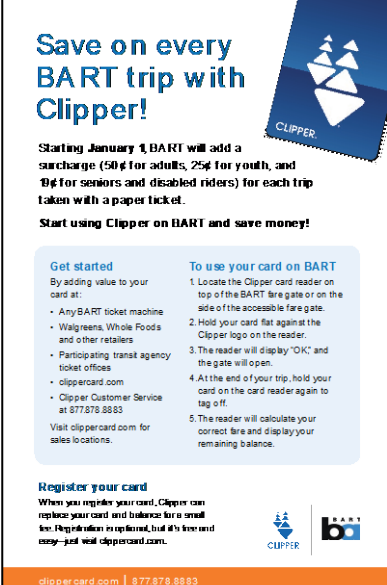


## Clipper Activities, July 2017 to May 2018

### BART Fee Surcharge and Youth Age Change Campaign

MTC worked closely with BART on a campaign to promote BART's new paper ticket surcharge and the change in the maximum age for youth discounts to 18, effective January 1, 2018 – adult customers now pay an additional 50 cents on every one-way ride using a paper ticket (youth pay a 25-cent surcharge, and senior and disabled riders pay a 19-cent surcharge).

MTC's contribution to the campaign consisted primarily of outreach, where we provided free adult Clipper cards. Working closely with BART, we completed 29 outreach events, at which we distributed 8,690 cards (see Table 1 for distribution by event). Tracking of usage of cards for one month following distribution shows high percentage of unique cards used and also a high rate of use. MTC also produced a "quick start" guide for outreach ambassadors to give customers along with their free card.



**Save on every BART trip with Clipper!**

Starting January 1 BART will add a surcharge (\$0.50 for adults, 25¢ for youth, and 19¢ for seniors and disabled riders) for each trip taken with a paper ticket.

**Start using Clipper on BART and save money!**

**Get started**  
By adding value to your card at:  

- Any BART ticket machine
- Walgreens, Whole Foods and other retailers
- Participating transit agency ticket offices
- clippercard.com
- Clipper Customer Service at 877.878.8883

Visit clippercard.com for sales locations.

**To use your card on BART**  

1. Locate the Clipper card reader on top of the BART fare gate or on the side of the accessible fare gate.
2. Hold your card flat against the Clipper logo on the reader.
3. The reader will display "OK" and the gate will open.
4. At the end of your trip, hold your card on the card reader again to tag off.
5. The reader will calculate your correct fare and display your remaining balance.

**Register your card**  
When you register your card, Clipper can replace your card and balance for a small fee. Registration is optional, but it's free and easy – just visit clippercard.com.

clippercard.com | 877.878.8883

**Table 1: Results of BART Fare Policy Change Outreach Activities**

|    | Event                                     | City       | Adult Cards | Senior Cards | Customer Contacts |
|----|---|------------|-------------|--------------|-------------------|
| 1  | La Clinica de la Raza*                    | Pittsburg  | 92          | 9            | 101               |
| 2  | Richmond BART Station**                   | Richmond   | 218         | 2            | 220               |
| 3  | Coliseum BART Station**                   | Oakland    | 282         | 0            | 282               |
| 4  | West Oakland Station**                    | Oakland    | 341         | 4            | 345               |
| 5  | Spanish Speaking Citizens Foundation*     | Oakland    | 40          | 0            | 40                |
| 6  | Dublin/Pleasanton Station                 | Pleasanton | 730         | 15           | 745               |
| 7  | Bay Fair Station**                        | Bay Fair   | 429         | 9            | 438               |
| 8  | Family Bridges*                           | Oakland    | 109         | 46           | 155               |
| 9  | Hayward Station**                         | Hayward    | 741         | 8            | 749               |
| 10 | MacArthur Station**                       | Oakland    | 349         | 5            | 354               |
| 11 | El Cerrito del Norte Station**            | El Cerrito | 245         | 4            | 249               |
| 12 | TNDC, Kelley Cullen Community*            | SF         | 57          | 7            | 64                |
| 13 | Richmond Main Street*                     | Richmond   | 106         | 21           | 127               |
| 14 | TNDC, Ambassador Hotel*                   | SF         | 42          | 14           | 56                |
| 15 | Concord Station**                         | Concord    | 361         | 5            | 366               |
| 16 | Mission Neighborhood Centers*             | SF         | 50          | 7            | 57                |
| 17 | Compass Family Services*                  | SF         | 18          | 0            | 18                |
| 18 | Ashby Station**                           | Berkeley   | 232         | 11           | 243               |
| 19 | 16 <sup>th</sup> Street Mission Station** | SF         | 399         | 2            | 401               |

