METROPOLITAN TRANSPORTATION COMMISSION Meeting Transcript



1	FARE INTEGRATION TASK FORCE
2	MONDAY, MARCH 27 TH , 2023, 12:30 PM
3	
4	MICHAEL HURSH, CHAIR: GOOD AFTERNOON EVERYBODY. WE HAVE TO
5	FIGURE OUT HOW TO DO THIS LIVE AND IN-PERSON. IT'S MY PLEASURE
6	TO CALL THE FARE INTEGRATION TASK FORCE MEETING OF MARCH 27TH
7	TO ORDER. MADAM CLERK CAN YOU READ THE ANNOUNCEMENT AND
8	CONDUCT ROLL CALL AND CONFIRM WE HAVE A QUORUM?
9	
10	CLERK, WALLY CHARLES: ONE SECOND, PLEASE.
11	
12	CLERK, WALLY CHARLES: THIS MEETING IS BEING WEBCAST ON THE MTC
13	WEB SITE. MEMBERS OF THE PUBLIC PARTICIPATING BY ZOOM WISHING
14	TO SPEAK SHOULD USE THE RAISE HAND FEATURE OR DIAL STAR NINE,
15	AND THEY WILL BE CALLED UPON AT THE APPROPRIATE TIME.
16	TELECONFERENCE ATTENDEES WILL BE CALLED UPON BY THE LAST FOUR
17	DIGITS OF THEIR PHONE NUMBER. IF ANY MEMBERS OF THE PUBLIC IN
18	THIS BOARDROOM WOULD LIKE TO SPEAK ON ANY ITEM PLEASE FEEL
19	FREE TO USE THE BLUE SPEAKER CARD AND HAND IT TO THE CLERK.
20	THANK YOU. CHAIR HURSH?
21	
22	MICHAEL HURSH, CHAIR: HERE.
23	
24	CLERK, WALLY CHARLES: VICE CHAIR MULLIGAN?
25	



1	DENIS MULLIGAN, V. CHAIR: PRESENT.
2	
3	CLERK, WALLY CHARLES: MEMBER BOUCHARD? MEMBER BOUCHARD? MEMBER
4	CHAN?
5	
6	APRIL CHAN: HERE.
7	
8	CLERK, WALLY CHARLES: MEMBER CHURCHILL?
9	
10	BILL CHURCHILL: HERE.
11	
12	CLERK, WALLY CHARLES: MEMBER CUMMINS? IS ABSENT. MEMBER
13	FREMIER IS ABSENT. AND IS ALTERNATE BY KEUSTER?
14	
15	SPEAKER: HERE.
16	
17	CLERK, WALLY CHARLES: MEMBER GONOT?
18	
19	SPEAKER: SHE IS ABSENT. RICHARDSON, ALTERNATE IS HERE.
20	
21	CLERK, WALLY CHARLES: THANK YOU. MEMBER HALLS IS NOT HERE. WE
22	HAVE?
23	
24	SPEAKER: RON GRASI, ALTERNATE FOR DARYL HALLS.
25	



1	CLERK, WALLY CHARLES: MEMBER MILLER IS ABSENT. MEMBER POWERS?
2	
3	ROBERT POWERS: HERE.
4	
5	CLERK, WALLY CHARLES: TUMLIN?
6	
7	SPEAKER: DIANA HAMONDS FOR JEFF TUMLIN.
8	
9	CLERK, WALLY CHARLES: MEMBER WEGENER?
10	
11	CHRISTY WEGENER: HERE.
12	
13	CLERK, WALLY CHARLES: WE HAVE QUORUM. THANK YOU.
14	
15	MICHAEL HURSH, CHAIR: I TRIED TO WELCOME ALL THE NEW PEOPLE
16	AND FILL INS BUT THE NEW TEAM IS REPRESENTED BY SOMEBODY.
17	THANK YOU EVERYBODY FOR BEING HERE. CAROLYN YOU'RE FILLING IN
18	FOR OUR NEW EXECUTIVE DIRECTOR FREMIER. THANK YOU. RON I MET
19	BEFORE, MILLIE, I MET BEFOREHAND. GARY, YOU SNUCK IN ON ME.
20	THANK YOU EVERYBODY FOR FILLING IN KEEPING US MOVING ALONG
21	HERE I'M GOING TO CALL FOR THE CONSENT CALENDAR, 3A APPROVAL
22	OF THE MINUTES FROM JANUARY 23RD, 2023 MEETING.
23	
24	ROBERT POWERS: I'LL MAKE A MOTION.
25	



1	SPEAKER: I'LL SECOND.
2	
3	CLERK, WALLY CHARLES: MOTION WAS BY?
4	
5	ROBERT POWERS: POWERS.
6	
7	CLERK, WALLY CHARLES: AND SECOND BY MULLIGAN.
8	
9	MICHAEL HURSH, CHAIR: ANY DISCUSSION BY THE TASK FORCE MEMBERS
10	ON THE CONSENT CALENDAR? ANY PUBLIC COMMENT ON THE CONSENT
11	CALENDAR, MADAM CLERK?
12	
13	CLERK, WALLY CHARLES: THERE WAS NO PUBLIC COMMENTS.
14	
15	MICHAEL HURSH, CHAIR: CAN WE HAVE THE VOTE?
16	
17	CLERK, WALLY CHARLES: YES. CHAIR HURSH?
18	
19	MICHAEL HURSH, CHAIR: YES.
20	
21	CLERK, WALLY CHARLES: VICE CHAIR MULLIGAN?
22	
23	DENIS MULLIGAN, V. CHAIR: AYE.
24	



1	CLERK, WALLY CHARLES: MEMBER BOUCHARD? IS ABSENT. MEMBER
2	TOLSON FOR CHAN?
3	
4	SPEAKER: YES.
5	
6	CLERK, WALLY CHARLES: MEMBER CHURCHILL?
7	
8	BILL CHURCHILL: AYE.
9	
10	CLERK, WALLY CHARLES: MEMBER CUMMINS? IS ABSENT. KUESTER FOR
11	FREMIER?
12	
13	CAROL KEUSTER: AYE.
14	
15	CLERK, WALLY CHARLES: RICHARDSON FOR GONOT?
16	
17	SPEAKER: YES.
18	
19	CLERK, WALLY CHARLES: GRASSI FOR HALLS?
20	,
21	SPEAKER: AYE.
22	oralia.
23	CLERK, WALLY CHARLES: OKAY. MILLER IS ABSENT. MEMBER POWERS?
24	CHAIN, WARDE CHARLES. ORAT. MILLER IS ADSENT. MEMBER FOWERS:
	DODEDE DOMEDO. VEC
25	ROBERT POWERS: YES.



