

LINK21

CONNECT NORTHERN CALIFORNIA

Update - Link21 Program

BART Board of Directors

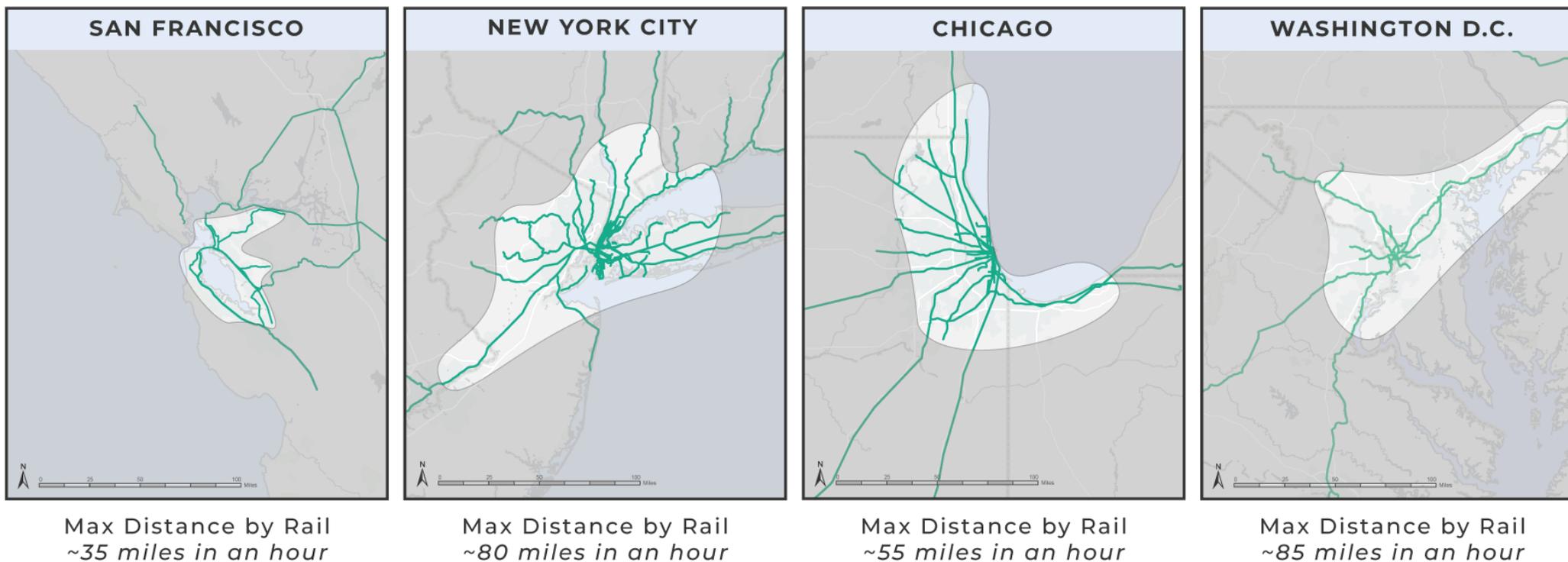
March 11, 2021



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1-Hour Rail Travel by Megaregion



