

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

PERFORMANCE MONITORING AND EXTERNAL RELATIONS COMMITTEE

Minutes of the June 1, 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
John Higgins, City of Medical Lake (Ex-Officio)

* Chair

STAFF PRESENT

Steve Blaska, Director of Operations
Lynda Warren, Director of Finance & Information Systems
Beth Bousley, Director of Communication & Customer Svc.
Karl Otterstrom, Director of Planning
Susan Millbank, Community Ombudsman &
Accessibility Officer
Denise Marchioro, Manager, Paratransit & Vanpool
Brandon Rapez-Betty, Senior Communications Specialist

GUESTS

Charlie Howell, CAC Member
Christine Varela, Desautel Hege

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

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

2. **PUBLIC EXPRESSIONS**

None.

3. **COMMITTEE CHAIR REPORT**

None.

4. **COMMITTEE APPROVAL**

A. **MINUTES OF THE APRIL 6, 2016, COMMITTEE MEETING**

Mr. Trulove moved to recommend approval of the April 6, 2016, Committee meeting minutes. The motion was seconded by Mr. Peterson and passed unanimously.

B. **APPROVAL OF SCOPE OF WORK FOR CHENEY HIGH PERFORMANCE TRANSIT (HPT) CORRIDOR IMPROVEMENTS**

Karl Otterstrom presented the Approval of Scope of Work for Cheney High Performance Transit (HPT) Corridor Improvements. He advised that it was being presented for action as a Scope of Work,

The Cheney HPT corridor extends from downtown Spokane to Eastern Washington University (EWU) in Cheney, Washington, via Interstate 90 and State Route 904. Present service includes high frequency service when EWU is in regular session with heavy ridership during those times. Ridership activity is focused at the STA Plaza, Jefferson Lot Park and Ride and on the EWU campus.

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. To support the design and construction of these improvements, a consultant design team must be selected.

Staff is proposing to issue a Request for Qualifications (RFQ) from engineering teams to complete all phases of planning, land surveying, architectural and engineering design,

community outreach and marketing support, grant preparation support, right of way acquisition and construction management services to support future corridor improvements. The term of this procurement will be five (5) years, with the option of two (2) one-year extensions.

Four Lakes is an important stop, with a population that has current bus service and a need for improved facilities. The Four Lake 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.

The RFQ is for the design and engineering consulting, not the overall project budget, or project scope, but the engineering and architectural elements to assist STA in planning, design, right of way acquisition, and construction management of the corridor, including the funded portion, which is the Four Lakes Stop, and this would further the implementation of STA Moving Forward.

This overall corridor is subject to the Board approval of STA Moving Forward, but in order to work on that timeline, it is necessary to start having these services in place and there's also an expectation from Spokane Regional Transportation Council (SRTC) that we are implementing the improvements at Four Lakes as soon as possible since that is grant funded. Discussion ensued.

Mayor Peterson explained that he was only willing to approve the Scope of Work for the Four Lakes funded project and requested that staff remove any reference to portions of the corridor other than the Four Lakes project. Staff indicated they did not recommend that action due to the added expense of having to issue an additional Scope of Work later on during the project.

Chair Trulove made a motion to approve the Scope of Work for Design Engineering Services and authorize staff release of the RFQ. In the absence of a second, the motion did not pass.

Chair Trulove suggested this item be forwarded to the Board for review and approval. Approval of Scope of Work for the Cheney High Performance Transit (HPT) Corridor Improvements was forwarded to the June 16, 2016 Board Meeting.

5. COMMITTEE ACTION

A. Board Consent Agenda

(No items are being presented this month.)

B. Board Discussion Agenda

(No items are being presented this month.)

6. COMMITTEE REPORTS

A. DRAFT RECOMMENDATION – FARE (TARRIF) POLICY

Ms. Warren, presented the Draft Recommendation Fare (Tariff) Policy. Ms. Warren recapped the Performance Monitoring and External Relations Committee (PMER) and the Board decisions in February 2016 to approve an outreach plan for the preliminary fare proposal. She reviewed staff's preliminary proposal and presented the Draft Recommendation Proposal which was revised by staff after considering all the feedback received during the extensive outreach sessions conducted by Communications staff.

The final draft recommendation of the Tariff policy (Attachment 2) retains fares for STA services at a level at or below that of other comparable transit agencies, yet achieves the minimum 20% farebox return objective for Fixed Route services by 2018, which complies

with the Board's philosophy and strategic direction. The fare increases are sequenced over time to allow agencies and individuals to plan ahead.

Mr. Blaska reported on the responses received during our outreach. Staff shares the concern for low income customers. However, the solution to this challenge should not be an across-the-board constraint on the fare structure. Such a course of action can directly impact the sustainability of the system. The real problem appears to be the relationship of fares to the available discretionary funds for a select part of the population. Staff recommends that an appropriate course of action focuses our effort on a solution specific to low income users. Staff has already reached out to a group of social service providers/advocates to collaboratively look for solutions.

The proposed Draft Recommended Fare Structure would bring the farebox return in 2017 to 19.5%, and in 2018, up to 22% initially, based on current status quo ridership without any assumptions about any changes in ridership.

Mayor Peterson suggested 25% across the board and agreed to stair-step. Committee members concurred to send Draft Recommendation out for Public Hearing. Discussion ensued.

B. FIXED ROUTE RIDERSHIP PERFORMANCE PERSPECTIVE

Mr. Blaska informed the committee that there would be a more thorough review at the next meeting on how STA individual routes are performing.

The report concludes that STA is going into this current challenge from a strong ridership position. He provided overview of Attachment 1-Fixed Route Ridership Trends and Attachment 2-Performance Trends.

