

Summary Minutes
Marketing, Planning, and Legislative Committee
Thursday, November 5, 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, Candace Andersen, Kevin Wilk
Staff: Rick Ramacier, Bill Churchill, Ruby Horta, Melody Reeb, Madeline Chun
Public: Andy Smith

Call to Order: Meeting called to order at 8:35 a.m. by Director Worth.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from October 1, 2020

The Committee approved the minutes.

4. Fare Collection Resumes

Ms. Horta informed the Committee that fare collection resumed on Sunday, November 1st. Staff has been distributing promotional Clipper cards and educating passengers on the benefits of using Clipper. To date, staff has distributed 150 cards. Staff has also been collecting passenger contact information in anticipation of upcoming outreach efforts on proposed service cuts.

5. 2020 State Legislative Review & 2021 State Legislative Preview

Mr. Ramacier informed the Committee that some of the bills that had been introduced this year but pulled due to COVID will likely be reintroduced next year. This includes bills providing free fares for certain populations, which would have implications on farebox recovery and eligibility for TDA funds. Assembly Member Chiu also intends to reintroduce a bill regarding Bay Area transit governance, which will be informed by the work of the Blue-Ribbon Task Force. This year, there were three bills that were passed that will have some impact on transit. The first bill allows essential workers, including bus operators and mechanics, to be eligible for workers compensation if they are positive with COVID-19. The second bill provides a two-year exemption from the farebox recovery requirements for TDA funds. Finally, the third bill provides additional flexibility for using SB1 funds for operations. For next year, there will likely be efforts around part-

time transit lanes, revising cap-and-trade programs, and a COVID relief package for transit.

6. Blue Ribbon Transit Recovery Task Force

Mr. Ramacier informed the Committee that the work of the Blue-Ribbon Task Force is now transitioning to looking at the future of the regional transit network. Staff meet regularly with the other transit operators, including with a subgroup of small operators, and participate on a number of subcommittees. One of the likely outcomes will be the creation of a Transit Network Manager (TNM), which the transit operators have agreed should be staffed at MTC and report to an oversight group of transit operator CEOs and MTC's Executive Director, as well as some of the transit stakeholders. Director Worth agreed with the approach regarding the Network Manager and stressed the importance of retaining vital transit services in suburban areas.

7. Proposed Service Changes Tentative Public Outreach Timeline

Ms. Reebbs presented an overview of planned outreach efforts over the next few months to gather public feedback on proposed service reduction scenarios. Due to COVID, all meetings will be held virtually, including an initial town hall followed by a series of public hearings. Staff will bring a summary of comments back to the Board in February, along with updated financial projections and a draft recommendation, and then a final recommendation and Title VI analysis for potential approval in March. Director Worth asked how staff plans to get information out to the public. Ms. Reebbs responded that staff will be using the website and social media, as well as sending information to city staff to include in newsletters and other distribution channels. Director Worth recommended that staff also reach out to schools and include Board members when sending information to city staff.

8. Website and Social Media Update

Ms. Reebbs provided a summary of website and social media activity for the period of July through September. Staff focused communication efforts on welcoming riders back to transit, including the launch of a new web portal that provides information on what County Connection has been doing in response to COVID.

9. Committee Comments

None

10. Future Agenda Items

None

11. Next Scheduled Meeting

The next meeting was scheduled for December 3rd at 8:30 a.m. via teleconference.

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