375 Beale Street, Suite 800
San Francisco, CA 94105

Meeting Agenda

Blue Ribbon Transit Recovery Task Force

Monday, April 26, 2021   **1:05 PM**   **Board Room - 1st Floor (REMOTE)**

The Blue Ribbon Transit Recovery Task Force will meet on Monday April 26, 2021 at 1:05 p.m., in the Bay Area Metro Center (Remotely). In light of Governor Newsom's State of Emergency declaration regarding the COVID-19 outbreak and in accordance with Executive Order N-29-20 issued by Governor Newsom on March 17, 2020 and the Guidance for Gatherings issued by the California Department of Public Health, the meeting will be conducted via webcast, teleconference, and Zoom for Task Force members who will participate in the meeting from individual remote locations.

A Zoom panelist link for meeting participants will be sent separately to Task Force members.

The meeting webcast will be available at http://mtc.ca.gov/whats-happening/meetings Members of the public are encouraged to participate remotely via Zoom at the following link or phone number. Task Force Members and members of the public participating by Zoom wishing to speak should use the "raise hand" feature or dial *9. In order to get the full Zoom experience, please make sure your application is up to date.

Attendee Link: https://bayareametro.zoom.us/j/86730951782
Join by Telephone: 888 788 0099 (Toll Free) or 877 853 5247 (Toll Free)
Webinar ID: 867 3095 1782
International numbers available: https://bayareametro.zoom.us/u/kbasfNCNmR

Detailed instructions on participating via Zoom are available at:
https://mtc.ca.gov/how-provide-public-comment-board-meeting-zoom.

Members of the public may participate by phone or Zoom or may submit comments by email at info@bayareametro.gov by 5:00 p.m. the day before the scheduled meeting date. Please include the committee or board meeting name and agenda item number in the subject line. Due to the current circumstances there may be limited opportunity to address comments during the meeting. All comments received will be submitted into the record.

1. Roll Call / Confirm Quorum

A quorum of this Task Force shall be a majority of its voting members (17)

2. Chair Comments

Commissioner Jim Spering

3. Consent Calendar

21-0536   Minutes of the March 22, 2020 Meeting

Action: Approval

Attachments: Minutes of the March 22, 2020 Meeting

21-0537   BRTRTF #11 Meeting Summary (March 22, 2021)

Action: Approval

Attachments: BRTRTF #11 Meeting Summary (March 22, 2021)

4. Recognize Recovery Challenges (Goal1)

EMC Reseach will present a summary of the existing transit surveys, polls and other public input to inform the Transformation Action Plan.

4a.   21-0615   Summary Report and Presentation

Action: Information

Presenter: Steve Kinsey, CivicKnit and EMC Research

Attachments: Presentation

Memo

Attachment 1 Employer Survey

Attachment 2 Comprehensive Research Review

Attachment 3 Blue Ribbon Poll

5. Network Management (Goal 3)

The Task Force made significant progress identifying key Network Management roles and responsibilities to be considered by the Evaluation Consultant during your March meeting. Our goal for the April meeting will be to finalize selection of the near-term roles to be reviewed with the Consultant.

5a.   21-0538   Priority Network Management Responsibilities

Action: Information

Presenter: Steve Kinsey, CivicKnit

Attachments: Memo

Presentation

Additional Attachment R&Rs

6. Sonoma County Transportation Authority (SCTA) Presentation

In 2020, the SCTA began leading a discussion about the future of transit, exploring improvements on multiple fronts, including: rider experience, efficiency, governance, innovation and funding. SCTA will present an overview of their multi-agency coordination and effort, which builds off their 2019 Transit Integration and Efficiency Study (TIES).

6a.   21-0540   Sonoma County Transportation Authority (SCTA) Presentation

Action: Information

Presenter: Suzanne Smith, Sonoma County Transportation Authority (SCTA)

Attachments: SCTA Presentation

7. Other Business/Public Comments

21-0656   Transit Agency Ridership Updates

Attachments: Transit Operator Ridership Update

8. Meeting Summary

9. Adjournment/Next Meeting

The next meeting of the Blue Ribbon Transit Recovery Task Force will be held Monday, May 24, 2021 at 1:05 p.m. remotely and by webcast as appropriate.

Public Comment: The public is encouraged to comment on agenda items at Committee meetings by completing a request-to-speak card (available from staff) and passing it to the Committee secretary. Public comment may be limited by any of the procedures set forth in Section 3.09 of MTC's Procedures Manual (Resolution No. 1058, Revised) if, in the chair's judgment, it is necessary to maintain the orderly flow of business.

Meeting Conduct: If this meeting is willfully interrupted or disrupted by one or more persons rendering orderly conduct of the meeting unfeasible, the Chair may order the removal of individuals who are willfully disrupting the meeting. Such individuals may be arrested. If order cannot be restored by such removal, the members of the Committee may direct that the meeting room be cleared (except for representatives of the press or other news media not participating in the disturbance), and the session may continue.

Record of Meeting: Committee meetings are recorded. Copies of recordings are available at a nominal charge, or recordings may be listened to at MTC offices by appointment. Audiocasts are maintained on MTC's Web site (mtc.ca.gov) for public review for at least one year.

Accessibility and Title VI: MTC provides services/accommodations upon request to persons with disabilities and individuals who are limited-English proficient who wish to address Commission matters. For accommodations or translations assistance, please call 415.778.6757 or 415.778.6769 for TDD/TTY. We require three working days' notice to accommodate your request.

可及性和法令第六章：MTC 根據要求向希望來委員會討論有關事宜的殘疾人士及英語有限者提供服務/方便。需要便利設施或翻譯協助者，請致電 415.778.6757 或 415.778.6769 TDD / TTY。我們要求您在三個工作日前告知，以滿足您的要求。

Acceso y el Titulo VI: La MTC puede proveer asistencia/facilitar la comunicación a las personas discapacitadas y los individuos con conocimiento limitado del inglés quienes quieran dirigirse a la Comisión. Para solicitar asistencia, por favor llame al número 415.778.6757 o al 415.778.6769 para TDD/TTY. Requerimos que solicite asistencia con tres días hábiles de anticipación para poderle proveer asistencia.

Attachments are sent to Committee members, key staff and others as appropriate. Copies will be available at the meeting.

All items on the agenda are subject to action and/or change by the Committee. Actions recommended by staff are subject to change by the Committee.

Metropolitan Transportation Commission

Legislation Details (With Text)

File #:	21-0536	**Version:** 1	**Name:**
Type:	Action Item	**Status:**	Committee Approval
File created:	3/25/2021	**In control:**	Blue Ribbon Transit Recovery Task Force
On agenda:	4/26/2021	**Final action:**	
Title:	Minutes of the March 22, 2020 Meeting		
Sponsors:			
Indexes:			
Code sections:			
Attachments:	Minutes of the March 22, 2020 Meeting		

Date	Ver.	Action By	Action	Result

Subject:

Minutes of the March 22, 2020 Meeting

Recommended Action:

Approval

Attachments:

Meeting Minutes - Draft

Blue Ribbon Transit Recovery Task Force

375 Beale Street, Suite 800
San Francisco, CA 94105

Monday, March 22, 2021	**1:05 PM**	**Board Room - 1st Floor (REMOTE)**

1. Roll Call / Confirm Quorum

Present: 29 - Member Rabbitt, Member Worth, Member McMillan, Member Hursh, Member Powers, Member Ramacier, Member Mulligan, Member Whelan, Member Hartnett, Member Tumlin, Member Halls, Member Baker, Member Wu, Member Kinman, Member Chiu, Member Kim, Member Lindsay, Member Griffiths, Member Wunderman, Member Rotchy, Member Ford, Member Grisby, Member Tran, Member Chavez, Member Cortese, Chair Spering, Member Pedroza, Member Josefowitz, and Member Papan

Absent: 2 - Member Tree, and Member Murphy

Mike Sharif acted as a delegate and voting member of the Task Force in place of David Cortese. Actions noted as "Cortese" were taken by Mike Sharif.

2. Chair Comments

3. Consent Calendar

Upon the motion by Member Worth and seconded by Member Hursh, the Consent Calendar was approved. The motion carried by the following vote:

Aye: 29 - Member Rabbitt, Member Worth, Member McMillan, Member Hursh, Member Powers, Member Ramacier, Member Mulligan, Member Whelan, Member Hartnett, Member Tumlin, Member Halls, Member Baker, Member Kinman, Member Chiu, Member Kim, Member Lindsay, Member Griffiths, Member Wunderman, Member Rotchy, Member Ford, Member Grisby, Member Tran, Delegate Sharif, Member Chavez, Member Cortese, Chair Spering, Member Pedroza, Member Josefowitz and Member Papan

Absent: 2 - Member Tree and Member Murphy

Abstain: 1 - Member Wu

3a. [21-0421](#)   Minutes of the February 22, 2020 Meeting

      Action: Approval

      Attachments: [Draft Minutes BRTRTF 2021_02_22](#)

3b.   [21-0422](#)   BRTRTF #10 Meeting Summary (February 22, 2021)

>   _Action:_ Approval

>   _Attachments:_ [BRTRTF #10 Meeting Summary (February 22, 2021)](#)

4. Network Management (Goal 3)

>   [21-0507](#)   Network Management (Goal 3)

>   _Action:_ Information

>   _Presenter:_ Steve Kinsey, CivicKnit

>   _Attachments:_ [Network Management Cover Memo](#)

>   [Presentation](#)

4a.   [21-0418](#)   Revised Final Draft Network Management Problem Statement

>   _Action:_ Approval

>   _Presenter:_ Steve Kinsey, CivicKnit

>   _Attachments:_ [Revised Final Draft Network Management Problem Statement](#)

>   [Voting Information](#)

>   **Upon the motion by Member Ramacier and seconded by Member Hartnett, the Transit Network Management Problem Statement was approved. The motion carried by the following vote:**

>   **Aye:** 29 -   Member Rabbitt, Member Worth, Member McMillan, Member Hursh, Member Powers, Member Ramacier, Member Mulligan, Member Whelan, Member Hartnett, Member Tumlin, Member Halls, Member Baker, Member Wu, Member Kinman, Member Chiu, Member Kim, Member Lindsay, Member Griffiths, Member Wunderman, Member Rotchy, Member Ford, Member Grisby, Member Tran, Member Chavez, Member Cortese, Chair Spering, Member Pedroza, Member Josefowitz and Member Papan

>   **Absent:**   2 -   Member Tree and Member Murphy

4b.   [21-0462](#)   Network Management Consultant Scope and Process

>   _Action:_ Information

>   _Presenter:_ Steve Kinsey, CivicKnit

>   _Attachments:_ [Comment letter from SBA and SVLG](#)

>   The following individuals spoke on this Item:
>   Debbie Toth, President and CEO Choice in Ageing.

4c.   [21-0419](#)   Network Management Prioritizing Roles & Responsibilities

Action: Information

Presenter: Steve Kinsey, CivicKnit

The following individuals spoke on this Item:
Adina Levin, Friends of CalTrain;
Laura Tolkoff Transportation Policy Director for SPUR;
Wendi Kallins; Citizen's Advisory Committee and Safe Routes to Schools
Jodi Dhaliwal, EBDSA; and
Roland Lebrun.

5. California State Transportation Authority (CalSTA) Initiatives

5a.   [21-0420](#)   California State Transportation Authority (CalSTA) Initiatives

Action: Information

Presenter: Secretary David Kim, CalSTA

Attachments: [CalSTA_Presentation](#)

The following individuals spoke on this Item:
Adina Levin, Friends of CalTrain;
Jodi Dhaliwal, EBDSA; and
Roland Lebrun.

6. Other Business/Public Comments

The following individuals spoke on this Item:
Jodi Dhaliwal, EBDSA; and
Veda Florez.

6a.   [21-0423](#)   Transit Agency Updates

Attachments: [Transit Agency Update](#)

[Transit Operator Ridership update](#)

6b.   [21-0506](#)   Comment Letters received

7. Meeting Summary

8. Adjournment / Next Meeting

Metropolitan Transportation Commission

Legislation Details (With Text)

File #:	21-0537	**Version:** 1	**Name:**	
Type:	Action Item		**Status:**	Committee Approval
File created:	3/25/2021		**In control:**	Blue Ribbon Transit Recovery Task Force
On agenda:	4/26/2021		**Final action:**	
Title:	BRTRTF #11 Meeting Summary (March 22, 2021)			
Sponsors:				
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Attachments:	BRTRTF #11 Meeting Summary (March 22, 2021)			

Date	Ver.	Action By	Action	Result

Subject:

BRTRTF #11 Meeting Summary (March 22, 2021)

Recommended Action:

Approval

Attachments:

BLUE RIBBON

**TRANSIT RECOVERY
TASK FORCE**

TO: Blue Ribbon Transit Recovery Task Force   DATE: April 26, 2021

FR: Steve Kinsey, CivicKnit

RE: BRTRTF Meeting #11 Summary

Mutual Understanding from Task Force Meeting #11
1. **The Task Force unanimously approved the Problem Statement.**
2. **The Task Force agreed to continue meeting through the end of July.**

Additional Information requested to be included in a future Task Force Meeting:
1. Should **"Equity"** be included as a category of roles and responsibilities?
2. Network Management roles and responsibilities should be organized by priority, outcomes, and timeline.

Identified Concerns
1. Should capital project prioritization and megaproject oversight be added to the list of near-term priorities as suggested?

Meeting Summary
Chair Spering began by thanking retired MTC Chair Haggerty and stated that he would not be replaced because the new Chair, Alfredo Pedroza, already serves on the Task Force. He also expressed appreciation to retiring SamTrans General Manager/CEO, Jim Hartnett, and mentioned that since Caltrain and SamTrans responsibilities will be split into two roles, Carter Mau and Michelle Bouchard will each attend as Task Force members. The Chair also stated that MTC's Legislation Committee considered Principles related to Assembly Member Chiu's legislation at their March meeting.

Regarding additional federal transit funding, MTC's Programming and Allocations Committee reviewed a methodology for distributing $802 million in the second phase of CRRSAA relief funding to Bay Area transit operators. In addition, the Chair stated that the Bay Area will receive an additional $1.7 billion in the just-approved American Rescue Plan for transit, providing a unique opportunity to make investments that deliver on some of the Task Force's adopted goals and objectives.

The Chair also expressed support for extending the Task Force through July to allow time for the Network Management Alternatives Evaluation consultant to complete its comparative analysis of structural management reform options. The Consent Agenda was approved without comment.

The facilitator led the Task Force through final consideration of the Problem Statement, followed by comments from Seamless Bay Area and a representative of the Operator GMs before a unanimous vote of approval.

The facilitator then presented the Network Management Alternatives Evaluation scope and timeline. Task Force members commented that the work should be focused on outcomes not tasks, continuing the business case analysis as soon as possible, coordinating with the Fare Integration Task Force and Caltrain governance planning and completing the overall evaluation and business case in time to be addressed in next year's legislative session. A public speaker requested that the focus extend beyond paratransit to include all types of accessible servicesity .

Assembly Member Chiu described his bill, AB629, and explained that he has held back including network management reform language so that the Task Force can provide its view. He wants to have information to add to the bill in late May or June.

The Task Force continued consideration of potential Network Management near-term priority roles and responsibilities by responding to two proposed categories:
- Continuation of ongoing MTC/Operator planning related to fare integration and coordination, mapping and wayfinding, transit priority, rail governance and technology and mobile standards options.
- Important Network Management issues that could be deferred in the near-term to allow for focused concentration on key priorities.

Task Force member responses included a preference to have priorities organized by need and timeline, increasing priority on data collection, current services planning, inclusion of hub design in wayfinding planning, the increased urgency of capital project prioritization and megaproject oversight, connected network planning, procurement and contracting. A question was raised about whether "Equity" should be included as a network management responsibility. A suggestion was made that MTC develop a standardized business case analysis protocol.

MTC E.D. McMillan mentioned that the Evaluation consultant will develop criteria and a methodology for a business case. She mentioned that to deliver improved transit results MTC would need additional resources, authority and technical capacity, to be matched by political will and public support. She also encouraged narrowing the focus to those items that would benefit from more centralized management.

Individual Public Speakers supported priority consideration of unified data collection, comparable data for equity planning, Capital Project Prioritization, Mega-project oversight and Delivery and including school transportation.

Secretary David Kim and Chad Edison made a presentation of State opportunities to support the Bay Area's Transit Transformation, including making state assets available to serve transit, bus priority use of lanes and sharing new metrics to measure travel demand and "service appeal". Planning equitably is an increasingly important priority. They emphasized accommodating long-distance one-ticket trips, off-peak service and all-day community services. Members' comments included appreciation for the state's active involvement with the Task Force, seeking a

partnership that accelerates projects with either legislative or policy fixes, the importance of the state's tools to understand where transit isn't but could be competitive with driving, the need to grow long-distance transit corridors and shared vision of a system designed for its users.

E.D. McMillan referenced the presentation's relationship to Plan Bay Area 2050 and the regional issues that intersect with connected transit planning; transportation, housing, the economy, and the environment. She encouraged Statewide leadership on policy integration.

Public speakers comments included there is value in the state's data and tools, only the state has the ability to look at the whole network, state leadership on an integrated statewide rail system, that CalSTA could provide more operating funds for transit and that electrified freight could help meet greenhouse gas re duction targets.

Closing Public Comments included that American Rescue funds should be used to get riders back to transit and to encourage addressing the needs for individuals who are considered disabled in the Task Force's recommendations.

