

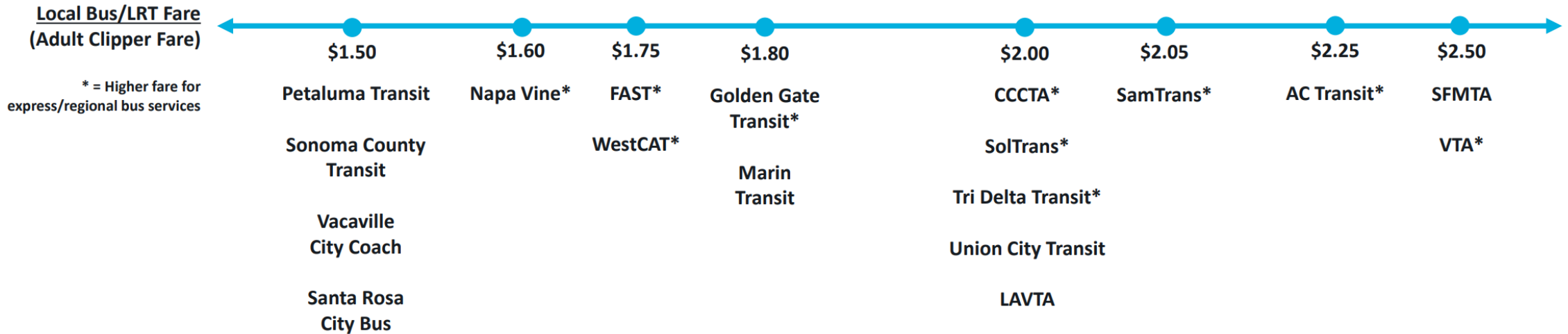
Transit Fare Coordination & Integration



**Regional Network Management Committee
October 13, 2023**

Overview of Transit Fares and Products

The Bay Area is served by over two dozen transit operators with a range of fares and fare structures



Zone Based Fares

- Caltrain
- Golden Gate Transit
- SMART
- Sonoma County Transit

Distance/Route Based Fares

- ACE
- BART
- Golden Gate Ferry
- WETA

Offers a Pass Product

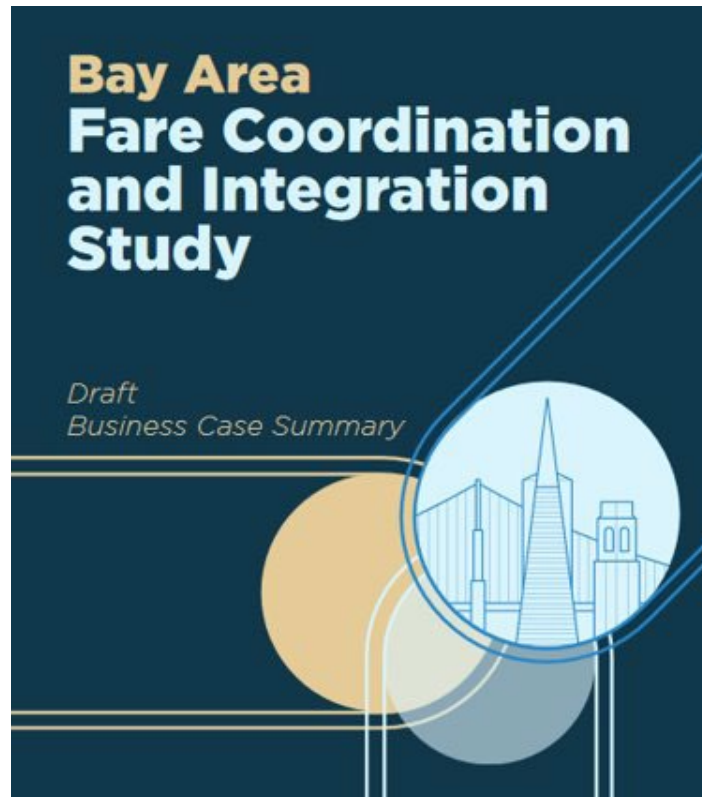
- Muni, ACE, VTA, Caltrain, samtrans, marin transit
- CitrusBus, Golden Gate Transit, SolTrans, SonomaCountyTransit
- VTA, Union City Transit, Delta Breeze, SMART, City Coach
- WestCAT, FAST, County Connection, ACE

