

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

CITIZEN ADVISORY COMMITTEE MEETING
Wednesday, March 14, 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 February 7, 2018 – *Special Meeting – (Charlie Howell) – 5 minutes*
4. Committee Reports:
 - a. Legislative Update – *(Karl Otterstrom) – 15 minutes*
 - b. STA Moving Forward Implementation Update - *(Karl Otterstrom) – 25 minutes*
 - c. 2018 Communications Plan Review & 2017 Recap Update - *(Beth Bousley) – 20 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: April 11, 2018
STA Conference Room, 1229 W. Boone Avenue, Spokane, WA 99201

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SPOKANE TRANSIT AUTHORITY
CITIZEN ADVISORY COMMITTEE MEETING OF

March 14, 2018

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**

March 14, 2018

**AGENDA ITEM 3: MINUTES OF THE FEBRUARY 7, 2018 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 February 7, 2018, Citizen Advisory Committee meeting.

RECOMMENDATION TO COMMITTEE: Corrections and/or approval.

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

Meeting Minutes for February 7, 2018

Southside Conference Room

MEMBERS PRESENT

Dennis Anderson
Charles Hansen
Resa Hayes
Charles Howell, Committee Chair
Brian Kamp
Madison Leonard
Larry Luton

MEMBERS ABSENT

Ann Campeau
Dick Denenny
Victor Frazier
Larry Lapidus
Michelle Rasmussen

STAFF PRESENT

Beth Bousley, Director of Communications & Customer Service
Stacia Bowers, Executive Assistant
Emily Arneson, Community Ombudsman and Accessibility Officer
Ryan Brodwater, Capital Project Manager
Kathleen Weinand, Principal Transit Planner

GUESTS

1. CALL TO ORDER AND ROLL CALL

Charlie Howell called the meeting to order at 5:00 p.m. and conducted roll call.

2. PUBLIC EXPRESSIONS

Brian Kamp asked about STA policy on service and companion animals. Emily Arneson briefed the committee on the STA policy on service animals, which are animals individually trained to assist a person with a disability (not companion or emotional support animals). Service animals are permitted on all STA properties and vehicles, but non-service animals must be in a carrier with an absorbent bottom. Ms. Arneson also informed the committee of ADA regulations, state law and federal law requirements for accommodating service animals, and that service animals are not required to wear vests or other identification. She reported a local group is trying to raise awareness about the impact of misrepresenting an animal as a service animal and there is a proposed bill in state legislature regarding the same. Service animals must remain under the control of their handler at all times, and STA does exclude animals from service for dangerous or threatening behavior. Riders may report animals that are unreasonably disturbing others or not under their handler's control.

3. COMMITTEE ACTION

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

Charlie Howell asked the Committee to address the minutes of the December 13, 2017 meeting. The minutes were approved.

4. COMMITTEE REPORTS:

a. September 2018 Service Revision Draft Recommendation:

Kathleen Weinand reviewed the service change timeline, planning process and outreach for the September 2018 service revision. The improvements are categorized as more service in existing routes, modify/add service and modify existing routes to improve service effectiveness. Ms. Weinand noted the following recommendations:

- Sprague Board & Go at the Plaza
- Route 23 Maple/Ash

- West Plains Option A
- Convert the 173 VTC Express to two new routes, the 190 and 194
- Route 2 Medical Shuttle Extension
- 25 Division Reliability Improvements and Board and Go
- Route 27 Hillyard Reliability
- Route 124 recommended changes

Ms. Weinand announced there will be a public hearing on March 15, 2018 with final recommendation and Board action in April 2018.

b. Central City Line (CCL) Public Involvement Plan:

Beth Bousley reported the Central City Line project is moving forward through the design process. The project Steering Committee and STA Board affirmed the general station locations. The STA Board also approved, through the approval of the Comprehensive Plan, a station identification and customization policy which allows neighborhoods the option to provide for identification elements to be incorporated into the station design. Ms. Bousley also reported that over the past 12 months a considerable amount of public outreach has been completed and a public involvement plan has been prepared.

c. Fixed Route Passenger Survey Update:

Beth Bousley reported that the feedback from people surveyed for the Fixed Route Passenger survey was consistent with past surveys and good. The passengers rate their satisfaction with STA bus service as 4.12 on a scale from 1-5 and are very likely to recommend STA. Passengers rated STA highest in the categories of driver driving safely and driver courtesy. Community perception survey results will be presented at the April CAC meeting.

d. Monroe-Regal HPT Corridor Overview:

Ryan Brodwater updated the committee on the plans for the Monroe-Regal Corridor including the general route, budget, and timeline. Mr. Brodwater indicated that service should start September 2019. He also provided an update on the Moran Station Park and Ride.

e. Recruitment/Orientation Update:

Stacia Bowers reported that a link to the application and charter was sent out to a potential CAC applicant on 2/5/18.

f. PMER Observations:

Charles Hansen informed the committee of items covered at the last PMER meeting. PMER discussed scope of work for the paint booth, the award of contract for fluid mgmt. systems, 2018 service revisions, communications recap, and the CEO report. The CEO report included a remark on legislature bill to make representation more proportional to PBTA as the little cities have more representation on the board than the City of Spokane and that would change the board dynamics/membership.

