

Summary Minutes
Marketing, Planning, and Legislative Committee
Thursday, September 1, 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
Staff: Bill Churchill, Ruby Horta, Melody Reeb, Pranjal Dixit, Ryan Jones
Public: None

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 September 1, 2022

The Committee approved the minutes.

4. Mobile Lobby Update

Ms. Horta provided an update on the mobile lobby, which has been expanded and been successful in reaching close to 5,000 passengers during FY2022. The mobile lobby has popped up at BART stations, transit centers, senior centers, and area schools for back-to-school programs. Services highlighted included Clipper, schedule information, trip planning, and paratransit. We soft launched reopening the lobby on July 1, 2022 without any public outreach or announcements, to test waters on response. Formal announcement was made on September 6, 2022. In person visits will still require masks.

5. Clipper Mobile App Update

Ms. Reeb provided an update on the Clipper Mobile App, launched in Spring 2021. MTC developed a marketing campaign for the initial launch, but ridership levels were still low. In April 2022, MTC relaunched the campaign directed toward people that had been working from home and to address recent supply chain issues, which has depleted inventory of plastic cards. Currently, 18% of Clipper transactions are being done through the app region-wide, and about 15% for East Bay operators. Usage has grown over the past months following the relaunch of the campaign.

6. State Legislation

Mr. Churchill highlighted three bills that are positive. SB922 (Wiener) extends a current bill set to expire in January 2023 to 2030. The bill provides CEQA exemptions for clean transit projects and will help County Connection streamline projects as we move forward with project on the I-680 corridor. SB942 (Newman) governs the use of LCTOP funds, which County Connection uses to offset fares and make routes along the Monument Corridor free to ride. SB942 would provide more flexibility in use of LCTOP funds and allow transit agencies across California to create free fares on certain routes for longer periods of time. AB2622 (Mullin) will provide an extension through 2026 on a bill set to expire in 2024. SB922, SB942, and AB2622 have all passed legislature and are on the Governor's desk. Mr. Churchill proposed writing a support letter to the Governor encouraging him to sign each bill, which the Committee expressed support for. AB2441 (Kalra) impacts transit agencies by requiring them to enter into collective bargaining with their respective unions 12 months before implementing any new technology. AB2441 has passed the legislature, and Mr. Churchill proposed signing onto a veto request to the Governor, which the Committee also supported.

7. Network Management Process

Mr. Churchill provided an update on the regional Network Management Business Case study, which looked at different governance models with goal of selecting one to implement. However, the Advisory Group, comprised of transit operator GMs and advocates, could not agree on a model. Subsequently, the transit operators met with MTC staff and have proposed looking at 6 of the 27 actions items developed by the Blue Ribbon Task Force to see what needs to be done to make them a reality. The advocates have agreed to this approach, and the Advisory Group will meet monthly to discuss implementing the 6 action items with the goal of bringing an item to MTC for approval in January.

8. Community Events

Ms. Reeb shared the outreach calendar for September, including senior fairs in Concord and San Ramon as well as wine events in Lafayette and Moraga.

9. Committee Comments

None.

10. Future Agenda Items

Director Worth requested an update on efforts to provide free passes to DVC students.

11. Next Scheduled Meeting

The next meeting was scheduled for October 6, 2022 at 8:30 a.m. via teleconference.

12. Adjournment – The meeting was adjourned at 9:07 a.m.

Minutes prepared and submitted by Ryan Jones, Manager of Marketing & Communications