



## Summary Minutes

### Rider Experience and Operations Committee Meeting October 3, 2024

#### Call to order

The meeting was called to order at 1:00 p.m. by Committee Chair Walker and was available for viewing in person and online.

The meeting was recorded and can be found at <https://www.soundtransit.org/get-to-know-us/board-directors/meeting-videos>.

#### Roll call of members

Chair	Vice Chair
(P) Kristina Walker, Tacoma Councilmember	(P) Ed Prince, Renton Council President

Board Members	
(A) Angela Birney, Redmond Mayor	(A) Dave Upthegrove, King County Council Chair
(P) Christine Frizzell, Lynnwood Mayor	(A) Peter von Reichbauer, King County Councilmember
(P) Kim Roscoe, Fife Mayor	(P) Girmay Zahilay, King County Council Vice Chair

Hunter Rancipher, Board Relations Specialist, announced that a quorum of the committee was present at roll call.

#### Report of the Chair

Committee Chair Walker told the committee that the At-Grade Crossing Safety Master Plan would not be presented at the committee but will be presented at the full Board meeting later in October.

#### CEO Report

Interim CEO Sparrman provided the CEO Report.

##### At-Grade Crossing Safety Master Plan

CEO Sparrman reported that staff is working diligently to bring the safety master plan to the Board, with a Rainier Valley focus being provided at the October meeting, and a system-wide report on the topic being given at the November Board meeting.

##### Activation Update

CEO Sparrman highlighted that while the agency had great success in the opening of three separate project over the last year, that staff were continuing to make advances on projects in the East and South of the district.

CEO Sparrman noted the Downtown Redmond Link Extension is still undergoing systems integration testing and that work is underway towards a solidified revenue start date, estimating a decision as soon as next month.

CEO Sparrman reported that a new bus loop at Downtown Federal Way Station will be opening prior to the opening of the full Federal Way Link Extension project, with the bus loop opening for operations in the Spring of 2025. He also noted that the full extension has entered early stages of system integration testing, with a plan of opening prior to the 2026 World Cup games.

CEO Sparrman provided updates on the East Link Extension, noting that the program continues to advance systems work while optimizing project schedule and addressing outstanding risks, driving towards a late 2025 opening date.

## **Public comment**

Committee Chair Walker announced that public comment would be accepted via email to [emailtheboard@soundtransit.org](mailto:emailtheboard@soundtransit.org), in person, and would also be accepted virtually.

The following people provided in-person comments:

Isabelle Heeler  
Brandon der Blatter

The following person provided virtual comments:

Joe Kunzler

There were written comments submitted.

## **Business Items**

### **For Committee final action**

September 23, 2024, Rider Experience and Operations Committee meeting minutes

**It was moved by Committee Vice Chair Prince, seconded by Board member Roscoe, and carried by the unanimous vote of all committee members present that the minutes of the September 23, 2024, Rider Experience and Operations Committee meeting be approved as presented.**

### **For Recommendation to the Board**

Resolution No. R2024-21: Adopting the 2025 Service Plan, which includes the major service change of extending 2 Line service to Downtown Redmond.

Brian de Place, System and Service Planning Director, provided the presentation for Resolution No. R2024-21.

Mr. de Place provided updates on ST Express service. He noted that temporary service reductions established in March of 2024 caused by staffing shortages at Pierce Transit had been remedied, allowing the agency to restore all previously reduced services operated by Pierce Transit. These changes will go into effect in the next service change, March 2025.

Mr. de Place also provided information on the upcoming Downtown Redmond Link Extension, which will include service at two new stations, with continued service levels of two-car trains every ten minutes from 5:30 a.m. to 9:30 p.m., seven days a week.

Mr. de Place noted that Board policy requires a Title VI analysis for all major service changes, and that the results of said analysis found that no disparate impacts or disproportionate burdens were identified. He also highlighted public outreach efforts on the plan, which saw strong support for both the opening of the Downtown Redmond Link Extension, as well as the restoration of ST Express services.

Committee Chair Walker highlighted the work done by agency staff and Pierce Transit staff in ensuring that prior service levels of ST Express bus routes were restored. Board member Roscoe echoed Committee Chair Walker's sentiments.

Committee Chair Walker reported that a public hearing on the proposed 2025 Service Plan was held earlier today, although no comments were received at the hearing. She also noted that if members of the public wished to provide comment on the action, they could sign up for comment at the October Board meeting or send an email to the Board at any time.

**It was moved by Committee Vice Chair Prince, seconded by Board member Roscoe, and carried by the unanimous vote of all committee members present that Resolution No. R2024-21 be forwarded to the Board with a do-pass recommendation.**

Motion No. M2024-60: Approving the Downtown Redmond Link Extension Service and Fare Equity report.

Committee Chair Walker noted that the information concerning this motion was included in Mr. de Place's presentation on the Proposed 2025 Service Plan.

**It was moved by Committee Vice Chair Prince, seconded by Board member Zahilay, and carried by the unanimous vote of all committee members present that Motion No. M2024-60 be forwarded to the Board with a do-pass recommendation.**

Motion No. M2024-61: Authorizing the chief executive officer to (1) execute an amendment to the Construction and Maintenance Agreement with the Washington State Department of Transportation for Stage 4 of its I-5 Steilacoom-DuPont Road to Thorne Lane Corridor Improvements Project; and (2) grant additional licenses and easements in exchange for compensation from the Washington State Department of Transportation in the amount \$622,678, for a total of \$1,767,878.

Mark Johnson, DECM Project Director, provided the presentation for Motion No. M2024-61.

