



Metropolitan Transportation Commission

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

Meeting Agenda

Policy Advisory Council

Randi Kinman, Chair
Cynthia L. Murray, Vice Chair

Wednesday, July 10, 2019

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> and will take place at 1:30 p.m.

1. [19-0708](#) Welcome

Action: Information

Presenter: Randi Kinman, Council Chair

2. Roll Call / Confirm Quorum

Quorum: A quorum of this council shall be a majority of its regular voting members (13).

3. [19-0709](#) Approval of June 12, 2019 Meeting Minutes
(5 minutes)

Action: Approval

Presenter: Randi Kinman, Council Chair

Attachments: [03_Council Minutes_June 2019.pdf](#)

4. [19-0710](#) 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. [19-0712](#) Plan Bay Area 2050: Public Engagement Overview
(30 minutes)
- Presentation of the Plan Bay Area 2050 (Plan) public engagement plan, from promotion prior to Plan kickoff in September 2019 through adoption in summer 2021.
- Action:** Information
- Presenter:** Ursula Vogler
- Attachments:** [05_PBA2050_Public_Engagement.pdf](#)
6. [19-0807](#) Next Generation Clipper® System Update
(30 minutes)
- Update Council members on key developments related to the implementation of the Next Generation Clipper System Integrator project, provide an overall program update, and to highlight key technical updates.
- Action:** Information
- Presenter:** Edward Meng and Jason Weinstein
- Attachments:** [06_Clipper_Next_Gen_Council.pdf](#)
7. [19-0806](#) Transit Fare Integration Update
(30 minutes)
- Update on recent MTC staff work on transit fare integration in the Bay Area. This update is provided based on a request by Policy Advisory Council members.
- Action:** Information
- Presenter:** William Bacon
- Attachments:** [07_Transit_Fare_Integration_Update.pdf](#)
8. [19-0713](#) Staff Liaison Report
(5 minutes)
- Relevant MTC policy decisions and other activities.
- Action:** Information
- Presenter:** Marti Paschal, Staff Liaison
- Attachments:** [08_Staff_Liaison_Report_July_2019.pdf](#)

9. [19-0714](#) Council Member Reports
(10 minutes)

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

Action: Information

Presenter: Randi Kinman, Council Chair

10. [19-0715](#) 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

12. Adjournment / Next Meeting

The next meeting of the Policy Advisory Council will be held Wednesday, September 11, 2019 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.

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



Metropolitan Transportation Commission

375 Beale Street, Suite 800
San Francisco, CA 94105

Legislation Details (With Text)

File #: 19-0708 **Version:** 1 **Name:**
Type: Report **Status:** Informational
File created: 6/7/2019 **In control:** Policy Advisory Council
On agenda: 7/10/2019 **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 #: 19-0709 **Version:** 1 **Name:**
Type: Minutes **Status:** Committee Approval
File created: 6/7/2019 **In control:** Policy Advisory Council
On agenda: 7/10/2019 **Final action:**
Title: Approval of June 12, 2019 Meeting Minutes
(5 minutes)

Sponsors:

Indexes:

Code sections:

Attachments: [03 Council Minutes June 2019.pdf](#)

Date	Ver.	Action By	Action	Result
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Subject:

Approval of June 12, 2019 Meeting Minutes
(5 minutes)

Presenter:

Randi Kinman, Council Chair

Recommended Action:

Approval

Attachments:



Metropolitan Transportation Commission

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

Meeting Minutes - Draft

Policy Advisory Council

Randi Kinman, Chair
Cynthia L. Murray, Vice Chair

Wednesday, June 12, 2019

1:30 PM

Board Room - 1st Floor

1. [19-0594](#) Welcome

Presenter: Randi Kinman, Council Chair

2. Roll Call / Confirm Quorum

Present: 18 - Blacksten, Burnett, Castellanos, Coates, Cochran, Florez, Hernandez, Chair Kinman, Lee, Levin, Lopez, Madden, Mendoza, Miller, Momoh, Vice Chair Murray, Saver and Williams

Excused: 3 - Hedges, Kallins and Wolff

Absent: 3 - Baker, Eldred and Schweng

3. [19-0595](#) Approval of May 8, 2019 Meeting Minutes
(5 minutes)

Action: Approval

Presenter: Randi Kinman, Council Chair

Attachments: [03_Council Minutes_May 2019.pdf](#)

Upon the motion by Florez and second by Coates, the May 8, 2019 Meeting Minutes was approved. The motion carried by the following vote:

Aye: 14 - Blacksten, Burnett, Coates, Florez, Hernandez, Chair Kinman, Lee, Levin, Lopez, Madden, Mendoza, Momoh, Saver and Williams

Absent: 9 - Baker, Castellanos, Cochran, Eldred, Hedges, Kallins, Miller, Schweng and Wolff

Abstain: 1 - Vice Chair Murray

Castellanos, Cochran, and Miller arrived after the approval of the May 8, 2019 Meeting Minutes.

4. [19-0596](#) 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. [19-0361](#) Plan Bay Area 2050: Regional Growth Forecast Methodology
(30 minutes)

Presentation on the approach, tools and assumptions underlying the Regional Growth Forecast of total jobs, population, and households for Plan Bay Area 2050.

Action: Information

Presenter: Cynthia Kroll and Dave Vautin

Attachments: [05_PBA2050_Growth Forecast Methodology.pdf](#)
[05_Handouts.pdf](#)

The following individuals spoke on this item:
Suzanne Keehn of Palo Alto for Sensible Zoning;
Greg Schmid of Palo Alto for Sensible Zoning;
Terry Holzemer of Palo Alto for Sensible Zoning; and
Govind Tatachari.

6. [19-0619](#) Review of Housing Legislation
(30 minutes)

Review of bills related to public lands, upzoning, housing data/transparency, streamlining and redevelopment.

Action: Information

Presenter: Rebecca Long

Attachments: [06_Review of Housing Legislation.pdf](#)

7. [19-0597](#) Staff Liaison Report
(5 minutes)

Relevant MTC policy decisions and other activities.

Action: Information

Presenter: Marti Paschal, Staff Liaison

Attachments: [07_Staff_Liaison_Report_June_2019.pdf](#)

8. [19-0598](#) Council Member Reports
(10 minutes)

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

Action: Information

Presenter: Randi Kinman, Council Chair

9. [19-0599](#) 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 Comment / Other Business

11. Adjournment / Next Meeting

The next meeting of the Policy Advisory Council will be held Wednesday, July 10, 2019 at 1:30 p.m. at the Bay Area Metro Center, 375 Beale Street, San Francisco, CA.



Metropolitan Transportation Commission

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Legislation Details (With Text)

File #:	19-0710	Version:	1	Name:	
Type:	Report	Status:		Informational	
File created:	6/7/2019	In control:		Policy Advisory Council	
On agenda:	7/10/2019	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

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Legislation Details (With Text)

File #: 19-0712 **Version:** 1 **Name:**
Type: Report **Status:** Informational
File created: 6/7/2019 **In control:** Policy Advisory Council
On agenda: 7/10/2019 **Final action:**
Title: Plan Bay Area 2050: Public Engagement Overview
(30 minutes)

Presentation of the Plan Bay Area 2050 (Plan) public engagement plan, from promotion prior to Plan kickoff in September 2019 through adoption in summer 2021.

Sponsors:

Indexes:

Code sections:

Attachments: [05_PBA2050_Public_Engagement.pdf](#)

Date	Ver.	Action By	Action	Result
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Subject:

Plan Bay Area 2050: Public Engagement Overview
(30 minutes)

Presentation of the Plan Bay Area 2050 (Plan) public engagement plan, from promotion prior to Plan kickoff in September 2019 through adoption in summer 2021.

Presenter:

Ursula Vogler

Recommended Action:

Information

Attachments:

**Metropolitan Transportation Commission
Policy Advisory Council**

July 10, 2019

Agenda Item 5

Plan Bay Area 2050: Public Engagement Overview

Subject: Presentation of the Plan Bay Area 2050 (Plan) public engagement plan, from promotion prior to Plan kickoff in September 2019 through adoption in summer 2021.

Background: Policy Advisory Council Agenda Item 5, Plan Bay Area 2050: Public Engagement Overview, is attached. This report will be presented to the Joint MTC Planning Committee with the ABAG Administrative Committee on July 12, 2019.

Staff will be at your July 10 meeting to discuss this report. The Council's input is requested.

Attachments: Agenda Item 5a from the July 2019 Joint MTC Planning Committee with the ABAG Administrative Committee Packet

Metropolitan Transportation Commission and the Association of Bay Area Governments
Joint MTC Planning Committee with the ABAG Administrative Committee

July 12, 2019

Agenda Item 5a

Plan Bay Area 2050: Public Engagement Overview

- Subject:** Presentation of the Plan Bay Area 2050 (Plan) public engagement plan, from promotion prior to Plan kickoff in September 2019 through adoption in summer 2021.
- Background:** In April 2018, the Commission approved MTC's Public Participation Plan (PPP) and its Appendix A, which outlined the anticipated approach and schedule for Plan Bay Area 2050 public engagement. The PPP anticipated that the Plan's engagement would take a new approach from past Plans, striving to invigorate engagement efforts and go above and beyond federal and state requirements. Since that time, and with the introduction of Horizon, public engagement reached more people in different ways, creating opportunities to hear from people not normally part of the planning process. With Plan Bay Area 2050, staff is proposing to build on these efforts to deliver a comprehensive public engagement program that encourages residents, especially low-income communities and communities of color, to participate in the decisions that affect them.
- Issues:** Staff anticipates that there will be four phases of public engagement for Plan Bay Area 2050:
- Prior to the Plan: Promotional Activities (July to September 2019)
 - Phase I: Plan Bay Area 2050 Kickoff (October and November 2019)
 - Phase II: Input on Draft Preferred Scenario (April and May 2020)
 - Phase III: Input on Draft Plan and Draft EIR (February and March 2021)
- Staff proposes using both innovative and tried-and-true strategies to deliver a comprehensive public engagement program, including:
1. Improved promotion of the Plan Bay Area 2050 brand via a social media marketing campaign aimed at growing new followers and increasing comments from previously unheard voices during public engagement;
 2. Use of innovative strategies aimed at maximizing the quality and number of comments, use "pop-up" workshops at existing community events as well as a variety of digital engagement tools;
 3. Ongoing engagement with the following groups:
 - a. Community-based organizations to receive input from low-income and limited English proficient populations and to promote existing events;
 - b. Federally-recognized tribal communities throughout the Plan Bay Area 2050 process; and
 - c. Youth via the Y-PLAN program to receive input on key Plan Bay Area 2050 issues.
 4. Enhanced engagement with our stakeholders via webinars and the Regional Advisory Working Group; and
 5. Implementation of a statistically valid telephone poll to the nine-county Bay Area.
- Next Steps:** Taking into account input from working groups and committees in July, staff will begin promotional activities in advance of the anticipated Plan kickoff this fall.
- Attachments:** **Attachment A:** Plan Bay Area 2050 Public Engagement Plan
Attachment B: Presentation


Alix Bockelman

Plan Bay Area 2050 Public Engagement Plan Overview of Engagement Activities

Agenda Item 5a

MTC and ABAG are committed to an active public engagement process that provides comprehensive information, timely public notice and full public access to key decisions. Appendix A of the adopted Public Participation Plan (available at www.planbayarea.org/get-involved/public-participation-plan) uses these tenets to establish an engagement framework for Plan Bay Area 2050, and provides an overview of the Plan's engagement strategies and an anticipated timeline. The information below provides more detail of the engagement activities by phase, including specific recommendations on engagement tactics and an updated engagement calendar.

Prior to Plan Kickoff: Promotional Activities (July to September 2019)

In order to introduce Plan Bay Area 2050 (Plan) to the public and stakeholders, and to grow the database of interested participants and encourage participation in the Plan Bay Area 2050 process, staff recommends promoting the Plan prior to its kick-off using the following proposed strategies:

a) Plan Bay Area 2050 Brand Promotion

Using video segments featured on social media and podcast sessions with local radio (e.g., KQED, KCBS), the approach will serve to explain Plan Bay Area 2050 to the Bay Area public to encourage residents to get involved in the long-range planning process. As we believe that early engagement will encourage ongoing participation throughout the process, promotional efforts would begin in summer 2019 and would continue through Plan adoption in 2021.

b) "Plan Bay Area 2050 Summer Webinar Series"

Staff experienced recent success with webinars, which allow for live interactive presentations to be made to remote participants. The webinars would showcase some of the preparatory activities for Plan Bay Area 2050, as well as reviewing the foundational work completed through Horizon. Potential webinar topics include an overview of the Plan Bay Area 2050 process both for partners and stakeholders, recaps on recent Horizon planning activities for new stakeholders and members of the public, guidance on updates to the Regional Growth Framework for local jurisdictions, and information on upcoming public engagement.

