

**METROPOLITAN
TRANSPORTATION
COMMISSION**
Meeting Transcript



October 4, 2021

1 **METROPOLITAN TRANSPORTATION COMMISSION**
2 **POLICY ADVISORY COUNCIL**
3 **EQUITY AND ACCESS SUBCOMMITTEE**
4 **MONDAY, OCTOBER 4, 2021, 2:00 P.M.**

5
6 **VEDA FLOREZ, CHAIR:** GOOD AFTERNOON, BAY AREA. I WOULD LIKE TO
7 CALL THE POLICY ADVISORY COUNCIL EQUITY & ACCESS SUBCOMMITTEE
8 TO ORDER. I WOULD LIKE TO WELCOME EVERYBODY TO THE MEETING. MY
9 NAME IS VEDA FLOREZ. I'M YOUR CHAIR ALONG WITH ANNE OLIVIA
10 ELDRED, VICE CHAIR. MAY WE PLEASE HAVE A ROLL CALL TO CONFIRM
11 THE TOURNAMENT.

12
13 **MARTHA SILVER:** THE ANNOUNCEMENT.

14
15 **DUE TO COVID-19, THIS MEETING WILL BE CONDUCTED AS A ZOOM**
16 **WEBINAR. PURSUANT TO THE PROVISIONS OF THE GOVERNOR'S**
17 **EXECUTIVE ORDER N-29-20, WHICH SUSPENDS CERTAIN REQUIREMENTS**
18 **OF THE BROWN ACT. THIS MEETING WILL BE WEBCAST ON THE MTC WEB**
19 **SITE. I WILL CALL UPON COMMISSIONERS, PRESENTERS, STAFF, AND**
20 **OTHER SPEAKERS BY NAME AND ASK THAT THEY SPEAK CLEARLY AND**
21 **RESTATE THEIR NAMES BEFORE GIVING COMMENTS OR REMARKS.**
22 **PERSONS PARTICIPATING VIA ZOOM AND WEBCAST WITH THEIR CAMERAS**
23 **ENABLED ARE REMINDED THEIR ACTIVITIES ARE VISIBLE TO VIEWERS.**
24 **COMMISSIONERS AND MEMBERS OF THE PUBLIC PARTICIPATING BY ZOOM,**
25 **WISHING TO SPEAK SHOULD USE THE RAISED HAND FEATURE OR DIAL**



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1 STAR NINE AND I WILL CALL UPON YOU AT THE APPROPRIATE TIME.
2 TELECONFERENCE ATTENDEES WILL BE CALLED UPON BY THE LAST FOUR
3 DIGITS OF THEIR PHONE NUMBERS. AND IT IS REQUESTED THAT PUBLIC
4 SPEAKERS RESTATE THEIR NAMES AND ORGANIZATIONS, BUT PROVIDING
5 SUCH INFORMATION IS VOLUNTARY. MEMBERS OF THE PUBLIC WISHING
6 TO ADDRESS THIS BODY WERE ASKED TO SUBMIT COMMENTS IN WRITING
7 AT INFO@BAYAREAMETRO.GOV. WRITTEN COMMENTS RECEIVED WILL BE
8 POSTED TO THE ONLINE AGENDA AND ENTERED INTO THE RECORD BUT
9 WILL NOT BE READ OUT LOUD. IF AUTHORS OF THE WRITTEN
10 CORRESPONDENCE WOULD LIKE TO SPEAK, THEY ARE FREE TO DO ON THE
11 REFERENCED AGENDA ITEM OR ANY TOPIC THEY CHOOSE. SPEAKERS
12 SHOULD RAISE THEIR HAND, AND I WILL CALL UPON THEM AT THE
13 APPROPRIATE TIME. A ROLL CALL VOTE WILL BE TAKEN FOR ALL
14 ACTION ITEMS. PANELISTS AND ATTENDEES SHOULD NOTE THAT THE
15 CHAT FEATURE IS ACTIVE.

16

17 >>MARTHA SILVER: VEDA, YOU'RE MUTED.

18

19 VEDA FLOREZ, CHAIR: AM YOU MUTING ME?

20

21 MARTHA SILVER: DURING THE ANNOUNCEMENTS, YES, EVERYONE GETS
22 MUTED.

23

24 VEDA FLOREZ, CHAIR: THANK YOU. MOVING TO AGENDA ITEM TWO,
25 WOULD YOU CALL THE ROLL TO CONFIRM OUR QUORUM?



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1

2 **MARTHA SILVER:** MEMBER COATES?

3

4 **RICK COATES:** HERE.

5

6 **MARTHA SILVER:** MEMBER HEDGES.

7

8 **RICHARD HEDGES:** HERE.

9

10 **MARTHA SILVER:** MEMBER LOPEZ?

11

12 **MICHAEL LOPEZ:** HERE.

13

14 **MARTHA SILVER:** MEMBER SCOTT?

15

16 **TERRY SCOTT:** HERE.

17

18 **MARTHA SILVER:** MEMBER WILSON:

19

20 **WALTER WILSON:** HERE.

21

22 **MARTHA SILVER:** ALTERNATE WELTE IS ABSENT. WE HAVE A QUORUM.

23

24 **VEDA FLOREZ, CHAIR:** THANK YOU. APPROVAL OF THE MAY THIRD,

25 2021.



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1

2 **RICHARD HEDGES:** MOVE APPROVAL.

3

4 **ANNE OLIVIA ELDRED, V. CHAIR:** SECOND.

5

6 **VEDA FLOREZ, CHAIR:** ANY PUBLIC COMMENTS?

7

8 **MARTHA SILVER:** THERE WAS NO PUBLIC COMMENT SUBMITTED ON THIS
9 ITEM, AND THERE ARE NO MEMBERS OF THE PUBLIC WITH THEIR HANDS
10 RAISED..

11

12 **VEDA FLOREZ, CHAIR:** GREAT, WILL YOU, MARTHA, PLEASE TAKE A
13 ROLL CALL VOTE.

14

15 **MARTHA SILVER:** WILL DO. CHAIR FLOREZ?

16

17 **VEDA FLOREZ, CHAIR:** YES.

18

19 **MARTHA SILVER:** VICE CHAIR ELDRED. THANK YOU. MEMBER COATES
20 YES.

21

22 **MARTHA SILVER:** PASS UNANIMOUSLY BY ALL MEMBERS PRESENT.

23

24 **VEDA FLOREZ, CHAIR:** ACCIDENT. MOVING TO AGENDA ITEM NO. FOUR
25 AND FIVE ABOUT I-880. AND ITEM FOUR WILL BE A PRESENTATION BY



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1 VICE CHAIR ANNE OLIVIA ELDRED ON INTERSTATE I-880 TOLL
2 DISCOUNT PROGRAM FORMERLY KNOWN AS FASTRAK PILOT.

3

4 **ANNE OLIVIA ELDRED, V. CHAIR:** CAN YOU HAVE ME GO AFTER THE
5 NEXT ITEM SO I CAN PULL UP MY NOTES FROM THAT?

6

7 **VEDA FLOREZ, CHAIR:** CERTAINLY. OKAY. MOVING ON TO AGENDA ITEM
8 FIVE. ARE OUR SPEAKERS HERE?

9

10 **PIERCE GOULD:** YES. THEY ARE.

11

12 **VEDA FLOREZ, CHAIR:** AGENDA ITEM FIVE. [READING]. PIERCE GOULD
13 AND LYSA HALE WILL PRESENT.

14

15 **PIERCE GOULD:** . THANK YOU. MY NAME IS PIERCE GOULD AND I'M WITH
16 MY COLLEAGUE, LYSA. WE LOST SPOKE WITH YOU IN JULY ABOUT OUR
17 PLANS FOR CUSTOMER RESEARCH AND OUR DRAFT CONCEPT WHICH IS ON
18 THE I-880 EXPRESS PLANES. TODAY WE WANTED TO SHARE WHAT WE
19 LEARNED FROM CUSTOMER RESEARCH AND HOW IT SHAPES THE PILOT.
20 THERE IS A MEMO IN YOUR PACKET, BUT I WANT TO POINT OUT IT IS
21 A LITTLE DATED. IT TURNS OUT WE DIDN'T PRESENT THIS ITEM TO
22 BAIFA ON SEPTEMBER 22ND AS WE THOUGHT WE WOULD FOR REASONS
23 THAT HAVE NOTHING TO DO WITH THE PILOT. THIS WAS ABOUT THERE
24 BEING TOO MUCH STUFF GOING ON IN THE COMMITTEES SO WE PUNTED
25 IT UNTIL OCTOBER 13TH. THAT WORKED OUT BETTER BECAUSE IT GIVES



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1 US A CHANCE TO TALK TO YOU FIRST BEFORE WE GO TO BAIFA. SO, IT
2 WILL BE EASIER FOR US TO BRING ANY COMMENTS OR FEEDBACK YOU
3 HAVE TO BAIFA. AS WE SHARED, TRANSPORTATION IS THE THIRD
4 BIGGEST BUDGET ITEM FOR LOW INCOME HOUSEHOLDS IN THE BAY AREA.
5 WE FIGURE IF WE COULD MAKE IT MORE AFFORDABLE AND INCREASE
6 ACCESS TO MOBILITY OPTIONS, IT COULD REALLY HELP PEOPLE WHO
7 NEED IT HERE. ONE CHALLENGE IS COST IS A BARRIER FOR LOW
8 INCOME DRIVERS WHO WANT TO USE EXPRESS LANES. AND TRANSIT,
9 WHILE VERY IMPORTANT, MAY NOT ALWAYS BE A VIABLE ALTERNATIVE
10 TO DRIVING. AND SO, MTC IS EXPERIMENTING WITH HOW TO ADDRESS
11 INEQUITIES BY PILOTING A MEANS-BASED TOLL DISCOUNT WHICH WE
12 HOPE WILL EXPAND MOBILITY AND ACCESS TO PUNT FOR INCOME
13 QUALIFIED DRIVERS. THE MAP SHOWS THE AUTHORIZED NETWORK OF BAY
14 AREA EXPRESS LANES AND OUR PILOT WILL BE ON BAIFA'S 880
15 EXPRESS LANES WHICH ARE CIRCLED HERE IN PINK. WE ARE
16 LEVERAGING MANY OF THE TOOLS AND RULES AND CONTRACTORS AND
17 LESSONS LEARNED FROM CLIPPER START TO HELP US DELIVER THIS
18 PILOT QUICKER ON OUR 880 EXPRESS LANES. AND WE ARE APPLYING AN
19 EQUITY LENS TO HOW WE DESIGN AND DELIVER THE PILOT. THE GOAL
20 IS TO FOCUS ON THE CUSTOMER FOR PILOT DESIGN AND DELIVERY. AS
21 A RESULT, TODAY'S PRESENTATION FEATURES THE RESULTS OF
22 CUSTOMER RESEARCH COMPLETED IN AUGUST AND HOW IT AFFECTS OUR
23 PILOT CONCEPT. NOW I AM GOING TO TURN IT OVER TO LYSA TO TALK
24 ABOUT WHAT WE LEARNED AND I WILL COME BACK AND TALK WITH YOU
25 SOME MORE. NEXT SLIDE, PLEASE.



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2 **LYSA HALE:** THANKS, PIERCE. GOOD AFTERNOON EVERYBODY. SO, WE
3 CONDUCTED A TOTAL OF NINE FOCUS GROUPS. THREE IN ENGLISH,
4 THREE IN SPANISH AND THREE IN CANTONESE. THERE WAS A MINIMUM
5 OF SEVEN PEOPLE IN EACH FOCUS GROUP AND A MAXIMUM OF TEN.
6 TODAY WHAT I AM GOING TO BE DOING -- AND WE ALSO HELD A
7 TELEPHONE TOWN HALL FOR PEOPLE WHO DIDN'T HAVE ACCESS TO
8 COMPUTERS TO BE ABLE TO PARTICIPATE IN OUR ZOOM-BASED FOCUS
9 GROUPS. SO, TODAY I WILL BE PRESENTING TO YOU THE FINDINGS
10 FROM THE FOCUS GROUPS AND THE TOWN HALL. NEXT SLIDE, PLEASE.
11 THIS SHOWS THE CENSUS TRACK WHERE 5% OF THE POPULATION SPEAKS
12 THAT LANGUAGE WITH A SPECIAL HIGHLIGHT OF LOW-INCOME TRACKS
13 WITH 20% OR MORE IS LOW INCOME. THERE COULD BE MORE THAN ONE
14 LANGUAGE THAT EXCEEDS THE 5% THRESHOLD BUT ONLY THE POPULAR
15 LANGUAGE IS SHOWN. NEXT SLIDE, PLEASE. THIS SLIDE SHOWS YOU
16 HOW WE RECRUITED THE FOCUS GROUPS AND ULTIMATELY WHAT THE
17 COMPETITION WAS. IF YOU TAKE A LOOK AT THE BULLETS THE LEFT
18 YOU SEE THE REQUIRED CHARACTERISTICS. THEY HAD TO BE LOW
19 INCOME AND PROVIDE HOUSE OLD SIZE AND WORK OR LIVE IN THE 880
20 CORRIDOR. WE ARE ASSUMING IF YOU LIVED IN THE 880 CORRIDOR
21 THAT YOU DRIVE THERE AS WELL. WE ALSO SOUGHT TO INCLUDE A
22 RANGE OF OTHER CHARACTERISTICS SUCH AS GENDER IDENTITY, AGE
23 AND MULTI-LINGUAL. AT THE BOTTOM YOU SEE THE RANGE OF
24 PARTICIPANTS. WE HAD A TOTAL OF 79 PARTICIPANTS. THIS TABLE
25 APPEARS TO BE SLIGHTLY SKEWED TOWARDS ASIAN AND SPANISH.



