



Regional Network Management: Transforming the Rider Experience

January 7, 2026

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

Our 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.

Transit Priority Initiatives

Britt Thesen Tanner
Principal Program Coordinator, MTC



Transit Priority through Design

Bus lanes
help avoid traffic
congestion



Bus Bulbs
make sidewalk wider at
bus stops



Boarding Islands
separate bikes and
buses






Transit Signal Priority
Reduces how much
buses wait at red lights



Transit Priority Saves Time and \$\$\$

Transit priority makes transit **faster**, **more reliable**, and **cheaper to operate**.

EXAMPLE: Cost to Provide 15-Minute Bus Frequency 6 AM – 8 PM, daily

More efficient service means faster trips ↓	One-way Travel Time	Buses Required	Annual Cost	↓ Faster trips means lower operating cost
	72 minutes		\$5 million	
	66 minutes		\$4.5 million	
	60 minutes		\$4 million	

*Assumes operating cost of \$200/hour per vehicle
for example purposes only. Actual costs vary.*

MTC's Regional Transit Priority Efforts

Policy



**Transit Priority Policy
for Roadways**

Planning



**Transit Priority
Roadway Assessment
Plan Bay Area 2050+
(and Transit 2050+)**

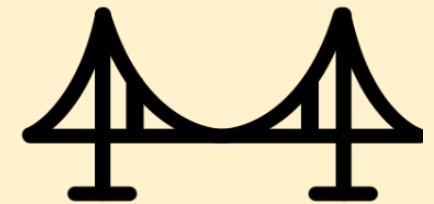
Funding & Technical Assistance



**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



Transit Priority Benefits

- ▶ Muni Forward:
 - ▶ Van Ness BRT saved 36% in travel time
 - ▶ Transit signal priority made the T Third 22-37% faster in SOMA, saving up to 2 minutes
- ▶ AC Transit
 - ▶ TEMPO BRT reduced travel time from San Leandro to Uptown Oakland from up to two hours to 50 minutes
 - ▶ TSP on Mission Blvd reduced travel times by 8% - over 5 minutes per round trip

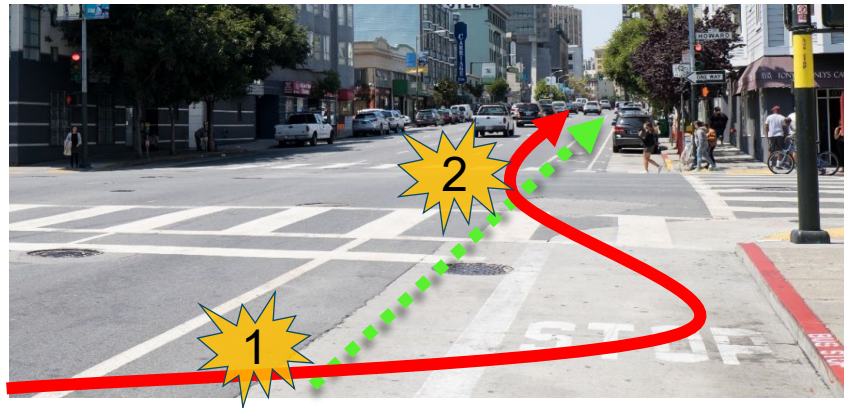


Complete Streets includes Transit Priority

Urban

San Francisco
(7th at Howard)

Unprotected bike lane
adjacent to a bus stop



With **Transit Priority and Complete Streets Principles**



Suburban

Fremont
(Walnut at Civic Center)

