



**SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT**

300 Lakeside Drive, P.O. Box 12688  
Oakland, CA 94604-2688  
(510) 464-6000

2016

September 28, 2016

Tom Radulovich  
PRESIDENT

Gail Murray  
VICE PRESIDENT

Grace Crunican  
GENERAL MANAGER

Metropolitan Transportation Commission  
375 Beale Street  
San Francisco, CA 94105

Re: Seamless Transit Maps

Dear MTC Commissioners:

**DIRECTORS**

Gail Murray  
1ST DISTRICT

Joel Keller  
2ND DISTRICT

Rebecca Saltzman  
3RD DISTRICT

Robert Raburn, Ph.D.  
4TH DISTRICT

John McPartland  
5TH DISTRICT

Thomas M. Blalock, P.E.  
6TH DISTRICT

Zakhary Mallett, MCP  
7TH DISTRICT

Nicholas Josefowitz  
8TH DISTRICT

Tom Radulovich  
9TH DISTRICT

BART supports the Seamless Transit Maps project, a joint initiative of SPUR and the Silicon Valley Community Foundation and the Metropolitan Transportation Commission.

BART is committed to increasing transit ridership and to improving the transit experience for our customers. The more seamless public transportation in the Bay Area becomes across operators, the better able we will be to meet the needs of our customers and fulfill our agency's core values.

Maps are an important way that we explain our transit system to riders. We are interested in working with the proposed Seamless Maps project to 1) develop new regional transit map standards and 2) better coordinate our operator maps and information with other Bay Area transit systems.

By providing complete and consistent maps and information, the Seamless Transit Maps project will make it easier for transit users to fully understand the region's transit context and make informed trip decisions. Transit users will use transit more because they will feel confident using the region's multiple transit services. New users will be attracted to transit by a transportation system that works more like a single regional system.

The SPUR, SVCF, MTC team is uniquely positioned to carry this idea through to implementation. They have the expertise, relationships, and long-term commitment to address this complex Bay Area problem. By combining the efforts of the public, private, and nonprofit foundation sectors, this project is structured for success.

BART supports the Seamless Transit Maps project and looks forward to participating.

Sincerely,

A handwritten signature in black ink, appearing to read "Bob Franklin".

Bob Franklin  
Department Manager, Customer Access and Accessibility



BOARD OF DIRECTORS 2016

ZOE KERSTEEN-TUCKER, CHAIR  
ROSE GUILBAULT, VICE CHAIR  
JEFF GEE  
CAROLE GROOM  
SHIRLEY HARRIS  
KARYL MATSUMOTO  
PETER RATTO  
CHARLES STONE  
ADRIENNE TISSIER

JIM HARTNETT  
GENERAL MANAGER/CEO

October 6, 2016

Metropolitan Transportation Commission  
375 Beale Street  
San Francisco, CA 94105

Re: Seamless Transit Maps

Dear Commissioners:

The San Mateo County Transit District (SamTrans) supports the Seamless Transit Maps project, a joint initiative of SPUR, the Silicon Valley Community Foundation (SVCF) and the Metropolitan Transportation Commission (MTC).

SamTrans is the administrative body for the principal public transit and transportation programs in San Mateo County. SamTrans is committed to increasing transit ridership and improving the transit experience for our customers. SamTrans is currently exploring the potential for additional express route service throughout the Peninsula. Efforts like the Seamless Transit Maps project will create a more seamless public transportation experience across operators and will help make these services and others more successful.

Maps are an important way that we explain our transit system to riders. We are interested in working with the proposed Seamless Maps project to 1) develop new regional transit map standards and 2) better coordinate our operators' maps and information with other Bay Area transit systems.

By providing complete and consistent maps and information, the Seamless Transit Maps project will make it easier for transit users to fully understand the region's transit systems so they can make informed trip decisions.

The SPUR, SVCF, and MTC team is uniquely positioned to carry this idea through to implementation. They have the expertise, relationships, and long-term commitment to address this complex issue. By combining the efforts of the public, private, and nonprofit foundation sectors, this project is structured for success.

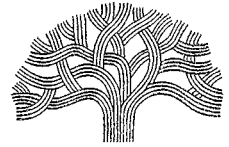
SamTrans supports the Seamless Transit Maps project and looks forward to participating.

Sincerely,

A handwritten signature in black ink, appearing to read 'Seamus P. Murphy'.