Phase I: Kick-off of Plan Bay Area 2050 (October and November 2019)

Focused primarily on further prioritizing strategies (e.g., policies and investments) analyzed as part of Horizon, staff recommends use of innovative engagement tactics in order to reach more people and receive more input using the following proposed engagement strategies:

a) "Pop-up" Workshops

Hugely successful in the early months of the Horizon initiative, this format consists of meeting people "where they are" at public events/venues (e.g., farmers markets, art festivals, libraries and transit centers, etc.). Instead of holding traditional open houses that attract fewer people, "pop-ups" allow us to use existing venues and gatherings to

increase participation. “Pop-up” workshops are mobile, light and inexpensive, with more limited staff participation (two to three staff per location) - meaning more events can be held in each county. To increase participation even more, we will ask MTC’s eight Community-based Organizations (CBOs) to promote the pop-up workshops to their members and guide us in our selection of venues. These events will also be promoted to the public to ensure that everyone has the opportunity to comment.

b) Digital Tool

Aimed at reaching a younger, less traditional audience and those who may not be interested in attending a workshop, a Plan Bay Area 2050 digital tool will be launched this fall. The tool, like a video game, will use gamification to entice participants to provide feedback on strategies for transportation, housing, economic development, and resilience - similar to the content being showcased at pop-up workshops. The digital tool will be promoted via social media in order to maximize participation.

c) Webinars

Staff is planning to continue several webinars throughout fall 2019, enabling more detailed information to be presented to a broader array of participants across the region.

d) Statistically Valid Poll

As in past Plan cycles, staff recommends conducting a statistically valid telephone survey of Bay Area residents. The questions will focus on Plan Bay Area 2050, with input received being able to be integrated into components of the Preferred Scenario.

Phase II: Input on Draft Preferred Scenario (April and May 2020)

This phase will showcase the regional blueprint established in the Draft Preferred Scenario, reflecting how strategies influence the location of growth, the performance of the transportation system, etc. Given the complexity of the information, staff recommends a multi-faceted approach to engagement, including holding workshops/open houses and other conversational engagement to ensure the public can provide detailed comments, and using digital engagement to maximize participation.

a) Workshops

During this key phase, the traditional workshop/open house format generally works best, as complex topics are described and detailed input is requested. This format consists of participants visiting individual tables or “stations” to gain information from knowledgeable staff members. The public would provide input via interactive displays and/or comment cards at the event. We recommend holding two workshops in each county, promoting them in advance to ensure everyone has an opportunity to comment.

b) CBO Focus Groups

Proven to be quite successful in each Plan cycle, CBO focus groups allow us to ask detailed questions and get in-depth responses to key questions. The topics would mirror the workshops, with each CBO potentially delving into one or more specific topic areas.

c) Digital Engagement: Online Surveys and Video

During the Horizon initiative, online surveys were successfully used to obtain input from online participants. For Plan Bay Area 2050, surveys will be combined with video to outline the Draft Preferred Scenario to the public and then request input. Both would be promoted via social media to increase participation.

d) “Coffee Conversations”

This type of engagement brings together partners, stakeholders, private sector business groups and/or members of the public with MTC/ABAG staff in a casual and intimate setting, potentially over a cup of coffee. The goal of these conversations would be to delve into various topics related to Plan Bay Area 2050, and for MTC/ABAG staff to have time to flesh out the ideas discussed. This tactic would be most useful when tackling a particular question or issue within the Draft Preferred Scenario.

e) Webinars

Staff is planning to continue webinars, this cycle focusing on bringing the Draft Preferred Scenario to a broad array of stakeholders and the public for input.

Phase III: Input on Draft Plan and Draft EIR (February and March 2021)

The final phase of engagement activities is outlined below. We recommend, however, remaining flexible with engagement tactics as the planning process unfolds.

a) Workshops

Similar to Phase II, the traditional workshop/open house format also works best during this phase, when, in addition to complex material, multiple documents (e.g., Draft Plan, Environmental Impact Report and Transportation Improvement Program) are required to be available for viewing. We will host one workshop in each Bay Area county.

b) Public Hearings on the Draft Environmental Impact Report (EIR) and Draft Plan

A statutory requirement of the Plan, three public hearings will be held around the region and will serve as public hearings on the Draft Plan Document and the. For the Draft EIR, a Notice of Preparation will be issued and a public scoping meeting(s) will be held to explain the environmental process and solicit early input on areas of concern. A public comment period will be established for written and oral public comments, as per guidelines under the California Environmental Quality Act (CEQA); responses to comments will be in the Final EIR.

c) CBO Focus Groups and Video/Surveys

We will continue use of CBO focus groups to gather input on the Draft Plan, as well as the use of video and surveys to inform and gather input from the public and our partners on the specifics of the Draft Plan.

d) Forums with Business Groups + Federal & State Agencies

A statutory requirement, we will obtain input on the Draft Plan from our partner agencies and members of the private sector. Forums would take place at the Bay Area Metro Center and would involve a round table format.

The background is a collage of images related to public engagement. It includes a blue header with a white wavy line, a person's hand pointing at a map, a hand holding a pen over a map with colored markers, and a hand pointing at a map. The text "PLAN BAY AREA 2050" is overlaid on the blue header.

PLAN BAY AREA 2050

Public Engagement Overview

Joint MTC Planning Committee with the
ABAG Administrative Committee

July 12, 2019

The Approach

- Grow followers early to increase participants
- Encourage participation by low-income communities and communities of color
- Go well above-and-beyond federal and state requirements

What's New

- **Enhanced Promotion + Innovative Engagement**
 - Promotion of Plan Bay Area 2050 brand via social media
 - “Pop-up” workshops in Phase I
 - “Coffee Conversations” with interested public
 - More CBO and youth engagement



What's New

- **Enhanced Digital Engagement**
 - Digital tool
 - Social media
 - Embedded video
 - Online surveys

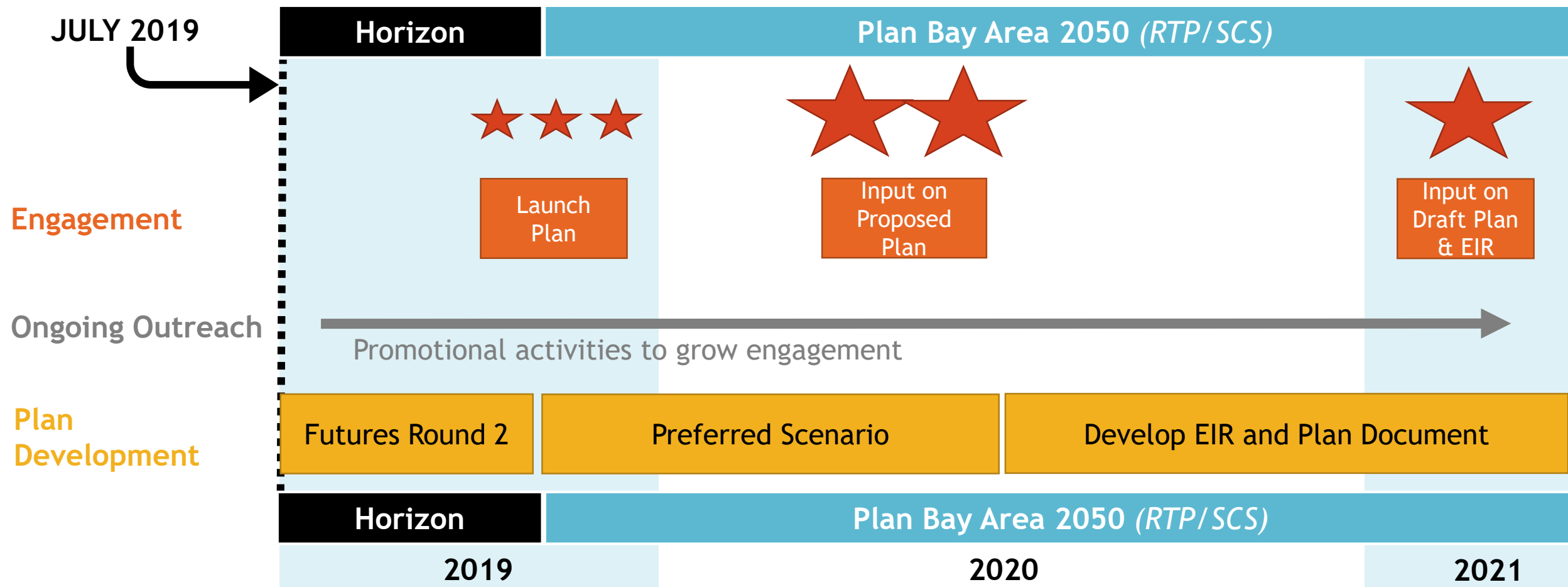


Building Upon Traditional Engagement Techniques

- Webinars
- Statistically Valid Telephone Poll
- Open Houses
- Forums with Community Groups



Plan Bay Area 2050 Schedule: Outreach & Engagement



Prior to the Plan (July to September 2019)

Focus Area

Increase participation during Plan Bay Area 2050 engagement through promotional activities

Tactics

1. Plan Bay Area 2050 Brand Promotion
 - a. Video segment promotion on social media
 - b. Podcast sessions with local radio stations
2. “Plan Bay Area 2050 Summer Webinar Series”



Phase I: Plan Bay Area 2050 Kickoff (October and November 2019)

Focus Area

Prioritize high-performing Horizon strategies for consideration in Preferred Scenario

Tactics

1. Pop-up Workshops (*20-30 locations across the Bay Area*)
2. Digital Tool (*use of gamification to engage new participants*)
3. Webinars for Stakeholders & Public
4. Statistically-Valid Telephone Poll



Phase II: Draft Preferred Scenario Input (April and May 2020)

Focus Area

Request input/feedback on Draft Preferred Scenario

Tactics

1. Workshops (*18 locations; 2 per county*)
2. CBO Focus Groups
3. Digital Engagement (*video & online surveys*)
4. “Coffee Conversations” (*small group discussions on specific Plan topics*)
5. Webinars for Stakeholders & Public



Phase III: Draft Plan/EIR Input (February and March 2021)

Focus Area

Request input/feedback on Draft Plan Document & Draft EIR

Tactics

1. Workshops/Open Houses
2. EIR Public Hearings
3. CBO Focus Groups
4. Draft Plan Bay Area 2050 Video
5. Forums with Business Groups, Federal/State Agencies, etc.



Questions?

Contact MTC/ABAG staff with any follow-up questions:

Ursula Vogler, Principal, Public Engagement:
uvogler@bayareametro.gov

Dave Vautin, Plan Bay Area 2050 Project Manager:
dvautin@bayareametro.gov



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Legislation Details (With Text)

File #: 19-0807 **Version:** 1 **Name:**
Type: Report **Status:** Informational
File created: 6/20/2019 **In control:** Policy Advisory Council
On agenda: 7/10/2019 **Final action:**
Title: Next Generation Clipper® System Update
(30 minutes)

Update Council members on key developments related to the implementation of the Next Generation Clipper System Integrator project, provide an overall program update, and to highlight key technical updates.

Sponsors:

Indexes:

Code sections:

Attachments: [06_Clipper Next Gen Council.pdf](#)

Date	Ver.	Action By	Action	Result
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Subject:

Next Generation Clipper® System Update
(30 minutes)

Update Council members on key developments related to the implementation of the Next Generation Clipper System Integrator project, provide an overall program update, and to highlight key technical updates.

Presenter:

Edward Meng and Jason Weinstein

Recommended Action:

Information

Attachments:

**Metropolitan Transportation Commission
Policy Advisory Council**

July 10, 2019

Agenda Item 6

Next Generation Clipper® System Update

Subject: Update Council members on key developments related to the implementation of the Next Generation Clipper System Integrator project, provide an overall program update, and to highlight key technical updates.

Background: Included in the presentation is a summary of recently completed activities related to delivering the program; upcoming activities and deliverables for MTC, Cubic, and the transit operators; and noteworthy items that the project team is managing.

Also included in the presentation is a summary of key technical items that Cubic has provided to show updates and technical activities related to the development of the Next Generation system. MTC and transit operators invited the Next Generation Clipper Technical Advisors, IBI Group, to discuss overall program progress at the June Clipper Executive Board meeting.

Staff will be at your July 10 meeting to discuss the Next Generation Clipper System Update. The Council's input is requested.

