



# Policy Advisory Group Meeting Agenda

*for the*

## San Francisco Transit Effectiveness Project

March 21, 2007, 9:00AM – 11:00AM  
City Hall, Room 278

**Attendees:** POLICY ADVISORY GROUP: Wil Din (MTA Board), Bevan Dufty (Supervisor), Nathaniel Ford (MTA), Ed Harrington (Controller), Steve Heminger (MTC), Kevin Hughes (Local 6), Brenda Lavigne (TWU Local 200), Irwin Lum (TWU Local 250A), Peter Mezey (MTA Board), José Luis Moscovich (SFCTA), Daniel Murphy (MTA Citizens' Advisory Council), Tom Radulovich (TEP Citizen Advisory Committee), Leah Shahum (MTA Board), Stuart Sunshine (Mayor's Office)

STAFF: Carter Rohan and Julie Kirschbaum (MTA); Peg Stevenson, Sally Allen and Liz Garcia (Controller's Office); Russ Chisholm (TMD)

### Order of Business:

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|---|--------------|
| <b>1. Welcome / Introductions</b>   | <b>9:00</b>  |
| <b>2. Project Update</b>  | <b>9:05</b>  |
| ▪ Status of key activities including Marketing Research, Service Analysis and Operations Review |              |
| <b>3. Market Research Presentation</b>  | <b>9:15</b>  |
| <b>4. TEP Communications Plan</b>   | <b>10:15</b> |
| <b>5. Next Steps</b>  | <b>10:50</b> |
| ▪ Standing 2007 PAG meeting dates (3rd Wednesdays @ 9-11am):                                    |              |
| ○ April 18  |              |
| ○ May 16  |              |
| ○ June 20   |              |
| <b>6. Adjourn</b>   | <b>11:00</b> |