TRANSIT EQUITY and ADVISORY COMMITTEE MEETING MINUTES 11-19-15

Committee members in attendance
T. Allen Bethel (Board liaison)
Heidi Guenin
Roberta Hunte (Co-chair)
Hannah Kelley
Judi Martin (Co-chair)
Julia Metz
Ana Meza
Nicole Phillips

Staff in attendance
Shelley Devine, General Counsel
John Gardner, Diversity & Transit Equity
Monika Johnson, Diversity & Transit Equity
Ryan McBee, Diversity & Transit Equity
Chris Tucker, Revenue Operations
Jake Warr, Diversity & Transit Equity

Guests in attendance
Grace Cho, Metro
Rebecca Stavenjord, Multnomah County
Holly Sullins, JOIN

Call to Order: Roberta called the meeting to order at 4.30 PM
Icebreaker: favorite thing about fall

Welcome to new attendees
   - John Gardner Director of Diversity and Transit Equity
   - Rebecca: from the Office of Government Relations of Multnomah County, works with
     East County, particularly with infrastructure (housing, green living), interested in helping
     TEAC recruit within East County. Geographic Area of work is 82nd avenue to Sandy
     River, examining patterns of economics, patterns of displacement
   - Holly: development associate at JOIN, doesn't own a car, or bike, TRIMET very personal,
     has worked with other transit dependent individuals, JOIN is on 81st and Halsy, (right near
     MAX station)
   - Julia: Clackamas Workforce Partnership, has a masters in planning, wants to tie in
     planning and equity
   - Hannah: Multnomah County Youth Commissioner, sustainability committee co-chair,
     working with policies regarding homeless youth, and youth pass

Updates
   - TriMet   Board Retreat: Nicole presented about the board retreat, in which TEAC members
     gave an update about their work on eFare, fare enforcement, and about how the board and

TEAC can work together in the future
- Equity Index: Heidi explained the meeting (which included service planning department, Jake and TEAC members), the purpose was that Planning Department has been using Equity Index when examining the Service Enhancement Plans. Heidi and Scotty confused about how index applied when making the actual decisions
- Heidi is interested in broader TriMet policies (like Trimet selling property, what to do with the profits?), thinking of the index also in terms of the Powell Division Project
- Roberta noted that the index was created with the intent of applying it to different projects, Jake said index specific to prioritizing service improvements, doesn't have a way for dealing with capital, policing, or personnel
- Equity Lens Committee: no current TEAC members are on that committee, as the two original members are no longer apart of TEAC
- Heidi added that Trimet is doing a Bike Plan right now, and added that index should be used in those discussions

Metro Transportation Equity Analysis: presented by Grace Cho
- How should Metro be looking at equity regarding transportation?
- Assessment will look at historical inequity communities, and will connect long range planning with desired outcomes to help low income, minority, elderly and youth populations
- What is Metro doing? listen to communities and find out what their needs are, will define what and how to measure investments, Metro has also had parallel efforts with equity, and using that past experience to specifically examine transportation
- Timeline: starting in 2016, ending in early 2018, will have 5 phases, (see attachments from Jake)
- Phases: design, historical communities, measurement of investments, analyze transportation investments what needs changed, (2017) and finally, recommend what policy changes need to be adopted by Metro Council
- Heidi asked how this transportation plan relates to equity? Grace said Metro wants to incorporate   land use, parks, waste management, and tourism to transportation relates to these four categories
- Roberta asked how data would be collected? Grace said Metro is looking at how to incorporate equity into all of its work, defining policies around equity
- Rebecca asked if there were any quantitative data sets? Grace said qualitative data collected, and quantitative data will be brought in (community engagement will be part of this)
- Jake said that transportation equity goes beyond Trimet, beyond transit, and thought this discussion would be able to allow TEAC to have a regional level discussion
- Roberta asked about how Metro can support Trimet in terms of financing (in relation to equity)
- Grace said long range plan does not have strong expression of transportation equity, as a result, Metro is working on transportation funding allocation process, (difficult for staff to make case for transportation equity investments), so intention of the plan is to give Metro Board some solid concrete data
- Nicole said transportation funding is difficult to address, perhaps bigger then Metro, perhaps a state issue, said that transportation funding often does not go to public transit

- Nicole noted equity and transit not always about service, transportation can not be disrupting communities
- MYC: sustainability committee meet with Grace to discuss potential cooperation
- Grace said Metro works together internally, so economic development, housing, and transportation all tie in
- Roberta asked about workforce, who's doing the work? There should be a community benefits agreement on all contracts
- Jake said TEAC an advisory committee to general manager, so committee could work with Trimet staff, and Neil,
- Julia said businesses need to transport their products, this is a major concern for Clackamas County, and that people need commuter accessibility between home and work

