

# WELCOME – Board of Directors' Meeting

November 3, 2022

3:00 p.m.

- This meeting is currently live streaming and is recorded (audio & video)
- Remote Public Comments:
  - If signed up to speak, your mic & video will be turned on during public comments
  - For anyone else who would like to make public comments, click “Raise Hand” on the webinar control buttons to indicate you would like to comment



# New Agency Website

Community Transit Board of Directors

November 3, 2022



# Project Overview

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## Digital Strategy

- ✓ Phase 1 – Website Redesign
- ✓ Phase 2 – Enhance Digital Tools
- ❑ Phase 3 – Personalize the Experience

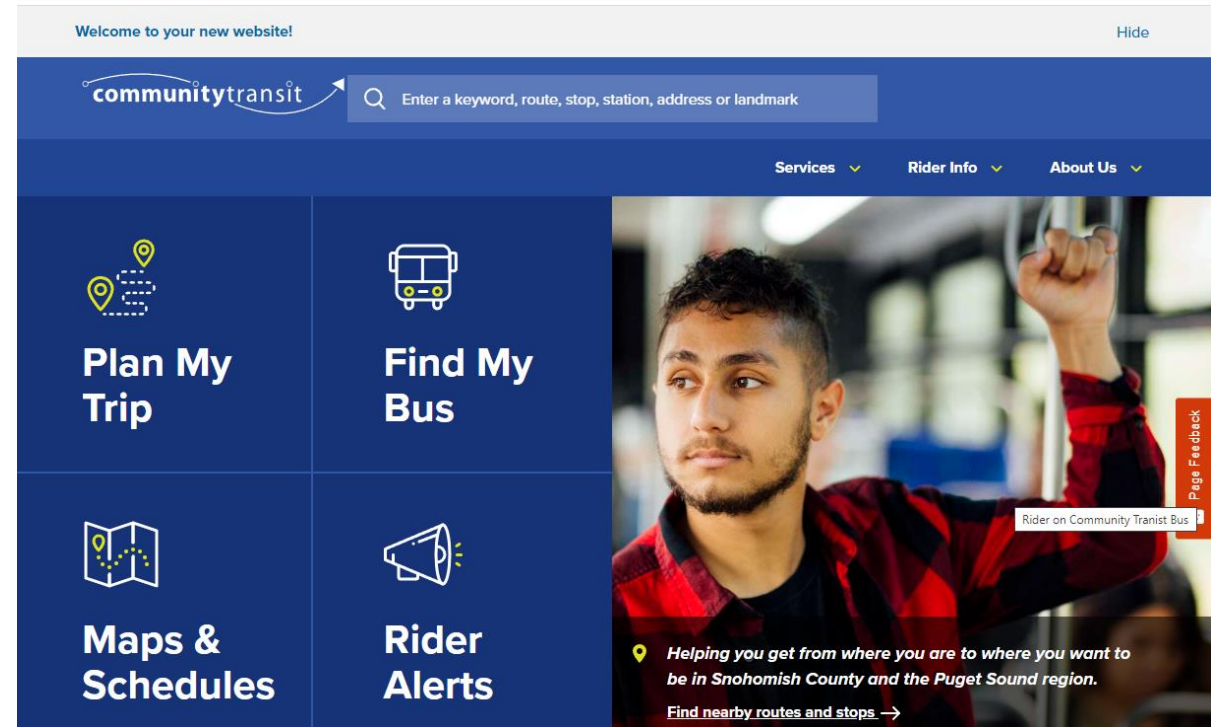
dig·i·tal  
strat·e·gy

## Board Actions

- June 6, 2019 - Board approved funding for Digital Strategy
- July 2, 2020 - Board approved RFP award for Website Redesign
- March 4, 2021 - Board approved Open Trip Planner Implementation
- November 3, 2022 - Board receives update on New Agency Website

# Current Status

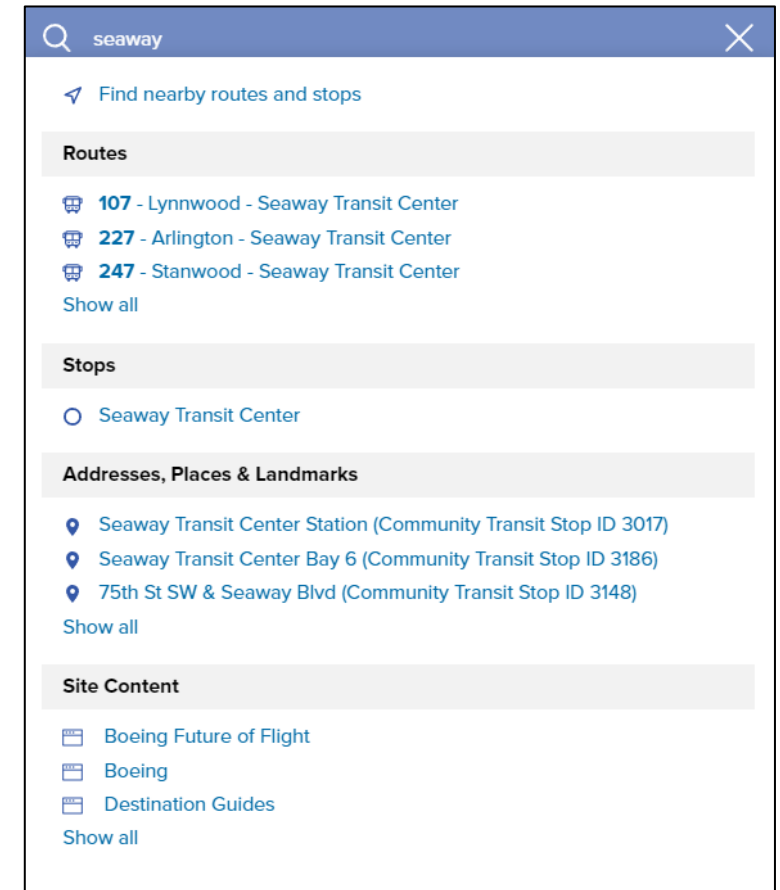
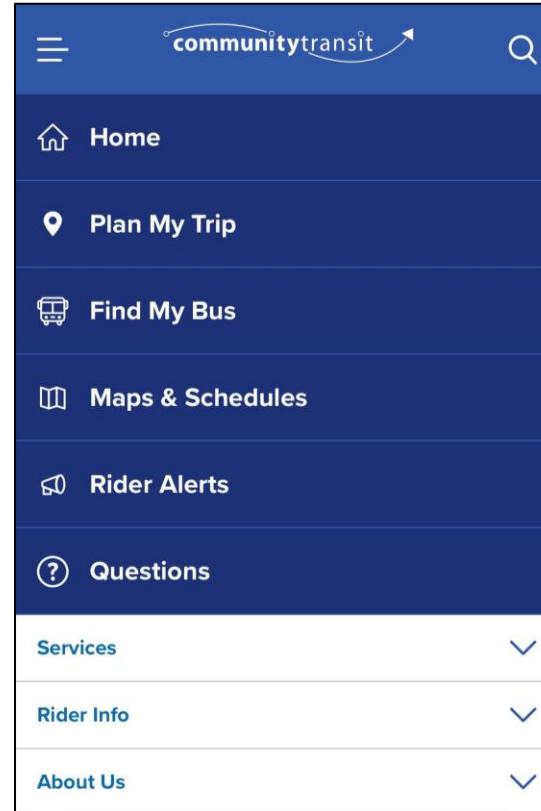
- ✓ Design
- ✓ Functionality
- ✓ Content
- ✓ Employee launch
- ☐ Public launch





