

Present: Andy Bennett; Ray Day, Jr.; John Jensen; Sandy Paul-Lyle; Holly Plackett; Anirudh Sahni; Carla Saulter; Joan Sells, Vice-Chair; Tina Shereen; Mike Taylor, Chair

Excused: Hans Brandal; John Coney; Dave Elliott

Absent: Dwight Baker

Staff: Barbara de Michele, Community Relations Planner; Rob Fellows, Transit Planner; Sharron Shinbo, Marketing and Development project manager

Mike Taylor opened the meeting at 6:10 p.m.

Six Year Plan

Rob Fellows updated the committee on the Long Range Planning Framework and Six Year Plan. The LRPF was adopted in 1996, before Metro merged with King County. It is a high-level policy document, laying out basic values of the system. The Six Year Plan is consistent with the LRPF, but focuses on strategies for achieving the general framework outlined in the Long Range Plan. Two Six-Year Plans have been adopted (1996-2001 and 2002-2007). The Regional Transit Committee has asked Metro to transform the LRPF into the Comprehensive Plan, and the Six-Year Plan into a ten-year Strategic Plan (consistent with the Transit Now initiative).

In 2008, Metro will undertake a major revision of the Strategic Plan. Fellows has been working this summer on clarifying the two documents, ensuring that the Comprehensive Plan contains only global value statements. The revised Comprehensive Plan has been sent to the Executive's office and should be available for comment shortly. Rob will share progress on the Strategic Plan at the July meeting. When Metro begins working on the Strategic Plan, there will be a major outreach effort. The public will be invited to provide input into new items that should be included.

Bus Advertising

Shinbo provided an update on the "bus wrap" issue. Staff has sent a legislative proposal to the Executive, which would allow Metro to use partially wrapped buses. Metro expects to recover \$450,000 to \$900,000 from this compromise. The Council will most likely take up the proposal in July. Shinbo laid out a number of reasons for the Council to adopt the proposal, including:

- Although advertising revenues are not allocated to specific projects, the funds could be used to purchase additional bus shelters, more service on routes, and so forth.
- Metro is below the 25% target on the OR/OE ratio, and the additional funds could help meet this goal.
- The additional funds could be used to provide marketing with a budget.

TAC members expressed support for the proposal. Carla Saulter agreed to draft a letter of support for consideration at the July meeting. TAC members spent some time providing Saulter with ideas for the letter.



Shinbo also reported that General Manager Kevin Desmond wants to put a demonstration shelter with advertising in downtown Bellevue. The shelter would provide light and safety at night.

Committee Business

- Mike Taylor will attend the next RTC meeting to present the TAC's letter of recommendation on advertising "The Bodies" exhibit;
- Holly Plackett will present (along with other SB spokespersons) the Eastside Sounding Board recommendations for 2008 service implementation to the next King County Council Transportation Committee meeting on June 27;
- Barbara de Michele gave an update on recruiting efforts for the TAC;
- In elections, Tina Shereen was elected vice-chair of the TAC. She will serve as chair in October, November and December. Joan Sells assumes the position of chair.