



Transit Communications Update



METROPOLITAN
TRANSPORTATION
COMMISSION

Regional Network
Management

Regional Network Management Council

December 15, 2025

Agenda Item 3d

Today's Focus

1. Return to Transit Communications
2. Transit Transformation Action Plan Initiatives
3. Transit Agency-led Communications
4. 2026 Look Ahead



Return to Transit Communications

Pandemic Response

- Monthly and ad-hoc meetings
- Brainstorm messaging, share data, and plan communications and marketing efforts
- Coordinated press events, news releases, public events, communications toolkits for projects large and small



One Shared Goal

Increase awareness of Bay Area transit and encourage more people to ride

- **Primary message:** Whether you are going to work or going to school, seeing friends and family, or just running errands, the Bay Area's buses, ferries and trains will get you where you want to go.
- **Secondary message:** Bay Area ridership numbers are up in 2025, and transit agencies have new initiatives to improve safety, cleanliness and reliability.



How We Reach the Public

Tactics

- Focus on non-transit riders and infrequent riders
- Use data (surveys, polls, etc.) to inform messages
- Communicate about Bay Area transit rather than a specific agency or service
- Create engaging content that is responsive to Bay Area residents' interests and delivers on our goals
- Use a unified message across platforms
- Use a unified look and feel to visually communicate the message
- Expand the reach of our message by partnering with other agencies and organizations

Platforms

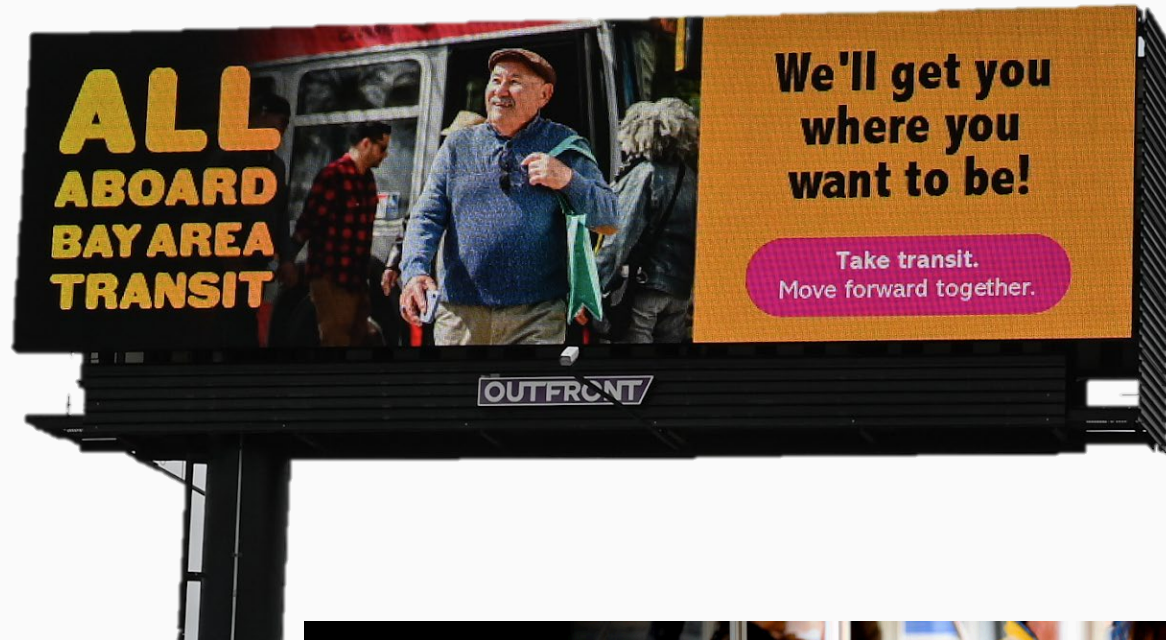
- Paid advertising
- Earned media, press events, press releases
- Digital communications: social media, blogs, streaming audio, podcasts, etc.
- Rider-focused events
- Print materials
- Websites: AllAboardBayArea.com, MTC's websites, transit agency websites

The Bay Area's First Truly Integrated Transit Communications Effort

- MTC and at least 15 transit agencies in 2021
- Creative in 5 languages and Cantonese and Mandarin dialects
- Over 1,110 units of out of home inventory
- Buys on 11 regional radio stations
- Activation across nearly every major social network
- Digital and print buys with at least 6 regional news outlets
- Digital activation including, email display, digital audio and connected TV
- Major regional support from Bay Area Council, San Francisco Giants and Facebook



