

**METROPOLITAN
TRANSPORTATION
COMMISSION**
Meeting Transcript



FEBRUARY 14, 2025

1 **REGIONAL NETWORK MANAGEMENT COMMITTEE**

2 **FRIDAY, FEBRUARY 14TH, 2025, 12:00 PM**

3

4

5 **V. CHAIR, SUE NOACK:** I WOULD LIKE TO CALL TO ORDER THE MEETING
6 OF THE REGIONAL NETWORK MANAGEMENT COMMITTEE. THIS MEETING IS
7 BEING WEBCAST ON THE MTC WEB SITE. COUNCIL MEMBERS AND MEMBERS
8 OF THE PUBLIC PARTICIPATING BY ZOOM WISHING TO SPEAK SHOULD
9 USE THE RAISED HAND FEATURE OR DIAL STAR NINE. SPEAKERS WILL
10 BE CALLED UPON AT THE APPROPRIATE TIME. TELECONFERENCE
11 ATTENDEES WILL BE CALLED UPON BY THE LAST FOUR DIGITS OF THEIR
12 PHONE NUMBER ROLL CALL WILL BE TAKEN FOR ALL ACTION ITEMS DUE
13 TO REMOTE COMMITTEE PARTICIPATION.

14

15 **CLERK OF THE BOARD:** NOACK?

16

17 **V. CHAIR, SUE NOACK:** HERE.

18

19 **CLERK OF THE BOARD:** AHN?

20

21 **EDDIE AHN:** HERE.

22

23 **CLERK OF THE BOARD:** CANEPA?

24

25 **DAVID CANEPA:** HERE.



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1

2 **CLERK OF THE BOARD:** GIACOPINI NON-VOTING? MAHAN? IS ABSENT.
3 MOULTON-PETERS?

4

5 **STEPHANIE MOULTON-PETERS:** HERE.

6

7 **CLERK OF THE BOARD:** NON-VOTING?

8

9 **SPEAKER:** HERE.

10

11 **V. CHAIR, SUE NOACK:** DO WE HAVE QUORUM REMOTE PARTICIPATION?

12

13 **CLERK OF THE BOARD:** NO.

14

15 **V. CHAIR, SUE NOACK:** NEXT WE MISSED THIS ON AGENDA ITEM BUT WE
16 DO HAVE A REPORT FROM THE RNM ADVISORY COUNCIL SO WE WILL HAVE
17 THAT REPORT NOW THEN TAKE PUBLIC COMMENT ON THE ADVISORY
18 COUNCIL. NOTHING SUBSTANTIVE TO BE DISCUSSED.

19

20 **KATHLEEN KANE:** THIS IS AN INFORMATION ONLY ITEM THE COMMITTEE
21 SHOULD NOT ENGAGE IN SUBSTANTIVE EXCHANGE ON THIS BECAUSE IT
22 WAS MISSED FROM THE AGENDA THIS IS INCLUDED AT THE DISCRETION
23 OF THE CHAIR.

24

25 **V. CHAIR, SUE NOACK:** PLEASE.



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1

2 **ADINA LEVIN:** THANK YOU VERY MUCH. ADINA LEVIN, CHAIR OF THE
3 REGIONAL NETWORK MANAGEMENT CUSTOMER ADVISORY GROUP. WE DID
4 MEET IN BETWEEN THE LAST MEETING OF THIS BODY AND THE CURRENT
5 ONE, AND WE HAD TWO SUBSTANTIVE ITEMS ON THE AGENDA. THE FIRST
6 WAS LEARNING MORE ABOUT AND PROVIDING FEEDBACK ON THE REGIONAL
7 WAYFINDING PROTOTYPES AND PILOTS THAT HAVE STARTED TO ROLL OUT
8 WITH THE FIRST ONE OVER AT EL CERRITO DEL NORTE AND THE SECOND
9 ONE JUST SCHEDULED FOR THE 20th AT SANTA ROSA. A NUMBER OF US
10 HAD BEEN AT THE LAUNCH EVENT FOR THE EL CERRITO DEL NORTE AND
11 HAD A LOT OF GOOD AND POSITIVE THINGS TO SAY, PLUS SOME
12 DETAILED COMMENTS THAT STAFF WAS DILIGENTLY TAKING NOTES ON.
13 SO EVERYONE IS GLAD TO SEE THAT INITIATIVE MOVING FORWARD. THE
14 NEXT SUBSTANTIVE ITEM ON THE AGENDA WAS DISCUSSION ABOUT THE
15 NEXT GENERATION CLIPPER RELEASE THAT IS PLANNED AND NEXT
16 GENERATION ON FARE COORDINATION AND INTEGRATION. PEOPLE WERE
17 EAGER TO SEE THAT TO BE RELEASED AS SOON AS HUMANLY POSSIBLE.
18 AND THERE WERE COMMENTS MADE ABOUT THE, YOU KNOW, IN SUPPORT
19 OF THE FREE AND REDUCED PRICE TRANSFERS THAT ARE COMING OUT
20 WITH IT, AND THE OPEN PAYMENTS AS THINGS HAVE A GOOD
21 LIKELIHOOD OF INCREASING TRANSIT RIDERSHIP, WANTING TO SEE
22 PROMOTION OF THESE THINGS AS PART OF, YOU KNOW, RELATED TO THE
23 PREVIOUS ITEM ABOUT IMPROVEMENTS TO TRANSIT SERVICE BEING VERY
24 VALUED BY THE PUBLIC. AND, ALSO, SOME EAGERNESS TO SEE A
25 FUTURE DEVELOPMENT THAT COULD POSSIBLY ALLOW PEOPLE TO GET



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1 DISCOUNTS TO WHICH THEY ARE ENTITLED WHEN THEY'RE USING OPEN
2 PAYMENT, WHICH IS SOMETHING THAT STAFF HAS STARTED TO SAY IN
3 THE LAST FEW MONTHS THAT SUCCESS WORKED ON. SO, THAT WAS
4 WELCOME TO HEAR. AND THE, I BELIEVE STAFF ALLUDED TO,
5 POTENTIALLY IN THE COMING YEAR WORKING ON THE NEXT STEPS IN
6 FARE COORDINATION AND INTEGRATION. AND THAT IS BEING LOOKED
7 FOR TO WITH WELCOME, AS WELL. SO, THOSE ARE THE REPORTS ON
8 THAT ADVISORY MEETING.

9

10 **V. CHAIR, SUE NOACK:** GREAT. THANK YOU. IS THERE ANY PUBLIC
11 COMMENT ON THE ADVISORY COUNCIL REPORT?

12

13 **ADINA LEVIN:** AND CAN I ALSO ASK IF THE STAFF WHO IS HERE,
14 LIKE, RECALLS ANYTHING SUPER SUBSTANTIVE THAT I MISSED? THAT
15 WOULD BE WELCOME, AND CAN BE SHARED IN AN INFORMATIONAL
16 SPIRIT.

17

18 **CLERK OF THE BOARD:** THERE IS NO ONE IN THE BOARDROOM OR ZOOM
19 WISHING TO SPEAK AND NO PUBLIC COMMENT WAS RECEIVED.

20

21 **V. CHAIR, SUE NOACK:** GREAT. THANK YOU. I WILL MOVE ON TO THE
22 ACTUAL AGENDA ITEM TWO, WHICH IS THE CONSENT CALENDAR, ITEM 2A
23 THROUGH E. DOES ANYBODY WANT TO -- [LAUGHTER]

24



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1 **SPEAKER:** YES. I WOULD LIKE TO PULL 2C. I DO HAVE SOME
2 QUESTIONS ON THAT H.

3

4 **V. CHAIR, SUE NOACK:** OKAY. WE WILL PULL 2C AND ADDRESS THAT IN
5 A MINUTE. IS THERE A MOTION FOR AGENDA ITEMS 2A THROUGH E,
6 EXCLUDING C?

7

8 **EDDIE AHN:** AHN SECONDS.

9

10 **V. CHAIR, SUE NOACK:** MOTION AND SECOND. IS THERE PUBLIC
11 COMMENT? ANYBODY WANT TO COMMENT ON THE CONSENT CALENDAR? IS
12 THERE ANY PUBLIC COMMENT? HAD.

13

14 **CLERK OF THE BOARD:** THERE IS NO WRITTEN CORRESPONDENCE
15 RECEIVED, AND THERE IS NO ONE IN THE BOARDROOM OR ZOOM WISHING
16 TO SPEAK ON THE CONSENT CALENDAR.

17

18 **V. CHAIR, SUE NOACK:** OKAY. SHALL I TAKE A VOTE ON A THROUGH E,
19 EXCEPT FOR 2C FIRST THEN WE'LL GO ON TO QUESTIONS FOR 2C. CAN
20 WE HAVE A VOTE, PLEASE?

21

22 **CLERK OF THE BOARD:** VICE CHAIR NOACK?

