



Year 1 Pilot Evaluation Findings July 15, 2020 – July 31, 2021

CLIPPER. START ▶▶▶

Presented by:

Judis Santos, MTC Lifeline Program Manager

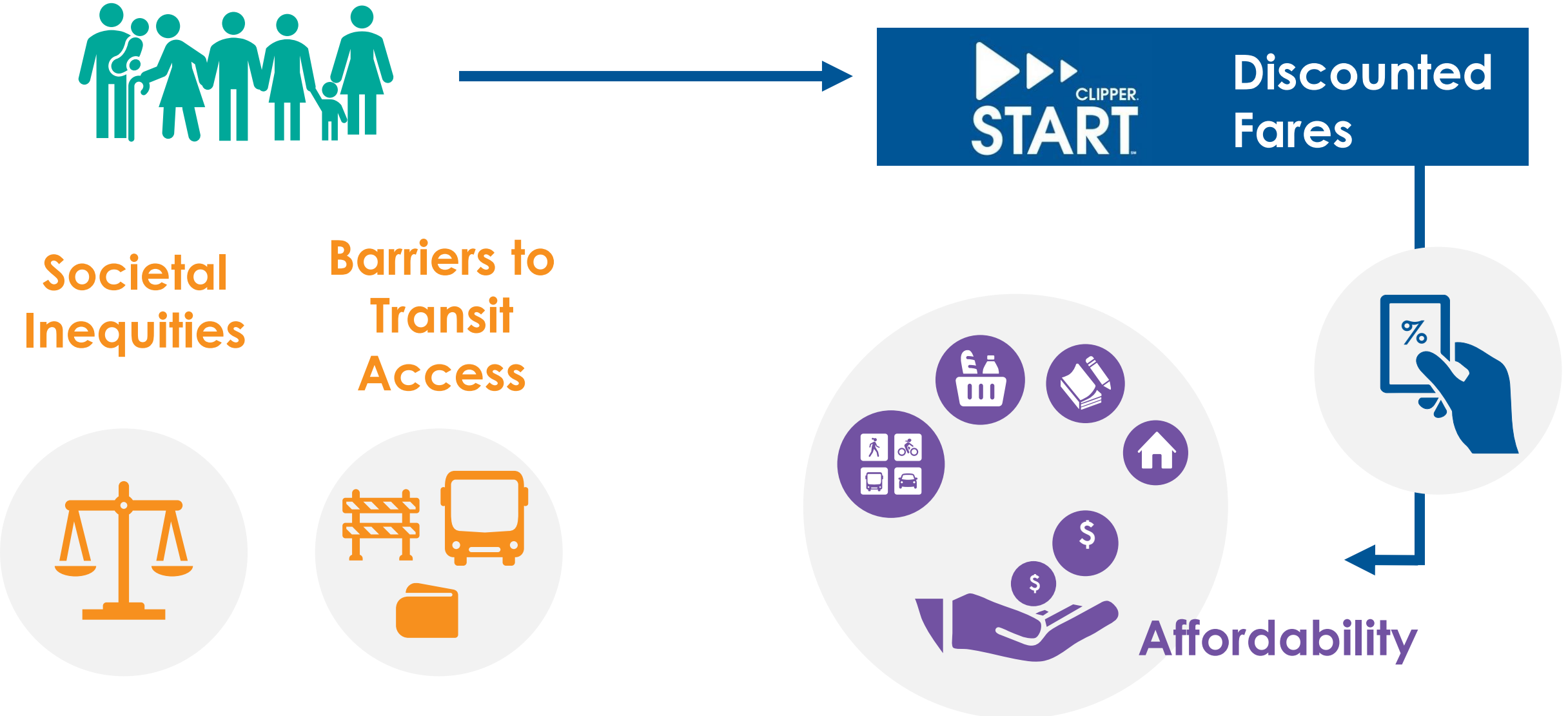
Tracy McMillan, Nelson Nygaard

November 10, 2021

Presented to:

Administration Committee

CLIPPER START ADDRESSES THE SYSTEMIC CHALLENGES IN THE REGION

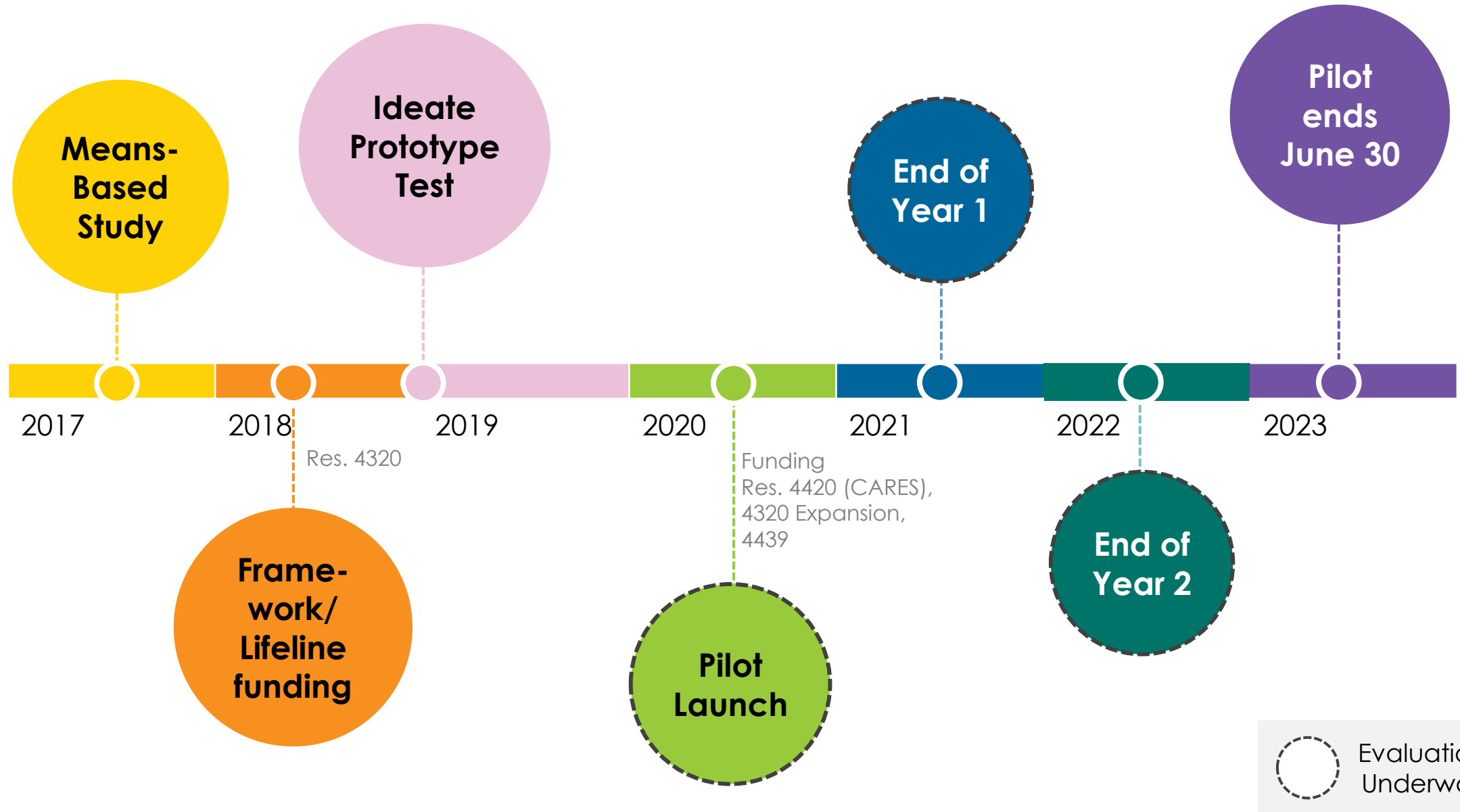


THE CLIPPER START PILOT

- 3-year pilot on regional means-based per-ride transit fare discount
 - Eligibility = Age 19-64, < 200% of Federal Poverty Level for household income
- Goals:
 - Make transit **more affordable** to individuals earning low-income
 - Develop implementation options that are **financially viable and administratively feasible**
 - Move towards a more **consistent regional standard** for fare discounts

