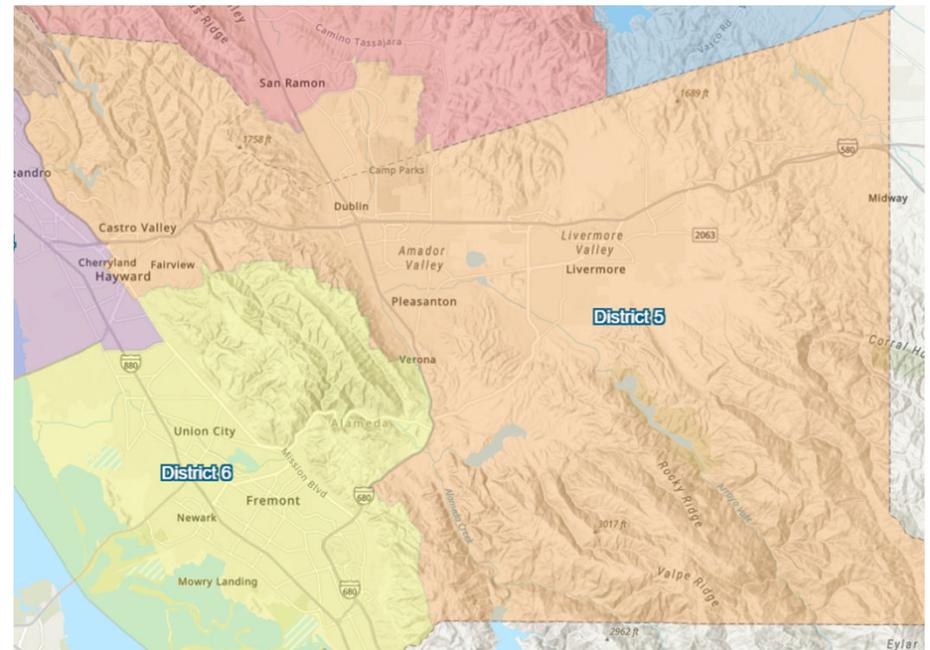




**Rotary Club of Castro Valley
BART Board President, Melissa Hernandez
February 3, 2026**

Melissa Hernandez, District 5

- President of the nine-member BART Board of Directors
- Former Dublin Mayor and Councilmember
- Elected to a four-year term in Nov. 2024
- District 5 includes Dublin, Pleasanton, Livermore, Hayward, and unincorporated Alameda County
- Represent Hayward, Castro Valley, West Dublin/Pleasanton, and Dublin/Pleasanton stations



Reducing Crime and Improving Security

- BART has doubled the number of Police Officers in stations and on trains
- Crisis Intervention Specialists and Transit Ambassadors address quality of life issues and complement sworn police presence
- Taller, stronger fare gates are installed at all 50 stations, reducing rider reports of fare evasion by 59%
- In 2025, crime on BART decreased by 41% when compared with 2024



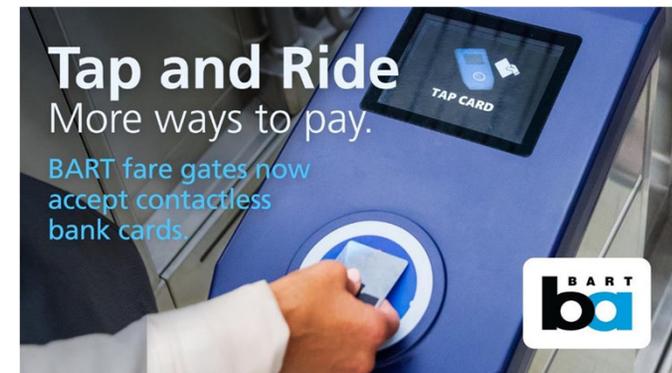
THE NEW BART EXPERIENCE

Clean Rides & Restrooms

- Doubled the rate of train car deep cleaning
- Reopened underground restrooms and added restroom and elevator attendants at most heavily used stations

Service Enhancements

- Improved station lighting and signage
- Tap and Ride now used by all Bay Area transit agencies allowing riders to pay fares directly with a credit or debit card
- Riders can now plan and book short Uber trips (within two to seven miles) to and from BART stations directly in the BART App



Ridership

- Ridership in December posted the highest weekday average since the pandemic, up 13.5% year over year
- Strongest growth in Transbay and evenings and weekends
- Monthly ridership numbers have consistently outperformed budget projections