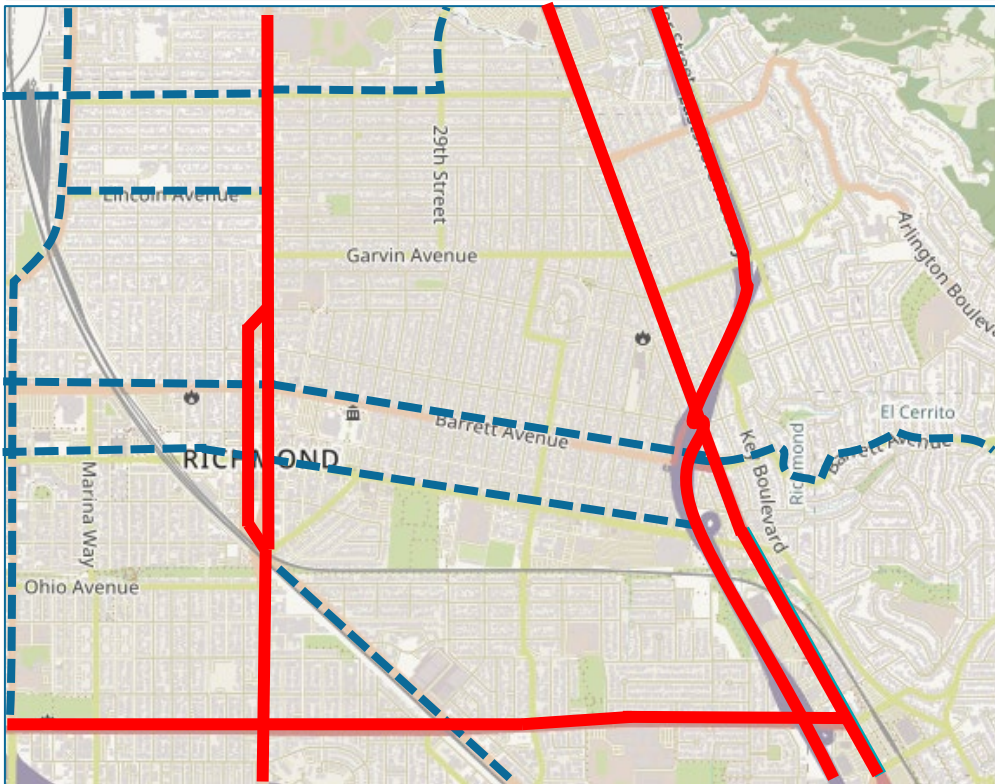


Photos: SF: Jeremy Menzies/SFMTA, Fremont: Google Maps, AC Transit

Transit Priority Network & Toolkit

Hypothetical Transit Priority Network

- Transit Priority Network (TPN)
- - - Non-TPN Corridor with Transit



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Greater Boston

Bus Priority Toolkit

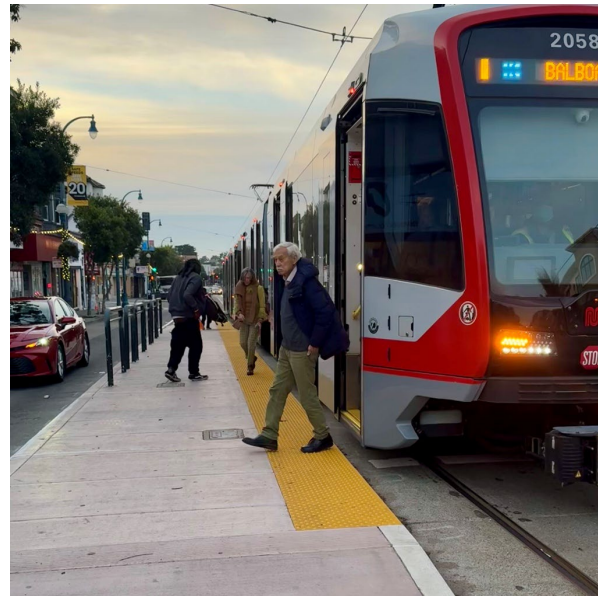
Better
Bus
Project



MTC Transit Priority Grants

More than **\$150 million** in transit priority grants since 2012

Napa Vine Imola Park & Ride
and Bus Stop Improvements



Muni K Ingleside
Boarding Islands and
future transit lanes

VTA Rapid Network
Transit Signal Priority (TSP)



Transit Fare Programs

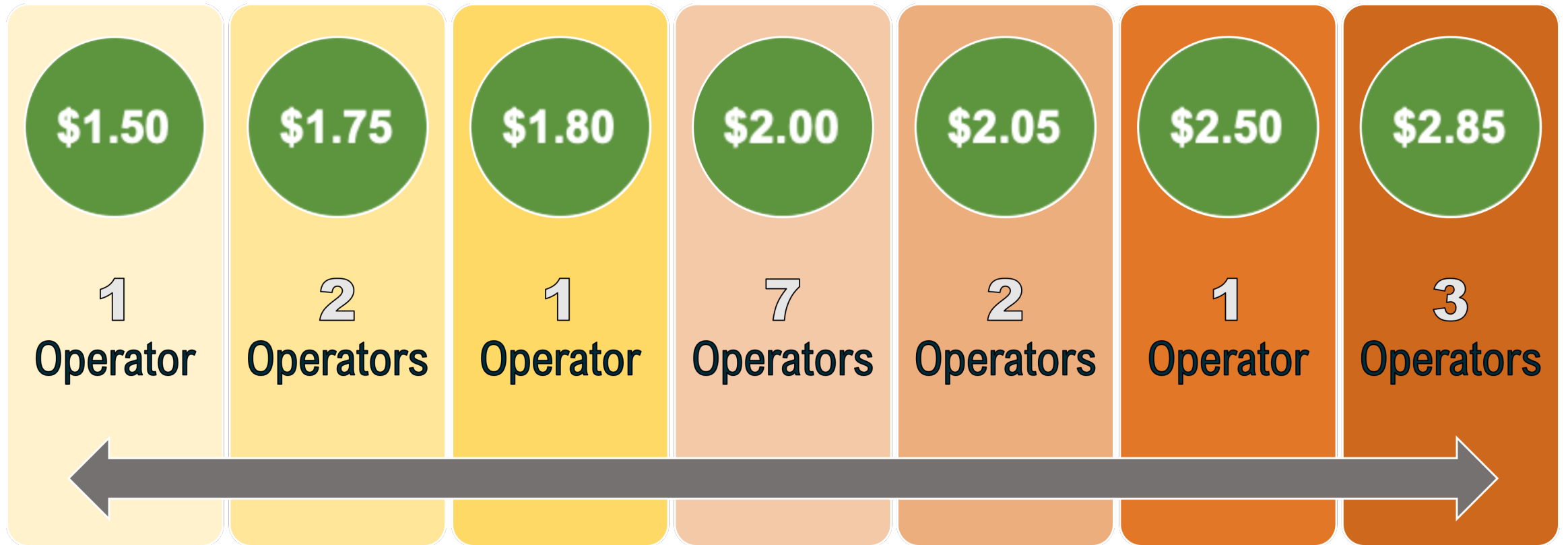
Michael Eiseman

Director of Financial Planning,
BART



Bay Area's Transit Fares and Products

The Bay Area is served by over two dozen transit operators with a range of fares and fare structures. Riders must navigate different prices, passes, rules, and transfer policies.



