

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

PERFORMANCE MONITORING AND EXTERNAL RELATIONS COMMITTEE

Draft Minutes of the September 4, 2013, Meeting
Southside Conference Room

MEMBERS PRESENT

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

STAFF PRESENT

Steve Blaska, Director of Operations
Karl Otterstrom, Director of Planning
Lynda Warren, Director of Finance & Information Systems
Don Reimer, Manager, Maintenance & Facilities
Merilee Robar, Executive Assistant, Finance & Info Systems

MEMBERS ABSENT

Gary Schimmels, City of Spokane Valley
Nancy McLaughlin, City of Spokane

GUESTS

None

* Chair

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

Chair Allen called the meeting to order at 10:00 a.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 JUNE 5, 2013, COMMITTEE MEETING**

The Committee could not take action in the absence of a quorum. This item will be re-submitted to the Committee for approval at their next meeting.

B. **MINUTES OF THE JULY 10, 2013, COMMITTEE MEETING**

The Committee could not take action in the absence of a quorum. This item will be re-submitted to the Committee for approval at their next meeting.

5. **COMMITTEE ACTION**

A. **Board Consent Agenda**

1. **AWARD OF CONTRACT FOR TIRE MILEAGE LEASING AND SERVICES**

Mr. Blaska explained that STA currently contracts for transit vehicle tire mileage leasing and service. The current agreement will expire on November 30, 2013. STA prefers a leasing arrangement over owning the tires. A Request for Proposals was advertised in June 2013, and three responsive proposals were received from responsible vendors. An evaluation committee comprised of STA staff evaluated the proposals and is recommending an award of contract to Bridgestone/Firestone, Inc., for five years. The five-year total cost for this contract is estimated to be \$1,803,847.

The Committee could not take action in the absence of a quorum. This item will be forwarded to Board of Directors consent agenda for further action. Those members present concurred by consensus to recommend the Board of Directors approve the award of contract for lease of tire vehicle mileage and services to Bridgestone/Firestone, Inc., for five years beginning December 1, 2013, for an estimated first-year amount of \$333,899.00, based on current levels of service.

Ms. Bowers arrived at 10:04 a.m.

2. **SMART BUS SUPPORT – CAD/AVL REMODEL ACCEPTANCE AND APPROVAL TO PAY RETAINAGE**

Mr. Otterstrom said that in February 2013, the Board approved an award of contract to Meridian Construction, Inc., to remodel STA's Fixed Route offices, lunchroom, restroom, and storage areas to accommodate a new CAD/AVL dispatch center. Construction began in March and reached substantial completion in June 2013. The amount invoiced for the project was \$271,220.64. Staff is

requesting that the Board accept the project as complete and authorize payment of \$12,475.65 once certificates approving release of retainage are received from the Department of Revenue, Employment Security, and Department of Labor and Industries.

The Committee could not take action in the absence of a quorum. This item will be forwarded to the Board consent agenda for further action. Those members present concurred by consensus to recommend the Board accept the CAD/AVL Remodel Project as complete and authorize release of \$12,475.65 in retainage.

B. Board Discussion Agenda

No items were presented this month.

6. COMMITTEE REPORTS

A. SECOND QUARTER 2013 PERFORMANCE MEASURES

Mr. Blaska gave a presentation on the Second Quarter 2013 Performance Measures, focusing on the following key areas:

- Earn and Retain the Community's Trust - Ridership for both Fixed Route and Paratransit is still on track to meet the respective goals for 2013 (1% growth for Fixed Route and 0% growth for Paratransit). If Fixed Route achieves its objective, 2013 ridership will be an STA record. If Paratransit meets its objective, it will be largely attributable to the impact of the Mobility Training and In Person Assessment programs. Vanpool will not meet its 2013 objective of 8.9% growth due to the recent pattern of existing vanpools that fold, or are used for partial weeks due to inconsistent workplace staffing environments.

Chair Allen inquired about marketing dollars spent and ridership gains as a result, and how STA markets the Vanpool program. Mr. Blaska replied that a marketing effort is planned to coincide with the unveiling of new ride-match tools that are being introduced as a cooperative effort between the County Commute Trip Reduction office and STA.

Chair Allen recommended that STA should make an effort to focus on marketing the program to large contractors in the area. He also asked for further discussion about marketing strategies at the next Committee meeting.