Seamus P. Murphy  
Chief Communications Officer

# CITY OF OAKLAND



CITY HALL • ONE CITY HALL PLAZA • OAKLAND, CALIFORNIA 94612

Office of the Mayor  
Honorable Libby Schaaf

(510) 238-3141  
FAX (510) 238-4731  
TDD (510) 238-3254

September 28, 2016  
MTC, 375 Beale Street  
San Francisco, CA 94105  
Re: Seamless Transit Maps

Dear MTC Commissioners:

Mayor Libby Schaaf's office supports the Seamless Transit Maps project, a joint initiative of SPUR and the Silicon Valley Community Foundation and the Metropolitan Transportation Commission.

Oakland is home to a multitude of different transit operators and transit riders. As our city continues to grow, our office is committed to increasing transit ridership and improving the transit experience for Oakland residents. The more seamless public transportation in the Bay Area becomes across operators, the more we can increase access to opportunity and improve the lives of our residents. As an administration committed to the delivery of vibrant and sustainable infrastructure, figuring out how to maximize the utility of our transportation assets is a critical step.

Maps are an important way that we explain our transit system to riders. We are interested in working with the proposed Seamless Maps project to 1) develop new regional transit map standards and 2) better coordinate our operator maps and information with other Bay Area transit systems.

By providing complete and consistent maps and information, the Seamless Transit Maps project will make it easier for transit users to fully understand the region's transit context and make informed trip decisions. Transit users will use transit more because they will feel confident using the region's multiple transit services. New users will be attracted to transit by a transportation system that works more like a single regional system.

The SPUR, SVCF, MTC team is uniquely positioned to carry this idea through to implementation. They have the expertise, relationships, and long-term commitment to address this complex Bay Area problem. By combining the efforts of the public, private, and nonprofit foundation sectors, this project is structured for success.

The Oakland Mayor's Office supports the Seamless Transit Maps project and looks forward to participating.

Sincerely,

A handwritten signature in black ink, appearing to read "Matt Nichols".

Matt Nichols  
Policy Director of Infrastructure and Transportation



October 6, 2016

Metropolitan Transportation Commission  
375 Beale Street  
San Francisco, CA 94105

Re: Seamless Transit Maps Project

Dear MTC Commissioners:

VTA supports the Seamless Transit Maps project, a joint initiative of SPUR and the Silicon Valley Community Foundation and the Metropolitan Transportation Commission.

This collaborative project provides regional partners an opportunity to share ideas and best practices to address challenges related to transit map design and information. VTA is committed to working with other transit agencies and operators across the Bay Area to identify opportunities to coordinate local transit information design on a regional level, where appropriate. Developing common mapping vocabulary and more consistent transit information among the different transit agencies will help support the project's overall goal of removing barriers to transit use in the region.

VTA supports the Seamless Transit Maps project and looks forward to participating.

Sincerely,

Carolyn Gonot, Interim Director  
Planning & Program Development

# County Connection

2477 Arnold Industrial Way Concord, CA 94520-5326 (925) 676-1976 [countyconnection.com](http://countyconnection.com)

---

September 28, 2016

Metropolitan Transportation Commission  
375 Beale Street  
San Francisco, CA 94105

Re: Seamless Transit Maps

Dear MTC Commissioners:

County Connection supports the Seamless Transit Maps project, a joint initiative of SPUR and the Silicon Valley Community Foundation and the Metropolitan Transportation Commission.

County Connection is committed to increasing transit ridership and to improving the transit experience for our customers. County Connection provides nearly 1,000 hours of daily bus service that intersects with BART in within the I-680 and SR24 corridors. Making connections between County Connection and BART is one of the most desired transportation improvements our riders seek. The more seamless public transportation in the Bay Area becomes across operators, the better able we will be meet the needs of our customers and fulfill our agency's core values.

Maps are an important way that we explain our transit system to riders. We are interested in working with the proposed Seamless Maps project to 1) develop new regional transit map standards and 2) better coordinate our operator maps and information with other Bay Area transit systems.

By providing complete and consistent maps and information, the Seamless Transit Maps project will make it easier for transit users to fully understand the region's transit context and make informed trip decisions. Transit users will use transit more because they will feel confident using the region's multiple transit services. New users will be attracted to transit by a transportation system that works more like a single regional system.

The SPUR, SVCF, MTC team is uniquely positioned to carry this idea through to implementation. They have the expertise, relationships, and long-term commitment to address this complex Bay Area problem. By combining the efforts of the public, private, and nonprofit foundation sectors, this project is structured for success.

County Connection supports the Seamless Transit Maps project and looks forward to participating.

