

**METROPOLITAN
TRANSPORTATION
COMMISSION**
Meeting Transcript



July 9, 2021

1 **METROPOLITAN TRANSPORTATION COMMISSION**
2 **POLICY ADVISORY COUNCIL EQUITY AND ACCESS SUBCOMMITTEE**
3 **FRIDAY, JUNE 9, 2021, 2:00 P.M.**
4
5 **VEDA FLOREZ, CHAIR:** ON GOOD AFTERNOON. I WOULD LIKE TO CALL
6 THIS MEETING TO ORDER AND ASK THE BROADCASTING TEAM TO ROLL
7 THE ANNOUNCEMENT, PLEASE. [RECORDED MEETING PROCEDURES
8 ANNOUNCEMENT] DUE TO COVID-19 THIS MEETING WILL BE CONDUCTED
9 AS A ZOOM WEBINAR PURSUANT TO THE PROVISIONS OF THE GOVERNOR'S
10 EXECUTIVE ORDER N-29-20 WHICH SUSPENDS CERTAIN REQUIREMENTS OF
11 THE BROWN ACT. THIS MEETING IS BEING WEBCAST ON THE MTC WEB
12 SITE. THE CHAIR WILL CALL UPON COMMISSIONERS, PRESENTERS,
13 STAFF, AND OTHER SPEAKERS BY NAME AND ASK THAT THEY SPEAK
14 CLEARLY AND STATE THEIR NAMES BEFORE GIVING COMMENTS OR
15 REMARKS. PERSONS PARTICIPATING VIA WEBCAST AND ZOOM WITH
16 THEIR CAMERAS ENABLED ARE REMINDED THAT THEIR ACTIVITIES ARE
17 VISIBLE TO VIEWERS. COMMISSIONERS AND MEMBERS OF THE PUBLIC
18 PARTICIPATING BY ZOOM WISHING TO SPEAK SHOULD USE THE RAISE
19 HAND FEATURE, OR DIAL STAR NINE, AND THE CHAIR WILL CALL UPON
20 THEM AT THE APPROPRIATE TIME. TELECONFERENCE ATTENDEES WILL
21 BE CALLED UPON BY THE LAST FOUR DIGITS OF THEIR PHONE NUMBER.
22 IT IS REQUESTED THAT PUBLIC SPEAKERS STATE THEIR NAMES AND
23 ORGANIZATION, BUT PROVIDING SUCH INFORMATION IS VOLUNTARY.
24 WRITTEN PUBLIC COMMENTS RECEIVED AT INFO@BAYAREAMETRO.GOV BY
25 5:00 P.M. YESTERDAY WILL BE POSTED TO THE ONLINE AGENDA AND



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1 ENTERED INTO THE RECORD BUT WILL NOT BE READ OUT LOUD. IF
2 AUTHORS OF THE WRITTEN CORRESPONDENCE WOULD LIKE TO SPEAK,
3 THEY ARE FREE TO DO SO. A ROLL CALL VOTE WILL BE TAKEN FOR
4 ALL ACTION ITEMS. PANELISTS AND ATTENDEES SHOULD NOTE THAT
5 THE CHAT FEATURE IS NOT ACTIVE.

6

7 **VEDA FLOREZ, CHAIR:** I WOULD LIKE TO WELCOME EVERYONE TO THE
8 POLICY ADVISORY COUNCIL EQUITY & ACCESS SUBCOMMITTEE I'M VEDA
9 FLOREZ YOUR CHAIR ALONG WITH ANNE OLIVIA ELDRED, THE VICE
10 CHAIR, TODAY'S DATE IS JULY 9TH, 2021. AND WE'LL GO AHEAD AND
11 BEGIN WITH A ROLL CALL VOTE -- OR ROLL CALL -- NO VOTE
12 NECESSARY. KY-NAM?

13

14 **KY-NAM MILLER:** CHAIR FLOREZ, YOU'RE HERE, AND ACTUALLY, VICE
15 CHAIR ANNE OLIVIA ELDRED? ANNE.

16

17 **ANNE OLIVIA ELDRED, VICE CHAIR:** PRESENT.

18

19 **KY-NAM MILLER:** COATS?

20

21 **RICK COATES:** PRESENT.

22

23 **KY-NAM MILLER:** HEDGES? NOT SEEING HIM. ABSENT. AND MICHELLE
24 HERNANDEZ? ALSO NOT SEEING MEMBER HERNANDEZ. MICHAEL LOPEZ?

25



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1 **MICHAEL LOPEZ:** PRESENT.

2

3 **KY-NAM MILLER:** RAHMON MOMOH? NOT SEEING HIM. I'M GOING TO MARK
4 HIM ABSENT. AND TERRY SCOTT? ABSENT. AND WALTER WILSON?

5 ABSENT. SO, 1, 2, 3, 4, 5. WE NEED ONE MORE FOR A QUORUM.

6 ABSENT ONE MORE, WE DON'T HAVE A QUORUM. IS BALDINI PRESENT?

7 ABSENT. AND ALSO FRANK WELTE?

8

9 **SPEAKER:** PRESENT.

10

11 **KY-NAM MILLER:** THERE WE GO. MR. WELTE WAS SERVING AS AN
12 ALTERNATE. THEN WE DO HAVE A QUORUM.

13

14 **VEDA FLOREZ, CHAIR:** THANK YOU KY-NAM. I APPRECIATE EVERYONE
15 BEING HERE ON A FRIDAY. WE CHANGED UP OUR MEETING DAYS. WE
16 USUALLY MEET ON WEDNESDAY, SO I APPRECIATE EVERYONE'S
17 FLEXIBILITY.

18

19 **RICHARD HEDGES:** THIS IS RICH HEDGES. I JUST JOINED IN.

20

21 **VEDA FLOREZ, CHAIR:** WELCOME RICH. WE'LL GO AHEAD WITH AGENDA
22 ITEM THREE APPROVAL OF THE MAY 3RD, 2021 MINUTES.

23

24 **RICHARD HEDGES:** MOVE APPROVAL OF THE MAY 3RD, 2021 MINUTES.

25



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1 **ANNE OLIVIA ELDRED, VICE CHAIR:** SECOND.

2

3 **VEDA FLOREZ, CHAIR:** RICH HEDGES MADE THE MOTION ALONG WITH
4 ANNE OLIVIA ELDRED WHO MADE THE SECOND. I WOULD LIKE STAFF TO
5 READ PUBLIC COMMENTS RECEIVED ASSOCIATED WITH THIS ITEM INTO
6 THE RECORD.

7

8 **KY-NAM MILLER:** NO PUBLIC COMMENTS RECEIVED FOR THIS ITEM.

9

10 **VEDA FLOREZ, CHAIR:** I'LL ASK THE PUBLIC TO USE THE RAISED HAND
11 FEATURE OR DIAL STAR NINE TO COMMENT ON THIS ITEM OR WHEN
12 CALLED UPON UNMUTE YOURSELF AND DIAL STAR SIX. KY-NAM DO WE
13 HAVE ANYONE?

14

15 **KY-NAM MILLER:** WE DO NOT HAVE ANY HANDS RAISED.

16

17 **VEDA FLOREZ, CHAIR:** MOVING TO ITEM FOUR, FASTRAK START PILOT
18 UPDATE. PIERCE GOULD, BARBARA LAURENSEN, LYSA HALE AND CHELSEA
19 GAMULO WILL PRESENT THIS ITEM. THIS INDEPENDENTLY IS PRESENTED
20 FOR YOUR INFORMATION AND NO ACTION IS REQUIRED OF THE
21 SUBCOMMITTEE.

22

23 **RICHARD HEDGES:** DID WE SHOW THE?

24



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1 **KY-NAM MILLER:** I THINK YOU WILL WANT TO ASK ON CONSENT ON RICH
2 HEDGES'S MOTION?

3

4 **VEDA FLOREZ, CHAIR:** DO WE HAVE A MOTION TO APPROVE THE
5 MINUTES?

6

7 **RICHARD HEDGES:** YES.

8

9 **KY-NAM MILLER:** SEEING NO OPTION. THAT ITEM PASSES.

10

11 **VEDA FLOREZ, CHAIR:** THANK YOU. WE'LL MOVE TO ITEM FOUR. ARE
12 YOU READY TO MOVE FORWARD?

13

14 **CHELSEA GAMULO:** HELLO AND GOOD AFTERNOON MY NAME IS CHELSEA WE
15 MTC'S EXPRESS LANES TEAM I AM HERE WITH THE TEAM TO ADDRESS
16 THREE DIFFERENT TOPICS MY COLLEAGUE PIERCE GOULD AND I WILL
17 PRESENT AN UPDATE ON MEANS-BASED PILOT DRAFT CONCEPT AND LATER
18 BARBARA LAURENSEN WILL PROVIDE AN UPDATE ON THE DRAFT
19 EVALUATION PLAN FOLLOWED BY LISA HALE WHO WILL PROVIDE AN UPDATE
20 ON CUSTOMER RESEARCH. NEXT SLIDE PLEASE. WHEN WE MET IN APRIL
21 WE PRESENTED A LIST OF CONSIDERATIONS TO HELP IDENTIFY WHICH
22 CORRIDOR HAD THE MOST POTENTIAL TO ENGAGE LOW INCOME CUSTOMERS
23 AND PROVIDE THE MOST BENEFIT. WE CLOSED BAIFA'S I-880 EXPRESS
24 LANES IN ALAMEDA COUNTY OUTLINED IN PURPLE FOR POPULATION
25 CONGESTION JOBS AVAILABILITY TRANSIT AND CARB PAYMENT



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1 LOCATIONS. TRANSPORTATION IS THE THIRD LARGEST BUDGET ITEM FOR
2 LOW INCOME HOUSEHOLD. WE WANT THE EXPRESS LANES TO SERVE
3 EVERYONE. WE PLAN TO EXPAND MOBILITY AND ACCESS TO
4 OPPORTUNITIES TO LOW INCOME INDIVIDUALS BY PROVIDING A
5 MEANINGFUL TOLL DISCOUNT ON EACH TRIP TAKEN ON THE I-880
6 EXPRESS LANES. WE LEVERAGING CLIPPER START'S TOOLS AND RULES
7 TO LAY GROUNDWORK AS WELL AS TO ACCELERATE THE PILOT. WE'RE
8 ADVANCING AND APPLYING AN EQUITY APPROACH BY APPLICATION OF
9 MTC'S EQUITY PILLARS AND IN DOING SO, DEVELOPING METRICS
10 CENTERED ON USER EXPERIENCE COCREATING THE PILOT WITH
11 STAKEHOLDERS CBOS AND LOW INCOME INDIVIDUALS, PARTNERING WITH
12 SOCIAL SERVICE AGENCIES AND CBOS TO MARKET AND DELIVER THE
13 PROGRAM AND THROUGH A CUSTOMER FOCUSED EVALUATION TO INFORM
14 FUTURE POLICY AND PROGRAMS. NEXT SLIDE, PLEASE. WE HAVE A
15 ROBUST STAKEHOLDER ENGAGEMENT STRATEGY FOR THIS PILOT. WE
16 PRESENTED OUR CUSTOMER ENGAGEMENT PLAN AS WELL AS OUR DRAFT
17 EQUITY STATEMENT AND GOALS WITH YOU IN APRIL. TODAY AND JOINED
18 BY PIERCE BARBARA AND LISA WE'LL PROVIDE UPDATES TO PILOT
19 CONCEPT CUSTOMER RESEARCH AND EVALUATION PLAN. NEXT SLIDE
20 PLEASE. AS THIS TABLE SHOWS THERE WILL BE A BUNCH OF TOPICS
21 COVERED TODAY, TWO OF WHICH ARE NEW. I WOULD LIKE TO HIGHLIGHT
22 THOSE TWO ITEMS, NUMBERS 10 AND 11. FOCUS GROUPS SCREENING
23 CRITERIA, NUMBER TEN WILL BE COVERED IN LISA'S PRESENTATION A
24 LITTLE LATER. WITH REFERENCE TO 11, WE HEARD YOUR CONCERNS
25 ABOUT EXPANDING THE EQUITY DEFINITION TO INCLUDE AGE AND



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1 LGBTQ+ COMMUNITY WE SHARED FEEDBACK WITH THE MTC STAFF WHO ARE
2 RESPONSIBLE FOR THE AGENCY'S EQUITY STATEMENT THOSE STAFF ARE
3 WORKING ON AN OFFICIAL EQUITY STATEMENT FOR MTC TO ADOPT AND
4 WE'LL TAKE THIS FEEDBACK INTO CONSIDERATION. MTC'S DRAFT
5 DEFINITION IS FROM PLANNED BAY AREA 2050 WHICH IS INCLUSIVE IN
6 THAT IT REFERS TO EVERYONE GENERALLY BUT SPECIFICALLY MENTIONS
7 LOW INCOME AND COMMUNITIES OF COLOR. UNTIL THERE IS AN
8 OFFICIAL CHANGE, WE PLAN TO STICK WITH THE DEFINITION AS IS,
9 NOT HAVING THE WORDS "AGE AND LGBTQ+" IN THE PILOT'S EQUITY
10 STATEMENT DOESN'T MEAN THESE GROUPS WILL NOT BENEFIT FROM THE
11 PILOT WE JUST DON'T WANT TO GET AHEAD OF MTC'S OFFICIAL
12 DEFINITION. AT THIS TIME OUR NEXT STEP IS TO GET BACK LATER
13 THIS MONTH FROM POTENTIAL CUSTOMERS WHICH OUR EQUITY STATEMENT
14 COULD EVOLVE FURTHER BASED ON THAT WILL UPDATE ON PROGRESS.
15 HIGHLIGHTING THE EASE OF USE FOUR STEPS GET APPROVED ACTIVATE
16 DISCOUNT POSITIVE BALANCE, TAG IN THE CAR WHEN USING EXPRESS
17 LANES DISCOUNT. GIVEN AUTOMATICALLY ONCE A CUSTOMER PLIES
18 TRAINED ELIGIBILITY VERIFIER WILL REVIEW AND CONFIRM THE
19 APPLICANT'S INFORMATION ONCE APPROVED THE CUSTOMER HAS AN
20 EXISTING FASTRAK ACCOUNT THE DISCOUNT WILL BE APPLIED
21 AUTOMATICALLY IF THE CUSTOMER DOESN'T HAVE AN EXISTING FASTRAK
22 ACCOUNT THE DISCOUNT PLAN WILL BE APPLIED WHEN THE CUSTOMER
23 OPENS A LINE. THANK YOU. I'LL TURN IT OVER TO PIERCE GOULD.
24



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1 **PIERCE GOULD:** I'LL PICK UP THE PRESENTATION HERE TO THE END OF
2 THE DRAFT CONCEPT PORTION WHERE WE WILL HAVE SOME -- AN
3 OPPORTUNITY TO TALK. SO, YOU KNOW, THE APPLICATION PROCESS IS
4 THE SAME TIME AS FOR CLIPPER START. ELIGIBLE CUSTOMERS CAN
5 APPLY BY COMPUTER, MOBILE PHONE, OR ON PAPER AND MUST PROVIDE
6 PROOF OF IDENTITY, PROOF OF INCOME, HAVE A BAY AREA MAILING
7 ADDRESS AND ANSWER SOME SURVEY QUESTIONS. NEXT SLIDE, PLEASE.
8 PEOPLE CAN SCAN OR SEND A PHOTO OF DOCUMENTS TO SUPPORT THEIR
9 APPLICATION IF SUBMITTING BY COMPUTER OR MOBILE PHONE.
10 ACCEPTABLE DOCUMENTATION TO PROVIDE UNIT AND INCOME IS THE
11 SAME AS FOR CLIPPER START WE PLAN TO MAKE IT SO IF SOMEONE
12 ALREADY QUALIFIED FOR CLIPPER START AND WANTS TO APPLY FOR
13 FASTRAK START THEY WOULD NOT NEED TO SUBMIT DOCUMENTATION FOR
14 PROOF OF INCOME. NEXT SLIDE PLEASE. I'M GOING TO WALK THROUGH
15 SOME PROPOSED FEATURES FOR THE PILOT. THERE IS A LOT FOR ME TO
16 CONVEY SO PLEASE BEAR WITH ME. THE NEXT THREE SLIDES ARE
17 ORGANIZED THE SAME WAY EACH LIST PROPOSES FEATURES OF PILOT IN
18 THE TABLE INCLUDING COLUMNS TO HELP EXPLAIN THE RATIONALE
19 BEHIND THE FEATURE INCLUDING THINGS LIKE CONSISTENCY WITH
20 FASTRAK CONSISTENCY WITH CLIPPER START AND OTHER CUSTOMER
21 FRIENDLY REASONS WHICH ARE SHOWN IN THE OTHER COLUMN.
22 CHECKMARKS REPRESENT WHERE WE ARE PROPOSING A RATIONALE FOR
23 THAT FEATURE. THE BOTTOM. TABLE IS A GROUP IDEA ICON THERE ARE
24 FEATURES WHERE WE RECEIVED FEEDBACK FROM OUR ADVISORY GROUP
25 THAT COULD AFFECT OUR CONCEPT IN THIS FEEDBACK ON THIS



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1 SUBCOMMITTEE AND POTENTIAL CUSTOMER IN THOSE CASES WE MARKED
2 THOSE FEATURES WITH A LITTLE ICON AND I'LL TALK ABOUT THEM
3 WHEN WE GET THERE. WE TRIED TO KEEP MANY REQUIREMENTS
4 IDENTICAL WITH CLIPPER START PROOF OF IDENTITY AND PROOF OF
5 INCOME ARE SAME AS CLIPPER START WE'RE PROPOSING NO SPECIFIC
6 AGE REQUIREMENT FOR THIS PILOT, BECAUSE FASTRAK HAS NO
7 SPECIFIC AGE REQUIREMENT. OF COURSE, IN REALITY, FASTRAK
8 ACCOUNT HOLDERS ARE OLD ENOUGH TO DRIVE OR THEY WOULDN'T NEED
9 FASTRAK. ALSO, WE THOUGHT ABOUT WHETHER WE NEED PROOF OF
10 VEHICLE OWNERSHIP, BUT WE DO NOT WANT TO REQUIRE THIS. FASTRAK
11 DOES NOT REQUIRE VEHICLE OWNERSHIP. AND ALSO, YOU KNOW,
12 FRANKLY, THIS IS BECAUSE PEOPLE MAY RENT OR BORROW VEHICLES.
13 LASTLY IN TERMS OF THE APPROVAL PROCESS, THE VERIFIER, THE
14 ELIGIBILITY VERIFIER, WHO WILL BE REVIEWING APPLICATIONS, YOU
15 KNOW, THEY CONFIRM THAT THE INFORMATION PROVIDED BY THE
16 APPLICANT MEETS PROGRAM REQUIREMENTS, BUT DOES NOT USUALLY
17 AUTHENTICATE THE DOCUMENTATION THAT'S PROVIDED NEXT SLIDE
18 PLEASE. SO THE FEATURES IN THIS TABLE RELATE TO TOLL POLICY
19 WITH A FOCUS ON THE DISCOUNT. MANY ARE PROPOSED BECAUSE WE
20 THINK IT'S THE MOST CUSTOMER FRIENDLY WAY TO HANDLE THINGS AND
21 IT'S KEPT WITH HOW FASTRAK AND EXPRESS LANES ALREADY WORK. THE
22 MILLION DOLLARS QUESTION, OF COURSE, IS WHAT IS THE DISCOUNT
23 GOING TO BE, AND FRANKLY, WE STILL DON'T KNOW. WE ARE
24 PROPOSING THAT IT APPLY TO ALL TOLL TRIPS ON 880. AND, BUT --
25 AND YOU KNOW, WE DO THINK THIS IS VERY CUSTOMER FRIENDLY. IT



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1 SHOULD BE EASY TO MESSAGE, AND IT WILL CONTINUE TO INCENTIVIZE
2 CARPOOLING. WHICH IS WHAT WE WANT TO DO. AS AN EXAMPLE LET'S
3 PRETEND THE DISCOUNT IS 50% OFF IF YOU ARE IN THIS PILOT.
4 AGAIN, I DON'T KNOW WHAT THE DISCOUNT IS, THIS JUST FOR
5 ILLUSTRATION PURPOSES. IF THE DISCOUNT WERE 50% OFF FOR PEOPLE
6 WHO ARE IN THIS PILOT, AND THAT PERSON WAS TAKING A TRIP IN
7 THE 880 EXPRESS LANES, AS A SOLO DRIVER THEY WOULD GET 50% OFF
8 THE TOLL. IF THEY WERE IN THE 880 EXPRESS LANES AS A TWO
9 PERSON CARPOOL OR A CLEAN AIR VEHICLE, THOSE VEHICLE TYPES,
10 TWO PERSON CARPOOL AND CLEAN AIR VEHICLES THEY ALREADY GET 50%
11 OFF THIS TOLL SO THIS PERSON IN THIS PILOT WOULD GET AN
12 ADDITIONAL 50% OFF THAT 50% FOR A TOTAL OF 75%, THE DISCOUNT
13 STACKS ON TOP OF OTHER DISCOUNTS. LASTLY, IF THE PERSON WERE
14 IN A THREE PERSON CARPOOL, THEY WOULD TRAVEL TOLL-FREE LIKE
15 ANYBODY ELSE WOULD IN THE 880 EXPRESS LANES. THAT 50% EXAMPLE
16 IS ILLUSTRATIVE AT THIS POINT. WE'RE STILL TRYING TO ASSESS
17 WHAT THE DISCOUNT WOULD BE. THE DISCOUNTS WOULD EXPIRE AFTER
18 24 MONTHS UNLESS THE APPLICANT GOES THROUGH A REVERIFICATION
19 PROCESS. SAME AS CLIPPER START. DISCOUNT BASED SO IT WOULD
20 APPLY TO ALL TOLL TAGS AND LICENSE PLATE NUMBERS THAT ARE
21 ASSOCIATED WITH A SPECIFIC ACCOUNT. FASTRAK ACCOUNTS ARE
22 TYPICALLY MANAGED AT A HOUSEHOLD LEVEL AND WE WOULD LIKE ALL
23 OF THE PEOPLE WHO QUALIFY AS A HOUSEHOLD MEMBER TO GET THE
24 DISCOUNTS. THERE WOULD BE NO LIMIT ON THE NUMBER OF TOLL TAGS
25 ON AN ACCOUNT WHICH IS HOW FASTRAK WORKS TODAY ALSO. WHILE WE



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1 WOULD ENCOURAGE ALL DRIVERS TO KEEP THEIR TOLL TAG IN THEIR
2 VEHICLE, WE WOULD APPLY THE DISCOUNT TO A LICENSE PLATE BASED
3 TOLL TRANSACTION IF THE PLATE IS LINKED TO A FASTRAK ACCOUNT
4 WITH THE DISCOUNT PLAN. THIS IS HOW EXPRESS LANES WORK
5 TOGETHER AS A COURTESY TO THE CUSTOMER. WE THINK IT'S
6 IMPORTANT TO OPERATE THIS WAY FOR THE PILOT TOO. WE WOULD NOT
7 GIVE A DISCOUNT TO TOLL TAGS FROM OUTSIDE THE BAY AREA. THIS
8 IS SOMETHING WE TALKED ABOUT WITH FASTRAK STAFF AND THEY SAID
9 THIS IS SOMETHING THAT WOULD NOT BE POSSIBLE TO DO BASED ON
10 THE KIND OF INFORMATION THEY HAVE. LASTLY, WHEN IT'S TIME --
11 NOT QUITE LASTLY -- BUT ALMOST LASTLY -- WHEN IT'S TIME TO
12 SEND OUT THE MONTHLY FASTRAK STATEMENTS TO SUMMARIZE TRIP TOLL
13 ACTIVITY WE PLAN TO SHOW THE FULL TRIP TOLL, THAT'S DEDUCTED
14 FROM THE ACCOUNT, AS WELL AS THE TOLL DISCOUNT CREDITED BACK
15 TO THE ACCOUNT FOR EACH TRIP. WE'RE HOPING THAT BY SHOWING THE
16 FULL TOLL AND CREDIT IT WILL CUT DOWN ON TOLLS TO FASTRAK FROM
17 PEOPLE THINKING THEY DID NOT RECEIVE THEIR DISCOUNT. AND IT'S
18 ALSO MY UNDERSTANDING THIS IS HOW OUR FINANCE SECTION WOULD
19 PREFER FOR US TO SHOW THE TRIP. NOW YOU WILL NOTICE THAT
20 NUMBER 13 IS MARKED WITH A LUCKY NUMBER 13 IS MARKED WITH THIS
21 GROUP IDEA ICON AND THAT'S BECAUSE WE NEED TO MAKE SURE THAT
22 THE ORDER IN WHICH THE FULL TOLL AND THE DISCOUNT ARE BILLION
23 DOLLARS ON A SPECIFIC ACCOUNT DOES NOT ACCIDENTALLY CAUSE A
24 PERSON'S ACCOUNT BALANCE TO GO NEGATIVE. THAT'S SOMETHING
25 WE'LL WORK OUT BEHIND THE SCENES TECHNICALLY SPEAKING. ASIDE



