

MTC Advisors Project/Program Ideas

Category	Project/Program Idea as Submitted by Advisors	Underway in Existing Program(s)?	Enhancement/Expansion of Existing Program(s) Required?	New Program(s) Required?	Local or Regional?	Notes
Transit Service & Network Connectivity	Improve public transportation to major destinations under current development (ball parks, etc.)	No	Yes, Lifeline Program (access to jobs)	No	Regional focus, Local implementation	Ongoing consultation with transit operators on service plans may be required to ensure that services meet current and future travel needs.
Transit Service & Network Connectivity	Improve integration between surface transportation and air transportation (improve public transportation to airports; reduce number of transfers)	No	Yes, Lifeline Program (access to jobs)	No	Regional	Ongoing consultation with transit operators on service plans may be required to ensure that services meet current and future travel needs.
Transit Service & Network Connectivity	Improve access to BART by bus throughout the region	Yes (Lifeline Program, TLC/HIP, Station Area and FOCUS Planning Grant Program)	Possibly	No	Regional focus, Local implementation	Ongoing consultation with transit operators on service plans may be required to ensure that services meet current and future travel needs.
Transit Service & Network Connectivity	Improve local transit access between the community and TODs	Yes (Lifeline Program, TLC/HIP, Station Area and FOCUS Planning Grant Program)	Possibly	No	Regional focus, Local implementation	Ongoing consultation with transit operators on service plans may be required to ensure that services meet current and future travel needs.
Transit Service & Network Connectivity	Coordinate with educational institutions (K-12 on up) and private businesses regarding the transportation needs of those communities (perhaps a study)	Yes (Lifeline Program CBTP Program)	Possibly	No	Regional	Ongoing consultation with transit operators on service plans may be required to ensure that services meet current and future travel needs.
Transit Service & Network Connectivity	Integrate fixed route and demand responsive transit services	Yes, Lifeline Program	Yes	No	Regional focus, Local implementation	Ongoing consultation with transit operators on service plans may be required to ensure that services meet current and future travel needs. Eligible for funding from New Freedom Program (Section 5317) and Elderly and Disabled Program (Section 5310) Lifeline Program comprises STA, JARC, and Proposition 1B funds
Demand Responsive Transit Service	Shuttle services for low-income transport to parks, museums and other social/recreational destinations	Yes, Lifeline Program	Yes, Lifeline Program	No	Regional focus, Local implementation	Additional consultation with transit operators on service plans required. Eligible for funding from New Freedom Program (Section 5317) and Elderly and Disabled Program (Section 5310)
Demand Responsive Transit Service	Create a regional accessible taxis program (especially to provide connectivity to transit hubs)	No	Yes, Lifeline Program	Possibly	Regional focus, Local implementation	Marin County Transit District has just completed an accessible taxi plan and implementation strategy which could be potentially used as a model for other jurisdictions or region-wide Eligible for funding from New Freedom Program (Section 5317) and Elderly and Disabled Program (Section 5310)

