Seamless
Bay Area

GROUP OVERVIEW

350 Bay Area - Reducing Car Use Campaign

January 4, 2018
Overview

1. Vision / Mission
2. Challenges / Background
3. Governance Models
4. Next Steps
5. Discussion:
   a. Does our vision seem aligned with that of 350 Bay Area?
   b. How could we work together?
   c. Advice?
   d. Questions?
Vision

The Bay Area should have a unified, world-class public transportation system that empowers people to get where they need to go quickly, easily, and cost-effectively.

Our fragmented train, bus, and ferry lines should be integrated and expanded into a coherent, seamless network that connects all parts of the Bay Area.

A single public entity with the mandate and resources to improve mobility for all should lead this regional network.

Goal

State legislation or a regional ballot measure (or both)
Challenge: Rising Emissions from Transportation

We are not on track to meet our State Climate Goals

State Climate Goals:
- 40% below 1990 levels by 2030
- 80% below 1990 levels by 2050

Challenge: Stagnant / Declining Transit Ridership

Between 2001 and 2016 in the Bay Area...

Population Growth
+11.9%

Annual Trips Taken on Public Transit
-0.1%

Annual Trips Taken on Public Transit per capita
-10.4%

In 2015, people in the Bay Area commuted to work...

75.0% by car

12.0% using Public Transit

12.5% By walking, cycling, or other modes
Challenge: Poor Connectivity, Minimal System Integration or Coordination

### Fare Structures and Products Differ Across Operators

<table>
<thead>
<tr>
<th>Agency</th>
<th>AC Transit</th>
<th>BART</th>
<th>Caltrain</th>
<th>Golden Gate Transit</th>
<th>SFMTA</th>
<th>SamTrans</th>
<th>VTA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fare Strategy</strong></td>
<td>$2.10 (cash)</td>
<td>Distance-based</td>
<td>Zone-based</td>
<td>Zone-based</td>
<td>Flat fare with express surcharge</td>
<td>$2 (local)</td>
<td>$2 (local)</td>
</tr>
<tr>
<td>Regular Adult Single Trip</td>
<td>$2 (Clipper)</td>
<td>$1.85 – $11.25 (cash)</td>
<td>$3.25 – $13.25 (cash)</td>
<td>$2 – $1175 (cash)</td>
<td>$2.25 (bus and rail)</td>
<td>$4 – $5 (express)</td>
<td>$4 (express)</td>
</tr>
<tr>
<td></td>
<td>$4.20 (Transbay)</td>
<td>$2.75 – $12.75 (Clipper)</td>
<td>$1.80 – $9.40 (Clipper)</td>
<td>$6 (cable car)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single Day</td>
<td>$5 day pass</td>
<td>none</td>
<td>$6.50 day pass (1 zone)</td>
<td>none</td>
<td>$5 local day pass</td>
<td>$4 8-hour light rail pass</td>
<td>$4 local</td>
</tr>
<tr>
<td>Loyalty Products</td>
<td>$75 local</td>
<td>High-value ticket provides 6.25% bonus for $45 and $60 purchases</td>
<td>$20.25 8-ride ticket (1 zone)</td>
<td>none</td>
<td>$68 Muni-only monthly pass</td>
<td>$64 (local)</td>
<td>$70 local</td>
</tr>
<tr>
<td></td>
<td>$151.20 Transbay 31-day passes</td>
<td>$73.00 monthly pass (1 zone)</td>
<td>$68 Muni-only monthly pass</td>
<td>$80 Muni &amp; SF BART monthly pass</td>
<td>$96 – $165 express monthly pass</td>
<td>$140 express monthly pass; annual passes are also available</td>
<td>$12 express day pass</td>
</tr>
</tbody>
</table>
Challenge: Poor Customer Experience
Challenge: Out of Control Costs, Project Timelines
Challenge: Glacial pace of change; public sector infighting; lack of adaptability
Challenge: New Mobility Services
Missing Leadership

The heart of the problem is a broken system of fragmented transportation governance and a lack of overall vision.
## 2015: Seamless Transit Report Released by SPUR

