METROPOLITAN TRANSPORTATION COMMISSION Meeting Transcript



1	REGIONAL NETWORK MANAGEMENT COMMITTEE
2	FRIDAY, MAY 9, 2025 12:00 PM
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4	test. Check.
5	
6	candace andersen: good afternoon everyone. Calling to order
7	this meeting is being webcast on the mtc web site. And
8	committee members and members of the public participating by
9	zoom should use the raised hand feature or dial star nine and
10	I will call upon them at the appropriate time. Teleconference
11	attendees will be called upon by the last four digits of their
12	phone number and roll call vote will be taken for all action
13	due to our remote participation by some of us today. So let's
14	start with the clerk calling the roll and confirming we have a
15	quorum.
16	
17	clerk, martha silver: will do. Chair john bauters is absent.
18	Vice chair andersen?
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20	v. Chair, candace anderson: here at diablo road at my office
21	is danville california.
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23	clerk, martha silver: thank you. Commissioner ahn?
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25	eddie ahn: here.



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    clerk, martha silver: burt is absent want at the moment.
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    Canepa?
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    david canepa: I am here.
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    clerk, martha silver: thank you. Commissioner edison, non-
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    voting is absent. Commissioner ezzy ashcraft?
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   marilyn ezzy ashcraft: present.
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    clerk, martha silver: commissioner giacopini, non-voting?
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    doreen giacopini: here.
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    clerk, martha silver: commissioner mahan is absent. Member
   mashburn?
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   mitch mashburn: here at my remote location 675 texas street.
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    clerk, martha silver: thank you. We have quorum.
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    chair, alicia john-baptiste: we have our consent calendar. 2a,
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    do we have any questions on the consent calendar? Not seeing
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    any.
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1 2 clerk, martha silver: member had you has her hand raised. 3 chair, alicia john-baptiste: thank you. Member shaw please go 4 5 ahead. 6 diane shaw: thank you. I have a question on 2c. So, that's the 7 8 contract that we're going forward with the operating metrics and the transit outcomes. I understands we have two now that 9 looks at the rnm committee to see how it's doing in regards to 10 goals we set and moving forward and the other transit rider 11 outcomes and transit metrics that were approved by both the 12 council and committee last year in 2024. Question I have is I 13 understand these metrics are approved hopefully everyone has 14 15 started to put all that together my question would be why 16 would it take 14 months to complete love to see some information, and wondered the study that's talking about the 17 rnm group in general what we see moving forward and metrics 18 might play into some of that information I wondered what the 19 schedule was on that first study. 20 21 22 allison quach: thank you for the question my name is allison 23 quach with rnm. The metrics were approved by the rnm council and committee last year noting some of the identified metrics 24 reporting through this contract have not been pulled together 25



1	at the regional level at a consistent manner so the purpose of
2	this contract is to help bring all data analysis together but
3	we don't want to report on the data just once we want to work
4	with the consultant to establish streamline process for data
5	collection and analysis needed to make it easier to report on
6	all metrics moving forward so this isn't just a one time
7	effort. That aspect of the work will set the foundation for us
8	to more easily report on progress in terms of achieving these
9	tangible outcomes for riders. That will be incorporated into
10	our ongoing review of how the rnm as a whole is operating
11	moving forward on an ongoing basis as well. With respect to
12	the contract that was previously approved in DECEMBER 2024 by
13	this committee, that work is underway and the consultant team
14	is actually currently conducting outreach and engagement with
15	key rnm stakeholders that is consistenting of an online survey
16	to solicit feedback. And that actually should be in all of
17	your inboxes now and we would appreciate your time and
18	feedback on that. And the consultant team will be engaging in
19	interviews with a subset of stakeholders so that work is
20	really getting started now and we plan to return later in the
21	summer and fall to all of the rnm bodies. This one, the rnm
22	council and the rnm customer advisory group as well, with
23	updates on both efforts moving forward.
24	

diane shaw: and the metric one what will that be completed?



1 2 allison quach: sorry. I overlooked that we intend to have that 3 done well before end of next fiscal year it will take some time to pull all of it together because we're a big region and 4 5 lots of agencies so navigating that we plan to bring updates on that in the summer and fall time frame. 6 7 8 diane shaw: updates? 9 10 allison quach: yes. 11 chair, alicia john-baptiste: any more questions in chambers. 12 13 clerk, martha silver: no other commissioners wishing to speak 14 15 on this item. 16 chair, alicia john-baptiste: not seeing any colleagues online. 17 18 Do we for this item, and there no members in the boardroom or zoom wishing to speak on this item. 19 20 chair, alicia john-baptiste: okay. Can I have a motion and 21 second for us to approve -- not accept -- to approve the 22 23 consent calendar? 24 25 rebecca kaplan: move approval, kaplan.