|    |                                 |            |       |     |       |
|----|---------------------------------|------------|-------|-----|-------|
| 20 | Pittsburg/Bay Point Station**   | Pittsburg  | 628   | 5   | 633   |
| 21 | Balboa Park Station**           | SF         | 561   | 5   | 566   |
| 22 | Downtown Berkeley Station**     | Berkeley   | 191   | 4   | 195   |
| 23 | Bay Area Rescue Mission*        | Richmond   | 48    | 4   | 52    |
| 24 | Daly City Station**             | Daly City  | 250   | 11  | 261   |
| 25 | Powell St. Station              | SF         | 475   | 7   | 482   |
| 26 | Walnut Creek Station            | Walnut Ck  | 472   | 16  | 498   |
| 27 | South Hayward BART**            | S. Hayward | 420   | 4   | 424   |
| 28 | Oakland Coliseum A's vs. Giants | Oakland    | 275   | 5   | 280   |
| 29 | Fremont BART                    | Fremont    | 288   | 11  | 299   |
|    |                                 |            | 8,449 | 241 | 8,700 |

**Table 2: Usage of Cards Distributed in BART Fare Differential Outreach, One Month After Distribution\***

|                                    |        |
|------------------------------------|--------|
| Events                             | 29     |
| Cards Distributed                  | 8,624  |
| Unique cards used for fare payment | 2,845  |
| % Cards used for fare payment      | 33.0%  |
| Fare payment transactions          | 43,588 |
| Fare payments per card distributed | 5.05   |
| Fare payments per card used        | 15.3   |

\*Analysis excludes some cards from last event

### **Future of Clipper, Phase 2**

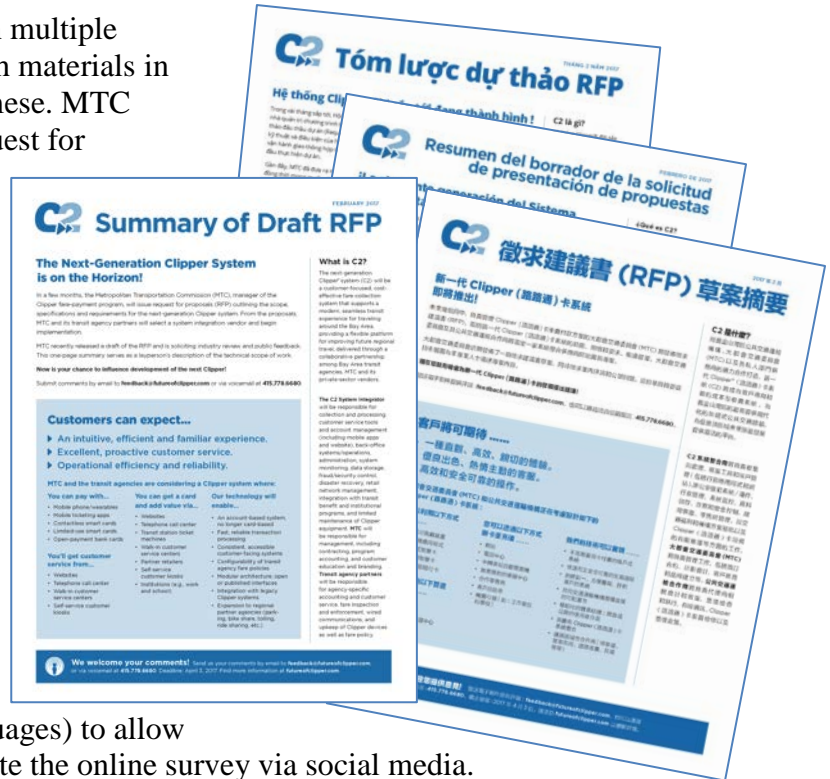
MTC implemented Phase 2 of public engagement on C2, the next-generation Clipper system, throughout 2017. Phase 1 was completed in fiscal year 2014-15 and included an online opt-in survey, selected stakeholder interviews, presentations at regional and transit agency advisory group meetings, and opportunities to submit comments via email and phone. It also included creation of the [FutureofClipper.com](http://FutureofClipper.com) website, in multiple languages, as the central resource for public engagement opportunities for Clipper and to let people know that they can provide input into the design of the next-generation Clipper system on an ongoing basis.