1 2 CLERK, WALLY CHARLES: MEMBER HAMONDS FOR TUMLIN? 3 SPEAKER: YES. 4 5 6 CLERK, WALLY CHARLES: MEMBER WEGENER? 7 8 CHRISTY WEGENER: YES. 9 10 CLERK, WALLY CHARLES: MOTION PASSES UNANIMOUSLY BY ALL MEMBERS 11 PRESENT. 12 MICHAEL HURSH, CHAIR: THANK YOU, WALLY. AND THAT BRINGS US TO 13 THE KEYNOTE SPEAKER, AGENDA ITEM FOUR, APPROVAL FOR NO/REDUCED 14 COST INTER-AGENCY TRANSFER POLICY PILOT. MR. BACON AND MR. 15 16 EISEMAN WILL GIVE THE REPORT. 17 MICHAEL EISEMAN: THANK YOU, CHAIR. CAN WE PULL THE 18 PRESENTATION, PLEASE? ALL RIGHT. GOOD MORNING TASK FORCE 19 MEMBERS. MIKE EISEMAN HERE FROM BART STAFF ALONGSIDE BILL 20 BACON MTC. WE'RE HERE TO BRIEF THE TASK FORCE ON THE INTER-21 AGENCY TRANSFER PILOT AND TO SEEK YOUR ENDORSEMENT OF THE 22 PROPOSED PILOT APPROACH. NEXT SLIDE, PLEASE. ACTUALLY ONE 23 MORE. SO WE CAN START BY PUTTING TODAY'S ACTION IN CONTEXT. IN 24 NOVEMBER 2021 THE TASK FORCE ENDORSED A TRANSIT FARE POLICY 25



1	VISION	STATEMENT	FOCUSING	ON	PROMOTING	TRANSIT	RIDERSHIP

- 2 RECOVERING AND IMPROVING CUSTOMER EXPERIENCE ACROSS MANY
- 3 SERVICES THE VISION HAS EMERGED AS A CENTRAL PART OF THE
- 4 REGION'S TRANSIT TRANSFORMATION ACTION PLAN THE FIRST ACTION
- 5 IN THE FISSION STATEMENT HIGHLIGHTING AN ALL AGENCY
- 6 INSTITUTIONAL FARE PRODUCT ALREADY WAY AND KNOWN AS CORPORATE
- 7 BYPASS AND WE'LL TALK MORE ABOUT THAT IN OUR APRIL TASK FORCE
- 8 MEETING THE SECOND ACTION INTRODUCTION OF NO-COST REDUCED COST
- 9 TRANSFERS COINCIDING WITH THE ROWEL OUT OF CLIPPER TWO SYSTEM
- 10 THIS WILL BE OUR FIRST FARE INTEGRATION STEP. THE PROPOSED
- 11 POLICY PRINCIPLE ACT OF TRANSFERRING BETWEEN AGENCIES SHOULD
- 12 NOT INCREASE THE OVERALL FARE PAID CUSTOMERS CAN USE OUR
- 13 SERVICES AS ONE SYSTEM TO BE EXPRESSED TO A CUSTOMER AS
- 14 SOMETHING WHEN YOU MAKE A TRIP REQUIRES TRANSFERRING BETWEEN
- 15 TRANSIT AGENCIES PAY FULL FARE ON JUST THE FIRST AGENCY YOU
- 16 USE ANY TRANSFER TO ANOTHER AGENCY WITHIN TWO HOURS OF THE
- 17 FIRST BOARDING IS DISCOUNTED UP TO A LIMIT OF 250 PER
- 18 TRANSFER, CLARIFICATION ON THE FIRST LIMIT PROPORTIONAL FARE
- 19 PAID IN THE CASE OF DISCOUNT PRODUCTS SO IF YOU RECEIVE A 50%
- 20 DISCOUNT BECAUSE YOU'RE A SENIOR FOR EXAMPLE, IT WOULD BE 125
- 21 OKAY. THAT ALSO TIED TO THE HIGHEST BUS LOCAL FARE IN THE
- 22 REGION. ALL FARES ADJUSTED FOR THE INFLATION FOR EXAMPLE, THAT
- 23 LIMIT WOULD RISE. I'LL TURN IT OVER TO BILL BACON.



- 1 WILLIAM BACON: THANK YOU MIKE. GOOD AFTERNOON TASK FORCE
- 2 MEMBERS. BILL BACON WITH THE PROJECT TEAM I'M GOING TO TAKE US
- 3 THROUGH THE END OF THIS PRESENTATION THE FREE TRANSFER PILOT
- 4 PROPOSAL BEFORE THE TASK FORCE THIS AFTERNOON IS DESIGNED AND
- 5 BASED ON SUBDESIGN AND BASED ON SEVERAL IMPORTANT FEATURES THE
- 6 FIRST OF WHICH IS THE FREE TRANSFER PILOT LAUNCHING
- 7 CONCURRENTLY. THE PROJECT TEAM CLIPPER STAFF AND EVERY
- 8 OPERATOR HAVE WORKED CLOSELY OVER THE LAST SIX MONTHS TO
- 9 ENSURE THE APPROPRIATE BUSINESS SYSTEMS ARE IN PLACE, PROPOSED
- 10 AUTOMATIC EXTENSION FOR MONTHS AND [INDISCERNIBLE] AVAILABLE.
- 11 THIRD, THE PILOT IS DESIGNED AS A FULLY FUNDED PROGRAM WHICH
- 12 MITIGATES OR ELIMINATING THE FINANCIAL RISK TO TRANSIT
- 13 OPERATORS SHOULD THE \$22 MILLION SET ASIDE FOR THE PILOT BE
- 14 CURRENTLY SUFFICIENT TO FUND THE PROGRAM BEYOND 18 MONTHS OR
- 15 IF ADDITIONAL RESOURCES WERE TO BECOME AVAILABLE THIS WOULD
- 16 TRIGGER THE PILOT EXTENSION TO 24 MONTHS. THE PROJECT TEAM
- 17 WILL BE WORKING TO FACILITATE A TITLE SIX EQUITY ANALYSIS
- 18 PROCESS AND PARTNERSHIP WITH TRANSIT OFFICES. MTC IS PLANNING
- 19 TO RELEASE A REQUEST FOR PROPOSALS TO CONSULT SUPPORT EQUITY
- 20 ANALYSIS FOR SEVERAL PROGRAMS, DISCOUNT PROGRAM CLIPPER BAY
- 21 PASS INSTITUTIONAL PASS PROGRAM AND PROPOSED TRANSFER PILOT
- 22 THE PROCUREMENT WOULD ALLOW MTC AND THE PROJECT TEAM TO
- 23 PROVIDE RESOURCES TO ASSIST IN TRANSIT OPERATORS EQUITY
- 24 ANALYSIS RELATED ITEMS ALSO WANT TO RECOGNIZE THE FINDINGS
- 25 FROM THE TITLE SIX EQUITY ANALYSIS WILL HELP SHAPE THE FINAL



