



TRANSIT TRANSFORMATION
ACTION PLAN

Policy Advisory Council
Transit Transformation Action Plan Subcommittee

September 30, 2022

TRANSIT TRANSFORMATION

Design, adequately invest in and effectively manage a public transit network that is equitable, inclusive, frequent, affordable, accessible and reliable; is integrated with unified service, fares, schedules, customer information and identity; and serves all Bay Area populations, resulting in increased transit ridership and reduced growth in vehicle miles traveled.

A photograph showing a group of people, mostly women, standing in a line near a white bus. They are all wearing face masks. The woman in the foreground is wearing a white shirt, a dark cardigan, and a visor, and is looking at her phone. Other people in the background are wearing various clothing, including a blue jacket and a patterned hoodie. The bus is on the left side of the frame, and the background shows a street with a white fence and some greenery.

ACTION PLAN

Desired Outcomes

I. Fares and Payment

Simpler, consistent, and equitable fare and payment options attract more riders.

II. Customer Information

Integrated mapping, signage and real-time schedule information makes transit easier to navigate and more convenient for both new and existing riders.

III. Transit Network

Bay Area transit services are equitably planned and integrally managed as a unified, efficient, and reliable network.

IV. Accessibility

Transit services for older adults, people with disabilities, and those with lower incomes are coordinated efficiently.

V. Funding

The Bay Area's transit system uses its existing resources more efficiently and secures new, dedicated revenue to meet its capital and operating needs.

Action Plan Key Elements

- ▶ Expanded collaboration between transit operators and with partners is essential
- ▶ Actions are keyed to Outcomes
- ▶ Focused on near-term actions (approx. 1-3 years) leading toward Transit Transformation
- ▶ Requires alignment on existing regional funding and new funding
- ▶ The Action Plan is ambitious, and the target completion dates are preliminary and subject to continued evaluation and refinement



Transformation Action Plan: Accelerated Actions

I. FARES AND PAYMENT

Fare Integration Policy

1. Act on the Fare Coordination and Integration Study (FCIS) recommendations
2. Determine whether existing authority is sufficient for FCIS implementation
3. Seek state legislation if needed

II. CUSTOMER INFORMATION

Mapping and Wayfinding

4. Fund and finalize regional mapping and wayfinding standards
5. Fund and complete 1-3 consistently branded subregional mapping and wayfinding pilot projects
6. Fund and develop a regional mapping data services digital platform

Transformation Action Plan: Accelerated Actions

III. TRANSIT NETWORK

Bus Transit Priority (speed & reliability)

7. Request a Caltrans Deputy Directive to expedite State right-of-way transit priority actions
8. Sponsor legislation to remove barriers to transit priority implementation
9. Fund the design and delivery of prioritized near-term transit corridor projects
10. Select near-term HOV lane operating policies to advance to the State
11. Define a Cooperative Agreement process
12. Fund, develop and adopt a Transit Priority Policy and Corridor Assessment

Transformation Action Plan: Actions

III. TRANSIT NETWORK

Bus/Rail Network Management Reform

13. Fund and complete a Business Case analysis
14. Establish and support an advisory group to guide the Business Case
15. Provide financial incentives for Integration Efficiency initiatives
16. Deliver Rail Partnership and Governance Assessment
17. Adopt Transit Equity Principles and a process for applying them

Connected Network Planning

18. Fund, develop and adopt a Bay Area Connected Network Plan
19. Adopt a transit hub toolkit to optimize station design and connectivity

Data Collection and Coordination

20. Establish protocols and implement uniform Realtime and transit pathway data collection

Transformation Action Plan: Actions

IV. ACCESSIBILITY

21. Designate a Mobility Manager in each county
22. Fund subregional one-seat paratransit ride pilot projects
23. Identify next steps for the full integration of ADA-paratransit services on Clipper Next Generation
24. Identify key paratransit challenges and recommend reforms
25. Adopt standardized eligibility practices for programs (e.g., RTC and Clipper) that benefit people with disabilities

V. FUNDING

26. Identify cost-saving efficiencies and Network Management funding needs
27. Convene stakeholders to guide a transportation funding ballot measure





Supporting the Plan

Foundations for Success

1. Funding and Resources

- Identify, secure, and advocate for funding to implement Actions. Formalized through MTC resolutions.
- Evaluate existing resources, possible reprioritization

2. Implementation

- Focus on initiating action items that establish foundations for future actions or directly support operational improvements in the near-term.

