

Metropolitan Transportation Commission

December 17, 2025

Agenda Item 12b - 26-0041

Senate Bill 63 Transportation Revenue Measure Update

Subject:

Recap of legislation, implementation activities to date, polling results and next steps

Background:

After years of discussion and analysis, followed by intensive negotiations at the regional and state levels, in 2025 the Legislature enacted Senate Bill 63 (Wiener/Arreguín), authorizing a new transportation revenue measure for placement on the November 2026 ballot to: 1) prevent major transit service cuts on BART, Muni, Caltrain, and AC Transit due to budget deficits cumulatively exceeding \$800 million/year starting in fiscal year 2026-27¹; 2) fund improvements to the transit rider experience; and 3) fund other county priorities (limited to public transit capital or operating improvements and targeted local road repairs on roads served by fixed-route [i.e., scheduled] transit). The legislation authorized the measure to be funded by a 14-year sales tax at a rate of 0.5% in Alameda, Contra Costa, San Mateo, and Santa Clara counties and a rate of 1% in the City and County of San Francisco. SB 63 authorizes the measure to be placed on the ballot in a single election – November 3, 2026 – by either the Public Transit Revenue Measure District (District) (established by the bill and governed by the MTC board) or via a citizen’s initiative.

Expenditure Plan

The bill includes an expenditure plan which details the share of funds to be provided to transit operators providing service in the five counties, to county transportation agencies, and to MTC for specific rider-focused transit improvements prioritized in the [Bay Area Transit Transformation Action Plan](#) (specifically, fare affordability programs — Clipper® START and free and discounted transfers — accessibility improvements, and mapping and wayfinding and transit priority). Attachment A includes an estimate of the funding that would be provided to each agency (and for what purpose) in FY 2027-28, net of state administrative costs. Note that these amounts do not take into consideration estimated one-time costs that MTC and the District will incur in the event of a successful ballot measure, including the incremental election-related costs incurred by each of the counties which must be reimbursed per SB 63.

Transit Operating Funding Approximately 60 percent of the measure is dedicated to transit operating funding for BART, Muni, Caltrain, AC Transit, San Francisco Bay Ferry and other small transit agencies providing service in the District to help keep buses, trains and ferries moving.² Operating funding supports the day-to-day operations of public transit, encompassing salaries/wages and benefits of the transit workforce, including staff who operate the vehicles, clean and maintain the vehicles, bus stops and stations, as well as safety and security staff, among other key functions. Safety and maintenance (including cleaning) comprises a significant portion of transit agency operating budgets. For example, AC Transit’s operating budget in FY 2025-26 includes approximately \$130 million for maintenance and safety-related expenses (including wages and benefits, about 20% of their operating budget). BART’s \$1 billion annual FY 2025-26 operating budget similarly directs almost 50% (over \$500 million) towards safety, cleaning, and maintenance. Of this total, over \$300 million is allocated to the departments responsible for maintenance of rail cars and infrastructure, a further \$60 million is allocated to cleaning of stations and rail cars, and \$139 million is allocated toward public safety and quality of life.

Flexible County-Based Funding About one-third of SB 63 funding is guaranteed to Alameda County Transportation Commission (ACTC), Contra Costa Transportation Authority (CCTA), San Mateo County Transit District (SamTrans) and Santa Clara Valley Transportation Authority (VTA) for county priorities related to transit capital, transit operations, or “road repavement” (i.e., road repair including pothole repairs, repaving, and major rehabilitation) on roads served by regular, “fixed-route transit.” With respect to VTA and SamTrans — which are the recipients of this flexible funding and also *operate* transit service — budget forecasts prepared by the agencies indicate that both anticipate operating deficits within the timeframe of the measure so it seems likely that some portion of their allocation could be used to fund transit operations.

According to a May 2025 SamTrans Board presentation, the agency forecasts a deficit of \$9.7 million beginning in FY 2027³. Similarly, VTA is forecasting an operating deficit of \$15 million in FY 2027 and growing sizably thereafter. A June 2025 presentation to the VTA Board includes a \$15 million deficit forecast in FY 2027 after various cost saving measures are incorporated.⁴ Additionally, both VTA and SamTrans have significant transit capital needs, including but not

limited to, zero emission bus procurement and related infrastructure improvements, paratransit fleet procurement, state of good repair, transit priority, bus stop enhancements and safety and security improvements.⁵

Local Street and Road Repairs With respect to local streets and roads, MTC tracks pavement conditions in every Bay Area jurisdiction using Streetsaver®, a software that uses an index known as the Pavement Condition Index (PCI), measured on a scale of 0 to 100 (where 100 means a newly paved road). PCI is calculated by analyzing the type, severity, and quantity of pavement distresses, such as cracking, potholes, and rutting, from a 0 to 100 scale where 100 is excellent, and a score of 60 or below marks a need for major rehabilitation.

On average, the Bay Area scores 67 out of a possible 100 points for pavement conditions, considered “fair.” The average PCI for the four counties eligible to receive funding from SB 63 for local road repairs is shown below, along with total city and county lanes miles.

Pavement Condition by County (2024 Pavement Condition Report)

County	PCI (3-year moving average for cities and county)	Total lanes miles
Alameda	68	8,358
Contra Costa	69	7,128
San Mateo	70	3,927
Santa Clara	73	10,219

Note that there is significant variability within each county; despite having a countywide score of 70, three jurisdictions within San Mateo have roads considered “at risk.” Likewise, despite a countywide score of 73, four local jurisdictions in Santa Clara County have roads considered “fair.” The 2024 Pavement Condition Report, which details the PCI score (a three-year moving average) for each Bay Area city and county can be found at this link:

https://mtc.ca.gov/sites/default/files/documents/2025-11/%20PCI_table_2024_data_11-10-2025.pdf?cb=fe3656e8

Expenditure Plan Structure The expenditure plan in SB 63 lists the percentage of the measure's revenue to be provided to each recipient based on the portion of the tax that is generated in each of the five counties. This approach provides voters and the public at large with clarity about how sales tax revenue generated in each participating county will be spent. Some recipients receive funds directly via a transfer of funds from the District (ACTC, CCTA, SamTrans and VTA), with no conditions. For all others, the funds are transferred to MTC, and then MTC allocates the funds in accordance with the SB 63 expenditure plan in accordance with transit agency accountability provisions, such as financial efficiency requirements and maintenance of effort, as described below.

SB 63 Accountability Provisions

The bill includes provisions aimed at ensuring accountability to taxpayers, transit riders, and local government partners through various mechanisms, including:

- **Independent Oversight Committees.** The bill establishes two oversight committees: One is comprised of one or two representatives for each county, as appointed by the board of supervisors and will operate for the 14-year duration of the measure to ensure that expenditures are consistent with SB 63 and the ballot measure. The other is appointed by MTC and will oversee a two-phase Financial Efficiency Review. It is comprised of independent experts, transit agency board members and an MTC Commissioner (either the chair or their designee).
- **Financial efficiency requirements:** BART, Muni, Caltrain, and AC Transit must undergo a two-phase third-party financial efficiency review overseen by an independent Oversight Committee, as noted above. Phase One of study will be completed by summer 2026 and requires identification of cost savings measures implemented since January 2020, early action strategies to assist operators in delivering enhanced service and customer experience with existing resources, and an inventory of real property holdings and redevelopment opportunities. Phase Two is more complex and is expected to be completed in spring 2028. It requires a menu of cost-saving measures that, if implemented, would reduce one-time and ongoing costs and a comprehensive assessment

of development and financing strategies to maximize the value of each operator's real property assets.

