

Recommended Bay Area Transit Rider-Focused Outcomes from a Regional Measure

The regional measure authorizing legislation should include policy provisions that will help deliver outcomes we want to see for the Bay Area traveling public. These rider-focused outcomes should guide the Commission’s recommendations for accountability provisions in authorizing legislation. MTC’s Blue Ribbon Task Force on Transit Recovery (Task Force) laid a solid foundation by identifying “Transformational Outcomes” that would help “reshape the region’s transit system into a more connected, more efficient, more user-focused mobility network across the entire Bay Area and beyond.” Since the Task Force completed the Transformation Action Plan (TAP) in 2021, safety and cleanliness on public transit has been elevated by Bay Area residents as a top barrier to riding transit. Staff recommends the following list – pulled largely from the TAP – should serve as the basis of the “rider focused outcomes” a measure should aim to achieve (additions to the TAP’s “Transformational Outcomes” are shown in italics and are consistent with the recommended goal and focus areas of the measure).

Fares & Payment: Simpler, consistent, and equitable fare and payment options attract more riders.

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

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

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

Safety: *Bay Area transit riders feel comfortable and safe while navigating the public transit network.*

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