

**METROPOLITAN
TRANSPORTATION
COMMISSION**
Meeting Transcript



FEBRUARY 23, 2026

1 **REGIONAL NETWORK MANAGEMENT COUNCIL**

2 **MODNAY, FEBRUARY 23, 2026, 11:30 AM**

3

4

5 **V. CHAIR, APRIL CHAN:** ALL RIGHT EVERYONE GOOD MORNING THIS IS
6 APRIL CHAN I'M FROM SAMTRANS OUR REGIONAL NETWORK MANAGEMENT
7 COUNCIL CHAIR IS DELAYED A BIT. SO I'M GOING TO GO AHEAD AND
8 GET STARTED. I WOULD LIKE TO CALL TO ORDER THIS MEETING OF THE
9 REGIONAL NETWORK MANAGEMENT COUNCIL. THIS MEETING IS BEING
10 WEBCAST ON THE MTC WEB SITE. REMOTE PARTICIPANTS WISHING TO
11 SPEAK SHOULD USE THE RAISED HAND FEATURE OR DIAL STAR NINE AND
12 YOU WILL BE CALLED UPON AT THE APPROPRIATE TIME TO SPEAK.
13 TELECONFERENCE ATTENDEES WILL BE CALLED UPON BY THE LAST FOUR
14 DIGITS OF THEIR PHONE NUMBER. OKAY WE'RE GOING TO GO AHEAD AND
15 MOVE TO AGENDA ITEM NUMBER ONE WOULD THE CLERK PLEASE CALL THE
16 ROLL AND CONFIRM A QUORUM?

17

18 **CLERK, BRITTNY J. SUTHERLAND:** ABSOLUTELY POWERS IS RUNNING
19 BEHIND. VICE CHAIR CHAN?

20

21 **V. CHAIR, APRIL CHAN:** HERE.

22

23 **CLERK, BRITTNY J. SUTHERLAND:** BOUCHARD?

24

25 **MICHELLE BOUCHARD:** PRESENT.



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1

2 **CLERK, BRITTNY J. SUTHERLAND:** CHURCHILL?

3

4 **BILL CHURCHILL:** HERE.

5

6 **CLERK, BRITTNY J. SUTHERLAND:** EDE?

7

8 **SPEAKER:** HERE.

9

10 **CLERK, BRITTNY J. SUTHERLAND:** FOR GONOT?

11

12 **SPEAKER:** HERE.

13

14 **CLERK, BRITTNY J. SUTHERLAND:** JUST NOT HERE YET. KIRSCHBAUM?

15

16 **JULIE KIRSCHBAUM:** HERE.

17

18 **CLERK, BRITTNY J. SUTHERLAND:** LLAMAS?

19

20 **SAL LLAMAS:** HERE.

21

22 **CLERK, BRITTNY J. SUTHERLAND:** MULLIGAN?

23

24 **DENIS MULLIGAN:** PRESENT.

25



1 **CLERK, BRITTNY J. SUTHERLAND:** MURPHY?

2

3 **SEAMUS MURPHY:** HERE.

4

5 **CLERK, BRITTNY J. SUTHERLAND, BRITTNY J. SUTHERLAND:** WELCOME.

6 WE DO HAVE QUORUM.

7

8 **V. CHAIR, APRIL CHAN:** ARE THE WELL. THANK YOU VERY MUCH WE'RE

9 GOING TO THE CONSENT CALENDAR 2A AND 2B. DO WE HAVE COMMENT ON

10 THIS ITEM?

11

12 **CLERK, BRITTNY J. SUTHERLAND:** THERE IS NO WRITTEN COMMENTS

13 RECEIVED FOR THIS ITEM, AND THERE NO MEMBERS IN THE BOARDROOM

14 OR ZOOM WISHING TO SPEAK ON THIS ITEM.

15

16 **V. CHAIR, APRIL CHAN:** OKAY DO WE HAVE ANY OF OUR MEMBERS WHO

17 WOULD LIKE TO COMMENT ON THESE ITEMS? ALL RIGHT I DON'T SEE

18 ANY. DO WE HAVE A MOTION AND SECOND TO APPROVE THE CONSENT

19 CALENDAR?

20

21 **SPEAKER:** SO MOVED.

22

23 **SPEAKER:** SECOND.

24

25 **V. CHAIR, APRIL CHAN:** ALL RIGHT SO I HAVE A MOTION BY MICHELLE



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1 BOUCHARD FROM CALTRAIN AND SECOND BY DENIS MULLIGAN FROM
2 GOLDEN GATE TRANSIT. ALL IN FAVOR, SAY AYE. [AYES]

3

4 **V. CHAIR, APRIL CHAN:** ARE THERE ANY OPPOSED? OKAY. THIS ITEM
5 HAS BEEN APPROVED UNANIMOUSLY. OKAY. WE'RE GOING TO MOVE ON TO
6 -- ACTUALLY, I'M GOING TO PROPOSE FOR THE ACTION ITEMS I'M
7 GOING TO WAIT UNTIL OUR ESTEEMED CHAIR IS HERE THIS IS
8 ELECTION OF THE CHAIR AND VICE CHAIR. WE CAN MOVE ON TO ITEM
9 3B REGIONAL MAPPING AND WAYFINDING INITIAL STANDARDS AND
10 RELEASES AND PROJECT UPDATES. I'M GOING TO HAND IT OVER TO
11 DIRECTOR MELANIE CHOY YOU ARE GOING TO KICKOFF THIS ITEM FOR
12 US.

13

14 **MELANIE CHOY:** THANK YOU VICE CHAIR CHAN. MELANIE CHOY DIRECTOR
15 OF REGIONAL NETWORK MANAGEMENT. BEFORE THE TEAM PRESENTS I
16 WANT TO TAKE A MOMENT TO FRAME TODAY'S DISCUSSION. WHAT YOU
17 WILL SEE TODAY REPRESENTS A COMPONENT OF A BROADER VARIETY OF
18 SIGNAGE AND NAVIGATION STANDARDS THAT ARE DESIGNED TO SUPPORT
19 THE ENTIRE PATH OF TRAVEL THIS IS ONE COMPONENT. WE BRING IT
20 BACK FOR ACTION IN THESE PIECES. AND THEN, COLLECTIVELY,
21 PIECES WE ARE TAKING TO YOU, BRINGING FORWARD STANDARDS AND
22 ULTIMATELY THE PACKAGE OF STANDARDS WILL COME TO YOU AND MTC
23 COMMISSION FOR ADOPTION. PRESENTED TO YOU OVER THE LAST YEAR
24 AND A HALF SECOND COMPONENT IS THE TRANSIT STOP GUIDE. THOSE
25 ARE THE TWO COMPONENTS AND WE COULD HAVE CHOSEN A DIFFERENT



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1 COMPONENT TO BRING FORWARD FIRST BUT WANTED TO PRIORITIZE THE
2 TRANSIT BUS STOP FLAGS BECAUSE THEY OFFER IMMEDIATE
3 OPPORTUNITY FOR IMPLEMENTATION, IN ADDITION TO THE NINE PILOT
4 LOCATIONS THAT WE ARE INSTALLING SIGNAGE AT THERE ARE SEVERAL
5 BUS OPERATORS THAT ARE PREPARING TO REPLACE THEIR SIGNAGE AND
6 SO THEY HAVE BEEN WAITING FOR AVAILABILITY OF STANDS SO THIS
7 ALLOWS US TO MOVE FORWARD WITH THE PILOTS FOR TRANSIT AGENCIES
8 THAT ARE WAITING FOR THE FLAGS TO GET FINALIZED IN TERMS OF
9 STANDARDS TO PROCEED WITH THEIR LOCAL PROJECTS. THE HIGHLIGHT
10 IS THAT THE TRANSIT STOP GUIDE DOES NOT LOCK US INTO FINAL
11 DESIGN REGIONAL STANDARD SO ROLLED OUT WE'RE GOING TO TEST
12 THINGS OUT AND REFINING THINGS THROUGHOUT UNTIL V ONE
13 STANDARDS ARE APPROVED IN FULL. SINCE PRESENTING UPDATE IN
14 AUGUST. YOUR STAFF HAVE BEEN WORKING CLOSELY WITH GORDON AND
15 JUMANA AND EXTENDED TEAM JASON LEE, AARON PRIVEN AT MTC TO
16 FINALIZE THESE MATERIALS AND BUILT IN A LOT OF WORKSHOPS WE
17 HAVE HELD AND ACCESSIBILITY REVIEW AND PUBLIC INPUT THERE IS A
18 LOT OF WORK BEHIND THE SCENES SO WE'RE CONFIDENT WHAT WE'RE
19 PRESENTING TODAY IS DESIGNED FOR THE BENEFIT OF THE REGION AS
20 A WHOLE NOT JUST FOR MTC, OR BART OR SFMTA OR ANY PARTICULAR
21 AGENCY BUT COLLECTIVELY ALL OF US. LASTLY, WE REALLY THANK YOU
22 FOR TRUSTING US TO LOOK OUT FOR THE REGION AND BRING FORWARD A
23 DESIGN THAT SERVES THE SHARED INTEREST OF US ALL AND NOT FROM
24 AN INDIVIDUAL AGENCY'S PERSPECTIVE. SO WITH THAT I'M GOING TO
25 TURN IT OVER TO GORDON TO KICKOFF THE PRESENTATION.



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1

2 **GORDON HANSEN:** GREAT THANK YOU VERY MUCH MELANIE AND GOOD
3 MORNING VICE CHAIR CHAN AND OTHER COUNCIL MEMBERS. FOR THOSE
4 AT HOME, I'M GORDON HANSEN PROJECT MANAGER FOR REGIONAL
5 MAPPING AND --

6

7 **JUMANA NABTI:** AND I'M JUMANA NABTI TRANSIT OPERATOR LIAISON ON
8 THE CORE PROJECT TEAM WITH BART.

9

10 **GORDON HANSEN:** IT'S GREAT TO BE BACK WITH YOU TODAY OUR FIRST
11 IN THE NEW YEAR IN I CAN STILL SAY IT HAPPY NEW YEAR. ANYWAY
12 LET ME GET THIS GOING. ALL RIGHT COOL. TODAY AS MELANIE
13 MENTIONED MARKS AN IMPORTANT MILESTONE FOR OUR PROJECT
14 BRINGING FORWARD THE FIRST SET OF RELEASES FROM THE REGIONAL
15 WAYFINDING STANDARDS REFLECTING EXTENSIVE COLLABORATION AND
16 AGENCY STAFF ACCESSIBILITY PARTNERS IN THE PUBLIC. TODAY AFTER
17 REVIEWING SOME OF THE WIDER PROJECT UPDATES WE'RE GOING TO
18 WALK THROUGH WHAT'S INCLUDED IN THE RELEASES. WE'LL STAIR
19 WHAT'S READY STILL IN DEVELOPMENT AND BALANCING PRIORITIES. WE
20 LIKE TO START WITH PROJECT GOALS IMPROVE ACCESSIBILITY SUPPORT
21 RIDERSHIP GROWTH AND ENHANCE OPERATION EFFICIENCY. BUILDING ON
22 THESE ARE PROJECT VALUES INCLUDING DESIGNING FOR ALL
23 INTERCONNECTEDNESS ACROSS THE REGION DESIGN EXCELLENCE AND
24 BALANCED OUT BY OPERATIONAL VIABILITY THESE CONTINUE TO GUIDE
25 DECISION-MAKING ESPECIALLY WHEN AGENCIES HAVE DIFFERING



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1 PRIORITIES OR WHEN WE NEED TO NAVIGATE COMPLEX TRADEOFFS THESE
2 VALUES KEEP THE SYSTEM CONSISTENT AND ANCHORED TO GOALS AS
3 ELEMENTS ARE ADDED OR REFINED. THIS TIMELINE SHOWS HOW THE
4 VARIOUS PROJECT ELEMENTS OVERLAP AND SUPPORT EACH OTHER AND
5 WHERE WE ARE TODAY. SINCE 2023 WE HAVE INSTALLED AND EVALUATED
6 THREE TESTS OF INITIAL SIGN AND MAP DESIGNS, AKA, THE
7 PROTOTYPES. WE HAVE INITIATED PLANNING AT OUR PILOT SITES AND
8 BEGUN PROCUREMENT FOR A CONTRACTOR IMPLEMENT THOSE PILOTS.
9 TODAY WE'RE AT AN INFLECTION POINT IN ADDITION RELEASING
10 INITIAL COMPONENTS OF THE VERSION ONE STANDARDS WHICH WILL
11 SUPPORT AGENCY LED PROJECTS WE'RE ACTIVELY PREPARING THE PILOT
12 PROJECTS FOR IMPLEMENTATION WE PLAN TO RETURN TO THE COUNCIL
13 LATER THIS YEAR WITH UPDATES ON ALL ELEMENTS INCLUDING MORE
14 CONCRETE SCHEDULE FOR PILOT DELIVERY. A FEW PROJECT HIGHLIGHTS
15 SINCE OUR LAST MEETING WE HIT ANOTHER BIG MILESTONE LAST
16 FRIDAY WHEN WE RELEASED OUR REQUEST FOR QUALIFICATIONS OR RFQ
17 FOR CONTRACTORS TO IMPLEMENT THE PILOT PROJECTS AT TRANSIT
18 HUBS AND END TO END NORTH BAY BUS ROUTES. THIS IS PRETTY BIG
19 FOR US BECAUSE IT MARKS MTC'S FIRST EVER USE OF PROGRESSIVE
20 DESIGN BUILD CONTRACT MODEL AND BASED ON RECOMMENDATION FROM
21 CHAIR POWERS IN AUGUST WE REACHED OUT TO SFO, BART, VTA AND
22 CALTRAIN ALL WHICH HAVE EXPERIENCE WITH EITHER PROGRESSIVE
23 DESIGN BUILD CONTRACTS OR EXTREMELY COMPLEX PROJECT DELIVERY
24 AND WE HAVE INTEGRATED LESSONS LEARNED FROM OUR CONVERSATIONS
25 WITH THEM INTO OUR APPROACH. ADDITIONALLY VERSION ONE REGIONAL



