

# Welcome and Orientation

## Regional Network Management Customer Advisory Group

April 28, 2026, Item 4a

# Agenda

- ▶ Introductions
- ▶ Regional Network Management
- ▶ Customer Advisory Group
- ▶ Initiatives
  - ▶ Transit Fares
  - ▶ Mapping & Wayfinding
  - ▶ Transit Priority
  - ▶ Accessibility



# Our Story

2020

Regional task force convened

2021

Transit Transformation Action Plan approved

2022

Organizational structures evaluated

2023

Regional Network Management structure established

2024

Action Plan implementation

TODAY

Ongoing partnership and implementation

# Regional Network Management History and Programs

Reshaping the San Francisco Bay Area's transit system into a more connected, more efficient and more rider-focused mobility network across the entire region.

## Fares and Payment

Simpler, consistent and equitable fares.

## Customer Information

Make transit easier to navigate and more convenient.



## Transit Network

A unified, efficient and reliable transit network.

## Accessibility

Improving services for older adults and people with disabilities.

# Our Structure: Collaborating for Transit Transformation

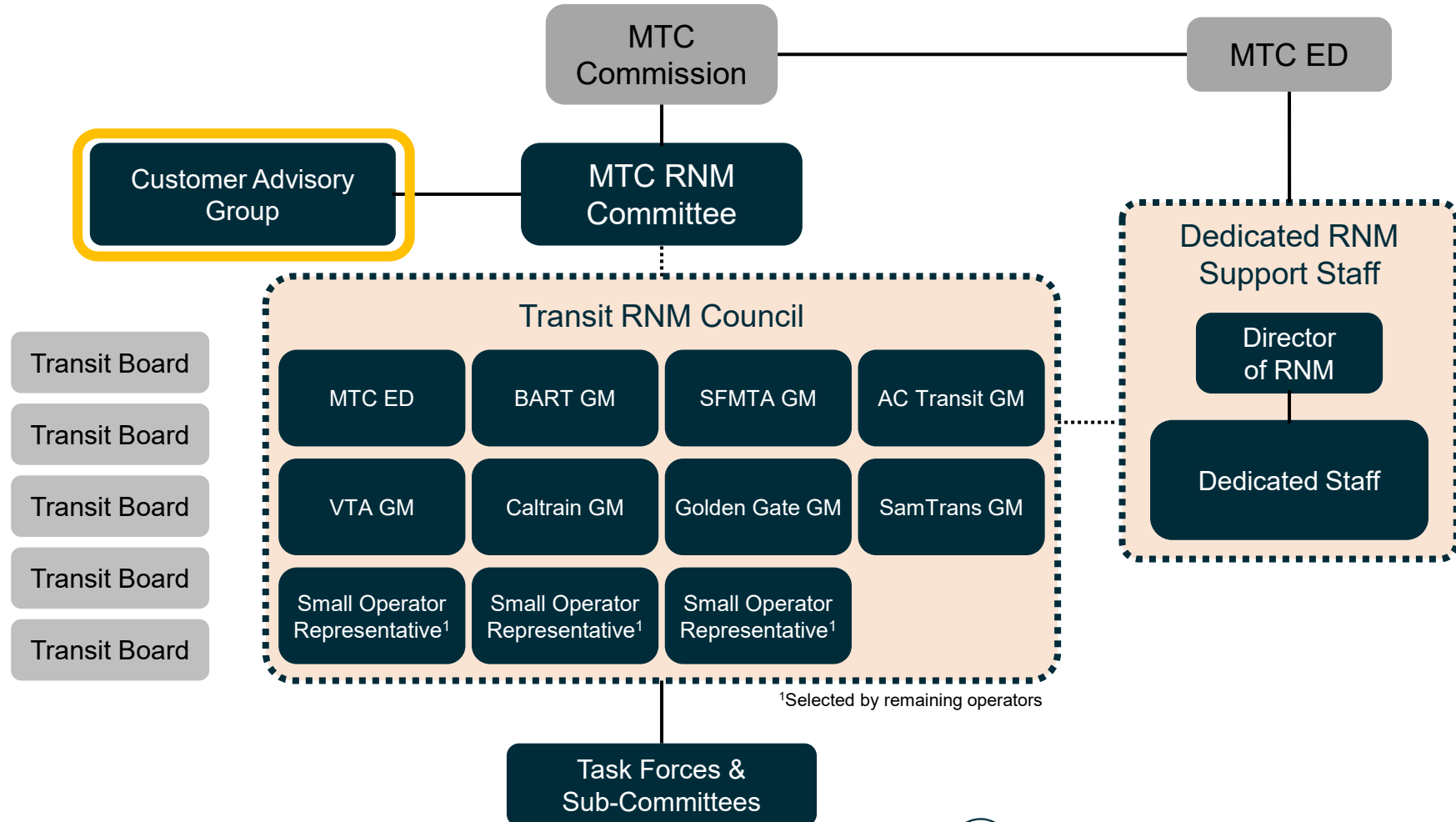
## RNM Mission:

