

**METROPOLITAN
TRANSPORTATION
COMMISSION**
Meeting Transcript



AUGUST 28, 2023

1 **FARE INTEGRATION TASK FORCE**

2 **MONDAY, AUGUST 28TH, 12:30 PM**

3

4

5 **MICHAEL HURSH, CHAIR:** GOOD AFTERNOON. I WOULD LIKE TO CALL TO
6 ORDER THE MEETING OF THE FARE INTEGRATION TASK FORCE OF AUGUST
7 28TH. THE MEETING IS BEING WEBCAST ON THE MTC WEB SITE.

8 MEMBERS OF THE PUBLIC WISHING TO SPEAK SHOULD-USE THE RAISED
9 HAND FEATURE OR DIAL STAR NINE. TELECONFERENCE ATTENDEES WILL
10 BE CALLED UPON BY THE LAST FOUR DIGITS OF THEIR PHONE NUMBER.
11 CAN I ASK THE CLERK TO CONDUCT ROLL CALL AND CONFIRM QUORUM.

12

13 **CLERK, MARTHA SILVER:** HURSH.

14

15 **MICHAEL HURSH, CHAIR:** HERE.

16

17 **CLERK, MARTHA SILVER:** VICE CHAIR?

18

19 **SPEAKER:** HERE.

20

21 **CLERK, MARTHA SILVER:** BOUCHARD?

22

23 **MICHELLE BOUCHARD:** HERE.

24

25 **CLERK, MARTHA SILVER:** CHURCHILL?



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1

2 **BILL CHURCHILL:** HERE.

3

4 **CLERK, MARTHA SILVER:** CUMINS?

5

6 **EDDY CUMINS:** HERE.

7

8 **CLERK, MARTHA SILVER:** FREMIER?

9

10 **ANDREW FREMIER:** HERE.

11

12 **CLERK, MARTHA SILVER:** GONOT?

13

14 **CAROLYN GONOT:** HERE.

15

16 **CLERK, MARTHA SILVER:** MEMBER HALLS?

17

18 **SPEAKER:** RON GRASSI HERE FOR HALLS.

19

20 **CLERK, MARTHA SILVER:** THANK YOU. MILLER? IS ABSENT. POWERS?

21

22 **ROBERT POWERS:** HERE.

23

24 **CLERK, MARTHA SILVER:** WE HAVE A QUORUM.

25



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1 **MICHAEL HURSH, CHAIR:** THANK YOU. ITEM TWO INTRODUCTION CHAIR'S
2 COMMENTS. WANT TO THANK EVERYBODY FOR BEING HERE IN-PERSON
3 GREAT TO SEE EVERYBODY AND THE BART FOR HOSTING US IN SUCH A
4 BEAUTIFUL FACILITY. ITEM THREE CONSENT CALENDAR CONSISTS OF
5 AGENDA ITEM 2A FROM THE CONSENT CALENDAR. DO I HAVE A MOTION
6 AND SECOND TO APPROVE THE CONSENT CALENDAR? I'LL TAKE A
7 MOTION?

8

9 **ROBERT POWERS:** MOTION BY POWERS.

10

11 **MICHAEL HURSH, CHAIR:** DO I HAVE A SECOND?

12

13 **DENIS MULLIGAN, V. CHAIR:** SECOND.

14

15 **MICHAEL HURSH, CHAIR:** WE DON'T HAVE ANYONE REMOTE. WE CAN DO
16 AN ALL IN FAVOR.

17

18 **SPEAKER:** AYE.

19

20 **MICHAEL HURSH, CHAIR:** OPPOSES? OOPS. I DON'T KNOW HOW DO THIS
21 IN PERSON. WRITTEN COMMENT FIRST?

22

23 **CLERK, MARTHA SILVER:** THERE ARE NO MEMBERS OF THE PUBLIC WITH
24 THEIR HAND RAISED, AND THERE WAS NO PUBLIC COMMENT SUBMITTED
25 ON THIS ITEM.



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1

2 **MICHAEL HURSH, CHAIR:** THANK YOU FOR KEEPING ME STRAIGHT. NOW
3 CAN I HAVE A MOTION BY POWERS. WHO WAS THE SECOND?

4

5 **DENIS MULLIGAN, V. CHAIR:** MULLIGAN.

6

7 **MICHAEL HURSH, CHAIR:** AGAIN NOBODY TELECONFERENCING. CAN WE
8 HAVE A VOICE VOTE ALL IN FAVOR?

9

10 **SPEAKER:** AYE.

11

12 **MICHAEL HURSH, CHAIR:** OPPOSED PASSES UNANIMOUSLY BY ALL
13 MEMBERS PRESENT. BRINGS US TO THE KEYNOTE OF THE AGENDA
14 CLIPPER START EXTENDED PILOT REGIONAL FUND REIMBURSEMENT. AND
15 I BELIEVE IT SAYS MELANIE C AND BILL BACON. BUT I BELIEVE WE
16 HAVE BILL BACON. THANK YOU, SIR.

17

18 **WILLIAM BACON:** THANK YOU, CHAIR HURSH. GOOD AFTERNOON TASK
19 FORCE MEMBERS. BILL BACON WITH MTC STAFF ITEM 4A ON YOUR
20 AGENDA IS AN INFORMATIONAL UPDATE TO THE TASK FORCE ON
21 PROPOSED REVISED APPROACH TO THE REGIONAL REIMBURSEMENT
22 COMPONENT OF THE EXTENDED CLIPPER START MEANS BASED DISCOUNT
23 PILOT PROGRAM. THE INITIAL LAUNCH IN THE MIDST OF EARLY MONTHS
24 OF THE PANDEMIC IN 2020 WAS EXTENDED TO 2025 THIS SUMMER.
25 EXTENDED IN PART TO ALLOW FOR ADDITIONAL WORK TO BE DONE TO



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1 INCREASE PARTICIPATION BY ELIGIBLE POPULATIONS IN THE BAY
2 AREA. STAFF WILL KEEP THE TASK FORCE INFORMED ABOUT EFFORTS
3 AND RESULTS TO GROW CLIPPER START ENROLLMENT BUT THIS ITEM
4 TODAY IS SOLELY FOCUSED ON THE REGIONAL REIMBURSEMENT TO
5 TRANSIT OPERATORS FOR PARTICIPATING IN CLIPPER START. WHEN THE
6 CLIPPER START PROGRAM WAS INITIALLY LAUNCHED ON FOUR TRANSIT
7 OPERATORS IN 2020 AND SEQUENTIAL EXPANDED TO MORE OPERATORS
8 LATER IN THE YEAR, TRANSIT OPERATORS WERE OFFERED EITHER A 50%
9 DISCOUNT OR A 20% DISCOUNT TO CUSTOMERS. MTC, IN RETURN,
10 REIMBURSED OPERATORS FOR UP TO 20 PERCENT OF THE FOREGONE
11 REVENUE WITH EITHER STATE TRANSIT ASSISTANCE OR LOW CARBON
12 TRANSIT OPERATORS PROGRAMS OR TOP FUNDS. REIMBURSEMENTS HAVE
13 BEEN MADE ON A QUARTERLY BASIS TO OPERATORS AND REQUIRE A
14 SIGNIFICANT AMOUNT OF ADMINISTRATIVE WORK BY BOTH OPERATOR AND
15 MTC STAFF. SINCE THE START OF THE PILOT UNDER THE EXISTING
16 REIMBURSEMENT TERMS MTC HAS ONLY HAD TO REIMBURSE
17 APPROXIMATELY \$700,000 TO TRANSIT OPERATORS. OVER THE COURSE
18 OF THE SPRING OF THIS YEAR OPERATORS AND MTC STAFF DISCUSSED
19 POSSIBLE EXTENSION OF THE CLIPPER START PILOT FOR ANOTHER TWO
20 YEARS WE WANTED TO TRY TO USE THIS AS AN OPPORTUNITY TO MAKE
21 THE PROGRAM WORK BETTER FOR THE PUBLIC AS WELL AS MAKE IT LESS
22 ADMINISTRATIVELY BURDENSOME FOR STAFF AGENCY STAFF REVISED
23 REIMBURSEMENT APPROACH MTC IS PROPOSING INCREASE THE AMOUNT
24 ELIGIBLE FOR REIMBURSEMENT TO 50% OF FOREGONE FARE REVENUE.
25 REIMBURSEMENT WE'RE EXCITED TO SHARE STARTING IN JANUARY OF



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1 2024 ALL TRANSIT OPERATORS CLIPPER WILL BE PARTICIPATING AND
2 OFFERING A 50% DISCOUNT THIS APPROACH WILL SIGNIFICANTLY EASE
3 MARKETING PUBLIC INFORMATION CAMPAIGNS SUPPORTING CLIPPER
4 START AND CONTRIBUTE TO INCREASED PROGRAM ENROLLMENT. THE TWO
5 YEAR PILOT WILL ALLOW OPERATORS AND MTC MORE TIME TO DISCUSS A
6 LONG-TERM FUNDING APPROACH FOR CLIPPER START FOR ANY POSSIBLE
7 PERMANENT MEANTIME BASED DISCOUNT PROGRAM. IN ORDER TO
8 STREAMLINE THE ADMINISTRATIVE APPROACH FOR THE TWO YEAR
9 EXTENDED PILOT MTC IS PROPOSING A ONE TIME PAYMENT TO EACH
10 TRANSIT OPERATOR AS AN UPFRONT ALLOCATION OF FUNDS TO COVER
11 THE 50% OF ANTICIPATED FOREGONE FARE REVENUE OVER THE TWO
12 YEARS UNTIL THE EXTENDED PILOT. ONE TIME PAYMENT MADE UP OF
13 COMPONENTS SHOWN ON THE SLIDE AND PROPOSED A TOTAL ACROSS ALL
14 OPERATORS OF APPROXIMATELY \$5.6 MILLION. OPERATORS AMOUNTS ARE
15 SHOWN ON THE NEXT SLIDE AND INCLUDED IN YOUR PACKET. FIRST IS
16 A COMPONENT BASED ON ANTICIPATED FOREGONE FARE REVENUE
17 ASSUMING CLIPPER START ENROLLMENT CONTINUES TO GROW MOVING
18 FORWARD IN A LINEAR FASHION BASED ON DATA FROM THE PROGRAM
19 INCEPTION ESTIMATE ALSO ASSUMES THE REGIONAL REIMBURSEMENT SET
20 AT 50% THAT ALL OPERATORS OFFER A 50% DISCOUNT. THE NEXT
21 COMPONENT IS THE EARLY ADOPTER CREDIT WHICH PROVIDES
22 RETROACTIVE PAYMENT TO THE SEVEN TRANSIT OPERATORS WHO HAVE
23 BEEN OFFERING 50% DISCOUNT TO CUSTOMERS SINCE START OF THE
24 PILOT PROGRAM IN 2020. BECAUSE MTC WAS ONLY REIMBURSING 20%
25 REVENUE WE WANTED TO MAKE SURE OPERATORS WERE MOVING TO 50%