Metropolitan Transportation Commission

Legislation Details (With Text)

File #:	21-0615	**Version:** 1	**Name:**
Type:	Report	**Status:**	Informational
File created:	4/6/2021	**In control:**	Blue Ribbon Transit Recovery Task Force
On agenda:	4/26/2021	**Final action:**	
Title:	Summary Report and Presentation		
Sponsors:			
Indexes:			
Code sections:			
Attachments:	Presentation		
	Memo		
	Attachment 1 Employer Survey		
	Attachment 2 Comprehensive Research Review		
	Attachment 3 Blue Ribbon Poll		

Date	Ver.	Action By	Action	Result

Subject:

Summary Report and Presentation

Presenter:

Steve Kinsey, CivicKnit and EMC Research

Recommended Action:

Information

Attachments:

BLUE RIBBON

TRANSIT RECOVERY
TASK FORCE

TRANSIT RECOVERY & TRANSFORMATION:
ENGAGEMENT, RESEARCH AND COMMUNICATIONS

Steve Kinsey, CivicKnit

Sara LaBatt, EMC Research

TRANSIT RECOVERY: "RETURN TO TRANSIT" RESEARCH AND COMMUNICATIONS CAMPAIGN

- **Employer survey (led by Bay Area Council) to help predict commuter transit demand**
  - Bay Area Council developed employer network (150 local employers)
  - Monthly employer survey (April-October), results to be shared with operators

- **"Return to Transit" communications campaign**
  - Informed by insights learned in 11 focus groups (Jan 2021) with residents, employers and schools
  - Partnering with transit operator marketing staff
  - Schedule:
    - Communication messages: in development
    - Message testing: May
    - Communications tool kit: end of June
    - Campaign promotion: beginning in July
  - Targeted campaign translated into Spanish, Chinese, Vietnamese and Tagalog.

TRANSIT TRANSFORMATION: BLUE RIBBON RESEARCH AND ENGAGEMENT

- **Review of over 90 transit-related studies authored by transit agencies, MTC and Air District**
  - Sara LaBatt (EMC Research) will present overview and highlight gaps

- **Blue Ribbon Poll on transit service and improvements**

  - Random poll of 1K Bay Area residents, in the field now

  - Results available in May

- **Regional CBO Focus Groups – April 2021**

  - Transit dependent populations, conducted in English, Spanish, Cantonese and with persons with disabilities

  - Focus groups will be held last week in April and will include topics of transit challenges/improvements.

BLUE RIBBON

TRANSIT RECOVERY TASK FORCE

Sfmta.com

Bart.gov

Public Transit Reform – Prior Research Review

Prepared for
Metropolitan Transportation Commission
Blue Ribbon Transit Recovery Task Force
April 2021

Project Purpose

▶ The purpose of this report is to present a comprehensive research review on the key public transit challenges faced by the public, with a particular focus on Bay Area-related transit research.

▶ Objectives:

- Provide a comprehensive review of public opinion around public transit services in the Bay Area, focused on pre-pandemic perceptions.
- Understand how the public perceived Bay Area public transit strengths and weaknesses, as well as opportunities for improvement.
- Identify knowledge gaps that could be addressed with future research, including topic areas and populations studied.
- Inform the work of the Blue Ribbon Transit Recovery Task Force.

Research Reviewed for this Report

▸ Approximately 90 different studies, articles, and reports were reviewed for this work, primarily covering the time period prior to the COVID-19 pandemic.

▸ The studies looked at a range of transportation issues, with much of the research focused on the Bay Area as a region, as well as some individual studies from specific operators or agencies, including AC Transit, BART, Caltrain, Golden Gate Ferry, Golden Gate Transit, SamTrans, SMART, VTA, and WETA.

▸ The research included studies focused on different regions of the Bay Area, as well as varying resident populations, including public transit riders, non-riders, the general resident population (riders and non-riders), and stakeholders.

▸ The reports reviewed were primarily based on surveys and qualitative research (focus groups, in-depth interviews, and public outreach sessions).

Data Notes

▸ While most of the survey research in this review employed strategies designed to obtain a random sample and/or be representative of the population being surveyed, some of the surveys were not designed with this intent. Instead, they were promoted to gather as many responses as possible to an opt-in online survey tool.

▸ Most of research represented in this report was conducted between 2018 to early 2020, with a few studies in the years prior. Statistics provided should be viewed with caution given that views today may have evolved since the research was conducted.

▸ Reviewing the studies in their totality gives a clear picture of strengths and challenges facing public transit overall and for some specific agencies. However, as a result of differing research methodologies, question wording, timing, and other factors, we advise that this report be considered only for **general sense of sentiment and issue areas** rather than be interpreted as a singular voice speaking to public opinion regarding public transit in the Bay Area or among each operator.

▸ A complete list of each piece of research used in this report is provided in the appendix.

Summary of Findings

Summary of Findings

▸ **The factors influencing use of public transit are universal across the research**: time/speed, reliability/predictability, frequency, ease of use, safety, accessibility, cost, cleanliness/comfort, and ability to connect to first/last mile modes.

▸ **Convenience-related factors are the most consequential in deciding whether to ride public transit,** with time/speed, reliability (on time and as scheduled), frequency, first/last mile connectivity, and ease of use all adding up to a general perception of "convenience."

- A perceived lack of convenience in any of these areas is most likely to undermine use of public transit—more so than cost, cleanliness/comfort, and, to some extent, safety.

▸ **Factors that influence the speed of a trip (how long it takes) are where residents consistently want to see improvement most.** Frequency is generally the most often mentioned area of improvement across all modes and operators; improved reliability is an equally strong consideration, particularly on bus systems.

Summary of Findings

▸ **Transfers and connections are an area of frustration and a disincentive to use public transit.** Connections often do not line up, which leads to long wait times, sometimes at stations/stops where riders may not feel safe. Furthermore, these connections require riders to keep track of different and sometimes confusing fare structures and operators' payment policies and systems.

▸ **Better connectivity and coordination across modes and agencies stands out in the research** as a way to improve convenience and ease of travel and increase ridership. Connectivity and coordination include the following:

- Better transit connections between modes and agencies.

- Better coordination between agencies on fares and schedules.

- Better coordination with other forms of transportation, such as on-demand ride services, bike and scooter share, paratransit, and other first/last mile options.

Summary of Findings

▶ The research revealed that **cost is a lower-level consideration, except for among those who it most impacts: lower income residents.** Cost is measured as a value proposition: For those without other options, is it affordable enough; for those with other options, are lower fares worth reduced convenience?

▶ **Better use of technology to coordinate travel**, particularly though apps, is seen as a way to improve predictability (by providing real-time arrival information), speed (by reducing waiting time, speeding up fare purchasing/payment, etc.), and first/last mile issues (by coordinating with bikeshare, ride hails, paratransit, etc.).

▶ There is some perception that **some improvements that could attract new riders could also burden the transit-dependent,** including people with lower incomes and underserved communities. Some of the concerns raised included:

- More direct and faster service could mean less geographic coverage.

- Smartphone-dependent apps could exclude those who cannot access that technology.

- Increased peak-hour frequency could reduce off-peak, impacting shift workers who are more likely to be lower income and have fewer transportation choices.

**Future Research:
Gaps and Opportunities**

Gap/Opportunity: Consistent Regional Data

▸ Existing research is fragmented and not uniform with respect to populations studied, survey language, and positioning.

▸ This makes it a challenge to generalize what the overall population of the Bay Area thinks about public transit, and what improvements would best attract more riders.

▸ Uniform regional research would help compare the perceived value of potential improvements, as well as concerns about how improvements might impact vulnerable populations.

Gap/Opportunity: Transit-Dependent Individuals

▸ How can we preserve public transit services for transit-dependent riders while also making improvements that attract new choice riders? Put another way, how can we make the kinds of changes needed to draw new riders while ensuring those who do not have other choice still have high-quality, timely, and affordable public transit services available to them?

▸ How can fares remain affordable for low-income riders who cannot afford other modes?

▸ How can technology be leveraged to improve transit for riders without leaving out transit-dependent populations, particularly seniors and lower income riders?

▸ For the transit-dependent, what is the value of peak-hour capacity improvements between significant origins & destinations versus expansion of service at off-peak times and/or to more locations?

Gap/Opportunity: Regional/Multimodal Commuters

EMC research

▸ For people currently transferring between operators on their regular trips, which aspects of coordination and integration are most important to them?

- How can transit reform make their trip easier?
- Would these riders prefer a "one seat" ride, even if it may take longer to get there?
- Is a "one fare" policy that reduces their total fare more or less important than reducing transfers between agencies for their trip?

▸ Research on "the trip not taken" for regional/multi-county commuters:

- Why is transit not an option for some of those whose commute patterns can be served by a multi-modal trip?
- Would better-coordinated transit across agencies encourage transit use among people who currently choose to drive because they feel taking transit would be too cumbersome?
- How significant of a barrier is the cost of transfers/additional fares to transit riding for this group?

EMC research

Ruth Bernstein
Ruth@EMCresearch.com
510.550.8922

Sara LaBatt
Sara@EMCresearch.com
510.550.8924

Chelsea Sektnan
Chelsea@EMCresearch.com
202.849.6525

BLUE RIBBON

TRANSIT RECOVERY
TASK FORCE

THANK YOU.

www.mtc.ca.gov/mtc.ca.gov/blue-ribbon-transit-recovery-task-force

TO: Blue Ribbon Task Force Members   DATE: April 26, 2021

FR: Ursula Vogler, MTC Staff

<u>RE: Blue Ribbon Research and Engagement Update</u>

Since October 2020, MTC and Bay Area transit agencies have focused on a broad 'return to transit' research and communications effort with support from the consultant team led by EMC Research. This past work has laid the groundwork for the Return-to-Transit campaign. As the work progressed, the effort evolved to include research to focus on the Blue Ribbon Transit Recovery Task Force's (Task Force) transit transformation effort (e.g., identification of transit challenges and improvements) while continuing to work on the transit recovery effort (e.g., Return-to-Transit communications effort). This combined effort is key to increasing transit ridership as the Covid-19 pandemic restrictions are lifted, and residents return to work, school and activities. Below is an overview of the research and communications efforts.

Phase 1: Market Research

1. **Transit Rider and Employer/Schools Focus Groups (January 2021)**
   In January, MTC's consultant team conducted eleven focus groups with Bay Area transit riders and employers/schools to understand the Bay Area's transit experience during the pandemic and to seek insight into Bay Area employers' plans to return to the office. EMC Research presented the results of the focus groups to the Task Force in January; the results will feed into the Return-to-Transit communications campaign, highlighted below.

Phase 2A: Transit Recovery (Return-to-Transit Campaign)

1. **Employer Survey (April – October 2021)**
   The Bay Area Council is currently surveying up to 150 Bay Area employers of varying sizes and locations about their return to the office plans to assist transit operators with their service planning. The surveys (Attachment 1) will be sent to a network of approximately 150 employers monthly, from April through October.

2. **Return-to-Transit Communications Campaign (Spring/Summer 2021)**
   Working closely with transit operator marketing staff, MTC and the communications and marketing consultant, Craft + Commerce, are developing a communications campaign aimed at encouraging Bay Area residents to return to transit when it is time. Using insights from the transit rider and employer/schools focus groups conducted in January, Craft + Commerce has begun creating a broad range of communications messaging (e.g., print, digital, social media) concepts this month. Messages will be tested in focus group

settings by EMC Research in May, and a communications tool kit will be available by the end of June. The campaign is anticipated to be promoted over the summer for an expected increase in ridership at the start of the school year. The targeted campaign will be translated into Spanish, Chinese, Vietnamese and Tagalog.

Phase 2B: Transit Transformation (Task Force Research and Engagement)

1. **Comprehensive Research Review (March 2021)**
   EMC Research has conducted a research review (Attachment 2) to compile information on key transit challenges faced by the public, reviewing over 90 transit-related studies, articles and reports from transit operators, MTC and the Bay Area Air Quality Management District conducted prior to the Covid-19 pandemic. The research review provides a comprehensive overview of pre-pandemic public opinion about transit, including opportunities for improvement and identification of gaps that could be addressed in future research. EMC staff will present the summary of these findings and the gaps in research at the April Task Force meeting.

2. **Blue Ribbon Poll (April/May 2021)**
   EMC Research is conducting a statistically valid public opinion poll (Attachment 3) targeting 1,000 Bay Area residents aimed at identifying the public's attitudes about and challenges with transit ridership. The poll is in the field now, and the results will be presented at the May Task Force meeting.

3. **Regionwide Community-based Discussion Groups (April 2021)**
   To ensure we hear from transit dependent riders about the topics not addressed in the research review and to confirm their top priorities, we will hold four community-based discussion groups at the end of April. The four discussion groups will include residents who depend on transit (in English, Spanish and Cantonese) and persons with disabilities. The results of the discussion groups will be included with the poll results that will be presented to the Task Force next month.

Bay Area Council Employer Network – Return to Transit Tracking Poll

The following survey is intended to gather information on Bay Area employers' return to work plans to assist transit agencies in planning for the future. All information collected is anonymous. When answering each question, please make your best guess or estimate, selecting the answer that is most applicable to you. This survey should take less than 5 minutes to complete.

1) How many people does your organization employ in the Bay Area?
   a. Under 25
   b. 25-100
   c. 101-1000
   d. 1001-10,000
   e. Over 10,000

2) How many of your Bay Area employees are considered essential workers?
   a. None
   b. Less than a quarter
   c. Around half
   d. Close to three-quarters
   e. All

3) **Before the pandemic**, how many days per week did your **typical** employee come to the workplace?
   a. 5 or more
   b. 4
   c. 3
   d. 2
   e. 1
   f. 0

4) **Right now**, how many days per week does your **typical** employee come to the workplace?
   a. 5 or more
   b. 4
   c. 3
   d. 2
   e. 1
   f. 0

5) **Once the pandemic is behind us**, how many days per week do you expect your **typical** employee will come to the workplace?
   a. 5 or more
   b. 4

      c. 3
      d. 2
      e. 1
      f. 0

6) How confident are you on your answer to the above question?
      Use numeric scale 1-5 (1 = Not confident at all 3 = Somewhat confident 5 = Very confident)

(SKIP to Q12 if Q2 = All are essential or 0% of workers are remote <u>OR</u> if Q3=0 and Q5=0)

7) Which of the following best describes where you are in **planning** how your employees will return to the workplace? (i.e., phased return, reduced capacity at the workplace, limited days per week)?
      a. We have not started planning
      b. We are in the very early planning stages
      c. We have developed some return plans, and still have more to develop
      d. We have developed most of our return plans
      e. We have developed all our return plans
      f. We do not plan on bringing employees back to the workplace

8) And which best describes where you are on **enacting** your plans to bring your non-essential employees back to the workplace??
      a. We have not started bringing any non-essential employees back to the workplace
      b. We have allowed a few non-essential employees to start coming to the workplace
      c. We are more than halfway done bringing non-essential employees back to the workplace
      d. We have completed bringing non-essential employees back to the workplace
      e. We do not plan on bringing non-essential employees back to the workplace

9) And what is your best guess at when you will start bringing non-essential employees back to the workplace?
      a. We have already begun bringing non-essential employees back to the workplace
      b. Within one month
      c. 1-2 months
      d. 3-4 months
      e. 5-6 months
      f. 7-11 months
      g. At least one year
      h. We do not plan on bringing non-essential employees back to the workplace

10) From today, when do you think your new long-term "normal" will be fully implemented in your organization? (i.e., all employees who you would like to return to the workplace have returned with consistency)
      a. N/A/we are already operating under our new normal
      b. Within one month
      c. 1-2 months
      d. 3-4 months

  e. 5-6 months

  f. 7-11 months

  g. At least one year

  h. We do not plan on bringing employees back to the workplace

11) How much are you communicating with your employees about how they get to work/will get to work (i.e., by driving alone, utilizing public transit, etc.) once the workplace reopens?

  a. A lot

  b. A little

  c. Not at all

12) Thinking about your employees returning to public transit, as of right now, how concerned are you about COVID safety on transit?

  d. Very concerned

  e. Somewhat concerned

  f. Not very concerned

  g. Not at all concerned

13) Will you support the use of public transit as a way for your employees to commute to the workplace? If no, why?
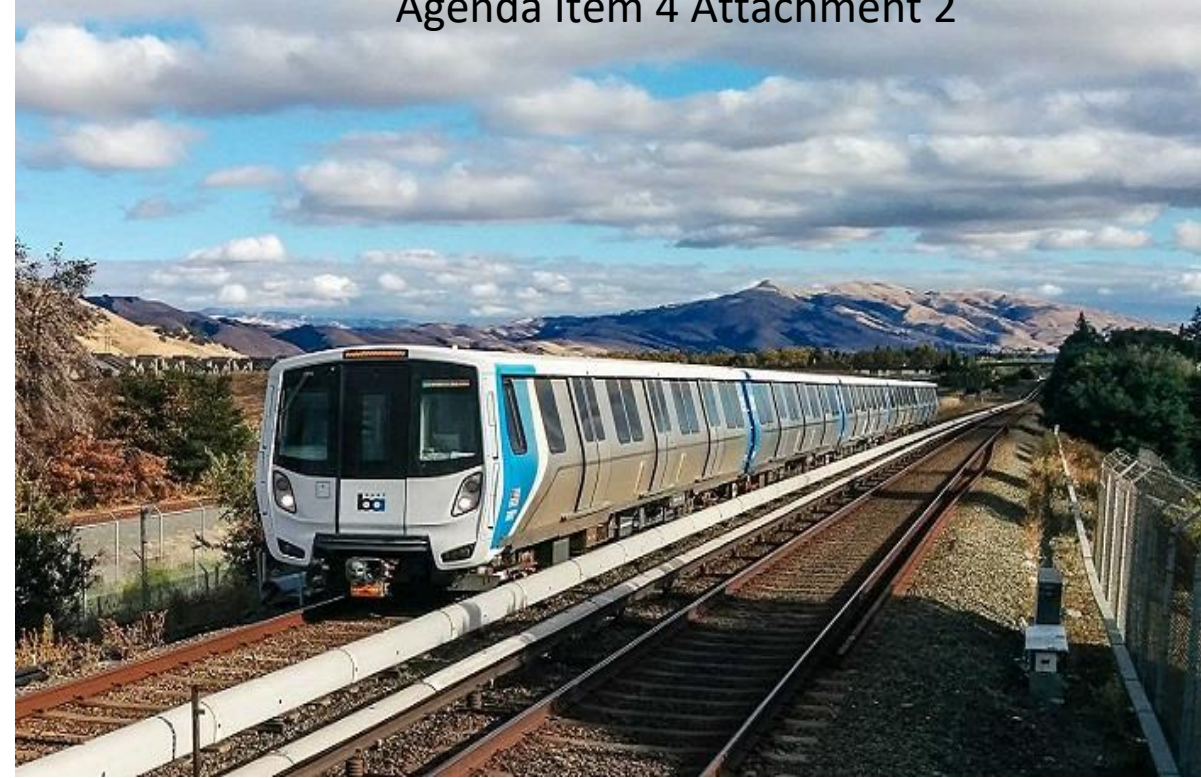
    Yes

    No

    Comment box generated for "no" responses

14) Do you have any specific recommendations related to public transit in the Bay Area that would be helpful for your employees?

