



Clipper BayPass Update

Fare Integration Task Force - Agenda Item 4b

April 24, 2023



Agenda



1. Phase 1 – Preliminary Evaluation Findings
2. Phase 2 - Implementation Update

Clipper BayPass



Unlimited regional transit pass for rides on all bus, rail and ferry services in the Bay Area - anytime, anywhere



Phase 1:
Pilot with University Students
and Affordable Housing
Residents
Launched 2022

Phase 2:
Pilot with Employers,
Transportation Management
Associations and Property
Managers
Launching 2023

Clipper BayPass Phase 1 Update

Pilot with University Students & Affordable Housing Residents

50,000+ people across the Bay Area eligible for BayPass including:

- Four universities/colleges
- Thirteen MidPen Housing properties



Pre-Existing Transit Passes at Educational Institutions

SFSU: GatorPass

- SFMTA
- SamTrans
- BART*

SJSU: SmartPass

- VTA

UCB: EasyPass

- AC Transit

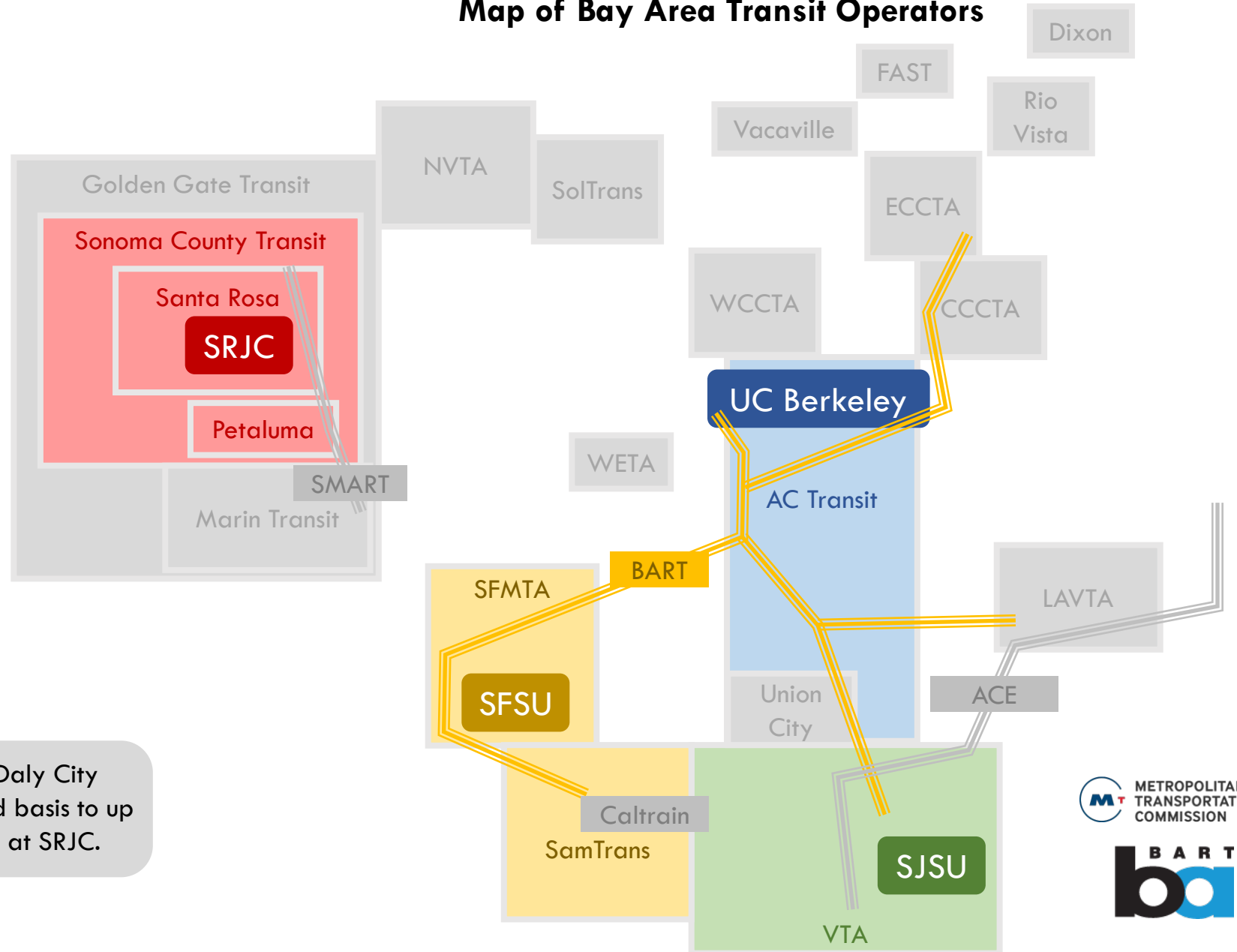
SRJC**

- Sonoma County Transit
- Santa Rosa CityBus
- Petaluma Transit

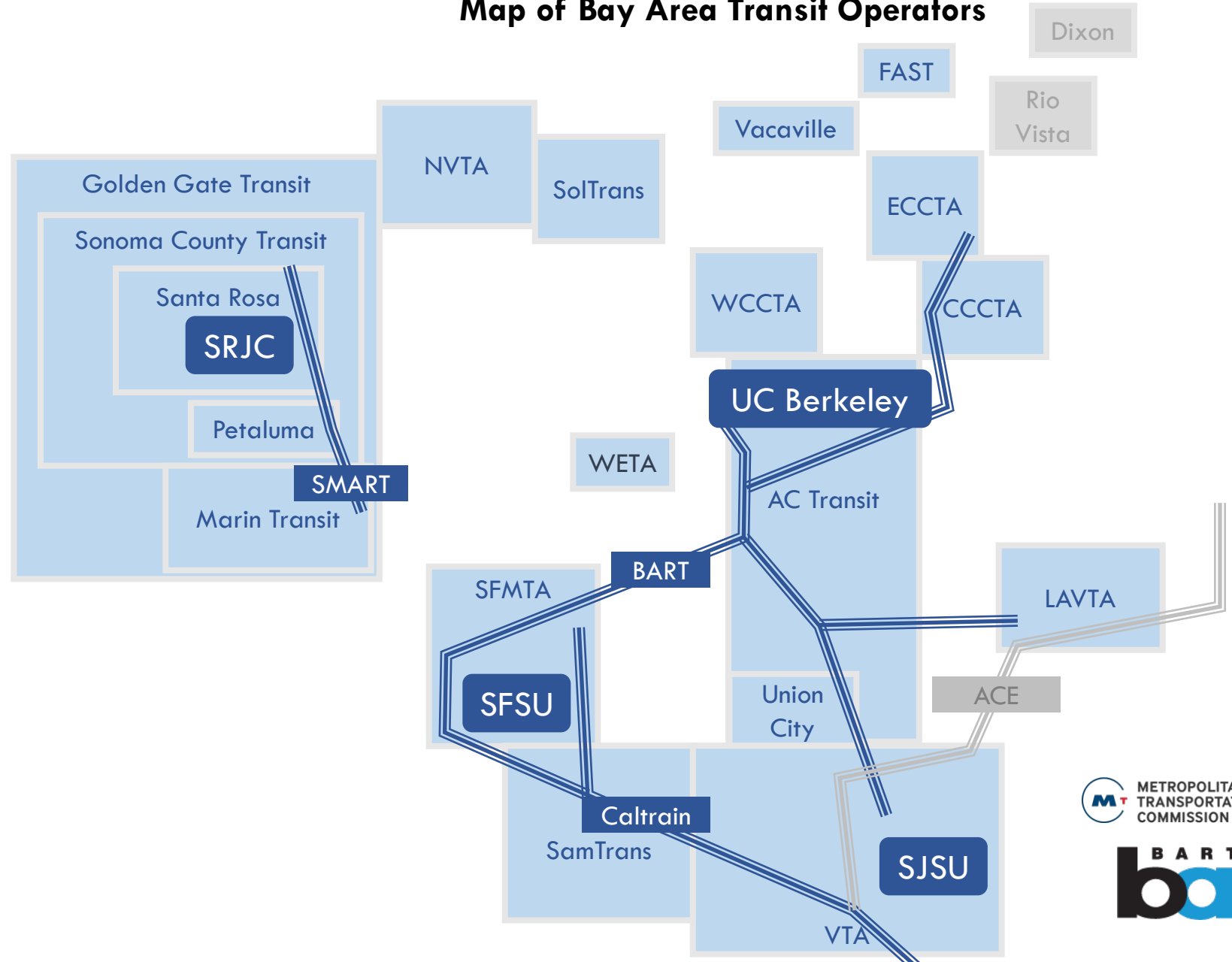
* 50% discount for BART trips that begin or end at Daly City
 **Clipper BayPass offered on first-come-first-served basis to up to 5,000 SRJC students. No randomized control trial at SRJC.



