

Agenda Item 4

From: Bobby Lee
Sent: Sunday, August 13, 2017 8:48 PM
To: BoardofDirectors@bart.gov
Cc: MTC Info <info@mtc.ca.gov>; info@transbaycenter.org
Subject: Comment for Full BART Board

(Public comment intended for full BART board, cc'ed to Transbay JPA Board and MTC Commissioners for their information.)

Dear BART Board of Directors,

I recently read in the [San Francisco Chronicle](#) that BART has an oversupply of pre-loaded \$15 Clipper Cards that were purchased in anticipation of record crowds at the Warriors championship rally a few months ago. Something in the neighborhood of 40,000 cards total. I have the perfect idea on how to spend down the inventory.

As a regular Transbay bus commuter utilizing the Temporary Transbay Terminal in San Francisco, not a visit goes by where I do not see a confused tourist trying to figure out where to buy a Clipper Card. Security guards, MUNI bus drivers, and other transit workers often point them to a Walgreens on Spear Street, two blocks away.

Two blocks may not seem like a far walk for those familiar with San Francisco. But for a tourist or visitor to our city, it might as well be located in Siberia. There's no logical reason as to why Clipper Cards could not be sold at the Temporary Transbay Terminal.

I would encourage BART officials to consider, in conjunction with MTC and the Transbay JPA, launching a program that allows tourists to buy these pre-loaded Clipper Cards on-site at the Temporary Transbay Terminal. This could take the form of a vending machine or a sale from the on-site terminal administrative office by office workers.

I would also encourage you to look into making Clipper Cards available on consignment to hotel front desks and office buildings. At hotels, it would encourage visitors to buy the card before they leave their hotel. And I would envision this being especially useful for hotels located in SF and near transbay bus stops in the East Bay (especially Emeryville). At office buildings, it would make an employee's transition to using transit easier with one less barrier to acquiring the card. After all, the end goal is to get more people using Clipper Cards and using public transit.

Finally, as a general comment, I'd like to encourage your agency to make these cards available for purchase at BART fare machines. It seems incredibly illogical for the physical Clipper Cards to not be sold through BART fare machine.

Thank you for your consideration in advance.

Best,

Bobby Lee