Attachments: Presentation

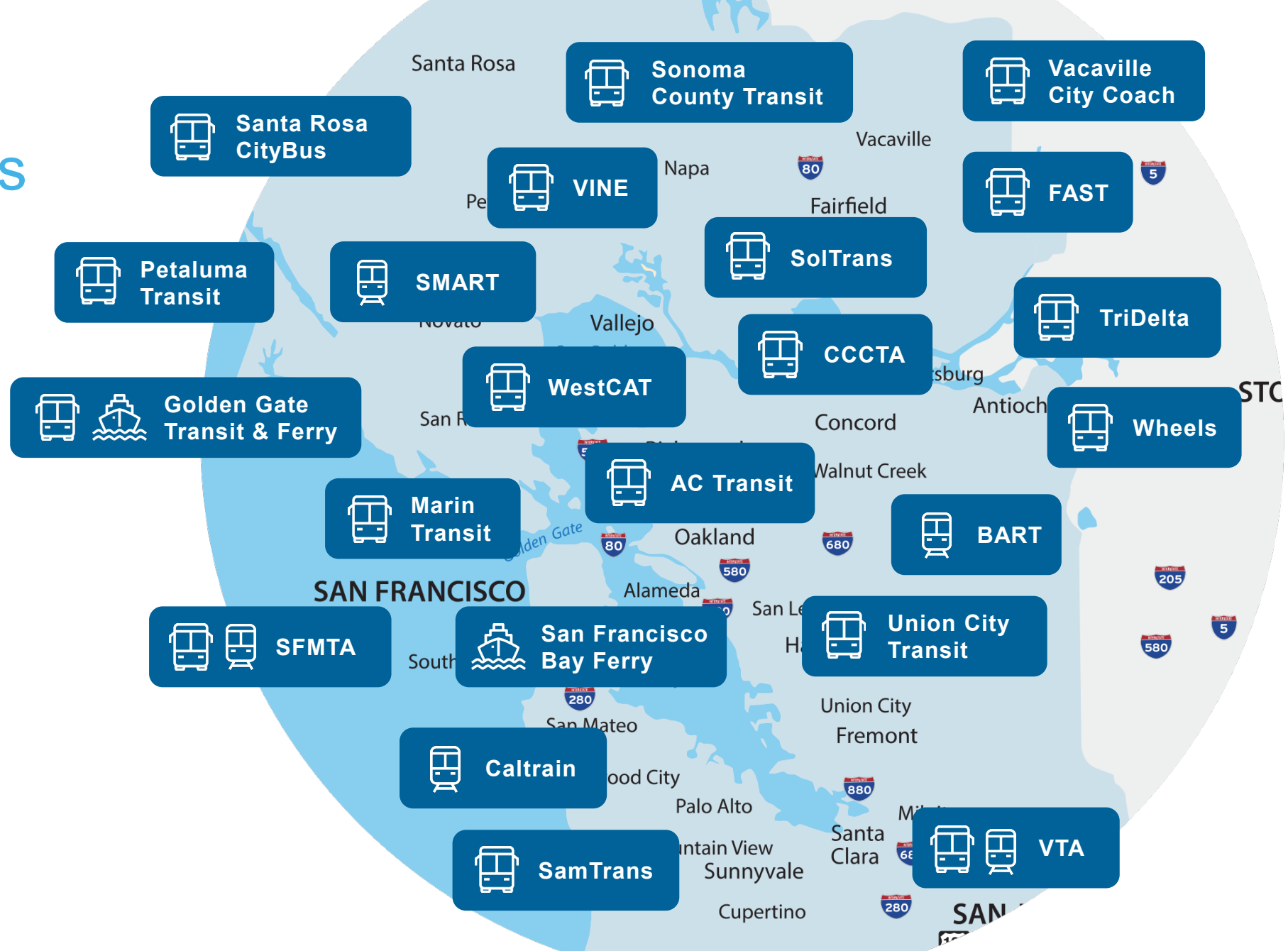


The Future of Clipper

Policy Advisory Council

July 10, 2019

Clipper Successes



Clipper Successes



\$55M

MONTHLY TRANSIT
OPERATOR REVENUE



15,000

PIECES OF EQUIPMENT

22

TRANSIT
OPERATORS

23M

MONTHLY FARE
PAYMENTS



97%

CUSTOMER
SATISFACTION
RATING



825,000

DAILY WEEKDAY TRANSACTIONS



Clipper Successes

97%
**CONSUMER
SATISFACTION**

“Clipper makes
it **very convenient**
to use public
transportation.”

“I really love my
Clipper card and the
ease of use, automatic
reload, and loading the
card online. I like that
it applies my disabled
person discount
automatically.”

“The current
card is **easy**
to use and load
via electronic
means.”

“I love Clipper. It has made my commute much better.”



Clipper Goals



**Intuitive, familiar
experience**



**Excellent, proactive
customer service**



**Transparent and
efficient governance**



**Accurate and
complete data**



**Flexibility and
responsiveness**



**Efficient and
reliable operations**



Short-term: Continued Excellence

ENHANCED ACCOUNT MANAGEMENT

- ▶ Mobile-Friendly Website
- ▶ Website Overhaul

ACCOUNT LOADING CHOICES

- ▶ Web and Phone
- ▶ In Person



Greater Convenience in the Future



MORE PAYMENT OPTIONS

- ▶ Mobile Phones
- ▶ Contactless Cards
- ▶ Open Payment Potential



TRANSITION TO FLEXIBLE SYSTEM

- ▶ Faster loading
- ▶ Immediate card replacement
- ▶ Management of your family's cards in a single account



INTEGRATION WITH...

- ▶ Transit Parking
- ▶ Paratransit Service

Use the mobile app...



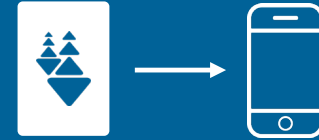
...TO SUPPLEMENT A PHYSICAL CARD

- ▶ Create web account/register a card
- ▶ Add value/passes in the same timeframe as on website
- ▶ View card balance based on recent transactions received
- ▶ Block card by end of day
- ▶ Manage account information/payment options
- ▶ Add value to card with ApplePay, GooglePay, etc.



...AS A VIRTUAL CARD (STORED ON PHONE)

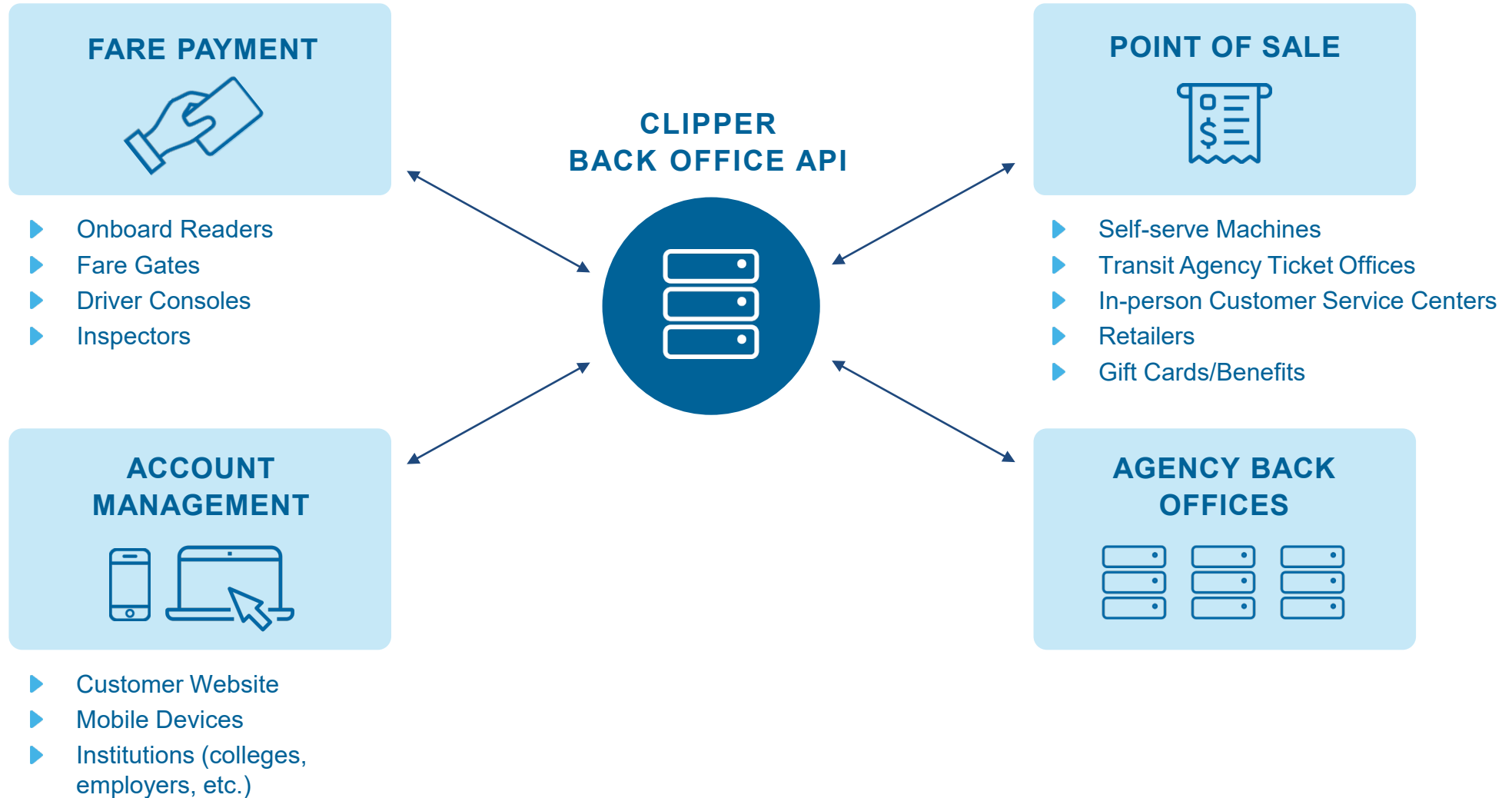
- ▶ Create a new account
- ▶ Add value/passes immediately
- ▶ View current balance, pass status and transaction history
- ▶ Block card immediately
- ▶ Manage account information/payment options
- ▶ Add value to account with ApplePay, GooglePay, etc.
- ▶ Transfer virtual card between devices



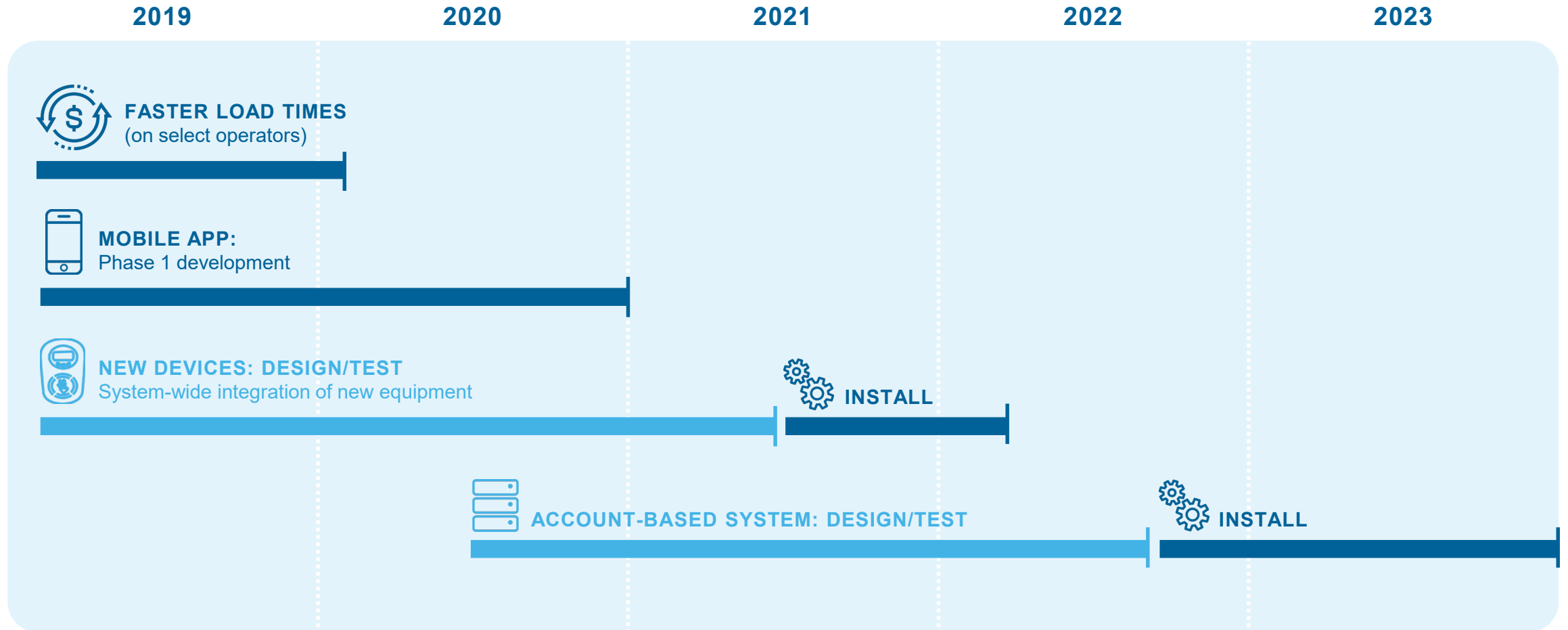
TRANSFER FROM PHYSICAL CARD TO VIRTUAL CARD:

