

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

PERFORMANCE MONITORING AND EXTERNAL RELATIONS COMMITTEE

Minutes of the September 2, 2020, Meeting
Virtual WebEx

MEMBERS PRESENT

Lori Kinnear, City of Spokane *
Josh Kerns, Spokane County
Tim Hattenburg, City of Spokane Valley
Kate Burke, City of Spokane
Rhonda Bowers, Labor Representative

MEMBERS ABSENT

Veronica Messing, City of Airway
Heights (Ex-Officio)
Mike Kennedy, City of Liberty Lake (Ex-
Officio)

GUESTS

none

STAFF PRESENT

E. Susan Meyer, CEO (Ex-Officio)
Steve Blaska, Chief Operations Officer
Fred Nelson, Interim Chief Operations Officer
Karl Otterstrom, Director of Planning and Development
Monique Liard, Chief Financial Officer
Brandon Rapez-Betty, Director of Communications and
Customer Service
Nancy Williams, Director of Human Resources & Labor
Relations
Sam Guzman, Executive Assistant to the Chief Operations
Officer

PROVIDING LEGAL COUNSEL

Laura McAloon, McAloon Law PLLC

*Chair

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

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

2. **COMMITTEE CHAIR REPORT**

Chair Kinnear had no report at this time.

3. **COMMITTEE APPROVAL**

A. **Minutes of the July 1, 2020, Committee Meeting**

Mr. Hattenburg moved to recommend approval of the July 1, 2020, Committee meeting minutes. Mr. Kerns seconded the motion, and it passed unanimously.

4. **COMMITTEE ACTION**

A. **Board Consent Agenda**

1. **Paint Booth and Plaza Controls Contract Final Acceptance**

STA partnered with the Washington State Department of Enterprise Services (DES) and McKinstry on two energy-saving projects. The first was a replacement of the paint booth in the (south) Boone garage, and the second was the replacement of the Plaza's automated controls system. Both projects are were completed under budget, have already demonstrated energy savings, and generated a rebate from Avista of \$78,606.50.

Mr. Blaska requested the Board accept the Paint Booth and STA Plaza Controls Replacement contract as complete.

Mr. Hattenburg moved to approve item 4A1, Mr. Kerns seconded the motion, and it passed unanimously.

2. Scope of Work and Award of Contract for Uniforms and Accessories

The uniform contract has been awarded to Galls since 2000 and the current contract expires on September 30, 2020. Gall's was recently issued a DES contract which offers the best value to STA. Uniformed employees get a uniform allowance, then buy their uniforms from the approved vendor. The expected expenditures over the life of the contract are approximately \$522,000.

Mr. Blaska requested Board approve the attached Scope of Work (SOW) and award a fifty-seven (57) month contract to Galls, LLC, using the current Washington State DES Master Contract #01417, to provide uniforms for coach and van operators, transportation supervisors, trainers, customer service representatives, and transit officers effective October 1, 2020, for an estimated \$522,000 contract total.

Mr. Kerns moved to approve item 4A2, Mr. Hattenburg seconded the motion, and it passed unanimously.

3. Request for extension of Plaza Power Washing Contract

Power washing at the STA Plaza is an important part of keeping the building in a state of good repair. It is a highly trafficked area, so keeping it clean is important to the facility and the downtown area to keep the Plaza a vibrant place for everyone.

The current contract is set to expire on September 30, 2020. Staff completed a price analysis and Extreme Power Wash came in as the lowest bidder. The expiring contract total expenses to date is \$118,000 and a 30-month extension is estimated to be an additional of \$174,900, for an estimated contract total of \$293,000.

Discussion ensued about coordination with the Downtown Spokane Partnership (DSP) and how the new City Line Stations will be cleaned.

Mr. Hattenburg moved to approve a thirty (30) month contract extension to Extreme Power Wash for an estimated contract total of \$293,000, Mr. Kerns seconded the motion, and it passed unanimously.

4. 2021 Special Community Events Fare Structure

Each year STA proposes special fares for community events and for the Board's approval. Those special events are Bloomsday, Hoopfest, Spokane County Fair, and Valleyfest. STA augments service as a public benefit to reduce congestion and enable more people to attend these events.

Mr. Rapez-Betty reviewed the service and fares that are associated with each event.

Mr. Hattenburg moved to approve the 2021 Special Events fare structure for Bloomsday, Hoopfest, Spokane County Fair, and Valleyfest, Mr. Kerns seconded the motion, and it passed unanimously.