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1 OVERALL, YOU SHOULD SEE A BALANCE -- A RELATIVE BALANCE. YOU
2 WILL NOTE WE DID HAVE ABOUT TWICE AS MANY WOMEN AS MEN. THESE
3 GROUPS ARE OFTEN DIFFICULT TO RECRUIT. AS I SAID, ABOVE -- WE
4 TRY TO GO FOR A RANGE AND HAVE AT LEAST SOME REPRESENTATION.
5 THE TELEPHONE TOWN HALL HAD A TOTAL OF 344 PARTICIPANTS AT ITS
6 BUSIEST POINT WITH A MAXIMUM OF 75 PARTICIPATING AND ANSWERING
7 POLLING QUESTIONS. NEXT SLIDE, PLEASE. WE ASKED ABOUT SEVERAL
8 DIFFERENT TOPIC AREAS. THE FIRST ONE WAS JUST ABOUT EXPRESS
9 LANES THEMSELVES. PARTICIPANTS EXPRESSED THEY ARE CONFUSED
10 ABOUT EXPRESS LANES, THE COSTS ASSOCIATED AND HOW THE
11 DISCOUNTS WORK AND WHERE TO LOOK FOR INFORMATION. THE
12 PARTICIPANTS WHO USE IT PRIMARILY USE IT FOR COMMUTING AND
13 SOME PEOPLE THOUGHT THE LANES WERE EXPENSIVE AND UNNECESSARY.
14 SEVERAL PARTICIPANTS INDICATED THEY WOULD BE MORE LIKELY TO
15 USE THE EXPRESS LANES IF THEY GOT A DISCOUNT. AND TWO
16 INDICATED THEIR LIKELIHOOD WOULD DEPEND ON THE RATE OF THE
17 DISCOUNT. SELF PEOPLE RAISED CONCERNS ABOUT EQUITY WITH REGARD
18 TO EXPRESENCE LANES IN GENERAL BUT THIS PILOT PROGRAM WOULD BE
19 ONE WAY TO EXPRESS THE EQUITY ISSUE. WE ALSO ASKED ABOUT THE
20 DISCOUNT ELIGIBILITY. I WANT TO FLAG HERE THAT THE ELECTRONIC
21 BENEFITS TRANSFERS SYSTEM, EBT, IS USED IN CALIFORNIA FOR THE
22 DELIVERY REDEMPTION AND RECONCILIATION OF ISSUED PUBLIC
23 ASSISTANCE BENEFITS SUCH AS CALFRESH, CALWORKS AND OTHER FOOD
24 AND CASH AID BENEFITS. CLIPPER START ACCEPTS EBT CARDS HAS
25 THESE PROGRAMS ALL USE THE SAME 200% OF THE FEDERAL POVERTY



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1 LEVEL CUTOFF. JUST TO NOTE, CONSISTENCY WITH CLIPPER START HAS
2 BEEN A CORE TENET OF THIS PROGRAM SINCE WE STARTED THINKING
3 ABOUT IT AND WE PRESENTED THAT TO YOU EARLIER AS PART OF THE
4 CONCEPT. AND SO, AS YOU CAN SEE, THE FEEDBACK THAT WE GOT FROM
5 PARTICIPANTS IS THEY WOULD LIKE TO SEE ELIGIBILITY BASED ON
6 OTHER PROGRAMS. PARTICIPANTS DID EXPRESS CONCERN THAT THE
7 ELIGIBLE INCOME BRACKETS ARE BELOW THOSE EARNING MINIMUM WAGE
8 AND THE ELIGIBILITY REQUIREMENT SHOULD NOT USE THE FEDERAL
9 POVERTY LEVEL. THAT CALCULATIONS MORE CONTRACT OF THE LOCAL
10 COST OF LIVING LIKE AREA MEDIAN INCOME, HOUSING PROGRAMS AND
11 FOOD STAMP BENEFIT THRESHOLDS. NEXT SLIDE, PLEASE. THEN WE
12 ASKED ABOUT DISCOUNT PROGRAM FEATURES. NOW, WHILE SOME
13 SUGGESTED DISCOUNTS RANGING FROM 20-40%, MOST SUGGESTED 50-
14 75%. IN THE TELEPHONE TOWN HALL, 70% OF THE 49 PEOPLE
15 RESPONDING TO THIS QUESTION SAID THAT 50% DISCOUNT WOULD MAKE
16 THEM MORE LIKELY TO ENROLL IN THE DISCOUNT PROGRAM.
17 PARTICIPANTS IN TWO OF THE DIFFERENT SETS OF FOCUS GROUPS
18 SUGGESTED ANNUAL RENEWALS OR BIANNUAL RENEWALS. THEY WERE
19 CONCERNED ABOUT THE BURDENSOME RENEWAL PROCESSES AND SUGGESTED
20 MAKING THE PROCESS AS SIMPLE AND EASY AS POSSIBLE. THEY DIDN'T
21 REACH CONSENSUS ON LIMITS ON THE NUMBER OF TOLL TAGS, WHICH
22 WAS ONE OF THE QUESTIONS WE ASKED ABOUT. THEY HAD CONFLICTING
23 OPINIONS ON THIS. SO, WE DIDN'T REALLY SEE AN ULTIMATE
24 CONSENSUS. MOST OF THE PARTICIPANTS SAID THEY WOULD LIKE SEE
25 THE FULL PRICE TOLL COMPARED TO THE TOLL PAID FOR EACH TRIP ON



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1 THE FASTRAK STATEMENTS AND PIERCE WILL ADDRESS THAT IN A
2 LITTLE BIT. NEXT SLIDE, PLEASE. WE ASKED THEM WHAT THEY
3 THOUGHT WOULD BE THE BARRIERS TO PARTICIPATION. WHAT WOULD
4 PREVENT PEOPLE FROM APPLYING FOR THIS PROGRAM. AND AGAIN, EVEN
5 WITH THE DISCOUNT, THERE WAS CONSENSUS MANAGE THE PARTICIPANTS
6 THAT COST WILL BE THE PRIMARY BARRIER, ESPECIALLY IF THE
7 INCOME BRACKETS REMAIN. SOME PARTICIPANTS, PARTICULARLY IN THE
8 IN LANGUAGE GROUPS QUESTIONED WHETHER OR NOT THIS PROGRAM
9 WOULD HELP ENOUGH PEOPLE GIVING THE ELIGIBILITY THRESHOLDS.
10 PARTICIPANTS IN THE FIRST TWO SETS OF FOCUS GROUPS EXPRESSED
11 CONCERNS THAT THE APPLICATION PROCESS AND INCOME VERIFICATION
12 REQUIREMENTS WILL BE CUMBERSOME AND TIME CONSUMING. THIS IS
13 SOMETHING THAT HAS COME UP MORE THAN ONCE. AND PARTICIPANTS IN
14 THE SAME FOCUS GROUPS SUGGESTED DEVELOPING APPLICATION
15 PROCESSES. IN OUR TELEPHONE TOWN HALL, SOME SAID THEY HAD
16 CONCERNS ABOUT PROVIDING FINANCIAL INFORMATION. NEXT SLIDE,
17 PLEASE. WE ALSO ASKED THEM IF THEY COULD PROVIDE SUGGESTS
18 ABOUT HUH WE COULD CONDUCT OUTREACH AND WE GOT A LOT OF GOOD
19 FEEDBACK. THEY STARTED OUT WITH TALKING ABOUT HOW WE COULD
20 MAYBE LEVERAGE EXISTING CHANNELS OF COMMUNICATION USED BY
21 ELECTED OFFICIALS, COMMUNITY LEADERS, COMMUNITY-BASED
22 ORGANIZATIONS AND SERVICE PROVIDERS AND CENTERS. SOME OF THESE
23 IDEAS INCLUDE CHILD CARE CENTERS, THE DMV AND BART STATIONS.
24 THEY ALSO MENTIONED USING BILLBOARDS. SPANISH SPEAKING
25 PARTICIPANTS REQUESTED THAT IT BE TELEVISED IN PLACES THEY



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1 FREQUENT LIKE MARKETS, CLINICS, AT NON-PROFIT ORGANIZATIONS,
2 LIBRARIES AND SCHOOLS. SPANISH SPEAKERS ALSO SUGGESTED USING
3 PRINTED IN LANGUAGE ADVERTISING BY MAIL LIKE A POSTCARD OR
4 FLYER AND ADVERTISING THROUGH LOCAL SPANISH NEWS WHERE THE
5 PROGRAM IS FULLY EXPLAINED IN SPANISH. THE CHINESE SPEAKING
6 PARTICIPANTS ALSO SUGGESTED USING SOME TYPE OF IN LANGUAGE
7 LETTERS BY MAIL. THEY ALSO SUGGESTED ADVERTISING IN THE
8 CHRONICLE AND OR ON CHANNEL 26. I WILL TURN IT BACK TO PIERCE.

9

10 **PIERCE GOULD:** THANKS, LYSA. NOW I AM GOING TO TALK MORE ABOUT
11 HOW THE PILOT WILL WORK IN THE CONTEXT OF THE FEEDBACK THAT
12 LYSA JUST SHARED WITH YOU. WE WANT IT TO BE -- WOULD YOU MIND
13 GOING TO THE NEXT SLIDE, PLEASE. THANK YOU. WE WANT IT TO BE
14 EASY FOR INCOME QUALIFIED CUSTOMERS TO PAY LESS TO USE THE 880
15 EXPRESS LANES. THERE'S SOME KEY POINTS TO TELL CUSTOMERS ABOUT
16 HOW THE PROGRAM WORKS. FIRST THEY NEED TO GET APPROVED FOR THE
17 TOLL DISCOUNT PILOT. THEN THEY NEED TO ACTIVATE THE DISCOUNT
18 IN THE FASTRAK ACCOUNT AND IT WILL BE IMPORTANT FOR THEM TO
19 KEEP A POSITIVE BALANCE IN THEIR FASTRAK ACCOUNT AT ALL TIMES.
20 WHEN USING THE 880 EXPRESS LANES, THEY SHOULD HAVE THE TOLL
21 CARD IN THE CAR AND THE DISCOUNT WILL BE GIVEN AUTOMATICALLY.
22 NEXT SLIDE, PLEASE. THE ENROLLMENT PROCESS WILL BE SIMPLE. AND
23 WE CONFIRMED IN THE FOCUS GROUPS THAT POTENTIAL CUSTOMERS
24 UNDERSTAND HOW IT WILL WORK. AFTER THE CUSTOMERS APPLIES, AN
25 ELIGIBILITY VERIFIER WILL REVIEW THEIR APPLICATION. IF THEY



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1 HAVE AN EXISTING FASTRAK ACCOUNT, THE TOLL DISCOUNT PLAN WILL
2 BE APPLIED AUTOMATICALLY BY FASTRAK. IF THE CUSTOMER DOESN'T
3 HAVE A FASTRAK ACCOUNT, THE TOLL DISCOUNT PLAN WILL BE APPLIED
4 BY FASTRAK WHEN THEY OPEN ONE. NEXT SLIDE, PLEASE. SO, THE
5 APPLICATION PROCESS IS THE SAME AS FOR CLIPPER START. ELIGIBLE
6 CUSTOMERS CAN APPLY BY COMPUTER, MOBILE PHONE OR ON PAPER AND
7 WOULD NEED TO HAVE PROOF OF IDENTITY AND PROOF OF HOUSEHOLD
8 INCOME, PLUS HAVE A BAY AREA MAILING ADDRESS AND ANSWER SOME
9 SURVEY QUESTIONS RELATED TO DEMOGRAPHICS AND DRIVING HABITS.
10 WE CONSIDERED VEHICLE OWNERSHIP AS A POTENTIAL REQUIREMENT FOR
11 PILOT PARTICIPATION, BUT DECIDED AGAINST IT SINCE FASTRAK
12 DOESN'T HAVE THIS REQUIREMENT. AND THIS MAKES SENSE SINCE A
13 PERSON COULD BORROW OR RENT A CAR AND STILL NEED TO USE
14 FASTRAK TO PAY TOLLS. THE HOUSEHOLD INCOME THRESHOLD WOULD BE
15 200% OF THE FEDERAL POVERTY LEVEL OR LESS WHICH IS THE SAME AS
16 CLIPPER START AND OTHER BENEFIT LIKE CALFRESH AND MEDI-CAL.
17 STUDENT SUCCESS AS CONTEXT, THIS IS ABOUT \$26,000 FOR A ONE-
18 PERSON HOUSEHOLD. AND \$52,000 FOR A FOUR-PERSON HOUSEHOLD PER
19 YEAR. WHILE WE RECEIVED FOCUS GROUP FEEDBACK THAT IS THRESHOLD
20 IS TOO LOW FOR THE BAY AREA, STAFF THINKS IT IS IMPORTANT TO
21 USE THE SAME THRESHOLD AS CLIPPER START TO KEEP THE PILOT
22 SIMPLE AND FOR CONSISTENCY WITH OTHER GOVERNMENT BENEFIT
23 PROGRAMS. NEXT SLIDE, PLEASE. SO, THERE IS A VARIETY OF
24 ACCEPTABLE DOCUMENTATION TO PROVE IDENTITY AND INCOME AND THEY
25 ARE THE SAME AS FOR CLIPPER START. FOR COMPUTER AND MOBILE



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1 PHONE-BASED APPLICATIONS, CUSTOMERS WOULD NEED TO SCAN OR
2 SUBMIT A PHOTO OF THEIR DOCUMENTATION AND PAPER-BASED
3 APPLICATIONS, EXCUSE ME, WOULD NEED TO BE ACCOMPANIED BY
4 PHOTOCOPIES. OPTIONS FOR PROOF OF IDENTITY RANGE FROM A
5 DRIVER'S LICENSE, TO CITY ID CARD AND OTHER THINGS LISTED ON
6 THIS SLIDE AS WELL. AND FOR PROOF OF HOUSEHOLD INCOME, WE WILL
7 ACCEPT EVIDENCE OF ELIGIBILITY FOR OTHER PROGRAMS SUCH AS EBT
8 CARD, MEDI-CAL CARD, COUNTY BENEFITS LETTER OR A TAX FORM. I
9 THINK THERE'S ADDITIONAL THING REFERENCED HERE. THE EQUITY AND
10 ACCESS SUBCOMMITTEE SUCCINCTS IF SOMEONE IS ALREADY QUALIFIED
11 AND WANTS TO ENROLL IN FASTRAK, THEY SHOULD NOT NEED TO
12 RESUBMIT DOCUMENTATION FOR PROOF OF INCOME. WE PLAN TO DESIGN
13 OUR SYSTEMS TO SUPPORT THIS REQUEST. NEXT SLIDE, PLEASE. THIS
14 IS THE MILLION DOLLARS QUESTION. SINCE THE DAY WE PROPOSED
15 THIS PILOT, THE FIRST QUESTION THAT PEOPLE ASK IS WHAT IS THE
16 DISCOUNT GOING TO BE? AND SO, WE ARE HAPPY TO FINALLY BE ABLE
17 TO HAVE A RECOMMENDATION TO SHARE WITH YOU BASED ON THE
18 RESEARCH WE DID. THE GOAL IS TO TRY TO BENEFIT PEOPLE AND HELP
19 THEM. THIS TABLE SHOWS OUR STANDARD TOLL RATES ON THE 880
20 EXPRESS LANES. THE TOP LINE. AND THE INCOME QUALIFIED TOLL
21 RATES FOR THE PILOT IN THE PINK BOX. AS LYSA NOTED, STAFF IS
22 PROPOSING A 50% DISCOUNT ON ALL TOLLED TRIPS IN THE 880
23 EXPRESS LANES BECAUSE IT HAD THE MOST SUPPORT AMONG FOCUS
24 GROUP PARTICIPANTS AND SHOULD ENCOURAGE ENROLLMENT IN THE
25 PILOT. THIS AMOUNT WAS SEEN AS EASY TO CALCULATE, ALLOWING



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1 DRIVERS TO FOCUS ON THE ROAD. AND IT SHOULD ALL BE SIMPLE TO
2 MESSAGE IN OUR OUTREACH CAMPAIGN. UNDER THE STAFF PROPOSAL, A
3 50% DISCOUNT ON ALL TOLLED TRIPS WOULD RESULT IN THE FOLLOWING
4 TOLL STRUCTURE FOR INCOME QUALIFIED DRIVERS. 50% OFF A ONE-
5 PERSON TRIP. IF YOU ARE DRIVING ALONE IT IS 50% OFF. AND 75%
6 OFF TWO PERSON OR CLEAN AIR VEHICLE TRIPS. THREE-PERSON
7 CARPOOLS ALWAYS ARE TOLL FREE WITH FASTRAK SET IN THE PROPER
8 POSITION ON THE 880 EXPRESS LANES. THIS STRUCTURE INCENTIVIZES
9 CARPOOLS WHICH WAS IMPORTANT TO OUR ADVISORY GROUP MEMBERS IN
10 THE PAST. WE HAVE HEARD SOME SUGGESTIONS THAT WAS IMPORTANT.
11 SINCE WE PREPARED THE STAFF PROPOSAL, WE HAVE ALSO RECEIVED
12 FEEDBACK FROM SOME EXPRESS LANE OPERATORS AND THEY ARE
13 CONCERNED OFFERING 75% OFF FOR TWO-PERSON VEHICLES OR CLEAN
14 AIR VEHICLES WHICH IS 50% OF THE ALREADY DISCOUNTED TOLL OF
15 50% OFF, THAT IT IS MORE COMPLEX TO EXPLAIN TO THE PUBLIC. AND
16 THAT IN ORDER TO KEEP MESSAGING SIMPLE, THE DISCOUNT SHOULD BE
17 A FLAT 50% OFF THE POSTED TOLL PERIOD. SO, IN THIS CASE, THE
18 PUBLIC MESSAGE MIGHT BE SOMETHING LIKE PILOT PARTICIPANTS GET
19 50% OFF DRIVE ALONE TRIPS. BUT THE TRADEOFF IS THERE WOULD BE
20 NO ADDITIONAL FINANCIAL INCENTIVE TO BE A TWO-PERSON CARPOOL
21 OR GET A CLEAN AIR VEHICLE. A THREE-PERSON CARPOOL COULD STILL
22 USE THE EXPRESS LANES TOLL FREE AS USUAL. AT THE END OF THE
23 PRESENTATION, I WOULD LIKE TO HEAR FROM THE COMMITTEE ABOUT
24 WHICH DISCOUNT APPROACH MAKES MORE SENSE AND WHY, INCLUDING
25 YOUR THOUGHTS ON POTENTIAL CONFUSION AROUND MESSAGING AND



