

CENTRAL CITY LINE STEERING COMMITTEE

MEETING 1:00 P.M.

Minutes of July 31, 2017 Meeting
SRTC, Paulsen Building
421 W. Riverside Ave., Suite 500

MEMBERS/ALTERNATES PRESENT

Lars Gilberts, University District Dev. Assoc.
John Gillette, Spokane Community College
Gordon Hester, Downtown Business Rep.
John Lemus, People First
E. Susan Meyer, Spokane Transit Authority
Gary Pollard, Riverside Neighborhood Council
Mark Richard, Downtown Spokane Partnership
Scott Simmons, City of Spokane
Jim Simon, Gonzaga University
Frank Tombari, East/Valley Representative
Kevin Twohig, Spokane Public Facilities Dist.
Amber Waldref, City of Spokane (Chair)

MEMBERS ABSENT

Anne Marie Axworthy, Greater Spokane Inc.
Lisa Brown, Washington State Univ. - Spokane
Karen Byrd, Logan Neighborhood Council
Kathy Fritchie, Browne's Addn. Neighborhood
Collen Gardner, Chief Garry Park Neighborhood
Cheryl Kilday, Visit Spokane
John Schad, Washington State University
Harlan Shellabarger, Cheney Free Press
Steve Trabun, Avista Corporation

STAFF PRESENT

Karl Otterstrom, Director of Planning & Development
(Secretary)
Don Skillingstad, Capital Projects Manager

CONSULTANTS/GUESTS

Mark Brower, CH2M
Catherine Ciarlo, CH2M
Randy Knapick, IBI Group
Katherine Miller, City of Spokane
Andrew Warlock, City of Spokane
Paul Kropp, Citizen, SRTC Advisory Committee
Roger Flint, Parametrix
Frank Ide, Parametrix
?, Bernardo Wills Architects
Sabrina Minshall, SRTC
Melissa Huggins, Spokane Arts

1. WELCOME, ACKNOWLEDGEMENT OF NEW MEMBERS, INTRODUCTIONS, AND AGENDA REVIEW

Chair Amber Waldref called the meeting to order at 1:05 p.m. Chair Waldref welcomed the group to the meeting. The Chair asked Karl Otterstrom to introduce the new committee members: Gordon Hester is the representative for businesses and property owners along the corridor and Frank Tombari is the representative for interests east of Spokane and has interests along the corridor. Chair Waldref called for attendee introductions.

2. PUBLIC EXPRESSIONS

Chair Waldref asked if any attendee wanted to speak. No one requested to speak.

3. ADMINISTRATIVE TASKS

Chair Waldref began discussion regarding the electing of a chair and vice chair. Unless there is a clear nominee that wants to step forward, Karl Otterstrom suggested gauging the interest of individuals that might want to serve in those roles and then making some recommendations at the next meeting.

Lars Gilberts made a motion to approve the meeting minutes. Kevin Twohig seconded the motion. Chair Waldref called for a vote. The vote was unanimous.

4. SMALL STARTS RATINGS SUBMITTAL PROCESS UPDATE

Karl Otterstrom provided an update on the Small Starts Grant Rating Submittal process. Mr. Otterstrom reviewed the timeline slides. The FTA recommended that STA submit early to allow enough time for a thorough review and to provide feedback. The Land Use and Finance sections were updated per the FTA's questions and directions. Currently, STA and IBI are working through ridership methodology and forecast with FTA. Randy Knapick shared that the level of corridor ridership needs to be established and matched with the level of the project investment. They are updating the 2015 ridership numbers by using a tool that the FTA developed called STOPS, an analysis tool that integrates ridership information from the STA system and land use demographic information from the corridors to provide a method for validating ridership. Data retrieved from this model should be available during the later part of this month and will be incorporated into the application which is due September 8th. Ridership refers to the existing 6,000 riders that enables STA to qualify for \$100M award for the project.

