

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

PERFORMANCE MONITORING AND EXTERNAL RELATIONS COMMITTEE MEETING

Wednesday, February 1, 2017, 1:30 p.m.
Spokane Transit Southside Conference Room

AGENDA

Estimated meeting time: 75 minutes

1. Call to Order and Roll Call
2. Public Expressions
3. Committee Chair Report *(5 minutes)*
4. Committee Action *(20 minutes)*
 - A. Approval of Minutes of the November 30, 2016, Committee meeting – *Corrections/Approval*
 - B. Recommendation to Appoint One (1) New Member to the Citizen Advisory Committee *(Bousley)*
5. **Committee Action** *(20 minutes)*
 - A. Board Consent Agenda
 1. 2017 Communications Plan Overview *(Bousley)*
 2. 2017 Performance Measures *(Blaska)*
 - B. Board Discussion Agenda
(No items are being presented this month.)
6. **Reports to Committee** *(10 minutes)*
 - A. September 2017 Service Revisions – Preliminary Proposal *(Otterstrom)*
7. CEO Report *(10 minutes)*
8. Committee Information – *no discussion/staff available for questions*
 - A. January 2017 Sales Tax Revenue Information *(Warren)*
 - B. December 2016 Operating Indicators *(Blaska)*
 - C. Fourth Quarter 2016 Service Planning Public Input Report *(Otterstrom)*
 - D. Communications Update *(Bousley)*
 - E. 2017 Citizen Advisory Committee Meeting Dates *(Bousley)*
9. March 1, 2017, Committee Packet Draft Agenda Review
10. New Business *(5 minutes)*
11. Committee Members' Expressions *(5 minutes)*
12. Adjourn
13. Next Committee Meeting: March 1, 2017, 1:30 p.m.
(STA Southside Conference Room, 1230 West Boone Avenue, Spokane, Washington)

Agendas of regular Committee and Board meetings are available the Friday afternoon preceding each meeting at the STA Administrative Office, 1230 West Boone Avenue, Spokane, Washington. Discussions concerning matters to be brought to the Board are held in Committee meetings. The public is welcome to attend and participate.

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SPOKANE TRANSIT AUTHORITY
PERFORMANCE MONITORING AND EXTERNAL RELATIONS COMMITTEE MEETING

February 1, 2017

AGENDA ITEM 4A : **MINUTES OF THE NOVEMBER 2, 2016, PERFORMANCE
MONITORING AND EXTERNAL RELATIONS COMMITTEE
MEETING – CORRECTIONS OR APPROVAL**

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Dana Infalt, Executive Assistant

SUMMARY: Minutes of the meeting are attached for corrections or approval.

RECOMMENDATION TO COMMITTEE: Corrections or approval.

FINAL REVIEW FOR BOARD BY:

Division Head _____

Chief Executive Officer _____

Legal Counsel _____

PERFORMANCE MONITORING AND EXTERNAL RELATIONS COMMITTEE

Draft Minutes of the November 30, 2016, Meeting
Southside Conference Room

MEMBERS PRESENT

Tom Trulove, City of Cheney*
Pamela Haley, City of Spokane Valley
Aspen Monteleone, City of Airway Heights
Rhonda Bowers, Labor Representative
Steve Blaska, Director of Operations
E. Susan Meyer, CEO (Ex-Officio)

MEMBERS ABSENT

Arne Woodard, City of Spokane Valley
Odin Langford, City of Liberty Lake
John Higgins, City of Medical Lake (Ex-Officio)

* Chair

STAFF PRESENT

Beth Bousley, Director of Communication & Customer Service
Karl Otterstrom, Director of Planning
Lynda Warren, Director of Finance and Information Services
Steve Doolittle, Director of Human Resources
Susan Millbank, Community Ombudsman & Accessibility Officer
Don Reimer, Manager Maintenance and Facilities & Grounds
Allison Mitchell, Contracts Manager

GUESTS

Mike Kunder, 3939 Union Representative
Thomas Leighty, AFSME 1015 Representative

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

Chair Trulove called the meeting to order at 1:31 p.m. Introductions were made.

2. **PUBLIC EXPRESSIONS**

None.

3. **COMMITTEE CHAIR REPORT**

None.

4. **COMMITTEE APPROVAL**

A. **Minutes of November 2, 2016 Committee Meeting**

Ms. Haley moved to recommend approval of the November 2, 2016, Committee meeting minutes. The motion was seconded by Ms. Monteleone and passed unanimously.

5. **COMMITTEE ACTION**

A. **Board Consent Agenda**

1. Award of Contract - Fuel Supply
2. 2017 Service Revision Phase I – Final Recommendation
3. STA's Affirmative Action Plan - Resolution
4. Renewal of Spokane Police Department (SPD) Interlocal Agreement

Chair Trulove asked if anyone had discussion on the items going to the Board Consent Agenda. None were forthcoming. He stated if the Performance Monitoring and External Relations (PMER) committee didn't need to discuss further, he would accept a motion to forward the Consent Agenda to the full Board.

Ms. Monteleone made the motion to forward the Board Consent Agenda. The motion was seconded by Ms. Haley and passed unanimously.

B. **Board Discussion Agenda**

1. **2017 State Legislative Focus and Priorities**

Ms. Millbank informed that each year the Board of Directors adopts a State Legislative agenda to guide the CEO during the session as she communicates Spokane Transit (STA) interests and priorities to the legislature. During session, staff watch for and analyze legislation which may pose a threat or offer new opportunities to Spokane Transit.

Ms. Millbank also advised members that the draft Spokane Transit Focus and Priorities for the 2017 Washington State Legislative Session is attached.

Ms. Millbank reported staff is asking the committee to review and recommend the Board approve the 2017 State Legislative Focus and Priorities as presented and grant authority to the CEO to determine STA's interest on specific pieces of legislation, convey those interests to legislators and others, and report to the Performance Monitoring and External Relations Committee and the Board during the legislative session.

Chair Trulove asked if there were questions or comments. None were forthcoming.

Ms. Haley made a motion to move this item to the Board Agenda. Ms. Monteleone seconded. The item passed unanimously.

2. Paratransit Contract Services Contract Modification and Extension

Chair Trulove advised this item was discussed at length at the Board meeting and referred back to PMER for clarification. He stated that Mr. Blaska has provided a complete discussion for the committee and believes it answers the questions raised during the Board meeting.

Mr. Blaska reminded the committee that this item had been approved unanimously in the last committee meeting and was referred back to the committee based on discussion during the Board meeting. He reviewed the slides previously presented as background. Mr. Blaska recapped the impending expiration of the MV contract at the end of 2017. He stated staff must now begin negotiations for previously authorized extensions or begin the process for a new contract.

Mr. Blaska reported that MV approached STA for assistance in order to help meet the tasks being assigned by negotiating a more competitive salary structure. MV asked if STA would reopen the contract for the fifth year to allow them to improve their salary structure. Staff responded that STA would be amenable to considering their request if staff saw favorable treatment in an extension period.

MV's proposal met STA's objectives and puts MV in a better position to meet current projected tasks. It provides STA favorable terms during extension years and avoids the startup costs of a new contract. The proposed third extension year provides a benefit to STA because it extends the life of the Paratransit vehicles from the planned 7 years to 8 years. With that additional one-year extension, STA is timing the replacement of that fleet with the expiration of the contract with the current vendor. Mr. Blaska provided the proposal summary.

Mr. Blaska addressed the questions raised at the Board meeting (included in the packet) which fell into the following four basic concerns:

1. STA's policy
2. Operational and financial logic
3. Is the current contract fulfilling MV's obligations as communicated to STA in the original proposal
4. MV's overall performance

Discussion ensued.

Chair Trulove stated the question before the committee is should the Performance Monitoring and External Relations committee approve sending this enhanced version to the next Board meeting. He also asked if there were any changes or supplements suggested. None were forthcoming.

Ms. Monteleone motioned to move this item forward as it is presented. Ms. Haley seconded the motion and it passed unanimously.

6. REPORTS TO COMMITTEE

A. Draft Comprehensive Plan Work Program & Outreach Program

Mr. Otterstrom provided this report as information only and reported that the Planning and Development Committee reviewed it and made the recommendation to pass it on to the Board. Planning & Development thought the Performance Monitoring and External Relations committee should review the information before it comes before the entire Board throughout the course of next year.

Mr. Otterstrom provided an overview of the item and included attachments. He noted that thoughts or suggestion are welcome. Chair Trulove said a couple Board members had expressed frustration in the past year because they offered ideas they didn't think staff could consider right away. He suggested adding a slide as a template to show how the process works.

7. CEO REPORT

- A. Ms. Meyer advised that she and Mr. Otterstrom met with Ms. Linda Gehrke, the Region 10 Administrator for the Federal Transit Administration. Ms. Gehrke previously worked at Region 10 and had been in Denver since 2012 but when Mr. Krochalis retired, she returned. Ms. Meyer stated that Mr. Krochalis was a long-time supporter of and good council to STA. She said that Ms. Gehrke will receive STA's invitation to come meet with the Board, stating Ms. Gehrke had a lot of good ideas about of Central City Line project in terms of tactical and strategic approaches to be successful with the FTA Grant staff are seeking. Ms. Meyer advised it was a great meeting; Ms. Gehrke's staff had briefed her and she was on board and ready to go.
- B. Ms. Meyer stated the President Elect has named Elain Chao as Secretary of Transportation. Ms. Chao previously served as Transportation Deputy Secretary under George H. W. Bush from 1989 to 1991 and was Labor Secretary under George W. Bush from 2001 to 2009. As an aside, Ms. Meyer advised the articles that Ms. Meyer has read and the people she's talked to have talked about President Elect Trump's strategy for infrastructure funding. She stated STA's interest is just to make sure transit continues to be in the definition of infrastructure.
- C. Ms. Meyer said Karl Otterstrom completed his tally of the vote - 55.8% of voters in favor; 100% of jurisdictions voted yes; 70% of the precincts voted yes.
- D. Spokane Regional Transportation Council (SRTC) is searching for a new Executive Director. Ms. Meyer said Mr. Kevin Wallace has done an extraordinary job and has advanced SRTC. Mr. Wallace will be around to consult and he reports his likely consulting partners will be DOT and STA.
- E. Ms. Meyer told the committee that there are no numbers for Black Friday ridership yet; hoping it is a glitch and not lost permanently.

8. COMMITTEE INFORMATION

- A. October 2016 Financial Results Summary – *as presented.*
- B. November 2016 Sales Tax Revenue Information – *as presented.*
- C. October 2016 Operating Indicators – *as presented.*
- D. January 2017 Service Changes – *as presented.*
- E. 3rd Quarter 2016 Service Planning Input Report – *as presented.*
- F. Communications Update – *as presented.*
- G. STA's Holiday Services & Office Hours – *as presented.*

9. FEBRUARY 1, 2017 COMMITTEE PACKAGE AGENDA REVIEW

Chair Trulove asked if there were any comments on the draft agenda for the next Committee meeting. None were forthcoming.

10. NEW BUSINESS

None.

11. COMMITTEE MEMBERS' EXPRESSIONS

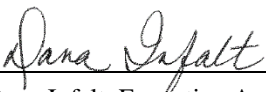
None.

12. ADJOURN

Chair Trulove adjourned the meeting at 2:32 p.m.

13. NEXT MEETING – WEDNESDAY, FEBRUARY 1, 2017, 1:30 P.M, STA SOUTHSIDE CONFERENCE ROOM, 1230 WEST BOONE AVENUE

Respectfully submitted,



Dana Infalt, Executive Assistant

SPOKANE TRANSIT AUTHORITY

PERFORMANCE MONITORING AND EXTERNAL RELATIONS COMMITTEE MEETING

February 1, 2017

AGENDA ITEM: **4B** **RECOMMENDATION TO APPOINT ONE NEW MEMBER TO THE CAC ADVISORY COMMITTEE**

REFERRAL COMMITTEE: N/A

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

SUMMARY: The Citizen Advisory Committee (CAC) was established in 2004 to represent the interests of the community and assist STA staff and the Board of Directors in making the region proud of its public transportation system. In 2015, the Citizen Advisory Committee became a subcommittee to Performance Monitoring and External Relations (PMER) Committee. 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. Selection of members is through an application process followed by a vote from the PMER Committee to appoint members of the CAC.

The CAC would like to recommend for consideration the appointment of Brian Kamp to the CAC. After a 25 year career as a software engineer, Mr. Kamp became a faculty member at Spokane Community College, Gonzaga University, and ultimately at Eastern Washington University where he is a senior lecturer in the Department of Computer Science. As a computer scientist, Mr. Kamp brings a unique perspective regarding data services and as a faculty member, he can provide insight into the needs of the student commuter. In addition, Mr. Kamp is a past vice president of the Filipino-American Association of the Inland Empire. Disability has forced Mr. Kamp to rely on Spokane Transit transportation services, utilizing both fixed route bus and paratransit van services.

RECOMMENDATION TO COMMITTEE: The CAC is requesting the Committee approve the appointment of Brian Kamp to the CAC.

FINAL REVIEW FOR BOARD BY:

Division Head _____

Chief Executive Officer _____

Legal Counsel _____

SPOKANE TRANSIT AUTHORITY
PERFORMANCE MONITORING AND EXTERNAL RELATIONS COMMITTEE MEETING

February 1, 2017

AGENDA ITEM 5A1 : 2017 COMMUNICATIONS PLAN OVERVIEW

REFERRAL COMMITTEE: N/A

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

SUMMARY: The Spokane Transit Communications Plan provides an overview 2017 communications priorities to support STA's goals.

2017 Communications Objectives

Support STA goals to:

- Sustain 2016 fixed route ridership level (approximately 10.3 million trips)
- Continue to maintain and enhance community perception (rated 3.74 out of 5 in 2016; up from 3.37 in 2014)

Communications Priorities:

- Ridership
- STA Moving Forward
- Thought Leadership
- Community Relations
- Media Relations
- Internal Communications
- Customer Service
- Web Development

Ridership

- Increase pass sales through pass sales analysis, targeted sales, commuter packages, promotion
- Grow university and college ridership through relationship building, advocacy, promotion
- Develop broad awareness of new fare through active education, public relations, and regular communications to ensure transparency and sustained/increased ridership
- Increase confidence and awareness of how to use the STA system through Real Time Information and SmartBus promotion, education, thought leadership
- Implement events, destinations programs and partnership efforts to educate, demonstrate, and position STA as a valued service provider
- Implement Plaza events, programming, and rider education to build positive perception, support system operations, and improve customer experience

STA Moving Forward

- Educate and engage our audiences about STA Moving Forward projects and progress
- Demonstrate that we are fulfilling our promises through consistent communication and outreach
- Be proactive in developing a narrative that anticipates public perception through regular community and media relations
- Build public trust through transparent and accessible information

Thought Leadership

- Continue to establish STA as a key player and leader in the region's future growth and development
- Build leadership and board visibility as celebrated community members and leaders

Community Relations

- Tell a powerful, community-inspired story about STA
- Engage greater Spokane communities, including residents and transit riders in shaping a shared vision for the future of transit service
- Demonstrate commitment to transparency and open communication

Media Relations and Tracking

- Maintain positive and proactive relations with media partners
- Maximize positive coverage in the media without paying for it (earned media)
- Show successful impact of media efforts

Internal Communications

- Maximize internal communications to improve employee engagement
 - Ensure employees understand and are invested in STA
 - Continue to test and refine communication vehicles
 - Improve quality of employee engagement survey

Customer Service

- Improve quality of customer service to improve community perception and increase ridership
 - Engage in strategic visioning for future of customer service and identify barriers and opportunities
 - Enhance public-facing communication

Web Development

- Maintain and improve web properties to grow ridership and inform the community through schedule, route information, and other tools on how to use the STA system.

RECOMMENDATION TO COMMITTEE: Approve the 2017 Communication Plan, which supports the STA Priorities and ultimate goals of increasing ridership, and maintaining/enhancing community perception.

FINAL REVIEW FOR BOARD BY:

Division Head _____ Chief Executive Officer _____ Legal Counsel _____

SPOKANE TRANSIT AUTHORITY
PERFORMANCE MONITORING AND EXTERNAL RELATIONS COMMITTEE MEETING

February 1, 2017

AGENDA ITEM 5A2 : 2017 PERFORMANCE MEASURES

REFERRAL COMMITTEE: N/A

SUBMITTED BY: E. Susan Meyer, CEO
Steve Blaska, Director of Operations

SUMMARY: The attached Staff Report presents the 2017 update to our key operational Performance Measures. As in the past, each performance measure is related to a specific Spokane Transit priority. These quantifiable benchmarks demonstrate the agency's commitment to accountability. These goals are aspirational in that staff set a high bar which represents excellent performance.

The report lists STA's proposed 2017 Performance Measures with annotations comparing each measure with what was adopted for 2016 and the status as of the end of 3rd Quarter. Items printed in red are new measures or updates for 2016.

Staff will provide more complete review of how STA performed against each 2016 measure in March when financial data for the year has been finalized.

Staff will also be proposing a methodology to track progress against the STA Moving Forward (STAMF) projects. Staff plans on providing these STAMF progress reports along with the standard performance measures each quarter.

Significant changes for the 2017 Performance Measures are:

The ridership goals reflect the goals set forth in the Annual Strategic Plan:

Fixed Route: Sustain 2016 ridership level. – This ridership level remains approximately 34% higher than ridership was in 2005. Staff expect the effect of lower fuel prices to continue to effect transit ridership nationwide. There will also be downward pressure on STA ridership after the fare increase in July. Staff expect these negative effects to be offset by the additional STAMF service which will be implemented in May & September. The new service, when fully mature in 2 to 3 years, should result in approximately 50,000 to 120,000 additional trips.

Paratransit: 0.5% growth from 2016 ridership. – The continuation of In Person Assessments, Mobility Training, and the Van Grant program will help manage growth in this program. Ridership will also be negatively affected by the fare increase in July. However, the slight growth this year foreshadows the demographic pressures of an aging population and the dynamics of Spokane as a regional center for services for individuals with disabilities.

