

San Francisco Bay Area Rapid Transit District

Board Workshop 2023



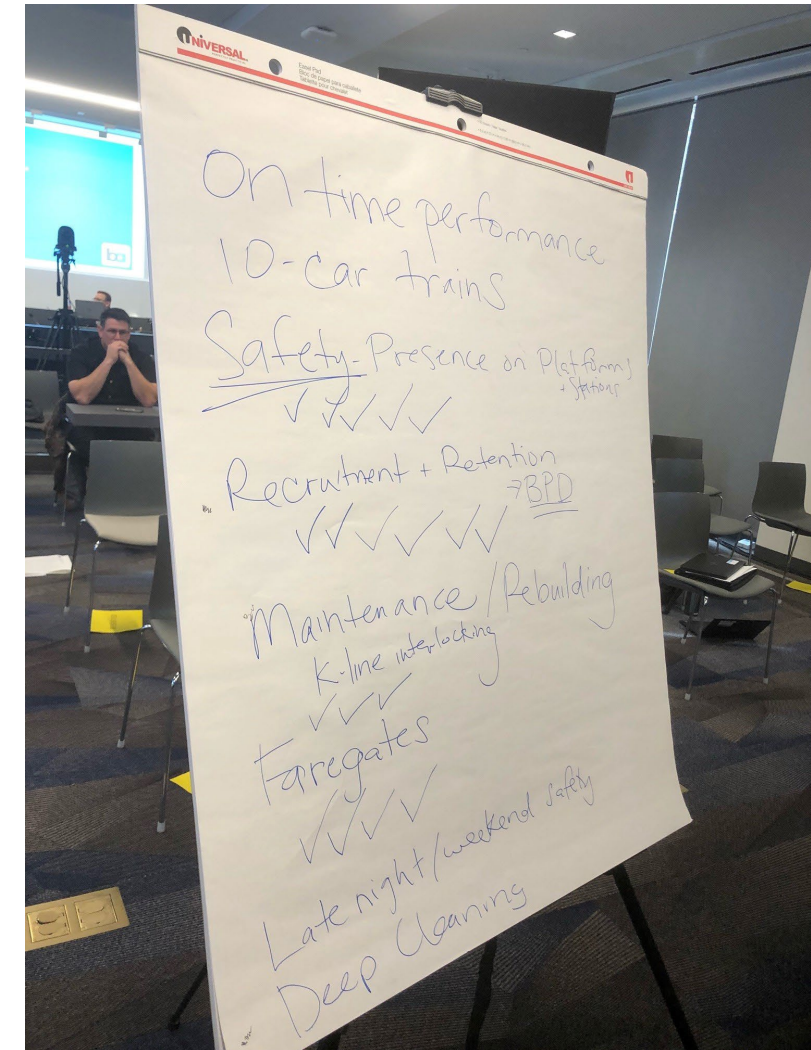


Board Workshop Summary

Board Workshop 2023 - Summary of Feedback

General Themes

- Sustainable funding strategy is the major priority
 - Need a new funding model given the change in work patterns
 - Need to acknowledge changing travel and work patterns and seek to serve off-peak markets
 - Consider tradeoffs
- Pursue all funding opportunities
 - Keep 2024 regional transportation measure in consideration depending on outcome at state level and MTC polling results
- Top 3 Customer Experience Priorities:
 - Safety
 - Recruitment and retention, particularly for BPD
 - NextGen Fare gates



Regional Context and Financial Outlook

- Need a new funding model for BART
 - Be creative and make tough choices; understand there will be tradeoffs
 - Better match new paradigm on how people work
 - Need a long-term and sustainable plan – cannot be ongoing \$300M deficit
 - Focus on addressing immediately – starting in FY24 to reduce deficit in FY25

Regional Context and Financial Outlook

- Advance Cost-effective Strategies to Generate Riders
 - As BART's ridership shifts, shift BART's service model:
 - Generally, the board agreed to no service cuts
 - Expand beyond San Francisco commuters and existing ridership base – look to better serve: night and weekend service, core inter-East Bay service; how to better serve airport trips, events, families, etc.
 - Concerns that service increase will increase deficit – be strategic on increase or shift from commute to other markets to increase ridership and cover operating cost
 - Support for fare programs (e.g., reduced transfer or zone-based pass), pricing (e.g., reduced fare for reverse commute), and open payment to attract new riders
 - Transit-Oriented Development
 - Many station parking lots now under-utilized; maintain program to grow ridership and address housing crisis
 - Concern expressed to only advance projects that are cost positive

Regional Context and Financial Outlook

- Advance Strategies to Generate Revenue
 - Consider opportunities for public-private partnerships
 - Revisit station retail program
 - Corporate station naming
 - Advertising (including train wraps)

Regional Context and Financial Outlook

- Key Tradeoffs for Consideration in the Budget Process
 - Capital Projects
 - Staff to provide information on which allocations/capital project funds could contribute to operating budget
 - Interest in pausing Link21 if funds can be redirected to operating or other priority capital in near-term
 - Retain projects that make transit attractive
 - Other
 - Focus on efficiency, rather than hiring more people
 - Fares – don't increase more than inflation
 - Dial back PR campaigns

