



METROPOLITAN TRANSPORTATION COMMISSION

Meeting Transcript



MAY 16, 2022

METROPOLITAN TRANSPORTATION COMMISSION

FARE INTEGRATION TASK FORCE

MONDAY, MAY 16, 2022 1:00 PM

[RECORDED MEETING PROCEDURES ANNOUNCEMENT] THIS MEETING WILL BE CONDUCTED AS A HYBRID MEETING A ZOOM WEBINAR LINK HAS BEEN PROVIDED AS WELL AS ACCOMMODATIONS FOR IN-PERSON ATTENDANCE. THIS MEETING IS ALSO BEING WEBCAST ON THE METROPOLITAN TRANSPORTATION COMMISSION WEB SITE. COMMISSIONERS AND MEMBERS OF THE PUBLIC PARTICIPATION BY ZOOM, WISHING TO SPEAK, SHOULD USE THE RAISE HAND FEATURE OR DIAL STAR 9, AND THE CHAIR WILL CALL UPON THEM AT THE APPROPRIATE TIME. TELECONFERENCE ATTENDEES WILL BE CALLED UPON BY THE LAST FOUR DIGITS OF THEIR PHONE NUMBER. IT IS REQUESTED THAT PUBLIC SPEAKERS STATE THEIR NAMES AND ORGANIZATION, BUT, PROVIDING SUCH INFORMATION IS VOLUNTARY. WRITTEN PUBLIC COMMENTS RECEIVED AT INFO@BAYAREAMETRO.GOV BY 5 P.M., YESTERDAY, WILL BE POSTED TO THE ONLINE AGENDA AND ENTERED INTO THE RECORD, BUT WILL NOT BE READ OUT LOUD. A ROLL CALL VOTE WILL BE TAKEN FOR ALL ACTION ITEMS. PANELISTS AND ATTENDEES SHOULD NOTE THAT THE CHAT FEATURE IS NOT ACTIVE. IN ORDER TO PARTICIPATE, PLEASE MAKE SURE YOUR APPLICATION IS UP TO DATE.

MICHAEL HURSH, CHAIR: THANK YOU, JESS. NTT TECHNICAL TEAM ALWAYS DOES SUCH A GOOD JOB. WE APPRECIATE IT VERY MUCH. I'M



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1 MICHAEL HURSCH I'LL BE CHAIRING THE FARE INTEGRATION TASK
2 FORCE FOR MAY 16TH. I'M JOINED BY MY VICE CHAIR, DENIS
3 MULLIGAN. MR. CASTRO, ROLL CALL.

4

5 **CLERK, FRED CASTRO:** MICHAEL HURSCH.

6

7 **MICHAEL HURSH, CHAIR:** HERE.

8

9 **CLERK, FRED CASTRO:** MULLIGAN.

10

11 **DENIS MULLIGAN, V. CHAIR:** HERE.

12

13 **CLERK, FRED CASTRO:** CHURCHILL? DARYL HALLS IS ABSENT. BETH
14 KRANDA?

15

16 **BETH KRANDA:** HERE.

17

18 **CLERK, FRED CASTRO:** CARTER MAU IS ABSENT. THERESE MCMILLAN? IS
19 ABSENT. KATE MILLER IS ABSENT. ROBERT POWERS?

20

21 **ROBERT POWERS:** HERE.

22

23 **CLERK, FRED CASTRO:** THANK YOU. JEFFREY TUMLIN?

24

25 **JEFFREY TUMLIN:** HERE.



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1

2 **CLERK, FRED CASTRO:** MARA EDWARDS?

3

4 **SPEAKER:** HERE.

5

6 **CLERK, FRED CASTRO:** QUORUM IS PRESENT.

7

8 **MICHAEL HURSH, CHAIR:** THANK YOU MR. CASTRO. I HAVE NO OPENING

9 COMMENTS. I KNOW WE'RE GETTING SOME BUZZ IN THE MEDIA, I WILL

10 CALL THE CONSENT CALENDAR ITEM NUMBER THREE. DO I HAVE A

11 MOTION FOR THE CONSENT CALENDAR?

12

13 **BETH KRANDA:** SO MOVED.

14

15 **JEFFREY TUMLIN:** SECOND, TUMLIN.

16

17 **MICHAEL HURSH, CHAIR:** ANY PUBLIC COMMENT ON THE CONSENT

18 CALENDAR.

19

20 **CLERK, FRED CASTRO:** NO WRITTEN COMMENTS RECEIVED FOR THIS

21 ITEM.

22

23 **CLERK OF THE BOARD:** NO ATTENDEES WITH THEIR HAND RAISED, AND I

24 DO NOT SEE ANY PUBLIC COMMENT IN THE BOARDROOM.

25



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1 **MICHAEL HURSH, CHAIR:** ROLL CALL.