- 1 PILOT DESIGN PROJECT TEAM WILL KEEP THIS TASK FORCE UPDATED
- 2 OVER THE COURSE OF THE COMING MONTHS ON TITLE SIX RELATED
- 3 ISSUES. FINALLY THE TASK FORCE MTC AND TRANSIT AGENCY
- 4 GOVERNING BOARD MEMBERS TRANSIT AGENCY GOVERNING BOARDS ARE
- 5 EXPECTED TO APPROVE ANY OU PILOT LAUNCH. THE TASK FORCE SAW
- 6 THE PROPOSED PILOT FUNDING APPROACH MANAGING THE FINANCIAL
- 7 IMPACT OF THE PROGRAM IN JANUARY THIS YEAR. INFORMATION
- 8 DETAILED IN THIS SLIDE RELATES TO HOW THE 22 AND A HALF
- 9 MILLION DOLLARS IN FUNDING IDENTIFIED IN THE TRANSIT
- 10 TRANSFORMATION ACTION FUNDING STRATEGY IS PROPOSED TO THE
- 11 DISTRIBUTED TO TRANSIT OPERATORS. THE FIRST STEP AS YOU CAN
- 12 SEE NOTED ON THIS SLIDE IS THAT MTC WOULD MAKE AN UPFRONT
- 13 ALLOCATION NEXT YEAR AT THE START OF THE PILOT BASED ON A
- 14 PERCENTAGE OF THE FARE REVENUE THE JOB CREATOR HAS THE SAME
- 15 APPROACH FIRST -- [INDISCERNIBLE] PILOT ITSELF. ONE THING
- 16 IMPORTANT TO NOTE IS THAT THE TERM ADJUSTED [INDISCERNIBLE]
- 17 REVENUE NOTED IN STEP ONE DETAILED IN STEP TWO, THE PROJECT
- 18 TEAM IS PROPOSING THE ADJUSTED FOREGONE REVENUE WOULD BE BASED
- 19 ON WHAT -- SORRY -- LET ME BACK UP. EACH OPERATOR UNDER THIS
- 20 PILOT PROPOSAL ASSUMES THE FIRST \$0.50 DISCOUNT OF EACH
- 21 TRANSFER AND IT'S REALLY IMPORTANT TO EMPHASIZE THIS IS THE
- 22 STATUS QUO FOR ALMOST ALL OF OUR OPERATORS. MOST OPERATORS
- 23 OFFER A DISCOUNT BUT -- [INDISCERNIBLE] TRANSFER WITH A FEW
- 24 NOTABLE EXTENSIONS. THIS PUTS EACH OPERATOR ON LEVEL PLAYING
- 25 FIELD IN TERMS OF PURSUING THE FIRST \$0.50 OF THE TRANSFER



- 1 BEING OFFERED. NEXT AS DETAILED HERE, REMAINING FOREGONE
- 2 REVENUE IS BASED ON ACTUAL CALCULATION OF TRIPS USING CLIPPER
- 3 DATA AND FINALLY STEP C HERE IS AN ESTIMATE INCREASE IN FARE
- 4 REVENUE THAT'S GENERATED BY PILOT PROGRAM IS DEDUCTED FROM THE
- 5 ACTUAL QUOTE. THE PROJECT TEAM IS PROPOSING THAT CALCULATION
- 6 BE MADE BASED ON WHAT YOU CAN SEE ON THE BOTTOM OF THE SLIDE.
- 7 FOR EACH AGENCY IT'S THE PERCENTAGE INCREASE IN TRANSFER TRIPS
- 8 THAT ARE IN EXCESS OF THE NON-TRANSFER TRIPS. THAT'S BASICALLY
- 9 THE TOTAL TRIPS THAT ARE HAPPENING ACROSS THE AGENCY, THAT THE
- 10 INCREASE PERCENTAGE THAT YOU ARE SEEING FOR TRANSFERS IS WHAT
- 11 ALLOWS THAT ADJUSTED FOREGONE REVENUE. NEXT SLIDE. AS I
- 12 MENTIONED EARLIER, KEY NEXT STEP IS TO DEVELOP ADOPTION OF A
- 13 MEMORANDUM OF UNDERSTANDING OF THE PILOT. AFTER THE PILOT IS
- 14 LIVE NEXT YEAR THE PILOT PROJECT TEAM WILL RETURN TO THE TASK
- 15 FORCE WITH UPDATES INCLUDING A FORMAL CHECKPOINT AFTER ONE
- 16 YEAR TO ASSESS THE LEVEL FUNDING REMAINING AND TO PRESENT ON
- 17 EARLY FINDINGS OF THE PILOT ITSELF. AT THIS POINT IN TIME IT
- 18 MAY BE POSSIBLE FOR AGENCIES TO EXERCISE [INDISCERNIBLE]. THE
- 19 LAST TWO POINTS ARE WELL UNDERSTOOD BY TASK FORCE MEMBERS
- 20 ALREADY MANY TRANSIT OPERATORS FOR FINANCIAL SIGNIFICANCE AND
- 21 OPERATING DEFICITS, OPERATORS AND MTC WILL CONTINUE WORKING
- 22 TOGETHER TO IDENTIFY ADDITIONAL FUNDING TO SUPPORT THE FULL 24
- 23 MONTHS PROPOSAL PILOT TO PROTECT TRANSIT OPERATIONS PROJECTS.
- 24 RIGHT NOW WE'RE IN THE TIMELINE OF WINTER AND EARLY SPRING,
- 25 SHOULD THAT OCCUR IN THE SPRING [INDISCERNIBLE] DRAFT INTER-



- 1 AGENCY UNDERSTANDING TO ESTABLISH THE PILOT AS WELL AS TO
- 2 START TITLE SIX ANALYSIS THIS WOULD LEAD INTO THE SUMMER OF
- 3 THIS YEAR WHERE AN INTER-AGENCY MOU WOULD BE READY FOR REVIEW
- 4 BY THIS TASK FORCE AND THE MTC COMMISSION COULD FORMALLY
- 5 ALLOCATE THE FUNDING THAT'S BEEN SET ASIDE FOR THIS PILOT.
- 6 OVER THE COURSE OF THE FALL AND EARLY WINTER OF THIS YEAR THE
- 7 PROJECT TEAM WOULD EXPECT INDIVIDUAL AGENCY GOVERNING BOARDS
- 8 TO BEGIN A PROCESS CONSIDERING THE MOU TITLE SIX ANALYSIS AND
- 9 ANY OTHER FORMAL POLICY CHANGES THAT WOULD NEED TO BE APPROVED
- 10 FOR THE PILOT TO LAUNCH. NEXT SPRING LEADING UP TO THE ROLL
- 11 OUT OF THE NEXT GENERATION CLIPPER SYSTEM THERE WOULD BE A
- 12 CUSTOMER EDUCATION AND INFORMATION CAMPAIGN WITH EVENTUAL
- 13 LAUNCH OF TRANSFER POLICY PILOT. NEXT SLIDE. AND THEN FINALLY
- 14 TO WRAP UP THE PRESENTATION, THE PROJECT TEAM IS SEEKING THE
- 15 TASK FORCE'S ENDORSEMENT TODAY OF A PROPOSED FREE TRANSFER
- 16 PILOT AS DETAILED IN ATTACHMENT A TO THIS ITEM, AND FURTHER TO
- 17 DIRECT THE PROJECT TEAM TO DEVELOP A MEMORANDUM OF
- 18 UNDERSTANDING TO FACILITATE THE FORMAL LAUNCH OF THE PILOT
- 19 SUBJECT TO APPROVAL OF MTC AND EACH TRANSIT OPERATOR. THE
- 20 PROJECT TEAM WOULD LIKE TO THANK STAFF, TRANSIT OPERATORS ALL
- 21 ACROSS THE REGION AND KEY MEMBERS HELPING TO DEVELOP THE
- 22 PROPOSAL BEFORE YOU TODAY. THE ADVANCEMENT OF A RECOMMENDATION
- 23 THE FARE COORDINATION INTEGRATION STUDY AS WELL AS THE POLICY
- 24 VISION STATEMENT AND BROAD BASED TEAM EFFORT WORKING TOGETHER