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1 FROM THE DISCOUNT, OTHER POLICIES RELATED TO VIOLATION FEES,
2 PENALTIES, MINIMUM BALANCES, ET CETERA, WILL BE THE SAME FOR
3 ALL FASTRAK CUSTOMERS. THIS WILL KEEP THINGS AS SIMPLE AND
4 COST EFFECTIVE AT THE FASTRAK CUSTOMER SERVICE CENTER AS
5 POSSIBLE I'M NOT SURE IF YOU KNOW THIS BUT FASTRAK IS
6 CONSIDERING POLICY CHANGES AS PART OF IT ITS FASTRAK EQUITY
7 ACTION PLAN AND SOME OF THOSE COULD BE IN PLACE IN TIME FOR
8 THE LAUNCH OF THIS PILOT AND TO THE EXTENT THAT THEY, WE WOULD
9 CERTAINLY BE EMBRACING ALL OF THOSE CHANGES. NEXT SLIDE,
10 PLEASE. OKAY. SO, FOR CUSTOMER SERVICE, WE WOULD LIKE TO KEEP
11 CLEAN LINES AND RESPONSIBILITY FOR THE CUSTOMER AND OUR
12 CONTRACTORS. SO WE'RE PROPOSING THAT THE ELIGIBILITY VERIFIER
13 HANDSELS CUSTOMER QUESTIONS ABOUT THE APPLICATION PROCESS
14 UNTIL THE POINT WHERE THEY APPROVE THE APPLICATION. AND THEN
15 FASTRAK WOULD HANDLE CUSTOMER SERVICE FOR DISCOUNTS PLAN
16 ACTIVATION AND TOLL ACCOUNTS. SO THERE IS KIND OF A HANDOFF IN
17 THE MIDDLE THERE. WE'LL DESIGN THE VERIFICATION SYSTEM SO THAT
18 EXISTING FASTRAK CUSTOMERS WHO ARE APPROVED FOR THE DISCOUNT
19 WOULD AUTOMATICALLY HAVE A DISCOUNT PLAN ACTIVATED ON THEIR
20 FASTRAK ACCOUNT. THOSE WITHOUT A FASTRAK ACCOUNT WILL BE GIVEN
21 APPROVAL CODE THAT THEY CAN GIVE FASTRAK TO ACTIVATE DISCOUNT
22 PLAN WHEN SIGNING UP FOR A FASTRAK ACCOUNT WHETHER THAT BE BY
23 PHONE OR IN PERSON. CASH CUSTOMERS WILL HAVE THE SAME OPTION
24 TO ADD MONEY TO THEIR ACCOUNT EITHER IN PERSON OR BY E-MAIL OR
25 CASH PAYMENT. MATERIALS ARE GOING TO BE IN ENGLISH, SPANISH,



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1 AND CHINESE FOR CONSISTENCY WITH OUR LANGUAGE PLAN AND
2 VIETNAMESE AS WELL. LASTLY PERIODICALLY MONITORING ACCOUNT
3 TRIP ACTIVITY THROUGHOUT THE PROGRAM WITH REPORTS AND QUERIES
4 TO TRY TO IDENTIFY CHEATING. THIS BOTTOM POINT I'M MAKING HERE
5 IS MARKED WITH THIS ICON BECAUSE WE CAN RECEIVE SOME FEEDBACK
6 FROM OUR ADVISORY GROUP ABOUT THE NEED TO THINK MORE ABOUT HOW
7 TO PROTECT AGAINST AND RESPOND TO CHEATING. AND SO WE'RE IN
8 THE PROCESS OF DOING SOME OF THAT THINKING. AND, YOU KNOW,
9 DEPENDING ON WHAT WE LEARN, IT'S, YOU KNOW, POTENTIALLY, WE
10 COULD CONSIDER SOME PORTIONS OF OUR CONCEPT. BUT AT THIS POINT
11 SHARING WITH YOU WHERE WE ARE. NEXT SLIDE, PLEASE. THAT KIND
12 OF BRINGS US TO THE END OF THE SLIDE DECK WE WANT TO GET YOUR
13 THOUGHTS ON THE DRAFT CONCEPT PILOT AT THIS TIME. WE PUT
14 TOGETHER A COUPLE OF QUESTIONS TO HELP YOU THINK ABOUT THINGS
15 WE'RE HOPE TO HEARING ANYTHING YOU LIKE TO SAY. QUESTIONS ARE,
16 WHAT DO YOU LIKE AND NOT LIKE ABOUT THE CONCEPT, AND WHY? HOW
17 DO YOU THINK POTENTIAL LOW INCOME CUSTOMERS WOULD PERCEIVE
18 THIS CONCEPT? IS THERE ANYTHING MISSING FROM THE CONCEPT? AND
19 ARE THERE PARTS OF THIS CONCEPT THIS COMMITTEE WOULD LIKE TO
20 EXPLORE IN MORE DETAIL? AND WHY? SO WE WELCOME YOUR THOUGHTS
21 AT THIS TIME. AND THEN AFTER WE GET YOUR THOUGHTS ON THE
22 DRAFT CONCEPT WE HAVE REPORTS OF THE PRESENTATION THAT ALL
23 RELATE TO THIS PILOT THAT WE'LL HAVE A DRAFT EVALUATION PLAN
24 DISCUSSION AND THEN A CUSTOMER RESEARCH DISCUSSION, AS WELL.
25 SO IT'S A MULTI-PRESENTATION PLAY THAT WE HAVE HERE FOR YOU.



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1

2 **VEDA FLOREZ, CHAIR:** THANK YOU FOR THE PRESENTATION. WE'LL GO
3 AHEAD AND START WITH RICH HEDGES, AND THEN FRANK.

4

5 **RICHARD HEDGES:** THANK YOU VERY MUCH. I ACTUALLY LIKE JUST
6 ABOUT EVERYTHING I SAW. I DO HAVE A QUESTION FOR YOU REGARDING
7 THE IN-PERSON PICK UP. WILL THERE BE AN IMMEDIATE -- IF I
8 MISSED THIS, I'M SORRY -- \$25 DEPOSIT THAT WILL HAVE TO BE
9 MADE AT THAT TIME TO PICK UP THE FASTRAK TAG OR IS THERE SOME
10 WAY TO AVOID THAT FOR PEOPLE WHO CAN'T AFFORD IT?

11

12 **PIERCE GOULD:** AT THIS POINT, THE RULES FOR FASTRAK ARE THAT IF
13 YOU ARE A CASH PAYING CUSTOMER, YOU HAVE TO HAVE A \$50 OPENING
14 BALANCE ON YOUR ACCOUNT. AND I BELIEVE A \$25 TAG DEPOSIT. IF
15 I'M WRONG, SOMEBODY PLEASE CORRECT ME, ON MY TEAM.

16

17 **RICHARD HEDGES:** WHEN I GOT MY TAG IT'S 25 BUCKS AND THAT 25
18 BUCKS WAS CREDITED TOWARD THE FASTRAK.

19

20 **PIERCE GOULD:** FOR CASH CUSTOMERS IT'S TREATED DIFFERENTLY IF
21 THEY'RE A CREDIT CARD IT WOULD WORK THAT WAY IF CASH CUSTOMER
22 IT WORKS DIFFERENTLY. THOSE --

23

24 **VEDA FLOREZ, CHAIR:** IT LOOKS LIKE HE'S ON THE PHONE. SORRY
25 ABOUT THAT.



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1

2 **PIERCE GOULD:** IT'S OKAY. MAYBE WE CAN ANSWER HIS QUESTION WHEN
3 HE'S BACK SO HE HAS AN ANSWER.

4

5 **VEDA FLOREZ, CHAIR:** WE'LL CIRCLE BACK. FRANK, WOULD YOU LIKE
6 GO NEXT?

7

8 **FRANK WELTE:** I HAVE A COUPLE OF QUESTIONS RELATED TO
9 DISABILITY. FIRST, ARE THE PROCEEDS DESIGNED FOR ACCESSIBILITY
10 FOR PEOPLE WITH DISABILITY, SUCH AS THE WEB SITE WHERE PEOPLE
11 APPLY FOR THE SERVICE? OR ANY PROCEDURE THAT IS INVOLVED IN
12 OBTAINING THE DISCOUNT? FOR FASTRAK, CAN THEY BE COMPLETED BY
13 PEOPLE WITH DISABILITIES? AND, RELATING TO THAT QUESTION, IS
14 THAT THERE ARE INSTANCES WHERE YOU HAVE PEOPLE WITH
15 DISABILITIES WHO ARE, BECAUSE OF THEIR DISABILITY ARE NOT ABLE
16 TO DRIVE, HOWEVER THEY MAY BE IN A POSITION WHERE AS HEADS OF
17 HOUSEHOLD, THEY OWN A VEHICLE AND THEREFORE MAY WANT TO BE
18 ABLE TO GET FASTRAK SERVICE AND THE ASSOCIATED DISCOUNT FOR
19 USE WITH THE CAR AND USE BY THEIR HOUSEHOLD THAT ARE
20 DISCOUNTED ARE THERE CASES ADDRESS THE IN THE PLANNING FOR
21 THIS PROGRAM?

22

23 **PIERCE GOULD:** OUR THRESHOLD IS INCOME THRESHOLD AND BAY AREA
24 RESIDENTS ARE MAILING ADDRESS THRESHOLD SO IF THAT PERSON
25 MEETS THE INCOME REQUIREMENTS ABSOLUTELY THEY CAN GET A



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1 FASTRAK ACCOUNT AND THAT CAN BE USED IN THEIR VEHICLE WHEN
2 THEY'RE USING 880, IN THE EVENT THEY NEED TO USE THE EXPRESS
3 LANES THERE. IN TERMS OF WEB SITE DESIGN, YOU KNOW, IT'S
4 FUNNY, I THINK MTC JUST UPDATED ITS OWN WEB SITE JUST THIS
5 WEEK, WE LAUNCHED OUR NEW WEB SITE AND MY UNDERSTANDING IS
6 THAT WAS PARTIALLY WITH THE GOAL OF BEING MORE ACCESSIBLE AND
7 MEETING THE ACCESSIBILITY REQUIREMENTS AROUND WEB SITES. SO, I
8 WOULD IMAGINE THAT TRANSLATES TO THIS PROGRAM WEB SITE, AS
9 WELL. ALTHOUGH, I DON'T WANT TO PUT LYSA HALE ON THE SPOT, OR,
10 ACTUALLY SHAUNA -- MAYBE SHAUNA --

11

12 **SPEAKER:** I'M HAPPY TO JUMP IN, WITH CLIPPER START WHICH THIS
13 WEB SITE IS BASED OFF OF WE DID FULL ACCESSIBILITY TEST AND
14 REVIEW AND MADE REFINEMENTS AS PART OF THE PROCESS. SO WE'LL
15 ABSOLUTELY BE DOING THAT AGAIN WITH THIS WEB SITE.

16

17 **PIERCE GOULD:** THANKS SHAUNA.

18

19 **VEDA FLOREZ, CHAIR:** ANY OTHER QUESTIONS, FRANK?

20

21 **FRANK WELTE:** NO. THANK YOU.

22

23 **VEDA FLOREZ, CHAIR:** WE'LL MOVE TO RICK COATES, MICHAEL LOPEZ
24 AND ANNE OLIVIA.

25



July 9, 2021

1 **RICK COATES:** I'M WONDERING WHAT IF THE PERSON DOESN'T HAVE
2 INTERNET ACCESS? CAN THEY ACTUALLY GET THROUGH ON A PHONE TO
3 DISCUSS HOW TO DO THIS? THEY PROBABLY HAVE TO SEND THINGS BY
4 MAIL? WHAT'S PROCEDURE IN THAT CASE? AND WILL THEY HAVE TO
5 WAIT ON A PHONE LINE FOR HOURS TO GET IT?

6

7 **PIERCE GOULD:** SO, WHEN THEY'RE TRYING TO APPLY FOR THE
8 PROGRAM, THEY'LL BE CONTACTING THE ELIGIBILITY VERIFIER, AND I
9 SEE LISA, WOULD YOU LIKE TO TAKE THIS?

10

11 **LYSA HALE:** I WOULD BE HAPPY TO. PART OF THE WORK OF THE
12 ELIGIBILITY -- CAN'T SPEAK -- ELIGIBILITY VERIFIER WILL BE TO
13 PROVIDE A LEVEL OF CUSTOMER SERVICE SO IF SOMEBODY NEEDS TO
14 HAVE A BETTER UNDERSTANDING OF HOW THE PROGRAM WORKS THEY CAN
15 CALL AND HOPEFULLY KNOW THEY WON'T HAVE TO WAIT FOR AN HOUR OR
16 ANYTHING LIKE THAT. HOPEFULLY THEY'RE CALL AND THEY'LL EITHER
17 GET AHOLD OF SOMEBODY RIGHT AWAY OR THEY'LL BE ABLE TO LEAVE A
18 MESSAGE SO THEY CAN GET A CALL BACK AND GET ANSWERS TO THE
19 QUESTION THEY HAVE. IN ADDITION, THERE WILL BE -- ONE OF THE
20 THINGS THAT WE FOUND AS PART OF CLIPPER START IS THAT A LOT OF
21 PEOPLE ARE REALLY MOST COMFORTABLE WITH USING THEIR PHONES TO
22 APPLY FOR PROGRAMS LIKE THIS. SO, THE WEB SITE IS ACTUALLY
23 BEING DESIGNED, SHAUNA, YOU CAN CHIME IN IF YOU WANT, BUT THE
24 WEB SITE IS DESIGNED AS A MOBILE FIRST EXPERIENCE SO YOU CAN
25 DEFINITELY USE IT ON A REGULAR DESKTOP OR COMPUTER LAPTOP BUT



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1 IT'S REALLY DESIGNED TO BE USED ON A PHONE AND WITH CLIPPER
2 START WE DID EXTENSIVE TESTING TO MAKE SURE THAT WORKED WELL
3 IN THAT ENVIRONMENT. AND THE OTHER THING I CAN SAY IS THAT
4 PAPER APPLICATIONS WILL BE AVAILABLE. THEY'LL PROVIDE
5 INFORMATION ABOUT THE PROGRAM, THE BASICS, HOW IT WORKS, AND
6 YOU CAN FILL THAT OUT AND SEND THAT IN WITH YOUR PROOF OF
7 ELIGIBILITY. HOPEFULLY THAT COVERS ALL OF YOUR QUESTIONS.

8

9 **RICK COATES:** MORE OR LESS. THE REASON I ASK THE QUESTION IS
10 BECAUSE I JUST CAME OFTEN OF TRYING TO WADE THROUGH A PHONE
11 TREE, AND JUST AN AMTRAK RESERVATION, AND I ONLY HAD TO WAIT
12 TWO AND A HALF HOURS TO ACTUALLY TALK TO SOMEBODY. SO, HOPEFUL
13 THAT'S WON'T BE THE CASE, IN THIS CASE.

14

15 **LYSA HALE:** THAT SHOULD NOT BE THE CASE BUT ONE OF THE THINGS
16 WE'RE DOING IS EXPLORING THE POSSIBILITY IS BEING ABLE TO HAVE
17 PEOPLE CALL IN AND LEAVE A MESSAGE AND CALL THEM BACK
18 DIFFERENT CUSTOMER SERVICE OPERATIONS OFFER THIS SERVICE WHERE
19 YOU CAN JUST LEAVE A MESSAGE AND SAY BEST TO CALL ME BACK,
20 TUESDAY, AT 2:00 OR SOMETHING LIKE THAT, AND THAT'S WHEN THEY
21 WOULD GET A CALL BACK. SO THEY DON'T HAVE TO WAIT ON THE PHONE
22 AT ALL.

23



July 9, 2021

1 **RICK COATES:** OKAY. ONE MORE QUICK QUESTION. WHEN YOU'RE USING
2 A PHONE, LIKE AN IPHONE, THE PRINT CAN BE AWFULLY SMALL AND
3 THAT COULD BE A CHALLENGE FOR SOMEONE CHALLENGED LIKE MYSELF.

4
5 **LYSA HALE:** SHAUNA, DO YOU WANT TAKE THAT ONE.

6
7 **SPEAKER:** I THINK WE'LL LOOK AT THAT AS WE MOVE INTO
8 DEVELOPMENT, BOTH THE DESKTOP AND MOBILE VERSION DID GO
9 THROUGH ACCESSIBILITY TESTING BUT WE CAN TAKE A NOTE TO LOOK
10 INTO THAT.

11
12 **VEDA FLOREZ, CHAIR:** THANK YOU. MICHAEL LOPEZ AND THEN ANNE
13 OLIVIA.

14
15 **MICHAEL LOPEZ:** I HAD A QUESTION ABOUT THE DISCOUNTS. IT WAS
16 INTERESTING TO ME HOW YOU COULD STACK THE DISCOUNTS. THAT
17 SOUNDED PRETTY GOOD. IS THERE A DISCOUNT FOR USING THE SYSTEM
18 MORE AND MORE? OR IS IT JUST STATIC WITH THE EXISTING
19 DISCOUNTS YOU HAVE?

20
21 **PIERCE GOULD:** THERE IS NOT A PROGRESSIVE -- THERE IS NOT THE
22 KIND OF DISCOUNT YOU'RE TALKING ABOUT IT'S JUST MEANT TO BE
23 FOR EVERY TRIP THAT SOMEBODY TAKES. THIS IS THE FIRST TIME
24 THIS HAS EVER BEEN DONE FOR EXPRESS LANES THE IDEA THAT THERE



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1 IS A DISCOUNT OVER TRIP IS KIND OF GOING TO BE BIG NEWS FOR
2 ALL THE OTHER EXPRESS LANE OPERATORS IN THIS COUNTRY.

3

4 **MICHAEL LOPEZ:** THE STACKING, THAT'S A BIG ADVANTAGE. THE OTHER
5 QUESTION I HAD WAS JUST, THESE CASH CUSTOMERS, DO THEY EVER
6 RUN INTO A NEGATIVE BALANCE? AND IF THEY DO, WHAT HAPPENS? ARE
7 THEY FINED?

8

9 **PIERCE GOULD:** THEY DO ENTER THE VIOLATIONS PROCESS UNLIKE
10 FASTRAK CUSTOMER, THERE IS GREAT CONCERN IN THIS PROGRAM AND
11 THAT'S SOMETHING WE WILL BE PAYING ATTENTION TO IN THE
12 EVALUATION PROCESS OF WHICH YOU WILL BE RECEIVING A
13 PRESENTATION LATER AFTER THIS ONE. THERE WILL BE MORE ABOUT
14 THAT. THE ISSUE OF A NEGATIVE BALANCE IS ALSO SOMETHING THAT
15 FASTRAK STAFF IS WRESTLING WITH AS PART OF THEIR EQUITY ACTION
16 PLAN. SO THEY'RE LOOKING AT VARIOUS FACTORS THAT CAN AFFECT
17 THAT AND HOW TO MAYBE IMPROVE THINGS FOR ALL FASTRAK CUSTOMERS
18 BUT THAT ALSO WOULD AFFECT LOW INCOME EARNERS AS WELL.

19

20 **MICHAEL LOPEZ:** AND THEN ONE OTHER THING S I DO NOT GO TO THE
21 EAST BAY VERY OFTEN AND EVERY TIME I SEE THOSE SIGNS TALKING
22 ABOUT FASTRAK AND EXPRESS LANES, I'M A LITTLE BIT CONFUSED
23 BECAUSE I JUST DON'T KNOW THE SYSTEM. IS THERE GOING TO BE
24 SOME SORT OF EDUCATION EFFORT PUT FORTH FOR PEOPLE WHO ARE NEW
25 TO THE SYSTEM AND WHO WILL BE USING IT?



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1

2 **PIERCE GOULD:** WE HAVE INFORMATION ON OUR WEB SITE ABOUT HOW TO
3 USE THE LANES. WE WILL BE, OF COURSE, DOING OUTREACH CAMPAIGN
4 WHEN WE GET READY TO LAUNCH THIS PROGRAM AND SOLICIT PEOPLE TO
5 GET INVOLVED INTO THE PILOT ITSELF, AND THAT WILL CERTAINLY
6 INCLUDE DIRECTING PEOPLE TO THAT INFORMATION TO HELP THEM
7 LEARN TO YOU TO USE THE LANES THEMSELVES. BUT OUR MAIN
8 OUTREACH WILL BE DESIGNED TOWARDS ENROLLING PEOPLE IN THE
9 PROGRAM, AND THEN, ALSO, YOU KNOW, EVENTUALLY CONNECTING THEM
10 TO THE INFORMATION TO HELP THEM USE THE LANES.

11

12 **MICHAEL LOPEZ:** THANK YOU FOR ANSWERING MY QUESTIONS.

13

14 **VEDA FLOREZ, CHAIR:** THANK YOU VERY MUCH. ANNE OLIVIA, WOULD
15 YOU MIND IF WE SWITCH BACK TO CIRCLE BACK TO RICH HEDGES?

16

17 **ANNE OLIVIA ELDRED, VICE CHAIR:** YES. GO FOR IT.

18

19 **VEDA FLOREZ, CHAIR:** RICH WOULD YOU LIKE TO CONTINUE.

20

21 **RICHARD HEDGES:** YES, THANK YOU. I'M SORRY. I GOT A PHONE CALL
22 IN THE MIDDLE. THAT WASN'T A VERY NICE THING I'M SORRY PIERCE.

23

24 **PIERCE GOULD:** IT WAS FINE IT ALLOWED ME TIME TO CORRECT WHAT I
25 SAID, I WAS TALKING ABOUT CASH PAYERS AND HOW MUCH IT COST AND



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1 I SAID \$25. IT'S ACTUALLY A \$20 DID DEPOSIT PLUS \$50 FOR THE
2 INITIAL BALANCE SO IT'S A TOTAL \$70 KIND OF COST TO GET IN, I
3 BELIEVE.

4

5 **RICHARD HEDGES:** I WOULD WORK ON THAT.

6

7 **PIERCE GOULD:** THE GOOD NEWS IS FASTRAK STAFF IS WORKING ON
8 THAT. THERE HAS BEEN A LOT OF INTEREST AMONG COMMISSIONERS TO
9 LOWER THAT BARRIER FOR CASH PAYERS TO GET INTO THE PROGRAM AND
10 WE WOULD EXPECT THAT CERTAINLY THE LOW INCOME POPULATION WE'RE
11 TRYING TO SERVE IS MORE LIKELY TO BE CASH PAY ORIENTED. SO, WE
12 ARE WORKING A LOT TO TRY TO BRING SOME OF THOSE CHANGES
13 THROUGH IN TIME FOR THIS PILOT, AND I IMAGINE THAT WOULD
14 HAPPEN.

15

16 **RICHARD HEDGES:** MANY OF THE LABOR UNIONS, INCLUDING MINE, HAVE
17 PENSION, AND WAGES ARE 20 TO \$25 AN HOUR AND SOME EVEN LOWER
18 THEY'RE NOT GOING TO HAVE CASH IN THEIR POCKET. IT'S GOING TO
19 BE SOMETHING THAT WOULD DISSUADE THEM FROM DOING IT.

20

21 **PIERCE GOULD:** THANK YOU.

22

23 **VEDA FLOREZ, CHAIR:** ANNE OLIVIA?

24



July 9, 2021

1 **ANNE OLIVIA ELDRED, VICE CHAIR:** IT'S REALLY AWESOME TO WATCH
2 THE PROGRESSION OF THIS CONCEPT TO BE BORN AND THE
3 THOROUGHNESS AND DETAIL WITH WHICH STAFF IS REALLY CLEARLY
4 PUTTING INTO IT. IT'S VERY EXCITING. DO I HAVE SOME QUESTIONS,
5 BUT I WILL HOLD OFF REGARDING OUTREACH AND METRICS HOW MANY
6 PEOPLE YOUR TARGETING AND WHAT SUCCESS LOOKS LIKE AND HOW
7 YOU'RE MEASURING THAT DOES THAT SOUND LIKE THAT WILL BE A
8 FEATURE IN THE PRESENTATION?

9

10 **PIERCE GOULD:** YES.

11

12 **ANNE OLIVIA ELDRED, VICE CHAIR:** GOING BACK TO SOMETHING
13 CHELSEA WAS SAYING AROUND THE CHANGE OF DEFINITION OF EQUITY T
14 DOES MAKE SENSE THAT WE DON'T GET AHEAD OF THE OFFICIAL
15 DEFINITION BUT WHEN WE DO LOOK AT THOSE METRICS WE CAN STILL
16 TRACK IMPACTS FOR POPULATIONS THAT ARE NOT TECHNICALLY
17 INVOLVED IN THAT OFFICIAL DEFINITION? CORRECT? WE COULD STILL
18 SAY, AS A MATTER OF INTEREST, WE SUCCESSFULLY GOT YOUNG
19 PEOPLE, OR SENIOR POPULATION, OR WHATEVER, TO ENGAGE IN THIS
20 PILOT, OR SOMETHING ALONG THOSE LINES, RIGHT? WE CAN STILL
21 MEASURE THAT EVEN IF WE DON'T CHANGE OUR DEFINITION?

22

23 **PIERCE GOULD:** YES WE CAN STILL DO THE MEASURING IT -- CHANGE
24 OUR DEFINITION.

25



July 9, 2021

1 **ANNE OLIVIA ELDRED, VICE CHAIR:** THANK YOU.

2

3 **VEDA FLOREZ, CHAIR:** THANK YOU. I SEE MICHAEL BALDINI HAS
4 ARRIVED. THANK YOU FOR JOINING US. KY-NAM, IF YOU COULD MAKE
5 THAT NOTATION AND THEN WE'LL GO TO RICK COATES.

6

7 **RICK COATES:** I'M A LITTLE CONCERNED ABOUT THE PEOPLE WHO ARE
8 USING THE LANES FOR THE FIRST TIME, SIGNAGE, FIRST OF ALL,
9 THIS IS SIGNAGE IN MULTIPLE LANGUAGES, AND SECONDLY, SUPPOSE
10 I'M A FIRST TIME E I DECIDE TO USE THE LANE, I DON'T REALLY
11 UNDERSTAND THE PROCEDURE, DO I GET A VIOLATION IF I DON'T HAVE
12 FASTRAK ALREADY? AND THEN, THIRDLY, IT WOULD SEEM TO ME THAT
13 THE FIRST TIME USERS, THAT WOULD BE A GOOD OPPORTUNITY TO
14 EDUCATE PEOPLE ON HOW THE SYSTEM WORKS. SO IF THEY USE IT
15 WITHOUT REALIZING THAT THEY HAVE TO PAY SOMETHING FOR IT,
16 MAYBE THEY GET A SETUP BILL, BUT SURELY THEY WOULD GET SENT
17 SOME INFORMATION ON HOW THE SYSTEM WORKS AT THE SAME TIME. IS
18 THAT TRUE?