Does Not Offer a Pass Product

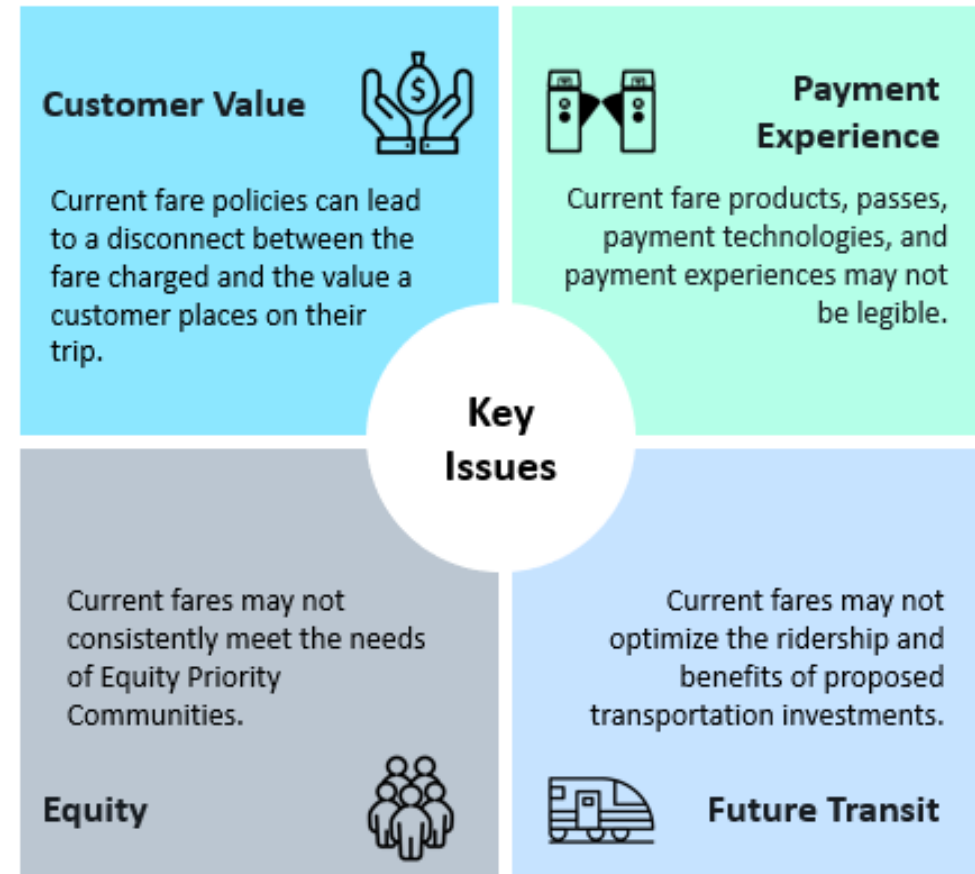
- BART
- SF Bay Ferry
- Golden Gate Ferry

Fare Coordination and Integration Study (FCIS)

Recognizing the challenges of this complex fare environment, MTC and transit operators launched a study in 2020 to evaluate methods to better coordinate and integrate fare policy in the region



**Business Case Report
released in October 2021**



Fare Coordination/Integration Work Continues

Led by MTC and BART staff, fare integration work is an example of transit agencies working together.

