



# Connect Bay Area Act

## Rider-Focused Improvements Expenditure Plan



June 1, 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

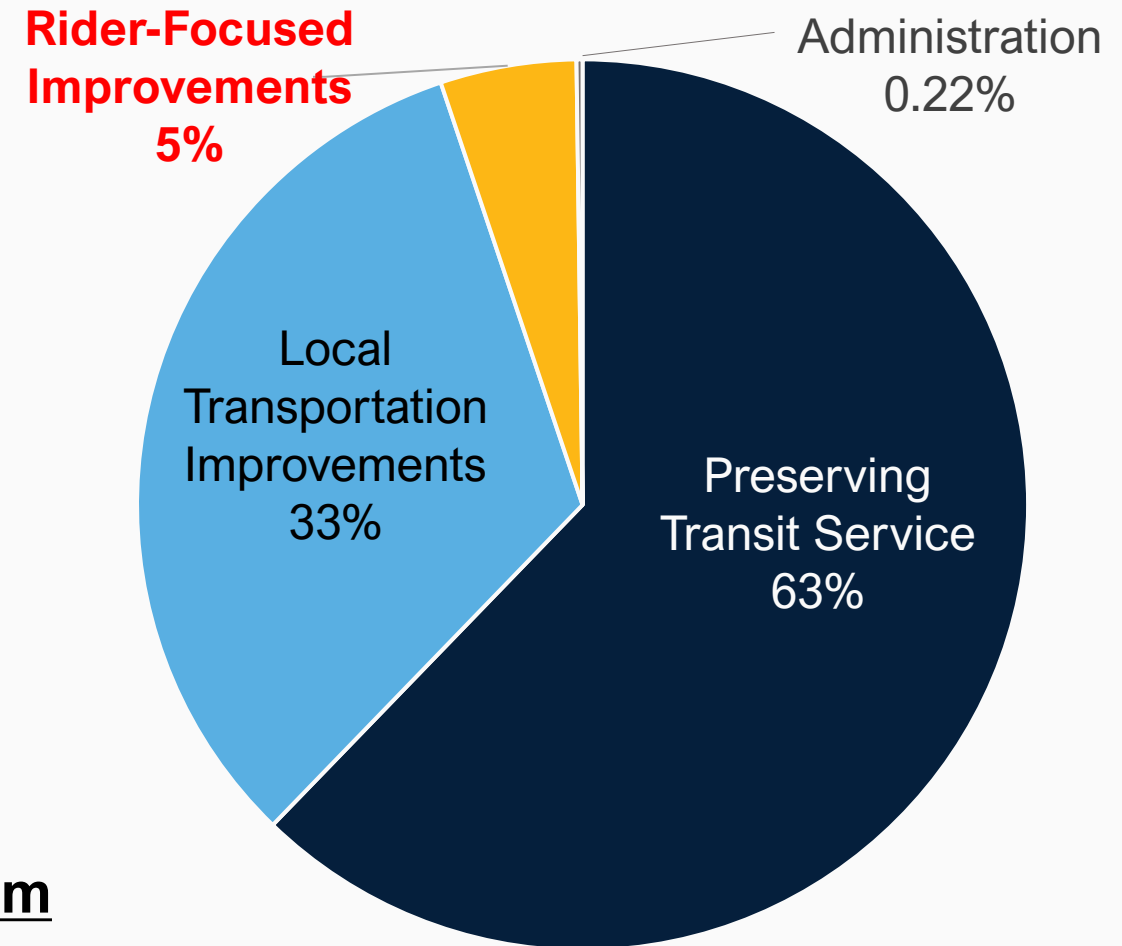
- Authorizes a November 2026 ballot measure in the counties of Alameda, Contra Costa, San Mateo, San Francisco and Santa Clara counties to prevent major service cuts on AC Transit, BART, Caltrain, and SF Muni
- Revenue Mechanism: 14-year sales tax
  - Generating about \$980 M/year in FY2026-27
  - Annual 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

- The Connect Bay Area Act allocates 5% or approx. \$45 million/year to the Commission for rider-focused improvements to make transit more affordable, accessible and easier to use, for example and not limited to:



## 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 experience for older adults and people with disabilities.



## Transit Priority and Mapping and Wayfinding (~\$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.

# Rider-Focused Improvements Expenditure Plan

## MTC Resolution No. 4767

### Purpose:

- To provide additional information about the types of projects and programs that would be funded by rider-focused investments given the very limited 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 projects/programs for the use of rider-focused improvement 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”*<sup>\*\*</sup>

- 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



# 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”\**



# 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



# 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



# MTC Presentations

- Regional Network Management Customer Advisory Council
  - May 26<sup>th</sup>
- Regional Network Management Council
  - June 1<sup>st</sup>
- Regional Network Management Committee
  - June 12<sup>th</sup>
- MTC Commission
  - June 24<sup>th</sup>

