

JOINT POLICY COMMITTEE MEETING #6

Monday, November 28, 2022

9:00 a.m. – 10:30 a.m. (Virtual)

Attendees:

Committee Members: Mayor Cassie Franklin (Everett), Councilmember Kim Daughtry (Lake Stevens), Mayor Joe Marine (Mukilteo), Councilmember Tom Merrill (Snohomish), Council President Brenda Stonecipher (Everett), Councilmember Ben Zarlingo (Everett)

Staff: Roland Behee (CT), Nick Harper (Everett), Tom Hingson (Everett), Ric Ilgenfritz (CT), Maureen Nikonov (Everett), Deb Osborne (CT), Jennifer Jeter (CT)

Facilitators: John Howell and Robert Feldstein (Cedar River Group)

Meeting Topics:

- Update on project schedule
- How branding and communications can support a potential integration.
- Status updates on integrated service planning, union conversations and joint communication to employees.

Timeline Review:

Roland reviewed the project timeline, noting that today's meeting has enough content for discussion to focus on branding only. The discussion on fare policy will be moved to the first of the year and paired with service planning. The following provides a brief overview of the upcoming milestones:

January – service planning work will begin

February-March – public engagement for a draft service plan

Spring – a more refined look at the service plan incorporating public comment

April – governance and board structure, and what it would mean if Everett were to annex into the PTBA

May – workforce/labor planning (in addition, regular updates will be provided)

The target to bring this work program to closure is still the middle of 2023.

Branding Discussion:

Jennifer Jeter, Senior Marketing Manager at CT, provided an overview on branding and its role in a potential integration. The most common options for moving forward:

- Dual brand
- Endorser brand
- Stronger horse
- Fusion
- New brand

There was committee discussion about each option and the necessary steps needed to move forward. The committee agreed that the options they were most interested in are stronger horse, fusion and new brand. They requested additional information about each of the three options. There was agreement amongst the committee that more research, community input, and cost analysis are all important pieces of information that need to be gathered for each of the options to assist the committee members in making a recommendation. There was discussion about how critical it is to do this work correctly in terms of timing; because this will be a long-term move, it will be important to get it right. A phased rollout may be something to consider, to help minimize customer confusion as well as costs.

Project Updates:

Roland provided a status update on the integrated service planning. The work done by Nelson Nygaard thus far has been to become familiar with all existing service planning documents at ET and CT. They have also set up conversations with each agency's ATU chapters. Starting next week there will be two focus group efforts, one for volunteers from ET's ATU members, and another one for CT's executive board leadership. These will be opportunities for employees with considerable experience in operating both systems to provide early feedback on the service planning process. This will give operator perspectives on the most important aspects of service to preserve, expand, or change, what are the historic pain points for customers and operators, and areas where integration is needed. The Nelson Nygaard consultants will lead these discussions and John Howell will participate. This technical work will build on concepts that ET developed in their long-range plan and the foundation that CT is formalizing in their 2024 network restructure.

ET and CT staff are both continuing to meet regularly with their ATU groups, generally after each of these JPC meetings to download what was talked about and pass along any guidance from these meetings and update them on any work products underway. ATU 1576's president wants to reach out to their International and start a conversation. ATU 883 leadership is still feeling very skeptical about a potential consolidation, but appreciative of being involved at an early stage and not just being presented a service plan draft.

Joint communication to the employees of both agencies is being coordinated. A discussion with communication staff at both agencies is being set up to develop a draft document addressing the work that's been done thus far and the work still to come. The hope is to get this update to all employees soon.

Next Steps:

- Our next meeting will review service planning and fare policy work that's been done so far.
- The service plan discussion may need more time than one meeting allows.
- A date for the meeting is still TBD; look for an invite.