



BLUE RIBBON

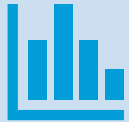


TRANSIT RECOVERY
TASK FORCE

UPDATE ON BLUE RIBBON TRANSIT RECOVERY TASK FORCE

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PRESENTATION OVERVIEW



Polling results of Bay Area residents



Update on Blue Ribbon Transit Recovery Task Force's Network Management Discussion



Transformation Action Plan and Next Steps

Public Opinion Survey & Focus Groups Conducted

Randomized Poll by EMC Research

- Random survey of Bay Area residents across nine-counties, April 15 – 21, 2021
- 1,000 total interviews, margin of error ± 3.1 percentage points
- Mixed-mode methodology: phone (landlines and cell phones), text and email invites to on-line option
- English, Chinese, Spanish, and Vietnamese

▶ Community Focus Groups

- Five transit rider focus groups that included 23 participants
- One in Spanish, one in Cantonese, two in English, one with persons with disabilities

Focus Groups and Poll Findings: Transit is Valued

Most Bay Area residents (87%) believe public transit is important to the Bay Area.

Everyone – both riders and nonriders – values a reliable, frequent and safe transit for the Bay Area.



Focus Groups and Poll Findings: What We Had Was Not Good Enough

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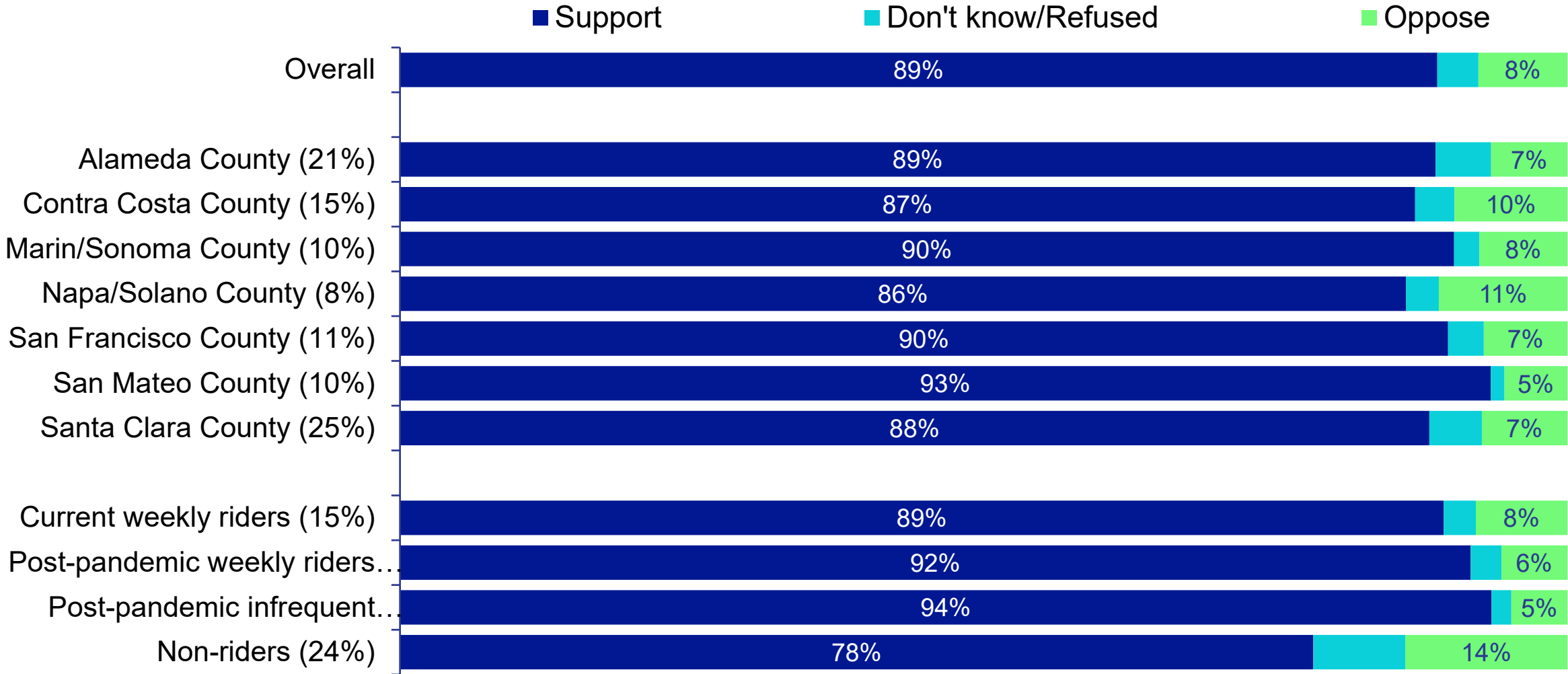
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Bay Area residents, both transit riders and not, were not satisfied with public transit prior to the pandemic, and **they demand better and encourage that now is the time to act.**

Reliability, frequency, ease of use, and personal safety on board are all viewed as inadequate.