For Phase 2, MTC provided multiple opportunities for members of the public to provide feedback. MTC:

- Accepted comments via email, voicemail and social media on the draft RFP specifically (February 28-April 3, 2017) and on an ongoing basis (throughout 2017);
- Held focus groups to help develop an online opt-in survey (March 9 and 14, 2017);
- Conducted an opt-in, non-representative online survey with 8,735 responses to solicit public input on specific issues (April 17-June 1, 2017);
- Interviewed 19 stakeholders regarding accessibility, low-income access and transit benefit programs; and
- Conducted an intercept survey of 1,088 non-Clipper users to identify barriers to Clipper usage and test concepts for improvements in the next generation of Clipper.

Respondents could provide feedback in multiple languages, and MTC produced outreach materials in English, Spanish, Chinese and Vietnamese. MTC developed a summary of the draft Request for Proposals for a System Integrator to help the public understand the document. The summary was produced in English, Spanish, Chinese and Vietnamese.

To promote the opt-in survey, MTC ran digital advertising in Spanish, Chinese and Vietnamese. MTC produced a take-one in four languages, and updated the four-language FutureofClipper.com website with information about the opportunity to participate in the online survey. MTC also produced a 40-second video (also in multiple languages) to allow MTC and the transit agencies to promote the online survey via social media. The English version is here: <https://youtu.be/12uXgJVHULg>.



Despite variations in types of participants and level of engagement, the results were fairly consistent:

- Transit agencies serve diverse customers, and each has personal preferences or needs around transit payment.
- Many have a strong interest in using Clipper for more than fixed-route transit.
- Transit riders want to be able to add value on the go and use it immediately.
- People want more information than less, and most are comfortable with self-service approaches to customer service.
- Transit riders would like a regional fare policy that provides discounts for use across multiple transit agencies.

### Community-Based Organization Free Card Distribution

As a policy, MTC provides cards with no fee to community-based organizations serving low-income and limited English-proficient individuals. Normally the per-card fee is \$3. Since July 2017, MTC has approved the distribution of free cards to the following organizations:

| Organization                             | Quantity |
|--|----------|
| Albany Community Resource Center         | 25-50    |
| Albert Schweitzer Foundation             | 12       |
| Bay Area Rescue Mission                  | 50       |
| Community on Shelterless                 | 150      |
| Contra Costa County Probation Department | 100      |
| Education Outside                        | 56       |

|  |       |
|--|-------|
| FACES SF   | 50    |
| Life Long Medical Care                             | 50-75 |
| Mission Neighborhood Resource Center               | TBD*  |
| No One Left Behind                                 | 50    |
| Oakland Public Library                             | 20    |
| San Francisco Health Authority                     | 30    |
| St. Vincent de Paul                                | 25    |
| Support for Families of Children with Disabilities | 20    |
| The Suitcase Clinic                                | 50    |
| TransForm  | 750   |
| Women's Daytime Drop-In Center                     | 25    |

\*This organization requested and received approval to order on an ongoing basis.

## Clipper Activities, June 2018 through June 2020

### BART National Night Out

MTC supports BART's National Night Out every August and did so again in 2018. Locations are selected by BART to support underserved customers. MTC provided multilingual outreach staff at these events.

|   | Event                       | City          | Adult Cards | Senior Cards | Customer Contacts |
|---|-----------------------------|---------------|-------------|--------------|-------------------|
| 1 | North Berkeley BART         | Berkeley      | 37          | 1            | 90                |
| 2 | Colma BART                  | Colma         | 11          | 0            | 76                |
| 3 | Powell St. BART             | San Francisco | 91          | 8            | 220               |
| 4 | 12 <sup>th</sup> St. BART   | Oakland       | 56          | 0            | 120               |
| 5 | East Dublin/Pleasanton BART | Pleasanton    | 38          | 2            | 62                |
| 6 | Pleasant Hill BART          | Pleasant Hill | 27          | 3            | 42                |
|   |                             |               | 260         | 14           | 610               |

### Clipper Works for You – VTA

As part of a larger campaign focusing on financial savings from using Clipper, in September and October 2018 MTC held 44 outreach events targeting SFMTA and AC Transit riders. Ads in English, Spanish and Chinese were used, and all outreach events featured multilingual staff.

