



Bay Area Metro Center
375 Beale Street
San Francisco, CA 94105

Meeting Agenda

Regional Network Management Customer Advisory Group

Friday, January 26, 2024

1:00 PM

Board Room - 1st Floor

This meeting shall consist of a simultaneous teleconference call at the following location(s):

Meeting attendees may opt to attend in person for public comment and observation at 375 Beale Street, Board Room (1st Floor). In-person attendees must adhere to posted public health protocols while in the building. The meeting webcast will be available at <https://mtc.ca.gov/whats-happening/meetings/live-webcasts>. Members of the public are encouraged to participate remotely via Zoom at the following link or phone number.

Members of the public participating by Zoom wishing to speak should use the “raise hand” feature or dial *9. When called upon, unmute yourself or dial *6. In order to get the full Zoom experience, please make sure your application is up to date.

Attendee Link: <https://bayareametro.zoom.us/j/83731503443>

iPhone One-Tap: US: +13462487799,,83731503443# US (Houston)
+12532158782,,83731503443# US (Tacoma)

Join by Telephone (for higher quality, dial a number based on your current location) US:
888 788 0099 (Toll Free) or 877 853 5247 (Toll Free)

Webinar ID: 837 3150 3443

International numbers available: <https://bayareametro.zoom.us/u/kdhj8jENFV>

Detailed instructions on participating via Zoom are available at:

<https://bayareametro.zoom.us/u/kdR1hznEgA>

<https://mtc.ca.gov/how-provide-public-comment-board-meeting-zoom>

Members of the public may participate by phone or Zoom or may submit comments by email at info@bayareametro.gov by 5:00 p.m. the day before the scheduled meeting date. Please include the committee or board meeting name and agenda item number in the subject line. Due to the current circumstances, there may be limited opportunity to address comments during the meeting. All comments received will be submitted into the record.

Roster

Bob Allen, Hillary Brown, Warren Cushman, Zack Deutsch-Gross, Anne Olivia Eldred, Dylan Fabris, Gerry Glaser, Ian Griffiths, Dwayne Hankerson, Wendi Kallins, Adina Levin, Corina Lieu, Emily Loper, Emily Martinez, Sebastian Petty, Phillip Pierce, Terry Scott, Brian Stanke, and Amy Thomson.

1. Call to Order / Roll Call / Confirm Quorum

A quorum of the Committee shall be a majority of its voting members (10).

2. Compensation Announcement (Clerk)

3. Consent Calendar

- 3a. [23-1454](#) Minutes of the October 27, 2023 Meeting
- Action:** Approval
- Attachments:** [3a 10 27 2023 RNM Customer Advisory Group Draft Minutes](#)

4. Approval

- 4a. [23-1458](#) Election of RNM Customer Advisory Group Chair and Vice Chair
- Nomination and election of the Chair and Vice Chair of the RNM Customer Advisory Group.
- Action:** Approval
- Presenter:** Ky-Nam Miller
- Attachments:** [4a 23-1458 Summary Sheet RNM CustAG Chair ViceChair Elections](#)

5. Information

- 5a. [23-1453](#) Regional Mapping and Wayfinding Project Update
- Update on the development of prototype signage for the Regional Mapping & Wayfinding Project (RWMP).
- Action:** Information
- Presenter:** Gordon Hansen, MTC and Jumana Nabti, BART
- Attachments:** [5a 23-1453 Draft RNM CustAdvGrp RMWP Project Update](#)
[5ai 23-1453 Attachment A.pdf](#)

5b. [23-1457](#) Transit Transformation Action Plan Two-Year Status Update

Update on the overall implementation status of near-term actions identified in the Transit Transformation Action Plan (TAP).

Action: Information

Presenter: Allison Quach

Attachments: [5b 23-1457 Transit Transformation Action Plan Two-Year Status Update](#)

[5bi 23-1457 Attachment A](#)

[5bii 23-1457 Attachment B](#)

6. Public Comment / Other Business

*Customer Advisory Group members and members of the public participating by Zoom wishing to speak should use the “raise hand” feature or dial *9. When called upon, unmute yourself or dial *6.*

7. Adjournment / Next Meetings

The next meeting of the Regional Network Management Customer Advisory Group will be held on Friday, February 23, 2023 at 1:00 p.m. at the Bay Area Metro Center, 375 Beale Street, San Francisco, CA. Any changes to the schedule will be duly noticed to the public.

Public Comment: The public is encouraged to comment on agenda items at Committee meetings by completing a request-to-speak card (available from staff) and passing it to the Committee secretary. Public comment may be limited by any of the procedures set forth in Section 3.09 of MTC's Procedures Manual (Resolution No. 1058, Revised) if, in the chair's judgment, it is necessary to maintain the orderly flow of business.

Meeting Conduct: If this meeting is willfully interrupted or disrupted by one or more persons rendering orderly conduct of the meeting unfeasible, the Chair may order the removal of individuals who are willfully disrupting the meeting. Such individuals may be arrested. If order cannot be restored by such removal, the members of the Committee may direct that the meeting room be cleared (except for representatives of the press or other news media not participating in the disturbance), and the session may continue.

Record of Meeting: Committee meetings are recorded. Copies of recordings are available at a nominal charge, or recordings may be listened to at MTC offices by appointment. Audiocasts are maintained on MTC's Web site (mtc.ca.gov) for public review for at least one year.

Accessibility and Title VI: MTC provides services/accommodations upon request to persons with disabilities and individuals who are limited-English proficient who wish to address Commission matters. For accommodations or translations assistance, please call 415.778.6757 or 415.778.6769 for TDD/TTY. We require three working days' notice to accommodate your request.

可及性和法令第六章: MTC 根據要求向希望來委員會討論有關事宜的殘疾人士及英語有限者提供服務/方便。需要便利設施或翻譯協助者，請致電 415.778.6757 或 415.778.6769 TDD / TTY。我們要求您在三個工作日前告知，以滿足您的要求。

Acceso y el Título VI: La MTC puede proveer asistencia/facilitar la comunicación a las personas discapacitadas y los individuos con conocimiento limitado del inglés quienes quieran dirigirse a la Comisión. Para solicitar asistencia, por favor llame al número 415.778.6757 o al 415.778.6769 para TDD/TTY. Requerimos que solicite asistencia con tres días hábiles de anticipación para poderle proveer asistencia.

Attachments are sent to Committee members, key staff and others as appropriate. Copies will be available at the meeting.

All items on the agenda are subject to action and/or change by the Committee. Actions recommended by staff are subject to change by the Committee.



Metropolitan Transportation Commission

375 Beale Street, Suite 800
San Francisco, CA 94105

Legislation Details (With Text)

File #: 23-1454 **Version:** 1 **Name:**

Type: Minutes **Status:** Consent

File created: 11/7/2023 **In control:** Regional Network Management Customer Advisory Group

On agenda: 1/26/2024 **Final action:**

Title: Minutes of the October 27, 2023 Meeting

Sponsors:

Indexes:

Code sections:

Attachments: [3a 10 27 2023 RNM Customer Advisory Group Draft Minutes](#)

Date	Ver.	Action By	Action	Result
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Subject:
Minutes of the October 27, 2023 Meeting

Recommended Action:
Approval

Attachments:



Bay Area Metro Center
375 Beale Street
San Francisco, CA 94105

Meeting Minutes - Draft

Regional Network Management Customer Advisory Group

Friday, October 27, 2023

12:00 PM

Board Room - 1st Floor

Special Meeting

Meeting attendees may opt to attend in person for public comment and observation at 375 Beale Street, Board Room (1st Floor). In-person attendees must adhere to posted public health protocols while in the building. The meeting webcast will be available at <https://mtc.ca.gov/whats-happening/meetings/live-webcasts>. Members of the public are encouraged to participate remotely via Zoom at the following link or phone number.

