



Metropolitan Transportation Commission

Bay Area Metro Center
375 Beale Street
San Francisco, CA 94105

Meeting Agenda

Policy Advisory Council Equity & Access Subcommittee

Veda Florez, Chair

Anne Olivia Eldred, Vice Chair

Members

*Richard Burnett, Rick Coates, Richard Hedges,
Michelle Hernandez, Michael Lopez, Rahmon Momoh,
Terry Scott, and Walter Wilson*

Alternates

Michael Baldini and Frank Welte

Friday, July 9, 2021

2:00 PM

Yerba Buena - 1st Floor (REMOTE)

In light of Governor Newsom's State of Emergency declaration regarding the COVID-19 outbreak and in accordance with Executive Order N-29-20 issued by Governor Newsom on March 17, 2020 and the Guidance for Gatherings issued by the California Department of Public Health, the meeting will be conducted via webcast, teleconference, and Zoom for Equity and Access Subcommittee members who will participate in the meeting from individual remote locations. A Zoom panelist link for meeting participants will be sent separately to Equity and Access Subcommittee members.

The meeting webcast will be available at <http://mtc.ca.gov/whats-happening/meetings>. Members of the public are encouraged to participate remotely via Zoom at the following link or phone number. Equity and Access Subcommittee Members and members of the public participating by Zoom wishing to speak should use the "raise hand" feature or dial *9. When called upon, unmute yourself or dial *6. In order to get the full Zoom experience, please make sure your application is up to date.

Attendee Link: <https://bayareametro.zoom.us/j/86326668530>

Telephone (for higher quality, dial a number based on your current location):

US: +1 669 900 6833 or +1 408 638 0968 or +1 346 248 7799 or +1 253 215 8782 or

+1 301 715 8592 or +1 312 626 6799 or +1 646 876 9923

Webinar ID: 863 2666 8530

International numbers available: <https://bayareametro.zoom.us/u/kgCxpZPY1>

Detailed instructions on participating via Zoom are available at:

<https://mtc.ca.gov/how-provide-public-comment-board-meeting-zoom> Members of the public may participate by phone or Zoom or may submit comments by email at info@bayareametro.gov by 5:00 p.m. the day before the scheduled meeting date. Please include the committee or board meeting name and agenda item number in the subject line. Due to the current circumstances there may be limited opportunity to address comments during the meeting. All comments received will be submitted into the record.

The Policy Advisory Council advises the Metropolitan Transportation Commission on transportation policies in the San Francisco Bay Area, incorporating diverse perspectives relating to the environment, the economy, and social equity.

1. Welcome

Veda Florez, Equity & Access Subcommittee Chair

2. Roll Call / Confirm Quorum

Quorum: A quorum of this committee shall be a majority of its regular non-ex-officio voting members (6).

3. [21-0879](#) Approval of the May 3, 2021 Meeting Minutes

Action: Subcommittee Approval

Attachments: [03 E&A Minutes May 3 2021.pdf](#)

4. [21-0881](#) FasTrak START Program Pilot Update

Update on the FasTrak START Program Pilot of a means-based toll discount on MTC's Interstate 880 (I-880) Express Lanes with a focus on the draft concept, a customer research update and the draft evaluation plan.

Action: Information

Presenter: Pierce Gould, Barbara Laurenson, Lysa Hale, and Chelsea Gamulo

Attachments: [04i_EL FasTrak START Toll Discount Pilot Update-Summary Sheet.pdf](#)
[04ii_20210709 FasTrak START Draft Concept.pdf](#)
[04iii_20210709 FasTrak START Draft Eval Plan.pdf](#)
[04iv_20210709 FasTrak START Customer Research.pdf](#)

5. [21-0917](#) Active Transportation Plan

Introduction of the Active Transportation Plan (AT Plan), the stakeholder engagement process, and collection of input on draft vision, goals, targets and equity principles/metrics.

Action: Information

Presenter: Therese Trivedi, MTC and Corinne Winters, Winter Consultants

Attachments: [05 2021-Jul E&A Sub AT Plan.pdf](#)

6. New Business

Members of the subcommittee may bring up new business for discussion or addition to a future agenda.

7. Public Comments / Other Business

Note: The subcommittee will not take action on items not listed on today's agenda.

*Equity and Access Subcommittee Members and members of the public participating by Zoom wishing to speak should use the "raise hand" feature or dial *9. When called upon, unmute yourself or dial *6.*

8. Adjournment / Next Meeting

The next meeting of the Policy Advisory Council Equity and Access Subcommittee will be held Friday, August 27, 2021 at 10:00 a.m. by webcast as appropriate depending on the status of any shelter in place orders. Any changes to the schedule will be duly noticed to the public.

Public Comment: The public is encouraged to comment on agenda items at Committee meetings by completing a request-to-speak card (available from staff) and passing it to the Committee secretary. Public comment may be limited by any of the procedures set forth in Section 3.09 of MTC's Procedures Manual (Resolution No. 1058, Revised) if, in the chair's judgment, it is necessary to maintain the orderly flow of business.

Meeting Conduct: If this meeting is willfully interrupted or disrupted by one or more persons rendering orderly conduct of the meeting unfeasible, the Chair may order the removal of individuals who are willfully disrupting the meeting. Such individuals may be arrested. If order cannot be restored by such removal, the members of the Committee may direct that the meeting room be cleared (except for representatives of the press or other news media not participating in the disturbance), and the session may continue.

Record of Meeting: Committee meetings are recorded. Copies of recordings are available at a nominal charge, or recordings may be listened to at MTC offices by appointment. Audiocasts are maintained on MTC's Web site (mtc.ca.gov) for public review for at least one year.

Accessibility and Title VI: MTC provides services/accommodations upon request to persons with disabilities and individuals who are limited-English proficient who wish to address Commission matters. For accommodations or translations assistance, please call 415.778.6757 or 415.778.6769 for TDD/TTY. We require three working days' notice to accommodate your request.

可及性和法令第六章: MTC 根據要求向希望來委員會討論有關事宜的殘疾人士及英語有限者提供服務/方便。需要便利設施或翻譯協助者，請致電 415.778.6757 或 415.778.6769 TDD / TTY。我們要求您在三個工作日前告知，以滿足您的要求。

Acceso y el Título VI: La MTC puede proveer asistencia/facilitar la comunicación a las personas discapacitadas y los individuos con conocimiento limitado del inglés quienes quieran dirigirse a la Comisión. Para solicitar asistencia, por favor llame al número 415.778.6757 o al 415.778.6769 para TDD/TTY. Requerimos que solicite asistencia con tres días hábiles de anticipación para poderle proveer asistencia.

Attachments are sent to Committee members, key staff and others as appropriate. Copies will be available at the meeting.

All items on the agenda are subject to action and/or change by the Committee. Actions recommended by staff are subject to change by the Committee.

MTC's Chair and Vice-Chair are ex-officio voting members of all standing Committees.



Metropolitan Transportation Commission

Meeting Minutes - Draft

Agenda Item 3

Bay Area Metro Center
375 Beale Street
San Francisco, CA 94105

Policy Advisory Council Equity & Access Subcommittee

Veda Florez, Chair

Anne Olivia Eldred, Vice Chair

Members

*Richard Burnett, Rick Coates, Richard Hedges,
Michelle Hernandez, Michael Lopez, Rahmon Momoh,
Terry Scott, and Walter Wilson*

Alternates

Michael Baldini and Frank Welte

Monday, May 3, 2021

1:00 PM

Yerba Buena - 1st Floor (REMOTE)

1. Welcome

2. Roll Call / Confirm Quorum

Present: 12 - Council Member Coates, Chair Florez, Council Member Hedges, Council Member Lopez, Council Member Momoh, Vice Chair Eldred, Council Member Hernandez, Council Member Scott, (Alternate) Baldini, Council Member Wilson, Council Member Burnett and (Alternate) Welte

3. [21-0567](#) Approval of the April 5, 2021 Meeting Minutes

Action: Subcommittee Approval

Attachments: [03 E&A Minutes Apr 5 2021.pdf](#)

Upon the motion by Council Member Hedges and second by Council Member Scott, the April 5, 2021 Meeting Minutes were unanimously approved. The motion carried by the following vote:

Aye: 7 - Council Member Coates, Chair Florez, Council Member Hedges, Council Member Lopez, Council Member Momoh, Council Member Scott and Council Member Wilson

Absent: 2 - Vice Chair Eldred and Council Member Hernandez

Abstain: 1 - Council Member Burnett

Eldred and Hernandez arrived after the approval of the April 5, 2021 Meeting Minutes.

4. [21-0568](#) FasTrak START Program Pilot Update

Action: Information

Presenter: Anne Olivia Eldred

5. [21-0569](#) Consultant Bench: 2020 Equity Consultant - Cycle 1: (Arup Americas, Inc. dba Arup North America Ltd.; Marcus Griwsold dba Calm Waters Group LLC; causeIMPACTS LLC; Center for Neighborhood Technology; CivicMakers, LLC; Contigo Communications Corp.; Colette M. Luckie dba Cornerstone Consulting HR; Cooperative Personnel Services dba CPS HR Consulting; Davis & Associates Communications, Inc.; Eastern Research Group Inc.; Ana Lugo Bedolla dba Equity First Consulting; Exygy, Inc.; Guidehouse Inc.; HR&A Advisors, Inc.; ICF Incorporated, L.L.C.; Kimley-Horn and Associates, Inc.; Lowe Consulting Group, Inc.; Christopher Jerome Lepe dba Mariposa Planning Solutions; Nelson\Nygaard Consulting Associates, Inc.; Melanie Nutter dba Nutter Consulting, LLC; RSCA Corporation dba Redwood Resources; Reflex Design Collective, LLC; Tiasia O'Brien dba Seam Social Labs, Inc.; Diane Burbie dba The Aspire Group; The Mark USA, Inc.; Urban Habitat Program; WSP USA Inc.)

Update on the March 10, 2021 award of the 2020 Equity Consultant Assistance Bench. This bench established a pre-qualified list of consultants to provide as-needed equity consulting services through June 30, 2025, with an option to extend for an additional two (2) years through June 30, 2027 ("Bench").

Action: Information

Presenter: Nalungo Conley

Attachments: [05_2020 Equity Bench.pdf](#)

6. [21-0578](#) Update from Youth Internship Working Group

Youth Internship Workgroup update.

Action: Information

Presenter: Kÿ-Nam Miller and John Kannegieser

Attachments: [06 E&A Youth Internship Update May 2021.pdf](#)

7. [21-0591](#) Communities of Concern: Reconsidering Our Language

Proposal to rename “Communities of Concern” as “Equity Priority Communities” for use across MTC and ABAG work products and projects.

Action: Information

Presenter: Anup Tapase

Attachments: [07_RethinkingCommunitiesofConcern_May2021.pdf](#)

Upon the motion by Vice Chair Eldred and second by Council Member Hedges, the Policy Advisory Council Equity & Access Subcommittee voted to refer a support position for the proposal to rename “Communities of Concern” as “Equity Priority Communities” for use across MTC and ABAG work products and projects to the MTC Policy Advisory Council. The motion carried by the following vote:

Aye: 8 - Council Member Coates, Chair Florez, Council Member Hedges, Council Member Lopez, Council Member Momoh, Vice Chair Eldred, Council Member Hernandez and Council Member Scott

Abstain: 2 - Council Member Wilson and Council Member Burnett

8. New Business

9. Public Comments / Other Business

10. Adjournment / Next Meeting

The next meeting of the Policy Advisory Council Equity and Access Subcommittee will be held Tuesday, June 3, 2021 at 10:00 a.m. by webcast as appropriate depending on the status of any shelter in place orders. Any changes to the schedule will be duly noticed to the public.

Metropolitan Transportation Commission

Policy Advisory Council Equity & Access Subcommittee

July 9, 2021

Agenda Item 4

FasTrak START Program Pilot Update

Subject: Update on the FasTrak START Program Pilot of a means-based toll discount on MTC's Interstate 880 (I-880) Express Lanes with a focus on the draft concept, a customer research update and the draft evaluation plan.

Background: The FasTrak START pilot is, nationally, a first-of-its-kind effort to address affordability of express lane tolls for residents earning a low-income. The pilot responds to policymaker, advocate, and public comments received about express lanes: during the project performance evaluation phase of Plan Bay Area 2050; at Commission and Policy Advisory Council Equity & Access Subcommittee meetings; and at public hearings to amend the Bay Area Infrastructure Financing Authority's (BAIFA) toll ordinance for I-880 and the Interstate 680 Express Lanes extension. The FasTrak START pilot will leverage the systems, services, and lessons from Clipper[®] STARTSM, the means-based transit fare discount program launched in July 2020 by MTC.

Staff began consulting with this Subcommittee on its pilot plans in June 2020, where it received feedback on the initial pilot concept. In October 2020, staff addressed some of the June feedback, and solicited the Subcommittee's preferred location for the pilot given budget constraints and based on a variety of selection criterion. Several Subcommittee members voiced support to pilot on MTC's I-880 Express Lanes. Staff informed the BAIFA of its plans for an 18-month pilot on the I-880 Express Lanes with start-up costs of up to \$3.0 million in December 2020. BAIFA's support was enthusiastic. In April 2021, staff got feedback from this Subcommittee on its plans for stakeholder and customer engagement.

At its July 2021 meeting, staff will continue to address Subcommittee feedback. Staff will present a draft concept for how the pilot will work and a draft plan to evaluate the pilot for feedback. Staff will also provide a customer research update.

June 22, 2020 - Policy Advisory Council Equity & Access Subcommittee

<https://mtc.legistar.com/MeetingDetail.aspx?ID=791713&GUID=AA120D8B-8F93-48F5-A4D3-FAA75BB0EA68&Options=info|&Search=>

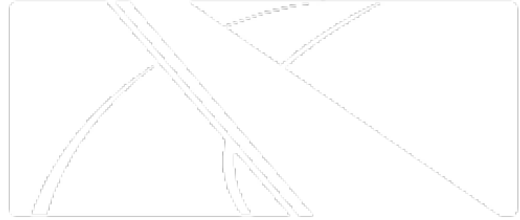
October 29, 2020 - Policy Advisory Council Equity & Access Subcommittee

<https://mtc.legistar.com/MeetingDetail.aspx?ID=806684&GUID=69127204-B7CE-4354-8D78-C3E0051F2193&Options=info|&Search=>

April 5, 2021 - Policy Advisory Council Equity & Access Subcommittee

<https://mtc.legistar.com/MeetingDetail.aspx?ID=827662&GUID=67020849-2F9F-4331-8FAF-6A526D1941CD&Options=info|&Search=>

Attachments: **Attachment A:** Draft Concept PowerPoint
Attachment B: Customer Research Update PowerPoint
Attachment C: Draft Evaluation Plan PowerPoint



BAY AREA
EXPRESS LANES

BAIFA
BAY AREA INFRASTRUCTURE
FINANCING AUTHORITY



BAY AREA
EXPRESS LANES



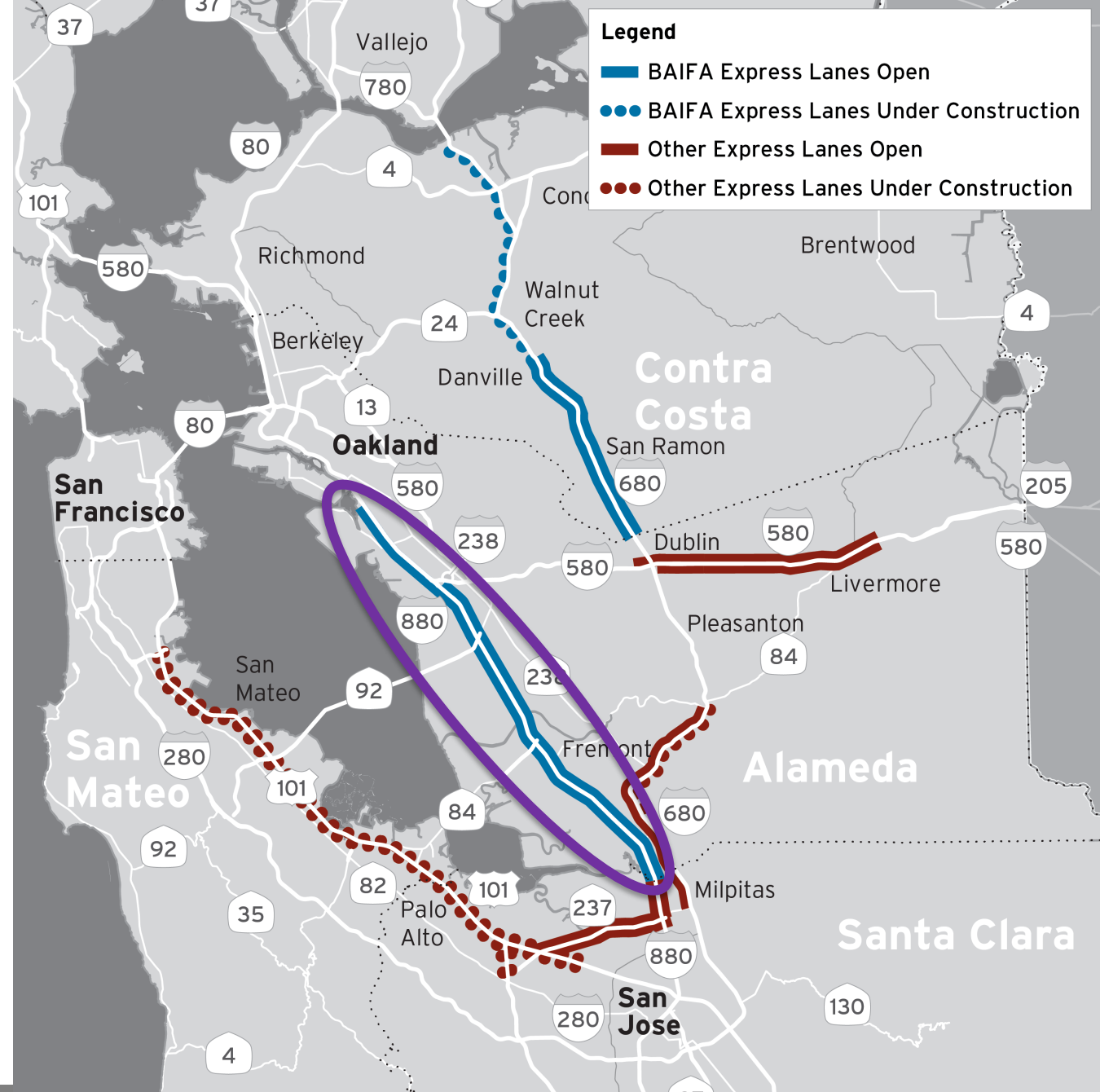
FasTrak[®] STARTSM Pilot: Draft Concept

Policy Advisory Council Equity & Access Subcommittee

July 9, 2021

FasTrak START Pilot: Overview

- Transportation is third-largest budget item for low-income households
- Issue: low-income adults cannot afford to use express lanes and transit may not be a viable option
- Expand mobility and access to opportunity with a means-based toll discount
- Leverage tools, rules and lessons of Clipper START pilot
- Advance and apply an equity approach



Stakeholder Engagement: 2021

Advisory Group

Meeting #1 (3/11/21)	Meeting #2 (5/17/21)	Meeting #3	Meeting #4	Meeting #5
<ul style="list-style-type: none">• Pilot overview• Future topics• Customer engagement plan	<ul style="list-style-type: none">• Equity statement & goals• Concept• Technical systems	<ul style="list-style-type: none">• Customer engagement results• Policies	<ul style="list-style-type: none">• Business rules• Evaluation plan	<ul style="list-style-type: none">• Website demo• Outreach plan• Tolls & revenue impact estimate

March

November

Policy Advisory Council Equity & Access Subcommittee

Meeting #1 (4/5/21)	Meeting #2 (7/9/21)	Meeting #3
<ul style="list-style-type: none">• Customer engagement plan• Equity statement & goals	<ul style="list-style-type: none">• Concept• Customer research update• Evaluation plan	<ul style="list-style-type: none">• Policies• Website demo• Outreach plan

Feedback & Status: Equity & Access Subcommittee

	Feedback to Date	Status
	1. Confirm pilot benefits low-income when at capacity	✓ (10/29/20)
	2. Share stakeholder list and engagement plan	✓ (4/5/21)
	3. Share pilot corridor selection criterion	✓ (10/29/20)
	4. Ensure unbanked can load cash on FasTrak toll tags	✓ (10/29/20)
	5. Give a clearer understanding of pilot evaluation metrics	✓ (Today)
	6. Make it easy to apply and qualify	✓ (Today)
	7. Create program that fits with Clipper START; consider cross-qualification	✓ (Today)
	8. Plan for regional expansion	Agree
	9. Change 880 HOV eligibility for low-income to HOV2 for toll-free	Not part of pilot
New!	10. Share focus group screening criteria	✓ (Today)
New!	11. Consider Equity Statement changes (age, LGBTQ)	✓ (Today)

Pay less in the 880 Express Lanes



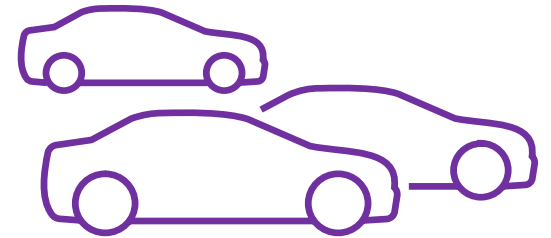
**GET APPROVED FOR
FASTRAK START
DISCOUNT**



**ACTIVATE DISCOUNT
IN FASTRAK ACCOUNT**

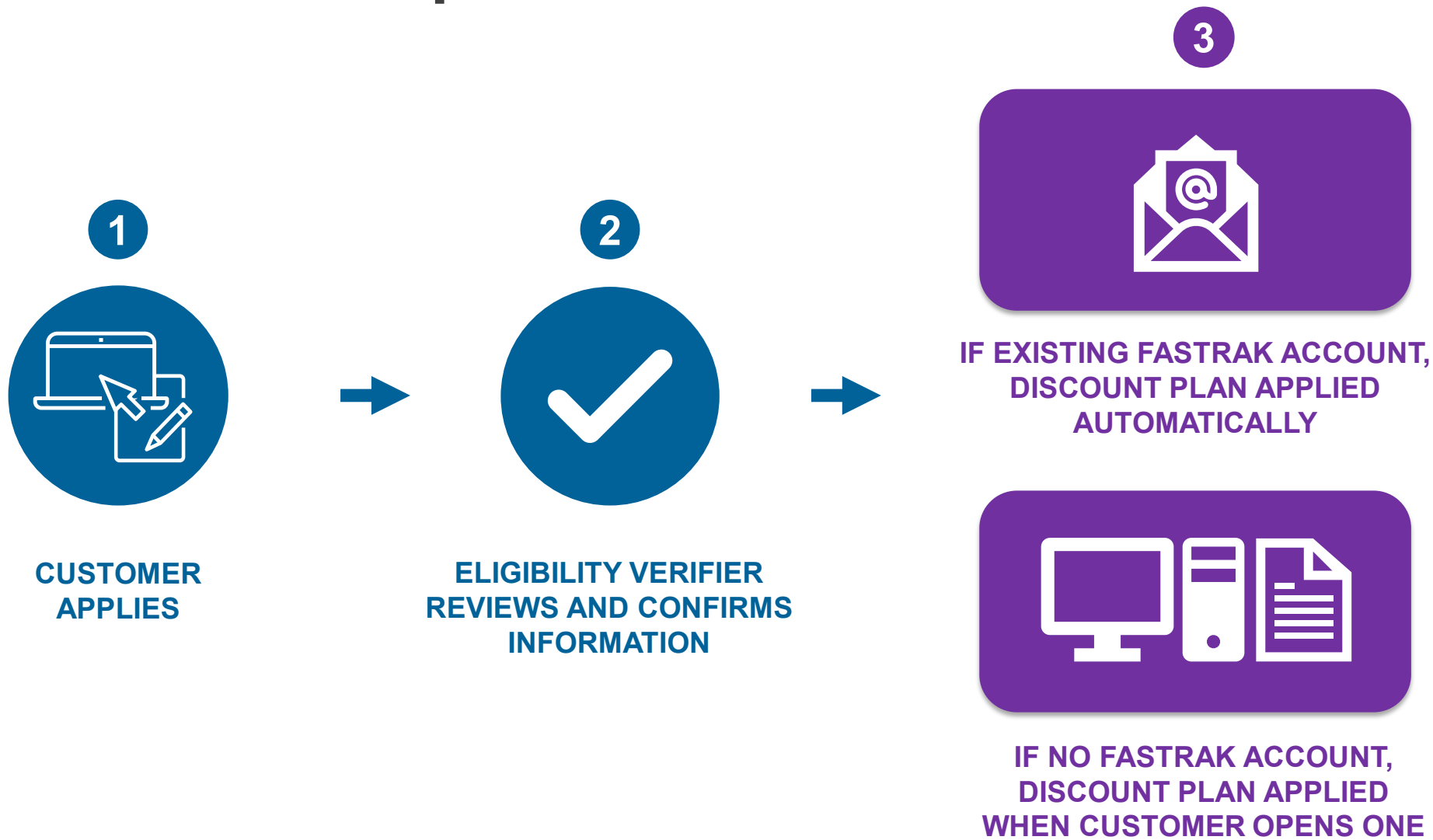


**KEEP A POSITIVE
BALANCE IN
FASTRAK ACCOUNT**

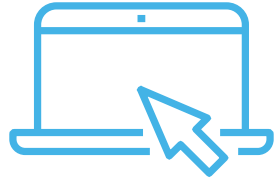


**DRIVE WITH
FASTRAK FLEX TOLL TAG
(DISCOUNT IS AUTOMATIC!)**

Simple enrollment process



How do customers apply?



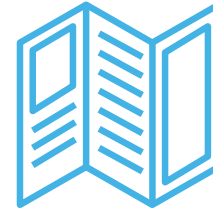
DESKTOP

OR



MOBILE

OR



BROCHURE

Requirements



**PROOF OF
IDENTITY**



**PROOF OF
INCOME**



**BAY AREA MAILING
ADDRESS**



**ANSWER SURVEY
QUESTIONS**

Acceptable documentation — scan or take a photo

PROOF OF IDENTITY (need one)

- ▶ Driver's license
- ▶ State ID Card
- ▶ Passport
- ▶ City ID Card
- ▶ Permanent Resident Card
- ▶ US Military Card
- ▶ Matricula Consular Card



PROOF OF INCOME (need one*)

- ▶ Electronic Benefits Transfer (EBT) or Medi-Cal card
- ▶ SFMTA Lifeline Pass
- ▶ County Benefits Eligibility Letter
- ▶ Tax Form

**if already approved for Clipper START, no need to resubmit proof of income (and vice versa)*


A sample 1040 U.S. Individual Income Tax Return form for the year 2018. The form is filled out with sample data, including a taxpayer's name, address, and income information. It includes sections for "Sign Here" and "Paid Preparer Use Only".

DRAFT Pilot Features & Rationale: Eligibility

Feature	FasTrak	Clipper Start	Customer-Friendly	Other
1. Proof of identify required		✓		
2. No age limit	✓			
3. Proof of income required (below 200% of Federal poverty level; no resubmittal if qualified for Clipper START)		✓		
4. Bay Area mailing address required		✓		
5. Vehicle ownership not required	✓			People may rent or borrow a vehicle
6. Eligibility Verifier confirms applicant information meets eligibility requirements but does not authenticate documentation		✓		

 = Received Advisory Group feedback that could affect draft Concept

DRAFT Pilot Features & Rationale: Toll Policy

Feature	FasTrak	Clipper Start	Customer-Friendly	Other
7. Discount will be TBD% on <u>all tolled trips</u> (SOV, HOV2, CAV)			✓	Easy to message; incentivizes carpools
8. Discount expires after 24 months, unless re-verified		✓		
9. Discount is account-based (applies to all toll tags and license plates linked to an account)	✓		✓	FasTrak managed at household level
10. No limit on number of toll tags per account	✓		✓	
11. Discount given to license plate(s) on file if no toll tag read			✓	Express lanes work this way
12. No discount for non-Bay Area toll tags				Toll tag account/ID not at Bay Area FasTrak
 13. FasTrak statement to show full toll deducted from account and toll discount credited back to account for each trip			✓	Fewer calls to FasTrak; Finance-driven
14. Tag deposit, minimum balance and violation process will be the same for all FasTrak customers	✓			Ease of administration; FasTrak cost-savings

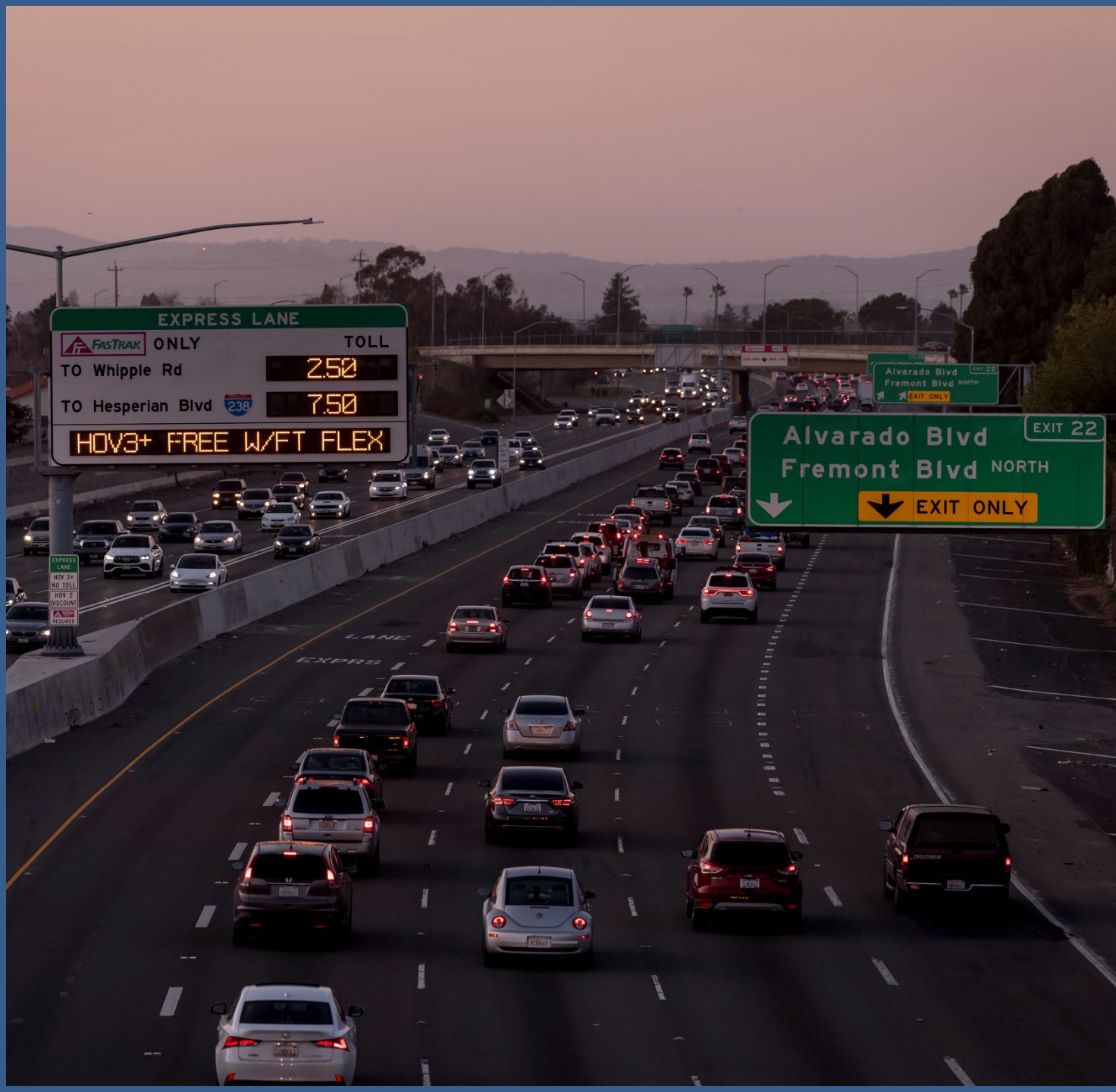
DRAFT Pilot Features & Rationale: Customer Service & Other

Feature	FasTrak	Clipper Start	Customer-Friendly	Other
15. Customer service provided by Eligibility Verifier for application approval and by FasTrak for discount plan activation and toll account			✓	Simple message; minimizes duplication of functionality
16. Existing FasTrak customers can use their existing toll tag(s) as soon as FasTrak activates their discount plan; new FasTrak customers must either get toll tag(s) at 1) Costco or Walgreens before activating their discount plan or 2) FasTrak when activating their discount plan (online, by phone or in-person)	✓			
17. Cash customers can add money to their FasTrak account in person at the FasTrak CSC, by mailing a check or money order to the FasTrak CSC, or at a network of cash payment locations	✓			
18. Program website and materials in English, Spanish and Chinese (possibly Vietnamese)				Per MTC Language Assistance Plan
19. Program staff will monitor unusual account and trip activity periodically via program reports and queries				Simple measures to assess program abuse



Discussion

- What do you like and not like about this concept and why?
- How do you think potential low-income customers would perceive this concept?
- Is there anything missing from this concept?
- Are there parts of this concept that this committee would like to explore in more detail and why?



DRAFT Evaluation Plan: FastTrak[®] STARTSM Pilot on I-880 Express Lanes

Policy Advisory Council
Equity & Access Subcommittee
July 9, 2021

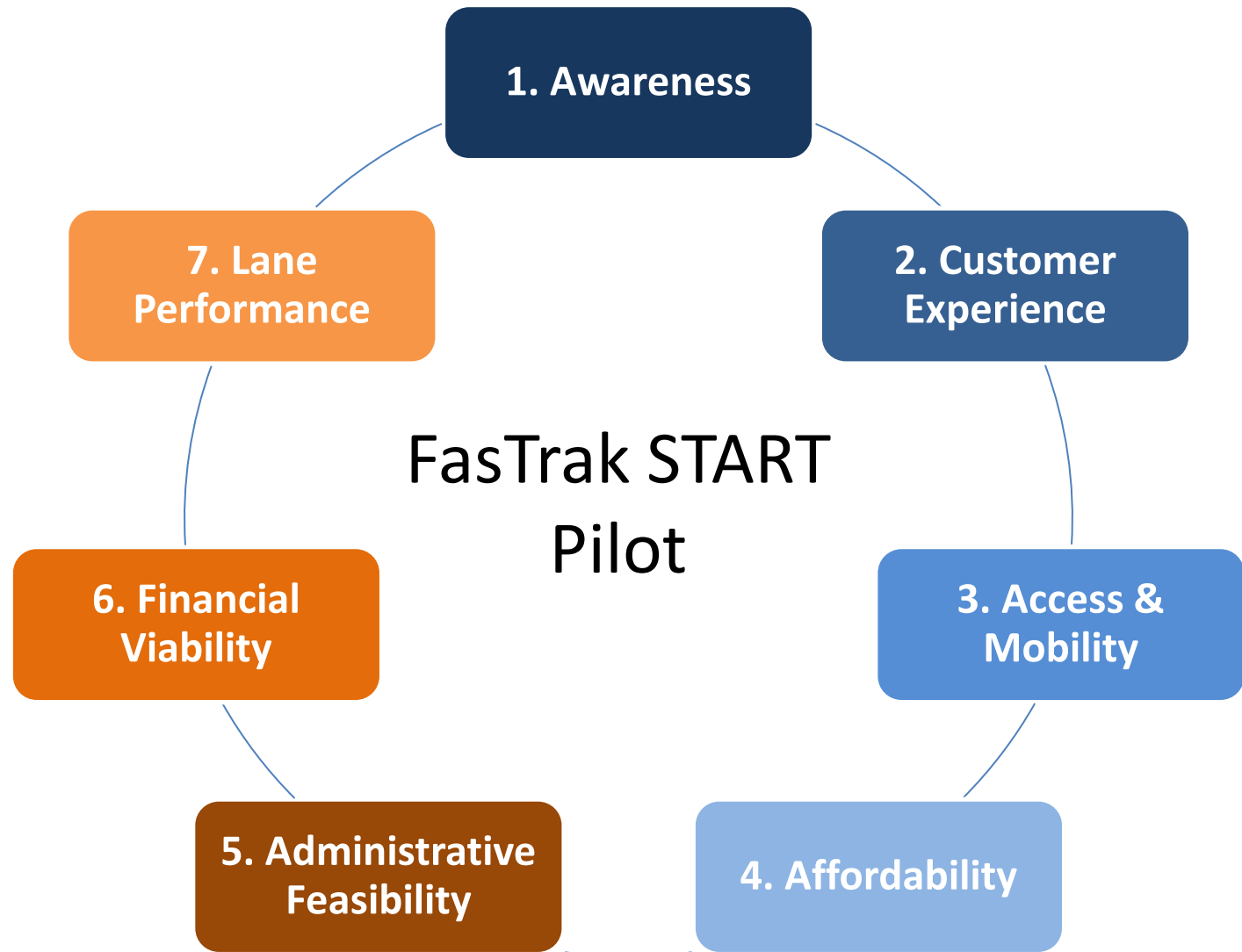
BAIFA
BAY AREA INFRASTRUCTURE
FINANCING AUTHORITY



**BAY AREA
EXPRESS LANES**

DESIRED OUTCOMES

Can discounted toll lanes improve mobility and well-being for low-income residents?



OUTCOMES #1 - #4

Awareness

- Enrollment numbers
- Information sources
- Participant demographics

Customer Experience

- Enrollment process
- Program explanation
- Understanding FasTrak
- Understanding express lanes

Access & Mobility

- Access to opportunities
- Trip-making

Affordability

- Participant transportation costs
- Participant price sensitivity
- Value for the cost
- Impact on tolls

OUTCOME #5 - #7

Administrative Feasibility

- Participant engagement
- Measurement
- Staffing needs
- Security
- FasTrak CSC impacts
- Other

Financial Viability

- Costs of program expansion
- Sustainable revenue impact

Lane Performance

- How did the pilot impact Express & General-purpose lanes
 - Usage?
 - Speed?
 - Trip types?
 - Tolls?
- How would program expansion impact express lane performance?

CUSTOMER-FOCUSED DATA SOURCES

	Awareness	Customer Experience	Access + Mobility	Affordability
Enrollment Data	X	X	X	X
Surveys	X	X	X	X
Focus Groups	X	X	X	X
Pilot Staff & Stakeholder Input	X	X		
Toll System Data		X	X	X

#1 AWARENESS

Metric	Source	Clipper START
# of applicants	Enrollment data	✓
# of approved participants by demographics & geography	Enrollment data	✓
% of participation from potential customer base (estimated)	Enrollment data & agency ridership	✓
Customer input on how they learned about the program	Enrollment data	✓
Community awareness	CBO & partner agency interviews Media coverage statistics	✓

#2 CUSTOMER EXPERIENCE

Metric	Source	Clipper START
Application process, using FasTrak, using Express Lanes and managing FasTrak accounts	Surveys & focus groups	✓
Program value	Surveys & focus groups	✓
% complete vs. incomplete applications	Enrollment data	✓
# of tolled trips made	Toll system data	
FasTrak account management	Toll system data	
CBO & partner agency input	Interviews	✓

#3 ACCESS & MOBILITY

Metric	Source	Clipper START
Trip patterns (frequency of use; time of day/day of week; length; origin by zip; demographics)	Toll system & enrollment data	✓
Trips otherwise not taken Express lane use otherwise not used	Surveys & focus groups	✓
New destinations accessed	Surveys & focus groups	✓
Impact on mode choice	Surveys & focus groups	✓
Difference in time needed to make trips	Surveys & focus groups	✓

#4 AFFORDABILITY

Metric	Source	Clipper START
Before/after transportation costs and behavior	Surveys	✓
Other costs & savings from participation (penalties/fees; foregone trips; time)	Surveys	✓
Cost savings (avg. tolls paid; total tolls paid vs. discount tolls paid)	Toll system data	
Price sensitivity (trip volumes by toll level)	Toll system data	
Ability to pay discounted tolls (accounts in good standing; credit card vs. cash)	Toll system data	
Before/after toll price comparison	Toll system data	

SURVEYS & FOCUS GROUPS



Enrollment	1 month after enrollment	Pilot Month 4	Pilot Month 10	End of Pilot
Application survey Baseline survey	Early pilot survey	Focus Group #1	Pilot Staff & CBO Interviews	Final survey Focus Group #2
Topics				
<ul style="list-style-type: none"> • Demographics • Awareness • Baseline travel 	<ul style="list-style-type: none"> • Application process • FasTrak experience 	<ul style="list-style-type: none"> • Application process • FasTrak experience • Awareness • Value perception 	<ul style="list-style-type: none"> • Administration • Customer processes and experience 	<ul style="list-style-type: none"> • Travel patterns (opportunity; quality of life) • Behavior change • Costs (affordability) • FasTrak & Express Lane experience • Value
Engagement:				
<ul style="list-style-type: none"> • Applications • Optional Apps • Acceptance email link 	<ul style="list-style-type: none"> • Opt-in population survey 	<ul style="list-style-type: none"> • Opt-in population recruitment • Acceptance email link • SSA network 	<ul style="list-style-type: none"> • Appointments 	<ul style="list-style-type: none"> • Opt-in population survey • Opt-in population recruitment

DISCUSSION

- Is MTC asking the right questions to evaluate this pilot?
- Does MTC's plan include the necessary data sources?
- What are your concerns and suggestions?

Contact

Barbara Laurenson

415.778.5249

blaurenson@bayareametro.gov



FasTrak[®] STARTSM Pilot: Customer Research Update

Policy Advisory Council Equity & Access Subcommittee

July 9, 2021

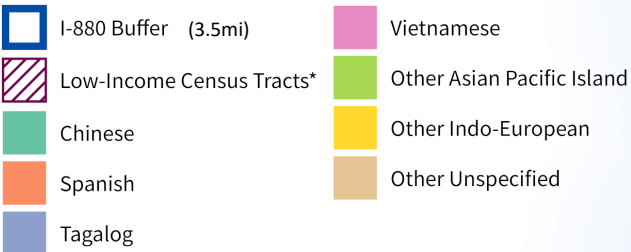
Recruitment

- Low Income
- Household size
- Drives 880
- Banked vs. unbanked
- Housed vs. unhoused
- Race
- Gender
- Age
- Multilingual
- Employed vs. not employed
- FasTrak vs No FasTrak

Multilingual Engagement & Outreach

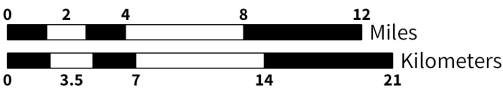
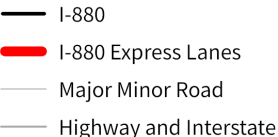
FasTrak START Means-Based Toll Discount Pilot

San Francisco Limited English Proficiency Population and Language Spoken at Home

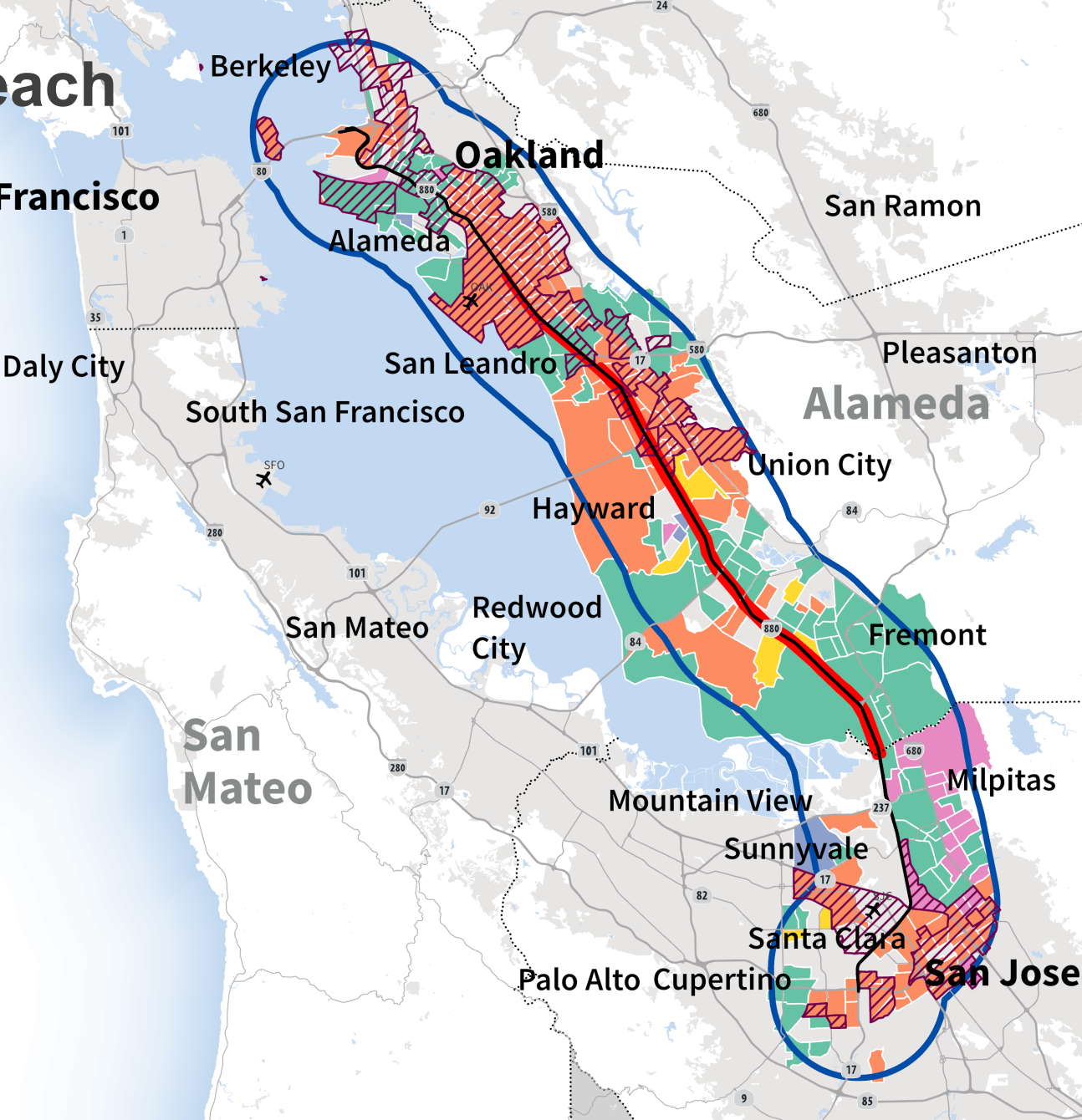


*A Low-Income Tract is any tract where the share of the population earning less than 200% of the Federal Poverty Level (FPL) is greater than 28% of the total population for whom poverty status is determined. This threshold was set as part of MTC's 2020 Communities of Concern Framework update.

REGIONAL TRANSPORTATION



Source: TomTom North America (2019);
American Community Survey 5-Year Estimates (2014-2018)
Map Author: JC, March 2021



Focus Group 1a: Low-Income Individuals with FasTrak

- Background on express lanes and pilot program
- Your FasTrak experience
 - Benefits, how funding, challenges, violations
- Eligibility rules for discount
 - Income, Bay Area, household participation, discount amount
- Application rules
 - Proof of ID, proof of income, how to apply
- Barriers to applying

Focus Group 1b: Low-Income Individuals without FasTrak

- Background on express lanes, FasTrak and pilot program
- Why don't you have FasTrak?
 - Awareness, don't need, deposit high, balance high
- Eligibility rules for discount
 - Income, Bay Area, household participation, discount amount
- Application rules
 - Proof of ID, proof of income, how to apply
- Barriers to applying

Focus Group 2: Low-Income Individuals with and without FasTrak

- Background on express lanes, FasTrak and pilot program
- Toll discount
 - Stacking, amounts, priorities (e.g., solo drivers with FasTrak discount vs. carpool discounts)
- Travel patterns
 - Use of 880, use of express lanes, benefits of express lanes
- Outreach
 - Sources of information, effective outreach methods, use of various platforms

Town Hall with Low-Income Individuals

- Town hall format with phone participation
- Recruit from pre-existing list targeted to our audience(s)
- Simultaneous translation
- Cover similar questions as other focus groups

Focus Group 3: Community-based organizations

- Background on express lanes and pilot program
- Equity statement
 - Definition (may be homework assignment)
- Evaluation plan
 - Review 4 customer-oriented goals
 - What do goals mean?
 - How to measure if they are met?
 - Which goals are most important?
 - How to collect data?

Timeline

Date(s)	Activity
July 13, 14 and 15	Focus Groups 1a, 1b and 2
July 14	Telephone Town Hall
Late July	Focus Group 3

Metropolitan Transportation Commission
Policy Advisory Council Equity & Access Subcommittee

July 9, 2021

Agenda Item 5

Active Transportation Plan

Subject: Introduction of the Active Transportation Plan (AT Plan), the stakeholder engagement process, and collection of input on draft vision, goals, targets and equity principles/metrics.

Background: The AT Plan will serve as a blueprint to strategically guide investments in active transportation infrastructure, as well as regional policy development and implementation. It supports the Plan Bay Area 2050 strategy to build a Complete Streets Network and helps to meet Plan Bay Area 2050 mode shift, safety, equity, health, resilience and climate goals.

Key elements of the AT Plan include:

- Development of a regional active transportation network, a Plan Bay Area Blueprint strategy that builds off adopted state, regional, county, and local bicycle / pedestrian / trail plans;
- Policy and program analysis, updated with an equity and Vision Zero focus, including the review and update of MTC's Complete Streets Policy (MTC Resolution No. 3765);
- Funding assessment to identify the constraints and potential future funding scenarios to build-out a regional active transportation network and implement the Plan;
- Creation of a prioritized 5-Year Implementation Plan, in coordination with Plan Bay Area's Implementation Plan, that will include actions to support active transportation in response to Covid-19 pandemic-related transportation needs.

AT Plan slides to guide discussion at your meeting are attached. Similar materials were presented to stakeholders in June and their feedback has been incorporated into the vision, mission, principles and targets. Staff will attend your July 9 meeting to discuss and seek input on key elements of the AT Plan outlined in the presentation.

Attachments: Attachment A: PowerPoint



METROPOLITAN TRANSPORTATION COMMISSION

REGIONAL ACTIVE TRANSPORTATION PLAN

July 9, 2021

Policy Advisory Council Equity & Access Subcommittee



AGENDA

- Project Status Update
- Equity Discussion
- Draft Vision, Goals, and Targets
- Complete Streets Policy Update
- Stakeholder Engagement Plan



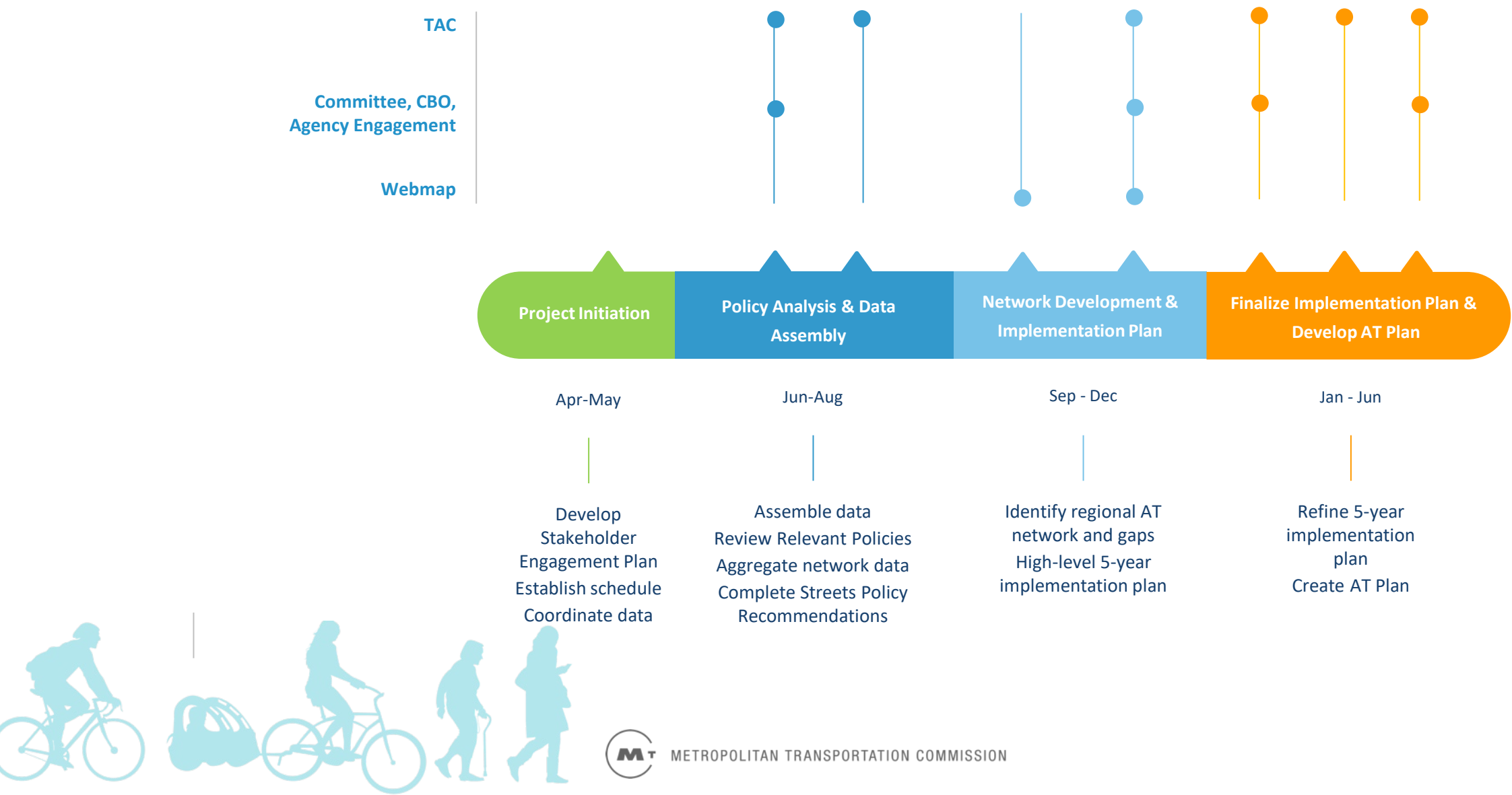
Implement the Plan



- 3



AT Plan Timeline



Centering Racial Equity in Planning

- Key Definitions
- Historical Context
- Current Impacts
- Questions/Discussion



Key Definitions

DIVERSITY

EQUITY

RACE



A group,
setting, or
workplace can
be diverse *but*
not inclusive.

INCLUSION

JUSTICE

RACISM



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HISTORICAL CONTEXT

*FHA Loans/
Redlining*

*Policing/Judicial
System*

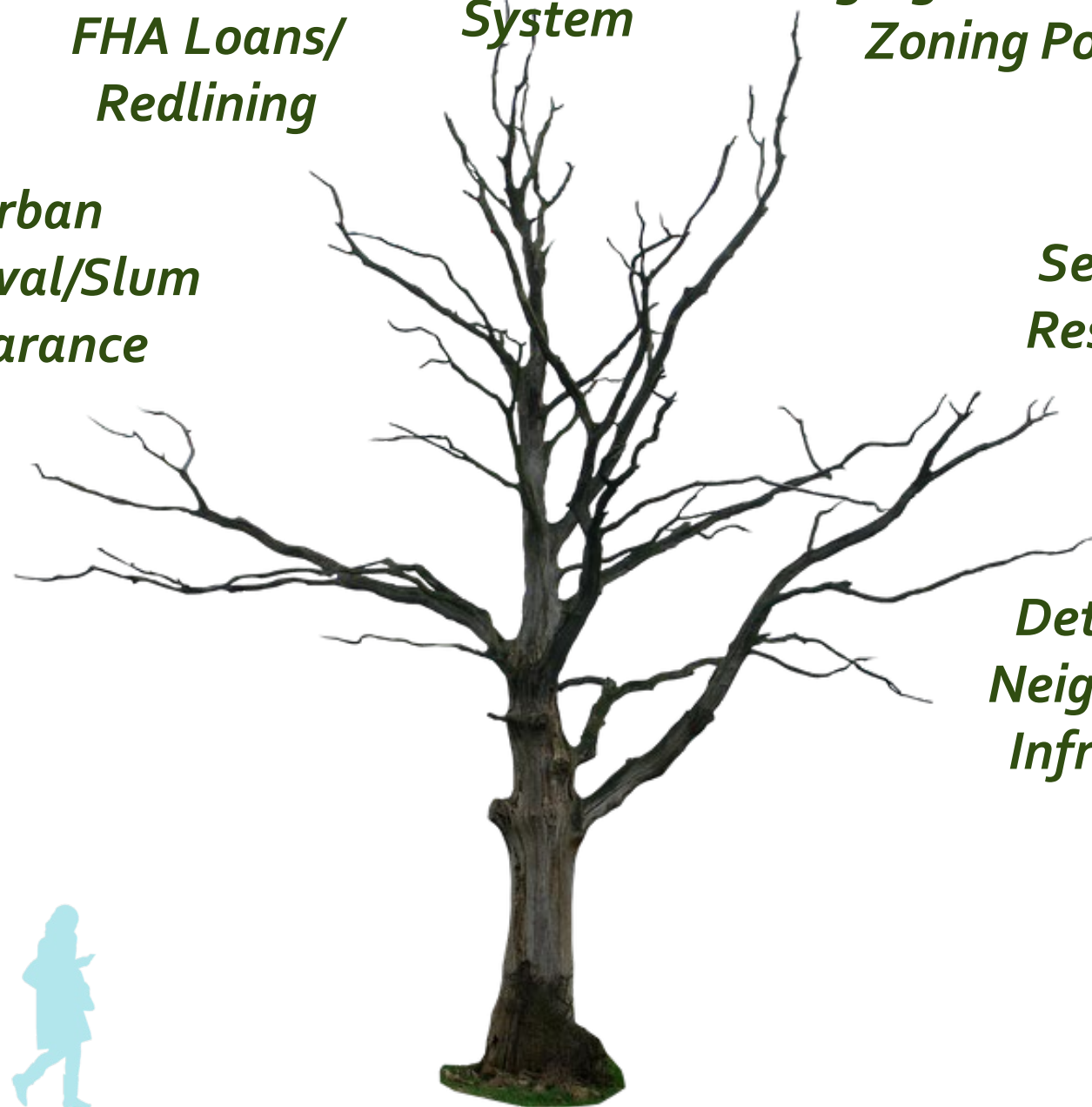
*Segregation through
Zoning Policy*

*Urban
Renewal/Slum
Clearance*

*Segregation through
Restrictive Covenants*

*Federal
Highways
Act*

*Deteriorating
Neighborhoods/
Infrastructure*



DISCUSSION








In what ways can we measure equity in the AT Plan?



Draft Vision, Goals & Targets

Plan Bay Area



CROSS-CUTTING THEMES	RESILIENCE AND EQUITY
Vision	To ensure by the year 2050 that the Bay Area is affordable, connected, diverse, healthy and vibrant for all.
GUIDING PRINCIPLE	DESCRIPTION
 AFFORDABLE	All Bay Area residents and workers have sufficient access to housing options they can afford – households are economically secure.
 CONNECTED	An expanded, well-functioning, safe and multimodal transportation system connects the Bay Area – fast, frequent and efficient intercity trips are complemented by a suite of local transportation options, connecting communities and creating a cohesive region.
 DIVERSE	The Bay Area is an inclusive region where people from all backgrounds, abilities, and ages can remain in places with access to the region's assets and resources.
 HEALTHY	The region's natural resources, open space, clean water and clean air are conserved – the region actively reduces its environmental footprint and protects residents from environmental impacts.
 VIBRANT	The Bay Area region is an innovation leader, creating job opportunities for all and ample fiscal resources for communities.

Draft Vision, Goals & Targets

Draft AT Plan Vision:

- We envision a Bay Area where people can actively enjoy safe, accessible and connected streets and paths.

Draft Mission Statement:

- Maintain, expand and connect pedestrian bicycle/micromobility facilities and programs through planning, coordinating and funding. Invest in quality sidewalks, crosswalks, micromobility lanes and paths that provide inclusive transportation and recreation opportunities for people from all backgrounds, abilities and ages to enjoy, especially those who live in Equity Priority Communities.



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What Do You Think?

AT Plan Draft Stakeholder Engagement

Partnerships with Community-Based Organizations

- Acterra (Palo Alto)
- Green Hive (Vallejo)
- Sound of Hope Radio Network (San Francisco)
- Community Resources for Independent Living (Hayward)
- West Oakland Environmental Indicators Project (Oakland)*
- Sacred Heart Community Services (San Jose)*

* invited



Immediate Next Steps:

AT Plan:

- **Policy Advisory Council, July 14**

- Continue Executing Stakeholder Engagement Plan
- Develop Draft AT Network Criteria
- Complete Policy Analysis
- Develop CS Policy Recommendations

