



Regional Transit Coordination

BART Board Update for Information

January 25, 2024



Regional Transit Coordination & Presentation Overview

- Regional transit coordination: improve transit customer experience
 - Recover and grow ridership
 - Build confidence in regional transit
- Transit Transformation Action Plan (TAP)
 - Roadmap for Improvements to the customer experience
- Regional Network Management (RNM)
 - Formalizes ongoing coordination among transit operators and the Metropolitan Transportation Commission (MTC) in a public forum
- Highlight TTAP Priority: Regional Fare Integration



MTC's Transit Transformation Action Plan



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.



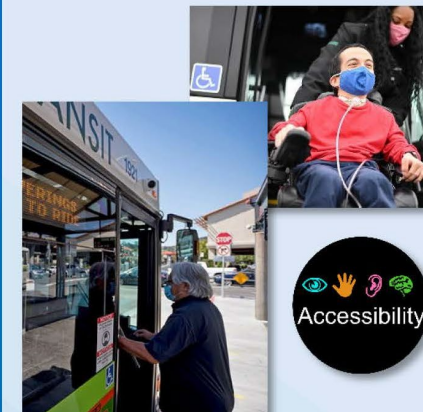
III. Transit Network

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.



Overview of RNM Structure

RNM Mission:

To drive transformative improvements in the customer experience for regional Bay Area transit

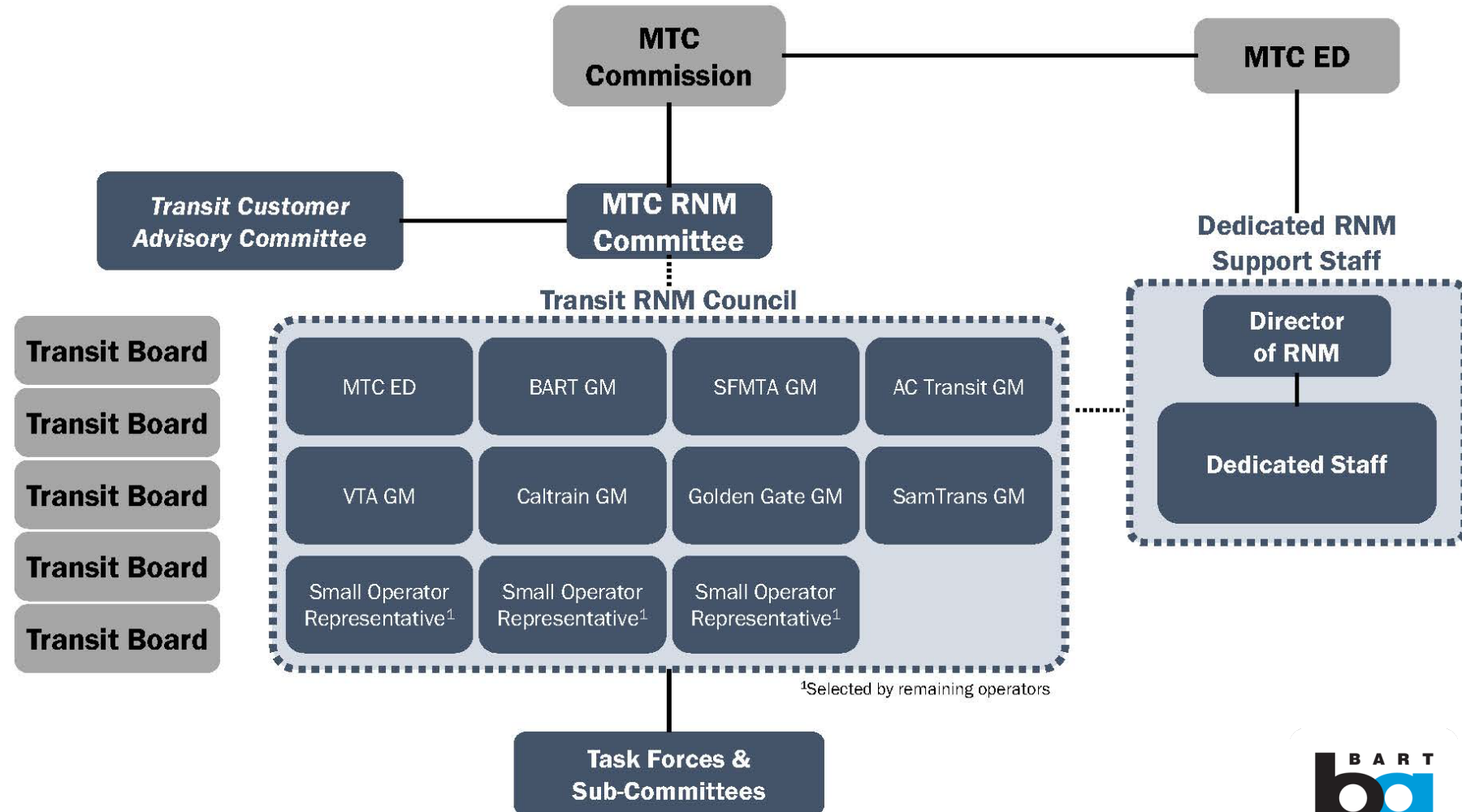
RNM Vision:

To advance regional goals in equity, livability, climate, and resiliency through a unified regional transit system that serves all Bay Area populations

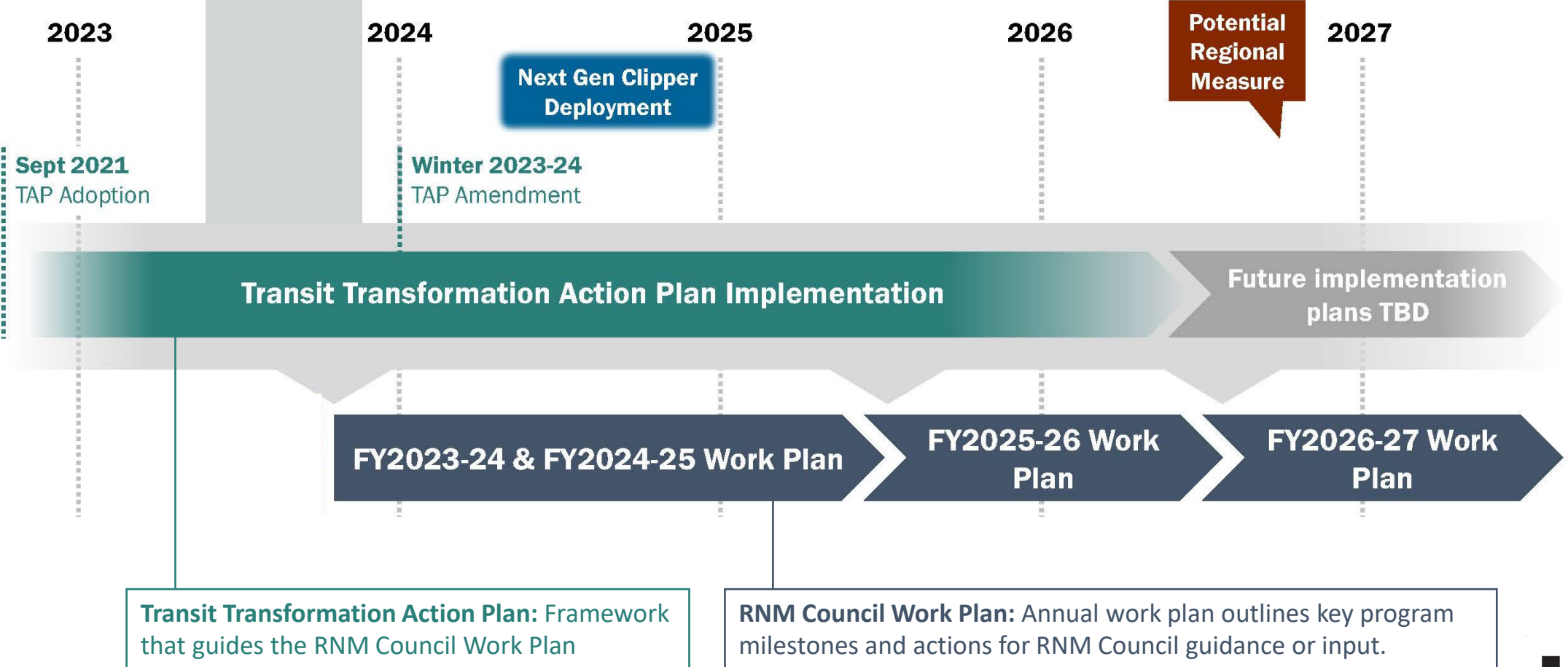
RNM Objectives:

- **Deliver Customer Benefits** (e.g., enhanced experience, improved safety, increased accessibility, reduced travel times)
- **Deliver Network Management Benefits** (e.g., improved planning, economies of scale, increased ridership, improved decision making)
- **Deliver Other Public Benefits** (e.g., reduced VMT, economic growth, enhanced connectivity, increased equity)






RNM Organizational Structure:



MTC's Timeline for TAP & RNM Council Work Plan



RNM Council FY23-25 Work Plan

RNM Council Management	Transit Transformation Action Plan				
<ul style="list-style-type: none"> RNM standup activities (Charter, Work Plan, budget, staffing, etc.) TAP two-year status update and amendment Develop program and benefit KPIs Develop FY2025-26 Work Plan 	 <h3>Fares & Payment</h3>	 <h3>Customer Information</h3>	 <h3>Transit Network</h3>	 <h3>Accessibility</h3>	 <h3>Funding</h3>
	<ul style="list-style-type: none"> Clipper START 	<ul style="list-style-type: none"> Prototypes and pilots for regional mapping & wayfinding signage 	<ul style="list-style-type: none"> Transit priority implementation (e.g., BusAID) 	<ul style="list-style-type: none"> Standardize paratransit and Clipper RTC eligibility practices 	<ul style="list-style-type: none"> + Develop strategies to fully fund TAP initiatives
	<p><i>Currently overseen by the Fare Integration Task Force:</i></p> <ul style="list-style-type: none"> + Clipper BayPass launch and expansion (e.g. for major events) 	<ul style="list-style-type: none"> Availability and reliability of regional real-time transit data 	<ul style="list-style-type: none"> Regional Transit Priority Policy 	<ul style="list-style-type: none"> Improve regional paratransit trips through one-seat ride pilot programs, improved cost-sharing, and enhanced transfer policies 	<ul style="list-style-type: none"> Ongoing advocacy for funding
	<ul style="list-style-type: none"> <i>No-cost/reduced-cost interagency transfers</i> <i>Refine vision for common fare structure for regional transit</i> 	<ul style="list-style-type: none"> + Strategic/cohesive communications + Coordinated customer experience surveys 	<ul style="list-style-type: none"> Transit 2050+ project performance assessment and network concepts 		
	Legend <ul style="list-style-type: none"> Ongoing TAP work that creates tangible outcomes for riders 		<ul style="list-style-type: none"> Ongoing TAP work related to planning and policymaking 		<ul style="list-style-type: none"> + New activities