Results

- Rider satisfaction is at its highest in 10 years
- 80 percent of those surveyed said they would recommend BART to a family member or friend



COMMITMENT TO EQUITY

BART is Committed to Ensuring All Riders Can Access Transit

- 50% discount for youth and low-income riders* enrolled in Clipper START
- 62.5% discount for seniors and people with disabilities
- Bay Pass pilot for employers to offer monthly transit passes as a commuter benefit

**Including College Students*

50% OFF
buses, BART and all Bay Area transit

It's a good opportunity to get out and about in the Bay Area as well as **it makes living a little more affordable.**

► Keith M.,
Daly City Resident

CLIPPER **START** ▶▶
Apply today!

clipperstartcard.com

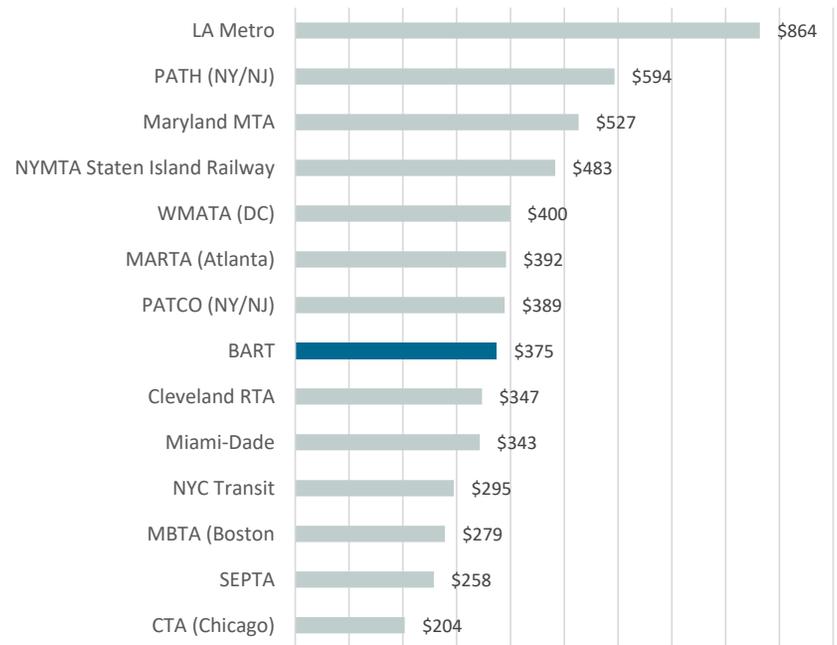
BART

The advertisement features a man with glasses and a backpack looking towards the camera. The background is a blurred transit station. The text is overlaid on the image in white and orange.

BART is Effectively Managing Costs

- BART's costs per revenue vehicle hour are in line with peer transit agencies
- Only 40% of BART's operating costs scale directly with service levels
- Cutting BART operating expenses requires a disproportionate service reduction
- BART eliminated our FY26 budget deficit of \$35 million with cost savings like a hiring freeze (\$9M), non-labor cost reductions (\$8M), and other efficiencies

