

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

PERFORMANCE MONITORING & EXTERNAL RELATIONS COMMITTEE MEETING

Wednesday, October 5, 2016, 1:30 p.m.
Spokane Transit Southside Conference Room

AGENDA

Estimated meeting time: 70 minutes

1. Call to Order and Roll Call
2. Public Expressions
3. Committee Chair Report *(5 minutes)*
4. Committee Action *(15 minutes)*
 - A. Approval of Minutes of the September 07, 2016, Committee meeting – *Corrections/Approval*
 - B. Recommendation to Appoint Two New Members to the Citizen Advisory Committee *(Bousley)*
5. **Committee Action** *(20 minutes)*
 - A. Board Consent Agenda
 1. Acceptance of Project and Approval to Pay Retainage for the Plaza Elevator Modernization *(Bousley)*
 2. Award of Contract for Design and Engineering Services for Cheney High Performance Transit Corridor Improvements *(Otterstrom)*
 - B. Board Discussion Agenda
(No items being presented this month.)
6. **Reports to Committee** *(10 minutes)*
 - A. Citizen Advisory Committee - 2nd and 3rd Quarter 2016 Update *(Bousley/Frazier)*
7. CEO Report *(10 minutes)*
8. Committee Information – *no discussion/staff available for questions*
 - A. August 2016 Financial Results Summary *(Warren)*
 - B. September 2016 Sales Tax Revenue Information *(Warren)*
 - C. August 2016 Operating Indicators *(Blaska)*
 - D. Communications Update *(Bousley)*
9. November 02, 2016, Committee Packet Agenda Review
10. New Business *(5 minutes)*
11. Committee Members' Expressions *(5 minutes)*
12. Adjourn
13. Next Committee Meeting: November 2, 2016, 1:30 p.m.
(STA Southside Conference Room, 1230 West Boone Avenue, Spokane, Washington)

Agendas of regular Committee and Board meetings are available the Friday afternoon preceding each meeting at the STA Administrative Office, 1230 West Boone Avenue, Spokane, Washington. Discussions concerning matters to be brought to the Board are held in Committee meetings. The public is welcome to attend and participate.

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

October 5, 2016

AGENDA ITEM 2 : PUBLIC EXPRESSIONS

REFERRAL COMMITTEE: N/A

SUBMITTED BY: N/A

SUMMARY: At this time, the Performance Monitoring and External Relations Committee will give the public an opportunity to express comments or opinions.

Anyone wishing to speak should sign in on the sheet provided and indicate the subject of interest.

RECOMMENDATION TO COMMITTEE: N/A

FINAL REVIEW FOR BOARD BY:

Division Head _____

Chief Executive Officer _____

Legal Counsel _____

SPOKANE TRANSIT AUTHORITY
PERFORMANCE MONITORING AND EXTERNAL RELATIONS COMMITTEE MEETING

October 5, 2016

AGENDA ITEM 3 : COMMITTEE CHAIR REPORT

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Tom Trulove, Chair, Performance Monitoring and External Relations

SUMMARY: At this time, the Committee Chair will have an opportunity to comment on various topics of interest regarding Spokane Transit.

RECOMMENDATION TO COMMITTEE: N/A

FINAL REVIEW FOR BOARD BY:

Division Head _____

Chief Executive Officer _____

Legal Counsel _____

SPOKANE TRANSIT AUTHORITY
PERFORMANCE MONITORING AND EXTERNAL RELATIONS COMMITTEE MEETING

October 5, 2016

AGENDA ITEM 4A : **MINUTES OF THE SEPTEMBER 07, 2016, PERFORMANCE
MONITORING AND EXTERNAL RELATIONS COMMITTEE
MEETING – CORRECTIONS OR APPROVAL**

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Dana Infalt, Executive Assistant

SUMMARY: Minutes of the meeting are attached for corrections or approval.

RECOMMENDATION TO COMMITTEE: Corrections or approval.

FINAL REVIEW FOR BOARD BY:

Division Head _____

Chief Executive Officer _____

Legal Counsel _____

PERFORMANCE MONITORING AND EXTERNAL RELATIONS COMMITTEE

Draft Minutes of the September 7, 2016, Meeting

Southside Conference Room

MEMBERS PRESENT

Tom Trulove, City of Cheney*
Steve Peterson, City of Liberty Lake
Rhonda Bowers, Labor Representative
E. Susan Meyer, CEO (Ex-Officio)

MEMBERS ABSENT

Arne Woodard, City of Spokane Valley
Aspen Monteleone, City of Airway Heights
Pamela Haley, City of Spokane Valley
John Higgins, City of Medical Lake (Ex-Officio)

* Chair

STAFF PRESENT

Steve Blaska, Director of Operations
Lynda Warren, Director of Finance & Information Services
Beth Bousley, Director of Communication & Customer Service
Karl Otterstrom, Director of Planning
Steve Doolittle, Director of Human Resources
Susan Millbank, Community Ombudsman &
Accessibility Officer
Don Reimer, Maintenance & Facilities Manager
Charlie Phillips, Maintenance Analyst

GUESTS

None

1. CALL TO ORDER AND ROLL CALL

Chair Trulove called the meeting to order at 1:30 p.m. Introductions were made.

2. PUBLIC EXPRESSIONS

None.

3. COMMITTEE CHAIR REPORT

None.

4. COMMITTEE APPROVAL

A. MINUTES OF THE JUNE 1, 2016, COMMITTEE MEETING

Mr. Peterson moved to recommend approval of the June 1, 2016, Committee meeting minutes. The motion was seconded by Mr. Trulove and passed unanimously.

B. APPROVAL OF SCOPE OF WORK TO RELEASE INVITATION FOR BIDS (IFB) FOR DIESEL AND UNLEADED FUEL

Mr. Blaska reported the current contract expires the end of January 2017. He noted that the specifications are in the packet but summarized that the pricing is being requested for unleaded fuel, diesel, and bio-diesel. Planned consumption for 2017 is included in STA's annual budget.

Mr. Blaska noted that STA is partnering with Spokane County and the City of Spokane in the release of the IFB in order to obtain better pricing.

Mr. Blaska, presented the Request for Approval to Release Invitation for Bids (IFB) for Diesel and Unleaded Fuel. He requested that the Committee approve the specifications for release of the IFB.

Chair Trulove made a motion to allow staff to release the Invitation for Bids (IFB) for Diesel and Unleaded Fuel. Mr. Peterson seconded the motion and the motion passed unanimously.

5. COMMITTEE ACTION

A. Board Consent Agenda

1. REQUEST FOR APPROVAL OF "FREE RIDE DAY" NOVEMBER 25, 2016 AND 2017 SPECIAL COMMUNITY EVENTS FARE STRUCTURE

Ms. Bousley advised that staff is requesting the Board approve suspension of all Fixed Route and Paratransit fares on Friday, November 25, 2016. She clarified that this would be the third year STA has offered a Free Fare Day on Black Friday.

Ms. Bousley reported that pending Board approval STA will inform commuters by promoting the Free Ride Day using STA website and social media. She added that an official "Free Ride Day" will not only serve to boost STA ridership; holding the event on November 25th (Black Friday) will also benefit our community by encouraging patronage of local stores and malls. Mr. Trulove clarified that the Free Ride day included all routes and Ms. Bousley confirmed.

In addition, Ms. Bousley conveyed that in order to continue to incorporate Special Community Events into the 2017 fare structure, the following events and their proposed fare structures were presented for approval:

Event	Fare	Comments
Bloomsday	\$1.50	Pre-purchased stickers, good for service all day on all routes
Hoopfest	\$1.50	Standard Day Pass discounted from \$3.50 to \$1.50
Valleyfest	-	Based on the 2017 rate for UTAP – to be negotiated spring 2017
First Night	-	Based on the 2017 rate for UTAP – to be negotiated spring 2017

Ms. Bousley noted that the fare for First Night is based on event attendance and allows event organizers to budget based on Universal Transit Access Pass (UTAP) program calculations, with a “not to exceed” limit of \$1,000. Discussion ensued. She clarified that UTAP will be dependent upon the fare increase and will be negotiated in the spring based on past ridership.

She reiterated that staff is requesting that the board approve a suspension of fare collection for Fixed Route and Paratransit riders for Friday, November 25, 2016 (Black Friday) and approve the 2017 Special Events fare structure as presented.

Mr. Peterson questioned the rate structure for Valleyfest and First Night. UTAP is based on past ridership with a “not to exceed” rate of \$1,000. Ms. Bousley clarified that they would only be charged for the rides taken – up to the \$1,000 limit amount. Discussion ensued.

Mr. Peterson asked Ms. Bousley if STA would be coordinating the Free Ride Day with merchants so they can advertise. Ms. Bousley stated that last year STA worked with retailers and will this year, too. Mr. Peterson believed it is important for merchants to be able to promote. Discussion ensued.

Chair Trulove moved to recommend the approval of the suspension of fare collection from Fixed Route and Paratransit riders on Friday, November 25, 2016. The motion was seconded by Mr. Peterson and passed unanimously.

Chair Trulove moved to approve the 2017 Special Events fare structure for Bloomsday, Hoopfest, Valleyfest and First Night as presented. The motion was seconded by Mr. Peterson and passed unanimously.

- B. Board Discussion Agenda
 (No items are being presented this month.)

6. COMMITTEE REPORTS

A. 2ND QUARTER 2016 PERFORMANCE MEASURES – RESULTS

Mr. Blaska presented 2nd Quarter Performance Measures, reporting that fixed route ridership is falling short of our goal to exceed last year’s ridership. Mr. Blaska pointed out that the entire list of performance measures are posted on the website but the highlights presented here have been requested by the committee.

Mr. Blaska reported the decline in ridership has occurred predominantly in post-secondary school market, with EWU and community college programs being down from their record highs a couple years ago. He stated that since April a general decrease in overall Adult Pass ridership has occurred. Outreach to other transits across the country and the American Bus Benchmarking Group (ABBG) reports indicate similar trends nationwide. In an attempt to regenerate interest in that post secondary school market, staff will be conducting an outreach to college campuses this fall.

Mr. Blaska highlighted the national trend developing over the last year and pointed out that during the recession, many transit agencies had significant reductions in ridership that went along with their service cuts. Some agencies are now building back services previously cut. He reported that STA has basically beat the national trend on what has happened in ridership over the last ten years.

He further noted that Paratransit ridership has experienced a 2.5% ridership increase year-to-date. Staff observes that certain implemented programs have reached full maturity which previously controlled growth (in person assessments, mobility training, special use vanpool, and van grant programs). It appears STA has seen the maximum impact of these programs for controlling growth and is predicting modest growth in Paratransit demand going forward. Additionally, he articulated that some of the social services agencies that experienced budget cuts during the recession are restoring some services to the groups that utilize Paratransit.

Vanpool is the most sensitive to gas prices and staff has reported ridership decline over the last few months. Mr. Blaska noted the decline was particularly acute in June due to the Triumph strike. He reported approximately 13 vans at Triumph which account for 3600 to 3900 trips per month. Triumph didn’t get back into full swing until the 2nd week of July and, as such, there is a residual impact on ridership. Staff has been aggressively seeking

large employers to promote interest and build new vanpool groups. Some of the employers contacted include EWU, St. Luke's Hospital, Kootenai Health Clinic, and the new Comcast call center in Liberty Lake.

Mr. Blaska continued, stating the other metric for Customer Service is on-time performance. He reports fixed route on-time performance is currently 90%, with the average throughout the year at 92.5%. Staff reports construction has negatively impacted on-time performance, which is now being fully reported by the CAD/AVL system.