Map of Bay Area Transit Operators



Map of Bay Area Transit Operators

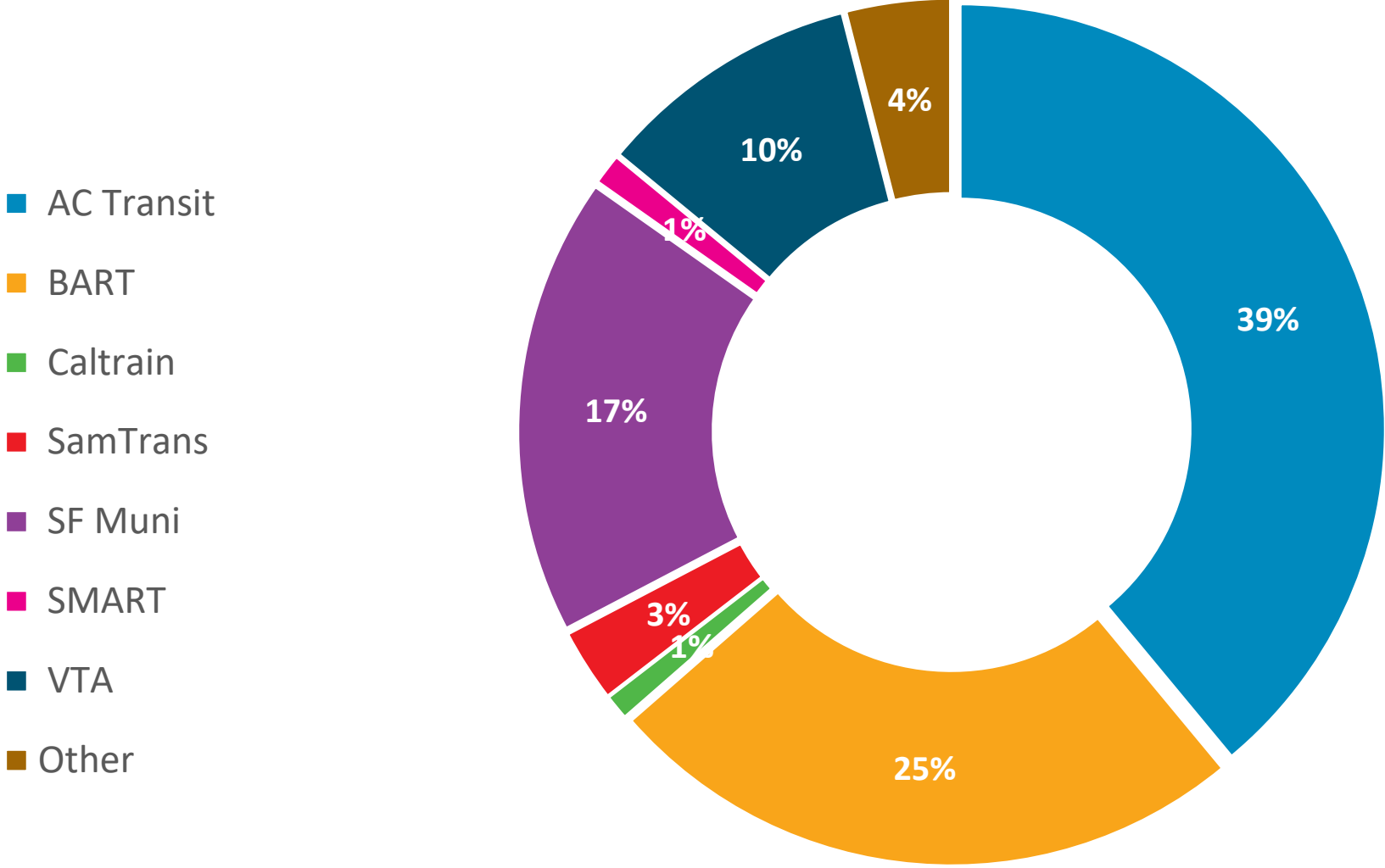


Clipper BayPass

Access Across the Bay Area

- SFSU: Clipper BayPass**
- SJSU: Clipper BayPass**
- UC Berkeley: Clipper BayPass**
- SRJC: Clipper BayPass**

More than 1.5 Million Clipper BayPass Trips



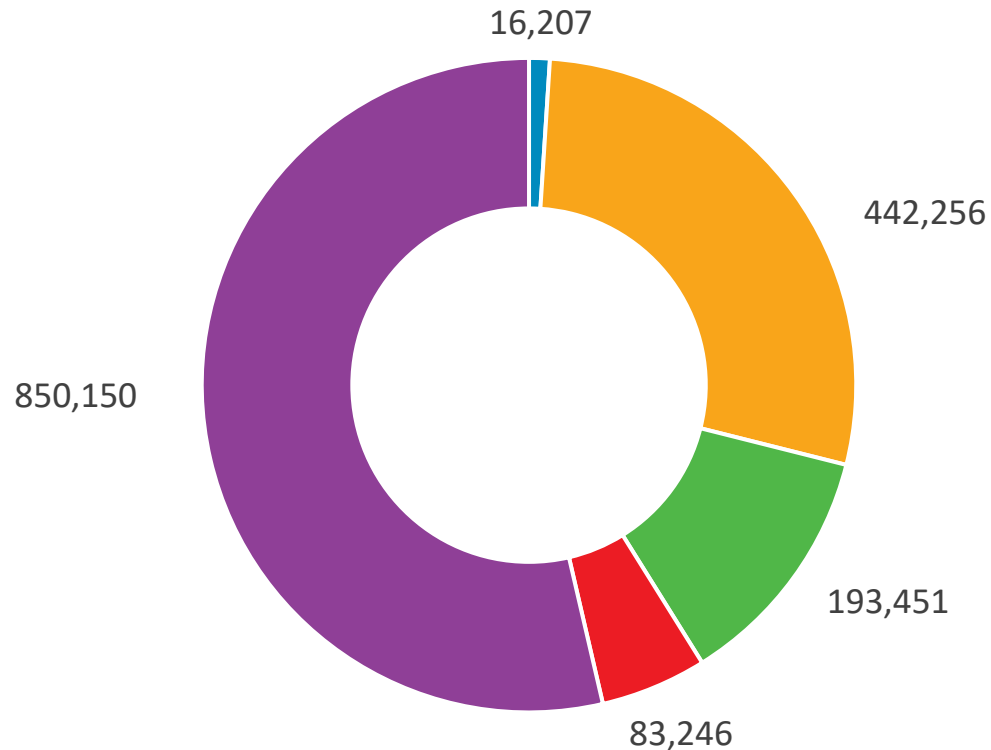
BayPass Trips by Operator



Phase 1 Pilot Status Update



BayPass Trips by Operator



- MidPen Housing
- San Francisco State
- San Jose State
- Santa Rosa JC
- UC Berkeley

