Northwest Transit Exchange



October 3rd - 4th, 2024 | Spokane, WA



Welcome

Spokane Transit Authority is pleased to host the 2024 Northwest Transit Exchange. The Exchange draws attendees from across the west coast of the United States and Canada who plan and develop public transportation for a variety of cities and metropolitan areas. The event's purpose is to provide an exchange forum of challenges, ideas, solutions, and opportunities related to public transportation service, as well as foster professional advancement for participants.

The Northwest Transit Exchange will take place over two full-days:

Dates: Registration cost: Travel, Meals, and Accommodations:	Thursday, October 3 rd – Friday, October 4 th 2024 Free! Individual responsibility, coffee and refreshments provided
Location:	Spokane Community College Lair Student Center-Bldg. 6 1810 N. Greene Street <i>Spokane, WA 99217-5399</i>

In this program you'll see the topics we'll be discussing at this year's Exchange. The sessions are usually conversational, with a short presentation and then a larger group discussion. It's a great opportunity to

share what your agency is up to and seek ways to further accelerate your transportation system's success.

Thank you for joining us in Spokane!

Conference Schedule

Thursday, October 3rd

Welcome 8:00am - 8:30am Refreshments 8:30am - 8:45am Welcome from STA CEO E. Susan Meyer 8:45am – 8:55am Agency Introductions **Emily Poole** 8:55am - 9:10am The Big Picture Karl Otterstrom 9:10am - 9:25am Break Morning Sessions 9:25am - 9:55am 2024 & Beyond: Leveraging Regional Light Rail to Max Henkle Expand Intra-County Service 9:55am - 10:25am Changes in peak ridership demand before, during, and Geoffrey Chum & Ning Yan after the pandemic on TransLink's buses 10:25am - 10:40am Break 10:40am - 11:10am The Seattle Transit Measure – How SDOT prioritizes Matt Yarrow & Carolyn Birkenfeld transit investments 11:10am - 11:40am High Performance Transit: What it Means to the Rider Ryan Brodwater 11:40am - 12:10pm Restoring COVID-era suspensions differently Yingying Huang Fernand 12:10pm - 1:30pm Lunch Afternoon Sessions 1:30pm – 2:00pm City Line Blocking Chad Johnson 2:00pm - 2:30pm A Match Made in Heaven: Maximizing In-Service Hours Ryan Kennett Using Route Pairing and Other Concepts 2:30pm – 2:45pm Break 2:45pm - 3:15pm The Role of Relationship Building with Bus Operator Logan Brouelette Retention 3:15pm - 3:45pm TransLink – Facilities Strategic Plans Joseph Peace 3:45pm – 4:15pm OnDemand Transit – Learnings from the Launch of a Carl Purvis New Service Type 4:15pm - 4:30pm Break 5:30pm Social Hour at The Onion (No Host Dinner)

302 W. Riverside, Spokane, WA 99201

Friday, October 12th

Welcome

9:00am – 9:30am Refreshments

Morning Sessions

9:30am – 10:00am	Before & After: Quantifying Speed & Reliability Benefits of a Major Capital Improvement Project	Andrew Randall
10:00am — 10:30am	What's Next for Transit Signal Priority at TriMet?	Luke Norman & Cara Belcher
10:30am – 10:50am	Break	
10:50am – 11:20am	How Metro uses LOCUS data: New Data Source for Mobility Projects	Kate Ito
11:20am – 11:50am	More than an academic exercise: Public Transit/Public School Partnership	Karl Otterstrom
I I:50am – I:00pm	Lunch	

Afternoon

Sessions

1:00pm — 1:10pm 1:10pm - 1:40pm	Closing Comments NWTX 2024 Feedback Session	Karl Otterstrom
I:40pm – I:50pm	Break	
1:50pm – 2:50pm	Mission Impossible: Practical Exercise Breakout Session -Route 25 Layover Downtown -Mead Service Routing (Hours Constrained) -Dakota and Jay -Multi-state Transit Agreements -Expanding McFarlane Industrial Service	Emily Poole
2:50pm – 3:00pm 3:00pm – 4:00pm	Break Technical Tours -BEB/Northwest Garage -TOD/TAD Community	

Sessions

2024 & Beyond: Leveraging Regional Light Rail to Expand Intra-County Service

 Thursday, October 3rd

 9:25am – 9:55am

 Presenter:
 Max Henkle (Community Transit, Everette, WA)

 This presentation will share Community Transit's plans to leverage the Lynnwood Link Extension to expand service while facing uncertainty in operator counts.