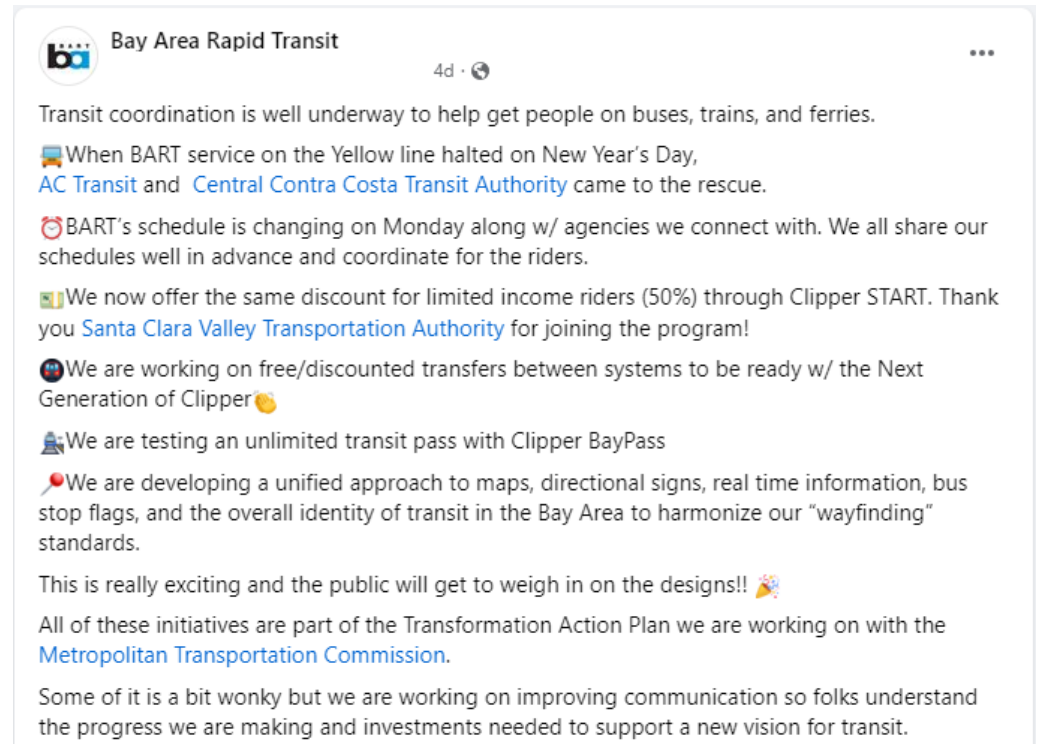
Initial Framing for RNM Performance Measures

Measure Type	Category & Sub-Categories		Description
Regional Transit Outcome Measures	Rider Experience The end-to-end journey and experience of individual riders on transit	Safety	Providing a safe, secure, and comfortable environment for riders
		Reliability	Establishing a dependable system that is on-time and predictable
		Connectivity	Creating an integrated network that is coordinated, convenient, and easy to use
		Equity	Ensuring the transit system is inclusive, accessible, and serves diverse rider needs
	Regional Transit Operations The overall health of the regional transit network	Growing regional ridership levels and supporting transit operations by delivering on the RNM Mission and Vision	
RNM Effectiveness Measures	RNM Effectiveness How effective the RNM framework is in delivering its Mission and Vision		Measures that inform the continuous improvement of the RNM framework (e.g., actions taken, work plan progress, capabilities)

Communicating Regional Coordination



- Transit agency PR staff are working to increase public communication and media relations about these efforts
- Staff will also share content and updated with stakeholders such as elected officials



Fares and Payment

Simpler, more consistent, and equitable fares region-wide

Transit Transformation Action Plan

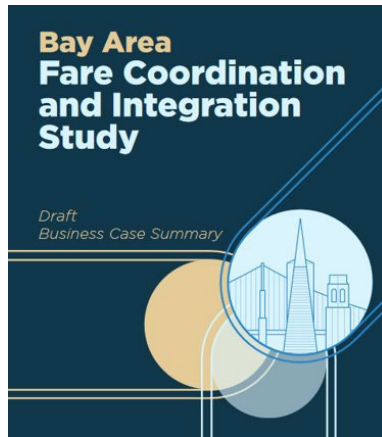
MTC & Operator Co-PM

I. Fares and Payment	II. Customer Information	III. Transit Network	IV. Accessibility	V. Funding
<p>Simpler, consistent, and equitable fare and payment options.</p>   	<p>Make transit easier to navigate and more convenient.</p>  	<p>Transit services managed as a unified, efficient, and reliable network.</p>   	<p>Transit services for older adults, people with disabilities, and those with lower incomes are coordinated efficiently.</p>  	<p>Use existing resources more efficiently and secure new, dedicated revenue to meet funding needs.</p>  

