



Accelerated Actions: Implementation Update

April 27, 2022

Accelerated Actions: Implementation Update

- ▶ Transit Priority
- ▶ Fare Coordination and Integration
- ▶ Mapping and Wayfinding





Transit Priority

Andrew Fremier, MTC/BATA

Transit Transformation Plan Accelerated Actions — Transit Network – Bus Transit Priority (speed & reliability)

7. Request a Caltrans Deputy Directive to expedite State right-of-way transit priority actions

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

Transit Priority and State Right-of-Way

GOAL: Keep buses out of traffic to provide faster, more reliable transit service on state roadways.

BUILDING ON ACTION PLANS:

- Blue Ribbon Transit Transformation Action Plan
- CalSTA's Climate Action Plan for Transportation Infrastructure (CAPTI)

OPPORTUNITIES

- **Deliver near-term transit priority projects** in less than 3 years to support transit and carpool recovery.
- **Caltrans will be a critical partner** in transit-travel-prioritization innovations on state facilities -- shoulder or general lane conversions and bus queue jump lanes.
- **Design exceptions** could facilitate delivery of new solutions. Existing processes and standards may need updating to account for changing contexts and to remove administrative barriers.

SOLUTIONS

- MTC to collaborate with local and regional agencies statewide to develop **shared improvement needs**.
- Partner with Caltrans to pursue new approaches to transit-on-state-facility challenges and to outline key process/policy improvements that **advance regional and local agency project delivery on state right-of-way**.

Statewide Stewardship – Initial Ideas

Caltrans is a vital partner in facilitating and supporting the delivery and implementation of projects, programs and policies that enable buses to achieve travel time benefits over private automobiles.

► Policy and Standards Updates

- Seek updates to the Project Development Procedures Manual, Highway Design Manual, the Encroachment Permits Manual and other pertinent guidance documents

► Process Improvements

- Master Agreements at the program, not project, level
- Joint accountability/partnership between Caltrans and implementing agencies
- Consistent and dedicated Single Team of Contact for program categories

► Pilot Process Improvements

- Streamlined project approval processes
- Streamline and prioritize design exception reviews related to transit projects on state right-of-way



*Caltrans championed the accommodation of alternate modes in its **Complete Streets Director's Policy** (2021). Statewide stewardship of transit priority offers another chance for Caltrans to lead in facilitating a better future for transit riders.*

Transit Priority on Statewide Facilities — What's Next

Collaboration Meetings (Coordinated by MTC)

Proposed Timing

Bay Area Stakeholders

May 2022

- County Transportation Agencies
- Transit Operators
- MTC

Statewide Regional Agencies

May/ June 2022

- SANDAG
- SACOG
- LA Metro/ SCAG
- MTC
- Additional agencies TBD

Caltrans Collaboration

Continuous

- Caltrans Headquarters Staff
- Caltrans District Staff
- Local and Regional agency representatives



**Fare Coordination &
Integration
Study + Business Case
*Implementation***

William Bacon, MTC



CLIPPER.

Institutional Pass Pilot



A pilot of an institutional transit pass product is identified as the first action in the Policy Vision Statement

Bay Area Transit Fare Policy Vision Statement

Based on the draft findings of the Fare Coordination and Integration Study (FCIS), the Fare Integration Task Force (Task Force) recognizes that the implementation of more coordinated and integrated transit fare policies may offer cost-effective options for improving the transit customer experience, promoting transit ridership recovery from the COVID-19 pandemic, and reducing regional vehicle miles traveled, greenhouse gas emissions, and transit travel times for customers, in ways that are compatible with the equity goals of transit operators, local stakeholders, MTC, and the State of California.

