

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

**PERFORMANCE MONITORING AND EXTERNAL RELATIONS COMMITTEE**

Minutes of the February 5, 2014, Meeting

Southside Conference Room

**MEMBERS PRESENT**

Mike Allen, City of Spokane \*  
Richard Schoen, City of Millwood  
Rhonda Bowers, Labor Representative  
E. Susan Meyer, CEO (Ex-officio)

**MEMBERS ABSENT**

Tom Trulove, City of Cheney  
Chuck Hafner, City of Spokane Valley

\* Chair

**STAFF PRESENT**

Steve Blaska, Director of Operations  
Karl Otterstrom, Director of Planning  
Lynda Warren, Director of Finance and Information Services  
Steve Doolittle, Director of Human Resources  
Beth Bousley, Director of Communications & Customer Svc.  
Jan Watson, Executive Assistant to the CEO & Clerk of the  
Authority

**GUESTS**

None

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

Chair Allen called the meeting to order at 1:46 p.m. Introductions were made. There was no correspondence requiring the Committee's attention.

2. **PUBLIC EXPRESSIONS**

None.

3. **COMMITTEE CHAIR REPORT**

None.

4. **COMMITTEE APPROVAL**

A. **MINUTES OF THE DECEMBER 5, 2013, COMMITTEE MEETING**

**Chair Allen asked whether or not two Committee members constituted a quorum.** Ms. Meyer responded that according to legal counsel, it does, and there will be a resolution before the Board in March to update the STA Committee guidelines to reflect this.

**Mr. Schoen moved to recommend approval of the December 5, 2013, Committee meeting minutes. The motion was seconded by Chair Allen and passed unanimously.**

5. **COMMITTEE ACTION**

A. **Board Consent Agenda**

1. **PILOT TEST FARE STRUCTURE ADDENDUM FOR THE CITY TICKET PROGRAM**

Mr. Blaska explained that the City Ticket program is a cooperative effort between STA, the Public Facilities District (PFD), and the Downtown Spokane Partnership (DSP). Under the program, customers purchase a \$30 monthly pass which allows riders to park their personal vehicles in designated areas at the Spokane Arena parking lot and ride STA's shuttle services (Rt. 1 – Plaza/Arena Shuttle and Rt. 2 – Southside Medical Shuttle). In addition, riders can use the City Ticket for transportation on Rt. 27 – Hillyard, and Rt. 39 – Mission when service on Rt. 1 ends at 7:15 p.m.

Staff is proposing to remove the restriction on the ability of City Ticket patrons to use Rt. 27 and Rt. 39 only after 7:15 p.m. This change would provide more trip opportunities for City Ticket holders. It will be especially attractive to construction workers who are building the new hotel adjacent to the Convention Center as well as other downtown employees whose parking opportunities have been displaced due to that construction.

This change would be implemented on a pilot test basis from March 1, 2014, to June 31, 2015 – which is the end of the current City Ticket contract with PFD and DSP.

**Mr. Schoen moved to recommend the STA Board of Directors approve a pilot fare structure which authorizes the City Ticket pass as valid fare payment on Route 27 - Hillyard and Route 39 - Mission between The Plaza and the Arena. Duration of the pilot fare structure is from March 1, 2014, to June 31, 2015. The motion was seconded by Chair Allen and passed unanimously.**

B. Board Discussion Agenda

*(No items being presented this month.)*

6. COMMITTEE REPORTS

A. DRAFT 2014 TITLE VI PROGRAM UPDATE

Mr. Otterstrom said that STA's Title VI Program must be updated every three years. STA's program expires March 23, 2014. Title VI is a federal statute that states, "No person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance."

Elements of Title VI:

- Prohibits recipients of federal financial assistance from discriminating on the basis of race, color or national origin
- Executive Order 12898 requires agencies to identify and address effects of its programs, policies, and activities on minorities and low-income populations
- FTA guidance is based on the prohibition against national origin discrimination in Title VI, as it affects limited English proficient persons (LEP).

Key requirements:

- Title VI Program must be adopted by STA Board of Directors
- Program must include demographic makeup of STA non-elected committee members
- Update Limited English Proficiency (LEP) Plan
- Evaluation of service and fare changes over the last three years
- List of Title VI investigations, complaints, etc. over last three years

Mr. Otterstrom said that a Public Hearing will be held at the February 20<sup>th</sup> Board meeting, and staff will ask the Performance Monitoring and External Relations Committee at their next meeting to recommend the Board approve STA's Title VI Program at their March 20<sup>th</sup> meeting.

B. FIXED ROUTE SYSTEM RIDERSHIP ANALYSIS – 2013 YEAR END SUMMARY

Mr. Blaska called the Committee's attention to a revised handout of item 6B with information originally not included in the packet that was sent to members the previous week.

At 11,087,049 trips, 2013 represents the third highest ridership year in STA history. In 2012 ridership increased by 1.9% compared to 2011. STA sustained this positive trend in 2013 and finished the year with an additional 0.5% ridership growth. This is especially impressive in light of the fact that ridership increased in spite of the 2010/2011 service reductions that were required in order to bring the level of service into alignment with the severe revenue shortfall caused by the economic recession. The challenge now is to continue to meet ridership demand using existing resources.

Mr. Blaska noted that STA carries 28.84 passengers per revenue hour, which is second only to King County Metro and higher than four other urban systems in Washington. Park and ride facilities are approaching capacity and standing loads on buses during peak commute hours are common.