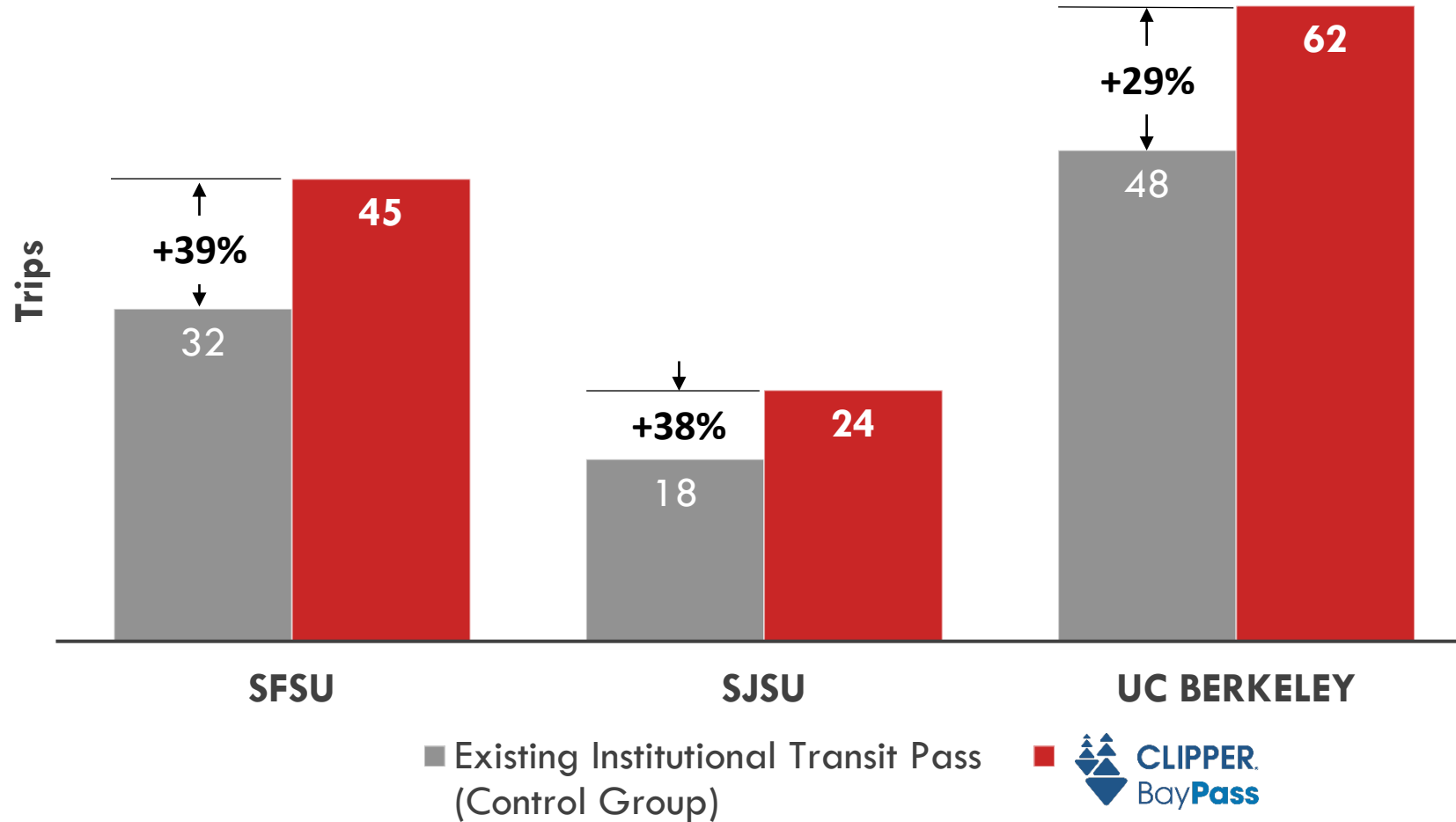
Additional analysis underway, including:

Clipper Travel Data

Fall 2022 Surveys (10,000 completed)