23

24 **V. CHAIR, SUE NOACK:** YES.

25



1 **CLERK OF THE BOARD:** MEMBER AHN?

2

3 **EDDIE AHN:** YES.

4

5 **CLERK OF THE BOARD:** MEMBER CANEPA?

6

7 **DAVID CANEPA:** YES.

8

9 **CLERK OF THE BOARD:** MEMBER MAHAN IS ABSENT. MEMBER MOULTON-
10 PETERS?

11

12 **STEPHANIE MOULTON-PETERS:** YES.

13

14 **CLERK OF THE BOARD:** MOTION PASSES UNANIMOUSLY BY ALL MEMBERS
15 PRESENT.

16

17 **V. CHAIR, SUE NOACK:** GREAT. THEN WE'LL TURN TO COMMISSIONER
18 SHAW TO ASK HER QUESTIONS ON 2C.

19

20 **DIANE SHAW:** THANK YOU VERY MUCH. YEAH, SO, FIRST OF ALL, THIS
21 IS REALLY GREAT TO SEE THIS INITIATIVE. I THINK THIS IS GOING
22 TO BE REALLY, REALLY POWERFUL AS WE MOVE FORWARD. THAT TRYING
23 TO UNDERSTAND WHERE WE REALLY NEED THESE TRANSIT PRIORITY
24 INITIATIVES IS GOOD. I THINK WITH WE HEARD DURING THE POLLING
25 IS PEOPLE NEED TO START TO SEE A DIFFERENCE. AND I DO THINK



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1 HAVING THIS DATA IS REALLY GOOD. ONE OF THE THINGS THAT I
2 WONDERED, THOUGH, IS -- AND I KNOW THAT I WAS REALLY HAPPY TO
3 SEE THAT WE'RE GOING TO BE PARTNERING WITH CAL ITP ON THIS, SO
4 WE'RE LOOKING AT IT POSSIBLY, EVENTUALLY, FROM A STATE
5 PERSPECTIVE. BUT EVEN FROM A BAY AREA REGION PERSPECTIVE, IS
6 THERE GOING TO BE THE ABILITY FOR THE -- ALL THE TRANSIT
7 AGENCIES TO BE ABLE TO USE THIS MODULE? IF NOT, WHY NOT? OR
8 WILL THEY BE ABLE TO GET ACCESS TO THE DATA SOME BECAUSE I
9 THINK THIS IS GOING TO BE REALLY IMPORTANT TO THE INDIVIDUAL
10 AGENCY, AS WELL, AS WE MOVE FORWARD, WORKING IN PARTNERSHIP
11 WITH MTC IN IDENTIFYING THESE PRIORITY AREAS.

12

13 **BRITT TANNER:** HI MY NAME IS BRITT TANNER. REGIONAL NETWORK
14 MANAGEMENT. SO, THE QUESTION WILL ITP BE ABLE TO SEE THIS
15 MODEL? UNFORTUNATELY NOT DIRECTLY. THE AGREEMENT IS WORKING,
16 MTC AND CAL ITP WILL HAVE ACCESS TO THE BATA BUT WE'RE GETTING
17 AN INCREDIBLE DEAL ON THE SOFTWARE PAYING \$73 PER BUS WHEREAS
18 TYPICALLY AGENCY WOULD BE ANYWHERE FROM 2 TO \$400 PER BUS SO
19 GETTING APPLES TO APPLES COMPARISON HAVING SAME SOURCE DATA
20 FOR ALL NINE AGENCIES THAT ARE REPRESENTED WE ARE GETTING AN
21 AMAZING DEAL FROM ANALYSIS WE WILL BE ABLE TO RUN REPORTS WE
22 CAN SHARE DATA THAT WE PULL JUST CAN'T PULL.

23

24 **DIANE SHAW:** WE CAN --

25



1 **BRITT TANNER:** --

2

3 **DIANE SHAW:** GOOD DO YOU KNOW WHAT'S THE TIMELINE FOR HAVING
4 SOME REPORTS AVAILABLE?

5

6 **BRITT TANNER:** WE'RE HOPING TO KICKOFF THE CONTRACTS AS EARLY
7 AS MARCH, SIX MONTHS FOR THEM TO CALIBRATE THE DATA THERE ARE
8 SO MANY AGENCIES THAT WILL HAVE TO COME ONLINE THAT DON'T
9 CURRENTLY HAVE SWIFTLY WE'RE HOPING TO DO OUR EXISTING DATA
10 ANALYSIS IN OCTOBER AND HAVE DATA EARLY NEXT YEAR.

11

12 **DIANE SHAW:** IT'S GOING TO BE LATE THEN FOR US TO ACTUALLY DO
13 ANYTHING BEFORE THERE IS A MEASURE BUT THAT'S OKAY. IT'S A
14 GOOD START. THANK YOU VERY MUCH.

15

16 **V. CHAIR, SUE NOACK:** ANYONE ELSE HAVE QUESTIONS ON 2C? OKAY.
17 CAN I GET A MOTION TO APPROVE 2C?

18

19 **DAVID CANEPA:** SO MOVED.

20

21 **V. CHAIR, SUE NOACK:** ALL RIGHT. WE HAVE A MOTION AND SECOND.
22 DO WE HAVE PUBLIC COMMENT ON 2C?

23



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1 **CLERK OF THE BOARD:** THERE IS NO WRITTEN CORRESPONDENCE
2 RECEIVED FOR AGENDA ITEM 2C, AND THERE IS NO ONE IN THE
3 BOARDROOM OR ZOOM WISHING TO SPEAK ON 2C.

4

5 **V. CHAIR, SUE NOACK:** GREAT. CAN WE HAVE THE ROLL CALL VOTE,
6 PLEASE?

7

8 **CLERK OF THE BOARD:** YES. ANN?

9

10 **EDDIE AHN:** YES.

11

12 **CLERK OF THE BOARD:** MAHAN IS ABSENT. MOULTON-PETERS?

13

14 **STEPHANIE MOULTON-PETERS:** YES.

15

16 **CLERK OF THE BOARD:** MOTION PASSES UNANIMOUSLY BY ALL MEMBERS
17 PRESENT.

18

19 **V. CHAIR, SUE NOACK:** GREAT. THANK YOU. MOVING TO AGENDA ITEM
20 3A CONTRACT AMENDMENT FOR REGIONAL WAYFINDING PROJECT DESIGN
21 IMPLEMENTATION AND OPERATIONS PLANNING, APPLIED WAY FINDING,
22 INC. FOR AN AMOUNT NOT TO EXCEED \$4 MILLION. AND WE HAVE
23 GORDON HANSEN AND JUMANA NABTI FROM BART. GO AHEAD PLEASE.

24



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1 **GORDON HANSON:** THANK YOU VERY MUCH. HELLO, VICE CHAIR NOACK
2 AND COMMITTEE MEMBERS. IT'S NICE TO BE BACK TO PROVIDE AN
3 UPDATE ABOUT THE PROJECT, ALONG WITH THIS AGAINST. AND ALSO,
4 HAPPY VALENTINE'S DAY. [LAUGHTER] AS NOTED, I'M GORDON HANSEN
5 PROJECT MANAGER FOR MTC'S REGIONAL MAPPING AND WAYFINDING
6 PROJECT.

7

8 **JUMANA NABTI:** AND I'M JUMANA NABTI WITH BART.

9

10 **GORDON HANSON:** GREAT. NEXT SLIDE PLEASE. TODAY WE'RE BRINGING
11 YOU UP TO SPEED ON THE PROJECT'S RECENT PROGRESS AND TAKE A
12 STEP BACK TO PROVIDE HIGH-LEVEL PICTURE OF THE PROJECT'S
13 CONTRACT AND BUDGET ON WHICH OFFERS CONTEXT OF OUR REQUEST FOR
14 APPROVAL OF AN AMENDMENT WITH OUR PRIME CONTRACTOR APPLIED
15 WAYFINDING. NEXT SLIDE, PLEASE. JUST FOR A BRIEF RETROSPECTIVE
16 ON THIS PROJECT FOR THOSE WHO ARE WATCHING FROM HOME FOR THE
17 FIRST TIME. THE PRIMARY GOAL OF THE REGIONAL MAPPING AND
18 WAYFINDING PROJECT IS TO RETAIN AND INCREASE TRANSIT
19 RIDERSHIP. WE ARE DEVELOPING HARMONIZED WAYFINDING SIGNS AND
20 MAPS TO IMPROVE THE CUSTOMER EXPERIENCE AT ALL BAY AREA
21 TRANSIT LOCATIONS. THE CURRENT PROJECT PHASE INCLUDES
22 DEVELOPING, TESTING, AND REFINING NEW DESIGNS. NEXT SLIDE.

