

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

PERFORMANCE MONITORING AND EXTERNAL RELATIONS COMMITTEE

Minutes of the October 1, 2014, Meeting

Southside Conference Room

MEMBERS PRESENT

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

MEMBERS ABSENT

None

* Chair

STAFF PRESENT

Steve Blaska, Director of Operations
Karl Otterstrom, Director of Planning
Lynda Warren, Director of Finance and Information Services
Beth Bousley, Director of Communications and Customer Svc.
Steve Doolittle, Director of Human Resources
Jessica Charlton, Project Manager
Merilee Robar, Exec. Assistant, Finance & Information Svcs.

GUESTS

None

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

Chair Allen called the meeting to order at 1:30 p.m. Introductions were made. There was no correspondence requiring the Committee's attention.

2. **PUBLIC EXPRESSIONS**

None.

Ms. Meyer arrived at 1:34 p.m.

3. **COMMITTEE CHAIR REPORT**

None.

4. **COMMITTEE APPROVAL**

A. **MINUTES OF THE SEPTEMBER 3, 2014, COMMITTEE SPECIAL MEETING**

Mr. Hafner moved to recommend approval of the September 3, 2014, Committee special meeting minutes. The motion was seconded by Mr. Schoen and passed unanimously.

5. **COMMITTEE ACTION**

A. **Board Consent Agenda**

1. **ACCEPTANCE OF AND APPROVAL TO PAY RETAINAGE FOR VALLEY TRANSIT CENTER IMPROVEMENTS PROJECT**

Mr. Otterstrom explained that The Valley Transit Center Improvement Project is complete. The project was advertised for bid in April 2014, and in June 2014, STA's CEO awarded a contract to M.E. Uphus Construction Inc. in the amount of \$295,697, plus a 15% contingency and 8.7% Washington State sales tax for a total project amount of \$342,902. Improvements included extending the useful life of the roof and space frame structure by overlaying the roof and repainting the space frame, upgrades to the existing transit shelters, repainting of other structural members, shelters, signage frames, new signage, cleaning and re-grouting of the transit island, ADA improvements, and the installation of fiber communications to the facility.

Construction began on July 7, 2014, and continued through to significant completion on September 3, 2014. Overall, the amount that will have been invoiced by M.E. Uphus Construction Inc. for the project will be \$302,998. This value includes Washington State sales tax, change orders, and retainage. This project will be \$39,904 under the approved construction budget. The project is 100% locally funded and includes a contract for A&E services in the amount of \$91,813.

As required by state law for construction projects with a value of \$250,000 or more, staff is requesting that the Board accept the project as complete and authorize payment of the \$15,018 in retainage once the certificates approving release have been received from the Department of Revenue, Employment Security, and Department of Labor and Industries.

Mr. Hafner moved to recommend the Board accept the Valley Transit Center Improvements project as complete and authorize release of \$15,018 in retainage to M.E. Uphus Construction, pending certificates approving release from the Department of Revenue, Employment Security, and the Department of Labor and Industries. The motion was seconded by Mr. Schoen and passed unanimously.

2. 2015 SPECIAL COMMUNITY EVENTS FARE STRUCTURE

Ms. Bousley explained that this request for a 2015 special community events fare structure follows the same structure as was requested for events in 2014. Staff is proposing:

First Night	\$0.75	Same price as a standard one-way shuttle fare
Bloomsday	\$1.50	Special ticket equivalent to a Day Pass
Hoopfest	\$1.50	A standard Day Pass discounted from \$3.50 to \$1.50
Valleyfest	\$0.75	Same price as a standard one-way shuttle fare

Mr. Hafner commented that he noticed ridership to Valleyfest has been going down over the past few years and asked about ridership for 2014. Ms. Meyer said that this year it went up, but she would address the numbers in the CEO report later in the meeting. Mr. Hafner also asked why there was a price difference for First Night and Valleyfest in comparison to Bloomsday and Hoopfest. Mr. Blaska responded that Valleyfest and First night fares are for the shuttle only. Bloomsday and Hoopfest fares are good system-wide.

Mr. Schoen moved to recommend the STA Board of Directors approve the 2015 Special Event fare structure for First Night, Bloomsday, Hoopfest, and Valleyfest, as presented. The motion was seconded by Mr. Hafner and passed unanimously.