- ▶ Card balance and passes transfer to virtual card
- ▶ Existing log-in

Next-Generation Clipper System Design



Timeline



New Technologies



Bus Card
Readers &
Driver Units

~3500



Clipper Rail
Card
Readers

~1500



Rail
Stand-Alone
Card Readers

~350



Customer
Service
Terminal

~60



Self
Service
Terminals

~25



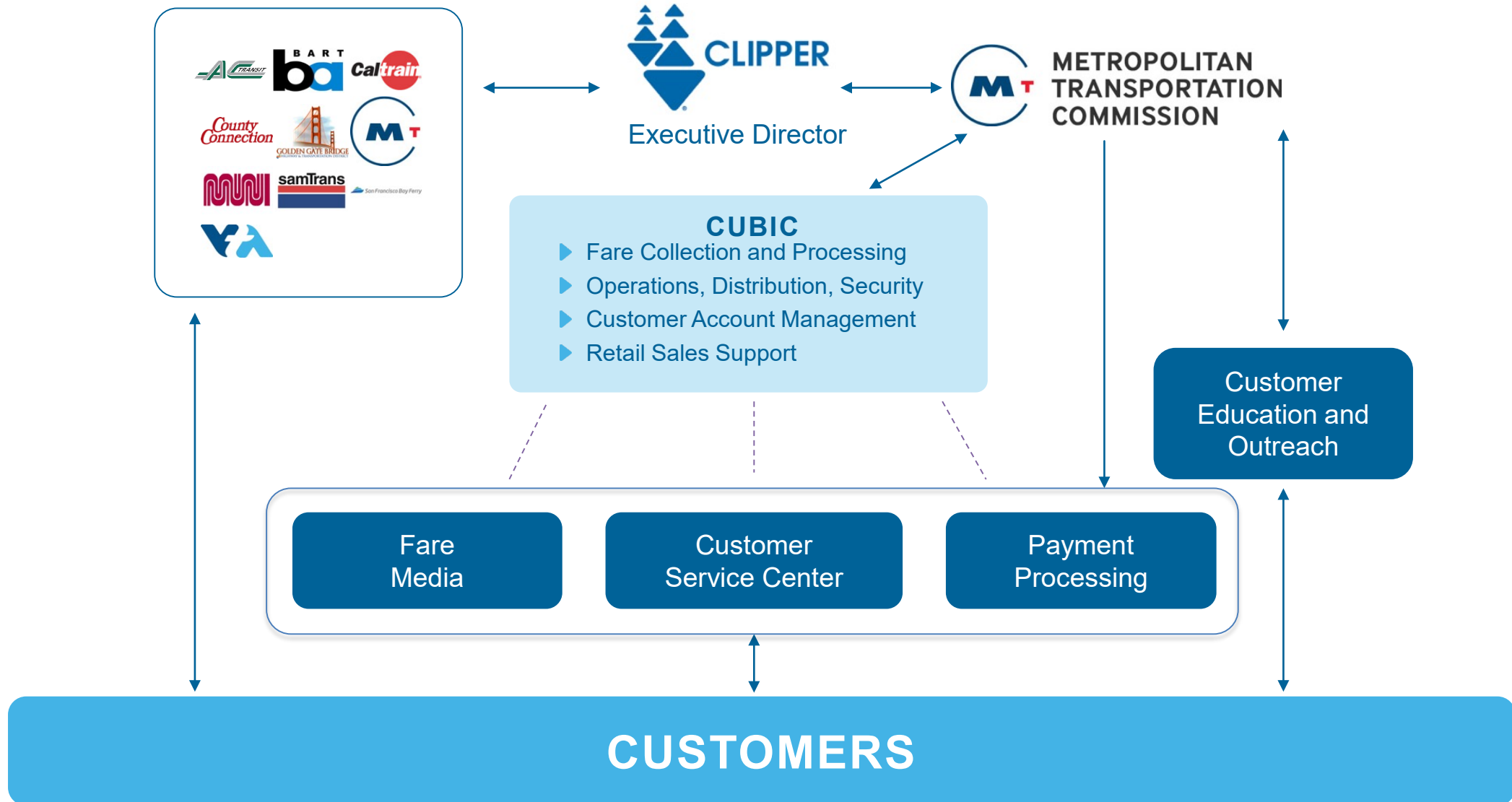
Handheld
Retail &
Inspection

~1000

Accelerated Deployment

START	COMPLETE	ACTIVITY	AC Transit	BART	Caltrain	City Coach	County Connection	FAST	Golden Gate Ferry	Golden Gate Transit	Marin Transit	Petaluma Transit	SamTrans	San Francisco Bay Ferry	Santa Rosa CityBus	SFMTA	SMART	SolTrans	Sonoma County Transit	Tri Delta Transit	Union City Transit	Vine Transit	VTA	WestCAT	Wheels
Qtr 1 2019	Qtr 1 2020	Roll out more frequent loading on rail, ferry, and select ticket vending machines		●	●			●					●		●	●						●			
Qtr 2 2019	Qtr 4 2020	Development of mobile app	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
Qtr 1 2020	Qtr 2 2022	Install and roll out retail devices, on-board bus equipment and stand-alone readers	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	

Governance and Program Delivery





With no fare necessary. thrive
pharmacy. no fare necessary
thrive.org/thrive

SolTrans
5008



Metropolitan Transportation Commission

375 Beale Street, Suite 800
San Francisco, CA 94105

Legislation Details (With Text)

File #:	19-0806	Version:	1	Name:	
Type:	Report	Status:		Informational	
File created:	6/20/2019	In control:		Policy Advisory Council	
On agenda:	7/10/2019	Final action:			
Title:	Transit Fare Integration Update (30 minutes)				

Update on recent MTC staff work on transit fare integration in the Bay Area. This update is provided based on a request by Policy Advisory Council members.

Sponsors:

Indexes:

Code sections:

Attachments: [07 Transit Fare Integration Update.pdf](#)

Date	Ver.	Action By	Action	Result
------	------	-----------	--------	--------

Subject:

Transit Fare Integration Update
(30 minutes)

Update on recent MTC staff work on transit fare integration in the Bay Area. This update is provided based on a request by Policy Advisory Council members.

Presenter:

William Bacon

Recommended Action:

Information

Attachments:

**Metropolitan Transportation Commission
Policy Advisory Council**

July 10, 2019








Agenda Item 7

Transit Fare Integration Update

- Subject:** Update on recent MTC staff work on transit fare integration in the Bay Area. This update is provided based on a request by Policy Advisory Council members.
- Background:** On February 8, 2019, MTC hosted a Fare Integration Seminar for transit agency board members and staff at the San Francisco Ferry Building. The goal of the seminar was to create a forum for board members and staff to learn about fare integration models from other regions, to consider possible benefits and obstacles to more fare integration in the Bay Area, and to provide direction to staff on possible next steps.
- At the seminar, a general consensus emerged to move forward in exploring the value of integrating the region's complicated transit fare structure in order to make it more rational, affordable, and attractive to existing and potential passengers. Attendees also supported taking action now as a way to possibly reduce the complexity of the Next Generation Clipper system. Taking a cue from work done in Toronto, as discussed by the guest speaker at the seminar, Martin Powell (who led Toronto's regional fare integration program), attendees at the seminar expressed support for utilizing a "business case" model to analyze how an integrated or more harmonized transit fare system could work.
- At its June 17, 2019 meeting, the Clipper Executive Board, considered a request to support the use of \$599,839 in residual funds available from the Integrated Fare Structure Program, capital project number 34, under Regional Measure 2 to support developing a business case for transit fare integration. As the successor body to the TransLink Consortium – the project sponsor identified in RM2 legislation – the Clipper Executive Board was asked to authorize MTC staff to request that the MTC Commission allocate these funds for the business case work. At the June meeting the Clipper Executive Board voted to defer this action on the request to support the use of RM2 funds to a future meeting, no later than October 2019. In the interim MTC staff and transit operator staff are working to develop a scope of work for the business case.
- Recommendation:** Information
- Attachments:** Attachment A - Comparison of Single Trip Fare and Discount Levels of Bay Area Transit Operators (as of February 8, 2019)
Attachment B - PowerPoint presented to transit agency board members and staff on February 8, 2019.

