

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

PERFORMANCE MONITORING & EXTERNAL RELATIONS COMMITTEE MEETING

November 30, 2022 (December Meeting)

1:30 p.m. – 3:00 p.m.

Via Virtual Conference

Committee Members: [DECEMBER COMMITTEE MEMBER LINK](#)

General Public: [DECEMBER GUEST AND ATTENDEE LINK](#)

Audio Conference: Call the number below and enter the access code.
+1-408-418-9388 | Access code: 2490 014 9790 | Password: 2022

AGENDA

1. Call to Order and Roll Call
2. Committee Chair Report (15 minutes)
3. Committee Action (15 minutes)
 - A. Minutes of the November 2, 2022, Committee Meeting -- *Corrections/Approval*
 - B. Cheney Line Corridor Improvements and West Plains Transit Center Retrofit (Bay 4) - Scope of Work Approval (*Otterstrom*)
 - C. Recommendation to Appoint New Members to the Citizen Advisory Committee (*Cortright*)
4. Committee Action (30 minutes)
 - A. Board Consent Agenda
 1. 2023 Performance Measures (*Rapez-Betty*)
 - B. Board Discussion Agenda
 1. Draft 2023 State Legislative Focus and Priorities (*Cortright*)
5. Reports to Committee (*none*)
6. CEO Report (*E. Susan Meyer*) (15 minutes)
7. Committee Information (no discussion/staff available for questions)
 - A. October 2022 Operating Indicators (*Rapez-Betty*)
 - B. STA Outreach Update (*Cortright*)
 - C. October 2022 Financial Results Summary (*Liard*)
 - D. November 2022 Sales Tax Revenue (*Liard*)
 - E. January 2023 Service Changes (*Otterstrom*)
8. Review February 1, 2022, Committee Meeting Agenda
9. New Business
10. Committee Members' Expressions (15 minutes)
11. Adjourn
12. Next Committee Meeting: Wednesday, February 1, 2023, at 1:30 p.m. via WebEx

Agendas of regular Committee and Board meetings are posted the Friday afternoon preceding each meeting at the STA's website: www.spokanetransit.com. Discussions concerning matters to be brought to the Board are held in Committee meetings. The public is welcome to attend and participate. Spokane Transit assures nondiscrimination in accordance with Title VI of the Civil Rights Act of 1964 and the Americans with Disabilities Act. For more information, see www.spokanetransit.com. Upon request, alternative formats of this information will be produced for people who are disabled. The meeting facility is accessible for people using wheelchairs. For other accommodations, please call 325-6094 (TTY Relay 711) at least forty-eight (48) hours in advance.

SPOKANE TRANSIT AUTHORITY

PERFORMANCE MONITORING & EXTERNAL RELATIONS COMMITTEE MEETING

November 30, 2022

AGENDA ITEM 2 : COMMITTEE CHAIR REPORT

REFERRAL COMMITTEE: n/a

SUBMITTED BY: Pamela Haley, Chair, Performance Monitoring & External Relations

SUMMARY: At this time, the Committee Chair will have an opportunity to comment on various topics of interest regarding Spokane Transit.

RECOMMENDATION TO COMMITTEE: Information only.

SPOKANE TRANSIT AUTHORITY

PERFORMANCE MONITORING & EXTERNAL RELATIONS COMMITTEE MEETING

November 30, 2022

AGENDA ITEM 3A : MINUTES OF THE NOVEMBER 2, 2022, PERFORMANCE MONITORING & EXTERNAL RELATIONS COMMITTEE MEETING – CORRECTIONS OR APPROVAL

REFERRAL COMMITTEE: n/a

SUBMITTED BY: Molly Fricano, Executive Assistant

SUMMARY: Attached are the minutes of the November 2, 2022, Performance Monitoring & External Relations Committee meeting for corrections or approval.

RECOMMENDATION TO COMMITTEE: Corrections or approval.

PERFORMANCE MONITORING & EXTERNAL RELATIONS COMMITTEE MEETING

DRAFT Minutes of the November 2, 2022, Meeting
Via Virtual WebEx

MEMBERS PRESENT

Pam Haley, City of Spokane Valley*
Josh Kerns, Spokane County
Lori Kinnear, City of Spokane
Zack Zappone, City of Spokane
Veronica Messing, City of Cheney (*Ex-Officio*)
Don Kennedy, City of Medical Lake (*Ex-Officio*)
Rhonda Bowers, Labor Representative (*non-voting*)
E. Susan Meyer, CEO (*Ex-Officio*)

MEMBERS ABSENT

STAFF PRESENT

Brandon Rapez-Betty, Chief Operations Officer
Karl Otterstrom, Chief Planning and Development Officer
Monique Liard, Chief Financial Officer
Nancy Williams, Chief Human Resources Officer
Carly Cortright, Chief Communications and Customer Service Officer
Molly Fricano, Executive Assistant to the COO

PROVIDING LEGAL COUNSEL

Megan Clark, Etter, McMahon, Lamberson, Van Wert & Oreskovich, P.C.

**Committee Chairwoman*

GUESTS

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1. **CALL TO ORDER AND ROLL CALL**
Chair Haley called the meeting to order at 1:30 p.m. and roll call was conducted.
 2. **COMMITTEE CHAIR REPORT**
Chair Haley had no report at this time.
 3. **COMMITTEE APPROVAL**
 - A. **Minutes of the August 31, 2022, Committee Meeting**
Mr. Kerns moved to approve the August 31, 2022, Committee meeting minutes. Ms. Kinnear seconded, and the motion passed unanimously.
 4. **COMMITTEE ACTION**
 - A. **Board Consent Agenda**
 1. **Passenger Shelter Award of Contract**
Mr. Otterstrom explained Spokane Transit is seeking to award a five-year contract to purchase up to 125 shelters from Tolar Manufacturing Company Inc. A new shelter contract is needed to ensure a continuous supply of shelters. The contract is estimated at \$1,345,000, but the actual contract cost will change based on size of shelter order, roof type and optional accessories/replacement parts. Based on a quantity of 125 shelters, the average cost per shelter would be \$10,760. Shelters will be ordered for numerous projects that are funded by various funding sources (state, federal & local).

Ms. Kinnear moved to recommend the Board approve, by motion, the award of contract to Tolar Manufacturing Company, Inc. for passenger shelters for a five-year term. Mr. Zappone seconded, and the motion passed unanimously.

2. Approval of 2021-2023 Amended Interlocal Agreement with City of Spokane for Spokane Police Department Services

Ms. Williams discussed the current Interlocal Agreement with the City of Spokane and the reasoning for an amended Interlocal Agreement. The 2021 – 2023 Interlocal Agreement will include the City of Spokane and STA to establish a dedicated, full-time SPD police officer presence at the Plaza, eliminating the Limited Commission program. STA will pay the City of Spokane an hourly rate of \$56.63 for hours worked, not to exceed a total of 2,080 hours or \$117,800 per calendar year. Also included in the amendment is a reduction of allotted SPD parking spaces at the STA Plaza.

Ms. Williams explained this amendment will require approval from the City Council and the effective date will be December 1, 2022.

Ms. Kinnear moved to recommend the Board approve amended Interlocal Agreement with the City of Spokane as presented. Mr. Zappone seconded, and the motion passed unanimously.

3. Workers' Compensation Legal Services Award of Contract

Ms. Williams explained STA currently maintains a five (5) year contract for Workers' Compensation Legal Services, which is set to expire December 31, 2022. STA will negotiate and award a new five (5) year contract with the most qualified and cost-effective firm, identified through an open, competitive procurement process. Ms. Williams provided information on Evaluation Criteria and shared the results showing Floyd & Kane, PLLC as the first choice.