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1 DISCOUNT. NEXT IS A BUFFER OF \$1 MILLION THAT'S DISTRIBUTED
2 PROPORTIONATELY TO OPERATORS BASED ON THEIR SHARE OF REVENUE
3 FROM THE ESTIMATED FOREGONE REVENUE FIRST COMPONENT THEN
4 FINALLY SMALLER OPERATORS PROPOSING MINIMUM AMOUNT FOR THE ONE
5 TIME PAYMENT OF \$15,000 AND THIS APPLIES TO THE 12 SMALLER
6 AGENCIES AT THE END SHOULD OF THE TWO YEAR PILOT THE AMOUNT OF
7 THE ONE TIME PAYMENT BE INSUFFICIENT TO COVER THE REGIONAL
8 REIMBURSEMENT SHARE MTC COMMISSION MAY CONSIDER MAKING
9 SUPPLEMENTAL ALLOCATION WITH OPERATORS WHERE CLIPPER START
10 USAGE EXCEEDED THE AMOUNT OF THE ONE TIME PAYMENT AND FINALLY
11 MTC'S PROGRAMMING AND ALLOCATIONS IS EXPECTED TO CONSIDER THE
12 REVISED FRAMEWORK AT ITS SEPTEMBER 13TH MEETING. AND FINALLY
13 TO WRAP UP ON THE LAST SLIDE THE AMOUNT SHOWN DETAILED
14 PROPOSED AMOUNTS FOR THE ONE TIME PAYMENT BY OPERATOR A LITTLE
15 BIT SMALL ON THE SCREEN YOU CAN SEE THEY RANGE FROM A LITTLE
16 OVER \$2 MILLION DOWN TO \$15,000 MINIMUM THRESHOLD TALLING
17 ABOUT \$5.6 MILLION. I WANT TO THANK THE TRANSIT OPERATOR STAFF
18 AS WELL AS STAFF FROM THE CLIPPER TEAM AND MTC FUNDING POLICY
19 PROGRAM STAFF WHO HAVE WORKED TO DEVELOP THE PROPOSAL. HAPPY
20 TO ANSWER ANY QUESTIONS

21

22 **MICHAEL HURSH, CHAIR:** [INDISCERNIBLE].

23



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1 **SPEAKER:** A QUICK QUESTION. THANK YOU VERY MUCH FOR THE
2 PRESENTATION. DID YOU SAY ALL THE OPERATORS WILL BE MOVING TO
3 50%? THAT'S WONDERFUL. THANK YOU.

4

5 **MICHAEL HURSH, CHAIR:** I DON'T SEE ANY OTHER HANDS RAISED. GO
6 AHEAD APRIL.

7

8 **V. CHAIR, APRIL CHAN:** THANK YOU, BILL FOR THE QUESTION.
9 EXTENDED FOR TWO YEARS DOES IT LOOK LIKE THERE WILL BE A
10 SUFFICIENT REVENUE TO REIMBURSE NOW THAT EVERYONE IS MOVING UP
11 TO 50%?

12

13 **WILLIAM BACON:** MORE THAN CONFIDENT WE HAVE SUFFICIENT REVENUES
14 THAT A PART OF WHY WE WANTED TO DO THE ONE TIME APPROACH TO
15 PUT THE MONEY INTO THE HANDS OF OPERATORS FOR TWO YEARS AND
16 THEN RIDERSHIP EXCEEDS OUR EXPECTATIONS WE'LL COME BACK AT THE
17 END.

18

19 **MICHAEL HURSH, CHAIR:** CAN'T STRESS ENOUGH I'M FULLY SUPPORTIVE
20 THANK YOU FOR THE HARD WORK STILL THINK THE LOW NUMBERS ARE IN
21 PART THAT WE'RE NOT MARKETING ENOUGH AND I WOULD ENCOURAGE ALL
22 OPERATORS TO USE YOUR CHANNELS AND ALSO COMMENTS BACK TO MTC
23 TO TRY TO DO EVERYTHING YOU CAN TO PUSH THIS. IT'S VERY
24 IMPORTANT TO BRING TO THE BAY AREA. MADAM CLERK IS THEREABOUT
25 PUBLIC COMMENT?



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1

2 **CLERK, MARTHA SILVER:** THERE IS NO WRITTEN CORRESPONDENCE
3 RECEIVED ON THIS ITEM. THERE ARE NO MEMBERS OF THE PUBLIC IN
4 THE BOARDROOM WISHING TO SPEAK AND NO MEMBERS IN ZOOM WITH
5 THEIR HAND RAISED.

6

7 **MICHAEL HURSH, CHAIR:** OKAY. THIS IS AN INFORMATIONAL ITEM. NO
8 VOTE REQUIRED. I BELIEVE THAT BRINGS US TO AGENDA ITEM 6A, THE
9 CLIPPER BAYPASS PILOT PHASE TWO, NEXT STEPS. THIS GOES FOR
10 ANYBODY IN THE AUDIENCE THAT CAN'T SEE THE BROADCAST, WE HAVE
11 RYAN REEVES, TERENCE LEE, AND BILL BACON TO PRESENT ON THIS
12 ITEM.

13

14 **RYAN REEVES:** THANK YOU. IF YOU COULD BRING UP THE SLIDES?
15 THANKS. GOOD AFTERNOON. I'M RYAN REEVES, AND I AM THE BAY PASS
16 PROJECT MANAGER HERE AT BART JOINED BY COLLEAGUES TERENCE LEE
17 AND BILL BACON FROM MTC. THE SLIDES? OH, THAT'S MY JOB. THANK
18 YOU. OKAY. SO, TODAY WE'LL BE PROVIDING AN UPDATE ON THE
19 CLIPPER BAY PASS PROGRAM. WE HAVE A BRIEF UPDATE ON PHASE ONE
20 PROGRESS AND DEEPER DISCUSSION OF PHASE TWO WITH A FOCUS ON
21 THE PARTICIPATION AGREEMENT.

22

23 **MICHAEL HURSH, CHAIR:** IF I COULD ASK TO YOU PAUSE. THOSE OF US
24 AT THE DIAS ARE NOT ABLE TO SEE THE SLIDES ON OUR MONITORS.



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1 THERE WE GO. WOW. THAT WAS QUICK. THANK YOU. GO AHEAD,
2 PROCEED.

3

4 **RYAN REEVES:** MTC AND BART STAFF HAVE DEVELOPED TOGETHER
5 CLIPPER BAY PASS WHICH IS OUR REGION'S FIRST UNLIMITED TRANSIT
6 PILOT FOR RIDES IN ALL BUS, RAIL, FERRY IN THE NINE COUNTY BAY
7 AREA THE PROGRAM EMERGED FROM THE RECOMMENDATION OF THE FARE
8 INTEGRATION TASK FORCE AND THE ADOPTION OF THE FARE VISION
9 FARE POLICY VISION STATEMENT IN 2021. THE BAY PASS HAS TWO
10 PHASES. PHASE ONE WAS LAUNCHED IN FALL FOR STUDENTS IN
11 AFFORDABLE HOUSING RESIDENCE. PHASE TWO AIMED TO LAUNCH BY END
12 OF THIS YEAR WITH FOCUS ON EMPLOYERS BEYOND TRADITIONAL OFFICE
13 SETTINGS. GOALS ARE SIMILAR TO INCREASED RIDERSHIP IMPROVE
14 CUSTOMER EXPERIENCE AND EXPLORE MU FUNDING MODELS, WITH
15 DISTINCTION FOR PHASE TWO IS SELLING THIS PRODUCT TO EMPLOYERS
16 TO PURCHASE FOR THEIR EMPLOYEES AND REALLY OFFERS A REVENUE
17 STREAM INTO OUR TRANSIT SYSTEM. WE ARE INTO ONE YEAR OF PHASE
18 ONE INITIAL DATA ON BAY PASS IS OVERWHELMINGLY POSITIVE. MORE
19 THAN 2 MILLION TRIPS, PEOPLE ARE TAKING 35% MORE TRIPS WITH
20 BAY PASS THAN WITH SINGLE AGENCY INSTITUTIONAL PASSES. WE
21 CONTINUE TO HEAR POSITIVE SUPPORT AROUND THE EASE AND
22 SIMPLICITY THAT BAY PASS OFFERS RIDERS. WE'RE IN THE PROCESS
23 OF ANALYZING 15,000 SURVEYS WE HAVE RECEIVED TO DATE AND
24 LINKING THAT CLIPPER DATA AND WE'LL HAVE YEAR ONE ANALYSIS TO
25 SHARE IN FALL OF THIS YEAR. SO, BEFORE WE MOVE TO THE NEXT



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1 PHASE UPDATE WE WANTED TO SHOW A BRIEF VIDEO OF THE STUDENT
2 AND RESIDENT VOICES THAT WE RELEASED A FEW MONTHS AGO WHICH
3 COMMUNICATES VALUE AND IMPACT OF THE PILOT. IF WE COULD PULL
4 UP THE VIDEO? [VIDEO PLAYING] [MUSIC]

5

6 **SPEAKER:** THESE ARE SOME OF THE 30,000 PLUS BAY AREA SENIORS
7 AND RANDOMLY SELECTED STUDENTS IN THE CLIPPER BAYPASS PILOT
8 PROGRAM. A TEMPLATE FOR GETTING ON TRANSIT FROM ONE PLACE IN
9 THE BAY AREA AND TRAVELING SEAMLESSLY ANYWHERE IN THE NINE BAY
10 AREA COUNTIES FOR THE PURPOSE OF THIS PILOT THE RIDERS DON'T
11 PAY MULTIPLE FARES NO MATTER HOW MANY TRANSIT AGENCIES THEY
12 USE IN A DAY IT COULD BECOME THE MODEL FOR THE BAY AREA'S
13 TRANSIT FUTURE.

