



# Clipper BayPass Updates

RNM Council - April 28, 2025

Agenda Item 3b

Attachment A



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



\*Excludes SFMTA Cable Cars

**Phase 1: Pilot with University Students and Affordable Housing Residents**

Randomized Control Trial with Regional Funding

2022-2025

**Phase 2: Pilot with Employers, Transportation Management Associations and Property Managers**

Funded by Employer or Institution

2024-2027

# Clipper BayPass Pilot Phase 1

## *Status Update*



- Randomized Control Trial (RCT) with regional funding
- Pilot program operating through June 30, 2025
- BayPass team is working to convert Phase 1 Pilot institutions (educational institutions) into paid Clipper BayPass organizational customers *for all students*



# Phase 2 – Clipper BayPass Goals



Selling a new unlimited regional transit fare product to institutions for up to 80,000 total participants (excluding Phase 1 conversions)

## Key Objectives:

- Generating new riders and growing ridership
- 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 potential post-pilot program

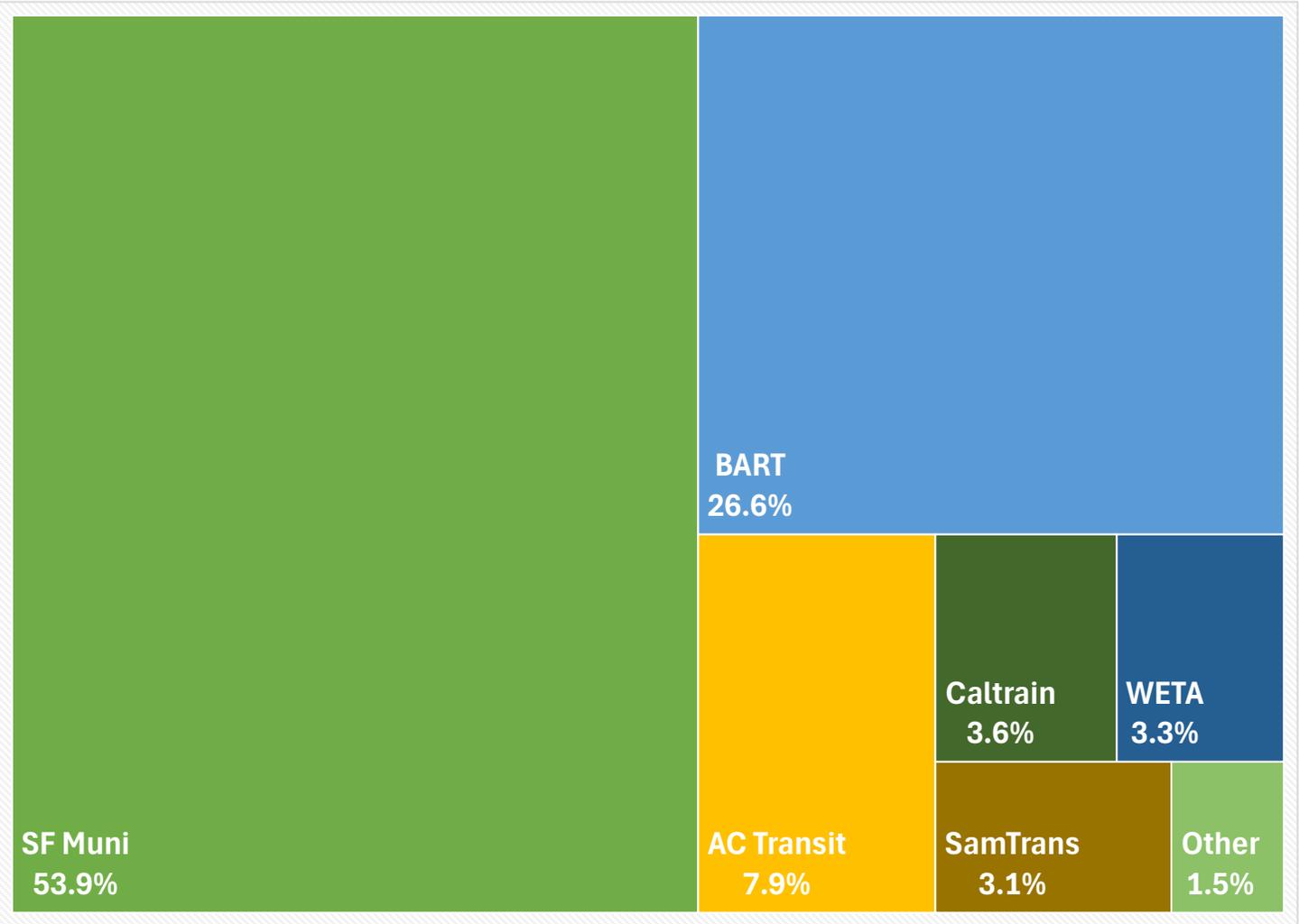
# Clipper BayPass Pilot Phase 2

## Status Update

- Phase 2 Pilot is selling the Clipper BayPass to interested organizations
- Currently 11 active contracts, 5 pending contracts. *Students at UC Berkeley approved a referendum to add BayPass starting in August 2025*
- Large pipeline of interested organizations – onboarding on a rolling basis to manage financial risk and ensure diversity across industries and geography
- Working to identify additional partners in Contra Costa County & North Bay



# Phase 2 - More than 2 Million Trips Taken



Share of Trips by Operator

“It’s amazing, it’s a big deal and it improves your life a lot!”

“This is a benefit that I’ve seen work; tried and true.”

“If you can get more people taking transit by making it very easy for them to do so, I think that’s a really fantastic perk to offer your employees.”

Clipper BayPass Phase 2 Pilot Tips – Preliminary Data 1/1/2024- 3/27/2025

# Phase 2 Contract Updates

Institution	~ # of Participants
Alameda Transportation Management Association*	2,500
City of Menlo Park*	200
City of Palo Alto *	800
Foon Lok East (Residents)	125
Kiku Crossing (Residents)	225
Open AI	1,800
Piedmont Gardens	225
Robinhood*	350
SF State (Students)	21,000
SFO Commission	1,850
UCSF (Students and Employees)	8,000
Pending Contracts (including UC Berkeley)	45,500
<b>Total</b>	<b>82,575</b>

There are **over 80,000 participants** in Phase 2 and the pilot is continually adding new riders

\*Does not include base contract value for Caltrain GoPass, AC Transit EasyPass, and/or SamTrans Way2GoPass

# BayPass Participation Agreement

- Operators are reimbursed for trips based on actual passenger usage (at a rate equal to full adult Clipper Fare)
- \$5M is available to address funding gaps in program revenues if needed (STA funding)
- Net revenues from sales up to a limit of \$1m is available to reimburse MTC for pilot operations and management
- Additional net revenues are allocated to transit operators based on each operator's share of overall Phase 2 ridership

## Notes:

- *Participation Agreement active until June 30, 2027*
- *Pilot pricing and revenue distribution terms do not establish a precedent for any post-pilot program that may be established*





**Thank You**