- **Maintenance of effort:** SB 63 requires that BART, Muni, Caltrain, AC Transit, Golden Gate Transit, SF Bay Ferry and small bus operators serving Alameda and Contra Costa counties maintain existing levels of operations funding so that transit service can be sustained or improved to the greatest extent possible and that the Commission verify operator compliance before allocating funds. This provision allows for exceptions under specified circumstances, such as funds being needed for "state of good repair" purposes, subject to Commission approval.

- **Enhanced County-Level Transit Agency Accountability**

SB 63 empowers counties in the geography of the District with specific financial remedies to help ensure the transit service provided by BART, Muni, Caltrain and AC Transit in their county is fair, relative to that provided in other counties. Specifically, starting two years after voter approval of the tax, a county transportation agency or board of supervisors may petition to establish an ad-hoc adjudication committee comprised of no more than two MTC commissioners from each applicable county if they find that the transit agency is not applying standards, policies and commitments related to key operational and maintenance issues (such as service levels, fare policy, cleanliness, maintenance, access, and safety) consistently across counties or if such standards, policies or commitments disproportionately disadvantage service or state of good repair in a county without compelling justification. The committee would be composed solely of Commissioners from counties contributing revenue measure funds to the transit agency under review. Its determinations are binding and may result in withholding up to 7 percent of the transit agency's funds. The process includes an initial 3.5 percent withholding with a 90-day period for corrective action; if the issue is not resolved, an additional 3.5 percent may be withheld. Ad hoc adjudication committees can be initiated starting two years after a measure is approved.

Near Term SB 63 Implementation

As noted earlier, in addition to authorizing a ballot measure, SB 63 establishes a new Public Transit Revenue Measure District, a new special district with the same governing board as MTC, with the authority to place the measure on the November 2026 ballot and, in the event of passage, responsibility for administering the funds in accordance with the bill's expenditure plan. Similar to the Bay Area Housing Finance Authority, the bill provides that the district shall be staffed by the existing staff of MTC or any successor agency, with the understanding that additional staff may be needed to administer certain requirements. The District maintains core responsibilities with respect to a potential measure, whether it is placed on the ballot directly or via citizen initiative, including responsibility for designating the District Elections Official to perform the duties required for purposes of an initiative and, with respect to the District's counsel, writing the measure's impartial analysis. If the measure is enacted by voters, the District is also responsible for:

- Standing up an oversight committee to oversee the District's use of measure funds. This oversight committee is comprised of one or two representatives from each county, as appointed by the county boards of supervisors.
- Allocating funds to the California Department of Tax and Fee Administration to offset costs incurred from administering the new tax.
- Allocating funds to cover its administrative costs and those of MTC, including, but not limited to, election cost reimbursements and costs associated with the Financial Efficiency Review of transit agencies.
- Transferring funds to MTC for allocation to transit operators for transit operating purposes and for administrative costs (capped at 0.22% of estimated net revenue)⁶.
- Transferring funds to the county transportation agencies (ACTC, CCTA, SamTrans and VTA) for local transportation priorities, as described on page 2.

The bill also includes a number of requirements applicable to MTC that commence in advance of a ballot measure. Specifically, the bill requires MTC to:

- Submit to the Legislature a transit ridership study detailing the impact of all of the projects in the most recent long-range plan by March 31, 2026. This work is on track and will be based on Plan Bay Area 2050+.
- Convene a Financial Efficiency Study Oversight Committee to oversee a two-phase Financial Efficiency Study of BART, Muni, Caltrain, and AC Transit. Staff have received the representatives for the transit agencies and the Department of Finance and expect to bring a recommendation for the four independent experts to the Commission early next year.
- Procure a consultant to conduct Phase 1 of the Financial Efficiency Study for submittal to the Oversight Committee by April 1, 2025. The Administration Committee approved a contract with Nelson Nygard Consulting Inc. for this work on December 10.

Polling Results

In October 2025, EMC Research, Inc. (EMC) conducted a poll of 2,800 Bay Area voters in the five SB 63 counties to test support and overall attitudes regarding a potential transit revenue measure. EMC interviewed 500 likely voters in Alameda, Contra Costa, San Mateo, and Santa Clara Counties and 800 interviews in San Francisco with an even split sample (400 interviews per split) to test any impact that a potential San Francisco parcel tax for transportation might have on voter support for a potential regional transit sales tax measure. All interviews were conducted in Chinese, English, and Spanish. The resulting regional margin of error on the survey data is plus or minus 2.3 percent, and the county-level margin of error is plus or minus 4.4 percent for those where 500 interviews were conducted and 4.9 percent for the 400 interviews in each San Francisco split. The poll was conducted from October 6 to 21, 2025.

The poll found that 56 percent of voters across the five counties (adjusted to reflect the proportion of the electorate in each county) supported the measure after hearing the ballot question without any additional information. This rose to 59 percent after receiving additional details about the intended outcomes of the measure and fell to 54 percent after hearing a negative argument against the measure. The complete presentation provided to the Joint MTC ABAG Legislation Committee in November is located at this link

https://mtc.ca.gov/sites/default/files/meetings/attachments/6442/3aiv_25_1340_PowerPoint_Draf

[t Attachment D EMC Updated 2025 11 06.pdf?cb=070c473d](#). Staff will present a highlight of the findings at your meeting (included as Attachment B) and a representative from EMC Research, Inc. will be present to answer questions.

Next Steps

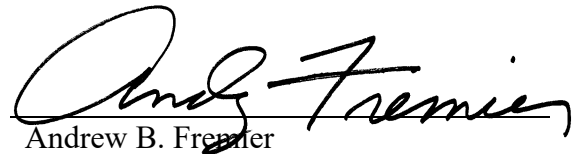
On January 7, the first meeting of the Public Transit Revenue Measure District will be held to adopt its procedures and consider whether to proceed towards placement of a measure on the November 2026 ballot pursuant to SB 63.

Recommendations:

Information Only.