|    | Event                                  | City          | Adult Cards | Senior Cards | Customer Contacts |
|----|--|---------------|-------------|--------------|-------------------|
| 1  | Redwood City Transit Center on Winslow | Redwood City  | 37          | 0            | 90                |
| 2  | Daly City BART, Bus stops              | Daly City     | 42          | 0            | 220               |
| 3  | Colma BART, Bus stops                  | Colma         | 50          | 2            | 290               |
| 4  | Hillsdale Shopping Center              | San Mateo     | 5           | 0            | 53                |
| 5  | Millbrae BART, bus stops               | Millbrae      | 10          | 0            | 120               |
| 6  | Redwood City Transit Center on Winslow | Redwood City  | 35          | 0            | 134               |
| 7  | Redwood City Transit Center on Winslow | Redwood City  | 63          | 0            | 185               |
| 8  | Daly City BART, Bus stops              | Daly City     | 41          | 0            | 75                |
| 9  | Colma BART, Bus stops                  | Colma         | 18          | 0            | 65                |
| 10 | Daly City BART, Bus stops              | Daly City     | 67          | 0            | 265               |
| 11 | Eastridge Transit Center               | San Jose      | 12          | 3            | 106               |
| 12 | Valley Fair Transit Center             | Santa Clara   | 7           | 0            | 37                |
| 13 | Ohlone Chynoweth Light Rail            | San Jose      | 10          | 0            | 115               |
| 14 | Civic Center Light Rail, VTA, SJ       | San Jose      | 37          | 1            | 135               |
| 15 | Tasman Light Rail & Caltain Station    | San Jose      | 28          | 1            | 155               |
| 16 | San Antonio Transit Center             | Mountain View | 16          | 0            | 90                |

|    |  |               |       |    |       |
|----|--|---------------|-------|----|-------|
| 17 | Santa Clara Transit Center                     | Santa Clara   | 55    | 0  | 140   |
| 18 | Great Mall Transit Center                      | Milpitas      | 25    | 1  | 81    |
| 19 | Sunnyvale Transit Center                       | Sunnyvale     | 23    | 0  | 73    |
| 20 | Downtown San Jose Transit Mall                 | San Jose      | 24    | 0  | 232   |
| 21 | Great Mall Transit Center                      | Milpitas      | 17    | 0  | 54    |
| 22 | Palo Alto Transit Center                       | Palo Alto     | 30    | 0  | 102   |
| 23 | Mountain View Transit Center, 600 W Evelyn Ave | Mountain View | 9     | 0  | 62    |
| 24 | Alum Rock Transit Center                       | San Jose      | 8     | 0  | 52    |
| 25 | Santa Clara Transit Center                     | Santa Clara   | 35    | 0  | 184   |
| 26 | San Jose Diridon Station, 65 Cahill St         | San Jose      | 28    | 0  | 135   |
| 27 | Sunnyvale Transit Center                       | Sunnyvale     | 33    | 0  | 142   |
| 28 | Downtown San Jose Transit Mall                 | San Jose      | 14    | 1  | 109   |
| 29 | Palo Alto Transit Center                       | Palo Alto     | 12    | 0  | 114   |
| 30 | Mountain View Transit Center                   | Mountain View | 24    | 0  | 260   |
| 31 | Eastridge Transit Center                       | San Jose      | 29    | 1  | 137   |
| 32 | Great Mall Transit Center                      | Milpitas      | 50    | 5  | 175   |
| 33 | Palo Alto Transit Center                       | Palo Alto     | 38    | 3  | 112   |
| 34 | Alum Rock Transit Center                       | San Jose      | 26    | 2  | 80    |
| 35 | San Jose Diridon Station                       | San Jose      | 29    | 0  | 110   |
| 36 | Eastridge Transit Center                       | San Jose      | 46    | 0  | 185   |
| 37 | Main and Hale Transit Center                   | Morgan Hill   | 16    | 0  | 65    |
| 38 | Santa Teresa Transit Center                    | San Jose      | 43    | 0  | 133   |
| 39 | Winchester Light Rail                          | Campbell      | 27    | 0  | 140   |
| 40 | Valley Fair Transit Center                     | Santa Clara   | 46    | 1  | 160   |
| 41 | SF 4th and King                                | San Francisco | 35    | 0  | 60    |
| 42 | SF 4th and King                                | San Francisco | 147   | 0  | 335   |
| 43 | SF 4th and King                                | San Francisco | 100   | 1  | 307   |
| 44 | SF 4th and King                                | San Francisco | 39    | 0  | 256   |
|    |  |               | 1,486 | 22 | 6,130 |

