

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

## PERFORMANCE MONITORING & EXTERNAL RELATIONS COMMITTEE MEETING

Wednesday, October 2, 2024

1:30 p.m. – 3:00 p.m.

**Northside Conference Room**  
**Spokane Transit Authority**  
**1230 W. Boone Avenue, Spokane, WA**  
*w/Virtual Public Viewing Option Link Below*

### AGENDA

1. Call to Order and Roll Call
2. Committee Chair Report *(5 minutes)*
3. Committee Action *(5 minutes)*
  - A. Minutes of the September 4, 2024, Committee Meeting -- *Corrections/Approval*
4. Committee Action *(none)*
  - A. Board Consent Agenda
  - B. Board Discussion Agenda
5. Reports to Committee *(15 minutes)*
  - A. Potential STA Bus Wrap Policy and Operational Considerations *(Rapez-Betty/Cortright)*
6. CEO Report *(Meyer) (15 minutes)*
7. Committee Information (no discussion/staff available for questions)
  - A. August 2024 Operating Indicators *(Rapez-Betty)*
  - B. August 2024 Financial Results Summary *(Johnston)*
  - C. September 2024 Sales Tax Revenue *(Johnston)*
8. Review November 6, 2024, Meeting Agenda *(5 minutes)*
9. New Business *(5 minutes)*
10. Committee Members' Expressions *(5 minutes)*
11. Adjourn

Next Committee Meeting: Wednesday, November 6, 2024, at 1:30 p.m.

Optional Virtual Link: [JOIN HERE](#)

Password:

**Members:** 2024

**Guests:** 1024

Call-in Number:

1-408-418-9388

Event #: 2492 463 9910

Agendas of regular Committee and Board meetings are posted the Friday afternoon preceding each meeting at the STA's website: [www.spokanetransit.com](http://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](http://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 (509) 325-6094 (TTY Relay 711) at least forty-eight (48) hours in advance.

**SPOKANE TRANSIT AUTHORITY**

**PERFORMANCE MONITORING & EXTERNAL RELATIONS COMMITTEE MEETING**

October 2, 2024

**AGENDA ITEM 3A :** MINUTES OF THE SEPTEMBER 4, 2024, PERFORMANCE MONITORING & EXTERNAL RELATIONS COMMITTEE MEETING – CORRECTIONS OR APPROVAL

**REFERRAL COMMITTEE:** n/a

**SUBMITTED BY:** Molly Fricano, Executive Assistant

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**SUMMARY:** Attached are minutes of the September 4, 2024, Performance Monitoring & External Relations Committee meeting for corrections or approval.

**RECOMMENDATION TO COMMITTEE:** Corrections or approval.

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

## PERFORMANCE MONITORING & EXTERNAL RELATIONS COMMITTEE MEETING

**Draft** Minutes of the September 4, 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  
Tim Hattenburg, City of Spokane Valley  
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*)

### **STAFF PRESENT**

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

### **COMMITTEE MEMBERS ABSENT**

### **PROVIDING LEGAL COUNSEL**

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

*\*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 July 10, 2024, Committee Meeting

**Mr. Hattenburg moved to approve the July 10, 2024, committee meeting minutes. Ms. Wilkerson seconded, and the motion passed unanimously.**

#### 4. COMMITTEE ACTION

##### A. Board Consent Agenda

##### 1. Disadvantaged Business Enterprise (DBE) Program Approval

Mr. Otterstrom provided background on the Disadvantaged Business Enterprise (DBE) Program and stated the program is required to be updated every 3 years. STA's DBE program is routinely reviewed by the FTA and this proposed action is the result of FTA's triennial review of STA earlier this year. Mr. Otterstrom presented the revisions which will allow STA to be in full compliance.

**Mr. Hattenburg moved to recommend the Board of Directors approve, by resolution, the Disadvantaged Business Enterprise Program as presented. Mr. Kerns seconded, and the motion passed unanimously.**

B. Board Discussion Agenda

1. New STA Bus Wrap Program Considerations

Ms. Meyer provided background on the board-approved motion that the PMER committee discuss a community celebration bus wrap program. Further discussion included wrap content ideas having to do with community events, recognition of various minority population focused celebrations, holidays, and wraps representing the jurisdictions in the PTBA.

5. REPORTS TO COMMITTEE

A. 2024 Second Quarter Year-to-Date Performance Measures

Mr. Rapez-Betty presented the 2024 Second Quarter Year-to-Date Performance Measures Summary and advised the full presentation is included in the committee packet. Each Performance Measure relates to a specific Spokane Transit priority. These quantifiable benchmarks demonstrate the agency's commitment to accountability.

B. September 2024 Service Change

Mr. Otterstrom provided a summary of the September 2024 Service Changes and changes to holiday service. He presented STA's outreach efforts and the Street Team concept which will include twenty-five STA employees from four departments.

6. CEO REPORT

Due to a time constraint, Ms. Meyer did not present the CEO report.

7. OCTOBER 2, 2024 – COMMITTEE MEETING DRAFT AGENDA REVIEW

8. NEW BUSINESS

There was no new business at this time.

9. COMMITTEE MEMBERS' EXPRESSIONS

10. ADJOURN

The next committee meeting will be held on Wednesday, October 2, 2024, at 1:30 p.m. in person with a WebEx option.

Respectfully submitted,

Molly Fricano

*Molly Fricano*

Executive Assistant to the Chief Operations Officer

**SPOKANE TRANSIT AUTHORITY**

**PERFORMANCE MONITORING & EXTERNAL RELATIONS COMMITTEE MEETING**

October 2, 2024

**AGENDA ITEM 5A:** Potential STA Bus Wrap Policy and Operational Considerations

**REFERRAL COMMITTEE:** n/a

**SUBMITTED BY:** Brandon Rapez-Betty, Chief Operations Officer  
Carly Cortright, Chief Communications & Customer Service Officer

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**SUMMARY:** Staff will present policy and operational considerations for the potential development of an agency bus wrap policy.

**RECOMMENDATION TO COMMITTEE:** Receive report.

# Potential Policy Development for Implementing Public Transit Bus Wraps

## Introduction

This white paper outlines the operational, financial, labor resources, communication, and legal considerations for a transit agency exploring the implementation of public transit bus wraps. The document provides a detailed overview of the labor required for the design, production, and installation of wraps, examines the First Amendment implications, discusses the impact on brand identity and potential message confusion, and recommends a policy development process to ensure the agency retains control over bus wrap themes and content if the Board directs the CEO to implement a new bus wrap program.

An important consideration in review of this document is the potential impact on higher-priority body-shop work to repair damaged vehicles, as well as other priority maintenance work to ensure daily pullout. The maintenance department continues to have lasting pandemic era challenges including the need to maintain vehicles older than 15 years due to the manufacturing backlogs, buses down longer due to supply chain shortages, and limited staffing resources.

## Operational Elements

### Design, Production, and Installation of Bus Wraps

The implementation of bus wraps on public transit buses involves a multi-step process that requires careful coordination among design, production, and installation teams. The operational workflow includes:

#### 1. Design:

- **Team Composition:** Graphic designers, communication specialists, maintenance personnel, and the Executive Team.
- **Time Commitment:** The design phase per bus may take 1-2 weeks, depending on the complexity of the wrap and the number of design iterations required.
- **Responsibilities:** Ensuring the design aligns with the agency's branding guidelines and the specific messaging goals of the campaign.

#### 2. Production:

- **Team Composition:** Print production specialists, installation by maintenance personnel, and quality control inspections by communication specialists.
- **Time Commitment:** Material preparation and printing of the vinyl wraps typically takes 2-3 days per bus, depending on the size and complexity of the design. It is important to note this process consumes the entirety of the Printing Specialists work for the duration of the task and has the potential to impact other print needs.
- **Responsibilities:** Printing the design on high-quality vinyl material, ensuring color accuracy, and preparing the material for installation.