Vanpool: Sustain 2016 ridership level. – Fuel prices will continue to challenge the vanpool program. The downsizing at one large employer who used the program extensively has also had an effect. Consequently, ridership has dropped significantly since its record high of 250,000 trips in 2012. It is expected that the downward trend over the last four years will hit bottom in 2017 and posture us for future growth.

The Fixed Route Passengers per Revenue Hour (PPRH) goal has decreased slightly. The slight decline in ridership combined with the introduction of additional revenue hours of service will result in a decrease in this measure from its record highs in recent years. Ridership growth associated with new service takes 2 to 3 years to fully develop. Also, some of the increased service will be later on weeknights and on weekends when overall travel demand is lower. At 25 PPRH, STA will retain its position as being an urban transit second only to King County Metro on this metric in Washington State.

Fixed Route On-Time Performance and Paratransit Road Call goals have increased due to our assessment that staff can set a higher bar in these areas.

RECOMMENDATION TO COMMITTEE: Review and recommend the Board approve the 2017 Performance Measures as presented.

COMMITTEE ACTION:

RECOMMENDATION TO BOARD:

FINAL REVIEW FOR BOARD BY:

Division Head _____ Chief Executive Officer _____ Legal Counsel _____

SPOKANE TRANSIT AUTHORITY

Staff Report

Annotated copy to show comparison to 2016

Date: February 1, 2017

SUBJECT: DRAFT 2017 PERFORMANCE MEASURES

MISSION

- We are dedicated to providing safe, convenient and accessible public transportation services to Spokane region neighborhoods, businesses, and activity centers.
- We are leaders in transportation and a valued partner in the community's social fabric, economic infrastructure, and quality of life.

OUR VISION

- STA aspires to be a source of pride for the region.

PRIORITIES AND OBJECTIVES

1. Safety

Emphasize safety of our customers and employees in all aspects of our operations

2. Earn and Retain the Community's Trust

Engender trust and accountability and satisfy and exceed the expectations of citizens, customers, and employees; increase ridership; operate an efficient, cost-effective operation; maintain tight control of operational, administrative, and capital expenditures of public resources; provide service that is responsive and tailored to the area's needs.

3. Provide Excellent Customer Service

Provide consistently high-quality service to customers at every interaction with Spokane Transit; be rated by customers, the community, and employees as providing excellent customer service as measured annually in surveys.

4. Enable Organizational Success

Have a well-trained and highly productive workforce; promote healthy dialogue on important issues; reduce employee injuries.

5. Exemplify Financial Stewardship

Operate an efficient, cost-effective operation; maintain tight control of operational, administrative, and capital expenditures of public resources; establish reasonable, user-based revenue targets; plan for future operational and capital needs.

PERFORMANCE MEASURES

1. ENSURE SAFETY

Emphasize safety of our customers and employees in all aspects of our operations.

Performance Measures

- **Accident Rate**

Fixed Route

Measurement – (1 measure) Preventable accidents

Goal - 0.08 (or less) per 10,000 miles

Measured - Quarterly

No change from 2016 goal/standard

2016 Actual: 0.07 Q3 YTD

Paratransit

Measurement – (1 measure) Preventable accidents

Goal - 0.10 (or less) per 10,000 miles

Measured - Quarterly

No change from 2016 goal/standard

2016 Actual: 0.11 Q3 YTD

- **Injury Rate (Employee Days Lost)**

Fixed Route

Measurement – Work days lost due to injury

Goal – 0.02 (or less) per 1000 employee hours

Measured - Quarterly

Insignificant change to 2016 goal/standard in order to allow for rounding

2016 Goal/Standard: Less than 0.02/1,000 employee hours

2016 Actual: 0.03 Q3 YTD

Paratransit

Measurement – Workers Comp Lost Days

Goal – 0.04 (or less) per 1000 employee hours

Measured – Quarterly

Insignificant change to 2016 goal/standard to allow for rounding

2016 Goal/Standard: Less than 0.04/1,000 employee hours

2016 Actual: 0.04 Q3 YTD

Maintenance

Measurement – Workers Comp Lost Days

Goal – 0.05 (or less) per 1000 employee hours

Measured - Quarterly

Insignificant change to 2016 goal/standard to allow for rounding

2016 Goal/Standard: less than 0.05/1,000 employee hours

2016 Actual: 0.05 Q3 YTD

- **Injury Rate (Employee Claims)**

Fixed Route

Measurement – Claims per 1,000 hours

Goal – 0.05 claims (or less) per 1,000 hours

Measured – Quarterly

Insignificant change to 2016 standard in order to allow for rounding

2016 Goal/Standard: Less than 0.05/1,000 employee hours

2016 Actual: 0.04 Q3 YTD

Paratransit

Measurement – Claims per 1,000 hours

Goal – 0.08 (or less) claims per 1,000 hours

Measured - Quarterly

Insignificant change to 2016 standard to allow for rounding

2016 Goal/Standard: Less than 0.08/1,000 employee hours

2016 Actual: 0.08 Q3 YTD

Did Not Meet Standard

Maintenance

Measurement – Claims per 1,000 hours

Goal – 0.09 (or less) claims per 1,000 hours

Measured - Quarterly

Insignificant change to standard to allow for rounding

2016 Goal/Standard: Less than 0.09/1,000
employee hours)

2016 Actual: 0.10 Q3 YTD

2. EARN AND RETAIN THE COMMUNITY'S TRUST

Engender trust and accountability and satisfy and exceed the expectations of citizens, customers, and employees; increase ridership; provide service that is responsive and tailored to the area's needs.

Performance Measures

- **Ridership**

Fixed Route

Measurement – Number of unlinked trips

Goal – Sustain 2016 ridership level (approximately 10.3 million trips)

Measured – Monthly

Change to 2016 goal. This ridership level remains approximately 34% higher than ridership was in 2005. We expect the effect of lower fuel prices to continue to effect transit ridership nationwide. There will also be downward pressure on STA ridership after the fare increase in July. We expect these negative effects to be offset by the additional STAMF service which will be implemented in May & September. The new service, when fully mature in 2 to 3 years, should result in approximately 50,000 to 120,000 additional trips.

2016 Goal: 1.5% growth

2016 Actual: -5.1% Q3 YTD

Paratransit

Measurement – Number of unlinked trips

Goal – 0.5% increase from 2016 (approximately 470,000 trips)

Measured – Monthly

Change to 2016 goal. The continuation of IPA, Mobility Training, and the Van Grant program will help manage growth in this program. Ridership will also be negatively affected by the fare increase in July. However, we should expect the demographic pressures mentioned below to cause a slight growth in ridership.

2016 Goal: 0% growth

2016 Actual: 0.8% Q3 YTD

Vanpool

Measurement – Number of unlinked trips

Goal – Sustain 2016 ridership level (approximately 190,000 trips)

Measured – Monthly

Change to 2016 goal. Fuel prices will continue to challenge the vanpool program. The downsizing at one large employer who used the program extensively has also had an effect. Consequently, ridership has dropped significantly since its record high of 250,000 trips in 2012. We expect that the downward trend over the last four years will hit bottom in 2017 and posture us for future growth.

2016 Goal: 7.0%

2016 Actual: -11.7% Q3 YTD

- **Service Effectiveness**

Fixed Route

Measurement – Passengers per revenue hour

Goal – 25 or above system wide average

Measured – Quarterly

Change to 2016 goal. The slight decline in ridership combined with the introduction of additional revenue hours of service will result in a decrease in this measure from its record highs in recent years. Ridership growth associated with new service takes 2 to 3 years to fully develop. Also some of the increased service will be later on weeknights and on weekends when overall travel demand is lower. At 25 PPRH, STA will retain its position as being an urban transit second only to King Co Metro on this metric in Washington State.

2016 Goal: 28 PPRH

2016 Actual: 23.47 Q3 YTD

Paratransit

Measurement – Passengers per revenue hour

Goal – 3.0

Measured – Quarterly

No change to 2016 goal

2016 Actual: 2.81 Q3 YTD

- **Customer Security**

Fixed Route

Measurement – Response to two questions on annual survey: Customer assessment of personal safety & drivers' driving safe

Goal – 4.5 (or above) average

Measured – Annually

No change from 2016 goal/standard

2016 Fixed Route Actual: NA

Paratransit

Measurement – Response to two questions on annual survey: Customer assessment of personal safety & drivers driving safe

Goal – 4.5 (or above) average

Measured – Annually

No change from 2016 goal/standard

2016 Paratransit Actual: Survey results not available yet

- **Public Outreach**

- Agency Wide

- Measurement – Response to question on annual community survey: STA does a good job listening to the public.

- Goal – 4.5 (or above) average

- Measured – Annually

- No change from 2016 goal/standard

- 2016 Actual: Survey results not available yet

3. **PROVIDE OUTSTANDING CUSTOMER SERVICE**

Provide consistently high-quality service to customers at every interaction with Spokane Transit; be rated by customers, the community, and employees as providing excellent customer service as measured annually in surveys.

Performance Measures

- **On Time Performance**

- Fixed Route

- Measurement – 0 to 5 minutes from scheduled time point

- Goal – 90% on time

- Measured – Quarterly

- Goal is increased based on our experience in 2016.

- 2016 Goal: 85%

- 2016 Q3 YTD Actual: 92.1%

- Paratransit

- Measurement – 0 to 30 minutes from scheduled pick up time

- Goal – 95% on time

- Measured – Monthly

- No change from 2016 goal.

- 2016 Goal: 95%

- 2016 Q3 YTD Actual: 92.21%

- **Call Center**

- Fixed Route Abandon Rate

- Measurement – Percent of calls abandoned in comparison to the total call volume

- Goal – 4% or below

- Measured – Monthly

- No change from 2016 goal

- 2016 Q3 YTD Actual: 5.7%

- Paratransit Abandon Rate

- Measurement – Percent of calls abandoned in comparison to the total call volume

- Goal – 4% or below

- Measured – Monthly

- No change from 2016 goal.

- 2016 Q3 YTD Actual: 2.2%

- Fixed Route Service Level

- Measurement – The percent of time calls are answered within the goal period

- Goal – 90%/60 seconds

- Measured – Monthly

- No change from 2016 goal.

- 2016 Q3 YTD Actual: 90

Paratransit Service Level

Measurement – The percent of time calls are answered within the goal period

Goal – 90%/60 seconds

Measured – Monthly

No change from 2016 goal.

2016 Q3 YTD Actual: 89%

- **Professionalism and Courtesy**

Fixed Route

Measurement – Quality Counts survey response to: “Operator professional and courteous throughout the trip”

Goal – 4.5 (or above) average on a scale of 1 to 5

Measured – Monthly

No change from 2016 goal/standard.

2016 Q3 YTD Actual: 4.83%

Paratransit

Measurement – Quality Counts survey response to: “Operator professional and courteous throughout the trip”

Goal – 4.5 (or above) average on a scale of 1 to 5

Measured – Monthly

No change from 2016 goal/standard.

2016 Q3 YTD Actual: 4.69%

Administration/Customer Service/Paratransit Reservations/Security

Measurement – Quality Counts survey response to: “Employee was professional and courteous throughout the call/interaction”

Goal – 4.5 (or above) average on a scale of 1 to 5

Measured – Monthly

No change from 2016 goal/standard.

2016 Q3 YTD Actual: 4.81%

- **Driver Announcements / Introduction**

Fixed Route

Measurement – Quality Counts survey response to: “Published stops are announced”

Goal – 95% (or above) average on Quality Counts surveys

Measured – Monthly

No change from 2016 goal/standard.

2016 Q3 YTD Actual: 100%

Paratransit

Measurement – Quality Counts survey response to: “Operator identifying himself/herself at pick-up”

Goal –90% (or above) average on Quality Counts surveys

Measured – Monthly

No change from 2016 goal/standard.

2016 Q3 YTD Actual: 75%

- **Cleanliness of coach / van**

Fixed Route

Measurement – Response to Quality Counts survey

Goal –90% (or above) average on Quality Counts surveys

Measured – Monthly

No change from 2016 goal/standard.

2016 Q3 YTD Actual: 99.1%

Paratransit

Measurement – Response to Quality Counts survey

Goal –90% (or above) on Quality Counts surveys

Measured – Monthly

No change from 2016 goal/standard.

2016 Q3 YTD Actual: 100%

- **Complaint Rate**

Fixed Route

Measurement – Number of complaints received

Goal – 8 complaints (or less) per 100,000 boardings

Measured – Monthly

Slight change from 2016 to allow for rounding

2016 Goal – Less than 8 complaints per 100,000 boardings

2016 Q3 YTD Actual: 7.6

Paratransit

Measurement – Number of complaints received

Goal – 8 complaints (or less) per 10,000 boardings

Measured - Monthly

Slight change from 2016 to allow for rounding

2016 Goal – Less than 8 complaints 10,000 boardings

2016 Q3 YTD Actual: 8.3

- **Maintenance Reliability**

Fixed Route

Measurement – Number of Road Calls

Goal – Less than 1 per 7,500 miles

Measured - Monthly

No change from 2016 goal.

2016 Q3 YTD Actual: 1 per 6,996 miles

Paratransit

Measurement – Number of Road Calls

Goal – Less than 1 per 75,000 miles

Measured – Monthly

Increased from 2016 goal.

2016 Goal – Less than 1 per 57,000 miles

2016 Q3 YTD Actual: 1 per 98,487 miles

4. **ENABLE ORGANIZATIONAL SUCCESS**

Have a well-trained and highly productive workforce; promote healthy dialogue on important issues. Have an active and engaged Board of Directors.

Performance Measures

- **Training Rate (Employee)**

Fixed Route

Measurement – Complete Advanced Operator Training

Goal – 8 hours per Operator annually

Measured – Quarterly

No change from 2016 goal.

2016 Q3 YTD: In process

Paratransit

Measurement – Complete Advanced Operator Training

Goal – 8 hours per Operator annually

Measured – Quarterly

No change from 2016 goal.

2016 Q3 YTD: Training cancelled due to requirement for an additional new hire class

Maintenance

Measurement – 4 major component training events + variety of general professional classes

Goal – Invest average of 25 hours per maintenance employee per year

Measured - Annually

No change from 2016 goal.

2016 Q3 YTD: In process

Managers/Supervisors/Administrative

Measurement – Scheduled Professional Development Class

Goal – 100% of population receive either on-site or off-site training event per year

Measured – Annually

No change from 2016 goal.

2016 Q3 YTD: In process

- **Annual Employee Feedback**

Fixed Route

Measurement – Supervisor conducts formal ride check/ride along

Goal – 100% of operators receive a successful evaluation on a ride check/ride along annually

Measured - Quarterly

No change from 2016 goal.

2016 Q3 YTD: In process

Paratransit

Measurement – Supervisor conducts formal ride check/ride along

Goal – 100% of operators receive a successful evaluation on a ride check/ride along annually

Measured - Quarterly

No change from 2016 goal.

2016 Q3 YTD: In process

- **Governance**

Board Development

Measurement – Attendance at a transit-related conference/training event

Goal – Two Board members attend annually

Measured – Annually

No change from 2016 goal.

2016 Goal – Two Board members attend annually

2016 Q3 YTD: Six Board members attended a transit conference

5. **EXEMPLIFY FINANCIAL STEWARDSHIP**

Operate an efficient, cost-effective operation; maintain tight control of operational, administrative, and capital expenditures of public resources; establish reasonable, user-based revenue targets; plan for future operational and capital needs.

Performance Measures

- **Cost Efficiency**

Fixed Route

Measurement – Cost per Revenue Hour

Goal – below 95% of average cost of urban systems in Washington State

Measured – Quarterly

No change from 2016 goal.

2016 Q3 YTD: 82.4% projected

Paratransit

Measurement – Cost per Revenue Hour

Goal – below 95% of average cost of urban systems in Washington State

Measured – Quarterly

No change from 2016 goal.

2016 Q3 YTD: 74.1% projected

- **Cost Effectiveness**

Fixed Route

Measurement – Cost per Passenger

Goal – below 95% of average cost of urban systems in Washington State

Measured – Quarterly

No change from 2016 goal.

2016 Q3 YTD: 68.3% projected

Paratransit

Measurement – Cost per Passenger

Goal – below 95% of average cost of urban systems in Washington State

Measured – Quarterly

No change from 2016 goal.

2016 Q3 YTD: 59.4% projected

- **Cost Recovery from User Fees**

Fixed Route

Measurement – Farebox Return

Goal – at least 20%

Measured – Quarterly

No change from 2016 goal.

2016 Q3: 17.2%

Paratransit

Measurement – Farebox Return

Goal – at least 5%

Measured – Quarterly

No change from 2016 goal.

2016 Q3: 5.2%

Vanpool

Measurement – Fare revenue compared to Operational and Administrative expenses (not including Special Use Vanpool)

Goal – 100%

Measured – Quarterly

No change from 2016 goal

2016 Q3 YTD: 103.5%

- **Maintenance Cost**

Fixed Route

Measurement – Cost per total mile by fleet

Goal – \$1.28 (or less) per mile

Measured - Quarterly

Slight change from 2016 to allow for inflation of parts and labor

2016 Goal – \$1.26 per mile

2016 Q3 YTD Actual: \$1.19

Paratransit/Vanpool

Measurement – Cost per total mile

Goal – \$0.91 (or less) per mile

Measured – Quarterly

No change from 2016 goal.

2016 Q3 YTD Actual: \$0.96

- **Financial Capacity**

Financial Management

Measurement – Adherence to approved Operating Budget

Goal – Operate at, or below, budgeted expenditures

Measured – Quarterly

No change from 2016 goal.

2016 Q3 YTD Actual: Currently below budget and projected to end the year below budget.

Service Level Stability

Measurement – Number of years current service level can be sustained

Goal – 6 years

Measured – Annually

No change from 2016 goal.

2016 Q3 YTD: In process

Ability to Sustain Essential Capital Investments

Measurement – Fully funded Capital Improvement Plan

Goal – 6 years

Measured – Annually

No change from 2016 goal.

