

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

AGENDA

CITIZEN ADVISORY COMMITTEE MEETING Wednesday, September 13, 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 July 12, 2017 – Regular Meeting – *(Charlie Howell) – 5 minutes*
4. Committee Reports:
 - a. Charter Updates – *(Charlie Howell) – 10 minutes*
 - b. Central City Line (CCL) Outreach Update - *(Karl Otterstrom) – 20 minutes*
 - c. Fixed Route Passenger Survey Results - *(Beth Bousley) – 15 minutes*
 - d. Recruitment/Orientation Update/Membership/Chair Vote– *(Charlie Howell) – 15 minutes*
 - e. PMER Observations – *(Charles Hansen) – 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: October 11, 2017

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

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SPOKANE TRANSIT AUTHORITY
CITIZEN ADVISORY COMMITTEE MEETING OF

September 13, 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**

September 13, 2017

**AGENDA ITEM 3: MINUTES OF THE JULY 12, 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 July 12, 2017, Citizen Advisory Committee meeting.

RECOMMENDATION TO COMMITTEE: Corrections and/or approval

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CITIZEN ADVISORY COMMITTEE MEETING (CAC)
Meeting Minutes for July 12, 2017
Southside Conference Room

MEMBERS PRESENT

Dennis Anderson
Ann Campeau
Dick Denenny
Victor Frazier
Charles Hansen
Resa Hayes
Larry Lapidus
Larry Luton

STAFF PRESENT

Steve Blaska, Director of Operations
Beth Bousley, Director of Communications & Customer
Service
Karl Otterstrom, Director of Planning & Development

GUESTS

MEMBERS ABSENT

Charles Howell, Committee Chair
Brian Kamp
Michelle Rasmussen

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 June 14, 2017 meeting.

The minutes were approved.

4. COMMITTEE REPORTS:

a. Potential Charter Updates:

Beth Bousley reported that the Board Operations Committee is aligning the CAC charter with bylaws and resolutions regarding compensation for this meeting and will have more information in September.

b. Recruitment/Orientation Update:

Beth Bousley announced that the PMER Committee approved Madison Leonard unanimously as a CAC member at their meeting today. She also reported the PMER Board Chair vote will take place in September.

c. STAMF/CAC Work Program:

Karl Otterstrom reviewed the table and timeline from last month. Mr. Otterstrom noted that key elements have been added and would like to put a brief description on these and show them on the calendar. Beth Bousley mentioned the fare system upgrade on the sheet should be updated in November. Mr. Otterstrom emphasized that the yellow star on the timeline indicates there will be a presentation or some type of engagement with CAC on that topic. The committee was

asked for input on the planning calendar and if they would like this to be finalized in September or use this as a working document. The committee agreed to the document in concept as a working document.

He also reminded the committee of the West Plains Transit Center ground breaking next Wednesday and the invitation went out to the committee via email.

d. Review Communications Strategy for September Service Change:

Beth Bousley reviewed the overall goals for the Communications team. The goals are to build community awareness, earn community trust, and grow ridership. Ms. Bousley indicated that changes that are coming in September, which includes direct nonstop service to Liberty Lake, more midday service on Route 174, improved Sunday service on routes 26, 28, and investments in service reliability on Division and Sprague.

Beth Bousley provided a checklist of what the Communications Department is doing. Some highlights are social media, videos, sponsorships, Coats 4 Kids, library partnership, email campaign, community partners, FAQ's, media, ads, mailer, and surveys.

Beth Bousley reviewed the monthly Media report, coverage, top articles, and key observations along with the Communications plan. Beth Bousley also reported pass sales outlets are being worked on and will be promoted.

e. Review Division Street HPT Lite Improvements:

Karl Otterstrom gave an update on the Division Street HPT Lite Improvement project. Washington State Department of Transportation (WSDOT) has already improved bus stops on Mission, Boone and Sharp. The 2 million dollar budget for improvements include sidewalks and adding shelters along the corridor and fixing ADA access.

Mr. Otterstrom reported that 60 ft. buses will be running next fall 2018 and a new project manager has been hired.

f. PMER Observations:

Charles Hansen attended the PMER meeting and gave a brief of what the meeting covered including an annual route report, Monroe-Regal, Sprague, and a financial report.

5. GENERAL BUSINESS:

It was suggested that the small conference room at Plaza be used for future CAC meetings. Beth Bousley suggested that she would look into having the meeting at the Plaza in September.

Mr. Frazier requested financial and budget updates for the CAC in the spring and in the fall next year.

Larry Lapidus announced that he met with espresso stand owners from Harmony Coffee and they have ideas about using the coffee network in Spokane to interface with that demographic and will meet with Beth Bousley to discuss further.

