



Working Toward a Seamless Bay Area Transit System

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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.

To achieve our vision of a seamless, sustainable, rider-focused transportation system, we need:

- Coordinated transit fares, schedules, branding, and service;
- Faster, more frequent, and reliable transit service supported by a major new transit funding source;
- A regional network manager authority to unify 27 fragmented systems.



Our Fragmented Regional Network is not working

- 27 transit agencies with little integration; separate planning, fares, routes, schedules presents barriers for riders, makes many trips uncompetitive on transit
- Pre-COVID, just 5% of trips (or 10-12% of commute trips) are on transit; lower than regions with comparable density
- Billions spent on transit investments have not increased overall ridership

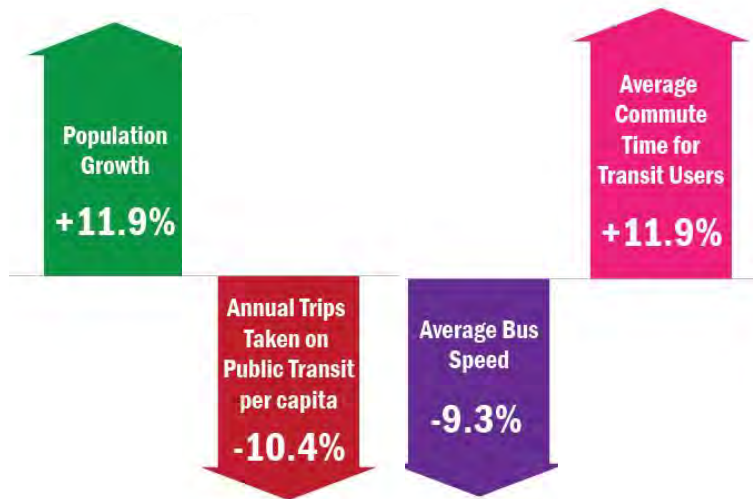


In a Seamless customer-focused regional network:

- 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, schedules, and wayfinding is standardized to be a reliable and as simple as possible for users
- More funding for more service

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."

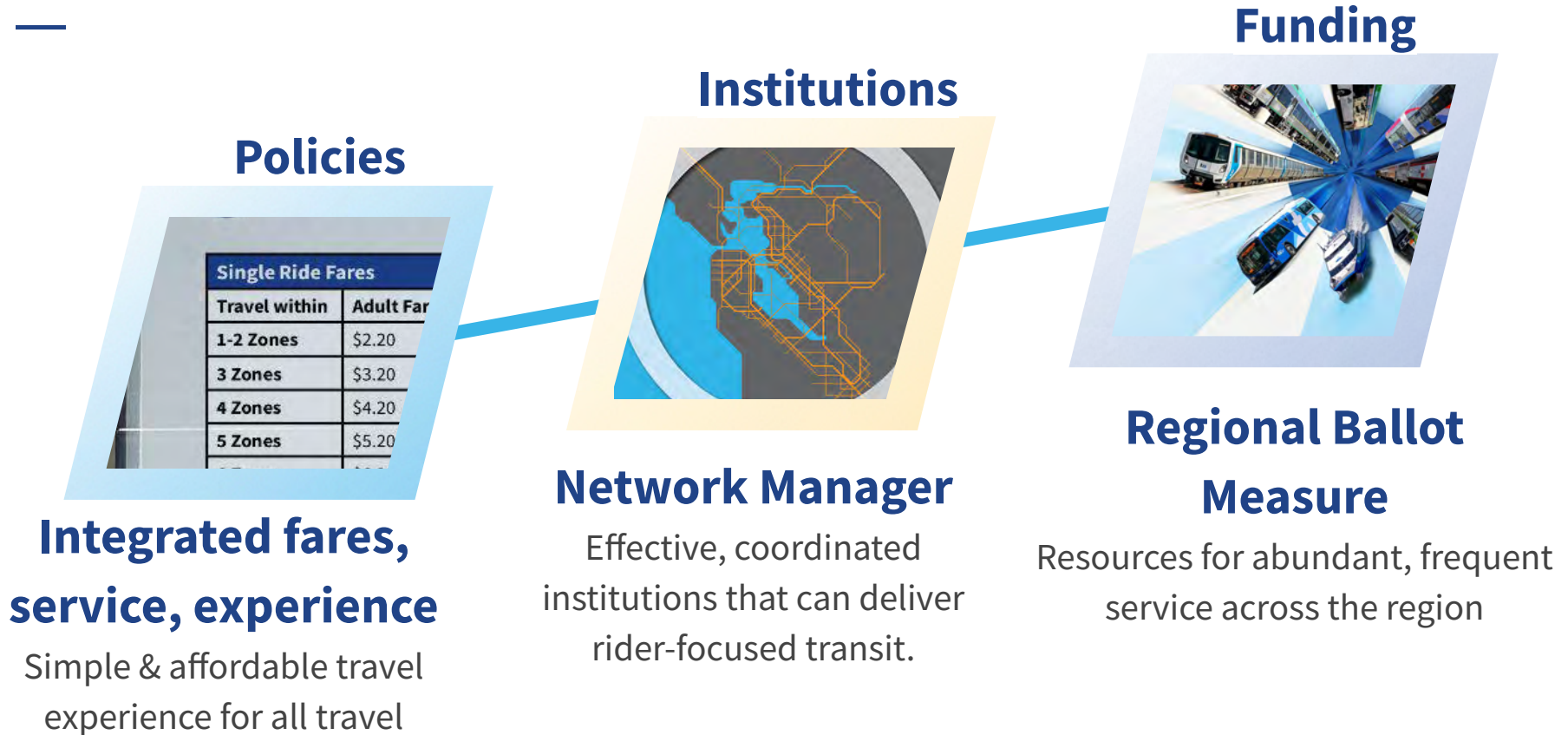
"It's not frequent enough"