Mr. Zappone moved to recommend the Board authorize contract negotiations between STA and Floyd & Kane, PLLC, for a five (5) year agreement for Workers' Compensation Legal Services and authorize the CEO to execute said contract if the terms are deemed to be fair and reasonable and in the best interest of STA. Ms. Kinnear seconded, and the motion passed unanimously.

B. Board Discussion Agenda (None)

5. REPORTS TO COMMITTEE

A. Third Quarter 2022 Performance Measures

Mr. Rapez-Betty presented the Third Quarter 2022 Performance Measures Summary. Each Performance Measure relates to a specific Spokane Transit priority. These quantifiable benchmarks demonstrate the agency's commitment to accountability. He advised the full packet of Performance Measure results for the Third Quarter may be viewed on the STA website through the link provided on the cover page. Mr. Rapez-Betty presented a summary of the Third Quarter Performance Measures website presentation and highlighted the Ridership data.

Fixed Route third quarter 2022 year-to-date ridership was up 24.2% compared to our ridership in 2021. Fixed Route provided 4,719,604 in 2022 vs. 3,799,017 in 2021. The ridership goal for Fixed Route in 2022 is 20.3% increase from 2021 (approximately 6.3 million trips).

Paratransit third quarter 2022 year-to-date ridership was up 34.7% compared to our ridership in 2021. Paratransit provided 240,796 in 2022 vs. 178,811 in 2021. The ridership goal for Paratransit in 2022 is 11.2% increase from 2021 (approximately 277,000 trips).

Vanpool third quarter 2022 year-to-date ridership was up 27.2% compared to our ridership in 2021. Vanpool provided 66,844 in 2022 vs. 52,540 in 2021. The ridership goal for Vanpool in 2022 is 25.7% increase from 2021 (approximately 88,000 trips).

6. CEO REPORT

- Ms. Meyer reported the October 2022 voter-approved sales tax revenue, collected on August sales, had a budget of \$8.3M. The actual receipts were \$10.0M, which is 20.6% above budget and totaling approximately \$1,715,767. Year-to-date is 6.6% above budget and totaling approximately \$5.8M.
- Ms. Meyer announced STA is offering unlimited free rides all November on Fixed Route & Paratransit for passengers with a Connect Card or a Connect Account. This is an incentive for people to sign up for a Connect Card account. Since the launch on October 1, 2022, 19,925 Connect Cards and accounts have been created by riders. Zero-fare for youth, Spokane Public Schools, and Riders License cards make up 24% of the total number sold. This promotion, which is charged to the marketing budget, has an estimated cost of \$220,000.

7. COMMITTEE INFORMATION

- A. September 2022 Operating Indicators
- B. September 2022 Financial Results Summary
- C. October 2022 Sales Tax Revenue
- D. Third Quarter 2022 Service Planning Input Report
- E. STA's Holiday Services & Office Hours

8. November 30, 2022 (DECEMBER) – COMMITTEE MEETING DRAFT AGENDA REVIEW

The November 30, 2022, Performance Monitoring & External Relations Committee Meeting draft agenda was reviewed and there were no changes.

9. NEW BUSINESS

None

10. COMMITTEE MEMBERS' EXPRESSIONS

None

11. ADJOURN

With no further business to come before the Committee, Chair Haley adjourned the meeting at 2:02 p.m.

The next committee meeting will be held on Wednesday, November 30, 2022 (December), at 1:30 p.m. via WebEx.

Respectfully submitted,

Molly Fricano

Molly Fricano

Executive Assistant to the Chief Operations Officer

SPOKANE TRANSIT AUTHORITY

PERFORMANCE MONITORING & EXTERNAL RELATIONS COMMITTEE MEETING

November 30, 2022

AGENDA ITEM 3B: CHENEY LINE CORRIDOR IMPROVEMENTS AND WEST PLAINS TRANSIT CENTER RETROFIT (BAY 4) - SCOPE OF WORK APPROVAL

REFERRAL COMMITTEE: n/a

SUBMITTED BY: Karl Otterstrom, Chief Planning & Development Officer
Jeff Hall, Capital Projects Manager

SUMMARY: The Cheney Line is an important corridor between downtown Spokane and the West Plains providing all-day, two-way high-quality transit, which includes frequent service & HPT stations at key locations. The purpose of this agenda item is to approve the scope of work and authorize the release of the invitation for bids for construction of station and stop improvements along the Cheney Line.

BACKGROUND: The Cheney Line is an integral part of STA's High-Performance Transit network and commitment to expand regional transit services as part of *STA Moving Forward* plan (2016). The Cheney High Performance Transit (HPT) Corridor extends from downtown Spokane to Eastern Washington University (EWU) in Cheney, Washington, via Interstate 90 and State Route 904. Combined with the construction of the West Plains Transit Center (WPTC) in 2018, the Cheney Line was envisioned to enhance service on the West Plains by creating all-day connections between Cheney, Airway Heights, Medical Lake, and downtown Spokane. In May 2020, the STA Board approved the Cheney Line Infrastructure & Alignment Plan which detailed a phased implementation plan. H.W. Lochner, Inc. is the Engineer of Record (EOR) and has been instrumental in the development of the Cheney Line. Past phases of the work included the development and construction of both Four Lakes Station on State Route 904 south of Interstate 90 and Eagle Station at the EWU Pence Union Building (PUB). Constructed as part of the Cheney Corridor Improvements (CIP #764), the Eagle Station passenger shelter was completed in early 2022.

For the current phase, the Cheney Corridor Improvements scope of work includes HPT amenity installation (incorporating Four Lakes Station and Eagle Station), along with civil, road, and ADA accessibility improvements at twenty stops (6 stations, 2 enhanced stops, and 12 standard stops) throughout the corridor. It also includes HPT amenity installations along the corridor, including Four Lakes and Eagle stations. Construction of these stops is scheduled for 2023.

There are three levels of investment for an HPT stop: station, enhanced stop, and standard stop. Generally, an HPT station includes installation of a shelter, HPT marker, pedestrian-scale lighting, benches, leaning rails, trash and recycle cans, wayfinding, and branding. An enhanced stop will have many of the same amenities as a station but will not have the marker, pedestrian scale lighting and level of branding associated with a station. A standard stop further reduces the amenities that are installed and may include benches, leaning rails, trash cans, recycle cans, and branding.

As the Cheney Line includes minor construction at the West Plains Transit Center to incorporate HPT station amenities at the existing passenger loading bay used by the Cheney Line, STA intends to incorporate work under CIP #902, “West Plains Transit Center Retrofit & Layover” as a single procurement. This second, smaller project was initially focused on retrofitting existing bays at the transit center. With upcoming plans to add a fourth route to the transit center in July 2023 per service plans approved by the Board of Directors, staff proposes to focus the retrofit budget on creating a fourth passenger loading bay that will also offer increased layover capacity at the facility. Other retrofits at the West Plains Transit Center are anticipated to be brought forward as a future capital project.

The budget for the Cheney Corridor Improvements and the West Plains Transit Center Retrofit totals \$4.7 million. Funding is derived of both local and state funds. The allocation of these funds to major phases and elements is summarized in the following table:

Project Element	Total Budget(s)
Cheney Corridor Improvements (CIP #764)	\$ 4,490,000
Eagle Station	\$ 1,335,000
Cheney Corridor Improvements Budget	\$ 3,155,000
West Plains Transit Center Retrofit (CIP #902)	\$ 208,811
Budget Totals	\$ 4,698,811

An Invitation for Bid (IFB) is required for procurement of the general contractor that will carry out project construction. Construction contracts that are anticipated to be more than \$1 million require approval by a board committee of the scope of work prior to procurement. The engineer’s estimate for the construction activities summarized in the attached general scope of work is \$1,400,000. Other project expenses include design and engineering, construction management, HPT amenities and construction testing and monitoring. All project expenses are expected to be within budget from existing CIPs #764 and #902.

