

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

**PERFORMANCE MONITORING AND EXTERNAL RELATIONS COMMITTEE**

Minutes of the September 2, 2015, Meeting

Southside Conference Room

**MEMBERS PRESENT**

Amber Waldref, City of Spokane \*  
Chuck Hafner, City of Spokane Valley  
Steve Peterson, City of Liberty Lake  
Rhonda Bowers, Labor Representative  
E. Susan Meyer, CEO (Ex-officio)

**MEMBERS ABSENT**

Steve Lawrence, City of Airway Heights  
\* Chair

**STAFF PRESENT**

Steve Blaska, Director of Operations  
Karl Otterstrom, Director of Planning  
Lynda Warren, Director of Finance & Information Systems  
Beth Bousley, Director of Communications & Customer Svc.  
Steve Doolittle, Director of Human Resources  
Susan Millbank, Community Ombudsman &  
Accessibility Officer  
Fred Nelson, Transportation Manager, Fixed Route  
Don Reimer, Manager, Maintenance & Facilities  
Jacque Tjards, Manager, Purchasing  
Kathleen Weinand, Transit Planner II  
Charlie Phillips, Maintenance Analyst  
Brandon Rapez-Betty, Sr. Communications Specialist  
Merilee Robar, Exec. Asst., Finance & Information Systems

**GUESTS**

Eve Nelson, SRTC  
Mark Mansfield, Exec. Director, Spokane University District

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

Chair Waldref called the meeting to order at 1:35 p.m. Introductions were made.

2. **PUBLIC EXPRESSIONS**

Mr. Mark Mansfield, Executive Director of the Spokane University District, addressed the group regarding the proposed Central City Line Steering Committee. He said he understands the importance of safe and efficient public transportation and is interested and excited to hear about the formation of the Steering Committee.

Chair Waldref thanked Mr. Mansfield for his comments.

3. **COMMITTEE CHAIR REPORT**

Chair Waldref highlighted the report on the *Fixed Route Bus Replacement Program – Alternative Fuel Analysis* being presented later during the meeting. She also mentioned that she attended the Planning and Development Committee special meeting earlier that day which focused on the 2016 budget. She congratulated Ms. Warren and the Finance staff on their excellent work on the budget and the presentation.

4. **COMMITTEE APPROVAL**

A. **MINUTES OF THE JULY 1, 2015, COMMITTEE MEETING**

**Mr. Peterson moved to recommend approval of the July 1, 2015, Committee meeting minutes. The motion was seconded by Mr. Hafner and passed unanimously.**

5. **COMMITTEE ACTION**

A. **Board Consent Agenda**

1. **AWARD OF CONTRACT FOR UNIFORMS FOR COACH OPERATORS, VAN OPERATORS, PARATRANSIT DISPATCHERS, AND SUPERVISORS**

Mr. Blaska explained that Spokane Transit provides uniforms for employees within certain job categories. The current contract will expire on September 30, 2015. Proposals were received from two vendors, and evaluated based on cost, vendor qualifications and experience, past performance and references, and request for proposals compliance. The evaluation committee is recommending an award of contract to Galls, LLC (Blumenthal). Galls, LLC is our current vendor and staff is satisfied with their products and service.

The proposed five-year contract will begin October 1, 2015. The contract sets firm, fixed prices for contract years one through three. Adjustments for the remaining two years will be tied to the Consumer Price Index for All Urban Consumers (CPI-U) for All Cities. At our currently approved staffing levels and contractual obligations, expenses for this contract are estimated to be \$103,000 per year.

**Mr. Hafner moved to recommend the Board of Directors award a five-year contract to Galls, LLC (Blumenthal) to provide uniforms for coach and van operators, paratransit dispatchers, and supervisory personnel effective October 1, 2015, for an estimated \$103,000 per year. The motion was seconded by Mr. Peterson and passed unanimously.**

2. REQUEST FOR APPROVAL OF “FREE RIDE DAY” – NOVEMBER 27, 2015, and 2016 SPECIAL COMMUNITY EVENTS FARE STRUCTURE

Ms. Bousley explained that in an effort to promote the use and benefits of public transportation in our region, staff is requesting the Board approve a suspension of all Fixed Route and Paratransit fares on Friday, November 27, 2015. Pending Board approval, STA will inform commuters by promoting Free Ride Day with agency partners and announcing the event using local media outlets, the STA website, and social media, and work with local retailers to provide coupons to bus riders. An official “Free Ride Day” will not only serve to boost STA ridership; holding the event on November 27th (Black Friday) will also benefit our community by encouraging patronage of local stores and malls.

