

Summary Minutes
Marketing, Planning, and Legislative Committee
Thursday, December 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, Candace Andersen, Kevin Wilk, Rob Schroder
Staff: Rick Ramacier, Bill Churchill, Ruby Horta, Melody Reeb, Julie Sherman
Public: Andy Smith

Call to Order: Meeting called to order at 8:33 a.m. by Director Worth.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from November 5, 2020

The Committee approved the minutes.

4. Clipper Card Outreach

Ms. Horta informed the Committee that since fare collection resumed on November 1st, staff has distributed close to 900 promotional Clipper cards. This is close to 25% of current daily ridership.

5. Clipper START and Youth Fare Outreach

Ms. Reeb provided an overview of the marketing and outreach campaign being developed with MTC for the launch of the Clipper START and youth fare pilot programs in January. She also presented an overview of how staff is planning to evaluate the two programs. Mr. Ramacier added that the Clipper Executive Board recently voted to move up the timeframe for adoption of open payments, which would allow riders to use a credit or debit card to directly pay their transit fare.

6. Actions for County Connection Relative to the Introduction of a Bill Similar to AB2057

Mr. Ramacier informed the Committee that Assembly Member Chiu will likely reintroduce a bill similar to AB2057 sometime in January. Staff is planning to set up virtual meetings in December with the East Bay delegation to inform them of the challenges that such a bill may pose, as well as what the operators are currently doing to meet some of the goals of the legislation. Director Andersen emphasized the importance of keeping the message clear and simple. She also suggested that staff bring this issue to

the mayor's conference. The Committee forwarded the item to the Board for additional feedback.

7. 2021 Federal Legislative Program

Mr. Ramacier provided an update on potential upcoming federal legislation affecting transit. The federal transportation bill received a one-year extension until September of next year, and there is an effort currently underway to pass another stimulus package. In terms of the next reauthorization, staff believes that the main areas of interest will be similar to the ones put forth last year, including modernizing the definition of public transit.

8. Committee Comments

Director Wilk noted that the city will be updating its Climate Action Plan starting early next year and that transportation will likely be a significant element.

9. Future Agenda Items

None

10. Next Scheduled Meeting

The next meeting was scheduled for January 7th at 8:30 a.m. via teleconference.

11. Adjournment – The meeting was adjourned at 9:20 a.m.

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