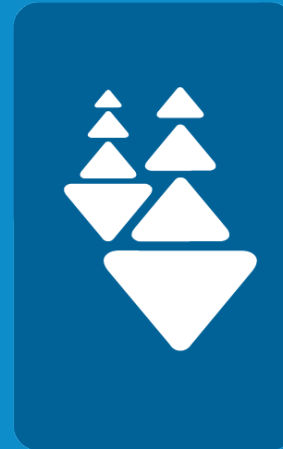
Clipper: Backbone for Regional Fare Integration



Photo: Noah Berger

4 Million

Active Accounts
Used in Last 30 Days



Each Month

\$36 Million

In Fares Collected

Tap and Ride

10%

Already used for
of all BART trips



METROPOLITAN TRANSPORTATION COMMISSION

Making Transit More Affordable: Free/Discounted Transfer Pilot

- ▶ Launching with Next Generation Clipper
- ▶ Expected to increase Bay Area transit ridership by up to 30,000 trips per day

Saving
riders up to
\$2.85
per transfer



Clipper BayPass

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.

- ▶ Changes travel behavior and increases transit ridership
- ▶ Generates new transit revenues
- ▶ Simplifies and improves customer experience and attitudes towards transit



Riders & Institutions Love Clipper BayPass

Social media posts by BayPass users



Existing Clipper BayPass employer and institutional customers



Designing a Program Based on Customers + Data



Phase 1 **COMPLETE**

Pilot with over 50,000 university students and affordable housing residents

Randomized controlled trial funded by transit operators and MTC

2022-2025



Phase 2 **ONGOING**

Pilot with over 80,000 Employees, Transportation Management Association Members and Property Residents (and growing)

Funded by Payments from Participating Employers/Institutions

2024-2027

BayPass Phase 1 Pilot Key Findings

On average, SFSU, SJSU and UC Berkeley students with access to Clipper BayPass:

Took
30%
More transit
trips

~2X more
transit trips for
low-income students*

Students were
**6%-15% less likely to
leave their university**
between Fall 2022-Fall 2023

Made **163% more**
inter-transit-agency
transfers

**Compared to middle and high-income students*



BayPass Phase 2 Early Findings

Launched January 2024

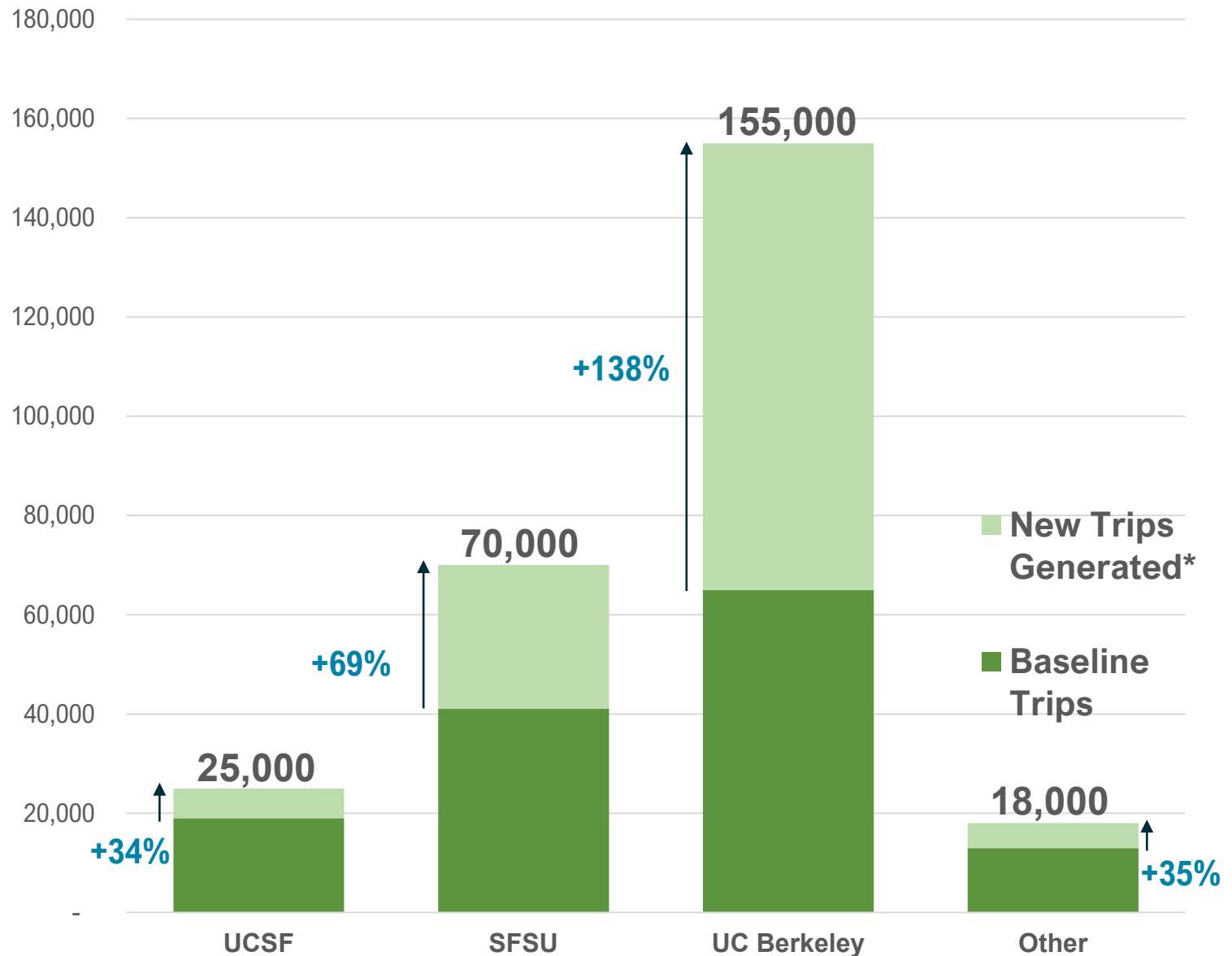
Preliminary findings indicate
users took **35% more transit
trips** in 2024 than in 2023



