

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

**CITIZEN ADVISORY COMMITTEE MEETING**  
**Wednesday, June 13, 2018**  
**5:00 p.m.**  
**Southside Conference Rooms**

**AGENDA**

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 May 9, 2018 –Meeting – *(Charlie Howell) – 5 minutes*
4. Committee Reports:
  - a. Mobility Update – *(Janet Stowe) – 15 minutes*
  - b. 2018 Communications Plan Update - *(Beth Bousley) – 15 minutes*
  - c. Upriver Transit Center Project Overview - *(Karl Otterstrom) – 10 minutes*
  - d. SFCC Transit Station Project Overview - *(Karl Otterstrom) – 10 minutes*
  - e. Draft 2018 Transit Development Plan (TDP) - *(Karl Otterstrom) – 10 minutes*
  - f. Recruitment/Orientation – *(Charlie Howell) – 5 minutes*
  - g. PMER Observations – *(Charles Hansen) – 5 minutes*
5. Committee Information – *no action or discussion*
6. General Business - *(Charlie Howell) – 5 minutes*
7. Set agenda items for future CAC meetings - *(Charlie Howell) – 5 minutes*
8. Adjourn

**Next Committee Meeting: July 11, 2018**

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

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**SPOKANE TRANSIT AUTHORITY**  
**CITIZEN ADVISORY COMMITTEE MEETING OF**

June 13, 2018

**AGENDA ITEM 2:                    PUBLIC EXPRESSIONS**

**REFERRAL COMMITTEE:** N/A

**SUBMITTED BY:**                    Stacia Bowers, Executive Assistant

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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  
CITIZEN ADVISORY COMMITTEE MEETING OF**

June 13, 2018

**AGENDA ITEM 3:                    MINUTES OF THE APRIL 11, 2018 COMMITTEE MEETING -  
CORRECTIONS AND/OR APPROVAL**

**REFERRAL COMMITTEE:** N/A

**SUBMITTED BY:**                    Stacia Bowers, Executive Assistant

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**SUMMARY:** Attached for your information, corrections, and/or approval are the minutes of the May 9, 2018, Citizen Advisory Committee meeting.

**RECOMMENDATION TO COMMITTEE:** Corrections and/or approval.

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## **CITIZEN ADVISORY COMMITTEE MEETING (CAC)**

Meeting Minutes for May 9, 2018  
Southside Conference Room

### **MEMBERS PRESENT**

Dennis Anderson  
Ann Campeau  
Victor Frazier  
Charles Hansen  
Resa Hayes  
Brian Kamp  
Larry Lapidus  
Madison Leonard  
Larry Luton  
Michelle Rasmussen

### **STAFF PRESENT**

Beth Bousley, Director of Communications & Customer Service  
Stacia Bowers, Executive Assistant  
Emily Arneson, Community Ombudsman and Accessibility Officer  
Karl Otterstrom, Director of Planning and Development

### **GUESTS**

### **MEMBERS ABSENT**

Dick Denenny  
Charles Howell, Committee Chair

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

Victor Frazier 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**

Victor asked the Committee to address the minutes of the April 11, 2018 meeting. The minutes were approved.

#### **4. COMMITTEE REPORTS:**

##### **a. September 2019 Service Revisions: Conditions & Opportunities:**

Karl Otterstrom reported on the 2019 service revisions that will primarily focus on south Spokane in conjunction with STA Moving Forward (STAMF) improvements. These included the Monroe-Regal HPT Line, Moran Station, the new South Express Commuter and relocated and expanded Upriver Transit Center.

Mr. Otterstrom reviewed ridership, population density, job density and other opportunities. Discussion ensued surrounding the potential new library locations.

##### **b. Monroe Regal HPT & Moran Prairie P&R Field Trip:**

Mr. Otterstrom asked Stacia Bowers to send out a poll of CAC members regarding their interest and availability for the 4<sup>th</sup> weekend in June or for a Saturday in July to reschedule the Monroe Regal HPT & Moran Prairie P&R Field Trip keeping in mind the cost and logistics of scheduling a bus for the trip and ensure there is at least a quorum to go before scheduling.

