

MINUTES of 2021 COMMITTEE MEETING
COMMITTEE ON PUBLIC TRANSPORTATION MARKETING & FARE POLICY (AP030)
Friday, January 8, 2021 4:00-5:30pm Eastern Time
Virtual Meeting on Zoom

List of Attendees

| First Name | Last Name | Organization or Role |
|------------|----------------|--|
| Velvet | Fitzpatrick | TRB Staff |
| Lee | Biernbaum | Masabi |
| Jeff | Boberg | LA Metro |
| Dan | Boyle | Dan Boyle & Associates, Inc. |
| Candace | Brakewood | University of Tennessee, Knoxville |
| Matt | Broughton | Metro Transit (Minneapolis/St. Paul, MN) |
| Jeffrey | Busby | TransLink (Vancouver, Canada) |
| Margaret | Campbell | RSG |
| Oded | Cats | Delft |
| Danielle | Chou | DOE VTO |
| Alfred | Chu | ARTM (Montréal, Canada) |
| Matt | Ciborowski | Arup |
| Heidi | Corcoran | Mobility Innovation Strategist at Milligan Partners |
| John | Crocker | FTA Region 4 |
| Wesley | Darling | UC Berkeley |
| Steve | Dickey | Cherriots (Salem, OR) |
| Crissy | Ditmore | Spartan Edge LLC |
| Rachel | Dungca | Metro Transit (Minneapolis/St. Paul, MN) |
| Henning | Eichler | Metrolink |
| Michael | Eichler | WMATA |
| Ahmed | El-Geneidy | McGill University |
| Beth | Ewoldsen | TRB |
| Julia | Fernandez | Houston METRO |
| Florian | Fessel | RSG |
| Mariela | Garcia-Colberg | TCRP staff |
| Joey | Goldman | Kearns & West |
| Andrea | Hamre | Western Transportation Institute at Montana State University |
| Todd | Hansen | Texas A&M Transportation Institute |
| Shirley | Hsiao | Long Beach Transit |
| Mari | Hsu | San Jose State University |
| Lawrence | Hughes | Law Office of Lawrence F. Hughes |
| Xavier | Johnson | NJ Transit |
| Malcolm | Kenton | Trains Magazine |
| Waiyan | Leong | Land Transport Authority |
| John | Levin | Metro Transit (Minneapolis/St. Paul, MN) |
| Tyler | Meyer | Greensboro DOT & MPO |

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| Bruce | Millar | TRB Staff |
| Taqhi | Mohammed | Pace Bus |
| Doreen | Morrissey | Los Angeles Metro |
| Murat | Omay | FTA |
| Daniel | Peña | Metropolitan Council |
| Klaus | Philipsen | Transit Consultant, Baltimore, MD |
| Henry | Phipps | Kiosko Consulting (Saltillo, MX) |
| Philip | Pugliese | Chattanooga Area Regional Transportation Authority |
| Lydia | Rainville | Masabi |
| Alla | Reddy | NYC Transit |
| Mindy | Rhindress | Queens College, City University of New York |
| Jeff | Rosenblum | Massachusetts Institute of Technology |
| TJ | Ross | Pace Suburban Bus (retired) |
| Jean | Ruestman | Office of Passenger Transportation, Michigan DOT |
| Jan-Dirk | Schmoecker | Kyoto University Japan |
| Elliot | Sperling | FTA |
| Greg | Spitz | RSG |
| Andrew | Stuntz | MBTA |
| Lauren | Tarte | Masabi |
| Jennifer | Terry | FTA, Community Planner |
| Dea | van Lierop | Utrecht University |
| Steve | Yaffe | Yaffe Mobility Consulting |
| Jie | Yu | University of Wisconsin, Milwaukee |
| Abubakr | Ziedan | The University of Tennessee, Knoxville |

1. Preliminary matters and approval of 2020 meeting minutes, Candace Brakewood

- a. Candace opened the meeting with a welcome to the virtual meeting
- b. Candace referenced the agenda and informed the attendees that the meeting would not be recorded and to virtually 'raise hands' to participate
- c. Approval of 2020 committee meeting minutes: Rachel Dungca motions, Dea van Lierop seconds. Vote: minutes approved unanimously at 4:07 pm EST.

