



## Memorandum

### AGENDA ITEM 13

**DATE:** October 17, 2019

**TO:** Transportation Authority Board

**FROM:** Maria Lombardo - Chief Deputy Director

**SUBJECT:** 10/22/19 Board Meeting: Potential Regional Transportation Measure Update

**RECOMMENDATION**     Information     Action

#### SUMMARY

As we reported to the Board in September, momentum is growing for a potential regional transportation measure that would be placed on the November 2020 ballot. Earlier this year, Senator Jim Beall introduced Senate Bill 278, currently a spot bill, which is intended to be the vehicle to authorize a regional revenue measure for transportation projects. The Bay Area Council, Silicon Valley Leadership Group and SPUR are leading a coalition to develop a plan to make the Bay Area's transportation system seamless, faster, reliable and predictable. The FASTER coalition is favoring a one cent sales tax, which would generate an estimated \$100.6 billion over 40 years. Voices for Public Transportation is an alliance that includes organized labor, community based organizations, and advocates including San Francisco Transit Riders, Urban Habitat, Public Advocates, and TransForm. They have been working with Bay Area residents to develop a vision for a regional funding measure that is values based, focused on outcomes like expanding freedom of movement, creating good-paying green jobs, and reducing car trips and carbon emissions. Over the past few months, the two groups have been working together to see if they can come to consensus on a proposed measure for November 2020. At the October 22 Board meeting, representatives from both groups will present to the Board, providing an opportunity to ask questions and for the Board and public to provide input.

- Fund Allocation
- Fund Programming
- Policy/Legislation
- Plan/Study
- Capital Project Oversight/Delivery
- Budget/Finance
- Contract/Agreement
- Other:

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## **DISCUSSION**

### **BACKGROUND**

No decision has yet been made about a potential regional transportation measure. However, with the prospects of high voter turnout at the November 2020 election and some polling research that indicates voter receptivity to a regional transportation measure, FASTER Bay Area and Voices for Public Transportation have recently ramped up coordination efforts and public engagement activities. Both coalitions recognize that passing a regional measure, like a local measure, requires a significant lift to achieve voter approval. Success depends, in part, on their coming together.

If the decision is made to amend the Senate Bill 278 for a potential November 2020 revenue measure, the bill would need to be acted on in early 2020 (as soon as January) and passed by the Legislature as an urgency bill. The legislation would authorize a regional entity, likely the Metropolitan Transportation Commission, to place it on the ballot.

The FASTER coalition has asked if all nine Bay Area Congestion Management Agencies would host or help to convene informational forums on a potential regional transportation measure. These events are intended to take place in October and November and are tailored to fit the needs of each county. Transportation Authority staff has been coordinating with representatives from FASTER and Voices for Public Transportation to set up a series of public input opportunities where both groups will have an opportunity to present their proposals and seek input from San Francisco stakeholders.

In addition to the presentation at the October 22 Board meeting, upcoming public input opportunities in San Francisco include:

- October 23, 9:40 a.m. – Metropolitan Transportation Commission, Board Room – 1<sup>st</sup> Floor, 375 Beale Street
- October 23, 6 p.m. – Transportation Authority Citizens Advisory Committee, 1455 Market Street, 22<sup>nd</sup> Floor
- October 24, 6-8 pm. – Public Workshop convened by the Transportation Authority, 1455 Market Street, 22<sup>nd</sup> Floor

The attached presentations provide an overview of the latest proposals from FASTER Bay Area and Voices for Public Transportation.

### **FINANCIAL IMPACT**

None. This is an information item.

### **CAC POSITION**



None. This is an information item. The CAC will be briefed on this item at its October 23 meeting.

### **SUPPLEMENTAL MATERIALS**

- Attachment 1 - Voices for Public Transportation presentation
- Attachment 2 - FASTER Bay Area presentation

# 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.

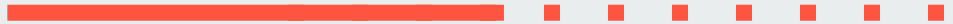




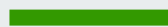
# Ernesto

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.



