METROPOLITAN TRANSPORTATION COMMISSION Meeting Transcript



CLIPPER EXECUTIVE BOARD
MONDAY, FEBRUARY 24 TH , 2025, 1:00 PM
CHAIR, ROBERT POWERS: I WOULD LIKE TO CALL THE MEETING OF THE
METROPOLITAN TRANSPORTATION COMMISSION EXECUTIVE BOARD. THIS
MEETING IS WEBCAST ON THE MTC WEB SITE. MEMBERS WISHING TO
SPEAK SHOULD USE THE RAISED HAND FEATURE OR DIAL STAR NINE AND
I WILL CALL UPON AT THE APPROPRIATE TIME. TELECONFERENCE
ATTENDEES WILL BE CALLED UPON BY THE LAST FOUR DIGITS OF THEIR
PHONE NUMBER. WITH THAT PREAMBLE MADAM CLERK ROLL CALL AND
CONFIRM QUORUM.
CLERK, BRITTNY SUTHERLAND: ABSOLUTELY. CHAIR POWERS?
CHAIR, ROBERT POWERS: HERE.
CLERK, BRITTNY SUTHERLAND: VICE CHAIR CHAN? IS ABSENT. MEMBER
CUMINS?
EDDY CUMINS: HERE.
CLERK, BRITTNY SUTHERLAND: FREMIER?
ANDREW FREMIER: HERE.



1	
2	CLERK, BRITTNY SUTHERLAND: GONOT?
3	
4	CAROLYN M. GONOT: HERE.
5	
6	CLERK, BRITTNY SUTHERLAND: KELLY?
7	
8	KATHLEEN KELLY: HERE.
9	
10	CLERK, BRITTNY SUTHERLAND: MULLIGAN?
11	
12	DENIS MULLIGAN: PRESENT.
13	
14	CLERK, BRITTNY SUTHERLAND: KIRSCHBAUM? AND WEGNER?
15	
16	CHRISTY WEGENER: HERE.
17	
18	CLERK, BRITTNY SUTHERLAND: WE DO HAVE A QUORUM.
19	
20	CHAIR, ROBERT POWERS: OKAY. THANK YOU FOR THAT. MOVING ON TO
21	AGENDA ITEM CONSENT CALENDAR, ACTION ITEM, INCLUDES ITEMS 2A
22	AND 2B THAT ARE IN THE PACKET. AGAIN, CONSENT ON IT'S AN
23	ACTION ITEM. DO I HAVE A MOTION?
24	
25	SPEAKER: MOVE APPROVAL.



1 2 SPEAKER: SECOND. 3 CHAIR, ROBERT POWERS: OKAY WE HAVE A MOTION FROM WEGENER AND 4 5 SECOND FROM CUMINS. MADAM CLERK, PUBLIC COMMENT ON THIS ITEM, 6 EITHER VIRTUALLY OR IN THE ROOM? 7 8 CLERK, BRITTNY SUTHERLAND: WE RECEIVED NOTHING IN WRITING FOR THIS ITEM THERE IS NO ONE IN THE BOARDROOM NOR THE ZOOM SPACE 9 WITH THEIR HAND RAISED TO PROVIDE PUBLIC COMMENT ON THIS ITEM. 10 11 CHAIR, ROBERT POWERS: OKAY. THANK YOU FOR THAT, MISSIONERS. 12 COMMENTARY EPIPHANIES CONCERNS? NOT SEEING ANY. ALL IN FAVOR, 13 SAY AYE. [AYES] ANY OPPOSITION? MADAM CLERK, FOR THE RECORD, 14 UNANIMOUS ON BOTH ITEMS NUMBER 2A AND 2B. 15 16 CLERK, BRITTNY SUTHERLAND: THANK YOU. 17 18 CHAIR, ROBERT POWERS: OKAY. SO THAT'S KIND OF THE FRONT END OF 19 THIS FIRST PORTION OF THE MEETING. NOW LET'S GET RIGHT INTO 20 21 IT. WE'RE ON AGENDA ITEM NUMBER 3A, WHICH IS, YOU KNOW, NOT THE ENTIRE MEETING, BUT IT'S AT SOME LEVEL THE HEART OF THE 22 MEETING AND THIS IS OUR CLIPPER SCHEDULE IMPLEMENTATION AND 23

UPDATE THIS IS THE ITEM AT THE CORE OF THIS COMMITTEE HERE.



IT'S AN INFORMATIONAL ITEM AND JASON I'LL TURN THIS OVER TO 1 2 YOU TO LEAD THE DISCUSSION WITH THE BOARD. 3 JASON WEINSTEIN: THANK YOU CHAIR POWERS. GOOD AFTERNOON THE 4 5 LAST SEVERAL MONTHS I HAVE BEEN USING THIS SET OF SLIDES WE'RE GOING TO GO THROUGH TODAY TO PROGRESS TOWARDS ACHIEVING THE 6 SCHEDULE EXECUTIVES CONTINUE TO MEET EACH WEEK TO DISCUSS 7 8 PROGRESS AND SCHEDULE MITIGATION IDEAS WORKING WITH URGENCY TO BRING ALL DIFFERENT MOVING PARTS TOGETHER TO ACHIEVE THE NEXT 9 GENERATION CLIPPER CUSTOMER TRANSITION THIS SPRING. THE 10 IMPORTANT TASK I SHOWED AT THE JANUARY 27TH BOARD MEETING THAT 11 WE NEEDED TO ACCOMPLISH THE SCHEDULE ARE SHOWN ON THIS SLIDE 12 THE NEXT SLIDE I'LL UPDATE THE PROGRESS OF EACH OF THESE ITEMS 13 I'LL PAUSE HERE FOR A SECOND SO YOU CAN TAKE A LOOK. AS YOU 14 15 WILL SEE ON THIS SLIDE WE HAVE EXTENDED AND TIGHTENED SOME OF 16 THE CRITICAL PATH ITEMS SHOWN IN RED THIS PUTS ADDITIONAL PRESSURE ON ITEMS TO COMPLETE AT THE SAME TIME. WHILE WE HAVE 17 18 COMPLETED 50 OF THE 51 TESTS TO THE SYSTEM INTEGRATION, TESTING CONTINUES TO TAKE A BIT LONGER THAN WE EXPECTED, AS 19 WELL AS THE TIME NEEDED TO COMPLETE THE INTEGRATION WITH 20 21 VENTEK AND MOBILE PHONE WALLETS. THE GOOD NEWS HERE IS WE 22 STARTED FIELD TESTING AND PRODUCTION. THIS IS A SCHEDULED MITIGATION STRATEGY WHICH GIVES A SMALL CONTROL GROUP OF 23 EFFORTS CURRENTLY WE HAVE OVER 60 MTC STAFFERS AN OPPORTUNITY 24

TO CONFIRM THE SYSTEM IS OPERATIONAL AT ALL OPERATORS PRIOR TO



MOVING TO THE PILOT WHERE WE INCLUDE THE PUBLIC. THE GOAL IS 1 TO REDUCE THE NUMBER OF ISSUES SEEN IN THE PILOT AND 2 3 POTENTIALLY MINIMIZE TIME NEEDED TO GET TO THE START OF CUSTOMER TRANSITION. NOW TO UPDATE ON YOU WHAT WE HAVE 4 5 ACCOMPLISHED SINCE JANUARY. WE BELIEVE THE SYSTEM INTEGRATION TESTING WILL BE COMPLETE AT END OF FEBRUARY WHICH IS LATER 6 THIS WEEK WE MIGHT HAVE ONE OUTSTANDING ITEM FOR MARCH BUT 7 8 WE'RE MAKING GREAT PROGRESS THERE. WORK TESTING WITH MOBILE WALLETS IS GETTING CLOSE TO COMPLETION, CUBIC AND VENTEK ARE 9 HAVING DAILY INTERACTIONS TO DRIVE THIS CONCLUSION AND SFMTA 10 GATES INSTALLATIONS IS UNDERWAY AND LAST WE WE'RE RESOLVING 11 ISSUES FOUND WITH THE BART TICKET VENDING MACHINES AND WILL 12 SHORTLY RESUME INTEGRATION AND INSTALLATION OF THE NEW GATES 13 AND EXISTING GATES ACROSS THE BART SYSTEM. I'LL BE BACK TO 14 FINISH MY PRESENTATION ON THIS ITEM, BUT FIRST REINTRODUCE 15 16 CYNTHIA ENG SENIOR VICE PRESIDENT AND GENERAL MANAGER AND ANTHONY DEVITO THE SENIOR DIRECTOR FROM CUBIC WHO ARE GOING TO 17 PROVIDE MORE DETAIL ON THE INTEGRATION TESTING. CYNTHIA? 18 19 CYNTHIA ENG: THANK YOU JASON AND BOARD MEMBERS FOR THE 20 OPPORTUNITY TO BE WITH YOU TODAY I'M CYNTHIA ENG SENIOR VICE 21 22 PRESIDENT AND GENERAL MANAGER OF THE AMERICA'S WEST REGION AT 23 CUBIC TRANSPORTATION SYSTEMS. CUBIC IS COMMITTED TO DELIVERING WORLD CLASS FARE COLLECTION SYSTEM THAT THE BAY AREA PUBLIC 24 TRANSPORTATION RIDERS DESERVE. WE'RE EXCITED THIS MONTH WE 25



- 1 MOVED INTO THE NEXT PHASE OF SYSTEM READINESS WITH LIVE
- 2 CLIPPER 2 FIELD TESTING ACROSS THE CLIPPER SYSTEM. WE REMAIN
- 3 DEDICATED TO THE SCOPE OF WORK FOR APRIL TRANSITION. AS PART
- 4 OF THAT, I MEET WITH OUR CHIEF TECHNOLOGY OFFICER MULTIPLE
- 5 TIMES A WEEK TO ENSURE CUBIC LOCAL GLOBAL AND SUBJECT MATTER
- 6 EXPERTS ARE PRIORITIZED AND AVAILABLE TO SUPPORT FORWARD
- 7 PROGRESS. AND NEXT YOU WILL HEAR FROM ANTHONY DEVITO SENIOR
- 8 DIRECTOR OF CLIPPER 2 PROGRAM FOR CUBIC. ANTHONY WILL WALK US
- 9 THROUGH THE DETAILS OF OUR PROGRESS SINCE WE LAST MET AND
- 10 ASSESS THE CURRENT AND FUTURE RISK. ANTHONY.

- 12 ANTHONY DEVITO: THANK YOU. GOOD AFTERNOON BOARD MEMBERS. I'M
- 13 ANTHONY DEVITO SENIOR DIRECTOR AT CUBIC, RESPONSIBLE FOR
- 14 DELIVERY OF THE C2 SYSTEM INTEGRATOR PROJECT. THANK YOU FOR
- 15 THE OPPORTUNITY TO BE HERE. WE HAVE HAD A PRODUCTIVE MONTH SO
- 16 FAR. AS OF TODAY, THE ONLY TEST WITNESSING EVENTS LEFT TO
- 17 PERFORM OUT OF THE 51 TOTAL ARE CLOSING OUT THE REMAINING
- 18 MOBILE WALLET TEST, WHICH IS WE PLAN DO THIS WEEK AND
- 19 DEMONSTRATE THE FUNCTIONALITY AT SFMTA TDM'S. WE PLAN DO THAT
- 20 EARLY MARCH. AS PART OF THE PROCESS, WE'LL CONTINUE TO ADDRESS
- 21 COMMENTS AND QUESTIONS AS NECESSARY TO RESOLVE ANY REMAINING
- 22 AREAS OF CONCERN. BUT DON'T ANTICIPATE THIS PROCESS WILL
- 23 EFFECT THE TIMING OF PILOT OR TRANSITION. ON JANUARY 30TH WE
- 24 SUCCESSFULLY PERFORMED A SERIES OF UPDATES TO THE PRODUCTION
- 25 SYSTEM THAT INTRODUCED NEARLY ALL OF THE FEATURES AND



- 1 FUNCTIONS IN TO BEGIN THE PILOT TEST. FOLLOWING THOSE CHANGES,
- 2 AT MTC'S REQUEST WE PRODUCED NEARLY 200 CARDS WITH THOUSANDS
- 3 OF DOLLARS IN VALUE TO BE DISTRIBUTED DURING FIELD TESTING AND
- 4 PILOT TESTING. THOSE ARE AVAILABLE NOW AND WILL PROVIDE
- 5 FUNCTIONALITY PERFORMANCE OF THE LIVE C2 SYSTEM WE WORKED WITH
- 6 BART AND VENTEK SEVERAL TIMES EACH WEEK TO PROGRESS
- 7 INTEGRATION OF THE LEGACY TICKET VENDING MACHINES AND OUR TEAM
- 8 SPENT MULTIPLE DAYS THIS MONTH ON-SITE WITH BART AND WE'RE
- 9 USING FINDINGS TO EXPAND OUR TOOL SETS FOR MONITORING QUALITY
- 10 AND PERFORMANCE COMPONENTS UNDER THE CONTROL OF EACH OF OUR
- 11 TEAMS. ADDITIONALLY OUR EXPERTS MEET ALMOST DAILY WITH THE
- 12 VENTEK SOFTWARE ENGINEERING TO SUPPORT TROUBLESHOOTING OF
- 13 REMAINING CASES THEY ARE IMPLEMENTING FINALLY WE WORK WITH
- 14 SFMTA AND MTC STAFF TO DEMONSTRATE THE INSPECTION DEVICES HAVE
- 15 SUCCESSFULLY ADDRESSED ISSUES IDENTIFIED AND WE'LL BE
- 16 PROCEEDING WITH REMAINING INSTALLATIONS REGIONALLY AND
- 17 TRAINING FOR DEVICES OVER COMING WEEKS. AS WE COLLABORATE WITH
- 18 MTC TO DRIVE REMAINING TASKS TO COMPLETION WE'RE DEDICATING
- 19 RESOURCES TO MONITOR LIVE PRODUCTION SYSTEM AND PROVIDE
- 20 SUPPORT FOR FIELD PILOT TESTERS USING THE LIVE SYSTEM AS MUCH
- 21 AS POSSIBLE IS THE MOST VALUABLE ACTIVITY WE CAN UNDERTAKE
- 22 OVER THE NEXT TWO MONTHS TO CONFIRM OUR READINESS FOR PUBLIC
- 23 LAUNCH AS TESTING ACTIVITIES ARE CROSSED OFF OUR GLOBAL
- 24 RESOURCES CONTINUE TO PIVOT TOWARD CAREFUL MONITORING
- 25 MEASURING ACTIVITY IN THE PRODUCTION SYSTEM THANK YOU FOR YOUR



TIME TODAY I'LL HAND IT BACK TO DIRECTOR WEINSTEIN TO CONTINUE 1 WITH THE REST OF THE PRESENTATION. 2 3 JASON WEINSTEIN: THANKS ANTHONY. OKAY. ON THIS NEXT SLIDE WE 4 5 HAVE REPLACED THE PREVIOUS 30-DAY LOOK AHEAD WITH A NEW ONE TO PROVIDE THE BOARD WITH INSIGHT INTO THE DETAILED TASK TO BE 6 PERFORMED WEEK BY WEEK AS WE PUSH TOWARDS CUSTOMER TRANSITION. 7 8 ITEMS CORRESPONDING TO CRITICAL PATH ITEMS AS SHOWN ON OTHER SLIDES YOU CAN SEE WE HAVE SERIOUS WORK IN FRONT OF US SOME 9 NOT NECESSARILY ON CRITICAL PATH BUT YET COULD BECOME IF THEY 10 CANNOT BE COMPLETED IN TIME AND WE HAVE INTEGRATION AND 11 INSTALLATION WITH VARIOUS DEVICES AS ANTHONY D MENTIONED AND 12 FIELD TESTING OF THE VARIOUS FUNCTIONS. NEXGEN CLIPPER, WHILE 13 WE'RE CHECKING THE DATA. WHILE WE HAVE EVERYONE ATTENTION AND 14 WE'RE MAKING SIGNIFICANT PROGRESS, WE NEED TO CONTINUE AT THIS 15 16 PACE AND WE NEED EVERYONE'S COOPERATION AND COORDINATION TO GET TO THE FINISH LINE. AS I HAVE SAID IN THE PAST MANY 17 MONTHS, ALL THE RISKS THAT WE HAVE SHOWN HERE ARE STILL HERE. 18 AND NEED TO BE RESOLVED BEFORE WE CAN CONFIDENTLY MOVE ON TO 19 CUSTOMER TRANSITION. WE HAVE MADE PROGRESS THIS PAST MONTH BUT 20 CONTINUE TO CAUTION THAT THIS REMAINS A GO-RIGHT SCHEDULE. 21 GIVEN OUTSTANDING RISKS SHOWN ON THIS SLIDE WE STILL CANNOT 22 MAKE A DATE CERTAIN DETERMINATION ON TRANSITION. IN ORDER TO 23 HOLD THE SCHEDULE WE NEED TO SEE ALL SIGNIFICANT RISK ITEMS 24