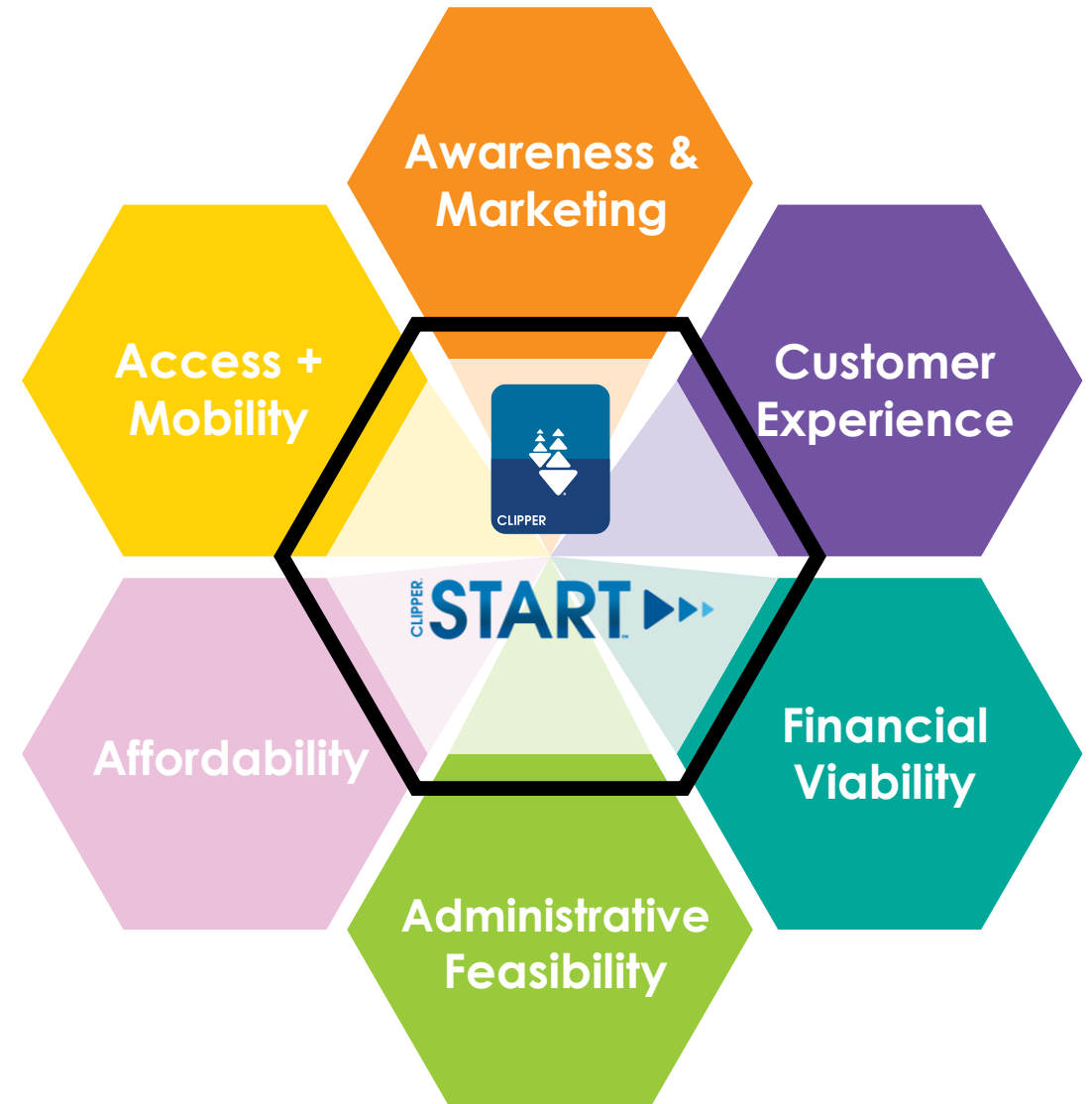


VISION → IMPLEMENTATION → EVALUATION → POLICY REC.



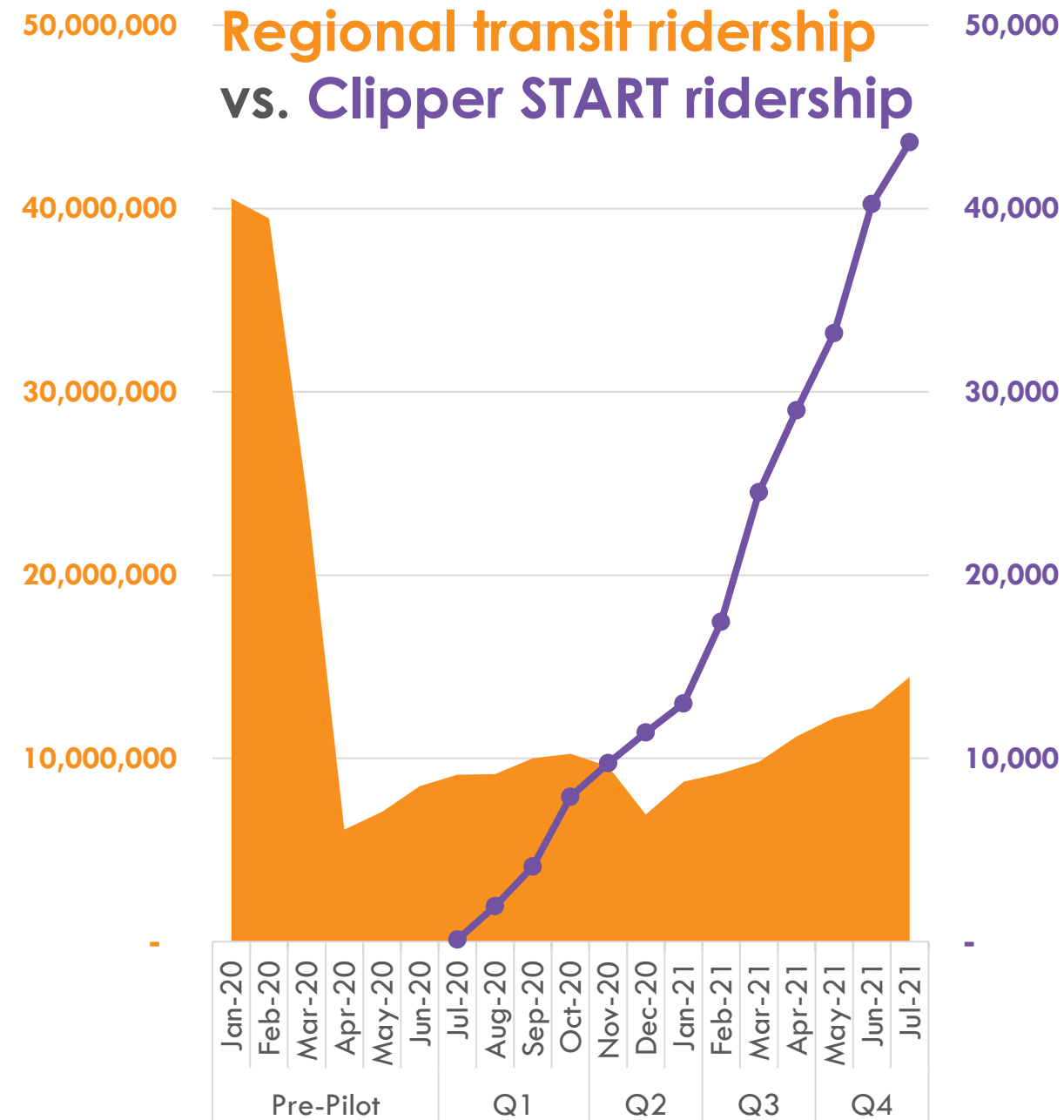
EVALUATION FRAMEWORK

- Evaluation across **6 outcomes**
 - Quarterly
 - Yearly
- Research Goals:
 - **Better understand and respond** to delivering equitable and sustainable solutions
 - **Build evidence** about what works to reduce poverty and improve mobility
 - **Apply data, technology, and design** to inform program delivery
- Data sources:
 - Enrollment data
 - Trip data
 - Focus groups
 - Agency data



MEASURING SUCCESS DURING COVID-19 PANDEMIC

- Program launch in July 2020
- Focus on trends in enrollment and ridership:
 - **Regional ridership rebounding**, but still depressed from 2019
 - Down 65% (July 2021 vs. July 2019)
 - **Clipper START ridership has been increasing** at a faster rate than ridership recovery in Bay Area
 - **Low-income riders taking trips** = equity, economic, accessibility, and mobility benefits



Source: MTC transit ridership and Clipper Data Store

OVERALL OUTPUTS

- Applications Submitted:
7,000
- Program Enrollees:
6,000
- Active Program Users:
4,000
- Program Uptake of
Low-Income Riders:
3%-10%
- Number of Trips:
250,000
- Number of Transfers:
58,000



START SAVING with Clipper START!

