

**METROPOLITAN  
TRANSPORTATION  
COMMISSION**  
Meeting Transcript



July 9, 2021

1                                   **METROPOLITAN TRANSPORTATION COMMISSION**  
2   **OPERATIONS COMMITTEE**  
3   **FRIDAY, JULY 9, 2021, 9:35 A.M.**

4  
5   **CAROL DUTRA-VERNACHI, CHAIR:** GOOD MORNING AND WELCOME TO THE  
6 MEETING OF JULY 9TH FOR OUR OPERATION'S COMMITTEE. I AM CHAIR  
7 CAROL DUTRA-VERNACHI, JOINED TODAY BY VICE CHAIR DAMON CONNOLLY  
8 AND THE REST OF OUR COMMITTEE. I'LL GO AHEAD AND CALL THE  
9 MEETING TO ORDER AND I WILL REQUEST THAT WE NOW ROLL OUR  
10 ANNOUNCEMENT. [RECORDED MEETING PROCEDURES ANNOUNCEMENT] DUE  
11 TO COVID-19 THIS MEETING WILL BE CONDUCTED AS A ZOOM WEBINAR  
12 PURSUANT TO THE PROVISIONS OF THE GOVERNOR'S EXECUTIVE ORDER  
13 N-29-20 WHICH SUSPENDS CERTAIN REQUIREMENTS OF THE BROWN ACT.  
14 THIS MEETING IS BEING WEBCAST ON THE MTC WEB SITE. THE CHAIR  
15 WILL CALL UPON COMMISSIONERS, PRESENTERS, STAFF, AND OTHER  
16 SPEAKERS BY NAME AND ASK THAT THEY SPEAK CLEARLY AND STATE  
17 THEIR NAMES BEFORE GIVING COMMENTS OR REMARKS. PERSONS  
18 PARTICIPATING VIA WEBCAST AND ZOOM WITH THEIR CAMERAS ENABLED  
19 ARE REMINDED THAT THEIR ACTIVITIES ARE VISIBLE TO VIEWERS.  
20 COMMISSIONERS AND MEMBERS OF THE PUBLIC PARTICIPATING BY ZOOM  
21 WISHING TO SPEAK SHOULD USE THE RAISE HAND FEATURE, OR DIAL  
22 STAR NINE, AND THE CHAIR WILL CALL UPON THEM AT THE  
23 APPROPRIATE TIME. TELECONFERENCE ATTENDEES WILL BE CALLED  
24 UPON BY THE LAST FOUR DIGITS OF THEIR PHONE NUMBER. IT IS  
25 REQUESTED THAT PUBLIC SPEAKERS STATE THEIR NAMES AND

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July 9, 2021

1 ORGANIZATION, BUT PROVIDING SUCH INFORMATION IS VOLUNTARY.  
2 WRITTEN PUBLIC COMMENTS RECEIVED AT INFO@BAYAREAMETRO.GOV BY  
3 5:00 P.M. YESTERDAY WILL BE POSTED TO THE ONLINE AGENDA AND  
4 ENTERED INTO THE RECORD BUT WILL NOT BE READ OUT LOUD. IF  
5 AUTHORS OF THE WRITTEN CORRESPONDENCE WOULD LIKE TO SPEAK,  
6 THEY ARE FREE TO DO SO. A ROLL CALL VOTE WILL BE TAKEN FOR  
7 ALL ACTION ITEMS. PANELISTS AND ATTENDEES SHOULD NOTE THAT  
8 THE CHAT FEATURE IS NOT ACTIVE.

9

10 **CAROL DUTRA-VERNACHI, CHAIR:** THANK YOU VERY MUCH. MAY WE  
11 PLEASE HAVE OUR ROLL CALL?

12

13 **CLERK, FRED CASTRO:** YES, MA'AM. CHAIR DUTRA-VERNACHI?

14

15 **CAROL DUTRA-VERNACHI, CHAIR:** HERE.

16

17 **CLERK, FRED CASTRO:** VICE CHAIR CONNOLLY?

18

19 **DAMON CONNOLLY, VICE CHAIR:** HERE.

20

21 **CLERK, FRED CASTRO:** COMMISSIONER AHN?

22

23 **EDDIE AHN:** HERE.

24

25 **CLERK, FRED CASTRO:** COMMISSIONER CANEPA?



July 9, 2021

1

2 **DIR. DAVID CANEPA:** HERE.

3

4 **CLERK, FRED CASTRO:** COMMISSIONER FLEMING IS ABSENT.

5 COMMISSIONER LICCARDO?

6

7 **SAM LICCARDO:** PRESENT.

8

9 **CLERK, FRED CASTRO:** COMMISSIONER SCHAFF? IS ABSENT.

10 COMMISSIONER SPERING?

11

12 **JAMES P. SPERING:** PRESENT.

13

14 **CLERK, FRED CASTRO:** COMMISSIONER GIACOPINI, NON-VOTING?

15

16 **DORENE M. GIACOPINI:** HERE.

17

18 **CLERK, FRED CASTRO:** THANK YOU. A QUORUM IS PRESENT.

19

20 **CAROL DUTRA-VERNACHI, CHAIR:** OKAY. THANK YOU VERY MUCH, FRED.