19

20 **PIERCE GOULD:** LET'S SEE HERE. COMPOUND QUESTIONS ARE ALWAYS
21 THE BEST. [LAUGHTER] SO, HOLD ON. SO I DID TAKE NOTES. IN
22 TERMS OF PEOPLE WHO ARE USING THE LANE FOR THE FIRST TIME, AND
23 YOU SPOKE ABOUT MULTIPLE LANGUAGES, I MEAN, NO SIGNS ON THE
24 FREEWAY ARE IN MULTIPLE LANGUAGES. BUT WE DO PLAN TO DO OUR
25 OUTREACH FOR THIS PROGRAM IN MULTIPLE LANGUAGES. SO, OUR



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1 MESSAGES, YOU KNOW, WILL BE IN ENGLISH, SPANISH, AND CHINESE,
2 AND LIKELY VIETNAMESE, AS WELL. SO THE MATERIALS THAT WE
3 CREATE WILL BE IN THAT, OUR WEB SITE WILL BE IN THAT, SO WE'LL
4 HAVE GOOD RESOURCES IN THAT AREA TO ADDRESS YOUR CONCERN ABOUT
5 MULTIPLE LANGUAGES. FOR FIRST TIME USERS, WHO DON'T HAVE
6 FASTRAK IN THE LANES, THEY DO GETS SENT A VIOLATION NOTICE,
7 BUT THEY ARE ABLE TO ONLY PAY THE TOLL -- IF THEY SIGN UP FOR
8 FASTRAK BASICALLY, THEY ONLY HAVE TO PAY THE TOLL. THEY DO NOT
9 HAVE TO PAY PENALTIES OR ANYTHING, SO PRESUMABLY AS LONG AS
10 THEY KIND OF, GET WITH THE PROGRAM, YOU KNOW, THEN THEY WON'T
11 HAVE TO BE SUBJECTED TO ANY KIND OF VIOLATION PENALTIES, AT
12 ALL. AND THEN IN TERMS OF EDUCATION, THERE IS -- ARE GOOD
13 LINKS BETWEEN THE FASTRAK WEB SITE AND THAT INCLUDES
14 INFORMATION ABOUT EXPRESS LANES BUT ALSO 511 WHERE WE HAVE
15 INFORMATION AND OUTREACH FOR THE PROGRAM WILL BE SUPPORTING
16 DIRECTLY TO PEOPLE WHERE THEY CAN LEARN TO YOU TO USE THE
17 EXPRESS LANES.

18

19 **RICK COATES:** WITH THE VIOLATION DO THEY GET SOME KIND OF
20 EXPLANATION AT THE TIME IN THE MULTIPLE LANGUAGES?

21

22 **PIERCE GOULD:** I THINK THE VIOLATION NOTICES ARE IN MULTIPLE
23 LANGUAGES I DON'T THINK IT INCLUDES AN EXPLANATION THAT'S KIND
24 OF DESIGNED TO BE VERY INSTITUTIONAL THEY JUST SEND OUT A
25 BUNCH OF THEM IT'S NOT SPECIFIC TO A CERTAIN KIND OF CUSTOMER



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1 OR ANYTHING. I THINK THE MAIN THING WE CAN DO IS MAYBE WORK
2 WITH FASTRAK STAFF TO TRY TO INCLUDE A SHORT MESSAGE IN THERE,
3 ABOUT WHERE TO GO TO LEARN ABOUT THIS INFORMATION BUT THERE
4 WON'T BE INFORMATION IN THE ENVELOPE THAT SAYS HOW TO USE THE
5 EXPRESS LANES.

6

7 **RICK COATES:** THAT'S TOO BAD. IT'S MORE CONVENIENT FOR A PERSON
8 ESPECIALLY, YOU'RE ASSUMING THAT THE PEOPLE WHO HAVE CARS ALSO
9 HAVE EITHER CELL PHONES OR LAPTOPS AND I DON'T THINK THAT'S
10 NECESSARILY TRUE.

11

12 **PIERCE GOULD:** YES, I AGREE WITH YOU. WE'LL DO MORE THINKING
13 ABOUT THAT.

14

15 **VEDA FLOREZ, CHAIR:** THANK YOU FOR YOUR COMMENTS. I'M WONDERING
16 IF THE MAILING ADDRESS CAN BE PO BOX? OR DOES IT HAVE TO BE
17 THE ADDRESS THAT'S ON YOUR CAR REGISTRATION?

18

19 **PIERCE GOULD:** I'M GOING TO ASK LYSA TO ANSWER THAT. LYSA, CAN
20 IT BE A PO BOX?

21

22 **LYSA HALE:** I THINK WE ARE ACCEPTING PO BOXES. FOR CLIPPER
23 START WE'RE TRYING TO MAKE IT EASY FOR PEOPLE TO PARTICIPATE.
24 SO, I'LL HAVE TO DOUBLE CHECK THAT. I DON'T REMEMBER OFF THE
25 TOP OF MY HEAD.



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1

2 **PIERCE GOULD:** WE'LL HAVE TO GET BACK TO YOU. IT WILL BE
3 HOWEVER CLIPPER START IS TREATING IT WE'LL TREAT IT THE SAME
4 WAY I DON'T KNOW THE SPECIFICS ON PO VERSUS MAILING ADDRESS.

5

6 **VEDA FLOREZ, CHAIR:** ON YOUR LANGUAGE ACCESSIBILITY, I KNOW YOU
7 CHOSE ENGLISH, SPANISH, CHINESE, AND POTENTIALLY VIETNAMESE
8 I'M WONDERING IF THAT'S BECAUSE OF SELF IDENTIFICATION THROUGH
9 YOUR WEB SITE. DO YOU HAVE ANY SELF IDENTIFIERS AND THIS
10 FOLLOWS UP ON ANNE OLIVIA'S QUESTION WHICH IS IF THESE SELF
11 IDENTIFIERS WILL HAVE BOXES TO ADDRESS THAT.

12

13 **LYSA HALE:** WE'LL ADDRESS THAT IN THE PRESENTATION.

14

15 **PIERCE GOULD:** WE'LL WAIT FOR THAT.

16

17 **VEDA FLOREZ, CHAIR:** WE'LL WAIT. RICK COATES?

18

19 **RICK COATES:** I WANT TO COMMENT ON THE PO BOX ISSUE. THE POST
20 OFFICE ADAMANTLY REFUSES TO DELIVER AT MY ADDRESS. I LIVE OUT
21 IN THE BOONIES, THEY HAVE GONE SO FAR TO GIVE ME A FREE POST-
22 OFFICE BOX BUT EVERY TIME I AM CONFRONTED WITH THIS QUESTION
23 OF WE DON'T ACCEPT POST-OFFICE BOXES I'M IN A DILEMMA, I CAN'T
24 GET THROUGH, SO THAT KIND OF SITUATION EXISTS FOR MORE THAN
25 JUST ME.



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1

2 **VEDA FLOREZ, CHAIR:** IT EXISTS WITH ME AS WELL, I'M NOT IN A
3 LOCATION THAT HAS SECURE MAIL, I CAN'T COUNT ON MY MAIL BEING
4 HERE, SO THAT'S PROBLEMATIC FOR ME, AS WELL, AND I SEE RICH
5 HEDGES HAS HIS HANDS UP. AND I WOULD ALSO LIKE TO WELCOME
6 TERRY SCOTT.

7

8 **RICHARD HEDGES:** I WANT TO CHIME IN WITH YOU AND RICKI SERVED
9 ON THE BOARD OF [INDISCERNIBLE] FOR THE STATE OF CALIFORNIA
10 FOR 15 YEARS AND THIS WAS A RECURRING PROBLEM WITH SENDING
11 NOTICES OF VIOLATION OR NOTICES OF RENEWAL THIS WAS JUST A
12 TREMENDOUS AMOUNT OF PEOPLE THAT WERE IN MORE RURAL AREAS THAT
13 DIDN'T HAVE ACCESS TO RURAL DELIVERY. RURAL DELIVERY WHICH WAS
14 A BIG ISSUE IN THE 30S AND 40S HAS REALLY SHRUNK AGAIN. THANK
15 YOU VERY MUCH.

16

17 **VEDA FLOREZ, CHAIR:** THANK YOU VERY MUCH. DO WE HAVE ANY
18 WRITTEN COMMENTS ON THIS ITEM?

19

20 **KY-NAM MILLER:** WE HAVE NO WRITTEN COMMENTS ON THIS ITEM.

21

22 **VEDA FLOREZ, CHAIR:** AND I SEE WE HAVE ONE ATTENDEE WITH THEIR
23 HAND UP. WE'LL GIVE THEM TWO MINUTES. I ASK MEMBERS OF THE
24 PUBLIC TO USE THE RAISE HAND FEATURE OR DIAL STAR NINE TO



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1 COMMENT ON THIS ITEM. AND WHEN CALLED UPON, UNMUTE YOURSELF OR
2 DIAL STAR SIX.

3

4 **KY-NAM MILLER:** ROLL ANDES, YOU MAY PROCEED.

5

6 **SPEAKER:** THANK YOU, MADAM CHAIR. I JUST HAVE A COUPLE OF
7 QUESTIONS, REALLY, THROUGH AN EQUITY LENS. THE FIRST QUESTION
8 IS, WHETHER THERE IS ANY PLANS TO PROVIDE DISCOUNTS TO
9 SENIORS? OR MAYBE THE DISABLED? THE REASON WHY I'M ASKING THE
10 QUESTION IS BECAUSE I KNOW ACTUALLY QUITE A FEW SENIORS WHO
11 CANNOT USE TRANSIT BECAUSE THEY'RE MOBILITY IMPAIRED, FOR
12 EXAMPLE, THEY CAN'T GET ON CALTRAIN BECAUSE CALTRAIN DOESN'T
13 HAVE [INDISCERNIBLE] LANE. THAT'S MY FIRST QUESTION. MY SECOND
14 ONE HAS TO DO WITH THE PAY BY CASH LOCATION. SO I'M ACTUALLY
15 LOOKING AT THE MAP RIGHT NOW. MY FIRST CONCERN IS, I LIVE IN
16 SOUTH SAN JOSE, ROUGHLY AT THE INTERSECTION OF HIGHWAY 85 AND
17 HIGHWAY 101, AND THERE IS NOTHING IN THAT AREA AT ALL. I'M,
18 LIKE, IN A BLANK ZONE, ESSENTIALLY THERE IS NOTHING BETWEEN
19 HIGHWAY 280 AND MORGAN HILL WHEN YOU LOOK IN SAN FRANCISCO I
20 MEAN IT'S A BLACK BLOB FOR COUNTY OF SAN FRANCISCO AND THE
21 OTHER CONCERN IS THE TOUCH. THERE IS ONLY ONE IN DOWNTOWN SAN
22 JOSE. THAT'S IT MAYBE A FEW MORE OF THOSE. I WOULD BE VERY
23 HAPPY. ONCE AGAIN THERE WAS ONE IN MY NEIGHBORHOOD AT THE
24 INTERSECTION OF HIGHWAY 85 AND 101. AND THE LAST COMMENT ON



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1 THE BARRIERS, ONE, WHEN I GOT MY FASTRAK MAYBE IT'S BECAUSE A
2 I USED A CREDIT CARD, BUT IT WAS ONLY \$30. 3-0. THANK YOU.

3

4 **VEDA FLOREZ, CHAIR:** PIERCE?

5

6 **PIERCE GOULD:** IN TERMS OF PLANS TO GIVE DISCOUNTS OR
7 THRESHOLDS, THAT'S NOT SOMETHING WE'RE USING FOR THIS PROGRAM
8 IF SOMEONE MEETS THE THRESHOLDS THEY CAN PARTICIPATE IN THIS
9 PROGRAM, BUT THOSE -- BEING A SENIOR OR BEING DISABLED ON YOUR
10 OWN ARE NOT REASONS THAT YOU WILL BE ABLE TO BE ENROLLED IN
11 THIS PILOT. FOR THE CASH PAYMENT NETWORK LOCATIONS, I KNOW
12 THAT FASTRAK IS CURRENTLY REVISITING ITS LOCATIONS TO CONFIRM
13 AND TRY TO IMPROVE SOME OF THOSE LOCATIONS. SO I WOULD IMAGINE
14 THAT THAT'S REGION-WIDE. BUT I WON'T -- I DON'T HAVE MUCH MORE
15 INFORMATION TO SHARE ABOUT THAT. AND THEN, ON THE -- YOUR
16 FASTRAK, YEAH, SINCE YOU USED A CREDIT CARD, IT SOUNDS LIKE
17 YOU PROBABLY GOT A RETAIL TAG FOR \$30 AND THEN LINKED -- OR
18 REGISTERED IT AND LINKED IT TO A CREDIT CARD, AND, YEAH,
19 THIS'S HOW THE \$30 NUMBER COMES INTO YOUR COMMENT. BUT IT'S
20 DIFFERENT FOR CASH PAYERS.

21

22 **VEDA FLOREZ, CHAIR:** THANK YOU VERY MUCH. PIERCE, CHELSEA,
23 LYSA, SHAUNA.

24



July 9, 2021

1 **PIERCE GOULD:** I'M GOING TO OUR NEXT PRESENTATION WITH BARBARA
2 WHO IS GOING TALK QUICKLY ABOUT THE EVALUATION PLAN.

3

4 **LYSA HALE:** I CAN TALK ABOUT THE PO BOX QUESTION. I WAS RIGHT.
5 WE ARE ACCEPTING PO BOXES AND THE REASON WE DO THAT IS SO WE
6 CAN SERVE PEOPLE WHO ARE UNHOUSED. SORRY TO INTERRUPT YOUR
7 INTRO BARBARA. I JUST WANTED TO GET THAT IN THERE.

8

9 **VEDA FLOREZ, CHAIR:** OKAY. MOVING TO ITEM NUMBER FIVE, ACTIVE
10 TRANSPORTATION PLAN, TAKE IT AWAY BARBARA.

11

12 **SPEAKER:** SORRY. NO. WE'RE STILL ON FOUR.

13

14 **VEDA FLOREZ, CHAIR:** STILL ON FOUR.

15

16 **PIERCE GOULD:** IT'S A THREE PART PRESENTATION. THREE MINI
17 PRESENTATIONS. THERESE. I APOLOGIZE.

18

19 **VEDA FLOREZ, CHAIR:** THANK YOU. LET'S MOVE ON TO 4.2.

20

21 **BARBARA LAURENSEN:** 4.2 IS ABOUT THE EVALUATION OF THE LOW-
22 INCOME DISCOUNTS PILOT PROGRAM MY NAME IS BARBARA LAURENSEN
23 MTC STAFF, AND IT'S NICE TO BE HERE WITH YOU THIS AFTERNOON. I
24 WOULD LIKE TO GET YOUR INPUT ON OUR DRAFT PLAN TO EVALUATE THE
25 SUCCESS OF THIS PILOT PROJECT. NEXT SLIDE PLEASE. THE PURPOSE



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1 OF PROVIDING THE EXPRESS LANE TOLL DISCOUNTS IS TO IMPROVE
2 MOBILITY AND ACCESS TO OPPORTUNITIES FOR LOW-INCOME TRAVELERS
3 IN ADDITION THE EVALUATION SEEKS TO UNDERSTAND THE FINANCIAL
4 ADMINISTER I AND HIGHWAY PERFORMANCE IMPACT OF PROVIDING THE
5 TOLL DISCOUNTS. WE HAVE SEVEN PILOT GOALS. FIRST ARE CUSTOMER
6 IMPACT GOALS AND ARE NOTED IN SHADES OF BLUE. LAST THREE ARE
7 AGENCY IMPACT GOALS AND ARE NOTED IN SHADES OF ORANGE. GOALS 1
8 THROUGH 6 ARE THE SAME AS THE GOALS FOR CLIPPER START. NEXT
9 SLIDE, PLEASE. THESE ARE THE FOUR CUSTOMER IMPACT GOALS. THE
10 FIRST IS AWARENESS. WE WILL MEASURE AND ASSESS THE NUMBER OF
11 PEOPLE WHO APPLIED AND ENROLLED OUT OF OUR TARGET POPULATION.
12 AND I'LL JUMP AHEAD BECAUSE ANNE OLIVIA, YOU ALREADY ASKED
13 ABOUT THE TARGET POPULATION, AND MTC STAFF DID AN ANALYSIS TO
14 UNDERSTAND THE POTENTIAL ENROLLMENT BY LOOKING AT PEOPLE WHO
15 WOULD MEET THE CRITERIA WITHIN A THREE AND A HALF MILE RADIUS
16 OF THE CORRIDOR, THAT BEING THE PRIMARY TARGET MARKET UNDER --
17 BECAUSE WE ALSO UNDERSTAND THAT PEOPLE WHO USE 880 ARE MOST
18 LIKELY FROM -- VERY CLOSE TO WITHIN THE CORRIDOR. THE TARGET,
19 WE THINK WE COULD HAVE UPWARDS OF ABOUT 20,000 PEOPLE ENROLLED
20 AT A MAXIMUM LEVEL WE WANT TO SEE HOW WE DO WE REACH THAT
21 NUMBER. WE ALSO WANT TO LOOK ABOUT HOW PEOPLE LEARNED ABOUT
22 THE PROGRAM AND DEMOGRAPHICS OF OUR PARTICIPANTS. SECOND GOAL
23 IS CUSTOMER EXPERIENCE. WE WILL ASSESS HOW EASY WAS
24 ENROLLMENT, HOW EASY WAS IT TO UNDERSTAND THE PROGRAM, HOW
25 EASY WAS IT TO GET AND USE FASTRAK AND MANAGE AN ACCOUNT AND



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1 HOW EASY WAS IT TO UNDERSTAND EXPRESS LANE RULES AND USE THE
2 LANES. THE THIRD GOAL IS ACCESS AND MOBILITY WHERE WE SEEK TO
3 UNDERSTAND HOW THE PROGRAM CHANGED PARTICIPANTS ACCESS TO
4 OPPORTUNITIES AND WHAT PARTICIPANT TRIP MAKING CHARACTERISTIC
5 AND PATTERN OR PREPILOT COMPARED TO DURING THE PILOT. THE
6 FOURTH CUSTOMER-FACING GOAL IS AFFORDABILITY AND PARTICIPANT
7 USAGE OF THE PILE IMPACTED BY TRANSPORTATION COST AND
8 PARTICIPANT USAGE APPEARANCE TELL US ABOUT THEIR PRICE
9 SENSITIVITY, CUSTOMERS PERCEIVED VALUE FOR THE COST. FIRST WE
10 WILL LOOK AT THE ADMINISTRATIVE FEASIBILITY OF OFFERING LOW-
11 INCOME TOLL DISCOUNTS BY ACCESSING HOW EASY IT WAS TO ENGAGE
12 PEOPLE TO MEASURING THE PROGRAM OUTCOMES, WHAT KIND OF
13 STAFFING NEEDS DOES THE AGENCY HAVE TO DELIVER THIS PROGRAM?
14 ARE THE PROCESSES EFFECTIVE AT LIMITING PARTICIPATION JUST TO
15 THE INTENDED AUDIENCE WHAT IMPACT OF FASTRAK TO THE CUSTOMER
16 SERVICE CENTER AS WELL AS SUCCESSES AND CHALLENGES. SECOND
17 FINANCIAL VIABILITY WHERE WE ASSESS THE COST OF THE PROGRAM TO
18 GROW THE PROGRAM REGIONALLY AND AFFECT ON EXPRESS LANE
19 REVENUES AND THEN FINALLY LANE PERFORMANCE EXPRESS LANE
20 PERFORMANCE AND ALSO GENERAL PURPOSE LANE PERFORMANCE LOOKING
21 AT HOW THIS PILOT IS IMPACTING TRAFFIC AND EXPRESS LANE
22 PERFORMANCE. AT THIS POINT IN THE PRESENTATION I'M GOING TO
23 FOCUS ON CUSTOMER-FACING GOALS WE THINK THE COMMITTEE IS MOST
24 INTERESTED IN HOW THE PROGRAM WILL IMPACT, MEASURE ITS IMPACT
25 ON THE TRAVELER AS OPPOSED TO ON THE AGENCY'S. MTC WILL LIST



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1 THE DATA SOURCES SHOWN HERE FOR EACH GONNA. THE PROGRAM
2 ENROLLMENT FORM WILL CONTAIN A FEW QUESTIONS THAT MEASURES 34
3 GOALS OR ESTABLISHES A BASELINE FOR MEASURING THEM. FOR
4 EXAMPLE, IT WAS BROUGHT UP ABOUT AGE, SO WE WOULD ASK
5 DEMOGRAPHIC INFORMATION ON THE ENROLLMENT FORM. AND PROGRAM
6 PARTICIPANTS AGREE TO PARTICIPATE IN ADDITIONAL EVALUATION
7 STEPS AFTER THE ENROLLMENT WILL BE SURVEYED AT TWO POINTS
8 DURING THE PILOT AND WILL BE INVITED TO PARTICIPATE IN TWO
9 FOCUS GROUPS AND WE'LL ALSO SEEK INPUT FROM A CBO FOCUS GROUP
10 AND TOLL SYSTEM DATA WILL PROVIDE SOME INFORMATION THAT WILL
11 GIVE DATA TO ASSESS OUR GOALS. NEXT SLIDE PLEASE. SO FAR I
12 HAVE REVIEWED WHAT WE WANT TO ASSESS FOR EACH GOAL AND THE
13 DATA SOURCES. THIS SLIDE, AND THE NEXT THREE SLIDES PUT THOSE
14 TWO THINGS TOGETHER FOR EACH GOAL. AND ALSO SHOWS IF THE
15 EVALUATION STRATEGY MIRRORS CLIPPER START. YOU CAN SEE THAT
16 FOR AWARENESS, WE HAVE FIVE METRICS SIMILAR TO WHAT WAS USED
17 IN CLIPPER START. AND A LOT OF THIS WE WILL GATHER THROUGH THE
18 ENROLLMENT FORM WHERE WE GET BASELINE DATA AND DEMOGRAPHIC
19 DATA. NEXT SLIDE PLEASE. TO UNDERSTAND THE CUSTOMER
20 EXPERIENCE WE WILL USE SURVEYS AND FOCUS GROUPS TO ASK
21 PARTICIPANTS ABOUT THEIR EXPERIENCE ENROLLING AND USING THE
22 PROGRAM AND HOW THEY VALUE THE PROGRAM. SEEING IF PEOPLE
23 ABANDON THE ENROLLMENT PROCESS IS AN INDICATOR OF THEIR
24 EXPERIENCE SIGNING UP AND TELLS FUSS THERE IS A STICKING POINT
25 IN THE ENROLLMENT PROCESS THAT'S NOT CUSTOMER FRIENDLY. TOLL



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1 SYSTEM DATA WILL TELL US HOW PARTICIPANTS ARE USING THE
2 PROGRAM HIGHER USAGE WOULD SUGGEST THAT CUSTOMERS ARE HAVING A
3 GOOD EXPERIENCE. WE WILL LOOK AT TOLL DATA TO SEE IF
4 PARTICIPANTS CAN SETUP THEIR FASTRAK ACCOUNTS AS EASILY AS
5 GENERAL FASTRAK CUSTOMERS AND MAKE PAYMENTS EASILY AND WILL
6 SHARE OUR OBSERVATION ABOUT THE ABILITY OF THIS GROUP TO
7 MANAGE THEIR ACCOUNTS WITH THE FASTRAK LEADERSHIP. WITH
8 PARTNER AGENCY INPUT WE PLAN TO ASK CBO PARTNERS ABOUT THEIR
9 PURPOSE ON THEIR CUSTOMER'S EXPERIENCE AND FOR OTHER PARTNERS,
10 WE'LL ASK FASTRAK CUSTOMERS AND STAFF HOW EXPRESS LANE
11 OPERATORS IMPACTS AND INTERACTION WITH CUSTOMERS IN THE PILOT.
12 NEXT SLIDE, PLEASE. THE ABILITY OF THIS PROGRAM TO PROVIDE
13 GREATER ACCESS AND MOBILITY TO THE TARGET AUDIENCE IS THE MOST
14 IMPORTANT GOAL ENROLLMENT DATA THAT COLLECTS TRIP MAKING
15 BASELINE WILL BE COMPARED TO TOLL SYSTEM DATA SHOWING TRIP
16 MAKE OF PARTICIPANTS TO SEE IF AND HOW THEY ARE USING THE
17 EXPRESS LANES THROUGH THIS PILOT IN ADDITION WE WILL SURVEY
18 PARTICIPANTS AND INVITE THEM TO FOCUS GROUPS WE WILL SURVEY
19 FOCUS GROUPS QUESTIONS USED BY CLIPPER START AND THEIR LESSONS
20 LEARNED TO GATHER THIS INFORMATION. FOR EXAMPLE, CLIPPER START
21 TEAM HAS ALREADY ADVISED US TO LOOK INTO ESTABLISHING METRICS
22 AROUND WELL-BEING AND LIFE CHANGE AND COLLECTING DATA ON
23 PARTICIPANTS AND SOCIAL SERVICES. TO EXPLORE AFFORDABILITY
24 WE'LL ASK PARTICIPANTS ABOUT THE IMPACT OF THE PROGRAM ON
25 THEIR TRANSPORTATION COSTS. INCLUDING ALL ASPECTS OF COST,