### Richmond Ferry Outreach

In January 2019, MTC worked with the Water Emergency Transportation Authority (WETA) to launch the new San Francisco Bay Ferry Service from Richmond to San Francisco. MTC conducted seven outreach events in the morning over a two-week period, accompanying WETA staff who were handing out schedules and promotional giveaways.

|   | Event                   | City     | Adult Cards | Senior Cards | Customer Contacts |
|---|-------------------------|----------|-------------|--------------|-------------------|
| 1 | Richmond Ferry Terminal | Richmond | 27          | 3            | 30                |
| 2 | Richmond Ferry Terminal | Richmond | 5           | 1            | 6                 |
| 3 | Richmond Ferry Terminal | Richmond | 21          | 0            | 21                |

|   |                         |          |    |   |    |
|---|-------------------------|----------|----|---|----|
| 4 | Richmond Ferry Terminal | Richmond | 11 | 0 | 11 |
| 5 | Richmond Ferry Terminal | Richmond | 9  | 0 | 9  |
| 6 | Richmond Ferry Terminal | Richmond | 13 | 0 | 13 |
| 7 | Richmond Ferry Terminal | Richmond | 5  | 0 | 5  |
|   |                         |          | 91 | 4 | 95 |

### **Clipper Works for You - Golden Gate Transit and County Connection**

In March and April 2019, MTC conducted 46 outreach events in support of the Clipper Works for you campaign to promote financial savings from Clipper. Ads ran in English and Spanish. MTC provided multilingual outreach staff at these events.

|    | Event   | City          | Adult Cards | Senior Cards | Customer Contacts |
|----|---|---------------|-------------|--------------|-------------------|
| 1  | Concord BART                                    | Concord       | 43          | 0            | 183               |
| 2  | Pleasant Hill BART                              | Pleasant Hill | 21          | 0            | 113               |
| 3  | San Ramon Transit Center                        | San Ramon     | 4           | 2            | 42                |
| 4  | DVC   | Walnut Creek  | 68          | 1            | 110               |
| 5  | Walnut Creek BART                               | Walnut Creek  | 18          | 0            | 97                |
| 6  | Golden Gate stop at Temporary Transbay Terminal | San Francisco | 8           | 0            | 22                |
| 7  | San Rafael Transit Center                       | San Rafael    | 66          | 1            | 0                 |
| 8  | Martinez Amtrak                                 | Martinez      | 7           | 0            | 286               |
| 9  | San Ramon Transit Center                        | San Ramon     | 5           | 0            | 26                |
| 10 | Concord BART                                    | Concord       | 38          | 3            | 31                |
| 11 | San Rafael Transit Center                       | San Rafael    | 116         | 0            | 226               |
| 12 | DVC   | Walnut Creek  | 20          | 0            | 385               |
| 13 | San Ramon Transit Center                        | San Ramon     | 3           | 0            | 138               |
| 14 | Walnut Creek BART                               | Walnut Creek  | 23          | 3            | 0                 |
| 15 | Concord BART                                    | Concord       | 15          | 1            | 26                |
| 16 | Pleasant Hill BART                              | Pleasant Hill | 14          | 0            | 157               |
| 17 | Martinez Amtrak                                 | Martinez      | 8           | 0            | 205               |
| 18 | GGT-Mission and Fremont                         | San Francisco | 26          | 0            | 112               |
| 19 | San Rafael Transit Center                       | San Rafael    | 38          | 0            | 25                |
| 20 | San Rafael Transit Center                       | San Rafael    | 58          | 0            | 55                |
| 21 | Concord BART                                    | Concord       | 22          | 0            | 102               |
| 22 | San Ramon Transit Center                        | San Ramon     | 6           | 0            | 0                 |
| 23 | GGT at Sansome & Sacramento                     | San Francisco | 13          | 0            | 109               |
| 24 | Pleasant Hill BART                              | Pleasant Hill | 6           | 0            | 180               |
| 25 | Martinez Amtrak                                 | Martinez      | 12          | 0            | 28                |
| 26 | San Rafael Transit Center                       | San Rafael    | 36          | 1            | 25                |
| 27 | Concord BART                                    | Concord       | 32          | 0            | 182               |
| 28 | Pleasant Hill BART                              | Pleasant Hill | 6           | 0            | 95                |
| 29 | San Ramon Transit Center                        | San Ramon     | 1           | 0            | 28                |
| 30 | DVC   | Walnut Creek  | 32          | 0            | 57                |

