



*Above: A City Line bus at STA Plaza.*

## City Line Levels Up

With the service change that occurred on January 21, STA implemented 7.5-minute frequency for City Line during weekday peak service hours, which are from 7 - 9 am and 3 - 6 pm. Peak periods are the times when transit activity is busiest, typically coinciding with business commutes and rush hour. This new peak frequency on City Line is an exciting addition to the region's first BRT line that launched in July.

“The increased frequency during the peak hours adds to an already high-frequency option for riders, making City Line an even more accessible and appealing transportation option,” explained STA Chief Planning & Development Officer Karl Otterstrom. “This is a huge boon for making easier connections between City Line and dozens of STA routes. Next up at the end of May is the switch from 15-minute to 10-minute weekday service between 9 am and 3 pm, achieving our full City Line service delivery.”

---



## Online Survey to Launch for Division Street BRT

STA will launch a survey on February 5 to receive public feedback on station amenities and locations along the new Division Street BRT route. The survey will also gather basic information on demographics and transit use.

“We want community input on what amenities they would like to see as well as helping finalize some aspects of the station locations along the proposed route,” explained Don Skillingstad, Senior Project Manager at STA.

STA will promote the survey through its main website, social media, digital monitors throughout the system, a postcard to residents who live within a half mile of the route, and on the Division Street BRT project webpage.

“The more feedback we receive, the better,” noted Skillingstad. “More responses can help inform design decisions so that we’re constructing what the public, particularly riders, want to see.”

To stay informed about ongoing developments in the Division Street BRT project, subscribe to the Division Street BRT email list and receive news and updates delivered directly to your inbox. An email sign-up form may be found on the Division Street BRT project page: [spokanetransit.com/division-street-brt/](http://spokanetransit.com/division-street-brt/)

---



## Connect 2035 Outreach Update

STA is ramping up its public engagement efforts with community-based organizations and nonprofit partners in preparation for its next strategic plan, *Connect 2035*.

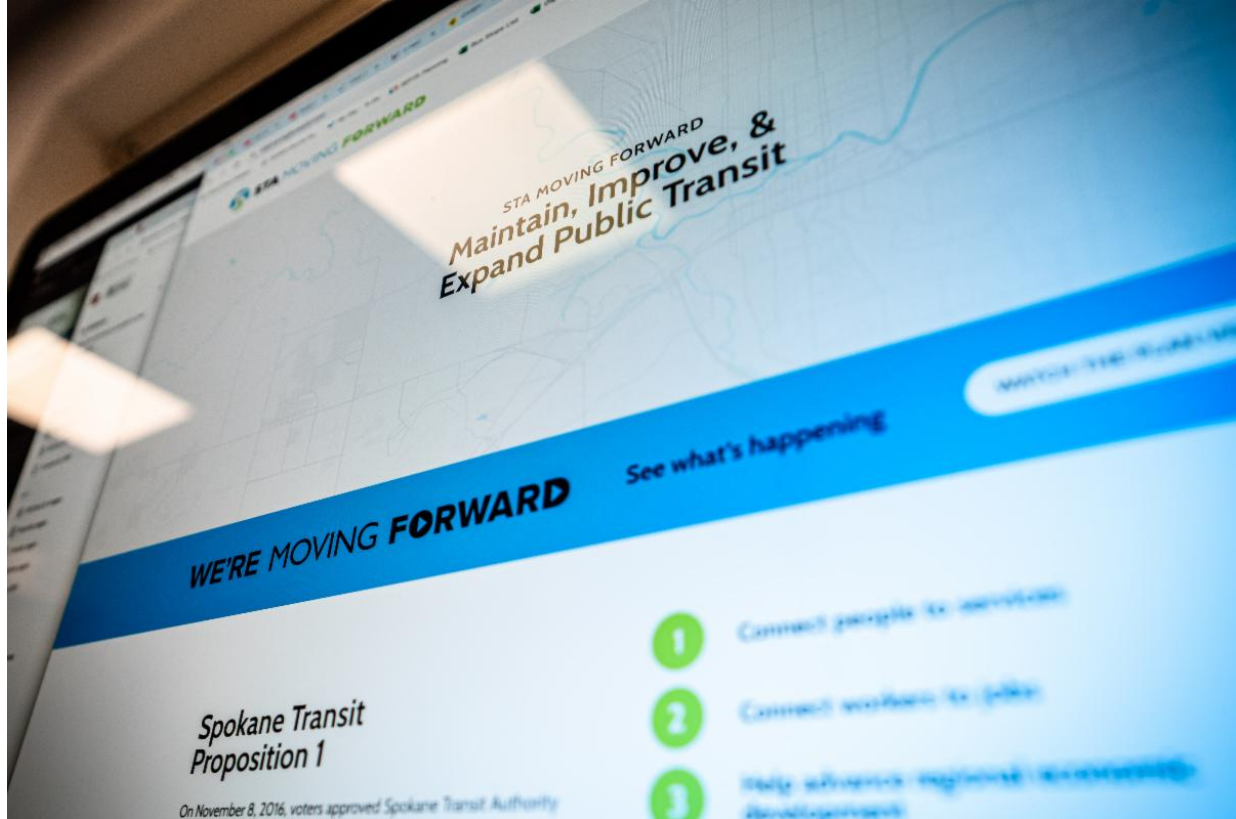
STA's Deputy Director for Community Development, Brian Jennings, elaborated, "In mid-February to March, we will be conducting rider forums, putting out informative posters, setting up informational booths at STA Plaza, working with our community partners to visit and hear from them and their members, and conducting a public survey."

