

Policy Proposals for a Seamless Transit System connecting the Bay Area

December 2019





Mission

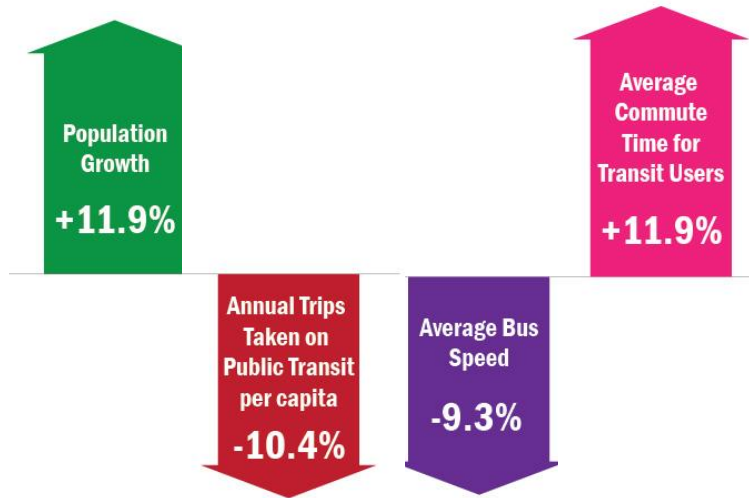
Transform the Bay Area’s fragmented and inconvenient public transit into a world-class, unified, equitable, and widely-used system by building a diverse movement for change and promoting policy reforms.

Proposed Legislation, a “Seamless Transit” Bill would:

- Complement a major regional funding measure;
- Establish clear state expectations for regionally coordinated public transit in the San Francisco Bay Area; and
- Initiate a process of institutional reform that will result in an accountable Transportation Network Manager for the Bay Area within two years, developed through a Regional Commission on Bay Area Transportation Governance and Funding.

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”

New Funding: An opportunity

Polling Suggests:

- Strong support for investment in transit
- Support for systematic improvements to make transit **seamless, reliable, fast, and affordable**;
- Limited trust in the capacity of existing public agencies to deliver

San Jose Mercury News

Opinion > Editorials

Editorial: Slow the train on \$100 billion Bay Area transportation tax

Rather than another grab bag of projects, we need a holistic approach in which the business community steps up

San Francisco Chronicle

OPINION // EDITORIALS

Editorial: Pair big Bay Area transit tax with tough decisions

Chronicle Editorial Board | July 21, 2019





Our Fragmented Regional Network is not working for anyone

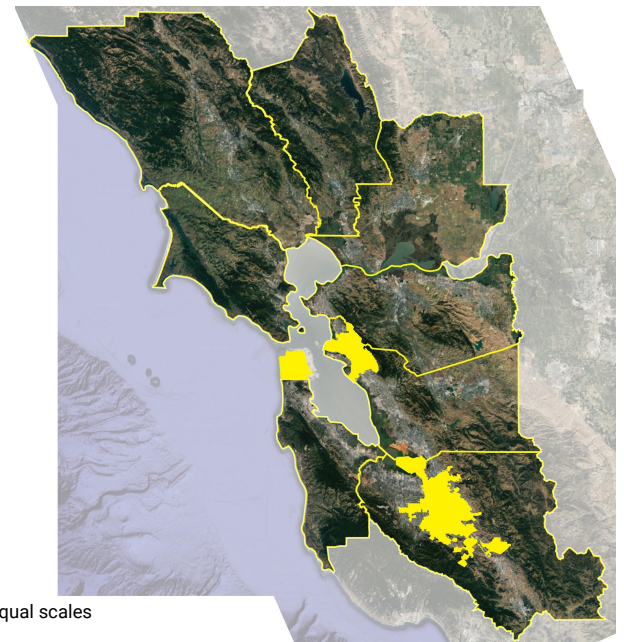
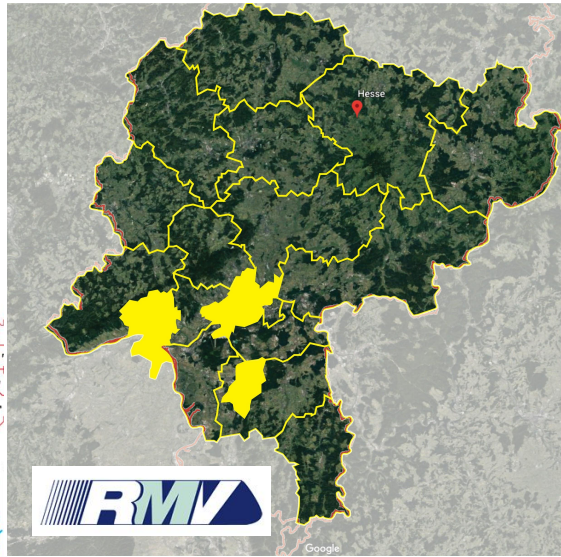
- Our system isn't connected or logical; little coordination or regional vision
- 27 transit agencies are each individually struggling
- Billions spent on transit investments have not increased overall ridership
- Rapid technological change and new forms of mobility create new urgency



