

Meeting Agenda

Fare Integration Task Force

Michael Hursh, Chair

Denis Mulligan, Vice Chair

Monday, January 22, 2024

12:45 PM

Board Room - 1st Floor

The Fare Integration Task Force is scheduled to meet at 12:45 p.m.

Meeting attendees may opt to attend in person for public comment and observation at 375 Beale Street, Board Room (1st Floor). In-person attendees must adhere to posted public health protocols while in the building. The meeting webcast will be available at <https://mtc.ca.gov/whats-happening/meetings/live-webcasts>. Members of the public are encouraged to participate remotely via Zoom at the following link or phone number.

Members of the public participating by Zoom wishing to speak should use the “raise hand” feature or dial *9. When called upon, unmute yourself or dial *6. In order to get the full Zoom experience, please make sure your application is up to date.

Attendee Link: <https://bayareametro.zoom.us/j/85759697049>

iPhone One-Tap: US: +13462487799,,85759697049# US (Houston)
+16694449171,,85759697049# US

Join by Telephone (for higher quality, dial a number based on your current location) US:

888 788 0099 (Toll Free) or 877 853 5247 (Toll Free)

Webinar ID: 857 5969 7049

International numbers available: <https://bayareametro.zoom.us/u/kbuAEp3tM>

Detailed instructions on participating via Zoom are available at:

<https://bayareametro.zoom.us/u/kdR1hznEgA>

<https://mtc.ca.gov/how-provide-public-comment-board-meeting-zoom>

Members of the public may participate by phone or Zoom or may submit comments by email at info@bayareametro.gov by 5:00 p.m. the day before the scheduled meeting date. Please include the committee or board meeting name and agenda item number in the subject line. Due to the current circumstances, there may be limited opportunity to address comments during the meeting. All comments received will be submitted into the record.

Roster

Michael Hursh, Chair and Denis Mulligan, Vice-Chair

Members: Michelle Bouchard, Bill Churchill, Carolyn M. Gonot, Daryl Halls, Eddy Cumins, April Chan, Andrew Fremier, Kate Miller, Robert Powers, Christy Wegener, Jeffrey Tumlin.

1. Call Meeting to Order / Roll Call / Confirm Quorum.

Quorum: A quorum of this committee shall be a majority of its regular voting members (7)

2. Chair Introduction / Remarks-Hursh**3. Consent Calendar**

3a. [23-1499](#) Minutes of the October 23, 2023 Meeting

Action: Approval

Attachments: [3a 2023-10-23 Fare Integration Task Force Meeting Minutes](#)

4. Information

4a. [24-0131](#) Fare Integration Updates

Action: Information

Presenter: Terence Lee (MTC) and Michael Eiseman (BART)

Attachments: [4a Summary Sheet Clipper BayPass](#)

[4ai 2024_01_22 FITF Presentation](#)

5. Public Comment / Other Business

*Members of the public participating by Zoom wishing to speak should use the "raise hand" feature or dial *9. When called upon, unmute yourself or dial *6.*

6. Adjournment / Next Meeting

The next meeting of the Fare Integration Task Force will be held at a time and location to be duly noticed.

Public Comment: The public is encouraged to comment on agenda items at Committee meetings by completing a request-to-speak card (available from staff) and passing it to the Committee secretary. Public comment may be limited by any of the procedures set forth in Section 3.09 of MTC's Procedures Manual (Resolution No. 1058, Revised) if, in the chair's judgment, it is necessary to maintain the orderly flow of business.

Meeting Conduct: If this meeting is willfully interrupted or disrupted by one or more persons rendering orderly conduct of the meeting unfeasible, the Chair may order the removal of individuals who are willfully disrupting the meeting. Such individuals may be arrested. If order cannot be restored by such removal, the members of the Committee may direct that the meeting room be cleared (except for representatives of the press or other news media not participating in the disturbance), and the session may continue.

Record of Meeting: Committee meetings are recorded. Copies of recordings are available at a nominal charge, or recordings may be listened to at MTC offices by appointment. Audiocasts are maintained on MTC's Web site (mtc.ca.gov) for public review for at least one year.

Accessibility and Title VI: MTC provides services/accommodations upon request to persons with disabilities and individuals who are limited-English proficient who wish to address Commission matters. For accommodations or translations assistance, please call 415.778.6757 or 415.778.6769 for TDD/TTY. We require three working days' notice to accommodate your request.