Spreading the Word Online and in Person



All Aboard Cumulative Impact

More than

135 million

total impressions since 2021



Consistent Look and Feel

**ALL ABOARD
BAY AREA
TRANSIT**
THE BIG SYNC

**We can't
afford to
lose transit**

The state budget must **#savetransit**

LEARN MORE

ALL ABOARD
ON SEPT. 23 FOR
TRANSIT DAY

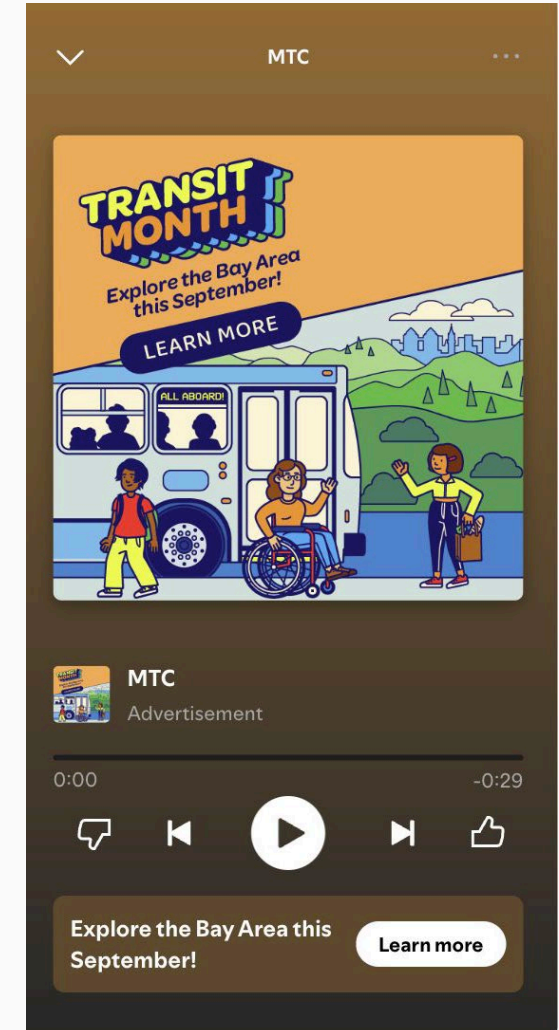
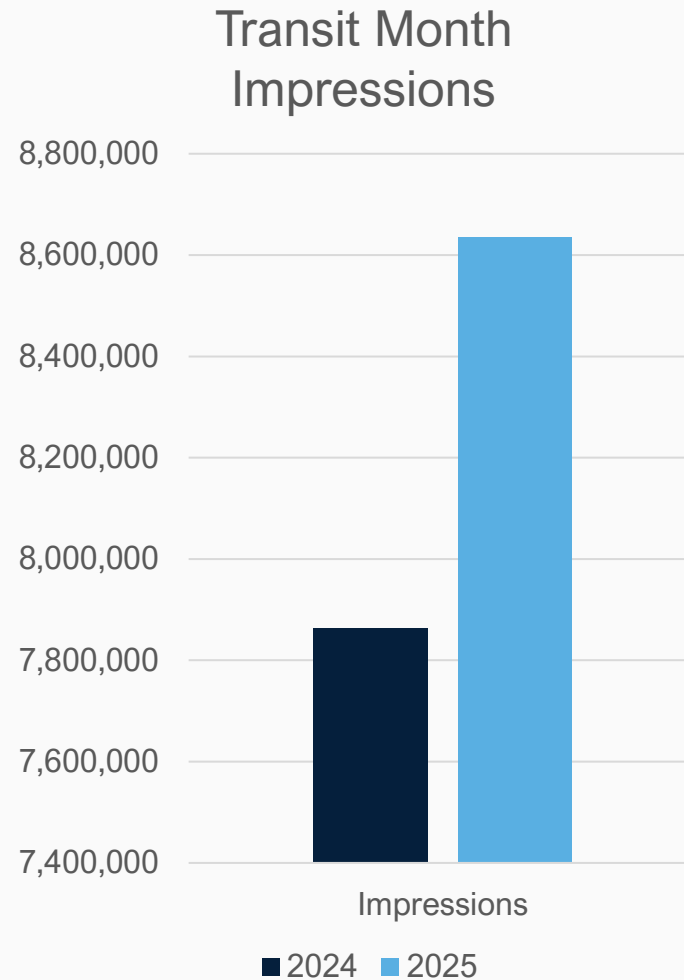


**RIDE-ALONG
& HAPPY HOUR**
WITH TRANSIT CEOs



Transit Month

- MTC Sponsorship, 2023-2025
- English, Spanish, Chinese
- Digital Promotion
 - Instagram Stories
 - TikTok
 - Spotify
 - Reddit
 - KQED podcasts
 - KBRG



Transit Transformation Action Plan Initiatives

Support Transit

Instagram

mtc mtcdata

Sponsored

我們無法承受失去交通的後果

瞭解詳情

Learn more

>

mtcdata

我們一眾左鄰右舍所依賴的灣區公共交通，正深陷危機當中，瞭解我們對州府撥款的迫切需求。

mtc mtcdata

We can't afford to lose transit

LEARN MORE

Learn more

>

12 likes

mtcdata The Bay Area needs reliable public transit more than ever — but without state funding, major service cuts & fare hikes are coming.