Clipper BayPass Grows Ridership and Revenue

- ▶ In September 2025, riders took a total of 274,000 trips using BayPass on BART
- ▶ Of these, almost 50% were new trips generated by BayPass

BART Trips Taken by BayPass Holders
in September 2025



*New Trips Generated estimates are based on results of BayPass Phase 1 evaluation and Phase 2 preliminary evaluation

Making Transit More Affordable: Clipper START & Free/Discounted Transfer Pilot

Clipper START provides single-ride 50% fare discounts to eligible riders on all transit operators that use Clipper

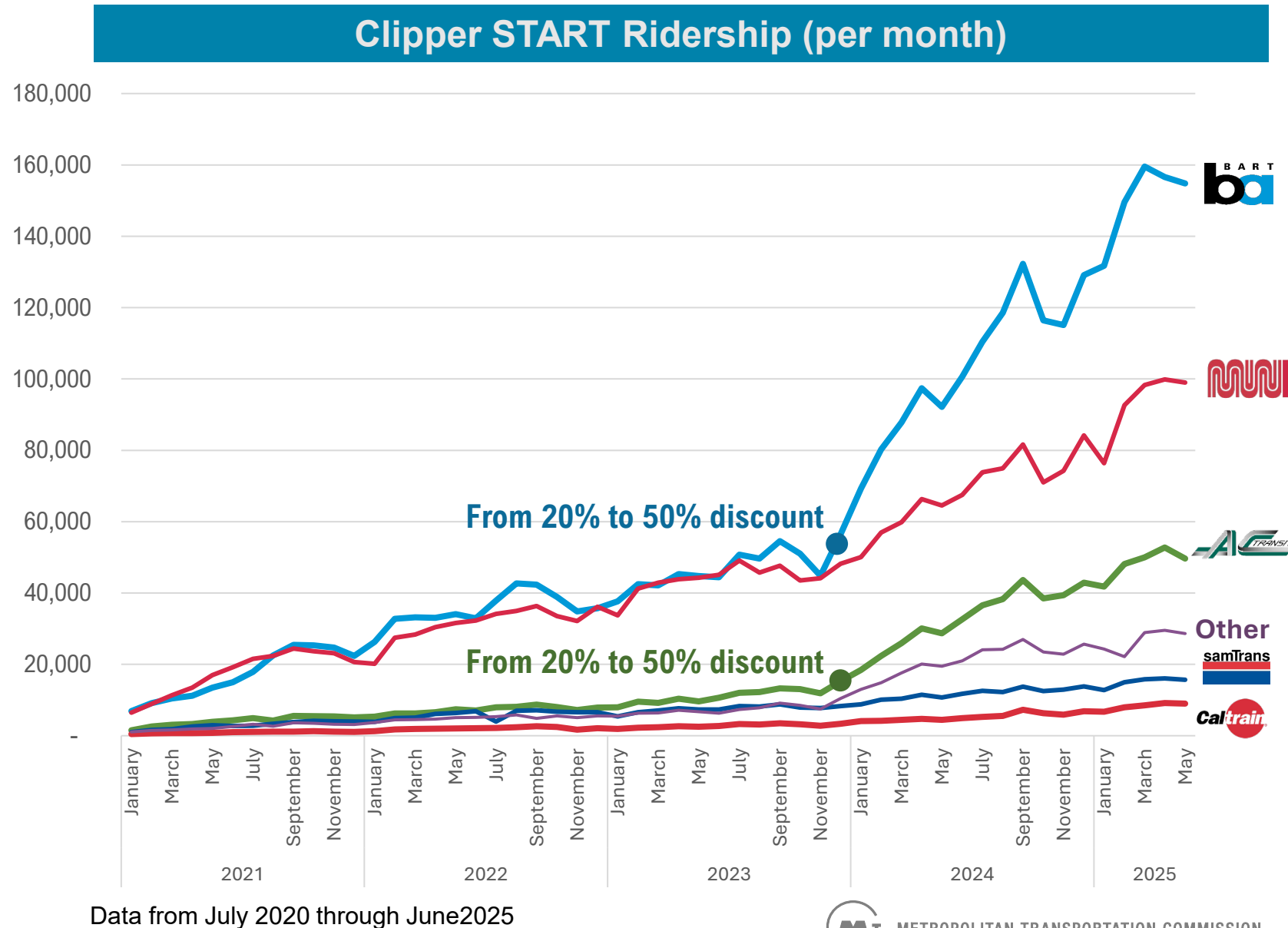
- ▶ To qualify, you must:
 - ▶ **Be a resident of the San Francisco Bay Area**
 - ▶ **Be 19-64 years old**
 - ▶ **Not have an RTC Clipper Card** for people with disabilities
 - ▶ Have a household income of 200% of the federal poverty level or less



