

**Metropolitan Transportation Commission
Policy Advisory Council**

March 11, 2020

Agenda Item 11

Staff Liaison Report – March 2020

Subject: Relevant MTC policy decisions and other activities.

Recommendation: Information

Attachments: Attachment A: Staff Liaison Report – March 2020
Attachment B: Uplifting the Role of the Equity & Access Subcommittee



METROPOLITAN
TRANSPORTATION
COMMISSION

**Agenda Item 11
Attachment A**
Bay Area Metro Center
375 Beale Street
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Memorandum

TO: Policy Advisory Council
FR: Marti Paschal, Staff Liaison
RE: Staff Liaison Report – March 2020

DATE: March 11, 2020

W.I. 1114

New Partnership Program Helps Big Employers SHIFT Workers' Commute Choices

Last month the Metropolitan Transportation Commission launched a new program for partnering with major employers to improve peak-period traffic flows on select Bay Area freeways. MTC will fund up to \$1.9 million in grants to help equip employers with software from platform vendors Luum, RideAmigos or RideShark to manage commute-benefit incentives, carpool and vanpool programs, parking-management strategies and other congestion-relief tools.

MTC SHIFT aims to attract employers with 3,000 or more workers to test strategies for spurring the formation of carpools or other shared-use commute modes to reduce solo vehicle trips on Bay Area toll bridges and other key freeway corridors. This aligns with the goals of the Bay Area Commuter Benefits Program, which encourages shared-use alternatives to improve air quality, reduce greenhouse gas emissions and decrease traffic congestion.

Targeted employers include those whose workers commute to work via the San Francisco-Oakland Bay; San Mateo-Hayward; Dumbarton and Richmond-San Rafael bridges, or along Interstate 80 in Alameda and Contra Costa counties; Interstate 880 in Alameda and Santa Clara counties; U.S. 101 and Interstate 280 in San Francisco; U.S. 101 in San Mateo County; and State Route 237 in Santa Clara County.

Employers who participate in MTC SHIFT can qualify for funding to cover up to 75 percent of the setup and three-year subscription costs for commute-management platforms offered by Luum, RideAmigos or RideShark and covering as many as 3,000 employees each. These platforms offer various features to administer parking-management strategies, integrate with third-party systems to manage commute benefits and incentives, and provide performance data to measure changes in workers' drive-alone rates.

More information about the MTC SHIFT program and basic requirements for employers can be found on [MTC's Procurement Portal](#). The deadline to apply for MTC SHIFT funding is March 24. Large employers interested in learning more are invited to contact Michelle Go of the MTC staff at mgo@bayareametro.gov.

Integrated Transit-Fare System Earns Nod as Top Transformative Project

Last month MTC and the Association of Bay Area Governments named the integrated transit-fare system jointly proposed by Eddy Ionescu and Jason Lee as well as by Seamless Bay Area and the San Francisco Bay Area Planning and Urban Research Association (SPUR) as the winner of the Transformative Projects competition launched by MTC and ABAG. The agencies awarded \$500 grand prizes to the Ionescu/Lee team and to Seamless Bay Area.

The dizzying range of fares, discounts and promotions now offered by the Bay Area's more than two dozen transit operators can challenge and confuse even the most experienced travelers when transferring from one system to another. Under the winning Transformative Projects submission, riders would be able to travel seamlessly between systems, making it easier to use transit to get around the Bay Area, and potentially boosting ridership and easing roadway congestion.

In June 2018, MTC and ABAG issued a Request for Transformative Projects, asking for project ideas that have the potential to revolutionize how we move around the Bay Area. The request was part of the agencies' [Horizon](#) initiative, which explored the challenges and opportunities likely to face the Bay Area between now and 2050. The Transformative Projects competition generated more than 90 separate submissions from individuals and organizations around the Bay Area. A jury of transportation experts in the fall of 2018 identified 12 finalists, which were then evaluated by MTC and ABAG staff as part of the Horizon Project Performance Assessment. A full list of the more than 90 proposals submitted [is here](#). More information on the winning submissions [can be found here](#).

Announcement of the Transformative Projects winners comes as MTC embarks on a fare-integration study it will co-manage with BART. The Commission in October 2019 approved \$600,000 in [Regional Measure 2](#) funds to support a fare coordination study with the goal of improving the passenger experience and growing transit ridership across the Bay Area. Oversight of the study will be provided by a new Fare Integration Task Force chaired by Caltrain/SamTrans CEO Jim Hartnett, with AC Transit General Manager Michael Hursh serving as Vice Chair. Other Task Force participants include members of the Clipper Executive Board; and the executive directors of the Solano Transportation Authority, the Napa Valley Transportation Authority and the Livermore-Amador Valley Transit Authority.