E. Susan Meyer asked that if STA needed to do anything else prior to the September application deadline, is the deadline attainable. Mr. Knapick confirmed that the deadline will be met. He added that applications can be submitted at any time; it is a "rolling process". The significance of the September 8th deadline is that it is the cut-off for the next fiscal year. STA is trying to get into the budget for FY 2019. If the September deadline is missed, the project will be pushed back an additional year. Therefore, meeting the September 8th deadline necessary. The FTA will share their draft report once the ridership validation information is submitted.

Frank Tombari asked about the 6,000 ridership threshold and asked what would happen if the threshold is not met. Mr. Knapick responded that more calculating and reporting would be completed in order to demonstrate ridership benefits and cost effectiveness. The STOPS process allows us a "short cut." It is not likely that additional research would "push" the project into the next fiscal year, but it could change the likely project rating. The STOPS warrant framework is preferred because it is favorable toward relatively small projects. STA would prefer to utilize this warrant framework, but if necessary, would work with the longer conventional framework method. The FTA is using the STOPS model to validate the ridership numbers that STA has provided and to establish that it clears the threshold. FTA is providing the technical support on the modeling side as well.

Chair Waldref reminded the Committee that a combined "medium" rating is required which means that a transit system can score higher in some areas and lower in other areas. For example, a system can score higher in land use and lower in ridership than other systems, as long as the total evens out to a minimum of a "medium" rating in each of the two major components: Project Justification and Local Financial Commitment. With the ballot measure passing and the state match, STA is very strong in the Local Financial Commitment category. Therefore, it is the other side of the equation that is the current focus.

Karl Otterstrom reviewed the Small Starts Application Milestones:

April/Spring 2017	FTA reviews and provides initial rating and feedback
Summer 2017	Revisions: final application submitted before fall deadline

February 2018	FTA expected to recommend CCL for funding in FY2019 Presidential Budget
Fall/Winter 2018	Submit formal Small Starts Grant Agreement
FY 2019	Congress appropriates funding for Small Starts

5. PROJECT TIMELINE UPDATE

Mark Brower provided the project timeline update. Project development next steps are as follows:

- STA Board action – May 2017
 - *Authorization to begin next phase of project development*
- Complete NEPA documentation – Fall 2017
- Complete 60% engineering design – Winter 2017
- Finalize engineering design, initiate procurement of vehicles – Fall /Winter 2018
- Formalize MOAs with City of Spokane, Avista, Gonzaga, SCC, others – Summer/Fall 2018
- Construction begins Spring/Summer 2019

Mr. Brower shared the critical path elements that are driving the above timelines. There are several elements required before construction can take place: completed design, NEPA/SEPA and permitting approvals, acquired real-estate, and award of the Small Starts Grant. Over the next year and a half, as we enter the bid phase, STA will be working with FTA to ensure project readiness.

6. PROJECT SCOPE REVIEW

Mr. Brower reviewed the project scope. Mr. Knapick shared that after the September 8th deadline, STA will be engaging FTA more regularly and more deeply on project management oversight activities in anticipation of a Small Starts Grant Agreement which would be the construction money. This would be the agreement of FTA and Spokane Transit for a fixed amount of money to construct a project. Therefore, everything between now and that agreement is really laying foundation for what is required to execute the agreement. The accuracy of engineering design is imperative for the federal government agreement because it is for a fixed amount. Any irregularities, elements and risks of the project must be clearly understood in advance in order to execute the agreement accurately.

Mr. Knapick continued that FTA will be working with partners to enter into 3rd party agreements for a number of aspects of the project. In addition, FTA will be working with STA to identify the scope and criticality of the agreements and providing some oversight and direction in terms of the content that is required. The NEPA process will be completed and STA is not expecting any issues in this area.

Mr. Knapick shared that this category is really demonstrating from a technical and an institutional capability that STA and the project partners have plans in place to manage the project, to understand and mitigate risks, to understand how resources will be allocated, to work through project controls and land management, to communicate with the public, and to coordinate with the City of Spokane and others who are involved in implementation. There is a whole set of management documentation and work sessions to ensure that the policies and procedures are in place, especially considering that STA is a first time guarantee and, therefore, tends to be under more scrutiny than an agency working on their third BRT corridor.