LEGEND

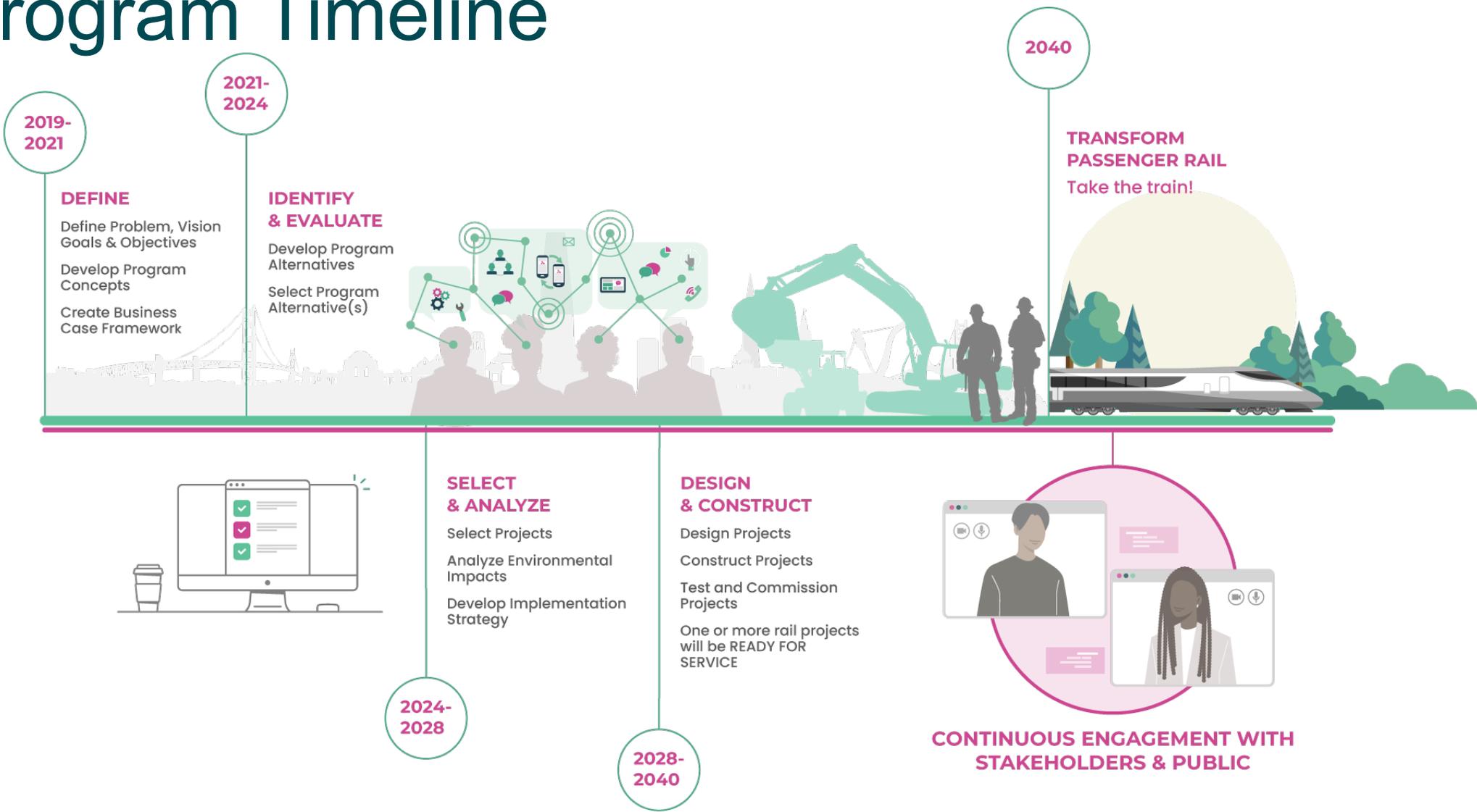
-  Areas accessible from each city's downtown within 1-hour of travel by passenger rail. Data is based on agency timetables.
-  Passenger rail lines, excluding light rail, that connect directly to each city's downtown. On the San Francisco map, rail lines that do not directly connect to downtown are also shown.

Link21 Vision

Link21 is a *program of projects* that will transform the passenger rail network in the Northern California Megaregion into a **faster**, more **integrated** system that provides a safe, **efficient**, **equitable**, and **affordable** means of travel for all types of trips.



