

**Fare Integration Task Force  
October 18, 2021**

**Handout  
Agenda Item 5a**

**From:** [Joe \[REDACTED\]](#)  
**To:** [MTC-ABAG Info](#)  
**Cc:** [Martha Silver](#)  
**Subject:** JAK Comments for the 2021-10-18 Fare Integration Task Force  
**Date:** Sunday, October 17, 2021 4:11:16 PM

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**\*External Email\***

17 Oct. 2021

Dear Fare Integration Task Force;

Thank you for taking my comments, Joe A. Kunzler here. I sincerely appreciate that you are making time to integrate the fares of the Bay Area and my comments below will begin with my personal experience.

I also *strongly support* the Draft Bay Area Transit Fare Policy Vision Statement due to personal experience. First, I appreciate as a transit rider the principle that, "Implementation of any of the Transit Fare Policy Initiatives shall not result in a reduction of transit agency operating service levels." I know this is of grave concern to some as I watch your meetings, but especially MUNI Director Tumlin.

Second, I just spent 48 hours in your part of the world riding BART, AC Transit, San Francisco Bay Ferry - twice, a good slice of Muni buses + Metro + streetcars making a circumference tour of San Francisco, and both a Golden Gate Transit coach to the Golden Gate Bridge and after some Muni rides a round trip on Golden Gate Transit's fast ferry MV *Golden Gate* (formerly 'my' Washington State Ferries' MV *Chinook*). Before we get on to my experience with those systems, that experience emboldens me to support *more* the principles, "Implement a no-cost and reduced cost transfers for transit users transferring between different transit agencies beginning in 2023" and, "Continue to develop a proposal for implementing an all-transit agency pass product for the general public after the launch of the Next Generation Clipper".

What I experienced last week in those 48 hours was that each transit had its own fare policy with AC Transit the most fair, MUNI a close second, and Golden Gate Transit the least. Twice I had to top up my Clipper fare from what I loaded at home due to these differing fare policies, and I do appreciate Muni having a progressive \$5 day pass being able to use my smartphone as proof of payment for that one special Friday to see the Golden Gate Bridge, shop at a Safeway, go to a date, ride historic streetcars, and ride + see a good slice of the MUNI Metro.

Transfers between transit agencies and eventually an all-transit agency pass product would provide simplicity and ease of mobility + financial planning. Again, twice I had to top up my Clipper fare - the first time with a friendly gentleman in the Bay Ferry terminal and the second at BART's Rockridge to ensure I wasn't trapped behind a faregate at SFO. I should have been able to project with confidence my transit fare from home...

Plus I did not go to an In-N-Out Burger franchise to eat specifically because I would have had to transfer to another transit agency beyond those already named. It was just too much to handle for a specific kind of cheeseburger.

I also as an environmentalist + someone who does not like waiting in traffic on a bus or MUNI Metro sincerely wish to see Vehicle Miles Traveled (VMT) reduced as per page 21 of the Fare Coordination and Integration Study. Especially someone who enjoyed the bus lane priority work MUNI's Exec Director Jeffrey Tumlin is doing in San Francisco. Hopefully obvious that reducing VMT via fare policy reform is important to reducing climate change

and congestion. Starting with over 200,000 VMT reduced by no-cost transfers would be a good start, with the promise of more with more fare integration.

I also think just as Covid19 vaccine mandates are key to restoring ridership, so too is fare integration. Even getting 20,000 ridership gain and not the 30,000 promised in page 20 of the Fare Coordination and Integration Study is good for revenue, the environment and fiscal + political stability for public transit.

Finally, the Fare Coordination and Integration Study makes clear there are bigger options that need to be considered with bigger gains for transit ridership and revenue. I really hope these options are further explored, explained and expedited alongside efforts at better wayfinding and coordinated service. Although I was able to find my way easily, the fact I used TransitApp.com was key to navigating connections to all these systems means wayfinding should also be a concurrent priority.

In conclusion I do appreciate very much a more fair policy of no-cost transfers between agencies. Transit riders need transit passes and fare capping also as much as possible. Transit riders also need revenue offsets for any loss of revenue from fair fare reform please.