# Notable Enhancements

- Designed for customers
- Mobile first design
  - Responsive
- Improved search
  - Routes
  - Stops
  - Addresses
  - Content



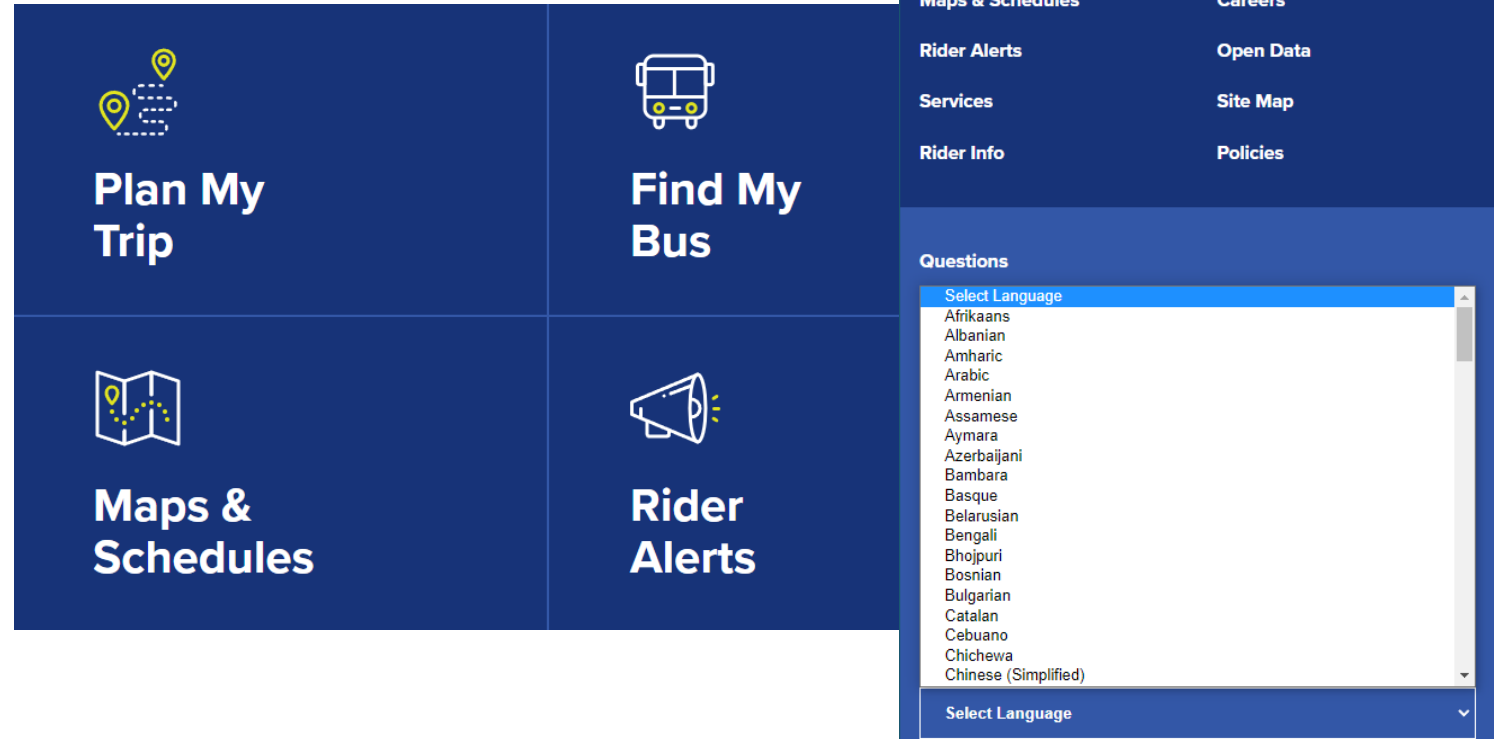
# Improved Navigation

- Travel made easy for all

- Plan My Trip
- Find My Bus
- Maps & Schedules
- Rider Alerts

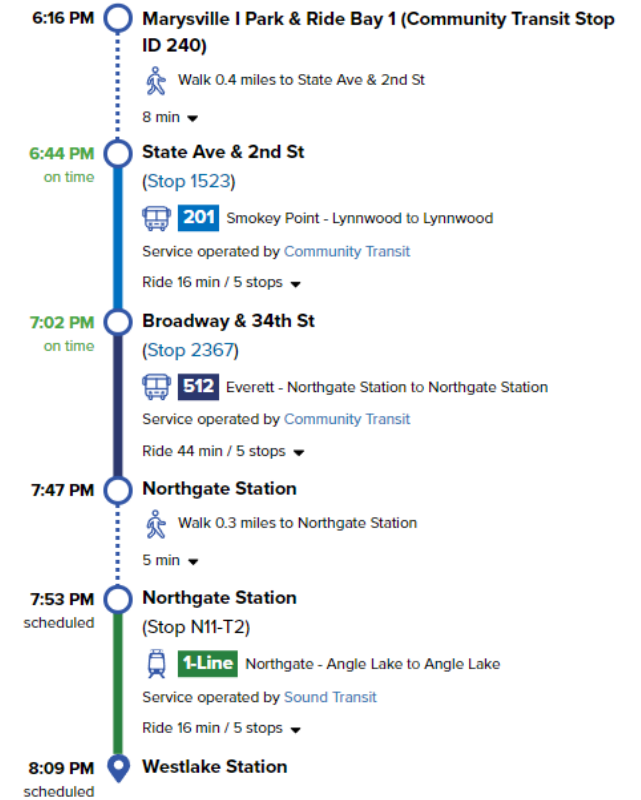
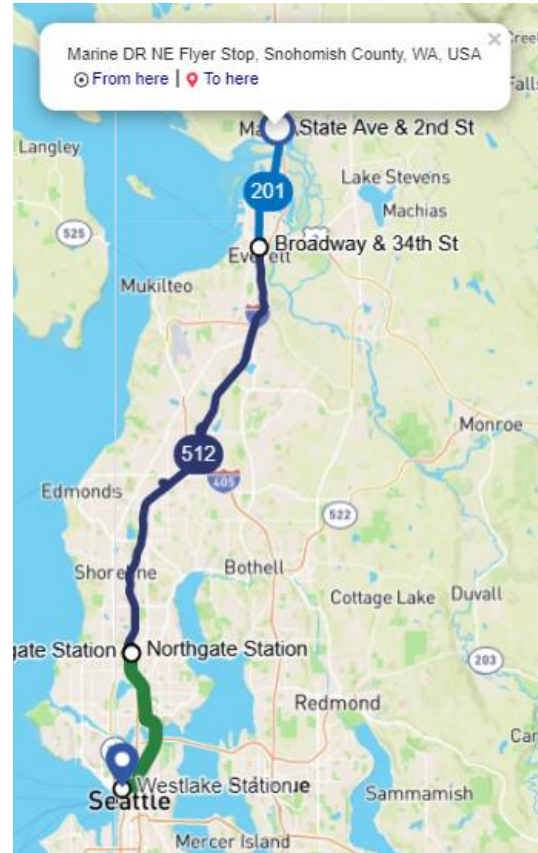
- Translation

- 100+ languages



# New Trip Planner (Plan My Trip)

- Plan trip on a map (OTP)
- Real-time data available
  - On-time
  - Delayed
  - Scheduled (RT n/a)
- Mode and agency denoted
- Detailed walking directions
- Plan bicycle friendly trips



# Find My Bus

- Formerly BusFinder
- Search by route or stop
- Shows real-time data
- Toggle to see schedule
- Integrated alerts
- Bus seat capacity
- Save favorites

## 164th St SW & 13th Ave W

Stop 187 - Larch Way

☆ View All Favorites

Serving routes:

