



Regional Network Management: Transforming the Transit Rider Experience

Presentation to San Francisco Board of Supervisors Land Use and Transportation Committee

July 13, 2026



METROPOLITAN TRANSPORTATION COMMISSION

A Harmonized, Easy to Use System

Reshaping the San Francisco Bay Area's transit system into a more connected, more efficient and more rider-focused mobility network across the entire region.

Fares and Payment

Simpler, consistent and equitable fares.

Customer Information

Make transit easier to navigate and more convenient.



Transit Network

A unified, efficient and reliable transit network.

Accessibility

Improving services for older adults and people with disabilities.

2020

Transit Transformation taskforce convened

2021

Transit Transformation Action Plan approved

2022

Organizational structures evaluated

2023

Regional Network Management structure established

2024

Action Plan implementation

TODAY

Implementation ongoing



METROPOLITAN TRANSPORTATION COMMISSION

Transit Fare Programs



Clipper: Backbone for Regional Fare Integration



Photo: Noah Berger

4 Million
Active Accounts
Used in Last 30 Days



Each Month

\$42 Million

In Fares Collected

Tap and Ride
16%



METROPOLITAN TRANSPORTATION COMMISSION

Making Transit More Affordable: Free/Discounted Transfer Pilot

- ▶ Launched with Next Generation Clipper
- ▶ Has saved transit riders over **\$7 million** since Dec. 25
- ▶ Expected to increase Bay Area transit ridership by up to 30,000 trips/day

Saving
riders up to
\$2.85
per transfer



Making Transit More Affordable: Clipper START

Clipper START provides single-ride 50% fare discounts to eligible riders on all transit operators that use Clipper

- ▶ To qualify, you must:
 - ▶ **Be a resident of the San Francisco Bay Area**
 - ▶ **Be 19-64 years old**
 - ▶ **Not have an RTC Clipper Card** for people with disabilities
 - ▶ Have a household income of 200% of the federal poverty level or less



Clipper Youth

- ▶ Almost 40,000 Clipper Youth cards regionwide (active June 2026)
 - ▶ In June 2026, there were 16,300 Clipper Youth rides on BART and 3,100 on Caltrain
 - ▶ Youth discounts vary by agency
 - BART – 50%
 - Caltrain \$1 one-way, \$2 day pass
 - VTA – \$3.75 day pass, \$35 monthly pass
 - Golden Gate Transit/Ferry – 50%
 - SF Bay Ferry – 50%
 - ▶ Kids ride free on Muni but discounts on other agencies improve transit affordability for SF households



Online Clipper Youth & Senior Applications

Apply for Discount Card

Which discount card would you like to apply for?

☐ Youth Clipper Card

▲ cardholder must be between 5–18 years old

☐ Senior Clipper Card

▲ Cardholder must be 65 or older

Are you applying for this discount for yourself, or on behalf of someone else?

☐ For myself

☐ For someone else

▲ Applications for a youth under 13 years of age must be completed by a parent or guardian

CONTINUE

- ▶ Clipper Card discount applications are now online
- ▶ Next Gen Clipper provides new option for families to manage multiple cards online via a single account.
 - ▶ Includes instantly adding value and checking card balances
- ▶ Log in to clippercard.com



