



Link21 Program Monthly Stakeholder Update

Market Analysis: Identifying Unmet Rail Potential

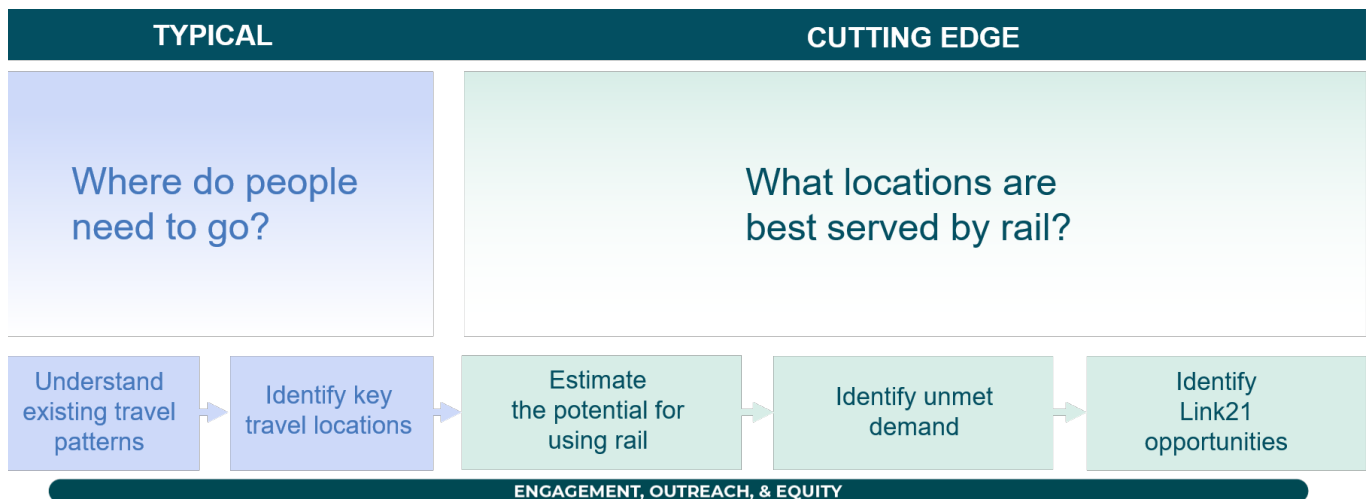
In order for future Link21 projects to offer the highest value to the Northern California Megaregion (Megaregion), the Link21 Team conducted a market analysis to help understand which areas in Northern California have the greatest potential for Oakland–San Francisco transbay corridor passenger rail ridership.

The market analysis covers all 21 counties of the Megaregion and uses traditional and cutting-edge methods to understand where people need to go and what locations might be served by passenger rail. Traditional methods of market analysis focus on understanding where people would like to go by using pre-pandemic travel patterns and identifying key travel locations.

Innovative modeling techniques that incorporate demographic information and traveler surveys were used to analyze:

- Pre-pandemic travel patterns by passenger rail, transit, car, and other modes of travel
- Key travel markets, such as major employment centers, residential communities, shopping, entertainment, and other hubs
- Potential that travel would be conducted by passenger rail if passenger rail were convenient and affordable
- Unmet demand for passenger rail service, including future projections

Priority population neighborhoods are located in underserved areas that Link21 aims to prioritize as part of the program. In order to improve the equity outcomes of



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the project, priority population neighborhoods are being double weighted to make sure they are considered fairly.

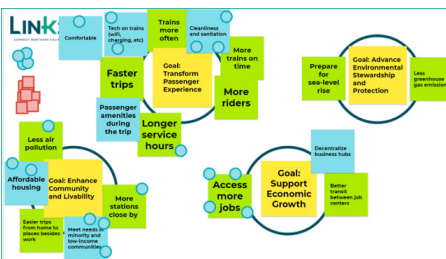
This methodology is similar to the Federal Transit Administration’s (FTA) New Starts approach where the agency assigned a weight of two to trips by transit-dependent persons using information from the 2009 National Household Transportation Survey.

The market analysis identified that 45% of unmet rail potential uses the transbay corridor with the highest potential being in areas that are closest to the crossing. These areas are throughout San Francisco and in the East Bay between Richmond and Bay Fair.

The Link21 Team is assessing a range of potential long-term travel patterns by looking at different assumptions for population, jobs, telecommuting, and travel costs.

Preliminary findings from the market analysis have been shared with Link21’s technical panels, Program Development Team (PDT), and Jurisdiction Working Group (JWG). The Link21 Team is currently addressing and incorporating the comments from these groups and preparing a report summarizing the market analysis findings. Key findings will be shared with the public during fall outreach opportunities tentatively scheduled for later this year.

Redefining Priority Populations



The Link21 Team has kicked off the second round of community co-creation. Round two will include more than a dozen

workshops and the distribution of a survey to priority population communities. The survey is a new approach designed to further reduce barriers to participation that will allow Link21 to learn from a more diverse group of community partners. Data received from both the surveys and the workshops will be synthesized throughout September and October and shared with the community shortly thereafter. Feedback from the

second round will inform the fall update of Link21’s priority populations definition, which will give the Link21 Team a community-vetted geographic designation of equity.