RECOMMENDATION TO COMMITTEE: Approve the general scope of work for Cheney Line Corridor Improvements and West Plains Transit Center Retrofit (Bay 4) and authorize staff to release the Invitation for Bid (IFB) for Cheney HPT Corridor Development.

GENERAL SCOPE OF WORK

CHENEY CORRIDOR IMPROVEMENTS & WPTC RETROFIT (BAY 4)

CIP #764 Cheney Corridor Improvements

- Construct existing bus stop improvements with associated accessibility improvements (20 locations)
- Existing sidewalk and landscaping demolition
- Install shelters
- Install HPT Markers at station locations
- Install power and communications infrastructure (stations only)
- Install HPT amenities
- Install stop posts & flags
- Other related site-specific roadway, utility, and geometric improvements as required

Cheney Corridor Improvements (20 Locations)

Route Street	Cross Street	Direction	Type
Jefferson Park & Ride	N/A	Westbound	Station
South Walnut Street	Jefferson Park & Ride	Northbound	Station
West Plains Transit Center	N/A	Both	Station
Betz Road	Silverthorn Lane	Westbound	Station
Betz Road	Silverthorn Lane	Eastbound	Station
North 6 th Street	Mike McKeehan Way	Southbound	Stop
North 6 th Street	Mike McKeehan Way	Northbound	Stop
North 6 th Street	Golden Hills Drive	Southbound	Stop
North 6 th Street	Golden Hills Drive	Northbound	Stop
North 6 th Street	@ Cheney High School	Southbound	Stop
North 6 th Street	@ Cheney High School	Northbound	Enhanced Stop
Elm Street	North 7 th Street	Westbound	Stop
Elm Street	B Street	Eastbound	Enhanced Stop
Washington Street	@ EWU Athletics	Southbound	Stop
Washington Street	@ EWU Athletics	Northbound	Stop
Washington Street	West 7 th Street	Southbound	Stop
Washington Street	J Street	Northbound	Stop
Washington Street	W 3 rd Street	Southbound	Stop
Washington Street	W 3 rd Street	Northbound	Stop
K Street	W 2 nd Street	Both	Station

CIP #902 West Plains Transit Center Retrofit (Bay 4)

- Construct new passenger loading bay at West Plains Transit Center, associated road, and accessibility improvements
- Install new custom shelter and standard stop amenities

SPOKANE TRANSIT AUTHORITY

PERFORMANCE MONITORING & EXTERNAL RELATIONS COMMITTEE MEETING

November 30, 2022

AGENDA ITEM 3C : APPOINTMENT OF MEMBERS TO CITIZEN ADVISORY COMMITTEE

REFERRAL COMMITTEE: n/a

SUBMITTED BY: Carly Cortright, Chief Communications & Customer Service Officer

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. Members serve as conduits of information between the agency and the community by both relaying STA-related information to their networks and by providing input to STA. In 2015, the Citizen Advisory Committee became a subcommittee to Performance Monitoring & External Relations (PMER) Committee.

Per its charter, the CAC shall be composed of no more than 15 members who are appointed by the PMER Committee. Terms are for three (3) years, and Members may serve up to two (2) terms. 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. Currently, the CAC has ten (10) members.

The CAC Chair, Brian Kamp, and Carly Cortright interviewed two CAC applicants in the past month, Mr. Konrad Capeller and Mr. Tino Andrade. Mr. Capeller has experience with public transportation all over the world and in his interview shared much of what he appreciates about STA as well as ways in which the organization could improve. He has a wide network within the Spokane community and would be able to relay information effectively. Mr. Andrade is reliant on STA for transportation, has a strong desire to be part of the committee to make his community better, and would bring a unique perspective to the committee that it does not currently have. At the November 9, 2022 CAC meeting, the CAC voted to recommend to PMER the appointment of Mr. Capeller and Mr. Andrade. Staff recommends that the Performance Monitoring and External Relations Committee appoint Mr. Capeller and Mr. Andrade to their first three-year term, beginning January 1, 2023.

RECOMMENDATION TO COMMITTEE: Approve, by motion, the appointment of Konrad Capeller and Tino Andrade to the Citizen Advisory Committee, for a first term of three years, commencing January 1, 2023.

SPOKANE TRANSIT AUTHORITY

PERFORMANCE MONITORING & EXTERNAL RELATIONS COMMITTEE MEETING

November 30, 2022

AGENDA ITEM 4A1: 2023 PERFORMANCE MEASURES

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Brandon Rapez-Betty, Chief Operations Officer

SUMMARY: Staff will provide an update on the 2023 Performance Measures.

RECOMMENDATION TO COMMITTEE: Review and recommend the Board approve the 2023 Performance Measures as presented.

SPOKANE TRANSIT AUTHORITY

PERFORMANCE MONITORING & EXTERNAL RELATIONS COMMITTEE MEETING

November 30, 2022

AGENDA ITEM 4B1 : DRAFT 2023 LEGISLATIVE FOCUS AND PRIORITIES

REFERRAL COMMITTEE: N/A

SUBMITTED BY: Carly Cortright, Chief Communications & Customer Service Officer

SUMMARY: Each year the Board of Directors adopts Legislative Priorities to guide the CEO during the session as she communicates Spokane Transit (STA) interests and priorities to the legislature. During the session, staff will watch for and analyze legislation that may pose a threat or offer new opportunities to Spokane Transit.

Because legislation affecting STA's operations and/or service may come forward at any time, the CEO requests authority from the Board to determine STA's interest on specific pieces of legislation, convey those interests to legislators and others, and report to the Performance Monitoring & External Relations Committee and the Board during the legislative session.

The draft Spokane Transit Priorities for the 2023 Legislative session will be provided at the meeting.

RECOMMENDATION TO COMMITTEE: Review and recommend the Board approve the 2023 Legislative 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.

SPOKANE TRANSIT AUTHORITY

PERFORMANCE MONITORING & EXTERNAL RELATIONS COMMITTEE MEETING

November 30, 2022

AGENDA ITEM 6: CEO REPORT

REFERRAL COMMITTEE: n/a

SUBMITTED BY: E. Susan Meyer, Chief Executive Officer

SUMMARY: At this time, the CEO will have an opportunity to comment on various topics of interest regarding Spokane Transit.

RECOMMENDATION TO COMMITTEE: Information only.

SPOKANE TRANSIT AUTHORITY

PERFORMANCE MONITORING & EXTERNAL RELATIONS COMMITTEE MEETING

November 30, 2022

AGENDA ITEM 7A: OCTOBER 2022 OPERATING INDICATORS
REFERRAL COMMITTEE: n/a
SUBMITTED BY: Brandon Rapez-Betty, Chief Operations Officer

SUMMARY: There was the same number of weekdays in October 2022 compared to October.

FIXED ROUTE

Total monthly ridership increased 28.7% (656,134 vs. 509,841) in October 2022 compared to October 2021 and is up 24.8% (5,377,400 vs. 4,309,387) year-to-date.

Average weekday ridership increased 27.7% (26,141 vs. 20,475) in October 2022 compared to October 2021 and is up 56.5% (26,682 vs. 17,042) year-to-date.

Adult Ridership increased 2.1% (318,341 vs. 311,697) in October 2022 compared to October 2021 and is up 23.9% (3,121,765 vs. 2,520,014) year-to-date.