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   marilyn ezzy ashcraft: second, ezzy ashcraft.
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    chair, alicia john-baptiste: great we have a motion and
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5
    second. Roll call vote.
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    clerk, martha silver: will do. Member john-baptiste is absent.
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   Vice chair andersen?
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   v. Chair, candace anderson: aye.
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    clerk, martha silver: member ahn?
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   eddie ahn: aye.
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   board clerk: member burt? Is absent at the moment. Member
    canepa?
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19
    david canepa: aye.
20
    clerk, martha silver: member ezzy ashcraft?
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   marilyn ezzy ashcraft: aye.
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    clerk, martha silver: member kaplan?
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    rebecca kaplan: aye.
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    clerk, martha silver: member mahan is absent. Member mashburn?
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   mitch mashburn:
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    clerk, martha silver: motion passes unanimously by all members
9
    present.
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    chair, alicia john-baptiste: thank you so much. So, our next
    agenda item is item 3a. This is with regard to transit fare
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    integration initiatives. So we're going to be receiving an
13
    update asking for approval of a partnership agreement with
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15
    clipper bay pass program in an amount approximate not to
16
    $14,880,600.
17
18
    william bacon: good afternoon bill bacon are regional network
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   management joined by ryan r bay pass project manager we're
    going to forego the presentation we have brief remarks from
20
    staff then allow time for questions. The purpose of today was
21
    to provide the committee with a briefing of ongoing progress
22
    of bay pass program across the bay area as well as provide
23
    information on the forthcoming launch of major new benefit for
24
    transit users which will provide for free or significantly
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discounted inter-agency transfers that will be part of 1 launching as part of the next generation clipper system in the 2 3 coming months. I'll turn it over to ryan r then we're happy to take questions. 4 5 ryan reeves: ryan r bay pass pilot, we prepared an update on 6 bay pass included in your packet happy to answer any questions 7 8 you have just as a reminder this item includes a request for committee approval to enter into contract with uc berkeley for 9 the bay pass pilot program so we're happy to answer any 10 11 questions. 12 chair, alicia john-baptiste: thank you. Is there any members 13 14 that wish to speak. 15 16 clerk, martha silver: committee member. 17 18 diane shaw: shaw really excited about moving this forward, I 19 think it's really a great opportunity with berkeley it's a perfect candidate for this I wonder how many students are you 20 expecting to take advantage of this? 21 22 23 william bacon: every student at uc berkeley will be eliqible 24 for clipper bay pass.



1 diane shaw: how many. 2 3 william bacon: just under 50,000 institutes. 4 5 diane shaw: who going to provide administration for those clipper cards is berkeley doing that for the bay pass. 6 7 8 allison quach: we're working closely with berkeley's 9 administration as well as ac transit on the administration of the pilot program so a lot of logistics are still underway 10 mechanics and work ongoing conversations on the implementation 11 planning. 12 13 diane shaw: I ask easy pass customer currently spend a fair 14 15 amount of time doing administration and I'm hoping we're not 16 going to be taking on the cost of administering all the rest of these without some help I'm hoping this is going to be a 17 joint effort so wanted to make that comment. The other thing 18 is, that's also about phase two. So, you know, phase two was 19 to identify what the impacts were to operators. A lot of the -20 21 - I'm really happy to see the people moving on for phase two and I'm hoping we get some more a lot are not ac transit in 22 our territory so it's going to be hard to identify the true 23 impacts. If we can get those identified. I'm wondering if 24 there is a timeline so phase two can keep going until there 25



are more properties in our service area where we can identify 1 2 what those impacts are going to be. 3 william bacon: thank you member shaw we have a number of 4 5 customers in the east bay, a mix of affordable housing 6 properties are tma transportation management association senior living facility there are a variety of properties in ac 7 8 transit service area that are part of the pass program rapidly expanding the program right now the pilot phase two your 9 referring to is authorized to continue until JUNE 30th of 2027 10 so there are more than two years left still for the program to 11 continue to scale and transit agencies have supported growing 12 the program up to 80,000 individual participants but we have a 13 way to grow the program before we hit the cap this's been 14 established by the agency I hope over the next couple of years 15 16 we will have robust data to inform the decision-making process 17 for operators and for this committee about the future of the program. 18 19 diane shaw: thank you. 20 21 22 chair, alicia john-baptiste: thank you. There are any other . 23 v. Chair, candace anderson: thank you any other questions in 24 chambers commissioner mashburn? 25



1 2 clerk, martha silver: no committee members wishing to speak on 3 this item. 4 5 speaker: I have a quick comment here, I appreciate this was in the memo, this is absolutely incredible that uc berkeley 6 students voted on this over 90% and they were like we are 7 8 willing and ready and welcome to pay \$229 a semester because we see what a huge benefit this is. I will personally say if 9 we had youth running transit policy we might [Laughter] Be in 10 11 a better place with our regional public transit. But I want to give a huge shout out to students. I feel like we really be 12 shouting that out a lot more about how critical bay pass and 13 these types of pass programs and how critical public transit 14 regionally is for students and they get it. And, so, you know, 15 16 as we are always looking at trying to build support for public transit, I think just to really lean on youth, and students, 17 and the energy they bring and particularly want to shout out, 18 fitzgerald they ran the campaign to get this passed and the 19 students, public transit bart heads done as well with our 20 social media team. 21 22 23 chair, alicia john-baptiste: thank you for those comments anyone else in chambers before I go to commissioner mashburn. 24 25



mitch mashburn: my daughter just became a student at berkeley, 1 my senior, just the other day. So I'll be cutting a check to 2 pay this bill. And I just wanted to make sure there is not a 3 conflict here with me taking a position on it. 4 5 counsel, kathleen kane: though she is going to an institution, 6 that because of my alumni background, I cannot endorse. 7 8 Congratulations, and, no, the interest has sufficiently attenuated that there is no conflict here. 9 10 mitch mashburn: congratulations to you and your daughter. With 11 12 that is there any public comment before we take a vote on the motion? 13 14 15 clerk, martha silver: there is one person in-house wishing to 16 speak on this item adina levin you have one minute. 17 18 adina levin: adina levin chair of regional network management customer -- bay area really thrilled to see progress on the 19 bay pass with berkeley students did and san jose state 20 students other and students around the region are seeking to 21 do here because it's fantastic and really good to clarify the 22 transit transformation programs for the regional measure in 23 order to get support from the participants in the buy-in from 24 25 the public but also not to do that in a way that freezes



innovation that would preclude us from evolving these programs 1 2 in the fare policy vision there is also an individual joint 3 fare cap or pass we should be allowing innovation also good reason to have support for the state task force including bay 4 5 area's recommendation so that we get funding and policy support from the state to continue to do good things like 6 7 this. Thank you. 8 9 v. Chair, candace anderson: looks like online we have aleta 10 dupree. Two minutes. 11 counsel, kathleen kane: through the chair I'm sorry, because 12 we can't change times, the --13 14 v. Chair, candace anderson: I'm sorry. I didn't realize the 15 16 first one was one minute. I'm happy to keep everyone at one 17 minute. I was just trying to be consistent. So, one minute is 18 fine. 19 speaker: okay. Thank you, vice chair anderson. I hope you can 20 hear me. Aleta dupree for the record, she and her with team 21 fold. I need my clock here. Thank you. This is very important. 22 23 I have followed this a lot. I have probably spoken about this more than anybody. And this is going to help a lot of people. 24