2

3 **CLERK, FRED CASTRO:** HURSH?

4

5 **MICHAEL HURSH, CHAIR:** AYE.

6

7 **CLERK, FRED CASTRO:** MULLIGAN.

8

9 **DENIS MULLIGAN, V. CHAIR:** AYE.

10

11 **CLERK, FRED CASTRO:** BOUCHARD?

12

13 **MICHELLE BOUCHARD:** AYE.

14

15 **CLERK, FRED CASTRO:** CHURCHILL? GONOT?

16

17 **CAROLYN GONOT:** AYE.

18

19 **CLERK, FRED CASTRO:** DARYL HALLS?

20

21 **DARYL HALLS:** AYE.

22

23 **CLERK, FRED CASTRO:** BETH KRANDA?

24

25 **BETH KRANDA:** AYE.



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1

2 **CLERK, FRED CASTRO:** CARTER MAU IS ABSENT. THERESE MCMILLAN? IS
3 ABSENT. KATE MILLER? IS ABSENT. ROBERT POWERS.

4

5 **ROBERT POWERS:** YES.

6

7 **CLERK, FRED CASTRO:** EDWARDS?

8

9 **CLERK OF THE BOARD:** MOTION BASSES BY ALL MEMBERS PRESENT.

10

11 **MICHAEL HURSH, CHAIR:** AT THE HEART OF THE MEETING, I'LL TURN
12 IT OVER TO MIKE EISEMAN AND BILL BACON FOR THE UPDATE ON THE
13 DELIVERY OF THE INSTITUTIONAL PASS PILOT POLICY CHANGES.

14

15 **WILLIAM BACON:** I'M BILL BACON WITH MTC STAFF AND MIKE EISEMAN
16 AND I WILL PROVIDE A BRIEF PRESENTATION UPDATE ON THE
17 INSTITUTIONAL PASS PILOT AS WELL AS DISCUSS MORE ABOUT THE NO
18 COST REDUCED COST INTER-AGENCY TRANSFERS FOR THE NEXT
19 IDENTIFIED ACTION IN THE TRANSIT FARE POLICY VISION STATEMENT.
20 NEXT SLIDE PLEASE. THE PROJECT TEAM WANTED TO USE TODAY'S
21 BRIEF TASK FORCE MEETING AS AN OPPORTUNITY TO PROVIDE A STATUS
22 CHECK ABOUT OUR ONGOING WORK TO LAUNCH THE INSTITUTIONAL PASS
23 PILOT STARTING IN AUGUST AND TO DISCUSS THE IMPLEMENTATION OF
24 NO COST AND REDUCED COST INTER-AGENCY TRANSFERS AND HOW THAT
25 MAY WORK IN THE BAY AREA IN 2023. NEXT SLIDE. SINCE THE TASK



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1 FORCE LAST MET APRIL 18TH THE TEAM HAS CONTINUE OUR WORK WITH
2 OUR FIVE EDUCATIONAL AND AFFORDABLE HOUSING PARTNERS. WE ARE
3 FOCUSED ON FINALIZING LANGUAGE FOR MEMORANDUMS OF
4 UNDERSTANDING, COMMUNICATIONS WITH THE STUDENT AND RESIDENT
5 POPULATION, EACH OF THOSE INSTITUTIONS, WE'RE ALSO FOCUSING ON
6 GETTING THE LOGISTICS OF THE PILOT ACTUALLY LAUNCHED AND
7 STARTING IN AUGUST, WHICH JUST OVER TWO AND A HALF MONTHS FROM
8 NOW, WITH EACH OF THE SPECIFIC INSTITUTIONS IN AFFORDABLE
9 HOUSING PROPERTIES. THE TEAM IS ALSO DEVELOPING A DETAILED
10 RESEARCH EVALUATION APPROACH WITH THE SUPPORT OF OUR
11 CONSULTANTS WITH RESEARCH ON THE RIGHT QUESTIONS THROUGH THE
12 PILOT INCLUDING OUR COMMUNICATIONS APPROACH SURVEYS AND
13 COMPARATIVE ANALYSIS AND GOALS OF THIS WORK. PROVIDING
14 ACTIONABLE AND MEANINGFUL INFORMATION ABOUT WHAT ROLE
15 INSTITUTIONAL PASSES WOULD PLAY IN LONGER TERM ACTIONS THAT
16 WOULD TAKE PLACE WITH THE FOCUSED PILOT, AND FOCUS ON CONSENT
17 APPROVAL FOR THIS PILOT FOR AUGUST LAUNCH. PROVIDING STOCK OF
18 ALL AGENCIES WITH TEMPLATE THAT THEIR AGENCIES WANT TO
19 PARTICIPATE IN THE PILOT BEFORE THEIR GOVERNING BOARD WE HAVE
20 REQUESTED THAT OPERATORS NOTIFY THE PROJECT TEAM THANK YOU TO
21 EACH OF YOU TASK FORCE MEMBERS FOR YOUR HELP IN SHEPHERDING
22 THE APPROVAL PROCESS THROUGH YOUR AGENCY SO FAR WE'RE ON TRACK
23 WITH THE LAUNCH AND WITH OUR FIRST BOARD PRESENTATION WE
24 DISCUSSED THIS ITEM LAST WEEK AT BART AND RECEIVED A
25 NOTIFICATION FROM A NUMBER OF OPERATORS ALREADY OF THE FORMAL



