Date: October 25, 2023
W.I.: 1621
Referred by: RNM
Revised: 2/28/24-C
4/24/24-C
9/24/25-C
1/28/26-C
2/25/26-C

ABSTRACT

MTC Resolution No. 4610

This resolution defines the role and responsibilities of the Commission's Customer Advisory Group.

This resolution contains the following attachments:

- Attachment A – which outlines the mission statement, roles, responsibilities, procedures, appointment process and membership criteria for the Customer Advisory Group.
- Attachment B – a table listing the currently appointed advisors and their term.

On April 24, 2024, Attachment B was revised to appoint a member to the Customer Advisory Group, to fill a vacancy.

On February 28, 2024, Attachment B was revised to appoint an additional member to the Customer Advisory Group.

On September 24, 2025, the Customer Advisory Group Charter, Attachment A, was revised to update the structure, and Attachment B, Customer Advisory Group Membership, was revised to change the membership to TBD until appointment.

On January 28, 2026, Attachment A was revised to update the total six (6) transit operator seats to require a minimum of four (4) seats for large operators, a minimum of one (1) seat for a small operator, and one (1) seat for either a large or small operator. In addition, Attachment B was revised to appoint eight members to the Customer Advisory Group.

On February 25, 2026, Attachment B was revised to appoint seven members to the Customer Advisory Group.

Further discussion of this action is contained in the Regional Network Management Committee Summary Sheet dated October 13, 2023, February 9, 2024, September 12, 2025, January 9, 2026, and February 13, 2026.

Date: October 25, 2023
W.I.: 1621

Re: Commission Customer Advisory Group Charter

METROPOLITAN TRANSPORTATION COMMISSION
RESOLUTION NO. 4610

WHEREAS, the Metropolitan Transportation Commission (MTC) is the regional transportation planning agency for the San Francisco Bay Area pursuant to California Government Code Section 66500 et seq.; and

WHEREAS, MTC is the federally designated Metropolitan Planning Organization (MPO), pursuant to Section 134(d) of Title 23 of the United States Code (USC) for the nine-county San Francisco Bay Area region (the Bay Area or region); and

WHEREAS, MTC convened the Blue Ribbon Transit Recovery Task Force (Task Force) in 2020 and 2021 to respond to the COVID-19 pandemic and the impacts to transit; and

WHEREAS, the Blue Ribbon Transit Recovery Task Force developed and endorsed the Transit Transformation Action Plan (Action Plan) in July 2021, which identifies near-term actions needed to achieve a more connected, efficient, and user-focused mobility network across the Bay Area and beyond and the Action Plan was received and accepted by MTC in September 2021; and

WHEREAS, MTC approved Resolution No. 4564 on February 22, 2023, which expressed policy support for a Regional Network Management Framework (RNM) to achieve the desired near-term outcomes in the Action Plan and to improve the Bay Area's regional transit network towards a longer-term transformation; and

WHEREAS, the Regional Network Management Framework outlines initial regional transit focus areas, committees and their roles, and a review process to evolve the RNM structure as needed over the long term; and

WHEREAS, the Regional Network Management Framework proposes a Customer Advisory Group of stakeholders who represent the customer and can help inform decision-making with the customer in mind, now, therefore be it

RESOLVED, that the Commission convene the Customer Advisory Group; and be it further

RESOLVED, that the members of the Customer Advisory Group will be appointed according to the process and shall have the roles and responsibilities as described in Attachment A to this resolution, attached hereto and incorporated herein as though set forth at length; and be it further

RESOLVED, that Customer Advisory Group roster is contained in Attachment B to this resolution; and be it further

RESOLVED, that the Executive Director is instructed to secure nominations to fill expired terms and other vacancies and present them to the Commission for confirmation by periodically revising Attachment B.

METROPOLITAN TRANSPORTATION COMMISSION

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Nick Josefowitz, Vice Chair

The above resolution was entered into by the Metropolitan Transportation Commission at a regular meeting of the Commission held in San Francisco, California, and at other remote locations, on October 25, 2023.

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Metropolitan Transportation Commission
Regional Network Management: Customer Advisory Group Charter

A. Regional Network Management Mission, Vision, and Objectives

The mission of the Regional Network Manager ("RNM") is to drive transformative improvements in the customer experience for regional Bay Area transit.

The vision for the RNM is to advance regional goals in equity, livability, climate, and resiliency through a unified regional transit system that serves all Bay Area populations.

The objectives of the RNM are to deliver regional customer benefits, network management benefits, and other public benefits.

The RNM is intended to deliver its mission, vision and goals, by providing regionalized efforts across functional areas of activities required to deliver regional transit outcomes.

The RNM focus is centered on delivering operational changes that will directly benefit present and future customers. An initial set of focus areas has been defined as:

1. Fare Integration Policy;
2. Wayfinding, and Mapping;
3. Connected Network Planning;
4. Bus Transit Priority (BTP);
5. Rail Network Management
6. Accessibility

B. Customer Advisory Group Purpose, Roles and Responsibilities

The Customer Advisory Group is one component of the overall RNM Framework (MTC Resolution No. 4564). The purpose of the Customer Advisory Group is to provide diverse customer perspectives to the RNM Committee to help shape regional transit policy and implementation planning.

