

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

AGENDA

CITIZEN ADVISORY COMMITTEE MEETING Wednesday, September 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 June 8, 2016 – Regular Meeting – *(Charlie Howell) – 5 minutes*
4. Committee Reports:
 - a. 2017 Service Revisions– *(Karl Otterstrom) – 20 minutes*
 - b. Plaza Renovation Update – *(Karl Otterstrom) – 10 minutes*
 - c. Fare Update – *(Lynda Warren) – 5 minutes*
 - d. Budget Timeline Update – *(Lynda Warren) – 5 minutes*
 - e. Recruitment/Orientation Update – *(Charlie Howell) – 15 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: October 12, 2016

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

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SPOKANE TRANSIT AUTHORITY
CITIZEN ADVISORY COMMITTEE MEETING OF

September 14, 2016

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
CITIZEN ADVISORY COMMITTEE MEETING OF**

September 14, 2016

**AGENDA ITEM 3: MINUTES OF THE JUNE 8, 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 June 8, 2016, Citizen Advisory Committee meeting.

RECOMMENDATION TO COMMITTEE: Corrections and/or approval.

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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

MEMBERS ABSENT

David Driscoll
Margaret Jones

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

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 Papenleur 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

SPOKANE TRANSIT AUTHORITY
CITIZEN ADVISORY COMMITTEE MEETING OF

September 14, 2016

AGENDA ITEM 4a: 2017 SERVICE REVISIONS

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Karl Otterstrom, Director of Planning

SUMMARY: Staff will provide an update on the 2017 Service Revisions.

RECOMMENDATION TO COMMITTEE: Information.

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AGENDA ITEM 4b: PLAZA RENOVATION UPDATE

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Karl Otterstrom, Director of Planning

SUMMARY:

Staff will provide an update on the Plaza Renovation.

RECOMMENDATION TO COMMITTEE: Information.

**SPOKANE TRANSIT AUTHORITY
CITIZENS ADVISORY COMMITTEE MEETING**

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AGENDA ITEM 4c: TARIFF (FARE) POLICY UPDATE

REFERRAL COMMITTEE: N/A

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

SUMMARY: Staff will provide an update on the Board approved Tariff (Fare) policy.

Category	Current Fare	Preliminary Proposal	Board-Approved Fare Structure	
	as of 2012	7/1/2017	7/1/2017	7/1/2018
<u>Adult</u>				
Cash Fare	\$1.50	\$2.00	\$1.75	\$2.00
2-Hour Pass	\$1.50	\$2.00	\$1.75	\$2.00
Day Pass	\$3.50	\$4.00	\$4.00	\$4.00
31-Day Rolling Pass	\$45.00	\$60.00	\$50.00	\$60.00
<u>City Ticket (Shuttle Service)</u>	\$30.00	\$40.00	\$35.00	\$40.00
- <u>7-Day Rolling (New)</u>		\$17.00	\$15.00	\$17.00
<u>4-Day Rolling (New)</u>		\$12.00	N/A	N/A
<u>Reduced Fare</u>				
Cash Fare	\$0.75	\$1.00	\$0.75	\$1.00
2-Hour Pass	\$0.75	\$1.00	\$0.75	\$1.00
31-Day Rolling Pass	\$22.50	\$30.00	\$25.00	\$30.00
<u>Student Pass</u>	\$37.00	Discontinue	\$42.00	\$52.00
<u>Youth</u>				
Cash Fare	\$1.50	\$2.00	\$1.75	\$2.00
Day Pass	\$3.50	\$4.00	\$4.00	\$4.00
31-Day Rolling Pass	\$30.00	\$40.00	\$35.00	\$40.00
<u>Youth Summer</u>	\$45.00	Discontinue	\$50.00	\$60.00
<u>Paratransit</u>				
Cash Fare	\$1.50	\$2.00	\$1.75	\$2.00
<u>PT One Ride</u>	\$1.50	\$2.00	\$1.75	\$2.00
<u>Monthly Pass</u>	\$45.00	\$60.00	\$50.00	\$60.00

The Board approved a revised Tariff (Fare) Policy on July 21, 2016.