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1 CONSENT TO PARTICIPATE. SO THANK YOU FOR THAT. THE TEAM HAS
2 ALSO WORKED TO ADVERTISE THE FIRST STAFF POSITION TO BE FUNDED
3 BY THE BLUE RIBBON TASK FORCE'S IMPLEMENTATION STAFFING FUNDS.
4 THIS POSITION WILL BE BASED AT BART AND WILL SERVE AS THE DAY-
5 TO-DAY PROJECT MANAGER FOR THE PILOT INCLUDING FOR PHASE TWO
6 OF THE PILOT NEXT YEAR WHICH WILL FOCUS ON STANDING UP
7 PROGRAMS WITH UP TO TEN EMPLOYERS OF VARIOUS SIZES. THE
8 PROJECT TEAM WILL BE CONDUCTING INTERVIEWS FOR THIS POSITION
9 AND LOOK FORWARD TO HAVING A TEAM MEMBER ON BOARD. FINALLY
10 JUNE THE PROGRAMMING AND ALLOCATIONS COMMITTEE EXPECTED TO
11 HEAR AN ITEM THAT WILL CONSIDER UP TO \$28 MILLION IN BLUE
12 RIBBON IMPLEMENTATION FUNDS TO SUPPORT THE DELIVERY OF THE
13 FIRST TWO ACTIONS IDENTIFIED IN THE TRANSIT FARE POLICY VISION
14 STATEMENT. THIS PILOT AND THE DELIVERY OF NO COST AND REDUCED
15 COST TRANSFERS. NEXT SLIDE. I WANT TO QUICKLY LAY OUT THE BUSY
16 ROADMAP THE PROJECT TEAM IS WORKING TOWARDS IN ORDER TO LAUNCH
17 THE PILOT IN AUGUST 2022 AT THE PARTICIPANT INSTITUTION. AS
18 NOTED A KEY STEP RIGHT NOW IS SECURING ANY NEEDED TRANSIT
19 AGENCY GOVERNING APPROVALS AND FINALIZING SITE SPECIFIC
20 REQUIREMENTS BY EACH INSTITUTION. THOSE ARE KEY AREAS OF THE
21 PROJECT TEAM FOCUS. SOON WE'LL START TO FOCUS ON DEVELOPING
22 THOSE COMMUNICATIONS MATERIALS AND COLLATERAL FOR THE
23 INSTITUTION WHICH IS NOT JUST SHARING INFORMATION WITH THE
24 CONSTITUENTS OF EACH OF THOSE INSTITUTIONS ABOUT THE PILOT BUT
25 ALSO A KEY PART OF OUR RESEARCH AND THE EVALUATION PLAN. WHILE



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1 WE'RE ON TRACK TO HAVE THE PILOT LAUNCH BY AUGUST 1ST I WILL
2 NOTE THERE IS SOME RISK IN THAT SHOULD THE GOVERNOR'S PROPOSAL
3 FOR THREE MONTHS OF FREE TRANSIT STATEWIDE BE APPROVED BY THE
4 LEGISLATURE THE PROJECT TEAM WOULD LIKE TO SUGGEST DELAYING
5 THE LAUNCH OF THE PILOT AS IT MAKES COMPLETING OUR RESEARCH
6 GOALS NEARLY IMPOSSIBLE. HOPEFULLY WE'LL KNOW ONE WAY OR THE
7 OTHER BY JUNE 15TH WHICH IS THE DEADLINE FOR THE STATE BUDGET
8 TO BE APPROVED BY THE LEGISLATURE. NEXT SLIDE. BEFORE I TURN
9 OVER TO MIKE EISEMAN TO FURTHER DISCUSS THE IMPLEMENTATION OF
10 NO COST REDUCED COST TRANSFERS WOULD WORK WE WANT TO POSE
11 THREE KEY QUESTIONS THAT ARE VERY IMPORTANT FOR THE TASK FORCE
12 TO EXPLORE AS OUR PROJECT TEAM BEGINS OUR WORK FOR THE DRAFT
13 POLICY FOR HOW NO COST REDUCED COST TRANSFERS WOULD WORK. BACK
14 TO YOU. FOR YOUR REFERENCE THE TEXTING IN THE GRAY BOX FROM
15 THE TOP OF THE SLIDE SHOWS THE LANGUAGE FROM THE PARATRANSIT
16 POLICY VISION STATEMENT RELATED TO THIS ACTION. MIKE EISEMAN?
17