TO DELIVER ACTIONS FOR RIDERS. THANK YOU FOR YOUR TIME THIS 1 2 AFTERNOON. 3 MICHAEL HURSH, CHAIR: EXCELLENT JOB BILL AND MIKE GOOD 4 5 PRESENTATION I REALLY APPRECIATE THE FINAL SLIDE WHERE YOU'RE CLEAR ON WHAT YOU'RE ASKING FOR FROM THE TASK FORCE. ANY 6 7 DISCUSSION ON THIS? DENNIS? 8 DENIS MULLIGAN, V. CHAIR: I WANT TO THANK STAFF AND THE 9 AGENCIES FOR THEIR WORK ON THIS AND TO GIVE A SHOUT OUT TO 10 BILL AND MIKE BRINGING US TO THIS JUNCTURE TODAY. THANK YOU. I 11 WILL GLADLY MOVE THIS ITEM BECAUSE I WHOLEHEARTEDLY ENDORSE 12 IT. 13 14 MICHAEL HURSH, CHAIR: GO AHEAD. 15 16 SPEAKER: I ECHO THAT. I THINK THIS IS A PHENOMENAL PILOT. I'M 17 LOOKING FORWARD TO IT. I KNOW IT'S BEEN VERY SUCCESSFUL AS A 18 PILOT IN THE EAST BAY, AUTHORITIES. THE OPERATORS HAVE ONE. 19 IT'S BEEN IN EXISTENCE FOR OUITE A WHILE, IT'S BEEN 20 21 SUCCESSFUL. ONE QUESTION, WHEN WE LOOK AT THE PILOT IN EAST 22 BAY, MOVING FORWARD, THE EXPECTATION WILL BE PROFOUND IN WANTING TO KEEP IT, AND SO I DON'T KNOW IF ANY THOUGHTS HAVE 23 BEEN GIVEN TO WHAT THAT MIGHT MEAN IN THE FUTURE, SO, I GUESS 24 I WOULD LIKE TO HEAR YOUR THOUGHTS ON WHAT THAT MIGHT MEAN IN 25



- 1 THE FUTURE. I WOULD LIKE TO HEAR YOUR THOUGHTS. AND THEN MY
- 2 SECOND QUESTION -- AND I THINK THIS IS MORE SO I CAN BE SURE I
- 3 UNDERSTAND WHAT I'M TELLING OUR BOARD, THE TRANSIT OPERATOR
- 4 LEVEL BUT, MY UNDERSTANDING IS THERE IS AN ASSUMPTION THAT
- 5 THIS WOULD RESULT IN INCREASED RIDERSHIP THEREFORE INCREASED
- 6 REVENUE. IF WE DON'T SEE OR REALIZE THAT INCREASE IN RIDERSHIP
- 7 THEN DO THE OPERATORS BEAR THAT SMALLER RISK OF THE 6 MILLION?
- 8 I WOULD JUST LIKE TO UNDERSTAND YOUR THOUGHTS ON THAT.

9

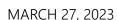
- 10 WILLIAM BACON: I'LL START AND MIKE CAN CHIME IN. I THINK YOUR
- 11 FIRST QUESTION, MR. CHURCHILL, IS REALLY IMPORTANT. AND WE
- 12 TRIED TO TOUCH ON IT A BIT IN THE PRESENTATION, BUT THERE IS
- 13 LONGER TERM UNCERTAINTY FOR TRANSIT OPERATORS IN THE REGION,
- 14 AND THIS PILOT IS 18 MONTHS WHAT WE'RE ASKING FOR TODAY OF
- 15 COURSE IF THE PILOT IS SUCCESSFUL THERE WOULD BE HOPE THAT
- 16 WEEKEND FIND A WAY TO FUND IT ON SCALE, AND I THINK THE
- 17 DISCUSSION AT STAFF LEVEL SO FAR AS HOUSED ON A PATH FOR
- 18 FUNDING MAKING THE PILOT PERMANENT THROUGH ANY UPCOMING
- 19 REGIONAL FUNDING MEASURE OR ADDITIONAL SUPPORT THAT'S
- 20 AVAILABLE TO PROTECT TRANSIT OPERATIONS LONGER TERM. SO, IT'S
- 21 MAYBE NOT THE BEST ANSWER, BUT THAT'S, SORT OF, OUR STRATEGY
- 22 RIGHT NOW, GIVEN THE BIGGER EXISTENTIAL QUESTIONS THAT EXIST
- 23 FOR TRANSIT OPERATIONS FUNDING. AND TO YOUR SECOND OUESTION,
- 24 MIKE MAY CHIME IN A LITTLE BIT.



MICHAEL EISEMAN: SURE I'LL TAKE THAT ONE. THE WAY THE PROPOSED 1 REIMBURSEMENT SCHEME IS SET UP, WE WOULD CALCULATE THE 2 3 FOREGONE FARE REVENUE DO A SEPARATE CALCULATION TO TRY TO GET TO AN ESTIMATE OF INCREASE IN TRIPS AND, SORT OF, DEDUCT THAT. 4 5 IF SUCH AN INCREASE DOESN'T OCCUR, AT LEAST ACCORDING TO THE MATH OR CALCULATION, ALWAYS SOME UNCERTAINTY IN THAT, THERE 6 WOULDN'T BE A DEDUCTION OR IT WOULD BE A SMALLER DEDUCTION OR 7 8 REIMBURSEMENT. THE EXPECTATION IS THE FULL 22 MILLION WILL BE DISBURSED TO OPERATORS OVER SOME PERIOD OF TIME WE'RE HOPING 9 FOR 24 MONTHS BUT COULD BE 18. 10 11 MICHAEL HURSH, CHAIR: YOU THANK YOU. 12 13 SPEAKER: ON THE PILOT PROCESS WILL THERE BE A DETERMINATION OF 14 15 HOW THE NEXT PHASE WILL WORK? WILL YOU BE GATHERING ENOUGH 16 DATA UNDERSTANDING HOW THE FINANCIAL ARRANGEMENT WOULD WORK GOING FORWARD. WILL YOU BE ABLE TO SEE SOME OF THAT 17 INFORMATION? 18 19 WILLIAM BACON: YES AS MENTIONED WE'LL BE COMING BACK TO THE 20 TASK FORCE WITH REGULAR UPDATES OVER THE COURSE OF THE PILOT 21 INCLUDING EVALUATION APPROACHES AND CLOSELY MONITORING HOW THE 22 PILOT IS WORKING GROWING RIDERSHIP IN OUR OVERALL, SECONDARILY 23 TO THAT ENCOURAGING USERS TO TRANSFER BETWEEN AGENCIES AND 24

25

MAKING MORE TRIPS ON TRANSIT.