6. SET MEETING SCHEDULE & AGENDA ITEMS:

- Minutes of the July 12, 2017, Committee meeting – *Corrections/Approval*
- Charter Updates
- STAMF/CAC Work Program/CCL
- Survey results
- Recruitment/Orientation
- Chair discussion
- PMER Observations
- STAMF

7. ADJOURN

Respectfully submitted,

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

**SPOKANE TRANSIT AUTHORITY
CITIZENS ADVISORY COMMITTEE MEETING**

September 13, 2017

AGENDA ITEM 4a: CHARTER UPDATE

REFERRAL COMMITTEE: N/A

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

SUMMARY: Staff and Committee to discuss the updated CAC Charter approved by PMER on September 6, 2017.

RECOMMENDATION TO COMMITTEE: Information only

CHARTER

SPOKANE TRANSIT AUTHORITY PERFORMANCE MONITORING AND EXTERNAL RELATIONS COMMITTEE

Citizen Advisory Committee

~~December 2015~~September
2017

ARTICLE I – NAME OF GROUP

The name of this group shall be Spokane Transit Authority (STA) Citizen Advisory Committee (CAC).

ARTICLE II – PURPOSE

The mission of the STA Citizen Advisory Committee, hereinafter referred to as CAC, is to:

- Increase public participation in the functions of STA.
- Ensure accountability of the organization's actions.
- Act as an educational arm of the organization to reach out to the public.
- Act as a focused, educated forum for public input and feedback to the organization.
- Represent a wide range of stakeholders from the STA Public Transportation Benefit Area (PTBA).

The CAC is advisory to the STA Board of Directors and not to the agency itself.

The CAC will represent the interests of the community and assist staff and STA in making the region proud of its public transportation system.

ARTICLE III- SCOPE OF WORK

The CAC will:

- Assess performance of STA.
- Examine where STA is heading.
- Explore emerging public transportation issues.
- Assess STA's progress in achieving its measurable goals and objectives.
- Make recommendations, at its discretion, and present them to the Performance Monitoring and External Relations Committee, for recommendation to the STA Board of Directors.

When requested and for new members, Staff will provide an information packet and orientations to CAC members in specific areas including, but not limited to, defined responsibilities and legal requirements, nomenclature, history, mission, vision, services, policies, budget, strategic communications plan, Transit Development Plan, partnerships, and community outreach practices.

ARTICLE IV – COMPOSITION

- The CAC shall be composed of no more than 15 members appointed by the Performance Monitoring and External Relations Committee. Membership shall reflect the STA service area and strive for regional representation and diversity of opinion.

ARTICLE V – MEMBERSHIP SELECTION PROCESS

Selection of the members of the CAC shall be through an application process:

- CAC will review applicants and select potential candidates.
- Staff and a CAC representative will meet with candidates and may recommend them to the CAC for further consideration.
- The CAC may vote to recommend candidates to the Performance Monitoring and External Relations Committee to be CAC committee members.
- The Performance Monitoring and External Relations Committee will vote to appoint members of the CAC.

Members of the CAC must reside within the STA boundaries. The residency requirement is waived if the applicant or member is a consistent user of STA's fixed route buses, paratransit, or vanpool service. We strive to have a good geographic representation.

The STA Board of Directors expects CAC members to introduce and talk about STA ~~in~~ as in as many venues as are open to the member. To this end, during the membership selection process, weighted value will be given to those who are active participants in other area organizations.

The following list represents groups from which participation will be sought:

- Business Owners
- Chambers of Commerce
- College Students
- Faith Community
- Higher Education/Administration/Faculty
- Medical Community/ Public Health
- Neighborhood Associations/Councils
- Persons with Disabilities
- Public Agencies/Law Enforcement
- Rotary, Kiwanis, AHANA, Martin Luther King Jr. Family Outreach Center and/or other Fraternal and Civic Associations
- Rural Community
- Senior Citizens
- Service Users (Fixed Route, Paratransit, Vanpool)
- Social Service Agencies

- Youth

ARTICLE VI – MEMBERSHIP ROTATION PROCESS

Annually, in September, the CAC members will select the Chair of the CAC. An annual membership recruitment will follow. Membership recruitment and filling vacancies is an ongoing process.

Membership on the CAC is for a three-year term with at least five members appointed/reappointed each year. At the end of their term, members can reapply to ~~serve~~ serve a second term for a total of two three-year terms. If a member needs to leave the CAC prior to the end of their term, a new candidate will be selected to serve out the remainder of their term. The chair of the CAC will poll the members each May as to their desire to remain on the Citizen Advisory Committee. Annual membership terms shall begin at the September CAC meeting.

Membership applications will be sent to all who have requested an application, to people suggested by CAC members, other citizens, and to groups representing the previously stated participation list.

