



Summary Minutes

Rider Experience and Operations Committee Meeting February 7, 2019

Call to order

The meeting was called to order at 1:05 p.m. by Committee Chair Paul Roberts, in the Ruth Fisher Boardroom, 401 South Jackson Street, Seattle, Washington.

Roll call of members

Chair	Vice Chair
(P) Paul Roberts, Everett Councilmember	(P) Joe McDermott, King County Councilmember

Board Members	
(P) David Baker, Kenmore Mayor	(P) Kim Roscoe, Fife Mayor
(P) Dave Earling, Edmonds Mayor	(A) Dave Upthegrove, King County Councilmember
(P) Rob Johnson, Seattle Councilmember	(A) Peter von Reichbauer, King County Councilmember
(A) Kent Keel, University Place Mayor	

Paige Armstrong, Board Relations Specialist, announced that a quorum of the Committee was present at roll call.

Report of the Chair

Chair Roberts welcomed everyone to the first meeting of the Rider Experience and Operations Committee. Mr. Roberts continued that in late 2018, the Board took action to update its committee structure and establish new committee responsibilities and delegated authority.

The Board has delegated this committee \$50 million dollars of transactional authority, to approve contract awards and agreements above the CEO's delegation.

Chair Roberts announced that should any committee member have a request for discussions they think the committee should have, or topic areas that they would appreciate briefings on, they are welcome to talk with him or with the chief executive officer to ensure that staff can make arrangements.

CEO Report

Incident Weather Service Performance Report

CEO Peter Rogoff stated the due to ice and snow throughout the region on Monday, February 4, there were some implication to service throughout the transit modes. Though there were come delays and cancellations, the core of service still operated well, especially Link. Mr. Rogoff offered thanks and accolades to all of Sound Transit's operators, and reported that no collision or injuries have been reported.

Mr. Rogoff continued to give a report of service on each mode. Both Link and Tacoma Link performed very well. Ridership was down due to many commuters choosing to stay home, leading to smoother operations. Tacoma Link experienced no service disruptions. Link riders experienced minor delays

Monday morning after a switch at Rainier Beach iced up briefly, but service quickly returned to normal and all trains were operating.

On Sounder on Monday, two trains were canceled, three trains were delayed more than one hour, and three trains were delayed between 10-59 minutes. Snow and ice caused a number of track switches to malfunction, requiring hand operation that delayed trains. On Sounder North, high winds caused waves to wash over the main track, and BNSF implemented a slow order between Mukilteo and Edmonds that delayed trains. The agency's de-icing vendor began work on the morning of February 4 at 1:00 a.m. with instructions to complete de-icing by 5:00 a.m. on Sounder station platforms, ADA ramps, stairs, pedestrian bridges and garage entrances and roofs.

There were more impacts to ST Express service, delays of 20-40 minutes were common across the system. Some buses rerouted: Route 574 worked around closed I-5 ramps in SeaTac. Route 535 did not serve the Bothell Park-and-Ride. Route 554 did not serve Issaquah Highlands stops, though Metro provided a shuttle between Issaquah Highlands and Issaquah Transit Center. Multiple trips were canceled.

Impact of the Government Shut Down

Mr. Rogoff commented that the partial government shutdown has ended, at least until February 15. There is still uncertainty regarding the state of operations following that date, but Mr. Rogoff noted that for now Federal Transit Administration (FTA) employees are back at work and prioritizing short term needs.

Mr. Rogoff added that he will be traveling to Washington D.C. later in the month to meet with members of the region's congressional delegation and staff of the House and Senate authorizing and appropriations committees.

State Route 99/Viaduct Closure

During the three weeks between the Alaskan Way Viaduct closure and the opening of the new SR99 tunnel, Mr. Rogoff stated that Sound Transit services provided an alternative to driving alone to thousands of customers. Ridership numbers for the period are based on very early returns, as more data must be processed, but the early figures show a ridership increase on Link of approximately 14 percent compared to January of 2018.

Ridership on Sounder showed an increase of about four percent, or 19,000 average weekday boardings during the closure period compared to average weekday boardings in January of 2018. Ridership figures for ST Express are not yet available, as this data is provided by transit agency partners and will not be available until the end of this month.

External Engagement

Mr. Rogoff provided some highlights of ongoing external engagement surrounding the system expansion projects.