Clipper START ridership has grown for all operators, with BART and AC Transit experiencing a sharp uptick in ridership in 2024 after these agencies increased the discount to 50%.

- ▶ **42%** of trips to date are on BART
- ▶ **31%** of trips to date are on SF Muni
- ▶ **12%** of trips to date are on AC Transit

Access and Mobility



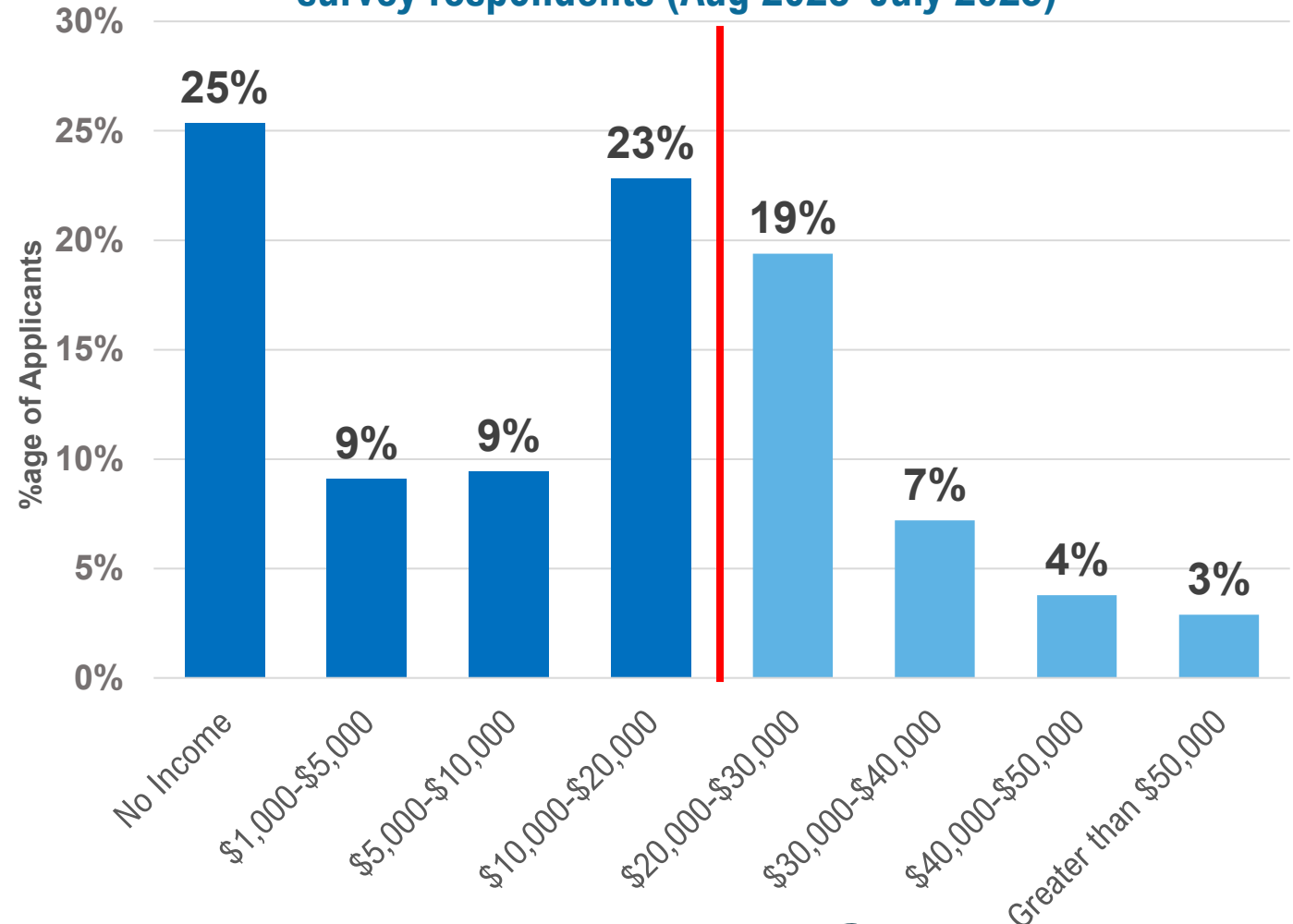
Clipper START Benefiting Transit Riders

Surveys from Clipper START applicants show:

- ▶ **2/3 of respondents** have a household income below \$20,000, and
- ▶ **54% of respondents** take transit over 5 times a week.

