

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

**CITIZEN ADVISORY COMMITTEE MEETING (CAC)**

Meeting Minutes for March 9, 2016

Southside Conference Room

**MEMBERS PRESENT**

Dean Lynch - Committee Chair  
Fyrne Bemiller  
Victor Frazier  
Charles Hansen  
Charles Howell  
Resa Hayes  
Larry Luton

**STAFF PRESENT**

Beth Bousley, Director of Communications & Customer Service  
Stacia Bowers, Executive Assistant to the Director of Communications & Customer Service  
Karl Otterstrom, Director of Planning

**GUESTS**

**MEMBERS ABSENT**

Ann Campeau (approved extended absence)  
David Driscoll  
Margaret Jones  
Larry Lapidus  
Fran Papenleur  
Philip Rudy

**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 February 10, 2016 meeting.

*The minutes were approved.*

**4. COMMITTEE REPORTS:**

**a. Spokane Transit Authority Moving Forward (STAMF) Update:**

Mr. Otterstrom reported that STA Moving Forward was adopted by the STA Board on December 18, 2014, and is the embodiment of countless hours of Board and community time and input in a planning process that began four months ago this month. During the last quarter of 2015, the STA Board of Directors reached agreement, either by motion or through discussion, on important decisions that relate to expanding and improving transit service:

- October: The Board agreed to new financial assumptions and an approach to forecasting revenues and expenditures that fully fund the Capital Improvement Program and current levels of service through 2021.
- November: The Board members agreed by consensus that STA Moving Forward should be retained as the appropriate starting point for discussing future service growth.
- December 2015: A majority of Board members agreed through discussion that staff should prepare scenarios that implement part, or all, of STA Moving Forward beginning as early as 2017 and some Board members requested a scenario that provided additional funding beyond STA Moving Forward.
  - Complete option (funded at 2/10 of a cent sales tax increase)
  - Complemented option (funded at 3/10 of a cent sales tax increase)
  - Constrained option (Funded at 1/10 of a cent sales tax increase)

At the January meeting of the STA Board of Directors, the three requested scenarios were presented along with demonstration of how the scenarios implement the three policy building blocks of the STA Moving Forward (STAMF) plan:

- Connect the community with essential services
- Improve travel flow by connecting jobs and workers
- Partner in advancing regional economic development

Mr. Otterstrom reported on the ridership and travel demand data. While the transportation system does not discern between wants and needs, transit serves more of what might be deemed as “essential travel”. In the near term, ridership growth expected in the STA Moving Forward plan is primarily a result of added service to serve existing travel demand. The commute-to-work patterns of Spokane-area workers are primarily within the STA service area. Travel is regional: municipal boundaries have little effect on how people use transit, or benefit from it.

He indicated by state law, services are intended to benefit a region called a Public Transportation Benefit Area. As of 2015, the Spokane County PTBA had a population of 413,045 representing 84.5% of the population of Spokane County. Over 80% of the urbanized population within the PTBA is within ½ mile of a bus route, 96% of all jobs are in the PTBA and 30% of all jobs in the PBTBA are within 1.5 miles of the plaza.

Mr. Otterstrom indicated that the Board was expected to continue its deliberations at its March 17 meeting. There was the possibility that action would be taken to set a timeline for a new ballot measure.

**b. Fare Analysis Public Outreach Plan:**

Beth Bousley reported that STA is undertaking an evaluation of its fares and fare structure. The fare increase objectives are to make transit convenient, reasonably priced with a minimum farebox return of 20%, to minimize complexity and increase pre-payment and reduce use of cash. The Public Outreach Plan objective is to gather input to the fare increase proposal from stakeholders who represent the residents of the Spokane Transit Public Transportation Benefit Area (PTBA). The committee reviewed and added to a list of social service agencies and noted any that they had affiliations with for future public outreach.

**c. Recruitment/Orientation:**

Dean Lynch informed the committee that the taskforce has revised the application. He suggested that information on CAC or an application be available to handout at the community meetings STA is holding. He also noted that the CAC currently has three positions available at this time. Dean Lynch advised the committee that the charter currently has Chair elections in September which leaves the committee without a chair for a couple months. The committee discussed the need to change the charter to have the elections for the chair in June rather than September to ensure continuity and leadership. Stacia Bowers will send out the charter to the committee for suggested revisions.

Charlie Howell announced that he has been recruiting and has some potential applicants.

**d. Communications Plan Recap:**

Ms. Bousley gave an overview of the Communications Plan at the last meeting, so she presented what the Communications Department is working on and what they have accomplished.

Some highlights are:

- Weekly CEO report and upcoming community edition
- Marketing and advertising for Universal Transit Access Pass (UTAP) program
- Marketing for Employee Sponsored Bus Pass (ESBP) program
- Sleigh the Holiday campaign
  - STA awarded a gold Addy award – next step regional awards
- Social Media

**5. GENERAL BUSINESS:**

Ms. Bousley suggested having committee members promote real time information. Real Time information will be sent to CAC members via email for informational purposes.

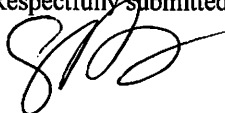
Dean Lynch asked what role does the CAC play in PMER meetings and would like some clarification. He asked if CAC would be permitted to have a seat at the table and perhaps be an ad hoc member of PMER. Beth Bousley indicated that she would ask Steve Blaska, the Director sponsor for PMER committee.

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

- Minutes of the March 9, 2016, Committee meeting – *Corrections/Approval*
- Legislative Update
- High Performance Transit Update
- Plaza Renovation Communications Update
- Chair election schedule
- Recruitment/Orientation
- CAC participation in PMER
- West Plains Transit Center Update
- STAMF – Board Vote

**7. ADJOURN**

Respectfully submitted,



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