Up to 50% off transit for eligible riders.

Learn more at clipperstartcard.com

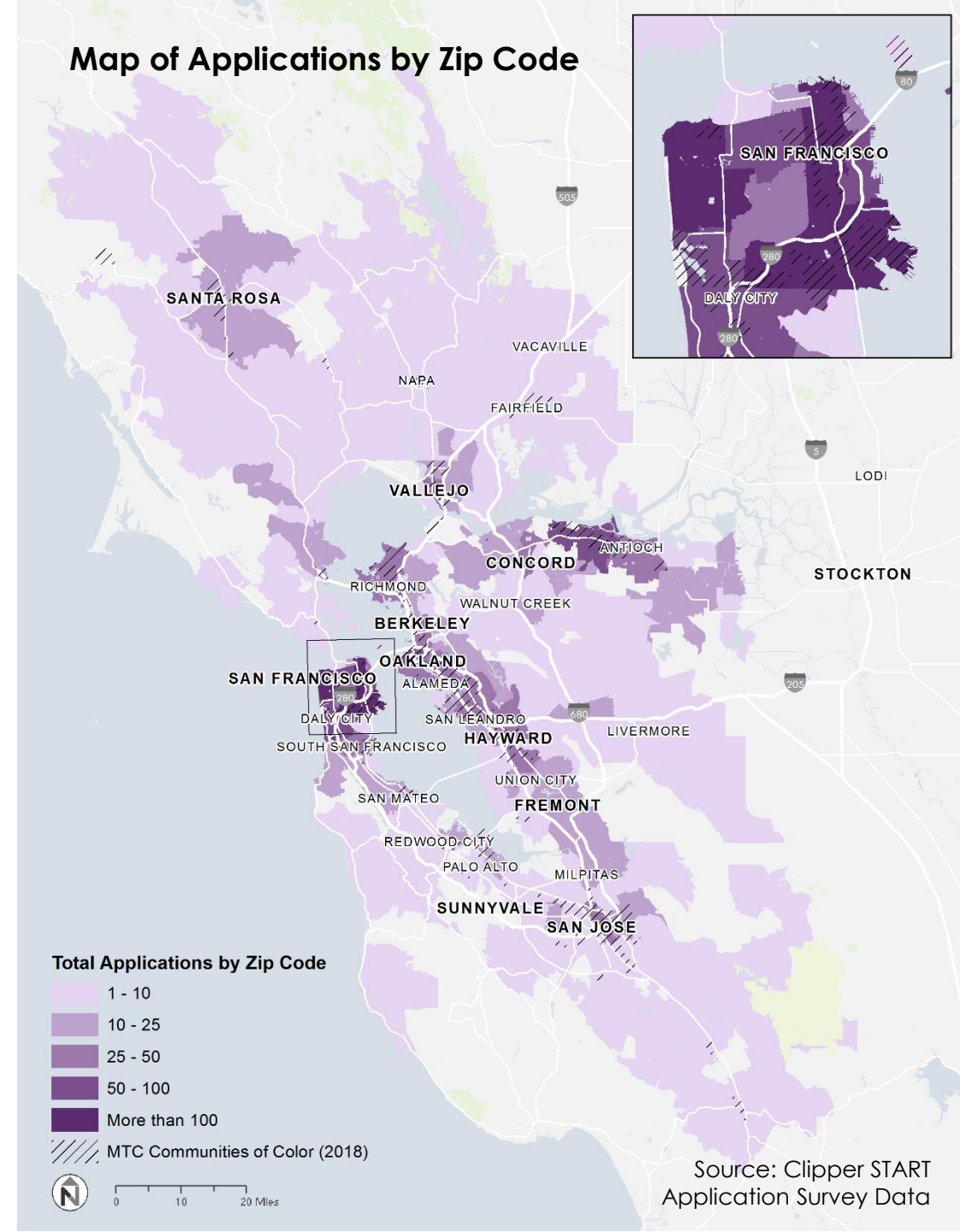
CLIPPER. **START** ▶▶

Outcome: Awareness & Marketing

- Marketing has been **effective**
 - Enrollment in “Equity Priority Communities”
 - Applicants hearing about program through various sources
- Program **reaching critical populations**
 - People with household incomes less than \$20K (75%), women (>50%), and people identifying as Asian or Hispanic (65%) are the majority of enrollees