In addition, in order to continue to incorporate Special Community Events into the 2016 fare structure, the following events and their proposed fare structures were presented for approval:

Event	Fare	Comments
First Night	\$0.85	Current rate for Route 1, as published for the Universal Transit Access Pass (UTAP) program
Bloomsday	\$1.50	Pre-purchased stickers, good for service all day on all routes
Hoopfest	\$1.50	Standard Day Pass discounted from \$3.50 to \$1.50
Valleyfest	\$1.50	Good for use on shuttle service only

Ms. Bousley noted that the fare for First Night increased from \$0.75 last year to \$0.85. This figure was based on last year’s event attendance, and allows event organizers to budget based on Universal Transit Access Pass (UTAP) program calculations. Discussion ensued.

She also noted that the proposed fare structure for Valleyfest was also changed from \$0.75 to board the shuttle to \$1.50 for all day use of the shuttle. Further discussion ensued.

**Mr. Hafner expressed concern that the change to the Special Community Events Fare Structure for Valleyfest might discourage attendance and asked that this item be revised and revisited at next month’s Performance Monitoring and External Relations Committee meeting.**

**Mr. Hafner moved to recommend the STA Board of Directors approve a suspension of fare collection from Fixed Route and Paratransit riders on Friday, November 27, 2015. The motion was seconded by Ms. Waldref and passed unanimously.**

**Mr. Hafner moved to approve the 2016 Special Events fare structure for First Night, Bloomsday, Hoopfest, and Valleyfest, as presented. The motion was seconded by Ms. Waldref and failed 1:2, with Mr. Hafner and Mr. Peterson opposing.**

Further discussion ensued.

**It was decided that the proposed 2016 Special Event fare for Valleyfest should first be discussed with event organizers and then presented again to the Performance Monitoring and External Relations Committee at the October 7, 2015, meeting.**

**Mr. Hafner then moved to approve the 2016 Special Events fare structure for First Night, Bloomsday, and Hoopfest only, as presented. The motion was seconded by Mr. Peterson and passed unanimously.**

3. ESTABLISHMENT OF THE CENTRAL CITY LINE STEERING COMMITTEE

Mr. Otterstrom explained that in November 2014, the STA Board of Directors authorized preliminary engineering for the Central City Line (CCL) upon approval of the Federal Transit Administration (FTA) for entry of the project into project development. In June 2015, the FTA granted entry of the CCL into project development. STA has secured \$3.575M for project development from a combination of State Regional Mobility Grants and Congestion Mitigation and Air Quality grants.

Mr. Otterstrom covered the public outreach principles and policies, emphasizing the importance of continuous communication with all stakeholders to increase public confidence in STA. He also gave an overview of project development elements including downtown alignment, station/stop location and design, vehicle technology specifications, maintenance facilities, environmental documentation, preliminary engineering, refined cost estimates, and Small Starts Grant application.

Project capital costs were reviewed, and Mr. Otterstrom noted that no assumptions are being made beyond the development phase. Ms. Meyer commented that this service would not start for five years, and that funding for operating costs would need to be approved by the STA Board of Directors before the project could move forward.

Staff is recommending the Board, in cooperation with the City of Spokane, form a steering committee to guide project development and provide policy-level recommendations to the STA Board, the City Council, and their respective staff members on key decision points during project development, as well as the development of the CCL Strategic Overlay Plan. Subject to Board approval, staff will begin soliciting participation in September with the intent of holding the first meeting in October 2015. It is anticipated that the group would continue to provide guidance through later phases of the project once they are funded.

Mr. Hafner expressed concern that formation of a CCL steering committee might be “putting the cart before the horse.” He said that he is not convinced that this project will have value to the Spokane regional transit system. Ms. Waldref responded that in STA’s *Moving Forward* 10-year plan, there are over 26 different projects. This is a high-profile project because it’s the implementation of a high performance transit line, but there will be other high performance transit lines going to Cheney, to the Valley, and up North Monroe. She said it’s important that people who will be using those lines (i.e., business owners, property owners, neighbors) be involved early in the process. Ms. Waldref added that she is involved with neighborhoods that will be affected by the CCL, and they need more information in order to make plans for the future of their area. She added that the City of Spokane has adopted this as part of their downtown plan, so while the funding is not yet in place for full project development, funds are there for preliminary engineering, so it makes sense to get stakeholders involved at this point.

Discussion ensued regarding the proposed list of representatives to the steering committee. Based on input received from the Committee members, requested changes to the resolution will be incorporated in the final resolution.

**Mr. Peterson moved to recommend the Board approve by resolution the formation of a Central City Line Steering Committee upon concurrence by the City of Spokane. The motion was seconded by Ms. Waldref, and passed 2:1, with Mr. Hafner opposing.**

In the interest of time, Ms. Meyer asked Chair Waldref if the Fixed Route Bus Replacement Program/Alternative Fuels Analysis could be moved to the October 7, 2015, Committee meeting, and if the Second Quarter 2015 Performance Measures could be moved under Item 8 – Committee Information on the agenda.