Filter routes

115

116

Real-Time

Schedule

Alerts

2 Cancellation



116 to Silver Firs

In 7m at 8:04 PM

9:04 PM



Usually not busy at this time



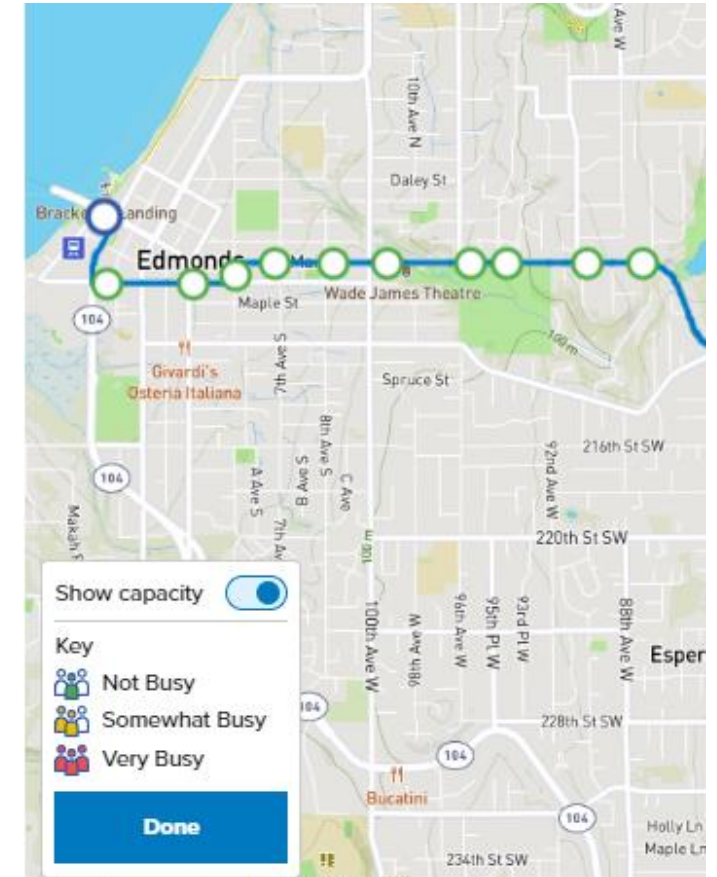
115 to McCollum Park

In 37m at 8:34 PM

9:33 PM



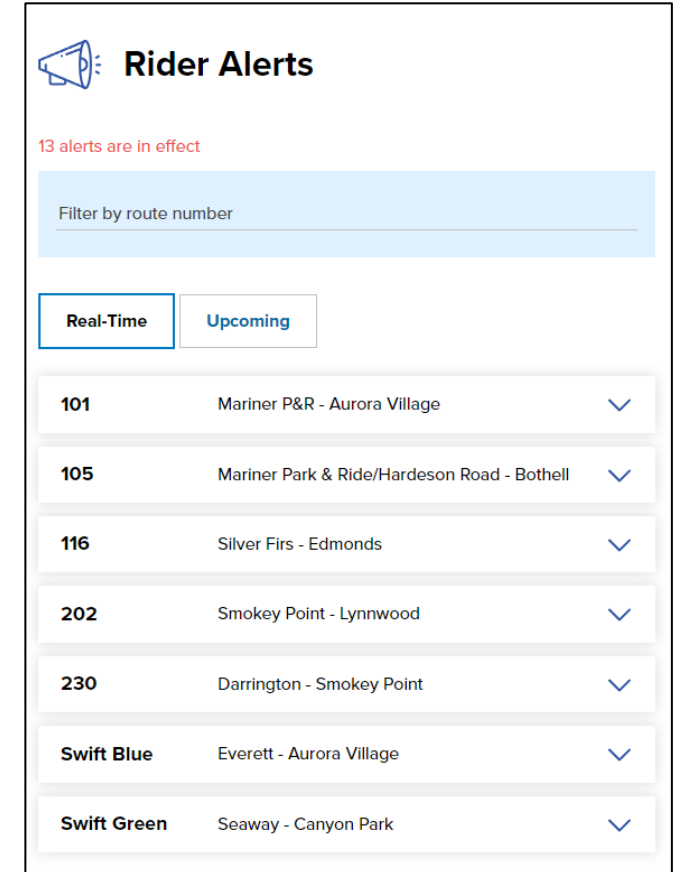
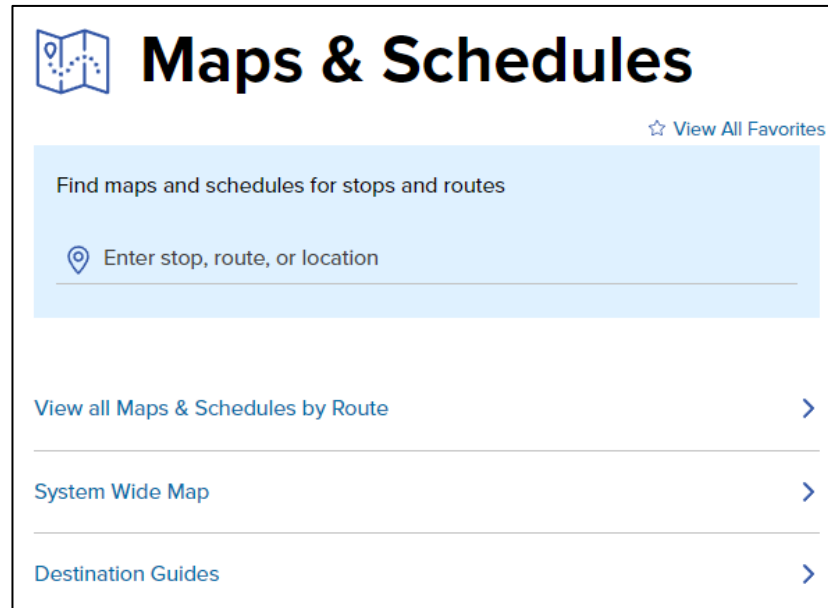
Usually not busy at this time





# More Dynamic Content

- System map integrated with Open Trip Planner (OTP)
- Search Schedules by
  - Stop
  - Route
  - Location
- Rider Alerts
  - Real-time
  - Upcoming



# New Features

- Destination guides
  - Community pages
- Rider guides
  - Rider stories

## Rider stories — ride like a local

Need some inspiration? Learn how real people get around town, commute to work, and explore the Puget Sound on



### Meet Lindsay

Lindsay Sharpe says she's grateful for the options Community transit provides because it helps her get from her home in Edmonds to classes at the University of Washington campus in Seattle. She usually catches the 871 or 810 from Mountlake Terrace Transit Center to Northgate Station, and then hops on the Link light rail to campus.

[Learn more about Lindsay's trip →](#)



## How to ride

We offer local and commuter bus service, Swift bus rapid transit, as well as DART paratransit for riders with disabilities. Our Vanpool Program and DART Alderwood Shuttle also provide local transit options. Explore all the ways you can get around Snohomish County and beyond.



### Bus riding basics

It's easy, and chances are you're never more than a few blocks from a stop.

[Learn more about riding the bus →](#)



### Join a vanpool

Share the ride with people you know. Save time, money and reduce your commuting stress.

[Learn more about Vanpool →](#)