Very thoughtfully;

Joe [REDACTED]  
[REDACTED]

**From:** [MTC-ABAG Info](#)  
**To:** [Martha Silver](#); [William Bacon](#)  
**Subject:** Fwd: Oct. 18 Fare Integration Task Force Meeting  
**Date:** Sunday, October 17, 2021 6:06:23 PM

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**From:** Simon [REDACTED]  
**Sent:** Sunday, October 17, 2021 4:59:17 PM  
**To:** MTC-ABAG Info <info@bayareametro.gov>  
**Subject:** Oct. 18 Fare Integration Task Force Meeting

\*External Email\*

To Whom It May Concern:

I'd like to express my support for at least the first couple phases recommended by the Fare Integration Task Force (slide 12 of [the deck here](#)): the **all-agency pass pilot** in 2022 and **free region-wide transfers** in 2023.

I've been a resident of San Francisco all my life and I'm currently a graduate student at [REDACTED]. As you might imagine, it's quite challenging for me to get from San Francisco all the way to campus on time for classes.

[REDACTED] actually offers a [transit pass](#) for students, but it's only for VTA right now which isn't that useful for me as someone who would need at least SFMTA and BART/Caltrain added to make it usable. So as it is currently, I always end up driving a car to campus instead and the experience is always stressful/unpredictable.

An institutional all-agency pass would be a game changer for me and many of my classmates, some of whom live all the way out in Vallejo and San Rafael.

I understand funding is a major concern right now, and I wouldn't want to compromise basic service either, but I strongly believe better regional integration is a worthwhile investment for long-term transit ridership growth.

The [academic research on transit ridership](#) also strongly suggests that institutional passes are an effective way to boost ridership, especially for students like me who have a relatively high price elasticity of demand.

So please consider supporting at least the first two pilot steps from the study: the **all-agency pass pilot** in 2022 and the **free region-wide transfers** in 2023. Of course I'd also love to see support for the full **Transit Fare Policy Vision Statement** and more collaboration towards transit system integration in the future, but please consider supporting at least these first few steps.

Thank you.

Sincerely,

Simon

[REDACTED]

**From:** [MTC-ABAG Info](#)  
**To:** [Martha Silver](#); [William Bacon](#)  
**Subject:** Fwd: Monday, October 18th Fare Integration Task Force: Agenda Item #5a Public Comment  
**Date:** Sunday, October 17, 2021 6:06:43 PM

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**From:** Raayan [REDACTED]  
**Sent:** Sunday, October 17, 2021 4:46:40 PM  
**To:** MTC-ABAG Info <info@bayareametro.gov>  
**Subject:** Monday, October 18th Fare Integration Task Force: Agenda Item #5a Public Comment

**\*External Email\***

Hello,

My name is Raayan [REDACTED] I live in [REDACTED] and I regularly use Caltrain, BART, SamTrans, and Muni. Every day, for work, play, and family commitments, I use these agencies to get around [REDACTED] counties. Every day, I pay extra to transfer between Caltrain and BART at Millbrae, not to mention paying separately to park my bike in a bike locker. As someone fortunately with the means to pay \$14.50 for to get to and from my job in [REDACTED] I pay it willingly, but this framework is clearly cost-prohibitive or discouraging for many others, given how much more expensive inter-agency trips are compared to seamlessly connecting to a regional highway network that gets you quickly and cheaply (with subsidy) directly to your destination. If transit was more convenient, with easy and free transfers, and the ability to pay once to transport yourself with a common fare structure amongst all bay area systems, then everyone, including lower income people who tend to live further away from job centers and are therefore likely to require inter-agency trips to get where they need to go, would be more likely to ride transit, and would have a better experience.

I urge the task force to support the transit fare policy vision statement, including a commitment to an all-agency transit pass, free transfers, and a common fare structure for regional transit services. We should not spike any of the recommendations, especially given that these recommendations can lead to significant ridership growth on the same scale as major capital projects our agencies are engaging in such as the Downtown Extension, Geary BRT, and Caltrain electrification. While I understand wariness regarding unfunded mandates, I also support the pursuit of funding to implement the more involved recommendations. I urge the task force to support working with the other transit agencies and MTC toward a fully integrated fare structure that can support unified wayfinding signage (like our road system), branding, and coordinated service, including identifying the new funding and additional governance changes needed to deliver a convenient, affordable fare system.