23

24 **JUMANA NABTI:** ALL RIGHT. WE'RE TESTING NEW DESIGNING
25 ITERATIVELY, INCORPORATING INPUT FROM TRANSIT AGENCIES AND



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1 RIDERS VIA IMPLEMENTATION AT INCREASING GEOGRAPHIC SCALES.
2 REFINED MAP AND SIGN DESIGNS WILL BE INSTALLED AT THE
3 PROTOTYPE STATIONS AND AT SEVEN ADDITIONAL TRANSIT HUBS AROUND
4 THE REGION AND ALONG BUS LINES IN THE NORTH BAY AS PART OF THE
5 PILOT PROJECTS. NEXT SLIDE. WE HAVE SOME BRIEF UPDATES FOR YOU
6 ABOUT THE PROJECT'S RECENT PROGRESS. FOR THE PROTOTYPES WE
7 WERE EXCITED TO CELEBRATE THE LAUNCH OF THE EL CERRITO DEL
8 NORTE PROTOTYPE WITH SOME OF YOU IN DECEMBER. THANK YOU FOR
9 JOINING. NEW SIGNS AND MAPS WILL DEBUT AT THE SANTA ROSA
10 TRANSIT MALL AND SMART STATION THIS THURSDAY FEBRUARY 20TH.
11 OVER 1700 PEOPLE FROM AROUND THE REGION TOOK OUR ONLINE
12 SURVEY, WHICH WILL BE REOPENING NEXT WEEK TO GATHER FEEDBACK
13 FROM RIDERS IN AND AROUND SANTA ROSA. WE'RE ALSO ANALYZING
14 INPUT FROM FOCUS GROUPS, TEST JOURNEYS, INTERCEPT SURVEYS AND
15 STAFF SITE VISITS AND WILL PROVIDE MORE INFORMATION ON THE
16 RESULTS OF THOSE WHEN THEY'RE READY. FINALLY, PLANNING FOR OUR
17 POWELL STREET MINI PROTOTYPE WHICH WILL TEST NEW DESIGNS AT
18 THE MOST COMPLEX STATION IN THE REGION IS UNDERWAY AND WE
19 EXPECT TO INSTALL A SMALL SET OF TEMPORARY SIGNS SOON. FOR THE
20 PILOT PROJECTS, IN PARALLEL, WE HAVE BEEN WORKING WITH PARTNER
21 AGENCIES TO PLAN FOR THE PILOT PROJECTS, INCLUDING SITE VISITS
22 AT EACH LOCATION. WE ARE ALSO WORKING WITH AGENCIES TO
23 UNDERSTAND THEIR CAPACITY OR RESOURCES TO MANUFACTURE AND/OR
24 INSTALL SIGNAGE FOR THE PILOTS. WE'RE DEVELOPING AN RFQ TO
25 COVER ANY SIGNAGE THAT AGENCIES CANNOT ASSIST WITH. NEXT



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1 SLIDE. OVER OF THE PAST YEAR WE HAVE COLLABORATED EXTENSIVELY
2 WITH TRANSIT AGENCY STAFF, THE PUBLIC, AND THESE REGIONAL
3 NETWORK MANAGEMENT GROUPS, INCLUDING YOURS, ARE ABOUT THE
4 PROJECT. TOGETHER THIS FEEDBACK HAS HELPED US BUILD A MORE
5 COMPREHENSIVE AND REPRESENTATIVE APPROACH TO DELIVERY.
6 EXPERIENCE DEVELOPING PROTOTYPE SIGNS AND MAPS SURFACED A LOT
7 OF DETAILED INFORMATION ABOUT THE REGION'S TRANSIT SERVICE AND
8 HOW BEST TO DEPICT THEM IN A HARMONIOUS WAY. WHILE THE PROCESS
9 WAS MORE COMPLEX THAN EXPECTED WE SEE THIS AS FRONT LOADING
10 EXTREMELY PERSONALITY TOPICS AND POTENTIAL CHALLENGES THAT WE
11 NEED TO KNOW ABOUT NOW. AS WE TRANSITION BETWEEN THE
12 PROTOTYPES AND THE PILOT PROJECTS WE'RE TAKING A STEP BACK
13 FROM THE DETAILS TO ENSURE THAT HOW WE MANAGE THE PROJECT BE
14 ALIGNS WITH OUR MODIFIED APPROACH TO DELIVER AND I'LL HAND IT
15 BACK TO GORDON TO TALK ABOUT THAT.

16

17 **GORDON HANSON:** NEXT SLIDE. LET'S FLY BACK UP TO THE 30
18 FINISHED FOOT LEVEL FOR CHECK IN ON THE PROJECT'S VENDORS
19 BUDGET AND FUNDING. WE HAVE THREE CONTRACTOR, APPLIED
20 WAYFINDING, THE SUBJECT OF OUR DISCUSSION TODAY, PROVIDES
21 CRITICAL PROJECT CAPACITY. THEY DO DESIGN IMPLEMENTATION
22 SUPPORT AND OPERATIONAL PLANNING FOR THE PROJECT. THEY ALSO
23 CONDUCT PUBLIC ENGAGEMENT AND EVALUATION EFFORTS FOR BOTH THE
24 PROTOTYPES AND THE PILOT PROJECTS, UPCOMING. NOW DUE TO
25 CHANGES IN OUR PROJECT DELIVERY APPROACH WHICH WE'LL TALK



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1 ABOUT IN A MOMENT, APPLIED ARE ALREADY REACHING THEIR \$6
2 MILLION NTE EARLIER THAN EXPECTED PROMPTING OUR CONTRACT
3 AMENDMENT REQUEST TODAY. SECOND CONTRACT IS WITH CORPORATE
4 SIGN SYSTEMS THEY ARE RESPONSIBLE FOR THE FABRICATION AND
5 INSTALLATION OF THE PROTOTYPE PROJECTS CONTRACT TERM WILL BE
6 EXTENDED BY ONE YEAR TO ALLOW THEM TO SUPPORT PROTOTYPE
7 MAINTENANCE BUT THERE IS NO FUNDING INCREASE. FINALLY WE HAVE
8 ACCESSIBLE AVENUE THIS IS RON BROOKS OUR ACCESSIBILITY
9 CONSULTANT HE PROVIDES PROJECT TEAM LEVEL CAPACITY AND INSIGHT
10 FOR ACCESSIBILITY NEEDS. NOW WE HAVE SOME FUTURE CONTRACTS
11 THAT WE EXPECT LATER THIS YEAR THIS WILL BE WITH FABRICATION
12 VENDORS FOR THE PILOT PROJECTS. BASED YOUR FEEDBACK IN
13 PARTICULAR WE ARE MEETING WITH AC TRANSIT AND GOLDEN GATE
14 TRANSIT TO BETTER UNDERSTAND THAT THEIR SIGN SHOP CAPABILITIES
15 AND WOULD LOVE TO PARTNER WITH THEM IF POSSIBLE ON FUTURE
16 MANUFACTURING. NEXT SLIDE PLEASE. AS NOTED, OVER THE PAST TWO
17 YEARS, MTC HAS MODIFIED THE PROJECT DELIVERY APPROACH. ONE
18 MAJOR MODIFICATION INVOLVED THE PILOT PROJECTS ORIGINALLY
19 INTENDED TO INCLUDE ALL TRANSIT FACILITIES IN SOLANO, SONOMA,
20 AND EASTERN CONTRA COSTA AND ALAMEDA COUNTIES WE HEARD YOUR
21 AGENCY FEEDBACK AND THESE PROJECTS NOW ENCOMPASS REGIONAL HUB
22 STATIONS ALONG WITH A SELECTION OF BUS LINES IN THE NORTH BAY.
23 THE CURRENT \$6 MILLION NTE, OR NOT TO EXCEED AMOUNT FOR
24 APPLIED FUNDS SEVERAL EFFORTS INCLUDING DELIVERY OF THE TWO
25 PROTOTYPES AND THE FORTHCOMING MINI PROTOTYPE AT POWELL



