

Minutes

Equity Advisory Committee



METROPOLITAN
C O U N C I L

Location: 390 Robert Street

Meeting date: February 18, 2025

Time: 6:00 PM

Members present:

- Co-Chair, John Pacheco Jr., District 5
- Co-Chair, Vanessa Jenkins, District G
- Dr. Tyrone Carter, District 3
- Yassin Ossman, District 7
- Toni Carter, District 14
- Michael Luseni, District A
- Open Seat, District B

- Anita L. Urvina Davis, District C
- E Samiira Isse, District D
- Zakariya Abdullahi, District E
- Brittany Clausen, District F
- Vanessa Jenkins, District G
- Open Seat, District H
- Zabat Awed, at large

- Edward McDonald, at large
- Mercedes Yarbrough, at large
- Open Seat, at large
- Carmeann Foster, at large
- Mitchel Hansen, at large
- Open Seat, at large
- Open Seat, at large
- = present, E = excused



Call to order

A quorum being present, Council Chair Pacheco called the regular meeting of the Equity Advisory Committee to order at 6:00 p.m.

Agenda approved.

It was moved by, Council Chair Pacheco. Second by Hansen to approve the agenda for February 18, 2025, regular meeting of the Equity Advisory committee. **Motion Carried.**

Approval of minutes

It was moved by Edward, second by Council Chair Pacheco approve the minutes for January 21, 2025, regular meeting of the equity advisory committee. **Motion carried**

Public invitation

No comments were made by the public.

Reports – Subcommittees

No subcommittees reports.

Information

Transit Assistance Program

Introduction of presentation by Andrea Kiepe, Transit Assistance Program Coordinator Metro Transit

Presentation Overview

- Low Wage Workers
- Making transportation more affordable
- Better transit access: measurable social benefits
- History
- What is TAP?
- 50% of Area Median Income in 2024
- Getting a TAP GO-To Card
- Who are our TAP partners?
- Examples of TAP partners
- Making it easier to qualify: City of Minneapolis
- Recent developments: challenges
- Limiting factors
- Primary barriers to growth- proving eligibility
- Recent developments: positive
- Options for increasing accessibility
- How can you help?
- Monthly unique riders



- Monthly average ridership
- Monthly total ridership

Committee Questions/Comments

Yarbrough: Who is the artist behind the artist in visionary in the Image you just showed of the cartoon? The imagery is deeply unsettling and appears to depict a minority figure being crushed by a white man accompanied by the word's monopoly, capitalism, and wage slavery. What is the intended message of this image?

Kiepe: This was in the public domain. I do not know who made this cartoon.

Carter: I would agree that it is offensive, and I would also add so too is wage theft. I'm not as insulted by it as I am by the thought of what we are talking about today. Hopefully our transit assistance program can help us assist those people but, we all need to be focused on making certain that people have the opportunity to thrive.

Jenkins: I am also a founder and a partner at nonprofit organization and we are also a partner organization with TAP. It was a seamless process and an amazing resource for our clients and the people that we serve. People who are coming to healing circles, survivors of domestic violence and things of that nature.

McDonald: African American families metro median income is thirty-seven thousand dollars. If that is a person of one, they would be eligible but not as a family, right?

Kiepe: If the figure is thirty-six thousand then yes.

Carter: Based on what we know about in our area, and the number of people that would qualify. Can you give us a sense of what the uptake of this program? How well does it cover the percentage of individuals who should qualify? And maybe we look at workers instead of all individuals because we don't know how many children are taking public transportation. And how well are we doing in terms of outreach?

Kiepe: it would be difficult for me to comment on that with any degree of certainty. I would say that our penetration could be much greater, we are only serving a fraction of the people who are eligible

Carter: I would really like to understand how we might better understand what the uptake on this is. I agree that we can do a lot better. I would ask what we are doing in this point in time to reach and make it attractive for organizations to work with us.

Kiepe: I can describe to you the efforts we make to both the individual riders and nonprofit organization partners. I don't think its with the scope of this meeting

Carter: the reason I ask is because I know we are working on getting more information out to individuals, and I think one of the ways to do that is to



attract organizations and the people they are serving. I want to know what to say to an organization to attract them to work with us to get passes for their clients

Kiepe: We have a promotional video available in all of our supported languages. We are always striving to make things easy and fast as possible for the individual rider as well as for the organizational partners.

