

# Memorandum of Understanding In Support of Seamless Transit Principles for Organizations

January 2020

## Overview

The Seamless Transit Principles are a set of seven guiding principles developed to guide local, regional, and state decision-makers to pursue a seamlessly integrated, world-class transit system that works for people.

They were compiled by [Seamless Bay Area](#), a non-profit 501(c)3 group that advocates for a unified, world class public transit system, with the input of cities and transit advocacy groups. They are included in full in Attachment and are on the website [www.seamlesstransitprinciples.org](http://www.seamlesstransitprinciples.org).

Individuals may sign a public petition supporting the principles. Organizations, non-profits, businesses, and other entities are invited to become “supporters” the principles.

## Organizational Supporters for Seamless Transit Principles

- You agree for your logo to be listed on the Seamless Transit Principles website as a supporter.
- Support for the Principles means that your entity agrees with the Principles as written. It does not signal support of other entities who sign on to the Principles or actions that might be associated with the principles
- Fair use is that you can refer to specific actions as being in support of specific Principles, or of all the Principles. You could also use the Principles to point out specific actions that are not in accordance with them
- Referencing a Principle that supports a specific project does not imply that the signers support that specific project. Signers support the Principles; not actions that stem from them.
- You can reference the Principles without asking permission, keeping in mind that it is the Principles that you are pointing to, not those who support them. References should point to “The Seamless Transit Principles” or to the website, <https://www.seamlessbayarea.org/seamless-transit-principles>
- Supporters are highly encouraged to promote the principles with their members and with other partner organizations as appropriate, through social media, member emails, embedding the petition widget on organization website, and other means.

## Approximate Timeline

- **July 3, 2019** - Published principles online with key advocacy groups supporting
- **2019-2020:**
  - a. Collect public signatures, corporate, organization, public endorsements
  - b. Use demonstrated support for principles to support a robust Transit Fare Integration Business Case at key MTC & Clipper meetings.
  - c. Use support for principles to support regional reforms that promote greater transit integration.

Please confirm your organization’s support for the Seamless Transit Principles Below:

<b>Organization:</b>	_____	<b>Position:</b>	_____
<b>Name:</b>	_____	<b>Email:</b>	_____
<b>Signature (type or sign):</b>	_____	<b>Date:</b>	_____

## The Seamless Transit Principles Viewable at: [www.seamlessbayarea.org/seamless-transit-principles](http://www.seamlessbayarea.org/seamless-transit-principles)



### 1) Run all Bay Area transit as one easy-to-use system

Public transit should work as one seamless, connected, and convenient network across the San Francisco Bay Area and beyond. Getting around on transit should be as fast and easy as driving a car. Coordinated bus, rail, and ferry routes and schedules should encourage effortless transfers. Consistent and clear customer information, branding, and maps should make using transit simple and dignified.



### 2) Put riders first

Riders should feel comfortable when using transit and be treated like valued customers. Public transit agencies must do more to listen to riders and continuously improve service. They must prioritize riders' needs above all else, and overcome all operational, political and bureaucratic barriers to provide an excellent and seamless customer experience.



### 3) Make public transit equitable and accessible to all

People of all income levels, ages, abilities, genders, and backgrounds should have access to world-class public transit. People who are the most reliant on transit are best served by a universal, inclusive, regionally integrated, connected system that is used by all. People with limited means to pay for transit should be provided with discounts.



### 4) Align transit prices and passes to be simple, fair, and affordable

Transit should provide good value for money. Fares across the region's 27 public transit agencies must be aligned into a consistent, fair, and affordable system that encourages using transit for all types of trips and doesn't punish riders for transferring. Cost-effective monthly passes should work across the Bay Area and should be widely available to individuals, employers, and schools.



### 5) Connect effortlessly with other sustainable transportation

A person's journey does not end when they get off a bus or exit a station. Excellent pedestrian, bicycle, and other pollution-free transportation options should seamlessly connect public transit to communities and destinations, supporting door-to-door trips that don't require a car.



### 6) Plan communities and transportation together

High quality public transit should be at the heart of communities across the Bay Area. Transportation should be closely aligned with our region's land use, promoting a connected network of transit-oriented, walkable communities that expands access to affordable housing and job opportunities, and reduces car travel and greenhouse gas emissions.



### 7) Prioritize reforms to create a seamless network

A regionally integrated, world-class transit system won't happen on its own -- it will take leadership, unprecedented levels of cooperation, and changes to existing local, regional, and state policies. The cities, counties, public transit agencies, regional authorities, business leaders, advocacy groups and elected representatives of the San Francisco Bay Area and Northern California megaregion must prioritize the broad public interest and urgently work together collaboratively to advance critical reforms. Our future depends on it!

**SUPPORTERS (As of January 2020)**

