



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

Meeting Agenda

Policy Advisory Council

Wednesday, March 8, 2017

1:30 PM

Board Room - 1st Floor

This meeting is scheduled to be webcast live on the Metropolitan Transportation Commission's Website: <http://mtc.ca.gov/whats-happening/meetings>.

1. [17-2282](#) Welcome

Action: Information
Presenter: Randi Kinman, Council Chair
2. [17-2283](#) Roll Call / Confirm Quorum

Quorum: A quorum of this council shall be a majority of its regular voting members (14).
3. [17-2284](#) Approval of February 8, 2017 Meeting Minutes
(5 minutes)

Action: Approval
Presenter: Randi Kinman, Council Chair

Attachments: [03_February_8_2017_Draft_Minutes.pdf](#)
4. [17-2285](#) Subcommittee Reports
(5 minutes)

The subcommittee may refer an item from its agenda to the full Council for action at its next meeting if needed.

Action: Information
Presenter: Jim Blacksten, Subcommittee Chair

5. [17-2240](#) Plan Bay Area 2040 - Action Plan Process - Update
(60 minutes)
- Discussion of the Plan Bay Area 2040 “Action Plan,” including presentation of a draft outline.
- Action:** Information
- Presenter:** Matt Maloney and Kristen Villanueva, MTC
- Attachments:** [05_PBA_2040_Action_Plan_Process_Update.pdf](#)
6. [17-2287](#) Update: Plan Bay Area 2040 Public Engagement - Release of Draft Plan, Spring 2017
(30 minutes)
- Briefing on plans for public open houses and other public comment opportunities timed to coincide with release of Draft Plan Bay Area 2040 document and companion Draft Environmental Impact Report in spring 2017.
- Action:** Information
- Presenter:** Ursula Vogler
- Attachments:** [06_PBA_2040_Public_Engagement_Spring'2017.pdf](#)
7. [17-2288](#) Staff Liaison Report - March 2017
(5 minutes)
- Relevant MTC policy decisions and other activities.
- Action:** Information
- Presenter:** Pam Grove, MTC Staff Liaison
- Attachments:** [07_Staff_Liaison_Report_March'2017.pdf](#)
8. [17-2289](#) Council Member Reports
(5 minutes)
- Members of the Council may report on locally relevant issues or events.
- Action:** Information
- Presenter:** Randi Kinman, Council Chair

9. [17-2290](#) New Business
 (5 minutes)

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

Action: Discussion

Presenter: Randi Kinman, Council Chair

10. Public Comments / Other Business

11. Adjournment / Next Meeting

The next meeting of the Policy Advisory Council will be held Wednesday, April 12, 2017 at 1:30 p.m. at the Bay Area Metro Center, 375 Beale Street, San Francisco, CA.

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 Titulo 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.



Metropolitan Transportation Commission

375 Beale Street, Suite 800
San Francisco, CA 94105

Legislation Details (With Text)

File #: 17-2282 **Version:** 1 **Name:**

Type: Report **Status:** Informational

File created: 1/31/2017 **In control:** Policy Advisory Council

On agenda: 3/8/2017 **Final action:**

Title: Welcome

Sponsors:

Indexes:

Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
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Subject:
Welcome

Presenter:
Randi Kinman, Council Chair

Recommended Action:
Information



Metropolitan Transportation Commission

375 Beale Street, Suite 800
San Francisco, CA 94105

Legislation Details (With Text)

File #:	17-2283	Version:	1	Name:	
Type:	Report	Status:		Informational	
File created:	1/31/2017	In control:		Policy Advisory Council	
On agenda:	3/8/2017	Final action:			
Title:	Roll Call / Confirm Quorum				

Quorum: A quorum of this council shall be a majority of its regular voting members (14).

Sponsors:

Indexes:

Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
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Subject:

Roll Call / Confirm Quorum

Quorum: A quorum of this council shall be a majority of its regular voting members (14).



Metropolitan Transportation Commission

375 Beale Street, Suite 800
San Francisco, CA 94105

Legislation Details (With Text)

File #: 17-2284 **Version:** 1 **Name:**
Type: Minutes **Status:** Committee Approval
File created: 1/31/2017 **In control:** Policy Advisory Council
On agenda: 3/8/2017 **Final action:**
Title: Approval of February 8, 2017 Meeting Minutes
(5 minutes)
Sponsors:
Indexes:
Code sections:
Attachments: [03 February 8 2017 Draft Minutes.pdf](#)

Date	Ver.	Action By	Action	Result
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Subject:
Approval of February 8, 2017 Meeting Minutes
(5 minutes)

Presenter:
Randi Kinman, Council Chair

Recommended Action:
Approval

Attachments



Metropolitan Transportation Commission

Meeting Minutes - Draft

Policy Advisory Council

Agenda Item 3

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

Wednesday, February 8, 2017

1:30 PM

Board Room - 1st Floor

1. [17-2144](#) Welcome

Action: Information

Presenter: Randi Kinman, Council Chair

2. [17-2145](#) Roll Call / Confirm Quorum

Quorum: A quorum of this council shall be a majority of its regular voting members (14).

Present: 15 - Chair Kinman, Vice Chair Castellanos, Baker, Blacksten, Burnett, Din, Fearn, Fang, Chaudhary, Hernandez, Lane, Lee, Levine, Malekafzali and Pechner

Excused: 8 - Armenta, Glover, Hedges, Kaufman, Murray, Schweng, Talansky and Wolf

Absent: 3 - Clary, Florez and Nicholson

3. [17-2146](#) Approval of December 6, 2016 Meeting Minutes
(5 minutes)

Action: Approval

Presenter: Randi Kinman, Council Chair

Upon the motion by Vice Chair Castellanos and seconded by Pechner, this Minutes was adopted. The motion carried by the following vote:

Aye: 10 - Vice Chair Castellanos, Blacksten, Fearn, Fang, Chaudhary, Hernandez, Lane, Lee, Levine and Malekafzali

Absent: 11 - Armenta, Clary, Florez, Glover, Hedges, Kaufman, Murray, Nicholson, Schweng, Talansky and Wolf

Abstain: 5 - Chair Kinman, Baker, Burnett, Din and Pechner

4. [17-2147](#) Subcommittee Reports
(5 minutes)

The subcommittee may refer an item from its agenda to the full Council for action at its next meeting if needed.

Action: Information

Presenter: Jim Blacksten, Subcommittee Chair

5. [17-2160](#) Vital Signs Update - Winter 2017
(40 minutes)

Overview of the latest regional land use and economic performance trends, as well as new performance indicators related to social equity.

Action: Information

Presenter: Dave Vautin, MTC Staff

6. [17-2149](#) FY 2016-17 through FY 2019-20 Transit Capital Priorities Program
(30 minutes)

Overview of the regional TCP programming policy and the proposed four-year \$3.5 billion program of projects.

Action: Information

Presenter: Rob Jaques and Glen Tepke, MTC Staff

Jerry Grace was called to speak.

7. [17-2239](#) Update on the MTC / ABAG Staff Consolidation Effort
(20 minutes)

Briefing on the status of the consolidation of MTC and ABAG staffs, to date, at the request of a few of the Policy Advisory Council members.

Action: Information

Presenter: Alix Bockelman, MTC

8. [17-2150](#) Staff Liaison Report - February 2017
(5 minutes)

Relevant MTC policy decisions and other activities.

Action: Information

Presenter: Leslie Lara, MTC Staff

9. [17-2151](#) Council Member Reports
(5 minutes)

Members of the Council may report on locally relevant issues or events.

Action: Information

Presenter: Randi Kinman, Council Chair

10. [17-2152](#) New Business
(5 minutes)

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

Action: Discussion

Presenter: Randi Kinman, Council Chair

11. Public Comments / Other Business

Edward Mason was called to speak.

12. Adjournment / Next Meeting

The next meeting of the Policy Advisory Council will be held Wednesday, March 8, 2017 at 1:30 p.m. at the Bay Area Metro Center, 375 Beale Street, San Francisco, CA.



Metropolitan Transportation Commission

375 Beale Street, Suite 800
San Francisco, CA 94105

Legislation Details (With Text)

File #:	17-2285	Version:	1	Name:	
Type:	Report	Status:		Informational	
File created:	1/31/2017	In control:		Policy Advisory Council	
On agenda:	3/8/2017	Final action:			
Title:	Subcommittee Reports (5 minutes)				

The subcommittee may refer an item from its agenda to the full Council for action at its next meeting if needed.

Sponsors:

Indexes:

Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
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Subject:

Subcommittee Reports
(5 minutes)

The subcommittee may refer an item from its agenda to the full Council for action at its next meeting if needed.

Presenter:

Jim Blacksten, Subcommittee Chair

Recommended Action:

Information

Attachments



Metropolitan Transportation Commission

375 Beale Street, Suite 800
San Francisco, CA 94105

Legislation Details (With Text)

File #:	17-2240	Version:	1	Name:	
Type:	Report	Status:		Informational	
File created:	1/12/2017	In control:		Policy Advisory Council	
On agenda:	3/8/2017	Final action:			
Title:	Plan Bay Area 2040 - Action Plan Process - Update (60 minutes)				

Discussion of the Plan Bay Area 2040 "Action Plan," including presentation of a draft outline.

Sponsors:

Indexes:

Code sections:

Attachments: [05_PBA_2040_Action_Plan_Process_Update.pdf](#)

Date	Ver.	Action By	Action	Result
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Subject:

Plan Bay Area 2040 - Action Plan Process - Update
(60 minutes)

Discussion of the Plan Bay Area 2040 "Action Plan," including presentation of a draft outline.

