

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

AGENDA

CITIZEN ADVISORY COMMITTEE MEETING Wednesday, April 13, 2016 5:00 p.m. Southside Conference Rooms

1. Call to Order & Roll Call
2. Public Expressions – *(Dean Lynch) – 3 minutes per person*
3. Committee Action: Review of Citizen Advisory Committee Minutes - Corrections or Approval
 - a. Minutes of March 9, 2016 – Regular Meeting – *(Dean Lynch) – 5 minutes*
4. Committee Reports:
 - a. West Plains Transit Center Update - *(Karl Otterstrom) – 10 minutes*
 - b. Fare Analysis Public Outreach Update *(Beth Bousley) – 5 minutes*
 - c. Central City Line (CCL) Update *(Karl Otterstrom) – 10 minutes*
 - d. Plaza Renovation Communications Update – *(Beth Bousley) – 15 minutes*
 - e. Recruitment/Orientation Update – *(Dean Lynch) – 10 minutes*
 - f. Discuss CAC update for May PMER Agenda– *(Dean Lynch) – 10 minutes*
5. General Business - *(Dean Lynch) – 5 minutes*
6. Set agenda items for future CAC meetings - *(Dean Lynch) – 10 minutes*
7. Adjourn

Next Citizen Advisory Meeting: May 11, 2016

STA Conference Room, 1229 W. Boone Avenue, Spokane, WA 99201

Spokane Transit assures nondiscrimination in accordance with Title VI of the Civil Rights Act of 1964. For more information, see www.spokanetransit.com.

Upon request, alternative formats of this information will be produced for people who are disabled. The meeting facility is accessible for people using wheelchairs.

For other accommodations, please call 325-6094 (TTY Relay 711) at least forty-eight (48) hours in advance.

SPOKANE TRANSIT AUTHORITY
CITIZEN ADVISORY COMMITTEE MEETING OF

April 13, 2016

AGENDA ITEM 2: PUBLIC EXPRESSIONS

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Stacia Bowers, Executive Assistant

At this time, the Citizens Advisory Committee will give the public the opportunity to express comments or opinions.

Anyone wishing to speak should sign in on the sheet provided and indicate the subject of interest. Comments will be limited to three minutes per person and, if requested, answers will be provided by staff at a later date.

**SPOKANE TRANSIT AUTHORITY
CITIZEN ADVISORY COMMITTEE MEETING OF**

April 13, 2016

**AGENDA ITEM 3: MINUTES OF THE MARCH 9, 2016 COMMITTEE MEETING -
CORRECTIONS AND/OR APPROVAL**

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Stacia Bowers, Executive Assistant

SUMMARY: Attached for your information, corrections, and/or approval are the minutes of the March 9, 2016, Citizen Advisory Committee meeting.

RECOMMENDATION TO COMMITTEE: Corrections and/or approval.

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 years 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 PBTA 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

**SPOKANE TRANSIT AUTHORITY
CITIZEN ADVISORY COMMITTEE MEETING**

April 13, 2016

AGENDA ITEM 4a: WEST PLAINS TRANSIT CENTER UPDATE

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Karl Otterstrom, Director of Planning

SUMMARY:

Staff will provide an update on recent activities related to West Plains Transit Center.

RECOMMENDATION TO COMMITTEE: Information.

**SPOKANE TRANSIT AUTHORITY
CITIZENS ADVISORY COMMITTEE MEETING**

April 13, 2016

AGENDA ITEM 4b: FARE ANALYSIS PUBLIC OUTREACH PLAN - OVERVIEW

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Beth Bousley, Director of Communications and Customer Service

Staff will provide an update on recent activities related to Fare Analysis Public Outreach.

RECOMMENDATION TO COMMITTEE: Review and discuss.

