

Voices for Public Transportation

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Voices for Public Transportation

Together, we can create:

Values-based →

Good outcomes →

→ a winnable

regional transportation funding measure

The Solution

Make it easier for people to move around the Bay Area

Each of these people's lives will be improved with a transformative regional transportation ballot measure in 2020.





Marion

East San Jose

Marion lives in East San Jose and works in San Francisco at a utility company with good benefits. In order to get to work on time, her daughter Judy has to walk to school alone while Marion takes two buses and BART starting at 7:00 am to reach her job by 9:00 am.



With investment from the regional measure, Marion has enough time to have breakfast with her daughter and take Judy to school. Marion then takes Bus Rapid Transit to Diridon Station to catch an express train to Downtown San Francisco.



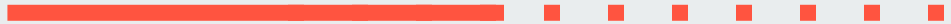
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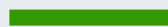
Ernesto

Mountain View

Ernesto works at Facebook, and rents a tiny apartment in Mountain View. John, the love of his life, is in Livermore where he'd like to buy a house but the unreliability of the commute—between one and two hours each way by car—is breaking up his relationship.



With investment from the measure, the train becomes a feasible option at a consistent 45 minutes door to door.

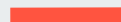




Choi Lai

Oakland

Choi Lai, born in China, raised her kids in Oakland's Chinatown. After her kids all moved to the suburbs she stayed in Oakland. She feels she is missing out on watching her grandkids grow up, but can't get to Brentwood on the weekends without taking a 3 hour transit trip each way.



With investment from the measure, she has an easy day trip to the grandkids and gets home in time for dinner.

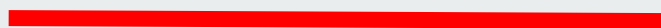
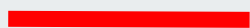




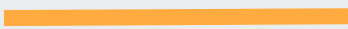
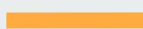
Joe

San Francisco

Joe is taking classes at San Francisco City College. He relies on Muni's 29 bus to get home late in the evening after classes and has to wait up to 20 minutes—or more—for a bus. He can't afford Lyft or Uber and can barely afford his Muni pass.



With help from new operating funds from the regional measure, SFMTA has been able to increase frequencies to every 6 minutes during the day and every 10 minutes in the evenings on the 29 line as well as expanding discounted passes for college students.



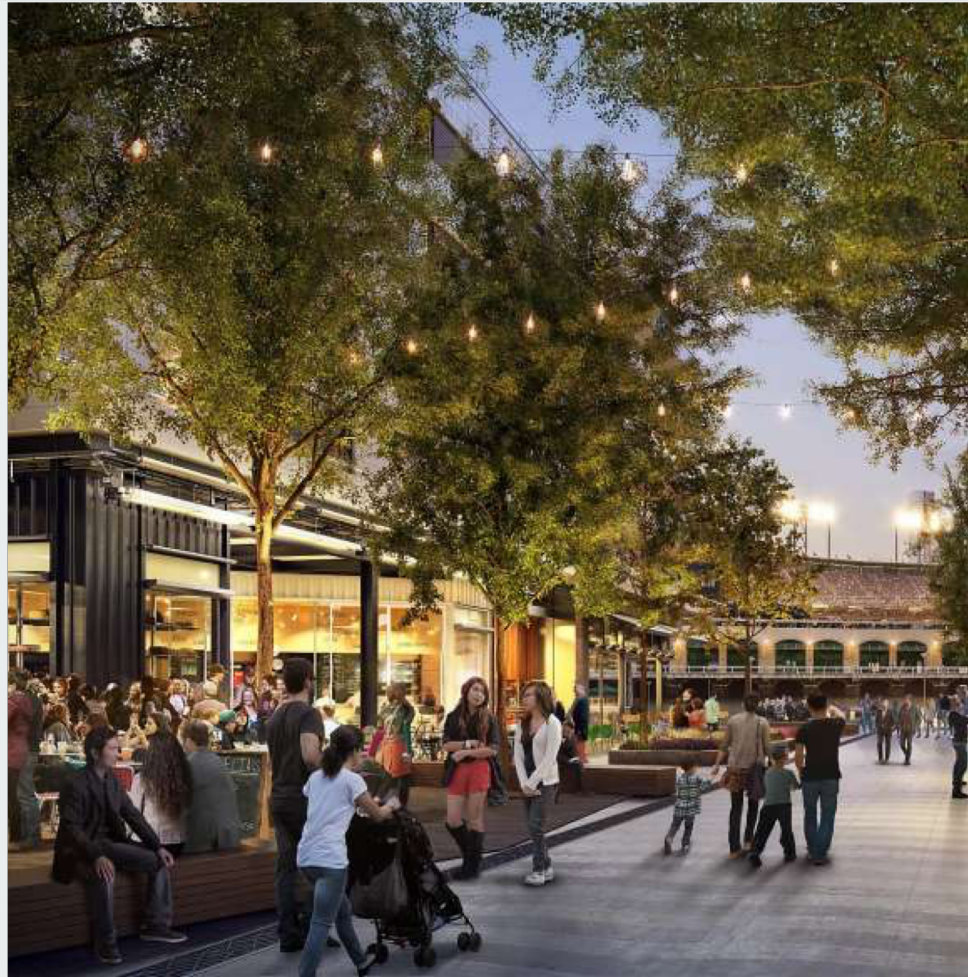
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The Vision

Freedom of movement is a human right.