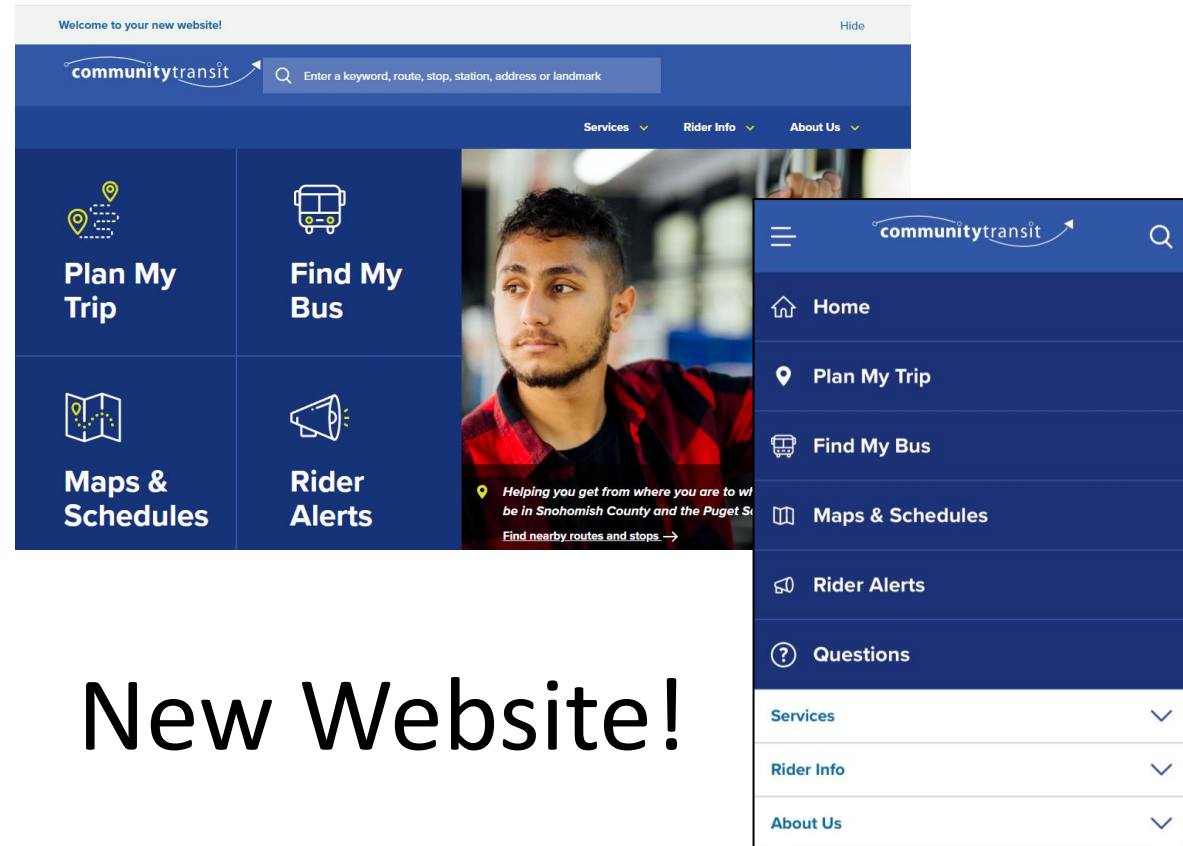
### Accessible service options

All of our buses are wheelchair accessible. We also offer DART paratransit service for people who qualify.

[Learn more about accessible service options →](#)

# Next Steps

- Internal preview
  - Gather feedback
  - Fix critical issues
- External soft launch
  - Both websites live
  - Customer feedback
  - Fix critical issues
- Final cutover



## New Website!

# Questions

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# Long Range Plan Update

**Board of Directors' Meeting**  
November 3, 2022






# Long Range Plan Purpose



# Long Range Plan Purpose

## Community Transit Long Range Plan Timeline

2021		2022				2023
Q3	Q4	Q1	Q2	Q3	Q4	Q1
Phase 1: Visioning and Market Assessment						