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, schedules, and wayfinding is standardized to be a reliable and as simple as possible for users
- Transit and high-capacity vehicles move quickly on all major regional corridors

Other Similar Regions Are Doing Much Better



Approximately equal scales

	Greater Frankfurt (Rhein-Main-Verkehrsverbund)	San Francisco Bay Area (9-county)
Population (m)	4.9 million	7.75 million
Local Governments	408 municipalities	101 cities
Transit Operating Companies	160	27
Annual Transit Ridership 1996	482 million	435 million
Annual Transit Ridership 2018 (SF - 2017)	769 million (60% growth from 1996)	505 million (16% growth from 1996)
2017 Transit Mode Share	19%	6.50%
2017 Central City Transit Mode Share	40% (Frankfurt, pop. 775,000)	26% (San Francisco, pop. 884,000)

How do we take the first steps?

Principles for reform

- Put people & customers first
- Set up reform process that allows for evolution over time
- Ensure stability of transit agency operating revenues; don't create "winners and losers"
- Recognize & build off of existing transit operator strengths & expertise
- Improve efficiency and capacity



Three Complementary Policies

1

Define our mobility vision & targets

Adopt a strategic policy direction of a seamless regional system and set sustainable transportation targets

2

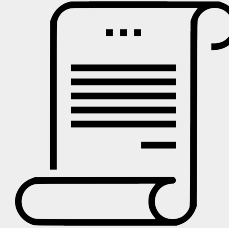
Direct resources to advance goals

Connect new transit funding with plans & standards associated with an integrated, world class transit system.

3

Develop institutions that can deliver

Establish clear regional leadership and accountability for mobility outcomes, and ability to coordinate multiple entities, by initiating institutional reform.



SB-278

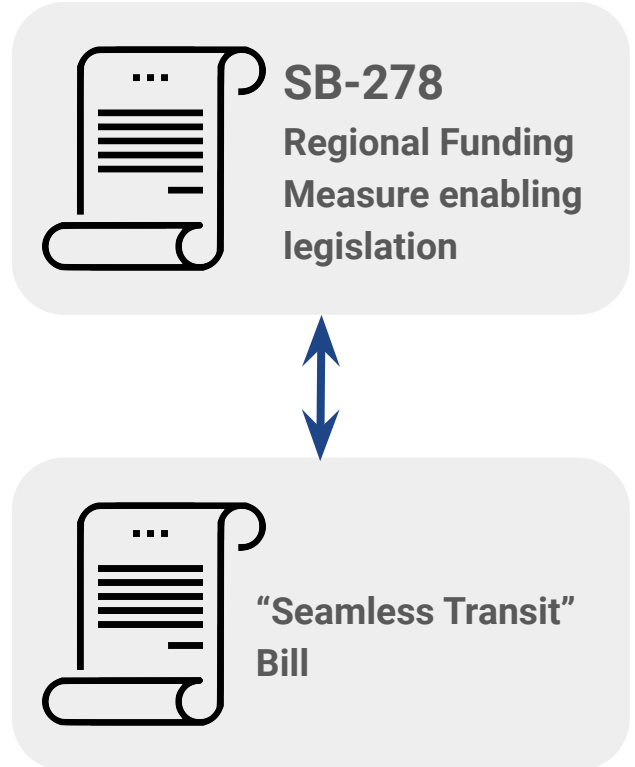
Regional Funding Measure enabling legislation

