



METROPOLITAN
TRANSPORTATION
COMMISSION

Agenda Item 3
Bay Area Metro Center
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Memorandum

TO: Policy Advisory Council
Equity and Access Subcommittee

DATE: November 7, 2018

FR: Sara Barz, Program Coordinator

RE: Regional Means-Based Transit Fare Discount Pilot Program Update

Background

For most Bay Area households, transportation is the third-largest monthly expense—trailing only the cost of housing and food. In 2015, MTC launched a study to determine if a transit-reduced fare program based on household income would be feasible and effective. As a result of the study and in consultation with transit operators, the Commission approved the launch of the Regional Means-Based Transit Fare Pilot Program (“Pilot Program”) in May 2018. The key program elements for the end-user are listed below.

Pilot Program Elements

1. *Eligibility*: Adults who earn up to 200 percent of the Federal Poverty Level (approximately \$50,000 per year for a family of four) can receive the transit discount.
2. *Available on Clipper®*: Pilot Program participants will use Clipper cards to receive the new Means-Based Transit Fare discount.
3. *Participating Transit Operators*: BART, Caltrain, Golden Gate Transit and Ferry, and SFMTA will offer discounts.
4. *Single-Ride Discount*: In addition to existing Clipper discounts, Pilot Program participants will receive at least a 20 percent discount on each trip taken on the participating transit operators; SFMTA will offer a 50 percent single-ride discount for all trips taken by Pilot Program participants.

Program Design: Intake, Eligibility, and Pilot Program Evaluation

At the May 2018 Commission meeting, Commissioners requested that MTC staff work with county social service and public health agencies as well as community-based organizations (CBOs) to make the program application process as easy as possible for the end user.

Since August, MTC staff have undertaken an iterative process to design the intake, eligibility, and evaluation components of the with the feedback of agency and CBO representatives. To collect feedback, MTC staff has presented on the Pilot Program concept of operations in one-on-one meetings with agency staff as well as presented at the general meetings of two Bay Area organizations: the Bay Area Regional Health Inequities Initiative and the Bay Area Social Services Consortium. In both cases, we have received very valuable feedback that has shaped elements of our concept of operations.

At the Policy Advisory Council Equity & Access Subcommittee meeting (“E&A meeting”), Pilot Program staff will present on the working version of the Pilot Program concept of operations to update the Council on the process as well as solicit for feedback to work into our program design. MTC staff plans to conduct more interviews and focus groups with CBOs into November and December. MTC staff plans to finish soliciting for feedback on the Pilot Program concept of operations by the end of 2018.

Next Steps

Staff will incorporate feedback from the E&A meeting into the program design and concept of operations. After the program design phase of work concludes in December, MTC staff will present an update on the Pilot Program to the Commission in early 2019.

Regional Means-Based Transit Fare Discount Pilot Program



Presentation Overview

1. **Program Overview**
2. Intake and Enrollment Process
3. Eligibility Requirements
4. Desired Outcomes
5. Discussion

Transit Affordability

- MTC has historically invested in other programs focused on supporting low-income populations.
- 24% of the population (Appx. 1.7 million Bay Area residents) live in households with incomes below 200% of the federal poverty level.
- Transportation is the 3rd largest household budget item.
- Transit Affordability:
 - Fares as a barrier
 - Range of Adult single ride fares: \$1.25 - \$16.00
 - Regional systems are most expensive (BART, GGBHTD (Bus/ Ferry), Caltrain)



MTC Means Based Program Goals



Make transit more **affordable** for the Bay Area's low-income residents



Move toward a more **consistent regional standard** for fare discount policies



Define a transit affordability solution that is **financially viable and administratively feasible**, and does not adversely affect the transit system's service levels and performance