View 1 comment

Caltrain @Caltrain

New state budget is needed for Bay Area transit to survive and thrive! Riders have come back to Caltrain, but their travel needs have changed. We need more time and resources to respond to these new travel patterns. #SaveTransit allaboardbayarea.com/supporttransit

We can't afford to lose transit

The state budget must #savetransit

LEARN MORE

SFMTA @SFMTA_Muni

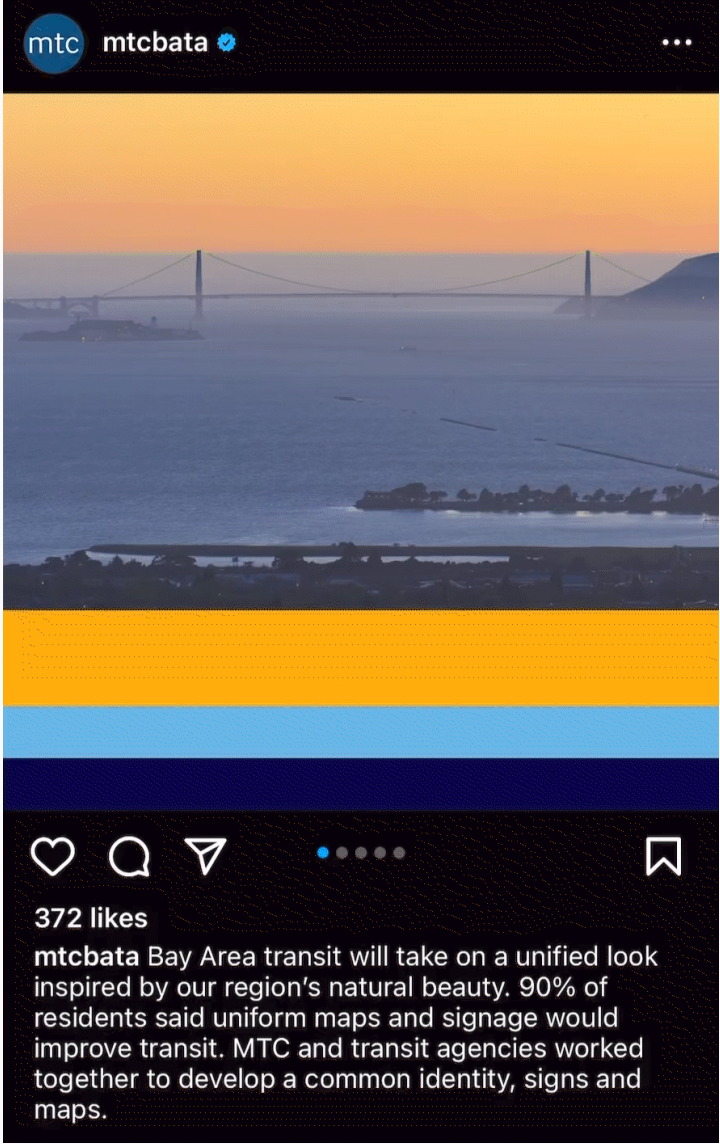
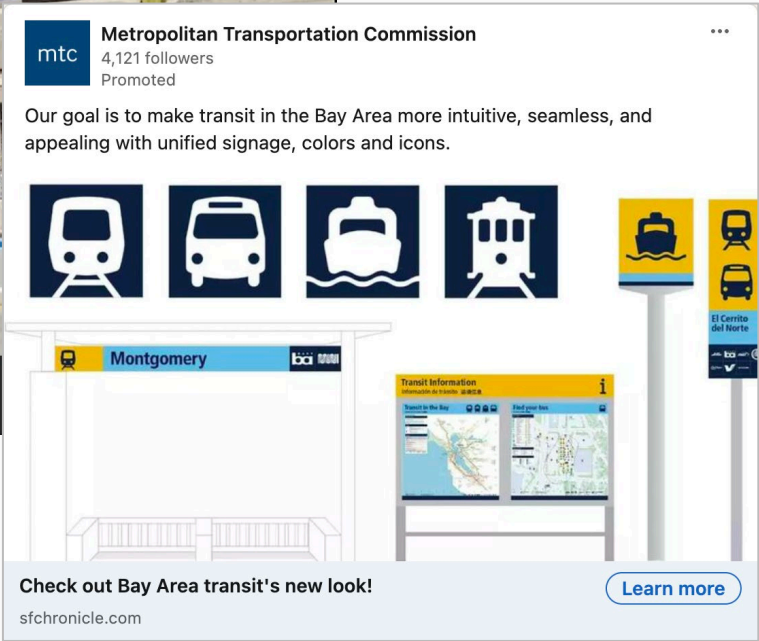
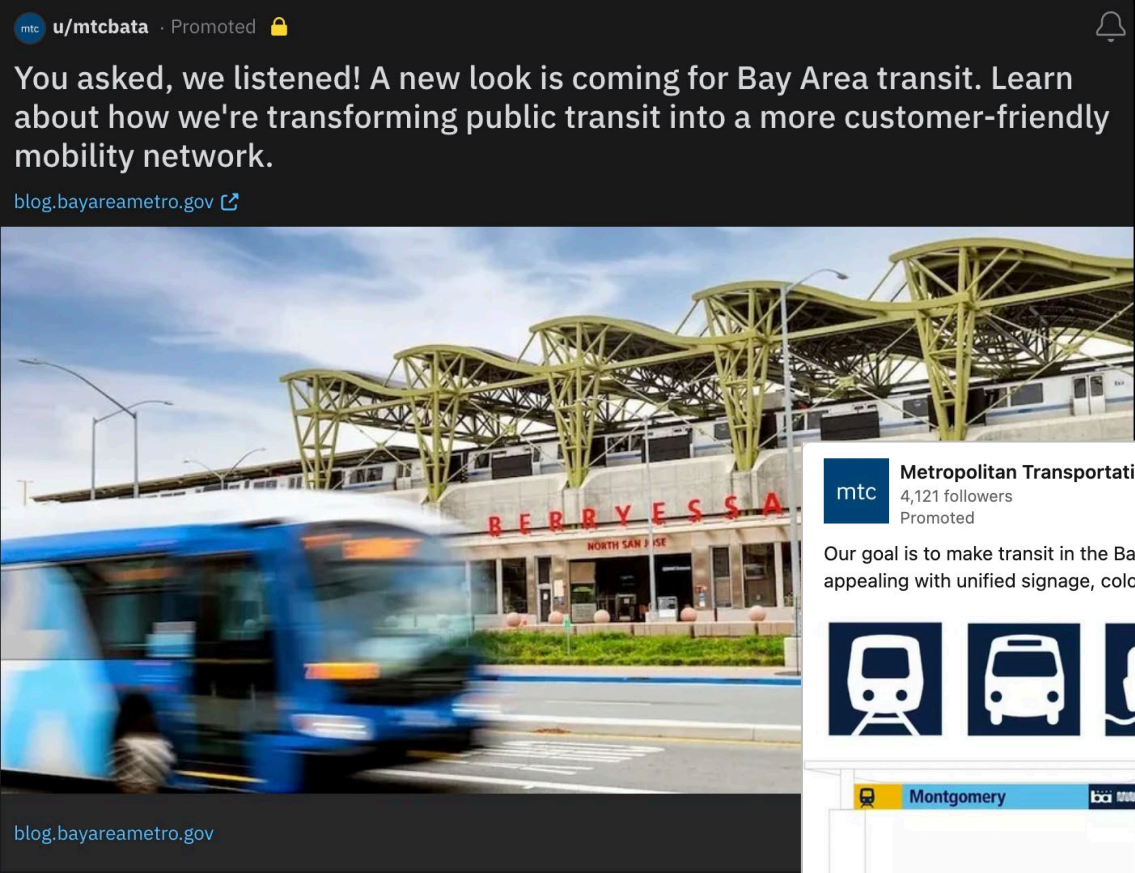
1/ With other Bay Area transit agencies, we're asking the state for "bridge" \$\$ to support transit operations until a new, long-term \$\$ source is established. #savetransit allaboardbayarea.com

