

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

**CITIZEN ADVISORY COMMITTEE MEETING (CAC)**  
Meeting Minutes for February 10, 2016  
Southside Conference Room

**MEMBERS PRESENT**

Dean Lynch - Committee Chair  
Fyrne Bemiller  
Victor Frazier  
Larry Lapidus  
Larry Luton  
Fran Papenleur  
Philip Rudy

**MEMBERS ABSENT**

Ann Campeau  
David Driscoll  
Charles Hansen  
Resa Hayes  
Charles Howell  
Margaret Jones  
Brenda Smits

**STAFF PRESENT**

Steve Blaska, Director of Operations  
Beth Bousley, Director of Communications & Customer Service  
Stacia Bowers, Executive Assistant to the Director of Communications & Customer Service

**GUESTS**

Kathlyn Kinney

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

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

**2. PUBLIC EXPRESSIONS**

None.

**3. COMMITTEE ACTION:**

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

Mr. Lynch asked the Committee to address the minutes of the January 13, 2016 meeting.  
*The minutes were approved.*

**4. COMMITTEE REPORTS:**

**a. 2016 Performance Measures:**

Mr. Blaska informed committee that the 2016 performance measures were adopted.

Mr. Blaska explained that STA's performance measures are related to specific STA priorities and that these quantifiable benchmarks demonstrate the agency's commitment to accountability. These are reevaluated annually. Ridership goals reflect those set forth in the annual Strategic Plan:

- Fixed Route: 1.5% growth. Lower gas prices contributed to an approximate 4% decrease in ridership from the 2014 record. The 2016 goal will be to partially recover some of that lost ridership, which is aggressive considering that there is no funding for service increases in 2016.
- Paratransit: Sustain current level of ridership. The continued success of Mobility Training, In-Person Assessments, and the Van Grant Program are expected to continue to control demand for this service.
- Vanpool: 7% growth. Lower gas prices had a negative effect in Vanpool which contributed to an approximate 10% decrease in ridership from 2014. The goal in 2016 is to reverse that trend and achieve 7% growth over where STA ends 2015.

Mr. Blaska added that there were also minor changes to the Fixed Route maintenance cost goal and to the Paratransit/Vanpool maintenance cost goal.

Mr. Blaska reported that the Preventable accident rate last year, goal.08 and STA got .06

**b. High Performance Transit (HPT):**

Mr. Blaska updated the CAC on High Performance Transit (HPT). He showed the Committee the Preliminary design concepts for future station amenities and branding schemes have been prepared that will be presented to the public to gather input prior to preparing the final draft manuals. The upcoming events include:

- Neighborhood meetings January – March
- West Downtown/Browne’s Addition Open House – March 1 (Tentative)
- Additional downtown outreach events

The anticipated completion date for this project is March 31, 2016. These new standards will be implemented on future HPT corridors including the Cheney, Monroe-Regal, Division, Sprague and Valley corridors as well as the Liberty Lake Express and the Central City Line. There was much discussion regarding which designs were practical and functional.

**c. Fare Analysis:**

Mr. Blaska updated the committee on the fare analysis. Spokane Transit Authority (STA) is currently evaluating its fares and fare structure, as it does on a periodic basis. The last major review of its fare structure was conducted in 2009 which resulted in a phase in of fare changes for the years 2010, 2011 and 2012. Since that time, farebox recovery has fallen below the Board policy of 20%. As part of the process, public outreach is conducted to ensure stakeholder participation and adherence to Title VI (federal) requirements. If the preliminary proposed fare structure is accepted and implemented, it will result in a farebox return of 22.7%. A final recommendation for Board decision is anticipated in July 2016. If approved, actual fare changes wouldn’t take effect until July 2017.

**d. Recruitment/Orientation:**

Mr. Lynch reminded the committee that a community involvement form was sent out to all members and was also included in the packet. He asked for the members to fill it out. This form will help to identify where the committee could focus on special recruitment for a more diversified committee.

Mr. Lapidus discussed an orientation form that the task force created. This form will explain to members the pattern of replacement, the terms, and rotations of the committee so positions are not vacant all at once. This form should help improve the process.

Mr. Lynch informed the committee that he has created a layout on how to identify the committee terms and vacancies. Mr. Lynch will have it at the next meeting, if not before.

Mr. Lynch stated that the CAC currently has 14 members with one vacancy. He informed the CAC that Brenda Smits is resigning, but she is welcome to serve through her term if she is available.

**e. Communications Plan:**

Ms. Bousley reported that Public transportation ridership has decreased nationally and that STA fixed route ridership decreased 4.5% in 2015.

She indicated that trends show that Spokane County is growing as a destination for visitors. In 2015, Spokane was voted #2 out of the top 10 Best American Riverfront Cities (USA TODAY), and 7 out of the 10 most efficient airports.

She noted that STA continues to be the leader among Washington State Urban Systems in providing the lowest cost per passenger for fixed route and paratransit, the highest passenger per hour for Paratransit, and the second highest passenger per hour for fixed route. Ms. Bousley shared STA’s 2016 Communication Objectives, which are aligned with STA’s Organizational Priorities and share the ultimate goal of increasing ridership and improving community perception:

- Ensure Safety
  - Enhance user education and information services
- Earn and Retain the Community’s Trust
  - Enhance brand and identity
  - Communicate/engage key audiences

- Improve/control STA image
- Improve online access to information
- Provide Outstanding Customer Service
  - Improve customer experience
- Enable Organizational Development
  - Improve internal communications
- Exemplify Financial Stewardship
  - Communicate financial information to demonstrate accountability and transparency

**5. GENERAL BUSINESS:**

Mr. Lynch expressed concern regarding a social media post on a page called next-door. He requested that the Communications Department have a staff person that CAC members can contact for questions and concerns on social media. Ms. Bousley stated that she will discuss this with her team and communicate back to CAC.

**6. SET MEETING SCHEDULE & AGENDA ITEMS:**

- West Plains Transit Center Update (April)
- Recruitment/Orientation
- Update on STA Moving forward
- Fare analysis public outreach update
- Communications Plan
- HPT update

**7. ADJOURN**

Respectfully submitted,



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