

Clipper® Executive Board

February 24, 2025

Agenda Item 4a

Request for Approval to Distribute Events Pass for Annual APTA Conference

Subject:

BART and SFMTA proposal to distribute Clipper cards loaded with the six-day Events Pass to approximately 2,000 attendees of the Annual APTA Conference in June 2025.

Background:

The Events Pass product was initially implemented for the American Public Transportation Association (APTA) Annual Conference held in San Francisco in October 2015. The APTA Events Pass was distributed to 2,000 people and was valid for six days. The Events Pass was subsequently distributed to approximately 1,500 attendees of the Rail~Volution National Conference in October 2016 as well as 700 attendees of the California Transit Association Annual Fall Conference and Expo in November 2016. Attachment A contains data for Events Pass usage by operator during the October 2015 Annual APTA Conference.

The 2025 APTA Rail Conference will be held in San Francisco at the Marriott Marquis from June 29, 2025 to July 2, 2025, co-hosted by both BART and SFMTA. The conference typically draws up to 2,000 attendees a year and rotates among various locations within North America. Typically, a local transit agency hosts the conference and provides a free transit pass to all registered conference participants. We expect conference attendees to utilize the many modes of transit throughout the region as they take part in numerous technical and general sessions as well as various technical tours and other activities around the area. The Events Pass would be valid as fare payment on all operators accepting Clipper all day on Saturday, June 28 through end-of-day on Wednesday, July 3, 2025. The projected lost revenue is estimated to be negligible with BART and SFMTA, the host operators, expected to account for over 90% of the trips as occurred in 2015 per the attached table. MTC will provide an analysis of Events Pass usage by operator after the conference concludes.

Issues:

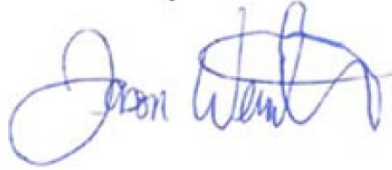
None identified.

Recommendation:

MTC and partner agency staff recommend that the Board approve this request to distribute Clipper cards with a six-day Events Pass to the approximately 2,000 attendees of the Annual APTA Rail Conference beginning June 28, 2025, until July 2, 2025.

Attachments:

- Attachment A: Clipper Events Pass Usage, October 2015 APTA Conference



Jason Weinstein

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