COME OFF THE LIST BY THE MARCH CEB MEETING WE'RE WORKING HARD



MAKING PROGRESS AND TRENDING IN THE RIGHT DIRECTION AND WE'LL 1 BE BACK NEXT MONTH TO PROVIDE ANOTHER UPDATE TO THIS BOARD AND 2 3 WE CAN TAKE QUESTIONS FROM THE BOARD AT THIS TIME. 4 5 CHAIR, ROBERT POWERS: THANK YOU FOR THAT UPDATE, BOTH JASON AND ANTHONY. WHY DON'T WE TAKE A PAUSE HERE FOR A SECOND. 6 MADAM CLERK, ON THIS ITEM, PUBLIC COMMENT EITHER IN THE ROOM 7 8 OR VIRTUALLY, TO START OFF THE DISCUSSION. 9 CLERK, BRITTNY SUTHERLAND: I RECEIVED NOTHING IN WRITING, BUT 10 DO I HAVE ONE SPEAKER IN THE BOARDROOM, AS WELL AS ONE IN THE 11 ZOOM SPACE. WOULD YOU LIKE TO GIVE THEM TWO MINUTES? 12 13 CHAIR, ROBERT POWERS: YEAH. TWO MINUTES MADAM CLERK. 14 15 16 CLERK, BRITTNY SUTHERLAND: TWO MINUTES. 17 CHAIR, ROBERT POWERS: PLEASE. 18 19 CLERK, BRITTNY SUTHERLAND: ALETA DUPREE, GO AHEAD AND UNMUTE 20 21 YOURSELF. 22 SPEAKER: THANK YOU CHAIR BOB POWERS AND MEMBERS. ALETA DUPREE 23 FOR THE RECORD SHE AND HER WITH TEAM FOLDS. HOPE YOU CAN HEAR 24

ME. A LOT OF GOOD THINGS GOING ON I USUALLY HAVE TWO MINUTES



- 1 DID IT CHANGE TO THREE? THERE WE GO. I THINK WE'RE DOING SOME
- 2 GOOD WORK HERE. I KNOW WE DON'T HAVE A DATE CERTAIN YET. THERE
- 3 ARE SO MANY THINGS THAT ARE MOVING, AND IT LOOKS LIKE THE
- 4 TESTING IS PRODUCTIVE, AND I'M LOOKING FORWARD TO SEEING WHAT
- 5 THESE NEW MUNI FARE GATES ARE LIKE. I DIDN'T KNOW MUNI WAS
- 6 BUYING NEW FARE GATES MAYBE THEY WILL LOOK LIKE OUR BART FARE
- 7 GATES. HOPE TO HEAR MORE ABOUT THAT. BUT, REALLY, WE'RE
- 8 GETTING CLOSE. BUT THIS IS ALL ABOUT MAKING SURE THAT IT GET
- 9 DONE RIGHT. BECAUSE WHILE I CAN'T SAY I HAVE ANY ISSUES AND
- 10 HICCUPS WITH CLIPPER, SOMETIMES I SEE IT WITH OTHER PROGRAMS,
- 11 OTHER KINDS OF APPS AND OTHER SYSTEMS THAT I USE, AND IT CAN
- 12 BE FRUSTRATING. SO, WE'RE ALMOST THERE. 50 OF 51 TASKS, WE
- 13 HAVE FINISHED, AND WE'RE DOING A LOT OF THIS VENDING MACHINE
- 14 WORK, WHICH I HAVE TO GET UP TO SPEED ON, BECAUSE TO BE
- 15 HONEST, I DON'T REMEMBER THE LAST TIME I USED A VENDING
- 16 MACHINE, BUT PEOPLE DO. SO, I THINK WHAT WE HAVE TO REMEMBER,
- 17 WITH THIS, I WANT THAT DATE CERTAIN MORE THAN ANYBODY. BUT
- 18 WHAT'S MORE IMPORTANT, WE HAVE TO MAKE SURE IT'S DONE RIGHT. I
- 19 DON'T WANT ANYBODY TO HAVE EGG ON THEIR FACE ON DAY ONE. THANK
- 20 YOU.
- 21
- 22 CLERK, BRITTNY SUTHERLAND: THANK YOU ALETA. AND MOVING OVER TO
- 23 THE ZOOM SPACE, WE HAVE ADINA LEVIN AND ROLAND. FOLLOWING
- 24 ADINA. GO AHEAD AND UNMUTE YOURSELF.



1	ADINA LEVIN: HELLO. GOOD AFTERNOON CLIPPER EXECUTIVE BOARD
2	MEMBERS. ADINA LEVIN WITH SEAMLESS BAY AREA AND IT'S GOOD TO
3	SEE THE TASKS BEING CHECKED OFF ON A DETAILED LIST MOVING
4	TOWARD A LAUNCH AND A DATE CERTAIN FOR LAUNCH. THE POLLING ON
5	TRANSIT FUNDING THAT WAS PRESENTED TO MTC RECENTLY SHOWS JUST
6	HOW IMPORTANT IT IS TO HAVE THIS ROLL OUT BE SOON AND BE WELL
7	PUBLICIZED. THE PUBLIC'S VIEW OF TRANSIT BEING CONVENIENT AND
8	BEING IMPROVING IS SOMETHING THAT IS REALLY CRITICAL FOR THE
9	PUBLIC SUPPORT FOR TRANSIT, INCLUDING PUBLIC SUPPORT FOR
10	TRANSIT FUNDING. AND IN ADDITION TO THAT, THE POLLING SHOWED
11	THAT WHILE ONLY A HANDFUL OF PERCENT OF PEOPLE USE TRANSIT ON
12	A MORE OR LESS DAILY BASIS, ABOUT 2/3 OF THE BAY AREA
13	RESIDENTS USE TRANSIT AT LEAST OCCASIONALLY. SO, EVERYTHING
14	THAT IS AND PEOPLE THAT, YOU KNOW, ARE FAMILIAR WITH
15	TRANSIT, YOU KNOW, IMMEDIATELY HAVE A BETTER VIEW OF IT AND
16	MORE SUPPORT. SO, AND THE SAME IS TRUE FOR POLICY MAKERS WHO
17	WANT TO SEE TRANSIT IMPROVING. THEY WANT TO SEE COMPETENCE IN
18	ORDER TO BE ABLE TO PROVIDE THE FUNDING THAT IS NEEDED TO KEEP
19	THE SYSTEM RUNNING. SO, HAVING THIS ROLL OUT HAPPEN IS REALLY
20	CRITICAL TO BUILDING UP THAT PUBLIC CONFIDENCE AND POLICY
21	MAKER CONFIDENCE THAT IT WILL TAKE TO BRING IN THE FUNDING TO
22	KEEP THE SYSTEM RUN SUPPORTING IMPROVING. THANK YOU.
23	

24 CLERK, BRITTNY SUTHERLAND: THANK YOU ADINA. ROLAND, YOU HAVE

25 TWO MINUTES.



1 SPEAKER: GOOD AFTERNOON, ROLAND, IN SAN JOSE. I WANT TO BRING 2 3 TO YOUR ATTENTION VERY BRIEFLY, THAT THE CLOSED CAPTIONING, THE TRANSCRIPT IS DISABLED AND THIS SEEMS TO HAVE HAPPENED 4 5 BECAUSE WE ARE IN THE BART ROOM INSTEAD OF THE MTC BOARDROOM. AND THAT COULD BE REMEDIED, IT COULD BE MUCH APPRECIATED, 6 BECAUSE I THINK THAT'S IN THE INTEREST OF TRANSPARENCY, IT'S 7 8 ESSENTIAL THAT WE HAVE AN ACCURATE RECORD, INCLUDING TRANSCRIPT OF THE PROCEEDINGS AS WE MOVE ALONG WITH THIS 9 10 PROJECT. THANK YOU. 11 CLERK, BRITTNY SUTHERLAND: THANK YOU. AND THAT CONCLUDES 12 PUBLIC COMMENT FOR THIS ITEM. 13 14 CHAIR, ROBERT POWERS: OKAY. THANK YOU MADAM CLERK. 15 16 COMMISSIONERS, COMMENTS? CONCERNS? EPIPHANIES? AS THIS IS, I'M NOT GOING TO CALL ON ANYBODY, BUT I WILL MAKE EYE CONTACT AND 17 CHECK BODY LANGUAGE WE'LL GO DOWN DENIS MULLIGAN, GOLDEN GATE 18 BRIDGE. 19 20 DENIS MULLIGAN: THANK YOU MR. CHAIRMAN I WOULD LIKE IT THANK 21 THE PRESENTERS FOR THE GOOD NEWS COUPLED WITH CAUTION I'M 22 HEARTENED TO HEAR THERE IS DEDICATED RESOURCES LOTS OF 23 MEETINGS AND LOTS OF TESTING UNDER WAY MY QUESTION IS THERE 24 ANY FESTERING BAD NEWS MORE SPECIFICALLY YOU SAID THERE ARE 25



1	LOTS OF MOVING PARTS IN ANY ONE OF THEM COULD POTENTIALLY RISK
2	THE SCHEDULE WHICH ONES MIGHT CAUSE SIGNIFICANT SLIPPAGE THAT
3	WE SHOULD PAY PARTICULAR ATTENTION TO?
4	
5	JASON WEINSTEIN: WELL, I THINK, AS WE TEST, RIGHT, WE HAVE TO
6	SEE WHAT WE SEE IN TERMS OF IF SOME FUNCTIONALITY WE EXPECTED
7	ISN'T WORKING PROPERLY. AND IF IT'S A CONFIGURATION THING AND
8	WE CAN CHANGE THAT EASILY NO PROBLEM. BUT IF IT'S SOMETHING
9	THAT REQUIRES SOFTWARE CHANGE, BECAUSE OF WHATEVER THE CASE
10	MAY BE, THEN THAT COULD BE A PROBLEM FOR SCHEDULE. BUT WE'RE
11	NOT SEEING THAT AT THE MOMENT. YOU ASKED SO I'M TRYING TO BE
12	TRANSPARENTLY ANSWERING. THE.
13	
14	DENIS MULLIGAN: SO AT THIS JUNCTURE YOU'RE NOT SEEING ANYTHING
15	THAT WOULD INDICATE SLIPPAGE THAT ISN'T SIGNIFICANT WOULD BE
16	SIGNIFICANT IN NATURE.
17	
18	JASON WEINSTEIN: IN TERMS OF THINGS WE HAVE DISCUSSED TICKET
19	VENDING MACHINES ARE CRITICAL AT THE MOMENT AND ASSUMING THAT
20	WE CAN WORK THROUGH IT THEN YOU KNOW I THINK WE'RE GOING TO BE
21	GOOD BUT THAT'S KIND OF WHERE WE ARE AT THE MOMENT.
22	
23	CHAIR, ROBERT POWERS: CAROLYN?



1	CAROLYN M. GONOT: I HAVE A QUESTION ABOUT THE TICKED VENDING
2	MACHINES BECAUSE I CONTINUE TO SEE THAT. HAS THERE BEEN A LOT
3	OF PROGRESS MADE? I GUESS I KNOW I DON'T WANT TO GET TOO
4	MUCH INTO THE DETAILS BUT I REALLY WOULD LIKE TO UNDERSTAND
5	WHAT THE ISSUES ARE THERE. BECAUSE IT'S SOMETHING THAT I SEE
6	COULD DELAY, AND IS THERE MITIGATION FOR THAT? IF THOSE WERE
7	DELAYED? BECAUSE I'M LOOKING AT SEVEN OR EIGHT WEEKS UNTIL YOU
8	ARE WE'RE SUPPOSED TO BE DONE AND WE'RE MOVING INTO THE
9	CUSTOMER TRANSITION. AND THEN, YOU CAN ALSO REMIND ME, HOW THE
10	TRANSITION IS GOING TO HAPPEN, IN THE SENSE FROM CLIPPER ONE
11	TO CLIPPER2, AND DOES CLIPPER ONE STILL WORK AND FOR HOW LONG?
12	
13	JASON WEINSTEIN: OKAY FIRST THING FIRST AS IT RELATES TO THE
14	TICKET VENDING MACHINES WE HAVE THE ONES WE'RE WORKING THROUGH
15	WITH BART.
16	
17	CAROLYN M. GONOT: THAT'S SEPARATE RIGHT.
18	
19	JASON WEINSTEIN: FROM THE VENTEK ONES WHICH INCLUDES YOUR
20	SYSTEM, VTA, SMART, CALTRAIN, GOLDEN GATE AND THAT'S NOT ALL
21	THE SAME FLAVOR WE'RE WORKING THROUGH ALL OF IT AT THE SAME
22	TIME SO IT'S NOT LIKE EVERYONE HAS THE SAME EXACT SET UP. I
23	THINK THERE ARE POTENTIALLY SOME WORK-AROUNDS MAYBE IT'S
24	SOMETHING WE CAN TALK ABOUT WITH THE INDIVIDUAL OPERATOR, AS

IT RELATES TO HOW DO WE GET THERE SO THAT WE DON'T HOLD UP THE



- 1 WHOLE SYSTEM BUT FOR NOW WE'RE MAKING PROGRESS. IN FACT I'M
- 2 GETTING E-MAILS RIGHT NOW SAYING, HEY, WE GOT THIS THING
- 3 RESOLVED. SO THAT'S GOOD NEWS AND WE'RE CONSTANTLY TRYING TO
- 4 PLUG AWAY AT THOSE THINGS. SO THAT'S HOW, AS IT RELATES TO THE
- 5 TICKET VENDING MACHINES SO WE HAVE SOME THOUGHTS WE CAN
- 6 CERTAINLY TALK ABOUT OFFLINE WHAT THAT LOOKS LIKE IN TERMS OF
- 7 IF WE CAN'T GET EXACTLY TO THE FINISH LINE WHAT THAT MIGHT
- 8 LOOK LIKE, AS IT RELATES TO THE TRANSITION, SO, WE CAN KEEP C1
- 9 ON, FOR AS LONG AS WE NEED TO KEEP C1 ON, AND IT WILL BE
- 10 THERE. IN FACT, WE'LL NEED TO DO THAT, YEAH, SO, I THINK WE DO
- 11 HAVE AN ITEM WHERE WE'RE GOING TO TALK ABOUT TRANSITION. SO WE
- 12 CAN TALK MORE ABOUT THAT.
- 14 CHAIR, ROBERT POWERS: I DON'T WANT TO -- AND I DON'T NEED
- 15 LEGAL TO JUMP IN, THE NEXT ITEM IS, YOU KNOW, THE TRANSITION
- 16 PLAN. AND JASON HAS BEEN DOING A VERY NICE JOB OF BRINGING
- 17 THAT PLAN, AT LEAST THE LAST TWO MONTHS, AND IT GETS SANDED
- 18 DOWN AND FINE TUNED. SO WHY DON'T WE HOLD OFTEN ON THE
- 19 TRANSITION PLAN. BECAUSE IT'S AGENDAIZED FOR THE NEXT ITEM.
- 20 ARE YOU OKAY WITH THAT?
- 22 CAROLYN M. GONOT: YEAH, I APPRECIATE THAT. I WAS JUST MORE
- 23 INTERESTED IN I GUESS, THE TRANSITION, THAN IF TECH MACHINES
- 24 ARE STILL -- SO IS THERE MITIGATION FOR THAT.

25

21



CHAIR, ROBERT POWERS: OKAY. THANKS. I JUST WANTED TO SOUARE UP 1 WITH YOU CAROLYN AND MAKE SURE YOU KNEW THERE WAS A WHOLE ITEM 2 3 ON THAT. EDDIE, ARE YOU GOOD? OKAY. CHRISTINE, ANYTHING? JULIE. 4 5 JULIE KIRSCHBAUM: I HAVE A FEW QUESTIONS FIRST ONE IS FOR 6 ANTHONY. ANTHONY I HEARD YOU SAY THAT THE USER TESTING THAT 7 8 MTC REQUESTED IS SOME OF THE MOST IMPORTANT WORK UNDERWAY RIGHT NOW. 9 10 ANTHONY DEVITO: YES. 11 12 JULIE KIRSCHBAUM: THEN WHY DID THEY HAVE TO REQUEST IT? 13 14 ANTHONY DEVITO: THEY DIDN'T REQUEST IT THAT'S STARTED IN THE 15 16 PILOT PHASE IT'S DEFINED IN THE CONTRACT THIS IS ACTUALLY OUR SECOND OR THIRD PILOT I THINK DEPENDING ON HOW CUT THE CAKE 17 THEY DIDN'T HAVE TO REQUEST THAT WE DO A PILOT BASICALLY SAID 18 WE'RE READY TO START CAN YOU PRODUCE A BUNCH OF MEDIA WHICH IS 19 THE PART WE JUST DID LAST MONTH. 20 21 22 JASON WEINSTEIN: I'LL ADD TO THAT. AS PART OF THE CONTRACT THAT WE HAVE WITH CUBIC AS PART OF OUR SYSTEM INTEGRATOR IT 23 CONTRACTURALLY DEFINED WHAT THIS PILOT LOOKS LIKE BUT IN ORDER 24 25 TO HELP MITIGATE, RIGHT, WE HAVE WORKED TOGETHER TO SAY, HEY



- 1 WE WANT TO TEST IN THE FIELD NOW, WE HAVE THINGS THAT WORK,
- 2 RIGHT, WE KNOW THAT WE'RE TESTING OPEN PAYMENTS, WE'RE TESTING
- 3 THE REGIONAL FARE DISCOUNT, WE'RE DOING THAT RIGHT NOW. THERE
- 4 ARE A WHOLE BUNCH OF OTHER THINGS THAT WE NEED TO TEST TOO.
- 5 BUT THAT -- WE WANT TO KIND OF TRY AND IRON SOME OF THAT OUT
- 6 BEFORE WE GET TO THE CONTRACTUAL PILOT PART. RIGHT? SO WE
- 7 DON'T WATERFALL EVERYTHING.