Mr. Blaska reported the STA's Quality Counts Survey program (Mystery Shopper) exceeded the goal of 4.5 average on a scale of 1 to 5.

He reminded the committee that the fixed route cost per passenger will continue to lag over the quarter as the new budgeting system is implemented, stating that they will look a little more positive and "true up" by 3rd and 4th quarters.

STA has a safety benchmark of attempting to retain a standard of .07 preventable accidents per 10,000 miles. Performance in May and June are below standard, with 9 of the 23 accidents experiencing zero damage, and 12 of the 23 less than \$2,500. Mr. Blaska clarified that when contact is made, even if there is no damage, it is counted as an accident. He stated that Paratransit has had relatively few accidents, with 3 of 9 having zero damage and another 5 with less than \$2,500.

Ms. Bowers asked if STA were preparing for the impact on ridership due to Eastern Washington University requiring students to live on campus. Mr. Blaska and Mr. Otterstrom indicated STA has begun to see the results of that requirement. Discussion ensued.

Mr. Peterson asked about local service in Cheney. Mr. Blaska explained the different routes available and changes that have been implemented. Discussion ensued.

Chair Trulove asked if there were any questions. None were forthcoming.

B. ENERGY PRESERVATION PROJECTS AND ENVIRONMENTAL INITIATIVES – UPDATE

Mr. Blaska reported the Citizens Advisory Committee worked on a sustainability policy in 2014 to be included in Comprehensive Plan for Spokane Transit which the Board adopted in 2014.

STA has implemented two major projects over the past few years: Fixed Route Fuel Economy and Vehicle Emissions Measures. Mr. Blaska reported that over the last ten years, through a combination of emerging requirements, new technology, and local initiatives to retrofit older buses, Spokane Transit's Fixed Route fleet has made significant strides in fuel economy and minimizing environmental impacts.

Mr. Blaska conveyed that since the actions completed have included iterative changes over the course of several years and differing bus sizes, it is challenging to calculate the results fleet wide. However, he informed that calculations based on a fleet of 81 forty-foot buses that average 50,000 miles a year using the old technologies as compared to what STA is operating today provide some insight into the cumulative impact of these actions. This comparison reveals that STA's actions resulted in 266,182 fewer gallons of fuel used annually. This 29.6% reduction in fuel consumption translates directly into emission reductions of particulate matter, CO, CO₂ and NO_x. Carbon dioxide output alone is reduced by 2,705 metric tons annually. He briefly explored the chronology of significant events for STA's vehicle operations outlined in more detail in the packet.

Mr. Blaska highlighted Don Reimer, Vehicle Maintenance and Facilities Manager, and Charlie Phillips, Maintenance Analyst, for their work and their diligence in research and application of the Energy Preservation Projects and Environmental Initiatives.

In addition to the vehicle program, Mr. Blaska explained that STA's previous long-term capital plan included the iterative replacement of heating and ventilation equipment (HVAC) over a period of several years.

Mr. Blaska explained that in 2013, STA partnered with Washington State Department of Commerce, Department of Enterprise Services, McKinstry, and Avista to evaluate the benefit of a more comprehensive energy savings project. The project included the replacement of STA's original HVAC units with more efficient heating and cooling systems, thermal pane windows, LED lighting at the Boone and Plaza garages, and a centralized digital control system to establish schedules and setbacks for heating and cooling requirements.

To assist in funding the project, STA received \$547,000 in state grants and will qualify for approximately \$306,000 in Avista incentives later this year. Guaranteed annual energy savings from the project is a minimum of \$120,449. The entire project cost has an investment payback of 12 years, while most of the equipment replaced has a 20+ year life cycle.

Mr. Blaska reported on other general environmental accomplishments achieved. STA has reduced our hazardous waste stream significantly since 2013 and, as a result, has been reclassified by the Washington State Department of Ecology as a "small" quantity generator of hazardous waste.

Spokane Regional Clean Air Agency has recognized STA for going “above and beyond” the basic requirements of their air quality permits. Over the past four biennium, STA has been recipient of two gold and two silver awards.

Chair Trulove asked if there were questions. None were forthcoming.

C. 2015 ANNUAL ROUTE REPORT

Mr. Otterstrom presented the 2015 Annual Route Report which details the specific results on the routes. He advised that the full report is in the packet for further review. He reviewed the highlights and other items that relate to how STA works with the public and routes.

- Performance Results - tied to metrics in Comprehensive Plan for Fixed Route
- Indicators regarding routes – encyclopedia regarding routes
- Transit Access Program – calculations used to produce annual direct utility charges for each of the routes with contracts with different providers. Data comes from STA’s performance and cost structures.

Mr. Otterstrom reported that these three metrics represent the people, financial, and environmental impacts STA endeavors to create as a benchmark for performance measures to respect the different roles routes have within the system.

He further explained that ridership productivity is measured by boardings per revenue hour to serve the highest number of people possible; energy consumption efficiency is measured by number of people using the buses measured against the energy consumed on bus compared to personal automobile; and farebox recover represents the farebox that each route collects when compared to its direct operating costs and how it compares across the system.

Mr. Otterstrom continued on and reviewed the slides and route results, stating STA continually looks at performance indicators, public comments, and opportunities to make improvements.

Mr. Otterstrom pointed to three items in the packet that relate to Fixed Route service and noted that this is the 3rd time reporting to the committee the public input received regarding routes. He stated that any major changes STA make to routes come through the Committee for recommendation and action process, further noting that if it is a minor change, such as September of this year, the changes are included in the committee packet as information.

Mr. Otterstrom reported that preliminary May service changes are tied to STA Moving Forward but also incorporate citizen feedback and ideas. In response to Mr. Peterson’s question concerning number of riders on routes, Mr. Otterstrom reported the ranking of the routes based on average weekday ridership can be found in the report on a bar chart on page 26. Mr. Otterstrom explained that staff monitors route by route performance, keeping in mind the importance of each route having a different role in the system. He reiterated that the 68 is about local connections in Cheney but it would fare worse if there were no route to Spokane. Mr. Peterson asked about the dollar, number averages, riders per day for the 90. Discussion ensued. Chair Trulove asked Mr. Peterson if his question had been answered and he stated that it was answered.

Mr. Peterson went on to question the capacity of bus handling. Mr. Otterstrom explained that the report includes the metrics by route so individuals can see what the actual cost is for each of the routes. Mr. Peterson asked where it was and Mr. Otterstrom stated it was in the full packet – Ms. Meyer provided Mr. Peterson with copies as he didn’t have his packet. Mr. Otterstrom reviewed Route 97 results. Ms. Meyer also provided fare revenue pages. Discussion ensued.

Mr. Trulove pointed out an interesting fact concerning the service revision piece is when talking about extending new service to the Valley, having options available that accomplish slightly different things and allow staff and committee members to evaluate those tradeoffs. Mr. Otterstrom said it was very important to note that everything in STA Moving Forward (all different service concepts) are usually “yet to be decided” options that flow out of each commitment in STA Moving Forward. Whether it’s more service to Liberty Lake, more on East Broadway, service to Mirabeau Parkway, options and tradeoffs, he reported STA typically finds that staff receives feedback and problem solves and might find other ways to do it, but that’s the case with everything in STA Moving Forward. When people want service beyond what is currently committed to, there is still the possibility STA can find ways to do that just because of optimizing the network that will continue to happen. STA continually find ways to improve the system.

Mr. Peterson asked what the additional cost would be and what is projected for revenue on the #1 Southside Medical that STA wants to implement in May 2017. Mr. Otterstrom explained that almost everything in the packet represented items identified through the overall planning process and the level of analysis to project ridership on each of those would be so extensive, it would be unfair to do because it would not give a good sense of what ridership benefit is achieved over the course of the entire system by just what happens in that one hour.

Mr. Otterstrom stated this is the preliminary proposal and STA will be receiving input from the public. The draft recommendation will be brought back when there is a proposal that looks at the demographics, the population and jobs served today that are served better by the service improvements, and staff can talk about the overall ridership and costs associated with that but breaking it up trip by trip is usually not a very good analysis in the end.

Chair Trulove asked if there were additional questions. None were forthcoming.

7. CEO REPORT

- A. Ms. Meyer reported that Ms. Bousley has been working with the universities and community colleges to stimulate increased ridership since that is where the ridership decline appears, especially at Eastern Washington University (EWU) and Spokane Community College (SCC). She informed that the communications department created multiple microsites for the universities so students can go to sites such as <http://uride.spokanetransit.com/gu> and see a website specifically for Gonzaga University. In addition to going to student orientation, attending with a bus if available, STA is providing posters, and communications has partnered with bloggers at the universities to continue to carry the message that your fare is free to you – everyone at Gonzaga and EWU and SCC gets to ride the bus. Staff believes this is the way to dig in and take a hands on approach to finding the people who are our biggest source of riders.
- B. Plaza Renovation is going well and is on time. Walker Construction is still doing a great job. STA has not had to close the Plaza at 8:00 P.M. as a result of noise. They are completing the noisy work after 11:00 P.M. The decibel readings during the day are in the acceptable range.

Mr. Otterstrom mentioned there is an Open House and staff are inviting City of Spokane Valley and Liberty Lake representatives on September 15th, from 4:00 to 6:00 at the Providence Medical Center on East Desmet. There are three alternatives with the public and potential changes to the Valley Transit Center (VTC) Express. He reported that this is lead up work which needs to be done to make service improvements by May of 2017 to those routes.

Mr. Peterson asked about the improvements at the Providence Medical Center. He asked specifically about the number of trips now on a daily basis. Mr. Otterstrom clarified that he was speaking about bus trips. STA Moving Forward calls for starting with weekday and regular 12 hours per day buses coming through typically every half hour are considered basic service levels. The second phase in STA Moving Forward calls for the nights and weekends to come the following year. Mr. Otterstrom reported that will be something to consider how to phase that in appropriately. Typically, with route planning staff are trying to make the best route possible so STA serves the most number of places and thereby creates the most ridership potential. It is not just the ridership at Providence that STA will be concerned with at the end.

Mr. Peterson asked how that would impact Paratransit. Mr. Blaska explained that it would be based on the final option determination but related that it would be a fairly minor change to the Paratransit boundary. Ms. Meyer stated it would be an improvement. Mr. Blaska clarified that it would be an addition, based on the new route pattern picked, of three-quarters of a mile from that route to be included in Paratransit. He reported there may be some changes in Green Acres and the Mission/Indiana area. Mr. Peterson clarified his question, asking if he got on Paratransit in Liberty Lake would he be able to get to Providence Medical Center. Staff reported yes.

Mr. Peterson stated that Liberty Lake's other concern is the internal circulation in Liberty Lake. He stated that Cheney had an internal route that operated in town and that Liberty Lake is only a destination stop, with no internal circulation and he reported that was a concern to the Liberty Lake members. Mr. Otterstrom replied that one of the route option scenarios being considered is a local Liberty Lake route.

Mr. Peterson asked Mr. Blaska a question regarding sales tax money this year compared to last year, and how much increase has STA received. Ms. Warren responded, stating STA is at approximately 6% above anticipated tax revenue for the current year; however, she added that August was 3.7% above. Ms. Warren cited her interest in September and October's results. She added that fares and other transit revenues are down so STA is approximately 1% over where staff expected to be this time of year. Ms. Warren stated that information was also included in the packet in Section 8 Reports.