SPOKANE TRANSIT AUTHORITY

Date: April 13, 2016

SUBJECT: Fare Analysis Public Outreach

FOR IMMEDIATE RELEASE

SPOKANE TRANSIT

March 31, 2016

CONTACT:

Beth Bousley

Director of Communications and Customer Service

509-325-6091 office

509-850-5648 cell

Spokane Transit Is Gathering Public Input on Proposed 2017 Fare Increase

STA is gathering public comment on a proposed fare increase that, if approved, would be implemented in July of 2017, providing riders a full calendar year to prepare for the change. “The draft proposal is not a formal recommendation yet – it’s something for the community to respond to” said STA’s Chief Executive Officer, E. Susan Meyer. “After we hear from customers and the general public, we’ll make a formal recommendation to the STA Board.”

The draft proposal is to increase an adult two-hour pass from \$1.50 to \$2.00, or a 31-Day Rolling Pass from \$45 to \$60. For a full list of the proposed changes, visit www.spokanetransit.com. The STA Board approved the draft fare increase proposal and public outreach plan at their February 18, 2016 Board meeting. They will hold a public hearing at a meeting on June 16th, 2016 and may take action on the proposal at the July 21, 2016 STA Board meeting. It will have been five years since the last increase.

“It is a long, deliberate process when the Board makes fare decisions,” Said STA Board Chair Al French. “We encourage folks to provide feedback via the variety of outreach events and methods we’ll employ, including the online survey available on the website.” The survey is available at spokanetransit.com/fareincreasefeedback.

Opportunities to learn more and provide input on a potential fare increase:

- Representatives of regional social service agencies are invited to attend a meeting on Thursday, April 7, 2016 from 2-4 p.m. at the downtown Spokane Public Library conference room 1A.
- Interested parties can find out about upcoming events and meetings by visiting www.spokanetransit.com or contacting STA representative Brandon Rapez-Betty at brapez-betty@spokanetransit.com, or 509-344-1879.
- The community can also provide feedback via an online survey, available at spokanetransit.com/fareincreasefeedback.

STA has the lowest fixed route operating costs of any urban system in Washington State, which is why STA’s current fare is lower than most other transits, and will be consistent with other fares if the increase is approved.

“Fares are an important part of the revenue we need to provide service” said Ms. Meyer. “STA has a long standing objective that fares paid by bus riders cover at least 20% of the cost to provide the service. They currently cover just about 18%.” In recent years, inflation and the cost to run the buses

have increased, which means the riders are paying a smaller portion of the overall costs. If implemented in 2017, the proposed increase would bring the portion STA riders pay back up to about 22%, still under the national average of 23%.

The STA Board continues to consider all forms of funding in order to sustain and grow service. A ballot measure to increase local sales tax to fund STA's 10-year transit plan, STA Moving Forward, narrowly failed in April 2015. The STA Board is currently considering future funding options. Just like other goods and services, STA passenger fares are anticipated to increase periodically over the next 10 years, independent of past or future ballot measure outcomes.

###

STA provides public transportation services through fixed route (bus) operations, paratransit operations and vanpool to the cities of Airway Heights, Cheney, Liberty Lake, Medical Lake, Millwood, Spokane and Spokane Valley and the unincorporated County. The organization employs more than 500 people and is overseen by a 12 member regional board: nine voting elected officials from Spokane County and cities in the Public Transportation Benefit Area, two non-voting elected officials from area small cities, and a non-voting labor member. For more information about STA, please visit www.spokanetransit.com.

Beth Bousley
Director of Communications and Customer Service
Spokane Transit
Cell: 509.850.5648
Office: 509.325.6091
bbousley@spokanetransit.com



SPOKANE TRANSIT AUTHORITY
CITIZEN ADVISORY COMMITTEE MEETING OF

April 13, 2016

AGENDA ITEM 4c: CENTRAL CITY LINE UPDATE

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Karl Otterstrom, Director of Planning

SUMMARY:

Staff will provide an update on recent activities related to the Central City Line.

RECOMMENDATION TO COMMITTEE: Information.