- It 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.

Staff shares the concern 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. The real problem seems to be the relationship of fares to the available discretionary funds for a select part of the population.

Staff recommends that an appropriate course of action focuses our effort on a solution specific to low income users. The more focused the effort is on who specifically needs assistance; the more efficiently and effectively financial resources can be applied. Staff has already reached out to a group of social service providers/advocates to collaboratively look for solutions.

RECOMMENDATION TO COMMITTEE: Information Only.

**SPOKANE TRANSIT AUTHORITY
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AGENDA ITEM 4d: 2017 BUDGET TIMELINE UPDATE

REFERRAL COMMITTEE: N/A

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

SUMMARY: Due to the ballot measure, the timeline for the 2017 budget has been modified as follows:

November 8, 2016	Proposition 1 Election	
November 9, 2016	Draft Budget released	
November 9, 2016	Board Operations Meeting	Review Draft Budget
November 9, 2016	Citizens Advisory Committee Meeting	Review Draft Budget
November 17, 2016	Board Meeting and Public Hearing	Review Draft Budget
November 9-29, 2016	Public Comment Period	
November 30, 2016	Planning and Development Committee	Recommend Proposed Budget
December 14, 2016	Citizens Advisory Committee Meeting	Review Proposed Budget
December 15, 2016	Board Meeting	Adopt Proposed Budget

RECOMMENDATION TO COMMITTEE: Information Only.

SPOKANE TRANSIT AUTHORITY

CITIZEN ADVISORY COMMITTEE MEETING OF

September 14, 2016

AGENDA ITEM 4e : RECRUITMENT UPDATE/ RECOMMENDATION TO APPOINT TWO NEW MEMBERS TO THE CITIZEN ADVISORY COMMITTEE (CAC)

REFERRAL COMMITTEE: Citizen Advisory Committee

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

SUMMARY: The Citizen Advisory Committee (CAC) was established in 2004 to represent the interests of the community and assist STA staff and the Board of directors in making the region proud of its public transportation system. In 2015, the Citizen Advisory Committee became a subcommittee to Performance Monitoring and External Relations (PMER) Committee. The CAC shall be composed of no more than 15 members appointed by the Performance Monitoring and External Relations Committee. Membership shall reflect the STA service area and strive for regional representation and diversity of opinion. Selection of members is through an application process followed by a vote from the PMER Committee to appoint members of the CAC.

The CAC would like to recommend for consideration the appointment of Dennis Anderson to the CAC. Dennis is a teacher at EWU, a therapist and an advocate for public transportation. He is a regular bus rider and is involved in the community.

The CAC would also like to recommend for consideration the appointment of Dick Denenny to the CAC. Dick has served Spokane Valley on the City Council and was Mayor Pro Tem. He served as the Chair of the Board at Spokane Transit Authority twice. He has helped implement some positive changes and understands the value and need of public transportation.

The CAC is requesting the Committee review and recommend to PMER the appointment of Dennis Anderson and Dick Denenny to the CAC.

RECOMMENDATION TO COMMITTEE: Review and approve appointment of new members for the CAC.

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AGENDA ITEM 5: GENERAL BUSINESS

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Stacia Bowers, Executive Assistant

**SPOKANE TRANSIT AUTHORITY
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AGENDA ITEM 6: REVIEW OCTOBER 12, 2016, 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 October 12, 2016 Committee meeting.

Proposed agenda items include:

- Minutes of the September 14, 2016, Committee meeting – *Corrections/Approval*
- High Performance Transit Update
- Plaza Renovation Update
- Energy Preservation Projects
- Recruitment/Orientation
- PMER Observations

RECOMMENDATION TO COMMITTEE: Review and discuss.