

**King County Transit Advisory Commission**

January 19, 2021

6 p.m. to 8 p.m.

Teleconference:

Here is the link to join the meeting via computer: <https://zoom.us/j/99560291505>

Here is dial in information: 1 (253) 215-8782, Meeting ID: 995 6029 1505

**TAC Attendees:** Aaron Morrow, Bobby Wooten, Peter Rubin, Lin Robinson, David Johnson, Cheryl Harrison, Angela Theriault

**Guests:** Mina Barahimi Martin, Kevin Pelstring, Eulalie Grace Mathia, Ali Javed, Oskar Abian, Sonja Tracy

**Metro Staff:** Terry White, Michelle Huynh, Chrissy Russillo, Chris O’Claire, Martha Geoghegan, Lauren Rountree

**6:05 p.m. Welcome**

**6:05 p.m. General Manager Update**

Terry White, Metro General Manager

- Currently we are in a stable budget position- 85% of routes are running, express commuter routes are suspended for now
- We are close to receiving \$242 million from the federal government

If you could dream of a perfect transit system, what would we need to make it a better, healthier and safer system? What are you experiencing and what should be the next steps be going forward?

- First and last service mile is critical – would build trust
- Ensuring third party vendors/contractors have comparable customer service/buy into Metro values too, re: public health, COVID spread prevention
- Plans to restore service – analysis of ridership and alignment with COVID restrictions being lifted
- Vaccinations for operators? They are 1B and considered frontline workers
  - Metro is working with Exec’s office re: transit for vaccination sites

**6:30 p.m. Improving Customer Empowerment through Improved Customer Information**

Presenters:

Chris O’Claire, Mobility Division Director

Chrissy Russillo, Customer Communications & Services Manager

Martha Geoghegan, Mobility Division PM

- Project goals

- Better understand the information needs and preferred channels of our current and potential customers
- Improve customer satisfaction and ridership
- Identify and develop corresponding outcomes and metrics associated with customer communications and service information
- Improve systems and processes to deliver customer information, including integrating TAC and Equity Framework recommendations
- Identify people and budget efficiencies
- Strengthen and support Metro employee expertise and teamwork

As a customer, when you want to know something about which services you might use, how do you find out? When you want to know something about your trip, what do you do?

- Text alerts- after the route has come and gone the text alert is sent after the fact
- Website needs updates and improvements re: accessibility.
  - Involve deaf/blind people in web dev
- Need for one place to access information
- Third parties are often more accurate, easier to use for Metro updates
- Onebusaway app
- Interagency coordination for up-to-date info would be helpful
- Comms to low-income and ELL communities?
  - Need to have dialogue with communities to learn best ways for them
- More diverse comms needed, e.g. visual/pictorial, brail, etc.

Imagine: You are in a new city and you don't speak the language. You need to use the local transit system. What do you want this experience to feel and look like?

- Ease of fare payment, understanding what you need to ride, logistics of fare payment
  - QR codes, pamphlets
- Wayfinding
  - Announcements of major transfers points
  - Directional language (instead of N/S/E/W, using back, forward, straight ahead)

**7:25 p.m. New TAC members! Introductions and ice breaker**  
 Name, pronouns (if you would like to share), tenure as TAC member/new member, [ice breaker]

**7:45 p.m. Consent agenda, announcements, updates**

- Meeting minutes – December 8, 2020
  - Motion to approve minutes
    - Approve motion – Aaron, Cheryl seconded, all in favor
- Chair report
- Announcements

#### Actions steps

- Will reach out to new member for Metro 101 meeting
- How best to restore hours for a variety of suspended routes? Virtual workshop in first two weeks of February 2021. If you are interested, email Michelle separately.
- Safety and security reform process- proviso asks us to reimagine, restructure safety and security at Metro – looking for 2-3 volunteers
  - Sit on focus group to look at cocreation and what that looks like? What is an inclusive engagement process and what does that look like? APAC, Equity Cabinet and TAC member focus group

**7:59**

**Meeting adjourned**