Outcome: Customer Experience

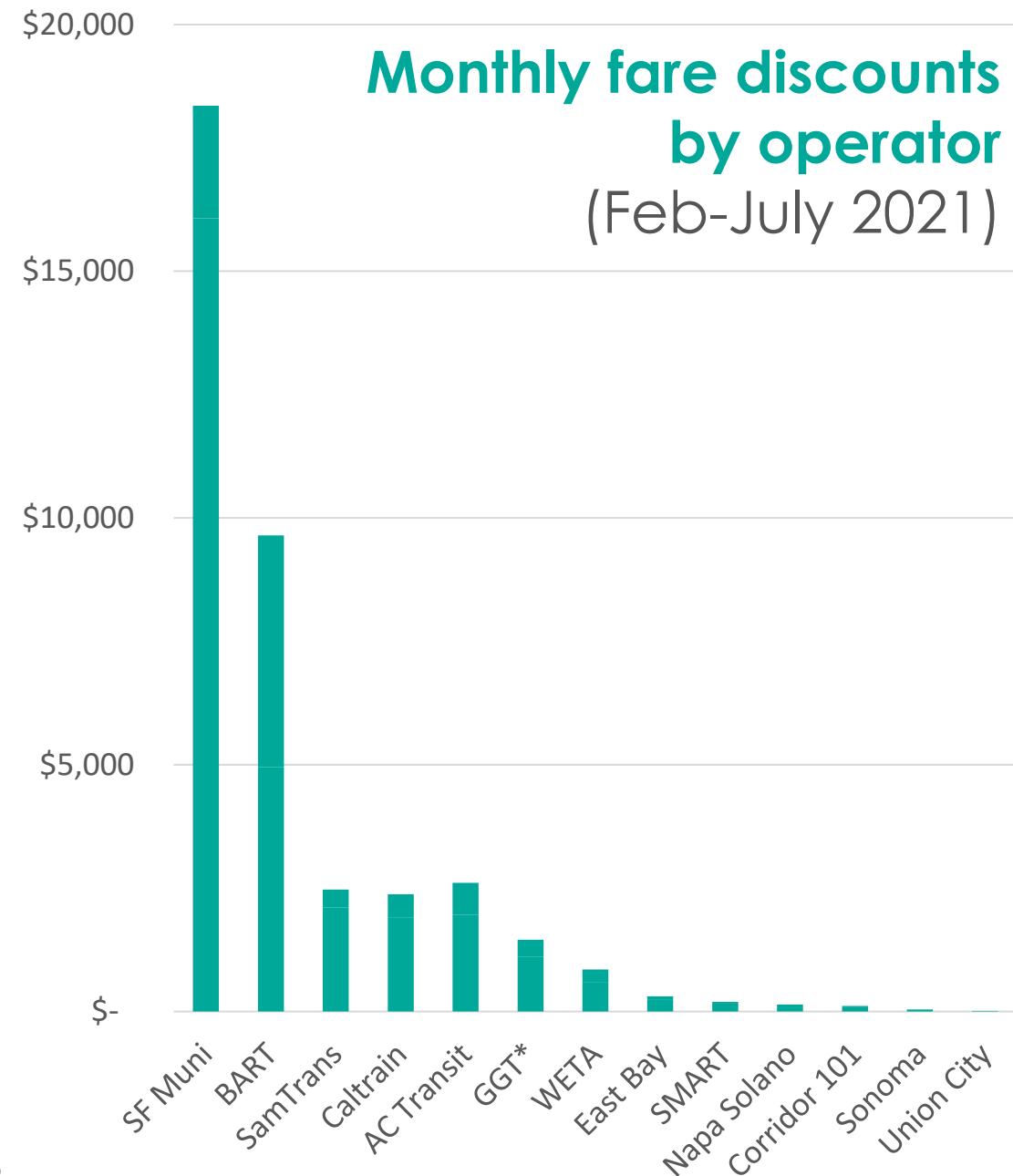
- Perception of **ease of applying is high**
 - Over 75% of applicants felt the process was easy or very easy



Outcome: Financial Viability*

- Revenue impact to agencies was **low**
 - In last six months, fare discounts cost agencies a total of **\$30K/month**
 - MTC contributed **\$10K/month** in operator reimbursements
 - Agency costs varied by trips taken, but made up less than 1% of agency revenue in FY2021
- Too early to tell full financial impact due to COVID
 - Recovery rate has varied across operators

*MTC subsidizes fares up to 10%, reimbursing transit operator revenue loss, up to 10% during the pilot (MTC Reso. 4320, 4321, 4130, and 4420).