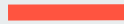
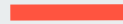
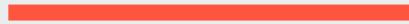




# Choi Lai

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.

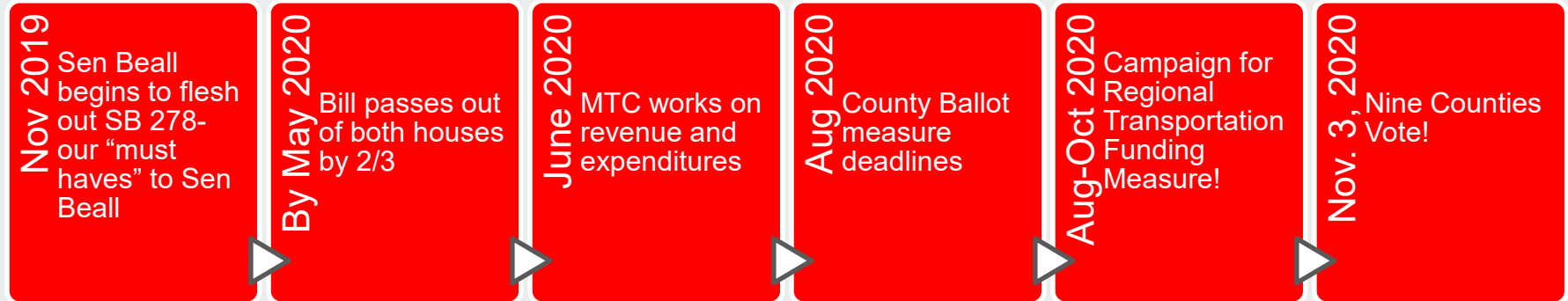
We have the power to do this by passing a **game-changing regional funding measure** that will enhance our freedom of movement, while at the same time create good-paying green jobs, and contribute to a clean and healthy environment by reducing car trips and carbon emissions.



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
- Bob Allen, Urban Habitat
- Peter Straus, SF Transit Riders
- Chris Lepe, Transform
- Yvonne Williams, ATU Local 192 (Oakland)
- Gena Alexander, ATU Local 1555
- Jamaine Gibson, ATU 265
- Ian Griffiths, Seamless Bay Area
- Richard Marcantonio, Public Advocates
- Salem Afangideh, Public Advocates
- Aboubakar “Asn” Ndiaye, Working Partnerships USA
- 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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**Voices** for Public Transportation

# A FASTER Bay Area

A seamless public transportation network

Freedom

Affordability

Speed

Transparency

Equity

Reliability





# Bay Area congestion is worse than ever and won't improve without a plan and major investments.

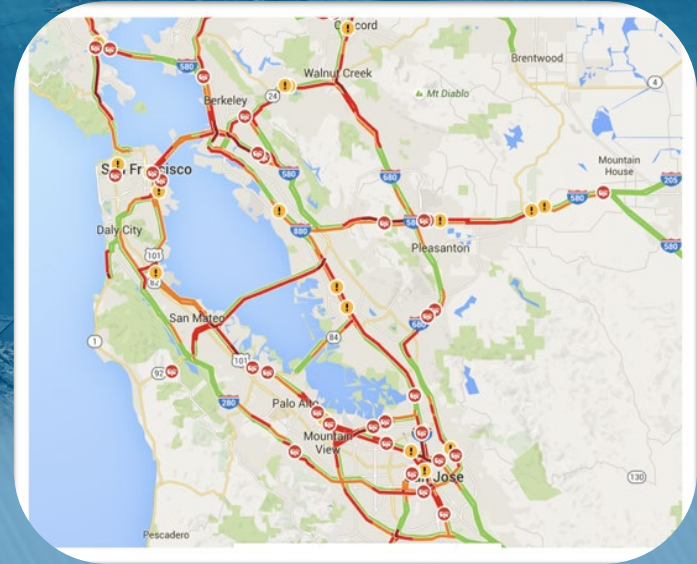


Bay Area traffic delays are now second worst in the nation, crippling the Bay Area economy and degrading our quality of life.

