October 2012 Operating Indicators – *as presented.*
- D. Third Quarter 2012 Performance Measures – *(removed from the agenda).*
- E. Shuttle Fare Increase – Title VI Analysis – *as presented.*
- F. January 2013 Service Change Summary – *as presented.*
- G. Community Outreach and Involvement – *as presented.*
- H. MH-9 Mini-Hybrid Thermal Management System Performance Results – *as presented.*
Mr. Blaska recognized Maintenance Analyst Charlie Phillips for his work on this project. Mr. Phillips' efforts have saved the agency between \$25K - \$30K in fuel costs.
- I. STA Holiday Service and Office Hours – *as presented.*

9. **JANUARY 2013 COMMITTEE PACKET AGENDA REVIEW**

Chair Hafner asked if there were any comments about the agenda for the next Committee meeting. No comments were forthcoming.

10. **NEW BUSINESS**

None.

11. **COMMITTEE MEMBERS' EXPRESSIONS**

None.

12. **ADJOURN**

Chair Hafner wished everyone a very happy holiday season and adjourned the meeting at 1:59 p.m.

13. **NEXT MEETING – WEDNESDAY, JANUARY 2, 2013, 1:30 P.M., STA SOUTHSIDE CONFERENCE ROOM, 1230 WEST BOONE AVENUE**

Respectfully submitted,

Jeanette Van Dort, Executive Assistant