Presenter:

Matt Maloney and Kristen Villanueva, MTC

Recommended Action:

Information

Attachments



**METROPOLITAN
TRANSPORTATION
COMMISSION**

Agenda Item 5

Bay Area Metro Center
375 Beale Street, Suite 800
San Francisco, CA 94105
415.778.6700
www.mtc.ca.gov

TO: Policy Advisory Council

DATE: March 1, 2017

FR: Matt Maloney, Kristen Villanueva, MTC;

W.I. 1114

Duane Bay, ABAG

RE: Plan Bay Area 2040 - Action Plan Process - Update

Policy Advisory Council Agenda Item 5 on Plan Bay Area 2040 - Action Plan Process - Update is attached as packet items directly from this month's Regional Advisory Working Group meeting packet.

MTC and ABAG Planning staff will be at your March 8 meeting to discuss the Plan Bay Area 2040 - Action Plan Process - Update. The Regional Advisory Working Group will be held March 7, 2017.

Attachment



Agenda Item 2

TO: Regional Advisory Working Group

DATE: February 28, 2017

FR: Matt Maloney, Kristen Villanueva, MTC; Duane Bay, ABAG

RE: Plan Bay Area 2040 – Action Plan Process – Update

In November 2016, the MTC Commission and the ABAG Executive Board approved the Final Preferred Scenario for Plan Bay Area 2040. Concurrently, they also approved the creation of an Action Plan to “identify concrete near- and medium-term action items for MTC, ABAG, and other stakeholders to make meaningful progress on the Plan’s performance targets.” In February, staff initiated a conversation regarding the Action Plan with the Regional Advisory Working Group. This memo summarizes what we heard and presents a draft outline for consideration.

Summary of Comments from February RAWG

At the February 7th meeting of RAWG, staff presented an overview of potential topic areas for the Action Plan. Below is a summary of what we heard.

- Overarching principles:
 - The housing crisis (including production, affordability, and displacement) should be a primary focus.
 - The Plan should strive for a targeted, prioritized, and implementable list - 3 to 5 actions is ideal.
 - Actions should reflect the diversity of the region’s cities and the decisions made by local voters.
 - The Plan should largely focus on local and regional, and state actions.
- Housing-specific comments:
 - While most transportation funding sources are a poor fit for direct housing subsidies, some sources could be used to incentivize and/or reward local housing performance, including the development of affordable housing near transit.
 - It is important to develop a strategy to raise funding for housing, to close the gap due to the loss of redevelopment (estimated at \$250 million per year in the Bay Area).
 - Accelerate housing data collection, policy research, and regional and local partnerships to crystallize regional planning and investment priorities around housing.
- Additional comments:
 - Economic development and workforce development should be elevated in the discussion around an Action Plan.
 - There is an overall concern around how the upcoming CASA effort will intersect with the timeline for the Action Plan

Status update from Plan Bay Area (2013)

As a starting point for the Action Plan, staff have summarized the actions from Plan Bay Area (2013) as described in the “A Plan to Build On” chapter. Staff have also documented status updates for each component. More detail is included in **Attachment A**. Much of this work remains on-going and will continue after the adoption of Plan Bay Area 2040. Below is a summary of these status updates by topic area.

PBA (2013) Topic	Status as of February 2017
Housing	<ul style="list-style-type: none"> Awarded 51 PDA Planning grants to-date, which have increased zoning for 70,000 housing units, 110,000 jobs and 26 million sq. ft. of commercial development Adopted new OBAG framework in 2016 to increase incentives and direct investments for affordable housing Convened regional committees for housing: Housing Forum, Housing Subcommittee of the Regional Planning Committee, and the upcoming Committee for Affordable and Sustainable Accommodations (CASA)
Economic Prosperity	<ul style="list-style-type: none"> Completed the regional <i>Prosperity Plan</i> and awarded \$4 million in HUD grants for pilot projects and research Established a Megaregional Working Group with the executive staff and Board members of MTC, SJCOG, and SACOG Completed goods movement plans for Alameda County and the Bay Area Undergoing development of an Economic Development District for the Bay Area
Air Quality and GHG	<ul style="list-style-type: none"> Completed <i>Planning Healthy Places</i> guidance in 2016 Continued funding and evaluation of the Climate Initiative Program, which has included programming of \$125 million to-date
Technology	<ul style="list-style-type: none"> Initiated a Future Mobility Research Program to develop a framework for the role of the public sector related to emerging transportation technologies Started a connected and automated vehicle (CAV) program with plans to pursue pilot deployments and technical assistance programs
Resiliency	<ul style="list-style-type: none"> Evaluated vulnerability to sea level rise: Adapting to Rising Tides program (started in 2010), Stronger Housing Safer Communities Manual (2014), and an assessment of infrastructure vulnerability along the Alameda County coastline. Upwards of \$7 million recently awarded to the Bay Area through a Caltrans planning grant and a Rockefeller Foundation grant for the Resilient by Design Challenge
Legislation Advocacy	<ul style="list-style-type: none"> MTC and ABAG have supported CEQA modernization and have created an online guide to CEQA streamlining provisions MTC strongly supports recently introduced bills to increase revenues for transportation at the state level

Draft Action Plan Outline for Plan Bay Area 2040

Staff proposes the Action Plan to cover 3 topics, with 3-5 recommendations each. **Attachment B** briefly describes these issue areas and presents some potential, broad actions.

- Housing
- Economic Development
- Resilience

While this initial list of topics does not cover all potential focus areas, the adopted Plan Bay Area 2040 preferred scenario and investment strategy includes a forecasted development pattern, continues the PDA and PCA framework, and invests over \$300 billion in various transportation improvements around the region. Thus, the Action Plan focuses on areas where the Plan is moving off-course, and/or areas where near-term action is needed for the region to proactively address existing or rapidly emerging issues.

Next Steps

Staff requests feedback from the RAWG on the draft outline of the Action Plan, including suggestions for more detailed actions that staff can describe in the Action Plan. Staff anticipates sharing the first draft of the Action Plan at the April meeting of the RAWG.

March RAWG – discussion of the draft Action Plan outline

April RAWG – discussion of Plan Bay Area 2040 document, which will include the Action Plan chapter.

April ABAG Regional Planning Committee – discussion of Plan Bay Area 2040 document, including Action Plan.

April through late May - Public comment period (hearings and open houses will be held during this period)

June - Presentation of outreach feedback received

Late summer - certify/adopt final Plan (including Action Plan) and EIR

Attachments:

- Attachment A: Plan Bay Area (2013) Actions and Status Update
- Attachment B: Plan Bay Area 2040 Draft Action Plan Outline
- Attachment C: Comment Letter

MM:kv

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Attachment A. Summary of "A Plan to Build On" from Plan Bay Area (2013)

Topic From PBA (2013)	Issue/Description From PBA (2013)	Actions From PBA (2013)	Implementing Agencies	Status As Of February 2017
A Vibrant Economy				
Improve Permitting Process	Lengthy entitlement processes can impede infill development, which increases housing prices and hinders the region's ability to provide affordable housing.	<ul style="list-style-type: none"> Implement specific plans, neighborhood-appropriate parking requirements, expedited permit processing, and programmatic EIRs that eliminate the need for individual project EIRs. Fund PDA planning grants and provide technical assistance. 	Local Jurisdictions, ABAG, MTC, State Legislature	MTC has awarded 51 PDA Planning grants to-date, with an emphasis on Specific Plans tied to a programmatic EIRs. Adopted plans have resulted in zoning for over 70,000 housing units, 110,000 jobs and 26 million sq. ft. of commercial development. ABAG and MTC have also supported CEQA modernization through SB 743 and have created an online guide for utilizing CEQA streamlining provisions. http://planbayarea.org/resources/CEQA-Streamlining-Opportunities.html ABAG has also organized a Regional Planning Committee Subcommittee on Entitlement Efficiency.
Improve the Bay Area's Economic Prosperity	The Bay Area economy has been cyclical over the last 20 years and requires a cohesive strategy for sustaining a healthy economy for all workers.	<ul style="list-style-type: none"> Complete the Bay Area Prosperity Plan and award \$2 million in grants to pilot projects that expand economic opportunities for low- and moderate-income workers and improve housing affordability near transit. 	MTC, ABAG, grant recipients	The Prosperity Plan and associated pilot projects and research were completed in 2015. Upwards of \$4 million in grants were ultimately awarded. Results of this plan have informed the emphasis on affordable housing and displacement in OBAG and the PBA update. It has also informed the middle wage jobs focus within the regional agencies' economic development platform.
Link Housing, Transportation and Economic Development	Housing and transportation investments influence the regional economy and the regional agencies should better understand the link between housing, transportation and economic development.	<ul style="list-style-type: none"> Conduct an economic impact assessment on the Plan with recommendations for integrating long-range planning with regional economic development. Develop land use guidelines for growing industries, as well as place-based strategies to support the growth of different types of PDAs and job centers. 	MTC and ABAG	An economic impact assessment for future regional plans was completed in 2013. Since mid-2016, ABAG committees have been discussing forming a Regional Economic Development District and developing Priority Production Areas (PPAs), locally designated zones for the retention of industrially-zoned land, for the next RTP/SCS. This work is underway.
Inter-Regional Coordination	The Bay Area is closely connected with its adjacent counties, requiring more coordinated planning and more coordination between state and local investment strategies.	<ul style="list-style-type: none"> Advance coordinated planning and modeling efforts with neighboring MPOs such as SJCOG, SACOG, and AMBAG. 	MTC, ABAG, SJCOG, SACOG, AMBAG	Executive Directors and Commissioners of MTC, the San Joaquin Council of Governments (SJCOG), and the Sacramento Council of Governments (SACOG) formed a Megaregional Working Group in 2016 that is now meeting quarterly. Planners at MTC, SJCOG, SACOG and the Association of Monterey Bay Area Governments (AMBAG) are currently collaborating on a Megaregional Goods Movement Study that will be completed in 2018. ABAG planners have met with SJCOG planners approximately yearly to share forecast methodologies and results.