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1 MAP IS NOW COMPLETE REFLECTING PROTOTYPE AND AGENCY FEEDBACK.
2 IT'S ONLINE TODAY SO WE'RE HAPPY TO YOU HAVE TAKE A LOOK AT
3 THAT WHEN YOU HAVE A CHANCE. RIGHT NOW PREPARING A SECOND
4 VERSION THAT WILL REFLECT GOLDEN GATE TRANSIT AND SMART
5 SERVICE CHANGES EFFECTIVE APRIL 12TH UNDER THE MARIN SONOMA
6 COORDINATED TRANSIT SERVICE PLAN AKA MASCOTS AND WE'LL BEGIN
7 INSTALLING THIS VERSION OF THE MAP AT LOCATIONS AROUND THE
8 REGION LATER THIS SPRING. SO, MOVING ON TO OUR MAIN TOPICS
9 TODAY, LET'S JUST TAKE A STEP BACK AND REVISIT THE CONTEXT FOR
10 THIS PROJECT OVERALL. THE CORE PURPOSE IS TO MOVE THE REGION
11 FROM INCONSISTENCY, AGENCY BY AGENCY SIGNAGE, TOWARD A
12 PREDICTABLE AND CONNECTED SYSTEM. FOR CUSTOMERS CONSISTENCY
13 REDUCES CONFUSION, ESPECIALLY FOR INFREQUENT RIDERS, VISITORS
14 AND PEOPLE WITH DISABILITIES. FOR OPERATORS, SHARED GUIDANCE
15 STREAM LINES IMPROVEMENTS AND REDUCES REDUNDANT EFFORT ACROSS
16 AGENCIES. THIS IS WHY DEVELOPING REGIONALLY CONSISTENT
17 STANDARDS IS A KEY ACTION OF THE TRANSIT TRANSFORMATION ACTION
18 PLAN. THE STANDARDS THEMSELVES ARE COMPOSED OF THREE MAIN
19 ELEMENTS WHICH INFORM AND BUILD ON EACH OTHER. THE FIRST IS
20 FOUNDATIONS OF THE WAYFINDING SYSTEMS. SO THIS IS PRINCIPLES
21 OF THE OVERALL SYSTEM, THE BIG IDEA IS THAT UNDERPIN WHEN
22 WE'RE DOING THEY INCLUDE VALUES AS WELL AS RULES FOR
23 IMPLEMENTATION WHERE DOES CERTAIN INFORMATION GO AND WHY. ON
24 TOP OF THAT BUILT A SHARED DESIGN LANGUAGE WHAT WE CALL THE
25 REGIONAL NETWORK IDENTITY THE GUIDE FOR THAT IS BEING RELEASED



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1 TODAY THIS IS THE REGIONAL LOOK AND FEEL OF ALL SIGNS AND MAPS
2 AND MATERIALS THAT WE HAVE OUT THERE. AND BUILT ON THESE TWO
3 FOUNDATIONS ARE THESE RULES THAT APPLY EVERYWHERE, WE'RE
4 BUILDING PRACTICAL IMPLEMENTATION GUIDES AND THESE WILL HELP
5 AGENCIES PLAN, DESIGN, AND MAINTAIN WAYFINDING MATERIALS IN A
6 VARIETY OF TRANSIT FACILITIES ACROSS THE REGION. SO TODAY
7 YOU'RE BEING ASKED TO APPROVE TWO INITIAL IMPLEMENTATION
8 GUIDES. THIS IS THE REGIONAL NETWORK IDENTITY DESIGN GUIDE AND
9 THE TRANSIT STOP SIGNAGE DESIGN GUIDE. THESE SPECIFIC RELEASES
10 WERE PRIORITIZED FOR DEVELOPMENT, AND, AGAIN, ARE AVAILABLE
11 TODAY. BECAUSE AGENCIES ASKED US FOR THEM. AND THEY NEED THEM
12 NOW FOR FUNDED PROJECTS. WHILE THESE GUIDES ARE READY TO BE
13 USED TODAY THERE IS STILL MORE TO COME. DURING THE PILOT
14 PROJECTS, WE WILL ADVANCE GUIDANCE FOR COMPLEX MULTI-LEVEL
15 STATIONS, LIKE MILLBRAE AND POWELL AND CONTINUE TO TEST AND
16 REFINE TRANSIT STOP GUIDANCE BY IMPLEMENTING NEW SIGNS IN
17 DIFFERENT PARTS OF THE REGION. THE GOAL IS THE FOR THE FULL
18 VERSION OF ONE REGIONAL STANDARDS TO REFLECT LESSONS LEARNED
19 FROM REAL LIFE TESTS OF THIS INITIAL GUIDANCE NOW TO TELL MORE
20 ABOUT THE GUIDES AND HOW THEY WERE DEVELOPED AND HOW AGENCIES
21 CAN USE THEM, JUMANA NABTI.

22

23 **JUMANA NABTI:** SO THE REGIONAL NETWORK IDENTITY DESIGN GUIDE
24 DEFINES SHARED LOOK AND FEEL OF THE INTERCONNECTED REGIONAL
25 TRANSIT SYSTEM COLORS, ICONS, TYPOGRAPHY AND HOW INFORMATION



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1 IS PRIORITIZED THESE CONCEPTS WERE ORIGINALLY INTRODUCED IN
2 JANUARY 2024 AND USED THROUGHOUT THE PROTOTYPE PROJECTS THIS
3 GUIDE REFLECTS MINOR REFINEMENTS BASED ON PUBLIC FEEDBACK
4 INCLUDING LIGHTER LIGHT BLUE COLOR TO IMPROVE CONTRAST AND
5 REVISED TRAIN ICON AND MAKES IT MORE DISTINCTIVE FROM BUS ICON
6 AND AGENCIES HAVE BEEN EAGER FOR THIS GUIDANCE BECAUSE IT
7 SUPPORTS CONSISTENT MESSAGING ACROSS GENERAL WAYFINDING USES
8 AND TEMPORARY WAYFINDING APPLICATIONS USE OF THIS GUIDANCE
9 WILL BUILD EARLY FAMILIARITY FOR RIDERS HELPING THEM RECOGNIZE
10 THE REGIONAL SYSTEM EVEN BEFORE LARGER INSTALLATION PROJECTS
11 OCCUR. THIS WORK IS COMPLETE AND WE'RE FORMALLY BRINGING IT
12 FORWARD FOR YOUR ACTION TODAY. THE TRANSIT STOP SIGNAGE DESIGN
13 GUIDE SETS -- IT'S A MOUTHFUL -- SETS CONSISTENT STANDARDS FOR
14 SIGNS AT OVER 21,000 BUS AND SURFACE RAIL STOPS THROUGHOUT THE
15 REGION IT REFLECTS EXTENSIVE COLLABORATION WITH AGENCY STAFF
16 ACCESSIBILITY PARTNERS AND PUBLIC AGENCIES INCLUDING BART
17 COUNTY CONNECTION SOLTRANS AND WEST COT SPECIFICALLY REQUESTED
18 THIS GUIDANCE TO ADVANCE FUNDED SIGNAGE PROJECTS. THIS
19 EVENTUAL ILLUSTRATES THE CHALLENGES UNIFYING NEARLY 20
20 DISTINCT DESIGN SIGNS ACROSS THE REGION IT'S A SIMPLE GRAPHIC
21 FOR A COMPLEX REG ROYCE AND OFTEN CHALLENGING PROCESS THE NEW
22 REGIONAL TRANSIT STOP SIGN DESIGN SYNTHESIZES ELEMENTS OF ALL
23 CURRENT BUS STOPS NEITHER COPIES NOR REPLACES ANY ONE AGENCY'S
24 SIGN INSTEAD IT BLENDS REGIONAL STRENGTHS INTO A SINGLE
25 ADAPTABLE SYSTEM THAT HELPS RIDERS MORE CONSISTENTLY SEE WHERE



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1 STRAIGHT STOPS AND GO WHEREVER THEY ARE IN THE REGION WE
2 APPRECIATE CONTINUED PARTICIPATION OF STAFF AND LEADERSHIP
3 FROM ALL AGENCIES TO DEVELOP THIS NEW DESIGN AND FEEDBACK HAS
4 BEEN THOROUGH AND HONEST ENSURING WE BETTER AROUND AND
5 INCORPORATE AGENCY NEEDS AND CONCERNS SO WE REALLY WANT TO
6 THANK ALL OF YOU FOR YOUR STAFF'S AND YOUR EXTENSIVE
7 PARTICIPATION IN THIS PROCESS. ALL RIGHT. THE UNIFIED DESIGN
8 ADAPTS RURAL SUBURBAN URBAN SETTINGS KEY FEATURES INCLUDE
9 WHITE BACKGROUND WHICH MAXIMIZES VISIBILITY AND LOW LIGHTS
10 AREAS ROOM FOR INFORMATION LIKE ROUTE NAME SPAN AND SERVICE
11 TYPE AND NEW HALF WIDTH OPTION FOR STOPS WITH SIX OR MORE
12 ROUTES THAT KEEPS THE ROUTE NUMBER PROMINENT WHILE ALSO
13 REFINING FEATURES. THESE FEATURES BUILD IN RESPONSE TO AGENCY
14 REQUESTS TRANSIT STOPS SIGNS WERE INSTALLED AT EL CERRITO DEL
15 NORTE AND SANTA ROSA TRANSIT MALL BUS STOPS AS PART OF THE
16 PROTOTYPES AND DESIGNS WERE WELL-RECEIVED THERE WHILE ELEMENTS
17 ARE THE SAME INCLUDING PROMINENT USE OF NETWORK IDENTITY
18 COLORS INCLUSION OF STOP NAME ON THE SIGN SHADES OF RED AND
19 BLUE INDICATE SERVICE FREQUENCY THEY MATCH MAPS WE HAVE MADE
20 FURTHER REFINEMENTS SINCE PROTOTYPES REFLECTING WHAT WE HEARD
21 FROM THE PUBLIC AND AGENCIES DURING THE EVALUATION ADDITIONAL
22 CHANGES REFLECT CONSIDERATIONS FOR RIDER CONVENIENCE AGENCY
23 OPERATIONS FOR RIDERS USING LOGOS AT SHARED STOPS TO CLARIFY
24 WHICH AGENCY OPERATES WHICH ROUTE AND WAY TO SHOW OCCASIONAL
25 THAT IS INFREQUENT ROUTES LIKE SCHOOL TRIPS FOR AGENCIES



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1 CREATING MODULAR DESIGN TO STREAMLINE MAINTENANCE AND
2 PROVIDING LARGER FOOTER OPTION WHERE MORE AGENCY INFORMATION
3 IS NEEDED WE WANT RIDERS AND OPERATORS TO BE ABLE TO IDENTIFY
4 TRANSIT STOPS MORE EASILY THE NETWORK IDENTITY YELLOW AND BLUE
5 HEADERS WILL DO JUST THAT STANDING OUT IN CROWDED URBAN
6 ENVIRONMENTS AND RURAL ONES ALIKE WE HEARD FEEDBACK FROM
7 OPERATORS WHO LIKE THIS THEY SAID THEY COULD SEE IT CLEAR
8 ACROSS THE BUS YARD WHICH IS IMPORTANT IN A SEA OF SIGNS WHEN
9 YOU'RE OUT THERE IN THE WILD MATERIALS AND FINISHES WILL
10 INCORPORATE AGENCY BEST PRACTICE FOR UV AND VANDALISM
11 RESISTANCE THIS IS IMPORTANT FOR LONG-TERM MAINTENANCE FROM
12 ACCESSIBILITY PERSPECTIVE BOTH ROUTE NUMBERS AND COLOR
13 CONTRACT EITHER MEET OR EXCEED APPLICABLE AMERICANS WITH
14 DISABILITY ACT GUIDANCE AND ARE DISTINCT FOR PEOPLE WITH
15 NEARLY ALL TYPES OF COLOR BLINDNESS THE PROCESS DEVELOPED THE
16 NEW ORIGINAL TRANSIT STOP SIGNS BROUGHT TOGETHER TECHNICAL
17 TESTING PROTOTYPE EVALUATION RESULTS INPUT FROM AGENCY STAFF
18 FROM THREE DESIGN WORKSHOPS FEEDBACK FROM ACCESSIBILITY
19 WORKING GROUPS AND PUBLIC SURVEY LAST FALL TO HELP WITH DESIGN
20 CHOICES AND ENGAGEMENT WITH YOU. MANY REGIONAL PRACTICES ARE
21 REFLECTED IN THE FINAL RESULT INCLUDING DISPLAYING FREQUENCY
22 CONSISTENTLY ACROSS SIGNS AND MAPS AND AGENCIES GOLDEN GATE
23 TRANSIT AND MARIN TRANSIT WHO HAVE BEEN SHARING INFORMATION ON
24 ONE SIGN SINCE 2012. TRANSIT STOP GUIDE IS READY FOR AGENCY
25 USE NOW THERE ARE STILL ASPECTS TO WORK ON KNOWN DEVELOPMENT



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1 AREAS INCLUDE MARKERS FOR LIMITED STOP AND CONTINUING QR CODE
2 AND TACTILE SIGNS AGENCIES HAVE ALSO LET US KNOW SOME
3 REMAINING OPERATIONAL CONCERNS SUCH AS VISIBILITY UNDER
4 SPECIFIC CONDITIONS SERVING CHANGE MAINTENANCE AND HOW SIGNS
5 WILL OR WON'T WORK WHILE EXISTING POLES WE INTEND TO ADDRESS
6 CONCERNS THE PILOTS AND AGENCY LED PROJECTS WILL HELP US
7 FINALIZE THE VERSION ONE GUIDANCE USING LESSONS LEARNED FROM
8 IMPLEMENTATION OPERATIONS AND MAINTENANCE. THERE IS STRONG
9 INTEREST AND MOMENTUM FROM AGENCIES SFMTA AND HAS ALREADY
10 IMPLEMENTED A NETWORK IDENTITY ELEMENTS NO REPLACEMENT SIGNAGE
11 AT CASTRO STATION BART IS PREPARING TO USE THE NEW DESIGN FOR
12 A VARIETY OF SIGNAGE AT OUR BUS TRANSFER HUBS COUNTY
13 CONNECTION WESTCAT AND TRI DELTA WILL TEST SIGNS AT SOME OF
14 THEIR SHARED STOPS IN MARTINEZ AND SOLTRANS WESTCAT PLAN TO
15 USE THE NEW DESIGN IN 2026 RESTRUCTURING EFFORT IF APPROVED
16 MTC WILL CONTINUE TO ASSIST AGENCIES WITH DELIVERING THESE
17 PROJECTS IN ADDITION TO PILOTS I'LL HANDS IT BACK TO GORDON TO
18 DISCUSS THE ACTION TODAY AND CLOSE THIS OUT.

19

20 **GORDON HANSEN:** THANK YOU VERY MUCH JUMANA FOR THAT DETAIL.
21 TODAY'S ACTION IS APPROVAL IT WILL ENABLE MTC AND INTERESTED
22 AGENCIES MANY OF WHICH INCLUDE IN THE PREVIOUS SLIDE TO BEGIN
23 USING GUIDES MEDICAL ACCELERATES BENEFITS TO RIDERS REDUCES
24 DUPLICATIVE DESIGN WORK ESPECIALLY FOR PROJECTS THAT ARE
25 UPCOMING IN FUNDING ENSURES REAL-WORLD LESSONS FROM EARLY



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1 ADOPTERS WILL HELP INFORM THE FINAL VERSION ONE STANDARDS SO
2 WE ALL FEEL CONFIDENT IN USE AND MOVING FORWARD WHEN THEY'RE
3 READY. THINKING ABOUT NEXT STEPS IN THE NEXT QUARTER WE WILL
4 CONTINUE THE PILOT DESIGN BUILD CONTRACTOR PROCUREMENT WE WILL
5 ADVANCE SITE LEVEL SIGN PLANNING WITH AGENCY STAFF THAT WORK
6 IS KICKED OFF AND UNDERWAY AND WE WILL ASSIST WITH AGENCY
7 LEVEL OR AGENCY LED PROJECTS AS NEEDED OR REQUESTED. AS A
8 PROJECT TEAM WE'RE THINKING BEYOND SCOPE OF THIS PROJECT AND
9 WE'LL WORK WITH AGENCIES TO DEVELOP PLANS FOR BOTH ADOPTING
10 AND IMPLEMENTING THE VERSION ONE STANDARDS ONCE PILOTS ARE
11 COMPLETE AND WE'LL RETURN TO THE COUPLE LATER THIS YEAR AND
12 PROVIDE YOU WITH MORE PROJECTS AND SCHEDULE UPDATES
13 PARTICULARLY ABOUT THE PILOTS WITH THAT THANK YOU AS ALWAYS
14 FOR YOUR LEADERSHIP AND PARTNERSHIP IN THIS IMPORTANT WORK.

