

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

**CITIZEN ADVISORY COMMITTEE MEETING**  
**Wednesday, April 11, 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 March 14, 2018 –Meeting – *(Charlie Howell) – 5 minutes*
4. Committee Reports:
  - a. Plaza Operations Study Overview - *(Karl Otterstrom) – 15 minutes*
  - b. Community Perception Survey Results - *(Beth Bousley) – 15 minutes*
  - c. CAC Charter Review - *(Beth Bousley) – 30 minutes*
  - d. Recruitment/Orientation Update– *(Charlie Howell) – 5 minutes*
  - e. PMER Observations – *(Charles Hansen) – 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: May 9, 2018**

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

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

April 11, 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**

April 11, 2018

**AGENDA ITEM 3: MINUTES OF THE MARCH 14, 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 March 14, 2018, Citizen Advisory Committee meeting.

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

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

Meeting Minutes for March 14, 2018

Southside Conference Room

### **MEMBERS PRESENT**

Dennis Anderson  
Ann Campeau  
Victor Frazier  
Charles Hansen  
Brian Kamp  
Larry Lapidus  
Larry Luton

### **STAFF PRESENT**

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

### **MEMBERS ABSENT**

Dick Denenny  
Resa Hayes  
Charles Howell, Committee Chair  
Madison Leonard  
Michelle Rasmussen

### **GUESTS**

#### **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**

Members of the committee shared various perspectives on existing Fixed Route and Paratransit operations.

Stacia Bowers offered to send out the link again to STA questions with a reminder of the proper forum for complaints.

#### **3. COMMITTEE ACTION**

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

Victor Frazier asked the Committee to address the minutes of the February 7, 2018 meeting. The minutes were approved.

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

##### **a. Legislative Update:**

Karl Otterstrom reported on notable bills that passed including SB 6414, HB 2822 and the Transportation Supplemental budget. The effect of SB 6414 will be to require the STA Board's composition to better represent the population of the public transportation benefit area (PTBA). The most notable change will be the City of Spokane who only had two seats but made up 52% will go to four seats. This change will take effect in 2019.

Mr. Otterstrom reported that the Central City Line (CCL) received a medium rating but, as was anticipated, did receive a funding recommendation in the President's FY 2019 budget. Mr. Otterstrom pointed out that the current trend is that Congress continues to appropriate funds for Small Starts despite no projects receiving recommendations in President Trump's budget proposals. For instance, Congress appropriated over \$400 million in FY 2017 for Small Starts projects despite a zero-funding recommendation from the President. Mr. Otterstrom is going to the APTA Legislative conference next week in Washington DC and will be meeting with congressional members, staff and the Federal Transit Administration to provide updates on the CCL project.

**b. STA Moving Forward Implementation Update:**

Karl Otterstrom relayed the following schedule changes for CAC:

- Postpone overview of Upriver Transit Center and SFCC Transit Station to May
- Consolidate West Plains Transit Center tour with Monroe-Regal Corridor (June)
- Postpone September 2019 changes check-in to align with public survey which will be available in October

**c. Recap of 2017 Communications Results and Review of 2018 Communications Objectives:**

Beth Bousley shared the organizational chart for the Communications Department and the 2017 Priorities. Ms. Bousley reviewed the priorities which were:

- Ridership
- STA Moving Forward (STAMF)
- Strategic Communications
- Community Relations
- Media Relations
- Internal Communications
- Customer Service

Ms. Bousley recounted the extensive list of items the Communications Department is working on and added STAMF and New Employee recruitment to their 2018 goals.

**d. Recruitment/Orientation Update:**

Stacia Bowers stated that she sent out links in late February to the application and charter to two people interested in the CAC. Members leaving in June are Victor Frazier, Charles Hansen and Resa Hayes.

**e. PMER Observations:**

Charles Hansen informed the committee of items covered at the last PMER meetings. PMER discussed new fare collection system, award of contract for two energy saving contracts (paint shop and Plaza HVAC controls) and a legislative update. Mr. Hansen conveyed the Plaza would save 30-40% energy with the new HVAC controls along with an Avista rebate which will pay itself back in three to four years.

**5. GENERAL BUSINESS:**

Dennis Anderson reported that he has an office downtown and received certified mail regarding CCL from the City regarding the remodel of riverside, parking and drop off for bus with a turnaround of two days. Beth Bousley gave a brief explanation regarding that mailing.

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

- Minutes of the April 11, 2018, Committee meeting – *Corrections/Approval*
- CAC Charter Review
- May 2018 Service Change Summary
- Community Perception Survey Results
- Mobility Update
- Recruitment/Orientation
- PMER Observations\

**7. ADJOURN**

Respectfully submitted,

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

**SPOKANE TRANSIT AUTHORITY**

**CITIZENS ADVISORY COMMITTEE MEETING**

April 11, 2018

**AGENDA ITEM 4a: PLAZA OPERATIONS STUDY OVERVIEW**

**REFERRAL COMMITTEE:** N/A

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

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**SUMMARY:**

The STA Plaza is the region’s busiest passenger transportation center. Currently 28 of STA’s 36 routes dwell at or near the Plaza using a staggered pulse system to facilitate transfers. Most routes are scheduled for 5 minutes between arrivals and departures. This facilitates connections and recovery. It also results in a cumulative impact on curb space in the Downtown, requiring boarding zones at adjacent buildings, including the Peyton Building and the SRBC Building.

As an element of *STA Moving Forward*, and in cooperation with downtown community groups, commitments have been made to shrink the operational impact on curb space and sidewalks adjacent to the Plaza, discontinuing fixed-route bus boarding on sidewalks immediately adjacent to the SRBC and Peyton buildings. The *STA Moving Forward* plan assumes restructuring of the network to reduce the proportion of riders making connections at the Plaza and assumed all routes with 15 minute frequency or better will “board and go” instead of dwelling. Starting in 2021 the Central City Line (CCL) will provide frequent east-west service through the downtown core and adjacent districts. The CCL will provide connections to north and south running routes which will reduce the need for some routes to connect at the Plaza. Some of the operational changes may be phased in leading up to the implementation of the Central City Line as practicable.

STA has engaged a consulting team led by Nelson\Nygaard to assist in defining the technical details of STA’s transit operations at the Plaza over the next five years in order to deliver *STA Moving Forward* improvements and reduce the passenger-loading impacts on adjoining buildings and businesses. The deliverables of the study will include a sequence and timeline for how it will be phased-in as well as include analysis of its operational integrity and traffic patterns. The project began in December 2017 and is scheduled to conclude before the end of 2018. The table below outlines the project timeline:

<b>When</b>	<b>Project Phases</b>
February-April	<ul style="list-style-type: none"><li>• Introduce project</li><li>• Inventory specific concerns</li></ul>
March -May	<ul style="list-style-type: none"><li>• Develop preliminary alternative concepts</li><li>• Draft evaluation criteria</li></ul>
May-July	<ul style="list-style-type: none"><li>• Preliminary analysis of alternatives</li></ul>
September	<ul style="list-style-type: none"><li>• Draft preferred alternative</li></ul>
October	<ul style="list-style-type: none"><li>• Develop implementation strategy</li><li>• Finalize plan</li></ul>

STA has enlisted staff from City of Spokane Streets, Neighborhood Services and Planning departments, the Downtown Spokane Partnership (DSP), the Spokane Regional Transportation Council, and the STA Mobility Center to serve on the

technical team for this effort. Presentations are also planned for the DSP Board and Business Improvement District. STA will engage specific property owners as needed.

With the help of STA and the technical team, the consultant team have developed draft alternatives and evaluation criteria (attached). The draft alternatives represent different technical approaches to meeting the project objectives. The level of service (routes, frequency, and hours of service) is assumed to be the same for each alternative. The alternatives will be compared based on the evaluation criteria. The preferred plan is likely to be a hybrid of alternatives.

During the committee meeting, staff will review the project timelines and expected next steps.

**RECOMMENDATION TO COMMITTEE:** Information only.

**Spokane Transit Authority  
Plaza Operational Analysis DRAFT Alternatives – 2/26/2018  
Summary of Alternatives and Key Characteristics**

## **PROJECT PURPOSE**

The purpose of the project is to define the technical details of STA's transit operations at the Plaza over the next five years in order to deliver STA Moving Forward Improvements and reduce the passenger-loading impacts on adjoining buildings and businesses.

## **ALTERNATIVES**

- Allow comparison of different approaches to meeting the project purpose.
- Service levels will be held constant in each alternative.
- Alternatives will be compared based on the evaluation criteria already formed.
- "Preferred plan" likely to be some hybrid of alternatives, as opposed to picking an alternative.



**Spokane Transit Authority**  
**Plaza Operational Analysis DRAFT Alternatives – 2/26/2018**  
**Summary of Alternatives and Key Characteristics**

Key Characteristic	Alternative			
	a) Keep Operations Mostly the Same (For Comparative Purposes)	b) Fewer Boarding Zones Used More Intensely	c) Fewer Boarding Zones, Fewer Routes Serve the Plaza	d) Super Zones - All Routes Board and Go
Plaza zone assignments and geometrics	Minor changes to accommodate higher volumes	Some reassignment of zones; some layovers moved away from plaza. May require removing all sawtooth bays	Plaza reserved for routes with high volume of transfers	Major changes due to no plaza layover. May require removing all sawtooth bays and constructing HPT platforms around all three street sides
Schedule and pulse patterns	Minor changes to accommodate higher volumes	Additional pulses compared to today's maximum of 8/hr; minimal dwell at Plaza for pass-through routes (CCL, Monroe-Regal)	Minor changes but same number of pulses as today (max 8/hr.) at Plaza	No pulses. Schedules coordinated to accommodate high-volume transfers.
Network design	As envisioned in STAMF Plan but no additional modifications	As envisioned in STAMF Plan with some operational modifications to accommodate fewer zones	Maintains integrity of STAMF Plan but with network and operational modifications. Some routes moved away from Plaza but still serve downtown streets	As envisioned in STAMF Plan with operational modifications, but few network modifications
Fare and passenger transactions	No changes	HPT routes with back door fare validation	Perhaps all routes with all door boarding at Plaza	Perhaps all routes with all door boarding at Plaza
Relation to adjoining buildings	None	All passenger loading in Plaza zones only (no loading in zones P/1/9/10)	All passenger loading in Plaza zones only (no loading in zones P/1/9/10). New alighting only zones on WB Riverside.	All passenger loading in Plaza zones only (no loading in zones P/1/9/10)

**Alternative Descriptions:**

**a) Keep Operations Mostly the Same**

Current Plaza operation with expanded service

The primary use of this alternative is as a comparative basis.

Service expansion would include all items and route adjustments contemplated in STA Moving Forward, for example, Central City Line stops on Wall and Sprague, Route 25 to “Board and go” status with articulated buses, interline of routes 90 and 21, increase frequency on some routes etc.

Simulates Plaza conditions under a “business as usual” approach

**b) Fewer Boarding Zones Used More Intensely**

Staggered departures at Plaza, for example instead of a eight period pulse, buses might be pulsing every 5 minutes, a twelve period pulse, with clock-face headways maintained at a route level, e.g. a 15 minute route might pulse at :05, :20, :35, and :50 while a 30 minute route might pulse at :10 and :40 while another 30 minute route pulses at :15 and :45.

Some layovers moved away from Plaza

No or more minimal, example zero to two minutes, mid-route dwell at Plaza

All passenger loading in Plaza zones only – test would be to assess capacity of facility as it will exist in the future to accommodate the number of trips and scheduling.

Passenger boarding: no changes except for HPT routes with back door validation

**c) Fewer Boarding Zones, Fewer Routes Serve the Plaza**

Moving a small and select subset of routes away from the Plaza, but these routes would continue to operate in downtown. Routes with weaker transfer relationships might operate on a different street pair rather than Sprague and Riverside, maybe 1<sup>st</sup> and 2<sup>nd</sup> or 2<sup>nd</sup> and 3<sup>rd</sup>, all on Riverside, etc. or transfer relationships are created at locations other than the Plaza where routes cross, or can be designed to cross.

Intent is to move enough routes or trips away from the Plaza that “on Plaza” stops can easily accommodate the number of trips, perhaps even some dwell, and maintain the pulse operational pattern.

**d) Super Zones - All Routes Board and Go**

At Plaza arriving routes would either be interlined directly to another route or alight passengers and proceed immediately to an off-site location.

Departing buses would either be buses that just arrived on another route, interlined and operating in “load and go” mode or they would be arriving from off-site turn around/layover and operating in “load and go” mode.

Off-site layover would be focused at the periphery of downtown, in the west and east portions. Examples might include 2<sup>nd</sup> and Cedar or the Intermodal Station.

**Spokane Transit Authority**

**Plaza Operational Analysis**

**DRAFT Alternative Evaluation Criteria – 2/20/2018**

Account	Criteria	Notes
Regional Community		
	Transit ridership	Expected influence on transit ridership. Keep in mind difference between number of rides, passengers, passenger miles.
	On time performance	Qualitative description of the likely impacts to on-time performance of different alternatives.
	Connectivity Index	Measure of ability to transfer between routes. Generated by HASTUS Transit Scheduling Software, based on opportunities, time, and importance or weight; e.g. larger volume and more important transfers will have greater weight.
	Transfer distance	Measure of change in distance for customers to walk between buses. Also weighted based on usage.
	Travel time	Measure of change in travel time for a cross-section of common trips.
	System legibility	Qualitative assessment of how the alternative affects how a new or current rider understands how to use the system.
	Ride experience	Qualitative assessment of how the alternative affects perceived safety and quality of experience, e.g. transfers on a downtown street vs at the Plaza: is a street crossing introduced?
	Accessibility	Qualitative assessment of how the alternative affects accessibility of the transit system for people with disabilities.
Downtown Community		
	Pedestrian level of service in transit loading areas	How much congestion is expected in transit boarding areas – may need to be subdivided into specific multiple areas.
	Curb space and dwell time for transit vehicles along business frontage	Will look at curb space and dwell time for all locations, but of particular interest is how much of that is occurring along private business frontage.

**Plaza Operational Analysis**  
**DRAFT Alternative Evaluation Criteria Version 2.20.18**

Spokane Transit Authority

Account	Criteria	Notes
	Changes to auto level of service at affected intersections	This may end up being only effective for particular movements at specific intersections. Will know more as alternatives are developed further. May lead to recommendations for intersection improvements.
	Transit vehicle accumulations at particular nodes	Just in case the alternatives move to disperse layover in other downtown locations and we want to evaluate the impact of that dispersion.
	Out of service miles downtown	Related to vehicle accumulations at nodes, this is a measure of how much maneuvering transit vehicles would need to do to position themselves for revenue service
	Passenger loading volumes	Number of people expected to board in downtown transit zones along private business frontage
	Passenger drop-off volumes	Number of people expected to alight in downtown transit zones along private business frontage
	Compatibility with land use transition from institutional to retail	Qualitative assessment of how alternatives fit with the changing character of downtown & Riverside Ave in particular
	Parking impacts	Expected change in number of on-street parking spaces by type (commercial loading, meter, etc.)
	Bicycle facility impacts	Expected effects on existing or planned bicycle lanes or other facilities, e.g. bikeshare corrals.
Environment		
	Adaptability to battery buses	Most important issue would be wayside charging, if that is a direction STA is headed
	Downtown dwell times	Accumulation of all dwell times when buses are at curb idling. Looking at concentrations of mobile source emissions that essentially become point source emissions.

**Plaza Operational Analysis**  
**DRAFT Alternative Evaluation Criteria Version 2.20.18**

Spokane Transit Authority

Account	Criteria	Notes
	Number of buses entering downtown core	Overall reducing or increasing this measure is relatively neutral as more buses means more mobility, fewer buses means lower emissions, unless they are all electric, that is.
Efficiency		
	Vehicle hours	Total hours vehicles are on the road, this is more important in terms of the comparison between alternatives rather than the precise absolute number
	In-service hours	Hours vehicles are providing service. Also a comparison between alternatives and may end up being stated as a ratio of in-service hours to total vehicle hours and the differences between alternatives.
	Number of transit vehicles required	Comparison between alternatives
	Distribution of layover time downtown versus other locations	This is both spatial and temporal. i.e. even if total layover hours remain unchanged, has the distribution of layover durations changed?
	Impact on operator work shifts	This is a place holder until we know if there is a distinguishing characteristic that is likely to change, for example, more split runs versus straight runs, or changes in relief locations.
	Capital investment required – non-vehicle	Do the alternatives require new capital (non-vehicle) investment not presently planned in Moving Forward? E.g. new layover or transfer facilities, upgrading stops for increased anticipated passenger volumes
	O&M costs for new facilities	Maintenance and security: higher volumes of passengers or new passenger facilities require higher levels of both.

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

April 11, 2018

**AGENDA ITEM 4b: COMMUNITY PERCEPTION SURVEY RESULTS**

**REFERRAL COMMITTEE:** N/A

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

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**SUMMARY:** Critical Data, Inc. was procured through a bidding process to conduct a telephone survey of 400 adults who reside within Spokane Transit Authority's Public Transportation Benefit Area from November 2017 through December 2017. The community interviews were performed using landline and cell phone interviews with residents over the age of 18.

At a 95% confidence level, the margin of error for this study is +/- 5.1% which represents a random survey of 400 adults within the specific STA service area.

This study followed six similar studies implemented in 2005, 2006, 2007, 2011, 2013, 2014 and 2016. Survey respondents spent on average 17.5 minutes with Critical Data interviewers.

The report is very favorable: Spokane community's perception of Spokane Transit was consistent with the previous study when asked to rate how well each of the following words and phrases describes STA,

- is easy to use
- has route and maps that are easy to understand
- is essential to livability in the region
- will play an important role in meeting the region's future transportation needs
- employs safe drivers
- does a good job of listening to the public
- provides taxpayers a good value for the money
- is financially responsible

A copy of the summary report is enclosed with this packet for your information.

**RECOMMENDATION TO COMMITTEE:** Information only.

# CRITICAL DATA STRATEGIES, LLC

## Community Perception Survey Summary Report for Spokane Transit Authority

November – December 2017



**Critical Data Strategies, LLC**  
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p. 509.838.2917  
BHOCKETT@CRITICAL-DATA.COM  
CRITICAL-DATA.COM

## Introduction and Methodology

The Spokane Transit Community Perception Survey gathers opinions, insights, and feedback from residents living within the Spokane Public Transportation Benefit Area regarding their perceptions and the services provided by STA.

