

BLUE RIBBON



**TRANSIT RECOVERY
TASK FORCE**

**Initial Descriptions on
Near-term Priority Roles and Responsibilities for
Network Management Evaluation**

**Revised to reflect May 24, 2021 Task Force Action
and Updated -- June 18, 2021**

DRAFT

Over the last several months, the Task Force has been considering a list of proposed roles and responsibilities for near-term prioritization. Thus far, the Task Force has indicated support for advancing and prioritizing the ongoing work in these areas in particular: 1) Fare Policy and Collection, 2) Branding, Mapping and Wayfinding, and 3) Bus Transit Priority. The scope of these roles is consistent with the prior discussion and direction of the Task Force (e.g., the concurrent Fare Coordination and Integration Study that is currently underway).

The task force members have requested initial descriptions on several roles and responsibilities to help clarify and guide their feedback on the prioritization of roles and responsibilities. To aid in the Blue Ribbon Transit Recovery Task Force's discussion of network management roles and responsibilities, below is an initial description to advance this discussion. Input and feedback from the Task Force are welcomed and additional definition of the roles and responsibilities will be developed during business case assessment.

DRAFT Near-Term Priority Definitions

Network Management Outcomes	Roles & Responsibilities	Description
Simpler, consistent, and equitable fares and payment options attract more riders.	Fare Integration Policy	Findings from the Fare Coordination and Integration Study will guide the implementation recommendations for regional fare integration, with an emphasis on increasing equity and transit ridership. Specific actions are to be determined.
Bay Area transit services are equitably planned and integrally managed as a unified, efficient, and reliable network.	Bus Transit Priority	The focus of this work is on projects, programs and policies that enable buses to achieve travel time benefits over private automobiles and/or be protected from the effects of auto congestion. Specific items include dedicated transit lanes on major bridges, bridge approaches, and regional and local arterials; bus-on-shoulder; connections to intermodal transit stations; and buses on HOV/Express Lane facilities. Projects may be advanced on either Caltrans ROW and/or local city streets. This effort may also establish common standards for signal priority equipment and software. Additionally, an important element of this work includes addressing how to streamline approval and implementation of capital projects. Advancing CEQA Streamlining legislation (such as extending and broadening SB 288) would serve to remove project implementation barriers, particularly in relation to transit priority.
	Connected Network Planning	The structure of transit service delivery varies throughout the Bay Area and the pressures on local decision makers to be responsive to local transit demand make it difficult to coordinate a multi-agency view of how cross jurisdictional trips might be better served on a joint basis. The design of the existing Bay Area transit network could be improved with a focused multi-agency effort on regional and subregional service planning to deliver an effective transit system that can attract more riders

Network Management Outcomes	Roles & Responsibilities	Description
(continued...)		and be more reliable, connected, and customer oriented. Elements of this work could include express bus network planning, identification of regional routes, gap identification for interjurisdictional trips, operating and capital connectivity improvements at intermodal hubs, and beyond.
	Station Hub Design Review	Part of this effort overlays with the "Branding, Mapping and Wayfinding" area to facilitate passenger movements but could also make recommendations to improve physical footprint and transfer path of travel. Major capital projects and station access improvements must be informed by, coordinated with, and supported by the surrounding community . The intent is to plan and design hubs for ease of use and navigation so that wayfinding becomes more intuitive and effective and connected with the community .
	Data Collection and Coordination	Better define data standards, develop common data definitions, and enhance regional data clearinghouse efforts to better make data available to both the region and operators for local and regional network management and coordination.
	Capital Project Prioritization	Based on regional vision plans and Plan Bay Area 2050 Blueprint, assess, identify, and prioritize transit capital projects for funding and development. The policy would focus on developing a pipeline and sequencing strategies for federal, state, regional and local funding opportunities.
	Bus Network Management Reform	Develop a transit network management business case and identify specific next steps to deliver public transit network management and governance reforms that will fulfill long-term transit transformation. Bus will be one

Network Management Outcomes	Roles & Responsibilities	Description
		component of the larger regional transit network analysis.
<i>(continued...)</i>	Rail Network Management Reform	Develop a transit network management business case and identify specific next steps to deliver public transit network management and governance reforms that will fulfill long-term transit transformation. Rail will be one component of the larger regional transit network analysis. Through a Caltrans Sustainable Communities Grant, MTC may develop a rail focused analysis that would feed into the Transit Network Management business case assessment.
Integrated mapping, signage and real-time schedule information makes transit easier to navigate and more convenient for both new and existing riders.	Branding, Mapping, and Wayfinding	Develop new regional standards and processes for creating and deploying new harmonized mapping, wayfinding, and branding products. Processes will streamline and expedite delivery for consistent, comprehensive information at a greatly increased number of transit access points throughout the region. The development of mapping, wayfinding, and branding standards builds on elements of MTC's current effort - the Hub Signage Program. Part of this effort overlays with the "Station Hub Design Review" area to facilitate passenger movements but could also make recommendations to improve physical footprint and transfer path of travel.
	Technology and Mobile Standards	Coordinate and administer data and technology Standards encompasses both scheduled and real time passenger information standards, implemented through core and extended GTFS and GTFS-Realtime standards. Coordination with state initiatives and neighboring regions can be done if relevant. Work elements may include support for creation

Network Management Outcomes	Roles & Responsibilities	Description
		of GTFS and GTFS-Realtime feeds for agencies that do not have them and ongoing technical assistance with data feeds such as testing, validation, and QA/QC.
<i>(continued...)</i>	Marketing / Public Information	Regional collaboration on marketing campaign creation and promotion to ensure consistent messaging across all Bay Area transit operators. This may also include market research efforts that are conducted on a regular basis in order to establish regional comparative data.
Transit services for older adults, people with disabilities, veterans and those with lower incomes are coordinated efficiently.	Accessible Services (including Paratransit)	Reduce barriers between different types of services for older adults and persons with disabilities, including both fixed-route and paratransit services. Special consideration should be given to service and public transit infrastructure around destinations frequented by passengers with accessibility needs. Pilot projects should be explored at the regional and sub regional levels to determine functional best practices and ensure program designs are sustainable.
	Centralized Program Eligibility Verification	Cost effectively determining eligibility for ADA paratransit service, age/income-based programs, and other eligibility-based policies through a centralized regional provider. Once verified by the central provider, operators need to be able to confirm individual program eligibility and conditions/restrictions without additional effort from the passenger.

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The Bay Area's transit system uses its existing resources more efficiently and secures new, dedicated revenue to meet its capital and operating needs.	Funding Advocacy	Secure existing and new revenue to assist in the advancement of transit initiatives, the sustainability of transit, and implementation of recommendations from the Blue Ribbon Transit Recovery Task Force.