- Provide Excellent Customer Service – All departments exceeded the goal of a 4.5 average (on a 5 point scale) from customer observations in STA's Quality Counts! survey program. Fixed Route exceeded our goal of 95% of surveyed trips running on time. Paratransit was slightly below 95%.

Chair Allen commented that while traveling on the bus, he noticed that there are still a few coach operators who are not calling out stop locations. He asked if the new software will provide that service. Mr. Blaska responded that it would.

- Enable Organizational Success – Both Fixed Route and Paratransit are slightly behind pace to meet the goal of 100% successful ride checks for coach and van operators; however, we expect to meet our goal because a greater number of ride checks are conducted in the latter part of the year.
- Exemplify Financial Stewardship – Both Fixed Route and Paratransit far surpassed our goal to keep our cost per passenger below 95% of the average cost of the urban systems in Washington State. Fixed Route cost per passenger was \$3.83 in the Second Quarter. Although it represents a slight decline from how we ended 2012, we remain at 67.5% of the urban systems' average. Paratransit cost per passenger was \$24.18. This is 57.3% of the urban systems' average. This also represents a slight decline from how STA ended 2012.
- Ensure Safety - At 0.94, Fixed Route was above our standard of 0.50 preventable accidents per 100,000 miles; however, the way accidents/incidents are tracked has changed recently to include minor events (such as non-damage mirror strikes), and many of the accidents being reported involved those types of minor events. The total cost of damages from all accidents is on pace with the low cost of claims in 2012. At 0.82, Paratransit was well below our standard of 1.0 preventable accidents per 100,000 miles. Brief discussion ensued.

Chair Allen said that at the next Committee meeting, he would like to have a discussion on accident damage/no-damage statistics. Mr. Blaska said he would also like to discuss trends.

Mr. Blaska added that the complete Performance Measures report has been posted to the STA website.

B. SIX MONTH RIDERSHIP ANALYSIS

Mr. Blaska explained that service reductions in 2010 and 2011 were required to bring service levels into alignment with the revenue shortfall caused by the economic recession. While ridership was expected to decline, STA actually saw 2012 ridership grow 1.9% compared to 2011, the third highest ridership in STA history. It is too early in the year to determine if this trend will continue in 2013.

Chair Allen asked if advertising affected ridership. Mr. Blaska said that while increases in ridership do occur after a large marketing campaign, dollar-for-dollar comparisons for how much the discount and marketing effort cost STA to get that ridership increase indicated that there was little overall benefit. Ms. Meyer added that another marketing campaign is about to launch for the remainder of this year, but we currently don't do a comparison between marketing efforts and ridership. She said this is something staff needs to think about. **Chair Allen said it would be good to visually overlay those statistics and asked if Ms. Myers could present STA's marketing strategies at the next Committee meeting.**

General Ridership Trends

- Adult ridership is positive. 31-Day pass riders are up by 3.0% and customers using advance purchase 2-Hour passes is up by 5.9%.
- Post-secondary school ridership is mixed. Although the Eagle Pass program continues to grow (up 10.2%), it is largely offset by a decline in Student Pass ridership from other institutions (down 10.5%). Much of the Student Pass use can be attributed to a decline in enrollment in SFCC and SCC this year.
- Youth ridership declined 6.0%. This has been a trend for the last 24 months. Staff continues to evaluate potential causes.
- Reduced Fare ridership had slight growth of 0.7%.

Route-by-Route Positive Developments

- Cheney/EWU boardings continued to increase but not at the phenomenal rate experienced in 2012. Combined with the growth of the Cheney local service, total Cheney ridership accounted for 32% of the total, system-wide ridership increase in 2012. This mirrored the 27.5% increase in Eagle Pass ridership in 2012. In the first six months of this year, these trends continue - but at a lower rate (7.4%).
- The other high growth routes were: Route 27-Hillyard was up 5.6%; Route 96-Pines/Sullivan was up 18.8%; and Route 98-Liberty Lake via Sprague was up 20.7%.
- Historically high ridership routes grew at a modest rate reflecting the general 1% system-wide ridership growth. Route 33-Wellesley, providing cross-town & north/south connectivity, grew by 0.4%. Route 90-East Sprague, providing connectivity between downtown Spokane and the Valley Transit Center, grew by 2.0%. Route 25-Division grew by 1%.
- The Valley commuter routes (Route 173-VTC Express and Route 174-Liberty Lake Express) grew by 0.8% and 3.2% respectively.

