

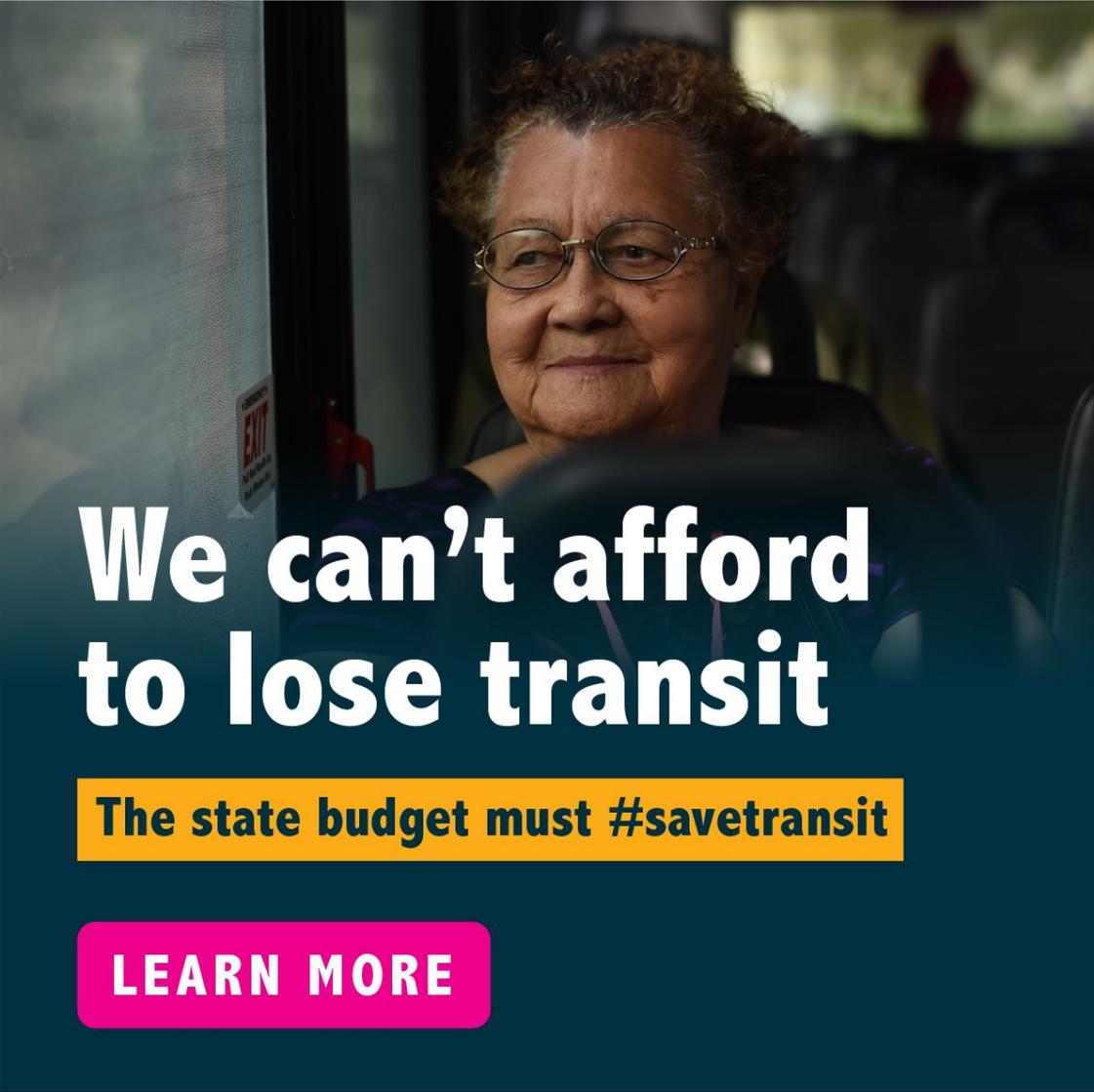
Support Transit Campaign Update

Early results

Campaign goal: Create public awareness of the financial crisis facing Bay Area transit agencies and how this crisis might affect Bay Area residents.

Key performance metric: impressions (the number of times your content is displayed, no matter if it was clicked or not)

Early results: We're seeing a strong performance, having generated over **3.5 million impressions** so far across four platforms and in three languages.

A photograph of an elderly woman with short, curly brown hair and glasses, looking out of a window. The background is slightly blurred, showing what appears to be an interior space with other people.

**We can't afford
to lose transit**

The state budget must #savetransit

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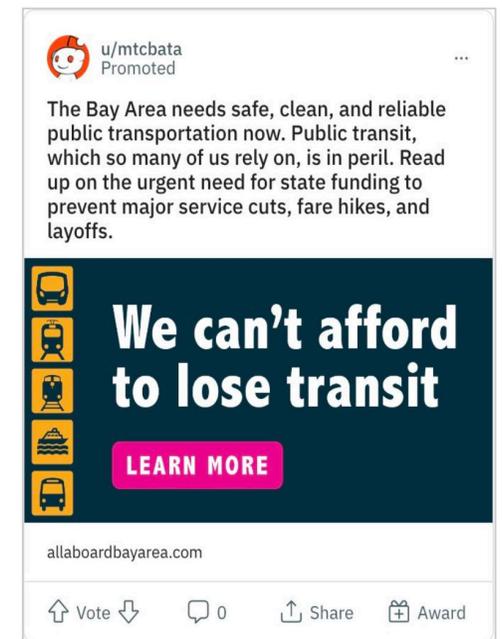
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Instagram Stories



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The Bay Area needs safe, clean, and reliable public transportation now. Public transit, which so many of us rely on, is in peril. Read up on the urgent need for state funding to prevent major service cuts, fare hikes, and layoffs.

We can't afford to lose transit

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Key objective

Present a unified message from all Bay Area transit agencies.

- All Aboard Bay Area website
 - Support Transit page
 - FAQs page
- Organic social media

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ALL ABOARD BAY AREA TRANSIT

We Can't Afford to Lose Transit

WE CAN'T AFFORD TO LOSE TRANSIT

The COVID-19 pandemic changed how Bay Area residents live, work, and travel. It hit our public transit system hard, decimating transit ridership and, along with it, the transit fare revenue that many of the Bay Area's transit agencies rely on to keep their buses, trains, and ferries in service.

We are in an unprecedented moment, with the survival of our transit system as we know it at risk. While many workers, students, and our neighbors who depend on transit continue to ride, others have returned to transit more slowly and less frequently. The Bay Area has one of the highest work-from-home rates in the nation, resulting in fewer commute trips. Current transit ridership in the Bay Area remains at only 53% of pre-pandemic levels, and this,

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ALL ABOARD BAY AREA TRANSIT

Answers to Your Questions About the Transit Fiscal Cliff

FREQUENTLY ASKED QUESTIONS (FAQS)

What is a fiscal cliff?

For transit agencies, a fiscal cliff occurs when money available to fund operations (drivers, energy/fuel, mechanics, etc.) is significantly less than what's needed to pay for the cost of existing transit service. For agencies that are heavily relying on federal emergency funds to run service, the fiscal cliff occurs when that one-time money runs out.

Why are many Bay Area transit agencies facing this fiscal cliff?

Many Bay Area transit agencies historically have relied on the money collected from fares to pay for a significant share of their operations. This is good news for the traveling public.