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1 OUTREACH AND ENGAGEMENT FOR THE DEVELOPMENT OF THE PROTOTYPES,
2 THE DEVELOPMENT OF THE VERSION ONE STANDARDS WHICH ARE DESIGN
3 GUIDELINES, AN EVALUATION OF NEW DESIGNS, DEVELOPMENT OF THE
4 DIGITAL WAYFINDING PROOF OF CONCEPT THAT WE ARE TESTING AT EL
5 CERRITO DEL NORTE, AND PRELIMINARY PLANNING AND ENGAGEMENT FOR
6 THE NINE REGIONAL HUB PILOT PROJECTS. THE RECOMMENDED \$4
7 MILLION NTE INCREASE WILL SUPPORT COMPLETING THE PLANNING AND
8 DESIGN FOR THE NINE REGIONAL HUB PILOTS. DEVELOPING AND
9 DESIGNING THE NORTH BAY BUS LINES PILOT, RESEARCHING AND/OR
10 DEVELOPING DIGITAL TOOLS, INCLUDING AUTOMATED ARTWORKING AND
11 ASSET MANAGEMENT TO GIVE AGENCIES THE TOOLS THEY NEED TO
12 INSTALL AND MAINTAIN NEW WAYFINDING IN THE FUTURE. AND,
13 FINALLY, LONGER TERM PLANNING, INCLUDING UPDATES TO THE
14 STANDARDS AFTER THE PILOT PROJECTS, UPDATING THE OVERALL
15 BUSINESS CASE AND CRAFTING A LONG-TERM GOVERNANCE PLAN FOR HOW
16 THE REGIONAL MAPPING AND WAYFINDING PROJECT BECOMES A PROGRAM.
17 NEXT SLIDE PLEASE. WE HAVE IDENTIFIED A TOTAL OF \$36 MILLION
18 FOR THIS PROJECT. MOST OF THIS FUNDING COMES FROM FEDERAL
19 FORMULA FUNDS, APPROXIMATELY \$25 MILLION. NOW, WE ARE AWARE OF
20 SOME UNCERTAINTY AROUND FEDERAL FUNDING THESE DAYS. AND ARE
21 MONITORING THE SITUATION VERY CLOSELY. WE ARE CAUTIOUSLY
22 OPTIMISTIC, HOWEVER, AS THE MTC COMMISSION HAS PROGRAMMED
23 FEDERAL FORMULA FUNDS, SPECIFICALLY TO THIS PROJECT. IN
24 ACCORDANCE WITH STANDARD PROVIDERS MTC HAS APPLIED FOR A \$20
25 MILLION GRANT THAT IS CURRENTLY UNDER FTA AND DEPARTMENT OF



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1 LABOR REVIEW. WE EXPECT IT TO BE AWARDED SOON. THE AMENDED
2 CONTRACT WITH APPLIED WILL CONSTITUTE \$10 MILLION WITH
3 REMAINING 26 MILLION TO BE USED FOR WAYFINDING FABRICATION AND
4 INSTALLATION AS PART OF THE PILOT PROJECTS AS WELL AS SOME
5 OTHER EXPENSES. APPLIED'S CONTRACT INCLUDING THE RECOMMENDED
6 AMENDMENT IS FINISHED PRIMARILY BY NON-FEDERAL SOURCES. THE AT
7 THIS TIME WE EXPECT TO HAVE SUFFICIENT FUNDING TO DELIVER THE
8 PROJECT. NEXT SLIDE PLEASE. SO, LET'S LOOK AHEAD. TODAY, OF
9 COURSE, WE REQUEST YOUR APPROVAL OF OUR RECOMMENDED CONTRACT
10 AMENDMENT. AS NOTED, WE WILL LAUNCH THE SANTA ROSA PROTOTYPE
11 NEXT THURSDAY FEBRUARY 20TH AND WE WILL TEST TEMPORARY SIGNAGE
12 AT THE PALACE STATION LATER THIS WINTER. MEANWHILE WORK ON THE
13 VERSION ONE STANDARDS DESIGN GUIDELINES AND PREPARATION FOR
14 THE PILOT PROJECTS IS ONGOING WE EXPECT TO ISSUE OUR RFQ AND
15 CONTRACT WITH FABRICATORS FOR THE PILOT PROJECTS IDEALLY
16 SUPPLEMENTING ASSISTANCE FROM TRANSIT AGENCY SIGN SHOPS LATER
17 THIS YEAR RELEASE VERSION ONE DESIGN STANDARDS INCLUDING
18 GUIDANCE FOR REPLACEMENT PROJECTS THAT AGENCIES ARE LEADING.
19 AND LATER THIS YEAR WE PLAN TO BEGIN DELIVERY OF THE NINE
20 REGIONAL HUB PILOT PROGRAMS. OF COURSE, WE WILL HAVE MUCH MORE
21 TO COME TO DISCUSS WITH YOU IN COMING MONTHS AND WE THANK YOU
22 FOR YOUR ATTENTION TODAY.

23

24 **V. CHAIR, SUE NOACK:** THANK YOU FOR THAT UPDATE AND REQUEST.
25 ANYBODY HAVE QUESTIONS? I HAD A COUPLE. SO, THE 36 MILLION



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1 WILL COVER NINE PILOTS WHAT'S ALREADY HAPPENED TO DATE BUT NOT
2 COVER THE REMAINING 2027, RIGHT?

3

4 **GORDON HANSON:** \$36 MILLION FOR PROJECT PHASE, WHICH IS WHAT
5 HAPPENED TO DATE AS YOU SAY THROUGH 2027 WILL COVER THE
6 DEVELOPMENT OF THE STANDARDS COVER THE NINE REGIONAL HUB PILOT
7 PROJECTS AND SELECTION OF NORTH BAY BUS ROUTES SECOND PILOT
8 PROJECT BUT YOU'RE RIGHT BEYOND 2027 LOOKING TO IMPLEMENT
9 AROUND THE REGION WE WILL NEED TO SEEK ADDITIONAL FUNDING TO
10 SUPPLANT AND SUPPLEMENT THAT WORK.

11

12 **V. CHAIR, SUE NOACK:** OKAY WITH WHAT'S GOING ON AT THE FEDERAL
13 LEVEL WHAT'S THE RISK OF NOT GETTING THAT GRANT AWARD.

14

15 **GORDON HANSON:** LET'S JUST SAY THAT WE'RE VERY MUCH LOOKING
16 FORWARD TO HAVING IT AWARDED BUT TO YOUR POINT IT WILL REQUIRE
17 US TO THINK CRITICALLY ABOUT HOW WE USE THE FUNDING WE DO
18 HAVE. I WILL SAY WE HAVE \$4 MILLION IN CONTINGENCY FUNDING
19 WHICH IS PART OF THE OVERALL 36. THAT IS PRIMARILY STATE AND
20 IS MORE FLEXIBLE. SO WE COULD TAP INTO THAT IF ABSOLUTELY
21 NECESSARY TO MOVE FORWARD WITH IMPLEMENTATION OF THE PILOTS,
22 AS MUCH AS WE CAN, WITH THE AVAILABLE FUNDING.

23

24 **V. CHAIR, SUE NOACK:** AND YOU WILL LET US KNOW WHENEVER YOU --

25



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1 **GORDON HANSEN:** WE EXPECT TO KNOW BY UNDERSTAND OF THIS MONTH
2 FINGERS CROSSED AND WE WILL UPDATE EVERYONE ON THE TEAM AS
3 MUCH AS WE CAN WHEN WE KNOW.

4

5 **V. CHAIR, SUE NOACK:** OKAY GREAT. THANK YOU. DIANE?

6

7 **DIANE SHAW:** I'M GOING TO CONTINUE THOSE WERE MY QUESTIONS ON
8 THAT. ONE THING IS THIS INITIAL REQUEST TODAY FOR THE 4
9 MILLION IS LIKE A 66% INCREASE OVER WHAT YOU ESTIMATED. AND I
10 KNOW SOME OF THAT IS BECAUSE WE CHANGED, WE ADDED A PILOT, I'M
11 GUESSING YOU HAVE SOME LESSONS LEARNED OUT OF THAT. AND, SO,
12 SOMEWHAT TO BE EXPECTED. MY QUESTION IS, WITH THOSE LESSONS
13 THAT YOU LEARNED IN ALL OF THAT, YOU STILL THINK THE 36
14 MILLION IS GOING TO BE ENOUGH? BECAUSE NOW YOU HAVE ALREADY
15 USED 10 MILLION OF THE 36, AS OPPOSED TO 6 MILLION. AND THEN,
16 IT SOUND LIKE YOU HAVE THE 10 MILLION, BECAUSE YOU CAN HAVE
17 SOME NON-FEDERAL FUNDS. SO, IT SOUNDS LIKE, AT LEAST THIS
18 INITIAL THING IS FUNDED, AND I'M GLAD TO KNOW BY THE END OF
19 THE MONTHS WE'LL KNOW MORE, BUT IF WE DON'T HAVE UNDERSTANDING
20 OF WHERE THE MONEY IS GOING TO COME FROM AT WHAT POINT ARE WE
21 GOING TO HAVE TO TAKE A PAUSE TO FIGURE OUT OUR NEXT STEPS?

22

23 **GORDON HANSON:** YEAH FOR THE LAST QUESTION, IT'S -- I'LL ANSWER
24 THAT FIRST I THINK IT'S A GOOD QUESTION ONE OF THE THINGS THAT
25 WE WILL NEED TO -- IF THAT HAPPENS, WE'LL NEED TO TAKE A PAUSE



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1 AND REGROUP AND WE'LL UPDATE THIS BODY AS APPROPRIATE. TO YOUR
2 QUESTION, THERE WAS A QUESTION ABOUT -- CAN YOU REMIND ME OF
3 THE FIRST QUESTION? I'M SORRY.