2016 Q3 YTD: In process

Public Perception

Measurement – Answer to question on annual community survey: STA is financially responsible

Goal – 4.5 (or above) on a scale of 1 to 5

Measured – Annually

No change from 2016 goal/standard.

2016 Actual: Survey results not available yet

SPOKANE TRANSIT AUTHORITY
PERFORMANCE MONITORING AND EXTERNAL RELATIONS COMMITTEE MEETING

February 1, 2017

AGENDA ITEM 6A : SEPTEMBER 2017 SERVICE REVISIONS – PRELIMINARY PROPOSAL

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Karl Otterstrom, Director of Planning
Matt Kenney, Transit Planner III

SUMMARY: With the voter approval of the STA Proposition 1, the multi-year implementation of the projects will begin immediately with some of the basic service improvements that are scheduled to be in operation by the end of 2017. In order to accelerate improvements, some of these improvements are scheduled to go into effect in May while others are slated for September, a more typical time for major changes. Phase I of the 2017 service changes and modifications were approved by the STA Board of Directors on December 15, 2016, and will be implemented in May. This Preliminary Proposal will focus on Phase II of the 2017 service changes and modifications scheduled to be implemented in September.

Although the concepts listed in this Preliminary Proposal have been outlined in the *STA Moving Forward* plan, this September 2017 service change will be brought forward through a public process to receive public input before service can begin. The changes are considered moderate (1.0% up to 5.0% growth or reduction in revenue hours of service in any calendar year) according to Policy 1.1 of the Communications and Public Input Element of STA's Comprehensive Plan. Required Board action is to be preceded by public outreach and a public hearing. The Preliminary Proposal represents a beginning point for public dialogue and input which will be critical for a Final Recommendation that will be published in May. The timeline for receiving public input, refining, approving, and implementing the proposal is provided below.

DATE	ACTIVITY
February 1, 2017	Present Preliminary Proposal to Board Committees
February 1, 2017 to March 15, 2017	Outreach at neighborhood group meetings, notices on bus stops, flyers at park & ride lots, and online survey
April 5, 2017	Present Draft Recommendation to Performance Monitoring & External Relations Committee
April 20, 2017	Public hearing on Draft Recommendation by Board of Directors
May 3, 2017	Present Final Recommendation to Performance Monitoring and External Relations Committee
May 18, 2017	Board of Directors action
September 17, 2017	Service revisions go into effect based on Board approval

Proposal Overview

This Preliminary Proposal incorporates phasing in several fixed-route projects identified in *STA Moving Forward* to be implemented in 2017 as well as explore objectives listed in the Service Implementation Plan contained within the Transit Development Plan (TDP). For this second phase of 2017 improvements, the following improvements, in addition to routine service adjustments, have been identified in Appendix B of the *STA Moving Forward* plan:

- Upgrade to HPT "Lite" service along I-90 between Spokane and Liberty Lake via Spokane Valley including new night and weekend service (First phase – introduce more mid-day weekday trips).
- Improve weekday reliability for bus service on North Division Street.
- Add Sunday service on North Nevada Street.

Further details on the specific changes listed above, as well as other proposed service revisions, can be viewed via the following link beginning on February 1, 2017.

http://www.spokanetransit.com/files/content/SEPT_2017_Preliminary_Proposal.pdf

RECOMMENDATION TO COMMITTEE: Information only.

FINAL REVIEW FOR BOARD BY:

Division Head _____

Chief Executive Officer _____

Legal Counsel _____

September 2017 Service Revisions

Preliminary Proposal

Prepared for:
**Performance Monitoring and External Relations
Committee**

Draft

1/24/2017



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Executive Summary

Based on years of input from citizens and technical preparation, the Spokane Transit Board of Directors approved a plan that aims to maintain the existing transit system while adding more resources where needed to improve service levels throughout the region. The *STA Moving Forward* plan, which is the basis of the voter approved Proposition 1 ballot measure, includes more than 25 projects to provide more and better transit service throughout the region.

With the approval of the 2/10ths of one cent incremental increase to Spokane Transit's tax rate to fund transit improvements, the multi-year implementation of the projects will begin immediately with some of the basic service improvements that are scheduled to be in operation by the end of 2017. Subsequent phases of the *STA Moving Forward* plan will be implemented throughout a ten-year plan horizon. More information on Proposition 1 projects can be found online at stamovingforward.com.

Development of the Preliminary Proposal

The *STA Moving Forward* plan, as amended, identifies a number of service changes and improvements that would go into effect in 2017. In order to accelerate improvements, some of these improvements are scheduled to go into effect in May while others are slated for September, a more typical time for major changes. Both rounds of service changes require approval by the STA Board of Directors after public outreach. Phase One of the 2017 service changes and modifications were approved by the STA Board of Directors on December 15, 2016 and will be implemented in May. This Preliminary Proposal will focus on Phase Two of the 2017 service changes and modifications scheduled to be implemented in September.

According to the *STA Moving Forward* plan, the following changes are planned to go into effect in September 2017 at the regular service change:

- Upgrade to HPT "Lite" service along I-90 between Spokane and Liberty Lake via Spokane Valley including new night and weekend service (First phase - introduce more mid-day weekday trips).
- Improve weekday reliability for bus service on North Division Street.
- Add Sunday service on North Nevada Street.

Fixed-route service design requires a robust examination of opportunities, feedback and consideration of policies and design principles. This Preliminary Proposal has been developed in

accordance with the principles and policies of *Connect Spokane*, STA's Comprehensive Plan for Public Transportation, while meeting the commitments set forth in the *STA Moving Forward* plan. While these are rigorous requirements and policies, they still provide for ample room for public input, discussion and technical considerations. Indeed, transit planning has both elements of art and science with a heavy dosage of constraints introduced by the built environment. Given this, virtually every improvement in the *STA Moving Forward* plan will have an appropriately scaled public input process that precedes the implementation of the service or when specific design considerations are under evaluation. Voters' approval of the funding for *STA Moving Forward* represents more of a beginning to public input rather than the final decision.

This proposal also contains other individual route improvements not listed in *STA Moving Forward* in conjunction with ongoing scheduling adjustments as provided for in the board-adopted 2016 Transit Development Plan (TDP).

Members from the Planning, Operations, Customer Service, Communications, and Training Departments make up STA's internal Service Improvement Committee. This committee meets bi-monthly in order to discuss ideas, resolve route safety issues, and review proposed changes to STA's bus system. This committee was instrumental in the completion of this Preliminary Proposal.

Proposed Revisions

The proposed revisions, per *STA Moving Forward* and the Transit Development Plan (TDP), for September 2017 can be categorized as follows:

- More service on existing routes
- Modify/Add service
- Modify existing routes to improve service effectiveness

More service on existing routes

Route 28 Nevada – Saturday night and Sunday/Holiday Service

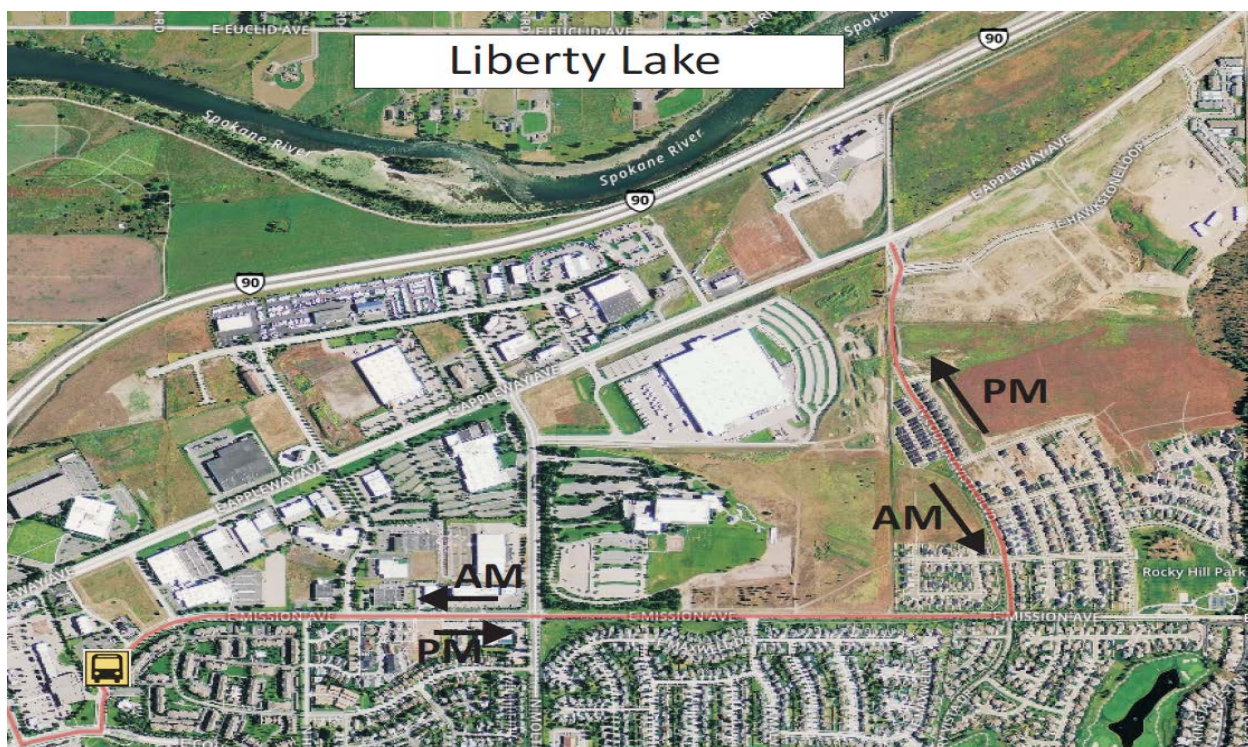
To meet Connect Spokane policy FR3.1, existing Route 28 requires service that lasts until 10pm on Saturdays and 9pm on Sundays. Per the *STA Moving Forward* plan, the route will be extended to the end of line Saturday nights and all day Sunday/Holidays. More than 9,700 people within ¼ mile of this route have regular bus service on weekdays but do not have

adequate weekend service. On Saturday nights and all day Sunday/Holidays, bus service is currently provided via a one-way loop that also covers a portion of Route 26 and service does not extend past Francis Ave. The one-way loop is subject to discontinuation.

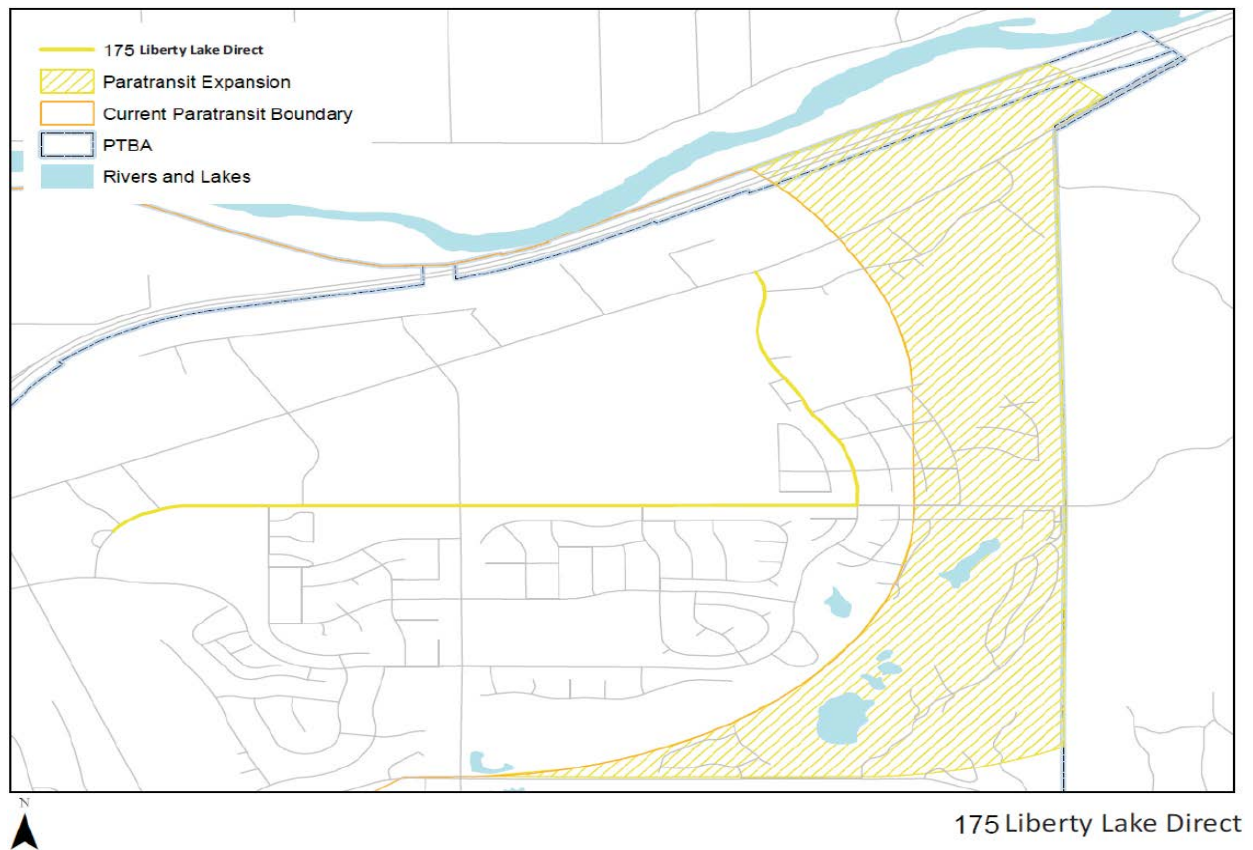
Route 174 Liberty Lake Express – More Weekday Service

The current routing is part of a designated future HPT corridor. The *STA Moving Forward* Plan phases in the improvements along the corridor which includes service on weeknights and weekends. The first phase is more weekday mid-day trips in order to fill the current two hour gaps in service.

Along with more weekday mid-day trips on Route 174, a new route would be introduced that would partially reinstate direct, non-stop service between Liberty Lake and Spokane during peak hours. This is listed as an *STA Moving Forward* project; however, it is not scheduled for full implementation until 2023. Three inbound trips would be offered in the AM peak from Liberty Lake and three outbound trips would be offered in the PM peak from Downtown Spokane to return to Liberty Lake. Currently Route 174 exits I-90 in order to serve Mirabeau Park & Ride and this new direct service would stay on I-90 between Downtown Spokane and Liberty Lake. The new route is proposed to serve new areas in Liberty Lake east of current service on Molter Road reaching the new Hawkstone development east of Country Vista Boulevard and Appleway Avenue. The new route would still serve the Liberty Lake Park & Ride. The current concept for service within Liberty Lake is depicted below.



It should be noted that the new route would expand the Paratransit boundary which would increase the number of households eligible for Paratransit service in Liberty Lake. The expansion of the Paratransit boundary is depicted below.



Modify/Add service

The TDP lists proposed plans for service revisions in North Spokane in order to address several operational issues. Per the TDP, Routes 25, 26, and 28 are all subject to revisions as follows:

Route 25 Division – explore alternative end of line locations in conjunction with changes with changes to Routes 26 and 28

Route 26 Lidgerwood – route may be restructured depending on the final Route 25 and/or Route 28 end of line locations or significantly modified to eliminate turning movements that negatively influence travel time and impact reliability.

Route 28 Nevada – reconfigure end of line to find a more suitable layover location as the current location does not provide a restroom for coach operators on weeknights and weekends.

Furthermore, 30 extra minutes of cycle time was added to Route 26 in September 2015 on weekdays (one extra bus in operation) in order to improve reliability, provide more coach operator recovery time, and provide more running time in both directions. This has resulted in excessive unproductive layovers and was deemed a short-term fix to Route 26 reliability issues. The goal is for the route to return to a more appropriate 90 minute cycle.

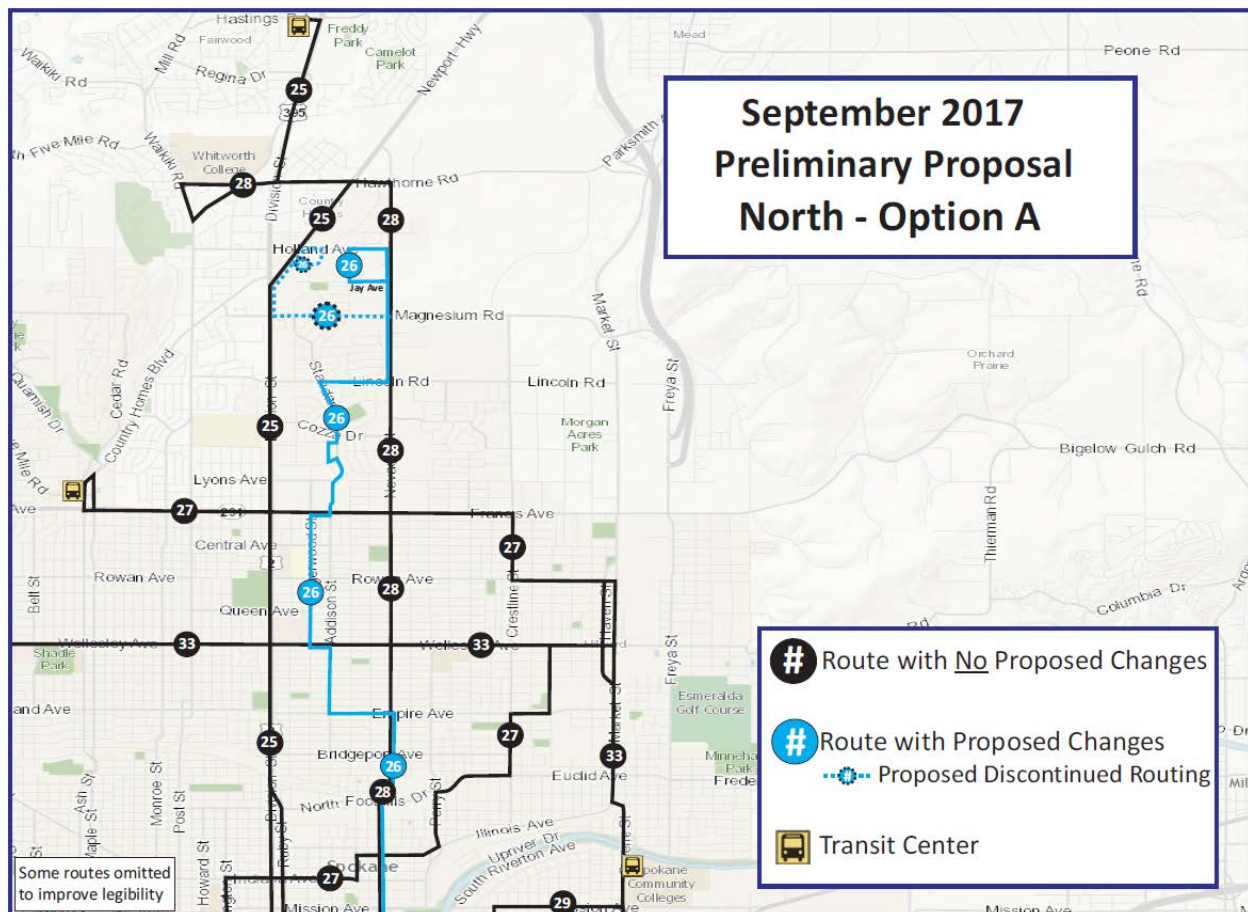
There are multiple options for accomplishing the TDP objectives listed above while also serving other transportation needs in the area. STA is beginning the public input process with two options of service for North Spokane. It should be noted that both options include extending Route 28 to the end of line Saturday nights and all day Sunday/Holidays per the *STA Moving Forward* plan.