14

15 **SPEAKER:** IN THE BAY AREA THERE IS 27 DIFFERENT TRANSIT
16 AGENCIES A TRIP IN THE BAY AREA FOR A TRANSIT RIDER MIGHT
17 TOUCH 2, 3, 4 TRANSIT OPERATORS. AND, SO, THE OPERATORS HAVE
18 COME TOGETHER, MORE THAN 20 OF US, WITH MTC AND EMBARKING ON A
19 BAY PASS PROGRAM, WHICH IS A PASS THAT WOULD ALLOW RIDERS TO
20 SEAMLESSLY RIDE THE SYSTEMS. THIS BAY PASS IS GOING TO
21 SIMPLIFY A PUBLIC TRANSIT IN THE BAY AREA.

22

23 **SPEAKER:** THE TWO YEAR PILOT PARTNERS INCLUDE SANTA ROSA JUNIOR
24 COLLEGE, UC BERKELEY, SAN FRANCISCO STATE AND SAN JOSE STATE.
25 CLIPPER BAY PASS VOLUNTEERS WHILE IN THE PILOT TRAVEL AT NO-



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1 COST. 70 OUT OF 100 SENIORS IN THIS HOUSING DEVELOPMENT IN
2 COLMA ARE USING THE PILOT AND SENIORS AT THIS LOW-INCOME
3 RESIDENTS AT 12 OTHER MED PEN LOCATIONS IN ALAMEDA AND SAN
4 MATEO COUNTY, THELMA USES CLIPPER BAY PASS TO GET EVERYWHERE

5

6 **SPEAKER:** WOW. NICE.

7

8 **SPEAKER:** SOME OF OUR SENIORS DON'T DRIVE. I SEE THIS AS GOOD
9 OPPORTUNITY FOR THEM. BECAUSE THEY HAVE UNLIMITED RIDES.

10

11 **SPEAKER:** THE CLIPPER BAYPASS PILOT PROGRAM IS ESSENTIAL FOR
12 OUR STUDENTS AS WE THINK ABOUT THE FUTURE OF OUR UNIVERSITY.
13 IN ORDER FOR OUR STUDENTS TO BE ABLE TO NAVIGATE WHOO IS A
14 CLOSED COMMUTE OR ACROSS THE ENTIRE BAY AREA THEY NEED ACCESS
15 TO VIABLE AND EFFICIENT TRANSPORTATION.

16

17 **SPEAKER:** I LIVE IN FREMONT AND I GO TO SCHOOL IN SAN JOSE. I
18 HAVE BEEN COMMUTING FIVE DAYS A WEEK FOR TWO YEARS NOW AND I
19 COME IN ON THE WEEKENDS SOMETIME. SOMETIMES I WORK SOMETIMES I
20 WANT TO BE WITH MY FRIENDS AND THE BAY PASS HELPS ME NOT WORRY
21 ABOUT THE COST AND WHERE I'M GOING. ALWAYS IF I WANT TO GO
22 SOMEWHERE, I CAN GO. BEFORE THE BAY PASS, I WANTED TO GET A
23 CAR SO BAD. RIGHT? BECAUSE I JUST HATED COMMUTING. BUT NOW
24 THAT I HAVE THE BAY PASS I DON'T NEED TO THINK ABOUT THAT



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1 BECAUSE THIS IS THE CHEAPER OPTION. I DON'T MIND THE COMMUTE
2 ANYMORE. IT IS SEAMLESS FOR ME.

3

4 **SPEAKER:** THE UTILIZATION IS PRETTY HIGH FROM NUMBERS RECEIVED
5 SINCE THE PROGRAM LAUNCH WE HAVE HAD 150,000 TRIPS ON THE
6 AGENCIES THAT SERVICE THE BAY PASS.

7

8 **SPEAKER:** THE BAY AREA HAS MORE TRANSIT AGENCIES THAN PEOPLE
9 SOMETIMES. I WAS REALLY HAPPY. I'M COMING FROM FREMONT SINCE I
10 MOVED BACK HOME IT'S BEEN A REAL CONVENIENCE FOR ME, I GET TO
11 EXPLORE MORE.

12

13 **SPEAKER:** ABOUT A THIRD OF OUR STUDENTS WERE SELECTED FOR THE
14 BAY PASS WE HAVE 25,000 STUDENTS. ABOUT A THIRD HAVE THE BAY
15 PASS IN THEIR POCKET.

16

17 **SPEAKER:** THOSE WHO HAVE RECEIVED THE BAY PASS AS PARTED OF
18 THIS PILOT ACKNOWLEDGE THAT IT WAS A GAME CHANGE. THE KIDS
19 HAVE BEEN RANGING FROM MAY I HAVE ONE, TO THIS IS THE BEST
20 THING IN THE WORLD, TO, WELL, I GUESS I CAN NOW GO TO WORK.

21

22 **SPEAKER:** RECEIVED AN E-MAIL SAYING YOU GOT THE BAY PASS THEN
23 YOUR CLIPPER CARD CAN NOW GO ANYWHERE. I THOUGHT THAT WAS SO
24 FORTUNATE AS A LOCAL I REALLY APPRECIATE THAT.

25



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1 **SPEAKER:** RECENTLY I WENT ON A TRIP WITH FRIENDS DOWN TO THE
2 SOUTH BAY AND I TOOK BART ON THE WAY THERE THEN TOOK THE
3 DUMBARTON EXPRESS. IT WAS AMAZING THAT I HAD THE EXPANSE TO
4 USE THE CLIPPER BAY PASS.

5

6 **SPEAKER:** AT SANTA ROSA JUNIOR COLLEGE MORE THAN 42,000
7 STUDENTS HAVE LINED UP TO GET THE CLIPPER BAY PASS, LINING UP
8 TO GET THE CLIPPER BAY PASS FOR EDUCATION AND FUN.

9

10 **SPEAKER:** WE'RE GETTING READY TO USE OUR CLIPPER CARDS TO GET
11 TO THE GIANTS GAME.

12

13 **SPEAKER:** I CAN GO ALL THE WAY TO GILROY TO SEE FRIENDS THERE.
14 IT'S BEEN HUGE.

15

16 **SPEAKER:** I USE IT ALL THE TIME. YEA. YEAH. I USE IT EVERY
17 WEEK. IT'S GREAT BECAUSE I CAN GET TO AND FROM WORK AND TO
18 SCHOOL.

19

20 **SPEAKER:** IT'S OPENED UP WHERE I GO TO MORE SMART TRAIN DOWN TO
21 THE FERRY INTO THE CITY HAS BEEN REALLY NICE. I NEVER USED
22 BART BEFORE BUT NOW AM USING IT ALL THE TIME.

23



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1 **SPEAKER:** MORE THAN 2 MILLION TRIPS HAVE BEEN TAKEN WITH THE
2 BAY AREA'S REGIONAL TRANSIT PASS THE NEXT PILOT TO BAY AREA
3 EMPLOYERS AND EMPLOYEES CLIPPER BAY PASS IS REVOLUTIONARY.

4

5 **SPEAKER:** WHEN FIRST READ ABOUT IT, I WAS LIKE, WOW, SOMEBODY
6 HAS FINALLY TALKED LOUD ENOUGH, THAT SOMEBODY HEARD THEM, AND
7 WE'RE GETTING SOMETHING THAT'S GOING TO BE USEFUL FOR PEOPLE.
8 [MUSIC] (END OF VIDEO).

9

10 **RYAN REEVES:** OKAY. SO WITH THE FIRST PHASE SUCCESSFULLY
11 UNDERWAY FOR UNIVERSITY STUDENTS AND AFFORDABLE HOUSING
12 RESIDENTS WE'RE EXCITED TO EXPAND THE PILOT TO NEW TYPES OF
13 EMPLOYER WHO IS WILL BE ABLE TO PURCHASE THE PASS. SIMILAR TO
14 PHASE ONE LOOKING AT MEASURING HOW THIS TYPE OF PASS WOULD
15 IMPACT BEHAVIOR AND TRAVEL RIDERSHIP UNDERSTANDING SERVING
16 TRANSIT DEPENDENT WORKERS BEYOND TRADITIONAL OFFICE SETTINGS
17 WE HAVE INTEREST FROM EMPLOYERS TO PARTICIPATE IN THE NEXT
18 PHASE R LAUNCH AND HINGING ON ADVANCING THE PARTICIPATION
19 AGREEMENT FOR ALL TRANSIT OPERATORS. I'LL TURN IT OVER TO BILL
20 BACON TO SHARE HIGHLIGHTS OF THE PARTICIPATION AGREEMENT AND
21 NEXT STEPS TO LAUNCH.

