

Creating a Rider First Seamless Transit System

June 2, 2021
Friends of SMART

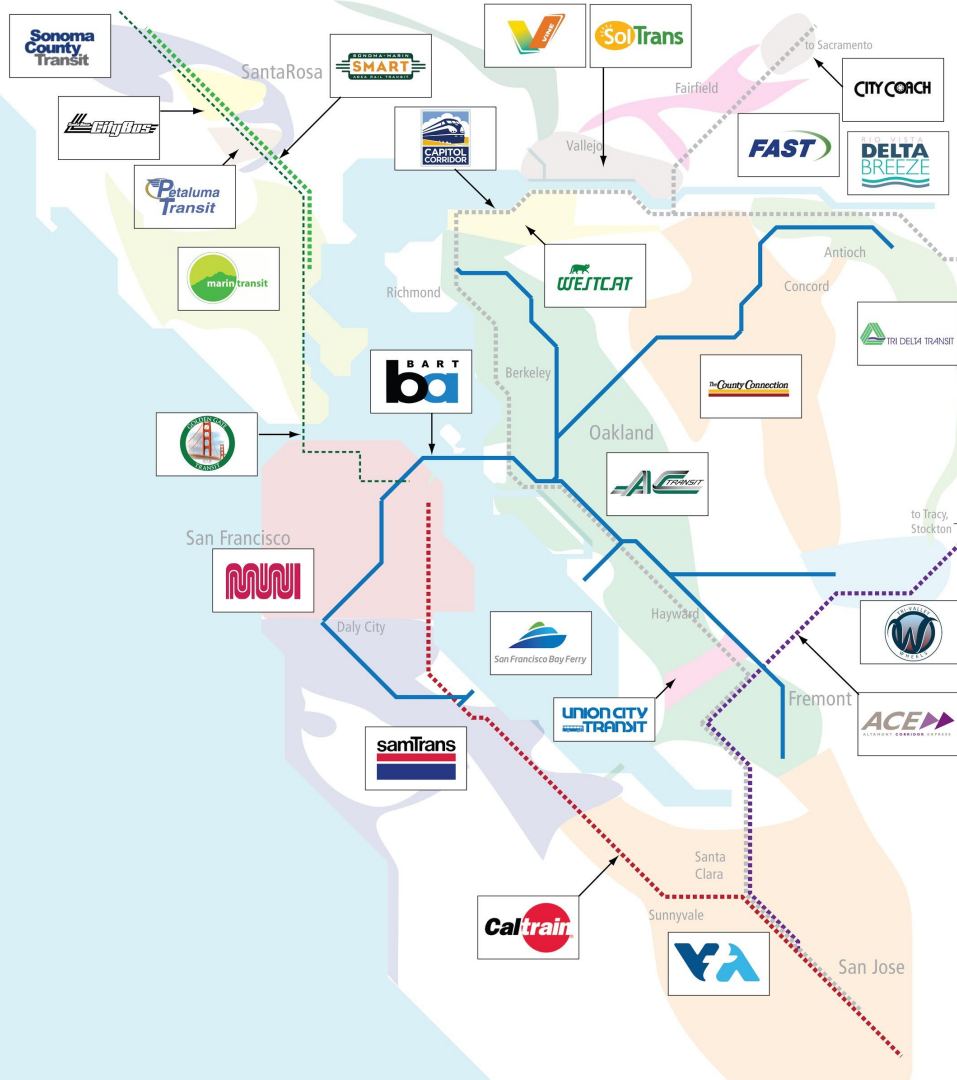
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Seamless Bay Area's mission is to transform the Bay Area's fragmented public transit into a world-class, unified, equitable, and widely-used system by building a diverse movement for change and promoting policy reforms.

Request: Friends of SMART to endorse the Seamless Transit Principles, joining 36 other groups and 14 public agencies.