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1 WHETHER INCENTIVIZING TWO-PERSON CARPOOLS AND CLEAN AIR
2 VEHICLE IS IMPORTANT FOR THE PILOT DISCOUNT STRUCTURE OR NOT.
3 I WILL COME BACK TO THIS. I AM INTERESTED IN HEARING ABOUT
4 THIS. NEXT SLIDE, PLEASE. THERE'S A LOT OF INFORMATION ON THIS
5 SLIDE. BUT IT IS IMPORTANT BECAUSE IT LAYS OUT KEY PILOT
6 FEATURES AND THEIR RATIONALE IS WHICH EITHER FOR CONSISTENCY
7 WITH HOW FASTRAK WORKS. THAT IS THE FASTRAK CONSISTENCY COLUMN
8 HERE OR BECAUSE THE FEATURE WAS CONFIRMED BY THE FOCUS GROUP
9 FEEDBACK WE HEARD, THE COLUMN ON THE FAR RIGHT. WE HAVE PLACED
10 CHECKS IN THE BOXES WHERE WE THINK IT LINES UP WITH THE
11 PARTICULAR TEACH. AS WE HAVE ALREADY INDICATED, STAFF HAS
12 PROPOSED THE DISCOUNT BE 50% OFF FOR BAY AREA RESIDENTS.
13 IRRESPECTIVE OF THE ISSUE I JUST HIGHLIGHTED WHICH WE WILL
14 TALK ABOUT AT THE END. AS WE HAVE ALREADY INDICATED, STAFF HAS
15 PROPOSED THE DISCOUNT BY -- I THINK I JUST SAID THAT. SORRY.
16 THE TOLL DISCOUNT WOULD BE ACCOUNT BASED. NUMBER TWO. IT WOULD
17 APPLY ON ALL TOLL TAGS AND LICENSE PLATES LINKED TO AN
18 ACCOUNT. THE DISCOUNT WOULD BE GIVEN EVEN IF THERE'S NO TOLL
19 TAG READ IN THE EXPRESS LANES. ONLY A LICENSE PLATE IMAGE IS
20 CAPTURED. THERE WOULD BE NO LIMITS ON THE NUMBER OF TOLL TAGS
21 AND LICENSE PLATES REGISTERED TO A FASTRAK ACCOUNT WITH THE
22 DISCOUNT PLAN. LYSA MENTIONED WE DIDN'T GET CONSENSUS ON THAT
23 FROM THE FOCUS GROUP PARTICIPANTS. SO, WE ARE GOING TO ERR
24 TOWARDS A MORE OPEN POLICY AT THIS POINT. AND THEN ON THE
25 MONTHLY FASTRAK STATEMENT, WE WOULD SHOW THE STANDARD TOLL AND



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1 A CREDIT FOR THE DISCOUNT FOR EACH TOLLED TRIP MADE IN THE 880
2 EXPRESS LANES WHICH HAD STRONG SUPPORT IN THE FOCUS GROUPS.
3 OTHER FASTRAK POLICIES LIKE TAG DEPOSIT AMOUNTS, MINIMUM
4 ACCOUNT BALANCES AND PROCESSES AND CASH PAYMENT OPTIONS WOULD
5 BE THE SAME AS FOR ALL FASTRAK CUSTOMERS TO KEEP THINGS SIMPLE
6 AND COST EFFECTIVE AT THE FASTRAK CSC. ON THIS POINT WE KNOW
7 THERE'S A LOT OF INTEREST. I WANT TO REMIND YOU STAFF IS
8 WORKING ON A FASTRAK EQUITY ACTION PLAN AND WE ARE PROPOSING
9 SOME INITIAL POLICY CHANGES THAT WOULD COMPLIMENT THIS PILOT
10 BEFORE IT LAUNCHES. I BELIEVE THOSE WILL BE SHARED THIS MONTH
11 IN THE OVERSITE COMMITTEE. THAT IS SOMETHING TO LOOK FORWARD
12 TO. LASTLY, PROGRAM STAFF WILL MONITOR UNUSUAL ACCOUNT AND
13 TRIP ACTIVITY THROUGH REPORTS AND DATABASE QUERIES AS A WAY TO
14 EVALUATE POTENTIAL PROGRAM ABUSE. WE ALSO PLAN TO HAVE A
15 POLICY FOR HOW TO HANDLE ABUSE IN THE EVENT ACTION IS NEEDED.
16 THESE ARE THE FEATURES WE ARE PROPOSING FOR THE PILOT. WE ARE
17 PLANNING A COMPREHENSIVE EVALUATION WHICH COULD INFORM FUTURE
18 CHANGES TO THE PILOT IF IT IS TO BECOME A PERMANENT PROGRAM.
19 WE DID TALK WITH YOU ABOUT THE HIGH LEVEL APPROACH TO THAT
20 PERFORMANCE EVALUATION AT OUR LAST MEETING IN JULY. NEXT
21 SLIDE, PLEASE. THIS IS MY LAST SLIDE. THIS IS THE PILOT
22 SCHEDULE UPDATE. I WANT TO JUST CLOSE WITH THIS. WE HAVE
23 COMPLETED PROJECT PLANNING WORK AND HAVE ALL CONTRACTS EITHER
24 EXECUTED OR ON A PATH TO BE EXECUTED TO MEET THE SCHEDULE AT
25 THIS POINT. WE HAVE ALSO COMPLETED INITIAL PILOT DESIGN.



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1 ALTHOUGH MORE DETAIL DESIGN WILL BE DONE AS PART OF TECHNICAL
2 ASSISTANCE WORK WHICH I THINK IS THE THIRD ROW DOWN. IN THE
3 NEXT 1-3RD MONTHS WE AIM TO KICK OFF AN AMENDMENT TO OUR TOLL
4 ORDINANCE TO GIVE THE DISCOUNT ON THE 880 EXPRESS LANES AS
5 WELL AS CHANGES NEEDED TO ALIGN WITH THE FASTRAK EQUITY ACTION
6 PLAN THAT I WAS JUST MENTIONING. IN PARTICULAR, CHANGES TO
7 VIOLATION PENALTY AMOUNTS. WE ARE CURRENTLY PLANNING TO LAUNCH
8 THE PILOT IN THE SECOND QUARTER OF 2022. IT WOULD NOT BE
9 SOONER THAN MAY. MAY OF 2022. BUT THERE ARE RISKS TO THE
10 SCHEDULE. THE MAIN RISKS ARE COMPETING PRIORITIES FOR SOME OF
11 OUR CONTRACTORS, AS WELL AS LINING UP THE TOLL ORDINANCE WITH
12 CHANGES FROM THE FASTRAK EQUITY ACTION PLAN. SO, WE ARE GOING
13 TO BE CONTINUING TO TRACK THESE RISKS AND TRY TO KEEP OUR
14 PROJECT FROM HERE ON OUT ON SCHEDULE. ASIDE FROM GOING TO
15 BAIFA IN OCTOBER, TO SHARE THE RESULTS OF CUSTOMER RESEARCH
16 AND ASK THEM TO SUPPORT A STAFF RECOMMENDATION ON THE
17 DISCOUNT, THE DISCOUNT AMOUNT, WE ARE GOING TO RETURN TO BAIFA
18 IN ABOUT FOUR MONTHS FOR FEEDBACK ON OUR DRAFT EVACUATION PLAN
19 AND OUR DRAFT OUTREACH PLAN. WE WILL BE COMING TO THIS GROUP
20 OF COURSE BEFORE WE GO TO BAIFA FOR THAT. OVERALL, WE ARE
21 LOOKING FORWARD TO THE DAY WHEN THE PILOT IS UP AND RUNNING SO
22 WE COULD START LEARNING FROM IT. THIS IS THE END OF THE
23 PRESENTATION. WE ARE HAPPY TO GET FEEDBACK AND ANSWER ANY
24 QUESTIONS. BUT WE ARE PARTICULARLY INTERESTED IN HEARING YOUR
25 IDEAS ABOUT THE STAFF RECOMMENDATION FOR THE DISCOUNT RELATIVE



October 4, 2021

1 TO THE ALTERNATIVE THAT HAS BEEN PROPOSED BY SOME EXPRESS LANE
2 OPERATORS. WE WILL BE DISCUSSING THE SAME ISSUE WITH THE
3 ADVISORY GROUP TO THIS PILOT TOMORROW. SO, YOUR FEEDBACK IS
4 VERY TIMELY AND IT WILL CARRY US FORWARD INTO OUR BAIFA
5 PRESENTATION ON OCTOBER 13TH. THAT'S IT.

6

7 **VEDA FLOREZ, CHAIR:** WELL, THANK YOU. THAT WAS REALLY AMAZING.
8 I APPRECIATE THAT PRESENTATION. I WOULD LIKE TO THANK LYSA AS
9 WELL FOR MAKING THE PRESENTATION. SO, I SEE ONE HAND UP. AND
10 WE WILL START WITH WALTER AND I'M ON MY IPAD TODAY. IF YOU
11 WILL JUST GIVE ME A MOMENT TO LOOK AT OTHERS. WE WILL START
12 WITH WALTER AND THEN RICH HEDGES AND MICHAEL BALDINI. GO
13 AHEAD.

14

15 **WALTER WILSON:** THANK YOU FOR YOUR PRESENTATION. THIS IS
16 TROUBLING TO ME AND I WILL TELL YOU WHY. CAN SOMEONE PUT UP ON
17 THE SCREEN, THE MAP WHERE IT COMES AND GOES -- WHERE THIS
18 FASTRAK IS GOING TO BE LOCATED.

19

20 **PIERCE GOULD:** I THINK IT IS THE SECOND SLIDE.

21

22 **WALTER WILSON:** THAT AREA RIGHT THERE IS THE LARGEST POPULATION
23 OF AFRICAN AMERICAN PEOPLE ARE IN NORTHERN CALIFORNIA. IN
24 NORTHERN CALIFORNIA RIGHT THERE IN EAST OAKLAND. SO, YOU HAVE
25 EIGHT BLACK PEOPLE IN YOUR FOCUS GROUP. I WOULD BE VERY



October 4, 2021

1 SURPRISED IF THIS PRESENTATION THAT YOU JUST DID STANDS
2 SCRUTINY OF A LAWSUIT BECAUSE IT IS NOT REPRESENTATIVE OF OUR
3 COMMUNITY AT ALL. AND IT IS VERY UPSETTING TO ME. HOW YOU GOT
4 EIGHT BLACK PEOPLE ON THIS THING AND IT RUNS RIGHT THROUGH THE
5 HEART OF THEIR COMMUNITY, IT IS THE NUMBER ONE TRANSPORTATION
6 MODE, FREEWAY MODE IN THEIR COMMUNITY. YOU GUYS GOT EIGHT
7 BLACK PEOPLE? SERIOUSLY? REALLY? SO, OKAY. OKAY. SO, YOU
8 UNDERSTAND WHAT MY CONCERN IS, NUMBER ONE. BUT I DON'T KNOW
9 HOW YOU GUYS SAT IN A ROOM AND SAID WE ARE GOING TO PUT EIGHT
10 BLACK PEOPLE ON THIS FOCUS GROUP IN EAST OAKLAND. I MEAN
11 REALLY. IT IS A MYSTERY TO ME HOW YOU GUYS GOT TOGETHER AND
12 DECIDED THIS.

13

14 **SPEAKER:** CAN I ADDRESS THAT?

15

16 **WALTER WILSON:** LET ME FINISH. I KNOW YOU SAID SOMETHING ABOUT
17 ASIANS AND LATINOS. THE MAJORITY OF BLACK PEOPLE LIVE RIGHT
18 THERE WHERE YOUR FASTRAK IS RUNNING THROUGH. AND THIS OTHER
19 THING ABOUT 200% LOWER THAN THE FEDERAL POVERTY LINE. REALLY
20 THAT IS ELIMINATES VIRTUALLY ALMOST ANYBODY WHO IS POOR IN
21 CALIFORNIA. ESPECIALLY IN THE BAY AREA. AND CHANCES ARE THEY
22 PROBABLY DON'T EVEN HAVE A CAR IF THEY ARE MAKING \$50,000 A
23 YEAR. AND FORGET ELECTRIC VEHICLES. THAT IS OUT COMPLETELY. I
24 SEE SOME MAJOR PROBLEMS WITH THIS, YOU GUYS. I AM JUST TELLING
25 YOU STRAIGHT UP. THIS IS MY -- WHAT YOU GUYS NEED TO HEAR FROM



October 4, 2021

1 ME BECAUSE YOU WILL HEAR MORE OF THIS NOT JUST FROM ME BUT
2 OVERS IN THE COMMUNITY. THANK YOU.

3

4 **LYSA HALE:** CAN I ADDRESS YOUR COMMENT ABOUT THE FOCUS GROUPS.
5 IF YOU WANT TO PULL THE PRESENTATION BACK UP, IF YOU DON'T
6 MIND. AND GO TO THE SLIDE THAT HAS THE BULLETS -- KEEP GOING.
7 ONE MORE. THERE YOU GO. OKAY. SO, WHAT WE WERE FOCUSED ON WAS
8 MAKING SURE THAT WE CAUGHT PEOPLE WHO WERE LOW INCOME WHO FIT
9 THAT CRITERIA AND PROVIDED THEIR HOUSEHOLD SIZE SO WE COULD
10 KIND OF CALCULATE WHETHER OR NOT THEY FIT THE CRITERIA FOR THE
11 PROGRAM. AND THAT THEY LIVE IN THE 880 CORRIDOR AND THAT THEY
12 DRIVE IN THE 880 CORRIDOR. AND WHAT WE WERE LOOKING FOR WAS A
13 RANGE OF RACE, GENDER IDENTITY, AGE, MULTI-LANGUAGISM,
14 EMPLOYED AND NOT EMPLOYED, BANKED AND UNBANKED AND PEOPLE WHO
15 HAVE FASTRAK AND DON'T HAVE FASTRAK. THAT IS A LOT OF
16 DIFFERENT FACTORS WE NEED TO KEEP TRACK OF. THIS IS NOT A
17 SURVEY. IT IS NOT SUPPOSED TO BE REPRESENTATIVE OF THE AREA.
18 IF 50% OF THE AREA IS A PARTICULAR ETHNIC GROUP THIS IS NOT
19 GOING TO BE 50%. OUR GOAL WAS MAKING SURE WE HAD KIND OF THE
20 BREADTH OF REPRESENTATION FOR ALL THE DIFFERENT GROUPS THAT
21 MIGHT LIVE IN THIS CORRIDOR. IF YOU COULD GO BACK ONE SLIDE.
22 THERE YOU GO. IF YOU TAKE A LOOK AT THIS, THE LANGUAGES THAT
23 ARE SPOKEN, WE NEEDED TO MAKE SURE THAT WE INCLUDED CHINESE
24 AND SPANISH. IF YOU COULD TAKE AT THAT GREEN, TEALISH GREEN
25 AND THAT CORAL COLOR THAT YOU SEE THROUGHOUT THE PARTICULAR



October 4, 2021

1 TARGET AREA, THAT WAS WHY WE DEDICATED SEPARATE FOCUS GROUPS
2 TO THE CANTONESE AND SPANISH. JUST AS A MEANS OF PROVIDING YOU
3 WITH A LITTLE BIT OF BACKGROUND FOR WHAT OUR APPROACH WAS FOR
4 THE FOCUS GROUPS.