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Attendee Link: <https://bayareametro.zoom.us/j/89502916325>
iPhone One-Tap: +13462487799,,89502916325# US (Houston)
+12532158782,,89502916325# US (Tacoma)

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Roster

Bob Allen, Hillary Brown, Warren Cushman, Zack Deutsch-Gross, Anne Olivia Eldred, Dylan Fabris, Gerry Glaser, Ian Griffiths, Dwayne Hankerson, Wendi Kallins, Adina Levin, Corina Lieu, Emily Loper, Emily Martinez, Sebastian Petty, Phillip Pierce, Terry Scott, Brian Stanke, and Amy Thomson

1. Call Meeting to Order / Roll Call / Confirm Quorum

Present: 12 - Member Allen, Member Eldred, Member Fabris, Member Glaser, Member Kallins, Member Levin, Member Petty, Member Scott, Member Stanke, Member Brown, Member Griffiths, and Member Deutsch-Gross

Absent: 7 - Member Cushman, Member Hankerson, Member Loper, Member Martinez, Member Pierce, Member Thomson, and Member Lieu

2. Welcome - Ky-Nam Miller and Melanie Choy

3. Information

3a. [23-1205](#) Orientation, Goals, and Schedule

Overview of the Regional Network Management Committee Customer Advisory Group (Customer Advisory Group) roles, goals, and schedule.

Action: Information

Presenter: Ky-Nam Miller and Melanie Choy

Attachments: [3a Summary Sheet Orientation Customer Advisory Group](#)

[3ai Attachment A-Equity Principles-Extracted from TAP](#)

[3aii Attachment B TEMP-RES 4610](#)

[3aiii Attachment C Intro CustAdvGrp](#)

3b. [23-1260](#) Bus Accelerated Infrastructure Delivery (BusAID) Program: Draft Scoring Criteria

The Bus Accelerated Infrastructure Delivery (BusAID) effort serves to inventory transit operator-identified “hotspot” locations with delay or reliability issues and fund the delivery of near-term (quick-build) transit priority projects at high-priority locations. Project staff have developed draft scoring criteria and weighting, which will be applied to the inventory of delay hotspots to develop a draft project list that informs funding recommendations.

Action: Information

Presenter: Joel Shaffer, MTC and Mika Miyasato, AC Transit

Attachments: [3b BusAID Scoring Criteria](#)
[3bi Attachment A BusAID Scoring Criteria](#)

4. New Business
5. Public Comments / Other Business
6. Adjournment / Next Meeting

The next meeting of the Regional Network Management Committee Customer Advisory Group will be held on Friday, December 15, 2023 at 1:00 p.m. at the Bay Area Metro Center, 375 Beale Street, San Francisco, CA. Any changes to the schedule will be duly noticed to the public.



Metropolitan Transportation Commission

375 Beale Street, Suite 800
San Francisco, CA 94105

Legislation Details (With Text)

File #: 23-1458 **Version:** 1 **Name:**

Type: Action Item **Status:** Committee Approval

File created: 11/9/2023 **In control:** Regional Network Management Customer Advisory Group

On agenda: 1/26/2024 **Final action:**

Title: Election of RNM Customer Advisory Group Chair and Vice Chair
Nomination and election of the Chair and Vice Chair of the RNM Customer Advisory Group.

Sponsors:

Indexes:

Code sections:

Attachments: [4a_23-1458_Summary Sheet RNM CustAG Chair ViceChair Elections](#)

Date	Ver.	Action By	Action	Result
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Subject:
Election of RNM Customer Advisory Group Chair and Vice Chair
Nomination and election of the Chair and Vice Chair of the RNM Customer Advisory Group.

Presenter:
Ky-Nam Miller

Recommended Action:
Approval

Attachments:

Regional Network Management Customer Advisory Group

January 26, 2024

Agenda Item 4a

Election of Chair and Vice Chair

Subject:

Nomination and election of the Chair and Vice Chair of the RNM Customer Advisory Group.

Background:

In 2023, the Metropolitan Transportation Commission approved the RNM framework (MTC Resolution No. 4564), which included a structure for carrying out the objectives of the regional network management program. In furtherance of the Commission's commitments to that plan, the Operations Committee transitioned to the RNM Committee in July 2023. To advise the RNM Committee, a Customer Advisory Group is a key component of the overall RNM Framework. The purpose of the Customer Advisory Group is to provide diverse customer perspectives to the RNM Committee to help shape regional transit policy and implementation planning.

In October 2023, the Commission approved the inaugural RNM Customer Advisory Group Roster. Leadership elections for the Chair and Vice Chair of the body were originally scheduled for December 15, 2023, but that meeting was postponed. As such, the election of the Chair and Vice Chair of the body will be held at the January 26, 2024 meeting. Nominations for the Chair and Vice Chair may be made at the upcoming meeting or in advance via submission to staff before the meeting, using the following emails: the Advisory Group clerk is Wally Charles (wcharles@bayareametro.gov); and the staff liaison is Ky-Nam Miller (kmiller@bayareametro.gov).

As a reminder, there are two subgroups within the Customer Advisory Group: members of the Policy Advisory Council, and non-Policy Advisory Council stakeholder representatives. A Chair and Vice Chair of the Customer Advisory Group will be elected, with both subgroups represented in leadership. For example, if the Chair is from the Policy Advisory Council, the Vice Chair should be selected from the non-Policy Advisory Council members. Similarly, if the Chair is not from the Policy Advisory Council, the Vice Chair should be from the Policy Advisory Council. The only exception will be if no candidate from the non-represented group

stands for election. In the event of a vacancy, replacement candidates should come from the same subgroup as the person who vacated the office.

The Chair shall be the person who receives the most votes from all Customer Advisory Group members. The Vice Chair shall be the person from the non- represented group who receives the most votes from all Customer Advisory Group members.

Issues:

None identified.

Recommendations:

In order to conduct its business in a fair and orderly manner, staff recommends that the RNM Customer Advisory Group nominate and elect a Chair and Vice Chair at its January 26, 2024 meeting.

Attachments:

None.



Metropolitan Transportation Commission

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Legislation Details (With Text)

File #: 23-1453 **Version:** 1 **Name:**

Type: Report **Status:** Informational

File created: 11/7/2023 **In control:** Regional Network Management Customer Advisory Group

On agenda: 1/26/2024 **Final action:**

Title: Regional Mapping and Wayfinding Project Update

Update on the development of prototype signage for the Regional Mapping & Wayfinding Project (RWMP).

Sponsors:

Indexes:

Code sections:

Attachments: [5a 23-1453 Draft RNM CustAdvGrp RMWP Project Update](#)
[5ai 23-1453 Attachment A.pdf](#)

Date	Ver.	Action By	Action	Result
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Subject:

Regional Mapping and Wayfinding Project Update

Update on the development of prototype signage for the Regional Mapping & Wayfinding Project (RWMP).

Presenter:

Gordon Hansen, MTC and Jumana Nabti, BART

Recommended Action:

Information

Attachments:

Regional Network Management Customer Advisory Group

January 26, 2024

Agenda Item 5a

Regional Mapping and Wayfinding Project Update

Subject:

Update on the development of prototype signage for the Regional Mapping & Wayfinding Project (RWMP).

Background:

The Blue Ribbon Transit Recovery Task Force (Task Force) recommended a regionally harmonized mapping and wayfinding system as a key action item in the Task Force's Transformation Action Plan. The goal of the RWMP is to develop and deploy fully standardized wayfinding, mapping, and transit information throughout the Bay Area in all transit environments, while also providing guidance for pedestrian wayfinding and first/last mile opportunities extending from transit areas, to retain existing and attract new transit riders.

In 2022, MTC approved a contract with Applied Wayfinding, Inc. (Applied), to design and support implementation of the new wayfinding system. In early 2023, the project team completed a review of wayfinding existing conditions, including but not limited to a framework of national and international best practices, review of digital technologies in wayfinding and trip planning, an audit of current Bay Area wayfinding signage, documentation of signage procurement processes, and assessment of potential governance strategies for a regional wayfinding program.

Given the complexities of transit service in the region, the RWMP is taking an iterative design approach. The first stage is to install prototype wayfinding signs and materials at two regional transit hubs for public input and evaluation. The two locations, El Cerrito del Norte BART station and the Santa Rosa Transit Mall and SMART station, are served by a variety of transit agencies, offer transfers between bus and rail modes, and are within or near MTC Equity Priority Communities (EPCs). In spring and summer 2023, the project team gathered feedback from transit operator working groups, transit riders and non-riders, and members of EPCs to develop initial design specifications for a family of wayfinding signs ("standards"), some of which will be tested at prototype locations. Likewise, a new "regional network identity" composed of Bay

Area inspired colors, transit modal icons, and a hierarchy of information that prioritizes modal icons over individual operator logos is intended to create a consistent and intuitive customer experience at all regional transit locations. Prototypes are expected to be installed by mid-2024. MTC will solicit public, stakeholder, and transit agency feedback on the prototype signage (including the regional network identity) to inform a revised set of standards for the next development stage, the pilot projects. Expected to be rolled out in 2025 and 2026, the pilots are intended to test the operational feasibility of widescale production, installation, and maintenance of the new wayfinding system. Similar to the prototypes, feedback gathered from the pilot stage will inform potential improvements for expansion throughout the region.