Areas for Further Analysis:

- The South Hill routes show a decline in ridership. Routes 42-South Adams, 43-Lincoln/32nd, 44-29th Ave, and 45-Regal provided 3.0% fewer trips this year. At this time, staff believes this trend is largely due to street construction.
- Similar to the South Hill, the 21.5% decrease for Route 94-East Central/Millwood is attributed to construction activity.
- Route 1-Plaza/Arena Shuttle ridership continues to decline. There is a 16.5% decrease in ridership this year and a 28.1% decrease compared to 2010. This service is provided primarily in support of the City Ticket program which is a partnership with the Public Facilities District and the Downtown Spokane Partnership (DSP) to provide employee parking for downtown businesses. STA is coordinating with the DSP to increase marketing and awareness of this service.
- The 4.0% decrease on Route 124-North Express and 8.1% decrease on Route 22-NW Blvd are developments that need to be monitored further to determine causes.
- Over the last several years, we have restructured several routes (Routes 39-Mission; 29-SCC; 26-Lidgerwood; 28-Nevada; 60-Airport; and 61-Highway 2/Browne's Addition) in order to provide excellent cross-town connectivity from Spokane Community College, through the Riverpoint Campus, Downtown, to Browne's Addition. Although there have been positive ridership

developments over the last 3 years, ridership results in 2013 do not indicate the significant response we would like from that service. This corridor will be the object of much deeper analysis as we move forward with the Central City Line.

7. CEO REPORT

- A. Ms. Meyer's explained that in reference to the City Ticket program [which allows riders to park at the Spokane Veteran's Memorial Arena east lot and ride the #1-Plaza/Arena Shuttle and the #2-South Side Medical Shuttle], when employment went down, ridership also went down. About 400 passes per month are sold, with a capacity of about 400 more, thus leaving approximately 400 spaces unused at the Arena parking lot. Mark Richard, President of the Downtown Spokane Partnership, will be looking into this issue. Brief discussion ensued.
- B. In August, STA played host to the Washington State Transportation Association 2013 Symposium held at the Red Lion Inn at the Park. The event was a huge success for STA and the region, and the STA team was a huge part in that success. Commissioner French was a guest speaker. Ms. Meyer also had an opportunity to speak with Secretary of Transportation Lynn Peterson regarding transportation funding. In addition, Ms. Meyer noted that the Senate Transportation Committee will be touring the state and will be in Spokane on October 2nd to listen to and discuss our region's interests.
- C. The weekend prior to the start of the WSTA 2013 Symposium, the state Roadeo was also held in Spokane. STA coach operator Gabe Fernos won first place in the 40-foot coach division, and STA van operator Rob Howard took first place in the Paratransit division. In addition, STA's Maintenance team competed for the first time. While King County took top honors, STA's Maintenance team took 4th place.

8. COMMITTEE INFORMATION

- A. July 2013 Financial Results Summary – *as presented.*
- B. July 2013 Semi-Annual Financial Results Summary – *as presented.*
- C. August 2013 Sales Tax Summary – *as presented.*
- D. Second Quarter 2013 Safety and Loss Summary – *as presented.*
- E. June 2013 Operating Indicators – *as presented.*
- F. July 2013 Operating Indicators – *as presented.*
- G. Community Outreach and Involvement – *as presented.*

9. OCTOBER 2013 COMMITTEE PACKET AGENDA REVIEW

Chair Allen asked if there were any other comments about the agenda for the next Committee meeting, other than those already discussed. None were forthcoming.

10. NEW BUSINESS

None.

11. COMMITTEE MEMBERS' EXPRESSIONS

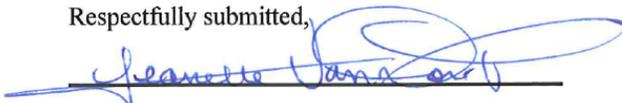
None.

12. ADJOURN

Chair Allen adjourned the meeting at 11:10 a.m.

13. NEXT MEETING – WEDNESDAY, October 9, 2013, 10:00 A.M., STA SOUTHSIDE CONFERENCE ROOM, 1230 WEST BOONE AVENUE

Respectfully submitted,



Jeanette Van Dort, Executive Assistant