

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

AGENDA

CITIZEN ADVISORY COMMITTEE MEETING

Wednesday, December 14, 2016

5:00 p.m.

Southside Conference Rooms

1. Call to Order & Roll Call
2. Public Expressions – *(Charlie Howell) – 3 minutes per person*
3. Committee Action: Review of Citizen Advisory Committee Minutes - Corrections or Approval
 - a. Minutes of November 9, 2016 – Regular Meeting – *(Charlie Howell) – 5 minutes*
4. Committee Reports:
 - a. Performance Measures – *(Steve Blaska) – 5 minutes*
 - b. Demographics of Ridership - *(Beth Bousley) – 5 minutes*
 - c. Budget – *(Lynda Warren) – 15 minutes*
 - d. Plaza Renovation Update - *(Karl Otterstrom) – 5 minutes*
 - e. Snow Plan - *(Steve Blaska) – 10 minutes*
 - f. Recruitment/Orientation Update – *(Charlie Howell) – 5 minutes*
 - g. PMER Observations – *(Victor Frazier) – 5 minutes*
5. General Business - *(Charlie Howell) – 5 minutes*
6. Set agenda items for future CAC meetings - *(Charlie Howell) – 5 minutes*
7. Adjourn

Next Citizen Advisory Meeting: **February 8, 2017**

STA Conference Room, 1229 W. Boone Avenue, Spokane, WA 99201

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SPOKANE TRANSIT AUTHORITY
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AGENDA ITEM 2: PUBLIC EXPRESSIONS

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Stacia Bowers, Executive Assistant

At this time, the Citizens Advisory Committee will give the public the opportunity to express comments or opinions.

Anyone wishing to speak should sign in on the sheet provided and indicate the subject of interest. Comments will be limited to three minutes per person and, if requested, answers will be provided by staff at a later date.

**SPOKANE TRANSIT AUTHORITY
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**AGENDA ITEM 3: MINUTES OF THE NOVEMBER 9, 2016 COMMITTEE
MEETING - CORRECTIONS AND/OR APPROVAL**

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Stacia Bowers, Executive Assistant

SUMMARY: Attached for your information, corrections, and/or approval are the minutes of the November 9, 2016 Citizen Advisory Committee meeting.

RECOMMENDATION TO COMMITTEE: Corrections and/or approval.

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1230 West Boone Avenue
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CITIZEN ADVISORY COMMITTEE MEETING (CAC)
Meeting Minutes for November 9, 2016
Southside Conference Room

MEMBERS PRESENT

Charles Howell, Committee Chair
Dennis Anderson
Ann Campeau
Dick Denenny
David Driscoll
Charles Hansen
Resa Hayes
Margaret Jones
Fran Papenleur
Larry Lapidus

MEMBERS ABSENT

Victor Frazier
Larry Luton

STAFF PRESENT

Beth Bousley, Director of Communications & Customer Service
Stacia Bowers, Executive Assistant to the Director of Communications & Customer Service
Karl Otterstrom, Director of Planning

GUESTS

1. CALL TO ORDER AND ROLL CALL

Chair Howell called the meeting to order at 5:00 p.m. and conducted roll call.

2. PUBLIC EXPRESSIONS

None.

3. COMMITTEE ACTION:

a. Minutes of the Citizen Advisory Committee - Corrections or Approval

Mr. Howell asked the Committee to address the minutes of the October 12, 2016 meeting. The minutes were approved.

4. COMMITTEE REPORTS:

a. STAMF Update:

Karl Otterstrom reported on the historical perspective of past transit funding/tax measures in Spokane.

5/18/2004 - 0.003 Sales Tax to backfill funding lost from elimination of MVET, including 2009 sunset clause which had 68.8% in favor.

5/20/2008 - Continue 0.003 sales tax approved in 2004 with no sunset clause had 65.1% in favor.

4/28/2015 - Additional 0.003 sales tax to maintain, expand, improve transit; sunsets end of 2026 narrowly lost with 49.6% in favor.