**There was no opposition to moving the Alternative Fuel Analysis to the October draft agenda.**

**There was no opposition to moving the Second Quarter 2015 Performance Measures under Item 8 – Committee Information on this agenda.**

4. APPROVAL OF HORIZON 2040 PERFORMANCE MEASURES

Mr. Otterstrom reminded the group that in May 2015, Spokane Regional Transportation Council (SRTC) Executive Director Kevin Wallace and Senior Transportation Planner Eve Nelson gave a presentation on the *Horizon 2040 Implementation Toolkit Study* to the Performance Monitoring and External Relations Committee.

Ms. Nelson was at today's meeting and gave a brief update on where the *Horizon 2040 Implementation Toolkit Study* is at the present time. The SRTC is developing performance measures to provide decision makers, the public, and transportation agencies with a transparent method to determine how well the regional transportation system is functioning. Since the May Committee meeting, SRTC has continued their outreach efforts on draft performance measures and narrowed them down to the following goals: Economic Vitality; Stewardship; Quality of Life, Transportation Choice and Mobility; System Operations, Maintenance, and Performance; and Safety and Security.

Mr. Otterstrom said that the SRTC has invited the STA Board to recommend one or two additional transit related measures for consideration by the SRTC Board for inclusion in the *Horizon 2040 Implementation Toolkit Study*. Recommending a transit related performance measure will ensure that transit is adequately considered in regional decisions and that the transit outcomes of those decisions are measured.

Staff is recommending the Board request Transit Ridership (percent increase in number of unlinked fixed route trips, paratransit and vanpool trips) be included in the *Horizon 2040 Implementation Toolkit Study*.

Mr. Otterstrom thanked Ms. Nelson for coming and commented on the wonderful job she has done participating and informing STA staff about the SRTC *Toolkit Study*.

**Mr. Peterson moved to recommend that the STA Board forward a recommendation to the SRTC Board that "Transit Ridership (% increase in number of unlinked fixed route trips, paratransit and vanpool trips)" be included in the *Horizon 2040 Implementation Tool Kit Study Performance Measures*. The motion was seconded by Mr. Hafner and passed unanimously.**

B. Board Discussion Agenda

*(No items being presented this month.)*

6. COMMITTEE REPORTS

A. FIXED ROUTE BUS REPLACEMENT PROGRAM/ALTERNATIVE FUEL ANALYSIS

[Moved to the October 7, 2015, Performance Monitoring and External Relations Committee meeting agenda.]

B. SECOND QUARTER 2015 PERFORMANCE MEASURES

[Included under Agenda Item 8 - *Committee Information*, with no formal presentation to be given at this meeting.]

7. CEO REPORT

- A. Ms. Meyer called the Committee's attention to Item 8H, the In-Person Assessment Program and Mobility Training Updates for 2014, noting that both of these programs continue to provide a cost avoidance for STA that more than covers the cost of the programs.

8. COMMITTEE INFORMATION

- A. July 2015 Semi-Annual Financial Reports – *as presented*.  
B. July 2015 Financial Results Summary – *as presented*.  
C. August 2015 Sales Tax Revenue Information – *as presented*.  
D. Second Quarter 2015 Safety and Loss Summary – *as presented*.  
E. June 2015 Operating Indicators – *as presented*.  
F. July 2015 Operating Indicators – *as presented*.  
G. Community Outreach and Involvement – *as presented*.  
H. In-Person Assessment Program and Mobility Training Updates – 2014 – *as presented*.

9. SEPTEMBER 2015 COMMITTEE PACKET AGENDA REVIEW

Chair Waldref asked if there were any comments about the draft agenda for the next Committee meeting. She noted that a revised draft agenda will also include the deferred Alternative Fuel Analysis, and a renewal of the Spokane Regional Transportation Management Center (SRTMC)/STA Letter of Agreement.

10. NEW BUSINESS

Mr. Blaska made quick reference to a handout on a “build vs. buy” analysis regarding bus engines, which was requested by Mr. Peterson, noting that in-frame build costs would save STA approximately \$10K per engine.

11. COMMITTEE MEMBERS’ EXPRESSIONS

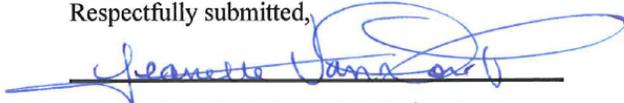
None.

12. ADJOURN

Chair Waldref adjourned the meeting at 2:55 p.m.

13. NEXT MEETING – WEDNESDAY, OCTOBER 7, 2015, 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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