

**Metropolitan Transportation Commission
Policy Advisory Council Equity & Access Subcommittee**

March 11, 2020

Agenda Item 3

Clipper® START Means-Based Pilot Program Update

Subject: Update on the Clipper START means-based pilot program.

Background: For most Bay Area households, transportation is the third-largest monthly expense, trailing only the cost of housing and food. As a result of a 2015 study and in consultation with transit operators, MTC approved the launch of the Regional Means-Based Transit Fare Pilot Program in May 2018. The program has been branded Clipper START.

The Equity and Access Subcommittee has expressed support for the program in prior updates and requested an update closer to launch.

The pilot Clipper START program is scheduled to launch in April 2020 and will run for 18 months. It is designed to:

- Make transit more affordable for the Bay Area’s low-income residents;
- Establish a consistent regional standard for fare discount policies; and
- Define a transit affordability solution that is financially viable and administratively feasible and that does not adversely affect the transit system’s service levels and performance.

BART, Caltrain, Golden Gate Transit and Ferry, and SFMTA are participating in the program. MTC and the transit operators will share the cost of the discount, up to a total of 20%. Two transit operators are opting to provide a higher discount. They will pay the difference for the higher discount amount.

Key Program Elements

The key program elements are:

1. *Eligibility:* Adults who earn up to 200 percent of the Federal Poverty Level (approximately \$50,000 per year for a family of four) will be eligible to participate.
2. *Available on Clipper:* Clipper START participants will use Clipper cards to receive the transit fare discount, which will be granted automatically when a participant uses the card to pay a single cash value fare.
3. *Single-Ride Discount:* Clipper START participants will receive a 20 percent discount on each single-ride trip taken on BART and Caltrain and a 50 percent discount on each single-ride trip taken on Golden Gate Transit and Ferry and SFMTA.
4. *Promotion:* The program will be promoted through social service agencies, community-based organizations and the media.

Eligible individuals will apply through a website, although a paper application will also be available.

Organizations that want to help promote the pilot program to their clients, customers and constituents can do so by visiting the program website and ordering free materials, such as brochures and posters in two sizes. Print materials will be available in four languages: English, Spanish, Traditional Chinese and Filipino.

Attachments: Attachment A: Clipper START Update Presentation

J_Drive/COMMITTEE/Policy Advisory Council/Subcommittees/Equity & Access Subcommittee/2020/03_2020-Mar/03i_Clipper START Update memo v2.docx



Attachment A:

Clipper[®] STARTSM Means-Based Transit Fare Discount Pilot Program

Policy Advisory Council Equity & Access Subcommittee

March 11, 2020

A mean-based transit fare discount pilot

- ▶ Growing need for discounted transit fares for low-income adults.
- ▶ 2015 study determined desirability and viability of a means-based pilot
- ▶ Commitment to develop a discounted fare program making Bay Area public transit more accessible to low-income adults.

CLIPPER.
START ▶▶▶
SM



Well-defined goals

IMPLEMENTATION

AWARENESS



Customers aware of program

POSITIVE EXPERIENCE



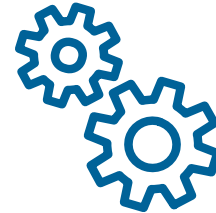
Easily accessible

FINANCIAL VIABILITY



Feasible for operators and region

ADMINISTRATIVE FEASIBILITY



Management feasible

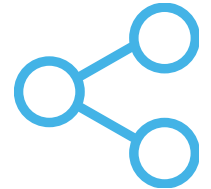
IMPACT

AFFORDABILITY



Participants less burdened

INCREASED ACCESS



Access to opportunities

Starting with four transit agencies

PARTICIPATING AGENCIES

- ▶ BART (20%)
- ▶ Caltrain (20%)
- ▶ Golden Gate Transit (50%)
- ▶ SFMTA (50%)

ELIGIBILITY

- ▶ Adults earning < 200% Federal Poverty Level (~\$50k Annual income for household of 4)

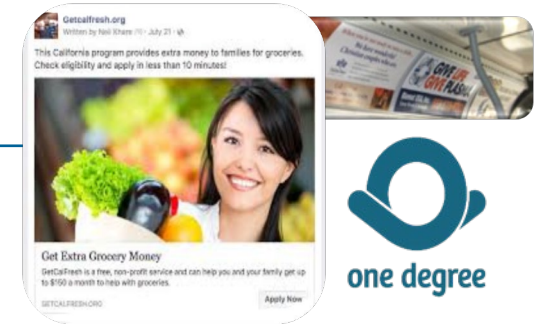
IMPLEMENTATION

- ▶ Offered through Clipper®
- ▶ Pilot: 18 Months
- ▶ Centrally administered for the region

Comprehensive outreach to promote the program



Social Service Agencies



Advertising

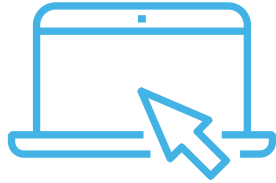


Community Based Organizations



Participating Transit Agencies

How do individuals apply?



