

**Peninsula Corridor Joint Powers Board
Technology, Operations, Planning, and Safety (TOPS) Committee**

1250 San Carlos Avenue, San Carlos, CA 94070

Minutes of March 25, 2026

Members Present: Pat Burt (Vice Chair), Rico E. Medina (Chair)

Members Absent: Shamann Walton

Staff Present: M. Bouchard, J. Harrison, T. Huckaby, L. Ko, L. Lumina-Hsu, M. Tauchen, B. Tietjen

1. Call to Order

Chair Medina called the meeting to order at 1:30 pm.

2. Roll Call

Loana Lumina-Hsu, JPB Deputy Secretary, called the roll and confirmed a quorum was present.

3. Pledge of Allegiance / Safety Briefing

Chair Medina led the Pledge of Allegiance and noted the safety briefing.

4. Public Comment on Items not on the Agenda

Roland commented on the San Francisco County Transportation Authority (SFCTA) Pennsylvania Avenue Extension.

5. Approval of Meeting Minutes for February 26, 2026

Motion/Second: Medina/Burt

Ayes: Burt, Medina

Noes: None

Absent: Walton

6. Adopt a Second Addendum to Mitigated Negative Declaration for Guadalupe River Bridge Replacement Project

Michael Tauchen, Deputy Director, Environmental Compliance, provided the presentation that included the following:

- Increased construction efficiency during the dry season; environmental clearance and approvals
- California Environmental Quality Act (CEQA) addendum to address extra access, work hours, and greenery cleaning; reduce scheduling risks and permit updates

Motion/Second: Burt/Medina

Ayes: Burt, Medina

Noes: None

Absent: Walton

Public Comment

Roland commented on service issues due to lane closures.

7. Receive Update on Marketing Partnerships and Ridership Growth

Taylor Huckaby, Deputy Director, Communications, and Brent Tietjen, Program Manager, External Affairs, provided the presentation that included the following:

- Cost-efficient marketing efforts, activations, special events and partnerships; city partnership toolkit and GoPass expansion
- Signature campaigns; concert, event, and sports partnerships; themed trains; and promotional fares
- Ticket bundling, concept-testing advertisement with partners, and revenue-generating opportunities
- \$353,645 total budget for paid media, partnerships, other opportunities
- Increased ridership, with highest ridership satisfaction in 27 years
- City partnerships efforts; GoPass growth and development; resources and outreach; partnership opportunities exploration

Staff provided further clarification in response to the Committee comments and questions, which included near-term revenue and long-term revenue efforts; political support; ridership trends and public perception; signage importance, destination promotion, and electronic billboards; city partnership and program utilization and promotional pilots; and digital advertisement opportunities.

8. Committee Member Requests - There were none.

9. Date/Time of Next Regular TOPS Committee Meeting: Wednesday, April 29, 2026 at 1:30 pm.

10. Adjourn - The meeting adjourned at 2:06 pm.