- CCS Pass Ridership increased 26.9% (28,766 vs. 22,676) in October 2022 compared to October 2021 and is up 46.3% (169,858 vs. 116,111) year-to-date.
- Eagle Pass Ridership decreased 5.3% (45,225 vs. 47,752) in October 2022 compared to October 2021 and is up 151.9% (227,422 vs. 108,130) year-to-date.

Youth Ridership increased 173.1% (113,622 vs. 41,608) in October 2022 compared to October 2021 and is up 102.6% (615,989 vs. 304,072) year-to-date.

Reduced Fare / Paratransit Ridership increased 13.3% (80,635 vs. 71,177) in October 2022 compared to October 2021 and is up 5.5% (731,470 vs. 693,616) year-to-date.

PARATRANSIT

Total ridership for Paratransit has increased 26.3% (31,538 vs. 24,971) in October 2022 compared to October 2021 and is up 33.6% (272,334 vs. 203,782) year-to-date.

Detailed breakdown:

Directly operated service increased 11.1% (15,379 vs. 13,838) in October 2022 compared to October 2021 and is up 18.5% (139,656 vs. 117,804) year-to-date.

Contracted service increased 51% (14,314 vs 9,482) in October 2022 compared to October 2021 and is up 60.3% (117,696 vs. 73,409) year-to-date.

Special Use Van ridership increased 11.8% (1,845 vs. 1,651) in October 2022 compared to October 2021 and is up 19.2% (14,983 vs. 12,569) year-to-date.

VANPOOL

Vanpool ridership increased 33.7% in October 2022 vs October 2021 (8,435 vs 6,310) and is up 27.9% (75,279 vs 58,850) year-to-date.

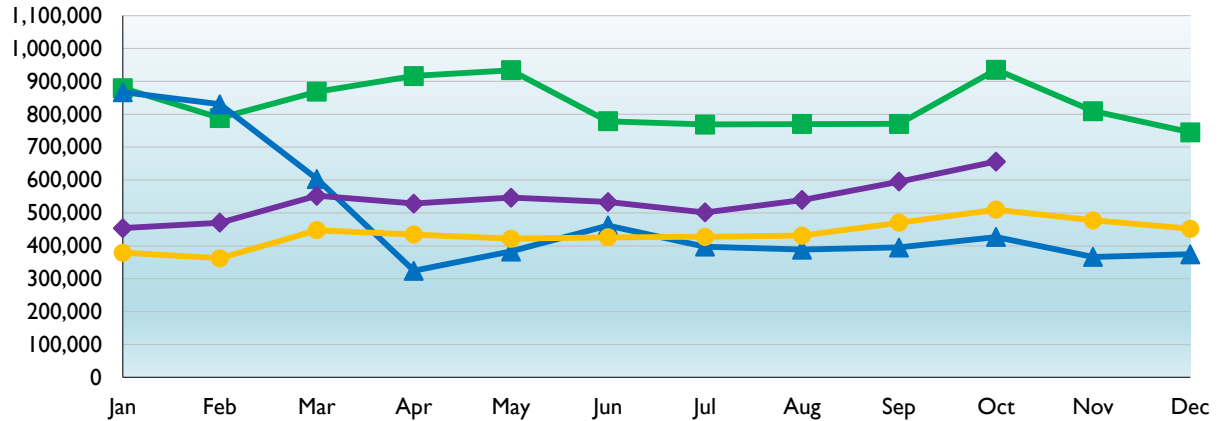
Vanpool vans in service increased 18.0% (72 vs. 61) in October 2022 compared to October 2021.

PASS SALES

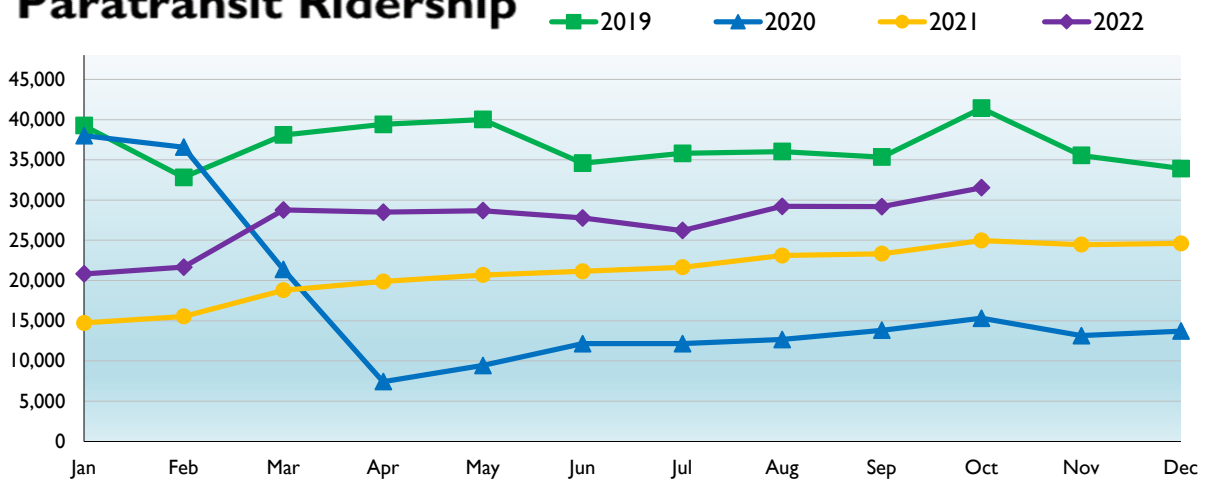
Given the changes in fare types introduced by the Connect fare collection system, including fare capping, staff is evaluating new measures to report. As such, there will be a temporary pause in pass sales data reporting while this new format is being developed

RECOMMENDATION TO COMMITTEE: Information only.

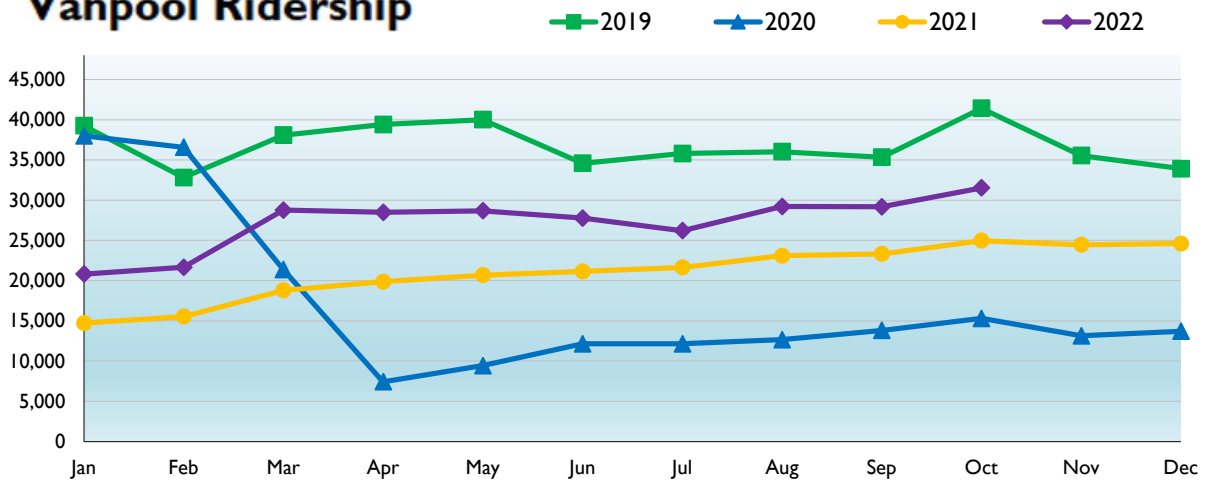
Fixed Route Ridership



Paratransit Ridership



Vanpool Ridership



SPOKANE TRANSIT AUTHORITY

PERFORMANCE MONITORING & EXTERNAL RELATIONS COMMITTEE MEETING

November 30, 2022

AGENDA ITEM 7B: STA Outreach Update

REFERRAL COMMITTEE: n/a

SUBMITTED BY: Carly Cortright, Chief Communications and Customer Service Officer
Delana Combs, Business Development Manager

SUMMARY:

Over the last 3-4 months, outreach provided by Communications and Business Development have centered primarily around the launch of the Connect fare system, but also the August service change and new Spokane Public Schools partnership. Below is a summary of these outreach efforts to update our customers and partners regarding our service offerings.