1

2 MICHAEL HURSH, CHAIR: MR. POWERS?

- 4 ROBERT POWERS: TWO COMMENTS. ONE TO EISEMAN ONE TO BACON. MR.
- 5 EISEMAN AND BACON I WAS HESITANT TO THE WORDING UP THERE, I'M
- 6 NOT GOING TO BE OVERLY DRAMATIC ABOUT IT BUT THE TERM GOING
- 7 FROM 18 TO 24 MONTHS AUTOMATICALLY IF SUFFICIENT FUNDS ARE
- 8 THERE. THAT CAUSED ME A LITTLE PAUSE AND I SHOULD HAVE SAID
- 9 SOMETHING TO YOU BEFORE EISEMAN WHEN YOU BRIEFED ME ON THE
- 10 THING, BECAUSE SUFFICIENT FUNDS WHAT IS THAT? \$1 MORE THAN
- 11 WHAT'S NEEDED? THAT'S PROBABLY NOT GOING TO WORK. RIGHT? AND
- 12 WHY NOT COME BACK TO THIS BOARD FOR THAT NEXT SIX MONTHS AND
- 13 GET APPROVAL FROM THIS BOARD. JUST TO PUT ON THE RECORD, TO ME
- 14 I'M OKAY WITH IT BUT IT CAUSED ME A LITTLE PAUSE. THE SECOND
- 15 PIECE, I GUESS, IS A BROADER TOPIC, YOU KNOW, AND I DON'T KNOW
- 16 IF IT COMES BACK HERE, BUT I'LL CERTAINLY CIRCLE BACK WITH THE
- 17 EXECUTIVE DIRECTOR AT MTC, I THINK I WOULD ARGUE -- AND THE
- 18 DATA IS THERE TO SUPPORT ME, MIKE EISEMAN, THAT THE MEANS
- 19 BASED FARE PROGRAM IS UNDERSUBSCRIBED. WHEN YOU CROSSWALK IT
- 20 TO THE POPULATION IN THE BAY AREA. RIGHT? AND, SO, I WOULD
- 21 LIKE US TO TRY TO FIGURE OUT HOW WE CAN INCREASE THE
- 22 PERCENTAGE OF FOLKS THAT ARE, HAVE APPLIED AND THAT HAVE BEEN
- 23 SUCCESSFUL IN APPLYING FOR THAT, AND GET THOSE PERCENTAGES UP
- 24 THAT ARE MORE CONSISTENT WITH A DATA SET THAT'S IN THE BAY
- 25 AREA. MARKETING CAMPAIGN, BE QUITE AGGRESSIVE ABOUT IT. I HAVE



- 1 HAD ELECTED OFFICIALS COME TO ME AND SAY GET THE VOICE OF THE 2 AS OR GIANTS OR THE VOICE OF THE BASKETBALL TEAM, DO A PUBLIC
- 3 SERVICE ANNOUNCEMENT FOR THIS AND LET'S REALLY GET SOME
- 4 MOMENTUM BEHIND THIS. IT'S AN INTERESTING POINT BECAUSE IT'S
- 5 PRETTY FAR BELOW THE DATA THAT'S OUT THERE IN THE BAY AREA.
- 6 ANYWAY I WANTED COMMITTEE MEMBERS TO KNOW THOSE DISCUSSIONS I
- 7 HAVE HAD THEM AT SOME LEVEL AND WE SHOULD BE THINKING ABOUT
- 8 THAT.

9

11

16

20

23

10 MICHAEL HURSH, CHAIR: THANKS BOB. DID YOU WANT TO COMMENT?

- 12 WILLIAM BACON: MEMBER POWERS, THE PROJECT TEAM WILL BE COMING
- 13 TO THE TASK FORCE AT YOUR MEETING IN APRIL TO PRESENT AN
- 14 UPDATE ABOUT THE EVALUATION AND FIRST START PILOT THAT'S BEEN
- 15 ONGOING AND NEXT STEPS. SO WE'LL GET TO THE OUESTIONS.
- 17 ROBERT POWERS: THE CLIPPER, THAT'S MY BOARD. I'M THE CHAIR OF
- 18 THE CLIPPER EXECUTIVE BOARD. IS THAT THE MEETING YOU'RE
- 19 TALKING ABOUT?
- 21 WILLIAM BACON: IT'S COMING TO THE FARE INTEGRATION TASK FORCE
- 22 RATHER THAN THE CLIPPER EXECUTIVE BOARD.
- 24 ROBERT POWERS: OKAY. JUST SO THERE IS A GOOD MARKETING
- 25 COMPONENT. THAT'S WHAT I'M TALKING ABOUT THE MARKETING, NOT



- 1 THE MATH OF IT, BUT THE MARKETING, GETTING IT OUT TO THE
- 2 PUBLIC TO MARKET THIS THING.

3

- 4 MICHAEL HURSH, CHAIR: MR. POWERS TOOK MOST OF MY COMMENTS BUT
- 5 I'LL TRY TO REINFORCE THEM BUT I THINK THERE NEEDS TO BE A
- 6 COMPREHENSIVE MARKETING PROGRAM FOR THIS BUT ALSO FOR CLIPPER
- 7 START. I THINK WE AS A TASK FORCE NEED TO UTILIZE THE POWER OF
- 8 OUR VARIOUS MARKETING TEAMS BUT I WOULD LIKE TO SEE THE
- 9 LEADERSHIP FROM THE PROJECT TEAM BRING US TOGETHER TO HAVE ONE
- 10 MESSAGE ONE MESSAGE THAT'S BROADCAST FROM GILROY TO GET
- 11 FARTHER AND FARTHER IN COUNTIES I HEAR THE TREPIDATION ON THE
- 12 FUNDING I THINK THIS IS AN INCREDIBLE PROGRAM AND HOPE WE'RE
- 13 GOING TO HAVE THE SUPPORT HERE TODAY TO BE CLEAR, MOVING
- 14 FORWARD AND SUPPORTING THE APPROVAL FOR THE MOU, HOW ARE WE
- 15 RUNNING TRANSIT IN THE BAY AREA IT'S AN INCREDIBLE EXAMPLE OF
- 16 THAT THIS IS GOOD TO NOTE I APPRECIATE BILL AND MICHAEL FOR
- 17 THE NEBULOUS CONCEPT WHEN YOU STARTED YOU SAT DOWN TODAY AND
- 18 REMINDED US AT OUR LAST IN-PERSON TASK FORCE MEETING WAS
- 19 FEBRUARY, SEVERAL WEEKS BEFORE THE SHUT DOWN OF 2020 HOPEFULLY
- 20 THIS IS A GOOD WAY TO COME OUT OF IT. I KNOW I HAVE A MOTION
- 21 FROM MR. MULLIGAN. I WOULD ASK IF THERE IS A SECOND AND I'LL
- 22 ASK IF THERE IS ANY PUBLIC COMMENT ON THIS ITEM. LET'S GO FOR
- 23 THE SECOND, FIRST.