Attachments:

- Attachment A: Expenditure plan summary based on FY 2028 amounts
- Attachment B: Presentation



Andrew B. Fremier

¹ MTC's Short-Term Financial Plan details the financial challenges facing these agencies and the potential service cuts that would result in the absence of supplemental funding. https://mtc.ca.gov/sites/default/files/meetings/attachments/5849/11a_23_1446_Attachment_A_Regional_Short_Term_Transit_Financial_Plan_7.pdf. MTC hired a third-party independent consultant to review the financial condition of these four operators, which can be found here: <https://mtc.ca.gov/digital-library/5059767-4a-25-0825-2-attachment-mgo-mtc-final-report-updated-may-30>

² SB 63 also provides a modest amount of annual transit operating funding to Golden Gate Transit and to Alameda County Transportation Commission (ACTC) and Contra Costa County Transportation Authority (CCTA) to apportion to the following operators small bus operators in those counties: Livermore Amador Valley Transit Authority (known as Wheels), Union City Transit, Central Contra Costa Transit Authority (County Connection) the Western Contra Costa Transit Authority (WestCat), the Eastern Contra Costa Transit Authority (TriDelta). Amounts

for each of the small bus agencies. ACTC and CCTA each receive dedicated annual amounts for small bus operations and determine the apportionment of funding among the agencies.

³ May 7 SamTrans board meeting, Agenda Item 8b, p. 347 of this board packet:

<https://www.samtrans.com/media/35204/download>

⁴ The June 5 VTA Board Meeting budget presentation can be found at this link:

<https://santaclaravta.iqm2.com/Citizens/FileOpen.aspx?Type=4&ID=13645&MeetingID=4413>

⁵ VTA's Strategic Capital Investment Plan for FY 2022-41 can be found at this link: <https://www.vta.org/strategic-capital-investment-plan#docaccess-c69ad177f1ddb09f4fcd03a2a1238fbcddd9b90cd99dca2a7b6254a3418489b4>

SamTrans' Capital Improvement Plan can be found here: <https://www.samtrans.com/media/35358/download?inline>

⁶ SB 63 allocates approximately 0.22% of revenue to MTC for administrative purposes based on the revenue forecast prepared by HDL. This is based on the expenditure plan's allocating 0.25% to MTC administration from the revenue generated in the counties of Alameda, Contra Costa, San Mateo and Santa Clara and 0.13% from the revenue generated in San Francisco (adjusted to account for SF's higher 1% total tax rate).

Senate Bill 63, Connect Bay Area Expenditure Plan*(Dollars in millions)*

Purpose	Fiscal Year 2028 Estimate*
BART operations	\$310
Santa Clara Valley Transportation Authority (VTA) (eligible for transit capital, operating and repaving streets with bus routes)	\$245
San Francisco Muni operations	\$155
Caltrain operations	\$70
AC Transit operations	\$50
SamTrans (eligible for transit capital, operating and repaving streets with bus routes)	\$45
Transit rider-focused improvement programs	\$45
Contra Costa Transportation Authority (CCTA) (eligible for transit capital, operating and repaving streets with bus routes)	\$25
Small East Bay and San Francisco transit operations (County Connection, Golden Gate Transit/Ferry, Livermore Amador Valley Transit Authority (LAVTA), TriDelta Transit, Union City Transit, WestCat)	\$20
Alameda County Transportation Commission (ACTC) (eligible for transit capital, operating and repaving streets with bus routes)	\$10
San Francisco Bay Ferry	\$6
Public Transit Revenue Measure Administration	\$2
Total	\$975

Source: MTC analysis of an October 2025 assessment of projected net revenues by HDL Companies.

Amounts greater than or equal to \$20 million are rounded to the nearest \$5 million. Amounts less than \$20 million are rounded to the nearest million. Totals may not sum due to rounding.



Connect Bay Area Act (SB 63) Overview & Next Steps

December 17, 2025



METROPOLITAN
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SB 63 Overview

- ▶ Authorizes a November 2026 ballot measure in counties of Alameda, Contra Costa, San Mateo, San Francisco and Santa Clara counties to prevent major service cuts on BART, Caltrain, SF Muni and AC Transit.
- ▶ Revenue Mechanism: 14-year sales tax, generating approximately \$980 million/year
 - ▶ Alameda, Contra Costa, San Mateo and Santa Clara: **0.5% rate**
 - ▶ San Francisco: **1% rate**

Also provides:

- **Flexible transit operating and capital funding**, plus targeted road repair funds in Alameda, Contra Costa, San Mateo and Santa Clara counties.
- **Funding to improve the transit rider experience** (e.g., Clipper START, free and discounted transfers, accessibility improvements, mapping & wayfinding and transit priority).

Preventing Major Transit Service Cuts

- ▶ BART, Muni, Caltrain and AC Transit collectively face an annual operating deficit of more than \$800 million in FY 2026-27 and growing thereafter.
- ▶ **These four operators receive 60% of annual funding in measure and 95% of the dedicated transit operating funding in expenditure plan.** Measure is not expected to fully close deficit for BART or Muni, necessitating further cost savings by operators.

Agency	SB 63 Measure Annual Amount in millions*
	(Based on FY 2027-28 forecast)
BART	\$310
Muni	\$155
Caltrain	\$70
AC Transit	\$50

* Note: Amounts shown do not reflect one-time costs of unknown amounts that are anticipated to be incurred by MTC and new Public Transit Revenue Measure District in event of passage, including election-related costs.

Funding for Local County Priorities

- ▶ Flexible funding for counties may be spent on public transit (operations or capital purposes) and/or local road repair on roads served by “fixed route transit.”
- ▶ County funding levels are based on each county’s tax proceeds remaining after contributing to transit operations in accord with the SB 63 expenditure plan.
- ▶ San Francisco receives no flex funding as all of its revenue goes to transit operations serving San Francisco, after required set-asides for admin. and rider-focused improvements.

Agency	SB 63 Measure Annual Amount in millions*
	(Based on FY 2027-28 forecast)
Santa Clara Valley Transportation Authority	\$245
SamTrans	\$45
Contra Costa Transportation Authority	\$25
Alameda County Transportation Commission	\$10

* Note: Amounts shown do not reflect one-time costs of unknown amounts that are anticipated to be incurred by MTC and new Public Transit Revenue Measure District in event of passage, including election-related costs.



Rider-Focused Improvements

The final SB 63 expenditure plan includes approximately \$45 million/year spending plan for rider-focused improvements to make transit more affordable, accessible and easier to use, as follows:



Fare programs (\$25 million)

- Fund free and reduced-cost transfers, which can save multi-agency commuters \$1,500/year. Projected to increase ridership by 30,000 daily trips.
- Double the capacity of the Clipper START discount program to make transit more affordable for an additional 100,000 low-income riders.

Accessibility (\$10 million)

- Investments in accessibility, such as streamlined paratransit eligibility and cross-jurisdictional paratransit, will improve mobility for older adults and people with disabilities.



Transit Priority and Customer Navigation (\$10 million)

- Mapping and wayfinding upgrades at intermodal hubs and strategic transit priority investments will make it easier to navigate the system and improve bus speed and reliability on significant corridors.

East Bay Local Bus Service, Bus Service to North Bay & Ferry

SB 63 Measure Annual Amount in millions*

(Based on FY 2027-28 forecast)

Agency

Alameda County small bus (Union City and LAVTA)	\$5
Contra Costa County small bus** (County Connection, WestCat, Tri-Delta Transit)	\$15
Golden Gate Transit	\$1
San Francisco Bay Ferry	\$6

- Note: Amounts shown do not reflect one-time costs of unknown amounts that are anticipated to be incurred by MTC and new Public Transit Revenue Measure District in event of passage, including election-related costs.
- **Funding is allocated to Alameda County Transportation agency and Contra Costa Transportation agency for them to determine allocation among small bus agencies.



