

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

AGENDA

CITIZEN ADVISORY COMMITTEE MEETING Wednesday, June 14, 2017 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 May 10, 2017 – Regular Meeting – *(Charlie Howell) – 5 minutes*
4. Committee Reports:
 - a. Potential Charter Updates – *(Charlie Howell) – 15 minutes*
 - b. Recruitment/Orientation Update/Membership – *(Charlie Howell) – 10 minutes*
 - c. CAC Chair Discussion -vote is in September - *(Charlie Howell) – 5 minutes*
 - d. STAMF Progress Update/ Draft Project Scorecard - *(Karl Otterstrom) – 30 minutes*
 - e. PMER Observations – *(Victor Frazier) – 5 minutes*
5. General Business - *(Charlie Howell) – 5 minutes*
6. Set agenda items for future CAC meetings - *(Charlie Howell) – 5 minutes*
7. Adjourn

Next Citizen Advisory Meeting: July 12, 2017

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

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SPOKANE TRANSIT AUTHORITY
CITIZEN ADVISORY COMMITTEE MEETING OF

June 14, 2017

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**

June 14, 2017

**AGENDA ITEM 3: MINUTES OF THE MAY 10, 2017 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 May 10, 2017, Citizen Advisory Committee meeting.

RECOMMENDATION TO COMMITTEE: Corrections and/or approval

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CITIZEN ADVISORY COMMITTEE MEETING (CAC)
Meeting Minutes for May 10, 2017
Southside Conference Room

MEMBERS PRESENT

Dennis Anderson
Ann Campeau
Victor Frazier
Charles Hansen
Resa Hayes
Brian Kamp
Larry Lapidus
Larry Luton
Fran Papenleur

MEMBERS ABSENT

Dick Denenny
Charles Howell, Committee Chair
Margaret Jones

STAFF PRESENT

Beth Bousley, Director of Communications & Customer Service
Stacia Bowers, Executive Assistant to the Director of Communications & Customer Service
Karl Otterstrom, Director of Planning
Lynda Warren, Director of Finance and Information Systems

GUESTS

Michelle Rasmussen

1. CALL TO ORDER AND ROLL CALL

Victor Frazier called the meeting to order at 5:03 p.m. and conducted roll call.

2. PUBLIC EXPRESSIONS

Brian Kamp (CAC member) expressed his appreciation for how modern STA has become and customer service improvements from his childhood days of riding the bus.

3. COMMITTEE ACTION:

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

Mr. Frazier asked the Committee to address the minutes of the April 12, 2017 meeting.

The minutes were approved.

4. COMMITTEE REPORTS:

a. 2016 Year End Financials:

Lynda Warren gave an update on the Year End 2016 Unaudited Financial Report:

Revenue

Fares:	\$1M below budget (decline in ridership in 2016 so fares also declined).
Sales tax:	\$3.8M above budget.
Federal/State grants:	\$29K below budget.
Misc. revenue:	\$164K above budget.
Total:	104% of budget at \$73M

Expenses

Government Accounting Standards Board (GASB) issued standards on how pensions should be reported and it depends on the market regarding what is reported. This resulted in a credit of \$1.2M in 2016 expenses. Without GASB, the 2016 expenses would have been \$61M.

Fixed Route:	\$3.4M under budget
Paratransit:	\$900K under budget
Vanpool:	\$148K under budget
Plaza:	\$51K under budget
Administrative:	\$913K under budget (includes Information Services-related expenses such as licenses and also the mobility mentoring program)

Actual budget:	\$59.8M
Total Favorable Budget:	\$8.3M

Capital Budget

Several major projects are now complete e.g., the Smart Bus Program and the Business Enterprise Program. The remaining balance is approximately \$1.5M which rolls over into 2017.

Federal Grants

These are multi-year grants which total \$18M.

Cash Balance

\$61.1M including Board designated reserves; future capital and operating funds; and, the fleet replacement fund.

b. Recruitment/Orientation Update:

The committee voted and approved the nomination of Michelle Rasmussen to be forwarded to PMER for approval.

Beth Bousley gave a status update on CAC members and candidates. She reviewed recruitment priorities, asked CAC members to continue to reach out to their contacts, distribute/post recruitment materials, and encouraged diversity in recruitment.

c. 2017 Communications Update:

Beth Bousley reviewed the priorities, objectives and accomplishments of her team over the 2016 year which included several awards.

d. Community Perception and Paratransit Survey Results:

Beth Bousley reviewed the results of the Community Perception Survey which was conducted November-December 2016 and the Paratransit Survey conducted October-November 2016.

e. STAMF Progress:

Karl Otterstrom reviewed the Communications Plan for STA Moving Forward.

The Plan framework includes:

- Goals (community awareness, earn/retain community trust and grow ridership)

- Audiences

- Key messages

- Strategies (educate/engage, develop/implement community plans for projects, show progress/demonstrate STA is fulfilling promises and engage the CAC in measuring implementation and public outreach performance)

- Tactics

Mr. Otterstrom reported the draft Service Implementation Plan (SIP) guides the delivery of fixed route service over the next three years. He reviewed the draft 2018 -2020 service changes. He provided a draft initial framework sheet with CAC role strategies and upcoming projects for members to review.