Clipper START Applicants by Household Income

Household income data collected from Clipper START applicant survey respondents (Aug 2023–July 2025)



Mapping and Wayfinding

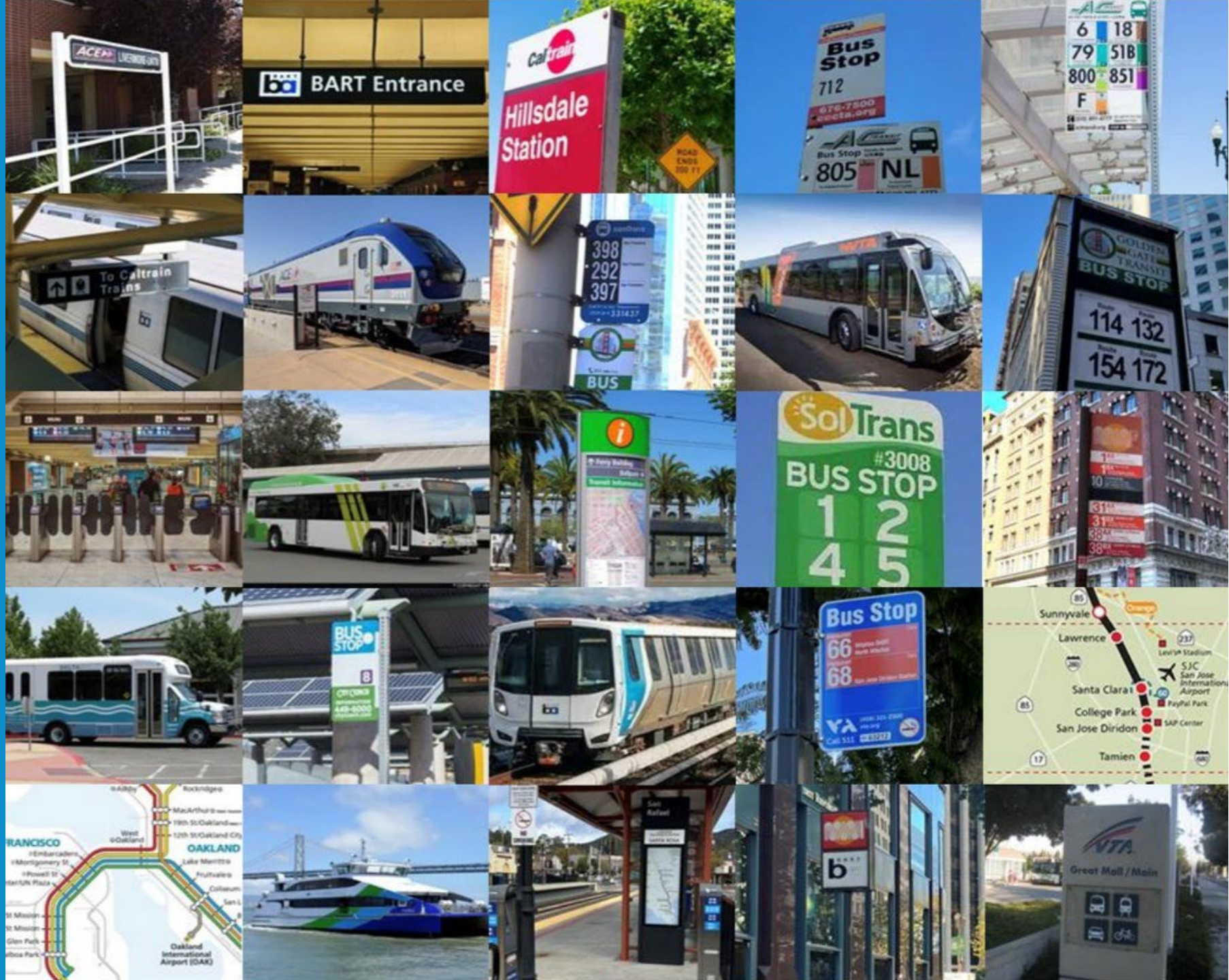
Gordon Hansen
Principal Project Manager, MTC



Currently

Over two dozen agencies...

Each with its own
different sign and
map design!