STA has participated in preliminary conversations with FTA regarding all of these issues and expects these issues to be raised as STA proceeds through the processes this year and next year. FTA will assign

the amount of oversight to STA based on the assessed risk of the project. This will take STA right up to construction.

Mr. Brower reviewed the Field Investigations and Final Design/Bidding. The process begins with the field investigations. There are three stages of design: intermediate design, constructability review and draft final design. After the draft final, STA will complete the Bid Set and Procurements Documents – securing contractors, etc.

Chair Waldref asked about the coordination of the City of Spokane’s six-year plan and the Central City Line modifications and when the stations will be implemented. Mr. Brower stated the team is beginning to flush those details out. There will be a lot of interaction with the key stakeholders. NEPA and SEPA documentation will be completed by the September 8th deadline.

Catherine Ciarlo summarized the outreach plan relating to the scope of activities planned. The types of outreach to be implemented include:

- Updating our Communications Plan to ensure meaningful involvement in decision-making.
- Web page updates with interactive map
- Partner coordination on design and project synergies
- In-person and online open houses at key milestones
- Visualizations

Ms. Ciarlo stated there are several key issues in which the team will be reaching out for Steering Committee input such as station design, project design elements partner agreements and finance plan construction phasing.

Chair Waldref liked the fact that visualizations would be defined so that all involved would have a clear understanding of the framework of station design.

Mr. Tombari asked if the STA would notify property owners and residential land owners and/or tenants along the various corridors. Mr. Otterstrom responded that there is a database of property owners that STA will access to inform land owners adjacent to, across the street from and kitty-corner from stations – this would include business owners and tenants. This group would receive specific detailed notification. In addition, there will be a “blanket notification” sent to everyone within a quarter of a mile of each station along the corridor identifying opportunities to attend the open house and have the opportunity to contact us.

Mr. Tombari stated there were a lot of renters who may not get notified but he would like them to receive notification as well and suggested contacting them through the schools. Mr. Otterstrom agreed that this was a great idea.

John Lemus lives across 37th on the South Hill, and when they began the roadwork by Ferris, Shamrock and Murphy Brothers sent out a notice for the landlords to post. This might be another notification option for STA.

Lars Gilberts stated that the Communication plan looks good but appears to be the “opening” of the Communication. He asked if this could be the laying the foundation for integrating other programs like “Walk, bike, ride” after the fact. Ms. Ciarlo responded that throughout the CCL process there has been consistent consideration regarding how this integrates into people’s lives and how to communicate it back to them. Mr. Gilberts suggested a “rider” day or other little marketing engagement plans that will be laid on top of the current plan. He questioned how are these types of outreach strategies informing longer

term communication engagements of the CCL. Mr. Otterstrom appreciates the comments. STA Communications is working on the tools and the messages for visualizing the impacts on the way people travel and for teaching them to reimagine how they travel.

Chair Waldref mentioned that Snap and the Health District have already completed GIS mapping on the Central City Line to identify real estate parcels that could be purchased for youth housing. This type of forward thinking is important so that the day the Central City Line opens, more people are riding.

Ms. Ciarlo indicated the team will be reaching out to the City to ensure the team is engaging the correct groups and engaging in the correct outreach.

7. STATION DESIGN OUTREACH

Ms. Ciarlo shared that the primary goal for this next phase of work through early 2018 is to support the intermediate design moving into the final design.

Karl Otterstrom stated there is a need to have a policy body weigh in on the station locations. August will consist of a lot of “getting the word out” and September will be a lot of “on hands” outreach. Mr. Otterstrom reviewed the Central City Line station area outreach considerations and schedule spreadsheet. STA is creating maps and visualizations for stations along the corridor.