3. STA LIFETIME ACHIEVEMENT AWARD: MIKE BREWER

Mr. Blaska said that Mike Brewer has been a leader in Spokane for his entire adult life. Following graduation from Gonzaga University, Mr. Brewer entered the Sears-Roebuck management training program and later served as manager of the Kaiser Mead Credit Union before becoming manager of Inland Power and Light Credit Union. Mr. Brewer served on the Spokane Quality of Life Council Task Force, was a member of the Housing Rehabilitation Policy Commission, and was a member and Chairman of the Community Development Board – City Plan Commission from 1978 to 1988. Shortly thereafter, he became Councilman Brewer and served in that capacity from 1990 to 1998. In addition to his civic service as an elected official, Mr. Brewer's record of participation on various boards and committees since that time are too numerous to list. Mr. Brewer and his wife, Marjorie, also established the Hillyard Heritage Museum Society.

Mr. Blaska explained that Mr. Brewer's public transportation achievements also merit consideration of this award and include being Chair or Chair Pro Tempore of the STA Board of Directors seven times. He led a variety of committees that oversaw all aspects of transit operations: administration, finance, operations, planning, and marketing. He also participated in the Downtown Transit Center Steering Committee. Since 2000, he has served as a citizen member of several STA committees and has been an important resource in guiding STA's decision making. His generous contribution of his time, energy, and experience has shaped STA. Because of Mr. Brewer's achievements and contributions to transit, staff would like to nominate him for the Lifetime Achievement Award.

Mr. Hafner moved to recommend the Board approve Mike Brewer as recipient of the STA Lifetime Achievement Award for his exceptional involvement in the promotion and practice of public transit in the Spokane Region and for providing outstanding and consistent effort which, through his dedication and commitment, has led to the advancement and betterment of the public transit industry. The motion was seconded by Mr. Schoen and passed unanimously.

4. NEW CITIZEN ADVISORY COMMITTEE (CAC) MEMBERSHIP SLATE – DISCUSSION

Ms. Bousley explained that the Citizen Advisory Committee is advisory to the STA Board of Directors and represents the interests of the community. Membership is for a two-year term with at least one member appointed each year. The Committee's mission is to increase public participation in the functions of Spokane Transit, ensure accountability of the organizations actions, act as an educational arm of the organization to reach out to the public, act as a focused, educated forum for

public input and feedback to the organization, and to represent a wide range of stakeholders and transit service employees.

The CAC is composed of no more than 15 members appointed by the Board, and membership reflects STA's service area and strives for broad, inclusive, regional, and diverse representation to increase the reach and effectiveness of its purpose. Selection is by application, followed by Board by the Board Chair, subject to confirmation from other Board members. CAC members must be registered voters and reside within the Spokane Transit boundaries.

Ms. Bousley said that Mr. Larry Lapidus has applied to become a member of the CAC. He is a realtor with Coldwell Banker and regularly reviews the Spokane Symphony in the Spokesman-Review. Staff is recommending Mr. Lapidus for inclusion on the CAC.

Mr. Schoen moved to recommend the STA Board of Directors approve the appointment of Larry Lapidus as a member of the Citizen Advisory Committee. The motion was seconded by Mr. Hafner and passed unanimously.

B. Board Discussion Agenda

(No items presented this month.)

6. COMMITTEE REPORTS

A. STA MOVING FORWARD PUBLIC OUTREACH PLAN AND "I AM DRIVEN" ADVERTISING PROGRAM

Ms. Bousley provided an update on various outreach opportunities for public feedback on the draft STA Moving Forward Implementation Plan. She explained that STA held a telephone town hall meeting where some STA Board and senior staff members were available to receive calls and answer questions about the Plan. Several open houses are also planned. Staff will compile and summarize feedback received and submit it to the Board prior to their November meeting. She added that the public can go to the *STAMovingForward.com* website for additional information. A hotline has also been established so the public can call in with their comments.

Ms. Bousley also gave a brief presentation on the new "I Am Driven" advertising program. She said the goal of the program is to increase ridership and describes the various benefits of riding the bus by providing insight into the personal stories of a broad diversity of STA bus riders who are driven by STA to fulfill their goals and dreams. Along with TV and radio ads and billboards, blackboards have been set up at the Plaza where people can leave personal comments about their bus ride experiences.

