

Meeting date Monday, May 2, 2022
Time 12:00 PM – 1:00 PM
Venue Zoom Teleconference

Meeting Minutes

Warner Connects Board of Directors Meeting

Roll Call

- Board Members: Brian Parent, Shawn Evenhaim, Chris Leuffen
- TMO Staff: Julia Wean, Hank Kaplan, Alexander Sarno

Welcome

- Mr. Parent called the meeting to order at 12:01pm

Plan Implementation Board Update

- Ms. Wean recapped the Plan Implementation Board meeting where TMO staff presented in March:
 - Presentation focused on long-term sustainability of the TMO and therefore prioritizing membership recruitment and retention activities, which both the BOD does and the previous Advisory Board had recommended.
 - However, the main piece of feedback was that the PIB would like the TMO to prioritize specific projects or programs that could potentially reduce vehicle miles travelled (VMT) if the PIB were to provide funding.
 - They also expressed interest in ensuring they would see more direct involvement from the TMO's BOD rather than TMO/Steer staff.
- Ms. Wean presented six potential programs (along with estimated cost ranges, participant reach, and expected staff hours/week), all of which Steer has experience conducting. The numbers of program participants and timelines could be adjusted. Potential programs (see attached slide deck for more detailed information on each option):
 - Branded TAP Cards: TMO-branded TAP cards pre-loaded with 3 one-way trips
 - Free Metro 30-day Passes: TMO offers free 30-day transit passes
 - 10-Week Challenge: Commuters log 1 non-SOV trip/week to get \$20/week
 - Non-SOV Subsidy: TMO offers a subsidy up to \$500 toward purchase of non-SOV mode (ie ebike, bike, lease of vanpool).
 - Guaranteed Ride Home: 4 emergency trips paid for, up to \$100/year via a credit or reimbursement.
 - Circuit Implementation: TMO funds the Launch of Circuit service (open-air, golf cart-style circulator) in Warner Center. Could be offered to members at
- Mr. Evenhaim: for the TAP cards, is there any way to tell who uses them or if they go unused?
 - Ms. Wean: we're inquiring with Metro since we had done this on a project in the past but it is likely that we will not.
- Mr. Evenhaim: at our building, we have a free ride service and the more people get to know about them, the more they use them. Not as many as we'd like but still plenty of people.
- Mr. Parent: how do we verify the 10-week challenge trip logging?

- Ms. Wean: totally understandable concern, but in these types of programs we typically do not see evidence of fraud. Although admittedly it can be difficult to tell.
- Mr. Parent: quantity/reach in these programs is what matters.
- Mr. Leuffen: who gets the 1,000 TAP cards? Do TAP cards just work for Metro transit
 - Ms. Wean: It could be designed for member commuters through outreach or tabling, but could also be for general public through local outreach. Blanket public outreach is usually not as effective.
 - TAP cards enable bus/rail travel with Metro as well as more than 20 other local transit providers. So while we'd like participants to use it for Warner Center commuting, there's a long-term benefit for them to gain familiarity with transit more broadly and beyond just WC.
- Ms. Wean: with all these options, we would design communications, events, and other outreach for maximum impact.
- Mr. Parent: We've tried something similar to Circuit with the Westfield Trolley, but we have not seen the return of lunchtime travel peaks from office towers. How many people have really returned and is there really a need for it?
 - Perhaps, it is an idea we table for future (especially after the redevelopment of the Promenade) but might not be the right time at the moment. We can continue to monitor.
- **TMO STAFF ACTION:** Research TAP cards further to better understand if we can pay for rides instead of paying up front and usage data, don't go forward with Metro 30-day passes, and present Circuit to PIB as a future option that we'll continue to monitor.
- Ms. Wean: TMO staff will attend the upcoming May PIB meeting (date TBD), in which we present the potential programs and formal budgetary request.
 - The PIB requested more direct involvement from TMO BOD.
 - **TMO STAFF ACTION:** communicate via email with BOD about PIB meeting and coordinate BOD's attendance (likely over Zoom).

Membership Update

- Ms. Wean: 2 New TMO Members
 - 6033 Topanga Canyon Bl (CA Senior Living): expected occupancy in late 2024
 - 2800 Oxnard (Douglas Emmett): expected occupancy in spring/summer 2022
 - Future member "in progress" (Intuit, Inc): working through their standard vendor contract with Steer's legal team and they will join once signed.
 - **TMO STAFF ACTION:** Once Intuit has reviewed proposed contract changes, TMO staff will transmit contract to Mr. Parent for review/execution.
- Mr. Evenhaim: has there been any progress with the list of potential sites provided last time? What do you estimate the cost of their efforts were?
 - Ms. Wean: we sent the list to the City who confirmed that all of them are doing their own TDM activities. It's likely they don't pay anything since they were grandfathered in and have little/no oversight.
 - Mr. Evenhaim: what about the newer projects?
 - Ms. Wean: projects that got permitted between Specific Plan implementation and TMO formation (~2018) "squeaked in" by not having to join the TMO and formed their own plans with little oversight. Now there is an accompanying policy for non-TMO sites to have strict requirements but they cannot
 - Mr. Evenhaim: recommends that TMO staff reach out to the sites to encourage them to join.
 - **TMO STAFF ACTION:** reach out to the sites and explore voluntary membership.

- Ms. Wean: friendly reminder about membership invoice/dues collection.
 - **TMO STAFF ACTION:** send individual emails with revised invoices to member contacts.

Program Updates

- Ms. Wean: there is an opportunity to partner with Commutifi at no cost.
 - Commutifi is an online trip planning, commute calculator (cost in dollars, carbon, and time), trip logging, and data analysis platform.
 - They are offering their services for free as they will get visibility and pilot testing capabilities, while we get programmatic, data analysis, and behavior change capabilities.
- Mr. Evenhaim: what is the benefit of this program? How many people actually fill it out?
 - Ms. Wean: there would need to be rewards/incentives for sustained usage and trip logging.
- Mr. Parent: Good to remember it's a free offer.
- **Board Vote: The TMO to move forward with a free partnership with Commutifi.**
 - **Mr. Parent: Motion to approve.**
 - **Unanimous Approval from the BOD.**
- Ms. Wean: National Bike Month is May and Bike to Work Day is May 19, 2022. Planning digital marketing and giveaway for bike month participants.
- **BOD Action:** If BOD sites have bike month activities or interest in TMO running any events/campaigns, let the TMO Staff know.

Next Steps

- Ms. Wean: to set up joint bank account access between Ms. Wean and Mr. Parent on May 3. Mr. Evenhaim and Mr. Leuffen are welcome to join as well although the access needs to be handled in person.
- Ms. Wean: Steer contract is set to expire end of May. Current spending to date has been \$8,000 of \$15,405.
- **Board Vote: Extend the timeline of contract while maintaining original budget amount**
 - **Mr. Evenhaim: Motion to approve.**
 - **Unanimous Approval from the BOD.**
- Ms. Wean: Longer term, the BOD will need to decide whether they'd like to request further proposals from Steer to staff the TMO, or whether they'd like to explore other options.
- Ms. Wean: there is an option to invite new members to BOD once occupied.
- BOD: no concerns with inviting new members.
- **TMO STAFF ACTION:** We will send a doodle poll via email to schedule the next BOD meeting.