



Short Term Crisis and Long Term Transformation: How to Bring Back and Build Transit Ridership in California

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Vice President of Public Policy

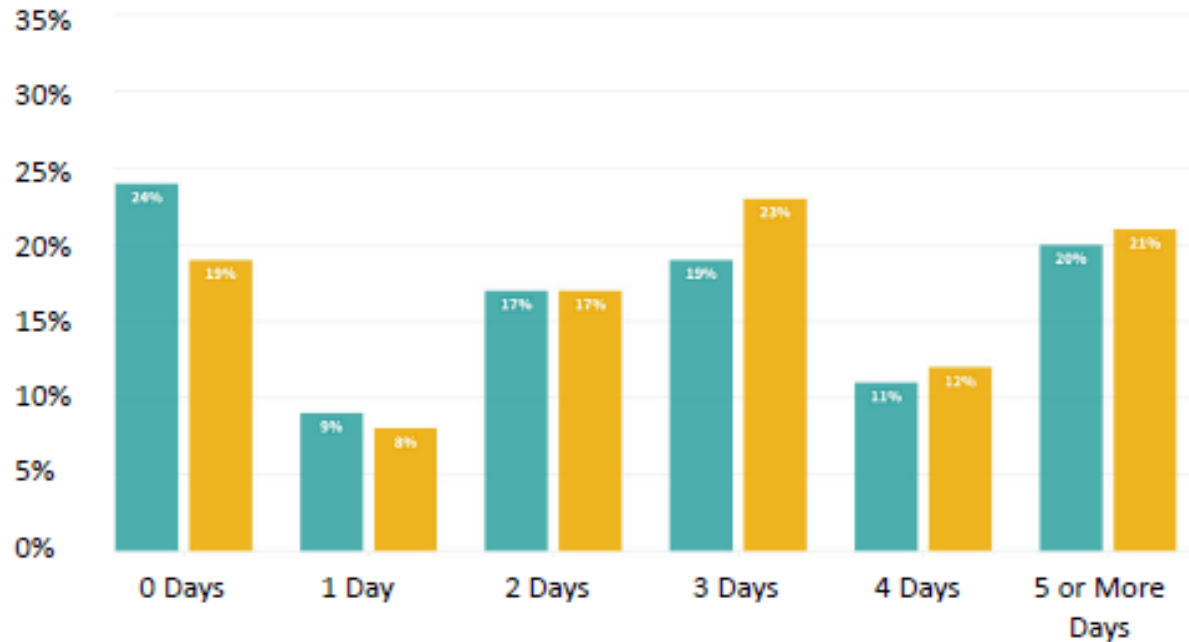
Bay Area Council

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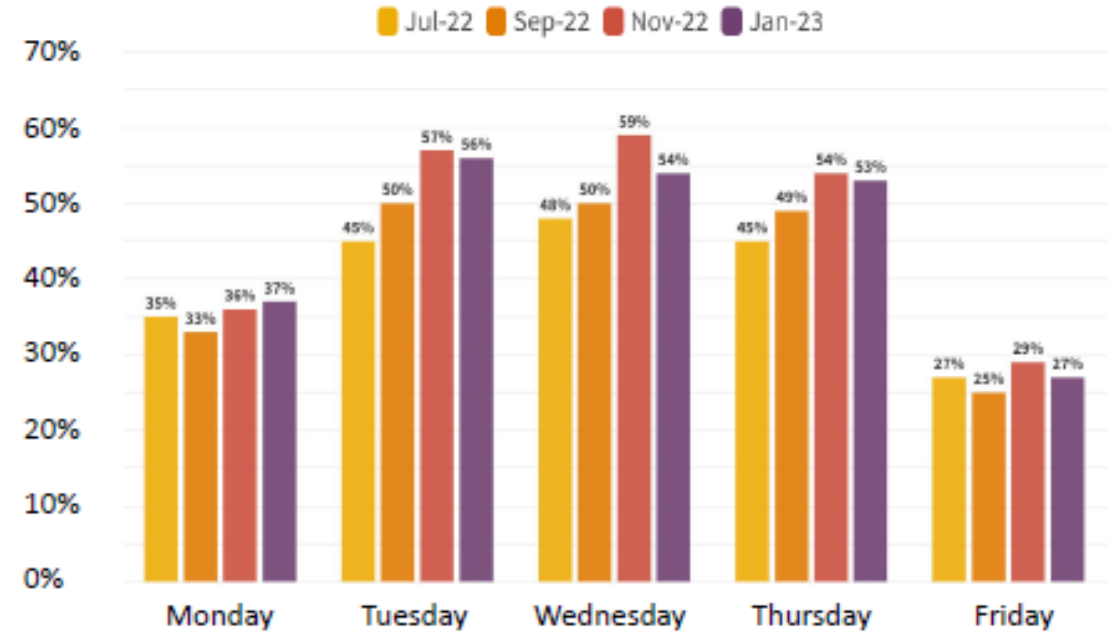


