

**Meeting Notes – Draft**  
**ORCA Joint Board Meeting – June 12, 2021**  
**11:00 a.m. to 12:30 p.m.**

<p><b>Board Members Attending:</b></p> <p><b>Community Transit</b></p> <ul style="list-style-type: none"> <li>• Tim Chrobuck</li> </ul> <p><b>Everett Transit</b></p> <ul style="list-style-type: none"> <li>• Tom Hingson</li> </ul> <p><b>King County Metro</b></p> <ul style="list-style-type: none"> <li>• Christina O’Claire</li> </ul> <p><b>Kitsap Transit</b></p> <ul style="list-style-type: none"> <li>• John Clauson</li> </ul> <p><b>Pierce Transit</b></p> <ul style="list-style-type: none"> <li>• Susan Dreier</li> </ul> <p><b>Sound Transit</b></p> <ul style="list-style-type: none"> <li>• Mary Cummings</li> </ul> <p><b>Washington State Ferries</b></p> <ul style="list-style-type: none"> <li>• Greg Faust (Alt)</li> </ul>	<p><b>ORCA Operations:</b></p> <ul style="list-style-type: none"> <li>• Rob Jensen (CT)</li> <li>• Bob Hunter (ET)</li> <li>• Sunny Knott (KCM)</li> <li>• Denise Moyle (KT)</li> <li>• Mark Eldridge (PT)</li> <li>• Yvette Lopez (ST)</li> <li>• Mark Gloss (OPS)</li> </ul> <p><b>Regional Administration:</b></p> <ul style="list-style-type: none"> <li>• Cheryl Huston (RPA)</li> <li>• Liz Conlon (RPA)</li> <li>• Dan Cunningham (RPA)</li> <li>• Alan Hecker (RPA)</li> <li>• Tiffany Kauth (RPA)</li> </ul> <p><b>Regional Program Team:</b></p> <ul style="list-style-type: none"> <li>• Scott Corbridge (RPM)</li> <li>• Kathleen McMurray (RPT)</li> </ul>	<p><b>Regional ORCA Operating Team:</b></p> <ul style="list-style-type: none"> <li>• Brittany Esdaile (ROOT)</li> <li>• Ashley Bowman (ROOT)</li> <li>• Chris McKnight (ROOT)</li> <li>• Sunnie Sterling (ROOT)</li> <li>• Tim Bowen (ROOT)</li> </ul> <p><b>Others in Attendance:</b></p> <ul style="list-style-type: none"> <li>• Matt Hansen (KCM)</li> <li>• Randy Boshart (KCM)</li> <li>• Steffani Lillie (KT)</li> <li>• Ryan Wheaton (PT)</li> <li>• Amy Pearsall (ST)</li> <li>• Jason Weiss (ST)</li> <li>• Lisa Wolterink (ST)</li> <li>• Leo Schwartz (Public)</li> <li>• Chase Smith (Vix)</li> <li>• Gary Googins (Vix)</li> </ul>
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1. **CALL THE MEETING:** The meeting was called to order by Joint Board Chair, Christina O’Claire (KCM).
2. **JOINT BOARD ROLL CALL AND INTRODUCTIONS:** Cheryl Huston (RPA) took roll of the attending Joint Board members.
3. **PUBLIC COMMENTS:** No comments received.
4. **APPROVE MEETING NOTES:** The May 10, 2021, meeting notes were unanimously approved by the Joint Board.
5. **BRIEFING:**
  - a) **Administrator Update** – Cheryl provided the following update:

2021 PCI Audit – Coalfire, Vix’s auditing firm that is conducting the annual PCI audit, had resource issues that will delay the final report by at least three weeks. Vix will provide a request to waive the contractual deadline of July 31. Cheryl has authority to waive the deadline with Site Manager approval.
  - b) **next gen ORCA Program Dashboard and Update** – Scott Corbridge (RPM) provided the following project updates:

**PDR** – System Integrator with INIT is done. One last document, the Accessibility Compliance Plan, was received. While greatly improved, it is not quite ready for approval.

**FDR** – Substantially complete. There are still a few program documents to complete but as far as system design review, there are just a few outstanding items.

**Development** – Greater than 75% complete. An amendment was signed for the website, CST and transition-related software work.

**Testing** – In June, retesting for System Integration Testing (SIT) is expected to wrap-up and development and migration testing will begin.

**Transition/Installation** – Scott noted an error in his report last month regarding installations. Not all installations were completed but rather all installation kits were delivered. To date, they are very close to completing all installations.

Christina said KCM is really excited about testing and noted the milestone.

Tim Chrobuck (CT) asked if there was any Vix transition work to do. Scott said there are currently three change orders and he's seeing progress with scheduled work.