21 NEXT UP IS OUR ACKNOWLEDGEMENT OF THE FLAG. I WILL ALSO

22 MENTION AS WE ALL KNOW OUR COUNTRY JUST CELEBRATED ANOTHER

23 INDEPENDENCE DAY. THAT SAID SAID MAY WE PLEASE HAVE THE

24 COMPENSATION ANNOUNCEMENT?

25



July 9, 2021

1 **CLERK, FRED CASTRO:** YES. AS AUTHORIZED BY STATE LAW I AM  
2 MAKING THE FOLLOWING ANNOUNCEMENT. EACH MEMBER OF THE BOARD  
3 HERE TODAY WILL BE ENTITLED TO RECEIVE \$100 PER MEETING  
4 ATTENDED UP TO A MAXIMUM OF \$500 PER MONTH PER AGENCY. THIS  
5 AMOUNT IS A PROVIDED AS A RESULT OF CONVENING A MEETING FOR  
6 WHICH EACH MEMBER IS ENTITLED TO COLLECT SUCH AMOUNT. THANK  
7 YOU.

8

9 **CAROL DUTRA-VERNACHI, CHAIR:** ALL RIGHTY. GOOD. NOW MOVING ON  
10 TO THE CONSENT CALENDAR. DO I HAVE A MOTION AND SECOND FOR THE  
11 CONSENT CALENDAR.

12

13 **JAMES P. SPERING:** SPERING WILL MOVE.

14

15 **DAMON CONNOLLY, VICE CHAIR:** SECOND.

16

17 **CAROL DUTRA-VERNACHI, CHAIR:** MOTION HAS BEEN MADE BY  
18 COMMISSIONER SPERING, AND SECOND BY COMMISSIONER CONNOLLY.  
19 FRED, DO WE HAVE ANY PUBLIC COMMENTS ASSOCIATED WITH THE  
20 CONSENT CALENDAR TO READ INTO THE RECORD.

21

22 **CLERK, FRED CASTRO:** NO WRITTEN COMMENT SUBMITTED, AND ONE  
23 MEMBER OF THE PUBLIC WITH HIS HAND RAISED.

24



July 9, 2021

1 **CAROL DUTRA-VERNACHI, CHAIR:** THANK YOU FOR ALERTING ME TO  
2 THAT. I SEE ROLAND LEBRUN. YOU'RE UP.

3

4 **SPEAKER:** THANK YOU, MADAM CHAIR, AND GOOD MORNING  
5 COMMISSIONERS. THE ITEM I WANT TO SPEAK TO YOU ON CONTENT IS  
6 THE LIST OF CONSULTANTS. IN PARTICULAR, I'M GOING TO RAISE THE  
7 SAME OBJECTION -- CAN YOU HEAR ME?

8

9 **CAROL DUTRA-VERNACHI, CHAIR:** YES. WE CAN HEAR YOU ROLAND.

10

11 **SPEAKER:** OKAY. I'M GOING TO READ THE SAME ISSUE RAISED AT BATA  
12 IS THAT THE CONCERN WITH KINLEY HOME, I CAN TELL BUT MY  
13 EXPERIENCES. ALL YOU HAVE TO DO IS TAKE BART TO MILPITAS AND  
14 TRY TO TRANSFER TO VTA LIGHT RAIL. GOOGLE THINKS IT'S A FIVE  
15 MINUTE WALK, AND YOU SEE THE [INDISCERNIBLE] ARRIVES ON TOP OF  
16 THE PLATFORMS THAT'S HOW BAD THE DESIGN S SAME ISSUES WITH  
17 MONTEGUE EXPRESS WAY THEY HAVE THE ISSUE WITH THE OVERPASS,  
18 ALSO RIDES ON TOP OF THE PATH [INDISCERNIBLE] THE DIRIDON  
19 INTEGRATED STATION CONCEPT IS AN ABSOLUTE DISASTER, THEY'RE  
20 ACTUALLY DESIGNING TWO STATIONS, BELIEVE IT OR NOT. ACTUALLY  
21 DESIGNING THE DIRIDON STATION WHICH IS NOT INTEGRATED THEN  
22 DESIGNING A SEPARATE BART STATION RIGHT ACROSS ON THE OTHER  
23 SIDE OF THE STREET. DUMBARTON WAS SUCH A CATASTROPHE, FACEBOOK  
24 ACTUALLY WALKED UP THE PROJECT -- MY TIME IS UP -- AFTER  
25 SPENDING 15 MONDAY ON IT. THANK YOU.



July 9, 2021

1

2 **CAROL DUTRA-VERNACHI, CHAIR:** THANK YOU FOR YOUR COMMENTS  
3 ROLAND. DO I NOT SEE ANY OTHER ATTENDEES HANDS RAISED. FRED  
4 MAY WE PLEASE HAVE OUR ROLL CALL VOTE.

5

6 **CLERK, FRED CASTRO:** ROLL CALL ON CONSENT: [ROLL CALL VOTE]  
7 THANK YOU. MOTION PASSES UNANIMOUSLY.

8

9 **CAROL DUTRA-VERNACHI, CHAIR:** THANK YOU, FRED. ITEM 5A REGIONAL  
10 TRANSIT MAPS AND WAYFINDING PROJECT UPDATE. THE ITEM IS  
11 PRESENTED FOR INFORMATION, NO ACTION WILL BE REQUIRED.