Attachment A. Summary of "A Plan to Build On" from Plan Bay Area (2013)

Topic From PBA (2013)	Issue/Description From PBA (2013)	Actions From PBA (2013)	Implementing Agencies	Status As Of February 2017
Goods Movement and Industrial Land	The movement of freight and the location of production and distribution businesses have important environmental, economic and equity implications for the region. Air quality considerations and land development pressures are two issues facing the region's goods movement industry.	<ul style="list-style-type: none"> • Work with local jurisdictions and stakeholders to explore economic development best practices for goods movement and industrial businesses. • Support cleaner trucks within the region and specifically at the Port of Oakland. • Identify key goods movement issues for the region to address in the coming years. • Undertake sub-regional studies to analyze goods movement at a more local level. 	MTC, ABAG, Air District, Port of Oakland, CMAA, Caltrans, local jurisdictions	Regional and Alameda County goods movement plans were completed in 2016 with implementation work underway. The Freight Emissions Reduction Action Plan was completed in 2016. Since the early 2000s, the Air District has provided grants for incentivizing low-emission equipment and trucks at the region's ports. Future work will focus on promoting zero emission equipment and trucks. ABAG administered the Industrial Lands study that identified key industries and job types dependent on industrial land.
Increase Housing Choices and Community Stability	To improve the region's quality of life and strengthen the economy, the region should retain and increase the availability of affordable housing and support the vitality of existing neighborhoods.	<ul style="list-style-type: none"> • Continue PDA policy framework that supports investments and stability in disadvantaged communities, as well as encourage housing production in communities with access to employment and educational opportunities. 	Local jurisdictions, MTC, ABAG	<p><i>See Improve Permitting Process above for a status update on PDA Planning</i></p> <p>MTC adopted a new framework for OBAG 2, along with other investments, which expanded direct investments and incentives for affordable housing including:</p> <ul style="list-style-type: none"> • Naturally-Occurring Affordable Housing (NOAH) fund, JumpStart program, and a challenge grant for housing incentives • Requirements for complying with the Surplus Land Act and the adoption of State-certified housing element • Project selection that rewards jurisdictions with the most effective anti-displacement policies • The Public Lands for TOD study for assessing the availability of publically owned land near transit
Affordable Housing	The loss of local redevelopment funding has created a structural financing gap for affordable housing.	<ul style="list-style-type: none"> • Provide incentives for local jurisdictions to facilitate affordable housing in transit corridors through OBAG, PDA Planning Grants, TOAH, and Cap and Trade. 	Local jurisdictions, MTC, ABAG, State Legislature	<p>More info and housing data is here: http://mtc.ca.gov/our-work/fund-invest/federal-funding/obag-2</p>
Potential for Displacement	Infill development increases the risk of displacement, especially for existing low-income residents.	<ul style="list-style-type: none"> • Support investments in low-income neighborhoods that can expand the range of services and amenities and provide economic opportunity for local workers. • Provide a menu of neighborhood stabilization and anti-displacement policies as well as affordable housing policies. • Link OBAG funding to jurisdiction-level approval of affordable housing planning, production, acquisition and rehabilitation. 	Local jurisdictions, MTC, ABAG	<p>In 2016, MTC and ABAG produced a regional Housing Forum, and ABAG convened a Housing Subcommittee of the Regional Planning Committee. This work provides a foundation for the regional agencies' launch of the Committee for Affordable and Sustainable Accommodations (CASA) in 2017. CASA's purpose is to develop a regional consensus for game changing solutions to address the region's chronic housing shortage.</p>

Attachment A. Summary of "A Plan to Build On" from Plan Bay Area (2013)

Topic From PBA (2013)	Issue/Description From PBA (2013)	Actions From PBA (2013)	Implementing Agencies	Status As Of February 2017
Cleaning Our Air				
Healthy Infill Development	Infill development near major freeways, ports, distribution centers, gas stations, or other sources may expose residents to higher concentrations of toxic air contaminants and particulate matter.	<ul style="list-style-type: none"> Develop a comprehensive set of best practices, or guidance, for local governments on how to best address local pollutants in their planning and development decisions. 	MTC, ABAG, Air District, local jurisdictions	<p>Planning Healthy Places, a guidance document for local jurisdictions, was completed in 2016. The document includes an interactive map on the location of communities with elevated levels of air contaminants and describes best practices to reduce health risks. http://www.baaqmd.gov/plans-and-climate/planning-healthy-places</p> <p>OBAG also requires that jurisdictions have Complete Streets policies to promote active transportation.</p>
Curbing Greenhouse Gas Emissions	The Bay Area must reduce transportation-related emissions and vehicle miles travelled to meet the requirements of SB 375.	<ul style="list-style-type: none"> Implement the Climate Initiatives Program and continue to develop new and refined demonstration projects related to bike-sharing, educational campaigns for electric vehicles, enhancements to the Spare the Air Youth program, and launch a "smart driving" pilot program. 	MTC, Air District, grant recipients	<p>Since 2009, MTC has programmed \$125 million in the Climate Initiative program over three grant cycles for projects that reduce greenhouse gas emissions (GHG) including electric vehicle infrastructure and incentives, Safe Routes to School and bike and car share. The current cycle, OBAG 2, includes two additional transportation demand management strategies that provide travel assistance and policy support to residents and local governments respectively to reduce VMT and GHG emissions. Future investments will target strategies with the most cost-effective methods for reducing greenhouse gas emissions.</p>
Evolving Transport				
New Technologies	A number of start-up methods are redefining transportation, including autonomous vehicles, corporate shuttles, and ride-sharing networks.	<ul style="list-style-type: none"> Monitor the status of technology deployments and evaluate the effects on travel behavior. 	MTC	<p>MTC has initiated a Future Mobility Research Program to develop a framework for the agency's role in this space as an educator, funder, implementer, and/or facilitator. MTC has also started a connected and automated vehicle (CAV) program to track technological developments, comment on policy changes and coordinate across the region. The agency intends to pursue pilot deployments and, potentially, technical assistance programs in this space. Both of these efforts are currently underway.</p>

Attachment A. Summary of "A Plan to Build On" from Plan Bay Area (2013)

Topic From PBA (2013)	Issue/Description From PBA (2013)	Actions From PBA (2013)	Implementing Agencies	Status As Of February 2017
Planning for Resilience				
Climate Adaptation and Sea Level Rise	Given the significant amount of development infrastructure along the Bay's shorelines and low-lying areas, the region is especially vulnerable to future sea level rise.	<ul style="list-style-type: none"> Identify the impacts of sea level rise and storm events on the future of communities, infrastructure, ecosystems, and the economy of the Bay Area. Develop strategies to reduce and manage these risks. 	BARC, BCDC, MTC, Caltrans, NOAA, ABAG, local jurisdictions	<p>As part of the Adapting to Rising Tides (ART) program, vulnerability and risk assessments have been completed along the shoreline in several communities, including Alameda, Contra Costa, and San Mateo counties. Sea level rise mapping for the entire nine-county Bay Area will be available mid-2017. http://www.adaptingtorisingtides.org/</p> <p>Two recent planning and design efforts will kick off this year:</p> <ul style="list-style-type: none"> \$1.2 million grant from Caltrans and BATA to study transportation vulnerability in PDAs, PCAs, and within disadvantaged communities \$4.6 million grant from the Rockefeller Foundation to develop design solutions for climate-related challenges across 10 sites <p>Additionally, ABAG and BCDC, along with EPA and FEMA, developed the Stronger Housing Safer Communities Strategy Manual (2014) with recommendations for protecting communities from flooding and rising sea levels.</p>
Earthquake Mitigation and Recovery	Existing homes face potentially significant damage in the event of a major earthquake, particularly along the Hayward and San Andreas fault lines.	<ul style="list-style-type: none"> Develop an Action Plan out of the Regional Disaster Resilience Initiative that prioritizes actions for jurisdictions and organizations and develops a cohesive regional policy platform for earthquake resiliency. 	ABAG, local jurisdictions	<p>In 2015, the ABAG Executive Board adopted four seismic policy measures developed as part of the Loma Prieta 25 Symposium. Local disaster resilience implementation has been supported by a suite of technical assistance resources including the Stronger Housing Safer Communities Strategy Manual (2014), Local Hazard Mitigation Planning Technical Assistance (2015), and Soft Story Program Development Assistance (2016).</p>

Attachment A. Summary of "A Plan to Build On" from Plan Bay Area (2013)