24

25 BILL CHURCHILL: I'LL SECOND THE MOTION.



1 MICHAEL HURSH, CHAIR: MOTION BY MULLIGAN, SECOND BY CHURCHILL. 2 3 WE HAVE HAD THE DISCUSSION BY TASK FORCE MEMBERS. IS THERE ANY PUBLIC COMMENT ON THIS ITEM? TWO MINUTES PER SPEAKER. AND 4 5 ALETA NICE TO SEE YOU IN-PERSON. CAN WE START WITH YOU? 6 SPEAKER: GOOD AFTERNOON CHAIR HURSH AND MEMBERS. ALETA DUPREE 7 8 FOR THE RECORD SHE AND HER. IT'S VERY GOOD TO BE BACK IN-PERSON. GOOD PRESENTATION. AND I REALLY APPRECIATE BILL AND 9 10 MIKE BEING INSIGHTFUL. BECAUSE THERE ARE SOME QUESTIONS I WAS GOING TO ASK, AND THEY MADE IT VERY CLEAR ABOUT DISCOUNTS AND 11 THE PROCESS. THIS IS JUST THE BEGINNING OF A VERY LONG ROAD OF 12 SELLING THIS TO YOUR BOARDS. I HOPE THAT ALL 27 OF THESE 13 AGENCIES WILL SIGN ON. I HOPE WE CAN PRODUCE SOME KIND OF 14 VIDEO OF WHAT THIS IS GOING TO LOOK LIKE. BECAUSE I WANT TO 15 USE IT. WHEN I CROSS THE BAY, I DID TODAY, SOMETIMES I TAKE 16 THE F BUS. SOMETIMES I TAKE BART, AND I GET THE \$0.50 OFF ON 17 THE AC TRANSIT WHEN I GET OFF AT BART, OR SOMETIMES DO I WANT 18 PAY ANYTHING WHEN I GET OFF ON BART BECAUSE I GET THE EMERY GO 19 ROUND. SO I HAVE LOTS OF OPTIONS BUT THEY ALL ADD UP TO 20 21 DIFFERENT THINGS. SO, I HOPE -- I WISH THERE WAS A WAY WE COULD GET THIS DONE BEFORE CLIPPER TWO, I GUESS MAYBE IT CAN'T 22 WORK WITH CLIPPER ONE. AND I TACK A LONG VIEW. I THINK THAT 23 THIS FARE INTEGRATION PROGRAM WILL EVENTUALLY BE SOMETHING 24 SUSTAINABLE IN THE NEW WAY OF DOING FARE. I THINK PEOPLE WHO 25



- 1 VISIT HERE, SOME OF THEM JUST DON'T USE TRANSIT AT ALL,
- 2 BECAUSE MAYBE THEY DON'T UNDERSTAND IT. BUT I WOULD SAY
- 3 THERE'S AN APP FOR THAT IT'S CALLED CLIPPER, PUT SOME MONEY ON
- 4 IT AND GET GOING. VERY GOOD PRESENTATION. AND ANSWERS AWAIT
- 5 THOSE WHO ASK THE QUESTIONS. THANK YOU VERY MUCH.

6

- 7 MICHAEL HURSH, CHAIR: WALLY, MIGHT NEED TO PUT YOUR MICROPHONE
- 8 ON.

9

- 10 CLERK, WALLY CHARLES: SETH BARBAREE, ARE YOU READY TO SPEAK?
- 11 NEXT PERSON, HAZEL COURT. CAN YOU HEAR ME.

12

13 SPEAKER: YES, I CAN.

14

- 15 CLERK, WALLY CHARLES: THANK YOU. YOU HAVE TWO MINUTES TO
- 16 SPEAK.

17

- 18 SPEAKER: I AM A RESIDENT OF OAKLAND, AND I URGE YOU ALL TO
- 19 MOVE THIS PROGRAM FORWARD. THE TRANSFERS STARTING TODAY,
- 20 TRANSIT BETWEEN BART AND MUNI ARE A SYMMETRICAL, POSSIBLY NON-
- 21 EXISTENT IN MANY CASES SO FREE TRANSFER IS COMMON SENSE
- 22 INTEGRATION TO MAKE TRANSIT MORE CONVENIENT AND AFFORDABLE.
- 23 AND I THANK YOU FOR YOUR APPROVAL.



- 1 CLERK, WALLY CHARLES: THANK YOU. NEXT SPEAKER IS RAUL
- 2 MALDONADO.

- 4 SPEAKER: MY NAME IS RAUL MALDONADO. I AM IN OAKLAND
- 5 CALIFORNIA. ORIGINALLY FROM CENTRAL VALLEY, SPECIFICALLY
- 6 MODESTO. I WANT TO TALK ABOUT MY SUPPORT FOR THE FREE FARE
- 7 TRANSFERS. IT WILL HAVE A GREAT TREMENDOUS IMPACT FOR THE BAY
- 8 AREA, AND FROM 27, YOU KNOW -- BIKE -- NOT BIKE -- BUT RELATED
- 9 AGENCIES, THE REASON WHY I HAVE SUPPORT FOR THIS IS, YOU KNOW,
- 10 JUST REALLY HAVING A SELF REFLECTION ON THIS PAST WEEK'S
- 11 CYCLONE, PROBABLY ANOTHER CYCLONE GOING TO HAPPEN TOMORROW. IF
- 12 YOU REMEMBER LAST TUESDAY A LOT OF ISSUES OCCURRED AROUND THE
- 13 BAY AREA IN COMBINATION WITH FERRY TRANSPORTATION, VEHICLE
- 14 TRANSPORTATION, EVEN BUS TRANSPORTATION. WHAT I SAW, AND I
- 15 THINK IT WAS A TRUE TESTAMENT OF SHINING A LIGHT ON
- 16 TRANSPORTATION IS HOW EACH OF THE SYSTEM WORKED WELL WITH EACH
- 17 OTHER AND COMMUNICATION. THERE WAS SOME FRICTION IN THE
- 18 PROCESS OF HOW TO HANDLE THE DIFFERENT EXCHANGES, LIKE FARES,
- 19 AND CONCERNS, AND HOW THEY DID THAT HIGH STRESS MOMENT AND
- 20 HIGHLIGHTED EVERYDAY PEOPLE WHEN THEY WANT TO TRAVEL WHENEVER
- 21 THEY NEED TO GO, THERE IS FRICTION WITH FARES, AND
- 22 EXPECTATION. HAVING FREE FARES LEAVES ONE PIECE OF FRICTION
- 23 AWAY FROM THE PUBLIC TRANSPORTATION SPACE TO MAKE
- 24 TRANSPORTATION MORE COMPETITIVE THAN DRIVING A VEHICLE. THERE
- 25 IS FRICTION IN THE TRANSPORTATION SPACE, VERY THESE FREE FARE