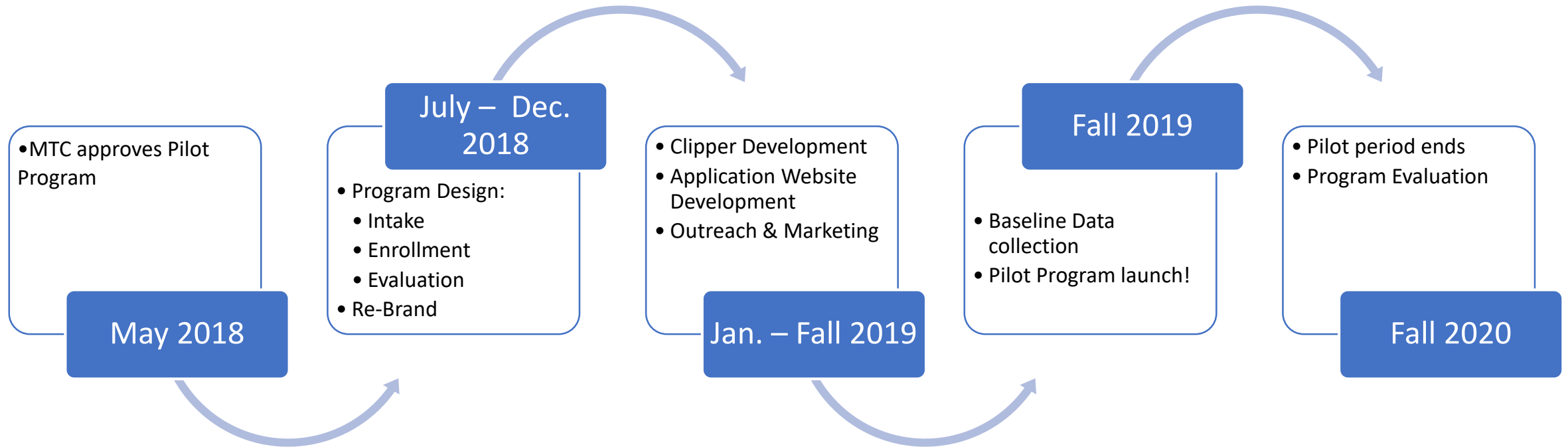


Proposed Regional Means-Based Pilot Program¹ Framework

Participating Agencies	<ul style="list-style-type: none">• BART• Caltrain• Golden Gate Transit• SFMTA (Muni)
Eligibility	<ul style="list-style-type: none">• Adults earning < 200% Federal Poverty Level (~\$50k Annual income for household of 4)
Discount	<ul style="list-style-type: none">• 20% per trip discount (50% discount on SFMTA)
Funding	<ul style="list-style-type: none">• 50/50 contribution from MTC/ transit operator for administrative costs and transit fare revenue losses (up to \$11M annually)
Implementation	<ul style="list-style-type: none">• Offered through Clipper®• Pilot: 12 to 18 months• Centrally administered for the region

¹ Program subject to cancellation if Prop. 6 passed on Nov. 6, 2018.

Pilot Program Timeline



Discussion Questions

1. Enrollment:

- a. Does the intake and enrollment process seem feasible?
- b. What role(s) should county social service/public health agencies play?
- c. What role(s) should community-based organizations play?

2. Eligibility:

- a. Are these the right forms of income verification?
- b. Should we request proof of residency?