To drive transformative improvements in the customer experience for regional Bay Area transit

## RNM Vision:

To advance regional goals in equity, livability, climate, and resiliency through a unified regional transit system that serves all Bay Area populations

### RNM Organizational Structure:

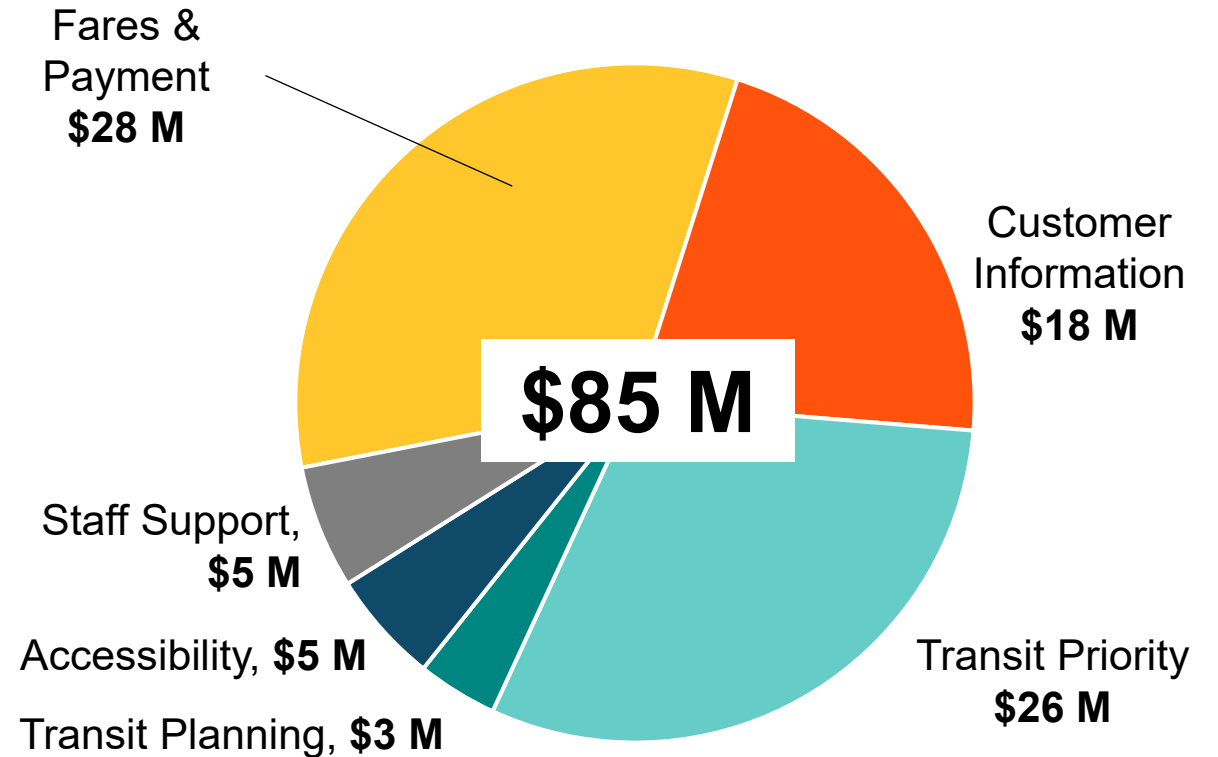


# Our Funding: Seed Funding for Transit Transformation

In 2021, the Commission approved – with the support of transit operators and County Transportation Agencies – to provide one-time funding of **\$85 million\*** to support near-term implementation of the Transit Transformation Action Plan (TAP).