8

- 9 JULIE KIRSCHBAUM: I APPRECIATE THAT WHERE WOULD HAVE THE
- 10 TESTING HAVE HAPPENED IN THIS SCHEDULE IF YOU HADN'T EXPEDITED
- 11 IT?

12

- 13 JASON WEINSTEIN: OH, IT -- IF WE -- IF WE WEREN'T DOING IT
- 14 NOW? IT PROBABLY WOULD HAVE -- IT PROBABLY WOULD HAVE PUSHED
- 15 THAT SCHEDULE OUT. LIKE, RIGHT -- WHERE IT SAYS PILOT TEST IN
- 16 MARCH AND APRIL, THEN WE WOULD HAVE LIKELY HAD TO EXTEND
- 17 THINGS OUT. RIGHT? THE IDEA HERE IS TO TRY AND MAINTAIN
- 18 SCHEDULE BY DOING SOME OF THIS WORK BEFORE WE GET TO SAYING,
- 19 OKAY, EVERY POSSIBLE THING THAT WE THINK COULD BE RIGHT IS
- 20 READY AND, LET'S GO. WE'RE TRYING TO TEST INCREMENTALLY AS WE
- 21 GO SO THAT WE SEE THESE THINGS IN PRODUCTION, WE CAN NOT WAIT
- 22 UNTIL WE START THIS PILOT TO FIGURE OUT A WAY TO RESOLVE THEM
- 23 F THEY ARE BIG ENOUGH TO WORRY ABOUT BEING RESOLVED BEFORE WE
- 24 START CUSTOMER TRANSITION.



- 1 JULIE KIRSCHBAUM: OKAY. THANK YOU. MY NEXT OUESTION KIND OF
- 2 BUILDS ON DENIS'S QUESTION. IT SEEMS HARD FOR ME TO UNDERSTAND
- 3 HOW WE'RE -- I UNDERSTAND THAT THE SCHEDULE IS A GO-RIGHT
- 4 SCHEDULE. I ALSO UNDERSTAND THAT IF EVERYTHING GOES RIGHT,
- 5 YOU'RE ABOUT EIGHT WEEKS OUT. SO, WITH EIGHT WEEKS OUT OF A
- 6 MULTI-YEAR PROJECT, HOW YOU CAN NOT KNOW WHAT ARE YOUR MOST
- 7 RISKY ITEMS? AND HAVE YOU BUILT OTHER SCHEDULES OR SCENARIOS
- 8 THAT ANTICIPATE SOME OF THESE RISKIER ITEMS NOT GOING WELL?
- 9 THIS'S SOMETHING I WOULD BE VERY INTERESTED IN SEEING AT THE
- 10 MARCH MEETING. IF AT THE MARCH MEETING WE HAVEN'T BEEN ABLE TO
- 11 WORK THROUGH THESE RISKS, I THINK WE SHOULD START SEEING SOME
- 12 ALTERNATIVE SCHEDULES THAT I ANTICIPATE WHERE YOU THINK THE
- 13 CRITICAL PATH RISK LIES. BECAUSE IT'S VERY -- IT'S VERY
- 14 DIFFICULT FOR US TO UNDERSTAND WHICH OF THESE RISKS ARE
- 15 LIKELY, AND WHICH OF THEM ARE, TO DENIS'S POINT, LIKE, A WEEK
- 16 OR TWO VERSUS MONTHS OF ADDITIONAL TIME.

17

- 18 JASON WEINSTEIN: YEAH. YEAH, THAT'S FAIR. I MEAN, THE
- 19 PROBABILITY AND EXPECTED IMPACT ON THE SCHEDULE IS NOT
- 20 SOMETHING THAT IS EVIDENTLY CLEAR FROM THE WAY WE HAVE BEEN
- 21 PRESENTING IT, AND WE'LL ABSOLUTELY BE READY TO PRESENT
- 22 ALTERNATIVES IF WE'RE NOT MAKING THE PROGRESS WE HOPE TO BY
- 23 MARCH.



JULIE KIRSCHBAUM: OKAY, AND IT'S, AGAIN, BECAUSE WE'RE ALL SO 1 2 EXCITED FOR THIS PROJECT AND BECAUSE WE NEED IT TO BOOST UP 3 OUR INDIVIDUAL SYSTEMS, THAT WE'RE PUSHING SO HARD ON THIS. WE'RE GOING TO BE YOUR BEST PARTNERS ONCE WE'RE READY. AND TO 4 5 THAT END, I WOULD ASK AS YOU DO SOME OF THOSE ALTERNATIVE 6 SCHEDULE DEVELOPMENT. ARE THERE NEAR-TERM WINS THAT WE CAN MAYBE CELEBRATE FOR US GETTING TO THE CREDIT CARD DEPLOYMENT? 7 8 IS REALLY THE GAME CHANGE FOR THE SYSTEM, AND, SO, EVEN IF WE CAN'T IMMEDIATELY TURN ON ALL THE TRANSFER BENEFITS, JUST 9 10 BEING ABLE TO CHARGE PEOPLE WHAT THEY'RE CHARGED TODAY, BUT WITH A CREDIT CARD, WOULD BE INCREDIBLE FOR OUR SYSTEMS. THANK 11 YOU. 12 13 CHAIR, ROBERT POWERS: THANK YOU FOR THOSE COMMENTS. KATHLEEN 14 15 KELLY, AC TRANSIT COMMENTS? LET ME DROP OVER HERE. ANDY 16 FREMIER, HEAD OF MTC? 17 ANDREW FREMIER: THANKS CHAIR POWERS. ANDY FREMIER. FIRST I 18 WANT TO THANK THE TEAM AGAIN FOR THE PRESENTATION AND SPEND A 19 MINUTE WITH THE BOARD HERE TO ASSURE YOU THAT MTC ABSOLUTELY 20 21 RECOGNIZES HOW IMPORTANT THIS PROGRAM IS TO THE SUCCESS OF FRANKLY THE TRANSPORTATION REVENUE MEASURE THAT'S COMING UP 22 TOWARDS THE END OF THIS YEAR AND ALL THE WAY THROUGH NEXT 23 YEAR. TO THAT END, I CONVENED A MEETING WITH THE PRESIDENT OF 24

THE CUBIC TEAM, PETER, CHAIR POWERS, AND OUR TEAMS, AND WE



1	SPENT A REAL GOOD AMOUNT OF TIME TALKING TO CUBIC ABOUT THE
2	REQUIREMENT TO REALLY HELP US UNDERSTAND AND PROVIDE IMMEDIATE
3	ATTENTION TO THE SCHEDULE BLOCKERS THAT WE'RE TALKING ABOUT
4	TODAY. AND TO COMMIT TO REALLY PUTTING THE RESOURCES IN THOSE
5	PLACES WHERE THEY COULD. WE ALSO ASKED THAT THEY IDENTIFY
6	WHERE SOME OF THE OTHER CHALLENGES ARE, BECAUSE AS WE ALL KNOW
7	THERE ARE MULTIPLE VENDORS THAT ARE CRITICAL TO THE SUCCESS OF
8	THE PROGRAM. I HAVE PERSONALLY BEEN KEEPING CLOSE TABS AND WE
9	MEET ON A REGULAR BASIS TO DISCUSS WHAT HAPPENED LAST WEEK AND
10	HOW WELL WE DID AGAINST THOSE ITEMS AND THEN PREPARE FOR THE
11	WEEK THAT'S COMING AHEAD AND I THINK THE CHALLENGES THAT ARE
12	IN FRONT OF US ARE THE ONES THAT ARE UNDERSTOOD AND ARE MOVING
13	RECOGNIZING THE RISK THAT HAVE BEEN DESCRIBED. I ALSO WANT TO
14	ENCOURAGE FOLKS TO KNOW THAT THE TEAM IS ENGAGED WITH THE
15	MULTIPLE VENDORS THAT ARE CRITICAL IN CONNECTING THE VARIOUS
16	PLATFORMS. SO THAT INCLUDES THE TICKET VENDING MACHINES AND
17	INCLUDES THE MOBILE WORK AND INCLUDES THE CUSTOMER SERVICE
18	CENTER THAT IS IN THE BACKGROUND OF ALL OF THIS. I AM HAPPY
19	WITH THE AMOUNT OF EFFORT THAT JASON AND HIS TEAM ARE PUTTING
20	ON IT, AND PROGRESS DOES SEEM TO BE CONTINUING AT A GOOD PACE.
21	I LOOK FORWARD TO MORE POSITIVE INFORMATION, HOPEFULLY IN THE
22	MARCH MEETING, AND JUST WANT YOU ALL TO KNOW THAT WE'RE
23	COMMITTED TO THE OPERATE TRANSITION, BARRING UNFORESEEN
24	CHALLENGES. VICE CHAIR CHAN?

This transcript was prepared from television closed captioning and is not certified for its form or content. Errors and omissions within this transcript have likely occurred. This document is provided as a convenience only and is not an official record of any action taken.



V. CHAIR, APRIL CHAN: I'M GOOD. 1 2 3 CHAIR, ROBERT POWERS: THANK YOU FOR, VICE CHAIR. I HAD A COUPLE OF POINTS IF YOU WOULD INDULGE ME HERE, YOU KNOW, THE 4 5 FIRST ONE, GOING BACK TO WHAT ANDY JUST MENTIONED. SO, THE MEAT -- THERE WAS -- AND I WOULD HAVE ANSWERED JULIE'S 6 OUESTION A LITTLE BIT DIFFERENTLY ON THAT AND I'M GOING ANSWER 7 8 IT RIGHT NOW. SO WE -- THERE WAS A GOOD DISCUSSION WITH CUBIC AND MTC, AND ME AS THE CHAIR OF THE CLIPPER EXECUTIVE BOARD, 9 AND I THOUGHT IT WAS VERY TIMELY. AND I THINK IT WAS STRATEGIC 10 IN THAT YOU ASKED ABOUT THE ADDITIONAL PILOT TESTING. THAT WAS 11 AN OUTCOME OF THAT MEETING THAT WE HAD WITH THE CHAIR OF THE 12 MTC AND CUBIC, AND THAT'S MY VERSION OF AND I'M NOT CUBIC AND 13 NOT CYNTHIA, I'M NOT ANTHONY BUT THE WAY I LOOK AT IT WE'RE 14 15 JUST SENDING OUT PROBES AND WE'RE GETTING INFORMATION BACK, 16 AND I'M LOOK, THIS DATA SET IS LOOKING GOOD, LOOKING GOOD, AND THAT'S DEESCALATING AND IS DERISKING THE RISK PORTFOLIO THAT 17 WE HAVE GOING FORWARD. SO, YOU KNOW, IT WAS A LITTLE ROUGHER 18 OF A MEETING THAN ANDY IS LETTING ON. BUT IT WAS AN OUTCOME OF 19 THE MEETING. YOU KNOW, LET'S DO A LITTLE BIT MORE OF THIS, 20 21 LET'S GET SOME MORE INFORMATION BACK ON A VERY DISCRETE PILOT TESTING TAKING THE PRESSURE OFF THE CRITICAL PATH, I MEAN 22 DOING YOUR JOB FOR YOU JASON AND ANTHONY I WOULD HAVE JUST 23 ANSWERED THAT WAS INTENTIONAL THAT CAME OUT OF THAT MEETING I 24

WOULD ADD THAT WHAT ANDY SAID THE SLIDE THAT'S IN THE DECK



- 1 THAT JASON PUT UP THERE, DRILLING DOWN REALLY IS ANOTHER
- 2 OUTCOME OF THE MEETING BECAUSE AFTER A LOT OF DRAMA AND AGAIN
- 3 THIS IS ME TALKING AND NOBODY NEEDS TO BE EMBARRASSED ABOUT IT
- 4 BUT ME, YOU KNOW, WITH -- AS THE CHAIR AND CUBIC AND MTC, YOU
- 5 KNOW, THIS -- YOU KNOW, I DON'T KNOW WHAT IT IS, WE WANTED A
- 6 THREE WEEK -- WHAT IS IT? HOW LONG IS -- THREE MAYBE IT'S A
- 7 COUPLE OF MONTH LOOK AT A DETAILED LOOK AHEAD WE WEREN'T ABLE
- 8 TO AS A COMMITTEE UP HERE TO SEE THIS LEVEL DETAIL SO AS THE
- 9 DISCUSSION HAPPENED WITH ANDY AND PETER AND CYNTHIA AND
- 10 EVERYBODY ELSE, BUT WHAT HAS TO HAPPEN IN THE LAST WEEK OF
- 11 FEBRUARY. WHAT HAS TO HAPPEN -- YOU KNOW, KIND OF THAT'S HOW
- 12 THIS IS LAID OUT SO THAT WE CAN BE TRACKING ON THIS AND I
- 13 THINK IT'S VERY HELPFUL. AND I DO THINK, AS THE RESULT OF THAT
- 14 MEETING, YOU KNOW, IF I GO BACK, JASON, AND I -- YOU KNOW, I
- 15 PUT YOU AND ANTHONY ON THE SPOT, IN FEBRUARY -- WAIT, THIS IS
- 16 FEBRUARY -- IN JANUARY, ABOUT, YOU KNOW, SLIPPING A MONTH, AND
- 17 DON'T PLAY ANY GAMES WITH ME ON BEGINNING OF THE MONTH, IT
- 18 DOESN'T MAKE ANY SENSE. BUT THE POINT BEING IS THAT WE HAVE
- 19 HELD THE SCHEDULE, RIGHT? IT'S LIKE HOLDING SERVE, RIGHT? SO
- 20 WE'RE STILL ON APRIL START TRANSITION, WHICH IS A GOOD THING
- 21 AND I THINK THIS THREE WEEK SCHEDULE, OR THREE-MONTH, WHATEVER
- 22 IT'S CALLED IN FRONT OF US IS HELPFUL. AND SO I JUST WANT TO
- 23 AUGMENT THE ANSWERS TO THAT -- TO YOUR OUESTION. I THINK
- 24 YOU'RE RIGHT ON AND THAT REALLY WAS AT THE HEART OF THE
- 25 MEETING WHEN IT WAS, LAST, CYNTHIA, MONDAY MORNING OR



- 1 SOMETHING A COUPLE -- WHENEVER IT WAS, BUT ALL THAT BEING SAID
- 2 YOU KNOW, I WOULD PUT OUT TO JASON, ANTHONY, AND CYNTHIA, AS
- 3 WELL, THE NEXT TWO MONTHS ARE GOING TO BE EXTREMELY CRITICAL.
- 4 RIGHT? LET'S SAY WE GET THROUGH FEBRUARY BUT IT'S MARCH AND
- 5 APRIL, RIGHT, AND THIS IS NOT THE TIME TO NOT ASK FOR HELP.
- 6 AND I MEAN THAT. EVERYBODY AT THIS DAIS, EVERYBODY IN THIS
- 7 ROOM HAS A VESTED INTEREST IN US MAKING STARTED TRANSITION IN
- 8 APRIL. AND IF SOMETHING COMES UP NOW IS NOT THE TIME TO GO
- 9 BACK AND THINK ABOUT IT AND WRING YOUR HANDS OVER IT FOR TWO
- 10 OR THREE OR FOUR -- IT'S NOT RIGHT IF IT'S NOT -- IF YOU DON'T
- 11 HAVE A SOLUTION IMMEDIATELY YOU GOT TO BRING IT TO PEOPLE'S
- 12 ATTENTION, EVERYBODY CAN HELP IF THERE IS AN SFMTA, YOU KNOW,
- 13 SOMETHING GOING ON THERE, JULIE HAS GOT PEOPLE THAT SHE CAN
- 14 FREE UP, IT'S A MENTALITY UP HERE IF IT'S A BART THING,
- 15 WHATEVER IT IS I'LL FREE UP THE PEOPLE. WE HAVE GOT TO GET
- 16 WITH THIS THING TO START A TRANSITION WE TALK ABOUT THIS IT'S
- 17 SOMETHING -- IF CHRISTY HAS GOT A RESOURCE THAT WOULD BE
- 18 HELPFUL FOR CUBIC, THEN SAY SOMETHING, AND WE'LL FIGURE OUT
- 19 HOW TO GET THAT RESOURCE. BECAUSE WE ALL -- IT'S NOT -- I KNOW
- 20 THE CONTRACT IS BETWEEN CUBIC AND MTC, BUT IT'S SO MUCH MORE
- 21 THAN THAT RIGHT NOW. AND, SO, NOW IS NOT THE TIME TO BE, YOU
- 22 KNOW, TAKING IT BACK TO SOME THINK TANK, RIGHT, AND MULLING ON
- 23 IT FOR A WEEK OR TEN DAYS. IF THE SOLUTION IS NOT READILY I
- 24 AVAILABLE, RAISE YOUR HAND AND GET THE RIGHT PEOPLE, GET THE
- 25 RIGHT RESOURCES THERE. AND I JUST PUT THAT OUT. I KNOW YOU