The community interviews were performed using executive style telephone (landline and cell phone) interviews with residents over the age of 18.

Critical Data performed this study from November 2017 through December 2017. In performing this study Critical Data completed interviews with **400 residents aged 18 or older and residing within the Spokane Public Transportation Benefit Area** from a list purchased by Critical Data. The margin of error for this study is +/- 5.1%.

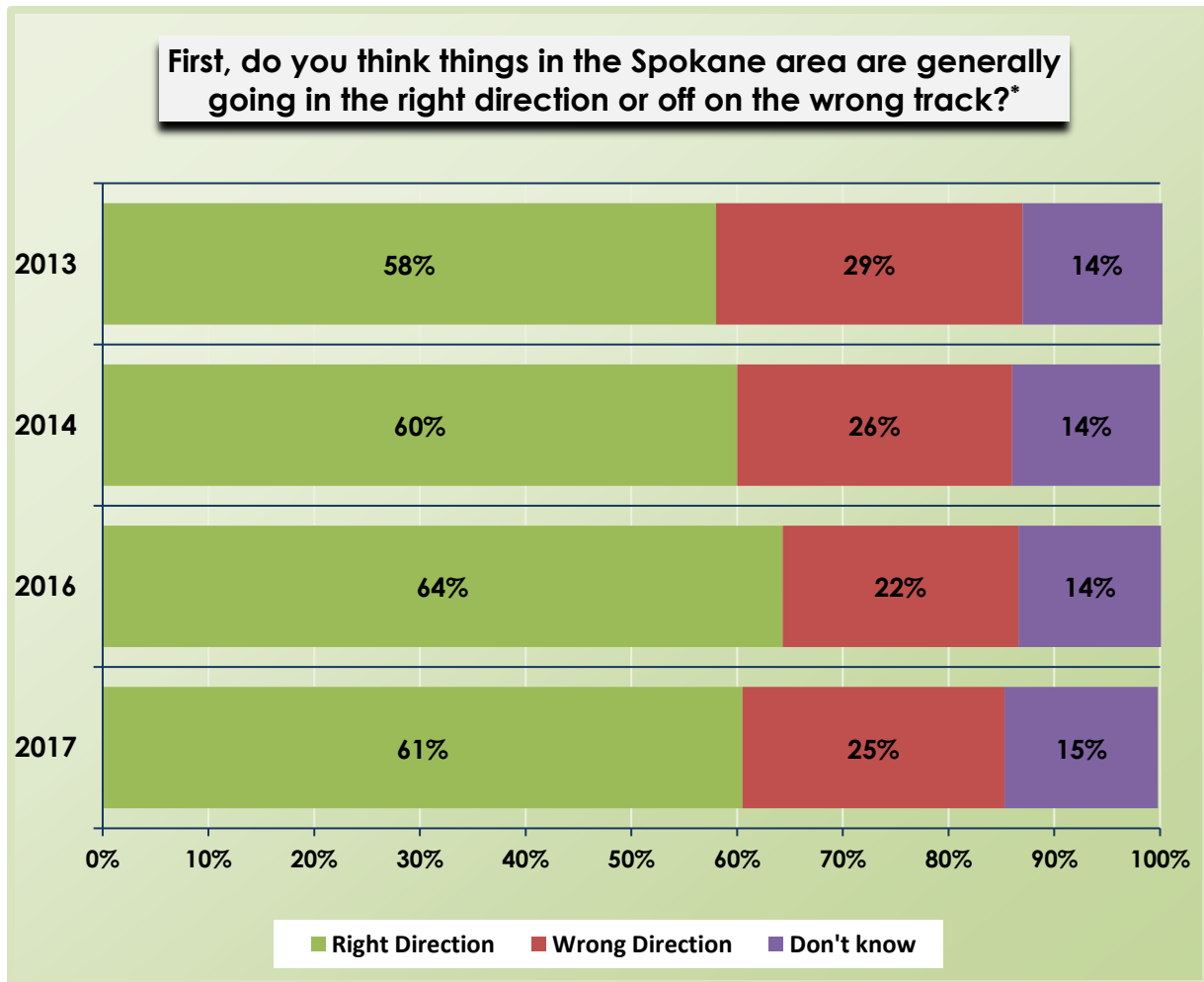
This study followed seven similar studies implemented in 2005, 2006, 2007, 2011, 2013, 2014, and 2016. Survey respondents spent on average 17.5 minutes with Critical Data interviewers.

Based upon the findings from each area of study, Critical Data has developed this report with findings from each area of study as well as a summary and overall insights.



## Confidence Level of Spokane Community Direction

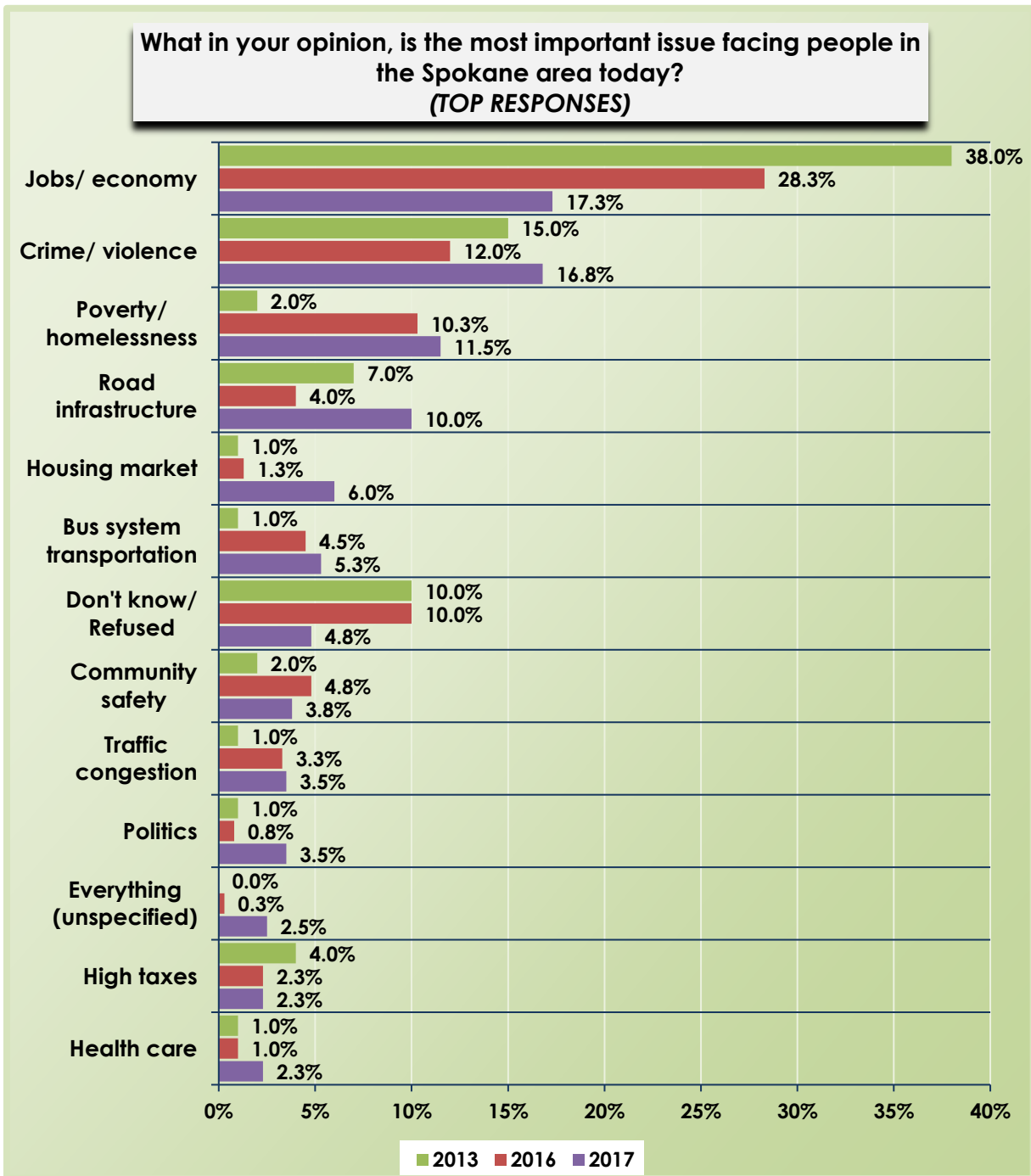
60.5% of community respondents feel that things in the Spokane area are going in the right direction. This is the second highest confidence level since the inception of this study, and compares closely to the 2014 survey results.



\*Numbers above have been rounded

## Most Important Issues Facing Spokane

While the economy and jobs (17.3%) are perceived to be the largest issue facing Spokane residents today, crime and violence (16.8%) was rated a close second. Although jobs and the economy continues to be the highest rated, that rating is 11% lower than results in the 2016 survey, and 21% below responses in the 2013 survey, while crime and violence is 4.8% higher than its 2016 rating.



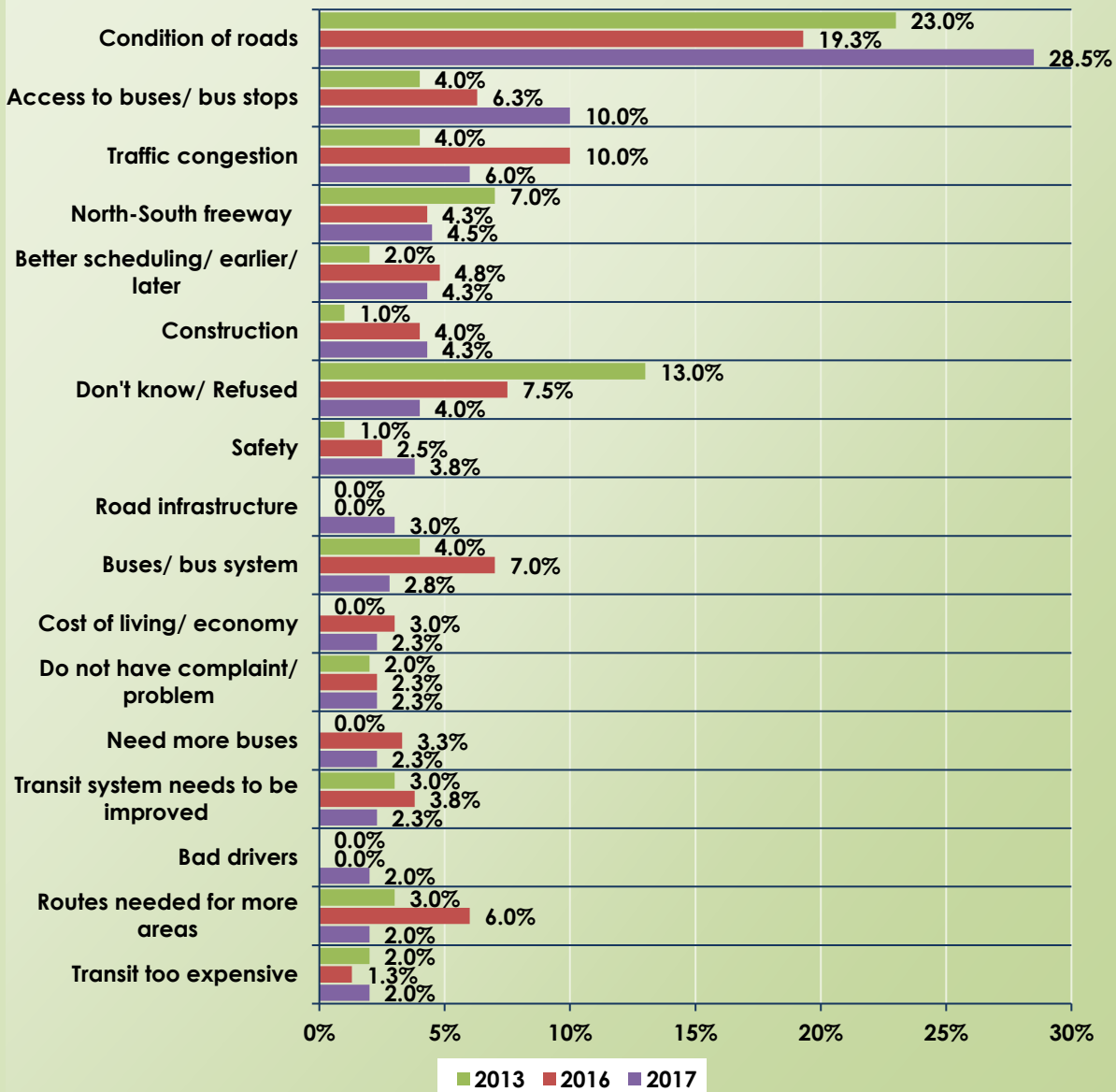


## Transportation Issues Facing Spokane

Residents surveyed again identified the condition of area roads as the most important transportation issue in the Spokane area, but that highest rating has significantly increased from 2016 survey results. In 2016, 19.3% of the respondents rated road conditions as most important while in this study 28.5% rate it similarly.

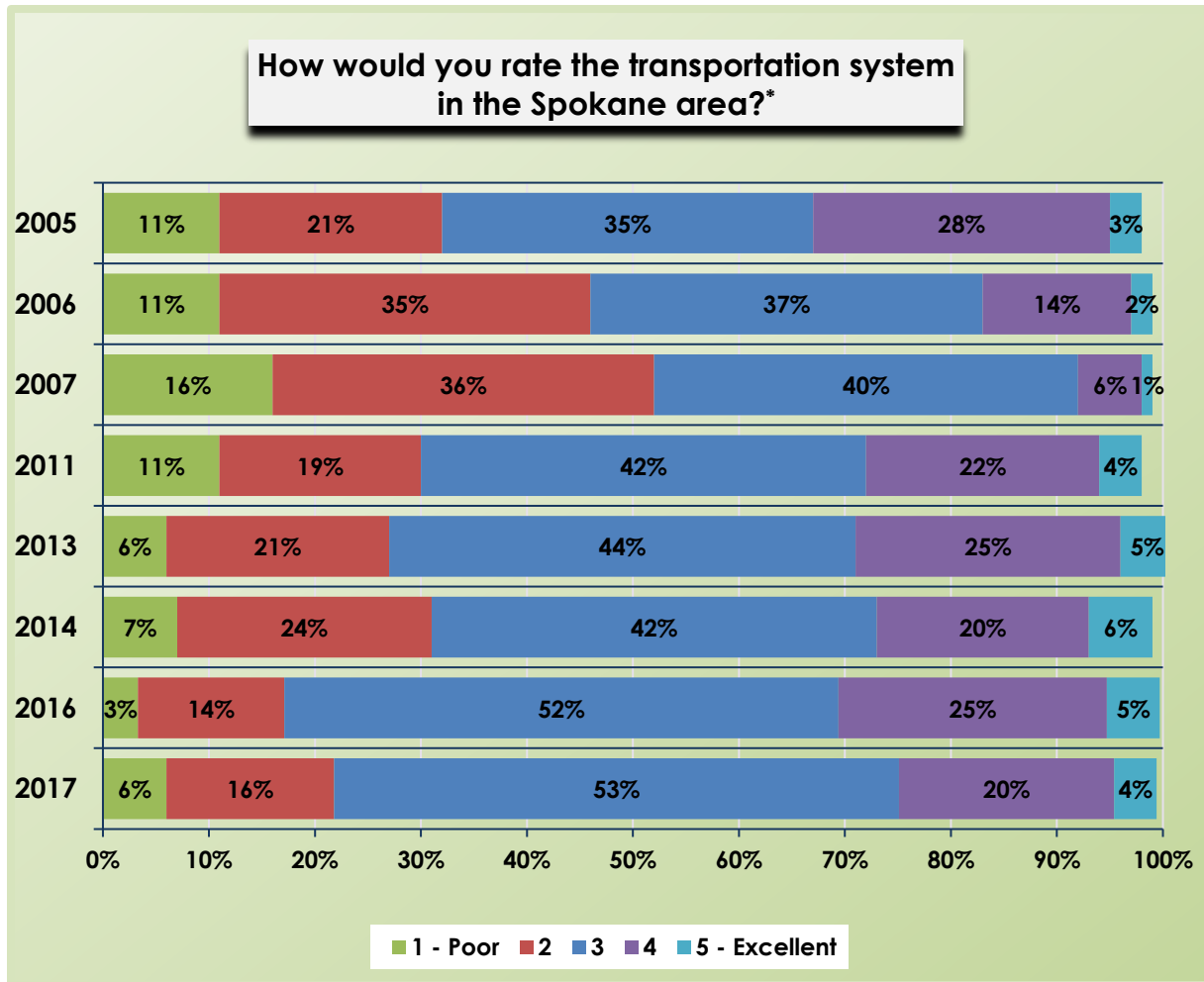
Access to busses and bus stops was the second most important transportation issue to the 2017 group of respondents, named by 10%.

**What, in your opinion, is the most important transportation issue facing people in the Spokane area today?  
(TOP RESPONSES)**





In seven previous community perception surveys dating to 2005, residents were asked to rate the overall transportation system in the Spokane area. Respondents in this study ranked overall transportation in Spokane slightly lower than its 2016 rating. (From 3.15 to 3.01 using a 1 – 5 scale.) Of the seven previous studies, the 2017 ranking is the third highest.

