



Agenda Item No. 5

Regional Transit Coordination

Improving the Customer Experience



Transportation Committee Meeting
February 24, 2022

Overview



- **Transit Operator Coordination Efforts During the Pandemic to Improve the Customer Experience**
- **Blue Ribbon Task Force Findings**
- **Metropolitan Transportation Commission (MTC) Transformation Action Plan**
 - Overview
 - Fare Coordination and Integration
 - Regional Transit Coordination & Governance

Prior to the Pandemic

The Region's Transit System was Criticized for:

- Declining Ridership
- Too Many Transit Operators with Not Enough Coordination
- Questions raised about a varied system of governance and funding
- User experience not uniform
 - Fares
 - Directional Information
 - Speed of Transit Trips

Advocates for Improved Transit Developed a Plan:

- Polling and possible Legislation for a ballot initiative forward for a one cent sales tax to provide for a faster, more reliable network
- With the emergence of the pandemic, efforts to bring that measure forward were halted

Transit Operator Coordination Efforts

Unprecedented gathering together to share information on mutual challenges and finding solutions during the pandemic

Weekly Coordination Meetings

- Many Different Groups Met Each Week
 - General Managers
 - Small Transit Operators
 - Staff-to-Staff Meetings on a Variety of Topics
 - Planning and Operations
 - Communications
 - Funding
 - Government Affairs/Legislation
 - Coordination with MTC Staff
- These meetings are all continuing

Results

- Better Communication on Mutual Interests
- Focus service to essential workers and the transit dependent
- Healthy Transit Plan
- Service Coordination to Fill Gaps
 - Schedule Re-Timings at Major Hubs
 - Setting the Groundwork for Major Service Changes to Occur Twice per Year
 - Mutual Aid for Other Operators
 - GGT Allow Local Riders within San Francisco
 - Coordination between Marin Transit and GGT to alleviate local capacity issues
 - Beginning to Create A Regional Network
 - GGT Routes Renumbered to Avoid Duplication at a Regional Level

Blue Ribbon Task Force for Transit Recovery

- Convened by the Metropolitan Transportation Commission (MTC) in Spring 2020
- Intended to Guide the Region Through the Recovery Phase of the Pandemic
- Mission of the Task Force Shifted to Sustaining Transit Operations When Pandemic Extended Longer than Anticipated
- Recommended to MTC Commissioners how to Allocate First Round of Federal Relief Funds
- Developed an Action Plan Intended to Improve Transit Riders' Experience Through a Defined Set of Funded Actions

MTC Transformation Action Plan

Unanimous approval by the Blue Ribbon Transit Recovery Task Force

Identifies 27 near-term actions related to five key outcomes

- Fares and payment
- Customer information
- Transit network
- Accessibility
- Funding

Three accelerated actions identified

- Fare coordination and integration
- Mapping and wayfinding
- Transit priority



MTC Transformation Action Plan

Accelerated Actions	Customer Experience Outcome	Description
Fare Integration	Simpler, consistent, and equitable fare and payment options attract more riders	<ul style="list-style-type: none"> Regional institutional/Employer pass pilot Free and reduced cost transfers
Mapping and Wayfinding	Make transit easier to navigate and more convenient for both new and existing riders by acting on long standing MTC/Operator partnership	<ul style="list-style-type: none"> Regional system standards design 1 to 3 subregional pilots (North and East Bay) Digital mapping and data services
Transit Priority	Critical to improve speed and reliability, factors that riders consistently cite as important to make transit attractive	<ul style="list-style-type: none"> Bay Bridge and I-80 transit access improvements I-80 and Hwy 101 HOV hours of operations Improvements on arterial corridors
All other actions + staffing support		<ul style="list-style-type: none"> Network management business case Rail partnership and governance assessment Advancing equity principles Connected network plan Project selection for one-seat ride paratransit pilots Coordinated plan – Paratransit recommendations Regional transit connection integration with Clipper Convene listening session for regional funding measure About 8 to 10 staff for three years



