

PATH Riders' Council Meeting Minutes - Wednesday, November 28, 2018 - 6:00 PM to 8:00 PM

Journal Square Transportation Center (JSTC)

Meeting Agenda:

- I. Welcome
- II. New PRC Member Introduction
- III. PTC Progress & Post-2018 Weekend Closures Update
- IV. 2019 – 2020 Weekend Service Plans
- V. Updates: Cell Service, Countdown Clocks & Platform System Maps
- VI. PATH Brand & Partnership Initiatives / Customer Messaging
- VII. Priority Customer Campaign (Cont.)
- VIII. Next Steps / Adjournment

Attendees (PRC Members):

1. Lewis Battista
2. Dorothy Benson
3. Terry Karney
4. Anthony Lupena
5. Stewart Mader
6. Thomas Miller
7. Andrew Nathanson
8. Rahul Pathak
9. Tzara Peterson
10. Gaurang Saini
11. Sridhar Shankar

Attendees (Staff):

1. Zeyad Alkaisi (Contract Staff – Capital Programs, PATH)
2. Oren Auslin (Senior Policy Analyst, PATH)
3. Rebecca Cassidy (Chief of Staff/Executive Advisor - Director's Office, PATH)
4. Gideon Davidson (Operations Fellow, PATH)
5. Linda Doss (Principal Marketing Analyst – Customer Relations & Mktg. Programs, PATH)
6. Lauren Filler (Leadership Fellow, PANYNJ)
7. Jawauna Greene (Director – Brand & Customer Partnerships, PANYNJ)
8. Kevin Lejda (Superintendent – Transportation Construction & Operations Planning, PATH)
9. Mike Marino (Director/General Manager, PATH)
10. Jessica Mills (Manager – Customer Relations & Marketing Programs, PATH)
11. Raquel Pinto (Leadership Fellow, PANYNJ)
12. Philip Silvestro (Associate Customer Service Representative – CR&MP, PATH)

13. Kathryn Winfree (Sr. External Relations Rep - Government and Community Relations, PANYNJ)

I. Welcome

- **Mike Marino** opened the meeting by welcoming everyone and recognizing the completion of PATH's new signal system, Positive Train Control (PTC). He thanked the PRC and acknowledged the impact they had throughout the course of the project. He went on to review the system upgrades as a result of PTC's completion.

II. New PRC Member Introduction

- **Stewart Mader** welcomed and introduced the newest member of the PRC, **Gaurang Saini**.

III. PTC Progress & Post-2018 Weekend Closures Update

- **Kevin Lejda** advised that the phased transition of the last section of the system was a success and that the remaining weekend closures for 2018 would continue the testing of the system. He discussed how the old signal system was transitioned to PTC in sections, with each one presenting a unique set of challenges. **PATH staff** described how these challenges were met on several different fronts. **Kevin** emphasized to the PRC that PATH will enter 2019 operating live service system-wide under PTC and Communications Based Train Control (CBTC).
- **Kevin Lejda** provided an introduction to the 2019-2020 weekend closures, highlighting the initial operational/service plans.

IV. 2019 – 2020 Weekend Service Plans

- **Zeyad Alkai** and **PATH staff** covered the 2019 & 2020 weekend service plans and project work background. In addition, they reviewed the outreach for the weekend closures of WTC station as well as the public messaging roll out.
- The meeting attendees watched a short, technical video animation summary of the project, provided by PATH, to better understand the scope of the work.
- **PRC members** discussed ticketing options for the ferry transfer. They also discussed branding and marketing strategies to clearly communicate with riders, addressing their concerns. Lastly, they recommended heavy signage for the ferry terminals.
- **PRC members** asked about coordination with the MTA. **PATH staff** responded that PATH will be cross messaging service with the MTA. Members also recommended coordinating with Google Maps.

V. Updates: Cell Service, Countdown Clocks & Platform System Maps

- **Philip Silvestro** provided updates on cell service availability in PATH stations, the installation and testing progress of the new countdown clocks throughout the system, and the expansion of PATH's system maps on the station platforms.
- **Philip Silvestro** displayed samples of the redesigned system map layouts and the PRC provided their feedback and suggestions. He concluded with where and how some of the layouts would be installed.
- **PATH staff** mentioned the possibility of joint PRC-PATH events.

VI. PATH Brand & Partnership Initiatives / Customer Messaging

- **Jawauna Greene** provided an overview of PATH's brand realignment, potential partnerships, and the associated customer communications strategy. She shared the objectives geared towards customers, based on sentiments gathered from surveys and all channels of communication. She explained how safety and maintenance improvements, customer experience improvements, and community partnership initiatives are the foundation from which we can build on.
- **Jawauna Greene** continued with redesigned signage samples, plans to leverage PATH's new technologies, and fresh, new creative concepts. She expanded on the creative concepts, highlighting potential PATH customer incentives, campaigns promoting new features available to riders (cell service, countdown clocks, RidePATH app, etc.), and friendly accompanied messaging that shows customers we are listening.

VII. Priority Customer Campaign (Cont.)

- **Stewart Mader** resumed his Priority Customer Campaign presentation from the 9/26/18 PRC meeting in context with Jawauna Greene's vision for PATH's brand realignment and customer messaging. **Stewart** discussed how leveraging new technology and communication approaches, while presenting new, creative visual messaging concepts could be major factors in raising priority seating awareness.

VIII. Adjournment

- The meeting adjourned at 8:00 PM.