

Transit Transformation Task Force (TTF) – Meeting #2
California State Transportation Agency
February 29, 2024 | 1:00 – 3:00 pm
APPROVED MEETING MINUTES

SACOG
1415 L Street, Suite 300
Sacramento, CA 95814

Background: [SB125](#) established the Transit Transformation Task Force (TTF) to develop policy recommendations to grow transit ridership, improve the transit experience, and address long-term operational needs. The California State Transportation Agency (CalSTA) appointed 25 members to the TTF, including representatives from state government, local agencies, academic institutions, advocacy organizations, and other stakeholders. CalSTA, in consultation with the TTF, will prepare a report of findings and policy recommendations based on the TTF's efforts and submit it to the Legislature by October 31, 2025.

TTF Members

(X indicates member was present in the room)

	Kome Ajise, Southern California Association of Governments	X	Kate Miller, Napa Valley Transportation Authority/Vine Transit	X	Laura Tolkoff, SPUR
X	Rashidi Barnes, Eastern Contra Costa Transit Authority	X	Lorelle Moe-Luna, Riverside County Transportation Commission	X	Mark Tollefson, CalSTA
X	Alix Bockelman, Metropolitan Transportation Commission	X	Seamus Murphy, San Francisco Bay Water Emergency Transportation Authority	X	Michael Turner, Los Angeles County Metropolitan Transportation Authority
X	Sharon Cooney, San Diego Metropolitan Transit System (MTS)	X	Laurel Paget-Seekins, Public Advocates	X	Kari Watkins, UC Davis
X	Ian Griffiths, Seamless Bay Area	X	Michael Pimentel, California Transit Association		Mark Watts, Transportation California
X	Amy Hance, City of Clovis		Robert Powers, San Francisco Bay Area	X	Melissa White, Senate Transportation Committee

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			Rapid Transit District (BART)		
X	James Lindsay, Amalgamated Transit Union	X	Carl Sedoryk, Monterey-Salinas Transit District		Jim Wunderman, Bay Area Council
X	Eli Lipmen, Move LA	X	David Sforza, Assembly Transportation Committee		
X	Juan Matute, UCLA Institute of Transportation Studies	X	Tony Tavares, Caltrans		

Agenda Topics:

1. Welcome and Opening Remarks (Mark Tollefson, CalSTA)

- Call to order, roll call, establishment of quorum, and housekeeping items
- Overview of today's agenda

2. Public Comment

- One member of the public offered their comment.

3. Review the TTF Goals and Objectives (Mark Tollefson, CalSTA)

- TTF Goals: be aspirational, unconstrained, positive, equitable, and focused
- The TTF should “think big” and focus on *transformation*.
- In the 21st century, public transit can once again be the mode of choice.

4. Review California’s goals and what they imply for transit usage (Darwin Moosavi, CalSTA)

- Key challenge lies in achieving transformative change aligned with California's climate goals outlined in the 2022 CARB scoping plan, which target reductions in Vehicle Miles Traveled (VMT).

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- Focusing on mode shift as a central strategy to meet these goals would imply a 4-6x increase in transit ridership, and up to 10 billion new transit trips annually, by 2045 as compared to today.
- Achieving such targets requires immediate and substantial actions, considering the scale and feasibility outlined in the scoping plan.

5. Review case studies that provide examples of how California might transform transit ridership (Chad Edison, CalSTA)

- Review of corridor case studies: Three California corridors (in Fresno, Los Angeles, and Eureka, chosen to reflect a diversity of travel patterns across the State) illustrate the increase in ridership it may take to reduce VMT by 30% along each corridor.

6. TTF Discussion Question #1: What are the challenges and constraints we will need to investigate and address in order to achieve this level of ridership by 2045? (All)

Summary of Discussion Themes

- Trip Length and Coordination: Focus on 10-50 mile trips for effective VMT reduction (represent ~50% of current VMT), addressing challenges in cross-jurisdictional coordination and last-mile connections.
- Integration Challenges: Emphasize the need for better integration between local and regional transit systems, especially for trips exceeding 10 miles.
- Perceptions and Safety: Change public transit perceptions by improving frequency, reliability, speed, cleanliness, and safety for riders and operators.
- Behavior Change and Awareness: Tackle driving habits and raise awareness about alternative options through interventions and strategic moments for behavior change.
- Incentives and Disincentives: Explore the impact of incentives and disincentives, including parking policies, to encourage mode shift from vehicles to transit.

