

**AGENDA**  
**INTERCITY TRANSIT AUTHORITY PLANNING SESSION**  
**Friday, May 10, 2024**  
**8:30 a.m. to 4:30 p.m.**

**Overarching Planning Session Goals**

- Create a continuum of understanding and leadership among Board and staff.
- Evaluate Prop 1 promises and rewire implementation and communications framework.

**CALL TO ORDER**

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|--|----------------|
| <b>1. Welcome and Introductions</b> ( <i>Gilman &amp; Mejia</i> )                              | <b>45 min.</b> |
| • Ice Breaker  |                |
| <b>2. Agenda Overview</b> ( <i>Bergkamp</i> )  | <b>10 min.</b> |
| • Long-Range Plan Update Staging   |                |
| • Topical Discussions  |                |
| <b>3. The (sort of) Way Back Machine – Planning Context</b> ( <i>Robertson</i> )               | <b>30 min.</b> |
| • Presentation, Q+A  |                |
| <b>4. Peer Industry Trends</b> ( <i>Wittman</i> )  | <b>40 min.</b> |
| • Presentation, Q+A  |                |
| <b>Break</b>   | <b>15 min.</b> |
| <b>5. Status of Prop 1 Commitment (The Nine Promises)</b> ( <i>Bergkamp &amp; LaFontaine</i> ) | <b>60 min.</b> |
| • Extended Span of Service   |                |
| • Improved Frequency   |                |
| • Maintain On-Time Performance   |                |
| • Enhanced Capital Facilities  |                |
| • Bus Rapid Transit  |                |
| • Night Owl Service  |                |
| • Service to New Areas with Innovative Service Zones   |                |
| • Enhanced Commuter Service  |                |
| • Fare Collection Efficiencies   |                |
| <b>6. Based on What You’ve Heard Today:</b> ( <i>Robertson</i> )                               | <b>40 min.</b> |
| • Thoughts on rearranging service priorities and timeline?                                     |                |
| • What additional info is needed to make informed decisions?                                   |                |

**Lunch Break** **45 min.**

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|--|----------------|
| <b>7. Small Group Exercise</b> ( <i>Robertson</i> )                    |                |
| • Topic 1: Board Topic + Audience Priorities (Demerice Intro)          | <b>30 min.</b> |
| • Topic 2: Messengers + Approaches                                     | <b>30 min.</b> |
| • Report Out   | <b>10 min.</b> |
| <br>   |                |
| <b>8. Financial Forecasting</b> ( <i>Brown, Stackpole, Bergkamp</i> )  | <b>20 min.</b> |
| • Forecasting Scenarios  |                |
| • Grants & Development Priorities                                      |                |
| • Potential Climate Commitment Act Impacts                             |                |
| <br>   |                |
| <b>Break</b>   | <b>15 min.</b> |
| <br>   |                |
| <b>9. Re-engaging Our Community</b> ( <i>Robertson</i> )               | <b>40 min.</b> |
| • How did we need to update 9 promises, and why?                       |                |
| • Key messages to community?   |                |
| • When and how do we engage them?                                      |                |
| • Who delivers messages in what format?                                |                |
| <br>   |                |
| <b>10. Final Thoughts on Today and Next Steps</b> ( <i>Robertson</i> ) | <b>20 min.</b> |

## Adjourn

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