375 Beale Street, Suite
800
San Francisco, CA 94105

Meeting Agenda

Fare Integration Task Force

Members:
Michael Hursh, Chair ***Denis Mulligan, Vice Chair***

Michelle Bouchard, Bill Churchill, Tamara Edwards, Carolyn M. Gonot, Daryl Halls, Beth Kranda, Carter Mau, Therese W. McMillan, Kate Miller, Robert Powers, and Jeffrey Tumlin

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Monday, May 16, 2022 **1:00 PM** **REMOTE (In person option available)**

In light of Governor Newsom's State of Emergency declaration regarding COVID-19 and in accordance with Assembly Bill 361's (Rivas) provisions allowing remote meetings, this meeting will be accessible via webcast, teleconference, and Zoom for all participants.

A Zoom panelist link for meeting participants will be sent separately to Task Force members.

Meeting attendees may opt to attend in person for public comment and observation at 375 Beale Street, Board Room (1st Floor). In-person attendees must adhere to posted public health protocols while in the building.

The meeting webcast will be available at http://mtc.ca.gov/whats-happening/meetings Members of the public are encouraged to participate remotely via Zoom at the following link or phone number. Task Force Members and members of the public participating by Zoom wishing to speak should use the "raise hand" feature or dial *9. When called upon, unmute yourself or dial *6. In order to get the full Zoom experience, please make sure your application is up to date.

Attendee Link: https://bayareametro.zoom.us/j/87586612058
Join by Telephone Dial (for higher quality, dial a number based on your current location) US: +1 408 638 0968 or +1 669 900 6833 or +1 253 215 8782 or +1 346 248 7799 or +1 312 626 6799 or +1 646 876 9923 or +1 301 715 8592 or 877 853 5247 (Toll Free) or 888 788 0099 (Toll Free)
Webinar ID: 875 8661 2058
International numbers available: https://bayareametro.zoom.us/u/kQdYXx2L0
Detailed instructions on participating via Zoom are available at:
https://bayareametro.zoom.us/u/keF6DXG0Ji
https://mtc.ca.gov/how-provide-public-comment-board-meeting-zoom

Members of the public may participate by phone or Zoom or may submit comments by email at info@bayareametro.gov by 5:00 p.m. the day before the scheduled meeting date. Please include the committee or board meeting name and agenda item number in the subject line. Due to the current circumstances there may be limited opportunity to address comments during the meeting. All comments received will be submitted into the record.

1. Call Meeting to Order / Roll Call / Confirm Quorum

Quorum: A quorum of this committee shall be a majority of its regular voting members (7).

2. Chair's Introduction / Remarks - Hursh

3. Consent Calendar

3a. 22-0774 Approval of the Minutes from the April 6, 2022 Meeting

Action: Task Force Approval

Attachments: 03a_2022-04-18_Fare_Integration_Task_Force_Meeting_Minutes_Draft.pdf

4. Information

4a. 22-0890 Update on the Delivery of the Institutional Pass Pilot and Transfer Policy Changes

Update on the work underway to deliver the institutional pass pilot program at educational institutions, affordable housing properties, and other employers. The team will also discuss possible future actions related to delivering changes to inter-agency transfer policies in the Next Generation Clipper system.

Action: Information

Presenter: Michael Eiseman and William Bacon

Attachments: 04ai_Update_Institutional_Pass_Pilot_and_Transfer_Policy_Changes.pdf

04aii_PowerPoint_Update_Institutional_Pass_Pilot_and_Transfer_Policy_Chan

5. Public Comment / Other Business

*Task Force Members and members of the public participating by Zoom wishing to speak should use the "raise hand" feature or dial *9. When called upon, unmute yourself or dial *6.*

6. Adjournment / Next Meeting

The next meeting of the Fare Integration Task Force will be held at a time and location to be duly noticed.

Public Comment: The public is encouraged to comment on agenda items at Committee meetings by completing a request-to-speak card (available from staff) and passing it to the Committee secretary. Public comment may be limited by any of the procedures set forth in Section 3.09 of MTC's Procedures Manual (Resolution No. 1058, Revised) if, in the chair's judgment, it is necessary to maintain the orderly flow of business.

Meeting Conduct: If this meeting is willfully interrupted or disrupted by one or more persons rendering orderly conduct of the meeting unfeasible, the Chair may order the removal of individuals who are willfully disrupting the meeting. Such individuals may be arrested. If order cannot be restored by such removal, the members of the Committee may direct that the meeting room be cleared (except for representatives of the press or other news media not participating in the disturbance), and the session may continue.