Save the Date: YES 2020 Conference

Please let your networks know that the Spare the Air Youth YES (Youth for the Environment and Sustainability) Conference will be held on Saturday, March 28, 2020 at El Camino High School, 1320 Mission Road in San Francisco. Spare the Air Youth is a regional program that aims to educate, inspire and empower youth and families in the San Francisco Bay Area to walk, bicycle, carpool, and take transit. A partnership between MTC and the Bay Area Air Quality Management District, Spare the Air Youth seeks to find effective ways to reduce greenhouse gas emissions related to transportation while also providing a regional resource for students, parents, teachers and program providers. The program also supports Bay Area Safe Routes to School outreach and encouragement efforts. For more information about the YES Conference, click [here](#).

Executive Director's Report

The following items are excerpts from the February 2020 Executive Director's Report to the Commission. To read the report in its entirety go to:

<http://www.mtc.ca.gov/whats-happening/news/executive-directors-report>.

Key Highlights for February:

Workshop sessions: MTC and ABAG (January 30-31, 2020)

On Thursday January 30, Chair Scott Haggerty hosted Commissioners in the City of Pleasanton to discuss a number of issues including seamless transportation, transportation revenue initiatives, coordinated transportation and housing investment opportunities and regional governance. On Friday, January 31, MTC Chair Haggerty and ABAG President Jesse Arreguin hosted a successful joint workshop of the Metropolitan Transportation Commission and the ABAG Executive Board at the Shannon Community Center in Dublin, California. The topics discussed included Plan Bay Area 2050 and AB1487, the Bay Area Housing Finance Act.

Sacramento Meetings (February 6, 2020)

I traveled to Sacramento to meet with key state partners Toks Omishakin, Caltrans Director; and David Kim, State Secretary of transportation, both of whom were appointed by Governor Newsom to their posts in 2019. The visits presented an opportunity to highlight the complex transportation portfolio of the region, and lay the groundwork for continued cooperation going forward on a number of fronts.

Mega Region Working Group (February 22, 2020)

Chair Scott Haggerty, Commissioner Jim Spering, Brad Paul, Matt Maloney, and I met with our peer colleagues from the Sacramento Area Council of Governments (SACOG) and the San Joaquin Council of Governments (SJCOG) in Tracy CA. The working group received updates of key planning, infrastructure and legislative issues of shared interest, with the intent of building a more structured forum for advocating investment and policy changes benefitting the tri-regional area. An action plan will be developed for further discussion at a "mega-regional" summit being scheduled at UC Davis in late summer.

State Route (SR) 37 Press Conference (February 22, 2020)

Facing growing congestion of 40,000 vehicles per day on Highway 37 and the need to protect the critical North Bay artery from rising sea levels, State Sen. Bill Dodd (D-Napa) held a press conference to announce he was introducing a bill to address these issues. Attending were Commissioners David Rabbitt, Jake Mackenzie (sporting an original toll receipt of 35 cents from 1932) and Damon Connelly.

High Speed Rail Update

The High Speed Rail authority released its latest business plan on February 12, 2020. Key elements included a projected overall base cost of \$80 billion, and the announcement that draft environmental reports addressing the segments from Merced to San Jose, and San Jose to San Francisco would be released to the public in April 2020 and June 2020 respectively. We are tracking HSR developments closely as they interface with key projects in the region, ranging from Plan Bay Area 2050 to project development studies for Diridon station, Caltrain's business plans, and the Caltrain Downtown extension in San Francisco.

Presentations

Carol Kuester and Jason Weinstein, Director and Assistant Director, respectively, of the Electronic Payments Section of MTC, are speakers and panelists at the 2020 Payments Summit being held in Salt Lake City this week. They are sharing their knowledge and opinions about the future of transit payments and mobility-as-a-service. The Payments Summit is a premier event in the payments industry.

Upcoming Events:

MaaS-A-Con: March 11-12

MaaS America, which is a new organization intended to be a forum for government, industry and academia to cooperate, collaborate and effectively develop the framework, policies and rules to enable shared mobility solutions, and of which MTC is a member, is holding MaaS-A-Con here in the Bay Area Metro Center on March 11th and 12th. Therese will offer welcoming remarks, Deputy Director Andrew Fremier is participating in the conference program, and Carol Kuester is moderating a session. Maas-a-Con is bringing together innovators, practitioners and advocates to discuss and share the technologies and best practices that can make mobility-as-a-service a reality in our communities.