|    |   |               |       |    |       |
|----|---|---------------|-------|----|-------|
| 31 | Walnut Creek BART                               | Walnut Creek  | 28    | 1  | 202   |
| 32 | Golden Gate stop at Temporary Transbay Terminal | San Francisco | 8     | 0  | 26    |
| 33 | San Rafael Transit Center                       | San Rafael    | 79    | 0  | 120   |
| 34 | Concord BART                                    | Concord       | 74    | 3  | 145   |
| 35 | San Ramon Transit Center                        | San Ramon     | 8     | 0  | 30    |
| 36 | Golden Gate stop at Temporary Transbay Terminal | San Francisco | 0     | 0  | 25    |
| 37 | Pleasant Hill BART                              | Pleasant Hill | 13    | 0  | 52    |
| 38 | Walnut Creek BART                               | Walnut Creek  | 35    | 3  | 110   |
| 39 | San Rafael Transit Center                       | San Rafael    | 50    | 0  | 95    |
| 40 | San Rafael Transit Center                       | San Rafael    | 33    | 0  | 82    |
| 41 | DVC   | Walnut Creek  | 22    | 0  | 74    |
| 42 | Walnut Creek BART                               | Walnut Creek  | 12    | 1  | 109   |
| 43 | Golden Gate stop at Sansome / Sacramento        | San Francisco | 17    | 0  | 26    |
| 44 | Walnut Creek BART                               | Walnut Creek  | 4     | 0  | 106   |
| 45 | Concord BART                                    | Concord       | 41    | 0  | 95    |
| 46 | San Rafael Transit Center                       | San Rafael    | 39    | 0  | 71    |
|    |   |               | 1,228 | 20 | 4,413 |

### **BART National Night Out**

MTC supports BART's National Night Out every August and did so again in 2019. Locations are selected by BART to support underserved customers. MTC provided multilingual outreach staff at these events.

|   | Event              | City          | Adult Cards | Senior Cards | Customer Contacts |
|---|--------------------|---------------|-------------|--------------|-------------------|
| 1 | 16th BART          | San Francisco | 75          | 1            | 150               |
| 2 | Richmond BART      | Richmond      | 45          | 0            | 100               |
| 3 | Castro Valley BART | Castro Valley | 23          | 2            | 47                |
| 4 | Fruitvale BART     | Oakland       | 125         | 3            | 190               |
| 5 | Balboa Park BART   | San Francisco | 38          | 0            | 185               |
| 6 | 16th BART          | San Francisco | 75          | 1            | 150               |
|   |                    |               | 306         | 6            | 672               |

### **Clipper Works for You – SFMTA and AC Transit**

As part of a larger campaign focusing on financial savings from using Clipper, MTC held 41 outreach events targeting SFMTA and AC Transit riders. Ads in English, Spanish and Chinese were used, and all outreach events featured multilingual staff.

|   | Event   | City     | Adult Cards | Senior Cards | Customer Contacts |
|---|---|----------|-------------|--------------|-------------------|
| 1 | Hilltop Mall bus stops, Shane & Hilltop Mall Rd | Richmond | 17          | 0            | 74                |