Topic From PBA (2013)	Issue/Description From PBA (2013)	Actions From PBA (2013)	Implementing Agencies	Status As Of February 2017
Regional Open Space and Agricultural Preservation	The Plan establishes Priority Conservation Areas (PCAs) as the policy framework for protecting habitat, recreational and agricultural land.	<ul style="list-style-type: none"> Update PCA guidelines to define the role of different kinds of PCAs to support ecological functions, drawing on lessons learned from the OBAG PCA Pilot program. 	ABAG, MTC	<p>The OBAG PCA grant program, administered by ABAG, has programmed almost \$30 million for PCA projects over two rounds. Using scientific data and community input, Bay Area jurisdictions nominated nearly 70 new PCAs. Allocations for OBAG2 will start in 2017.</p> <p>ABAG updated PCA guidelines and designations here: http://abag.ca.gov/priority/conservation/</p>
Legislation Advocacy - Land Use				
Support PDA Development with Locally Controlled Funding	The loss of local redevelopment funding has created a structural financing gap for affordable housing.	<ul style="list-style-type: none"> Support legislation for a newly authorized tax-increment financing authority that specifically supports housing construction and infrastructure near public transit. 	State Legislature	In 2014, MTC supported SB 628 (Beall), authorizing local agencies to form Enhanced Infrastructure Financing Districts, which allow for voluntary tax-increment financing for a wide variety of local infrastructure needs with no impact to school district property tax revenues and no voter approval requirement.
Modernize CEQA	CEQA is often used by project opponents to slow down or stop a development project, which impedes housing production in the Bay Area.	<ul style="list-style-type: none"> Support legislation to update CEQA for encouraging and expanding infill development opportunities. 	State Legislature	In 2013, MTC supported SB 743 (Steinberg), requiring the Office of Planning & Research to develop an alternative to level-of-service, such as vehicle miles traveled, for evaluating transportation impacts of projects subject to CEQA. Once implemented, the change is widely expected to help residential and commercial infill development projects obtain CEQA approval with minimal project changes. See also, Improve Permit Processing, above.
Stabilize Federal Funding Levels	Significant cuts to federal housing programs have hindered the Bay Area's ability to provide affordable and workforce housing.	<ul style="list-style-type: none"> Support legislation to increase funding for existing federal programs like the HOME Investment Partnership Program and the Community Development Block Grant program. Support legislation to create incentives in federal tax code for multi-family housing. 	Congress	No action

Attachment A. Summary of "A Plan to Build On" from Plan Bay Area (2013)

Topic From PBA (2013)	Issue/Description From PBA (2013)	Actions From PBA (2013)	Implementing Agencies	Status As Of February 2017
"Defiscalize" Land Use Decision Making	The current approach to taxation creates incentives to attract development that maximizes sales tax revenues, which discourages housing development and small business growth.	<ul style="list-style-type: none"> Support legislation for a long-term adjustment to commercial and residential tax structures to balance the financial incentives for new development. 	State Legislature	Senators Loni Hancock and Holly Mitchell introduced SCA 5 in 2015 to reform the state's tax system so that commercial properties would be reassessed annually, while leaving intact the cap on growth in residential property taxes. This so-called "split-roll" reform effort did not pass the Legislature.
Legislation Advocacy – Transportation				
Support Local Self-Help	Passing new local sales tax requires a two-thirds supermajority, which makes passing new taxes exceedingly difficult.	<ul style="list-style-type: none"> Support legislation to reduce the voting standard to 55 percent for sales taxes for transportation and a regional gasoline tax. 	State Legislature	This legislation has been introduced every legislative session since PBA was adopted, but it has not garnered enough support to reach the ballot. Since PBA, many local jurisdictions and transit districts have surpassed the two-thirds vote threshold and passed new (or extended existing) taxes dedicated to transportation.
Seek Reliable Federal Transportation Funding Levels and Flexibility	Federal funding for transportation increasingly relies on support from the nation's diminishing general fund and past transportation bills have shifted funds away from where the majority of the nation's population lives and works.	<ul style="list-style-type: none"> Support legislation for a long-term, user-based funding source for transportation and place a stronger emphasis on returning funding to metropolitan areas. 	Congress	In 2015, Congress enacted the FAST Act, a transportation bill providing funding through 2020. This funding relied on a \$70 billion transfer from the General Fund and outlays exceed revenues by about \$15 billion/year. The FAST Act made modest improvements in restoring the share of funds targeted to metropolitan areas by increasing by 1% annually, the share of STPBG funds distributed to metropolitan areas from 50% in MAP 21 to 55% by 2020.
Grow State Transportation Funding	State and federal gas taxes have not kept pace with inflation and have eroded value in the past two decades.	<ul style="list-style-type: none"> Support legislation for a new, permanent revenue source for transportation that would be primarily focused on preservation of the existing state highway, local streets and roads, and the public transit network. 	State Legislature	Governor Jerry Brown, Senator Jim Beall (Chair of the Senate Transportation & Housing Committee) and Assembly Member Jim Frazier (Chair of the Assembly Transportation Committee) have each championed separate transportation funding packages starting in 2015, ranging from \$4 billion to \$6 billion in annual new revenue, with a focus on restoring the condition of local streets and roads and the state highway system. New bills were introduced in 2017 (AB 1 and SB 1). MTC has taken support positions on these bills and are working with partners to urge action this year. These bills include a mix of higher fuel taxes and vehicle registration charges.



Draft Action Plan Outline for Plan Bay Area 2040

Issue Area: Housing

Description: Across the Bay Area, housing is not being produced that is affordable to all income levels, as demonstrated by past performance in RHNA cycles and projected performance in Plan Bay Area 2040. The regional agencies can work to expand their roles in housing to increase incentives, funding opportunities, and technical assistance to jurisdictions.

Targets: Share of income spent on housing and transportation costs, displacement risk, affordable housing

Potential Sub-topics:

- Production of new homes, preservation of affordability, protection of residents against displacement
 - Seek further planning and programming alignments between transportation funding and housing performance
 - Develop plan for new revenue source(s) for housing production and preservation
 - Develop legislative advocacy strategy for easing barriers to housing production
 - Expand PDA planning grants and technical assistance to provide resources and guidance to local governments on affordable housing, renter protections, resilient housing policies, and retaining and expanding community assets (e.g. neighborhood-serving businesses, public gathering places)
 - Identify and incentivize opportunity areas for mixed-use, mixed income housing near job centers and in low VMT areas (e.g. Office parks, transit agency property, and shopping malls)

Implementation Areas:

- Implement the recommendations of CASA, in coordination with ABAG's Regional Planning Committee Housing Subcommittee
- Seek to include housing provisions or conditions in upcoming new funding sources including RM3 and OBAG3, consider applicability for additional fund sources that MTC manages
- Continue evolution of RTP/SCS Project Performance to seek stronger alignments between prioritizing transportation projects and housing performance
- Expand and transform PDA Planning Grants and regional agency approaches to provide local technical assistance tailored to both Bay Area-wide challenges and challenges unique to specific parts of the region
- Coordinate neighboring jurisdictions along transit corridors to identify and implement shared solutions to housing challenges
- Continue to collect, analyze, and share information about housing production trends and policy implementation by local governments to inform local, regional, and state policy development and evaluation

Issue Area: Economic Development

Description: As described in the Regional Prosperity Plan and further articulated in Vital Signs data releases, not all of the region's residents have benefited from economic growth. This economic strategy would focus on the income side of the affordability equation - through training and facilitation of industry clusters that drive the economy. It also recognizes that well-maintained infrastructure is a key component to supporting economic prosperity.

Targets: Access to jobs, income sides of displacement risk and H+T affordability, middle-wage job creation, pavement maintenance

Sub-topics:

- Foster regional coordination and develop workforce strategies by establishing an Economic Development District and Regional Economic Strategy that implements the work of the Economic Strategy Committee
- Support industry clusters through land use policies and transportation strategies
- Identify regionally significant, locally-nominated Priority Production Areas that provide capacity for production and access to freight corridors. These areas should be developed to facilitate production and distribution related industries that create new middle wage jobs.

Implementation Areas:

- Continue work on developing an Economic Development District
- Continue Megaregional Goods Movement Cluster Study
- Broaden core capacity transit study partnership to cover a larger geography to plan for major transportation capital investments
- Advocate for new revenues for transportation, especially continue MTC's role in supporting state legislation for maintenance-focused bills
- Implement the recommendations of the Economic Strategy Committee
- Establish criteria for Priority Production Areas

Issue Area: Resilience

Description: A major earthquake or extreme weather event could displace thousands of Bay Area residents and disrupt regional and local economies for months. Increased flooding due to sea level rise could also hinder access to jobs, as transportation links become inaccessible. Various entities, including the Bay Conservation and Development Commission, Bay Area Regional Collaborative ABAG and MTC have been providing technical assistance to address these issues. Future coordination will be necessary to strengthen these efforts.

Targets: Climate protection, open space protection, healthy and safe communities

Sub-topics:

- Develop regional institutional strategy for managing and funding projects related to sea level rise, which may require legislative action
- Expand adoption of resilient housing policies for earthquake, flooding, and fire, working in coordination with FEMA and the California Earthquake Authority, and focusing on communities with high social vulnerability and exposure to natural hazards

- Increase funding availability for retrofits of buildings, retrofits of existing infrastructure, and infrastructure solutions to protect against flooding and earthquakes
- Continue to assess vulnerability to sea level rise and identify workable solutions, through public and private avenues
- Continue to support cities in expanding Green Infrastructure in PDAs that address the impacts of climate change and create public spaces

Implementation Projects:

- Resilient Housing Policy Initiative
- Adapting to Rising Tides, Resilient by Design Challenge

February 27, 2017

Mr. Ken Kirkey, Planning Director, Metropolitan Transportation Commission
Ms. Miriam Chion, Planning and Research Director, Association of Bay Area Governments
375 Beale Street
San Francisco, CA, 94105

Re: Categories of Actions for Plan Bay Area 2040 Action Plan

Dear Ken and Miriam,

As advocates representing affordable housing, the environment, social equity, and labor we appreciate the opportunity to provide input on the Action Plan that you are currently developing. We are particularly pleased that the Action Plan will be included as a chapter of Plan Bay Area (to be adopted in September 2017) and commend MTC and ABAG for committing to a timeline and a public process that is transparent and allows for public participation to shape this important component of Plan Bay Area.

We write at this early point in the process to propose a few particularly important categories of actions for the Action Plan outline you are preparing to present to the Regional Advisory Working Group on March 7th. The proposed categories are focused on the Bay Area's dire housing affordability and displacement crises and would move the region towards more sustainable and equitable development patterns.