Mr. Otterstrom noted that this year showed the most voters for transit historically and these results cross party lines by jurisdiction. The preliminary results are showing approved at 55.4%.

He indicated that the first hearing in a series of Public hearings will start next Thursday and invited CAC members to attend.

Beth Bousley discussed having the Clinical Advisory Committee hold a more involved role in the oversight and accountability of projects.

b. Demographics & 2016 Activities to Increase Ridership:

The demographics item is tabled until the next meeting.

Beth Bousley briefed the CAC on the work that the Communications department has been working on to increase ridership. She reported the focus on the promotion of Universal Transit Access Pass Program (UTAP) among universities and colleges, and the City and County of Spokane, the monthly “destination” campaign in the Spokesman (highlighting places to go and the routes to get you there), radio advertising to promote City Ticket, the Employer Sponsored Bus Pass (ESBP), and Adult Passes, Bus demonstrations, and social media to name a few. Ms. Bousley presented several examples of social media, microsites and other visual examples showing the progress the department has made. She noted that there have been 10 news press releases just this year. Ms. Bousley indicated that STA is currently in the process to conduct a Paratransit passenger survey, community perception survey, fixed route passenger survey and an employee engagement survey. Looking forward the goals to help increase ridership for 2017 are to educate the public on new and improved service, generate adoption of real time information on smartphones, digital signage, and educate the public on how to/where to ride the bus.

c. Recruitment/Orientation Update:

The Chair recommended that CAC members continue to recruit and if possible to make person to person contacts with potential applicants.

d. PMER Observations:

The Chair reported the reports of the PMER meeting included the update on the Jefferson lot, the SRTC intermodal agreement, a project to change from analog to digital, 2017 route revisions, and PMER approved a paratransit van to Hope Works of Spokane.

5. GENERAL BUSINESS:

Larry Lapidus suggested that there is a strong correlation between the younger generations housing preferences and how quickly transit becomes an issue. He reported the demographic trends are becoming apparent and that there is a rapid growth of multifamily housing. Planning for transportation in these rapid developments will potentially have an effect on the need to provide transportation much quicker than in the past.

6. SET MEETING SCHEDULE & AGENDA ITEMS:

- Minutes of the November 9, 2016, Committee meeting – *Corrections/Approval*
- Demographics of Ridership
- Performance Measures
- Legislative Priorities
- Plaza Renovation Update
- Recruitment/Orientation
- PMER Observations
- Budget
- Weather conditions
- STAMF progress

7. ADJOURN

Respectfully submitted,

Stacia Bowers
Executive Assistant to the Director of
Communication & Customer Service

SPOKANE TRANSIT AUTHORITY
CITIZEN ADVISORY COMMITTEE MEETING OF

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AGENDA ITEM 4a: THIRD QUARTER 2016 PERFORMANCE MEASURES

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Steve Blaska, Director of Operations

SUMMARY: Attached are the results for our Third Quarter 2016 Performance Measures highlights. The complete report is posted to the STA website at: <http://www.spokanetransit.com/about-sta/view/mission-priorities-performance-measures>. All numbers are Year to Date through Third Quarter unless otherwise annotated. It should be noted that the information through the Third Quarter is always skewed by the cyclic ridership performance during the summer months. Ridership is historically lower in the summer then picks up again when school is back in session. Also much of the expense data looks to be more favorable than how we will finish the year due to timing of some Third Quarter expenses being paid after September.