MTC Transformation Action Plan

- Detailed funding plan being developed by MTC
- Near-term region-wide funding need of \$152 million identified, of which:
 - \$28 M for fare integration
 - \$35 M for mapping and wayfinding
 - \$61 M for transit priority
 - \$28 M for all other actions and staffing support
- MTC plans to fund efforts with:
 - Funds already committed
 - American Rescue Plan Act (ARPA) fund set-aside framework
 - \$85 M to be funded with via exchange
 - Other discretionary sources, such as:
 - One Bay Area Grant (OBAG)
 - State discretionary programs



Fare Integration: Policy Vision

- The Fare Integration Taskforce (Taskforce) adopted a policy vision with the following elements:
 1. All-transit agency institutional/employer pass demonstration pilot (2022)
 - Educational institutions
 - Affordable housing properties
 - Employers of various sizes
 2. No-cost and reduced cost transfers between transit agencies (early 2023)
 - Coincides with rollout of Clipper® 2.0
 3. All-agency transit pass for the general public (2023 or later)
 - Pending results from pilot and implementation of Clipper® 2.0
 4. Refine vision for creating a common fare structure
 - Distance- or zone-based for regional rail, ferry, and express bus service
 - After implementation of Clipper® 2.0



Fare Integration: Implementation Process

- The Taskforce
 - Leads the implementation phase
- BART and MTC staff
 - Implement the fare policy vision statement
 - Report regularly to the Taskforce
 - Reported to GGBHTD Board Transportation Committee in October 2021
- The Fare Coordination and Integration Study Project Management (FCISPM) team
 - Executes with guidance and input from MTC and agencies
 - Boards
 - Commissions
 - Staff



Fare Integration: Next Steps

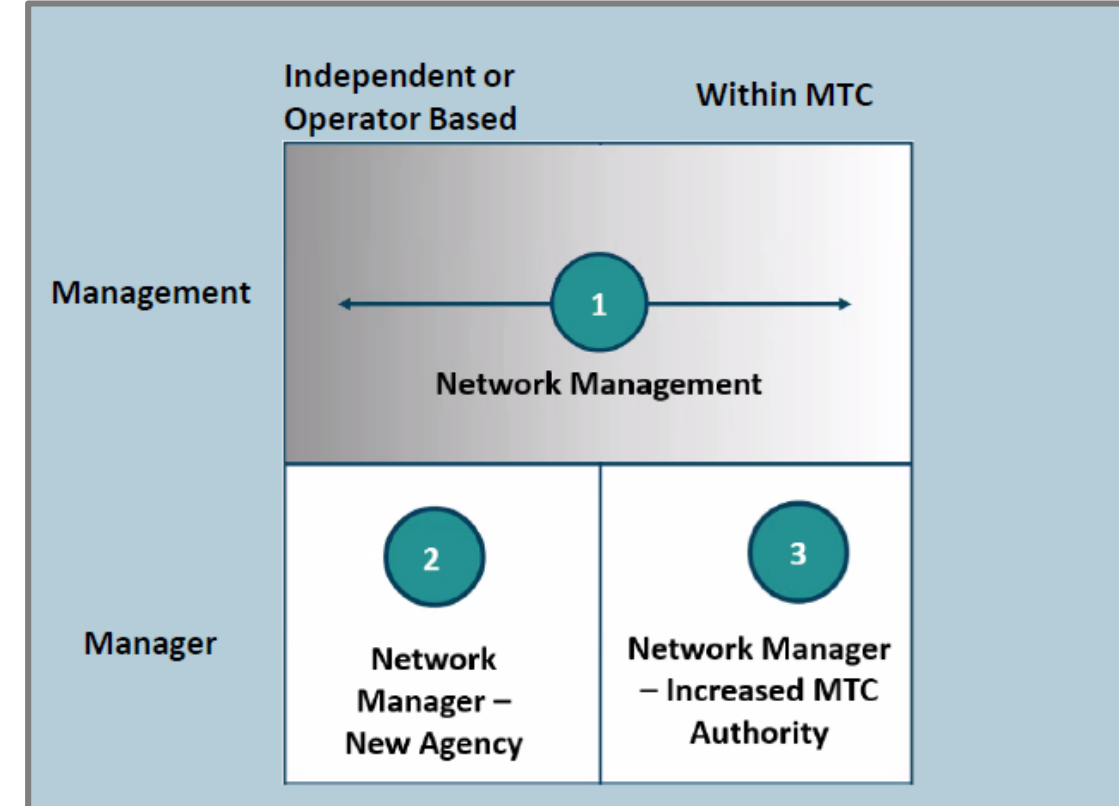
- **All-transit agency institutional/employer pass demonstration pilot**
 - Refine draft project plan with staff advisory group
 - Identify funding options and preliminary project budget
 - Establish product in Clipper® 2.0
 - Work with potential customer institutions
 - Develop draft research plan for Title 6 analysis
- **No-cost and reduced cost transfers between transit agencies**
 - Ensure fare policy flexibility in Clipper® 2.0 (MTC & agency staff)
 - Coordinate with agency staff on memorandum of understanding (FCISPM)
 - Obtain all necessary Board/Commission approvals (FCISPM)