"It's too confusing"

"It doesn't take me where I need to go"

"It's not reliable"

Making Seamless Transit a Reality in the Bay Area

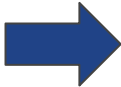


State Legislation



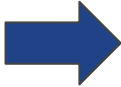
Political leadership and legislation advancing regional progress on reforms

2020: AB 2057 (Chiu)



Blue Ribbon Transit Recovery Task Force

2021: AB 629 (Chiu)

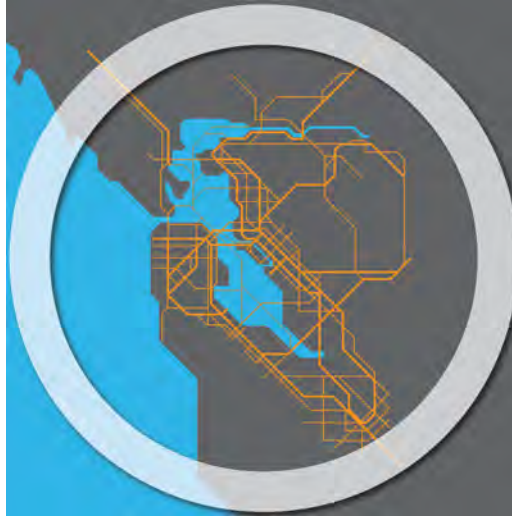


Transformation Action Plan, Fare Integration Pilots

2022: SB 917 (Becker), Seamless Transit Transformation Act

Seamless, quality transit requires an effective regional Transportation Network Manager Entity

- 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





2021 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
- 27 Actions charts a course toward
 - Integrated fares
 - Integrated branding & wayfinding
 - Integrated service
 - Transforming accessibility
 - New funding for transformation
- Problem statement identified need for **network management resources and authority** as barrier to improving transit

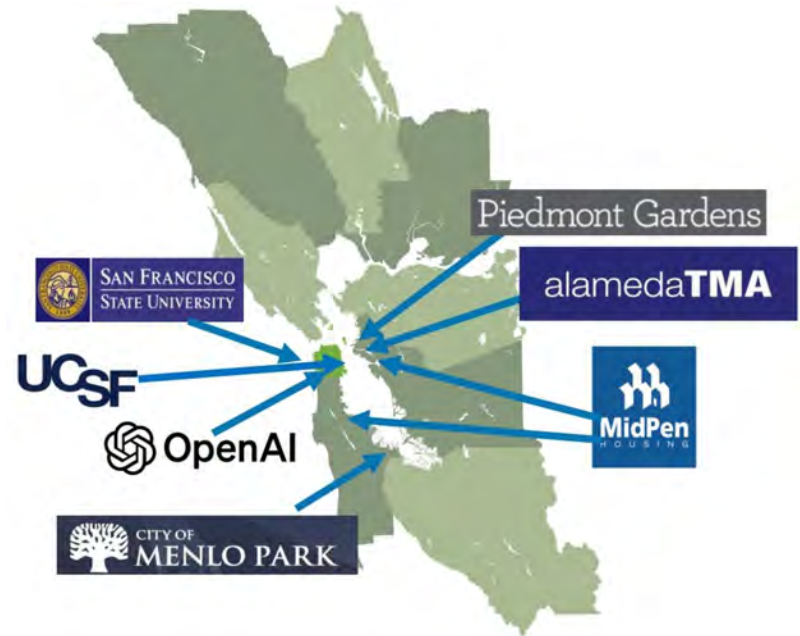
Customer focus - well-coordinated service

The Clipper BayPass all-agency transit pass pilot generated a **40% increase in transit ridership** in the first phase of the pilot.