Communications – Marketing and Education

STA's communications channels in recent months have been dominated by promoting the Connect fare system. Efforts have focused on promoting awareness of the system and encouraging riders to sign up, and customer education on the benefits and how to use its features.

The Communications team created over a dozen new marketing and educational web pages for Connect, including a video gallery with nearly 20 how-to videos and an interactive map of retail locations. Brochures, flyers and informational Connect card envelopes were created and distributed on buses and at STA facilities, by mail, and through Spokane Public Schools. A digital download toolkit was made available to community partners with posters, videos, and other promotional materials. Multiple advertisements and onboard announcements appeared on every bus.

We also did an extensive media campaign. We developed five different TV commercials that played on KREM, KHQ, KXLY and FOX. Radio ads also aired on KZZU. The commercials were also promoted in social media ads on Facebook, Instagram, Youtube, and Google Ads. Print ads included the Spokesman-Review, GSI Connect, Liberty Lake Splash, Cheney Free Press, La Prensa Bilingue, and The Fig Tree.

Phase 2 of the Connect campaign began in November, promoting free rides all month with a Connect card. Promotional materials were restricted to digital and print displays at the Plaza along with social media and website promotion.

Other campaigns in this same period promoted the annual Rider Survey, awareness of downtown construction impacts for riders, public participation in Division Street Bus Rapid Transit planning, working at STA (Drive Your Career), and plans and preparation for a new STA Internal Communications team were finalized and approved.

Additionally, STA Communications continued to further speed-up and improve its customer notification system, introducing automatic website updates of service impacts in addition to text and email notifications. We also worked closely with Planning and Development regarding the new schedules and other changes (i.e. bays) associated with the August service change.

Communications – Social Media

STA Communications has continued with the plan optimize social media accounts for audience engagement and reach by shifting post types and content to what performs well. This includes expanding post content to include more video, slides, and Instagram story shares, and focusing organic posts very heavily on customer-impact changes. Paid advertising continued in the areas we needed support, including survey responses, hiring campaigns, service changes, and the Connect fare system, both pre and post-launch.

Responses to incoming engagement continued to improve, with an emphasis on responding more fully to both promoters and detractors. This has anecdotally improved the comment sentiment on our pages. Though there is still negativity, there are also promoters coming to our support. The advertising strategy followed a results-based plan, focusing on clickthrough rate, reach, and cost per click.

Since September, STA's social media has:

- Increased organic impressions on Facebook by 34%
- Increased reach on Instagram by 88%
- Increased profile views on Instagram by 68%
- Increased mentions on Twitter by 30%
- Increased engagement on LinkedIn by 49%
- Increased average session duration on website traffic that comes from social media by 21%.
- Reduced cost-per-click on Meta advertising from \$1.50 - \$2.50 per click to \$.45-\$.70
- Improved clickthrough rate on Meta advertising from 1.3%-3% to 3%-6%

Business Development and Customer Outreach

August 2022:

The Business Development team welcomed Alyssa Bashor as the new Customer Support and Outreach Coordinator in mid-August. The team concentrated on onboarding, the fare collection system launch, and the WSTA conference. Outreach events included:

- Shiloh Hills Block Party
- August Service Change (supported Planning and Development)
- Spokane Public Schools webinars for both staff/administration and two for parents

September 2022:

The Business Development team concentrated on the fare collection system launch and onboarding 10 Connect Team temporary employees to assist with Connect card education and distribution at the Plaza, at Park and Rides, and on the buses. Outreach events included:

- 3 Employee Transportation Coordinator (ETC) Luncheons
- 3 open webinars for Group Sales customers

- Logan Block Party
- Spokane Valley Senior Center Resource Fair
- EWU Student Scavenger Hunt
- Valleyfest
- Central Valley School District Transportation

October 2022:

The business development team was busy in October with the launch of the new fare collection system, transitioning group sales customers to the new online portal, and managing the Connect team. Outreach events included:

- 2 open webinars for Community Access Pass participants
- 58 meetings with various organizations and employers to set them up with new accounts and show them how to use the new system
- 5 in-person events including:
 - Northern Quest Benefits Fair
 - SRTC Electric Transportation Grant Commencement Ceremony
 - Employee Transportation Coordinator Orientation with CommuteSmart NW
 - Meals on Wheels presentation
 - Senior Resource Fair
 - Lighthouse for the Blind presentation
- Garfield APPLE program field trip

November 2022:

- Visits to Rogers, North Central, Ferris, and Shadle high schools to sign-up students for Rider's License cards
- Visit to ELD classroom at North Central High School
- Spokane Montessori visit to Maintenance and Boone NW garages

RECOMMENDATION TO COMMITTEE: Information only.

SPOKANE TRANSIT AUTHORITY

PERFORMANCE MONITORING & EXTERNAL RELATIONS COMMITTEE MEETING

November 30, 2022

AGENDA ITEM 7C : OCTOBER 2022 FINANCIAL RESULTS SUMMARY

REFERRAL COMMITTEE: n/a

SUBMITTED BY: Monique Liard, Chief Financial Officer
Tammy Johnston, Senior Financial Services Manager

SUMMARY: Attached are the October 2022 financial results. The charts are being shown with a comparison to the YTD budgetary and prior year actual values.

Revenue

Overall, October year-to-date revenue is 9.1% (\$11.0M) higher than budget impacted by the following:

- Fares & Other Transit Revenue is 0.2% higher than budget
- Sales Tax Revenue is 4.3% higher than budget
- Federal & State Grant Revenue is 26.8% higher than budget
- Miscellaneous Revenue is 36.0% higher than budget

Operating Expenses

Overall, October year-to-date operating expenses are 4.1% (\$3.1M) lower than budget influenced by the timing of payments as follows:

- Fixed Route is 1.3% lower than budget
- Paratransit is 5.7% lower than budget
- Vanpool is 4.5% lower than budget
- Plaza is 15.9% lower than budget
- Administration is 11.9% lower than budget

RECOMMENDATION TO COMMITTEE: Information only.