This outreach is vital to help develop a fresh list of project, policy, and service initiatives that STA should take on for the next 10 years, improving how transit helps move the region.

After developing an initial list from this first round of input, further analysis will sort those initiatives into a smaller, more focused list. Gathering additional public feedback on the updated initiatives list is anticipated to occur in late summer or early fall.

To stay up to date on the latest developments and outreach efforts for *Connect 2035*, sign up for emails at [spokanetransit.com/connect2035](https://spokanetransit.com/connect2035). Any questions, suggestions, or feedback to share about *Connect 2035* may be directed to [connect2035@spokanetransit.com](mailto:connect2035@spokanetransit.com).

---



Above: STA Moving Forward website homepage.

## STA Moving Forward Projects for 2024

For 2024, STA is well underway in planning for upcoming projects as outlined by its current 10-year strategic plan, *STA Moving Forward*. The goals of the plan have been to maintain, improve, and expand transit service throughout the area, and STA has remained on track in delivering its promised improvements.

The **Cheney corridor High Performance Transit (HPT) improvements**, which began in 2023, are wrapping up final construction on a few remaining shelters. With the completion of stop improvements, STA will have reached the culmination of its multiphase project to enhance the Cheney route and stops, which started with the Four Lakes and Eagle Station projects. HPT amenities include benches, leaning rails, trash receptacles, as well as HPT markers, which feature the blue and green wave wrap, digital displays, and wayfinding signage.

Once complete, power will be supplied to the upgraded amenities along the route. Weather permitting, work is anticipated to finish by March.

**West Plains** will see improvements along its rural highway stops on State Routes 902, 904, and US Highway 2 with the addition of shelter pads and new shelters in order to bring these stops into ADA compliance and improve overall accessibility.

**Sprague Line's Route 90** will see the implementation of HPT between downtown Spokane and Spokane Valley, providing an enhanced ridership experience along the Sprague corridor by improving service and passenger amenities. Amenity improvements include STA's visually distinct markers with digital monitor displays for upcoming bus departure times, wayfinding information, upgraded shelters, and more.

Improvements began last fall with new construction at the Valley Transit Center. The target completion date for the route's improvements is set for September 2024, at

which time this route will operate as Route 9.

Finally, work on expanding **Mirabeau Point Park & Ride** to a full transit center will begin this summer, particularly upgrading the island facilities. Mirabeau Park & Ride has become a focal point for transfer activity in Spokane Valley as routes from east, west, and south converge. To meet growing needs, the transit center will provide new, state-of-the-art amenities, increased capacity for transit vehicles, and additional parking for customers. The work is anticipated to be completed in 2025.

“These are all part of the much-needed expansions to transit service and infrastructure to meet the growing needs of the area,” commented Karl Otterstrom, Chief Planning & Development Officer at STA. “We began this work with the public’s trust, and we intend to keep delivering on the promises we made when our strategic plan was first approved.”