4

5 **DIANE SHAW:** FROM 6 MILLION TO 10 MILLION, SO UNDERSTANDING
6 WHETHER THAT AFFECTS THE OVERALL PART OF THIS POT, OR WHETHER
7 YOU KIND OF EXPECTED IT?

8

9 **GORDON HANSON:** YEAH, SO, I THINK THE BIGGEST EXPLANATION FROM
10 THAT IS THAT THE CHANGING IN THE APPROACH TO PROJECT DELIVERY.
11 THE OTHER THING THAT I WOULD MENTION IS THAT THIS IS A NOT TO
12 EXCEED INCREASE. AND ONE THING THAT I DIDN'T MENTION
13 SPECIFICALLY IN THE CONTRACT SLIDE IS THAT THIS IS A TASK
14 ORDER BASED CONTRACT. MEANING THAT WE HAVE A LOT OF
15 FLEXIBILITY IN HOW WE APPORTION AND CRITICALLY NEGOTIATE EACH
16 TASK ORDER, THE SCOPE AND THE BUDGET. SO IT'S KIND OF A MINI
17 CONTRACT THAT HAPPENS WITHIN THE SCOPE OF THE OVERALL
18 CONTRACT. SO, A \$4 MILLION INCREASE IN THE NOT TO EXCEED IS
19 NOT A GUARANTEE THAT THERE WILL BE A \$4 MILLION OUTLAY. IT
20 GIVES US THE FLEXIBILITY TO NEGOTIATE ADDITIONAL TASK ORDERS
21 THAT CAN HELP US RESPOND TO ADDITIONAL NEEDS FOR FLEXIBILITY.
22 AND WE MAY NOT NEED TO SPEND THAT TOTAL AMOUNT TO DELIVER THE
23 PROJECT SUCCESSFULLY. TO YOUR POINT ABOUT COST EFFICIENCIES,
24 THAT'S -- OR AT LEAST THAT'S HOW I WROTE DOWN THE NOTE, WHICH
25 IS TO SAY YES, WE'RE LEARNING QUITE A BIT. ONE OF THE THINGS



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1 THAT WE DO KNOW IS I THINK WE HAVE A REAL OPPORTUNITY,
2 ESPECIALLY IN PARTNERING WITH TRANSIT SIGN SHOPS, LIKE AC
3 TRANSIT, WE HAVE HAD INITIAL CONVERSATION AND WE HAVE ANOTHER
4 ONE SCHEDULED TO FOLLOW UP. IS THAT WE WANT TO MAXIMIZE
5 WHATEVER EXISTING AGREEMENTS FOR LOWER COST IMPLEMENTATION
6 THAT WE CAN FOR THE PILOTS. AND A MAJOR QUESTION FOR US, OR
7 MAJOR POINT OF DISCUSSION OVER THE NEXT SEVERAL MONTHS AS WE
8 WORK TO FINALIZE THE FIRST SET OF DESIGN STANDARDS IS AROUND
9 COST EFFECTIVENESS. THAT IS HUGE FOR US BECAUSE WITHOUT COST
10 EFFECTIVE PROJECT OR WAY FORWARD THIS CAN'T GO FORWARD. THAT'S
11 MAJOR FOR US.

12

13 **DIANE SHAW:** YEAH, I THINK THE IDEA OF MAINTENANCE, THE ONGOING
14 MAINTENANCE, ENSURING THAT WE HAVE A GOOD PLAN AND
15 UNDERSTANDING OF WHAT THE COSTS ARE GOING TO BE THERE, I THINK
16 -- I THINK IS REALLY -- I THINK IS CRITICAL TO ENSURING THAT
17 WE CAN SUSTAIN THIS PROGRAM. BECAUSE NONE OF US WANT TO
18 IMPLEMENT SOMETHING WE CAN'T SUSTAIN, WHICH IS KIND OF WHAT
19 WE'RE IN RIGHT NOW. BUT, THE OTHER QUESTION I HAVE FOR YOU
20 WAS, I'M GLAD TO HEAR ABOUT THE, GOING TO BE TAKING THE
21 FEEDBACK AND WHAT YOU HEAR, SO MY QUESTION ON THAT IS, DO YOU
22 ACTUALLY HAVE SUCCESS METRICS IDENTIFIED AS TO WHAT YOU THINK
23 IS SUCCESS? AND HOW WE'RE GOING TO MEASURE THAT? AND, ALSO,
24 ARE YOU INCLUDING FEEDBACK? I KNOW WE'RE INCLUDING FEEDBACK
25 FROM OUR RIDERS AND CUSTOMERS, BUT WHAT ABOUT THE BUS



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1 OPERATORS THEMSELVES? ARE WE INCLUDING THAT IN THAT? AND THEN,
2 ALSO, THIS IS ALL KIND OF AROUND THE SAME THING, I'M WONDERING
3 ABOUT, TALKED ABOUT IN HERE RON BROOKS AND THEIR GROUP AND
4 GIVING IT SOME DISABILITY INPUT. HAVE WE RECEIVED ALREADY
5 SPECIFIC INFORMATION OR RECOMMENDATIONS FROM HIM THAT WE
6 HAVEN'T BEEN ABLE TO DO YET OR THAT WE NEED TO DO GOING
7 FORWARD AND HOW ARE WE INCORPORATING ALL OF THAT INTO THE
8 FEEDBACK FOR THE NEXT PHASES OF THE PROJECT?

9

10 **GORDON HANSON:** GREAT. LOTS --

11

12 **DIANE SHAW:** SORRY FOR THE LONG QUESTIONS. [LAUGHTER]

13

14 **GORDON HANSON:** NO. I THINK I HAVE CAPTURED WHAT YOU ASKED IN
15 MY SHORTHAND THAT'S VERY DIFFICULT TO READ OVER HERE. YEAH,
16 WE'RE GOOD. FIRST WAS ABOUT SUCCESS METRICS. YEAH, ONE OF THE
17 THINGS THAT WILL WE'LL BE WORKING ON AND HAVE ALREADY STARTED
18 TO THINK ABOUT AS PART OF OUR EVALUATION IS AROUND THE
19 BUSINESS CASE FOR THIS PROJECT. AND THAT IS -- I WON'T GO INTO
20 THE DETAILS BUT THERE IS A MIXTURE OF QUALITATIVE AND
21 QUANTITATIVE WORK THAT WE CAN DO FOR SUCH A PROJECT AS THIS.
22 ONE OF THE QUANTITATIVE METRICS THAT WE WOULD LIKE TO BE ABLE
23 TO MEASURE -- I SAY IT THAT WAY BECAUSE IT'S CHALLENGING TO
24 GET TO THIS -- IS THAT CAN WE NOTICE A BUMP IN RIDERSHIP THAT
25 WE CAN ADDRESS TO THE WAYFINDING SIGNAGE AND MAPS. THAT'S



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1 SOMETHING THAT WE WOULD LOVE TO BE ABLE TO MEASURE AND ARE
2 LOOKING FOR WAYS TO DO SO. BUT THE OTHER PIECE IS QUALITATIVE,
3 WHICH IS HOW DO PEOPLE -- I KNOW, FRANKLY, HOW DO THESE SIGNS
4 MAKE THEM FEEL? DO THEY FEEL CARED FOR BY THE REGION, BY THE
5 AGENCIES? THAT'S SOMETHING THAT'S MORE DIFFICULT TO QUANTIFY
6 BUT IT'S ESSENTIAL FOR THE SUCCESS OF THIS PROJECT IN TRANSIT.
7 IT'S THE WORD OF MOUTH FACTOR, REALLY. YOU KNOW? DO I TRUST
8 TRANSIT TO BE ABLE TO SHARE IT AND TO BE ABLE TO SAY TO MY
9 FRIENDS, HEY THIS IS WORKING BETTER. WE'RE FINDING WAYS TO
10 ADDRESS THAT IN OUR EVALUATION PARTLY THROUGH TEST JOURNEYS
11 WHICH ARE ACCOMPANYING FOLKS AS THEY GO THROUGH A SERIES OF
12 STEPS AT LOCATIONS AND ASKING THEM QUALIFIED OR QUALIFIABLE
13 QUESTIONS ABOUT THEIR EXPERIENCE AND THAT'S BEING ADDRESSED IN
14 OUR EVALUATION THAT'S HAPPENING RIGHT NOW. SPEAKING OF THAT
15 YOU ASKED ABOUT OPERATORS, WE HAD A SERIES OF SITE VISITS AT
16 EL CERRITO DEL NORTE AND WE'RE PLANNING SUPPLEMENT SOME AT
17 SANTA ROSA WITH TRANSIT AGENCY STAFF BUT AS YOU KNOW OPERATORS
18 ARE VERY IMPORTANT SO WE INTEGRATE THEM INTO OUR DESIGN
19 PROCESS MOVING FORWARD I THINK ONE OF THE CHALLENGES THERE,
20 THERE ARE UNION AGREEMENTS RULES THAT WE NEED TO BE AWARE OF
21 SO ASKING THEM TO COME TO US MAY NOT BE FEASIBLE WE MAY NEED
22 TO GO OUT AND TALK TO THEM AT BUS DEPOTS SOMETHING WE'RE
23 THINKING ABOUT IN TERMS OF RON BROOKS WHAT AN ASSET TO THIS
24 PROJECT SO HAPPY THAT HE IS ABLE TO PARTICIPATE AT OUR PROJECT
25 TEAM LEVEL. ONE THING WE SUGGESTED THAT WE HAVE BEEN ABLE TO



