



**Sunset Empire Transportation District
Board of Commissioners
January 17, 2021
Zoom Board Work Session Minutes**

1. CALL TO ORDER – Chair Tamra Taylor called the meeting to order at 9:00 AM.

2. ROLL CALL:

Present: Chair Tamra Taylor, Vice Chair Tracy MacDonald, Secretary/Treasurer Pamela Alegria, Commissioner Rebecca Read, Commissioner Charles Withers, Commissioner Diana Nino and Commissioner Debbie Boothe-Schmidt

Staff: Executive Director Jeff Hazen, Chief Operating Officer Paul Lewicki, Executive Assistant Mary Parker, Transportation Options Specialist Kathy Kleczek, Human Resources Manager Sue Farmer, Mobility Manager Jason Jones and Paratransit Supervisor Jennifer Geisler

3. NEW BUSINESS-

- a. Strategic Priorities 2019-2021 Review- Executive Director Hazen reviewed the SETD Priorities document from 2019-2021 which was included in the Board Pack and which he had updated with current statics and current work in progress.
- b. Strategic Priorities 2021-2023- Executive Director Hazen explained that to develop the new strategic priorities the Board and Staff would be doing a SWOT (Strengths, Weakness, Opportunities and Threats) exercise. Hazen explained he would call on the Board members first for their input to add to each category followed by the Staff's input. After the SWOT list was completed Hazen displayed the SWOT list from 2019 for comparison to the current list just completed. Hazen then asked the group to prioritize the Weakness, Threats and Opportunities categories to distinguish what should be focused on. Hazen then displayed the 2019-2021 Strategic Priorities list and asked that the group indicate if the listed priorities should remain, be changed, or removed and highlighting the categories that will remain on list. Hazen will combine and summarize the categorized SWOT list and transfer the results over to the Strategic Priorities list. The updated Strategic Priorities will be included in the January 25th Board Meeting pack for approval.

STRENGTHS

People

Constantly trying to improve

Operations & technology

Not afraid to try new things

Listen to our constituents and respond to concerns

Strong leadership

Collaboration with other transportation districts

Ongoing training offered

Integrity

Professionalism

Customer Service
Commitment to Community
Communication
Constantly looking forward and innovation
Hardworking and enthusiastic staff also loyal
Created solutions in response to Pandemic

WEAKNESSES

On time performance 1
Turnover rate/retention of employees 1
More marketing 2
Creativity for new usages 3
Information availability on passes and routes 2
South county service 1
Rural location challenges
Lack of signage at stops 1
Pedestrian infrastructure 1
Small applicant pool 2
Low ridership 1
Reliability 1
Summer route schedules 1
Access to whole county 2
Reliability for workforce transportation 1
Communication 1
Website 2
Make routes mor understandable-stop locations 1
Lack of diversity of staff 1

OPPORTUNITIES

Retain employees (training supervision)
Increase rider interest with innovative uses
Make us the option for people to use when other modes are down
Latino community outreach and integration into our workforce
Unleash the programs that were out there before the pandemic 1
Travel training center planning 3
Improve on time technology/marketing 1
Integrating with different modes of travel
A robust recruitment platform
Expiration of routes
East County services 2 rural
Unleash the outreach
Refresh branding
Leverage technology and policies 1
Using technology to create excitement about riding the bus (bilingual)
LCC focus
Tell stories with outreach and website

THREATS

- Climate change/disaster resiliency 1
- Protecting our investments in facilities/fleet 1
- Financial instability of revenue sources
- Weather/Construction impacts on routes 1
- Limited training opportunities
- Turnover of qualified staff
- Aging population that is affecting the workforce availability
- Amount of people available
- Low income and seniors and disabled focus
- Losing our innovative mindset
- Long range planning that does not involve other entities
- Planning/land use 1
- Failure to attract new riders
- Loss of funding
- Access to fuel 1
- Limited workforce and housing
- Reduce miles traveled by cars and impacts on environments
- Weather impact on people moving here
- Employee Retention/funding
- Communication during disasters 1 Emergency plan

Meeting was adjourned at 12:00 Noon

Mary Parker, Recording Secretary

Secretary/Treasurer _____
Pamela Alegria

Date _____

An audio recording of this meeting is available by contacting Mary Parker at mary@ridethebus.org