Three Complementary Policies

- 1 Define our mobility vision & targets**
Adopt a strategic policy direction of a seamless regional system and set sustainable transportation targets
- 2 Direct resources to advance goals**
Connect new transit funding with plans & standards associated with an integrated, world class transit system.
- 3 Develop institutions that can deliver**
Establish clear regional leadership and accountability for mobility outcomes, and ability to coordinate multiple entities, by initiating institutional reform.



Proposed Companion Bill



Three Complementary Policies

Potential in the future
for One Combined Bill

1

Define our mobility vision & targets

Adopt a strategic policy direction of a seamless regional system and set sustainable transportation targets



2

Direct resources to advance goals

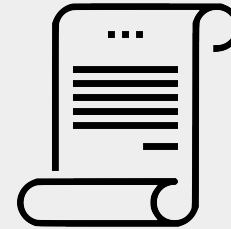
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SB-278

Regional Funding Measure enabling legislation with institutional reform process

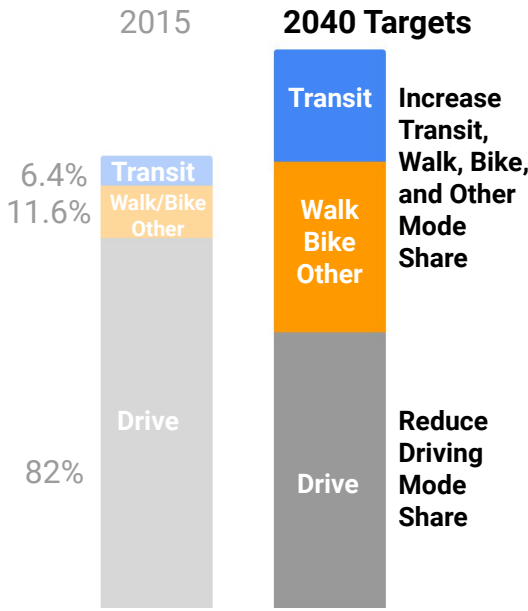
1

DEFINE OUR MOBILITY VISION & TARGETS

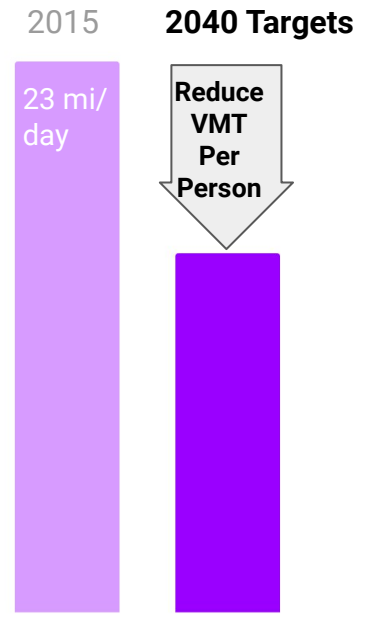
Adopt a strategic policy direction of a seamless regional system and set sustainable transportation targets



Weekday Mode of Travel



Daily Vehicle Miles Traveled per person



Bay Area mode share + VMT targets should be consistent with state climate goals, State Transportation Plan, State Transit Strategic Plan

2

DIRECT RESOURCES TO ADVANCE GOALS

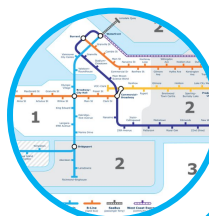
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Regional Standards & Plans

