Rider-Focused Improvements Fact Sheet

September 2026

The Connect Bay Area Transit Measure is a citizen initiative that will appear on the November 2026 ballot in Alameda, Contra Costa, San Francisco, San Mateo and Santa Clara counties.

The qualified measure would collect approximately $980 million annually to sustain and improve transit and would be funded by a 14-year regional transportation sales tax (0.5% in each county except San Francisco, where the rate would be 1%). The measure would be administered by the newly established Public Transit Revenue Measure District (District), governed by the same board as the Metropolitan Transportation Commission (MTC).

The following fact sheet provides high-level overview of the measure's funding plan plus details regarding the rider-focused improvements that would be funded if the measure is approved by voters.

Overview of Measure's Funding Plan

Approximately 63% of the money raised would go to the operation of buses, trains and ferries on BART, Muni, Caltrain, AC Transit, San Francisco Bay Ferry, East Bay bus agencies and Golden Gate Transit.

About one-third is guaranteed for Santa Clara Valley Transportation Authority (VTA), SamTrans, Contra Costa Transportation Authority, and Alameda County Transportation Commission, who may use the money for transit infrastructure and vehicles, running transit service, or paving roads served by fixed-route transit.

About 5% would fund improvements to the rider experience by supporting transit accessibility, affordability and ease of navigation, as described in more detail below.

Finally, up to 0.22% can be used for measure administration costs incurred by MTC and the new Public Transit Revenue Measure District. Measure proceeds can also cover specified one-time costs, such as phase two of a required financial efficiency review of BART, Muni, Caltrain and AC Transit and election costs.

Rider-Focused Improvements

If approved by voters, about 5% of the money raised (approximately $45 million per year) must support transit accessibility, affordability and ease of navigation. These investments would be managed by MTC, which would adopt a multi-year program of projects at least every four years. The program would be developed in partnership with transit agencies and a customer advisory group. The following section describes the eligible expenditure categories and approximate annual amounts by year, as outlined in state law and MTC's Expenditure Plan for the Connect Bay Area Act.

Accessibility

Approximately $10 million annually for investments that improve mobility for seniors and people with disabilities. Potential accessibility improvements include:

- **Mobility management:** Mobility manager positions in each county focus on meeting the mobility needs of people with disabilities, older adults and people with low incomes. Mobility managers aim to help people find the best option for their journey and identify and resolve gaps between transit agencies.
- **Improvements to paratransit service:** Delivery of paratransit service improvements including service level changes, "one seat rides," and technology enhancements to increase efficiencies and improve the paratransit rider experience.
- **Coordinated Plan:** Projects and programs included in the Coordinated Public Transit-Human Services Transportation Plan (most recently updated in 2024), as adopted by MTC.

Fare Affordability

Approximately $25 million annually for fare programs to achieve the following goals:

- Support affordable access to public transportation
- Increase transit ridership by making the system more cohesive and easier to use
- Promote interagency collaboration and coordination of fare policies

Eligible programs include:

- **Clipper START:** Continued funding for 50% fare discount for low-income Bay Area residents (eligible to households with income up to 200% of the federal poverty level).
- **Free and reduced transfers:** Extension of a transfer discount pilot for riders transferring between agencies.
- **Fare programs:** Other regional fare programs that aim to increase ridership and support affordable fares.

Transit Priority

Eligible for up to $10 million* annually for investments and technical support for projects aimed at improving transit travel times and reliability. Examples include:

- Transit signal priority
- Improved transit stop design
- Traffic/parking regulations and enforcement
- Bus queue jump lanes
- Dedicated bus lanes

Mapping and Wayfinding

Eligible for up to $10 million* annually to make wayfinding materials (maps, signs, screens, etc.) more consistent and easier to identify.

- **Wayfinding and signage improvements:** Deploy new standardized common signage at transit stops, rail stations, transit centers and ferry terminals. Develop wayfinding standards and design guidelines.

* The measure provides approximately $10 million annually for transit priority and mapping and wayfinding combined. MTC shall determine the exact amount provided to each program as part of its multi-year funding program, which it plans to adopt every four years.