North Proposal – Option A

Option A attempts to straighten out the last segment of Route 26 in order to improve reliability and improve productivity. In this option, no routing changes occur to Routes 25 or 28. Route 26 would be modified to end in the vicinity of Dakota Street and Jay Avenue between Walmart Supercenter and WinCo Foods. The exact layover location has not been determined. Currently, a total of five left turns at traffic lights are performed in the last segment and this option would reduce that to one left turn. In order to improve reliability, the cycle time was increased to 120 minutes (from 90 minutes) with one extra bus in operation starting with the September 2015 service change. This created 40 minute unproductive weekday layovers at the end of line but was a necessary and temporary service revision in order to improve reliability until a more permanent fix was developed. Furthermore, loss of service would occur on Magnesium Road between Division Street (Route 25) and Nevada Street (Route 28). This amounts to a loss of five

bus stops in both directions with an average of 48 daily weekday inbound boardings and one outbound boarding.

Although Route 28 would not experience any routing changes in this option, a capital investment would be necessary in order to construct a restroom at the end of line. Currently, coach operators can only access a restroom on weekdays during Whitworth University business hours.



North Proposal – Option B

Option B proposes the most change to North Spokane bus service impacting three routes. This option introduces a new route that would bring back bus service to some areas that was eliminated during the Great Recession while also introducing service to new areas of North Spokane. However, in this option the 15 minute frequency along Hamilton and Nevada Streets to Empire Avenue provided by Routes 26 and 28 would be subject to elimination. This option would provide transit access to 2,381 more people and connect people to 604 more jobs than current service. A route by route description of the changes is as follows:

Route 25 – In addition to the *STA Moving Forward* improvement of improving downtown departure reliability, the route would be modified to end in the vicinity of Hawthorne Road and Newport Highway instead of Hastings Park & Ride (see Route 28 below). This would improve reliability as the route currently experiences delays in route segment along and intersecting with Hawthorne Road. On weekends, the route could operate with a 90 minute cycle instead of 105-120 minutes thereby improving productivity and providing some cost savings. The route is proposed to turn around via Hawthorne Road, Nevada Street and Newport Highway; however, the exact layover location is yet to be determined. The loss of Hastings Park & Ride service amounts to an average of 156 daily weekday boardings.

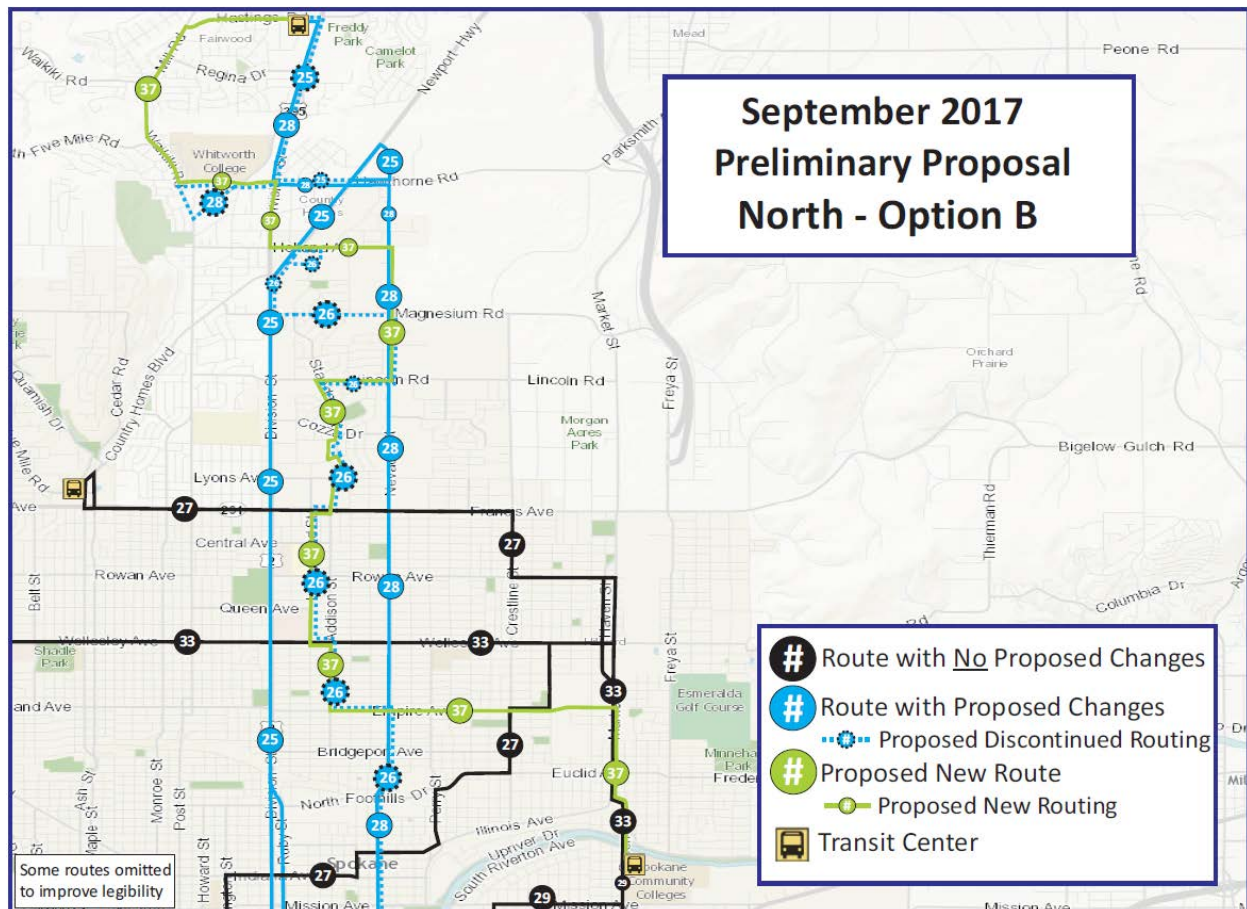
Route 26 – This route would be discontinued and replaced with new Route 37 that would operate along most of the current routing. A loss of service would occur on Magnesium Road like in Option A.

Route 28 – In addition to the *STA Moving Forward* improvement of extending the route to the end of line Saturday nights and all day Sunday/Holidays, the route would be modified to end at Hastings Park & Ride where there is a restroom for use by coach operators. A new restroom would not need to be constructed as in Option A thereby providing capital cost savings. The route would still operate with 30 minute frequency which means a reduction along Hamilton and Nevada Streets to Empire Avenue from the combined 15 minute frequency between Routes 26 and 28. Service at Whitworth University would be replaced with Route 37 and students would be required to transfer to Route 25 in order to travel downtown (an average of 17 daily weekday boardings).

Route 29 – Although Route 29 would not experience any routing changes in this option, the schedule would need to change in order the offset with Route 28 to keep the current 15 minute frequency of service through the U-District. The route would most likely be interlined with the new Route 37 at SCC.

Route 37 (NEW) – This new route would have terminals at SCC and Hastings Park & Ride. This route would partially restore service eliminated in the 2011 service reductions along Empire/Garland Avenue between Addison and Market Streets (old Route 31). The route would serve most of the existing Route 26 destinations along the current routing between Empire Avenue and Lincoln Road (Northtown Mall, Holy Family Hospital, and Lilac Plaza). The route would introduce new service on Division Street between Hawthorne Road and Holland Avenue while also providing new local seven day-a-week service north of Whitworth University along Waikiki, Mill, and Hastings Roads which would serve Mead High School. This area currently only has weekday peak service on Route 124 with limited bus stop access.

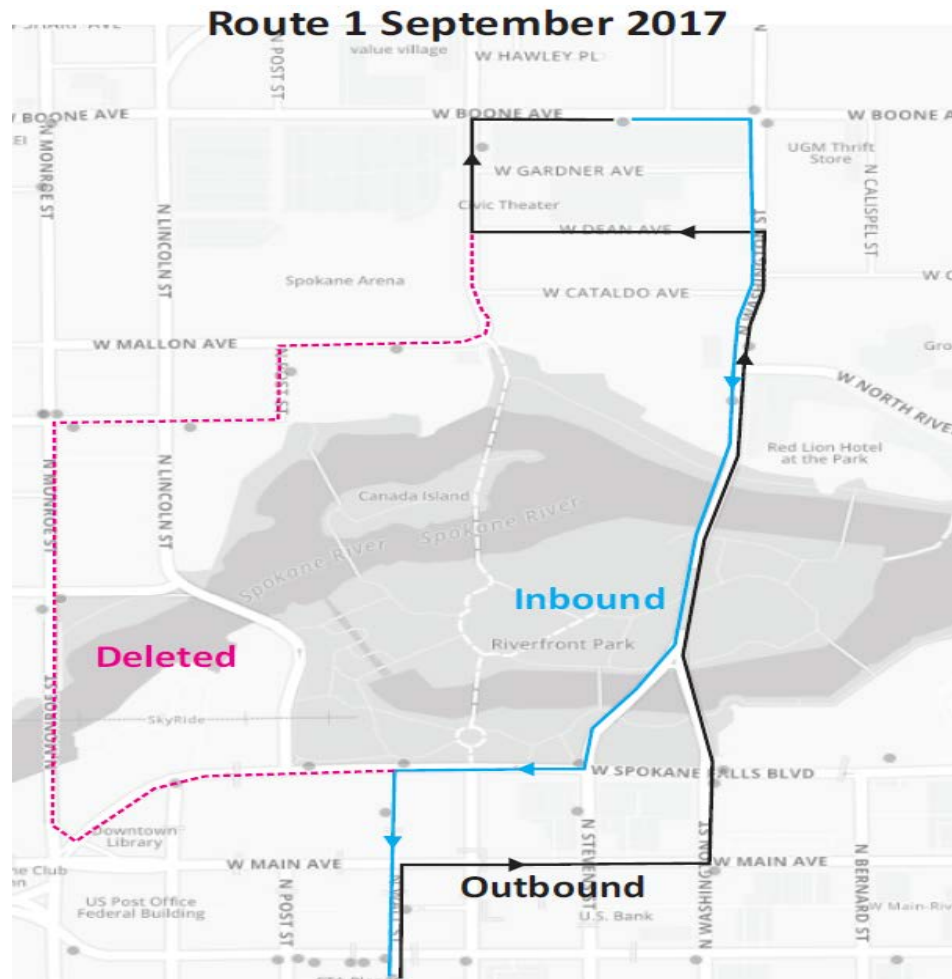
Option B also includes improving Sunday/Holiday frequency to 30 minutes on Wellesley on Route 33. This would match the May 2017 frequency improvement on Saturdays and improve connection wait times for this important crosstown route.



Modify existing routes to improve service effectiveness

Route 1 Arena Shuttle

While not specifically listed in *STA Moving Forward* or the TDP, STA is considering modifying the Route 1 routing in order to provide a faster return trip from Downtown Spokane to the Arena Lot and to eliminate the one-way loop routing. This change is also meant to increase productivity as the route has been underperforming for several years even though it operates with 10 minute frequency during weekday peak periods. The route has been on the Annual Route Report's out of compliance list for several consecutive years consistently not meeting the Ridership and Energy standards. It should be noted that the route will be on this "detour" routing in early 2017 when a major City of Spokane project closes a portion of Spokane Falls Boulevard; therefore, passengers will be acclimated with the proposed September routing which would convert the detour routing to permanent routing.



Route 25 Division – Improve Weekday Reliability

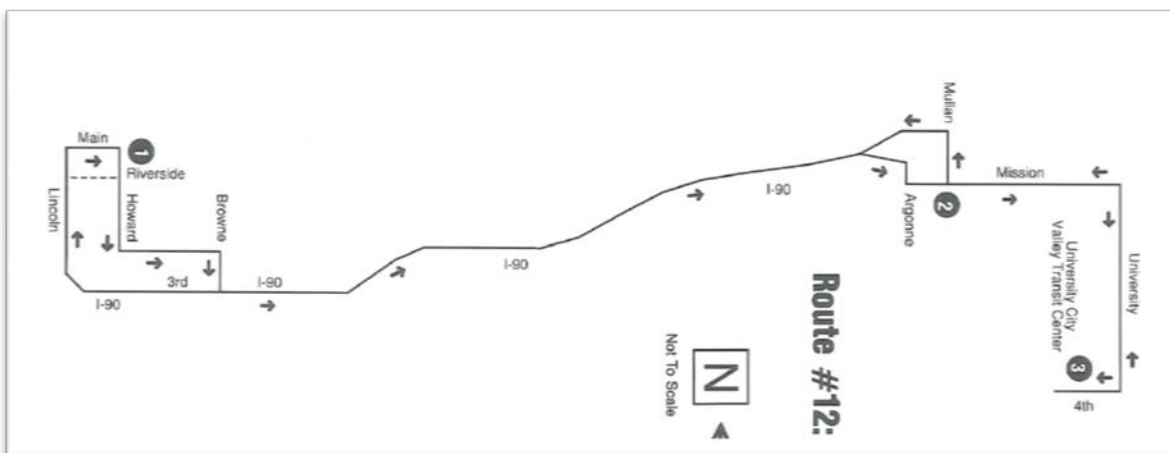
This *STA Moving Forward* enhancement would improve outbound departure reliability by introducing a layover location in Downtown Spokane other than the Plaza. Inbound arriving buses will be able to drop off passengers at the Plaza and then travel out of service to the layover location which would improve transit operations by significantly reducing early arriving bus dwell time in front of Spokane Regional Business Center (SRBC) on Riverside Avenue and Post Street.

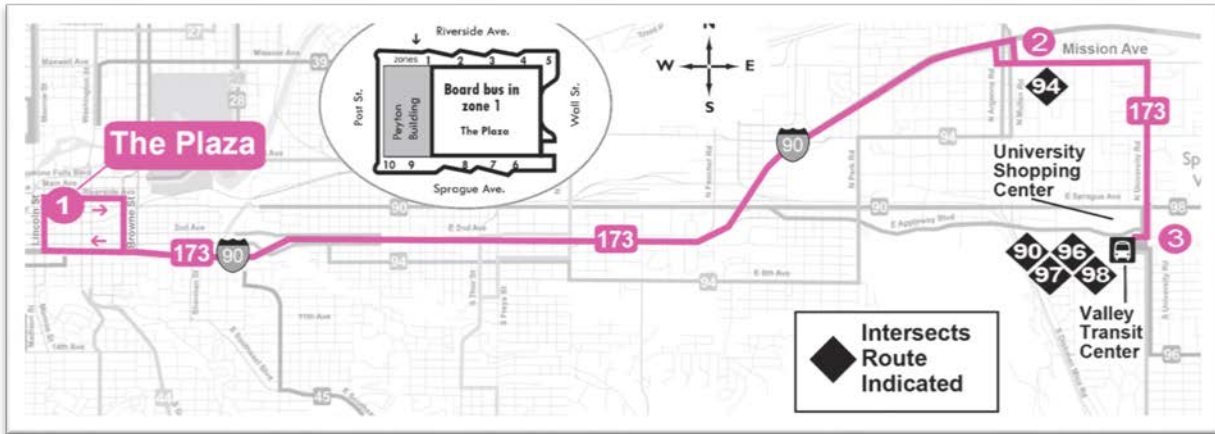
Route 173 VTC Express

While not specifically listed in *STA Moving Forward* or the TDP, STA is considering different ways to improve service effectiveness and efficiency on Route 173 Valley Transit Center (VTC) Express, which provides weekday service between the Valley Transit Center and downtown Spokane. *Connect Spokane* and *STA Moving Forward* call for ongoing review and optimization of bus service to maximize the community benefit and customer utilization. Furthermore, the route has not met the Ridership standard for several consecutive years and is currently on the Annual Route Report's out of compliance list. This section provides historic context to this proposal as well as an analysis of ridership and demographic implications of the changes.

Historic Background

Route 173 VTC Express has experienced very little routing change since its antecedent Route 12 University City Express created over 30 years ago. Routing modifications have been limited to the method for accessing downtown Spokane. Below is a map from 1990 displaying the Route 12 University Express compared to the present day 173 VTC Express. A map of the #73 VTC Express which existed from 1998 to 2011 would match almost exactly, except for changes in the path to and from the Plaza.