Transit Fare Policy Initiatives for Further Development

The Task Force endorses continued work by transit operators and MTC staff to advance the following policy initiatives:

1. Deployment of an all-transit agency institutional/employer pass demonstration pilot in 2022, with a focus on educational institutions, affordable housing properties, and employers of various sizes, pending available resources/technical considerations.
2. Implement no-cost and reduced cost transfers for transit users transferring between different transit agencies beginning in 2023, coinciding with the rollout of the Next Generation Clipper® system/Clipper® 2.
3. Continue to develop a proposal for implementing an all-transit agency pass product for the general public after the launch of the Next Generation Clipper® system/Clipper® 2 in 2023 or later (pending outcomes and data from the pilot noted in no. 1 above).
4. Continue to refine the vision of eventually creating a common fare structure (distance or zone-based) for regional rail, ferry, and express bus service after Next Generation Clipper® system/Clipper® 2 implementation. Direct transit operator staff and MTC staff to continue to evaluate the benefits and costs of a common fare structure for regional transit services in the context of a broader evaluation of post-COVID-19 pandemic ridership patterns, the role of regional transit service in the region, and the funding strategy for these regional transit services.

Complementary and Necessary Objectives to Facilitate Delivery of Transit Fare Policy Initiatives

In collaboratively advancing these improvements for the benefit of the Bay Area's transit customers, we also recognize the continued economic challenges facing the region, and the transit industry in particular. The Task Force recommends that transit operator and MTC staff work to advance the above policies while also acknowledging that successful delivery will require pursuit of the following complementary and necessary objectives:

“Deployment of an all-transit agency institutional/employer pass demonstration pilot in 2022, with a focus on educational institutions, affordable housing properties, and employers of various sizes, pending available resources/technical considerations.”

Proposed Pilot Phases:

- Pilot Phase 1 (8/2022): Educational institutions and affordable housing properties
- Pilot Phase 2 (2023): Employers, especially in downtown SF and Oakland

Bay Area Transit Fare Policy Vision Statement

Adopted by Fare Integration Task Force, November 15, 2021

Adopted by MTC Executive Committee, December 15, 2021

Institutional Pass Pilot



Phase 1

Launch Date: August 2022

Scale: Up to 50,000 participants

Cost to Participants: None during pilot



Criteria used to develop the Phase 1 participant list:

1) Must be a public educational institution or non-profit affordable housing property manager; **2)** Must offer students/residents an existing “all you can use” transit pass covering at least one transit operator (technical requirement for August 2022 launch); and **3)** Geographic diversity of participants within the Bay Area

Phase 2

Launch Date: Early 2023

Scale: Up to 10 employers of various sizes

Cost to Participants: Price per pass during pilot will be negotiated based on size/location of employer

1. Project team will engage with employers, transportation management associations (TMAs), and other stakeholder organizations to solicit interest in Phase 2 participation. Equity will be an important guide in developing Phase 2 recommendations.
2. Goals include:
 - Geographic diversity around the Bay Area
 - Focus on transit rich employment centers
 - Employers/organizations that have not been well served by existing institutional pass products
3. Phase 2 would bring in new dollars to transit and would serve as an opportunity to test how a larger program could impact transit demand.



“No-cost / Reduced Cost Transfers”