Record of Meeting: Committee meetings are recorded. Copies of recordings are available at a nominal charge, or recordings may be listened to at MTC offices by appointment. Audiocasts are maintained on MTC's Web site (mtc.ca.gov) for public review for at least one year.

Accessibility and Title VI: MTC provides services/accommodations upon request to persons with disabilities and individuals who are limited-English proficient who wish to address Commission matters. For accommodations or translations assistance, please call 415.778.6757 or 415.778.6769 for TDD/TTY. We require three working days' notice to accommodate your request.

可及性和法令第六章：MTC 根據要求向希望來委員會討論有關事宜的殘疾人士及英語有限者提供服務/方便。需要便利設施或翻譯協助者，請致電 415.778.6757 或 415.778.6769 TDD / TTY。我們要求您在三個工作日前告知，以滿足您的要求。

Acceso y el Titulo VI: La MTC puede proveer asistencia/facilitar la comunicación a las personas discapacitadas y los individuos con conocimiento limitado del inglés quienes quieran dirigirse a la Comisión. Para solicitar asistencia, por favor llame al número 415.778.6757 o al 415.778.6769 para TDD/TTY. Requerimos que solicite asistencia con tres días hábiles de anticipación para poderle proveer asistencia.

Attachments are sent to Committee members, key staff and others as appropriate. Copies will be available at the meeting.

All items on the agenda are subject to action and/or change by the Committee. Actions recommended by staff are subject to change by the Committee.

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Meeting Minutes - Draft

Fare Integration Task Force

Members:
Michael Hursh, Chair ***Denis Mulligan, Vice Chair***

Michelle Bouchard, Bill Churchill,Carolyn M. Gonot, Daryl Halls,
Beth Kranda, Carter Mau, Therese W. McMillan, Kate Miller,
Robert Powers, Michael Tree, and Jeffrey Tumlin

Monday, April 18, 2022 **12:30 PM** **REMOTE (In person option available)**

1. Roll Call / Confirm Quorum

Present: 9 - Chair Hursh, Task Force Member Halls, Task Force Member McMillan, Vice Chair Mulligan, Task Force Member Powers, Task Force Member Tumlin, Task Force Member Kranda, Task Force Member Bouchard, and Task Force Member Churchill

Absent: 4 - Task Force Member Miller, Task Force Member Tree, Task Force Member Mau, and Task Force Member Gonot

April Chan acted as a delegate and voting member of the Board in place of Carter Mau. Actions noted below as “Mau” were taken by Chan.
Tamara Edwards acted as a delegate and voting member of the Board in place of Michael Tree. Actions noted below as “Tree” were taken by Edwards.
Greg Richardson acted as a delegate and voting member of the Board in place of Carolyn Gonot. Actions noted below as “Gonot” were taken by Richardson.

2. Chair’s Introduction / Remarks - Hursh

3. Consent Calendar

Upon the motion by Task Force Member Kranda and second by Task Force Member Churchill, the Consent Calendar was unanimously approved. The motion carried by the following vote:

Aye: 10 - Chair Hursh, Task Force Member Halls, Vice Chair Mulligan, Task Force Member Powers, Task Force Member Tree, Task Force Member Kranda, Task Force Member Mau, Task Force Member Gonot, Task Force Member Bouchard and Task Force Member Churchill

Absent: 3 - Task Force Member McMillan, Task Force Member Miller and Task Force Member Tumlin

3a. 22-0476 Approval of the Minutes from the February 28, 2022 Meeting

Action: Task Force Approval

Attachments: 03a_2022-02-28_Fare_Integration_Task_Force_Meeting_Minutes_Draft.pdf

4. Information

4a. 22-0684 Institutional Pass Pilot and Advancement of the Transit Fare Policy Vision Statement Update

Update on the funding plan and work underway to advance the Transit Fare Policy Vision Statement approved by the Task Force in November 2021. Including the proposed Institutional Transit Pass Pilot Program to be piloted at educational institutions, affordable housing properties starting in the late summer of 2022, and the implementation of no-cost and reduced cost transfers.

Action: Information

Presenter: Michael Eiseman, BART and William Bacon, MTC

Attachments: 04a_Update_on_Pilot_and_Advancement_of_Policy_Vision.pdf

Rich Hedges spoke on this item.