While documentation on the rationale of the original route pattern is not readily available, one can assume that at the time, travel times using the Argonne/I-90 interchange were more reliable and faster than the Sprague/I-90 interchange. The generous lanes and coordinated traffic signals along Sprague Avenue and Appleway Boulevard were completed in late 2000 near the time major improvements were made to the Sprague/I-90 interchange by WSDOT. Since that time, the quickest travel time between downtown Spokane and the Valley Transit Center are decidedly achieved by using the Sprague Avenue/Appleway Boulevard couplet to I-90. Again, no documentation exists as to why the route did not reflect those improvements, but it is common that the impacts to existing riders receive more attention than the prospective benefits to existing and future riders. In the case of the stops along Mission Avenue and University Street, Route 173 provides geographic coverage, possibly an unintended side benefit (or obligation) of the historic route pattern. Changes to the pattern were discussed in 2010 in connection with the major service reductions of 2011. However, these changes were not presented to the public at the time as they neither reduced operating costs nor simplified the magnitude of change to which the board had directed staff to present for public review. Introducing the discussion of route modifications in Spokane Valley broaches the opportunity to re-address this issue.

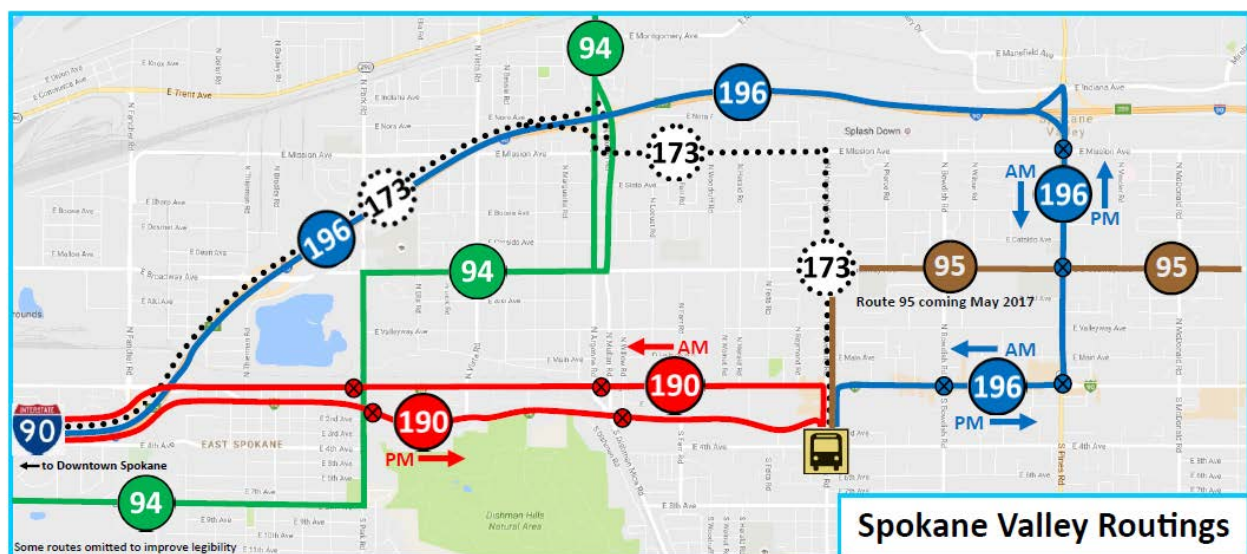
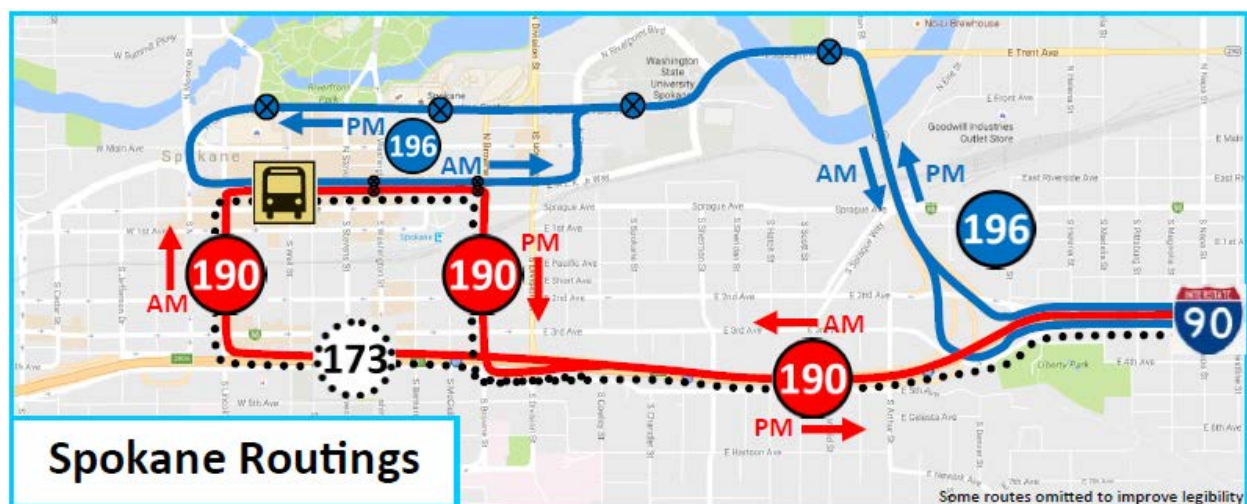
Policy Considerations

Fixed Route Policy 1.3 addresses the service levels of commuter peak service: “This is a service that is focused on premium/express service to a major employment or education center on weekdays at peak periods for the destination. **Such routes are typically one-way in each peak.** It may be anchored by a park and ride facility or have a collection segment through residential areas before traveling limited stop to the employment/education center.” Note the added emphasis of such routes typically being oriented in one way in each peak. This policy allows using buses in a reverse peak

direction for either quicker deadheading turnaround times (this is helpful if doing so will reduce transit coach requirements) or for serving travel markets and commute flows that are in the opposite direction.

Proposed Revisions

To continue the public input and discussion from the May 2017 Preliminary Proposal, STA is proposing to introduce two commuter peak routes in the stead of the current 173 VTC Express: the first (Route 190) oriented toward the job market of downtown and the connectivity to the Plaza (which provides good connections to other destinations such as the medical district and Spokane Falls Community College), and a secondary, or subordinate peak route (Route 196) that serves jobs within walking distance of Pines Road and Sprague. This creates a pathway back to the Valley Transit Center that features far more jobs than the current path.



As of 2014, there were over 4,500 jobs within ¼ mile of the the segment of Pines and Sprague that could be served by the 196. This compares to the approximately 2,000 jobs along the existing path of the 173 from Argonne Road at I-90, along Mission Avenue then to University Road to the Valley Transit Center. In both cases only a fraction of the employees lives within the City of Spokane; however, the number of employees commuting from the 99205, 99207 and 92208 zip codes (all zip codes with good transit service that connects at the Plaza) is nearly 100% greater in the case of Pines Road routing.

Proposed changes that reduce customer travel time from the Park and Ride to the Plaza will reduce travel time for the most number of riders. This will have the effect of increase service effectiveness, in terms of numbers of passengers per hour of service, both because of greater schedule efficiency and because it will become more attractive to use for more people. Similarly, creating new, direct transit service for denser employment areas should support added ridership. This change would impact a small segment of the existing ridership who enjoy the shortest travel times to Spokane from Spokane Valley. These include people who live or work near Argonne Road and Mission. On a daily basis, this affects 150, or approximately 1/3 of all riders on the 173. It is noteworthy that a third of those daily riders board or alight at Mission Avenue and Mullan Road, which is also served by Route 94 East Central/Millwood bus. It should be noted that new Route 95 is scheduled to begin service along University Road and Broadway Avenue from the Valley Transit Center on May 21, 2017 which would help minimize the negative impacts of the proposed Route 173 changes.

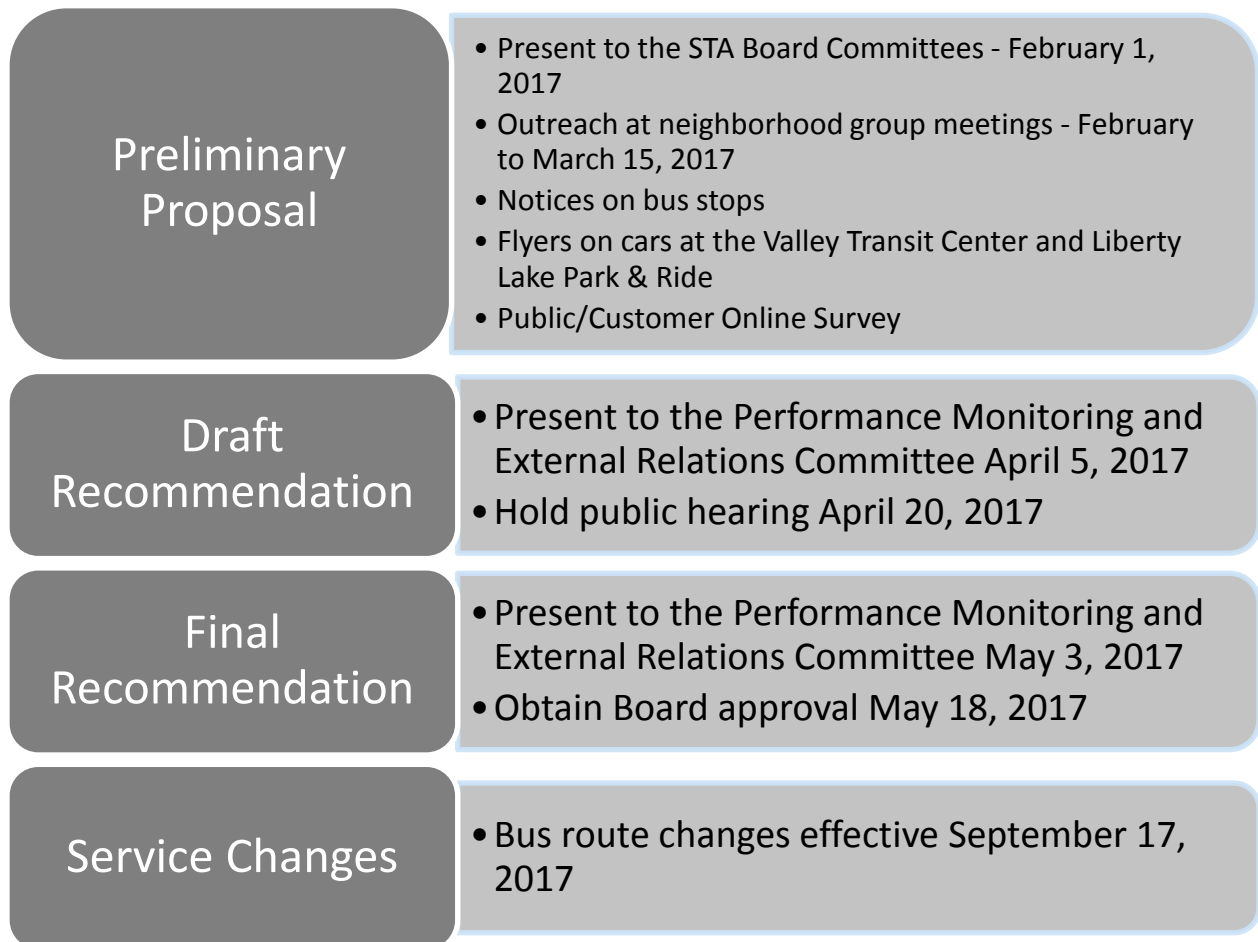
Public Process and Implementation Timeline

Although these concepts listed in this Preliminary Proposal have been outlined in the *STA Moving Forward* plan and TDP, the ideas for the September 2017 service change will be brought forward through the public process to receive public input before service can begin. The changes are considered moderate (1.0% up to 5.0% growth or reduction in revenue hours of service in any calendar year). The Communications and Public Input section of STA's Comprehensive Plan mandates that a public hearing take place and requires board approval.

While significant analysis and evaluation has taken place to prepare this Preliminary Proposal, public consideration and feedback is needed to refine the proposal. Key objectives of sharing the Preliminary Proposal with customers and the general public are as follows:

- Ensure broad input and education to achieve an understanding of concerns and constraints.
- Help our customers understand how the proposed service revisions could affect their travel choices.
- Obtain public feedback on every aspect of the proposal in order to develop a Draft Recommendation for a formal public hearing and consideration process to take place in April 2017 prior to a final decision by the Board on May 18, 2017.

The following chart shows how this phase fits into the decision-making and implementation process. A concise public outreach plan is appropriate due to the fact that the changes represent more trips throughout the service area and select routes would be subject to modifications or deletions.



Complete List of Proposed Changes

This section provides a complete list of the proposed changes to bus routes in the system. The chart below summarizes the proposed changes for each route. It is important to note that scheduling changes will likely occur to other routes not listed below.

Route	Proposed Changes	Rationale
1 Plaza/Arena Shuttle	Eliminate outbound one-way loop pattern from the Plaza via Wall St, Monroe St, Broadway Ave, Post St, Mallon Ave, and Howard St to the Arena lot in favor of two-way service on Washington St between the Plaza and Arena lot.	Provide passengers with a more direct trip back to the Arena lot from Downtown Spokane; Respond to long-term detour impacts; improve productivity.
25 Division	Explore alternative end of line locations in conjunction with changes to Routes 26 and 28; Improve weekday outbound departure reliability by adding a downtown layover location other than the Plaza.	End of line alternatives listed as an exploratory service revision in the TDP's Service Implementation Plan; Improving downtown departure reliability is an enhancement listed as an <i>STA Moving Forward</i> project.
26 Lidgerwood	Route may be restructured depending on the final Route 25 and/or Route 28 end of line locations or significantly modified to eliminate turning movements that negatively influence travel time and impact reliability. In Option B, the route would be discontinued and replaced with a new route.	Restructuring of route listed as an exploratory service revision in the TDP's Service Implementation Plan.

Route	Proposed Changes	Rationale
28 Nevada	Extend route to end of line Saturday nights with later service; Extend route to end of line all day Sunday/Holidays; Discontinue Nevada/Lidgerwood loop Saturday nights and all day Sunday/Holidays (depending on final changes to Route 26); Explore alternative end of line locations in conjunction with changes to Routes 25 and 26.	Weekend enhancements listed as <i>STA Moving Forward</i> projects; End of line alternatives listed as an exploratory service revision in the TDP's Service Implementation Plan.
29 SCC	Route may experience schedule and interline changes based on final option for North Spokane service.	If North Spokane Option B moves forward, the schedule for Route 29 would be offset 15 minutes with Route 28 in order to maintain 15 minute frequency to U-District and route may be interlined with new Route 37 at SCC.
33 Wellesley	Improve Sunday/Holiday frequency to 30 minutes (new trips may have terminals at Mukogawa Fort Wright Institute and SCC)	Improvement offered in conjunction with Option B (if it is the preferred choice for service in North Spokane); Route serves as an important crosstown connection for customers and the current frequency is inadequate to make many connections.
<u>NEW North Route</u>	Introduce new route (Route 37 in this report) with terminals at Hastings Park & Ride and SCC that would serve much of the current Route 26 routing.	Part of North Spokane Option B; maintain service for most of current Route 26 routing while also offering new connections, providing service to new areas, and restoring a portion of service eliminated during the Great Recession.
173 VTC Express	Modify route to improve speed and reliability. Route would be discontinued and modified into two new express Routes 190 and 196.	Improve speed and reliability; Connect more people to more jobs; Concept was introduced within the May 2017 Preliminary Proposal.

Route	Proposed Changes	Rationale
174 Liberty Lake Express	Add late-morning and mid-afternoon trips on weekdays in order to provide consistent frequency during off-peak hours.	Enhancement listed as <i>STA Moving Forward</i> project.
<u>NEW Liberty Lake Direct Route</u>	Partially reinstate direct, non-stop service between Liberty Lake and Spokane during peak hours. Route would operate with three AM peak inbound trips from Liberty Lake and three PM peak outbound trips from Downtown Spokane and serve new areas in east Liberty Lake.	Incrementally phase in an enhancement listed as an <i>STA Moving Forward</i> project not scheduled for full implementation until 2023; expand paratransit coverage in Liberty Lake.

SPOKANE TRANSIT AUTHORITY

PERFORMANCE MONITORING AND EXTERNAL RELATIONS MEETING

February 1, 2017

AGENDA ITEM 8A : JANUARY 2017 SALES TAX REVENUE INFORMATION

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Lynda Warren, Director of Finance & Information Services
Lynn Holmes, Financial Services Manager
Tammy Johnston, Budget and Accounting Manager

SUMMARY:

Attached is January 2017 sales tax revenue information.

