

**Fare Integration Task Force
September 20, 2021**

**Handout - Agenda Item 5a
Correspondence Received**

From: [MTC-ABAG Info](#)
To: [William Bacon](#); [Martha Silver](#)
Subject: Fwd: Fare Integration Task Force
Date: Sunday, September 19, 2021 2:47:54 PM

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From: Graham [REDACTED]
Sent: Sunday, September 19, 2021 12:56:54 PM
To: MTC-ABAG Info <info@bayareametro.gov>
Subject: Fare Integration Task Force

External Email

Hello,

I'm very excited that MTC is investigating regional fare integration - I think it's an incredibly important step to increase the usefulness and accessibility of our transit system. Multi-agency transit passes and free transfers are great first steps, and I would encourage the MTC to adopt those recommendations from the study.

I live in San Francisco and work on the Peninsula, and had a Caltrain monthly pass from my employer. BART + Caltrain would have been the most convenient option for me to commute to work, but I didn't take it because my transit benefit wouldn't have covered the full cost. Instead, I just took Caltrain, and spent more time commuting. I hope the MTC will approve the initial Tier 1/Tier 2 recommendations and continue to pursue regional fare and network integration, including a standardized regional fare structure. Making transit more appealing is crucial to reduce emissions and combat climate change, and to ensure that people come back to transit post-COVID.

Thank you,
Graham

From: [MTC-ABAG Info](#)
To: [William Bacon](#); [Martha Silver](#)
Subject: Fwd: I support the recommendations of the Integrated Fare Study
Date: Sunday, September 19, 2021 2:48:06 PM

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From: Sara [REDACTED]
Sent: Sunday, September 19, 2021 11:01:04 AM
To: MTC-ABAG Info <info@bayareametro.gov>
Subject: I support the recommendations of the Integrated Fare Study

External Email

Hi,
I live in San Francisco, and I strongly support the recommendations of the integrated fare study. I regularly take BART and Muni and have definitely avoid Muni service in the past because of the transfer penalty of taking both services in one day.

Furthermore Low-income riders currently primarily use transit for local trips. And also-low-income riders have unmet needs for mobility, as we hear from the San Francisco Youth Commission, student organizations, Bayview Hunters Point community advocates, and other groups. Integrated fares helps people get to family, educational opportunities, jobs, and medical care.

For the major changes suggested by the study, I would support a ballot measure to support funding for SFMTA and the region so we could have integrated fares.

Lastly I strongly support SFMTA's commitment to equity, and I would want to make sure that any regional solution supports and does not undermine San Francisco's equity policies and service levels appropriate for a dense urban area.

Thank you,
Sara [REDACTED]

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Sara [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

From: [MTC-ABAG Info](#)
To: [William Bacon](#); [Martha Silver](#)
Subject: Fwd: Fare Integration Task Force
Date: Sunday, September 19, 2021 4:19:54 PM

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From: Rachel H [REDACTED]
Sent: Sunday, September 19, 2021 3:15:58 PM
To: MTC-ABAG Info <info@bayareametro.gov>
Subject: Fare Integration Task Force

External Email

Members of the MTC Fare Integration Task Force,

Thank you for your study of fare integration for Bay Area transit systems. Fare integration holds great promise for increasing transit ridership and increasing equity for bay area populations, with downstream effects of reducing vehicle collisions and greenhouse gases emissions via reduced driving.

As a mother, I want my daughter and her future children to have as livable a world as we can provide for them. Our actions now can make a crucial difference for the Bay Area.

I commuted from [REDACTED] to [REDACTED] for work for three years. My employer ([REDACTED]) was able to provide a CalTrain pass, which covered a large segment of my daily journey. However there were no comprehensive pass options for my employer to offer, meaning that I still had to pay significant amounts each month for the Bart and Muni segments. This reduced the money I was able to provide for my family. A comprehensive pass for the Bay Area would have been most welcome.

I have seen the benefits of fare integration in other cities including Zurich and Milan. My sense is that it enables people to afford a longer commute, thereby widening the "commute shed" for both workers and employers.

While the pandemic has had many effects on local businesses, when I see shops with reduced hours due to worker shortage, I can't help but think that increasing access via fare integration for lower-income workers would be a big help. Commuting by car is a terrible, costly option.

I also remember helping a family at SFO that had just arrived from Europe, trying to get to San Francisco. While they instinctively understood the benefits of rail (Bart) and a transit pass, they were dismayed by the prospect of having to buy additional tickets or passes for Muni. They did not understand the lack of a comprehensive transit pass. They felt almost unwelcome in our famously diverse region.

I fully support the Task Force's initial recommendations, including a multi-agency transit pass pilot (start in 2022), and free local and regional transfers (start in 2023).

I encourage you to go further. Greater benefits would come from full fare integration. I see that increasing transit ridership is the best way to increase transit usage and reducing greenhouse gases.