SB 63 provides funding to smaller transit agencies that provide local bus service in the East Bay, feeder service to BART, access to SF from the North Bay and ferry and express bus options in the high-traffic Bay Bridge corridor.



MTC Responsibilities

Allocating Funding to Transit Agencies & Rider-Focused Programs

- ▶ To specified transit agencies: AC Transit, BART, Caltrain, SF Muni, SF Bay Ferry, Golden Gate Transit.
- ▶ To Alameda County Transportation Commission and Contra Costa Transportation Authority for them to allocate funds to small bus operators in their counties.
- ▶ To rider-focused improvements – Clipper START, free/reduced transfers, accessibility, transit priority & mapping and wayfinding.

Ridership Study

- ▶ Forecast of ridership impact on AC Transit, Caltrain, BART and SF Muni from planned projects and strategies in adopted long-range plan (Plan Bay Area 2050+) – due March 31, 2026.

Financial Efficiency Review

- ▶ Phase 1 – Spring/Summer 2026
- ▶ Phase 2 – Post-election – due approximately April 2028

Operator Oversight

- ▶ Ongoing, as condition of allocating funds



Applies to AC Transit,
BART, SF Muni and
Caltrain

Must be approved by
Oversight Committee
established by MTC

Financial Efficiency Study: Phase 1

Phase 1 Scope:

- ▶ Cost-saving measures taken by operators since 2020
- ▶ Near-term opportunities for increasing or improving service and enhancing the customer experience within existing resources.
- ▶ Operators' real property assets and identification of potential redevelopment opportunities, with an emphasis on housing, commercial and mixed-used projects that can support ridership growth and generate long term value.

Phase 1: 2026 Milestones

Jan 2026
**Oversight
Committee
members
identified**

Jan/Feb 2025
**Oversight
Committee Convened**

Membership:

MTC chair/designee, operator board member (chair/designee), four independent experts, ex-officio reps (California State Transportation Agency & Department of Finance)

Apr 1, 2026
**Consultant must
complete Phase One
analysis**

- Consultant delivers findings
- Oversight Committee reviews draft, directs revisions, and adopts final report
- Commission transmits final Phase One report to the four operators, legislature, CalSTA and the five participating county transportation entities. No specific deadline for this.

Jul 1, 2026
**Operators commit to
Phase One strategies**

- Each operator identifies strategies it will implement
- Adoption as formal policy or budget actions



Phase 2: 2027 to Early 2028

June – Dec 2026 Phase Two Scope & Procurement

- Develop Phase Two scope based on Phase 1 findings
- Consultant procurement finalized by end of 2026 (assuming full RFP process)

Jan 2027 – April 2028 Phase Two Review

- Consultant conducts Phase Two analysis
- Deliverables include:
 - Menu of cost-saving measures (administrative, operating, capital)
 - Regional development & financing strategy (property redevelopment opportunities)
 - Oversight Committee reviews, directs revisions, and adopts final Phase Two report

Oversight of Transit Agencies

Applicable to BART, Muni, AC Transit and Caltrain

- ▶ **Cost Saving Measures Must Be Implemented**

To receive measure funds, each agency must verify to MTC that they comply with their Phase 2 implementation plan cost saving measures.

- ▶ **County-Initiated Oversight**

County Transportation Agencies or Board of Supervisors can vote after two years to initiate an ad-hoc committee of MTC Commissioners to review and potentially withhold up to 7% of an operators' funds if standards (including safety and cleanliness) are not being met in that county.

Applicable to all transit agencies funded in measure

- ▶ **Transit Operations Maintenance of Effort Required**

Operators required to maintain their expected level of funding for transit operations and not supplant any existing sources of operating funding

- ▶ Exceptions allowed under certain circumstances, subject to MTC approval.

Connect Bay Area Act 2026 Timeline

December 2025	Jan. 1, 2026	Jan/Feb	March 31	April 1	July 1
Consultant hired by MTC to conduct Phase 1 of Financial Efficiency Review of BART, AC Transit, Caltrain and Muni	SB 63 takes effect	Financial Efficiency Review Oversight Committee appointed and convened by MTC	Ridership impact study of Plan Bay Area projects, with focus on rail connectivity submitted to Legislature by MTC.	Deadline for consultant to complete Phase 1 of Review	• Deadline for operators to identify and adopt “early action” strategies under Phase 1 • District to perform its election-related responsibilities, including drafting ballot question and impartial analysis.

Connect Bay Area Act 2026–2027

Timeline

August	September	October	November	April 2027	July 2027
County boards of supervisors must take action to place measure on ballot by August 7.	MTC/District's role providing public information continues	MTC/District's role providing public information continues	Election day held Nov. 3	If measure approved, tax collection begins	If measure approved, first disbursement of funds anticipated



Informing the Public

As a government agency, MTC is committed to providing impartial, factual information to voters.

Planned informational materials include:

- Overview fact sheet
- Frequently Asked Questions (FAQ)
- Revenue forecast and expenditure plan summary
- Operator-specific fact sheets
- County-specific fact sheets
- Accountability provisions fact sheet
- Rider-focused improvements fact sheet
- Maps
- Educational video(s)





Informing the Public About SB 63

- MTC anticipates playing our usual coordinating role on regional transit communications related to SB 63 with other Bay Area transportation agencies.
- In addition to developing the materials referenced previously, MTC will aim to be responsive to requests for factual information.
- Information will be posted on MTC's website.



**METROPOLITAN
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**Bay Area Regional Transportation Measure
Voter Survey Report**

Metropolitan Transportation Commission

November 2025

Survey Methodology

- ▶ Multi-modal (live telephone/web) survey of Likely November 2026 voters, conducted October 6 – 21, 2025
- ▶ 2,800 total responses, overall margin of error ± 2.3 , weighted to be representative of the 5-county area
 - Alameda County (n = 500)
 - Contra Costa County (n = 500)
 - San Francisco County (n = 800, includes a 50/50 split-sample)
 - San Mateo County (n = 500)
 - Santa Clara County (n = 500)
- ▶ Offered in English, Spanish and Chinese
- ▶ Where applicable, results compared to prior EMC polling on behalf of MTC