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1 IMPLEMENT IS THE ACCESSIBILITY WORKING GROUP WHICH WE BROUGHT
2 ONLINE MID-LAST YEAR AND ARE CONTINUING TO WORK NOW. WE HAD A
3 SITE VISIT WITH MEMBERS OF THE AWG AT EL CERRITO DEL NORTE SO
4 WE COULD GET SPECIFIC INFORMATION AND FEEDBACK ON THIS
5 EXPERIENCES. THERE REMAIN A LOT OF OPPORTUNITIES FOR US TO
6 IMPROVE IN THIS ARENA. ONE PIECE OF FEEDBACK THAT WE HAVE
7 HEARD THAT WE ARE STILL PUZZLING HOW TO IMPLEMENT IS AROUND
8 TACTILE PLANS. THAT'S THE CHALLENGE FOR US IS HOW TO -- HOW TO
9 IMPLEMENT AT SCALE. BUT THAT'S SOMETHING THAT WE HAVE HEARD
10 REPEATEDLY AS A WAY THAT WE COULD MAKE OUR MAP PRODUCTS, IN
11 PARTICULAR, MORE ACCESSIBLE. SO THAT'S SOMETHING THAT WE'RE
12 LOOKING TO CONTINUE THE CONVERSATION WITH RON AND OUR
13 ACCESSIBLE WORKING GROUP.

14

15 **DIANE SHAW:** I THINK THE STORIES YOU'RE HEARING, ARE IMPORTANT
16 AS WE TALK ABOUT THIS WHEN WE TALK ABOUT GOING FOR THE TAX
17 REVENUE MEASURE. SO, I THINK IT'S GOING TO BE REALLY IMPORTANT
18 FOR YOU GUYS TO TELL YOUR STORIES AND WHAT YOU HAVE SEEN AND
19 SOME OF THE POSITIVE OUTCOMES HAVE COME OUT OF THIS EFFORT
20 THAT WE HAVE DONE.

21

22 **V. CHAIR, SUE NOACK:** COMMISSIONER?

23

24 **SPEAKER:** 36 MILLION IS A LOT. IT WOULD BE NICE TO SEE BREAK
25 DOWN OF THE FULL PROJECT COST OR EVEN, YOU KNOW, AS --



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1 COMMISSIONER, MEMBER? GOING FROM 6 MILLION TO 10 MILLION IS
2 ALSO PRETTY SIGNIFICANT. I KNOW YOU NAMED THE THINGS THAT ARE
3 ADDITIONAL. BUT WE'RE ALL MONEY PEOPLE. LIKE, IT WOULD BE NICE
4 TO SEE NUMBERS NOT JUST CHECKMARKS, YOU KNOW, IN THE FUTURE IT
5 WOULD BE HELP TO UNDERSTAND WHAT THESE COSTS ARE. 36 MILLION
6 FOR TOTAL PROJECT COST IS REALLY HIGH TO ME. AND THEN IN TERMS
7 OF THE FULL ROLL OUT, WHAT WOULD ALSO BE HELPFUL, YOU KNOW, AS
8 YOU THINK ABOUT ALL THE OTHER QUESTIONS THAT, YOU KNOW, HAVE
9 BEEN ASKED AND ALREADY ANSWERED BY YOU BOTH IT WOULD BE
10 HELPFUL TO UNDERSTAND WHAT FULL ROLL OUT MEANS. BECAUSE I
11 IMAGINE THERE IS DIFFERENT SCALES OF WHAT THAT FULL ROLL OUT
12 IS. IS IT, LIKE, LITERALLY EVERY BUS STOP AND EVERY -- LIKE,
13 EVERY KIND OF TRANSIT STOP GETS UPDATE SIGNS, OR DO YOU HAVE
14 CERTAIN THRESHOLDS? OR WHAT WOULD THAT EVEN BE? BECAUSE I
15 THINK HAVING A SENSE OF WHAT THAT FULL COST IS HELPFUL, SEEING
16 THIS PHASE COST 36 MILLION, HAS ME CONCERNED FOR WHAT THAT
17 FULL ROLL OUT COST COULD BE. SO, I THINK UNDERSTANDING THE
18 SPECTRUM OF THAT IS HELPFUL. AND I DON'T KNOW IF YOU HAVE ANY
19 ESTIMATES NOW OR IF YOU HAVE BEGUN THINKING ABOUT WHAT THAT
20 LOOKS LIKE.

21

22 **GORDON HANSON:** I CAN SAY WE HAVE BEGUN THINKING ABOUT IT BUT
23 IT IS A BIT PREMATURE TO SHARE COST ESTIMATES AT THIS
24 PARTICULAR MOMENT.

25



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1 **V. CHAIR, SUE NOACK:** I WOULD JUST AGREE I WOULD HATE TO START
2 SPENDING MONEY ON PROJECTS WHEN WE DON'T HAVE A GOOD IDEA OF
3 WHAT THE END NUMBER IS BECAUSE YOU, SORT OF, HALF-BAKED
4 SOMETHING AND THEN YOU HAVE GOT TO BAKE THE WHOLE THING AND
5 YOU HAVE GOT SOME COSTS IT MAKES SENSE TO HAVE SOME IDEA OF
6 TOTAL PROJECT COST AT SOME POINT THAT WOULD BE HELPFUL. ANY
7 OTHER QUESTIONS?

8

9 **REBECCA KAPLAN:** ONE QUESTION AND ONE COMMENT. ONE COMMENT,
10 WHEN I WAS PREVIOUSLY ON AC BOARD TRANSIT, WE DID A PROJECT
11 WITH THE CITY OF ALAMEDA TO INSTALL SIGNAGE THERE WAS CREATIVE
12 INSTALLATIONS FINDING SMALL SIGNAGE AT BUS STOPS AND I WANTED
13 TO MENTION THAT WHEN YOU LOOK AT THE PHASE OF LOOKING TO DO
14 MORE THINGS IN MORE PLACES ARE YOU LOOKING AT STATIC SIGNAGE
15 OR LOOKING AT THINGS THAT HAVE LIKELY REALTIME DEPARTURE
16 INFORMATION? THANK YOU.

17

18 **GORDON HANSON:** THANK YOU FOR THE COMMENT. I THINK I'LL RESPOND
19 TO THAT, MORE OF A COMMENT THAN QUESTION. I WILL SAY AS FAR AS
20 LOOKING AT GUIDELINES VERSION ONE DESIGN GUIDELINES IS
21 FLEXIBILITY TO ADAPT TO A NUMBER OF EXISTING CONDITIONS. I
22 MEAN THE QUESTION ON DIGITAL, IS HOW WE REFER TO IT INTERNALLY
23 AT THE AGENCY IS THE \$64 THOUSAND DOLLAR QUESTION. SO, WE HAVE
24 -- WE ARE IN THE PROCESS OF EVALUATING WHAT THAT COULD LOOK
25 LIKE. I THINK ONE OF THE CHALLENGES AND OPPORTUNITIES THAT WE



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1 HAVE, IS THAT, HISTORICALLY, 511, AT THE AGENCY, HAS HANDLED
2 BOTH A CLEARING HOUSE FOR INFORMATION. HAD A TRIP PLANNED AT
3 ONE POINT. MOVED AWAY FROM THAT FOR A VARIETY OF DOCUMENTED
4 REASONS AT THE TIME. SO, WHATEVER STRATEGY WE TAKE NEEDS TO BE
5 COLLABORATIVE WITHIN OTHER SECTIONS. I WILL SAY THAT WE HAVE -
6 - AND IT'S ACTUALLY STILL LIVE, WE HAVE WHAT WE CALL DIGITAL
7 WAYFINDING PROOF OF CONCEPT AT EL CERRITO DEL NORTE. THIS
8 INVOLVES QR CODES THAT ARE POSTED AT EACH OF THE BUS BAYS AND
9 ON OUR MAPS AT THAT LOCATION. THAT BRINGS YOU TO A SERIES OF
10 WEB PAGES HOSTED BY MTC THAT PROVIDE REALTIME INFORMATION FROM
11 OUR DTFS DATABASE. SO, WE ARE EVALUATING THAT AS PART OF THE
12 PROTOTYPES. WE THINK THAT IT HAS A ROLE. WE ALSO HAVE HEARD
13 FEEDBACK FROM OUR MULTIPLE TOUCH POINTS WITH AGENCIES THAT, IN
14 ADDITION TO WORK THAT THEY ARE ALREADY DOING, FOR EXAMPLE, AC
15 TRANSIT USES QR CODES ON THEIR SCHEDULE PANELS NOW. THERE IS A
16 LOT OF INTEREST IN USING QR CODES SPECIFICALLY AS WAY TO BRING
17 REALTIME INFORMATION TO CUSTOMERS WHERE THEY ARE. WE HAVE
18 HEARD THAT FEEDBACK AND WANT TO WORK WITH 511 TO FIGURE OUT
19 HOW WE CAN BEST MEET THAT NEED IN THE SHORT, MEDIUM, AND LONG-
20 TERM.