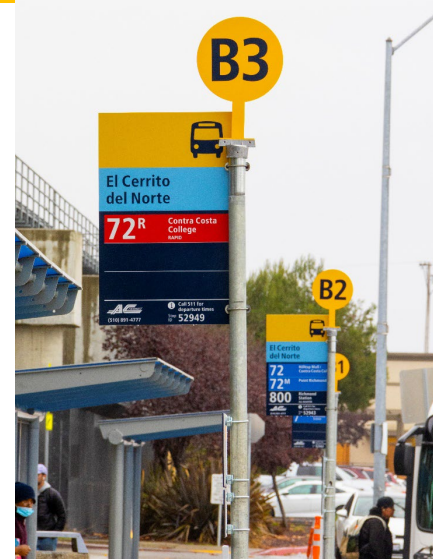
Regional Mapping & Wayfinding Project: Overview

Rider benefits

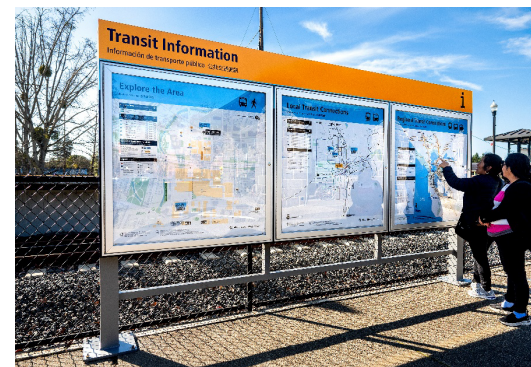
- Standard colors and symbols help riders **find and navigate transit more easily**
- Sign family provides **the right amount of info at each decision point**, so riders aren't lost or overwhelmed
- Harmonized map and sign design means **learning only one system, not over two dozen**



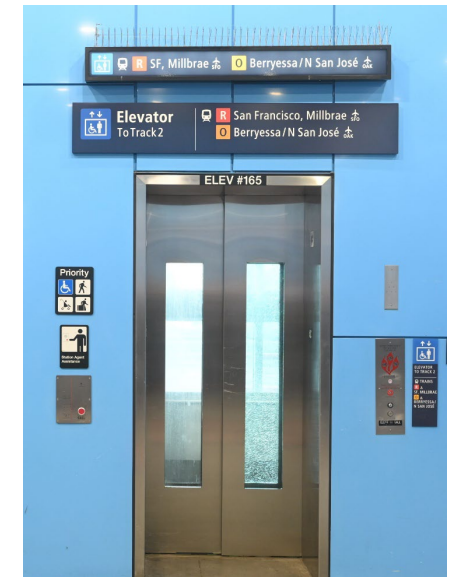
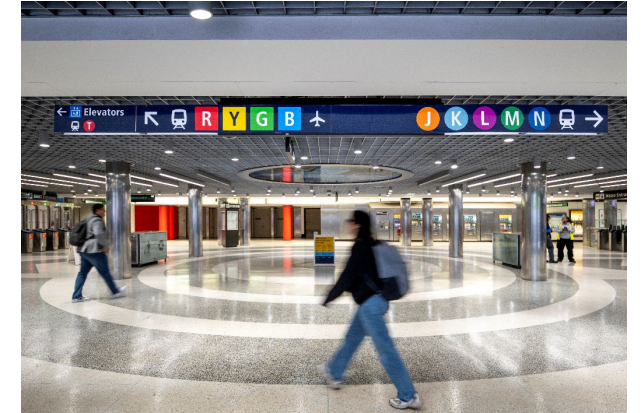
Network and
facility identity



Bus stops















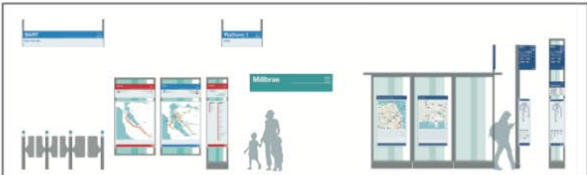








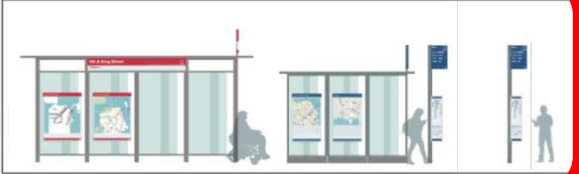








Local and regional
transit maps



Rail stations

Project Vision: All Bay Area Transit Wayfinding Signs

Tier	Identity	Environments		
		Plan & Transfer Multi-provider environments	Regional Travel Rail, ferry & regional bus environments	Local Travel Light rail, streetcar & bus environments
1	    		 <p>Design guidance</p>	 <p>Design guidance</p>
2	    			 <p>Design standards</p>
3	    			
4	  			

Regional Network Identity

1. Colors

Golden yellow, light blue, dark blue

1

Golden yellow

Light blue

Dark blue

2



2. Standard modal icons

Bus, train, ferry

3. a) Modal icons are the most important symbols

b) Transit agency logos deprioritized

3a



3b

El Cerrito del Norte & Santa Rosa Prototypes



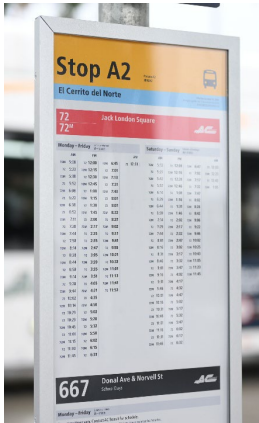
Prototypes: Finding and Navigating Transit