- 1 KNOW THAT. BUT I PUT THAT OUT FOR EVERYBODY HERE. BECAUSE YOU
- 2 KNOW, JULIE AND I, AND OTHERS, MAY BE CALLED ON TO THROW SOME
- 3 RESOURCES AT THIS, OR SOME TECHNICAL SKILL SET THAT WE HAVE
- 4 IN-HOUSE, TO, YOU KNOW, BACK CHECK SOMETHING, OR QAOC
- 5 SOMETHING, SO THAT WE CAN GET TO START OF TRANSITION IN APRIL.
- 6 AND IT'S NOT -- IT'S GOT NOTHING TO DO WITH, OH, THAT'S NOT MY
- 7 RESPONSIBILITY, THAT'S CUBIC -- WE'RE WELL PAST THAT NOW. YOU
- 8 CAN SEE THE FINISH LINE. AND EVERYBODY HAS GOT TO BE PULLING
- 9 IN THAT DIRECTION TO GET ACROSS THE FINISH LINE. SO, I JUST
- 10 WOULD ENCOURAGE YOU AND JASON. AND I KNOW IT WAS INHERENT IN
- 11 ANDY'S COMMENTS ABOUT, IF THERE IS SOME AREA THERE THAT WE
- 12 COULD BE HELPFUL, PLEASE ASK. DON'T WAIT. YOU KNOW? DON'T
- 13 SPRING IT ON ME IN MARCH, YOU KNOW, SHOULD BART COME WITH THIS
- 14 WOULD WE HAVE MAYBE HAD A BETTER CHANCE JUST ASK RIGHT AWAY.
- 15 WE'LL FIGURE IT OUT. SO ANYWAY THAT'S MY ASK FOR EVERYBODY ON
- 16 THIS BOARD. I USE CHRISTY BUT IT COULD BE ANYBODY, COULD BE AC
- 17 TRANSIT, SOMETHING TO DO WITH THEIR ON-SYSTEM BUS LET'S CALL
- 18 AC TRANSIT INTO THE ROOM INTO THE ROOM TOMORROW MORNING AND
- 19 FIGURE IT OUT THAT'S WHAT YOU HAVE TO HAVE ANYBODY HERE TO GET
- 20 US TO START A TRANSITION IN APRIL.

21

22 JASON WEINSTEIN: MESSAGE RECEIVED. GOT IT.

- 24 SPEAKER: I WANT TO THANK YOU, AGAIN, FOR OFFERING UP SUPPORT
- 25 OF YOUR STAFF. SFMTA HAS BEEN STEPPING UP AND WE SAW



- 1 PARTICIPATION IN THE LAST COUPLE OF WEEKS. IN THAT SPIRIT OF
- 2 COLLABORATION. WE SAW BART STAFF ON TWO DIFFERENT DAYS AT
- 3 MACARTHUR OVER THE PAST COUPLE OF MONTHS TROUBLESHOOTING
- 4 INSTALLS. MUNI SUPPLIED FOLKS TO COME WORK WITH OUR INSPECTION
- 5 DEVICE AND VALIDATE USE CASES. WE'RE SEEING TRANSIT AGENCIES
- 6 STEPPING UP IN THIS CRITICAL PERIOD.

7

- 8 CHAIR, ROBERT POWERS: CYNTHIA, I AM A GOOD READ OF BODY
- 9 LANGUAGE I'LL GIVE YOU THE FLOOR.

10

- 11 SPEAKER: THANK YOU BOB AND CHAIR POWERS, YOU ALREADY COVERED
- 12 THE OUESTIONS EARLIER AROUND RISK MITIGATION STRATEGY FOR
- 13 FIELD TESTING AND SO THAT'S THE 50 STEP IN MITIGATING THE RISK
- 14 BEFORE WE EXPAND THE SCOPE AND SCALE OF THE PILOT TO MORE
- 15 USERS AND THE OTHER PIECE I WANTED TO MENTION IS YOU NOTED
- 16 TRANSFER BENEFITS AND CREDIT CARD OPEN PAYMENTS GOOD NEWS IS
- 17 OPEN TRANSFER BENEFITS ARE WORKING AND WE HAVE SEEN SUCCESSFUL
- 18 TESTING THERE AND OPEN PAYMENTS CAPABILITY SUCCESS TESTED IN
- 19 FIELD TESTING NOW AND WE'RE SEEING POSITIVE RESULTS THERE AS
- 20 WELL. SO WE UNDERSTAND HOW CRITICAL THOSE FEATURES ARE TO THE
- 21 SUCCESS OF THE CLIPPER2 SYSTEM GO LIVE AND SO FAR WE'RE SEEING
- 22 VERY POSITIVE FEEDBACK, AND POSITIVE RESULTS.



CHAIR, ROBERT POWERS: GOOD. ANY OTHER -- JASON, DID YOU WANT 1 TO ADD ANYTHING, OR ANTHONY, ON MY COMMENTS OR ANYTHING? ARE 2 3 YOU GUYS GOOD? 4 5 JASON WEINSTEIN: I THINK WE'RE GOOD. 6 CHAIR, ROBERT POWERS: OKAY LET ME CHECK IN WITH THE BOARD ONE 7 8 MORE TIME. THIS IS ALL ABOUT SCHEDULE RIGHT NOW IS ANYBODY EVERYBODY GOOD EVERYBODY FEEL LIKE THEY'RE GETTING THEIR VOICE 9 HEARD? YEAH. OKAY. WE'RE GOING TO CLOSE THIS ITEM MADAM CLERK 10 THAT WAS AGENDA ITEM NUMBER 3A AND CAROLYN WE'RE NOW GOING TO 11 TRANSITION OVER TO 3B WHICH IS WHAT YOU ASKED ABOUT UPDATE ON 12 THE NEXT GENERATION CLIPPER OUR TRANSITION PLAN. AND EDWARD 13 YOU HAVE BEEN -- THIS MIGHT BE, AND I COULD BE OFF BY A MONTH 14 15 BUT THIS MIGHT BE YOUR THIRD MEETING IN A ROW WHERE YOU HAVE 16 WALKED THE COMMITTEE THROUGH THE CURRENT THINKING ON THE TRANSITION PLAN. BECAUSE IT EVOLVES. IT'S A LIVING DOCUMENT. 17 AND WHERE IT IS RIGHT NOW, THREE MONTHS AFTER WHERE YOUR FIRST 18 ONE WAS IS A BETTER TRANSITION PLAN THAN WHERE YOU STARTED. 19 AND, SO, WE'RE GOING TO CONTINUE, CAROLYN, TO YOUR POINT, TO 20 21 HAVE THIS AS A STANDING ITEM. BECAUSE AS EDWARD GETS COMMENTS AND SOME THOUGHTS FROM NOT ONLY US, BUT THE PUBLIC, HE CAN 22

TAKE THAT BACK, SAND IT DOWN WITH HIS TEAM, SEE THIS WHEN WE

ARE IN START OF TRANSITION IN APRIL, HE HAS GOT A GOOD PLAN

23



READY TO GO ON THAT. SO, EDWARD, I'LL TURN THIS OVER TO YOU TO 1 2 WALK US THROUGH YOUR CURRENT THINKING. 3 EDWARD MENG: THANK YOU CHAIR POWERS. AND GOOD AFTERNOON TO 4 5 THIS BOARD. YEAH, THANK YOU CHAIR POWERS FOR NOTING EARLIER. I BELIEVE THIS IS THE THIRD MEETING WHERE WE HAVE GONE THROUGH 6 THIS TRANSITION PLAN. SO, JUST A REMINDER TO THE BOARD MEMBERS 7 8 HERE THAT WE JUST WANTED TO GIVE YOU AN UPDATE FROM WHAT WAS PRESENTED TO YOU IN THE JANUARY AND DECEMBER CLIPPER BOARD 9 MEETINGS. THE FIRST FIVE SLIDES OF THIS PRESENTATION ARE 10 DIRECTLY FROM THE PRIOR MEETINGS AND ARE INTENDED TO GIVE YOU 11 SOME OF THE BACKGROUND AND CONTEXT OF THE REGIONAL PLAN FOR US 12 TO BE BOTH TECHNICALLY AND OPERATIONALLY PREPARED FOR THE 13 START OF CUSTOMER TRANSITION, FROM THE CARD BASED ACCOUNT TO 14 15 THE ACCOUNT BASED NEXT GENERATION SYSTEM. SO, RATHER THAN GOING THROUGH THE 505 SLIDES, I WAS HOPING WE COULD FOCUS 16 CORRECTLY ON THE LAST SLIDE. 17 18 CHAIR, ROBERT POWERS: I'M JUST GOING TO INTERRUPT FOR A 19 SECOND. AS YOU'RE GOING THROUGH, I DON'T CARE WHAT DECK YOU'RE 20 21 GOING TO SHOW BUT AT SOME POINT GOING THROUGH YOUR UPDATE TO THE BOARD PLEASE ADDRESS MEMBER GONOT'S QUESTION, PLEASE. 22 23 EDWARD MENG: YES. WILL DO. LAST MONTH WE RECEIVED FEEDBACK 24

FROM THE BOARD TO CHECK OUR ASSUMPTIONS THAT REGISTERED CARD



- 1 HOLDERS WERE MORE LIKELY TO CHOOSE CLIPPER MORE FREQUENTLY
- 2 THAN UNREGISTERED CARD HOLDERS SO WE WENT BACK AND RERAN SOME
- 3 OF OUR INITIAL QUERIES AND WE FOUND THAT REGARDLESS OF
- 4 REGISTRATION STATUTES, WE COULD, INSTEAD, JUST FOCUS ON
- 5 FREQUENCY RIDERS AS WE DEFINED AS RIDERS WHO HAVE USED THEIR
- 6 CLIPPER CARD AT LEAST THREE TIMES OVER THE PAST MONTH SO
- 7 THAT'S ESSENTIALLY MORE THAN ONE SINGLE ROUND TRIP. WE THEN
- 8 UPDATED THIS PLAN FOR TRANSITION PRIORITY, AS YOU CAN SEE,
- 9 CHANGING THE REGISTERED ONLY TO FREQUENT RIDER SUPERVISOR THEN
- 10 UNREGISTERED TO QUOTE UNQUOTE INFREQUENT RIDERS AND WE
- 11 REVIEWED THIS PROPOSAL WITH YOUR STAFF EARLIER THIS MONTH AND
- 12 WANTED TO RETURN TO THIS BOARD TO INFORM YOU OF THE
- 13 MODIFICATIONS TO THE PLAN IN PREPARATION FOR THE START OF
- 14 TRANSITION. IF YOU CAN GO BACK TWO SLIDES BEFORE? YEAH. SO,
- 15 BOARD MEMBER GONOT, JUST TO ADDRESS YOUR QUESTION REGARDING
- 16 THE TRANSITION, THERE WILL BE A TIME WHEN THERE ARE MORE OR
- 17 LESS C2 ACCOUNT BASED CUSTOMERS OUT THERE WITH C2 MEDIA AS
- 18 WELL AS C1 CUSTOMERS OUT THERE WITH CARD BASED MEDIA. WHAT
- 19 WE'RE TRYING TO DO, AND THE INTENT OF THIS PLAN, IS TO BOTH
- 20 MINIMIZE THE OPERATIONAL IMPACTS OF THE DIFFERENCE USER
- 21 EXPERIENCES BETWEEN C1 CARD HOLDERS AND C3 CARD HOLDERS AND
- 22 THEN ALSO TO MINIMIZE THE DIFFERENCES IN THE CUSTOMER
- 23 EXPERIENCE BY CAPTURING AS MANY OF THOSE CUSTOMERS THAT ARE
- 24 FREQUENT, AS POSSIBLE, THAT ARE MORE LIKELY TO RIDE MULTIPLE
- 25 AGENCIES AND THAT ARE MORE LIKELY TO USE THE SYSTEM, TO HAVE



- 1 MORE PRODUCTS AND WHAT NOT. SO THAT WE CAN KIND OF HOPEFULLY
- 2 MITIGATE THE STRESS ON THE SYSTEM SO THAT CARD HOLDERS CAN
- 3 HOPEFULLY HAVE A SEAMLESS AND -- A SEAMLESS EXPERIENCE IN
- 4 TRANSITIONING FROM THE CARD TO THE ACCOUNT BASED SYSTEM. AND,
- 5 SO, A LOT OF THE PLAN AND A LOT OF OUR DISCUSSION WITH YOUR
- 6 STAFF HAS BEEN FOCUSED ON THE MITIGATION OF THESE EFFORTS
- 7 ABOUT WHICH CUSTOMERS HAVE POTENTIALLY THE BIGGEST DIFFERENCES
- 8 OR THE BIGGEST DISRUPTIONS IN THIS EVERYDAY BEHAVIOR IS TO
- 9 FOCUS SPECIFICALLY ON CAPTURING THOSE PEOPLE WITH THE
- 10 STRATEGIES ON HOW TO GET THE MESSAGE OUT THAT THEIR EXPERIENCE
- 11 MIGHT BE CHANGING A LITTLE BIT. WE HAVE DEVELOPED THIS PLAN
- 12 WITH THE GOALS AND CONSIDERATIONS OF THESE IN MIND. SO WE CAN
- 13 GO THROUGH THAT, DEFINITELY, AGAIN, IF YOU HAVE FURTHER
- 14 QUESTIONS, BUT I WANTED TO MAKE SURE WE ADDRESSED YOUR CONCERN
- 15 THERE.
- 16
- 17 JASON WEINSTEIN: CAN I ADD SOMETHING TO THAT CAROLYN? I'LL
- 18 SAY, WHEN LYSA TALKS ABOUT THE NEXT ITEM, ACTUALLY, IN TERMS
- 19 OF HOW WE'RE GOING TO EDUCATE AND MARKET WHAT WE'RE TALKING
- 20 ABOUT RIGHT NOW, SOME OF THIS IMPACTS THAT. RIGHT? SO WHAT'S
- 21 AVAILABLE TO YOU MIGHT NOT BE AVAILABLE TO OTHERS. SO YOU WILL
- 22 SEE IN THE CONVERSATION THAT WE'RE GOING TO HAVE ON THE
- 23 EDUCATION AND OUTREACH, WHAT THAT LOOKS LIKE IN TERMS OF HOW
- 24 WE WANT TO MESSAGE THAT TO PEOPLE.



