

**Board of Directors' Workshop
Thursday, April 19, 2018
Community Transit Board Room
3:00 p.m.**

Board Members Present

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| Councilmember Kim Daughtry | City of Lake Stevens |
| Mayor Dave Earling | City of Edmonds |
| Mayor Leonard Kelley | City of Stanwood |
| Mayor Jon Nehring | City of Marysville |
| Councilmember Joe Neigel* | City of Sultan |
| Lance Norton | Labor Representative, non-voting |
| Councilmember Jan Schuette | City of Arlington |
| Councilmember Mike Todd | City of Mill Creek |

Board Members Absent

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| Councilmember Terry Ryan | Snohomish County |
| Councilmember Stephanie Wright | Snohomish County |

Others Present

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| Geri Beardsley | CT-Director of Administration |
| Bonnie Ginsberg | CT-Marketing Manager |
| Jennifer Hass | CT-Community Programs Manager |
| Emmett Heath | CT-Chief Executive Officer |
| Alan Hendricks | CT-Legal Counsel |
| Margaret Keckler | CT-Contracted Service Coordinator |
| Molly Marsicek | CT-Director of Customer Experience |
| Wade Mahala | CT-Manager of Contracted Transportation |
| Gail McNutt | CT-Administrative Coordinator |
| Joy Munkers | CT-Director of Planning and Development |
| Deb Osborne | CT-Chief of Staff |
| Dave Richards | CT-Director of Maintenance |
| Juanita Shuler | CT-Administrative Assistant |
| Rachel Woods | CT-Executive Board Administrator |

Call to Order

Mayor Leonard Kelley, Chair, called to order the April 19, 2018, Board of Directors' Workshop at 3 p.m. at the Community Transit Board Room, Everett, Washington.

Roll Call of Members

The Executive Board Administrator called roll. Attendance was as noted above. **A quorum was present.**

Public Comment

There were no public comments.

Councilmember Joe Neigel arrived at 3:08 p.m.

*Indicates late arrival

Presentations

Customer Experience

Molly Marsicek, Director of Customer Experience, facilitated a customer service discussion. Community Transit was working to align with customer expectations and was developing customer personas that would reflect target customer groups. Customer insights and metrics were being used to improve the customer experience. Select staff would participate in a human centered design workshop. In April, a customer experience agency immersion would begin. Directors would be commuting to work using transit and would journal their experience.

Jennifer Hass, Community Program Manager, explained how customer experience improvement was applied to the vanpool program. Six out of ten vanpool riders were extremely satisfied with the service, leaving room for improvement. Understanding the customer journey was essential for the program to remain competitive. The vanpool program was continuing to look for ways to make it easier for new customers to join.

Transit Instructional Program

Wade Mahala, Manager of Contracted Transportation, introduced Margaret Keckler, Contracted Service Coordinator. She provided an overview of the Transit Instructional Program, a program that provides training to anyone needing assistance learning how to ride the bus system. Training was both individualized and group based. This training provided riders more independence and an improved quality of life. The video story of Kevin, a rider, was shared. The goal was to ensure the program was available to those that needed to utilize it. The opportunities for additional awareness of this program was discussed.

Chair's Report

Chair Kelley requested the Executive Committee confirm their attendance for the April 26, 2018 Executive Committee Meeting. He reminded Board Members the next regular Board Meeting was scheduled for May 3, 2017 at 3 p.m.

Chief Executive Officer's Report

Emmett Heath, CEO, shared that Senator Marko Lias, and ten additional state legislatures, submitted a letter requesting a low income fare product, ORCA Lift, be added to our service. The Planning and Capital Projects Committee had reviewed the letter and it would be shared at the Executive Committee meeting the following week. This request would be pursued, but would happen outside and in parallel to the current round of fare changes.

Councilmember Joe Neigel requested that the projected cost and projected change in ridership be included in the analysis.

Board Communication

Councilmember Kim Daughtry shared that the Lake Stevens Chamber of Commerce Expo would take Saturday April 21, 2018. Non-profits would be the focus and a spot was available to Community Transit if they were available to participate.

Councilmember Mike Todd provided a summary of the League of Women Voters of Snohomish County Transportation Forum and Community Transit's panel participation. It took place on April 18, 2018.

Mayor Dave Earling just returned from visiting Edmond's sister city in Japan.

Mayor Leonard Kelley shared that the Trade Up event would take place April 24, 2018 at Cascade High School and April 26, 2018 in Marysville and that Community Transit would participate.

Adjourn

The meeting was adjourned at 4:35 p.m.

The next regular Board Meeting was scheduled for May 3, 2018, at 3 p.m. at Community Transit's Board Room, 7100 Hardeson Road, Everett, WA.



Rachel Woods
Executive Board Administrator