##### **c. CAC Charter Review:**

The committee reviewed the charter and made changes. The committee voted and approved a motion to send forward the adopted changed to PMER for approval.

**d. Recruitment/Orientation Update:**

Beth Bousley informed the CAC members that the maximum amount of members serving on CAC is 15 and currently there are 12 with three members terming out next month in June.

**e. Poll of CAC Members:**

Victor Frazier polled Larry Lapidus who is willing and interested in continuing on to a second term in June. Charlie Howell was not present.

**f. PMER Observations:**

Charles Hansen informed the committee of items covered at the last PMER meetings. PMER discussed annual route report, 2019 service revisions, CEO report, NW Boone garage and Bloomsday.

**5. GENERAL BUSINESS:**

Beth Bousley informed the CAC of upcoming Plaza entertainment, Bloomsday ridership, and the STAMF newsletter. Stacia Bowers will forward the STA Annual Report to CAC members.

Michelle Rasmussen reported that a professor she works with has complained about hard seats. Brian Kamp suggested STA have stadium cushions to borrow on buses. Mr. Kamp stated the bolt heads in the new seats are very uncomfortable for skinny people. Ann Campeau also mentioned that the bus isn't made for tall people. Mr. Kamp also noted that the bus interior is a lot louder now due to the new seats or the extra door.

The CAC voted to investigate comfort levels of the seats.

**6. SET MEETING SCHEDULE & AGENDA ITEMS:**

- Minutes of the May 9, 2018, Committee meeting – *Corrections/Approval*
- 2018 Communications Plan Update
- Upriver Transit Center Project Overview
- SFCC Transit Station Project Overview
- 2018 Draft TDP
- Mobility Update
- Recruitment/Orientation
- Chair and PMER selections
- PMER Observations
- Bus Seat update

**7. ADJOURN**

Respectfully submitted,

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

**SPOKANE TRANSIT AUTHORITY  
CITIZENS ADVISORY COMMITTEE MEETING**

June 13, 2018

**AGENDA ITEM 4a:            MOBILITY UPDATE**

**REFERRAL COMMITTEE:** N/A

**SUBMITTED BY:**            Janet Stowe, Paratransit and Vanpool Manager

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**SUMMARY:** Staff will provide an update on Mobility services.

**RECOMMENDATION TO COMMITTEE:** Information only.

**SPOKANE TRANSIT AUTHORITY  
CITIZENS ADVISORY COMMITTEE MEETING**

June 13, 2018

**AGENDA ITEM 4b: 2018 COMMUNICATIONS PLAN UPDATE**

**REFERRAL COMMITTEE:** N/A

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

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**SUMMARY:** Staff will report on progress on implementing the 2018 Communications Plan which supports the Spokane Transit (STA) objectives to increase ridership and improve community perception.

**Pass sales:**

- The 3-month summer youth pass is being promoted through social media and digital advertising on Pandora and Facebook, and promotional flyers on the buses, at local libraries, and at STA customer service.
- Universal Transit Access Pass Program (UTAP) agreements are being renewed with educational institutions, City of Spokane and Spokane County. A UTAP agreement with Whitworth University will launch this fall.
  - 2017-2018 Forecasted ridership: 11% increase at Community Colleges of Spokane, 1% increase at Eastern Washington University, 8% increase at Gonzaga University, and 2% decrease at Washington State University – Spokane.
  - Developing plans for promotions in conjunction with September 2018 service change and fall orientation.
- Working with Downtown Spokane Partnership (DSP) and the Public Facilities District (PFD) to revitalize the City Ticket Program under the new name Shuttle Park which is part of a family of parking options for downtown Spokane called Park Spokane.