In 2017, the average commuter **wasted** 103 hours in traffic delays -- the equivalent of 2.5 weeks of work.

In that same year, the Bay Area experienced over \$4 billion in lost productivity and burned an extra 95 million gallons of gas due to traffic delays.

46% of respondents to a recent Bay Area Council poll stated they are considering leaving the region altogether.



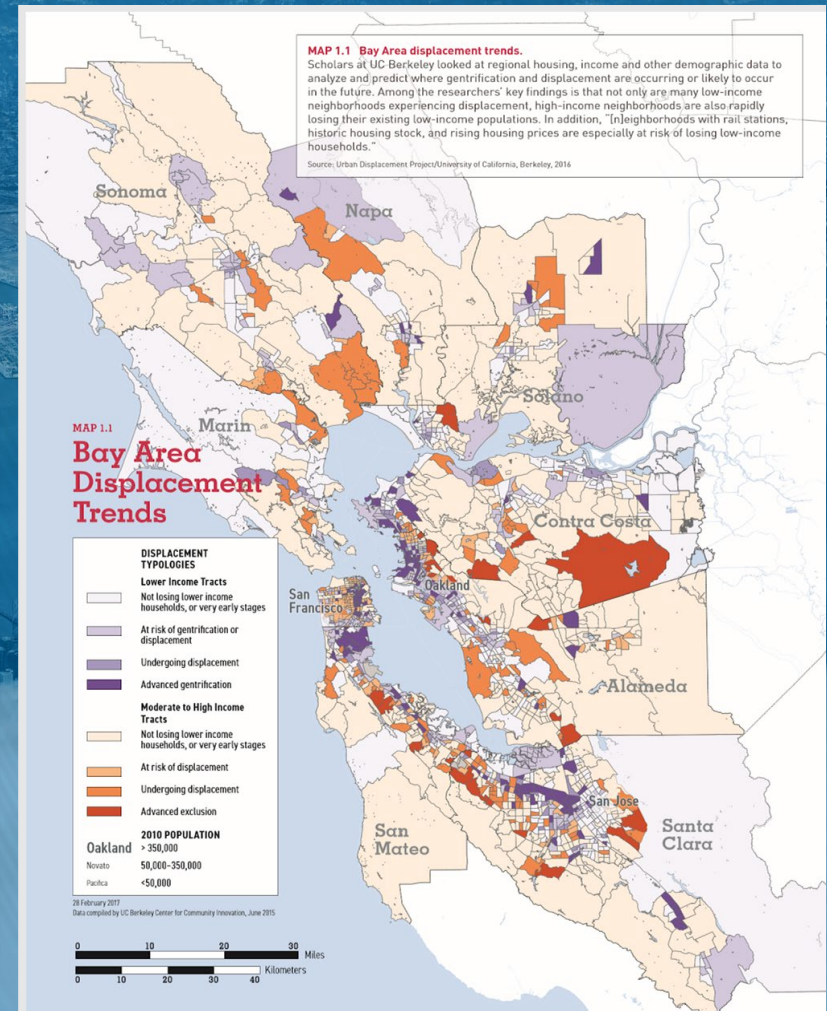


# Displacement is pushing long-time residents further from transit and jobs.

As families get pushed out in search of lower-priced housing people get stuck with long car commutes and high transportation costs.

The result is strain on families and communities.

Many low-income families are now spending 30% or more of their income on vehicles, gas and car maintenance.

