



Creating an Equitable, World-Class, Seamless Transit Network

www.seamlessbayarea.org

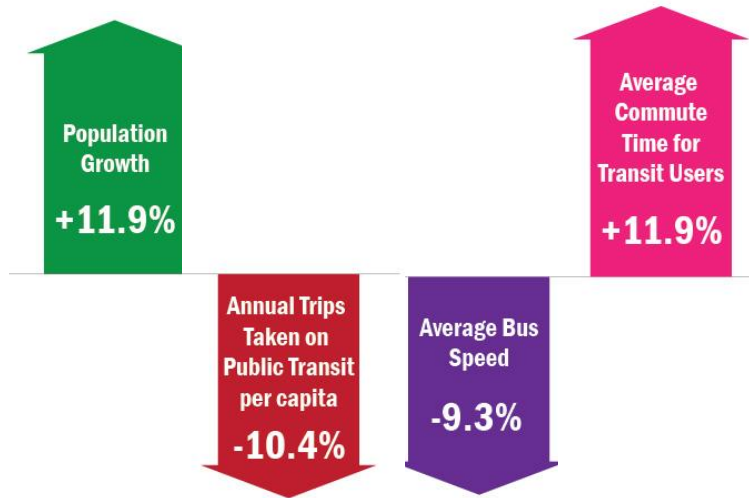




Seamless Bay Area's mission is to transform the Bay Area's fragmented public transit into a world-class, unified, equitable, and widely-used system by building a diverse movement for change and promoting policy reforms.

Transit should be the backbone of the Bay Area, but is not keeping up

Between 2001 and 2016 in the Bay Area:



Many people want to use transit -- but don't because it's too difficult

“It takes too long to get around on transit.”

“It's not frequent enough”

“It's too confusing”

“It doesn't take me where I need to go”

“It's not reliable”

The Bay Area's most pressing regional challenges are interrelated; and require regional solutions

HOUSING
AFFORDABILITY



TRAFFIC

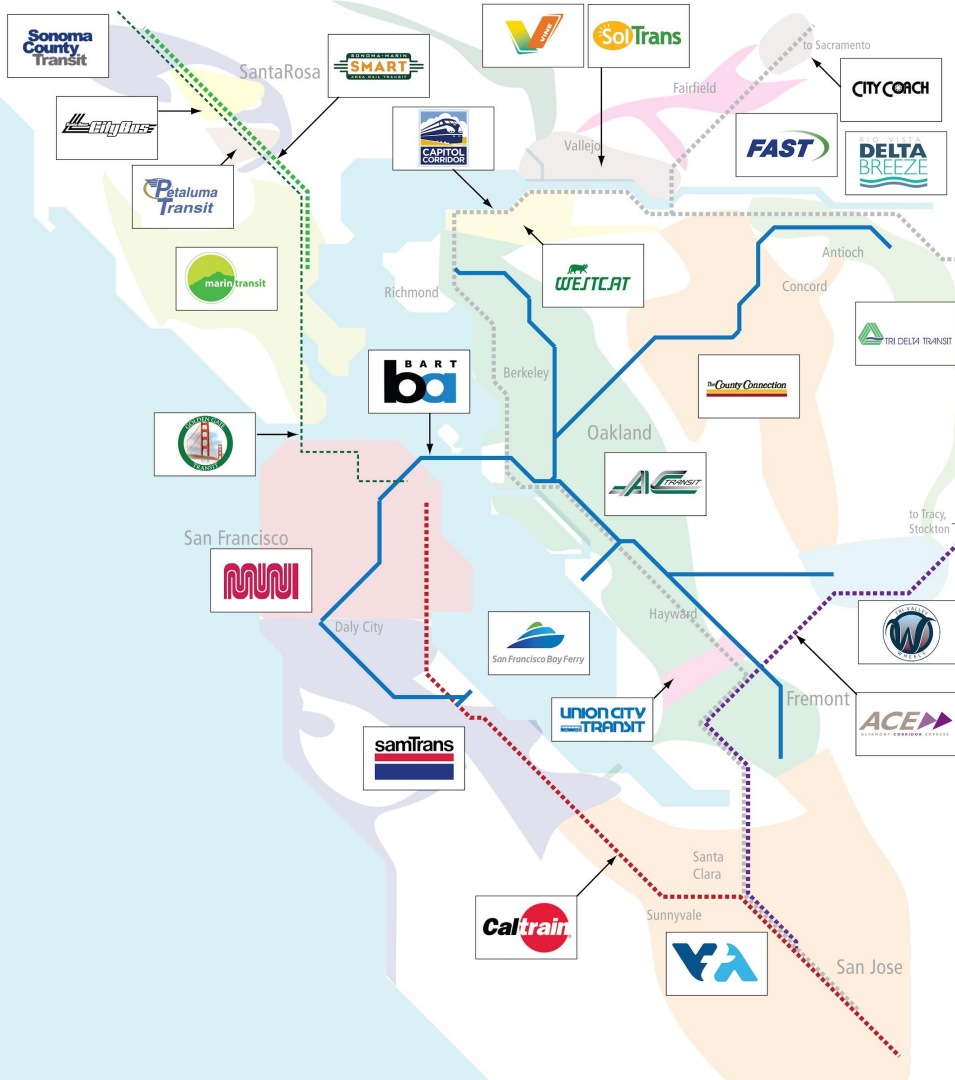


CLIMATE CHANGE



INEQUALITY





Our Fragmented Regional Network is not working

- Our system isn't connected or logical; little coordination or regional vision
- Just 5% of all trips are on transit
- 27 transit agencies are each individually struggling; COVID has exacerbated challenges & created new gaps
- Billions spent on transit investments have not increased overall ridership
- Rapid technological change and new forms of mobility create new urgency



In a Seamless customer-focused regional network:

- A connected rapid transit network is strategically planned at regional level to work as a *system*
- Transit agencies work together to operate different parts of the integrated network
- Service quality, fares, student discounts, schedules, and wayfinding is standardized to be a reliable and as simple as possible for users
- More funding for more service

Studies show success factors for well-coordinated transit

- Can provide clear accountability for transit network as a whole, to all transit users and Bay Area citizens
- Can be done while recognizing local funding sources and local service decisions
- A Network Manager entity is the norm in high-performing regions



Transportation Network Manager

Long-range Planning, Fare Policy, Service Standards, Regional schedules, Customer Experience, Branding, Data, Capital Project Delivery




Transit Operators

Day-to-day Operations, Maintenance, Local Service Planning, Service Delivery, Customer Relations

Community-building and legislation...

Seamless Transit Principles



- Run all Bay Area transit as one easy-to-use system
- Put riders first
- Make public transit equitable and accessible to all
- Align transit prices to be simple, fair, and affordable



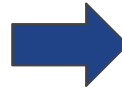
Broad, grassroots coalition supporting Seamless Transit & integrated fares

80 groups (including 20 public agencies) support, 2000 individuals

- SPUR, Bay Area Council, TransForm
- EBHO, SV@Home, Housing Action Coalition
- Agencies: SFCTA, BART, WETA,
- Cities & Counties: San Jose, East Palo Alto, Berkeley, Fremont, Alameda Cty., El Cerrito ++

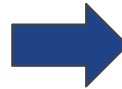
Political leadership and legislation leads to regional progress on reforms

2020: AB 2057 (Chiu)



Blue Ribbon Transit Recovery Task Force set up by MTC to pair COVID recovery with reform; next step is Network Management business case

2021: AB 629 (Chiu)



Fare Integration Task Force & Transformation Action Plan sets deadlines for integrated fares pilots, real time info, wayfinding, network plan



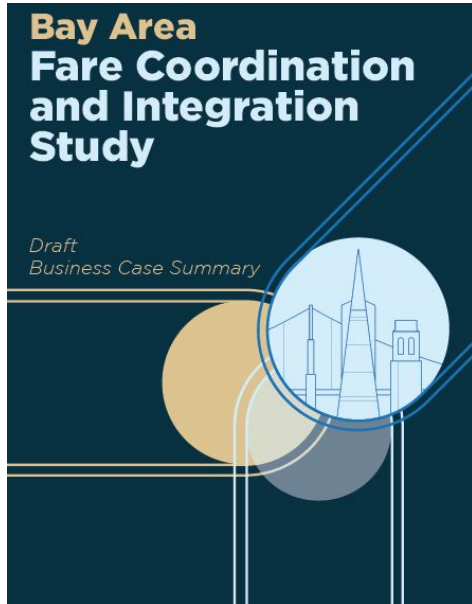
Blue Ribbon Task Force developed a broad consensus on set of reforms

- Adopted vision of a system with unified service, fares, schedules, customer information and identity
- Problem statement identified lack of **network management resources and authority** as barrier to improving transit
- 27 Actions charts a course toward
 - Integrated fares
 - Integrated branding & wayfinding
 - Integrated service
 - Transforming accessibility
 - New funding for transformation
- Network Management Business Case will identify preferred alternative for **network manager by Fall 2022 (key issue: MTC-led or Regional Operator-led); setting up for 2023 legislation**

Regional Fare Coordination and Integration Study

- Started in 2019
- Supervised by Fare Integration Task Force, composed of transit agency General Managers and MTC Executive Director
- Managed by BART and MTC staff, with STEER as consultants with international experience
- Advised by MTC Policy Advisory Council Fare Integration Subcommittee
- Includes business case analysis of financial costs, benefits to ridership, driving reduction, equity
- Included substantial user research

Regional Fare Integration Study Recommendations



Adopted by Fare Integration Task Force:

- ✓ Pilot all-agency pass for orgs (like colleges, housing, employers, TMAs) - *Funded*
- ✓ Free transfers (local and regional) - *Funded*
25,000 new transit trips/day, Reduction of 235K VMT/day
- ✓ Regional standard fare (Caltrain, BART, ferry, express bus) - *Not yet funded, projected to cost up to \$70m/year*
68,000 new transit trips/day, Reduction of 800K VMT/day;

All-agency transit pass pilot - Phase 1

Launch Date: August 2022

Scale: Up to 50,000 pass holders

Cost to Participants: None during pilot

Working with:



- Public colleges and universities
- Affordable housing developments
- Pre-existing organizational transit pass customers
- \$6M in funding for phases 1 and 2 from MTC

All-agency transit pass pilot - Phase 2

Launch Date: Early 2023

Scale: Up to 10 employers of various sizes

Cost to Participants: Price per pass during pilot will be negotiated based on size/location of employer



- Employers and transportation management associations (TMAs)
- Goals include: Geographic diversity around the Bay Area, focus on transit rich employment centers equity
- Assess how a larger program could impact transit demand and bring new revenue to transit

SB 917 (Becker): Seamless Transit Transformation Act

- Senate Co-authors: Weiner, Dodd
- Assembly Co-authors: Quirk, Lee, Ting, Levine, Mullin
- Sponsors: Seamless Bay Area, Bay Area Council, TransForm, Joint Venture Silicon Valley

- Near-term deadlines for MTC to develop, in consultation with transit agencies:
 - **Connected Network Plan** - by March. 31, 2024
 - Vision plan identifying: Key hubs, transit corridors of significance, target travel times, service frequencies desired
 - Service vision for future funding measure
 - **Integrated Fare Structure** - to be in place by July 2024, and updated each year
 - By 2024 Must include: Free transfers, common definitions;
 - When funding available: common fare structure for regional services, multi-agency passes
 - **Universal Wayfinding Standards** - by 2025
 - **Universal Real Time Information Standards** - July 2023
- Transit agencies must comply with integrated fare structure, wayfinding, & real time info standards in order to receive STA funding.

The Seamless Transit Principles

The Seamless Transit Principles have been developed by a coalition of non-profit groups to guide local, regional, and state decision-makers to pursue a seamlessly integrated, world-class transit system that works for people.



**Run
all Bay Area
transit as one
easy-to-use
system**



**Put
riders first**



**Make
public transit
equitable and
accessible
to all**



**Align
transit prices
to be simple,
fair, and
affordable**



**Connect
effortlessly
with other
sustainable
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**Plan
communities
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**Prioritize
reforms to
create a
seamless
network**