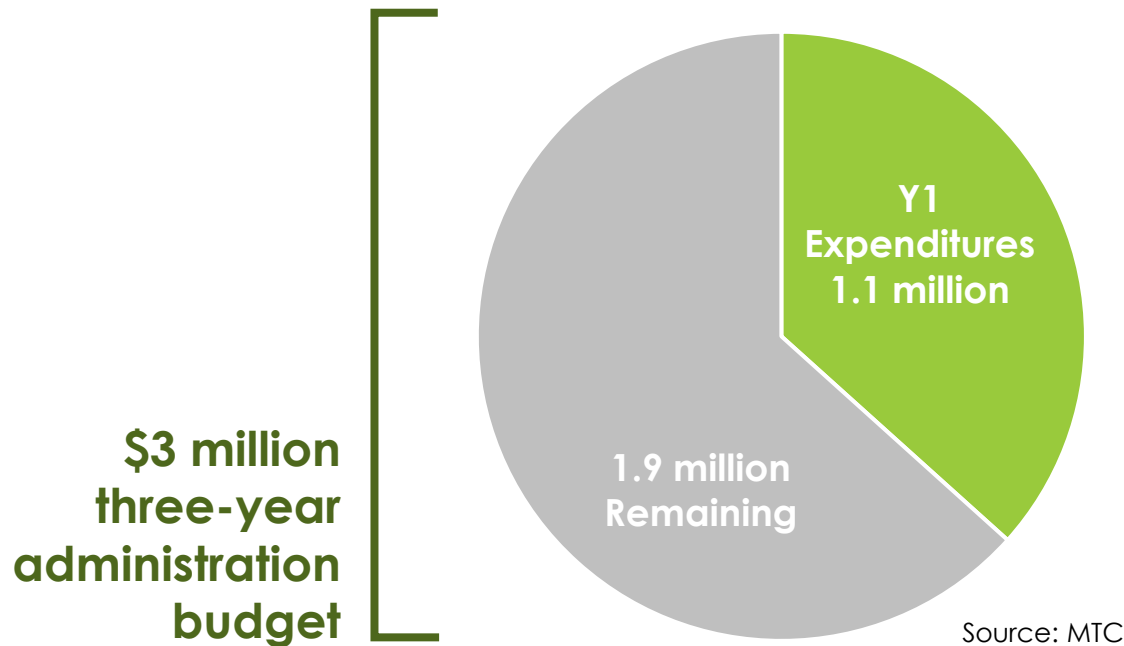


Source: Clipper START reimbursement data

*Includes Golden Gate Transit, Golden Gate Ferry, and Marin Transit

Outcome: Administrative Feasibility

- Roll-out of pilot was **smooth**
- MTC total program costs* = **\$1.1 million**
 - Variable cost elements adjusted during Year 1 to reduce expenses



Year 1 Administrative Expenditures



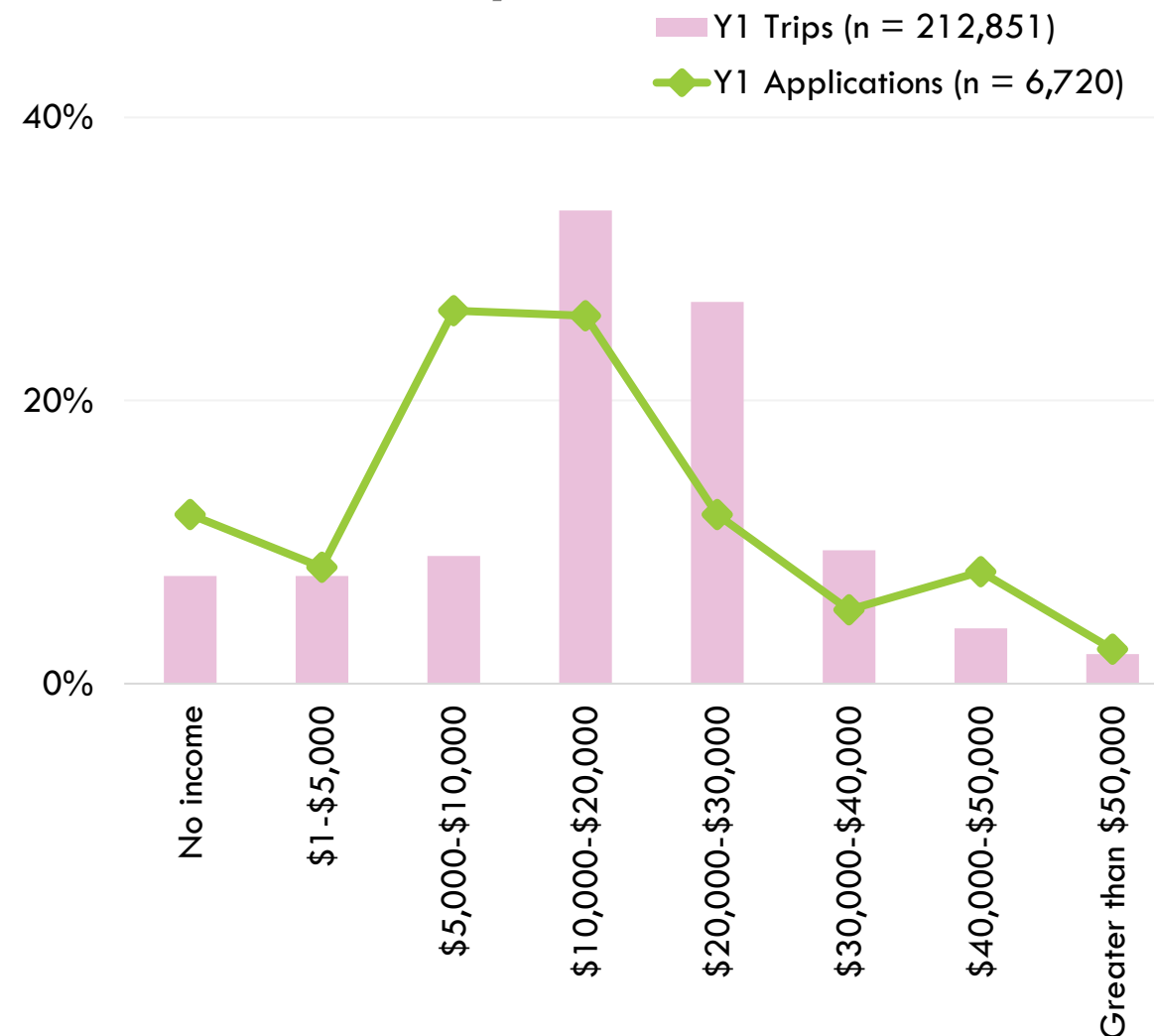
*MTC funds administrative costs (MTC Reso. 4321, Revised – State Transit Assistance funds).

Outcome: Affordability

- Riders can **take more trips while spending less**
 - Average fare discount was \$1.20 per trip
 - Trip rate higher than application rate for those with HH Income between \$10,000 - \$40,000

"I'm on the bus every day to go to work. I'm able to run more errands besides just going back and forth to work. I'm seeing more savings and I'm able to do more things."