It's really hard to find a place to park in berkeley. I



haven't done it. I don't plan to try. And I reflect on my 1 month in new york. I would go by some subsway stations, with 2 3 names of colleges on them, like 8th nyu and 100 37th city college there are lots of students in new york who ride the 4 5 subway and the buses I think we can have that too here in our beloved bay area on bart which often reserve to as the people 6 system I think will help paver the way toward publicly 7 8 available product when this becomes available I'm sure will 9 find a place to use it. Thank you. 10 11 chair, alicia john-baptiste: thank you very much I don't see any other panelist or attendee with their hand raised anyone 12 else if not we'll go ahead and ask for a motion and second. 13 14 rebecca kaplan: rebecca kaplan I want to move approval and 15 16 just briefly comment incredibly important program and years ago we started with ac transit class pass partnership with uc 17 18 berkeley and students and it's really shown ways that the universal transit pass program can encourage transit 19 ridership. Move approval. 20 21 22 david canepa: second. 23 chair, alicia john-baptiste: thank you s roll call vote. 24



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    clerk, martha silver: john-baptiste is absent. Andersen?
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   v. Chair, candace anderson: yes.
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    clerk, martha silver: burt is absent. Canepa?
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7
    david canepa: yes.
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    v. Chair, carlos romero abag ac: ashcraft is absent. Kaplan?
10
    rebecca kaplan: yes.
11
12
    clerk, martha silver: mahan is absent. Mashburn?
13
14
   mitch mashburn:
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16
    clerk, martha silver: motion passes unanimously by all members
17
18
    present.
19
    v. Chair, candace anderson: okay. Thank you. Let's go to
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    agenda item 3b this is clipper start pilot update. And dahlia
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22
    lane is going to present this item to us. Thalia lang: hello
    clipper start program initiatives at mtc. Today I'll provide
23
    overview of clipper start program talk about ongoing
24
    improvements dig into funding and operations discuss
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recommendation and the action item today and talking about 1 2 timeline for next steps. Next slide. many of you are familiar 3 with the framework of the program launched in JULY 2020 and since JANUARY there has been a 50% discount offered by 4 5 operators on clipper discount is outside jointly mtc and transit agency and operators. Participation in cal-fresh or 6 medical qualifies adults age 90 to score and other forms of 7 8 income for proof of eligibility lifeline card tax documentation lastly discount is applied to single adult fare. 9 Next slide please. This slide gives an overview of the clipper 10 11 start pilot we have been working on this program for over a decade with multiple phases of work including phase says 12 moving from concept to reality establishing framework roll out 13 evaluation and work to target marketing to increase our reach 14 15 these phases of work led us to major change in JANUARY 2024 16 when the last operator vta joined in the disappoint and made it uniform 50% discount across all operators. To proposal to 17 tradition clipper start to ongoing fare product. Next slide. 18 So why is now the time to transition? And there are several 19 factors that signal the time is right including that we have 20 met the original goals of the pilot specifically making 21 transit affordable to low-income, enrollment has doubled from 22 what we saw prior to 2024 recognizing we still need to 23 increase enrollment and reduce barriers this number continues 24 to rise month to month. Financially financial and 25



1	administratively feasible we have a stable funding strubel to
2	reimburse operators and administrative team in place to run
3	the program. All operators are participating with uniform 50%
4	discount in addition clipper start is courting with other mtc
5	means based initiatives to consistent in how we promote and
6	enroll participants across programs. Next slide. Here are some
7	key clipper start statistics to help orient you to the
8	performance and progress of the pilot as of FEBRUARY there
9	have been over 50,000 program enrollees with more than 6
10	million total trips taken with around 1.6 million transfers
11	metrics increase significantly in 2024, we continue to see
12	approximately 2000 new participants join each month. How does
13	this enrollment number compare with the potential poole of
14	clipper start participants, comparison defining participants
15	is nuanced and is a moving target we need to focus on people
16	who are eligible but who want to ride transit and are not
17	eligible for other discounts. From census data and past
18	analysis we estimated clipper start's known core market
19	opportunity to be between 90,200,000 people given this range
20	and regardless of specific number we know we have room for
21	meaningful growth and are continually working on ways to
22	target existing as well as new transit riders. Near-term goal
23	is to increase enrollment by 25% over the next year but hope
24	to target more through engagement with eligible populations
25	we're working on establishing a long-term target as part of



the regional network management. Next slide. In terms of 1 2 continual improvements to clipper start as we formalize the 3 program after JUNE I want to zoom out to high-level work underway mtc known as means based -- chubative to address 4 5 awareness expand enrollment and coordinate promotion efforts for mtc means based initiatives. Some of the specific 6 improvements we're working on include performance tracking we 7 8 conducted evaluation in 2023 for first two years of the pilot but are now undertaking a second evaluation of the program. 9 Working on streamlining eligibility verification and improving 10 11 customer service specifically through services contract we have up for renewal later this year we're looking at ways to 12 unlock and maximize technology opportunities including working 13 with california department of technology to pilot automating 14 income eligibility verification. Next slide. In addition 15 16 working to market clipper start and increase awareness of the 17 product. Here we are working on ongoing marketing campaigns 18 and include a variety of ads and have contracts with 19 community-based organizations to increase awareness and are working to expand contracts. As part of the collaborative 20 we're partnering with county human services agencies to 21 22 promote clipper start and we know many users use cash on 23 transit we have a vendor network of retailers that can put cash on clipper cards and we're working to expand these. Next 24 slide. There we go. Thanks. In terms of funding, mtc 25