EDWARD MENG: SO, YEAH, THAT INCLUDES THE SHORT UPDATE AND MY 1 PREPARED REMARKS FOR THIS ITEM. SO I'M HAPPY TO TAKE COMMENTS 2 3 QUESTIONS OR ADDITIONAL FEEDBACK FROM THE BOARD. 4 5 CHAIR, ROBERT POWERS: THANK YOU. BEFORE WE GET TO COMMISSIONER COMMENTS, MADAM CLERK, PUBLIC COMMENT ON ITEM NUMBER 3B WHICH 6 7 IS OUR TRANSITION PLAN? 8 CLERK, BRITTNY SUTHERLAND: WE RECEIVED NOTHING IN WRITING AND 9 I DON'T SEE ANYONE IN THE ZOOM SPACE NOR THE BOARDROOM WISHING 10 TO PROVIDE PUBLIC COMMENT. 11 12 CHAIR, ROBERT POWERS: OKAY. THANK YOU FOR THAT. COMMITTEE 13 MEMBERS, COMMENTS FOR EDWARD AND/OR JASON ON THIS TOPIC? WHY 14 15 DON'T I START WITH CAROLYN? THE FLOOR IS YOURS. 16 CAROLYN M. GONOT: THANK YOU. THANKS FOR GIVING ME SOME 17 INFORMATION. SO I LOOKED AND NOTICED THE SLIDES WERE SIMILAR 18 TO THE ONES BEFORE I DID NOTICE FREQUENT AND INFREQUENT 19 RIDERS. I HAVE A COUPLE OF OUESTIONS IS THIS PRIORITY PROPOSAL 20 MEANING THAT THIS GROUP GOES FIRST THEN THE NEXT GROUP THEN 21 22 THE NEXT GROUP WHAT HAPPENS IF WE HAVE, SORT OF, A LOT OF VTA

CALTRAIN TRANSFERS? HOW DOES THAT WORK? IS IT -- AND I GUESS

I'M TRYING TO FIGURE THIS OUT, AND THEN -- WELL, WHY DON'T YOU

23



1	ANSWER THAT QUESTION, THEN I HAVE THE NEXT ONE. AND WHAT DOES
2	IT MEAN BY PLUS OTHERS?
3	
4	EDWARD MENG: SO YEAH WE DID ANALYSIS OF, I BELIEVE BOTH LAST
5	SIX MONTHS AS WELL AS LAST YEAR OF ALL TRANSACTIONS ON THE
6	CLIPPER SYSTEM AND IDENTIFIED CARDS AND THEIR BEHAVIORS. SO
7	BART AND OTHERS FOR EXAMPLE, IS A CUSTOMER WHO HAS RIDDEN BART
8	AND AT LEAST ONE OTHER OPERATOR WITHIN THE SPAN OF SIX MONTHS
9	OR A YEAR. SO, FOR INSTANCE WITH YOUR QUESTION ON VTA AND
10	OTHERS AND CALTRAIN AND OTHERS, IT'S ANYONE WHO HAS RIDDEN
11	CALTRAIN AND ANY OTHER AGENCY, WHETHER THAT'S MUNI, SAMTRANS,
12	VTA OR ANY OTHER NON-CONNECTING AGENCY, TO CALTRAIN. SO, THE
13	HOPE IS THAT WE WILL BE CAPTURING THOSE PEOPLE WITH A
14	PROPENSITY TO TAKE MULTI-OPERATOR JOURNEYS, OR TAKE REGIONAL
15	TRIPS, IN WHICH CASE THE REGIONAL INTEROPERATOR TRANSFER
16	DISCOUNT WOULD BE THE MOST SIGNIFICANT FOR THEM, IN HAVING
17	THAT BENEFIT TOWARDS THEM. SO WE WANTED TO ROLL OUT THE
18	BENEFITS TO THE MOST PEOPLE AS POSSIBLE.
19	
20	CAROLYN M. GONOT: AND THEN, AND MAYBE THIS WILL GET COVERED,
21	BUT I WAS CURIOUS ON TIME FRAMES. BECAUSE I ADOPT SEE THAT AND
22	I LIKE BART SCHEDULES.
23	

This transcript was prepared from television closed captioning and is not certified for its form or content. Errors and omissions within this transcript have likely occurred. This document is provided as a convenience only and is not an official record of any action taken.

24

25

EDWARD MENG: VISUALLY.



1	CAROLYN M. GONOT: AND THE REASON WHY I ASKED THE QUESTION
2	BEFORE IN THE LAST ITEM WAS I WAS INTERESTED BY NEXT MONTH IF
3	WE DON'T LOOK LIKE WE MAY START IN APRIL WOULD LOVE TO SEE
4	WHAT THAT MITIGATION SCHEDULE IS LIKE FINISHING UP AND WORK
5	THEN MAYBE STARTING TRANSITION AS WELL AS THE SAME TIME THERE
6	IS NO SUBSEQUENTLY SHOWING THAT OVERLAP AND I'M WHEN ONE ENDS
7	IN THE NEXT ONE STARTS I'M WONDERING HOW OVERLAPPING AND HOW
8	THINGS WORK, I WOULD HATE TO SEE THAT LIKE ALL OF A SUDDEN
9	WE'RE AT THE DEADLINE AND NOW STARTING TO LOOK AT TRANSITION
10	THAT MIGHT HELP.
11	
12	EDWARD MENG: AS JASON MENTIONED BEFORE, I THINK WE'RE GOING TO
13	LEARN A LOT FROM OUR PILOT PROGRAM AND TESTING OUT IN THE
14	FIELD IN TERMS OF TIMING THE SYSTEM RIGHT NOW CAN FLIP
15	APPROXIMATELY 150,000 CARDS PER DAY SO IF YOU DO ALL OF THE
16	MATH AROUND TWO MONTH'S WORTH OF TRANSITIONS BECAUSE WE HAVE
17	MILLIONS OF CARDS OUT THERE WE HAVE A LOT OF THREE MONTHS FOR
18	TRANSITION BUT WE DO EXPECT THAT THE MAJORITY WILL BE
19	TRANSITIONED IF NOT WITHIN THE FIRST MONTH DEFINITELY FIRST
20	TWO MONTHS.
21	
22	CAROLYN M. GONOT: GOING TO THE PHONE OR CARD, OR WHATEVER I
23	WOULD LOVE TO SEE THE SCHEDULE CONTINUE ON.



JASON WEINSTEIN: AS IT RELATES -- SO THIS RELATES TO THE CARDS 1 THAT EXIST IN THE SYSTEM TODAY. ON DAY ONE, ANYBODY WHO COMES 2 3 WITH AN OPEN PAYMENTS CARD WILL WORK. I THINK THE CHALLENGE THAT WE ALL HAVE TO -- YOU KNOW, THINK ABOUT, IS THE POTENTIAL 4 5 EOUITY ISSUES, I GUESS, FOR THE FACT THAT SOMEBODY -- AND WE CERTAINLY COULD TALK ABOUT CUBIC ABOUT DOING SOMETHING 6 DIFFERENT BUT WHEN YOU COME TO THE TABLE WITH OPEN PAYMENTS 7 8 CARD YOU ARE GOING TO GET THE REGIONAL TRANSFER DISCOUNTS WOULD POTENTIALLY GET THAT BEFORE SOMEBODY WHOSE CARD IS 9 10 FLIPPED, RIGHT SOMETHING TO THINK ABOUT WHEN WE DECIDE LET'S GO DO THIS FIRST IT'S FIRST WE JUST HAVE TO GO IN 11 UNDERSTANDING THAT'S A POSSIBILITY. 12 13 CHAIR, ROBERT POWERS: I THINK, I'M NOT -- YOU DO YOU JASON AS 14 15 THE DIRECTOR, BUT YOU KNOW THIS CONCEPT IT'S BEEN BROUGHT UP 16 TWICE AND NOW IT'S AN A THEME AT THE BOARD HERE, WHEN YOU THINK THROUGH THE AGENDA FOR THE MARCH MEETING AND THE 17 SCHEDULE SENSITIVITIES THAT YOU ARE GOING TO WORK THROUGH, YOU 18 KNOW, THERE IS VARIANTS IN THERE, RIGHT? AND SO IT CAME UP 19

24 THIS, YOU KNOW, SCHEDULE, MAPPING OUT, YOU KNOW, WHAT IS ON

FIRST FROM KIRSCHBAUM AND SFMTA, THESE WHAT IF KIND OF THINGS

BATCHING AS IT GOES ONLINE. SO YOU CAN SEE THERE IS A THEME ON

AND YOU'RE GOING TO LEARN A LOT MORE A MONTH OR SO AND THEN

CAROLYN JUST GAVE ANOTHER VARIANT HOW DOES THAT RELATE TO

25 SCHEDULE, SO ANYWAY JUST NAVIGATE THAT IN YOUR HEAD THAT'S

20

21

22



WHAT I HEARD UP HERE ANYWAY. COMING THROUGH HERE. JEWEL? THANK 1 2 YOU. 3 JULIE KIRSCHBAUM: THANK YOU FOR MAKING THE ADJUSTMENT FROM 4 5 REGISTERED ONLY TO FREQUENT RIDERS I'M GLAD TO SEE THAT ALSO THE HIGH PRIORITY WORK HOPEFULLY THAT WILL GET THROUGH THE 6 FIRST LIST FASTER. YOU CAN START TRANSITIONING FOLKS DURING 7 8 THE TESTING PHASE OF THE PILOT? OR THE TRANSITION NOT START UNTIL THE OFFICIAL GO DATE? 9 10 JASON WEINSTEIN: I THINK THAT'S AN ISSUE OF MAKING SURE WE'RE 11 RESPONSIBLY DOING THE WORK. RIGHT? I THINK, YOU KNOW, 12 REGARDLESS OF WHETHER THE PILOT WITH THE, YOU KNOW, SMALL 13 NUMBER OF THE PUBLIC IS FOUR WEEKS, SIX WEEKS, EIGHT WEEKS, 14 15 WHATEVER IT IS, RIGHT, WE NEED TO FEEL REASONABLY COMFORTABLE 16 THAT WHEN WE START ADDING 150,000 PEOPLE A DAY TO THAT, WE'RE NOT GOING TO CREATE A CUSTOMER SERVICE NIGHTMARE FOR ALL OF 17 US, RIGHT? SO, I THINK -- I'M NOT SAYING NO, BUT I THINK TO 18 ANSWER YOUR QUESTION, WE NEED TO REALLY THINK ABOUT WHEN WE 19 START FLIPPING CARDS, WE'RE READY TO GO NO MATTER WHAT. 20 21 BECAUSE YOU CAN'T TURN -- WE CAN'T UNDO THAT ONCE WE START. 22 23 EDWARD MENG: YEAH.

CHAIR, ROBERT POWERS: OKAY. KATHLEEN KELLY, AC TRANSIT.

This transcript was prepared from television closed captioning and is not certified for its form or content. Errors and omissions within this transcript have likely occurred. This document is provided as a convenience only and is not an official record of any action taken.

24



1 KATHLEEN KELLY: I JUST WANT TO MAKE SURE I UNDERSTAND. ARE 2 3 THESE NUMBERS ALL DISCREET? OR IS THERE OVERLAP IN THERE? FOR INSTANCE, IF A PERSON WHO RIDES BART AC TRANSIT THEY SHOW UP 4 5 IN BOTH? 6 EDWARD MENG: THEY DO SHOW UP IN BOTH, CORRECT. FOR INSTANCE, 7 8 IF SOMEONE RIDES MARIN TRANSIT AND THEN ALSO RIDES WETA, THEY WOULD SHOW UP IN BOTH THE MARIN TRANSIT AND OTHERS AS WELL AS 9 WETA AND OTHERS. 10 11 JASON WEINSTEIN: THESE NUMBERS WERE -- [SNEEZING] -- OH, 12 SORRY. THE NUMBERS WERE INTENDED TO GIVE US AN IDEA, OKAY, IF 13 WE DO THIS NUMBER, WHATEVER IT IS, 150,000 A DAY, HOW QUICKLY 14 COULD WE GET THROUGH THIS GROUP. IT ALSO IMPLIES IF THEY'RE 15 16 ACTUALLY -- WE NEED TO KEEP WHATEVER HISTORY THEY HAD OF TAPPING BEFORE UP, OTHERWISE WE MISS THEM. RIGHT? 17 18 EDWARD MENG: THIS ASSUMES THAT PRIOR TRANSIT BEHAVIOR IS 19 PROBABLY SIMILAR TO FUTURE TRANSIT BEHAVIOR, ALTHOUGH THAT'S 20 21 ALWAYS AN ASSUMPTION. 22 23 KATHLEEN KELLY: SO THE TOTAL SIZE OF THIS WHOLE GROUP IS A LOT SMALLER THAN ADDING THESE UP? 24



1	SPEAKER: CORRECT.
2	
3	KATHLEEN KELLY: OKAY, THANKS.
4	
5	CHAIR, ROBERT POWERS: OKAY. VICE CHAIR.
6	
7	V. CHAIR, APRIL CHAN: OKAY. MAYBE I JUST WANT CLARIFICATION
8	AFTER HEARING, I JUST WANT TO MAKE SURE I UNDERSTAND, SO THIS
9	BASICALLY PROVIDES A SCHEDULE F I CAN LOOK DOWN AND LET'S SAY
10	ZOOM IN ON SAMTRANS, PROBABLY THIS IS HAPPENING TOWARDS THE
11	MORE LATTER HALF, IF I HAVE TO LOOK AT THE SCHEDULE IN TERMS
12	OF THE TRANSITION OF THE SAMTRANS RIDERS?
13	
14	JASON WEINSTEIN: YEAH, WE KEEP
15	
16	V. CHAIR, APRIL CHAN: UNLESS SINCE I DON'T THINK THEY'RE
17	GROUPED INTO THE OTHERS?
18	
19	EDWARD MENG: YEAH. I THINK BASED ON THE FEEDBACK OF BOARD
20	MEMBER GONOT THAT I THINK NEXT MONTH WE'LL COME BACK WITH A
21	BETTER TIMELINE THAT YOU CAN SEE SUBSEQUENTLY AND
22	CHRONOLOGICALLY.
23	
24	V. CHAIR, APRIL CHAN: OKAY. THANK YOU.



1	CHAIR, ROBERT POWERS: GOOD. THANKS FOR THAT, EDWARD. ANY OTHER
2	COMMENTS? NOT SEEING ANY. EDWARD, I JUST WANT TO PUBLICLY
3	ACKNOWLEDGE AND STATE MY APPRECIATION FOR YOU, CHAMPION THE
4	CAUSE OF THIS TRANSITION PLAN. BECAUSE IT IS GOING TO BE, YOU
5	KNOW, WE THINK IT'S SCHEDULED, WE GOT A START OF TRANSITION, I
6	GET THAT, BUT IT'S GOT TO BE ROLLED OUT, RIGHT, TO OUR RIDERS?
7	RIGHT? WE CAN'T MISS A STEP THERE WE CAN'T GET THE FRONT END
8	RIGHT AND NOT GET THE BACK END RIGHT SO YOUR PATIENCE WITH US
9	AND YOUR COMMITMENT TO SANDING IT DOWN AND IMPROVING IT IS
10	GREATLY APPRECIATE HERE, AND WE'LL HAVE YOU ON THE AGENDA ITEM
11	YOU CAN GUARANTEE IT FOR MARCH. SO THANK YOU FOR THAT. OKAY,
12	MADAM CLERK WE'RE GOING TO CLOSE OUT AGENDA ITEM NUMBER I
13	GUESS THAT WAS 3B, AND WE'RE GOING TO MOVE ON TO AGENDA ITEM
14	NUMBER 3C, THIS IS OUR UPDATE ON OUR NEXT GENERATION CLIPPER
15	COMMUNICATIONS. AND LYSA IS GOING TO LEAD THE DISCUSSION ON
16	THIS YOU HAVE BEEN UP HERE ON THIS TOPIC SEVERAL TIMES I DON'T
17	KNOW IF IT'S THREE CONSECUTIVE MONTHS IN A ROW OR NOT. THERE
18	WERE A COUPLE OF COMMENTS HERE, I KNOW KIRSCHBAUM BROUGHT UP
19	ONE ON THE COMMUNICATION EFFORT ON THIS THING AND ROLLING THAT
20	OUT. WE'RE LOOKING FORWARD TO THIS. THANK YOU FOR BEING HERE.
21	LYSA HALE: THANK YOU. LYSA HALE CLIPPER START IN YOUR LAST
22	MEETING WE REQUESTED MORE INFORMATION ABOUT THE COMMUNICATIONS
23	FOR ROLL OUT OF THE NEXT GENERATION SYSTEM AND I'M HERE TO
24	GIVE AN OVERVIEW TODAY STARTING WITH THE MESSAGING AROUND THE

PHASES THAT WE'RE PLANNING TO DEPLOY. NEXT SLIDE. FIRST ABOUT



- 1 A MONTH PRE-LAUNCH WILL BE A MESSAGE THAT NEW CLIPPER IS
- 2 COMING FEATURING A LOT OF NEW BENEFITS SUCH AS CONTACTLESS
- 3 PAYMENT VALUE BEING IMMEDIATELY AVAILABLE MUCH MORE WE'LL GET
- 4 THE MESSAGE OUT USING A PRESS RELEASE AND SOCIAL MEDIA WORKING
- 5 WITH THE TRANSIT OPERATORS. NEXT SLIDE. THEN AT THE START OF
- 6 TRANSITION, WE WILL HAVE OUR SOFT LAUNCH. WE WILL BE FOCUSED
- 7 ON BENEFITS THAT EVERYONE CAN ENJOY, IN PARTICULAR, THAT
- 8 EVERYONE CAN PAY FOR TRANSIT WITH THE CONTACTLESS BANK CARD
- 9 EITHER PLASTIC OR IN A DIGITAL WALLET. WE WILL ISSUE ANOTHER
- 10 PRESS RELEASE AND POST ON SOCIAL MEDIA AGAIN WORKING WITH
- 11 TRANSIT OPERATORS AND WE'LL HAVE OUTREACH TEAMS IN THE FIELD
- 12 TO HELP PEOPLE TAP AND EXPLAIN HOW THEY CAN UPGRADE THEIR OWN
- 13 CARD, BASICALLY HOW TO INITIATE FLIPPING YOUR CARD ON YOUR
- 14 OWN. NEXT SLIDE. FINALLY, WHEN EVERYONE HAS BEEN TRANSITIONED
- 15 TO THE NEW SYSTEM, WE WILL HAVE OUR HARD LAUNCH, EMPHASIZING
- 16 NOT ONLY CONTACTLESS BANK CARDS, BUT ALSO VALUE BEING
- 17 AVAILABLE IMMEDIATELY, FREE AND DISCOUNTED TRANSFERS, MANAGING
- 18 OTHERS CARDS. NEXT SLIDE. IMPROVED CUSTOMER SERVICE, AND A
- 19 PROMOTIONS PORTAL FOR AGENCIES TO ADMINISTER THEIR OWN
- 20 PROMOTIONS, AMONG MANY OTHER FEATURES. IN ADDITION TO A PRESS
- 21 RELEASE AND SOCIAL MEDIA, WE'LL BEGIN OUR ADVERTISING CAMPAIGN
- 22 AND CONTINUE THE OUTREACH THAT WE'RE DOING. NEXT SLIDE. I
- 23 WANTED TO FLAG SOME THINGS THAT MIGHT COME UP, AND MESSAGING
- 24 WE'LL USE TO EDUCATE PEOPLE, BUT I'M NOT GOING TO GO THROUGH
- 25 ALL OF THEM TODAY. THE INFORMATION, FROM THE SLIDES, IS IN



