



Connect Bay Area Act

Rider-Focused Improvements Expenditure Plan



RNM Customer Advisory Group

May 26, 2026

Agenda

1. SB 63 Connect Bay Area Act
2. Rider Focused Improvements
 - Fare Programs
 - Accessibility
 - Transit Priority/Mapping & Wayfinding
3. Expenditure Plan Process



Connect Bay Area Act (SB 63)

Overview

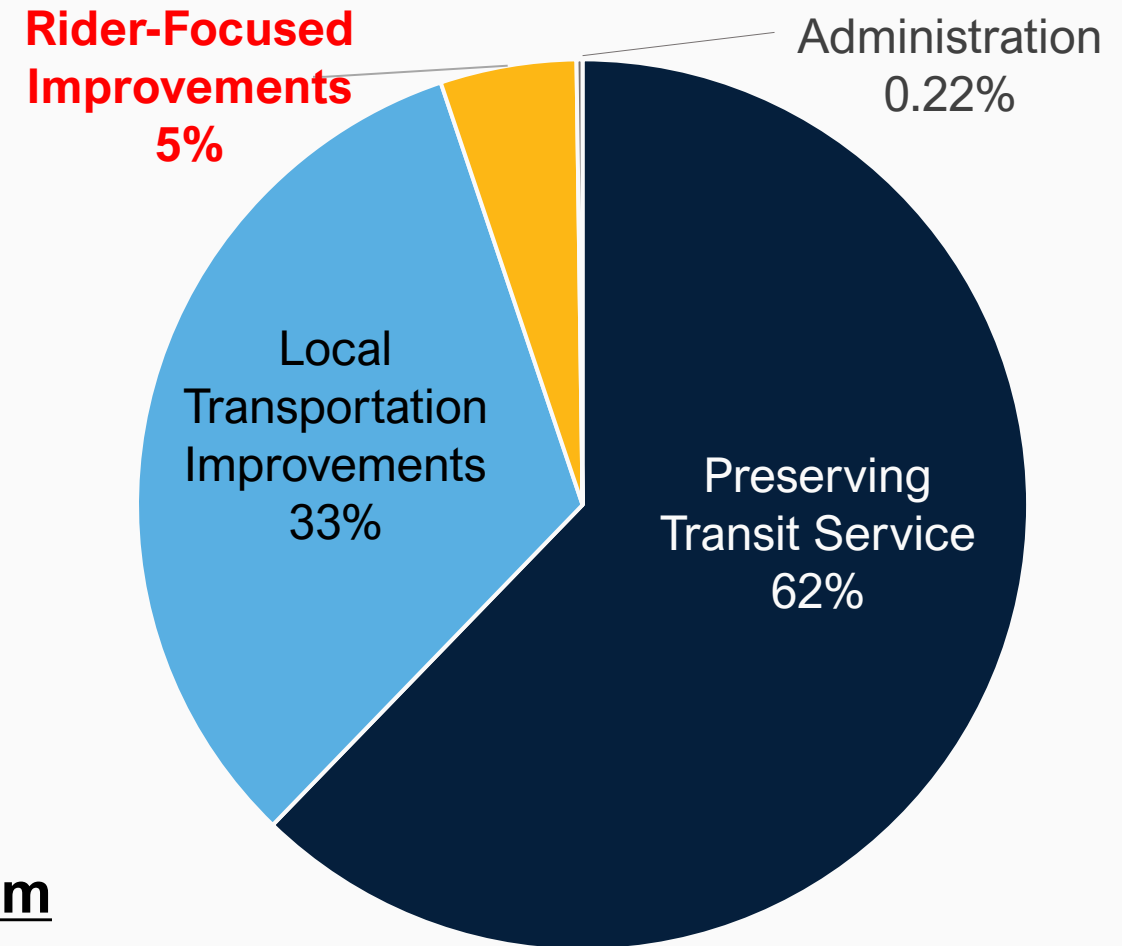
- Authorizes a November 2026 ballot measure in the counties of Alameda, Contra Costa, San Mateo, San Francisco and Santa Clara counties to prevent major service cuts on AC Transit, BART, Caltrain, and SF Muni
- Revenue Mechanism: 14-year sales tax
 - Generating about \$980 M/year in FY2026-27
 - Annual average of \$1,016 M in current year dollars (Sperry Capital Inc. 2024 Analysis)
 - Alameda, Contra Costa, San Mateo and Santa Clara: **0.5% rate**
 - San Francisco: **1% rate**



Connect Bay Area Act Funding Categories

- **Preserving Transit Service**
 - Funding to BART, Muni, Caltrain, AC Transit, SF Bay Ferry, and East Bay bus agencies
- **Local Transportation Improvements**
 - Funding to Santa Clara VTA, SamTrans, Contra Costa Transportation Authority, and Alameda County Transportation Commission
- **Rider-Focused Improvements**
- **Administration**

Focus of this item



*Percentages are estimated

Rider-Focused Improvements Expenditure Plan

MTC Resolution No. 4767

Purpose:

- To provide additional information to the public about the types of rider-focused projects and programs that would be funded by measure revenue given the general descriptions included in SB 63/statute
- Establish a process for MTC, in partnership with transit operators through the Regional Network Management Framework, to develop a program of rider-focused projects/programs for the use of measure funds

Connect Bay Area Act

Senate Bill 63 (2025)

Rider-Focused Improvements Expenditure Plan

June 2026

MTC Resolution 4767

Attachment A

Metropolitan Transportation Commission

Regional Network Management Section

<http://www.mtc.ca.gov>

Fare Programs

Description in SB 63: *“Fare programs, including free and reduced-cost transfers and expanding the Clipper START program”**

- Delivering rider-friendly fare products and programs helps make transit more affordable for today’s users and encourages more people to use transit.
- Goals: affordable access to transit, increase ridership, promote interagency collaboration
- Projects and Programs: ~\$25 million per year
 - Clipper START
 - Free/Reduced Inter-agency Transfers
 - Fare Programs



Accessibility

Description in SB 63: “Accessibility programs and projects”*

- Improve mobility and access to services for older adults and people with disabilities and give more Bay Area residents the freedom to get around the region independently.
- Goals: improve mobility/access to services and better service delivery
- Projects and Programs: ~\$10 million per year
 - Projects/Programs in the Coordinated Plan
 - Improvements to Paratransit Service



Transit Priority/Mapping and Wayfinding

- **Transit Priority** investments improve transit travel time and reliability, enhancing the experience for riders and lowering costs for operators.
 - Goals: reduce travel time for riders, increase ridership, reduce operational costs
- The **Regional Mapping and Wayfinding Project** is working to make it easier to ride transit in the Bay Area by making wayfinding materials more consistent and easier to identify.
 - Goals: provide easy-to-understand transit information for travelers and improve the accessibility of the transit system for all types of users
- Projects and Programs: ~ \$10 million per year

Description in SB 63: *“Mapping and wayfinding and transit priority projects and programs”**



Proposed Programming Process

- MTC Commission will adopt a multi-year program of projects for rider-focused improvements at least every four years
- Program will be developed by MTC staff in partnership with transit operators through the Regional Network Management framework
 - Regional Network Management Council
 - Customer Advisory Group
- Program of projects will be consistent with state statute and all applicable geographic use of funds conditions
- MTC Commission may revise MTC Resolution No. 4767 as needed in the future



Next Steps

- Feedback from the Customer Advisory Group
 - Today
- Regional Network Management Council
 - June 1st
- Regional Network Management Committee
 - June 12th
- MTC Commission
 - June 24th

