

SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT

MEMORANDUM

TO: Board of Directors

DATE: September 6, 2024

FROM: General Manager

SUBJECT: BART's Role in the Region Study

At the BART Board meeting of September 12, 2024, BART staff will present an information item on BART's Role in the Region Study. This comprehensive study aims to highlight BART's critical role in the success of our region, covering a wide range of issues such as emerging travel trends, regional economics, environmental goals, health and equity. Through data analysis and visualization, personal narratives, and extensive research, the report underscores BART's essential contribution to the Bay Area.

BART last conducted a Role in the Region study in 2016 with a focus on reinvestment in its aging system to maintain service reliability and address crowding and system safety. Since 2016, the Bay Area and its public transportation network have undergone significant changes. This new report arrives at a pivotal moment for BART, offering new data that provides insights into changes in travel patterns, BART's benefits to the region, and BART's future.

DocuSigned by:
Michael Jones
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Robert M. Powers

cc: Board Appointed Officers
General Manager
Executive Staff