- 1 YOUR PACKET FOR YOUR EDIFICATION. SO, CAN YOU SKIP TO SLIDE
- 2 15? RIGHT THERE. SO, I WANTED TO HIGHLIGHT FOR YOU MORE ABOUT
- 3 OUR MARKETING TACTICS. WE WILL BE USING TRANSIT ADVERTISING
- 4 BOTH DONATED AND PAID SUCH AS CAR CARDS, EXTERIOR ADVERTISING
- 5 AND STATION ADS SUPPLEMENT THIS WITH ADDITIONAL OUT OF HOME
- 6 ADVERTISING SUCH AS BILLBOARDS RADIO AND DIRECT MAIL WE'LL
- 7 PLACE DIGITAL ADS INCLUDING STREAMING TV VIDEO AND POSSIBLY
- 8 TV. NEWSPAPERS ARE A GREAT WAY TO REACH IN-LANGUAGE AUDIENCES
- 9 SO WE'LL BE ADVERTISING IN SEVERAL OF THESE AROUND THE REGION.
- 10 NEXT SLIDE. SORRY. I STARTED TALKING BEFORE THIS. [LAUGHTER]
- 11 NO. GO AHEAD TWO SLIDES. SORRY. WE WILL USE SOCIAL MEDIA
- 12 POSTS, OUTREACH AMBASSADORS AND PUBLIC RELATIONS AS MENTIONED
- 13 AND WE'LL PRODUCE MARKETING COLLATERALS SUCH AS BROCHURES AND
- 14 PALM CARDS. I CAN'T EMPHASIZE ENOUGH THE IMPORTANCE OF OUR
- 15 PARTNERSHIP WITH THE COMMUNICATION OF STAFF AND TRANSIT
- 16 OPERATORS. WE ARE KEEPING IN THE LOOP THE PLANNED BAY AREA
- 17 TASK FORCE COMMUNICATIONS GROUP, THE CLIPPER CUSTOMER
- 18 EDUCATION SERVICE AND DISTRIBUTION MEETINGS, ONE-ON-ONE
- 19 MEETINGS, AND WE'LL HAVE A SPECIAL SESSION WITH THEM IN COMING
- 20 WEEKS. THEY CAN PLAY A CRUCIAL ROLE IN GETTING THE WORD OUT.
- 21 WE WILL PROVIDE EVERYTHING THEY NEED, SOCIAL MEDIA CONTENT,
- 22 GRAPHICS, ARTICLES, AND MORE IN A TOOLKIT THAT WILL GO OUT
- 23 WITH PRE-LAUNCH. NEXT SLIDE. BUT THEY'RE NOT THE ONLY PARTNERS
- 24 WHO CAN HELP GET THE WORD OUT. WE WANT TO WORK WITH OTHER
- 25 PARTNERS SUCH AS SEAMLESS BAY AREA AND THE BAY AREA COUNCIL,



- 1 WHOM WE MET WITH JUST LAST WEEK. AND WE WANT TO INCLUDE OTHER
- 2 EMPLOYER GROUPS AND TRAVEL AND HOSPITALITY ORGANIZATIONS. NEXT
- 3 SLIDE. FINALLY, I WANT TO REITERATE OUR SCHEDULE AND GO INTO A
- 4 TINY BIT MORE DETAIL. SO, NEXT SLIDE. SO, ONE MONTH PRIOR, WE
- 5 WILL ISSUE THE PRECISE RELEASE AND POST ON SOCIAL MEDIA,
- 6 DISTRIBUTE THE TOOLKIT TO TRANSIT OPERATORS AND SEND AN E-MAIL
- 7 TO OUR OPT IN LIST, THOSE PEOPLE WHO HAVE CHOSE TONE RECEIVE
- 8 INFORMATION FROM US. NEXT SLIDE. FOR SOFT RAUNCH, OUR WEB SITE
- 9 UPDATES WHICH INCLUDE INFORMATION ABOUT ALL THE BENEFITS WILL
- 10 GO LIVE AND WE'LL BE POSTING INFORMATION TO YOU TOO. WE WILL
- 11 ISSUE ANOTHER PRESS RELEASE AND BEGIN OUR OUTREACH. NEXT
- 12 SLIDE. AT HARD LAUNCH APPROXIMATELY 2 TO 3 MONTHS AFTER SOFT
- 13 LAUNCH WE'LL BEGIN ADVERTISING AND WILL BEGIN BY PROMOTING
- 14 THROUGH LIVE DEMOS AND PUSH OUT A SERIES OF EDUCATIONAL
- 15 VIDEOS. NEXT SLIDE. THANK YOU. AND I'M HAPPY TO ANSWER YOUR
- 16 QUESTIONS.

17

- 18 CHAIR, ROBERT POWERS: THANK YOU FOR THAT, LYSA. MADAM CLERK,
- 19 PUBLIC COMMENT ON OUR COMMUNICATION OUTREACH PLAN FOR START OF
- 20 TRANSITION?

- 22 CLERK, BRITTNY SUTHERLAND: WE HAVE RECEIVED NOTHING IN WRITING
- 23 FOR THIS ITEM AND THERE IS NO ONE IN THE BOARDROOM WISHING TO
- 24 PROVIDE PUBLIC COMMENT BUT WE DO HAVE TWO PEOPLE IN THE ZOOM
- 25 SPACE WISHING TO PROVIDE PUBLIC COMMENT.



1 CHAIR, ROBERT POWERS: OKAY LET'S PROCEED THERE TWO MINUTES PER 2 3 SPEAKER. 4 5 CLERK, BRITTNY SUTHERLAND: THANK YOU. WE'LL BEGIN ANTHONY, TRANSBAY COALITION. YOU HAVE TWO MINUTES. FOLLOWED BY ADINA 6 7 LEVIN. 8 SPEAKER: THANK YOU FOR LISTENING. I AM A FREQUENT RIDER OF 9 TRANSIT AND I HAVE BEEN HAPPY WITH BART'S COMMUNICATIONS, SO 10 FAR, ABOUT THE CLIPPER TRANSITION AND I'M LOOKING FORWARD TO 11 SEEING THE ROLL OUT OF THIS CAMPAIGN. I HOPE THIS CAMPAIGN IS 12 GOING TO LEAD WITH THE AGENCY SPECIFIC BENEFITS OF THE CLIPPER 13 TRANSITION. THE BENEFIT, TO ME AS A RIDER, IS NOT THAT THERE 14 15 IS A NEW CLIPPER, OR CLIPPER2.0 AND IT'S NOT HELPFUL FOR ME 16 WHETHER I RIDE OR NOT TO SEE THAT ON A BIG SIGN ON A BUS OR TV BUT THE BENEFIT FOR ME IS FREE TRANSFERS NO MORE EXCURSION 17 FARE OR THERE'S FARE CAPPING, OR YADA, YADA. THESE SPECIFICS; 18 RIGHT, I UNDERSTAND YOU DON'T WANT PEOPLE TO EXPECT THAT AND 19 THEN GO AND TRY TO USE IT, AND MAYBE NOT -- YET, AND THEY MISS 20 21 OUT. I THINK IT WOULD BE A SHAME TO WAIT THREE MONTHS INTO THE CUSTOMER TRANSITION PROCESS. I'M HEARING FROM THE PREVIOUS 22 PRESENTATION THAT THE MAJORITY OF CLIPPER CARDS WILL BE 23 FLIPPED WITHIN THE FIRST MONTH. I DON'T KNOW ABOUT YOU, BUT I 24 HAVE ABOUT TEN OF THESE SITTING AT HOME BECAUSE SOMETIMES MINE 25



- 1 DOESN'T WORK OR A FRIEND GIVES ME ONE. I THINK MOST CUSTOMERS
- 2 ARE GOING TO HAVE THE FLIPPED CARD AND YOU SHOULD BEGIN
- 3 ADVERTISING BENEFITS CONCURRENT WITH THIS CAMPAIGN. SO, I HOPE
- 4 THAT IS THE APPROACH TAKEN, RATHER THAN SOME CLIPPER2.0
- 5 BRANDING WHICH LOOKS TECHNICAL AND DIFFICULT, AND PEOPLE WILL
- 6 TUNE OUT IF THEY'RE NOT RIDERS. I HAVE GOT TO PICK ON A COUPLE
- 7 OF THESE SLIDES. FIRST, THE MAXIMUM FARE SLIDE THAT TALKS
- 8 ABOUT, HEY, YOU KNOW, YOU'RE AGENCY, MAYBE OR MAY NOT -- FOR
- 9 THIS; CHECK WITH YOUR AGENCY. IF WE'RE A FARE CARD FOR THE BAY
- 10 AREA, WE NEED TO BE ABLE TO AGGREGATE INFORMATION FOR PEOPLE
- 11 AND PUT IT ON OUR WEB SITE. IT'S EASIER FOR A FEW STAFF TO DO
- 12 THAT. EVEN THOUGH THERE ARE 27 AGENCIES AND IT'S COMPLICATED
- 13 THAN IT IS FOR A MILLION TRANSIT RIDERS TO DO THAT. AND
- 14 SECONDLY, THIS IDEA THAT IT'S LONGER THAN A NORMAL TAP TO
- 15 SWITCH THE CARD. I DON'T KNOW HOW TO PREPARE FOR THAT AS A
- 16 RIDER. THAT NEEDS TO BE AUTOMATIC. IT NEEDS TO POP-UP ON THE
- 17 READER THAT I NEED TO HOLD MY CARD. SO, THAT NEED TO BE
- 18 SEAMLESS. THANK YOU FOR YOUR TIME.
- 20 CLERK, BRITTNY SUTHERLAND: THANK YOU, ANTHONY. OUR NEXT CALLER
- 21 IN THE ZOOM SPACE WILL BE ADINA LEVIN. YOU HAVE TWO MINUTES.
- 23 ADINA LEVIN: YES, SO GLAD TO SEE THE THOUGHTFULNESS GOING INTO
- 24 THE CUSTOMER TRANSITION AND MARKETING LAUNCH. AND WHAT I
- 25 WANTED TO CALL OUT IS THAT THERE ARE TWO VERY DIFFERENT

19



- 1 BUCKETS THAT THIS COMMUNICATION FALLS INTO. THE FIRST IS
- 2 EXISTING TRANSIT CUSTOMERS AND IT'S IMPORTANT TO BE VERY
- 3 METHODICAL ABOUT COMMUNICATING TO THE REGULAR CUSTOMERS ABOUT
- 4 HOW THE SYSTEM WILL WORK AND HOW IT WILL BE DIFFERENT. THE
- 5 SECOND, AND THEN THIS IS EXTREMELY DIFFERENT, ARE PEOPLE THAT
- 6 ARE BRAND-NEW INFREQUENT USERS OR OUT-OF-TOWNERS WHO HAVE THE
- 7 MOST TO BENEFIT FROM THE OPEN PAYMENT FEATURE THAT, YOU KNOW,
- 8 MIGHT NOT HAVE A CLIPPER CARD AT ALL, OR MIGHT NOT REMEMBER
- 9 THAT THEY HAVE IT. AND THAT IS THE LARGEST POTENTIAL INCREASE
- 10 IN TRANSIT RIDERSHIP. AND WITH THAT, I THINK -- I SEE THE
- 11 THINKING BEHIND WAITING SEVERAL MONTHS BEFORE REALLY PROMOTING
- 12 THIS. BUT I DON'T -- LIKE, I THINK BEING EARLY IS BETTER. AND
- 13 ALSO, THE MAIN PARTNER FOR THE MARKETING TO EXISTING CUSTOMERS
- 14 IS THE TRANSIT AGENCIES. THE MAIN PARTNER FOR COMMUNICATING TO
- 15 THE NEW AND INFREQUENT CUSTOMERS IS THE DESTINATION, IT'S THE
- 16 AIRPORT, IT'S THE MUSEUM, IT'S THE MUSIC VENUE, IT'S THE
- 17 RESTAURANT, IT'S THE SPORTING EVENT. AND FOR THEM TRANSIT IS
- 18 NOT THEIR TOP PRIORITY. SO REACHING OUT TO THAT VAST
- 19 DISTRIBUTION CHANNEL EARLY WILL HELP TO GET THE WORD IF
- 20 SOMEONE IS SAYING HOW DO I GET TO A SPORTING EVENT. OH, I
- 21 DON'T NEED ANY STRANGE THING, I CAN JUST MORE CONVENIENTLY USE
- 22 TRANSIT. HAPPY TO WORK WITH STAFF OFFLINE ABOUT GETTING THAT
- 23 DONE. THANK YOU.



CLERK, BRITTNY SUTHERLAND: THANK YOU, ADINA. THAT CONCLUDES 1 2 PUBLIC COMMENT FOR THIS ITEM. 3 CHAIR, ROBERT POWERS: THANK YOU MADAM CLERK. COMMENTS FROM THE 4 5 COMMISSIONERS ON THE COMMUNICATION OUTREACH. LET ME GO LEFT TO RIGHT THIS TIME. MISS WEGENER. 6 7 8 CHRISTY WEGENER: THANK YOU CHAIR POWERS. THANK YOU VERY MUCH FOR THE INFORMATION THIS IS EXCITING. I HAVE A COMMENT AND A 9 10 OUESTION, OR MAYBE A SUGGESTION AND A OUESTION. YOU MAY WANT TO CONSIDER DEVELOPING AN FAQ SPECIFIC TOWARDS FRONTLINE 11 STAFF, BUS OPERATORS AND CUSTOMER SERVICE REPRESENTATIVES THAT 12 REALLY HIGHLIGHTS THE THINGS THAT THEY MAY ENCOUNTER WHEN ROLL 13 OUT BEGINS, LIKE, OH WHERE IS MY BALANCE, I MIGHT HAVE TO HOLD 14 15 THE CARD A LITTLE LONGER IN THE CARD CLASH, AND THEN MY 16 OUESTION RELATED TO OUTREACH, WHICH I THINK IS VERY IMPORTANT FOR THIS TO BE SUCCESSFUL, WILL YOU BE AT LOCATIONS THAT TOUCH 17 ALL OF THE 27 OPERATORS, IE, DUBLIN, PLEASANTON, BART? 18 19 LYSA HALE: YES, WE WANT GOOD REACH AS TO YOUR FIRST COMMENT 20 21 WE'RE DOING THAT ABOUT CUSTOMER COMMUNICATION I DIDN'T GO INTO THAT BUT WE'RE WORKING ON THOSE MATERIALS. 22 23 CHAIR, ROBERT POWERS: EXCELLENT. THANK YOU, JULIE. KATHLEEN, 24

AC TRANSIT? KATHLEEN KELLY: THANK YOU. I WANT TO MAKE SURE



1

FEBRUARY 24, 2025

THAT YOU'RE WORKING WITH AC TRANSIT FOLKS AND IF THERE IS

2 ANYTHING NOT WORKING PLEASE LET ME KNOW. 3 LYSA HALE: ABSOLUTELY. 4 5 V. CHAIR, APRIL CHAN: IT WOULD BE GOOD TO MAKE SURE WE HAVE A 6 LIST OF THOSE STAFF FROM EACH OF THE TRANSIT PROPERTIES SO WE 7 8 KNOW THAT OUR STAFF IS ACTUALLY ON THE LIST I KNOW IN TERMS OF SOFT LAUNCH, AND TERMS I UNDERSTAND WE'RE TALKING ABOUT APRIL 9 10 TIME FRAME, AND JUST HAVING MORE DETAILS I THINK WE WANT TO MAKE SURE THAT REALLY GETS THE WORD OUT AND THAT THIS IS BEING 11 DONE BY MTC BEING THE LEAD I THINK EACH OF THE OPERATORS 12 REALLY NEED TO SUPPORT AND MAKING SURE THAT WE'RE REACHING OUT 13 TO OUR CUSTOMER BASE SO JUST WANT TO EMPHASIZE THAT. THANK 14 15 YOU. 16 CHAIR, ROBERT POWERS: THANK YOU FOR THOSE COMMENTS. DENIS. 17 18

19 **DENIS MULLIGAN:** THANK YOU, CHAIR POWERS. THANKS, LYSA, FOR ALL

- 20 THE GREAT WORK. I'M EXCITED ABOUT THIS. A COUPLE OF THINGS
- 21 FIRST. I'LL BUILD UPON ADINA'S POINT. SOME OF MY SERVICE
- 22 CARRIERS A LOT OF TOURISTS, THEY'RE VISITING FROM OUT OF TOWN,
- 23 ALL WE REALLY DO IS SELL SOMETHING, SO WE'RE NOT UNIQUE FROM A
- 24 COFFEE SHOP OR ANYPLACE ELSE. ARE WE GOING TO HAVE LITTLE
- 25 STICKERS THAT HAVE THE MASTERCARD VISA THAT SAY ARE ACCEPTED



- 1 HERE, AND ARE SOMEWHERE NEAR OUR FEEDERS? OR DOES MY BUS
 2 OPERATOR HAVE TO STOP AT THE STOP OR MY FERRY OPERATORS, CABLE
- 3 CAR OPERATORS -- [INDISCERNIBLE] ARE WE GOING TO HAVE STICKERS
- 4 THAT COMMUNICATES THAT AT THE SPOT WE PAY OR AT EVERY VENDOR?

