

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

**CITIZEN ADVISORY COMMITTEE MEETING (CAC)**  
Meeting Minutes for November 8, 2017  
Southside Conference Room

**MEMBERS PRESENT**

Victor Frazier  
Charles Hansen  
Charles Howell, Committee Chair  
Brian Kamp  
Larry Lapidus  
Larry Luton  
Michelle Rasmussen

**STAFF PRESENT**

Beth Bousley, Director of Communications & Customer Service  
Stacia Bowers, Executive Assistant  
Karl Otterstrom, Director of Planning & Development  
Lynda Warren, Director of Finance & Information Systems  
Hayley McAvoy, Intern, Communications

**MEMBERS ABSENT**

Dennis Anderson  
Ann Campeau  
Dick Denenny  
Resa Hayes  
Madison Leonard

**GUESTS**

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

Charlie Howell called the meeting to order at 5:02 p.m. and conducted roll call.

**2. PUBLIC EXPRESSIONS**

None.

**3. COMMITTEE ACTION:**

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

Charlie Howell asked the Committee to address the minutes of the October 11, 2017 meeting.

The minutes were approved.

**4. COMMITTEE REPORTS:**

**a. Division Street HPT Lite Field Trip Discussion:**

Karl Otterstrom verified the details for the Division Street HPT Lite field trip. The field trip will take place on Saturday, November 18<sup>th</sup> from 1000-1130. Anyone interested will meet at STA in meeting room NSB.

**b. Fare System Upgrade Project Update:**

Lynda Warren presented an update on the fare system upgrade. The current fare system was installed in 2006 and there is a need to upgrade or replace the system to utilize new technology. STA has engaged IBI Group as a consultant to assist in developing a Scope of Work (SOW). Ms. Warren reported that the kickoff meeting for the project was this week and they will be reviewing card-based versus account based fare collection systems. Ms. Warren noted that the fare system trends for the industry are moving to account based fare collections systems. The project milestones/timeline are:

- 12/14/17 Board Briefing
- 1/4/18 Final Strategic Plan

- 1/31/18 PMER approves Scope of Work (SOW)
- 2/12/18 RFP released
- May 2018 Award of Contract (AOC)
- Implementation is TBD dependent on the AOC

Brian Kamp indicated that he would be interested in being a member of the vendor evaluation committee when it is formed possibly in March 2018.

There will be another update on the Fare System Upgrade project in February which is after the next Board meeting (there are no meetings in January).

**c. STAMF Performance Matrix:**

Karl Otterstrom reviewed a new draft STAMF quarterly project report to enlist feedback of how to display projects and their progress, with transparency being a key factor.

The report is currently arranged by project, status, completion estimate and milestones and is published on a quarterly basis and uploaded to the website.

Suggestions were made by the CAC and Mr. Otterstrom made note of these and will report back next month.

**d. Ridership/Communications Update:**

Beth Bousley informed the CAC of two national awards that STA won last year for Communications and Marketing in Social Media. Ms. Bousley reviewed a presentation on Spokane Transit's Social Media Strategy. This strategy included how STA promotes transit through social, manages a consistent and effective social presence and data insights and best practices.

CAC members suggested more placards about our Facebook page, bus karaoke, Instagram, customer appreciation for EWU students and looking into grant writing for customer appreciation.

**e. Recruitment/Orientation Update:**

An application was sent out this week to an interested person at the request of a Fixed Route Trainer.

Charlie Howell requested the addresses of all the CAC to ensure the PTBA is represented.

**f. PMER Observations:**

Charles Hansen attended the PMER meeting and gave a brief of what the meeting covered including supplemental low income grant pass program, extension of plaza contract, and drug/alcohol testing.

**5. GENERAL BUSINESS:**

2018 Meeting schedule was reviewed and distributed in the packet.

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

- Minutes of the November 8, 2017, Committee meeting – *Corrections/Approval*
- Performance Measures
- Snow Plan
- STAMF Update
- Recruitment/Orientation
- PMER Observations\

7. **ADJOURN**

Respectfully submitted,



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