18 **MICHAEL EISEMAN:** JUST A BIT MORE ON THESE THREE AREAS OF
19 INTEREST THAT BILL KEYED UP FOR US. FIRST HOW WOULD THE
20 EXISTING -- HOW WOULD THE PROPOSAL CHANGE THE EXISTING FARE
21 POLICY. AS OF TODAY MOST OPERATORS DO HAVE SOME TRANSFER
22 DISCOUNTS WITH CONNECTING OPERATORS. SO WHEN OUR PROPOSED
23 ACTION WOULD REPLACE ALL OF THESE EXISTING AGREEMENTS WITH A
24 SET OF STANDARDS THAT ARE INTENDED TO APPLY ACROSS THE WHOLE
25 NETWORK. I SAY INTENDED BECAUSE UNLIKE OUR PAST INSTITUTIONAL



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1 PILOT 100% AGENCY PARTICIPATION IS NOT A TECHNICAL REQUIREMENT
2 FOR MOVING FORWARD. STARTING PLACES THAT OPERATORS WOULD NEED
3 TO ADOPT A COMMON MEMORANDUM OF UNDERSTANDING WOULD SET --
4 [INDISCERNIBLE] FOR TRANSFERS AS WELL AS ESTABLISHING PROCESS
5 FOR KEEPING OUR TRANSFERS UP-TO-DATE WITH CHANGES, AND
6 ESTABLISHING A FINANCIAL NAME WORK TO SUPPORT THE POLICY.
7 BASED ON PREPANDEMIC RIDERSHIP THIS POLICY IMPLEMENTATION
8 COULD COST UP TO \$22 MILLION PER YEAR AND A KEY FOCUS OF OUR
9 WORK WILL BE HOW TO ADDRESS THIS POTENTIAL COST. NEXT SLIDE.
10 THIS SLIDE GIVES EXAMPLES OF HOW DISCOUNTS WOULD BE APPLIED TO
11 TRIPS. THE PROPOSED ACTION'S INTENT IS FOR CUSTOMERS NOT TO --
12 [INDISCERNIBLE] WE WANTED MULTIPLE AGENCY TRIPS TO BE ON PAR
13 WITH SIMILAR SINGLE AGENCY TRIPS STARTING WITH EXAMPLE NUMBER
14 ONE IN WHICH A RIDER TAKES A LOCAL BUS TRIP IN THIS CASE VTA
15 TO A REGIONAL SERVICE IN THIS CASE CALTRAIN THEN TAKES A
16 [INDISCERNIBLE] TRIP. IN STATUS QUO RIDER PAY TWOS.50 FOR THE
17 REGIONAL TRIP 7050 FOR THE REGIONAL TRIP FOR A TOTAL OVER 1020
18 SHOWING PROPOSED ACTION WOULD RECEIVE A DISCOUNT FOR A SAVINGS
19 OF 250 FOR THE RIDER. EXAMPLE THIN TWO RIDER CONNECTS FROM
20 LOCAL BUS, MUNI, IN THIS CASE SAMTRANS STATUS QUO 250 FOR THE
21 MUNI TRIP 205 FOR THE SAMTRANS TRIP AND PROPOSED ACTION
22 CUSTOMER DISCOUNT OF THE LOWER OF THE TWO FARES FOR SAVINGS OF
23 205 AND TOTAL COST OF 250. IN KEEPING WITH INTENT OF THE
24 POLICY THIS WOULD BRING CUSTOMER EXPERIENCE IN LINE WITH THE
25 COST AND EXPERIENCE OF TAKING EITHER OF THOSE TWO SERVICES.