Round three of community co-creation is expected to launch later this year.

Collaborating to Expand Funding Opportunities

Link21, in collaboration with the BART Government Relations and Capital Finance teams, is working with staff from the California State Legislature, California State Transportation Agency (CalSTA), and other passenger rail and transit operators on a proposal to amend the Transit and Intercity Rail Capital Program (TIRCP) guidelines. TIRCP is a highly competitive grant program, that is funded by the state’s cap-and-trade program and that funds “transformative capital improvements that will modernize California’s intercity, commuter, and urban rail systems, and bus and ferry transit systems, to significantly reduce emissions of greenhouse gases, vehicle miles traveled, and congestion.” Link21 is seeking to amend the guidelines to specifically allow project development as an eligible program category, along with other recommended changes.

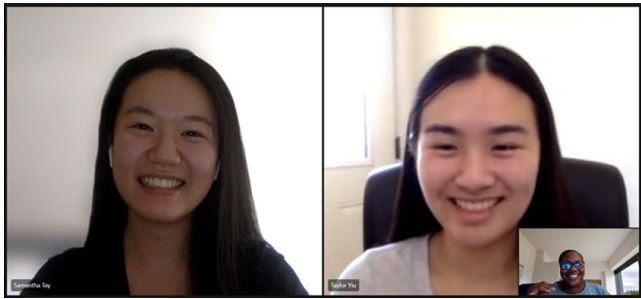
BART and Link21 staff are currently evaluating whether to submit an application for TIRCP once the Call for Projects is released later this fall. The Link21 Team will continue to work closely with BART’s Capital Finance and Government Relations staff to determine an appropriate grant proposal. Thanks to BART staff for their continued support and advocacy of the program.

Creating Opportunities for the Future

Over the last several weeks, two students from BART’s summer internship program have assisted the Link21 Team with developing a strategy for youth engagement. As a generational program, it is important that the team engage and seek input from current and future riders of all ages. Samantha Tay, a rising senior majoring in biochemistry and molecular biology at the University of California at Davis, and Taylor Yiu, a rising senior at Alameda High School, were charged with creating an engagement and outreach strategy to reach more youth in the Megaregion.

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BART interns Samantha Tay (left) and Taylor Yiu (right) during their mentoring session with BART intern alumnae Monet Boyd (inset).

The interns reviewed the results of community co-creation round 1 youth workshops to develop and enhance youth-oriented outreach materials.

Through project-based learning, the interns were exposed to the public agency and consultant worlds, and the many facets of transportation planning. Tay and Yiu's plan will help Link21 empower young people to speak their minds and contribute to planning processes that will affect them well into the future.

As one of their final activities, the two interns met with Monet Boyd, a BART alumnae intern, for a virtual mentoring session. At this meeting, they discussed their experiences as interns and how BART and Link21 can continue to promote youth and equity in the future.

Both interns said they had a great experience during their time on the program and learned not only technical skills, but important soft skills needed to be successful.

"Being open to communication is key," explained Tay. "Clear up confusion and ask questions early on." Yiu learned the value of networking saying, "Having connections with people is important."

At the end of the program, they presented the youth engagement strategy to the Link21 Team and were awarded a Certificate of Accomplishment on behalf of the BART Planning and Development Department.

Link21 Featured at Conference on Advancing Transportation Equity

Emily Alter with BART's Office of Civil Rights and Mydria Clark with HNTB gave participants of the Transportation Research Board's (TRB) inaugural Conference on

Advancing Transportation Equity (CATE) a glimpse into the Link21 Equity Program.

According to the TRB website, CATE features "all areas of transportation practice and research, including those that address links between transportation and housing, telecommunications, health, policing, or economic development."

Presentations at the conference featured those who are working on the front lines of transportation equity and justice within community-based and non-profit organizations. Participants represented a wide range of lived experiences and discussed how diverse perspectives are included in policy development, project selection, and mitigation to advance transportation equity.

Through an informative interview for the conference's video series, Alter answered questions posed by Clark on the Equity program, particularly on community co-creation strategies and how public input is being integrated in Link21's technical work.

Looking Ahead

- Fall outreach will begin in October and focus on the market analysis and an update on technical work being performed. This will also be a key opportunity for the public to provide the Link21 Team with valuable input on the market analysis and service aspirations.
- Onboarding of the Engagement and Outreach consultants is anticipated in late September.
- Round 3 of community co-creation is tentatively scheduled for late 2021/early 2022.

UPCOMING MEETINGS AND PRESENTATIONS

- SEP 15 - CCJPA BOARD OF DIRECTORS**
- OCT 14 - BART BOARD OF DIRECTORS**
- FALL 2021 - PROJECT DEVELOPMENT TEAM (PDT) STAFF AND EXECUTIVE MEETINGS**
- FALL 2021 - JURISDICTIONAL WORKING GROUP (JWG) MEETING**
- Q4 2021 - PUBLIC WEBINAR SERIES**