1. Identifying Customer Perspectives and Needs

The Customer Advisory Group shall meet to discuss customer perspectives and needs on certain topics as determined by its Work Plan. Customer Advisory Group members are expected to obtain input from their networks, communities and customers for discussion in these meetings.

2. Customer Advisory Group Work Plan

The MTC RNM Committee leadership will provide input to the Customer Advisory Group leadership to set the Customer Advisory Group's work plan and schedule for the year. The RNM Committee will identify priority areas in which it desires feedback and/or deeper inquiry from the Customer Advisory Group and will establish appropriate goals and performance measures. Customer Advisory Group leaders will be given the opportunity to recommend priority areas to the RNM Committee for inclusion in the work plan. As the Customer Advisory Group is intended to be agile and responsive in nature, the MTC RNM Committee and Customer Advisory Group may update, and re-prioritize the work plan, as needed.

3. Advising the MTC RNM Committee

Customer Advisory Group members are invited to attend MTC RNM Committee meetings. The Customer Advisory Group Chair shall be responsible for reporting back on the Group's meetings and perspectives to the MTC RNM Committee meeting to support regional visioning, policy development, and implementation planning by the MTC RNM Committee. The Customer Advisory Group shall have a standing agenda item at the MTC RNM Committee meeting, as appropriate. The Customer Advisory Group Chair may designate other Customer Advisory Group Members to provide reports to the MTC RNM Committee as they see fit.

4. Advising Other RNM Components

The Customer Advisory Group may be asked by the MTC RNM Committee to meet with the RNM Council, MTC Staff and/or Task Forces and Sub-Committees as needed to report on customer perspectives in support of policy development and implementation planning.

5. Limitation on Advisor Activities

The role of the Customer Advisory Group members is to advise the MTC RNM Committee. The Customer Advisory Group members are not to convey positions to outside agencies on behalf of the Customer Advisory Group or the RNM Committee, independent of MTC RNM Committee direction.

C. Customer Advisory Group Membership and Roles

1. Membership

The Customer Advisory Group shall be composed of twenty (20) members as follows:

A) Five (5) members from MTC/ABAG Community Advisory Council,

B) Six (6) members from Transit Operators' local advisory bodies, with a minimum of four (4) from large operators,a minimum of one (1) from a small operator, and one (1) from either a large or small operator.

C) Nine (9) members shall be selected to represent the interests of customers. Of the 9 customer interest members:

a) Three members shall represent policy organizations
b) One member shall represent transit rider groups
c) One member shall represent students and/or youth
d) One member shall represent business
e) One member shall represent a city transportation or public works department
f) One member shall represent the disability community
g) One member shall represent at-large interests

There shall be no alternates to the appointed membership.

2. Appointment Process

MTC Staff shall secure nominations to fill terms and vacancies for the Customer Advisory Group and present them to the appropriate MTC Commission members for confirmation. Appointments will be made by the Commission's Chair and Vice Chair.

Members in 1A: The five (5) Community Advisory Council members shall be nominated by the Community Advisory Council.

Members in 1B: The MTC Executive Director shall request the Chair of the RNM Council appoint the six (6) members from the transit operator advisory bodies. Appointments for the minimum of four (4) seats from large operators, a minimum of

one (1) seat from a small operator, and one (1) seat from either a large or small operator will be selected at the sole discretion of the operators.
Members in 1C: The MTC Executive Director shall invite the remaining nine (9) customer interest members from a wide range of sources including, but not limited to: Commission members, current advisors, and relevant organizations in the community. The at-large seat is set aside to balance the representation of transit constituents in the Customer Advisory Group and shall be invited by the MTC Executive Director.

In general, Customer Advisory Group members will serve four-year terms except the student and/or youth representative who may serve one-year terms based on the school year calendar with the option for reappointment as long as the representative maintains student status. Terms shall be concurrent with the MTC/ABAG Community Advisory Council, to the degree feasible. Although there are no term limits, Commission members are to consider length of service and effectiveness before recommending the reappointment of Customer Advisory Group members.

3. **Chair and Vice Chair**

   The Chair shall be the person who receives the most votes from all Customer Advisory Group members. The Vice Chair shall be the person who receives the second most votes from all Customer Advisory Group members.

   The Chair and Vice Chair shall be responsible for the agenda-setting and facilitation of Customer Advisory Group meetings and presentations. The Chair and Vice Chair of the Customer Advisory Group shall be elected by the Customer Advisory Group members for a two-year term. Although Customer Advisory Committee leaders may be re-elected, regular rotation of these positions among the Customer Advisory Group membership is strongly encouraged.