The second phase of the pilot **was increased by 4x up to 80,000, with 100 organizations on the waiting list** and positive financial performance.

Free/reduced price transfers this Spring also expected to increase ridership

Better transfers around the region. Twice a year, agencies work together on a “big sync” to **adjust their schedules and improve transfers.**

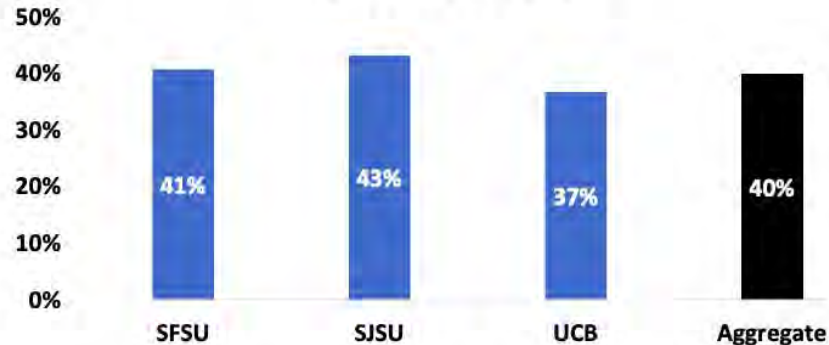


Clipper Bay Pass Phase 1 increases ridership



Clipper BayPass Increases Public Transit Usage

Increase in Average Total Number of Public Transportation Trips per Card due to Clipper BayPass



Source: Analysis of Clipper Card transactions for Clipper BayPass Pilot participants and local-operator pass holders at UC Berkeley, SFSU, and SJSU from August 2022 to August 2023.

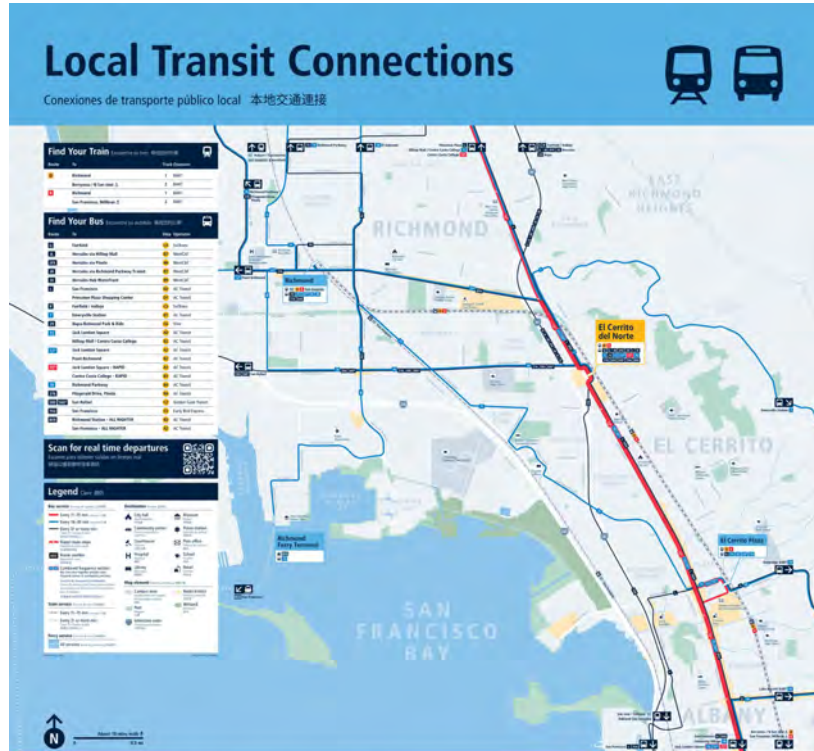
Open payment - Clipper system update

- Pay with a credit/debit card you already have
- Visitors - no need for special card or cash
- Next opportunity - senior discount while paying with credit/debit card