Regional Fare Policy Road Map

Bay Area Transit Vision Statement

Adopted in 2021



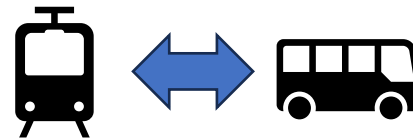
Clipper BayPass Pilot

In progress with summer 2022 launch of Phase 1 and January 2024 launch of Phase 2



Free and Reduced Cost Transfers Pilot

Planned for NextGen Clipper launch



For Future Evaluation and Development

Additional policies for discussion after NextGen Clipper launch, including:

All agency transit pass for sale to individuals

Shared fare structure for all regional rail / ferry / express bus

Phase 1 Launched Summer 2022



Two-year pilot launched in Summer 2022 for nearly 50,000 students and residents

Executed MOUs with partners, identified \$4.5M in funding, secured operator approval, and worked with partners to conduct randomized control trial

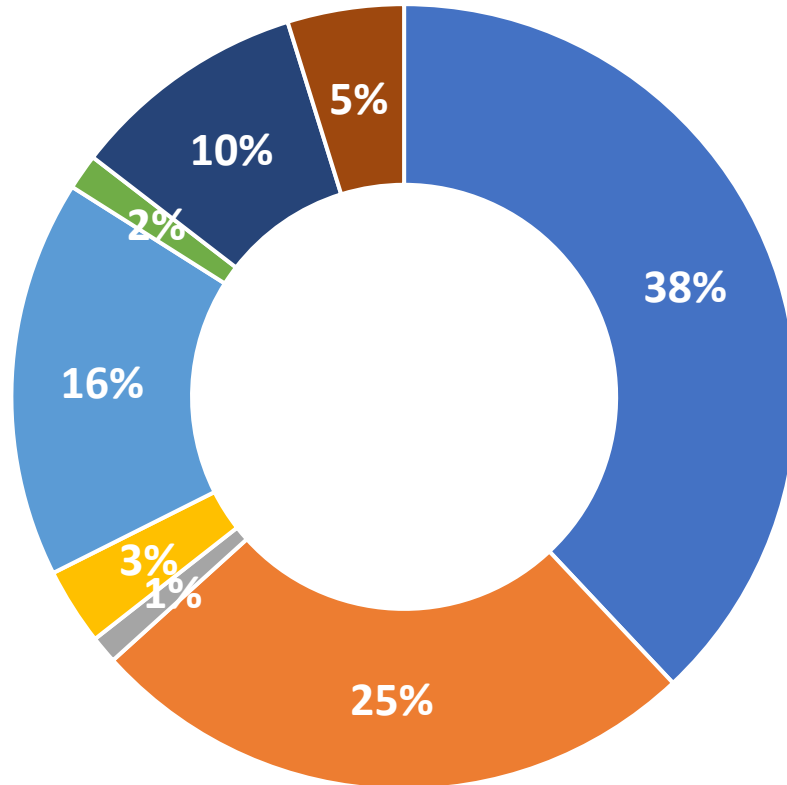
Pilot with Educational Institutions and Affordable Housing Partners



More than 3 Million Trips Taken



BayPass Trips by Operator



“I can go from school to work to my home without having to worry about refilling my Clipper and counting how much money I’ve spent on it.”

“I really like how convenient it is to have all the public transportation options in one card.”

“I love the Clipper BayPass. It makes commuting so much easier and more convenient than using a regular Clipper card.”