3. Policy and Legislative Actions

- Monitor, track, and update policy and legislative efforts to support and enable successful implementation of the Action Plan.

4. Collaboration/ Partnership/ Outreach

- Continued collaboration and partnerships are central to success of the Action Plan.

Estimated Near-term Funding Needs

Category	Committed	Blue Ribbon Funding Capacity*	Other Sources**	Total
Fare Integration	—	\$ 28 million	TBD	\$ 28 million
Mapping and Wayfinding	\$ 4 million	\$ 18 million	\$ 13 million	\$ 35 million
Transit Priority	—	—	—	\$ 61 million
Forwards/ HOV Policies	\$ 7 million	\$ 10 million	\$ 10 million	—
Arterial Investments	\$ 15 million	\$ 16 million	\$ 3 million	—
All Other Actions	\$ 5 million	\$ 8 million	\$ 6 million	\$ 19 million
Staffing Support	—	\$ 5 million	\$ 4 million	\$ 9 million***
Total Funding Request:	\$ 31 million	\$ 85 million	\$ 36 million	\$152 million

~80% of Needs

*Funding source may change, subject to project eligibility review.

**Includes regional discretionary funding subject to near term actions

*** Equivalent to approximately 8-10 full-time equivalent staff for 3 years.

Estimated Funding Needs

- ▶ **Near-Term (1-3 years) Funding Needs estimated to be \$152 million.**
 - ▶ Approximately 80% of the need is for supporting accelerated projects.
 - ▶ Combination of existing funds and Blue Ribbon funding capacity meets 85% of the needs
 - ▶ Other near-term sources are needed to fully fund the needs
- ▶ **Project-based staffing support**
 - ▶ A set- aside of \$9 Million to support staffing (MTC and transit operator)
 - ▶ Evaluate existing staff resources and possible reprioritization
- ▶ **Longer-term Needs for full implementation of Action Plan**
 - ▶ Continued funding and collaboration needed to advance initiatives



Longer-term Funding Summary

Future Funding Needs – Projects with Anticipated Significant Needs in Mid-Term

Action	Funding Need
Fare Integration	Up to \$70 M/year (Revenue Loss)
Mapping and Wayfinding	~\$100 M Capital
Transit Priority	>\$150 M Capital
Network Management	TBD
Connected Network Plan	TBD
Transit Hub Improvements	TBD
Transit Data Collection and Uniformity	TBD
Mobility Management/ Paratransit	TBD

Potential Funding Options

- ▶ Existing Funding Streams (e.g. STA, TDA, OBAG)
- ▶ RM 3 Programmatic Categories
- ▶ Federal Discretionary Programs
- ▶ State Discretionary Programs
- ▶ New Regional Measure

Updates

Action Areas

Fare Coordination and Integration (#1-3)

- BayPass Pilot launched August 2022
- Transit Transfer Policy development in progress

Mapping and Wayfinding (#4-6)

- Awarded contract in July 2022 to Applied Wayfinding Inc.; Project Plan and scope in development; Anticipated discussions with subcommittee in January 2023.
- Procurement underway for data platform system

Transit Network (#7 - 20)

- Scoping
- Design proceeding on I-80 Bay Bridge Transit corridor projects
- Network Management and Rail Partnership Assessments in final stages of completion

Accessibility (#21-25)

- Work Program initiated with consultant support September 2022
- Discussions at E&A Subcommittee

Funding (#26-27)

- Initial workshop in December 2021. Stakeholder engagement commencing fall 2022 for enabling legislation in the 2023-24 session.

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