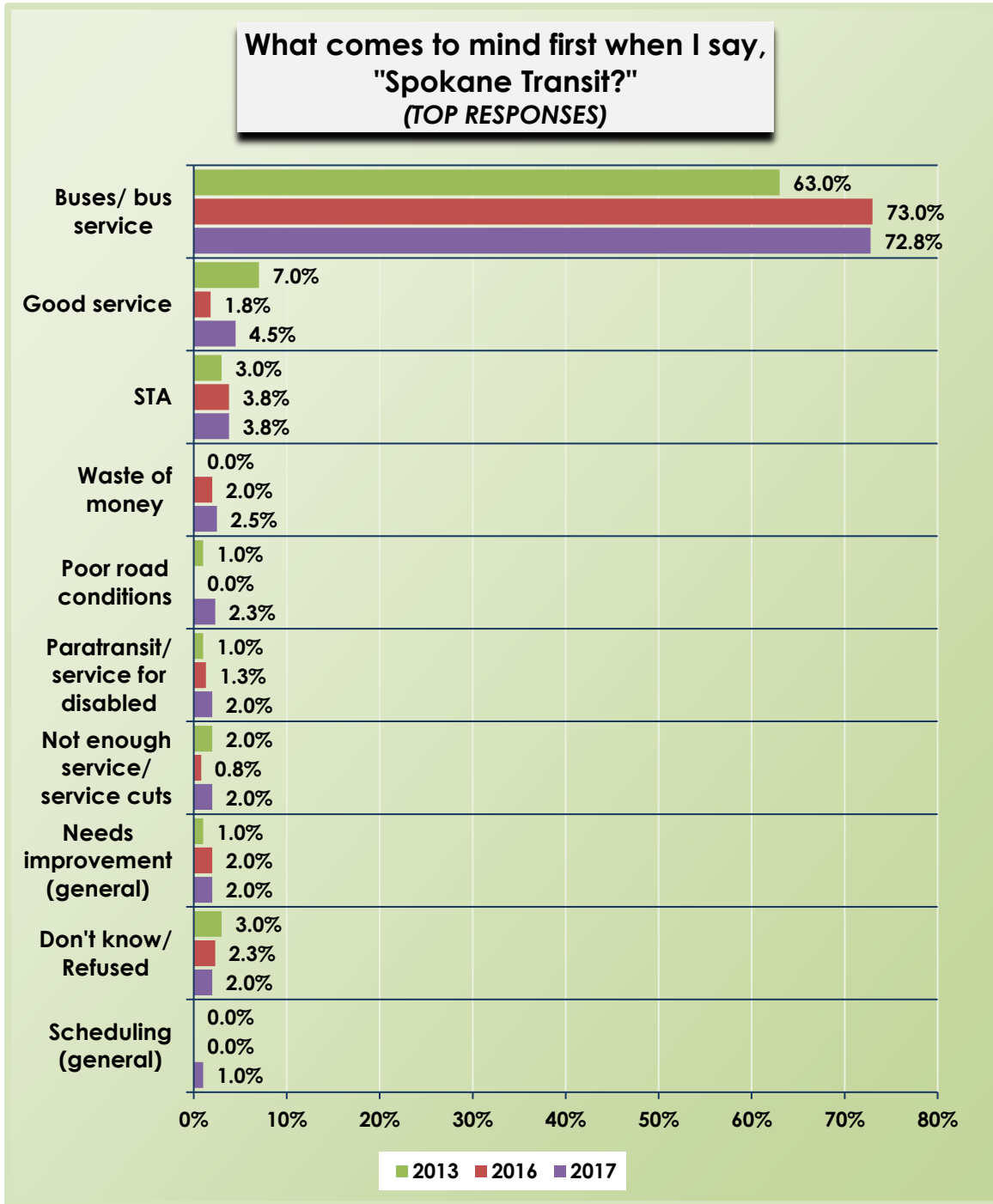


\*Don't know/Refused responses are not depicted above  
Numbers above have been rounded

	2005	2006	2007	2011	2013	2014	2016	2017
<b>AVERAGE</b>	2.89	2.60	2.39	2.89	3.04	2.95	3.15	3.01

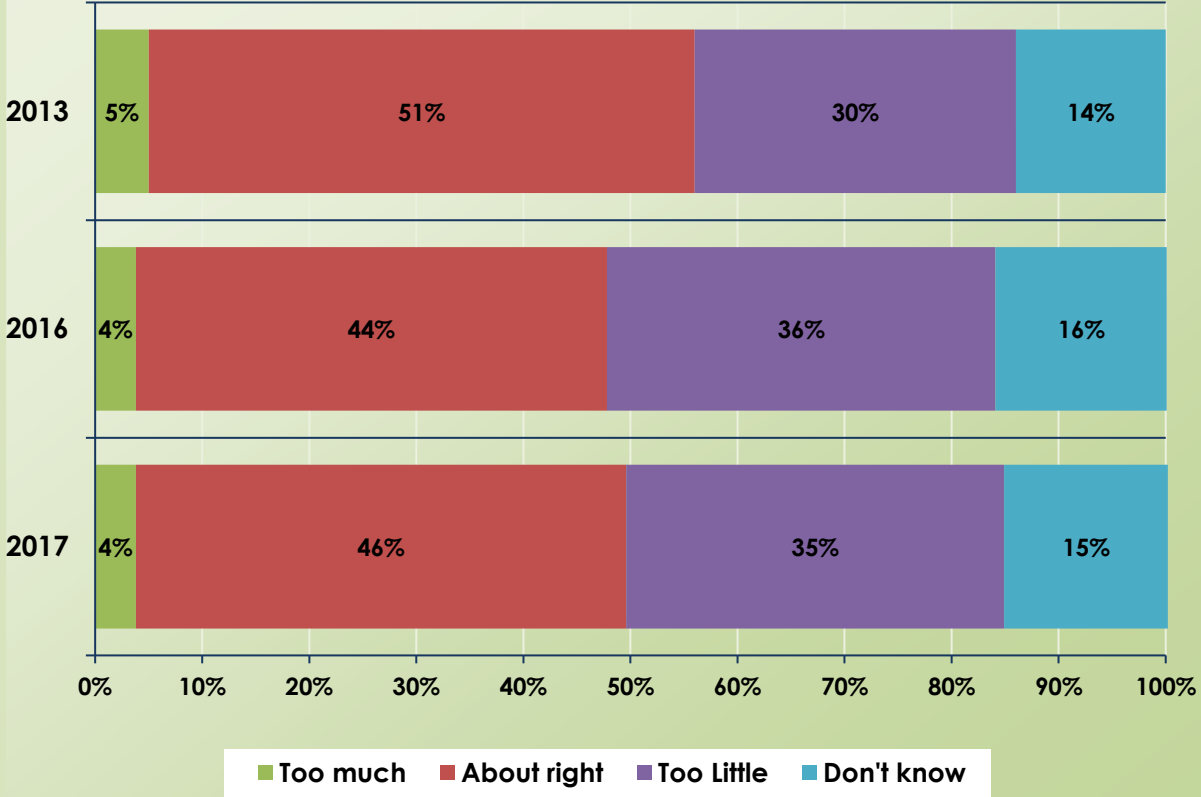
## Perceptions of Spokane Transit

When asked what comes to mind *first* when 'Spokane Transit' is mentioned, three out of four (72.8%) respond with 'bus service/buses.' This was also the most identified perception when asked in previous studies.



The highest percentage of respondents feel that the amount of bus service provided by STA is 'about right' (45.8%). Respondents feeling that there is too little service remains the second highest perception at 35.3%.

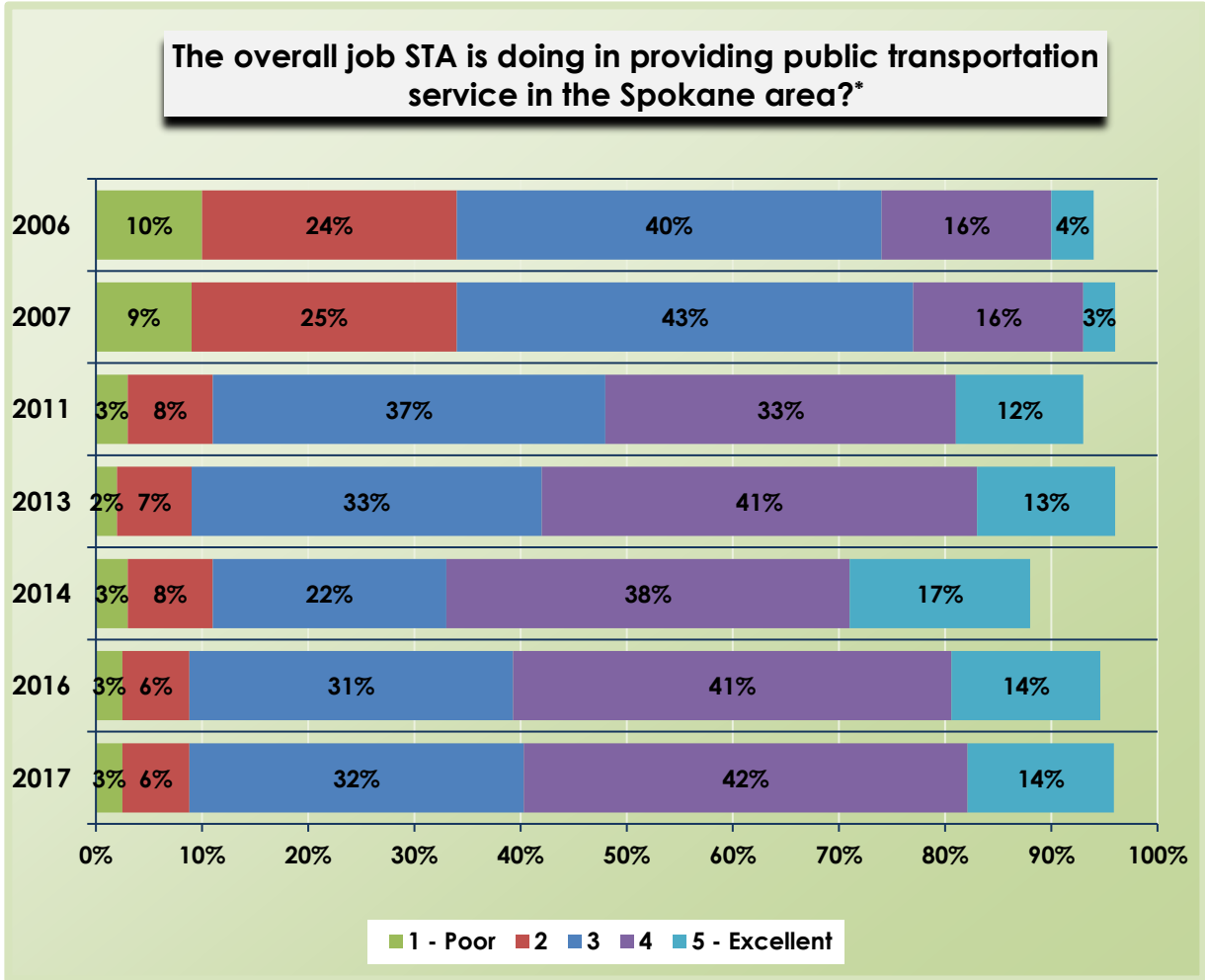
**In your opinion, the amount of bus service that STA currently provides for the community is?\***



\*Numbers above have been rounded



Residents participating in this study rated the overall job Spokane Transit is doing higher than in all previous studies. 55.6% rated STA at a '4' or a '5'. This represents a slight increase from the 55.3% earned in 2016, which was the high mark prior to this study. Favorable ratings have increased each year since this question was first asked in 2006.



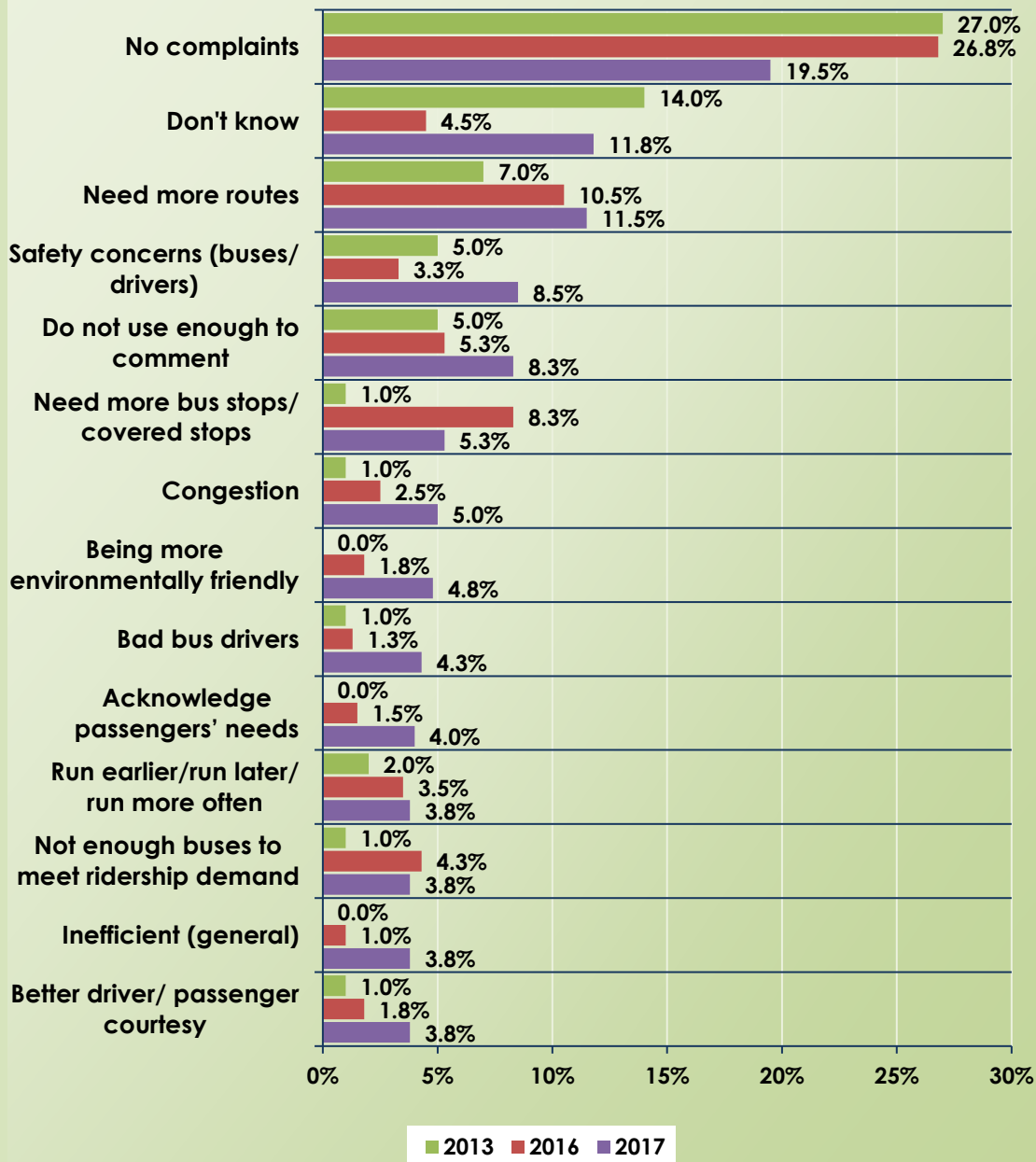
\*Don't know/Refused responses are not depicted above  
Numbers above have been rounded

	2006	2007	2011	2013	2014	2016	2017
<b>AVERAGE</b>	<b>2.78</b>	<b>2.79</b>	<b>3.47</b>	<b>3.58</b>	<b>3.65</b>	<b>3.61</b>	<b>3.61</b>



The need for more routes followed by safety concerns with buses and drivers topped the list respondents have when asked about their concerns/complaints regarding STA. As in the past surveys, the largest percentage of respondents by a wide margin has no complaints or issues.

**What, if any, concerns or complaints do you have about Spokane Transit?\* (TOP RESPONSES)**

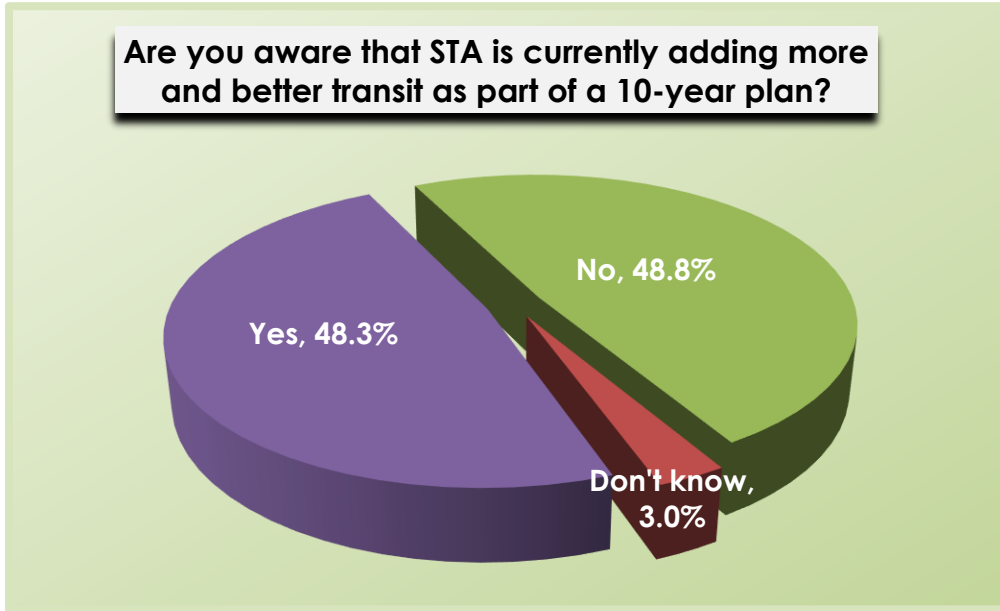


\*Question allowed for more than one response

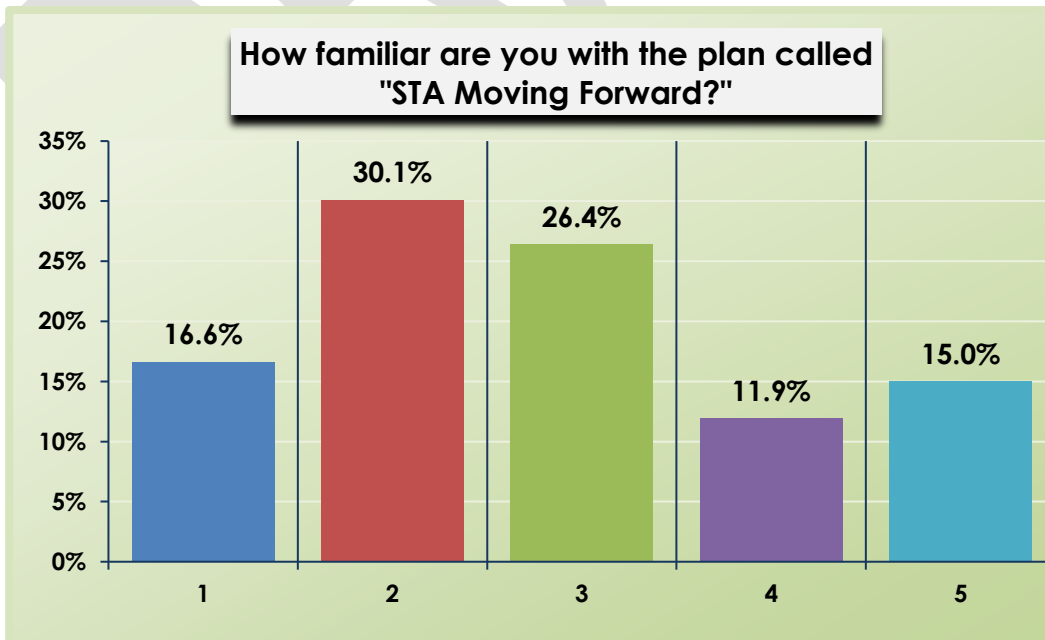




48.3% of survey participants are aware that STA is adding more and better transit as part of a 10 – year plan. A near exact number - 48.8% - are not aware of these additions.



