

**Clipper Executive Board
Handout - Attachment B
Agenda Item 3a
September 16, 2019**

San Francisco Transit Riders
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September 16, 2019

Clipper Executive Board
375 Beale Street
San Francisco, CA 94105

Re: Business Case Study for Regional Fare Integration

Dear Clipper Executive Board Members and MTC Commissioners,

San Francisco Transit Riders is the city's nonprofit advocate for efficient, affordable, and always growing public transit.

Thank you for moving forward with this crucial study for regional fare integration. We need to remove as many barriers to using public transit as possible. With regional fares that make sense and are affordable, current riders won't be penalized for crossing agency boundaries, and public transit will become more regionally viable for people now stuck in traffic in private cars.

We have a climate emergency, record traffic congestion, and a street safety crisis. Public mass transit is the most efficient, equitable way to address all of these issues. We've seen that ridership increases when public transit is made efficient, welcoming, and easy to use.

We urge you to consider thorough customer research in your study. Input from everyday riders and potential riders, as well as from cities, counties, and employers can point to principles for better serving current riders and encouraging more ridership. Using existing agency studies will likely be insufficient to identify problems integrated fares could solve.

We also recommend establishing a stakeholder group, including the business community as well as nonprofits and advocacy organizations familiar with the needs of different groups of riders. This group could help assess the study and provide valuable input on a periodic basis.

Thank you for your consideration.

Sincerely,

Cat Carter
Acting Executive Director

CC: Tom Maguire, SFMTA Director of Transportation
Julie Kirschbaum, SFMTA Director of Transit
SFMTA Board of Directors