

**Summary Minutes
Advisory Committee
Tuesday, July 11, 2023**

Members: Ian McLaughlin, Robert Kaplan, Jim Yu, Andrei Obolenskiy, Sarah Birdwell, and Robert Barnes

Staff: Sandra Muhlestein (CCCTA), Rashida Kamara (CCCTA), Melody Reeb (CCCTA), Pranjali Dixit (CCCTA), Ryan Jones (CCCTA), Christine Kisiluk (CCCTA), Maria Portan (CCCTA), and Christian Sanchez (Transdev)

Public: Andrew Rurik, Betsy Johnson

- 1. Call to Order:** Meeting was called to order at 1:00 PM
- 2. Roll Call**
- 3. Approval of Agenda:** The agenda for the July 11, 2023, meeting was approved by present committee members with an amendment to move up agenda item 9 on the Clipper START and Youth Fare Pilot Program up.
- 4. Approval of minutes of May 9, 2023:** The minutes of the May 9, 2023, meeting was approved unanimously. M/S: Barnes, Yu
- 5. Public Comment:** None
- 6. Consent Calendar:** No comments submitted. Consent Calendar was approved unanimously.
- 7. Clipper START and Youth Fare Pilot Update and Extension- Information Only:** Ms. Reeb provided a historical overview of the Clipper START program, which was led by the MTC and was active from 2021 until its conclusion in June 2023. An evaluation of the program's effectiveness was conducted by the MTC, leading them to propose a two-year extension. This extension comes with several recommendations, including an amplified focus on marketing initiatives and the establishment of a standardized discount across all transit agencies to ensure uniformity.

Ms. Reeb also highlighted that due to the initiative to implement a 50% discount starting in January 2024, the approval of the County Connection Board is necessary. This alteration is significant, given the current discount rate of 20%.

Interim Chair McLaughlin raised a question regarding any potential connection between higher discount rates and increased ridership. Furthermore, member Obolenskiy inquired about the responsibility for overseeing the marketing efforts associated with the program. No public questions or comments.

- 8. Update on New Member Orientation Workshop:** Ms. Kamara welcomed all new members to the Advisory Committee and proceeded to explain the rationale for creating a new member orientation workshop based on prior new members experiences and feedback. Member Kaplan offered comments that it was helpful and informational. Ms. Kamara requested from committee members any feedback on what to incorporate to the training. No public questions or comments.
- 9. Review of Advisory Committee Bylaws:** Ms. Kamara offered a review of the existing Advisory Committee Bylaws. Member Yu inquired about the changes established in 2019, the last year the Bylaws were reviewed. Ms. Kamara was not able to provide insight as to what changes came about as another staff member was responsible for the committee. Member Obolenskiy asked a question about Brown Act meetings via ZOOM. Member Kaplan asked about the reason(s) for the lack of citizen participation- whether it was citizen apathy or lack of Cities' efforts to which Ms. Kamara was not able to offer a specific reason. No public questions or comments.
- 10. Update on Fall Bid- Information Only:** Mr. Dixit summarized the upcoming Fall bid changes, set for implementation on August 6th. Member Obolenskiy sought clarity on charts provided due to visibility issues. Member Yu inquired about feeder buses to BART stations. Member Obolenskiy asked about express routes and CCCTA's engagement with work hubs and commuting trends. No public questions or comments were raised.
- 11. Committee Member Communications:** Interim Chair McLaughlin informed the committee that he attended the last Board meeting and his addressing the need to have more Advisory Committee seats to be filled. Member Yu welcomed the new members and thanked Ian for stepping up to the Interim Chair role. Member Obolenskiy and Kaplan requested a quick summary of the importance of joining the Advisory Committee.
- 12. Future Agenda Items:** Member Obolenskiy added a future agenda item concerning marketing efforts in different languages. Member Obolenskiy and Kaplan requested development of a quick summary/flyer to aid in recruiting new members.
- 13. Adjournment:** The meeting was adjourned at 1:45 pm. Next meeting to be held on September 12, 2023.

Minutes prepared by Rosa Noya on August 3, 2023.