

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

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

MEMBERS PRESENT

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

STAFF PRESENT

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

GUESTS

MEMBERS ABSENT

Charles Howell, Committee Chair
Brian Kamp
Michelle Rasmussen

1. CALL TO ORDER AND ROLL CALL

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

2. PUBLIC EXPRESSIONS

None.

3. COMMITTEE ACTION:

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

Mr. Frazier asked the Committee to address the minutes of the June 14, 2017 meeting.

The minutes were approved.

4. COMMITTEE REPORTS:

a. Potential Charter Updates:

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

b. Recruitment/Orientation Update:

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

c. STAMF/CAC Work Program:

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

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

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

d. Review Communications Strategy for September Service Change:

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

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

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

e. Review Division Street HPT Lite Improvements:

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

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

f. PMER Observations:

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

5. GENERAL BUSINESS:

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

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

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

6. SET MEETING SCHEDULE & AGENDA ITEMS:

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

7. ADJOURN

Respectfully submitted,



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