Concurrent with Next Generation Clipper in Mid-2023

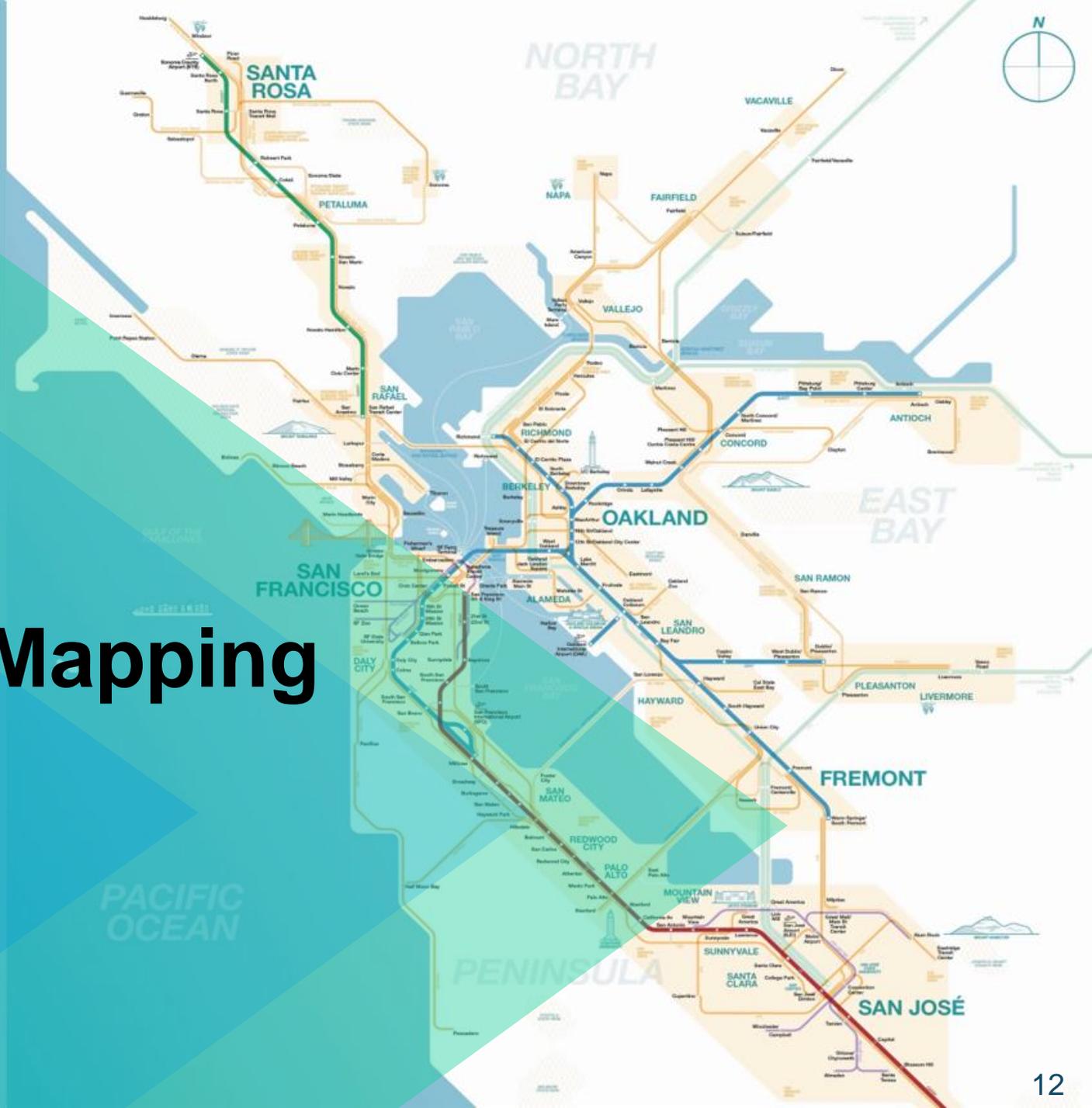
Implement no-cost local transfers and reduced cost regional transfers for transit users transferring between different transit agencies

- Significant opportunity to promote ridership growth (+27,000 riders)
- Major benefits to low-income riders
- Approximately \$22 million in funding from BTRTF set aside
- Still time to deliver at Clipper 2 launch, but work will need to start soon
- Synergies with promoting ridership recovery and customer information about Clipper 2
- SB 917
- **Fare Integration Task Force considering next steps**