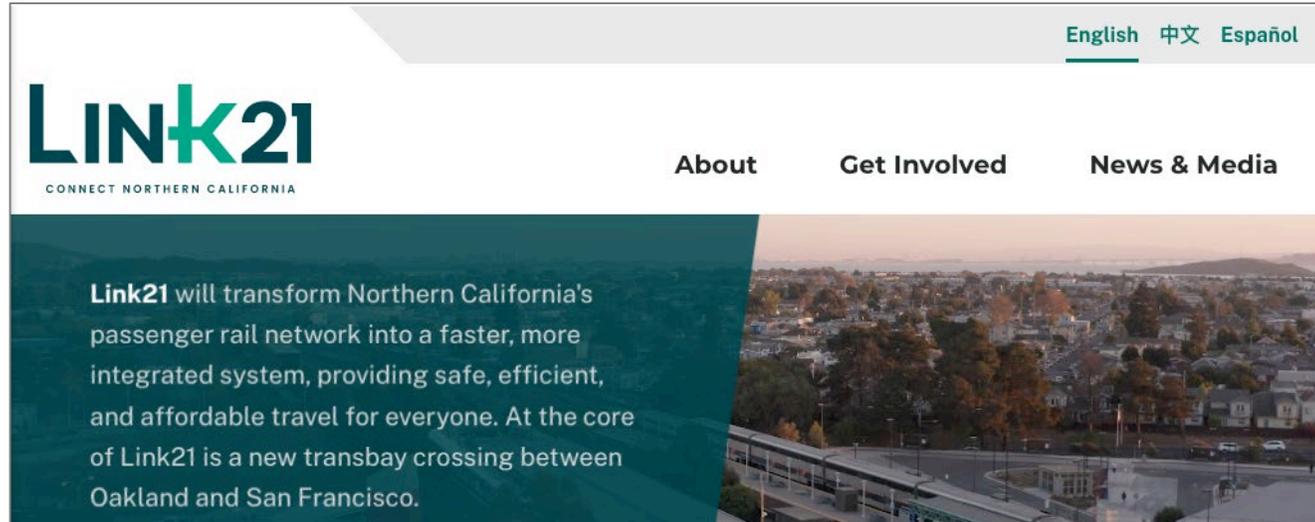
Program Timeline



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Branding and Website Launch



- **Website traffic**
 - 7,200 users; 11,000 total visits
 - 30,000 pageviews
- **Extensive media outreach and coverage** (60 mentions)
- **Social media engagement** (300 mentions)

*updated 2/25/21

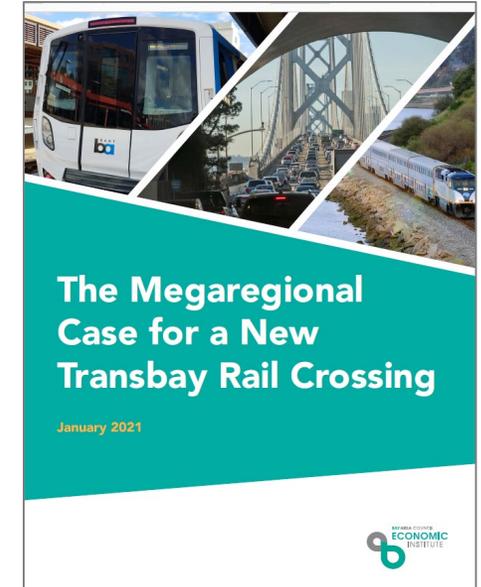
Link21/Bay Area Council Economic Institute webinar

“[The New Transbay Rail Crossing] is critically important for the future of the Northern California Megaregion. [It’s] a major investment that will literally transform the entire Megaregional transportation network.

I try not to use the phrase ‘game-changer,’ but that’s exactly what it is.