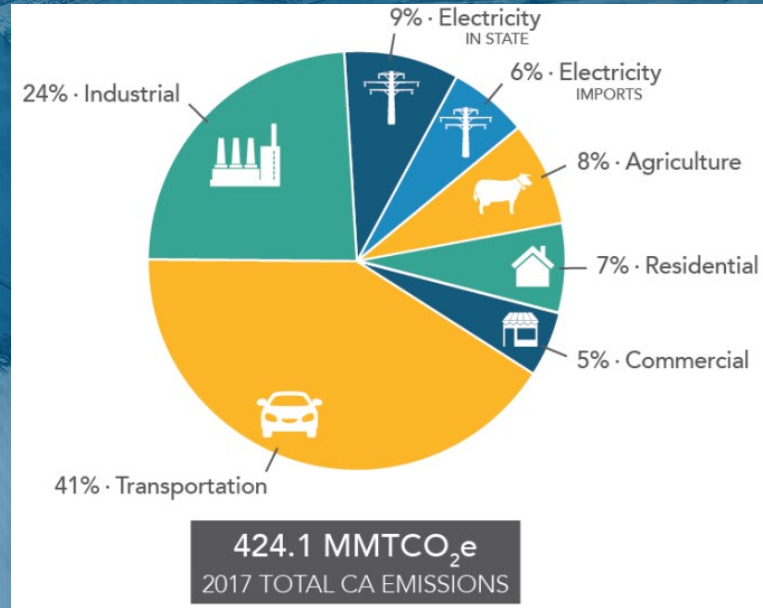




Climate change poses an existential threat to our economy, health and quality of life.



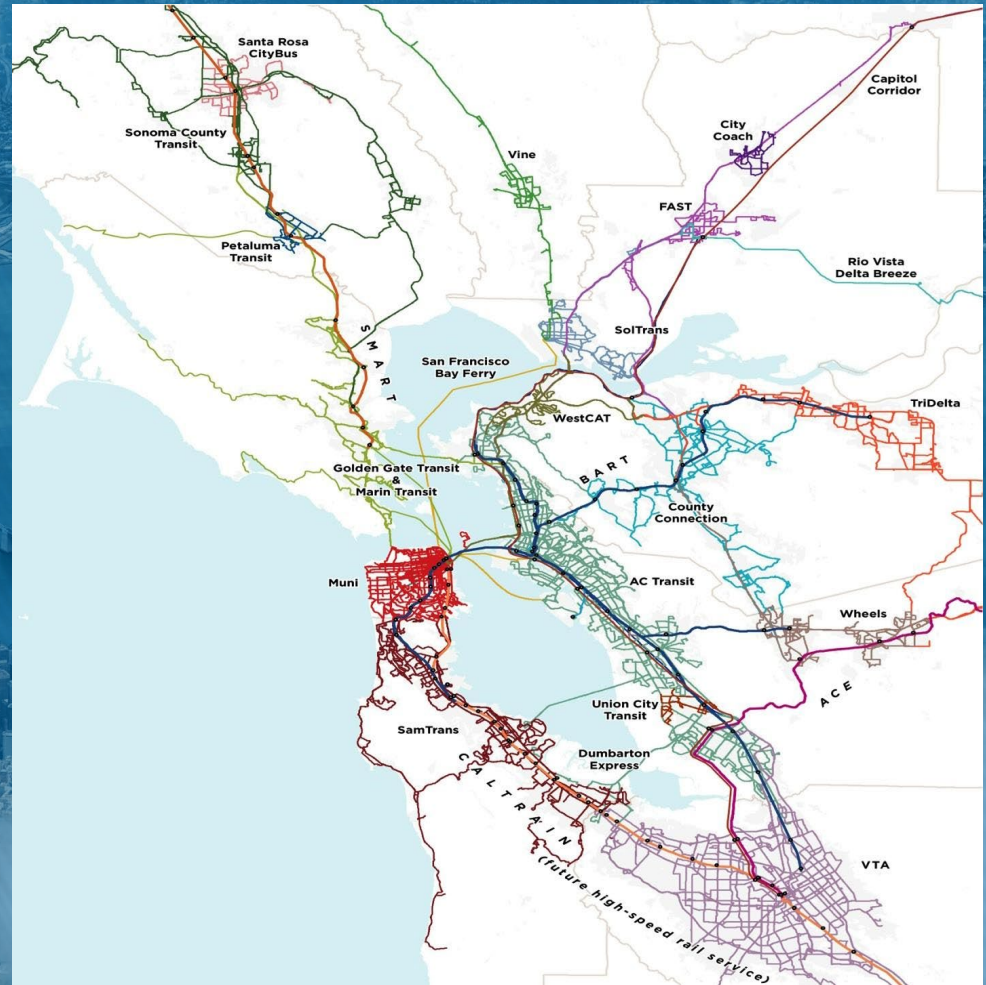
Transportation is the largest source of California's emissions (over 40%) and transportation emissions are still growing.