We can't afford to lose transit

The state budget must #savetransit

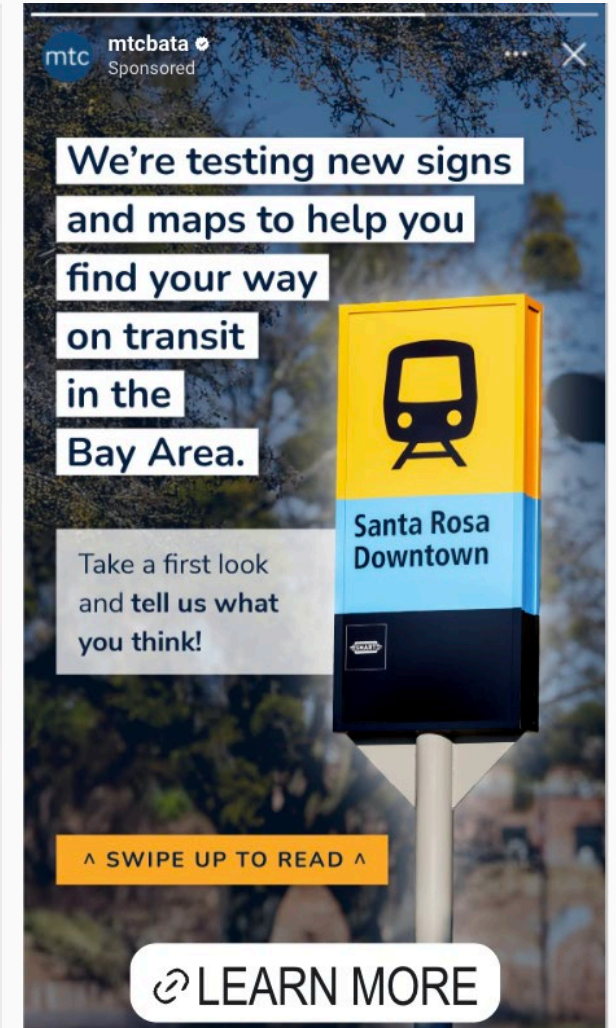
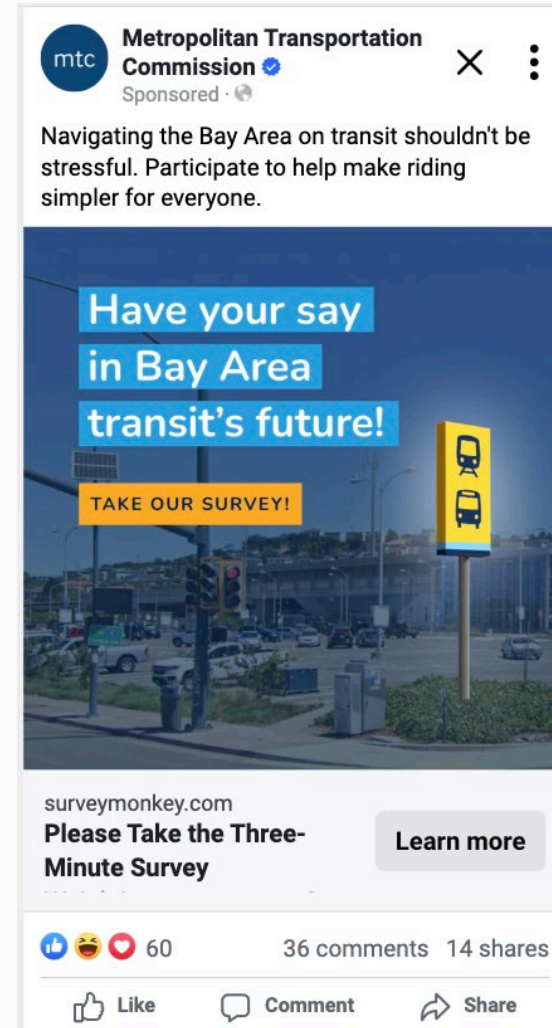
LEARN MORE

Regional Mapping & Wayfinding Project — Identity



Regional Mapping & Wayfinding Prototypes

- El Cerrito del Norte and Santa Rosa test locations
 - Joint news release
 - Media events
 - Take Ones for transit customers
 - Organic and paid social media posts
 - Earned media
- Survey promotion results
 - Impressions: 708,190
 - Clicks to survey: 9,234
 - Click-through rate: 1.24%