Spokane Transit Revenues ⁽¹⁾ - October 2022

100,000,000
90,000,000
80,000,000
70,000,000
60,000,000
50,000,000
40,000,000
30,000,000
20,000,000
10,000,000

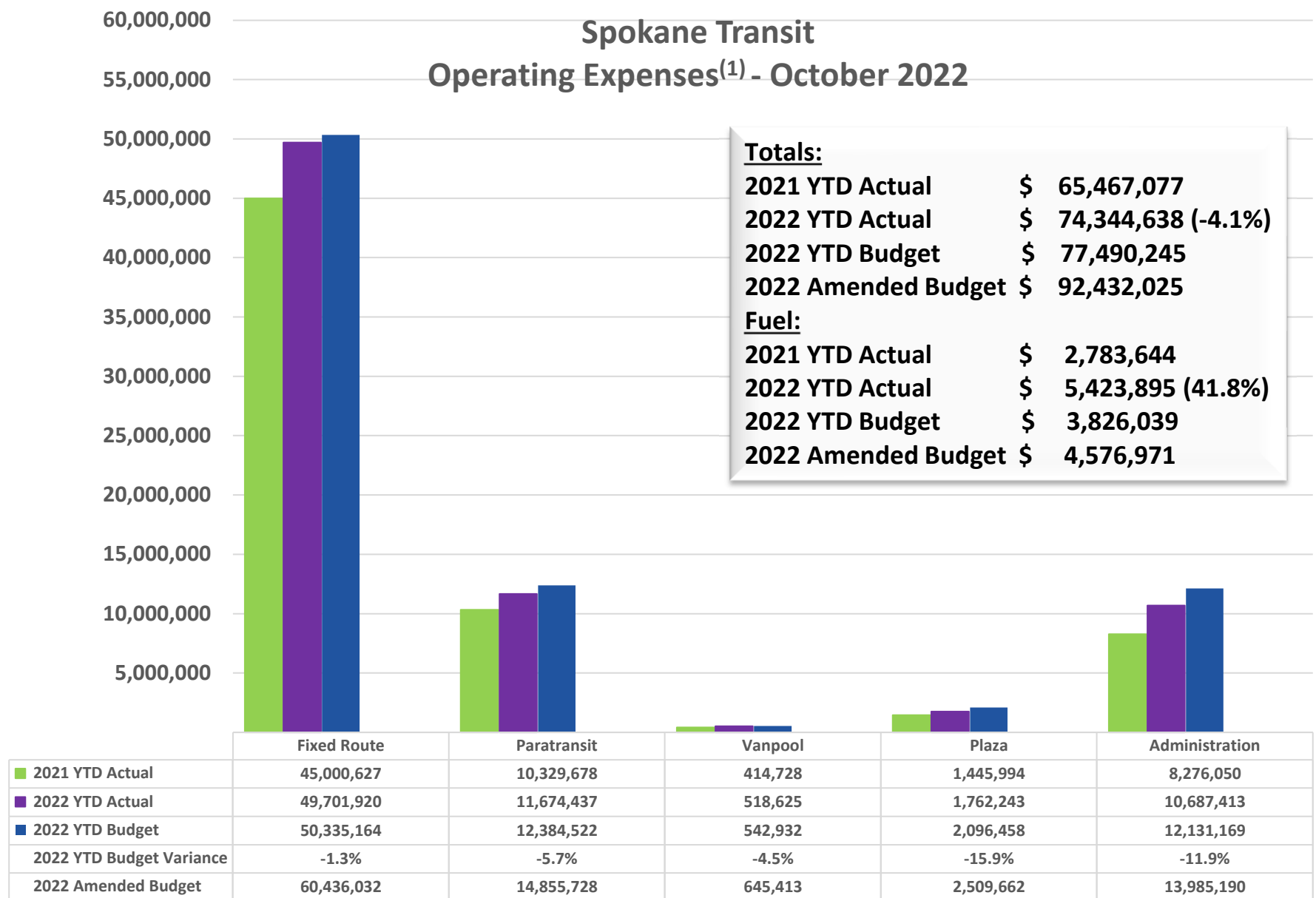
Totals:

2021 YTD Actual \$ 121,654,477
2022 YTD Actual \$ 132,635,237 (9.1%)
2022 YTD Budget \$ 121,593,142
2022 Amended Budget \$ 145,244,932

	Fares & Other Transit Revenue	Sales Tax	Federal & State Grants	Miscellaneous
2021 YTD Actual	5,331,241	86,359,921	28,446,985	1,516,330
2022 YTD Actual	6,229,219	92,763,684	31,805,182	1,837,152
2022 YTD Budget	6,215,752	88,950,720	25,075,712	1,350,958
2022 YTD Budget Variance	0.2%	4.3%	26.8%	36.0%
2022 Amended Budget	7,458,902	106,074,026	30,090,854	1,621,150

(1) Above amounts exclude grants used for capital projects. Year-to-date October state capital grant reimbursements total \$471,769 and federal capital grant reimbursements total \$9,309,572.

Spokane Transit Operating Expenses⁽¹⁾ - October 2022



(1) Operating expenses exclude capital expenditures of \$30,503,307 and Street/Road cooperative projects of \$70,094 for year-to-date Oct 2022.