Comparison of Single Trip Fare and Discount Levels of Bay Area Transit Operators

February 8, 2019

Transit Operators	Fare Type	Single Trip Fares and Discount Levels															
		Adult	Child			Youth			Senior			RTC			Means-Based Discount (Proposed)		
		Clipper Fare	Child Fare	Discount from Adult Clipper Fare	Eligibility	Youth Clipper Fare	Discount from Adult Clipper Fare	Eligibility	Senior Clipper Fare	Discount from Adult Clipper Fare	Eligibility	RTC Clipper Fare	Discount from Adult Clipper Fare	Eligibility	Transit Operator Fare	Discount Level	Eligibility
	Local	\$2.25	\$0.00	100%	0-4 years	\$1.10	51%	5-18 years	\$1.10	51%	65 years+	\$1.10	51%	Medical Verification			
	Transbay	\$5.50	\$0.00	100%	0-4 years	\$2.75	50%	5-18 years	\$2.75	50%	65 years+	\$2.75	50%	Medical Verification			
	Min Trip	\$2.00	\$0.00	100%	0-4 years	\$1.00	50%	5-18 years	\$0.70	65%	65 years+	\$0.70	65%	Medical Verification	\$1.60	20%	Income Verification
	Max Trip	\$16.15	\$0.00	100%	0-4 years	\$8.10	50%	5-18 years	\$5.85	64%	65 years+	\$5.85	64%	Medical Verification	\$12.90	20%	Income Verification
	Min Zone	\$3.20	\$0.00	100%	0-4 years	\$1.60	50%	5-18 years	\$1.60	50%	65 years+	\$1.60	50%	Medical Verification	\$2.55	20%	Income Verification
	Max Zone	\$14.45	\$0.00	100%	0-4 years	\$6.60	54%	5-18 years	\$6.60	54%	65 years+	\$6.60	54%	Medical Verification	\$11.55	20%	Income Verification
	Local	\$2.05	\$0.00	100%	0-4 years	\$1.00	51%	5-18 years	\$1.00	51%	65 years+	\$1.00	51%	Medical Verification			
	Local/SF	\$3.60	\$0.00	100%	0-4 years	\$1.00	72%	5-18 years	\$1.00	72%	65 years+	\$1.00	72%	Medical Verification			
	GGT Min Zone	\$1.80	\$0.00	100%	0-4 years	\$1.00	44%	5-18 years	\$1.00	44%	65 years+	\$1.00	44%	Medical Verification	\$1.44	20%	Income Verification
	GGT Max Zone	\$10.40	\$0.00	100%	0-4 years	\$6.50	38%	5-18 years	\$6.50	38%	65 years+	\$6.50	38%	Medical Verification	\$8.32	20%	Income Verification
	GGF Sausalito	\$6.75	\$0.00	100%	0-4 years	\$6.25	7%	5-18 years	\$6.25	7%	65 years+	\$6.25	7%	Medical Verification	\$5.40	20%	Income Verification
	GGF Larkspur	\$7.75	\$0.00	100%	0-4 years	\$6.00	23%	5-18 years	\$6.00	23%	65 years+	\$6.00	23%	Medical Verification	\$6.20	20%	Income Verification
	GGF Tiburon	\$7.00	\$0.00	100%	0-4 years	\$6.25	11%	5-18 years	\$6.25	11%	65 years+	\$6.25	11%	Medical Verification	\$5.60	20%	Income Verification
	Local	\$2.50	\$0.00	100%	0-4 years	\$1.25	50%	5-18 years	\$1.25	50%	65 years+	\$1.25	50%	Medical Verification	\$1.25	50%	Income Verification
	Cable Car	\$7.00	\$7.00	0%	--	\$7.00	0%	--	\$7.00	0%	--	\$7.00	0%	--	\$7.00	0%	
	Local	\$2.15	\$0.00	100%	0-4 years	\$1.00	53%	5-18 years	\$1.00	53%	65 years+	\$1.00	53%	Medical Verification			
	Express	\$4.50	\$0.00	100%	0-4 years	\$1.00	78%	5-18 years	\$1.00	78%	65 years+	\$1.00	78%	Medical Verification			
County Connection	Local	\$2.00	\$0.00	100%	0-5 years	\$2.00	0%	6-18 years	\$1.00	50%	65 years+	\$1.00	50%	Medical Verification			
	Express	\$2.25	\$0.00	100%	0-5 years	\$2.25	0%	6-18 years	\$1.00	56%	65 years+	\$1.00	56%	Medical Verification			
Dumbarton Express	Local	\$2.15	\$0.00	100%	0-4 years	\$1.05	51%	5-18 years	\$1.05	51%	65 years+	\$1.05	51%	Medical Verification			
	Transbay	\$5.50	\$0.00	100%	0-4 years	\$2.75	50%	5-18 years	\$2.75	50%	65 years+	\$2.75	50%	Medical Verification			
Fairfield and Suisun Transit (FAST)	Local Blue, 85	\$1.75	\$0.00	100%	0-5 years	\$1.50	14%	6-18 years	\$0.85	51%	65 years+	\$0.85	51%	Medical Verification			
	Blue, 85	\$2.75	\$0.00	100%	0-5 years	\$2.00	27%	6-18 years	\$1.35	51%	65 years+	\$1.35	51%	Medical Verification			
	Blue, Yellow, 80	\$5.00	\$0.00	100%	0-5 years	\$4.00	20%	6-18 years	\$2.50	50%	65 years+	\$2.50	50%	Medical Verification			
	Green Express	\$5.75	\$0.00	100%	0-5 years	\$4.75	17%	6-18 years	\$2.85	50%	65 years+	\$2.85	50%	Medical Verification			
Marin Transit	Local	\$1.80	\$0.00	100%	0-4 years	\$1.00	44%	5-18 years	\$1.00	44%	65 years+	\$1.00	44%	Medical Verification			
Petaluma Transit	Local	\$1.50	\$0.00	100%	0-5 years	\$1.00	33%	6-18 years	\$0.75	50%	65 years+	\$0.75	50%	Medical Verification			
Santa Rosa CityBus	Local	\$1.50	\$0.00	100%	0-4 years	\$1.25	17%	5-18 years	\$0.75	50%	65 years+	\$0.75	50%	Medical Verification			
SolTrans (Benicia & Vallejo)	Local	\$1.75	\$0.00	100%	0-5 years	\$1.50	14%	6-18 years	\$0.85	51%	65 years+	\$0.85	51%	Medical Verification			
	Solano County Express	\$2.75	\$0.00	100%	0-5 years	\$2.00	27%	6-18 years	\$1.35	51%	65 years+	\$1.35	51%	Medical Verification			
	Outside County Express	\$5.00	\$0.00	100%	0-5 years	\$4.00	20%	6-18 years	\$2.50	50%	65 years+	\$2.50	50%	Medical Verification			
	Route 82	\$10.00	\$0.00	100%	0-5 years	\$8.00	20%	6-18 years	\$5.00	50%	65 years+	\$5.00	50%	Medical Verification			
Sonoma County Transit	Bus	\$1.50 to \$4.80				\$1.25 to \$4.55	17% to 5%	0-18 years	\$0.75 to \$2.40	50% to 50%	65 years+	\$0.75 to \$2.40	50% to 50%	Medical Verification			
		\$3.50 to \$11.50	\$0.00 to \$0.00	100% to 100%	0-4 years to 0-4 years	\$1.75 to \$5.75	50% to 50%	5-18 years to 5-18 years	\$1.75 to \$5.75	50% to 50%	65 years+	\$1.75 to \$5.75	50% to 50%	Medical Verification			
SMART (Sonoma Marin Rail)	Rail																
Tri Delta Transit	Local	\$2.00	\$0.00	100%	0-5 years	\$2.00	0%	6-18 years	\$0.85	58%	65 years+	\$0.85	58%	Medical Verification			
	Express	\$2.50	\$0.00	100%	0-5 years	\$2.50	0%	6-18 years	\$1.25	50%		\$1.25	50%	Medical Verification			
Union City Transit	Local	\$2.00	\$0.00	100%	0-5 years	\$1.25	38%	6-18 years	\$1.00	50%	65 years+	\$1.00	50%	Medical Verification			
VINE (Napa County)	Local	\$1.60	\$0.00	100%	0-5 years	\$1.10	31%	6-18 years	\$0.80	50%	65 years+	\$0.80	50%	Medical Verification			
	Route 29 Express 1	\$3.25	\$0.00	100%	0-5 years	\$3.25	0%	6-18 years	\$3.25	0%	65 years+	\$3.25	0%	Medical Verification			
	Route 29 Express 2	\$5.50	\$0.00	100%	0-5 years	\$5.50	0%	6-18 years	\$5.50	0%	65 years+	\$5.50	0%	Medical Verification			
	Napa-Solano Express	\$3.00	\$0.00	100%	0-5 years	\$3.00	0%	6-18 years	\$3.00	0%	65 years+	\$3.00	0%	Medical Verification			
Vacaville City Coach	Local	\$1.50	\$0.00	100%	0-5 years	\$1.25	17%	6-18 years	\$0.75	50%	65 years+	\$0.75	50%	Medical Verification			
WETA (San Francisco Bay Ferry)	Ferry	\$1.80 to \$11.00	\$0.00 to \$0.00	100% to 100%	0-4 years to 0-4 years	\$0.70 to \$7.10	61% to 35%	5-18 years to 5-18 years	\$0.70 to \$7.10	61% to 35%	65 years+	\$0.70 to \$7.10	61% to 35%	Medical Verification			
WHEELS	Local	\$2.00	\$0.00	100%	0-5 years	\$2.00	0%	6-18 years	\$1.00	50%	65 years+	\$1.00	50%	Medical Verification			
WestCAT	Local	\$1.75	\$0.00	100%	0-5 years	\$1.75	0%	6-18 years	\$0.75	57%	65 years+	\$0.75	57%	Medical Verification			
	Express	\$5.00	\$0.00	100%	0-5 years	\$5.00	0%	6-18 years	\$2.00	60%	65 years+	\$2.00	60%	Medical Verification			

Transit Fare Policy Integration Seminar

Friday, February 8, 2019
1:00 – 3:30 p.m.

Port Commission Hearing Room
San Francisco Ferry Building



Agenda

Introductions

Why Look at Fares?

Bay Area Background

Guest Speaker: Martin Powell

Coffee Break

Co-creation Workshop

Next Steps

Public Comment



An aerial photograph of a vast vineyard in a valley, with rolling hills in the background. The vineyard is divided into many rectangular plots, some of which are covered in dark, dense vines, while others appear to be bare or have different vegetation. A road runs through the middle of the vineyard, and there are some buildings and trees scattered throughout the landscape. The lighting suggests it might be late afternoon or early morning, with long shadows cast across the fields.

**Our goal today is
to think big . . .**

**. . . about a vision for the future where
our fare policies are designed to put the
customer first, promote mobility, and
remove barriers to using transit.**





Metro

11:39 AM INBOUND
J 3, 4 L 8, 13 M 7, 21
N 5, 12

9:27 AM DU
J 14, 15 L 2
N 3, 14

The Price is Right for Bay Area Transit
Can you match the transit trip and the fare?



Fares Today

9 different local bus fares on Clipper® from \$1.50 to \$2.50

Trips of the same distance and mode can vary dramatically in price

16 different discount rates for youth, 14 different rates for seniors

19,463 fare policy business rules are needed in Clipper® to implement our current system

Proposed Means-Based Discount of 20% on SFMTA, BART, Caltrain, Golden Gate

Next Generation Clipper®


\$461 million contract awarded in Sept. 2018

More flexible, “account-based” system

Final go-ahead for system design in late 2021

We have an opportunity to save money and reduce complexity of Next Gen Clipper®

A coherent regional fare policy is one of five key findings from the 2017 Future of Clipper® Survey of 8,700+ users