			Phase 2: Service Development/ Scenarios			
					Phase 3: Draft and Final Development and Internal Plan Coordination	
						
Public Engagement and Project Coordination						

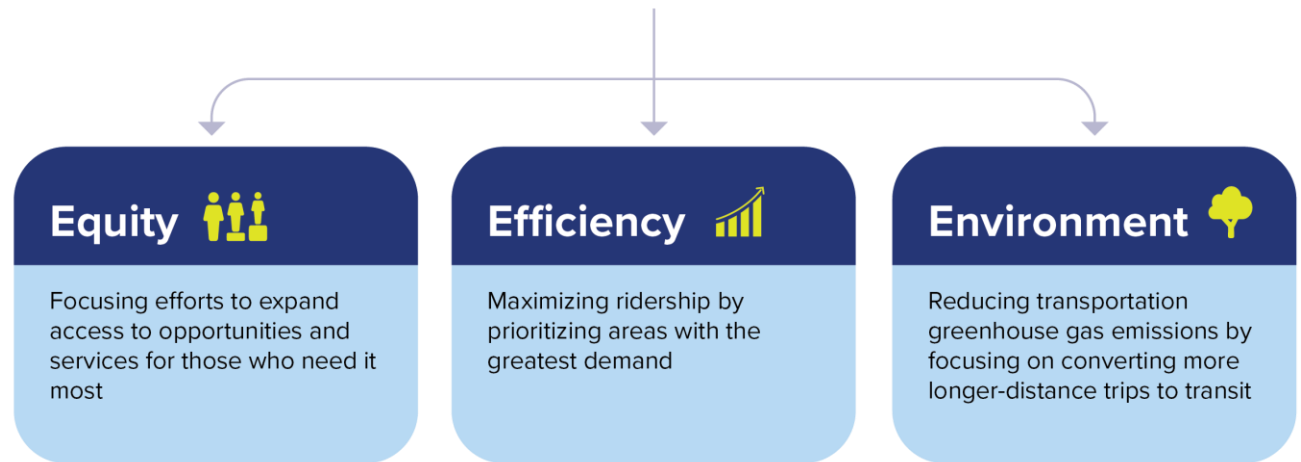


## Strategic Priorities



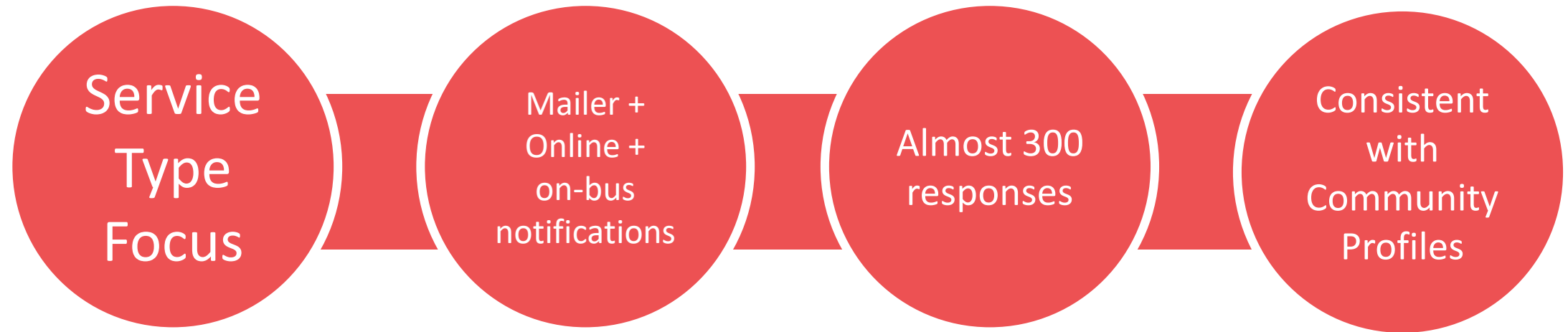
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## JOURNEY 2050 PRIORITIES





# Online Open House Context



# Online Open House

## Questions:

“Transit Planner”  
budgeting exercise

\$100 “Budget” to  
allocate between  
Service Types

### Swift Bus Rapid Transit

Swift is a frequent and reliable service that serves higher density areas. Growing Swift service would increase how often Swift buses arrive (every 5 to 10 minutes) and would add new Swift lines in areas where the population and jobs are growing.