1	resolution 4321 prioritizes up to \$8 million a year in sta
2	funds for clipper start and low carbon transit operator
3	program funds as available funding is used for operational and
4	operator fare subsidy expenses reimbursements to operators or
5	half of that 50% discount are projected to be \$4 million over
6	the fiscal year and we have approximately \$1.5 million a year
7	in operational costs customer service communication costs
8	funding stream predictable administrative cost to reimburse
9	transit operators for half of the 50% discount this is
10	expected to sustain clipper start for several years at the
11	current growth rate, viability and additional funding
12	resources will continue to be assessed as clipper start
13	continues. We would like to keep the current model for the
14	next fiscal year of generous upfront allocations based on
15	projections for the year model will continue until transition
16	to nexgen clipper is well established and can offer
17	streamlined reimbursement approach based on actual trips
18	taken, reimbursement of operators through supplemental to our
19	master funding agreement. Next slide. This brings us to our
20	proposed recommendation asked today which is to ford a new
21	resolution number 4714 to the commission for approval with a
22	couple of changes from the original framework resolution
23	changes are first transitioning clipper start pilot to ongoing
24	fare product and second institutionalizing mtc's fare subsidy
25	approach to operators in essence nothing else changes from the



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current framework and clipper business rules user experience

remains consistent from how the pilot has been operating since 2 3 early 2024 and clipper start customers will see no change in terms of their experience. Next slide please. We have 4 5 presented and talked to many folks through the fare program working group and the rnm customer advisory group and received 6 endorsement from the rnm council on APRIL 28th in summary the 7 8 clipper start pilot has allowed mtc to grow and test framework as well as program operations and ability to reimburse 9 operators today mtc is ready to transition clipper start to 10 ongoing fare product again in a way that is consistent with 11 the pilot programs business rules and user experience we 12 appreciate your time. 13 14 v. Chair, candace anderson: thank you. Back to the commission 15 16 do we have individuals with questions starting in chambers. 17 18 clerk, martha silver: member lee and li. 19 janice li: 20 21 janice li: bart strongly supports clipper start we're going to 22 23 be continuing rapid installation installed at all stations by the end of the year we're focused on installation we haven't 24 done system wide analysis on how this has affected fare 25



evasion but we're seeing a dramatic decrease inary evasion 1 with said that we have to make sure that transit agencies have 2 3 as many fare programs as possible so people who take public transit and need public transit and need transit have more 4 5 options, so encouraging voters to vote yes on this today. Comments on the presentation, I would love to see more nuanced 6 data than what slide six shows. I would be really interested 7 8 in seeing the break down of which systems clipper start users are riding and/or transferring between also just seeing, like, 9 how many rides clipper start users are using versus other 10 11 users just to see, like, for this fare product, what are the benefits we are providing for, you know, for the users and the 12 rider experience. Some questions, first, given we just had the 13 bay pass presentation, is there any possibility to blend bay 14 15 pass and clipper start so there can be a 50% discount but 16 beyond single ride? I know this is complicated because muni, 17 for example, has a monthy pass but bata doesn't. Would than part of future phases to consider that? 18 19 melanie choy: melanie choy with regional network management in 20 21 terms of that question that did come up in terms of the 22 original study we did in 2015 looking at various ways to roll that out and as bay pass is also kicking off as well, this in 23 terms of us looking at the past product and nexgen, I think 24 that there will be a lot more opportunities with the system to 25



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explore other ways to do it other than a per single ride basis

in terms of this disobedient. So, with the role, I think that 2 3 opens up opportunities that we can explore in terms of the overlap of the two programs that's conversation that has come 4 5 up for us as well from others and that's one of our future phase of things that we would like to think through and put on 6 7 the table after we try to increase our uptake participation. 8 janice li: okay then the last question on slide eight you talk 9 about performance tracking. Obviously, I think the main thing 10 here is just, like, yes, get more folks to actually sign up 11 and get more folks to sign up to be using clipper start as a 12 pass product but what are your, sort of, other measures of 13 success for this program? What other metrics are you looking 14 15 at?. 16 thalia lang: thank you for that comment and question we're 17 18 doing further performance tracking through a second round of 19 evaluation where we're going to be doing not just data metric analysis to look at increased ridership and enrollment, but, 20 also focus groups and interviews and surveys to understand 21 awareness and our reach and why we're not reaching people and 22 who we're not reaching so we're, sort of, focused on the 23 individual and how we can use nuanced marketing and targeted 24 outreach to start to increase awareness for the hard to reach 25



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populations and get them on board. But we do have -- we're

going to be analyzing clipper data, of course, just to 2 3 continue to look at ridership and uptake as success measures, according to those targets that I mentioned earlier. 4 5 janice li: I think what would be really interesting to know is 6 folks who sign up for clipper start, would they, otherwise, 7 8 have not been riding transit? Or would they have not just been fare compliant? Or would they maybe not be fare compliant but 9 taking it less because they couldn't access certain systems? I 10 11 think that would be really interesting and that also might just help us tell a better story around how critical these 12 pass programs are. But that's my comment. Thank you. 13 14 v. Chair, candace anderson: okay. Next comment, please? 15 16 diane shaw: thank you I'm going to follow on with a couple of 17 18 things. This is a great program happy it see it moving out of pilot and into a regular fare program it's really good. Your 19 numbers you say it's hard to estimate. You know, a single 20 person can make up to 75,000 to qualify for this a year which 21 tells me there is quite a few people out there that qualify 22 23 and they just don't know about it and one of the things I think we need to be doing more of and I don't know how we do 24 this but integrated you did talk in thereabout some of your 25