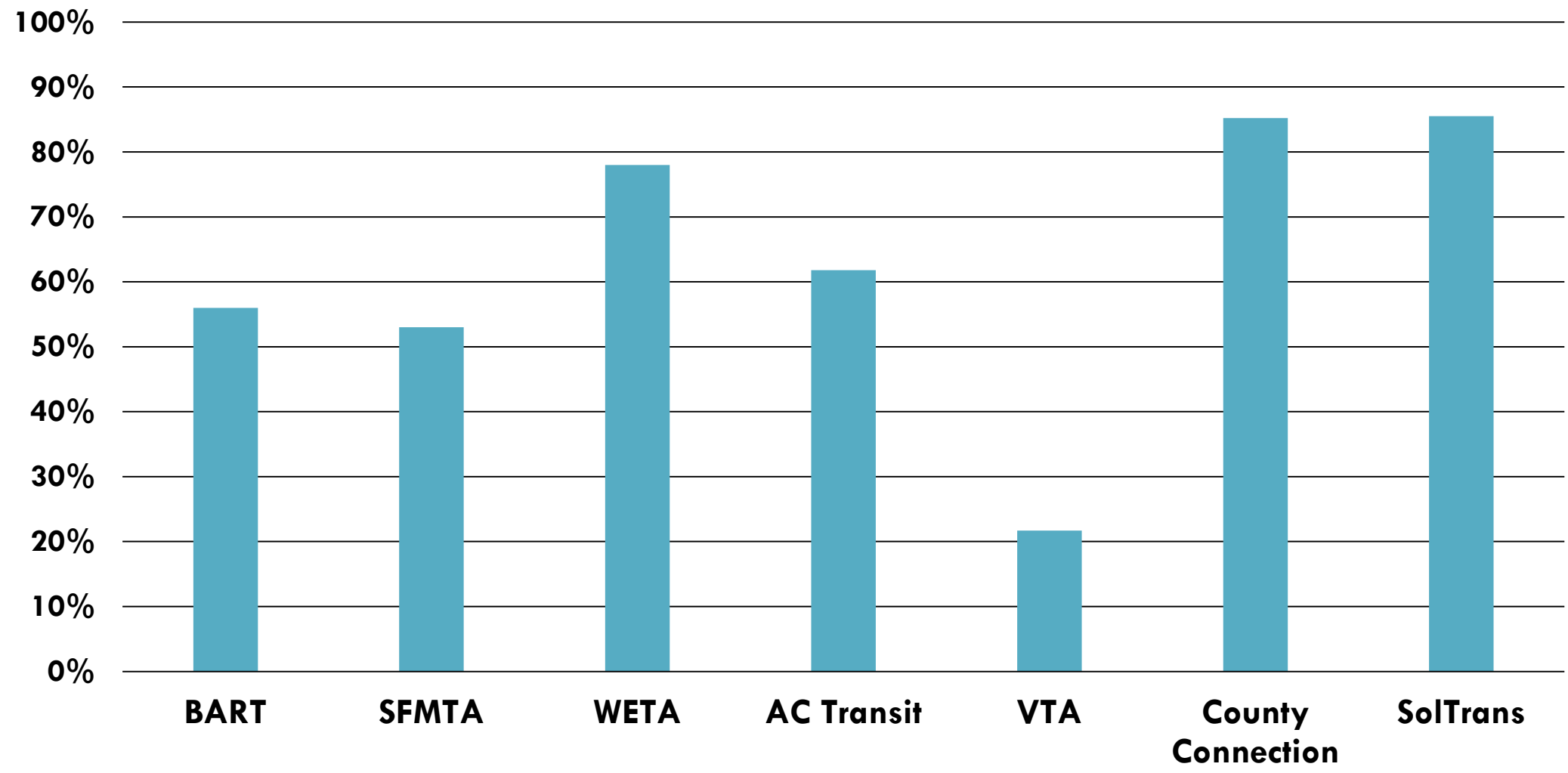


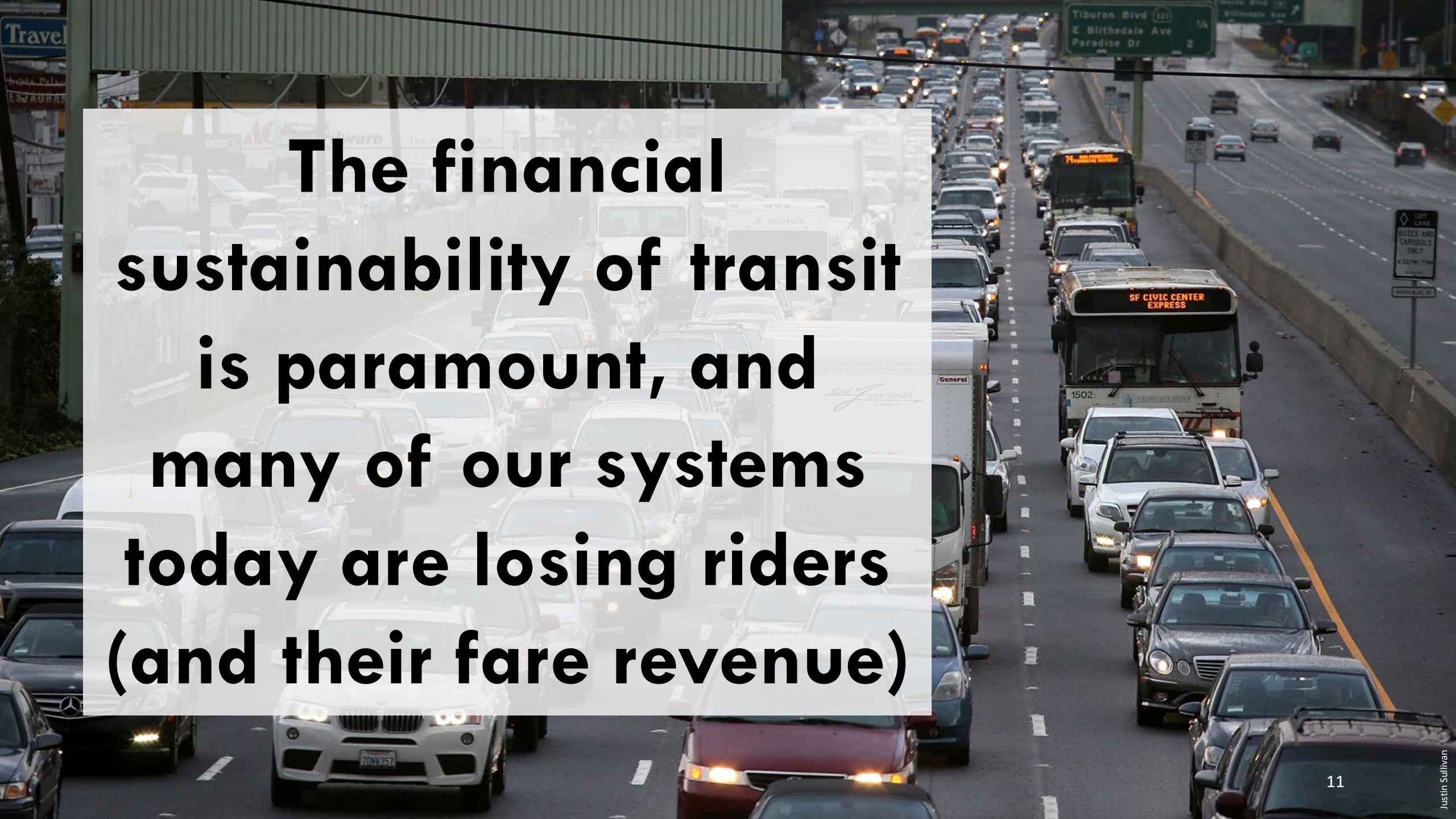
70,000 trips on Clipper® Cards each day involve a direct transfer between two operators, despite the disincentives in the current system



More than half of Bay Area transit riders use their Clipper® Cards on more than one operator each month

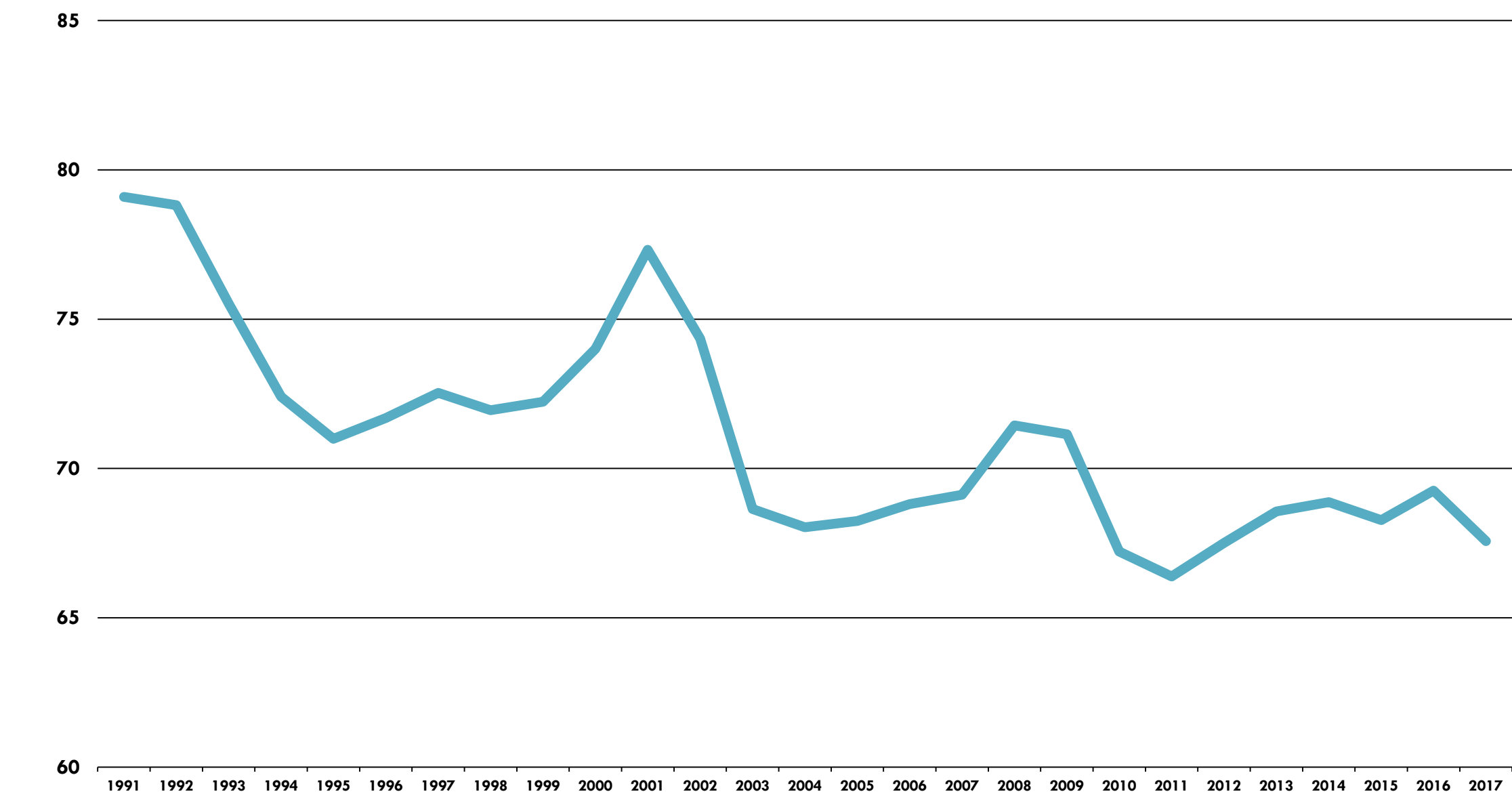
% of Clipper® Cards Used on Listed Operator, Which Were Also Used on At Least One Other Operator





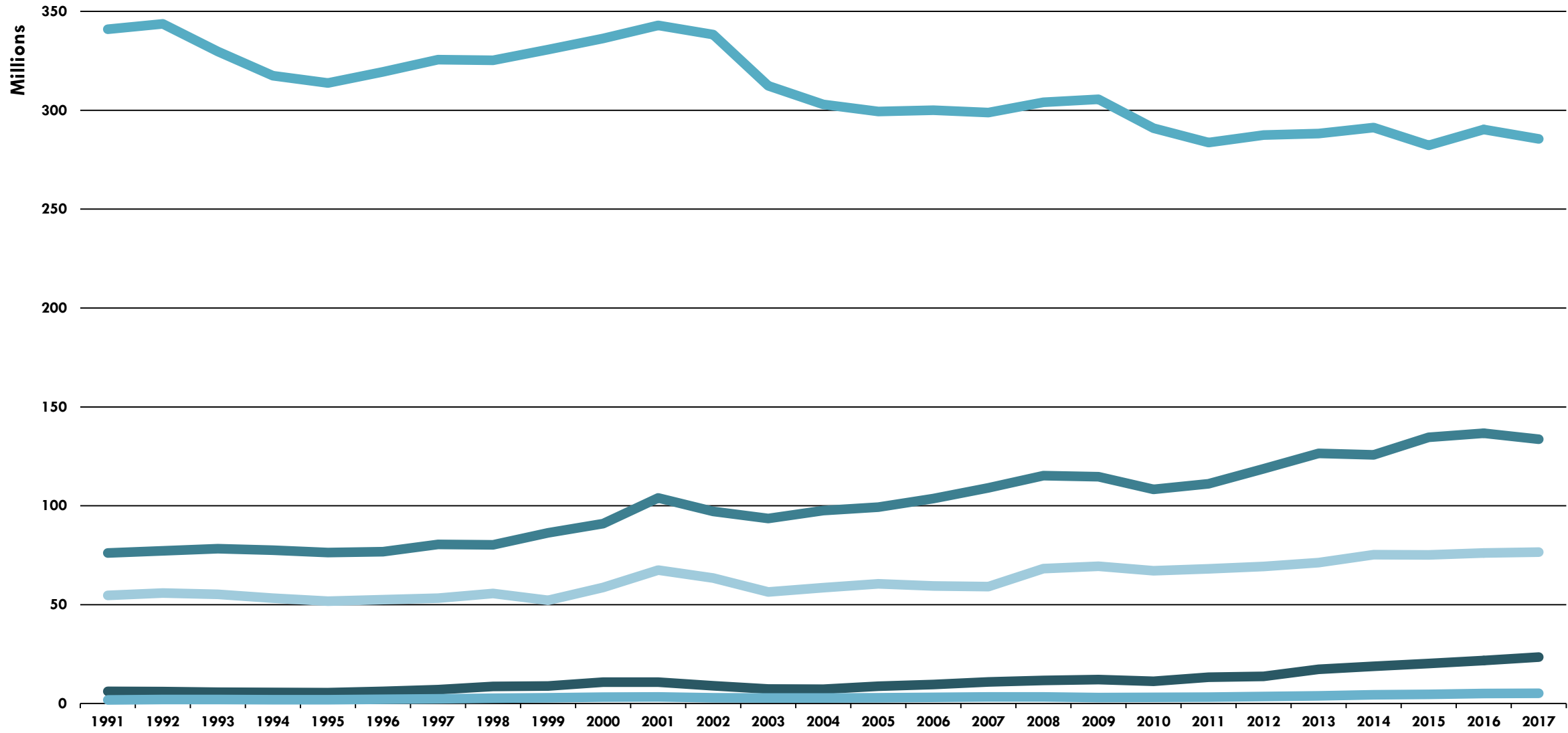
The financial sustainability of transit is paramount, and many of our systems today are losing riders (and their fare revenue)

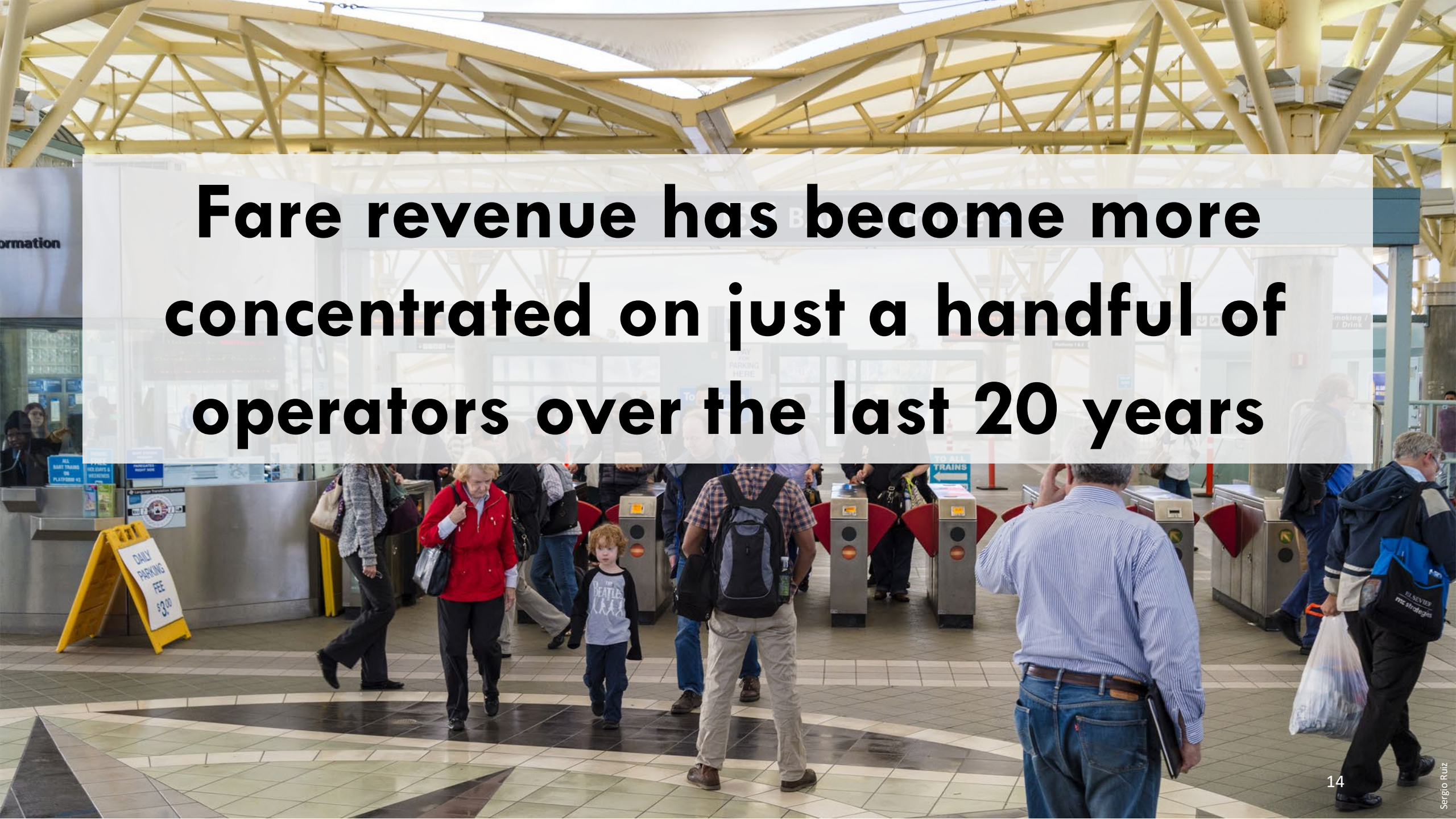
Total Annual Transit Ridership per Capita (all modes)



