

PATH Riders' Council Meeting Minutes - Wednesday, January 16, 2019 - 6:00 PM to 8:00 PM

Journal Square Transportation Center (JSTC)

Meeting Agenda:

- I. Welcome
- II. 2019/2020 Weekend Closures Update
- III. WTC Station Closures Mitigation/Ferry Service
- IV. PATH Website Redesign
- V. PATH Customer Experience for 2019
- VI. RidePATH App Update
- VII. Next Steps/Adjournment

Attendees (PRC Members):

1. Lewis Battista
2. Dave Ho
3. Terry Karney
4. Anthony Lupena
5. Stewart Mader
6. Thomas Miller
7. Andrew Nathanson
8. Gaurang Saini

Attendees (Staff):

1. Keith Armonaitis (Principal Business Systems Analyst, PANYNJ)
2. Emily Arzu (Executive Secretary – Office of the Secretary, PANYNJ)
3. Ayanna Davis (Project Coordinator – Customer Relations & Marketing Programs, PATH)
4. Jimmy Diaz (Excelsior Fellow – Marketing, PANYNJ)
5. Linda Doss (Principal Marketing Analyst – Customer Relations & Mktg. Programs, PATH)
6. Thierry Dumoulin (Director – Marketing, PANYNJ)
7. Lauren Filler (Leadership Fellow – Business & Transportation Analysis, PATH)
8. Jawauna Greene (Director – Brand & Customer Partnerships, PANYNJ)
9. Adrienne Holmes (Superintendent – Transportation, PATH)
10. Kevin Lejda (Superintendent – Transportation Construction & Operations Planning, PATH)
11. Jessica Mills (Manager – Customer Relations & Marketing Programs, PATH)
12. Raquel Pinto (Leadership Fellow – Customer Relations & Mktg. Programs, PANYNJ)
13. Philip Silvestro (Associate Customer Service Representative – CR&MP, PATH)
14. David Torres (Leadership Fellow – Government & Community Relations, PANYNJ)
15. Josh Wigod (Consultant, Campbell Ewald)
16. Kathryn Winfree (Sr. External Relations Rep - Government and Community Relations, PANYNJ)

17. Erin Youngerberg (Manager – Rail Planning & Logistics, PATH)

I. Welcome

- **Adrienne Holmes** welcomed everyone to the first PRC meeting of 2019, and expressed her excitement for what she hoped the PRC and PATH would accomplish in the new year. She highlighted PATH's accomplishments in 2018 and acknowledged the work that remains to be done. **Adrienne** initiated a quick introduction from all attendees, and thanked the PRC for their continued dedication to improving PATH.

II. 2019/2020 Weekend Closures Update

- **Kevin Lejda** began by reviewing the nature of the work that has taken place so far over the past two weekends of WTC station closures. He noted light ridership throughout the system, and gave a brief overview of the ridership numbers on both the WTC and 33rd St. lines spanning that time.
- **Kevin Lejda** explained that running direct service from JSQ-33 and bypassing Hoboken on weekends during the closures, would require running service from HOB-33, and operating trains between Hoboken and Exchange Place for customers traveling to/from Hoboken for access to NY (midtown and downtown via Harborside ferry), Jersey City, Harrison, and Newark. This is based on the tunnel, track, and switch configuration limitations of our system. Attempting to do this, however, would lead to train routing conflicts system-wide. He also advised that ridership data continues to support the current train service frequency during the weekend closures, in addition to the ongoing effort to maintain service schedule integrity.

III. WTC Station Closures Mitigation/Ferry Service

- **PRC members** discussed the ferry and train schedule during the weekend closures. **PATH staff** reviewed the ferry mitigation in more detail, including upcoming updates and improvements that PATH is planning to implement.
- **Erin Youngerberg** began by explaining how latent salt from Superstorm Sandy flooding continued to corrode the infrastructure of the PATH tunnels between Exchange Place and WTC long after the initial repairs were completed. She emphasized that the current closures are for permanent infrastructure repairs, and went into the details of PATH's mitigation operation.
- **PRC members** asked about ferry capacity. **Erin** advised that ridership numbers have stayed well below the capacity of the boats, as the queuing and loading at the landings continues to improve.

- **Erin Youngerberg** reminded the PRC that ferry services will not run from 11:30 PM to 7 AM during the closures, and that there will be additional service on the Journal Square-33rd St. via Hoboken line during this time. She concluded by noting that negative social media comments declined 40% between the first and second closure weekends.

IV. PATH Website Redesign

- **Jimmy Diaz, Thierry Dumoulin, Stewart Mader, Philip Silvestro, and Josh Wigod** gave a presentation on the planned redesign of the PATH and PANYNJ websites, as well as improvements in data collection and analytics. They discussed the project scope, which is to create a customer-centric, 21st century website. The project is currently in the phase that determines audiences and their needs, and in turn, provides a wide, cohesive user experience with mobile compatibility. The discovery phase will follow with site solutions, strategies, and vision deliverables.
- The PRC was advised that a survey/questionnaire on the PATH website redesign will be sent to them for their feedback and suggestions.
- **Philip Silvestro** briefly discussed PATH's vision for their website redesign. He mentioned their short and long-term success drivers, key initiatives, and vision for a "one-stop shop" portal that streamlines information with constant communication.
- **Philip Silvestro** and **Stewart Mader** concluded by sharing examples of redesigned websites from SEPTA in Pennsylvania, the Chicago Transit Authority, and Sound Transit in Seattle. **Stewart** shared his research into how these redesigns contributed to improving the customer experience for each agency respectively. **Thierry Dumoulin** and **Jawauna Greene** noted effective visuals, layouts, and features on each site that tend to be successful customer experience improvement strategies.

V. PATH Customer Experience for 2019

- **Jawauna Greene** provided an update on upcoming customer experience initiatives that will be rolled out through 2019. She announced updates to the PATH Stay On Track 2019-2020 WTC Station Weekend Closures brochure, ferry messaging improvements, PATH's new partnership with Lyft, design updates to ferry tickets and SmartLink cards, and upcoming WTC vendor discounts for PATH customers.

VI. RidePATH App Update

- **Keith Armonaitis** briefed the PRC on RidePATH updates that would be rolled out this year, and spoke about the use of beacons in PATH stations for notification purposes. Beacons are installed in most stations and slated for future installation in and around the WTC Oculus.

- **Keith Armonaitis** advised that last year, there were 57,000 downloads of the RidePATH app on iOS, and 15,000 on Android. He explained that the latest weekend closure information is built in to the app, with the ability for over-the-air schedule updates. Also, a back end for open API data exchange is being developed, but governance and monetization needs to be determined.
- PRC members will continue to beta test RidePATH updates in order to provide their feedback.

VII. Adjournment

- The meeting adjourned at 8:00 PM.