Mr. Otterstrom introduced Melissa Huggins, Executive Director of the Spokane Arts Organization, one of STA’s partners in the community to present an art-and-transit consideration. He also reminder the Committee that Federal transportation funding cannot fund commissioned art along the corridor; however, STA can coordinate to have art installed at or near stations.

Melissa Huggins shared that the Spokane Arts organization wants to work with the engineers, architects and project leaders as early as possible so that they can integrate art into the CCL project (i.e, on the buses, stations, etc.). Spokane Arts Organization is a non-profit organization overseen by the Spokane Arts Fund Board; the Spokane Arts Commission functions as the advisory Board. One of the primary functions of the Spokane Arts Organization is to oversee public art in Spokane.

Ms. Huggins showed slides of art-and-transit projects from other cities. Some potential opportunities for art integration in the CCL project could be in the bike racks, way-finding and signage, lighting in the kit-of-parts, and in the stations. A few artistic ideas include etchings on the glass shelter panels, add on kinetic sculptures that are wind-activated, permanent or temporary text such as poetry on the platforms or displaying artistic posters, decorative transit maps. Spokane Arts Organization would like to partner with STA similar to how they partnered with the Parks Department for the Riverfront Park Redevelopment. The two organizations worked together to hire a lead artist for the project. The lead artist meets regularly with the engineers and project designers, and creates an overall plan for the project with a certain amount of signature pieces based on the budget.

Mark Richards asked where the funding resources would come from. Karl Otterstrom responded that the discussion will be about what items are able to be customized. Within our budget are station identification measures, such as elements of history or etching into the shelter glass. It’s within the normal scope of the project.

John Lemus leans towards the kinetic structure art that is not as apt to be vandalized. Ms. Huggins responded that their experience has been that the public arts projects have actually reduced the amount of vandalism and graffiti. There are ways to integrate artwork into the station design so that it is not

easily ruined. For example, the vinyl wrapped utility boxes in Spokane have been treated with an anti-graffiti coating.

Kevin Twohig spoke in favor of the creation of an overall art plan. He would hate to invest so much into the CCL project without considering the look of the final product. He is very impressed by the work that the Spokane Arts Organization has completed in the past. He is in favor of a lead artist that spends the time to link it all together.

Gary Pollard re-emphasized that where art is, there is less graffiti. He supports the creation of an overall art plan.

Chair Waldref, has always envisioned that art would be involved in this project. At certain stations, STA may want to consider having certain organizations adopt specific stations. There would be an overall look, but individual identification artwork.

Mr. Otterstrom stated that these artwork partnerships should adhere to a specific policy framework.

Chair Waldref added that other transit systems could be observed as the framework is created.

Lars Gilberts raised the question of ensuring that elements are missed in the process. Ms. Huggins referred back to the Riverfront Park Development process. The Spokane Arts Organization has been working in concert with the Parks Department's established public outreach strategy and then figuring out which aspects of the art plan would work into it. This experience will be great to draw upon as well as other art-and-transit experiences in other cities.

Chair Waldref asked what else is needed for STA to pursue this. Ms. Meyer asked Karl Otterstrom to elaborate on the process.

Kevin Twohig confirmed that the process of incorporating artwork should be started as early as possible in the process.

Early Outreach Findings:

Ms. Ciarlo reviewed the early outreach findings learned at the UDistrict forum:

- Confusion about what “Kit-of-Parts” is
 - Need to clarify how the “Kit-of-Parts” works
 - The “Kit-of-Parts” are possible elements at each station to maintain consistent look and feel for HPT stations.
 - We need to be deliberate about which components belong to which stations.
- Define levels of station alterations
 - Do not use the term “customization” to define minor/moderate changes to station elements
 - Functional Changes – light poles, light fixtures, railing, trash cans, etc.
 - Identification Elements – glass etching, patterned concrete
- When referencing art, use and define “commissioned art”
 - Make clear that commissioned art **cannot** be funded by the project
 - Commissioned art can be purchased and placed by others

Ms. Ciarlo continued that moving forward it will be important to provide clear direction on specifically what feedback is being requested: corridor-wide, station specific, accessory specific, or identification specific.

John Lemus shared that he would like bike-share stations located near the transit stations. Ms. Ciarlo responded that in other communities there is a lot of coordination in order to incorporate the bike-share element as it is really seen as that “last mile” connection of the transit system.

Mr. Otterstrom reviewed the draft HPT station policy framework which is being designed in parallel with the 60% design. STA is receiving feedback on both elements at the same time. The purpose of the policy framework ensures station consistency so that people can easily identify the Central City Line while allowing minor adaptations to stations enabling stations to integrate well into the surrounding neighborhoods. The project budget was built around specific station costs and STA’s expenditures are limited to that amount. Major customization requests (i.e., independent station design) will need special approval, and must meet the following conditions:

- The request has the support of a recognized organization or institutional partner
- Customization is compatible with STA branding placement
- The organization or institutional partner requesting the customization pays for the design and construction expenses above the typical shelter cost.

Mr. Otterstrom suggested that the art policy framework be integrated into this one.

Kevin Twohig asked how STA will address businesses that want to sponsor a station and requests from commercial companies. Mr. Otterstrom stated that is an option that could be incorporated into the policy.

John Lemus stated that if the colleges wanted to sponsor a shelter they may want to attach their logos to it. Mr. Otterstrom mentioned that STA will need to define the parameters of promoting a brand. Chair Waldref added that the policy should include addressing a one-time sponsorship request.

Mr. Gilberts talked about MOAs with businesses. He suggested considering another level of agreement. Perhaps the stations that are not owned would be offered to commercial businesses.

Mr. Richard proposed that along with the two Draft HPT Station Policy Framework slides that the CCL Steering Committee recommend that the STA Board review the opportunities and challenges with some sort of branding policy for naming rights.

Mr. Otterstrom suggested calling upon a few of the committee members as a sub-committee to work on this policy.

Mr. Knapick reviewed the design outreach example for 2nd/Spruce in Browne’s Addition. This location was selected to demonstrate the scale of the station and how it fits into the park. It opens the door for conversations and puts the station in context. Mr. Otterstrom stated this was the first station rendered and many more will be developed. STA will meeting with neighborhood groups and landowners to gather input into station design.

Ms. Ciarlo asked committee members to let STA staff know if there are landowners that we should meet with. Discussion continued about future outreach efforts and ideas.

8. NEXT STEPS

Scott Simmons asked the current status of the process of outreach feedback regarding stations. He also questioned how this group could characterize the steps of this current process. Mr. Otterstrom responded that this is a great segue to the next agenda items. He shared that the next meeting will be

at the end of October in which STA will share all of the public reach findings and will finalize a recommendation for the policy framework for the STA Board to consider. The station location and defining the station “kit-of-parts” will be a part of that. STA will utilize the data base of property owners/businesses of the design process and will hold an overall open house. First renderings will be completed of each station and shared globally, as well as, shared with specific property owners that have a heightened level of interest. The next three months is the time to gather as much feedback as possible and to finalize that in November so that it can go to the Board in December.

Chair Waldref encouraged the steering committee members to identify those in the community who need information provided to them. Information will be available on the website, at the open house and/or by contacting Mr. Otterstrom or Mr. Skillingstad.

Mr. Lemus would like to schedule meetings to discuss ADA accessibility needs.

Mr. Richards requested that the following details be included for each station: locations, safety, cleanliness, maintenance, design, size, proximity to other businesses, etc.

Chair Waldref reminded the group of their homework from today’s meeting. Mr. Otterstrom will email the station matrix to the steering committee members. Chair Waldref would also like a link to the updated document so that there is a direct line of contact.

9. ADJOURN

Chair Waldref adjourned the meeting at 2:45 p.m.

Respectfully Submitted,



Karl Otterstrom, Director of Planning and Development
Steering Committee Secretary