

Spokane Transit Authority
1230 West Boone Avenue
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CITIZEN ADVISORY COMMITTEE MEETING (CAC)

Meeting Minutes for June 8, 2016
Southside Conference Room

MEMBERS PRESENT

Charles Howell, Incoming Committee Chair
Fyrne Bemiller
Ann Campeau
Victor Frazier
Charles Hansen
Resa Hayes by phone
Larry Lapidus
Larry Luton
Dean Lynch - Outgoing Committee Chair
Fran Papenleur
Philip Rudy

STAFF PRESENT

Susan E. Meyer, Chief Executive Officer
Steve Blaska, Director of Operations
Stacia Bowers, Executive Assistant to the Director of
Communications & Customer Service
Karl Otterstrom, Director of Planning
Lynda Warren, Director of Finance and Information
Services

GUESTS

Thomas Leighty

MEMBERS ABSENT

David Driscoll
Margaret Jones

1. CALL TO ORDER AND ROLL CALL

Chair Lynch 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. Lynch asked the Committee to address the minutes of the May 13, 2016 meeting. The minutes were approved as amended to add comments from a committee member.

4. COMMITTEE REPORTS:

a. Transit Development Plan (TDP) Draft:

Mr. Otterstrom explained that the Service Implementation Plan (SIP) and Capital Improvement Program (CIP) connect the long-range vision, goals and policies of the Comprehensive Plan (Connect Spokane) to the near-term strategies outlined in the Annual Strategic Plan. The SIP and CIP are approved as part of the TDP development process. Mr. Otterstrom reviewed the TDP development timeline and draft outline of the plan. The draft SIP (2017 – 2019) guides the delivery of fixed-route service over the next 3-year period including service changes, High Performance Transit (HPT) network, and the Board resolution directing project acceleration. Mr. Otterstrom reviewed the Medical Shuttle route, later night service for Saturday night, vehicle and fuel tank replacements.

b. Performance, Monitoring and External Relations (PMER) Observations:

Charlie Howell attended the PMER meeting and gave an update to the committee on CAC's upcoming chair election, CAC recruitment and orientation and committee member terms that are expiring. Mr. Howell reported that CAC will be invited to PMER meetings and to give updates on the CAC.

c. Draft Fare (Tariff) Analysis Recommendation Update:

Lynda Warren presented the Draft Fare (Tariff) Analysis Recommendation. Ms. Warren recapped the Performance Monitoring and External Relations Committee (PMER) and the Board decisions in February, 2016, to approve an outreach plan for the preliminary fare proposal. She reviewed staff's preliminary proposal and then presented the Draft Recommendation Proposal which was revised by staff after considering all the feedback received during the extensive outreach sessions conducted by Communications Department and staff. The final draft recommendation retains fares for STA services at a level at or below that of other comparable transit agencies, yet achieves the minimum 20% farebox return objective for fixed route services by 2018. This complies with the Board's philosophy and strategic direction. The fare increases are sequenced over time to allow agencies and individuals to plan ahead. Discussion ensued on the 7 day pass. Mr. Blaska reported on the concerns received during outreach for low income customers. However, the solution to this challenge should not be an across-the-board constraint on the fare structure. Such a course of action can directly impact the sustainability of the system. Staff has already reached out to a group of social service providers/advocates to collaboratively look for solutions. Ms. Warren continued to review the fare structure recommendation as outlined in the packet. The proposed Draft Recommended Fare Structure would bring the farebox return in 2017 to 19.5%, and in 2018, up to 22% initially, based on current status quo ridership without any assumptions about any changes in ridership. Ms. Warren invited the committee members to the Public Hearing this month.

d. Recruitment/Orientation Update:

The newly elected chair will start the process of recruitment.

e. Chair Selection:

Chair Lynch opened the floor for nominations of a new chair.

Victor Frazier nominated Charlie Howell who accepted the nomination.

Chair Lynch invited nominations twice more.

Fran Papeleur nominated Victor Frazier who accepted the nomination.

Chair Lynch closed the nomination process.

Charlie Howell and Victor Frazier were each given three minutes to present their qualifications and motivation to become Chair of the CAC.

Chair Lynch reviewed the votes and announced that Charlie Howell is the new chair and Victor Frazier will be the vice Chair.

f. Draft Public Education Strategy for Upcoming Ballot:

Karl Otterstrom reported the lessons learned from 2015 public education effort were that information was too complicated and the need to hear more Board-identified outcomes. He indicated that since the last ballot measure the regional economy has improved, STA's operating costs were lower than budgeted and STA has won competitive grants.

The components of the new ballot measure are:

- a lower sales tax request
- phased approach
- accelerated elements of the plan
- increased competitive grand funding

Mr. Otterstrom suggested some content strategy for communicating on the ballot measure. He also emphasized that STA is investing in the overall system and not just the Central City Line (CCL) which is just one of more than 25 projects.

Mr. Otterstrom recommended the communication principles that include making information quick and easy to share, being responsive, and correcting misperceptions. He informed the committee of the communication channels that are being used and that the public education content will be the same for all.

g. Plaza Renovation Update:

Karl Otterstrom briefed the committee on the progress of the Plaza Renovation. Currently, the project is in the initial phase. Phase one work included the creation of a security office on the second floor by Joe's Mini Mart. Phase one is

about a month in and not impacting anything. Phase two will have more of an impact on the customer. There will be temporary impact while they do work on the waiting area, escalator and customer service. Most of the work will take place at night and the plaza will close at 8pm. Mr. Otterstrom discussed the impacts to restrooms and the availability of temporary restrooms which will be cleaned regularly.

5. GENERAL BUSINESS:

Dean Lynch and Fyrne Bemiller were given letters of appreciation by Susan Meyer and she acknowledged the work they have done for the committee. Dean Lynch acknowledged Brenda Smits for her participation on the committee.

6. SET MEETING SCHEDULE & AGENDA ITEMS:

- Minutes of the June 8, 2016, Committee meeting – *Corrections/Approval*
- Ballot Language Guidelines
- High Performance Transit Update
- Plaza Renovation Update
- Legislative Update
- Fare Analysis Public Outreach Update
- Recruitment/Orientation
- PMER Observations
- How STA weathered the last 10 years through the recession
- Discussion of talking points/establishing
- Mobility mentor program volunteers

7. ADJOURN

Respectfully submitted,



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