Regional mapping and wayfinding

- Prototypes and pilots in all 9 counties



Find Your Train Encuentre su tren 尋找您的列車

Route	To	Track Operator
D	Richmond	1 BART
	Berrysessa / N San José	2 BART
R	Richmond	1 BART
	San Francisco, Millbrae	2 BART

Find Your Bus Encuentre su autobús 尋找您的公車

Route	To	Stop Operator
G	Fairfield	C4 SolTrans
JL	Hercules via Hilltop Mall	B7 WestCAT
JPL	Hercules via Pinole	B8 WestCAT
JR	Hercules via Richmond Parkway Transit	B7 WestCAT
JX	Hercules Hub Waterfront	B8 WestCAT
L	San Francisco	D2 AC Transit
	Princeton Plaza Shopping Center	D1 AC Transit
R	Fairfield / Vallejo	C3 SolTrans
7	Emeryville Station	B1 AC Transit
29	Napa-Redwood Park & Ride	C6 Vine
72	Jack London Square	A2 AC Transit
	Hilltop Mall / Contra Costa College	B2 AC Transit
72*	Jack London Square	A2 AC Transit
	Point Richmond	B2 AC Transit
72**	Jack London Square • RAPID	A1 AC Transit
	Contra Costa College • RAPID	B3 AC Transit
78	Richmond Parkway	B4 AC Transit
326	Fitzgerald Drive, Pinole	B4 AC Transit
580/580*	San Rafael	C2 Golden Gate Transit
704	San Francisco	C2 Early Bird Express
800	Richmond Station • ALL NIGHTER	B2 AC Transit
	San Francisco • ALL NIGHTER	A2 AC Transit

Scan for real time departures
 Escanee para obtener salidas en tiempo real
 掃描以獲取實時發車資訊

Legend Clave 圖例

Bus service: Every 11-15 min, Every 16-30 min, Every 31 or more min

Destination: City hall, Museum, Community center, Police station

Faster, more reliable transit - transit priority policy

San Francisco case study: Driving transit's recovery in San Francisco

Bus lines where we've made major transit priority investments are driving our ridership recovery:

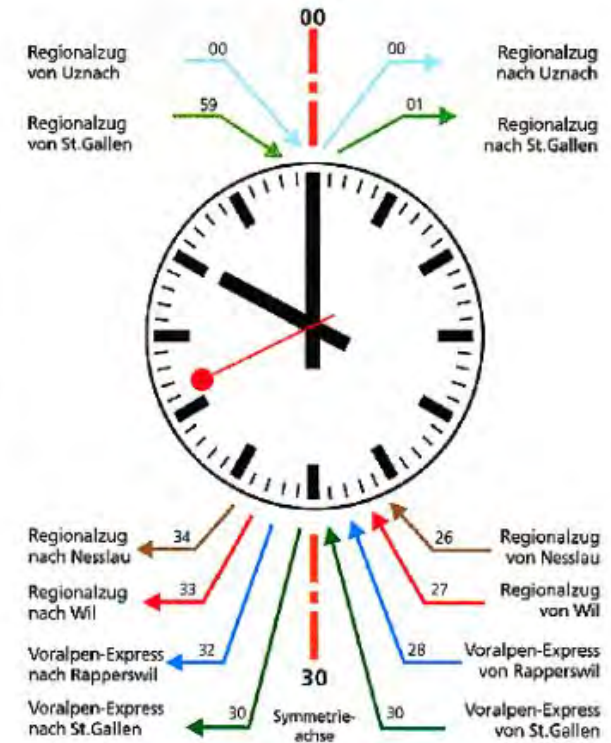
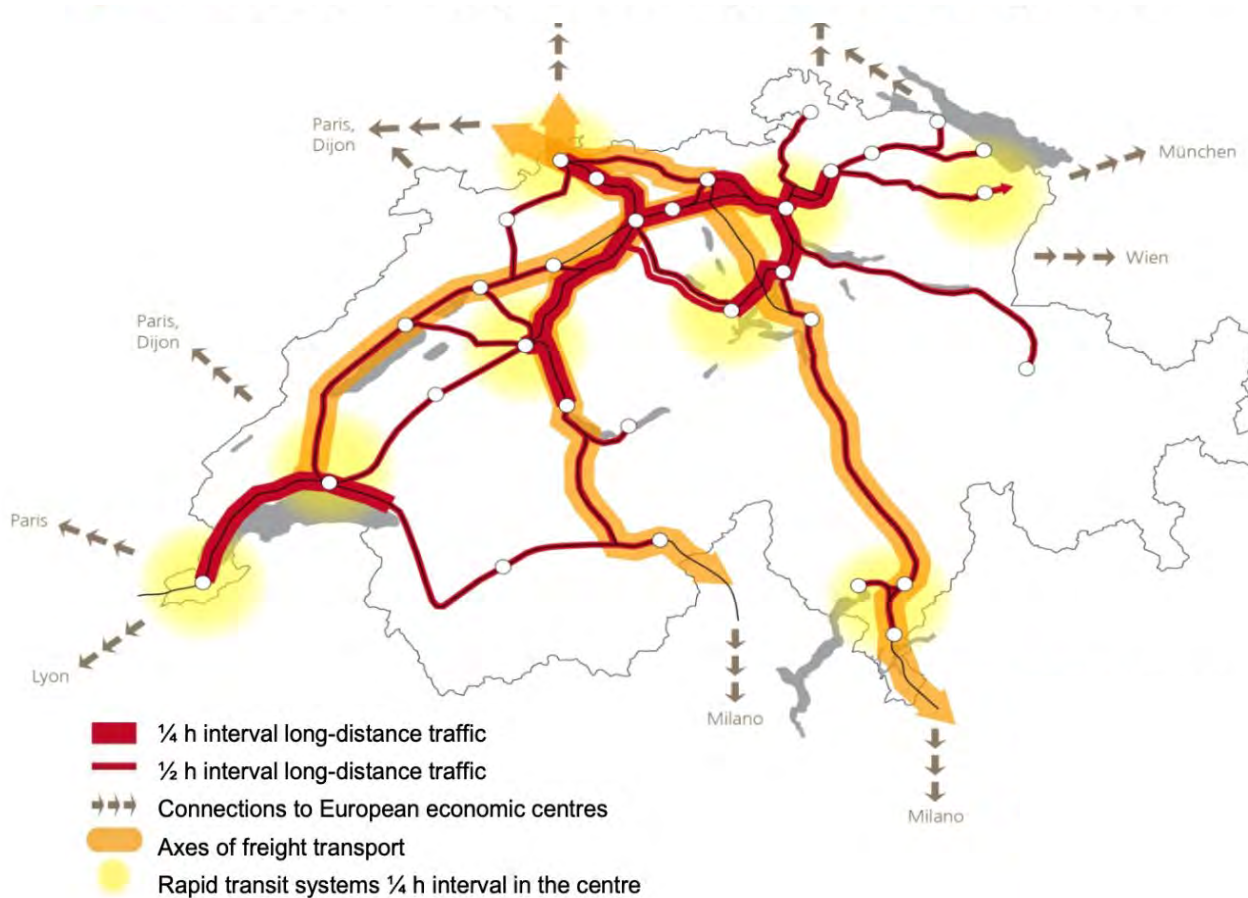
- Van Ness (49*): **131%**
- 16th Street (22/55): **102%**
- Mission (14/14R): **92%**
- Geary (38/38R): **75%**
- Haight (6/7): **75%**
- 19th Ave (28/28R): **74%**
- Systemwide : **65%**

Data source: September 2019 versus September 2023 average weekday ridership.

**-The 47 Van Ness also ran on Van Ness Avenue prior to the pandemic but is no longer in service. The ridership recovery rate is 100% when including the entire 49-line and boardings on the 47-line that occurred on Van Ness before the pandemic.*



