

CONNECT BAY AREA

FOR IMMEDIATE RELEASE

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New Poll Shows Strong Support for Regional Transit Funding Measure

Connect Bay Area Campaign prepares for signature gathering and voter outreach for November 2026 ballot

SAN FRANCISCO — A new poll of likely November 2026 voters across the Bay Area shows that a regional transit funding measure has strong majority support and a clear path to victory. The poll bolsters the efforts by the Connect Bay Area Campaign, which is working to bring a five county sales tax to the ballot in 2026 to support public transit in Alameda, Contra Costa, San Francisco, San Mateo, and Santa Clara Counties.

The survey, conducted by EMC Research for the Metropolitan Transportation Commission found that **59% of Bay Area voters would support a proposed regional sales tax measure** to prevent major service cuts, reduce congestion, and improve transit transformation projects. This is above the 50% threshold needed to pass the measure.

The poll also showed overwhelming voter enthusiasm for public transportation in the Bay Area:

- 84% of voters called public transit important to the region – up from 79% in 2023.
- 61% of voters hold a favorable view of public transportation in the region.

[Poll Details linked here](#)

“The results confirm that Bay Area residents deeply value public transit and want to protect it,” said Jesse Hunt, President of ATU Local 1555. “Transit keeps families connected, supports local jobs, and makes our region more affordable for everyone. This is an encouraging sign for our campaign that will keep our economy moving and our communities connected.”

“We’re building a broad, durable coalition because this measure is about both avoiding disastrous service cuts and building the Bay Area’s future,” said Kristina Lawson, Chair of the Bay Area Council. “The Bay Area doesn’t work without public transportation and our coalition is working hard to deliver this critical funding for the future of our region.”

Connect Bay Area: What it is and Why it Matters

The Connect Bay Area campaign will bring a five county sales tax to the ballot in November 2026 through a citizen signature gathering effort. The rate will be set at ½-cent, with the exception that San Francisco will be set at a 1 cent rate to provide additional support for MUNI. This measure will provide long-term operations funding for major Bay

Area transit agencies and support regional projects to strengthen transit throughout the Bay Area.

Without new and sustainable operations funding, the Bay Area will face a true emergency:

- **BART:** Could shut down two of its five lines, reducing service from 4,500 trains per week to just 500, with trains running only hourly and no weekend service.
- **Caltrain:** Trains would run only once per hour, end service by 9 p.m. on weekdays, and eliminate all weekend service.
- **Muni:** Would face 50% cuts to all bus and Metro lines, including elimination of entire neighborhood routes and San Francisco's iconic historic trolleys and cable cars.
- **AC Transit:** Would reduce service by 37%, bringing operations down to just half of pre-pandemic levels.

The Connect Bay Area measure will support the future of public transportation in the Bay Area:

- **Protect and improve** service on BART, Muni, Caltrain, SamTrans, VTA, and AC Transit
- **Prevent catastrophic service cuts** that could devastate the Bay Area
- **Keep traffic and emissions down**, preventing gridlock and protecting climate progress;
- **Support the Bay Area's economy**, ensuring that downtown recovery and regional mobility remain strong.

About Connect Bay Area

The Connect Bay Area Transit Committee was officially launched in October 2025 to place a regional transportation funding measure on the November 2026 ballot. The coalition brings together labor, business, and transit advocates, including Bay Area Council, SEIU 1021, ATU 1555, SPUR, and SAMCEDA, alongside an advocacy council of more than 20 organizations representing transit, housing, environmental, equity, and senior and disability groups.

The campaign also has the support of leading elected officials, including State Senators Scott Wiener and Jessie Arreguín, San Francisco Mayor Daniel Lurie, Oakland Mayor Barbara Lee, Berkeley Mayor Adena Ishii, and San Mateo County Board President David Canepa.

The measure was made possible by Senate Bill 63 (The Connect Bay Area Act), authored by Senators Wiener and Arreguín and signed by Governor Gavin Newsom in October 2025, authorizing Alameda, Contra Costa, San Francisco, San Mateo, and Santa Clara Counties to pursue a regional sales tax dedicated to transit.

The Committee is now focused on the next phase: fundraising and preparing for signature gathering early next year to qualify the measure for the November 2026 ballot and expanding its network of grassroots supporters across the five-county region.