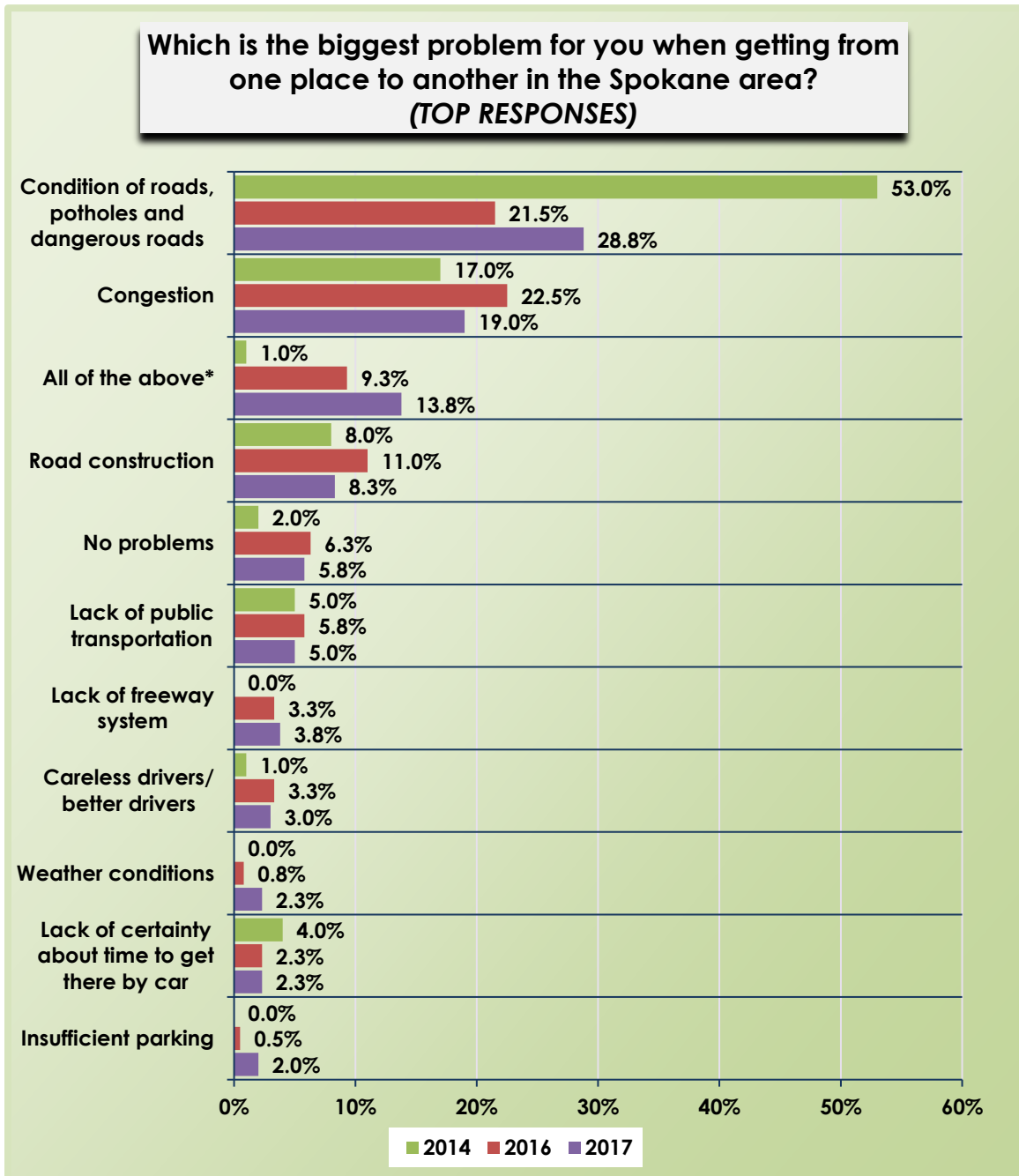
Respondents who are aware of these additions were asked their familiarity with 'STA Moving Forward'. 26.9% are very to somewhat familiar with this plan, and 56.7% have little to no familiarity with the Moving Forward plan.





## Spokane Roads & Congestion

Condition of roads within the Spokane area, according to the respondents, continue to be the biggest problem in getting around Spokane. The second most mentioned response is congestion – named by 19.0% of participating residents.

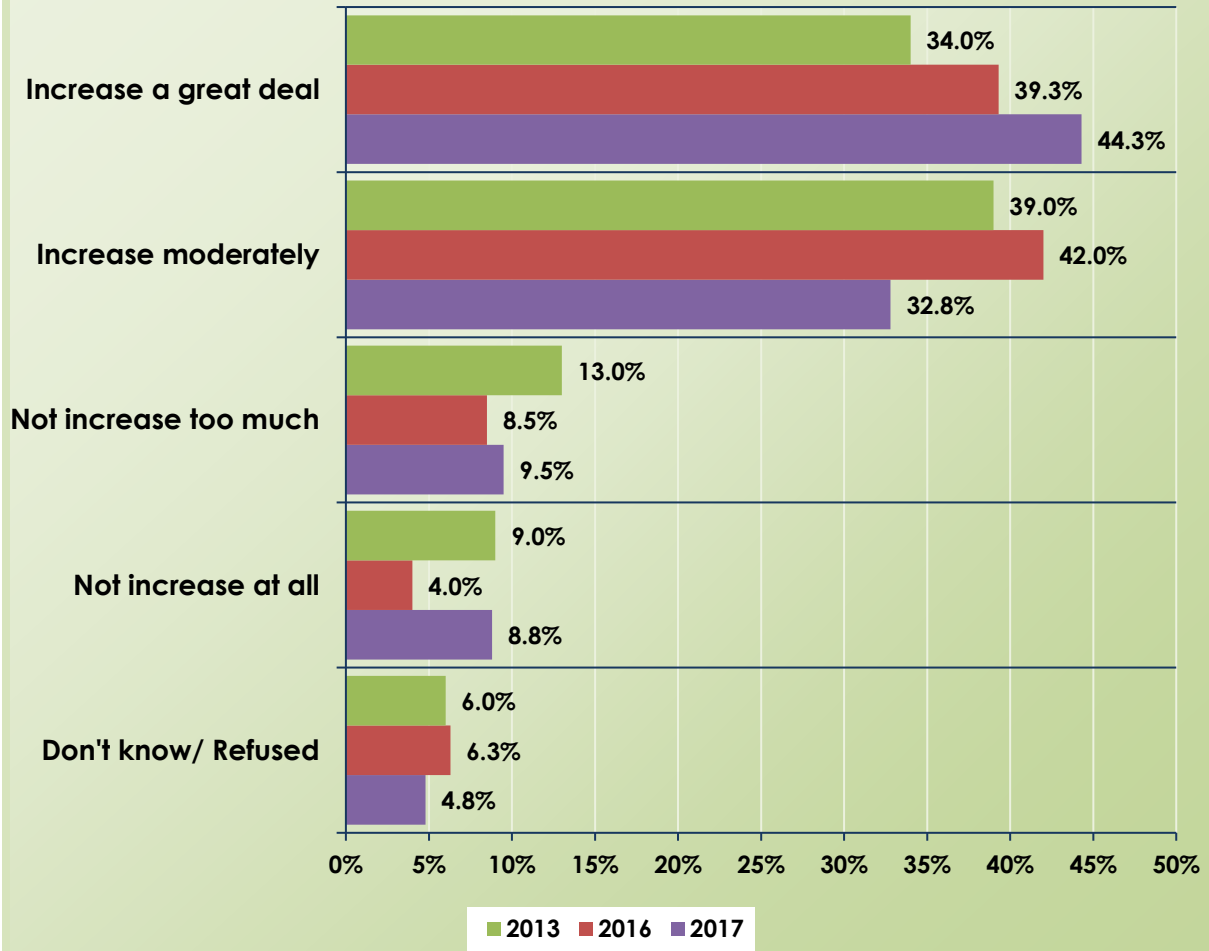


\*"All of the above" – These respondents named "Congestion," "Condition of roads," " Road construction," " Lack of public transportation," and " Lack of certainty about time to get there by car" all as the biggest problem when getting from one place to another in the Spokane area.



77.1% of respondents believe that without public transportation congestion in the Spokane area would increase – especially during rush hours. This response represents a 4% decrease from findings in the 2016 study.

**If there was no public transportation service in the Spokane area, congestion during rush hours would?**



	2013	2016	2017
<b>TOTAL INCREASE</b>	<b>73.0%</b>	<b>81.4%</b>	<b>77.1%</b>
<b>TOTAL NOT INCREASE</b>	<b>22.0%</b>	<b>12.6%</b>	<b>18.3%</b>



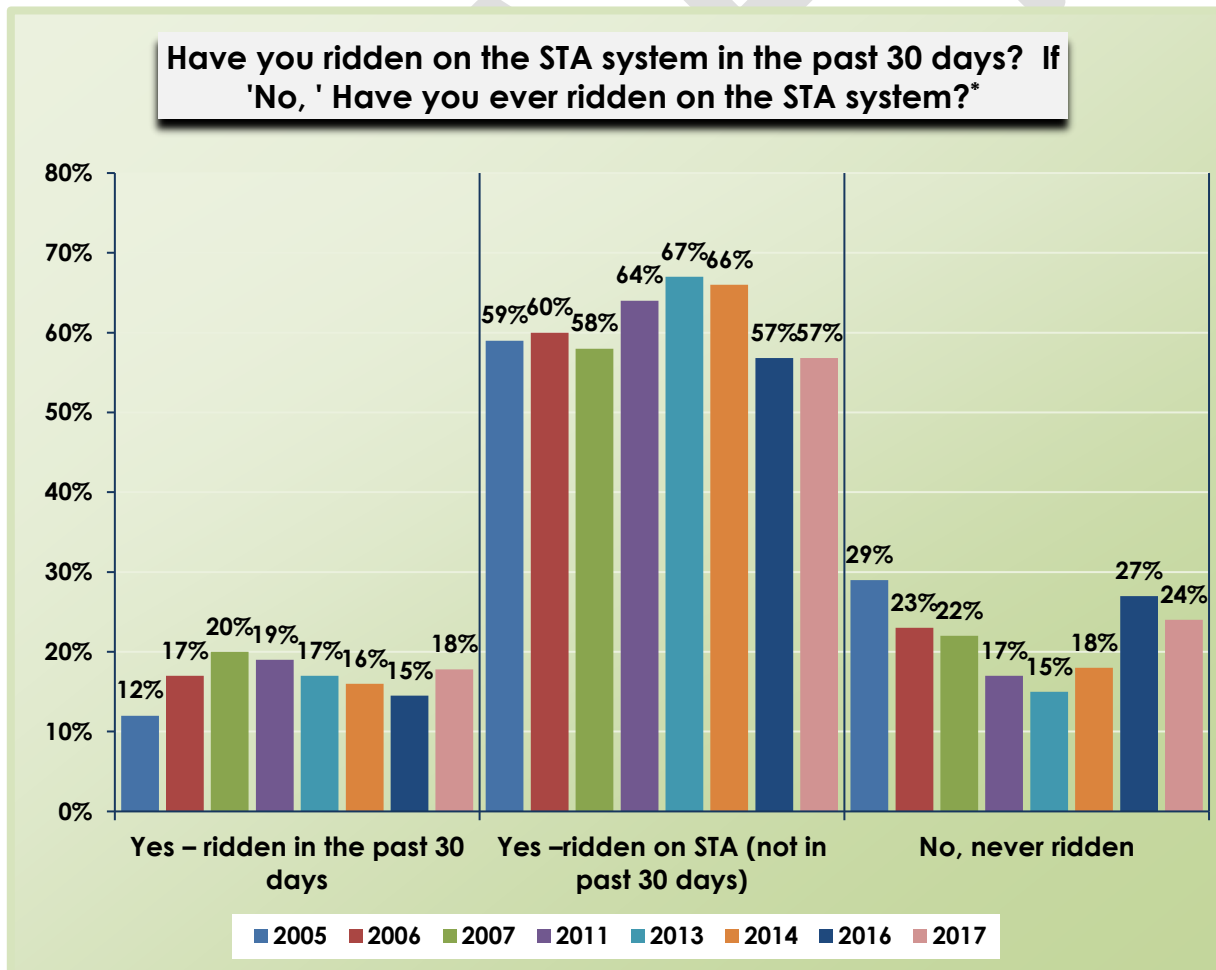
## STA Ridership Frequency With Survey Respondents

17.8% of the 400 respondents have ridden on the Spokane Transit System within the past 30 days. This percentage of those riding with STA is up from the findings in each of the past three previous studies.

74.6% of the total respondents have, at some point in time, ridden on the Spokane Transit system.

RESPONSE	2005	2006	2007	2011	2013	2014	2016	2017
Yes – ridden in the past 30 days	12.0%	17.0%	20.0%	19.0%	17.0%	16.0%	14.5%	17.8%
<b>Yes –ridden on STA (not in past 30 days)</b>	<b>59.0%</b>	<b>60.0%</b>	<b>58.0%</b>	<b>64.0%</b>	<b>67.0%</b>	<b>66.0%</b>	<b>56.8%</b>	<b>56.8%</b>
No, never ridden	29.0%	23.0%	22.0%	17.0%	15.0%	18.0%	27.3%	24.0%

\*Don't know/Refused responses are not depicted above



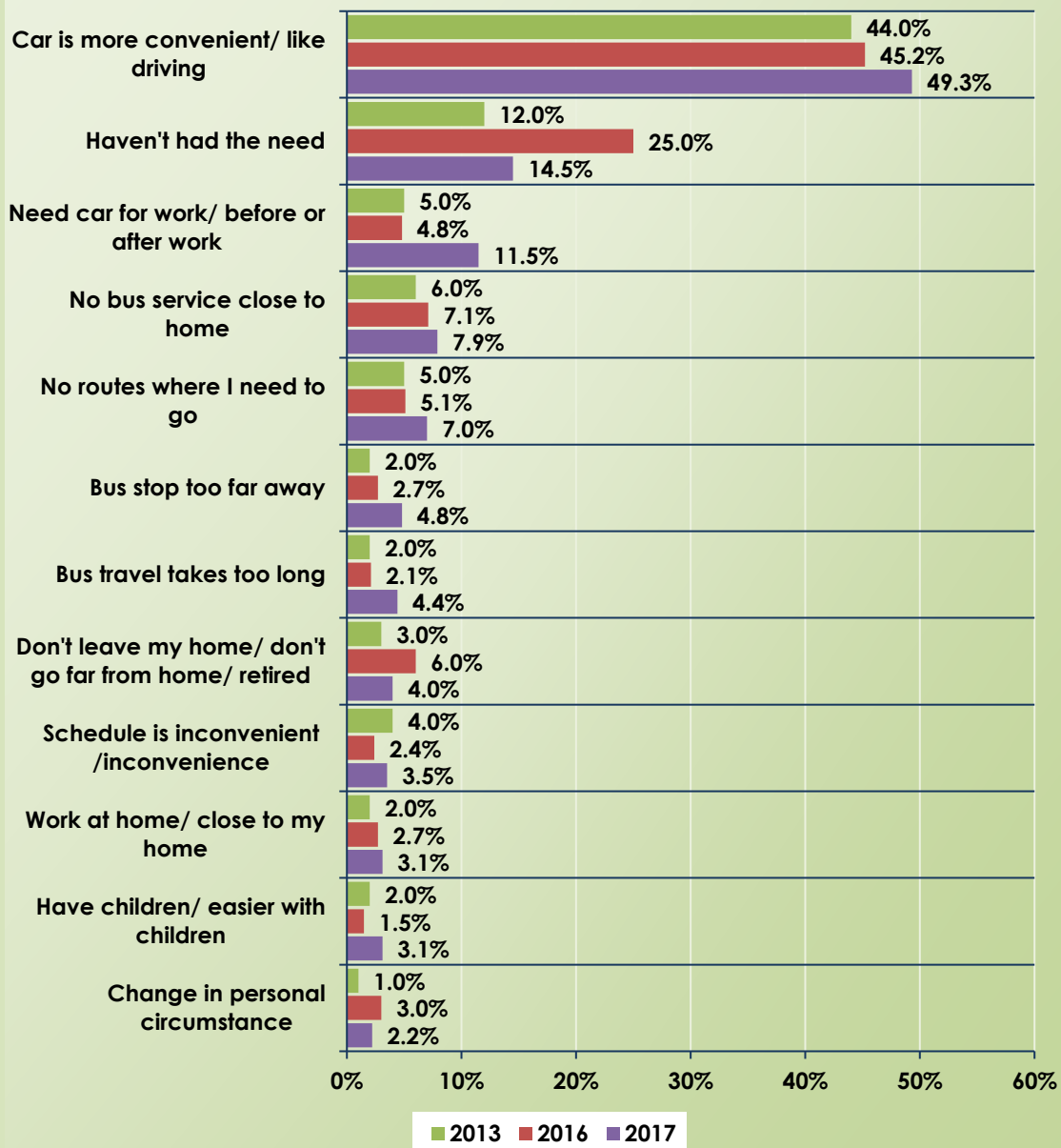
\*Don't know/Refused responses are not depicted above  
Numbers above have been rounded



Of those STA riders who have not ridden within the past 30 days, the convenience of using a car/vehicle continues to be the primary reason for not riding a bus – cited by half.