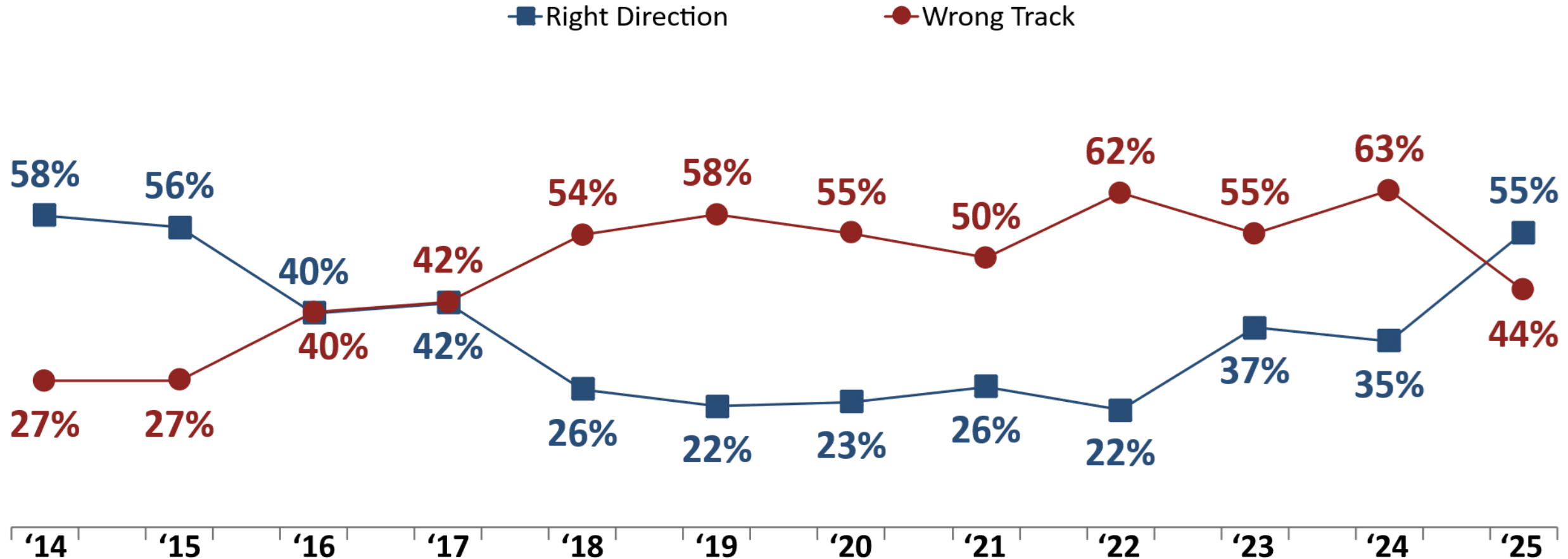
Please note that due to rounding, some percentages may not add up to exactly 100%.

Key Findings of October 2025 Poll

- ▶ Overall **optimism** in the Bay Area has improved.
- ▶ Ratings of the local **public transit** system have **improved** as well, and more rate it important today compared to two years ago.
- ▶ Intended outcomes of a potential regional transportation sales tax are considered important, and many are passionate about the need for **maintaining reliable transit service**.
- ▶ Support for a measure is **above a majority**, even when San Francisco voters are told about a potential second transit measure.
- ▶ Concerns about the cost of, living, taxes and trust in government hold support for a measure **well below two-thirds**.

Direction of the Bay Area

Overall optimism in the Bay Area is up.

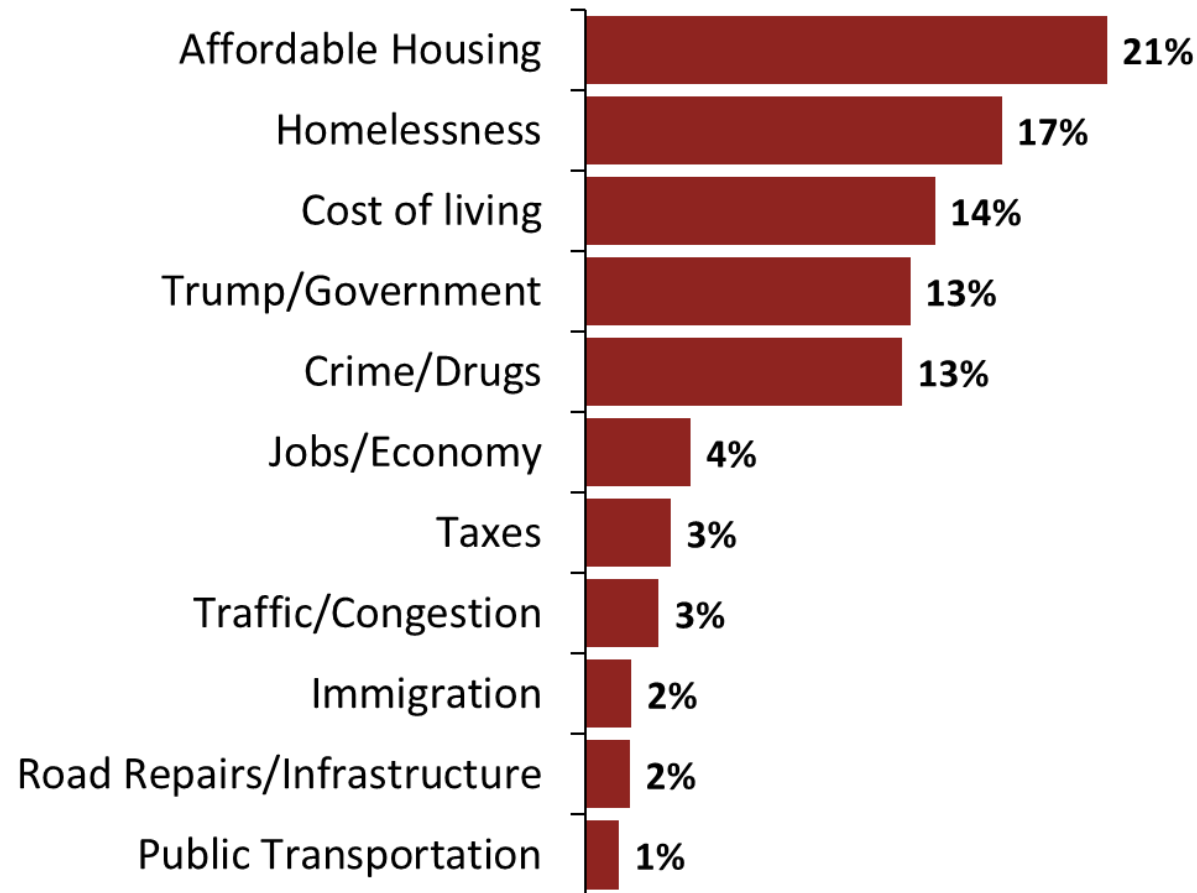


Q3. Do you feel that things in the Bay Area are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track? (Note: data reflects the 5-county survey area only)