5. Public Comment / Other Business

6. Adjournment / Next Meeting

The next meeting of the Fare Integration Task Force will be held at a time and location to be duly noticed.

Clipper® Executive Board Fare Integration Task Force

May 16, 2022 **Agenda Item 4a**

Update on the Delivery of the Institutional Pass Pilot and Transfer Policy Changes

Subject:

Update on the work underway to deliver the institutional pass pilot program at educational institutions, affordable housing properties, and other employers. The team will also discuss possible future actions related to delivering changes to inter-agency transfer policies in the Next Generation Clipper system.

Background:

Since the last Task Force meeting in April 2022, the project team has remained focused on delivering the Institutional Transit Pass Pilot Program, set for August 2022, at participant educational institutions and affordable housing properties. Over the coming two months, a key area of focus will be securing the formal consent of transit agencies and/or governing board approval necessary for the pilot to launch on schedule.

The project team has also begun initial work to advance the "no-cost/reduced cost" inter-agency transfer policy that the Task Force endorsed in November 2021 via the Transit Fare Policy Vision Statement.

The attached presentation will facilitate a discussion by providing more details about this work.

Recommendations:

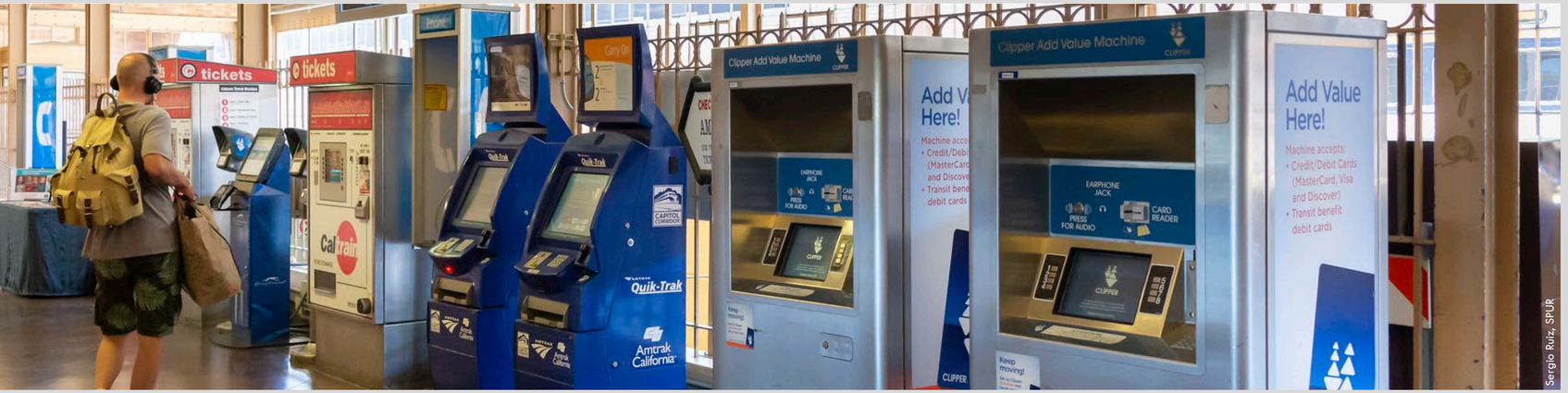
Information.

Attachments:

- Attachment A: Presentation

Michael Eiseman, Co-Project Manager, BART

William Bacon, Co-Project Manager, MTC



Fare Integration Task Force

May 16, 2022

Agenda Item 4a

BART

METROPOLITAN TRANSPORTATION COMMISSION

Meeting Overview

Institutional Pass Pilot

- Transit agency consent and approval process
- Job posted for a Project Manager for the pilot program

No-cost and Reduced Cost Transfers in 2023

- How might this type of policy action work?
- Project team to begin work on developing a specific implementation plan

Institutional Pass Pilot – Status Update

1. During April and May the project team focused on continuing to work with a partner institutions to prepare for the launch of the pilot in August.

2. Reviewed draft research and evaluation approach for Phase 1, developed by The Behaviouralist consultant team.

3. Key action for May/June/July is securing formal consent to participate in the pilot from all 24 transit operators on Clipper. Many operators are planning to take an item to their governing board to either seek approval for the pilot or to provide a briefing on the program.

   June 30th: Deadline for operators to consent to participate; July 31st: Deadline for governing board approval, if needed

4. First staff position funded by Blue Ribbon Task Force staffing funds will be the project manager for the pilot. Job posting is up now, interviews taking place soon.