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1 ONE IMPORTANT POLICY QUESTION TO THINK ABOUT IS HOW WOULD PASS
2 HOLDERS BE TREATED WHEN THEY MAKE A TRANSFER. MUNI PASS
3 MARGINAL TRIP FREE AND AVERAGE PRICE LOWER THAN FULL FARE SO
4 WOULD THE REQUIRED BE OFFERED A DISCOUNT IN TRANSFERS TO BART
5 SAMTRANS AND HOW MUCH. THE TEAM HAS BEEN EXPLORING THAT
6 QUESTION AND WE WELCOME YOUR INPUT. NEXT SLIDE. SO OVER THE
7 NEXT FEW MONTHS WE'LL BE WORKING OUR WAY THROUGH THE DETAILS
8 OF OUR PROPOSAL. CURRENT VISION IS THAT THIS WOULD INCLUDES A
9 SINGLE MOU SIGNED ON BY PARTICIPATING AGENCIES AND STEWARD BY
10 THIS FARE INTEGRATION TASK FORCE OR THE EXECUTIVE BOARD WOULD
11 INCLUDE TRANSFER AGENCY DISCOUNT PASS AND PROCESSES FOR
12 KEEPING THOSE UP-TO-DATE. ALSO HAVE A MECHANISM FOR FINANCIAL
13 SETTLEMENT AND PROCESS FOR TITLE SIX. NEXT SLIDE. SO IN THE
14 STIS WORK BASED ON PREPANDEMIC RIDERSHIP LEVELS WE ESTIMATED
15 \$22 MILLION ANNUAL COST FOR 2% OF ALL FARE REVENUE MODELED
16 TOTAL INCREASE OF 25,000 TRIPS, AND TO START WITH, MTC
17 COMMISSION HAS PLANNED TO ALLOCATE 22 MILLION VHTF FUND TO
18 THIS INITIATIVE WE EXPECT THAT WOULD COVER THE FIRST YEAR OF
19 IMPLEMENTATION BUT LIKELY LONGER GIVEN THAT MOST TRANSFERS
20 INVOLVE REGIONAL SERVICE THAT CURRENTLY REMAIN LOWER THAN
21 PREPANDEMIC RIDERSHIP. AFTER APPLICATION OF FUNDS THE QUESTION
22 IS WHAT IS SUSTAINABLE LONG-TERM MODEL FOR AN INTEGRATED FARE
23 SYSTEM THE PRODUCT TEAM IS GOING TO BE WORKING ON THAT FRONT
24 AS WELL. WE KNOW OUR TRANSIT SYSTEM HAS AS A WHOLE HAS A
25 FISCAL CLIFF AND OPERATING GAP. WE WANT TO APPROACH THE



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1 INTEGRATED FARE SYSTEM NOT AS A ONE OFF BUT AS A COMPONENT OF
2 THE LONG-TERM FUNDING STRATEGIES FOR OUR RIDERS. TO WRAP UP
3 HERE REVISITING OUR ROADMAP FOR CONSIDERATION AND DEVELOPMENT
4 OF THE POLICY. THIS SUMMER WE'LL BE PUTTING TOGETHER I POLICY
5 PROPOSAL DOCUMENT FOR BROAD REVIEW THROUGH THE FALL WE HOPE TO
6 HAVE SOMETHING CONCRETE ENOUGH THAT WE CAN BEGIN TITLE SIX
7 ANALYSIS IN THE WINTER MOU DEVELOPMENT AND BOARD CONSIDERATION
8 PERCEIVED DURING THE FIRST TWO QUARTER CALENDAR IT IS OF 2023
9 WITH AIM OF BEING READY FOR IMPLEMENTATION WHEN CLIPPER TWO
10 LAUNCHES NEXT YEAR. THAT'S THE STAFF UPDATE AND HAPPY TO
11 ANSWER YOUR QUESTIONS

12

13 **MICHAEL HURSH, CHAIR:** THANK YOU BOTH MIKE AND BILL. GOOD
14 UPDATE. I WOULD POINT OUT AN IMPORTANT POINT RAISED THERE AND
15 WANT TO MAKE SURE THAT EVERYBODY HEARD IT IS THAT IF THE
16 GOVERNOR PASSES THE FREE FARE WE WANT TO PAUSE SO THAT WE HAVE
17 A STERILE ENVIRONMENT IN OUR DATA COLLECTION ANALYSIS. THAT
18 TOTALLY MAKES SENSE TO ME. AND THEN I HEARD A REQUEST FOR
19 INPUT DIRECTION, THOUGHTS, ON HOW TO HANDLE THE PASS HOLDING
20 CUSTOMER. I'M GOING TO OPEN IT UP TO THE TASK FORCE FOR
21 QUESTIONS AND COMMENTS THEN WE'LL GO TO THE PUBLIC. I DO NOT
22 SEE ANY HAND RAISED. TALKING TO THE GROUP TODAY. SO, I THINK -

23 -

24



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1 **ROBERT POWERS:** MIKE, I CAN JUMP IN I DIDN'T KNOW WHERE TO GET
2 IN THAT HAND RAISED THING.

