

**BOARD OF DIRECTORS**

Minutes of the June 5, 2024

**STA BOARD CONNECT 2035 STRATEGIC PLAN WORKSHOP**

**Spokane Transit Boardroom**

**1230 W Boone Avenue, Spokane, Washington**

*In Person with optional Webex Video Conference*

**MEMBERS PRESENT**

Al French, Spokane County, *Chair*  
Dan Dunne, Small Cities (Liberty Lake)  
Josh Kerns, Spokane County  
Kitty Klitzke, City of Spokane (*Virtual*)  
Lili Navarette, (*alt. for B. Wilkerson*), City of Spokane  
(*Virtual*)  
Pamela Haley, City of Spokane Valley, Acting Chair  
Paul Dillon, City of Spokane (*Virtual*)  
Tim Hattenburg, City of Spokane Valley  
Zack Zappone, City of Spokane (*Virtual*)  
Chris Grover, Small Cities (Cheney) *Ex Officio*  
Dan Sander, Small Cities (Millwood) *Ex Officio*  
Hank Bynaker, Small Cities (Airway Heights) *Ex Officio*  
Lance Speirs, Small Cities (Medical Lake) *Ex Officio*  
Rhonda Bowers, Labor Representative, Non-Voting

**MEMBERS ABSENT**

None

**STAFF PRESENT**

E. Susan Meyer, Chief Executive Officer  
Brandon Rapez-Betty, Chief Operations Officer  
Nancy Williams, Chief Human Resources Officer  
Carly Cortright, Chief Communications & Customer  
Service Officer  
Karl Otterstrom, Chief Planning & Development  
Officer  
Dana Infalt, Clerk of the Authority

**PROVIDING LEGAL COUNSEL**

Megan Clark, Etter, McMahan, Lamberson, Van Wert  
and Oreskovich, P.C.

**CONSULTANTS**

Kevin Desmond, Project Director, San Schwartz  
Alex Hanson, Project Manager, Sam Schwartz  
Jessica Wade, Community Engagement Lead, DH

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1. Call To Order and Roll Call

Chair French called the workshop to order at 11:45 am and the Clerk conducted Roll call.

2. Connect 2035 Strategic Plan Phase 2

- A. Ms. Meyer welcomed Board members and provided introductions to staff and consultants. She reviewed the workshop objectives which included a recap of past efforts on Connect 2035, an update on community engagement efforts, a review of candidate initiatives, gathering Board feedback, and identification of any gaps in initiatives, along with building understanding of next steps in initiative evaluation, refinement, and packaging process.
- B. Mr. Otterstrom provided a recap of Connect 2035 to-date, reminding Board members of the Phase 1 Strategic Foundation document adopted in December 2022. He reviewed the goals of Connect 2035 and the elements of Phase 2. Mr. Otterstrom discussed the regional trends from Phase 1 and opportunities to improve mobility. He talked about the Connect 2035 funding and investment principles from the November 1, 2023, Workshop and mentioned the Board Resolution Key Section to plan for renewal of the 2/10 sales and use tax rate, leverage STA's current financial position, and explore opportunities to expand service.

- C. Mr. Otterstrom summarized the community engagement results encompassing online surveys, rider forums, community based organization listening sessions, business outreach and focus groups, and Plaza activation. He noted the qualitative input received from the each, as well as themes and findings uncovered.
- D. Mr. Kevin Desmond and Mr. Alex Hanson provided a preliminary initiative review. They discussed initiative and investment framework to include the “what”, “why”, and “process” of the baseline, core investments, enhancements, as well as the category of enhancements plus (+) which require additional funding. During the discussion, consultants asked for and received Board consensus. Mr. Hanson reviewed the initiative development and framework, sourcing candidate initiatives, preliminary initiatives, and structure.

The preliminary initiative screening was also reviewed and discussion topics presented to spark conversation: Do the preliminary initiatives align with the plan’s goals and the Board’s vision? Do the preliminary initiatives respond to key trends and customer desires? Are there gaps in the preliminary initiatives? Are there other initiatives you view as critical to STA’s future? How do the initiative ideas impact the Board’s vision on STA’s future funding? Board discussion followed.

Customer Experience was reviewed and multiple example initiatives were presented and identified as core, enhancement, or enhancement + options. Following the presentation, the discussion questions were reiterated and discussion ensued.

- E. Initiative Evaluation and Packing Preview – due to time constraints, Mr. Hansen briefly touched on the evaluation and packaging section. Mr. Otterstrom advised he could review the initiative evaluation and packaging at the next Board meeting.
- F. Mr. Hansen said next steps include conducting outcome evaluation of preliminary initiatives and reporting results at the July Board meeting. There will be discussion to review results and answer questions in late July or early August. Developing alternative packages for input and feedback will be reviewed at the September Board workshop, along with an additional round of community engagement of the Connect 2035 Strategic Plan. The December 19, 2024, Board meeting is the goal for adoption of Phase 2.

3. Adjourn

With no further business to come before the Board, Chair French adjourned the meeting at 1:17 pm.

Respectfully submitted,



Dana Infalt  
Clerk of the Authority