

SB 63 Transportation Revenue Measure Update

June 13, 2025

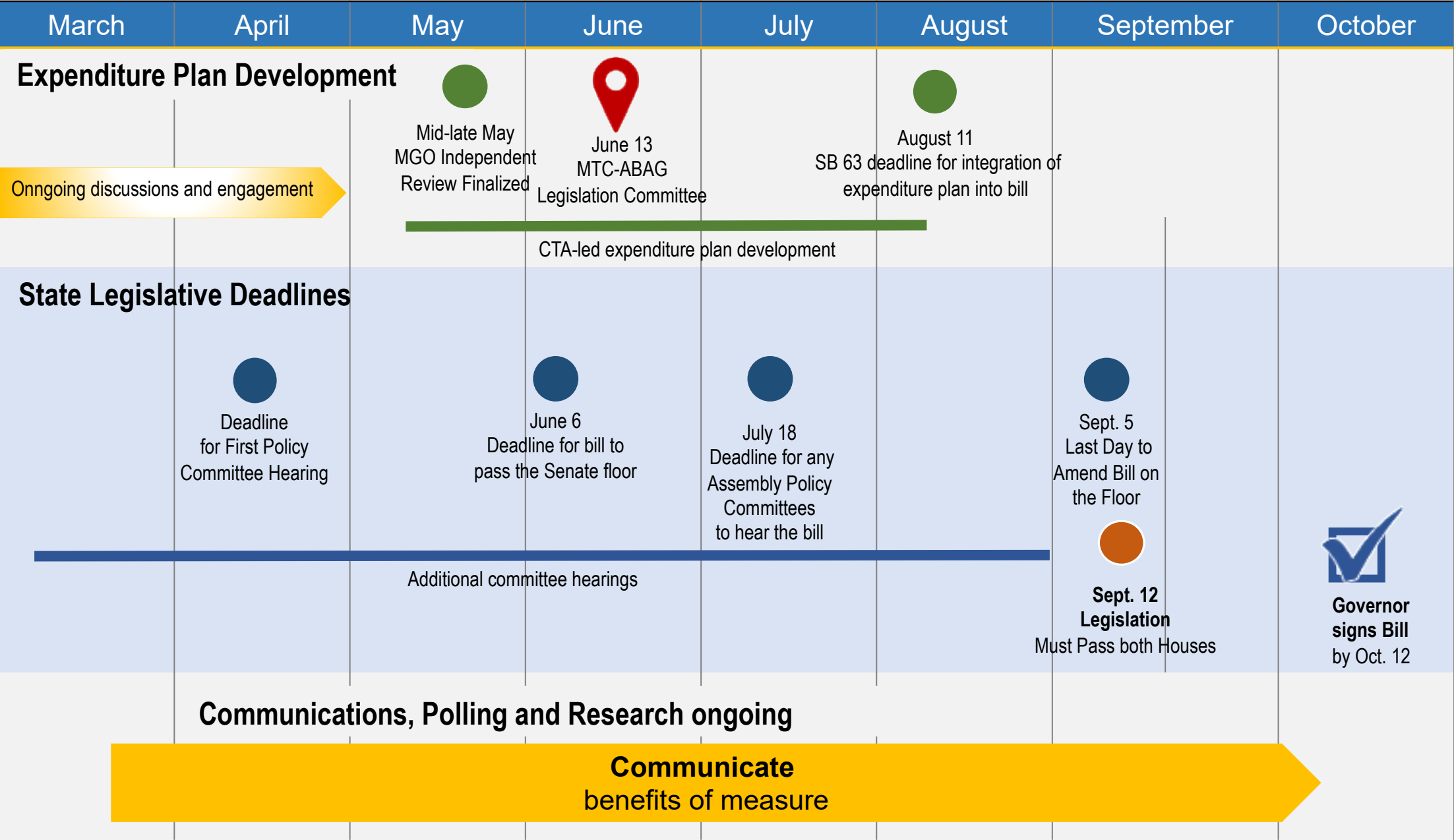
Joint MTC ABAG
Legislation Committee



METROPOLITAN TRANSPORTATION COMMISSION



SB 63 Legislative Timeline



SB 63's Current Provisions

Applies to Alameda, Contra Costa, S.F. with option for San Mateo & Santa Clara to join.

- ▶ 10-15 year duration
- ▶ ½-cent sales tax, but variable rates are under consideration
- ▶ **Up to 10% per year for Transit Transformation to grow ridership**
- ▶ Portion to avert major service cuts on BART, Caltrain, AC Transit, and Muni, plus funding for feeder bus in participating counties
- ▶ Remainder to be used for local transit priorities to be determined by county transportation agencies



Rider-Focused Improvement Considerations

Deliver Tangible Public Benefit

Prioritize improvements that directly enhance the near-term rider experience — like faster, more affordable, and more reliable trips — and support ridership growth.

Maximize Impact within 10% Envelope

Focus on high-return investments that provide meaningful improvements that can be implemented within the scale and timeframe of the measure.