### 3. **Installation:**

- **Team Composition:** Print production specialist, maintenance personnel, communication specialists.
- **Time Commitment:** Each bus wrap installation requires three employees to work 8-hour shifts over a three-day period for a total labor commitment of approximately 72 hours. If a wrap program were to be implemented, installation must be deprioritized when risk to service delivery is imminent. With existing resources and conditions, as well as other high-level maintenance priorities, staff estimates having the capacity to produce one bus wrap every 2-3 at most. months.
- **Responsibilities:** Cleaning the bus surface, applying the vinyl wrap, and ensuring proper alignment and adhesion. Post-installation inspections are also necessary to identify and correct any imperfections.
- **Total Cost:** All together, including time, labor, materials, and ongoing maintenance, each wrap is estimated to cost \$10,000. As an example, a jurisdictional wrap program for the 7 cities and county (8 buses) would cost approximately \$80k.

### 4. **Wrap Duration & Maintenance:**

- Considering the total cost described above, it is optimal for wraps to remain installed for at least 12 months.
- Wraps also require maintenance over time as they become damaged or faded by the sun. These costs are not included in the estimated \$10K cost per bus.

## **Legal Considerations: First Amendment and Viewpoint Neutrality**

As a public agency, the transit authority must navigate the complexities of First Amendment law when implementing bus wraps. The key considerations include:

### 1. **First Amendment Protections:**

- **Forum Analysis & Viewpoint Neutrality:** Public agencies must respect the First Amendment rights of individuals and organizations by maintaining viewpoint neutrality. However, transit agencies may develop thoughtfully crafted policies to guide the selection and scope of public and non-public forums. Bus wrap theme and content is not intended to constitute a public forum.
- **Operational Function:** Policies should be clear and specific about the operational control of bus wrap theme and content within the decision-making authority of agency staff. Doing so will aid in avoiding potential legal challenges.
- **Risk Mitigation:** Further policy mitigation of First Amendment violation risks can be achieved by definitively excluding third-party paid advertising and differentiating that practice from agency communication via bus wraps.

## Potential Policy Development Recommendations

To ensure that the transit agency maintains control over bus wraps content and mitigates potential legal and brand-related risks, the following steps are recommended for policy development:

1. **Internal Review:**
  - Conduct an internal review involving key stakeholders, including the Board of Directors, legal counsel, branding experts, and operational staff, to draft a policy framework.
2. **Drafting the Policy:**
  - Develop a clear and detailed policy outlining the types of content permitted on bus wraps, the approval process, and the roles and responsibilities of agency staff.
  - The policy should specify that only the transit agency has the authority to decide on bus wrap themes and content, excluding external parties from this decision-making process.
3. **Legal Review:**
  - Ensure the policy is reviewed by legal counsel to confirm that it complies with First Amendment requirements, other agency policies, as well as other applicable regulations.
4. **Public Comment Period:**
  - The agency may consider a public comment period where stakeholders and community members can provide feedback on the proposed policy. This step may increase transparency, establish expectations, and community buy-in. It may also alleviate community misperceptions about third-party advertising and the exclusion of external messaging requests.
5. **Finalization and Implementation:**
  - After incorporating feedback, finalize the policy and establish a clear process for its implementation, including training for relevant staff and ongoing monitoring of compliance.

## Conclusion

The implementation of bus wraps on public transit buses presents both opportunities and challenges. There are risks to service delivery to consider as service disruptions may outweigh community perception benefits from wrap design and content. If the Board were to move forward, it is important that a well-considered policy address operational, legal, and brand-related concerns. Additionally, maintaining control over the content and ensuring viewpoint neutrality will be crucial for maintaining public trust and protecting the agency's brand identity.



**SPOKANE TRANSIT AUTHORITY**

**PERFORMANCE MONITORING & EXTERNAL RELATIONS COMMITTEE MEETING**

October 2, 2024

**AGENDA ITEM 6:** CEO REPORT

**REFERRAL COMMITTEE:** n/a

**SUBMITTED BY:** E. Susan Meyer, Chief Executive Officer

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**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**

October 2, 2024

**AGENDA ITEM 7A:** AUGUST 2024 OPERATING INDICATORS

**REFERRAL COMMITTEE:** n/a

**SUBMITTED BY:** Brandon Rapez-Betty, Chief Operations Officer

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**SUMMARY:** There was 1 less weekday in August 2024 compared to August 2023 (22 vs. 23).

**FIXED ROUTE**

Total monthly ridership increased 11.8% (794,192 vs. 710,516) in August 2024 compared to August 2023 and was up 16.1% (6,662,215 vs. 5,738,495) YTD.

Average Weekday Ridership increased 12.3% (29,541 vs. 26,298) in August 2024 compared to August 2023 and was up 14.0% (32,349 vs. 28,381) YTD.

Adult Ridership increased 8.7% (309,887 vs. 285,182) in August 2024 compared to August 2023 and was up 1.4% (2,667,143 vs. 2,630,472) YTD.

Zero-Fare Youth Ridership increased 25.1% (119,980 vs. 95,889) in August 2024 compared to August 2023 and was up 28.9% (1,243,285 vs. 964,653) YTD.

Reduced Fare / Paratransit Ridership increased 9.3% (106,739 vs. 97,674) in August 2024 compared to August 2023 and was up 4.6% (802,438 vs. 767,013) YTD.

CCS Pass Ridership increased 122.1% (18,797 vs. 8,465) in August 2024 compared to August 2023 and was up 41.4% (230,271 vs. 162,877) YTD.

Eagle Pass Ridership increased 3.7% (4,778 vs. 4,606) in August 2024 compared to August 2023 and was down 7.5% (181,170 vs. 195,898) YTD.

58% of all passengers used Connect Passes.

**PARATRANSIT**

Total monthly ridership increased 6.1% (32,371 vs. 29,978) in August 2024 compared to August 2023 and was up 8.72% (258,281 vs. 237,562) YTD.

**Detailed breakdown:**

Directly operated service increased 10.7% (16,480 vs. 15,550) in August 2024 compared to August 2023 and was up 6.9% (138,122 vs. 129,258) YTD.

- Contracted service increased 27.9% (15,891 vs. 12,428) in August 2024 compared to August 2023 and was up 10.9% (120,059 vs. 108,304) YTD.
- Special Use Van ridership increased 13.8% (1,699 vs. 1,467) in August 2024 compared to August 2023 and was down 7.9% (9,258 vs. 10,054) YTD.

## **RIDESHARE**

Total monthly ridership decreased 10.4% (7,922 vs. 8,846) in August 2024 compared to August 2023 and was up 7.5% (68,737 vs. 63,934) YTD. Active Rideshare groups increased 4.8% (82 vs. 79) in August 2024 compared to August 2023.

## **CUSTOMER SERVICE/SALES**

### **Total Value Added to Connect Cards:**

Value Added increased 19.9% (\$279,744 vs. \$233,399) in August 2024 compared to August 2023. YTD total Value Added increased 19.1% (\$2,065,866 vs \$1,734,451).