8. COMMITTEE INFORMATION

- A. June 2016 Semi Annual Financial Reports (*as presented*)
- B. July 2016 Financial Results Summary (*as presented*)
- C. August 2016 Sales Tax Revenue Information (*as presented*)
- D. July 2016 Operating Indicators (*as presented*)
- E. 2nd Quarter 2016 Safety & Loss Summary (*as presented*)
- F. 2nd Quarter 2016 Service Planning Input Report (*as presented*)
- G. September 2016 Service Changes (*as presented*)
- H. Preliminary May 2017 Service Changes (*as presented*)
- I. Communications Update (*as presented*)

9. October 05, 2016 COMMITTEE PACKAGE AGENDA REVIEW

Chair Trulove asked for comments on the June 29, 2016 Special Committee Agenda. None were presented.

10. NEW BUSINESS

None.

11. COMMITTEE MEMBERS' EXPRESSIONS

Ms. Bowers complimented Mr. Otterstrom on the graphics of the slides, reporting they were easy to understand in color. Mr. Peterson expressed Liberty Lake's concern with being able to connect within their communities. Mr. Otterstrom stated that version B of the scenarios in the preliminary proposal represent the version that will serve the area by Legacy and Hockstone as a local route inside Liberty Lake. Mr. Peterson reiterated that as one of the issues, going back to the cost, he stated he knew STA doesn't want to know what the cost is for the individual routes, but he does. Mr. Otterstrom interjected that STA does consider the costs for the routes, but not for individual trips. Mr. Peterson replied that he wanted to know how much it would cost STA to put those routes on – hypothesizing if STA were to put two buses for however many hours per day, whatever that cost is, so he can fully understand the cost benefit to Liberty Lake with the Moving Forward issue.

Mr. Peterson also reported seeing more Uber in Liberty Lake and continued that over last 30 days, Spokesman Review had run articles on the automobile companies' ability to provide driverless cars in the future. He believes they will probably be single passenger cars, electric, show up at your door, pick you up, and take you someplace. He surmised the money you pay will probably go straight to the car manufacturer, stating that it's all going to monetize the transportation of cars in the future. Mr. Peterson felt it was important that public transportation companies be familiar with what is going to happen in the future. He compared it to the 7th or 8th iteration of I-Phones, saying that ten years ago there were no I-Phones. Mr. Trulove observed that if the high speed run to Cheney were replaced with cars, there would be gridlock on the freeway. Mr. Peterson stated he understood and thought that was a capacity issue from DOT's perspective and the buses are saying "let's take you off of that road". Mr. Peterson feels STA is going to have a driverless bus, and that there will be a driverless trucks, and driverless cars. He stated these were just his views that he was wanting to express and didn't want to go any further.

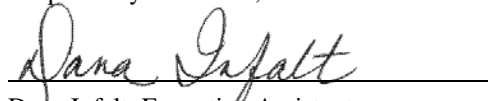
Chair Trulove asked if there were any other expressions. None were forthcoming.

12. ADJOURN

Mr. Peterson motioned to adjourn the meeting, Chair Trulove seconded the motion. The meeting adjourned at 3:00 p.m.

13. NEXT MEETING: OCTOBER 05, 2016, 1:30 P.M. (STA SOUTHSIDE CONFERENCE ROOM, 1230 WEST BOONE AVENUE)

Respectfully submitted,



Dana Infalt, Executive Assistant

SPOKANE TRANSIT AUTHORITY
PERFORMANCE MONITORING AND EXTERNAL RELATIONS COMMITTEE MEETING

October 5, 2016

AGENDA ITEM 4B : **RECOMMENDATION TO APPOINT TWO NEW MEMBERS TO THE
CITIZEN ADVISORY COMMITTEE**

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Beth Bousley, Director of Communications

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. Mr. Anderson is a professor at Eastern Washington University (EWU), a therapist, with an interest in 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. Mr. Denenny 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. Mr. Denenny has helped implement some positive changes and understands the value and need of public transportation.

The CAC is requesting the Committee approve the appointment of Dennis Anderson and Dick Denenny to the CAC.

RECOMMENDATION TO COMMITTEE: Review and approve the appointment of Dennis Anderson and Dick Denenny to serve on the CAC.

COMMITTEE ACTION:

RECOMMENDATION TO BOARD:

FINAL REVIEW FOR BOARD BY:

Division Head _____ Chief Executive Officer _____ Legal Counsel _____

SPOKANE TRANSIT AUTHORITY
PERFORMANCE MONITORING AND EXTERNAL RELATIONS COMMITTEE MEETING

October 5, 2016

**AGENDA ITEM 5A1 : ACCEPTANCE OF PROJECT AND APPROVAL TO PAY
RETAINAGE FOR THE PLAZA ELEVATOR
MODERNIZATION**

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Beth Bousley, Director of Communications & Customer Service
Mark Curtis, Customer Service/Plaza Manager

SUMMARY: On December 17, 2015, the Board authorized an exception to the procurement policy to allow the CEO the authority to approve an award of contract to Schindler Elevator Corporation to modernize the two elevators at the Plaza for an amount up to \$300,000. The work began on May 2, 2016, and was completed on July 6, 2016. Staff are seeking approval to accept the project and authorize release of retainage in the amount of \$10,465.78.

The control system of the elevators was 21 years old and the life expectancy was 2 – 3 more years. It was recommended that STA modernize the elevators before the remodel of the Plaza so that both elevators were upgraded before the escalators were removed. The consultant (HKA) recommended that the selected elevator company complete the following to get the elevators up to standard.

1. Replacement of the open loop door operators and related components with new solid slate closed loop door operators and related components.
2. Replace the controller, power unit, and signal fixtures with new solid state controllers, with emergency lowering, new submersible power unit, oil coolers, and new fixtures.
3. Install Hydraulic isolation couplings to all for a quieter operation.

There were two change orders that were required. Change order #1 was to add a security camera to each car for added security and visibility in the elevators. Work related to the Plaza Upgrade and re-installation of the cougars will block the view into the elevators, necessitating this change. Change order #2 was for the addition of a drip pan to each elevators cooling unit. This requirement arose from a change in the state code that occurred mid-2016 after the contract had been executed and was conditional for final approval of the work by Labor and Industries.

Summary of Costs		
	Original Contract	Actual
Schindler	\$198,680.00	\$198,680.00
Change Order #1	\$0.00	\$8,517.44
Change Order #2	\$0.00	\$2,107.61
Tax	\$17,285.16	\$18,209.54
Total	\$215,965.16	\$227,514.59

RECOMMENDATION TO COMMITTEE: Recommend the Board accept the Plaza Elevator Modernization project as complete and conditionally authorize release of \$10,465.78 in retainage to Schindler Elevator Corporation. Release is conditioned on pending certificates approving release from the Department of Revenue, Employment Security Department, and the Department of Labor and Industries.

COMMITTEE ACTION:

RECOMMENDATION TO BOARD:

FINAL REVIEW FOR BOARD BY:

Division Head _____ Chief Executive Officer _____ Legal Counsel _____

SPOKANE TRANSIT AUTHORITY
PERFORMANCE MONITORING & EXTERNAL RELATIONS COMMITTEE MEETING

October 5, 2016

AGENDA ITEM 5A2 : **AWARD OF CONTRACT FOR DESIGN AND ENGINEERING SERVICES FOR CHENEY HIGH PERFORMANCE TRANSIT CORRIDOR IMPROVEMENTS**

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Karl Otterstrom, Director of Planning
 Don Skillingstad, Capital Projects Manager

SUMMARY: The Cheney High Performance Transit (HPT) corridor extends from downtown Spokane to Eastern Washington University (EWU) in Cheney, Washington, via Interstate 90 and State Route 904. Ridership activity is focused at the STA Plaza, Jefferson Lot Park and Ride (under the I-90 viaduct in downtown Spokane) and on the EWU campus. By implementing service, infrastructure and vehicles that are aligned with the vision of High Performance Transit, Spokane Transit expects to increase utilization and effectiveness of the service.

The approved STA Moving Forward plan identifies a vision for implementing a number of improvements to the Cheney Corridor in support of future High Performance Transit service. Corridor improvements are concentrated at stations, stops, key intersections and corridor terminals. Future projects may include enhancements to existing park and ride facilities, relocation and/or enhancement of existing stop locations, new station and stop design and construction, street and highway improvements and right of way acquisition. To support the design and construction of these improvements, a consultant design team must be selected.

On June 16, 2016, the Board approved the Scope of Work for the Cheney HPT Corridor project and authorized staff to issue a Request for Qualifications (RFQ). On June 22, 2016, an RFQ was issued, notice published in the local newspaper and distributed to 93 potential proposers. On June 28, 2016, notice was published on Transit Talent. On July 14, 2016, a pre-proposal meeting was held in which sixteen (16) firms were represented.

On August 1, 2016, Statements of Qualifications were received from CH2M, H.W. Lochner, Inc. and Huitt-Zollars, Inc. On August 15, 2016, an evaluation committee made up of STA staff and the City of Cheney Public Works Director reviewed the proposals and determined that it would be appropriate to advance all three firms to the interview phase of the evaluation process.

On September 13, 2016, interviews were conducted with the three firms. Based upon independent scoring of the written materials and the presentations made by each firm, the internal evaluation committee reached the following composite scores:

Firm/Team	Score
H.W. Lochner, Inc.	94.8
CH2M	93.4
Huitt-Zollars	90.2

All three firms assembled very qualified and experienced teams, all of which exceeded the minimum requirements of the Request For Qualifications. Presentations by each team clearly identified past performance and relevant experience, identified key team members and provided detailed experience of their Project Manager. While each of the firms had impressive credentials and experience, H.W. Lochner, Inc. was determined to be the most qualified firm by the interview committee. Overall, H.W. Lochner's team was very knowledgeable, they have extensive working relationships with state and federal agencies, and their approach to completing this project appeared to be in the best interest for this project and STA.

The term of this procurement will be five (5) years, with the option of two (2) one-year extensions. Currently, the only funded corridor project is the Four Lakes Station project. The Four Lakes Station project was awarded a State Transportation Program (STP) grant in the amount of \$280,000, with a local match of \$110,500, for a total project budget of \$390,500. Funding for future corridor projects is dependent upon additional funding, which would be available should voters approve STA Proposition 1 in November.

As a qualifications-based procurement process that is required for all engineering and architectural services, STA is required to negotiate with H.W. Lochner, Inc. If STA and H.W. Lochner cannot successfully agree to a fair and reasonable price for services, negotiations will be conducted with the second-most qualified firm, CH2M.

RECOMMENDATION TO COMMITTEE: Recommend the Board authorize contract negotiations between STA and H.W. Lochner, Inc. for the Design and Engineering Services for the Cheney HPT Corridor Improvements scope of work as published on June 22, 2016; and, authorize the CEO to execute said contract if the terms are deemed to be fair and reasonable and in the best interest of STA. Furthermore, if said terms cannot be agreed to, recommend the CEO be authorized to proceed with said negotiations and contract execution with CH2M. Propose forwarding to the Board Consent Agenda.

COMMITTEE ACTION:

RECOMMENDATION TO BOARD:

FINAL REVIEW FOR BOARD BY:

Division Head _____

Chief Executive Officer _____

Legal Counsel _____

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

October 5, 2016

AGENDA ITEM 6A : **CITIZEN ADVISORY COMMITTEE (CAC) - 2ND AND 3RD QUARTER
2016 UPDATE**

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Beth Bousley, Director of Communications and Customer Service
Victor Frazier, CAC Member and Past Chair

SUMMARY: Staff or CAC member will provide an update on recent activities related to the CAC for the second and third quarters of 2016.

RECOMMENDATION TO COMMITTEE: Information only.

FINAL REVIEW FOR BOARD BY:

Division Head _____

Chief Executive Officer _____

Legal Counsel _____

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

October 5, 2016

AGENDA ITEM 7: CEO REPORT

REFERRAL COMMITTEE: N/A

SUBMITTED BY: N/A

SUMMARY: At this time, the CEO will have an opportunity to comment on various topics of interest regarding Spokane Transit.