In particular, as an information designer I see great benefit from the improvements that integration could have on signage and wayfinding. Visitors and residents alike would benefit from this kind of simplicity.

Finally, it would be a shame if all of this good effort came undone in a few years. I encourage you to set structures in place to ensure fare integration and stability for all current and future transit users.

Thank you for your strong efforts on fare integration.

Sincerely,

Rachel [REDACTED]
[REDACTED]

From: [MTC-ABAG Info](#)
To: [William Bacon](#); [Martha Silver](#)
Subject: Fwd: Fare Integration Task Force
Date: Sunday, September 19, 2021 4:20:03 PM

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From: Martin [REDACTED]
Sent: Sunday, September 19, 2021 3:54:26 PM
To: MTC-ABAG Info <info@bayareametro.gov>
Subject: Fare Integration Task Force

External Email

One of the biggest impediments to transit use is the number of transfers, which increase the time and uncertainty of any given trip. If those transfers are between agencies, that increases the cost, further disincentivizing the use of transit for the trip.

We need better timing of connections between modes of transit, but we also need to make those connections as painless as possible with regard to fares.

Thank you,
Martin [REDACTED]

From: [MTC-ABAG Info](#)
To: [William Bacon](#); [Martha Silver](#)
Subject: Fwd: Fare Integration Task Force Meeting 9/20/21 Emailed Comment
Date: Sunday, September 19, 2021 4:20:20 PM

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From: Davis [REDACTED]
Sent: Sunday, September 19, 2021 4:19:35 PM
To: MTC-ABAG Info <info@bayareametro.gov>
Subject: Fare Integration Task Force Meeting 9/20/21 Emailed Comment

External Email

Dear Fare Integration Task Force,
I'm writing today to express my support of the recently announced study recommendations regarding future fare integration. The recommended pilot "go-anywhere" pass has the unique ability to incentivize multi-agency transit use as it will help riders who use more than one agency save money as they ride more. When commuting to school I use SamTrans and Caltrain. My school provides a Caltrain GoPass but no SamTrans fare support; the go-anywhere pass solves this problem really well since it could incorporate all 27 Bay Area agencies. However, the pass won't lead to equitable outcomes if only offered to wealthier companies and universities. I would love to see the pilot incorporate affordable housing complexes, high schools, and other organizations in the future in addition to universities and companies.

Likewise, free local and regional transfers are a good start, a start that I am in support of, but they won't lead to the ideal "Seamless" Bay Area. Free transfers certainly benefit many riders and make it easier financially to string trips together from different agencies, but the base fare structure isn't altered at each agency to reflect other agency fare structures. To create a fully-integrated transit network, the MTC must commit to standardizing all regional fares—not just recommend a further study—and actively seek funding to do so. Without fiscal support, these changes are bound to fail. These reforms must be done with agency stability in mind; a reform that leads to unraveling is not in the best interest of riders.

With both free transfers and go-anywhere passes, it is expected that more transit trips will be taken per day and new riders will be added, thus taking cars off the road and reducing emissions. These two options have the ability to set the stage for further positive overhauls of Bay Area transit fares, and I look forward to seeing the results in the near future.

Thanks for your time and consideration.

Davis [REDACTED] Volunteer with Seamless Bay Area
[REDACTED]

From: [MTC-ABAG Info](#)
To: [William Bacon](#); [Martha Silver](#)
Subject: Fwd: Fare Integration Task Force Public Comments
Date: Sunday, September 19, 2021 4:57:12 PM

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From: Joe A. [REDACTED]
Sent: Sunday, September 19, 2021 4:31:54 PM
To: MTC-ABAG Info <info@bayareametro.gov>
Subject: Fare Integration Task Force Public Comments

External Email

Dear Fare Integration Task Force,

As someone who flies into the Bay Area and then takes transit, my head spins that there are 27 different transit agencies to have to plan trips on. Does not help with trip planning and as the inconveniences pile up, those who land and can choose to rent a car normally do.

Furthermore, the fact there is no day pass for most is a big problem for me. I have to plan my trips on Excel about a week or two out and calculate fare for each agency I intend to ride. I remember in 2019 I had to calculate both fares and schedules for riding four agencies. This October 2021 trip I intend to take no less than six or seven agencies just to see San Francisco + Oakland from the land and sea.

I've been monitoring this process thru Seamless Bay Area's advocacy. For now, I would sincerely support free transfers and fare capping. The go-anywhere pass for employers also sounds good, I understand the Sound Transit-led ORCA Pod has such passes. Not just do these measures make it easier for folks who fly in to choose transit first, but also reduce vehicle miles traveled (VMT) for residents and commuters. All good for the environment.

Also all good steps towards an integrated fare system that the Bay Area desperately needs. 27 different agencies with their own fares, schedules and maintenance needs is *not* the way to manage a transit ecosystem.