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Memorandum

TO: Policy Advisory Council

DATE: March 11, 2020

FR: Kÿ-Nam Miller, Assistant Director, Public Engagement

RE: Uplifting the Role of the Equity & Access Subcommittee

Background

MTC is committed to inclusive public engagement practices that provide equity input for its programs, activities, and long-range planning processes, including Plan Bay Area. Since 2009, the Equity and Access Subcommittee of the Policy Advisory Council (E&A Subcommittee) has played a prominent role in advising MTC staff and the Commission on issues with equity concerns. The E&A Subcommittee is dedicated to advancing access to opportunity for protected classes as well as historically marginalized groups including seniors.

More specifically to MTC's role in preparing the long-range plan, MTC has conducted an equity analysis process with stakeholder input to assess and develop Plan Bay Area, including in the [Plan Bay Area Equity Report](#). To further inclusiveness and stakeholder input for the Plan, the Regional Equity Working Group (REWG) was established in 2011 to support social equity planning and analysis in the development of Plan Bay Area. The REWG includes members from the E&A Subcommittee and the Regional Advisory Working Group (RAWG), which is an ad-hoc advisory panel of any interested party or person created to comment on the Plan Bay Area.

During Plan Bay Area 2040, the REWG meetings were scheduled to coincide with the E&A Subcommittee meetings, preceding the Policy Advisory Council meeting.ⁱ Coordinating the three meetings allowed Council members to conveniently attend the REWG meeting while at the MTC headquarters for the regularly scheduled Council and E&A Subcommittee meetings.

For Plan Bay Area 2050 the E&A Subcommittee has not been effectively coordinated with the current REWG, with inconvenient calendaring and inadequate noticing. The kickoff meeting for the Plan Bay Area 2050 REWG was held on September 18, 2019, one week after the monthly E&A Subcommittee and Council meetings. The second REWG meeting was a webinar held at 10:00 a.m. on November 13, 2019, the day of the regularly scheduled Council meeting. The December 11, 2019 REWG workshop also was on a regularly scheduled Council meeting day but began at 9:00 a.m. in order to cover four hours of materials before the 1:30 p.m. Council meeting. The fourth and latest REWG meeting was held on January 22, 2020, two weeks after the regularly scheduled Council meeting; however, the notice did not go out until six days before the meeting.

ⁱ At least 15 overlapping REWG + E&A Subcommittee meetings [took place](#) on 7/8/2015; 8/12/2015; 9/9/2015; 10/14/2015; 11/4/2015; 4/13/2016; 6/8/2016; 7/6/2016; 9/7/2016; 11/9/2016; 2/8/2017; 3/8/2017; 4/12/2017; 5/10/2017; 9/13/2017.

E&A Subcommittee members rightfully expect to have the first opportunity to conduct thorough and meaningful analyses of the draft principles and strategies for Plan Bay Area, and to weigh in on equity matters before they are presented to the Commission. To achieve this, we are working on the proposed actions, outlined below.

Proposed Actions

Because the E&A Subcommittee is the body appointed by the Commission to weigh in on equity-related items, it must have every opportunity to participate in the activities and presentations provided to REWG. Given that there are approximately six more months for the Plan Bay Area 2050 Blueprint process, E&A Subcommittee input will continue to be valuable. In addition to multiple engagement opportunities with the E&A Subcommittee this spring, there is also opportunity for the Council to meaningfully engage in the Implementation Plan in this summer and fall.

Moving forward, staff is proposing that the following short-term actions be implemented to advance the inclusion and participation of the E&A Subcommittee and the Council in the Plan Bay Area 2050 equity process:

- For the remaining REWG meetings (two or three anticipated in the remainder of 2020), the schedule will be aligned with the E&A Subcommittee meetings, noting that at times, meetings may start earlier in order to accommodate extra materials.
- Staff will re-share all of the past REWG materials with members of the Council and will provide a workshop to the E&A Subcommittee or the Council with similar content to what REWG members received, as part of onboarding + reset with new members this Spring.
- To the extent possible, slide-heavy presentations will be deemphasized in favor of more horizontal discussions, in both large and small group formats. (e.g., exercises and table activities.)
- Planning staff will provide a summary of “policy impactful comments” from REWG to the Council for assessment.
- Staff will ensure that any items for Committee/Commission action will be on the Policy Advisory Council agenda with sufficient time for E&A Subcommittee members to provide their input and recommendations to the Council for communication to the Committee/Commission. The E&A Subcommittee recommendations will inform REWG as well as other MTC programs, activities, and long-range planning processes.
- Staff will clean up the Policy Advisory Council pages on the MTC website so that all meetings and agendas are listed and easily located.

This memo is intended to reflect what we heard from Policy Advisory Council members, propose concrete next steps, and solicit feedback from our Council Members. I welcome your questions, constructive criticism, and other forms of feedback on the above.