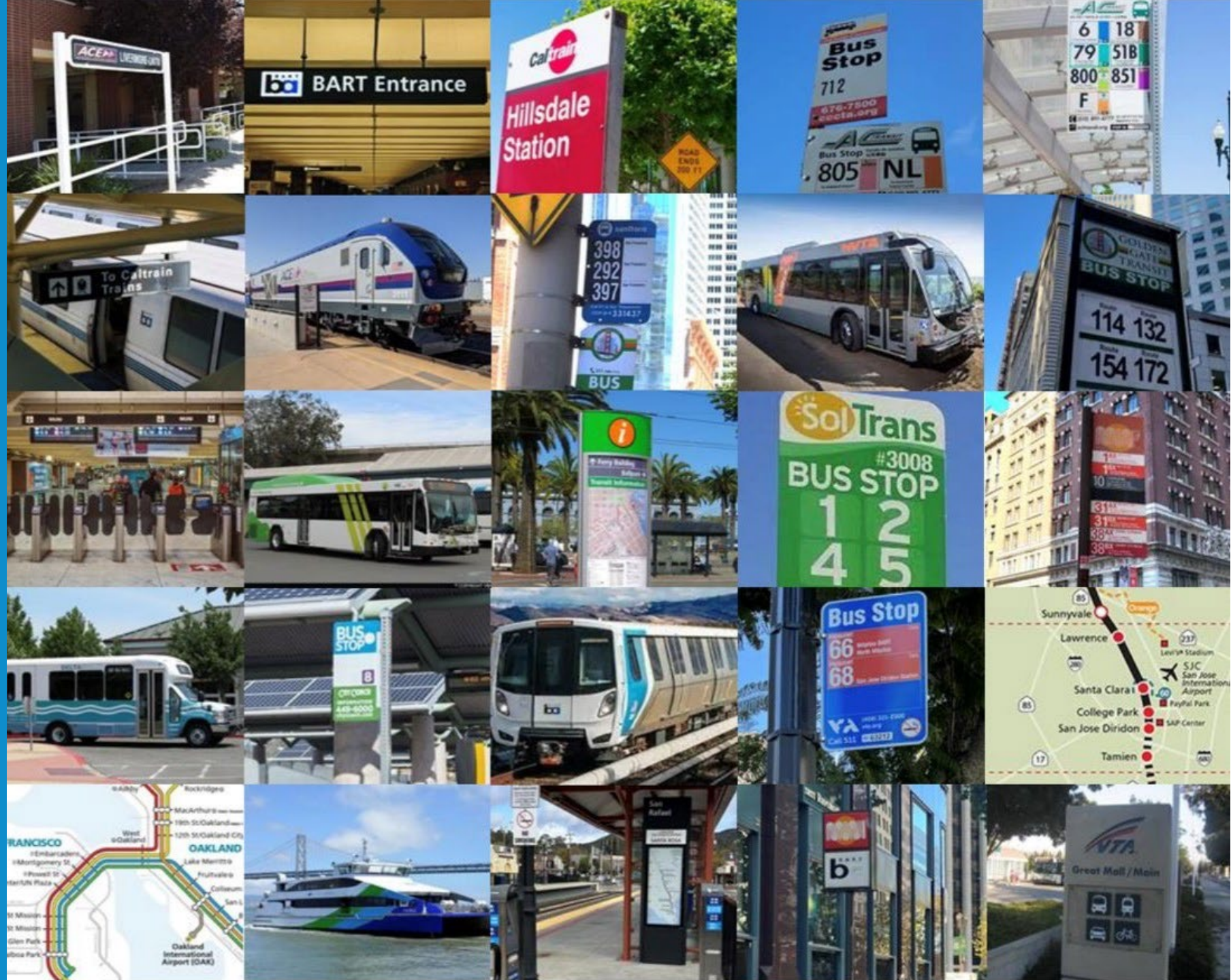
Mapping and Wayfinding Project



Currently

Over two dozen agencies...

Each with its own different sign and map design!



Regional Mapping & Wayfinding Project: Overview

Rider benefits

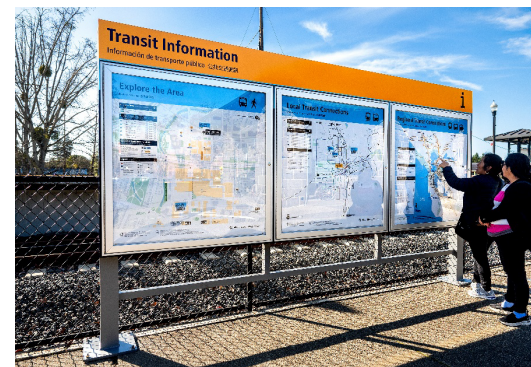
- Standard colors and symbols help riders **find and navigate transit more easily**
- Sign family provides **the right amount of info at each decision point**, so riders aren't lost or overwhelmed
- Harmonized map and sign design means **learning only one system, not over two dozen**