2. Introductions, committee members

- a. Roll call of committee members completed at 4:11 pm EST (see attendance list above)

3. Committee sponsored events at the 2021 annual meeting, Candace Brakewood

- a. Candace described different formats for the Annual Meeting
 - i. All papers reviewed by the Committee are in the poster session format
 - ii. Lectern session is for invited speakers. Typically, the committees host two sessions, but this year TRB allowed only one
- b. The upcoming lectern session on Tuesday Jan 26, 2021 will include real world lessons from the MBTA and RTD, private sector perspectives from Uber and Visa of open loop payments, and finally a perspective from the FTA.
- c. All posters will be available online from Jan. 21 – Feb. 19. Go to the TRB website and view the posters; the poster presenters will be there for a live format Q&A on Friday Jan 29, 2021.

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| Tuesday, January 26 4:00 PM- 5:30 PM ET | Innovation in Public Transit: Experiences with New Fare Payment Systems | Lectern Session 1245 |
| Friday, January 29 2:30 PM-4:00 PM ET | Public Transportation Fare Policy and Marketing: Research Results and Implications for Practice | Poster Session 1465 |

4. Paper Review Coordinator Report – Andrea Hamre

- a. Andrea provided her contact information (ahamre@gmail.com)
- b. Andrea described that the committee received fewer papers compared to previous years and noted that she will be observant going forward to determine if this is a concerning trend or an outlier. She described the statistics while expressing appreciation of reviewers:
 - i. Committee received 15 papers to review this year
 - ii. Accepted 10 for presentation; 4 forwarded to TRR for consideration for publication
 - iii. 62 reviews across 15 papers
 - iv. Only 1 out of 62 reviews did not include a comment for the author (the goal is zero)
 - v. Expressed importance of reviewing assignments in a timely manner to allow for reassignment
 - vi. Special appreciation to Dr. Alfred Chu for completing four reviews, and Committee Friend Julie Fernandez for providing three excellent reviews
- c. Mindy Rhindress asked 'Are fewer papers indicative or a common issue for others?'
 - i. Andrea and Candace replied that papers were down by approximately 30% TRB-wide (presumably due to the COVID-19 pandemic) but our committee was lower than the average decline. Restructured committees may have had something to do with it, although the pandemic also had an impact.
- d. Andrea reported on the Public Transportation Group statistics provided by TRB staff:
 - i. A total of 427 papers submitted, 249 accepted for presentation, and 83 were forwarded to TRR for publication consideration.
 - ii. There are 98 public transit events on the 2021 TRB Annual Meeting program
- e. Special Recognition was announced by Candace and Andrea for Dr. Ahmed El-Geneidy. He received a Certificate of Appreciation for nine years of service to the Committee, including completing paper reviews and helping to recruit additional reviewers that were his graduate students.

5. Research Coordinator Report – Dea van Lierup

- a. Dea described last year's research needs statement that the committee submitted about transit fare capping (i.e., guaranteed low fares) and the need for agencies understanding how to balance equity and fare capping policies. This is now an ongoing TCRP Synthesis project.
- b. She reiterated the goal is to submit problem research statements and how she will lead and look to organize the research needs and problem statements.
- c. Dea reminded people there was time at end of agenda to brainstorm activities and research needs.

6. Communications Coordinator Report – Rachel Dungca

- a. Rachel introduced herself as the new Communications Coordinator and stated her goals of establishing a website for key documents as well as regularly communicate with members and friends with email announcements.
- b. Rachel asked attendees to send ideas or examples of committee websites that are excellent.

7. AP030 Committee Member Rotations – Candace Brakewood

- a. Candace described TRB's policy to rotate of each standing committee membership and this is our year
 - i. The requirement is to rotate off one third of the committee members every three years.
 - ii. Senior committee members that have served 8-9 years will be asked to leave due to the TRB limit max of 9 years. She expressed sadness and thankfulness for their work and contributions.
 - iii. The Committee will be seeking new members and anyone interested should express interest via an online survey: https://www.surveymonkey.com/r/TRB_AP030
 - iv. Candace reminded attendees that there cannot be more than one member per organization and that diversity is important, including diversity of background, demographics, geography. She described the role for younger members (35 years and under).
 - v. Candace reminded attendees to take the survey by Jan. 31 because the rotations will be submitted to TRB staff in next month and a half.