*Above: An STA Rideshare vehicle.*

## **Rideshare Grant for Employers**

Last July, STA successfully secured a Washington State Department of Transportation public rideshare grant, offering an exciting opportunity to bring expanded transportation options for commuters. The purpose of the grant is to incentivize local employers, especially those affected by commute trip reduction (CTR) laws, to provide transportation alternatives for their employees.

There are over 80 companies and organizations in the Spokane area impacted by CTR laws, and the STA grant allows employers even more opportunities to bring alternative transportation options to their affected employees.

STA’s Rideshare is a public transit service where commuters drive an STA-maintained vehicle to and from their place of work. A minimum of three people who

live and work near each other can commute together in an STA Rideshare vehicle to save money.

Thanks to the grant, employers seeking to promote Rideshare within their organizations can have STA subsidize the main portion of their employees' riding cost while the employer pays for the remainder.

Utilizing Rideshare has numerous benefits: it reduces congestion and pollution while fostering a positive work culture that demonstrates support for its employees. Another great benefit of Rideshare is that it provides the flexibility of using a car without the cost of maintaining a vehicle or paying for gas. Companies outside of the Public Transportation Benefit Area, underserved by transit, or otherwise in areas with barriers to transit access can make use of Rideshare to bring equal access for transit options to their employees.

STA is proud to work with Spokane County's Commute Smart Northwest to bring transportation alternatives to CTR-impacted organizations in the region. Getting involved is simple and easy. To inquire further about the program or to get the process started, interested employers can reach out to Commute Smart NW by visiting their website: [commutesmartnw.org](http://commutesmartnw.org).

For more information about Rideshare, visit [spokanetransit.com/rideshare](http://spokanetransit.com/rideshare). You may also contact Rideshare Program Manager Greg Garrett at (509) 325-6048 or [ggarrett@spokanetransit.com](mailto:ggarrett@spokanetransit.com).



*Above: A still shot from City Line Service Begins.*

## **STA Wins AdWheel Awards**

STA's Communications and Marketing team has won two First Place AdWheel

Awards from the American Public Transportation Association (APTA). The AdWheel Awards is an annual, international competition that recognizes the outstanding marketing and communications efforts of APTA members.

The first winning entry, *City Line Service Begins*, was a commercial produced by STA to promote the all-new Bus Rapid Transit route. This video won first place in the category “Best Marketing and Communications to Increase Ridership.”

The second winning entry was the video series *That’s Bussin’*, which took first place in the category “Best Marketing and Communications Education Initiative.” *That’s Bussin’* is a series of short, humorous videos targeted at school-age children and teenagers explaining aspects of using transit with STA. Ferris High School student Charles Meyersberg conceived the series and set about filming, editing, and producing each video.

“I was so excited that STA was willing to do this,” Meyersberg commented on creating the video series. “I knew it was going to be a lot of fun while also being educational.”

Carly Cortright, Chief Communications & Customer Service Officer at STA, added, “These awards reflect the consistent quality of work that our team produces. We’re proud of the recognition; though, ultimately, the work is for the service of our riders.”

In early summer, a second round of judging will review the top First Place Awards of each transit agency that participated and select Grand Award winners.

---

## Come Work for STA!

Join one of the best employers in the region and advance your career.  
Visit our [careers page](#) for all open positions.

Open positions:

[Web and Digital Services Specialist](#)  
[Manager of Training and Workforce Development](#)  
[Associate Transit Planner](#)  
[Capital Projects Manager](#)  
[Journeyman HVAC Specialist](#)  
[General Repair Vehicle Technician](#)

View all other [open positions](#).

Interested in serving your community? STA is hiring [coach operators](#) and [Paratransit van operators](#).

Opt-in to receive regular updates from  
STA

Sign up for route updates and  
alerts



Upon request, alternative formats of this document will be produced for people who are disabled.

Contact (509) 325-6094 (TTY Relay 711)  
or [ombudsman@spokanetransit.com](mailto:ombudsman@spokanetransit.com)

Spokane Transit Authority | 1230 W Boone Ave, Spokane, WA 99201

[Unsubscribe comms.accounts@spokanetransit.com](mailto:comms.accounts@spokanetransit.com)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by [noreply-sta@mail.spokanetransit.net](mailto:noreply-sta@mail.spokanetransit.net)