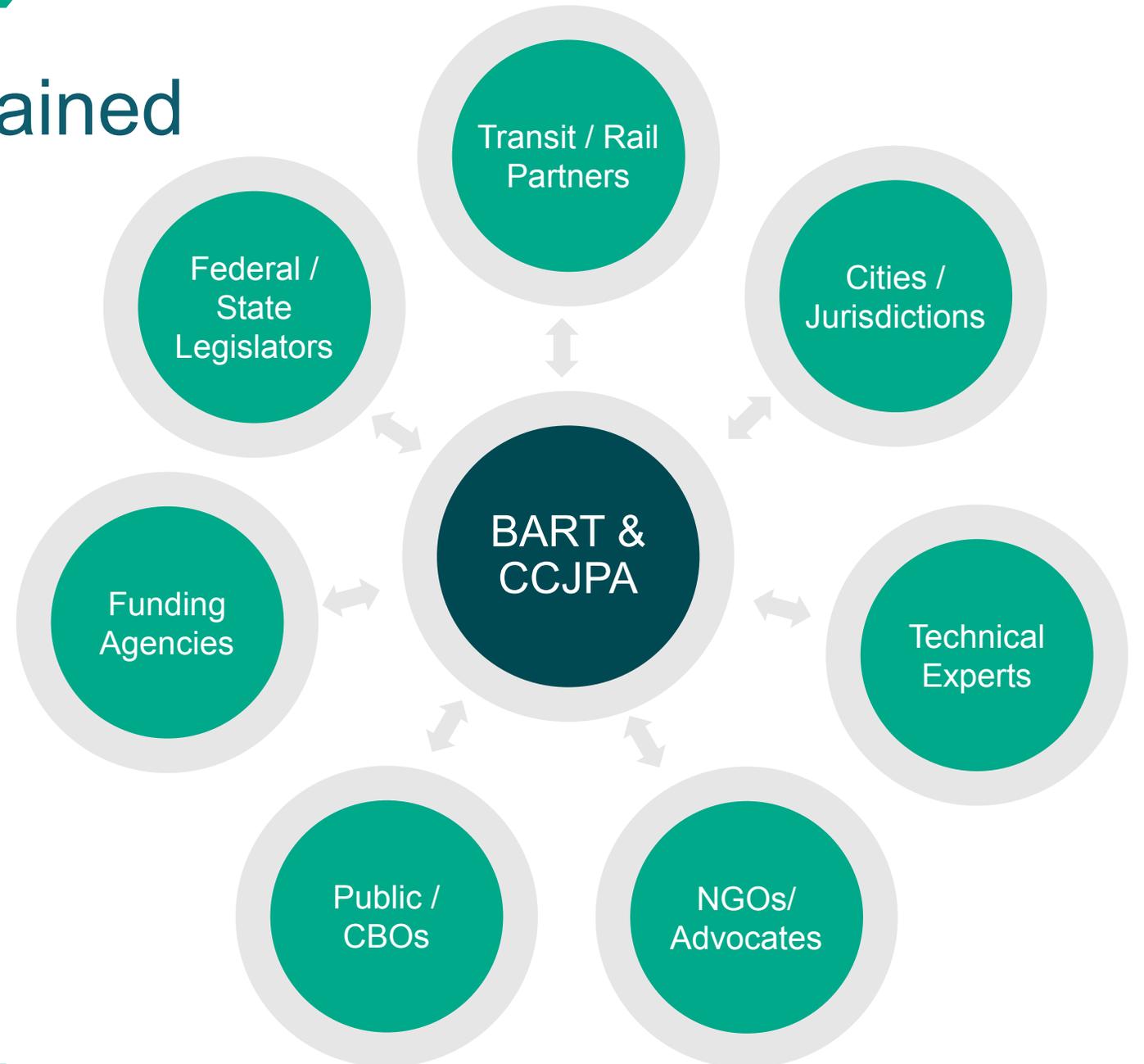
A game-changer.”

- **Secretary David Kim**, California State Transportation Agency



Link21: Early and Sustained Partnerships

- Program Development Team
- Jurisdictional Working Group
- CCJPA Board
 - Many other stakeholder presentations: US Congressional Northern CA Delegation, SPUR, TJPA, City of San Jose, Alameda, Building Council, EBEDA, Oakland Chamber of Commerce, Kaiser, MTC, Solano Transportation Authority, Alameda CTC, CCTA, Caltrans, and more



Link21 Commitment to Equity



- Prioritize engaging communities that have been systemically marginalized
- Benefit those who need it most:
 - Transit dependent riders
 - Those harmed by past transportation projects
 - Those with limited access to important resources like housing or job opportunities
- Partner with these groups every step of the way to avoid harms and create needed benefits