Open comment box

Sfmta.com

Bart.gov

Public Transit Reform – Prior Research Review

Prepared for
Metropolitan Transportation Commission
Blue Ribbon Transit Recovery Task Force

April 2021

Project Purpose

▸ The purpose of this report is to present a comprehensive research review on the key public transit challenges faced by the public, with a particular focus on Bay Area-related transit research.

▸ Objectives:
- Provide a comprehensive review of public opinion around public transit services in the Bay Area, focused on pre-pandemic perceptions.
- Understand how the public perceived Bay Area public transit strengths and weaknesses, as well as opportunities for improvement.
- Identify knowledge gaps that could be addressed with future research, including topic areas and populations studied.
- Inform the work of the Blue Ribbon Transit Recovery Task Force.

Research Reviewed for this Report

▶ Approximately 90 different studies, articles, and reports were reviewed for this work, primarily covering the time period prior to the COVID-19 pandemic.

▶ The studies looked at a range of transportation issues, with much of the research focused on the Bay Area as a region, as well as some individual studies from specific operators or agencies, including AC Transit, BART, Caltrain, Golden Gate Ferry, Golden Gate Transit, SamTrans, SMART, VTA, and WETA.

▶ The research included studies focused on different regions of the Bay Area, as well as varying resident populations, including public transit riders, non-riders, the general resident population (riders and non-riders), and stakeholders.

▶ The reports reviewed were primarily based on surveys and qualitative research (focus groups, in-depth interviews, and public outreach sessions).

Data Notes

▸ While most of the survey research in this review employed strategies designed to obtain a random sample and/or be representative of the population being surveyed, some of the surveys were not designed with this intent. Instead, they were promoted to gather as many responses as possible to an opt-in online survey tool.

▸ Most of research represented in this report was conducted between 2018 to early 2020, with a few studies in the years prior. Statistics provided should be viewed with caution given that views today may have evolved since the research was conducted.

▸ Reviewing the studies in their totality gives a clear picture of strengths and challenges facing public transit overall and for some specific agencies. However, as a result of differing research methodologies, question wording, timing, and other factors, we advise that this report be considered only for **general sense of sentiment and issue areas** rather than be interpreted as a singular voice speaking to public opinion regarding public transit in the Bay Area or among each operator.

▸ A complete list of each piece of research used in this report is provided in the appendix.

Summary of Findings

Summary of Findings

▸ **The factors influencing use of public transit are universal across the research**: time/speed, reliability/predictability, frequency, ease of use, safety, accessibility, cost, cleanliness/comfort, and ability to connect to first/last mile modes.

▸ **Convenience-related factors are the most consequential in deciding whether to ride public transit,** with time/speed, reliability (on time and as scheduled), frequency, first/last mile connectivity, and ease of use all adding up to a general perception of "convenience."

   • A perceived lack of convenience in any of these areas is most likely to undermine use of public transit—more so than cost, cleanliness/comfort, and, to some extent, safety.

▸ **Factors that influence the speed of a trip (how long it takes) are where residents consistently want to see improvement most.** Frequency is generally the most often mentioned area of improvement across all modes and operators; improved reliability is an equally strong consideration, particularly on bus systems.

Summary of Findings

▸ **Transfers and connections are an area of frustration and a disincentive to use public transit.** Connections often do not line up, which leads to long wait times, sometimes at stations/stops where riders may not feel safe. Furthermore, these connections require riders to keep track of different and sometimes confusing fare structures and operators' payment policies and systems.

▸ **Better connectivity and coordination across modes and agencies stands out in the research** as a way to improve convenience and ease of travel and increase ridership. Connectivity and coordination include the following:

- Better transit connections between modes and agencies.

- Better coordination between agencies on fares and schedules.

- Better coordination with other forms of transportation, such as on-demand ride services, bike and scooter share, paratransit, and other first/last mile options.

Summary of Findings

▸ The research revealed that **cost is a lower-level consideration, except for among those who it most impacts: lower income residents.** Cost is measured as a value proposition: For those without other options, is it affordable enough; for those with other options, are lower fares worth reduced convenience?

▸ **Better use of technology to coordinate travel**, particularly though apps, is seen as a way to improve predictability (by providing real-time arrival information), speed (by reducing waiting time, speeding up fare purchasing/payment, etc.), and first/last mile issues (by coordinating with bikeshare, ride hails, paratransit, etc.).

▸ There is some perception that **some improvements that could attract new riders could also burden the transit-dependent,** including people with lower incomes and underserved communities. Some of the concerns raised included:

- More direct and faster service could mean less geographic coverage.

- Smartphone-dependent apps could exclude those who cannot access that technology.

- Increased peak-hour frequency could reduce off-peak, impacting shift workers who are more likely to be lower income and have fewer transportation choices.

Detailed Report

Sections

▸ Factors/Barriers to Transit Use

- Cost/Affordability
- Time/Speed
- Coordination/Connectivity
- Safety
- Understanding
- Inclusion and Equity

▸ Individual Transit Operators

▸ Future Research: Gaps and Opportunities

▸ Appendix: List of Research Reviewed

Factors/Barriers to Transit Use

Factors Influencing Decision to Ride Transit

▸ **Understanding**

- Knowledge/awareness of figuring out fares
- Complexity/ease of planning rides
- Fear of the unknown

▸ **Cost**

- Affordability; Is the value-proposition positive?

▸ **Time/Speed**

- Waiting times
- Frequency of vehicles
- Ease of transfers/connections
- Time spent on vehicle
- Real-time arrival information

▸ **Reliability**

- On time and as scheduled

> "Consumers adopt services that are efficient, effective, and right priced."[1]

Factors Influencing Decision to Ride Transit

▸ **Safety**

- Safety/personal well-being as travel to and from station/stop, while waiting, and on the vehicle
- Concerns about other passengers and homeless riders
- Includes cleanliness or upkeep of vehicles and stations/stops

▸ **Accessibility**

- Ability to get to/from the stop/station, access to the vehicle or station

▸ **First/last mile experience**

- An easy way to get to first stop and from final stop to destination, including mobility on demand
- Relates to other factors including affordability, accessibility, safety, time/speed

▸ **Cleanliness/comfort**

- Clean
- Not overcrowded/having a place to sit
- Operator/driver helpfulness
- Modern

Factors Influencing Decision to Ride Transit

▶ **"Convenience" is a powerful determinant for riding public transit—often called the most important factor. Convenience includes (and is undermined by) many of the factors most important in choosing public transit:**

- **Time/speed**: Getting to a destination quickly, saves time/avoids traffic, adequate frequency of vehicles, low waiting times.

- **Reliability**: Gets me to where I want to go on time and predictably.

- **Accessibility**: Includes first/last mile issues, ability to physically navigate the station/stop and vehicles.

- **Understanding**: Trip planning is easy, navigating the system is easy.

▶ **Payment: While Clipper generally makes payment more convenient,** the research shows some Clipper challenges detract from this convenience, including issues with loading fares for different systems and delayed availability of funds after loading them onto Clipper. Other studies showed frustration with tapping on and off.

> In a 2020 study of Bay Area transit riders, the highest proportion volunteered *convenience* as the *main* reason they choose an alternative transportation method rather than drive alone.[2]

Cost/Affordability

Cost: Affordability

▸ Cost is a barrier for those who need or depend on public transit most—low-income people.

▸ For potential and non-riders in particular, cost is a lower priority concern and most often not a notable barrier. They do prioritize affordability, but are less likely to say cost is a primary issue.

▸ Cost is an equity issue; for example, on Caltrain where the cost of taking the train is sometimes higher than the cost of driving.

"$16.50 round-trip fare from EPA to SSF is a barrier for moderate income people and insurmountable for low-income riders, many of whom are frontline service workers who commute during off-peak hours. Only when the cost of this 50-mile round-trip commute on Caltrain ($16.50) is cheaper or at least competitive with 50 miles worth of gas ($7) can low-income people consider using Caltrain."[3] -Stakeholder

In a 2018 San Francisco resident survey, 47% said "cost" is a very important factor in choosing their mode of transportation in San Francisco—far lower than the 73% to 82% who gave this response about ease of use, travel time, and convenience. Overall, however, cost is at least "somewhat" important to 85%.[4]

Cost: Affordability

In a 2020 study of Alameda County residents, 44% agreed *riding transit is affordable,* and 75% called *improving the affordability of public transit* a priority (41% a "major" priority). While affordability was a greater concern to lower income residents in this study, it did not supersede frequency and reliability or safety and cleanliness.[3]

- In a 2021 Bay Area study, cost concerns were balanced with concerns about frequency and availability; cost was rarely the most important factor alone—even among those in the lowest income bracket (< $25,000). However, **as a respondent's income increased, there was a greater importance placed on frequency and quality over cost**.[5]

- There is support and the perception of need for discounted fares for seniors, students, and low-income residents.

Cost: Value Proposition

▸ **Cost of travel is often measured as a value proposition.**

▸ A 2021 Bay Area study concluded that cost is also measured in terms of value, which combines "the question of 'is transit a good use of my money' with other demands such as 'it takes me where I want to go, it treats me with respect, it's a good use of my time, etc.'" The value of the cost is evaluated in light of the stages of the rider's journey.[5]

- • For example, paying more to ride transit than it costs to drive may be worth it to avoid traffic and a long commute, while saving money may not be worth it if public transit is perceived to take too long.

▸ These findings are supported by research conducted by various agencies.

> In 2019 San Mateo County focus groups, some said they would take the bus even if it is slower because it costs less than driving and parking or dealing with other car issues.[6]

EMC research

Time/Speed

Time/Speed

▸ **Fast, efficient transit is one of the prime factors influencing the use of public transit.**

▸ One of the most often reported issues with public transit is how long it takes to reach a destination—that it is "not competitive with driving."[7]

▸ Optimal speed of transit requires:

- Reliability
- More frequent service
- More direct service
- Seamless transfers/connections
- Transit close to home/work
- Real-time arrival information
- Easy payment/fare coordination

87% of Alameda County residents call *improving the frequency and reliability of public transit* a priority.[3]

87%

▸ Together these attributes lead to less waiting times at stations and less time in transit—and the "convenience" which is critical to transit use.
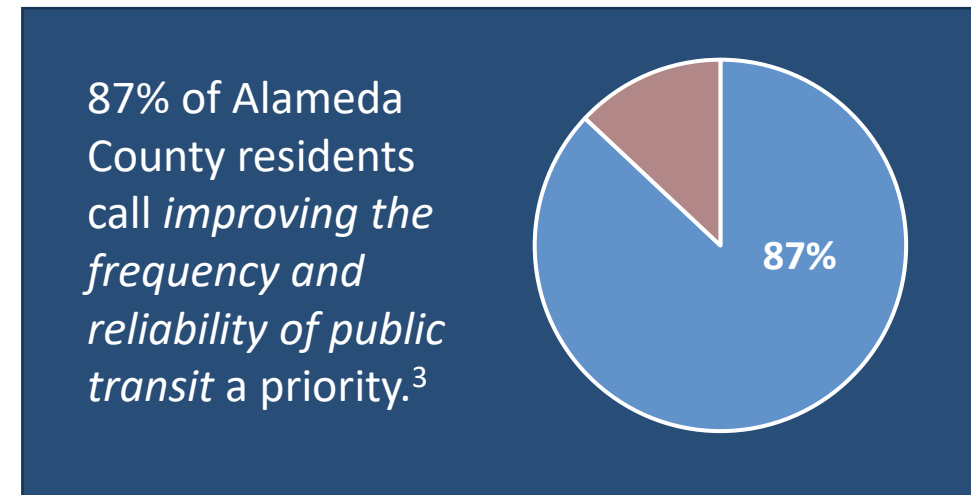
Time/Speed

> "It's not the true speed that matters; it's the relative speed."[1]

▶ When it comes to assessing speed, it is "relative speed that matters."[1]

- A Los Angeles study showed that transit market share was high when travel time using transit was 50% or better than the time it would take by auto.[1]
- San Mateo County focus groups also showed riders would drive when the difference in time between driving and public transit would be too large.[6]
- The Los Angeles study also showed that, when it comes to evaluating time, better frequency matters more for short trips (to reduce wait times) compared to longer trips where in-vehicle speeds are important.[1]

Time/Speed: Waiting

▸ "Waiting" reflects a number of factors: the amount of time to get to/from a stop/station, at that stop/station, on the vehicle, and making connections. Inadequate frequency of vehicles produces longer wait times.

▸ Waiting elicits concern about personal well-being or safety when waiting for transit—especially at night.

▸ A number of studies show frustration with buses not being on time or reliable—leading to longer wait times.

▸ Studies consistently found a strong desire for real-time updates—and at every stage of one's travel to reduce waiting time.

60% of non-Caltrain riders in a Peninsula region study agreed *it really bothers me to have to wait for a train or a bus.*[8]

Time/Speed: Frequency

▸ A lack of frequency is a major barrier to public transit use and is an issue across all modes of public transit. Research consistently found a desire for trains/buses to run more often.

▸ Not only do residents want more frequency at peak commute times, but also early morning, late evening, mid-day, and weekends.

▸ Increased frequency during off-peak hours is particularly important for low-income riders and students who often depend on public transit at non-traditional commuter hours. As a result, frequency is an equity issue as well.

> In a 2018 San Francisco resident study, 62% said that, if Muni ran more frequently, they would take it more often.[4]

▸ Infrequent buses and trains cause stress and lead many to fear that missing a bus or train will lead to the rider waiting up to an hour for the next vehicle or missing the last train or bus of the evening.

Time/Speed: Frequency/Speed vs. Coverage

▸ **The design of coverage-based networks provides residents with a bus route close to where they live or work, but, as a result, not a direct or frequent route.**

▸ This design serves the most people with the least resources, but impedes fulfilling the desire for frequent, direct, and fast service.[9]

- As explored in a NVTA needs assessment, maximizing coverage results in multiple transfers that can confuse, circuitous routes, indirect routes, service hours aligned with traditional work hours that do not match non-peak work hours, and timed transfers that lead to uncertainty for passengers.[9]

▸ **The desire for more frequency does not overwhelm the desire for more coverage.** In a 2015 AC Transit study, 59% prefer new resources to be used to add buses to routes with high ridership, while 41% prefer new resources to be used to increase coverage to areas without existing service.[10]

Time/Speed: Frequency

▸ **Across numerous surveys, respondents prefer faster/more frequent buses with a longer walk to a bus stop over shorter walks and slower/less frequent buses.**

SamTrans[11]

Would you prefer: Routes serve fewer stops spaced further apart, requiring more walking in order to speed up the trip OR routes that serve many stops close together to minimize walking, even if it slows down the route.

Walk less 33%

More walking 67%
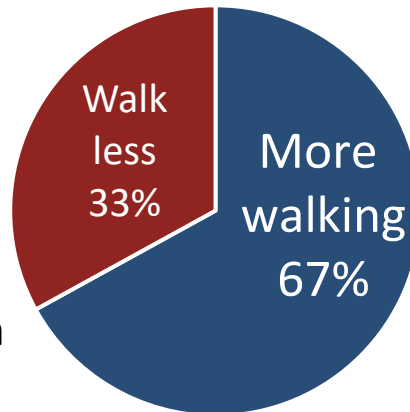
NVTA Vine[9]

Would you be willing to travel farther from your house to a bus stop if the service was more frequent and/or direct?

No 36%

Yes 64%
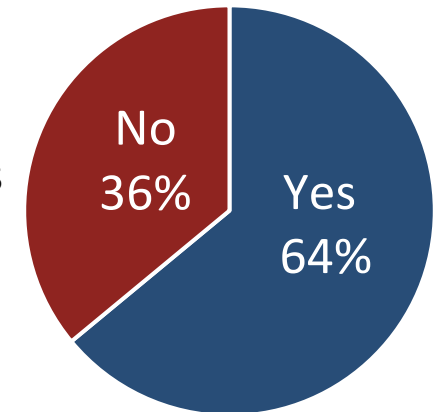
AC Transit[10]

In general, which option best describes the type of transit you prefer to use: walk less, but wait longer OR wait less, but walk further

Walk less 19%

Wait less 81%
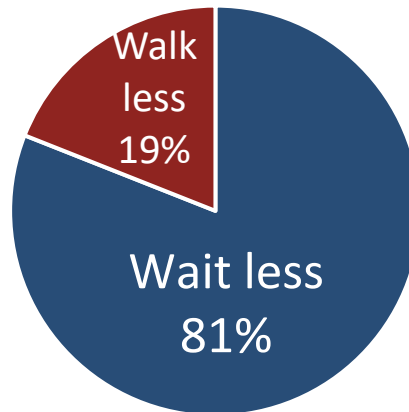
Muni[12]

Would you consider walking a longer distance to your Muni stop if you knew it would reduce your overall travel time?

No 35%

Yes 61%

Time/Speed: Transfers

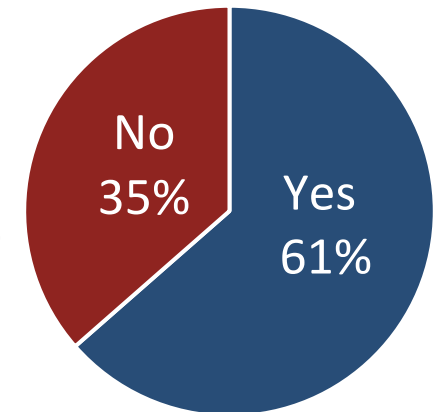▸ While residents want more frequency, the research suggests that they are more divided over if a network of more frequent service that relies on transfers is the way to do that—perhaps because transfers suggest more time and inconvenience.

