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

AGENDA

CITIZEN ADVISORY COMMITTEE MEETING
Wednesday, July 12, 2017
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 June 14, 2017 – Regular Meeting – *(Charlie Howell) – 5 minutes*
4. Committee Reports:
    a. Potential Charter Updates – *(Charlie Howell) – 10 minutes*
    b. Recruitment/Orientation Update/Membership/Chair Discussion (vote is in September) – *(Charlie Howell) – 10 minutes*
    c. STAMF /CAC Work Program - *(Karl Otterstrom) – 40 minutes*
    d. Review Communications Strategy for September Service Change – *(Beth Bousley) – 5 minutes*
    e. Review Division Street HPT Lite Improvements – *(Karl Otterstom) – 5 minutes*
    f. PMER Observations – *(Victor Frazier) – 5 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: **September 13, 2017 – No meeting in August**
STA Conference Room, 1229 W. Boone Avenue, Spokane, WA 99201

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SPOKANE TRANSIT AUTHORITY

CITIZEN ADVISORY COMMITTEE MEETING OF

July 12, 2017

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

July 12, 2017

AGENDA ITEM 3: MINUTES OF THE JUNE 14, 2017 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 June 14, 2017, Citizen Advisory Committee meeting.

RECOMMENDATION TO COMMITTEE: Corrections and/or approval

Spokane Transit Authority
1230 West Boone Avenue
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CITIZEN ADVISORY COMMITTEE MEETING (CAC)
Meeting Minutes for June 14, 2017
Southside Conference Room

MEMBERS PRESENT
Dennis Anderson
Ann Campeau
Victor Frazier
Charles Hansen
Resa Hayes
Margaret Jones
Brian Kamp
Larry Lapidus
Larry Luton
Michelle Rasmussen

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
Rich Duncan

MEMBERS ABSENT
Dick Denenny
Charles Howell, Committee Chair
Fran Papenleur

1. CALL TO ORDER AND ROLL CALL

Victor Frazier 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. Frazier asked the Committee to address the minutes of the May 10, 2017 meeting.

The minutes were approved.

4. COMMITTEE REPORTS:

a. Potential Charter Updates:

This item is tabled until the Chair is present for the discussion.

b. Recruitment/Orientation Update:

The committee voted and approved the nomination of Madison Leonard to be forwarded to PMER for approval.

Beth Bousley gave a status update on CAC members and candidates. She reviewed recruitment priorities and reported the development of a media plan that will reviewed by CAC members.

c. CAC Chair Discussion:

Mr. Frazier reminded the committee that there will be an election for chair in September and asked that anyone interested in the chair position reach out to him or Charlie Howell.

d. STAMF Progress Update/Draft Project Scorecard:

Karl Otterstrom reviewed the goals of the communication plan, relevant strategies and reviewed the work plan engagement calendar.

Mr. Otterstrom suggested the committee be involved in field trips on Saturday mornings as part of their project related outreach.

Save the date invitations for the West Plains Transit Center (WPTC) ground breaking will be sent to CAC members.

Karl Otterstrom will update the Draft Work Plan of CAC/STAMF Engagement (thru 2018) graph and it will be emailed to CAC members.

There was discussion and a suggestion to set an annual agenda calendar and to have any goals for the meeting in the agenda/packet that is sent out prior to the meeting.

Karl Otterstrom proposed a formal report annually addressing the planning report rating to PMER in October.

Beth Bousley suggested that the CAC agenda should include a communications brief each meeting and it could include any media press alerts.

e. PMER Observations

Victor Frazier was unable to attend. Mr. Frazier, the PMER representative, asked to have another CAC member be an alternate to attend the PMER meetings held the 1st Wednesday of each month from 1.30-3.00pm. The next meeting is being held on July 12, 2017, due to the holiday.

Charles Hansen volunteered to try and attend the meetings.

5. GENERAL BUSINESS:

Beth Bousley reviewed the Communications Plan update.