In addition, MTC has leveraged **additional funding** from a variety of other sources to fund TAP initiatives and other RNM activities.

*\* Made available due to federal COVID relief funding*



# CAG Roles and Responsibilities

- **Purpose:** CAG advises the MTC RNM Committee based on input from their communities and constituencies
- CAG recommends priority areas to RNM Committee
- RNM Committee sets workplan for CAG, and may in tandem with CAG, update or reprioritize the workplan



# CAG Members

**6 Transit Operator  
Advisory Members**



**5 Community  
Advisory  
Councilmembers**



**3 Policy Orgs**



**1 City DOT or PW**



**1 Student/Youth**



**1 At Large**



**1 Business**



**1 Disability  
Community**



# Transit Fare Programs

Delivering rider-friendly fare products and programs helps make transit more affordable for today's users and encourages more people to use transit.



# Making Transit More Affordable

- ▶ **Clipper START** provides **single-ride 50% fare discounts** to eligible riders on all transit operators that use Clipper.
- ▶ **Clipper BayPass** is the Bay Area's first **unlimited-ride regional transit pass** for rides on all bus, rail and ferry services in the Bay Area — anytime, anywhere.
- ▶ **Free/Discounted Transfer Pilot** is saving riders up to **\$2.85 per transfer**.



# Mapping and Wayfinding

Integrated, harmonized maps and signs will make transit easier to navigate and more convenient for both new and existing riders.



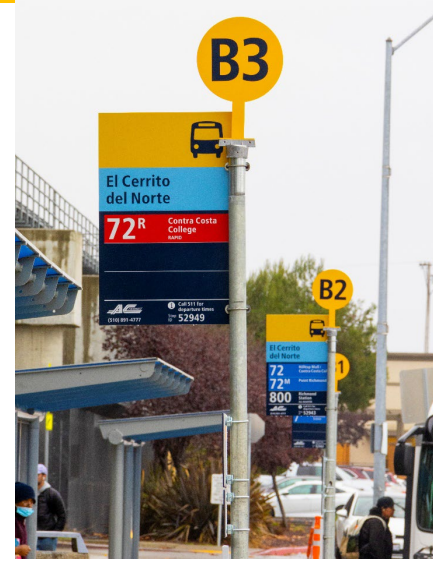
# Regional Mapping & Wayfinding Project: Overview

## Rider benefits

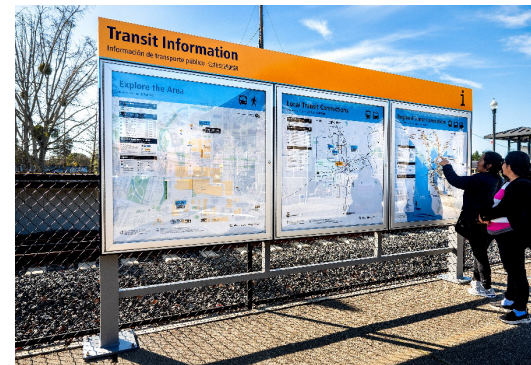
- Standard colors and symbols help riders **find and navigate transit more easily**
- Sign family provides **the right amount of info at each decision point**, so riders aren't lost or overwhelmed
- Harmonized map and sign design means **learning only one system, not over two dozen**