5

6 **WALTER WILSON:** I APPRECIATE THAT. BUT YOU KNOW WHAT, IF YOU
7 DID THE SAME THING FOR BLACK PEOPLE HERE, THAT WHOLE AREA
8 WOULD BE WHATEVER THAT COLOR IS. THE WHOLE AREA WOULD BE. THAT
9 JUST DOESN'T -- THAT DON'T WORK FOR ME.

10

11 **LYSA HALE:** UNFORTUNATELY --

12

13 **WALTER WILSON:** BECAUSE THE TRUTH OF THE MATTER, MA'AM, THOSE
14 PEOPLE IN THOSE FOCUS GROUPS, HE SAID IT THEMSELVES. THEY GAVE
15 YOU INFORMATION ABOUT WHERE THEY ARE, WHAT THEIR OPINIONS ARE
16 AND HOW IT IMPACTS THIS PROCESS. IF YOU HAVE EIGHT BLACK
17 PEOPLE THERE THAT IS NOT REPRESENTATIVE. WHAT YOU JUST SAID TO
18 ME DOES NOT ADDRESS MY CONCERN. THANK YOU.

19

20 **LYSA HALE:** OKAY. THANK YOU. IN TERMS OF -- PIERCE, I DON'T
21 KNOW IF YOU WANT TO ADDRESS THE COMMENT ABOUT THE 200% OF THE
22 FEDERAL POVERTY LEVEL. I CAN ONLY ADD THAT IT IS CONSISTENT
23 WITH EVERY OTHER FORM OF PUBLIC ASSISTANCE IS 200% OF THE
24 FEDERAL POVERTY LEVEL AND THAT IS WHAT WE BASE CLIPPER START



October 4, 2021

1 ON. AND THAT'S HOW THAT PROGRAM IS OPERATING AND THAT IS
2 PARTLY WHY WE DESIGNED THIS PROGRAM TO OPERATE THE SAME WAY.

3

4 **PIERCE GOULD:** YEAH. I WILL JUST ADD WE SHARED WITH YOU THE
5 RESULTS OF WHAT WE DID HERE FROM PEOPLE AND THAT THAT IS A LOW
6 THRESHOLD. BUT I WANT TO REMIND PEOPLE THIS IS A PILOT. THIS
7 IS THE FIRST TIME THIS HAS EVER BEEN DONE IN THIS COUNTRY,
8 PERIOD, FOR EXPRESS LANES. SO, THIS IS NEW. IT'S NEW IN THIS
9 AREA, BUT IT IS ALSO NEW FOR EVERYBODY IN THE COUNTRY. THAT WE
10 ARE TRYING TO MAKE AN EFFORT TO PROVIDE A DISCOUNT ON OUR
11 EXPRESS LANES TOLLS FOR PEOPLE WHO DON'T MAKE AS MUCH FOR AS
12 OTHERS IN THE BAY AREA. I'M SURE THERE WILL BE LESSONS AROUND
13 THE AMOUNT OF THE THRESHOLD OVER TIME. BUT I JUST WANT TO
14 REMIND PEOPLE THIS IS A PILOT AND WE HAVE TO START SOMEWHERE.
15 VEDA, IF YOU ARE TALKING ABOUT, I CAN'T HEAR YOU BUT I'M NOT
16 SURE.

17

18 **VEDA FLOREZ, CHAIR:** THANK YOU VERY MUCH. I AM WONDERING IS IT
19 POSSIBLE TO OPEN UP THE FOCUS GROUPS? I'M NOT SEEING ANY
20 INFORMATION ON THE HOMELESS POPULATION AS WELL.

21

22 **LYSA HALE:** YOU KNOW, WE ACTUALLY RECRUITED TWO PEOPLE. WE
23 SUCCESSFULLY RECRUITED TWO PEOPLE BUT THEY DIDN'T SHOW UP TO THE
24 ACTUAL FOCUS GROUP. SO, I WENT BACK TO A LIST THAT ANNE OLIVIA
25 PROVIDED AND I REACHED OUT TO -- I AM BLANKING ON WHICH



October 4, 2021

1 ORGANIZATION. TO SEE IF I COULD SCHEDULE AN INTERVIEW WAS A
2 STAFF MEMBER WHO COULD ACT AS A PROXY FOR WHAT THE UNHOUSED
3 POPULATION MIGHT EXPERIENCE. AND I HAVEN'T HEARD BACK YET. SO,
4 I PROVIDED SOME TIMES OF WHEN I WAS AVAILABLE THIS WEEK. SO, I
5 AM STILL HOPING THAT I HEAR BACK AND AM ABLE TO SCHEDULE
6 SOMETHING.

7

8 **VEDA FLOREZ, CHAIR:** THAT IS GREAT. IS IT POSSIBLE TO OPEN UP
9 YOUR FOCUS GROUPS AGAIN OR ARE WE FINISHED FOR THIS CYCLE?

10

11 **PIERCE GOULD:** WE ARE FINISHED FOR THIS CYCLE WITH THE FOCUS
12 GROUPS. WE WILL HAVE OTHER FOCUS GROUPS THROUGHOUT THE
13 OPERATIONS PORTION OF THE PROJECT TO LEARN ABOUT -- FROM THE
14 PEOPLE WHO ARE ACTUALLY IN THE PILOT ABOUT THEIR EXPERIENCES.
15 AND THAT WILL INFORM OUR PROGRAM EVACUATION. BUT AT THIS
16 POINT, WE FEEL IT IS IMPORTANT TO MOVE AHEAD WITH THE PILOT
17 ITSELF SO WE CAN START LEARNING SOMETHING.

18

19 **VEDA FLOREZ, CHAIR:** THAT SOUNDS GREAT. THANK YOU. RICH HEDGES,
20 THANKS FOR YOUR PATIENCE. RICH HEDGESES, MICHAEL BALDINI AND
21 RICK COATES.

22

23 **RICHARD HEDGES:** WHEN THIS PROGRAM CAME BEFORE US, THERE WAS A
24 DECISION TO BE MADE ON WHERE TO DOT PILOT BETWEEN 680 AND 880
25 AND I WAS VERY FIRM FOR MANY OF THE REASONS WALTER SAID THAT



October 4, 2021

1 IT SHOULD BE DONE IN 880. NOT ONLY AS WALTER IS SAYING THAT
2 50% IS HARD TO GET TO. WE HAVE MEMBERS WHO HAVE WONDERFUL
3 HEALTH AND PENSION BUT THEY PUSH TO MAKE \$50,000 AND WE HAVE
4 30,000 MEMBERS IN THIS AREA. AND THEY ALMOST CERTAINLY BECAUSE
5 OF THEIR SCHEDULES HAVE TO USE A CAR TO GET TO WORK BECAUSE OF
6 THE VARYING HOURS THEY WORK. I AM HAPPY THAT WE DID THIS. AND
7 THE QUESTION THAT PIERCE HAD ASKED ON HOW TO COUCH THE
8 PERCENTAGES IS THEY ARE ALL 50%. RATHER THAN TRYING TO GET IN
9 THE WEEDS OF WHY THERE'S ALREADY A 50% DISCOUNT IF THERE'S TWO
10 IN THE CARMEN BECAUSE THAT IS TRUE. THEY ARE ALL 50%. AND I
11 AM GOING TO TELL YOU WILL THE ISSUE IS GOING TO BE ISN'T IN
12 WHETHER PEOPLE UNDERSTAND WHAT THE DISCOUNTS ARE. IT'S WHETHER
13 THEY UNDERSTAND WHAT THE TOLLS ARE BECAUSE THEY WILL CHANGE
14 DEPENDING ON THE AMOUNT OF PEOPLE IN THE EXPRESS LANES. ONE OF
15 THE THINGS THAT I WANT TO ADD IS THAT THE EXPRESS LANES WE ARE
16 DOING IN THE WEST BAY WILL BE A LOT MORE EQUITABLE, I THINK,
17 BECAUSE WE ARE ACTUALLY ADDING LANES. SO, IT WON'T TAKE THE
18 ABILITY -- WHERE ADDING A LANE EACH WAY WON'T TAKE A LANE OUT
19 OF SERVICE. AND I DON'T THINK THAT IS POSSIBLE ON 880 FROM ME
20 VIEWING THE CONSTRUCTION. I THINK WE ARE TAKING A LANE. IF I
21 AM WRONG, PLEASE CORRECT ME. IF YOU HAVE ANY COMMENTS ON MY
22 COMMENT ABOUT JUST SAY A FLAT 50% AND THAT THE CONFUSION IS
23 GOING TO BE ACTUALLY ON THE TOLLS, NOT ON THE RATED DISCOUNT,
24 PLEASE TELL ME IF YOU DISAGREE OR AGREE.

25



October 4, 2021

1 **PIERCE GOULD:** I HAVE A QUESTION -- WERE YOU TALK TO ME RICH OR
2 IN GENERAL?

3

4 **RICHARD HEDGES:** SINCE YOU MADE THIS PRESENTATION, I WAS
5 TALKING TO YOU BUT ANYONE CAN CHIME IN.

6

7 **PIERCE GOULD:** I WANT TO MAKE SURE I UNDERSTAND WHAT YOU ARE
8 RECOMMENDING. SOUNDS LIKE YOU SUPPORTING A 50% FLAT DISCOUNT.

9

10 **RICHARD HEDGES:** ALL THE WAY ACROSS.

11

12 **PIERCE GOULD:** TO ME. THAT MEANS FOR SOMEBODY IN THIS PILOT IF
13 THEY ARE A TWO-PERSON CARPOOL THEY WOULD RECEIVE 75% OFF WITH
14 THE STAFF PROPOSAL.

15

16 **RICHARD HEDGES:** NO. ALREADY GETTING 50.

17

18 **PIERCE GOULD:** I JUST WANTED TO MAKE SURE I DIDN'T
19 MISUNDERSTAND YOU.

20

21 **RICHARD HEDGES:** THE DIFFERENT PERCENTAGES WILL CONFUSE PEOPLE.
22 YOU JUST SAY ON ALL LEVELS YOU HAVE 50% DISCOUNT. I THINK THE
23 PROBLEM IS GOING TO BE UNDERSTANDING THE TOLLS AS THEY CHANGE
24 DEPENDING ON THE AMOUNT OF PEOPLE IN THE LANES.

25



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1 **PIERCE GOULD:** WE HAVE TIME TO WORK ON THE MESSAGING, TOO. BUT
2 IT IS IMPORTANT I UNDERSTAND WHETHER YOU ARE SUPPORTING STAFF
3 RECOMMENDATION OR THIS EXPRESS LANE -- AND I GET WHAT YOU ARE
4 SAYING.

5

6 **RICHARD HEDGES:** MY RECOMMENDATION IS THE SAME AS WHAT YOU ARE
7 GETTING AT. I AM JUST GETTING AT IT WITH DIFFERENT VERBIAGE
8 WHICH I THINK IS SIMPLER.

9

10 **PIERCE GOULD:** OKAY.

11

12 **VEDA FLOREZ, CHAIR:** MICHAEL BALDINI WOULD YOU LIKE TO GO NEXT?

13

14 **MICHAEL BALDINI:** YES. ONE QUESTION ON EXPRESS LANES IN
15 GENERAL. CHEN IS AN EXPRESS LANE NOT AN EXPRESS LANE? WHICH IS
16 IT SATURATED AND BASED ON NUMBER OF VEHICLES AND IS THAT A
17 VARIABLE AS FAR AS THE ACTUAL TOLL CHARGED? AND THE OTHER
18 QUESTION IS WHY ISN'T A DRIVER'S LICENSE THE SOLE QUALIFIER IF
19 YOU ARE ENCOURAGING SOMEBODY TO DRIVE AND I BELIEVE IT IS
20 CALIFORNIA LAW TO HAVE A DRIVER'S LICENSE, WHY ISN'T THAT THE
21 SOLE QUALIFIER? I KNOW SOMEBODY HAS TO GET TO WORK, THEY ARE
22 BEING DRIVEN. BUT WHY IS NOT THE PERSON THAT IS -- IT IS
23 DIFFICULT FOR ME TO HANDLE WHY ISN'T A DRIVER'S LICENSE THE
24 SOLE QUALIFIER TO PARTICIPATE IN THE PROGRAM. THANK YOU.

25



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1 **PIERCE GOULD:** LET ME TRY TO ANSWER YOUR FIRST QUESTION. AND IF
2 I DON'T ANSWER IT PROPERLY, JUST ASK ME MORE QUESTIONS TO GET
3 AT THE ANSWER YOU ARE LOOKING FOR. FIRST OF ALL, THE EXPRESS
4 LANES ARE ONLY OPEN FROM 5:00 IN THE MORNING TO 8:00 IN THE
5 EVENING. OUTSIDE OF THOSE HOURS THEY ARE OPEN TO EVERYBODY.
6 THEY ARE ONLY TOLLING TO EVERYBODY. WHEN THEY ARE TOLLING, IT
7 BECOMES CONGESTED, THE TOLLS INCREASE AS A WAY OF MANAGING
8 DEMAND. OUR DATA WE HAVE COLLECTED OVER TIME, IT SHOWS THERE'S
9 ALWAYS BETTER PERFORMANCE IN THE EXPRESS LANES THAN IN THE
10 NEIGHBORING GENERAL PURPOSE LANES BECAUSE OF FACT WE ARE USING
11 PRICE AS A WAY OF MANAGING THE NUMBER OF PEOPLE THAT USE THAT
12 LANE. IT ALWAYS PERFORMS BETTER. IT IS JUST A MATTER OF
13 WHETHER OR NOT IT'S -- AS A DRIVER, DO YOU THINK IT IS WORTH
14 TO PAY THE TOLL FOR THE BETTER PERFORMANCE YOU ARE GETTING.
15 THAT IS SOMETHING PEOPLE HAVE TO DECIDE FOR THEMSELVES AT THE
16 END OF THE DAY. DID I ANSWER YOUR QUESTION?

17

18 **MICHAEL BALDINI:** ABSOLUTELY. THANKS VERY MUCH.

19

20 **PIERCE GOULD:** AND THEN YOUR OTHER QUESTION, WHICH IS WHY ISN'T
21 A DRIVER'S LICENSE REQUIREMENT -- OR REQUIRED -- WHY ISN'T A
22 DRIVER'S LICENSE A REQUIREMENT. WE ACTUALLY DECIDED AT THE END
23 OF THE DAY WE WOULD FOLLOW THE FASTRAK RULES. AND TECHNICALLY
24 FOR FASTRAK, YOU CAN GET FASTRAK IF YOU DON'T HAVE A DRIVER'S
25 LICENSE. AT THE END OF THE DAY, NOBODY SHOULD BE DRIVING IF



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1 THEY DON'T HAVE A DRIVER'S LICENSE. AND SO, WE JUST DECIDED
2 FOR SIMPLICITY WE HAVE THE SAME REQUIREMENTS FOR FASTRAK. AND
3 THAT WAY THE CUSTOMER SERVICE DOESN'T HAVE TO DO ANYTHING
4 DIFFERENT. IT IS A WAY OF STREAMLINING THINGS.