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1 LIKE, PENALTIES, THE INITIAL DEPOSIT WE TALK B FARES, GAS, ET
2 CETERA. INCREASING OUTS OF POCKET COSTS THROUGH THIS PROGRAM
3 MAY NOT EVEN NECESSARILY BE A BAD THING IF THE PARTICIPANT IS
4 GIVING UP FEWER OPPORTUNITIES. SO SOME OF THE OPPORTUNITY
5 COSTS THAT THEY'RE NOT NOW HAVING. TOLL SYSTEM DATA WILL
6 PROVIDE AN UNDERSTANDING OF THE SAVINGS THE PILOT OFFERS
7 PARTICIPANTS, THEIR PRICE SENSITIVITY AND THEIR ABILITY TO
8 AVOID ACCOUNT PENALTIES AND FINALLY WE'LL LOOK AT THE IMPACT
9 ON TOLLS IN GENERAL. NEXT SLIDE, PLEASE. THIS SLIDE LAYS OUT
10 A GENERAL TIMELINE FOR THE EVALUATION WORK. THE BOTTOM ROWS
11 LABELED ENGAGEMENT EXPLAIN HOW WE WILL ENGAGE THE CUSTOMERS TO
12 PARTICIPATE IN THESE EVALUATION PROCESSES. INITIALLY DATA IS
13 COLLECTED AT THE TIME OF ENROLLMENT. THE PROGRAM APPLICATION
14 WILL GATHER INFORMATION ABOUT DEMOGRAPHICS AND AWARENESS, AND
15 THERE WILL BE OPTIONAL QUESTIONS ON THE APPLICATION ASKING
16 ABOUT TRAVEL PATTERNS TO ESTABLISH A BASELINE. AND THE
17 APPLICATION FORM WILL ASK PARTICIPANTS IF THEY ARE WILLING TO
18 PARTICIPATE IN FUTURE PROGRAM EVALUATION PROCESSES. AND THOSE
19 WHO AGREE WILL BE INVITED TO PARTICIPATE IN THE NEXT PHASES OF
20 THE EVALUATION. SO, AFTER ONE MONTH AFTER ENROLLMENT, WE WILL
21 SURVEY THOSE PARTICIPANTS ABOUT THEIR EARLY PROGRAM
22 EXPERIENCES, SUCH AS THE APPLICATION PROCESS, THEIR EXPERIENCE
23 SETTING UP THEIR FASTRAK ACCOUNT AND THEIR EXPERIENCE
24 UNDERSTANDING THE EXPRESS LANES AND USING THE LANES SO FAR.
25 AND BEFORE THE PILOT MIDPOINT, WE WILL CONDUCT A FOCUS GROUP



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1 FOR A DEEPER DIVE INTO PARTICIPANT EXPERIENCE, HOW THEY
2 LEARNED ABOUT THE PROGRAM AND THEIR PERCEPTION OF THE
3 PROGRAM'S VALUE. AND TOWARD THE END OF THE PILOT WE'LL TALK TO
4 PILOT STAFF AND CBO PARTNERS TO ASSESS THESE DYNAMICS FROM
5 THEIR PERSPECTIVE AND AT THE END OF THE PILOT WE'LL CONDUCT A
6 SURVEY AND FOCUS GROUP THAT DELVES INTO QUALITY OF LIFE
7 FACTORS, BEHAVIOR CHANGE, PARTICIPANT COST, OVERALL EXPERIENCE
8 AND VALUE OF THE PROGRAM. NEXT SLIDE, PLEASE. SO, I KNOW
9 EVERY PRESENTATION ABOUT EVALUATION IS A LOT TO ABSORB AT
10 ONCE, GOALS, METRICS, MEASUREMENTS, DATA, SO, I'M SORRY IF I
11 WENT TOO FAST. BUT WE WOULD LOVE TO HEAR YOUR OPINIONS ABOUT,
12 YOU KNOW, IS MTC ASKING THE RIGHT QUESTIONS TO EVALUATE THIS
13 PROGRAM? LIKE, LET US KNOW WHAT YOU THINK WE'RE MISSING. YOU
14 KNOW, WHAT OTHER DATA SOURCES WOULD YOU SUGGEST, AND ANY
15 CONCERNS OR SUGGESTIONS. WE REALLY VALUE YOUR INPUT.

16

17 **VEDA FLOREZ, CHAIR:** THANK YOU VERY MUCH. IT LOOKS LIKE WE HAVE
18 A QUESTION FROM RICK COATES. WOULD YOU LIKE TO START US OFF?

19

20 **RICK COATES:** APOLOGIES FOR BEING TOO LOADED WITH QUESTIONS ALL
21 THE TIME HERE. CLIMATE CHANGE IS DEFINITELY AN EQUITY ISSUE.
22 IT'S TRULY A BIG ONE, BECAUSE OF THE WAY CLIMATE CHANGE
23 AFFECTS LOW-INCOME FOLKS DISPROPORTIONATELY. SO I'M WONDERING,
24 WHEN YOU ARE EVALUATING THE LANE PERFORMANCE, ARE YOU ALSO
25 FINDING OUT IF THERE IS ANY EFFECT ON GREENHOUSE GASSES? ARE



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1 YOU ALSO CHECKING ON VEHICLE MILES TRAVELED, IF THAT'S
2 AFFECTED IN ANY WAY? BECAUSE THOSE ARE DRIVER IN TERMS OF
3 CLIMATE CHANGE.

4

5 **BARBARA LAURENSEN:** THOSE EVALUATION FACTORS ARE NOT PART OF
6 THIS PILOT. I WOULD SAY THAT GETS EVALUATED AT THE TIME OF
7 PLANNED BAY AREA AND THE STRATEGY FOR BUILDING OUT THE EXPRESS
8 LANE NETWORK.

9

10 **RICK COATES:** HMM...

11

12 **VEDA FLOREZ, CHAIR:** OKAY. THANK YOU. MICHAEL BALDINI?

13

14 **MICHAEL BALDINI:** THANK YOU. I HAD A SIMILAR QUESTION AS RICK
15 OR SIMILAR CONCERN AS WE'RE MOVING PEOPLE AWAY FROM OTHER
16 TRANSIT MODES AND ENCOURAGING THE AUTOMOBILE, WHICH, AS AN
17 ENVIRONMENTAL REPRESENTATIVE, THAT SEEMS COUNTER TO WHAT WE'RE
18 TRYING TO DO WITH GREENHOUSE GASES. SO I JUST DID AN
19 APPLICATION OFF OF THE FASTRAK WEB SITE, AND I GOT TO VEHICLE
20 AND SO ON AND SO FORTH. DOES LAW-ENFORCEMENT HAVE ACCESS TO
21 THE FASTRAK DATABASE WHEN THEY'RE TRACKING THESE LICENSE
22 PLATES AND SO ON AND SO FORTH? JUST A QUESTION.

23

24 **BARBARA LAURENSEN:** YEAH. LET ME ADDRESS YOUR FIRST COMMENT,
25 THOUGH, ABOUT MOVING PEOPLE FROM MODES. I HEAR YOU LOUD AND



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1 CLEAR. ONE OF THE THINGS THAT WE WILL LOOK AT IN THE
2 EVALUATION IS BEHAVIOR CHANGE, ARE WE TAKING PEOPLE OFF
3 TRANSIT INTO CARS. BUT I THINK FROM AN EQUITY LENS MTC'S
4 PHILOSOPHY IS THAT EVERYONE NEEDS EQUAL ACCESS TO THE
5 DIFFERENT MODES, AND HAVING BEEN IN TRANSPORTATION MANAGEMENT
6 FOR A LONG TIME, YOU FEEL LIKE YOU CAN'T -- YOU DO NOT WANT TO
7 SOLVE TRAFFIC CONGESTION ON THE BACKS OF LOW-INCOME FOLKS, SO
8 WE WANT TO GIVE THEM AS MUCH OPPORTUNITY TO USE THESE LANES AS
9 OTHER PEOPLE. BUT WE WILL DEFINITELY LOOK AT IF THERE IS ANY
10 MODE SHIFT BECAUSE WE HAVE NOW CREATED A BETTER OPPORTUNITY,
11 HOPEFUL E FOR PEOPLE TO USE THESE EXPRESS LANES. ON YOUR
12 SECOND POINT ABOUT THE -- I'M SORRY -- CAN YOU SAY IT AGAIN?

13

14 **MICHAEL BALDINI:** GOING THROUGH THE FASTRAK APPLICATION IT SAYS
15 --

16

17 **BARBARA LAURENSEN:** OH, LAW-ENFORCEMENT ACCESS, THEY HAVE --
18 AND PIERCE JUMP IN, IF YOU WANT TO -- THEY -- SO IF THEY SEE A
19 VEHICLE IN THE EXPRESS LANE WITH -- THAT'S SETTING THEIR TOLL
20 TAG IN A TWO OR THREE POSITION TO GET A DISCOUNT TOLL AS A
21 CARPOOLER, THEY DO HAVE ACCESS TO SEE IF THE -- WHAT IS IT --?

22

23 **PIERCE GOULD:** I FEEL LIKE THE SHORT ANSWER IS, NO. LAW-
24 ENFORCEMENT DOESN'T HAVE ACCESS TO FASTRAK DATABASE AT ALL
25 THEY HAVE NO PERSONAL INFORMATION ABOUT ANYBODY. BARBARA IS



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1 TALKING ABOUT SUPPORTING ENFORCEMENT IN THE EXPRESS LANE, ONCE
2 THEY PULL SOMEBODY OVER THEY WILL HAVE THE ABILITY TO LOOK UP
3 A TAG NUMBER TO SEE WHAT THEY HAD THEIR TAG SET IN THAT'S THE
4 ONLY PIECE OF INFORMATION WE GIVE THEM AND THE POINT OF THAT
5 IS TO HELP THE OFFICER DETERMINE IF THEY'RE TRYING TO CHEAT
6 THE TOLL SYSTEM. BEYOND THAT, THEY CANNOT GET ANY DATA FROM
7 OUR TOLL SYSTEMS UNLESS THEY SUBPOENA IS IN CONNECTION WITH
8 SOME OTHER INVESTIGATION THEY'RE DOING AND WE HAVE TO RESPOND
9 TO THIS.

10

11 **MICHAEL BALDINI:** VERY GOOD. IS THERE A BAR OR BENCHMARK, WHEN
12 YOU MENTION THE MODAL SHIFT AND POTENTIAL, WHERE, IF THERE IS
13 OR NOT, DISTRACTION, WHAT -- A SHIFT, ARE YOU LOOKING FOR A
14 PARTICULAR NUMBER? OR HAS THAT BEEN ESTABLISHED YET, THOSE
15 METRICS OF, GOOD IDEA, NOT A GOOD IDEA IT'S WORKING IT'S NOT
16 WORKING LET'S SCRAP T SO AT THE END OF THE PILOT, WHAT ARE THE
17 OPTIONS?

18

19 **BARBARA LAURENSEN:** WE DO NOT HAVE A BENCHMARK YET, I THINK
20 THAT WOULD BE SOMETHING THAT ONE OF OUR COMMITTEES WOULD WEIGH
21 IN ON WHAT THAT SHOULD BE.

22

23 **MICHAEL BALDINI:** GOOD. THANK YOU VERY MUCH.

24

25 **VEDA FLOREZ, CHAIR:** THANK YOU. ANNE OLIVIA?



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1

2 **ANNE OLIVIA ELDRED, VICE CHAIR:** THANK YOU. I JUST -- I REALLY
3 WANT TO ADDRESS SOMETHING THAT MICHAEL JUST SAID. SO, AS AN
4 INDIVIDUAL WHO MIGHT ACTUALLY BE A TARGET USER OF THIS
5 PROGRAM, I THINK THAT THE MUCH GREATER DANGER, LIKE, INSTEAD
6 OF WORRYING THAT WE'RE GOING TO TAKE PEOPLE OFF OF BUSES AND
7 PUTTING THEM INTO CARS IS THAT WE MIGHT BE PROTECTING THEIR
8 SAFETY BECAUSE THE THING THAT'S HAPPENING RIGHT NOW IS BECAUSE
9 PUBLIC TRANSPORTATION IS NOT AVAILABLE AT SO MANY HOURS, LIKE,
10 MY ROOMMATE SLEEPS ON A COUCH IN SAN FRANCISCO BECAUSE HE
11 CAN'T GET HOME. IT'S TOO EXPENSIVE. WE HAVE A MUTUAL FRIEND,
12 ACTUALLY, WHO WALKS AROUND UNTIL THE BUSES START RUNNING AGAIN
13 AT FOUR OR FIVE IN THE MORNING AND HAS TO SPEND THAT THREE
14 HOURS WALKING AROUND. THERE'S -- LIKE, I USED TO HAVE TO WAIT
15 BY MYSELF IN THE MIDDLE OF THE NIGHT BETWEEN 2 AND 3, OR 3 AND
16 4, WAITING, BECAUSE THE CONNECTIONS WERE SO BAD. AND WITH THE
17 -- AND THAT WAS DANGEROUS. TO BE QUITE CLEAR, THAT WAS A VERY
18 DANGEROUS THING TO BE DOING. AND, I GOT REALLY LUCKY. BECAUSE
19 A KIND PERSON GAVE ME A CAR SO I WOULDN'T HAVE TO BE WAITING
20 THERE ALL NIGHT ANYMORE. AND THE THING THAT WE MIGHT DO IS
21 ACTUALLY SHIFT PEOPLE OFF THE CITY STREETS AND ON TO THE
22 FREEWAY. BECAUSE THE FREEWAYS ARE EXPENSIVE. AND CITY STREETS
23 ARE NOT. AND WHEN WE TRANSFER TRAFFIC INTO CITY STREETS, THE
24 PEOPLE WHO ARE IMPACTED ARE THE PEOPLE WHO LIVE NEAR THE
25 FREEWAYS ON THOSE CITY STREETS. SO WE HAVE INCREASED CARS



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1 RUNNING INTO BICYCLISTS, IS PEDESTRIAN, WE HAVE INCREASED
2 POLLUTION. WE HAVE ALL KINDS OF REALLY NEGATIVE, VERY,
3 LOCATIONALLY SPECIFIC NEGATIVE IMPACTS FROM PEOPLE NOT BEING
4 ABLE TO AFFORD TO USE THE FREEWAYS. AND A LOT OF FOLKS ARE
5 GETTING PRICED OUT OF BEING ABLE TO LIVE IN THE CITY OR NEAR
6 THEIR JOBS. THEY HAVE BEEN DISPLACED 16 TIMES, THEY'RE TRYING
7 TO DROP THEIR KIDS OFF THE SCHOOL SO THEY DON'T HAVE TO SWITCH
8 THE SCHOOL AND TRYING TO GET TO THEIR JOB WHEREVER THEY ARE,
9 BECAUSE THEY'RE TRYING TO REMAIN IN THE BAY AND PEOPLE WHO CAN
10 AFFORD TO LIVE NEAR THEIR JOBS THAT'S REALLY GREAT, AND WE
11 HOPE THAT -- AND WITH LONG-TERM PLANNING AND THE WORK THIS
12 BODY IS DOING, WE MIGHT END UP WITH A SYSTEM SOME DAY THAT
13 ALLOWS PEOPLE TO HAVE JOBS NEAR THEIR HOMES AND ALLOWS PEOPLE
14 TO HAVE 24-HOUR QUALITY PUBLIC TRANSIT, BUT WE DON'T HAVE IT
15 NOW. AND SO I JUST REALLY AM GRATEFUL THAT STAFF IS
16 RECOGNIZING EQUITY IN THESE ISSUES, RIGHT NOW IT'S SO
17 DISPROPORTIONATE AND IT'S HIDEOUS. I'M GRATEFUL FOR THE WORK
18 THAT THEY'RE DOING ON THIS. IT IS IMPORTANT NOT TO GET CARS,
19 INSTEAD OF TRANSPORTATION, FOR FOLKS WHO HAVE THE OPTION, BUT
20 JUST A LOT OF FOLKS DON'T HAVE THE OPTION. THEY JUST DON'T. I
21 HAD A QUESTION, AND I TOTALLY FORGOT IT, BECAUSE I FELT
22 PASSIONATELY ABOUT THAT.

23

24 **VEDA FLOREZ, CHAIR:** WE CAN CIRCLE BACK, TOO. RICH HEDGES?

25



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1 **RICHARD HEDGES:** YES. THANK YOU I WANTED TO SPEAK A LITTLE BIT
2 ABOUT THE 101 EXPRESS LANES F THAT'S OKAY. IT'S NOT SOMETHING
3 THAT'S AROUND THE DIRECT CONTROL OF MTC, BUT THEY'LL BE
4 MANAGING T. SO, THE GOAL WHEN THEY PASSED MEASURE W WHICH WILL
5 ACTUALLY TRIPLE THE AMOUNT OF MONEY WE HAVE ON BIKE PED WAS TO
6 BUY ELECTRIC BUSES AND DO THE EXPRESS BUSES IN THOSE LANES AND
7 WE ALREADY HAVE START ONE -- OUT OF FOSTER CITY, WHICH WAS
8 BEFORE THE PANDEMIC. I AM HOPEFUL THAT WE PUT PEOPLE IN THESE
9 BUSES AND WE'RE ACTUALLY CREATING A NEW LANE FROM THE COUNTY
10 LINE, SANTA CLARA COUNTY LINE, TO 380, AND WE'RE NOW DOING AN
11 ENGINEERING STUDY TO SEE IF WE CAN STRIPE AND FIND SPACE. AND
12 IT'S GOING TO BE TIGHTER FROM SOUTH SAN FRANCISCO ON INTO THE
13 CITY BUT THAT WILL TAKE TRAFFIC THAT WOULD STOP CREATING MORE
14 POLLUTION OUT OF THOSE LANES, PUTTING PEOPLE OUT OF THOSE
15 LANES INTO NEW LANES. HOPEFULLY BUSES, [INDISCERNIBLE] WHO ARE
16 DRIVING. THIS PROGRAM SHOULD WORK BETTER THAN IN THE PAST
17 EXPRESS BUSSES SAN FRANCISCO IS ALLOWING US -- [INDISCERNIBLE]
18 TRANSIT CENTER TO PICK UP AND DROP OFF IN SAN FRANCISCO. SO
19 IT'S A WORK IN PROGRESS. I WILL SAY THAT THIS PROGRAM IS VERY
20 GENEROUS COMPARED TO OUR PROGRAM. I THINK THE WAY WE ARE
21 PLANNING TO DO IT HASN'T BEEN DECIDED YET IT'S FOR A SET FEE,
22 FAIRLY MODEST AT THE BEGINNING OF EACH MONTH THAT WILL NOT
23 PYRAMID ITSELF. SO EVEN -- AND THE TERM USED IN THE INDUSTRY
24 WHEN YOU PUT DISCOUNTS TOGETHER IS REALLY PYRAMIDING. AND



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1 PYRAMIDING ANY KIND OF DISCOUNTS IS ALMOST UNHEARD OF, AND A
2 GREAT THING TO DO. THANK YOU.

3

4 **VEDA FLOREZ, CHAIR:** THANK YOU VERY MUCH. I HAVE A COUPLE OF
5 QUESTIONS FOR YOU. WHEN THE PROGRAM BEGAN, DID YOU ANTICIPATE
6 A SPECIFIC THERE FIGURE THAT WAS ASSOCIATED WITH THE 20,000
7 USERS?

8

9 **BARBARA LAURENSEN:** NO. NO. I DID NOT GET INTO THE DETAILS OF
10 THE ORANGE GOALS, BUT ONE THING WE WILL BE LOOKING AT IN TERMS
11 OF FINANCIAL VIABILITY WILL BE, YOU'RE LOOKING AT COST AND
12 REVENUE PROJECTIONS, BASELINE, AND THEN, YOU KNOW, WHAT
13 ACTUALLY IS OCCURRING, TO UNDERSTAND WHAT IS THIS IMPACT OF
14 THIS -- YOU KNOW, WHAT ARE WE PAYING OUT -- OR WHAT REVENUE
15 ISSUE WE FOREGOING BECAUSE OF THE PROGRAM. SO IS THE PROGRAM -
16 - WHICH IS ONE OF THE REASONS WHY IT IS A PILOT TO ENSURE IT'S
17 BUILT SUSTAINABLE AND POTENTIALLY OTHER AGENCIES COULD ROLL IT
18 OUT AS WELL.

19

20 **VEDA FLOREZ, CHAIR:** WHAT'S THE TIMELINE FOR THE PROGRAM?

21

22 **BARBARA LAURENSEN:** PIERCE? I BELIEVE IT'S A YEAR? 12 MONTHS?

23

24 **PIERCE GOULD:** THE TIMELINE IS, FOR 18 MONTHS OF OPERATIONS,
25 AND WE'RE ANTICIPATING BEGINNING OPERATIONS AROUND SPRING TIME



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1 OF 2022. THE EVALUATION PERIOD WILL BE OVER A 12 MONTH PERIOD.
2 SO OVER THE 18 MONTHS OF OPERATIONS, THE FIRST 12 MONTHS WILL
3 BE EVALUATED.

4

5 **VEDA FLOREZ, CHAIR:** VERY INTERESTING. SINCE THIS IS FOCUSED ON
6 HIGHWAY 880 WE'RE NOT TALKING ABOUT OUTREACH AS OF YET, BUT
7 ARE WE REALLY PLANNING THAT THE MAJORITY OF THE 20,000 USERS
8 WILL BE, SORT OF, FROM THAT EAST BAY CORRIDOR? OR ARE WE
9 ANTICIPATING USAGE FROM NORTH BAY?

10

11 **BARBARA LAURENSEN:** THE ELIGIBILITY IS THAT YOU JUST HAVE TO
12 HAVE A BAY AREA RESIDENTIAL ADDRESS, OR -- YOU KNOW, YOU BEING
13 ALSO HAVE A PO BOX AND BE UNHOUSED. YOU HAVE TO BE SOMEWHERE -
14 - IS THAT RIGHT PIERCE -- YOU DON'T HAVE TO BE IN THE BEHAVIOR
15 BUT YOU DO HAVE TO BE IN THE 880 CORRIDOR. LYSA IS GOING TO BE
16 TALKING ABOUT RESEARCH. BUT WE WILL BE DOING OUTREACH AND
17 INFORMATION WILL BE OUT THERE THAT ANYONE THROUGHOUT THE BAY
18 AREA WILL BE ABLE TO KNOW ABOUT, BUT WHAT WE FOUND LOOKING AT
19 STREET LIGHT DATA WHICH LOOKS AT THE CARS ACTUALLY GOING ON
20 THE CORRIDOR IS THAT, YOU KNOW, 85% OF THE TRIPS ARE MADE BY
21 PEOPLE WITHIN A VERY TIGHT RADIUS AROUND THE CORRIDOR. SO IN
22 TERMS OF ECONOMIES OF SCALE, AND EFFICIENCY, AND
23 EFFECTIVENESS, THAT WILL BE WHERE WE REALLY FOCUS THE OUTREACH
24 EFFORT.

25



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1 **VEDA FLOREZ, CHAIR:** VERY INTERESTING. AND I REALLY APPRECIATE
2 YOU BRINGING THIS PROGRAM TO LIGHT. I THINK THERE ARE SO MANY
3 PEOPLE WHO CONSIDER THESE EXPRESS LANES TO BE LEXUS LANES AND
4 DON'T ALLOW OPPORTUNITIES FOR OTHERS TO USE THEM. ALTHOUGH WE
5 ARE ENCOURAGING PEOPLE NOT TO USE, TO GET OUT OF THEIR CARS.
6 BUT SOMETIMES THERE IS JUST NO OPTION. AND SO IT'S NICE TO
7 HAVE THE LOW-INCOME INDIVIDUALS TO HAVE THE OPTION TO USE THE
8 EXPRESS LANES. I'M ALSO --

9

10 **PIERCE GOULD:** [INDISCERNIBLE].

11

12 **VEDA FLOREZ, CHAIR:** THAT'S FANTASTIC. AND I LOOK FORWARD TO
13 YOU COMING BACK. WHEN YOU GATHER SOME OF THE FACTS, AND ON THE
14 INITIAL SURVEY, THE INITIAL APPLICATIONS, I'M WONDERING IF YOU
15 COULD EXPAND SOME OF THE OPTIONAL INFORMATION. THIS WOULD BE
16 WHERE YOU WOULD ASK THEM THEIR USER INFORMATION, MALE, FEMALE,
17 LGBTQ OTHER DETAILS ALONG THOSE LINES THIS WOULD BE A GREAT
18 OPPORTUNITY TO GATHER INFORMATION ALONG THOSE LINES JUST
19 WONDERING WITH THE EVALUATION INFORMATION WILL YOU SHARE WITH
20 OTHER PROVIDERS WITH OTHER LOCATIONS?

21

22 **BARBARA LAURENSEN:** CLIPPER START TEAM HAS BEEN PUTTING OUT
23 QUARTERLY REPORTS AND MAKING QUARTERLY PRESENTATIONS I
24 ANTICIPATE WE WILL DO THE SAME THING.

25



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1 **VEDA FLOREZ, CHAIR:** THE DATA WOULD BE GREAT FOR A UNIVERSITY
2 TO GET AHOLD OF TO WRITE A PAPER. OR DAVE'S TEAM.

3

4 **PIERCE GOULD:** BARBARA'S PRETTY CONFIDENT SHE IS WRITE PAPERS
5 TOO.

6

7 **VEDA FLOREZ, CHAIR:** EXCELLENT. I HAVE GREAT FAITH IN YOU TO
8 WRITE PAPERS. THANK YOU VERY MUCH. [LAUGHTER] IF THERE ARE NO
9 QUESTIONS FROM OUR MEMBERS, I'LL GO AHEAD AND ASK KY-NAM IF WE
10 HAVE ANY WRITTEN --

11

12 **PIERCE GOULD:** ACTUALLY, VEDA, WE HAVE ONE MORE PORTION OF THIS
13 PRESENTATION ON THE CUSTOMER RESEARCH FROM LYSA.