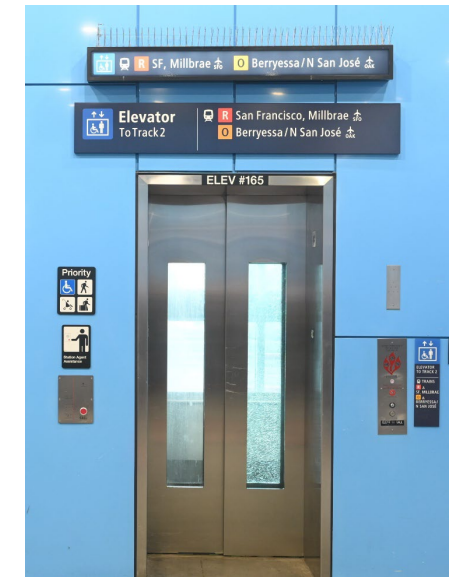
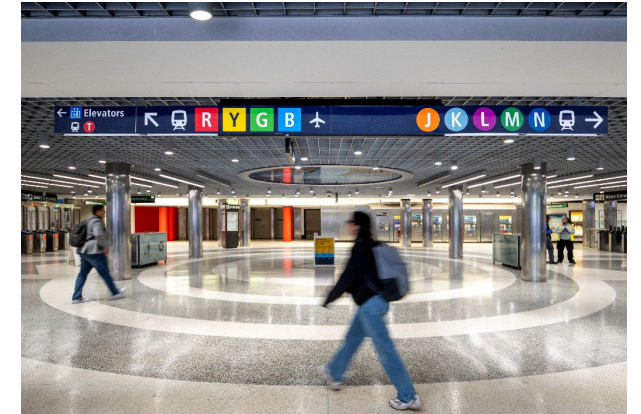
Network and facility identity



Bus stops



Local and regional transit maps



Rail stations

# Transit Priority Initiatives

Transit priority investments improve transit travel time and reliability, enhance the rider experience, and lower operating costs.



# MTC's Regional Transit Priority Efforts

## *Policy*



**Transit Priority Policy  
for Roadways**

## *Planning*



**Transit Priority  
Roadway Assessment**

**Plan Bay Area 2050+  
(and Transit 2050+)**

## *Funding & Technical Assistance*

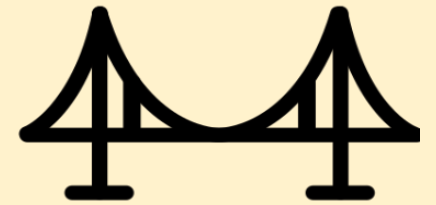


**Transit Performance  
Initiative (TPI)**

**Bus Accelerated  
Infrastructure Delivery  
(BusAID)**

**Innovative Deployments to  
Enhance Arterials (IDEA)**

## *Project Delivery*



## **Forward Initiatives**

- Bay Bridge Forward
- Richmond-San Rafael Bridge Forward
- Dumbarton Bridge Forward

# Accessibility & Paratransit

Improve mobility and access to services for older adults and people with disabilities and give more Bay Area residents the freedom to get around the region independently.



# Regional Accessibility Initiatives

## Mobility Management



## One-seat Paratransit Rides



## Standardizing Paratransit Eligibility Practices



## Improving Paratransit Services



## Clipper Integration for Paratransit

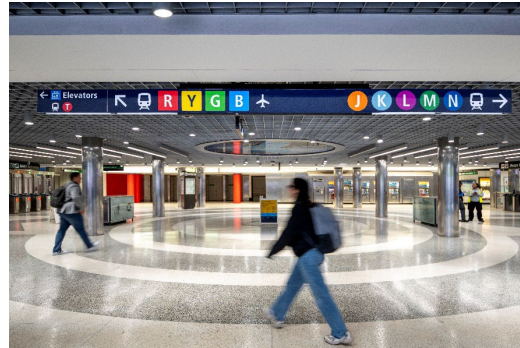


# Looking Forward



## Fares & Payments

- ▶ Pilot **Free/ Discounted Transfers** with NextGen Clipper
- ▶ Grow **Clipper START** program participation
- ▶ Expand **Clipper BayPass** program to new institutions and uses



## Customer Information

- ▶ Release **Regional Wayfinding Standards**
- ▶ Deploy **pilot projects** at nine regional hubs and North Bay bus lines
- ▶ Deploy new signage and maps across transit agencies regionwide, subject to available funding



## Transit Priority

- ▶ Complete & fund additional **quick-build projects**
- ▶ Implement recently adopted regional **Bay Area Transit Priority Policy**
- ▶ Develop **Regional Transit Priority Network**



## Accessibility

- ▶ Pilot **one-seat ride** paratransit trip pilots across service boundaries
- ▶ Implement consistent **eligibility practices** and **Clipper support** for ADA paratransit
- ▶ Streamline **travel information and assistance** at the county level



Photo: Karl Nielsen

Thank You