- In a 2015 AC Transit study, 55% preferred a network of more frequent service that relies on transfers between routes, while 45% preferred a one seat ride, with less frequent and less direct service.[10]

One Seat 45%
Transfers 55%

Willing 30%
Not Willing 51%
Neutral 18%
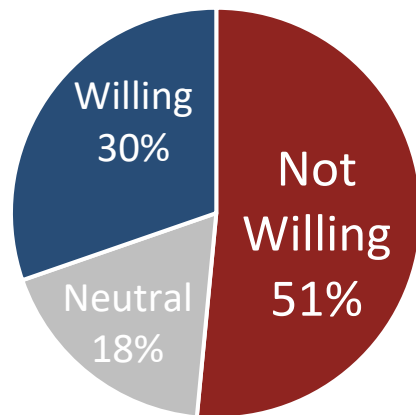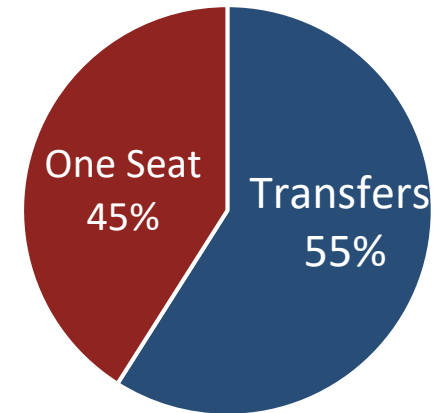
- In a 2017 study of Transbay riders, 51% are not willing to transfer from another mode onto Transbay service even if there were faster and more frequent service.[13]

Time/Speed: Real-Time Information

> "The impacts of real-time information on passenger wait times are the most common positive finding in the literature. A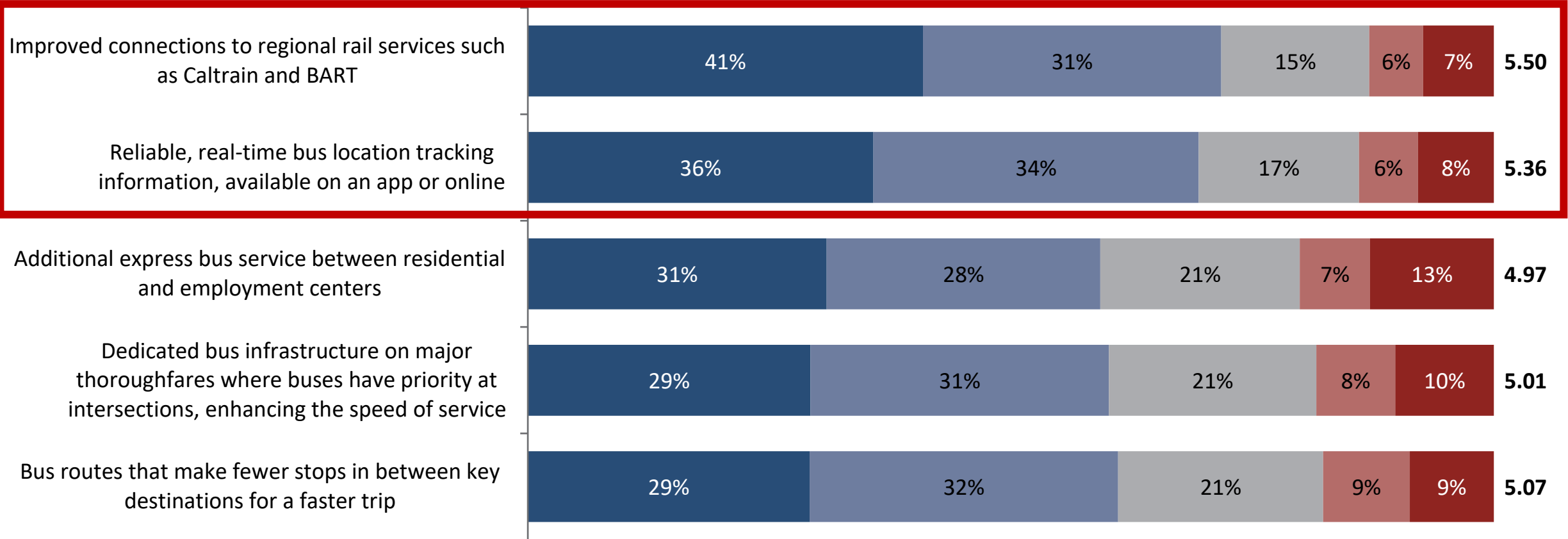ccessing real-time information from a passenger's place of origin (e.g., home or work) enables the rider to 'time' his or her arrival to a stop to reduce his/her actual wait time."
>
> - A Literature Review of the Passenger Benefits of Real-Time Transit Information (Brakewood & Watkins)[14]

‣ **Throughout the research, there is a strong desire for "cohesive real-time information for passengers."**

- Real-time information is routinely mentioned to improve predictability/reliability and trip planning, reduce waiting times, overcome frequency/schedule issues and, therefore, increase ease and speed of travel.

- A literature review of studies over the past two decades of real-time information through signage and personal devices on bus systems, light rail, heavy rail, and commuter rail found that real-time information has both real and perceived benefits of reducing waiting time and increasing transit use. It also leads to increased perception of personal security and increased satisfaction with transit overall.[14]

- In one study among Clipper Card customers, 85% reported being interested—with 72% very interested—in real-time arrival information. This was the most compelling feature tested.[15]

Real-time Information

▶ **A 2019 SamTrans resident survey found that the improvements most likely to lead to more transit use focused on connections and real-time information.[16]**

	7 - Would make me much more likely to ride SamTrans	5-6	4/(Don't Know)	2-3	1 - Would not make me more likely to ride SamTrans	**Mean**

	7	5-6	4/(Don't Know)	2-3	1	**Mean**
Improved connections to regional rail services such as Caltrain and BART	41%	31%	15%	6%	7%	**5.50**
Reliable, real-time bus location tracking information, available on an app or online	36%	34%	17%	6%	8%	**5.36**
Additional express bus service between residential and employment centers	31%	28%	21%	7%	13%	**4.97**
Dedicated bus infrastructure on major thoroughfares where buses have priority at intersections, enhancing the speed of service	29%	31%	21%	8%	10%	**5.01**
Bus routes that make fewer stops in between key destinations for a faster trip	29%	32%	21%	9%	9%	**5.07**

The following are service changes that SamTrans may consider implementing in the future. For each, please indicate how likely you would be to ride SamTrans if that service change were implemented locally.

Time/Speed: TNCs

▶ **Transportation Network Companies (TNCs) provide fast, efficient transportation**

- In a 2018 survey of Muni riders, the top three reasons riders volunteered for choosing to use ride hailing services instead of Muni related to time or speed of transit: 41% because it is faster or goes directly to their destination, 28% when they are in a hurry and do not have to wait, and 17% for door-to-door service.[12]

- A NVTA study reported that TNCs have influenced a decline in Vine bus ridership, among other factors.[9]

- In a 2018 survey of San Francisco residents, 44% said they use on-demand ride-hail like Uber or Lyft for trips that I used to take Muni for.[4]

What is the main reason you choose a ride hailing service like Uber or Lyft rather than Muni?[12]

Reason	Percent
Faster/Goes directly to destination	41%
In a hurry/Don't have to wait	28%
Door to door service	17%
Safer than Muni	11%
Cheaper/Nearly the same price as Muni	9%
More reliable than Muni	9%
Limited night/early morning service on Muni	6%
Muni is crowded	5%
Cleaner than Muni	4%
More comfortable than Muni	2%
Have to carry multiple or large items	2%

Coordination/Connectivity

Coordination/Connectivity

▸ **Research shows that a lack of coordination and connectivity across agencies makes it difficult to plan trips and creates equity issues.**

- Focus groups of Bay Area residents in 2020 found that "users find it difficult to plan journeys that require more than one operator."[17]

▸ **Studies show a desire for agencies/systems to coordinate.**

- 88% support requirements for Bay Area public bus and train agencies to coordinate schedules, fare structures, and payment systems throughout the Bay Area.[18]

- 71% believe there should be a regional plan guiding all transportation improvements in the Bay Area, rather than believing transportation planning should be done by individual counties and local transportation agencies (25% choose this option).[18]

"There should be one integrated transit system in the region with connections and adjunct transportation to make it the fastest and most reliable system."

- Sonoma County Resident [7]

Coordination/Connectivity

▸ **Residents want seamless transit connections.**

- In an Alameda County resident survey, 83% called improving connections between different public transit services a priority (45% a major priority). And 80% said more convenient connections between different transit services (e.g., AC Transit and BART) is a top three priority.[3]

- Of all service changes tested in a 2019 survey of San Mateo County residents, the highest proportion, 72%, said they would be likely to ride SamTrans if it had improved connections to regional rail services such as Caltrain and BART.[16]

- When non-Caltrain riders on the Peninsula were asked what is the single most important thing Caltrain could do to increase the number of trips you take on Caltrain, 21% volunteered more connectivity/locations.[8]

"The potential for a fully seamless single transit ride—even within Sonoma County—is limited by the fragmented nature of transit and other service providing organizations, each one with their own service area, service boundaries, hours of operation, coordinated agreement, fare policy, funding reserve policy, and key performance indicators."

- Sonoma County Area Agency on Aging Discovery Report[19]

Coordination/Connectivity: Payment convergence

▸ Research supports the idea that **"fares are inconsistent and confusing across multiple agencies with invisible service boundaries."**[19]

- **Payment Convergence Benefits:** One study showcased the value of payment convergence with private parties, including parking lots; car, bike, scooter sharing accounts; and ride hailing companies. A study of 36 transit agencies found that most agencies expect payment convergence to lead to "an increase in transit ridership; reduced transit boarding time;" "decrease in waiting time for purchasing and topping-up fare media;" and "the ability to offer cross-program incentives across customer groups such as seniors, students, and those with disabilities." It will provide a more seamless experience.[20]

- **Payment Convergence Challenges:** Payment convergence is challenged to provide equity for those without access to electronic payment, smartphones, credit cards, and those who are under- or unbanked. Multiple studies show limited access to internet and mobile information for underserved communities and seniors. It also raises issues of customer privacy and protection of data.

Coordination/Connectivity: A Multimodal, Multi-Agency App

▸ **Bay Area residents are eager for online tools, in particular apps, to help manage and coordinate all aspects of their trip—particularly one that is integrated across modes and agencies.**

- A Sonoma County study explained how "a person hypothetically traveling from central Guerneville to southeastern Petaluma via paratransit would need to consult multiple online paratransit rider's guides across multiple websites to make a fully informed travel decision." The study explained, "There is also demand for a centralized online resource location with consistent standards/services which would help with confusion between agencies and local transit providers."[19]

- Related, there is a strong interest in apps to manage multi-modal and multi-system trips that provide a coordinated way to receive real-time arrival information; make payments; and trip plan, including first/last mile planning (including parking, micro-mobility options such as bike, scooter as well as carpool and TNCs).

- Apps and other new technology can produce issues around equity and inclusion for those without access to Smartphones and the Internet.

> The integration of fare media and trip planners into real-time information apps allow passengers to consult one app for all their transit needs. Multimodal information – including private and public transportation options—in real-time trip planners is another interesting area for future research.
>
> - A Literature Review of the Passenger Benefits of Real-Time Transit Information (Brakewood & Watkins)[14]

Technology: MOD Sandbox Case Studies

Case Study: Valley Metro Pass2GoApp®[21]

▸ Provided a robust trip planning experience; produced a mobile ticket for bus and rail; and provided a single payment solution for both public transit and a TNC project partner.

▸ The average planning and wait times of Pass2Go® users decreased. Users reported greater connectivity with public transportation using information augmented in Pass2Go®. User behavior showed greater use of connecting first-mile and last-mile modes through measured activity. Pass2Go® users with disabilities found that trip planning methods were improved.

Case Study: TriMet: OpenTripPlanner[21]

▸ Designed to expand the OpenTripPlanner with shared mobility, implement an improved geocoder, help TriMet customers make informed mobility decisions to bridge first- and last-mile gaps, prioritize low stress routing for active transportation, provide enhanced accessibility information for travelers.

▸ Forty percent (40%) said the addition of shared mobility options moderately or greatly improved their mobility. Fifty-five percent (55%) said that the real-time information provided was very useful. A majority of respondents believed that the trip planner improved first- and last-mile connections to transit and the ability to make multimodal trips.

Safety

> "But also more needs to be done to make public transit a pleasant and safe experience. Hearing stories about people getting stabbed or having it smell like urine every time you step on makes people want to drive their car instead for their own safety and enjoyment. In Portland, Oregon, public transit is actually kind of delightful. How can we make ours similar?"[22]

▸ **A negative perception of safety is a barrier to public transit use**, although it is not as high a priority as other issues. Safety issues include:

- **On transit:** Awareness of rising crime, exposure to unsafe or unclean-presenting individuals, lack of obvious transit personnel makes riders feel they have to be on their guard when riding, even before the pandemic.

- **While waiting:** Lack of lighting, not feeling protected from traffic at stops, and long wait times (again, related to frequency, transfers, coordination) all make riders feel vulnerable.

- **First/last mile:** Sense of safety walking or biking to and from stations/stops, especially neighborhoods where there are no sidewalks, poor lighting, or lack of a safe environment.

Understanding

▸ **Gaps in understanding pose barriers to public transit use.**

- Not knowing how "to do it"—how to figure out the buses or fear of ending up in the wrong place.

- How to pay for a multi-modal ride; how to navigate different fare structures; how to use a Clipper Card.

- Low awareness of existing apps and other tools to help plan a public transit trip.

"That's another thing if we knew, at least for myself if I knew the right trains to get on and the right buses, if I knew more schedules, if it didn't take so much effort to try to figure it out."
- Potential rider woman[6]

"The bus to me, for whatever reason, is just one step too much for me. I feel like taking the bus has its own little way of doing things and culture and stuff, but I just don't know how to do it, and I feel too stressed doing it on my own . . . I just wouldn't mess with it in fear of ending up in the wrong place . . . If it's a route that I've done before, then sure, I'd whatever [but] finding out new ones is not my cup of tea." – Transit rider from San Francisco.[5]

Inclusion and Equity

Inclusion/Equity

▸ **Inclusion and equity issues emerge in virtually every aspect of the public transit experience, including understanding (such a language barriers), costs, payment systems, first/last mile issues, frequency (and schedules), coverage, and safety.**
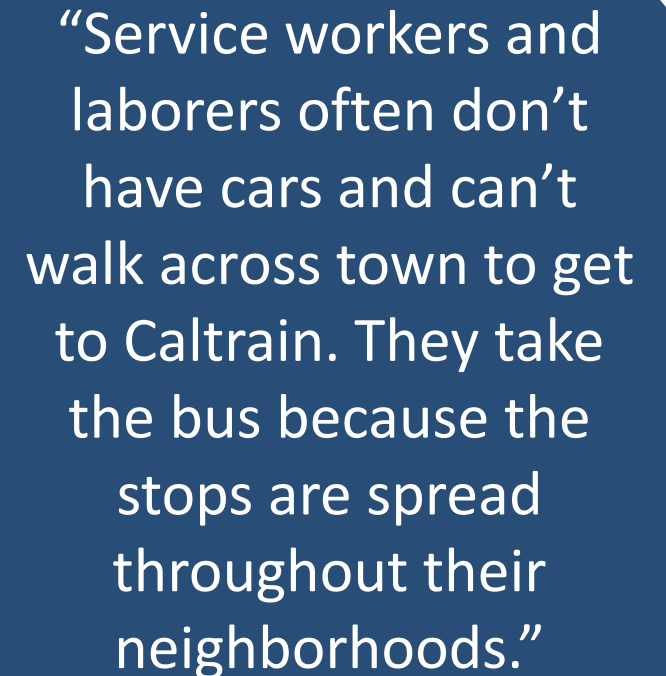
- Inclusion and equity issues create more significant barriers to transit use for seniors, people who are disabled, and the underserved—the very groups who often rely on public transit most.

- To this point, a SamTrans paratransit survey found that issues related to access, reliability, routes, schedules, and time it takes to reach destination are more significant barriers for those with disabilities, including those who rely on paratransit services. Most do not use fixed-route SamTrans buses or Caltrain often as a result. However, they are satisfied with paratransit services.[23]

> "Seniors and people with mobility issues need a transportation system that is reliable and meets a variety of needs from shopping to medical appointments to visiting with friends"– Livermore Resident[3]

> ". . . All these factors individually aren't a big deal, but collectively they create a negative rider experience. If. . . I'm older or with a severe disability, I might it extremely daunting."– Transit rider from San Francisco[5]

Inclusion/Equity

‣ **Examples of inclusion/equity issues among factors that influence the public transit experience:**

- **Frequency**: Lower income residents are more likely to commute during non-peak hours, where there is more limited service. If they miss the last train or bus and are unable to afford a TNC or find another means, they could end up stranded.

- **Speed and reliability**: Residents in low-income areas—like the Bayview neighborhood in San Francisco as one study discussed—often face longer travel times to get to jobs, health care, and other essential trips. This means they face more congestion, which impacts reliability. Addressing long and unreliable travel is a particular issue as a result.[24]

- **Cost**: As mentioned earlier, cost is a particular barrier to using some modes of transit—such as Caltrain— or a more significant economic stressor for transit-dependent riders who are making the choice between getting to work or paying for groceries.

- **Payment**: Those who use the Clipper Card are satisfied with it and satisfied with it across agencies.[15] However, there is less access to the Clipper Card for those who are unbanked or do not have access to the Internet or a smartphone.

- **Understanding**: A Caltrain study reported that the "fragmented nature of public transit service in the Bay Area makes it difficult for riders, especially those from marginalized and limited-English-proficient backgrounds, to navigate myriad systems and agencies."[25]

Inclusion/Equity: First/Last Mile Issues

▸ **First/last mile challenges can lead to inequities in public transit opportunities.**

▸ Challenges in covering transportation for the first/last mile of one's trip are not only disincentives for many to ride public transit, but particular barriers for the most underserved.

▸ Research shows concern about the safety of sidewalks, walking, and biking, and safety from traffic in getting to or from stops/stations, particularly in Communities of Concern.