22

23 **WILLIAM BACON:** THANK YOU, RYAN. GOOD AFTERNOON. BILL BACON.
24 PROJECT TEAM MTC STAFF. AS RYAN MENTIONED, THIS ITEM INCLUDES
25 POSSIBLE ENDORSEMENT OF KEY TERMS AND PRINCIPLES FOR



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1 PARTICIPATION IN THE AGREEMENT TO GOVERN THE CLIPPER PAY PASS
2 PILOT PROGRAM WHICH WOULD ALLOW SECOND PHASE OF THE PROGRAM TO
3 LAUNCH BEFORE THE END OF 2023. ON BEHALF OF THE PROJECT TEAM,
4 I WANT TO ACKNOWLEDGE THE OPERATOR STAFF, GENERAL MANAGERS AND
5 MTC STAFF LEADERSHIP THAT HAVE GONE IN OVER THE LAST FEW
6 MONTHS TO HELP DEVELOP THE FRAMEWORK PARTICIPATION AGREEMENT
7 THAT YOU WILL SEE TODAY. THE PARTICIPATION AGREEMENT IS
8 INTENDED TO CODIFYING TERMS OF THE BAYPASS PILOT PROGRAM
9 INTENDED TO BE SIGNED BY ALL TRANSIT OPERATORS THAT ACCEPT
10 CLIPPER AS WELL AS MTC. PARTICIPATION AGREEMENT WILL OUTLINE
11 MANY OF THE IMPORTANT DETAILS OF THE CLIPPER BAYPASS PILOT AS
12 THE PILOT PREPARES TO LAUNCH SECOND PHASE BY SELLING THE BAY
13 PASS PRODUCT TO UP TO TEN EMPLOYERS FOR INSTITUTIONS WITH A
14 TOTAL OF 20,000 INDIVIDUAL PARTICIPANTS ACROSS THOSE
15 INSTITUTIONS. THE SECOND PHASE IS INTENDED TO LAST FOR TWO
16 YEARS WITH EACH CUSTOMER OFFERED TWO ONE-YEAR CONTRACTS. THE
17 AGREEMENT IS INTENDED TO GUIDE PRINCIPLES OF THE PROGRAM, THE
18 ROLES AND RESPONSIBILITIES OF TRANSIT OPERATORS AND MTC. AND
19 HOW REVENUES FROM SALES OF CLIPPER BAY PASS WILL BE
20 APPORTIONED. HOW BAY PASS WILL OPERATE IN COORDINATION. I'LL
21 PROVIDE OVERVIEW OF DETAILS THAT ARE INCLUDED IN ATTACHMENT A
22 TO THE AGENDA ITEM WHICH CONTAINS KEY TERMS AND PRINCIPLES FOR
23 A BAY PASS PARTICIPATION AGREEMENT. AS I MENTIONED, THE
24 AGREEMENT IS PROPOSED TO INCLUDE DETAILS ON ROLES AND
25 RESPONSIBILITIES FOR OPERATORS, MTC, AND THE PROJECT TEAM MADE



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1 UP OF BART AND MTC STAFF. I WANT TO EMPHASIZE ROLES AND
2 STRUCTURES NEEDED TO SUPPORT THEM ARE INTENDED FOR THE BAYPASS
3 PILOT AND SHOULD WHICH ARE LONGER TERM PROGRAM BE ESTABLISHED
4 BY OPERATORS BEYOND THE PILOT, A SEPARATE DISCUSSION WOULD
5 TAKE PLACE TO DEFINE ROLES OF THAT PROGRAM. ONE OF THE KEY
6 AREAS OF THE PARTICIPATION AGREEMENT IS PROPOSED TO SPEAK TO
7 IS HOW THE SALES OF CLIPPER BAY PASS TO EMPLOYERS AND
8 INSTITUTIONS IN PHASE TWO WILL INTERACT WITH EXISTING
9 INSTITUTIONAL PASS PROGRAMS, SUCH AS CALTRAIN'S GO PASS, VTA
10 SMART PASS AND AC TRANSIT'S EASY PASS. DURING THE PHASE TWO
11 PILOT, INTERESTED CUSTOMERS IS A CUSTOMER OF ONE OR MORE OF
12 THESE EXISTING INSTITUTIONAL PROGRAMS THE CLIPPER BAY PASS
13 WILL BE SOLD AS UPGRADE ON TOP OF THE EXISTING OPERATOR'S
14 INSTITUTIONAL PASS PRODUCT. IN ADDITION CLIPPER BAY PASS WILL
15 NOT BE SOLD TO ANY CUSTOMER REGARDLESS WHETHER THEY ARE AN
16 EXISTING INSTITUTIONAL CUSTOMER OR NOT AT A PRICE THAT
17 UNDERCUTS THE COST OF THE PREEXISTING PRODUCT OF AN OPERATOR
18 THAT SERVES THE INTERESTED EMPLOYER'S LOCATION, WHICH WOULD
19 DEFINE AS BEING WITHIN THREE MILES OF THAT EMPLOYER'S
20 LOCATION. FINALLY IN SAN MATEO COUNTY AND SANTA CLARA COUNTY
21 OF PHASE TWO PILOT CLIPPER BAY PASS WILL ONLY BE SOLD TO
22 EXISTING CALTRAIN GO PASS CUSTOMERS WITHIN THREE MILES OF
23 CALTRAIN CORRIDOR AND VTA SMART PASS CUSTOMERS BEYOND THE
24 THREE MILES. WE CANNOT GUARANTEE ANY EXISTING CUSTOMERS OF
25 CALTRAIN'S GO PASS OR VTA SMART PASS WILL DECIDE TO PURCHASE



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1 UPGRADES TO CLIPPER BAY PASS, THE PROJECT TEAM WILL PRIORITIZE
2 RECRUITMENT TO ENSURE THAT THE PHASE TWO PILOT HAS
3 REPRESENTATION FROM THE PENINSULA AND SOUTH BAY. THE
4 OVERARCHING FINANCIAL ASSUMPTION FOR PHASE TWO OF THE CLIPPER
5 BAY PASS PROGRAM IS THE PROGRAM WILL PRICED TO EMPLOYERS AT A
6 LEVEL THAT IS REVENUE NEUTRAL OR POSITIVE. WITH REVENUE SALE
7 OF BAY PASS USED TO REIMBURSE TRANSIT OPERATORS FOR COST OF
8 TRIPS TAKEN USING THE DAY PASS AT A RATE EQUAL TO THE CLIPPER
9 ADULT FARE. SHOULD THESE REVENUES FOR THE FIRST YEAR OF THE
10 TWO YEAR OF THE PILOT NOT BE REVENUE NEUTRAL OR POSITIVE THEN
11 THE REIMBURSEMENTS TO OPERATORS WOULD TAP INTO A PROPOSED
12 BACKSTOP OF UP TO \$5 MILLION THAT'S BEEN IDENTIFIED AND SET
13 ASIDE BY MTC TO SUPPORT THE PILOT. AGAIN, OUR GOAL IS NOT TO
14 USE ANY PUBLIC FUNDS TO SUPPORT PHASE TWO REIMBURSEMENTS TO
15 OPERATORS. BUT THIS BACKSTOP IS IMPORTANT AS THE PILOT TEST
16 MARKET THE INTEREST IN DAY PASS. I WANT TO EMPHASIZE, AGAIN,
17 ANY SITUATION WHERE THE PRICE CHARGED TO AN EMPLOYER IS NOT
18 SUFFICIENT TO BE REVENUE NEUTRAL OR POSITIVE IN THE FIRST YEAR
19 CAN BE ADDRESSED IN A POSSIBLE SECOND YEAR CONTRACT WITH THE
20 EMPLOYER. BY THAT TIME THE PROJECT TEAM AND THIS TASK FORCE
21 WILL HAVE DETAILED INFORMATION ABOUT HOW THE EMPLOYERS HAVE
22 UTILIZED BAY PASS IN THE REAL-WORLD. WE KNOW THAT THE
23 PERFORMANCE AND EVALUATION OF THE CLIPPER BAYPASS PILOTS ARE
24 OF GREAT INTEREST TO THE TASK FORCE AND PROJECT TEAM WORK
25 CLOSELY BY TRACKING KEY INDICATORS LIKE RIDERSHIP, ATTITUDES