1	partnerships and county health department case workers that
2	are working with all these groups would be non-profits like
3	abode who work with a lot of low-income housing people, we
4	really feed need to get to them and allow them the opportunity
5	to help people fill in the application. I think filling in the
6	application can be difficult for some people and they just
7	give up so making it easier for them and having people that
8	can work with them and having people that can explain to them
9	because right now there is a big hesitance tow have their name
10	anywhere and to sign up in any system and we need to help
11	people through that process and try to help them. So, I'm
12	hoping that there is more of that. And then that whole cdt,
13	the integration with california state to make it easier to
14	qualify people will really help the process so the more we can
15	do to help the process to get more of those people in I think
16	is really wonderful. I, too, would like to see more data. And
17	I think when you talk about trying to understand, I think
18	doing a customer survey of these folks might be some we can
19	get some interesting information from them, because the
20	comment was made that, you know, we have french 4700 people
21	that signed up but 13,000 are actually making use of the card
22	currently so trying to get those numbers to change also into
23	increase would be important. Title six, I know we're going
24	forward with title six analysis I'm just wondering of the
25	timing is this going to be required in order to make this a



regular fare program? If so what's the timing of those title 1 2 six analysis would need to be done so we can make sure they 3 fit into the current plan. 4 5 thalia length: thank you for those comments and questions in terms of title six as was in the pilot is the spfblt operators 6 the timing is flexible the business rules are in place so 7 8 there is no deadlines for title six analysis actually we have been working intensively with staff through our fare programs 9 working group and our title six working group and to my 10 11 understanding, and I can follow up on this, ac transit, right now, is compliant title six, and does not need to do anything. 12 But we are offering support for title six through some 13 cooperative use in our current contract with our consultant 14 15 steer that are our partner operators can make use of. As well 16 as financial support if needed as part of the up front payment. So title six is the responsibility of the operators. 17 We, mtc is available to support. We are working one-on-one, 18 and through staff working groups to assist folks and 19 understand what they need. 20 21 22 diane shaw: great that sound really good and then my last 23 question is, there was a statement in there that said integrating clipper start into mobility options. What does 24 that mean and you can clarify what that is talking about. 25



1 2 thalia length: sure just making sure we leverage this 3 transition we have to nexgen clipper to full potential, what are the opportunities that come with this how can we better 4 5 measure the data and of course the cdt pilot mentioned where we look at better ways it streamline enrollment and how 6 technology can help us do that on the back end of things. 7 8 That's what that comment is, about using full advantage of all technology coming our way with the transition to nexqen 9 10 clipper. 11 diane shaw: okay I was think pricing at discounted prices is 12 that part to look at some of these other vernsd in them 13 accepting clipper start nerd to provide discount the fares for 14 15 low-income people for other active transportation. 16 lisa klein: lisa klein deputy for mobility with mtc that was 17 18 not what that meant in the report we have offered discount programs for the bikeshare program and continue to offer that 19 actually and then some we have experimentedsome with discount 20 programs for e-bikes and other things so we're active in that 21 22 space and those programs tend to be smaller than clipper start 23 but is an area this we continue to look into. 24 25 diane shaw: great. Thank you.



1 v. Chair, candace anderson: okay. Any more public comment --2 3 or not public -- committee member comments in chambers? 4 5 david canepa: supervisor andersen, I have a couple questions. The growth is incredible, so when you look at the growth it 6 says we have about 51,000 program enrollees so you see in the 7 8 period from JULY 2020 to where we're at now, so growth has been pretty incredible. My question to you is, how is this 9 subsidized? Who is paying for this? And then in terms of 10 growth, how far can we go? 11 12 thalia length: thank you for that question. So, yes, currently 13 the program is funded using sta funds, and in terms of how we 14 expect to maintain stable funding, this funding is expected to 15 16 sustain clipper start for several years of the current enrollment rate, that current growth rate of 2000 members a 17 month. So, we are expected to have stable funding to address 18 that growth for several years. We will have to assess that as 19 time goes along. there is a lot of environment -- things 20 changing in our fiscal environment, but that is expected to 21 sustain us for several years. 22 23 david canepa: okay great. And so to what fiscal year? Just 24 curious. 25



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    thalia length: at least to 2030.
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    david canepa: 2030 so that answers --
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    diane shaw: though on the 50% cost is the operator so mtc is
6
    only reimbursing at 50% right now and other 50% is coming out
7
8
    of the operator so just wanted to clarify that.
9
    david canepa: and the reason I say that, I'm in full support
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11
    of the program I get concerned around the sustainability and,
    sort of, the world we're living in around transit financing,
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    but this program is really -- I'm glad that you're working
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    through -- I hope you continue to work through the san mateo
14
    county, the human service -- other and county county's human
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    services agency those are the folks that are really going to
    benefit from this program. The only suggestion that I might
17
    have is certainly not a social media expert, but I would be
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    curious to understand in terms of the outreach, you know, who
19
    are you reaching? Right? Is it -- are you looking at the able
20
    group between 19 to 25? I'm just -- I don't -- maybe I don't --
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22
    - MAY need to be educated but I'm curious as to what, sort of,
    the social media plan is? Or is that being devised?
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thalia length: both. Thank you for your comment, as part of 1 past marketing campaigns we have drill downs to understand we 2 3 want to reach and who our social media is reaching and we do have another marketing campaign coming up this fall that will 4 use successes and lessons learned from our past marketing 5 campaign including social media statistics to inform that. 6 7 8 david canepa: great one of the things for me when it comes to 9 social media obviously everyone is important but really focusing our youth. I know in san mateo county, we have been 10 11 working around, sort of, closing this loop around what is affordable especially amongst our foster youth. We have done, 12 you know, helping those with basic income, uvi, and then 13 coupled with the housing people coupled with the community 14 college piece, but, you know, the transportation piece is 15 16 critical. So, I think really targeting that group, 18 to 25, and the reason I say 25, I think insurance for people is, for 17 some people who don't have access to t or for the sum who are 18 on their parent's plan, I think it expires at 26. So I just 19 want to make sure that our young people have opportunities 20 through transit. When I grew up, I took samtrans, I took bart, 21 and I took muni, non-stop, to get to school. And, so, I think 22 23 about young people, especially at those ages, maybe not having the resources, and money, but I think really targeting those 24