There was a question regarding advertising and the lawsuit in the news. Beth Bousley informed the committee that she would forward communications regarding advertising to the CAC when it goes out to the Board

6. SET MEETING SCHEDULE & AGENDA ITEMS:

- Minutes of the June 14, 2017, Committee meeting – C*orrections/Approval*
- Charter Updates
- CAC Media Plan/Communications Brief
- Recruitment/Orientation
- Chair discussion
- PMER Observations
- STAMF
- Review communications strategy for September service change
- Review communications strategy Division Street HPT Lite improvements

7. ADJOURN

Respectfully submitted,

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

SPOKANE TRANSIT AUTHORITY

CITIZENS ADVISORY COMMITTEE MEETING

July 12, 2017

AGENDA ITEM 4a : POTENTIAL CHARTER UPDATES

REFERRAL COMMITTEE: N/A

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

SUMMARY: Staff and Committee to discuss updating the CAC Charter.

RECOMMENDATION TO COMMITTEE: Information only

SPOKANE TRANSIT AUTHORITY

CITIZENS ADVISORY COMMITTEE MEETING

July 12, 2017

AGENDA ITEM 4b : RECRUITMENT/ORIENTATION UPDATE/CHAIR

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Charlie Howell, CAC Chair

SUMMARY:

Chair will provide an update on recruitment and orientation.

Welcome new member Madison Leonard.

Committee to discuss chair election process.

RECOMMENDATION TO COMMITTEE: Discussion only

SPOKANE TRANSIT AUTHORITY

CITIZEN ADVISORY COMMITTEE MEETING

July 12, 2017

AGENDA ITEM 4d: STAMF/CAC WORK PROGRAM

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Karl Otterstrom, Director of Planning and Development

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SUMMARY: Review matrix of CAC involvement, identifying the various projects at play over the next several years. Review CAC roles and activities identified in the matrix and provide feedback.

RECOMMENDATION TO COMMITTEE: Review and provide feedback.

STA Moving Forward Implementation and Performance Measurement: DRAFT Matrix of CAC Involvement

Strategy	September 2017 Service Change	Division Street Improvements	2018 West Plains Transit Center	2018 Service Improvements	2019 Monroe Regal/ HPT Moran Prairie	2019 Service Changes	SFCC Transit Station	Central City Line
Phase Description/Timing	September 2017 - HPT Lite on I90 (add mid-day service to 174 that stops at Mirabeau, - 173 express Liberty Lake) - better service on	Fall 2018 Construction of shelters, sidewalks, longer buses will be in place by fall 2018	September 2018 Construction, opening of phase 1 improvements September 2018.	Preliminary Proposal Fall 2017 - Service to WPTC - Boone Garage - Indian Trail Night and Weekend Service	Design development Acquisition of Park and Ride Lots of public input	Beginning summer 2018, development of preliminary proposal.	Simultaneous with STAMF projects we're already promoting. Develop plans based on updated TDP dates/timelines.	Project development, stations, design, etc.
Educate on Projects	CAC Review: - marketing plan to be developed by July 2017.	CAC Review: - Include messaging in September 2017 service change communications. - Preview marketing materials - Spring 2018.	CAC attend: Ground breaking event 7/12/17 with the community, elected officials (Chamber, school districts, cities, FAFB, county commissioners, 6th district reps, airport, WSDOT, and other interested businesses on the west plains.	CAC Review: Integrated Communications plan - Sep 2018 service change and WPTC (July 2018)	CAC review: Communications Plan - July 2018	CAC review: Introduce preliminary outreach plan for feedback - March 2018	CAC review: Understand SFCC, City of Spokane, and West Hills neighborhood role in project, including land use vision and rider safety.	CAC Review: Understand phase of project, FTA review process, Construction Grant agreement process. And then understand current communication and outreach process.
Communication Plan for each project/collection	Integrated communications plan with Division Street Improvements/2017 Service Change: better service on Division, tactics to include targeted mailers, mass media.	Integrated communications plan with Division Street Improvements/2017 Service Change: better service on Division, tactics to include targeted mailers, mass media.	Integrated plan with West Plains Transit Center plan. Phase 1: Groundbreaking communications strategy to be developed by June 15th. include print in West Plains publications (Cheney, AH, etc.), email invitations to include rendering to	Integrated plan with West Plains Transit Center plan. Preliminary proposal Fall 2017, - public outreach through April 2018 - specific public outreach for Boone Garage (location based: work with West Central neighborhood)	Feedback on preliminary communications plan July 2018.	Public outreach to occur in late 2017 and early 2018 for the May and September Service Changes. Once SIC finalizes service plans; 1) update STAMF.com to match language, 2) develop integrated marketing & communications plan.	Targeted communication to SFCC audience, as well as route 20 and 33 ridership.	STA Staff to present to CAC overview of communications plan for next phase of design.
Measure Progress and public outreach performance with CAC support	Continue to obtain input on scorecard tool to make sure it's user friendly.	CAC Field trip for Division Street improvements.	Invite CAC to groundbreaking July 2017. Continue to obtain input on scorecard tool to make sure it's user friendly.	Outreach for service feedback and rollout communications plan. Include CAC at key events and provide updates to group and feedback on efficiency	Include CAC at key events, provide updates and feedback on the events.	Include CAC at key events, provide updates and feedback on the events.	Include CAC at key events, provide updates and feedback on the events.	Include CAC at key events and provide updates to the group and feedback on efficacy of events.
Show progress to community	STAMF, social media, press release, media pitch.	Continue to obtain input on scorecard tool to make sure it's user friendly.	STAMF, social media, press release, media pitch. Continue to obtain input on scorecard tool to make	STAMF, social media, press release, media pitch. Continue to obtain input on scorecard tool to make	STAMF, social media, press release, media pitch. Continue to obtain input on scorecard tool to make	STAMF, social media, press release, media pitch. Continue to obtain input on scorecard tool to make	STAMF, social media, press release, media pitch. Continue to obtain input on scorecard tool to make	STAMF, social media, press release, media pitch. Continue to obtain input on scorecard tool to make