Transit Quality of Service Standards



Integrated Transit Fare Standards



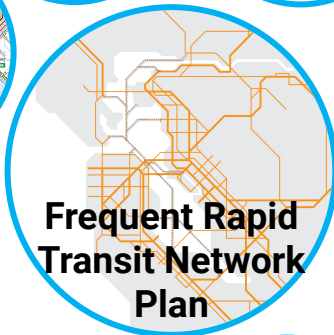
Investment Prioritization Framework



Mobility Data and Integration Standards



Frequent Rapid Transit Network Plan



Project Delivery & Costing Standards



Multi-modal Corridor and Hub Design Standards



Transit Customer Experience Standards



Accessible Mobility Standards & Network Plan



3

DEVELOP INSTITUTIONS THAT CAN DELIVER

Establish clear regional leadership and accountability for mobility outcomes, and ability to coordinate, by initiating institutional reform

3a

Require the State designate a **Transportation Network Manager** for the Bay Area by Jan. 1, 2022, with mandate and authority to:

- Coordinate fares, service standards, schedules, customer experience, branding, data, capital planning, project delivery, and other functions.
- Establish regional Centers of Excellence, pooling expertise & resources for key functions

Examples:



Greater Berlin & German Regions

One ticket.
One region.



Greater Atlanta



Greater Toronto

Potential Regional Centers of Excellence:

- Capital Project Delivery
- Design & Construction
- Customer Experience
- Marketing, Branding & Wayfinding
- Customer Information & Technology
- Fare Policy & Collection
- Data Management
- Information Technology
- Procurement & Contracts

3

DEVELOP INSTITUTIONS THAT CAN DELIVER

Establish clear regional leadership and accountability for mobility outcomes, and ability to coordinate, by initiating institutional reform

3b

Establish *Regional Commission on Bay Area Transportation Governance and Funding* to:

- Study the collective and individual performance of all Bay Area transportation institutions and funding;
- Recommend what entity should permanently assume the role of the Network Manager
- Recommend reforms to existing agencies + funding sources to State Legislature, including potential consolidation of functions to improve performance;
- Investigate options for regulating emerging forms of mobility at regional level
- 12-month time limit; Option for 12-month extension



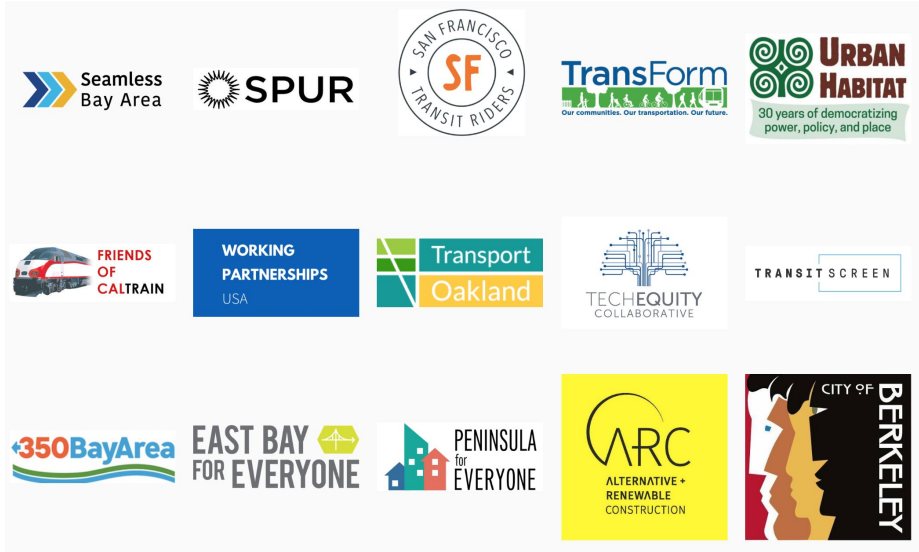
Precedent: 2017 Georgia state legislation HB 848 established House Commission on Transit Governance and Funding, led to 2018 State Legislation (HB-930) creating new authority, "ATL".