Most Important Problem

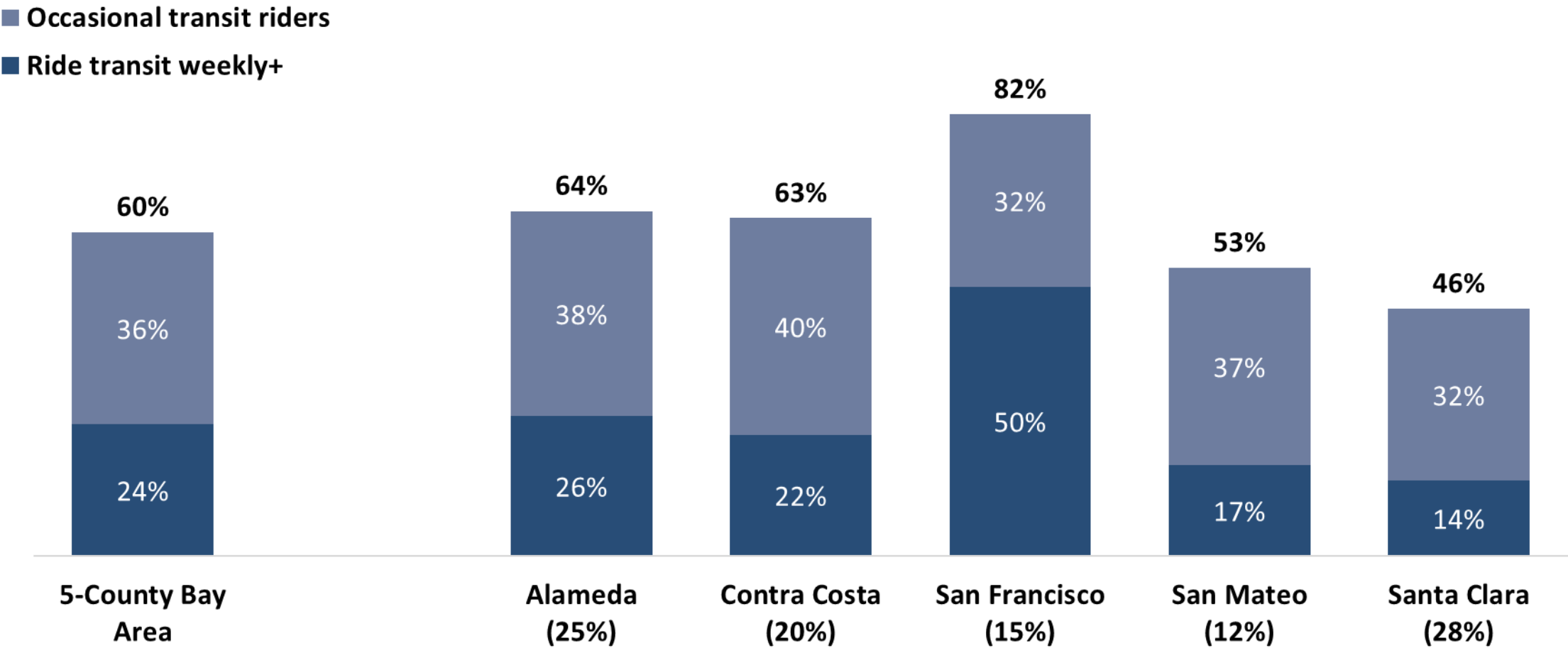
Affordability issues, homelessness, and crime have been the most prominent top-of-mind concerns for several years, while concerns about Trump have been rising. Roads, transportation, and traffic have consistently been a lower-tier concern.

What do you think is the most important problem facing the Bay Area today? (open-ended question)



Transit Ridership (Self-Reported)

Transit Ridership

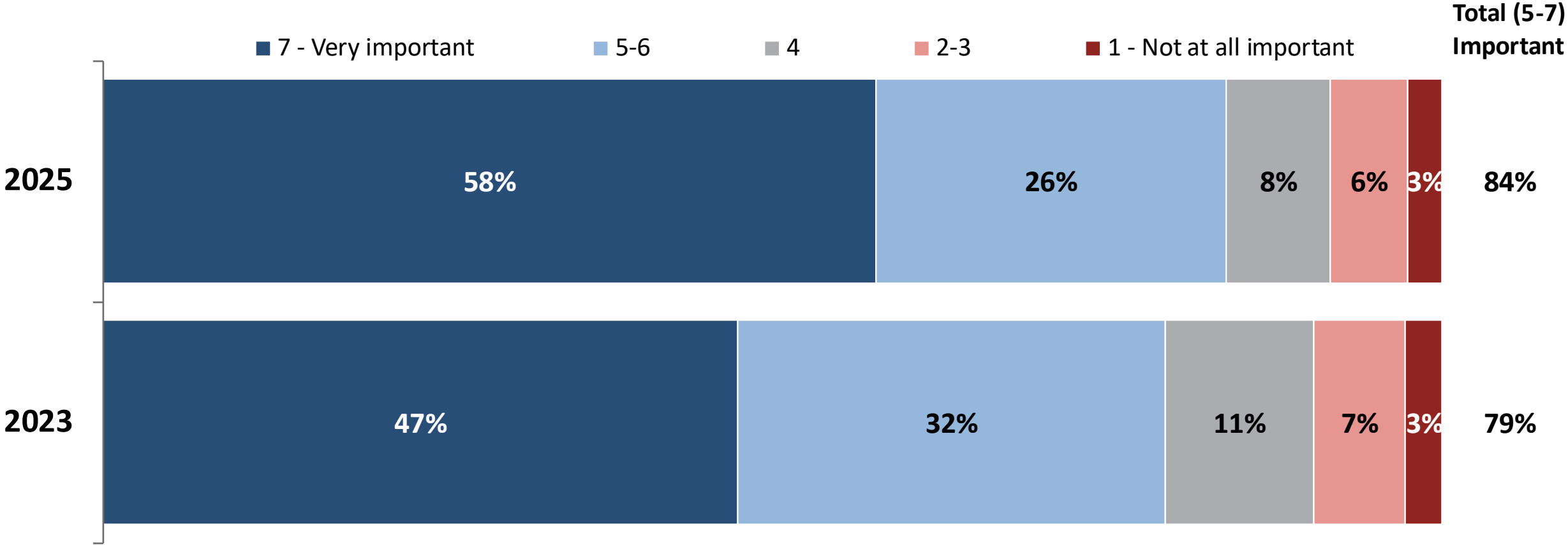


Numbers in parentheses represent subgroup proportion of electorate

Importance of Public Transit

Public transit is even more important to Bay Area voters today than it was two years ago.

How important would you say public transit is for the Bay Area?