Changes in Peak Ridership Demand Before, During, and After the Pandemic on TransLink's Buses

Thursday, October 3rd 9:55am – 10:25am Presenters: Geoffrey Chum (TransLink, Vancouver, BC) Ning Yan (TransLink, Vancouver, BC)

One of the benefits touted of the lasting and widespread work-from-home trend was a reduction in peak travel demand. As a result, transit agencies would be able to better schedule vehicles and operators and reduce fleet sizes. However, this trend has not occurred in TransLink's service area of Metro Vancouver, BC. Since the early months of ridership recovery in fall 2020, the typical peak periods on weekday mornings and afternoons have continued to exist. While peak period ridership may still not be as high as it was in 2019, it is still significantly higher than the midday period. There are some additional trends that have emerged in the past few years. This presentation will take a deeper dive into these trends, other temporal and geographical demand trends, and some of the potential causes.

The Seattle Transit Measure – How SDOT Prioritizes Transit Investments

Thursday, October 3rd 10:40am – 11:10am Presenters: Matt Yarrow (Seattle DOT, Seattle, WA) Carolyn Birkenfeld (Seattle DOT, Seattle, WA)

The Seattle Transit Measure (STM), administered by SDOT, generates roughly \$50 million annually over six years to fund transit service, capital projects, and programs promoting safe, affordable, and equitable

access to transit. SDOT works closely with Metro to determine how to use STM funds to purchase additional service on KC Metro's existing bus network. In this presentation, we discuss the equitycentered methodology SDOT uses to prioritize service investments and how these investments help Seattle move toward its vision of an all-day, every day frequent transit network.

High Performance Transit: What it Means to the Rider

Thursday, October 3rd 11:10am – 11:40am

Presenter: Ryan Brodwater (STA, Spokane, WA)

In this presentation, we will look at the process overview for implementing Spokane Transit's first High Performance Transit route, the Monroe-Regal Line. This overview will include a summary of long-range planning, scoping, design, and construction.

Restoring COVID-era Suspensions Differently

Thursday, October 3rd

11:40am – 12:10pm

Facilitator: Yingying Huang Fernandes (King County Metro, Seattle, WA)

This presentation will hold a discussion on how different agencies restored COVID-era suspensions. For King County Metro, our Council has approved the Service Recovery Plan which outlined that one major way for service restoration is through service restructure projects. There are many restructure projects that we have been and are being carried out to restructure service to better integrate with the Link light rail. However, we are now starting to plan a project to address the rest of the service that are not covered by the Link restructure projects.

City Line Blocking

Thursday October 3rd 1:30pm – 2:00pm Presenter: Chad Johnson (STA, Spokane, WA)

In this presentation you will get the full story of the nuances and development of Spokane's first Bus Rapid Transit (BRT) line that is also solely serviced by a Battery Electric Bus (BEB) fleet. How we went from planning assumptions through implementation and understanding the reality of the BEB capabilities and charging needs. As we face this next winter with the highest frequency of service in our system, we needed to rethink what level of frequency and communication we can consistently provide to customers in extremely low temperatures and limited charging opportunities.

A Match Made in Heaven: Maximizing In-Service Hours Using Route Pairing and Other Concepts

Thursday, October 3rd 2:00pm – 2:30pm

Presenter: Ryan Kennett (BC Transit, Victoria, BC)

The Victoria system will see a 10% peak vehicle reduction in Fall 2024 due to ongoing maintenance challenges, including a 30% trimming in high-capacity vehicle use. This proposed presentation is around using advanced timetable concepts and strategies to both maximize service with scaled down available resources and setting the scheduling software optimizers for success.