5

6 **MICHAEL BALDINI:** THANKS VERY MUCH. I APPRECIATE THE RESPONSE
7 AND THE WORK. THANK YOU.

8

9 **VEDA FLOREZ, CHAIR:** RICK COATES AND THEN ANNE OLIVIA ELDRED
10 AND MICHAEL LOPEZ.

11

12 **RICK COATES:** THANK YOU. I DON'T LIVE IN THE METROPOLITAN BAY
13 AREA. CAN YOU GIVE ME AN IDEA WHAT THAT 200% IS? FOR PEOPLE IN
14 THE BAY AREA.

15

16 **PIERCE GOULD:** YEAH. SO IT DOESN'T CHANGE BY COUNTY. IT IS A
17 FLAT 200% OF THE FEDERAL POVERTY LEVEL. AND THE EXAMPLE I
18 THINK I GAVE WAS I THINK IT WAS \$26,000 FOR A SINGLE PERSON.
19 OR A FAMILY OF FOUR IT WOULD BE A COMBINED HOUSEHOLD INCOME OF
20 I THINK \$52,000. LISA, DID I GET THAT RIGHT? OKAY. SO, THOSE
21 ARE EXAMPLES. AND THEN IF YOU HAVE MORE PEOPLE IN YOUR
22 HOUSEHOLD IT GOES UP. BUT I DON'T KNOW THE UPPER RANGE.

23

24 **RICK COATES:** GOSH, I BETTER APPLY. I WANT TO EMPHASIZE WHAT
25 WALTER WAS SAYING. I THINK THAT HE'S RIGHT ON THE MONEY THERE.



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1 THAT I AM WONDERING HOW IT IS YOU REACHED OUT TO THE BLACK
2 COMMUNITY TO GET ANY PEOPLE ON THAT ADVISORY COUNCIL. AND WHY
3 WASN'T MORE EITHER PHONE OR PERSONAL INTERVIEWS USED IN ORDER
4 TO PICK UP THOSE FOLKS THE LAST MINUTE CAN'T QUITE GET TO YOUR
5 MEETINGS?

6

7 **PIERCE GOULD:** LYSA, DO YOU WANT TO ANSWER THE QUESTION ABOUT
8 THE ACTUAL TRYING TO GET PEOPLE TO COME TO MEETINGS? IT IS NOT
9 A VERY EASY PROCESS.

10

11 **LYSA HALE:** YEAH. IT WAS EXTREMELY CHALLENGING TO RECRUIT FOR
12 THIS FOCUS GROUP. AND WE RECRUIT -- OUR CONTRACTOR RECRUITED
13 IN A NUMBER OF WAYS, INCLUDING REACHING OUT TO COMMUNITY-BASED
14 ORGANIZATIONS THAT SERVE THIS CORRIDOR. SO THEY WERE REFERRING
15 PEOPLE TO US. AND WE HAD TO WORK WITH -- PARTLY WITH THE
16 PEOPLE THAT THEY PROVIDED TO US. ALSO, THERE ARE PEOPLE WHO
17 REGISTERED TO BE PART OF FOCUS GROUPS. SO, THAT'S KIND OF A
18 SELF-SELECTING GROUP. BUT THAT IS WHY WE WERE HOPING TO FILL
19 IN WITH RECOMMENDATIONS OR REFERRALS FROM COMMUNITY-BASED
20 ORGANIZATIONS THAT WE WERE HOPING THEY WERE ABLE TO GET US
21 KIND OF A MIX. IN TERMS OF DOING FOLLOW-UP INTERVIEWS OR FOCUS
22 -- ONE-ON-ONE PHONE CONVERSATIONS WITH PEOPLE, HONESTLY, IT
23 JUST WASN'T IN OUR BUDGET TO DO THAT. WE HAD BUDGETED FOR A
24 CERTAIN NUMBER OF FOCUS GROUPS. AND WHEN WE PUT TOGETHER OUR
25 OVERALL PLAN AND OUR OVERALL BUDGET, WE KIND OF NEED TO STAY



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1 WITHIN THAT BUDGET. WE CAN'T JUST ARBITRARILY GO OUTSIDE OF
2 IT. WE FELT WHAT WE GOT WAS REPRESENTATIVE OF A LOT OF
3 DIFFERENT PEOPLE. WHAT YOU SAW ONLY REPRESENTED A COUPLE OF
4 DIFFERENT FACTORS. WE CAN PUT TOGETHER KIND OF THE OTHER RANGE
5 IN TERMS OF AGES. YOU SAW GENDER IDENTITY ON THERE. BUT THERE
6 ARE OTHER FACTORS THAT WE COULD LOOK AT AND TRY TO PULL SOME
7 OF THAT TOGETHER FOR YOU FOR A FUTURE MEETING, IF YOU WOULD
8 LIKE.

9

10 **RICK COATES:** WAS AGE A FACTOR AND DID YOU ACTUALLY REACH OUT
11 TO BLACK COMMUNITY ORGANIZATIONS?

12

13 **LYSA HALE:** WE REACHED OUT TO COMMUNITY-BASED ORGANIZATIONS ALL
14 ALONG THE CORRIDOR.

15

16 **RICK COATES:** THAT WASN'T MY QUESTION. DID YOU REACH OUT TO
17 BLACK COMMUNITY ORGANIZATIONS?

18

19 **LYSA HALE:** WE REACHED OUT TO A WIDE RANGE, TRYING TO COVER ALL
20 THE POPULATION BEING SERVED WHO LIVE IN THE CORRIDOR. SO, YES.
21 I DON'T HAVE A LIST AT MY FINGERTIPS TO TELL YOU WHO EXACTLY
22 WE REACHED OUT TO. BUT, YES.

23

24 **RICK COATES:** AND IS AGE A CONSIDERATION? LIKE I GET A SENIOR
25 DISCOUNT. IS THAT --



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1

2 **LYSA HALE:** WE WANTED JUST TO GET A RANGE. WE JUST WANTED TO
3 GET SOME -- WE DIDN'T WANT IT TO BE -- AS WE SAID, WE DON'T
4 KNOW THE EXACT DEMOGRAPHICS OF THIS PARTICULAR SWATH OF 880.
5 WE HAVE SOME DATA BASED ON CENSUS TRACTS. BUT IT IS DIFFICULT
6 FOR US TO KNOW ALL THE INFORMATION ABOUT THIS PARTICULAR
7 CORRIDOR. SO, WE'RE TRYING TO JUST MAKE SURE THAT, YOU KNOW,
8 THAT WE HAVE SOME YOUNG PEOPLE AND SOME OLDER PEOPLE. IT'S NOT
9 -- THERE WERE NOT LIKE NUMERICALS OR ANYTHING LIKE THAT.

10

11 **RICK COATES:** SO, MAY I RECOMMEND THAT THE NEXT TIME AROUND YOU
12 MAKE SURE THAT YOU HAVE SUFFICIENT BUDGET TO COVER THOSE KINDS
13 OF INTERVIEWS.

14

15 **LYSA HALE:** SURE. WE WILL TAKE THAT INTO CONSIDERATION, FOR
16 SURE.

17

18 **VEDA FLOREZ, CHAIR:** THANK YOU, RICK -- PLEASE.

19

20 **PIERCE GOULD:** ON THE IDEA OF RECRUITING PEOPLE TO PARTICIPATE
21 IN FOCUS GROUPS WAS REALLY CHALLENGING. WE ACTUALLY HAD TO
22 CANCEL SEVERAL FOCUS GROUPS BECAUSE THE ATTENDANCE OF PEOPLE
23 DIDN'T TURN OUT AND RESCHEDULE THEM TO DIFFERENT DAYS. WE HAD
24 OUR CONTRACTOR CALLING PEOPLE, SOMETIMES THREE TIMES IN THE
25 SAME -- TO REMIND THEM TO SHOW UP FOR THE FOCUS GROUPS. SO, WE



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1 REALLY DID OUR BEST WE COULD DO HERE AND WE DID A LOT OF FOCUS
2 GROUPS. SO, WE HAVE THE OPINIONS OF 70 -- I THINK IT WAS 79
3 PEOPLE. I KNOW THERE'S HIGHER WEIGHTING ON PEOPLE WHO SPEAK
4 CANTONESE OR SPANISH. BUT THAT WAS BY THE NECESSITY TO TRY TO
5 LEARN FROM PEOPLE WHO SPEAK DIFFERENT LANGUAGES HERE. I THINK
6 WE HAVE DONE A PRETTY GOOD JOB. I UNDERSTAND THE CONCERNS
7 AROUND NOT HAVING AS MANY AFRICAN AMERICAN REPRESENTATIVES
8 GIVEN THE OVERALL SLICE OF THE 79-PERSON GROUP. BUT I DO THINK
9 WE ARE GOING TO FIELD A GOOD PILOT AND I THINK PARTICIPATION
10 IN THE PILOT WILL BE HIGH AND WE WILL SEE INCREASES IN OUR
11 FUTURE FOCUS GROUPS FOR THE PARTICIPANTS THEMSELVES BECAUSE
12 THEY WILL BE IN THE CORRIDOR, TAKING ADVANTAGE OF THIS
13 PROGRAM.

14

15 **VEDA FLOREZ, CHAIR:** THANK YOU, PIERCE AND LYSA FOR OUR POINTED
16 QUESTIONS. I AM WONDERING -- ONE OF THE THINGS THAT EQUITY AND
17 ACCESS SUBCOMMITTEE IS INTERESTED IN IS WHAT YOU ARE REACHING
18 OUT TO. WOULD IT BE POSSIBLE TO FORWARD A LIST OF
19 ORGANIZATIONS WHO YOU REACHED OUT TO SO WE COULD POSSIBLY
20 RECOMMEND OTHERS NEXT TIME AROUND?

21

22 **LYSA HALE:** SURE. I WOULD BE HAPPY TO PULL THAT TOGETHER. YEAH.

23

24 **VEDA FLOREZ, CHAIR:** AND THE SECOND ITEM IS WERE THERE'S ZOOM
25 OR IN-PERSON?



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1

2 **LYSA HALE:** THESE WERE ALL BY ZOOM.

3

4 **VEDA FLOREZ, CHAIR:** THAT MAKES IT --

5

6 **LYSA HALE:** THAT IS ALSO WHY WE DID THE TELEPHONE TOWN HALL.
7 WAS THE CAPTURE PEOPLE WHO MAYBE COULDN'T PARTICIPATE IN A
8 ZOOM FOCUS GROUP.

9

10 **VEDA FLOREZ, CHAIR:** YOU ACTUALLY DID QUITE A BIT IN MY OPINION
11 AND HEARING THIS PRESENTATION TWO TIMES. OUR NEXT SPEAKER WILL
12 BE ANNE OLIVIA, MICHAEL AND THEN TERRY SCOTT.

13

14 **ANNE OLIVIA ELDRED, V. CHAIR:** THANK YOU, CHAIR FLOREZ. I HAVE
15 BEEN SITTING ON THE SUBCOMMITTEE. MOST OF YOU FOLKS KNOW THAT
16 I AM DEEPLY COMMITTED TO RACIAL EQUITY AND REPRESENTATION. AND
17 I DO WANT TO COMMEND STAFF. THEY REACHED OUT TO ME MULTIPLE
18 TIMES. I PROVIDED THEM INDIVIDUALS' NAMES, ORGANIZATIONS
19 NAMES. I HAVE DONE FOLLOW-UP CALLS. THEY HAVE REACHED OUT TO
20 PEOPLE OVER AND OVER AGAIN AND I JUST WANT TO ASSURE YOU THAT
21 I HAVE NEVER SEEN SUCH THOROUGH REACH TO THE UNHOUSED
22 COMMUNITY, TO BORDERLINE POPULATIONS, TO HOUSING UNSTABLE
23 POPULATIONS, TO STAFF, TO ALL THESE FOLKS. AND THAT I DID ALSO
24 PROVIDE PHONE NUMBERS, EMAILS AND DID FOLLOW-UP CALLS MYSELF
25 TO BLACK AND AFRICAN AMERICAN ORGANIZATIONS IN THE CORRIDOR TO



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1 TRY AND GET GREATER PARTICIPATION. AND SO, I DO JUST WANT TO
2 SAY THAT AS A PERSON WHO HAS BEEN SITTING ON THIS GROUP, WE
3 HAVE BEEN ASKING THESE QUESTIONS BECAUSE I WAS THERE AS A
4 REPRESENTATIVE OF EQUITY AND ACCESS. AND THAT IS A HUGE ISSUE.
5 AS FAR AS THE AGE CONCERN GOES, YES, THERE WAS ALSO -- WHILE I
6 DON'T THINK THERE WAS LIKE AN ASSIGNED NUMBER OF SLOTS, LIKE
7 WE WILL HAVE TWO SEATS HERE AND TWO SEATS THERE, THERE WAS
8 INTENTIONAL OUTREACH TO A VARIETY OF ORGANIZATIONS. AND ONE OF
9 THE COOLEST OUTREACH TO YOUTH I HAVE SEEN. I WAS REALLY HAPPY
10 WITH THAT AND I WOULD LIKE TO SUPPORT THE VERY SIMPLEST
11 MESSAGING. SO, 50% STRAIGHT ACROSS I THINK IS JUST GOING TO BE
12 EASIEST FOR FOLKS TO UNDERSTAND. EVEN THOUGH THAT RESULTS IN
13 75% HERE AND THAT KIND OF THING. JUST HAVING THE MESSAGING BE
14 SUPER SIMPLE I THINK IS GOING TO BE THE EASIEST TO CONVEY TO
15 FOLKS WHO ARE DRIVING AND TRYING TO FIGURE OUT WHETHER OR NOT
16 THEY CAN AFFORD IT TODAY. I THINK THAT THAT SIMPLE CALCULATION
17 IS ACTUALLY REALLY IMPORTANT. AND I WAS GOING TO RECOMMEND,
18 LYSA, I KNOW YOU ARE TRYING TO DO A FOLLOW-UP CALL. I AM
19 PRETTY SURE I KNOW THE ORGANIZATION DOES --

20

21 **LYSA HALE:** [INDISCERNIBLE] LOOKED IT UP.

22

23 **ANNE OLIVIA ELDRED, V. CHAIR:** YEAH. THERE OR CITY SURF WOULD
24 BE TWO OF THE THINGS I RECOMMEND SPECIFICALLY FOR OUTREACH IN
25 THAT CORRIDOR. BUT I CAN GIVE IT ANOTHER SHOT TO TRY TO REACH



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1 TWO OF THE INDIVIDUALS THAT ARE ALMOST ENTIRELY BLACK AFRICAN
2 AMERICAN ORGANIZING IN THE CORRIDOR IF YOU WOULD BE WILLING TO
3 HAVE A FOLLOW-UP CALL.

4

5 **LYSA HALE:** I PERSONALLY WOULD BE MORE THAN HAPPY TO DO THAT. I
6 THINK THAT IS A GREAT IDEA.

7

8 **ANNE OLIVIA ELDRED, V. CHAIR:** WALTER, IF YOU HAVE CONCEPTS ON
9 OTHER VEHICLE THAT YOU WOULD LIKE TO SEE IN THERE, THEN JUST
10 CONNECT WITH ME AFTERWARDS.