12

13 **SPEAKER:** THANK YOU. GOOD MORNING. IF THE PRESENTATION COULD BE  
14 LOADED, PLEASE. GOOD MORNING COMMISSIONERS MY NAME IS SHAUNA  
15 CALLOW HERE TO PROVIDE A REGIONAL TRANSIT MAPPING AND  
16 WAYFINDING UPDATE. WHAT YOU SEE HERE IS CONFUSING IT'S  
17 INCONSISTENT EXPERIENCE OF WAYFINDING SCHEDULES AND SIGNAGE  
18 FOR TRANSIT RIDERS. NEXT SLIDE. BUT A HARMONIOUS EXPERIENCE  
19 IS POSSIBLE IN THE BAY AREA. WITH A COMMON REGIONAL MAPPING  
20 AND WAYFINDING, BOTH RIDERS AND OPERATORS WOULD BENEFIT FROM  
21 STANDARDIZED AND CONSISTENT SIGNAGE AND INFORMATION. IN THIS  
22 ILLUSTRATION YOU SEE THE COMMON SIGNAGE AND STRUCTURES  
23 PROVIDES A RECOGNIZABLE SYSTEM WHICH SUPPORTS SEAMLESS  
24 TRANSFERS BETWEEN MODES AND OPERATORS. NEXT SLIDE. THE  
25 REGIONAL MAPPING AND WAYFINDING PROJECT HAS THREE MAIN GOALS:



July 9, 2021

1 FIRST, PROVIDE BETTER INFORMATION FOR TRAVELERS THAT IS  
2 DEPENDABLE PREDICTABLE AND RECOGNIZABLE SO THEY CAN RECOGNIZE  
3 IT ONCE AND USE IT ANYMORE. SECOND, BETTER WAYS OF WORKING FOR  
4 SERVICE PROVIDERS BY SHARING COMMON PARTS, APPLICATIONS, AND  
5 STANDARDS. FINALLY, BETTER OUTCOMES FOR THE REGION BY  
6 IMPROVING HEALTH OUTCOMES AND SUSTAINABILITY THROUGH INCREASED  
7 RIDERSHIP. NEXT SLIDE. RIDERS AND THEIR EXPERIENCE ARE AT THE  
8 CORE OF THE PROJECT. SEVERAL RESEARCH METHODS HAVE BEEN USED  
9 TO GAIN INSIGHT SINCE THE PROJECT STARTED IN 2017.  
10 STANDARDIZED INFORMATION AND GRAPHICS MAKE TRANSIT EASIER TO  
11 NAVIGATE STANDARDIZED GRAPHICS WERE ESPECIALLY IMPORTANT FOR  
12 NON-ENGLISH SPEAKERS. NEXT SLIDE. THE PROJECT IS CURRENTLY  
13 WRAPPING UP PHASE TWO. DURING PHASE ONE, MTC BEGAN INITIAL  
14 OUTREACH WITH OPERATOR STAFF AND DEVELOPED A PROTOTYPE  
15 REGIONAL TRANSIT MAP TO SET THE VISION FOR WHAT COULD BE DONE  
16 DURING THE CURRENT PHASE WE HAVE EXPLORED SEVERAL OPTIONS FOR  
17 HARMONIZED MAPPING AND WAYFINDING THEN DEVELOPED BESIDE CASE  
18 TO DETERMINE STRATEGIC VALUE ECONOMIC BECOME AND FINANCIAL  
19 IMPACT OF OPTIONS FOR THE REGIONAL APPROACH WE HAVE CONTINUED  
20 TO STAY ENGAGED WITH WORKSHOPS AND TOURS AND VARIOUS MEETINGS  
21 WE ARE WRAPPING UP THIS PHASE AND I'LL BE SHARING OUR FINDINGS  
22 DURING OUR NEXT PHASE MTC WOULD MOVE INTO DEVELOPMENT AND  
23 REGIONAL HEALTH SYSTEM WHICH I'LL EXPLAIN FURTHER IN THIS  
24 PRESENTATION. NEXT SLIDE. THE CENTERPIECE OF REGIONAL MAPPING  
25 IS A STANDARDIZED SUITE OF MAPS THAT PROVIDES LOCATION AND





July 9, 2021

1 CONTEXT SPECIFIC INFORMATION FOR WHENEVER TRAVELERS ARE IN  
2 THEIR JOURNEY WITHIN THE REGION. THIS ENSURES THAT A RIDER HAS  
3 THE INFORMATION THAT THEY NEED WHEN THEY START A TRIP IN THE  
4 NORTH BAY AND GET OFF IN THE CITY AND THAT THEY HAVE I CAN'T  
5 EXPERIENCE ESPECIALLY WHEN THEY ARE TRANSFERRING. NEXT SLIDE.  
6 WE BEGAN THIS PHASE BY DEVELOPING FOUR TIERS OR OPTIONS TO  
7 COMPARE DIFFERENT APPROACHES TO REGIONAL IMPLEMENTATION. THESE  
8 TIERS BECAME THE BASIS FOR THE BUSINESS EVALUATION WHICH I'LL  
9 GO INTO LATER. THE TIERS BUILD UPON EACH OTHER TIER ONE SHOWN  
10 ON THE SCREEN KEEPS THE EXISTING IDENTITY, THE ORANGE EYE FROM  
11 THE CURRENT HUB SIGNAGE PROGRAM AND FOCUSES ON DEPLOYMENT OF  
12 ONLY MULTI-PROVIDER ENVIRONMENTS TO SUPPORT TRANSFERS BETWEEN  
13 SYSTEMS. NEXT SLIDE. TIER TWO INTRODUCES A NEW TRANSIT  
14 INFORMATION BRAND SHOWN HERE AS THE TEAL BAY LOGO WHICH IS  
15 SUCH A PLACE HOLDER THIS TIER EXTEND TO REACH MORE REGIONAL  
16 ENVIRONMENTS BY APPLYING STANDARDIZED MAPPING AND WAYFINDING  
17 SIGNAGE AT RAIL, FARE AND BUS ENVIRONMENTS. YOU WILL NOTICE  
18 EXISTING TRANSIT BRANDS ARE STILL VISIBLE TO RIDERS AND BAY  
19 SERVES AS AN INFORMATION BRAND DESIGNED TO UNIT EXISTING  
20 PROVIDER BRANDS. TIER THREE BUILDS ON TIER TWO BY BUILDING  
21 STANDARDS TO RAIL STREETCAR AND ALL ENVIRONMENTS THEREFORE  
22 SERVING LOCAL TRAVEL IN ADDITION REGIONAL TRAVEL. NEXT SLIDE.  
23 FINALLY, TIER FOUR SERVES THE SAME ENVIRONMENT AS TIER THREE  
24 BUT INTRODUCES THE BAY BRAND CONCEPT AS A REGIONAL TRANSIT  
25 NETWORK BRAND HERE THE BAY AREA BRAND IS ELEVATED OVER