Co-Creation Workshops

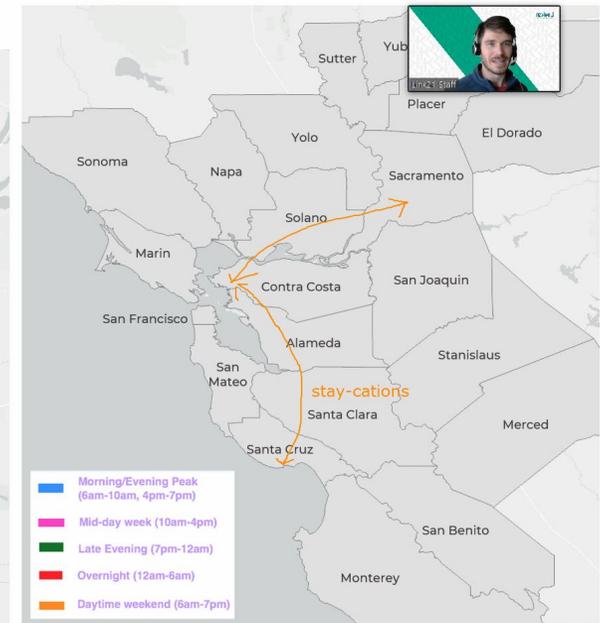
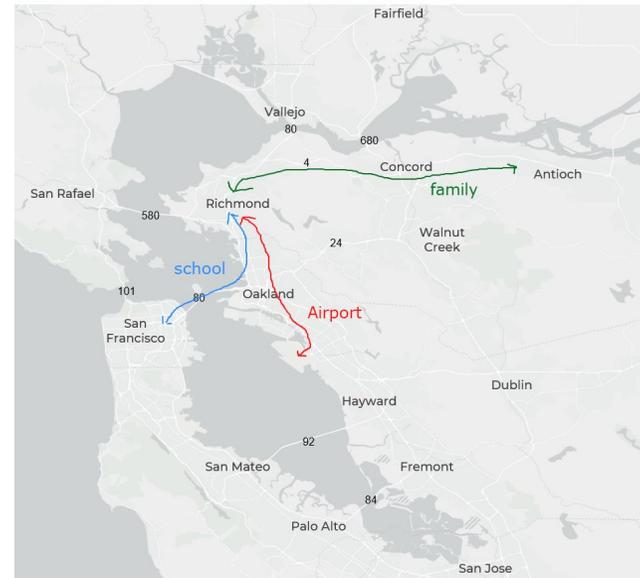


- Conducting equitable engagement requires going beyond typical outreach to build relationships and trust
- Working with BART's Office of Civil Rights to develop co-creation workshops to meet community members where they are
 - Conducted in partnership with CBOs
 - Focused attention, break out rooms, and familiar faces help solicit detailed feedback
 - Provides transparency about the process

Screenshot from co-creation break-out room activity

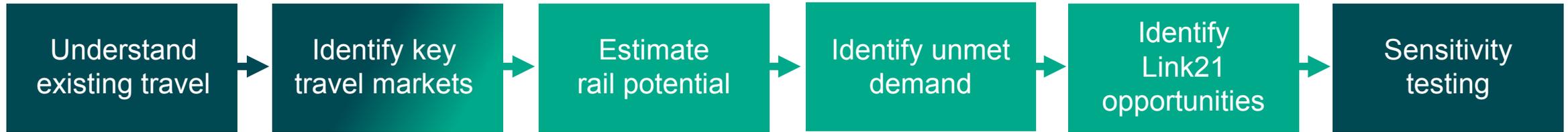
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Where would you like to travel?