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- State Policies and Funding: Address the challenge of achieving growth by 2030, understanding and reinforcing state policies, and ensuring funding alignment.
- Efficiency and Electrification: Prioritize efficiency in transit operations, considering electrification, peak smoothing, and dedicated lanes.
- Workforce Development and Housing: Address workforce development issues (e.g., attracting and training younger workforce) and affordable housing for transit personnel.
- Built Environment for Transit: Advocate for a transit-centric built environment, including priority lanes and transit-oriented destinations.
- Demographics and Paratransit: Consider demographic shifts, particularly an aging population, and integrate paratransit services into transit planning.
- Transit Funding: Stress the need for increased transit operating funds for a networked system beyond individual jurisdictions.
- Local Variations and Strategies: Tailor strategies to local contexts while maintaining a focus on universal goals like safety, reliability, and cleanliness.

7. Review case studies that provide examples of how California might transform transit ridership (continued) (Chad Edison, CalSTA)

- Review of peer Canadian cities that achieve 2-6x higher transit ridership per capita with similar densities and development patterns (Vancouver/SF Bay Area and Winnipeg/Fresno) through focus on frequency, bus coverage, network integration, and transit-oriented development.
- Review of local California agencies that are beginning to achieve step changes necessary to meet CARB goals (e.g., Santa Cruz Metro achieving 37% year-over-year increase in ridership across UCSC as of December 2023, San Diego MTS bus on shoulder pilot project expecting 2.5M additional customers in 3 years, and San Francisco MUNI bus rapid transit on Van Ness Avenue achieving 60% increase in ridership in under a year)

8. Discussion Question #2: Given the diversity of California, what one or two elements of the transit experience would need to change to achieve 2-3X more ridership in 5-10 years? (All)

Summary of Discussion Themes

- Transit Priority and Funding Allocation: Promote prioritization of transit funding and resources over vehicular use and road expansion projects, emphasizing the shift of capital funds towards transit-focused initiatives.
- Demographics and Accessibility: Consideration of diverse demographics, including the growing disabled and elderly population, recognition of the impact of transit accessibility on different demographic groups (such as new immigrants and youth), and their unique needs (e.g., alternative fares), and addressing funding crises for paratransit while targeting populations likely to shift modes rapidly.
- Technological Solutions: Recognition of the role of technology in making transit systems more reliable and efficient, coupled with support for projects such as dedicated bus lanes and streamlining the delivery of transit-related initiatives.
- Housing Affordability: Discussion of the effect of housing (un)affordability on ridership, especially in transit-friendly neighborhoods. Many Californians live in areas without viable transit options and therefore drive to work.
- Customer Experience and Behavior: Prioritize enhancing the overall transit experience by addressing frequency, reliability, cleanliness, and convenience, along with exploring pricing strategies, tax incentives, and subsidies to boost financial competitiveness against driving. Additionally, acknowledge the significance of social and behavioral factors in attracting and retaining transit riders.
- Network Planning and Connectivity: Prioritize enhancing network frequency and connectivity for increased ridership, especially on longer trips, while addressing questions about roles and responsibilities in defining and implementing regional transit networks.
- Education and Cultural Shifts: Propose early education on transit to normalize its use and acknowledge the necessity for cultural shifts to eliminate barriers to initial transit use.

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- Workforce Development and Training: Address concerns regarding transit workers' housing challenges due to rising prices and their impact on workforce development. Emphasize the importance of continuous training for the transit workforce, particularly in preparation for upcoming infrastructure changes such as the integration of electric vehicles.
- Payment System Simplification: Propose simplifying transit payment for enhanced user convenience, acknowledging the current friction in payment systems and its potential impact on ridership.
- Regional Planning and Collaboration: Engage in a discussion on the influence of cities and counties in planning job centers and shaping traffic patterns, emphasizing collaboration and comprehensive planning for regional transit networks.

Next Steps

- Assigned homework for TTTF members due on March 18th to help inform Technical Working Group (TWG) and content for next TTTF meetings. CalSTA seeks member input on the following topics:
 - a. Specific challenges (other than funding) you think are preventing increased ridership (e.g., land use)
 - b. Other goals you view as critical outcomes for the work of the Transit Transformation Task Force (TTTF) (e.g., equity, sustainability)
 - c. Additional feedback you have on today's discussion questions
- Based on feedback from TTTF members, the April 9th TTTF Meeting #3 in San Diego may be moved to another date.

Public Comment

- Two members of the public offered their comment.

Closing Remarks (Mark Tollefson, CalSTA)

- Meeting adjourned.