

Investing in Rider Improvements: Implementing the Transit Transformation Action Plan

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)
- Extends Clipper START through life of the measure and supports growth (\$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.