5

- 6 LYSA HALE: THEY'RE ACTUALLY NOT GOING TO BE STICKERS THEY'RE
- 7 GOING TO BE ON THE CARD READER SCREEN.

8

9 DENIS MULLIGAN: OH. EVEN BETTER.

10

- 11 LYSA HALE: YOU WILL BE ABLE TO SEE RIGHT AWAY, AS WELL AS
- 12 APPLE PAY AND GOOGLE PAY.

- 14 **DENIS MULLIGAN: PERFECT. THANK YOU. MY NEXT QUESTION CARD**
- 15 CLASH, SLIDE NINE. THANK YOU FOR HAVING THAT SLIDE IN THERE. A
- 16 SIGNIFICANT NUMBER OF PEOPLE IN THE REGION HAVE CLIPPER
- 17 DISCOUNTS, THEY'RE SENIOR, LOW-INCOME. SO, CARD CLASH IS
- 18 IMPORTANT FOR THEM BECAUSE WE HAVE TRAINED PEOPLE TO TAP YOUR
- 19 WALLET OR PURSE ON THE READER. A LOT OF CUSTOMERS DO THAT; A
- 20 LOT OF BOB'S DO. SO, IF SOMEONE HAS THAT HABIT, HAS BEEN DOING
- 21 IT FOR A FEW YEARS, OR MAYBE -- JUST A FEW YEARS. ARE WE GOING
- 22 TO HAVE SPECIALIZED OUTREACH TO THEM? OR IS THE CALL CENTER
- 23 GOING TO BE STAFFED FOR THE VOLUME OF CALLS YOU'RE GOING TO
- 24 GET FROM PEOPLE SAYING I WAS OVERCHARGED. I HAVE A SENIOR
- 25 DISCOUNT. THE USUAL CALL, I HAVE A SENIOR DISCOUNT OR DISABLED



- 1 DISCOUNT. SO, CARD CLASH WILL CREATE A LOT OF CARD VOLUME IF
- 2 IT'S NOT COMMUNICATED WELL. I WONDER ABOUT TWO THINGS, ONE IS
- 3 FOCUSED OUTREACH TO THOSE AUDIENCES, AND SECOND, STAFFING TO
- 4 THE CALL CENTER OR ALTERNATE SITE WHERE THEY OFFLOAD CALLS. SO
- 5 YOU CAN MANAGE VOLUME YOU'RE LIKELY TO GET THE FIRST FEW
- 6 MONTHS WHEN PEOPLE ARE OVERCHARGED DUE TO CARD CLASH.

7

- 8 LYSA HALE: SO, FIRST PART OF YOUR QUESTION IS YES. WE CAN DO
- 9 TARGETED OUTREACH TO THOSE GROUPS. WE CAN SEGREGATE THEM BY
- 10 CATEGORY. SO, SENIORS WOULD GET ONE E-MAIL, YOUTH WOULD GET
- 11 ANOTHER, CLIPPER START CUSTOMERS WILL GET AN E-MAIL AND WE CAN
- 12 TARGET MESSAGING IN THAT WAY. IN TERMS OF OUR STAFFING, OUR
- 13 CUSTOMER SERVICE CENTER IS GOING TO BE STAFFED TO ANSWER ALL
- 14 QUESTIONS. WE'RE ANTICIPATING WE'RE GOING TO GET A LOT OF
- 15 CALLS BECAUSE WE'RE DOING BIG CHANGES. SO, WE ARE SETTING IT
- 16 UP SO THERE IS HIGH COVERAGE AT THE VERY BEGINNING AND THEN IT
- 17 WILL SLOWLY TAIL OFF AS CALLS START TAILING OFF. SO THAT'S
- 18 DEFINITELY PART OF OUR PLAN.

19

20 **DENIS MULLIGAN:** THANK YOU.

21

22 CHAIR, ROBERT POWERS: ANY COMMENTS, MARIN TRANSIT?

- 24 EDDY CUMINS: THANK YOU. APPRECIATE THE PRESENTATION. HOW WILL
- 25 PEOPLE KNOW WHEN THEIR CARD HAS BEEN FLIPPED TO C TWO?



1 2 LYSA HALE: DO YOU WANT TO ANSWER THAT? 3 EDDY CUMINS: LET ME PROVIDE CONTEXT, THE REASON I'M ASKING IS 4 5 I THINK ONCE WE START COMMUNICATING AND MARKETING THIS EVERYBODY IS GOING TO ASSUME THEY HAVE THOSE BENEFITS ON DAY 6 7 ONE. 8 JASON WEINSTEIN: THEY WILL -- THERE IS A COUPLE OF WAYS THAT 9 10 THEY WILL KNOW. WITH THE EXCEPTION OF BART GATES ACTUALLY, BUT ON -- [LAUGHTER] BUT ON ALL THESE OTHER READERS [LAUGHTER] 11 12 CHAIR, ROBERT POWERS: TAKING US DOWN A DIFFERENT PATH HERE. 13 14 JASON WEINSTEIN: NO, NO [LAUGHTER] ALL THESE OTHER READERS 15 16 TODAY YOU SEE YOUR BALANCE. NEW CARDS YOU WON'T SEE YOUR BALANCE IT'S ONE OF THE THINGS WE HAVE TALKED ABOUT, IT WILL 17 SAY TRAVEL OKAY, OR NOT OKAY, WHATEVER IS THE CASE AND YOU 18 WILL KNOW, CAN'T SEE MY BALANCE ANYMORE THAT IS PROBABLY I'M 19 IN THE ACCOUNT BASED MODE ALREADY. SO, WE'LL BE ABLE TO HANDLE 20 21 FOLKS REGARDLESS OF WHETHER THEY'RE C1 OR C2, IF THEY'RE, YOU KNOW, CURIOUS AS TO WHY THEY MAY OR MAY NOT HAVE GOTTEN A 22 DISCOUNT, AND THEY CALL CUSTOMER SERVICE, WE CERTAINLY WILL BE 23 PREPARED TO GO OVER IT WITH THEM AND EXPLAIN. IF THEY, FOR 24 WHATEVER REASON, WEREN'T FLIPPED BECAUSE THEY DIDN'T HOLD THE 25



- 1 CARD THERE LONG ENOUGH, TO HAVE THAT CONVERSATION. SO, YOU
- 2 KNOW, WE'LL BE EDUCATING THROUGH A LOT OF DIFFERENT
- 3 MECHANISMS, AND, YOU KNOW, IT'S -- IT'S -- THIS IS GOING TO BE
- 4 -- THE WHOLE POINT HERE WAS SO THAT WE WEREN'T DOING IT AT
- 5 USER'S EXPENSE. RIGHT? WE DIDN'T WANT TO MAKE IT SUPER
- 6 COMPLICATED, RIGHT? THAT WAS THE WHOLE GENESIS OF WHERE WE ARE
- 7 TODAY. NOW, THAT DOESN'T COME WITHOUT SOME CHALLENGES AND WE
- 8 HAVE TO EDUCATE FOLKS ABOUT IT. SO IT WILL BE AN ONGOING
- 9 EFFORT.

10

- 11 CHAIR, ROBERT POWERS: CAN I JUST JUMP IN FOR A SECOND? TO
- 12 EDDY'S QUESTION, CAN I ASK YOU, JASON, DIRECTOR WEINSTEIN, TO
- 13 BRING THE ANSWER TO THAT SPECIFIC -- I DIDN'T GET A WARM
- 14 FUZZY, YOU KNOW, FROM YOU OR LYSA, ON THAT ONE. AND IT IS A --
- 15 YOU KNOW, IT'S A VERY BASIC QUESTION. AND NOT BASIC MEANING,
- 16 BUT IT'S VERY NUANCED, AND IT'S INTERESTING IN THAT WE'RE NOT
- 17 BOOM, BOOM, ON IT. COULD WE BRING THAT CONCEPT BACK AT THE
- 18 MARCH MEETING AT SOME POINT AND JUST RESPOND AND SAY, HERE IS
- 19 HOW A CUSTOMER WILL KNOW WHETHER SHE OR HE, THEIR CARD IS
- 20 FLIPPED? CAN WE HAVE THAT DISCUSSION?

21

22 JASON WEINSTEIN: YES. ABSOLUTELY.



CHAIR, ROBERT POWERS: EDDY, I WANTED TO THANK YOU FOR THAT. I 1 2 DIDN'T TRACK ON THAT, HOW DO I KNOW IF MY CARD HAS BEEN 3 FLIPPED OR NOT. 4 5 EDDY CUMINS: I WAS ASKING BECAUSE ON OUR WEB SITE AND MATERIALS WE HAVE FOR OUR TRANSITION PLAN SO THAT PEOPLE HAVE 6 AN EXPECTATION WHEN THEIR CARD IS GOING TO FLIP. 7 8 LYSA HALE: RIGHT THAT'S PART OF OUR WEB SITE UPDATES. 9 10 CHAIR, ROBERT POWERS: GOOD. THANK YOU. ANDY? OKAY, ANYBODY 11 ELSE HERE? LYSA, I WOULD -- THE ONLY COMMENT I HAD, WHEN I WAS 12 LISTENING TO THE -- I HAVE HEARD IT BEFORE AND I AM PRETTY 13 PLUGGED IN WITH YOU AND ALICIA AND OTHERS, IF YOU AND ALICIA 14 15 FROM BART, AS YOU ARE NAVIGATING THIS AND PHONE NUMBER TUNING 16 IT AND ALL OF THAT, IF THERE IS ANYTHING, IF THERE'S A BIG BANG, LIKE BOOM, YOU KNOW, SOME BIG, THAT WE CAN PIVOT OFF, OF 17 WHETHER IT IS YOU KNOW WHAT THAT IS OR WHEN THAT IS, WOULD BE 18 THE TIME FOR YOU AND APRIL, WHAT APRIL WAS -- THE OTHER 19 TRANSIT AGENCIES COMMUNICATION PEOPLE TO RAISE YOUR HAND AND 20 21 SAY YOU KNOW IF WE HAVE OPPORTUNITY IF WE DID THIS YOU KNOW TO BRING THAT UP TO THE COMMISSION HERE SO THAT WE DON'T LOSE 22 THAT OPPORTUNITY FOR YOU KNOW ONE OF THE PUBLIC CALLERS YOU 23

KNOW IT'S AN OPPORTUNITY TO PIVOT HERE INTO THE REGIONAL



MEASURE DISCUSSION SO IT WOULD BE NICE TO GET A LITTLE BIT OF 1 2 A POSITIVE SLOPE, IF YOU WOULD. 3 SPEAKER: DO YOU MIND IF I COMMENT HERE? 4 5 LYSA HALE: I HAVE BEEN TALKING ABOUT THE TRANSITION FROM C1 TO 6 C2, AND HOW WE'RE GOING TO MOVE PEOPLE GOING TO EDUCATE 7 8 CUSTOMERS HOW WE'RE GOING TO GET PEOPLE EXCITED ABOUT THE NEW FEATURES OF THE SYSTEM I WANT TO ADDRESS ADINA'S COMMENT THAT 9 WE ARE GOING TO BE REACHING OUT TO HOSPITALITY RELATED VEN USE 10 AT SOFT LAUNCH BECAUSE PEOPLE WILL BE ABLE TO START USING 11 CONTACTLESS BANK CARDS AT R AT THAT TIME BUT WE PLAN ON 12 FOLLOWING UP WITH ALL COMMUNICATION WITH A DIRECTED, LARGELY 13 AT CURRENT CUSTOMERS TO DO A BROADER CAMPAIGN THAT PIVOTS 14 USING C2 AS A WAY TO BRING PEOPLE TO TRANSIT DOING SOME KIND 15 16 OF MARKETING TO PEOPLE WHO ARE NOT CURRENTLY RIDING TRANSIT WHO ARE OCCASIONAL RIDERS. 17 18 CHAIR, ROBERT POWERS: GOOD. THANK YOU. MADAM CLERK WE'RE GOING 19 TO CLOSE THIS ITEM OUT, 3C. THAT'S GOING TO CLOSE ITEM THREE 20 21 OUT COMPLETELY AND WE'RE GOING TO GO ON TO ITEM NUMBER FOUR. THIS IS AN ACTION ITEM IN FRONT OF THE CLIPPER EXECUTIVE BOARD 22 HERE. AND THIS IS TO ASK FOR OUR AUTHORITY FOR THE PRODUCTION 23 OF SOME CLIPPER CARDS THAT CAN BE USED FOR C1 OR C2, IN AN 24

AMOUNT NOT TO EXCEED A MILLION DOLLARS? JASON AM I TURNING



1	THIS TO YOU? MISS HAMMONS. GOOD AFTERNOON TO YOU DIANE. I'LL
2	TURN THIS OVER TO YOU.
3	
4	DIANA HAMMONS: THANK YOU CHAIR POWERS. THE ITEM BEFORE YOU IS
5	A JOINT REQUEST FROM BART AND SFMTA AS SPONSORS OF THE
6	UPCOMING CONFERENCE THAT WILL BE HELD IN SAN FRANCISCO FROM
7	JUNE 29TH TO JULY 2ND. SOME OF YOU MAY RECALL ABOUT TEN YEARS
8	WE CREATED THE EVENTS PASS ON CLIPPER WHICH AT THAT TIME ALSO
9	WAS TO SUPPORT AN APTA CONFERENCE HELD IN SAN FRANCISCO IT'S A
10	TRANSITION FOR SPONSORING AGENCIES OF THESE CONFERENCES THAT
11	FREE TRANSIT IS PROVIDED TO ALL OF THE ATTENDEES AGAIN WE'RE
12	REQUESTING APPROVAL OF THE CLIPPER BOARD TO APPROVAL THE USE
13	OF THESE PASSES FOR THE EVENT.
14	
15	CHAIR, ROBERT POWERS: OKAY. THANK YOU FOR THAT. COMMITTEE
16	MEMBERS THIS IS AN ACTION ITEM. I NEED A MOTION AND A SECOND.
17	WE'LL GET A MOTION AND A SECOND, THEN WE HAVE A LONG
18	DISCUSSION. KATHY? WE HAVE A MOTION.
19	
20	EDDY CUMINS: SECOND.
21	
22	CHAIR, ROBERT POWERS: SECOND FROM EDDY. KATHLEEN THE FLOOR IS
23	YOURS.