▸ In addition to safety concerns, some residents simply cannot walk to the closest bus or transit stop. Two in ten respondents in a Sonoma County survey focused on older residents gave this response when asked why they do not use public transportation.[19]

> "Service workers and laborers often don't have cars and can't walk across town to get to Caltrain. They take the bus because the stops are spread throughout their neighborhoods."
>
> - Stakeholder[25]

Inclusion/Equity: Caltrain

▶ **A Caltrain Business Plan Equity Assessment[25] highlighted how issues around equity emerge related to Caltrain. To improve equity, the study found that Caltrain should provide:**

- More late night and early morning service

- Better connected coordinating services during early morning and late evening hours

- Better connecting bus service

- Better bike and pedestrian connections

- Discounted fares for low-income riders

▶ **Stakeholders also mentioned issues with inclusion.** One stakeholder who offered feedback in this study said he is more comfortable on BART than on Caltrain, because ridership is more diverse on BART. On Caltrain, he is nervous when the conductor comes for his ticket because he feels he does not "belong;" he thinks it is especially intimidating for non-English speakers. Someone else mentioned that Caltrain doesn't seem like it is intended for their use (their community), and another said his vision is that Caltrain would be a leader in celebrating the diversity and international population in the Bay Area. He said Caltrain could do this by making all signage in multiple languages.

Individual Transit Agencies

Transit Agencies - Summary

There are different perceptions of strengths and weakness of transit agencies.

▸ While each agency is perceived differently in the areas influencing the use of transit, the research review generally shows modestly favorable reviews at best, even in each agency's strongest areas. This indicates that broad-based improvements are needed to meet the needs of those who can—and cannot—make a choice to take it.

- **AC Transit:** AC Transit is seen providing broad coverage at a reasonable cost, with relatively less concern about safety. While it is valued for its accessibility, it is not seen as fast, reliable, or frequent—the most important convenience factors.

- **BART:** BART is more positively reviewed for being reliable and frequent, but it is the most likely to be viewed as unsafe and poorly maintained across the transit systems.

- **Muni**: Muni is well-regarded for being accessible and affordable. It gets its highest marks for being convenient and easy even though it gets its weakest reviews for reliability, frequency, and speed.

   Caltrain: Caltrain is seen as reliable, easy, safe, clean, comfortable (other than being overcrowded), and low stress. However, riders and non-riders would like more frequent service and better connection with other systems, such as SamTrans and VTA. It is also considered expensive—which may not be a barrier to those who ride Caltrain most often, but it is a barrier to people with lower incomes who may want to take it but find it less costly to drive.

- **SamTrans:** SamTrans is generally viewed positively for being clean, safe, and affordable. As with other bus systems, it is less well-regarded for its speed, frequency, and reliability, but also its coverage and first/last mile needs. One of SamTrans' greatest weaknesses, however, is its low familiarity.

Stronger/Weaker Attributes by Agency

	AC Transit	BART	Muni	Caltrain	SamTrans
Frequency	🟥	🟩	🟥	🟥	🟥
Speed	🟥	⬜	🟥	🟥	🟥
Reliability/On-time performance	🟥	🟩	🟥	🟩	🟥
Cost	🟩	🟥	🟩	🟥	🟩
Safety	🟩	🟥	🟥	🟩	🟩
Accessibility	🟩	⬜	🟩	🟥	⬜
Cleanliness/Comfort	🟥	🟥	🟥	🟩	🟩
Ease of use	⬜	⬜	🟩	🟩	🟩
Friendly/helpful drivers/operators	🟩	⬜	⬜	🟩	🟩

🟩 **More positively perceived**　　🟥 **Greater need for improvement**

AC Transit

Strengths

▸ **Cost**

▸ **Safety**

▸ **Accessibility**

▸ **Friendly/helpful operators**

▸ **Coverage**

Challenges/Areas of Improvement

▸ **Frequency**

▸ **Speed**

▸ **Reliability/On-time performance**

▸ **Cleanliness/Comfort**

▸ **Routes**

BART

Strengths

- **Frequency**
- **Reliability/On-time performance**
- **BART receives generally positive reviews, but higher unfavorables among resident populations than other transit**

Challenges/Areas of Improvement

- **Cost**
- **Safety**
- **Cleanliness**
- **Overcrowding**
- **Fare enforcement**

"Sad to see trash all over the trains, lots of ripped out seats. No police or security. Active smoking and drug use on trains." – BART rider[28]
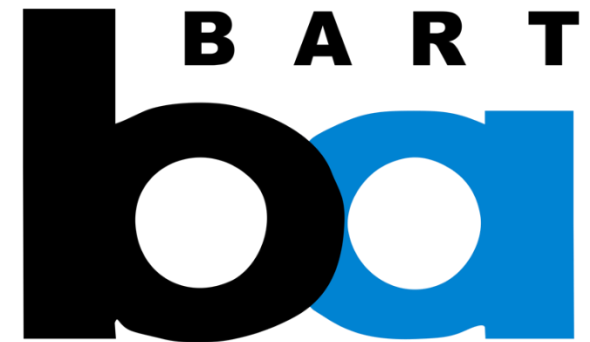
Muni

Strengths

▸ Cost

▸ Accessibility

▸ Helpful Operators

▸ Ease of use

▸ Convenience

▸ Coverage

▸ Muni receives modest ratings among San Francisco residents generally, but more positive reviews from riders.

Challenges/Areas of Improvement

▸ Frequency

▸ Speed

▸ Reliability/On-time performance

▸ Safety

▸ Cleanliness/Comfort

▸ Overcrowding

Caltrain

Strengths

▸ **Reliability/On-time performance**

▸ **Safety**

▸ **Cleanliness/comfort**

▸ **Helpful conductors**

▸ **Ease of use (low stress)**

▸ **Caltrain receives positive reviews from riders and non-riders who are familiar**

Challenges/Areas of Improvement

▸ **Frequency**

▸ **Speed (related to frequency)**

▸ **Cost**

▸ **Connections/coordination**

▸ **Overcrowding**

▸ **First/last mile**

▸ **Inclusion**

SamTrans

Strengths

- Cost

- Safety

- Cleanliness/Comfort

- Helpful/Courteous operators

- Easy to use

- SamTrans receives favorable ratings from riders

Challenges/Areas of Improvement

- Frequency

- Speed

- Reliability/on-time performance

- Coverage/routes

- First/Last Mile

- Connections

- Lack of familiarity

Future Research:
Gaps and Opportunities

Gap/Opportunity: Consistent Regional Data

▸ Existing research is fragmented and not uniform with respect to populations studied, survey language, and positioning.

▸ This makes it a challenge to generalize what the overall population of the Bay Area thinks about public transit, and what improvements would best attract more riders.

▸ Uniform regional research would help compare the perceived value of potential improvements, as well as concerns about how improvements might impact vulnerable populations.

Gap/Opportunity: Transit-Dependent Individuals

▸ How can we preserve public transit services for transit-dependent riders while also making improvements that attract new choice riders? Put another way, how can we make the kinds of changes needed to draw new riders while ensuring those who do not have other choice still have high-quality, timely, and affordable public transit services available to them?

▸ How can fares remain affordable for low-income riders who cannot afford other modes?

▸ How can technology be leveraged to improve transit for riders without leaving out transit-dependent populations, particularly seniors and lower income riders?

▸ For the transit-dependent, what is the value of peak-hour capacity improvements between significant origins & destinations versus expansion of service at off-peak times and/or to more locations?

Gap/Opportunity: Regional/Multimodal Commuters

▸ For people currently transferring between operators on their regular trips, which aspects of coordination and integration are most important to them?

- How can transit reform make their trip easier?

- Would these riders prefer a "one seat" ride, even if it may take longer to get there?

- Is a "one fare" policy that reduces their total fare more or less important than reducing transfers between agencies for their trip?

▸ Research on "the trip not taken" for regional/multi-county commuters:

- Why is transit not an option for some of those whose commute patterns can be served by a multi-modal trip?

- Would better-coordinated transit across agencies encourage transit use among people who currently choose to drive because they feel taking transit would be too cumbersome?

- How significant of a barrier is the cost of transfers/additional fares to transit riding for this group?

EMC research

Appendix:
List of Research Reviewed

Appendix – Reviewed Research – Cited

Refer-ence	Article/Study name	Agency/Sponsor	Report Date/Date of Survey/Focus Groups*	Population
1	Transit Market Research Powered by Customer Data		Oct. 2018	
2	Spare the Air Everyday Survey Report	BAAQMD	May-Sept. 2020	Bay Area driving age resident survey
3	Alameda Countywide Transportation Plan 2020: Outreach Summary Report	ACTC	Survey: May 2019; Outreach: Oct. 2019-Feb. 2020	Countywide resident survey (EMC); Community-based Transportation Plan Outreach: survey at pop ups, focus groups with community leaders and CBOs by phone, online survey
4	Mail, Phone, Web Survey of Adult Residents in the City of San Francisco (EMC)	SFMTA	Sept.-Nov. 2018	San Francisco resident survey
5	MTC Fare Coordination: Barriers to Taking Transit	MTC	Feb. 2021	14 IDIs of frequent transit riders & SenseMaker survey
6	SamTrans Rider and Non-Rider Focus Groups Fall 2019 (EMC)	SamTrans	Sept-Oct. 2019	2 focus groups, riders and potential riders
7	Sonoma Comprehensive Transportation Plan 2050 CTP Public Engagement Information for Blue Ribbon TRTF	Sonoma County	Aug.-Sept. 2019	Community outreach and surveys - various methodologies, including Transportation needs survey
8	Online/Address-Based Survey of Caltrain Non-riders, Peninsula Corridor (EMC)	Caltrain	Feb.-April 2019	Caltrain non-rider survey
9	Vine Vision: Comprehensive Operational Analysis (COA) Report	NVTA	2017	Includes a Napa County resident survey
10	AC Transit Staff Report Memo: Summary of Public Outreach for Comprehensive Operations Analysis	AC Transit	Jan. 2015	Includes resident survey
11	Reimagine SamTrans: Board of Directors Ad-Hoc Committee Meetings #3 Presentation	SamTrans	Jan. 2020	Countywide rider and non-rider survey and focus groups
12	San Francisco Municipal Transportation Agency Ridership Survey 2018	SFMTA	June-Aug. 2018	S.F. Muni rider survey
13	Transbay Tomorrow- Phase One Update on Existing Conditions and Outreach 2017	AC Transit	May-July 2017	Includes Transbay rider survey and Transbay operators survey
14	A Literature Review of the Passenger Benefits of Real-Time Transit Information (Candance Brakewood, University of Tennessee and Kari Edison Watkins, Georgia Institute of Technology		April 2018	
15	Clipper Customer Intercept Research Report 2019 (EMC)	MTC	Sept.-Oct. 2019	Bay Area transit rider onboard survey (multiple agencies)

*Dates reflect dates qualitative or quantitative research was conducted. If not available, dates reflect report publication date.

Appendix – Reviewed Research – Cited Cont.

EMC research

Refer-ence	Article/Study name	Agency/Sponsor	Report Date/Date of Survey/Focus Groups	Population
16	SamTrans Comprehensive Operational Analysis Opinion Research (EMC)	SamTrans	Sept-Oct. 2019	San Mateo County resident survey (segmented to identify potential riders) and focus groups with riders and potential rides
17	Regional Transit Mapping and Wayfinding Project Focus Group Summary	MTC	Dec. 2020	Bay Area resident focus groups
18	Hybrid Telephone/Email-to-Web Survey of Bay Area Residents (EMC)		July-Aug. 2020	Bay Area resident survey
19	Sonoma County Area Agency on Aging: Discovery Report Version 1.1	Sonoma County Area Agency on Aging	Jan. 2021	Focus groups and survey with older adults and people with disabilities; interviews with stakeholders and practitioners; literature review
20	TCRP Synthesis 144 Multimodal Fare Payment Integration: A Synthesis of Transit Practice	Federal Transit Administration	2020	
21	Findings and Lessons Learned from the MOD Sandbox Trip Planning and Fare Payment Deployments	U.S. Dept. of Transportation	Feb. 2021	Case studies
22	Plan Bay Area 2050: Congestion and Crowding survey results	MTA- Association of Bay Area Governments	July- Aug. 2020	Not identified
23	Telephone Survey of Redi-Wheels/RediCoast Customers	SamTrans	Oct. 2020	Redi-Wheels/RediCoast Paratransit rider survey
24	Bayview Hunters Point Express Report	SFMTA	Feb. 2021	
25	Caltrain Business Plan - Equity Assessment (Review of various community plans from 2006-2019)	Caltrain	2006-2019	
26	Telephone Survey Among Adults in the AC Transit Service Area (EMC)	AC Transit	June 2017	AC Transit service area resident survey
27	AC Transit: 2017 Public Perception Survey by Ward (EMC)	AC Transit	June 2017	AC Transit service area resident survey
28	BART Customer Satisfaction Survey 2020	BART	Oct. 2020	BART onboard rider survey
29	BART Customer Satisfaction Survey 2018	BART	Sept.-Oct. 2018	BART onboard rider survey

Appendix – Reviewed Research – Cited Cont.

Refer-ence	Article/Study name	Agency/Sponsor	Report Date/Date of Survey/Focus Groups	Population
30	Online Survey of Caltrain Riders, Peninsula Corridor (EMC)	Caltrain	Feb.-April 2019	Caltrain rider survey
31	Muni Concept Testing Focus Groups 2019 (EMC)	SFMTA	May 2019	Muni potential rider focus groups
32	2019 Caltrain Customer Satisfaction Survey	Caltrain	May-June 2019	Caltrain onboard rider survey
33	Caltrain Rider and Non-Rider Focus Groups report (EMC)	Caltrain	Dec. 2018	Caltrain rider/non-rider focus groups
34	Caltrain Triennial Customer Survey 2019	Caltrain	Nov. 2019	Caltrain onboard rider survey
35	Caltrain Fare Survey Combined Report: Focus Groups, Go Pass Research (EMC)	Caltrain	May-June 2017	Focus groups with riders, survey of Go Pass Administrators, IDIs with Go Pass financial decision makers
36	2019 SamTrans Customer Survey: Systemwide On-Board Bus Survey	SamTrans	April-May 2019	SamTrans onboard rider survey

Appendix – Other Reviewed Research

Article/Study name	Agency/Sponsor	Report Date/Date of Survey/Focus Groups	Population
Redesign: Fremont/Newark	AC Transit	Oct. 2019	Rider and non-rider survey
COVID-19 Rider Survey Question and Response Analysis	AC Transit		AC Transit Rider survey
Survey of Likely November 2020 AC Transit Service Area (EMC)	AC Transit	May 2020	ACT transit service area resident survey
Alameda County Resident Survey: Countywide Transportation Update Plan	ACTC	May 2019	Alameda County adults survey
Alameda County Community-Based Transportation Plan	ACTC	Dec. 2020	Includes intercept survey
Survey of Likely November 2020 Voters Regarding A Potential Sales Tax for Caltrain (EMC)	Caltrain	June 2020	Voter survey
Contra Costa County Voter Survey 2019 (EMC)	CCTA	May 2019	Voter survey
Golden Gate Transit Rider and Non-Rider Focus Groups	Golden Gate Transit	May 2018	Sonoma/Marin County rider and non-rider focus groups
Public-Private Collaborations for Transforming Urban Mobility	McKinsey & Company	Nov. 2017	
NVTA Countywide Transportation Plan 2045: Community Input Summary Report	NVTA	Aug. 2019-Jan. 2020	Includes in-person and online engagement opportunities, including online survey
Napa Valley Community-based Transportation Plan 2018	NVTA	2018	Includes public outreach events and CBTP resident survey
2018 SamTrans Triennial Customer Survey Key Findings – Fare Working Group	Sam Trans	Oct.-Nov, 2018	SamTrans onboard rider survey
Reimagine Community Survey	SamTrans	date unknown	
SamTrans Covid-19 Rider Survey July 2020	SamTrans	June-July 2020	SamTrans rider survey
2019 Travel Decision Survey Presentation and Detailed Report	SFMTA	May-Aug. 2019	Bay Area resident survey
Large Building Study, Survey Findings – Demographics	SFMTA	Fall 2019	Survey of residents of multi-family buildings with 50+ units in certain neighborhoods

Appendix – Other Reviewed Research (Cont.)

Article/Study name	Agency/Sponsor	Report Date/Date of Survey/Focus Groups	Population
Sonoma Marin Area Rail Transit (SMART) Community Survey on Proposed Service Reductions, Survey Results	SMART	May 2020	SMART rider and non-rider survey
Transportation Authority of Marin (TAM) Transportation Sales Tax Renewal Expenditure Plan, Summary Input from Cities and Towns and the Public	TAM	March-April 2018	
US 101 Part-Time Transit Lane Feasibility Study - Round 1 Outreach Summary	TAM	Oct.-Nov. 2020	Online workshops and online surveys
VTA Transit Usage and Attitudes Survey: COVID-19 Service Recovery and Restoration (EMC)	VTA	May-June 2020	Santa Clara County resident survey
Survey of Adult Residents in Santa Clara County (EMC)	VTA	May-June 2020	Santa Clara County resident survey
Transit Passenger Surveying Services: WestCAT, Findings and Methodology Final Report	WestCAT (MTC)	February 2018	Onboard rider survey
2017 On-Board Passenger Survey Summary Report - San Francisco Bay Ferry	WETA	Nov. 2017-Jan. 2018	Onboard ferry rider survey
WETA San Francisco Bay Ferry Ridership Survey	WETA	June-July 2020	Online rider survey
Final Report from C+C Plan Bay Area 2050 Phase 3			
Five Mobility Trends to Watch out for in 2021, Intelligent Transport, By Carol Schweiger		Jan. 2021	
MTC Means-Based Discount Usability Testing/Unhoused Population		Aug.-Sept. 2019	
Assessing Public Transit Service Equity Using Route-Level Accessibility Measures and Public Data. Alex Karner, University of Texas, Austin		Jan. 2018	

Ruth Bernstein
Ruth@EMCresearch.com
510.550.8922

Sara LaBatt
Sara@EMCresearch.com
510.550.8924

Chelsea Sektnan
Chelsea@EMCresearch.com
202.849.6525

EMC research

Mixed Mode Telephone/Email- and Text-to-Web Survey
Nine County Bay Area Residents
18 minutes
1000n
FINAL 04/15/21
EMC Research #21-8062

(T*) Indicates questions asked in prior EMC Research polls in the Bay Area

GREETING: Hello, my name is _____, may I speak with **(NAME ON LIST)**?
INTERVIEWER: NOL ONLY
INTRO: Hello, my name is _____, and I'm conducting a survey for _____ to find out how people feel about issues in the Bay Area. We are not trying to sell anything, and are collecting this information on a scientific and completely confidential basis.