5. June 8th MTC Programming and Allocations Committee will hear an item to formally program $85 million in Blue Ribbon Transit Transformation Action Plan funds, including up to $28 for the Policy Vision Statement

BART

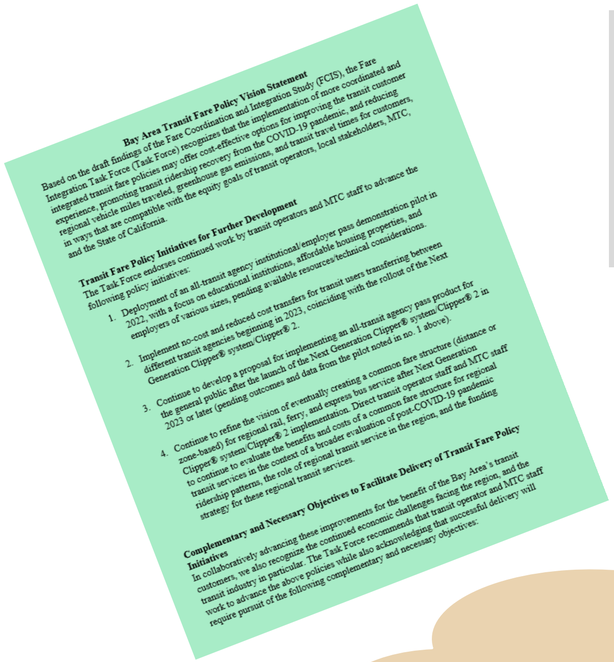
METROPOLITAN TRANSPORTATION COMMISSION

Pilot Project

Path to August 2022 Launch

Task	2022 (by Month)
1. Finalize Management Structure	✓
2. Secure statements of interest from participants Institutions	✓
3. FITF reviews Phase 1 project budget/funding plan	✓
4. Finalize Title VI plan with FTA and agency civil rights staff	✓
5. Board Approvals	**Underway**
6. Work with institutional partners on site-specific administrative requirements & protocols (participant list, card distribution, etc.)	**Underway**
7. Develop communications/collateral	May - June
8. Establish research & evaluation plan	May - July
9. Card distribution/launch	July - August

“No-cost / Reduced Cost Transfers”



Bay Area Transit Fare Policy Vision Statement

Based on the draft findings of the Fare Coordination and Integration Study (FCIS), the Fare Integration Task Force (Task Force) recognizes that the implementation of more coordinated and integrated transit fare policies may offer cost-effective options for improving the transit customer experience, promoting transit ridership recovery from the COVID-19 pandemic, and reducing regional vehicle miles traveled, greenhouse gas emissions, and transit travel times for customers, in ways that are compatible with the equity goals of transit operators, local stakeholders, MTC, and the State of California.

Transit Fare Policy Initiatives for Further Development

The Task Force endorses continued work by transit operators and MTC staff to advance the following policy initiatives:

1. Deployment of an all-transit agency institutional/employer pass demonstration pilot in 2022, with a focus on educational institutions, affordable housing properties, and employers of various sizes, pending available resources/technical considerations.
2. Implement no-cost and reduced cost transfers for transit users transferring between different transit agencies beginning in 2023, coinciding with the rollout of the Next Generation Clipper® system/Clipper® 2.
3. Continue to develop a proposal for implementing an all-transit agency pass product for the general public after the launch of the Next Generation Clipper® system/Clipper® 2 in 2023 or later (pending outcomes and data from the pilot noted in no. 1 above).
4. Continue to refine the vision of eventually creating a common fare structure (distance or zone-based) for regional rail, ferry, and express bus service after Next Generation Clipper® system/Clipper® 2 implementation. Direct transit operator staff and MTC staff to continue to evaluate the benefits and costs of a common fare structure for regional transit services in the context of a broader evaluation of post-COVID-19 pandemic ridership patterns, the role of regional transit service in the region, and the funding strategy for these regional transit services.

Complementary and Necessary Objectives to Facilitate Delivery of Transit Fare Policy Initiatives

In collaboratively advancing these improvements for the benefit of the Bay Area's transit customers, we also recognize the continued economic challenges facing the region, and the transit industry in particular. The Task Force recommends that transit operator and MTC staff work to advance the above policies while also acknowledging that successful delivery will require pursuit of the following complementary and necessary objectives:

“Implement no-cost and reduced cost transfers for transit users transferring between different transit agencies beginning in 2023, coinciding with the rollout of the Next Generation Clipper® system/Clipper® 2.”