- Key part of Transit Transformation Action Plan
- Fare Integration Task Force has provided executive staff-level oversight of fare policy initiatives
- The Task Force endorsed a **Transit Fare Policy Vision Statement** in November 2021
 - Four key actions:
 1. Clipper BayPass Pilot
 2. No-Cost/Reduced-Cost Interagency Transfers
 3. All agency transit pass or cap/accumulator
 4. Develop vision for a shared zone or distance-based fare for regional transit services

FARE INTEGRATION TASK FORCE





Unlimited regional transit pass for rides on all bus, rail and ferry services in the Bay Area - anytime, anywhere



Phase 1:

Pilot with University Students and
Affordable Housing Residents

Launched 2022

Phase 2:

Pilot with Employers, Transportation
Management Associations and Property
Managers

Launching Late 2023

Clipper BayPass Pilot Phase 1

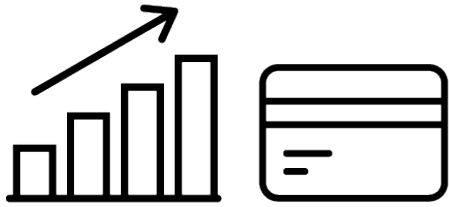


Pilot with University Students & Affordable Housing Residents

Approx. 50,000 people across the Bay Area eligible for Clipper BayPass Pilot including:

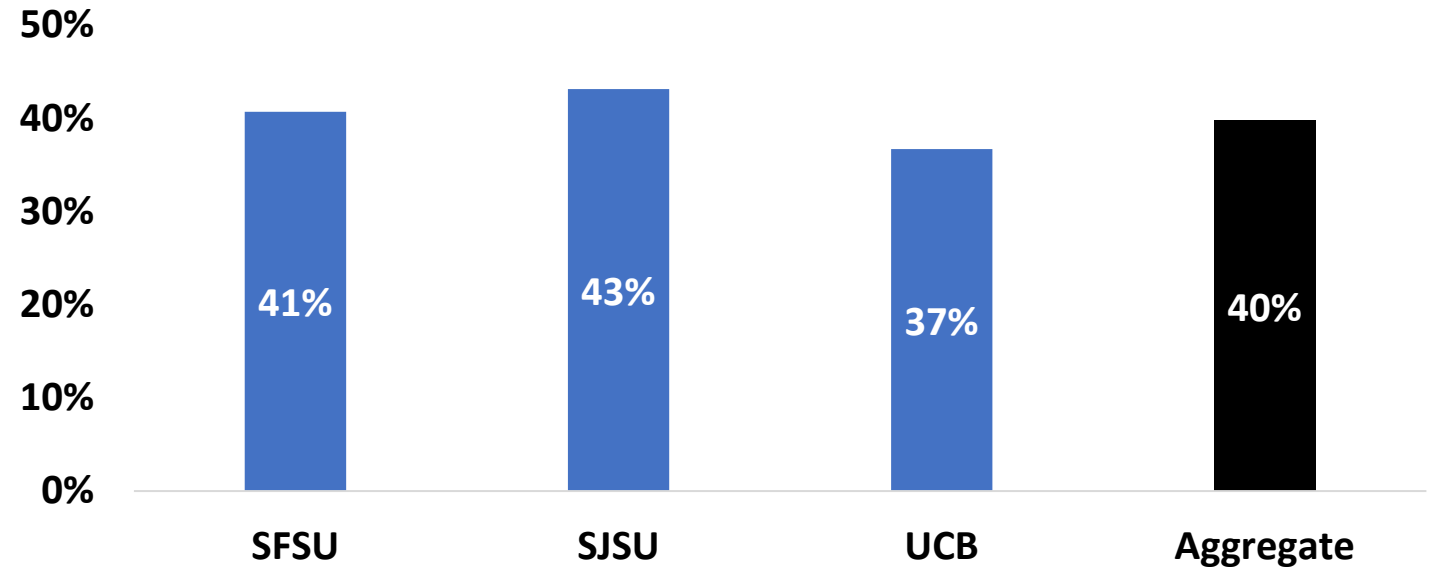
- Four universities/colleges
- Twelve MidPen Housing properties
- Structured as a randomized control trial at UC Berkeley, SFSU, SJSU with 25% of student body receiving Clipper BayPass and 75% continuing to receive the applicable local operator transit pass (e.g. VTA pass at SJSU)