15

16 **CHAIR, ROBERT POWERS:** THANK YOU FOR THAT PRESENTATION GORDON
17 AND JUMANA IF YOU DON'T KNOW ME MY NAME IS BOB POWERS AND FOR
18 SOME REASON I HAD TO SPENDS THE QUALITY AFTERNOON DOWN AT MTC
19 HEAD QUARTERS AND JUMPED ON THE TRAIN OUT IN THE SYSTEM AND
20 THERE I WENT AND NOBODY THERE SO I WANTED TO APOLOGIZE TO
21 EVERYBODY HERE THAT WASN'T TRACKING ON MY CALENDAR AND THANK
22 YOU TO VICE CHAIR CHAN FOR TAKING THE LEADERSHIP AND COVERING
23 FOR ME I REALLY APPRECIATE YOU OKAY SO WITH THAT MADAM CLERK
24 MY APOLOGIES FOR NOT BEING HERE AT THE START OF THE MEETING.
25 SO THIS IS AN ACTION ITEM IN FRONT OF THE BOARD SO WE'LL GET



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1 TO THAT IN A MINUTE BUT LET ME SEE MADAM CLERK PUBLIC COMMENT
2 EITHER IN THE BUILDING OR VIRTUAL ON THIS TOPIC IN FRONT OF
3 THE BOARD.

4

5 **CLERK, BRITTNY J. SUTHERLAND:** WE DON'T HAVE ANYONE IN THE
6 BOARDROOM WISHING TO PROVIDE PUBLIC COMMENT AND NOTHING
7 SUBMITTED IN WRITING BUT WE HAVE TWO HANDS UP IN THE ZOOM
8 SPACE WOULD YOU LIKE TO PROVIDE --

9

10 **CHAIR, ROBERT POWERS:** YES MADAM CLERK TWO MINUTES EACH.

11

12 **CLERK, BRITTNY J. SUTHERLAND:** THANK YOU. MA KAI FREEMAN, YOU
13 WILL HAVE TWO MINUTES FOLLOWED BY ALETA DUPREE.

14

15 **SPEAKER:** GOOD MORNING. MAKAI FREEMAN INDEPENDENT LIVING IN
16 BERKELEY I'M GLAD TO SEE IMPROVEMENTS IN WAYFINDING. MY
17 CONCERN IS THAT FOR ALL OF OUR INSTRUCTIONS FOR KIOSKS THAT
18 HAVE ROUTE DESIGNS FOR THOSE WHO ARE BLIND, AND ALSO, YES,
19 PRIMARILY FOR THOSE WHO ARE BLIND. WE HAVE CLIENTS WHO HAVE
20 CHALLENGES IN MULTI-HUB IDENTIFYING WHICH BUS IS THEIRS, FOR
21 THOSE WHO ARE BLIND. ALSO I WOULD LIKE TO KNOW WHEN THE
22 ACCESSIBILITY -- IT WOULD BE HELPFUL BECAUSE WE HAVE CLIENTS
23 WHO I'M SURE LIKE TO PARTICIPATE. MY E-MAIL IS: MFREEMAN@THE
24 CIL.ORG FOR YOUR CONSULTANTS WHO PRESENTED TODAY. THANK YOU.

25



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1 **CLERK, BRITTNY J. SUTHERLAND:** THANK YOU. ALETA, YOU WILL HAVE
2 TWO MINUTES.

3

4 **SPEAKER:** THANK YOU CHAIR BOB POWERS. ALETA DUPREE FOR THE
5 RECORD SHE AND HER WITH TEAM FOLDS. I WISH I COULD BE WITH YOU
6 IN THE STATELY BART BOARDROOM. MAYBE NEXT TIME. I THINK WE'RE
7 ON TO SOMETHING GOOD. I'M ENJOYING WHAT I'M SEEING. DEFINITELY
8 ENJOYING SEEING THE DARK BLUE AND LIGHT BLUE COLORS OF TEAM
9 FOLDS. AND THAT IS NOT NEW. THE VTA HAS A SIMILAR LIGHT BLUE
10 AND DASH BLUE IN THEIR LOGO, AND EVEN BEFORE THAT MTA IN NEW
11 YORK HAD LIGHT BLUE AND DARK BLUE IN THEIR TRADEMARK LOGOS AND
12 THAT GOES BACK TO THE FOUNDING IN 1968 THOSE COLORS WERE USED
13 UP UNTIL THE MID-'90S. I CERTAINLY BELIEVE THAT THE TEAM HAS
14 BEEN RESPONSIVE TO MY INPUT AS I HAVE SHOWN THEM VARIOUS
15 PICTURES FOR MY TRAVELS OF WAYFINDING SIGNAGE I HAVE MENTIONED
16 ABOUT MY ONE TRIP TO THE DENVER AIRPORT ABOUT THE IMPORTANCE
17 OF WAYFINDING. AND I DEFINITELY WOULD LIKE TO SEE, AT SANTA
18 ROSA, WE HAVE THE BUS SIGNS LIKE WITH THE N1 AND S1, AND
19 THEY'RE REMINISCENT OF THE OLD TRACK NUMBER SIGNS IN GRAND
20 CENTRAL TERMINAL IN NEW YORK CITY, AND CERTAINLY THE FONT AND
21 CONTRAST IS VERY HELPFUL. HOW DO WE BRING THIS ABOUT? I LIKE
22 THE IDEA OF CONSISTENCY. I'LL ADMIT I'M MORE PARTIAL TO THE
23 FONTS THAT ARE USED IN THE NEW YORK CITY SUBWAY WITH THEIR
24 BLACK AND WHITE SIGNAGE THROUGHOUT THEIR FACILITIES, BUT I
25 THINK WE HAVE GOOD FONTS, THEY'RE EASY TO READ. I THINK THIS



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1 IS WHERE THE WORTHY OF APPROVAL AND I'M LOOKING FORWARD TO
2 SEEING THE COLORS OF TEAM FOLDS ALL OVER THE BAY AREA IN THE
3 SIGNAGE. THANK YOU.

4

5 **CLERK, BRITTNY J. SUTHERLAND:** THANK YOU ALETA. THERE ARE NO
6 MORE HAND RAISED IN THE ZOOM SPACE AND NO ONE HAS APPROACHED
7 THE PODIUM EITHER FOR THIS ITEM.

8

9 **CHAIR, ROBERT POWERS:** THANK YOU MADAM CLERK. LET'S CLOSE
10 PUBLIC COMMENT ON ITEM NUMBER 3B HERE IN FRONT OF THE BOARD
11 MEMBERS. LET ME FIRST TAKE A TEMPERATURE HERE DO I HAVE A
12 MOTION?

13

14 **ANDREW FREMIER:** FREMIER MOVES IT.

15

16 **CHAIR, ROBERT POWERS:** DO WE HAVE A SECOND?

17

18 **BILL CHURCHILL:** SECOND FROM CHURCHILL.

19

20 **CHAIR, ROBERT POWERS:** SECOND CHURCHILL. MADAM CLERK, FOR THE
21 RECORD LET'S GO AS THIS IS SO VASTLY IMPORTANT I'M GOING TO
22 KIND OF GO TO THE LEFT, MICHELLE BOUCHARD CALTRAIN.

23

24 **MICHELLE BOUCHARD:** THANK YOU CHAIR POWERS. FIRST OF ALL REALLY
25 APPRECIATE THE THOROUGH PRESENTATION, AND OBVIOUSLY THIS IS AN



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1 IMPORTANT MILESTONE TO BE REACHED AND REALLY APPRECIATE YOUR
2 DILIGENCE IN TERMS OF CONSIDERING ALL THE THINGS THAT HONESTLY
3 I WOULD NOT HAVE NORMALLY HAD I NOT BEEN PART OF THIS PROCESS
4 WOULDN'T HAVE NORMALLY CONSIDERED SO I WANT TO THANK YOU VERY
5 MUCH. THIS IS MORE A REQUEST THAN COMMENT BECAUSE I'LL BE
6 SUPPORTING THIS BUT IN THE FUTURE AT THE APPROPRIATE TIME IT
7 WOULD BE GOOD TO SEE I'M GOING TO CALL IT AN IMPLEMENTATION
8 ROADMAP JUST TO UNDERSTAND WHERE WE GO FROM HERE WITH THE WAY
9 THE END, BEING FULL INSTALL BAY AREA WIDE IT WOULD BE GOOD TO
10 SEE THAT'S ALREADY HAPPENED EXCUSE ME BUT WOULD BE GOOD TO
11 REMIND OURSELVES OF THAT AND MAYBE GETTING INTO SOME OF THE
12 DETAIL OF OPERATIONALIZING IT AND HOW IT GETS IMPLEMENTED.
13 APPRECIATE IT.

14

15 **CHAIR, ROBERT POWERS:** THANK YOU VERY MUCH. BIG CHURCHILL
16 COUNTY CONNECTION?

17

18 **BILL CHURCHILL:** THANK YOU, CHAIR POWERS. BEFORE I JUMP INTO MY
19 COMMENTS I WANT TO ADD TO BOUCHARD'S COMMENT NOT ONLY WOULD IT
20 BE GOOD TO HAVE THE ROADMAP IT WOULD BE GOOD TO HAVE FINANCIAL
21 MILESTONES FOR EACH OF THOSE COMPONENTS AS WELL IT WOULD HELP
22 US UNDERSTAND WHERE WE'RE AT AND ALSO BETTER UNDERSTAND WHERE
23 AGENCIES NEED TO FRONT LOAD SOME OF THE FINANCING FOR SOME OF
24 THIS AS WELL AS WHERE DOES IT COME FROM IN TERMS OF MTC IN THE
25 OVERALL PARTNERSHIP OUTSIDE OF THAT I WANT TO EXPRESS MY



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1 PROFOUND GRATITUDE FOR THE WORK THAT YOU HAVE BEEN DOING. YOU
2 HAVE BEEN RESPONSIVE AND IT'S NOT BEEN EASY, AND AS BOUCHARD
3 STATED, LEARNED A LOT MORE ABOUT SIGNAGE THAN I THINK I EVER
4 KNEW, 30:10 * FROM ADA REQUIREMENTS, YOU KNOW, WHICH ARE
5 HEIGHT REQUIREMENTS, AND SIZE REQUIREMENTS, I HAD NO IDEA THAT
6 WE HAD SO MANY BOOK ENDS THAT WE HAD TO WORK WITHIN, AND
7 WITHIN THOSE BOOK ENDS, YOU'RE PHENOMENALLY RESPONSIVE IN
8 TERMS OF OPERATOR'S FEEDBACK TO YOU IN HOW IT SHOULD WORK AND
9 LOOK. SO I JUST WANTED TO EXPRESS MY PERSONAL APPRECIATION FOR
10 THAT AND ALSO EXPRESS THAT AS COUNTY CONNECTION HAS BEEN
11 SITTING ON A GRANT READY TO DEPLOY, WE'RE REALLY LOOKING
12 FORWARD IN DEPLOYING THIS FIRST BIT. WE RECOGNIZE THAT IT'S
13 STILL EVOLUTIONARY IN PROCESS, SO BY THE TIME YOU'RE DONE WITH
14 ALL OF YOUR EFFORTS, THINGS MIGHT LOOK A LITTLE DIFFERENT
15 AROUND THE REGION AS A WHOLE BUT STILL THINK IT WOULD BE
16 RECOGNIZABLE AS A WHOLE SO APPRECIATE THAT THOUGHT PROCESS TO
17 HAVING SOMETHING THAT WILL STILL BE RECOGNIZABLE YET STILL
18 EVOLUTIONARY IN THOUGHT AS WELL. SO THAT'S ALL JUST WANT TO
19 EXPRESS MY APPRECIATION.

20

21 **CHAIR, ROBERT POWERS:** RACHAEL EDE WITH CITY OF SANTA ROSA.

22

23 **SPEAKER:** THANKS GORDON AND JUMANA JUST WANT TO REITERATE THE
24 POSITIVE COMMENTS LOOKING FORWARD TO SEE THIS ITEM MOVE
25 FORWARD AND OUR PROTOTYPE SIGNS IN SANTA ROSA REALLY RECEIVED



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1 GREAT FEEDBACK FROM IS A LOT OF ENTHUSIASM IN SONOMA COUNTY TO
2 MOVE FORWARD WITH FURTHER DEPLOYMENT OF THESE SIGNS SO MY
3 QUESTION IS OPERATIONAL AS WELL IN TERMS OF PROCUREMENT HAS
4 PROBABLY BEEN COVERED IN OTHER MEETINGS JUST CURIOUS FOR THE
5 PILOT STAGE FOR AGENCIES THAT WANT TO VOLUNTARILY AUGMENT THE
6 SCOPE ASSIST PILOT PROJECTS DO THEY PROCURE SEPARATELY OR IS
7 THERE OPPORTUNITY TO AMEND MTC'S CONTRACT WITH THE VENDOR? AND
8 THEN LONG-TERM WOULD THERE POTENTIALLY BE A CENTRALIZED
9 PROCUREMENT MECHANISM FOR SIGNAGE WHICH COULD BE HELPFUL TO
10 SOME OF THE SMALLER OPERATORS? THANKS.

11

12 **GORDON HANSEN:** GREAT QUESTIONS. FOR THE PURPOSES OF THE RFQ
13 THAT'S GOING OUT TODAY MY UNDERSTANDING BASED ON OUR AGREEMENT
14 FOR THE FEDERAL GRANTS THAT IS LARGELY MTC LED, BUT THIS
15 QUESTION HAS COME UP FROM MEMBER CHURCHILL, AS WELL, IN THE
16 SMALL OPERATORS MEETING AND IS REITERATED TODAY HOW WE MOVE
17 FORWARD WITH PROCUREMENT. I THINK WE CAN CONTINUE TO TALK
18 ABOUT THAT AND IDENTIFY BEST WAYS THAT WE CAN SUPPORT. IN THE
19 LONG-TERM WE'RE THINKING ABOUT PROVIDING A BENCH OF POTENTIAL
20 PROCUREMENT OR FABRICATORS. I THINK WE'RE GOING TO LEARN A LOT
21 FROM THIS RFQ AND THE VARIOUS TEAMS THAT WILL BE BIDDING ON IT
22 TO SEE THE LEVELS OF CAPACITY AND CONFIDENCE THAT WE'LL SEE
23 FROM THOSE AGENCIES THAT WILL HELP US.