Residents of **all abilities and incomes** enjoy accessible transportation options that **reliably, affordably and conveniently get us where we need to go** around the region.

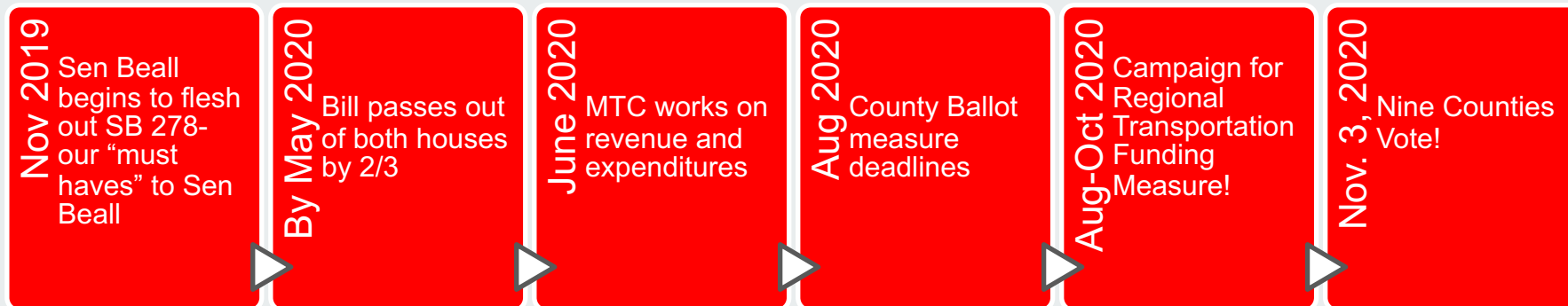
We have the power to do this by passing a **game-changing regional funding measure** that will enhance our freedom of movement, while at the same time create good-paying green jobs, and contribute to a clean and healthy environment by reducing car trips and carbon emissions.



Principle	Example of How to Spend the \$
Better Transit, Green Jobs, and Climate	Make programs and projects union and green to the extent possible. Reduce car use through better transit=> decreased carbon emissions. Better transit=>less Uber/Lyft use.
Create Sustainable, World-Class, Coordinated Transportation	Sufficiently (30%+) fund operations. Make transferring between systems cheaper and timed. Include free/reduced fare when possible.
Support Healthy and Stable Communities	Make sure projects do not displace people or small businesses. Have last mile solutions include bikes and walking.
Promote Social Equity	Put as much emphasis on buses as trains. Make fares affordable for all on trains and buses. Make routes in low-income areas as well as downtown.
Ensure Fair Funding Streams	Share the burden of taxes among residents and businesses and the wealthy.
Prioritize Community Engagement	Have money attached to outreach. Have community groups at the table to help make transit decisions.

Question	Voices for Public Transportation
Who makes up group?	Community organizations (enviro, bike, transit, faith, disabled, youth, social justice, seniors) and Labor
What do they want to fund?	Construction projects and programs that integrate with our values. Sufficiently funding what is AND creating new.
Revenue Source	Multiple revenue sources that spread the burden across the wealthy, businesses, and residents
Values-based	Principles guiding our revenue and expenditure plan for good outcomes
Who are you reaching out to?	Riders, Low-income drivers, working families, people suffering from congestion and pollution
Winnable?	YES

Timeline—what's next?



Good values → Good outcomes → a winnable regional transportation funding measure

Organizational Endorsements

- **Public Advocates**
- **Urban Habitat**
- **Friends of Caltrain**
- **San Francisco Transit Riders**
- **Seamless Bay Area**
- **Working Partnerships USA**
- **Greenbelt Alliance**
- **San Francisco Labor Council**
- **Transport Oakland**
- **San Francisco Bicycle Coalition**
- **Council of Community Housing Organizations (CCHO)**
- **350.org Bay Area**
- **East Bay for Everyone**
- **Peninsula for Everyone**
- **Livable Sunnyvale**
- **Urban Environmentalists**
- **YIMBY Mobility**
- **San Francisco Bicycle Coalition**

Vision & Principles developed by:

- Thea Selby, SF Transit Riders
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- Derecka Mehrens, Working Partnerships USA
- Adina Levin, Friends of Caltrain
- Mark Williams, AC Transit Board
- Mary Lim Lampe, Genesis (Faith)
- Dave Campbell, East Bay Bike
- Janice Li, SF Bicycle Coalition, BART Board
- Daveed Mandell, East Bay Center for the Blind
- Eduardo Gonzalez, YLI
- Brian Schmidt, Greenbelt Alliance
- Leslie Gordon, Urban Habitat

Join us!

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