Spring 2023 Surveys Released

Clipper BayPass - Average Trips Per Eligible Card by University

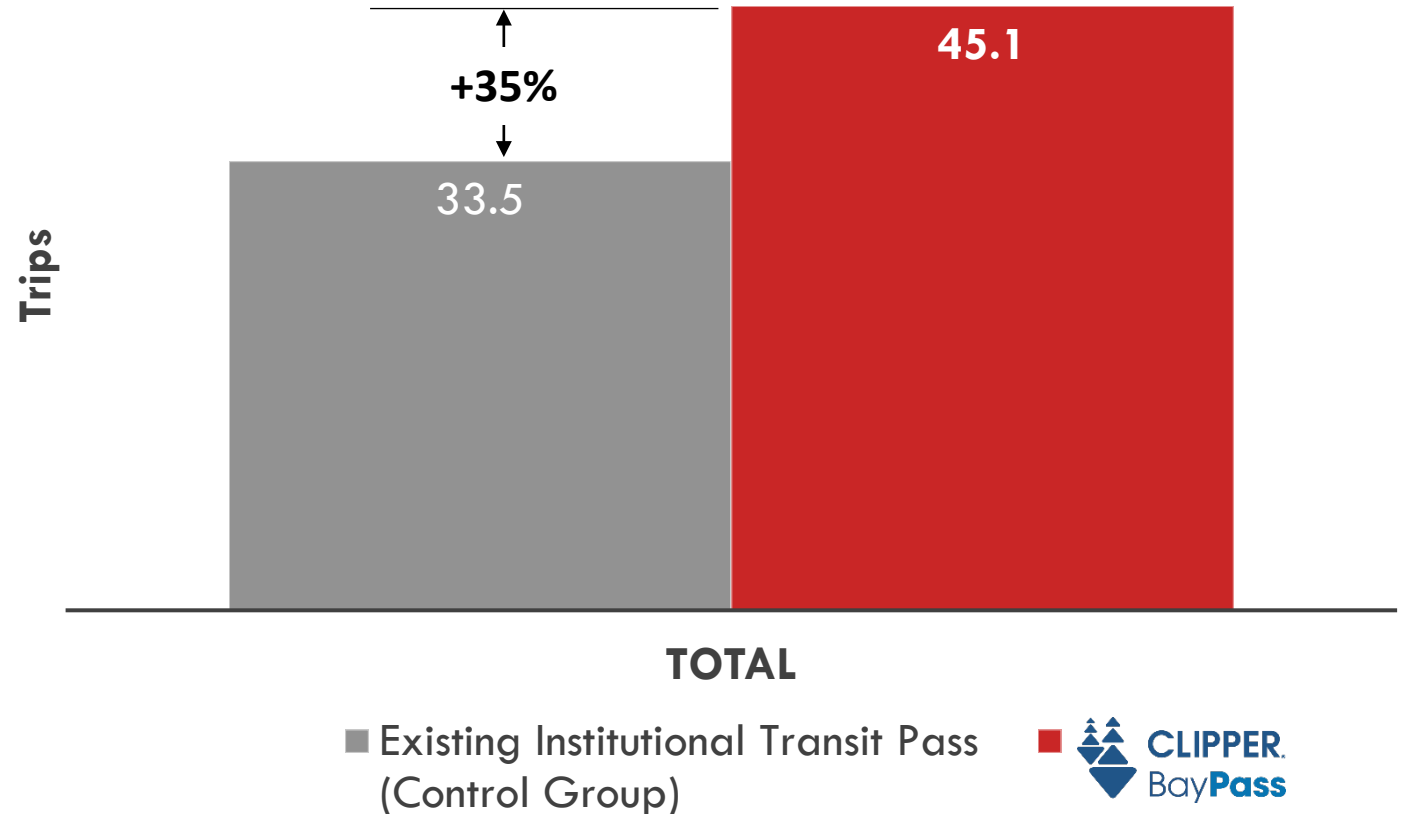


Based on preliminary data gathered between August 19, 2022 and April 7, 2023, excluding December 16, 2022 to January 30 2023. Draft

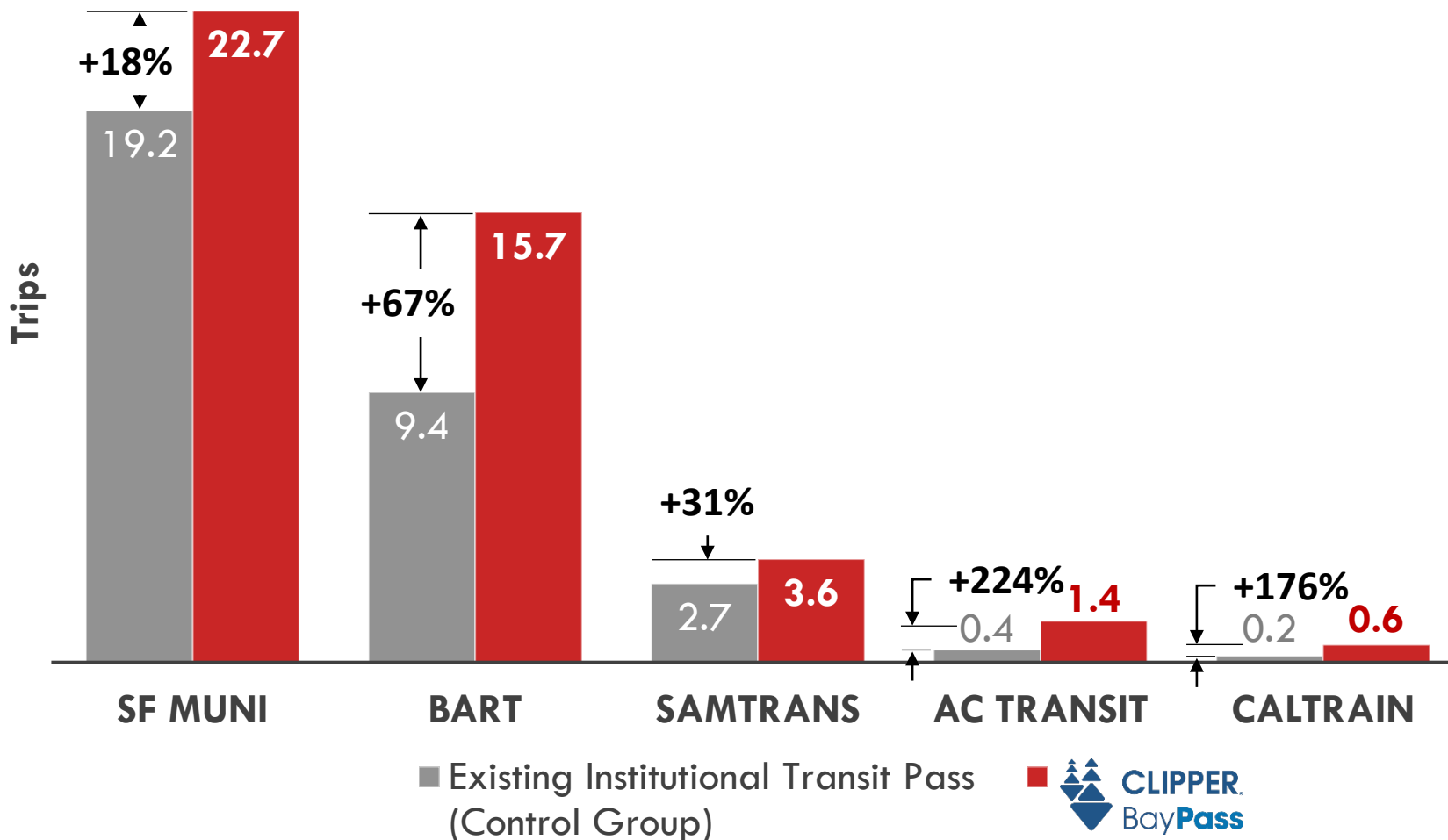
Clipper BayPass - Average Trips Per Card