Bay Area Transit Fare Policy Vision Statement
Adopted by Fare Integration Task Force, November 15, 2021

How would implementation of this policy work in practice?

What existing fare policies would change?

What is the possible financial impact of this action?

BART

METROPOLITAN TRANSPORTATION COMMISSION

Key Questions

What existing fare policies would change?

Most, but not all, transit operators have existing inter-agency transfer discount agreements with the operators whom they connect with. This proposed action would replace those existing agreements with a common standard across the Bay Area, however 100% agency participation is not a technical requirement.

How would implementation of this policy work in practice?

This will be the subject of the project team's work over the coming months, but operators would likely need to adopt a common MOU that set the parameters for inter-agency transfers as well as establishing a process for keeping transfer discount up-to-date as fares change. An MOU would also likely establish a financial framework to support the common transfer policy.

What is the possible financial impact of this action?

The FCIS project found that, based on pre-pandemic ridership the implementation of "No-cost / Reduced Cost Transfers" could cost up to $22 million a year or $2.25 per new trip generated. A key focus of the team's work will be how to address this possible cost.

BART

METROPOLITAN TRANSPORTATION COMMISSION

What existing fare policies would change?

Example Trips Under Current Inter-Agency Transfer Policies

Example Trip 1
Alum Rock, SJ to Redwood City

Local Agency #1 → Regional Agency #1

Valley Transportation Authority — Fare = $2.50

Caltrain — 3 Zones, Fare = $7.70

Total Fare = $10.20

Example Trip 2
Excelsior District, SF to San Bruno

Local Agency #1 → Local Agency #2

SFMTA — Fare = $2.50

samTrans — Fare = $2.05

Total Fare = $4.55

Example Trips Under "No-cost / Reduced Cost Transfers" Policy

Example Trip 1
Alum Rock, SJ to Redwood City

Local Agency #1 → Regional Agency #1

Valley Transportation Authority — Fare = $2.50

Caltrain — 3 Zones, Fare = $7.70 - $2.50

Total Fare = $7.70

Customer savings = $2.50

Example Trip 2
Excelsior District, SF to San Bruno

Local Agency #1 → Local Agency #2

SFMTA — Fare = $2.50

samTrans — Fare = $0

Total Fare = $2.50

Customer savings = $2.05

Policy Question:

How are operator pass-holders treated if they make a transfer?

How would implementation of this policy work in practice?

“No-cost / Reduced Cost Transfers”

Hypothetical

MOU

1. Common inter-agency transfer discount amounts
2. Process for keeping the transfers up-to-date based on fare price changes
3. Mechanism/process for financial settlement
4. Process for operators to join/leave the agreement
5. Process for Title VI analysis
6. Reference to Clipper MOU?

BART

METROPOLITAN TRANSPORTATION COMMISSION

What is the possible financial impact of this action?

Up to $22 million

per year Bay Area-wide

based on pre-pandemic ridership levels

↓

Implementation of "No-cost / Reduced Cost Transfers" was forecast to increase daily ridership by 25,000+ new trips, the majority of which would be from low-come households

↓

<u>Key Question:</u> How do we develop a sustainable funding model for "No-cost / Reduced Cost Transfers" which encourages ridership recovery, improves the customer experience, enhances the utility of the transit network, and is financially sustainable for the long term?

$22 million in funding is currently identified from the Blue Ribbon funds for this action

Steps to Deliver "No-cost / Reduced Cost Transfers"

Path to Summer 2023

July – Oct. 2022

Develop specific transfer policy proposal including discount level and fare rules

Circulate policy proposal for comments

Jan. – Feb. 2023

Finalize transfer discount amounts for inclusion in Clipper 2 system

Draft inter-agency MOU

Spring 2023

Transit agency boards approve Title VI and transfer policy changes

Summer/Fall 2023+

Clipper 2 account-based system launch with no-cost and reduced cost inter-agency transfer policy

Begin evaluation work on new transfer policy

Oct. – Dec. 2022

Task Force considers endorsement of policy proposal

Begin Title VI Analysis

Early Spring 2023

Finalize inter-agency MOU

MTC Commission approves funding allocation from Blue Ribbon implementation funds

Summer 2023

Customer education/ information campaign about new transfer policy and Clipper 2

Focus of upcoming work

- **Develop specific policy proposal for Task Force review and discussion late this summer**