

**SKAGIT TRANSIT  
CITIZENS' ADVISORY COMMITTEE  
MEETING MINUTES**

Thursday, May 15, 2015 5:00 p.m.  
Skagit Station Conference Room  
Mount Vernon, WA

Caroline Nazareno called the meeting to order at 5:03 p.m.

**Committee Members**

Caroline Nazareno  
Joy Kane  
Doris Brevoort  
Lynne Jordan  
Valerie Rose  
Dick Phillips  
Oliver Berentson  
Craig Edens

**Skagit Transit**

Troy Fair  
Carolyn Chase

**Members of the Public**

Maureen McCarthy, WTA

**I. Approval of minutes:**

Joy Kane made a motion to approve the March meeting minutes. The motion was seconded by Oliver Berentson and passed unanimously.

**II. Public Comment:**

Valerie Rose reported on comments made by Diane Smith who works on food security issues. Smith held a number of focus groups with low income people. Feedback from the focus groups included concern about the 3-grocery-bag limit. The limit is an impediment for people who do all shopping by transit. Valerie mentioned the idea of raising the limit to four bags.

Caroline Nazareno reported back on a conversation she had with Mary Lorianio at Mount Vernon Manor. Caroline suggested having Travel Trainer Sue Libby make a presentation at the complex as a way to assure residents that Skagit Transit is not going to eliminate service.

Caroline also discussed changing the name of the group to get away from the word "Citizen". Caroline explained that many community members do not meet the legal definition of Citizen and that the term may be counterproductive to the group's intent. There was general interest in exploring a name change. There was particular support for a change to "Community Advisory Committee".

**III. Discussion with Maureen McCarthy - Roles and Functions of WTA's Community Transportation Advisory Group**

Maureen McCarthy explained the organizational structure and functions of the Community Transportation Advisory group used by WTA. The Community Transportation Advisory Group is organized and administered by the Whatcom Council of Governments (WCOG). An offshoot of this group meets on an Ad Hoc basis to provide feedback on transit related matters. The Ad Hoc group is composed of all the members of the Community Transportation Advisory group and hand selected members who represent particular transit interests (i.e. WWU, the disabled community, etc.). All members are appointed. Maureen explained that the group's focus is the 20,000 foot level as opposed to day-to-day operations of Whatcom Transportation Authority. The group meets about five times per year but it can also be as little as twice. Generally the group is called on to be a sounding board or barometer for big projects, plans, and budgets. As an example, Maureen said that the group is expected to meet at least five times this year because WTA is working on a Strategic Plan. The group does not report directly to the WTA Board of Directors but the Directors often want to be assured that the group has been informed of big projects.

Maureen explained that this group was not a venue for discussing transit user complaints. Complaints go straight to WTA staff via comment cards, social media, and a comment phone line. Meetings are not publically noticed and the group does not follow Roberts Rules of Order.

Caroline then shared information about Skagit Transit's CAC. Caroline expressed that the CAC has helped Skagit Transit to be seen as a community partner. The Ride Pass program was an example given of how the group has successfully advocated for a program.

CAC members asked Maureen to explain how WTA reaches out to large employers. Maureen explained the Smart Trips program that is administered by the Whatcom Council of Governments with marketing support through WTA. It is a program that encourages participants to keep a diary of their trips and to make as many as possibly by bike, foot, or transit. Employers offer incentives and rewards for reaching milestones. Big Smart Trip campaigns are sent to employers as a package so that all posters, emails, etc. to make participation easy.

#### **IV. Prioritizing Goals**

The CAC began a conversation about prioritizing work items and goals that would be communicated to the Board. The group didn't have time to begin prioritizing but some of the ideas brought up for consideration were:

- CAC Budget
- Student Art Competition for Rider Guide Front Cover
- Implementing Downtown Circulators or Shuttles
- Marketing and Advertising
- Building Partnerships with Local Businesses

#### **VII. Adjournment**

The meeting was adjourned at 6:02 p.m.

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Caroline Nazareno, Chair  
Skagit Transit Citizens' Advisory Committee

Attest:

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Carolyn Chase  
Transit Planner