

Growing the Clipper® START Pilot

CLIPPER. **START.** ▶▶▶

Regional Network Management Customer Advisory Group

February 23, 2024

Agenda Item 5a Attachment A

Evolving and Growing the Pilot Program

Concept to Reality

(Phase 1: Done)

- Establish policy framework
- Transit agency support and partnership
- Subsidy program by MTC and operators

Foundational Program Structure and Initial Rollout

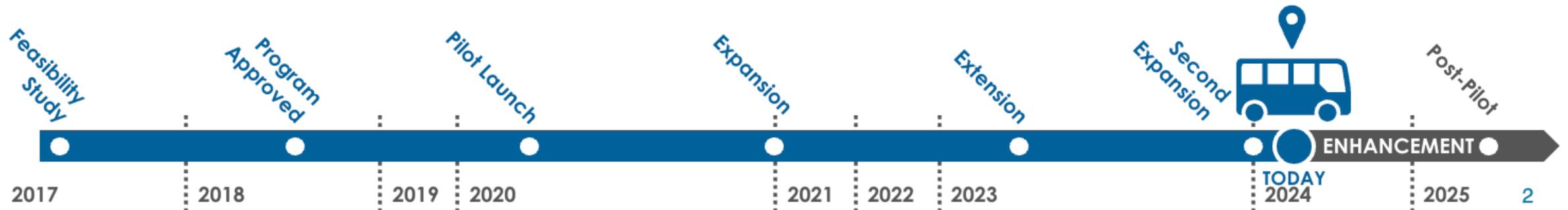
(Phase 2: Done)

- Set up system infrastructure, administrative processes
- Customer roll out
- Pilot evaluation

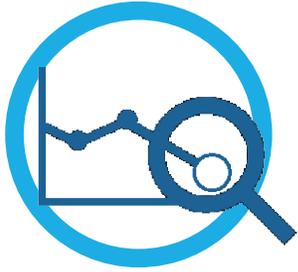
Grow the Program: Increase participation and reach

(Phase 3: Continuing and New)

- Consistent discount and agency participation
- Targeted marketing and outreach
- Remove barriers to sign up
- Continual process improvements



Applying the Pillars of MTC's Equity Platform



Define and Measure

Establish Goals and Metrics



Listen and Learn

Co-create



Focus and Deliver

Partner and Execute



Train and Grow

Use results to improve future policy and programs

We Are Here

Evolving and Growing the Program

Applying Stakeholder Feedback to "Phase 3"

Program Implementation

Phase 3 Assessment

Clipper START Pilot Program Framework

Goal:

Make transit more affordable for people with low incomes

Develop implementation options that are financially viable and administratively feasible

Move towards a more regional consistent standard for fare discounts



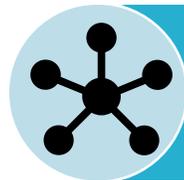
Pilot program
July 2020 - June 2025



Starting January 2024
50% Discount



Discount Subsidized jointly
by MTC and Transit Agencies



Centrally Administered on Clipper



Participant Eligibility:
Adult (19-64) riders at/below
200% Federal Poverty Level