24

25 **JUMANA NABTI:** IN THE SHORT-TERM WE CAN SHARE LISTS OF VENDORS,



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1 EXPERIENCES IS, WHAT WE LIKE ABOUT THEM AND SUCH TOO.

2

3 **CHAIR, ROBERT POWERS:** OKAY. ANDY FREMIER, MTC.

4

5 **ANDREW FREMIER:** THANK YOU CHAIR POWERS AND I'LL LOOK INTO WHY
6 NO ONE MTC WHEN YOU WERE THERE BECAUSE IT'S SUPPOSED TO BE A
7 WORK DAY FOR US AS WELL. [LAUGHTER] BUT THANK YOU FOR YOUR
8 SUPPORT OF TRANSIT CROSSING THE BAY. YOU KNOW FIRST OF ALL I
9 WANT TO THANK WHOEVER CAME UP WITH THE BACON EISEMAN MODEL OF
10 JOINT PARTNERSHIP PRESENTATIONS I REALLY THINK THE TWO OF YOU
11 HAVE DONE A FANTASTIC JOB BRINGING THESE ITEMS FORWARD THE
12 PRESENTATIONS HAVE ALWAYS BEEN WELL-RECEIVED AND I WANT TO
13 SPEND A SECOND THINKING ABOUT THE GM'S AND THEIR TEAMS TALKING
14 WITH A BUNCH OF YOU WE GOT STARTED THERE WAS A LOT OF MEETINGS
15 AND A LOT OF COORDINATION WAS REQUIRED IT TOOK A REAL EFFORT
16 BUT I THINK AS WE CONTINUE TO SEE BENEFITS OF PARTNERSHIP AND
17 RESULTS OF IT I THINK THE QUESTIONS ARE COMING FORWARD FIRST
18 ONE OF THE THINGS THAT WE'RE GOING TO HAVE TO WATCH AS WE GO
19 FORWARD TO BE SUCCESSFUL IT SHOWED UP AT MTC ABOUT 20 YEARS
20 AGO I THINK AT THE TIME WE WERE WORKING UNDER THE FIRST
21 PROGRAM ASSOCIATED WITH UNIFORM SIGNING, I REMEMBER WORKING
22 WITH CHAIR POWERS AND MULLIGAN ON A FEW SITES AND IT WAS A
23 STRUGGLE TO COMMIT TO MOVE FORWARD TO DO THINGS THAT WERE
24 LOOKING UNIFORM FOR THE CUSTOMER ALSO LIVED THROUGH THE
25 RESULTS OF TRANSBAY TERMINAL WE FOUND THE CONVERSATION GOT



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1 DROPPED AND WE WEREN'T ABLE TO COME UP WITH UNIFORM SIGNING
2 AND HAD TO GO BACK AND DO SOME THINGS. SO THE FACT WE'RE ALL
3 WORKING ON THIS TOGETHER IS A MAJOR STEP IN THAT WE'RE GOING
4 TO HAVE TO PAY ATTENTION TO HOW WE KEEP UP ON IT. SO, YOUR
5 HELP IN KNOWING WHEN YOU'RE READY TO DO SOME WORK PARTNERING
6 IN FUNDING OR WHEN WE CAN PAY ATTENTION TO SUPPORT, I THINK,
7 IS SOMETHING WE'RE GOING TO HAVE TO PAY ATTENTION TO. I ALSO
8 APPRECIATED IN THE PRESENTATION ALL THE WORK THAT YOU ALL HAVE
9 DONE IN VARIOUS STATIONS, INCLUDING THE MUNI CASTRO STATION
10 AND OTHERS WHERE INDEPENDENTLY YOU HAVE MADE SURE TO FOLLOW
11 THE GUIDELINES EVEN THOUGH THEY WEREN'T PRODUCED OFFICIALLY
12 YET. I THINK THAT'S AN IMPORTANT STEP TO MAKE SURE WE DON'T
13 MAKE PERFECTION OF ENEMY OF THE GOOD AND, SORT OF, A REMINDER
14 FOR ALL OF US IS JUST TO STAY ENGAGED. THIS WILL CHANGE OVER
15 TIME OF THE HOPEFULLY IT CHANGES IN WAYS THAT ARE POSITIVE. IT
16 WAS NICE TO SEE HOW THE FEEDBACK HAS AFFECTED A FEW OF THE
17 IMPROVEMENTS ON THE SIGNS AND I THINK THAT'S SOMETHING WE HAVE
18 TO PAY ATTENTION TO. AND THEN FINALLY, SORT OF, MY HOBBY HORSE
19 IS JUST TO MAKE SURE THAT WE PAY ATTENTION TO THE WAY STATIONS
20 CHANGE AND THAT WE'RE AFFECTING A ROUTE OF TRAVEL FOR
21 ESPECIALLY THOSE WHO HAVE CHALLENGES TRAVELING, EFFECTIVELY,
22 DURING CONSTRUCTION AND AFTERWARDS TO MAKE SURE THAT THE
23 INFORMATION WE PRODUCE IS UP-TO-DATE AND ACCURATE FOR THE
24 CUSTOMERS BUT THANK YOU ALL AND I DO APPRECIATE WE HAVE A LOT
25 OF FEEDBACK WE HAVE RECEIVED FROM THE PUBLIC. THANK YOU.



1

2 **CHAIR, ROBERT POWERS:** THANK YOU. CAROLYN GONOT VTA THEN JULIE
3 KIRSCHBAUM SFMTA.

4

5 **CAROLYN GONOT:** THANK YOU ACTUALLY IT'S A GOOD PRESENTATION I'M
6 GLAD YOU WERE ABLE TO TALK A BIT ABOUT SOME OF THE REFINEMENTS
7 THAT WERE IN THERE AS YOU KNOW I'M ALWAYS FOR VTA BUS STOPS
8 YOU MENTIONED, THE SIGNS ARE NOT AS BIG AS THE BIG PRIORITY
9 FOR US AS THE WAYFINDING THAT'S CRITICAL AND THAT WAS ACTUALLY
10 REALLY TRUE FOR THE SUPERBOWL THAT'S THE ONE COMMENT WE HAD A
11 LOT OF IS THAT REALLY APPRECIATED THE WAYFINDING THAT WAS ON
12 THE GROUND IN OTHER AREAS ACTUALLY THE DIRECTIONAL WAYFINDING
13 THAT WAS REALLY IMPORTANT TO US. THAT'S REALLY A BIG FOCUS OF
14 OURS STILL WANT TO SEE A LOT OF THAT GOING ON AND I STILL
15 HAVEN'T GOT ENOUGH OF THAT FROM THIS PIECE OF WORK THAT
16 MELANIE AND I HAVE TALKED ABOUT THAT A NUMBER OF TIMES.
17 BECAUSE IT'S CRITICAL JUST HOW DO WE GET THROUGH A STATION
18 AREA AND HOW DO WE GET ACROSS AND I THINK PART OF THE REASON
19 WHY THAT'S IMPORTANT TO ME IN OUR PARTICULAR SANTA CLARA
20 COUNTY IS WE HAVE A HANDFUL OF AREAS THAT HAVE A LOT OF
21 CONNECTIONS WITH REGIONAL PARTNERS THEN THE REST OF THE AREAS
22 REALLY VTA AND BUSES AND RAIL CONNECTIONS, LIGHT RAIL BUSES
23 I'M STRUGGLE SUGGEST YOU KNOW CHANGING OVER 3200 BUS STOP
24 SIGNS IN OUR ENTIRE COUNTY SO, WE'RE FOCUSING ON THE PILOT
25 PROJECTS, AND THOSE AREAS PALO ALTO AND WHAT HAPPENS AT



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1 DIRIDON AND HOW WE CAN APPLY THAT IN A COUPLE OF OTHER AREAS.
2 I STILL WANT TO UNDERSTAND HOW THIS MOVES ON A SCHEDULE
3 BECAUSE I HAVE BEEN HESITANT TO EVEN APPROVE THIS. BECAUSE I
4 DON'T UNDERSTAND, GOING FORWARD, I THINK WE'RE JUST APPROVING
5 THIS STILL TO BE VOLUNTARY. I WANT TO MAKE SURE THAT'S TRUE
6 BEFORE I SAY OKAY. BECAUSE I'M NOT SAYING WE'RE GOING TO
7 CHANGE ALL 3200 OF OUR SIGNS IN OUR COUNTY. AND, ALSO, WHAT'S
8 CRITICAL TO MY BOARD AND YOU WILL HEAR FROM MY COMMISSIONER,
9 FROM A COUPLE OF OUR COMMISSIONERS, WAY FINDING IS REALLY,
10 REALLY IMPORTANT TO US, AND I HAVEN'T SEEN IT OTHER THAN
11 THROUGH BUS STOPS AND I LIKE OUR BUS STOP SIGNS I THINK I'M
12 NERVOUS STILL ABOUT REFLECTION OF GOLD BLUE ON GOLD FOR SOME
13 OF THAT THERE IS A LOT OF SPACE ON THOSE SIGNS TAKEN UP BY BUS
14 AND THEN THE STOP THEN LESS FOR THE ROUTES SO I'M NERVOUS
15 ABOUT THAT AND SO I GUESS, SORT OF, REAL ESTATE ON THE SIGN,
16 AND OVERALL LOOKS GOOD IT'S MUCH BETTER I THINK THE 88 YEAR
17 LOOKS AT WHERE THE COLOR ON COLOR MUCH STRONGER THAN WHEN
18 FIRST STARTED I REALLY APPRECIATE YOUR TIME AND DETAIL THAT'S
19 REALLY IMPORTANT TO ME IF YOU COULD ANSWER A BIT ABOUT WHAT
20 THAT MEANS RIGHT NOW TO ADOPT AS WE MOVE FORWARD I WOULD
21 APPRECIATE IT.

22

23 **GORDON HANSEN:** YEAH 100% WE'LL GO THROUGH REFER BACK TO THE
24 ACTION SLIDE, ACTION TODAY IS APPROVE THE USE INITIAL
25 IMPLEMENTATION GUIDES FOR MTC TO USE THE PILOT PROJECTS FOR



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1 VOLUNTARY AGENCY USE. THE IDEA THROUGH IMPLEMENTATION AT THE
2 PILOT PROJECTS VOLUNTARY AGENCY USE LIKE SOLTRANS COUNTY
3 CONNECTION, THE WORK THAT BART IS DOING THERE IS NO
4 EXPECTATION FOR YOU TO GO OUT AND REPLACE ALL 36 SIGNS
5 TOMORROW.

6

7 **JUMANA NABTI:** AND THE STYLE GUIDE PORTION HELPS US WITH
8 DEVELOPMENT OF PILOTS AS WELL PAYING ATTENTION TO THOSE
9 WAYFINDING ELEMENTS.

10

11 **CAROLYN GONOT:** YEAH I APPRECIATE THE LOOK PARTICULARLY THE
12 TRANSFERS BETWEEN BART AND BUS SUPERVISOR HOW THAT MAY LOOK AT
13 THE BART STATIONS AND EVERYTHING I WANT TO MAKE SURE THAT
14 WE'RE EVERYWHERE BECAUSE THAT WAS A BIG CONCERN OF MINE
15 BECAUSE I THINK VTA HAS GOOD BUS STOP SIGNS IN TERMS. LOOK OF
16 THEM I REALLY DON'T WANT TO MOVE A LOT AWAY FROM THAT AT THIS
17 POINT, THE BIGGEST PROBLEM THAT I HEAR IS MOVING AROUND OF
18 PEOPLE THEY DON'T KNOW HOW TO GET TO WHERE THEY NEED TO GO.

19

20 **GORDON HANSEN:** I WANT TO SPEAK TO THAT AND EXPAND TO SOME OF
21 THE OTHER COMMENTS WE HAVE HEARD. OUR POINT OF COMMONALITY IS
22 WE ALSO BELIEVE THAT WAYFINDING AT COMPLEX LOCATIONS CAN AND
23 SHOULD BE IMPROVED. WE ARE 100% THERE. ONE OF THE THINGS WE
24 HEARD ALREADY TODAY WE ARE ALREADY COMMITTING TO WORKING ON IS
25 WHAT WE'RE CALLING THE IMPLEMENTATION PLAN BEYOND THE SCOPE OF



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1 OUR PILOTS AND WHEN THIS PROJECT COMES TO AN END IT STARTS
2 BECOMING A PROGRAM THAT'S SOMETHING THAT WE NEED TO TALK TO
3 YOU, YOUR STAFF, AND STAFF AT AGENCIES ABOUT BECAUSE YOU NOTE
4 VTA SANTA CLARA COUNTY YOU HAVE DIFFERENT PRIORITY FOR WHAT
5 SHOULD GO FIRST SONOMA COUNTY, ACTUALLY INTERESTED IN
6 EXPANDING DOING ADDITIONAL BUS STOP SIGNAGE SO THERE IS
7 DIFFERENT PRIORITIES IN DIFFERENT PLACES WHEN WE NEED TO DO IS
8 FIND OUT AND HEAR MORE FROM OTHER COUNTIES AND DEVELOP A PLAN
9 WE'RE HEARING FROM COUNCIL MEMBER BOUCHARD AND CHURCHILL FOR
10 THIS ON THE TO DO LIST AND WE'RE LOOKING FORWARD TO WORKING ON
11 THAT SOME MORE.

12

13 **CHAIR, ROBERT POWERS:** THANK YOU JULIE KIRSCHBAUM SFMTA THEN TO
14 SEAMUS MURPHY.

15

16 **JULIE KIRSCHBAUM:** THANK YOU FOR THIS COLLABORATIVE PROCESS AND
17 PARTICULARLY FOR THE GORDON AND JUMANA TEAM WHICH I THINK HAS
18 BEEN A GOOD WAY TO COMBINE THE MTC STAFF LED WORK WITH AGENCY
19 EXPERTISE, AND MY TEAM IS SUPPORTIVE OF THE DESIGN IDENTITY
20 AND THE OTHER WORK THAT WE'RE MAKING TODAY. I DO WANT TO LIFT
21 UP WHAT BILL IS SAYING IS THAT WE REMAIN CONCERNED ABOUT COST
22 AND I DO THINK THE BEST WAY TO MANAGE FOR COST IS TO -- DURING
23 THE PILOT PROCESS, REALLY, YOU KNOW, CONDUCT RFI'S TALK TO
24 VENDORS, LOOK FOR WAYS TO BRING THE COST DOWN, UNDERSTAND
25 SCALE. SO, IT MAY BE A LITTLE PREMATURE TO MAP OUT WHAT SOME



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1 OF THE IMPLEMENTATION COSTS WOULD BE, BUT HAVING A STARTING
2 POINT, OR AT LEAST A ROUGH DRAFT, I THINK WOULD BE VERY
3 HELPFUL. I ALSO HAVE 3300 STOPS [LAUGHTER] AND WE ARE HALFWAY
4 THROUGH A SIGN REFRESH, SO, WE WOULD BE LOOKING AT COMPLETELY
5 REPLACING A RELATIVELY NEW INVESTMENT. I DO APPRECIATE THAT
6 THINGS WERE INCLUDED IN THE SIGN BASED ON SFMTA'S REQUEST,
7 PARTICULARLY THE FREQUENCY BASED COLOR CODING. AND I DO ACCEPT
8 THAT THERE ARE THINGS THAT WE DO NOT LOVE, LIKE THE WHITE
9 BACKGROUND. SO, WE ARE EXCITED TO SEE WHERE THIS WORK GOES. I
10 DO, ALSO, JUST TO BUILD ON CAROLYN'S COMMENTS, WE MAY, IN THE
11 POST PILOT WORLD, CONSIDER THIS AS OUR REQUIREMENT. AND SO I
12 JUST THINK WE SHOULD BE TRANSPARENT ABOUT THAT. THAT THAT
13 WOULD CERTAINLY BE A DECISION THAT WE MAKE, BUT IT'S NOT A
14 DECISION THAT IS OFF THE TABLE, IT'S JUST NOT ONE THAT WE
15 WOULD CONTEMPLATE TODAY. IS THAT CORRECT?