**STA Moving Forward**

- The May Service change was successfully implemented and includes updated schedules and system maps.
- The September 2018 Service Change will be broadly promoted through:
  - The West Plains Transit Center ribbon cutting
  - An integrated communications strategy promoting new services, routes, amenities, and facilities.
- Ongoing support of public outreach to educate and engage our audiences about STA Moving Forward projects and progress.
- STA Moving Forward Progress will continue to be communicated through a breadth of channels including digital communications, outreach presentations, employee communications, video, social media, press releases, and advertising.

**Strategic Communications**

- Ongoing demonstration that STA is a key player and leader in the region's future growth and development through community and media relations.
  - Digital annual report distributed to over 500 recipients achieved an open rate of over 47%

- STA Moving Forward Newsletter is being sent monthly to subscribers, the STA Board, and employees. The April edition was sent to over 500 recipients and achieved an open rate of over 52%,

### **New employee recruitment**

- An integrated communications program supports STA's efforts to recruit talented, committed candidates for employment and includes social media, career fair displays, giveaways, job description handouts, and vehicle signage.

### **Vanpool**

- Handouts, a video, vehicle signage, website updates, social media, advertising, and joint outreach events are planned to educate potential vanpool passengers and promote ridership.

### **Internal Communications**

- The annual employee engagement survey conducted in February shows positive trends in employee engagement and satisfaction and will be presented at the June All Employee Meeting.
- Efforts are underway to enhance internal communications, including updated digital monitors in breakrooms.

### **Customer Service**

- Under new management, efforts to improve quality of customer service have achieved the following results in 2018:
  - Employee morale rated 4.6 out of 5 (based on informal survey)
  - Quality counts year to date customer satisfaction ratings (where 100% is excellent): call center 87.5%; customer service: 91.67%
  - During March 2018, 97% of calls in the call center were answered within 30 seconds

### **Community Relations**

- STA and Spokane County Libraries are partnering for the second year with storytelling events and bus demonstrations at five libraries, where STA coach operators read stories about buses to toddlers, who will then have a chance to "touch-a-bus" with their parents.
- Partnering with EWU's Everyday Language and Literacy Opportunities (ELLO) program which supports literacy among small children through engaging and interesting visuals that help parents and other adults have meaningful conversations with kids while in everyday spaces. Signage will be displayed on STA bus shelters throughout the region.
- Visitors to the STA Plaza will enjoy a full schedule of musicians and entertainment. Plaza displays are being developed to educate existing and potential passengers regarding the September 2018 Service Change.

### **Social Media**

- Results since May 5th: page views up 21%, page likes up 8%, people reached up 94%, post engagement up 108%, page followers up 33%

### **Web Development**

- STA Communications is undergoing a major web governance effort to ensure that STA web properties are well equipped to accommodate the anticipated continuous increase in web traffic. The majority of visitors visit spokane-transit.com for route information.

**RECOMMENDATION TO COMMITTEE:** Information only.



**SPOKANE TRANSIT AUTHORITY**

**CITIZENS ADVISORY COMMITTEE MEETING**

June 13, 2018

**AGENDA ITEM 4c: UPRIVER TRANSIT CENTER PROJECT OVERVIEW**

**REFERRAL COMMITTEE:** N/A

**SUBMITTED BY:** Karl Otterstrom, Director of Planning and Development

**SUMMARY:** The Upriver Transit Center project, located on the Spokane Community College Campus, will better accommodate existing routing and expansion of transit service to accommodate the Central City Line. The Transit Center will be the terminus for this new BRT bus line. The project is further necessitated by the reconfiguration of the SCC campus as a result of WSDOT’s North/South Corridor project. There are approximately three phases to this project:

- Preliminary engineering, confirmation of scope of work, execution of required agreements
- Design, engineering, outreach and procurement
- Construction and Closeout

The transit center will be designed to accommodate approximately 16 buses per hour until the introduction of the Central City Line (CCL) in 2021 at which time the number of buses will increase to an approximate 20-22 buses per hour. The Transit Center will include a transit waiting area along its northern margin and center platform, each accommodating near level boarding and alighting. The Transit Center will include amenities such as but may not be limited to: shelters, ticket vending machines, real time signage, wayfinding, lighting, security cameras, electric bus charging, STA operations building, etc. All dry and wet utilities necessary to support the facility will also be brought into the site.