- Autoload increased 26.3% (\$16,734 vs. \$13,249) in August 2024 compared to August 2023. YTD Autoload increased 28.3% (\$116,139 vs. \$90,529).
- Call Centers increased 60.8% (\$9,692 vs. \$6,028) in August 2024 compared to August 2023. YTD Call Centers increased 46.7% (\$59,767 vs. \$40,748).
- Customer Service Terminal increased 3.4% (\$67,856 vs. \$65,642) in August 2024 compared to August 2023. YTD Customer Service Terminal increased 0.3% (\$505,661 vs. \$504,350).
- Customer Website decreased 17.2% (\$20,011 vs. \$24,161) in August 2024 compared to August 2023. YTD Customer Website decreased by 8.6% (\$167,725 vs. \$183,477).
- Mobile Ticketing increased 13.3% (\$116,845 vs. \$103,172) in August 2024 compared to August 2023. YTD Mobile Ticketing increased 13.0% (\$884,963 vs. \$783,228).
- Institutional Website increased 50.6% (\$20,933 vs. \$13,903) in August 2024 compared to August 2023. YTD Institutional Website increased 57.8% (\$163,957 vs. \$103,911).
- Open Payments increased 479.1% (\$23,200 vs. \$4,006) in August 2024 compared to August 2023 (open payments started in July 2023).
- Retail Network increased 38.1% (\$4,473 vs. \$3,238) in August 2024 compared to August 2023. YTD Retail Network increased 42.9% (\$32,005 vs. \$22,398).

### **Total Pass Sales:**

Total Pass Sales increased 0.2% (25,744 passes vs. 25,691 passes) in August 2024 compared to August 2023. YTD Total Pass Sales increased 15.9% (168,495 passes vs. 145,335 passes).

- 1-Ride Pass decreased 21.0% (9,035 passes vs. 11,443 passes) in August 2024 compared to August 2023. YTD 1-Ride Pass decreased 3.6% (58,370 passes vs. 60,569 passes).
- 7-Day Rolling Pass decreased 27.2% (267 passes vs. 367 passes) in August 2024 compared to August 2023. YTD 7-Day Rolling Pass increased 23.2% (3,007 passes vs. 2,441 passes).
- Day Pass increased 20.5% (15,130 passes vs. 12,556 passes) in August 2024 compared to August 2023. YTD Day Pass increased 32.8% (96,600 passes vs. 72,724 passes).
- Honored Rider 31-Day Rolling Pass decreased 37.7% (48 passes vs. 77 passes) in August 2024 compared to August 2023. YTD Honored Rider 31- Day Pass decreased 15.4% (379 passes vs. 448 passes).
- Paratransit Monthly Pass decreased 5.3% (36 passes vs. 38 passes) in August 2024 compared to August 2023. YTD Paratransit Monthly Pass increased 15.5% (305 passes vs. 264 passes).
- Shuttle Park Pass decreased 39.6% (102 passes vs. 169 passes) in August 2024 compared to August 2023. YTD Shuttle Park Pass decreased 35.1% (941 passes vs. 1,450 passes).
- Standard 31-Day Rolling Pass increased 7.8% (1,120 passes vs. 1,039 passes) in August 2024 compared to August 2023. YTD Standard 31-Day Pass increased 19.5% (8,883 passes vs. 7,433 passes).

**Total Discounted Passes (Included in Pass Sales above):**

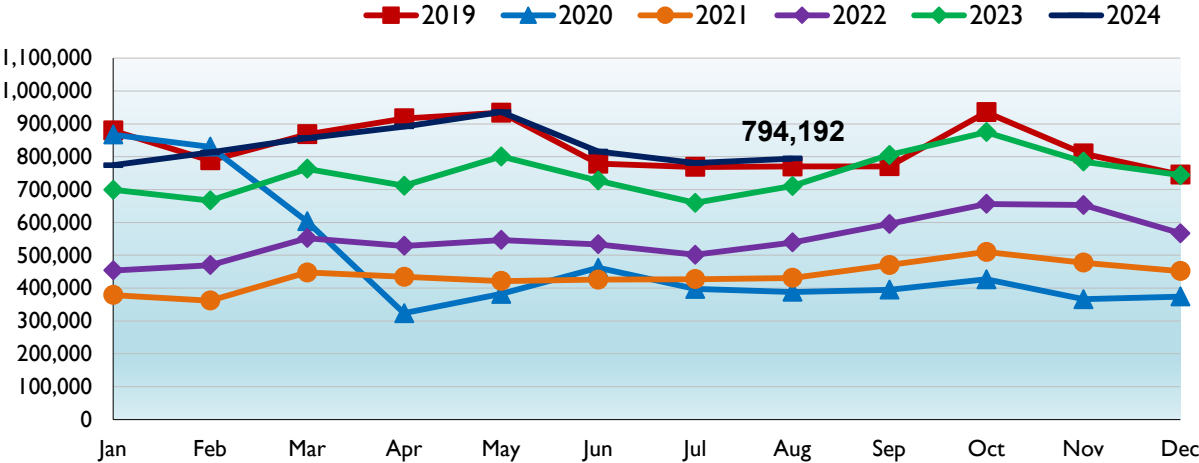
- 1-Ride CAP passes decreased 26.9% (5,945 passes vs. 8,130 passes) in August 2024 compared to August 2023. YTD 1-Ride CAP passes decreased 6.4% (30,547 passes vs. 32,645 passes).
- Day CAP Passes increased 48.4% (8,215 passes vs. 5,534 passes) in August 2024 compared to August 2023. YTD Day CAP Passes increased 38.9% (56,958 passes vs. 40,994 passes).
- Employer-Sponsored Bus Pass Program increased 4.8% (458 passes vs. 437 passes) in August 2024 compared to August 2023. YTD Employer-Sponsored Passes increased 2.4% (3,487 passes vs. 3,405 passes).

**Specialty Pass Programs:**

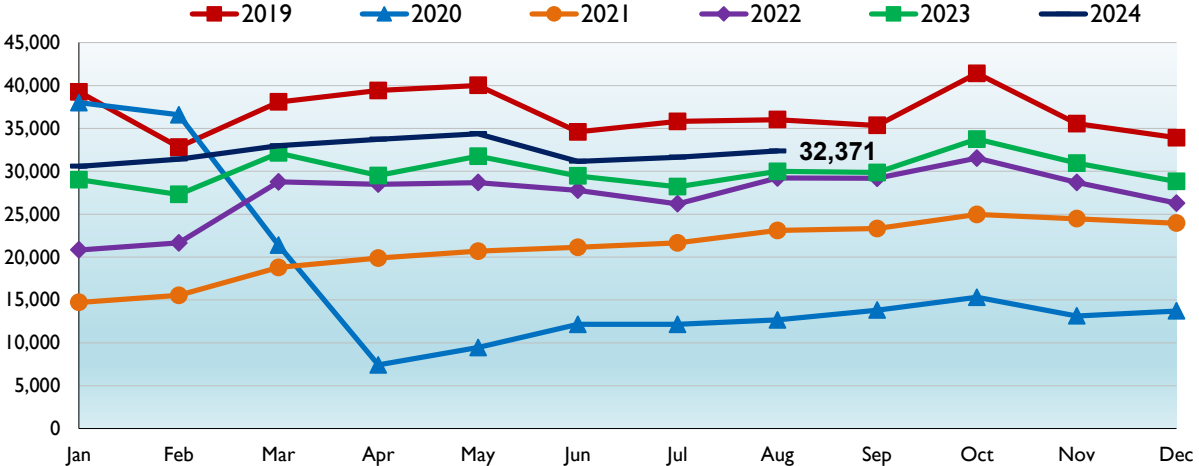
Monthly Data	YTD Data
<b>Shuttle Park monthly sales</b> Decreased 39.6% (102 vs. 169 in 2023)	<b>YTD sales</b> Decreased 35.1% (941 vs. 1,450 in 2023)
<b>ESBP monthly sales</b> Increased 4.8% (458 vs. 437 in 2023)	<b>YTD sales</b> Increased 2.4% (3,487 vs. 3,405 in 2023)
<b>UTAP monthly rides</b> Increased 53.4% (42,048 vs. 27,411 in 2023)	<b>YTD rides</b> Increased 20.1% (591,336 vs. 492,332 in 2023)
<b>Community Access Program</b> Increased 3.6% (14,160 vs 13,664 in 2023)	<b>YTD CAP Sales</b> Increased 18.8% (87,505 vs 73,639 in 2023)