**Pros:** Buses arrive more often and get you to your destination faster in neighborhoods with more people and jobs.

**Cons:** Swift doesn't typically reach neighborhoods with fewer people and jobs and may require a longer distance to walk to or from the stop.



### Regular Bus Service

Regular fixed-route bus service connects neighborhoods and key destinations throughout Snohomish County. Growing Regular Service would expand bus service into new areas, would increase how often buses arrive (every 15 to 30 minutes) and would create easier connections between routes.

**Pros:** Service operates in many different areas of the community and requires less walking to or from a stop.

### Innovative Services

Innovative Services are designed with community input to help get people where they want to go in new, convenient ways. They may include on-demand shuttles (microtransit), community vans, bike or car share, or other new travel technologies that are customized to a specific community's needs.

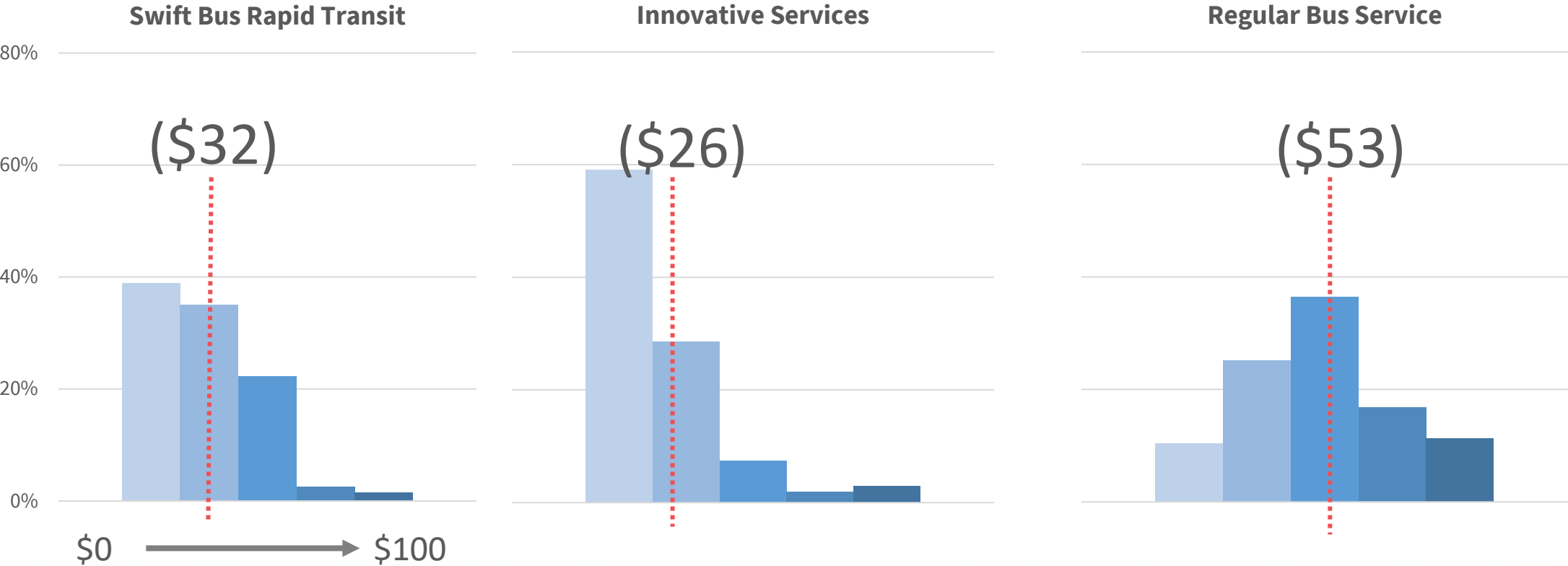
**Pros:** More customized travel at a low cost. Service can be provided to a wider variety of neighborhood types and can meet you closer to where you are and where you want to go within a defined area.

**Cons:** High demand for services may result in increased wait times. Some services may require use of an app or call center to book your ride.



