

# Recent Outreach Initiatives with Transit Focus

## Blue Ribbon Transit Recovery Task Force

- ▶ Research review
- ▶ CBO leaders' discussion group
- ▶ Regionwide community discussion groups\* (including disability community)
- ▶ Employer focus group
- ▶ Employer surveys
- ▶ Statistically-valid poll\*

## Plan Bay Area 2050

- ▶ Pop-up & digital workshops
- ▶ CBO partnerships & focus groups\*
- ▶ Virtual webinars & telephone town halls\*
- ▶ Online surveys & comment forms
- ▶ Listening line\*
- ▶ Statistically-valid poll\*

## Regional Transit Mapping & Wayfinding Project

- ▶ Stakeholder workshops
- ▶ Public focus groups (8)\*
- ▶ Interviews with transit operator and city staff

## Coordinated Plan

- ▶ Outreach with public transit riders (including paratransit)
- ▶ Ongoing since Jan 2020

## Transit Fare Coordination & Integration Study

- ▶ One-on-one "co-creation" workshops with transit customers
- ▶ Facilitated (virtual) prototype-testing session
- ▶ Online surveys`

\* Activity conducted in multiple languages

# What We Heard: Broad Themes

## “Public Transit is Important”

- **87%** of Bay Area residents, whether they ride it or not, **believe transit is important** and that having a good transit system is a public good for everyone

## “Make it Equitable”

- **Better transit for dependent populations** is important, including fair fares for seniors and students
- Although better transit integration benefits everyone, respondents want to assure that **improvements to attract new riders** aren't at the expense of the transit dependent

## “Seamless and Streamlined”

- **89%** support a **more coordinated public transit system** that operates as a seamless, multimodal system
- **Residents want:** a regional network, real-time transit info, more direct service with fewer transfers, a single mobile app, uniform maps and signage, and consistent fare and payment structures

## “Improve the System”

- Bay Area residents weren't satisfied with public transit prior to 2020, and they **want a better system**
- They want **improvements beyond just restored service levels**, even though many respondents have been impacted by service reductions
- **Expand and modernize** the regional rail network

# Network Management Stakeholder Engagement

	Stakeholder	Type of Engagement
1	Network Management Business Case Advisory Group	Recurring formal Advisory Group meetings, Public meetings
2	Policy Advisory Council	Updates to Transit Transformation Action Plan Subcommittee and/or Policy Advisory Council
3	Operator / Stakeholder Engagement	Informational and working sessions with operator and stakeholders to collaborate on technical and evaluation work
4	Individual and small group consultations/meetings	Focused individual and small group interviews at key points throughout the project
5	MTC Committee Updates	Progress Updates to Executive Committee & Commission
6	Ad Hoc Committee of Advisory Group	Collaborative working sessions key points. Each session dedicated to a particular topic