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Policy Advisory Council  
October 12, 2011  
**Draft Minutes**

Chair Dolly Sandoval called the meeting to order at 1:35 p.m. Members in attendance were Naomi Armenta, Richard Burnett, JoAnn Busenbark, Carlos Castellanos, Bena Chang, Wilbert Din, Sandi Galvez, Richard Hedges, Dolores Jaquez, Linda Jeffery Sailors, Randi Kinman, Marshall Loring, Tanya Narath, Tina King Neuhausel, Cheryl O'Connor, Kendal Oku, Lori Reese-Brown, Frank Robertson and Egon Terplan. Excused: Cathleen Baker, Yokia Mason and Gerald Rico. Absent: Federico Lopez and Evelina Molina.

**Approval of August and September Meeting Minutes**

The minutes of the August 10, 2011 and the September 6, 2011 meeting were approved after a motion by Mr. Hedges and a second by Mr. Loring. Ms. Narath and Ms. Galvez abstained from the vote since they were not in attendance at the September meeting.

**Public Comment**

There was no public comment.

**Subcommittee Reports**

*Equity and Access Subcommittee*

Subcommittee Chair Armenta gave an update on the September 14<sup>th</sup> meeting, reporting that the subcommittee reviewed proposed revisions to the Third Cycle of Lifeline Transportation Program Guidelines, which are scheduled to be released in October or November. In addition, nominations for 2011-2012 subcommittee chair and vice chair were opened, and elections were scheduled for the October meeting. Ms. Armenta also expressed concern over the loss of two valuable members due to potential conflict of interest. At this morning's meeting, the subcommittee was unable to hold elections for chair and vice chair due to lack of a quorum. Ms. Armenta urged subcommittee members to regularly attend meetings in the future. The subcommittee was scheduled to review the proposed New Freedom Cycle 4 program of projects; however, the actual list was not available, so the subcommittee reviewed the initial eligibility screening and a pie chart summarizing the types of projects expected to receive the funds. The official list of projects will be forwarded when it becomes available and is scheduled to be presented to the Programming and Allocations Committee for adoption on November 9<sup>th</sup>.

Subcommittee Chair Armenta also mentioned her concern over the Regional Transit Connection card for disabled riders, but said she would bring the comment up during the Clipper Title VI discussion later in the meeting. She added that upon recommendation

### **Subcommittee Reports (continued)**

from the subcommittee, MTC staff will be holding a series of focus groups specifically for paratransit users as part of the paratransit portion of the Transit Sustainability Project.

Ms. Armenta then turned the report over to Jennifer Yeamans of MTC staff to provide background and give some context on the Equity Analysis. Following Ms. Yeamans' comments, Ms. Armenta stated that the Equity and Access Subcommittee recommends the Policy Advisory Council support the MTC staff recommendation on the Equity Analysis framework going before the Planning Committee this Friday, October 14<sup>th</sup>, stating they are in agreement with what is to be measured, and there is still work to be done as to how it gets measured. Ms. Armenta also noted that staff followed up on the Council's request earlier in the year to include seniors and the disabled in the Equity Analysis.

Council members had the following comments on the subcommittee's recommendations:

- Council members noted and commended the amount of work that both the subcommittee and MTC staff put into getting to this stage in the process.
- Concern was expressed about potential unintended consequences of making the jobs/housing connection the theme with a performance metric of lowering the commute travel time. Transit takes longer, so this could unintentionally give the advantage to auto transportation and discourage scenarios that involve transit and walking.
- Regarding healthy communities, the metric of Vehicle Miles Traveled (VMT) density could also have unintended outcomes, since cities are inherently dense.

There was public comment from Lindsay Imai, who stated that she sits on the Equity Working Group, and has two comments: 1) The group has agreed to "what" the questions are, but in terms of the "how," there are still unanswered questions and there is work yet to be done. 2) Right now the methodology is based on a forecasting model that cannot forecast several things, such as racial make-up of the future Bay Area population. She recommends an "existing conditions" study be a part of the equity analysis, which could be an update to the Snapshot Analysis.

Ms. Yeamans responded to a few of the comments, stating that staff can break out commute travel time by mode, but is recommending a single measure at this time. She also noted that there was a large discussion in the Equity Working Group regarding VMT density, and staff does note in the memo to the Planning Committee that there is not as much consensus around that metric.

A motion was made by Ms. Kinman and seconded by Ms. Jeffery Sailors to send a statement to the Planning Committee at this Friday's meeting supporting the staff recommendations, with the statement that we continue to focus on "how" we measure in order to gain consensus. Motion passed with two abstentions (Mr. Terplan and Ms. Galvez).

### **Title VI Update**

Melanie Crotty, MTC Director of Traveler Coordination and Information, gave some background on the Clipper program and an update on Clipper Title VI work to date. Clipper launched in June 2010 and is currently available on AC Transit, BART, Caltrain, Golden Gate bus and ferry, Samtrans, SFMTA, and Santa Clara VTA. MTC took ownership of the Title VI

### **Title VI Update (continued)**

assessment and hired Milligan Associates to conduct a review to determine if there were any disparate impacts to low-income and minority communities in transitioning from paper fares to Clipper. The results are included in the packet and are summarized in Table 1. Ms. Crotty reviewed the mitigation and outreach efforts, including customer service and card distribution. She commented that MTC has, to date, waived the initial \$5 card fee as part of a general strategy, but ultimately will need to address the fact that Clipper is not sustainable as a free card.