On the Eastside, the State Route 522 and Interstate 405 BRT projects have two Elected Leadership Groups meetings in February, culminating with recommendations to the Sound Transit Board on project refinements to carry in to environmental review starting in March.

Later in February, staff will update the Bellevue City Council on East Link construction progress. In the South Corridor, for the Federal Way Link extension, the city of SeaTac approved a Transit Way Agreement last month, and later this month, the Federal Way City Council is scheduled to take action on a Transit Way Agreement. For the Tacoma Dome Link Extension, the agency is planning stakeholder and elected leadership meetings in February.

In the Central Corridor, the West Seattle and Ballard Extensions Stakeholder Advisory and Elected Leadership Groups met in late January, in preparation for making recommendations to the Sound Transit Board on what to study further in the Environmental Impact Statement (EIS) later this spring.

In the North Corridor, staff continue to brief city councils and community groups on what to expect during upcoming early construction on Lynnwood Link.

State Legislative Update

Mr. Rogoff stated that the 2019 legislative session is in its fourth week of work in Olympia. Senate bill 5673 relating to allowing management of park and rides is getting a hearing in the Senate Transportation Committee this week, and Sound Transit is joining partner agencies and other transportation entities around the state in supporting this legislation.

Rail Replacement Project in the Rainier Valley

Mr. Rogoff provided an update on the rail replacement performed in 2018 on a segment of Link's rail in the Rainier Valley. A segment of the damaged rail was sent out for a chemical analysis. The laboratory performed chemical, mechanical and microscopic analysis and found the section of rail was of good commercial quality and standard strength. They concluded that the surface cracking that was of concern to rail maintenance staff was a result of martensite. Martensite develops on rail over time because the chemical composition changes by rolling forces that hardens the rail head. It is sometimes difficult to recognize when conducting routine track inspections and needs to be closely inspected. In this case replacement was recommended as the most expedient repair because of the utmost concern for safe operation while maintaining maximum speed. Going forward rail maintenance staff will perform more detailed periodic rail head inspections, but at no time was any member of the public in danger due to this defect.

Public comment

Alex Tsimmerman

Joe Kunzler

Business items

Items for Committee final action

December 6, 2018, Operations and Administration Committee minutes

Boardmember McDermott commented that the attendance roll call does not show him as attending the meeting, when he was in fact in attendance. Staff remarked that they will correct the error.

It was moved by Boardmember McDermott, seconded by Boardmember Baker, and carried by unanimous vote that the minutes of December 6, 2018, Operations and Administration Committee Meeting be approved as amended.

Motion No. M2019-09: Authorizing the chief executive officer to execute a five-year contract with two one-year options with Copacino + Fujikado, LLC to provide marketing and advertising services for Sound Transit for a total authorized contract amount not to exceed \$9,940,000.

Tim Healy, Director of Marketing Services, and Craig Davison, Executive Director of Communications, provided the staff report. This action would authorize a contract for general business advice related to placing advertising media, analyzing present and potential markets for Sound Transit services, and developing and implementing marketing and advertising campaigns. In addition, the contractor would help to promote the launch of new service lines in 2021 and 2023.

Mr. Healy commented that these services contribute to employee communications and retention, and that among riders the advertising has value for ridership campaigns about various scheduling and service campaigns.

Boardmember Roscoe asked how the task order process works. Mr. Healy replied that various campaigns are developed, cost and schedule are negotiated, and then the individual campaigns are launched through task orders. Mr. Healy added that the costs of the contract are 75 percent for media purchasing costs, 15 percent for administration, and 10 percent for production costs.

Boardmember Roscoe asked about the small business utilization goal that is mentioned in the staff report, and how they are meeting 100 percent. Mr. Healy responded that the firm itself is a small business enterprise, and additionally they may use other small firms to complete certain work.

Boardmember McDermott asked about the previous advertising contract, and if they were of a similar magnitude. Mr. Healy responded that the last contract was for a similar amount, and was also for a five-year term. The terms were very comparable.

It was moved by Boardmember Earling, seconded by Boardmember Baker, and carried by unanimous vote that Motion No. M2019-09 be approved as presented.