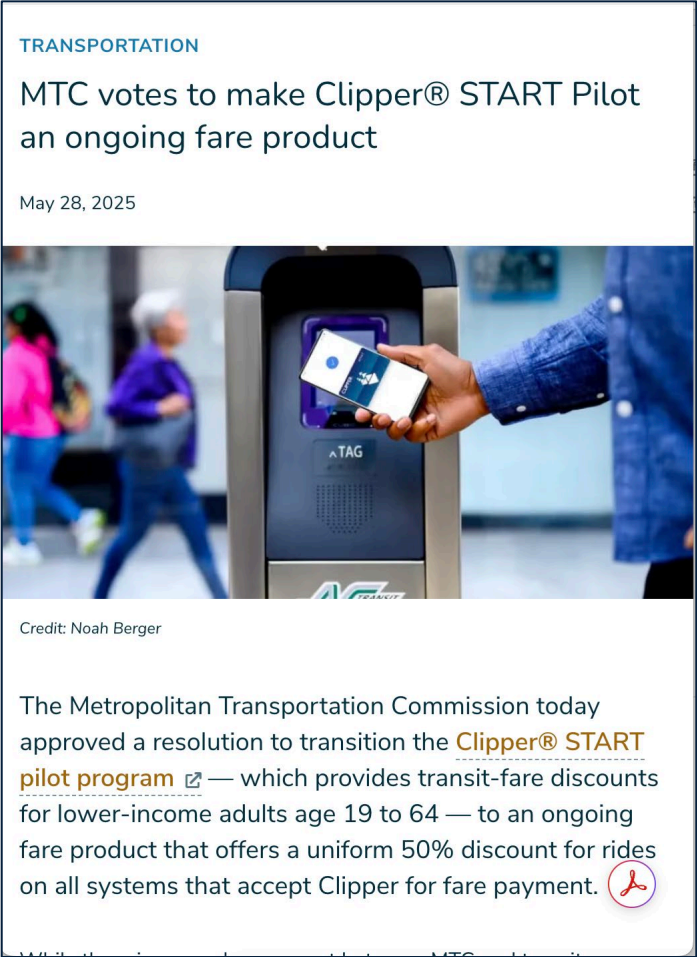
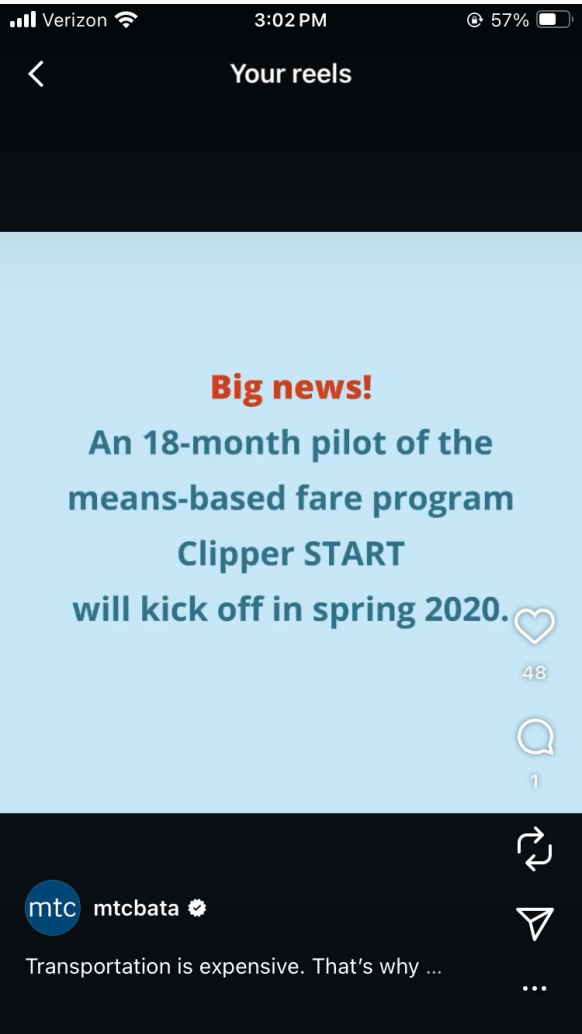


Clipper BayPass Awareness & Employer Recruitment



- Organic and paid social media posts
- Paid SHRM (HR Newsletter) promotion
- News releases, website stories
- Videos including fun social media vertical videos featuring real users of BayPass, where they take transit and how it saves them money
- Paid promotions results
 - Total Impressions: 11,895,575
 - Total Clicks to Interest Form: 44,223

Clipper START, Transit 2050+ Network



Transit Agency-Led Initiatives

Communicating as “One Network”

- Joint press releases
 - Ridership trends
 - Customer satisfaction
 - Schedule changes
- Sharing calendar of events
- Monthly coordination meeting of Marketing and Communications staff
- BART and Caltrain quarterly meeting




"Every transit system is working together – not as separate agencies – but finally, as one network where we are syncing our schedules, we're talking about the rider experience so that when you go from one system to the next it's that easy transfer. We need to act as one network now more than ever before, especially as we're asking for greater investments."

-Alicia Trost, BART's Chief Communications Officer to CBS Bay Area

Big Sync


'The Big Sync': Bay Area transit agencies coordinating schedules for seamless transfers