New Bay Area Commute Trends

*Frequency On-Site Each Week:
Right Now vs. 6 Months From Now*



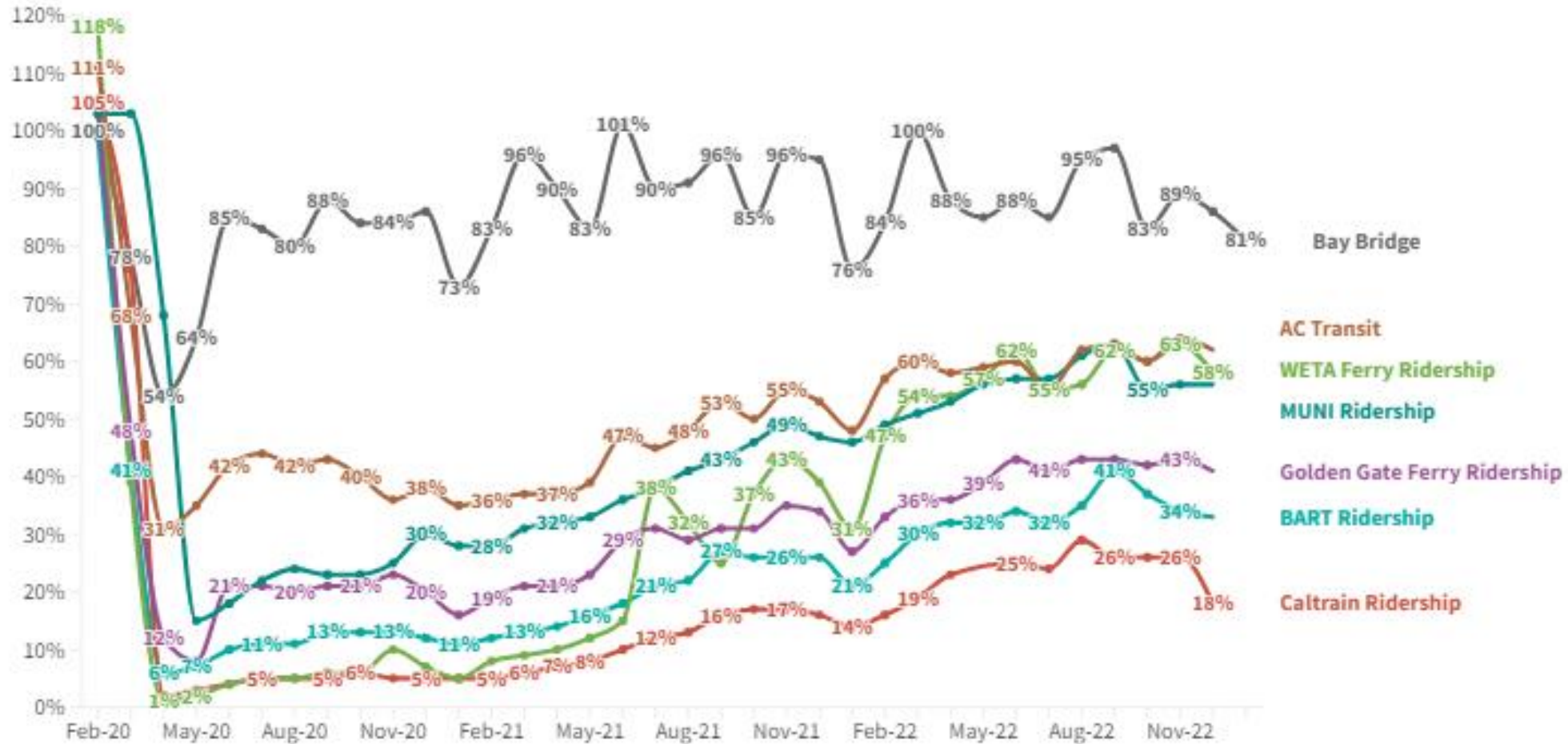
Days of the Week On-Site



Source: Bay Area Council Employer Survey, January 2023