RECOMMENDATION TO COMMITTEE: N/A

FINAL REVIEW FOR BOARD BY:

Division Head _____

Chief Executive Officer _____

Legal Counsel _____

SPOKANE TRANSIT AUTHORITY
PERFORMANCE MONITORING & EXTERNAL RELATIONS COMMITTEE MEETING

October 5, 2016

AGENDA ITEM 8A : **AUGUST 2016 FINANCIAL RESULTS SUMMARY**

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Lynda Warren, Director of Finance & Information Services
 Lynn Holmes, Financial Services Manager
 Tammy Johnston, Budget and Accounting Manager

SUMMARY: Attached are the August 2016 financial results. The emphasis is on what percent of the budget has been received or expended to date compared to where we are in the year. August equates to 67.0% of the year.

Revenue

Overall, revenue is at 68.9% of budget (\$48.4M) which is slightly above the expected (\$47.0M).

 Fares & Other Transit Revenue is below budget at 59.6%.

 Sales Tax Revenue is slightly higher than the budget at 69.0%.

 Federal & State Grants is higher than the expected budget at 79.2%.

 Miscellaneous Revenue is higher than the expected budget at 80.8%.

Operating Expenses

Operating expenses at 61.3% of budget (\$39.1M) are 11% below the expected amount of 67.0% (\$43.7M).

 Fixed Route 60.8% of budget expended

 Paratransit 58.6% of budget expended

 Vanpool 52.7% of budget expended

 Plaza 57.9% of budget expended

 Administration 58.9% of budget expended

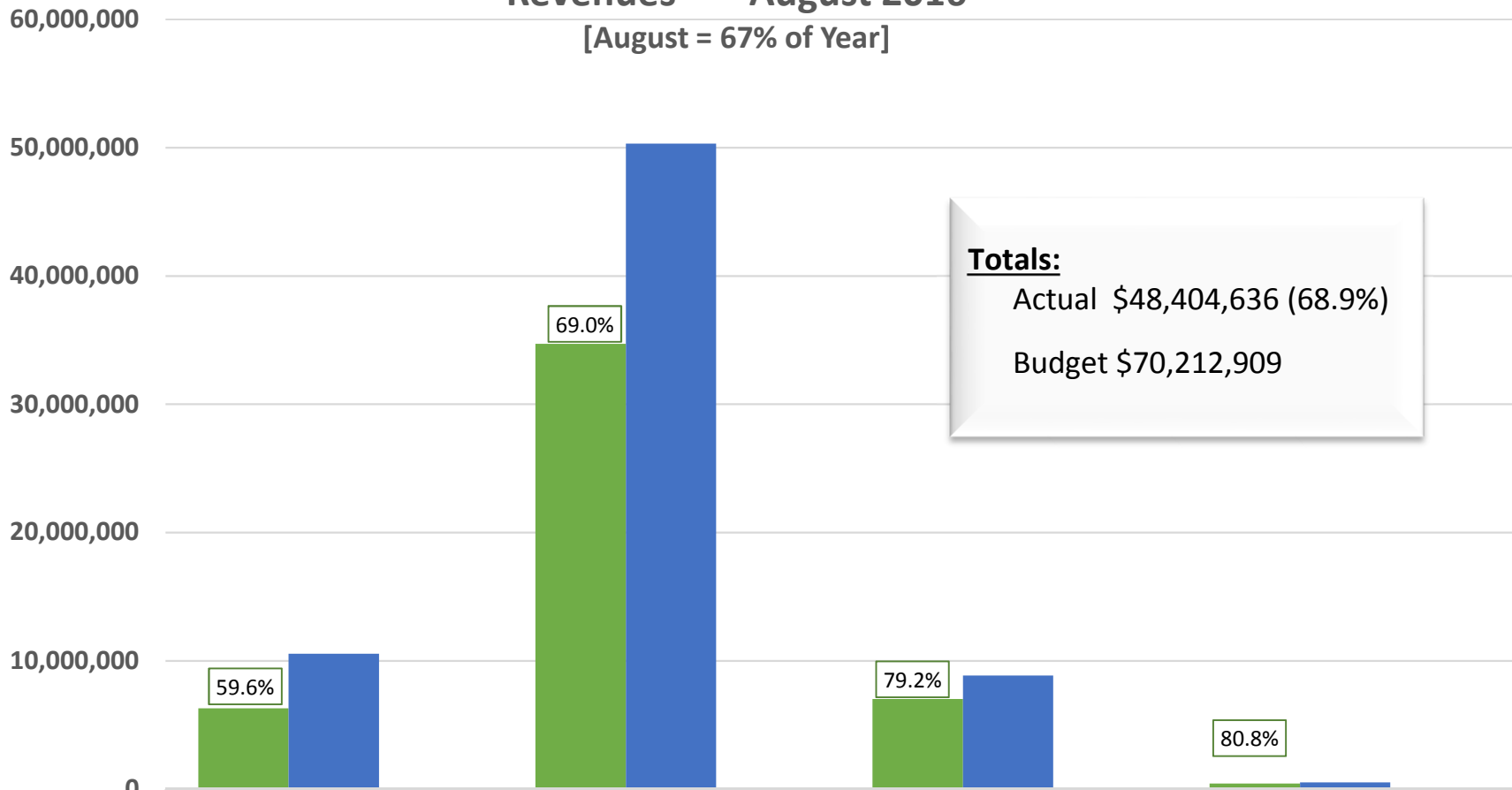
Operating expenses are greatly influenced by timing of payments. For example, only 31.0% (\$1.4M) of the fuel budget has been spent to date and we expect that to change significantly as the year goes along.

RECOMMENDATION TO COMMITTEE: Information only.

FINAL REVIEW FOR BOARD BY:

Division Head _____ Chief Executive Officer _____ Legal Counsel _____

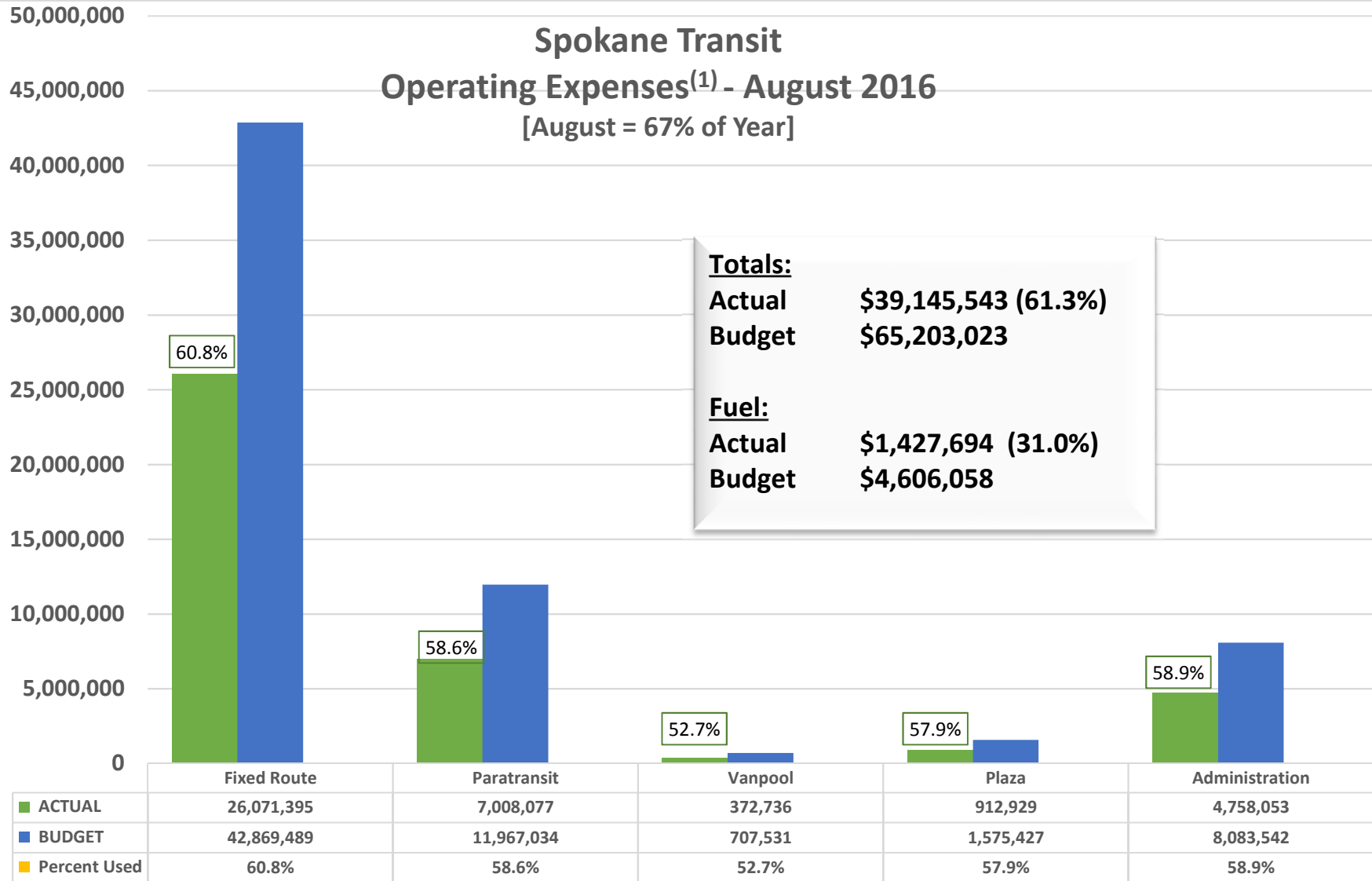
Spokane Transit Revenues ⁽¹⁾ - August 2016 [August = 67% of Year]



	Fares & Other Transit Revenue	Sales Tax	Federal & State Grants	Miscellaneous
■ ACTUAL	6,284,378	34,701,462	7,005,104	413,692
■ BUDGET	10,545,917	50,315,522	8,839,596	511,874
■ Percent Used	59.6%	69.0%	79.2%	80.8%

⁽¹⁾ Above amounts exclude grants used for capital projects. Year-to-date August 2016, state capital grant reimbursements total \$455,401 and federal capital grant reimbursements total \$501,141.

Spokane Transit Operating Expenses⁽¹⁾ - August 2016 [August = 67% of Year]



⁽¹⁾ Operating expenses exclude capital expenditures of \$3,352,594 and Street/Road cooperative projects of \$22,352 at year-to-date August 2016.

SPOKANE TRANSIT AUTHORITY

PERFORMANCE MONITORING & EXTERNAL RELATIONS COMMITTEE SPECIAL MEETING

October 5, 2016

AGENDA ITEM 8B : **SEPTEMBER 2016 SALES TAX REVENUE INFORMATION**

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Lynda Warren, Director of Finance & Information Services
Lynn Holmes, Financial Services Manager
Tammy Johnston, Budget and Accounting Manager

SUMMARY: Attached is September 2016 sales tax revenue information.