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folks through social media would be helpful in terms of making

them aware of the program. So, thank you.

3 v. Chair, candace anderson: okay. Anyone else in chambers 4 5 wishing to speak who is on the committee? Not seeing any. I'm not seeing any of our online participants. So let's go to 6 public comment. Is there any public comment in the chambers? 7 8 clerk, martha silver: yes. Adina levin. How much time would 9 you like to give? 10 11 v. Chair, candace anderson: let's go with one minute. It 12 worked last time we'll be consistent through the rest of the 13 14 meeting. 15 16 clerk, martha silver: adina? 17 18 adina levin: the regional network management customer advisory group very glad to see the increase in use of the program and 19 the continuation of the program with seamless and a number of 20 other transit advocacy allies. We're glad to see the pursuit 21 of surveys and focus groups to greater understand the people 22 who benefit from this program where there's a variety of 23 different issues about understanding those needs, what are 24

people's barriers is it a barrier to sign up and learn about



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it, is it difficulty adding money on to the clipper? Is it

because of cash flow and not wanting to have money on clipper,

preferring to want to use a prepaid card or a debit card and 3 who would benefit the most from that and therefore getting the 4 5 discounts through those cards. Is it language barriers? What agencies, what ages, really much better understanding the 6 needs of the people who would benefit this program would 7 8 really help to evolve and its marketing and deployment in the future. Thank you. 9 10 v. Chair, candace anderson: thank you is there anyone in the 11 boardroom wishing to speak on for this item, and there no 12 members in the boardroom or zoom wishing to speak on this 13 14 item. 15 16 v. Chair, candace anderson: I see we have one online individual aleta if you would like to go ahead and speak. 17 18 19 speaker: thank you again vice chair anderson. Aleta dupree for the record she and her representing team folds. This is a very 20 good program and I have been speaking about it a lot. I do 21 raise this a lot, as much as I like this program and support t 22 we also have to look at how we make sure that if anybody 23 qualifies for the rtc, which will soon be known as clipper 24 25 access, gets into that program, which can often some greater



discounts. I think that outreach for clipper start should be 1 in tandem with the clipper access discount program, as well. 2 3 Because I believe that anybody should be able to get the best discount that is available. And if there are people in clipper 4 5 start who qualify for clipper access, let's get them shifted 6 over. Thank you. 7 8 v. Chair, candace anderson: okay. Thank you very much. I'm not 9 seeing anyone else online. Do I have a motion to approve this item? 10 11 12 rebecca kaplan: move approval, kaplan. 13 v. Chair, candace anderson: okay and a second? 14 15 16 david canepa: second. 17 18 v. Chair, candace anderson: okay motion and second. Please 19 have a roll call vote. 20 clerk, martha silver: will do. Chair john-baptiste is absent. 21 22 Vice chair anderson? 23

v. Chair, candace anderson: aye.

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    clerk, martha silver: member ahn?
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    eddie ahn: aye.
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    clerk, martha silver: better is absent. Canepa?
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    david canepa: aye.
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    clerk, martha silver: ezzy ashcraft is absent. Kaplan?
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    rebecca kaplan: aye.
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13
    clerk, martha silver: mahan is absent. Member mashburn?
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15
   mitch mashburn: aye.
16
    clerk, martha silver: motion passes unanimously by all members
17
18
    present.
19
    v. Chair, candace anderson: okay. Thank you so much. We're
20
    going to move on to the final action item for today which is
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22
    action agenda item 4a regarding our clipper next generation
23
    fare and payment system update and schedule for public launch.
    So, jason, I believe you're providing us the report?
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jason weinstein: thank you vice chair andersen. Yes this is an 1 information item I'll be respectful of your time it's been a 2 3 long day for all of you. Let's get right to it. Next slide please. Clipper exemplifies regional transit coordination that 4 5 supports contactless -- sorry -- excuse me -- and with the next generation clipper coming in JULY it will bring a 6 flexible modern fare collection system that supports 7 8 contactless bank cards fare capping and the programs you just heard about in the clipper bay pass, clipper start, as well as 9 other discount programs. I'll talk more about the schedule at 10 11 the end of the presentation, but I want to acknowledge that JULY is later than we had hoped and that it's critical that we 12 get it right for the public and we're 100% focused on getting 13 it right. Next slide for the new system we're replacing all 14 15 aiming clipper equipment culminating with new clipper readers 16 being installed at bart and muni stations and these readers work together seamlessly with current and new clipper media 17 18 that will come out later this year. Next slide. As mentioned, mtc and transportation operators have leveraged clipper system 19 over the years to support fare programs that incentivize 20 transit to support transit equity initiatives including 21 clipper start sports programs for seniors and youth people 22 with disabilities. Next slide please. Now we'll talk about 23 what it's going to look like when we launch. Next slide 24 please. As I mentioned earlier we're going to replace all the 25