4. **Membership Requirements**

   Customer Advisory Group members are expected to attend, in person, the Customer Advisory Committee's regularly scheduled meetings throughout the year and make constructive contributions to the work of the Customer Advisory Group. Customer Advisory Group members must attend at least two-thirds of the meetings; those who do not do so may be subject to dismissal at the discretion of the Customer Advisory Group Chair, in consultation with MTC staff. Exceptions will be made for properly noticed remote attendance. Customer Advisory Group members must live or work in the nine-county Bay Area.

5. **Compensation**

   Subject to the Commission Procedures Manual (MTC Resolution No. 1058, Revised, Appendix D), Customer Advisory Group members will receive a stipend for each Customer Advisory Group meeting attended as well as for attending a Regional Network Management meeting as the designated speaker for the Customer Advisory Group report to that body. Members will be reimbursed for actual expenses for travel, with a maximum of five meetings per month. Meetings are defined as a) publicly noticed meetings the Customer Advisory Group; b) noticed Regional Network Management meetings where the designated Member attends to speak on behalf of the Customer Advisory Group; or c) attendance at a community meeting at the request of the Commission, MTC staff, Dedicated RNM staff or MTC RNM Committee to provide outreach assistance (i.e., when he/she attends a community meeting with MTC staff to provide an introduction to a particular community). Customer Advisory Group members must complete an MTC Advisors Monthly Meeting and Travel Expense Claim to claim a stipend or reimbursement for expenses.

6. **Conflicts of Interest Policy**

   To avoid potential conflict of interest, no person shall sit on the Customer Advisory Group and concurrently be in a business relationship with MTC/BATA. A member is considered to have a business relationship with MTC/BATA when that member is employed by or serves on the Board of Directors of an organization that has received a grant or contract award from MTC – where MTC staff alone reviews proposals and recommends an organization or organizations for award of that grant or contract. In such cases, the member shall resign from the Customer Advisory Group for the duration of the contract or grant but may reapply for any vacancies upon completion of the contract or grant.

7. **Ethics Training**

   All members of the Customer Advisory Group shall complete an ethnics training course within the first year of their term on the Customer Advisory Group.

D. **<u>Customer Advisory Group Meetings</u>**

1. **Meeting Cadence**

   The Customer Advisory Group will meet on a bi-monthly basis or as required by its annual work plan. As needed, the Customer Advisory Group may hold additional, special meetings at the discretion of the Customer Advisory Group Chair and Vice Chair or by a majority vote of the Customer Advisory Group Members. Customer

Advisory Group members shall be notified of special meetings no less than one week prior to a meeting's occurrence.

2. **Meeting Location**
   Public meetings will be held at the MTC offices or other locations at a regular time to be agreed upon by the members of the Customer Advisory Group.
3. **Agenda Setting**
   In consultation with MTC Staff, the Customer Advisory Group Chair and Vice Chair will determine the agenda for Customer Advisory Group Meetings. Customer Advisory Group members may provide input to the Chair and Vice Chair. The agenda should be reflective of the Customer Advisory Group Work Plan.
4. **Quorum Requirements**
   At least 50 percent plus one of the Customer Advisory Group appointed members must be present to constitute a quorum, conduct a meeting, and vote on issues. The Customer Advisory Group cannot hold discussions in the absence of a quorum.
5. **Ad Hoc Working Groups**
   To implement the Customer Advisory Group Work Plan, the Customer Advisory Group may establish working groups, with participation from MTC and Transit Operator Staff, on an ad hoc basis.
6. **Public Meetings**
   All Customer Advisory Group meetings will be noticed and open to the public.

E. <u>Continuous Improvement of the Customer Advisory Group</u>

The Customer Advisory Group, as described above, is subject to change. The MTC RNM Committee will review all RNM components to identify continuous improvement opportunities for each component, including the Customer Advisory Group. These reviews are expected to occur every 2 years.

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Attachment B
Resolution No. 4610

Customer Advisory Group Membership
(January 1, 2026 to Dec. 31, 2029)

Advisor Name	Representing
TBD	Community Advisory Council Member
TBD	Community Advisory Council Member
TBD	Community Advisory Council Member
TBD	Community Advisory Council Member
TBD	Community Advisory Council Member
Anya Gupta	Large Transit Operator Advisory Body Member - BART
Aaron Leifer	Large Transit Operator Advisory Body Member - SFMTA
Shawn Fong	Large Transit Operator Advisory Body Member - AC Transit
Kylie Clark	Large Transit Operator Advisory Body Member - VTA
John Crowe	Small Transit Operator Advisory Body Member – County Connection
Ashley Tenscher	Large or Small Transit Operator Advisory Body Member – Napa Valley Transportation Authority
Abibat Rahman-Davies	Policy Organization – Transform
Sebastian Petty	Policy Organization – SPUR
Adina Levin	Policy Organization – Seamless Bay Area
Dylan Fabris	Transit Riders Group
Andrea Yu	Student and/or Youth Advocate
Bob Allen	At-Large Member – Urban Habitat
Emily Loper	Business – Bay Area Council
Brian Stanke	City DOT or PW – City of San José DOT

Advisor Name	Representing
Warren Cushman	Disability Community – Community Resources for Independent Living