**From:** [MTC-ABAG Info](#)  
**To:** [Martha Silver](#); [William Bacon](#)  
**Subject:** Fwd: October 18 Fare Integration Task Force Meeting  
**Date:** Sunday, October 17, 2021 6:06:56 PM

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**From:** Sprague [REDACTED]  
**Sent:** Sunday, October 17, 2021 4:43:34 PM  
**To:** MTC-ABAG Info <info@bayareametro.gov>  
**Subject:** October 18 Fare Integration Task Force Meeting

**\*External Email\***

To whom it may concern at the task force,

I strongly support the greatest possible level of fare integration among all of the Bay Area's transit agencies. I hope your organization will help move forward efforts to integrate fares between the different agencies, to allow for free transfers between agencies - regardless of whether one is traveling by bus, train, or ferry. Furthermore, it would be worthwhile to have regional passes - so that passengers can travel within the region for unlimited trips within a specific time period (ie. day, week, month, year).

As a longtime Bay Area resident and transit rider, I know that much more can be done to bring our region closer to international standards and, in so doing, improve transit for existing riders while growing public transit ridership throughout our region.

Thank you very much for your efforts to modernize and improve Bay Area transit.

Sprague [REDACTED] and family  
[REDACTED]

**From:** [MTC-ABAG Info](#)  
**To:** [Martha Silver](#); [William Bacon](#)  
**Subject:** Fwd: Oct. 18 Fare Integration Task Force Meeting  
**Date:** Sunday, October 17, 2021 6:07:08 PM

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**From:** Rob [REDACTED]  
**Sent:** Sunday, October 17, 2021 4:11:09 PM  
**To:** MTC-ABAG Info <info@bayareametro.gov>  
**Subject:** Oct. 18 Fare Integration Task Force Meeting

**\*External Email\***

My name is Rob [REDACTED] and am writing you today in support of Agenda Items #4a and 5a concerning fare integration and coordination. I live in [REDACTED] and my major transit agencies are VTA, SamTrans, and Caltrain. I would also like to use A/C Transit and BART more if they were more convenient.

I formerly commuted by Caltrain for many years to jobs in [REDACTED] [REDACTED] Francisco, and sometimes to ones in other [REDACTED] cities. Since becoming self-employed, and now semi-tired, I use a greater variety of transit providers and exclusively for purposes other than commuting, such as access to entertainment, recreation, and inter-city travel (airports). It is my plan to use transit more as I get older.

I see a better integrated Bay Area transit system as an urgent priority that would benefit me in several ways. First, it would make my travel, particularly route selection and trip planning, much easier. Second, it would bring into the system more riders, which would make finances more robust so that I can be better assured of having good transit available into the future. Thirdly, like most people I am greatly concerned about controlling climate change.

As you proceed through these changes, I urge you to keep an eye on competent governance that has the region's interests in mind while addressing what happens on the ground locally. Without this, we have no guarantee that whatever changes you make will stay in effect over the long term.

Thank you for your time and attention.

Rob [REDACTED]

**From:** [MTC-ABAG Info](#)  
**To:** [Martha Silver](#); [William Bacon](#)  
**Subject:** Fwd: Oct. 18 Fare Integration Task Force Meeting  
**Date:** Sunday, October 17, 2021 6:07:44 PM

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**From:** Remi [REDACTED]  
**Sent:** Sunday, October 17, 2021 2:40:18 PM  
**To:** MTC-ABAG Info <info@bayareametro.gov>  
**Subject:** Oct. 18 Fare Integration Task Force Meeting

**\*External Email\***

Dear General Managers:

We live in [REDACTED] and use SamTrans to ride to BART and Caltrain stations primarily and my [REDACTED] at [REDACTED] uses AC/transit in [REDACTED] and to and from BART there.

When I use transit exclusively, it is combination of bus and rail, so fare integration would greatly increase convenience and reduce costs

We urge you to support the near term recommendations of the Fare Integration study:

The key pillars of fare integration should be:

- Deployment of an all-transit agency pass - A pilot "go-anywhere" transit pass for organizations that lets people go anywhere they can get to on a bus, train or ferry (available initially to institutions such as colleges and affordable housing as a pilot, then made available to the general public)
- Free transfers between transit agencies
- A common fare structure for regional rail, bus, and ferry services

Now is the time to take steps to make transit more convenient to bring riders back to transit to help recover from the impacts of Covid-19

Recent SamTrans data shows that riders seek better coordination between local and regional transit; and Caltrain's equity studies show that better connections to local transit can help Caltrain attract more low-income riders.

We urge the agencies to support working with the other transit agencies and MTC toward an even more integrated fare structure, including identifying the additional funding needed to support additional integration that can bring many more riders to transit.

