

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

CITIZEN ADVISORY COMMITTEE MEETING (CAC)
Meeting Minutes for November 9, 2016
Southside Conference Room

MEMBERS PRESENT

Charles Howell, Committee Chair
Dennis Anderson
Ann Campeau
Dick Denenny
David Driscoll
Charles Hansen
Resa Hayes
Margaret Jones
Fran Papenleur
Larry Lapidus

STAFF PRESENT

Beth Bousley, Director of Communications &
Customer Service
Stacia Bowers, Executive Assistant to the Director of
Communications & Customer Service
Karl Otterstrom, Director of Planning

GUESTS

MEMBERS ABSENT

Victor Frazier
Larry Luton

1. CALL TO ORDER AND ROLL CALL

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

2. PUBLIC EXPRESSIONS

None.

3. COMMITTEE ACTION:

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

Mr. Howell asked the Committee to address the minutes of the October 12, 2016 meeting.
The minutes were approved.

4. COMMITTEE REPORTS:

a. STA Moving Forward (STAMF) Update:

Karl Otterstrom reported on the historical perspective of past transit funding/tax measures in Spokane.

5/18/2004 - 0.003 Sales Tax to backfill funding lost from elimination of MVET, including 2009 sunset clause which had 68.8% in favor.

5/20/2008 - Continue 0.003 sales tax approved in 2004 with no sunset clause had 65.1% in favor.

4/28/2015 - Additional 0.003 sales tax to maintain, expand, improve transit; sunsets end of 2026 narrowly lost with 49.6% in favor.

Mr. Otterstrom noted that this year showed the most voters for transit historically and these results cross party lines by jurisdiction. The preliminary results are showing approved at 55.4%.

He indicated that the first hearing in a series of Public hearings will start next Thursday and invited CAC members to attend.

Beth Bousley discussed having the Citizen Advisory Committee hold a more involved role in the oversight and accountability of projects.

b. Demographics & 2016 Activities to Increase Ridership:

The demographics item is tabled until the next meeting.

Beth Bousley briefed the CAC on the work that the Communications department has been working on to increase ridership. She reported the focus on the promotion of Universal Transit Access Pass Program (UTAP) among universities and colleges, and the City and County of Spokane, the monthly “destination” campaign in the Spokesman (highlighting places to go and the routes to get you there), radio advertising to promote City Ticket, the Employer Sponsored Bus Pass (ESBP), and Adult Passes, Bus demonstrations, and social media to name a few. Ms. Bousley presented several examples of social media, microsites and other visual examples showing the progress the department has made. She noted that there have been 10 news press releases just this year. Ms. Bousley indicated that STA is currently in the process to conduct a Paratransit passenger survey, community perception survey, fixed route passenger survey and an employee engagement survey. Looking forward the goals to help increase ridership for 2017 are to educate the public on new and improved service, generate adoption of real time information on smartphones, digital signage, and educate the public on how to/where to ride the bus.

c. Recruitment/Orientation Update:

The Chair recommended that CAC members continue to recruit and if possible to make person to person contacts with potential applicants.

d. PMER Observations:

The Chair reported the reports of the PMER meeting included the update on the Jefferson lot, the SRTC intermodal agreement, a project to change from analog to digital, 2017 route revisions, and PMER approved a paratransit van to Hope Works of Spokane.

5. GENERAL BUSINESS:

Larry Lapidus suggested that there is a strong correlation between the younger generations housing preferences and how quickly transit becomes an issue. He reported the demographic trends are becoming apparent and that there is a rapid growth of multifamily housing. Planning for transportation in these rapid developments will potentially have an effect on the need to provide transportation much quicker than in the past.

6. SET MEETING SCHEDULE & AGENDA ITEMS:

- Minutes of the November 9, 2016, Committee meeting – *Corrections/Approval*
- Demographics of Ridership
- Performance Measures
- Legislative Priorities

- Plaza Renovation Update
- Recruitment/Orientation
- PMER Observations
- Budget
- Weather conditions
- STAMF progress

7. **ADJOURN**

Respectfully submitted,



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