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1 AND PERCEPTIONS ABOUT BAY PASS FROM EMPLOYERS AND USERS
2 THROUGH SURVEYS HOW THE PILOT IS SUPPORTING TRANSPORTATION
3 NEEDS OF LOW-INCOME RESIDENTS AND USERS WHO RELY ON PUBLIC
4 TRANSIT AND HOW MANY VEHICLE MILES TRAVELED HAVE CHANGED. AS A
5 RESULT THE DAY PASS AND CORRESPONDING IMPACTS ON GREENHOUSE
6 GAS EMISSIONS REDUCTIONS AND TEAM REPORT REGULARLY TO THE TASK
7 FORCE ON UPDATES ABOUT THE PHASE TWO PILOT AS WELL AS WORKING
8 WITH STAFF THROUGH OUR FARE PROGRAM STAFF WORKING GROUP. THE
9 KEY QUESTIONS THAT THE PROJECT TEAM HAS FOR THE TASK FORCE
10 TODAY IS DO THE KEY PARTICIPATION AGREEMENT TERMS THAT ARE
11 ADDRESSED IN THE ATTACHMENT ADDRESS REMAINING OPERATOR
12 CONCERNS AND IF NOT IS THERE ANY ADDITIONAL INFORMATION THAT'S
13 NEEDED TO ALLOW THE PROGRAM TO MOVE FORWARD AND IF THE TASK
14 FORCE IS READY TO CONSIDER WE WOULD ASK THE TASK FORCE
15 CONSIDER ENDORSEMENT FOR THE KEY TERMS AND PRINCIPLES FOR THE
16 BAY PASS AND PARTICIPATION AGREEMENT AND DIRECT STAFF TO
17 FINALIZE THE LANGUAGE FOR THE PARTICIPATION AGREEMENT. FINALLY
18 BEFORE A WRAP UP I WANT NOTE A COUPLE OF KEY DETAILS SHOULD
19 THE TASK FORCE ENDORSE TERMS AND PRINCIPLES FOR THE CLIPPER
20 BAY PASS PARTICIPATION AGREEMENT TODAY STAFF WILL MOVE TO
21 FINALIZE THE LANGUAGE FOR THE AGREEMENT ITSELF AND SUBMIT
22 PARTICIPATION AGREEMENT FOR THE SIGNATURE BY EACH AGENCY
23 IDEALLY BY END OF OCTOBER EACH AGENCY MAY DECIDE ON ITS OWN IF
24 IT NEEDS GOVERNING BOARD APPROVAL WHILE OTHERS ARE COMFORTABLE
25 HAVING THEIR GENERAL MANAGER SIGN THE AGREEMENT THIS TIME WILL



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1 ALLOW THE CLIPPER TIMELINE BAY PASS TEAM TO STAND UP PHASE TWO
2 AND LAUNCH IT BEFORE END OF 2023 WHICH IS A DATE THAT SEVERAL
3 PROSPECTIVE CUSTOMERS HAVE INDICATED IS CRITICAL TO THEM.
4 LASTLY THANK YOU FOR YOUR TIME THIS CONCLUDES OUR
5 PRESENTATION, AND ON BEHALF OF RYAN AND MYSELF, WE WANT TO
6 ACKNOWLEDGE THE BROADER CLIPPER BAY PASS TEAM MIKE EISEMAN,
7 WHO COULDN'T BE WITH US TODAY, TERENCE LEE, JAMIE MAHADI,
8 SARAH DOJET, KENJI, AND LISA RAFFETTO WHO HAVE ALL BEEN
9 WORKING VERY HARD ON THIS AGREEMENT. RYAN AND I HAPPY TO
10 ANSWER ANY QUESTIONS THAT YOU MAY HAVE.

11

12 **MICHAEL HURSH, CHAIR:** THANK YOU FOR THE THOROUGH PRESENTATION,
13 I APPLAUD WHOEVER PUT THE VIDEO TOGETHER THOSE ARE THE TYPE OF
14 TOOLS WE NEED TO USE TO DEMONSTRATE TO THE REGION HOW WELL
15 WE'RE WORKING TOGETHER SO I APPLIED THE TEAM WHO HAVE DONE ALL
16 THE HARD WORK FOR THE VIDEO IN PARTICULAR BEFORE WE GO TO
17 PUBLIC COMMENT I'LL ASK FOR COMMENT AND CONCERNS.

18

19 **JEFFREY TUMLIN:** I AM VERY EAGER TO HAVE A UNIVERSAL EMPLOYER
20 PASS PROGRAM THAT WE CAN STANDARDIZE ACROSS THE REGION AND
21 WORK AND DEVELOP OUR AGREEMENTS. WITH SAID THAT, I'M HOPEFUL
22 THAT THE DATA COLLECTION FOR THE PILOT PROGRAM CAN INCLUDE
23 BUSINESS CASE ANALYTICS FROM AN EMPLOYER'S PERSPECTIVE. SO, AS
24 THE FORMER ADMINISTRATOR OF THE PASS PROGRAM, I CAN TELL YOU
25 SOME OF THE THINGS THAT BUSINESSES REALLY CARE ABOUT. SO,



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1 OFTEN TIMES IT IS VMT, CO2 OR TRAFFIC REDUCTION METRICS
2 WRITTEN INTO ENVIRONMENTAL IMPACT REPORTS OR DEVELOPER
3 AGREEMENTS. FOR MANY IT IS PARKING DEMAND REDUCTION THAT THEY
4 CAN MONETIZE, AND FOR ALL, IT IS REALLY QUANTIFYING THE
5 EFFECTIVENESS IN TERMS OF ATTRACTING AND RETAINING TALENT. AND
6 SOME OF THOSE METRICS ARE A LITTLE TRICKY TO GET AT, BUT
7 THEY'RE ALL QUANTIFIABLE, AND THEY'RE ALL VERY IMPORTANT FOR
8 MARKETING EXPANSION OF THESE PROGRAMS. SO, I'M HOPEFUL WE CAN
9 WORK SOME OF THAT DATA COLLECTION INTO THIS PROCESS AND CREATE
10 A STRONG BASELINE FOR FUTURE ANALYTICS.

11

12 **MICHAEL HURSH, CHAIR:** THANKS JEFF. MICHELLE AND THEN CAROLYN.

13

14 **MICHELLE BOUCHARD:** OKAY. I THINK THIS IS ON. BILL THANK YOU
15 FOR THE PRESENTATION. REALLY APPRECIATE IT. ON BEHALF OF
16 CALTRAIN WE WERE ONE OF THE ENTITIES THAT SPOKE BEFORE ABOUT
17 THE FACT THAT OUR OWN PROGRAM CONSTITUTES A THIRD OF OUR FARE
18 REVENUE AND WE GREATLY ENDORSED THIS PROCESS UNDERSTANDABLY,
19 AND CAME INTO A LITTLE BIT OF NERVOUSNESS, I APPRECIATE THE
20 WORK THE TEAM HAS DONE WITH CALTRAIN AND WE UNDERSTAND OUR
21 UNIQUE SITUATION AT THIS POINT WE'RE GOING TO TALK ABOUT THIS
22 AS PART OF A MOTION. LOOKING FORWARD TO PROPOSING TO CALTRAIN
23 BOARD THAT WE'RE FULLY SUPPORT THIS PROGRAM.

24



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1 **SPEAKER:** I HAVE A QUESTION ABOUT THE EXISTING DATA THAT WE
2 HAVE ON THE PHASE ONE. WHAT I'M CURIOUS ABOUT IS WE SEE THE 2
3 MILLION TRIPS. I WAS CURIOUS WHAT THAT MONETARY VALUE OF THE
4 TRIPS IS FOR VTA. ALMOST ALL OUR TRIPS ARE 250. SAY THAT IS
5 WHAT IT WOULD BE WITHOUT THE PASS. BART, THEY HAVE DIFFERENT
6 DISTANCES. I'M CURIOUS ABOUT THE MONETARY VALUE OF THOSE 2
7 MILLION TRIPS AND HOW THAT FEEDS INTO, ALSO, WHAT YOU'RE
8 LOOKING AT IN TERMS OF SETTING THE RATES. AND I'M CURIOUS
9 BECAUSE I THINK YOU'RE GOING TO SELL THEM TO THE EMPLOYERS BUT
10 WE DON'T KNOW THE RATES YET. JUST CURIOUS HOW THAT FACTORS AND
11 IS TAKEN INTO ACCOUNT, I DO NOT SEE A LOT OF THE DYNAMICS THAT
12 WE HAVE AND THAT OUR BOARD IS UNDERSTANDING, OUR ECO PASSES
13 ARE ALSO FOR SAN JOSE AND HOW YOU NEGOTIATE WITH THAT. HOW ARE
14 YOU GOING TO WORK WITH OUR TEAM TO NEGOTIATE THAT BECAUSE WE
15 NEGOTIATE OURS EVERY YEAR AND HOW THEY WITH THE STUDENTS WHO
16 SHOW UP AT OUR BOARD MEETINGS WHEN THEY'RE NOT HAPPY WITH THE
17 \$3 INCREASE. THEY GET IT FOR FREE RIGHT NOW SO I'M JUST
18 CONVERTING THE EXISTING PAY. ARE THEY GOING CONTINUE FREE?

19

20 **WILLIAM BACON:** I'LL START AT THE BACK. YOU ASKED A QUESTION
21 ABOUT PHASE ONE PARTICIPANTS AND WHETHER THEY WOULD BE
22 CONVERTED INTO PHASE TWO. RIGHT NOW WE HAVE NOT PROPOSED TO
23 THE PARTICIPATING EDUCATIONAL INSTITUTIONS AT MID-PEN A
24 SPECIFIC WAY THEY WOULD PARTICIPATE. WE WOULD COME BACK TO
25 THIS TASK FORCE WITH PROPOSALS AND OUR EXPECTATION TO BE ABLE



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1 TO DO THAT PROBABLY WITHIN THE NEXT FEW MONTHS TO THE
2 EDUCATIONAL INSTITUTIONS, WE WOULD NOT BE OFFERING A PROGRAM
3 TO THE EDUCATIONAL INSTITUTIONS FOR FREE ANYMORE SO THERE
4 WOULD BE A STUDENT FEE INCREASE THAT WOULD BE NECESSARY TO
5 FUND THE PROGRAM BUT THAT WOULD BE CONTINGENT ON HOW EACH
6 INSTITUTION WANTED TO MOVE FORWARD BUT THIS AGREEMENT IS SET
7 IN PLACE HOW WE WOULD DO THAT THAT'S SOMETHING FOR THE TASK
8 FORCE TO DISCUSS IN THE FUTURE IF THAT'S SOMETHING THE TASK
9 FORCE WOULD DO WITH THE PHASE ONE PARTICIPANTS.

