

Spokane Transit Authority
1230 West Boone Ave.
Spokane, WA 99201

PERFORMANCE MONITORING & EXTERNAL RELATIONS COMMITTEE MEETING

Minutes of the July 10, 2024, Meeting
Northside Conference Room
1230 W Boone Avenue, Spokane, WA

In person meeting with optional virtual link

COMMITTEE MEMBERS PRESENT

Josh Kerns, Spokane County *
Betsy Wilkerson, City of Spokane
Paul Dillon, City of Spokane
Hank Bynaker, City of Airway Heights (*Ex-Officio*)
Lance Speirs, City of Medical Lake (*Ex-Officio*)
E. Susan Meyer, CEO (*Ex-Officio*)

COMMITTEE MEMBERS ABSENT

Tim Hattenburg, City of Spokane Valley

STAFF PRESENT

Brandon Rapez-Betty, Chief Operations Officer
Karl Otterstrom, Chief Planning and Development 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

Patrick Keefe, Etter, McMahon, Lamberson, Van Wert & Oreskovich, P.C.

STAFF MEMBERS ABSENT

**Committee Chairman*

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1. **CALL TO ORDER AND ROLL CALL**
Chair Kerns called the meeting to order at 1:30 p.m. and roll call was conducted.
 2. **COMMITTEE CHAIR REPORT**
Chair Kerns had no report at this time.
 3. **COMMITTEE APPROVAL**
 - A. **Minutes of the June 5, 2024, Committee Meeting**
Ms. Wilkerson moved to approve the June 5, 2024, committee meeting minutes. Mr. Dillon seconded, and the motion passed unanimously.
 - B. **Citizen Advisory Committee Charter Approval**
Dr. Cortright provided background on the Citizen Advisory Committee (CAC) Charter update due to the change of holding monthly meetings, but staff also recommended additional changes to member terms, vacancies, and expectations, and language clarity. Dr. Cortright presented the changes and stated the CAC reviewed and approved the Charter updates at their June 12, 2024, meeting. Discussion ensued about committee vacancies.
Ms. Wilkerson moved to approve the Charter for the Citizen Advisory Committee (CAC) as presented. Mr. Dillon seconded, and the motion passed unanimously.

4. COMMITTEE ACTION

- A. Board Consent Agenda (none)
- B. Board Discussion Agenda (none)

5. REPORTS TO COMMITTEE

A. 2023 Paratransit Survey Results

Dr. Cortright provided background on the 2024 Paratransit Survey conducted in January and February by a new vendor, ETC Institute. The purpose of the survey was to identify the transportation habits and opinions of Paratransit riders. Surveys were randomly sent to Paratransit customers by mail, but a virtual option was also available. The goal was to receive 400 surveys which was exceeded by receiving 412. Dr. Cortright presented the survey results, which showed very high, which was consistent with past survey results.

B. Marketing & Communications Update

Dr. Cortright reported the Marketing & Communications department has worked on a variety of campaigns in 2024 including Youth Ride Free, Expo 50 Celebration, and Division Street BRT. In addition, they have supported the work of Connect 2035, Transit Development Plan outreach activities, and employee recruitment. Dr. Cortright presented examples of social media, print and digital materials, video and radio advertising, and web improvements that have been completed in 2024 to promote STA and educate riders.

C. 2023 State Audit Report

Ms. Meyer explained on July 8, 2024, the Washington State Auditor's Office held an Audit Exit Conference with STA staff regarding the 2023 Audit results and reported STA received a clean audit. Walter Green, Audit Lead, briefed the Committee on the 2023 Audit results. The State Auditor's Office determined STA's financial statements were fairly presented as of December 31, 2023.

6. CEO REPORT

- Ms. Meyer reported the June 2024 voter-approved sales tax revenue collected on April 2024 sales against a budget of \$9,336,760. The actual receipts were \$9,518,036 which is 1.9% above budget with a variance totaling \$181,276. Year-to-date is 1.8% above budget and totals approximately \$1.0M.
- Ms. Meyer provided a reminder that during the hot weather, STA has a fare exception policy which allows riders to ride free when temperatures are 95 degrees and above. Operators or Paratransit reservationists may waive the fee if a rider states they need transportation to a cool environment, but they cannot afford the fare.

7. JULY 10, 2024 – COMMITTEE MEETING DRAFT AGENDA REVIEW

8. NEW BUSINESS

There was no new business at this time.

9. COMMITTEE MEMBERS' EXPRESSIONS

Mr. Bynaker complimented Dr. Cortright on her presentations and hard work. Mr. Speir stated he appreciated the detailed reporting. Ms. Wilkerson inquired about an issue a City of Spokane employee had over the weekend with delayed bus service.

10. ADJOURN

Chair Kerns reminded the committee members there will be no August PMER meeting. He adjourned the meeting at 3:02 p.m.

The next committee meeting will be held on Wednesday, September 4, 2024, at 1:30 p.m. in person with a WebEx option. There is no August meeting.

Respectfully submitted,

Molly Fricano

Molly Fricano

Executive Assistant to the Chief Operations Officer