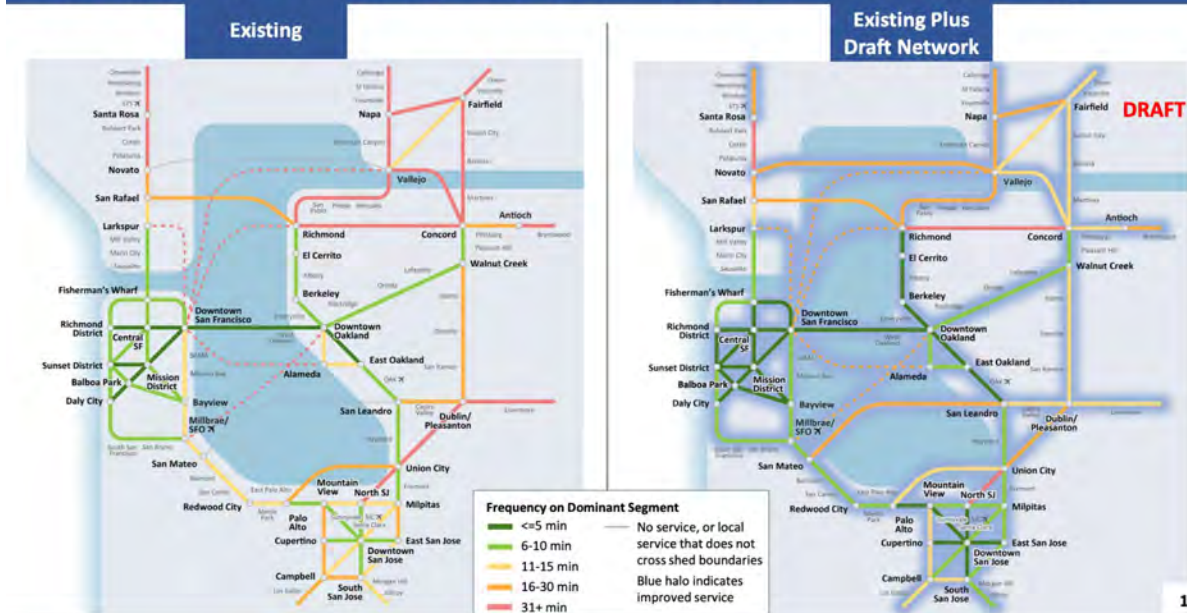
Service-Led Planning - Switzerland



New Transit 2050+ Connected Network Plan

- NEW - MTC/Agencies Transit 2050+ - Service improvements around the region
- By year-end will have benefits for ridership growth, climate, housing, access to jobs/destinations

Draft Network: Frequency Improvements (All Modes – PM Peak)

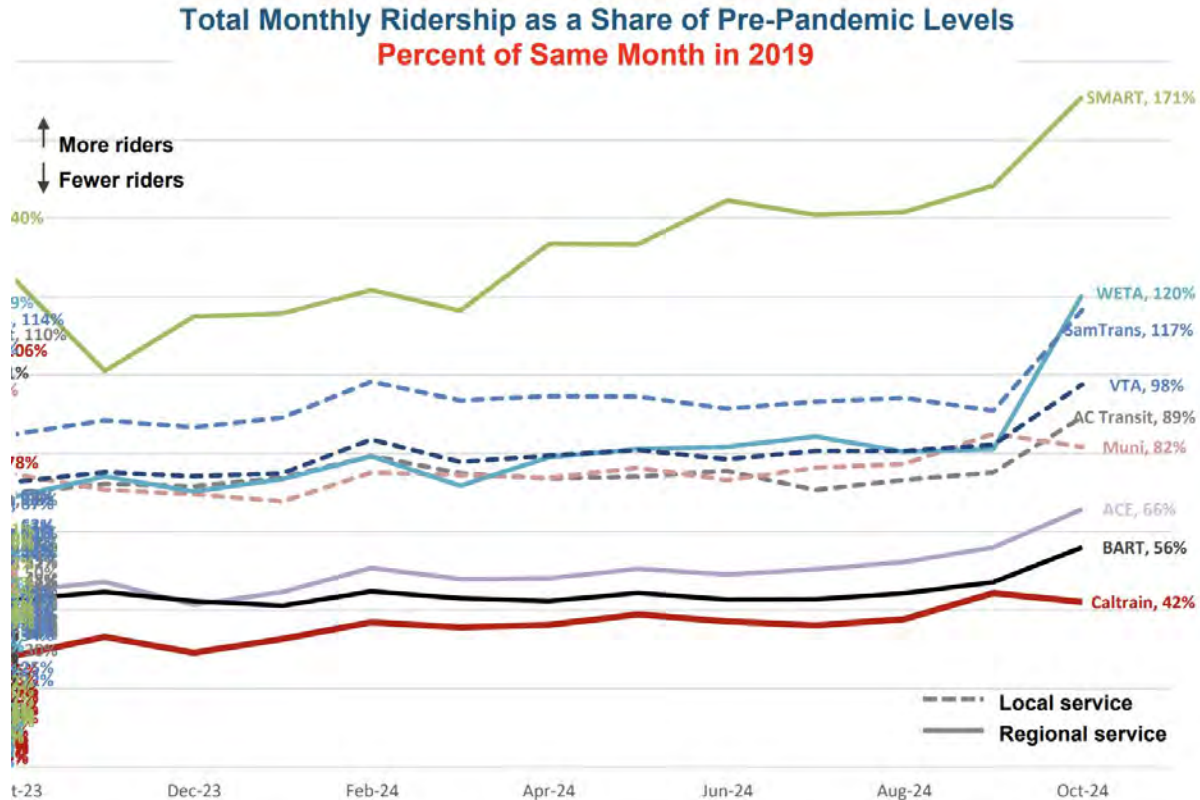


Accessible transportation

- MTC Coordinated Human Services Transportation Plan just approved
 - Require ADA transition plan as a condition for One Bay Area Grant Funding
 - Paratransit one seat rides
 - Mobility management in each county