# Budgeting Exercise Results

Average Amount Allocated from \$100 “Budget” by Service Type



# Free-form Response Results

## **Swift Bus Rapid Transit** (80 comments)

85% of comments were positive

## **Innovative Services** (62 comments)

76% of comments were positive

**Regular Bus Service** (116 comments) 95%  
of comments were positive





# Free-form Response Results

## Other Key Themes

Frequency

Coverage

Reliability

Connections to light rail

Serving people with disabilities

## Demographics

24% not current riders

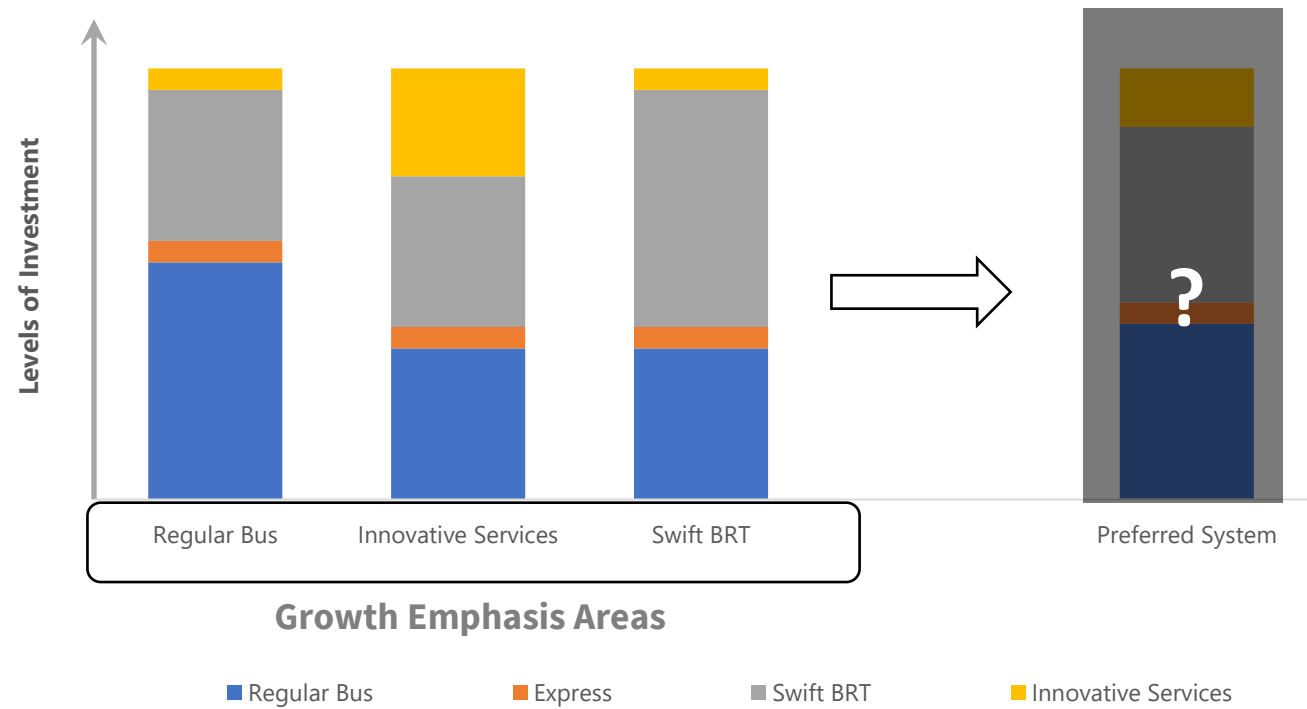
Age and race distribution

Income

People with disabilities



# Preferred System Resource Allocation



# Next Steps

- Internal staff workshops
- Service guidelines
- Capital plan development
- Financial modeling
- Draft Long Range Plan
- Targeted Board Adoption: Spring 2023

Preferred system:

Strategic vision for future of transit in Snohomish County to guide capital and service planning



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# March 2023 Service Change

Board of Directors  
November 3, 2022



# Background

- Nationwide shortage of operational workforce
  - Over 90% of APTA members surveyed have this issue
  - Over 75% of APTA members have reduced service due to lack of operators
- Agency has significantly increased recruiting efforts
  - Sign-on bonuses for critical positions
  - Retention incentives for current employees
  - Significant community outreach
  - Increased participation in area events for job seekers
  - Reduced length of recruiting process and reduced barriers to entry
  - Marketing campaigns to increase number of applicants



# Status

- Service was temporarily reduced in March 2022 & September 2022 due to staffing shortage and to improve reliability for customers
- FTA allows 12 months for temporary service changes without performing a Title VI analysis and public comment period
- Community Transit must initiate a Title VI major service change analysis and public outreach process this Fall as the agency is unable to restore service to October 2021 levels by March 2023



# Cumulative Service Adjustments To Improve Reliability

## March 2022 Service Reductions

- Suspended ~34,000 service hours, reduced frequency on local and commuter routes

## September 2022 Service Reductions

- Suspended 8,000 service hours, reduced frequency on commuter routes

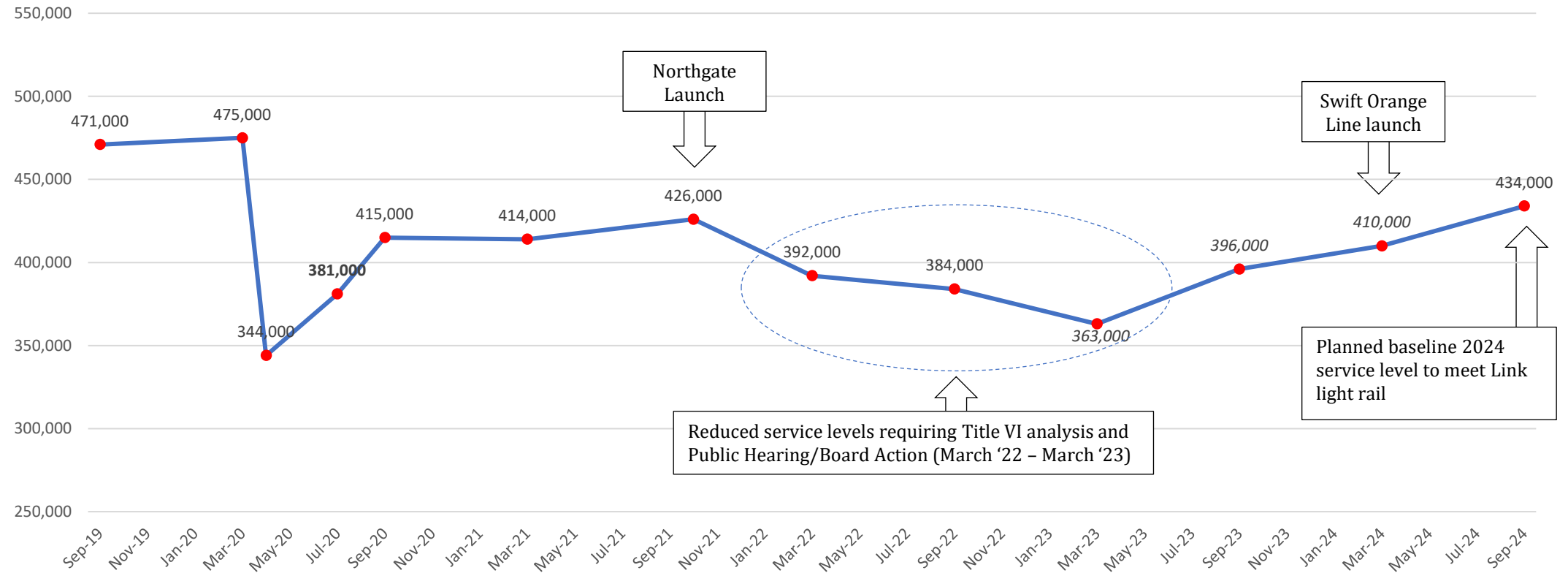
## March 2023 Service Reductions

- Suspend additional 21,000 service hours, reduced frequency on local & commuter routes, and selected route modifications

