

Clipper BayPass

Contracting Approach and Contract Approvals

**Regional Network Management Committee
July 12, 2024**





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



Phase 1:

Pilot with University Students and
Affordable Housing Residents
Launched Summer 2022

Phase 2:

Pilot with Employers, Transportation
Management Associations and
Property Managers
Launched January 2024

Proposed Committee Actions

Clipper BayPass Phase 2 Pilot - Selling a new unlimited regional transit fare product to up to 10 employers with up to 20,000 total employee participants, with additional employers/participants to be added based on the approval of the Fare Integration Task Force.

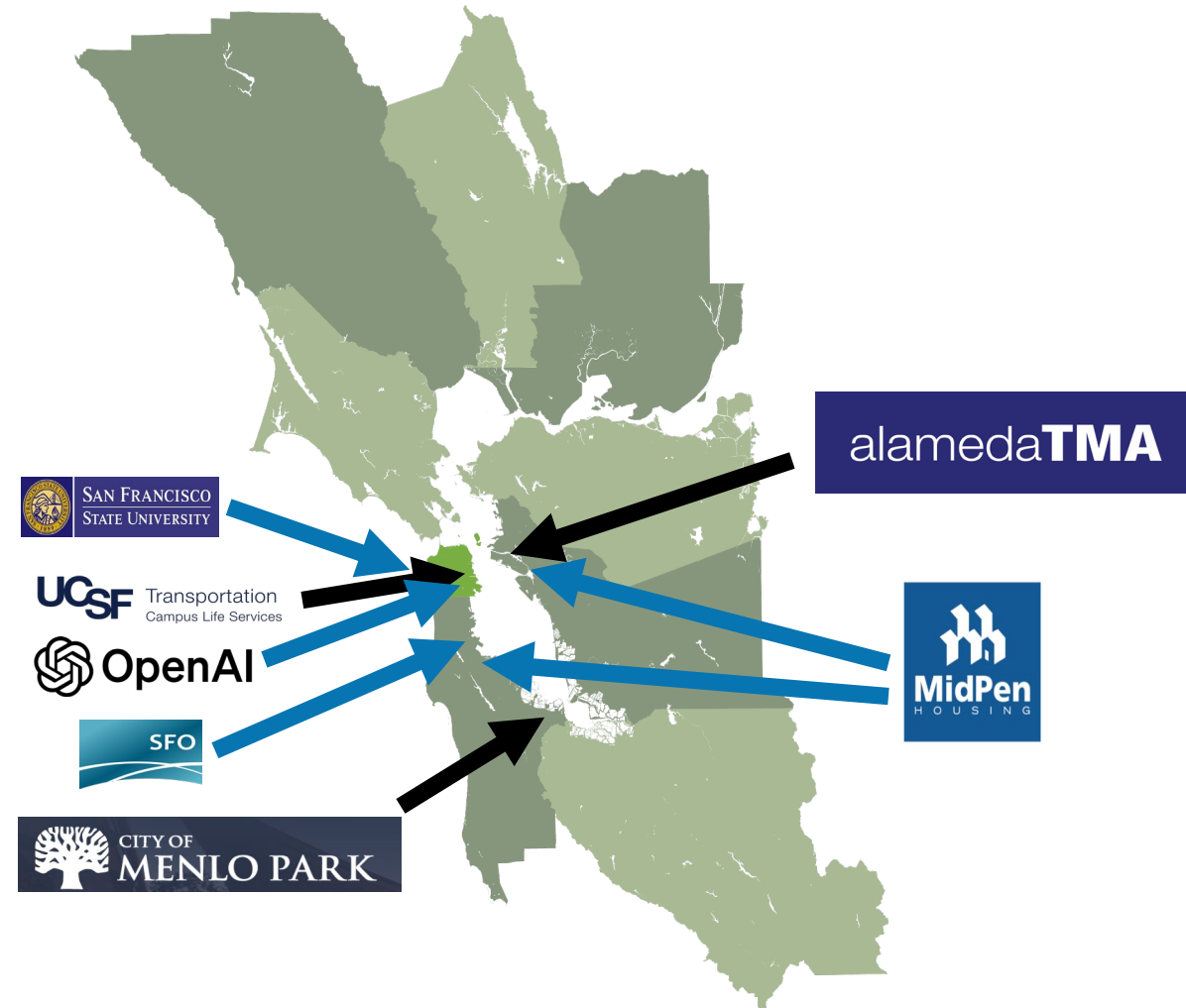
1. Committee's support for **five new Partnership Agreements with institutional customers** to purchase Clipper BayPass for their employees/students/residents as a part of the Phase 2 Pilot.
 - San Francisco State University (purchased for entire student body)
 - MP Downtown San Mateo Associates, L.P. for MidPen Housing's Kiku Crossing community
 - Brooklyn Basin Associates IV, L.P. for MidPen Housing's Foon Lok East community
 - City and County of San Francisco Airport Commission
 - OpenAI OpCo, LLC
2. Committee's **delegation to the Executive Director the authority to negotiate and enter into partnership agreements to sell the Clipper BayPass Pilot product to institutional customers**
 - Delegated authority would be in place for duration of Pilot
 - Conditions: quarterly report to Committee of actions taken + \$5 million limit per Partnership Agreement
 - Proposed to streamline the business process of selling the Clipper BayPass and to provide a more efficient customer experience to institutions.




Clipper BayPass Pilot Phase 2

Overview of Customer Organizations

- Currently approx. 9,500 individuals enrolled in Phase 2 Pilot
- Large pipeline of interested organizations – onboarding on a rolling basis to manage financial risk and ensure diversity across industries and geography
- Phase 2 Pilot is selling the Clipper BayPass to interested organizations and is working to convert Phase 1 Pilot institutions (educational institutions and affordable housing) into paid Clipper BayPass organizational customers
- Project team has a special focus on enrolling:
 - Organizations in the North Bay
 - Non-profit employers



 **Proposed New Clipper BayPass Phase 2 Customer**
 **Existing Clipper BayPass Phase 2 Customer**

“The people who have it love it.

To have this, especially in this time of high inflation for our employees, really seems like a huge benefit and also a win-win to continue to support the transit infrastructure.”

Erin Gore

University of San Francisco, California

Senior Vice Chancellor of Finance and Administration



YouTube Link: Clipper BayPass Pilot - Phase 2 Employer Testimonial Video

<https://www.youtube.com/watch?v=Yk0mBssNlk4>