Clipper START Trips and Applications by Household Income

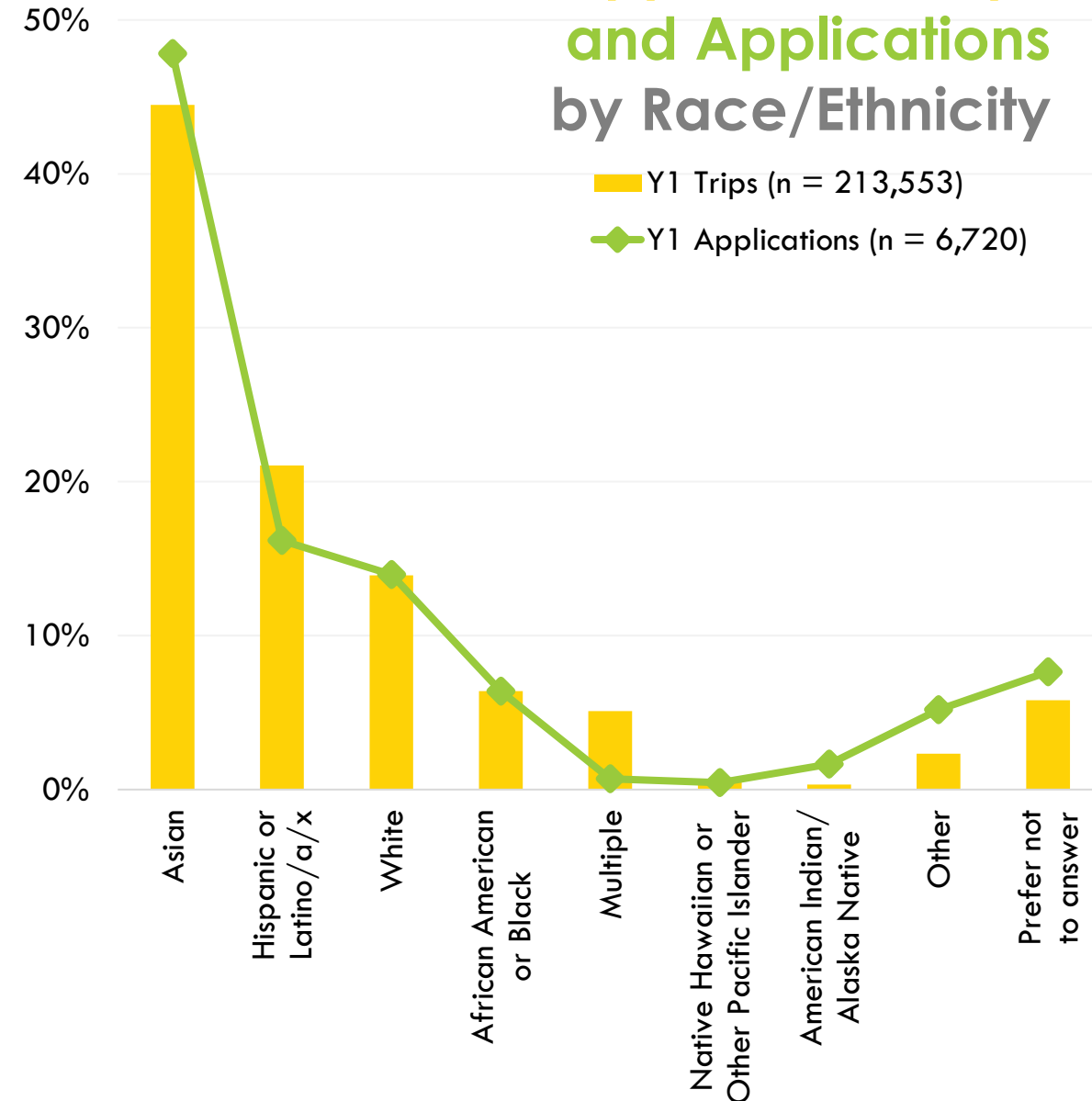


Source: Clipper START Application Survey Data and Clipper Data Store

Outcome: Access & Mobility

- Program usage is **increasing**
 - Up to 10,000 weekly trips in July 2021
 - Most Y1 trips on Muni (38%), BART (37%), AC Transit (8%), and SamTrans (5%)
- **Critical populations** are utilizing transit and the program
 - Women (60%) and people identifying as Asian or Hispanic (65%) applicants are taking most trips