Attendance

Committee members missing three consecutive meetings without an excuse will be called by the CAC Chair or staff representative to determine their interest in continuing on the committee.

ARTICLE VII – OPERATING GUIDELINES

The CAC will conduct its business in accordance with Washington State’s Open Public Meetings Act, RCW 42.30 and Public Disclosure Laws RCW 42.56. The CAC has adopted the following operating procedures:

- The CAC shall meet monthly except for the month of August.
- The Chair, or the Chair’s designee, will be the appointed spokesperson for the CAC.
- As designated on the Performance Monitoring and External Relations Committee agenda, the CAC Chair, or a delegated CAC member, may provide the ~~STA Board~~ STA Board of Directors with the CAC’s input and advice.
- The CAC shall provide meeting minutes to the Clerk of the Authority to be forwarded to the Performance Monitoring and External Relations Committee and the STA Board of Directors. All CAC records will be open to public review.
- A charter review will be conducted at least once every three years.
- ~~The members of the CAC serve in a voluntary role and without salary. Travel is reimbursed according to STA Bylaws.~~
- The members of the CAC will continue to receive a bus pass during their tenure.

ARTICLE VIII – STAFFING

As authorized by the Board, the CEO shall appoint staff members to serve as the CAC Staff Liaisons. Staff shall acquire meeting facilities and equipment, record, transcribe, and distribute minutes, and distribute other materials, including the agenda. Other duties include preparation of agenda forms and attachments to communicate CAC issues and recommendations to the Performance Monitoring and External Relations Committee and/or the STA Board of Directors.

SPOKANE TRANSIT AUTHORITY
CITIZEN ADVISORY COMMITTEE MEETING

September 13, 2017

AGENDA ITEM 4b: CENTRAL CITY LINE STATION OUTREACH AND INPUT

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Karl Otterstrom, Director of Planning and Development
Don Skillingstad, Capital Projects Manager

SUMMARY: The Central City Line is a key project within the *STA Moving Forward* plan funded by voters last year, serving the City of Spokane with connections to regional destinations. In April 2016 the STA Board of Directors authorized the submission on application materials related to rating and evaluation of the project under the Federal Transit Small Starts program. The board also authorized the use of funds for full design efforts that lead up to the final grant application and agreement, anticipated in 2019.

STA and its consultants are launching a robust public outreach phase on the design and placement of station amenities along the corridor as part of the design process. This includes outreach to property owners, residents, businesses and community organizations. Staff will provide an overview of these outreach efforts and seek input as to any other groups that should be briefed in the process. An open house will be scheduled for mid-October for community input. Staff will invite members of the CAC to participate at the open house and provide input with other community members.

RECOMMENDATION TO COMMITTEE: Review and provide input on outreach activities.

COMMITTEE ACTION:

RECOMMENDATION TO BOARD:

FINAL REVIEW FOR BOARD BY:

Division Head _____

Chief Executive Officer _____

Legal Counsel

SPOKANE TRANSIT AUTHORITY
CITIZEN ADVISORY COMMITTEE MEETING

September 13, 2017

AGENDA ITEM 4c: FIXED ROUTE PASSENGER SURVEY RESULTS

REFERRAL COMMITTEE: N/A

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

SUMMARY: Staff will provide the survey results for the Fixed Route Passenger Survey.

RECOMMENDATION TO COMMITTEE: Information only.

**SPOKANE TRANSIT AUTHORITY
CITIZENS ADVISORY COMMITTEE MEETING**

September 13, 2017

AGENDA ITEM 4d: RECRUITMENT/ORIENTATION UPDATE/CHAIR ELECTION

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 nominate candidates for chair to forward for PMER approval.

RECOMMENDATION TO COMMITTEE: Discussion and nomination to forward to PMER

**SPOKANE TRANSIT AUTHORITY
CITIZENS ADVISORY COMMITTEE MEETING**

September 13, 2017

AGENDA ITEM 4e: PMER OBSERVATIONS

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Charles Hansen, 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**

September 13, 2017

AGENDA ITEM 5: GENERAL BUSINESS

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Stacia Bowers, Executive Assistant

**SPOKANE TRANSIT AUTHORITY
CITIZENS ADVISORY COMMITTEE MEETING**

September 13, 2017

AGENDA ITEM 6: REVIEW OCTOBER 11, 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 October 11, 2017 Committee meeting.

Proposed agenda items include:

- Minutes of the September 13, 2017, Committee meeting – *Corrections/Approval*
- Budget Timeline Review
- 2018 Service Improvements – Preliminary Proposal
- Connect Spokane Plan Amendments Review
- Ridership/Communications Update
- Charter Updates
- Recruitment/Orientation
- PMER Observations

RECOMMENDATION TO COMMITTEE: Review and discuss