Motion No. M2019-10: Authorizing the chief executive officer to execute a contract modification with Right! Systems, Inc. in the amount of \$1,700,000 to provide additional funding to purchase CISCO telephony equipment, network equipment, software, and hardware maintenance services through May 2019 and to fund an expected contract extension through May 2020 for a new total authorized contract amount not to exceed \$7,481,022 plus applicable taxes.

Jason Weiss, Chief Technology Officer, provided the staff report. Sound Transit currently procures CISCO hardware and software through the Washington State Department of Enterprise Services (DES) Master Contract. Right! Systems, Inc. is CISCO's order fulfillment partner under that contract. Using the DES Master Contract allows Sound Transit to take advantage of a 20 to 50 percent discount.

This action is within the department budget, and DES is expected to extend the term of the master contract to May 2020. The additional funds will cover planned expenditures for 2019 and fund the contract through the new expiration date of May 2020. If the master contract is not extended, the additional money for the contract option will not be expended.

It was moved by Boardmember Earling, seconded by Boardmember McDermott, and carried by unanimous vote that Motion No. M2019-10 be approved as presented.

Motion No. M2019-11: Authorizing the chief executive officer to execute a contract modification with Dell Marketing L.P. to provide technology software, hardware, and related maintenance services in the amount of \$3,500,000 for a total authorized contract amount not to exceed \$8,094,891, plus applicable taxes.

Jason Weiss, Chief Technology Officer, provided the staff report. Sound Transit currently has a "piggy-back" contract based on the National Association of State Procurement Officials (NASPO) ValuePoint Master Contract with Dell Marketing L.P. via the State of Washington, Department of Enterprise Services (DES) participating addendum for the following services:

- The replacement of aging hardware.
- The purchase of new software and hardware for approved agency projects for Sound Transit FTEs and consulting staff.
- Maintenance renewals for software, servers, and disk storage units.

The State of Washington participates in NASPO to consolidate purchasing power and achieve significant discounts on various goods and services. Using the NASPO contract allows Sound Transit to take advantage of a 15 to 40 percent discount afforded by this multi-agency procurement mechanism. Sound Transit has procured technology software and hardware through a similar method for the past 15 years, each with a “piggy-back” contract that aligns with State or NASPO contract terms. The requested funds are intended to provide continued services through the March 2020 expiration of the current NASPO contract. Factors which could change the forecast would include the additional datacenter capacity and hiring of staff and consultants above plan.

The original contract was executed under the CEO’s authority in the amount of \$197,280, and was modified by the Operations and Administration Committee in 2016 to increase the contract to \$1,200,000. It was further modified by the Operations and Administration Committee in April 2017 to increase the contract to \$5,058,975, amounts inclusive of applicable taxes.

It was moved by Boardmember McDermott, seconded by Boardmember Johnson, and carried by unanimous vote that Motion No. M2019-11 be approved as presented.

Reports to the committee

Overview of Options for New Rider Experience Metrics

Russ Arnold, Chief Customer Experience Officer, and Bonnie Todd, Executive Director of Operations, provided the presentation. Ms. Todd began by mentioning that with the committee’s new expanded focus on the overall rider experience, staff has been working on new ways to measure the complete customer experience.

Ms. Todd continued that there is currently one annual rider survey of customer experience, and there is work being done to create more nuance in the survey itself, and to interact with riders more frequently.

Boardmember McDermott asked about the new engagement efforts, and what those might entail. Mr. Arnold responded that staff is working on a journey mapping exercise, and is working on ethnographic research systemwide.

Boardmember Johnson asked how one-off comments and customer service replies are being tracked, and how those will contribute to this work. Mr. Arnold responded that those comments have been used in the formulation of new questions for intercept surveys to make sure the right questions are being asked.

The new service metrics being examined fall into five categories: dependable, safe, available, clean, and informed. Going along with these themes, staff has developed a vision for the rider experience program to ensure that customers are the focus in everything the agency does.

Mr. Arnold then provided examples of metrics under each of the five categories. Dependability includes metrics such as excess wait time, on-time performance in peak versus off peak, and percentage of scheduled trips operated. Safety includes metrics such as security incidents and their severity, and mapping security incidents by station. Availability includes metrics such as vertical conveyances availability, bike and car parking and utilization, and service span of cell service. Cleanliness includes such metrics as customer complaints regarding cleanliness, and random station and vehicle checks. Informed includes metrics such as customer awareness of service changes, and customer complaints regarding schedule or signage.