Transit in the Bay Area today:

- Run by 27 transit agencies, each with separate fares, passes, schedules, wayfinding.
- Takes too long for many types of trips
- Riders regularly express frustration and need for more coordination
- Insufficient service - need for more funding



In a Seamless customer-focused regional network:

- A connected rapid transit network is strategically planned at regional level to work *as a system*
- Transit agencies work together to operate different parts of the integrated network
- Service quality, fares, student discounts, schedules, and wayfinding is standardized to be a reliable and as simple as possible for users
- Transit and high-capacity vehicles move quickly on all major regional corridors
- More funding for more service

What could integrated fares look like?

One regional fare system

Flat local fare and no transfer charge

Always choose the fastest route - the price will be the same regardless of the number of agencies and modes

Student discounts apply on all agencies

Never pay too much with automatic fare capping

<https://www.seamlessbayarea.org/integrated-fare-vision>

To determine your fare:

- 1 Find your start and end point on the map.
- 2 Count the fewest number of zones connecting them.
- 3 Look up the fare in the fare table.

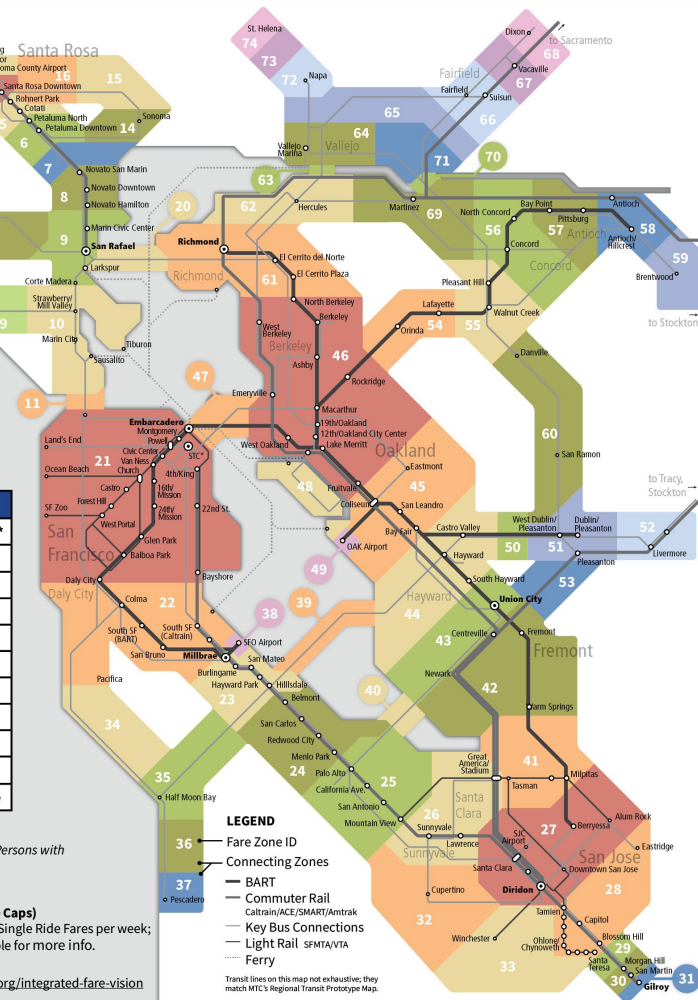
Single Ride Fares

Travel within	Adult Fare	Discount Fare*
1-2 Zones	\$2.20	\$1.10
3 Zones	\$3.20	\$1.60
4 Zones	\$4.20	\$2.10
5 Zones	\$5.20	\$2.60
6 Zones	\$6.20	\$3.10
7 Zones	\$7.20	\$3.60
8 Zones	\$8.20	\$4.10
9 Zones	\$9.20	\$4.60
10 Zones	\$10.20	\$5.10
N Zones	\$N.20	50% Adult Fare

*Discount fare applies to:
Seniors (over 65), Youth (13-18), Students under 26, Persons with Disabilities, Low-Income Households.
Children 12 and under ride free.