equipment on buses, platforms, gates, and for use in customer 1 service and retail environments. Next slide. So, this is 2 3 probably interesting and useful to hear. No more waiting to add value you can use online funds passes instantly whether 4 5 online or on your phone that's really important, at your fingertips you can see your balance how much each trip cost 6 and transfer will cost with the new mobile ap and web site 7 8 standard, when you tap your card to pay tools like the app and the web site and our new phone system will enable customers to 9 check their account balance in near realtime. Next slide. As 10 mentioned more automated phone options to speed customer 11 interactions and we'll have a chat with a live operator which 12 disappoint exist doesn't exist today whether online or on the 13 phone or clipper app. Next slide. It's family friendly we're 14 15 offering new features to allow customers to invite other 16 people such as a family member or service provider to help manage their clipper card in a secure way which doesn't exist 17 18 today. Next slide. The new clipper system will offer an 19 organized way for operators to request desired promotions which will help both on the operator side and also for the 20 convenience of riders. Next slide. So, when we launch the new 21 clipper, all transit riders will be able to pay adult fares 22 23 and receive transfer discounts and accumulator fare capping benefits using any visa mastercard discovery, credit or debit 24 card contactless bank cards are a great option that serve 25



visits and those who MAY be infrequent riders, looking towards 1 2 the future ways to pay with clipper whether card, phone, 3 watch, credit, debit card, not just for transit but bikes and scooters and ride-share services maybe car share and more even 4 5 things that haven't been developed yet. Next slide. Let's talk about the schedule for a second currently we have got over 120 6 mtc staff out in the system tapping in the production 7 8 environment testing all rules of the 22 different transit operators we're in the process of engaging members of the 9 public namely mtc's operator advisory mtc and operator 10 11 advisory groups whole receive cards next week so they can start tapping too, testing connections between various system 12 pieces not just front end but back end web site mobile app 13 customer service tools card distribution mobile phone 14 15 providers and all of the legacy equipment that it touches. 16 Once the pilot testing demonstrates that we have resolved any system concerns we will begin the public transition currently 17 18 planned in JULY. We have over 15 million cards that exist today that we need to transition to the new system and we'll 19 plan to do that over a period of three months. Finally last 20 slide here, thank you, so this is a slide that we showed to 21 22 the clipper executive board who is a governing body that oversees our work. So, the sfmta gates are nearly complete, 23 ventek who is the ticket vend suggest machine provider for a 24 25 number of transit operators are making good progress to



complete their software update bart has plans to be done with 1 their gate stations in MAY and we have made significant 2 3 progress with mobile wallet testing which are a few weeks away from completion, pilot volunteers from transit operator staff 4 5 mtc policy advisory council and customer advisory group we have 49 such individuals being onboarding will receive their 6 cards and provide and information about that they can tap, 7 8 public participation as a pilot shows positive results and you can see on this slide we have a number of risks just to orient 9 you the red is supposed to indicate the critical path here and 10 11 remaining risk to that schedule are kind of in the box to the right. We have crossed off two items on the risk list and we 12 have more work to do. We're 100% focused on crossing off those 13 remaining risks so when we launch the next generation clipper 14 system we're doing it in the right way with the general 15 16 public. And that is my presentation. Happy to take any questions. 17 18 19 v. Chair, candace anderson: okay. Thank you. Do we have any questions in the boardroom? I'll let martha call on people. 20 21 22 clerk, martha silver: member kaplan? 23



rebecca kaplan: thank you so much. So just to be clear about 1 2 the media, so people will have the option to use their phone 3 or their bank card or new clipper card. Is that correct? 4 5 jason weinstein: you can use your existing clipper card your wallet which you call the mobile card or you could use a 6 7 credit or debit card. 8 9 rebecca kaplan: so the cards will keep working. 10 jason weinstein: yes we want to make this seamless for 11 customers it's really challenging to make sure all that stuff 12 doesn't effect them so yes you will be able to use the 13 14 existing card in the new system. 15 16 rebecca kaplan: awesome. And will people be able to buy cards at bart stations and such? 17 18 jason weinstein: yes of course just like they do today, you 19 will be able to buy a card in retail locations, at ticket 20 21 vending machines all the places you can today. 22 23 rebecca kaplan: excellent. And I had heard previously that the system, as a whole, will be cheaper and easier to implement if 24 the different transit operators didn't have so many 25



differences in fare types. So, one s that still true? And, 1 2 two, is there an estimate being made to talk to the transit 3 operators about consolidating the number of different fare types? 4 5 jason weinstein: well to answer the first part whether it's 6 true or not, we're here and are going to be able to manage all 7 8 that complexity and to the extent bee can simplify t that's probably something a lot of people would like to see but 9 regardless the system can hands handle it, realtime? 10 11 rebecca kaplan: but we're implementing based on the range of 12 fares that we have today. 13 14 jason weinstein: for example, the regional transfer discount 15 16 is no simple task to coordinated for folks it's going to know wonderful for the rider so don't get me wrong but in terms of 17 18 complexity it adds one. 19 rebecca kaplan: awesome thank you for, I heard that in europe 20 21 they have systems that are easier to implement because fares 22 are similar? 23 jason weinstein: I mean it's possible but we can have a 24 conversation offline about that. 25