January sales tax revenue, which represents sales for November 2016, was:

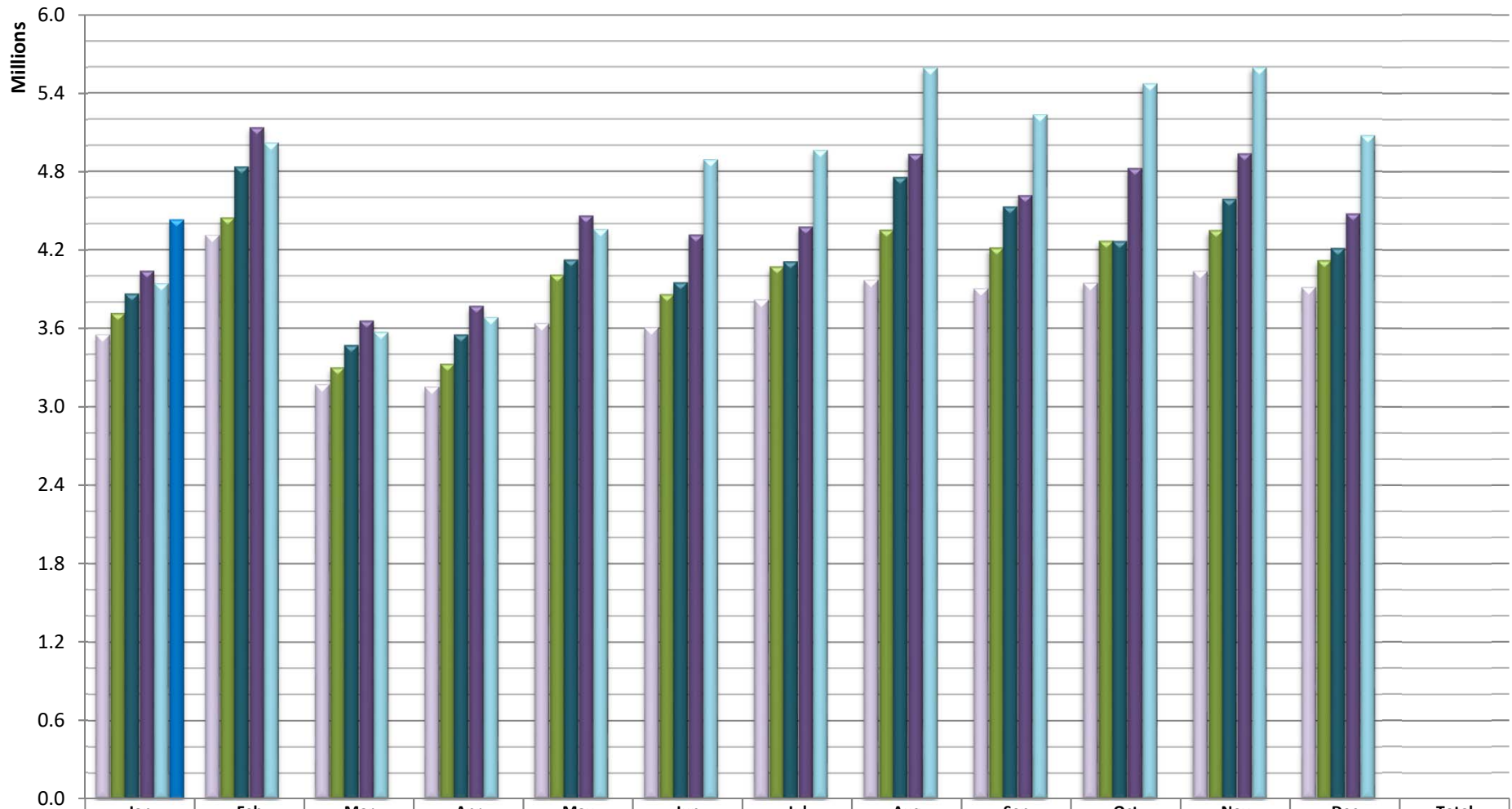
- +9.7% over January 2016 actual
- +12.3% YTD above budget
- +9.7% above YTD actual

RECOMMENDATION TO COMMITTEE: Information only.

FINAL REVIEW FOR COMMITTEE BY:

Division Head _____ Chief Executive Officer _____ Legal Counsel _____

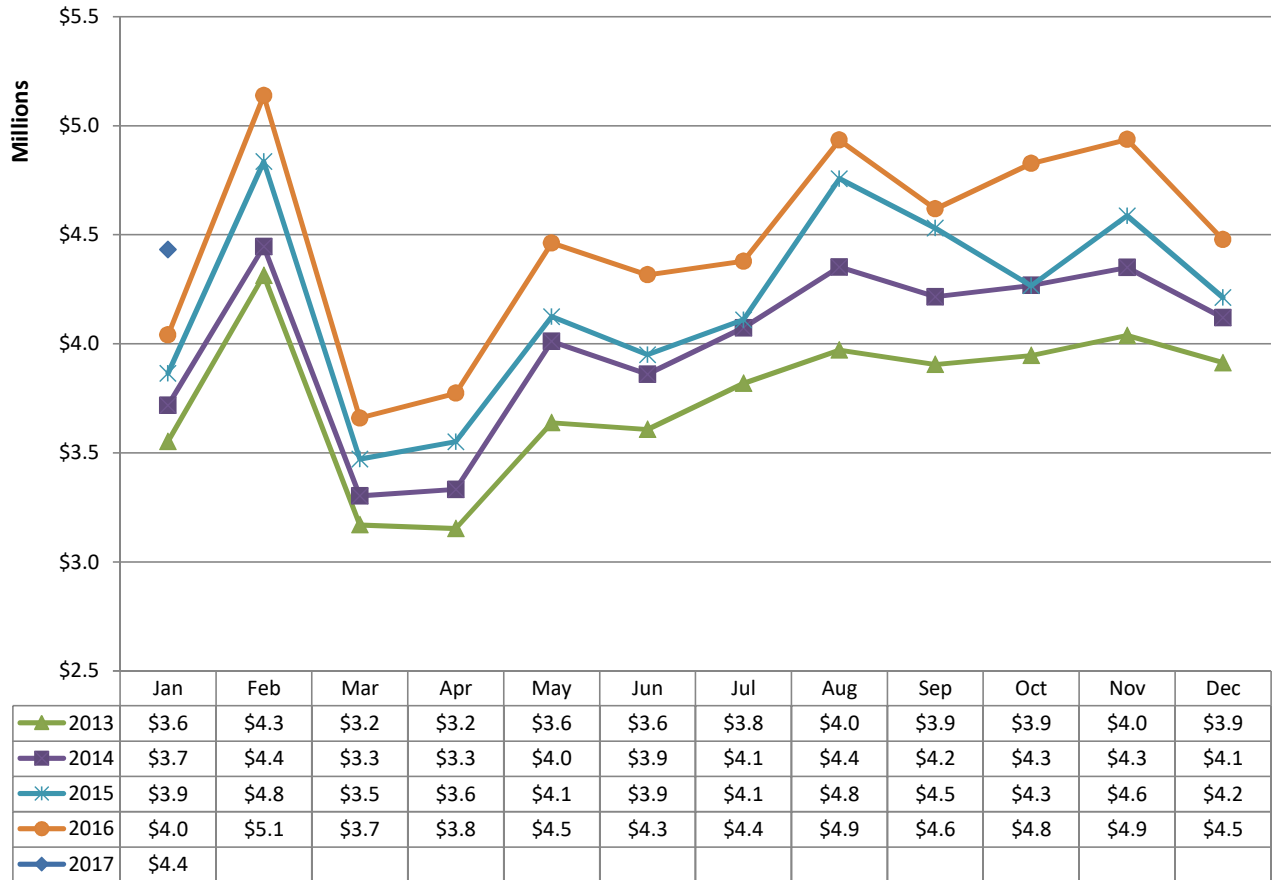
2013 - 2017 SALES TAX RECEIPTS ⁽¹⁾



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2013 Act.	3,552,629	4,313,315	3,170,287	3,152,776	3,638,110	3,607,445	3,818,364	3,971,379	3,905,284	3,946,531	4,038,362	3,913,617	45,028,101
2014 Act.	3,717,183	4,445,759	3,303,019	3,331,820	4,010,737	3,860,469	4,073,091	4,352,108	4,215,907	4,267,406	4,349,765	4,119,702	48,046,965
2015 Act.	3,865,250	4,835,478	3,471,459	3,550,797	4,124,484	3,949,801	4,109,906	4,756,705	4,530,359	4,265,975	4,587,132	4,211,936	50,259,282
2016 Act.	4,040,342	5,138,043	3,659,616	3,772,996	4,462,273	4,315,784	4,378,473	4,933,936	4,618,531	4,826,474	4,936,883	4,477,725	53,561,075
2017 Bud.	3,947,098	5,019,467	3,575,159	3,685,923	4,359,292	4,891,978	4,963,036	5,592,658	5,235,144	5,470,849	5,595,998	5,075,538	57,412,140
2017 Act.	4,432,233	-	-	-	-	-	-	-	-	-	-	-	-
\$ Mo. Var.	391,892	-	-	-	-	-	-	-	-	-	-	-	-
% Mo. Var.	9.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-
\$ YTD Var.	391,892	-	-	-	-	-	-	-	-	-	-	-	-
% YTD Var.	9.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-
% YTD Bud. Var.	12.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-

⁽¹⁾ Sales tax distributions lag two months after collection. For example, collection of January taxable sales are distributed in March.

Sales Tax Revenue History-January 2017⁽¹⁾



(1) Sales tax distributions lag two months after collection by the state. For example, collection of January taxable sales are distributed in March.

Sales Tax Summary (with Mitigation for All Jurisdictions)				
January 2017				
	YTD 2015	YTD 2016	\$ CHANGE	% CHANGE
LIBERTY LAKE	\$ 195,992	\$ 231,906	\$ 35,915	18.3%
SPOKANE VALLEY	1,441,904	1,664,983	223,079	15.5%
PFD	715,591	786,331	70,740	9.9%
STA	4,040,342	4,432,233	391,892	9.7%
SPOKANE COUNTY	1,854,514	2,026,033	171,518	9.2%
SPOKANE	3,297,152	3,555,766	258,614	7.8%
CHENEY	108,125	112,518	4,393	4.1%
AIRWAY HEIGHTS	129,256	133,371	4,115	3.2%
MILLWOOD	37,305	38,157	852	2.3%
MEDICAL LAKE	20,992	19,495	(1,497)	-7.1%
ALL	\$ 11,841,173	\$ 13,000,794	\$ 1,159,621	9.8%

SPOKANE TRANSIT AUTHORITY
PERFORMANCE MONITORING AND EXTERNAL RELATIONS COMMITTEE MEETING
February 1, 2017

AGENDA ITEM 8B : DECEMBER 2016 OPERATING INDICATORS

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Steve Blaska, Director of Operations
Karl Otterstrom, Director of Planning

SUMMARY: Ridership in December continued the trends STA has experienced throughout the year. There was one less weekday in December 2016 compared to December 2015.

FIXED ROUTE

Fixed Route 2016 ridership goal was to achieve a 1.5% increase over 2015. Final result is that ridership fell 5.1%. This result tracks with overall national ridership trends. Most in the industry assert that a large reason for ridership decline is the relatively low cost of gasoline.

American Public Transportation Association (APTA) Second Quarter Ridership report shows a similar decline across the country for bus systems in cities our size.

Detours also had an effect during the spring, summer, and fall. The more severe weather experienced lately has had an impact as well. To a certain extent ridership tends to go up during severe weather, but there is a tolerance level of rainy conditions, extremely low temperatures, and snow accumulation that has a negative effect. Specifically, the remodel of the PUB at Eastern Washington University (EWU) has probably had an effect due to students not being able to wait indoors for their bus.

Staff implemented a major push on university and community college campuses as school began in order to market the opportunity students have to use that benefit. The results of this outreach seem to have had a positive effect on Community Colleges of Spokane (CCS) ridership. The other variables mentioned above appear to have masked the positive effect of this outreach at EWU.

Detailed statistics are as follows:

December ridership decreased 7.6% (770,037 vs. 833,695 in December 2015) and is down 5.1% (10,261,816 vs. 10,815,732) YTD. There was one less weekday in December 2016 compared to December 2015. Average weekday ridership decreased 6.6% (30,930 vs. 33,127 in December 2015) and is down 5.7% (34,952 vs. 37,069 YTD).

- Adult ridership decreased 8.8% (462,888 vs. 507,738 in December 2015) and is down 7.3% (6,264,130 vs. 6,755,415) YTD.
 - CCS Pass ridership increased 19.6% (28,877 vs. 24,139 in December 2015) and is down 15.0% (597,746 vs. 703,037) YTD.
 - Eagle Pass ridership decreased 29.1% (30,706 vs. 43,290 in December 2015) and is down 10.0% (737,138 vs. 819,492) YTD.
 - GU Bulldogs Pass ridership decreased 35.8% (2,927 vs. 4,559 for December 2015).
- Youth ridership decreased 6.7% (47,140 vs. 50,518 in December 2015) and is down 1.1% (658,940 vs. 666,248) YTD.
- Reduced Fare / Para ridership decreased 9.1% (107,139 vs. 117,855 in December 2015) and is down 1.3% (1,460,017 vs. 1,479,290) YTD.

PARATRANSIT

Paratransit 2016 ridership goal was to sustain the 2015 ridership level. Final result is that ridership increased by 0.8%.

Overall year-to-date slight growth is still attributed to the following reasons.

Staff reports certain programs reaching full maturity which assisted in controlling growth (in-person assessments, mobility training, special use vanpool, and van grant programs). It appears STA has seen the maximum impact of these programs for controlling growth and is predicting STA will have modest growth in Paratransit demand going forward. Moreover, some of the social services agencies that had budget cuts during the recession are restoring some services to the groups that utilize Paratransit.

The pattern of snow accumulation in December caused ridership to fluctuate from day to day this month. The overall decrease in ridership compared to last December can largely be attributed to one less weekday this December.

Detailed statistics are as follows:

Monthly ridership decreased 0.7% (36,419 vs. 36,661 in December 2015) and is up 0.8% YTD (468,050 vs. 464,448 in 2015). The significant decrease in monthly Special Use Vanpool (SUV) ridership may be due to staff turnover within the SUV program. New drivers have been hired but are currently waiting to be trained.

- SUV ridership decreased 23.0% (2,195 vs. 2,731 in December 2015)

VANPOOL

Vanpool 2016 ridership goal was achieve a 7% increase over the 2015 ridership level. Final result is that ridership decreased 12.1%.

The Vanpool program had 87 active vans in December. This is one less van than the previous month and nine fewer vans than a year ago. Vanpool is especially susceptible to lower fuel prices and fluctuations in the workforce at large employers.

For instance, the van that folded in December was the Avista van. A shift change by some of the vanpool members caused the van to no longer be tenable.

Layoffs and retirements are continuing at Triumph, resulting in decreased ridership. Most Triumph vanpool participants also took the last week of December off. Triumph is for sale and staff were advised that more layoffs are coming.

Pullman vans had very little ridership in December as many of the riders work for the college. One Pullman van did not operate at all the last week of December.

We continue to outreach to new potential partners. Vanpool staff completed onsite visits at Meadowood, a training with Greater Spokane Inc., and a visit to Employment Security.

Detailed statistics are as follows:

In December, Vanpool customer trips were down 17.3% (14,217 vs 17,181 in December 2015), and down 12.1% (193,006 vs 219,578) YTD.

Active riders are those that took at least one trip in the month. There were 695 active riders in December 2016 vs 800 in December of 2015.

- Riders added in December this year - 31 vs 26 in December 2015.
- Riders removed this year - 19 in 2016 vs 17 in December of 2015.
- Average vanpool round trip 52.66 miles

CUSTOMER SERVICE

Pass sales generally trend with ridership. One exception is the City Ticket program which experienced some growth. This is largely attributed to the closure of a parking lot currently being developed as a site for the storm water containment project.

Detailed statistics are as follows:

Total monthly pass sales decreased 7.9% (9,502 vs. 10,316 in 2015). YTD pass sales declined by 4.2% (113,490 vs. 118,483).