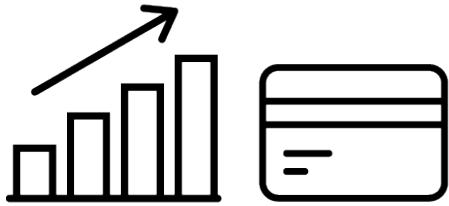


Clipper BayPass Increases Public Transit Usage

Increase in Average Total Number of Public Transportation Trips per Card due to Clipper BayPass

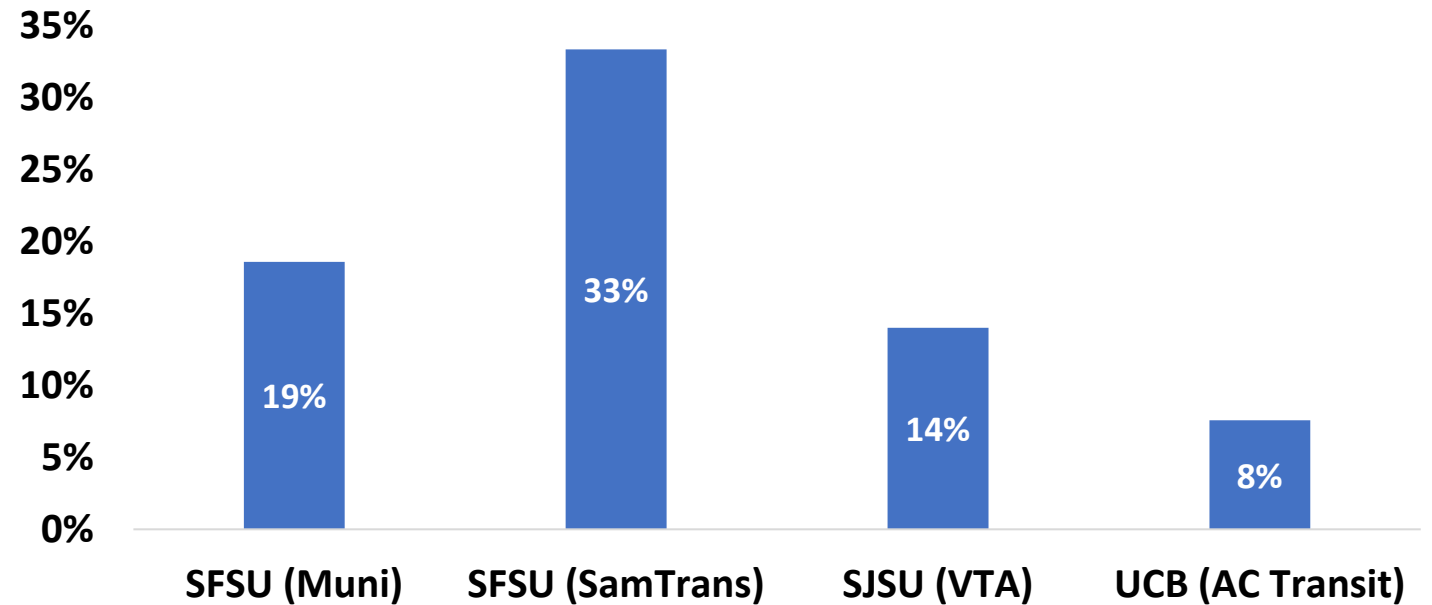


Source: Analysis of Clipper Card transactions for Clipper BayPass Pilot participants and local-operator pass holders at UC Berkeley, SFSU, and SJSU from August 2022 to August 2023.



