

EQUITY WORKING GROUP

SEPTEMBER MEETING NOTES

Location: 421 W Riverside Ave, Suite #500
Date: September 27th, 2024
Time: 4:15 – 5:15 pm
SRTC Staff: Michael Redlinger, Savannah Hayward, Ben Kloskey, Jason Lien
Attendees: Thomas B., Paul K., Erik L., Stevie W., Dennis S., Jared A.

Michael and Savannah welcomed the group and gave participants a brief introduction about the meeting agenda. Savannah then introduced her item for the day which was an update on the status of the SRTC Brand and Logo Update.

Savannah started off by outlining the project timeline, and the phases the project will go through before the target completion date in February 2025. The project is currently wrapping up phase two, which is the brand update. After outlining the project and re-introducing the consultant, Savannah showed the group the logo which was chosen by the Board. The Board chose the “County Line” logo, which has the shape of Spokane County and includes other local landmarks such as Mt. Spokane and the Clocktower. Savannah and Michael thanked the group for their feedback in prior meetings, as it helped inform this update process. Savannah then asked if there were any questions or comments. Some group members indicated that the logo needs to convey more about transportation, as this logo doesn’t look like a transportation agency logo. It was also mentioned that the font size of the text “transportation” in some logo options would benefit from an increase in size.

Michael then welcomed Jason Lien back to the group for another presentation about the Metropolitan Transportation Plan (MTP) Update. Jason introduced himself and then dove into the upcoming MTP update, Horizon 2050. Jason first reminded the group about what the MTP is, and the purpose it serves, to catch up those who missed his last presentation with the group. Jason then identified some key projects that are in progress or have been recently completed, which will be incorporated into the MTP. These projects include: Regional Safety Action Plan, Congestion Management Process, Resiliency and Smart Mobility Studies, and updates to the agency’s Guiding Principles. The Equity Working Group had previously given feedback on the proposed Equity Guiding Principle, and Jason thanked them for their feedback which was incorporated into the most recent draft. Jason then shared an overview of some upcoming MTP tasks which have not begun yet: the Priority Transportation Networks, Needs Assessment Summary, and the Financial Forecast. Jason’s next topic was the public outreach and engagement process surrounding the MTP update. Jason let the group know that SRTC planned on updating the MTP website page and hosting a webinar/event in Q1 of 2025, with more events to be planned soon. Jason asked the group if there were any tools/technologies that SRTC should be using to help with public engagement. Members identified that collaboration with partner agencies such as Spokane Transit Authority (STA) would be helpful, and that hosting events at very accessible public spaces, such as the Plaza, is equitable and important. Michael and Jason indicated that SRTC plans on collaborating with agencies such as STA and Spokane Regional Health District. Some members then asked for clarification on what the Needs Assessment Summary is, which Jason then clarified as a review of planning studies/documents which had already been completed to determine focus areas for the MTP update.

Michael and Jason thanked the group for their questions and comments before moving on to the next item, the Equity Statement. (The full text of SRTC's Equity Statement can be found within the [Equity Planning Framework](#).)

Michael thanked the group members who participated in the creation of the Equity Statement through the Equity Framework group several months ago. The question posed to the group was "Where should you or another user of our website hope to encounter this statement?" Michael read the statement aloud, and then asked the group for feedback. Participants were varied in their preferences, however most participants indicated that the statement needed to be presented up front on the homepage, either the entire statement or a shorter statement with a link to the full text. Some participants noted the advantage of redundancy – such as several appropriately placed links throughout the website navigation that would take the user to the equity page which includes greater detail. Overall, feedback indicated that the statement should be prominently displayed or linked on the website, but should also be accessible via traditional locations such as a link at the bottom of the homepage. Michael thanked everyone for their feedback.

Savannah and Michael then opened a group discussion about their final agenda item for the day, which was to reschedule the November Equity Working Group meeting. Participants suggested that either Friday, November 22nd or Friday, December 6th would be the best dates. The final meeting date will be decided through a Doodle poll.

Savannah closed out the meeting with agency updates:

- SRTC's Transportation Summit at Centerplace Regional Event Center, October 17th
- Draft 2025-2028 Transportation Improvement Program available for comment
 - o YouTube video of the public meeting to be available shortly
- Smart Mobility and Resiliency studies still moving forward and heading to completion
- Title VI Annual Report and Plan updates underway
- ADA and Title VI Complaint Forms and Procedures being updated and translated into additional languages

When prompted for general comments, a participant made a quick comment about the bus system in Spokane. They identified that they would love to see transit become more of a fixture, or a point of pride for the community. They referenced London and its double-decker buses. A suggestion was made that because Spokane is the "Lilac City", the buses should be colored and decorated to reflect that. Other members shared their thoughts and discussed how to make the transit system more iconic.

After a robust discussion, Michael thanked everyone for their attendance and adjourned the meeting at 5:17pm. A few participants stuck around for additional discussion.