The Role of Relationship Building with Bus Operator

Retention

Thursday, October 3rd

2:45рт – 3:15рт

Presenter: Logan Brouelette (TriMet, Portland, OR)

TriMet has identified various barriers preventing bus operators from being hired and retained and turned this into a paid internship opportunity called Early Onboarding. Early Onboarding Associates are paid \$20 per hour to study and test for their commercial learners permit and meet support staff that will assist them on the road to help interns better understand the position and provide financial and study support to qualify for the bus operator position. Through providing this model, Early Onboarding Associates have increased CDL testing pass rates in initial bus training and increased promotion rates to the MAX light rail operator position. Early Onboarding Project Manager, Logan Brouelette, utilized Early Onboarding Associates to understand the barriers to retention for new bus operators once out of initial training. Brouelette will discuss how this information transferred to expanding the Operator Mentor Committee and providing structured guidance and support to new bus operators by pairing them with experienced mentors. This session will focus on the importance of cross agency collaboration and always looking for ways we can improve our work environment by gathering feedback on the new employee experience.

TransLink - Facilities Strategic Plans

Thursday, October 3rd

3:15pm-3:45pm

Presenter: Joeseph Peace (TransLink, Vancouver, BC)

The successful delivery of long-range transit plans requires that supporting facilities – such as storage depots and maintenance centers – are available at the right time, have the necessary functions, and are suitably located. However, long lead-times, high costs, and competing priorities mean that constructing and upgrading essential transit facilities can be highly complex. Furthermore, many different parts of an agency – including planning, operations, maintenance, and more – need to be involved to ensure success. TransLink's Facilities Strategic Plans provide a roadmap to align our future fleet and facility needs with the service levels outlined in our long-range plans. Crucially, they establish the existing conditions for our fleet and facilities, outline the future needs of the system in alignment with our long-range plans, and provide strategies to enable us to meet these needs. In this presentation, I will provide an overview of TransLink's Facilities Strategic Plans, including how we worked with teams across TransLink and our operating companies to deliver plans for our fixed-route bus, paratransit (HandyDART), and rail rapid transit (SkyTrain) services, and explain how these plans are used to help guide transit investment and expansion in Metro Vancouver.

OnDemand Transit - Learnings from the Launch of a New Service Type

Thursday, October 3rd

3:45pm – 4:15pm

Presenter: Carl Purvis (BC Transit, Victoria, BC)

In April 2024, BC Transit launched its first OnDemand service in a neighbourhood of Kelowna, BC. While BC Transit has several systems using on-request style services, this was the first to use a thirdparty application and algorithm to optimize performance. This presentation will outline the ramp up to launch, problems that needed to be addressed, and the change management process undertaken to get this service started.

Before & After: Quantifying Speed & Reliability Benefits of a Major Capital Improvement Project

Friday, October 4th

9:30am - 10:00am

Presenter: Andrew Randall (King County Metro, Seattle, WA)

This presentation will discuss the joint capital partnership project between King County Metro (Metro) and Seattle Department of Transportation (SDOT) on King County Metro's Route 44. Metro and SDOT worked collaboratively to implement transit priority and pedestrian safety improvements along the east/west running Route 44 between Ballard and the University of Washington. Following implementation of the project, Metro staff analyzed transit data to determine the Speed & Reliability benefits of the project. The session will inform participants on the methods of assessment following a major capital improvement project to improve transit speed and reliability, what story the data tells, and how this type of analysis may impact future running time considerations.

What's Next for Transit Signal Priority at TriMet?

Friday, October 4th 10:00am – 10:30am Presenters: Luke Norman (TriMet, Portland, OR) Cara Belcher (TriMet, Portland, OR)

With the launch of FX2-Division showing that next generation Transit Signal Priority (TSP) can decrease travel times by 20%, we've been seeking new ways to bring the benefits of TSP to our riders. Currently our efforts range from making targeted spot improvements, building regional programs and partnerships, to pursuing federal funding for corridor implementation. We'll share some of our initial results, along with lessons learned on cost-sharing, getting partners on board, and keeping everything running smoothly with operations.

How Metro uses LOCUS data: New Data Source for Mobility Projects

Friday, October 4th 10:50am – 11:20am Presenter: Kate Ito (King County Metro, Seattle, WA)

Recently King County Metro acquired LOCUS data, a Cambridge Systematics' Location-based Services (LBS) data product. LBS data can be used to understand origins/destinations by travel purpose, time of day, day of week, and traveler type (resident, visitor, and equity population) and transit competitiveness

with trips made by car. Metro has been working to incorporate this new data product into the mobility planning process. In this session, Metro will discuss the experience of integrating this new tool into planning and mobility projects and opportunities for research and future applications.

