

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

PERFORMANCE MONITORING AND EXTERNAL RELATIONS COMMITTEE

Minutes of the October 3, 2018, Meeting
Southside Conference Room

MEMBERS PRESENT

Pamela Haley, City of Spokane Valley *
Josh Kerns, Spokane County
E. Susan Meyer, CEO (Ex-Officio)
Mike Kennedy, City of Liberty Lake
(Ex-Officio)
Rhonda Bowers, Labor Representative

STAFF PRESENT

Roger Watkins, Chief Operations Officer
Karl Otterstrom, Director of Planning and Development
Lynda Warren, Director of Finance and Information Services
Nancy Williams, Director of Human Resources
Brandon Rapez-Betty, Director of Communications & Customer Svc

GUESTS

Mike Kunder, AFSCME 3939 President

MEMBERS ABSENT

Shirley Maike, City of Medical Lake
Lori Kinnear, City of Spokane

* Chair

1. **CALL TO ORDER AND ROLL CALL**

Chair Haley called the meeting to order at 1:32 p.m. Introductions were made.

2. **PUBLIC EXPRESSIONS**

None.

3. **COMMITTEE CHAIR REPORT**

Chair Haley noted the recent trip to APTA and expressed that Ms. Meyer would review the trip in her CEO Report.

4. **COMMITTEE APPROVAL**

A. **Minutes of September 3, 2018, Committee Meeting**

Mr. Kerns moved to recommend approval of the September 3, 2018, Committee meeting minutes. Chair Haley seconded the motion and it passed unanimously.

5. **COMMITTEE ACTION**

A. **Board Consent Agenda**

1. **Request for Approval of 2019 Special Community Events Fare Structure**

Mr. Rapez-Betty advised that staff brings this request to the Board for approval each year for special fares for Bloomsday, Hoopfest, and Valleyfest. He noted that in prior years, First Night was included but STA is not serving First Night as they are reconsidering what they are doing with that community event.

He reviewed the proposed pricing and noted that 2018 represented the first year that Valleyfest service was offered at no cost. Mr. Rapez-Betty said staff are still learning what the Valleyfest ridership and attendance trends were and the noted the proposal could look different in 2020. Ms. Meyer advised that initial reports show ridership this year was 812, which is down approximately 17%. Attendance numbers have not come in yet, so staff are unable to determine if event attendance was down as well. Discussion ensued.

Mr. Kerns moved to recommend the Board approve the 2019 Special Events Fare Structure for Bloomsday, Hoopfest, and Valleyfest as presented. Chair Haley seconded the motion and it passed unanimously.

B. **Board Discussion Agenda**

(No items presented this month)

6. REPORTS TO COMMITTEE

A. 3rd Quarter Update – Citizen Advisory Committee (CAC)

Mr. Rapez-Betty informed the group of the re-election of the Chair of the CAC, Mr. Charlie Howell. The members have not yet identified a Performance Monitoring and External Relations (PMER) committee representative but he noted recruitment is the number one conversation of the group and that the CAC is very interested in growing in number and diversity. The committee identified a few initial steps to do both. The first step is a social media post, both Facebook and Twitter, to generate interest in CAC. STA and members are reaching out on their personal social media platforms to encourage diverse, well-qualified individuals to join and potentially have applications on file to review when the need arises. Staff are utilizing the provided Work Plan agenda for the next year to help monitor and manage items brought before the CAC.

Brief discussion ensued.

B. Communications Update

Mr. Rapez-Betty provided an overview of fall ridership efforts. He informed of the goals and objectives and how staff intended to pursue and reach the goals and objectives.

Mr. Rapez-Betty informed of STA's new campaign of "we've got this". He noted the idea is to build confidence in community members about the value of transit and the role that transit can play in their life. He provided examples of the signs that will appear on the road facing side of the bus, with the idea being to appeal to non-riding citizens to get them to think about riding the bus.