可及性和法令第六章: MTC 根據要求向希望來委員會討論有關事宜的殘疾人士及英語有限者提供服務/方便。需要便利設施或翻譯協助者，請致電 415.778.6757 或 415.778.6769 TDD / TTY。我們要求您在三個工作日前告知，以滿足您的要求。

Acceso y el Titulo VI: La MTC puede proveer asistencia/facilitar la comunicación a las personas discapacitadas y los individuos con conocimiento limitado del inglés quienes quieran dirigirse a la Comisión. Para solicitar asistencia, por favor llame al número 415.778.6757 o al 415.778.6769 para TDD/TTY. Requerimos que solicite asistencia con tres días hábiles de anticipación para poderle proveer asistencia.

Attachments are sent to Committee members, key staff and others as appropriate. Copies will be available at the meeting.

All items on the agenda are subject to action and/or change by the Committee. Actions recommended by staff are subject to change by the Committee.

Metropolitan Transportation Commission

375 Beale Street, Suite 800
San Francisco, CA 94105

Legislation Details (With Text)

File #: 23-1499 **Version:** 1 **Name:**
Type: Minutes **Status:** Consent
File created: 11/16/2023 **In control:** Fare Integration Task Force
On agenda: 1/22/2024 **Final action:**
Title: Minutes of the October 23, 2023 Meeting
Sponsors:
Indexes:
Code sections:
Attachments: [3a 2023-10-23 Fare Integration Task Force Meeting Minutes](#)

Date	Ver.	Action By	Action	Result
------	------	-----------	--------	--------

Subject:
Minutes of the October 23, 2023 Meeting

Recommended Action:
Approval

Attachments:

375 Beale Street, Suite
800
San Francisco, CA 94105

Meeting Minutes - Draft

Fare Integration Task Force

Michael Hursh, Chair

Denis Mulligan, Vice Chair

Monday, October 23, 2023

12:45 PM

Board Room – 1st Floor

The Fare Integration Task Force is scheduled to meet at 12:45 pm.

Meeting attendees may opt to attend in person for public comment and observation at 375 Beale Street, Board Room (1st Floor). In-person attendees must adhere to posted public health protocols while in the building. The meeting webcast will be available at <https://mtc.ca.gov/whats-happening/meetings/live-webcasts>. Members of the public are encouraged to participate remotely via Zoom at the following link or phone number.

Members of the public participating by Zoom wishing to speak should use the “raise hand” feature or dial *9. When called upon, unmute yourself or dial *6. In order to get the full Zoom experience, please make sure your application is up to date.

Attendee Link: [<https://bayareametro.zoom.us/j/89359573334>
iPhone One-Tap: US: +13462487799,,89359573334# US (Houston)
+16699006833,,89359573334# US (San Jose)

Join by Telephone (for higher quality, dial a number based on your current location) US:
888 788 0099 (Toll Free) or 877 853 5247 (Toll Free)
Webinar ID: 893 5957 3334

International numbers available: <https://bayareametro.zoom.us/u/keeEXDXUIW>

Detailed instructions on participating via Zoom are available at:

<https://bayareametro.zoom.us/u/kdR1hznEgA>

<https://mtc.ca.gov/how-provide-public-comment-board-meeting-zoom>

Members of the public may participate by phone or Zoom or may submit comments by email at info@bayareametro.gov by 5:00 p.m. the day before the scheduled meeting date. Please include the committee or board meeting name and agenda item number in the subject line. Due to the current circumstances, there may be limited opportunity to address comments during the meeting. All comments received will be submitted into the record.

Roster

Michael Hursh, Chair and Denis Mulligan, Vice-Chair

Members: Michelle Bouchard, Bill Churchill, Carolyn M. Gonot, Daryl Halls, Eddy Cumins, April Chan, Andrew Fremier, Kate Miller, Robert Powers, Christy Wegener, Jeffrey Tumlin.

1. Call Meeting to Order / Roll Call / Confirm Quorum.

Ron Grassi acted as a delegate and voting Member of the Task Force in place of Member Darryl Halls. Actions and attendance noted below as “Halls” were taken by Grassi.

Michael Jones acted as a delegate and voting Member of the Task Force in place of Member Robert Powers. Actions and attendance noted below as “Powers” were taken by Jones.