5. GENERAL BUSINESS:

The Chair shared an article on the Audubon Neighborhood which included a picture of a previous CAC member and current members.

Larry Luton reported that Blog 350 mentioned STA and had positive feedback.

6. SET MEETING SCHEDULE & AGENDA ITEMS:

- Minutes of the March 14, 2018, Committee meeting – *Corrections/Approval*
- STA Moving Forward Update
- Legislative Update
- 2018 Communications Plan Review & 2017 Recap
- 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

March 14, 2018

AGENDA ITEM 4a: LEGISLATIVE UPDATE

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Karl Otterstrom, Director of Planning and Development

SUMMARY: Staff will provide a verbal update on the key results of the 2018 legislative session which ended March 8, 2018.

RECOMMENDATION TO COMMITTEE: Information only.

SPOKANE TRANSIT AUTHORITY
CITIZEN ADVISORY COMMITTEE MEETING OF

March 14, 2018

AGENDA ITEM 4b: STA MOVING FORWARD IMPLEMENTATION UPDATE

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Karl Otterstrom, Director of Planning and Development

SUMMARY: Over the past year staff has briefed the Committee on progress of specific projects within *STA Moving Forward* as well as the overall methods for and results of implementation performance. This effort was incorporated into the committee's work program that extends through 2018. Staff will review with the Committee revisions to the work program as it relates to *STA Moving Forward* project development and implementation. Revisions represent some adjustments in timing for different updates as well as refinements to the schedule to delve deeper into certain aspects of projects.

RECOMMENDATION TO COMMITTEE: Information only.

**SPOKANE TRANSIT AUTHORITY
CITIZENS ADVISORY COMMITTEE MEETING**

March 14, 2018

AGENDA ITEM 4c: 2018 COMMUNICATIONS PLAN REVIEW & 2017 RECAP

REFERRAL COMMITTEE: N/A

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

SUMMARY: The Spokane Transit Communications Plan provides an overview 2018 communications priorities to support STA's goals.

2017 Communications Objectives - Results

Support STA goals to:

- Sustain 2016 fixed route ridership level (approximately 10.3 million trips)
- Continue to maintain and enhance community perception (rated 3.74 out of 5 in 2016; up from 3.37 in 2014)

Results: 2017 Community Perception results 3.75 out of 5

2018 Communications Plan Overview

Communications Priorities:

- Ridership
- STA Moving Forward
- Strategic Communications
- New Employee Recruitment
- Internal Communications
- Customer Service

Ridership

- Mitigate impact of Fare Change Phase II on ridership through thorough, effective communications
- Increase pass sales through pass sales analysis, targeted sales, commuter packages, promotion
- Grow university and college ridership through relationship building, advocacy, promotion
- Develop broad awareness of new fare through active education, public relations, and regular communications to ensure transparency and sustained/increased ridership
- Increase confidence and awareness of how to use the STA system through Real Time Information and SmartBus promotion, education, customer appreciation initiatives
- Implement events, destinations and partnership efforts to educate, demonstrate, and position STA as a valued service provider
- Implement Plaza events, programming, customer appreciation and rider education programs to build positive perception, support system operations, and improve customer experience

STA Moving Forward

- Build public trust through transparent and accessible information
- Educate and engage our audiences about STA Moving Forward projects and progress
- Demonstrate that we are fulfilling our promises through consistent communication and outreach

- Be proactive in developing a narrative that anticipates public perception through regular community and media relations

Strategic Communications

- Continue to establish STA as a key player and leader in the region's future growth and development

New Employee Recruitment

- Support STA's recruiting efforts with integrated communications program to recruit talented, committed candidates for employment.

Internal Communications

- Maximize internal communications to improve employee engagement
 - Ensure employees understand and are invested in STA
 - Continue to test and refine communication vehicles
 - Improve quality of employee engagement survey

Customer Service

- Improve quality of customer service to improve community perception and increase ridership
 - Engage in strategic visioning for future of customer service and identify barriers and opportunities
 - Enhance public-facing communication

Web Development

- Maintain and improve web properties to grow ridership and inform the community through schedule, route information, and other tools on how to use the STA system.

RECOMMENDATION TO COMMITTEE: Information only.

**SPOKANE TRANSIT AUTHORITY
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March 14, 2018

AGENDA ITEM 4d: RECRUITMENT/ORIENTATION UPDATE

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Charlie Howell, CAC Chair

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

- 3 vacancies
- 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**

March 14, 2018

AGENDA ITEM 4e: PMER OBSERVATIONS

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Charles Hansen, CAC PMER Representative

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

RECOMMENDATION TO COMMITTEE: Information only.

**SPOKANE TRANSIT AUTHORITY
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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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March 14, 2018

AGENDA ITEM 6: REVIEW APRIL 11, 2018, 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 April 11, 2018 Committee meeting.

Proposed agenda items include:

- Minutes of the March 14, 2018, Committee meeting – *Corrections/Approval*
- Community Perception Survey Results
- May 2018 Service Change Summary Information
- Recruitment/Orientation
- PMER Observations

RECOMMENDATION TO COMMITTEE: Review and discuss.