Other things all of the agencies can do to win back riders post pandemic:

- speed and convenience:
  - exclusive bus lanes
  - 15 mins or less headways
  - more limited stop trains and express buses



- so riders feel safe from Covid-19 on transit:
  - Clean transit vehicles so commuters feel safe from Covid-19 - BART is still pretty filthy
  - Continued Mask mandates on transit vehicles and stations
  - Hepa filters on transit vehicle and station HVAC
  - Keeping windows open on buses when AC/heat not in use
  - Proof of vaccination or recent negative Covid-19 test for operators and riders

Work with all agencies and organizations:

- for financial incentives to use transit
  - monthly, weekly, multiple ride commuter pass discount options
  - college, K-12 student discounts
  - senior discounts
  - low income discounts
  - Putting a Central Business District car toll fees in SF and other downtown areas with high density of offices and near BART and high quality bus transit
  - Increase workday parking fees in downtown areas near BART and high quality bus transit
  - Increased gas tax
  - integration should include last mile options like bike and scooter shares and short uber/lyft/taxi trips to and from transit stations.

**From:** [MTC-ABAG Info](#)  
**To:** [Martha Silver](#); [William Bacon](#)  
**Subject:** Fwd: Oct. 18 Fare Integration Task Force Meeting  
**Date:** Sunday, October 17, 2021 6:08:07 PM

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**From:** Andrea Horbinski [REDACTED]  
**Sent:** Sunday, October 17, 2021 2:12:07 PM  
**To:** MTC-ABAG Info <info@bayareametro.gov>  
**Subject:** Oct. 18 Fare Integration Task Force Meeting

**\*External Email\***

Dear Task Force members,

As a transit rider who lives in [REDACTED] I regularly use BART, AC Transit, and SFMTA, and I am strongly in favor of fare integration. I lived in Japan for several years, and I saw there how much benefit a fully integrated fare system can bring to public transit and transit riders. I'm convinced that fare integration in the Bay Area would bring multiple benefits to me and other riders, including increasing ridership and making it easier to travel to different parts of the Bay Area--both of which would help cut greenhouse gas emissions and mitigate climate change.

I urge the Task Force in the strongest possible terms to support the Transit Fare Policy Vision Statement, including commitment to an all-agency transit pass, free transfers, and a common fare structure for regional transit services. These are basic steps for a regionally integrated transit system and they will benefit the entire Bay Area and all transit agencies and riders in it. I also urge the Task Force to support working with the other transit agencies and MTC toward a fully integrated fare structure that can support unified wayfinding signage, branding, and coordinated service. This includes identifying the new funding and additional governance changes needed to deliver a convenient, affordable fare system for everyone in the region.

The Task Force and the region have a priceless opportunity to take bold action to improve transit for the entire Bay Area, and I urge you again in the strongest possible terms to take it by working towards regional fare integration across the board. Thank you.

sincerely,

Dr. Andrea Horbinski, PhD  
<https://ahorbinski.com/>  
@horbinski

**From:** [MTC-ABAG Info](#)  
**To:** [William Bacon](#); [Martha Silver](#)  
**Subject:** Fwd: Oct. 18 Fare Integration Task Force Meeting  
**Date:** Sunday, October 17, 2021 6:08:08 PM

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**From:** Rachel [REDACTED]  
**Sent:** Sunday, October 17, 2021 1:51:11 PM  
**To:** MTC-ABAG Info <info@bayareametro.gov>  
**Subject:** Oct. 18 Fare Integration Task Force Meeting

**\*External Email\***

To whom it may concern at the Metropolitan Transportation Commission,

I fully support the recommendations from the Fare Coordination and Integration Study. I urge you to implement transit fare integration across the bay area and our many transit agencies. In particular, please implement:

- All-agency transit passes
- Free transfers between agencies
- A common fare structure for train, bus, and ferry

In the past, I commuted from [REDACTED] to [REDACTED] for work. My employer was able to provide a CalTrain pass, which covered about half 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 segments other than CalTrain. This reduced the money I was able to provide for my family. A comprehensive pass for the Bay Area would have been most welcome.

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. Fare integration would enable people to afford a longer commute, thereby widening the "commute shed" for both workers and employers.

At SFO I have met visiting families from elsewhere in the world who were perplexed by our lack of transit integration, reflected in the lack of an all-agency transit pass. This is common in so many other parts of the world. The lack was perceived as a barrier at a moment when we could have been warm and welcoming.

This is all the more astounding because of our global leadership in technology and innovation. If we can combine a camera, calendar, maps, voice and so many other functions into a single device, why can't we connect trains, busses, and ferries?