Clipper BayPass Increases Public Transit Usage

Increase in Average Total Number of Public Transportation Trips per Card (for Existing Institutional Pass Operator) due to BayPass

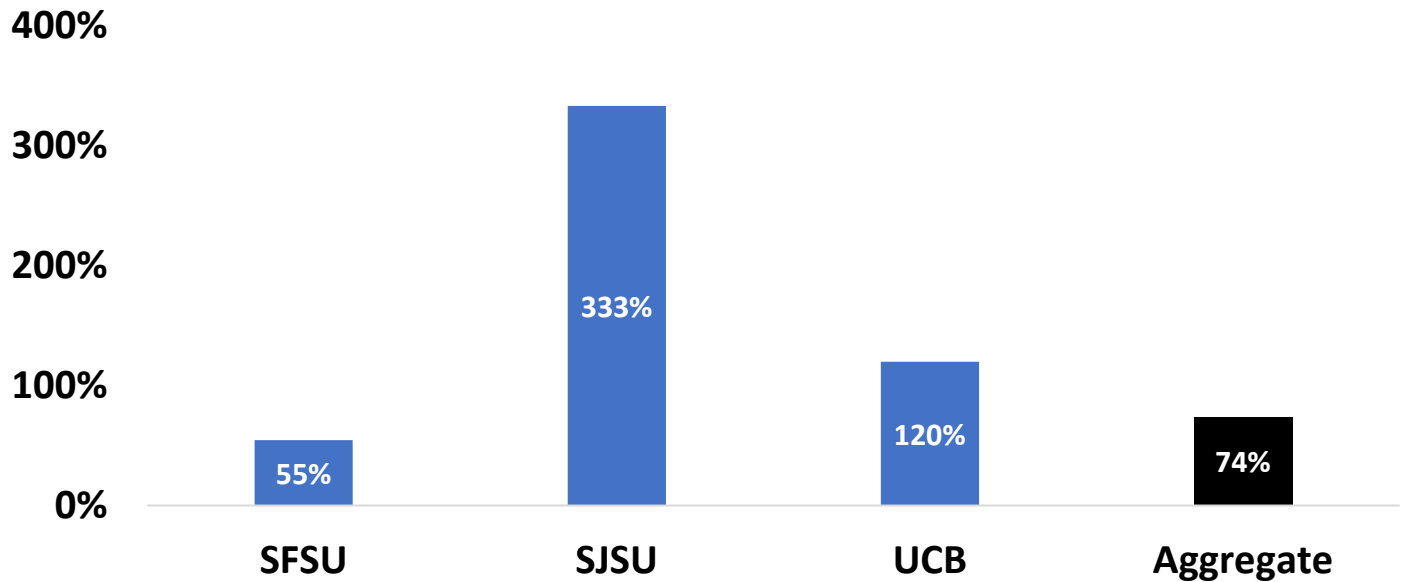


Source: Analysis of Clipper Card transactions for Clipper BayPass Pilot participants and local-operator pass holders at UC Berkeley, SFSU, and SJSU from August 2022 to August 2023.