- Total new trips to be suspended = 78 per weekday
- Total remaining trips in system = 1,233
- **94% of current trips remain in operation** and at a higher level of reliability



# Annualized Bus Service Hours Directly Operated & Contracted





# Criteria used in planning service suspensions:

- Remain within Title VI guidelines for distribution of service impacts
- Maintain rural connections
- Adjust weekday service only
- Maintain minimum of 60-minute frequency
- Focus on lowest ridership routes and high frequency routes to reduce rider impact



# Services Suspended in March 2022:

Analyze maintaining these suspensions for March 2023 Service Change

- **Commuter route adjustments implemented in March 2022**

- 402: suspend 2 daily trips
- 410: suspend 3 daily trips
- 412: suspend 8 daily trips
- 416: suspend 2 daily trips
- 417: suspend 3 daily trips
- 422: suspend 1 daily trip
- 425: suspend 1 daily trip
- 435: suspend 4 daily trips
- 810: suspend 9 daily trips
- 821: suspend 12 daily trips
- 860: suspend 12 daily trips
- 871: suspend 13 daily trips
- 880: suspend 10 daily trips

- **Local route adjustments implemented in March 2022:**

- 112: suspend 3 daily trips
- 113: suspend 2 daily trips
- 119: suspend 4 daily trips
- 120: suspend 7 daily trips
- 130: suspend 2 daily trips
- 196: suspend 4 daily trips
- Swift Green Line: reduce headways from 10 to 12 minutes (28 daily trips)



# Services Suspended in September 2022:

## Analyze maintaining these suspensions for March 2023 Service Change

- **Commuter route adjustments implemented in September 2022:**
  - 413: Suspend 6 daily trips
  - 415: Suspend 2 daily trips
  - 421: Suspend 3 daily trips
  - 422: Suspend 1 daily trip
  - 425: Suspend 1 daily trip



# Additional Suspensions for March 2023

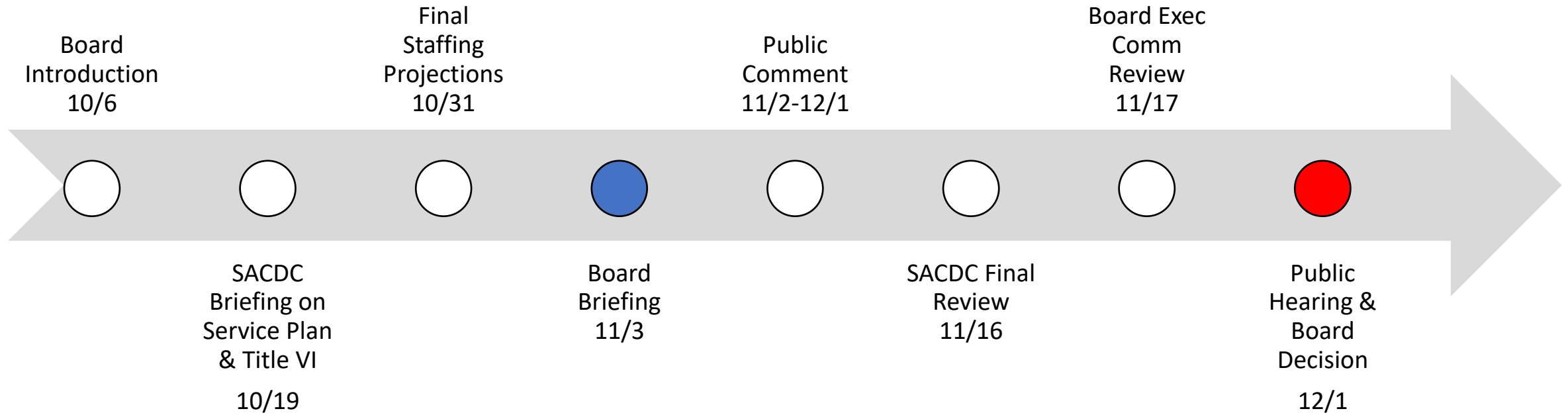
Analysis adds this proposal to overall total

- **Commuter Routes**
  - 412: suspend 2 daily trips out of 12
- **Local Routes**
  - 101: suspend 7 trips out of 73
  - 105: suspend 4 trips out of 40
  - 115: suspend 12 trips out of 60
  - 116: suspend 13 trips out of 62
  - 119: suspend 1 trip out of 33
  - 196: suspend 17 trips out of 50
  - 201: suspend 11 trips out of 62
  - 202: suspend 11 trips out of 61
  - 270/271: suspend segment to Seaway
  - 280: suspend segment to Seaway

- Total new trips to be suspended = 78 per weekday
- Total remaining trips in system = 1,233
- **94% of current trips remain in operation** and at a higher level of reliability



# March 2023 Service Change Schedule



- Compressed timeline calls for Public Hearing and Board Action on December 1



# Outreach Process

- On-bus communications requesting comment
  - Rack card
  - Printed notices of affected routes
- Media outreach
  - Press release
  - Social media posts requesting comments
  - Web page to outline changes and direct comments
- In person public hearing at December 1 Board meeting



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# Recommended Motion (9a):

That the Board of Directors approve Resolution No. 21-22, authorizing the Chief Executive Officer to execute and implement a three-year labor contract between Community Transit and the Amalgamated Transit Union Local 1576 ending December 31, 2024.

# Recommended Motion (9b):

That the Board of Directors authorize the Chief Executive Officer to negotiate and execute an amendment to the existing Transit Safety and Protection Services contract with the Snohomish County Sheriff's Office to add a Snohomish County Social Worker Program to include salary, benefits, supplies & equipment, service costs, and administration for an annual not-to-exceed amount of \$322,591.

# Recommended Motion (9c):

That the Board of Directors authorize the CEO of Community Transit to execute Amendment #01 to the Interlocal Agreement between Community Transit and the City of Everett regarding the cooperative provision of services.



# Recommended Motion (9d):

That the Board of Directors approve the proposed amendments to the 2022 budget as presented in Resolution No. 18-22.