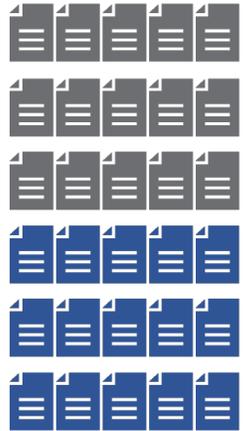


Discount applied to single-ride adult fare

Clipper START Customer Statistics

Through November 2023

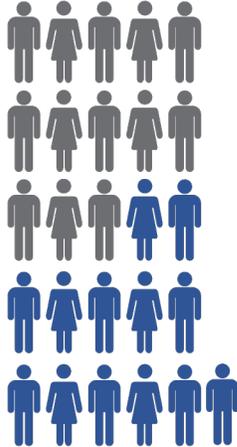
Applications Submitted
29K Total



Years 1 & 2

Year 3
+97%

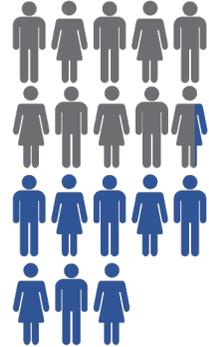
Program Enrollees
25K Total



Years 1 & 2

Year 3
+99%

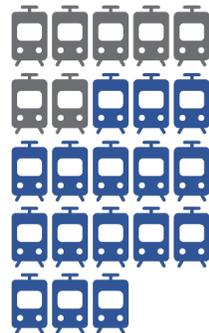
Active Program users
17.9K Total



Years 1 & 2

Year 3
+83%

Number of trips
2.8M Total



Years 1 & 2

Year 3
+155%

Number of transfers
582K Total



Year 3
+133%

Key

= 1,000

= 1,000 ea.

= 100,000

= 100,000



Factors Contributing to Driving Uptake

Strategies Being Advanced		Other Factors
<p>NEW</p> <p>Clipper-wide transit agency participation & 50% discount</p>	<p>Continuing Marketing and Outreach Efforts:</p> <ul style="list-style-type: none">• Equity Priority Community geographic targeting• Multilingual marketing materials	

Marketing and Outreach

- Continue effective campaign with input from marketing assessment
- Improved coordination with transit operators
- Contract with community-based organizations
- Develop new resources such as videos

50% OFF
AC Transit,
BART and
all Bay Area
transit

- Discounts for Bay Area residents, ages 19-64 who meet certain income levels.
- Scan the code to see if you qualify.

Instant savings on every ride!
START ▶▶
clipperstartcard.com
Apply today!

AC Transit BART

50% DE DESCUENTO
en Muni, BART y todo el transporte público del Área de la Bahía

- Descuentos para residentes del Área de la Bahía de 19 a 64 años que cumplan con ciertos niveles de Ingresos.
- Escanee el código para ver si califica.

¡Ahorros instantáneos en cada viaje!
START ▶▶
clipperstartcard.com
¡Aplica hoy!

EPO

Muni BART

Exploring Customer-Focused Strategies

Cross-Cutting Challenges in Means-Based Policies/Programs

- **Reaching Eligible Residents**
 - Auto-Enrollment (with customer consent)
 - Self-Verification
 - Marketing
- **Eligibility Threshold**
- **Product Improvement: Fare Policy**
- **Engagement**

Internal Means-Based Agency Coordination

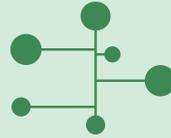
- **Regional Survey Results — Spring 2024**
 - Transit Passenger Snapshot Survey: Passenger habits, riders' demographics, frequency of trip-making, trip purposes
 - Travel Diary Study
- **Unified Benefits Portal – On-going**
 - One-stop-shop customer application for MTC's transportation benefit enrollment
- **Technical Analysis — January 2024 to summer 2024**

Technical Analysis

Range of Options for Each Strategy: Preliminary Assessment

How will this strategy impact:

- Ease for customer use and participation rate?
- Subsidy Needs?
- Regulatory challenges/authority?
- Timelines and cost?



Auto-enrollment

Enrollees in partner programs are enrolled into Clipper START (with customer consent)

- County level (e.g. CalFresh)
- State level (e.g. Medi-Cal)
- Transit Peer Agency Programs (e.g. SFMTA Lifeline)
- Automated cross-enrollment among MTC programs



Self-verification

Simplified eligibility verification process

- Expanded Automated Verification
- Community Based Organization (CBO) Peer Verification
- Open Self-Verification (Honor System)



Eligibility Threshold (ET)

ET income level adjustment; ET definition

- Income level amount
- Federal Poverty Level vs. Area Median Income (County)

Next Steps

- Program monitoring
- Continuous improvement in marketing and outreach efforts
- Spring/summer findings from survey and technical analysis – to inform Program Enhancements