Transit Coordination and Governance

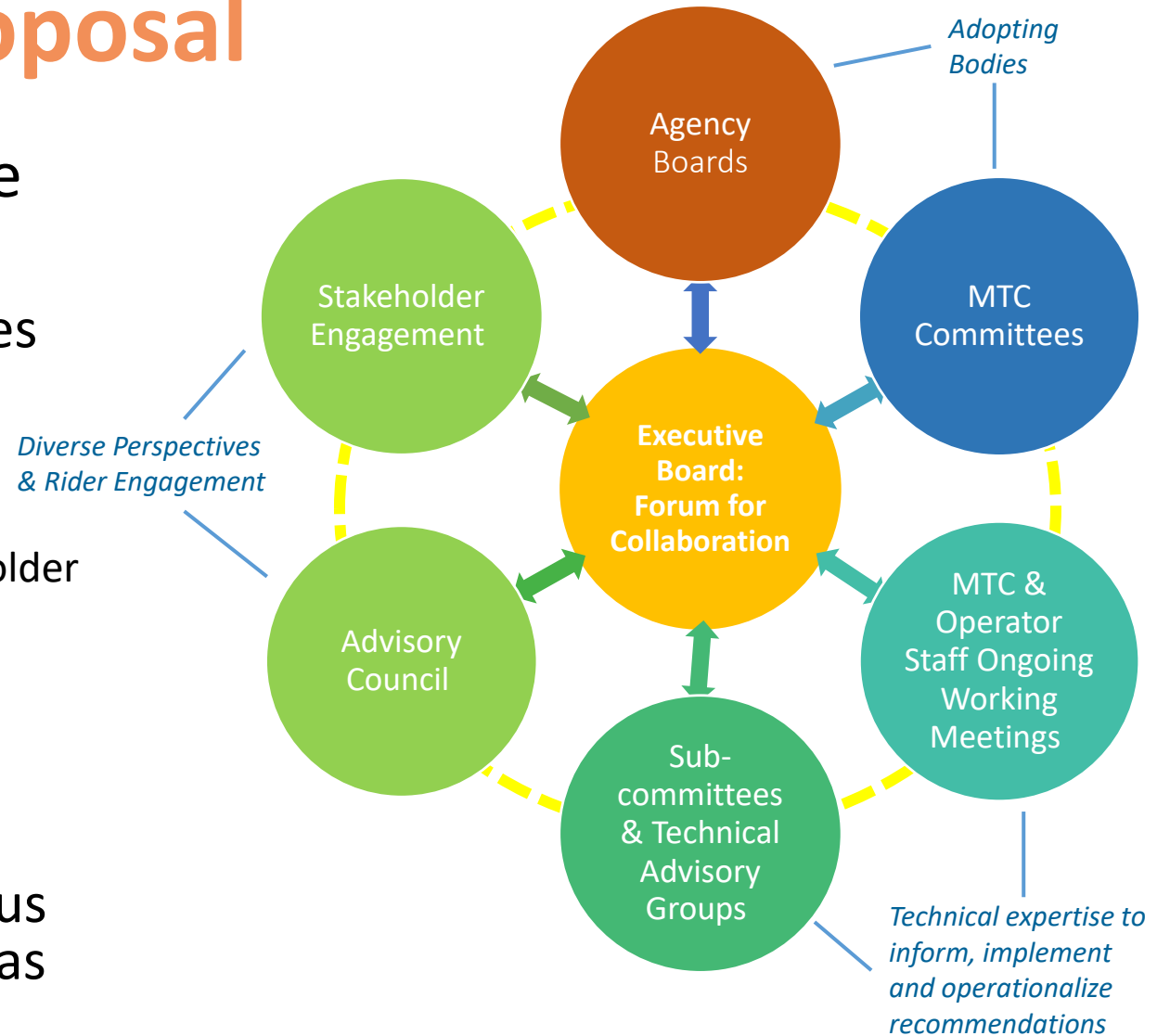
- Network Management “Business Case” evaluation