September sales tax revenue, which represents sales for July 2016, was:

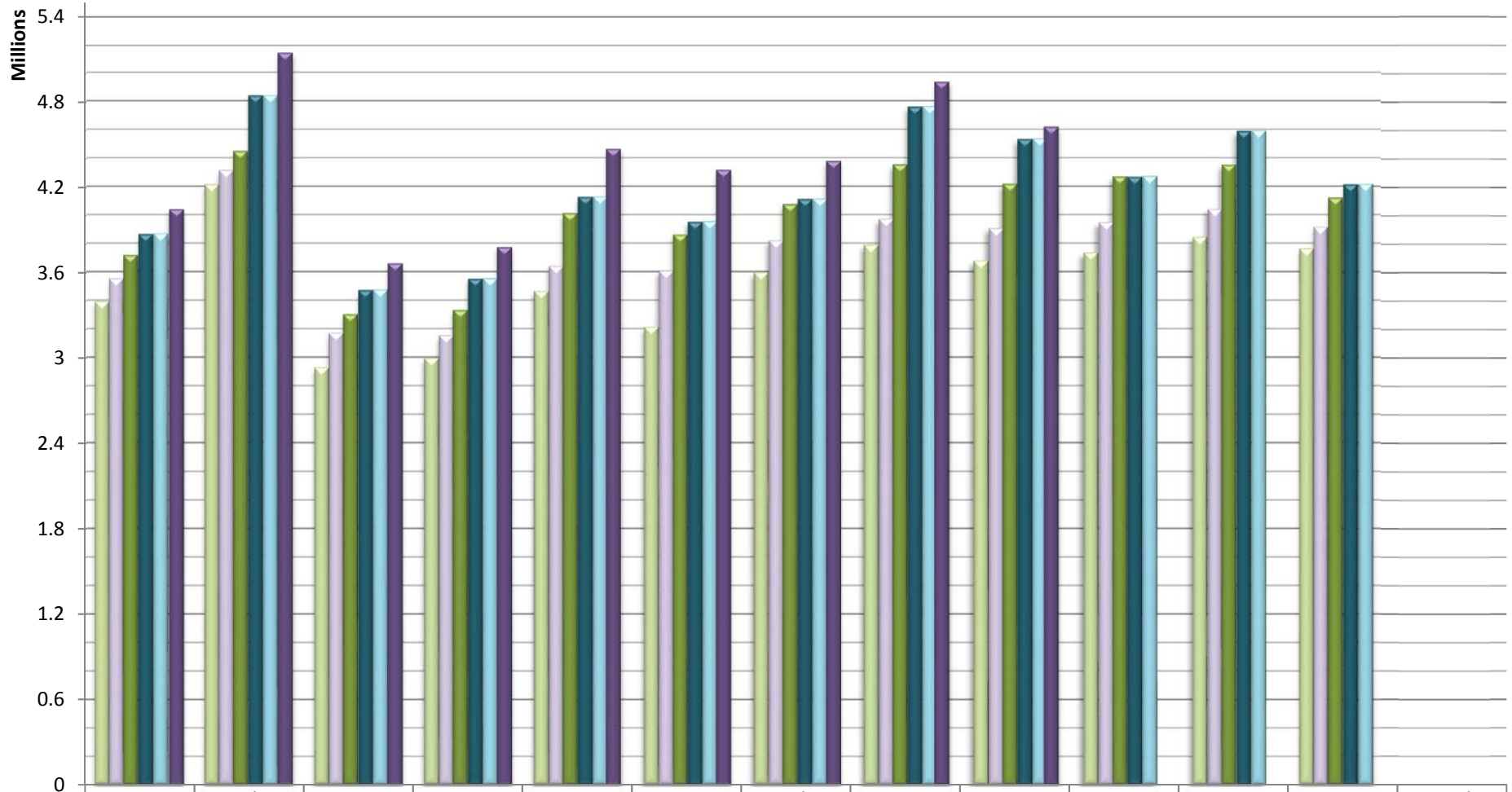
- +1.9% over September 2015 actual
- +5.6% YTD above budget
- +5.7% above YTD actual

RECOMMENDATION TO COMMITTEE: Information only.

FINAL REVIEW FOR BOARD BY:

Division Head _____ Chief Executive Officer _____ Legal Counsel _____

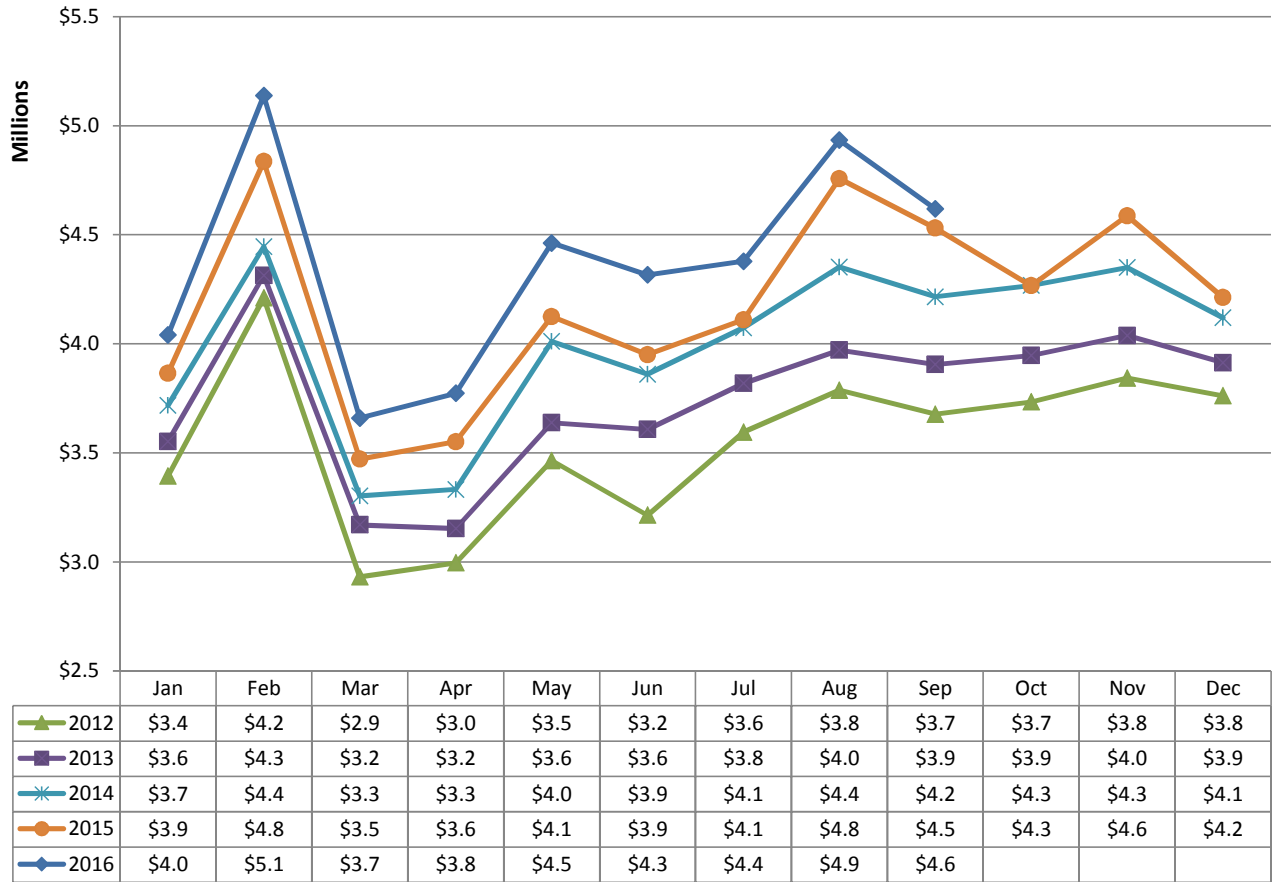
2012 - 2016 SALES TAX RECEIPTS ⁽¹⁾



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2012 Act.	3,393,162	4,210,587	2,931,140	2,995,322	3,464,079	3,214,084	3,595,195	3,786,787	3,677,285	3,733,831	3,842,726	3,761,526	42,605,722
2013 Act.	3,552,629	4,313,315	3,170,287	3,152,776	3,638,110	3,607,445	3,818,364	3,971,379	3,905,284	3,946,531	4,038,362	3,913,617	45,028,101
2014 Act.	3,717,183	4,445,759	3,303,019	3,331,820	4,010,737	3,860,469	4,073,091	4,352,108	4,215,907	4,267,406	4,349,765	4,119,702	48,046,965
2015 Act.	3,865,250	4,835,478	3,471,459	3,550,797	4,124,484	3,949,801	4,109,906	4,756,705	4,530,359	4,265,975	4,587,132	4,211,936	50,259,282
2016 Bud.	3,869,575	4,840,888	3,475,344	3,554,771	4,129,100	3,954,221	4,114,505	4,762,028	4,535,428	4,270,749	4,592,265	4,216,648	50,315,522
2016 Act.	4,040,342	5,138,043	3,659,616	3,772,996	4,462,273	4,315,784	4,378,473	4,933,936	4,618,531	-	-	-	
\$ Mo. Var.	175,092	302,566	188,156	222,199	337,789	365,983	268,567	177,231	88,172	-	-	-	
% Mo. Var.	4.5%	6.3%	5.4%	6.3%	8.2%	9.3%	6.5%	3.7%	1.9%	0.0%	0.0%	0.0%	
\$ YTD Var.	175,092	477,657	665,814	888,013	1,225,801	1,591,784	1,860,351	2,037,582	2,125,754	-	-	-	
% YTD Var.	4.5%	5.5%	5.5%	5.6%	6.2%	6.7%	6.7%	6.2%	5.7%	0.0%	0.0%	0.0%	
% YTD Bud. Var.	4.4%	5.4%	5.4%	5.5%	6.1%	6.6%	6.5%	6.1%	5.6%	0.0%	0.0%	0.0%	

⁽¹⁾ Sales tax distributions lag two months after collection. For example, collection of January taxable sales are distributed in March.

Sales Tax Revenue History-September 2016⁽¹⁾



(1) Sales tax distributions lag two months after collection by the state. For example, collection of January taxable sales are distributed in March.

Sales Tax Summary (with Mitigation for All Jurisdictions)				
September 2016				
	YTD 2015	YTD 2016	\$ CHANGE	% CHANGE
CHENEY	853,762	993,139	139,378	16.3%
LIBERTY LAKE	1,899,921	2,197,694	297,773	15.7%
MILLWOOD	\$ 316,474	\$ 352,042	\$ 35,568	11.2%
SPOKANE COUNTY	16,976,244	18,221,172	1,244,929	7.3%
SPOKANE VALLEY	13,911,236	14,792,141	880,905	6.3%
PFD	6,560,299	6,966,365	406,065	6.2%
STA	37,194,239	39,319,994	2,125,754	5.7%
SPOKANE	30,019,612	31,404,341	1,384,730	4.6%
AIRWAY HEIGHTS	1,256,895	1,271,539	14,644	1.2%
MEDICAL LAKE	208,119	205,388	(2,731)	-1.3%
ALL	\$ 109,196,801	\$ 115,723,815	\$ 6,527,014	6.0%

SPOKANE TRANSIT AUTHORITY
PERFORMANCE MONITORING AND EXTERNAL RELATIONS COMMITTEE MEETING

October 5, 2016

AGENDA ITEM 8C : AUGUST 2016 OPERATING INDICATORS

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Steve Blaska, Director of Operations 
Karl Otterstrom, Director of Planning 

SUMMARY: There were two more weekdays in August 2016 compared to August 2015.

FIXED ROUTE

Overall monthly ridership decreased 1.8% (752,838 vs. 766,403 in August 2015) and is down 5.2% (6,880,898 vs. 7,259,487) YTD. The ridership goal is 1.5% growth in 2016.

