

## Regional Network Management Council

December 15, 2025

Agenda Item 3d

### Transit Communications Update

---

**Subject:**

Update from MTC and transit agency staff on regional transit communications activities and coordination efforts.

**Background:**

MTC and transit agency communications and marketing staff in 2020 fundamentally changed how they work together. As a result of the COVID-19 pandemic and at the urging of the Blue Ribbon Transit Recovery Task Force, staff began to collaborate in a new way to speak with a single voice about steps they were taking to keep riders healthy on transit and to encourage former riders to get back on transit.

This fall marks four years since the very first All Aboard Bay Area Transit—the region’s first truly integrated transit communications effort—launched with the goal of accelerating Bay Area riders’ return to transit after the start of the COVID-19 pandemic. That 2021 effort, which delivered a combined impact of being seen and heard over 85 million times, allowed the agencies to reach Bay Area audiences at scale with a single, unified message: The Bay Area is moving forward together on transit.

At the same time, the development of the All Aboard message and its look and feel laid the foundation for the work that was to follow: MTC and transit agencies coordinating on a sustained effort to increase awareness of Bay Area transit and encourage more people to ride while call attention to the new initiatives underway to improve safety, cleanliness and reliability. Today’s presentation will provide reflections on regional transit communications to date and highlight the work that has been done and is ongoing in the following categories:

- Return to transit communications
- Transit Transformation Action Plan initiatives
- Transit agency initiatives

In addition to the initiatives delivered in partnership between MTC and transit agencies, transit agencies also are coordinating messaging about agency-led efforts to improve the rider

experience, whether through the rollout of new coordinated schedules in January and August, branded “the Big Sync,” or transfer options between agencies. Transit agency staff will provide an update on these efforts.

Finally, staff will offer a look ahead to communications planned for 2026.

**Issues:**

None identified.

**Recommendations:**

Information.

**Attachments:**

- Attachment A: Communications and Marketing Terminology
- Attachment B: Presentation