3. Evaluation:

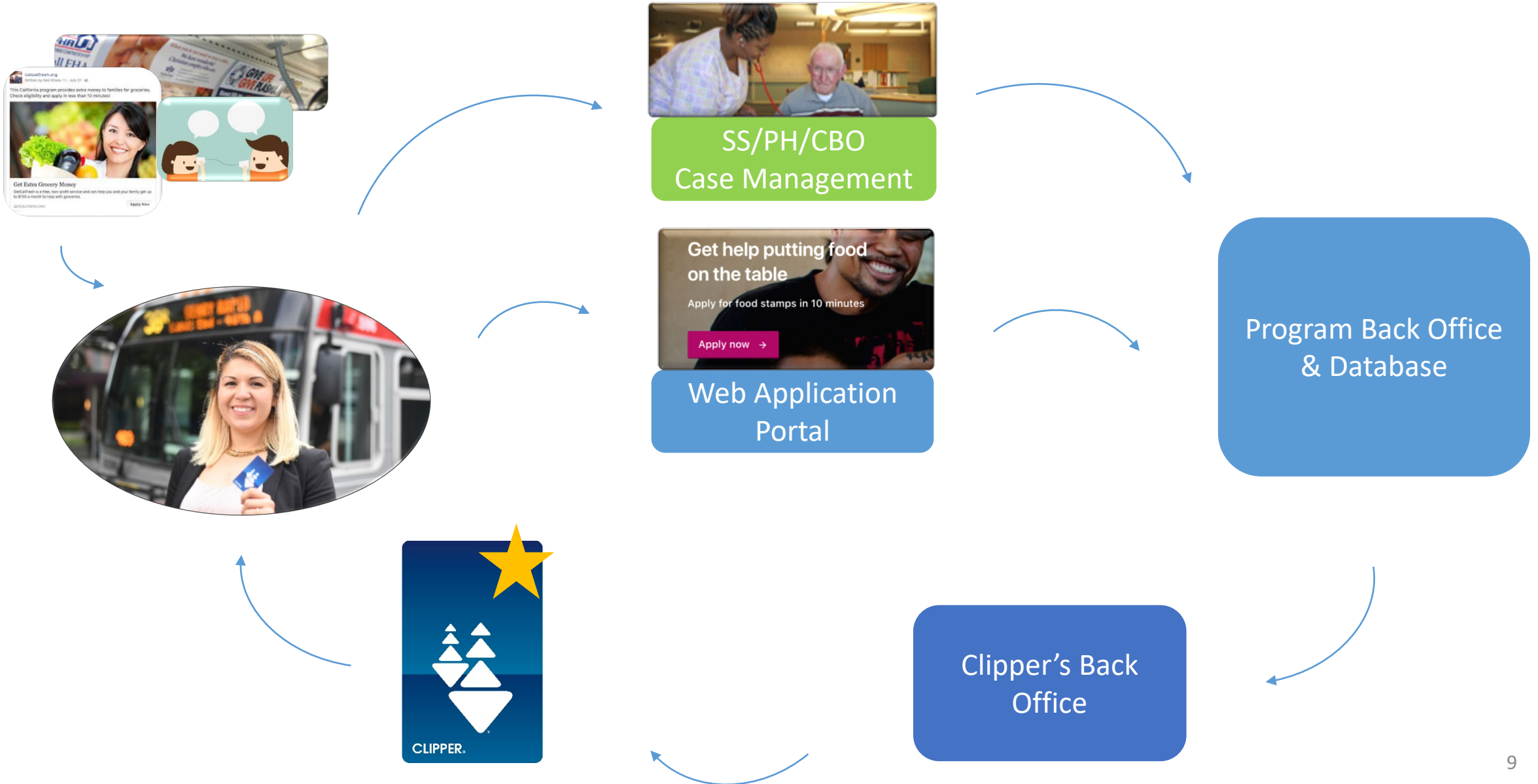
- a. Is this a good list of desired outcomes?
- b. Are there best practices we should be aware of?