+35%
Number of trips
Clipper BayPass pilot
participants have
taken relative to
control group (with
single agency passes)

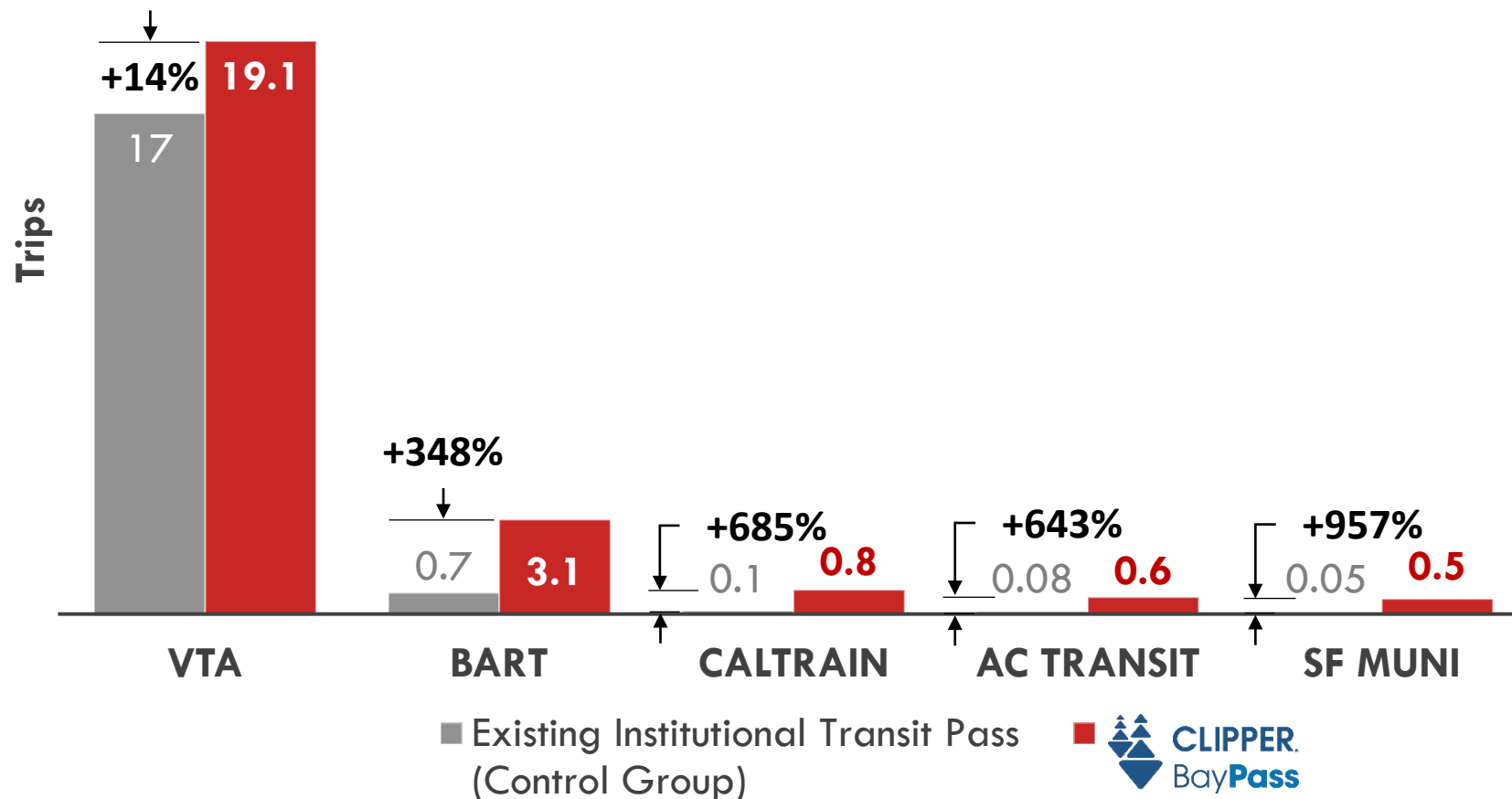


SFSU Clipper BayPass - Average Trips Per Eligible Card



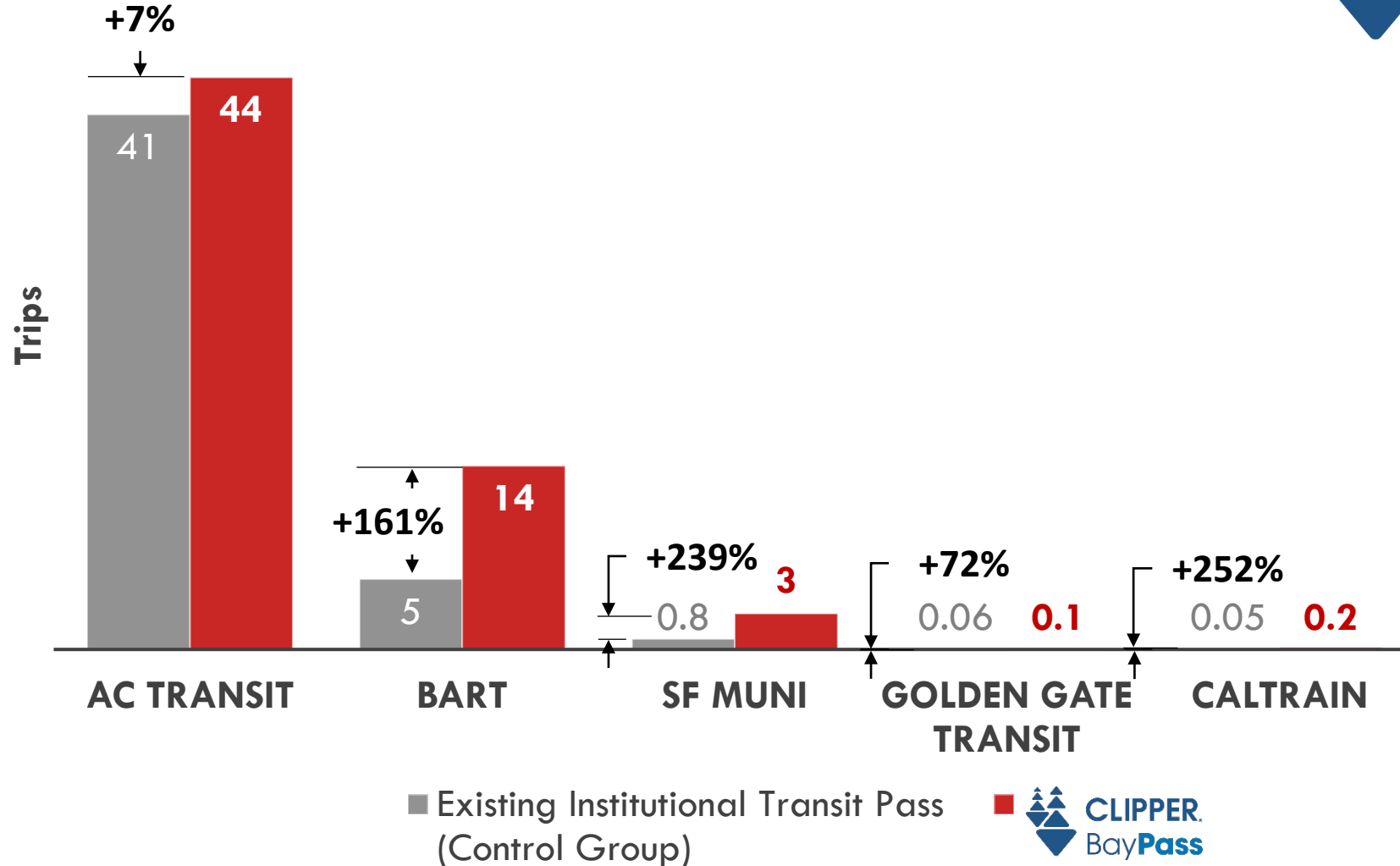
Based on preliminary data gathered between August 