A Sustainable Business Model for Bay Area Transit

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SPUR Ideas + Action for a Better Ci

When customers ride transit, everyone benefits

Individual Use Public Benefits

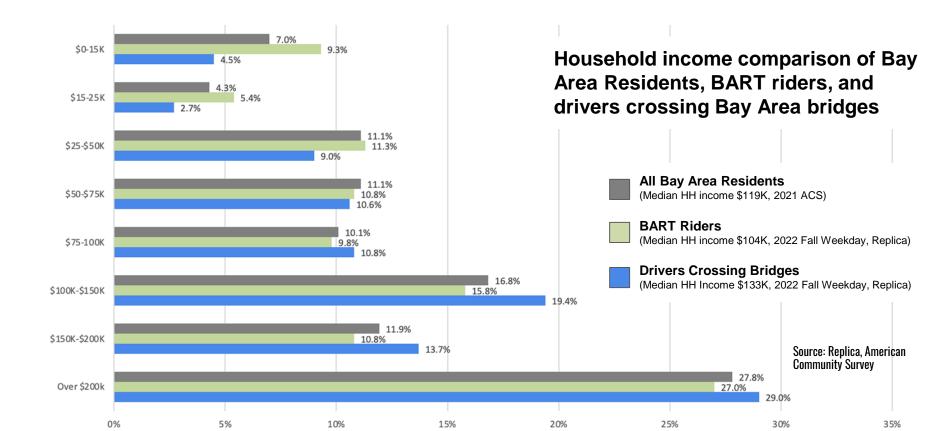


Transit supports access and density

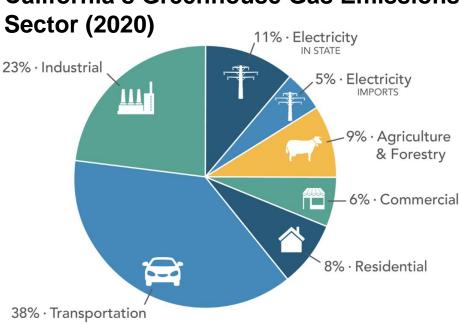


SPUR

Transit is essential to equity



Transit is critical to our environment



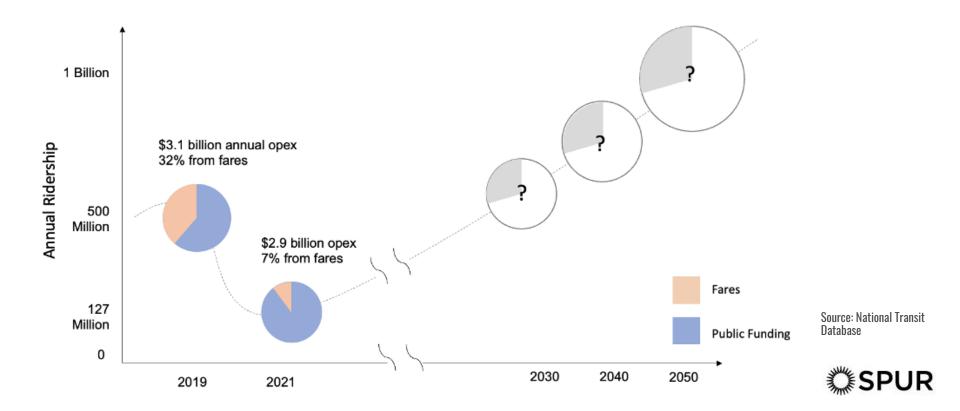
To achieve the climate targets defined in AB 32, the California Air Resources Board estimates that the state must reduce VMT per capita 25% below 2019 levels by 2030, and 30% below 2019 levels by 2045

> Source: California Air Resources Board



California's Greenhouse Gas Emissions by

Bay Area Transit's Changing Business Model



The path to a sustainable business model

Emergency Funding

Near-term state funding averts major service cuts and fare increases as federal relief is drawn down.

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Align Revenues & Costs at Scale

Over time, system reorganizes for efficiency, capacity and optimal coordination. Multiple levels of government work to align long term financial (cost and revenue) and operational trajectories at scale that 4 achieves state policy objectives.

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Secure New Revenue

Growing ridership helps stabilize revenues. Regional and local agencies develop longer term funding through ballot measure(s), and other new and repurposed sources. State examines sustainability and adequacy of existing state funding programs for transit

Policy Support

Land use and transportation policy to reinforce transit demand and effectiveness and discourage single occupant vehicle use

Provide Reliable, Safe Service

Operators sustain service across core regional systems with continued adjustments to better serve emerging markets and travel patterns. Operators address safety, security and cleanliness.



Operators continuously improve reliability, safety, speed, affordability, and convenience of taking transit relative to other modes through transformation programs to improve customer experience.

