



Update on Regional Transit Coordination

BART Board of Directors

June 24, 2021



Presentation Overview

1. Return to Transit Marketing Campaign
2. Metropolitan Transportation Commission (MTC) Blue Ribbon Transit Recovery Task Force (Blue Ribbon) Update
3. Next Steps
4. Discussion



Return to Transit Marketing Campaign

- “All Aboard Bay Area” regional transit campaign is under development by MTC and large and small operators
- Provides consistent messaging for all operators and avoids competing ads from each agency
- Ready to launch in July/August
- Healthytransit.org website will be rebranded with new campaign and information about service restoration plans

MTC Blue Ribbon: Process and Timeline

NETWORK MANAGEMENT: EVALUATION PROCESS & TIMELINE



By APRIL 2021
MTC Staff

- Solicit proposals
- Select Network Management evaluation consultant

MAY - JULY 2021

MTC, Operator Staff, Consultant, BRTF

- Finalize roles & responsibilities
- Develop evaluation criteria & methodology for future business case
- Perform preliminary comparison of alternatives
- Identify next steps

JULY 2021 – SPRING 2022

MTC, Consultant, Operator Staff,
New Transit Advisory Body

- Implement Action Plan's year-one Network Management priorities
- Proceed with the Network Management business case

BLUE RIBBON TRANSIT RECOVERY TASK FORCE

ACTION PLAN
IMPLEMENTATION GROUP

**Define Network Management
Evaluation Scope of Work**

**Define Roles &
Responsibilities**

**Identify & Compare
NM Alternatives**

**Identify Preferred Network
Management Framework**

March/April 2021

May 2021

June/July 2021

Spring 2022

MTC Blue Ribbon: Roles & Responsibilities



NETWORK MANAGEMENT: NEAR-TERM PRIORITY ROLES & RESPONSIBILITIES FOR EVALUATION

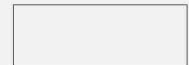
OUTCOMES

ROLES & RESPONSIBILITIES

Legend



Near-term priority to be considered in Network Management Alternatives analysis



May be evaluated by consultant but not a near-term network management priority

Coordinated, equitable fares and simpler payment options that attract more riders	Fare Integration Policy
Reliable, integrated, customer-focused transit network with coordinated routes, service, schedules, and long-term planning	Bus Transit Priority
	Connected Network Planning
	Station Hub Design Review
	Data Collection and Coordination
	Capital Project Prioritization
Customer Information that attracts more riders due to convenience, uniformity, and real-time accuracy	Branding, Mapping and Wayfinding
	Marketing / Public Information
	Technology and Mobile Standards (Real Time Info)
Equitably distributed community transit services that are efficiently and cost effectively administered to maximize customer benefits	Accessible Services (including Paratransit)
	Centralized Program Eligibility Verification
Transit Network Management reforms resulting in efficient, customer-focused policies and operation	Bus Network Management Reform
	Rail Network Management Reform
	Mega-project Delivery and Oversight
Increased cost-effectiveness and public transit funding at all levels of government	Funding Advocacy

MTC Blue Ribbon: Transit Network Management Alternatives

- MTC received 5 varied alternatives submitted for consultant review:
 - Bay Area Council
 - Commute.org
 - MTC
 - Seamless Bay Area
 - Transit Operators
- Consultant will use as starting place to bookend the range of alternatives for subsequent evaluation in the Business Case
- Detail on the Transit Operators Alternative
 - Formalize operator coordination and leverages existing governance structures
 - Establish an association of small and large transit general managers and MTC's Executive Director
 - Leverage existing authority and expand accountability
 - Existing elected transit agency boards retain existing decision-making authorities
 - Provide structured coordination on regional transit planning
 - Includes a Policy Advisory Council to provide a formal venue for stakeholders, advocates, riders, and the public to advise the Transit Network Management Board
 - Identify a path toward transit transformation through achievable near-term priority actions items

Next Steps

- MTC Blue Ribbon Meetings + Next Steps:
 - Large Operators Board Outreach (6/10)
 - Consultant Evaluation Underway
 - Mon June 28 Task Blue Ribbon Meeting, anticipated items:
 - Transit Network Management: discuss evaluation criteria and alternatives/options
 - Transformation Action Plan: updates on outcomes + draft list of action items
 - Mon July 26 Final Blue Ribbon Meeting
 - Approval of Transformation Action Plan
- MTC and/or operator actions to advance subsequent work:
 - Identify new transit advisory body
 - Implement Transformation Action Plan's Year-One Priorities
 - Proceed with the Network Management Business Case
- Fare Coordination and Integration Study
 - Task Force Meeting: July 19
 - BART Board Info Item: July 22

Additional Information

MTC Blue Ribbon: Transformation Action Plan

IMPLEMENTATION – A SHARED RESPONSIBILITY



PROJECT (Years 1-5)

Fare Coordination and Integration Study

Est. Near Term Need:
Implementation / Unknown fare
impacts

Mapping and Wayfinding

Est. Near Term Implementation:
\$25M system design & 3 pilots

Bus Transit Priority

Est. Initial Near Term Capital
Need: \$30M capital delivery

CONCEPTUAL PLANNING

MTC and transit
partners

MTC in
collaboration
with agencies

Varies: CTAs,
Transit
Agencies, and
MTC have
initiated projects

EARLY PROJECTS AND DEMONSTRATIONS

FULL IMPLEMENTATION AND OPERATION & MAINTENANCE

Near-Term Next Steps ...

- Collaborate with operators on early projects and demonstrations; based on scope of projects.
- Implementation and capital costs to be shared. Possibly through reprioritization of existing funds, securing new funding/ sources.
- Jointly fund improved Regional Standards, Data, and Systems, operated at a regional level.
- Pursue enactment of AB 629 to accelerate recommendations emerging from Task Force.

MTC Blue Ribbon: Consultant Approach

Approach

01 *WHY* integrate regionally?

- Validate problem statement + rationale
- Validate purpose & need statement for Biz. Case

VALIDATION

02 *WHAT* (Roles & Resp. of RNM)

- Identify domain areas that have greatest benefit to customer/region
- Document rationale for inclusion and prioritization

VALIDATION

03 *HOW* (Structure Development and Evaluation)

- Define regional/local accountabilities for Roles/ Responsibilities
- Develop and apply Evaluation Criteria
- Sketch level governance structures

04 *WHEN* (Phasing, Priorities, Pathways)

- Define implementation pathways (near to long)
- Define implementation priorities for functional accountabilities

MAY- AUGUST
ACTIVITIES

05 *Business case framework*

- Make a strong case for change
- Mapping efficacy of actions to problem resolution and opportunity
- A road map to define cost, benefits, risks, requirements – (near/longer term)