- c) **ROOT Operations Dashboard and Director Update** – Brittany Esdaile (ROOT) reviewed the Operations dashboard and provided the following program updates:

**Staffing:**

- Sys Ops IT Operations Engineer – Tim Bowen (ROOT) said an offer for the IT Engineer position was accepted.
- Senior Treasury Analyst – Sunnie Sterling (ROOT) is reviewing applications and scheduling interviews.

**Master Service Agreements:**

- Administration Service Provider Agreement for Agency Host Services – This agreement was approved at the May 10, 2021, Joint Board meeting. Then received approval from Sound Transit's Board to execute the contract.
- ROOT Operations Master Service Level Agreement and Vending Machine Operations & Maintenance Agreement – Both agreements are under regional review. Brittany expects to present them for approval at the July or August Joint Board meeting.

**Operational Readiness:** Steady team progress in a number of areas. Tim is working on a change control board item; Sunny is making progress with financial processes and budget system line items; Scott has led the region through considerations for Phase II projects and is gearing up for research and eventual selection of those projects; Chris McKnight (ROOT) and Erin O'Connell (ROOT) are advancing pre-launch marketing materials.

Tom Hingson (ET) asked for an explanation about the KPI reporting risk. Brittany explained that KPI measurements under the INIT contract are not intended to be in place until system acceptance. Tim is working to find alternate measurements until system acceptance. Once the Senior Operations IT Engineer is on board they will be tasked with determining a system of record of measurable factors and an interim plan to ensure system success.

- d) **next gen ORCA Marketing Overview** – Brittany shared her plans to present a series of individual ROOT team updates at Joint Board meetings to provide an overview of each team and a high-level summary of their work. Chris provided an overview of his team structure, business model, brand management model, core strategy, and marketing and communication projects they are working on in collaboration with the region.

Christina noted her appreciation for their outreach work and advocated for more visuals of people in the forefront using ORCA services. She thanked Chris for his work with the agencies.

Tom asked how we will communicate new system differences and particularly the continued inability to use one card for multiple fares. Chris said there are two components: 1) inform customers that changes were conscious decisions made in return for a substantially greater value for cardholders, 2) customers will be provided with detailed information well in advance based on customer usage. The card replacement process will come into play later this year.

## 6. ACTION ITEM:

- a) **Approve ORCA Regional Operating Budget Policy** – Brittany said this policy establishes the standard procedures for regional budget management, approval practices, and rules and responsibilities. Unlike the Capital Budget Policy, this policy will not supersede the legacy budget policy but will be in force in parallel through the end of the 2022 budget cycle.

Approval of the ORCA Regional Operating Budget Policy was unanimously approved by the Joint Board.

- b) **Authorize Approve 2022 ORCA Regional Operating Budget** – Brittany requested approval of the 2022 Operating Budget with a total expense of \$21.6M. She acknowledged this budget is larger than previous years. Annual expenses will be at a peak due to the fact that 2022 will have both legacy and next gen ORCA systems operating in parallel. Brittany acknowledged Sunnie Sterling (ROOT) who managed the bulk of the budget development in coordination with the Business Managers.

Approval of the 2022 ORCA Regional Operating Budget was unanimously approved by the Joint Board.

- c) **Authorize ROOT to Hire Staff in Advance of SLA Execution** – Brittany noted that once the Master Service Level Agreement is in place, individual staff approval will not be required by the Joint Board. Brittany said that Tim needs this support now to proceed with core work. She said both ROOT system operations positions were anticipated and are in the approved 2021 Operating Budget.

Christina thanked Brittany and said KCM is supportive. She acknowledged while there is a sense of urgency to get the SLA in place, getting it right is critical. Brittany anticipates the master agreement will be presented for approval at the July 12 meeting.

Authorization for the ROOT to hire staff in advance of SLA execution was unanimously approved by the Joint Board.

- d) **Authorize Sound Transit to Execute Media Buying Services Contract – Green Rubino** – Chris requested approval to execute a media buying contract with Green Rubino with monthly reimbursement to ST for costs incurred under the contract. Green Rubino will assist with media buying and an advertising campaign services with a NTE amount of \$1,618M over a five-year period based on a one-year contract with four optional one-year extensions. The contract will be managed by ROOT via task orders. There is no contingency. Expenditures in 2021 and first half of 2022 will be allocated under the next generation ORCA Capital Shares Formula. Expenditures in subsequent months will be allocated under the approved Operating Budget sharing formula.

Authorization for Sound Transit to execute the Media Buying Services Contract with Green Rubino was unanimously approved by the Joint Board.

## 7. OTHER BUSINESS:

- Christina thanked all staff for all their hard work in keeping the members so well briefed.
- The Joint Board recognized Sue Dreier (PT) who is retiring after six years as Pierce Transit's representative.

- June Nineteenth – Christina acknowledged the holiday that recognizes the emancipation of slaves, noting it is our job to continue to focus on equity values.

The meeting adjourned at 12:05 p.m.

**NEXT JOINT BOARD MEETING:** Monday, July 12, 11:00 a.m. to 12:30 p.m., Webex.