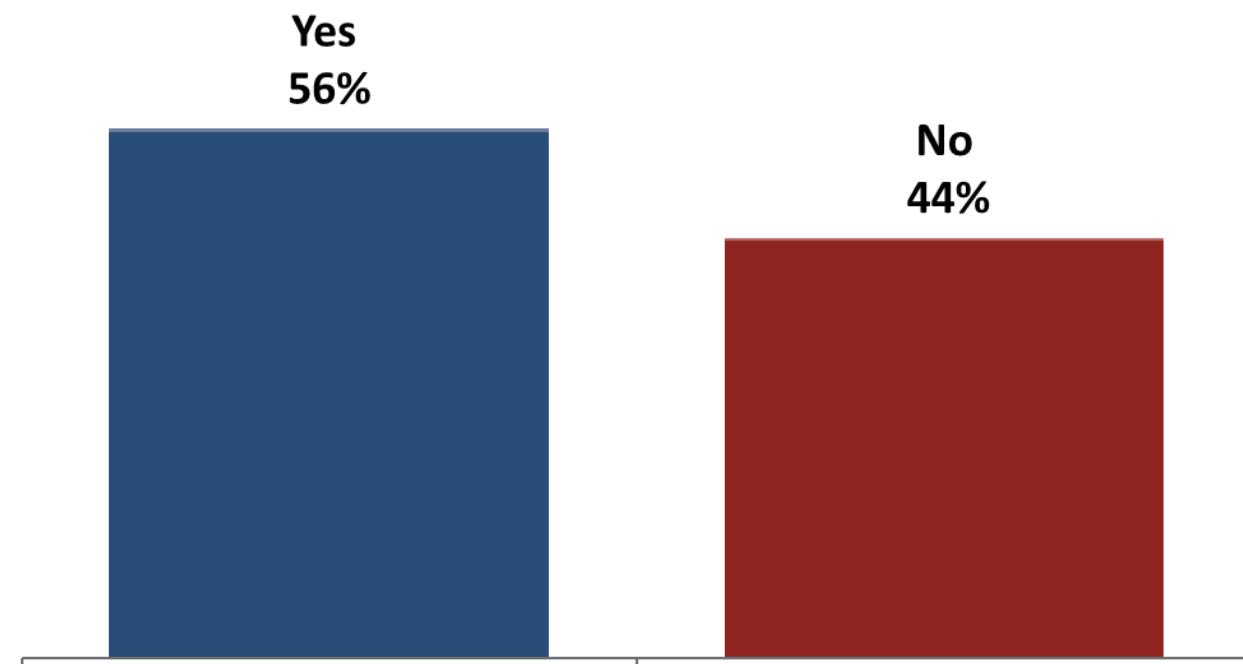
Regional Measure Vote

Support for a regional measure is above a majority, but below the two-thirds threshold.

To prevent major service cuts to BART and other transit, avoid increased traffic, and reduce pollution by:

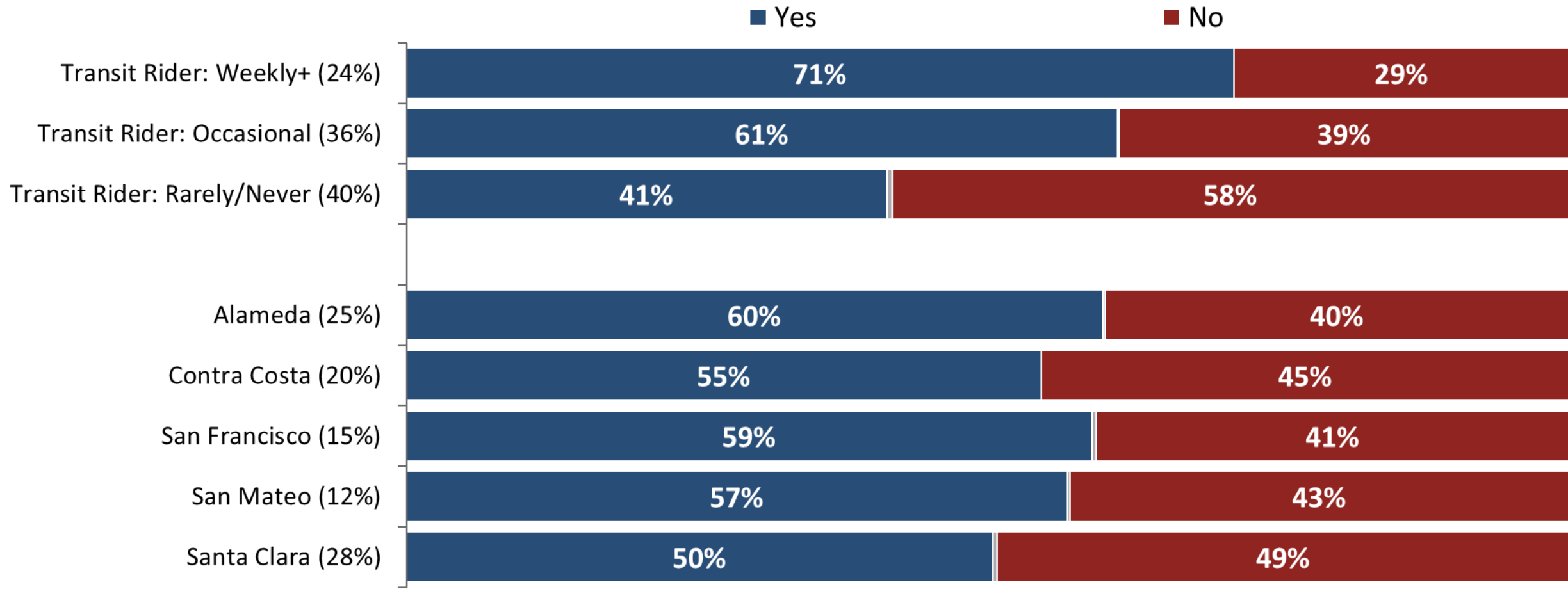
- Preserving BART, Caltrain, VTA, SamTrans, AC Transit, Muni, other transit for everyone, including workers, students, seniors, persons with disabilities;
- Supporting transit safety, cleanliness, affordability, reliability;
- Repairing roads/potholes;
- Requiring financial transparency, oversight, accountability;

shall the measure enacting a 0.5% (Alameda, Contra Costa, San Mateo, Santa Clara counties) and 1% (San Francisco) sales tax for 14 years generating approximately \$980,000,000 annually, be adopted?



Regional Measure Vote by Subgroups

Numbers in parentheses represent subgroup proportion of electorate



Q6. If the election were held today, would you vote yes to approve or no to reject this measure?

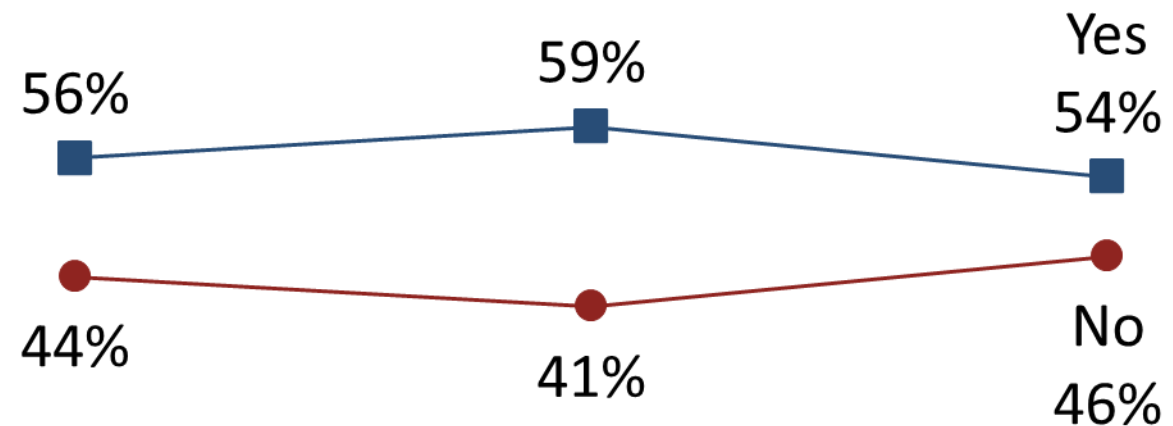
MoE per county ranges from ± 3.5 pct pts (San Francisco, shown as combined support across splits) to ± 4.4 pct pts (in each other County)

Measure Vote Progression

After a simulated campaign of information and opposition, support remains above a majority but short of two-thirds.