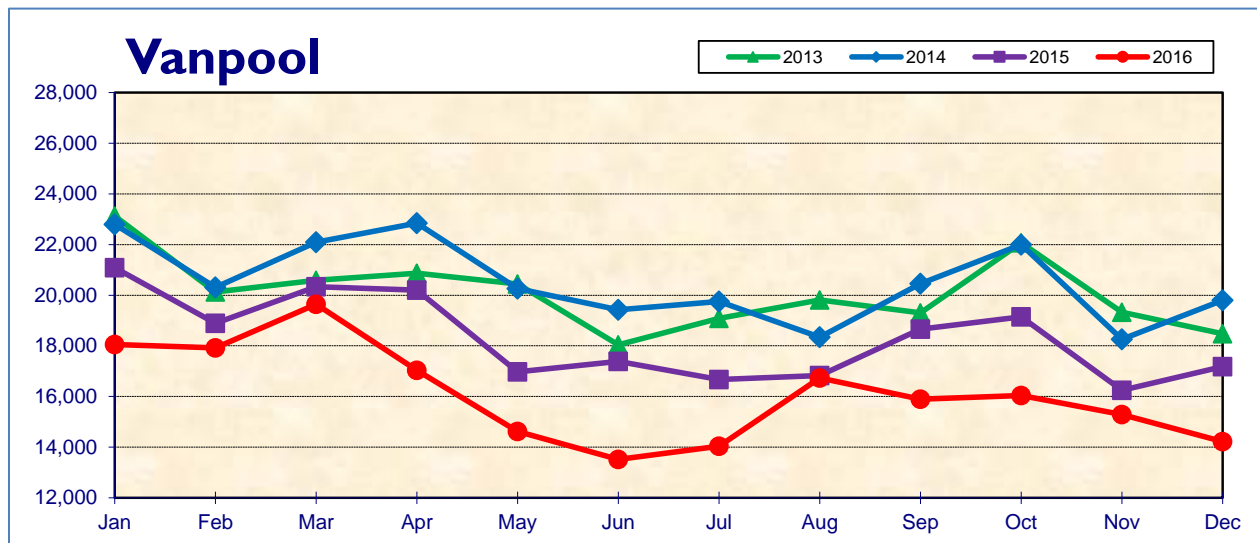
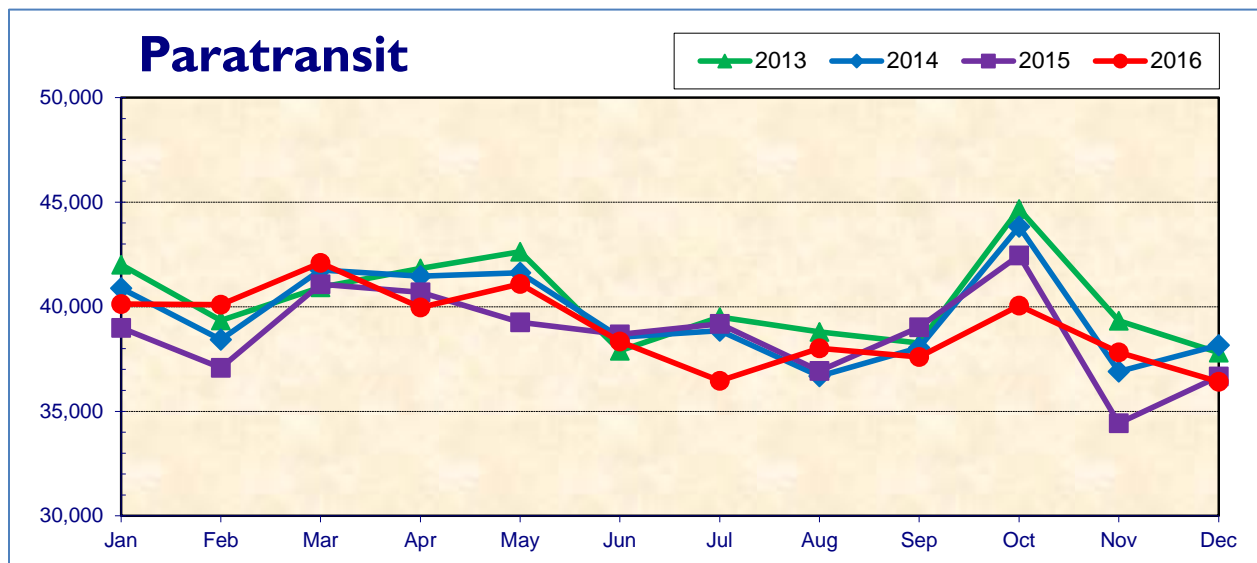
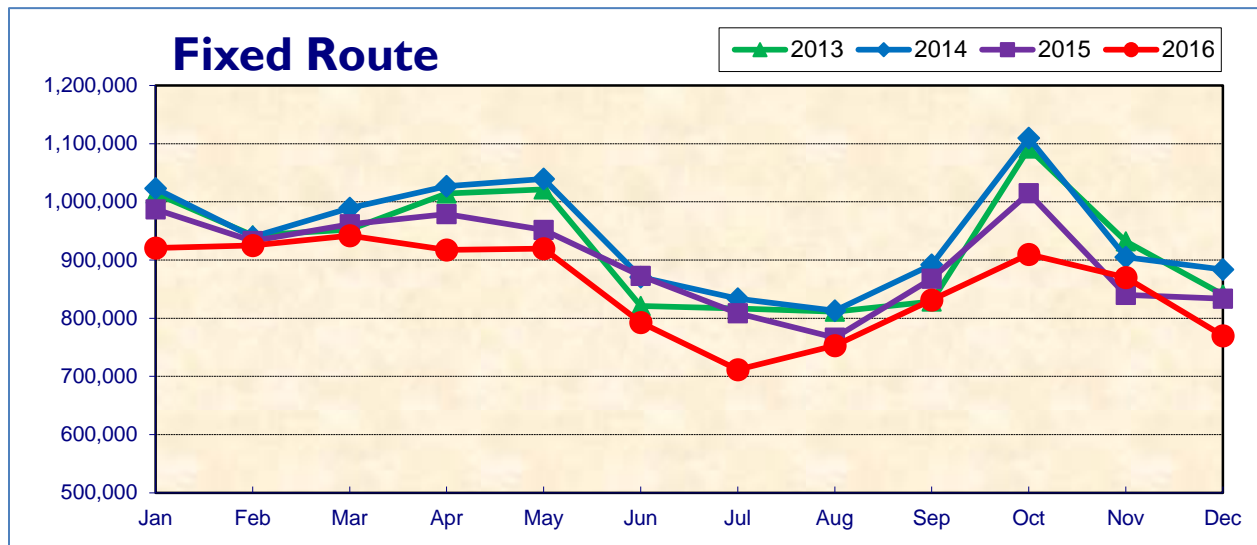
- Adult Pass/Smartcard sales increased 5.1% (4,548 vs. 4,327 in December 2015). YTD sales decreased by 5.4% (49,343 vs. 52,158).
- ESBP sales increased 11.1% (894 vs 800 in December 2015). YTD pass sales decreased 0.5% (10,347 vs. 10,404).
- Student Pass sales decreased 74.8% (35 vs. 139 in December 2015). YTD pass sales decreased 75.5% (497 vs, 2,027). Decreases are attributed to universities converting to the UTAP program.
- Youth Pass/Smartcard monthly sales decreased 63.7% (585 vs. 1,613 in December 2015). YTD pass sales decreased 2.6% (17,089 vs. 17,543).
- City Ticket monthly sales increased 4.2% (396 vs. 380) in December of 2015). YTD pass sales increased 2.7% (4,868 vs. 4,741).
- Reduced Fare Pass/Smartcard monthly sales decreased 1.5% (2,222 vs. 2,256 in December 2015). YTD pass sales decreased 2.2% (21,574 vs. 22,055).
- Paratransit Pass/Smartcard sales increased 2.6% (822 vs. 801) in December 2015). YTD sales increased 2.3% (9,775 vs. 9,557).

RECOMMENDATION TO COMMITTEE: Information only.

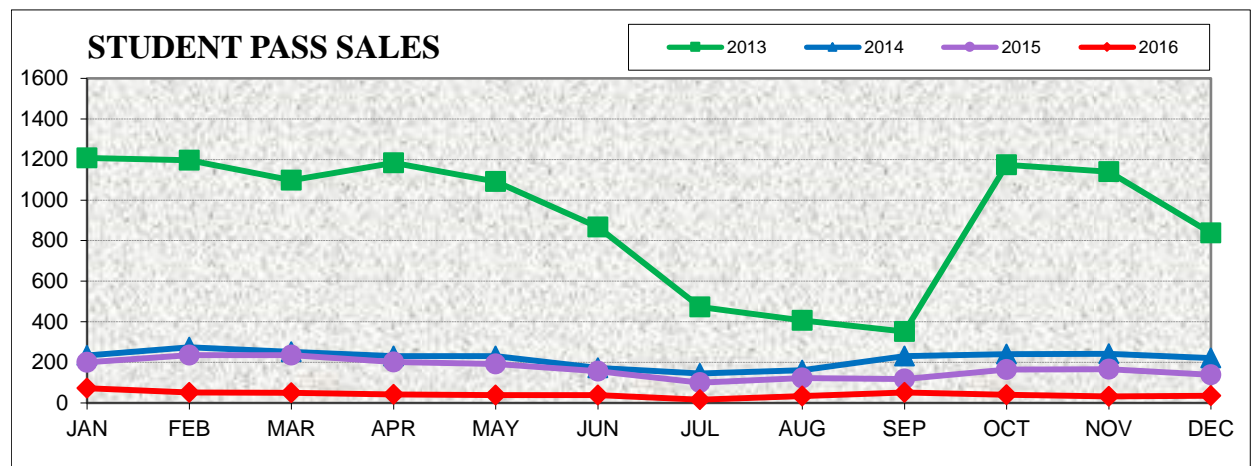
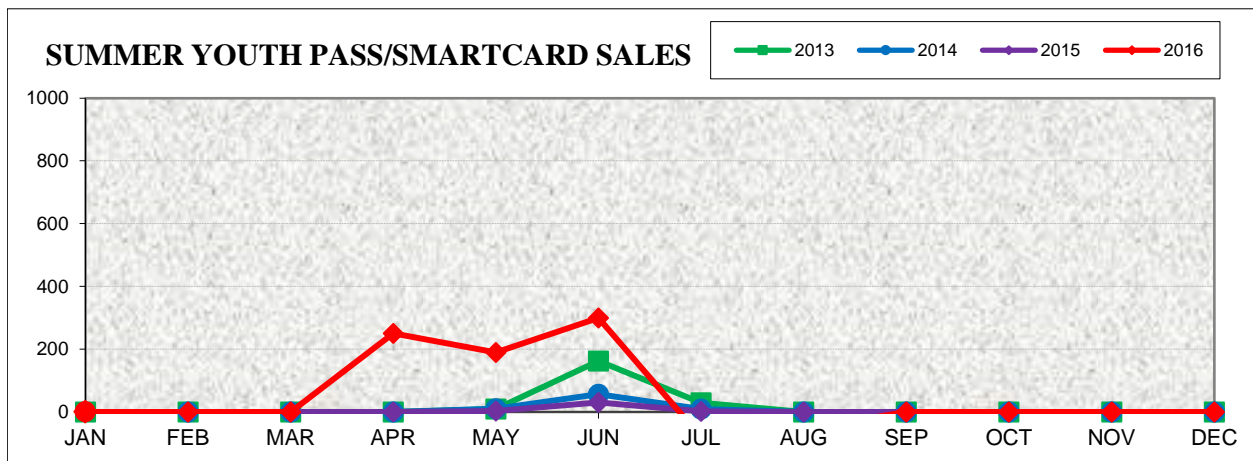
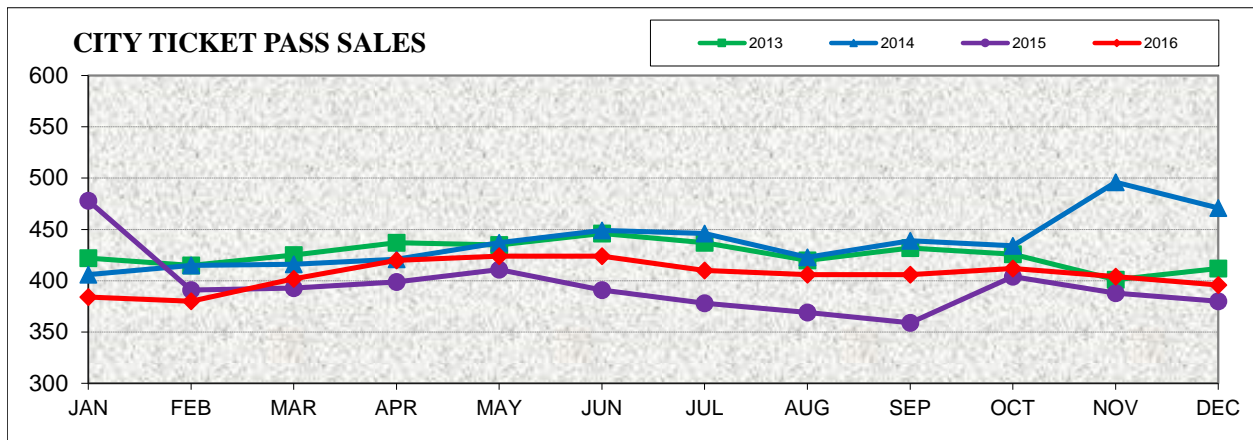
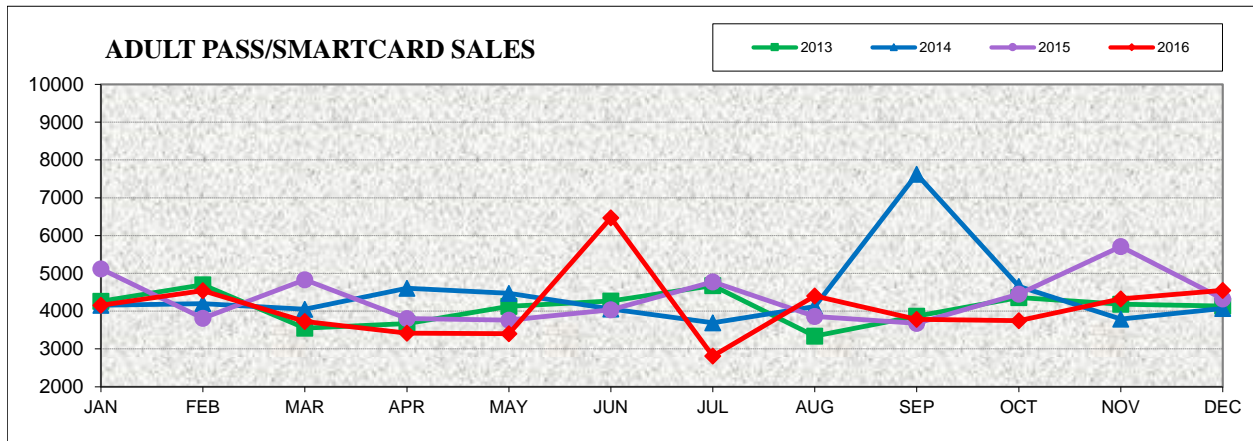
FINAL REVIEW FOR BOARD BY:

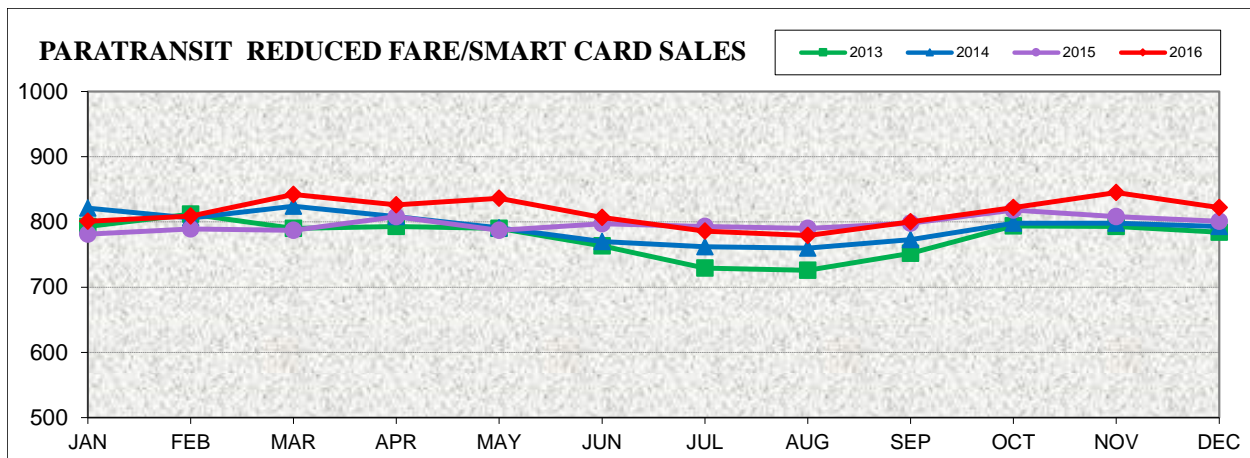
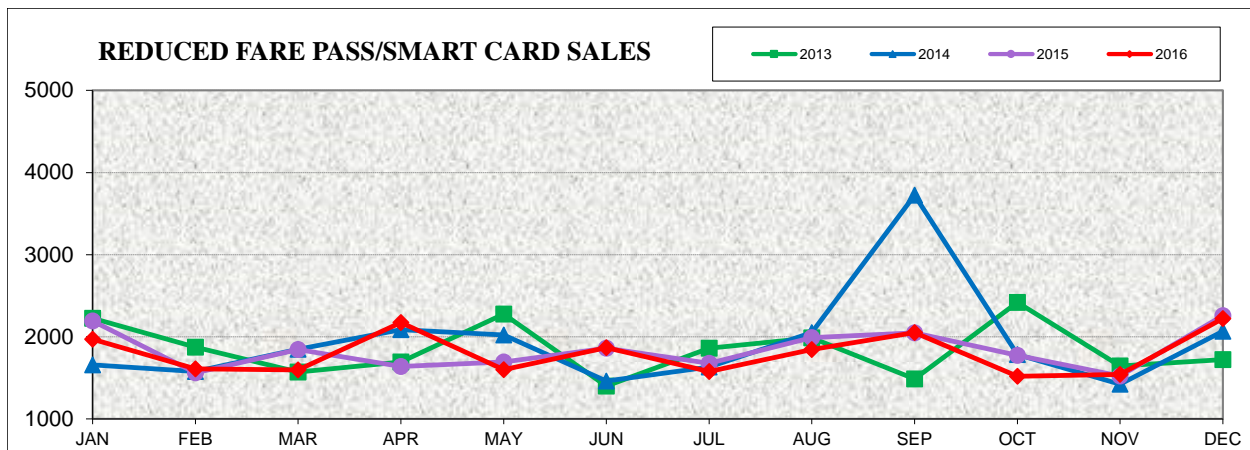
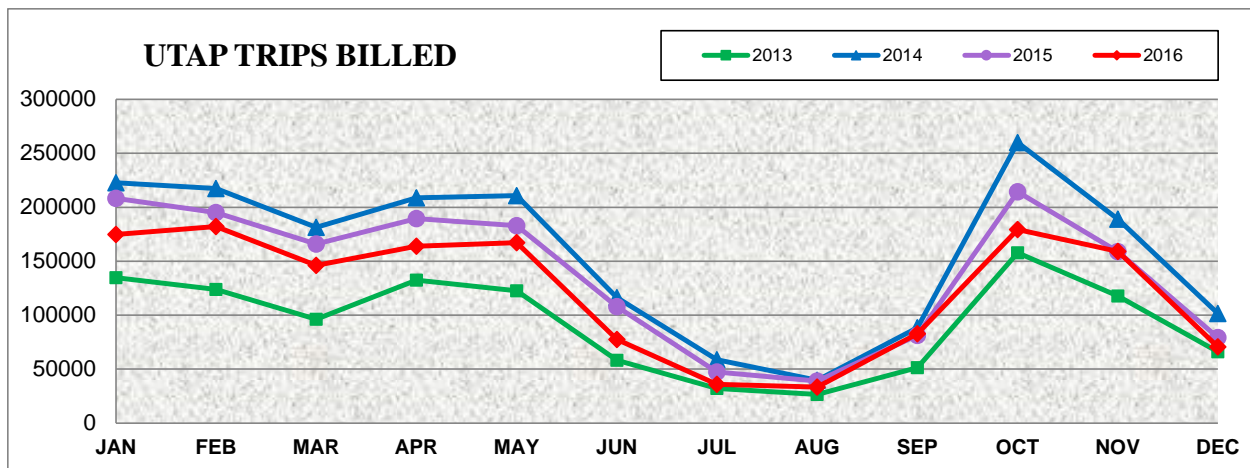
Division Head _____ Chief Executive Officer _____ Legal Counsel _____

RIDERSHIP



PASS SALES





SPOKANE TRANSIT AUTHORITY
PERFORMANCE MONITORING AND EXTERNAL RELATIONS COMMITTEE MEETING

February 1, 2017

AGENDA ITEM 8C : FOURTH QUARTER 2016 SERVICE PLANNING INPUT REPORT

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Karl Otterstrom, Director of Planning
Matt Kenney, Transit Planner III

SUMMARY: The Planning Department receives comments from external sources and itemizes each comment in order to follow up and document feedback used for emerging opportunities for future service changes. These comments are obtained from a variety of sources since customer engagement cannot be a one-size-fits-all approach. Planning Department staff obtains feedback from customers at public meetings, through the Customer Service department, phone calls, letters, emails, voice messages, emails from STA Questions (STA website), and feedback from Coach Operators and Supervisors. Planning staff may also receive inquiry requests from STA Board Members. STA's Planning staff responds to every comment received when valid contact information is provided. Comments are also discussed at the Service Improvement Committee meetings.