SPOKANE TRANSIT AUTHORITY
CITIZEN ADVISORY COMMITTEE MEETING OF

April 13, 2016

AGENDA ITEM 4d: PLAZA RENOVATION & COMMUNICATIONS UPDATE

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Beth Bousley, Director of Communications and Customer Service

SUMMARY: The Plaza Renovation Communications Plan objectives are to communicate fundamental logistics and timing of the plaza renovation, build excitement and anticipation, foster trust in the investment and decision making process, minimize misperceptions and be considerate and mindful of impact to our customers, neighbors and the community.

RECOMMENDATION TO COMMITTEE: Information.

SPOKANE TRANSIT AUTHORITY

Date: April 13, 2016

SUBJECT: PLAZA RENOVATION COMMUNICATIONS PLAN

Goal:

The goal of this campaign is to support downtown Spokane with a vibrant, functional and convenient transit facility for customers and the community.

Objectives:

Communicate fundamental logistics and timing of the Plaza renovation.

Build excitement and anticipation.

Foster trust in the investment & decision making process.

Minimize misperceptions.

Be considerate and mindful of impact to our customers, neighbors and the community.

Communication Themes:

The STA Plaza renovation will improve visitors' experience from a functional perspective as well as enhance the overall customer service.

The renovation will ensure the STA Plaza remains a vibrant space for the community.

The STA Plaza renovation is being done in a cost effective manner.

There has been significant community involvement leading up to the STA Plaza renovation.

Strategies, Tactics & Timeline:

- Plaza
 - Regularly updated construction and wayfinding signage
 - Displays of Plaza renderings
- Community Relations
 - Weekly onsite construction update meetings
 - Door-to-door communication to downtown neighbors, to distribute construction handout, timeline and FAQ
 - Ribbon cutting and potential renaming ceremony
 - (if relevant) when Plaza Reno is complete
 - One-on-one meetings with key influencers
- Internal communications
 - Regular updates to STA Board/Committees, and Citizen Advisory Committee via monthly meetings, *From the Driver's Seat*
 - Toolkit for customer facing employees, including Fact Sheet and FAQs
 - Employee updates via STA Informed (breakroom slideshow), email, mailbox stuffers, postings
 - Staff updates shared by STA management
 - All employee meetings
- External communication
 - Dedicated web page (microsite) with opt-in to receive email/social media updates
 - Email updates for downtown neighbors to share with employees and customers

- Construction update e-blasts, weekly updates on what to expect this week
 - Social media--regular posts on milestones and progress
- STA on-hold messaging
- Communication with downtown security network
- Service alerts and signage on vehicles
- Media Relations
 - Press releases at key milestones or with important updates
 - Media tool kit with fact sheet, FAQs, renderings and other visual aids
 - Editorial meetings with STA Board Chair and key newspapers within the PTBA
 - Deskside briefings with (TV and radio) news stations

SPOKANE TRANSIT AUTHORITY
CITIZEN ADVISORY COMMITTEE MEETING OF

April 13, 2016

AGENDA ITEM 4e: RECRUITMENT/ORIENTATION UPDATE

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Citizen Advisory Committee Workgroup

SUMMARY: Provide update on CAC recruitment efforts and orientation development.

RECOMMENDATION TO COMMITTEE: Information only.

SPOKANE TRANSIT AUTHORITY
CITIZEN ADVISORY COMMITTEE MEETING OF

April 13, 2016

AGENDA ITEM 4f: CAC UPDATE FOR MAY PMER AGENDA

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Citizen Advisory Committee

SUMMARY: Provide update on CAC for May PMER Agenda.

RECOMMENDATION TO COMMITTEE: Discussion.

SPOKANE TRANSIT AUTHORITY
CITIZEN ADVISORY COMMITTEE MEETING OF

April 13, 2016

AGENDA ITEM 5: GENERAL BUSINESS

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Stacia Bowers, Executive Assistant