Preliminary Proposal for a 21-member Regional Commission on Bay Area Transportation Governance & Funding


- ■ ■ ■ (4) State Legislators
- ■ ■ ■ (4) Locally Elected Officials
- ■ ■ ■ (4) Transportation Agency Staff
- ■ ■ ■ (4) Outside Technical Experts
- ■ ■ ■ ■ (5) Citizen Appointees

Building Support for Reforms


- “Seamless Transit Principles”
 - 1,300 members of public signed petition
 - 16 Organizations publicly in support (of policy direction only)




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

Generalized Summary of Feedback on Legislative Approach

From Transit Agency General Managers & Executive Staff (10 of 27 agencies so far)

- Support for concept of Network Manager - but do not require that it's MTC
- Support for concept of a Commission to investigate process
- Support (or, at a minimum, non-opposition) for reform as long as existing operating revenues are not under threat

From State Agencies (CalSTA, OPR, CalTrans)

- Frustration with regions & operators - state investments in past 10 years have not led to results
- Strong Interest in applying these concepts statewide - Bay Area could be model for rest of state

From Local Elected Officials (5 BART, 4 Marin, 1 Solano, 4 SF, 3 Caltrain/San Mateo, 2 Santa Clara)

- Frustration with status quo - existing regional processes not working
- Support for overall policy approach, customer-first seamless framework




From MTC Executive Staff

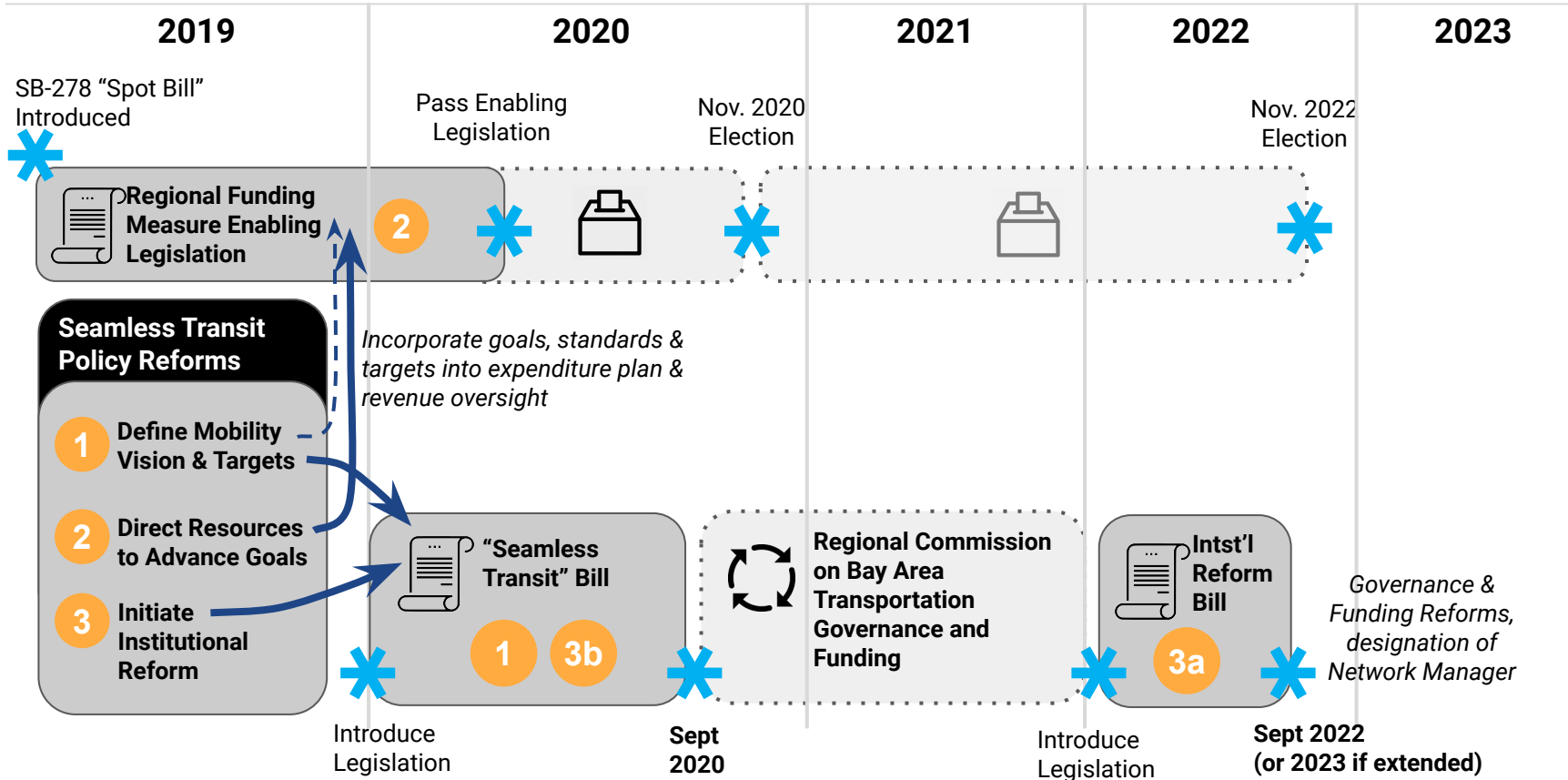
- Acknowledgment that MTC is currently not positioned to take on Transit Network Manager function