Poll Finds Strong Support Across Bay Area for Seamless Legislation



Community Focus Group Findings

- ▶ Participants enthusiastic about a more **integrated transit system**
- ▶ **Fare integration**, especially a standardized pass, among most compelling features
- ▶ **Better connections** between operators seen as enabling easier travel as well as improving access from outlying areas to key regional systems
- ▶ Centralized **real-time transit** information another popular feature, especially on systems where wait times (headways) are long
- ▶ Most wanted improvements **beyond restored service levels**, even though many had been impacted by service reductions
- ▶ A better functioning transit system seen as critical for **everyone** in the Bay Area, not just transit riders
- ▶ Some concern that improvements might focus on gaining new riders at expense of transit dependent, but most felt better **integration would benefit everyone**

Poll: Specific Findings

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Everyone wants the same things:

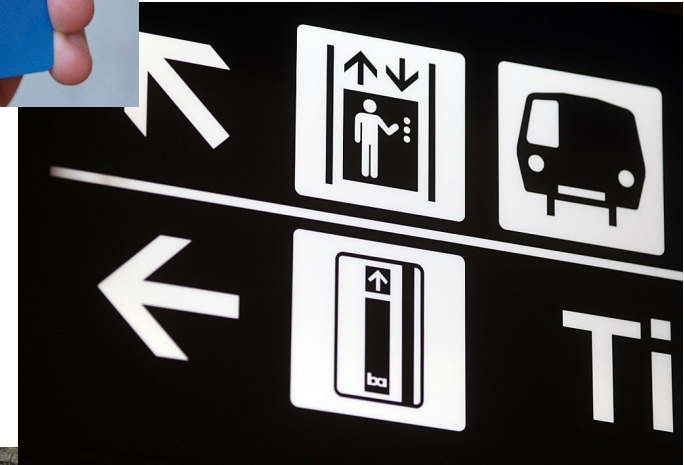
- ▶ 92% find real-time information on wait times and vehicle locations important
- ▶ 91% - 93% find better transit for dependent populations important
- ▶ 91% find more direct service, fewer transfers, and shorter wait times important
- ▶ 88% find a regional network that can set fares, align routes and schedules, and standardize information important



Poll: Specific Findings

Everyone wants the same things:

- ▶ 92% find easy to use and uniform maps and signage important
- ▶ 90% find a single mobile app for planning, schedules, and information important
- ▶ 89% find a single set of fares, passes, discounts, and transfer policies important
- ▶ 80% find dedicated travel lanes along key transit routes for buses and carpools important



NETWORK MANAGEMENT ROLES AND RESPONSIBILITIES

- The Task Force has worked over the last four months in refining a priority list of items for a consultant to evaluate as priority **roles and responsibilities** to be evaluated by a consultant.
- In April, MTC hired a consultant team led by Via Architecture to conduct an initial evaluation between May and July.
- They will be evaluating the roles and responsibilities adopted by the Task Force against potential Network Management models and evaluation criteria.
- An Ad Hoc workshop will be held on June 16 to discuss criteria for evaluation and possible network management alternatives
- Findings will be completed by the final Task Force meeting on **July 26**.
- A business case will commence in the fall to further explore and evaluate Task Force recommendations relative to cost, schedule and authority to implement.

NETWORK MANAGEMENT: NEAR-TERM PRIORITY ROLES & RESPONSIBILITIES FOR EVALUATION

OUTCOMES

ROLES & RESPONSIBILITIES

Coordinated, equitable fares and simpler payment options that attract more riders	Fare Integration Policy
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
	Capital Project Prioritization
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	Accessible Services (including Paratransit)
	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 all levels of government	Funding Advocacy