- Adult ridership decreased 2.7% (441,998 vs. 454,435 in August 2015) and is down 7.7% (4,202,876 vs. 4,552,997) YTD.
- CCS Pass ridership decreased 22.4% (13,143 vs. 16,929 in August 2015) and is down 18.5% (407,341 vs. 499,670) YTD.
- Eagle Pass ridership decreased 22.2% (8,428 vs. 10,833 in August 2015) and is down 10.7% (481,104 vs. 538,735) YTD.
- GU Bulldogs pass ridership totaled 2,330 for August 2016 and totals 32,229 YTD.
- Youth ridership decreased 5.7% (35,035 vs. 37,147 in August 2015) and is down 1.8% (433,505 vs. 441,424) YTD.
- Reduced Fare / Paratransit ridership increased 0.9% (123,496 vs. 122,420 in August 2015) and is up 0.9% (995,844 vs. 986,993) YTD.

PARATRANSIT

Monthly ridership increased 2.9% (38,008 vs. 36,927 in August 2015) and is up 1.4% YTD (316,173 vs. 311,882 in 2015). The 2016 ridership goal is to maintain 2015 ridership. As previously reported, certain programs which assisted in controlling growth (in person assessments, mobility training, special use vanpool, and van grant programs) have reached full maturity. It appears STA has seen the maximum impact of these programs for controlling growth and is predicting we will have modest growth in Paratransit demand going forward. Moreover, some of the social services agencies that had budget cuts during the recession are restoring some services to the groups that utilize Paratransit.

VANPOOL

Vanpool customer trips were down only 0.5% (16,737 vs. 16,824 in August 2015), and down 11.3% (131,567 vs. 259,352) YTD. One group folded in August and four new vans started up. There were 92 vs. 94 total vans were in service in August 2016 vs. August 2015. The 2016 ridership goal is a 7% increase over 2015.

Active riders are those that took at least one trip in the month. There were 685 active riders in August 2016 vs. 753 in August of 2015. The average daily ridership trips were down 36 (862 vs 898 in 2015) with the average monthly trips per van up 3 (182 vs 179 in 2015).

- Riders added in August this year 30 vs 41 in August 2015.
- Riders removed this year, 18 in 2016 vs 16 in August of 2015.
- Days operated 1,787 vs 1,761 in August of 2015.
- Average vanpool round trip 52.96
- Total vans in operation 92 vs 94 in 2015

A new van formed traveling from Coeur d'Alene to a brand new employer on the West Plains; Exotic Metals. Exotic Metals is not a CTR required participating employer, but has chosen to provide a subsidy to any employee wishing to try vanpool to get to and from work. The max out-of-pocket for the employee is only \$30.

8C-AUGUST 2016 OPERATING INDICATORS

October 05, 2016

Page Two

Vanpool completed visits at Kootenai Health, Comcast, Office of Administrative Hearings, and took a day trip to Spangle to do some guerilla marketing. A new van is set to start to Kootenai Health in September and a van is preparing to take off for Office of Administrative Hearings.

Vanpool posted a 6.8% increase in revenue miles over August of 2015. This is the 3rd increase of the year in revenue miles and the largest so far. Our vans are traveling further and therefore generating overall more revenue per van than any other month this year.

CUSTOMER SERVICE

Total monthly pass sales decreased 6.2% (9,628 vs. 10,269 in 2015). YTD pass sales declined by 3.9% (74,542 vs. 77,597). This monthly increase is attributed to a bulk sale to a pass outlet program.

- Adult Pass/Smartcard sales increased 14.1% (4,403 vs. 3,860 in August 2015). YTD sales decreased by 3.1% (32,937 vs. 33,995).
- ESBP sales decreased 9.5% (854 vs 944 in August 2015). YTD pass sales decreased 8.4% (6,637 vs. 7,248).
- Student Pass sales decreased 72.1% (34 vs. 122 in August 2015). YTD pass sales decreased 76.4% (340 vs, 1,440). Decreases are attributed to universities converting to the UTAP program.
- Youth Pass/Smartcard monthly sales decreased 40.4% (1,307 vs. 2,194 in August 2015). YTD pass sales decreased 2.4% (10,650 vs. 10,916).
- City Ticket monthly sales increased 10% (406 vs. 369) in August of 2015). YTD pass sales increased 1.4% (3,255 vs. 3,210).
- Reduced Fare Pass/Smartcard monthly sales decreased 7.3% (1,845 vs. 1,990 in August 2015). YTD pass sales decreased 1.5% (14,237 vs. 14,456).
- Paratransit Pass/Smartcard sales decreased 1.4% (779 vs.790) in August 2015). YTD sales increased 2.4% (6,486 vs. 6,332).

RECOMMENDATION TO COMMITTEE: Information only.

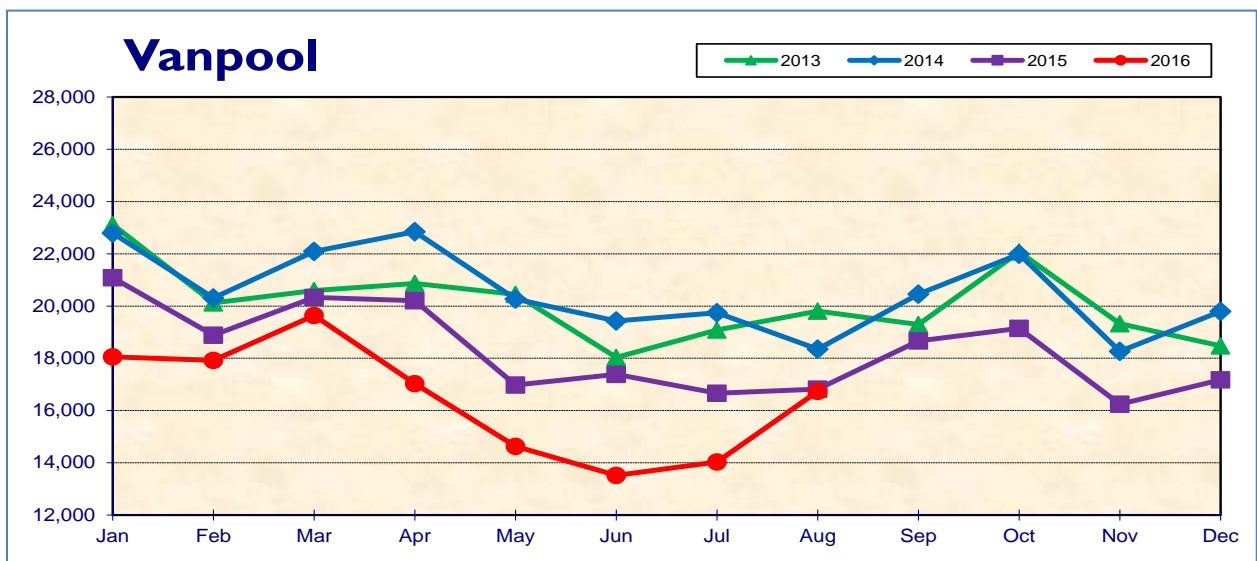
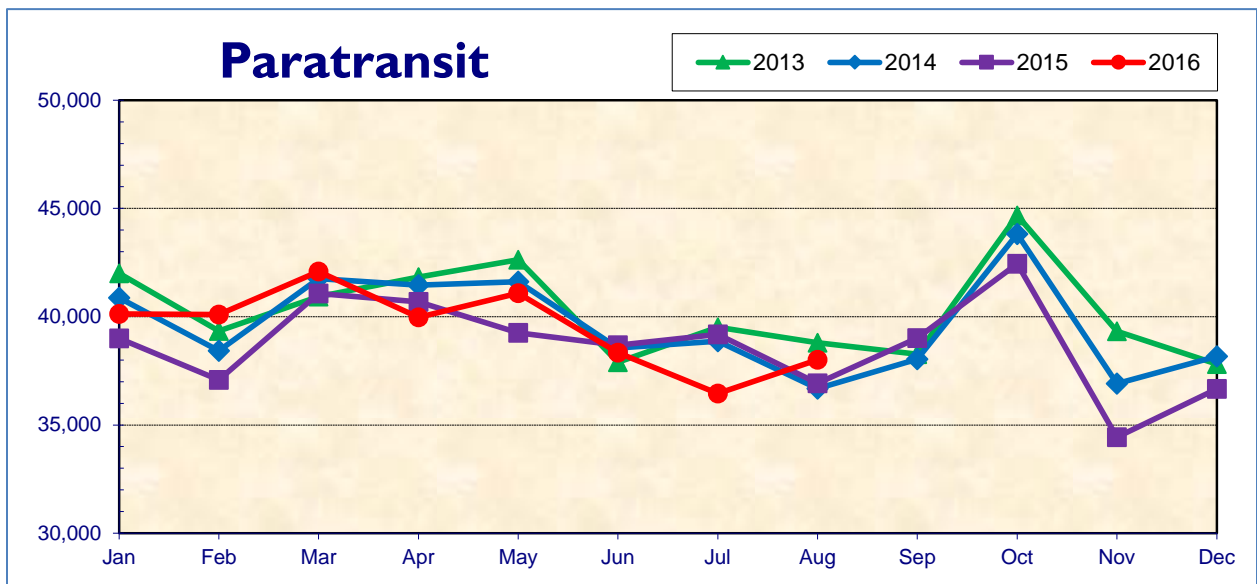
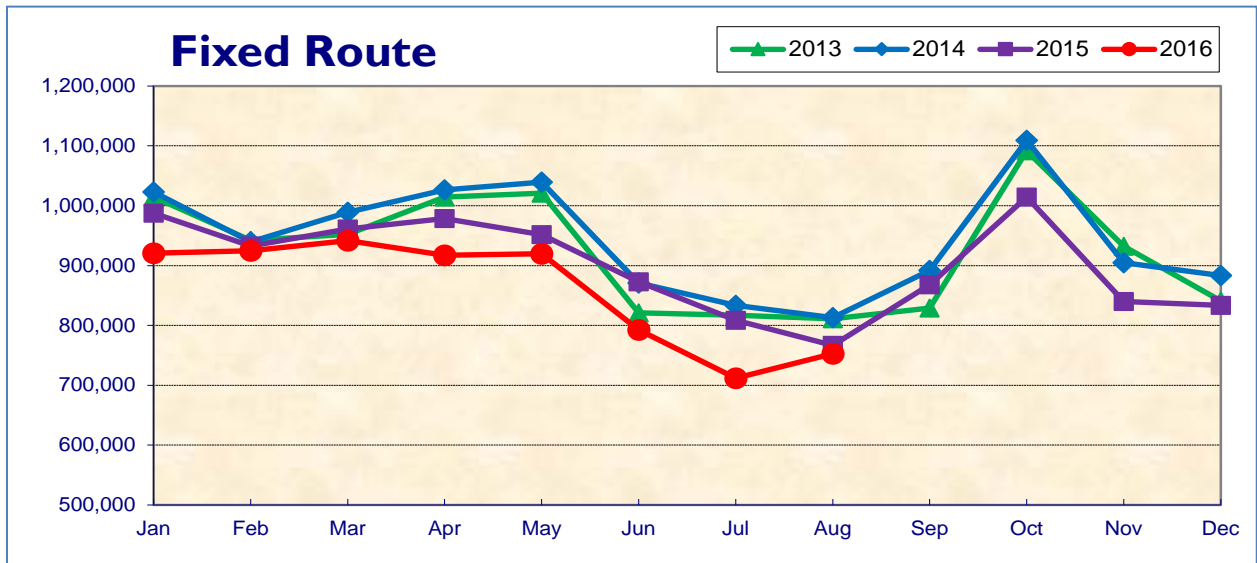
FINAL REVIEW FOR BOARD BY:

Division Head _____

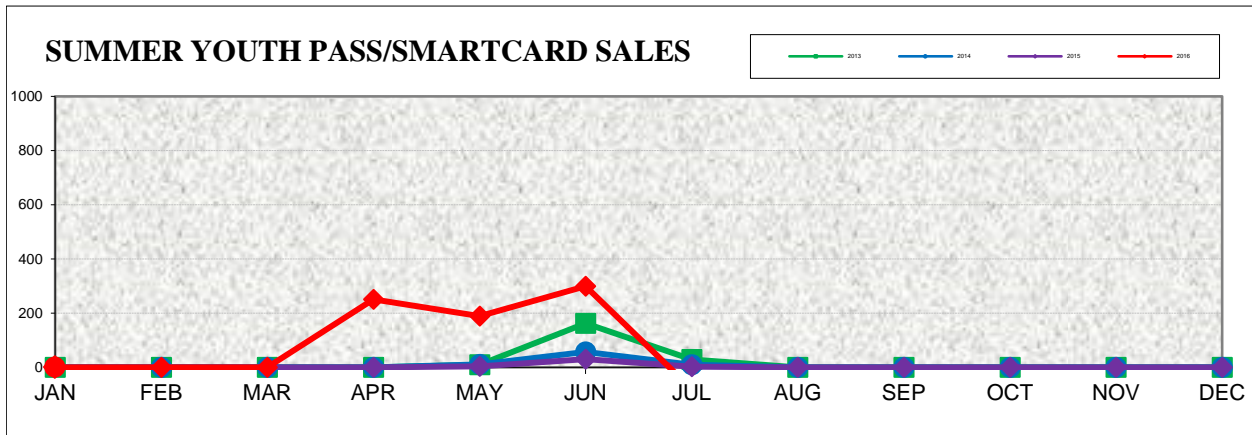
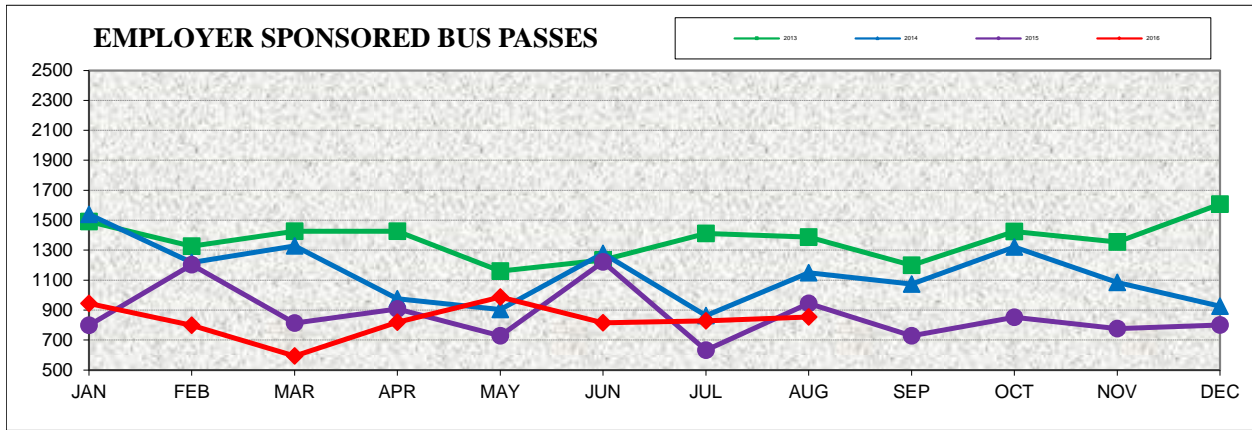
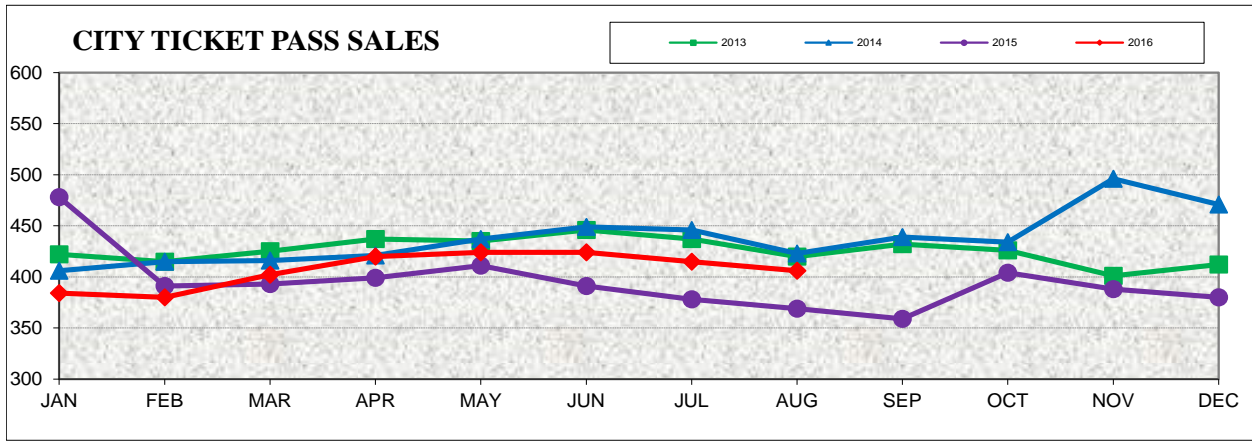
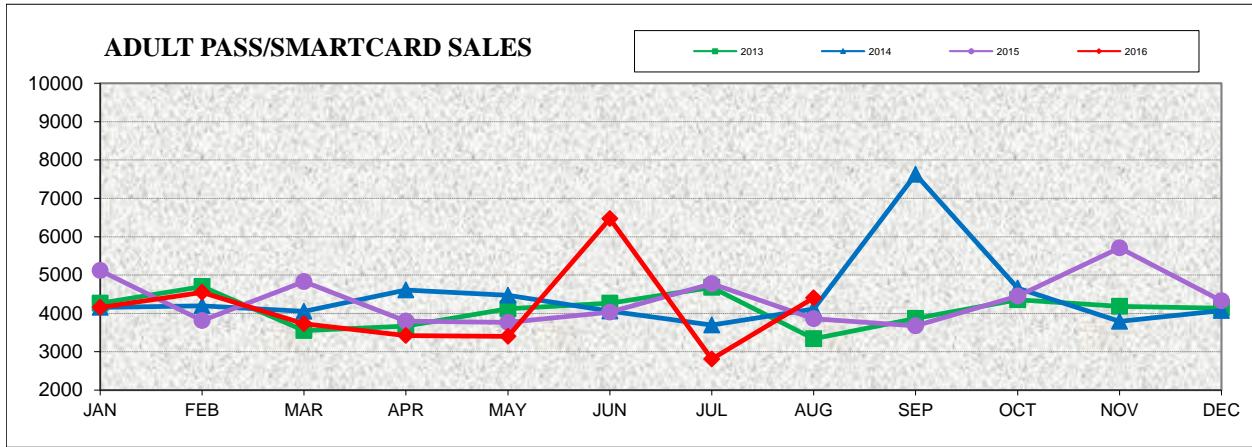
Chief Executive Officer _____

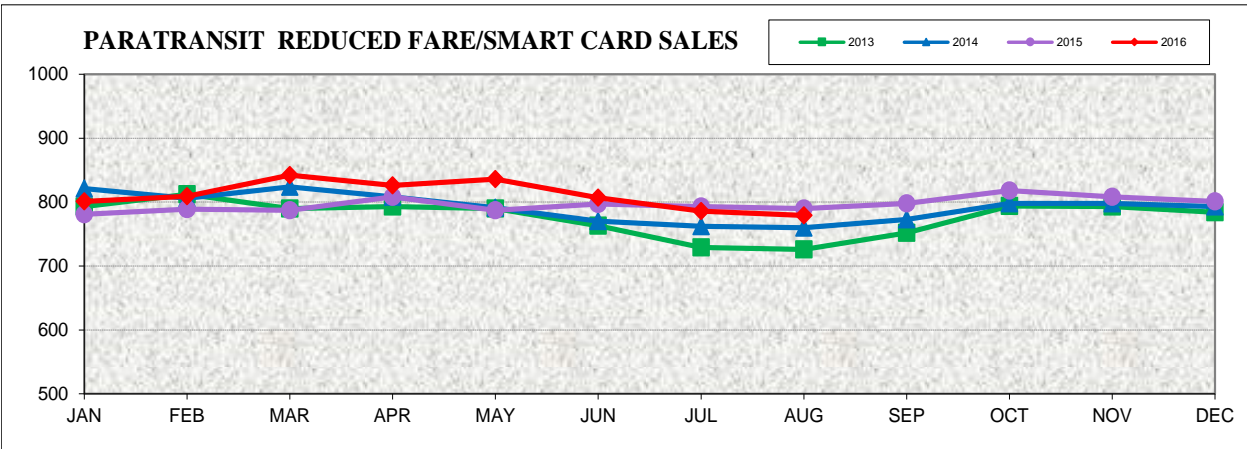
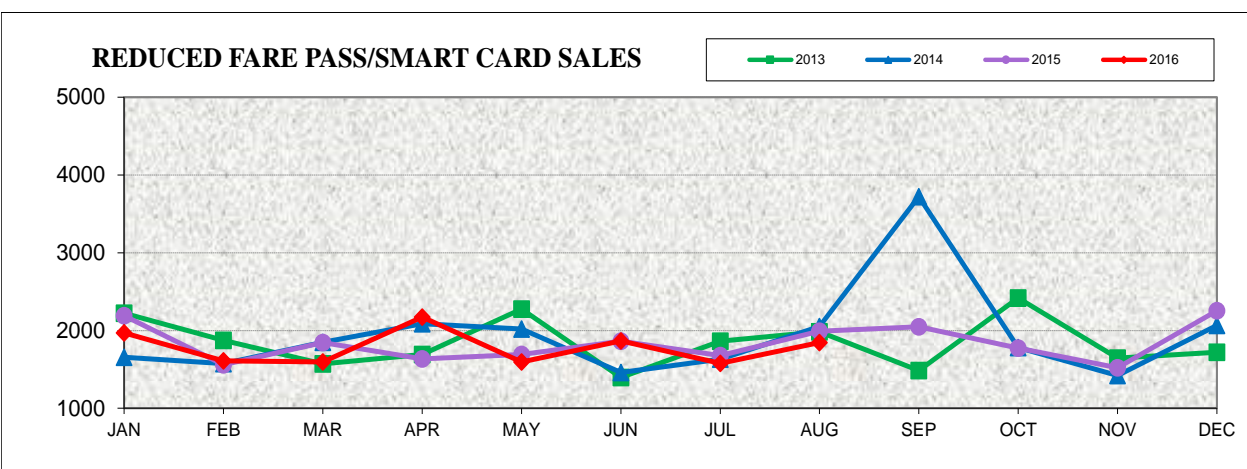
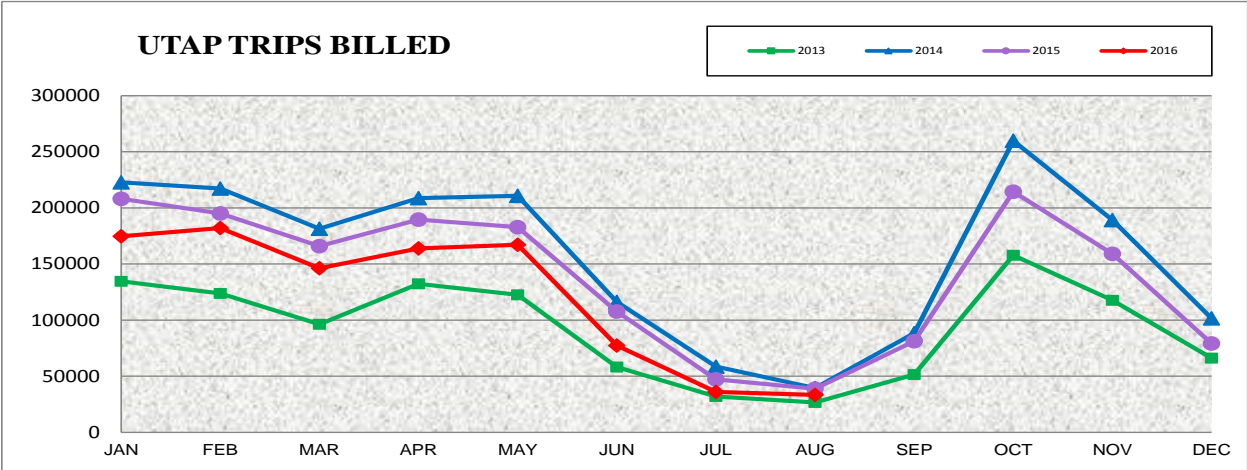
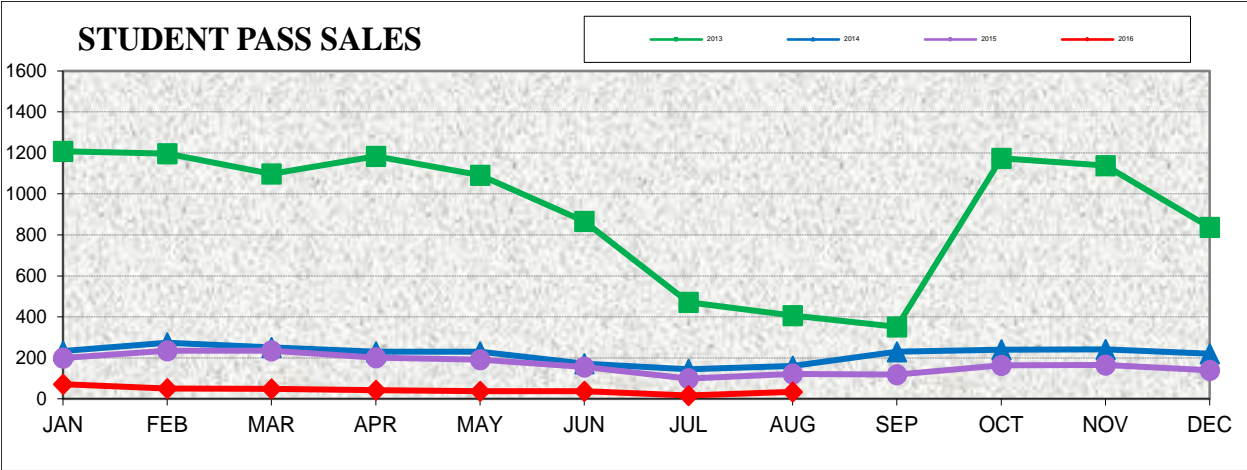
Legal Counsel _____