Transit ridership recovery



Critical for housing and climate goals

Households within 1/2 mile of frequent transit

	2023	2050	Change
All Households	38%	43%	+5%
Households with low incomes	47%	64%	+17%

Commute Mode Share

Mode	2023	2050
Auto	58%	51%
Transit	6%	10%
Active Modes (Bike/Walk)	4%	10%
Work from Home	31%	28%

Transit Fiscal Cliff - Regional Funding Measure

Operator-provided estimates (with varied assumptions) total \$2.7 billion over the next five years, or \$1.1 billion through 2026.

	FY 23-24	FY 24-25	FY 25-26	FY 26-27	FY 27-28	Shortfall Total
SFMTA	\$0	\$119	\$231	\$247	\$270	\$867
BART	\$0	\$93	\$322	\$298	\$342	\$1,054
AC Transit	\$1	\$4	\$50	\$54	\$24	\$133
Caltrain	\$0	\$0	\$33	\$58	\$57	\$149
Golden Gate Transit	\$0	\$83	\$94	\$98	\$106	\$381
Small/Medium Operators	\$22	\$22	\$20	\$21	\$25	\$110
Bay Area Total	\$23	\$320	\$750	\$776	\$825	\$2,693

Note: Shortfall amounts as reported to transit agency boards, as of Summer 2023. Amounts are reported in millions.

Regional Funding Measure Options

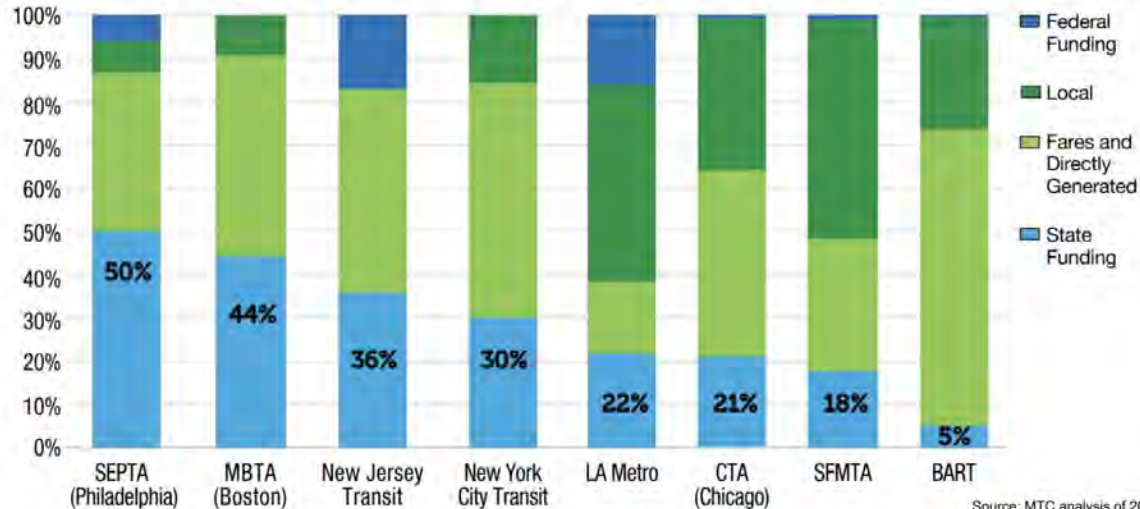


State funding opportunity

California especially under-invests in its largest systems relative to other states.

Share of Operating Expenses by Fund Source (2019)

Many states provide higher levels of operating assistance for large transit systems than is the practice in California



First step toward improvement: cost assessment

Problem: In order to provide accessible transportation for people with disabilities and seniors, it is essential to have a cost assessment. Currently the cost to maintain and improve the system is unknown.

Background: SB 1121 (Gonzalez, 2022) requires the state to prepare a needs assessment of the cost to operate, maintain, and provide for the necessary future growth of the state and local transportation system for the next 10 years. The bill requires completing a needs assessment by 2025, and every 5 years thereafter.

