Chairperson Gainsley set discussion time for 20 minutes.

Mr. Hewitt began the report:

The draft for the Board discussion came from the Sustainability Study done before he was on the Board. It covered 3 areas: social responsibility, environmental responsibility, economic development. Balancing these is the challenge for the Board. They can’t do it all in each area, as much as they would like to.

They removed Customer Satisfaction component. It is recommended to be considered in Executive limitations.

Tonight, they will not go into detailed wordsmithing but will seek feedback on the overall structure of the 3 Ends to pursue and how to balance them all.

Mr. Gururaja commented that he did not read the detail. He likes the structure because of the 3 main goals being balanced. The ridership vs. coverage discussion will help coordinate this. He is interested in how this will play out. The environment is listed 2nd for a reason. The Board should recognize the unintended consequences of decreasing the bus emissions vs. long term change to do it better.

Mr. Hewitt commented that there is not a hierarchy. All areas are equal. The Board will decide the weight of each one. Look at the big picture for the environment. Maybe not use all electric buses but can decrease car usage to decrease emissions. Look at the entire environment such as renewable energy. It would be good to look at each option.

Mr. Allemang commented that he likes the new Ends Policy more than the old one. They did a great job. He agrees about Customer Satisfaction. Equity is one piece of the picture. He likes that the report is broader with increased detail.

Mr. Krieg commented that he would like to eliminate “operations” from 1.2.1.1 and 1.2.2.2 because it is defined in the policy government structure as the CEO and staff. Per Mr. Gururaja, the Board and the organization are not just interested in what buses spew out but in overall emissions. So, remove “operations”. It should be what creates the least possible emissions. Transportation uses control over resources and minimizes waste though it’s not necessary for the CEO to do this.
Ms. Gainsley commented that she agreed with all that has been said. She likes this report better than the one before. The goal is to move forward and decrease emissions which is good for us and our total carbon footprint. She would like headquarters powered by solar panels and would like the Board to face that decision. She is comfortable with the economics of the report.

Mr. Cooper agrees with all. This is a jump forward. Ms. Gainsley’s comments and Mr. Yang’s report lead to an End Statement that makes them more proactive in the environment such as with land use and land development. In adapting a vision and an End Statement, the Board should be proactive and leading to create efficiency and integration.

Ms. Gainsley commented that if you conserve natural resources but the density in coverage areas is increasing, what is the efficiency? They contradict each other. We promote “smart growth”. How? Item 1.2.2.1 makes it more compact and walkable. Be more specific with a goal for how transit would promote smart growth.

Mr. Hewitt commented that Rose Mercer helped with the phrasing and structure of the report. She also ran the retreat. Having a hearing about the environment would make them more proactive. How to do that would be a challenge especially with the land development. He gave the example of a medical organization having the goal to cure cancer but it is beyond their budget and financial means. There are tradeoffs to all the ends. To whom and at what cost. Regarding the environment, they will discuss how to develop the land, not just the emissions. They are almost close to their goal therefore need to give staff direction on the budget. He appreciated the comments, especially the positive ones! They have a good direction for the staff moving forward. Use the Ends as a working model to inform the FY2019 budget.

Ms. Gainsley agrees and appreciates the work of the drafting committee. They have enough direction that staff can use for development. She asked Mr. Carpenter if he agreed.

Mr. Carpenter agreed.

Ms. Gainsley asked for before the June Board Meeting they share the proposed Ends with owners and seek input.

Mr. Hewitt commented that the Ends could be adopted at the next meeting because they are close enough.