

Transportation Revenue Measure

Summer 2023 Engagement Findings

Over summer 2023, staff conducted a series of pop-up workshops at existing community events and an online survey to help inform the expenditure plan for a potential future transportation revenue measure. This outreach happened in coordination with Plan Bay Area 2050+ and Transit 2050+ public engagement.

To inform the expenditure plan, staff conducted a participatory budgeting exercise where the public divvied up 100% of potential new revenues among five possible funding categories, which included:

- **Sustain Transit** Service — Avoid cuts to transit service and protect the mobility options of those who depend on transit to access opportunity.
- **Transform Transit** — Improve the customer experience to attract more riders to transit by making the system safer, simplifying fares, increasing frequency, building dedicated bus lanes and expanding paratransit services.
- **Improve Streets, Roads and Active Transportation** — Fix potholes and improve roadway safety, including building protected bicycle lanes and expanding sidewalks.
- Prepare for **Climate Change Impacts** — Help plan for solutions to protect communities and infrastructure from rising sea levels, including restoring marshlands, building levees, and elevating infrastructure.
- Complete **Priority Projects** — Close funding gaps for voter-approved capital improvements that advance the region’s mobility goals, such as extending rail lines and converting carpool lanes to Express Lanes.

In total, over 500 people participated in the pop-up workshops and more than 2,900 Bay Area residents participated in the survey. The tables below indicate how residents would allocate the funding among the five categories noted above. The data is shown regionwide and by county.

Regionwide	
Improve Streets	24.71%
Transform Transit	24.53%
Sustain Transit	21.97%
Climate Impacts	15.21%
Priority Projects	13.58%

Contra Costa County	
Improve Streets	26.22%
Transform Transit	24.13%
Sustain Transit	20.99%
Climate Impacts	15.07%
Priority Projects	13.60%

Alameda County	
Transform Transit	25.39%
Improve Streets	24.22%
Sustain Transit	22.87%
Climate Impacts	15.06%
Priority Projects	12.46%

Marin County	
Improve Streets	24.66%
Transform Transit	23.63%
Sustain Transit	23.16%
Climate Impacts	15.27%
Priority Projects	13.28%

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Napa County	
Improve Streets	27.83%
Transform Transit	24.03%
Sustain Transit	18.95%
Climate Impacts	16.29%
Priority Projects	12.89%

Santa Clara County	
Improve Streets	25.86%
Transform Transit	23.06%
Sustain Transit	19.68%
Climate Impacts	16.07%
Priority Projects	15.32%

San Francisco City & County	
Transform Transit	27.07%
Sustain Transit	25.47%
Improve Streets	21.17%
Climate Impacts	14.13%
Priority Projects	12.18%

Solano County	
Improve Streets	28.84%
Transform Transit	22.57%
Sustain Transit	18.62%
Priority Projects	15.44%
Climate Impacts	14.53%

San Mateo County	
Improve Streets	26.01%
Transform Transit	25.62%
Sustain Transit	19.54%
Climate Impacts	15.84%
Priority Projects	12.98%

Sonoma County	
Improve Streets	27.44%
Priority Projects	19.39%
Sustain Transit	18.03%
Transform Transit	17.57%
Climate Impacts	17.57%

Other/No Response¹	
Improve Streets	25.44%
Sustain Transit	25.00%
Transform Transit	22.13%
Climate Impacts	13.98%
Priority Projects	13.45%

¹ Participant's county of residence was outside the nine-county region, or they did not indicate a county of residence.

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Comments Received

A few residents also provided additional comments on a potential revenue measure. The comments are listed below.

- Yes, any transit revenue measure should be a parcel tax based and not sales tax or toll. Solano County workers (and other east bay residents) more often shoulder the burden of toll increases because the jobs are over the bridges and at the other end of ferry trips. Employers and/or residents who employ commuters should carry the burden of paying to support the system that gets their employees to work.
- ABAG and other entities are making the cost of living extreme in the Bay Area. Prior funding has been squandered and not kept up with what has been promised or voted for. No new taxes or bond measures should be forced on residents of the North Bay.
- I do not support a bond or revenue measure that will increase my property taxes.
- Please prohibit revenue measure funds from being used for any auto transportation modes, especially capacity expanding projects. No express lanes, raising highways to avoid sea level rise, funding for personal EVs, etc. Only projects that are exclusively transit only or alternative modes only. Anything else will continue to dig us deeper into the climate change hole.
- Transit agencies/operators AND MTC have to recognize the reality of new conditions post-COVID and "right-size" their services to available budgets. Very few, IF ANY, are implementing meaningful cost savings and efficiency measures vs. seeking new funding to continue "Pre-COVID" levels. the oft-referred "death spiral "syndrome is a PR myth; transit ridership vs other modes is an equilibrium balance for travelers based on options. Transit operators should apply the same principle for their service vs. budgets available.
- I will vote NO on any regressive sales tax increase measure. Voters in Santa Clara County have already approved more than enough sales taxes and fee increases.
- A regional funding measure should include requirements for all agencies receiving funding to follow regional standards for fares, service, customer experience. It should also identify a network manager with the mandate and authority to integrate the region's 27 transit systems.
- Don't mix up things like extending rail lines with express lanes. They are totally unrelated, and it biases the survey results. You didn't offer the option of implement congestion charge in downtown San Francisco, Oakland and San Jose and use revenue to fund transit; unfund or cancel highway expansion and Express/Toll lane projects; similarly, you merged bike and pedestrian projects with general road and street improvements. Should separate those to avoid bias that hides the public's real preferences for funding. No more status quo. Give the public a voice for real change in priorities.