TRANSFERS IS GOING TO BE GREAT. EXCITED FOR IT. SUPPORT IT AND 1 YEAH HAVE A GREAT DAY, AND YOU KNOW OF COURSE FOR TOMORROW --2 3 [INDISCERNIBLE]. 4 5 CLERK, WALLY CHARLES: THANK YOU. SIDDHARTH KOTAPATI. YOU HAVE 6 TWO MINUTES. 7 8 SPEAKER: CALLING IN FROM SAN JOSE, WANT TO CALL IN FAVOR OF THE FREE TRANSFER PILOT I FREOUENTLY TRAVEL FROM SAN JOSE 9 VISIT FRIENDS UP IN SAN FRANCISCO, VTA CALTRAIN AND MUNI, IT 10 FEELS PUNISHING JUST TO HAVE TO PAY FOR TRANSIT MULTIPLE TIMES 11 BECAUSE YOU CROSS A BOUNDARY IT BECOMES HARD TO JUSTIFY NOT 12 JUST CALLING A CAB. IMPLEMENTING FREE TRANSFERS MAKES IT 13 EASIER NOT TO TAKE A BUS AS A LAST OPTION, AND HELPS IN A TIME 14 WHEN THE AGENCIES REALLY NEED IT. THANK YOU FOR CONSIDERING 15 16 THIS PILOT. I HOPE THAT IT'S ADOPTED AND EVENTUALLY MADE PERMANENT AS WELL. THANK YOU. 17 18 CLERK, WALLY CHARLES: THANK YOU. NEXT SPEAKER IS ADINA LEVIN. 19 20 SPEAKER: GOOD AFTERNOON, CLIPPER EXECUTIVE BOARD MEMBERS. 21 22 ADINA LEVIN. I SIT ON THE POLICY ADVISORY COUNCIL 23 TRANSFORMATION ACTION PLAN SUBCOMMITTEE AND REPORTING ON

THINGS THAT THAT GROUP HAS CONSISTENTLY SAID. THAT GROUP HAS

CONSISTENTLY SUPPORTED THAT FREE AND REDUCED COST TRANSFER

24



1	PROGRAM AND NOW SPEAKING FOR MYSELF AND WITH TRANSIT ADVOCACY
2	HATS, I THINK THAT THE SO, THE INFORMATION THAT CAME
3	FORWARD ABOUT THE BAY PASS AS PREVIOUS MEETINGS IS EXCITING
4	AND IN TERMS OF PUBLIC DISCUSSIONS ABOUT TRANSIT FUNDING FROM
5	THE STATE AND THEN FROM THE VOTERS, SEEING INITIATIVES TO
6	IMPROVE SERVICE AND REGROW RIDERSHIP IS REALLY IMPORTANT FOR
7	THAT CONFIDENCE. SO I THINK MOVING THIS FORWARD IS IMPORTANT
8	AND YOU KNOW, ONLY A LITTLE DISAPPOINTING THAT THE CLIPPER TWO
9	IS MOVING AT THE PACE THAT IT IS AND THEN LASTLY IN TERMS OF,
10	AS A GROUP OF GENERAL MANAGERS, AS THIS IS GOING TO NEED TO
11	COME TO EACH INDIVIDUAL TRANSIT BOARD, IT WOULD REALLY BE
12	HELPFUL FOR A GENERAL MANAGER TO SPEAK UP WHEN THAT AGENDA
13	COMES FORWARD AND SAY, I HAVE BEEN PARTICIPATING IN THE FARE
14	INTEGRATION TASK FORCE. WE HAVE HEARD THE STUDY, WE AGREE WITH
15	THIS, AND, YOU KNOW, I PERSONALLY VOUCH FOR THIS AND ENCOURAGE
16	THIS BOARD TO SUPPORT. SO, I THINK IT'S GOING TO BE IMPORTANT
17	TO SHOW LEADERSHIP AS GENERAL MANAGERS SO THAT THE BOARDS WILL
18	APPROVE. THANK YOU.
19	
20	CLERK, WALLY CHARLES: NEXT SPEAKER IS ELIJA BERKIN.
21	
22	SPEAKER: CAN YOU HEAR ME.

CLERK OF THE BOARD: YES. YOU HAVE TWO MINUTES TO SPEAK.

2425



- 1 SPEAKER: ELIJA BERKIN CALLING IN FROM BERKELEY. THANK YOU VERY
- 2 MUCH FOR THE PROJECT AND THE PRESENTATION. URGE YOU TO PLEASE
- 3 MOVE THIS FORWARD. FREE TRANSFER IS AN ESSENTIAL CHANGE FOR
- 4 OUR CURRENT TRANSPORTATION SYSTEM AS IT EXISTS WITH 27
- 5 DIFFERENT AGENCIES IT'S PUNISHING TRYING TO TAKE PUBLIC
- 6 TRANSIT ACROSS THE BAY AREA FROM COUNTY TO COUNTY. AND THAT
- 7 SHOULDN'T BE THE WAY THAT IT IS. AND NOT ONLY WILL WE SEE --
- 8 WE CAN'T SEE RIDERSHIP IMPROVEMENTS POST-COVID UNTIL WE MAKE
- 9 THESE VITAL CHANGES THAT MAKE TRANSIT MORE ATTRACTIVE TO THE
- 10 EVERYDAY PERSON AND PRICING MORE EQUITABLE. NOT ONLY THAT, THE
- 11 HUMAN IMPACT IS GOING TO BE MASSIVE. PEOPLE ARE GOING TO SEE
- 12 HUGE TRANSIT SAVINGS AND IT'S GOING TO BE A COMPLETE NET
- 13 POSITIVE IN MY OPINION. I URGE YOU AS TRANSIT AGENCY LEADERS
- 14 COMMUNICATE WITH YOUR BOARDS AND PLEASE SHOW YOUR STRONG
- 15 APPROVAL FOR THIS. THANK YOU.
- 17 CLERK, WALLY CHARLES: THANK YOU. NEXT SPEAKER IS SPRAGUE. YOU
- 18 CAN UNMUTE YOURSELF?
- 20 SPEAKER: HI THERE. CAN YOU HEAR ME.
- 22 CLERK OF THE BOARD: YES. THANK YOU.
- 24 SPEAKER: THIS IS SPRAGUE KIRKLAND, SAN FRANCISCO OF THE JUST
- 25 WANT TO SPEAK OUT IN SUPPORT OF THIS, FOR ALL OF THE REASONS

16

19

21



- 1 ALREADY STATED. I APPLAUD YOU AND THANK YOU FOR THE EFFORTS
- 2 YOU HAVE PUT FORTH TO MOVE THIS FORWARD. HOPING IT BECOMES
- 3 PERMANENT IN THE FUTURE. AND NOW, AS IT NOW STANDS, IT'S
- 4 EXORBITANT FOR MULTIPLE PEOPLE TO RIDE TRANSIT TOGETHER. FOR
- 5 MYSELF, IN THE CITY GOING TO THE NORTH BAY IT CAN ADD AN
- 6 ADDITIONAL 20 BUCKS FOR A FAMILY OF FOUR HAVING TO PAY MUNI,
- 7 IN ADDITION TO THE GOLDEN GATE TRANSIT 60 BUCKS FOR A ROUND
- 8 PARTICULATE TRIP. THANK YOU SO MUCH THIS IS ALSO HEAVILY
- 9 MARKETED ONCE IT'S APPROVED. THANK YOU.