Cutting Edge Market Analysis

June 2021



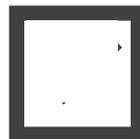
- Travel patterns
- Link21 Mobility Survey
- Operators travel data and surveys



- Identify clusters of activity
- Market segmentation



- Regression models
- Rail potential



- Based on existing and future baseline scenario

- Based on markets that can be served by Link21

- Sensitivity to key parameters

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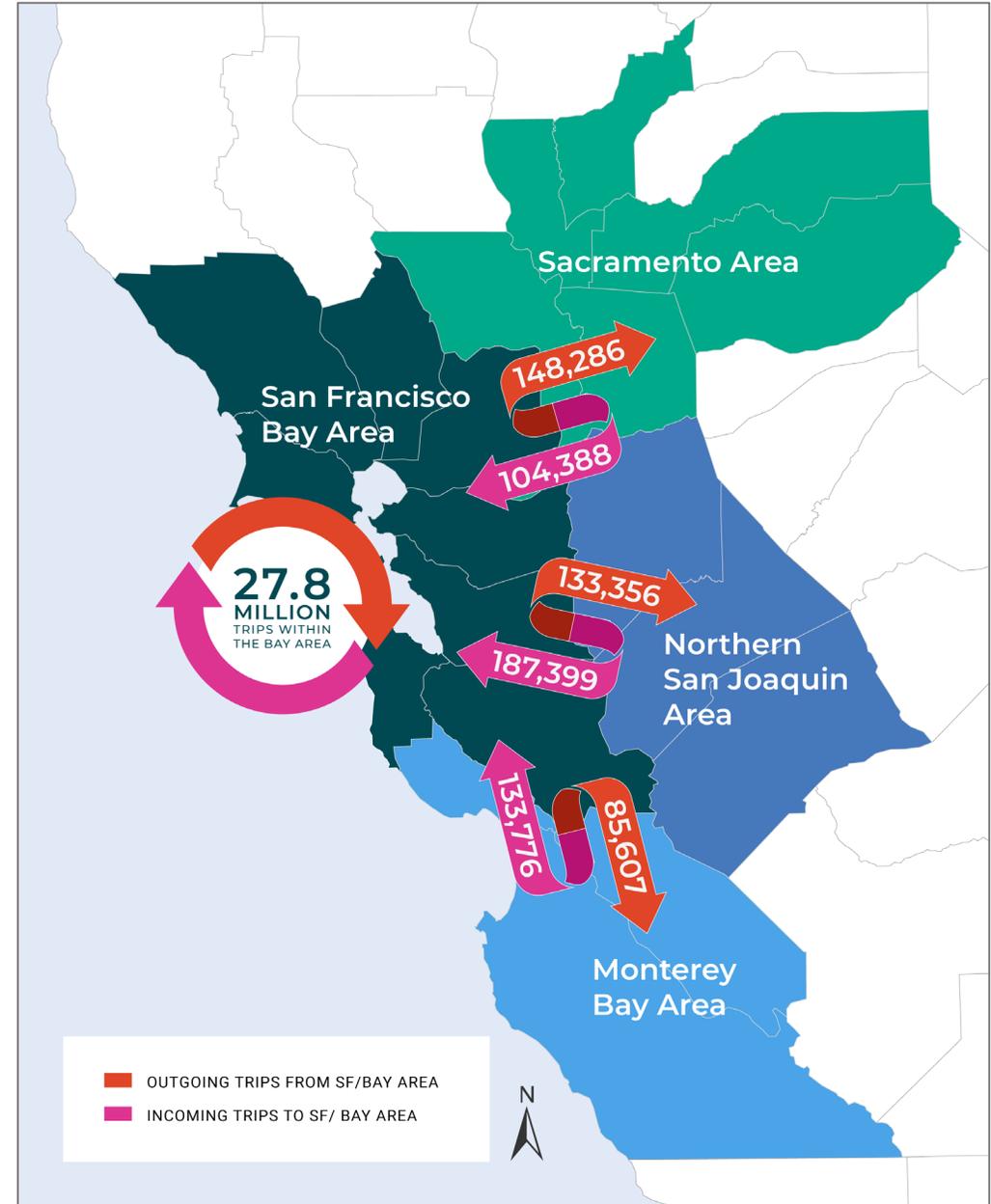


