

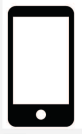
Making Transit Work for Essential Travel

Key findings: Reflections from interviews with essential travelers during the pandemic

Problems



Bay Area transit is unreliable



Transit can be a relaxing, enjoyable experience



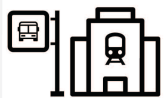
Low income riders really value free transit



Paying for public transit is too complicated



“Ghost town” transit stations



COVID-19 concern varied across agencies



Journey mapping is a valuable tool



Transportation requires a regional approach

Possible solutions

- More frequent service would reduce wait times
- Regional coordination would improve transfers
- Improve access to arrival time information through mobile apps and wifi at transit stations
- Create an identity around enjoyable transit commutes. Instead of wasting precious time stuck in traffic, essential travelers can get things done while riding transit, or use it as a chance to unwind.
- A region-wide program similar to the Palo Alto TMA
- Integrated fares across all agencies that include low-income discounts, fare-capping, and remove transfer penalties
- Continue researching ways to improve marketing and communications around transit pass programs and rates
- Integrated fare pricing that is easy to understand
- Improve marketing around mobile app payment options
- More frequent service would reduce wait times
- Improved street lighting
- Community visioning for inclusive public safety approaches inspired by abolitionist planning
- Free masks, sanitizer at stations
- A regional COVID-19 safety plan implemented across all agencies
- Transit agencies can continue using this tool to incorporate the rider experience early in the decision-making process
- Transit agencies should prioritize human-centered design in transportation
- Regional coordination could create a venue to discuss and improve COVID-19 response, transfers, fare integration, etc.