RIDERSHIP



PASS SALES





SPOKANE TRANSIT AUTHORITY

PERFORMANCE MONITORING AND EXTERNAL RELATIONS COMMITTEE MEETING

October 5, 2016

AGENDA ITEM 8D : COMMUNICATIONS UPDATE

REFERRAL COMMITTEE: N/A

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

SUMMARY: This document describes progress towards communication objectives that support STA's priorities, with the ultimate goals of increasing ridership and improving community perception, and educating the public on Proposition 1.

RECOMMENDATION TO COMMITTEE: Information only.

FINAL REVIEW FOR BOARD BY:

Division Head _____

Chief Executive Officer _____

Legal Counsel

SPOKANE TRANSIT AUTHORITY

Date: October 5, 2016

SUBJECT: 2016 Communications Update

Support increasing ridership

Recap of Universal Transit Access Pass Program (UTAP) Promotion to increase ridership among UTAP eligible students, faculty and staff

Performance Metrics for Fall 2016:

- Press release
- Posters on all campuses
- Ongoing social media activity on all campuses
- Implement at least 1 event on each campus
- At least 1 article in e-newsletter/email for each campus
- Secure student blogger on each campus.

Customary websites, or microsites, have been developed for Gonzaga, WSU Spokane, SFCC, SCC, and EWU to engage students and share events and other destinations reachable using STA. Staff are updating content where needed, and are working with each school to identify student writers to keep the content and blogs fresh. Gonzaga's microsite is already well under way. Please see attached for a series of blog posts that were developed for their microsite last spring, along with content that was provided for their morning mail distribution to students.

Microsites can be viewed here:

<http://uride.spokanetransit.com/gu>

<http://uride.spokanetransit.com/scc>

<http://uride.spokanetransit.com/sfcc>

<http://uride.spokanetransit.com/wsu>

<http://uride.spokanetransit.com/ewu>

Other promotional elements:

- **A back to school press release** has been distributed to all media outlets, including school publications. It was picked up by KREM, KHQ, Northwest Cable News, and the Spokesman Review.
- **A series of posters and Facebook ads** have been developed for each school. Samples of some of the themes are below.
- Content has been provided for student, faculty and staff **emails/e-newsletters**, highlighting the ability to text your bus stop number to get next bus arrival/departure, and the fact that all of these UTAP customers can now use their college/university I.D. as their bus pass.
- **Customized route information** fliers are being developed for each school, and will be distributed in the most relevant way. For example at SFCC and SCC, the information will be available at the cashier's office the week before school starts so students can pick them up as they register.
- **On-bus posters (bulkheads)** will highlight the ability to text your bus stop number for next bus arrival/departure real time information.
- For EWU, we will help develop **posters for the on-campus shelters** to alert bus riders of the alternate bus stops because of PUB construction.

#EagsRideSTA

No Car? No Problem.



URIDE

#ZagsRideSTA

love this.

ride this.



URIDE

#SFCCRidesSTA

one of these
allows texting.

hint: it's the one you're *not* driving



URIDE

STA staff are also working with each school to identify **events** to familiarize students, faculty, and staff with riding the bus and, hopefully, a habit of bus ridership early on this school year. A few examples:

- Participation in school orientations. We are bringing buses when possible, to demonstrate how to board, and how to load bikes.
- Ridership challenge between dorms, and sororities / fraternities (in the case of EWU), or even schools to create healthy competition and get people on the bus. At Gonzaga last spring, we were successful in engaging Resident Assistants (RA's) to help motivate students to ride the bus, and we plan to model this again this year.
- There will be a "Spirit Bus" at the October 8th Homecoming EWU football game – where students, faculty, staff, and alumni can decorate a bus using washable pens. We did this at Gonzaga last year and it was very well received:



- **General Ridership Campaign**
 - **Pandora Radio Ads for City Ticket, Employee Sponsored Bus Pass Program (ESBP) and Monthly Passes**
 - **Radio Ads for City Ticket, ESBP and Monthly Passes**
 - **Spokane 7 Destination Campaign – Print and Digital - Spokesman**
- **Employer Sponsored Bus Pass Program (ESBP)**
 - To help educate employees about the benefits of ESBP, a digital toolkit was distributed to the region's Employee Transportation Coordinators (ETC's) and is available through the Commute Trip Reduction Program (CTR) at mycommute.org. It includes a customizable poster, payroll stuffer, email content, banner ads, and Facebook posts.
 - ESBP is also included as a featured radio spot on Pandora and most major radio stations in Metro Spokane.

Increasing community perception

- **STA Plaza Renovation**
 - New signage and environmental images with engaging messages in the Plaza. These feature wayfinding direction as well as oversize visuals with information about the renovation.
 - Ongoing email communications with neighboring businesses and stakeholders keeps them informed of the progress
- **Social Media**
 - Continued community awareness through ridership alerts, community connector content and video has helped Facebook (FB) engagement growth.
 - Be sure to visit STA's [Facebook](#) page

Educating the Public on Proposition 1

- **A brochure/mailer** was created to simplify and streamline public education for Proposition 1.
 - Staff hopes to distribute 10,000 of these at open houses, walkup booths, and meetings
 - Mail to more than 188,000 addresses in the Public Transportation Benefit Area (PTBA).
- **Open House Materials** have also been developed, providing visitors to our open houses a visual way to connect with the information.
 - For a complete list of presentations and open houses, please visit
- <http://www.STAMovingForward.com> and click on the **TAKE ACTION** tab.

Media coverage

- Two press releases were distributed in September:
 - Spokane Transit wins \$1 Million Federal Grant for West Plains Transit Center, and
 - Student ID's allow them to travel the region with Spokane Transit (UTAP Promotion)

SPOKANE TRANSIT AUTHORITY
PERFORMANCE MONITORING AND EXTERNAL RELATIONS COMMITTEE MEETING

October 5, 2016

AGENDA ITEM 9 : NOVEMBER 2016 DRAFT SPECIAL COMMITTEE PACKET AGENDA REVIEW

REFERRAL COMMITTEE: N/A

SUBMITTED BY: STA Staff

SUMMARY: At this time, members of the Performance Monitoring and External Relations Committee will have an opportunity to review and discuss the items proposed to be included on the agenda for the November 02, 2016, meeting.

PERFORMANCE MONITORING & EXTERNAL RELATIONS COMMITTEE MEETING

Wednesday, November 2, 2016, 1:30 p.m.
Spokane Transit Southside Conference Room

DRAFT AGENDA

Estimated meeting time: 90 minutes

1. Call to Order and Roll Call
2. Public Expressions
3. Committee Chair Report *(5 minutes)*
4. Committee Action *(5 minutes)*
 - A. Approval of Minutes of the October 05, 2016, Committee meeting – *Corrections/Approval*
5. **Committee Action** *(45 minutes)*
 - A. Board Consent Agenda
 1. Approval of Spokane Regional Transportation Management Center (SRTMC) Interlocal Agreement *(Blaska)*
 2. Award of Contract - Fuel Supply *(Blaska)*
 3. Award of Contract - Linen Supply Service *(Blaska)*
 4. Equal Employment Opportunity Policy and Affirmative Action Plans - Resolution *(Doolittle)*
 5. Acceptance of Jefferson Lot Improvements and Approval to Pay Retainage *(Otterstrom)*
 6. Acceptance of Voice Radio System Replacement Project and Approval to Release Retainage *(Overhauser)*
 7. *“Hope Works Spokane”* Van Program *(Blaska)*
 - B. Board Discussion Agenda
 1. 2017 Legislative Focus and Priorities *(Meyer/Millbank)*
 2. MV Transportation Contract Extension *(Blaska/Marchioro)*
6. **Reports to Committee** *(15 minutes)*
 - A. 3rd Quarter 2016 Performance Measures – Results *(Blaska)*
 - B. 2017 Service Revision Phase I - Draft Recommendation *(Otterstrom)*
 - C. 2017 Phase II – September Service Change Preliminary Proposal *(Otterstrom)*
7. CEO Report *(10 minutes)*
8. Committee Information – *no discussion/staff available for questions*
 - A. September 2016 Financial Results Summary *(Warren)*
 - B. October 2016 Sales Tax Revenue Information *(Warren)*
 - C. September 2016 Operating Indicators *(Blaska)*
 - D. Communications Update *(Bousley)*
 - E. STA’s Holiday Services and Office Hours *(Watson)*
9. November 30, 2016, Committee Packet Agenda Review
10. New Business *(5 minutes)*
11. Committee Members’ Expressions *(5 minutes)*
12. Adjourn
13. Next Committee Meeting: November 30, 2016, **Special Meeting**, 1:30 p.m.
(STA Southside Conference Room, 1230 West Boone Avenue, Spokane, Washington)