16

17 **GORDON HANSEN:** YES.

18

19 **JULIE KIRSCHBAUM:** OKAY. THANK YOU.

20

21 **CHAIR, ROBERT POWERS:** OKAY. LET'S GO TO DENIS MULLIGAN, GOLDEN
22 GATE BRIDGE THEN SALVADOR LLAMAS AC TRANSIT.

23

24 **DENIS MULLIGAN:** JUST THANKS TO GORDON AND JUMANA. BECAUSE OF
25 YOUR LEADERSHIP ALL OF OUR STAFF WAS WORKED COLLABORATIVELY TO



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1 COME UP WITH THIS AND IT'S A COMPROMISE AND I RECOGNIZE THAT
2 MY HAT'S OFF TO YOU. I'M GLAD THAT WE'RE AT THIS JUNCTURE HERE
3 TODAY AND ESPECIALLY APPRECIATE YOU ACKNOWLEDGING THAT SIGN
4 POOLS MAY BE A LITTLE CHALLENGED AT SOME LOCATIONS. BECAUSE
5 SOME OF OUR BUS STOPS ARE OLDER THAN SOME OF THE PEOPLE IN
6 THIS ROOM AND NEW SIGNAGE IS MUCH BIGGER AND SOMETIMES THE
7 PROXIMITY TO ADJACENT ROADWAY COULD BE CONFLICT.

8

9 **CHAIR, ROBERT POWERS:** THANK YOU. SAL, AC TRANSIT.

10

11 **SAL LLAMAS:** THANK YOU, CHAIR POWERS. I WANT TO ECHO WHAT I
12 HAVE HEARD. I'M NOT GOING TO SPEND TOO MUCH TIME ON IN THE
13 INTEREST OF TIME. I WANT TO SAY THANK YOU TO GORDON AND JUMANA
14 FOR THE INCREDIBLE WORK, I ALSO AGREE WITH COMMENTS I HAVE
15 HEARD WE NEED TO LOOK FURTHER INTO WHAT DOES SUCCESS LOOK LIKE
16 AS A PROGRAM. I AGREE IT'S IMPORTANT TO HAVE AN IMPLEMENTATION
17 TIMELINE THAT HAS MILESTONES BUT ALSO A FUNDING PLAN. SO ONE
18 OF THE THINGS THAT WILL IMMEDIATELY START TO DECAY A VERY
19 SUCCESSFUL PROGRAM IS WHEN WE HAVE THE MANUFACTURING
20 CONSISTENCY IS IMPORTANT. SO, I AGREE THAT DURING THE PILOT WE
21 SHOULD SEE WHAT MANUFACTURES ARE OUT THERE, SOMETIMES YOU WILL
22 BE SURPRISED THE TONE AND SHADE OF SOMETHING CAN BE DIFFERENT
23 FROM ONE MANUFACTURE TO THE OTHER WE DEAL WITH THAT ALL THE
24 TIME WHEN WE BUY EQUIPMENT. THE OTHER ONE IS DEDICATED FUNDING
25 THE FUNDING STARTS TO DRY OUT INDIVIDUAL TRANSIT AGENCIES OR



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1 REGIONS DON'T HAVE FUNDING THEN SIGNS ARE NOT REPLACED OR
2 MAINTAINED AS WELL AS THEY SHOULD BE THAT STARTS TO LOSE THE
3 CONFIDENCE OF THE PROGRAM AND ON CONTINUED COLLABORATION. SO
4 AS YOU'RE LOOKING FORWARD, LEARNING FROM THE PILOTS, I THINK
5 THERE ARE SOME QUESTIONS WE NEED TO ASK FROM THE FOLKS
6 INVOLVED IN THE PILOTS AND START TO THINK TOWARDS WHAT IS A
7 REGIONAL CONSORTIUM CONTRACT LOOK LIKE AND IS THAT SOMETHING
8 THAT CAN BE IMPLEMENT PERIOD AND FUNDING SO THAT IT STAYS
9 CONSISTENT, THERE IS DEDICATED FUNDING AND WE CAN TAP INTO
10 THOSE RESOURCES THAT ARE ALREADY PROVEN. THANK YOU VERY MUCH
11 FOR DOING THIS WORK.

12

13 **CHAIR, ROBERT POWERS:** THANK YOU SAL. VICE CHAIR APRIL CHAN,
14 SAMTRANS.

15

16 **V. CHAIR, APRIL CHAN:** OKAY. WELL, AGAIN, THANK YOU, GUARD ON
17 AND JUMANA, AND THANK YOU MELANIE. I'M NOT GOING TO REPEAT A
18 LOT OF THE THINGS THAT WERE SAID, AND I DON'T THINK THIS
19 QUESTION WAS ASKED. I KNOW ONE OF THE NEXT STEPS IS THAT
20 YOU'RE GOING TO CONTINUE THE PROCUREMENT PROCESS. WHEN ARE WE
21 EXPECTING THAT PROCUREMENT PROCESS WILL COME TO A CONCLUSION
22 THAT WE'RE GOING TO BE SELECTING A VENDOR? IS IT SOMETIME
23 LATER THIS SUMMER? OR FALL? YOU'RE NODDING YOUR HEAD. OKAY.

24

25 **GORDON HANSEN:** YEAH. I MEAN, THE BID IS OPEN NOW, AS OF LAST



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1 FRIDAY. BUT THIS IS A COMPLEX PROGRESSIVE DESIGN BUILD
2 CONTRACT PROCESS. I THINK OUR BEST GUESS, RIGHT NOW, IS YES,
3 MIDDLE OF THIS YEAR. SO THAT'S OUR PLEDGE TO COME BACK BY
4 QUARTER THREE WITH UPDATES FOR YOU. WE'LL INCLUDE UPDATES
5 ABOUT WHERE THAT STANDS.

6

7 **V. CHAIR, APRIL CHAN:** OKAY. AND THIS IS A CONTRACT THAT,
8 BASICALLY, IS THE -- THE -- IT'S A DESIGN -- IT SOWN LIKE A
9 DESIGN BUILD SO IT'S GOING TO HAVE, LIKE, THE DESIGN, AND THEN
10 THE INSTALLATION?

11

12 **GORDON HANSEN:** YES.

13

14 **V. CHAIR, APRIL CHAN:** DOES IT ALSO HAVE THE MAINTENANCE PIECE
15 OR IS THAT SEPARATE?

16

17 **GORDON HANSEN:** THERE IS A COMPONENT FOR MAINTENANCE, YES,
18 DURING THE TIME THAT WE EXPECT TO ENGAGE WITH YOU AND YOUR
19 STAFF ON FIGURING OUT SOME OF THE QUESTIONS WE HAVE HEARD
20 TODAY, WHAT ARE THE LONG-TERM IMPLICATIONS FOR OWNERSHIP AND
21 MAINTENANCE.

22

23 **V. CHAIR, APRIL CHAN:** OKAY GOT IT. THANK YOU. I THINK I'M
24 GOING TO ECHO SOME OF THE THINGS THAT CAROLYN SAID. I THINK
25 IT'S GOOD, YOU GIVE US THE FLEXIBILITY, BECAUSE WE STILL NEED



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1 TO LEARN, I THINK, FROM THE PILOT, US, YOU KNOW, SIMILAR TO
2 VTA AND SFMTA, ACTUALLY, WE'RE GOING TO BE LOOKING AT A LOT OF
3 BUS STOPS AND UPGRADING OUR STOPS AND THE SIGNAGE. SO, WHERE -
4 - SO, UNLIKE, MAYBE, JULIE, WHO MAYBE HAS DONE THE PROJECT,
5 I'M ACTUALLY IN THE PROCESS OF DOING IT. SO, ONE OF THE
6 QUESTIONS I HAD IS DO I FOLLOW THAT OR I SHOULD REALLY LEARN
7 FROM WHAT THE PILOT -- BEFORE WE DECIDE, SO I THINK THERE IS
8 SOME DECISION MAKING AND I AM SURE A NUMBER OF US DO AND FOR
9 VARIOUS REASONS. SO, LEARNING, I THINK, FROM THE PILOT WOULD
10 BE GREAT. I, YOU KNOW, I AM READY TO SUPPORT IT, AND I THINK
11 WE, AT SOME POINT WOULD JUST NEED TO KIND OF FIGURE OUT WHAT
12 THE DESIGN STANDARDS ARE SO WE CAN HAVE SOMETHING TO WORK
13 FROM. SO, ANYWAYS. THANK YOU, BOB.

14

15 **CHAIR, ROBERT POWERS:** OKAY. I THINK -- BOY, WHAT A UNANIMOUS
16 AROUND THE TABLE HERE, EVERYBODY WANTED TO THANK THE HANSEN,
17 THE NABTI TEAM. SO, THAT'S AWESOME. I'LL JUST SAY THIS I TOO
18 WANT TO THANK YOU, GORDON AND JUMANA FOR YOUR LEADERSHIP,
19 OBVIOUSLY, AND IN FULL SUPPORT OF THIS I GOT A LONG BRIEFING
20 FROM DIRECTOR CHOY ON IT AS IT'S MADE ITS WAY THROUGH THE
21 PROCESS. YOU KNOW, I GO BACK, PREMIER MADE POINTS ABOUT MOVING
22 FORWARD, RIGHT? LIFE ISN'T PERFECT IT NEVER IS PERFECT. RIGHT?
23 SO A LITTLE BIT OF FORWARD PROGRESS CONTINUALLY IS GOOD FOR
24 THE BAY AREA AND IF WE HAVE TO DROP BACK A LITTLE BIT SAND IT
25 DOWN MOVE FORWARD WE CAN DO THAT WE KEEP GONOT'S POINTS AND



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1 KIRSCHBAUM AND SAL'S POINTS IN MIND, BUT YOU KNOW, MOVING
2 FORWARD. AND LET'S NOT FORGET WHY WE'RE DOING THIS. THERE IS
3 ONLY ONE REASON WE'RE DOING IT THAT'S TO IMPROVE THE RIDER
4 EXPERIENCE. RIGHT? THAT'S IT SO, WE'RE TRYING DO THAT TO GET
5 MORE PEOPLE IN TO PUBLIC TRANSIT, AND TO GET THEM TO TAKE MORE
6 PUBLIC TRANSIT MORE FREQUENTLY BY IMPROVING THE RIDER
7 EXPERIENCE, RIGHT? ANYWAY, IN FULL SUPPORT OF THIS. BUT GORDON
8 JUST A LITTLE BIT TO YOU AND JUMANA, YOU TAKE IT OR LEAVE IT,
9 IT DOESN'T HURT MY FEELINGS, YOU HEARD A LITTLE BIT FROM
10 PROBABLY EVERYBODY AROUND THE TABLE ABOUT THE FUNDAMENTALS OF
11 PROJECT DELIVERY, RIGHT? AND THAT'S YOUR BUSINESS. YOU HAVE
12 GOT TO COME AND PRESENT IT HERE TO US. BUT YOU KNOW ON HOW
13 YOU'RE GOING TO GO ABOUT PROCUREMENT, I GUESS YOU HAVE SETTLED
14 ON DELIVERY METHOD YOU'RE GOING PROGRESSIVE DESIGN BUILD I
15 SUPPORT GORDON AND YOU JUMANA DON'T HAVE A LOT OF EXPERIENCE
16 IN PROGRESSIVE DESIGN BUILD PERSONALLY, BUT I DON'T KNOW, AND
17 I NEVER PRESUME ANYTHING. BUT BART DOES HAVE EXPERIENCE IN
18 PROGRESSIVE DESIGN THE BUILDING RIGHT HERE BUILDING ACROSS THE
19 STREET OVER HERE PROGRESSIVE DESIGN BUILD. THERE ARE SOME OF
20 US HERE WHO ARE STAFF ARE A RESOURCE TO YOU ON PROGRESSIVE
21 DESIGN BUILD IT'S SO MUCH DIFFERENT THAN DESIGN BID BUILD OR
22 EVEN DESIGN BUILD. SO JUST MAKE SURE THAT YOU'RE TRACKING ON
23 ALL THE RESOURCES AVAILABLE TO YOU, AS THIS THING ROLLS OUT.
24 AND, SO, WITH THAT, WE HAVE A MOTION FROM PREMIER, AND A
25 SECOND FROM CHURCHILL. OH, I'M GOING TO DROP BACK ONE LAST



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1 TIME TO CAROLYN GONOT, THE CEO OF VTA.

2

3 **CAROLYN GONOT:** CAN I ASK SOMETHING? IS THERE -- WHAT ARE YOU
4 COMING BACK TO US NEXT WITH? LIKE WHAT'S THE SCHEDULE? WE KEEP
5 TALKING ABOUT WAYFINDING. I NEED TO UNDERSTAND. I'M GETTING
6 FRUSTRATED, BECAUSE I KNOW WE'RE GOING TO -- I KNOW RIGHT NOW
7 WE'RE GOING TO PUT FORWARD THESE DESIGN GUIDELINES, WE'RE
8 MOVING FORWARD WITH THESE PILOT PROGRAMS. ARE THERE GOING TO
9 BE DESIGN GUIDELINES FOR WAYFINDING? AND THEN -- I GUESS I'M
10 WONDERING WHAT THE BUDGETS ARE, AND THINGS LIKE THAT. I'M
11 GETTING NERVOUS, BECAUSE I'M NOT -- YOU KNOW I'M NOT BOUGHT
12 OFF ON ANY PERMANENT -- I MEAN, OR THAT THIS ISN'T GOING TO BE
13 VOLUNTARY AND THAT THIS GETS -- THIS COULD POTENTIALLY
14 THREATEN FUNDING COMING TO VTA IF WE DECIDE NOT TO CHANGE OUR
15 BUS STOP SIGNS. AND, SO, I'M -- I, YOU KNOW, I'M A LITTLE
16 ANXIOUS ABOUT THAT. AND, SO, I NEED TO UNDERSTAND THE FUNDING
17 AND MOVING FORWARD, LIKE, TO THE NEXT STAGE TO THE STUFF
18 THAT'S CRITICAL TO US.