LANGUAGE OF INTERVIEW
1. English
2. Spanish
3. Chinese
4. Vietnamese

1. What county do you live in?
   1. Alameda County
   2. Contra Costa County
   3. Marin County
   4. Napa County
   5. San Francisco County
   6. San Mateo County
   7. Santa Clara County
   8. Solano County
   9. Sonoma County
   10. Other/(Refused) → **TERMINATE**

2. (T*, Aug. 2020) Do you feel that things in the Bay Area are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?
   1. Right Direction
   2. Wrong Track
   3. (Don't Know/Refused)

3. (T*, Aug. 2020) What do you think is the most important problem facing the Bay Area today? **(OPEN END, RECORD VERBATIM RESPONSE, ACCEPT ONE RESPONSE ONLY)**

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COLUMBUS, OH
614-268-1660

IRVING, TX
972-717-7427

OAKLAND, CA
510-844-0680

PORTLAND, OR
503-444-6000

SEATTLE, WA
206-652-2454

WASHINGTON, D.C.
202-686-5900

4INT. Now I'd like to ask you some questions about public transit in the Bay Area including BART, buses, Caltrain, light rail, and ferries.

4.   Overall, how important is public transit for the Bay Area? Please use a scale from 1 to 7, where 1 means not at all important and 7 means very important.
   1.   1 – Not at all important
   2.   2
   3.   3
   4.   4
   5.   5
   6.   6
   7.   7 – Very important
   8.   (Don't know/Refused)

5INT. And thinking back to your experiences and perceptions from **before** the COVID-19 pandemic, please tell me how well you feel each of the following describes public transit in the Bay Area **before** the pandemic. Please use a scale from 1 to 7 where 1 means does not describe at all, and 7 means describes very well.
(PROMPT IF NECESSARY: How well does that describe public transit in the Bay Area **before** the pandemic, on a scale from 1 to 7 where 1 means does not describe at all, and 7 means that describes very well?**)**

SCALE:

   1. 1 – Does not describe at all
   2. 2
   3. 3
   4. 4
   5. 5
   6. 6
   7. 7 – Describes very well
   8. (Don't know/Refused)

(RANDOMIZE)

5.   Safe

6.   Affordable

7.   Reliable

8.   Convenient

9.   Easy to use

(END RANDOMIZE)

EMC
research

10INT. Now I'd like you to think about the future of public transit following the COVID-19 pandemic. For each of the following words or phrases, please tell me how important they are to the future of the Bay Area's public transit system. Please use a scale from 1 to 7 where 1 means not at all important and 7 means very important.
(PROMPT IF NECESSARY: How important is it that public transit in the Bay Area is **QX**, using a scale from 1 to 7 where 1 means not at all important and 7 means very important?**)**

SCALE:

1. 1 – Not at all important
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7 – Very important
8. (Don't know/Refused)

(RANDOMIZE)

10.   Safe

11.   Affordable

12.   Reliable

13.   Convenient

14.   Easy to use

(END RANDOMIZE)

15.   What specific improvements to public transit in the Bay Area do you think we should make today that future generations will thank us for tomorrow? **(OPEN END, RECORD VERBATIM RESPONSE, ACCEPT ONE RESPONSE ONLY)**

16.   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.

Given what you just heard, do you have support or oppose the **Bay Area Seamless and Resilient Transit Act**?

(If Support/Oppose: Is that strongly support/oppose or somewhat support/oppose?**)**

1. Strongly support
2. Somewhat support
3. Somewhat oppose
4. Strongly oppose
5. (Don't Know/Refused)

17INT. Now I'm going to read you some of the things that would result from the **Bay Area Seamless and Resilient Transit Act**. After each one, please tell me if that is very important, somewhat important, not too important, or not at all important to you.
(PROMPT IF NECESSARY: Is that very important, somewhat important, not too important, or not at all important to you?**)**

SCALE:

> 1. Very important
> 2. Somewhat important
> 3. Not too important
> 4. Not at all important
> 5. (Don't know/Refused)

(RANDOMIZE)

17.   One set of fares, passes, discounts, and transfer policies for the whole Bay Area transit system

18.   A single mobile app for planning, schedules, and information about public transit throughout the Bay Area

19.   Real-time information on wait times and vehicle locations for all public transit in the Bay Area

20.   More direct service, fewer transfers, and shorter wait times for public transit throughout the Bay Area

21.   A single fare policy for the whole Bay Area transit system so there is only one payment even with transfers

22.   Dedicated travel lanes along key transit routes for buses, carpools, and vanpools

23.   Easy to use and uniform transit maps and signage throughout the Bay Area transit systems

24.   Improved public transit service in the areas with more transit dependent and lower-income residents

25.   Improved public transit services for seniors and disabled populations

26.   Improved public transit to community services, such as schools, grocery stores, hospitals, and libraries

27.   More frequent public transit service

28.   More overnight public transit service

29.   A regional transit network that has the ability to set fares, align routes and schedules, and set service and information standards for the whole Bay Area transit system

(END RANDOMIZE)

30INT. Next I'd like to read you statements from people who **support** the Bay Area Seamless and Resilient Transit Act. After each, please tell me how convincing that statement is to you using a scale from 1 to 7, where 1 means not at all convincing and 7 means very convincing.
(PROMPT IF NECESSARY: How convincing is that statement to you, using a 1 to 7 scale, where 1 means not at all convincing and 7 means very convincing?**)**

SCALE:

1. 1 – Not at all convincing
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7 – Very convincing
8. (Don't know/Refused)

(RANDOMIZE)

30.   **[SEAMLESS]** This bill would make public transit work as one seamless, connected, and convenient network across the entire Bay Area, with coordinated routes and schedules, effortless transfers, transparent fares, and consistent mapping and trip planning tools for the entire region.

31.   **[FARES]** This bill would reduce fares for many transit riders, especially those that need it the most. Right now, many workers are traveling long distances and paying multiple fares when transferring from trains to buses. This will make one set of passes and discounts that work everywhere in the Bay Area.

32.   **[CLIMATE CHANGE]** The Bay Area should be a leader in addressing climate change by taking more steps to reduce greenhouse gas emissions. By making our public transit system more connected and easier to use, public transit can be a real option that helps to reduce the number of cars on our streets.

33.   **[FUTURE]** With fewer people riding transit right now because of the COVID-19 pandemic, this is the opportunity we needed to create the modern, efficient transit system the Bay Area deserves. It's not enough to just go back to the fragmented system we had before.

34.   **[EQUITY]** Many of the Bay Area's lowest income communities have no choice but to rely on public transit to get everywhere. This bill will create more consistent and affordable fares and help make transit more efficient and convenient for those who need it most.

35.   **[REAL-TIME INFORMATION]** This bill would require the Bay Area's public transit systems to create one consistent standard for real-time tracking of transit vehicles so everyone can see when the next bus, train, or ferry is arriving.

36.   **[REGIONAL]** This bill would allow regional transportation planners to look at how people get around the entire Bay Area and make decisions about transit routes, schedules, connections, and transit vehicle priority on roads so that transit is faster, more reliable, and more predictable throughout the Bay Area.

(END RANDOMIZE)

EMC
research

37.   Sometimes people change their minds in a survey like this. Given what you've heard, do you support or oppose the **Bay Area Seamless and Resilient Transit Act** which 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?

(If Support/Oppose: Is that strongly support/oppose or somewhat support/oppose?**)**

1. Strongly support
2. Somewhat support
3. Somewhat oppose
4. Strongly oppose
5. (Don't Know/Refused)

38INT. Next I'd like to read you statements from people who **oppose** the Bay Area Seamless and Resilient Transit Act. After each, please tell me how convincing that statement is to you using a scale from 1 to 7, where 1 means not at all convincing and 7 means very convincing.
(PROMPT IF NECESSARY: How convincing is that statement to you, using a 1 to 7 scale, where 1 means not at all convincing and 7 means very convincing?**)**

SCALE:

1. 1 – Not at all convincing
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7 – Very convincing
8. (Don't know/Refused)

(RANDOMIZE)

38.   **[LOCAL AGENCIES]** 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 their local riders.

39.   **[CHARACTER]** 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.

40.   **[DECLINE]** Transit use has been in decline for years, and with the pandemic, nobody will want to get back on crowded buses and trains anytime soon. We should not be making significant investments in a system nobody is going to want to ride.

41.   **[LIFELINE SERVICES]** This bill is focused on improvements that make it easier for tourists and white collar commuters to ride transit while ignoring the needs of transit-dependent communities like seniors, people with disabilities, and low-income populations who rely on public transit to survive.

42.   **[REVENUES]** By setting one set of regional fares, this bill 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.

43.   **[NOT THE TIME]** 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.

(END RANDOMIZE)

44.   And finally, given everything you've heard, do you support or oppose the **Bay Area Seamless and Resilient Transit Act**?

        (If Support/Oppose: Is that strongly support/oppose or somewhat support/oppose?**)**

        1.   Strongly support
        1.   Somewhat support
        2.   Somewhat oppose
        3.   Strongly oppose
        4.   (Don't Know/Refused)

EMC
research

DEMOS. My last questions are for statistical purposes only.

45.   **Before the COVID-19 pandemic**, in a typical week how many days **did** you take public transit? **(READ LIST IF NECESSARY)**
   1. 5 or more days per week
   2. 3 or 4 days per week
   3. 1 or 2 days a week
   4. A few times a month
   5. A few times a year
   6. Never
   7. (Refused)

[IF Q45.=1 thru 5, ask Q46.]

46.   **Before the COVID-19 pandemic,** which modes of public transit **did** you use for any purpose including commuting to school or work, or running errands? **(READ LIST IF NECESSARY, ACCEPT MULTIPLE RESPONSES)**
   1. BART
   2. Buses
   3. Light rail
   4. Trains (ACE, Caltrain, Amtrak)
   5. Ferry
   6. Other (specify)
   7. **(Don't know/Refused)**

[RESUME ASKING ALL]

47.   And **currently**, how many days per week **do** you take public transit? **(READ LIST IF NECESSARY)**
   1. 5 or more days per week
   2. 3 or 4 days per week
   3. 1 or 2 days a week
   4. A few times a month
   5. A few times a year
   6. Never
   7. (Refused)

48.   In the future, **after the COVID-19 pandemic ends**, how many days per week **do you think you will** take public transit? **(READ LIST IF NECESSARY)**
   1. 5 or more days per week
   2. 3 or 4 days per week
   3. 1 or 2 days a week
   4. A few times a month
   5. A few times a year
   6. Never
   7. (Refused)

EMC
research

49.   What is your employment status? **(READ LIST IF NECESSARY)**
        1. Employed full time
        2. Employed part time
        3. Unemployed
        4. Retired
        5. Student
        6. Homemaker
        7. (Other)
        8. (Don't Know/Refused)

[ASK IF Q49.=1, 2, 5, or 7]

50.   **Before** the pandemic, roughly how many days per week did you **[IF Q49=1, 2, 7:** commute or go in to a workplace**; IF Q49=5**: commute to school**]**? **(RECORD NUMBER; ACCEPT NUMBERS FROM 0-7)**

51.   **Right now**, roughly how many days per week do you **[IF Q49=1, 2, 7:** commute or go in to a workplace**; IF Q49=5**: commute to school**]**? **(RECORD NUMBER; ACCEPT NUMBERS FROM 0-7)**

52.   **And after the COVID-19 pandemic ends**, roughly how many days per week do you anticipate that you will **[IF Q49=1, 2, 7:** commute or go in to a workplace**; IF Q49=5**: commute to school**]**? **(RECORD NUMBER; ACCEPT NUMBERS FROM 0-7)**

[RESUME ASKING ALL]

53.   Do you currently own the home or apartment where you live, do you rent, do you live with family, or do you not have stable housing?
        1. Own/buying
        2. Rent/lease
        3. Live with family
        4. No stable housing
        5. (Don't Know/Refused)

54.   What is the last grade you completed in school?
        1. Some grade school
        2. Some high school
        3. Graduated High School
        4. Technical/Vocational
        5. Some College/Less than 4 year degree
        6. Graduated College/4 year degree (B-A, Bachelor)
        7. Graduate/Professional (M-A, Master, P-h-D, M-B-A, Doctorate)
        8. (Don't Know/Refused)

55.   Do you identify as male, female, non-binary, or another gender identity?
        1. Male
        2. Female
        3. Non-binary
        4. Another gender identity
        5. (Refused)

EMC
research

56.   Do you consider yourself to be African American or Black, Chinese, Native Hawaiian or Other Pacific
       Islander, Other Asian, American Indian or Alaska Native, Hispanic or Latinx, White, or something else?
       1. African American or Black
       2. Chinese
       3. Native Hawaiian or Other Pacific Islander
       4. Other Asian
       5. American Indian/Alaska Native
       6. Hispanic or Latinx
       7. White
       8. Something else (please describe)
       9. (Refused)

57.   What was your total household income before taxes for 2020? Was it **(READ OPTIONS)**
       1. Less than $25,000
       2. $25,000 to less than 50,000
       3. $50,000 to less than 75,000
       4. $75,000 to less than 100,000
       5. $100,000 to less than 150,000
       6. $150,000 and over
       7. (Don't Know/Refused)

58.   In what year were you born? **(DO NOT READ CATEGORIES; CODE AS APPROPRIATE)**
       1. 1946 or earlier
       2. 1947-1951
       3. 1952-1956
       4. 1957-1961
       5. 1962-1966
       6. 1967-1971
       7. 1972-1976
       8. 1977-1981
       9. 1982-1986
       10. 1987-1991
       11. 1992-1996
       12. 1997-2003
       13. (Refused)

58B.   **[AGE RANGE - CODE FROM PREVIOUS QUESTION]**
       [IF Q58=1997 thru 2003 Q58B=1]
       [IF Q58=1987 thru 1996 Q58B=2]
       [IF Q58=1977 thru 1986 Q58B=3]
       [IF Q58=1967 thru 1976 Q58B=4]
       [IF Q58=1957 thru 1966 Q58B=5]
       [IF Q58=1956 or earlier Q58B=6]
         (IF REFUSED THEN ASK FOLLOWUP: "Which age group are you in? **(READ LIST)**…**")**
       1. 18-24
       2. 25-34
       3. 35-44
       4. 45-54

EMC research

5. 55-64
6. 65+
7. (Refused)

THANK YOU!

Metropolitan Transportation Commission

Legislation Details (With Text)

File #:	21-0538	**Version:** 1	**Name:**	
Type:	Report		**Status:**	Informational
File created:	3/25/2021		**In control:**	Blue Ribbon Transit Recovery Task Force
On agenda:	4/26/2021		**Final action:**	
Title:	Priority Network Management Responsibilities			
Sponsors:				
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Code sections:				
Attachments:	Memo			
	Presentation			
	Additional Attachment R&Rs			

Date	Ver.	Action By	Action	Result

Subject:
Priority Network Management Responsibilities

Presenter:
Steve Kinsey, CivicKnit

Recommended Action:
Information

Attachments:

BLUE RIBBON

**TRANSIT RECOVERY
TASK FORCE**

TO: Blue Ribbon Transit Recovery Task Force Members   DATE: April 26, 2021

FR: Steve Kinsey, CivicKnit

RE: Network Management Responsibilities

The Task Force made significant progress identifying key Network Management roles and responsibilities to be considered by the Evaluation Consultant during your March meeting. Our goal for the April meeting will be to finalize selection of the near-term roles to be reviewed with the Consultant and approved in May.

The presentation materials for this agenda utilize blue colors to define which roles should be the primary focus of the Consultant's Network Management evaluation. You will also see a series of roles and responsibilities coded in yellow. They represent roles that may be continued at this time without substantial consultant review.

It should be emphasized that the Task Force will make the final recommendation regarding which roles and responsibilities to identify as the primary ones for evaluation at this time. In addition, while a number of specific roles may not be identified as a primary one, the consultant will be encouraged to think comprehensively about all aspects of Network Management when developing their comparative analysis of alternative network management governance structures.

If you have a question about the information provided for this agenda, you may contact Steve Kinsey by phone at 415-307-1370 or by email at steve@civicknit.com.

After working with a long list of potential roles and responsibilities for several months, this month's meeting is intended to narrow and sharpen the list to include only those activities that will be of primary importance during the evaluation.

Agenda Item 5a

BLUE RIBBON
TRANSIT RECOVERY
TASK FORCE

NETWORK MANAGEMENT:
PRIORITIZING ROLES & RESPONSIBILITIES

Steve Kinsey, CivicKnit

NETWORK MANAGEMENT: PRIORITIZING ROLES & RESPONSIBILITIES

Feedback from March Task Force meeting:

- All listed Network Management roles and responsibilities are relevant, but some warrant greater focus in the near term.

- Additional roles were identified as priorities for evaluation.

- Roles should be tied to outcomes and timing priorities.

TODAY'S GOAL:

- **Identify primary Network Management roles and responsibilities to review with consultant in May.**

- **Consider which Network Management roles should continue being voluntarily coordinated at this time.**

ROLES & RESPONSIBILITIES PROCESS

April 26, 2021

July 2020	21 potential transit transformation building blocks presented
January 2021	Administrative and customer-facing framing of potential roles & responsibilities reviewed by the Task Force
February 2021	Priority and potential agency lead for roles & responsibilities reviewed by the Task Force
March 2021	Initial screening of priority roles & responsibilities offered by the Task Force
April 2021	**Identify primary Network Management roles & responsibilities to review with Evaluation Consultant**
May 2021	Approve priority Network Management roles & responsibilities after review with Evaluation Consultant

ROLES AND RESPONSIBILITIES – CONTINUAL REFINEMENT

April 2021

Task Force to narrow down initial prioritized list for consultant review and outline questions for consultant to address

May 2021

- **NM Evaluation consultant** to affirm, readjust, define prioritized list of roles and responsibilities for Task Force consideration
- **Task Force** consideration, refinement, and approval of the prioritized list

June 2021

- **NM Evaluation consultant** will use the prioritized list for initial input into the Alternatives Assessment

August 2021 and Beyond

- **Business case** will revisit the roles and responsibilities and further refine and adjust as appropriate.