Ms. Todd explained that rider experience staff are also developing a dashboard mechanism to allow for easy information sharing and monitoring by the committee. Ms. Todd presented examples of new graphic interpretations of metrics, and explained new attention to detail regarding weekdays verses

weekends, and peak times verses off peak times. Mr. Arnold continued that over the next year, it is an agency goal to become a more data driven agency.

Boardmember Roscoe asked about the data collection for vertical conveyances and if it is only focused on downtime, or if there is tracking for time of day and causation of the outage. Mr. Arnold responded that currently the metric is percentage of downtime, however the future proposal is to track causes of outages and scheduled maintenance completion.

Boardmember McDermott asked about the WiFi and cell connectivity available across all modes. Chair Roberts commented that all ideas coming out of this presentation will be noted and used in further development of metrics.

Connect 2020 Presentation

Mr. Rogoff provided some introductory remarks. The construction that is occurring early 2020 to connect the East Link tracks into the International District/Chinatown station will be incredibly visible and have a high impact on riders.

John Sleavin, Executive Technical Advisor, Marie Olson, Corridor Operations Director, and Jeff Munnoch, Deputy Director of Community Outreach, provided the presentation. Mr. Sleavin began the presentation, introducing that the tunnel will be operation on a single-track operating plan for ten weeks. There will be about 80,000 riders in the tunnel throughout this time frame who will need to be communicated with about the service impact, and who will need to transfer in the Pioneer Square station depending on their final destination.

Ms. Olson provided a walkthrough of the service impact, and the physical routing of passengers throughout the ten week construction period, which will require a temporary center platform for Pioneer Square to allow passengers to transfer trains and access all stations. Ms. Olson also mentioned that there will be four weekend total closures of these tunnel stations, to allow for the critical connections work that cannot be completed while any trains are running.

Boardmember Johnson asked about customer service during the closure, and how the closure will be messaged. Mr. Munnoch responded that there will be Sound Transit staff ambassadors on sight for the entire duration of the closure. In addition, there will be early media and newsletter communication, and an attempt to ensure all riders are aware of the changes well ahead of the service impacts. Communications is also considering that this change will heavily impact Sounder riders who frequently take Link to continue to their final destination, and mentioned communications will be rolling out to them as well.

Mr. Sleavin then mentioned there are several reasons for choosing to complete this work at this time, including it being the lowest ridership time, and the last available time for this duration of work before East Link construction is largely completed. It is also the time when there is a low season of sporting events, and soon after the tunnel is completely redone to operate as a rail-only tunnel after the busses are moved out of the tunnel in March of 2019.

Mr. Sleavin continued that the operating plan for this period is to keep all stations open, however the single track of operations limits the available headway. The headway, even during peak, for the duration of work will be 12 minutes. Additionally, as the headway is slower there are more available cars and therefore the operations will be all four car trains. Mr. Sleavin announced that during peak periods, this will be a 23 percent decrease in ability to fit all passengers, and in off-peak periods it amounts to an 11 percent increase in capacity.

Mr. Munnoch then walked through the communications plan which includes four phases. The phases begin in March of 2019 with pre-closure, move to awareness in November of 2019, the critical single tracking period of January to March 2020, and lastly rider appreciation in April of 2020.

Boardmember Johnson commented that although this will be frustrating for long time or regular riders, they will be able to look forward to the completion of the system. However 'occasional' riders are the largest challenge as they may be a first time rider and be disinclined from returning, or there will be tourists impacted by this trying to reach downtown destinations.

Boardmember McDermott asked with the decrease in peak capacity if the agency is anticipating significant gaps between the demand on the system and the capacity. Ms. Olson replied that with the buses coming out of the tunnel, adjusting the capacity for four car trains, and working with the modeler, it is anticipated that the demand will be met.

Executive session

None.

Other business

None.

Next meeting

Thursday, March 7, 2019
1:00 to 3:00 p.m.
Ruth Fisher Boardroom

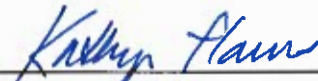
Adjourn

The meeting adjourned at 2:35 p.m.



Paul Roberts
Rider Experience and Operations Committee Chair

ATTEST:



Kathryn Flores
Board Administrator

APPROVED on March 7, 2019, PIA.