However, the first initial SB 1221 assessment in 2025 will not include analysis of the cost to operate and maintain accessible transportation systems (unlike other parts of the transportation system which do have costs assessed). Accessible transportation is included in the outline of the report, but the report does not contain a funding assessment for accessible transportation.

First step toward improvement: cost assessment

“Accessible transportation systems” includes but is not necessarily limited to:

- municipal dial-a-ride,
- ADA mandated public paratransit
- volunteer driver programs
- non-profit, community-based, and programs specific transportation
- mobility management programs
- travel training
- accessible wayfinding/public rights of way

Bill proposal: accessible transportation cost assessment

Requires the State to prepare a needs assessment of the cost to operate and maintain the state and local accessible transportation systems, to offset the legacy of underinvestment through capacity building, and provide for the necessary future growth of the state and local transportation systems.

This bill would require an interim needs assessment to be submitted to the legislature before 2027, and a completed needs assessment July 1, 2027, and thereafter on the same schedule as the funding needs assessment mandated by SB 1121.

Responsible agencies: California Transportation Commission (CTC), in consultation with the Health and Human Services Agency, Transportation Agency, and the Transportation department.

Broad Public Support for Seamless Transit

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
- Connect effortlessly with other sustainable transportation
- Plan communities and transportation together
- Prioritize reforms to create a seamless network

22 Cities/Counties/Cities' Associations



- San Francisco County Transportation Authority
- Alameda County, Santa Clara County
- Cities of San Mateo, Redwood City, Pacifica, Half Moon Bay, San Jose, Mountain View, Berkeley, El Cerrito, Fremont, Richmond

82 Non-Profit Groups & Businesses



4 Transit Agencies



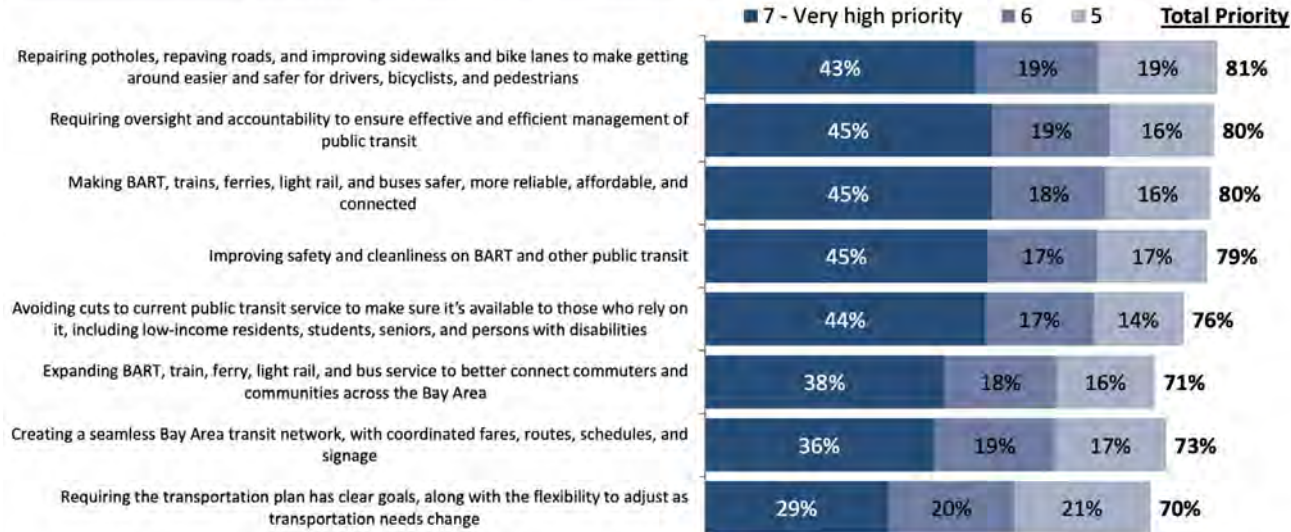
- 2,200+ members of public signed petition
- www.seamlesstransitprinciples.org

Voters consistently want to make transit better

Top Measure Priorities (70%+) (MTC Poll Oct 2023)



I'm going to read you a list of potential items that could be included in the proposed Bay Area transportation measure. After each one, please rate how much of a priority that item is to you.



SB 125 State Transit Transformation Task Force

Strategies and policies to grow ridership to achieve state goals

- Operations funding
- Transit priority
- Fare/schedule coordination
- Workforce development
- Transit-oriented Development