Present: 13 - Chair Hursh, Task Force Member Halls, Task Force Member Miller, Vice Chair Mulligan, Task Force Member Powers, Task Force Member Tumlin, Task Force Member Gonot, Task Force Member Bouchard, Task Force Member Churchill, Task Force Member Wegener, Task Force Member Chan, Task Force Member Fremier, and Task Force Member Cumins

2. Chair Introduction / Remarks-Hursh

3. Consent Calendar

Upon the motion by Vice Chair Mulligan and seconded by Task Force Member Tumlin, the Consent Calendar was approved. The motion carried by the following vote:

Aye: 13 - Chair Hursh, Task Force Member Halls, Task Force Member Miller, Vice Chair Mulligan, Task Force Member Powers, Task Force Member Tumlin, Task Force Member Gonot, Task Force Member Bouchard, Task Force Member Churchill, Task Force Member Wegener, Task Force Member Chan, Task Force Member Fremier and Task Force Member Cumins

3a. [23-1182](#) Approval of the Minutes from the August 28, 2023 Meeting

Action: Approval

Attachments: [3a FITF Minutes from the August 28, 2023 Meeting](#)

4. Information

4a. [23-1308](#) Update on No-Cost/Reduced-Cost Interagency Transfer Pilot

Project staff will present an update on the development of a memorandum of understanding to facilitate the launch of the No-Cost/Reduced-Cost Interagency Transfer Pilot in 2024, concurrent with the Next Generation Clipper system.

Action: Information

Presenter: William Bacon, MTC and Michael Eiseman, BART

Attachments: [4a Summary Sheet No-Cost Transfer Pilot Update](#)
[4ai No-Cost Transfer Pilot Update Presentation](#)

The following individuals spoke on this Item:
Michael Nelson; Adina Levin, Seamless Bay Area; and Aleta Dupree

4b. [23-1183](#) Clipper BayPass Project Update

Project staff will present an update on work underway to allow for Clipper BayPass Phase 1 pilot educational and affordable housing participant institutions to remain in the program beyond June 30, 2024 under similar terms to the Clipper BayPass Phase 2 pilot participation agreement.

Action: Information

Presenter: Terence Lee, MTC, Ryan Reeves, BART and Jimmy Mahady, BART

Attachments: [4b 23-1183 Summary Sheet Clipper BayPass](#)
[4bi 23-1183 Clipper BayPass Presentation](#)
[4bii Joint Comment letter Clipper BayPass Pilot Phase 2](#)

The following individuals spoke on this Item:
Adina Levin.

5. Public Comment / Other Business

The following individuals spoke on this Item:
Aleta Dupree.

6. Adjournment / Next Meeting

The next meeting of the Fare Integration Task Force will be held at a time and location to be duly noticed.

Metropolitan Transportation Commission

375 Beale Street, Suite 800
San Francisco, CA 94105

Legislation Details (With Text)

File #: 24-0131 **Version:** 1 **Name:**
Type: Report **Status:** Informational
File created: 1/2/2024 **In control:** Fare Integration Task Force
On agenda: 1/22/2024 **Final action:**
Title: Fare Integration Updates
Sponsors:
Indexes:
Code sections:
Attachments: [4a Summary Sheet Clipper BayPass](#)
[4ai 2024 01 22 FITF Presentation](#)

Date	Ver.	Action By	Action	Result
------	------	-----------	--------	--------

Subject:
Fare Integration Updates

Presenter:
Terence Lee (MTC) and Michael Eiseman (BART)

Recommended Action:
Information

Attachments:

Clipper® Executive Board Fare Integration Task Force

January 22, 2024

Agenda Item 4a

Fare Integration Update

Subject:

Project staff will present a progress update on the first two elements of the Fare Policy Vision Statement – the Clipper BayPass Pilot and the Reduced/No-Cost Transfer Policy.

Background:

In November 2021, the Fare Integration Task Force adopted the Fare Policy Vision Statement directing staff to pilot a regional institutional pass product. In August 2022, the first phase of the Clipper® BayPass pilot was launched to pilot an unlimited-use product at four higher education institutions – the University of California, Berkeley (UC Berkeley), San Francisco State University (SFSU), San Jose State University (SJSU), and Santa Rosa Junior College (SRJC) – and at 12 MidPen affordable housing properties.

Phase 1 of the pilot is scheduled to end on June 30, 2024. Discussions are ongoing with partner institutions and transit operator staff to determine an appropriate approach for engaging with Phase 1 partners beyond June 30, 2024. The project team will return to the Task Force with recommendations in March 2024.

