

PATH Riders' Council Meeting Minutes – November 29, 2017 – 6:00 PM to 8:00 PM

Journal Square Transportation Center

Meeting Agenda

- I. Call to Order**
- II. Welcome**
- III. Presentation: 2017-2018 ATC/PTC/CBTC Work**
- IV. Update: Challenges faced by PATH**
- V. Discussion: Customer Journey Mapping**
- VI. Update: Executive Director**
- VII. Presentation: Development of the PATH Mobile App**
- VIII. Next Steps/Adjournment**

ATTENDEES (PRC MEMBERS):

1. Lewis Battista
2. Dorothy Benson
3. Margalit Edelman
4. Edoardo Ferrante, Jr.
5. Dave Ho
6. Terry Karney
7. Haley Klausmeyer
8. Anthony Lupena
9. Stewart Mader
10. Thomas Miller
11. Andrew Nathanson
12. Rahul Pathak
13. Maribel Ruiz
14. Rudolph Scott
15. Sridhar Shankar

ATTENDEES (PA/PATH STAFF):

1. Keith Armonaitis, Principal Business System Analyst, Technology Department – PANY/NJ
2. Oren Auslin, Senior Policy Analyst, Business Process & Analysis Division -- PATH
3. John Burkhard, Superintendent, Way & Structures Division – PATH
4. Rebecca Cassidy, Executive Advisor, Director's Office – PATH
5. Linda Doss, Principal Marketing Analyst, Marketing & Customer Relations Programs – PATH

6. Adrienne Holmes, Superintendent, Transportation Division – PATH
7. Kevin Lejda, Assistant Superintendent, Transportation Division – PATH
8. Jennifer Masserano, Associate System Designer, Technology Department – PANY/NJ
9. Lisa Dewey Mattia, Manager, Business Analysis Division – PANY/NJ
10. Megan Maxwell, Senior Management Analyst – PANY/NJ
11. Jessica Mills, Manager, Marketing & Customer Relations Programs – PATH
12. Juan Carlos Rojas, Senior External Relations Rep., Government & Communication Relations – PANY/NJ
13. Thomas Rowbottom, Assistant Director/General Superintendent, Operations & Maintenance Division – PATH
14. Philip Silvestro, Associate Customer Service Representative, Marketing & Customer Relations Programs – PATH

I. Call to Order

- Meeting was convened at 6:00 PM
- Meeting was called to order by Stewart Mader

II. Welcome

- **Thomas Rowbottom** welcomed the group on behalf of **Mike Marino** (Director/General Manager -- PATH) and **Clarelle DeGraffe** (Deputy Director – PATH), who were not able to attend the meeting. Thomas thanked both current PRC members and the new PRC members for their commitment to helping make PATH better.
- **Stewart Mader**, Chairperson, welcomed the new PRC members and invited everyone to introduce themselves, in addition to giving a brief description of their background and experience as a PATH rider. After going around the room with the meet and greet introductions, Stewart went on to discuss the rules of governance and standards of conduct. Stewart also provided a brief description of the PATH Riders' Council Briefing Book, encouraging all new PRC members to take advantage of reading its contents, which will bring them up to speed with basic knowledge about the inner workings of PATH.

III. Presentation: 2017-2018 ATC/PTC/CBTC Work

- **Kevin Lejda** gave a presentation to brief both current and new PRC members on the 2017-2018 ATC/PTC/CBTC Work and Weekend Service Adjustments.

Points that were noted during the presentation:

- Definitions of key terms/acronyms.
- A brief overview of the logistics of train movements on the PATH system.

- An update on the new signalization system.
- PATH having managed to accomplish much of this year's work during the weekends, through the implementation of planned strategic service adjustments with as little impact as possible to riders.
- Emphasized that these planned service weekend adjustments have allowed PATH to avoid complete weekend shutdowns.
- Kevin Lejda also answered any questions new PRC members may have had, which included questions regarding infrastructure installation for the new signalization system and how much work is left to be done.

IV. Update: Challenges Faced by PATH

- **Rebecca Cassidy** highlighted for the new PRC members the following points as major challenges faced by PATH:
 - PATH is regulated as a railroad by the FRA, which requires additional inspections and requirements not applicable to other subway systems, such as the MTA.
 - PATH operates at an annual deficit.
 - The PATH train system is the 2nd densest in the nation, after the MTA, in terms of riders per mile – moving a projected 82 million riders over 13 miles this year.
 - PATH is one of a handful of rail systems worldwide that operates 24 hours a day, 7 days a week.

V. Discussion: Customer Journey Mapping

- **Lisa Dewey** and **Megan Maxwell** provided PRC members with a brief refresh/introduction into Customer Journey Mapping, which is an exercise aimed to capture all facets of a PATH rider's experience throughout all phases of their trip, by dissecting various steps of their journey.
- The PRC members were then given approximately 10 minutes to engage in a mapping exercise, with a focus on highlighting their "pain points."
 - There were already "pain points" listed from a previous exercise held with PATH staff.
- The purpose of these types of exercises is to help the PA and PATH staff ultimately decide how to prioritize, where to invest their resources, and how to help improve the customer's overall experience.

VI. Update: Executive Director

- **Jessica Mills** explained to the PRC members that the Port Authority has named a new Executive Director, **Rick Cotton**. Cotton has made improving

customer service and the overall customer experience a top priority agency wide.

VII. Presentation: Development of the PATH Mobile App

- **Keith Armonaitis** and **Jennifer Masserano** gave a presentation on the development process of the PATH Mobile App.
- They highlighted for the PRC members the following points regarding the PATH Mobile App:
 - Detailed some of the components that comprise the infrastructure that will allow the technology to function, in addition to hearing suggestions from PRC members.
 - At the request of PATH and the Technology Lab team, the PRC members agreed to participate in the process of launching the new PATH Mobile App, by acting as a testing group during the last 2 weeks of December to help provide feedback on the overall functionality of the app.

VIII. Next Steps/Adjournment

- Meeting was adjourned at 8:15 PM