Based on feedback from the Policy Advisory Council subcommittees, MTC has hired Ron Brooks, an accessibility consultant, to advise the project team and provide valuable perspectives from the local disability community. As the project progresses, staff will provide updates and solicit feedback from the RNM Council, RNM Customer Advisory Group, RNM Committee, and other stakeholders at key milestones.

Next Steps:

Project staff are currently working to finalize the prototype wayfinding signage design for installation later this year. In the next few months, staff will work with transit agency staff to refine service-related prototype signage and materials, such as bus stop markers and maps. MTC is also developing a prototype evaluation and public engagement plan, and coordinating with prototype partner agencies to facilitate new signage installation by mid 2024. Public engagement and evaluation of the prototypes will take place in summer 2024.

Issues:

None identified.

Recommendations:

None identified.

Attachments:

- Attachment A: Presentation

Regional Mapping & Wayfinding Project Update



**METROPOLITAN
TRANSPORTATION
COMMISSION**

Regional Network Management Customer Advisory Group

January 26, 2024

Today's presentation

- **What is wayfinding**
 - Project context, schedule, and status; accessibility & equity
- **Core project elements**
 - New regional network identity, signage, and digital wayfinding
- **Next steps**
 - Prototype installation and public evaluation plan



What is wayfinding: Wayfinding includes...



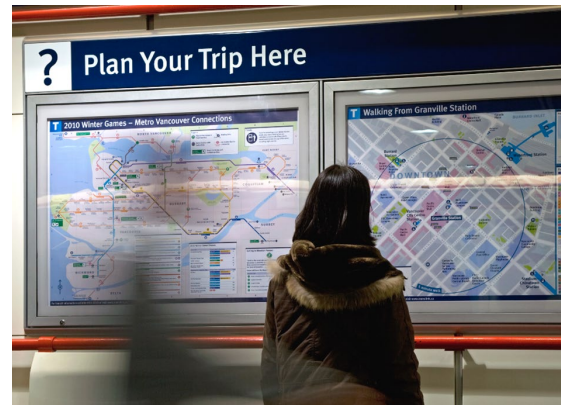
Identity



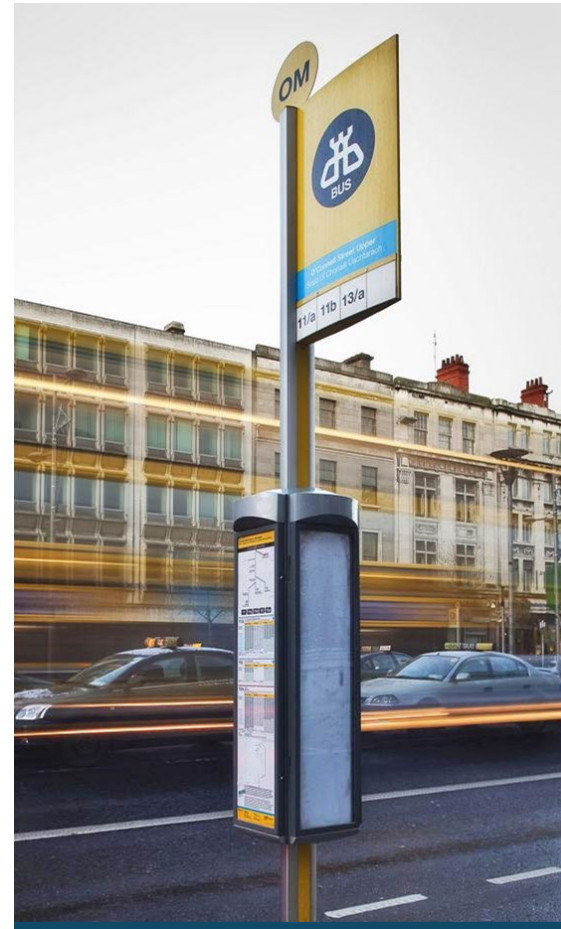
Directional signage



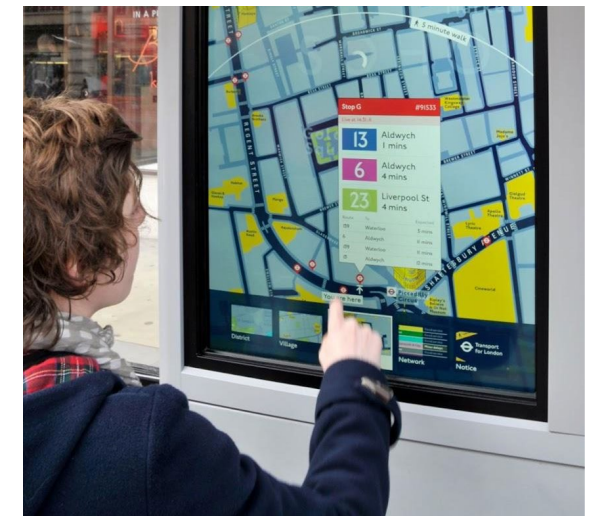
Accessibility



Maps



Information and schedules



Digital tools

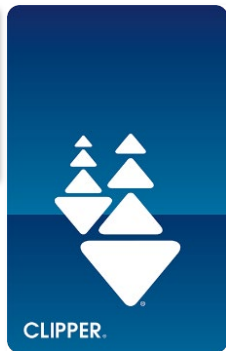
What is wayfinding:

Part of the Transit Transformation Action Plan

This project

I. Fares and Payment

Simpler, consistent, and equitable fare and payment options.



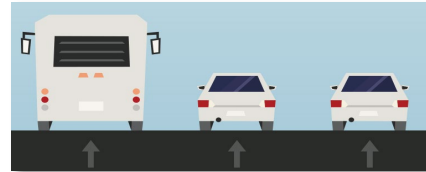
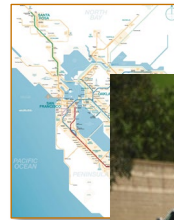
II. Customer Information

Make transit easier to navigate and more convenient.



III. Transit Network

Transit services managed as a unified, efficient, and reliable network.



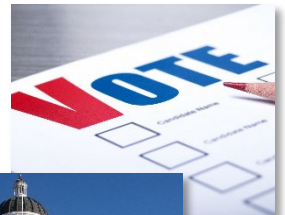
IV. Accessibility

Transit services for older adults, people with disabilities, and those with lower incomes are coordinated efficiently.



V. Funding

Use existing resources more efficiently and secure new, dedicated revenue to meet funding needs.



What is wayfinding:

Project goals & schedule

Make transit journeys easier to understand to retain existing and attract new riders

- **Better information for customers**
 - Dependable, predictable, and familiar
- **Better operations for transit providers**
 - Standard wayfinding parts, applications, and guidelines
- **Better outcomes for the region**
 - Health, equity, sustainability, and economic vitality

Phases 1 & 2
Project development, harmonization & business case

Completed

- User research & outreach
- Regional map prototype
- Business case
- Map examples
- Tier development

Phase 3
System development

Funded

We are here

- Regional standards
- Prototypes
- Pilot projects
- New mapping database

Phase 4+
Full implementation

Unfunded

- Expand new wayfinding system regionwide

What is wayfinding:

Phase 3 iterative design process

Wayfinding context

- Current practices
- Stakeholder needs

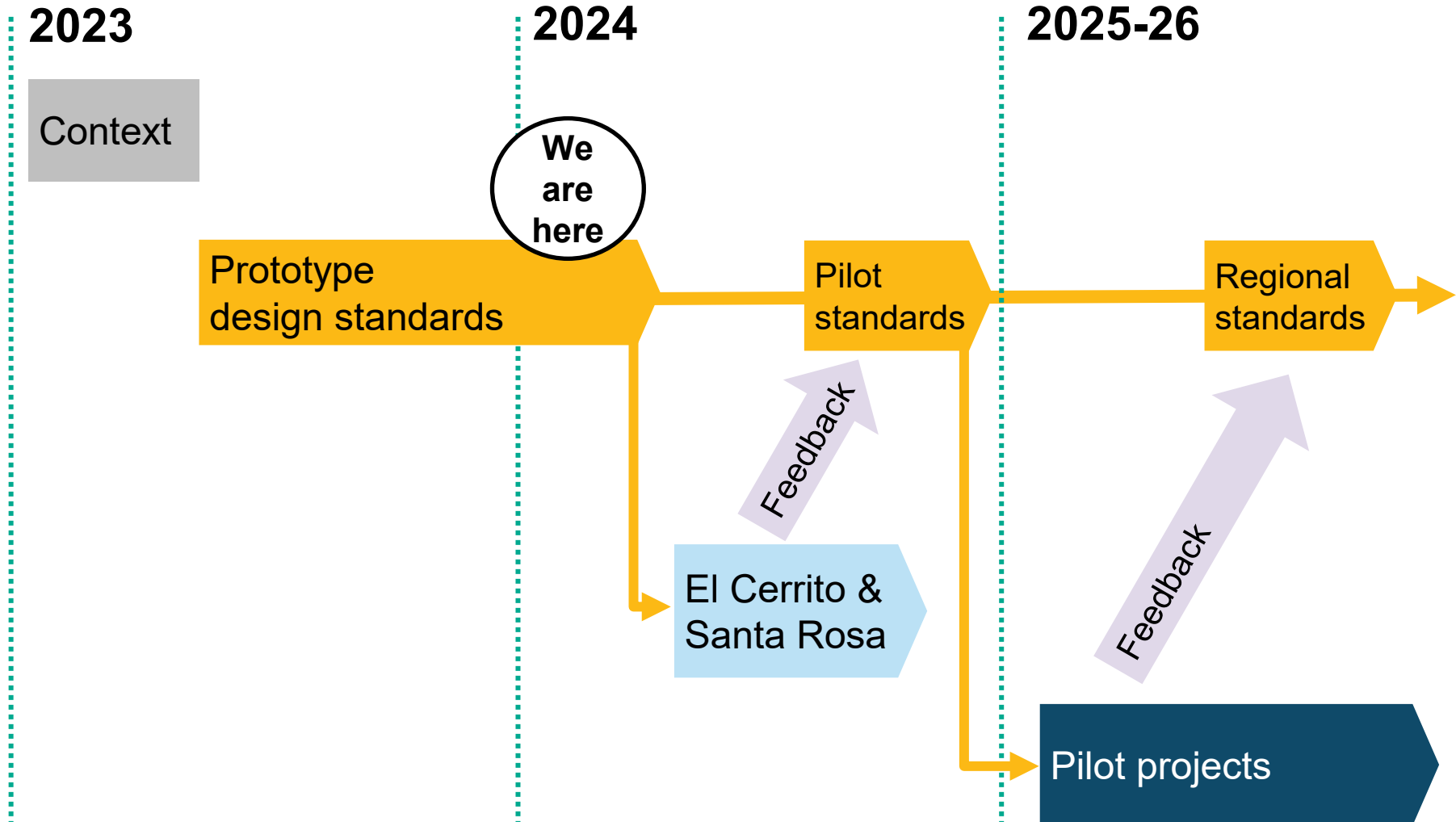
Design standards

- Network identity
- Signage family

Prototypes

- El Cerrito del Norte BART
- Santa Rosa Transit Mall & SMART station

Pilot projects



What is wayfinding:

Centering accessibility and equity

Accessibility is a cornerstone of the new wayfinding system.

Project engagement with Equity Priority Communities (EPCs)

Four "co-creation" workshops held in spring 2023, including:

- Individuals with travel-limiting disabilities
- People of color
- Seniors
- Individuals with low income
- Individuals with low proficiency in English

Key needs identified

- Better path directions to help riders find stops and destinations nearby
- More prominent bus route numbers and braille/tactile information at stops
- Information on available services at facilities such as restroom and elevators
- Digital should not replace print information

Core project elements:

Prototype regional network identity

"Network identity" is the "look and feel" of the regional transit system.

Developed for prototypes:

- A. Color palette
- B. Modal icons
- C. Hierarchy of information

To be considered later:

- System symbol & name
- Tone of voice & narrative
- Audio elements

Development and refinement

- Network identity should be memorable, evocative, and familiar for customers across the region
- Informed by input and feedback from public survey, focus groups, and transit agencies
- Will be evaluated with the prototypes and refined with public and transit agency feedback

Core project elements > prototype regional network identity:

A. Color palette

Inspired by the natural beauty of the Bay Area.



Golden Yellow

Sky Blue

Dark Blue

Core project elements > prototype regional network identity:

B. Modal icons

Rail, bus, and ferry icons should be easily recognizable and serve as the primary transit system identifiers.



TRAINS



ACE



BART



MUNI METRO



AMTRAK



SMART



VTA LIGHT RAIL



eBART



CALTRAIN



STREETCAR



BUSES



FERRIES



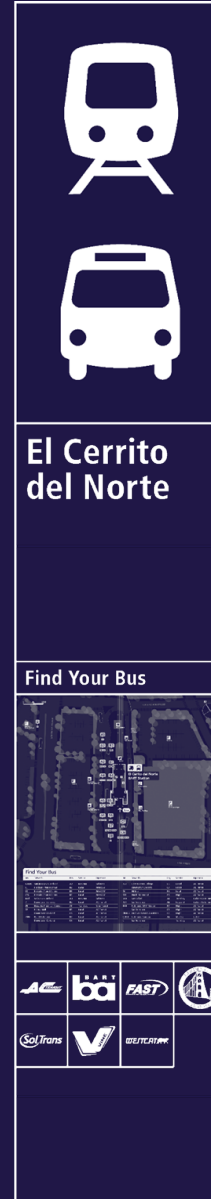
CABLE CAR



Core project elements > prototype regional network identity:

C. Hierarchy of information

Modal icons – rail, bus, or ferry – are the most important symbol, followed by individual transit agency logos.



El Cerrito del Norte

Find Your Bus

AC ba FAST

Caltrans V DELTA

1

#1: Transit modal icons

Visible from distance, identifies public bus, rail, or ferry services.

2

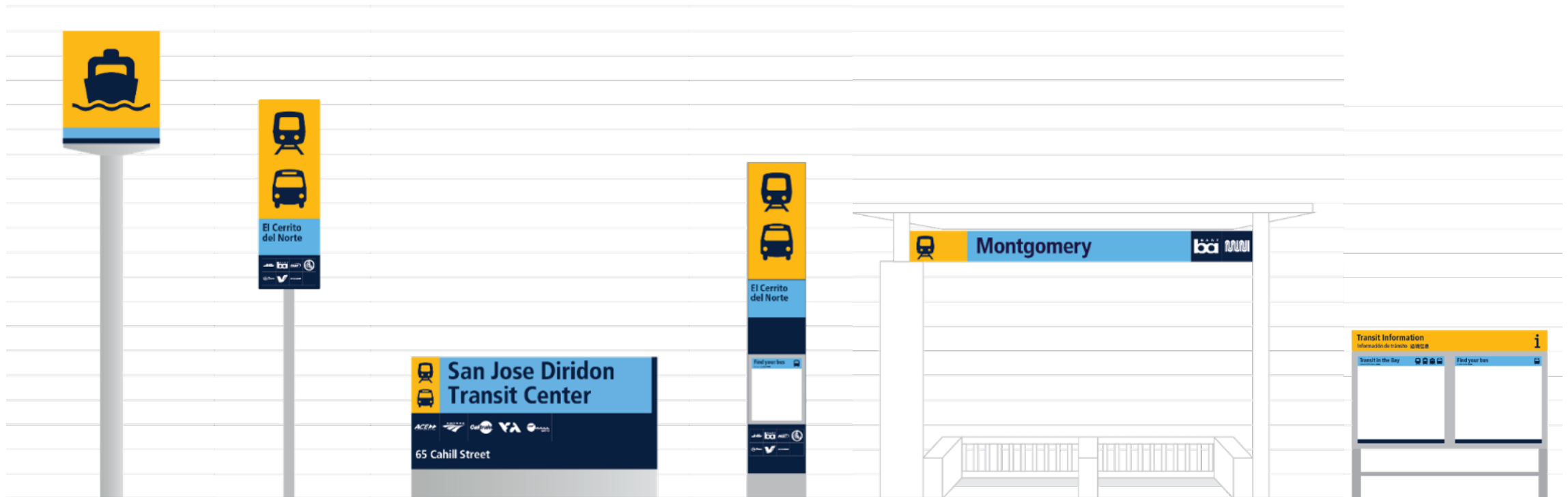
#2: Transit agency logos

Indicate specific providers.