19

20 **MELANIE CHOY:** YEAH MEMBER GONOT LET ME CHIME IN THEN GORDON
21 CAN ANSWER WHAT IS THE NEXT COMPONENT TO BE BROUGHT FORWARD TO
22 THE COUNCIL. OVERALL WHAT HAS BEEN RAISED BY FOLKS HERE
23 COUNCIL MEMBERS HERE AS WELL AS YOUR COMMENT REGARDING WHAT IS
24 THE GAME PLAN FOR HOW WE MOBILIZE, HOW WE MOVE TO THE NEXT
25 STAGES AND HOW WE'RE THINKING ABOUT IT COHESIVELY, WE ARE



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1 ROLLING OUT THE PILOTS BASED ON SOME OF THE PRELIMINARY WORK
2 THAT HAS BEEN DONE ON THE PROTOTYPES. WE'RE BRINGING FORWARD
3 TO YOU PIECES OF THE DESIGN STANDARDS THAT WE WANT TO HAVE
4 APPROVAL FOR SO THAT THERE IS AN OPPORTUNITY FOR THE VOLUNTARY
5 IMPLEMENTATION, AS APPROPRIATE. IN TERMS OF THE WAYFINDING
6 COMPONENT THAT YOU ARE REFERRING TO, AND ASKING FOR, I DON'T
7 KNOW THE TIMING, AND IT WILL ALSO DEPEND ON US PROCURING THIS
8 VENDOR FOR A CONSULTANT FIRM FOR OUR PROGRESSIVE DESIGN BUILD.
9 BUT THE TIMING FOR THAT SHOULD BE SEQUENCED SO THAT WILL COME
10 FORWARD TO YOU. IT WILL ALSO BE ROLLED OUT FOR THE PILOTS.
11 FROM ALL OF THAT INFORMATION AND ALL THINGS WE'RE LEARNING IN
12 PARALLEL, WE'LL ALSO BE HAVING DISCUSSIONS WITH ALL OF
13 REGARDING IMPLEMENTATION AND ALSO GOING TO BE ASKING CRITICAL
14 QUESTIONS THAT ARE BEING RAISED HERE, HOW DO WE APPROVE AND
15 MOVE FORWARD ON THIS VISION THAT WERE BROUGHT FORWARD THROUGH
16 THE BLUE RIBBON TRANSIT RECOVERY TASK FORCE WORK. AND, SO, I
17 KNOW THAT THERE ARE -- WE DON'T HAVE SPECIFIC ANSWERS TO THE
18 STAGING AND WHAT JUNCTURE EVERYTHING IS AT BUT ONE THING WE'RE
19 WORKING ON IS COMING BACK TO ALL OF YOU BUT IT'S GOING TO BE
20 BASED ON DISCUSSIONS IN TREMENDOUS OF WHERE YOUR AGENCY STANDS
21 AND WE ALSO RECOGNIZE THAT SOME AGENCIES ALREADY HAVE REPLACED
22 SIGNS AND ARE GOING TO REPLACE SIGNS THERE IS NO INTEREST IN
23 ALL OF A SUDDEN ONCE ADOPT STANDARDS TO HAVE OVERALL REGIONAL
24 TURN KEY ALL SIGNS NOW NEED TO BE CHANGED WE RECOGNIZE WE
25 DON'T WANT TO WASTE IT DOES NOT MAKE SENSE TO REQUIRE



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1 IMPLEMENTATION OF IT IN THAT MOMENT THAT STANDARDS ARE ADOPTED
2 BUT THESE ARE DISCUSSIONS WE HOPE TO ENGAGE WITH YOU ALL ON
3 WHEN WE BRING FORWARD THE PLAN KIND OF ON POST PILOT WHAT
4 HAPPENS AFTER THE PILOT WE WANT TO COME BACK WITH PRINCIPLES
5 INTO THINGS TO ANCHOR ALL THAT WORK COHESIVELY FOR ALL OF US
6 TOGETHER SO THAT'S PART OF OUR GAME PLAN AND GORDON CAN TOUCH
7 SPECIFICALLY ON NEXT COMPONENTS THAT'S COMING FORWARD.

8

9 **GORDON HANSEN:** MELANIE HANDLED MOST OF IT THERE I THINK YOU'RE
10 FIRST QUESTION WHICH IS WHAT COMES NEXT, SO NEXT UPDATE IS
11 SOMETIME BY QUARTER THREE THAT WILL BE LATER THIS YEAR WE
12 SHOULD HAVE MORE TO TELL YOU AND TALK ABOUT THE PLANNING
13 SPECIFIC PLANNING FOR PILOT SITES INCLUDING PALO ALTO SOME
14 WORK IS GOING TO GET STARTED IN THE NEXT MONTH DO A DETAILED
15 AUDIT OF EACH SITE INCLUDING PALO ALTO TO UNDERSTAND WHAT
16 SIGNS EXIST THERE NOW WHAT NEED TO BE RETROFIT WHAT NEED TO BE
17 REPLACED WE'RE GOING TO BE FINDING THAT OUT WITH YOUR STAFF.
18 AFTER THAT DETAILED SIGN PLANNING WILL OCCUR WE'LL KNOW MORE
19 ABOUT WHERE THAT STANDS LATER THIS YEAR. AS MELANIE MENTIONED
20 AS WELL THE PROCUREMENT OF THE DESIGN BUILD CONTRACTOR THAT WE
21 WILL HAVE MORE INFORMATION LATER THIS YEAR ABOUT WHAT THE
22 OVERALL SCHEDULE FOR PILOTS LOOK LIKE FOR THE DELIVERY. RIGHT
23 NOW WE'RE NOT AT A PLACE WHERE WE CAN SPECIFY THAT OR BE SUPER
24 CONCRETE BECAUSE A LOT OF THAT HINGES ON THE PROCESS OF
25 GETTING A VENDOR ON BOARD SO WE WANT TO BE TRANSPARENT WITH



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1 YOU ABOUT THAT AND CONTINUE TO BE TRANSPARENT WITH YOU ABOUT
2 WHEN WE WOULD EXPECT TO DELIVER AT A PLACE LIKE PALO ALTO WHEN
3 WE HAVE MORE INFORMATION UNDER OUR BELT SO THAT'S THE NEXT
4 PIECE TO MELANIE HIT ON A LOT OF IT. I'LL REITERATE HIGH-LEVEL
5 STANDARDS THEMSELVES ARE IN PROGRESS WHAT'S BEING DELIVERED IS
6 A SET OF INITIAL GUIDES THAT WILL HELP AGENCIES LIKE BART WHO
7 HAVE GENERAL MESSAGING NEEDS THERE IS A GUIDE POWER THEM TO
8 MOVE FORWARD WITH THAT USING THE OVERALL LOOK AND FEEL AND FOR
9 AGENCIES LIKE COUNTY CONNECTION THAT ARE LOOKING TO REPLACE
10 THEIR SIGNS AND HAVE FUNDING TO DO IT WE HAVE AN INITIAL GUIDE
11 THAT'S READY TO GO BEING REFINED BUT READY TO GO FOR THEM AS
12 OF TODAY WITH APPROVAL THERE IS MORE WORK TO BE DONE SPECIFIC
13 GUIDANCE FOR WHAT YOU MENTIONED IS IMPORTANT TO US WHICH IS
14 HOW DO WE OUTFIT A COMPLEX LOCATION LIKE DIRIDON OR MOUNTAIN
15 VIEW WHERE THERE IS DIFFICULT CONNECTION IN EXISTING SIGNAGE
16 MAYBE DOESN'T MAKE THE CUT THAT'S WHAT WE'LL BE DEVELOPING
17 OVER THE PILOTS SO THAT WILL BE IMPLEMENTING FOR GUIDES AND
18 COMPLEX MULTI-LEVEL, STATION, FOR EXAMPLE, AND THAT WILL BE
19 PART OF THE OVERALL VERSION ONE STANDARDS THAT'S DELIVERED
20 LIKELY LATER SOMETIME NEXT YEAR.

21

22 **CAROLYN GONOT:** DOES THE PROGRESSIVE BUILD DESIGN THE PILOT
23 PROJECTS?

24

25 **GORDON HANSEN:** YES.



1

2 **CAROLYN GONOT:** NOT JUST -- SO IT'S THE PILOT PROJECTS.

3

4 **GORDON HANSEN:** CORRECT. THE NINE REGIONAL PILOT HUBS AND SOME
5 NORTH BAY BUS STOPS. DOES THAT HELP?

6

7 **CAROLYN GONOT:** YEAH. THAT HELPS. AND THEN I ALSO KNOW ON SOME
8 OF THAT WORK -- AND I KNOW THAT INCLUDES THE WAYFINDING IN
9 THERE. IS IT IT'S THE WAYFINDING, NOT JUST BETWEEN THE
10 OPERATORS. BUT I KNOW WITH PALO ALTO, THE WAYFINDING IS ALSO
11 ABOUT THE DESTINATIONS OR DIRECTIONS TO THINGS. SO FOR
12 EXAMPLE, IN PALO ALTO IT'S ABOUT ARE YOU GOING INTO THE
13 DOWNTOWN PALO ALTO AREA OR HEADING TO UNIVERSITY. SO IT'S NOT
14 JUST ABOUT WHERE THE OTHER TRANSIT OPERATIONS ARE IT'S WHERE
15 YOU ARE HEADING TO SO THAT YOU KNOW WHEN YOU'RE COMING OUT OF
16 THE STATION AREAS, BECAUSE THERE ARE -- I HATE TO SAY THIS THE
17 TRAIN TRACKS ARE A BARRIER AT THAT LOCATION RIGHT NOW. WHERE
18 ARE YOU HEADING TO? TOWARDS STANFORD IN THAT AREA OR TOWARDS
19 DOWNTOWN. SO THOSE TYPES OF THINGS THEY WANT TO GAUGE ON. SO
20 THEY KNOW WHICH AREA YOU'RE HEADING TO SO IT'S MORE THAN JUST
21 TRANSIT WAYFINDING ASPECTS OF IT. SO, IT'S MORE GEOGRAPHICAL
22 ASPECTS AS WELL. I WANT TO MAKE SURE EVERYTHING IS
23 INCORPORATED INTO THOSE PROCUREMENT PACKAGES.

24

25 **MELANIE CHOY:** MEMBER GONOT, WE'LL COME BACK TO THIS GROUP ONCE



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1 WE'RE CLOSER TO AWARDING THE VENDOR FOR OUR DESIGN BUILD WE'LL
2 COME BACK TO THIS GROUP AND GIVE A COMPREHEND ITCH UPDATE ON A
3 LOT OF THINGS THAT WERE BROUGHT UP TODAY.

4

5 **CAROLYN GONOT:** OKAY. AND DOES THIS GO TO THE COMMISSION AFTER
6 US?

7

8 **MELANIE CHOY:** THIS ITEM TODAY? OR THE DESIGN BUILD?

9

10 **CAROLYN GONOT:** THIS ITEM.

11

12 **MELANIE CHOY:** THIS ITEM -- THIS COMPONENT DOES NOT. BUT
13 COLLECTIVELY ONCE WE HAVE ALL COMPONENTS OF THE STANDARDS
14 WE'RE GOING TO TAKE THE ENTIRE STANDARDS DOCUMENT TO THE
15 COMMISSION BUT THE RFQ VENDORS FOR DESIGN BUILD IS GOING TO
16 THE COMMISSION.

17

18 **CAROLYN GONOT:** THE CONTRACT. I JUST -- I WOULD PUT THE LINK TO
19 THE DESIGN STANDARDS INTO THE -- I KNOW YOU HAVE IT IN AN ITEM
20 BUT IT'S NOT -- I CAN'T CLICK IT. [LAUGHTER]

21

22 **MELANIE CHOY:** WE'LL LOOK AT THAT.

23

24 **CHAIR, ROBERT POWERS:** CLARIFYING AT HIGH LEVEL DIRECTOR CHOY,
25 THE -- AND GORDON AND JUMANA, JUST TO HELP OUT -- I'M JUST



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1 TRYING TO HELP OUT A LITTLE BIT, THE CONTRACT FOR THE
2 PROGRESSIVE DESIGN BUILD, IT'S, YOU KNOW, YOU'RE GOING TO
3 ENTER INTO A CONTRACT, BUT AT SOME POINT IT'S GOT TO GO TO THE
4 COMMISSION, THIS IS THE COUNCIL THEN IT GOES TO THE FULL MTC
5 COMMISSION FOR AWARD, RIGHT? SO, AT THAT POINT, WE HAVE A
6 CONTRACTOR ON BOARD. RIGHT? SAY IT'S KIRSCHBAUM ENTERPRISES OR
7 WHATEVER YOU WANT TO CALL IT, RIGHT, WHY NOT BRING -- YOU
8 KNOW, COME BACK HERE TO THIS BODY AND KIND OF WALK US THROUGH.
9 YOU HEARD A LOT YOU WANTED SOME MECHANICS OF, WE WANTED SOME
10 MECHANICS OF SCOPE SCHEDULE ON THIS WHAT'S YOUR APPROACH GOING
11 TO BE ON ALL OF THAT STUFF WHY NOT JUST HAVE AN INFO --
12 DIRECTOR CHOY YOU TELL ME I'M JUST ONE PERSON, DIRECTOR OF VTA
13 GET MORE COMFORTABLE WITH THIS ITEM ONCE WE HAVE SOMEBODY ON
14 BOARD A LOT OF STUFF IS GOING TO SETTLE DOWN, INCUMBENT TO
15 BETTER LINE OF FOCUS SO I WOULD PROPOSE BRINGING IT BACK FOR
16 AN INFORMATIONAL ITEM.

17

18 **MELANIE CHOY:** WE CAN DO THAT.

19

20 **CHAIR, ROBERT POWERS:** ARE WE TALKING THE SAME LANGUAGE HERE?
21 DIRECTOR FREMIER?

22

23 **ANDREW FREMIER:** CHAIR POWERS, GOOD IDEA. WHATEVER WE CAN DO TO
24 TRY TO GET CAROLYN COMFORTABLE I WOULD REALLY APPRECIATE IT
25 BECAUSE HAVING THE ENTIRE SOUTH BAY NOT FOLLOW THIS IN THE



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1 LONG RUN IS CHALLENGING THE CONCEPT OF WHAT WE'RE TRYING TO
2 ACCOMPLISH.

3

4 **CHAIR, ROBERT POWERS:** I AGREE. TOTALLY. SO WE HAVE THIS PILOT
5 IN FRONT OF US TODAY WE WANT TO MOVE FORWARD, BUT DIRECTOR
6 CHOY, BRING IT BACK HAD TO BODY AND KIND OF A SCOPE SCHEDULE
7 BUDGET ALL MECHANICS YOU HAVE HEARD FROM LLAMAS BOUCHARD AND
8 CHURCHILL AND KIRSCHBAUM AND GONOT LET'S HAVE THAT INFO ITEM
9 IN FRONT OF US IN WHATEVER THAT TIME FRAME IS. IS THAT GOOD?
10 OKAY. CAROLYN? OKAY? ALL RIGHT. SO, LET ME TRY AGAIN. THERE IS
11 A MOTION FROM PREMIER AND A SECOND FROM CHURCHILL. ANY OTHER
12 ADDITIONAL COMMENTS? I'M NOT SEEING ANY. ALL THOSE IN FAVOR
13 STATE AYE? [AYES]

14

15 **CHAIR, ROBERT POWERS:** EXPOSITION. MADAM CLERK FOR THE RECORD
16 MOTION PASSES UNANIMOUSLY BY ALL MEMBERS PRESENT. DIRECTOR
17 CHOY THANK YOU FOR YOUR FLEXIBILITY. APPRECIATE IT. AND THANK
18 YOU VICE CHAIR CHAN FOR GETTING US OFF ON THE RIGHT FOOT ON
19 THIS MEETING. I NEED TO DROP BACK TO AGENDA ITEM NUMBER 3A AND
20 THANK YOU FOR HOLDING OFF ON THAT. THIS IS THE ELECTION OF A
21 NEW CHAIR AND VICE CHAIR. ACTION ITEM I'M GOING TO TURN THIS
22 OVER TO DIRECTOR CHOY FOR YOU TO FRAME THIS ITEM UP.

