

Blue Ribbon Communications Overview

- ▶ Research includes focus groups, poll, plus a full review of over 90 prior research efforts (polls, focus groups, surveys)
- ▶ Respondents include current transit riders, pre-pandemic transit riders, non-riders
- ▶ Bay Area Council leads a monthly tracking survey of employer return to office decision making
- ▶ MTC and transit operator marketing staff are developing a Return to Transit Communication Campaign that will include print, digital and social media advertising concepts
- ▶ Campaign will be developed by end-of-June and promoted in summer or fall

▶ **Public opinion poll**

- Random sample resident survey, nine-county Bay Area, April 15 – 21, 2021
- 1,000 total interviews, margin of error ± 3.1 percentage points
- Mixed-mode methodology: phone (landlines and cell phones), text and email invites to on-line option
- English, Chinese, Spanish, and Vietnamese

▶ **Community Focus Groups**

- Five transit rider focus groups that included 23 participants
- One in Spanish, one in Cantonese, two in English, one with persons with disabilities

Community Focus Groups – Key Findings

- ▶ Participants very enthusiastic about a more integrated transit system for the Bay Area
- ▶ Fare integration among the most compelling features, in particular standardized pass types across systems and predictable transit costs, especially when transferring
- ▶ Better connections between operators seen as enabling easier travel as well as improving access from outlying areas to key regional systems
- ▶ Centralized real-time transit information another popular feature, especially on systems where wait times (headways) are long
- ▶ Most wanted improvements beyond just restored service levels, even though many had been impacted by service reductions
- ▶ A better functioning transit system seen as critical for everyone in the Bay Area, not just transit riders
- ▶ Some concern that improvements may focus on attracting new riders at the expense of the transit dependent, but most felt that better transit integration would benefit everyone

Focus Groups and Poll Findings

What We Had Was Not Good Enough

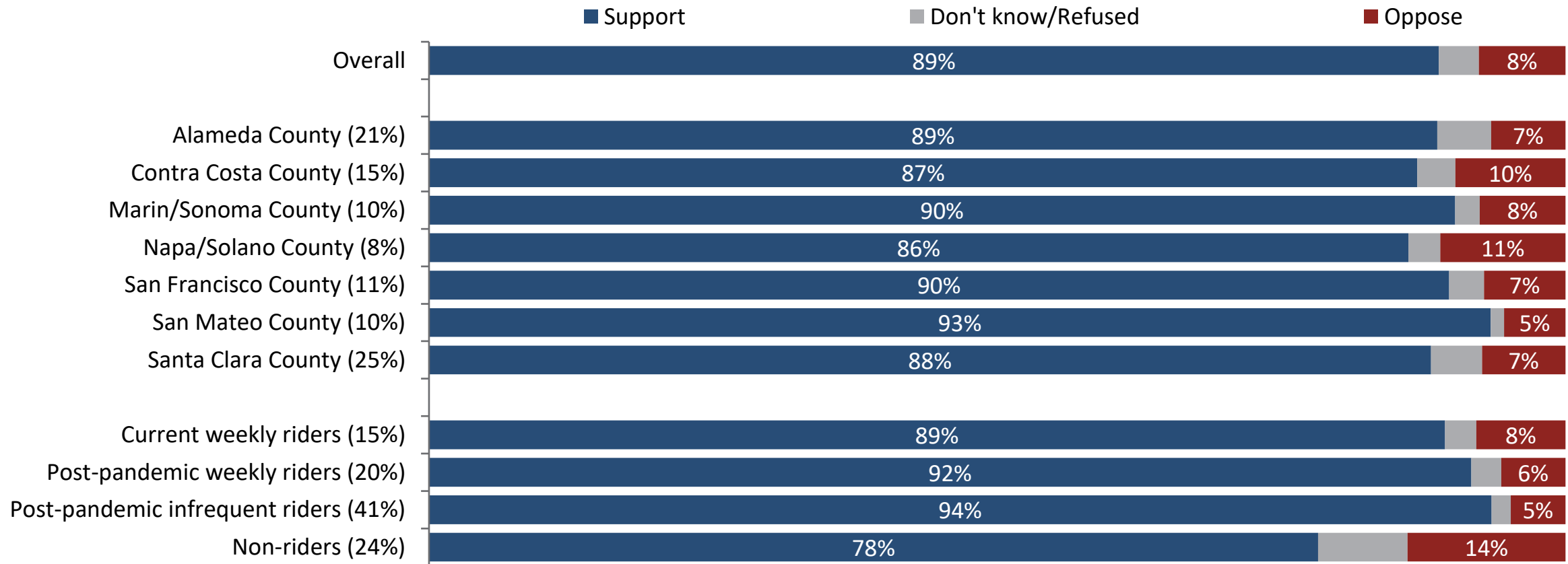
Bay Area residents, both transit riders and not, were not satisfied with public transit prior to the pandemic, and **they demand better and encourage that now is the time to act.**

Reliability, frequency, ease of use, and personal safety on board are all viewed as inadequate.



Poll: Seamless Support

Respondents were presented with the following: “A bill has been introduced in the state legislature called the **Bay Area Seamless and Resilient Transit Act**. This bill would coordinate all of the public transit systems in the Bay Area to operate as one seamless, multimodal transit system, including consistent mapping and signage to make transit easier to navigate, regional fares so riders pay one fare for their entire trip even if they have to transfer, and real-time vehicle location data so riders know when a bus, train, or ferry will arrive.”



Focus Groups and Poll Findings

Transit is Valued

Most Bay Area residents (87%) believe public transit is important to the Bay Area.

Everyone – both riders and nonriders – values a reliable, frequent and safe transit for the Bay Area.



Poll: Specific Elements

Everyone wants the same things:

- ▶ 92% find real-time information on wait times and vehicle locations important
- ▶ 91% - 93% find better transit for dependent populations important
- ▶ 91% find more direct service, fewer transfers, and shorter wait times important
- ▶ 88% find a regional network that can set fares, align routes and schedules, and standardize information important



Poll: Specific Elements

Everyone wants the same things:

- ▶ 92% find easy to use and uniform maps and signage important
- ▶ 90% find a single mobile app for planning, schedules, and information important
- ▶ 89% find a single set of fares, passes, discounts, and transfer policies important
- ▶ 80% find dedicated travel lanes along key transit routes for buses and carpools important



Impact of Counter Information

Respondents were read counter information and asked how convincing it was.
After all counter information, **support for Seamless remained at 86%**.

Our local transit agencies need to spend all of their time and attention right now on keeping transit clean and safe for riders during this pandemic. **This is not the time to make them change everything they are doing.**

34% found this argument convincing (13% very convincing)

By setting one set of fares, this proposal will significantly reduce the amount of money transit agencies bring in from riders, meaning **cuts in service, less maintenance, and reduced cleaning on transit vehicles.**

37% found this argument convincing (10% 'very convincing')

This proposal would make all of the transit agencies in the Bay Area look and feel the same by introducing things like **standard paint colors, signs, and features. This will destroy the unique local character and connection riders have with their local neighborhood transit services.**

24% found this argument convincing (8% 'very convincing')

This proposal **would take decisions out of the hands of local planners and give that power to regional transit planners.** Local transit agencies know their communities best and should be able to control the decisions that impact local riders.

40% found this argument convincing (12% 'very convincing')