Public transportation could be a big part of the solution to all of these problems but our system evolved over time to include 27 different operators. It is **fragmented and confusing** and deters many people from riding.

Even worse, **public transit is not always frequent or reliable** as rail systems age and buses slow down in growing traffic congestion.

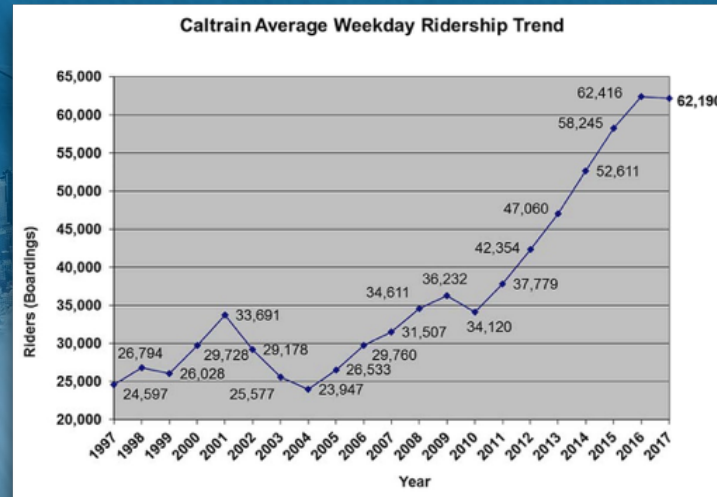
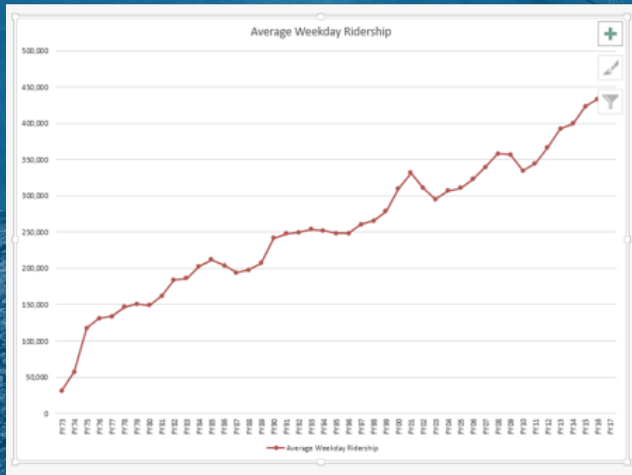
The result: too many commuters choose to drive instead of taking public transit, **making traffic and pollution even worse.**





Getting transit out of traffic and speeding it up, like Caltrain did with Baby Bullet trains, attracts riders.

BART, Caltrain and Muni are full at peak periods and can't provide more relief unless we invest in new capacity.



In 2016, LA and Seattle voted for major investments to transform their transportation systems.

**VOTERS APPROVE  
SOUND TRANSIT 3**

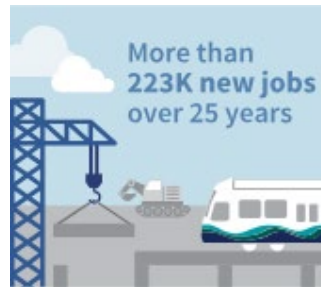


- Rigorous independent oversight
- Demanding internal cost and project controls



RISING CONGESTION

+800,000 people





# The Future is FASTER



In 2020, the Bay Area should have a chance to vote for transformative improvements to our public transportation system.