23

24 **MELANIE CHOY:** THANK YOU CHAIR POWERS. MELANIE CHOY DIRECTOR OF
25 REGIONAL NETWORK MANAGEMENT. THIS ITEM BEFORE YOU TODAY IS



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1 ELECTIONS FOR THE CHAIR AND VICE CHAIR FOR THE NEXT TERM FOR
2 THE RNM COUNCIL. AND WHAT GUIDES THE RNM COUNCIL IS A CHARTER
3 THAT WAS ADOPTED IN NOVEMBER OF 2024. AND THAT OUTLINES THE
4 TERMS AND PROCESS FOR SELECTING THE CHAIR AND VICE CHAIR.
5 AGAIN, THE TERMS ARE TWO-YEAR TERMS. AND COUNCIL MEMBERS MAY
6 SERVE MULTIPLE CONSECUTIVE TERMS. THE CHAIR AND VICE CHAIR,
7 AND THE CURRENT CHAIR, BOB POWERS, OF BART, AND VICE CHAIR
8 APRIL CHAN OF SAN MATEO, OF SAMTRANS, HAS BEEN SERVING SINCE
9 OUR FIRST MEETING IN 2023 -- ACTUALLY, CORRECTION, THE COUNCIL
10 WAS ADOPTED IN 2023. TIME FLIES. SO AT YOUR DECEMBER 2025
11 MEETING, YOU VOTED TO DEFER OUR ELECTIONS FROM DECEMBER TO
12 FEBRUARY OF 2026 TO ALIGN WITH THE SAME TIMING THAT CEB ALSO
13 DOES ITS ELECTIONS. AND, SO, THAT ACTION WAS TAKEN. AND, SO,
14 HENCE, WE'RE COMING BACK FORWARD TODAY AND ASKING FOR A
15 SELECTION OF A CHAIR AND VICE CHAIR FOR THE NEXT TWO-YEAR
16 TERM, WHICH WOULD ENDS FEBRUARY OF 2028. SO, WITH THAT I'M
17 GOING TO TURN IT OVER TO CHAIR POWERS TO CONDUCT THE ELECTION.

18

19 **CHAIR, ROBERT POWERS:** OKAY. THANK YOU FOR THAT. IS THE
20 THINKING HERE -- IS THERE AN ATTORNEY OVER THERE? ARE WE DOING
21 NOMINATIONS FOR BOTH OR INDIVIDUAL ONES? WHAT'S THE RUN OF
22 SHOW WOULD YOU SUGGEST?

23

24 **MATTHEW LAVRINETTS:** TALKING POINTS ARE SET UP FOR SEPARATE
25 NOMINATIONS, AND THEN NOMINATION FOR CHAIR FOLLOWED BY, AND



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1 ELECTION AND THEN NOMINATION FOR VICE CHAIR THEN ELECTION. IF
2 IT'S YOUR PREFERENCE, IT CAN BE COMBINED IF IT'S ONE NOMINEE
3 FOR EACH POSITION, THEN THE VOTE CAN BE COMBINED.

4

5 **CHAIR, ROBERT POWERS:** LET ME TRY THAT FIRST IF YOU ARE GOOD
6 WITH THAT GENERAL COUNSEL. LET ME OPEN THIS UP AND SEE IF
7 THERE IS APPETITE FOR A MOTION AND SECOND FOR -- LET ME FIRST
8 START WITH, FOR A CHAIR AND A VICE CHAIR. MEMBER KIRSCHBAUM?

9

10 **JULIE KIRSCHBAUM:** I WOULD LIKE TO NOMINATE THE CURRENT POWER
11 TEAM OF BOB POWERS, AND APRIL CHAN AS CHAIR AND VICE CHAIR. I
12 THINK WE HAVE MADE SO MUCH INCREDIBLE PROGRESS OVER THE LAST,
13 SINCE THIS WAS INITIATED, AND I THINK, GIVEN THE COMPLEXITY OF
14 OUR FUNDING SITUATION RIGHT NOW, THERE IS REALLY A BENEFIT TO
15 CONTINUITY. I ALSO, BOB, THINK THAT YOU ARE AN EXCELLENT
16 MEETING FACILITATOR, AND HAVE REALLY MADE SURE THAT
17 EVERYBODY'S VOICES ARE HEARD, WHICH IS A PRIORITY TO ME IN
18 THESE SETTINGS. AND I THINK SYMBOLICALLY BART PLAYS AN
19 IMPORTANT ROLE THAT I THINK YOUR LEADERSHIP IN THIS GROUP
20 REINFORCES.

21

22 **CHAIR, ROBERT POWERS:** OKAY. WE HAVE A MOTION, GENERAL COUNSEL.
23 MADAM CLERK, IS THERE A SECOND ON THAT?

24

25 **SAL LLAMAS:** YES CHAIR POWERS. THIS IS SALVADOR LLAMAS, I WOULD



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1 LIKE TO SECOND THE MOTION THAT COUNCIL MEMBER KIRSCHBAUM
2 MENTIONED FOR THE SAME REASONS. I REALLY THINK IT'S IMPORTANT
3 RIGHT NOW FOR CONSISTENCY WITH WHAT WE'RE DEALING WITH, AND
4 THIS YEAR BEING A CRITICAL PIVOTAL YEAR FOR US THAT, WE KEEP
5 THAT LEADERSHIP ROLE AND LEADERSHIP STRUCTURE GOING. AND I DO
6 APPRECIATE -- I SINCERELY APPRECIATE BEING THE NEWEST MEMBER
7 HERE, ON HOW YOU WELCOMED ME AND HELPED ME ACCLIMATE AND GET
8 CAUGHT UP. THANK YOU FOR YOUR LEADERSHIP.

9

10 **CHAIR, ROBERT POWERS:** OKAY. WE HAVE A MOTION AND A SECOND. DO
11 WE HAVE OTHER NOMINATIONS FROM COMMITTEE MEMBERS, COUNCIL
12 MEMBERS, BOARD MEMBERS? I'M NOT SEEING ANY. MADAM CLERK OR
13 GENERAL COUNSEL. SO, I'M GOING TO CLOSE THE NOMINATIONS FOR
14 BOTH THE CHAIR AND THE VICE CHAIR. AND MADAM CLERK, WE'LL GO
15 TO A VOTE. DO WE NEED A ROLL CALL VOTE ON THIS?

16

17 **MATTHEW LAVRINET'S:** WE DO NEED PUBLIC COMMENT.

18

19 **CHAIR, ROBERT POWERS:** OH PUBLIC COMMENT ON THIS. THANK YOU
20 GENERAL COUNSEL. PUBLIC COMMENT ON THE ITEM IN FRONT OF US,
21 3A, A NEW CHAIR AND VICE CHAIR.

22

23 **CLERK, BRITTNY J. SUTHERLAND:** I HAVE RECEIVED NOTHING IN
24 WRITING FOR THIS ITEM, THERE IS NO ONE IN THE BOARDROOM, BUT
25 HAVE ONE HAND RAISED IN THE ZOOM SPACE. HOW MUCH TIME WOULD



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1 YOU LIKE TO PROVIDE? NORMAL TWO MINUTES?

2

3 **CHAIR, ROBERT POWERS:** YES, MA'AM TWO MINUTES PLEASE.

4

5 **CLERK, BRITTNY J. SUTHERLAND:** OKAY ALETA DUPREE YOU HAVE TWO
6 MINUTES.

7

8 **SPEAKER:** THANK YOU CHAIR BOB POWERS AND MEMBERS. ALETA DUPREE
9 FOR THE RECORD SHE AND HER WITH TEAM FOLDS. WELL THIS WAS
10 SIMPLE AND EASY AND I'M IN FAVOR. I HAVE BEEN FORTUNATE TO
11 HAVE KNOWN BOB POWERS FOR QUITE A LONG TIME BACK IN THE DAYS
12 WHEN BART WAS LED BY GRACE CRUNICAN FORMER IMMEDIATELY
13 PREVIOUS TO GENERAL MANAGER, AND CERTAINLY WE'RE HERE IN THE
14 STATELY BART ROOM AND YOU KNOW I LIKE BART A LOT. I LIKE BART
15 ALMOST AS MUCH AS I LIKE THE NEW YORK CITY SUBWAY, THAT'S
16 WHICH I HAVE USED SINCE 1970. BUT BOTH BOB AND APRIL HAVE
17 TAKEN ON THIS LEADERSHIP MANTLE BOTH HERE AND IN CLIPPER
18 EXECUTIVE BOARD AND WE'LL SEE WHAT HAPPENS LATER IN WE DO POUR
19 CLIPPER EXECUTIVE BOARD ELECTIONS AND I THINK IT'S A GOOD IDEA
20 THAT WE'RE SYNCHRONIZING THIS. CERTAINLY BOTH OF THESE LEADERS
21 OF YOUR TEAM HAVE BEEN RESPONSIVE TO MY CONCERNS AND INPUT
22 WHEN IT COMES TO MANY DIFFERENT SYSTEMS OF TRANSPORTATION,
23 INCLUDING BART AND SAMTRANS. SO, I LOOK FORWARD TO YOUR VOTE.
24 I'M SURE I'LL ECHO THIS LATER. THANK YOU.

25



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1 **CLERK, BRITTNY J. SUTHERLAND:** THANK YOU ALETA. THAT CONCLUDES
2 PUBLIC COMMENT FOR THIS ITEM.

3

4 **CHAIR, ROBERT POWERS:** OKAY. WE'LL CLOSE PUBLIC COMMENT ON THIS
5 ITEM. AND MADAM CLERK, PLEASE CONDUCT A ROLL CALL VOTE OF THE
6 COUNCIL MEMBERS, ASKING THEM TO STATE THE NAME OF THE NOMINEE,
7 JUTTING FOR THE MOTION OF THE POWERS CHAN TICKET HERE.

8

9 **CLERK, BRITTNY J. SUTHERLAND:** ABSOLUTELY. CHAIR POWERS?

10

11 **CHAIR, ROBERT POWERS:** YES.

12

13 **CLERK, BRITTNY J. SUTHERLAND:** VICE CHAIR CHAN?

14

15 **V. CHAIR, APRIL CHAN:** YES.

16

17 **CLERK, BRITTNY J. SUTHERLAND:** MEMBER BOUCHARD? OH SHE STEPPED
18 OUT. MEMBER CHURCHILL?

19

20 **BILL CHURCHILL:** AYE.

21

22 **CLERK, BRITTNY J. SUTHERLAND:** EDE?

23

24 **RACHEL EDE:** YES.

25



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1 **CLERK, BRITTNY J. SUTHERLAND:** GONOT?

2

3 **CAROLYN GONOT:** YES.

4

5 **CLERK, BRITTNY J. SUTHERLAND:** KIRSCHBAUM?

6

7 **JULIE KIRSCHBAUM:** YES.

8

9 **CLERK, BRITTNY J. SUTHERLAND:** LLAMAS?

10

11 **SAL LLAMAS:** YES.

12

13 **CLERK, BRITTNY J. SUTHERLAND:** MULLIGAN?

14

15 **DENIS MULLIGAN:** YES.

16

17 **CLERK, BRITTNY J. SUTHERLAND:** MANEUVER?

18

19 **SEAMUS MURPHY:** YES.

20

21 **CLERK, BRITTNY J. SUTHERLAND:** MOTION PASSES UNANIMOUSLY BY ALL

22 MEMBERS PRESENT.

23

24 **CHAIR, ROBERT POWERS:** OKAY THANK YOU FOR THAT. I WANT TO SAY

25 IT'S A PRIVILEGE TO ACCEPT THE NOMINATION, AND I THINK IT'S



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1 ALSO AN OPPORTUNITY FOR ALL OF US AS WE GO INTO THIS, YOU
2 KNOW, THIS CALENDAR YEAR '26. AND I JUST LOOK FORWARD TO
3 WORKING WITH EACH AND EVERY ONE OF YOU ON THIS COMMITTEE HERE.
4 I'M EASILY APPROACHED, AND I'M NOT BASHFUL ON ANYTHING. AND A
5 SPECIAL SHOUT OUT TO MY VICE CHAIR. SHE DOES A NICE JOB BEHIND
6 THE SCENES MAKING SURE THAT WE'RE POINTED IN THE RIGHT
7 DIRECTION AND I COULDN'T DO IT WITHOUT YOU, DIRECTOR CHAN. SO,
8 JUST, THANK YOU FOR YOUR COMMITMENT TO THE BAY AREA AND PUBLIC
9 TRANSIT. THANK YOU.

10

11 **V. CHAIR, APRIL CHAN:** MAY I JUST SAY A FEW WORDS? WELL, I'M
12 VERY HAPPY TO CHAIR ALONGSIDE YOU, CHAIR POWERS. I DO ACTUALLY
13 WANT TO MAKE A REQUEST, SO SAMTRANS AND CALTRAIN WILL BE
14 MOVING TO OUR NEW HOME ACTUALLY IN MILLBRAE. BASICALLY THIS IS
15 THE TOD, THIS IS THE BART TOD, SO HOPEFULLY MAYBE SOMETIME BY
16 THE END -- BEFORE THE END OF THIS CALENDAR YEAR WE'RE GOING TO
17 ALTERNATING MEETINGS IT'S GOING TO BE A LITTLE CONFUSING THREE
18 PLACES POSSIBLY, IT'S GOING TO BE MOVING TO A MULTI-MODAL
19 LOCATION SERVED BY CALTRAIN BART AND SAMTRANS.

20

21 **CHAIR, ROBERT POWERS:** HAPPY TO DO THAT WE TRIED TO MOVE THE
22 MEETING AROUND TO FACILITATE AND MAXIMIZE PUBLIC INTERACTION
23 WITH THESE MEETINGS MAKING SURE THEY'RE ALL PUBLICLY ACCESS
24 AND I BELIEVE THAT LOCATION IS CERTAINLY THAT. SO LOOKING
25 FORWARD TO ADDING YOU TO THE CALENDAR THERE. SO, WE'RE GOING



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1 TO CLOSE ITEM 3A OUT. WE CLOSED ITEM 3B OUT, AS WELL. MADAM
2 CLERK WE'RE GOING TO GO TO AGENDA ITEM NUMBER FOUR WHICH IS
3 OUR DIRECTOR'S REPORT. DIRECTOR CHOY, THE FLOOR IS ALL YOURS.

