

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

AGENDA

CITIZEN ADVISORY COMMITTEE MEETING Wednesday, October 12, 2016 5:00 p.m. Southside Conference Rooms

1. Call to Order & Roll Call
2. Public Expressions – *(Charlie Howell) – 3 minutes per person*
3. Committee Action: Review of Citizen Advisory Committee Minutes - Corrections or Approval
 - a. Minutes of September 14, 2016 – Regular Meeting – *(Charlie Howell) – 5 minutes*
4. Committee Reports:
 - a. Downtown Construction Update – *(Steve Blaska) – 15 minutes*
 - b. Energy Preservation Update – *(Steve Blaska) – 15 minutes*
 - c. Recruitment/Orientation Update – *(Charlie Howell) – 10 minutes*
 - d. PMER Observations – *(Victor Frazier) – 10 minutes*
 - e. Ridership/Communications Update - *(Beth Bousley) – 15 minutes*
5. General Business - *(Charlie Howell) – 5 minutes*
6. Set agenda items for future CAC meetings - *(Charlie Howell) – 5 minutes*
7. Adjourn

Next Citizen Advisory Meeting: November 9, 2016

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

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SPOKANE TRANSIT AUTHORITY
CITIZEN ADVISORY COMMITTEE MEETING OF

October 12, 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**

October 12, 2016

**AGENDA ITEM 3: MINUTES OF THE SEPTEMBER 14, 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 September 14, 2016, Citizen Advisory Committee meeting.

RECOMMENDATION TO COMMITTEE: Corrections and/or approval.

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CITIZEN ADVISORY COMMITTEE MEETING (CAC)

Meeting Minutes for September 14, 2016

Southside Conference Room

MEMBERS PRESENT

Charles Howell, Committee Chair
Ann Campeau
David Driscoll
Victor Frazier
Charles Hansen
Resa Hayes
Margaret Jones
Larry Lapidus
Fran Papenleur

MEMBERS ABSENT

Larry Luton
Philip Rudy - resigned

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
Lynda Warren, Director of Finance and Information Services

GUESTS

Dennis Anderson

1. CALL TO ORDER AND ROLL CALL

Chair Howell called the meeting to order at 5:00 p.m. and conducted roll call.

2. PUBLIC EXPRESSIONS

Dennis Anderson attended the meeting to experience a CAC meeting.

3. COMMITTEE ACTION:

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

Mr. Howell asked the Committee to address the minutes of the June 8, 2016 meeting.
The minutes were approved.

4. COMMITTEE REPORTS:

a. Service Revisions:

Karl Otterstrom reported that service revisions are conditional on the final election outcomes of Spokane Transit Authority (STA) Proposition 1. The multi-year implementation of the projects will begin immediately starting with some of the basic service improvements that can be expected timed with service changes in May and September 2017. Given this timeline, staff will present a preliminary proposal to Board committees, seek public input on the proposal, and present a draft recommendation to the Board in November 2016 of the proposed service changes for May 2017 (Phase I), and begin review and outreach of the September 2017 service revisions (Phase II) in November 2016.

The three categories of improvements are more service, modify/add service, and modify existing routes.
Examples are:

- More service
 - Increase frequency of Saturday service on Route 33
 - Later Saturday night service
- Modify/add service

- New service between Valley Mall and Greenacres
 - Three Valley proposals
- Modify existing routes to improve service effectiveness
 - Route 173 VTC express
 - Routing revisions could reduce travel time
 - Reverse peak route

Mr. Otterstrom invited the CAC members to the upcoming Open houses on September 15, 2016, at Spokane Valley Providence Medical Center and also at the Valley Transit Center on September 27, 2016. He also informed the CAC that there is an online survey posted to the website.

b. Plaza Renovation Update:

Karl Otterstrom reported that STA is done with phase 1 of the Plaza renovation.

The contractors built an insulated wall up to the ceiling alleviating noise levels and allowing workers longer hours during the day. The main floor will host the shops, bathrooms and customer service. STA is locating important services on the first floor which will help passengers save time and reduce the potential of missing their bus.

c. Tariff (Fare) Policy Update:

Lynda Warren presented the outcome of the tariff policy based on public outreach and STA Board feedback. The tariff policy was first adopted in 2004 with the major objectives being convenient, reasonably priced, minimum Farebox return of 20%, minimize complexity, increase pre-payment and reduce use of cash (no charge for first smart card). In national comparisons STA is still below the ABBG average base fare. STA staff and Board members took outreach comments and responses into consideration and responded by phasing in the increase in two steps which will delay the achievement of farebox return. STA will retain the student pass program, introduce a 7 day pass and will work with health and human services providers to collaborate and find comprehensive solutions for low income passengers. It was suggested graphic materials illustrate the different costs of passes for the riders to compare.

d. Budget Timeline Update:

Lynda Warren reported the Board decision to wait until after the ballot measure to present a budget. September is generally when the draft budget is released. It will now be released November and then adopted in December. The Public comment period will be extended until November 29, 2016. CAC will review the proposed budget at the December 14, 2016 meeting.

e. Recruitment Update:

Charlie Howell reported that Dr. Rudy has resigned.