14

15 **VEDA FLOREZ, CHAIR:** OKAY. BEFORE WE GET TO LIST A I WONDER IF
16 YOU WOULD MIND IF WE GO TO THE PUBLIC?

17

18 **PIERCE GOULD:** THAT'S FINE.

19

20 **KY-NAM MILLER:** CHAIR FLOREZ THERE IS NO WRITTEN COMMENT
21 RECEIVED ON THIS BUT WE HAVE ONE MEMBER OF THE PUBLIC, ROLAND
22 WHO HAS HIS HANDS RAISED.

23

24 **VEDA FLOREZ, CHAIR:** TWO MINUTES TO SPEAK.

25



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1 **KY-NAM MILLER:** MR. ROLAND GO AHEAD AND SPEAK AFTER YOU UNMUTE
2 YOURSELF.

3

4 **SPEAKER:** OKAY. CAN YOU HEAR ME NOW?

5

6 **KY-NAM MILLER:** WE CAN HEAR YOU. YES.

7

8 **SPEAKER:** GREAT. MY VOICE WORKS A LOT BETTER WHEN YOU UNMUTE.
9 WITH THE CLARIFICATION ON RESPONSE THAT WAS GIVEN TO THE
10 QUESTION ABOUT PEOPLE, SOMEONE OVER CHECK HAD THE SETTINGS ON
11 THE TRANSFORM -- IT'S ACTUALLY MORE SO SOPHISTICATED THAN
12 THAT. EVERY TIME A CAR GOES THROUGH OF THE SCANNERS, THAT YOU
13 HAVE ABOVE THE FREEWAY, IT GIVES A VISUAL RESPONSE TO THE
14 FOLLOWING VEHICLES AS TO WHAT THE TRANSPONDERS TESTING, LIKE
15 RED MEANS THERE WAS NO TRANSPONDER, BUT IT HAS A NUMBER OF
16 FLASHES TO INDICATE THE NUMBER OF PASSENGERS, THAT WOULD BE
17 ONE, OR TWO PLUS. AND SO THAT'S ESSENTIALLY HOW THE CHP PULL
18 PEOPLE OVER, THEY SEE WHAT THE SCANNER SAYS AND THEN COUNT THE
19 NUMBER OF PASSENGERS IN THE CAR. THERE IS ACTUALLY A PILOT
20 PROJECT IN PLACE RIGHT NOW WHERE BY THE SCANNERS WILL ACTUALLY
21 DETECT THE NUMBER OF PASSENGERS ON THE CAR AND AUTOMATICALLY
22 DETECT THE PRESENTATION -- A DISCREPANCY BETWEEN THE NUMBER OF
23 PASSENGERS AND THE TRANSPONDER SETTINGS. THANK YOU.

24



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1 **KY-NAM MILLER:** YOU'RE MUTED, CHAIR FLOREZ. THERE ARE NO
2 FURTHER QUESTIONS.

3

4 **VEDA FLOREZ, CHAIR:** THANK YOU. WE'RE READY TO MOVE ON TO 4.3,
5 WHENEVER YOU'RE READY.

6

7 **LYSA HALE:** THANK YOU. THANKS FOR BRINGING THAT UP. YES. THANK
8 YOU CHAIR FLOREZ. I AM HERE TO GIVE A QUICK UPDATE ON OUR
9 PLANS FOR CUSTOMER RESEARCH. THIS RESEARCH IS INTENDED TO HELP
10 US FURTHER REFINE ELEMENTS OF THE TOLL DISCOUNT PROGRAM AS
11 WELL AS PROVIDE FEEDBACK ON THE FASTRAK PROGRAM. I'LL BE
12 WALKING YOU THROUGH THE PLAN SERIES OF FOCUS GROUPS WHICH WILL
13 BE HELD VIA ZOOM, AS WELL AS A TELEPHONE TOWN HALL THAT WE
14 WILL BE CONDUCTING THAT DOES NOT REQUIRE ZOOM. NEXT SLIDE.
15 WE'RE CONDUCTING A SERIES OF THREE FOCUS GROUPS, EACH IN
16 ENGLISH, SPANISH, AND CHINESE. WE'RE RECRUITING USING
17 CRAIGSLIST, COMMUNITY-BASED ORGANIZATIONS AND OTHER METHODS AS
18 PART OF RECRUITMENT PROCESS WE SCREEN PROPOSED PART SAYS TO
19 MAKE SURE THEY MEET THE REQUIREMENTS. PILOT MEANING THEY MEET
20 THE INCOME REQUIREMENT AS WELL AS THE REQUIREMENT THEY USE IN
21 INTERSTATE EIGHT 80 BEYOND THAT WE SEEK BALANCE ACROSS
22 DEMOGRAPHIC FACTORS SUCH AS BANKED, UNBANKED, HOUSED OR
23 UNHOUSED ET CETERA. THIS SLIDE SHOWS THE LANGUAGE DISTRIBUTION
24 ALONG THE CORRIDOR. A REFLECTION OF A LIMITED ENGLISH
25 PROFICIENCY POPULATION AND PEOPLE WHO REPORT SPEAKING A



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1 LANGUAGE OTHER THAN ENGLISH AT HOME. YOU CAN SEE THE GREEN
2 REPRESENTS CHINESE SPEAKERS, WHILE CORAL IS SPANISH SPEAKERS
3 NEXT MOST COMMONLY NON-ENGLISH SPOKEN LANGUAGE IS VIETNAMESE
4 SHOWN IN PINK IN THE MILPITAS AREA YOU GET THE LANGUAGE
5 DISTRIBUTION ACROSS THIS PARTICULAR CORRIDOR. NEXT SLIDE. SO
6 THE FIRST FOCUS GROUP WILL BE WITH PEOPLE WHO ALREADY HAVE A
7 FASTRAK ACCOUNT. AFTER PRESENTING SOME BACKGROUND ON EXPRESS
8 LANES AND THE PROPOSED PILOT WE WILL SPEND SOME TIME TALKING
9 ABOUT FASTRAK THE BENEFITS OF IT, THE CHALLENGES OF USING IT,
10 PENALTIES AND EVALUATIONS, AND SO THEN WE WILL FOCUS ON THE
11 PILOT ITSELF GOING THROUGH IN GREATER DETAIL THE DRAFT CONCEPT
12 OF THE PILOT AND THEN WE'LL GET PARTICIPANTS FEEDBACK ON THE
13 DRAFT CONCEPT. THEN TURNING OUR ATTENTION TO DISCUSSING
14 BARRIERS WITH THEM WE WOULD LIKE TO KNOW IS THERE ANYTHING
15 THAT WOULD PREVENT THEM FROM APPLYING TO PARTICIPATE IN THE
16 PILOT. IS THERE ANYTHING WE CAN DO THAT MIGHT HELP ENCOURAGE
17 THEM TO PARTICIPATE IN THE PILOT. NEXT SLIDE. THIS NEXT FOCUS
18 GROUP WILL BE VERY SIMILAR TO THE FIRST ONE ACCIDENT EXCEPT
19 THAT IT WILL INCLUDE ONLY PEOPLE WHO DO NOT HAVE FASTRAK.
20 WE'LL COVER THE SAME BACKGROUND AND GET INTO DISCUSSION ABOUT
21 WHY THEY'RE NOT USING FASTRAK THEN COVER THE CONCEPT OF THE
22 PILOT AS IN THE PREVIOUS GROUP ABOUT HOW THE CONCEPT MAKES
23 SENSE, HOW WOULD YOU MAKE IT BETTER. NEXT WILL BE A FOCUS
24 GROUP OF PEOPLE WITH A COMBINATION WITH AND WITHOUT FASTRAK
25 AND WILL FOCUS ON WHAT THE DISCOUNT SHOULD BE AND TALK ABOUT



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1 PARTICIPANTS POTENTIAL USE OF THE 880 EXPRESS LANES FOR
2 EXAMPLE, HOW WOULD USING THE EXPRESS LANES BENEFIT YOU WHAT
3 WOULD YOU DO WITH ACCESS TO THE EXPRESS LANES FINALLY OUTREACH
4 WHAT ARE TRUSTED SOURCES FOR NEW INFORMATION WHAT FORMS OF
5 MEDIA NEWSPAPERS AND SOCIAL MEDIA WEB SITES WOULD THEY
6 RECOMMEND WE USE TO LET PEOPLE KNOW ABOUT THE PROGRAM. NEXT
7 SLIDE. WE'LL BE HOLDING A TELEPHONE TOWN HALL FOR THOSE WHO
8 MAY NOT HAVE ACCESS TO THE TECHNOLOGY TO PARTICIPATE IN A
9 FOCUS GROUP THROUGH ZOOM. WE'LL RECRUIT FROM PREEXISTING LIST
10 AND CLOSELY MATCH AND THE TOWN HALL WILL BE CONDUCTED WITH
11 SIMULTANEOUS TRANSLATION IN SPANISH AND CHINESE AND WE'LL
12 EXPLORE SIMILAR QUESTIONS TO THOSE DISCUSSED IN AT THE
13 PREVIOUS FOCUS GROUPS. REPRESENTATIVES OF COMMUNITY-BASED
14 ORGANIZATIONS WHO CAN PROVIDE VALUABLE INSIGHT INTO HOW WE
15 SETUP AND EVALUATE THE PILOT WE'LL SHARE AHEAD OF TIME OUR
16 EQUITY STATEMENT AND HAVE THEM DISCUSS IT IN THE FOCUS GROUP
17 WE'LL GO THROUGH THE SELECTED GOALS OF THE PROGRAM THE FOUR
18 BARBARA WAS DISCUSS MANAGE HER PRESENTATION AS WELL AS MEANING
19 TO COLLECT DATA TO MEASURE SUCCESS. NEXT SLIDE. SO THIS, IN
20 FRONT OF YOU, IS OUR PROPOSED SCHEDULE AT THE TIME THAT WE
21 PREPARED THE MEETING MATERIALS THAT WE HAVE MADE SOME TWEAKS
22 SINCE THEN. THE TELEPHONE TOWN HALL WILL TAKE PLACE WEDNESDAY
23 JULY 14TH BUT THE FIRST THREE FOCUS GROUPS WILL TAKE PLACE THE
24 WEEK OF JULY 26TH. WE'RE HOPING TO HOLD THE FINAL FOCUS GROUP
25 WITH CBO STAFF BEFORE THE END OF JULY. WITH THAT I'M HAPPY TO



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1 ANSWER ANY QUESTIONS. I DON'T SEE ANY HANDS. BUT I'LL START
2 OFF WITH A QUESTION. I'M INTERESTED TO LEARN MASH ABOUT YOUR
3 FOCUS GROUPS. HOW MANY PEOPLE IN YOUR FOCUS GROUPS? WILL THEY
4 BE ONLINE? IN PERSON?

5

6 **LYSA HALE:** THEY'LL BE THROUGH ZOOM. AND IDEALLY, WE WOULD LIKE
7 TO HAVE 8 TO 10 PARTICIPANTS IN EACH FOCUS GROUP. BUT IF WE
8 END UP WITH SIX REALLY GREAT PARTICIPANT IN A FOCUS GROUP WE
9 WILL STILL GATHER A LOT OF VERY VALUABLE INFORMATION FROM THAT
10 WE HAVE KIND OF A TARGET GOAL THAT WE'RE SHOOTING FOR IF THAT
11 GENERAL RANGE. USUALLY WITH FOCUS GROUPS, YOU OVER-RECRUIT AND
12 THEN YOU MIGHT LET SOME PEOPLE GO IF YOU HAVE ENOUGH FOLKS TO
13 FILL THE GROUP AS IT IS SO WE'RE STILL IN THE PROCESS OF
14 RECRUITING RIGHT NOW, SO UNFORTUNATELY I CAN'T REPORT ON HOW
15 WE'RE DOING ON THAT YET.

16

17 **VEDA FLOREZ, CHAIR:** ALL RIGHT. AND I'M ALSO WONDERING IF YOU
18 WOULD CONSIDER GOING TO LOCATIONS SUCH AS CHECK CASHING, STATE
19 HUBS, OR PUTTING AN AD IN A WATER BILL OR PG&E BILL FOR FUTURE
20 CONSIDERATION?

21

22 **LYSA HALE:** WE COULD CONSIDER DOING SOMETHING LIKE THAT FOR
23 FUTURE PARTICIPATION BUT NOT FOR A FOCUS GROUP THIS'S GOING
24 HAPPEN TWO WEEKS FROM NOW.

25



July 9, 2021

1 **VEDA FLOREZ, CHAIR:** EXACTLY. FOR THE FUTURE.

2

3 **LYSA HALE:** I THINK THOSE ARE GOOD IDEAS. THAT'S KIND OF A
4 LARGE UNDERTAKING GETTING TO, LIKE, WATER BILLS THROUGHOUT THE
5 CORRIDOR, BUT YOU KNOW, MAYBE WE COULD WORK WITH EAST BAY MUD
6 TO GET SOME KIND OF ALERT, SOME KIND OF INSERT INCLUDED WITH
7 THE BILL, AND WE CAN CERTAINLY THINK ABOUT WHETHER OR NOT
8 THERE ARE OTHER WAYS TO DO THE RECRUITMENT. AS I SAID WE'RE
9 USING CRAIGSLIST BUT WE'RE ALSO WORKING WITH COMMUNITY-BASED
10 ORGANIZATIONS AND WE FEEL LIKE THEY'RE GOING TO BE A GOOD
11 SOURCE FOR POTENTIAL PARTICIPANTS.

12

13 **VEDA FLOREZ, CHAIR:** AND THEN ONE MORE QUESTION FROM ME BEFORE
14 WE GO TO OUR COUNCIL. AND I'M WONDERING HOW LONG WILL THE
15 FOCUS GROUPS BE, AND HOW MANY PARTICIPANTS WITH THE CBO FOCUS
16 GROUPS?

17

18 **LYSA HALE:** AGAIN, I THINK WE'RE SHOOTING FOR 8 TO 10. AND
19 THAT'S ONE WE ACTUALLY COULD ACCOMMODATE MORE PEOPLE, RATHER
20 THAN -- YOU KNOW, AS OPPOSED TO THE PARTICIPANT FOCUS GROUPS.
21 SO, I THINK IT'S GOING TO DEPEND ON HOW WE -- HOW OUR
22 RECRUITMENT GOES AND HOW MANY PEOPLE THAT WE CAN GET WHO ARE
23 INTERESTED IN PARTICIPATING. AND I'M SORRY. WHAT WAS OF THE
24 FIRST PART OF YOUR QUESTION?

25



July 9, 2021

1 **VEDA FLOREZ, CHAIR:** I HAVE FORGOTTEN.

2

3 **LYSA HALE:** PIERCE, DO YOU REMEMBER?

4

5 **PIERCE GOULD:** HOW LONG WILL THEY BE.

6

7 **LYSA HALE:** WE ASKING PARTICIPANTS TO SET-ASIDE TWO HOURS BUT
8 WE'RE GOING TO BE ABOUT 90 MINUTES.

9

10 **VEDA FLOREZ, CHAIR:** THAT SOUNDS GREAT. ANNE OLIVIA THEN
11 MICHAEL.

12

13 **ANNE OLIVIA ELDRED:** HOW IS RECRUITMENT GOING? AND ARE THERE
14 TARGET POPULATIONS THAT YOU HAVE NOT HAD SUCCESS GETTING
15 PENETRATION INTO THAT PERHAPS THIS COUNCIL CAN HELP CONNECT
16 YOU WITH FOLKS IN THOSE TARGET COMMUNITIES?

17

18 **LYSA HALE:** I THINK, SO, RECRUITMENT HAS GONE SLOW, AND WE
19 THINK THAT'S PARTLY BECAUSE OF THE HOLIDAY, BOTH THE WEEK
20 BEFORE, AND THIS WEEK, THAT IT'S JUST AN UNUSUAL TIME FOR
21 PEOPLE THAT'S WHY WE PUSHED IT OUT TWO WEEKS. THEY WERE
22 ORIGINALLY GOING TO BE NEXT WEEK BUT QUITE HONESTLY WITH
23 THINGS GOING SLOW WE THINK WE'RE GOING TO PICK UP SOME STEAM
24 IN THE NEXT TWO WEEKS WE ARE USING THE LIST OF HOMELESS
25 ORGANIZATIONS, HEALTH ORGANIZATIONS AND THE LIST YOU PROVIDED



July 9, 2021

1 AFFILIATED WITH CHINESE OR ASIAN ORGANIZATIONS WE'RE USING THE
2 RESOURCES THAT YOU PROVIDED TO US. IF ANYONE HAS SUGGESTIONS
3 OR IDEAS OF ORGANIZATIONS THAT WE SHOULD CONTACT TO OUTREACH
4 LIKE SPANISH SPEAKERS, FOR EXAMPLE, WE WOULD WELCOME THAT. WE
5 WOULD LOVE TO GET IT RIGHT AWAY. BECAUSE WE'RE DOING THE
6 RECRUITING RIGHT NOW.

7

8 **ANNE OLIVIA ELDRED:** OKAY. I CAN SEND OVER SOME SPANISH
9 ORGANIZATIONS ON THE CORRIDOR, IN PARTICULAR. BUT CENTRAL DE
10 LA RAZA IS RIGHT THERE.

11

12 **LYSA HALE:** THAT WOULD BE GREAT IF YOU COULD DO THAT.

13

14 **ANNE OLIVIA ELDRED:** AND FOR OUTREACH PG&E ISN'T THE SERVICE
15 AUTHORITY FOR THAT CORRIDOR IT'S EAST BAY COMMUNITY ENERGY.
16 AND THEY MAY -- I HAVE NO IDEA ABOUT ANY OF THE LEGALITIES
17 AROUND THIS BECAUSE I HAVE NOT THOUGHT ABOUT IT BEFORE THIS
18 MOMENT, BUT THEY MAY HAVE A LIST OF CARE FAIR AND MEDICAL
19 BASELINE CUSTOMERS IN THAT REGION, THAT SOME OF THEIR
20 COMMUNITY OUTREACH FOLKS MAY HAVE MORE DIRECT CONTACT TO, AND
21 I KNOW THAT THEY'RE GOING TO BE DOING A TARGETED OUTREACH IN
22 THAT AREA, I MEAN, IN A BROADER AREA THAN THAT, BUT INCLUDING
23 THAT AREA, WITH MEDICAL BASELINE CUSTOMERS FOR SOME OF THE,
24 LIKE, FREE BATTERY, AND THE -- OR HEAVILY DISCOUNTED BATTERY
25 FOR ISLANDING, AND COMMUNITY SOLAR. AND THAT KIND OF STUFF. SO



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1 THERE IS ALREADY GOING TO BE SOME COMMUNITY OUTREACH INTO THAT
2 AREA, AGAIN, NO IDEA IF THEY CAN DO SOMETHING WITH THAT. BUT,
3 SINCE THAT'S ALREADY UNDERWAY FOR THEM, THAT MIGHT BE WORTH AN
4 OUTREACH, AND I COULD INTRODUCE YOU.

5

6 **LYSA HALE:** YEAH. THAT WOULD BE GREAT. I'M NOT SURE, LIKE I
7 SAID OUR FOCUS GROUPS ARE COMING UP IN TWO WEEKS BUT IN TERMS
8 OF OUR BROADER REACH WHEN WE GO OUT TO TELL PEOPLE ABOUT THE
9 PROGRAM I THINK THAT IT WOULD BE FABULOUS WE COULD CONNECT TO
10 THAT RESOURCE.

11

12 **ANNE OLIVIA ELDRED:** I'M REALLY EXCITED. GLAD THAT YOU'RE DOING
13 THIS AND THANK YOU FOR TAKING THE UNHOUSED POPULATIONS AND THE
14 HOUSING TRANSITIONAL POPULATION SO SERIOUSLY, IN THE WORK. SO.

15

16 **LYSA HALE:** THANK YOU FOR ALL OF YOUR HELP. WE REALLY
17 APPRECIATE T.

18

19 **VEDA FLOREZ, CHAIR:** RICH?

20

21 **RICHARD HEDGES:** YES. THANK YOU. I'LL MAKE AN OFFER. I MADE
22 BEFORE, AS I WOULD CONTACT MY LOCAL UNION PRESIDENT, WE HAVE
23 ABOUT 30,000 MEMBERS IN THE SERVICE INDUSTRY, LOW-INCOME, MANY
24 OF THEM IN ALAMEDA COUNTY OR COMMUTING TO ALAMEDA COUNTY. AND
25 ALSO, ON VEDA'S IDEA, IT'S A GOOD IDEA, BUT THAT ARE PRINTERS



July 9, 2021

1 I USE THAT I CAN DO DEMOGRAPHIC MAILING FOR YOU, NOT ONLY
2 THAT, YOU ALREADY HAVE DEMOGRAPHICS BUT YOU CAN CHOOSE THOSE
3 AREAS WHERE YOU WANT THEM TO MAIL, I DON'T KNOW IF THEY IT
4 WILL WORK WITH PG&E BUT IT'S POSSIBLE. ALSO WHEN THEY DO THOSE
5 MAILING, THEIR EQUIPMENT IS SO GOOD, THEY DO IT FOR ME -- THEY
6 GO THROUGH THE POST OFFICE DATABASE AND PICK UP ALL OF THE
7 FORWARDS OF MAILING TO MAIL THEM DIRECTLY TO THE PERSON
8 WITHOUT THEM HAVING BE FORWARDED, AND I GET ALMOST NO MAILING
9 BACK. AND I DO ELECTIONS FOR NON-PROFITS. I HAVE TO NOTICE THE
10 ELECTION IN THE BALLOT SO IT HAS TO BE UNDER LAW IT HAS TO BE
11 A PRETTY CLEAN LIST.

12

13 **LYSA HALE:** YEAH. I THINK THAT'S A GREAT THING FOR US TO
14 CONSIDER DOING.

15

16 **RICHARD HEDGES:** I CAN SET YOU UP, I HAVE ON THE CELL PHONE OF
17 A COUPLE OF THESE PRINTING COMPANIES IF YOU NEED IT.

18

19 **LYSA HALE:** IN TERMS OF YOUR SUGGESTION ABOUT ORGANIZED LABOR
20 BASED ON YOUR SUGGESTIONS WHEN WE CAME AND TALKED ABOUT THE
21 CLIPPER START PROGRAM WE HAVE BEEN ATTEMPTING TO WORK WITH THE
22 ALAMEDA COUNTY LABOR COUNCIL AS WELL AS LOCAL CONTACTS AT
23 SEIU, AND SO FAR WE HAVEN'T GOTTEN ANY RESPONSE FROM THEM.
24 THAT DOESN'T MEAN THAT WE WILL NOT KEEP TRYING TO WORK WITH
25 THEM, WITH THIS NEW FISCAL YEAR WE'RE STARTING A WHOLE RENEWED



July 9, 2021

1 PROCESS TO TRY TO REACH OUT TO UNIONS AND SPECIFICALLY LOW-
2 INCOME WAGE EARNERS. WE APPRECIATE YOUR SUGGESTION.

3

4 **RICHARD HEDGES:** I CAN CALL ON THAT. WE DOCKED AN E-MAIL, FOR
5 EXAMPLE.

6

7 **LYSA HALE:** I THINK THAT WOULD BE GREAT. I THINK THAT WOULD BE
8 GREAT. SO, MAYBE YOU AND I CAN CONNECT OFFLINE AND TALK ABOUT
9 THAT.

10

11 **RICHARD HEDGES:** [INDISCERNIBLE] HAS MY CELL PHONE NUMBER. IF
12 NOT -- [INDISCERNIBLE].

13

14 **LYSA HALE:** OKAY. I'LL WORK WITH KY-NAM.

15

16 **RICHARD HEDGES:** I'LL DO EVERYTHING I CAN TO WORK WITH YOU. NO
17 GUARANTEES. BUT I THINK WE CAN IMPROVE T.

18

19 **LYSA HALE:** WITH CLIPPER START WE CAN REUSE THOSE CONTACTS TO
20 PROMOTE THIS PILOT THAT WOULD BE OF INTEREST AND HELPFUL.

21

22 **RICHARD HEDGES:** PEOPLE MAKING FROM 18 TO 25 BUCKS AN HOUR.

23

24 **LYSA HALE:** RIGHT. YEAH.

25



July 9, 2021

1 **VEDA FLOREZ, CHAIR:** MICHAEL LOPEZ?

2

3 **MICHAEL LOPEZ:** YES. THANKS AGAIN FOR THE PRESENTATION. MOST OF
4 MY QUESTIONS HAVE BEEN ANSWERED, WHEN IT CAME TO THE QUESTIONS
5 THAT VEDA ASKED, BUT I HAVE ONE OTHER QUESTION AND THAT IS
6 ABOUT WHAT ARE THE BARRIERS TO APPLY?

7

8 **LYSA HALE:** WELL, WE DON'T KNOW THE ANSWERS TO THAT QUESTION
9 THAT'S WHY WE'RE GOING TO ASK DURING THESE FOCUS GROUPS.

10

11 **MICHAEL LOPEZ:** A PART-TIME UBER DRIVER, WOULD THAN SOMEBODY
12 WHO IS ELIGIBLE?

13

14 **LYSA HALE:** IF THEY MEET THEIR HOUSEHOLD INCOME REQUIREMENTS
15 THEN THEY WOULD BE ELIGIBLE FOR THE PROGRAM. BUT THAT'S -- SO
16 -- BUT IN TERMS OF YOUR QUESTION ABOUT BARRIERS, WE WANT TO
17 BETTER UNDERSTAND WHAT THE BARRIERS ARE. WHAT WOULD PREVENT
18 SOMEBODY FROM APPLYING FOR THE PROGRAM WE'LL BE TALKING ABOUT
19 THAT IN GREAT DETAIL IN THE FOCUS GROUPS.

