
SRTMC EXECUTIVE BOARD MEETING NOTIFICATION

WHEN: Wednesday, March 17, 2021

TIME: 1:00 PM – 2:30 PM

WHERE: TEAMS Meeting

REFERENCE DOCUMENTS (Attached):

December 16, 2020 Meeting Minutes	Page 3
SRTMC Activity Data 2019-2020	Page 7
Spokane Area Traffic/Volume Data	Page 11

EXECUTIVE BOARD MEETING AGENDA

- 1) **Call to Order:** 1:00 PM
- 2) **Roll Call / Record of Attendance:** Mike Gribner (WSDOT), Becky Spangle (SRTMC), John Hohman (CoSV), John Dickson (County), Kevin Wallace (SRTC)
- 3) **Public Comments:** No public comments were made.
- 4) **Action – Consent Agenda**
 - a) December 16, 2020 Meeting Minutes

Motion to approve made by John Hohman, seconded by John Dickson. Vote unanimous, carried.
- 5) **Information & Discussion**
 - a) **SRTMC Promotional Video – Becky**
 - **Have we built what we set out to build?**

Becky provided an update that the promotional video is still in progress and not yet complete. As a part of discussion the members brainstormed how to showcase the benefit and value of the SRTMC for the public as well as the local agencies. They discussed updating the brochure which would require it to be completely redone as it is outdated. The intent is to cover what has already been accomplished and the vision of the agency moving forward. Ryan Overton agreed to interview each operating board member and TMC staff members and has shot 6 hours' worth of video thus far. Ryan plans to get a draft back to Becky for review within two weeks with a couple clip variations for each target audience. As a part of this effort, Becky reviewed

past documents such as the original inter-local agreement to better understand the initial vision of the SRTMC. The original inter-local agreement reflected that the “SRTMC was established as an operational arm for SRTC to gain advantage of Federal Transportation Funding (TEA21)” as the primary purpose to form the partnership. The Transportation Efficiency Act made emphasis on environmental and inter-operability between multi-modal transportation agencies and relied on ITS and TSMO as a means to meet these goals. Much of SRTMC funding has come from federal CMAQ funding packages which allowed the partnership to build 70 miles of fiber optic trunk lines, 120+ cameras, 20+ Variable Message Signs, connectivity for Transit to Park and Ride lots, 911 Emergency Management Center, Washington State Patrol, Maintenance facilities, and creation of the SRTMC website as a public resource. Additionally, it has enabled operational discussions and coordinated efforts have grown significantly especially over the past 2-3 years. Reflecting on past accomplishments, several members of the board expressed their satisfaction with what the SRTMC has been able to achieve over the past few years such as the MioVision project which helped demonstrated how new technology could be implemented to have a significant corridor improvement. As part of the discussion, the board would like to reach out to the public to get feedback to assist in the decision making process and how the SRTMC’s services are being utilized across the partnership.

b) SRTMC Operational Activities and Events 2019-2020

- **What future operational goals need to be considered?**

During the last meeting, the board requested budget reduction models and how this would impact SRTMC operationally. As a part of this effort, Becky worked with Mike Kress to put together event data to cover monthly, daily, and hourly operator activity with a breakdown of various event types. Comparing 2020 to 2019, the number of events at specific times of the day and month trended very similarly. The winter months made up for the majority of recorded events. Wednesdays and Thursdays tend to trend higher for activity during the non-winter months. The majority of events were made up of collisions, followed by disabled vehicles and lane closures. Similar trends were reflected in device activation times. Based on the data, it seemed there was a good spread of activity regardless of the time of day or season. With that said, between 12:00 AM – 4:00 AM was when recorded events were recorded at their lowest. The board discussed how the SRTMC might be able to better utilize social media to provide data for public consumption and may assist in raising the SRTMC’s value proposition regionally. The SRTMC currently has a Twitter account with 2.3K followers. Becky will coordinate a meeting between all agency PIOs to brainstorm how coordinated communications and social media can provide public information effectively for the Region.

c) Spokane Area Traffic – Year in review

Becky discussed with the board traffic volume comparisons related to COVID-19 impacts. The lowest traffic volumes in region occurred in April 2020, but then reached peak volumes by end of August 2020. A return to baseline volumes occurred in early March 2021. Some of the data available to the SRTMC will continue to be evaluated on how it can be incorporated by the various agencies and help the traveling public.



6) **Executive Board Comments**

John Hohman is looking forward to the PIO discussion at the next board meeting. John Dickson was appreciative of the input provided at the meeting. Dickson also expressed having difficult conversations like these is often necessary to evaluate performance and continue to look for where to make improvements to meet future goals. Kevin Wallace believes the SRTMC has made great progress since his last involvement with the board and stressed the importance in knowing the agency's story and learning how to tell it. Mike Gribner was appreciative of the feedback and is also looking forward to the PIO discussion.

7) **Adjournment: 2:07 PM**

Motion was made by John Hohman, seconded by John Dickson. Vote unanimous, carried.