Thanks,

Joe [REDACTED]

From: [MTC-ABAG Info](#)
To: [William Bacon](#); [Martha Silver](#)
Subject: Fwd: Fare Integration Task Force
Date: Sunday, September 19, 2021 4:57:19 PM

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From: Jeffrey [REDACTED]
Sent: Sunday, September 19, 2021 4:34:45 PM
To: MTC-ABAG Info <info@bayareametro.gov>
Subject: Fare Integration Task Force

External Email

Thank you for spearheading and publishing the recent fare integration study, which shows major benefits for fare integration in increasing transit ridership and providing a more convenient passenger experience.

Given the multiple transit networks existing in the Bay Area and the wide spread of destinations, employment opportunities, and recreation throughout the region, I strongly support greater transit fare integration. I use Caltrain, BART, Muni, and Capitol Corridor, and often cross multiple transit systems during the same trip. Integrated fares would make transit easier and more affordable for me, and more attractive to new users.

I support the study's initial recommendations: a pilot for multi-agency transit passes starting in 2022, and free local and regional transfers starting in 2023. Further, I urge you to pursue the deeper levels of fare integration that the study shows to have the largest ridership benefits and driving reductions.

Thank you,

Jeffrey [REDACTED]



September 19, 2021

Dear Fare Integration Task Force members, Transit Agency Board Members, and MTC Commissioners,

Thank you very much for advancing the Regional Fare Coordination and Integration study.

We strongly support the [initial recommendations](#) of the study, including:

- Piloting multi-agency transit passes that can be distributed to riders by employers, transportation management associations, colleges/universities, and housing developments. ("Tier 1")
- Free transfers across the region ("Tier 2"), which is estimated to bring at least 25,000 new daily riders to transit - as much as some of our region's flagship bus lines

Within Tier 1, we encourage moving up affordable housing developments in priority for the pilot, since this has the potential for substantial equity benefits, and will provide valuable pilot feedback from a diverse set of low-income transit riders.

In addition, given the tremendous benefits of standardizing fare structures for regional services (“Tier 3”) - which, based on the study, could bring 68,000 new daily transit riders and reduce over 800,000 daily vehicle miles traveled (VMT) from our roads - **we strongly support progress toward Tier 3, including setting up the appropriate decision-making structures and identifying the new funding sources that can support that level of integration.**

For comparison, the ridership increase associated with Tier 3 is similar to Caltrain’s ridership before Covid, and the reduction in driving miles and pollution is four times that projected of Caltrain electrification, one of our region’s flagship capital projects.

As the region works together to bring riders back to transit following the impacts of Covid, the study indicates that providing integrated fares is among the most cost-effective strategies available to increase transit ridership.

The study shows that the outcomes would be valuable to provide mobility for low-income residents; to support our economy as the region recovers from Covid; to support needed housing; and to reduce the region’s largest source of greenhouse gas emissions.

Lastly, we would like to encourage the Task Force and MTC to continue to keep open the possibility for eventual movement to “Tier 4” integration, a fully integrated fare system as is currently in place across many high-ridership regions. The business case indicates that some versions of Tier 4 may have the potential to offer even greater ridership and VMT benefits than Tier 3.

In addition, MTC’s [current wayfinding business case](#) study shows an additional \$150-\$300 million in economic and environmental benefits delivered by the deepest level of wayfinding and branding integration, but which is dependent upon fully integrated fares consistent with “Tier 4” of the fare integration study. And MTC’s polling shows about a 90% approval rating for wayfinding and fare integration improvements.

The deeper levels of fare integration will require additional funding to achieve the substantial benefits. And it will be essential for these strategies to be implemented in a manner that supports equity for vulnerable residents and the financial viability of transit agencies. These decisions should be brought into the region’s consideration of a potential regional transportation funding measure, as part of a broad conversation about the goals and values for transit funding.

Thank you for your consideration,

Ian Griffiths
Policy Director, Seamless Bay Area

Tiffany Rodriguez,
Manager, Transportation Solutions, Associated Students, San Jose State University

Michael Gliksohn, Treasurer
Richmond Progressive Alliance

Helena Chang
Advocacy Program Manager, The Center for Independent Living (TheCIL)

Greg Magofña
Co-Executive, East Bay for Everyone

Debbie Toth
President & CEO, Choice in Aging

Lauren Weston
Executive Director, Acterra: Action for a Healthy Planet

Kathryn Hagerman Medina
Director, Customer Success, RideAmigos

Sheri Bruns
Executive Director, Silicon Valley Independent Living Center

Jonathon Kass
Transportation Policy Manager, SPUR

Vanessa Bohm
Urban Environmentalists

Jordon Wing
Streets for People Bay Area

Adina Levin
Friends of Caltrain

Riya Master
External Affairs Vice President, Associated Students of the UC

Kristina Pappas
President, San Francisco League of Conservation Voters

Angie Evans
Palo Alto Forward