Northern California Travel Will Increase

2040 Megaregional Travel

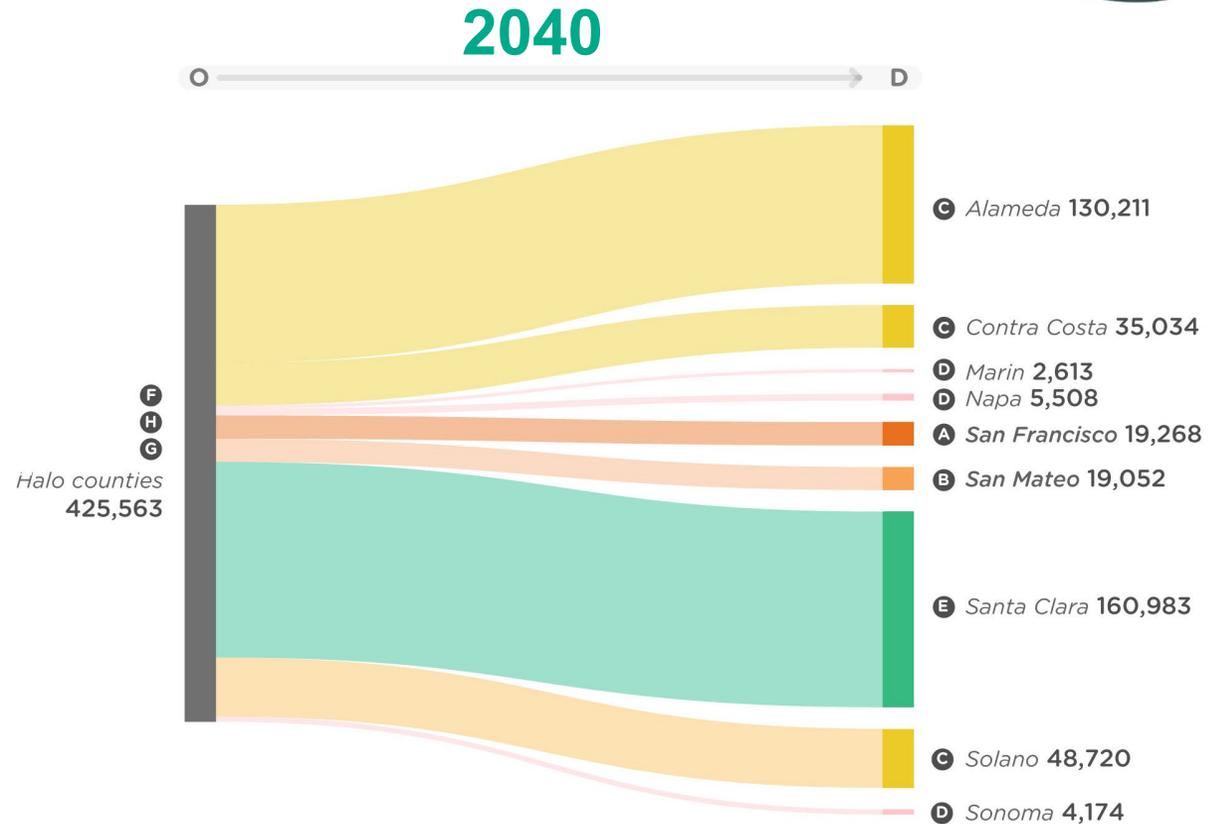
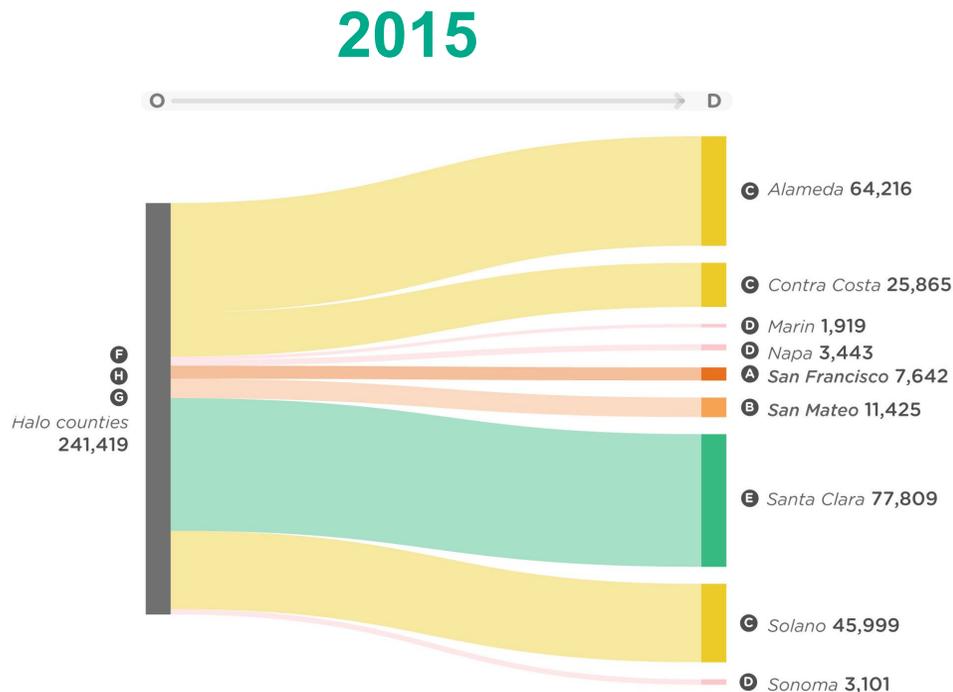
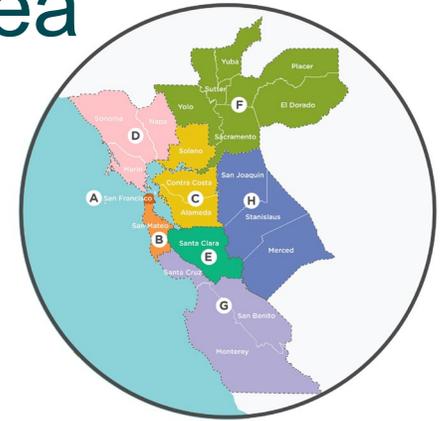
- Nearly **28 million** daily motorized* trips within the Bay Area (**26% increase**)
- **800,000** daily trips between the halo counties and the Bay Area (**64% increase**)