- Advisory group:
 - 14-member group: Seven transit general managers, MTC executive director, and six key stakeholders
 - Guide and review analysis and recommendations, provide periodic updates to Commission
- Purpose
 - Evaluate the benefits, costs, and risks of transit network management alternatives
 - Present rationale for preferred solution
- Alternatives
 - Alternatives developed in summer 2021 is starting point
 - Expect additions, refinements or variants
 - Options defined against two axes/spectrums:
 - Management (collaborative) to Manager (higher authority)
 - Independent/Operator-based to within MTC



TNM: GMs'-Refined Proposal

- TNM Executive Board collaborative process
 - Lay groundwork with adopting bodies
 - Incorporate technical expertise
 - Engage diverse perspectives
 - **Advisory Council:** Formal venue for stakeholder participation & to advise on key issues, concerns
 - Subcommittees/Technical Advisory Groups established as needed
 - Public transparency and reporting
 - Quarterly or biannual report on status to MTC and agency board meetings as needed
- Regular public meetings



Transit Coordination and Governance

- MTC Resolution 3866
 - Establishes MTC's Transit Coordination Implementation Plan (last updated 2015)
 - Transit agencies must comply as a condition for MTC administered transit funding
 - MTC considering an update of Resolution 3866 by summer 2022 for Transformation Action Plan implementation that would:
 - Establish MTC and operator commitments
 - Strengthen and clarify MTC's authority to advance action plan implementation
 - Fare integration: Mutual accountability for implementation of recommendations
 - Mapping and wayfinding: Set milestones and cost-sharing expectations
 - Schedule coordination: Currently, no requirements included
 - May also revisit existing topics
 - Transit hub optimization
 - Real time transit information
 - Accessibility programs and Clipper®

