



**METROPOLITAN  
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COMMISSION**

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## *Memorandum*

**Date:** September 25, 2024  
**To:** Metropolitan Transportation Commission (MTC)  
**From:** MTC Policy Advisory Council Chair, Pamela Campos  
**Regarding:** September 2024 Council Report to Commission

### **Summary:**

This memo provides a summary of the activity of the Policy Advisory Council (Council) over the previous month.

### **August 27, 2024 Workshop:**

The Policy Advisory Council met on August 27, 2024, to conduct a workshop and receive updates on the Transportation Revenue Measure and a primer on how long-range plans of decades past have translated into real-world implementation. MTC Executive Director Andrew Fremier welcomed them.

### **Workshop**

A panel consisting of two past Council staff liaisons (Pam Grove and Catalina Alvarado) and two long-time Council leaders (Randi Kinman and Adina Levin) fielded questions from the moderator and MTC Legislation and Public Affairs Director Rebecca Long and the Council.

The panel focused on the roles and responsibilities of Council members in advising the Metropolitan Transportation Commission (MTC). Key points include:

- **Impact of Council:** The Council has historically influenced MTC policies, such as advocating for coordinated fares and schedules among transit agencies and pushing for programs that engage youth in transportation issues.
- **Equity and Accessibility:** Discussions highlight the need for equitable access to transportation and the importance of understanding diverse community perspectives. Advisors stress the necessity of making transportation discussions relatable to the public.

Overall, the workshop emphasized the collaborative nature of advisory work and the need for advisors to shape transportation policies that reflect community needs proactively.

### **Transportation Revenue Measures Scenario**

MTC Staff provided a summary of the August 26, 2024, Transportation Revenue Measure Select Committee meeting discussion, focusing on regional transit measures and the roles of Council members. Key points include:

- **Transit Funding and Gaps:** The conversation addressed the differences between the adjusted fare gap (calculated based on fare changes from 2019-2024 with inflation) and the operating gap (forecasted by operators). Concerns were raised about potential service impacts on transit agencies like SFMTA and AC Transit if fare-focused formulas were implemented.
- **Regional Collaboration:** There was general agreement on the importance of a transit measure encompassing all nine counties and 27 agencies, emphasizing rider experience and the need for transformational changes in transit services. The discussion highlighted the necessity of maintaining and improving service frequency to boost ridership.
- **Equity in Transit Planning:** Equity was a recurring theme, with participants stressing the importance of including diverse community voices in the planning process. The need for effective outreach and engagement strategies was emphasized to ensure that marginalized communities are well represented.
- **Legislative Considerations:** The challenges in passing regional legislation include different community needs, a focus on the fiscal cliff and meeting the goals of the transformation action plan, which is why flexibility is key in developing a measure that is likely to pass.
- **Community Engagement:** Council continues underscoring the importance of community involvement in transit planning and funding. Council advocates for a participatory approach that leads with public guidance and collaboration from the design phase to implementation.

Overall, the meeting highlighted the strength in flexibility, collaborative efforts needed to address regional transit challenges, and the critical role of the Policy Advisory Council in shaping effective transportation policies. The Council voted in favor—with 16 Members present, 11 ayes, 4 abstains, and 1 no—of the following motion:

### **Recommendation**

The Council presents the following recommendations to the Commission on Policy Advisory Council priorities for a transportation revenue measure as follows:

1. Have a regional transit measure that covers the 27 transit agencies in the nine counties.
2. Focus is on rider experience and not agency experience, including maintaining and improving service with well-coordinated fares, schedules, wayfinding, and other aspects of user experience.
3. Have a regional measure that is transformational and has benefits for current and future generations.

### **From Plans to Implementation**

MTC staffer Dave Vautin's presentation on how long-range plans of decades past have translated into real-world implementation sparked a wide-ranging discussion among Council members, focusing on several key areas:

#### **Climate Adaptation and Sea Level Rise**

Council members expressed enthusiasm for regional efforts to address sea level rise, but also raised concerns about potential conflicts between regional and local initiatives. There was recognition of the need for a unified regulatory approach and better coordination among various agencies to streamline implementation.

#### **Community Engagement**

Council emphasized the importance of involving communities early in the planning process rather than presenting them with finished plans. Additionally, advocating for more inclusive public engagement methods, considering literacy limitations in equity priority communities as well as diverse audio, visual, and accessibility needs.

#### **Equity and Regional Perspective**

The institutionalization of equity in project planning and funding was noted as crucial. Council stressed the importance of considering those with little voice in the planning process.

#### **Data and Metrics**

Council members expressed interest in a PBA 2050+ funding cost-benefit analysis to use in conversations about equitable funding mechanisms. The discussion strongly emphasized

collaborative, equitable, and forward-thinking approaches to regional planning and implementation.

Overall, the meeting highlighted the complex challenges and diverse perspectives within the Council on how to address regional transit planning and funding. The Council provided valuable insights on improving the draft plan, emphasizing the need for more immediate benefits, better integration of services, and consideration of future technologies. There were also calls for improved communication of the plan's benefits to the public and community partners.

Sincerely,

Pamela Campos

Policy Advisory Council Chair