MTC Commissioners - to date (7 of 21 consulted)

- Strong interest in institutional reform to create accountability for regional measure
- Support for more performance-oriented, less project-oriented expenditure approach (vs. previous measures)

Timeline: Proposed Companion “Seamless Transit” Bill

-  Legislation
-  Ballot Measure
-  Administrative Process



Appendix: Regional Commission on Bay Area Transportation Governance & Funding Preliminary proposed structure

21 Members





- Bay Area State Legislators (4)
 - Selected by the Bay Area Caucus
- Locally elected representatives (4)
 - Appointed by MTC or League of California Cities
- State/Public Agency Staff (4)
 - CalSTA/Caltrans Representative
 - 3 Transit Agency reps appointed by Clipper Executive Board (Min. 1 bus representative, 1 rail representative)
- Technical Experts (4)
 - Appointed by MTC
 - Expertise may include Governance, Operations, Finance, Procurement, Planning
 - Non-Bay Area residents permitted
- Citizens/Civically Active Residents (5)
 - Appointed by MTC
 - May include Non-profit, Advocacy, Business, Academic/Research, Labor representatives

Chair, Vice-Chair selected by California Secretary of Transportation

Final Commission Roster & Executive Committee must be confirmed by California Secretary of Transportation

Appendix: Potential Goals & Performance Measures for future Transportation Funding Measure



	Theme	Goal	Performance Measures (<u>Equity measures</u>)
	Accessibility	Improve Access to Frequent Rapid Transit (FRT) Increase Access to Economic Opportunities Increase Capacity of Transit Network	People with access to frequent rapid transit (FRT) <u>Disadvantaged & low income people w/ access to FRT</u> Jobs accessible on FRT Increase in person-throughput on congested corridors
	Sustainable Mobility	Move people with less energy and pollution Improve quality of life and public health Align transportation and land use	Net increase in transit ridership Increase in Transit / Active Transit mode share Reductions in VMT Reduction in Auto GHG Emissions
	Quality Travel Experiences	Improve Travel Time and reliability Competitive Travel Times to Driving Improve Comfort and Safety Build a Seamless, Easy to use Transit Network	Transit travel time savings (person-minutes) <u>Transit travel time savings for disadvantaged popl'ns</u> Reduction of crowding Connectivity with existing/planned transit
	Efficient and Effective Delivery	Deliver Capital Projects Cost-Efficiently Speed Up Project Delivery Cost-Effective Operations	\$ Total economic benefits Lifecycle capital costs (per mile) Benefit-cost ratio Passengers per revenue service hour, by place type

Targets, performance measures derived from State Transportation Plan, State Transit Strategic Plan (Draft), Peer Regions