Core project elements:
New signage

The regional network identity creates a design language for prototype wayfinding signs.



Vehicular
Facility
Beacon

Pedestrian
Facility
Beacon

Vehicular
Entrance Marker

Entrance
Monolith

Facility Entrance

System Info Unit

Street / approaching the facility

Entrance

Inside the facility

Note: designs for additional sign types, such as bus stop markers, platform-level station signs, and directional signs are still being discussed with transit agency staff.

Core project elements > new signage:

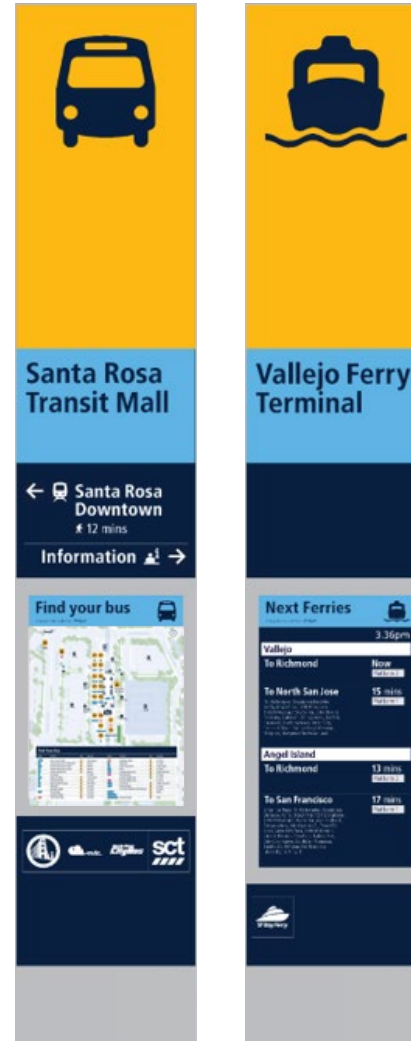
A new sign type – Entrance Monoliths

The new Entrance Monolith sign type can accommodate up to three (3) transit modes in the sign's yellow 'beacon.'

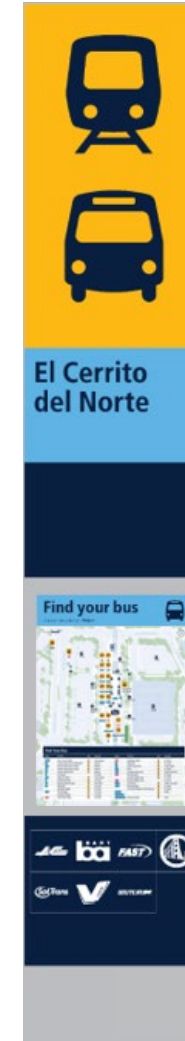
Transit service information is provided at the base of the sign at accessible heights.



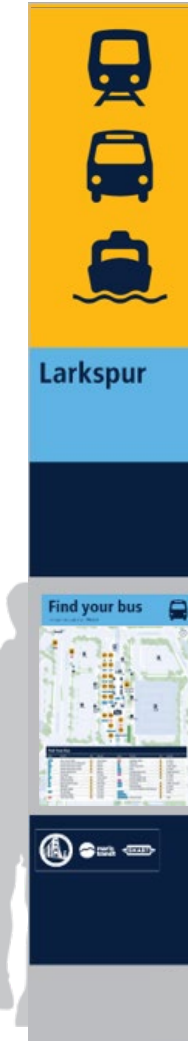
One mode



Two modes



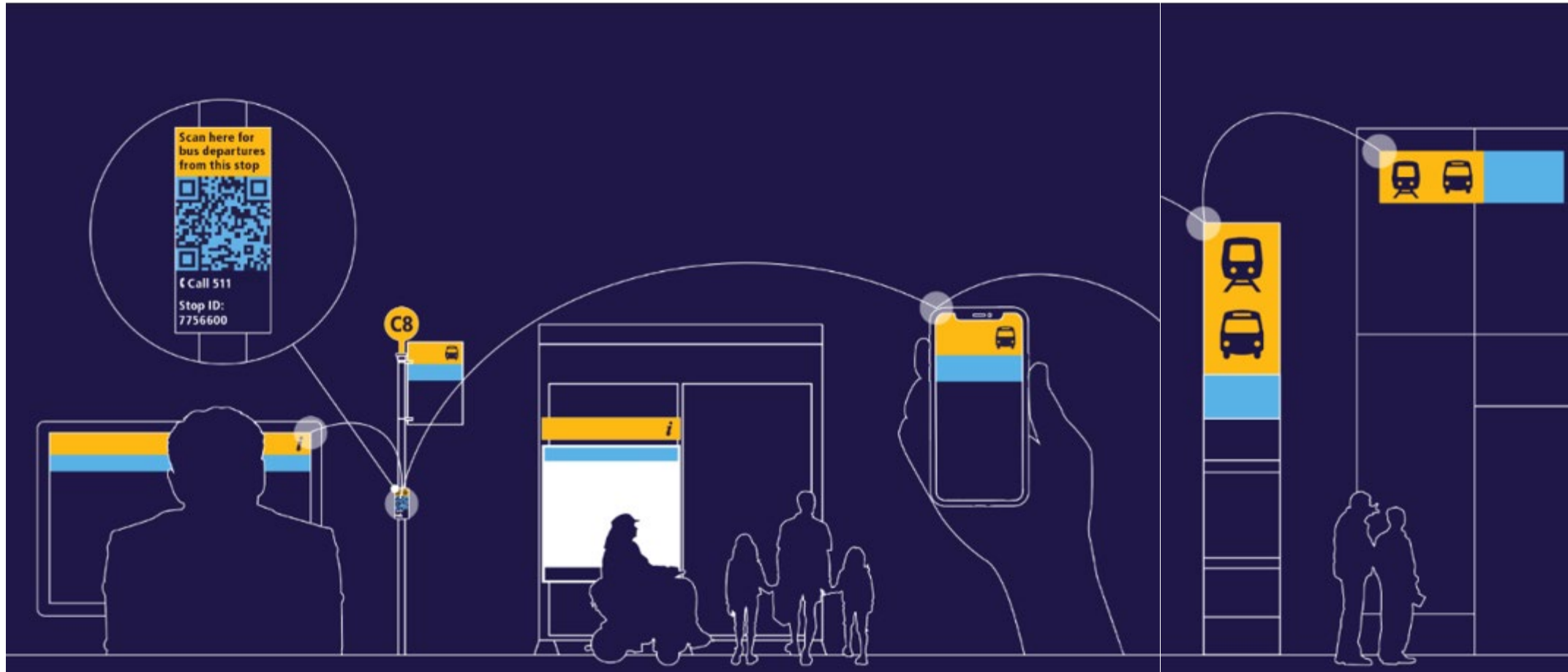
Three modes



Core project elements:

Extended digital wayfinding

A new QR code-based mobile web site will provide accessible real-time information consistent with each stop's signage and the regional network identity.