Clipper START Trips and Applications by Race/Ethnicity

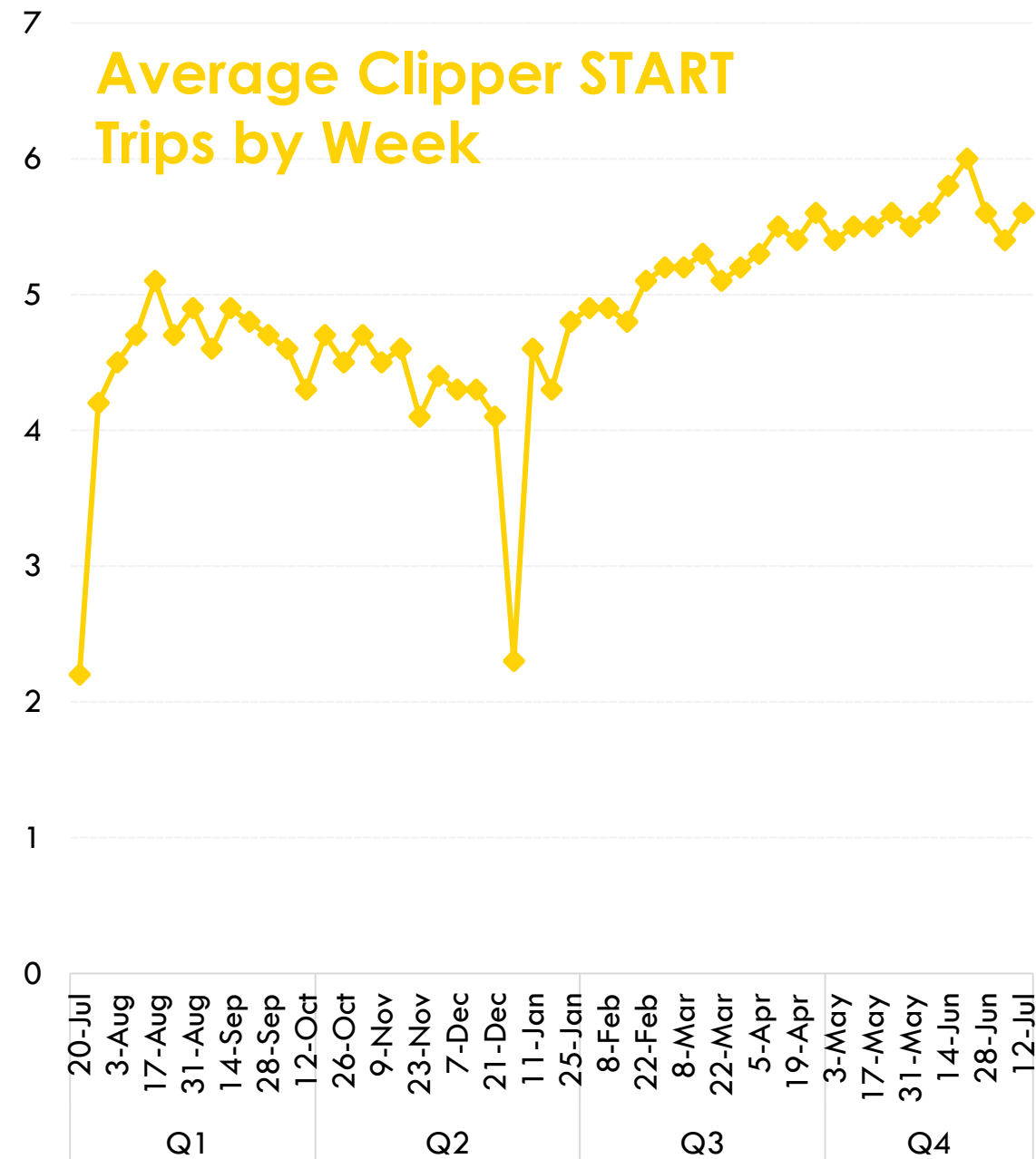


Source: Clipper START Application Survey Data and Clipper Data Store

Outcome: Access & Mobility

- Riders are **benefiting from the program**
 - Average participant trip frequency is up to 5.5 trips per week
 - Most riders are taking more trips than at the beginning of the program

"I'm doing just what I need to do to stay safe, but it has helped my pocketbook. I'm trying to save money and I'm trying to avoid as much as I can being on public transportation. I've got an elderly mother who I take care of, and I take three forms of transportation to get to her, so none of that has changed. At least I have a few more dollars in my pocket, which I really enjoy."



Source: Clipper Data Store

GETTING TO A SUSTAINABLE, REGIONAL, PERMANENT PROGRAM

KEY LESSONS AND YEAR 2 ACTIONS

Key Lessons Learned	Critical Questions	Year 2 Action	Relevant Outcomes
Upward trends through Year 1, but there are opportunities for improvement	<i>How do we harness market trends to continue to build a successful program?</i>	Examine: <ul style="list-style-type: none"> - Demographic data by transit agency - Travel behavior of target audience Refine marketing and engagement strategies based on findings	<ol style="list-style-type: none"> 1. Awareness & Marketing 2. Customer Experience 3. Financial Viability 4. Administrative Feasibility 5. Affordability 6. Access & Mobility
COVID impacts varied across operators	<i>How are we capturing low-income market share to inform MTC and operator decision-making on sustainability?</i>	Gather better financial data to understand and respond to variability in recovery	<ol style="list-style-type: none"> 3. Financial Viability 4. Administrative Feasibility

GETTING TO A SUSTAINABLE, REGIONAL, PERMANENT PROGRAM

KEY LESSONS AND YEAR 2 ACTIONS (CONTINUED)

Key Lessons Learned	Critical Questions	Year 2 Action	Relevant Outcomes
<p>Most applicants and users are very low-income, female, and identify as Asian or Hispanic</p>	<p><i>How can the program continue to address gaps in affordability, access, and mobility?</i></p> <p><i>Why are certain groups using the program more than others?</i></p>	<p>Examine program importance and gaps by demographics</p> <p>Refine marketing and engagement based on findings</p>	<p>1. Awareness & Marketing</p> <p>2. Customer Experience</p> <p>5. Affordability</p> <p>6. Access & Mobility</p>
<p>Multi-pronged marketing strategy reached diverse audience</p>	<p><i>How can MTC further diversify marketing and engagement strategies to reach new riders?</i></p>	<p>Inform marketing and engagement strategy with data</p> <p>Partner with community-based organizations for broader cultural reach</p>	<p>1. Awareness & Marketing</p> <p>2. Customer Experience</p> <p>5. Affordability</p> <p>6. Access & Mobility</p>

ACTION TODAY

STAFF RECOMMENDATION

Committee forward to Commission for approval:

Contract Amendment to extend by 12 months and add \$72,000 to Nelson Nygaard Consulting Associates, Inc. existing contract to provide evaluation services.