KATHLEEN KELLY: DO YOU KNOW DID WE TRACK HOW MUCH LAST TIME 1 2 HOW MANY PEOPLE TOOK TRIPS? 3 DIANE HAMMONS: WE HAVE THE DATA IN THE PACKET FOR 2015 I DON'T 4 5 KNOW THAT WE PROVIDE THE DATA FOR THE MOST RECENT ONE. 6 7 JASON WEINSTEIN: I THINK WE USED THE DATA FROM LAST TIME. 8 SPEAKER: THE MAJORITY OF TRIPS 3600, WE SEE THE MAJORITY OF 9 10 THEM TAKEN BETWEEN BART AND MUNI AMOUNT WAS ABOUT 13,500. 11 CHAIR, ROBERT POWERS: OUICK PAUSE MADAM CLERK WE HAVE A MOTION 12 AND SECOND. WE'LL COME BACK FOR BOARD COMMENTS LETS GO TO 13 14 PUBLIC COMMENT. 15 16 CLERK, BRITTNY SUTHERLAND: WE RECEIVED NOTHING IN WRITING NO ONE IN THE ROOM BUT WE HAVE ONE PUBLIC COMMENT IN THE ZOOM 17 SPACE. ADINA LEVIN. YOU HAVE TWO MINUTES. 18 19 ADINA LEVIN: YES. SO, THIS IS GREAT TO SEE THE SUCCESS OF THE 20 21 INITIAL APTA PASS A DECADE AGO NOW WAS A FORERUNNER OF THE 22 FARE COORDINATION AND INTEGRATION STUDY. IT WAS REALLY,

POSSIBLY, INSPIRING TO THE DIFFERENT TRANSIT AGENCIES SAYING

TOGETHER AND OFFERING A MULTI-AGENCY FARES THAT HELPS INCREASE

THAT HERE IS AN OPPORTUNITY TO BE SUCCESSFUL BY WORKING

This transcript was prepared from television closed captioning and is not certified for its form or content. Errors and omissions within this transcript have likely occurred. This document is provided as a convenience only and is not an official record of any action taken.

23

24



TRANSIT. AND USAGE, AND, YOU KNOW, HELPED TO LEAD DOWN TO THE

2	CURRENT PATH. AND NOW THAT THIS IS BEING PROPOSED TO BE ROLLED
3	OUT AGAIN AS A SPECIAL PRODUCT, I HOPE THAT THIS CAN ALSO BE
4	AN INSPIRATION FOR ONE OF THE NEXT STEPS IN ROLLING OUT THE
5	FARE POLICY VISION THAT WAS APPROVED IN, I THINK, 2021. AND
6	THAT INCLUDED A CONCEPT OF MULTI-AGENCY FARE CAPPING. MY
7	UNDERSTANDING IS THAT THIS IS SOMETHING THAT MIGHT BE IN THE
8	QUEUE TO START CONSIDERING AS A MORE GENERAL OFFERING, WITH
9	VARIOUS DIFFERENT OPTIONS THAT WOULD NEED TO BE THOUGHTFULLY
10	STUDIED. AND WOULD LIKE TO REALLY ENCOURAGE THIS BODY TO TAKE
11	INSPIRATION FROM THIS MULTI-AGENCY WEEK-LONG FARE PRODUCT FOR

- 12 APTA FOR THE TRANSIT COMMUNITY AND TO THINK ABOUT HOW THIS
- 13 KIND OF THING CAN BE BENEFICIAL TO THE BROADER TRANSIT USING
- 14 COMMUNITIES HAS EQUITY BENEFITS, RIDERSHIP INCREASED BENEFITS
- 15 CONVENIENCE BENEFITS THIS IS A GOOD DIRECTION TO BE HEADING
- 16 DOWN THIS YEAR. THANK YOU.

17

- 18 CLERK, BRITTNY SUTHERLAND: THANK YOU ADINA. THERE ARE NO MORE
- 19 HANDS RAISED IN THIS SPACE.

20

- 21 CHAIR, ROBERT POWERS: OKAY THANK YOU FOR THAT. WE HAVE A
- 22 MOTION AND SECOND. ADDITIONAL COMMENTS FROM COMMISSIONERS?
- 23 YES, VICE CHAIR CHAN?



V. CHAIR, APRIL CHAN: HI, DIANA. THANK YOU. MAYBE THIS IS A 1 QUESTION FOR JASON. PRESUMABLY, SINCE THE APTA CONFERENCE IS 2 3 GOING TO BE SOMETIME IN THE JUNE AND JULY TIME FRAME, PRESUMABLY THESE WILL BE ON CLIPPER2.0 CARDS? [LAUGHTER] 4 5 JASON WEINSTEIN: HOW ABOUT THIS, WE'LL BE ABLE TO HANDLE IT 6 7 REGARDLESS. 8 9 V. CHAIR, APRIL CHAN: OKAY. [LAUGHTER] GREAT. THANK YOU. 10 SPEAKER: I MENTIONED THAT TO CHAIR OF MTC TO MY RIGHT. WE'RE 11 GOING TO GET IT RIGHT. 12 13 CHAIR, ROBERT POWERS: ANY OTHER COMMENTS? CAROLYN, VTA. 14 15 16 CAROLYN M. GONOT: I JUST WANT TO CONFIRM, WHAT IT IS -- IS IT FREE TRANSIT THEN? THROUGH THOSE CARDS, RIGHT? IF THEY TAKE IT 17 18 19 DIANA HAMMONS: YES. SIMILAR TO -- AS WAS MENTION THE TO THE 20 21 BAY PASS, IT'S CREATED TO PROVIDE FOR UNLIMITED TRANSIT OR 22 TRANSPORTATION ON ALL PARTICIPATING AGENCIES. 23 CAROLYN M. GONOT: THEN DO WE REFUNDS THE TRANSIT AGENCIES OR 24

25

IS IT JUST --



1 DIANA HAMMONS: IT'S JUST THE TRADITION, I THINK 95% OF IT IS 2 3 BART AND MUNI AND SPONSORS WE HAVE AND THE REST OF IT IS A SMALL INCREMENT SO YES WOULD BE PART OF THIS APPROVAL FOR 4 5 GOING -- REVENUE --6 CAROLYN M. GONOT: OKAY WHAT DO YOU MEAN IT DOESN'T GET 7 8 REIMBURSED? 9 DIANA HAMMONS: [LAUGHTER] SORRY. THAT WAS A ROUNDABOUT WAY OF 10 SAYING NO IT'S NOT GOING TO BE REIMBURSED. 11 12 CAROLYN M. GONOT: [INDISCERNIBLE] 13 14 CHAIR, ROBERT POWERS: ARE YOU GOOD? WE HAVE A MOTION AND 15 SECOND. ALL IN FAVOR, SAY AYE. [AYES] ANY OPPOSITION? MADAM 16 CLERK FOR THE RECORD MOTION PASSES UNANIMOUSLY BY ALL MEMBERS 17 PRESENT. THANK YOU, MISS HAMMONS. ALL RIGHT THAT WILL CHOSE 18 OUT AGENDA ITEM FOUR. MADAM CLERK WE'LL GO TO AGENDA ITEM 19 NUMBER FIVE WHICH IS OUR EXECUTIVE DIRECTOR'S REPORT. JASON, 20 21 THE FLOOR IS ALL -- OR AM I GOING OUT OF ORDER HERE? 22 23 JASON WEINSTEIN: WE HAVE A 4B, CHAIR POWERS. 4B? HOLD ON A SECOND. DIDN'T I JUST GIVE YOU 4B? ALL RIGHT. WE HAVE CLIPPER 24 BOARD -- JASON AND JENNIFER. GOOD AFTERNOON JENNIFER. LOVELY 25



1	TO SEE YOU AGAIN. I APOLOGIZE. LET ME TURN THIS OVER TO YOU
2	AND FOR YOU TO WALK US THROUGH THE ITEM.
3	
4	JENNIFER LARGAESPADA: GOOD AFTERNOON, CHAIR POWERS. THIS IS AN
5	OLDIE BUT GOODY. THIS ITEM IS TO REQUEST APPROVAL FOR A SOLE
6	SOURCE PURCHASE ORDER WITH PARAGON ID HIGHPOINT U.S. FOR
7	PROCUREMENT OF CLIPPER CARDS IN A NOT TO EXCEED AMOUNT OF \$1
8	MILLION. AND PURCHASE ORDERS INTENDED TO MAKE FUNDS AVAILABLE
9	SHOULD AN ADDITIONAL ORDER OF C1 MEDIA NEED TO BE PLACED
10	BEFORE WE START USING C2 FARE MEDIA SO THE PURCHASE ORDER
11	WOULD BE PURCHASING DIRECTLY FROM PARAGON WHO IS CLIPPER CARD
12	VENDOR FOR BOTH C1 AND C2 FROM FUNDS THAT ARE ORIGINALLY
13	ALLOCATED IN 2024, 2025 BUDGET FOR NEXT GENERATION CLIPPER
14	FARE MEDIA. WE WOULD BE ORDERING DIRECTLY FROM PARAGON FOR
15	MORE TIMELY ORDERING AND DELIVERY IN CASE THAT WE WANT TO
16	ORDER ADDITIONAL CARDS. THEN THE THING TO NOTE HERE IS IF WE
17	WANT TO ORDER ADDITIONAL C1 FARE MEDIA, IT IS USABLE IN THE
18	FUTURE C2 SYSTEM SO CARDS DO NOT GO TO WASTE AFTER ORDERING
19	THEM.
20	
21	CHAIR, ROBERT POWERS: OKAY. ACTION ITEM. BEFORE I ASK FOR A
22	MOTION IN A SECOND LET ME GO PUBLIC COMMENT MADAM CLERK ON
23	TTEM NUMBER 4B. SORRY ABOUT THAT JENNIFER.



1	CLERK, BRITTNY SUTHERLAND: FOR 4B, WE RECEIVED NOTHING IN
2	WRITING AND THERE IS NO ONE IN THE BOARDROOM OR ZOOM SPACE
3	WITH THEIR HAND RAISED.
4	
5	CHAIR, ROBERT POWERS: THANK YOU FOR THAT. DO I HAVE A MOTION
6	AND SECOND? MOTION FROM MULLIGAN SECOND FROM VICE CHAIR CHAN -
7	- I'M SORRY KATHLEEN KELLY AC TRANSIT. OKAY. WE HAVE A
8	MOTION AND SECOND, MADAM CLERK. COMMISSIONERS, PUBLIC COMMENT?
9	ANY DISCUSSION ON THIS? NOT SEEING ANY. ALL THOSE IN FAVOR,
10	PLEASE SAY AYE. [AYES] ANY OPPOSITION? MADAM CLERK, IT PASSES
11	UNANIMOUS. THANK YOU FOR THAT. SORRY FOR THE CONFUSION,
12	JENNIFER. ALL RIGHT, NOW MADAM CLERK, WE WILL MIGRATE GREAT
13	OVER TO AGENDA ITEM NUMBER FIVE, WHICH IS OUR EXECUTIVE
14	DIRECTOR'S REPORT. JASON, THE FLOOR IS ALL YOURS.
15	
16	JASON WEINSTEIN: THANK YOU, CHAIR POWERS. I HAD ONE ITEM I
17	WANTED TO MENTION. TOMORROW I'LL BE SPEAKING IN SAN DIEGO AT
18	THE SECURED TECHNOLOGY ALLIANCES IDENTITY AND PAYMENT SUMMIT.
19	THE TOPIC IS CONTACTLESS OPEN PAYMENTS IN TRANSIT SO PRETTY
20	NEAR AND DEAR TO EVERYBODY'S HEART HERE. I'LL ACTUALLY BE ON A
21	PANEL WITH JIM, ALLISON, AND COUPLE OF OTHERS, EXCITED TO TALK
22	ABOUT WHAT WE'RE DOING HERE AND WHAT OTHERS ARE DOING. WITH
23	THAT, I'LL LEAVE IT THERE.



CHAIR, ROBERT POWERS: OKAY. WE'LL CLOSE THAT FOR A MOMENT. 1 2 MADAM CLERK, PUBLIC COMMENT ON THE EXECUTIVE DIRECTOR'S 3 REPORT? 4 5 CLERK, BRITTNY SUTHERLAND: FOR THE EXECUTIVE DIRECTOR'S REPORT, NO ONE IN THE BOARDROOM, NOTHING IN WRITING, BUT WE DO 6 HAVE ONE ZOOM ATTENDEE PUBLIC SPEAKER. ADINA LEVIN, YOU WILL 7 8 HAVE TWO MINUTES. 9 SPEAKER: YES, SO, ON THE SUBJECT OF THE CONTACTLESS OPEN 10 PAYMENTS, WAS REALLY GLAD TO HEAR IN A PREVIOUS MEETING THAT I 11 HEARD THE RECORDING OF AFTER IT HAPPENED, THAT STAFF IS NOW 12 TALKING ABOUT WORKING ON SOLUTIONS TO ALLOW PEOPLE TO GET 13 ACCESS TO THE DISCOUNTS TO WHICH THEY ARE ENTITLED WHEN THEY 14 15 ARE PAYING WITH A CREDIT OR DEBIT CARD. SO I'M GLAD TO HEAR 16 THAT AND WILL CHEERLEAD AND HOPE FOR SOLUTIONS BEING DEVELOPED IN THE FORESEEABLE FUTURE. THANK YOU. 17 18 CLERK, BRITTNY SUTHERLAND: THANK YOU ADINA. THAT CONCLUDES 19 20 PUBLIC COMMENT FOR THIS ITEM, CHAIR POWERS. 21 22 CHAIR, ROBERT POWERS: OKAY COMMISSIONERS, ANY COMMENTS? CONCERNS, EPIPHANIES ON THE DIRECTOR'S REPORT-OUT? NOT SEEING 23 ANY. LET'S CLOSE OUT AGENDA ITEM NUMBER FIVE. AGENDA ITEM 24

NUMBER SIX IS PUBLIC COMMENT ON ANY OTHER BUSINESS. SO, MADAM



CLERK, HAVE WE RECEIVED ANY OTHER PUBLIC COMMENT ASSOCIATED, 1 2 EITHER IN WRITING, IN-PERSON, OR ON ZOOM. 3 CLERK, BRITTNY SUTHERLAND: NOTHING IN WRITING, NOTHING ON 4 5 ZOOM. BUT WE HAVE ONE MEMBER OF THE PUBLIC IN THE BOARDROOM ALETA DUPREE, YOU HAVE TWO MINUTES. 6 7 8 SPEAKER: THANKS AGAIN CHAIR BOB POWERS AND MEMBERS. ALETA DUPREE FOR THE RECORD SHE AND HER WITH TEAM FOLDS. I LOVE A 9 10 GOOD MEETING. I SUPER COMMUTED HERE FROM LOS ANGELES, SAN JOSE AND RODE BART. YOU CAN NEVER HAVE ENOUGH OF BART. I SEE YOU 11 ALL SITTING HERE. AND WHAT I WOULD LIKE TO SEE MORE FROM YOU 12 IS TO REALLY DRIVE THE INNOVATION OF THE WORK WE DO HERE TO 13 YOUR SUPERIORS, YOUR BOARDS. BECAUSE I SOMETIMES SENSE A 14 DISCONNECT BETWEEN THE DAILY WORK THAT YOU DO AND OPERATING 15 16 THESE SYSTEMS. A CLEAR AND UNDERSTANDABLE DIRECTIVES TO OUR MANAGEMENT AND FRONTLINE EMPLOYEES, TO DELIVER SERVICE. HOW DO 17 WE PUSH THIS UPWARD? BECAUSE THERE ARE MANY THINGS ABOUT THIS 18 WORK THAT ARE OFTEN NOT UNDERSTOOD. BUT I THINK THEY ARE 19 EASILY UNDERSTOOD IF WE'RE WILLING TO WADE INTO THE WATER. I 20 21 HAVE BEEN AT THIS FOR A LANGUAGE TIME I WAS IN LA AND USE THEIR TAP CARD, WHICH IS MUCH LIKE THE CLIPPER CARD AND IT'S 22 ON MY PHONE. PUBLIC TRANSPORTATION IS EXTREMELY CHEAP IN LOS 23 ANGELES. SOMETIMES I DON'T THINK I SPEND A DOLLAR A DAY AT IT. 24

AND I'M SURE SOME OF IT COMES FROM GENERAL MANAGERS DRIVING



THIS UP TO THEIR BOARDS. SO, WE CAN ONLY RELATE THINGS AS WE 1 KNOW THEM AND SHARE OUR EXPERIENCES. BUT THE WORK THAT YOU'RE 2 3 DOING HERE IN RUNNING THESE SYSTEMS, WE WANT TO MAKE SURE THAT WE USE THAT TO INFLUENCE BOARD POLICY. THANK YOU. 4 5 CLERK, BRITTNY SUTHERLAND: THANK YOU, ALETA. THAT CONCLUDES 6 7 PUBLIC COMMENT FOR THIS ITEM. 8 9 CHAIR, ROBERT POWERS: OKAY. WE'LL CLOSE AGENDA ITEM NUMBER SIX. AND OUR FINAL AGENDA ITEM, COMMISSIONERS, IS ADJOURNMENT 10 AND THE NEXT MEETING. WE ARE SCHEDULED, LITERALLY, ONE MONTH 11 FROM TODAY. IT LOOKS LIKE, DIRECTOR WEINSTEIN, MONDAY MARCH 12 24th AND IT WILL BE AT THE MTC HEADQUARTERS ON BEALE STREET 13 THERE. SO, WITH THAT, THIS MEETING IS ADJOURNED. THANK YOU. 14

only and is not an official record of any action taken.

15

16

[ADJOURNED]





Broadcasting Government