Regional Network Management Committee Customer Advisory Group

November 18, 2025 **Agenda Item 4b**

Fare Programs Update

Subject:

Update on regional fare initiatives that are helping to improve the rider experience including Clipper BayPass, Clipper START and the Free/Discounted Transfer Pilot.

Background:

In November 2021, the Fare Integration Task Force (FITF), consisting of transit agency general managers, county transportation authority executive directors, and the MTC Executive Director, adopted the Fare Policy Vision Statement, which endorsed different transit fare integration initiatives to increase ridership and connectivity across the region. Today, these ongoing initiatives are delivering rider-friendly fare products and programs and encouraging more people to use transit. Throughout implementing these initiatives, staff have engaged with the Regional Network Customer Advisory Group (CAG) and the FITF (due to the success of the FITF, this task force has now been sunset) and most recently to the Regional Network Management (RNM) Council.

Ongoing transit fare integration initiatives include Clipper START, two Clipper BayPass pilots, and the upcoming launch of the Free and Discounted Transfer pilot. These initiatives are increasing ridership and making fares simpler, more consistent and affordable. Staff will provide an update on these efforts that are helping to improve the rider experience, focusing on changes to fares and payment and highlighting some early wins.

Issues:

None identified.

Attachments:

- Attachment A: Presentation