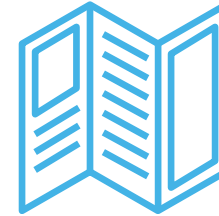
DESKTOP

OR



MOBILE

OR



BROCHURE

Requirements



PROOF OF
IDENTITY



PROOF OF
INCOME



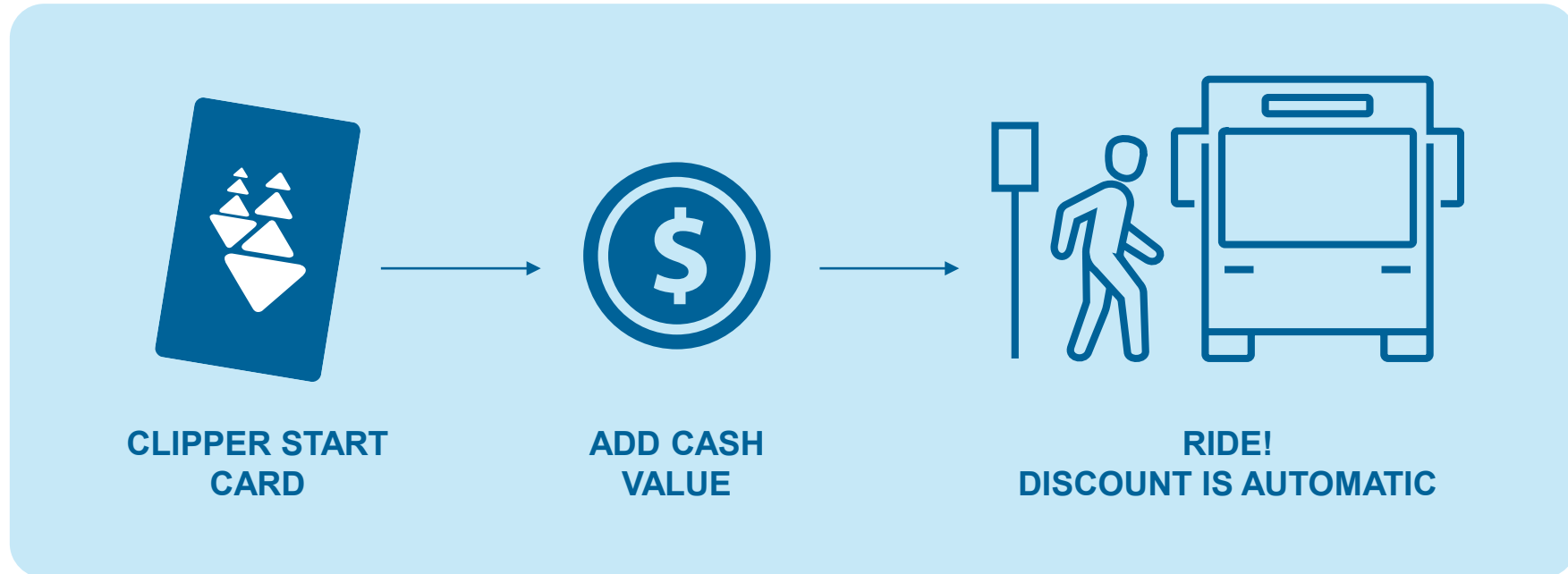
BAY AREA MAILING
ADDRESS



ANSWER SURVEY
QUESTIONS



Start saving with Clipper START!



How can you help your clients or constituents?



DISTRIBUTE BROCHURES



DISPLAY POSTERS



HELP CLIENTS APPLY



GIVE US YOUR FEEDBACK!



ASSIST CLIENTS WITHOUT
STABLE ADDRESSES



Questions about the application?



Contact Clipper START Customer Service!
clipperstartcard.com *(available 4//2020)*