* Excludes walk/bike trips



Growth in Regional Trips: Halo Counties to Bay Area

- Origin and destination data (one-way trips)
- Travel is dominated by trips to East Bay, Solano and Santa Clara Counties
- By 2040 travel from Halo counties to Bay Area counties is projected to almost double



Professional Services Agreements

- Anticipated BART Board contract adoption: May 2021
- Major Interest from the business Community
- Commitment to meet or exceed DBE Goals

Funding

- Measure RR dedicated funding: \$150 M
- Regional Measure 3: \$50 M
- CalSTA: \$1 M year

Service Category	Program Identification / Phase 1	Project Selection / Phase 2	Total	DBE goals
Engagement/Outreach	\$30M	\$105M	\$135M	30%
Travel Demand/Land Use	\$10M	\$20M	\$30M	12%
Planning/Engineering	\$55M	\$210M	\$265M	30%
Environmental	\$30M	\$140M	\$170M	30%
TOTAL	\$125M	\$475M	\$600M	
SCHEDULE	≤ 6yrs	≤ 10yrs	≤ 16yrs	



What's in Store for the Next 3 Months?



- Reach 400 people through **equity co-creation** workshops
- Receive megaregional **public input** on Program vision, goals & objectives
- Host many more **stakeholder meetings**
- Make presentations at major **national conferences** (APTA, WTS)
- Complete the **Market Analysis**
- Initiate **travel demand** and ridership projections
- Further **concepts** and alternatives development
- Advance **value capture** strategy
- Develop **joint funding advocacy** for railroad dollars
- Bring **new consultants** on-board
- Closely **collaborate** with BART, CCJPA staff



Thank you