

**Table 4**  
**MTC Has Completed About Half of the Nine Initiatives to Improve the Rider Experience That We Reviewed**

ACTION	TARGET DATE	COMPLETION STATUS	TIME LATE	WORK COMPLETED	DETAILS	OUTCOME
<p>Act on Fare Coordination and Integration Recommendations.</p> <p>Recommendations included:</p> <p>1) Implement institution- and employer-based transit passes, 2) reduced-cost transfers, and 3) a unified regional fare structure.</p>	<p>Late 2021</p>	<p>● ● ●</p>	<p>4+ years</p>	<p><i>November 2023:</i> Funded employer-based passes.</p> <p><i>October 2024:</i> Piloted reduced cost and free transfer passes.</p> <p><i>Present:</i> Studying common regional fare structure.</p>	<p>MTC acted on two of three recommendations by implementing pilot projects for free transfer passes and employer-based passes.</p>	<p>Employer-based passes increased employee transit trips by 35% and generated \$1.1 million in additional revenue.</p>
<p>Fund and finalize mapping and wayfinding standards for application across all operator service areas.</p>	<p>Mid 2023</p>	<p>● ● ●</p>	<p>2+ years</p>	<p>Ongoing:</p> <p><i>2022–23:</i> Contract procurement.</p> <p><i>2024–25:</i> Prototype designs. Incorporated feedback from prototypes.</p> <p><i>Present:</i> Released regional network identity design guide. Plans to incorporate feedback from pilot projects.</p>	<p>MTC states it is incorporating feedback from installed prototypes at Del Norte and Santa Rosa into its wayfinding standards.</p>	
<p>Fund and complete 1-3 consistently branded North and East Bay mapping and wayfinding pilot projects and adopt a timeline for subsequent regionwide deployment across all service areas.</p>	<p>Late 2024</p>	<p>● ● ●</p>	<p>More than 1 year</p>	<p>Ongoing:</p> <p><i>2022–23:</i> Contract procurement and stakeholder engagement.</p> <p><i>2024–25:</i> Stakeholder engagement, prototype installation, and surveys.</p> <p><i>Present:</i> Plans to install pilots.</p>	<p>MTC’s current timeline will extend implementation of additional pilots beyond 2026, including full buildout prototypes at Del Norte and Santa Rosa, with full delivery anticipated in 2027–28.</p>	<p>MTC’s consultant reported that surveyed riders’ average wayfinding difficulty decreased in Del Norte and Santa Rosa.</p>
<p>Fund and develop a mapping and wayfinding digital platform to enable the standardization and routine updating of digital and paper maps across all transit services.</p>	<p>Late 2023</p>	<p>● ● ●</p>	<p>2+ years</p>	<p>Ongoing:</p> <p><i>2022–23:</i> Contract procurement.</p> <p><i>2024–25:</i> System design.</p> <p><i>Present:</i> Pending finalization of standards.</p>	<p>The digital platform is dependent on MTC’s timeline for installing mapping and wayfinding pilot sites.</p>	

ACTION	TARGET DATE	COMPLETION STATUS	TIME LATE	WORK COMPLETED	DETAILS	OUTCOME
Fund the design and delivery of prioritized near-term transit corridor projects.	Mid 2022	✓	3+ years	<p><i>2023–24:</i> Funded two initiatives to design prioritized near-term transit corridor projects. Incorporated transit agency feedback into project criteria. Awarded first round of projects.</p> <p><i>2025–Present:</i> Project design and projected completion.</p>	MTC awarded projects in 2024, with estimated completion in 2026.	Projects include improvements to corridors with overlap between multiple operators.
Adopt a Bay Area Connected Network Plan that includes transit service and hub categories, core service networks (such as rapid transit), funding requirements, and next steps.	Late 2023	✓	2+ years	March 2026	MTC adopted Plan Bay Area 2050+ in March 2026. MTC integrated its Transit 2050+ plan into this effort, which addressed key items from this action item.	Plan focuses on implementing strategies to reduce transportation costs for low income households, improve transit connectivity, and reduce greenhouse gas emissions.
Adopt a transit hub toolkit to optimize station design and connectivity that includes coordination with local plans and policies.	Late 2023	✗	2+ years	Not started		
Establish real-time and transit data protocols and data collection as a foundation for providing consistent and accurate customer information.	Mid 2023	✓	Less than 1 year	March 2024	MTC published Bay Area Regional Transit Data Guidelines in March 2024.	Bay Area transit agencies preparing data with these guidelines will allow the 511 SF Bay transit system to deliver enhanced data to third-party consumers.
Convene stakeholders for a transportation funding ballot measure that includes new funding for transit.	Late 2023	✓	Less than 1 year	June 2024	MTC published the stakeholder report in December 2024 and SB 63 became law in January 2026.	Transit agencies made funding and policy recommendations, including two funding recommendations and polling interest in a third funding option for a potential ballot measure.

✓ = MTC completed the action item.      ●●● = MTC is working on the action item.      ✗ = MTC has not started the action item.

Source: Transit Transformation Action Plan and MTC resolutions and documents.