July 9, 2021

1 INDIVIDUAL TRANSIT PROVIDER BRANDS MAKING IT SINGLE HARMONIZED  
2 REGIONAL OPERATION. THE REGIONAL TRANSIT CONCEPT CAN BE  
3 APPROACHED IN A NUMBER OF WAYS WE HAVE DEVELOPED A FEW VISUALS  
4 TO HELP ILLUSTRATE THE CONCEPT HERE YOU SEE EXAMPLES OF THE  
5 BAY BRAND APPLICATION ON THE LEFT USING A MORE LOCAL APPROACH  
6 WITH THE MUNI BRAND BEING ENDORSED BY THE REGIONAL BRAND  
7 VERSUS A MORE REGIONAL APPROACH ON THE RIGHT WHERE THE BAY  
8 BRAND IS MORE PROMINENT SERVING AS A NETWORK BRAND AS YOU SAW  
9 IN TIER FOUR. NEXT SLIDE. BRAND BY DIFFERENTIATED COUNTER.  
10 NEXT SLIDE. OR BY SUBREGION, AGAIN THESE ARE JUST CONCEPTS  
11 THAT WOULD BE EXPLORED FURTHER IN THE NEXT PHASE WITH RIDERS  
12 AND STAKEHOLDERS. NEXT SLIDE. STANDARDIZED MAPPING AND  
13 WAYFINDING ISN'T LIMITED TO THE PHYSICAL AND PRINTED SIGNAGE  
14 AT STATIONS AND STOPS THERE ARE OPPORTUNITIES THAT COULD  
15 BENEFIT FROM THIS WORK FIRST TIERS WOULD BE DEVELOPED TO  
16 SUPPORT WAYFINDING EFFORTS BY PROVIDING WAYFINDING STANDARDS  
17 IN CITIES WHO ARE INTERESTED IN EXTENDING THE PROGRAM BEYOND  
18 TRANSIT ENVIRONMENTS. DIGITAL WOULD ENABLE KIOSKS AND RHYME  
19 DISPLAYS TO BE CONSISTENT WITH THE REGIONAL PROGRAM STANDARDS  
20 EXTEND TICKETS PAYMENT SERVICES MOBILITY HUBS ON BOARD VEHICLE  
21 INFORMATION AND DATA SHARING WITH THIRD PARTIES WHO MAY ALSO  
22 ADOPT THE STANDARD. THE BUSINESS CASE ACCESSES COSTS AND  
23 BENEFITS OF PROPOSED HARMONIZATION TIERS TO INFORM THE  
24 DECISION ON HOW TO PROCEED THE EVALUATION WAS UNDERTAKEN  
25 ACROSS FOUR DIMENSIONS EACH CASE CONSIDERED A DIFFERENT ASPECT



July 9, 2021

1 OF PROJECT DELIVERY FROM TIERS ALIGNMENT TO STRATEGIC REGIONAL  
2 OBJECTIVES PLANS AND POLICIES TO AN ECONOMIC ASSESSMENT OF  
3 PROJECT COSTS AND MONETIZED BENEFITS RESULTING IN A BENEFIT-  
4 COST RATIO TO REVIEW OF THE FINANCIAL IMPLICATIONS OF  
5 DELIVERING THE PROJECT INCLUDING FUNDING ARRANGEMENTS AND  
6 CAPITAL OPERATIONAL AND REVENUE IMPACTS THAT MAY RESULT FROM  
7 THE INVESTMENT AND FINALLY CONSIDERATION OF THE GOVERNANCE  
8 ARRANGEMENT TO SUPPORT DELIVERY AND TECHNICAL AND OPERATIONAL  
9 CAPACITY REQUIRED BY MTC AND THE AGENCIES TO IMPLEMENT AND  
10 OPERATE THE PROJECT. NEXT SLIDE. AS PART OF THE EVALUATION  
11 THE BUSINESS CASE CONSIDERED COSTS OVER A FULL 15 YEAR LIFE  
12 CYCLE OF THE PROJECT INCLUDING ENABLING COSTS BUILDING  
13 DATABASE PLANS AND DESIGN STANDARDS FABRICATION AND  
14 IMPLEMENTATION OF COST INCREASED BY TIER RELATIVE TO  
15 GEOGRAPHIC SPREAD AND NUMBER OF ENVIRONMENTS COVERED BUSINESS  
16 CASE CONSIDERED OPERATIONAL COST REQUIRED TO MAINTAIN THE  
17 SYSTEM ONCE IMPLEMENTED CURRENT AGENCY EXPENDITURE IS ASSUMED  
18 TO CONTINUE BASED ON TODAY'S VALUES AND WOULD BE ABSORBED INTO  
19 THIS PROJECT ALONGSIDE ADDITIONAL COST THE PROJECT WOULD  
20 GENERATE DIRECTLY. NEXT SLIDE. TO EVALUATE THE BENEFIT-COST  
21 RATIO BENEFITS OF EACH TIER WERE CONTRASTED WITH ESTIMATE COST  
22 FINDINGS RETURN INVESTMENT ACROSS ALL TIERS WITH THE STRONGEST  
23 BENEFITS DELIVERED IN TIERS 3 AND 4 NOTABLY OVER A 15 YEAR  
24 EVALUATION PERIOD THE INCREMENTAL REVENUES FROM INCREASE  
25 RIDERSHIP ASSOCIATED WITH TIERS 3 AND 4 OR FORECASTED TO COVER