He identified billboards in Cheney and along north Division, and noted staff will utilize print media, traditional radio & Pandora, Facebook ads, UTAP integration, and bus shelters to advertise. He was able to play two of the radio ads that will be playing in the upcoming months.

He noted some of the concept print media ads designed to target specific groups based on the region of the publication:

- Sit back and relax. "we've got this" Stress free commuting.
- Dinner plans? "we've got this" Go ahead, stay for dessert.
- Is filling your gas tank emptying your wallet? "we've got this" Ride the bus. Save money. Do your thing.
- Still paying to park? "we've got this" Park. Ride. Ka-Ching!
- Places to go? People to see? "we've got this" Improved Cheney local service.

As part of the UTAP integration, there will be full-page ads in two Gonzaga Bulletins and full backside ads in two Zag Fan Posters. Additionally, there are plans for a Spokane Transit sponsored reference on the Fight Club Shirt, Collectable Game Day Posters, and Bonus Digital ads that include messages on GoEags.com, as well as reader board messaging at EWU near the stadium on Washington Street. He advised that Whitworth represents the newest UTAP participant and they will have a game day program ad and game day announcements. The main message is where to get their pass –at the information desk of the HUB. STA staff will be at Whitworth later this month with a bus to promote transit. Early indications exceed staff's expectations for ridership at Whitworth. Eastern Washington will be running announcements during events that "STA is your way to the game."

Mr. Rapez-Betty concluded his slide presentation and a brief discussion ensued. Mr. Kennedy asked if the work was completed in house or by an outside agency. Mr. Rapez-Betty reported it was a combination of both. He said our consultants came up with the "we've got this" concept, but staff were responsible for 80% of the build out. The members' response to his presentation and communication plans was enthusiastic. Mr. Kerns noted that the "Go ahead, stay for dessert" advertising was a great message, saying people will remember that one the most... "for years down the road."

Ms. Meyer requested Mr. Rapez-Betty explain the changes described in the service guide provided. Mr. Rapez-Betty noted that while it is important to tell potential riders about changes, it is very important to communicate to existing riders the changes coming throughout the system. STA's service change program is in-depth. He said staff changes the color of all materials at each service change so people know they have the most current piece of information – be that a map, schedule, or bulkhead. A user guide was created with a quick, high-level overview of changes, which is meant to drive people to a paper schedule or the online schedules for detailed changes. Staff makes sure to send route notifications via text message, email, and website approximately one month before the service change. STA's social media bandwidth is completely utilized to make sure people know about changes. Where it makes sense, staff

provide presentations in the neighborhoods that will see significant changes. There are currently on-board announcements to note upcoming changes.

Dr. Cullinan made an announcement the first week of school at Eastern Washington University (EWU). Mr. Rapez-Betty noted it was Mr. Otterstrom's great idea and he actually got the recording. Mr. Otterstrom noted that Dr. Cullinan is a bus rider and given that every fall new people riding the bus for the first time, Mr. Otterstrom thought it would be a great way to demonstrate the importance of bus ridership at EWU by having the university president say some words. The onboard announcements are typically a computer recording but, in this case, Dr. Cullinan was willing to record a message and the Planning & Development team got it on the bus system. Her message is played every time the bus leaves the Jefferson Park and Ride lot during the first week of school and is a recording of Dr. Cullinan saying, "Thanks for riding the bus. As an STA bus rider myself, I'm pleased with our partnership with STA in reaching our sustainability goals and go Eags!"

7. CEO REPORT

- Ms. Meyer advised that Mr. Brandon Rapez-Betty has been promoted to Director of Communications and Customer Service and is no longer the "interim" director. She noted that in addition to his Master's Degree in Urban Planning and his undergraduate degree, he had so many strengths specific to STA, that she is thrilled to be able to promote him.
- Ms. Meyer informed that Mr. French and Ms. Haley accompanied staff to Nashville to the American Public Transportation Association (APTA) conference and noted it was an opportunity for staff to meet with K. Jane Williams, acting administrator of the Federal Transit Administration (FTA) who reports directly to U.S. Secretary of Transportation, Ms. Elaine Chow.