More than an academic exercise: Public Transit/Public School Partnership

Friday, October 4th 11:20am – 11:50am

Presenter: Karl Otterstrom (STA, Spokane, WA)

Over the course of 18 months, a diverse array of actions and events converged to uncover a distinctive and timely opportunity. This presentation will detail how Spokane Transit ignited and established a novel partnership with Spokane Public Schools, Washington State's second-largest school district. This collaboration has hastened the transit system's recovery from the COVID-19 Pandemic and broadened its ridership base to encompass a new generation.

Mission Impossible!

Planning Practical Exercise

Friday, October 4th

1:50рт – 2:50рт

Facilitator: Emily Poole (STA, Spokane, WA)

Put your thinking caps on! Every agency has them, your toughest planning nuts to crack, the situations that no matter how many times you look at them, you just can't find a good solution... you might even call them impossible. While you are here, join us for our own set of "Mission Impossible" planning situations. Take on the challenge and give us a fresh set of eyes on range of situations that span from needing attention to right now to developing a strategic approach in the future, your experience and expertise is requested. Choose to explore solutions to one of situations below in a group planning practical exercise. Can you take on the mission?

<u>Route 25 Layover</u> – Limited space downtown, pressure to get out of metered parking, a facility that can cause damage to the buses, and a long-term solution that is too far away to wait for, where can the Route 25 layover downtown now? Or does it need to?

<u>Multi-State Transit Agreement</u> – The current 10-year plan will see a pilot route to northern Idaho before its sunsets in two years. Most people are excited about it, and it's expected to be a success, but then what? How to approach a multi-state transit agreement.

<u>Mead Routing</u> – When the next BRT line launches there will be a Transit Center far enough north to allow planning for service in Mead, WA. Partly rural but quickly developing, how to route service into Mead with constrained hours after Mead Transit Center comes to life.

<u>Dakota and Jay</u> – Route layovers converge in north Spokane, but the WinCo is not longer the best solution for operators based on time and location. With a leased warehouse up the street, a comfort station CIP in the wings, and a BRT line that could mean routing changes on the horizon, what is to be done at Dakota and Jay?

<u>Expanding McFarlane Industrial Service</u>- Industrial activity is on fire on McFarlane Rd in the West Plains and people are going to need to get to work. Once just the home of a small Amazon fulfilment center, permitting and plans for the entire stretch of the street have come quickly and will need service soon. Within current service constraints and requiring re-routing, the industrial expansion along McFarlane Rd needs attention now.

Technical Tours

Friday, October 4th 3:00 pm – 4:00pm Join us on one of three exciting tours across the region!

This year we will be offering two technical tours that will visit historical and current transit highlights of STA's service area. Each tour will be on a promotional bus that will be out-of-service to the general public. You will be able to bring your personal items on-board with you. The tours will start and end at the SCC Transit Center located directed outside the conference venue.

Battery Electric Bus Charging Facility – Northwest Garage



Follow along from the concept of a new BEB charging facility near SCC to the reality of the Boone Northwest Garage. Built in 2019, our newest bus facility accommodates vehicle storage, electric vehicle charging infrastructure, and a vehicle washer. The new garage was not initially identified as a BEB charging facility, and the plan changed when the building was already in design. The Northwest Garage services the fleet for the Central City Line and the Monroe Regal Line, both part of the High-Performance Transit Network.

Transit Oriented Development: Then and Now - West Central and Kendall Yards



Washington Water Power Street Cars

Kendall Yards Single Housing Design (Greenstone 2010)

Take a ride to the West Central neighborhood, one of the original sites of transit-oriented development in Spokane from the late 1880's to the 1930's, growing rapidly along the Washington Water Power Streetcar lines. Then move to one of Spokane's newest neighborhoods, Kendall Yards, with successful transit-adjacent programs that have helped to revitalize the North Bank.

*This tour will be limited to 15 attendees and will be first come, first serve.