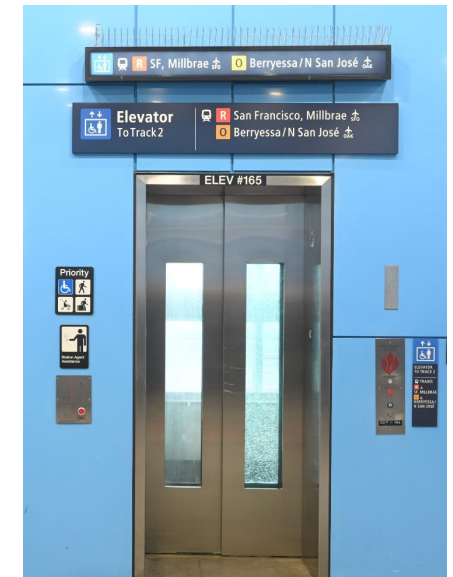
Network and
facility identity



Bus stops



Local and regional
transit maps



Rail stations

Regional Network Identity

1. Colors

Golden yellow, light blue, dark blue

1

Golden yellow

Light blue

Dark blue

2. Standard modal icons

Bus, train, ferry

2



3. a) Modal icons are the most important symbols

b) Transit agency logos deprioritized

3a



3b

El Cerrito del Norte & Santa Rosa Prototypes



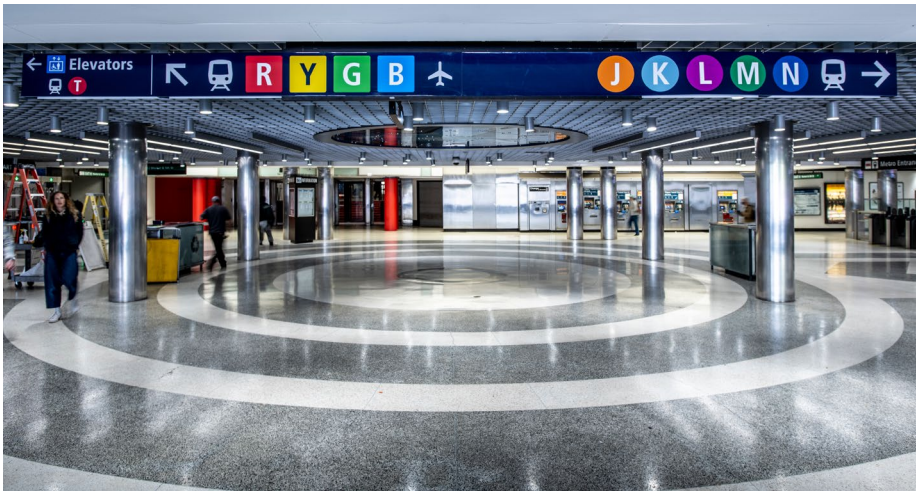
El Cerrito & Santa Rosa Prototypes: Finding and Navigating Transit



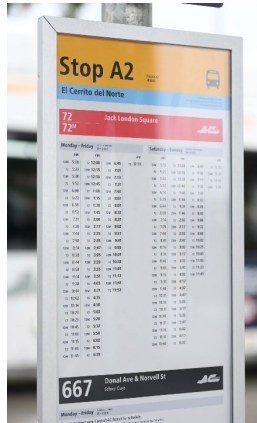
El Cerrito & Santa Rosa Prototypes: Information for Decisions



Powell Prototype



Prototypes: Unified Rider Experience



Regional Transit Connections

Conexiones de transporte público regional 區域交通連接

About this map *Mapa de esta zona* 關於此圖

This map shows where you can go by bus, train, or ferry in the Bay Area. It highlights transit services that directly connect populated places, attractions, and parks around the region. Visit SFT's [online transit agency website](#) for more information.

Regional transit services *區域交通服務* 區域交通服務

- Bus (bus) 巴士
- Ferry (渡輪)
- Light rail (輕軌)
- Heavy rail (重軌)

Transit service frequency *交通服務頻率* 交通服務頻率

- Every 1-15 min and 1 day/week
- Every 15-30 min and 1 day/week
- Every 60+ min and/or less than 1 day/week

How to pay *如何支付* 如何支付

Clipper *Clipper* Clipper

Fares *票價* 票價

Transit agencies *交通運輸機構* 交通運輸機構

Agency	Code	Agency	Code
Alameda Corridor	AC	San Francisco Bay Ferry	SFBF
Alameda Corridor Express	ACE	San Francisco Bay Ferry	SFBF
Alameda Corridor Express	ACE	San Francisco Bay Ferry	SFBF
Alameda Corridor Express	ACE	San Francisco Bay Ferry	SFBF
Alameda Corridor Express	ACE	San Francisco Bay Ferry	SFBF
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Transit agencies outside the Bay Area *交通運輸機構在灣區以外* 交通運輸機構在灣區以外

For fare information, visit SFT's website. *查詢票價資訊，請前往SFT網站。* 查詢票價資訊，請前往SFT網站。

For more information, visit SFT's website. *查詢更多資訊，請前往SFT網站。* 查詢更多資訊，請前往SFT網站。

About this map

Este mapa muestra el tren o ferry en el Área de servicios de transporte directamente lugares para parques de toda la región o los sitios web de las agencias públicas para obtener más información.

