



LoopWorks

LoopWorks Quarterly Board Meeting

Meeting Minutes for Sept. 15, 2022 at 12:00 pm (noon)

Location: 1421 Yellowstone Ave, Milpitas **or online:** <https://zoom.us/j/8238203495>

Meeting Ground Rules: Work on consensus basis * Step up / Step back * Try on the process * Don't interrupt / raise hands / use a stack * Turn off cell phones * Talk to everyone (not facilitators) * Expect unfinished business * Leave your ego at the door * Lead by example

1. Welcome and introductions of Matt Kennedy, Rob Means, Tiffany Vuong, Tam Overacker, Carol Klein, and Frank Bush.
2. Accomplishments since previous Quarterly Meeting:
 - Issued Media Releases entitled 1) *Smart Personal Transit Station Design & Art Contest Winners Announced* and 2) *LoopWorks Supports the City's Climate Action Plan – and More!*
 - Created our [LoopWorks Facebook page](#).
 - Outreach to opinion influencers continued with 5 San Jose Spotlight postings, 1 San Jose Inside postings, 1 Milpitas Beat posting, 1 personal attempt, and a [4-minute project update](#) on the Thom Hartmann Program.
 - Submitted introductory emails for funding to 5 for-profit investment groups: [Wetherby Asset Management](#), [Wavemaker Impact](#) investment fund, [GreatPoint Ventures](#) investment fund, and [Roda Group](#) investment fund.
 - In-depth applications were submitted to 2 others: [Startup Application](#) submitted to [Third Derivative](#), and [Investment application](#) submitted to [Clean Energy Ventures](#).
3. Now that we have completed contacting our list of investment groups pursuing climate and transportation solutions, funding efforts will focus on [federal grant programs](#). While California has allocated money to climate solutions, none of the specified categories allow for PRT.
4. Day on the Bay Outreach – **Carol will look into pencils as a giveaway. **Rob will order 200 more buttons. **Rob will create a draft message for the postcard (using Appendix A notes) and share it with others. **Rob will order 300 postcards for Day on the Bay from Huntford Printing.
5. **Tiffany has the enthusiasm/time/energy for creating a survey (using Appendix A as a guide) that may be used for Day on the Bay, and will be used thereafter to solicit community input.
6. Milpitas City Council support – Using an introductory email online survey, and follow-up contacts (including USPS), we expect to get electoral candidates on the record about their support level for the Milpitas PRT project – and then advertise the results (emails, social media postings, and a Media Release) before the election.
7. Conversation about strategy for creation of the Milpitas PRT (open discussion). While primary efforts are focused on advertising candidates' positions on PRT and seeking federal funding,

what other efforts or ideas shall we pursue until year's end? Since our last public presentation was in August of 2019, we are considering a virtual presentation of PRT rather than in-person venue. **Rob will create a presentation announcement for the home page after we decide upon a date/time.

8. Adjournment until the next Working Meeting on Sept. 26 at noon.

Appendix A

Conversation about the postcard wording for Day on the Bay.

Hi Folks,

As you know, we have reserved a booth at [Day On The Bay 2022](#), Saturday, October 8, from 10 am to 3 pm. Along with other materials (see the other email), we will have a postcard handout with the image below on one side, and our message on the other. Since these cards are handouts rather than actual postcards that require space for address and stamp, we get the entire 5.5”w X 3.5”h space. Tam will help set up a deal with Huntford.

These 4 lines should be included:

- Ride the wave of a carbon-free future!
- Learn more at MilpitasPRT.com
- Image is not indicative of actual stations. [in small font]
- [QR code linking to MilpitasPRT.com]

If we **create a survey for attendees**, we could add something like:

- Politicians need to know that people like you want PRT. Take the survey at <https://www.surveymonkey.com/r/JXYHZ7H>

Objectives: share PRT information with the public, and propose possible future engagement (would you like to be on our email list or be involved/volunteer?)

- Use questions from candidates questionnaire.
- Engage readers with the topics of Climate Change and transportation.
- Use short, simple questions including multiple choice.
- Open the door to providing more information (optional given the inclusion of “Learn more at MilpitasPRT.com”).
- Are you a Milpitas resident, worker, or shopper in Milpitas?
- Are you a resident or worker in the Metro Area near BART station?

What shall be our message?

If we do everything required to create this postcard, I want people to hold onto it. Here are some messages that might accomplish that goal.

1. ~~Keep this card! Redeem it on opening day for special recognition/benefit. [This could be something simple like a special commemorative picture, or a “cut” to the front of the line to ride.]~~
2. Advocate for Climate solutions; share this card with others. Get involved with LoopWorks: URL or QR code for community survey.
3. ~~Ask your City Council to become a LoopWorks Community member at <https://milpitasprt.com/governance/members/>.~~
4. ~~Show this card to candidates, and ask what they think about PRT.~~

Avery sells postcards on 8.5” x 11” format, so we can print our own.

Other venues for handing out postcards includes ICC, City Hall, Post Office, City-sponsored events, etc.