Daily, Weekly, and Monthly Maximum Fares (Fare Caps)
Fares are capped at 2.5 Single Ride fares per day; 9 Single Ride Fares per week; or 36 Single Ride fares per month. See Full Fare Table for more info.

For more information, see: www.seamlessbayarea.org/integrated-fare-vision

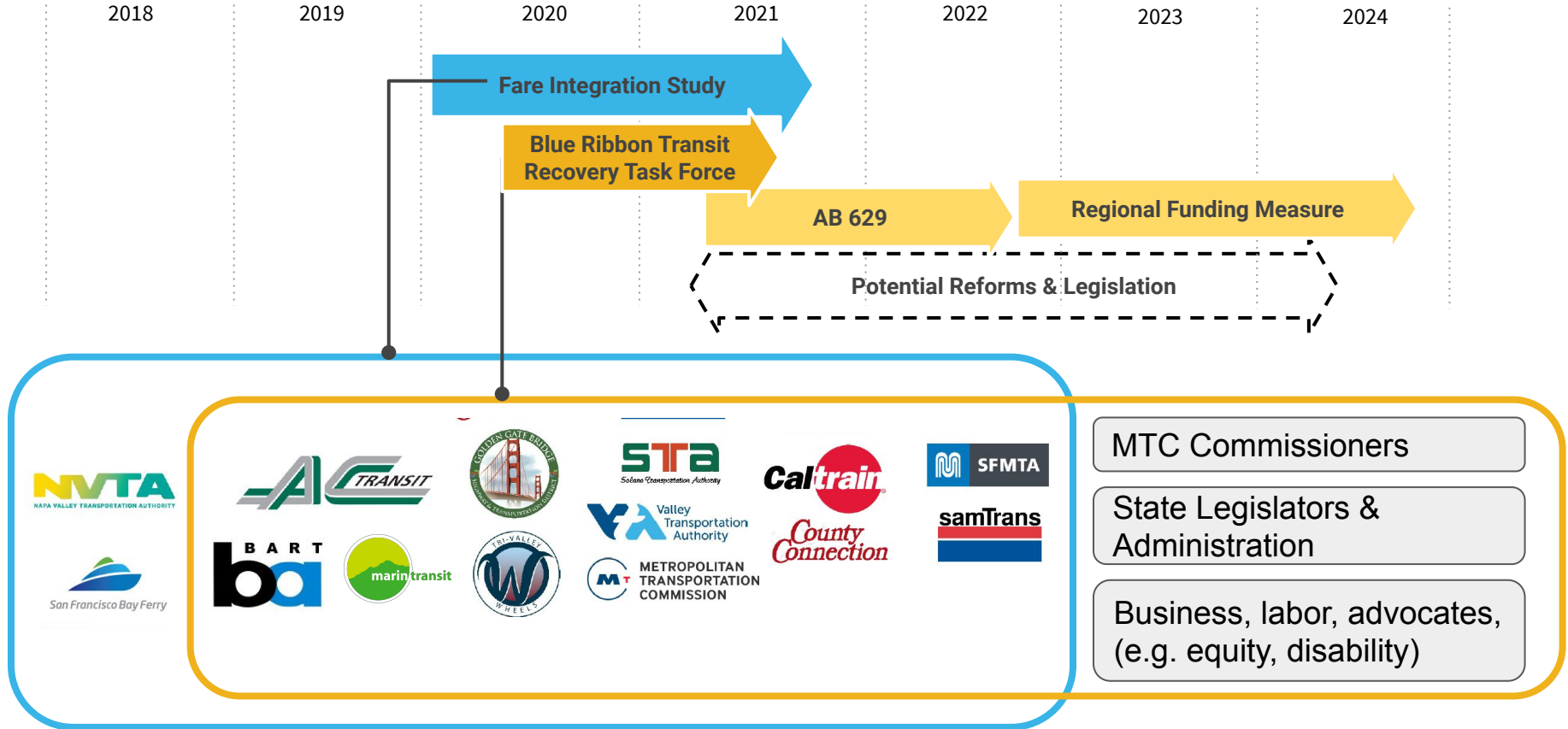


LEGEND

- Fare Zone ID
- Connecting Zones
- BART
- Commuter Rail
- Caltrain/ACE/SMART/Amtrak
- Key Bus Connections
- Light Rail - SFMTA/VTA
- Ferry

Transit lines on this map not exhaustive; they match MTC's Regional Transit Prototype Map.

