



METROPOLITAN
TRANSPORTATION
COMMISSION

Agenda Item 3
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Memorandum

TO: Policy Advisory Council Equity & Access Subcommittee DATE: February 7, 2018
FR: Melanie Choy, Programming and Allocations
RE: Regional Means-Based Fare Proposal Update

As follow up to your January 10, 2018 meeting, staff will be presenting additional information on the Regional Means Based Fare proposal. Please see attached presentation for more details.

Staff is seeking your feedback and we welcome your comments.

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Regional Means Based Fare Proposal

POLICY ADVISORY COUNCIL
EQUITY AND ACCESS SUBCOMMITTEE

FEBRUARY 14, 2018

Proposed Framework from January 2018 MTC Programming and Allocations Committee Meeting

- All 7 large operators to participate
 - SFMTA and VTA continue or expand current programs; small operators may opt in
 - Operators select fare discount rate, minimum set at 20%
 - Focus on cash fares rather than passes
- Offered through Clipper[®]
- Funding:
 - MTC to invest \$8 M/year in SB 1 – STA Population-based funds to cover administrative cost and defray operator revenue loss.
 - Operators to cover remaining costs/revenue loss.
- Program subject to cancellation if SB1 repealed

Background – Sample of Existing Programs

- SFMTA (Lifeline)
 - 50% Discounted monthly pass
 - Purchase Monthly Stickers
- VTA (UPLIFT and TAP)
 - 2 Programs:
 1. Universal Pass for Life Improvement and Transportation (UPLIFT) - Focus on homeless residents
 2. Transit Assistance Program (TAP) – Focus on low-income residents
 - Discounted monthly passes and subsidized quarterly passes
- LA Metro
 - Discounted monthly pass or 20-ride benefit program
 - Distributed via bus tokens + vouchers
- Seattle – Orca Lift Program
 - 50% Discount
 - Multiple operators participating via Orca card

Clipper[®] Considerations

Why only single-rides and not passes?
Accumulator?

- Single ride program benefits all trips versus pass discount that benefits only frequent users
- BART does not have monthly/multi-ride passes
- Current Clipper[®] system does not support regional monthly accumulator pass

User Outreach

Seek input during the project development phase on how to implement program:

- Ease/ Methods of Access
- How to increase participation rate
- Eligibility Screening Process and Locations
- Title VI analysis likely required

Program Evaluation

Preliminary Suggested Metrics

Quantitative	Qualitative
Number of Sign-ups/Riders	Before/After Survey of Participants
Cost/revenue Impacts	Ease of Use for Riders
Participation Trends, Travel Data from Clipper [®]	Financial Impact for Riders
Effectiveness of Strategies to Increase Participation	Ease of Administration

Will require resources (staff and funding), and availability of Clipper[®] data for participants

Next Steps

- Continue soliciting input
 - E&A Subcommittee
 - Transit Operators

- MTC Programming and Allocations Committee
 - Return to Committee as early as March (as follow-up to January Programming and Allocations Committee presentation)