

*Transit Priority investments improve transit travel time and reliability, enhancing the experience for riders and lowering costs for operators.*



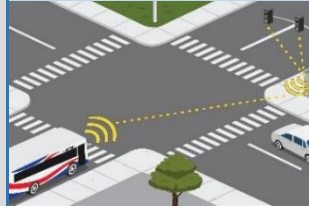
Photo: Karl Nielsen

## Toolkit of Transit Priority Treatments



Photo: Jeremy Menzies/SFMTA

**Dedicated Transit Lanes**



Courtesy of SamTrans

**Transit Signal Priority**



Photo: Jeremy Menzies/SFMTA

**Improved Transit Stop Design**



Photo: Jeremy Menzies/SFMTA

**Transit Vehicle/ High-Occupancy Vehicle Lanes**



Photo: Jeremy Menzies/SFMTA

**Traffic/Parking Regulations & Enforcement**



Image: NACTO

**Queue Jump Lanes**

**Optimized Transit Stop Placement & Spacing**



Photo: Marin Transit

**More information at**  
[mtc.ca.gov/transitpriority](http://mtc.ca.gov/transitpriority)

## Project Highlight: SFMTA Geary Rapid

Received \$10 million from MTC's Transit Performance Initiative program. Installed transit lanes, bus bulbs, signal priority, bus stop spacing changes, and pedestrian safety and urban design improvements.

**Benefits:**

**Transit travel time decreased** by up to 18% on 38R.

**Transit reliability improved** 37% on 38R.

**Safety improved**, with a 70-80% reduction in vehicles going >40 mph.







Photo: Jeremy Menzies/SFMTA

## Generating Results for Riders

- ▶ Transit Priority treatments can help transit vehicles avoid traffic congestion, reduce delays at signals and move more predictably on all types of roads.
- ▶ Eliminating transit delays reduces travel times and improves transit reliability, making transit more attractive to ride.
- ▶ Shorter travel times also lower the operating cost to provide service.

## Regional Initiatives

 <p><b>Regional Transit Priority Policy</b></p> <p>Promotes faster, more reliable transit that moves more people in the Bay Area.</p>	 <p><b>Bus Accelerated Infrastructure Delivery</b></p> <p>Funds near-term (quick-build) Transit Priority projects.</p>	<p><b>Innovative Deployments to Enhance Arterials: Transit Signal Priority</b></p> <p>Provides assistance to local government to advance Transit Signal Priority.</p>	 <p><b>Forward Commute Initiatives</b></p> <p>Delivers Transit Priority projects along key freeway and bridge corridors.</p>	 <p><b>Transit Performance Initiative</b></p> <p>Funds the delivery of Transit Priority projects.</p>
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## Transit Priority Project Budget & Timeline

Generally, projects spanning larger areas with more treatments, multiple right-of-way owners, and more existing utility conflicts require more budget and a longer timeline.

Implementation Timeline/Cost	Example Project	Transit Priority Elements	Right-of-Way Owner(s)
<p><b>Near-term/Low Cost (1-3 years)</b> Interventions at “hotspot” locations <b>&lt;\$2 million per mile</b></p>	<p><b>Monument Corridor Transit Speed Improvements</b> (County Connection) 2 years (2025-2026) \$435,000 per mile</p>	<p>TSP, stop placement/spacing</p>	<p>Concord</p>
<p><b>Mid-Term/Medium Cost (3-10 years)</b> Improvements corridor-wide <b>\$2 million per mile – \$15 million per mile</b></p>	<p><b>Geary Rapid</b> (SFMTA) 4 years (2018-2021) \$12 million per mile (\$36 million*, 3 miles)</p>	<p>Transit lanes, TSP, stop placement/ spacing, stop design</p>	<p>San Francisco</p>
<p><b>Long-Term/Higher Cost (10+ years)</b> Reimagined and redesigned corridors <b>&gt;\$15 million per mile</b></p>	<p><b>Tempo Bus Rapid Transit</b> (AC Transit) 18 years (2003-2020) \$23 million per mile (\$232 million, 10 miles)</p>	<p>Transit lanes, TSP, boarding stations, off-board fare payment, extensive signal/utility upgrades and relocations</p>	<p>Oakland, San Leandro, Caltrans</p>

\*Does not include \$30 million in coordinated infrastructure upgrades that were bundled with project but were not part of project.

# Fare Integration

*Delivering rider-friendly fare products and programs helps make transit more affordable for today's users and encourages more people to use transit.*



Photo: Noah Berg

## Regional Initiatives



**CLIPPER.**  
**BayPass**

**Clipper BayPass pilot program** provides

unlimited rides on all bus, rail and ferry services in the Bay Area.

Initially offered to educational institutions and affordable housing communities, Clipper BayPass is now being sold to employers.



**The Clipper START pilot program** offers low-income Bay Area residents who make up to 200% of the federal poverty level a 50% discount on their transit fares.

MTC subsidizes operator revenue impacts with up to \$8 million/year.

### Free & Reduced Transfers

Launching with **Next Generation Clipper** system, a regional fare pilot policy will offer a \$2.75 transfer discount whenever a customer transfers between agencies. The \$11 million/year, MTC-funded policy is expected to grow ridership by up to 27,000 riders per day.



### Common Regional Fare Structure

Fully deploying a common fare structure **could ultimately increase daily ridership by 70,000** based on the findings of the Fare Coordination & Integration Study. A next step called for in that study is to study a common fare structure on regional rail systems.

[mtc.ca.gov/FareCoordination](https://mtc.ca.gov/FareCoordination)

## Transforming Regional Transit Fares

**\$80 – \$100 Million\***

annual investment could deliver



- ✓ Single fare structure for regional transit service — generating ridership growth of 70,000+ riders a day
- ✓ Savings for all riders using local bus/LRT, rail, ferry, and express bus
- ✓ Regional daily/weekly/monthly passes and fare caps maximums for all types of users
- ✓ Free transfers between operators

### Generating Results For Riders Today

CLIPPER **START** ▶▶

**64%**

of users report taking more public transit trips because of **Clipper START**

**61%**

of users say *“it is now easier for me to cover all my expenses”*

 **CLIPPER.**  
**BayPass**

**40%**

increase in ridership by **Clipper BayPass** users in Phase 1 of Pilot in random control trial of 20,000 Clipper BayPass users compared to non-users at Bay Area universities

**1st**

**Clipper BayPass** is the first product that provides unlimited travel on all Bay Area transit

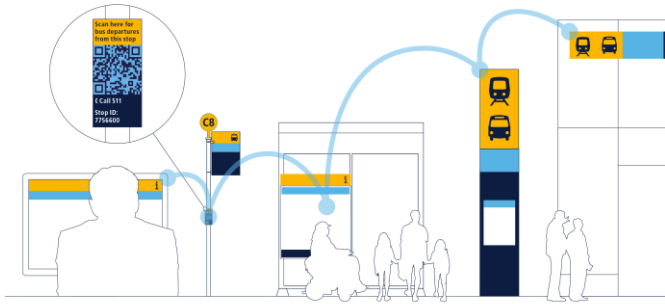
### Funding

MTC and regional partners are piloting Fare Integration initiatives to make fares more affordable and encourage more people to take transit.

The cost to implement the full suite of fare integration initiatives ranges from \$80-\$100 million\* per year but Clipper START and free and reduced transfers could be extended for approximately \$20 million per year.

\* Amount determined by the Bay Area Fare Coordination & Integration Study and Business Case.





*Whether residents are traveling by bus, rail, or ferry, they use signs to navigate the experience. This project will simplify transit travel with unified signage and maps regionwide.*

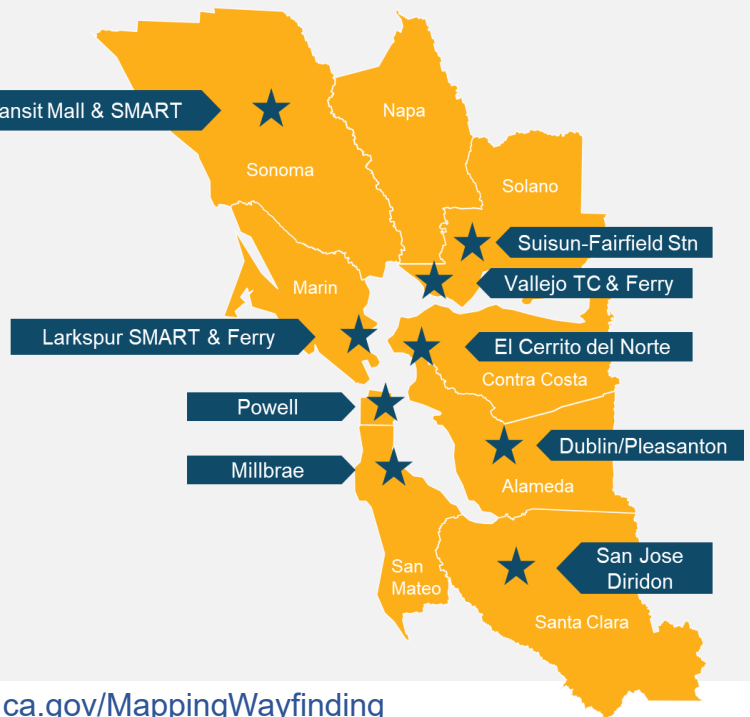
## Project Highlight: Unified Design Identity

*The Bay Area's natural beauty serves as inspiration for the colors of the regional transit network identity.*



## Project Highlight: Design Tests

- ▶ **Fall-Winter 2024:** Design tests at El Cerrito del Norte BART and Santa Rosa Transit Mall will support in-person feedback to inform the Regional Mapping & Wayfinding standards.
- ▶ **2025-2026:** Testing at nine sites in a variety of complex, multi-operator locations will further inform the standards.



For more information, visit [mtc.ca.gov/MappingWayfinding](https://mtc.ca.gov/MappingWayfinding)

*Improve mobility and access to services for older adults and people with disabilities and give more Bay Area residents the freedom to get around the region independently.*



## Regional Initiatives



### Mobility Management

Designate in each county a Mobility Manager to coordinate rides and function as a go-between for transit agencies, serving people with disabilities, older adults and people with low incomes.



### One-seat Paratransit Rides

Pilot one-seat paratransit rides to enable eligible riders to travel to their destinations without having to change vehicles.

### Standardizing Paratransit Eligibility Practices

Standardize ADA paratransit eligibility practices to improve accuracy of assessments and provide referrals to other services, safeguarding the service for those who truly need it.



### Improving Paratransit Service

Explore service improvements, policy changes, and technology enhancements to increase efficiencies and improve the paratransit customer experience.



### Next Generation Clipper® Integration

Paratransit users will be able to pay for rides using Clipper.

For more information, visit [mtc.ca.gov/TAPAccessibility](https://mtc.ca.gov/TAPAccessibility)