Sincerely,



Rick Ramacier  
General Manager

Clayton • Concord • Contra Costa County • Danville • Lafayette • Martinez  
Moraga • Orinda • Pleasant Hill • San Ramon • Walnut Creek



CENTRAL CONTRA COSTA TRANSIT AUTHORITY



October 10, 2016

Metropolitan Transportation Commission  
375 Beale Street  
San Francisco, CA 94105

Re: Seamless Transit Maps



Dear MTC Commissioners:

The Golden Gate Bridge, Highway and Transportation District supports the Seamless Transit Maps project, a joint initiative of SPUR, the Silicon Valley Community Foundation, and the Metropolitan Transportation Commission.

Each year, the Golden Gate Bridge, Highway and Transportation District provides bus and ferry service to over nine million customers. Currently, twenty percent of our bus commuters take another transit operator to get to Golden Gate Transit and eighteen percent transfer from Golden Gate Transit to another transit operator. Nine percent of our ferry passengers transfer from another transit operator and fifteen percent transfer to another operator to reach their final destination after riding the ferry. The more seamless public transportation in the Bay Area becomes across operators, the better able we will be to meet the needs of our customers and fulfill our agency's core values.

Maps are an important way that we explain our transit system to riders, and provide an overview of how our system connects with other Bay Area transit operators. We are interested in working with the proposed Seamless Maps project to 1) develop new regional transit map standards and 2) better coordinate our operator maps and information with other Bay Area transit systems.

Complete and consistent maps will make it easier for transit users to fully understand the region's transit context and make informed trip decisions. Transit users will use transit more because they will feel confident using the region's multiple transit services. New users will be attracted to transit by a transportation system that works more like a single regional system.

The SPUR, SVCF, MTC team is uniquely positioned to carry this idea through to implementation. They have the expertise, relationships, and long-term commitment to address this complex Bay Area problem. By combining the efforts of the public, private, and nonprofit foundation sectors, this project is structured for success.

The Golden Gate Bridge, Highway and Transportation District supports the Seamless Transit Maps project and looks forward to participating.

Sincerely,

A handwritten signature in black ink, appearing to read "Dana Fehler", with a stylized, flowing script.

Dana Fehler  
Director, Marketing & Communications  
Golden Gate Bridge, Highway & Transportation District



**SFMTA**  
Municipal  
Transportation  
Agency

Edwin M. Lee, *Mayor*

Tom Nolan, *Chairman*

Cheryl Brinkman, *Vice-Chairman*

Gwyneth Borden, *Director*

Malcolm Heinicke, *Director*

Edward D. Reiskin, *Director of Transportation*

Lee Hsu, *Director*

Joél Ramos, *Director*

Cristina Rubke, *Director*

**October 11, 2016**

**Metropolitan Transportation Commission**  
**375 Beale Street**  
**San Francisco, CA 94105**

***Re: Seamless Transit Maps***

**Dear MTC Commissioners:**

The San Francisco Municipal Transportation Agency (SFMTA) supports the Seamless Transit Maps project, a joint initiative of SPUR and the Silicon Valley Community Foundation and the Metropolitan Transportation Commission.

The SFMTA is committed to reducing private automobile use by shifting drivers into transit and other modes. We are also committed to improving the customer experience for all modes. The more seamless public transportation in the Bay Area becomes across transit operators, the better able we will be to meet the needs of our customers and fulfill our agency's core values.

Maps are intrinsic for transit customers to accurately understand available transit systems. We are interested in working with the proposed Seamless Transit Maps project to: 1) develop new regional transit map standards; and 2) better coordinate our operator maps and information with other Bay Area transit systems.

By providing complete and consistent maps and information, the Seamless Transit Maps project will make it easier for transit users to fully understand the region's transit context and make informed trip decisions. A Seamless Transit map will reduce barriers to accessing transit by improving riders' understanding of all available options. Providing reliable and legible map information will make transit riders feel confident using the region's many transit service providers. Increasing customer confidence and user understanding will likely increase transit trips and retain existing riders. New users will also be more likely to choose transit if they can understand that the Bay Area's transportation systems can work like a single, regional transit system.

The SPUR, SVCF, MTC team is well positioned to carry this idea through to implementation. They have the expertise, relationships, and long-term commitment to address this complex Bay Area problem. By combining the efforts of the public, private, and nonprofit foundation sectors, this project is structured for success.

The SFMTA supports the Seamless Transit Maps project and looks forward to participating.

**Sincerely,**

**Edward D. Reiskin**  
**Director of Transportation**