eFare
- Jake provided an update about outreach
- Chris Tucker from Trimet also presented
- Focus Groups: have had three so far, one at Gladstone High School, (had four students there) pointed out concerns, (family being able to use cards) and what they liked, (fare cap and that if card is lost, you can have it canceled and can get replacement card, whereas with a pass, if you lose it, it's gone)
- Asked directly about the 5 dollar minimum load, all participants have said not an issue for them, but could be for those worse off (don't know about focus group low income statistics yet)
- Retail Networks: being able to purchase and load value, good ideas have been suggested, both of stores and locations, Jake said he is encouraged by the discussion groups, and that there will be four more, taking place over the next two weeks (offered in both English and Spanish)
- Roberta asked about transients and homeless populations, and recommended that Holly from JOIN would like to discuss that, and that maybe a focus group be organized at JOIN
- Jake said, there will be a full year to do outreach and education, there will still be time to have program adapted
- Roberta said she would rather have a sense of it now, maybe not a full focus group, but a phone call with JOIN
- Heidi asked about the mitigation fund, and how that will change under EFARE
- Nicole said talk with Street Roots about EFARE, they have written articles on the topic
- Chris said email will be the way for people to register their cards, will get transaction information, low balance notification, ETC. However, you do *not* have to register your card
- Trimet has looked at other EFARE systems across the country, and have found email to be successful
- Nicole asked if links to setting up emails would be provided, and asked if email access would be available to homeless
- Chris said you can use libraries as a resource, or social service agencies
- Anna suggested the use of phone numbers instead of emails, Chris said the downside is that there is a cost for every message sent
- Roberta asked if hardware and software changes are possible?
- Chris said stored value and fare capping a fundamental design

- Flexibility: more retailers, website content
- Roberta asked about ID, understands fare capping?
- Chris said it depends on rider, won't be asked to show ID unless you are a youth or honored citizen, with EFARE; you may be asked to show ID
- Nicole asked about the multi-user issue, saying Utah changing from one card one person to a multi user system, is it something Trimet could do?
- Chris said it is not so much a tech issue, but the potential for sharing a discount, Nicole said Utah does not have a fare cap
- NICOLE said families do share passes, thinks multi user card would be beneficial
- Chris said if you have a family, one likely scenario is that you pay as you go at TVM's, or you go to retail store and buy books of tickets, technically don't share cards now, and won't in the future. EFARE difference is that cards will be bought instead of tickets, should have some way to identify whose card is whose, and there is a way to manage all cards on one account, one email for as many people as they want
- Judy asked what the incentive is for retailers? Answer: traditional retailer (Fred Meyer) easy for them because they already sell gift cards and smaller stores will have an IPAD, or website available, there will also be a bank card reader like device where person can tap card and enter dollar amount that way
- Financial incentive for retailers is a commission on each sale, biggest benefit for some retailers is that transit rider's will likely shop at the store
- Rebecca asked about geographic location of retailers especially east of 82nd Avenue and correctional facilities as well
- Chris said retail desert analysis being conducted, expected to be deserts, have to specifically define retail desert, and that contracts currently exist for correctional facilities, the GOAL is to identify as many retailers as possible
- Heidi asked about definition of youth, align definitions (specifically MYC definition)raising Trimet youth age to 21, as the MYC recognizes it
- Roberta asked if employers will be able to provide transit benefits to their employees? Chris said yes
- Fare capping does not apply to institutions, employer will load pass to your account
- Anna asked about Portland Public Schools; how will EFARE and Youth Pass work? Chris said student ID's will be printed on Trimet EFARE card
- Anna asked what would happen if card was lost? Chris said student go to the office, terminate old account and given new card
- Chris also said there are disposable passes and ticket cards available
- STUDENT Cost for ID: depends on institution if replacement ID EFARE cost passed on to students
- Hannah asked about student ID's being able to be reloaded for the summer? Chris said deactivated pass will be able to be loaded during July and August, cards will support consumer based product approach
- Heidi asked about expiration on money on the card? Chris said maybe; Trimet is examining the legal definition of "what is considered unclaimed property?"
- Chris said no system in country that has a 100 percent adoption rate, but hopes to make it as easy as possible. Trimet goal is to get to 75 percent user rate within the first few years
- Heidi asked if TVM's are off the table to buy cards? Chris said no, that majority of use for TVM's is single tickets, and those options will still be there, but the hope is to reduce TVM

use overall. TVM's can be retrofitted, but a big operational cost to do it
- Heidi asked about financial benefits? Chris said it is how much revenue goes up, how much cost goes down
- Hannah asked about funding areas being taken away from other areas? Chris said yes, money being taken from maintenance, revenue processing and paper tickets and passes all focused on the cost of collecting and processing revenue
- Jake said Andre brought up a question about how will Trimet measure success of Efare? Chris said he would like to see that public rates hop fast pass as most highly rated service of Trimet
- Chris said London has a 100 percent adoption rate, they take no cash at all now on buses
- Cost of EFARE Card: Chris said the 3 dollar fee shows that people value their card more because they are vested in the card and will most likely not throw it away
- Nicole asked about personal information? who will have access to card information? Chris said Efare system will be Efare system and nothing else, no requirements for registration of cards
- TICKET REDEMPTION: Chris said paper tickets will be used up over a period of time, but also Trimet will give you a store value rate for tickets

ADJOURNMENT: 6.30 Pm