Earn and Retain the Community's Trust

- Ridership for Fixed Route is falling short of our goal to exceed last year's ridership. As of September, Fixed Route ridership was down 5.1% (7,712,203 trips in 2016 vs. 8,127,393 in 2015).
 - These trends continue to generally track overall national ridership trends. Most assert a large reason for ridership decline is the relatively low cost of gasoline.
 - Specific decrease remains largely due to lower ridership in post-secondary school market; Community College Program and EWU specifically. There was a concerted marketing outreach on all campuses as Fall Term began in order to generate awareness that STA service is a benefit available to students.
 - The overall Adult Pass use is also trending slightly lower than overall ridership. Since June, the regular Adult 31-Day Pass ridership has started to show reductions rivaling the UTAP market reduction. Adult 31-Day pass ridership tends to be a measure of our most loyal and stable customer base, so this is an additional concern. .
 - Detours are also having an effect. Through the summer construction season, we have routinely had more than 25 active detours in place each day.
- STA's goal in Paratransit is to manage growth and maintain the 2015 ridership level. As of September, Paratransit ridership is 0.8% higher than in 2015 (353,766 vs. 350,899 in 2015).
 - This continues to indicate that we should be prepared that the ridership reductions in the last few years have bottomed out and we should expect modest growth going forward.
 - We believe that the decline in Paratransit ridership in recent years has been due to the effectiveness of Mobility Training, Van Grant, and In Person Assessment programs to help control demand. Now that these programs are fully developed, they will continue to help address demand, but the net effect on overall ridership has perhaps matured.
 - In addition, with the improved economy, we are seeing a restoration of some of the social service programs that serve this population. With more opportunities for these folks to engage in the community, it increases the demand for transportation. We know of two programs – Wolf Den and the rules surrounding the Community Access Program that have increased the demands on Paratransit services.

- Vanpool is not on track to meet its 2016 goal (7% increase over 2015). As of September, the year-to-date decrease is 11.7% (147,459 vs. 167,013 in 2015). Our objective for 2016 was to stabilize ridership and return to year end 2015 ridership of 219,578 by the end of 2016.
- Vanpool participation is very heavily affected by fuel prices, so we are experiencing the same challenge as we are in Fixed Route in that regard.
- Vanpool ridership is still being affected by lack of ridership at Triumph due to overtime conflicting with ridership. Workers are not always aware of when overtime will be available and they can't work the overtime if they ride the van. They do not want to pay for the van if they are not using it, we have 50 vanpool customers from Triumph who have temporarily quit using vanpool.

Provide Excellent Customer Service

- The company-wide average of 4.78 is above the goal of a 4.5 average (on a 5 point scale) from customer observations in our Quality Counts! Survey program.
- At 90%, Fixed Route exceeded our goal of 85% of surveyed trips running on time (on time is measured as a bus departing between 0 to 5 minutes from the scheduled departure time). This year is the first complete year which this data is collected for every trip automatically using the automated vehicle location system.
- Paratransit was at 92.2%, short of our goal of 95% trips picking up customers on time (on time is measured as a van picking up a customer from 0 to 30 minutes of the estimated pick up time). On time performance this year has been adversely affected by staff shortages for both directly operated and contracted services. Hiring initiatives underway will help rectify this situation. These checks represent automated vehicle location information compiled for every trip.

Enable Organizational Success

- Both Fixed Route and Paratransit are on track to meet the goal of 100% successful ride checks for coach and van operators.

Exemplify Financial Stewardship

- Both Fixed Route and Paratransit far surpassed our goal to keep our cost per passenger at least 95% of the average cost of the urban systems in Washington State. Ben Franklin Transit and Kitsap Transit have been added to our comparables due to the fact that WSDOT has now categorized them as an "urban" system.
- Fixed Route cost per passenger was \$4.43 through the Third Quarter. This is 67.3% of the urban systems' average of \$6.58.
- Paratransit cost per passenger was \$25.98. This is 61.7% of the urban systems' average of \$42.09.

Ensure Safety

- At 0.07, Fixed Route did better than our standard of 0.08 preventable accidents per 10,000 miles by constraining their preventable accident rate to 0.7 preventable accidents per 10,000 miles.
- At 0.11, Paratransit slightly less than our standard of 0.10 preventable accidents per 10,000 miles. As of end of 3rd Quarter their preventable accident rate is 0.11 preventable accidents per 10,000 miles. This represents an increase of 3 accidents more than 2015.