4. Other Feedback?

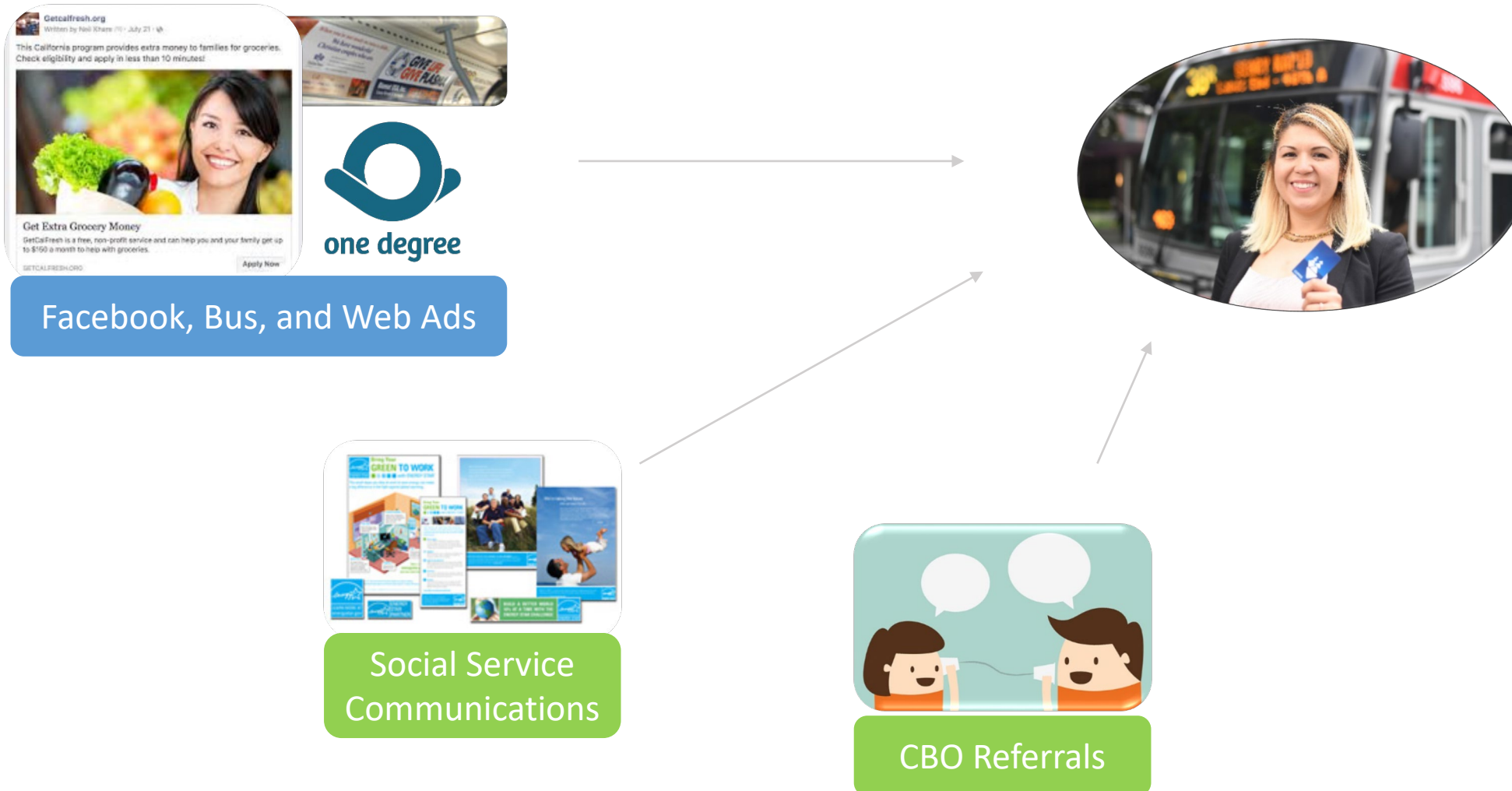
Presentation Overview

1. Program Overview
2. **Intake and Enrollment Process**