The Time to Act is Now

The Bay Area faces an unprecedented housing affordability crisis that is hollowing out our communities by displacing tens of thousands of long-time residents, generating lengthy commutes on our congested roadways, increasing sprawl development pressure on our natural and agricultural lands, and hurting the Bay Area's economic competitiveness. The MTC Commission and the ABAG Executive Board recognized the need to act expeditiously in the policy statement they adopted in November, committing to adopt an Action Plan that "will identify concrete near and medium-term action items for MTC, ABAG, and other stakeholders to make meaningful progress on the Plan's performance targets, with a focus on those targets where Plan Bay Area 2040 is moving off trajectory housing affordability, displacement risk, and access to jobs."

A Meaningful Action Plan will set CASA up for Success

In December, we were pleased to learn that MTC and ABAG would create the Committee for Affordable and Sustainable Accommodations (CASA) as a multi-sector committee to identify "game-changing" solutions to the region's housing affordability crisis. We are eager to support that process. However, as the CASA process will not conclude until mid-2018, the Action Plan must lay the immediate groundwork for specific agency commitments that can be made between now and September 2017. The commitments we propose below will help set the stage for CASA,

both by signalling the agencies' seriousness about tackling the twin crises of housing affordability and displacement, and by developing data that will be critical to the success of CASA.

Recommended Actions

The Action Plan provides an opportunity to build and expand upon successful work already being done by MTC and ABAG, such as MTC's nationally recognized Transit Oriented Affordable Housing Fund (TOAH) and ABAG's valuable research and education on housing policies and trends. It also provides substantial follow through for MTC and ABAG's well-attended Displacement Forum a year ago. Like MTC's Commissioners and ABAG's Executive Board, our constituencies are interested in actions that will address the region's housing affordability and displacement crises. This means addressing the three P's: Production of homes Bay Area residents can afford, Preservation of our existing affordable housing stock, and Protection of tenants. **To address these critical challenges, we envision the Action Plan committing the agencies to the following outcomes and actions:**

High-level Housing and Displacement Outcomes (to be achieved in the medium term) should include:

- 1. Adequate Funding for Affordable Housing:** The Action Plan should commit the agencies to developing regional funding sources for affordable housing production and preservation at a scale commensurate to the need (at least \$1 billion year). We are particularly interested in exploring direct housing investments in funding sources currently under discussion, such as RM3 (modeled after the State's successful Affordable Housing and Sustainable Communities Program), and new HOV tolls. CASA, at its discretion, may decide to consider other regional-level revenues, such as leveraging recent private sector contributions from companies like Facebook and Salesforce.
- 2. Stop Involuntary Displacement:** The Action Plan should commit the agencies to developing regional planning practices, incentives, and other mechanisms needed to stop the involuntary displacement of low-income people from their homes and neighborhoods. This should begin with the near-term actions described below, but also involve more expansive efforts to work with affected communities to develop more far-reaching structural solutions to the displacement crisis.

Critical Near-Term Actions the Agencies Should Commit to Undertake Include:

- 3. Identification of Sites for sustainable, affordable, and equitable development:** The Action Plan should commit the agencies to maintaining an up-to-date regional inventory of housing opportunity sites and public land (showing existing uses), and to tracking what develops on each site, including housing units by income level.
- 4. Zoning and incentives for sustainable, affordable, equitable development:** The Action Plan should commit the agencies to put in place incentives for jurisdictions that go above and

beyond state standards by making housing opportunity sites “shovel ready” for affordable housing development, with all appropriate density and development standards in place, so that affordable housing can be expeditiously developed on all appropriate sites. For instance:

- a) Expand the OBAG model to additional transportation funding sources, and improve linkages between funding incentives and *local* affordable housing production. Examine the region’s discretionary transportation funding sources and establish a plan to integrate sustainable, affordable and equitable development outcomes wherever possible in the disbursement of those funds.
- b) Ensure that the proposed regional Infrastructure Bank will prioritize sustainable, affordable and equitable development patterns. Prioritize use of the bank for infrastructure improvements on sites dedicated to 100% affordable housing development in communities with demonstrated track records of supporting sustainable, equitable development.
- c) Ensure that RM3 fosters sustainable, affordable and equitable development patterns (much like the Strategic Growth Council’s Affordable Housing and Sustainable Communities Program does). Include direct investments in affordable housing and strong conditions and incentives on new transportation funds to ensure that new investments support appropriate land use outcomes.
- d) Update the PDA Investment and Growth Strategy (I&GS) framework. Provide stronger policy guidance for these documents to encourage local adoption of policies that foster sustainable, affordable, and equitable development in priority locations.

5. Tenant Protections: The Action Plan should commit the agencies to take near-term steps that will help CASA achieve the medium term displacement outcome (#2, above), for instance:

- a) Encourage the adoption of effective strategies and programs that can help prevent displacement and create affordable housing opportunities such as just cause for eviction, rent stabilization, anti-harassment policies, SRO preservation, housing impact fees, commercial linkage fees, and inclusionary policies.
- b) Commit to adopt targets to achieve “no net loss” of homes affordable to or occupied by low-income households in connection with regional actions and incentives (including infrastructure investment decisions) similar to BART’s recently adopted Transit Oriented Policy Performance Measures and Targets.
- c) Create incentives for local government to adopt no net loss policies in connection with local planning and development decisions, as well as incentives and technical assistance for local governments to accurately track and maintain real-time data on rents and evictions.
- d) Fully integrate research from UC Berkeley’s Urban Displacement Project into regional policymaking, and support its inclusion in local policymaking.

6. Close regional data gaps

- a) Produce an annual progress report that describes the region’s progress toward achieving Plan Bay Area’s goals and targets and identifies how MTC and ABAG’s various actions have contributed to those outcomes.

- b) Improve ability to measure, track and forecast worker-level data on wages in order to more accurately assess housing affordability for working households, jobs-housing fit, and middle-wage job growth or decline.
- b) Provide other data tools, such as a real-time regional development dashboard, a regional displacement and eviction database, site-assessment tools to determine Low-Income Housing Tax Credit (LIHTC) viability, and others.

Continuity for what works

ABAG and MTC currently perform important work for the region that should continue to be resourced and expanded. As staff from both agencies are consolidated into MTC there should be a commitment to continuing successful programs such as ensuring that there is dedicated housing staff in the consolidated agency, continuing and expanding existing direct and indirect funding for housing (TOAH, NOAH, OBAG, Jumpstart), and ensure that all advisory bodies in ABAG and MTC have a clear linkage to decision-makers (RAWG, RPC, PAC).

We look forward to seeing these categories of action included in staff's Action Plan outline, to discussing them with the RAWG, and to continuing to partner with you to build a more equitable and sustainable Bay Area.

Sincerely,

Pedro Galvao
Non-Profit Housing Association of Northern California (NPH)

Matt Vander Sluis
Greenbelt Alliance

Richard Marcantonio and David Zisser
Public Advocates

Louise Auerhahn
Working Partnerships USA

Mashaël Majid and Bob Allen
Urban Habitat



Metropolitan Transportation Commission

375 Beale Street, Suite 800
San Francisco, CA 94105

Legislation Details (With Text)

File #: 17-2287 **Version:** 1 **Name:**
Type: Report **Status:** Informational
File created: 1/31/2017 **In control:** Policy Advisory Council
On agenda: 3/8/2017 **Final action:**
Title: Update: Plan Bay Area 2040 Public Engagement - Release of Draft Plan, Spring 2017
(30 minutes)

Briefing on plans for public open houses and other public comment opportunities timed to coincide with release of Draft Plan Bay Area 2040 document and companion Draft Environmental Impact Report in spring 2017.

Sponsors:

Indexes:

Code sections:

Attachments: [06_PBA_2040_Public_Engagement_Spring'2017.pdf](#)

Date	Ver.	Action By	Action	Result
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Subject:

Update: Plan Bay Area 2040 Public Engagement - Release of Draft Plan, Spring 2017
(30 minutes)

Briefing on plans for public open houses and other public comment opportunities timed to coincide with release of Draft Plan Bay Area 2040 document and companion Draft Environmental Impact Report in spring 2017.

Presenter:

Ursula Vogler

Recommended Action:

Information

Attachments



METROPOLITAN
TRANSPORTATION
COMMISSION

Agenda Item 6
Bay Area Metro Center
375 Beale Street
San Francisco, CA 94105
TEL 415.778.6700
WEB www.mtc.ca.gov

Memorandum

TO: Policy Advisory Council

DATE: March 1, 2017

FR: Ellen Griffin & Ursula Vogler, Legislation & Public Affairs W.I. 1114

RE: Update: Plan Bay Area 2040 Public Engagement – Release of Draft Plan, Spring 2017

After a multi-year planning effort, the Draft Plan Bay Area 2040 will be released for public review and comment in April 2017. With this major milestone comes a round of public engagement. The bullets below summarize the range of activities planned.

- **Open Houses:** One open house will be held in each Bay Area county. Most will be evening meetings; one may be held on a Saturday. We are in the process of confirming dates and venues in conjunction with members of the Commission and ABAG's Executive Board.
- **Public Hearings:** We are scheduling a combination of day and evening public hearings on the Draft Plan and the Draft Environmental Impact Report.
- **Presentations to Local Elected Officials:** Per Senate Bill 375, the Draft Plan will be presented in each county to county boards of supervisors and city council members at informational meetings. The county congestion management agencies will host these meetings since their board membership includes most of the required participants.
- **Native American Tribal Summit:** Per federal requirements, we will meet with representatives of the federally designated Native American Tribes in our region.
- **Community Outreach:** We are under contract with five community-based organizations in low-income areas and communities of color to assist us in engaging their residents and/or clients in development of the plan. The groups will host focus groups or conduct surveys, at times and locations convenient to their residents, to discuss the Draft Plan.
- **Online Survey:** An online survey about the Draft Plan will be promoted on traditional and social media outlets, in order to reach out to residents who do not attend the open houses.
- **Media Briefing:** A webinar for members of the news media will brief them on the Draft Plan and encourage them to publish or broadcast stories about the plan and related issues.