July 9, 2021

1 ALL NET NEW OPERATING COST. NEXT SLIDE. THE BUSINESS CASE  
2 CONCLUDED THAT TIERS 3 AND 4 PROVIDE THE GREATEST STRATEGIC  
3 BENEFITS STRONGEST INCREMENTAL GENERATION REVENUE POTENTIAL  
4 AND HIGHEST RETURN ON INVESTMENT BASED ON THESE FINDINGS THE  
5 BUSINESS CASE RECOMMENDS PURSUING TIER THREE IN THE NEAR-TERM  
6 WITH GOAL OF WORKING TOWARD TIER FOUR OVER THE LONG-TERM IF  
7 AND WHEN NETWORK CONDITIONS CHANGE THROUGH BROADER SERVICE AND  
8 FARE INTEGRATION. NEXT SLIDE. THE CURRENT PROPOSAL IS TO  
9 BEGIN SYSTEM DESIGN STANDARDS IN EARLY 2022 IN PARALLEL WITH  
10 AND INFORMED BY PLANNING AND DESIGN OF A PROTOTYPE HUB. AN  
11 UPDATED BUSINESS CASE WILL BE DELIVERED UPON COMPLETION OF THE  
12 PROTOTYPE EVALUATION BUILDING ON LESSONS LEARNED FROM THE POET  
13 TYPING REGIONAL ROLL OUT BEGINS WITH SUBREGIONAL PILOT IN 2023  
14 SUBREGIONAL PILOTS WOULD INFORM THE FINAL DESIGN STANDARDS  
15 MAPPING DATABASE BEFORE MOVING TO WIDER ROLL OUT. UNDERTAKING  
16 PHASED IMPLEMENTATION MTC WILL APPLY LESSONS LEARNED IN  
17 EARLIER PHASES TO SHAPE AND RISK WIDER DEPLOYMENT IN 2024 AND  
18 ONWARDS PART OF THIS PROCESS INVOLVES UPDATES TO THE BUSINESS  
19 CASE AND SPECIFICALLY COSTS AND BENEFITS ASSOCIATED WITH THE  
20 DESIRED STATE OF THE PROGRAM. ADDITIONALLY PROTOTYPE HUB  
21 TESTING AND SUBREGIONAL PILOT IMPLEMENTATION WOULD INCLUDE  
22 MULTIPLE OPPORTUNITIES FOR USER TESTING AND FEEDBACK INCLUDING  
23 ASSESSMENT OF INCLUSIVE AND ADAPTED DESIGN TO ENSURE THAT THE  
24 FINAL STANDARDS DELIVER EQUITABLE ACCESS TO TRANSIT  
25 INFORMATION. NEXT SLIDE. TO MOVE FORWARD WITH THE NEXT



July 9, 2021

1 PHASES OF THE PROJECT STAFF WOULD ISSUE PROCUREMENT FOR  
2 STANDARDS DESIGN PROTOTYPE TESTING AND SUBREGIONAL PILOT  
3 IMPLEMENTATION MTC WILL NEED TO IDENTIFY LONG-TERM FUNDING AND  
4 STAFF RESOURCES TO SUPPORT REGIONAL ROLL OUT. AND FINALLY,  
5 NETWORKS MANAGEMENT ROLES AND AGENCY COST SHARING NEED TO BE  
6 DECIDED AND FORMALIZED. THAT IS T THANK YOU. AND I'M HAPPY TO  
7 TAKE ANY QUESTIONS.

8

9 **CAROL DUTRA-VERNACHI, CHAIR:** THANK YOU VERY MUCH, SEAN A FOR  
10 THE PRESENTATION. THIS IS INFORMATION ONLY. BUT, CONVERSATION  
11 IS ALWAYS APPRECIATED. SO, I DO SEE THAT WE HAVE -- LET ME SEE  
12 -- A COUPLE OF HANDS UP. JIM SPERING, LET'S GO AHEAD AND START  
13 WITH YOU.

14

15 **JAMES P. SPERING:** THANK YOU CAROL. SEAN A WHEN YOU SAID WHEN  
16 YOU SAID CURRENT STANDARDS WOULD BE ABSORBED INTO THIS, WHAT  
17 DOES THAT MEAN?

18

19 **SPEAKER:** THE AMOUNT THAT THE TRANSIT AGENCIES ARE ALREADY  
20 SPENDING ON OPERATION AND MAINTENANCE WE ASSUME THEY WOULD  
21 CONTINUE TO SPEND THAT.

22

23 **JAMES P. SPERING:** OKAY. AND THEN WOULD THAT COME INTO THE  
24 PROGRAM AS BEING DEVELOPED? OR THEY WOULD JUST DO THAT MONEY  
25 THAT'S CONSISTENT WITH OUR PLANNING?