20

21 **MICHAEL LOPEZ:** I THOUGHT THESE WERE BARRIERS THAT THE PROGRAM
22 HAD, BUT THESE ARE WHAT BARRIERS THE PEOPLE, THEMSELVES WOULD
23 HAVE FROM APPLYING?

24



July 9, 2021

1 **LYSA HALE:** YEAH. LIKE IF WE WERE TO REACH OUT TO YOU, AND YOU
2 DECIDED THAT YOU WE WANT APPLY OR SOMETHING, WHY WOULD YOU
3 MAKE THAT DECISION?

4

5 **VEDA FLOREZ, CHAIR:** WOULD YOU LIKE TO HEAR FROM A THOUSAND
6 PEOPLE? A HUNDRED PEOPLE? WHAT'S TOTAL TARGET AUDIENCE FOR
7 YOUR PROGRAM?

8

9 **LYSA HALE:** FOR THE FOCUS GROUPS, 8 TO 10 TOTAL FOR EACH FOCUS
10 GROUP.

11

12 **VEDA FLOREZ, CHAIR:** HOW MANY FOCUS GROUPS.

13

14 **LYSA HALE:** WE WILL BE DOING NINE FOCUS GROUPS IN ENGLISH,
15 SPANISH, AND CHINESE OF POTENTIAL PARTICIPANTS.

16

17 **VEDA FLOREZ, CHAIR:** OKAY. SO THAT WOULD BE ABOUT 100 PEOPLE,
18 THEN, ONCE YOU REACH OUT TO YOUR CBOS, AND THAT'S GOING TO
19 GIVE THE INFORMATION THAT YOU NEED TO BEGIN THE PROGRAM?

20

21 **LYSA HALE:** YEAH. IDEA IDEALLY, WE WOULD LIKE TO GET SOME
22 REPRESENTATION, THIS IS NOT A SURVEY SO IT'S NOT GOING TO BE A
23 CIVIC RESEARCH PROJECT THAT WE CAN SAY, NECESSARILY, COULD BE
24 REPLICATED AMONG OTHER PEOPLE. IT'S BASICALLY, IT'S A
25 QUALITATIVE TYPE OF RESEARCH THAT REALLY TRIES TO HELP US



July 9, 2021

1 UNDERSTAND THE DEEPER REASONS BEHIND THINGS. SO IF PEOPLE LIKE
2 THIS PROGRAM, WHAT IS IT THAT THEY LIKE ABOUT IT,
3 SPECIFICALLY? IF THEY HAVE A PROBLEM WITH ONE PARTICULAR
4 THING, FOR EXAMPLE, THE ELIGIBILITY REQUIREMENTS, THE
5 REQUIREMENTS TO PROVIDE CERTAIN KIND OF DOCUMENTATION, WE WANT
6 TO BETTER UNDERSTAND WHAT THOSE OBJECTIONS MIGHT BE AND THEN
7 WE CAN MAKE A DETERMINATION ABOUT WHETHER OR NOT WE FEED TO
8 CHANGE SOMETHING IN WHAT WE'RE PLANNING TO DO. THAT'S WHAT
9 WE'RE HOPING TO GET OUT OF THE FOCUS GROUPS.

10

11 **VEDA FLOREZ, CHAIR:** THAT'S VERY INTERESTING. I ALSO WANT TO
12 GIVE YOU ANOTHER IMMEDIATE OPPORTUNITY FOR OUTREACH AND THAT
13 WOULD BE TO OUR CITY GOVERNMENT. EACH OF THE CITIES SEND OUT
14 AN E BLAST TO THEIR COMMUNITIES. SO YOU COULD PUT A BLAST,
15 PREPARING A POSTING FOR THAT.

16

17 **LYSA HALE:** MTC DOES HAVE A GOOD E-MAIL LIST THAT WE CAN SEND
18 OUT TO AND ASK CITIES TO -- FOR THAT INFORMATION ON TO THEIR
19 RESIDENTS.

20

21 **VEDA FLOREZ, CHAIR:** BEST LUCK TO YOU. IT'S A VERY EXCITING
22 OPPORTUNITY FOR A LOW-INCOME COMMUNITY TO PARTICIPATE IN AN
23 OPPORTUNITY IN SOMETHING THEY MAY NOT BE ABLE TO AFFORD. WE
24 DON'T HAVE ANY WRITTEN QUESTIONS. DO WE HAVE ANY QUESTIONS
25 FROM OUR ATTENDEES.



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1

2 **KY-NAM MILLER:** WE DO NOT HAVE ANYONE WITH A RAISED HAND. WE'RE
3 GOOD.

4

5 **VEDA FLOREZ, CHAIR:** OKAY. I THINK WE'RE READY TO CLOSE THIS
6 ITEM.

7

8 **LYSA HALE:** THANK YOU. WE'LL LET YOU GO ON TO THE NEXT ITEM AND
9 THERESE.

10

11 **VEDA FLOREZ, CHAIR:** OKAY PIERCE, WHEN IS YOUR TEAM COMING BACK
12 TO TALK TO US?

13

14 **PIERCE GOULD:** I'M SURPRISED YOU HAVEN'T HAD ENOUGH OF US AFTER
15 TODAY. I WOULD SAY IN THE EARLY FALL.

16

17 **VEDA FLOREZ, CHAIR:** AUGUST, SEPTEMBER?

18

19 **PIERCE GOULD:** NOT AUGUST SEPTEMBER, PROBABLY SEPTEMBER
20 OCTOBER. I'LL HAVE TO LOOK AT THE SCHEDULE, BUT DON'T WORRY,
21 WE'LL BE BACK.

22

23 **ANNE OLIVIA ELDRED, VICE CHAIR:** IN THE INTERIM I'LL BE
24 BRINGING REPORTS BACK FROM THE MEETINGS BECAUSE I'M ON THAT
25 WORKING GROUP SO ANYTHING THAT WE'RE GOING TO SEE OR THAT WE



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1 DO SEE, I'LL BRING TO THIS BODY TO MAKE SURE THAT OUR
2 COLLECTIVE FEEDBACK GOES BACK TO THERE SO I CAN KEEP YOU
3 UPDATED IN BETWEEN THE OFFICIAL PRESENTATIONS FROM STAFF.

4

5 **VEDA FLOREZ, CHAIR:** FANTASTIC WE'LL HAVE THEM FOR THE NEXT
6 STANDING ITEM FOR MTC. ANNE O -- ANNE OLIVIA, I APPRECIATE THE
7 GREAT WORK. THANKS PIERCE AND LYSA. WE'LL MOVE TO THE NEXT
8 ITEM NUMBER FIVE ACTIVE TRANSPORTATION PLAN THERESE TRIVEDI,
9 AND CORINNE WINTER OF WINTER'S CONSULTANTS WHOLE FRONT THIS
10 ITEM THIS IS PRESENTED FOR YOUR INFORMATION AND NO ACTION IS
11 REQUIRED BY THE SUBCOMMITTEE.

12

13 **THERESE TRIVEDI.** I'M A CONSULTING MEMBER AND WILL BE PRESENT
14 **BE THE REGIONAL ACTIVE TRANSPORTATION PLAN. I AM THERESE**
15 **TRIVEDI, AN ASSISTANT PLANNING DIRECTOR MANAGING OUR MOBILITY**
16 **TEAM IN THE REGIONAL PLANNING PROGRAM. KARA OBERG IS THE**
17 **PROJECT MANAGER FOR THE AT PLAN SHE IS ON VACATION THIS WEEK.**
18 **SO I'M FILLING IN FOR HER. JUST AS A REMINDER THIS**
19 **TRANSPORTATION PLAN WILL HELP GUIDE POLICY IMPLEMENTATION FOR**
20 **ACTIVE TRANSPORTATION IN THE REGION. NEXT SLIDE, PLEASE.**
21 **BEFORE I GET INTO OUR AGENDA, I WOULD SAY YOU MAY RECALL THAT**
22 **KARA PRESENTED TO THE FULL POLICY ADVISORY COUNCIL EARLIER**
23 **THIS YEAR, I THINK, IN THE SPRING TIME WHEN WE KICKED OFF THE**
24 **PROJECT, SO TODAY WE'RE OFFERING THE SUBCOMMITTEE A PROJECT**
25 **UPDATE AND THEN FRANK IS GOING TO LEAD US IN AN EQUITY**



July 9, 2021

1 DISCUSSION, WHERE WE WILL BE SEEKING YOUR INPUT ON EQUITY
2 METRICS AS WELL AS ON THE DRAFT GOAL AND VISION OF THE PLAN
3 AND TARGETS OF COMPLETE STREETS AND UPDATE ON WHAT'S HAPPENING
4 WITH THE STAKEHOLDER ENGAGEMENT PLAN. FIRST IS THE STAKEHOLDER
5 ENGAGEMENT, WE ARE REALLY FOCUSED A LOT ON VARIOUS STAKEHOLDER
6 GROUPS AND INCLUDING OUR ACTIVE TRANSPORTATION WORKING GROUP,
7 WHICH I -- WE JUST PRESENTED TO THEM EARLIER THIS MONTH, OR
8 THE END OF LAST MONTH, AND A COUPLE OF MEMBERS OF THE
9 SUBCOMMITTEE WERE AT THAT DISCUSSION SO THEY HAVE HAD A
10 PREVIEW OF SOME OF WHAT I'M TALKING ABOUT TODAY. SO THAT IS --
11 SO WE'RE PRIMARILY FOCUSED ON ACTIVE TRANSPORTATION
12 STAKEHOLDERS IN THE REGION INCLUDING OUR CITIES, COUNTIES,
13 ADVOCATES, ADVOCACY GROUPS, SO THAT IS REALLY WHERE OUR FOCUS
14 IS. HOWEVER, WE'RE ALSO DOING SOME CBO OUTREACH, WHICH I WILL
15 GET TO LATER IN THE PRESENTATION. ONE OF THE KEY AREAS
16 INCLUDED IN THE SCOPE IS THE POLICY AND PROGRAM ANALYSIS.
17 WHERE WE WILL BE UPDATING MTC'S COMPLETE STREETS POLICY, WHICH
18 IS RESOLUTION 3765, AND THAT IS REALLY HOW THE AGENCY HAS
19 REALLY TRIED TO ENSURE THAT ACTIVE TRANSPORTATION IS
20 INCORPORATED INTO PROJECTS THAT ARE SEEKING REGIONAL FUNDING.
21 THERE IS ALSO GOING TO BE A FOCUS ON REGIONAL VISION ZERO, AS
22 WELL AS EQUITY. SO THOSE ARE SOME OF THE POLICY AND
23 PROGRAMMATIC ELEMENTS WE'LL BE FOCUSED ON. WE ARE ALSO GOING
24 TO BE IN THE PROCESS OF DEVELOPING A REGIONAL ACTIVE
25 TRANSPORTATION NETWORK. YOU SEE THE 2018 REGIONAL BIKE



July 9, 2021

1 NETWORK, WHICH WE WILL BE BUILDING OFF OF, BUT ALSO A LOT OF
2 THE COUNTIES AND CITIES HAVE UPDATED ACTIVE TRANSPORTATION
3 PLANS OF THEIR OWN, SO IT WILL BE FEEDING THAT INTO THIS
4 NETWORK DEVELOPMENT. WE WILL ALSO BE DEVELOPING A FIVE YEAR
5 IMPLEMENTATION PLAN WHICH WILL BE SORT OF MORE OF THE NEAR-
6 TERM ACTIONS THAT WE COULD ANTICIPATE COMING OUT OF THIS
7 EFFORT. AND THAT WILL BE SYNCED UP WITH THE PLANNED BAY AREA
8 2050, FIVE-YEAR IMPLEMENTATION PLAN. AND THEN FINALLY WE WILL
9 ALSO BE DOING A FUNDING ASSESSMENT TO BETTER UNDERSTAND THE
10 CONSTRAINTS AND OPPORTUNITIES RELATED TO FUNDING THE VARIOUS
11 ACTIVE TRANSPORTATION PROJECTS THAT WE WOULD ALL LIKE TO SEE
12 IMPLEMENTED AT THE LOCAL LEVEL. NEXT SLIDE, PLEASE. IN TERMS
13 OF THE TIMELINE THIS IS A REVIEW OF THE OVERALL PROCESS. IT
14 STARTS WITH A 15 MONTH PROCESS FROM START TO FINISH THE GREEN
15 AREA IS IN THE SPRING WHEN WE KICKED OFF THE PROJECT WE ARE
16 NOW IN THE DARKER BLUE AREA WHICH IS THE POLICY ANALYSIS AND
17 DATA ASSEMBLY, SO AGAIN THIS IS WHERE WE'RE REVIEWING POLICIES
18 THAT WILL HELP US TO INFORM THE COMPLETE STREETS POLICY UPDATE
19 AS WELL AS THE DATA THAT WE WILL NEED FOR THE NETWORK. THEN
20 MOVING INTO FALL AND WINTER THAT'S WHERE WE WILL BE DIVING
21 DEEPER INTO THE DEVELOPMENT OF THE NETWORK AS WELL AS
22 PRODUCING THE FIVE YEAR IMPLEMENTATION PLAN AND AT THE
23 BEGINNING OF THE YEAR FIRST HALF OF THE YEAR WE'LL HAVE THE
24 DRAFT AND THE FINAL ACTIVE TRANSPORTATION PLAN. NEXT SLIDE,
25 PLEASE. SO NOW HERE IS WHERE WE WOULD LIKE TO TURN IT OVER TO



July 9, 2021

1 **FRANK. FRANK FEEL FREE TO INTRODUCE YOURSELF AND THEN TAKE IT**
2 **AWAY ON THE EQUITY DISCUSSION.**

3

4 >>**FRANK PONCIANO:** THANK YOU, THERESE, AND MEMBERS OF THE
5 COMMITTEE AND PUBLIC. MY NAME IS FRANK, I AM AN EQUITABLE
6 ENGAGEMENT MANAGER AT WINTER CONSULTING. TODAY WE'RE GOING TO
7 BE HAVING A QUICK CONVERSATION ON RACIAL EQUITY AND PLANNING,
8 GENERALLY, BUT ALSO OBVIOUSLY FOCUSING ON WHAT IT MEANS FOR
9 CENTERING RACIAL EQUITY, AS IN REGARDS TO THE ACTIVE
10 TRANSPORTATION PLAN. WE'RE PLANNING FOR THE CONVERSATION TO BE
11 FIVE MINUTES TO TEN MINUTES. THERESE, FEEL FREE TO JUMP IN AT
12 ANY POINT. NOW, AS I MENTIONED, IT IS A SHORTENED
13 PRESENTATION, AND IT IS A SHORTENED PRESENTATION, THE SAME AS
14 WE HAVE MADE TWICE BEFORE. WE MADE AT THE FIRST TIME AT THE
15 PAC MEETING A LONGER VERSION OF IT AND WE FOLLOWED UP WITH A
16 PRESENTATION AT THE WORKING GROUP SOME OF YOU MAY HAVE ALREADY
17 SEEN IT, WHICH IS GOOD BECAUSE THE POINT IS FOR FOLKS TO
18 INTERNALIZE WHAT IT IS AND NOT JUST TAKE IT FOR THE WORK WE'RE
19 DOING AROUND ACTIVE TRANSPORTATION BUT BEYOND. WE BELIEVE
20 THOSE CONVERSATIONS YIELD SOME IMPORTANT INSIGHTS AND
21 HOPEFULLY THEY SERVE TO CENTER THIS IMPORTANT ISSUE, AND THIS
22 PURPOSE IN THE MINDS OF THE ATTENDEES. TODAY, WE'RE DOING A
23 LIGHT TOUCH ON A FEW KEY DEFINITIONS FOR STARTERS THEN WE WILL
24 TIE THOSE TO A BIT OF HISTORICAL CONTEXT AROUND PLANNING AND
25 POLICY. THEN WITH A COMMENT OR TWO WE'RE GOING TO BE TALKING



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1 ABOUT EQUITY METRICS AND WHAT THAT WILL LOOK LIKE AS REGARDS
2 TO THE VISION OF THE PLAN AND IN REGARD TO THE CONTEXT OF THIS
3 CONVERSATION. IF WE CAN MOVE ON TO THE NEXT SLIDE. WE SEE HERE
4 WE HAVE THREE PAIRS OF WORDS THAT RELATE TO EACH OTHER AND
5 THAT ARE VERY IMPORTANT IN FRAMING THE CONVERSATION THAT WE
6 HAVE BEEN HAVING IS THAT WE'RE GOING TO HAVE TODAY, AGAIN.
7 THESE ARE WORDS AND DEFINITIONS YOU PROBABLY ALREADY KNOW BUT
8 WE WANT TO BRING THEM UP SO WE ALL HAVE A COMMON UNDERSTANDING
9 IN THE CONTEXT OF THIS CONVERSATION. SO, I HOPE FOLKS WILL BE
10 WILLING TO WALK ALONG WITH ME. WHEN WE TALK ABOUT DIVERSITY,
11 JUST GETTING STARTED ON THE FIRST, WE WANT TO THINK ABOUT IT
12 IN THE CONTEXT OF WAYS IN WHICH WE DIFFER AND IN WHICH WAYS WE
13 INTERSECT. WHEN WE TALK ABOUT INCLUSION, WHICH IS THE SECOND
14 WORD IN THAT PAIR, WE'RE THINKING ABOUT HOW PEOPLE CAN FEEL A
15 SENSE OF BELONGING AND SUPPORT DESPITE THOSE DIFFERENCES. NOW
16 IT IS IMPORTANT TO KEEP IN MIND THAT A DIVERSE SPACE DOES NOT
17 NECESSARILY IMPLY AN INCLUSIVE SPACE AND I THINK THAT'S WORTH
18 REPEATING. DIVERSITY DOES NOT IMPLY INCLUSION. DIVERSITY IS A
19 NECESSARY AND POSITIVE FIRST STEP, BUT BY NO MEANS SHOULD IT
20 BE THE END GOAL AS WE'RE DOING OUR WORK HERE. I THINK IT COULD
21 BE STATED MOST SUCCINCTLY WITH THE STATEMENT I HEARD IN A
22 GROUP MEETING RECENTLY WHERE THEY TALKED ABOUT, YOU KNOW, IF
23 YOU DON'T INCLUDE, INTENTIONALLY, YOU EXCLUDE UNINTENTIONALLY.
24 AND THAT APPLIES TO SO MANY CONTEXT. IT CERTAINLY APPLIES TO
25 PUBLIC LIFE AND POLICY, WHICH IS THE WORK THAT WE'RE DOING



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1 HERE. NOW IF WE MOVE ON TO EQUITY, IN THE SECOND PAIR, WE SEE
2 THAT EQUITY, REALLY WHAT IT DOES IS IT ALLOCATES AND RESOURCES
3 IN ACCORDANCE TO ME IN ORDER TO OVERCOME SYSTEMATIC BARRIERS
4 AND ENSURE WHAT WE SEE IN THE MOMENT TO BE INEQUAL
5 OPPORTUNITY. NOW JUSTICE REMOVES THOSE BARRIERS ENTIRELY AND
6 PROVIDES IMPORTANT RESTITUTION FOR ANY HARM DONE. SO REALLY,
7 IT'S KIND OF THE SAME DYNAMIC HERE. RIGHT? THERE IS A SPACE
8 FOR EQUITY, IN ORDER TO OVERCOME HARMFUL AND ONEROUS SYSTEM IN
9 PLACE BUT JUSTICE SHOULD BE OUR GOAL AS WE LOOK TO REPLACE
10 CURRENT SYSTEMS ENTIRELY. NOW THIS PRESENTATION, SPECIFICALLY,
11 IS ABOUT RACIAL INEQUITY IN ACTIVE TRANSPORTATION POLICY. I
12 KNOW THERE IS MANY MORE CATEGORIES AND MANY MORE TYPES OF
13 EQUITY THAT WE SHOULD KEEP IN MIND, AND WE DEFINITELY SHOULD.
14 NOW WHEN WE MENTION RACE, WHICH IS THE THIRD -- THE FIRST WORD
15 OF THE THIRD SET, WE TALK ABOUT A SOCIAL CONSTRUCT BASED ON
16 SKIN COLOR, AND INFORM, THIS IS A SOCIAL CONSTRUCT UPON WHICH
17 WE HAVE BUILT AN ENTIRE SOCIETAL HIERARCHY THAT HAS BEEN
18 TOUGH. WHEN WE MENTION RACISM, WE ARE DISCUSSING A STRUCTURE
19 THAT BENEFITS WHITE PEOPLE OVER OTHER RACES IN A SYSTEMIC WAY.
20 MANY FOLKS LISTEN TO THAT AND ARE CONFUSED PREJUDICE IS OFTEN
21 CONFUSED WITH RACISM. IF A PERSON THAT'S PREJUDICE WITHOUT
22 SYSTEMIC SUPPORT HAS LIMITED IMPACT AND SHOULDN'T BE LOOPED IN
23 WITH A PERNICIOUS PROGRAM IN RACISM IN THROUGHOUT THE WORLD WE
24 TALK ABOUT HOW RACISM SHOWS UP IN OUR REGIONAL TRANSPORTATION
25 SYSTEMS AND POLICIES AND WE WENT HAVE TIME TO GET THROUGH ALL



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1 OF THIS TODAY I WANT YOU TO THINK ABOUT THIS OBVIOUSLY THIS IS
2 SOMETHING YOU WILL HAVE A MANNED IN MANAGING AND AS WE GIVE IT
3 A THOUGHT, YOU KNOW, WE'RE GOING TO DIVE DEEPER, JUST BRIEFLY
4 INTO SOME OF THE WAYS IN WHICH RACISM HAS SHOWN UP IN OUR
5 LOCAL AND NATIONAL POLICY, HISTORICALLY. MOVE ON TO THE NEXT
6 SLIDE. JUST RUNNING THROUGH THESE REAL QUICK, THIS IS A
7 CREATIVE WAY TO GO THROUGH A LIST OF PAST AND CURRENT EXAMPLES
8 OF RACISM IN OUR POLICY. NOW, UNFORTUNATELY, IT WASN'T TOO
9 HARD TO PUT TOGETHER. BUT AS WE LOOK THROUGH THEM I'LL JUST
10 READ THEM FOR US ALL TO BE ON THE SAME PAGE, WE CAN THINK
11 ABOUT THE FEDERAL HIGHWAYS ACT, URBAN RENEWAL AND SLUM
12 CLEARANCE, FHA LOANS AND REDLINING, POLICING IN THE JUDICIAL
13 SYSTEM, SEGREGATION THROUGH ZONING POLICY, SEGREGATION THROUGH
14 RESTRICTIVE COVENANTS, AND DETERIORATING NEIGHBORHOODS AND
15 INFRASTRUCTURE THAT HAS NOT BEEN TAKING CARE OF IN A LONG TIME
16 IN SPECIFIC PLACES WHERE PEOPLE OF COLOR LIVE. AND AS WE CAN
17 SEE, THESE POLICIES ARE NOT THAT OLD. THESE TOOK EFFECT, AND
18 MANY OF THEM IN THE MIDDLE OF THE 20TH INDUSTRY. AND
19 CERTAINLY, WE FEEL THE IMPACTS OF THEM TODAY. IN MORE WAYS
20 THAN ONE. THE ULTIMATE TAKE AWAY FROM THIS CONVERSATION IS
21 THAT, BECAUSE OUR POLICY HAS BEEN STEEPED IN RACISM FOR SO
22 LONG, THE SYSTEMS OF TODAY ARE NOT EQUITABLE, AND IN FACT ARE
23 HARMFUL TO MANY OF THE COMMUNITIES WE REFER TO AT MTC AS
24 EQUITY PRIORITY COMMUNITIES. NOW, YOU KNOW, WE WENT THROUGH
25 ALL OF THESE DIFFERENT POLICIES AND YOU MIGHT BE ASKING



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1 YOURSELVES, WHAT DOES THIS HAVE TO DO WITH ACTIVE
2 TRANSPORTATION. LOOK, THE FACT IS THAT IF YOU LOOK AT THINGS
3 LIKE SEGREGATION THROUGH ZONING POLICY, AND, YOU KNOW, WE HAVE
4 TO LOOK AT HOW THAT OVERLAPS WITH REALITY TODAY WE STILL HAVE
5 SEGREGATION IN MANY WAYS THROUGH ZONING POLICY BUT EVEN THAT
6 HAS EVOLVED IN SOME WAYS TO BECOME GENTRIFICATION AND
7 DISPLACEMENT, WHICH IS SOMETHING OBVIOUSLY WE'RE FEELING
8 INTENSELY HERE IN THE BAY AREA. NOW, YOU KNOW, THAT'S ONE
9 EXAMPLE AROUND HOW GOOD POLICY AROUND INFRASTRUCTURE IN THE
10 BAY AREA CAN BE BOGGED DOWN BY THE WEIGHT OF OUR HISTORY IN
11 TERMS OF GENTRIFICATION. YOU KNOW, AS WE ARE OUT THERE TALKING
12 TO COMMUNITIES OF COLOR, MANY SHARE ANXIETY AROUND THE
13 PROSPECT OF DISPLACEMENT GENTRIFICATION, WHEN THEY SEE NEW
14 BIKES LANES ARE BEING BROUGHT TO THEIR NEIGHBORHOODS. THE
15 QUESTION NEEDS TO BE HOW DOES THIS PLAN TAKE THIS ANXIETY INTO
16 ACCOUNT NOT ONLY ACKNOWLEDGING IT, BUT ALSO ADDRESSING IT TO
17 WHATEVER DEGREE MAY BE POSSIBLE. MUCH LIKE THE STATEMENT
18 AROUND INCLUDING INTENTIONALLY, THE POLICY MUST KEEP RACE
19 EQUITY IN MIND. THE ALTERNATIVE IS, EVEN IF NOT INTENDED, IT
20 WILL CONTRIBUTE TO RACE INEQUITY ALREADY IN PLACE IN OUR
21 SOCIETY. IF WE GO TO THE NEXT SLIDE, AND I BELIEVE THAT IS MY
22 LAST SLIDE. AS WE THINK ABOUT ACTIVE TRANSPORTATION, AND THE
23 ACTIVE TRANSPORTATION PLAN, I AM CURIOUS TO HEAR ANY REACTIONS
24 FROM THE COMMITTEE, FIRST OF ALL ABOUT WHAT WE DISCUSSED EVEN
25 IF I HEARD THIS A COUPLE OF TIMES BEFORE BUT I ALSO WANT TO



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1 INVITE TO YOU LET US KNOW WHAT ARE SOME WAYS WE CAN MEASURE
2 JUST HOW EQUITABLE THIS ACTIVE TRANSPORTATION PLAN IS ONCE IT
3 HAS BEEN BROUGHT TO BEAR BECAUSE THE NEXT TIME WE MEET DOWN
4 THE ALONG THE DISCUSSION WILL BE AROUND EQUITY METRICS WHICH
5 ADDRESS THE IMPACTS OF THE PLAN. LET US KNOW IN ONE COMMENT OR
6 TWO.