SPOKANE TRANSIT AUTHORITY

PERFORMANCE MONITORING & EXTERNAL RELATIONS COMMITTEE MEETING

November 30, 2022

AGENDA ITEM 7D : NOVEMBER 2022 SALES TAX REVENUE

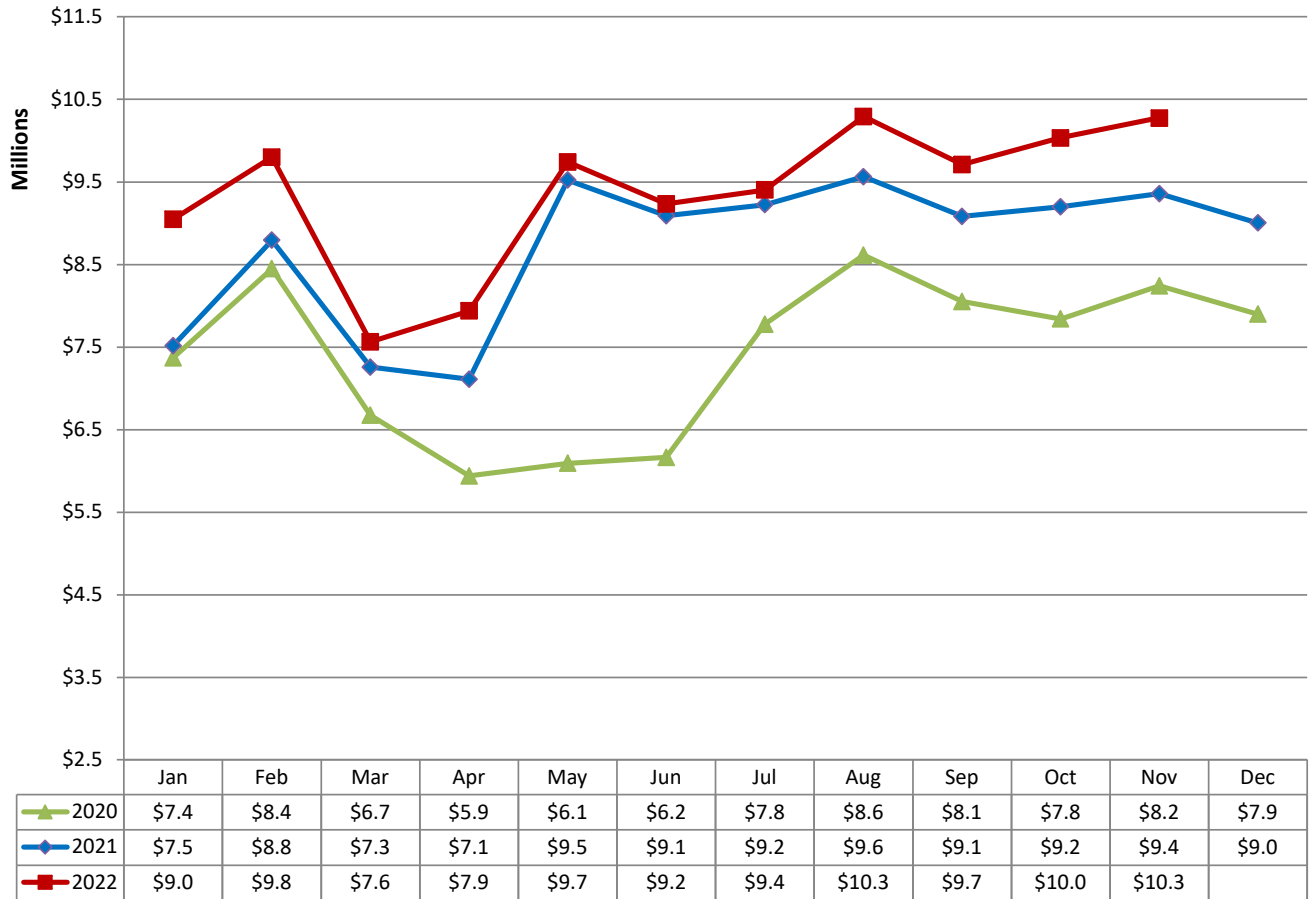
REFERRAL COMMITTEE: n/a

SUBMITTED BY: Monique Liard, Chief Financial Officer
Tammy Johnston, Senior Financial Services Manager

SUMMARY: Attached is the November 2022 voter-approved sales tax revenue information. Additional information will be forthcoming.

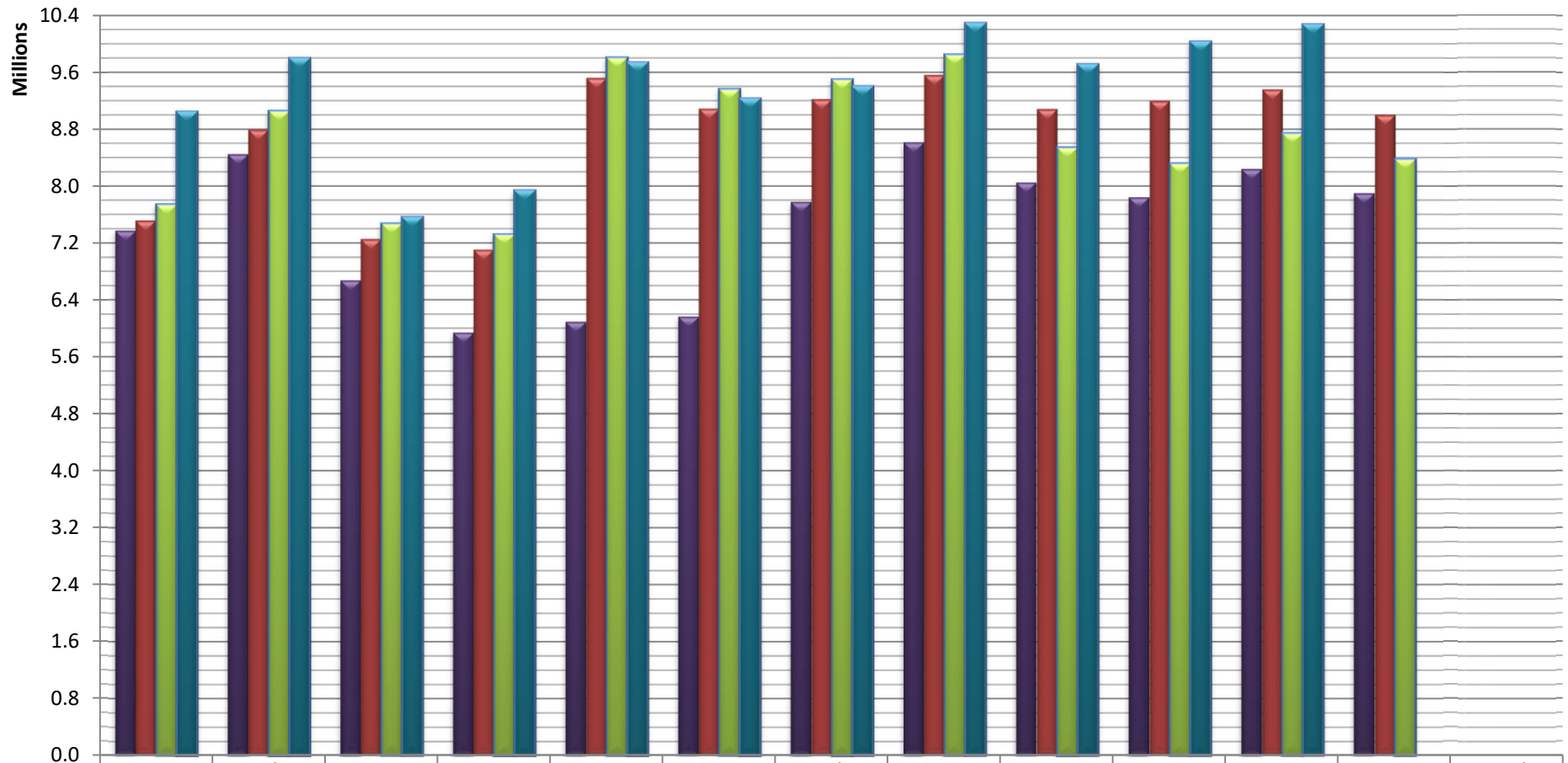
RECOMMENDATION TO COMMITTEE: Information only.

Sales Tax Revenue History-November 2022⁽¹⁾



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

2020 - 2022 SALES TAX RECEIPTS ⁽¹⁾



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2020 Actual	7,370,074	8,448,309	6,674,740	5,937,757	6,092,534	6,163,749	7,776,530	8,613,027	8,051,397	7,840,122	8,241,404	7,898,954	89,108,597
2021 Actual	7,517,140	8,794,667	7,257,060	7,108,633	9,523,273	9,090,370	9,223,714	9,563,200	9,082,609	9,199,257	9,358,222	9,004,038	104,722,183
2022 Budget	7,742,654	9,058,507	7,474,772	7,321,892	9,808,971	9,363,081	9,500,425	9,850,096	8,541,727	8,317,585	8,743,306	8,380,001	104,103,017
2022 Actual	9,047,047	9,799,005	7,564,336	7,938,326	9,741,227	9,233,669	9,403,475	10,291,837	9,711,411	10,033,352	10,273,246	-	103,036,931
\$ Mo. Var.	1,529,907	1,004,338	307,276	829,693	217,954	143,299	179,761	728,637	628,802	834,095	915,024	-	
% Mo. Var.	20.4%	11.4%	4.2%	11.7%	2.3%	1.6%	1.9%	7.6%	6.9%	9.1%	9.8%	0.0%	
\$ YTD Var.	1,529,907	2,534,245	2,841,521	3,671,214	3,889,168	4,032,467	4,212,228	4,940,865	5,569,667	6,403,762	7,318,786	-	
% YTD Var.	20.4%	15.5%	12.1%	12.0%	9.7%	8.2%	7.2%	7.3%	7.2%	7.4%	7.6%	0.0%	
% YTD Bud. Var.	16.8%	12.2%	8.8%	8.7%	6.5%	5.0%	4.1%	4.1%	5.2%	6.6%	7.6%	0.0%	

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

SPOKANE TRANSIT AUTHORITY

PERFORMANCE MONITORING & EXTERNAL RELATIONS COMMITTEE MEETING

November 30, 2022

AGENDA ITEM 7E : JANUARY 2023 SERVICE CHANGES

REFERRAL COMMITTEE: n/a

SUBMITTED BY: Karl Otterstrom, Chief Planning and Development Officer
Lukas Yanni, Principal Transit Planner/Department Manager

SUMMARY: STA continues to monitor the fixed-route system for opportunities to improve customer information, connectivity, reliability, and mobility. Per the Service Implementation Plan (SIP) contained in the adopted 2023-2028 Transit Development Plan (TDP), STA will implement minor routing and schedule adjustments as needed in January 2023.