July 9, 2021

1

2 **SPEAKER:** I THINK THAT HASN'T BEEN DECIDED. I THINK, KIND OF,  
3 THE COST SHARING ARRANGEMENTS AND HOW THAT MIGHT WORK IS PART  
4 OF KIND OF THE NEXT PHASE OF DECIDING HOW THIS WOULD BE  
5 IMPLEMENTED BUT WE DO HAVE AN ASSUMPTION THAT THEY WOULD  
6 CONTINUE TO CONTRIBUTE THE AMOUNT THAT THEY'RE SPENDING NOW,  
7 WHETHER THAT'S WITHIN THEIR OWN HOUSE OR IF THERE IS SOME KIND  
8 OF CHANGE IN HANDS EVER FUNDING.

9

10 **JAMES P. SPERING:** YEAH. THAT'S GOING TO BE A VERY IMPORTANT  
11 PIECE AND HOPEFULLY THERE IS AN ESCALATOR IN THERE. THE OTHER  
12 QUESTION, ARE YOU LOOKING AT POSSIBLY DOING ALL OF THE SMALLER  
13 OPERATIONS FIRST? IT SEEMS LIKE FOR A MODEST INVESTMENT, YOU  
14 COULD GET THEM ALL JUST SORT OF UNIFIED IDENTITY. YOU KNOW, IT  
15 WOULD BE MUCH EASIER TO BRING THE SMALL OPERATORS INTO THIS  
16 PROGRAM, MUCH FASTER. IS THAT BEING CONSIDERED?

17

18 **SPEAKER:** SO, AS I MENTIONED, WE HAVE SOME SUBREGIONAL PILOTS  
19 AROUND CONSIDERATION BASED ON CONVERSATION. AND I THINK YOU  
20 KNOW THIS, BASED ON CONVERSATIONS WE HAVE HAD WITH SOLANO,  
21 SONOMA AND EASTERN CONTRA COSTA AND ALAMEDA THERE IS INTEREST  
22 THERE. AS WE BRING ON THE NEXT CONSULTANT AND REALLY WORK WITH  
23 THEM ON DEVELOPING THAT PHASING AND IMPLEMENTATION PLAN, YOU  
24 KNOW, THAT'S NOT A PIECE THAT WE HAVE DONE IN ANY DETAIL.  
25 THAT, I THINK, WILL LEND ITSELF TO ANSWERING THAT QUESTION



July 9, 2021

1 MORE FULLY, YOU KNOW, WHAT IS THAT RIGHT INCREMENTAL REGIONAL  
2 ROLL OUT.

3

4 **JAMES P. SPERING:** AND LAST QUESTION, CAROL. SO THOSE PILOT  
5 PROGRAMS, I'M ASSUMING THEY'RE VERY CONSISTENT WITH THE  
6 ULTIMATE GOAL? THE FINAL GOAL OF, YOU KNOW, IDENTITY,  
7 THROUGHOUT THE WHOLE SYSTEM?

8

9 **SPEAKER:** YEAH. THAT'S CORRECT. EXCUSE ME. YOU KNOW, THE INTENT  
10 FOR THESE SUBREGIONAL PILOTS WOULD BE TO ROLL THEM OUT AS AN  
11 UNDER, KIND OF THAT TIER THREE MODEL, WITH THE HOPE, LONGER  
12 TERM, YOU KNOW, AGAIN, PENDING SERVICE COORDINATION AND FARE  
13 INTEGRATION, BUT THE WHOLE REGION MAY MOVE TO THAT KIND OF  
14 TIER FOUR REGIONAL TRANSIT NETWORK BRAND MODEL. BUT, YOU KNOW,  
15 THE SUBREGIONAL PILOTS REALLY GIVE US AN OPPORTUNITY TO REFINE  
16 AND TEST WHAT THAT BRAND COULD BE IN THESE DIFFERENT AREAS.  
17 BECAUSE, AS YOU SAW IN THE PRESENTATION THERE, IS A NUMBER OF  
18 -- THOSE WERE JUST THREE EXAMPLES OF THE NUMBER OF WAYS WE  
19 COULD KIND OF APPROACH THIS.

20

21 **JAMES P. SPERING:** THIS IS GREAT. THIS IS THE CORNERSTONE OF  
22 THE WORK THAT THE BLUE RIBBON COMMITTEE IS DOING SO THIS IS  
23 VERY IMPORTANT. THANK YOU. THIS IS GREAT WORK. GOOD  
24 PRESENTATION. THANK YOU CAROL.

25



July 9, 2021

1 **CAROL DUTRA-VERNACHI, CHAIR:** ALL RIGHTY, JIM, YOU'RE WELCOME.