10

11 CLERK, WALLY CHARLES: HOWARD WONG.

- 13 SPEAKER: HOWARD WONG MEMBER OF THE POLICY ADVISORY COUNCIL
- 14 SPEAKING AS AN INDIVIDUAL. AS THE PROGRAMS MOVE FORWARD, IT
- 15 MAY BE TIMELY TO HAVE THE MARKETING GROUPS AND MTC AND ALL THE
- 16 RESPECTIVE AGENCY START A WAY OF VISUALIZING THE CONCEPTS OF
- 17 FARE AND -- FARE INTEGRATION AND FARE TRANSFER COORDINATION BY
- 18 HAVING SOME KIND OF A THEM BELL THAT SHOWS HOW -- WHAT IT
- 19 MEANS, AND THAT COULD IMPALE A MAP OF THE BAY AREA OF ALL OF
- 20 THE 27 TRANSIT AGENCIES LOGO ON THE MAP AND SOMEHOW SHOWING
- 21 ALMOST KIND OF A MOLECULAR INTERCONNECTION WHO LINKS AND
- 22 PERHAPS SOME OVERARCHING SYMBOL, LIKE HAVING ALL OF THIS MAP
- 23 INSIDE OF A HEART OR CIRCLE AND SHOW THE VISUALIZATION OF WHAT
- 24 IT WOULD MEAN AND ALSO PERHAPS HAVE SOME VISUAL CASE STUDIES,
- 25 LINKS TO, SAY, THE HONG KONG OCTOPUS CARD, OR MEXICO CITY'S



1	JAKARTA AND DEMONSTRATE THAT THESE ARE BENEFITS FOR LOW-
2	INCOME, ESPECIALLY WITH ALL THE RESIDENTS OF THE BAY AREA. SO
3	THAT'S AN IDEA TO, PERHAPS, INCORPORATE FAIRLY SOON. THIS KIND
4	OF CONSENSUAL IMAGINARY OF THE PROGRAM. THANK YOU.
5	
6	CLERK, WALLY CHARLES: THANK YOU. NEXT SPEAKER SETTING
7	BARBEREE. SETTING, YOU CAN UNMUTE YOURSELF? CAN YOU PRESS STAR
8	SIX? HE WAS THE LAST SPEAKER. SORRY.
9	
10	MICHAEL HURSH, CHAIR: THANK YOU, WALLY. IT'S BEEN MOVED AND
11	SECONDED, WE'LL CALL FOR THE ROLL CALL VOTE NOW.
12	
13	CLERK, WALLY CHARLES: CHAIR HURSH?
14	
15	MICHAEL HURSH, CHAIR: AYE.
16	
17	CLERK, WALLY CHARLES: VICE CHAIR MULLIGAN?
18	
19	DENIS MULLIGAN, V. CHAIR: AYE.
20	
21	CLERK, WALLY CHARLES: BOUCHARD? IS ABSENT. TOLSON FOR MEMBER
22	CHAN?
23	
24	SPEAKER: YES



1	CLERK, WALLY CHARLES: CHURCHILL?
2	
3	BILL CHURCHILL: CUMMINS IS ABSENT. FOR MEMBER FREMIER?
4	
5	SPEAKER: AYE.
6	
7	CLERK, WALLY CHARLES: FOR GONOT?
8	
9	SPEAKER: AYE.
10	
11	CLERK, WALLY CHARLES: FOR MEMBER HALLS?
12	
13	SPEAKER: AYE.
14	
15	CLERK, WALLY CHARLES: MEMBER MILLER IS ABSENT. MEMBER POWERS?
16	
17	ROBERT POWERS: YES.
18	
19	CLERK, WALLY CHARLES: MEMBER [INDISCERNIBLE] FOR TUMLIN?
20	
	SPEAKER: YES.
22	
	CLERK, WALLY CHARLES: WEGENER?
24	
25	CHRISTY WEGENER: YES.



1 2 CLERK, WALLY CHARLES: MOTION PASSES UNANIMOUSLY BY ALL MEMBERS 3 PRESENT. THANK YOU. 4 5 MICHAEL HURSH, CHAIR: THAT BRINGS US TO AGENDA ITEM FIVE, PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA. PUBLIC COMMENT FOR 6 7 ITEMS NOT ON THE AGENDA. 8 CLERK, WALLY CHARLES: WE HAVE ONE PUBLIC COMMENT SPEAKER HERE 9 10 IN THE ROOM, ALETA DUPREE. 11 SPEAKER: THANKS AGAIN CHAIR HURSH AND MEMBERS, ALETA DUPREE 12 FOR THE RECORD SHE AND HER. GOOD MEETING TODAY. NEED MY CLOCK 13 UP HERE. I THINK WHAT MAKES THIS CHALLENGING AND THE WORK WE 14 15 DO IT'S ABOUT PROCESS AND ABOUT HISTORY. HOW DO WE GET ALL 27 16 OF THESE AGENCIES TOGETHER? I CONSIDER THAT IN NEW YORK, MY FORBEARERS IN 1904 RODE A TRAIN SYSTEM CALLED A SUBWAY, AND 17 THERE WERE THREE OF THOSE THAT WERE EVENTUALLY ACQUIRED BY THE 18 CITY OF NEW YORK IN 1940, AND THEN PUT UNDER STATE OVERSIGHT 19 IN 1953. AND THEN ULTIMATELY COMBINED WITH COMMUTE RAIL IN 20 21 1968 AND THE WORK CONTINUES TO THIS DAY. LESSONS HERE ARE BEING SEEN BY OTHERS. BECAUSE NOW I CAN TRAVEL BETWEEN TWO 22 RAILROADS AND NEW YORK, IMPRESS ROW NORTH, AND THE LONG ISLAND 23 RAILROAD THROUGH GRAND CENTRAL TERMINAL AND BUY A COMBO 24

PARTICULATE. AND I THINK IT'S SOMETHING LIKE -- IT'S LIKE FULL



- 1 FARE PLUS \$8, SOMETHING LIKE THAT. DENVER MAKES IT EASY. ONE
- 2 FARE FOR THE WHOLE SYSTEM. SO, HOW DO WE BRING THIS ABOUT TO
- 3 MAKE THIS SIMPLER? BECAUSE I YOU THINK THIS FARE INTEGRATION
- 4 IS GOING TO MAKE IT SIMPLER. IT LOOKS COMPLICATED NOW. BUT
- 5 ONCE WE USE IT, IT WILL BE SIMPLER. BECAUSE THIS WILL GO
- 6 BEYOND CLIPPER SIMPLY DRAWING THE MONEY FROM MY BANK ACCOUNT
- 7 IT TAKES WORK TO GET TO WHERE WE NEED ON GO BUT I'M LOOKING
- 8 FORWARD TO THE DAY WHEN WE WILL HAVE TRUE FARE INTEGRATION IN
- 9 COMMUNITY MAKING THINGS EASIER FOR ME AND THE REST OF US.
- 10 THANK YOU.
- 11
- 12 CLERK, WALLY CHARLES: THANK YOU. THERE ARE NO OTHER PUBLIC
- 13 COMMENTS.
- 14
- 15 MICHAEL HURSH, CHAIR: THANK YOU. THAT BRINGS US TO
- 16 ADJOURNMENT. THE NEXT FARE INTEGRATION TASK FORCE WILL BE DULY
- 17 NOTICED. THANK YOU, EVERYBODY, FOR YOUR PARTICIPATION TODAY. I
- 18 THINK WE NEED TO SIT TIGHT. I BELIEVE WE HAVE CLIPPER
- 19 EXECUTIVE BOARD AT 1:30 TODAY THANK YOU EVERYBODY. [ADJOURNED]





Broadcasting Government