We encourage members of the Council to assist us in notifying organizations and/or individuals in your county. We will prepare an email message that you can send to names in your personal databases, or you can give staff contact info for any organization and we will send a request that they pass along to their constituents and members the email message about the open houses.

Thank you for your help in spreading the word about the release of the Draft Plan Bay Area 2040.



Metropolitan Transportation Commission

375 Beale Street, Suite 800
San Francisco, CA 94105

Legislation Details (With Text)

File #: 17-2288 **Version:** 1 **Name:**
Type: Report **Status:** Informational
File created: 1/31/2017 **In control:** Policy Advisory Council
On agenda: 3/8/2017 **Final action:**
Title: Staff Liaison Report - March 2017
(5 minutes)

Relevant MTC policy decisions and other activities.

Sponsors:

Indexes:

Code sections:

Attachments: [07_Staff_Liaison_Report_March'2017.pdf](#)

Date	Ver.	Action By	Action	Result
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Subject:

Staff Liaison Report - March 2017
(5 minutes)

Relevant MTC policy decisions and other activities.

Presenter:

Pam Grove, MTC Staff Liaison

Recommended Action:

Information

Attachments



METROPOLITAN
TRANSPORTATION
COMMISSION

Agenda Item 7

Bay Area Metro Center
375 Beale Street
San Francisco, CA 94105
TEL 415.778.6700
WEB www.mtc.ca.gov

Memorandum

TO: Policy Advisory Council

DATE: March 1, 2017

FR: Pam Grove, Staff Liaison

W.I. 1114

RE: Staff Liaison Report – March 2017

Jake Mackenzie Elected Chair of MTC

Rohnert Park Mayor Jake Mackenzie took over the reins of the Metropolitan Transportation Commission (MTC) on February 22 after the 18 voting members of the 21-member regional Commission unanimously elected him as chair for the two-year term running through February 2019. Mackenzie has served for the past two years as MTC's vice chair, and has represented Sonoma County on the Commission since 2008.

Also on Wednesday, the Commission elected Alameda County Supervisor Scott Haggerty to serve as MTC's vice chair for the next two years. Haggerty previously served as the Commission's vice chair from 2007 to 2009; and as chair from 2009 to 2011.

In other MTC Commissioner turnover, Union City Mayor Carol Dutra-Vernaci in December 2016 replaced former Berkeley Mayor Tom Bates as the Alameda County cities' representative. In January 2017, Los Altos City Councilmember Jeannie Bruins replaced former Campbell City Councilmember Jason Baker as the Santa Clara County cities' representative; Marin County Supervisor Damon Connolly replaced former Supervisor Steve Kinsey as the Marin County representative; BART Director Nick Josefowitz replaced former San Francisco Supervisor and current state Senator Scott Wiener as the San Francisco Mayor's representative; Napa County Supervisor Alfredo Pedroza replaced former Supervisor Mark Luce as the Napa County representative; and San Mateo County Supervisor Warren Slocum replaced former Supervisor Adrienne Tissier as the San Mateo County representative. The San Francisco Board of Supervisors earlier this month selected Jane Kim to replace former Supervisor David Campos as its representative on the Commission.

To read the full press release on the recent election of the next chair and vice chair and other Commission changes, go to:

<http://mtc.ca.gov/whats-happening/news/jake-mackenzie-elected-chair-metropolitan-transportation-commission>

For a full updated MTC roster with their contact information and links to their biographies, go to:

<http://mtc.ca.gov/about-mtc/what-mtc/commissioners/full-commissioner-roster>

Pass Through the Hub: Transportation Information Nexus at 375 Beale Street

The Hub at 375 Beale Street is the Bay Area's newest resource for transportation information and services. Located on the ground floor of the Bay Area Metro Center in San Francisco, The Hub is a one-stop storefront "shop" for all the programs and services of the Metropolitan Transportation Commission, the Association of Bay Area Governments and the Bay Area Air Quality Management District.

Staff at The Hub provide personalized, comprehensive travel information about transit routes and schedules, bicycle routes, transit passes and more.

- Want a FasTrak® toll tag? Get it at The Hub!
- Need to load cash value or passes on your Clipper® transit fare card? Do it at The Hub!
- Seeking out your best Bay Area bus route? Ask an expert at The Hub!
- Requesting for an Air District Permit? Apply at The Hub!
- Searching for a Bay Trail map? It's at The Hub!

The Hub at 375 Beale Street is open Monday-Friday from 8 a.m. to 6 p.m., and on Saturdays from 9 a.m. to 1 p.m.

The Rockefeller Foundation Grants \$4.6 M to Bay Area Leaders to Tackle Climate Change

In January, the Rockefeller Foundation announced a \$4.6 million grant to a coalition of Bay Area leaders to create the Bay Area: Resilient by Design Challenge – a competition that will engage regional innovators, community members, developers and policy makers, as well as designers, architects, and engineers from around the globe, in developing creative, realistic and long-lasting infrastructure solutions for climate and seismic challenges confronting the San Francisco Bay Area. This innovative challenge is modeled after the award-winning Rebuild by Design Hurricane Sandy Design Competition, which was pioneered by the U.S. Department of Housing and Urban Development in partnership with The Rockefeller Foundation.

MTC is a partner in the effort through its role in the Bay Area Regional Collaborative (BARC), which provided leadership in securing the Rockefeller Foundation grant and serves on the Executive Committee for the effort.

The 10 locations on which the Resilient by Design competition will focus will be selected from among some 30 Bay Area places identified as highly vulnerable to flooding and rising sea levels.

To read more about the Resilient by Design Challenge, including background information on the Rockefeller Foundation, go to:

<http://mtc.ca.gov/whats-happening/news/special-features/rockefeller-foundation-grants-46m-bay-area-leaders-tackle>

Update on C2 Public Engagement Activities

MTC, working with its transit agency advisors, is launching two rounds of public engagement this spring.

1. **Public Comment on Draft RFP for System Integrator for Industry Review** (Available Now) – Per transit agency request, MTC is giving the public an opportunity to comment on the Draft RFP for System Integrator for Industry Review. This 527-page document is not very accessible for laypersons, so MTC created a one-page summary of key features (in English, Spanish, Chinese and Vietnamese). It has just been posted on the website created for the project: futureofclipper.com. The deadline for responses is April 3, 2017.

If you wish to promote this public input opportunity, you may do so by providing copies of the summary at your public meetings and sharing information about it in those meetings. PDFs of all the language versions are included to this report as Attachments A through D, along with a set of talking points (Attachment E).

2. **Opt-In Online Survey** – In mid-April, MTC will launch an opt-in online survey, similar to the one conducted in 2014 that generated 7,600 responses. The survey will be open until May 31, 2017. We anticipate the survey will focus on issues that could be addressed in the final RFP and implementation of the system, but that could also be addressed now through customer education. MTC is currently planning focus groups to help us better define the survey questions.

A packet of materials is being prepared for you to use to promote the survey and other input opportunities. The packet will include:

- Take-ones (in English, Spanish, Chinese and Vietnamese)
- Car card artwork (in English, Spanish, Chinese and Vietnamese) – you will need to print these
- 30-second video
- Social media and other messaging of various lengths
- Talking points and discussion questions for use in meetings

The toolkit will be available in early April, and attached is some suggested language for a memo you can use to describe C2 and the current engagement efforts (Attachment F).

If you have questions, please contact Lysa Hale of MTC staff at lhale@mtc.ca.gov.

Policy Advisory Council Meeting with the Commission Postponed

The annual meeting with the Policy Advisory Council and the MTC Commission originally scheduled for Wednesday, March 22 has been postponed due to scheduling conflicts. Stay tuned for a new meeting date.

MTC Advisor Rich Hedges Receives City of San Mateo Mayor's Award

On Wednesday, February 16, the Policy Advisory Council's own Rich Hedges received the city of San Mateo Mayor's award for his years of community service. The San Mateo Daily Journal ran an article written by former MTC Commissioner Sue Lempert outlining Rich's past (in Rich's own words), which can be accessed via this url:

<http://www.smdailyjournal.com/articles/opinions/2017-02-13/rich-hedges-to-receive-chamber-mayors-award/1776425175784.html>

Congratulations, Rich!

CommuteCon 2017 Over, But Still Available

Held this past February 8th, CommuteCon 2017 is an industry-wide online conference hosted by RideAmigos which focused on current trends and topics in the field of transportation demand management (TDM). The conference provided an accessible online forum where prominent leaders in the TDM field could connect with citizens, stakeholders, and other TDM professionals. It was structured around notable speakers drawn from a variety of sectors including government, education, and private enterprise. Featured speakers presented ideas and discussed trending topics in the TDM space.

While the event is over, the presentations and videos can still be found on display at:

<https://rideamigos.com/commutecon-2017/>

The list of the diversity of speakers on a wide range of topics is shown on the website, as well as information from past TDM conferences.



Summary of Draft RFP

The Next-Generation Clipper System is on the Horizon!

In a few months, the Metropolitan Transportation Commission (MTC), manager of the Clipper fare-payment program, will issue request for proposals (RFP) outlining the scope, specifications and requirements for the next-generation Clipper system. From the proposals, MTC and its transit agency partners will select a system integration vendor and begin implementation.

MTC recently released a draft of the RFP and is soliciting industry review and public feedback. This one-page summary serves as a layperson's description of the technical scope of work.

Now is your chance to influence development of the next Clipper!

Submit comments by email to feedback@futureofclipper.com or via voicemail at **415.778.6680**.

Customers can expect...

- ▶ An intuitive, efficient and familiar experience.
- ▶ Excellent, proactive customer service.
- ▶ Operational efficiency and reliability.