Next steps:

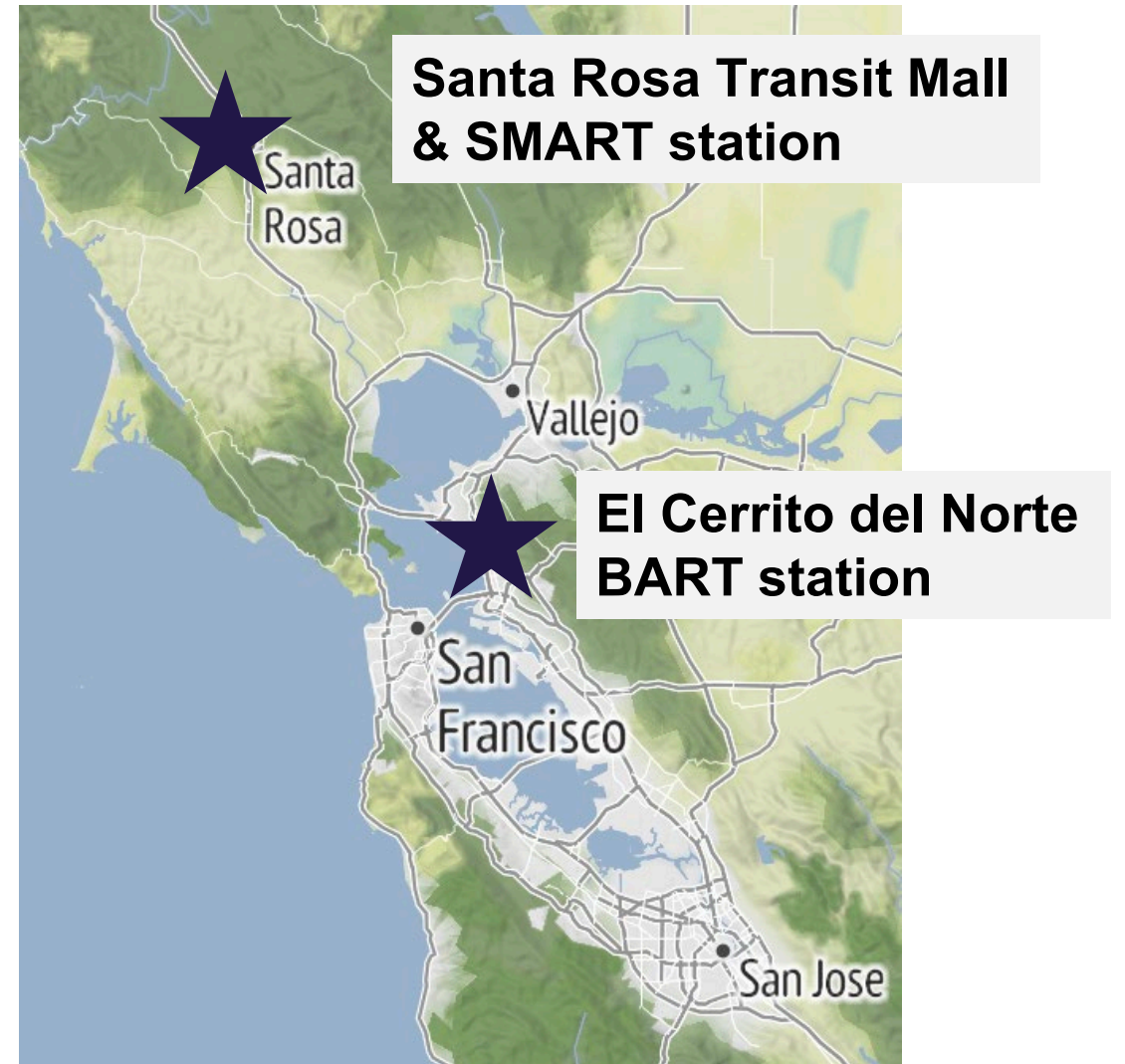
Prototype installation and evaluation

Installation

- Finalize fabricator contract
- Coordinate with partner agencies in El Cerrito and Santa Rosa

Evaluation plan

- Identify types of community and agency engagement
- Develop qualitative and quantitative metrics



Schedule outlook

- **Winter/Spring 2024**
 - Finalize detailed designs for service-related signs and maps with transit agency staff.
 - Develop prototype evaluation and engagement plan.
 - Coordinate with partner agencies to facilitate prototype installation.
- **Summer/Fall 2024**
 - Evaluate prototypes to refine standards for wider implementation.

Project contacts

Gordon Hansen (he/him)
Project Manager

Aaron Priven (he/him)
Project Staff

Jumana Nabti (she/her)
Transit Operator Liaison (BART)

<https://mtc.ca.gov/operations/transit-regional-network-management/regional-mapping-wayfinding>



Metropolitan Transportation Commission

375 Beale Street, Suite 800
San Francisco, CA 94105

Legislation Details (With Text)

File #: 23-1457 **Version:** 1 **Name:**

Type: Report **Status:** Informational

File created: 11/9/2023 **In control:** Regional Network Management Customer Advisory Group

On agenda: 1/26/2024 **Final action:**

Title: Transit Transformation Action Plan Two-Year Status Update

Update on the overall implementation status of near-term actions identified in the Transit Transformation Action Plan (TAP).

Sponsors:

Indexes:

Code sections:

Attachments: [5b 23-1457 Transit Transformation Action Plan Two-Year Status Update](#)
[5bi 23-1457 Attachment A](#)
[5bii 23-1457 Attachment B](#)

Date	Ver.	Action By	Action	Result
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Subject:

Transit Transformation Action Plan Two-Year Status Update

Update on the overall implementation status of near-term actions identified in the Transit Transformation Action Plan (TAP).

Presenter:

Allison Quach

Recommended Action:

Information

Attachments:

Regional Network Management Customer Advisory Group

January 26, 2024

Agenda Item 5b

Transit Transformation Action Plan (TAP) Two-Year Status Update

Subject:

Update on the overall implementation status of near-term actions identified in the TAP.

Background:

In September 2021, the Commission adopted the ambitious Bay Area Transit Transformation Action Plan (TAP), which identified specific near-term actions to re-shape the region's transit system into a more connected, more efficient, and more user-focused mobility network, resulting in increased ridership and reduced growth in vehicle miles traveled.

The TAP seeks to drive several transformational outcomes, including a) simpler, consistent, and equitable fare and payment options, b) making transit more straightforward to navigate and more convenient, c) transit services are equitably planned and integrally managed as a unified, efficient and reliable network, d) transit services for older adults, people with disabilities, and those with lower incomes are coordinated efficiently, and e) use existing resources more efficiently and secure new, dedicated revenue to meet funding needs.

Two-Year Status Update

This month's item is a high-level status update to share overall progress towards the 27 near-term actions in the TAP. The goals of this status update are to share progress toward implementing actions. In addition, this update will serve as the background for discussions to update the TAP in early 2024. As specific TAP initiatives move forward, more detailed updates will be presented for input from the Customer Advisory Group, Policy Advisory Council, or the Equity & Access Subcommittee, depending on the nature of the discussions.

Some initiatives were already underway before the pandemic, while others have been accelerated or enabled by the TAP. The table in Attachment A summarizes the progress toward each Action Plan category.

Next Steps:

Staff will work with the operators to develop proposed amendments to the TAP that will guide customer-focused work over the next 3-5 years and return later in 2024 for additional input from the Customer Advisory Group.

Issues:

None identified.

Recommendations:

Information.

Attachments:

- Attachment A: Transformation Action Plan Status Update Summary
- Attachment B: Presentation

Transit Transformation Action Plan Status Update Summary

Category	Summary
Fares and Payments	Operators and MTC have been actively collaborating to implement Fare Policy Vision Statement initiatives, including delivering the Clipper BayPass and no-cost and reduced cost transfers pilot programs.
Customer Information	MTC and operators have been working together to develop Regional Mapping & Wayfinding Standards that will make transit journeys easier for riders, with prototypes by mid 2024 and delivery of initial pilots anticipated in 2025 and 2026.
Transit Priority	Several efforts are underway to deliver transit priority projects throughout the region, both at hot-spots on arterials and as part of the Bay Bridge Forward initiative. Staff are also working to develop a regional transit priority policy and to coordinate with state-led transit priority efforts.
Bus/Rail Network Management	Operators are collaborating with MTC to stand up the recommended regional network management framework adopted in early 2023. In addition, coordination between transit operators is underway in Sonoma, Solano, and Contra Costa counties to identify opportunities for service improvements.
Connected Network Planning	The Transit 2050+ long-range planning effort, co-led by MTC and operators, is taking a connected network planning approach to re-envision the future of the public transit network in the Bay Area. Operators have also been working to enhance schedule coordination in the near-term.
Data Collection & Coordination	Most operators provide real-time arrival data consistent with regional standards that is aggregated by 511 SF Bay for use by trip planning platforms to provide information to riders. Additional assessments will identify opportunities to improve the consistency and accuracy of customer information.