KEY POINTS

- **Priority Network Management roles and responsibilities should focus on adopted Problem Statement issues**

- **Selected roles and responsibilities become the underpinning of the consultant's Network Management Evaluation**

- **Prioritized roles and responsibilities represent near-term focus, not elimination of future opportunity to integrate others**

- **Evaluation consultant will further define specific roles and responsibilities as part of their Evaluation**

- **Future Business Case analysis will further review and refine the roles and responsibilities**

BLUE RIBBON EQUITY PRINCIPLES

Invest Equitably

Increase Accessibility

Be Inclusive

Use Data to Inform Decisions

Advance Health & Safety

- Equity is an essential building block in the foundation of any viable vision of a better world.

- Working to achieve equity acknowledges unequal starting places and the need to correct the imbalance.

- Equity and excellence cannot be divided. If a Plan's goals and specific responsibilities do not align with the core values of those involved, the effort cannot succeed.

NETWORK MANAGEMENT: PRIORITIZING ROLES & RESPONSIBILITIES

(List from March 22, 2021, Blue Ribbon Task Force meeting)

Customer Facing

- Fare Policy and Collection
- Connected Network Planning
- Current Services Coordination
- Branding, Mapping and Wayfinding
- Station Hub Design Review
- Technology and Mobile Standards
- Marketing/ Public Information Services
- Paratransit Coordination
- Bus Transit Priority
- Micro-mobility Integration

Administrative/Institutional

- Procurement and Contracting
- Capital Project Prioritization
- Mega-project Delivery and Oversight
- Emergency Coordination
- Data Collection and Coordination
- Centralized Program Eligibility Verification
- Performance Management Standards
- Financial Assessment and Advocacy
- Bus Network Management Reforms
- Rail Network Management Reforms

KEY

- MTC/Partner Initial Network Priorities
- Reserve for Future NM Consideration
- Roles & Responsibilities yet to be confirmed and categorized

NETWORK MANAGEMENT:
PRIORITIZING ROLES & RESPONSIBILITIES

What Task Force added at its March meeting (Light Blue)

Customer Facing

- Fare Policy and Collection
- Connected Network Planning
- Current Services Coordination
- Branding, Mapping and Wayfinding
- Station Hub Design Review
- Technology and Mobile Standards
- Marketing/ Public Information Services
- **Accessible Services** (includes Paratransit)
- Bus Transit Priority
- **Public Mobility Integration**
- **School Services** (added to list)

Administrative/Institutional

- Procurement and Contracting
- Capital Project Prioritization **?**
- Mega-project Delivery and Oversight **?**
- Emergency Coordination
- Data Collection and Coordination
- Centralized Program Eligibility Verification
- Performance Management Standards
- Financial Assessment and Advocacy
- Bus Network Management Reforms
- Rail Network Management Reforms

KEY

| Initial MTC/Partner NM Priorities |
| Additional NM Priorities Identified by Task Force at 3/22 meeting |
| Reserve for Future NM Consideration |
| **?** Indicates lack of consensus during 3/22 meeting |

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NETWORK MANAGEMENT:
RESPONSIBILITIES SUPPORT DESIRED OUTCOMES

| NETWORK MANAGEMENT (NM) OUTCOMES	ROLES & RESPONSIBILITIES
Coordinated, equitable fares and simpler payment options that attract more riders	Fare Policy
	Technology and Mobile Standards (Clipper)
Reliable, integrated, customer-focused transit network with coordinated routes, service, schedules, and long-term planning	Bus Transit Priority
	Connected Network Planning
	Station Hub Design Review
	Data Collection and Coordination
	Performance Management Standards
	Capital Project Prioritization
	Public Mobility Integration
Customer Information that attracts more riders due to convenience, uniformity, and real-time accuracy	Branding, Mapping and Wayfinding
	Marketing / Public Information
	Technology and Mobile Standards (Real Time Info)
Equitably distributed community transit services that are efficiently and cost effectively administered to maximize customer benefits	Current Services Coordination
	Accessible Services (including Paratransit)
	School Services
	Emergency Coordination
	Procurement and Contracting
	Centralized Program Eligibility Verification
Transit Network Management reforms resulting in efficient, customer-focused policies and operation	Bus Network Management Reform
	Rail Network Management Reform
	Mega-project Delivery and Oversight
Increased cost-effectiveness and public transit funding at federal, state and regional level	Funding Advocacy

Legend

- **NM/C:** Initial Support of High Priority Initiatives to be part of Network Management Evaluation
- **NM:** Responsibilities to be confirmed for focus in Network Management Evaluation
- **O/MTC:** Ongoing regional coordination led by MTC, not a focus of near term NM Evaluation
- **O/O:** Ongoing regional coordination led by Operators, not a focus of near term NM Evaluation
- **O/MTC/O:** Ongoing Network Management responsibilities jointly led by MTC and Operators
- **MTC/CP:** Community Partners- Ongoing advocacy for New Network Management Funding facilitated by MTC
- **D:** Deferred Network Management Integration

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NETWORK MANAGEMENT: PROPOSED ROLES & RESPONSIBILITIES OUTSIDE INITIAL EVALUATION (IN YELLOW)

NETWORK MANAGEMENT (NM) OUTCOMES	ROLES & RESPONSIBILITIES	Primary focus of Network Management Evaluation (indicated in Blue)
Coordinated, equitable fares and simpler payment options that attract more riders	Fare Policy	NM/C
	Technology and Mobile Standards (Clipper)	O/MTC/O
Reliable, integrated, customer-focused transit network with coordinated routes, service, schedules, and long-term planning	Bus Transit Priority	NM/C
	Connected Network Planning	NM
	Station Hub Design Review	NM
	Data Collection and Coordination	NM
	Performance Management Standards	O/MTC
	Capital Project Prioritization	O/MTC
	Public Mobility Integration	D
Customer Information that attracts more riders due to convenience, uniformity, and real-time accuracy	Branding, Mapping and Wayfinding	NM/C
	Marketing / Public Information	O/MTC/O
	Technology and Mobile Standards (Real Time Info)	NM/C
Equitably distributed community transit services that are efficiently and cost effectively administered to maximize customer benefits	Current Services Coordination	O/O
	Accessible Services (including Paratransit)	NM
	School Services	O/O
	Emergency Coordination	O/O
	Procurement and Contracting	O/O
	Centralized Program Eligibility Verification	NM
Transit Network Management reforms resulting in efficient, customer-focused policies and operation	Bus Network Management Reform	NM
	Rail Network Management Reform	NM
	Mega-project Delivery and Oversight	NM
Increased cost-effectiveness and public transit funding at federal, state and regional level	Funding Advocacy	MTC/CP

Legend

NM/C: Initial Support of High Priority Initiatives to be part of Network Management Evaluation

NM: Responsibilities to be confirmed for focus in Network Management Evaluation

O/MTC: Ongoing regional coordination led by MTC, not a focus of near term NM Evaluation

O/O: Ongoing regional coordination led by Operators, not a focus of near term NM Evaluation

O/MTC/O: Ongoing Network Management responsibilities jointly led by MTC and Operators

MTC/CP: Community Partners- Ongoing advocacy for New Network Management Funding facilitated by MTC

D: Deferred Network Management Integration

QUESTIONS FOR DISCUSSION

Shades of blue indicate the consultant's primary evaluation focus.

1. Should any **BLUE** roles be changed to yellow or red?

2. Should any **YELLOW** roles be changed to blue?

3. Should any more specific roles be added?

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BLUE RIBBON

TRANSIT RECOVERY
TASK FORCE

THANK YOU.

www.mtc.ca.gov/mtc.ca.gov/blue-ribbon-transit-recovery-task-force

BLUE RIBBON

**TRANSIT RECOVERY
TASK FORCE**

**Additional Attachment for Agenda Item #5 Memo
Network Management Roles and Responsibilities:
Initial Draft Descriptions on Select Roles
April 26, 2021**

Over the last several months, the Task Force has been considering a list of proposed roles and responsibilities for near-term prioritization. Thus far, the Task Force has indicated support for advancing and prioritizing the ongoing work in these areas in particular: 1) Fare Policy and Collection, 2) Branding, Mapping and Wayfinding, and 3) Bus Transit Priority. The scope of these roles is consistent with the prior discussion and direction of the Task Force (e.g. the concurrent Fare Coordination and Integration Study that is currently underway).

The overall list of roles and responsibilities will be more specifically defined during the network management evaluation and subsequent business case analysis work. In the meantime, task force members have requested initial descriptions on several roles and responsibilities to help clarify and guide their feedback on the prioritization of roles and responsibilities. To aid in Monday's Blue Ribbon Transit Recovery Task Force discussion of network management roles and responsibilities, below is an initial description to advance this discussion. Input and feedback from the Task Force are welcomed and additional definition of the roles and responsibilities will be developed during business case assessment.

1. **Connected Network Planning**
   The structure of transit service delivery varies throughout the Bay Area and the pressures on local decision makers to be responsive to local transit demand make it difficult to coordinate a multi-agency view of how cross jurisdictional trips might be better served on a joint basis. The design of the existing Bay Area transit network could be improved with a focused multi-agency effort on regional network objectives to deliver an effective transit system that can attract more riders and be more reliable, connected, and customer oriented. Elements of this discussion could include express bus network planning, identification of regional routes, gap identification for interjurisdictional trips, operating and capital connectivity improvements at intermodal hubs, and beyond.

2. **Station Hub Design Review**
   A component of network management could include an effort on designing multi-modal stations and hubs to enhance connectivity and flow within or between modes (walk, bike, auto, transit, etc.) and services such as transit, shared use mobility, passenger drop offs, and last mile connections from the surrounding area. Specifically, this may include physical improvements such as reorganization of bus-loading configurations to reduce walking distances and remove barriers that impede flow, transfers and connectivity for pedestrians and transit, and station access for the surrounding community. The intent would be to make hubs easier to use and navigate so that wayfinding becomes more intuitive and efficient rather than installing wayfinding to help overcome design issues.

3. **Current Services Coordination**

   Most transit providers operate in specific geographic boundaries, structured by county boundaries or sub-regional areas within larger or rural counties. This role may encompass both local and regional services, but the focus would be on a "to be defined" subset of the daily, existing service elements – potentially including transit operating schedules, schedule change cycles, school service, transfer coordination networks, and service sharing agreements—where strategic and intentional coordination would keep the larger Bay Area Transit System operating more effectively.

4. **Mega project delivery and oversight**

   Focused on major transit infrastructure projects that are complex, large, costly, often transformative and serve as an important connectivity link or hub in the transit network. This may encompass efforts to collaborate, share resources, manage risk, and sequence projects in a coordinated manner to design and deliver projects on time, in budget, and within scope resulting in a high-quality customer focused system and experience.

Metropolitan Transportation Commission

Legislation Details (With Text)

File #:	21-0540	**Version:** 1	**Name:**
Type:	Report	**Status:**	Informational
File created:	3/25/2021	**In control:**	Blue Ribbon Transit Recovery Task Force
On agenda:	4/26/2021	**Final action:**	
Title:	Sonoma County Transportation Authority (SCTA) Presentation		
Sponsors:			
Indexes:			
Code sections:			
Attachments:	SCTA Presentation		

Date	Ver.	Action By	Action	Result

Subject:

Sonoma County Transportation Authority (SCTA) Presentation

Presenter:

Suzanne Smith, Sonoma County Transportation Authority (SCTA)
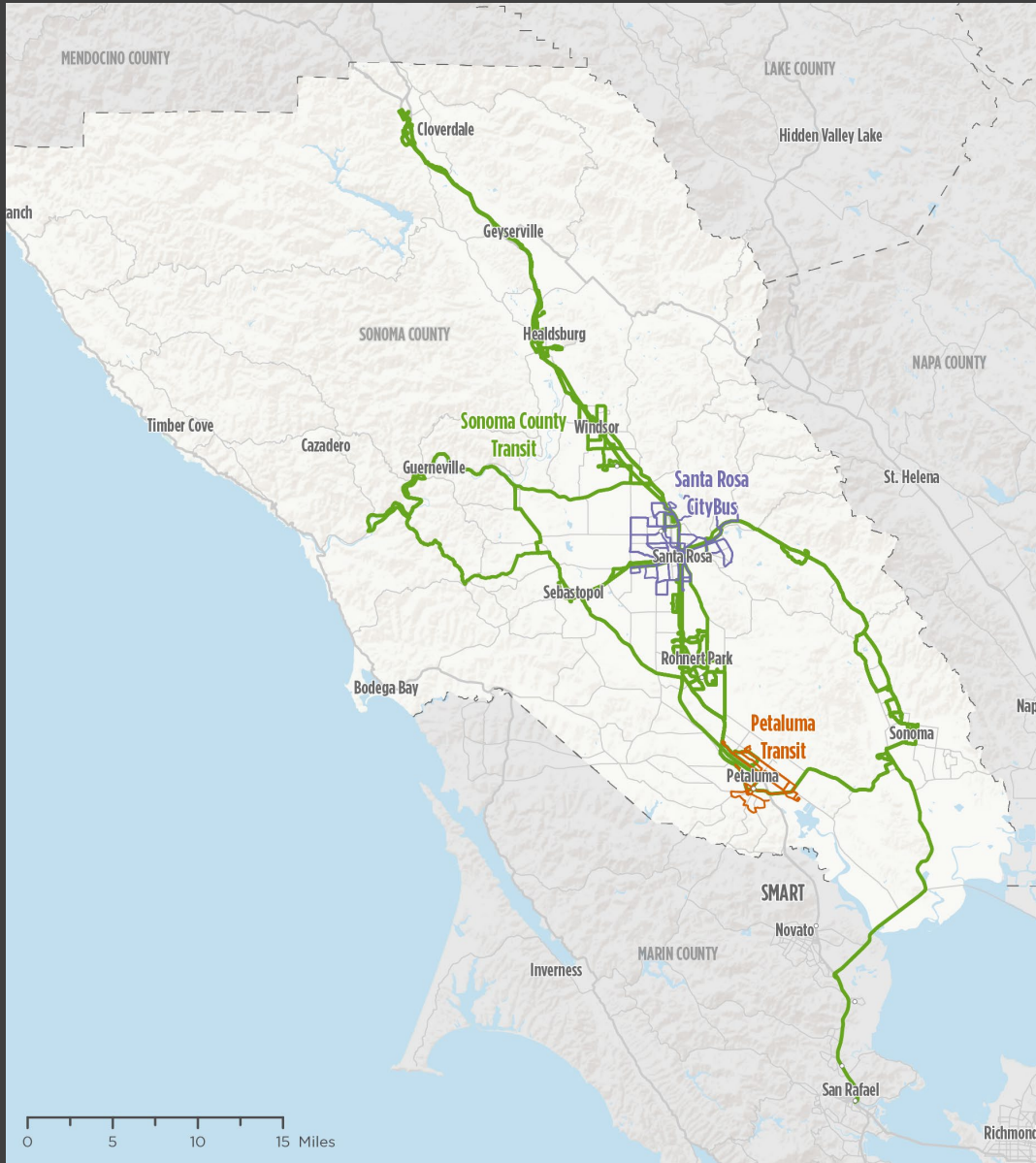

Recommended Action:

Information

Attachments:

Transit Integration and Efficiency Study

01

In fall 2019, the SCTA Board of Directors adopted the Transit Integration and Efficiency Study (TIES) developing a phased approach to improved transit through agency collaboration
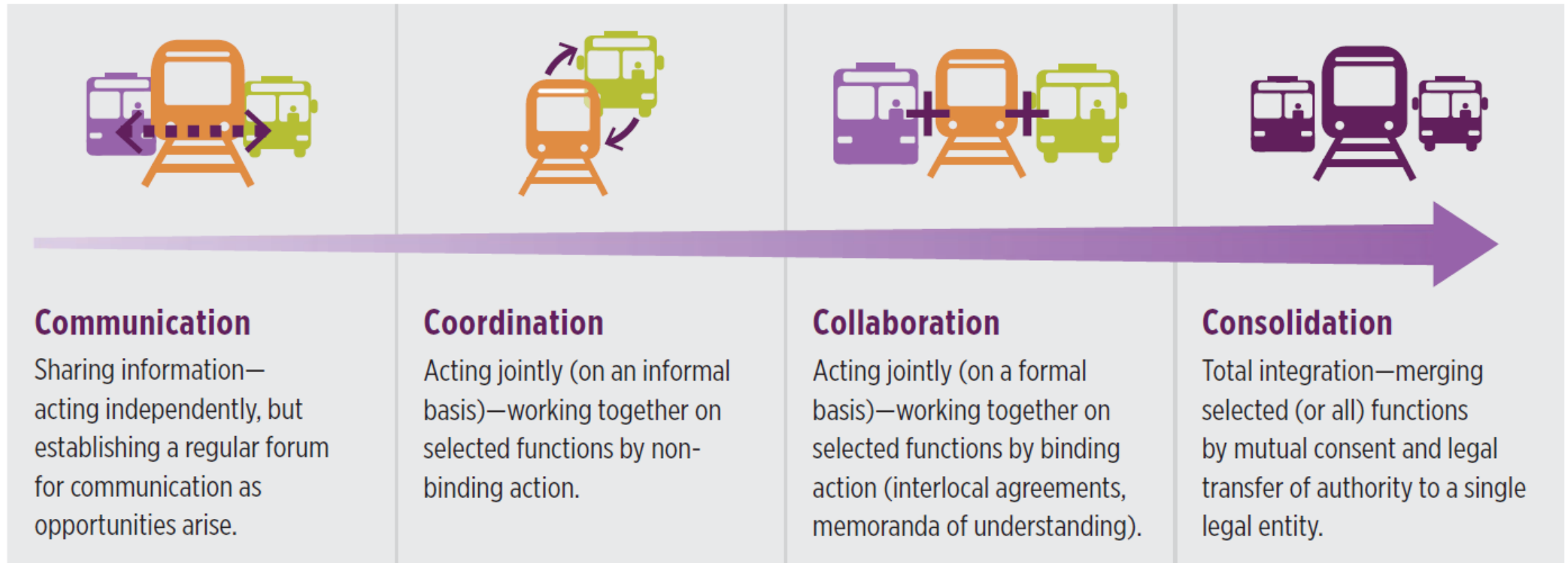
TIES Project Overview

- How can the three local bus transit agencies improve the quality of service through coordination or integration?