The committee reviewed the two applicants for appointment to the CAC committee. Both applicants came highly recommended.

The committee approved both candidates to be forwarded to PMER for approval/appointment.

Both candidates will be forwarded to PMER for approval.

Charlie Howell thanked everyone for their help in recruiting members and asked them to continue their efforts.

5. GENERAL BUSINESS:

Lynda Warren discussed smart card options and how it is refillable and can be loaded with different types of passes, but does not currently have the ability to be loaded from your computer. STA is looking at the options of upgrading the system it currently has getting a new system. STA is being very thoughtful on what decision to make.

The CAC discussed The Zone Project in District 1. It is low income and received a grant to have mobile grocery stores bring food to neighborhood. STA staff met and discussed the possibility of a retired STA or Paratransit bus for this project.

The CAC requested information on Monroe/Lincoln construction and how buses will travel on Main/Bernard.

6. SET MEETING SCHEDULE & AGENDA ITEMS:

- Minutes of the September 14, 2016, Committee meeting – *Corrections/Approval*
- High Performance Transit Update
- Plaza Renovation Update
- Energy Preservation Update
- Recruitment/Orientation
- PMER Observations
- Ridership/communications update

7. ADJOURN

Respectfully submitted,

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

SPOKANE TRANSIT AUTHORITY
CITIZEN ADVISORY COMMITTEE MEETING OF

October 12, 2016

AGENDA ITEM 4a: DOWNTOWN CONSTRUCTION UPDATE

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Steve Blaska, Director of Operations

SUMMARY: Staff will provide an update on the construction downtown.

RECOMMENDATION TO COMMITTEE: Information.

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AGENDA ITEM 4b : ENERGY PRESERVATION UPDATE

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Steve Blaska, Director of Operations

SUMMARY: Staff will provide an update on Energy Preservation.

RECOMMENDATION TO COMMITTEE: Information.

**SPOKANE TRANSIT AUTHORITY
CITIZENS ADVISORY COMMITTEE MEETING**

October 12, 2016

AGENDA ITEM 4c: RECRUITMENT/ORIENTATION UPDATE

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Charlie Howell, CAC Chair

SUMMARY: Chair will provide an update on recruitment and orientation.

RECOMMENDATION TO COMMITTEE: Information Only.

**SPOKANE TRANSIT AUTHORITY
CITIZENS ADVISORY COMMITTEE MEETING**

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AGENDA ITEM 4d: PMER OBSERVATIONS

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Victor Frazier, CAC PMER Representative

SUMMARY: CAC Representative to give a summary of PMER meeting.

RECOMMENDATION TO COMMITTEE: Information Only.

SPOKANE TRANSIT AUTHORITY
CITIZEN ADVISORY COMMITTEE MEETING OF

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AGENDA ITEM 4e: RIDERSHIP/COMMUNICATIONS UPDATE

REFERRAL COMMITTEE: Citizen Advisory Committee

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

SUMMARY: This document describes progress towards communication objectives that support STA's priorities, with the ultimate goals of increasing ridership and improving community perception, and educating the public on Proposition 1.

RECOMMENDATION TO COMMITTEE: Information only.

SPOKANE TRANSIT AUTHORITY

Date: October 12, 2016

SUBJECT: 2016 Communications Update

Support increasing ridership

Recap of Universal Transit Access Pass Program (UTAP) Promotion to increase ridership among UTAP eligible students, faculty and staff

Performance Metrics for Fall 2016:

- Press release
- Posters on all campuses
- Ongoing social media activity on all campuses
- Implement at least 1 event on each campus
- At least 1 article in e-newsletter/email for each campus
- Secure student blogger on each campus.

Customary websites, or microsites, have been developed for Gonzaga, WSU Spokane, SFCC, SCC, and EWU to engage students and share events and other destinations reachable using STA. We are updating content where needed, and are working with each school to identify student writers to keep the content and blogs fresh. Gonzaga's microsite is already well under way. Please see attached for a series of blog posts that were developed for their microsite last spring, along with content that was provided for their morning mail distribution to students.

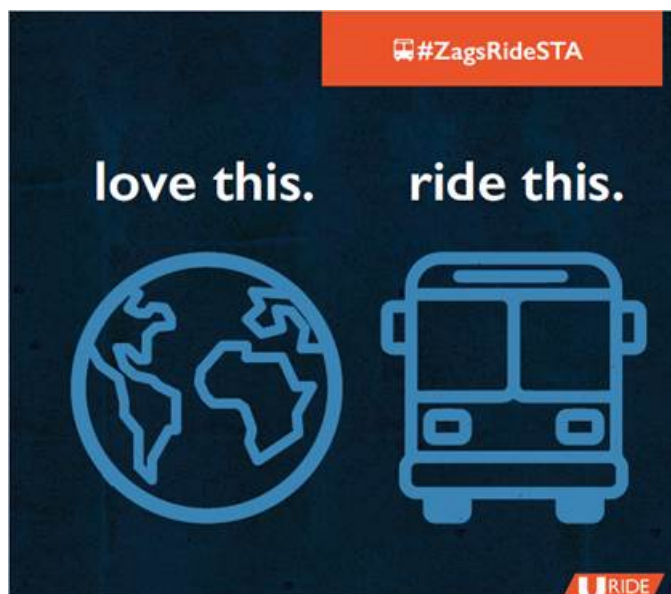
Microsites can be viewed here:

<http://uride.spokanetransit.com/gu>
<http://uride.spokanetransit.com/scc>
<http://uride.spokanetransit.com/sfcc>
<http://uride.spokanetransit.com/wsu>
<http://uride.spokanetransit.com/ewu>

Other promotional elements:

- **A back to school press release** was distributed to all media outlets, including school publications. It was picked up by KREM, KHQ, Northwest Cable News, and the Spokesman Review.
- **A series of posters and Facebook ads** have been developed for each school. Samples of some of the themes are below.
- Content has been provided for student, faculty and staff **emails/e-newsletters**, highlighting the ability to text your bus stop number to get next bus arrival/departure, and the fact that all of these UTAP customers can now use their college/university i.d.'s as their bus pass.
- **Customized route information** fliers are being developed for each school, and will be distributed in the most relevant way. For example at SFCC and SCC, the information will be available at the cashier's office the week before school starts so that students can pick them up as they register.
- **On-bus posters (bulkheads)** will highlight the ability to text your bus stop number for next bus arrival/departure real time information.

- For EWU, we will help develop **posters for the on-campus shelters** to alert bus riders of the alternate bus stops because of PUB construction.





We are also working with each school to identify **events** to familiarize students, faculty and staff with riding the bus, and hopefully a habit of bus ridership early on this school year. A few examples:

- Participation in school orientations. We are bringing buses when possible, to demonstrate how to board, how to load bikes.
- Ridership challenge between dorms, and sororities and fraternities (in the case of EWU), or even schools to create healthy competition and get people on the bus. At Gonzaga last spring, we were successful in engaging R.A.'s to help motivate students to ride the bus, and we plan to model this again this year.
- There will be a "Spirit Bus" at the October 8th Homecoming EWU football game – where students, faculty, staff and alumni can decorate a bus using washable pens. We did this at Gonzaga last year and it was very well received:



- **General Ridership Campaign**
 - **Pandora Radio Ads for City Ticket, Employee Sponsored Bus Pass Program (ESBP) and Monthly Passes**

- **Radio Ads for City Ticket, ESBP and Monthly Passes**
- **Spokane 7 Destination Campaign – Print and Digital - Spokesman**
- **Employer Sponsored Bus Pass Program (ESBP)**
 - To help educate employees about the benefits of ESBP, a digital toolkit was distributed to the region's Employee Transportation Coordinators (ETC's) and is available through the Commute Trip Reduction Program at mycommute.org. It includes a customizable poster, payroll stuffer, email content, banner ads, and Facebook posts.
 - ESBP is also included as a featured radio spot on Pandora and most major radio stations in Metro Spokane.

Increasing community perception

- **STA Plaza Renovation**
 - New signage and environmental images with engaging messages in the Plaza. These feature wayfinding direction as well as oversize visuals with information about the renovation.
 - Ongoing email communications with neighboring businesses and stakeholders keeps them informed of the progress
- **Social Media**
 - Continued community awareness through ridership alerts, community connector content and video has helped Facebook (FB) engagement growth.
 - Be sure to visit STA's [Facebook](#) page

Educating the Public on Proposition 1

- **A brochure/mailer** was created to simplify and streamline public education for Proposition 1.
 - We hope to distribute 10,000 of these at open houses, walkup booths, and meetings
 - Mail to more than 188,000 addresses in the Public Transportation Benefit Area (PTBA).
- **Open House Materials** have also been developed, providing visitors to our open houses a visual way to connect with the information.
 - For a complete list of presentations and open houses, please visit
- <http://www.STAMovingForward.com> and click on the TAKE ACTION tab.

Media coverage

- Two press releases were distributed in September:
 - Spokane Transit wins \$1 Million Federal Grant for West Plains Transit Center, and
 - Student ID's allow them to travel the region with Spokane Transit (UTAP Promotion)

SPOKANE TRANSIT AUTHORITY
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October 12, 2016

AGENDA ITEM 5: **GENERAL BUSINESS**

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Stacia Bowers, Executive Assistant

**SPOKANE TRANSIT AUTHORITY
CITIZENS ADVISORY COMMITTEE MEETING**

October 12, 2016

AGENDA ITEM 6: **REVIEW OCTOBER 12, 2016, DRAFT AGENDA ITEMS**

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Stacia Bowers, Executive Assistant

SUMMARY:

At this time, members of the Citizens Advisory Committee will have an opportunity to review and discuss the items proposed to be included on the agenda for the October 12, 2016 Committee meeting.

Proposed agenda items include:

- Minutes of the September 14, 2016, Committee meeting – *Corrections/Approval*
- High Performance Transit Update
- Plaza Renovation Update
- Recruitment/Orientation
- PMER Observations

RECOMMENDATION TO COMMITTEE: Review and discuss.