Phase 2 of the pilot has formally launched with the first three institutions – the University of California – San Francisco, the City of Menlo Park, and Alameda Transportation Management Association. These partnerships will grant nearly 8,000 people with access to unlimited regional travel on Bay Area transit services. As with Phase 1, the project team will closely monitor impacts to transit use, travel patterns, and attitudes and perceptions of transit. The project team also continues to recruit for additional partners for Phase 2, which will include a total of 10 institutions with a combined total 20,000 individuals per a Participation Agreement between MTC and transit operators.

The Reduced/No-Cost Transfer Policy is slated to launch with the Next Generation Clipper System in Summer 2024. Under this policy, riders transferring between two agencies on Clipper receive a discount of up to \$2.50 within two hours of their first tag. To fund the pilot, transit agencies fund the first 50¢ of the discount, and MTC will reimburse the remainder of foregone

revenue for 18-24 months, with the duration dependent on available funding. Staff circulated a draft memorandum of understanding (MOU) for agency feedback and plan to seek endorsement of the final version at the Fare Integration Task Force meeting in February, after which agency staff will seek Board approvals to authorize participation in the Reduced/No-Cost Transfer Policy.

A team of staff from MTC and BART is also working to support completion of the Title VI fare equity analysis required for these pilot fare programs. Consulting firm WSP is providing support for the Clipper BayPass Phase 1 Title VI fare equity analysis for MTC with expected completion in February. Staff are also procuring consultant support for Title VI analyses of the remaining fare integration pilots and working to convene a staff working group from participating agencies to gather input and establish a work plan ensuring compliance with all applicable laws under Title VI.

Issues:

None identified.

Recommendations:

Information Item Only.

Attachments:

- Attachment A: PowerPoint



Michael Eiseman, Co-Project Manager, BART



William Bacon, Co-Project Manager, MTC



Fare Integration Update

Fare Integration Task Force - Agenda Item 4a

January 22, 2024



Agenda – Fare Integration Overview

Where we've been

- Fare Coordination and Integration Study
- Fare Policy Vision Statement

Where we are

- Clipper BayPass Launch
- Transfer Policy Development

Where we're going

- Clipper BayPass Eval and Next Steps
- Transfer Policy Launch

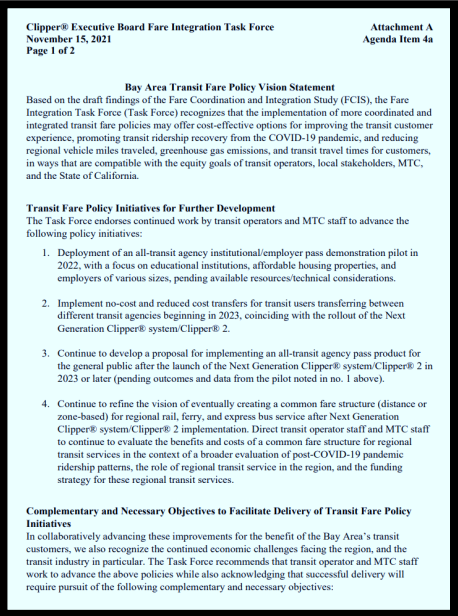
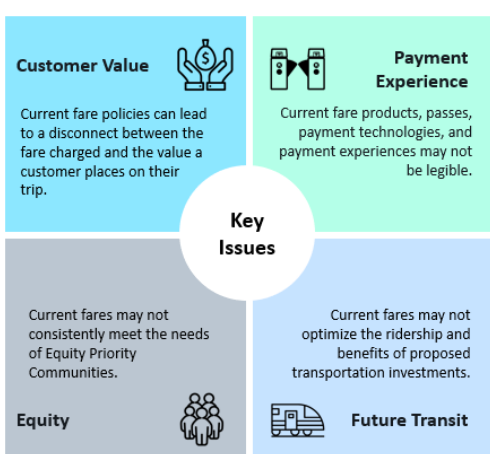
Where We've Been



- Two-year study of fare coordination challenges and opportunities in the Bay Area
- Business case analysis with recommendations