21

22 **SPEAKER:** THANK YOU.

23

24 **V. CHAIR, SUE NOACK:** ANY ADDITIONAL QUESTIONS? COMMENTS? OKAY.

25 DO I HAVE A MOTION?



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1

2 **SPEAKER:** SO MOVED.

3

4 **SPEAKER:** I'LL SECOND THE RECOMMENDATION.

5

6 **V. CHAIR, SUE NOACK:** [LAUGHTER] I WAS ABOUT TO THROW A PIECE
7 OF PAPER DOWN THERE. [LAUGHTER] EVERY -- YEAH. THAT'S RIGHT.
8 DO I HAVE PUBLIC COMMENT?

9

10 **CLERK OF THE BOARD:** YES THERE IS TWO SPEAKERS FOR THIS ITEM.
11 FIRST IS ALETA DUPREE FOLLOWED BY ADINA LEVIN.

12

13 **SPEAKER:** THANK YOU CHAIR NOACK AND MEMBERS. ALETA DUPREE FOR
14 THE RECORD SHE AND HER WITH TEAM FOLDS. LOOKING FOR TO THIS
15 WORK. I HAVE BEEN FOLLOWING IT. GOT STARTED ON WAYFINDING, I
16 THINK IT WAS ABOUT FOUR YEARS AGO WHEN I WAS IN THE DENVER
17 AIRPORT AND A SIGN WAS MISSING AND I HAD TO ASK SOMEONE HOW TO
18 GET TO. A1. SO WAYFINDING DEFINITELY HELPS. I'M HOPING TO SEE
19 SOME OF THIS WORK GET MORE IN THE CENTRAL AREA. BECAUSE I
20 DON'T EVER GET OUT TO EL CERRITO, SANTA ROSA. BUT I CERTAINLY
21 BELIEVE THAT WE HAVE PICKED A GOOD PLAN HERE. I LIKE THE
22 COLORS, THE LIGHT BLUE AND THE DARK BLUE, THEY'RE VERY SIMILAR
23 TO THE COLORS OF TEAM FOLDS. AND LET'S MAKE SURE WE DON'T
24 ALLOW THIS TO ERASE CERTAIN STARK ELEMENTS. THANK YOU.

25



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1 **CLERK OF THE BOARD:** ADINA?

2

3 **ADINA LEVIN:** ADINA LEVIN, RNM CUSTOMER ADVISORY GROUP SPEAKING
4 FOR MYSELF I WANT TO THANK A COUPLE OF MEMBERS OF THIS BODY
5 IDENTIFYING THE FEDERAL FUNDING WHICH NOT VERY LONG AGO WOULD
6 HAVE BEEN SEEN AS COMPLETELY UNEVENTFUL AND NOW MAYBE OR MAY
7 NOT BE HOPEFULLY IT WILL BE AN EVENTFUL AND GIVEN THE OVERALL
8 SITUATION, ESPECIALLY BECAUSE SOME OF OUR GOALS ARE SUPPORTING
9 PEOPLE WITH DISABILITIES AND SENIORS ARE A CORE PART OF THE
10 PROJECT IF THAT'S SOMETHING THAT ILLEGALLY, I'M HOPING THAT
11 THIS AGENCY WILL WORK WITH OTHERS IN CALIFORNIA AND ELSEWHERE
12 IN ORDER TO PROTECT THE ESSENTIAL NEED FOR US AROUND THE
13 COUNTRY AND SWAP IT WITH STATE FUNDING THAT CAN SUPPORT THESE
14 GOALS AND THAT IS ESSENTIAL AND BROADLY POPULAR AND LET US
15 MAKE SURE WE EITHER KEEP IT QUIETLY OR WITH AS MUCH ATTENTION
16 AS NEEDED. THANK YOU.

17

18 **V. CHAIR, SUE NOACK:** THANK YOU.

19

20 **CLERK OF THE BOARD:** THERE IS NO WRITTEN CORRESPONDENCE ON THIS
21 ITEM.

22

23 **V. CHAIR, SUE NOACK:** WE HAVE A MOTION AND SECOND. ROLL CALL
24 VOTE, PLEASE?

25



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1 **CLERK OF THE BOARD:** YES VICE CHAIR NOACK?

2

3 **V. CHAIR, SUE NOACK:** YES.

4

5 **CLERK OF THE BOARD:** ANN?

6

7 **EDDIE AHN:** YES.

8

9 **CLERK OF THE BOARD:** CANEPA?

10

11 **DAVID CANEPA:** YES.

12

13 **CLERK OF THE BOARD:** MEMBER MAHAN IS ABSENT. MEMBER MOULTON-
14 PETERS?

15

16 **STEPHANIE MOULTON-PETERS:** YES.

17

18 **CLERK OF THE BOARD:** MOTION PASSES UNANIMOUSLY BY ALL MEMBERS
19 PRESENT.

20

21 **V. CHAIR, SUE NOACK:** GREAT. THANK YOU. WE'LL MOVE ON TO AGENDA
22 ITEM 3B, CONTRACTS, FREEWAY SERVICE PATROL TOWING SERVICES. OH
23 BOY. AYUB AZAM DOING BUSINESS AS AMPM TOW FOR 7.738 MILLION;
24 ATLAS TOWING SERVICES 5.11 MILLION; BAY AREA TOW 5.26 MILLION;
25 CAMPBELL COLLISION CENTER, INC., DOING BUSINESS AS BOB'S



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1 TOWING 8.413 MILLION; UNITED -- WOW -- UNITED TOWING SERVICES
2 OF LIVERMORE 1.918 MILLION; ISLAND TOWING SERVICES 3.976
3 MILLION; LADS SERVICES 4.043 MILLION. CONTRACTS TOTALING 36.46
4 MILLION. YEAH. THANK YOU. [LAUGHTER] GIOVANNI DE-FABIO IS
5 GOING TO PRESENT.

6

7 **GIOVANNI DIFABIO:** THANK YOU. YES, GIOVANNI DE-FABIO MTC SAFE.
8 I'M PROJECT MANAGER FOR THE BAY AREA FREEWAY SERVICE PATROL
9 PROGRAM. THANK YOU FOR READING THOSE AMOUNTS OUT \$36,460,000.
10 AND THOSE OF -- THAT HAVE BEEN HERE OVER THE YEARS, I COME
11 ABOUT EVERY TWO YEARS, OR SO, TO PROCURE ABOUT HALF OF OUR
12 FREEWAY SERVICE PATROL OR FSP CONTRACTS. SO, OUR PROGRAM, WE
13 ESSENTIALLY ASSISTS MOTORISTS WHO HAVE BROKEN DOWN ON THE
14 FREEWAYS AND HIGHWAYS IN THE BAY AREA. AND WE GET THERE
15 QUICKLY TO ASSIST THEM AND MOVE THEM TO A SAFER LOCATION OR
16 ASSIST THEM BY CHANGING A TIRE OR BY GIVING THEM SOME GAS. BUT
17 I ASK -- I -- I'M HERE TO REQUEST TODAY THAT THIS COMMITTEE
18 APPROVE 12, 5-YEAR CONTRACTS FOR THE TOTAL OF 36,460,000 WITH
19 AMOUNTS BROKEN DOWN AS SEEN IN ATTACHMENT A. WE CAN GO TO THE
20 NEXT SLIDE, PLEASE. HERE YOU SEE OUR MAP AND OUR HOURS, WE'RE
21 MONDAY THROUGH FRIDAY FROM 5:30 IN THE MORNING TO 7:30 P.M.
22 WE'RE OUT THERE ALL DAY, ALMOST EVERY DAY, AND ON THE WEEKENDS
23 ON I80, HIGHWAY 29, AND HIGHWAY 17. WE DID HAVE A SHORT VIDEO
24 FOR YOU GUYS, A FEW MINUTES LONG, BUT FOR SAKE OF TIME
25 SAVINGS, IF THE COMMITTEE WOULD LIKE, WE CAN SEND THAT IN AN



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1 E-MAIL AND YOU CAN WATCH IT. AND IT GIVES YOU A GLIMPSE INSIDE
2 THE WORLD OF FSP. AND I'LL OPEN FOR ANY QUESTIONS.