By Leslie Brinkley 
Wednesday, August 13, 2025



■ LOCAL NEWS

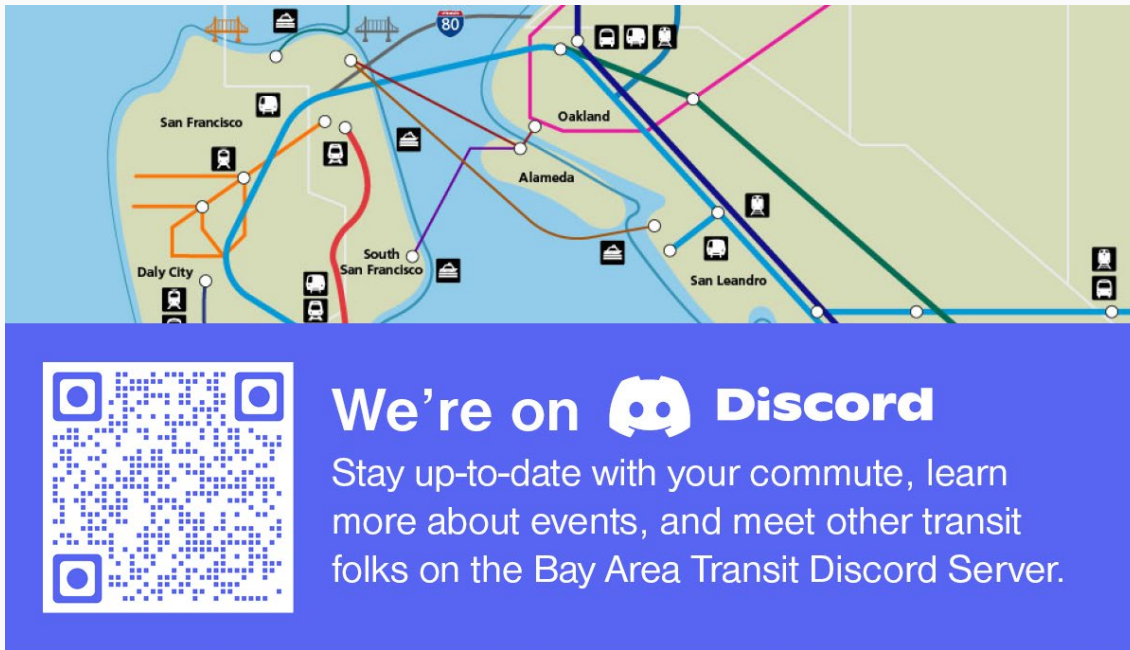
Bay Area transit agencies say bye-bye to uncoordinated transfers, look to get in sync

 by Andres Jimenez Larios, Bay City News August 10, 2025



- Fun and attention-getting name
- Consistent language for website articles about schedule changes for each operator
- Joint press releases and press conferences
- August 2025 earned news media
 - 37 online & 31 broadcast = 105M reach
- Used the regional mapping and wayfinding look and feel to show key transfer hubs
- Used All Aboard Bay Area branding for communication tool kit

Bay Area Transit Discord Server



- Launched in May 2024 by Caltrain in coordination with other agencies
- 4.5K members
- Gen Z strategy and powered by transit enthusiasts
- Service alerts
- Separate agency channels
 - Caltrain, BART, AC Transit, SF Bay Ferry, SFMTA, SamTrans
- Events tab
- Provides access to transit agency staff

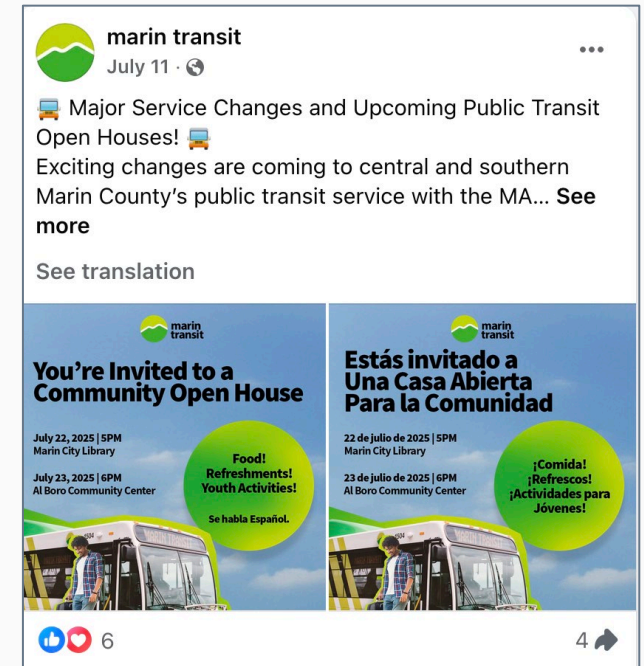
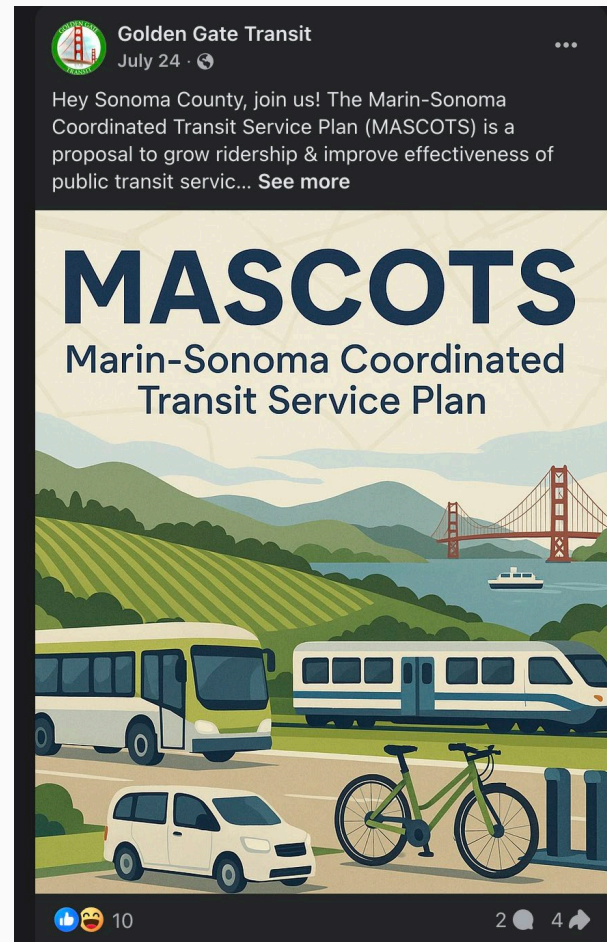
MASCOTS