Legend

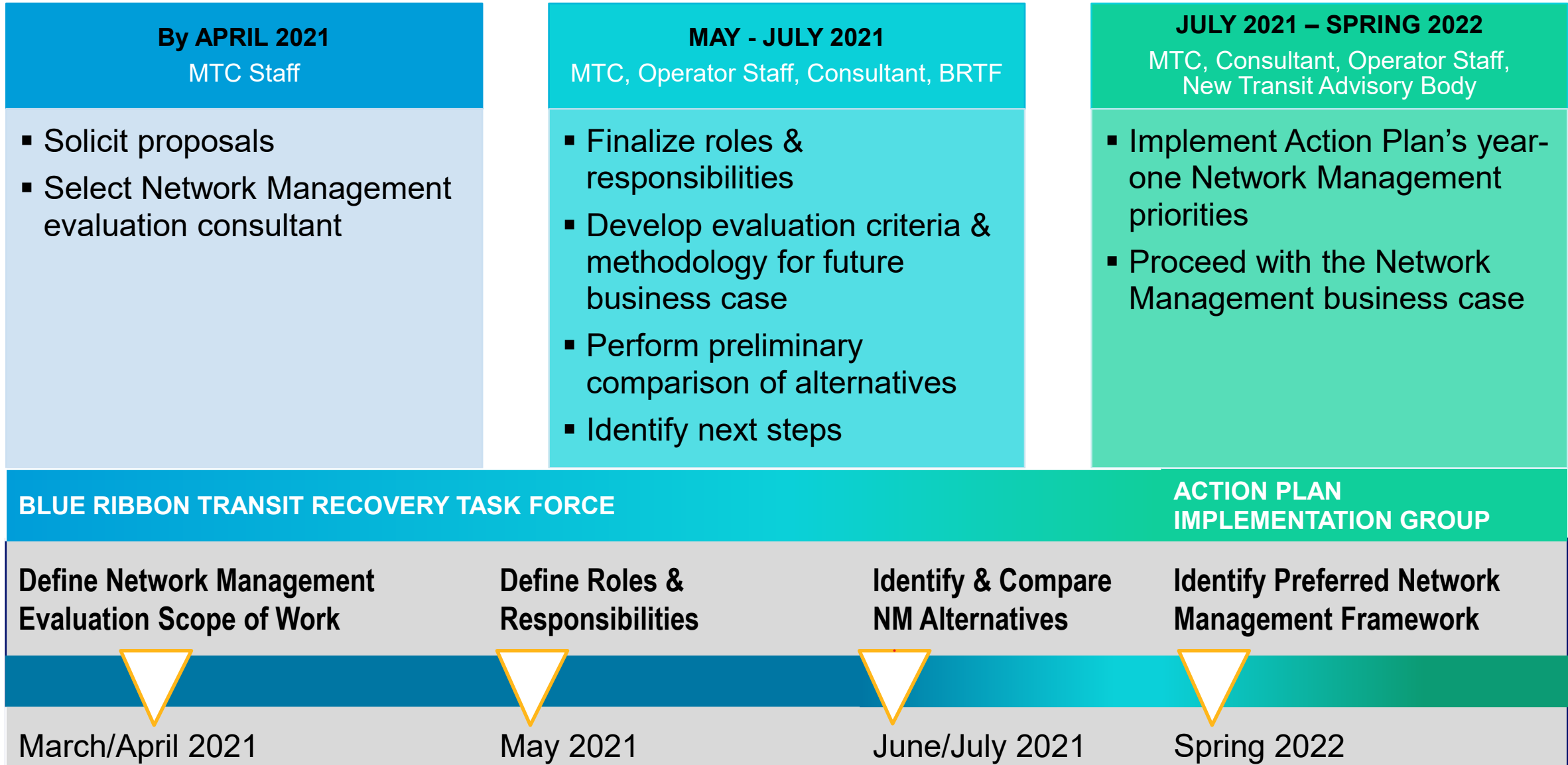


Near-term priority to be considered in Network Management Alternatives analysis



May be evaluated by consultant but not a near-term network management priority

NETWORK MANAGEMENT: EVALUATION PROCESS & TIMELINE



TRANSFORMATION ACTION PLAN PROPOSED NEXT STEPS

Fare Coordination and Integration Study

1. Receive specific fare recommendations from the Fare Coordination and Integration Study (FCIS) and Fare Integration Task Force
2. Endorse and support early areas of focus/action as defined by the FCIS and the Fare Integration Task Force
3. Support the designation of an advisory body to guide the implementation of the FCIS recommendations
4. Review and determine the authority necessary to ensure timely implementation



TRANSFORMATION ACTION PLAN PROPOSED NEXT STEPS

Regional Transit Mapping and Wayfinding

1. Support development of regional mapping and wayfinding standards based on business case recommendation
2. Support development of regional mapping data and systems
3. Support pursuing subregional pilots and phased regional roll-out



TRANSFORMATION ACTION PLAN PROPOSED NEXT STEPS

Bus Transit Priority

1. Freeway and State Highway Projects:

- Support approvals and capital funding requests for Bay Bridge Forward: I-580 WB HOV Lane Extension (\$7M)
- Support the advancement of Regional Forward projects on Bay Bridge, Richmond-San Rafael, and Dumbarton Bridges, and add remaining bridges into the queue

2. Arterials and Local Streets:

- Forge partnerships with cities/counties to address challenges and opportunities with transit priority projects on major arterial corridors



IMPLEMENTATION – A SHARED RESPONSIBILITY

PROJECT (Years 1-5)

CONCEPTUAL PLANNING

Fare Coordination and Integration Study

Est. Near Term Need:
Implementation / Unknown fare
impacts

MTC and transit
partners

Mapping and Wayfinding

Est. Near Term Implementation:
\$25M system design & 3 pilots

MTC in
collaboration
with agencies

Bus Transit Priority

Est. Initial Near Term Capital
Need: \$30M capital delivery

Varies: CTAs,
Transit
Agencies, and
MTC have
initiated projects

EARLY PROJECTS AND DEMONSTRATIONS

FULL IMPLEMENTATION AND OPERATION & MAINTENANCE

Near-Term Next Steps ...

- Collaborate with operators on early projects and demonstrations; based on scope of projects.
- Implementation and capital costs to be shared. Possibly through reprioritization of existing funds, securing new funding/ sources.
- Jointly fund improved Regional Standards, Data, and Systems, operated at a regional level.
- Pursue enactment of AB 629 to accelerate recommendations emerging from Task Force.



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