19, 2022 and April 7, 2023, excluding December 16, 2022 to January 30 2023. Draft

SJSU Clipper BayPass - Average Trips Per Eligible Card



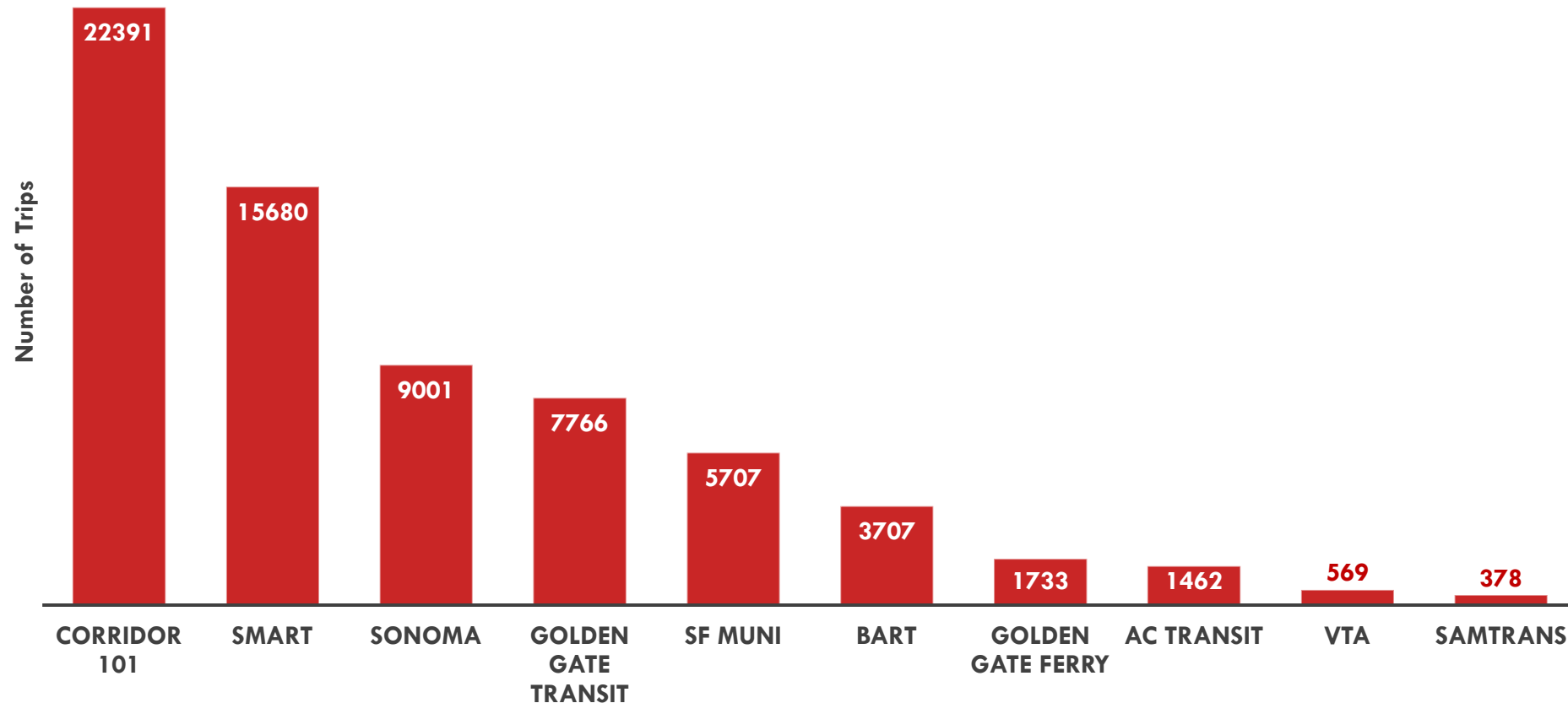
Based on preliminary data gathered between August 19, 2022 and April 7, 2023, excluding December 16, 2022 to January 30 2023. Draft