B. Board Discussion Agenda

1. *(no items presented this month)*

5. REPORTS TO COMMITTEE

A. Community Access Pass Program Update

The Community Access Pass (CAP) pilot program was unanimously recommended by the PMER Committee and approved by the Board on July 16, 2020. The program was developed by STA's outgoing Chief Operations Officer, Steve Blaska, and the Ombudsman and Accessibility Officer, Emily Arneson. Beginning September 1st, for a one-year pilot period, approved non-profit Human Service Organizations can purchase

select passes at a discounted rate of 50%. The intent of the program is to enable organizations that serve vulnerable populations to increase access to public transit.

STA staff marketed this program in several ways.

- STA Board Member outreach
- Email and phone outreach to all current and potentially new nonprofit customers
- STA website, STA Newsletter, Twitter, LinkedIn, and paid promotions on Facebook and Instagram

In addition, partners at Commute Smart Northwest, the Arc of Spokane, and Rick Clark of Giving Backpacks have shared information on the CAP through their own channels (word of mouth, social media, etc.).

Fifty-five (55) nonprofit organizations have responded to outreach efforts and requested the application, and twenty-four (24) of those applications have been submitted and approved (with one additional application pending more information). The application is available online as a fillable form and is verified by staff when received. Once organizations are approved, they are sent a link to the order form allowing them to go online to submit and pay for their order.

The purpose of the pilot program is to track any increases in access to transit. Staff has created customer profiles and tracks outreach efforts, any contact made, customer's questions and concerns about the program, and any passes that they buy.

Questions about the program can be directed to the STA Business Development Manager, Delana Combs, at (509)343-1674 or dcombs@spokanetransit.com.

Ms. Burke thanked STA staff for their hard work on this program and looks forward to future discussions and developments.

B. Community Essentials Marketing Campaign

STA started Community Essentials as a grassroots social media campaign. Community Essentials highlights the work STA employees are doing to keep public transit safe and functioning for those who rely on it during this important time.

Community Essentials launched in late February just as the pandemic was reaching Spokane. Staff created a website for employees and the public about all the steps STA is taking to keep in line with information from Spokane Regional Health District and the Center for Disease Control and Prevention. The website includes multimedia articles and links, and ultimately fifty-seven (57) STA produced videos about Coronavirus topics. The campaign features STA employees who are front line, making sure the transit system is kept in good condition, and that it's reliable and available.

Community Essentials webpage. Staff dug deep into a cross-section of the organization to show not only operators, but also mechanics, customer service representatives, human resources, and vanpool staff. Employees are interviewed and asked about how their job has changed because of COVID-19.

Community Essentials is becoming a paid public awareness campaign for the region and will be showcased in a variety of ways.

- 15-second commercials will run on KHQ and KREM and their websites
- Print advertising in the Black Lens, the Fig Tree, the Cheney Free Press, and the Liberty Lake Splash
- Radio spots
- Four (4) billboards throughout the region on major corridors

The campaign will run from September through October of this year, and over 27 million impressions are expected. The cost per thousand impressions ranges between \$3.72 - \$3.85, and the total cost for the campaign will be about \$59,900.

The Community Essentials webpage can be found at <https://spokanetransit.com/CommunityEssentials>.

6. CEO REPORT

- August sales tax revenue, collected on June sales, were up and year to date STA is 0.03% above budget
- Ridership for July was down for Fixed Route, Paratransit, and Vanpool over 2019
- The contract for charging infrastructure for Battery Electric Buses (BEB) has been awarded to Proterra for \$5.7M (\$9.7M budgeted)
 - Two (2) 450kW fast chargers at Moran Station that can charge the bus in 6-15 minutes
 - Two (2) 450kW fast chargers at SCC
 - The BNWG will have two (2) fast chargers and five (5) slow chargers that will charge ten (10) vehicles at a time over 3-4 hours
- The first City Line bus is scheduled to arrive in December
- The Fixing America's Surface Transportation (FAST) Act is the current funding and authorization bill that governs federal service transportation spending
 - STA receives about \$8M a year from the transportation authorization
 - Current funding expires at the end of September, a one-year extension is possible

7. COMMITTEE INFORMATION

- July 2020 Operating Indicators – *as presented*
- July 2020 Financial Results Summary – *as presented*
- August 2020 Sales Tax Revenue Information – *as presented*

8. SEPTEMBER 30, 2020 - COMMITTEE PACKET DRAFT AGENDA REVIEW

(No changes requested)

9. NEW BUSINESS

(none)

10. COMMITTEE MEMBERS' EXPRESSIONS

- All Committee members thanked Mr. Blaska for his hard work, knowledge, and many contributions to STA

11. ADJOURN

Chair Kinnear adjourned the meeting at 2:16 p.m.

11. NEXT MEETING – WEDNESDAY, SEPTEMBER 30 (October meeting), 2020, 1:30 P.M, VIA WEBEX

Respectfully submitted,

Sam Guzman

Sam Guzman, Executive Assistant to the Chief Operations Officer