3

4 **V. CHAIR, SUE NOACK:** [INDISCERNIBLE] -- OR TRIPLE A OR
5 ANYTHING OF THAT SORT?

6

7 **GIOVANNI DIFABIO:** NO. THE SERVICE IS FREE TO THE MOTORISTS AT
8 THE TIME OF SERVICE. MOTORISTS DO PAY ABOUT A DOLLAR PER YEAR
9 ON THEIR REGISTRATION. THERE IS SOME OTHER LOCAL FUNDING
10 SOURCES AND SOME SB1 FUNDING THAT COMPLEMENT THAT DOLLAR TAX
11 ON THE DOD BILL.

12

13 **V. CHAIR, SUE NOACK:** VERY WELL.

14

15 **DIANE SHAW:** UNFORTUNATELY, I'LL SAY I HAVE HAD TO USE THIS
16 SERVICE BEFORE. I WAS WONDERING WHO PAID FOR IT; I NEVER KNEW.
17 IT'S AN AMAZING SERVICE AND WHEN YOU NEED IT, IT'S REALLY
18 IMPORTANT. SO.

19

20 **V. CHAIR, SUE NOACK:** I NEVER HEARD OF IT. THAT'S REALLY SAD ON
21 MY PART.

22

23 **DIANE SHAW:** YOU HAVEN'T SEEN THE TRUCKS ALL SITTING ALONG THE
24 BRIDGES JUST WAITING TO GO?

25



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1 **V. CHAIR, SUE NOACK:** WELL, YEAH. I JUST NEVER HAVE BROKEN
2 DOWN, SO MAYBE I HAVEN'T PAID CLOSE ATTENTION. [LAUGHTER] SO,
3 I GUESS IT'S A GOOD THING. ANY ADDITIONAL QUESTIONS? NO? OKAY.
4 CAN I GET A MOTION? THEY CAN'T VOTE. YOU GUYS HAVE TO DO THE
5 MOTION.

6

7 **DAVID CANEPA:** I'LL MAKE THE MOTION. SO MOVED.

8

9 **STEPHANIE MOULTON-PETERS:** I WILL SECOND IT.

10

11 **V. CHAIR, SUE NOACK:** I KNOW, I'M, LIKE -- [LAUGHTER] IS IT --
12 THANK YOU. WE HAVE A MOTION AND A SECOND. DO WE HAVE ANY
13 PUBLIC COMMENT? IT'S BEEN A LONG MORNING. [LAUGHTER]

14

15 **CLERK OF THE BOARD:** THERE IS NO WRITTEN -- [LAUGHTER]

16

17 **SPEAKER:** IT MAKES YOU WONDER.

18

19 **V. CHAIR, SUE NOACK:** DO WE HAVE ANY PUBLIC COMMENT? SORRY,
20 MARTHA. I'M LOSING CONTROL HERE QUICKLY.

21

22 **CLERK OF THE BOARD:** NO WORRIES. THERE IS NO WRITTEN COMMENTS
23 RECEIVED FOR THIS ITEM, AND THERE IS NO ONE IN THE BOARDROOM
24 OR ZOOM WISHING TO SPEAK ON THIS ITEM.

25



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1 **V. CHAIR, SUE NOACK:** OKAY. ROLL CALL VOTE, PLEASE?

2

3 **CLERK OF THE BOARD:** YES. VICE CHAIR NOACK?

4

5 **V. CHAIR, SUE NOACK:** YES.

6

7 **CLERK OF THE BOARD:** AHN?

8

9 **EDDIE AHN:** YES.

10

11 **CLERK OF THE BOARD:** CANEPA?

12

13 **DAVID CANEPA:** YES.

14

15 **CLERK OF THE BOARD:** MAHAN IS ABSENT. MEMBER MOULTON-PETERS?

16 THE MOTION PASSES UNANIMOUSLY BY ALL MEMBERS PRESENT.

17

18 **V. CHAIR, SUE NOACK:** OKAY. THANK YOU. AGENDA ITEM 4A, TRAFFIC

19 INCIDENT MANAGEMENT PROGRAM BRIEFING. CAITLIN COSTA.

20

21 **LISA KLEIN:** CHAIR NOACK, IF I MAY? I'M LISA KLEIN DEPUTY

22 EXECUTIVE DIRECTOR FOR MOBILITY. SINCE IT'S LATE THIS IS AN

23 INFORMATION ITEM, I'M GOING TO RECOMMEND WE POSTPONE THIS TO

24 YOUR NEXT MEETING. I WILL SAY, YOU KNOW, THAT THE FREEWAY

25 SERVICE PATROL, THE TOW TRUCKS IS PART OF A LARGER PROGRAM OF



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1 WORK THAT WE DO IN PARTNERSHIP WITH CALTRANS, CALIFORNIA
2 HIGHWAY PATROL, AND LOCAL FIRST RESPONDERS TO REALLY ENCOURAGE
3 QUICK CLEARANCE OF INCIDENTS AND PROMOTE SAFETY. AND WE CAN
4 TELL YOU MORE ABOUT THIS WHEN WE BRING IT BACK NEXT MONTH.

5

6 **V. CHAIR, SUE NOACK:** THAT IS GREAT NEWS. [LAUGHTER]. I
7 APPRECIATE THAT VERY MUCH. ANY QUESTIONS ON THIS? NO. OKAY.
8 GOOD. PUBLIC COMMENT? HOPEFULLY NOT.

9

10 **CLERK OF THE BOARD:** THERE ARE NO WRITTEN COMMENTS RECEIVED FOR
11 THIS ITEM, AND NO MEMBERS IN THE BOARDROOM WITH PUBLIC COMMENT
12 AND NO MEMBERS IN THE ATTENDEE SPACE.

13

14 **V. CHAIR, SUE NOACK:** OKAY. WONDERFUL. WE HAVE AGENDA ITEM
15 FIVE, WHICH IS GENERAL PUBLIC COMMENT. IS THERE ANY --

16

17 **CLERK OF THE BOARD:** YES. ADINA LEVIN WOULD LIKE TO SPEAK UNDER
18 GENERAL PUBLIC COMMENT.

19

20 **ADINA LEVIN:** ADINA LEVIN WITH SEAMLESS BAY AREA, WANTED TO
21 COMMENT ON THE STATE TRANSIT TRANSFORMATION TASK FORCE WHICH
22 HAS HAD ITEMS ON THE AGENDA TALKING ABOUT THINGS THAT ARE IN
23 OUR REGION UNDER THE PURVIEW OF THE REGIONAL NETWORK
24 MANAGEMENT COMMITTEE AND STRUCTURE IN TERMS OF TRANSIT
25 PRIORITY AND COORDINATED FARES AND SCHEDULES AND WAYFINDING



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1 AND WAYS OF RUNNING A WELL COORDINATED SYSTEM, AND THE
2 POTENTIAL FOR POLICIES AND OTHER SUPPORT THAT CAN COME FROM
3 THE STATE, EITHER THROUGH ADMINISTRATIVE OR LEGISLATIVE
4 ACTIONS TO FACILITATE THE THINGS THAT WE DO IN THIS BODY.
5 THERE WAS A MEETING THAT TALKED ABOUT THE COORDINATION A FEW
6 MONTHS AGO, AND IT WAS AT A TIME WHEN IT CONFLICTED WITH
7 CLIPPER EXEC BOARD AND THE PEOPLE IN THE BAY AREA THAT
8 STRONGLY SUPPORT THESE THINGS WERE NOT THERE AND THERE WAS A
9 LOT OF CONTENTION ELSEWHERE AND I AM HOPEFUL THAT THIS PART OF
10 THE REGION WILL PARTICIPATE WHEN IT COMES BACK IN ORDER TO BE
11 SUPPORTIVE AND TO BRING ALONG OTHER TRANSIT AGENCIES AROUND
12 THE STATE.

13

14 **V. CHAIR, SUE NOACK:** THANK YOU. ANY ADDITIONAL?

15

16 **CLERK OF THE BOARD:** NO ADDITIONAL PUBLIC COMMENT FOR THIS
17 ITEM.

18

19 **V. CHAIR, SUE NOACK:** ITEM SIX IS ADJOURNMENT. THE NEXT MEETING
20 OF THE REGIONAL NETWORK MANAGEMENT COMMITTEE WILL BE HELD
21 FRIDAY MARCH 14th AT NINE AT THE BAY AREA METRO CENTER 375
22 BEALE STREET. ANY CHANGES TO THE SCHEDULE WILL BE DULY NOTICED
23 TO THE PUBLIC. THANK YOU, ALL. [ADJOURNED]

24



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