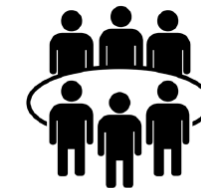
Resolution 3866 Update Process



MTC Staff Proposal

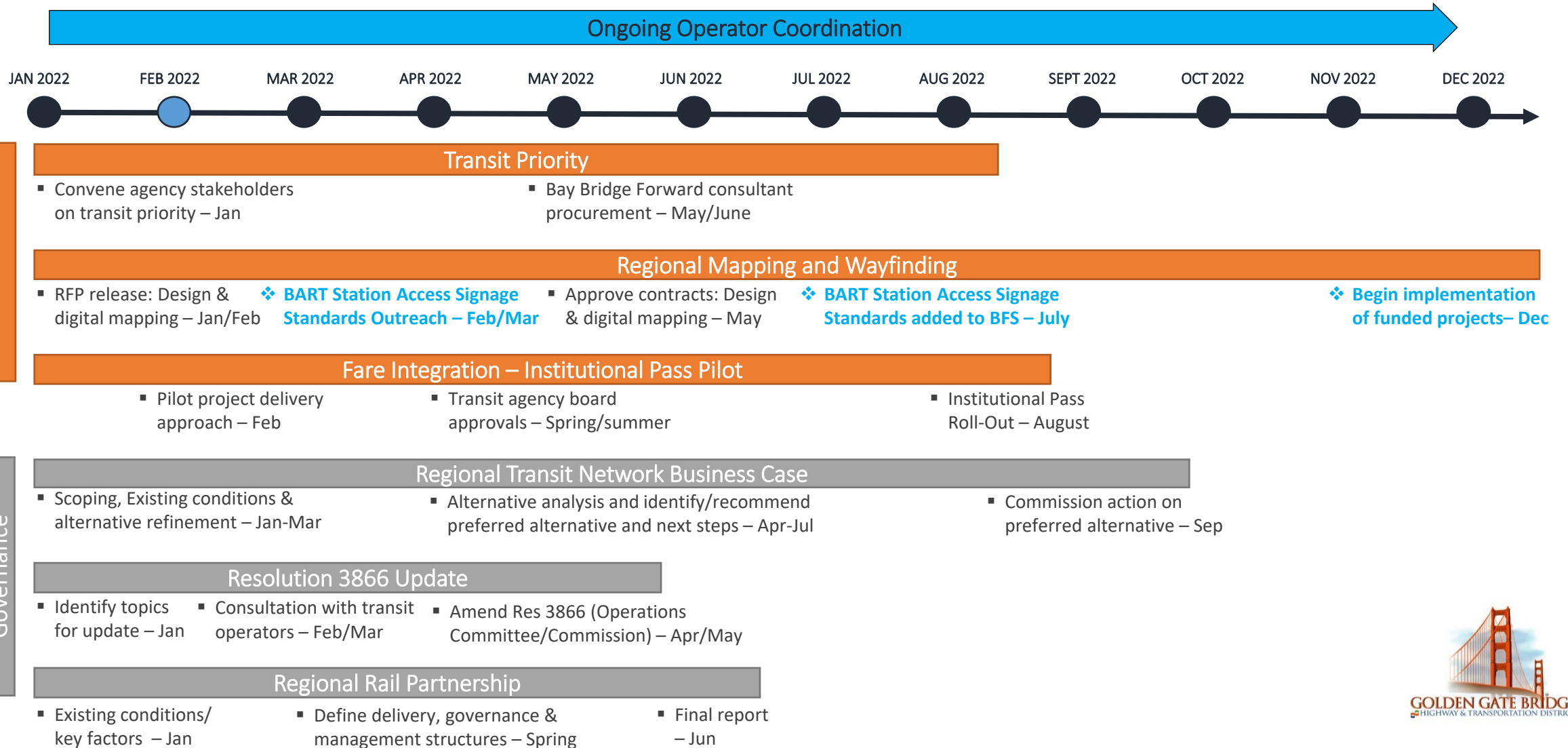


Operator Staff & GM Feedback



Operations Committee & Commission

Transformation Action Plan 2022 Look Ahead



Note: schedules subject to available resources

❖ **BART Led Effort**

Summary

- The Region's Transit Operators have Coordinated and Cooperated in Unprecedented Ways During the Pandemic to Improve the Customer Experience
- MTC's Transformational Action Plan Will Provide Benefits to Riders
 - Initial Concepts of Fare Integration
 - Common Look and Feel for Transit Mapping and Wayfinding Signage
 - Transit Priority Treatments to Improve Speed and Reliability
 - Investigate Governance Options
 - Other Smaller Scale Improvements
- MTC launched a Business Case Analysis of Transit Network Mgmt. Options
- Senate Bill 917 was introduced – Regional Transit Fare Setting