



## **SAN FRANCISCO PENINSULA RAIL PROGRAM EXECUTIVE STEERING COMMITTEE MEETING**

### **SPECIAL MEETING MINUTES**

Friday, July 22, 2022

11:00 a.m. to 12:00 p.m.

#### **WATCH LIVE:**

<https://transbaycenter.webex.com/transbaycenter/onstage/g.php?MTID=e237e73e5e5799846f4e1555a6a1d1892>

**PUBLIC COMMENT CALL-IN: 1-855-282-6330 -- Access Code: 2555 706 0707**

Due to the COVID-19 health emergency, the Executive Steering Committee (ESC) will meet via teleconference. Members of the public are encouraged to participate remotely.

In compliance with the Assembly Bill (“AB”) 361 (Rivas, Chapter 165, Statutes of 2021) and its amendments to California Public Resources Code Section 54953(e), this meeting will be held exclusively via teleconference participation of a quorum of ESC members in locations not open to the public. This meeting is being held during a proclaimed state of emergency, and state and local officials have imposed or recommended measures to promote social distancing, while allowing the public to observe and address the ESC.

#### **EXECUTIVE STEERING COMMITTEE**

Peninsula Corridor Joint Powers Board/Caltrain, Michelle Bouchard (Chair)  
San Francisco County Transportation Authority, Tilly Chang (Vice Chair)  
California High Speed Rail Authority, Boris Lipkin  
City and County of San Francisco, Alex Sweet  
Metropolitan Transportation Commission, Andrew Fremier  
Transbay Joint Powers Authority, Adam Van de Water

**REMOTE MEETING ACCESS**  
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**Providing Public Comment**

Ensure you are in a quiet location – Speak Clearly – Turn off any TVs or radios around you

1. When prompted, “raise hand” to speak by pressing \*3 (star, 3) to be added to the queue.
2. Callers will hear silence when waiting for their turn to speak.
3. When prompted, callers will have two minutes to provide comment.

**AGENDA**

1. Call to Order

Chair Bouchard called the meeting to order at 11:02 a.m.

2. Roll Call

Members Present: Andrew Fremier, Boris Lipkin, Alex Sweet, Adam Van de Water, Tilly Chang, Michelle Bouchard.

3. Communications

Secretary Herschell Larrick provided instructions on the Public Call-in/Comment process.

- Chair’s Report

Chair Bouchard presented the Chair’s report.

4. Action Item:

Approval of Meeting Minutes: June 17, 2022

A motion to approve the minutes was made by Member Fremier and seconded by Vice Chair Chang. A unanimous voice vote approved the motion.

5. Action Item:

Motion to Approve the Continued Use of Teleconferencing Technologies for Meetings of the ESC pursuant to Assembly Bill 361

Public comment:

Mr. Roland Lebrun suggested that closed captioning be provided for ESC meetings and suggested moving the meeting to a different platform.

A motion to approve the item was made by Member Van de Water and seconded by Member Lipkin. A unanimous voice vote approved the motion.

## 6. Informational Item

### Presentation of the Downtown Rail Extension Project Rebranding

TJPA Executive Director Adam Van de Water introduced the item, and TJPA Communications and Legislative Affairs Director Lily Madjus Wu presented the item.

Vice Chair Chang inquired about the process used to arrive at the new name and marks presented to the focus groups. Ms. Madjus Wu responded that the rebranding team looked at three batches of options and at themes, geographies, and other rail projects. The new name and mark options were narrowed to two as presented to the ESC communications members, with “The Portal” selected and presented to the focus groups for feedback. She noted that some focus group members with a long history with the Downtown Rail Extension (DTX) project continued to advocate for the DTX name. Vice Chair Chang asked if the word “accelerator” was also considered. Ms. Madjus Wu stated it was one of the themes considered during the initial design from which “the Portal” was ultimately chosen and was forwarded in the tagline options. Vice Chair Chang stated she liked the tagline “Accelerating Bay Area Rail Connections” out of the four narrowed proposed taglines presented.

Mr. Van de Water stated that “The Portal” is the intrigue, and the tagline communicates the regional benefit. Chair Bouchard stated that the timing of the brand change is very important, as the project is becoming visible on the regional and federal levels. She stated she was impressed with the rigor of the process and noted the importance of the visual to stand on its own, adding that “portal” evokes time travel. She added that the tagline “Connecting to the Future of Bay Area Rail” resonates with her. Member Fremier emphasized that the word “gateway” should be avoided as it is overused. Member Sweet noted that she participated in the ESC Communications group and stated that the more she thought about the name and mark, the more she liked them, and in particular, the mark’s circular shape because it complements the Caltrain, California High-Speed Rail Authority, and TJPA logos. She observed that the tagline needs to accomplish a lot and stated that she likes the word “connection” as well as “Bay Area and beyond.” Member Lipkin agreed that the words “gateway” and “link” are overused, yet the project is the critical connection for transit headed down Peninsula and arriving from the East Bay. He suggested that the tagline shine a spotlight on this important aspect of the project. Ms. Madjus Wu added that the proposed tagline “Unlocking Bay Area Rail Connections,” speaks to that and its connection to the regional Link21 project, which uses the word “unlocking” to talk about other important rail projects in the Bay Area. She stated the word “portal” is similar to “gateway,” which is used on Amtrak’s Northeast Corridor. Regarding Member Sweet’s comment about “Bay Area and beyond,” Ms. Madjus Wu stated that the idea of “beyond” resonated because the Center is futuristic and forward-thinking. She noted that inclusion of “Bay Area” in the tagline, grounds the project in the Bay Area’s future, as recommended by the project’s Integrated Project Management Team. Ms. Madjus Wu noted a hybrid tagline of “Rail Connections for the Bay Area and Beyond” was suggested by Member Sweet.

#### Public comment:

Peter Strauss stated he represented San Francisco transit riders in one of the focus groups and that no other alternatives were presented to his group. He stated that participants were concerned that “The Portal,” was not easily understandable without prior knowledge of the

project. He felt that Salesforce Transit Center should be emphasized in the name and mark rather than the black hole of the tunnel.

Roland Lebrun stated that the proposed name would work at a regional level, but it must also resonate at the federal level as over 50% of project funding will come from the federal government. He stated that a good name for the DTX would be “Gateway of the Southwest,” to convey that the DTX is equivalent to the Northeast Corridor project.

7. Informational Item:  
Downtown Rail Extension Legislative Update

TJPA Communications and Legislative Affairs Director Lily Madjus Wu introduced the item and Julie Minerva of Carpi & Clay, TJPA’s federal advocate, and Eric Thronson of Townsend Public Affairs, TJPA’s state advocate, presented the update.

8. Public Comment

Members of the public may provide comment on matters within the ESC’s purview that are not on the agenda.

Roland Lebrun stated that the DTX throat structure mining needs environmental clearance and that elimination of the third track allows for consideration of a 7th Street alignment which he suggested the ESC look at as an option.

9. Discussion Item:  
ESC Agenda items for upcoming meetings

None.

10. Adjourn

Chair Bouchard adjourned the meeting at 12:05 p.m.

ACCESSIBLE MEETING POLICY

The Ethics Commission of the City and County of San Francisco has asked us to remind individuals that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance (Campaign and Gov’t Conduct Code, Article II, Chapter 1, § 2.100, et seq.) to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the Ethics Commission at 25 Van Ness Avenue, Suite 220, San Francisco, CA 94102, telephone (415) 252-3100, fax (415) 252-3124 and website: [www.sfethics.org](http://www.sfethics.org).