11

12 **WALTER WILSON:** YEAH. THERE'S MORE THAN JUST CONCEPTS. I BELONG
13 TO THE 40 BY 40 GROUP IN EAST OAKLAND. I ALSO BELONG TO THE
14 CULTURAL ZONE. BOTH OF THOSE GROUPS ENCOMPASS LIKE 52
15 DIFFERENT AFRICAN AMERICAN ORGANIZATIONS, CHURCHES, CBOS AND
16 SO ON AND ON FORTH. OF THE 23 THAT RESPONDED, ONE HAS HEARD OF
17 THE STUDY. THE REST HAVEN'T RESPONDED BACK. BUT THE TRUTH OF
18 THE MATTER IS OUTREACH IS TOUGH. IT IS WHAT I DO FOR A LIVING.
19 I OWN A MINORITY BUSINESS CONSORTIUM. IT IS TOUGH. ESPECIALLY
20 POOR COMMUNITIES OF COLOR. BUT BE THAT AS IT MAY, WE HAVE
21 SUCCESS. WE TRY DIDN'T WAYS TO MAKE THAT HAPPEN. I WOULD HAVE
22 NEVER MADE A PRESENTATION WITH EIGHT BLACK PEOPLE IN EAST
23 OAKLAND. IT WOULD NEVER HAVE HAPPENED. I WOULD SAY WE NEED TO
24 GO BACK AND DO MORE WORK. ESPECIALLY AS A WHITE PERSON. IF I
25 WERE A WHITE PERSON DOING A PRESENTATION, PRESENTING IT TO A



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1 DIVERSE GROUP, I COULD NOT BRING A PRESENTATION BACK IN THE
2 LARGEST AREA WHERE BLACK PEOPLE RESIDE IN NORTHERN CALIFORNIA
3 AND SAY THIS IS WHAT WE HAVE. THIS IS OUR BEST EFFORT. AND I
4 THINK THE TRUTH IS WHEN THE GENTLEMAN WAS ASKING DID YOU REACH
5 OUT THE BLACK ORGANIZATIONS, YOU KEEP SAYING WE REACHED OUT TO
6 EVERYBODY. SO, I JUST KNOW FROM WHAT I JUST GOT BACK FROM THIS
7 GROUP OF FOLKS WHO I JUST REACHED OUT TO, ONE ORGANIZATION
8 HEARD ABOUT THIS AND THEY'RE REALLY A NEIGHBORHOOD GROUP.
9 THEY'RE NOT EVEN A CBO. I THINK IT COULD HAVE BEEN DONE BETTER
10 AND SHOULD BE DONE BETTER. IN MY OPINION, SPITE OF WHAT PIERCE
11 SAYS, THAT WE SHOULD MOVE AHEAD WITH WHAT WE HAVE, I DON'T
12 THINK THAT IT WOULD BE REPRESENTATIVE AND QUITE FRANKLY, I
13 THINK IT WOULD BE TROUBLESOME AND PROBLEMATIC TO MY COMMUNITY.

14

15 **VEDA FLOREZ, CHAIR:** THANK YOU FOR YOUR COMMENTS, WALTER. I
16 REALLY APPRECIATE IT. I AM GOING TO ASK IF ANYONE ON THE
17 SUBCOMMITTEE HAS ORGANIZATIONS THEY WOULD LIKE PIERCE OR LYSA
18 TO REACH OUT TO, TO SEND THEM DIRECTLY TO OUR -- TO MARTY. SO,
19 WE DON'T WANT TO GET INTO TROUBLE WITH BROWN ACT VIOLATIONS.
20 JUST SEND THEM DIRECTLY TO MARTY AND SHE CAN FORWARD THEM ON
21 TO ANNE OLIVIA OR LYSA OR PIERCE. LET'S GO NEXT TO MICHAEL
22 LOPEZ, TERRY SCOTT AND WALTER WILSON.

23

24 **MICHAEL LOPEZ:** THANK YOU FOR THE PRESENTATION. I HAVE TO
25 CONFESS I DON'T UNDERSTAND MOST OF THE FASTRAK PROCESS BUT I



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1 UNDERSTAND MOST OF WHAT WAS SAID HERE. I AGREE 79 PEOPLE SEEMS
2 AT LEAST ON THE SURFACE TO BE INSUFFICIENT REPRESENTATION. BUT
3 I UNDERSTAND, TOO, THERE'S BEEN A LOT OF WORK PUT INTO THIS. I
4 HAD A QUESTION, THOUGH -- AND I DID WANT TO SAY THE DISCOUNT
5 THAT IS OFFERED SEEMS BOTH GENEROUS AND FAIR. BUT IT WOULD BE
6 MUCH EASIER AS ANNE OLIVIA SAID IF IT WAS JUST 50% STRAIGHT
7 ACROSS. AND I WONDER HOW DO YOU DETERMINE THE NUMBER OF
8 OCCUPANTS IN A VEHICLE? WITH THE FASTRAK.

9

10 **PIERCE GOULD:** OKAY. SO, BEFORE I ANSWER THAT QUESTION ABOUT --
11 AND I MAY HAVE TO ASK YOU TO REMIND ME OF IT AGAIN. I CAN ONLY
12 STORE SO MUCH IN MY HEAD AT ONCE. I JUST WANT TO BE CLEAR. I
13 WANT TO MAKE SURE THAT BOTH ANNE OLIVIA AND YOU, MICHAEL, ARE
14 SUPPORTING THE STAFF RECOMMENDATION BUT YOU ARE SAYING ONLY
15 TALK ABOUT IT AS 50% OFF BUT IT WOULD STILL BE 75% OFF IF
16 SOMEBODY IS A PILOT PARTICIPANT. CORRECT?

17

18 **ANNE OLIVIA ELDRED, V. CHAIR:** YES FOR ME.

19

20 **MICHAEL LOPEZ:** YES. I THINK THE 75% WOULD BE GREAT. BUT IT
21 WOULD BE MUCH EASIER FOR PEOPLE TO UNDERSTAND THE 50%.

22

23 **PIERCE GOULD:** SO IT BECOMES ABOUT MESSAGING. I JUST WANT TO
24 MAKE SURE I AM ACCURATELY FOLLOWING WHAT THE GROUP IS SAYING.

25



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1 **MICHAEL LOPEZ:** IF YOU WANT PEOPLE TO PARTICIPATE, MAKE IT
2 SOUND SO THEY CAN UNDERSTAND. AND IF THEY BENEFIT BY MORE THAN
3 THAT, HEY. WOW.

4

5 **PIERCE GOULD:** AND SO, SORRY. TAKING A NOTE. AND THEN YOUR
6 QUESTION WAS HOW DOES FASTRAK KNOW HOW MANY PEOPLE ARE IN THE
7 CAR? IS THAT WHAT IT WAS?

8

9 **MICHAEL LOPEZ:** RIGHT.

10

11 **PIERCE GOULD:** OUR TOLL TAGS ARE CALLED FASTRAK FLEX SWITCHABLE
12 TOLL TAGS. THEY HAVE A SWITCH ON THE TAG THAT ALLOWS THE
13 DRIVER TO SET THEM INTO A POSITION TO REFLECT THE NUMBER OF
14 PEOPLE IN THE CAR. SO, IF YOU ARE DRIVING ALONE, YOU SWITCH IT
15 TO ONE. IF YOU ARE DRIVING WITH TWO PEOPLE IN YOUR CAR IT IS
16 TWO. IF YOU HAVE THREE OR MORE SET IT TO THREE. THAT TELLS THE
17 TOLL SYSTEM AS YOU DRIVE DOWN THE ROAD HOW MANY PEOPLE ARE IN
18 YOUR CAR.

19

20 **MICHAEL LOPEZ:** THERE'S A BOX?

21

22 **PIERCE GOULD:** IT IS A TOLL TAG. YEP.

23

24 **MICHAEL LOPEZ:** AND WHEN THE STATEMENT WAS MADE THERE'S NO
25 CONSENSUS ON TOLL TAG LIMITS, WHAT DOES THAT MEAN?



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1

2 **PIERCE GOULD:** THAT MEANS IF I AM A PILOT PARTICIPANT IN THIS
3 PROGRAM, SHOULD I ONLY BE ALLOWED TO GET TWO TOLL TAGS TOTALLY
4 FOR MY FAMILY? OR SHOULD I BE ABLE TO GET THREE TOLL TAGS,
5 FIVE TOLL TAGS, HOWEVER MANY I NEED?

6

7 **MICHAEL LOPEZ:** THAT IS THE BOX ITSELF?

8

9 **PIERCE GOULD:** YES. WE DECIDED WE ARE NOT PLACING LIMITS ON THE
10 NUMBER OF TOLL TAGS A PILOT PARTICIPANT COULD GET FOR THE
11 HOUSEHOLD.

12

13 **MICHAEL LOPEZ:** NOW I UNDERSTAND THAT TAG IS A BOX, IT'S EASIER
14 -- GOOD ENOUGH. THANK YOU VERY MUCH.

15

16 **VEDA FLOREZ, CHAIR:** THANK YOU. TERRY SCOTT, WALTER WILSON AND
17 THEN RICH HEDGES.

18

19 **TERRY SCOTT:** THANK YOU. TERRY SCOTT FROM NAPA. FIRST I WOULD
20 LIKE TO AGREE WITH THE PREVIOUS SPEAKER. I THINK THE STRAIGHT
21 50% DISCOUNT IS APPROPRIATE AND SIMPLE TO UNDERSTAND. AND FOR
22 PEOPLE TO AGREE TO. ONE THING I CAN'T SEEM TO UNDERSTAND IS
23 WHY THE DRIVER'S LICENSE IS INSUFFICIENT AS A SINGLE
24 REQUIREMENT FOR THIS PROGRAM. I DON'T UNDERSTAND WHY THAT IS
25 NOT THE ROUTE THAT IS CHOSEN BY STAFF HERE.



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1

2 **PIERCE GOULD:** WHY IS THE DRIVER'S LICENSE NOT A --

3

4 **TERRY SCOTT:** WE ARE TALKING ABOUT VEHICLE TRANSPORTATION, WE
5 ARE TALKING ABOUT THE EXPRESS LANE AND WE ARE ACCEPTING
6 SOMETHING OTHER THAN A DRIVER'S LICENSE. THAT DOESN'T -- THAT
7 IS NONSENSICAL TO ME.

8

9 **MICHAEL LOPEZ:** WELL -- CAN I, PIERCE? THERE'S NO INCOME
10 REQUIREMENT FOR DRIVER'S LICENSES. SO, THAT IS WHY -- YOU
11 COULD HAVE ANY INCOME AND SHOW US YOUR DRIVER'S LICENSE
12 WHEREAS IT IS SUPPOSED TO BE LIMITED TO PEOPLE WHO MAKE --
13 WHOSE HOUSEHOLD INCOME IS 200% OF THE FEDERAL POVERTY LEVEL OR
14 LOWER. WHICH IS WHY WE ARE ACCEPTING -- WE ARE PROPOSING TO
15 ACCEPT THE SAME TYPES OF DOCUMENTATION THAT OTHER PROGRAMS
16 ACCEPT THAT ARE DISTRIBUTED THROUGH EBT CARDS LIKE CALFRESH,
17 CALWORKS OTHER TYPE OF CASH BENEFITS AS WELL AS THE CLIPPER
18 START PROGRAM.

19

20 **SPEAKER:** I CAN ALSO ANSWER THAT QUESTION.

21

22 **TERRY SCOTT:** THAT DATA IS NOT RECORDED BY DMV OR ANYTHING IN
23 THE DRIVER'S LICENSE PROCESS.

24

25 **LYSA HALE:** NO IT IS NOT.



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1

2 **TERRY SCOTT:** OKAY.

3

4 **ANNE OLIVIA ELDRED, V. CHAIR:** MAY I JUMP IN TO ANSWER I THINK
5 ONE OF THE CONCERNS THERE?

6

7 **VEDA FLOREZ, CHAIR:** SURE. GO AHEAD. CAN YOU WAIT UNTIL AFTER
8 RICH? YOU ARE SECOND ON THE LIST.

9

10 **ANNE OLIVIA ELDRED, V. CHAIR:** SURE.

11

12 **VEDA FLOREZ, CHAIR:** THANK YOU. GO AHEAD, RICH HEDGES.

13

14 **RICHARD HEDGES:** THANK YOU, VEDA. CAN YOU HEAR ME?

15

16 **VEDA FLOREZ, CHAIR:** YES.

17

18 **RICHARD HEDGES:** I TALKED ABOUT TO YOU WORKING THROUGH LABOR
19 AND I KNOW YOU CALLED THE ALAMEDA LABOR COUNCIL --

20

21 **SPEAKER:** WE WORKING HARD ON IT.

22

23 **RICHARD HEDGES:** LET ME FINISH. I EXPECTED YOU TO WORK THROUGH
24 ME BECAUSE I HAVE THE ACCESS. WHEN YOU GET A HOLD OF THE LABOR
25 COUNCIL, THEIR JOB IS TO PUT OUT STAFF. MY LOCAL UNION HAS



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1 TREMENDOUS AMOUNT OF REPRESENTATIVES, 30,000 MEMBERS IN
2 LOCATIONS IN ALL NINE COUNTIES AND WE HAVE AN I.T. STAFF. SO,
3 H.E.R. HERE WHICH IS MAINLY IN HOTELS HAVE SO MANY PEOPLE LAID
4 OFF WHO MIGHT BE HARDER. BUT THEY MIGHT BE A GOOD CANDIDATE. I
5 COULD GET THEM TO SET UP ZOOM LOCATIONS.

6

7 **LYSA HALE:** THANK YOU. IN TERMS OF OUR OUTREACH, WE WILL STILL
8 REACH OUT TO YOU. THANK YOU FOR MAKING THAT OFFER.

9

10 **VEDA FLOREZ, CHAIR:** AND I APPRECIATE THE COMMENTS RICH HEDGES
11 JUST MADE. AND I WONDER SINCE WE HAVE OUR EARS TO THE GROUND,
12 WE ARE CONNECTED TO THE LOCAL COMMUNITY. IF YOU COULD
13 SERIOUSLY WORK THROUGH US BECAUSE WITH THE RECOMMENDATION,
14 LOCAL RECOMMENDATION IT MAY BE EASIER FOR YOU TO HAVE PEOPLE
15 ATTEND YOUR FOCUS GROUPS. OKAY. ANNE OLIVIA.

16

17 **LYSA HALE:** I WOULD JUST SAY FOR THE FUTURE, VEDA, THAT WOULD
18 BE FABULOUS. WE HAVE COME TO THIS GROUP IN THE PAST TO LET YOU
19 GUYS KNOW WE ARE WORKING ON THE FOCUS GROUPS. I KNOW ANNE
20 OLIVIA HAS BEEN EXTREMELY HELPFUL. ULTIMATELY, WE WERE NOT
21 ABLE TO GET ANYBODY FROM THE UNHOUSED POPULATION TO
22 PARTICIPATE IN THE FOCUS GROUPS. ALTHOUGH WE HAD TWO PEOPLE
23 SIGNED UP. BUT I WOULD SAY THAT WE'RE ALWAYS OPEN IF THIS
24 GROUP HAS SPECIFIC SUGGESTIONS ABOUT GROUPS THAT THEY THINK WE
25 SHOULD BE CONTACTING. I WOULD SAY INTO THE FUTURE AS WELL. AND



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1 IN TERMS OF LIKE THE OUTREACH, AS YOU KNOW, I AM THE PROGRAM
2 MANAGER FOR CLIPPER START. I WOULD STILL LOVE TO HEAR
3 ORGANIZATIONS THAT YOU GUYS THINK THAT WE SHOULD BE CONTACTING
4 BECAUSE I HAVE SOMEBODY WORKING ON THAT FULL-TIME, CONTACTING
5 ORGANIZATIONS TO SPREAD THE WORD ABOUT THE CLIPPER START
6 PROGRAM. SO, IF YOU HAVE ORGANIZATIONS THAT YOU FEEL LIKE
7 WE'RE NOT GETTING AT, THEN CAN YOU PLEASE SEND THAT TO MARTY
8 AND SHE CAN PROVIDE THEM TO ME? BECAUSE I AM ACTIVELY SEEKING
9 EXACTLY THAT KIND OF FEEDBACK.

