

Clipper® Executive Board Fare Integration Task Force

October 18, 2021

Agenda Item 4a

Policy Advisory Council Fare Coordination and Integration Subcommittee Report

Subject:

Summary of materials presented and discussions from the Policy Advisory Council Fare Coordination and Integration Subcommittee on September 10, 2021.

Background:

At the Policy Advisory Council Fare Coordination and Integration Subcommittee meeting, the project team presented detailed business case findings and draft recommendations for feedback and questions.

Emerging findings from the business case analysis were detailed for each of the four tiers of fare integration across four dimensions (strategic, socio-economic, financial and delivery/operation) of analysis. Project team presented modeling results which included ridership and revenue impacts associated with each option, preliminary findings from an equity analysis, and customer experience impacts as distilled from user research conducted throughout the study among a vast array of analysis results.

The project team also presented draft recommendations, which included the pilot of an institutional pass, broadly and consistently expanding transfer discounts region-wide, developing additional pass products pending pilot results, and continuing to evaluate alignment of fare structures across regional operators (Tier 3).

Discussion:

A substantial portion of the discussion was dedicated to clarifying and technical questions on the business case findings, which led to a broadly supported request to further synthesize materials for future meetings and for other stakeholder groups. Subcommittee members continued to be largely supportive of the recommendations, particularly the pass products and pilot under consideration. There were several suggestions for expanding the institutional pass pilot to include affordable housing residents. However, there were several subcommittee members who voiced support for a stronger and more defined commitment to advance Tier 3, as well as

additional consideration for Tier 4 integration, where there were questions about the customer experience and modeling impacts presented through the business case.

Issues:

None identified.

Recommendations:

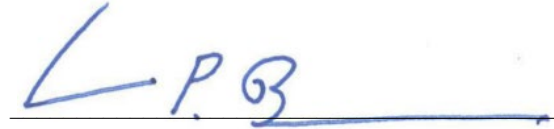
Information Item for Task Force discussion and feedback

Attachments:

- None

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Michael Eiseman, Co-Project Manager, BART

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William Bacon, Co-Project Manager, MTC