**It was moved by Committee Vice Chair Prince, seconded by Board member Frizzell, and carried by the unanimous vote of all committee members present that Motion No. M2024-61 be forwarded to the Board with a do-pass recommendation.**

## **Reports to the Committee**

### Sound Transit Marketing Presentation

Luke Lamon, Communications, Marketing, and Engagement Executive Director, and Tim Healy, Marketing Director, provided the report.

Mr. Healy started the report noting that the marketing department's goals are to help develop and maintain ridership, and to build brand awareness and public support for the agency. He noted that the primary way the department executes on those goals is by developing creative stories that build connection between the public and the agency.

Mr. Healy noted that the marketing department has an average yearly budget of about \$1.5 million dollars, and that ad revenue from the agency is on track to generate about \$3 million in 2024. He highlighted that the 2024 ridership campaign resulted in 54 million impressions thus far, with 204,000 connects from marketing materials to the Sound Transit trip planner. Mr. Healy further explained the current reach of agency-owned channels, with the agency having over 500,000 email subscribers, 91,000 Twitter/X followers, 34,000 Facebook followers, and 15,000 Instagram followers. He noted that while Instagram has the smaller following of agency channels, it has the highest engagement.

Mr. Healy noted that the marketing department conducts a before and after analysis of its campaigns to determine effectiveness, noting that both riders and non-riders have a highly favorable opinion of the agency and that increases in advertising influence respondents to ride the system. In support of recent

Link openings, the marketing department has conducted two major campaigns: a 2 Line campaign from early April to late June, and a Lynnwood Link campaign from opening day on August 30, 2024 to November 1, 2024. He provided further details on the themes of the campaigns, noting the usage of Shakespearean parody in recent advertisements.

Mr. Healy highlighted that service openings are the most significant opportunity for the agency to connect and build ridership, noting the development of extension openings from being a singular ceremony to being a larger, community-based event. He provided an anecdote from the Lynnwood Link opening, noting that 71,000 riders rode the system on its opening weekend. Mr. Healy also highlighted that the advertising campaign for the opening generated 13 million impressions prior to opening, with a further 6 million occurring since August 30, 2024.

Mr. Healy noted that future events will be held for the Downtown Redmond Link Extension, Federal Way Link Extension, the 2 Line connection across Lake Washington, and the opening of Stride Bus Rapid Transit service. He also highlighted that the marketing department is currently planning for and exploring opportunities for further revenue generation, ridership development, and planning for the 2026 World Cup games.

Board member Frizzell expressed her thanks to the agency for its collaboration with other partners in Snohomish County to develop a successful launch of the Lynnwood Link extension and expressed her support for utilizing similar events and strategies for future openings.

Committee Chair Walker echoed Board member Frizzell's sentiments, and highlighted the ability of Board members to be surrogates for the agency in their local jurisdictions.

#### Passenger Impact Portfolio Plan

Kevin Mizuta, Project Management and Resourcing Director, provided the report.

Mr. Mizuta provided updates on upcoming work requiring service disruptions: Phase 1 of 2 Line integration work scheduled for Q4 of 2024, and Phase 2 scheduled for Q1 of 2025.

Mr. Mizuta further elaborated that the Downtown Seattle Transit Tunnel (DSTT) would be closed from 10 p.m. on November 8, 2024, until the start of service on November 11, 2024, to complete Phase 1 work. A Bus Bridge will be put into effect during this weekend to assist riders travelling through downtown Seattle. He noted that Phase 2 work will result in three full weekend closures of the DSTT, with working ongoing to schedule around major community events. Mr. Mizuta noted that the Committee will receive updates in future meetings with additional details on Phase 2 work, and that the agency is closely monitoring potential impacts of a DSTT closure with an expanded alignment.

#### REO Metrics

Raj Cheriell, Essential Data and Analytics Director, provided the report.

Mr. Cheriell provided details on performance information regarding mechanical issues. He highlighted the rate of partial and missed trips on Link, with approximately 10% of trips being partial or missed in August 2024.

Mr. Cheriell provided information on the availability of Link Light Rail Vehicle availability, highlighting a target of 85% availability for both generations of trains. He showcased that both generations are less available than targeted, with 74.66% of Series 2 vehicles and 66.05% of Series 1 vehicles available on average. He highlighted that the two possible drivers of vehicle availability are the frequency of preventative maintenance and the frequency of breakdowns requiring repair. Mr. Cheriell noted that these issues are exacerbated by the Operations and Maintenance Facility Central operating over-capacity. He explained that the agency has a goal of 90% with preventative maintenance schedules to prevent significant impacts of vehicle availability, which the agency has been able to consistently stay above each month in 2024. Due to this, Mr. Cheriell notes that the agency does not believe preventative

maintenance is the primary cause for availability issues. He then provided details on the types of mechanical failure on Link vehicles, noting that Series 1 vehicles' most common issues are propulsion failure, whereas Series 2 vehicles' most common issues being brake failures.

Board member Roscoe commented that she appreciates that the agency collects this type of data, and that she is looking forward to seeing how this data is utilized to address these issues going forward.

CEO Sparrman affirmed Board member Roscoe's comments that the agency is utilizing this data to address vehicle issues, highlighting work that is being done to address brake faults on Series 2 vehicles, including engagement with the vehicle manufacturer for warranty work.

Committee Chair Walker asked how the committee will receive information on how these issues are being addressed in the future. CEO Sparrman responded that he will provide future updates through his CEO's report as well as other presentations as needed to showcase the results of the agency's efforts.

**Executive session** – None.

**Other business** – None.

### **Next meeting**

Thursday, November 7, 2024  
1:00 to 3:00 p.m.  
Ruth Fisher Boardroom and Virtually via Zoom.

### **Adjourn**

The meeting adjourned at 2:14 p.m.



Kristina Walker  
Rider Experience and Operations Committee Chair

ATTEST:



Kathryn Flores  
Board Administrator

APPROVED on November 7, 2024, HRR.