Dr. Carter: What is the marketing plan in general to make sure that people are made aware? In other words, what's the net of outreach?

Hansen: 50,000 median incomes, is that the qualifier? Because if its 50% AMI no one on that would qualify for Snap, Wic or MA. Is that the threshold? It seems like it's skewed towards a particular type of rider and not the people who need it most.

Kiepe: Yes, anything below or at 50% AMI

McDonald: looking at the data it seems like the folks that would benefit from this is college students. I would like to see how this program targets minority communities and how there's consistency with keeping the routes going and not canceling the transportation services to people.

Hampton: Do you have any suggestions so that this information gets to your community on how you can target or penetrate or if you have an organization that needs this information.

Information

EAC Updates and Discussion- Torri Hampton, EEO Officer, OEEO

- Attendance
- Recruitment
- CO Chair Seat
- One on One conversations
- Sharing community information
- Open floor discussion



Committee Questions/Comments

Hansen: Does everyone on here have to reapply

Hampton: No, just for those whose term is up

McDonald: If you're reapplying, should you not apply for the Co-Chair?

Elawely: Still submit it, if you'd like to be Co-chair. If your seat is up, you have to go through that process.

Pacheco: If you are reapplying there is the slight possibility you might not rejoin and if you ran for co-chair and your colleagues voted you in as a co-chair but then you are not seated then you step away.

Elawely: Even though we have a voting process for the co-chair, once we go through our process, we then send that name up to the chair of the council and then they are confirmed by the chair.



McDonald: I want to know if we're going to revisit the development of those questions that the presenters will ask coming into their presentation

Hampton: I did look at those questions and reach out to those individuals. What I am doing is putting those questions and results you did have together

McDonald: Is there a way we can set aside 15 minutes for our next meeting to have that facilitated, what would be some questions we should ask.

Eltawely: let's put that on the agenda for next month. If we have 15 minutes let's add it for next month.

Hampton: I know a lot of times we have so much that we want to see but, there are times we need to be specific in the programs that we offer here at the council and giving you the EAC the information we do have when it comes to the equity initiatives. It might not seem like everything at the table at once but, we rest assure bring you new items and we are out there looking at what were doing at the council right now when it comes to housing, transportation and the things we have a lot of impact on in equity. So, I do hear what you're saying, and I believe it is very important. We will put time on the agenda to discuss these topics.

Carter: I have been looking back to find the presentation our co-chairs presented to the metropolitan council and the yearly plan. I'm not able to find those on our site. For people joining us it is important for them to see that work. When should we expect to know what's on the next agenda if this relates to an annual work plan? We need to see these things on our site.

Hampton: I sent out the plan in an email in January. Usually If you go on the website and go in archives. After this meeting I will forward the plans to you.

Abdullahi: As far as what we need personally, for me virtual meeting works better. I know not everyone has access to transportation. I would recommend having them in person once every three months so we can see each other and mingle.

Dr. Carter: The virtual adds to my ability to be here an connect so, I just want to thank you for that

McDonald: Presenters should do a couple of things like tell us what their equity objectives are, what progress they are making towards that. How do their specific initiatives tie into the 2040 plan and what are the outcomes and where do we fit. That information at the forefront helps with uniform and condition the internal operations of the Met councils around those things. I hope that is something that we achieve in 2025

Hampton: Email us these points because I do think they are valuable. We do want you guys to categorize what questions you think are most important to least.

Eltawely: We do have to follow the respectful workplace procedure and policy. People come to us so that we do give them feedback to go back and correct it. We want to make sure we provide our feedback in a way that is going to be beneficial. One of the things we also need to figure out within the committee is how do we provide all that feedback.

Metropolitan Council

Reports – Subcommittees



No subcommittee reports were made.

Announcement

Adjournment

Business completed; the meeting adjourned at 7:36 p.m.

Certification

I hereby certify that the foregoing narrative and exhibits constitute a true and accurate record of the Equity Advisory Committee meeting of July 2024. Approved this 20th of August.

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