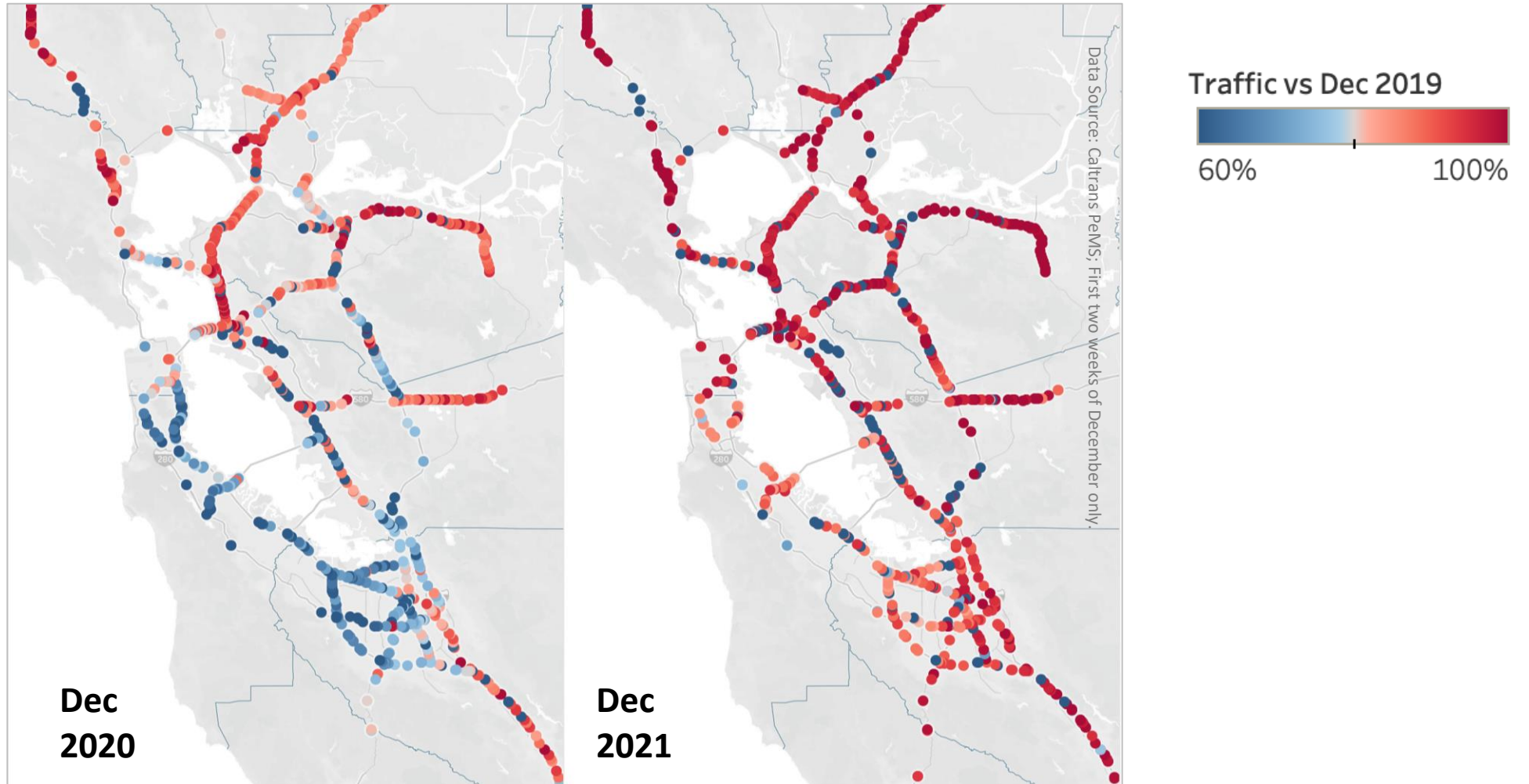
Weekday Transit Ridership v. Bridge Traffic



Data source: SFMTA, Bay Area Toll Authority, BART, WETA, AC Transit • Analysis: Bay Area Council Economic Institute