MTC and the transit agencies are considering a Clipper system where:

You can pay with...

- Mobile phone/wearables
- Mobile ticketing apps
- Contactless smart cards
- Limited-use smart cards
- Open-payment bank cards

You'll get customer service from...

- Websites
- Telephone call center
- Walk-in customer service centers
- Self-service customer kiosks

You can get a card and add value via...

- Websites
- Telephone call center
- Transit station ticket machines
- Walk-in customer service centers
- Partner retailers
- Self-service customer kiosks
- Institutions (e.g., work and school)

Our technology will enable...

- An account-based system, no longer card-based
- Fast, reliable transaction processing
- Consistent, accessible customer-facing systems
- Configurability of transit agency fare policies
- Modular architecture; open or published interfaces
- Integration with legacy Clipper systems
- Expansion to regional partner agencies (parking, bike share, tolling, ride sharing, etc.)

What is C2?

The next-generation Clipper® system (C2) will be a customer-focused, cost-effective fare-collection system that supports a modern, seamless transit experience for traveling around the Bay Area, providing a flexible platform for improving future regional travel, delivered through a collaborative partnership among Bay Area transit agencies, MTC and its private-sector vendors.

The C2 System Integrator

will be responsible for collection and processing, customer service tools and account management (including mobile apps and website), back-office systems/operations, administration, system monitoring, data storage, fraud/security control, disaster recovery, retail network management, integration with transit benefit and institutional programs, and limited maintenance of Clipper equipment. **MTC** will be responsible for management, including contracting, program accounting, and customer education and branding. **Transit agency partners** will be responsible for agency-specific accounting and customer service, fare inspection and enforcement, wired communications, and upkeep of Clipper devices as well as fare policy.



We welcome your comments! Send us your comments by email to feedback@futureofclipper.com, or via voicemail at **415.778.6680**. Deadline: April 3, 2017. Find more information at futureofclipper.com.



Resumen del borrador de la solicitud de presentación de propuestas

¡La siguiente generación del Sistema Clipper está en el horizonte!

Dentro de algunos meses, la Comisión del Transporte Metropolitano (MTC), administradora del programa de pago de tarifas Clipper, solicitará la presentación de propuestas que describan el alcance, las especificaciones y los requisitos del sistema Clipper de siguiente generación. A partir de las propuestas, MTC y sus agencias de transporte público asociadas seleccionarán un proveedor de integración de sistemas y comenzarán la implementación.

MTC recientemente dio a conocer un borrador de la solicitud de presentación de propuestas y está pidiendo la revisión de la industria y la opinión del público. Este resumen de una página tiene el propósito de describir el alcance técnico del trabajo en términos simples.

¡Esta es su oportunidad de influenciar el desarrollo del siguiente Clipper!

Envíe sus comentarios por correo electrónico a feedback@futureofclipper.com o por correo de voz al **415.778.6680**.

¿Qué es C2?

El sistema Clipper® de siguiente generación (C2) será un sistema de cobro de tarifas eficaz en función del costo y centrado en el cliente, que respalda una experiencia de transporte fluida y moderna para viajar alrededor del Área de la Bahía, proporcionando una plataforma flexible para mejorar los viajes futuros en la región, que es suministrada a través de una asociación colaborativa entre las agencias de transporte público del Área de la Bahía, MTC y sus proveedores del sector privado.

El sistema integrador

C2 será responsable del cobro y procesamiento, administración de cuentas y herramientas de servicio al cliente (incluidas las aplicaciones móviles y los sitios web), sistemas/operaciones logísticas, administración, monitoreo del sistema, almacenamiento de datos, control del fraude/seguridad, recuperación ante desastres, administración de redes minoristas, integración con programas institucionales y de beneficios de transporte público, y mantenimiento limitado del equipo Clipper. **MTC** será responsable de la administración, incluida la contratación, contabilidad del programa, educación de clientes y consolidación de la marca. **Las agencias de transporte público asociadas** serán responsables de la contabilidad y el servicio al cliente específicos de la agencia, la inspección y aplicación de tarifas, las comunicaciones alámbricas, y el mantenimiento de los dispositivos Clipper y la política tarifaria.

Los clientes pueden esperar...

- ▶ Una experiencia familiar, eficiente e intuitiva.
- ▶ Servicio al cliente excelente y proactivo.
- ▶ Eficiencia y confiabilidad operacionales.

MTC y las agencias de transporte público están considerando un sistema Clipper en el que:

Se pueda pagar con...

- Teléfono móvil/dispositivos portátiles
- Aplicaciones móviles para boletos
- Tarjetas inteligentes sin contacto
- Tarjetas inteligentes de uso limitado
- Tarjetas bancarias de pago abierto

Recibirá atención al cliente de...

- Sitios en Internet
- Centro de llamadas telefónicas
- Centros de servicio al cliente en persona
- Quioscos de autoservicio

Usted puede obtener una tarjeta y añadirle valor a través de...

- Sitios web
- Centro de llamadas telefónicas
- Máquinas de boletos en estaciones de transporte público
- Centros de servicio al cliente en persona
- Comercios asociados
- Quioscos de autoservicio
- Instituciones (p. ej., trabajo y escuela)

Nuestra tecnología permitirá...

- Un sistema que se base en cuentas, y ya no en tarjetas
- Procesamiento rápido y confiable de transacciones
- Sistemas de cara al cliente accesibles y uniformes
- Posibilidad de configurar las políticas tarifarias de las agencias de transporte público
- Arquitectura modular; interfaces abiertas o publicadas
- Integración con los sistemas Clipper heredados
- Expansión a agencias regionales asociadas (estacionamiento, bicicletas compartidas, peaje, viajes compartidos, etc.)



¡Esperamos sus comentarios! Envíenos sus comentarios por correo electrónico a feedback@futureofclipper.com o por correo de voz al **415.778.6680**. Plazo: 3 de abril de 2017. Encuentre más información en futureofclipper.com.



徵求建議書 (RFP) 草案摘要

新一代 Clipper (路路通) 卡系統 即將推出!

未來幾月中，負責管理 Clipper (路路通) 卡車費付款方案的大都會交通委員會 (MTC) 將發佈徵求建議書 (RFP)，指明新一代 Clipper (路路通) 卡系統的範圍、規格和要求。根據提案，大都會交通委員會及其公共交通運輸合作商將選定一家系統整合供應商開始實施專案。

大都會交通委員會近期發佈了一項徵求建議書草案，同時徵求業內評論和公眾回饋。這份單頁摘要從技術層面為非專業人士描述專案內容。

現在您就有機會為新一代 Clipper (路路通) 卡的發展提出建議!

發送電子郵件提供評論 : feedback@futureofclipper.com，也可以通過語音信箱留言 : 415.778.6680。

C2 是什麼?

經舊金山灣區公共交通運輸機構、大都會交通委員會 (MTC) 以及各私人部門供應商的通力合作打造，新一代 Clipper® (路路通) 卡系統 (C2) 將成為客戶導向和節約成本型收費系統，為舊金山灣區的遊客提供現代化的無縫式公共交通體驗，為促進該區域未來旅遊發展提供靈活的平台。

C2 系統整合商將負責收集與處理、客服工具和帳戶管理 (包括行動應用程式和網站)、辦公室後勤系統/運作、行政管理、系統監控、資料儲存、詐欺和安全控制、故障恢復、零售網管理、與交通福利和機構方案接軌以及 Clipper (路路通) 卡設備的有限維護等方面的工作。
大都會交通委員會 (MTC) 將負責管理工作，包括簽訂合約、計劃會計、客戶教育和品牌建立等。**公共交通運輸合作商**將負責代理商相關會計和客服、票價檢查和執行、有線通訊、Clipper (路路通) 卡裝置檢修以及票價政策。

客戶將可期待

- ▶ 一種直觀、高效、親切的體驗。
- ▶ 優良出色、熱情主動的客服。
- ▶ 高效和安全可靠的操作。

大都會交通委員會 (MTC) 和公共交通運輸機構正在考慮設計如下的 Clipper (路路通) 卡系統：

您可以利用以下方式 付費

- 手機或可佩戴裝置
- 行動票務應用程式
- 非接觸式智慧卡
- 限量使用智慧卡
- 開放式付款銀行卡

您可以經由以下管道 獲得客服

- 網站
- 電話中心
- 無需預約的客服中心
- 客戶自助亭

您可以透過以下方式 辦卡並充值

- 網站
- 電話中心
- 中轉車站自動售票機
- 無需預約的客服中心
- 合作零售商
- 客戶自助亭
- 機關行號 (如：工作單位和學校)

我們的技術可以實現

- 不再需要用卡付費的帳戶式系統
- 快速而又安全可靠的交易過程
- 始終如一、方便獲取、針對客戶的系統
- 共同交通運輸機構票價政策的可配置性
- 模組化的體系結構；開放或公開的使用者介面
- 與舊有 Clipper (路路通) 卡系統整合
- 擴展區域性合作商 (停車場、單車共用、道路收費、共乘等等)



我們歡迎您提供意見! 發送電子郵件提供評論 : feedback@futureofclipper.com，也可以通過語音信箱留言 : 415.778.6680。截止日期 : 2017 年 4 月 3 日。請造訪 futureofclipper.com 以瞭解詳情。

C2 Tóm lược dự thảo RFP

THÁNG 2 NĂM 2017

Hệ thống Clipper đời sắp tới đang thành hình !