Mr. Allen said that this is a great effort, but he would also like to see this campaign reach out to members of the community who might not ordinarily consider using bus service, not just those who are already riding the bus. Ms. Bousley said that could be arranged.

B. GRANT FUNDING: PERFORMANCE AND STRATEGY

Mr. Otterstrom explained that federal and state grants play a key role in leveraging local funding to expand transit, replace equipment, and maintain transit facilities in a state of good repair. As requested at the September 2014 Board meeting, Mr. Otterstrom reviewed grant performance over the last several years. He said that STA has secured over \$30 million in grants, including 2009 federal stimulus funds which has helped to implement essential capital projects and begin implementation of long-term plans. This is in addition to federal urbanized formula grants that are anticipated from year to year. The use of state and grant funding for major capital projects has helped forestall further cuts in service.

Mr. Otterstrom added that the draft STA Moving Forward Plan assumes that some of the projects will be awarded grant funding and that grants make up an important element of the funding plan for STA Moving Forward. Because most grant programs favor projects that expand or improve service over replacement of existing equipment, STA is not assuming grants for replacement coaches or equipment. Mr. Otterstrom concluded by noting that the majority of grants assumed are specific for transit investments and don't compete against other local and regional projects. Brief discussion ensued.

7. CEO REPORT

A. Ms. Meyer gave a brief overview on Valleyfest bus ridership over the past several years. She noted that ridership had been dwindling, but saw a slight increase in 2014. Mr. Allen asked if the decline in

ridership was because the event was moved to a new location. Mr. Blaska said event relocation might be a part of the reason for lower ridership. Mr. Hafner commented that in the past few years, Valleyfest organizers did not effectively promote the event, but more advertising in 2014 resulted in increased attendance. Ms. Bousley noted that parking was an issue also.

- B. Ms. Meyer said that she and Mr. Otterstrom met recently with Gonzaga University President Dr. Thayne McCulloh and his leadership team to discuss the Central City Line. Dr. McCulloh is an advocate of the CCL and would like the project done sooner rather than later. Ms. Meyer said that discussions about Gonzaga's inclusion in STA's Universal Transit Access Pass program should also be part of the conversation.
- C. Ms. Meyer said that the Downtown Spokane Partnership (DSP) website provided an update on the Plaza Taskforce. She said that she has forwarded the link to STA's Board members.
- D. Ms. Meyer said that she and Ms. Warren attended a two-day Leadership Training event in Seattle which was sponsored by the Washington State Transit Insurance Pool (WSTIP) and the Washington State Transit Association (WSTA). She said it was the single best and most challenging leadership training she has ever attended. She hopes to bring this training to STA.

8. COMMITTEE INFORMATION

- A. August 2014 Financial Results Summary (*Lynda Warren*) – as presented.
- B. September 2014 Sales Tax Revenue Information (*Lynda Warren*) – as presented.
- C. August 2014 Operating Indicators (*Steve Blaska*) – as presented.
- D. Community Outreach and Involvement (*Beth Bousley*) – as presented.

9. NOVEMBER 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 said he had some items he would like included on the next agenda:

- 1. A review of the STA economic impact results. Ms. Meyer commented that the report has not been released. Core stakeholders have not had an opportunity to review the report, and several STA Board members will be invited to participate in that meeting/review. The study results are expected to be covered at the November Board meeting.
- 2. Another Board Workshop could be held to discuss the proposed ballot initiative. Ms. Meyer said that could be arranged.
- 3. An update on the Smart Bus program. Ms. Meyer said staff would provide that at the next meeting.

10. NEW BUSINESS

None.

11. COMMITTEE MEMBERS' EXPRESSIONS

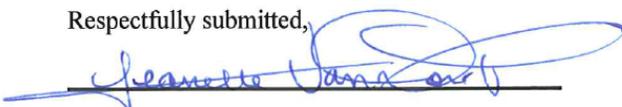
None.

12. ADJOURN

Chair Allen adjourned the meeting at 2:26 p.m.

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

Respectfully submitted,



Jeanette Van Dort, Executive Assistant