4

5 **MELANIE CHOY:** GREAT. THANK YOU. AND CONGRATULATIONS FOR A
6 CONTINUATION OF CHAIR AND VICE CHAIR. AND THE LEADERSHIP. VERY
7 MUCH APPRECIATE HAVING ALL OF YOU -- ACTUALLY HAVING ACCESS TO
8 ALL OF IN TERMS OF ALL OF THE WORK THAT WE'RE DOING. ONE
9 THING, WHAT I'LL START WITH IS, INCLUDED IN YOUR PACKET IS A
10 QUARTERLY REPORT THAT WAS ON CONCEPT. WE DID NOT GIVE A
11 PRESENTATION ON IT BUT IT INCLUDES FULL UPDATE ON ALL OF OUR
12 WORK. I WANT TO HIGHLIGHT IN REFLECTION IN JANUARY THE RNM
13 TEAM ALONG WITH OUR CO-PM WAS INVITED TO PRESENT AT SPUR AND
14 SHARE AN UPDATE ON THE SUITE OF WORK THAT WE'RE DOING AROUND
15 REGIONAL NETWORK MANAGEMENT IT WAS A REALLY GREAT OPPORTUNITY
16 TO SHOWCASE THE PROGRESS THAT WE HAVE BEEN DOING TOGETHER AS A
17 REGION. THAT WAS SUPER GREAT TO BE INVOLVED IN THAT AND THEN
18 THE SECOND PIECE THAT I WANT TO HIGHLIGHT FROM JANUARY IS THAT
19 THERE WAS SOME APPROVALS THAT YOU TOOK ACTION ON IN DECEMBER
20 AND SO OUR COMMISSION TOOK ACTION ON THOSE ITEMS AS WELL WHICH
21 WAS THE ONE-SEAT RIDE PILOTS AND TRANSIT PRIORITY POLICY AND
22 THOSE WERE ADOPTED BY THE COMMISSION IN JANUARY AND WE'RE
23 MOVING FORWARD WITH BOTH OF THOSE THINGS AND LOOKING FORWARD
24 AND THIS IS CONTINUATION OF THE ACTION ON TRANSIT PRIORITY
25 POLICY AS WE'RE SHIFT FOCUS ON DEVELOPING THE REGIONAL TRANSIT



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1 PRIORITY NETWORK AND ABSENT THAT NETWORK IS PART OF THE POLICY
2 AND IT'S GOING TO IDENTIFY CORRIDORS WHERE TRANSIT SUPPORTIVE
3 INVESTMENTS WILL HAVE GREATEST IMPACT ON TRANSIT SPEED
4 RELIABILITY AND LOOKING AT RIDER EXPERIENCE SO YOU SHOULD SEE
5 THAT WORK LATER THIS YEAR IN TERMS OF NETWORK. THE OTHER THING
6 I WANT TO HIGHLIGHT AS WE DISCUSSED MAPPING AND WAYFINDING
7 OTHER THINGS I WANT TO HIGHLIGHT IS THE UPCOMING FARE PROGRAMS
8 WORK SO OVER THE NEXT FEW MONTHS WE'LL BRING FORWARD UPDATES
9 ON THE CURRENT FARE INITIATIVES AND THAT INCLUDES CLIPPER BAY
10 PASS WHICH IS A CALENDAR FOR NEXT MONTH TO COME BACK TO THIS
11 GROUP TO DISCUSS THE CONTINUATION OF THE PILOT AND THEN SECOND
12 COMPONENT IS UPDATE ON CLIPPER START ONE OF THE THINGS THAT WE
13 ARE DOING WITH CLIPPER START ONGOING PROGRAM ACTION IN TERMS
14 OF TURNING THAT INTO A PILOT AND ONGOING HAS ALREADY BEEN
15 TAKEN BUT WHAT WE ARE FOCUSED ON IS TRYING TO IMPROVE THE
16 PROGRAM ITSELF IN LATE JANUARY WE LAUNCHED PARTNERSHIP WITH
17 CALIFORNIA DEPARTMENT OF TECHNOLOGY TO MAKE IT EASIER FOR
18 EXISTING CAL-FRESH MEMBERS TO SIGN UP FOR CLIPPER START THAT
19 WAS ROLLED OUT AND PEOPLE ARE CURRENTLY ENROLLING WE HOPE TO
20 BE ABLE TO PROVIDE SOME DATA TO YOU IN TWO MONTHS REGARDING
21 THAT PROCESS AND HOW MANY FOLKS WERE ABLE IT SIGN UP THROUGH
22 THAT PROCESS AND THAT IS PARTNERSHIP WITH THE STATE. THE LAST
23 PROGRAM FREE AND DISCOUNTED TRANSFER WE HOPE TO COME BACK TO
24 YOU SOMETIME IN THE NEXT SEVERAL MONTHS WITH INFORMATION
25 REGARDING THAT AND THEN THE LAST THING I WOULD LIKE TO



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1 HIGHLIGHT IS THE RNM FRAMEWORK INFORMATION PRESENTATION ON
2 THAT IS FORTHCOMING THAT'S EVALUATION OF RNM STRUCTURE ITSELF
3 IT'S LATER THAN ANTICIPATED BUT WE ARE TAKING A RENEWED FOCUS
4 ON BRINGING THAT FORWARD AND OUR CONSULTANTS ARE CURRENTLY
5 INCORPORATING SOME FEEDBACK INTO OUR REPORT AND SO THAT'S KIND
6 OF A DISTILLED SUMMARY OF SOME THINGS IN THE QUARTERLY REPORT.
7 IN CLOSING I WANT TO SAY A FEW WORDS IN TERMS OF RECOGNIZING
8 QUIET SUCCESS AND IT'S KIND OF A THING THAT CAN BE EASILY
9 OVERLOOKED SO WE'RE USED TO THIS AND MANY THINGS, TRANSIT
10 WE'RE ACCOMMODATED TO BEING IN THE NEWS FOR WHEN SOMETHING
11 GOES WRONG BUT LOOKING AT FEEDBACK AROUND SUPERBOWL 60 AT LEVI
12 STADIUM WHAT STOOD OUT WAS HOW LITTLE THERE WAS TO BE
13 CRITIQUED SO RIDERSHIP WAS UP ON TRANSIT ALL WEEK WITH OVERALL
14 RIDER EXPERIENCE SEEMED TO BE SMOOTH WHILE AT MAJOR EVENTS
15 THERE IS ALWAYS GOING TO BE A HICCUP SOMEWHERE SOMEHOW THE
16 SYSTEM PERFORMED EXCEPTIONALLY WELL SO FOR ME WHAT REFLECTS IS
17 THE EXTENSIVE BEHIND THE SCENES WORK ON THE SERVICE PLANNING
18 TRAFFIC CIRCULATION ALL SIGNAGE AND WAYFINDING WORK THAT WAS
19 DONE RIDER GUIDES SAFETY COORDINATION AMBASSADORS THAT WERE ON
20 THE FIELD SOMETIMES THE BEST INDICATOR OF GREAT WORK IS REALLY
21 EVERYTHING THAT SEEMS EFFORTLESS TO THE END USER ON THE
22 SURFACE FOR ME I WANT TO HIGHLIGHT THIS BECAUSE WHY DOES THIS
23 MATTER? SUCCESSES LIKE THIS REALLY HIGHLIGHT THE POWER OF WHAT
24 WE'RE DOING HERE AND POWER OF COORDINATION THAT SHARED
25 COMMITMENT AND SYSTEMS THINKING AND THE LENS EVERY TIME WE



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1 TAKE ON SOMETHING TOGETHER JOINTLY WE STRENGTHEN OUR
2 COLLECTIVE MUSCLE MEMORY OF WORKING REGIONALLY AND THAT'S KEY
3 FOR ME IS MUSCLE MEMORY BECAUSE ONCE IT BECOMES HABIT IT
4 BECOMES EASIER AND THIS SPIRIT SUFFICIENT RNM AND WORK WE'RE
5 DOING HERE THAT IS NOT JUST A SET OF INITIATIVES THAT WE'RE
6 ROLLING OUT IT'S REALLY A WAY OF WORKING AND WE SEE THAT
7 THROUGH ALL THINGS THAT YOU ARE IMPLEMENTING AS WELL AND IT'S
8 ABOUT BUILDING THE SYSTEM AND NOT JUST THE COLLECTION OF
9 PROJECTS AGAIN BUT REQUIRE GIVING UP A LITTLE BIT INDIVIDUALLY
10 FOR THE COLLECTIVE GREATER GOOD TO ACHIEVE SOMETHING GREATER
11 COLLECTIVELY SO THE RESULT SHOWED UP WHERE IT MATTERS MOST
12 RIDERS WERE TAKING TRIPS AS WE SAW FOR MAJOR EVENTS AND SO WE
13 HOPE THAT THIS CONTINUES ON TO FUTURE EVENTS IN THE SUMMERTIME
14 WITH FIFA AND AS WE ENTER 2026 I'M COMMITTED TO CARRYING THIS
15 MOMENTUM FORWARD AND I THINK THE THING IS COORDINATION AT
16 SCALE TAKES DELIBERATE CONSTANT EFFORT SO WE CAN'T LET OUR
17 GUARD DOWN AND WE CONSTANTLY HAVE TO BE AT IT AND OUR
18 SUSTAINED COMMITMENT IS REALLY WHAT WILL CREATE A BETTER
19 SYSTEM FOR A SEAMLESS EXPERIENCE FOR THE RIDER AND SO WITH
20 THAT I WANT TO CLOSE OFF WITH THAT. THANK YOU EVERYBODY

21

22 **CHAIR, ROBERT POWERS:** THANK YOU DIRECTOR CHOY. MADAM CLERK
23 PUBLIC COMMENT EITHER IN THE ROOM OR VIRTUAL?

24

25 **CLERK, BRITTNY J. SUTHERLAND:** THERE IS NO WRITTEN COMMENTS



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1 RECEIVED FOR THIS ITEM, AND THERE NO MEMBERS IN THE BOARDROOM
2 OR ZOOM WISHING TO SPEAK ON THIS ITEM.

3

4 **CHAIR, ROBERT POWERS:** OKAY WE'LL CLOSE PUBLIC COMMENT.
5 COMMITTEE MEMBER COMMENTS, MEMBERS COMMENTS ADVICE CONCERNS ON
6 DIRECTOR CHOY'S REPORT? NOT SEEING ANY. THANK YOU FOR THE
7 REPORT DIRECTOR CHOY. CLOSING OUT AGENDA ITEM NUMBER FOUR.
8 MADAM CLERK AGENDA ITEM NUMBER FIVE IS THERE ANY PUBLIC
9 COMMENT ON ANY OTHER BUSINESS THAT THE PUBLIC WISHES TO SPEAK
10 ON.

11

12 **CLERK, BRITTNY J. SUTHERLAND:** THERE IS NO ONE IN THE BEARD
13 ROOM WISHING TO PROVIDE PUBLIC COMMENT WE DID RECEIVE ONE
14 PUBLIC COMMENT IN WRITING FROM DAN BEALL IT HAS BEEN UPLOADED
15 TO THE AGENDA PACKET ONLINE AS WELL AS PROVIDED IN THE
16 MEETING. THEN WE HAVE ALETA DUPREE.

17

18 **CHAIR, ROBERT POWERS:** TWO MINUTES PLEASE.

19

20 **CLERK, BRITTNY J. SUTHERLAND:** GO AHEAD UNMUTE YOURSELF. TWO
21 MINUTES.

22

23 **SPEAKER:** THANK YOU CHAIR BOB POWERS. ALETA DUPREE FOR THE
24 RECORD SHE AND HER WITH TEAM FOLDS FIRST OF ALL A BIT OF
25 HOUSEKEEPING I'M AWARE THERE IS A WRITTEN PUBLIC COMMENT BUT



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1 FOR SOME REASON IT'S NOT SHOWING UP AS A HYPERLINK IN THE
2 AGENDA SO I'M UNABLE TO CLICK ON THAT SO LET'S SEE IF WE CAN
3 GET THAT FIXED SO I AND THE REST OF THE PUBLIC CAN READ THAT
4 INPUT. WHERE DO WE GO FROM HERE? I BELIEVE IN THE IMPORTANCE
5 OF NETWORKING I LEARNED HOW TO WORK A ROOM IN MY TEAMS AND
6 WORKED A LOT OF ROOMS IN MY DAY ESPECIALLY IN MY TEENS BEING
7 ABLE TO NAVIGATE THE TABLES WITH GRANDPARENTS AND GREAT AUNTS
8 AND UNCLES ET CETERA, AND I CONTINUE DO THAT TO THIS DAY. I
9 ASK OF YOU TO WORK IN THE ROOM WITH THOSE WHO YOU WORK FOR.
10 BECAUSE REALLY YES YOU GIVE CLEAR AND UNDERSTANDABLE
11 DIRECTIONS TO YOUR VARIOUS STAFF, FRONTLINE EMPLOYEES, ET
12 CETERA, BUT IT'S REALLY THE GOVERNING BOARDS THAT YOU WORK
13 FOR. HOW DO WE GET THEM INVOLVED IN THE DEEP UNDERSTANDING OF
14 THE THINGS THAT YOU DO EVERY DAY? THIS I PRACTICE BY SPEAKING
15 AT MEETINGS. BUT YET I'M ONE OF THE RARE PEOPLE THAT CARRY THE
16 WATER. I CAN ONLY SHARE THINGS WITH YOU AS I KNOW THEM. I GREW
17 UP ON THE NEW YORK CITY SUBWAY, THE SYSTEM THAT'S LEGENDARY
18 AND STATELY. I ALWAYS ENJOY BEING IN THE BART ROOM. BART HAS A
19 VERY UNIQUE DISTINCTION OF BEING THE PEOPLE'S SYSTEM. AND
20 MAYBE I'LL BE IN THE BART ROOM ON THURSDAY. BUT IT'S NOT EASY
21 GETTING PEOPLE TOGETHER. I APPRECIATE THAT YOU ALL, AS GENERAL
22 MANAGERS, GET TOGETHER. IT'S NOT LIKE HERDING CATS. WE GOT TO
23 GET EVERYBODY ELSE TO THE TABLE TOO. THANK YOU.

24

25 **CLERK, BRITTNY J. SUTHERLAND:** THAT WILL CONCLUDE PUBLIC



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1 COMMENT FOR THIS ITEM.

2

3 **CHAIR, ROBERT POWERS:** OKAY. WE'LL CLOSE AGENDA ITEM NUMBER
4 FIVE. AGENDA ITEM NUMBER SIX IS ADJOURNMENT AND OUR NEXT
5 MEETING. AND WE'RE ALL SET FOR THE 30th OF MARCH. AND THEN WE
6 WILL BE DOWN AT H -- AT MTC HEADQUARTERS OFF OF BEALE STREET.
7 I KNOW WHERE IT IS. I JUST CAME FROM THERE. SO WITH THAT, YES,
8 ANDY YOU WILL BE THERE WITH ME I SUSPECT. SO, WITH THAT, THIS
9 MEETING IS ADJOURNED. THANK YOU. [ADJOURNED]