7

8 **THERESE TRIVEDI:** I WOULD ASK, THROUGH THE CHAIR, ARE WE ABLE
9 TO SPEND A FEW MINUTES? IT WOULD BE GREAT TO GET SOME INPUT
10 FROM THE COMMITTEE ON HOW WE MIGHT MEASURE EQUITY IN THE PLAN.

11

12 **VEDA FLOREZ, CHAIR:** THIS IS A VERY IMPORTANT TOPIC AND MANY OF
13 US HAVE VESTED INTEREST IN EQUITY ISSUES. I KNOW I DO WORK
14 WITH EQUITY ON A DAILY BASIS, AND I WOULD BE WILLING TO GIVE
15 US 15 MINUTES TO DISCUSS WHAT WE HAVE SEEN HERE. AND I'M
16 WONDERING IF OUR OTHER COMMITTEE MEMBERS WOULD BE WILLING TO
17 DO THAT AS WELL. SO, IF EVERYBODY WOULD GIVE ME A THUMB'S UP
18 IF WE'RE OKAY WITH THAT. IF YOU NEED TO LEAVE, YOU CAN GO
19 AHEAD AND PEEL OFF, AND WE'LL CATCH YOU UP WITH THE MEETS
20 NOTES. SO, THANK YOU VERY MUCH FOR THE PRESENTATION, FRANK,
21 AND I KNOW THAT I LOVE THAT COMMENT, INCLUDING INTENTIONALLY,
22 AND THAT'S WHAT THE LAST PRESENTATION WAS, INCLUDING
23 INTENTIONALLY. SO WE'LL GO HERD AND START OUR COUNCIL
24 COMMENTS, WITH FRANK, AND THEN RICK COATES. FRANK, GO AHEAD.

25



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1 **SPEAKER:** THERE MIGHT BE SOME CONFUSION. YOU'RE SPEAKING TO MR.
2 WELTE?

3

4 **VEDA FLOREZ, CHAIR:** THERE IS FRANK.

5

6 **FRANK WELTE:** ONE WAY OF ADDRESSING THE ISSUE OF EQUITY, IN
7 TERMS OF A TRANSIT PLAN IS MAKING SURE THAT THE TRANSIT PLAN
8 EMPHASIZES THE NEEDS OF FOLKS WHO ARE TRANSIT DEPENDENT.
9 BECAUSE TO A LARGE EXTENT, FOLKS IN DISADVANTAGED COMMUNITIES,
10 WHETHER THAT BE RACIAL OR ECONOMIC, OR OTHERWISE,
11 DISABILITIES, FOR EXAMPLE, ARE MORE TRANSIT DEPENDENT THAN
12 THOSE WHO ARE PRIVILEGED. AND BECAUSE OF THAT, TO THE EXTENT
13 THAT THE NEEDS OF THE TRANSIT DEPENDENT POPULATIONS ARE
14 PRIORITIZED OVER THE WEALTHY COMMUTERS, YOUR PLAN IS GOING TO
15 DO A MUCH BETTER JOB OF PROVIDING SUBSTANTIAL EQUITY IN ITS
16 OUTCOME. THAT'S THE FIRST THING I CAN THINK OF. THE SECOND
17 THING WOULD BE TO LOOK AT THE EXTENT TO WHICH THE RESOURCES
18 ARE TARGETED TOWARDS COMMUNITIES WITH PARTICULAR NEEDS. AND I
19 THINK THAT THIS EFFORT WORK WE'RE ELSEWHERE IN TERMS OF THE
20 EQUITY PRIORITY COMMUNITIES, I THINK, IS A VERY HELPFUL TOOL
21 TO GET THERE. ONE OTHER ISSUE I WANT TO BRING UP WHILE I'VE
22 GOT THE MICROPHONE IS I'M VERY GLAD THAT WE'RE HAVING THESE
23 ISSUES AROUND RACIAL EQUITY AND OTHER FORMS OF EQUITY, AS I
24 OFTEN FIND IN THESE DISCUSSIONS, I FIND THAT ISSUES OF
25 DISABILITY EQUITIES ARE GENERALLY PROVIDED MENTIONED AS AN



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1 AFTERTHOUGHT AND FRANK LITE DOCUMENT THEY READ COMING INTO
2 THIS MEETING MADE ME FEEL THAT THE SAME THING IS HAPPENING
3 HERE

4

5 **VEDA FLOREZ, CHAIR:** YOU CAN EXPAND ON THAT, FRANK? THAT'S A
6 GREAT COMMENT.

7

8 **FRANK WELTE:** YEAH. I THINK THAT, VERY OFTEN, WHAT I FIND IS
9 THAT, IT'S SORT OF -- PEOPLE WILL SAY IN THEIR PRESENTATIONS
10 OR DOCUMENTS A THROW AWAY LINE, WE'RE CONCERNED ABOUT
11 ACCESSIBILITY WE'RE FOLLOWING ACCESSIBILITY GUIDELINES, BUT
12 THERE'S NO CONCRETE, I CAN TELL IT'S JUST A CHECK BOX, LIKE,
13 DON'T WORRY WE'RE THINKING ABOUT IT AND FROM EXPERIENCE IF
14 THAT'S JUST A CHECK BOX IT'S NOT GOING TO BE SUCCESSFUL. THERE
15 NEEDS TO BE DEEP THOUGHT ABOUT THE IMPLICATIONS OF OUR PLANS
16 AND POLICY AROUND THE DISABILITY GROUP AND EVERY ASPECT OF
17 YOUR PLAN, WHETHER THAT'S PHYSICAL INFRASTRUCTURE, WHETHER
18 IT'S THE PROCEDURES THAT PEOPLE NEED TO GO THROUGH TO ACCESS
19 SERVICES, WHETHER IT'S THE COMMUNICATIONS VEHICLES THAT MAY OR
20 MAY NOT BE ACCESSIBLE TO PEOPLE WITH DIFFERENT KINDS OF
21 DISABILITIES. THE POINT IS IT CAN'T JUST BE A CHECK BOX THAT
22 SAID WE TOOK CARE OF THE DISABILITY PIECE IT'S SOMETHING THAT
23 HAS TO BE IN EVERY STEP FROM BEGINNING TO END AND THAT SHOULD
24 BE REFLECTED IN THE INFORMATION THAT'S PROVIDED IN THE KIND OF
25 REPORTS THAT WE RECEIVE, AND FRANKLY I'M NOT SEEING THAT.



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1

2 **VEDA FLOREZ, CHAIR:** THANK YOU, FRANK. I APPRECIATE THE EXTRA
3 COMMENTS. RICK COATES, WOULD YOU LIKE TO GO AHEAD? FRANK, DO
4 YOU HAVE ANY COMMENTS?

5

6 **FRANK PONCIANO:** IT'S SPOT ON I'M TAKING NOTES AND IT'S
7 DEFINITELY SOMETHING WE NEED TO BRING BACK TO THE EQUITY
8 METRICS CONVERSATION TO SEE WHAT'S MISSING AND TO BE ADDED
9 WHEN THE COUNCIL GETS TO HEAR.

10

11 **VEDA FLOREZ, CHAIR:** RICK?

12

13 **RICK COATES:** YOU BROUGHT UP THE ISSUE OF GENTRIFICATION AND TO
14 ME IT PRESENTS A QUANDARY, OF OFTENTIMES THE REASONS THAT
15 CERTAIN NEIGHBORHOODS ARE AFFORDABLE FOR LOW-INCOME FOLKS IS
16 SIMPLY BECAUSE THEY'RE LESS DESIRABLE. THAT IS TO SAY THE
17 INFRASTRUCTURE HAS BEEN ALLOWED TO RUN DOWN. PEOPLE FEEL THAT
18 IN THE NEIGHBORHOOD, AND THEY MOVE OUT. AND SO THE PRICES GO
19 DOWN, AND NOW IT'S AFFORDABLE FOR LOW-INCOME FOLKS. AND YET
20 THERE IS NO EQUITY THERE. IF WE'RE TALKING ABOUT ACTIVE
21 TRANSPORTATION, ONE OF THE THINGS I SEE IN DISADVANTAGED
22 NEIGHBORHOODS IS THE COMPLETE LACK OF CONNECTIVITY TO TRANSIT.
23 AND ACTIVE TRANSPORTATION COULD BE THAT CONNECTION. BUT THE
24 MOMENT, AS YOU POINTED OUT, YOU PUT IN A PATHWAY, ACTIVE
25 TRANSPORTATION PATHWAY, NOW THAT THE NEIGHBORHOOD BECOMES MORE



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1 DESIRABLE, AND IT LEADS TO GENTRIFICATION. SO IT'S A REAL
2 CONUNDRUM, I SEE, OF -- AND I'M NOT SURE IT'S SO MUCH
3 INTENTIONAL AS IT IS AN ECONOMIC EFFECT. WHAT I WOULD LIKE TO
4 SEE IS PEOPLE WHO LIVE THERE, ENABLED TO STAY THERE, WITH A
5 SUFFICIENT INCOME. IN OTHER WORDS, WE NEED TO FIND WAYS OF
6 INCREASING THEIR INCOME, OR LOWERING THEIR EXPENSES SO THAT
7 THEY CAN STAY THERE, AND WE NEED TO PROVIDE SERVICES JUST LIKE
8 WE DO IN THE WEALTHY NEIGHBORHOODS. SO, I WOULD LIKE TO SEE
9 MORE BIKE TRAILS, FOR EXAMPLE, BUT I WANT TO SEE THEM
10 CONNECTED. BECAUSE I THINK CONNECTIVITY IS A REAL ISSUE IN
11 TERMS OF WHAT FRANK WAS SAYING, FRANK WELTE WAS SAYING, FOR
12 THE DISABLED, BUT IT'S ALSO AN ISSUE FOR THOSE NEIGHBORHOODS
13 THAT WANT TO USE TRANSIT BUT IT'S VERY DIFFICULT TO GET THERE.
14 AND THEY DON'T HAVE A LOT OF A LOT OF EXTRA INCOME TO SPEND ON
15 AN AUTOMOBILE. THAT'S ONE COMMENT. ALSO, I'M WONDERING IF THAT
16 CONNECTIVITY ISSUE IS SOMEHOW INCLUDED IN COMPLETE STREETS?
17 DOES IT EVEN ADDRESS THAT ISSUE? ALSO, I'M CONCERNED THAT
18 THERE IS A SAFETY ISSUE. A LOT OF THE EFFORTS I SEE AT PUTTING
19 IN BIKE LANES, PARTICULARLY IN LOW-INCOME NEIGHBORHOODS,
20 DISADVANTAGED NEIGHBORHOODS, SEEM TO BE JUST PAINT ON THE
21 ROAD. WHICH I DON'T THINK CONTRIBUTES TO SAFETY AT ALL. IF
22 ANYTHING, I THINK IT'S THE REVERSE. I WOULD LIKE TO SEE
23 PROTECTED BIKE LANES. I'M WONDERING IF THAT'S PART OF VISION
24 ZERO. IS THAT INCLUDED SOME WAY IN VISION ZERO? IS THAT ENOUGH
25 QUESTIONS YET?



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1

2 **VEDA FLOREZ, CHAIR:** ANY COMMENTS, FRANK? OR THERESE?

3

4 **FRANK PONCIANO:** I WANT TO, YOU KNOW, DEFINITELY ACKNOWLEDGE
5 YOUR COMMENTS AROUND THE QUANDARY THAT IS GENTRIFICATION.
6 BECAUSE OF INFRASTRUCTURE UPGRADE, WHICH, YOU KNOW, ACTIVE
7 TRANSPORTATION INFRASTRUCTURE WOULD BE JUST THAT. YOU KNOW,
8 THE FACT IS THAT YOU'RE SPOT ON WHEN YOU TALK ABOUT, YOU KNOW,
9 LOOKING FOR WAYS -- AND I KNOW AT BEST MTC IS ONLY
10 TANGENTIALLY ABLE TO WORK ON HOUSING POLICY SO THAT FOLKS ARE
11 ABLE TO STAY PUT, BUT THERE ARE SOLUTIONS THAT LOCAL
12 GOVERNMENTS CAN BE INCENTIVIZED TO PUSH, THINKING ABOUT JUST
13 HOUSE THINGS LIKE THAT, RIGHT, AND JUST WANTING TO SEE A
14 MEASURE HOW FOLKS ARE ABLE TO STAY IN THEIR HOMES EVEN IF THE
15 NEIGHBORHOOD BECOMES MORE AND MORE DESIRABLE, SO TO PEEK,
16 RIGHT? SO THAT IS WHAT WE ARE WRESTLING WITH AS WE MOVE
17 FORWARD WITH THIS PLAN, HOW CAN GENTRIFICATION BE MITIGATED?
18 AND I'M GOING LEAVE THE OTHER QUESTIONS TO THERESE FOR HER TO
19 COMMENT O.

20

21 **THERESE TRIVEDI:** I APPRECIATE ALL THE FEEDBACK. I'M NOT SURE I
22 CAN ANSWER EVERYTHING TODAY. THIS IS ALL FEEDBACK. WE'RE AT
23 THE BEGINNING OF THE PROCESS THIS, IS THE TIME TO HEAR IT. AND
24 I SEE THAT THERE ARE OTHER FOLKS WITH THEIR HANDS UP, I'LL TRY
25 TO ADDRESS THINGS HERE AND THERE ARE A FEW MORE THINGS IN THE



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1 SLIDES TO COVER WE CAN CAPTURE THINGS THAT WE MISS SAID. THERE
2 IS A CONNECTIVITY ISSUE FIRST AND LAST MILE THAT'S A HUGE ROLE
3 THAT ACTIVE TRANSPORTATION PLAYS IN THE REGION AND CONNECTING
4 TRANSIT AND MANY OTHER THINGS THAT'S DEFINITELY PART OF WHAT
5 WE'RE LOOKING AT IN TERMS OF GENTRIFICATION, IT'S CHALLENGING,
6 ANTI-DISPLACEMENT, THROUGH THE PLAN, MAKE SURE WE'RE WEAVING
7 THAT INTO THE FINAL PLAN IS IMPORTANT. FINALLY ON THE SAFETY
8 NOTE, WE'RE HAVE STAFF WHO ARE WORKING ON VISION ZERO, I DON'T
9 KNOW, MAYBE THE FULL ADVISORY COUNCIL POLICY ADVISORY COUNCIL
10 HAS SEEN A PRESENTATION ON THAT. BUT WE ARE, AGAIN, THAT'S
11 ANOTHER INITIATIVE WITHIN MTC, AND WE ARE ACTIVELY ENGAGING
12 WITH THAT STAFF AND IN FACT, FRANK HAD MENTIONED OUR TECHNICAL
13 ADVISORY COMMITTEE. SO WE HAVE OTHER FOLKS FROM MTC WITH
14 RELEVANT INTERSECTION WITH ACTIVE TRANSPORTATION
15 PARTICIPATING. SO WE CAN CONNECT THOSE DOTS AND MAKE SURE
16 WE'RE DOING THE BEST WE CAN TO CONNECT EVERYTHING.

17

18 **VEDA FLOREZ, CHAIR:** THANK YOU. I APPRECIATE THOSE COMMENTS,
19 AND I WANT TO LIFT UP SOMETHING RICK SAID IS THERE IS AN
20 INTERGENERATIONAL FEAR FOR LOW-INCOME COMMUNITIES WHEN
21 IMPROVEMENTS COME INTO THE SPHERE OF GENTRIFICATION THERE IS
22 GOING TO BE OPPORTUNITY FOR US TO GROUP TOGETHER TO CONNECT
23 WITH OTHER ORGANIZATIONS NON-PROFITS AN OPPORTUNITY AND SENSE
24 OF COMFORT WE'RE CONSIDERING THIS COMMUNITY FOR THE BETTERMENT
25 OF THE COMMUNITY. I'M GOING TO MOVE TO TERRY.



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1

2 **TERRY SCOTT:** THANK YOU. MUCH OF THE DISCUSSION SO FAR INVOLVES
3 THE CONNECTIVITY OF THINGS LIKE HOUSING WITH TRANSPORTATION
4 AND I THINK THAT EACH COMMUNITY, GEOGRAPHIC COMMUNITY WITHIN
5 THE BAY AREA HAS DIFFERENT COMBINATIONS OF NEEDS. AND BETTER
6 OR WORSE SITUATIONS OF CONNECTIVITY BETWEEN BOTH THE
7 TRANSPORTATION AND AFFORDABLE HOUSING, AS WELL AS, YOU KNOW,
8 GENTRIFICATION, IF YOU WILL. EACH COMMUNITY HAS A DIFFERENT
9 PERSPECTIVE AND DIFFERENT GROUP OF ISSUES, AND HERE IN NAPA,
10 WE'RE KIND OF AN OUTLIER, BUT WE HAVE -- WE HAVE A LARGELY
11 RURAL COMMUNITY WITH, YOU KNOW, WITH FIVE SMALL CITIES, IF YOU
12 WILL, AND AT THE SAME TIME, WE'RE ABOUT, CLOSE TO HALF OF OUR
13 COMMUNITY IS LATINO IN NATURE. AND THE -- WE ALSO HAVE AN
14 ASIAN COMMUNITY, AND I REPRESENT THE SENIORS, AND THERE ARE A
15 LOT OF SENIORS HERE. AND ONE OF THE THINGS THAT WE'RE SEEING
16 IS THAT THE COST OF HOUSING HAVE CHANGED SIGNIFICANTLY, AND
17 GONE UP DRAMATICALLY, AND NOT JUST IN COUNTER, BUT IN MANY OF
18 THE NINE COUNTIES IN THE BAY AREA. AND WE HAVE OUR WORKFORCE
19 LARGELY LIVES OUTSIDE OF COUNTER. SO THEY DON'T HAVE THAT
20 CONNECTIVITY THAT WE NEED AND THAT WE SHOULD HAVE. WE HAVE
21 OVER 25,000 CARS A DAY COMMUTING INTO NAPA COUNTY. THAT
22 DOESN'T SOUND -- THAT MAY NOT SOUND LIKE A LOT, BUT WHEN YOUR
23 POPULATION IS ONLY A LITTLE LESS THAN 140,000 PEOPLE THAT
24 MEANS THAT 20% OF YOUR DAILY POPULATION COMMUTES IN AND
25 COMMUTES OUT EVERY DAY. AND THEY'RE DOING THAT THROUGH BASIC



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1 LIKELY ONE HIGHWAY 12 THAT CONNECTS HIGHWAY 29 TO 880. AND
2 FORTUNATELY THIS HIGHWAY IS UNDERGOING SOME SIGNIFICANT
3 IMPROVEMENTS AND BUILD-OUT RIGHT NOW THAT WOULD DOUBLE THE
4 CAPACITY OF LANES MOVING BOTH EAST AND WEST. 280 AND AWAY FROM
5 80 TOWARDS THE COUNTY HERE. BUT, IT'S DIFFICULT. ONE OF THE
6 ISSUES AND ONE OF THE CHALLENGES THAT WE FACE, AS MANY OF THE
7 OTHER COMMUNITIES DO, IS AFFORDABLE HOUSING. AND WE COULDN'T
8 DO AFFORDABLE HOUSING IN THE UNINCORPORATED AREAS BECAUSE OF
9 THINGS LIKE THE AG PRESERVE. YOU KNOW? AND, BASICALLY LONG-
10 TERM DECISIONS MADE TO KEEP THIS A RURAL AND AN AGRICULTURAL
11 COMMUNITY. BUT THAT PLACES PRESSURES ON THE INDIVIDUAL CITIES
12 AND TOWNS HERE TO EXPAND WITHIN THEIR FOOTPRINTS. AND THEY
13 CAN'T REALLY GET TOO FAR OUT OF IT BECAUSE THEN THEY RUN INTO
14 THE AG PRESERVE ISSUES. AND SO -- AND THEN THIS IS UNIQUE TO
15 THIS PARTICULAR AREA. AND I DON'T KNOW -- AND I WOULD BE
16 INTERESTED IN HEARING IF ANY OF YOU HAVE EXPRESSED OR HAVE
17 EXPERIENCED THAT IN THE OTHER COUNTIES. I KNOW, AT ONE POINT
18 SANTA CLARA WAS A LARGELY AGRICULTURAL COUNTY. CLEARLY, NOT
19 THE CASE ANYMORE. THAT BRINGS WITH IT A WHOLE LOT OF ISSUES
20 AND CHALLENGES. WE ARE FACING THOSE AS WELL. AND WHEN WE GO
21 NORTH OF THE CITY OF NAPA, THE UPPER HALF OF NAPA COUNTY, 25%
22 OF THE HOMES ARE SECOND AND THIRD AND FOURTH HOMES, FROM SAN
23 FRANCISCO, FROM MARIN, FROM OTHER COMMUNITIES, AND THEY'RE
24 LARGELY OCCUPIED.

25



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1 **VEDA FLOREZ, CHAIR:** TERRY, OUT OF RESPECT, I'M GOING TO ASK TO
2 YOU WRAP UP. WE'RE RUNNING LATE.

3

4 **TERRY SCOTT:** I UNDERSTAND. THERE ARE OTHER CHALLENGES LIKE
5 THAT, AND IF OTHER COMMUNITIES HAVE ADDRESSED THEM AND DEALT
6 WITH THEM? AND IF SO, HOW?

7

8 **VEDA FLOREZ, CHAIR:** FRANK OR THERESE CAN YOU ANSWER THAT?
9 NOTHING FROM YOUR PERSPECTIVE?

10

11 **THERESE TRIVEDI:** I THINK THAT THERE ARE CHALLENGES IN THE MORE
12 RURAL AREAS OF THE REGION TO CONNECT, ESPECIALLY WITH ACTIVE
13 TRANSPORTATION, SO I THINK THAT IS SHARED THROUGHOUT. AND
14 THERE ARE DIFFERENTLY CLASSES OF BIKE LANES, AND I KNOW THAT
15 THAT IS PART OF WHAT WE'RE LOOKING AT. I DON'T KNOW THEY HAVE
16 MUCH MORE TO OFFER IN SPECIFICS AT THIS TIME, BUT THAT, YOU
17 KNOW, IT'S A VERY DIVERSE REGION. AND SO WE DO HAVE TO TAKE
18 INTO CONSIDERATION ALL OF THE NEEDS IN THE REGION.

19

20 **VEDA FLOREZ, CHAIR:** THANK YOU VERY MUCH. RICH HEDGES?