**RECOMMENDATION TO COMMITTEE:** Information only.

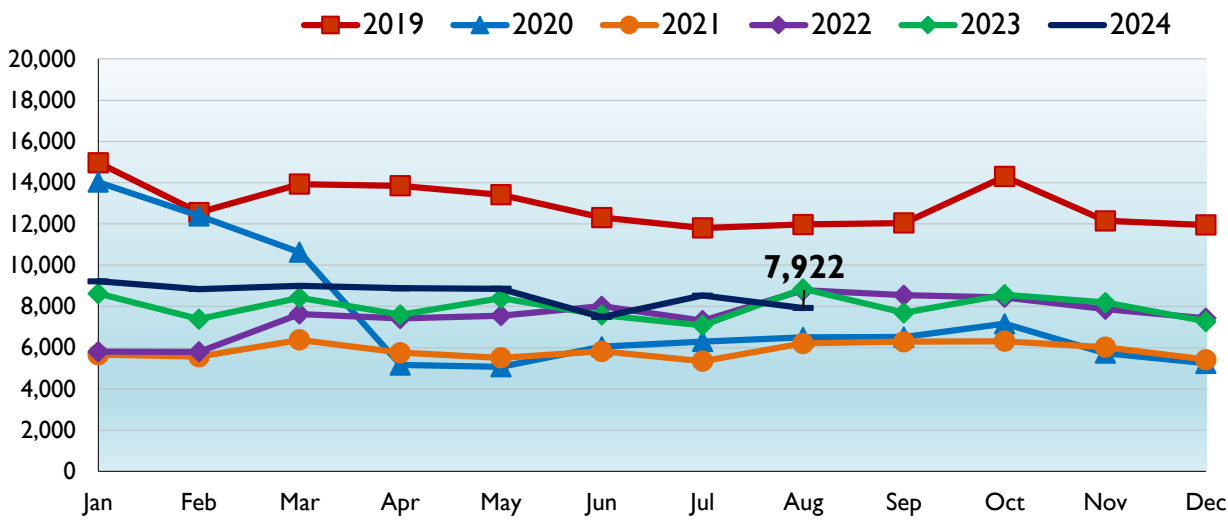
# FIXED ROUTE RIDERSHIP



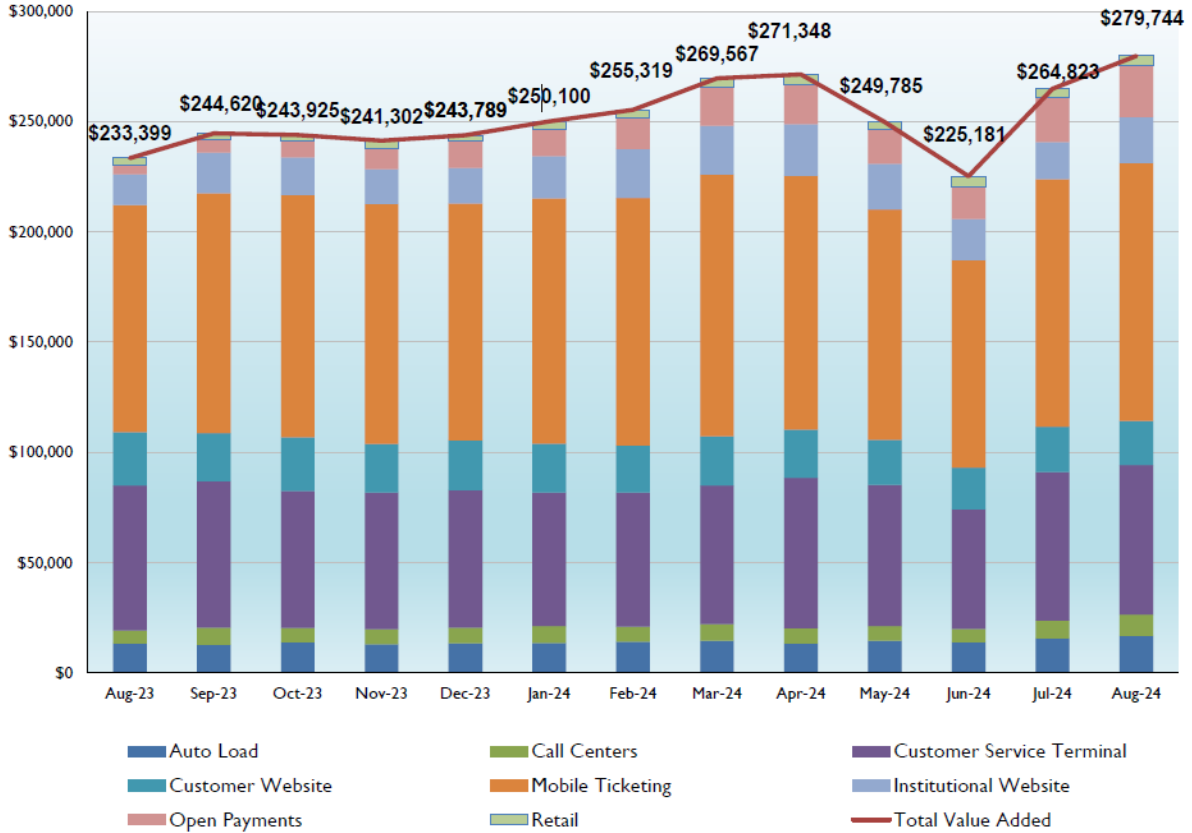
# PARATRANSIT RIDERSHIP



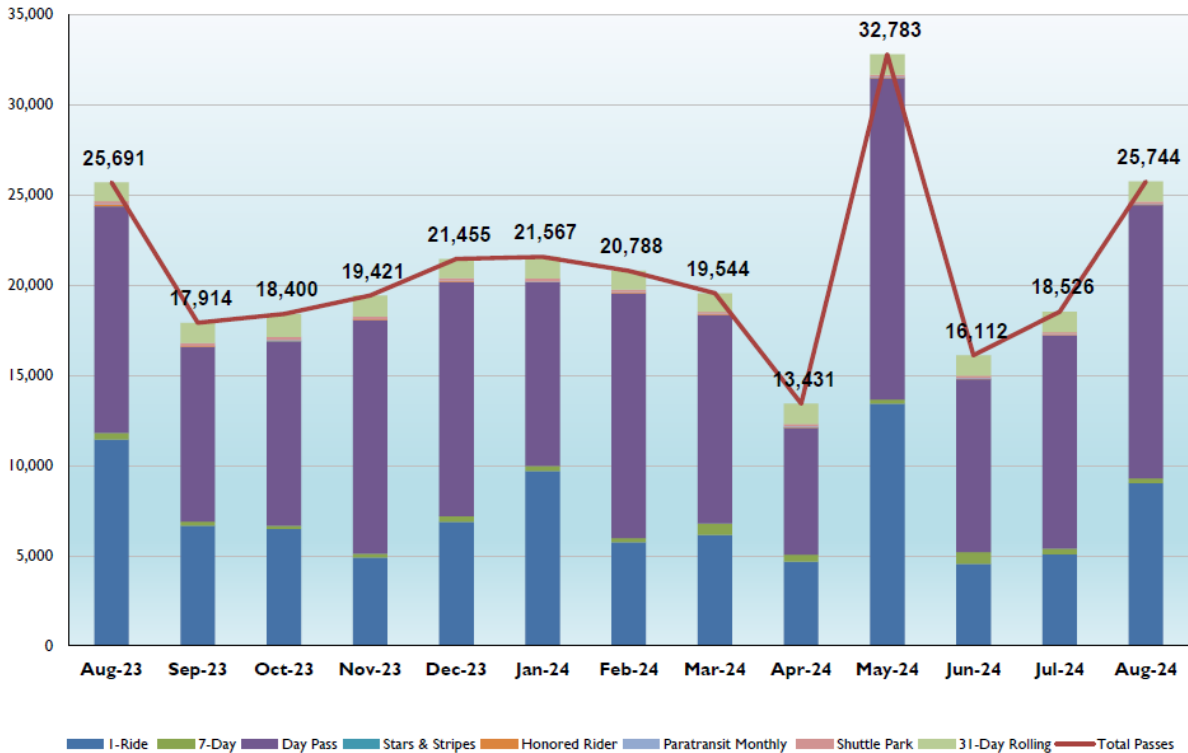
# RIDESHARE RIDERSHIP



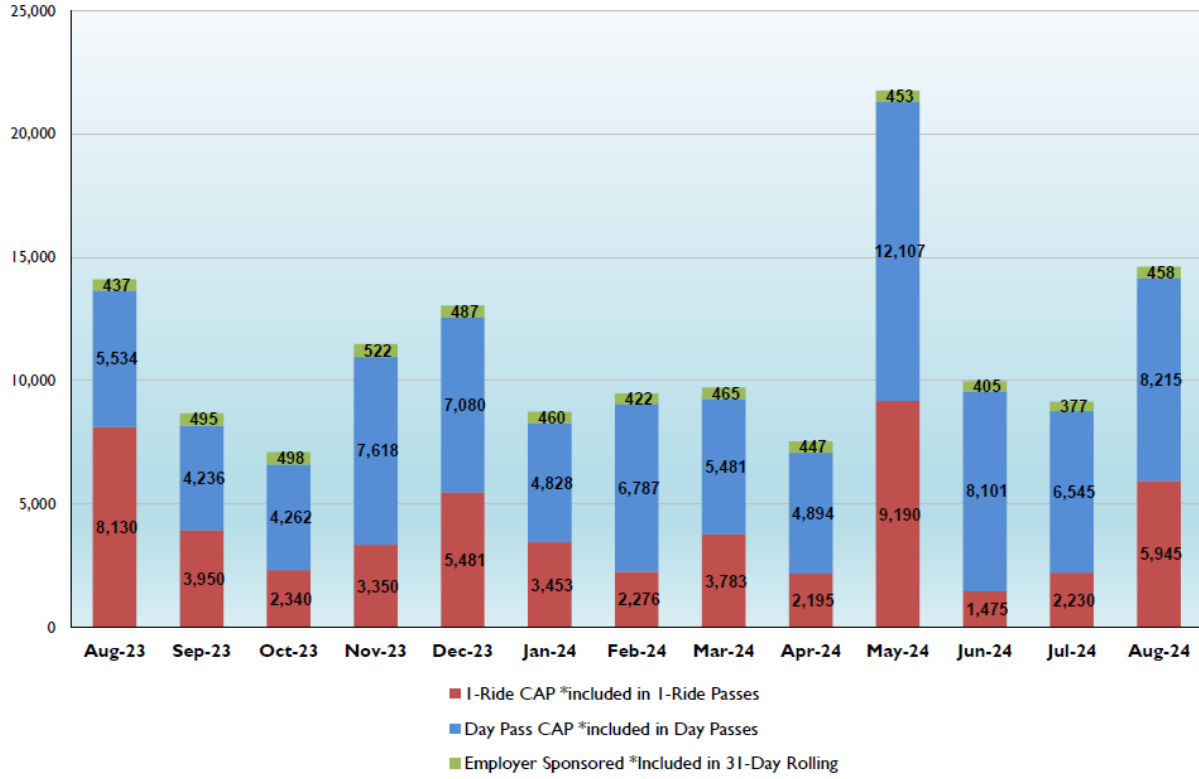
## TOTAL VALUE ADDED TO CONNECT CARDS



## TOTAL PASS SALES



# TOTAL DISCOUNT PASSES



**SPOKANE TRANSIT AUTHORITY**

**PERFORMANCE MONITORING & EXTERNAL RELATIONS COMMITTEE MEETING**

October 2, 2024

**AGENDA ITEM 7B :** AUGUST 2024 FINANCIAL RESULTS SUMMARY

**REFERRAL COMMITTEE:** n/a

**SUBMITTED BY:** E. Susan Meyer, Chief Executive Officer  
Tammy Johnston, Senior Financial Services Manager

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**SUMMARY:** Attached are the August 2024 financial results. The charts are being shown with a comparison to the YTD budgetary and prior year actual values.

Revenue

Overall, August year-to-date revenue is 5.5% (\$5.4M) higher than budget impacted by the following:

- Fares & Other Transit Revenue is 3.8% lower than budget
- Sales Tax Revenue is 0.6% higher than budget
- Federal & State Grant Revenue is 23.8% higher than budget
- Miscellaneous Revenue is 49.7% higher than budget

Operating Expenses

Overall, August year-to-date operating expenses are 4.7% (\$3.8M) lower than budget influenced by the timing of payments as follows:

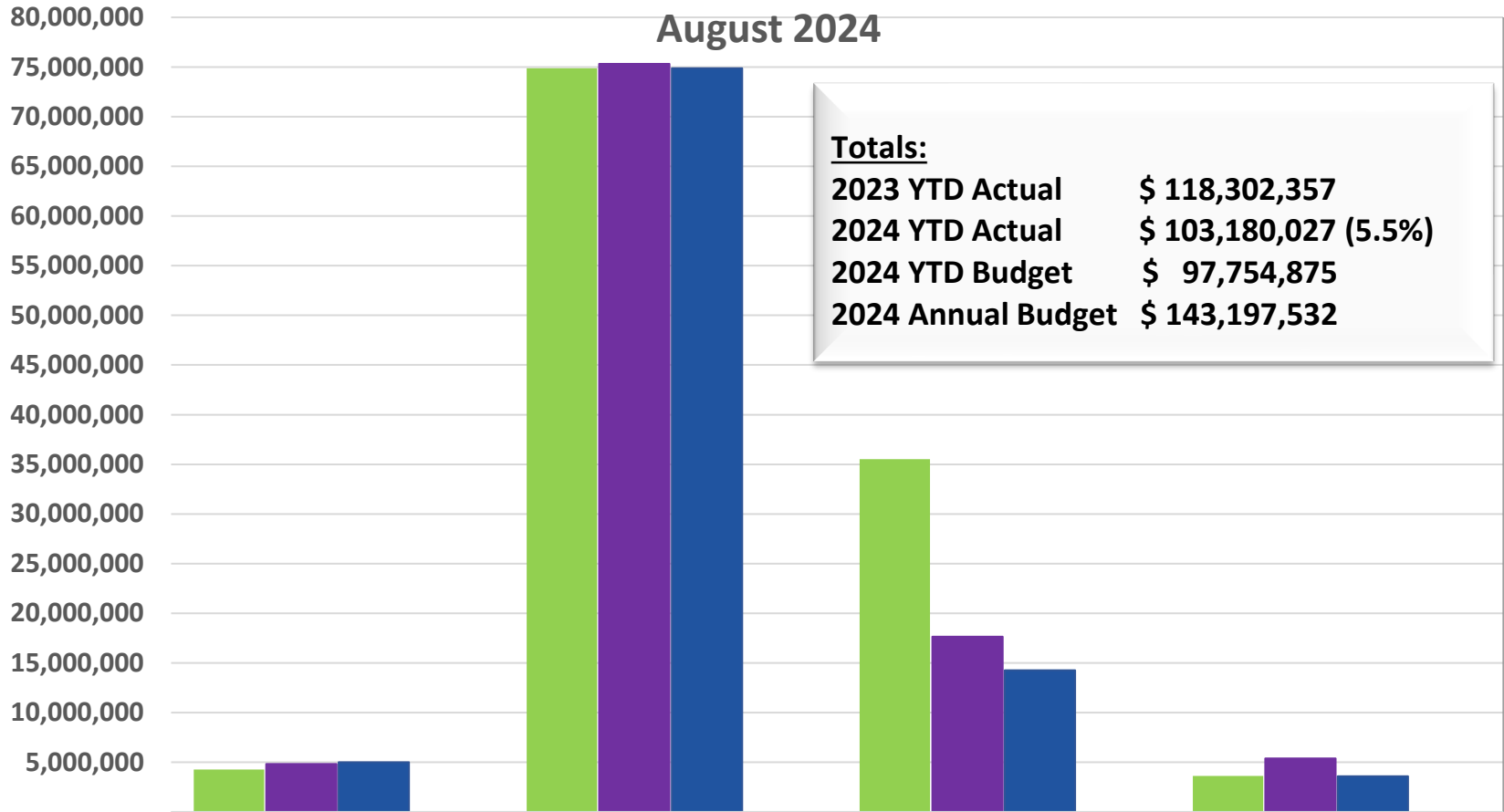
- Fixed Route is 3.6% lower than budget
- Paratransit is 9.0% lower than budget
- Rideshare is 16.7% lower than budget
- Plaza is 10.8% lower than budget
- Administration is 2.8% lower than budget

**RECOMMENDATION TO COMMITTEE:** Information only.



## Spokane Transit Revenues <sup>(1)</sup>

### August 2024



**Totals:**

**2023 YTD Actual**      \$ 118,302,357

**2024 YTD Actual**      \$ 103,180,027 (5.5%)

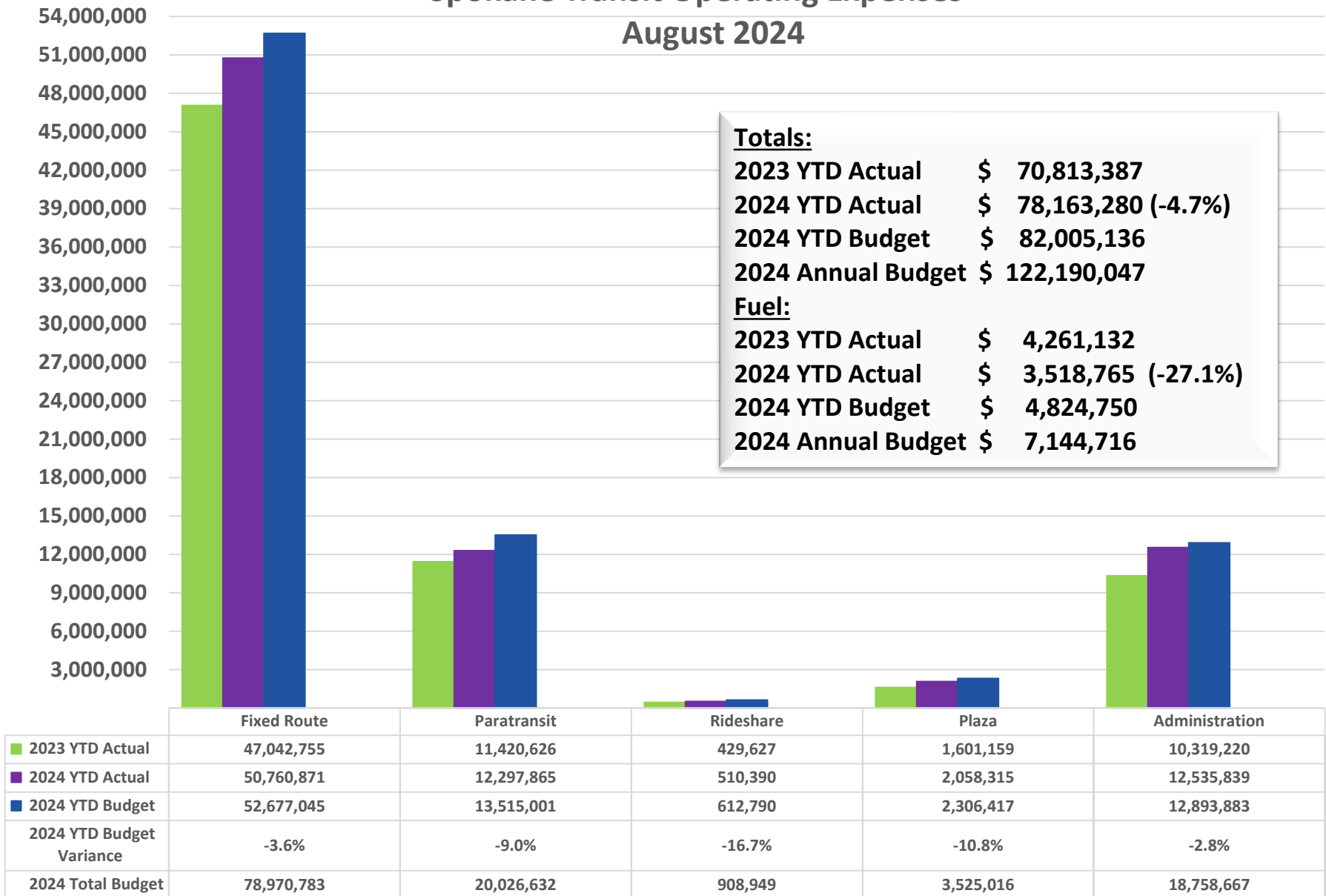
**2024 YTD Budget**     \$ 97,754,875

**2024 Annual Budget** \$ 143,197,532

	Fares & Other Transit Revenue	Sales Tax	Federal & State Grants (2)	Miscellaneous
■ 2023 YTD Actual	4,267,479	74,887,052	35,525,761	3,622,065
■ 2024 YTD Actual	4,823,321	75,329,281	17,638,842	5,388,583
■ 2024 YTD Budget	5,015,159	74,887,052	14,253,367	3,599,297
2024 YTD Budget Variance	-3.8%	0.6%	23.8%	49.7%
2024 Budget	7,548,864	108,869,671	21,380,052	5,398,945

(1) Above amounts exclude grants used for capital projects. Year-to-date August state capital grant reimbursements total \$2,024,058 and federal capital grant reimbursements total \$39,561.

## Spokane Transit Operating Expenses<sup>(1)</sup> August 2024



(1) Operating expenses exclude capital expenditures of \$9,852,333 and Street/Road cooperative projects of \$0 for year-to-date August 2024.

**SPOKANE TRANSIT AUTHORITY**

**PERFORMANCE MONITORING & EXTERNAL RELATIONS COMMITTEE MEETING**

October 2, 2024

**AGENDA ITEM 7C :** SEPTEMBER 2024 SALES TAX REVENUE

**REFERRAL COMMITTEE:** n/a

**SUBMITTED BY:** E. Susan Meyer, Chief Executive Officer  
Tammy Johnston, Senior Financial Services Manager

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**SUMMARY:** Attached is the September 2024 voter-approved sales tax revenue information. September sales tax revenue, which represents sales for July 2024, was:

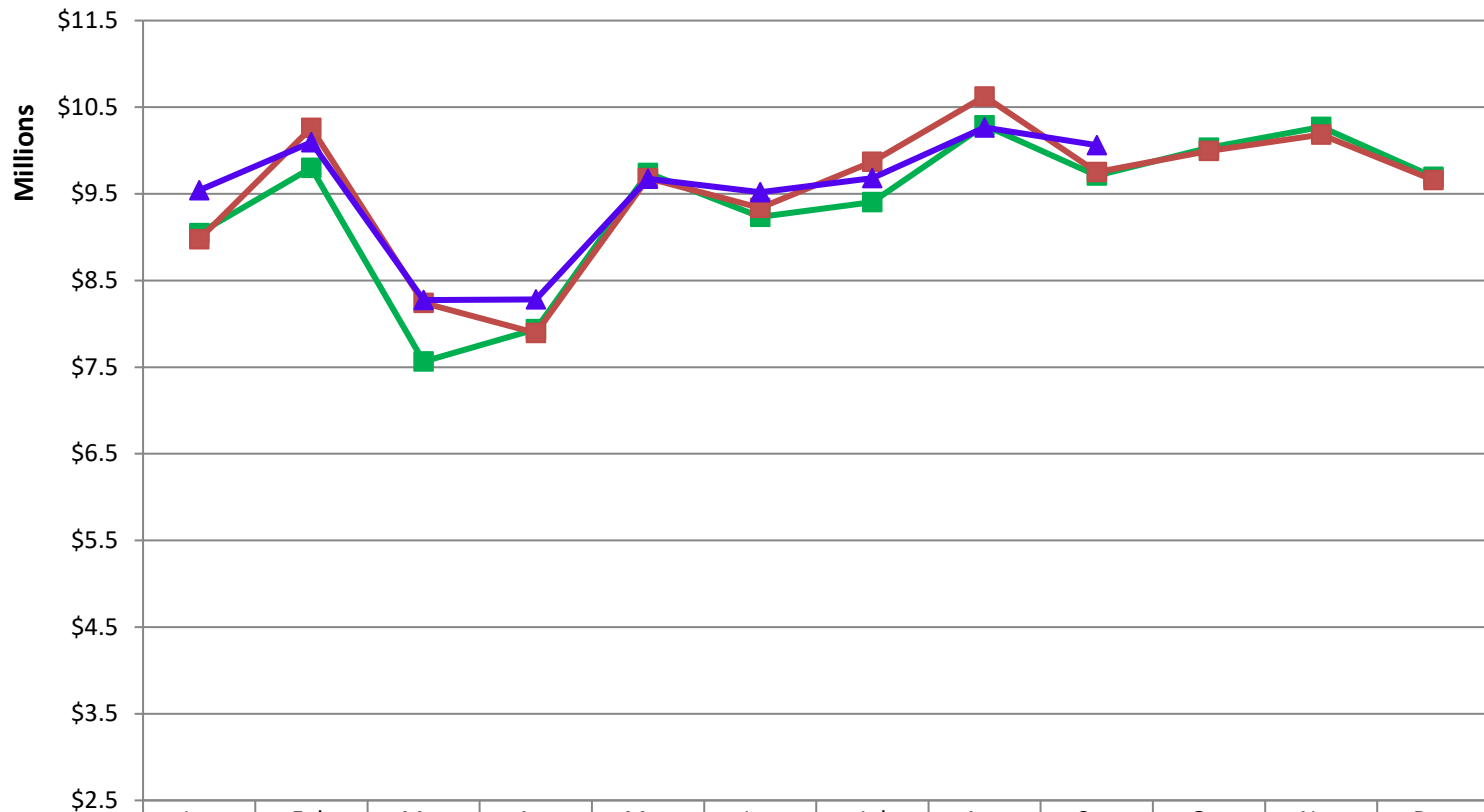
- 17.8% above 2024 budget
- 2.4% above YTD 2024 budget
- 3.2% above 2023 actual
- 0.9% above YTD 2023 actual

Total taxable sales for July were *up* 3.0% from July 2023. 2024 YTD sales are *up* 0.5% compared with July 2023 YTD. Retail, Construction and Accommodation and Food Services continue to be the top 3 rankings:

- Retail Trade *decreased* by 1.5% (\$-8.9M) in July 2024 vs July 2023 and is *down* by 2.9% (\$-112.9M) July 2024 YTD vs 2023 YTD
  - Other Miscellaneous Retailers *increased* 5.2% or \$30.7M July 2024 YTD over July 2023 YTD
  - Grocery and Convenience Retailers *increased* 6.7% or \$14.2M July 2024 YTD over July 2023 YTD
  - Automotive Parts, Accessories, and Tire Retailers *increased* 8.2% or \$11.0M July 2024 YTD over July 2023 YTD
  - Lawn and Garden Equipment and Supplies Retailers *decreased* 16.8% or (\$-5.2M) July 2024 YTD over July 2023 YTD
  - Furniture and Home Furnishings Retailers *decreased* 8.0% or (\$-8.4M) July 2024 YTD over July 2023 YTD
  - Sporting Goods, Hobby, and Musical Instrument Retailers *decreased* 7.7% or (\$-11.3M) July 2024 YTD over July 2023 YTD
  - Other Motor Vehicle Dealers *decreased* 18.0% or (\$-23.9M) July 2024 YTD over July 2023 YTD
  - Health and Personal Care Retailers *decreased* 16.7% or (\$-29.4M) July 2024 YTD over July 2023 YTD
  - Building Material and Supplies Dealers *decreased* 9.4% or (\$-38.7M) July 2024 YTD over July 2023 YTD
  - Automobile Dealers *decreased* 5.9% or (\$-41.4M) July 2024 YTD over July 2023 YTD

- Construction *increased* by 9.8% (\$17.9M) in July 2024 vs July 2023 and is *up* by 0.5% (\$6.1M) July 2024 YTD vs 2023 YTD
- Accommodation and Food Services *increased* by 4.0% (\$4.9M) in July 2024 vs July 2023 and is *up* by 1.2% (\$9.7M) July 2024 YTD vs 2023 YTD

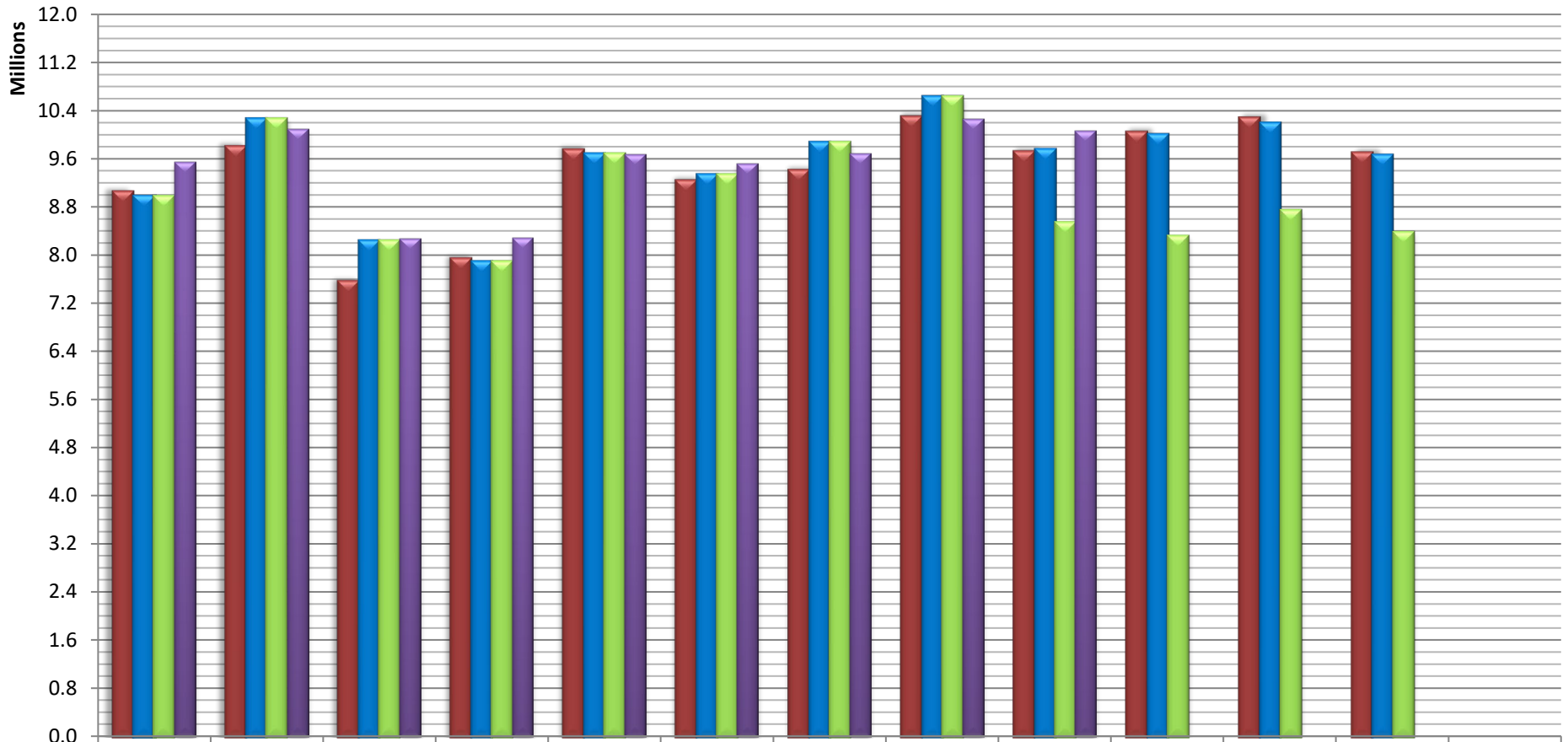
## Sales Tax Revenue History-September 2024<sup>(1)</sup>



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2022	\$9.0	\$9.8	\$7.6	\$7.9	\$9.7	\$9.2	\$9.4	\$10.3	\$9.7	\$10.0	\$10.3	\$9.7
2023	\$9.0	\$10.3	\$8.2	\$7.9	\$9.7	\$9.3	\$9.9	\$10.6	\$9.8	\$10.0	\$10.2	\$9.7
2024	\$9.5	\$10.1	\$8.3	\$8.3	\$9.7	\$9.5	\$9.7	\$10.3	\$10.1			

(1) Voter-approved sales tax distributions lag two months after collection by the state. For example, collection of January's sales tax revenue is distributed in March.

## 2022 - 2024 SALES TAX RECEIPTS <sup>(1)</sup>



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
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	9,695,636	112,732,567
2023 Actual	8,976,504	10,261,069	8,241,832	7,893,772	9,682,305	9,336,760	9,869,962	10,624,848	9,752,433	9,996,776	10,185,375	9,659,670	114,481,306
2024 Budget	8,976,504	10,261,069	8,241,832	7,893,772	9,682,305	9,336,760	9,869,962	10,624,848	8,541,727	8,317,585	8,743,306	8,380,001	108,869,671
2024 Actual	9,541,665	10,094,347	8,274,027	8,280,274	9,674,060	9,518,036	9,681,216	10,265,657	10,060,167	-	-	-	85,389,449
\$ Mo. Var.	565,161	(166,722)	32,195	386,502	(8,245)	181,276	(188,746)	(359,191)	307,734	-	-	-	
% Mo. Var.	6.3%	-1.6%	0.4%	4.9%	-0.1%	1.9%	-1.9%	-3.4%	3.2%	0.0%	0.0%	0.0%	
\$ YTD Var.	565,161	398,439	430,634	817,136	808,891	990,167	801,421	442,230	749,964	-	-	-	
% YTD Var.	6.3%	2.1%	1.6%	2.3%	1.8%	1.8%	1.2%	0.6%	0.9%	0.0%	0.0%	0.0%	
% YTD Bud. Var.	6.3%	2.1%	1.6%	2.3%	1.8%	1.8%	1.2%	0.6%	2.4%	0.0%	0.0%	0.0%	

<sup>(1)</sup> Voter-approved sales tax distributions lag two months after collection. For example, collection of January's sales tax revenue is distributed in March.

**SPOKANE TRANSIT AUTHORITY**

**PERFORMANCE MONITORING & EXTERNAL RELATIONS COMMITTEE MEETING**

October 2, 2024

**AGENDA ITEM 8 :** NOVEMBER 6, 2024, DRAFT COMMITTEE MEETING AGENDA REVIEW

**REFERRAL COMMITTEE:** n/a

**SUBMITTED BY:** STA Staff

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**SUMMARY:** At this time, members of the Performance Monitoring & External Relations Committee will have an opportunity to review and discuss the items to be included on the November 6, 2024, draft agenda.

**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

Wednesday, November 6, 2024

1:30 p.m. – 3:00 p.m.

**Northside Conference Room**  
**Spokane Transit Authority**  
**1230 W. Boone Avenue, Spokane, WA**  
*w/Virtual Public Viewing Option Link Below*

### DRAFT AGENDA

1. Call to Order and Roll Call
2. Committee Chair Report (5 minutes)
3. Committee Action (5 minutes)
  - A. Minutes of the October 2, 2024, Committee Meeting -- *Corrections/Approval*
  - B. Appointment of Members to Citizen Advisory Committee (*Cortright*)
4. Committee Action (25 minutes)
  - A. Board Consent Agenda
    1. Sprague Line - Phase 2: Scope of Work Approval (*Otterstrom*)
    2. Public Transportation Agency Safety Plan (*Williams*)
  - B. Board Discussion Agenda
    1. Draft 2025 State Legislative Focus and Priorities (*Cortright*)
    2. Resolution in Recognition of Congresswoman McMorris Rodgers (*Cortright*)
5. Reports to Committee (20 minutes)
  - A. Draft 2025 Performance Monitoring & External Relations Committee Work Program for December Approval (*Rapez-Betty*)
  - B. 2025 Service Revisions: Draft for Public Input (*Otterstrom*)
6. CEO Report (Meyer) (15 minutes)
7. Committee Information (no discussion/staff available for questions)
  - A. September 2024 Operating Indicators (*Rapez-Betty*)
  - B. September 2024 Financial Results Summary (*Johnston*)
  - C. October 2024 Sales Tax Revenue (*Johnston*)
  - D. Third Quarter 2024 Service Planning Input Report (*Otterstrom*)
  - E. STA's Holiday Services & Office Hours (*Infalt*)
8. Review December 4, 2024, Meeting Agenda (5 minutes)
9. New Business (5 minutes)
10. Committee Members' Expressions (5 minutes)
11. Adjourn

Next Committee Meeting: Wednesday, December 4, 2024, at 1:30 p.m

Optional Virtual Link:	Join Here		
Password:	<b>Members:</b> 2024		<b>Guests:</b> 1124
Call-in Number:	1-408-418-9388		Event #: XXXX XXX XXXX

Agendas of regular Committee and Board meetings are posted the Friday afternoon preceding each meeting at the STA's website: [www.spokanetransit.com](http://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](http://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 (509) 325-6094 (TTY Relay 711) at least forty-eight (48) hours in advance.



**SPOKANE TRANSIT AUTHORITY**

**PERFORMANCE MONITORING & EXTERNAL RELATIONS COMMITTEE MEETING**

October 2, 2024

**AGENDA ITEM 9 :** NEW BUSINESS

**REFERRAL COMMITTEE:** n/a

**SUBMITTED BY:** n/a

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

**RECOMMENDATION TO COMMITTEE:** For Information only.

**SPOKANE TRANSIT AUTHORITY**

**PERFORMANCE MONITORING & EXTERNAL RELATIONS COMMITTEE MEETING**

October 2, 2024

**AGENDA ITEM 10 :** COMMITTEE MEMBERS' EXPRESSIONS

**REFERRAL COMMITTEE:** n/a

**SUBMITTED BY:** n/a

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**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.