Trong vài tháng sắp tới, Hội đồng Giao thông Đô thị (Metropolitan Transportation Commission, MTC), nhà quản trị chương trình thanh toán tiền vé vận chuyển của Clipper, sẽ thông báo yêu cầu nộp dự thảo đấu thầu dự án (Request for Proposals, RFP) với nội dung phát thảo quy mô, những đặc điểm kỹ thuật và điều kiện của hệ thống Clipper đời sắp tới. Từ những dự thảo này, MTC và các cơ quan vận hành giao thông hợp tác sẽ tuyển chọn một nhà thầu đảm nhiệm sự tích hợp hệ thống và sẽ bắt đầu thực hiện dự án.

Gần đây, MTC đã đưa ra một bản dự thảo RFP và đang yêu cầu các cơ quan trong ngành xét duyệt, đồng thời mong muốn nhận được sự phản hồi của công chúng. Bản tóm tắt dài một trang này mô tả cho người thường hiểu quy mô của công trình về mặt kỹ thuật.

Đây là cơ hội để quý vị góp ý vào việc phát triển Clipper đời sắp tới !

Xin nạp ý kiến qua thư điện tử (email) gửi đến feedback@futureofclipper.com hoặc qua hộp thư thoại theo số **415.778.6680**.

C2 là gì?

Hệ thống Clipper® đời sắp tới (C2) sẽ là một hệ thống đặt khách hàng là trọng tâm, thu tiền hữu hiệu về mặt chi phí, hỗ trợ cách vận chuyển tiên tiến, liền mạch để di chuyển trong Vùng Vịnh, cung cấp một môi trường linh động nhằm cải tiến việc di chuyển tương lai trong khu vực và được thực hiện qua sự hợp tác giữa các cơ quan vận chuyển Vùng Vịnh, MTC và các nhà thầu tư nhân của họ.

Bộ phận tích phân hệ

thống C2 sẽ có trách nhiệm thu nhận và xử lý, quản lý tài khoản và công cụ dịch vụ khách hàng (kể cả trang mạng và các ứng dụng dành cho thiết bị di động), các hệ thống/hoạt động hạ tầng cho văn phòng, điều hành, giám sát hệ thống, lưu trữ dữ liệu, kiểm soát an ninh/gian lận, phục hồi sau sự cố, quản lý mạng lưới bán lẻ, tích hợp với ích lợi về vận chuyển và những chương trình cơ sở và bảo trì thiết bị Clipper ở mức giới hạn. **MTC** sẽ có trách nhiệm quản lý, bao gồm việc ký kết hợp đồng, kiểm toán chương trình, giáo dục khách hàng và tiếp thị nhãn hiệu.

Các cơ quan vận chuyển hợp tác sẽ có trách nhiệm kiểm toán và dịch vụ khách hàng đặc thù cho từng cơ quan, thanh tra và thi hành chương trình bán vé, truyền thông bằng đường dây truyền và bảo trì các dụng cụ Clipper cũng như cập nhật chương trình bán vé.

Khách hàng có thể tìm thấy...

- ▶ Cách sử dụng thân thiện, hiệu quả và dễ dùng theo trực giác.
- ▶ Dịch vụ khách hàng năng động, xuất sắc.
- ▶ Một hệ thống hiệu quả và đáng tin cậy.

MTC và các cơ quan vận hành giao thông đang đánh giá một hệ thống Clipper cho phép:

Quý vị trả tiền bằng...

- Điện thoại di động/mang được
- Ứng dụng mua vé di động
- Thẻ thông minh không tiếp xúc
- Thẻ thông minh có hạn định
- Thẻ ngân hàng thanh toán không tiếp xúc

Quý vị sẽ nhận dịch vụ khách hàng qua...

- Trang mạng
- Trung tâm cuộc gọi
- Trung tâm dịch vụ khách hàng không cần hẹn
- Quầy tự sử dụng

Quý vị có thể mua thẻ và thêm tiền vào thẻ qua....

- Trang mạng
- Trung tâm cuộc gọi
- Máy bán vé tại trạm trung chuyển
- Trung tâm dịch vụ khách hàng không cần hẹn
- Đối tác bán lẻ
- Quầy tự sử dụng
- Các cơ sở (ví dụ: nơi làm việc, nhà trường)

Công nghệ của chúng tôi sẽ cho phép...

- Hệ thống dựa trên tài khoản, không còn dựa trên thẻ
- Cách xử lý giao dịch nhanh, đáng tin cậy
- Hệ thống ổn định, dễ tiếp cận do trực diện với khách hàng
- Chương trình mua vé của cơ quan vận chuyển để thiết lập
- Kiến trúc kiểu mô-đun; giao diện mở hoặc đăng tải
- Kết hợp với các hệ thống Clipper tồn tại
- Mở rộng đến các cơ quan đối tác trong khu vực (đậu xe, chia sẻ xe đạp, qua cầu, đi cùng xe, v.v.)



Chúng tôi rất mong nhận được góp ý của quý vị !

Xin nạp ý kiến của quý vị qua thư điện tử (email) gửi đến feedback@futureofclipper.com hoặc qua hộp thư thoại theo số **415.778.6680**. Hạn chót: ngày 03/04/2017 Tìm thêm thông tin tại futureofclipper.com.

C2 Draft RFP for Industry Review - Talking Points for Transit Agencies 2/28/17

What is Clipper?

- Clipper is the transit fare payment system accepted by 20 Bay Area transit agencies.
- Nearly 2 million active Clipper cards are in circulation today.
- Transit riders use Clipper to pay for about 800,000 trips per weekday.
- Clipper is a cooperative effort of the Metropolitan Transportation Commission (MTC) and the participating transit agencies.

The region is planning for the future

- MTC and the transit agencies are developing the next generation of Clipper.
- They are preparing to select a vendor to serve as a “system integrator”, overseeing design and development of the new program, as well as overall operations.
- The agencies want to make sure the new system:
 - Supports a modern, seamless transit experience through a payment system that is intuitive and efficient
 - Provides a flexible platform for improving future regional travel that can be more nimble and responsive to new developments and market demands

What’s this draft RFP?

- MTC released a draft request for proposals for the vendor that will serve as system integrator, responsible for coordinating all vendors delivering the new system.
- Clipper is a complex financial payment system in a rapidly developing world of technology, so MTC decided to give the payments industry a chance to comment on the draft RFP before releasing the final version this summer.
- MTC is also opening the comment opportunity to members of the public as well.

Why should I care about the draft RFP?

- The draft RFP articulates some of the possible features of the next generation of Clipper.
- You can read a summary of important elements of the draft RFP and weigh in on your preferences about features that should be incorporated into the new system.

How can I comment?

- Visit futureofclipper.com to download a copy of the summary
- Submit comments via email to feedback@futureofclipper.com or leave voicemail at 415.778.6680.

How will my comments be addressed?

- MTC staff will acknowledge receipt of any email or voicemails.
- Comments will be forwarded to the team working on the final RFP.
- Comments also will be provided to the vendor ultimately selected as the system integrator for consideration as the program is developed.
- MTC will update the futureofclipper.com website with the results and current status of public engagement efforts.

C2 Public Engagement – Phase 2 – Suggested Memo Language

2-28-17

Clipper is the transit fare-payment system for the San Francisco Bay Area. Currently accepted on most public transit agencies, Clipper is responsible for fare payment for close to 800,000 transit trips each weekday, and roughly half of the transit trips taken in the region. The Metropolitan Transportation Commission (MTC) manages Clipper on behalf of the participating transit operators.

The Clipper system has been in operation for 10 years, and MTC and the transit operators are planning for the next generation and are seeking input from the public. Previous research, including an online survey, yielded feedback about the public's desires regarding fare media options (e.g., cards, apps, etc.), equipment, customer website, accessibility, security and privacy, integration with other services, transit benefits, transit subsidy programs, customer service, account management and fees.

Based on this input, customer feedback, industry trends and additional research, MTC and the transit operators envision a next-generation Clipper system that is a customer-focused, cost-effective fare-collection system that supports a modern, seamless transit experience for traveling around the Bay Area, providing a flexible platform for improving future regional travel, delivered through a collaborative partnership among Bay Area transit agencies, MTC and its private-sector vendors.

MTC currently is preparing to issue a request for proposals (RFP) for a system integrator, the vendor responsible for collection and processing of fares, customer service tools, account management, back-office operations, administration, retail access and integration with other programs, among other tasks. Once selected, that vendor will begin refining the scope of work and design process.

MTC and the transit operators will provide another opportunity for the public to weigh in with their preferences and priorities later in the spring. Members of the public will be able to answer specific questions through an online survey available at futureofclipper.com in mid-April and running through May 31, 2017. Interested parties may also send email to futureofclipper@mtc.ca.gov, leave voicemail at 415.778.6680 or write to MTC-Clipper Feedback, Bay Area Metro Center, 375 Beale St., San Francisco, CA 94105.



Metropolitan Transportation Commission

375 Beale Street, Suite 800
San Francisco, CA 94105

Legislation Details (With Text)

File #:	17-2289	Version:	1	Name:	
Type:	Report	Status:		Informational	
File created:	1/31/2017	In control:		Policy Advisory Council	
On agenda:	3/8/2017	Final action:			
Title:	Council Member Reports (5 minutes)				

Members of the Council may report on locally relevant issues or events.

Sponsors:

Indexes:

Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
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Subject:

Council Member Reports
(5 minutes)

Members of the Council may report on locally relevant issues or events.

Presenter:

Randi Kinman, Council Chair

Recommended Action:

Information

Attachments



Metropolitan Transportation Commission

375 Beale Street, Suite 800
San Francisco, CA 94105

Legislation Details (With Text)

File #:	17-2290	Version:	1	Name:	
Type:	Report	Status:		Informational	
File created:	1/31/2017	In control:		Policy Advisory Council	
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Title:	New Business (5 minutes)				

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

Sponsors:

Indexes:

Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
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Subject:

New Business
(5 minutes)

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

Presenter:

Randi Kinman, Council Chair

Recommended Action:

Discussion

Attachments