Staff told Ms. Williams and her staff about STA's Central City Line (CCL) update because STA is seeking a Small Starts grant. They continue to be supportive of the project. This administration wants federal funding to represent a much lower match than the statutory language. When STA started working on the project it was a maximum of 80% federal match, however, staff were requesting 74%. The local match includes \$15M from the state Connecting Washington grant and a couple others. Ms. Williams' staff said that even though they are now looking for no more than a 50% federal match in new projects, STA has been in the pipeline long enough that there is going to be some consideration for a 74% match. She noted that every project in the pipeline at STA's stage for project development has been funded.

Ms. Meyer advised that Mr. Otterstrom and Mr. Rapez-Betty did a great job on the new fact sheet that was provided. She noted the new information on the fact sheet and explained the difference between the top and bottom portions. She communicated the focus of the Administration and how they will administer the funding.

Mr. Kerns asked about no *STA Moving Forward* (STAMF) money going to fund the CCL and Ms. Meyer advised operating costs are included, but not capital. Ms. Meyer said it is a significant investment in operating costs but the FTA world is about capital. Ms. Meyer advised that Jacobs Engineering acquired CH2M, who is the project manager for the CCL work. Staff are making the transition with some of the CH2M people who have been working on it to some new people from Jacobs as they assume the contract. She advised that STA and Karl's team are working to not skip a beat during the transition.

- Ms. Meyer was excited to tell members about the Kendall Yards Pass Program, effective October 1, 2018. Mr. Jim Frank met with Mr. Otterstrom, Mr. Watkins, and Ms. Meyer about the idea he had for a pass program. Staff improved upon that idea. To further urbanize Kendall Yards, Mr. Frank wants to reduce the demand for parking, create a healthy environment, and help people get around. Mr. Frank is the sponsor of a pass program for every person that lives, owns a business, or works in Kendall Yards.

The pass program is similar to a UTAP program and Mr. Frank's company is paying for all the rides. This represents the first neighborhood pass program and appears to set STA up for doing a similar type of program in other developments. STA is going to do some promotion. She asked Mr. Rapez-Betty to speak to the promotion. He agreed, saying staff wants to make sure the community is well aware of the program because it is so innovative in Spokane's downtown core, urban area, and place making are all-important topics of conversation. Staff have had initial conversations with a couple local TV stations, reached out to Nick Deshais at the Spokesman-Review for his "Getting There" call in and staff are planning to reach out to the Journal of Business.

Mr. Kennedy asked if it was a temporary trial program. Ms. Meyer advised it was a yearlong program – October to the end of September. Discussion ensued.

8. COMMITTEE INFORMATION

- August 2018 Financial Results Summary – *as presented*
- September 2018 Sales Tax Summary – *as presented*
- August 2018 Operating Indicators – *as presented*

9. OCTOBER 31, 2018 (NOVEMBER MEETING) - COMMITTEE PACKET DRAFT AGENDA REVIEW

- Moran Station Park and Ride – Invitation for Bid – postpone to December (*Otterstrom*)
- Monroe Regal Line: Scope of Work and Invitation for Bid – postponed to December (*Otterstrom*)

10. NEW BUSINESS

Ms. Meyer advised there would be Open Houses for Monroe-Regal Line and Moran Station in October to gather information for Moran Station and input on Monroe-Regal Line. Mr. Otterstrom added there would be an Open House in November on Central City Line. More information will be provided as it is developed.

11. COMMITTEE MEMBERS' EXPRESSIONS

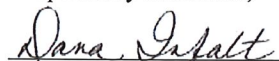
None.

12. ADJOURN

Chair Haley adjourned the meeting at 2:23 p.m.

13. NEXT MEETING – WEDNESDAY, OCTOBER 31, 2018, (NOVEMBER MEETING) 1:30 P.M., STA SOUTHSIDE CONFERENCE ROOM, 1230 WEST BOONE AVENUE

Respectfully submitted,



Dana Infalt, Executive Assistant