8. Presentation and Discussion to Celebrate TRB's Centennial: *A Look Back at AP030 by Former Committee Chairs – Jeff Busby and Dan Boyle*

- a. Candace Introduced Dan Boyle – Dan Boyle and Associates, Inc. founder, and Jeff Busby from TransLink in Canada. She then turned it over to Dan.
- b. Dan, chair from 1994-2000, described the history of the committee beginning in 1994 (as A1E06) and key figures including the TRB liaison (Pete Shaw).
 - i. He noted the combination of marketing and fare policy and how the committee had struck a good balance between the two over the years. He suspects the combination was due to limits on the number of committees.
 - ii. The committee was active in developing problem statements for TCRP, which TRB had recently established in the 1980s
 1. Several of the first reports were related to fare policy. During the early days, the hot topic was regional fare cards, particularly regional fare transfers. There were many examples throughout the history of the Committee of technology bursts after what appeared to be a few years of repetitive commentary. Then fare cards were replaced by mobile ticketing, and the pattern continues.
 - iii. The first year he was Chair, he recalled the committee received only 4 papers.
 - iv. He discussed the wide variety of agency representation (New York City, Chicago, etc.) and the significant knowledge sharing during times when data collection was scarce and the main perspective was gained from customer comments and surveys.
- c. Jeff Busby, chair from 2014-2019, described his oral history for the committee
 - i. Jeff joined the committee in the mid 2000s as an employee of CTA. He described the contributions of Kathryn Coffel and Karla Karash.
 - ii. He described noteworthy papers reviewed by the committee during his time as Chair:
 1. Z. Guo et al, Redesigning a Subway Map to Mitigate Bottleneck Congestion, TR-A, 2017
 - a. Subway maps are more useful when they show actual distances between stops – the power of design!

2. A. Yoh et al, Does Transit Mean Business? Reconciling academic, organizational, and political perspectives on reforming transit fare policies, UCLA Report, 2012
 - a. Fare changes occur due to financial pressure and agencies rarely make change structure – only the base fares. Fare media changes also do little to change fare structures despite the opportunity.
3. J. Barry et al, Origin and Destination Estimation in New York City with Automated Fare System Data, TRR, 2002
 - a. Seminal paper for estimating O/D pairs using origin-only tags. Inferring destination is possible!
4. K. Watkins et al, Use of Web-Based Rider Feedback to Improve Public Transit Services, TCRP Report 179, 2015
 - a. Described the importance of web-based rider feedback to augment well established phone lines. Only years later, and exclusively online feedback for large capital projects is becoming common.

9. Public Transportation Young Members Sub-Committee Report – Simon Berrebi

- a. Simon was not present or having difficulties connecting. Candace described TRB's initiative to get more young adults involved in activities of the TRB board – Young Members Council Public Transportation (YMC-PT) Subcommittee.
- b. YMC-PT Subcommittee is chaired by Kyle Taniguchi and Natalie Stiffler. The subcommittee meeting will be on Thursday, Jan. 14. It is a great way resource to connect people and identify ways to remove barriers for young adult participation.
- c. TRB Careers in Motion Career Fair (virtual) is scheduled for Jan. 27.

10. Transit Cooperative Research Program (TCRP) Report – Velvet Fitzpatrick and Mariela Garcia-Colberg

- a. Velvet described the upcoming opportunities. Visit trb.org/tcrp for more details
- b. Mariela Garcia-Colberg described the TRB synthesis program and referenced Synthesis 144 and 148 might be of interest to the committee
- c. Dianne Schwager described the active TCRP project "Evaluation framework for fare free program" as of interest (<https://apps.trb.org/cmsfeed/TRBNetProjectDisplay.asp?ProjectID=4888>)
- d. Mariela expressed the importance of panels being an expression of our society; diversity and a clear understanding on what you can bring to the panel is important in the selection criteria

11. Federal Transit Administration Update – Murat Omay

- a. Murat described two areas: Research Update and Discretionary Grants Update.
- b. Research update highlights include the focus on contactless payments and shared mobility integration. There is also interest in how to serve the unbanked or underbanked without access to devices or mobile data.
- c. Discretionary Grants update highlights include grants to 25 projects. 10 of those 25 projects included payment integration project. One to note is LA Metro which is an app based on behavioral science – personalized marketing and incentivized marketing. Baton Rouge has an AI-based push notification project.

12. Reports from TRB Staff and/or TRB Public Transportation Group Chair – Brendon Hemily

- a. Brendan shared appreciation for history of committee and described the success of the current annual meeting with over 15,000 registrations and the fact that the committee realignment process has been completed.
- b. As the focus turns to 2022, there is discussion about whether the annual meeting will be in person or hybrid. He noted the extensive labor required to host a hybrid event, which is costly.
- c. All meetings including specialty conferences will be virtual until at least the end of the summer.

13. Future committee activities planning (Research need statements - Workshop or invited lectern session - Other ideas and activities) – Candace Brakewood

- a. Candace and other members will follow up on ideas shared today through the chatbox. To share more ideas, please email cbrakewo@utk.edu.

14. End of formal agenda.

- a. Meeting adjourned at 5:31 pm EST