

Summary Minutes
Marketing, Planning, and Legislative Committee
Thursday, May 5, 2022, 8:30 a.m.

Due to COVID-19, this meeting was conducted as a teleconference pursuant to the provisions of Assembly Bill 361.

Directors: Amy Worth, Kevin Wilk, Rob Schroder, Mike McCluer
Staff: Bill Churchill, Ruby Horta, Amber Johnson, Melody Reebbs, Pranjali Dixit, Madeline Chun
Public: Andy Smith

Call to Order: Meeting called to order at 8:30 a.m. by Director Wilk.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from April 7, 2022

The Committee approved the minutes.

4. FY 2022-23 Short Range Transit Plan Guidelines

Ms. Reebbs provided an update on MTC's new guidelines for the Short Range Transit Plan (SRTP) process. The revised guidelines include a narrower scope with a focus on financial and service planning under three different scenarios that assume varying levels of ridership and revenue recovery. A draft is due to MTC in September, followed by a final version that is adopted by the Board in December. She also introduced Manager of Planning, Pranjali Dixit, who will be taking the lead on the SRTP development.

5. Summer Youth Pass Marketing Plan

Ms. Reebbs provided an overview of staff's marketing and outreach plan for the Summer Youth Pass program. Online pass sales will begin in early May, and staff is also planning to sell passes through the mobile lobby. Marketing materials, including a flyer and social media graphics, will be shared with city staff and other community partners to help promote the program. Director Worth suggested reaching out to sustainability groups at high schools that could help encourage more students to take transit.

6. State Legislative Efforts

Mr. Churchill informed the Committee that SB 917 (Becker) went to the Senate Transportation Committee for a hearing. While transit operator and Metropolitan Transportation Commission (MTC) staff have been working with the author to amend the bill, there are still issues of concern, including the removal of authority from local transit agencies to set their own fares and a lack of clarity in terms of defining the regional network. The Bay Area transit agencies have submitted a letter in opposition unless amended.

AB 2441 (Kalra) would require transit operators to renegotiate with their unions before implementing any new technology. The current language is very broad. California Transit Association (CTA) has taken an oppose unless amended position, and the transit operators will be discussing whether to submit a letter, which the Committee expressed support for.

Mr. Churchill also provided an update on the budget trailer bill regarding free transit for three months. While staff has concerns with the current language, he noted that many of the details are still in flux.

7. Community Events

Ms. Reeb presented the calendar of outreach planned for May.

8. Committee Comments

None.

9. Future Agenda Items

None.

10. Next Scheduled Meeting

The next meeting was scheduled for June 2nd at 8:30 a.m. via teleconference.

11. Adjournment – The meeting was adjourned at 9:08 a.m.

Minutes prepared and submitted by: Melody Reeb, Director of Planning, Marketing, & Innovation