

Summary Minutes
Marketing, Planning, and Legislative Committee
Thursday, September 3, 8:30 a.m.

Due to COVID-19, this meeting was conducted as a teleconference pursuant to the provisions of the Governor's Executive Orders N-25-20 and N-29-20.

Directors: Amy Worth, Keith Haydon, Rob Schroder

Staff: Rick Ramacier, Bill Churchill, Ruby Horta, Melody Reeb, Kristina Martinez,
Madeline Chun

Public: Andy Smith

Call to Order: Meeting called to order at 8:41 a.m. by Director Haydon.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from August 6, 2020

The Committee approved the minutes.

4. Blue-Ribbon Transit Recovery Task Force Update

Mr. Ramacier provided an update on the Blue-Ribbon Task Force, which will be meeting next on September 14th. The Task Force efforts will be pivoting towards Phase 3, which will start to look at issues of network connectivity and governance. This will likely include discussion around fare integration, schedule coordination, and regionalism.

5. Healthy Transit Plan Reporting

Ms. Martinez presented an overview of the metrics that will be reported by transit agencies as part of the Bay Area Healthy Transit Plan. A dashboard is currently being developed that will include four key metrics for each transit operator. Director Haydon asked about the timeline for the dashboard to go live and whether the public will be informed when it is available. Ms. Martinez responded that the subcommittee is aiming to have a sample dashboard ready in September and that it will be updated monthly. Mr. Ramacier added that there is a separate communications subcommittee that will be developing an outreach campaign to promote the dashboard.

6. Clipper START and Youth Fare

Ms. Horta provided an overview of the Clipper START program, which offers single-ride discounts to qualified low-income riders. The pilot program began with a subset of large

operators, and since then MTC has elected to use CARES Act funding to expand the program to additional operators. Currently, the program is only available for adults, since the operators currently in the program have youth fares that provide a larger discount. However, since County Connection does not have a youth fare, there would be inequities between adults and youth. Thus, staff is proposing the implementation of a discounted youth fare in conjunction with the Clipper START discount, which will be a one-year pilot. Director Schroder asked what type of documentation is needed to qualify for the Clipper START program. Ms. Horta replied that applicants can show tax returns or eligibility for other social service programs. Director Worth expressed support for both discount programs. She noted that in the past Measure J funds have been used to provide transit incentives for youth. The Committee recommended approval of the item to the Board.

7. Committee Comments

None

8. Future Agenda Items

None

9. Next Scheduled Meeting

The next meeting was scheduled for October 1st at 8:30 a.m. via teleconference.

10. Adjournment – The meeting was adjourned at 9:24 a.m.

Minutes prepared and submitted by: Melody Reeb, Manager of Planning