



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

Caltrain Board of Directors
October 7, 2021

Presentation Overview

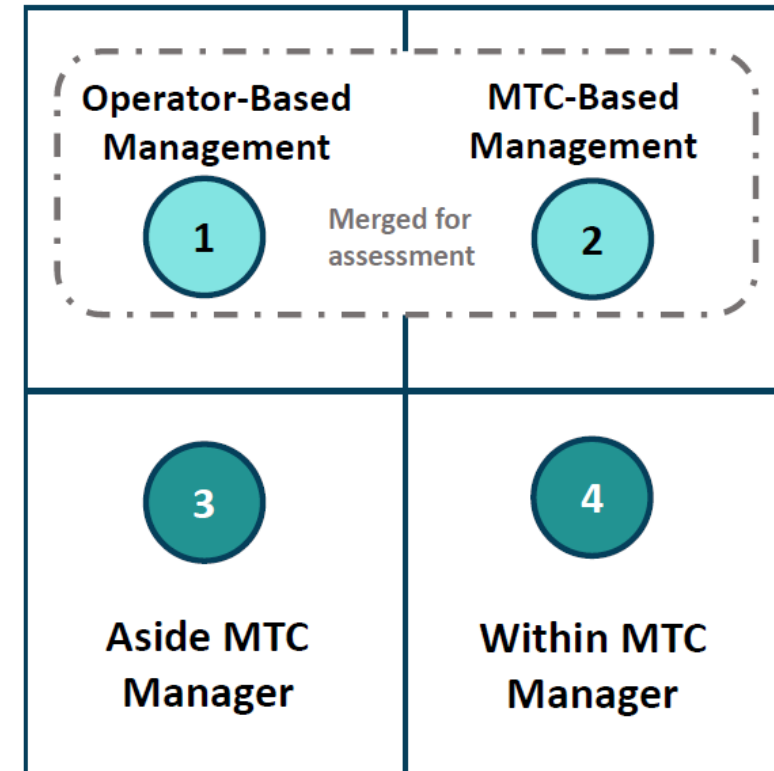
1. Metropolitan Transportation Commission (MTC) Blue Ribbon Transit Recovery Task Force (BTRTF)
 - Transit Network Management – Evaluation & Business Case
 - BTRTF Transformation Action Plan
2. Current Operator and MTC Coordination
 - Return to Transit Marketing Campaign
 - Fare Coordination and Integration 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 BRTTRTF
- 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	Bus Transit Priority (Speed and Reliability)	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
		11. Define a Cooperative Agreement process
		12. Fund, develop and adopt a Transit Priority Policy and Corridor Assessment
	Bus/Rail Network Management Reform	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
	Connected Network Planning	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	

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
- 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