10

11 **CAROLYN GONOT:** YOU ONLY HAVE A SAMPLE FOR THE INSTITUTIONS SO
12 I'M ASSUMING WOULD YOU BE SELLING IT TO THE ENTIRE STUDENT
13 BODY. I WAS CURIOUS. ANYTHING WE CAN DO TO WORK WOW THAT WOULD
14 BE GREAT, SAN JOSE STATE I KNOW FOR EACH WOULD HAVE TO TRY AND
15 MAKE THERE IS A LOT OF WORK THERE. I WILL SAY THAT.

16

17 **WILLIAM BACON:** ANOTHER QUESTION YOU ASKED WAS IN RELATION TO
18 PRICING AND HOW THAT IS BEING SET AND DISCUSSED. RYAN DO YOU
19 WANT TO SPEAK TO THAT?

20

21 **RYAN REEVES:** OUR PRICING MODEL IS SIMILAR TO THE ORCA BUSINESS
22 MODEL IN THE SEATTLE REGION SO THEY HAVE A RANGE OF PRICES
23 DEPENDING ON THE GEOGRAPHY AND TRANSIT DENSITY, AND THEY HAVE
24 FINE TUNED PRICES OVER THE YEARS IN TERMS OF GATHERING DATA
25 AND HAVE BEEN ABLE TO ADJUST PRICES AS WELL WITHOUT LOSING



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1 EMPLOYER PARTICIPATION. WE HAVE A RANGE OF HIGH, MEDIUM, LOW
2 PRICE CATEGORIES WE HAVE BEEN STARTING WITH THOSE BASED ON JOG
3 WE, TRANSIT DENSITY WE'RE COLLECTING DATA FROM EMPLOYERS THAT
4 ARE INTERESTED IN PARTICIPATING TO BE ABLE TO CUSTOMIZE THE
5 PRICE BASED ON SOME ADDITIONAL INFORMATION FROM THE EMPLOYERS
6 AND WE HAVE BEEN ABLE TO AIM FOR A PRICE THAT HAS A CERTAIN
7 REVENUE FLOOR THEN WORK FROM THERE. THEN MAYBE THE LAST
8 QUESTION, WE PLAN TO COME BACK TO THE TASK FORCE IN THE FALL
9 WITH UPDATE ON THE EVALUATION THAT'S BEYOND THE HIGH-LEVEL
10 NUMBERS WE HAVE SHOWN HERE. LOOKING AT A LOT OF THE QUESTIONS
11 THAT YOU RAISED ABOUT THE TYPES OF TRIPS, THE VALUE OF TRIPS,
12 YOU KNOW, OFF PEAK, ON PEAK, HOW MANY INVOLVE TRANSFERS AND SO
13 ON WE'LL HAVE A ROBUST PHASE ONE UPDATE TO SHARE THIS FALL.

14

15 **MICHAEL HURSH, CHAIR:** TO MY RIGHT. ANDY.

16

17 **ANDREW FREMIER:** THIS IS IMPRESSIVE HOW FAR WE HAVE GOTTEN AND
18 IT REPRESENTS ALL THE HARD WORK THAT WAS BUILT DURING THE
19 COLLABORATION OF THE BLUE RIBBON TASK FORCE RESULTING IN
20 TRANSFORMATION ACTION PLAN REALLY DESIGNED TO PUT THE CUSTOMER
21 ON TOP WHICH IS FANTASTIC. MTC IS WAY SUPPORTIVE -- VERY
22 SUPPORTIVE OF THIS EFFORT AND WANT TO SEE US MOVE TO THE NEXT
23 PHASE, I THINK THE QUESTIONS MICHELLE, JEFF, CAROL ALL ASKED
24 ARE THE SAME ONES WE HAVE TO TRY GOAT MORE INFORMATION TO BE
25 ABLE TO FIGURE HOW THE HOW TO MOVE FORWARD RECOGNITION THE



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1 PILOT PHASE IS JUST ANOTHER PHASE OF THE PILOT ALLOWING US TO
2 EXPERIMENT IN THIS SPACE. AND I THINK WE WILL MAKE GOOD
3 DECISIONS TO MAKE A PRODUCT WORK WELL FOR THE REGION AND WILL
4 BE ONE OF THE 50 WAYS TO GIVE DIRECT ANSWERS TO THE FOLKS IN
5 SACRAMENTO AND GAINING INTEREST IN GETTING PEOPLE BACK ON
6 TRANSIT. I'M GRATEFUL FOR THE COLLABORATION AND LOOK FORWARD
7 TO GETTING THIS STARTED AND MAKING ACTION TODAY SO THIS GROUP
8 CAN BE SUCCESSFUL IN NAVIGATING THE NEXT STEPS.

9

10 **MICHAEL HURSH, CHAIR:** ANYONE ELSE? BOB?

11

12 **ROBERT POWERS:** FIRST, I WANT TO THANK BILL, RYAN, TERENCE, AND
13 MIKE EISEMAN WHO COULDN'T BE HERE, FOR DEALING WITH MY ENERGY.
14 YOU KNOW? I HAVE BEEN TRACKING ON THIS. AND SOMETIMES
15 AGGRESSIVELY, AND SOMETIMES MAYBE NOT AS AGGRESSIVELY AS I
16 SHOULD. THE THANK YOU FOR PUTTING UP WITH ME, FOR PERSEVERING
17 AND DEALING WITH ME. I THINK THIS COLLABORATION HAS LANDED THE
18 REGION AT A PLACE WE CAN ALL BE PROUD OF. AND BART IS IN FULL
19 SUPPORT OF THIS PARTICIPATION AND AGREEMENT. AND LOOK FORWARD
20 TO THE NEXT STEPS. FOR THE RECORD, I WOULD LIKE TO GO BACK IN
21 TIME A LITTLE BIT AND, YOU KNOW, THIS MODEL, THIS COCREATION
22 MODEL WITH MTC AND THE OPERATORS, YOU KNOW, A LOT OF US CALL
23 AT THE BACON EISEMAN MODEL, OR THE EISEMAN BACON MODEL,
24 WHATEVER, BUT THAT PARTNERSHIP IS REALLY WHAT WAS THE
25 FOUNDATION TO GET US TO WHERE WE'RE AT TODAY THERE. IS



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1 SOMETHING TO LEARN THERE FOR ALL OF US TO TAKE AWAY THERE. BUT
2 BILL TO YOU, AND TERENCE, AND RYAN AND MR. EISEMAN, THANK YOU
3 FOR YOUR LEADERSHIP.

4

5 **MICHAEL HURSH, CHAIR:** ANYTHING WITH BACON IS GOOD THOUGH. SO I
6 HOPE IT'S NOT A FALSE INDICATOR OF THE MODEL THAT WE HAVE TO
7 HAVE BILL AS COPROJECT MANAGER FOR EVERYTHING. ANYWAY, I HAVE
8 A FEW COMMENTS. I HAVE SOME CONCERNS. SOUNDS LIKE YOU'RE GOING
9 TO HAVE YOUR ENDORSEMENT TODAY GOING FORWARD BUT I WANT TO
10 HAVE ON THE RECORD CONCERNS I'M WORRIED ABOUT WHAT THIS DOES
11 TO INDIVIDUAL TRANSIT AGENCY PASS SALES. MR. TUMLIN'S COMMENT
12 ABOUT COLLECTING ALL DATA NEEDED, INCLUDING FROM THE BUSINESS
13 SIDE, AND I WOULD ADD FROM THE INCLUSIONAL INSTITUTION SIDE
14 THAT WE ALREADY HAVE OUT THERE, IS GETTING THE DATA TO SUPPORT
15 THIS, I KNOW WE NEED TO GO FORWARD WE NEED TO GET THE DATA. I
16 AM COMFORTABLE BECAUSE OF THE 20,000 CAP AND IT IS A PILOT TO
17 COLLECT DATA. I DON'T WANT THAT TO BE MISCONSTRUE THAT WE CAN,
18 THAT WE HAVE THE APPROVAL TO JUST SCALE UP. I WANT US TO SCALE
19 UP. I WOULD LOVE TO SEE THIS BE IN EVERY SINGLE RESIDENT'S
20 HAND IN THE BAY AREA. BUT WE NEED DO IT IN A WAY WE END
21 DOESN'T CRIPPLE ANY PARTICULAR AGENCY'S REVENUE. SO, UNLESS
22 ANYBODY ELSE HAS A HAND UP, I'LL OPEN IT UP FOR PUBLIC
23 COMMENT.

24



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1 **CLERK, MARTHA SILVER:** THERE WAS NO WRITTEN CORRESPONDENCE
2 RECEIVED ON THIS ITEM. THERE IS NO ONE IN THE BOARDROOM
3 WISHING TO SPEAK AND WE DO HAVE A FEW PEOPLE ON ZOOM WISHING
4 TO SPEAK. FIRST UP IS GOING TO BE SEAMLESS BAY AREA. GO AHEAD
5 AND UNMUTE YOURSELF. YOU HAVE ONE MINUTE, 30 SECONDS.

6

7 **ADINA LEVIN:** GOOD AFTERNOON. ADINA LEVIN, SEAMLESS BAY AREA
8 AND FRIENDS EVER CALTRAIN. 50 OF ALL WANTED TO EXPRESS A
9 TREMENDOUS AMOUNT OF APPRECIATION AND SUPPORT FOR ALL THE WORK
10 THAT IT'S TAKE TO GET BAY PASS TO THE CURRENT STATE WITH THAT
11 AMAZING VIDEO AS PEOPLE ARE SAYING THIS IS HOW THE SYSTEM
12 SHOULD WORK AND YOU KNOW, SUPPORT FOR MOVING THIS SECOND PHASE
13 FORWARD WITH EMPLOYERS ARE, REALLY IMPORTANT TO TAKE THAT NEXT
14 STEP. AND DON'T WANT TO SUGGEST ANYTHING THAT WOULD NOT HAVE
15 THAT MOVE FORWARD. SO, WITH SAID THAT, IN TERMS OF THE
16 OPPORTUNITY FOR THE NEXT PHASE OF THE PILOT TO TAKE ADVANTAGE
17 OF NEW KINDS OF CUSTOMERS, THERE IS A CONCERN THAT THE WAY
18 THAT THINGS ARE DRAFTED FOR THE CALTRAIN CORRIDOR, EXCLUDING,
19 FOR EXAMPLE, A VTA SMART PASS CUSTOMER, LIKE AN AIRPORT OR
20 HOTEL THAT HAS A BUS PASS AND WOULD PROBABLY NOT HAVE GOTTEN A
21 CALTRAIN GO PASS EVER, BUT WOULD HAVE THE OPPORTUNITY TO TEST
22 OUT THE OPPORTUNITY TO GET MORE USE OF OTHER TRANSIT, THAT IS
23 A PAINFUL LOSS OF LEARNING. AND WOULD REALLY ENCOURAGE FOR
24 SUBSEQUENT PHASES TO WORK OUT MORE OF THE MATH PROBLEM AND
25 ABLE TO INCREASE --



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1

2 **CLERK, MARTHA SILVER:** THANK YOU, ADINA. NEXT UP IS GOING TO BE
3 VEDA FLOREZ, FOLLOWED BY WENDI KALLINS. VEDA, GO AHEAD AND
4 UNMUTE YOURSELF. VEDA, YOU HAVE TO UNMUTE YOURSELF.

5

6 **VEDA FLOREZ:** CAN YOU HEAR ME NOW?

7

8 **CLERK, MARTHA SILVER:** YES WE CAN.

9

10 **VEDA FLOREZ:** OKAY. THANK YOU. AND THIS IS VEDA FLOREZ, A
11 MEMBER OF THE MTC PUBLIC ADVISORY COUNCIL IN THE NORTH BAY,
12 AND I JUST WANTED TO EXPRESS MY GRATITUDE FOR THIS PROGRAM.
13 LAST YEAR I SPOKE TO STUDENTS AT THE SANTA ROSA JUNIOR COLLEGE
14 WHO WORRIED ABOUT SPENDING MONEY FOR GAS. SHE WAS WORRIED HOW
15 SHE WAS GOING TO GET TO SCHOOL AND SHE WAS PLEASANTLY
16 SURPRISED TO HEAR ABOUT THE BAY PASS PROGRAM. SHE DIDN'T HAVE
17 TO WORRY ABOUT SPENDING MONEY FOR FOOD OR SPENDING MONEY FOR GAS.
18 SO IT IS A SUCCESS STORY FOR THE PROGRAM. AND AS THE VIDEO
19 SHARED 4200 STUDENTS HAVE SIGNED UP FOR THE BAY PASS IN THE
20 NORTH BAY AND IT'S BEEN AN OVERWHELMING SUCCESS IN OUR AREA.
21 AND I ENCOURAGE YOU TO FIND EMPLOYERS IN THE NORTH BAY, AS
22 WELL. IT'S BEEN AN OVERWHELMING SUCCESS IN THE NORTH BAY, AND
23 I ENCOURAGE MTC TO LOOK TO THE NORTH BAY FOR PHASE TWO
24 PARTICIPANTS SUCH AS BIO MARIN AUTO DESK AND THE COUNTY OF
25 MARIN. AND THE COUNTY OF MARIN ALREADY HAS A DISCOUNT PROGRAM



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1 IN PLACE COULD AND SEAMLESSLY BE INCLUDED INTO THE PHASE TWO
2 OF THE BAY PASS PROGRAM. AND THANK YOU VERY MUCH FOR THE
3 CONSIDERATION TO INCLUDE THE NORTH BAY IN THE PROGRAM. THANK
4 YOU.

5

6 **CLERK, MARTHA SILVER:** THANK YOU, VEDA. NEXT UP IS GOING TO BE
7 WENDI KALLINS FOLLOWED BY ANNE OLIVIA ELDRED. WIND I GO AHEAD
8 AND UNMUTE YOURSELVES.

9

10 **WENDI KALLINS:** THIS IS WENDI KALLINS, I AM CHAIR OF THE
11 CITIZEN'S ADVISORY COMMITTEE AND VICE CHAIR OF THE T-TAPS
12 ADVISORY COMMITTEE. I AM IMPRESSED WITH THE VIDEO THAT YOU
13 HAVE CREATED IT GIVES THE BREADTH AND DEPTH TO BRINGING MORE
14 PEOPLE TO USING TRANSIT AND THE DIFFERENT MODES OF TRANSIT. I
15 WANT TO AGREE WITH COMMISSIONER TUMLIN ABOUT THE NEED FOR
16 BASELINE INFORMATION. I THINK IT'S IMPORTANT TO KNOW IF,
17 ESPECIALLY FOR THE INDIVIDUAL AGENCIES, IF THE PEOPLE USING
18 THESE PASSES ARE ACTUALLY INCREASING THEIR USE OF THEIR
19 OPERATIONS. IN WHICH CASE THE CONCERN ABOUT LOSING FUNDING
20 FROM YOUR OWN PASSES COULD BE REMEDIED IF THE FACT IS THAT YOU
21 ARE ACTUALLY GOING TO INCREASE YOUR REVENUES BY USING THE BAY
22 PASS. AND THEN, FINALLY, I THINK IT VERY IMPORTANT TO FIND A
23 WAY FOR THOSE WHO ALREADY HAVE THE PASS TO BE ABLE TO CONTINUE
24 USING THEM. IT'S REALLY HARD TO TAKE SOMETHING AWAY FROM
25 SOMEONE WHO IS FINDING IT SO USEFUL, AND I THINK IT'S



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1 IMPORTANT TO LOOK TO THE FUTURE OF HOW YOU'RE GOING TO
2 CONTINUE THE FUTURE PILOT PROGRAMS. THANK YOU.

3

4 **CLERK, MARTHA SILVER:** THANK YOU, WENDI. NEXT UP ANNE OLIVIA
5 ELDRED, FOLLOWED BY IAN GRIFFITHS. GO AHEAD AND UNMUTE
6 YOURSELF.

7

8 **ANNE OLIVIA ELDRED:** THANK YOU VERY MUCH. MY NAME IS ANNE
9 OLIVIA ELDRED, ALSO A MEMBER OF THE POLICY ADVISORY COUNCIL.
10 AND I AM SO IMPRESSED WITH THE WORK THAT HAS BEEN DONE BY
11 STAFF AND WITH THE PRESENTATION THAT WE RECEIVED TODAY. I --
12 THIS IS SUCH A VITAL STEP IN BRINGING PEOPLE BACK TO RIDING
13 PUBLIC TRANSPORTATION. I, PERSONALLY, AM ACTIVELY TRYING TO
14 TAKE MORE PUBLIC TRANSPORTATION AND TRYING TO FIGURE OUT HOW
15 TO DO IT. AND MY RIDE'S TURN OUT, ARE COMPLICATED AND JUMP A
16 BUNCH OF AGENCIES AND ENDS UP BEING VERY EXPENSIVE, AND I KEEP
17 MAKING THE CHOICE TO DRIVE BECAUSE OF COST AND BECAUSE OF
18 TIME. THIS KIND OF THING WOULD MAKE A BIG DIFFERENCE FOR ME,
19 AND I -- AND I KNOW THAT THERE IS OTHER PEOPLE LIKE ME,
20 BECAUSE I HAVE A BUNCH EVER FRIENDS WHO HAVE SIMILAR COMMUTE
21 PATTERNS. I DO WANT TO ECHO SOMETHING ADINA WAS SAYING EARLIER
22 WHICH IS TAKING A LOOK AT FOLKS WHO MAY NOT HAVE THE PASSES
23 THAT YOU'RE LOOKING FOR CURRENTLY, BUT WOULD RIDE IF THIS WERE
24 AVAILABLE, ESPECIALLY THOSE AIRPORT AND HOTEL AND RESTAURANT



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1 WORKERS. AND I WOULD ALSO ENCOURAGE COUNTY EMPLOYEES. THANK
2 YOU FOR YOUR TIME, AND THIS WORK IS REALLY IMPRESSIVE.

3

4 **CLERK, MARTHA SILVER:** THANK YOU ANNE OLIVIA. NEXT UP IS IAN
5 GRIFFITHS, FOLLOWED BY HOWARD WONG.

6

7 **IAN GRIFFITHS:** THANK YOU. IAN GRIFFITHS SEAMLESS BAY AREA I
8 WANT TO ECHO THE APPRECIATION FROM STAFF IN PARTICULAR AND
9 EVERYONE INVOLVED IN GETTING TO THIS POINT. THIS IS A REALLY
10 EXCITING MILESTONE AND I HOPE YOU WILL APPROVE THIS WAY
11 FORWARD TODAY. YOU KNOW, I HAVE ALSO -- I THINK IT'S JUST
12 REALLY IMPORTANT TO KEEP THE BIG PICTURE IN MIND HERE. WE ARE
13 THREE AND A HALF YEARS SINCE THE PANDEMIC HIT. WE ARE STILL
14 AMONG THE LOWEST RIDERSHIP RECOVERY IN THE ENTIRE COUNTRY IF
15 WE LOOK AT TRANSIT USE. WE NEED TO BE BIG. WE NEED TO GO BOLD
16 AND THIS PILOT IS AN IMPORTANT FIRST STEP BUT WE NEED TO BE
17 VERY AGGRESSIVE AROUND DEPLOYING AND EXPERIMENTING WITH THINGS
18 THAT CAN HELP US REBUILD RIDERSHIP. THE PUBLIC, YOU KNOW, THIS
19 IS A MODEST EXPANSION TO 20,000 MORE PEOPLE. THE VAST MAJORITY
20 OF BAY AREA RESIDENTS ARE NOT GOING TO BENEFIT FROM THIS
21 PILOT. WE NEED TO REALLY THINK ABOUT HOW WE GET TO A MUCH MORE
22 EXPANDED ACCESS TO THIS, BOTH TO PROVIDE THE BENEFIT, BUT ALSO
23 SO THE PUBLIC CAN SEE THAT WE'RE MAKING PROGRESS BEFORE THEY
24 HAVE TO GO TO THE BALLOT IN THE NEXT TWO YEARS AND VOTE FOR A
25 LOT MORE FUNDING FOR TRANSIT. WE SAW CHALLENGES IN THE STATE



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1 LEGISLATURE AROUND WHEN WE WERE ADVOCATING FOR BUDGET FUNDING
2 BECAUSE THERE WASN'T ENOUGH GOING ON SO WE NEED TO GET THERE
3 PLEASE APPROVE THIS AND AGGRESSIVELY EXPAND IT TO BROADER
4 ACCESS.