Source: NTD

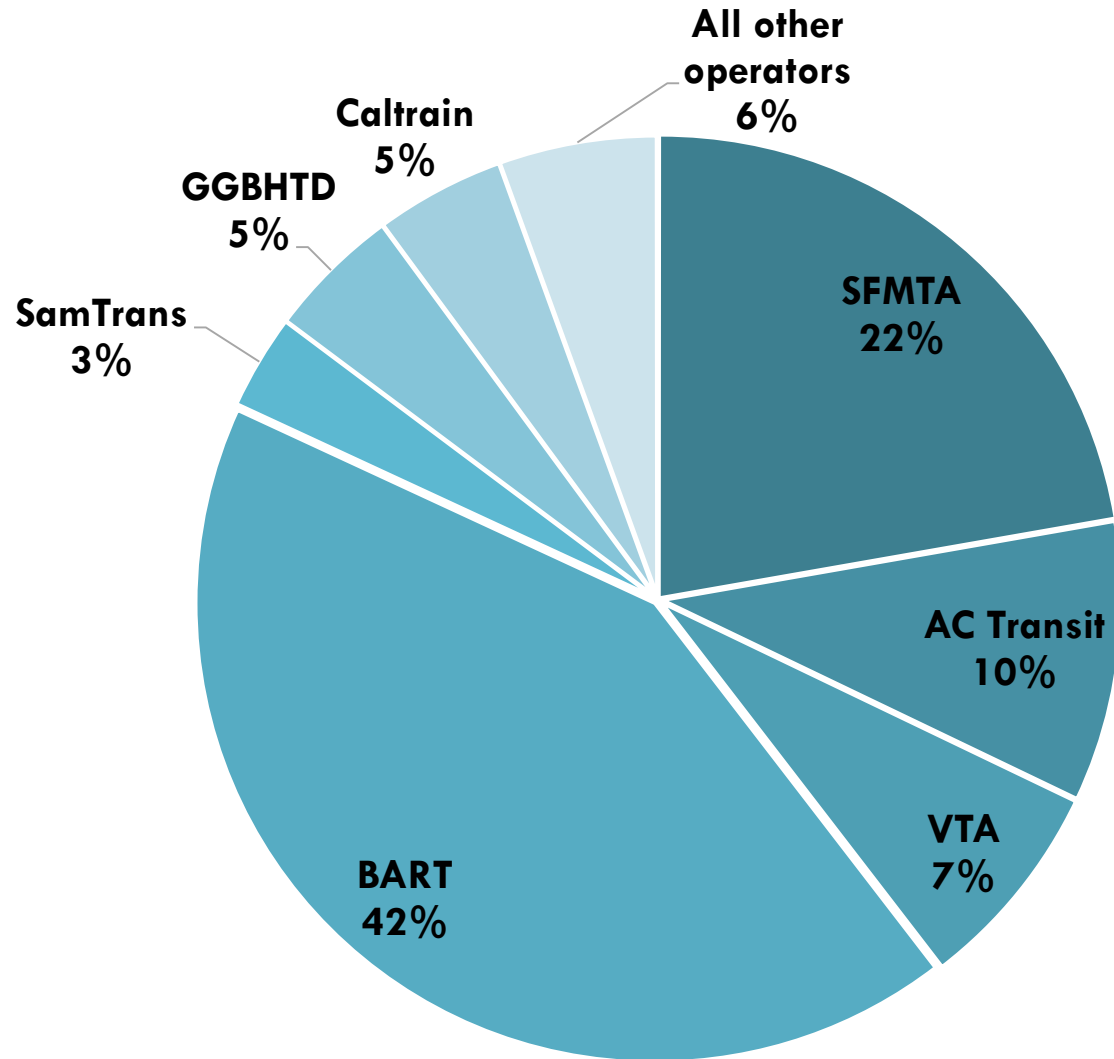
Total Annual Transit Ridership by Mode



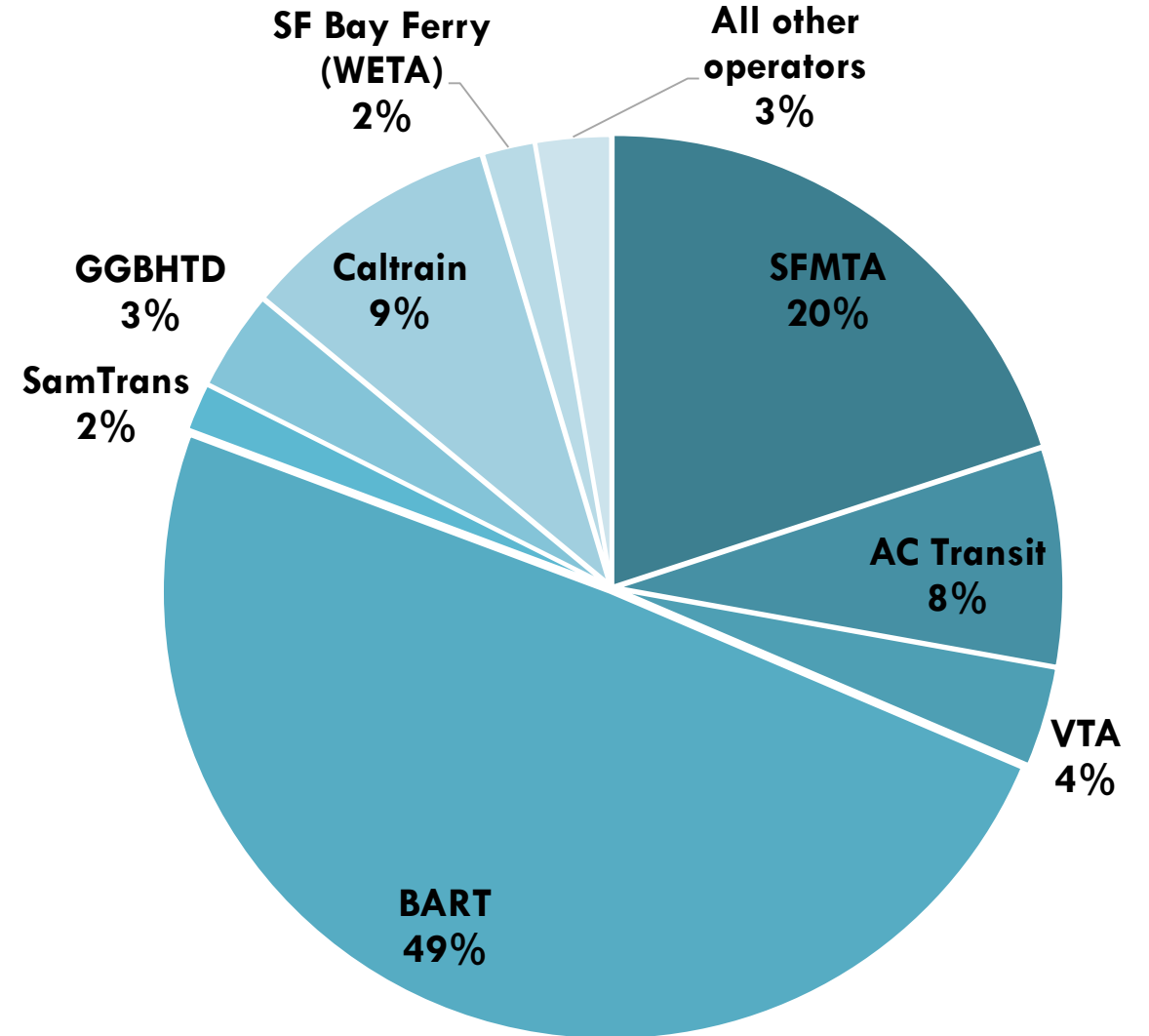
A photograph of a busy transit station. In the foreground, several people are walking towards the camera. A man in a blue striped shirt and jeans is on the right, carrying a bag. A woman in a red jacket is in the center. A young child in a grey shirt is walking towards the camera. In the background, there are turnstiles and other passengers. The station has a high ceiling with a yellow metal structure. A sign on the left says "DAILY PARKING FEE \$3.00". A sign on the right says "TO ALL TRAINS".

Fare revenue has become more concentrated on just a handful of operators over the last 20 years

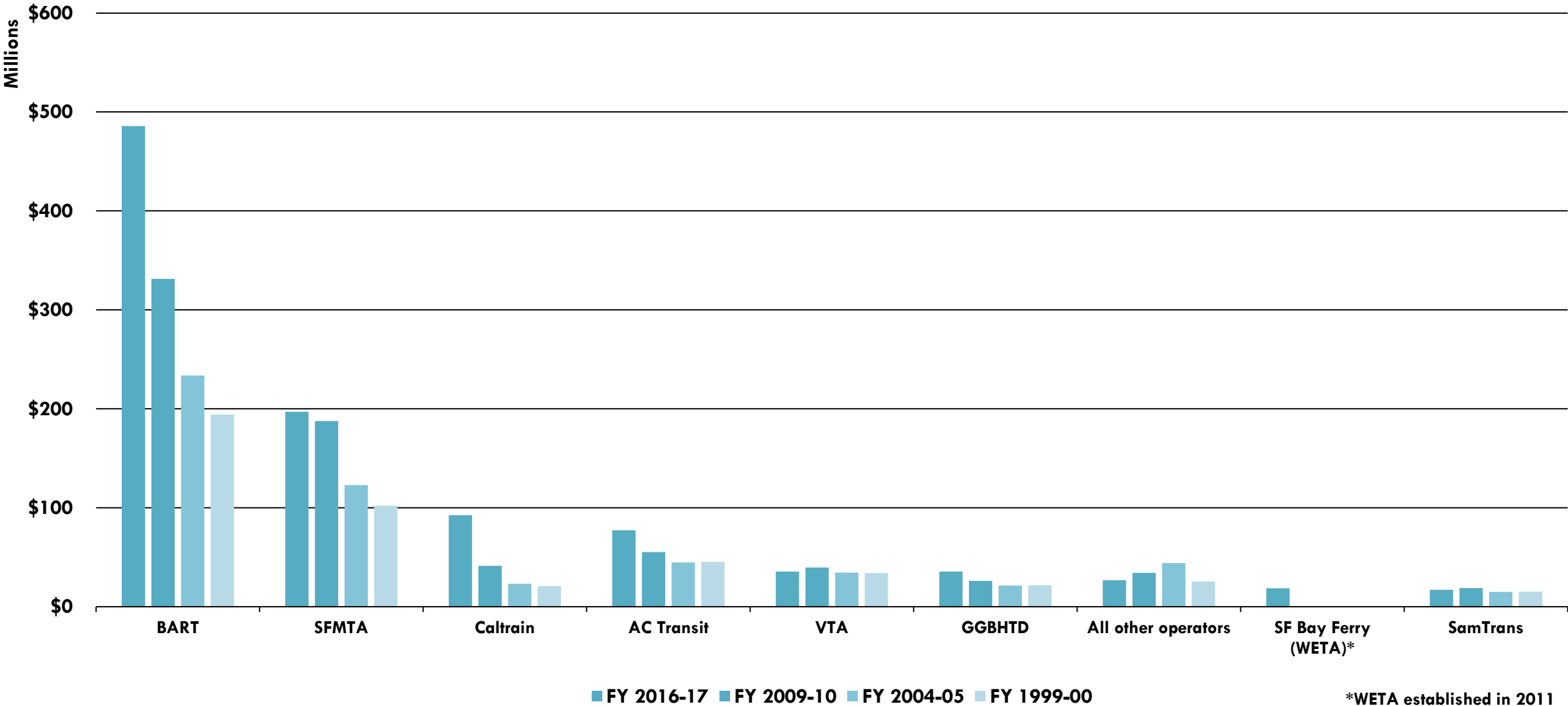
Total Bay Area Fare Revenue, FY 1999-00



Total Bay Area Fare Revenue, FY 2016-17



Fare Revenue by Operator



Components of Fare Policy

Local Transit Fare	Regional Transit Fare
Discounted Fares	
Temporal Pricing	
Transfers (time windows, fare credits)	
Loyalty Incentives	

Fare Systems in the Bay Area

Flat fare = 7 operators

Flat fare/premium hybrid = 9 operators

Zone-based = 5 operators

Distance-based = 1 operator



Accumulator Model

East Bay Day Pass on CCCTA, ECCTA, WestCAT, LAVTA

1st Trip

Regular fare charged



2nd Trip

Fare capped at maximum



3rd+ Trip

Subsequent trips are free



A photograph of a Toronto GO train on tracks. The train is white with green accents and the number 353 is visible on the front. It is moving along several tracks that run parallel to a city street. In the background, the CN Tower and other high-rise buildings of the Toronto skyline are visible under a cloudy sky. A semi-transparent white box contains the title text.