Thank you for your consideration,  
Rachel [REDACTED]  
[REDACTED]

**From:** [MTC-ABAG Info](#)  
**To:** [Martha Silver](#); [William Bacon](#)  
**Subject:** Fwd: Oct. 18 Fare Integration Task Force Meeting  
**Date:** Sunday, October 17, 2021 6:08:31 PM

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**From:** Devan [REDACTED]  
**Sent:** Sunday, October 17, 2021 11:38:35 AM  
**To:** MTC-ABAG Info <info@bayareametro.gov>  
**Subject:** Oct. 18 Fare Integration Task Force Meeting

**\*External Email\***

Hi,

I'm writing to express my strong support for regional fare integration and the Transit Fare Policy Vision Statement. I often use Muni, Golden Gate Transit, and BART, and am frustrated by the lack of coordination between agencies. Recommendations like an all-agency pass, free transfers, and a common fare structure are fantastic improvements on the current systems. To attract more ridership, we should go even deeper: the Task Force should work with other agencies and MTC towards standardizing fares across agencies, which lays the groundwork for unified wayfinding/signage/branding/service, and find the funding to get there. Thanks.

Devan



*Additional co-signing organization logos continue on page 2*

October 15, 2021

Re: Oct. 18 Fare Integration Task Force Meeting

Dear Fare Integration Task Force Members,

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,

Adina Levin  
**Friends of Caltrain**

Ian Griffiths, Policy Director  
**Seamless Bay Area**

John Ristow  
**Director of Transportation, City of San Jose**

Riya Master  
**External Affairs Vice President, Associated Students of the University of California**

Jack Kurzweil  
**Wellstone Democratic Renewal Club**

Jeffrey Levin, Policy Director  
**East Bay Housing Organizations**

Kelsey Banes  
**Peninsula for Everyone**

Evelyn Stivers  
**Housing Leadership Council of San Mateo County**

Sheri Bruns  
**Executive Director, Silicon Valley Independent Living Center**

Vanessa Bohm  
**Urban Environmentalists**

Debbie Toth, President & CEO  
**Choice in Aging**

Jonathon Kass, Transportation Policy Manager  
**SPUR**

John Minot  
**East Bay Transit Riders**

Hans Larsen, Public Works Director  
**City of Fremont**

Justine Marcus  
**Enterprise Community Partners**

Adam Thongsavat, Public Policy  
**Airbnb**

Michael Gliksohn, Treasurer  
**Richmond Progressive Alliance**

Jordon Wing  
**Streets for People Bay Area**

Diane Bailey, Executive Director  
**Menlo Spark**

Kristina Pappas, President  
**San Francisco League of Conservation Voters**

Michael Abramson  
**Mountain View YIMBY**

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

Greg Magoffna, Co-Executive  
**East Bay for Everyone**



Gwen Litvak  
**Bay Area Council**

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

Jason Baker  
**Silicon Valley Leadership Group**

Kathryn Hagerman Medina, Director, Customer Success, **RideAmigos**

Debra Ballinger, Executive Director  
**Monument Impact**

Rorbert Feinbaum  
**SaveMUNI**

Tina Martin  
**Mothers Out Front San Francisco**

David Sorrell, TDM-CP  
**Northern California Chapter, Association for Commuter Transportation**

Russ Hancock, President & CEO  
**Joint Venture Silicon Valley**

Ahleli Cuenca  
**Youth Leadership Institute**

Nicole Kemeny, President  
**350 Silicon Valley**

Carol Cross, Co-Convenor  
**Fossil Free Mid-Peninsula**

Bijan Mehryar  
**Salesforce**

Bruce England  
**Mountain View Coalition for Sustainable Planning**

Jim Baker, CEO & Founder  
**Xentrans**

Marco Echeandia, Director of Sustainability  
**Associated Students of San Jose State University**

Antonio Maldonado, Director of Business Affairs  
**Associated Students of San Jose State University**

Zach Drucker  
**sf.citi**

Jack Sweringen  
**Friends of SMART**

Marlene Santoyo  
**Menlo Together**

Erin Chazer  
**Peninsula Young Democrats**

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

Angie Evans  
**Palo Alto Forward**

Roseanne Foust, President & CEO  
**San Mateo County Economic Development Association (SAMCEDA)**

Petra Siltan  
**Thrive Alliance: The Alliance of Non-profits for San Mateo County**

Paul Fadelli, Mayor  
**City of El Cerrito**