3. Proof of Eligibility
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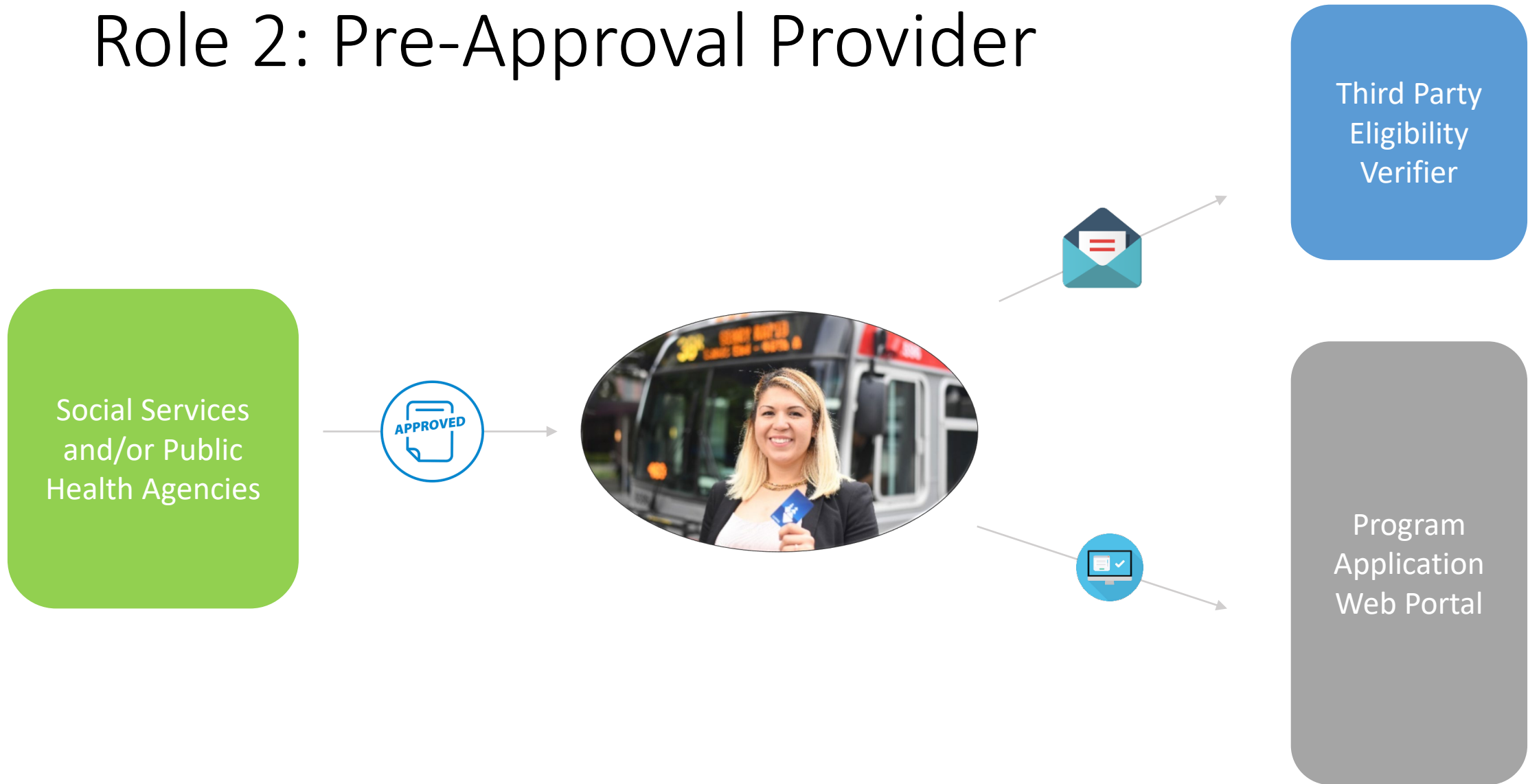
Concept of Pilot Program Operations