Presenter Bios

E. Susan Meyer (Spokane Transit Authority, Spokane, WA)

Welcome

E. Susan Meyer has served as the Chief Executive Officer of Spokane Transit Authority since 2005. She earned an undergraduate degree in psychology and a master's degree in business (MBA) from Eastern Washington University. During her 19+ years with STA, she has championed the planning, development, funding and execution of the region's first Bus Rapid Transit (BRT) project: the City Line. She hosted guests from the United States Department of Transportation, the Federal Transit Administration (FTA), Governor Inslee, state Senators and local dignitaries to cut the ribbon on this project. During her term as CEO, she shepherded the agency through the adoption of its first battery electric vehicles, a fleet which is now 25% electrified. Susan served as committee vice chair of the APTA BRT Council and skillfully navigated policy issues through this important committee. She served on the TOPS committee which recommends transit-related research projects (TCRP) for federal funding. At the state level, Susan was appointed by the Secretary of Transportation to the Washington State Transportation Improvement Board which distributed nearly \$100 million annually for transportation projects. She is the past President of the Washington State Transit Association. Susan's local civic work includes serving on the Spokane Mayor's Economic Roundtable; Downtown Spokane Partnership Board; Spokane Regional Transportation Council Board; Dean's Advisory Board at the EWU College of Business & Public Administration; and the Honorary Commanders' Program at Fairchild Air Force Base.

Karl Otterstrom (Spokane Transit Authority, Spokane, WA)

The Big Picture, More than an academic exercise: Public Transit/Public School Partnership

Karl Otterstrom is a native of Spokane, Washington, and earned his Bachelor's degree from Eastern Washington University in 2002. He later obtained his Master's degree in Urban Planning from the University of Washington. Mr. Otterstrom has worked in the fields of urban, regional and transportation planning for over 15 years. Since 2009, he has held the position of Chief Planning and Development Officer for the Spokane Transit Authority. He is a member of the American Institute of Certified Planners.

Max Henkle (Community Transit, Everette, WA)

2024 & Beyond: Leveraging Regional Light Rail to Expand Intra-County Service

Max Henkle is the Manager of System Design & Scheduling at Community Transit serving Snohomish County, WA. He's previously served in service planning roles at Sound Transit and Pierce Transit, has a keen interest in delivering a seamless experience to riders across jurisdictional boundaries.

Geoffrey Chum (TransLink, Vancouver, BC)

Changes in Peak Ridership Demand Before, During, and After the Pandemic on TransLink's Buses Geoffrey Chum is a Senior Planner in Transit Planning with TransLink; he has been with the organization for almost 10 years. Prior to that, he was with the BC Ministry of Transportation and Infrastructure, working on the Evergreen Extension SkyTrain project for more than 5 years. Geoffrey has Bachelor and Master of Science degrees in Civil Engineering from Texas A&M University.

Ning Yan (TransLink, Vancouver, BC)

Changes in Peak Ridership Demand Before, During, and After the Pandemic on TransLink's Buses

Ning Yan is a Student Transportation Planner with TransLink's Transit Network Management team and a graduate student at the University of British Columbia's School of Community and Regional Planning where he specializes in land use and transportation planning.

Matt Yarrow (Seattle DOT, Seattle, WA)

The Seattle Transit Measure – How SDOT Prioritizes Transit Investments

Matt Yarrow is the Program Manager for the Seattle Transit Measure (STM) at the Seattle Department of Transportation, where he supports program administration, budgeting, and SDOT transit planning efforts. Prior to starting with SDOT in late 2022, Matt worked for a small transit operator in Ithaca NY for 10 years in positions ranging from Service Analyst to Service Development Manager to Assistant GM.

Carolyn Birkenfeld (Seattle DOT, Seattle, WA)

The Seattle Transit Measure – How SDOT Prioritizes Transit Investments

Carolyn Birkenfeld is a Senior Transportation Planner at the Seattle Department of Transportation where she supports a range of transit data analysis needs including service planning, transit performance monitoring, prioritization methodologies, GIS analyses, and data visualization. She brings transportation data expertise from her time working in the public, private, and academic sectors.

Ryan Brodwater (STA, Spokane, WA)

High Performance Transit: What it Means to the Rider

Ryan Brodwater is a Capital Projects Manager for Spokane Transit Authority with nearly 30 years of progressive experience in construction, engineering, and project management. Ryan managed the planning, design, and construction of STA's first High-Performance Transit (HPT) Route 4 which started service in September 2019. Ryan is currently managing implementation of HPT Route 9 and construction of a new Transit Center for future HPT Route 7.

