



# Metropolitan Transportation Commission

Bay Area Metro Center  
375 Beale Street  
San Francisco, CA 94105

## Meeting Minutes - Final

### Policy Advisory Council Fare Coordination and Integration Subcommittee

*Adina Levin, Chair      Wendi Kallins, Vice Chair*

#### *Members*

*Bob Allen, Abigail Cochran, Mark Cordes,  
Anne Olivia Eldred, Ian Griffiths, Tisha Dee Hartman,  
Richard Hedges, Jonathon Kass, Randi Kinman,  
Gwen Litvak, Monica Mallon, Adrian Mendoza,  
and Brian Stanke*

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Monday, November 2, 2020

10:05 AM

Yerba Buena - 1st Floor (REMOTE)

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#### 1. Welcome

#### 2. Roll Call / Confirm Quorum

**Present:** 12 - Member Cochran, Member Eldred, Member Hedges, Vice Chair Kallins, Member Kinman, Member Griffiths, Member Litvak, Member Carter, Member Hartman, Member Kass, Member Mallon and Member Stanke

**Excused:** 2 - Chair Levin and Member Mendoza

**Absent:** 1 - Member Allen

Policy Advisory Council Member Christina Gotuaco was also in attendance.

#### 3. [20-1482](#) Minutes of the September 25, 2020 Meeting

**Action:** Subcommittee Approval

**Attachments:** [03 FCI Minutes Sept 25 2020.pdf](#)

**Upon the motion by Member Eldred and second by Member Kinman, the Minutes of the September 25, 2020 Meeting were unanimously approved. The motion carried by the following vote:**

**Aye:** 11 - Member Cochran, Member Eldred, Member Hedges, Vice Chair Kallins, Member Kinman, Member Griffiths, Member Litvak, Member Carter, Member Kass, Member Mallon and Member Stanke

**Absent:** 4 - Chair Levin, Member Mendoza, Member Hartman and Member Allen

Member Hartman arrived after the approval of the Minutes of the September 25, 2020 Meeting.

[20-1622](#) Combined Slide Deck - Agenda Items 4 and 5

**Action:** Information

**Attachments:** [04\\_05\\_User\\_Research\\_Peer\\_Regions.pdf](#)

4. [20-1483](#) Update on User Research Activities and Approach

Update on the initial pilot user research activities as well as the forward approach to user research.

**Action:** Information

**Presenter:** William Bacon, MTC Co-Project Manager  
Michael Eiseman, BART Co-Project Manager

Aleta Dupree was called to speak.

5. [20-1604](#) Peer Region Fare Policy Research and Discussion of Approach to Developing Policy Alternatives Update

Discussion on fare policy research from peer regions around the United States and abroad.

**Action:** Information

**Presenter:** William Bacon, MTC Co-Project Manager  
Michael Eiseman, BART Co-Project Manager

Roland Lebrun was called to speak.

The following information was shared during the meeting:

From Bill Bacon: Subcommittee members, here is a link to the meeting materials for the 10/19 Fare Integration Task Force meeting. These materials have more detail about the market analysis item that Mike is presenting: <http://mtc.legistar.com/gateway.aspx?M=F&ID=3b952d33-c098-4bfb-b153-6b9727e4e1ce.pdf>

From Jonathon Kass: It may be worth investigating DC Metro's effort at peak-of-the-peak pricing. This was put in place to manage crushing overcrowding, but was ultimately eliminated, ostensibly because it was too confusing to customers.

From Ian Griffiths: To an extent that these time of day pricing strategies are associated with increasing ridership, and those pricing strategies are enabled by a region-wide structures and appropriate governance structures - that needs to be called out in the relative evaluation of the alternatives.

**6. New Business**

**7. Public Comments / Other Business**

Aleta Dupree spoke on this item.

**8. Adjournment / Next Meeting**

The next meeting of the Policy Advisory Council Fare Coordination and Integration Subcommittee will be held at a time and date to be duly noticed.