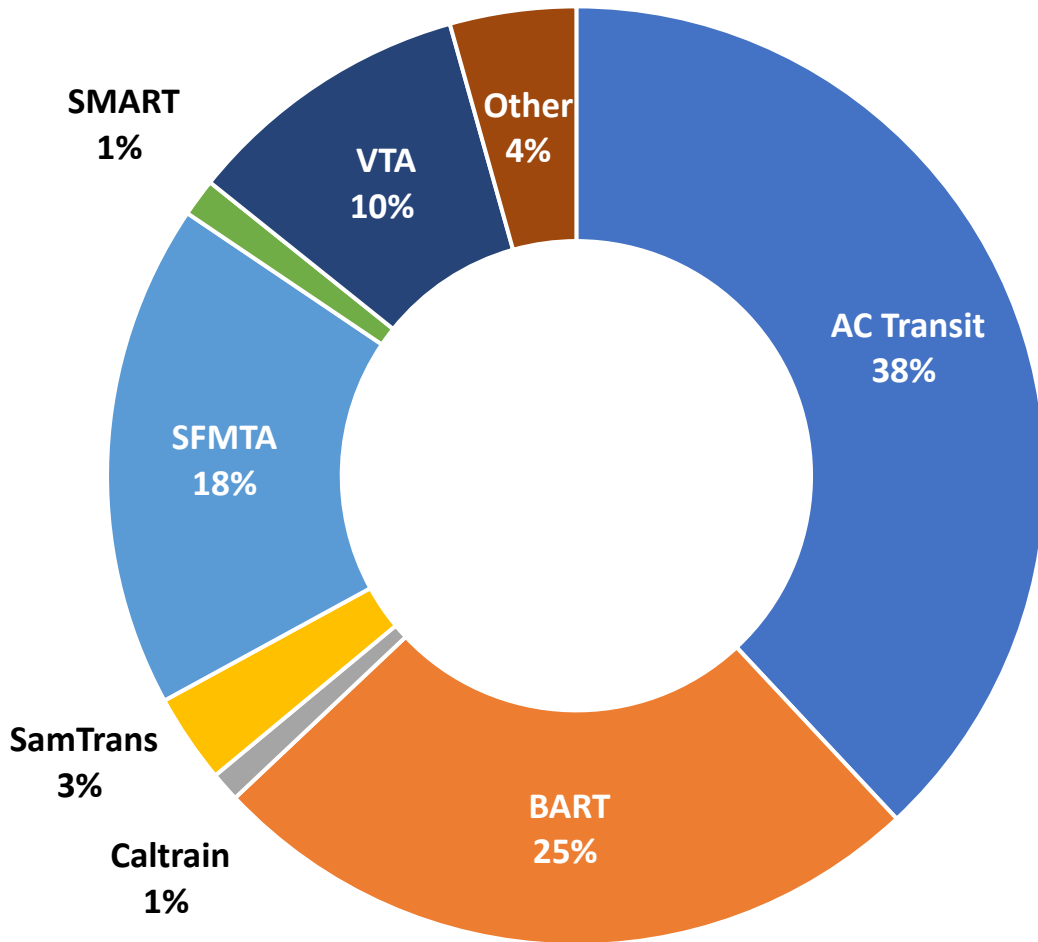
Clipper BayPass Increases Transfers Between Operators

Increase in Average Number of Transfers between Operators per Trip due to BayPass



Source: Analysis of Clipper Card transactions for Clipper BayPass Pilot participants and local-operator pass holders at UC Berkeley, SFSU, and SJSU from August 2022 to August 2023.

More than 2 Million Trips Taken (Phase 1)



Clipper BayPass Trips by Operator

“I can go from school to work to my home without having to worry about refilling my Clipper and counting how much money I’ve spent on it.”

“I really like how convenient it is to have all the public transportation options in one card.”

“I love the Clipper BayPass. It makes commuting so much easier and more convenient than using a regular Clipper card.”

Video - “Clipper BayPass is essential”



[Link to video https://mtc.ca.gov/news/clipperr-baypass-makes-case-fare-coordination](https://mtc.ca.gov/news/clipperr-baypass-makes-case-fare-coordination)

Clipper BayPass Phase 2 – Employer Pass



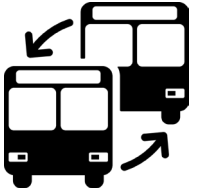
Selling a new unlimited regional transit fare product to up to 10 employers with up to 20,000 total employee participants

Key Objectives:

- Generating new riders and new revenue sources
- Broadening access to institutional programs
- Evaluating and managing impacts to transit operator revenues, especially for operators with existing institutional pass programs
- Gathering data to inform the development of any post-pilot program that may be developed
- Launching late 2023



No-Cost & Reduced Cost Interagency Transfer Policy Pilot



“When you make a trip that requires transferring between transit agencies, pay the full fare on just the first agency you use.

Any transfer to another agency within two hours of the first boarding is discounted up to a limit of \$2.50* per transfer”.

*When making an inter-agency transfer, customers using Clipper receive a discount equivalent to the single-ride Clipper fare for amounts up to the region’s highest local transit fare (currently \$2.50). This amount may change based on local agency fare adjustments.