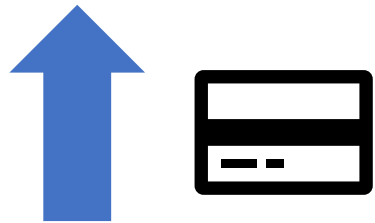
■ AC Transit ■ BART ■ Caltrain ■ SamTrans ■ SF Muni ■ SMART ■ VTA ■ Other



Phase 1 Results

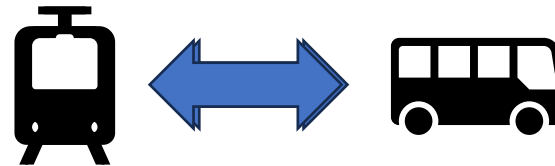
Preliminary travel activity data show that Clipper BayPass increases:

Public Transportation Usage



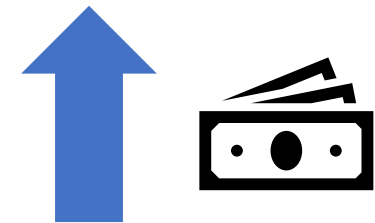
40% Increase

Transfers between Operators



74% Increase

Average Fare



9% Increase

Interim Evaluation Takeaways After Year 1 (Universities) Among Students at UC Berkeley, San Jose State University and SF State University

Phase 2 Employer Pilot Launched

Launched January 2024 for more than
8,000 employees



MTC and BART are inviting 10 employers
to participate – complete the interest
form for more information at

www.clipperbaypass.com



Video - “Clipper BayPass is essential”



[Link to video https://mtc.ca.gov/news/clipperr-baypass-makes-case-fare-coordination](https://mtc.ca.gov/news/clipperr-baypass-makes-case-fare-coordination)

Free/Reduced-Cost Transfers - Where We're Going

Goals:

- 1) Strengthen, standardize, and clarify transfer discounts between agencies on Clipper;
- 2) Generate new transit trips; and
- 3) Improve customer experience on inter-agency travel

Policy: Riders get up to \$2.50 off when transferring to another agency within two hours of their first tag; cannot result in a negative fare

- The pilot would implement transfer discounts for a subset of cross-jurisdictional paratransit trips

Funding: Transit agencies fund the first 50¢ of the discount, and MTC will reimburse the remainder of foregone revenue for 18-24 months (duration based on available funding).

- Reimbursement adjusted for increases in transfer activity exceeding non-transfer trip ridership trend

Example Trip – Muni to BART (Embarcadero Station to Fruitvale Station)



Fare = \$2.50



Fare = \$4.55 - \$2.50 = \$2.55

Total fare: \$4.55; Customer savings: \$2.50

Summary of Near-Term Next Steps

Clipper BayPass

- **Spring:** Continued recruitment of new employer partners; continued discussions on path forward with current Phase I participants
- **Summer/Fall:** Complete Phase 1 Program Evaluation

Free and Reduced-Cost Transfers

- **January:** Agency staff provide feedback on draft MOU
- **February:** MOU to be endorsed by Task Force; begin seeking agency Board approvals of MOU

Title VI

- **January:** Agencies coordinate with PM team on Title VI analysis launch; continue BayPass Phase I Title VI analysis
- **February through June:** Complete Title VI analysis of Clipper BayPass Phase 1 by February; Title VI staff participate in working group

Future Fare Integration Initiatives

For future evaluation and development (after NextGen Clipper launch):

1. *All-agency transit pass for sale to individuals*
 - Next steps will be designed based on Clipper BayPass data
 - Options include:
 - Monthly and/or 1/3/7-day passes; airports could offer opportunities for limited-scale pilots
 - Clipper BayPass for major events (conferences, integration with sports & entertainment events)
2. *Consider shared fare structure for all regional rail / ferry / express bus*
 - Integrated fare structure: scoping a study with other regional operators

Discussions and Questions