- What opportunities for increased integration are feasible and meet the desired outcomes?

Communication

Sharing information—acting independently, but establishing a regular forum for communication as opportunities arise.

Coordination

Acting jointly (on an informal basis)—working together on selected functions by non-binding action.

Collaboration

Acting jointly (on a formal basis)—working together on selected functions by binding action (interlocal agreements, memoranda of understanding).

Consolidation

Total integration—merging selected (or all) functions by mutual consent and legal transfer of authority to a single legal entity.

Adapted and modified from North Carolina Department of Transportation (NCDOT), KFH Group, Inc. 2012. Statewide Regionalization Study Final Report. As requested in Session Law

TIES Goals

- Improve the rider experience
- Increase efficiency of delivering quality transit service
- Reduce operating and capital costs to enable improved service

# Pandemic causes transit uncertainty

Pandemic causes transit uncertainty

- Funding Impacts
- Reduced ridership
- Safety concerns
- Changed travel patterns

Transit Riders and Operators Take Care of Each Other

Transit service recovery

- Transit service levels dipped to 48% of pre-pandemic levels around April/May 2020
- By January/February 2021, service levels were restored to 68% the levels during the same period in 2020; and this continues to rise
- Ridership relatively strong, at 40-45% of pre-pandemic level
  - High proportion low-income, essential workers, frequent riders
  - Businesses and school re-openings

Transit Service Levels - Vehicle Revenue Hours


Legend: SRCB, SCT, PT
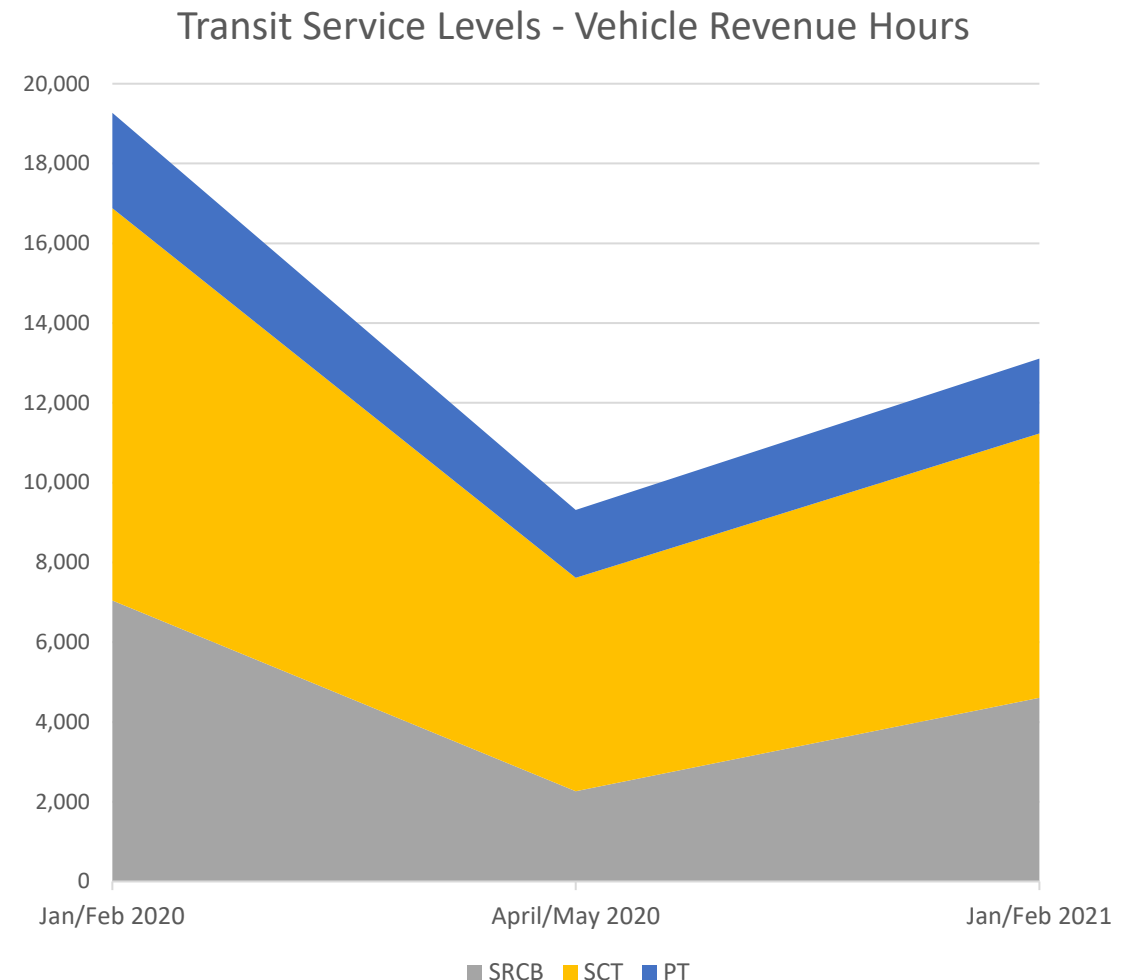
SCTA Future of Transit Ad Hoc Committee

- Ad Hoc Tasks
  - Prioritize recommendations in TIES given changed circumstances
  - Coordination on Bay Area Public Transit Transformation Action Plan
- Ad Hoc Goals
  - Increase transit ridership as a mechanism to reduce GHG emissions, improve access to low-cost transportation, and reduce congestion
  - Simplify and enhance the transit customer experience, while maximizing resources available to transit and improving operational efficiency and service quality (reliability, frequency, and span of service)
- Meet these outcomes through unified brand for local transit

Vision for the Future of Transit

- Shared service planning

- Integrated fare policy

- Technology solutions for trip planning

- Simplified access to customer service

- Unified public information and marketing
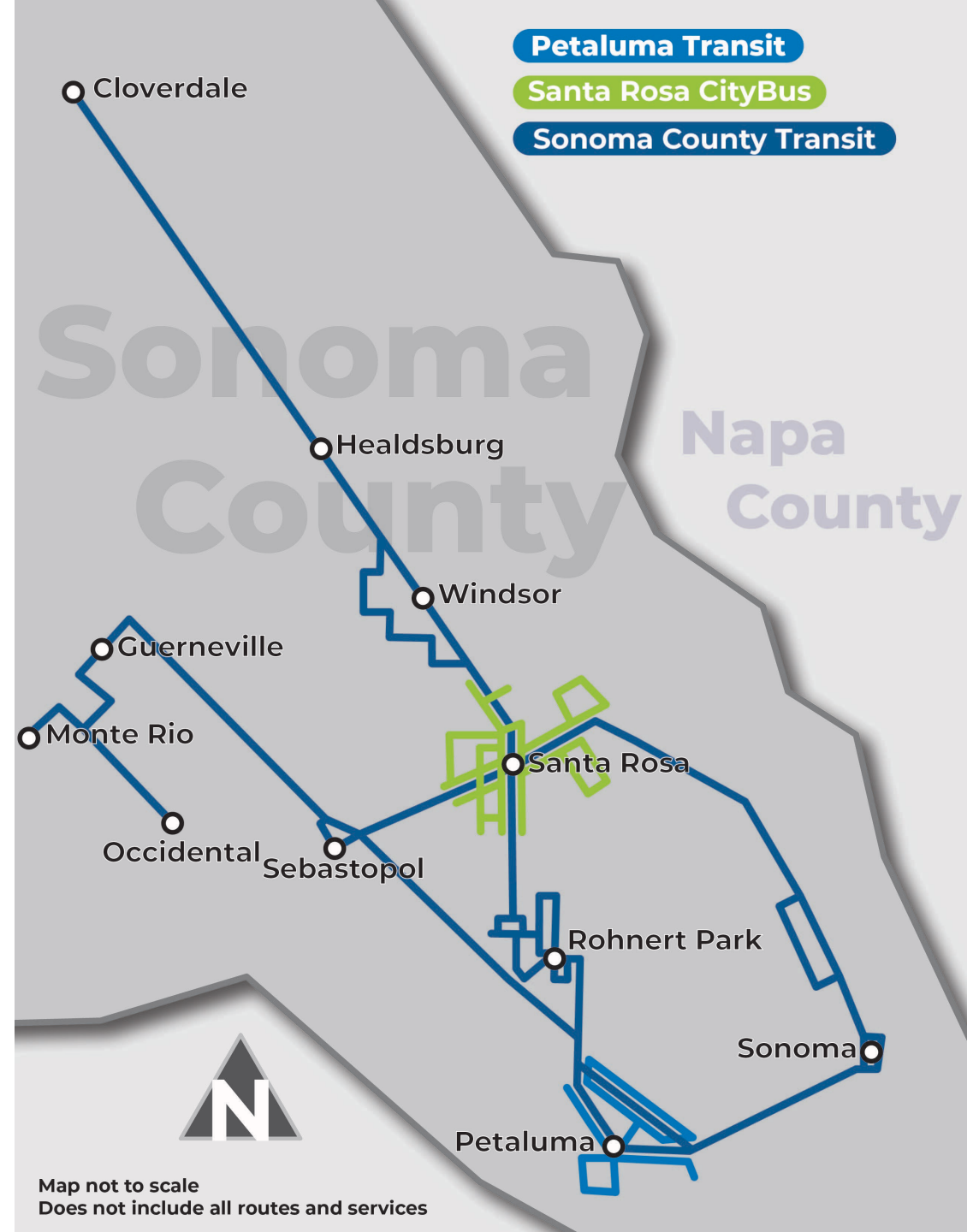
A unified brand to help grow ridership

Local effort that aligns with regional discussions about wayfinding and mapping

Unified Brand Scope of Work

PHASE 1: 6 Month Timeframe, Implement with Existing Staff & Funding

Focus Area	Strategy	Recommendation
Service Planning	Develop and adopt shared planning model	Standardize processes for policies and information sharing
	Standardize data	Identify & standardize benchmarks based on shared definitions of performance data points
	Integration Planning	Formalize paratransit one-seat ride process and practice
Fares	Harmonize fares	Chart path on strategy for fare policy and structure
Technology	Single point app	Promote access for real-time (i.e. The Transit App), standardize 511 info
		Trip planning
Customer Service	Consolidate Customer service	Customer service staff cross-training
		Santa Rosa Transit Mall kiosk staff integration
		Transit Service Representatives support all providers
Public Information & Marketing	Communication with Riders	Press Release/ rider communication/ route changes
		Create consistent Website design layout

Phase 1 Successes to Date

Operators established a new phone system that allows customer service to transfer calls directly to other operators

Paratransit one-seat rides piloted to reduce transfers between agencies

Fare coordination, joint marketing and press releases

Fare reinstatement

Clipper START

Free rides to vaccination appointments

Unified Brand Scope of Work

PHASE 2: 18-Month Timeframe, Estimated Need $750k

Focus Area	Strategy	Recommendation
Fares	Harmonize fares	Implement Fare policy, media, structures, and universal transit passes
		Mobile Ticketing/Clipper integration
Customer Service	Simplified Access to Customer Service	Single phone line for customer service
	Signage and wayfinding	Liaison with MTC Mapping/Wayfinding on bus stops signage, Transit Mall signage
		Countywide real-time info at stops
Public Information & Marketing	Communication with Riders	Single website (agency website integration)
		Shared format for public information/print collateral
		Liaison with MTC Mapping/Wayfinding on printed map laid out and displayed in consistent format
		Liaison with MTC Mapping/Wayfinding on creation of a unified brand

Unified Brand Scope of Work

PHASE 2 Continued: 18 Month Timeframe, Estimated Need $750K

Focus Area	Strategy	Recommendation
Service Planning	Develop and adopt shared planning model	Integrate overlapping service areas
		Integrate timed transfers and connections
	Standardize data	Automated passenger count data and rider surveys
	Integration Planning	Standardize paratransit eligibility process
		Service Planning consultant/contractor (e.g., line by line analysis, data harmonization)
Implementation Support	Staffing	Project Manager hired by Sonoma County Transportation Authority
		MTC Mapping/Wayfinding Liaison
		Hire survey consultant
	Stakeholder involvement	Map and strategize on public and further stakeholder engagement

Unified Brand Scope of Work

PHASE 3 : 18 Month Timeframe, Estimated Cost TBD

Focus Area	Strategy	Recommendation
Unified Branding	Implement Branding Strategies	Liaison with MTC Mapping/Wayfinding on implementation of pilot branding project, including bus wraps, signs, maps, schedules, website, etc.
Build Integration Framework	Organizational commitment	Agencies sign MOU
Fares	Harmonize Fares	Incentives for Clipper
Service Planning	Integration Planning	Joint paratransit program (Scheduling and notification)
Emergency Response	Formalize current practices	Address in the MOU
		Share resources and provide mutual aid during events

Metrics for Success

- Ridership
  - Retain existing riders
  - Attract new riders
  - Attract choice riders
- Ease of use
  - Community recognition of unified brand
  - Enhanced customer service
  - Enhanced customer information
  - More seamless transfers and planning across systems
- Administration
  - Formalized agreements about customer service, web presence, branding and marketing
  - Collaborative approach to procurement and operations

What's next?

04

Phase 1 Highlights

Fare harmonization

Customer service staff cross training

Consistent website design layout

Steps toward integrated service planning

Summary of approach for a unified brand

Phase 1

- 6-month timeframe – Underway with existing staff and funding
  - Identify strategies and establish processes
  - Formalize current integrated practices

Phase 2

- 18-month timeframe - Estimated need $720k
  - Unified Brand project manager
  - Public engagement
  - Implement functional steps needed to integrate systems on back end

Phase 3

- 18-month timeframe - Cost TBD
  - Integrate with MTC Regional Transit Mapping and Wayfinding Project
  - Implement shared branding, technology, bus wraps, signage, mapping, wayfinding, etc.

Partnership with Region

1 Operators invested $300k on Phase 1

2 $750k needed for Phase 2

3 MTC Mapping and Wayfinding

QUESTIONS?

THANK YOU!

Suzanne Smith, Executive Director
suzanne.smith@scta.ca.gov

Metropolitan Transportation Commission

Legislation Details (With Text)

File #:	21-0656	**Version:** 1	**Name:**	
Type:	Report		**Status:**	Informational
File created:	4/12/2021		**In control:**	Blue Ribbon Transit Recovery Task Force
On agenda:	4/26/2021		**Final action:**	
Title:	Transit Agency Ridership Updates			
Sponsors:				
Indexes:				
Code sections:				
Attachments:	Transit Operator Ridership Update			

| Date	Ver.	Action By	Action	Result

Subject:

Transit Agency Ridership Updates

Attachments:

April 26, 2021

Bay Area Transit Ridership (all operators)
February Ridership Down 76% from Pre-COVID-19 Levels

Ridership has plummeted from a 2019 average of over 40 million trips per month, to an average of 9 million since the onset of the COVID-19 pandemic.

Source: National Transit Database and Operator Data

— 2019   — 2020   — 2021
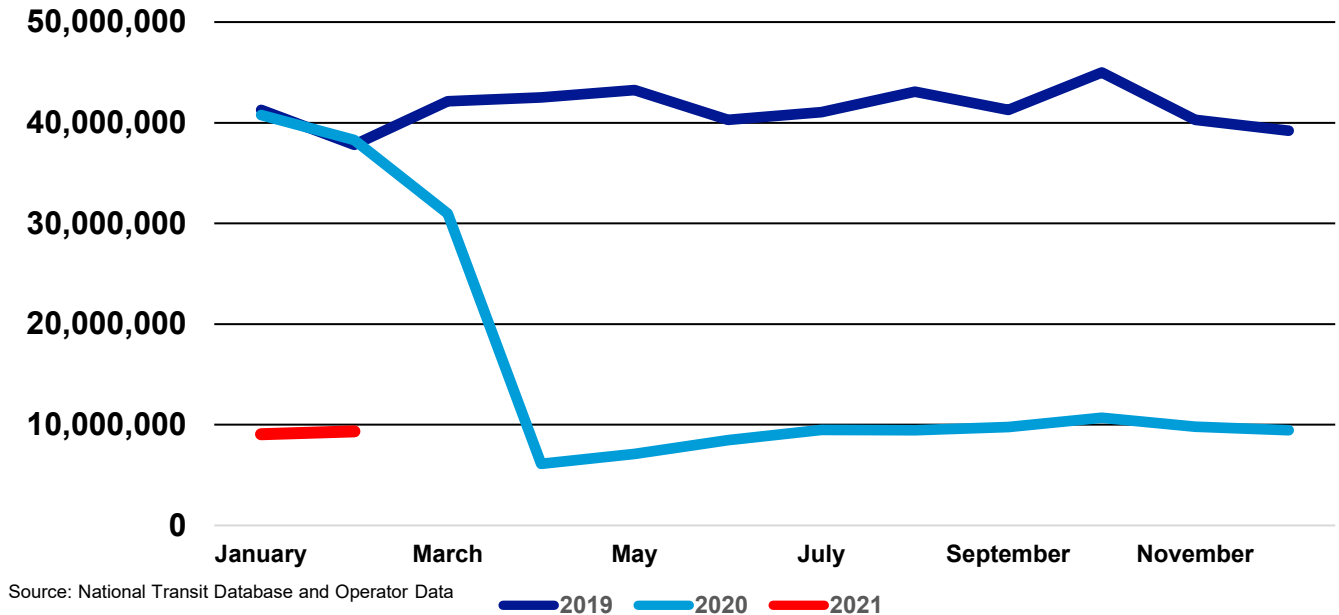
Ridership and Service Impacts for Big 7 Operators
Data for February 2021 (vs. Feb. 2020)

SFMTA	BART	AC Transit
Ridership: -71%	**Ridership: -89%**	**Ridership: -68%**
Muni Metro service slowly being restored.	*Service ends at 9:00 pm.*	*Most Transbay service suspended.*

VTA	SamTrans	Golden Gate
Ridership: -66%	**Ridership: -63%**	**Ridership: -88%**
Operating reduced service.	*Operating modified schedule.*	*2/3 of routes suspended.*

Caltrain
Ridership: -94%
Operating modified schedule.

Source: National Transit Database and Operator Data