Regional Transit Mapping & Wayfinding

Nick Roethel, MTC



A Multi-faceted and Collaborative Approach

Regional Partnership



Regional Mapping Services Platform



Regionally Harmonized Mapping & Wayfinding



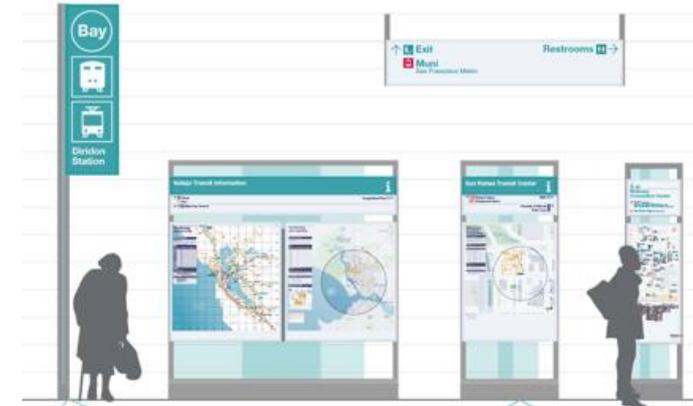
Coordination & Commitment



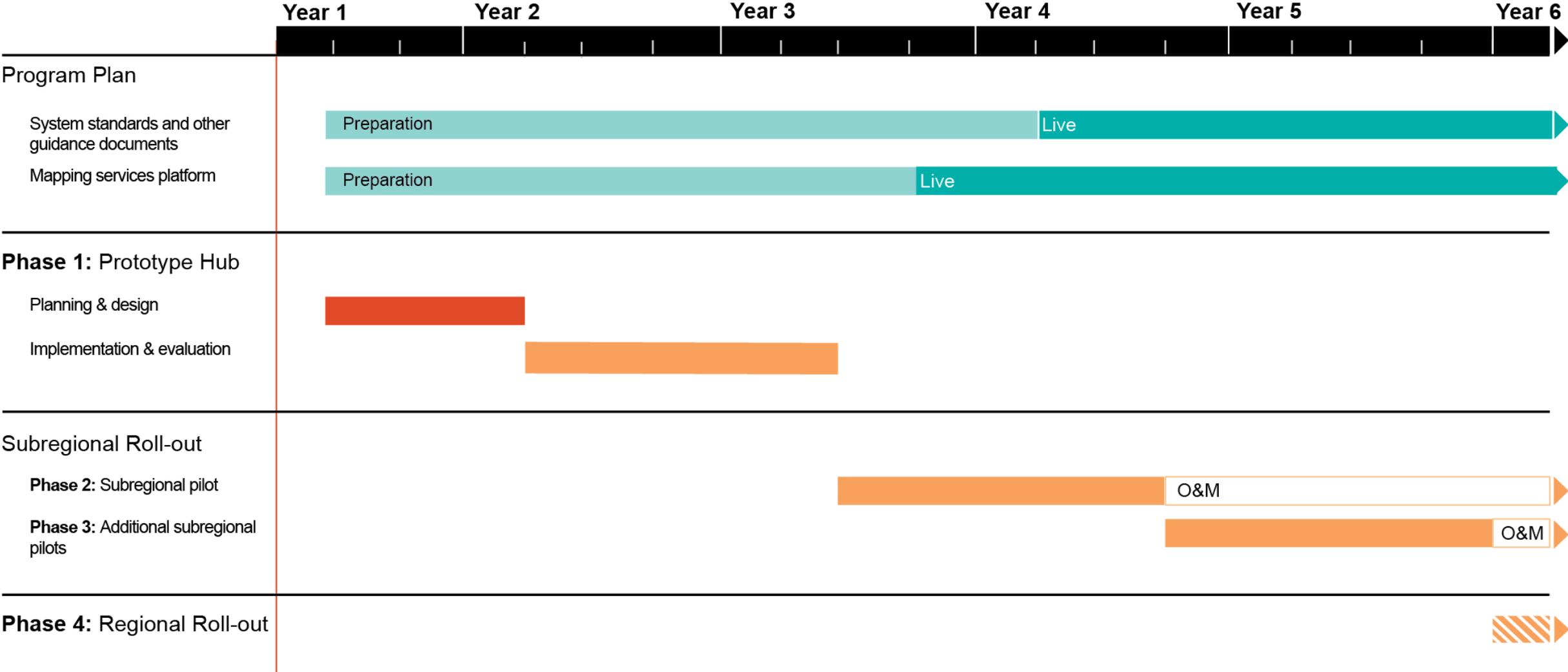
Data Collection & Sharing



Standards & Branding Adoption



Project Phases





TRANSIT TRANSFORMATION
ACTION PLAN

www.mtc.ca.gov/TransitActionPlan