

Joint Board Meeting
January 11, 2021

Draft Individual 2021 Goals for the ROOT Director – Brittany Esdaile

1. Oversee the on-time launch and transition to the next gen ORCA system by supporting the activities of the Regional Program Team in preparing the system for launch by the end of 2021.
2. Support operational readiness for transition by completing the service agreements for next generation ORCA operation, staffing of the Regional ORCA Operations Team in alignment with the 2021 budget, and establishing the fundamental operating procedures by end of 2021.
3. Manage change and prepare the ORCA Agencies for the launch by the end of 2021.
4. Lead the region's transit-riding customers through the transition to next generation ORCA through effective communication in advance of key milestones throughout 2021.
5. Pursue continued education on operations and service delivery topics completing at least one relevant course/event by the end of 2021.
6. Establish and cultivate a collaborative, diverse and inclusive ROOT team culture by end of 2021.