

**Planning and Stakeholder Relations Committee
Minutes
June 16, 2022**

The meeting was called to order at 8:30 a.m. in Port Authority’s Neal H. Holmes Board Room at 345 Sixth Ave., Fifth Floor, Pittsburgh, with the following in attendance:

Via WebEx Board Committee Members

John Tague, Jr., Chairman
Jessica Walls-Lavelle
Ann Ogoreuc
Stephanie Turman

Board Members and Solicitor

Representative Austin Davis
Gerald Delon
Jen Liptak
Representative Lori Mizgorski
Michelle Zmijanac

Opening Remarks

Mr. Tague, Jr., Committee Chair, opened the meeting and welcomed those in attendance.

Approval of Minutes from the May 19, 2022, Planning and Stakeholder Relations Committee Meeting

Mr. Tague, Jr. asked committee members if there were any corrections to the minutes. There were none and members approved the minutes.

PRT Rebranding Update (Jim Ritchie)

Mr. Ritchie gave a brief update on where we are for the rebranding process, status on where things stand, what has occurred, and what is coming next. As most of you already know, on June 9, 2022, we announced the Authority’s intention on rebranding the Agency as Pittsburgh Regional Transit. We made a public announcement, which was held at Gateway Station and was open to media and invited guests. There was a lot of coverage and visibility that day.. We did have one bus wrapped with the new Pittsburgh Regional Transit name and design, so, there were some visual tools for people to see which will roll out over the system within the coming months. Some of the changes underway right now are internal. We started with the public announcement, making our intention known about changing the identity of the agency to Pittsburgh Regional Transit. But, a lot of the changes that will be noticeable to riders and the public in the future, such as bus design, signage, operator uniform and website changes, are going to occur in the months ahead. Some of these things will take a little bit of time, possibly two to three months. Other things such as, changing out the look of our entire bus fleet, our rail fleet and the signage across the system will take longer. So, right now what

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we are doing is working with all of the groups who are responsible for those kinds of things:

- Making signage changes
- Ordering buses – to make sure that they will come in already with the PRT look imbedded to those buses.
- Uniforms
- Website changes
- Public awareness campaign – two months of public awareness promotion throughout the area, to make people aware of the name change, what PRT is and what it is going to look like, just so people know there is a change happening.

These are occurring to illustrate to customers what they may see in the coming months, including bus appearance changes and signage changes, so it does not come as a shock.

Internally we are sharing this information throughout this organization and will be continuing to do so over the next couple months. A lot of our employees were involved early on in this process which really started pre-pandemic. So, a lot the early research that led to this change was prior to COVID-19 hitting the United States. We had employee groups, focus groups and stake holder groups where we did a lot of research, and so a lot of our employees were involved up front at that time. As that information was gathered and collected we did some internal sharing of that information. It has been some time since that has happened so there might be a need for an internal refresher if you will just share internally what the name is, what the look is and what the changes will be throughout the system.

So, there are a couple legal steps and the resolution, basically allows Port Authority to change its trade name for doing business. Legally we are Port Authority of Allegheny County. We were established that way in the second-class Port Authority of Allegheny County Way Act and we will be able to do business as (d/b/a/) Pittsburgh Regional Transit. This will be the brand name of the agency. We have had brand names in the past and other transit systems across the country have a similar setup, So, that is the process we need to follow to make this change legally in our end. It doesn't change anything regarding our status in government or funding or ability to achieve funding or anything of that nature. The resolution allows Port Authority of Allegheny County to make this change to Pittsburgh Regional Transit and it authorizes the agency to begin operating and doing business as Pittsburgh Regional Transit effective July 1, 2022. The resolution allows us to brand our business and our operation under a fictitious trade name, Pittsburgh Regional Transit or PRT without changing that legal name and the resolution

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provides CEO and the Senior Management Team to take all necessary actions to update the system, including items such as vehicles, signage, stations, stops, uniforms for employees, the website, and more, as well as any actions necessary to protect our intellectual property interest in investment, items such as our PRT designs, images, our logo name, and other similar items.

Ms. Kellerman wanted to make two comments; there was an article over the weekend in the Pittsburgh Post-Gazette noting feedback and some information on our rebrand to Pittsburgh Regional Transit, specifically focusing on fare technologies and service. And I just wanted to point out that SPC has been handling a fare program through the Transit Operators Committee and other committees for over a year, so this is an on-going regional program to my understanding, which all of our regional partners are participating in.

Ms. Kellerman's second statement: I would note importantly, when it comes to service today, if you live in Ross and you want to go to Cranberry for work or vice versa, you must go all of the way into Downtown Pittsburgh to transfer and pay two fares to complete your trip. Same thing if you are in Moon and want to go to the cracker plant, or if you are in Monroeville and want to go to Westmoreland. So when you are discussing service to our region it is undeniable that we all have opportunities to work better together. Our goal is always to make the experience easier for folks to get where they are going.

Resolution

1. Authorization for Port Authority of Allegheny County to Conduct Business and Operate as Pittsburgh Regional Transit (Jim Ritchie) Approved and moved to full board approval

Questions from Board Members and Others

1. Mr. Tague, Jr., stated that one of the things that he noted, and went through when they changed the name of Department of Public Welfare to the Department of Human Services, it takes time to make all of these changes, it is not an easy step, especially the ConnectCard, etc.
 - a) Mr. Ritchie replied: Yes, it is going to take time and we probably would have done this in a similar way with announcing the name first and rolling out the changes second. Even if we were able to go back a couple years and move forward as we have originally planned, but there has been some disruption to that due to the Pandemic. So it is going to take some added time to make all of those changes throughout the system. But, we do

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want to take advantage of some of our normal cycles of ordering vehicles and bringing new uniforms to the system. So, those things happen naturally anyway on a manual basis in most cases, so we want to take advantage of that. Roll the change through that as much as possible, it is more efficient and a better financial decision for us in the long run.

2. Ms. Ogoreuc asked when will we see the first bunch of buses come in the paint scheme?
 - a) Mr. Ritchie responded that he would like to say about a month: but we are basically trying to figure out how to make an initial bunch of changes that we wouldn't normally do through a bus purchase. For example, basically just remove some decals that exist today on the vehicles and replacing them with PRT decals. So, we are trying to nail down a timeline now, but I believe over the next two to three months we are going to see some. I think the easiest thing to see change will be the website, that will be over the next few weeks.
3. Mr. Tague asked Mr. Ritchie, how does this tie into the BRT, is this going to be the same or different?

Mr. Ritchie responded: Well, the branding does tie into the BRT project and in some ways we were waiting for or at least holding off until the organizational rebrand to address the name of the BRT system. We do have some information on that coming up just not this month and I will be able to along with Mr. Huffaker point to that more specifically probably in the next two to three months as this moves forward.