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Demand Responsive Transit Service	24-hour service for non-emergency and light medical transport (e.g., taxis). This could be useful for low-income residents. Two people made this comment.	No	Yes, Lifeline Program	No	Regional focus, Local implementation	This program must be open to the public per Lifeline funding conditions Marin County Transit District has just completed an accessible taxi plan and implementation strategy which could be potentially used as a model for other jurisdictions or region-wide Eligible for funding from New Freedom Program (Section 5317) and Elderly and Disabled Program (Section 5310)
Demand Responsive Transit Service	Non-emergency medical transport services (e.g., people requiring kidney dialysis)	Yes, Lifeline Program	Yes, Lifeline Program	No	Regional focus, Local implementation	Eligible for funding from New Freedom Program (Section 5317) and Elderly and Disabled Program (Section 5310)
Demand Responsive Transit Service	Expand paratransit beyond the ¼-mile limit	No	Possibly Lifeline (but service must be available to general public)	Possibly	Regional focus, Local implementation	Eligible for funding from New Freedom Program (Section 5317), Elderly and Disabled Program (Section 5310), and STA
Transit Access & Safety	Implement recommendations from Transit Connectivity Plan (especially hub signage program)	Yes, Transit Connectivity Program	No	No	Regional	
Transit Access & Safety	Make schedule information available at all bus stops (real-time preferable, but could be printed materials as well or posted on a sign)	Yes (511, Transit Connectivity Program)	Yes (if printed or real-time information is to be provided at ALL bus stops/shelters)	Possibly	Regional	Current Transit Connectivity Program applies to 24 regional hubs only
Transit Access & Safety	Create regional program to enhance personal safety/security for transit riders (both at transit hubs and on board vehicles - perhaps study the issue first)	No	Possibly Transit Connectivity Program	Yes, if it doesn't fit in Transit Connectivity Program	Regional	
Transit Access & Safety	Pilot project to improve access of all transportation infrastructure systems (starting with bike/ped/non-motorized and then moving up to transit, then vehicles last)	Yes (Transit Connectivity, Regional Bike & Ped Program, Lifeline, TLC/HIP, Station Area and FOCUS Planning Grant Program)	Possibly (see notes)	No	Regional	Proposal scope need further articulation and definition
Transit Fare	Extend transfer time limits and create a regional standard Create a universal fare that is an all-day pass with unlimited trips Universal fare structure for the Bay Area; inter-agency seamless service (possibly regional affordability program). (Three people total made this comment.)	TransLink® Consortium's Integrated Fare Program Plan	No	No	Regional	Results and recommendations pending from the Integrated Fare Program Plan
Transit Fare	Implementation of TransLink® on all transit systems	Yes, TransLink®	No	No	Regional	
Non-Motorized Travel	Regional coordination of audible pedestrian signals	No	Yes, Regional Bike & Ped Program and Regional Signal Timing Program	No	Regional focus, Local implementation	National and State standards available for adoption: ADA, Manual of Uniform Traffic Control Devices
Non-Motorized Travel	Provide bicycles for rent (or free) in urban areas	No	Yes, Regional Bike & Ped Program and Lifeline Program	No	Regional	Potential for private-public partnerships
Traveler Information	Enhance marketing of existing transit services (including TransLink® and 511)	Yes, TransLink® marketing is underway	Yes, 511 marketing can be enhanced	No	Regional	

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Traveler Information	Expand 511-transit phone information service to 24 hours/day (currently, individual transit operators are responsible for answering 511 transit phone calls; hours of operation vary between operators.)	No (a regional call center will be studied, but this is a lower priority than hub signage)	Yes, 511	No	Regional	
Traveler Information	Improve the accuracy and reliability of the 511 TakeTransit Trip Planner	Yes, 511 (new trip planner is under development with improved data collection strategies)	No	No	Regional	
Traveler Information	Maximize technology to improve 511 services (i.e., make the 511 Transit phone service mirror the online trip planner)	Yes, 511 (ongoing effort to maximize technology to improve services)	Yes, 511 (to make transit phone service mirror online trip planner)	No	Regional	
Traveler Information	Create comprehensive materials to assist elderly drivers transitioning to non-driving status (a regional clearinghouse of items from places such as AAA, DMV, etc., including Web access)	No	Yes, 511	No	Regional	Content would be provided by other MTC sections and partner agencies Eligible for funding from New Freedom Program (Section 5317) and Elderly and Disabled Program (Section 5310)
Traveler Information	Link MTC with DMV to coordinate availability of transportation information and services (i.e., via the Web)	No	Yes, 511 (Better marketing and information sharing on each agency's websites and printed materials)	No	Regional	
Traveler Information	Create regional mobility management centers (including latest technology) to better coordinate community-based services (such as senior vans and other volunteer driver programs)	No	Yes, 511 and Lifeline Program	Possibly	Regional focus, Local implementation	Eligible for funding from New Freedom Program (Section 5317), Elderly and Disabled Program (Section 5310), and JARC (Section 5316)
Traveler Information	Improve casual carpooling using technology (real-time ride matching)	No (real-time ride matching is not part of the Regional Rideshare Program now)	Yes, Regional Rideshare Program	No	Regional	
Traveler Information	More information about carpool lanes and casual carpools; also expansion of carpool lane hours	Yes, Regional Rideshare Program	No	No	Regional	Expanding carpool lane hours requires further consultation and evaluation
Technology	Investigate driverless vehicle programs	No	No	Yes	If applicable, Regional	Driverless vehicle programs are not part of the California Vehicle Infrastructure Integration (VII) initiative
Regional Planning	Find ways to involve Caltrans more at the regional level (possibly develop legislation to make them a transit agency)	N/A	N/A	N/A	Regional	This is an issue of governance that requires further consultation with Caltrans