Category	Summary
Accessibility	MTC has been working with paratransit operators to improve transit services for older adults, people with disabilities, and those with lower incomes. On the horizon are standardized eligibility practices for Clipper RTC and paratransit, pilots to improve regional paratransit trips, and implementation of the Coordinated Plan.
Funding	Efforts to develop enabling legislation to authorize a transportation funding measure in 2026 are underway, and operators are working to address voter concerns about the safety, ease and reliability of transit.



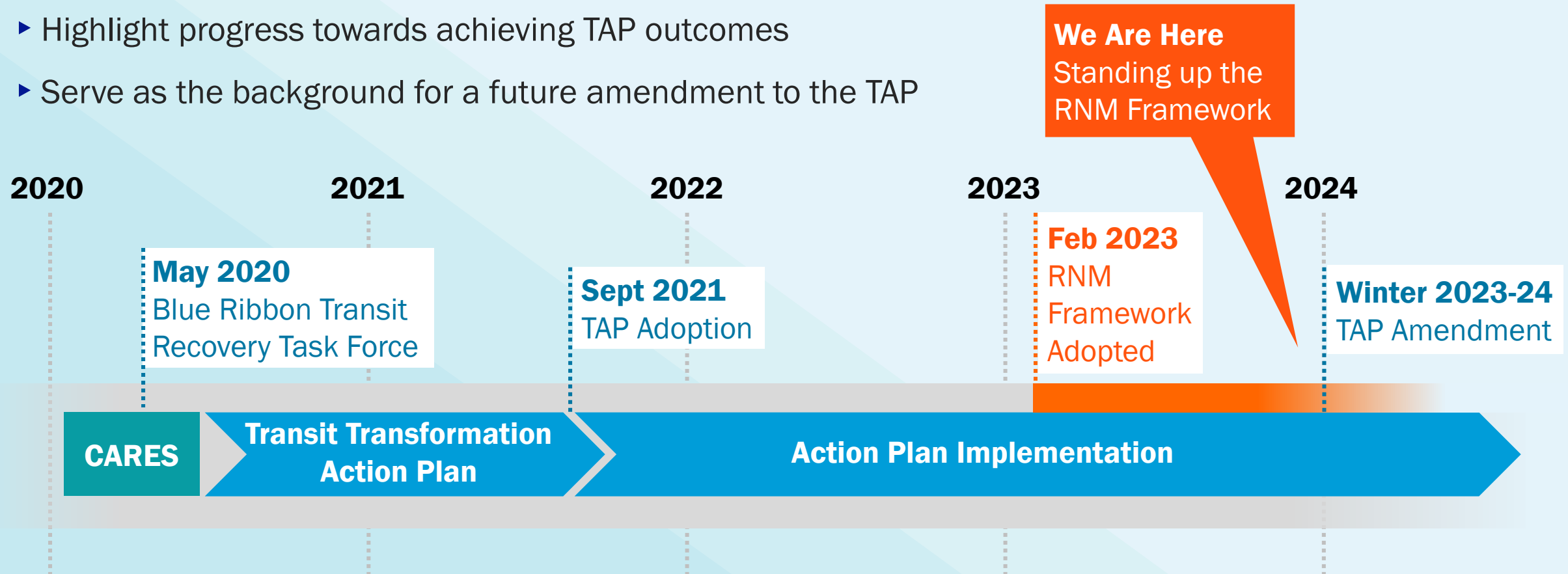
Transit Transformation Action Plan Two-Year Status Update

Regional Network Management Customer Advisory Group
January 26, 2024

TAP Two-Year Status Update

Today's update is a **high-level update** on the overall Transit Transformation Action Plan (TAP) program that will:

- ▶ Highlight progress towards achieving TAP outcomes
- ▶ Serve as the background for a future amendment to the TAP



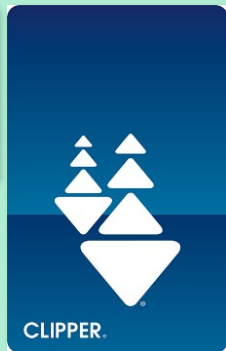
Transit Transformation Action Plan – Desired Outcomes



MTC & Operator Co-PM

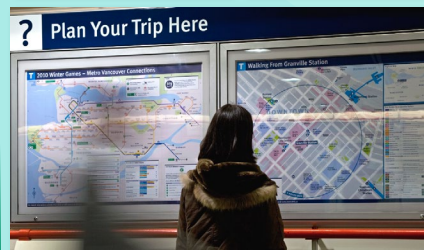
I. Fares and Payment

Simpler, consistent, and equitable fare and payment options.



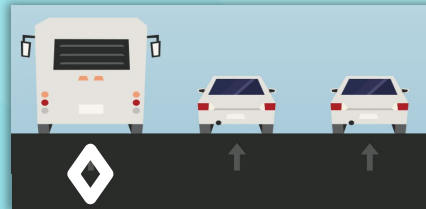
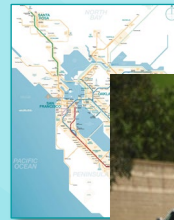
II. Customer Information

Make transit easier to navigate and more convenient.



III. Transit Network

Transit services managed as a unified, efficient, and reliable network.



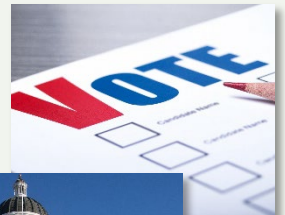
IV. Accessibility

Transit services for older adults, people with disabilities, and those with lower incomes are coordinated efficiently.



V. Funding

Use existing resources more efficiently and secure new, dedicated revenue to meet funding needs.



Updates on Actions: Fares & Payments



Simpler, consistent, and equitable fare and payment options attract more riders.

Results for Riders

- ▶ **Clipper BayPass**
 - ▶ University Students and Affordable Housing Residents (2022-Present)
 - ▶ Pilot with Employers, Transportation Management Associations and Property Managers
- ▶ **No-Cost and Reduced Cost Interagency Transfer Pilot**
 - ▶ Launch with Next Generation Clipper in Summer 2024

Behind the Scenes

- ▶ MTC and Operator collaboration to develop MOUs
- ▶ Outreach to BayPass customers
- ▶ Program monitoring & evaluation



Updates on Actions: Customer Information

Integrated mapping, signage and real-time schedule information makes transit easier to navigate and more convenient for both new and existing riders

Results for Riders



- ▶ **Regional Mapping & Wayfinding Standards Development & Implementation**
 - ▶ 2023 - Identified current practices, stakeholder needs, and project vision, and drafted design standards for prototypes
 - ▶ 2024 – install and evaluate prototypes; revise standards
 - ▶ 2025 and beyond – wider pilots and implementation


Behind the Scenes

- ▶ **Regional Mapping Services Platform**
 - ▶ \$1 million contract awarded January 2023
 - ▶ Platform design in progress


Updates on Actions: Bus Transit Priority

Bay Area transit services are equitably planned and integrally managed as a unified, efficient and reliable network.

Results for Riders

- ▶ **Transit Priority on Arterials: Bus Accelerated Infrastructure Delivery (BusAID)** 
 - ▶ Call for projects to address hotspots; funding awards mid-2024
- ▶ **Near-Term Transit Priority on I-80: Bay Bridge Forward**
 - ▶ HOV Lane Extensions
 - ▶ I-80 Design Alternatives Assessment completed 2023, implementation underway
 - ▶ HOV Lane Hours of Operation & Lane Access Restrictions
 - ▶ Localized Transit Priority/HOV Strategies