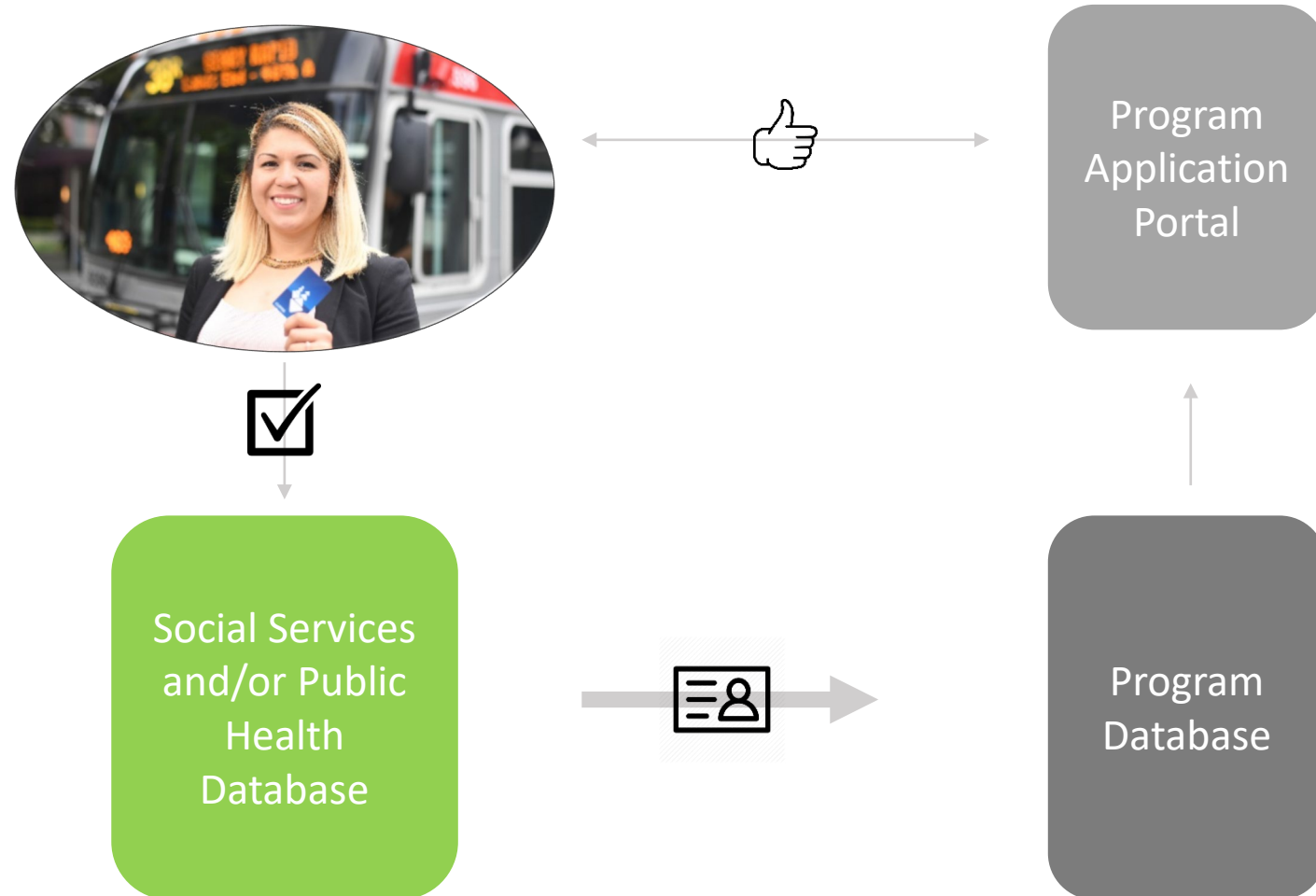
Role 1: Program Outreach



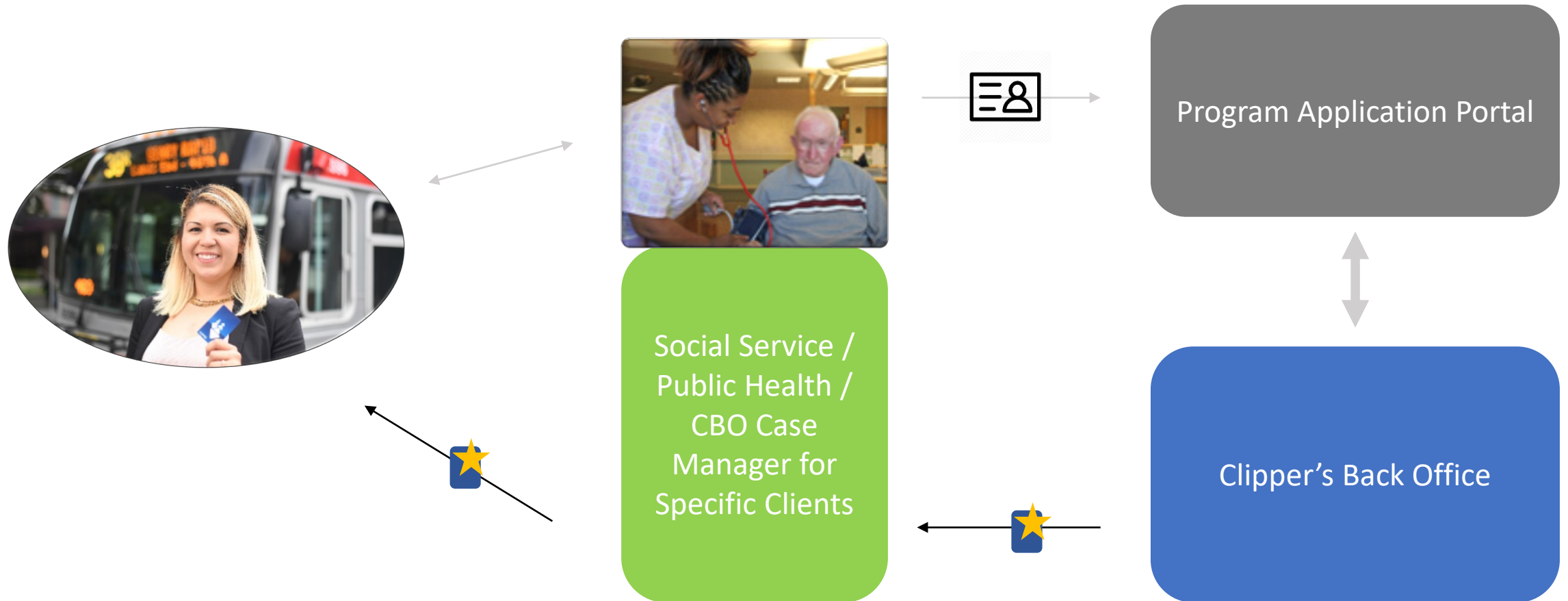
Role 2: Pre-Approval Provider



Role 3: Data-Sharing Partner



Role 4: Case Management



Pilot Program Roles for Agencies and CBOs

SOCIAL SERVICE ROLES	DESCRIPTION	PROS FOR CLIENTS	CONS FOR CLIENTS
Role 1: Program Outreach	<ul style="list-style-type: none"> - Agencies incorporate discount into communications & new materials 	<ul style="list-style-type: none"> - Clients learn from trusted source 	<ul style="list-style-type: none"> - Clients must apply individually
Role 2: Pre-Approval Provider	<ul style="list-style-type: none"> - Agencies can promote discount in a single batch mailer - Agencies may need to field questions 	<ul style="list-style-type: none"> - Clients get a pre-approval notice from a trusted source 	<ul style="list-style-type: none"> - Clients still must apply individually
Role 3: Data Sharing Partner	<ul style="list-style-type: none"> - Agencies' and MTC will need to sign agreements and may make database modifications 	<ul style="list-style-type: none"> - Clients are pre-verified and their info is pre-populated 	<ul style="list-style-type: none"> - Clients may be confused about how their info was shared
Role 4: Case Management	<ul style="list-style-type: none"> - Agencies take in information from potential clients in their routine care - Agencies deliver Clipper cards 	<ul style="list-style-type: none"> - Clients get benefit from trusted source 	<ul style="list-style-type: none"> - Clients can't troubleshoot program directly

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Who are trying to help?

- Adults who earn \leq 200% Federal Poverty Level (~\$50k Annual income for household of 4)