10

11 **VEDA FLOREZ, CHAIR:** THANK YOU. ANNE OLIVIA ELDRED.

12

13 **ANNE OLIVIA ELDRED, V. CHAIR:** THANKS. JUST TO ECHO, I HAVE
14 COME TO THIS GROUP AND ASKED FOR FOLKS TO SUBMIT IDEAS FOR
15 OUTREACH. AND I AM REALLY, REALLY EXCITED TO HEAR IT. SO,
16 REALLY THRILLED BY THAT AND GLAD THAT PEOPLE ARE STEPPING UP.
17 I JUST WANT TO SHARE THAT I HAVE A FRIEND WHO DOES NOT HAVE A
18 DRIVER'S LICENSE AND HAS A FASTRAK AND THAT IS BECAUSE SHE IS
19 BLIND. AND SHE HAS A FASTRAK FOR THE PEOPLE WHO DRIVE HERE.
20 AND SO, THERE ARE A VARIETY OF REASONS THAT SOMEBODY WHO
21 DOESN'T HAVE A DRIVER'S LICENSE WHO HAS A VISIBLE OR INVISIBLE
22 DISABILITY CAN QUALIFY FOR PROGRAMS AND NOT ACTUALLY HAVE A
23 DRIVER'S LICENSE.

24



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1 **VEDA FLOREZ, CHAIR:** THANK YOU. WATER WILSON AND THEN RICH
2 COATES -- RICK COATES.

3

4 **WALTER WILSON:** YEAH. ANNE OLIVIA, I AM GLAD TO HEAR YOU WORK
5 WITH THIS GROUP, REACHING OUT TO THE MINORITY COMMUNITIES. I
6 THINK THAT IS WONDERFUL. BUT SOMETHING THAT VEDA SAID I THINK
7 IS REALLY IMPORTANT. WE HERE IN THIS GROUP, WE REPRESENT A
8 BROAD CROSS SECTION OF PEOPLE FROM ALL THE COMMUNITIES THAT WE
9 REPRESENT. AND WE ARE, I THINK, A VERY IMPORTANT RESOURCE TO
10 HELP GET INFORMATION OUT TO PEOPLE. SO -- AND I THINK WE WORK
11 FOR FREE. I DON'T KNOW. BUT I THINK WE WILL DO THIS ON BEHALF
12 OF THE COMMUNITY BECAUSE IT IS THE RIGHT THING TO DO. THE
13 OTHER THING IS I HAVE FASTRAK. SO, I KNOW THAT THERE ARE NO
14 LIMITS ON THOSE BOXES BECAUSE WHEN I FIRST BOUGHT IT, I
15 THOUGHT I WAS ADDING MONEY TO THE FASTRAK. AND FOUR OF THOSE
16 BOXES CAME TO ME IN THE MAIL. SO, I WOUND UP PASSING THEM OUT
17 TO MY FAMILY MEMBERS. EVEN THOUGH WHEN I AM IN THE SOUTH BAY,
18 WHEN I AM HEADING UP NORTH AND IT IS LATE, IT IS REALLY USEFUL
19 AND HELPFUL. AND TO ME, I DON'T KNOW WHAT HALF THE PRICE IS
20 BUT I THINK IT IS 25 A MONTH. I GUESS IT DEPENDS ON HOW OFTEN
21 YOU USE IT. FOR ME GOING BACK AND FORTH DOING BUSINESS SO ON
22 AND SO FORTH, IT HAS BEEN VERY HELPFUL. SO, I THINK THE SAME
23 THING WOULD APPLY TO PEOPLE WHO REALLY DON'T HAVE THE SAME
24 AMOUNT OF MONEY OR RESOURCES FOR IT. BUT I HAVE A QUESTION.
25 PIERCE, OR YOU GUYS WHO ARE FAMILIAR WITH THIS THING. I



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1 HAVEN'T GOTTEN A BILL SINCE I HAVE USED THIS THING. I PUT \$75
2 ON THERE AND I MUST HAVE USED IT TEN OR 15 TIMES. HOW EXACTLY
3 DOES THIS WORK?

4

5 **PIERCE GOULD:** UM THAT ACTUALLY CONCERNS ME.

6

7 **WALTER WILSON:** FORGET THAT I SAID IT. [LAUGHING]

8

9 **PIERCE GOULD:** MAYBE WE SHOULD TALK AFTER JUST TO MAKE SURE --

10

11 **WALTER WILSON:** DISREGARD THAT.

12

13 **PIERCE GOULD:** YOU ARE GOING TO GET A SURPRISE NOTICE -- YEAH.

14

15 **LYSA HALE:** THAT ACTUALLY CONCERNS ME TOO.

16

17 **WALTER WILSON:** I'M GOING TO GET A BILL FOR A THOUSAND DOLLARS.

18

19 **LYSA HALE:** IF YOU PROVIDED YOUR CREDIT CARD --

20

21 **WALTER WILSON:** I SET UP AN ACCOUNT.

22

23 **LYSA HALE:** YOU SHOULD BE SEEING AUTOMATIC CHARGES.

24

25 **SPEAKER:** YOU CAN GO ONLINE AND CHECK IT.



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1

2 **LYSA HALE:** YOU COULD GO ONLINE TO SEE IF YOU HAVE BEEN
3 CHARGED. THANK YOU FOR MENTIONING THAT.

4

5 **WALTER WILSON:** I DON'T IMAGINE THE GOVERNMENT IS GIVING AWAY
6 FREE MONEY. THANK YOU.

7

8 **VEDA FLOREZ, CHAIR:** THANK YOU. RICK COATES.

9

10 **RICK COATES:** YEAH. I AM WONDERING WHY YOU DIDN'T SELL THOSE
11 EXTRA BOXES. BUT I GUESS MAYBE YOU WANTED TO STAY OUT OF JAIL.
12 I WANTED TO COMMENT ON MESSAGING. YOU TALKED ABOUT 50%.
13 ACTUALLY YOU DON'T REALLY HAVE TO SAY MORE THAN 50%. ALL YOU
14 NEEDED TO SAY WAS 50% FOR THE FIRST PERSON, AN ADDITIONAL 50%
15 FOR THE NEXT PERSON. BECAUSE THAT TOTALS 75% IF YOU WORK OUT
16 THE MATH.

17

18 **PIERCE GOULD:** THANKS.

19

20 **RICK COATES:** THAT'S ALL.

21

22 **VEDA FLOREZ, CHAIR:** GOOD FEEDBACK. THANK YOU. I DON'T SEE ANY
23 OTHER QUESTIONS LISTED. I WILL GO AHEAD AND ADD MY COMMENTS. I
24 KNOW WE ARE TRYING TO GET PEOPLE OUT OF THEIR CARS AND INTO
25 PUBLIC TRANSPORTATION AND I DON'T LIKE THE IDEA OF GIVING A



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1 50% DISCOUNT WHEN THERE'S A SECOND PERSON IN A CAR. I THINK WE
2 SHOULD ENCOURAGE THE MORE PEOPLE CARPOOLING IS IMPORTANT. SO,
3 IT IS GREAT FOR THREE PEOPLE AND MORE. BUT WHAT ABOUT TWO
4 PEOPLE? I WOULD LIKE TO REQUEST SOMETHING DIFFERENT. AND THAT
5 WOULD BE AN 80% DISCOUNT. BECAUSE DOING THE MATH, I USED TO
6 WORK WITH UNDERSERVED COMMUNITIES AND TEACHING THEM MATH
7 SKILLS. AND IF YOU JUST ASK THEM TO CHANGE THE DECIMAL POINT
8 OVER. IF YOUR TOLL IS \$8, CHANGE THE DECIMAL POINT TO 80 CENTS
9 TIMES TWO. IT IS MOVE THE DECIMAL TIMES TWO. SO, YOU CAN ALSO
10 TEACH AND HAVE A CATCHY PHRASE. THAT WAY YOU ARE ENCOURAGING
11 PEOPLE, TWO PEOPLE TO RIDE IN A CAR TOGETHER. SO, THAT'S JUST
12 MY TRAIN OF THOUGHT. I ALSO THINK THAT THERE SHOULD BE SOME
13 LIMITATION TO THE NUMBER OF FASTRAKS PER ACCOUNT OR HOUSEHOLD
14 SUCH AS MAYBE FIVE FASTRAKS FOR ONE PERSON. BECAUSE IT IS
15 COMMON THAT THERE COULD BE A WIFE, HUSBAND AND THREE KIDS WHO
16 ARE ALL DRIVERS. SO, I LIKE THAT IDEA, ADDING A LIMIT TO THE
17 NUMBER OF TOLL TAGS PER ACCOUNT. AND I ALSO THINK IT IS
18 IMPORTANT TO LIST AND USE STUDENT IDENTITY CARDS AS A FORM OF
19 IDENTIFICATION BECAUSE YOU CAN GET ON AN AIRPLANE, I BELIEVE,
20 WITH A STUDENT IDENTITY CARD BECAUSE THAT IS A LEGAL PIECE OF
21 IDENTITY DOCUMENT ALONG WITH PASSPORTS. I'M NOT SURE PASSPORTS
22 WERE ON THE LIST BUT I AM SURE THEY HAVE GOT TO BE THERE.
23 ALSO, I THINK IT IS REALLY A DISADVANTAGE TO HAVE CLEAN AIR
24 VEHICLES ON THIS LIST BECAUSE MANY LOW INCOME PEOPLE CAN'T
25 AFFORD A CLEAN AIR VEHICLE. IT IS GREAT WE HAVE THE PROGRAM TO



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1 BE ALL INCLUSIVE. BUT THAT SHOULDN'T BE, YOU KNOW, A SECOND
2 FACTOR AS A CLEAN AIR VEHICLE. BECAUSE MANY PEOPLE CAN'T GET
3 INTO A CLEAN AIR VEHICLE. THEY COULD IF THEY WOULD. BUT IF YOU
4 ARE MAKING \$26,000 FOR TWO PEOPLE, THE LIKELIHOOD IS VERY LOW
5 THAT YOU WILL BE DRIVING A CLEAN AIR VEHICLE UNLESS IT IS
6 SUBSIDIZED OR GIVEN TO THAT PERSON. AND LET'S SEE NOW. TALKED
7 ABOUT STUDENT IDENTITY CARDS. I HAVE QUITE A LIST HERE. AND I
8 AM JUST WONDERING ON YOUR FINANCIAL INFORMATION, HOW DO YOU
9 PLAN TO OVERCOME THE COMFORT LEVEL OF GIVING PEOPLE FINANCIAL
10 INFORMATION? I GUESS IT IS JUST SOMETHING THEY HAVE TO
11 OVERCOME IN ORDER TO BE -- TO PARTICIPATE IN THE PROGRAM. I
12 JUST WANT US TO BE VERY SENSITIVE ABOUT THAT SINCE THIS IS
13 ABOUT A POVERTY ISSUE. AND THEN I AM VERY PLEASED TO HEAR THAT
14 YOU ARE CONSIDERING USING A CALCULATION OF OTHER THAN THE U.S.
15 POVERTY LINE. BECAUSE THE COST OF LIVING IS SO EXPENSIVE HERE
16 IN CALIFORNIA. AND I AM INTERESTED THAT SOME OF YOUR OUTREACH
17 COULD BE DONE AT MAKE CHECK CASHING FACILITIES OR BACK OF BUS
18 AND THEN UNIVISION. MAYBE THAT IS CHANNEL 26. BUT UNIVISION IS
19 ALWAYS LOOKING FOR INFORMATION AND SPANISH SPEAKERS TO COME ON
20 AND TALK ABOUT TOPICAL INFORMATION, SUCH AS THIS. OH AND THEN
21 --

22

23 **LYSA HALE:** THAT IS GREAT. THANK YOU. I WILL BE LEADING THE
24 OUTREACH AND THAT IS REALLY HELPFUL. THANK YOU.

25



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1 **VEDA FLOREZ, CHAIR:** FINALLY, THIS PROGRAM ATTACHED TO ANY LIFE
2 CYCLE OR DOES IT HAVE A DOLLAR AMOUNT THAT IS CONSIDERED? WHAT
3 WILL YOU CONSIDER SUCCESS AT THE END OF THE PROGRAM AND WHEN
4 IS THE END OF THE PROGRAM?

5

6 **PIERCE GOULD:** THE PROGRAM IS GOING TO BE OPERATED FOR A PERIOD
7 OF 18 MONTHS. THE EVALUATION IS GOING TO BE ON THE FIRST 12
8 MONTHS. AND THE IDEA OF THE EVALUATION IS TO IDENTIFY ALL THE
9 DIFFERENT GOALS OR OBJECTIVES WE HAVE FOR THIS PILOT. AND THEN
10 COME UP WITH WAYS TO MEASURE THOSE GOALS SO WE CAN TELL
11 WHETHER OR NOT THE PILOT MEETS ITS INTENDED GOAL OR NOT AND
12 FIGURE OUT IF WE NEED TO MAKE ANY CHANGES OR IF WE NEED TO DO
13 SOMETHING TOTALLY DIFFERENT OR WHATEVER. SO, AFTER THE
14 EVALUATION IS COMPLETED, WE WILL HAVE SOME KIND OF A
15 DISCUSSION ABOUT WHAT TO DO NEXT. AND THAT WILL BE A
16 DISCUSSION THAT INCLUDES THIS GROUP. BUT IT WILL ALSO INCLUDE,
17 FRANKLY, OUR OTHER EXPRESS LANE OPERATORS IN THE REGION
18 BECAUSE WE WANT TO HAVE CONSISTENT APPROACHES TO WHAT WE'RE
19 DOING ON ALL OF OUR LANES SO, PEOPLE AREN'T CONFUSED BY THE
20 DIFFERENT -- BY DIFFERENT POLICIES. AND SO, WE HAVE A BIGGER
21 GROUP TO CONSIDER AND THAT'S WHY WE HAVE THIS ADVISORY GROUP
22 ALSO, INDEPENDENT OF THIS GROUP.

23



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1 **VEDA FLOREZ, CHAIR:** CAN YOU TELL US A LITTLE BIT MORE ABOUT
2 THE ADVISORY GROUP? AND THEN TWO MORE QUESTIONS AND THEN I AM
3 FINISHED.

4

5 **PIERCE GOULD:** THE ADVISORY GROUP IS LEAD UP OF A
6 REPRESENTATIVE FROM EACH OF THE EXPRESS LANE OPERATORS. THE
7 BRIDGE OPERATORS AND THEN ALSO CALTRANS AND THEN ALSO WE HAVE
8 A REPRESENTATIVE FROM THIS SUBCOMMITTEE AND WE HAVE
9 REPRESENTATIVES FROM TWO COMMUNITY-BASED ORGANIZATIONS. I
10 DON'T KNOW IF THEY -- I DON'T KNOW HOW YOU -- LYSA, WHAT WOULD
11 YOU CALL TRANSFORM -- ADVOCACY ORGANIZATIONS?

