

BLUE RIBBON



TRANSIT RECOVERY
TASK FORCE

**TRANSFORMATION ACTION PLAN:
GOALS AND OBJECTIVES**

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TODAY'S FOCUS

Overarching question:

What should the Transformation Action Plan achieve?

Today:

- Discussion of proposed Goals and Objectives
- Goals = Scope

Next Month:

Adopt Goals in November





TRANSFORMATION'S FOUNDATION

- **2006 Transit Connectivity Plan** – Identified ways to improve and implement the quality of linkages between transit systems for the customer.
- **2010-2012 Transit Sustainability Project (TSP)** – Addressed financial shortfalls, transit service performance and improved customer experience.
- **2020 Bay Area Transit Ridership Trend Study (UCLA)** - Focused on recent ridership declines, possible causes, and a framework for reversing these trends.



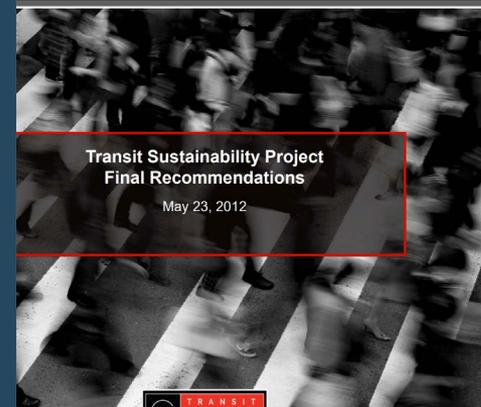
Transit Connectivity Report

Metropolitan Transportation Commission • January 2005

What's Behind Recent Transit Ridership Trends in the Bay Area?

Volume I: Overview and Analysis of
Underlying Factors

February 2020



Transit Sustainability Project
Final Recommendations

May 23, 2012



MTC'S 30-YEAR LEGISLATIVE HISTORY WITH TRANSIT COORDINATION

Two Bay Area specific bills **SB 602** (1989) followed by **SB 1474** (1996):

- Require MTC to ensure operators have a “joint fare revenue sharing agreement consistent with MTC rules and regulations”
- Authorize MTC to:
 - Require coordination of fares and schedules
 - Identify, in consultation with operators, functions that could be consolidated to improve the efficiency of regional transit
 - Improve service coordination and effectiveness in “**transit corridors of regional significance**” by recommending improvements
 - Require compliance with MTC’s regional transit coordination plan as a condition of receiving STA funds

MTC'S CURRENT CUSTOMER-FOCUSED TRANSIT INITIATIVES



Partnership
Board
Subcommittee/
Connected
Mobility



Regional Fare
Integration/
Coordination
Study



Regional
Mapping,
Wayfinding &
Public
Information



Regional Rail
Partnership
Grant



Forward
Projects
(Bay Bridge,
Dumbarton,
Richmond-
San Rafael)



Mobility Hub
Standards
and Pilots

CONCENTRATE ON DOING A FEW THINGS WELL

- Recognize transit's unprecedented uncertainty
- Assemble the framework for Transformation
- Link Action Plan with the continuum
- Actively involve underserved populations
- Emphasize achievable near-term actions



TRANSIT TRANSFORMATION

Design, adequately invest in and effectively manage an appropriately frequent, accessible, reliable, affordable and better connected public transit network, serving all Bay Area populations, resulting in increased transit ridership and reduced growth in vehicle miles traveled.

PROPOSED GOALS

1

Goal 1: Recovery

Recognize critical recovery challenges facing transit agencies

2

Goal 2: Equity

Advance equity

3

Goal 3: Network Management & Governance

Propose near-term network management & governance reform actions

4

Goal 4: Current Initiatives

Clarify the relationship between MTC's current transit initiatives & transformation planning

GOALS AND OBJECTIVES: 1

1 Goal 1: Recovery

2 Goal 2: Equity

3 Goal 3: Network Management & Governance

4 Goal 4: Current Initiatives

Goal 1: Recognize critical recovery challenges facing transit agencies

Defer post-recovery service planning to allow Bay Area transit agencies to prioritize difficult fiscal and service choices in the midst of increasing uncertainty

Objectives:

- A. Encourage additional MTC funding and regulatory relief during the Transit Recovery period
- B. Advocate for additional federal and state funding to support Recovery
- C. Receive quarterly Stage 2 updates from Operators and MTC

GOALS AND OBJECTIVES: 2

- Goal 1: Recovery
- 2** ● Goal 2: Equity
- Goal 3: Network Management & Governance
- Goal 4: Current Initiatives

Goal 2: Advance equity

Integrate and be accountable to equity in policy, service delivery and advocacy recommendations, as embodied in MTC's Equity Platform

Objectives:

- A. Develop specific Equity Principles to guide transit transformation planning
- B. Include focused outreach to current riders, underserved populations, and persons with disabilities to inform the Transformation Action Plan

GOALS AND OBJECTIVES: 3

- Goal 1: Recovery
- 2 Goal 2: Equity
- 3 Goal 3: Network Management & Governance**
- 4 Goal 4: Current Initiatives

Goal 3: Propose near-term network management & governance reform actions

Identify specific near-term public transit network management and governance reform actions to facilitate transit transformation

Objectives:

- A. Using experienced professionals, evaluate regionwide network management alternatives, addressing issues of legal authority, scope of duties, oversight and budget requirements. Recommend near-term reform actions.
- B. Using experienced professionals, evaluate which agency consolidation opportunities should advance in the near-term, and recommend next steps.
- C. Propose state and regional institutional and legislative actions to support transit transformation.

GOALS AND OBJECTIVES: 4

- Goal 1: Recovery
- 2 Goal 2: Equity
- 3 Goal 3: Network Management & Governance
- 4** Goal 4: Current Initiatives

Goal 4: Clarify the relationship between MTC's current transit initiatives & transformation planning

Review the scope, timing and decision process of current MTC transit initiatives and identify specific actions to integrate them with Transformation Action Plan implementation

Objectives:

- A. Receive presentations on several current MTC transit initiatives and comment on their relationship to the Transformation Action Plan
- B. Identify relationships between MTC initiatives and regionwide network management reforms

PROPOSED GOALS

Questions:

Are these the
right Goals?

Are these the
right Objectives?

1

Goal 1: Recovery

Recognize critical recovery challenges facing transit agencies

2

Goal 2: Equity

Advance equity

3

Goal 3: Network Management & Governance

Propose near-term network management & governance reform actions

4

Goal 4: Current Initiatives

Clarify the relationship between MTC's current transit initiatives & transformation planning

PROPOSED BTRTF ROADMAP

BLUE RIBBON



Oct. Nov. Dec. Jan Feb. March April May June

STAGE 2 RECOVERY (Operator Led)

PROCESS

SCOPING

STRATEGY OPTIONS

ACTION PLAN



GOAL 1

STAGE 2 Update

STAGE 2 Update

STAGE 2 Update

GOAL 2

EQUITY

GOAL 3

NETWORK MANAGEMENT/GOVERNANCE

GOAL 4

CURRENT INITIATIVES

APPROVAL MILESTONES

Goals & Objectives

Existing Transit Initiatives Memo

Next Steps for Network Management & Governance

Transformation Action Plan



THANK YOU.

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