Update on MTC Blue Ribbon Task Force & Regional Transit Coordination Efforts

Caltrain Board of Directors
October 7, 2021
Presentation Overview

1. Metropolitan Transportation Commission (MTC) Blue Ribbon Transit Recovery Task Force (BRTRTF)
   - Transit Network Management – Evaluation & Business Case
   - BRTRTF Transformation Action Plan

2. Current Operator and MTC Coordination
   - Return to Transit Marketing Campaign
   - Fare Coordination and Integration Study
   - Regional Wayfinding and Mapping Efforts
MTC Blue Ribbon Task Force

• In early 2020, MTC established a 32-person task force to set a course of public transit recovery through the pandemic, and to recommend long term improvements to reshape the region’s transit system to be more connected and efficient.

• Final Blue Ribbon Task Force Meeting held in July 2021. Future work will now be overseen by the MTC Commission instead of through the BRTRTF.

• Two primary topics to close the task force:
  • Network Management Options
  • Transformation Action Plan
Transit Network Management Options

• Preliminary Network Management Evaluation
  • Initial Consultant Evaluation presented a preliminary assessment of three options of governance models and institutional reforms
  • Evaluate based on qualitative criteria related to effectiveness & implementation
  • More detailed analysis will occur in the Business Case
Business Case Assessment: Network Management

• Purpose of the Transit Network Management Business Case is to provide a more detailed analysis of network management and governance options

• Work will be led by MTC, and schedule is as follows:
  • Intent to award consultant contract in October 2021
  • Analysis to proceed through Spring/Summer 2022

• An advisory group has been appointed to review the business case and recommendations; and will provide periodic updates to the MTC Commission.

Composition of the Advisory Group:
  • 7 Transit Operator Members (nominated by transit operators)
  • 7 Stakeholder Members, including MTC, representatives for equity/social justice, transit riders, business, and labor
**TNM Advisory Group Membership – 14 members**

### Transit Operators
- AC Transit – Mike Hursh
- BART – Bob Powers
- Caltrain – Michelle Bouchard
- County Connection – Rick Ramacier
- GGBHTD – Denis Mulligan
- SFMTA – Jeff Tumlin
- VTA – Carolyn Gonot

### Stakeholders
- MTC – Therese McMillan
- MTC Policy Advisory Council – Adina Levin
- ATU – James Lindsay
- Bay Area Council – Jim Wunderman
- Sonoma County Transportation Authority – Suzanne Smith
- SPUR – Alicia John-Baptiste
- Transform – Darnell Grisby
MTC Blue Ribbon: Transformation Action Plan

- Unanimous approval by the BRTRTF
- MTC Commission approved on 9/22
- Identifies 27 near-term actions
- Related to 5 key outcomes:
  1. Fares & Payment
  2. Customer Information
  3. Transit Network
     - Bus Transit Priority (Speed and Reliability)
     - Bus/Rail Network Management Reform
     - Connected Network Planning
     - Data Collection & Coordination
  4. Accessibility
  5. Funding
- Commission October Workshop
  1. Direction on funding, staffing, prioritization and target date refinements
  2. Determine which MTC Committee(s) would oversee Actions
# MTC Blue Ribbon: Transformation Action Plan

## Overview of Network Management Outcomes & New Actions

| FARES AND PAYMENT | 1. Act on the FCIS recommendations  
|                  | 2. Determine whether existing authority is sufficient  
|                  | 3. Seek state legislation for additional authority, if needed  
| CUSTOMER INFORMATION | 4. Fund and finalize regional mapping and wayfinding standards  
|                    | 5. Fund and complete 1-3 subregional mapping and wayfinding pilot projects  
|                    | 6. Fund and develop a regional mapping data services digital platform  
| TRANSIT NETWORK | 7. Request a Caltrans Deputy Directive on Design Exceptions  
|                 | 8. Sponsor legislation to remove barriers to implementation  
|                 | 9. Fund design and delivery of prioritized transit corridor projects  
|                 | 10. Select near-term HOV lane operating policies to advance to the State  
| Bus Transit Priority (Speed and Reliability) | 11. Define a Cooperative Agreement process  
| 12. Fund, develop and adopt a Transit Priority Policy and Corridor Assessment  
| 13. Fund and complete a Network Management Business Case analysis  
| 14. Establish and support an advisory group to guide business case  
| 15. Provide financial incentives for Integration Efficiencies Initiatives  
| 16. Deliver Rail Partnership and Governance Assessment (2 phases)  
| 17. Adopt Transit Equity Principles  
| 18. Fund, develop and adopt a Bay Area Connected Network Plan  
| 19. Adopt a transit hub toolkit  
| Data Collection & Coordination | 20. Establish protocols and implement uniform Realtime and transit pathway data collection  
| ACCESSIBILITY | 21. Designate a Mobility Manager in each county  
| 22. Fund one-seat paratransit ride pilot projects  
| 23. Identify steps for ADA-paratransit integration on Clipper Next Generation  
| 24. Identify paratransit challenges and recommend reforms  
| 25. Adopt standardized eligibility practices for disability programs  
| FUNDING | 26. Identify efficiencies and Network Management funding needs  
| 27. Convene stakeholders to guide transportation funding ballot measure  

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Current Transit Coordination Efforts
Return to Transit Marketing Campaign

- Campaign reflects the diversity of the region and the unified message being delivered across the region’s transit agencies
- Launched August 10th and will run through fall
- Ads in in English, Spanish, Chinese, Vietnamese and Tagalog
- [www.AllAboardBayArea.com](http://www.AllAboardBayArea.com)
- MTC contributed over $200,000 to the campaign
- Operators are personalizing the assets to produce their own paid marketing pieces
Transformation Action Plan – Fares & Payment

- Act on the Fare Coordination and Integration Study (FCIS), including the selection and funding of pilot projects – December 2021
- Determine what authority may be required to support implementation of FCIS recommendations – December 2021
- Seek state legislation, if needed, for additional authority to ensure uniform and timely implementation of the FCIS recommendations – Mid 2022
Transformation Action Plan – Branding, Mapping, Wayfinding

- Finalize regional mapping and wayfinding standards for application across all operator service areas – mid 2023
- Fund and develop a regional mapping data services digital platform, to enable standardization and routine updating of digital and paper maps across all transit services – late 2023
- Fund and complete 1 – 3 consistently branded and wayfinding pilot projects – late 2024
Questions and Comments