Respond to Rider Priorities

Use public input — including survey data and polling — to guide investment decisions that reflect what Bay Area riders and voters say they value most.

Taxpayer Benefit

Ensure investments provide direct benefits to taxpayers contributing to the measure, consistent with MTC's adopted SB 63 principle of fairness.

Everyone wants the same things:

An overwhelming majority of Bay Area residents think these features are important:

92%	Real-time information on wait times and vehicle locations
91%	More direct service, fewer transfers, and shorter wait times
88%	A regional network that can set fares, align routes and schedules, and standardize information
92%	Easy to use and uniform maps and signage
90%	A single mobile app for planning, schedules, and information
89%	A single set of fares, passes, discounts, and transfer policies
80%	Dedicated travel lanes along key transit routes for buses and carpools

Source: Blue Ribbon Transit Recovery Task Force Public Opinion Poll, April 2021

May 2025 Commission Meeting Draft Rider Improvement Expenditure Plan Proposal

Proposed Expenditures from a \$55 Million Annual Investment

10% of Revenue from a Four County (ALA, CC, SF, SM) ½ Cent Sales Tax Measure*

\$25 million

Delivering More Integrated and Equitable Fares

\$10 million

Facilitating Seamless Transit Navigation for All

\$15 million

Making Transit More Reliable

\$5 million

Ensuring Access for All

What Benefits Do Riders Get From This Investment over a 10-year period?

A more affordable, easier to navigate, faster, and more accessible regional transit system.



Transit Fares

- Funds new free and discounted transfers — estimated to increase daily ridership by 30,000 (\$17M)
- Expands Clipper START to make transit more affordable for an additional ~100,000 riders (\$8M)



Mapping & Wayfinding

- Phased deployment of new maps, bus flags and signage at rail stations, ferry terminals, transit hubs, and bus stops



Transit Priority

- ~ 75+ “hot spot” interventions to get buses out of traffic
- One to two corridor-wide projects like SFMTA’s Geary Rapid project





Accessibility

- Operations support for one-seat paratransit rides
- Mobility management programs at the county level
- First and last mile transit access

*Assumes 10% of measure funding is dedicated to “Transit Transformation.” A three or five county measure would provide a different funding level, requiring adjustments to program budget.

Transit Fares: \$25 Million/Year (Not Scalable)

Investment	Rider Benefit	Taxpayer Benefit
Free & Reduced Cost Transfers – \$17 million Fully fund new policy to waive transfers from bus to bus and lower the cost of transferring from a bus to BART, Caltrain or a ferry by \$2.85.	 30,000 riders/day \$1,500 savings/year per rider*	91 – 98% of all Bay Area transfers involve transit agencies serving the three – five counties considering participating in the regional transportation revenue measure.
Grow Clipper START – \$8 million Fund regional cost of increasing by 100,000 the number of Bay Area riders served by Clipper START, which offers a 50% means-based discount to Bay Area adults who aren't eligible for similar discounts for youth and seniors.	 affordability for 100,000 transit riders 64% users report taking more transit	94 – 99% of Clipper START usage is on transit agencies serving the three – five counties. 420k – 650k adults live in the three – five counties in households earning <200% of the federal poverty line.



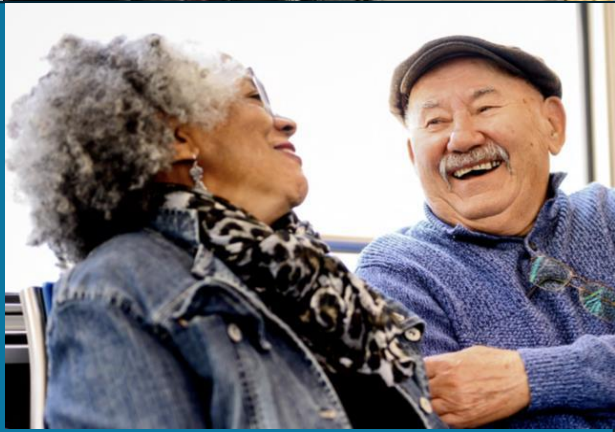
*An average rider who transfers between bus and rail or ferry on both ends of a trip would save \$5.70 per day.

Accessibility: \$5 Million/Year (4-County)





Investment	Rider Benefit	Taxpayer Benefit
<p>Accessibility upgrades – \$5 million</p> <p>Improved paratransit services and enhanced access to fixed-route transit. Examples:</p> <ul style="list-style-type: none">• Uniform paratransit eligibility (\$100k-\$300k)• Initiate one-seat rides across paratransit service boundaries (\$100k-\$1M)• First/last mile improvements	<p>990,000</p> <p>seniors and people with disabilities live in Alameda, Contra Costa, San Francisco and San Mateo counties</p>	<p>100%</p> <p>return to source for projects in participating counties; MTC to coordinate with CTAs and partners in coordinated plans on expenditure priorities.</p>



Improve mobility and access to services for older adults and people with disabilities to give more Bay Area residents freedom to get around the region independently.