Graphic representation of the above information is attached. The complete quarterly report of all Performance Measures is posted on STA's webpage at the following link:

https://www.spokanetransit.com/files/content/3Q16_Perf_Measures-for_WEB.pdf

RECOMMENDATION TO BOARD: Information only.

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AGENDA ITEM 4b: DEMOGRAPHICS OF RIDERSHIP UPDATE

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Beth Bousley, Director of Communications and Customer Service

SUMMARY: Staff will provide an update on demographics of ridership.

RECOMMENDATION TO COMMITTEE: Information.

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AGENDA ITEM 4c: 2017 OPERATING AND CAPITAL BUDGETS

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Lynda Warren, Director of Finance and Information Systems

SUMMARY: Staff will provide an update on the 2017 Operating and Capital budgets.

RECOMMENDATION TO COMMITTEE: Information Only.

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AGENDA ITEM 4d: PLAZA RENOVATION UPDATE

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Karl Otterstrom, Director of Planning

SUMMARY: Staff to provide an update on the Plaza Renovation.

RECOMMENDATION TO COMMITTEE: Information Only.

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AGENDA ITEM 4e: SNOW PLAN

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Steve Blaska, Director of Operations

SUMMARY: Spokane Transit (STA) has a standing emergency operations plan that outlines measures staff implement in the event of extreme weather conditions.

Internally, STA has assigned responsibilities to augment key areas at the Plaza, Park & Ride lots, and Dispatch. Additionally, extra operators are called in to “stand by” to fill critical gaps in service.

STA’s main effort is to do our best to inform customers of changing conditions. Depending on the situation, staff will publish reports from one to three times a day to update customers on expected conditions for the upcoming commute times. Customers have the ability, through STA LINKED, to sign up to get messages pushed to them as we are able to communicate.

The bulk of the plan consists of standing detours that will be implemented if snow and ice conditions force STA to modify the normal bus routes. The concept of this plan is:

- Under most conditions, the jurisdictions’ snow removal operations allow STA to maintain service on the regular routes without detours. All of the routes are prioritized in coordination with the street plowing priorities/plans of the jurisdictions.
- However, despite the best efforts of the jurisdictions, there are segments of routes that are known problem areas where traffic becomes blocked. On each route where one or more of these segments have been identified, STA has constructed a standing detour. The snow detours are reflected on the respective passenger schedules and are also integrated into the jurisdictions’ snow plowing plans. These detours are designed to be reliable even under extreme conditions.
- If conditions deteriorate to the degree that even a standing detour cannot be used, then service must be temporarily suspended on that route.

By standardizing the contingency plan to these options, it allows STA to communicate very simply to the public. The result is greater reliability for our customers.

Staff will provide a short presentation on the plan.

RECOMMENDATION TO COMMITTEE: Information.

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AGENDA ITEM 4f: RECRUITMENT/ORIENTATION UPDATE

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Charlie Howell, CAC Chair

SUMMARY: Chair will provide an update on recruitment and orientation.

RECOMMENDATION TO COMMITTEE: Information Only.

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AGENDA ITEM 4g: PMER OBSERVATIONS

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Victor Frazier, CAC PMER Representative

SUMMARY: CAC Representative to give a summary of PMER meeting.

RECOMMENDATION TO COMMITTEE: Information Only.

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AGENDA ITEM 5: GENERAL BUSINESS

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Stacia Bowers, Executive Assistant

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AGENDA ITEM 6: REVIEW FEBRUARY 8, 2017, DRAFT AGENDA ITEMS

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Stacia Bowers, Executive Assistant

SUMMARY:

At this time, members of the Citizens Advisory Committee will have an opportunity to review and discuss the items proposed to be included on the agenda for the February 8, 2017 Committee meeting.

Proposed agenda items include:

- Minutes of the December 14, 2016, Committee meeting – *Corrections/Approval*
- Legislative Priorities
- Plaza Renovation Update
- Recruitment/Orientation
- PMER Observations

RECOMMENDATION TO COMMITTEE: Review and discuss.