Now is a unique moment in time where change is possible...



The Seamless Transit Principles

The Seamless Transit Principles have been developed by a coalition of non-profit groups to guide local, regional, and state decision-makers to pursue a seamlessly integrated, world-class transit system that works for people.



**Run
all Bay Area
transit as one
easy-to-use
system**



**Put
riders first**



**Make
public transit
equitable and
accessible
to all**



**Align
transit prices
to be simple,
fair, and
affordable**



**Connect
effortlessly
with other
sustainable
transportation**



**Plan
communities
and
transportation
together**



**Prioritize
reforms to
create a
seamless
network**

Supporters of Seamless Transit Principles

14 Cities/Counties/Cities' Associations



- San Francisco County Transportation Authority
- Alameda County
- Cities of Berkeley, Millbrae, San Mateo, Albany, Fremont, El Cerrito
- Cities Association of Santa Clara County

2 Transit Agencies



- 1,850 members of public signed petition
- www.seamlesstransitprinciples.org

36 Non-Profit Groups & Businesses



Proposed Resolution:

Options

For City, County, or Transit Agency Boards: Template for Resolution Endorsing the Seamless Transit Principles

For Organizations or Businesses: Endorsement information for the Seamless Transit Principles

Seamless Transit Principles - Full Text



1) Run all Bay Area transit as one easy-to-use system

Public transit should work as one seamless, connected, and convenient network across the San Francisco Bay Area and beyond. Getting around on transit should be as fast and easy as driving a car. Coordinated bus, rail, and ferry routes and schedules should encourage effortless transfers. Consistent and clear customer information, branding, and maps should make using transit simple and dignified.



2) Put riders first

Riders should feel comfortable when using transit and be treated like valued customers. Public transit agencies must do more to listen to riders and continuously improve service. They must prioritize riders' needs above all else, and overcome all operational, political and bureaucratic barriers to provide an excellent and seamless customer experience.



3) Make public transit equitable and accessible to all

People of all income levels, ages, abilities, genders, and backgrounds should have access to world-class public transit. People who are the most reliant on transit are best served by a universal, inclusive, regionally integrated, connected system that is used by all. People with limited means to pay for transit should be provided with discounts.



4) Align transit prices and passes to be simple, fair, and affordable

Transit should provide good value for money. Fares across the region's 27 public transit agencies must be aligned into a consistent, fair, and affordable system that encourages using transit for all types of trips and doesn't punish riders for transferring. Cost-effective monthly passes should work across the Bay Area and should be widely available to individuals, employers, and schools.

Seamless Transit Principles - Full Text



5) Connect effortlessly with other sustainable transportation

A person's journey does not end when they get off a bus or exit a station. Excellent pedestrian, bicycle, and other pollution-free transportation options should seamlessly connect public transit to communities and destinations, supporting door-to-door trips that don't require a car.



6) Plan communities and transportation together

High quality public transit should be at the heart of communities across the Bay Area. Transportation should be closely aligned with our region's land use, promoting a connected network of transit-oriented, walkable communities that expands access to affordable housing and job opportunities, and reduces car travel and greenhouse gas emissions.



7) Prioritize reforms to create a seamless network

A regionally integrated, world-class transit system won't happen on its own -- it will take leadership, unprecedented levels of cooperation, and changes to existing local, regional, and state policies. The cities, counties, public transit agencies, regional authorities, business leaders, advocacy groups and elected representatives of the San Francisco Bay Area and Northern California megaregion must prioritize the broad public interest and urgently work together collaboratively to advance critical reforms. Our future depends on it!