Prototypes: Information for Decisions



Prototypes: Unified Rider Experience

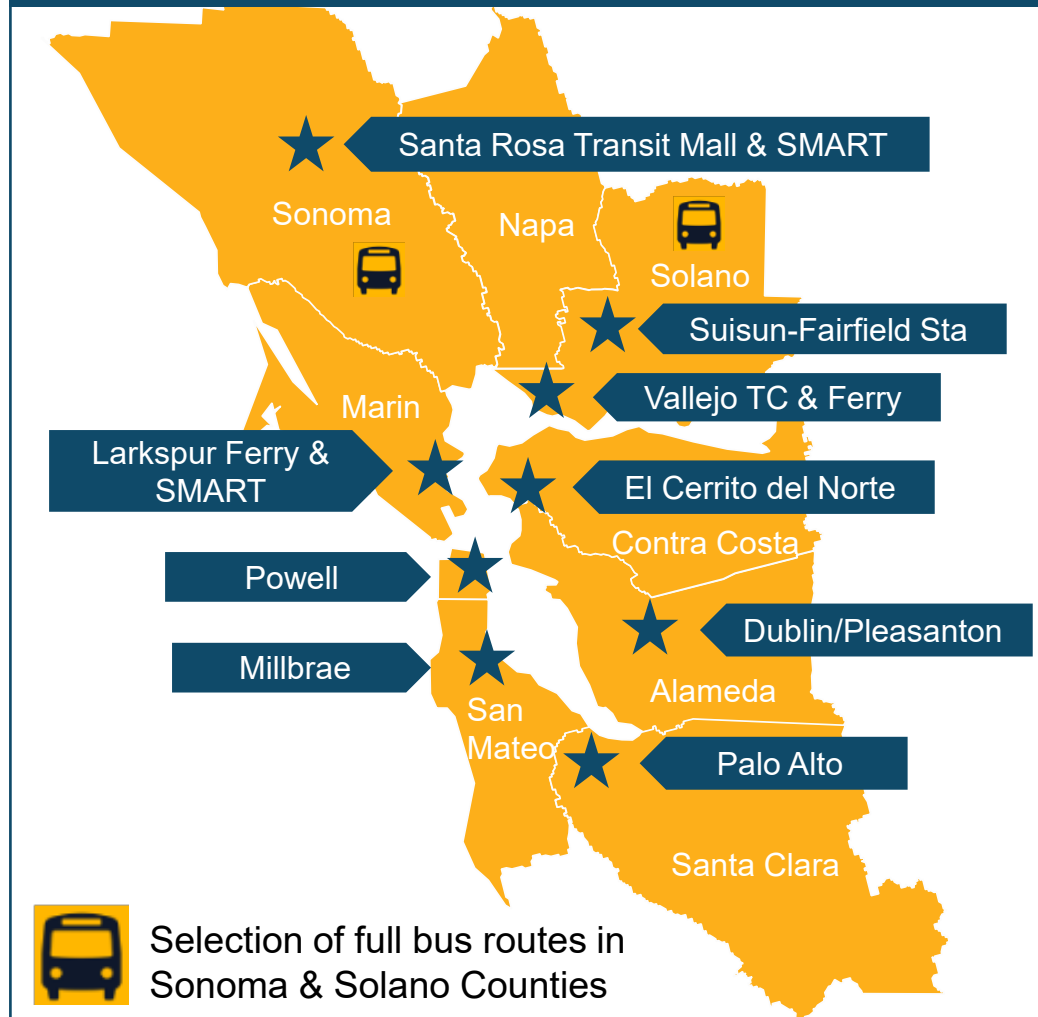


Prototype Evaluation and Upcoming Pilot Projects

Prototype evaluation

- Wide range of surveys with **positive feedback overall**
- **Support for key design choices:** frequency, modal icons, network identity
- Nearly 90% of respondents said it is "easy" or "very easy" to find their way around using the test signs and maps, **an improvement of up to 32 percentage points**

Pilot Projects

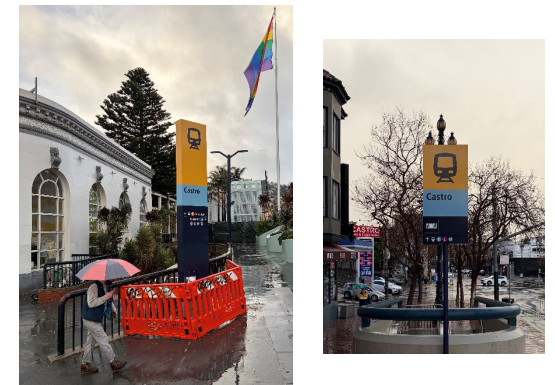


Agency-led projects

Agencies replacing bus stop signs with new regional design



Other opportunities to collaborate – e.g., Castro



Shaping the Future Together

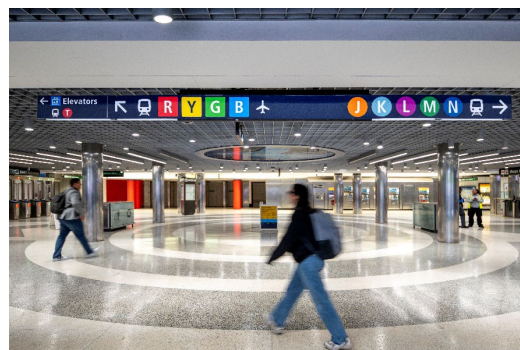


Looking Forward



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**
- ▶ Adopt first 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