We need transit that works for everyone – that means fixing it, expanding it and making it fast, frequent, reliable, affordable and easy to access.



# The Future is FASTER



Today, a group of Bay Area policy, government, business, transportation and community leaders is creating a plan to make the future FASTER.

FASTER will be the Bay Area's first Regional Rapid Transit Network, knitting together rails, buses and ferries.

The FASTER Regional Rapid Transit Network will be a **combination of upgraded existing transit lines and new transit lines.**

FASTER will be delivered through a combination of dedicated funding for **major transit investment and policy changes.**

FASTER is not a new operator, but **creates, connects and brands a Bay Area-wide Rapid Transit Network from existing operators** that enables a connected and coordinated journey.



# The Future is FASTER



With FASTER:

- It won't take you so long to get where you need to go
- You'll be free from schedules and waiting, from uncoordinated transfers and confusing fares
- You won't have to worry about missing a train or bus, as they will come frequently and be coordinated
- If you still choose to drive, there will be less congestion because of investments in FASTER



# The Future is FASTER

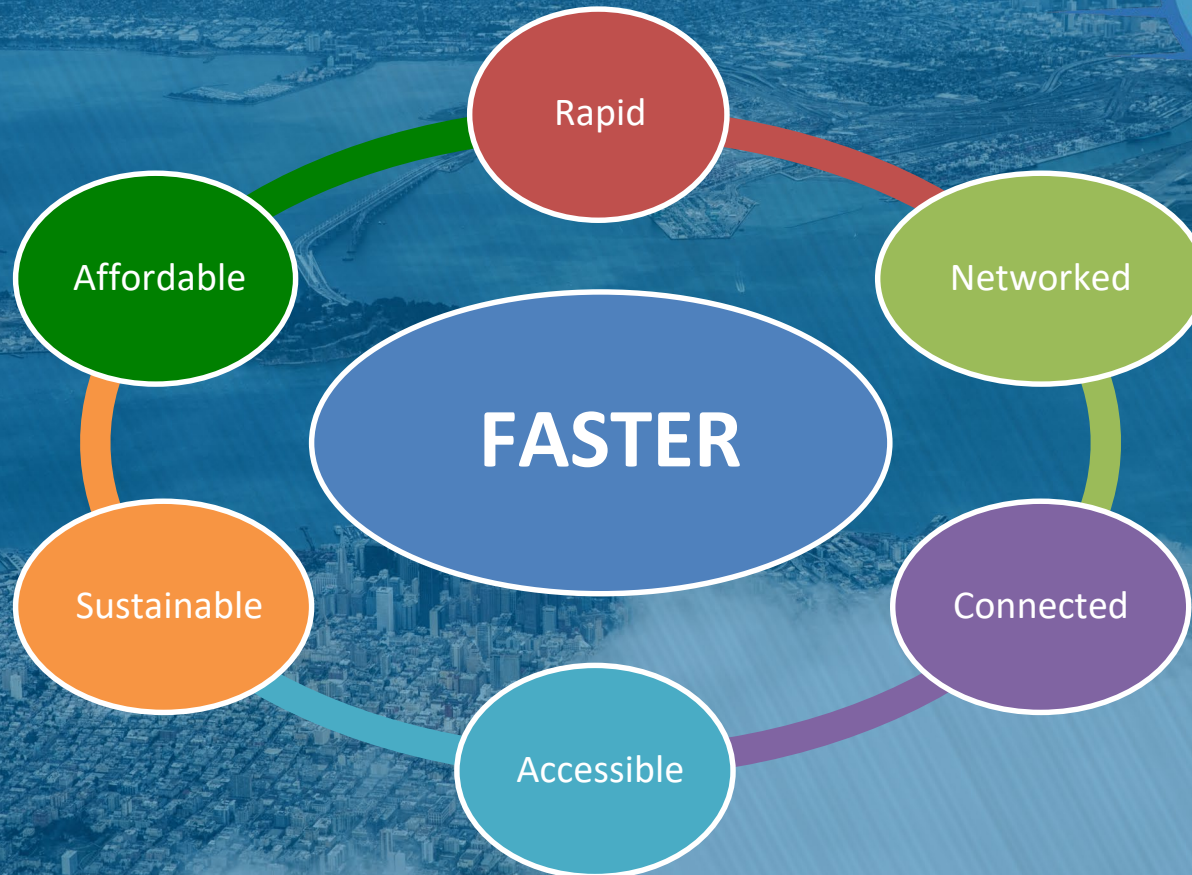


The need for a regional, seamless transit network is greater than ever. The FASTER framework that follows is based on over 200 meetings with:

- local governments and elected officials
- transportation and transit agencies
- transportation engineers and experts
- equity, environmental, labor and community groups

FASTER Bay Area wants you to weigh in on this too.

# FASTER's Implementing Principles





# How do we get there?



## Four Primary Categories of Funding Dedicated to Transit and Policy Change:

- 1: FASTER Rapid Transit Network Build Out & Operations
- 2: Connections to FASTER Rapid Transit Network
- 3: An Affordable and Seamless Network
- 4: Employer-funded Congestion Reduction Programs



# 1: FASTER Rapid Transit Network Build Out & Operations



- **Upgrade existing service** to FASTER standards (e.g., BART, Caltrain, SMART, Golden Gate, VTA, ferries), expand and operate new FASTER lines based on ridership and cost-effectiveness.
- **Create a new 9-county Rapid Bus Network** to run on the emerging express and carpool lane system. Fund hub stations and critical express lane gaps to ensure fast, reliable trips for commuters across the region.
- **Ensure FASTER serves the entire Bay Area**, by dividing region into significant commute sheds and guaranteeing minimum investments in those corridors.



## 2: Connections to FASTER Rapid Transit Network



*Local Transit:* Service is fully out of traffic in dedicated lanes or otherwise prioritized to be competitive with driving. Seamlessly connected to FASTER hub stations. Return to Source.