Transit Priority: \$15 Million/Year (4-County)

Investment	Rider Benefit	Taxpayer Benefit
Hot Spot Treatments – \$7.5 million 10-year, 4-county outcome: ~75 “hot spot” treatments including transit signal priority, upgrading bus stops placements and design, and street improvements like bus bulbs.*	 Cut delay by up to 30%  Up to 15% improved reliability	100% return to source for projects in participating counties. Projects selected in coordination with CTAs and bus operators.
Corridor Investments – \$7.5 million 10-year, 4-county outcome: 7-15 miles of corridor wide improvements such as SFMTA’s Geary Rapid Project.*	 Cut delay by up to 40%  Up to 25% improved reliability	100% return to source. Projects selected in coordination with CTAs and bus operators.



*Estimate assumes \$1 million/hot spot (though costs can be significantly lower) and corridor wide investments cost \$3.5 - \$7.5 million/mile, though costs can range significantly lower or higher.

Mapping & Wayfinding: \$10 Million/Year (4-County)

Investment

Information upgrades – \$10 million

10-year, 4-county outcome: Complete 75% of countywide transit mapping & wayfinding upgrades in the four counties of Alameda, Contra Costa, San Francisco and San Mateo.

This includes regionally harmonized maps and signage at 4-5 intermodal stations, 5-6 stations and 1,400-1,500 bus stops per year.

Rider Benefit

92%

Bay Area residents want easy to use and uniform mapping and signage

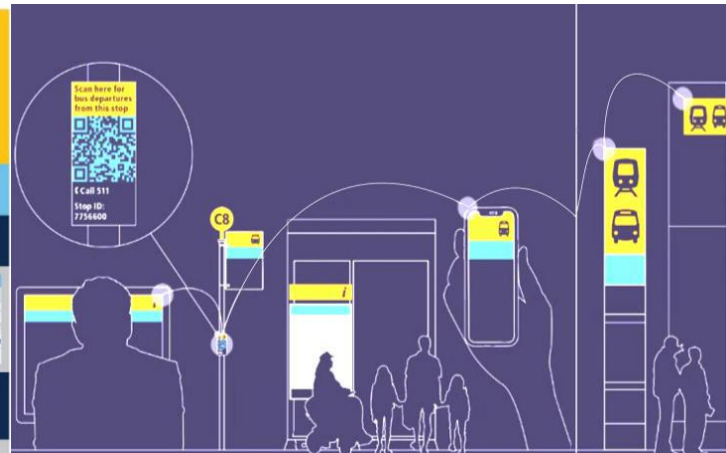
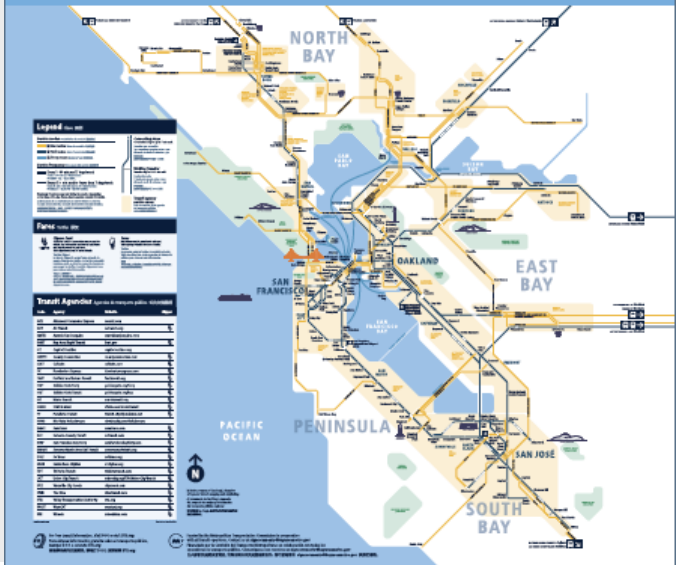
Taxpayer Benefit

100%

return to source for projects in participating counties; MTC to coordinate with CTAs and operators to prioritize installations.

Regional Transit Connections

Conexiones de transporte público regional 區域交通連接



Whether residents are traveling by bus, rail or ferry, they use signs to navigate the experience.

Considerations for Discussion

- Staff's draft recommendation is for the Commission to endorse dedicating an amount equal to 10% of a ½ cent sales tax per participating county to rider-focused improvements.
- Given some partners are advocating for a smaller amount, the Commission could identify priorities with respect to specific outcomes, like fully funding transfer discounts and/or doubling Clipper START capacity. This approach keeps the focus on impact while retaining the Commission's ability be nimble during fast-moving negotiations.
- Fare-focused programs can significantly improve affordability and ridership with a modest regional investment; Transit agency partners recommend regional measure also fund implementation costs for individual operators.
- Voter polling shows strong support for improvements benefitting for seniors and individuals with disabilities.
- Without new measure funds for mapping and wayfinding improvements or bus reliability upgrades, costs will likely fall to individual transit operators or counties.