|    |  |               |    |   |     |
|----|--|---------------|----|---|-----|
| 2  | Geary and Park Presidio bus stops                      | San Francisco | 49 | 0 | 220 |
| 3  | Shattuck and University bus stops                      | Berkeley      | 42 | 0 | 140 |
| 4  | Divisadero and California bus stops                    | San Francisco | 5  | 0 | 105 |
| 5  | West Oakland BART bus stops                            | Oakland       | 22 | 0 | 156 |
| 6  | Hayward BART bus stops                                 | Hayward       | 39 | 3 | 155 |
| 7  | Transbay Terminal Muni stops                           | San Francisco | 23 | 0 | 75  |
| 8  | El Cerrito Plaza AC Transit bus stops                  | El Cerrito    | 6  | 0 | 45  |
| 9  | Coliseum BART bus stops                                | Oakland       | 54 | 0 | 190 |
| 10 | West Portal Muni Metro station and bus stops           | San Francisco | 64 | 0 | 250 |
| 11 | 14th and Broadway bus stops                            | Oakland       | 10 | 0 | 80  |
| 12 | San Leandro BART bus stops                             | San Leandro   | 85 | 0 | 200 |
| 13 | Van Ness and Geary bus stops                           | San Francisco | 32 | 0 | 93  |
| 14 | Rockridge BART bus stops                               | Oakland       | 14 | 1 | 99  |
| 15 | 19th and Lincoln bus stop                              | San Francisco | 8  | 0 | 65  |
| 16 | Fruitvale BART bus stops                               | Oakland       | 18 | 2 | 85  |
| 17 | Van Ness Muni Metro station and bus stops              | San Francisco | 25 | 0 | 160 |
| 18 | Eastmont Transit Center, Foothill Blvd. and 73rd Ave., | Oakland       | 19 | 0 | 70  |
| 19 | 3rd St. and 20th/22nd Streets bus stops                | San Francisco | 27 | 0 | 160 |
| 20 | Broadway and Berkeley Way bus stops                    | Oakland       | 47 | 0 | 140 |
| 21 | MacArthur BART bus stops                               | Oakland       | 9  | 0 | 94  |
| 22 | Forest Hill Muni Metro station and bus stops           | San Francisco | 17 | 0 | 49  |
| 23 | Warm Springs/South Fremont AC Transit bus stops        | Fremont       | 12 | 0 | 89  |
| 24 | Parnassus and 3rd Ave - UCSF bus stops                 | San Francisco | 25 | 0 | 42  |
| 25 | International Blvd./ 82nd Ave. bus stops               | Oakland       | 16 | 0 | 88  |
| 26 | 5th Street and Harrison/Bryant bus stops               | San Francisco | 15 | 0 | 80  |
| 27 | El Cerrito del Norte AC Transit bus stops              | El Cerrito    | 42 | 0 | 175 |
| 28 | Newpark Mall, Newpark Mall Dr.                         | Newark        | 7  | 0 | 50  |
| 29 | Divisadero and Geary bus stops                         | San Francisco | 64 | 0 | 95  |

|    |   |               |       |   |       |
|----|---|---------------|-------|---|-------|
| 30 | Fruitvale Ave. and MacArthur bus stops                                    | Oakland       | 14    | 0 | 67    |
| 31 | Van Ness and Sacramento/Clay bus stops                                    | San Francisco | 16    | 0 | 80    |
| 32 | South Hayward BART AC Transit bus stops                                   | Hayward       | 50    | 1 | 85    |
| 33 | Union City BART AC Transit bus stops                                      | Union City    | 66    | 0 | 105   |
| 34 | Foothill Square bus stops, MacArthur/Foothill and 106th/108 <sup>th</sup> | Oakland       | 9     | 0 | 68    |
| 35 | Van Ness and Chestnut/Lombard bus stops                                   | San Francisco | 14    | 0 | 75    |
| 36 | Bay Fair BART bus stops   | San Leandro   | 19    | 0 | 95    |
| 37 | 16th St. and Mission bus stops  | San Francisco | 134   | 0 | 285   |
| 38 | Hesperian and West Tennyson bus stops                                     | Hayward       | 18    | 0 | 65    |
| 39 | Mason and Geary/O'Farrell bus stops                                       | San Francisco | 43    | 0 | 125   |
| 40 | Fremont BART AC Transit bus stops   | Fremont       | 34    | 0 | 155   |
| 41 | Daly City BART bus stops  | Daly City     | 114   | 1 | 253   |
|    |   |               | 1,344 | 8 | 4,782 |

### **BART Clipper-Only Pilot**

In summer 2019, BART decided to convert ticket machines to sell only Clipper cards instead of paper tickets. BART decided to conduct a pilot at four stations: 19<sup>th</sup> Street Oakland, Embarcadero, Powell St., and Downtown Berkeley. MTC provided support at 14 outreach events, providing multilingual outreach staff. Volume was extremely high at these events, so card distribution and customer contact numbers are rounded.