The purpose of this summary is to inform the Performance Monitoring & External Relations Committee of the feedback received by the Planning Department in the 4th Quarter of 2016. It should be noted that this feedback summary applies only to Planning Department related activities which include, but are not limited to, planning bus service and/or feedback related to specific bus stops.

A total of 25 comments were received by the Planning Department in the 4th Quarter. Of the 25 comments received, five were related to requests for new service, eleven were related to existing service, eight were related to bus stops, and one was a general comment about STA service. This "other" category could be requests for new park and rides or general planning related requests for data from other jurisdictions, businesses, or the general public. The comments are summarized below. It is also noted if any comments are currently listed in the STA Moving Forward plan.

NEW SERVICE COMMENTS
1 comment requesting reinstatement of service to Cascade Mobile Home Park in Latah Valley. <i>Not included in STA Moving Forward but STA periodically receives Latah area service requests. STA served Latah previously and the route had low ridership. The route was eliminated during the service reductions caused by the Great Recession. Comment noted.</i>
1 comment requesting Mead bus service to Market St. and Center Rd. <i>Not included in STA Moving Forward but recommended that Vanpool be contacted for service. STA recognizes that this area is growing and could be served in the future which could include plans for a possible park and ride facility in the Mead area near Farwell Rd. and Future 395.</i>
1 comment requesting reinstatement of service to the Post Office facility on Spotted Rd. near Spokane International Airport. <i>Comment noted. The construction of the West Plains Transit Center could provide an opportunity to reintroduce service to this area with a new route that connects Airway Heights to Medical Lake via the new transit center.</i>
1 comment requesting service to Pinecroft Business Park at N. Pines Rd. and Mirabeau Pkwy in Spokane Valley. <i>No current plans for service at that location though STA is aware of a desire for service. That area was one option for upcoming routing changes in Spokane Valley. Public feedback favored the upcoming new Indiana/Broadway route. There may be other options to explore in the future; however, the lack of a signalized intersection and the frequently used railway crossing north of this intersection present operational challenges to the service.</i>
1 comment requesting service to the neighborhood northwest of Market St. and Francis Ave. <i>Customer comment was noted. They were made aware of STA Moving Forward plans and were advised that STA will have more information to share about possible routes and route revisions in the coming months.</i>

EXISTING SERVICE COMMENTS

1 comment from a customer suggesting that Route 66 should operate express service from EWU to the VTC at noon. *Current demand doesn't warrant an exclusive express return trip. Rationale was communicated in a response and suggestion was made to utilize the current mid-day inbound Route 66 to outbound Route 173.*

1 comment from a customer not satisfied with the tight connections at the South Hill Park & Ride on Sundays. *Offered alternate trip plan connecting at the Plaza due to customer's destination location at Havana and Sprague. Tight connections are due to hourly frequency of service on weekends and the Plaza pulse of operations. Comment has been noted for future opportunities for improvement.*

1 comment from a customer who wanted Route 45 to split at South Hill Park & Ride to provide service to Freya St. *Advised customer there were no current plans to expand the Route 45 service as such. Comment noted for future reference.*

1 comment from a customer concerned with the ability to travel from Medical Lake and arrive at downtown by 6:00 am. *Explained the planned West Plains Transit Center and how it would be possible to make connections from there to the current inbound Route 66 that arrives downtown at 5:45am. Customer wasn't aware of a Route 66 trip running that early in the morning. Comment noted.*

1 comment received regarding connections at the VTC from the outbound Route 90 to the other Valley routes. Customer was frustrated by arriving at the VTC on the 90, only to see his coaches pulling away at the same time. *Comment likely related to early arriving 90 coaches not designed to make connections. The May 2017 service change may provide an opportunity to adjust connections.*

1 comment from an individual concerned about her granddaughter catching an overcrowded Route 66 bus from Jefferson Park and Ride to EWU at 7:20am. *Explained to individual that the downtown detours were creating an issue on all routes causing some coaches that would otherwise be uncrowded to become such due to picking up loads they would normally not carry if not running late. Suggested she have her granddaughter attempt to catch the 7:12 am bus as an alternative and see if that bus is less crowded.*

1 comment from a concerned passenger regarding the Route 43 7:45 am downtown arrival. He stated the bus is late more often than not and that the bus on 11/02/2016 was especially late. *With construction delays as well as an uptick in school/college traffic it was noted that on-time Plaza arrivals on that trip were difficult. The delay on 11/02/2016 was caused by equipment failure.*

1 question from a EWU student inquiring why there were no coaches after 10:35 pm back to EWU. *Student was informed that with passage of the November ballot proposition, there will be an added 11:20 pm trip six days a week.*

1 comment from an individual that worked at the Comcast Center at Meadowwood Technology Campus in Liberty Lake. He stated that he would like to see Route 174 serve further east on Mission Ave. as the current location to catch the bus at Mission and Molter is too far to walk. *Advised that STA would track his comment and keep his request in mind. Noted that CTR is working on a partnership with Vanpool to provide shuttle service between Liberty Lake Park and Ride and different CTR sites in Liberty Lake. New express route could be added in September 2017 subject to public outreach.*

1 comment from a customer that rides Route 174. She stated the bus is hard to catch and doesn't run often enough. *With passage of Proposition 1, over time the route will see operation seven days a week. Added two new PM trips for the January 2017 service change from Liberty Lake to downtown. More mid-day trips will be added in September 2017.*

1 comment regarding the operation of Routes 25 and 90 at the Plaza. Customer sees these buses often running late upon arrival at the Plaza. Situation is then exacerbated by the coaches having to load an excessive amount of passengers as well. Notices the coaches have a difficulty keeping their schedules. *Advised customer STA is in the process of investigating downtown layover locations for both routes. STA also will be ordering additional 60ft. coaches for usage on Route 25 seven days a week.*

BUS STOP COMMENTS

1 comment concerning the location of bus stops. Individual stated the bus stop locations at corners and crosswalks can cause confusion among motorists thinking that a passenger may be waiting to cross the street instead of waiting for a bus. He proposed stops be moved away from corners and crosswalks. *Informed concerned individual that all new stops adhere to standards similar to what the customer proposes. Within the City of Spokane, new stops are to be a minimum of 30' from crosswalks.*

1 request from an employee at Pearson Packaging Systems along Route 61 requesting a bus stop at that location. *Customer was made aware of the various challenges of having a bus stop at that location. They were directed to contact Vanpool as that may be a viable option to commute to work.*

1 comment from a customer stating that Grand Blvd. and 12th St. is missing its bus stop sign. Also advised STA the shelter may have a leak as only a portion of the bench is remaining dry. *Customer was advised that a new sign was on order and will be installed. Facilities and Grounds checked the shelter roof for leaks. They didn't find a leak but did need to clear some organic debris from the roof.*

BUS STOP COMMENTS

1 comment from a passenger requesting a bus stop at Monroe St. and Indiana Ave. for Route 124. *There are no current plans for any intermediate stops on Route 124 in an effort to preserve the express nature of the route. It was suggested to the customer to take Route 24 to that location since it offers seven day a week service.*

1 comment from a customer asking about the possibility of getting a bench or a shelter placed at the bus stop located at 9305 N. Newport Hwy. along Route 25. *Advised customer that the location was previously investigated as a shelter location but ran into an issue as the shelter would need to be installed on private property. STA will look at the site again and review whether a shelter is possible based on ridership, space, and financial feasibility.*

1 comment from a customer requesting a shelter at the inbound stop at Northwest Blvd. and Oak St on Route 22. *Customer was advised the stop doesn't meet the necessary minimum daily boarding requirements to be considered for a shelter.*

1 comment from a concerned citizen regarding the stop at Division St. and Spokane Falls Blvd on Route 25. The garbage and homeless population at that location are detrimental to the future development of WSU Spokane. The individual stated the property owner needs to be contacted and invest some resources to clean up the property. *STA cannot do much to motivate the property owner to take the initiative to clean up the property. STA trash receptacles are prohibited from being mounted to the common square sign posts. STA will work with the city to better develop a resolution concerning post mounted trash receptacles. Requested Facilities and Grounds to clean the area around the stop.*

1 phone message from a Spokane Valley resident inquiring about stop locations on the new route on Broadway Ave planned for May of this year. *STA has plans for a stop pair at Broadway Ave. and Vercler Rd. Individual was pleased as that location is near the Village on Broadway Apartments. He and his disabled wife plan on riding the bus.*

OTHER COMMENTS

1 comment from a concerned parent regarding Paratransit and the PTBA boundary. Son is disabled and relies on Paratransit for transportation to and from work. Currently their house at 6838 N. Cambridge Ln. in North Spokane is one block away from the Paratransit boundary. The son has to walk over to the next block to catch his ride. *Current ADA regulations dictate the Paratransit service area to be 3/4 mile from fixed route service. Without a routing change STA cannot accommodate their desire for pick-up at home. STA served this area previously and the route had low ridership. The route was eliminated during the service reductions caused by the Great Recession. Comment noted.*

RECOMMENDATION TO COMMITTEE: Information only.

FINAL REVIEW FOR BOARD BY:

Division Head _____

Chief Executive Officer _____

Legal Counsel _____

SPOKANE TRANSIT AUTHORITY

PERFORMANCE MONITORING AND EXTERNAL RELATIONS COMMITTEE MEETING

February 1, 2017

AGENDA ITEM 8D : **COMMUNICATIONS UPDATE**

REFERRAL COMMITTEE: N/A

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

SUMMARY: This month's update provides a recap of 2016 Communications accomplishments.

RECOMMENDATION TO COMMITTEE: For discussion and input.

FINAL REVIEW FOR BOARD BY:

Division Head _____

Chief Executive Officer _____

Legal Counsel _____

SPOKANE TRANSIT AUTHORITY

Date: February 1, 2017

SUBJECT: 2017 Communications Update – Recap of 2016 Communications efforts

Background:

The following represents a recap of the quantifiable results from 2016 Communications efforts.

Objectives:

STA Communications objectives for 2016 were to support STA's efforts to educating the public about Proposition 1, increase ridership, and improve community perception.

Results:

- Proposition 1 passed by almost 100,000 votes
- Ridership declined by 5.1% in 2016. However, despite recent nationwide declines, STA's ridership has sustained 39% growth since 2004.
- Metric for community perception, "STA does a good job of listening to the public", increased on a 5 point scale from 3.37 (2014) to 3.74 in 2016.

Awards:

STA was honored with 2 first place 2016 APTA AdWheel Awards:

- Proposition 1 Public Education (Best Marketing and Communications to Highlight Transit Needs/Funding in the Comprehensive Campaign Category)
- Spokane Transit Authority - Social Media Campaign (Best Marketing and Communications to increase ridership or sales)

2016 Media Coverage:

The following news press releases were distributed in 2016:

- Spokane Transit is gathering public input on proposed 2017 fare increase (May 31)
- STA Board will ask voters to fund more and better service in November (April 21)
- STA Celebrates 30 years of providing Bloomsday express shuttle service (May 3)
- STA Considers introducing new bus service sooner than planned (May 19)
- Spokane Transit Board of Directors approves recommendation to phase in fare increase (July 1)
- Spokane Transit Board of Directors approves six-year Transit Development Plan (July 21)
- Spokane Transit wins \$1 million grant for West Plains Transit Center (September 8)
- Student's ID's allow them to travel the region with Spokane Transit (September 15)
- Spokane Transit's Facility Upgrades Conserve Money and Energy (September 22)

Spokane Transit Authority was highlighted in over 700 stories in 2016. There were 727 mentions of Spokane Transit Authority in 2016 media coverage. Approximately 44% of coverage (320 hits) were from local media in Spokane. Outlets such as *The Spokesman-Review*, *KAYU-TV*, and the *Inlander* were the outlets that most often reported stories that mentioned STA. The most notable story topics were Proposition 1 ballot measure introduction and passing, construction efforts, and local accidents.

In addition, because of her strong leadership, CEO E. Susan Meyer was selected to be featured in the November 2016 issue of Mass Transit Magazine.

2016 Social Analysis

STA introduced consistent social content, posting on average 26 days out of each month.

By providing our audience with engaging and relevant content, total page likes increased by 14% when compared to 2015.

2016 Web Analysis

Beginning in 2014, STA customers have been able to purchase pass sales and make vanpool payments at spokanetransit.com.

Results for 2016:

- Webstore Revenue: \$411,440.50
- Vanpool Payment Center Revenue: \$321,828.41
- Total Online Revenue: \$733,268.91 (up 46 percent from 2015.)
- www.spokanetransit.com had over 1.25 million website sessions in 2016 – the most ever recorded.

In 2016 staff launched seven new sites, including the re-launch of STAMovingForward.com. Below are details on each site.

- *STAHolidays.com* - 1,499 site sessions
- *STA7Stops.com* - 1,613 site sessions
- *STAMovingForward.com* - 5,655 site sessions
- *University and College UTAP Sites (URide)* - 1,799 total site sessions

Events and Bus Demonstrations

STA Communications helped coordinate dozens of events, 43 of them featuring our buses and drivers to help people understand how to ride the bus. Event destinations included City of Cheney, Comcast.com in Liberty Lake, EWU, Gonzaga, ValleyFest and many other key organizations, businesses, and schools. We also were honored once again to transport Pearl Harbor survivors, families and friends to the Spokane Arena Pearl Harbor ceremony, and to partner with KXLY Coats 4 Kids to collect and transport coats to children in need.

SPOKANE TRANSIT AUTHORITY
PERFORMANCE MONITORING AND EXTERNAL RELATIONS COMMITTEE MEETING

February 1, 2017

AGENDA ITEM 8E : CITIZEN ADVISORY COMMITTEE MEETING DATES

REFERRAL COMMITTEE: N/A

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

SUMMARY: Shown below for your review and approval is a proposed schedule of 2017 Citizen Advisory Committee (CAC) meeting dates.

2017 CAC MEETING SCHEDULE

(Second Wednesday) 5:00pm
No January meeting
February 8
March 8
April 12
May 10
June 14
July 12
No August meeting
September 13
October 11
November 8
December 13

Meetings will be held on the second Wednesday of the month at the Spokane Transit Boardroom, 1229 West Boone Avenue, at 5:00 p.m. Please note that there are no exceptions from Wednesday meeting dates during 2017.

RECOMMENDATION TO COMMITTEE: Information only.

FINAL REVIEW FOR BOARD BY:

Division Head _____

Chief Executive Officer _____

Legal Counsel _____

SPOKANE TRANSIT AUTHORITY
PERFORMANCE MONITORING AND EXTERNAL RELATIONS COMMITTEE MEETING

February 1, 2017

AGENDA ITEM 9: MARCH 2017 DRAFT COMMITTEE PACKET AGENDA REVIEW

REFERRAL COMMITTEE: N/A

SUBMITTED BY: STA Staff

SUMMARY: At this time, members of the Performance Monitoring and External Relations Committee will have an opportunity to review and discuss the items proposed to be included on the agenda for the March 1, 2017, meeting.

PERFORMANCE MONITORING & EXTERNAL RELATIONS COMMITTEE MEETING

Wednesday, March 1, 2017, 1:30 p.m.
Spokane Transit Southside Conference Room

DRAFT AGENDA

Estimated meeting time: 90 minutes

1. Call to Order and Roll Call
2. Public Expressions
3. Committee Chair Report *(5 minutes)*
4. Committee Action *(5 minutes)*
 - A. Approval of Minutes of the February 1, 2017, Committee meeting – *Corrections/Approval*
 - B. West Plains Transit Scope of Work (SOW) *(Otterstrom)*
5. **Committee Action** *(20 minutes)*
 - A. Board Consent Agenda
 1. Monroe/Regal/Sprague RFQ *(Otterstrom)*
 - B. Board Discussion Agenda
(No items being presented this month.)
6. **Reports to Committee** *(40 minutes)*
 - A. Year End 2016 Performance Measures *(Blaska)*
 - B. Purchase of 60' Replacement Coaches *(Blaska)*
 - C. Year End 2016 Unaudited Financial Report *(Warren)*
 - D. Triennial Review Preview *(Warren)*
 - E. STA Moving Forward (STAMF) Public Outreach/CAC Role-Discussion *(Bousley)*
7. CEO Report *(10 minutes)*
8. Committee Information – *no discussion/staff available for questions*
 - A. February 2017 Sales Tax Revenue Information *(Warren)*
 - B. January 2017 Financial Results Summary *(Warren)*
 - C. 2016 State Audit Timeline *(Warren)*
 - D. January 2017 Operating Indicators *(Blaska)*
 - E. Fourth Quarter 2016 Safety and Loss Summary Report *(Doolittle)*
 - F. IPA & Mobility Training Updates Update *(Blaska)*
 - G. Community Outreach and Involvement *(Bousley)*
 - H. Communications Update *(Bousley)*
9. April 2017 Committee Packet Agenda Review
10. New Business *(5 minutes)*
11. Committee Members' Expressions *(5 minutes)*
12. Adjourn
13. Next Committee Meeting: April xx, 2017, 1:30 p.m.
(STA Southside Conference Room, 1230 West Boone Avenue, Spokane, Washington)

SPOKANE TRANSIT AUTHORITY
PERFORMANCE MONITORING AND EXTERNAL RELATIONS COMMITTEE MEETING

February 1, 2017

AGENDA ITEM 11 : COMMITTEE MEMBERS' EXPRESSIONS

REFERRAL COMMITTEE: N/A

SUBMITTED BY: N/A

At this time, members of the Performance Monitoring and External Relations Committee will have an opportunity to express comments or opinions.

RECOMMENDATION TO COMMITTEE: N/A

FINAL REVIEW FOR BOARD BY:

Division Head _____ Chief Executive Officer _____ Legal Counsel _____