Financial Stability: Short- and Long-Term Strategy

- Statewide Strategy, Consensus and Unity
 - Seeking a multi-year plan: this year need is less than \$75M, larger need kicks in 24/25
 - Concern about timing and coordination of state and regional strategies
 - An active regional approach for a transportation measure in 2024 might negatively impact the state advocacy effort / bifurcates the statewide effort

Financial Stability: Short- and Long-Term Strategy

- Regional Measure Timing
 - Take time to do it right is in direct contrast to the budget picture we face
 - Interest in pursuing enabling legislation for 2024 transit measure option
 - MTC response on measure timing and coordination with housing:
 - March polling will inform consideration of a 2024 regional transportation measure
 - Housing measure: well developed for 2024, looking to pursue amendment to lower threshold, will not look at polling for combined measure
 - Need time to build consensus and support, and work through funding distribution
 - Stage measures in 2024 and 2026 partially to address voter fatigue
 - If housing measure fails in 2024 will need to determine what to pursue in 2026
- Continue to focus on state budget ask; then pivot to measure

Financial Stability: Short- and Long-Term Strategy

- Additional Strategies
 - Consider efficiencies and cost savings
 - New funding is one element; also consider efficiency of BART spending
 - Consider investing resources to identify efficiencies to reduce cost (including OIG)
 - Public education campaign:
 - Why BART is worth it?
 - How we are changing (markets we serve, regional network management, etc)

Customer Satisfaction Survey Results

- Ensure the work we do is matching our diverse demographics
 - Many from under-represented communities; note that improving safety is desired by all
 - Tease out more detail about time of day of responses as results may vary
- Excited to see shift away from drive alone
 - TOD supports walking to BART
 - Transit access indicates need to improve seamless transit and fare coordination
 - Recommend pull scooters and other modes out of “other” in future surveys
- Flag that less than 2/3 agree that BART is good value for money (64%) in the context of a transportation measure
- What the Board is hearing that is not in survey:
 - Poor on-time performance
 - Delay communication (disconnect between mobile and DSS)
 - Some issues made worse by wait times – need to improve frequency
- Concern that not all lowest rated items show up in target areas

Improving Customer Experience: Top Three Priorities

Category	Allen	Ames	Dufty	Foley	Li	Mc-Partland	Raburn	Simon	Saltzman
On-time performance					X				
Increasing safety		X	X	X	X		X	X	
Recruitment and Retention	X		X		X	X	X	X	
Maintenance, Rebuilding, Reliability	X	X				X			
Communications						X			
Fare gates	X	X	X				X		
10 car trains				X					
More frequent deep cleaning				X					

- Some recruitment retention was for all staff, several focused on BPD
- Some safety comments were specific: presence/deployment on platforms and trains, at night and weekends

Improving Customer Experience

- Safety
 - Multiprong safety measures: presence, wayfinding, call-buttons
 - Presence alone won't solve it; need to do all we can for endemic issues
 - 500 cars in system at any time – cannot staff 500 officers
 - Our response time (5 min) is better than other agencies and cities we serve
 - Systemwide approach to protect vulnerable riders
 - Deployment
 - General interest and support for redeployment to increase police presence
 - Concern with dropping fare inspections as part of deployment
 - Concern that changing deployment may reduce officers in some areas
 - Perception – need visible presence to bring riders
 - How to address gap when not safety in numbers

Improving Customer Experience

- Recruitment and retention
 - Make sure we can successfully hire, particularly for BPD
 - Potential impact of fiscal cliff on hiring
 - Level of detail still light – want to see actual vacancy numbers, especially for vacancy numbers
 - Open to being creative; open to discussing contracts
 - Would like to see budget numbers associated with lateral and recruitment strategies
- Performance and Reliability projects
 - Communication during closures much improved, however critical to innovate on communications, particularly on delays
 - Faregates a priority project

2023 Outlook and Key Next Steps

• Financial Outlook & Strategy

- FY24 & FY25 Budget:
 - Release Prelim Budget Memo – March 31
 - Include possible expenditure reductions
 - Prelim Budget Overview – April 13
 - Sources, Uses, and Rail Service Plan – May 11
 - FY24 & FY25 Budget Public Hearing – May 25
 - Annual Budget Approval – June 8
 - Capital Allocations – Summary of Priorities, Implications and Opportunities Included in Budget Process
- Addressing the Transit Operating Shortfall Update
 - MTC polling results by May
 - Legislative updates

• Customer Experience

- Quarterly Service Performance Review (QPR) – March 23
- Fare Gate Procurement – March 23
- BPD Redeployment: memo and report back to Board on progress - Spring 2023
- Clipper Presentation at AC/BART Interagency Liaison Committee - Spring 2023

• Other Key Topics

- Capital Program/Project Reporting– Quarterly starting in April
- Transit-Oriented Development Program Update – March 9 (Completed)

Attention all workshop attendees

(BART Directors, BART Staff, members of the public, etc.)

Please go to www.bart.gov/board2023 to provide
feedback on the 2023 workshop

Thank you for attending!