*Local & Regional Active Transportation:* Complete, connected bike, pedestrian networks, prioritized for connections to regional transit, jobs, schools and parks. Mostly Return to Source.

*Regional Transportation Innovation:* Take advantage of new and emerging technologies to increase access to the FASTER network.



### 3: An Affordable and Seamless Network



- Low-income sales tax credit
- Means-based & student fares
- Funding for integrated fares & seamless customer experience
- Funding for construction and operations workforce development
- A Project Delivery & Operations Excellence Center
- Long-term service planning and coordination to ensure the FASTER Network operates as a single, seamless system



# Potential: Mandated Employer-funded Congestion Reduction Programs



Large employers reduce congestion and grow public transit ridership by providing their workers, including low- and moderate-wage employees and contractors, better options to get to work other than by driving alone including transit subsidies/reimbursements on the FASTER Rapid Transit Network.



# Potential Min. Standards for FASTER Network Investments



- Rapid = frequencies of 12 minutes or less in most places. Investments need travel time faster than solo driving (during peaks).
- Networked = synched scheduling and short wait times; shared hub stations; uniform fare system, FASTER branded wayfinding.
- Reliable = Out of traffic (or prioritized over it).
- Sustainable = Zero-emission by 2025, reduce driving (total vehicle miles travelled), sea level rise-ready.
- Fully Funded = Funding for transit operations, from FASTER and other known funds, is identified before funding for construction.
- Connects to growing dense and transit-oriented population centers, major transit-oriented job centers, and major transit-oriented education or healthcare institutions
- Adoption of best-practice on project delivery / operations excellence



# Potential FASTER Prioritization for FASTER Network Investments



- Cost effectiveness; ridership
- Connects to the FASTER network, rather than as an isolated line, enabling riders to reach many more destinations
- Uses Shared FASTER Hub Stations
- Improves access to disadvantaged communities, and has policies to protect residents vulnerable to displacement
- Communities that are planning for affordable and middle-income housing



# Standards and Prioritization Framework



In addition to the standards and prioritization framework that will be developed for category #1, regional investments, there will be additional standards for Connections to the FASTER Rapid Transit Network as well as Affordable and Seamless network categories.