3

4 **MICHAEL HURSH, CHAIR:** ADINA HAS ALSO RAISED HER HAND. GO
5 AHEAD.

6

7 **ROBERT POWERS:** SORRY CHAIRPERSON HURSH FOR JUMPING IN AND NOT
8 RAISING MY HAND ELECTRICALLY. I DON'T KNOW IF IT'S MR. BACON
9 OR MR. EISEMAN, THE 22 ANNUAL FUNDING, AS I CAN HELP YOU THINK
10 THROUGH IT, WHAT'S BEEN IDENTIFIED AS ONLY FOR A SINGLE YEAR,
11 IS THAT TRUE? AND, YOU KNOW, IF IT BECOMES PERMANENT, AND IF
12 IT'S ONGOING, THAT ONGOING FUNDING HAS NOT YET BEEN IDENTIFIED
13 S THAT ACCURATE, MIKE?

14

15 **MICHAEL EISEMAN:** THE 22 MILLION IS THE ESTIMATED COST FROM THE
16 PLANNING STUDY AND THEY'RE UNDER A PREPANDEMIC RIDERSHIP
17 CONDITION. I THINK WE CAN BE REASONABLY SURE THAT IT WILL LAST
18 A BIT LONGER THAN ONE YEAR. EXACTLY WHAT FUNDING FRAMEWORK
19 SHOULD BE FOR A LONG-TERM APPROACH TO THIS, THAT HAS NOT YET
20 BEEN --

21

22 **ROBERT POWERS:** ONE-LEVEL HIGHER. SORRY TO JUMP BACK IN,
23 ONGOING FUNDING HAS NOT YET BEEN IDENTIFIED BY THE REGION?

24



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1 **MICHAEL EISEMAN:** THAT'S RIGHT. AND I'LL SAY THAT ONGOING
2 FUNDING FOR MAINTAINING SERVICE HAS NOT BEEN IDENTIFIED FOR
3 MANY OF OUR SERVICES. WHAT WE'RE TRYING TO POINT OUT WE WANT
4 TO SORT OF THINK OF IT ALL TOGETHER.

5

6 **ROBERT POWERS:** COLLECTIVELY. COPY THAT. THANK YOU. THANK YOU,
7 MR. CHAIR

8

9 **MICHAEL HURSH, CHAIR:** THANKS, BOB. A. ADINA?

10

11 **ADINA LEVIN:** A COUPLE OF THINGS ABOUT THAT, AS A
12 REPRESENTATIVE OF THE POLICY ADVISORY COUNCIL THAT HAS REALLY
13 STRONGLY SUPPORTED THE FARE POLICY VISION THAT INCLUDED THIS
14 ITEM, WE WERE VERY ENTHUSIASTIC ABOUT THE WHOLE FARE POLICY
15 VISION, INCLUDING THIS, AND ARE HAPPY TO SEE IT MOVE FORWARD.
16 IN TERMS OF THE -- THINKING ABOUT THE FUNDING AND MOVING AHEAD
17 AND THE RELATIONSHIP BETWEEN IT'S GOING TO COST LESS BECAUSE
18 RIDERSHIP IS LOW, AND THIS IS A STRATEGY TO BRING RIDERS BACK,
19 THAT'S A THING TO THINK ABOUT, AS YOU VERY WELL KNOW THAT
20 25,000 RIDERS THAT WAS EXPECTED TO GENERATE IS ON THE LINES OF
21 SOME OF OUR FLAGSHIP LINES SO BRINGING RIDERS BACK IS
22 IMPORTANT AND GOOD. AND THEN THE LAST -- TWO MORE THINGS --
23 ONE IS THAT WITH REGARD TO THAT, A FREE FARE PROPOSAL, MY
24 UNDERSTANDING IS THAT MTC, WHICH IS ALSO PURSUING FUNDING FOR
25 THE FARE POLICY VISION IN A VARIETY OF WAYS AND SOURCES IS