STA's cost per passenger from 2008 to 2014 only increased 4%. All other transits had more than double digit increases in cost per passenger.

C. CITIZEN ADVISORY UPDATE

Ms. Bousley, introduced Citizen Advisory Committee (CAC) member Charlie Howell. Mr. Howell advised there will be an annual election of the Chair at the June 8, 2016, meeting, stating that in addition to the vote, nominations and opportunities for people to address the committee will take place.

Mr. Howell commented on the new member recruitment and advised the CAC has spent some time reviewing the process and looking for opportunities to improve it this year. Currently, four (4) of fifteen (15) positions are open, with two promising applicants to be reviewed.

Dean Lynch and Fyrne Bemiller are retiring from CAC and they will be recognized for their service following the June 8, 2016. Mr. Howell invited PMER members to join and celebrate with the CAC.

Ms. Bousley asked to let her know if anyone had suggestions for candidates for the Citizen Advisory Committee, particularly from the Spokane Valley area for a good representation of all jurisdictions.

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

D. PUBLIC EDUCATION STRATEGY UPDATE

Ms. Bousley was joined by Brandon Rapez-Betty, and Christine Varela from Desautel Hege. The Citizen Advisory Committee's (CAC) goal is to increase awareness and understanding of STA's upcoming ballot measure.

Ms. Bousley reviewed the slides which covered Lessons Learned and New Approaches, Changes since Last Ballot Measure, Components of New Ballot Measure, Develop Content Themes, Communicate how we got here and what is new, How to communicate about Bus Rapid Transit (BRT) and the Central City Line (CCL), and Develop Visual Tools – simple

graphics how revenue will be spent, impact to typical household; maps of improvements, and improved traffic flow.

Communication principles include making information quick and easy to share, being responsive, and correcting misperceptions.

There will be Public Education Outreach for all in the form of:

- Presentations (groups)
- Community outreach (one to one)
- Direct mail (one)
- Website Updates
- Radio and print advertising
- Social media – active following
- Email
- Internal education

Chair Trulove asked for questions and commented about the comprehensiveness of the plan. Discussion ensued.

7. CEO REPORT

A. Surplus Van Grant Awardees

Ms. Meyer reviewed the recipients of the 11 vans awarded in this 6th year of the Surplus Van Grant program, noting the City of Liberty Lake has received a second van this year.

Ms. Meyer commented that the award of a van is based on the organization's ability to show how ridership will help STA in offsetting some Paratransit costs. Members of these groups have come to talk with the Board and are all very appreciative.

B. Annual Passenger Facilities Report Highlights

Ms. Meyer advised that the report was provided in the Committee Packet but also specifically mentioned the Park & Ride improvements:

Park and Ride – Liberty Lake

- 165 parking stalls available. 324 boardings on an average weekday
- Over 30% of vehicles originate from within the City of Liberty Lake
- 74% of vehicles originate from within 5 miles of the park and ride
- As of last year, less than 30% are from Idaho

Jefferson Lot – STA's largest Lot

- 402 stalls available. 631 boardings (not alightings or round trips) on an average weekday
- 402 of 406 stalls filled during the October 2015 survey
- 15% drove 10 to 20 miles to reach the park and ride

C. HPT Investments on Sprague Avenue

Ms. Meyer noted that concerns had been raised regarding traffic backing up behind buses on Sprague.

Staff spoke with East Spokane Business Association. They had input but no official position at this point. STA spoke about the alternatives shown on the slides. 1) Stop at Pittsburg & Sprague.

Additionally, a neighborhood group was included and made a request for two stops at Helena and Napa – providing good access and less wait time.

STA is going to move forward with the two stop alternative.

D. Amalgamated Transit Union – Northwest Conference

Ms. Meyer was invited to welcome attendees at the Amalgamated Transit Union Northwest Conference this morning – 100 people from the West, Northwest, and two Provinces in Canada attended the summer meeting. Ms. Bowers represented STA's local ATU 1015.

E. Good Roads Association

Ms. Meyer reported that staff spoke with the Good Roads Association about the STA Moving Forward Plan.

8. COMMITTEE INFORMATION

- A. April 2016 Financial Results Summary
- B. May 2016 Sales Tax Revenue Information
- C. April 2016 Operating Indicators
- D. First Quarter 2016 Safety and Loss Summary Report
- E. First Quarter 2016 Service Planning Input Report
- F. Annual Passenger Facilities Report
- G. Disadvantaged Business Enterprise (DBE) Goal for Federal Fiscal Years (FFY) 2017, 2018, and 2019

9. JUNE 29, 2016 SPECIAL COMMITTEE PACKAGE AGENDA REVIEW

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

Ms. Bowers posed a question regarding Board Workshop in July for Budget Planning. Ms. Meyer advised there will be no budget and strategic planning workshop in June. She added that the input received has been that those items have been so thoroughly vetted that staff will come back with the draft budget and draft strategic plan later and use that scheduled Workshop time for the purpose of a Board retreat. The workshop will be held on June 29, 2016, from 11:30 a.m. to 1:30 p.m.

10. NEW BUSINESS

None.

11. COMMITTEE MEMBERS' EXPRESSIONS

None.

12. ADJOURN

Chair Trulove adjourned the meeting at 3:00 p.m.

13. NEXT MEETING: JUNE 29, 2016, 1:30 P.M. (SPECIAL MEETING), (STA SOUTHSIDE CONFERENCE ROOM, 1230 WEST BOONE AVENUE)

Respectfully submitted,



Dana Infalt, Executive Assistant