這張地圖展示了您在灣區可前往的地點，並特別標示可直接區、景點和公園的公共交通。511.org/transit 或各大公

Connectin
Connections r
5 min walk
Paradas co
Las conexi
distancia
轉乘站

V

Symbols for iconic landmarks and transit accessible parks per Hiking by Transit group

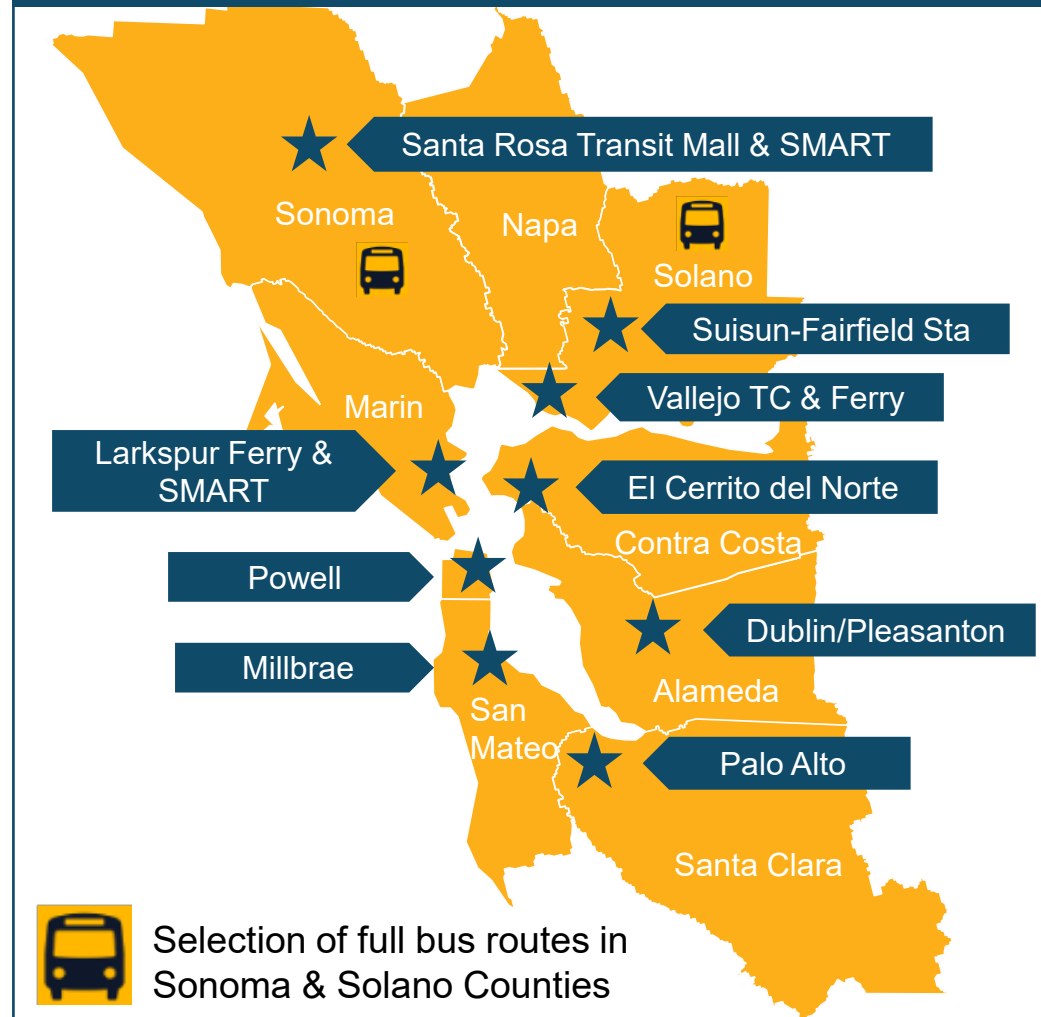
Routes shown provide important regional connections as defined by set criteria

Prototype Evaluation & Pilot Projects

Prototype evaluation

- Wide range of surveys with **positive feedback overall**
- **Support for key design choices:** frequency, modal icons, network identity
- Nearly 90% of respondents said it is "easy" or "very easy" to find their way around using the test signs and maps, **an improvement of up to 32 percentage points**

Pilot Projects



Agency project collaboration



New Regional Map at BART stations



New signs at Castro



Photo: Karl Nielsen

Thank You