5. GENERAL BUSINESS:

None.

6. SET MEETING SCHEDULE & AGENDA ITEMS:

- Minutes of the May 10, 2017, Committee meeting – *Corrections/Approval*
- STAMF
- Recruitment/Orientation
- Chair discussion
- PMER Observations

7. ADJOURN

Respectfully submitted,

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

**SPOKANE TRANSIT AUTHORITY
CITIZENS ADVISORY COMMITTEE MEETING**

June 14, 2017

AGENDA ITEM 4a: POTENTIAL CHARTER UPDATES

REFERRAL COMMITTEE: N/A

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

SUMMARY: Staff and Committee to discuss updating the CAC Charter.

RECOMMENDATION TO COMMITTEE: Information only

**SPOKANE TRANSIT AUTHORITY
CITIZENS ADVISORY COMMITTEE MEETING**

June 14, 2017

AGENDA ITEM 4b: RECRUITMENT/ORIENTATION UPDATE

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Charlie Howell, CAC Chair

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

Committee to recommend Madison Leonard go forward for approval through PMER.

Welcome new member Michelle Rasmussen.

Committee to discuss members with terms expiring June 2017.

- Larry Luton (1st term)
- Ann Campeau (1st term)
- Margaret Jones (2nd term)
- Fran Papenleur (2nd term)

RECOMMENDATION TO COMMITTEE: Discussion only

SPOKANE TRANSIT AUTHORITY
CITIZEN ADVISORY COMMITTEE MEETING

June 14, 2017

AGENDA ITEM 4c: CAC CHAIR DISCUSSION

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Charlie Howell, Chair

SUMMARY: CAC members to discuss election of new Chair in September.

RECOMMENDATION TO BOARD: Information only

SPOKANE TRANSIT AUTHORITY
CITIZEN ADVISORY COMMITTEE MEETING

June 14, 2017

**AGENDA ITEM 4d: PROGRESS UPDATE ON STA MOVING FORWARD (STAMF)
AND PROJECT SCORECARD**

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Karl Otterstrom, Director of Planning

SUMMARY:

STA has identified three elements for measuring performance of *STA Moving Forward* implementation. As reviewed at the March and April meetings of the CAC earlier this year, these include the following:

- System Performance – Overall outcomes in terms of ridership, system effectiveness and program delivery targets.
- Project and Service Delivery – Regular tracking of listed projects within *STA Moving Forward*, identifying and adapting to risks and opportunities.
- Public Communication and Engagement – Continuous outreach to the public and assurance of quality engagement and feedback.

In reviewing these elements with the CAC we have proposed that the CAC would have direct involvement in two of the three areas. Staff began discussions with the CAC in March on involvement by the CAC in preparing a tracking “score card” for project and service delivery and identified the important role the CAC will have in public communication and engagement. In May staff reviewed with the CAC the *STA Moving Forward* projects and activities that will be implemented over the next three years and proposed a framework, based on four relevant strategies within the overall communications plan for *STA Moving Forward*, in which CAC involvement in this area could exist.

The four strategies are as follows:

- Educate and engage our audiences about STA Moving Forward projects.
- Develop and implement communication plans for each significant collection of projects
- Show progress and demonstrate that STA is fulfilling promises made to the community.
- Engage the Citizens Advisory Committee in measuring implementation and public outreach performance.

Staff have prepared a draft matrix of CAC involvement, identifying the various projects at play over the next several years. Take note of CAC roles and activities identified in the matrix and be prepared to provide feedback on the quality and quantity. We intend to formulate guidance that can be supported by the STA Board of Directors in the coming months.

RECOMMENDATION TO COMMITTEE: Review and provide feedback.

COMMITTEE ACTION:

RECOMMENDATION TO BOARD:

FINAL REVIEW FOR BOARD BY:

Division Head _____

Chief Executive Officer _____

Legal Counsel _____

SPOKANE TRANSIT AUTHORITY
CITIZEN ADVISORY COMMITTEE MEETING OF

June 14, 2017

AGENDA ITEM 5: GENERAL BUSINESS

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Stacia Bowers, Executive Assistant

**SPOKANE TRANSIT AUTHORITY
CITIZENS ADVISORY COMMITTEE MEETING**

June 14, 2017

AGENDA ITEM 6: REVIEW JULY 12, 2017, DRAFT AGENDA ITEMS

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Stacia Bowers, Executive Assistant

SUMMARY:

At this time, members of the Citizens Advisory Committee will have an opportunity to review and discuss the items proposed to be included on the agenda for the July 12, 2017 Committee meeting.

Proposed agenda items include:

- Minutes of the June 14, 2017, Committee meeting – *Corrections/Approval*
- STAMF
- Charter Updates
- Recruitment/Orientation
- PMER Observations
- Chair Election

RECOMMENDATION TO COMMITTEE: Review and discuss