Opposition:

Some people say we simply can't afford to increase taxes when the cost of living here is already so high. We pay some of the highest taxes in the nation, and we still don't have safe or reliable public transit. More money won't do anything to improve transit here; it will just get wasted and misspent like the rest.



Initial Vote

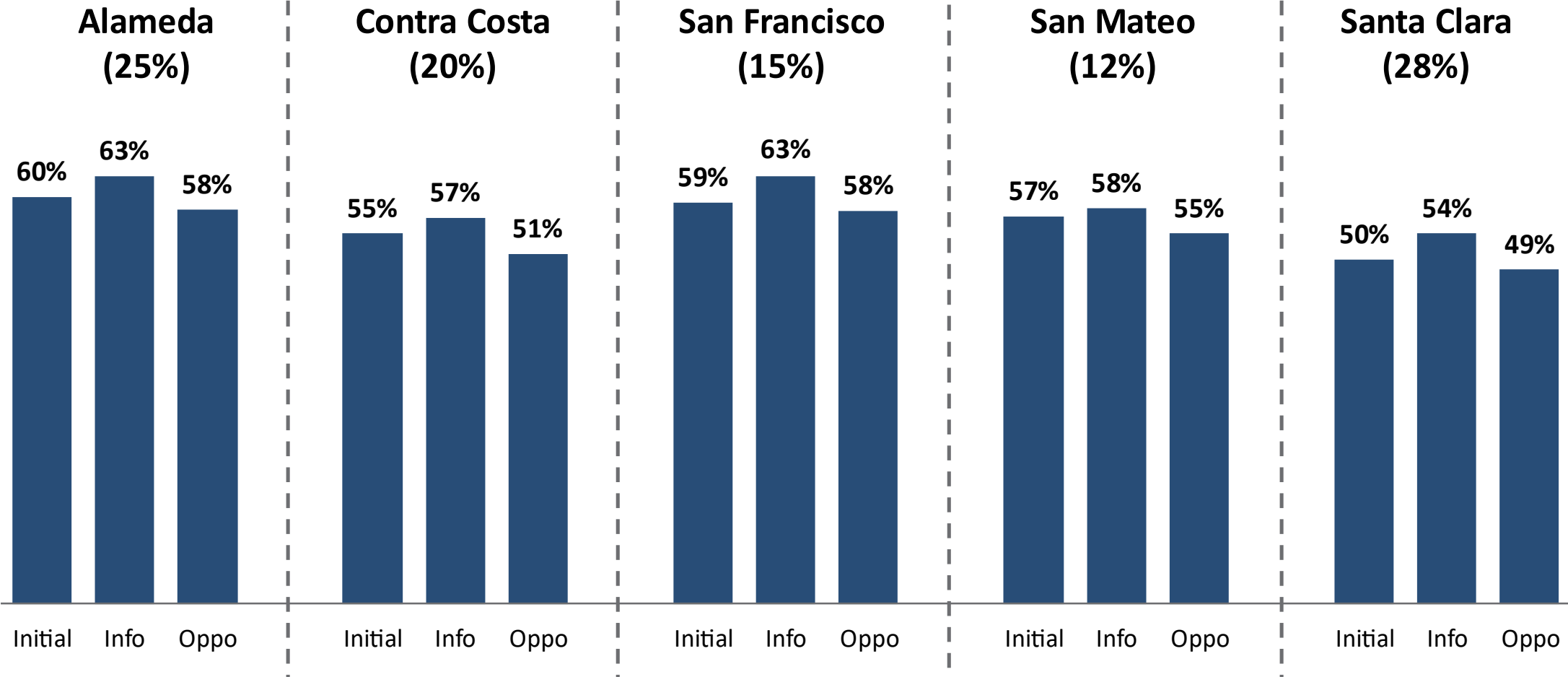
After Information

After Opposition

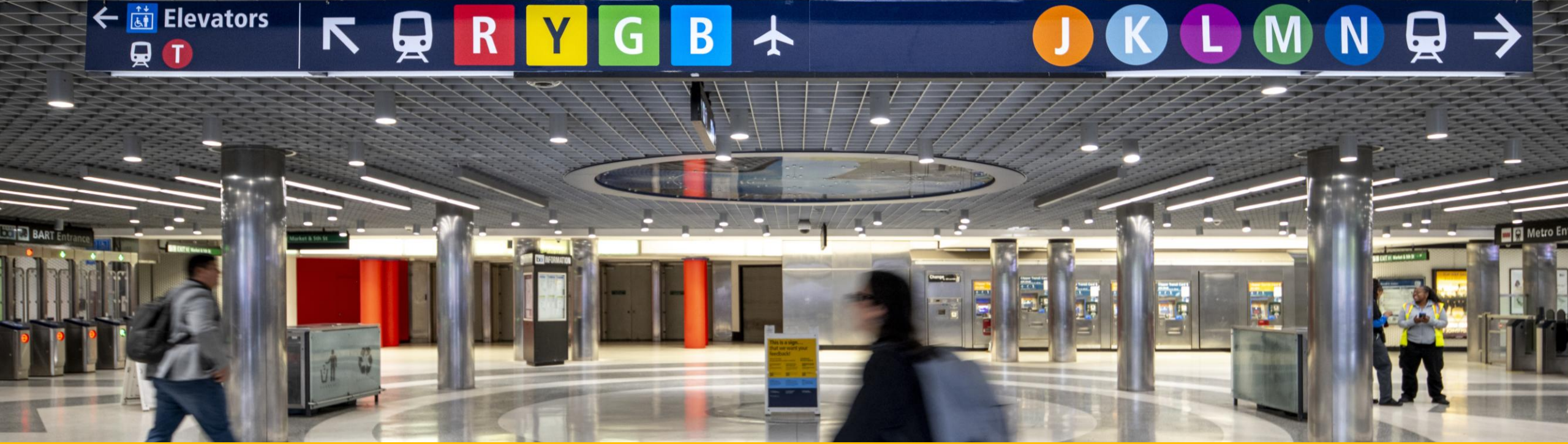
Vote Progression by County

% YES

Numbers in parentheses represent subgroup proportion of electorate



- ▶ Ratings of Bay Area public transit have improved, and there is overwhelming awareness of the **importance of transit**.
- ▶ Bay Area voters **want the outcomes** of a potential revenue measure.
- ▶ Support for a regional sales tax is solidly **above a majority regionwide**, and within each county, after information.
- ▶ Concerns about the **cost of living, taxes, and fiscal accountability** hold support under the two-thirds threshold.



Questions & Discussion