### Plan of action

<table>
<thead>
<tr>
<th>Strategy 1: Help travelers understand the value of the region’s transit system and how to use it</th>
<th>Recommendation 1: Develop marketing for the regional transit system</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Recommendation 2: Provide clear, consistent and simple travel information across the region</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td>Recommendation 3: Develop great regional transit maps</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Recommendation 4: Support third-party providers of travel information and tools</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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</tr>
</tbody>
</table>

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<thead>
<tr>
<th>Strategy 2: Standardize fares and develop pass that encourage use of the region’s entire transit system</th>
<th>Recommendation 5: Develop regional, integrated fare products</th>
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</thead>
<tbody>
<tr>
<td>Recommendation 6: Develop a regional fund to facilitate new regional fare products, and adopt a revenue-sharing agreement</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
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<tr>
<td>Recommendation 7: Use a consistent fare-setting schedule that favors regional coordination</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Recommendation 8: Encourage variable pricing and develop a means-based fare payment program at the regional level</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Recommendation 9: Ensure that regional transit fare payment is convenient and reliable</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Strategy 3: Develop transit hubs and plan for riders to make seamless transfers</th>
<th>Recommendation 10: Design great transit hubs, and plan for riders to make seamless transfers</th>
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<tbody>
<tr>
<td>Recommendation 11: Integrate transit hubs into neighborhoods, and improve hub access</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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</tbody>
</table>

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<thead>
<tr>
<th>Strategy 4: Use an integrated approach to transit network design</th>
<th>Recommendation 12: Identify a high-frequency, high-capacity core regional transit network, and set performance goals for it</th>
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</thead>
<tbody>
<tr>
<td>Recommendation 13: Respond to cross-county demand for bus transit</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Recommendation 14: Integrate short- and long-term planning for transit services, especially where operators share a market or service area</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Recommendation 15: Use the regional transportation funding process to encourage the development of an cohesive regional network</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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</tbody>
</table>

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<tr>
<th>Strategy 5: Use institutional practices to promote integration</th>
<th>Recommendation 16: Incentivize system consolidations when they benefit customers</th>
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</thead>
<tbody>
<tr>
<td>Recommendation 17: Evaluate long-term governance choices</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Recommendation 18: Facilitate dialogue among regional transit operators</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Recommendation 19: Grow new capacity to address the regional transit experience</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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</tbody>
</table>

| Recommendation 20: Evaluate the regional transit experience | ✓ | ✓ | ✓ | |
A single lead transportation authority with a mandate to integrate and expand the network

With reform to our transportation governance, we can create a world-class transportation system that provides:

- More transit service for every public dollar spent;
- A consistent and high-quality customer experience;
- Effortless, timed transfers between buses, trains, and ferries throughout the region;
- An easy-to-use website, app, and transit map;
- A simple fare structure with transit passes that work anywhere;
- Continuous improvement and expansion of the transit network;
- Integration of new technologies and forms of transportation as they become available; and
- Clear public accountability for the delivery of transportation.
Governance Scenarios

A number of models for a lead transportation entity exist. The new authority must be able to:

- Create a seamless, integrated transportation system;
- Lead key public transit network functions including long range planning, capital and service planning, budgeting, procurement, design, construction, marketing/branding, and customer experience;
- Have jurisdiction over transportation corridors of regional significance;
- Pursue innovative forms of infrastructure financing and project delivery; and
- Raise funds through regional ballot measures
1) Mandate + Strong Planning & Regional Transit Operator
2) Mandate + Strong Coordinating & Planning Agency
3) Mandate + Dominant Regional Transit Operator
4) Mandate Only / Mandate + $$
Current Approach (for 2018)

Goal: State Legislation and/or Regional Ballot Measure

1. Articulate a vision for the future and the benefits of a seamless, integrated system
2. Build a “big tent”, grassroots campaign
3. Change the conversation; commit regional, local leaders to the vision of seamlessness.
4. Specific tasks: Fill out vision of seamlessness, identify preferred governance proposal, launch campaign
Discussion

- Does our vision seem aligned with that of 350 Bay Area?
- How could we work together?
- Advice?
- Questions?

Thanks!

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www.seamlessbayarea.org