BACKGROUND: Following the August 2022 Service Change, minor service adjustments were made on September 18th and November 6th to address capacity and reliability with very minor adjustments. The January 2023 Service Change continues to refine the August 2022 Service Change by adding additional trips to address heavy passenger demand, especially on routes serving high schools in the afternoons, refine schedule reliability through timepoint adjustments, and changing a layover location for better restroom access for operators.

The Communications and Public Input section of *Connect Spokane*, STA's Comprehensive Plan, authorizes the CEO to approve minor changes that do not result in significant modifications to existing routes, schedules or levels of service, and changes that do not meet the adopted threshold for holding a public hearing (less than 1.0% growth or reduction in revenue hours in any calendar year or less than 0.5% of annualized system ridership negatively impacted by loss of bus stop, trips or route at any given service change). All the January 2023 Service Changes fall below these adopted thresholds, with a total increase of 3,188 annual revenue hours.

The following table outlines the planned adjustments as part of the January 2023 Service Change, as well as associated routes, the rationale for each change, and the resource impact of each change in terms of platform hours.

January 2023 Service Changes			
Route(s)	Planned Adjustment	Rationale	Resource Impacts
4	Add northbound PM trip during school days, departing	Increase passenger capacity to accommodate demand primarily attributed to Ferris	+157 revenue hours

January 2023 Service Changes			
Route(s)	Planned Adjustment	Rationale	Resource Impacts
	Moran Station at 2:27 PM (1 minute ahead of current trip) and arriving at Five Mile Park and Ride	High Schools along the route, also supporting loads from The Community School, Lewis & Clark, and North Central High Schools.	
23	Add one 2:35 PM outbound Route 23 trip from Boone Ave and Maple St (using existing bus by pulling out early on District 81 school days)	Existing outbound Route 23 is experiencing heavy passenger loads on 2:35 PM Plaza trip (note: Route 223 will continue to have a 2:46 PM outbound trip from North Central High School).	+122 revenue hours
27	Adjust timepoints	Service ahead of schedule on some timepoints during low volume times. Bus behind schedule during PM Peak weekdays.	n/a
35	Adjust timepoints for westbound trips at PM Peak	Modified schedule provides better recovery opportunities.	n/a
36	Adjust timepoints	Route 36 gets ahead of schedule during low volume times.	n/a
60	Truncate nights and weekends routing to park and ride near Yoke's Fresh Market in Airway Heights	To allow for better restroom access and layover. Will only operate this pattern on weekends and nights. Route 61 continues to serve destinations west of this new layover nights and weekends.	n/a
63	Adjust timepoints	To avoid scheduling conflict with Route 60 at bus pullout near Yoke's in Airway Heights.	n/a

January 2023 Service Changes			
Route(s)	Planned Adjustment	Rationale	Resource Impacts
74	Adjust timepoints	To improve service reliability and ensure adequate layover. Increased running time and layover/recovery time will address increased traffic congestion impacting Route 74 on-time performance.	+2,556 revenue hours
124	Add trip	To better serve demand in the mid-afternoon, including North Central High School students heading toward Linwood area.	+203 revenue hours
144	Add trip	Add short inbound trip on school days from Lewis and Clark High School from Washington St and 4 th Ave to support passenger loads on Route 4 from Lewis and Clark High School.	+18 revenue hours
172	Adjust timepoint at end of line. Add extra running time outbound	To better reflect actual travel times. Route 172 is arriving late at Liberty Lake Park & Ride due to eastbound PM traffic on I-90.	n/a (included with Route 74 blocking)
294	Add trip	To support passenger loads on existing trip from Ferris High School in PM during school days.	+132 revenue hours

RECOMMENDATION TO COMMITTEE: Information only.

SPOKANE TRANSIT AUTHORITY

PERFORMANCE MONITORING & EXTERNAL RELATIONS COMMITTEE MEETING

November 30, 2022

AGENDA ITEM 8 : FEBRUARY 1, 2023, DRAFT COMMITTEE AGENDA REVIEW

REFERRAL COMMITTEE: n/a

SUBMITTED BY: STA Staff

SUMMARY: At this time, members of the Performance Monitoring & External Relations Committee will have an opportunity to review and discuss the items proposed to be included on the Draft Agenda for the meeting of February 1, 2023.

RECOMMENDATION TO COMMITTEE: For discussion.

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

PERFORMANCE MONITORING & EXTERNAL RELATIONS COMMITTEE MEETING

February 1, 2023

1:30 p.m. – 3:00 p.m.

Via Virtual Conference

Committee Members: [Insert Link here](#)

General Public: [Insert Link here](#)

Audio Conference: Call the number below and enter the access code.
+1-408-418-9388 | Access code: **xx** | Password: 2022

DRAFT AGENDA

1. Call to Order and Roll Call
2. Committee Chair Report *(15 minutes)*
3. Committee Action *(15 minutes)*
 - A. Minutes of the November 30, 2022 (December meeting), Committee Meeting - *Corrections/Approval*
4. Committee Action *(30 minutes)*
 - A. Board Consent Agenda
 1. Sprague Line - Phase I: Scope of Work Approval *(Otterstrom)*
 - B. Board Discussion Agenda *(none)*
5. Reports to Committee *(none)*
6. CEO Report *(E. Susan Meyer) (15 minutes)*
7. Committee Information (no discussion/staff available for questions)
 - A. December 2022 Operating Indicators *(Rapez-Betty)*
 - B. 4th Quarter 2022 Service Planning Public Input Report *(Otterstrom)*
 - C. January 2023 Sales Tax Revenue *(Liard)*
8. Review March 1, 2023, Committee Meeting Agenda
9. New Business
10. Committee Members' Expressions *(15 minutes)*
11. Adjourn
12. Next Committee Meeting: Wednesday, March 1, 2023, at 1:30 p.m. via WebEx

Agendas of regular Committee and Board meetings are posted the Friday afternoon preceding each meeting at the STA's website: www.spokanetransit.com. Discussions concerning matters to be brought to the Board are held in Committee meetings. The public is welcome to attend and participate. Spokane Transit assures nondiscrimination in accordance with Title VI of the Civil Rights Act of 1964 and the Americans with Disabilities Act. For more information, see www.spokanetransit.com. Upon request, alternative formats of this information will be produced for people who are disabled. The meeting facility is accessible for people using wheelchairs. For other accommodations, please call 325-6094 (TTY Relay 711) at least forty-eight (48) hours in advance.

SPOKANE TRANSIT AUTHORITY

PERFORMANCE MONITORING & EXTERNAL RELATIONS COMMITTEE MEETING

November 30, 2022

AGENDA ITEM 9: NEW BUSINESS

REFERRAL COMMITTEE: n/a

SUBMITTED BY: n/a

SUMMARY: At this time, the Committee will have the opportunity to initiate discussion regarding new business relating to Performance Monitoring & External Relations.

RECOMMENDATION TO COMMITTEE: For Information only.

SPOKANE TRANSIT AUTHORITY

PERFORMANCE MONITORING & EXTERNAL RELATIONS COMMITTEE MEETING

November 30, 2022

AGENDA ITEM 10 : COMMITTEE MEMBERS' EXPRESSIONS

REFERRAL COMMITTEE: n/a

SUBMITTED BY: n/a

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

RECOMMENDATION TO COMMITTEE: For discussion.