- Endorsement of policy direction informed by FCIS recommendations

- Deployed pilot of the Bay Area's first regional institutional pass product



Where We Are



<h2>PHASE 1</h2> <p>Educational Institutions and Affordable Housing Properties</p>	<h2>PHASE 2</h2> <p>Employers, Transportation Mgmt Associations, etc.</p>
<ul style="list-style-type: none"> Launched in Summer 2022 for nearly 50,000 students and residents. 	<ul style="list-style-type: none"> Launched in January 2024 for nearly 8,000 people Goal of providing BayPass to a total of 20,000 people
<ul style="list-style-type: none"> Executed MOUs with partners, identified \$4.5M in funding, secured operator approval, and worked with partners to conduct randomized control trial 	<ul style="list-style-type: none"> Executed participation agreement with operators and executed contracts with partners

What does success look like for BayPass



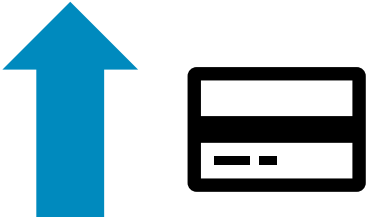
CATEGORY	DEFINITION	STATUS
Ridership	<ul style="list-style-type: none"> Increased transit ridership for existing agency passes and Clipper BayPass & new transit riders 	40% increase in ridership observed through randomized control trial with Phase 1 students
Attitudes and Perceptions	<ul style="list-style-type: none"> Improved attitudes/perceptions of transit; Improved sense of value Reduced perceptions of barriers for multi-agency trips 	74% increase in inter-operator transfers 90%+ student support for making BayPass available to all
Equity	<ul style="list-style-type: none"> Transportation needs for low-income and transit-dependent populations are better served 	Title VI Analyses to be conducted in 2024
Sustainability	<ul style="list-style-type: none"> VMT and GHG reductions in support of region's climate change commitments Decreased demand for parking 	Correlated with ridership; further analysis to be developed
Revenue	<ul style="list-style-type: none"> Ridership changes allow for at minimum a revenue neutral pricing strategy 	In progress
Administration	<ul style="list-style-type: none"> Institutions can administer BayPass effectively 	In progress
Stakeholder Support	<ul style="list-style-type: none"> Employers and Operators see value of the pass program Broad support for moving forward with a permanent program 	In progress

Interim Evaluation Takeaways After Year 1 (Universities)

Over 2 million trips in Year 1

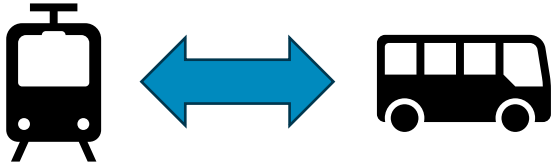
Randomized control trial evaluation show that compared to peers with single-agency passes, Clipper BayPass increases:

Public Transportation Usage



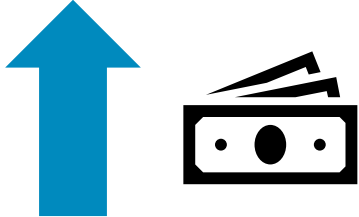
40% Increase in trips per card

Transfers between Operators



74% Increase

Average Fares



9% Increase in average fare of BayPass trips



Where We're Going



<p>Phase 1</p> <ul style="list-style-type: none">• Ends 6/30/2024• Ongoing:<ul style="list-style-type: none">• Determine how to proceed with existing Phase 1 partners• Determine how to work with other interested academic institutions• Summer: Complete Phase 1 Program Evaluation	<p>Next Steps</p> <p>Staff will return to Task Force in Spring 2024 to discuss next steps on Phase 1 and address questions including:</p> <ul style="list-style-type: none">• What is the interest and ability of Phase 1 partners to self-fund continued participation in Clipper BayPass?• How should BayPass be priced for students?• Should additional educational institutions or affordable housing properties be invited to participate?
<p>Phase 2</p> <ul style="list-style-type: none">• Continue recruiting for 7 remaining Phase 2 employers• Conduct preliminary evaluation and deploy surveys with initial employers	<p>Key Questions</p> <ul style="list-style-type: none">• Are there additional success metrics that should be measured?