Behind the Scenes

- ▶ **Regional Transit Priority Policy** 
- ▶ **Coordination with Caltrans**



Updates on Actions: Bus/Rail Network Management

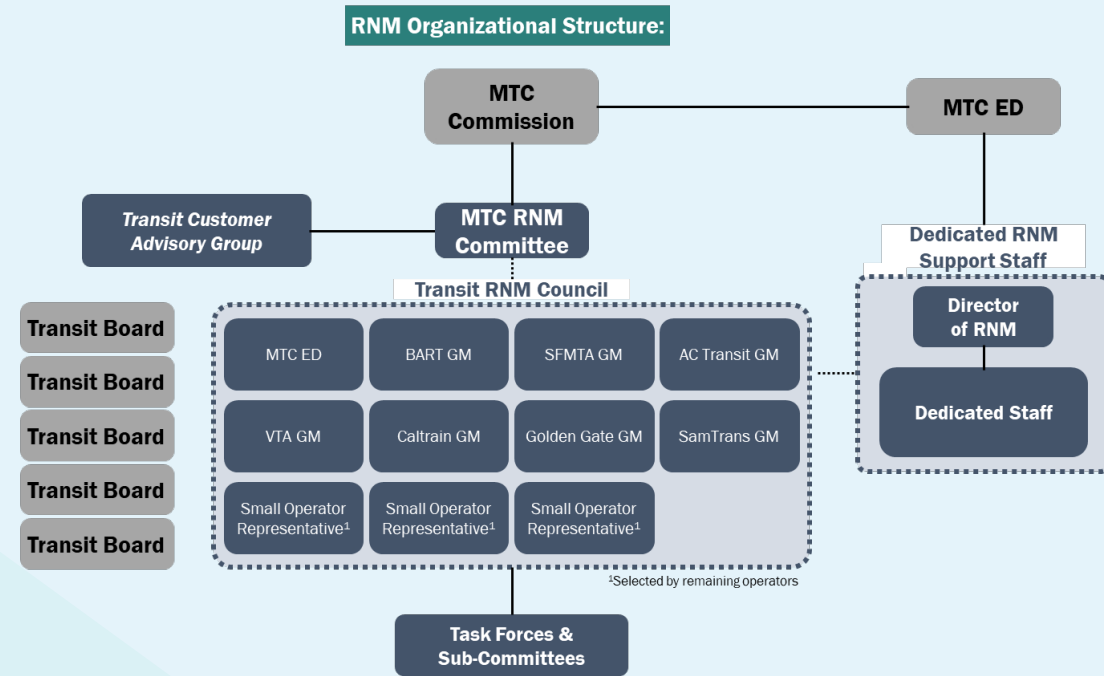
Bay Area transit services are equitably planned and integrally managed as a unified, efficient and reliable network.

Results for Riders

- ▶ **Sub-Regional Transit Integration Efficiency Studies**
 - ▶ Funded; studies and implementation underway in Sonoma, Solano, and Contra Costa
- ▶ **Transit Equity**
 - ▶ TAP Equity Principles adopted January 2021
 - ▶ Integrated on a project-by-project basis

Behind the Scenes

- ▶ **Standing up Regional Network Management**
 - ▶ Framework adopted February 2023; implementation underway
- ▶ **Rail Partnership & Governance Assessment**
 - ▶ Completed March 2023



Updates on Actions: Connected Network Planning & Transit Data

Bay Area transit services are equitably planned and integrally managed as a unified, efficient and reliable network.

Results for Riders

- ▶ Operator-led schedule coordination improvements

Behind the Scenes

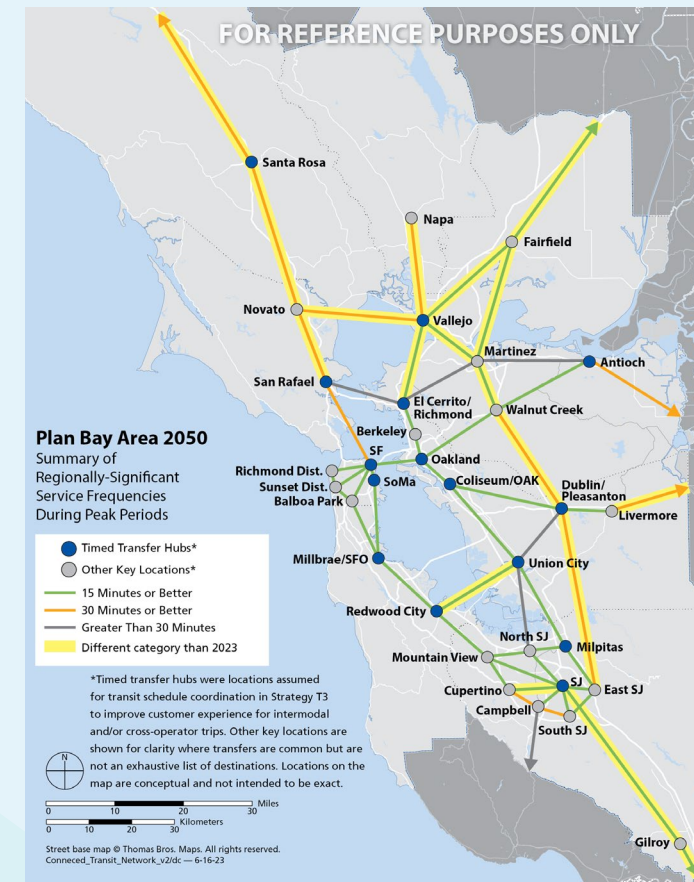
▶ Transit 2050+ Connected Network Planning



- ▶ Existing conditions, needs, gaps & opportunities in progress
- ▶ Project performance assessment & recommended transit network concept mid-2024

▶ Improve Real-Time Transit Data

- ▶ Regional GTFS standards adopted & preliminary assessment in 2022



Updates on Actions: Accessibility

Transit services for older adults, people with disabilities, and those with lower incomes are coordinated efficiently.

Results for Riders

- ▶ **Regional paratransit trips**
 - ▶ One-seat ride pilot program under development
- ▶ **Integrate ADA-paratransit services on Next Generation Clipper**
 - ▶ Contract awarded to Trapeze in Spring 2023; software integration in progress
- ▶ **Standardize eligibility practices for Clipper RTC and ADA-paratransit**
 - ▶ In progress, recommendations in early 2024

Behind the Scenes

- ▶ **Coordinated Plan update**
 - ▶ In final stages, additional engagement and implementation starting 2024

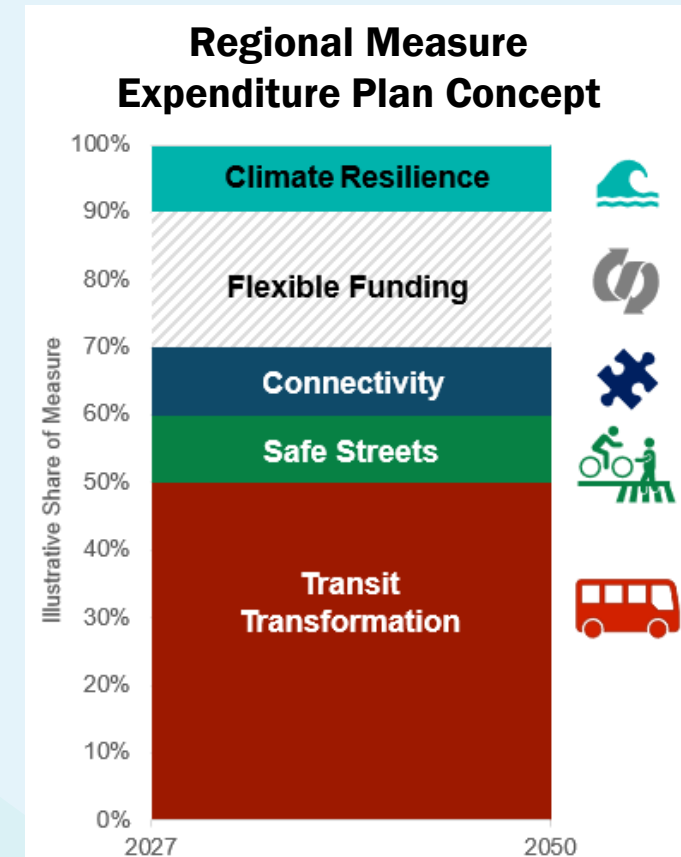


Updates on Actions: Funding

The Bay Area's transit system uses its existing resources more efficiently and secures new, dedicated revenue to meet its capital and operating needs.

Behind the Scenes

- ▶ Initial funding identified for dedicated RNM staff
- ▶ Efforts underway to identify new funding for transit
 - ▶ Stakeholder engagement, polling, and public engagement throughout 2023
 - ▶ Commission approval of enabling legislation in early 2024



Look-Ahead: What's Next?

- ▶ **Transit Transformation Action Plan Update**

- ▶ Discussions in early 2024 with RNM Council, RNM Customer Advisory Group, RNM Committee, and other stakeholders

- ▶ **Future TAP & RNM Work Plan Status Updates**

- ▶ To be refined through ongoing efforts to develop RNM Performance Measures