12

13 **LYSA HALE:** ADVOCACY ORGANIZATIONS.

14

15 **PIERCE GOULD:** YEAH. TRANSFORM AND SPUR. IT IS MORE LIKE THE
16 POLICY LEVEL KIND OF GROUP, ADVISING US, BIG PICTURE THINGS WE
17 NEED TO THINK ABOUT REGIONALLY.

18

19 **VEDA FLOREZ, CHAIR:** THAT'S FANTASTIC. I AM HAPPY TO HEAR THAT
20 BECAUSE IN ORDER TO GET TO THE NEXT LEVEL, I'M SURE IT WOULD
21 BE INTERESTING TO HEAR WHAT THE OTHER PROVIDERS HAVE TO SAY IN
22 THE VERY BEGINNING. I AM GLAD YOU ARE SETTING THESE STANDARDS
23 AND PRACTICES RIGHT NOW. AND THEN AS FAR AS YOUR OUTREACH TO
24 OVERCOME CONFUSION, MAYBE YOU COULD USE PICTOGRAPHS TO DRAW
25 IMAGES ESPECIALLY FOR THOSE WHO HAVE LOWER EDUCATION LEVEL OR



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1 SPANISH -- OR ENGLISH IS NOT THEIR FIRST LANGUAGE. I FIND THAT
2 TO BE PARTICULARLY INTERESTING. AND I AM WONDERING HOW MANY
3 WOMEN IN THIS STUDY WERE HEAD OF HOUSEHOLDS BECAUSE THAT
4 REALLY MAKES A DIFFERENCE IF YOU COMBINE MEN AND WOMEN, HOW
5 MANY WERE HEAD OF HOUSEHOLDS? I AM PARTICULARLY INTERESTED IN
6 THE NUMBER OF WOMEN ON YOUR LIST THAT WERE HEAD OF HOUSEHOLD.

7

8 **PIERCE GOULD:** LYSA, DO YOU KNOW THE ANSWER TO THAT?

9

10 **LYSA HALE:** I DON'T -- WE DID NOT SPECIFICALLY ASK THAT
11 QUESTION.

12

13 **VEDA FLOREZ, CHAIR:** SO, FOR THE NEXT GO-AROUND MAYBE YOU COULD
14 FIND OUT WHO IS THE HEAD OF HOUSEHOLD.

15

16 **LYSA HALE:** SURE.

17

18 **VEDA FLOREZ, CHAIR:** HOW MANY PEOPLE ARE IN THE HOUSEHOLD AND
19 ALSO RACIAL -- ANY OTHER IDENTIFIERS SUCH AS AGE AND YOU COULD
20 HAVE A RANGE. YOU KNOW, 20-30, 30-40, 50-90. I DON'T KNOW. I
21 WILL LET YOU MAKE THE DETERMINATION. I APPRECIATE ALL THE WORK
22 YOU HAVE DONE AND QUESTIONS YOU HAVE TAKEN. IF ANYONE HAS ANY
23 COMMENTS FOR ANNE OLIVIA, PLEASE FILTER THEM THROUGH MARTY.
24 SHE CAN MOVE THOSE FORWARD. AND IF THERE ARE NO OTHER
25 QUESTIONS, THIS IS OUR LAST CHANCE FOR SUBCOMMITTEE MEMBERS TO



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1 ADD ANY SUGGESTIONS OR QUESTIONS. DO I SEE ANY? I DON'T SEE
2 ANY. SO, WE WILL GO AHEAD AND MOVE OFF THIS ITEM. THANK YOU
3 FOR COMING.

4

5 **PIERCE GOULD:** THANK YOU.

6

7 **LYSA HALE:** THANK YOU.

8

9 **VEDA FLOREZ, CHAIR:** AND NOW WE WILL CIRCLE BACK TO ITEM FOUR.
10 ANNE OLIVIA, ARE YOU READY?

11

12 **ANNE OLIVIA ELDRED, V. CHAIR:** DIDN'T WE JUST RECEIVE A PRETTY
13 THOROUGH UPDATE ON THAT?

14

15 **VEDA FLOREZ, CHAIR:** WELL, I UNDERSTAND THAT -- YEAH, WE DID.
16 AND IF YOU HAVE NO COMMENTS THEN WE WILL SKIP THIS ITEM.

17

18 **ANNE OLIVIA ELDRED, V. CHAIR:** YES. I FEEL LIKE WE COVERED THAT
19 PRETTY WELL.

20

21 **VEDA FLOREZ, CHAIR:** ALL RIGHT. NO COMMENTS ON ITEM FOUR. YOU
22 COULD LET US KNOW HOW YOUR EXPERIENCE IS GOING OR HOW MANY
23 TIMES YOU MEET. IS THERE ANYTHING ELSE YOU WOULD LIKE TO SHARE
24 WITH US?

25



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1 **ANNE OLIVIA ELDRED, V. CHAIR:** SURE. I HAVE BEEN REALLY
2 IMPRESSED WITH THEM. A PRETTY BROAD STAKEHOLDER GROUP AND A
3 BUNCH OF FOLKS BRINGING VIEWPOINTS TOGETHER. ONE OF THE THINGS
4 THAT I REALLY WANT TO STRESS IS THAT WE ARE THE GROUP THAT IS
5 REALLY ADVOCATING THE HARDEST FOR OUTREACH INCLUSION AND
6 EQUITY. SO, PLEASE, PLEASE, PLEASE, EVERY PERSON HERE WHO
7 REALLY WANTED TO SEE DIFFERENT REPRESENTATION AND MORE
8 REPRESENTATION, PLEASE DO FOLLOW UP. I WILL ADVOCATE REALLY
9 HARD BECAUSE IT IS WHAT I DO. BUT YOUR ASSISTANCE -- WE ARE
10 ALL PART OF THIS COMMITTEE BECAUSE WE ARE DEEPLY, PERSONALLY
11 ENGAGED AND DEDICATED TO ACHIEVING GREATER EQUITY AND ACCESS
12 IN OUR TRANSPORTATION. PLEASE DO USE YOUR RESOURCES AND YOUR
13 CONNECTIONS. WE ARE ALL HERE BECAUSE WE REPRESENT DIFFERENT
14 CONSTITUENCIES. SO, HELP BUILD A BETTER OUTREACH PLATFORM. AND
15 THE COOL THING IS WHEN WE BUILD THAT PLATFORM FOR THIS, IT IS
16 UTILIZED. WE DON'T HAVE TO KEEP REBUILDING IT. SO, SUBMIT
17 THOSE ORGANIZATIONS. AND NOT JUST THE ORGANIZATIONS NAMES, BUT
18 IF YOU HAVE A WAY TO GET AN INDIVIDUAL CONTACT, AN EMAIL,
19 PHONE NUMBER AND YOU CAN REACH OUT TO THEM AND SAY, HEY, FOLKS
20 ARE GOING TO EMAIL YOU -- PARDON. FOLKS ARE GOING TO EMAIL
21 YOU. CAN YOU DO THIS FOLLOW UP WITH IT? THEN WE GET HIGHER
22 BUY-IN FROM THOSE GROUPS. I AM REALLY GRATEFUL TO THE STAFF
23 WORKING ON THIS AND I LOOK TO CONTINUE TO BUILD BETTER AND
24 INCLUSIVE OUTREACH BECAUSE WE MOVE FORWARD BECAUSE THERE WILL
25 BE LOTS MORE [INDISCERNIBLE].



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1

2 **VEDA FLOREZ, CHAIR:** THANK YOU. MARTHA, I DON'T SEE ANY
3 QUESTIONS FROM THE GENERAL PUBLIC ON ITEM FOUR OR FIVE. DO WE
4 HAVE ANY WRITTEN COMMENTS ON EITHER OF THESE ITEMS?

5

6 **MARTHA SILVER:** THERE WERE NO COMMENTS SUBMITTED FOR ITEMS FOUR
7 AND NO HANDS RAISED. THERE WERE NO COMMENTS SUBMITTED FOR ITEM
8 FIVE AND THERE WERE NO MEMBERS WITH THEIR HANDS RAISED.
9 HOWEVER YOU DID NOT CALL FOR THAT. WOULD YOU LIKE TO DO THAT
10 FOR BOTH ITEMS?

11

12 **VEDA FLOREZ, CHAIR:** YES. NOW IS THE TIME IF YOU ARE A
13 MEMBERSHIP OF THE PUBLIC IF YOU HAVE A QUESTION OR COMMENT,
14 NOW IS THE TIME TO DO SO.

15

16 **MARTHA SILVER:** STILL NO MEMBERS OF THE PUBLIC WITH THEIR HANDS
17 RAISED.

18

19 **VEDA FLOREZ, CHAIR:** NEW BUSINESS. MEMBERS MAY BRING UP NEW
20 BUSINESS FOR DISCUSSION OR ADDITION TO A FUTURE AGENDA. DO I
21 SEE ANY MEMBERS WHO HAVE COMMENTS? OR SUGGESTIONS? OKAY.
22 MOVING ON -- I SEE NONE. MOVING ON TO ITEM SEVEN. PUBLIC
23 COMMENTS AND OTHER BUSINESS. THE EQUITY AND ACCESS WILL NOT
24 TAKE ACTION ON ITEMS NO ON THE AGENDA. MEMBERS OF THE PUBLIC
25 PARTICIPATING BY ZOOM WISHING TO SPEAK --



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1

2 **MARTHA SILVER:** VEDA -- TALKING PAPER.

3

4 **VEDA FLOREZ, CHAIR:** THANK YOU. I SEE FRANK WELTE.

5

6 **MARTHA SILVER:** CAN YOU READ THE STATEMENT FROM THE TALKING
7 PAPER INTO THE AGENDA?

8

9 **VEDA FLOREZ, CHAIR:** YES, I WILL. THANK YOU. AGENDA ITEM SEVEN.
10 I WILL ASK THE CLERK TO READ THE NAMES AND ORGANIZATIONS OF
11 ANY WRITTEN PUBLIC COMMENTS RECEIVED AT INF@BAYAREAMETRO.GOV
12 BY 5:00 P.M. YESTERDAY INTO THE RECORD. I WOULD ALSO ASK IF
13 THERE ARE ANY MEMBERS OF THE PUBLIC PAPERING BY TELECONFERENCE
14 WITH GENERAL COMMENTS NOT RELATED TO AN ITEM ON TODAY'S
15 AGENDA, USE THE RAISE YOUR HAND FEATURE OR DIAL STAR 9 AND I
16 WILL CALL UPON YOU TO SPEAK.

17

18 **MARTHA SILVER:** THERE WAS NO PUBLIC COMMENT SUBMITTED ON THIS
19 ITEM, AND THERE ARE NO MEMBERS OF THE PUBLIC WITH THEIR HANDS
20 RAISED. THANK YOU.

21

22 **VEDA FLOREZ, CHAIR:** I SEE FRANK WELTE. WOULD YOU LIKE TO MAKE
23 A COMMENT?

24



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1 **FRANK WELTE:** YES. I WAS TRYING TO RESPOND TO ITEM NUMBER SIX
2 BUT IT TOOK ME A MOMENT TO FIND THE RAISE YOUR HAND BUTTON. I
3 WANT TO FIND OUT IS THIS THE PLACE WHERE I CAN SUGGEST AN ITEM
4 TO BE DISCUSSED AT A FUTURE MEETING?

5

6 **VEDA FLOREZ, CHAIR:** YES, IT IS. PLEASE GO AHEAD.

7

8 **FRANK WELTE:** OKAY. I WOULD LIKE THIS SUBCOMMITTEE TO DISCUSS
9 PROCEDURES FOR INCORPORATING THE CONCERNS OF PEOPLE WITH
10 DISABILITIES IN FUTURE MTC PLANNING AND IMPLEMENTATION
11 ACTIVITIES IN THE FUTURE. I FEEL VERY STRONGLY THAT THE PLAN
12 BAY AREA 2050 REPORT AS IT HAS BEEN RELEASED DOES NOT
13 ADEQUATELY ADDRESS THE CONCERNS OF PEOPLE WITH DISABILITIES
14 AND I WOULD LIKE US TO EXPLORE THAT ISSUE IN THE FUTURE.

15

16 **VEDA FLOREZ, CHAIR:** THANK YOU. THANK YOU VERY MUCH. AND I AM
17 GOING TO LIST YOUR COMMENT AS A MEMBER OF THE PUBLIC IN AGENDA
18 ITEM SEVEN SINCE WE DID MOVE FORWARD WITH AGENDA ITEM SEVEN.
19 WOULD THAT BE OKAY WITH YOU?

20

21 **MARTHA SILVER:** IT CAN BE MOVED TO AGENDA ITEM SIX SINCE HE
22 STATED BEFORE HE STARTED SPEAKING HE WAS TRYING TO FIND THE
23 BUTTON.

24

25 **VEDA FLOREZ, CHAIR:** THANK YOU, MARTHA.



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1

2 **FRANK WELTE:** THANK YOU.

3

4 **VEDA FLOREZ, CHAIR:** I WILL MAKE A NOTE OF THAT SO WE CAN MOVE
5 FORWARD AND DISCUSS IT IN THE FUTURE. ARE THERE ANY OTHER
6 MEMBERS OF THE PUBLIC WITH COMMENTS? I SEE NO HANDS. RICH
7 HEDGES.

8

9 **RICHARD HEDGES:** I JUST WANTED TO SAY FOR A MINUTE I GUESS I AM
10 IN THE SAME POSITION. I AM TRYING TO -- MY CITY HAS A SENIOR
11 TAXI PROGRAM AND I AM TRYING TO MOVE THEM TO INCLUDE DISABLED
12 OF ALL AGES. I JUST LOOKED UP THE CENSUS FOR DISABLED UNDER 65
13 IN CALIFORNIA ACCORDING TO THE 2020 CENSUS AND IT IS ABOUT
14 6.5%. IT WOULDN'T BE TOO BURDENSOME FOR THE SYSTEM AND I THINK
15 IT IS AVAILABLE. I AM CURIOUS IF WE COULD FIND OTHER ENTITIES,
16 CITIES, COUNTIES WITHIN THE BAY AREA THAT HAVE TAXI PROGRAMS
17 THAT ALSO INCLUDE THE DISABLED UNDER 65. THANK YOU.

18

19 **VEDA FLOREZ, CHAIR:** THANK YOU. ARE THERE ANY OTHER MEMBERS OF
20 THE SUBCOMMITTEE WHO WOULD LIKE TO COMMENT ON ITEM NUMBER SIX,
21 WHICH IS NEW BUSINESS? OKAY. SEEING NONE, WE WILL GO AHEAD
22 BACK TO THE AGENDA, ITEM NUMBER EIGHT. THE NEXT MEETING OF THE
23 POLICY ADVISORY COUNCIL EQUITY & ACCESS SUBCOMMITTEE WILL BE
24 HELD ON FRIDAY, NOVEMBER 19TH, AT 2:00 P.M. BY WEBCAST AS
25 APPROPRIATE, DEPENDING ON THE STATUS OF ANY SHELTER IN PLACE



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1 ORDERS. ANY CHANGES TO THE SCHEDULE WILL BE DUALY NOTICED TO
2 THE PUBLIC. AND WE ARE AT ADJOURNMENT AND NO MOTION IS NEEDED
3 TO ADJOURN THE MEETING. SO, THANK YOU EVERYONE AND THIS
4 MEETING IS ADJOURNED. [MEETING ADJOURNED]

5



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