2 THERESE, YOU WOULD LIKE TO MAKE SOME COMMENTS

3

4 **THERESE MCMILLAN:** THIS IS A COMPLIMENT. THE LAST STATEMENT JIM

5 JUST SAID AS A CONTEXTUAL ANCHOR FOR THE COMMITTEE, THIS IS

6 ONE OF THE BIG THREE REGIONAL COORDINATION PROGRAMS EMERGING

7 FROM OUR BLUE RIBBON TASK FORCE WORK. THE OTHER TWO, AS A

8 REMINDER, WERE THE FARE COORDINATION AND INTEGRATION FOCUS,

9 AND THEN THE OTHER WAS THE BUS PRIORITY ON THE ROAD NETWORK.

10 SO, AGAIN -- AND WE HAVE MADE THE POINT, AND CHAIR PEDROZA MAY

11 WANT TO REINFORCE THIS, SORT OF IRRESPECTIVE OF WHAT

12 ULTIMATELY COMES OUT OF THE NETWORK MANAGEMENT DISCUSSIONS AND

13 LARGER GOVERNANCE QUESTIONS THAT ARE OUT -- THAT ARE FOLLOWING

14 THE BLUE RIBBON RECOMMENDATIONS, THESE ARE JUST THREE REGIONAL

15 PROGRAMS. AND THIS, IN PARTICULAR, WE HAVE BEEN AT FOR

16 SOMETIME. THAT WE BELIEVE THE COMMISSION, YOU KNOW, COMMITS TO

17 AND ADVANCES. BECAUSE WE HAVE DONE A LOT OF FOUNDATIONAL WORK.

18 AND I BELIEVE YOU KNOW, AMONG THE TRANSIT OPERATORS, THERE IS

19 A SENSE THAT THESE ARE AREAS THAT NEED TO PROCEED AS PRIORITY

20 PROJECTS. SO JUST WANTED TO PRESENT THAT CONTEXT. BECAUSE

21 THIS, AGAIN, IS REALLY EXCITING IN TERMS OF THE PROGRESS

22 THAT'S BEEN MADE TO DATE IN TERMS OF REALLY FLESHING OUT WHERE

23 THIS COULD GO. SO, THANKS.

24





July 9, 2021

1 **CAROL DUTRA-VERNACHI, CHAIR:** YEAH. THANK YOU THERESE FOR  
2 UNDERLINING THE SIGNIFICANCE OF ALL OF THIS. BECAUSE WHEN I  
3 FIRST SAW THIS AGENDA, I THOUGHT EXACTLY THE SAME THING, THAT  
4 THIS IS RIGHT UP THE ALLEY OF WHAT THE BLUE RIBBON TASK FORCE  
5 HAS BEEN ALL ABOUT. SO, I THINK IT IS GREAT. NOW, THAT BEING  
6 SAID, DAVE CANEPA, YOU HAVE YOUR HAND UP.

7

8 **DIR. DAVID CANEPA:** THIS WORK IS TRANSFORMATIVE. I WANT TO  
9 PIGGYBACK ON WHAT COMMISSIONER SPERING SAID, HOW DOES THAT --  
10 THE COUNTIES REACH OUT TO YOU ON APPLYING FOR BEING A  
11 SUBREGION PILOT HOW IS THAT DETERMINED? I THINK THE APPROACH  
12 OF SORT OF LOOKING AT IT FROM A SMALLER COUNTY ANGLE JUST IN  
13 TERMS OF THE MANAGEABILITY OF THAT MIGHT BE A GOOD APPROACH.  
14 BUT I'M JUST WONDERING, SHAUNA, HOW DO YOU MAKE THOSE  
15 DESIGNATIONS OR DETERMINATIONS ON THOSE SUBREGIONS?

16

17 **SPEAKER:** I WOULD SAY THERE HASN'T BEEN A VERY -- THERE IS NOT  
18 A FORMAL APPLICATION PROCESS, IT'S REALLY BEEN COUNTIES WHO  
19 HAVE BEEN INTERESTED HAVE STARTED TALKING TO US, SO WE WOULD  
20 ABSOLUTELY BE HAPPY TO TALK TO YOU.

21

22 **DIR. DAVID CANEPA:** I WOULD LOVE TO LOOK INTO THE CONVERSATION  
23 OF POTENTIALLY LOOKING INTO THAT, IF YOU DON'T MINDS.

24

25 **SPEAKER:** YES.



July 9, 2021

1

2 **CAROL DUTRA-VERNACHI, CHAIR:** THANK YOU. ALFREDO, OUR FEARLESS  
3 LEADER. QUESTIONS OR COMMENTS FROM YOU?

4

5 **ALFREDO PEDROZA:** I WANT TO ECHO COMMENTS OF COMMISSIONER  
6 SPERING AND OF OUR EXECUTIVE DIRECTOR. THIS IS WHY WE'RE  
7 PLANNING ON HAVING A COMMISSION WORKSHOP LATER THIS YEAR.  
8 WE'RE GOING TO TAKE A DEEPER DIVE BUT ACKNOWLEDGE WHAT WE HAVE  
9 BEEN WORKING ON, BUT REALLY AS AN ENTIRE COMMISSION, REALLY  
10 LOOK AT WHAT DOES IT TAKE TO PRIORITIZE THIS AND RESOURCE THIS  
11 SO WE CAN DELIVER. AND AS COMMISSIONER CANEPA TALK ABOUT,  
12 REASONS TO CONTINUE THE INTEREST IN THESE OUTCOMES IN THE  
13 BENEFIT OF RIDERS TODAY THIS. SAY TIMELY DISCUSSION AND FOR  
14 THOSE COMMISSIONERS WHO WISH TO DISCUSS THIS MORE THOSE  
15 OPPORTUNITIES ARE COMING WE'RE CREATING THAT WORKSHOP AND THIS  
16 IS AN AREA OF DEEP DIVE JUST WANT TO ECHO THOSE COMMENTS.  
17 THANK YOU CHAIR DUTRA-VERNACHI.

18

19 **CAROL DUTRA-VERNACHI, CHAIR:** THANK YOU. SEEING NO FURTHER  
20 COMMENTS. FRED DO WE HAVE ANY COMMENTS TO READ INTO THE  
21 RECORD.

22

23 **CLERK, FRED CASTRO:** NO WRITTEN COMMENTS. WE HAVE ATTENDEES  
24 WITH THEIR HAND RAISED. HOW MUCH TIME?

25



July 9, 2021

1 **CAROL DUTRA-VERNACHI, CHAIR:** TWO MINUTES.