|    | Event                   | City          | Adult Cards | Senior Cards | Customer Contacts |
|----|-------------------------|---------------|-------------|--------------|-------------------|
| 1  | 19 <sup>th</sup> Street | Oakland       | 200         | 5            | 150               |
| 2  | 19 <sup>th</sup> Street | Oakland       | 517         | 5            | 450               |
| 3  | 19 <sup>th</sup> Street | Oakland       | 464         | 5            | 350               |
| 4  | Embarcadero             | San Francisco | 1500        | 0            | 500               |
| 5  | Embarcadero             | San Francisco | 1000        | 0            | 360               |
| 6  | Embarcadero             | San Francisco | 1000        | 0            | 390               |
| 7  | Embarcadero             | San Francisco | 1000        | 0            | 360               |
| 8  | Embarcadero             | San Francisco | 1001        | 0            | 320               |
| 9  | Powell St.              | San Francisco | 2000        | 3            | 800               |
| 10 | Powell St.              | San Francisco | 2000        | 0            | 700               |
| 11 | Powell St.              | San Francisco | 2000        | 0            | 600               |
| 12 | Downtown Berkeley       | Berkeley      | 500         | 1            | 250               |

|    |                   |          |        |    |       |
|----|-------------------|----------|--------|----|-------|
| 13 | Downtown Berkeley | Berkeley | 500    | 0  | 150   |
| 14 | Downtown Berkeley | Berkeley | 550    | 4  | 200   |
|    |                   |          | 14,232 | 23 | 5,580 |

### **Community-Based Organization Free Card Distribution**

As a policy, MTC provides cards with no fee to community-based organizations serving low-income and limited English-proficient individuals. Normally the per-card fee is \$3. Between June 2018 and June 2020, MTC has approved the distribution of free cards to the following organizations:

| <b>Organization</b>   | <b>Number of Cards Requested</b> |
|---|----------------------------------|
| Birth and Beyond Woman's center   | 100                              |
| SF General Hospital   | 200                              |
| THE CHURCH ON THE CORNER  | 28                               |
| New Bridge Foundation   | 20                               |
| Contra Costa Interfaith Housing   | 38                               |
| PATMA   | 30                               |
| The Suitcase Clinic   | 200                              |
| ALAMEDA COUNTY DEPUTY SHERIFF ACITIVITIES LEAGUE                            | 25                               |
| Safe Alternative to Violent Environments                                    | 20                               |
| Congregation Emanu-el   | 252                              |
| North Marin Community Services  | 10                               |
| Central City Hospitality House  | 150                              |
| Fesco Family Emergency Shelter Coalition                                    | 100                              |
| Ruby's Place  | 20                               |
| Shelter Inc   | 25                               |
| Abode Services  | 40                               |
| Asian Pacific Islander Legal Outreach                                       | 250                              |
| City Of County of San Francisco Department of Adult Probation               | 30                               |
| Mills-Peninsula Health Services, San Mateo                                  | 100                              |
| San Francisco Unified School District                                       | 15                               |
| Brighter Beginnings   | 20                               |
| Community & Youth Outreach Inc.   | 40                               |
| Contra Costa County Probation   | 100                              |
| Abode Services  | 30                               |
| Catholic Charities of Santa Rosa  | 17                               |
| Faphael House   | 100                              |
| Resources for Community Development/ Affordable Housing Property Developers | 80                               |
| Lao Family Community Development  | 50                               |
| Native American Health Center   | 20                               |
| African Advocacy Network  | 50                               |
| Amador Institute  | 50                               |
| Code Tenderloin   | 120                              |

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| NAACP   | 50  |
| Native American Health Center                 | 20  |
| Skyline College                               | 600 |
| The Center for Employment Opportunities       | 50  |
| The Family Violence Law Center                | 20  |
| Resources for Community Development           | 77  |
| Community Action Partnership of Sonoma County | 50  |
| Fair Oaks Community Center                    | 100 |
| Rubicon Program                               | 100 |
| The Bread Project                             | 100 |
| The Law Foundation of Silicon Valley          | 10  |
| Tri-Valley Haven                              | 50  |
| SEO Scholars                                  | 60  |
| St Catherine of Siena                         | 50  |
| Stanford Social Work                          | 30  |
| Tiburcio Vaquez Health Center                 | 100 |
| Arriba Juntos                                 | 50  |
| Drug Safe Solano                              | 50  |
| UC Berkeley                                   | 60  |
| SHELTER, Inc.                                 | 40  |
| Social Advocates for Youth                    | 50  |
| Next Step                                     | 20  |
| Baycat.org                                    | 15  |