- Launching in 2024 with Next Generation Clipper
- Significant opportunity to promote ridership growth (+27,000 riders)
- Major benefits to low-income riders
- Funded for 18-24 months with \$22 million of Transit Transformation Action Plan implementation funds identified by MTC

Challenges to Delivering Fare Integration

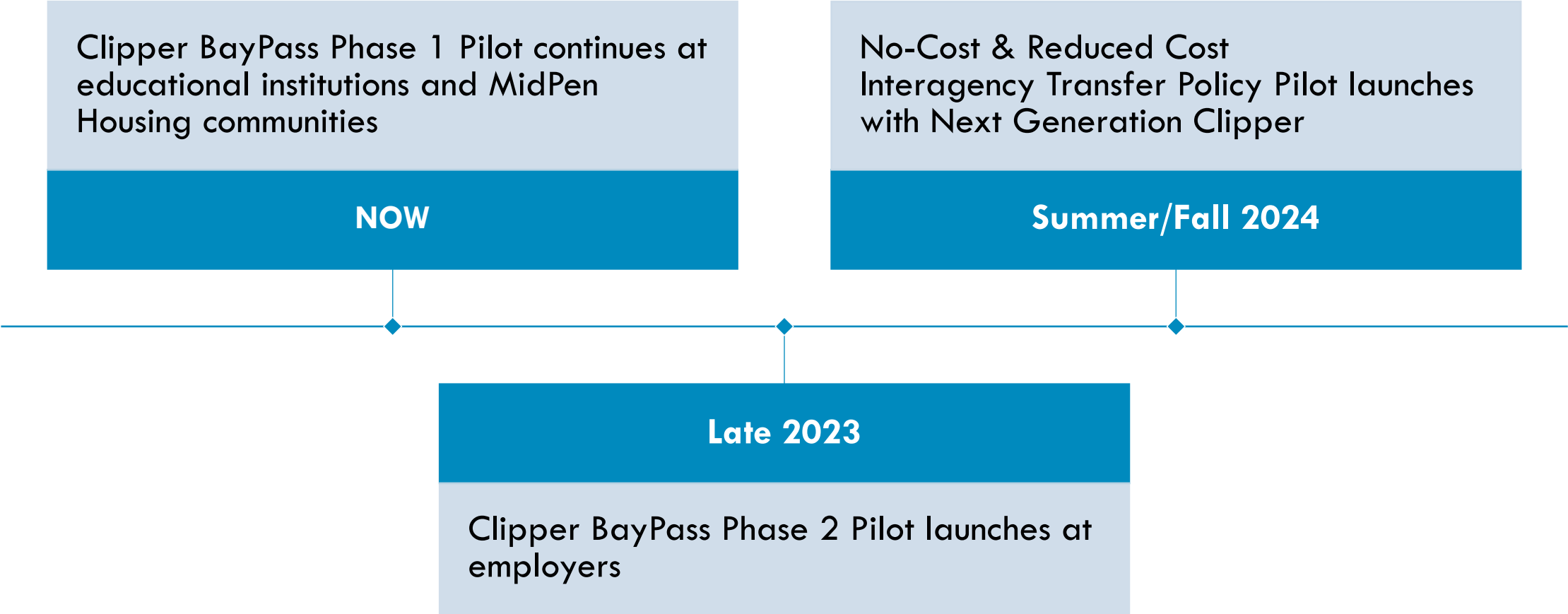
Our transit system consists of over two dozen independent operators who each set their own fare policy. This reality, combined with technology constraints, can make delivering fare policy change challenging, even when there is broad consensus for a policy change.

Example Challenges

- How does a regional level “all agency” product like Clipper BayPass interact with local single operator institutional products like AC Transit’s EasyPass, Caltrain’s GoPass, or VTA’s SmartPass?
- How does the region eliminate/significantly reduce interagency transfers on a permanent basis? Current funding for pilot only expected to last 18-24 months.
- Cumbersome process to get MOUs for regional fare policy initiatives approved by every transit operator.



Next Steps



Thank you!