Denise Rodrigues, MTC Contract Compliance Manager, reported that the Title VI Assessments for Clipper are complete and the draft report is now out for public comment. Staff is here to solicit the Council's assistance in engaging the public in the outreach process. Currently staff plans to engage via focus groups and through existing relationships with community-based organizations, and additional outreach ideas from the Council are welcomed.

Policy Advisory Council members asked the following questions for future consideration:

- Which major retailers are distributing the Clipper Card? Staff Responded — Walgreens, Whole Foods and Raley's, plus other smaller chains.
- How are youth and senior fares handled?
- Any comparisons on how it's working in some cities vs. others?
- Can card holders be reimbursed for their balance on a lost/stolen card?
- What is the timeframe for VTA deployment?

In addition, Council members made the following comments/expressed concerns:

- Expired Regional Transit Connection (RTC) cards can only be renewed at the local transit agencies; but the local agency does not make or enforce the policies. Also, many vendors are not able to explain how to obtain a senior/youth discount. It is unclear where to go for questions and issues with card renewal and discounts. Good customer service needs to be addressed for all customers – including those eligible for a discount.
- In other areas, senior pass eligibility is obtained by producing a valid Medicare card.
- Youth pass photos could be more easily obtained by going into the schools. Many young riders are still using paper tickets.
- Cards tend to be damaged or cracked in wallet.
- If there is a malfunction with the card, the instructions are in English, and non-English speaking transit users do not read English.
- Support the waiver of the \$5 fee.
- Need data on how many cards have been lost, stolen, broken or demagnetized but still had a balance.
- Clipper is great resource. MTC needs to find more ways to encourage its use, perhaps through city/county web sites, neighborhood councils, local chambers of commerce and local businesses.
- Feedback should be solicited, especially from customers that move from one form of transit to another.
- VTA should be fully integrated.
- Should ensure everyone has access to a vendor/retailer where cards can be purchased
- Individuals should be responsible for their card

### **Title VI Update (continued)**

Ms. Rodrigues gave a general update on Title VI activities, commenting on BART Title VI actions, MTC's monitoring of subrecipients, upcoming Title VI training for staff, and MTC's recent Title VI audit by the FTA. She stated she will ask Ms. Grove to forward the Council links to the FTA's proposed new circulars on Title VI and environmental justice, as well as more information on an upcoming informational session on November 14<sup>th</sup>.

Frank Robertson asked to receive the following information:

- Copies of the Title VI audit. Staff responded that the audit report will not be available from FTA until later this year.
- MTC/BATA's Financial audit. Staff responded that this audit is going to the Commission at its November meeting, and staff can send the link to the Council when it is ready.
- MTC/BATA's Management audit. Staff clarified that the comparable document for MTC would be the Transportation Development Act audit.

Chair Sandoval asked MTC staff to prepare responses to the Council's questions and concerns regarding Clipper and Title VI.

### **Transit Sustainability Project Update**

Carolyn Clevenger, MTC staff, gave an update on the Transit Sustainability Project.

The Council had the following comments:

- Important to have performance measures for local service.
- Should be made clear in the presentation - the reason the smaller agencies have lower operating costs is because they don't have mandates like larger agencies do.
- If tying increased ridership to funding, it's important to look at who is being served as well. If riders have options to riding transit, it makes sense to use funding as an incentive to increase ridership; but don't punish those whose only option is transit.
- Support urban trunk corridor improvement.
- Support "smart" tools like NextBus and text messaging for schedule updates.

Ms. Clevenger gave a brief update on the ADA/paratransit portion of the Transit Sustainability Project. Council members had the following comments and questions:

- There needs to be standardized regional guidelines with standardized language, as well as coordination.
- Need to build delay into transit schedules when travel training is occurring on those routes.
- Riders should be given standards as well – they have some responsibility.
- Perhaps we should look into other government entities in the Bay Area that have successful plans that could be emulated.
- The fixed route transit service schedule will be impacted if paratransit riders are moved to regular transit.
- Are there challenges that could be solved through use of other services, such as shuttles.

Ms. Clevenger will take the Council's comments and questions under advisement and will return with an update at a future meeting.

### **Policy Advisory Council Regular Meeting Date**

Chair Sandoval commented that due to lack of meeting space at the MetroCenter, the Council's meeting date will need to remain on the second Wednesday of the month at this time.

### **Staff Liaison Report**

The Council received the staff liaison report by Pam Grove.

### **Council Member Reports**

There were no reports from Council members

### **New Business**

Council member Randi Kinman wants notification of any senate hearings on MTC items.  
Council member Rich Hedges requested staff to update the Council on MTC's view regarding potential conflict of interest for its advisors.

### **Adjournment/Next Meeting**

The meeting was adjourned at 3:34 p.m. The next Policy Advisory Council meeting is scheduled for November 9, 2011 in the MTC Auditorium, Joseph P. Bort MetroCenter, Oakland, California.