Yingying Huang Fernandes (King County Metro, Seattle, WA)

Restoring COVID-era Suspensions Differently

Yingying Huang Fernandes is a transportation planner in the Service Planning team at King County Metro and has been with the agency for 3.5 years. She leads a small team of service planners who plan transit services in the City of Seattle and northwest King County. She has worked in both the public and private sectors in the Greater Seattle area over the last 8 years and has recently served as the Project Manager of major service restructure projects including the Lynnwood Link Connections Mobility project and the G Line-Madison Street Area Bus Service change project.

Chad Johnson (STA, Spokane, WA)

City Line Blocking

Chad Johnson is a Senior Transit Planner and Scheduler at STA where he has been in this position for two years however, Chad has been with STA since 2002. Beginning his career as a coach operator, Chad learned transit through driving for the first 13 years of his time with STA. Deciding he wanted to make a larger impact for his fellow operators Chad joined the STA Service Development team as the agency run- cutter before transitioning to his current speciality in planning and scheduling.

Ryan Kennett (BC Transit, Victoria, BC)

A Match Made in Heaven: Maximizing In-Service Hours Using Route Pairing and Other Concepts

Ryan Kennett was hired by BC Transit in 2005 as a transit operator, where he spent his first twelve years. After a brief stint in the Planning Department in early 2017, Ryan moved into Scheduling where he feels he has found his happy place. His current role is Senior Transit Scheduler and Work Lead.

Logan Brouelette (TriMet, Portland, OR)

The Role of Relationship Building with Bus Operator Retention

Logan Brouelette is a Human Resources Project Manager at TriMet specializing in hiring, retention, and workforce training programs for entry-level CDL positions. Brouelette has been at TriMet for 3 years and comes from a background in social services and 10+ years working in a variety of career and academic advising positions in higher education.

Joeseph Peace (TransLink, Vancouver, BC)

TransLink - Facilities Strategic Plans

Joseph Peace is a planner with experience in transportation policy and transit service planning. From buses to bikes, electric vehicles to equity, and wayfinding to walkability, Joseph is interested in all things transportation and urbanism. After completing a Master of Planning degree at Toronto metropolitan University, Joseph joined the Transit Network Development team at TransLink in Metro Vancouver, where he focuses on long-term strategic planning across rail, bus, passenger ferry, and paratransit services.

Carl Purvis (BC Transit, Victoria, BC)

OnDemand Transit - Learnings from the Launch of a New Service Type

Carl Purvis is the Manager of Planning at BC Transit where he leads a team of planners that oversee the planning and execution of both short-term and long-term transit planning initiatives in over 130 communities across the province of British Columbia. Carl has been a professional planner for 16 years, working for cities including Sydney Australia, Calgary Alberta, North Vancouver BC, and Halifax Nova Scotia.

Andrew Randall (King County Metro, Seattle, WA)

Before & After: Quantifying Speed & Reliability Benefits of a Major Capital Improvement Project

Andrew Randall (he/him) is a Transportation Planner with King County Metro in the Speed & Reliability team. His work focuses on using data to identify and verify issues that cause transit delay and working with Metro staff and partner agencies to implement improvements to support better bus service throughout King County. Andrew grew up in the Seattle-Tacoma area and currently lives in Seattle.

Luke Norman (TriMet, Portland, OR)

What's Next for Transit Signal Priority at TriMet?

Luke Norman is a Senior Planner at TriMet in Portland, OR, acting as the service planning lead for the annual service plan, transit priority, and transit center expansion. Before working on transit in Portland, Luke enjoyed riding buses and trains in Chicago, Mexico City, and Singapore.

Cara Belcher (TriMet, Portland, OR)

What's Next for Transit Signal Priority at TriMet?

Cara Belcher is a registered professional engineer and Sr. Project Manager in TriMet's Engineering & Construction Division. Cara is TriMet's project manager for the region's bus speed and reliability program, Better Bus, and is involved with the planning and development of future Frequent Express corridors. Prior to her time at TriMet Cara worked for a private consulting firm and focused on the design of Bus Rapid Transit projects for various US agencies.

Kate Ito (King County Metro, Seattle, WA)

How Metro uses LOCUS data: New Data Source for Mobility Projects

Kate Ito is a transportation planner at King County Metro focusing on service planning in South King County. Kate has nearly a decade of interdisciplinary experience as a planner and analyst working in transit planning, transportation analytics, data modernization, and policy/heath impact assessment. She enjoys using evidence-informed decision-making to make transit the easier choice for getting people to where they want to go.