This \$5M project is funded through a Washington State Regional Mobility Grant and local *STA Moving Forward* funds. Portions of the project that are above and beyond the current \$5M budget, are directly related to the CCL and will include Federal Transportation Administration funds.

**General Schedule**

YEAR	2018												2019									
MONTH	January	February	March	April	May	June	July	August	September	October	November	December	January	February	March	April	May	June	July	August	September	October
Interagency Agreement	█	█	█	█	█																	
Design				█	█	█	█	█														
Procurement									█	█												
AOC											█	█										
Construction															█	█	█	█	█	█	█	█
Closeout																					█	█
Operational																						█

**RECOMMENDATION TO COMMITTEE:** Information only.

**SPOKANE TRANSIT AUTHORITY**

**CITIZENS ADVISORY COMMITTEE MEETING**

June 13, 2018

**AGENDA ITEM 4d: SFCC TRANSIT STATION PROJECT OVERVIEW**

**REFERRAL COMMITTEE:** N/A

**SUBMITTED BY:** Karl Otterstrom, Director of Planning and Development

**SUMMARY:** The Spokane Falls Transit Station project, located on the Spokane Falls Community College Campus, is to construct an off-street transit station, which will improve the safety and comfort of transit riders. The project further supports the collaborative effort and vision for the neighborhood and future development activities as detailed in City of Spokane Resolution RES 2016-0099 concerning the Ft. George Wright Drive Station and Corridor Plan. There are three phases to the project:

- Preliminary engineering, confirmation of scope of work, agreement on Project Management Plan
- Design, engineering, outreach and procurement
- Construction and closeout

The transit station will be designed to accommodate approximately 8 buses per hour. The project will include a transit customer waiting area, on-campus roadways, a traffic signal, an additional controlled intersection, pedestrian pathways and dry utilities. Customer boarding and alighting is proposed to be isolated to the north side of the transit station in order to reduce the potential for customers crossing the same path as a bus. The project will blend into/make way for improvements proposed by the community college in the future as related to pedestrian pathways and connections to buildings through campus. The transit station may include some of the following amenities: shelters, benches, leaning rails, real time information signs, lighting, security cameras, etc.

This \$2.9M project is funded through a Washington State Regional Mobility and local match.

**General Schedule:**

YEAR	2018												2019										
MONTH	January	February	March	April	May	June	July	August	September	October	November	December	January	February	March	April	May	June	July	August	September	October	
Interagency Agreement	■	■	■	■	■																		
Design				■	■	■	■	■															
Procurement									■	■													
AOC											■	■											
Construction															■	■	■	■	■	■	■	■	
Closeout																					■	■	■
Operational																						■	■

**RECOMMENDATION TO COMMITTEE:** Information only.

**SPOKANE TRANSIT AUTHORITY**

**CITIZENS ADVISORY COMMITTEE MEETING**

June 13, 2018

**AGENDA ITEM 4e: DRAFT 2018 TRANSIT DEVELOPMENT PLAN (PUBLIC HEARING AT THE JUNE 21, 2018 BOARD MEETING)**

**REFERRAL COMMITTEE:** N/A

**SUBMITTED BY:** Karl Otterstrom, Director of Planning and Development

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**SUMMARY:** Each year, Spokane Transit is required by state law to develop a Transit Development Plan (TDP) for the six-year planning horizon and submit it to the Washington State Department of Transportation (WSDOT) no later than September 1. Over the past several months, the committee has been involved in providing input and reviewing several sections that are incorporated into the TDP. Additionally, some sections of the TDP have already been reviewed by STA Board members as noted below.