# Potential Policy Changes

## Project Delivery Supercharging, including:

- Transit & express lane projects
- Procurement reform
- Reform of entitlements & approval processes
- Pooling construction expertise, resources and authorities

## Regional Coordination, including:

- More coordinated transit planning and operations
- Seamlessly connected and operated express lanes and FASTER Network

## Employer Congestion Reduction Investments

## Low-Income Sales Tax Credit (LISTC)





# Proposed Funding Mechanism



Based on our research, the One Cent Sales Tax generated substantial funding, has the flexibility to fund operations, is politically viable, and is a funding source that has historically garnered broad support for transportation investments in the Bay Area.

It is expected to generate \$100.6 billion over 40 years.



# Proposed Funding Mechanism



## Pros:

- Use of proceeds are not restricted and straightforward tax that voters understand
- The revenue is sufficient to fund a long-term strategic plan for capital improvements and operating budgets
- Bay Area employers contribute significantly in sales tax, with more than 35 percent of sales tax paid by businesses (roughly \$550 million annually from this measure)
- Sales taxes are not paid on three big expenses: housing, health care and groceries

## Cons:

- Regressive
- Other sales taxes may go to the same ballot, though it is not clear what the impact would be



# Sales Tax Mitigation Options



To address regressive nature of sales tax revenue source and encourage business participation in the solution, FASTER Bay Area is exploring the following options:

**Low income tax rebate program**

**Means based transit discounts**

**Traffic Demand Management (TDM):** Employer funded and executed programs to reduce car commutes and incentivize public transit, including for low- and middle-income workers and contractors.



# Potential Oversight Mechanisms:



Independent oversight body created to rigorously check on implementation and project delivery, finance, etc.

Annual reports on investments, by category, including on actual ridership and cost-effectiveness of projects.





# Process and Next Steps



# Process and Timeline



## Fall: Release Draft Framework with Proposed Funding Categories

- Collect feedback from all Bay Area counties with public forums and a public survey
- Presentations to transportation agencies and meetings with elected leaders
- Technical Advisory Group of county and regional transportation agencies and public transit operators
- - Incorporate information from MTC's Plan Bay Area 2050 evaluation
- Finalize proposed revenue mechanism
- Presentations to MTC Oct 23 and December (anticipated)

**Jan 2020: Legislature considers FASTER proposal.**

**Spring/Summer 2020:** Regional Entity named in legislation, likely MTC, considers whether to place on the ballot

**November 2020: Voters in the nine Bay Area counties vote for transformational change to our regional transit system.**



# Process and Timeline



## **Nov/Dec: Develop Final FASTER Framework and Legislative Proposal**

- Continue presenting to transportation agencies and operators, and engaging with elected officials and stakeholders
- Incorporate information from MTC's Plan Bay Area 2050 project and scenario evaluation (to be released in November)
- Further refine proposed programs and recommend funding levels
- Refine policies to ensure the system is integrated at a regional scale and to expedite project delivery
- Finalize proposed revenue mechanism
- Second presentation to MTC (anticipated)

**Jan 2020: Legislature considers FASTER proposal.** Legislation would authorize a regional entity, likely MTC, to place it on the ballot

**Spring/Summer 2020:** Regional Entity considers whether to place on the ballot

**November 2020: Voters in the nine Bay Area counties vote for transformational change to our regional transit system.**



# Join Us!



Do you have ideas or want to support this effort?

Learn more and take our survey at  
[www.FASTERBayArea.org](http://www.FASTERBayArea.org)

Contact: [Info@FASTERBayArea.org](mailto:Info@FASTERBayArea.org)