*US Heavy Rail Services
Cost per Vehicle Revenue Hour (FY 2024)*



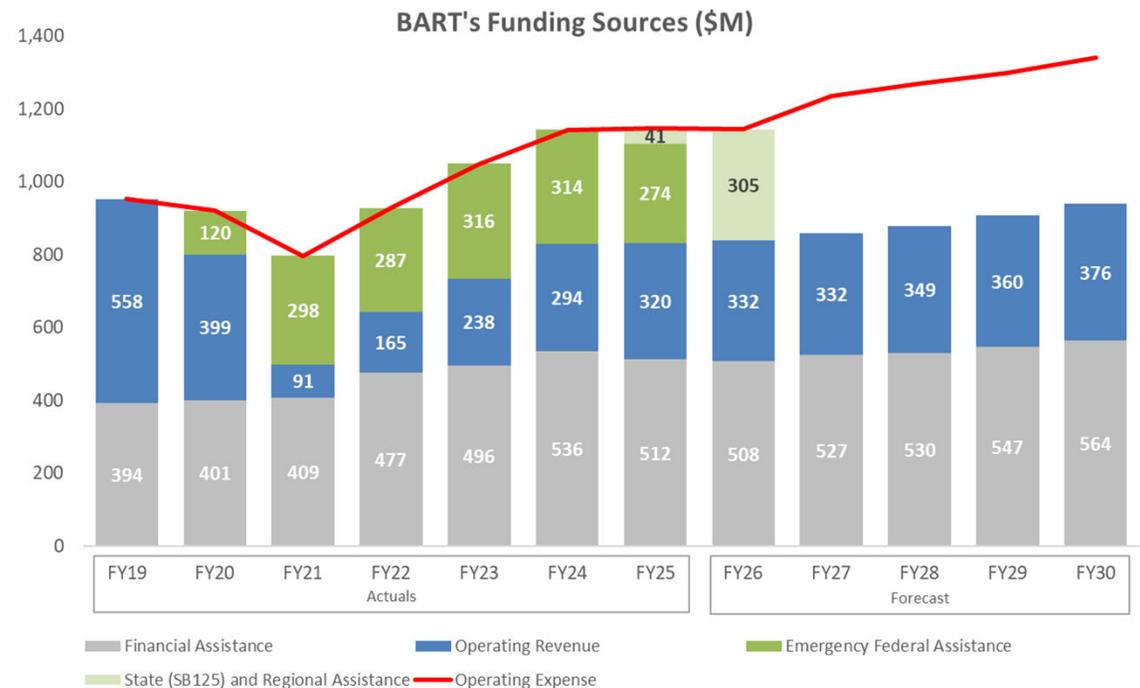
Source: National Transit Database FY24, contiguous US states only



BART'S FUNDING CHALLENGE

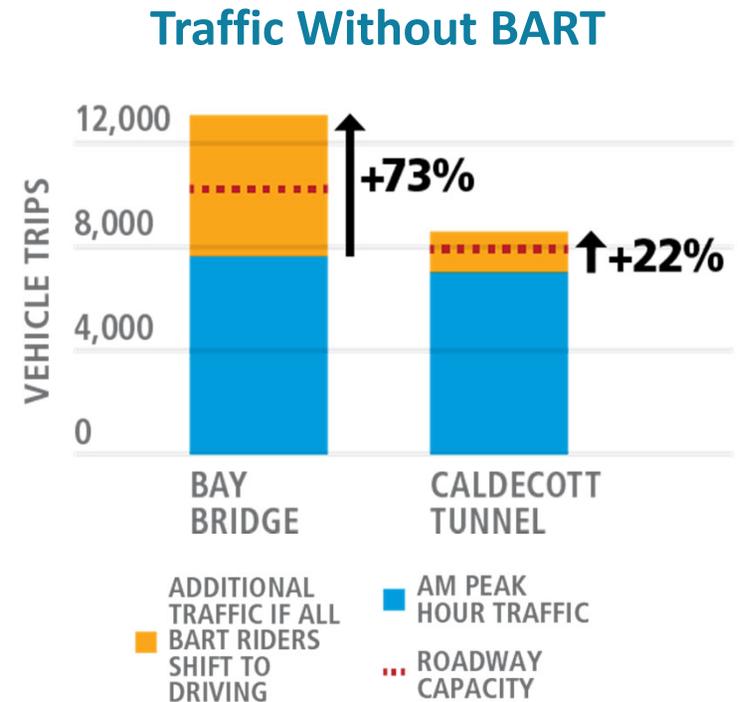
What is the Challenge for BART?

- Ridership mirrors office occupancy; while 76% of our riders have returned, they are taking fewer trips
- Fare revenue is down \$300-400M compared to pre-pandemic forecasts
- BART faces deficits averaging \$375M per year beginning in Fiscal Year 2027
- Ridership, fare revenue growth, and cost controls are **part of the solution**, but other revenue is needed



BART Supports Regional Mobility & Keeps Cars off the Road

- BART's 2024 [Role in the Region](#) study considered a future without BART
- The study found a region with:
 - Decreased access to employment, commerce, education, etc.
 - Worsened congestion
 - Increased emissions
 - A diminished regional transit network



FUN EVENTS

Upcoming BART Events



Saturday, February 14
Sold out Speed Dating Train
from 16 St. Mission to Millbrae



Saturday, March 14
See the BARTmobile in the
Dublin St. Patrick's Day Parade



Stay Connected!

Melissa Hernandez

Board President, District 5 Director

MHernandez@bart.gov

(510) 464-6095

Bradley Dunn

Manager of Local Government and
Community Relations

Bradley.Dunn@bart.gov

(510) 406-2987

Find us on Social:

X: @SFBART

IG: @SFbayarearapidtransit

@SFBARTable

TikTok: @SFBART