- Four community open houses
- Two virtual workshops
- Online survey
- Pop-up events
- Public hearing
- Digital ads and social media posts

Transit Agencies in Sonoma County are considering changes to local and regional bus service.

Join us for a community open house event to learn more!

[CLICK HERE FOR INFO >](#)



BART train screens now show transit transfer info!!!

These screens are available to persons with disabilities.

bART sfbartarearapidtransit Follow

The Passenger Information System on BART's train cars is beginning to be updated to s... more

SMART Arrives Larkspur Station	Ferry Departs Larkspur	Ferry Arrives San Francisco Ferry Terminal	Ferry Departs San Francisco Ferry Terminal GATE C	Ferry Arrives Larkspur	SMART Departs Larkspur Station
-	5:45 AM	6:20 AM	6:30 AM	7:05 AM	7:44 AM
5:58 AM	6:30 AM	7:05 AM	7:15 AM	7:45 AM	8:16 AM
6:53 AM	7:15 AM	7:50 AM	8:00 AM	8:30 AM	-
7:25 AM	7:55 AM	8:30 AM	8:40 AM	9:15 AM	9:52 AM
7:57 AM	8:40 AM	9:15 AM	9:25 AM	10:00 AM	10:56 AM
9:01 AM	9:25 AM	10:00 AM	10:10 AM	10:45 AM	-
9:33 AM	10:10 AM	10:45 AM	11:50 AM	12:25 PM	12:47 PM
10:37 AM	11:50 AM	12:25 PM	12:35 PM	1:10 PM	2:23 PM

Communicating Alternatives During Disruptions

[Home](#) / [Alerts](#) / Critical Alerts

Critical Alerts

Title	Last Updated
- BART Service Suspended System Wide	8:00 AM 5/9/2025
<p>As of 8:00 AM, BART reports that service remains suspended system wide until further notice, due to a computer networking problem. AC Transit and SF Muni are providing mutual aid.</p> <p>Please consider alternative transportation. For transit alternatives, use the BART Trip Planner at www.bart.gov/alternatives or the BART app to find transit alternatives based on your location by deselecting BART in "transit options".</p>	

Transit Options

All

BART only

BART

Regional Trains (Caltrain, Capitol Corridor, ACE)

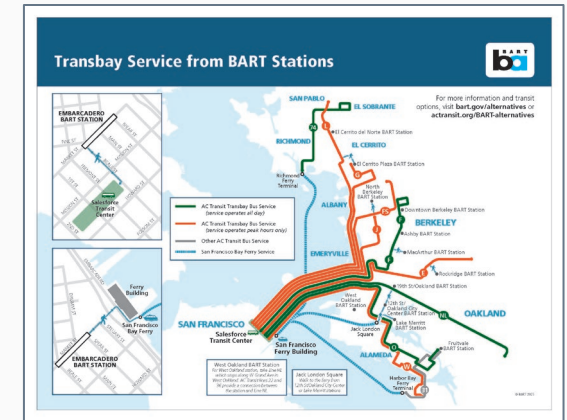
Bus

Ferry

Tram

Cable car

SAVE



 **San Francisco Bay Ferry**
@SFBayFerry

EXTRA SERVICE ADDED: SF Bay Ferry will be running an additional trip from Oakland to Downtown S.F. departing at 9:35 a.m. to assist travelers on Friday, Sept. 5 during the BART system shutdown.

[#bayareacommuter](#) [#sanfranciscobayarea](#) [#bartshutdown](#)

9:20 AM · Sep 5, 2025 · **1,437** Views

Look Ahead

Communications Plans in 2026

- Return to Transit Communications
- Transit Transformation Action Plan Initiatives
- Transit Agency Initiatives
- Next-Generation Clipper — Benefits and Features
- Benefits of Transit Report
- SB 63/Connect Bay Area Public Information
- Super Bowl and FIFA World Cup