Mr. Blaska also reviewed positive trends which included:

- Several historically high ridership routes grew at rates exceeding the 0.5% system-wide ridership growth (Route 33/Wellesley grew by 4.1%; Route 90/East Sprague grew by 1.1%; Route 25/Division grew by 1.3%).
- Spokane Valley and Liberty Lake benefitted from the service change in September 2011 followed by restructuring local-service connections in September 2013. These routes produced higher ridership results over 2012.
- The commuter routes to/from Liberty Lake and Spokane Valley also had relatively strong growth:
- The phenomenal growth of EWU ridership in the 2012-2013 school year (approximately +20%) was largely a result of re-scheduling of school-day peak service that improved connections and the addition of Route 68/Cheney. This increase alone accounted for 32% of the system-wide growth in 2012.
- Full-fare, Adult ridership increased greater than the overall rate of growth. This is a good indicator because this is STA's largest customer base. It is especially encouraging that Adult riders using the 31-Day Pass increased by 3.3% over 2012.

- The 2013 EWU Eagle Pass program's ridership finished 5.2% ahead of 2012.
- Student Pass ridership from other institutions is off record levels (-7.3%) but presents STA with opportunities. Much of the Student Pass decline can be attributed to lower enrollment in SFCC and SCC. In order to attract more riders from this population, staff implemented a Universal Transit Access Pass (UTAP) program for all of Spokane's community colleges in January and early results are very positive.

Other developments which require further attention include:

- Youth ridership declined 6.0%. This has been a trend for the last two years. Initially staff assessed the recession caused households to cut back on transportation expenses; however, the fact that this trend continues will be a factor in marketing planning and calculations in preparation for a 2015 fare change.
- The Employer Sponsored Bus Pass (ESBP) program sales decreased 10.2%. The transition of WSU to the UTAP program accounted for part of the decrease. Outreach to some of the larger program participants revealed that much of the remaining decline is due to reduced staffing by those employers. A marketing effort of this program can focus on generating more participation from a smaller employee base at existing ESBP businesses and eliciting participation from employers who are not yet in the program.
- The City Ticket program pass sales in 2013 were virtually even with 2012. However, ridership on the Route 1/Plaza-Arena shuttle dropped by 10.2%, which indicates that many participants are using City Ticket as a parking amenity only. Staff will work with the Downtown Spokane Partnership and the Public Facilities District to re-invigorate marketing to downtown businesses that benefit from this service.
- An overall decrease in ridership in northwest Spokane and the South Hill is worth further study to determine causes/potential remedies.

#### 7. CEO REPORT

- A. Ms. Meyer said she, STA Board Chair Amber Waldref, and about 80 others went to Olympia to the Greater Spokane Incorporated Conference. Ms. Meyer and Ms. Waldref met with several state legislators to discuss STA's Performance Objectives and the 2013 results, as well as the Central City Line (CCL), which is included in the House Transportation Revenue Package. While the CCL was not discussed by the Senate, the group hopes to retain in the project.
- B. Ms. Meyer said she would be attending the National Legislative Conference at the American Public Transportation Association meeting in Washington, D.C. Time is being scheduled to meet with Senators Murray and Cantwell and Congresswoman McMorris Rogers and her staff. Ms. Waldref is expected to attend the Conference also, as well as Mr. French, if their travel is approved at the next Board meeting. Ms. Meyer will stay in Washington, D.C., after the Conference to discuss a low-emission/no-emission grant with Federal Transit Administration staff.
- C. STA has been nominated for an AGORA award, which is presented by Greater Spokane Incorporated for business excellence in the greater Spokane area and for contributions to the region's economic growth. Final selection will be made soon.
- D. Ms. Meyer said that the West Plains Transit Center, the STA Plaza renovation, and the CCL were subjects of media coverage recently. All reports were positive pieces and presented STA in a favorable light.
- E. A report on the Legislative Update will be presented to the Board at their February meeting. Some bills are still up for approval with the House and Senate, so staff is monitoring progress carefully.
- F. The Fulcrum Institute competed for and won a retired STA Paratransit van in 2013 which is now being used by the Institute to transport at-risk children from foster homes to supervised visitations with their parents. Staff members at Fulcrum Institute send a card to STA to say "thank you" for the van.

#### 8. COMMITTEE INFORMATION

- A. January 2014 Sales Tax Summary – *as presented*.
- B. December 2013 Operating Indicators – *as presented*.
- C. Community Outreach and Involvement – *as presented*.

#### 9. MARCH 2014 COMMITTEE PACKET AGENDA REVIEW

**Chair Allen asked if there were any comments about the agenda for the next Committee meeting.** None were forthcoming.

**Chair Allen commented that he noticed several Vanpool vans parked in the Coeur d'Alene area, and asked staff to provide information about that program at the next meeting.** Mr. Blaska said he would prepare an informational report on the Vanpool Program for the March meeting.

10. NEW BUSINESS

None.

11. COMMITTEE MEMBERS' EXPRESSIONS

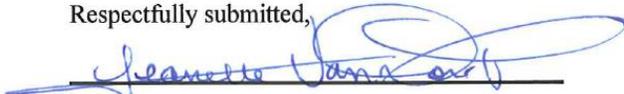
None.

12. ADJOURN

Chair Allen adjourned the meeting at 2:35 p.m.

13. NEXT MEETING – WEDNESDAY, February 5, 2014, 1:30 P.M., STA SOUTHSIDE CONFERENCE ROOM, 1230 WEST BOONE AVENUE

Respectfully submitted,



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Jeanette Van Dort, Executive Assistant

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