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1 POTENTIALLY LOOKING AT WAYS OF USING THE FARE FUNDING SOURCE
2 AFTER THE FREE TRANSFERS TO POTENTIALLY FUND THIS IF IT GOES
3 FORWARD. AND THEN THE LAST ITEM IS A QUESTION ABOUT THE
4 RELATIONSHIP BETWEEN THIS AND THE NET MEETING OF MANY OF THE
5 PEOPLE ON THIS BODY AND THE CLIPPER EXECUTIVE BOARD AND THE
6 RELATIONSHIP TO CLIPPER H BECAUSE THE FREE TRANSFERS AND
7 REDUCED PRICE TRANSFERS IS SLATED TO ROLL OUT ALONG WITH THE
8 CLIPPER 2.0, AND, ALSO, I -- CLIPPER 2.0, 1 OF THE FEATURES IS
9 GOING TO BE VERY BASIC OPEN PAYMENTS, SO THAT IF SOMEBODY USES
10 A DEBIT CARD OR CREDIT CARD OR APP, THEY THIS WOULD BE ABLE TO
11 PAY A SINGLE FARE. LIKE AN AC TRANSIT FARE, OR A BART FARE, A
12 SINGLE ADULT FARE USING OPEN PAYMENT THAT'S THE ONLY FEATURE
13 APPARENTLY THIS IS GOING TO BE MORE DISCUSSION ABOUT WHETHER
14 AND WHEN TO DO ANY ADDITIONAL FEATURES IT SEEMS LIKE SINCE
15 THERE IS WORK TO POTENTIALLY ROLL OUT WITH CLIPPER 2.0 IT
16 WOULD MAKE LOGICAL SENSE TO LOOK INTO CAN IT SUPPORT THE OPEN
17 PAYMENT AS WELL, BECAUSE IF AS A REGION WE HAVE THIS FREE
18 REDUCED COST TRANSFER FEATURE, EXPLAINING TO RIDERS YOU CAN
19 USE YOUR BLUE CLIPPER CARD AND GET THE FREE TRANSFER BUT IF
20 YOU ARE USING YOUR DEBIT CARD, YOU WON'T. THAT WOULD BE
21 CONFUSING AND GOING AWAY FROM THE EASE OF USE THAT WE'RE ALL
22 TRYING TO GET TOWARD. SO THAT'S A QUESTION FOR THE NEXT
23 MEETING. AND I'LL ASK IT WHEN THAT MIGHT BE COMING FORWARD FOR
24 CONSIDERATION. THANK YOU.

25



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1 **MICHAEL HURSH, CHAIR:** THANKS ADINA. ALL GOOD COMMENTS. I
2 APPRECIATE THE REVIEW AND I APPRECIATE THAT WE'RE GOING TO
3 TALK ABOUT IT IN THE NEXT MEETING. BECAUSE BEYOND THE SCOPE OF
4 THIS I KNOW THE NEXT MEETING WILL HAVE AN UPDATE ON SCHEDULE
5 FOR CLIPPER TWO ALL APPROPRIATE. I DON'T SEE ANYBODY JUMPING
6 UP-AND-DOWN. BUT FOR THIS ITEM, PUBLIC COMMENT? ARE THERE ANY
7 MEMBERS OF THE PUBLIC THAT HAVE MADE COMMENTS OR THAT WISH TO
8 COMMENT?

9

10 **CLERK OF THE BOARD:** CHAIR, THIS IS FRED. THERE WERE NO WRITTEN
11 COMMENTS RECEIVED. THERE ARE TWO MEMBERS OF THE ATTENDEES WITH
12 IS THERE HAND RAISED. AND IF YOU GIVE ME A MOMENT TO SPARE THE
13 AIR THE TIMER, I CAN CALL ON THE SPEAKERS.

14

15 **MICHAEL HURSH, CHAIR:** PLEASE DO.

16

17 **CLERK OF THE BOARD:** FIRST SPEAKER IS RICH HEDGES. GO AHEAD,
18 PLEASE.

19

20 **RICHARD HEDGES:** ALWAYS APPRECIATE ADINA SHE IS SO DETAILED AND
21 IS GOOD AT WHAT SHE DOES IN HER JOB ON THE POLICY ADVISORY
22 COUNCIL. I KNOW HOW MUCH EFFORT WAS DONE AND I KNOW HOW
23 COMPLICATED IT WAS TO DO THE FIRST CLIPPER CARD WITH ALL OF
24 THE DIFFERENT AGENCIES FARE SCHEDULES AND EVERYTHING AND I'M
25 JUST CONCERNED THAT WE MAY NOT BE ABLE TO REALLY ROLL THIS



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1 THING OUT ACCURATELY WITH ALL OF THE ADDITIONAL DRAG ON THE
2 SYSTEM BY ALL OF THE FARE DISCOUNTS. SO I WOULD LIKE TO, AT
3 SOME POINT, HAVE SOME DISCUSSIONS ON HOW WE'RE GOING TO BE
4 ABLE TO WRITE ALL THE CODE TO ACTUALLY MAKE THIS HAPPEN. THANK
5 YOU. THAT'S ALL I HAVE AND IT'S A CONCERN FOR THE FUTURE.