21

22 **RICHARD HEDGES:** YES. THANK YOU. I WANT TO TAKE OFF TO
23 SOMETHING THAT RICK MENTIONED. AND I THINK EQUITY BEGINS -- IT
24 DOESN'T END WITH IT -- BUT IT BEGINS WITH SAFETY AND ACTIVE
25 TRANSPORTATION. AND SAFETY NEEDS TO EXTEND TO ALL



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1 NEIGHBORHOODS. I WAS FORTUNATE ENOUGH TO BE CHOSEN TO BE ON A
2 2003 GRAND JURY IN SAN MATEO COUNTY, AND THERESE AND I LIVE IN
3 THE SAME COMMUNITY, HOPEFULLY SHE'LL AGREE WITH SOME OF THE
4 THINGS I'M GOING TO SAY, AND, SO WE DID A STUDY ON BIKE AND
5 PED FOR THE COUNTY AND THE ATTITUDES OF THE ELECTED'S, AND WE
6 HAD A LOT OF ELECTED'S COME BEFORE US FRANKLY I DON'T THINK IT
7 WAS ONE THAT DIDN'T CONSIDER THEY HAD ALL THE BIKE LANES AND
8 NEED ALL THE ONES AND POINTED OUT WITH RECREATIONAL WERE USED
9 BY UPPER AND MIDDLE CLASS PEOPLE AND WHEN WE PUT IT ON LOW-
10 INCOME PEOPLE TRYING TO COMMUTE DANGEROUS STREETS TO JOBS THEY
11 DIDN'T SEEM TO UNDERSTAND THAT AND THAT BEGAN TO CHANGE NOT
12 LONG AFTER AND ONE OF THE FIRST CHANGE WAS IN THE ATTITUDE OF
13 THE BUSINESS COMMUNITY THE DOWNTOWN ASSOCIATION REPRESENTATIVE
14 ACTUALLY STATED SOMETHING THEY OPPOSED FOR YEARS, CHANGING ONE
15 WAY STREETS THROUGH DOWNTOWN, IF THERE WOULD BE SAFE BIKE
16 LANES AND WHEN ASKED WHY, IT WAS TO GET THE PEOPLE THAT WERE
17 NOT AUTOMOBILE OWNERS TO AND FROM WORK SAFELY. SO WE HAVE
18 DONE, MAINLY BECAUSE OUR COUNTY NOW HAS ALMOST \$8 MILLION A
19 YEAR, FOR ACTIVE TRANSPORTATION, ESPECIALLY BIKE AND PED
20 ISSUES, TO RECTIFY THAT. BUT WE HAVE A LONG WAYS TO GO. BUT I
21 AM SEEING, AT LEAST IN SAFETY, SOME BEGINNING OF EQUITY. THE
22 OTHER ISSUES, I SERVE ON THE HOUSING AND COMMUNITY DEVELOPMENT
23 COMMITTEE WITH THE COUNTY, WE HAVE ABOUT \$60 MILLION FOR BELOW
24 MARKET RATE HOUSING THAT WE'RE TRYING TO OBVIOUSLY TRYING TO
25 FIND PROPER PROGRAMS FOR TO TRY TO BRING MORE EQUITY TO OUR



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1 VERY EXPENSIVE COMMUNITIES TO LIVE N BUT, AGAIN, BEGINNING AT
2 LEAST WITH SAFETY, WE HAVE TO MAKE THESE, FOR ACTIVE
3 TRANSPORTATION SAFE. I RIDE MY BIKE ALL THE TIME AND AS AN
4 OLDER CITIZEN MY ISSUE WITH EQUITY IS SAFETY. I GO DOWN ONE
5 TIME ON A BICYCLE, IT MIGHT BE THE END OF MY ACTIVITIES. THANK
6 YOU.

7

8 **VEDA FLOREZ, CHAIR:** THANK YOU VERY MUCH. AND I WOULD LIKE TO
9 MAKE A COUPLE OF COMMENTS, BEING FROM THE LATINX COMMUNITY WHO
10 RELIED ON THE PUBLIC TRANSPORTATION. HERE IN MY COUNTY, IN
11 MARIN COUNTY, IT WAS VERY DIFFICULT. IT WAS VERY DIFFICULT TO
12 RIDE A BIKE AND I'M A BIG ADVOCATE FOR PROTECTED BIKE LANES,
13 AND I'M REALLY SURPRISED THAT MY COUNTY IS CONTINUING TO PUT
14 IN REGULAR STYLE BIKE LANES. PROTECTED BIKE LANES, IT MAKES
15 SUCH A BIG IMPACT NOT ONLY FOR CYCLISTS, BUT ALSO FOR
16 PEDESTRIAN, AND THOSE IN A WHEELCHAIR. IT'S EASIER TO ROLL ON
17 A BIKE PATH RATHER THAN A -- RATHER THAN A SIDEWALK. SO THERE
18 IS REALLY SOME GREAT OPPORTUNITIES THERE. IF WE COULD REALLY
19 ADVOCATE FOR THE SAFETY OF OUR COMMUNITY THROUGH PROTECTED
20 BIKE LANES. IF YOU COULD GO COUNTY BY COUNTY WITH
21 TRANSPORTATION, TALKING TO TRANSPORTATION ORGANIZATIONS, SUCH
22 AS TRANSPORTATION AUTHORITY OF MARIN, AND DISCUSSING THE
23 IMPORTANCE OF PROTECTED BIKE LANES, HOW IT COULD SAVE OUR KIDS
24 AND SAVE THOSE IN A WHEELCHAIR. NOW, MOVING ON. I DID WANT TO
25 LET YOU KNOW THAT IF YOU RELY ON PUBLIC TRANSPORTATION, IF YOU



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1 ARE WALKING AND BIKING FOR WORK, FOR TRANSPORTATION TO AND
2 FROM WORK, YOU ARE LESS LIKELY TO GO OUT HIKING, AND YOU'RE
3 LESS LIKELY TO GO OUT ON A BIKE TRIP FOR ACTIVITY. BECAUSE
4 THAT'S WHAT YOU'RE RELYING ON. YOU'RE DOING IT EVERY DAY FOR
5 WORK, SO WHY WOULD YOU DO IT ON YOUR DAYS OFF. DOES THAT MAKE
6 SENSE? I ALSO WANTED TO ADDRESS ANOTHER ISSUE, AND THAT'S THE
7 WORD AROUND RACE. SO THIS PROGRAM IS SPECIFICALLY AROUND RACE
8 RELATIONS. AND RACE IS KIND OF AN INTERESTING THING. ALTHOUGH
9 I'M LATINX, MY CULTURAL HERITAGE IS FROM A LATIN AMERICAN
10 COUNTRY, BUT ON PUBLIC DOCUMENTS, I'M CONSIDERED, RACE, MY
11 RACE IS WHITE. SO WHEN YOU TALK ABOUT RACE, IT'S SORT OF A
12 DIFFERENT BALLPARK. WE HAVE TO TALK ABOUT CULTURAL HERITAGE,
13 AND CULTURAL HERITAGE IS WHAT WILL UNITE US. WE USE THE TERM
14 RACISM, AND RACE, BUT RACISM, YOU KNOW, THERE IS DIFFERENT
15 OPPORTUNITIES FOR US TO EXPAND OUR VOCABULARY. AND I WANTED TO
16 DRAW YOU BACK TO YOUR SLIDE WITH THE PEOPLE STANDING ON THE
17 BOXES, AS WELL AS LOOKING THROUGH THE FENCE LINE. THOSE
18 LOOKING THROUGH THE FENCE LINE, THAT'S NOT AN EQUITABLE IMAGE.
19 BECAUSE THE PERSON IN THE YELLOW SHIRT HAS TO LOOK THROUGH THE
20 FENCE. SO THERE IS NO CLEAR EQUITY THERE. THERE IS OBSCURE
21 EQUITY. BUT IT'S NOT CLEAR EQUITY. SO UNLESS WE CAN BE VERY
22 CLEAR AND SPECIFIC ON OUR IMAGERY, AND ON OUR CONVERSATION, I
23 THINK WE'RE STILL GOING TO HAVE SOME ISSUES ALONG THE WAY. SO
24 WE STILL HAVE TO CONSIDER THE DEFINITION AND LOOK A LITTLE BIT
25 CLOSER. I APPRECIATE THE WORK THAT YOU HAVE DONE, BUT I THINK



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1 THERE IS STILL MORE WORK THAT NEEDS TO BE MOVED FORWARD. AND I
2 APPRECIATE THE EXTRA TIME THAT EVERYBODY HAS GIVEN US TODAY.
3 AND I WONDER IF THERE ARE ANY FURTHER COMMENTS FROM THE
4 COUNCIL MEMBERS?

5

6 **THERESE TRIVEDI:** CHAIR FLOREZ, THERE WERE A FEW MORE SLIDES TO
7 COVER. I CAN JUST --

8

9 **VEDA FLOREZ, CHAIR:** OH.

10

11 **THERESE TRIVEDI:** WE KIND OF STOPPED HERE TO HAVE A BROADER
12 EQUITY DISCUSSION. WOULD YOU MIND IF WE JUST WRAPPED UP A FEW
13 OF THE SLIDES QUICKLY?

14

15 **VEDA FLOREZ, CHAIR:** NO. I THINK THAT'S A GREAT IDEA AND I AM
16 SURE COUNCIL MEMBERS WOULD NOT MIND BECAUSE THIS IS A VERY
17 IMPORTANT ISSUE. THE ACTIVE TRANSPORTATION PLAN IS TRYING TO
18 RELATE TO PLANNED BAY AREA 2050 BUILDING OFF OF THE VISION AS
19 WELL AS GUIDING PRINCIPLES THE VISION FOR PLANNED BAY AREA
20 2050 TO ENSURE BY 2050 THAT THE BAY AREA IS SUPPORTIVE
21 CONNECTED DIVERSE AND CONNECTED TO ALL ENSURING A VIBRANT AND
22 HEALTHY CONNECTION. WE WANT TO GET YOUR PERSPECTIVE ON THE
23 ACTIVE TRANSPORTATION VISION AND MISSION STATEMENT BUT I WILL
24 SAY THAT KARA WILL BE BACK NEXT WEEK AND SHE'LL BE DOING A
25 SIMILAR PRESENTATION TO THE FULL POLICY ADVISORY COUNCIL.



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1

2 **THERESE TRIVEDI:** SO WE DON'T HAVE TO GET EVERYONE'S FINAL
3 THOUGHTS TODAY BECAUSE YOU WILL HAVE ANOTHER CHANCE NEXT WEEK
4 TO TALK ABOUT THE SAME THING BUT WE ARE LOOKING TO GET YOUR
5 PERSPECTIVE ON THE DRAFT VISION AS WELL AS THE MISSION
6 STATEMENT. AND I WILL SAY THAT WE HAVE PRESENTED THIS TO BOTH
7 THE TECHNICAL ADVISORY COUNCIL -- OR THE COMMITTEE, AND THE
8 ACTIVE TRANSPORTATION WORKING GROUP. AND WE HAVE MADE SOME
9 REFINEMENTS, AND ALSO SIMILAR TO THINGS THAT WE HAVE HEARD
10 HERE. SO HOPEFULLY YOU CAN TAKE A LOOK AND SEE IF YOU HAVE ANY
11 IMMEDIATE COMMENTS WE WOULD LOVE TO SPEND A MINUTE OR TWO TO
12 GET YOUR FEEDBACK.

13

14 **VEDA FLOREZ, CHAIR:** IS THAT THE LAST SLIDE?

15

16 **THERESE TRIVEDI:** LET'S SEE. I HAVE ONE MORE SLIDE. DO YOU
17 WANT ME TO MOVE ON?

18

19 **VEDA FLOREZ, CHAIR:** YEAH. WOULD YOU LIKE? I DON'T SEE ANY HAND
20 RAISED. TAKE YOUR LAST SLIDE THEN WE'LL OPEN IT UP.

21

22 **THERESE TRIVEDI:** NEXT SLIDE PLEASE. THIS SLIDE IS FOCUSED ON
23 THE STAKEHOLDER ENGAGEMENT. I DID WANT -- THESE CBOS THAT YOU
24 SEE HERE ARE ON MTC'S CBO BENCH THAT WE ALREADY HAVE CONTRACTS
25 WITH, THIS WE UTILIZED FOR OUR PLANNED BAY AREA 2050 OUTREACH,



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1 SO WE WANTED TO REACH OUT TO THEM AND HAVE THEM PROVIDE
2 SPECIFIC FEEDBACK ON THE AT PLAN ESPECIALLY SINCE THEY HAVE
3 THE PERSPECTIVE OF PLANNED BAY AREA 2050. SO FIVE OF THOSE SIX
4 HERE HAVE THE CAPACITY TO WORK WITH US ON THE AT PLAN. SO I
5 WILL SAY THAT THE FEEDBACK THAT YOU HAVE GIVEN US ON EQUITY, I
6 THINK WE IS MAYBE WEAVE INTO THE ENGAGEMENT THAT WE ARE ABOUT
7 TO EMBARK ON WITH THE CBO THE, AND OUR KICKOFF IS NEXT WEEK.
8 SO WE WILL BE ABLE TO TALK ABOUT THE GENTRIFICATION ISSUES,
9 AND I ALSO WANT TO POINT OUT THE COMMUNITY RESOURCES FOR
10 INDEPENDENT LIVING AND AGAIN, THE DISABILITY ACCESSIBILITY
11 QUESTIONS, I THINK WE CAN REALLY EXPLORE A LITTLE MORE WITH
12 THAT PARTICULAR CBO. AND ESPECIALLY ON THE COMMUNICATIONS
13 FRONT. I THINK THAT THAT WAS SOMETHING THAT I HAVE ALSO
14 WRITTEN DOWN. SO THANK YOU FOR THAT FEEDBACK. AND THEN, I
15 GUESS, ACTUALLY THE IS THE LAST SLIDE, WE SHOW NEXT STEPS. I
16 HAVE KIND OF MENTIONED SOME OF THEM, BUT, AGAIN, WE'LL SEE YOU
17 NEXT WEEK, AND I HAVE NOTED THE NEXT STEPS IN TERMS OF THE
18 PROJECT. SO I WILL STOP THERE AND SEE IF THERE ARE ANY FINAL
19 COMMENTS.

20

21 **VEDA FLOREZ, CHAIR:** AND BEFORE I MOVE ON TO RICH HEDGES, I
22 NOTICED THAT THERE WERE NO CBOS IN THE NORTH BAY LISTED ON
23 YOUR SLIDE. THERE WAS NOTHING IN NAPA COUNTY, SONOMA COUNTY OR
24 MARIN COUNTY. I NOTICE THERE ARE NO CBOS UNDER CONTRACT IN
25 MARIN, AND I AM WONDERING WHAT YOU'RE DOING TO BALANCE THAT



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1 OUT. THIS IS A REAL EQUITY ISSUE NOT TO GET ANY FEEDBACK FROM
2 THE NORTH BAY.

3

4 **THERESE TRIVEDI:** WE HAVE THE GREEN HIVE IN VALLEJO. AND I
5 UNDERSTAND IT'S NOT THE SAME THING. ACKNOWLEDGING YOUR COMMENT
6 I DO BELIEVE KYRA HEARD THIS WHEN WE WENT TO THE ADVISORY
7 COUNCIL AND SOMEONE HAD OFFERED, FROM THE NORTH BAY AGENCIES
8 TO CONNECT. AND WE'LL CIRCLE BACK ON THAT NEXT WEEK.

9

10 **VEDA FLOREZ, CHAIR:** RICH HEDGES?

11

12 **RICHARD HEDGES:** I WOULD LIKE TO SUGGEST THAT IF YOU HAVEN'T
13 ALREADY CONTACTED SAMARITAN HOUSE IN SAN MATEO COUNTY THEY
14 OPERATE OUR WORKERS CENTER AND OPERATE THE HOMELESS SHELTERS
15 AND THEY HAVE A LARGE MEAL PLAN. MOST OF US GIVE ALL KINDS OF
16 THINGS FOR PEOPLE. AS FAR AS JUST ITEMS, HOUSEHOLD ITEMS, WE
17 HAVE TO SET PEOPLE UP. SO IT'S A VERY ACTIVE AND A VERY
18 NECESSARY. I KNOW THAT THE COUNTY I LIVE THIS IS CONSIDERED A
19 WEALTHY COUNTY BUT IN NEW CITY ALONE THERE, IS A LARGE SWATH,
20 IN THE CITY I LIVE IN THAT IS CONSIDERED BY SAN MATEO AS A
21 COMMUNITY OF CONCERN. SO WE HAVE PEOPLE THAT NEED HELP AND
22 EQUITY IN OUR SOCIETY COULD DO A LOT FOR THEM.

23

24 **THERESE TRIVEDI:** I APPRECIATE THAT. I ALSO WANT TO SAY OUR
25 ACTIVE TRANSPORTATION WORKING GROUP IS MADE UP OF OVER 300



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1 AGENCIES AND CBOS AND OTHERS THAT PROVIDE PERSPECTIVES. SO WE
2 ARE TRYING TO COVER THE BASIS AS BEST WE CAN. SO, EVEN THOUGH
3 YOU DIDN'T SEE A SPECIFIC CBO ON THERE, IT DOESN'T MEAN WE
4 AREN'T HAVING ENGAGEMENT ELSEWHERE.

5

6 **RICHARD HEDGES:** I AM SURE YOU ARE, AND I KNOW HOW HARD YOU
7 WORK. SO I AM SURE WE CAN MAKE THIS A GREAT PLAN.

8

9 **VEDA FLOREZ, CHAIR:** I KNOW THAT YOU HAVE BROAD SHOULDERS AND
10 YOU HAVE TAKEN ALL OF OUR COMMENTS, AND I REALLY APPRECIATE
11 YOU MAKING NOTES AND MOVING THE NEEDLE FORWARD THE BEST THAT
12 YOU CAN. I'M GOING TO ASK OUR MARIN COUNTY, SONOMA COUNTY,
13 NAPA COUNTY COUNCIL MEMBERS TO FORWARD THE NAMES OF SOME
14 ORGANIZATIONS TO -- YOU COULD FORWARD THEM TO KY-NAM, AND THEN
15 HE COULD FORWARD A LIST TO THERESE AND FRANK, SO THAT WE CAN
16 MAKE SURE THAT WE HAVE INFORMATION FROM THIS EQUITY AND ACCESS
17 SUBCOMMITTEE THAT'S MOVING TO YOU FOR CONSIDERATION. AND I'M
18 HOPING THAT WHEN YOU WOULD COME BACK TO US, YOU CAN INCLUDE
19 ORGANIZATIONS FROM THESE THREE NORTH BAY COUNTIES IN WHICH YOU
20 ARE REACHING OUT TO. IS THAT A POSSIBILITY?

21

22 **THERESE TRIVEDI:** WE WILL CERTAINLY TAKE THIS ALL IN AND REPORT
23 BACK. AND FRANK, I AM SURE YOU HAVE SOMETHING YOU WANT TO ADD
24 HERE?

25



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1 **FRANK PONCIANO:** ACTUALLY THE PRESENTATION HAD BEEN SUBMITTED,
2 AND THE DEVELOPMENT JUST TOOK PLACE LAST WEEK, SACRED HEART
3 COMMUNITY SERVICES IN SANTA CLARA COUNTY IS SIGNING ON TO THE
4 PLAN, AND THAT'S REALLY EXCITING, BECAUSE THEY HAVE
5 SPECIFICALLY -- THEY'RE SIGNING ON WITH ONE OF THEIR GROUPS
6 THAT SERVES UNHOUSED INDIVIDUALS, IT'S CALLED SURVIVORS OF THE
7 STREETS, AND SO THEY WILL BE PARTICIPATING AND PROVIDING INPUT
8 ON THE PLAN FROM THAT PURPOSE PERSPECTIVE WHICH IS REALLY
9 EXCITING TO ME AND THE TEAM.

10

11 **VEDA FLOREZ, CHAIR:** WONDERFUL. THANK YOU VERY MUCH. WE WILL
12 SEE YOU NEXT WEEK AT THE POLICY ADVISORY COUNCIL MEETING, AND
13 THEN WHEN DO YOU COME BACK TO THE SUBCOMMITTEE?

14

15 **THERESE TRIVEDI:** THAT I'M GOING TO HAVE TO DOUBLE CHECK WITH
16 KYRA, WHEN THE BEST TIME IS WHEN WE HAVE SOMETHING MORE
17 PERHAPS AT ANOTHER STAGE OF THE PROJECT. SO I WILL HAVE TO
18 CHECK WITH KARA, AND WE WILL LET YOU KNOW, WE WILL CONFER AND
19 FIND OUT WHEN THE BEST TIME IS.

20

21 **VEDA FLOREZ, CHAIR:** THANK YOU VERY MUCH. KY-NAM, DO WE HAVE
22 ANY WRITTEN COMMENTS FROM THE PUBLIC?

23

24 **KY-NAM MILLER:** WE DO NOT HAVE ANY WRITTEN COMMENTS ON THIS
25 ITEM. BUT I TO SEE A RAISED HAND.



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1

2 **VEDA FLOREZ, CHAIR:** OKAY.

3

4 **KY-NAM MILLER:** SO, WITH THAT, PATRICIA YOU'RE INVITED TO SPEAK
5 FOR A COUPLE OF MINUTES.

6

7 **SPEAKER:** TWO QUICK COMMENTS. ONE IS THAT, FOLLOWING UP A BIT
8 ON MR. WELTE'S COMMENT. A CRITICAL ISSUE THEY RAISED IN OTHER
9 FORUMS, AND I'LL SEND ADDITIONAL COMMENTS TO STAFF, IS THAT
10 THE ISSUE OF COMPLETE STREETS CREATES AN INCREASED ABILITY FOR
11 PEOPLE WITH DISABILITIES TO GET TO AND FROM A BUS STOP OR A
12 RAIL STATION, AND NOT HAVE TO RELY ON PARA TRANSIT. AND THAT'S
13 A FREEDOM ISSUE. IT'S A MOBILITY ISSUE. IT'S A FINANCIAL
14 ISSUE. AND, IN PARTICULAR, THE STATEWIDE TRANSIT SYSTEMS IN
15 MARYLAND AND UTAH HAVE MADE MAJOR IMPROVEMENTS AND STUDIES ON
16 HOW THEY CAN INCREASE FIXED ROUTE USABILITY FOR PEOPLE WITH
17 DISABILITIES BY MAKING THE BUS STOPS AND THE TRAIN STATIONS
18 MORE ACCESSIBLE THROUGH A COMPLETE STREETS APPROACH. SO,
19 HOPEFULLY THAT CAN BE USED AS A TECHNIQUE TO IMPROVE THE
20 REGION. THE OTHER THING IS THAT VISION ZERO USUALLY JUST
21 RELATES TO ISSUES BETWEEN BICYCLES AND CARS. AND FAR TOO
22 OFTEN, THERE ARE LITERAL CONFLICTS BETWEEN BICYCLISTS AND
23 PEDESTRIANS, AND HOPEFULLY THE ACTIVE TRANSPORTATION PLAN WILL
24 FOCUS ON THE SAFETY OF PEDESTRIANS. AND THE EDUCATION AND



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1 ENFORCEMENT OF BICYCLISTS BEHAVIOR. BECAUSE THAT'S FAR TOO
2 OFTEN, A SOMETIMES LETHAL COMBINATION. SO, THANK YOU.

3

4 **VEDA FLOREZ, CHAIR:** THANK YOU VERY MUCH. I APPRECIATE THOSE
5 COMMENTS. AND I THINK IT'S VERY IMPORTANT, ALSO, TO BRING INTO
6 THE CONVERSATION THE SAFETY SURROUNDING ELECTRICAL BICYCLES
7 THAT CAN GO AT HIGH SPEEDS THAT ARE REALLY DIFFICULT FOR
8 PEDESTRIAN TO SEE. I EXPERIENCED THAT IN SAN ANSELMO JUST
9 RECENTLY. SO, DO WE HAVE ANY OTHER COMMENTS FROM OUR COUNCIL
10 MEMBERS? OR SHOULD WE MOVE ON TO THE NEXT ITEM? OKAY. SEEING
11 NONE. LET'S MOVE ON TO AGENDA ITEM NUMBER SIX. PARDON ME?

12

13 **THERESE TRIVEDI:** I YOU SAID THANK YOU FOR ALL YOUR INPUT.

14

15 **VEDA FLOREZ, CHAIR:** THANK YOU VERY MUCH. I APPRECIATE IT.
16 WE'LL SEE YOU NEXT WEEK. SO, MOVING ON TO AGENDA ITEM NUMBER
17 SIX, NEW BUSINESS. MEMBERS OF THE SUBCOMMITTEE MAY BRING UP
18 NEW BUSINESS FOR DISCUSSION OR ADDITION TO A FUTURE AGENDA.
19 ANY IDEAS, FOLKS? OKAY. SEEING NONE. I THINK FOR A FUTURE
20 AGENDA ITEM, I WOULD LIKE TO SEE MORE ON VISION ZERO, AND I
21 WOULD ALSO LIKE TO HAVE A REPORT ON OUR ELECTRONIC SIGNAGE. SO
22 I KNOW THERE WERE SOME DRAWBACKS ON VARIOUS LANGUAGES, AND I
23 THINK IT WOULD BE INTERESTING TO LEARN A LITTLE BIT MORE ABOUT
24 THAT HERE AT THE SUBCOMMITTEE LEVEL. MOVING ON. AGENDA ITEM
25 NUMBER SEVEN, PUBLIC COMMENTS. OTHER BUSINESS? I WILL NOW ASK



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1 KY-NAM TO READ THE NAMES OR ORGANIZATIONS OF ANY GENERAL
2 WRITTEN PUBLIC COMMENTS RECEIVED AT INFO@BAYAREAMETRO.GOV BY
3 5:00 P.M. YESTERDAY INTO THE RECORD. I WILL ALSO ASK IF THERE
4 ARE ANY MEMBERS OF THE PUBLIC PARTICIPATING BY TELECONFERENCE
5 WITH GENERAL COMMENTS NOT RELATED TO AN ITEM ON TODAY AGENDA,
6 PLEASE RAISE YOUR HAND. PLEASE USE THE RAISED HAND FEATURE OR
7 DIAL NINE. AND I WILL CALL ON YOU TO SPEAK AND GIVE EACH
8 PERSON TWO MINUTES.

9

10 **KY-NAM MILLER:** CHAIR FLOREZ, THERE WERE NO COMMENTS SUBMITTED
11 BY 5:00 P.M. YESTERDAY NOR ARE THERE ANY MEMBERS OF THE PUBLIC
12 WITH THEIR HAND RAISED.

13

14 **VEDA FLOREZ, CHAIR:** MOVING TO AGENDA ITEM NUMBER EIGHT. I'M
15 GOING TO CALL OUR MEETING ADJOURNED. THE NEXT MEETING OF THE
16 POLICY ADVISORY COUNCIL EQUITY & ACCESS SUBCOMMITTEE WILL BE
17 HELD FRIDAY AUGUST THE 27TH, 2021, AT 10:00 A.M., BY WEBCAST,
18 AS APPROPRIATE, DEPENDING ON THE STATUS OF ANY SHELTER-IN-
19 PLACE ORDERS. ANY CHANGES TO THE SCHEDULE WILL BE DULY NOTICED
20 TO THE PUBLIC. THANK YOU EVERYBODY FOR SPENDING THE EXTRA FEW
21 MINUTES. I APPRECIATE IT. HAVE A GOOD WEEKEND. [ADJOURNED]

22



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