- 12.7% of those who have not ridden within the past 30 days cite the lack of a close/convenient route, or bus stop.
- 11.5% need their car for work or before/after work activities

**What is the major reason you haven't ridden a Spokane Transit bus in the past 30 days?\***  
**(TOP RESPONSES)**

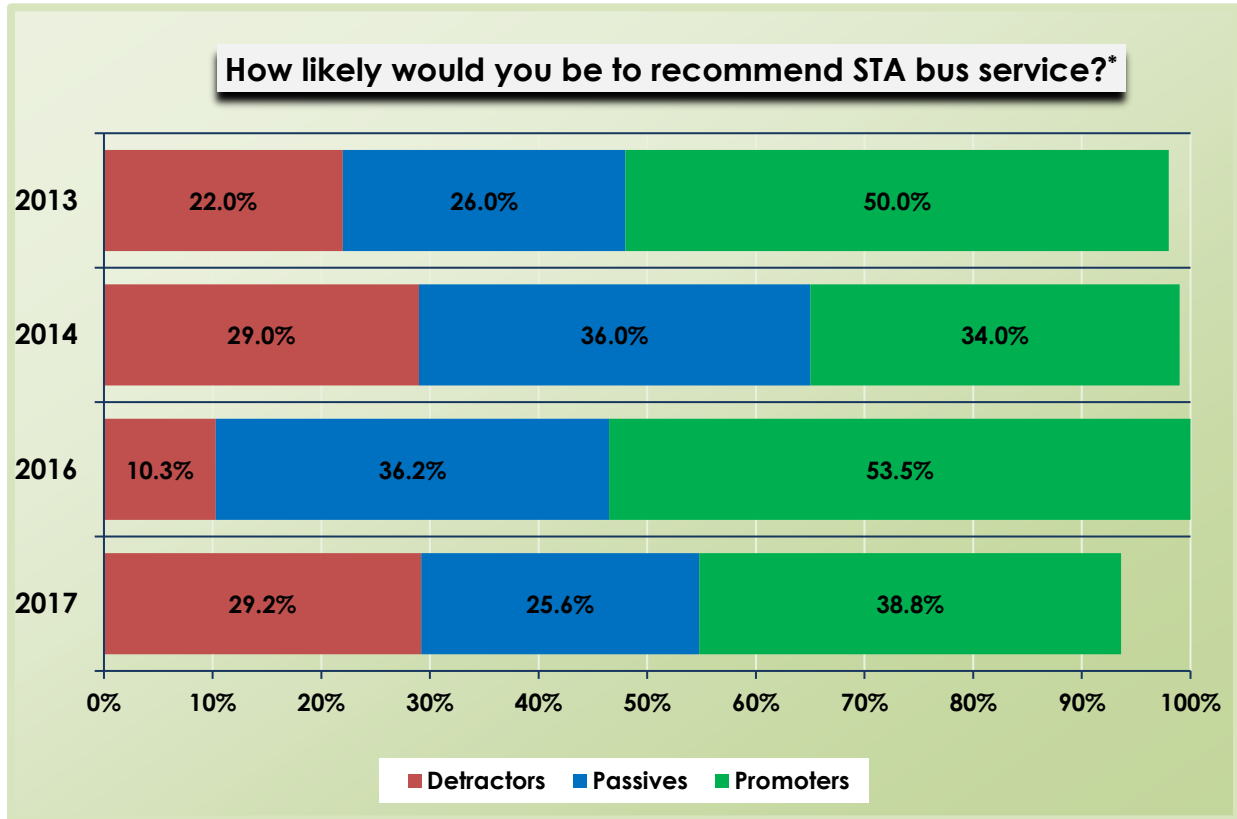


\*Question allowed for more than one response



The Net Promoter Score (Likely to recommend STA) for this study is + 9.6%.

*In the 2016 survey only respondents who indicated that they have ridden an STA bus within the past 30 days were asked how likely they would be to recommend STA, this the promoter score was unusually high and not a true indicator.*

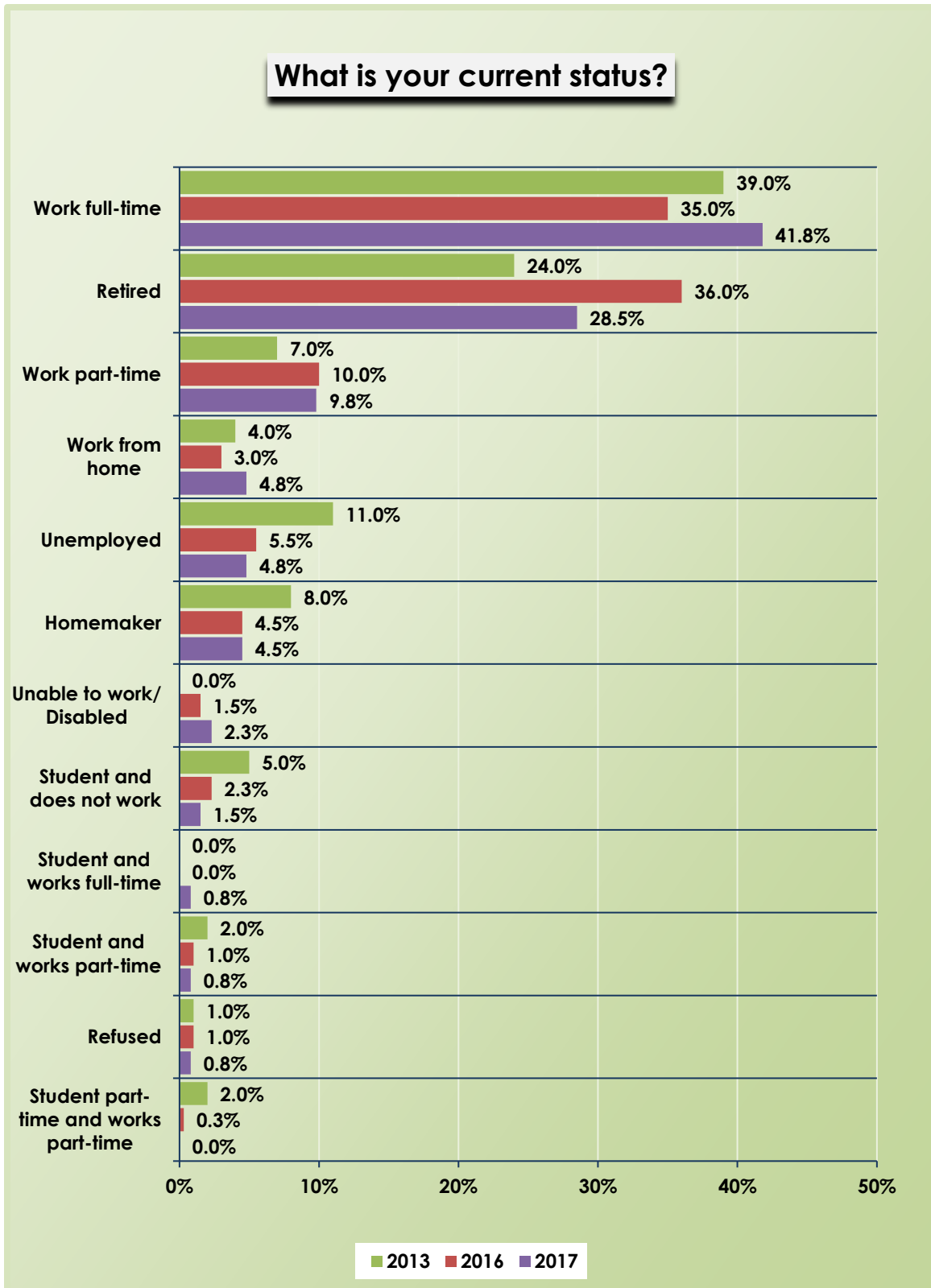


\*Don't know/Refused responses are not depicted above

RESPONSE	2013	2014	2016	2017
<b>NET PROMOTER SCORE</b>	<b>+ 28.0%</b>	<b>+ 5.0%</b>	<b>+ 43.2%</b>	<b>+ 9.6%</b>

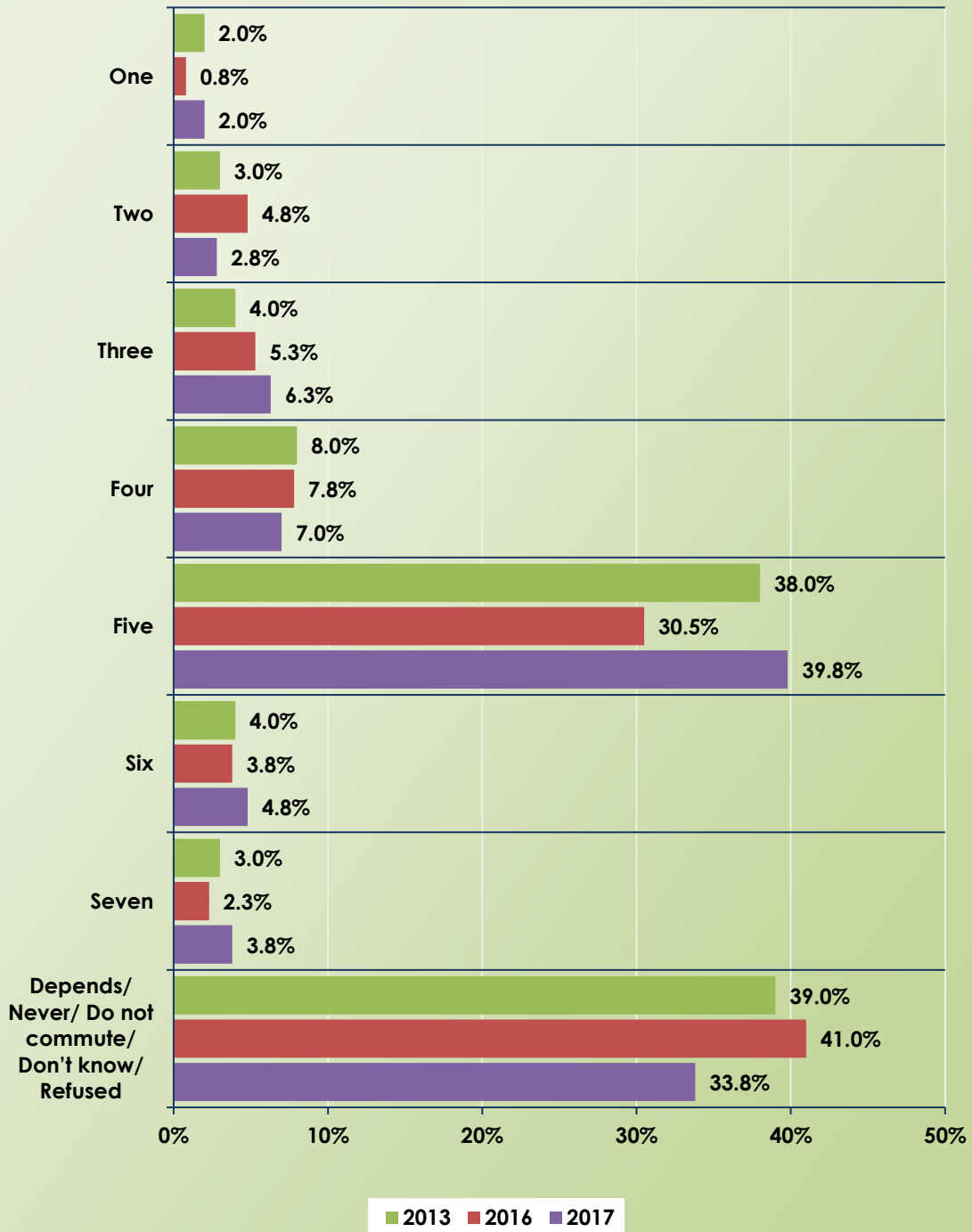


## Respondent Status





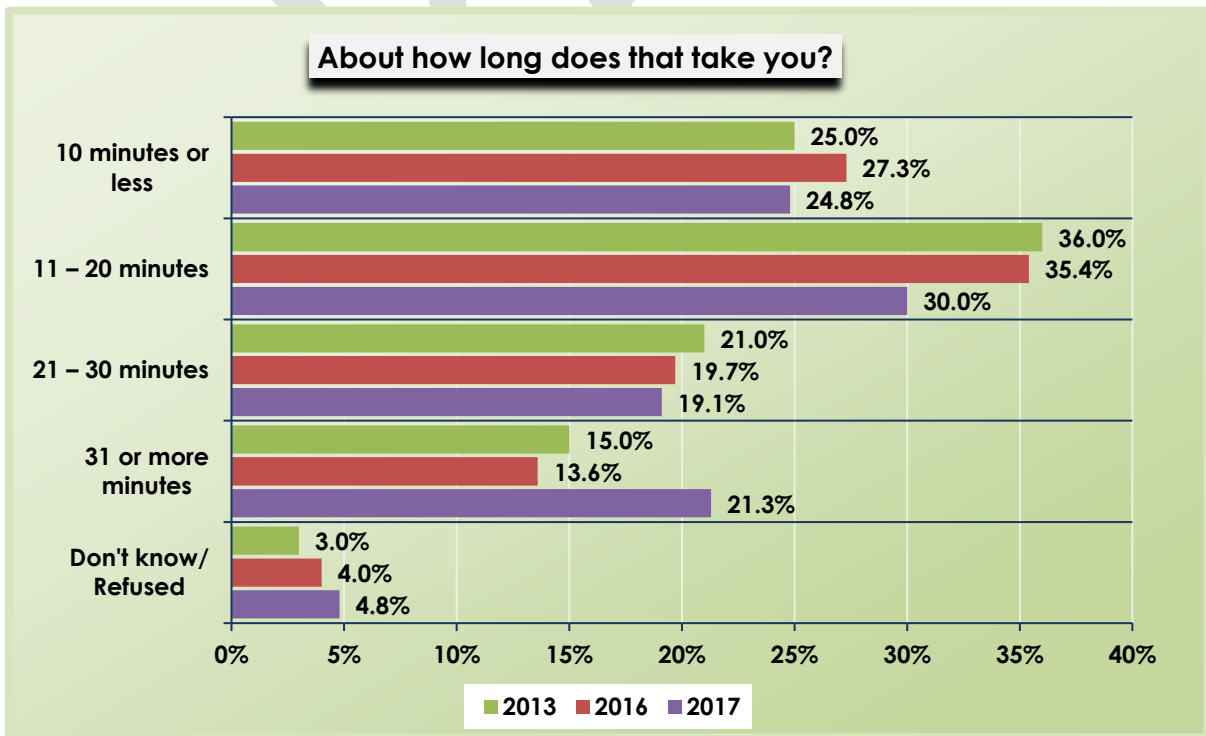
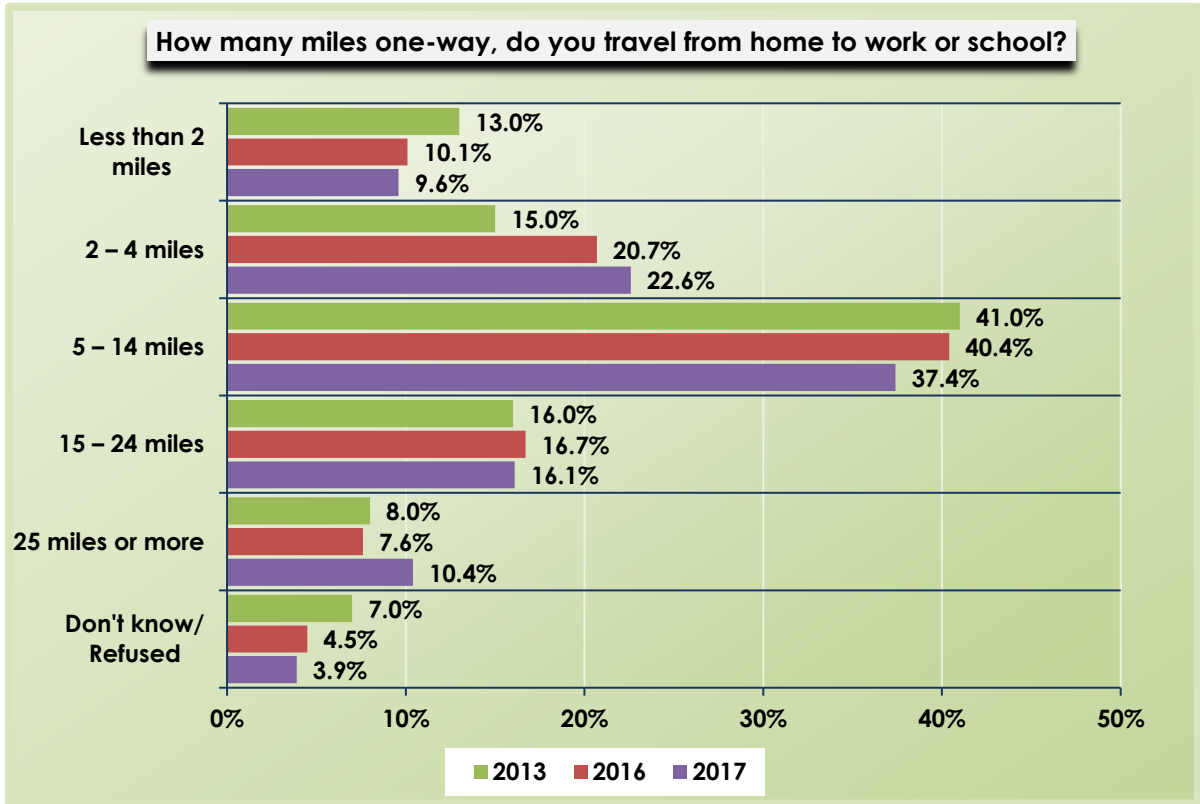
### How many days during an average week do you commute to work or school?





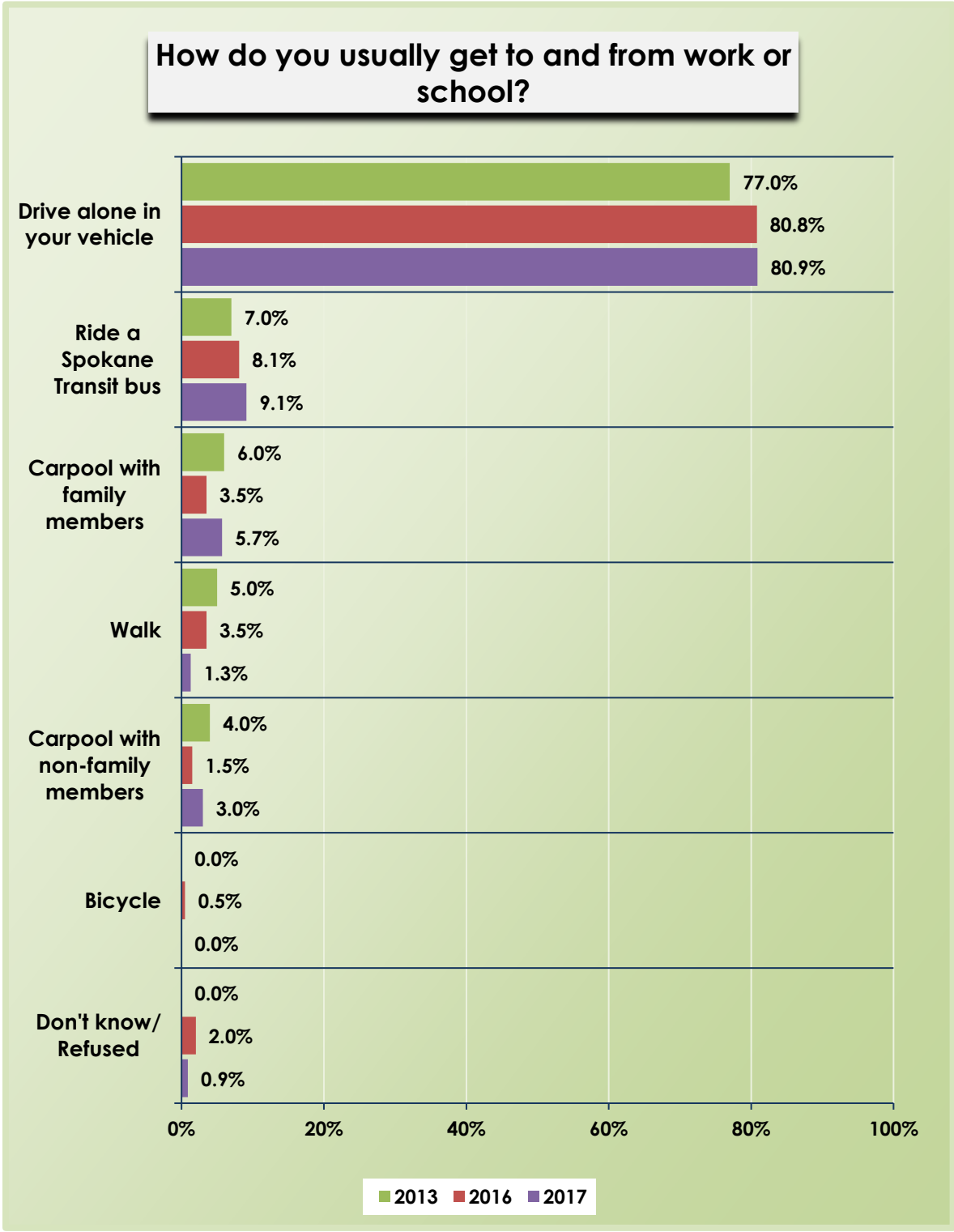


Of respondents who are employed, the number of miles traveled and time to commute from their home remains relatively unchanged from the past surveys.





Nearly 81% drive alone in their vehicle commuting to work – the same percentage from the 2016 study.



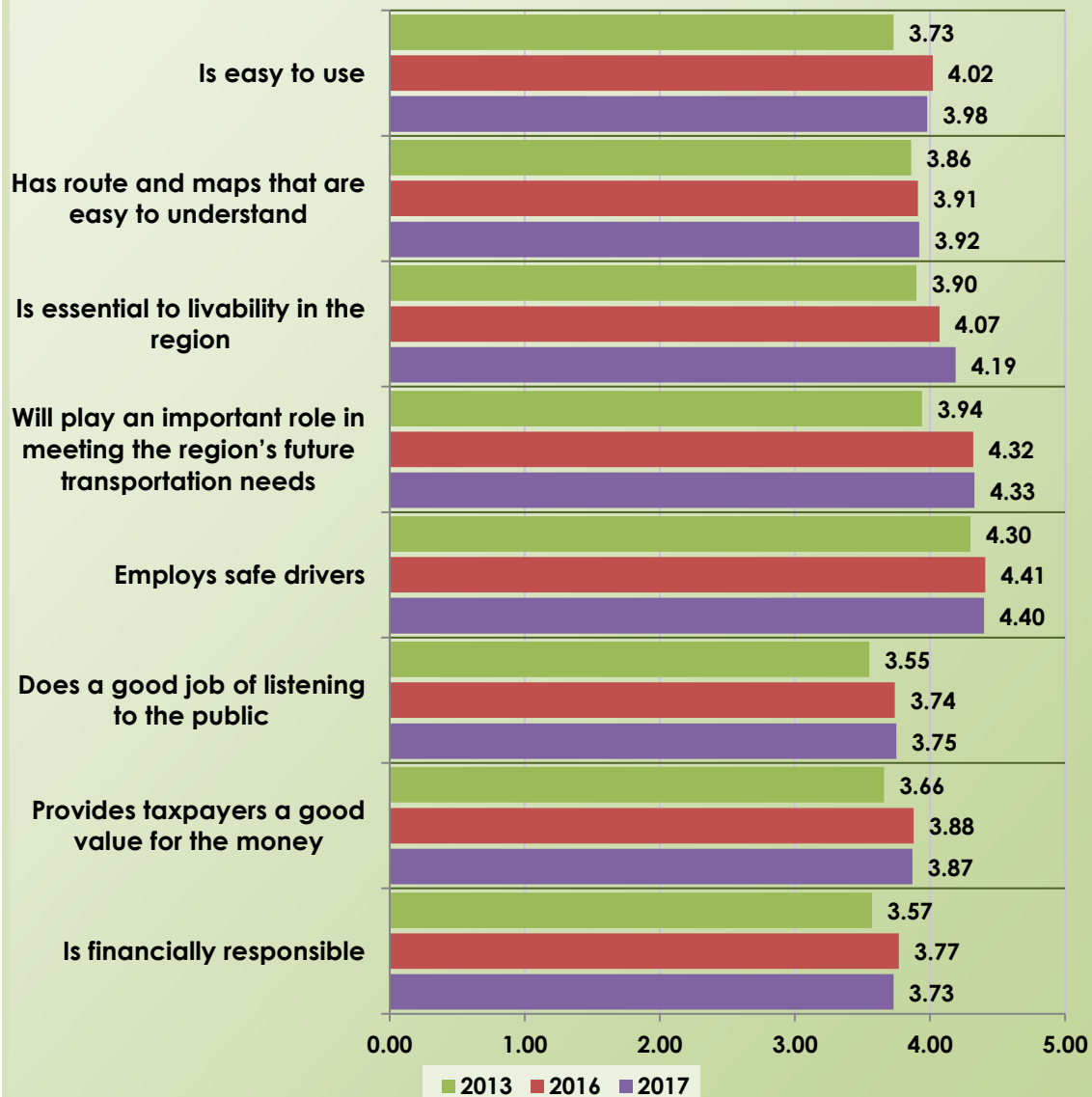


## Description/Perceptions of STA

Of the eight statements provided to respondents in this study the ones receiving the highest affirmation were: (Scale of 1 to 5)

- Employs safe drivers 4.40
- Will play an important future role 4.33
- Essential to livability in the region 4.19
- Easy to use 3.98

### ...can you rate how well each of the following words and phrases describes STA? - Averages

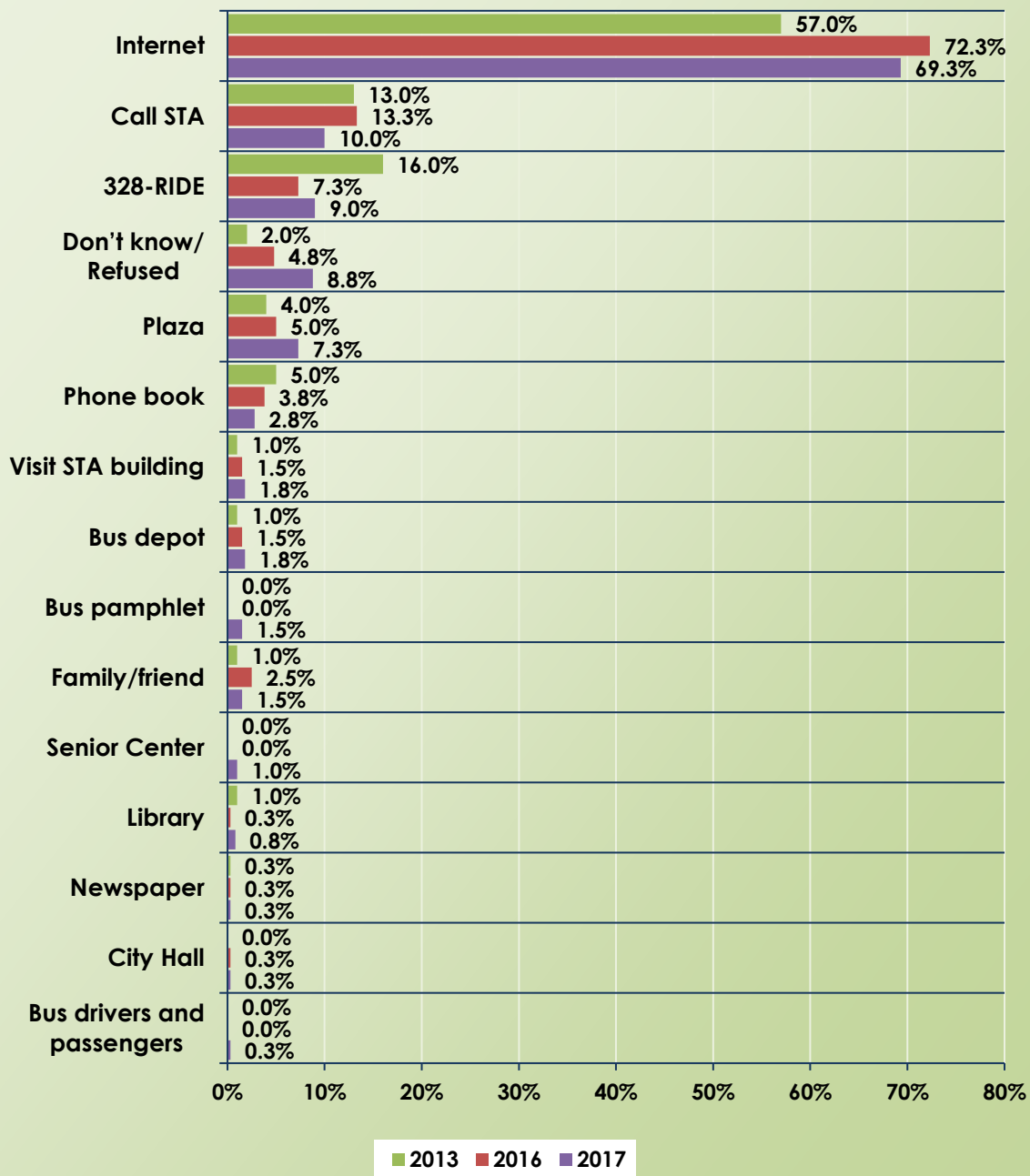




## Communication / Marketing

69.3% would use the internet for information about STA services – a slight decrease from 72.3% in the 2016 study.

**If you needed information about Spokane Transit services, where would you go to get that information?\***

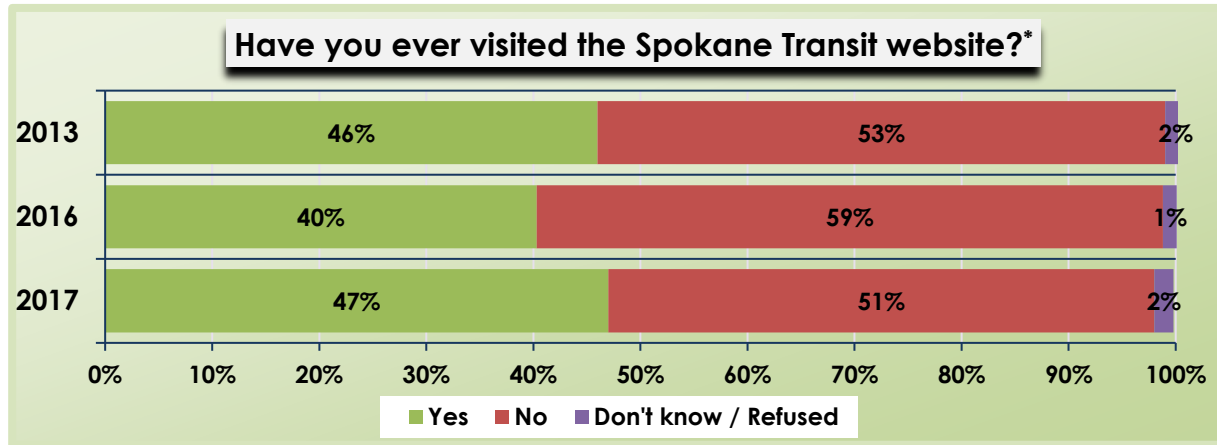


\*Question allowed for more than one response

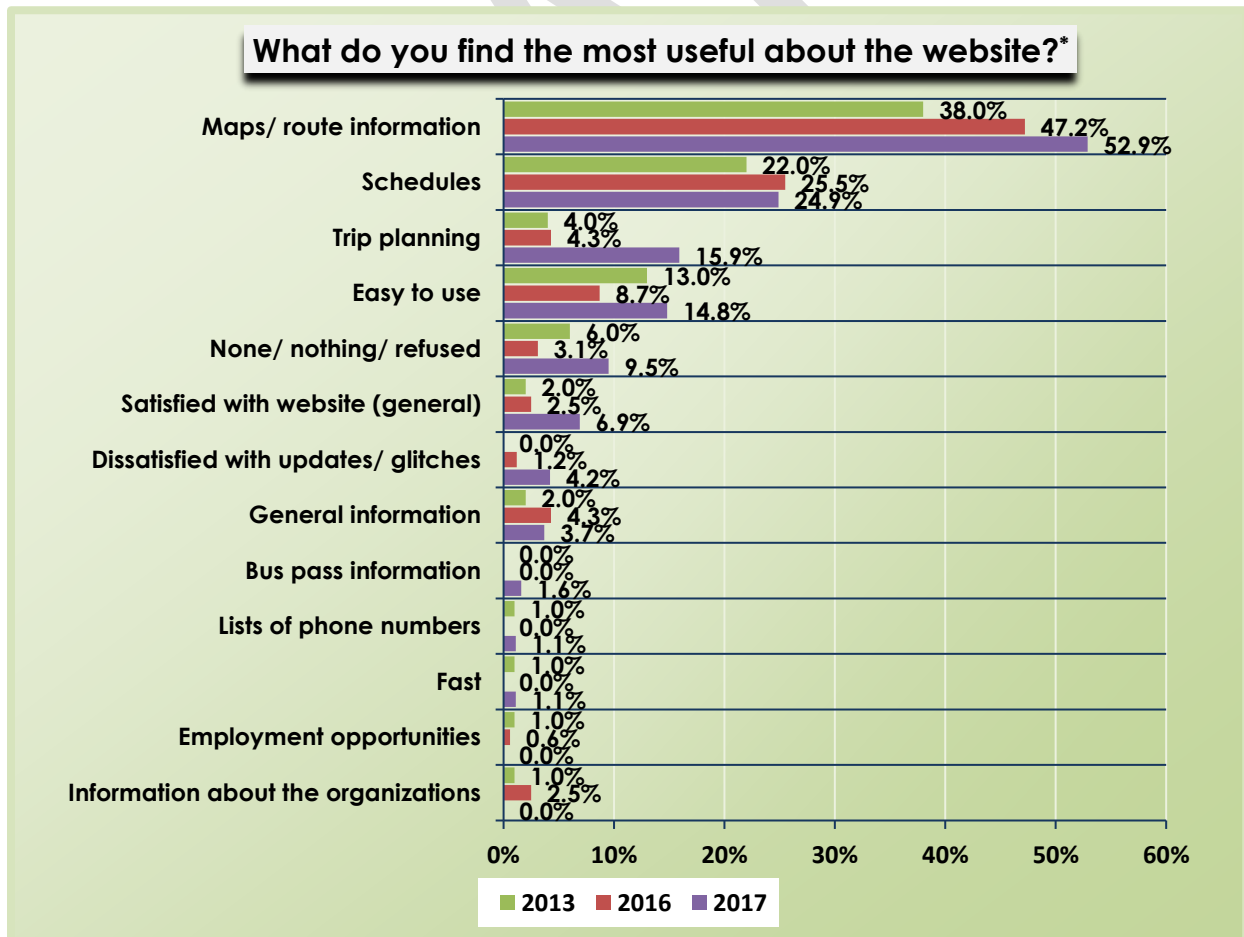


47.3% of the survey respondents have visited the STA website, compared with 40% from the 2016 study.

- Of those visiting the STA website more than half are seeking maps or route information. (*Up more than 5% from 2016 results*)
- One in four respondents who use the STA website desire schedule information.

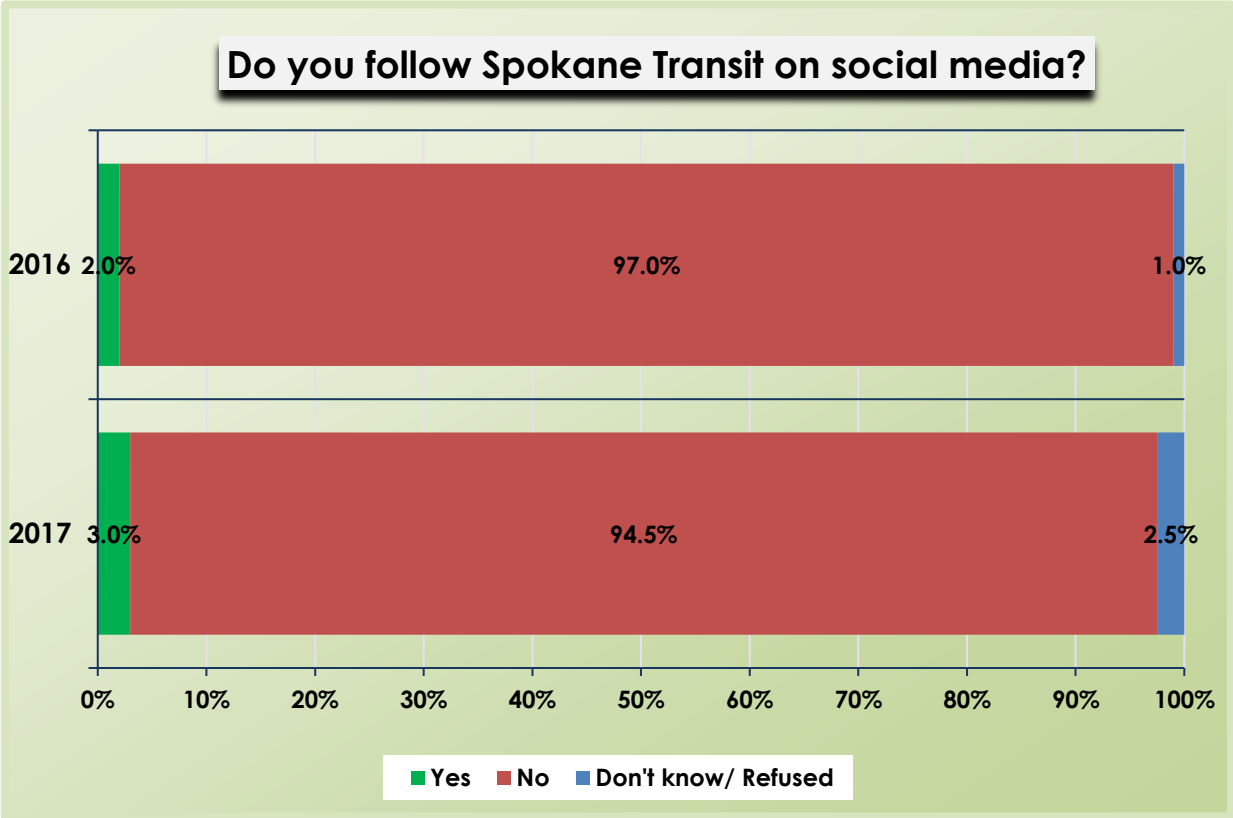


\*Numbers above have been rounded



\*Question allowed for more than one response

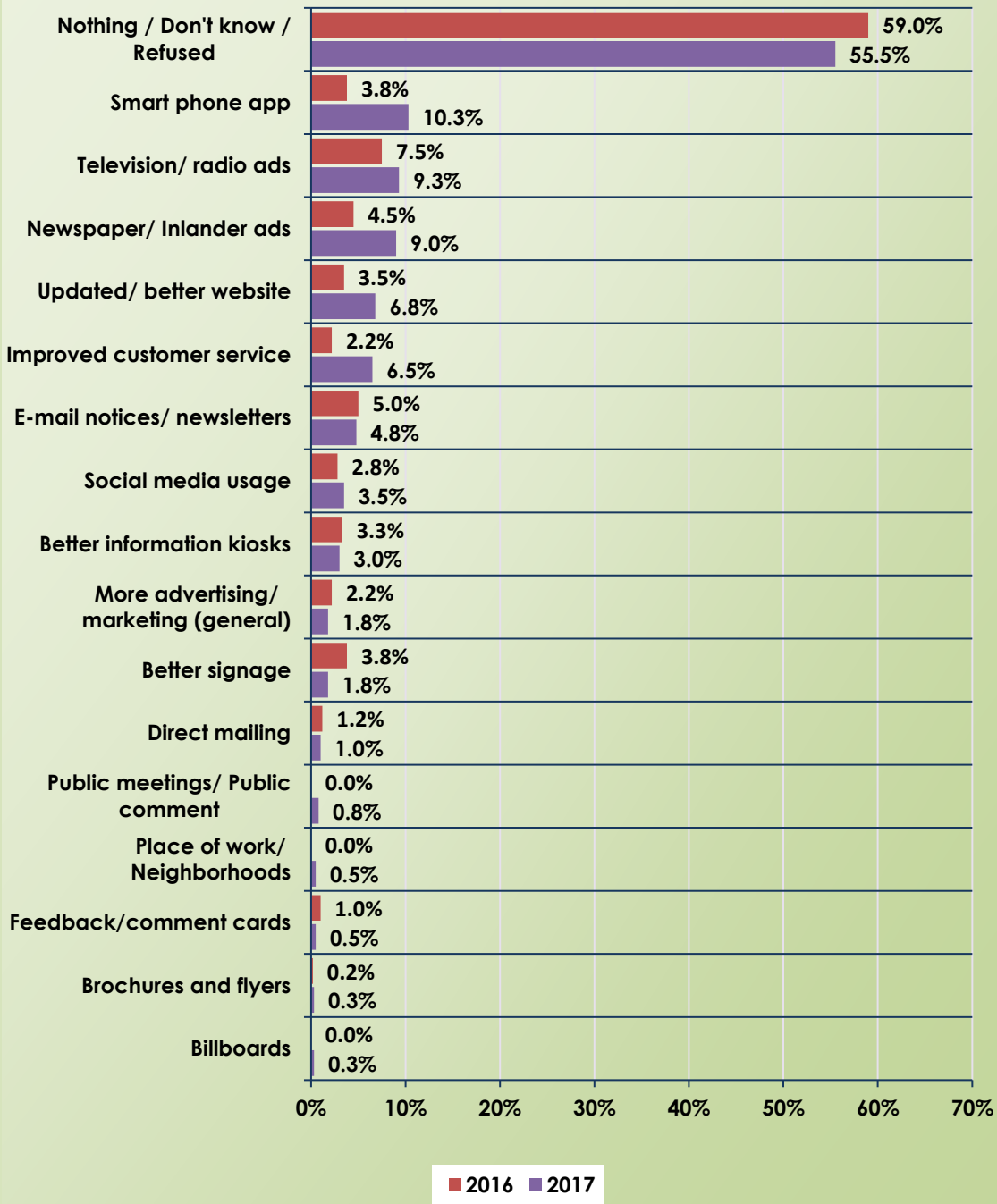
Participating residents have yet to follow STA on social media outlets.





Smart phones as the preferred way to communicate with riders continues to increase.

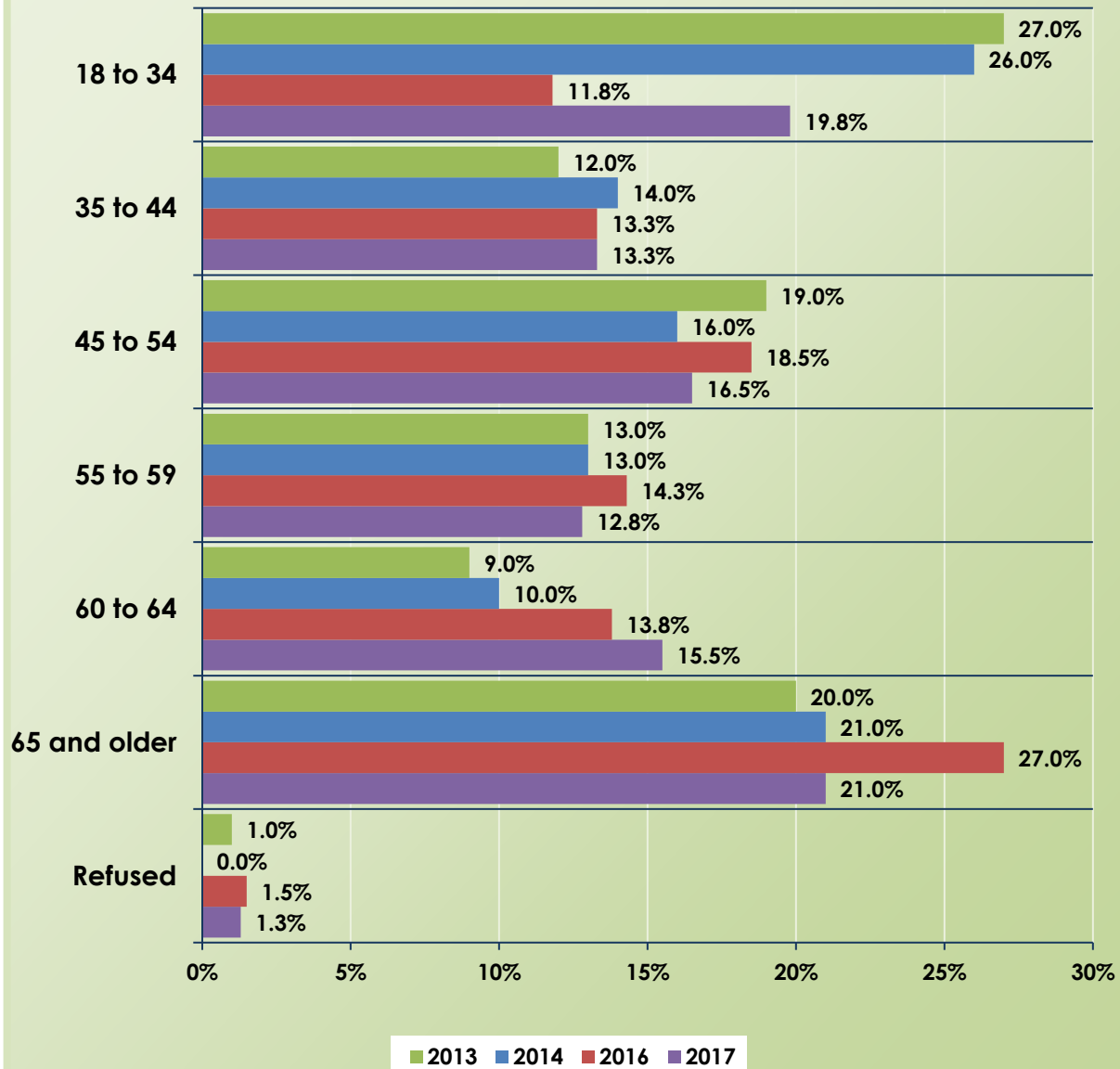
**What can Spokane Transit (STA) do to better communicate with you?\***



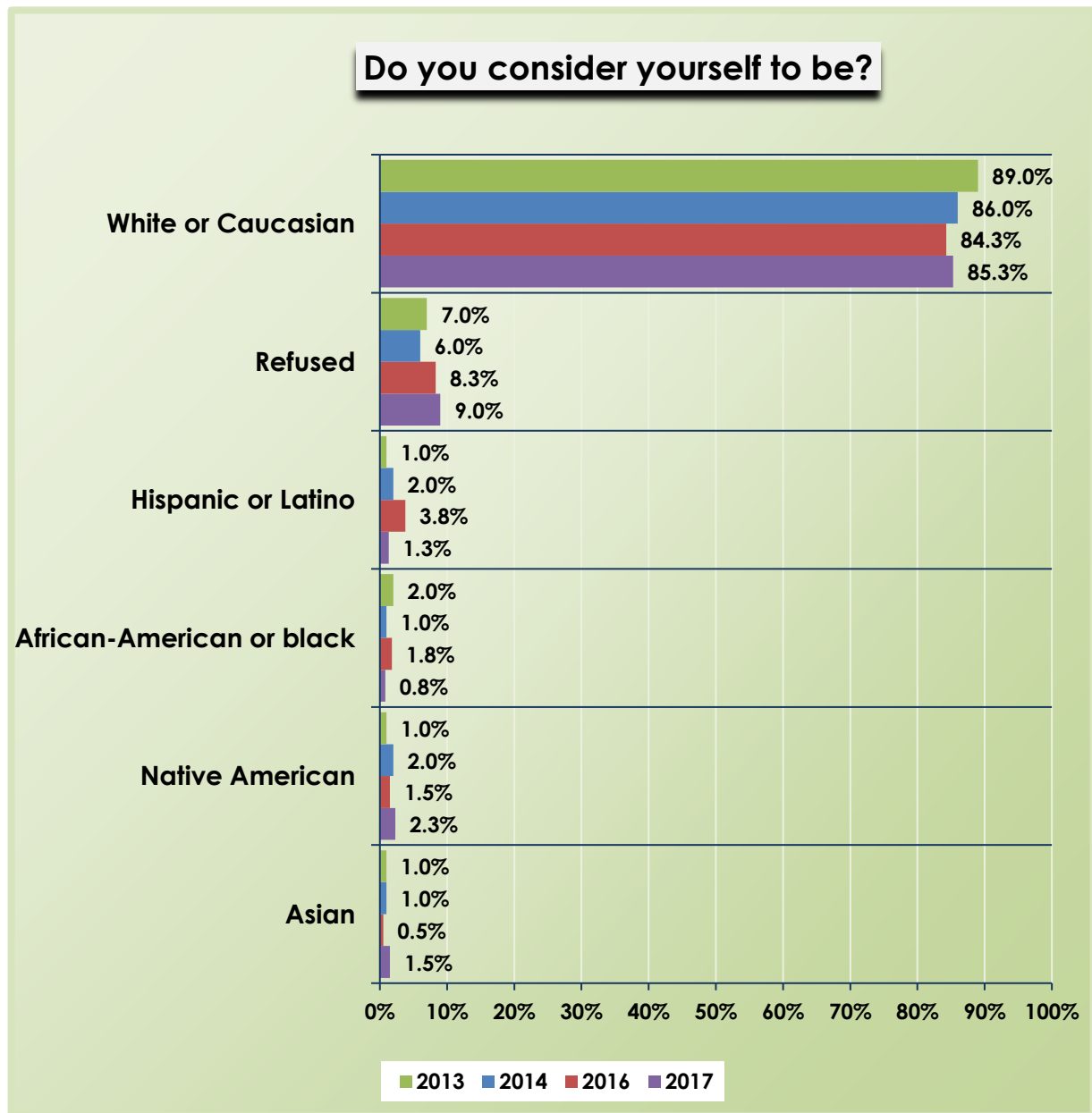
\*Question allowed for more than one response