5

6 **CLERK, MARTHA SILVER:** THANK YOU, IAN. HOWARD WONG GO AHEAD AND
7 UNMUTE YOURSELF. HOWARD?

8

9 **HOWARD WONG:** HOWARD WONG, MEMBER OF THE MTC POLICY ADVISORY
10 COUNCIL. THE BAY PASS PROGRAM IS A GREAT OPPORTUNITY TO START
11 A PUBLIC CAMPAIGN TO BOOST TRANSIT RIDERSHIP CURRENTLY AND
12 INTO THE FUTURE. WHAT WE WANT TO DO IS HAVE A GREAT
13 ADVERTISING CAMPAIGN AROUND A VERY INTUITIVELY UNDERSTANDABLE
14 NAME FOR THIS POSSIBLE NEW BAY PASS OF THE FUTURE. SUCH AS THE
15 HONG KONG'S OCTOPUS CARD, WHICH IS A GREAT CARD THAT INDICATES
16 BOTH PUBLIC AND PRIVATE TRANSPORT, OR MEXICO CITY'S MOBILE
17 INTEGRADA CARD. AND START EDUCATING THE PUBLIC ABOUT THE
18 POTENTIAL OF REGIONAL TRANSIT THAT HAS HIGH MODAL SHARE, SUCH
19 AS REGIONAL 26% OF TRANSIT AND MODAL SHARE WHICH COULD BECOME
20 A BAY AREA 26% TRANSIT MODAL SHARE. A LOT OF GREAT
21 OPPORTUNITIES TO REALLY UPGRADE THE IMAGERY OF PUBLIC TRANSIT.
22 THANK YOU

23

24 **CLERK, MARTHA SILVER:** THANK YOU, HOWARD. THERE ARE NO OTHER
25 MEMBERS OF THE PUBLIC.



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1

2 **MICHAEL HURSH, CHAIR:** I'LL MOVE FIRST ON THIS ITEM.

3

4 **ANDREW FREMIER:** I WOULD LIKE TO MOVE IT AND INCLUDE PUBLIC
5 ACKNOWLEDGMENT THAT THE GENERAL MANAGER OF BART WAS HAPPY WITH
6 THE AMOUNT OF ATTENTION IT GOT HERE.

7

8 **MICHAEL HURSH, CHAIR:** IF I UNDERSTAND YOUR MOTION, YOU ARE
9 CONFIRMING OUR CONCERNS HAVE BEEN ADDRESSED. YOU SUPPORT OUR
10 TASK FORCE ENDORSING THE TERMS AND PRINCIPLES AND ACKNOWLEDGE
11 THAT THE BART GENERAL MANAGER IS HAPPY.

12

13 **ANDREW FREMIER:** YOU GOT IT.

14

15 **DENIS MULLIGAN:** I'LL SECOND THAT. INCLUDING THE BART GM IS
16 HAPPY COMPONENT.

17

18 **MICHAEL HURSH, CHAIR:** MOTIONED AND SECONDED. ALL THOSE IN
19 FAVOR, AYE?

20

21 **SPEAKERS:** [AYES] OPPOSED? ABSTENTIONS? THAT PASSES
22 UNANIMOUSLY. THAT BRINGS US TO PUBLIC COMMENT ON ITEMS NOT ON
23 THE AGENDA. MADAM CLERK, ARE THERE ANY MEMBERS OF THE PUBLIC
24 THAT WISH TO COMMENT HAVE YOU RECEIVED ANY PUBLIC COMMENT?

25



AUGUST 28, 2023

1 **CLERK, MARTHA SILVER:** THERE IS NO WRITTEN CORRESPONDENCE
2 RECEIVED ON THIS ITEM. THERE ARE NO MEMBERS IN THE BOARDROOM
3 WISHING TO SPEAK. AND TWO MEMBERS OF THEIR PUBLIC WITH THEIR
4 HAND RAISED. ALETA DUPREE. YOU HAVE ONE MINUTE, 30 SECONDS.

5

6 **SPEAKER:** THANK YOU. ALETA DUPREE. FOR THE RECORD, SHE AND HER.
7 WISH I COULD BE WITH YOU IN THAT STATELY BART BOARDROOM BUT
8 I'M NOT I'M IN MY NEW YORK AFFILIATE OFFICE. GOOD MEETING
9 TODAY. THINKING ABOUT FARE INTEGRATION A LOT, AND I'M LOOKING
10 FORWARD TO SEEING WHAT THE PRICING OF A PUBLIC BAY PASS WOULD
11 BE. HOPEFULLY, WE'LL HAVE NUMBERS OUT SOON. THAT VIDEO WAS
12 HELPFUL. AND THINGS ARE BECOMING CLEAR. BUT WHEREVER I GO, I
13 THINK ABOUT FARE INTEGRATION. IT'S EASY WHEN I WAS IN CHICAGO.
14 THEY HAVE A MEASURE OF FARE INTEGRATION. AND HERE IN NEW YORK,
15 I RODE ON SEVERAL DIFFERENT SYSTEMS, INCLUDING THE LEGENDARY
16 AND HISTORIC NEW YORK CITY SUBWAY, AND I WAS THINKING ABOUT
17 USING THE RAILROAD TO GO INTO GRAND CENTRAL MADISON BUT I JUST
18 WANTED TO GET INTO MY PLACE. BUT HOW DO WE SPREAD THE WORD
19 ABOUT FARE INTEGRATION? EVERY TIME I'M IN THE BAY AREA, I
20 THINK CONTINUE TO THINK ABOUT WHICH TYPE OF PRODUCTS I WANT TO
21 USE. MOST OF THEM ARE CLIPPER BASED BUT SOMETIMES I USE THE
22 TOKEN TRANSIT FOR AC TRANSIT AND A COUPLE OF OTHER APPS SO
23 LET'S SEE WHAT WE CAN DO FOR THE NEXT MEETING TO GET A PUBLIC
24 PRODUCT GOING.

25



AUGUST 28, 2023

1 **CLERK, MARTHA SILVER:** THANK YOU ALETA. NEXT UP IS GOING TO BE
2 ADINA LEVIN. GO AHEAD AND UNMUTE YOURSELF. YOU HAVE A MINUTE
3 AND A HALF.

4

5 **ADINA LEVIN:** GOOD AFTERNOON. ADINA LEVIN, AND BY THE WAY I'M
6 ALSO A MEMBER OF MTC'S POLICY ADVISORY COUNCIL. AND SPEAKING
7 FOR MYSELF, HERE, ADVOCACY HATS. I WANT TO MAKE A SEGUE TO THE
8 PLANNING THAT IS CURRENTLY STARTING TO GET UNDERWAY FOR A
9 POTENTIAL REGIONAL PUBLIC TRANSPORTATION FUNDING MEASURE FOR
10 2026, WITH AUTHORIZING LEGISLATION IN 2024. AND WHILE THE
11 DETAILS OF THE EXPENDITURE PLAN WILL PROBABLY -- MAY TAKE
12 LONGER TO WORK OUT THAN 2024, 1 THING TO BE THINKING ABOUT AS
13 WE'RE LOOKING AT BAY PASS FARE INTEGRATION AND OTHER
14 TRANSFORMATION ACTION PLAN ITEMS, AS IT RELATES TO COMMENTS
15 THAT WERE MADE BY SOME MEMBERS OF THE PUBLIC HERE, AND MEMBERS
16 OF THE PUBLIC PREVIOUSLY, THERE ARE TYPES OF CUSTOMERS, FOR
17 EXAMPLE, COMMUNITY COLLEGES, MAYBE AFFORDABLE HOUSING
18 COMMUNITIES THAT MIGHT NOT BE ABLE TO PAY THE FULL-TIME RETAIL
19 PRICE OF A BAY PASS AND IN THAT CASE THERE, MIGHT BE A
20 POTENTIAL TO HAVE PUBLIC FUNDING TO BE ABLE TO ACHIEVE THAT
21 PUBLIC GOAL OF EQUITY AND VMT REDUCTION AND INCREASE TRANSIT
22 USE. SO THAT'S SOMETHING TO THINK ABOUT.

23



AUGUST 28, 2023

1 **CLERK, MARTHA SILVER:** THANK YOU, ADINA. THERE ARE NO MORE
2 MEMBERS OF THE PUBLIC WITH THEIR HANDS RAISED FOR GENERAL
3 PUBLIC COMMENT.

4

5 **MICHAEL HURSH, CHAIR:** THANK YOU, MADAM CLERK. THAT BRINGS US
6 TO ADJOURNMENT. THE NEXT FARE INTEGRATION TASK FORCE WILL BE
7 HELD AT A TIME AND LOCATION TO BE ANNOUNCED. WE'RE ADJOURNED.

8 [ADJOURNED]

9

10



NTT

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