Where We're Going – Free/Reduced-Cost Transfers

Goals:

- 1) Strengthen, standardize, and clarify transfer discounts between agencies on Clipper;
- 2) Generate new transit trips;
- 3) Improve customer experience on inter-agency travel

Policy: Riders get up to \$2.50 off when transferring to another agency within two hours of their first tag; cannot result in a negative fare

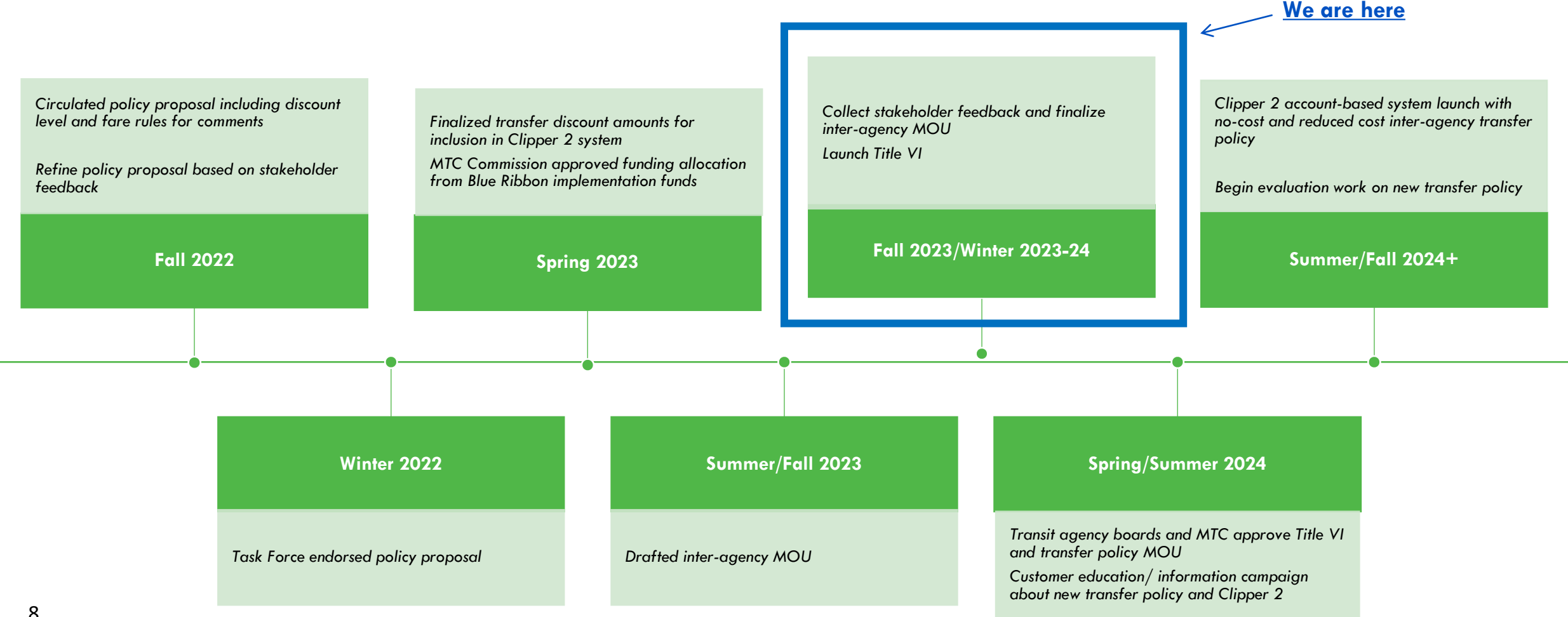
- The pilot would implement transfer discounts for a subset of cross-jurisdictional paratransit trips

Funding: Transit agencies fund the first 50¢ of the discount, and MTC will reimburse the remainder of foregone revenue for 18-24 months (duration based on available funding).

- Reimbursement adjusted for increases in transfer activity exceeding non-transfer trip ridership trends

Path to Free/Reduced-Cost Transfers Launch

Current key actions: MOU circulating for staff feedback; Title VI launch work underway



Summary of Near-Term Next Steps

Clipper BayPass

- **Spring:** Continued recruitment of new employer partners; continued discussions on path forward with current Phase I participants

Free and Reduced-Cost Transfers

- **January:** Agency staff provide feedback on draft MOU
- **February:** MOU to be endorsed by Task Force; begin seeking agency Board approvals of MOU

Title VI

- **January:** Agencies coordinate with PM team on Title VI analysis launch; continue BayPass Phase I Title VI analysis
- **Spring/Summer:** Complete Title VI analysis of Clipper BayPass Phase 1; Title VI staff participate in working group; assist with securing agency approvals as needed

Discussion and Questions