### What is your age range?

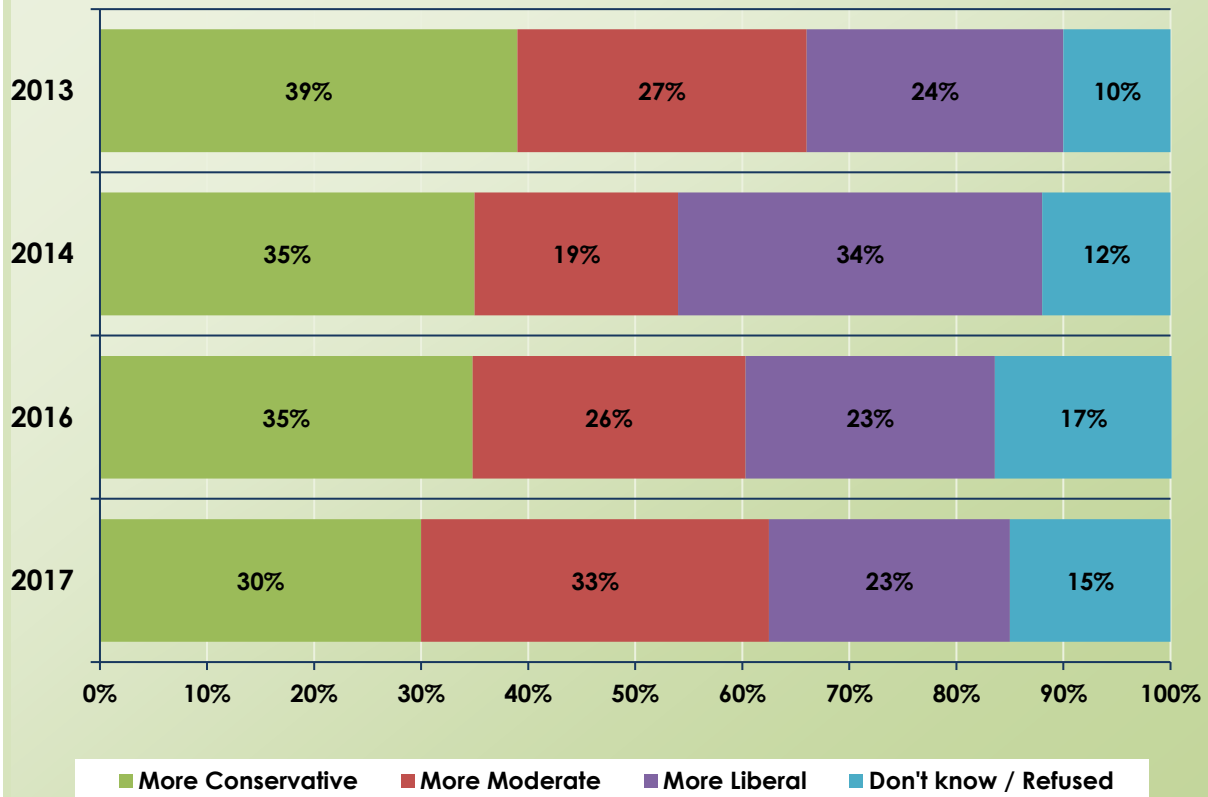








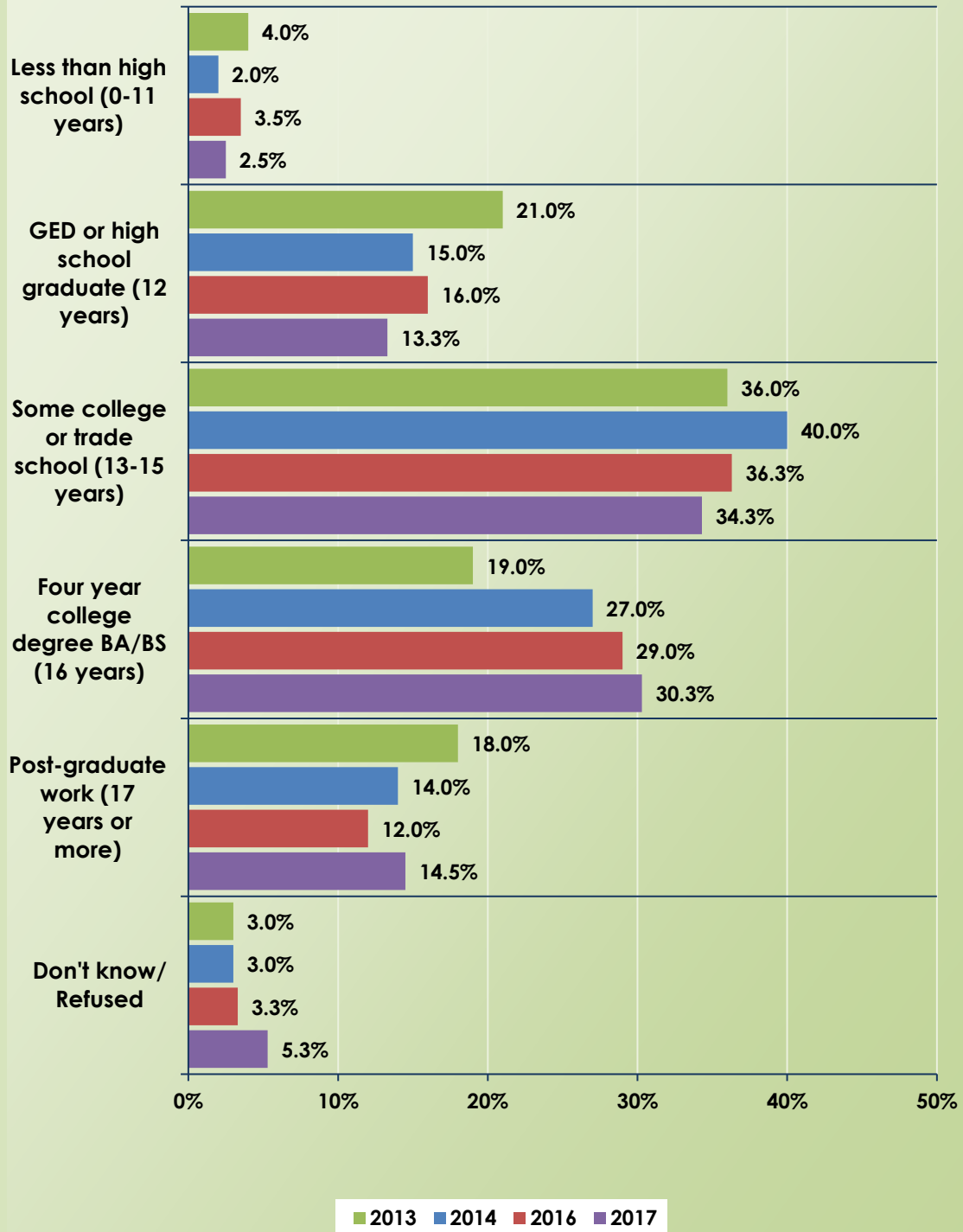
**On political issues, do you consider yourself to be more Liberal, more Moderate, or more Conservative?\***



\*Numbers above have been rounded

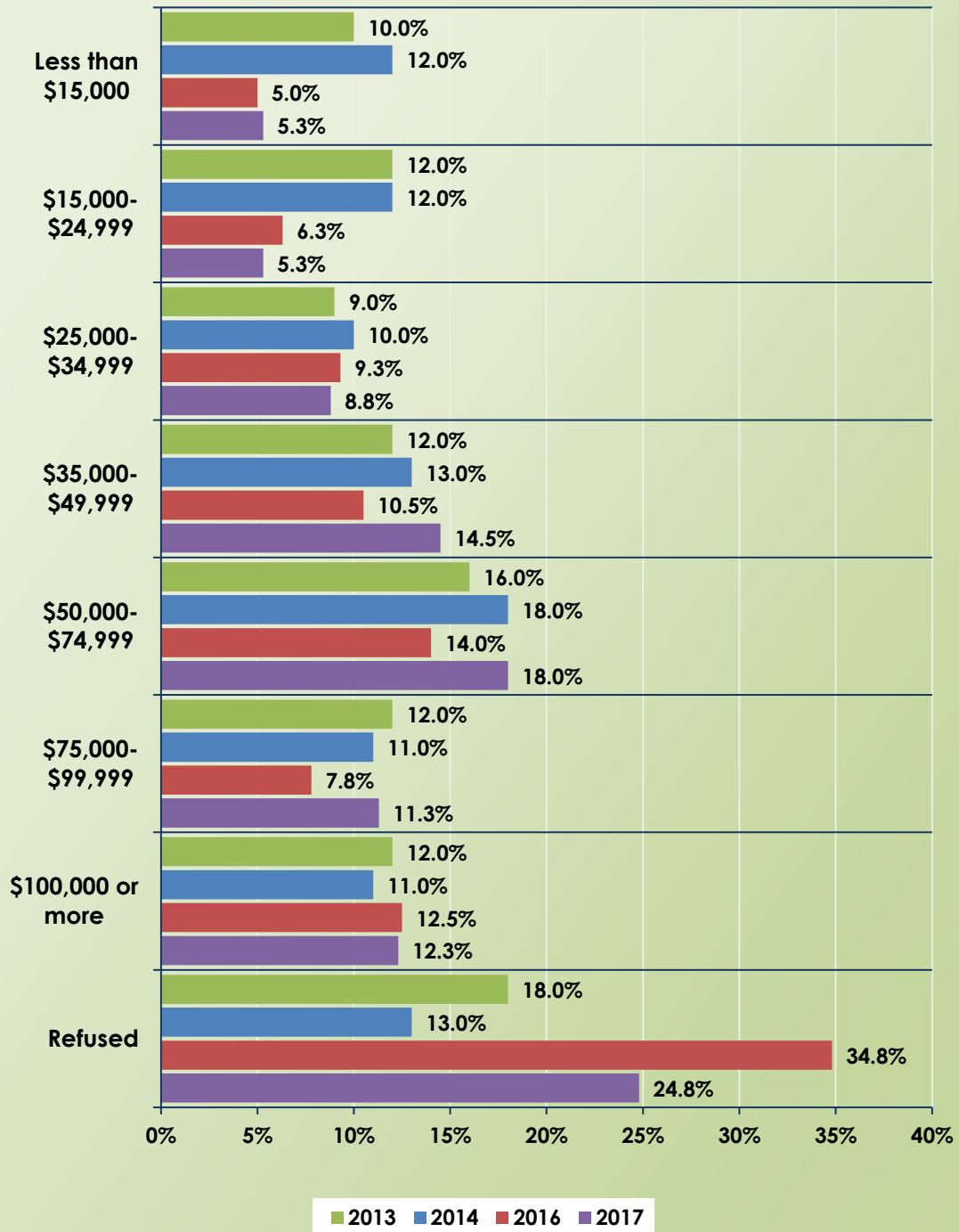


### What is the last grade of school you completed?





### What is your annual household income before taxes?

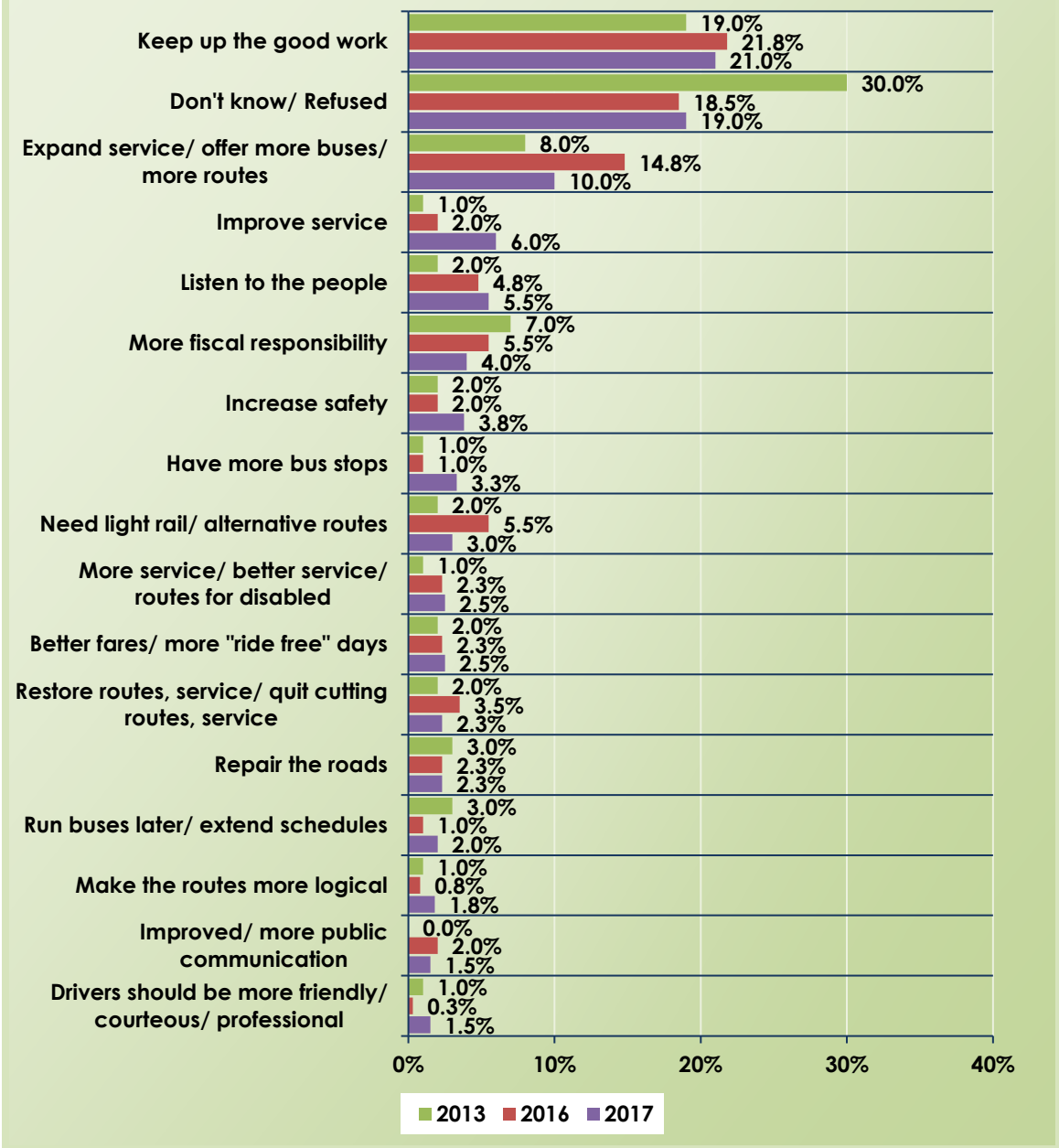




## Suggestions for STA's CEO

Of respondents who provided suggestions to Spokane Transit's CEO, "keep up the good work" once again the top response. The second most offered suggestion continues to be the desire of survey participants to see STA expand routes, services, and number of buses.

**If there was one suggestion you could give the CEO of Spokane Transit, what would it be?  
(TOP RESPONSES)**



**SPOKANE TRANSIT AUTHORITY  
CITIZENS ADVISORY COMMITTEE MEETING**

April 11, 2018

**AGENDA ITEM 4c: CAC CHARTER REVIEW**

**REFERRAL COMMITTEE:** N/A

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

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**SUMMARY:** Staff and CAC members will review and update the CAC Charter as required every three years.

**RECOMMENDATION TO COMMITTEE:** Information only.

# **CHARTER**

## **SPOKANE TRANSIT AUTHORITY PERFORMANCE MONITORING AND EXTERNAL RELATIONS COMMITTEE**

Citizen Advisory Committee  
December 2015

### **ARTICLE I – NAME OF GROUP**

The name of this group shall be Spokane Transit Authority (STA) Citizen Advisory Committee (CAC).

### **ARTICLE II – PURPOSE**

The mission of the STA Citizen Advisory Committee, hereinafter referred to as CAC, is to:

- Increase public participation in the functions of STA.
- Ensure accountability of the organization's actions.
- Act as an educational arm of the organization to reach out to the public.
- Act as a focused, educated forum for public input and feedback to the organization.
- Represent a wide range of stakeholders from the STA Public Transportation Benefit Area (PTBA).

The CAC is advisory to the STA Board of Directors and not to the agency itself.

The CAC will represent the interests of the community and assist staff and STA in making the region proud of its public transportation system.

### **ARTICLE III- SCOPE OF WORK**

The CAC will:

- Assess performance of STA.
- Examine where STA is heading.
- Explore emerging public transportation issues.
- Assess STA's progress in achieving its measurable goals and objectives.
- Make recommendations, at its discretion, and present them to the Performance Monitoring and External Relations Committee, for recommendation to the STA Board of Directors.

When requested and for new members, Staff will provide an information packet and orientations to CAC members in specific areas including, but not limited to, defined responsibilities and legal requirements, nomenclature, history, mission, vision, services, policies, budget, strategic communications plan, Transit Development Plan, partnerships, and community outreach practices.

## **ARTICLE IV – COMPOSITION**

- 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.

## **ARTICLE V – MEMBERSHIP SELECTION PROCESS**

Selection of the members of the CAC shall be through an application process:

- CAC will review applicants and select potential candidates.
- Staff and a CAC representative will meet with candidates and may recommend them to the CAC for further consideration.
- The CAC may vote to recommend candidates to the Performance Monitoring and External Relations Committee to be CAC committee members.
- The Performance Monitoring and External Relations Committee will vote to appoint members of the CAC.

Members of the CAC must reside within the STA boundaries. The residency requirement is waived if the applicant or member is a consistent user of STA's fixed route buses, paratransit, or vanpool service. We strive to have a good geographic representation.

The STA Board of Directors expects CAC members to introduce and talk about STA in as many venues as are open to the member. To this end, during the membership selection process, weighted value will be given to those who are active participants in other area organizations.

The following list represents groups from which participation will be sought:

- Business Owners
- Chambers of Commerce
- College Students
- Faith Community
- Higher Education/Administration/Faculty
- Medical Community/ Public Health
- Neighborhood Associations/Councils
- Persons with Disabilities
- Public Agencies/Law Enforcement
- Rotary, Kiwanis, AHANA, Martin Luther King Jr. Family Outreach Center and/or other Fraternal and Civic Associations
- Rural Community
- Senior Citizens
- Service Users (Fixed Route, Paratransit, Vanpool)
- Social Service Agencies



- Youth

## **ARTICLE VI – MEMBERSHIP ROTATION PROCESS**

Annually, in September, the CAC members will select the Chair of the CAC. An annual membership recruitment will follow. Membership recruitment and filling vacancies is an ongoing process.

Membership on the CAC is for a three-year term with at least five members appointed/reappointed each year. At the end of their term, members can reapply to serve a second term for a total of two three-year terms. If a member needs to leave the CAC prior to the end of their term, a new candidate will be selected to serve out the remainder of their term. The chair of the CAC will poll the members each May as to their desire to remain on the Citizen Advisory Committee. Annual membership terms shall begin at the September CAC meeting.

Membership applications will be sent to all who have requested an application, to people suggested by CAC members, other citizens, and to groups representing the previously stated participation list.

### **Attendance**

**Committee members missing three consecutive meetings without an excuse will be called by the CAC Chair or staff representative to determine their interest in continuing on the committee.**

## **ARTICLE VII – OPERATING GUIDELINES**

The CAC will conduct its business in accordance with Washington State's Open Public Meetings Act, RCW 42.30 and Public Disclosure Laws RCW 42.56. The CAC has adopted the following operating procedures:

- The CAC shall meet monthly except for the month of August.
- The Chair, or the Chair's designee, will be the appointed spokesperson for the CAC.
- As designated on the Performance Monitoring and External Relations Committee agenda, the CAC Chair, or a delegated CAC member, may provide the STA Board of Directors with the CAC's input and advice.
- The CAC shall provide meeting minutes to the Clerk of the Authority to be forwarded to the Performance Monitoring and External Relations Committee and the STA Board of Directors. All CAC records will be open to public review.
- A charter review will be conducted at least once every three years.

The members of the CAC serve in a voluntary role and without salary.

- The members of the CAC will continue to receive a bus pass during their tenure.

## **ARTICLE VIII – STAFFING**

As authorized by the Board, the CEO shall appoint staff members to serve as the CAC Staff Liaisons. Staff shall acquire meeting facilities and equipment, record, transcribe, and distribute minutes, and distribute other materials, including the agenda. Other duties include preparation of agenda forms and attachments to communicate CAC issues and recommendations to the Performance Monitoring and External Relations Committee and/or the STA Board of Directors.

**SPOKANE TRANSIT AUTHORITY  
CITIZENS ADVISORY COMMITTEE MEETING**

April 11, 2018

**AGENDA ITEM 4d: 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
- 2 emails with links to application and information sent out in late February
- June 2018 three members term out (second term expires)
- June 2018 two members first term expires

**RECOMMENDATION TO COMMITTEE:** Information only.

**SPOKANE TRANSIT AUTHORITY  
CITIZENS ADVISORY COMMITTEE MEETING**

April 11, 2018

**AGENDA ITEM 4e:            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**

April 11, 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**

April 11, 2018

**AGENDA ITEM 6:                    REVIEW MAY 9, 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 May 9, 2018 Committee meeting.

Proposed agenda items include:

- Minutes of the April 11, 2018, Committee meeting – *Corrections/Approval*
- 2017 Unaudited Financial Report
- Upriver Transit Center Project Overview
- SFCC Transit Station Project Overview
- STAMF Performance Tracking
- Recruitment/Orientation /Poll of CAC member to stay on Committee
- PMER Observations

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