Beyond the Bay: The Case for Fare Integration in Toronto

Martin Powell

A black and white photograph of a large, arched glass and steel structure, likely a train station or market hall. The image shows a series of repeating arches supported by a complex steel truss system. Large, multi-paned arched windows are visible on the sides, allowing natural light to enter. The ceiling is high and features a series of smaller, circular lights. A semi-transparent white rectangular box is centered in the image, containing the text "Coffee Break" in a bold, black, sans-serif font.

Coffee Break



Co-creation Workshop

Next Steps

Where do we want to be in six months?

What is the best way to work together to improve the fare experience for customers?



Public Comment



Metropolitan Transportation Commission

375 Beale Street, Suite 800
San Francisco, CA 94105

Legislation Details (With Text)

File #: 19-0713 **Version:** 1 **Name:**
Type: Report **Status:** Informational
File created: 6/7/2019 **In control:** Policy Advisory Council
On agenda: 7/10/2019 **Final action:**
Title: Staff Liaison Report
(5 minutes)

Relevant MTC policy decisions and other activities.

Sponsors:

Indexes:

Code sections:

Attachments: [08_Staff_Liaison_Report_July_2019.pdf](#)

Date	Ver.	Action By	Action	Result
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Subject:

Staff Liaison Report
(5 minutes)

Relevant MTC policy decisions and other activities.

Presenter:

Marti Paschal, Staff Liaison

Recommended Action:

Information

Attachments:

**Metropolitan Transportation Commission
Policy Advisory Council**

July 10, 2019

Agenda Item 8

Staff Liaison Report – July 2019

Subject: Relevant MTC policy decisions and other activities.

Recommendation: Information

Attachments: Attachment A: Staff Liaison Report – July 2019



METROPOLITAN
TRANSPORTATION
COMMISSION

**Agenda Item 8
Attachment A**
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
FR: Marti Paschal, Staff Liaison
RE: Staff Liaison Report – July 2019

DATE: July 10, 2019
W.I. 1114

2019 Bay Area Metro Award Winners

The first Bay Area Metro Awards were presented on June 6, 2019, at a ceremony in Oakland recognizing 13 people, projects, organizations and local governments advancing solutions to ease the Bay Area's housing crisis, improve the transportation system or make the nine-county region more resilient.

Launched jointly by MTC and ABAG in September 2018 with a call for nominations, the new awards program honors positive impacts on the Bay Area's mobility, affordability, resilience and community; and recognizes efforts that make the region a better place to live, work and play.

“We honor this year's winners to say thank you for the work they are doing and we hope that the winners' stories will inspire others to strive for excellence in their daily tasks,” said ABAG President and MTC Commissioner David Rabbitt.

Collaboration stood out as a key theme for the new awards program since many of the winners were based on effective partnerships: From a team of transit agencies' heroic efforts during the North Bay fires, to scientists working to minimize the impact of an earthquake, to volunteers picking up trash from our beaches, to our region coming together to say yes to funding for our bay and transportation infrastructure. The awards even recognized transit agency management and a labor union working together in a training program.

Winners received a specially designed Bay Area Metro Award at the recognition ceremony. A six-member jury that included members of ABAG's and MTC's governing boards, as well as staff and a community representative, met to consider some 80 nominations in early 2019.

The 2019 Bay Area Metro Award winners are:

- Grand Award: North Bay Transit Operators and Sonoma Clean Power for Response and Recovery from the 2017 North Bay Fires
- Legislative Award: State Senator Jim Beall
- HayWired Earthquake Scenario
- Pacific Beach Coalition

- Sonoma-Marín Area Rail Transit (SMART)
- Steven Falk
- VTA, ATU Local 265 and Mission College: Joint Workforce Investment
- 23rd Avenue Community Building and Oakland Community Land Trust
- Securing Regional Measure 3 Funds: Carl Guardino, Gabriel Metcalf and Jim Wunderman
- U.C. Berkeley's Y-PLAN Team
- San Francisco Bay Restoration Authority
- San Leandro Homeless Compact
- BART to Antioch

For more information about the 2019 Bay Area Metro Award winners, please click [here](#).

San Francisco Bay Trail Announces “Share Your 30” Contest

In celebration of the 30th anniversary of the San Francisco Bay Trail, the San Francisco Bay Trail Project is launching a “Share Your 30” contest to inspire Bay Area residents and visitors to get out on the trail, discover and share Bay Trail adventures, and compete to win prizes.

To participate, first find your “30” on the Bay Trail – 30 miles, 30 minutes, 30 places or whatever else inspires you to explore the bayside trail. Be imaginative and inspired, artistic or innovative, as you capture 30 facets of this regional jewel that offers easily accessible recreational opportunities for hikers, bikers, joggers, wildlife-watchers, and other outdoors enthusiasts. Then post your Bay Trail 30 on Facebook, Twitter or Instagram for a chance to win prizes like Patagonia clothing, REI outdoor program gift certificates, Oakland A's baseball tickets, Bay Trail t-shirts and totes, and more. One Grand Prize winner will take home a sleek Norco Valence X6 road bicycle. Enter the contest in three simple steps:

1. Post a short video or photo slideshow about what your “30” is on the Bay Trail
2. Hashtag #baytrail30 and #shareyour30 in your post
3. Tag @SFBayTrail in your post

The contest opened on June 15th and runs until August 15, 2019. More information and maps – as well as rules, terms and conditions – are available at the [San Francisco Bay Trail's 30th anniversary website](#). Contest announcements will be shared on social media.

The Bay Trail plan was adopted by the Association of Bay Area Governments on June 15, 1989. Originally envisioned as a “ring around the Bay,” today some 355 miles of trail are built along the 500-mile perimeter of San Francisco Bay. Several major new segments will be inaugurated during this anniversary year, including a path along the upper deck of the Richmond-San Rafael Bridge and the Albany Beach Bay Trail behind Golden Gate Fields in Berkeley/Albany. Stay tuned to the Bay Trail website for announcements of future events at [baytrail.org](#).

Richmond-San Rafael Bridge Third Lane Project Recognized

The California Transportation Foundation has named the Richmond-San Rafael Bridge Eastbound Third Lane Pilot Project as the Freeway/Expressway Project of the Year for 2018, for work which has brought relief to commuters. The \$53 million project was funded by the Bay Area Toll Authority (BATA) and developed through a partnership between BATA, Caltrans, the Contra Costa Transportation Authority, and the Transportation Authority of Marin.

The third eastbound lane, which typically is operational daily from 2:00 p.m. to 7:00 p.m., opened in April 2018 and delivered immediate relief for the chronic afternoon and evening congestion that previously plagued eastbound Interstate 580 between San Rafael and Richmond, as well as the eastbound Sir Francis Drake Boulevard approach to the Richmond-San Rafael Bridge. A series of electronic signs indicate to motorists when the third lane is open to eastbound traffic. These include both a large changeable message board on the Marin County approach to the span and 20 smaller signs installed over each traffic lane on the bridge. The smaller signs display green arrows to indicate open lanes or a red X to indicate a closed lane.

Foundation officials presented the award to project team members at a lunchtime ceremony in Sacramento. Other winners at the 30th annual awards presentation include former MTC Executive Director Steve Heminger, who was named the foundation's Person of the Year for 2018. A special award was presented to the maintenance divisions in several Caltrans districts — including District 4, which covers the nine-county Bay Area — for emergency response and roadway repair efforts following devastating wildfires across California last year.

Therese McMillan Addressed UC Berkeley's College of Environmental Design Grads

Executive Director Therese McMillan addressed UC Berkeley's graduating class from the College of Environmental Design in June. McMillan graduated from the same college in 1984, and in 2011 she was awarded the UC Berkeley College of Environmental Design Distinguished Alumni award.

At the commencement ceremonies, McMillan delivered her speech “Place, People, and the Public Interest” in which she urged graduates to take care of their fellow men and women.

"Even as the capacity of architectural design races ahead with new technologies; even as we painfully claw back shards of our environment from oblivion; even as our cities and their fantastic mix of customs and cultures shift and change before our eyes — taking care of people is at the heart of what we do," she said.

"People are the public. The public interest must be about advancing the public good — why wouldn't it be? And unless we actually set out to divide and suppress, this good must be afforded to everyone, consciously and deliberately," McMillan said. [You can read her entire speech here.](#)

Executive Director's Report

The following items are excerpts from the June 2019 Executive Director's Report to the Commission. To read the report in its entirety go to:

<http://www.mtc.ca.gov/whats-happening/news/executive-directors-report>.

SCAG/USC: Impact of Census 2020: June 11, 2019

I was invited to speak on a panel addressing the role of metropolitan planning as it aligns with critical data coming from the upcoming Census 2020. It was a great reminder of how crucial that national exercise is, and the role we all play to have our constituents participate in the count. I was able to highlight our Planning team's ground breaking scenario-based Horizon initiative.

Meeting with Rating Agencies: New York-June 17-18, 2019

I joined CFO Brian Mayhew and Treasury Director Sue Woo for two days of introductory meetings with Moody's, S & P and Fitch rating agencies. We emphasized our commitment to ensure that BATA's bridge assets and attendant debt portfolio are well managed as a top priority. We also presented the refinancing BATA is pursuing this summer.

Bus Tour of San Mateo Housing and Transportation Projects

Commissioner Papan and representatives from several San Mateo County, City and business interests hosted a half day tour of TOD/housing projects, as well as key transportation planned investments. Thanks to Commissioners Josefowitz, Worth and Halsted for joining staff on the tour. The "on the ground" view was instructive, and a model we should consider in other parts of the region.

10th Annual Norman Mineta National Transportation Finance Summit- June 21, 2019

I was invited to deliver the keynote address for this event, hosted by the Mineta Transportation Institute and San Francisco Commonwealth Club. It was a true honor to participate alongside former Secretary of Transportation Norm Mineta, one of the undisputed transportation leaders in this country. The theme of the Summit was "The Intersection between Transportation and Housing: Building Blocks for the Future" - indeed the challenge of our current time in the Bay Area.

MTI Annual Awards and Convocation: June 22, 2019

MTI graciously invited me to deliver the commencement address to the graduating class of 2019, for the Master's degree in Transportation Management, with its namesake Secretary Mineta in attendance. Commissioners Cortese and Liccardo were present, as was State Senator and former Commissioner Jim Beall, and former Commissioner Rod Diridon (one of the founders of MTI) among other dignitaries.

ITE Western District Annual Meeting: Monterey CA, June 24, 2019

I presented the opening keynote address for this regional gathering of engineering professionals and students. It was gratifying to see the diverse program featuring highway and pedestrian safety, complete streets, active transportation, and future planning for autonomous vehicles among many other topics.

Upcoming Events:

6th International Conference- Women's Issues in Transportation- Irvine, CA- Sept. 10-13, 2019

I am the co-chair of this international conference hosted by the Transportation Research Board, with support from the international and local Chapters of the Women's Transportation Seminar (WTS). MTC is a sponsor of the conference, among several others from the private and public sector.



Metropolitan Transportation Commission

375 Beale Street, Suite 800
San Francisco, CA 94105

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

Sponsors:

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Subject:

Council Member Reports
(10 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

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Subject:

New Business
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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: