TRANSIT TRANSFORMATION
ACTION PLAN

SFCTA Board Presentation

Theresa Romell, Melanie Choy
Metropolitan Transportation Commission
May 24, 2022

TRANSIT TRANSFORMATION

Design, adequately invest in and effectively manage a public transit network that is equitable, inclusive, frequent, affordable, accessible and reliable; is integrated with unified service, fares, schedules, customer information and identity; and serves all Bay Area populations, resulting in increased transit ridership and reduced growth in vehicle miles traveled.

Desired Outcomes

I. Fares and Payment	II. Customer Information	III. Transit Network	IV. Accessibility	V. Funding
Simpler, consistent, and equitable fare and payment options attract more riders.	Integrated mapping, signage and real-time schedule information makes transit easier to navigate and more convenient for both new and existing riders.	Bay Area transit services are equitably planned and integrally managed as a unified, efficient, and reliable network.	Transit services for older adults, people with disabilities, and those with lower incomes are coordinated efficiently.	The Bay Area's transit system uses its existing resources more efficiently and secures new, dedicated revenue to meet its capital and operating needs.

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Action Plan Key Elements

▸ Expanded collaboration between transit operators and with partners is essential

▸ Actions are keyed to Outcomes

▸ Focused on near-term actions (approx. 1-3 years) leading toward Transit Transformation

▸ Requires alignment on existing regional funding and new funding

▸ The Action Plan is ambitious, and the target completion dates are preliminary and subject to continued evaluation and refinement

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Transformation Action Plan: Accelerated Actions

I. FARES AND PAYMENT

Fare Integration Policy

1. Act on the Fare Coordination and Integration Study (FCIS) recommendations

2. Determine whether existing authority is sufficient for FCIS implementation

3. Seek state legislation if needed

II. CUSTOMER INFORMATION

Mapping and Wayfinding

4. Fund and finalize regional mapping and wayfinding standards

5. Fund and complete 1-3 consistently branded subregional mapping and wayfinding pilot projects

6. Fund and develop a regional mapping data services digital platform

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Transformation Action Plan: Accelerated Actions

III. TRANSIT NETWORK

Bus Transit Priority (speed & reliability)

7. Request a Caltrans Deputy Directive to expedite State right-of-way transit priority actions

8. Sponsor legislation to remove barriers to transit priority implementation

9. Fund the design and delivery of prioritized near-term transit corridor projects

10. Select near-term HOV lane operating policies to advance to the State

11. Define a Cooperative Agreement process

12. Fund, develop and adopt a Transit Priority Policy and Corridor Assessment

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Transformation Action Plan: Actions

III. TRANSIT NETWORK

Bus/Rail Network Management Reform

13. Fund and complete a Business Case analysis

14. Establish and support an advisory group to guide the Business Case

15. Provide financial incentives for Integration Efficiency initiatives

16. Deliver Rail Partnership and Governance Assessment

17. Adopt Transit Equity Principles and a process for applying them

Connected Network Planning

18. Fund, develop and adopt a Bay Area Connected Network Plan

19. Adopt a transit hub toolkit to optimize station design and connectivity

Data Collection and Coordination

20. Establish protocols and implement uniform Realtime and transit pathway data collection

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Transformation Action Plan: Actions

IV. ACCESSIBILITY

21. Designate a Mobility Manager in each county

22. Fund subregional one-seat paratransit ride pilot projects

23. Identify next steps for the full integration of ADA-paratransit services on Clipper Next Generation

24. Identify key paratransit challenges and recommend reforms

25. Adopt standardized eligibility practices for programs (e.g. RTC and Clipper) that benefit people with disabilities

V. FUNDING

26. Identify efficiencies and Network Management funding needs

27. Convene stakeholders to guide a transportation funding ballot measure

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Transformation Action Plan: Accelerated Actions Next Steps + Implementation

Accelerated Action	Description	Estimated Total Near-Term Need
Fare Integration	• Regional Institutional/Employer Pass Pilot • Free and reduced cost transfers	$28 million
Mapping and Wayfinding	• Regional System Standards Design • Subregional Pilots • Digital Mapping and Data Services	$35 million
Transit Priority	• SFOBB & I-80 transit access improvements • I-80 and Hwy 101 HOV Hours of Operations • Improvements on arterial corridors	$61 million

SENATE BILL 917 UPDATE

OVERVIEW OF SB 917 (BECKER)

- Requires implementation of four recommendations from Transit Transformation Action Plan:

  - Integrated Fares – limited scope & pilots

  - Connected Network Plan

  - Mapping & Wayfinding Standards

  - Real Time Transit Information

INTEGRATED FARE PROVISIONS

- Requires **no-cost transfers** from "local to local" among same or different operators and from local to a regional system

- Requires MTC to estimate cost of a 3-year pilot of two other fare integration options and ***if funding provided by state or private funds*** to implement the following:

  - All agency transit pass

  - Common regional fare system

- Based on Fare Coordination and Integration study, would cost approx. **$100 million/year,** so approx. $300 million would be needed to implement both policies for three years.

OTHER KEY PROVISIONS OF SB 917

- Connected Network Plan

  - Requires MTC to develop and adopt plan in coordination with transit operators no later than 12/31/25 or by 3/31/24 if additional funding is provided.
  - Plan to include a transit priority network that identifies key corridors that would benefit from improvements to remove transit from conflicts with traffic congestion

- Mapping & Wayfinding

  - Requires MTC to develop and adopt mapping and wayfinding standards by 7/1/25
  - Requires operators to comply with them after 1/1/26 when developing new maps and wayfinding or upgrading existing

- Real Time Transit Information

  - Requires MTC to establish open data standards to provide for real-time transit vehicle location, arrival and departure times and predictions to provide more consistently reliable real-time transit information for riders.

FUNDING & ACCOUNTABILITY PROVISIONS

- SB 917 does not provide any direct funding to support its provisions, but some provisions will only go into effect, or will be accelerated, if additional funds are provided.

- The bill includes potential funding consequences for non-compliance: MTC may withhold a portion of operators' State Transit Assistance funds if they don't comply or meet progress benchmarks (or are granted an exception).

- This is consistent with current law but is more specific by being tied directly to integrated fares, mapping & wayfinding and real-time transit info.