- Many of these individuals are enrolled in existing benefit programs

Income Verification

- Medi-Cal or EBT benefit
- Copy of current 1040 and W2
- Certified form from authorized partner agency (for those without access to other proof)



Identity Verification

- Government issued photo identification card with current address
- SF City ID
- Other (list to be developed)



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Why Conduct an Evaluation?



Research, Program
Design, and
Implementation

- Produce research that helps our region better understand and respond to issues of affordability, economic mobility, and equity



Fiscal Management

- Build evidence about what works to reduce poverty and improve mobility so the region can allocate resources to more effective strategies, and;



Operational
Coordination

- Apply data, technology, and service design to facilitate more holistic and effective service delivery.

Program Desired Outcomes

IMPLEMENTATION

AWARENESS



Customers report awareness of the program

CUSTOMER EXPERIENCE



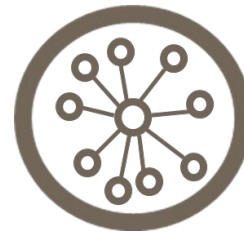
Program elements are easily accessible to all qualified customers

FINANCIALLY VIABLE



Providing the 20% discount is financially feasible for transit operators and the region

ADMINISTRATIVELY FEASIBLE



Management, implementation, and evaluation is administratively feasible

IMPACT

AFFORDABILITY



Participants are less burdened by transportation costs.

INCREASED ACCESS



Participants have increased access to get to opportunities including jobs, school, social or recreational activities, healthy food, etc.

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4. Other Feedback?

Thank you

Sara Barz

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