

A FASTER Bay Area

A Seamless Transportation System Based On:

Freedom

Affordability

Speed

Transparency

Equity

Reliability



The Bay Area Today

The Bay Area is home to one of the most dynamic economies in the world.

However, the region's infrastructure is based on pre-1960's models unable to keep pace w/ population & economic growth.

Commute times are crippling the Bay Area economy and productivity, **causing residents to lose 116 hours annually** to their commute.



Key Public Opinion Research Findings

- Residents recognize the transportation challenges facing the region
- Voters are seeking a modern, reliable, and accessible transit system that connects the Bay Area
- Conceptual willingness to raise taxes for transportation investments is above two-thirds
- Differences in support between funding mechanisms are slight, and within the margin of error
- A regional measure is viable in the right environment; however, organized and funded opposition will likely result in defeat



FASTER Principles

- Prioritize the development and implementation of a **true regional transit system**
- Provide **freedom of access, mobility, and a true alternative** to driving alone
- Solve for existing barriers - including **affordability, speed, reliability, and ability to access** the system
- **Support economic development:** transit allows new areas for housing and business development throughout the 9 counties
- **Reduce climate emissions** and adapt to a changing environment



Leadership Group Vision

- Bay Area residents deserve a world-class, integrated, seamless transit system that connects and extends BART, Caltrain, the Altamont Commuter Express, SF Muni, VTA Light Rail, SMART, Amtrak, the Capitol Corridors, Ferries, Bikes and buses; to provide reliable, safe and efficient service for those who are transit dependent, and compelling enough to lure those of us who are current car commuters out of our automobiles.

Outreach Touch Points

Recurring Meetings

- Operators and County Transportation Agencies
- MTC
- Local Transportation Leaders and Stakeholders
- Business Leaders
- Equity and Transit Coalition
- Labor
- Environmental Groups

Public Outreach

- Outreach forums in fall 2019
- Board presentations
- Survey



Feedback from Outreach to Date

- Focus on transit
- Integrate public transit system into one fast, user-friendly system
- Regional express buses running on fast express lanes
- Discount fares
- Walk and bicycle access
- Use emerging mobilities to provide flexible transportation
- Funding for climate adaptation



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**.



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



Process



Next Steps

Exploring rebates, affordable fares, and other options to address regressivity

Defining longer-term vision as well as key projects that are shovel ready

Can you help us? We are looking for support with projects, programmatic ideas, and/or FASTER outreach?

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