Source: Bay Area Council Economic Institute Transit Recovery Tracker

Bay Area Traffic Relative to Dec 2019

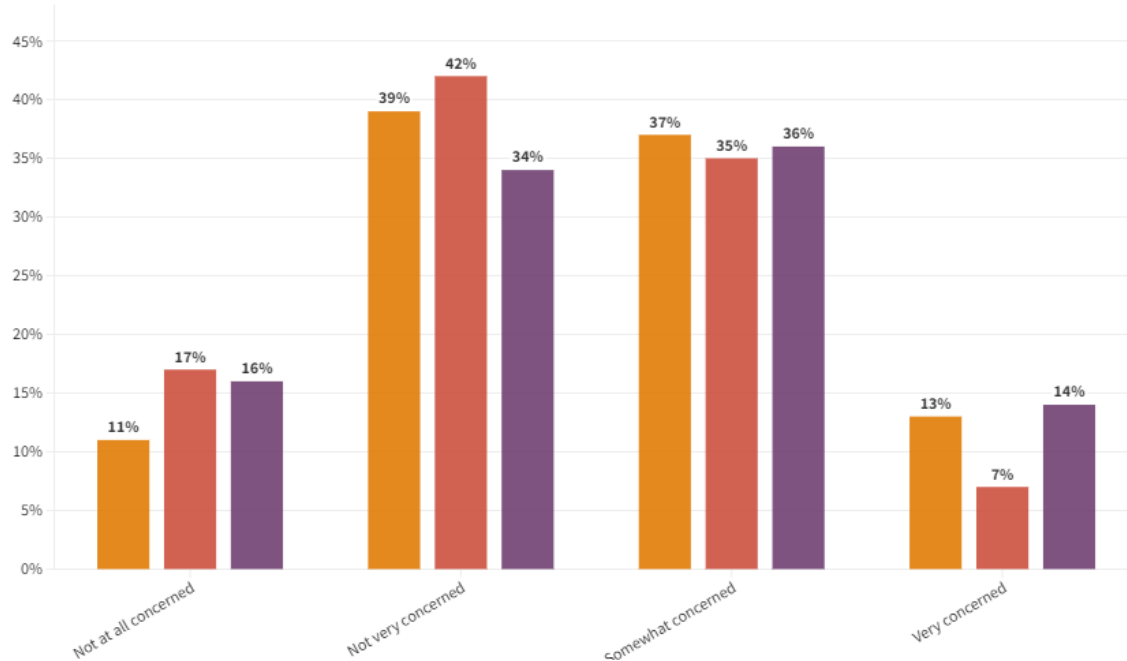




COVID Safety v. Personal Safety Concerns

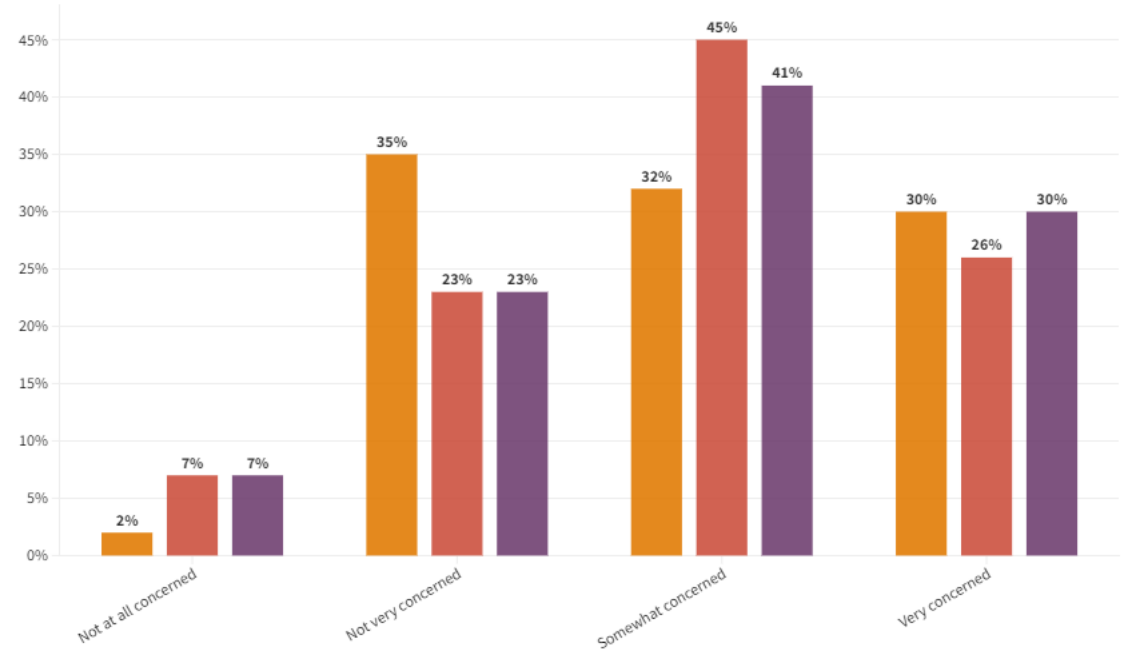
Thinking about your employees returning to public transit, as of right now, how concerned are you about COVID safety on transit?

Sep-22 Nov-22 Jan-23



And again thinking about your employees riding public transit, how concerned are you about other safety issues on transit?

Sep-22 Nov-22 Jan-23



Source: Bay Area Council Employer Survey, January 2023



Ridership Regrowth Strategies

- Improve **safety and cleanliness** of systems
- Ensure **reliable and frequent** service
- Develop more **customer-focused** system:
 - Coordinated schedules
 - Simpler fares and payment
 - Unified mapping and wayfinding