1 2 rebecca kaplan: I'm just glad to hear that you're making it 3 work, easier for people. So thank you. Complete. 4 5 v. Chair, candace anderson: any other comments in the boardroom? 6 7 8 clerk, martha silver: more well I? 9 diane shaw: are we making progress with retail value for 10 people to add value I heard that you were going to focus on 11 that once we get the implementation I think that's one of the 12 issues not muff retailers to add value I wonder if you have 13 timeline on that and then my second question is, is the cash 14 15 card going to work too or just the visa debit credit card? 16 jason weinstein: let me answer the first question first in 17 18 terms of retailers we're attempting to make sure that all of our existing retailers are coming over to the new system. It's 19 an easier footprint, they don't need a dedicated phone line 20 21 it's also wireless so that should make it simpler we also have a goal, we have somewhere near 300 retailers in the region now 22 and are trying to increase that to 400 with the new contract 23 plus there are also incentives for our system integrator to 24 provide and find vendors in locations that are -- in locations 25



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that are in areas, in communities of concern. So -- so there's
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    that too. In terms of -- when you mean -- do you mean like a
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   brand -- like a prepaid debit card is that what you mean?
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    diane shaw: the cash.
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    jason weinstein: if they're branded with misa, mast per card,
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8
    american express or discover should work.
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    diane shaw: that's a lot. Thank you. I can't wait for the
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    integrated transfer it's going to be so good. Thank you.
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    janice li: I'm absolutely thrilled to see a literal month on
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    this presentations. That's so exciting. I know it's an
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    estimate I know that there is still risks of the but to see
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    that is really exciting. Two questions, sort of, logistic
    things first is there going to be a way clipper card holders
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    can consolidate value on their multiple cards under one
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    account?
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    jason weinstein: so glad you asked that it's my favorite thing
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    to tell people. For cards registered to you. We have jargon,
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    you have a customer account and each of these cards called
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    transit account in any case if are registered to you if you
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have lots of little values you could transfer all to one it's 1 2 really a great thing 3 janice li: that's super exciting I use my clipper card on my 4 5 phone now but my partner won't do that with her phone she has like \$400 on one of her clipper cards and she can't --6 7 8 jason weinstein: as lost as you congress theme registered to one of you can, you can transfer plast tick card to mobile 9 card it doesn't matter form factor doesn't matter. 10 11 janice li: I think you should tell a lot of people, it's 12 really exciting I have random amount sitting on a bunch of 13 cards. And my other question obviously as this launches it's 14 going to be a big deal I know you're going to do press 15 16 releases on social media but to be honest people aren't clamoring to see mtc's latest update on instagram no offense 17 but how are you working with transit operators to outreach at 18 major transit stations as rolling this out? 19 20 jason weinstein: I would defer to staff but we have a 21 marketing plan we have portions of my team that work with 22 various marketing folks from the various transit operators. 23 So, in terms of car cards and space on buses and all kinds of 24 things in terms of providing the materials that we have 25



produced in terms, for outreach, there is a whole marketing 1 plan. So, we are working in conjunction, in partnership, with 2 3 bart, muni, ac transit, many others. 4 5 janice li: yeah, the kind of things you have done for all aboard, this past week, I think we need in-person at station 6 kind of outreach and engagement so folks know. But thank you. 7 8 I'm excited. 9 v. Chair, candace anderson: okay. Anyone else in chambers are? 10 Excuse me, any public comment in chambers on this item? 11 12 13 clerk, martha silver: yes. Adina levin. 14 15 adina levin: yes, so with the regional network management 16 customer advisory group extremely glad to see this moving forward, including from an earlier presentation, that there 17 might be earlier marketing of the open payment, which is the 18 potential to increase ridership for people using transit for 19 recreation and entertainment. And one thing, given the known 20 challenges of delivering complex technology projects, and 21 particularly in the public sector, it would be really good to 22 see an after action review to really learn from what happened. 23 Because this is not going to be our last innovation and our 24 last roll out, so there might very well be lessons learned



both in terms of what we did and how we institutionally work 1 2 together with mtc and the different transit operators and maybe bringing in agencies and some of the lessons learned and 3 things like signal systems that took a long time lessons 4 5 learned that could be shared, great example of how public sector can learn to do big complex technology projects better. 6 7 Thank you very much. 8 9 v. Chair, candace anderson: thank you. Anyone else in chambers 10 wishing to speak. 11 clerk, martha silver: no one else in the boardroom wishing to 12 13 speak on this item. 14 v. Chair, candace anderson: thank you. Aleta you're asking to 15 16 speak as well. Go ahead. 17 18 speaker: thank you vice chair andersen. Aleta dupree for the 19 record she and her representing team folds. Lots of good things we're getting close and I'm looking forward to seeing 20 the day come we want to get this right. I have been sharing 21 22 about clipper for a very long time and going to clipper 23 executive board meetings. I'm interested to see what this looks like when we do go to open payment. I have a taste of 24

open payment when I go to new york. And on the omni system,



and yes I have it for a reduced fare. Pay half fare, one there 1 \$0.45 a trip up to \$17 and that's both for buses and subway. I 2 hope we can get reduced fare for this new clipper2, and I'm 3 looking to see what my payment is going to be like. Yes I have 4 5 a mobile card with some value on t we're going to get it done and we're going to get it done right. Thank you. 6 7 8 v. Chair, candace anderson: okay. And this was an informational item. We do not need a motion to accept it. So, 9 we are going to go on to agenda item five. And this is for 10 general public comment. Any item not on today's agenda but 11 under the purview of this committee. Is there anyone in 12 chamber who is wishes to make general public comment for items 13 14 not on the agenda in. 15 16 clerk, martha silver: no, there is no one in zoom or the boardroom wishing to speak under general public comment and 17 there is no written correspondence received on this item. 18 19 v. Chair, candace anderson: thank you. And I did not see 20 anyone in our zoom world either. So, that takes us to 21 22 adjournment. We are going to conclude this meeting. Our next meeting is scheduled for friday, JUNE 13th, at noon, in the 23 bay area metro center. And we stand adjourned. Thank you, 24





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