Sections	Notes
1. Introduction and Overview	Updated from last year and included in the June 2018 packet in the Draft TDP.
2. 2017 Accomplishments	Updated from last year and included in the June 2018 packet in the Draft TDP.
3. 2018 Annual Strategic Plan	Approved by the STA Board 10/19/2017
4. Guiding Principles and Major Activities for the Plan	Workshopped, reviewed and revised by the Planning and Development Committee in March and April 2018. Approved by the Board in April 2018.
5. Service Implementation Plan (2019-2021)	A review of major service improvements and opportunities was conducted by the Planning and Development Committee in May 2018.
6. Capital Improvement Program	The P&D committee reviewed the detail list of capital programs and projects in May 2018. An update to the cost of Paratransit vehicles was made in June.
7. Operating and Financial Projections	Workshopped, reviewed and revised by the Planning and Development Committee in April and May 2018. The Board of Directors will be asked to approve the assumptions in June 2018.
Appendix: Transit Asset Management Plan	Delivered to February 2018 PMER Committee meeting as a report.
Additional Appendices	Includes: Performance Measures, System Ridership/Miles/Hours, 2017 Fuel Consumption, 2017 Reportable Collisions/Injuries/Fatalities, Bus Fleet Contingency Plan

A draft edition of the TDP has been reviewed by the Planning and Development Committee in preparation for a Public Hearing to be held at the June 21<sup>st</sup> Board meeting. During the committee meeting, staff will briefly present on salient elements of the draft TDP.

The revised draft TDP is available for review at:

<https://www.spokanetransit.com/projects-plans/transit-development-plan>

**RECOMMENDATION TO COMMITTEE:** Information only.

**SPOKANE TRANSIT AUTHORITY  
CITIZENS ADVISORY COMMITTEE MEETING**

June 13, 2018

**AGENDA ITEM 4f: RECRUITMENT/ORIENTATION UPDATE**

**REFERRAL COMMITTEE:** N/A

**SUBMITTED BY:** Charlie Howell, CAC Chair

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

- 12 members/15 member maximum
- June 2018 three members term out (second term expires)
  - Victor Frazier
  - Charles Hansen
  - Resa Hayes
- June 2018 two members first term expires and second term begins
  - Larry Lapidus will begin second term
  - Charlie Howell will begin second term

**RECOMMENDATION TO COMMITTEE:** Information only.

**SPOKANE TRANSIT AUTHORITY  
CITIZENS ADVISORY COMMITTEE MEETING**

June 13, 2018

**AGENDA ITEM 4g: PMER OBSERVATIONS**

**REFERRAL COMMITTEE:** N/A

**SUBMITTED BY:** Charles Hansen, CAC PMER Representative

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

**RECOMMENDATION TO COMMITTEE:** Information only.

**SPOKANE TRANSIT AUTHORITY  
CITIZEN ADVISORY COMMITTEE MEETING OF**

June 13, 2018

**AGENDA ITEM 5:           GENERAL BUSINESS**

**REFERRAL COMMITTEE:** N/A

**SUBMITTED BY:**           Stacia Bowers, Executive Assistant

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**SPOKANE TRANSIT AUTHORITY  
CITIZENS ADVISORY COMMITTEE MEETING**

June 13, 2018

**AGENDA ITEM 6:                    REVIEW JULY 11, 2018, DRAFT AGENDA ITEMS**

**REFERRAL COMMITTEE:** N/A

**SUBMITTED BY:**                    Stacia Bowers, Executive Assistant

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**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 July 11, 2018 Committee meeting.

Proposed agenda items include:

- Minutes of the June 13, 2018, Committee meeting – *Corrections/Approval*
- September 2019 Preliminary Proposal
- CAC 2018 / 2019 Work Plan
- Monroe Regal Field Trip
- Recruitment/Orientation
- PMER Observations

**RECOMMENDATION TO COMMITTEE:** Review and discuss.