2

3 **SPEAKER:** THANK YOU. I'LL TRY TO KEEP UNDER TWO MINUTES. THANK  
4 YOU FOR THE PRESENTATION. BEFORE WE SPEND \$50 MILLION ON THIS,  
5 I WOULD RESPECTFULLY SUGGEST THAT THE OPERATIONS COMMITTEE  
6 INVITE CALSTA, SPECIFICALLY THE TEAM THAT IS WORKING ON THE  
7 CAL ITP PROJECT, THE INTEGRATED TRAVEL PLAN THIS PROGRAM  
8 ADDRESSES EVERY ISSUE DISCUSSED IN THIS PRESENTATION, BUT THEY  
9 ARE ADDITIONALLY COLLABORATING WITH GOOGLE ON THE ENHANCEMENT  
10 OF THE GTF'S PLAN WHICH I BELIEVE MOST OF YOU ARE FAMILIAR  
11 WITH, AND THESE ENHANCEMENTS WOULD MAKE IT POSSIBLE FOR  
12 EVERYBODY TO NAVIGATE THE SYSTEM, INCLUDING VISUALLY IMPAIRED  
13 INDIVIDUALS. WHICH, I DON'T SEE ANY OTHER SOLUTION BEING  
14 PROVIDED HERE. AND NOT ONLY THAT, NOT ONLY MAJOR CONNECTIONS,  
15 BUT THEY ACTUALLY NAVIGATE STEP-BY-STEP TO A MOBILITY HUB. SO,  
16 IN CLOSING, I THINK IT WOULD BE USEFUL TO INVITE THEM TO THE  
17 FARE INTEGRATION, TO THE BLUE RIBBON, AND DEFINITELY THE  
18 COMMISSION WORKSHOP SO THAT THEY CAN FIND OUT IF THERE IS  
19 ANYTHING THAT IS MISSING ON THEIR PLAN. BUT RIGHT NOW, THEY  
20 ARE ADDRESSING THIS, AT THE STATE OF CALIFORNIA LEVEL, NOT  
21 JUST THE REGIONAL LEVEL. THANK YOU.

22

23 **CAROL DUTRA-VERNACHI, CHAIR:** THANK YOU SO MUCH FOR THOSE  
24 COMMENTS, ROLAND, AND THERESE, ASSUMING YOU WERE LISTENING TO



July 9, 2021

1 ROLAND, IT SOUND LIKE HE'S GOT SOME GOOD SUGGESTIONS THERE AS  
2 WE TRY TO WIDEN OUR SPHERE OF WHAT WE'RE WORKING ON.

3

4 **THERESE MCMILLAN:** RIGHT. AND WHAT I WOULD NOTE IS THE CALSTA  
5 STAFF, DAVID KIM, AND ALSO CHAD -- FORGETTING THE NAME --  
6 CHAD?

7

8 **ALIX BOCKELMAN:** CHAD EDISON.

9

10 **THERESE MCMILLAN:** EDISON. I ACTUALLY PARTICIPATE ON THE BLUE  
11 RIBBON TASK AND THE EFFORT ROLAND JUST HIGHLIGHTED IS  
12 UNDERNEATH THEIR STRUCTURE SO FURTHER CONSIDERATIONS THROUGH  
13 THAT CIRCLE COULD BE MADE.

14

15 **CAROL DUTRA-VERNACHI, CHAIR:** THANK YOU. FANTASTIC. ESPECIALLY  
16 CAUGHT MY ATTENTION WHEN WE TALKED ABOUT THE VISUALLY  
17 IMPAIRED. WE WANT TO MAKE THIS AS USER FRIENDLY AS POSSIBLE  
18 FOR EVERYBODY. THAT BEING SAID, THIS PRESENTATION WAS  
19 INFORMATION ONLY. WE'RE GOING TO MOVE TO ITEM SIX WHICH IS  
20 PUBLIC COMMENT AND OTHER BUSINESS. FRED, DO WE HAVE ANY NAMES  
21 OF ORGANIZATIONS FOR ANY GENERAL WRITTEN PUBLIC COMMENT  
22 RECEIVED AT OUR WEB SITE BY 5:00 P.M. YESTERDAY?

23

24 **CLERK, FRED CASTRO:** THERE WERE NO WRITTEN COMMENTS RECEIVED  
25 FOR THIS ITEM.



July 9, 2021

1

2 **CAROL DUTRA-VERNACHI, CHAIR:** OKAY. GOOD ENOUGH. AND DO WE HAVE  
3 ANY MEMBERS OF THE PUBLIC THAT WOULD LIKE TO MAKE ANY COMMENTS  
4 AT THIS TIME.

5

6 **CLERK, FRED CASTRO:** I SEE NO MEMBERS OF THE PUBLIC WITH THEIR  
7 HAND RAISED. SORRY.

8

9 **CAROL DUTRA-VERNACHI, CHAIR:** NEITHER DO I, FRED. SO WE'RE IN  
10 AGREEMENT ON THAT. NOW ALL MOVING TO ITEM SEVEN, WHICH IS  
11 ADJOURNMENT. NEXT MEETING OF THE OPERATION'S COMMITTEE WILL BE  
12 FRIDAY SEPTEMBER 10TH AT 9:35 A.M. REMOTELY AND BY WEBCAST AS  
13 APPROPRIATE DEPENDING ON THE STATUS OF ANY SHELTER-IN-PLACE  
14 ORDERS. ANY CHANGES TO THE SCHEDULE WILL BE DULY NOTICED TO  
15 THE PUBLIC. AND I WOULD LIKE TO EMPHASIZE, I DID MENTION  
16 SEPTEMBER BECAUSE THIS YEAR, WE DO GET THE MONTH OF AUGUST  
17 OFF. THANK YOU VERY MUCH. THIS MEETING IS ADJOURNED.

18 [ADJOURNED]

19



*Broadcasting Government*