SPOKANE TRANSIT AUTHORITY

CITIZENS ADVISORY COMMITTEE MEETING

July 12, 2017

AGENDA ITEM 4d: REVIEW COMMUNICATIONS STRATEGY FOR SEPTEMBER SERVICE CHANGE

REFERRAL COMMITTEE: N/A

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

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SUMMARY: Staff will provide an update on the Communications Strategy for the September service change.

RECOMMENDATION TO COMMITTEE: Discussion only

SPOKANE TRANSIT AUTHORITY

CITIZENS ADVISORY COMMITTEE MEETING

July 12, 2017

AGENDA ITEM 4d: REVIEW DIVISION STREET HPT LITE IMPROVEMENTS

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Karl Otterstrom, Director of Planning and Development

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SUMMARY: Staff will provide an update on the Division Street HPT Lite improvements.

RECOMMENDATION TO COMMITTEE: Discussion only

SPOKANE TRANSIT AUTHORITY

CITIZENS ADVISORY COMMITTEE MEETING

July 12, 2017

AGENDA ITEM 4f: PMER OBSERVATIONS

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Victor Frazier, CAC PMER Representative

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

RECOMMENDATION TO COMMITTEE: Information only

SPOKANE TRANSIT AUTHORITY
CITIZEN ADVISORY COMMITTEE MEETING OF

July 12, 2017

AGENDA ITEM 5 **:** **GENERAL BUSINESS**

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Stacia Bowers, Executive Assistant

SPOKANE TRANSIT AUTHORITY

CITIZENS ADVISORY COMMITTEE MEETING

July 12, 2017

AGENDA ITEM 6: REVIEW SEPTEMBER 13, 2017, 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 September 13, 2017 Committee meeting.

Proposed agenda items include:

- Minutes of the July 12, 2017, Committee meeting – C*orrections/Approval*
- STAMF/CAC Work Program
- Charter Updates
- Recruitment/Orientation
- PMER Observations
- Chair Election

RECOMMENDATION TO COMMITTEE: Review and discuss