6

7 **CLERK OF THE BOARD:** THANK YOU. OUR NEXT SPEAKER IS ALETA
8 DUPREE, GO AHEAD, PLEASE.

9

10 **SPEAKER:** THANK YOU CHAIR MIKE. ALETA DUPREE FOR THE RECORD,
11 SHE AND HER AS I DID GET TO SPEAK ABOUT THIS. I DID GET TO SEE
12 THIS TYPE OF PRESENTATION AT THE BART BOARD OF DIRECTORS
13 MEETING LAST WEEK AND LOOK FORWARD TO BRING THESE TYPES OF
14 PASSES ABOUT. CERTAINLY WITH THE UNIVERSITIES AND, HOPEFULLY
15 THEY WILL INCLUDE OTHER LARGE EMPLOYERS SUCH AS AIRPORTS AND
16 AUTOMOTIVE MANUFACTURING FACILITIES. I AM VERY INTERESTED IN
17 THE TRANSFERS FREE TRANSFERS. BECAUSE ALMOST EVERYTHING I DO
18 IN TRANSIT IS TRANSFERS. AND WHILE THE CLIPPER CARD KEEPS THE
19 TALLY, HAVING FREE TRANSFERS CAN KEEP IT ON A MORE EVEN KEEL.
20 AND I WANT TO THE BE ABLE TO TAKE THIS TO THE OPEN PAYMENT
21 SITUATION, IF YOU WILL. BECAUSE I HAVE A WHOLE STACK OF
22 TRANSIT CARDS IN MY WALLET FROM AROUND THE COUNTRY. SO MANY
23 THAT I [INDISCERNIBLE] MY WALLET. FOR ME BEING ABLE TO DO THIS
24 WORK WITH MY VISA DEBIT CARD WITH THE WI-FI SYMBOL MAKES IT
25 EASIER FOR ME TO PAY FOR THINGS. I DON'T HAVE ANY CASH IN MY



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1 WALLET, I DON'T NEED TO. I'M A PERSON OF MODEST MEANS THIS IS
2 SOMETHING WITH THESE FREE TRANSFERS THAT CAN HELP ME SAVE
3 MONEY GET ME BACK ON THE BUSES AND TRAINS MORE. I THINK WE CAN
4 DO THIS. LA HAS THIS PASS CALLED THE EZ TRANSIT PASS, NOT TO
5 BE CONFUSED WITH EZ PASS TOLLING IN THE EASTERN PART OF THE
6 COUNTRY. SO WE'RE ON TO SOMETHING GOOD AND I LOOK FORWARD TO
7 US HAVING SOME ACTION ITEMS. THANK YOU.

8

9 **MICHAEL HURSH, CHAIR:** THANK YOU TO BOTH MEMBERS OF THE PUBLIC
10 FOR THOSE GOOD COMMENTS. OKAY. I'M GOING TO MOVE US ON, AGAIN,
11 BILL, AND MICHAEL, THANK YOU VERY MUCH.

12

13 **CLERK OF THE BOARD:** THERE ARE NO PUBLIC SPEAKERS IN THE
14 BOARDROOM. AND I SEE NO MEMBERS OF THE PUBLIC.

15

16 **MICHAEL HURSH, CHAIR:** SO IS THAT CORRECT, YOU HAVE CONFIRMED
17 THAT?

18

19 **CLERK OF THE BOARD:** YES.

20

21 **MICHAEL HURSH, CHAIR:** THAT MOVES US TO GENERAL PUBLIC COMMENTS
22 FOR ITEMS NOT ON TODAY AGENDA. ANY PUBLIC COMMENT?

23

24 **CLERK, FRED CASTRO:** THERE ARE NO MEMBERS OF THE PUBLIC WITH
25 THEIR HAND RAISED, AND THERE WAS NO PUBLIC COMMENT SUBMITTED



MAY 16, 2022

1 ON THIS ITEM. NO MEMBERS IN THE BOARDROOM QUEUED UP FOR PUBLIC
2 COMMENT.

3

4 **MICHAEL HURSH, CHAIR:** THANKS, FRED. GOOD JOB TODAY. THAT
5 BRINGS US TO ADJOURNMENT. THANK YOU TASK FORCE MEMBERS. THANK
6 YOU TO THE PUBLIC FOR BEING INDIVIDUAL. THAT BRINGS US TO
7 ADJOURN. THE NEXT MEETING WILL BE ANNOUNCED WHEN WE HAVE THAT
8 FIGURED OUT. GIVE EVERYBODY ABOUT FOUR MINUTES FOR THE NEXT
9 MEETING. THANKS VERY MUCH EVERYBODY. [ADJOURNED]

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