UC Berkeley BayPass - Average Trips Per Eligible Card



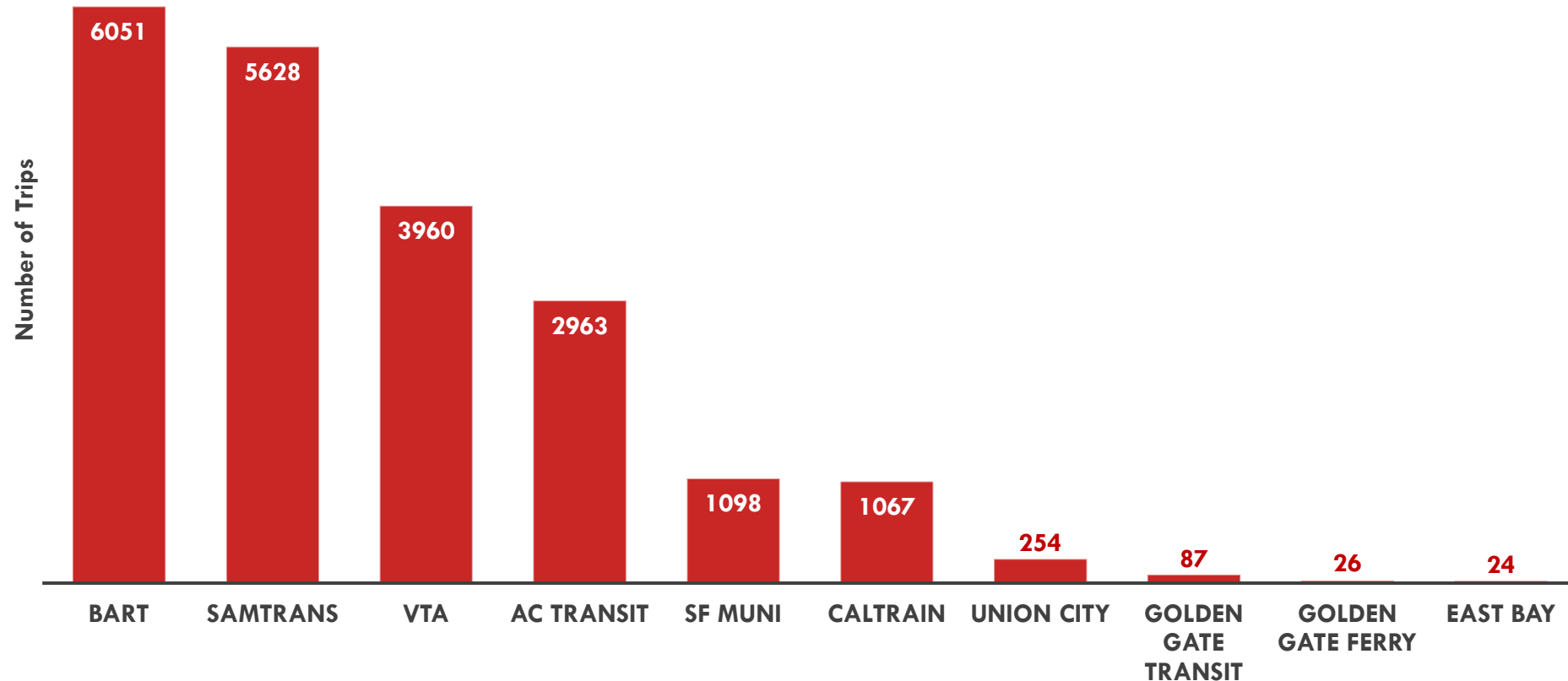
Based on preliminary data gathered between August 19, 2022 and April 7, 2023, excluding December 16, 2022 to January 30 2023. Draft

SRJC Clipper BayPass Number of Trips, Top 10 Agencies



Based on preliminary data gathered between August 19, 2022 and April 7, 2023, excluding December 16, 2022 to January 30 2023. Draft

MidPen Housing Clipper BayPass Number of Trips, Top 10 Agencies



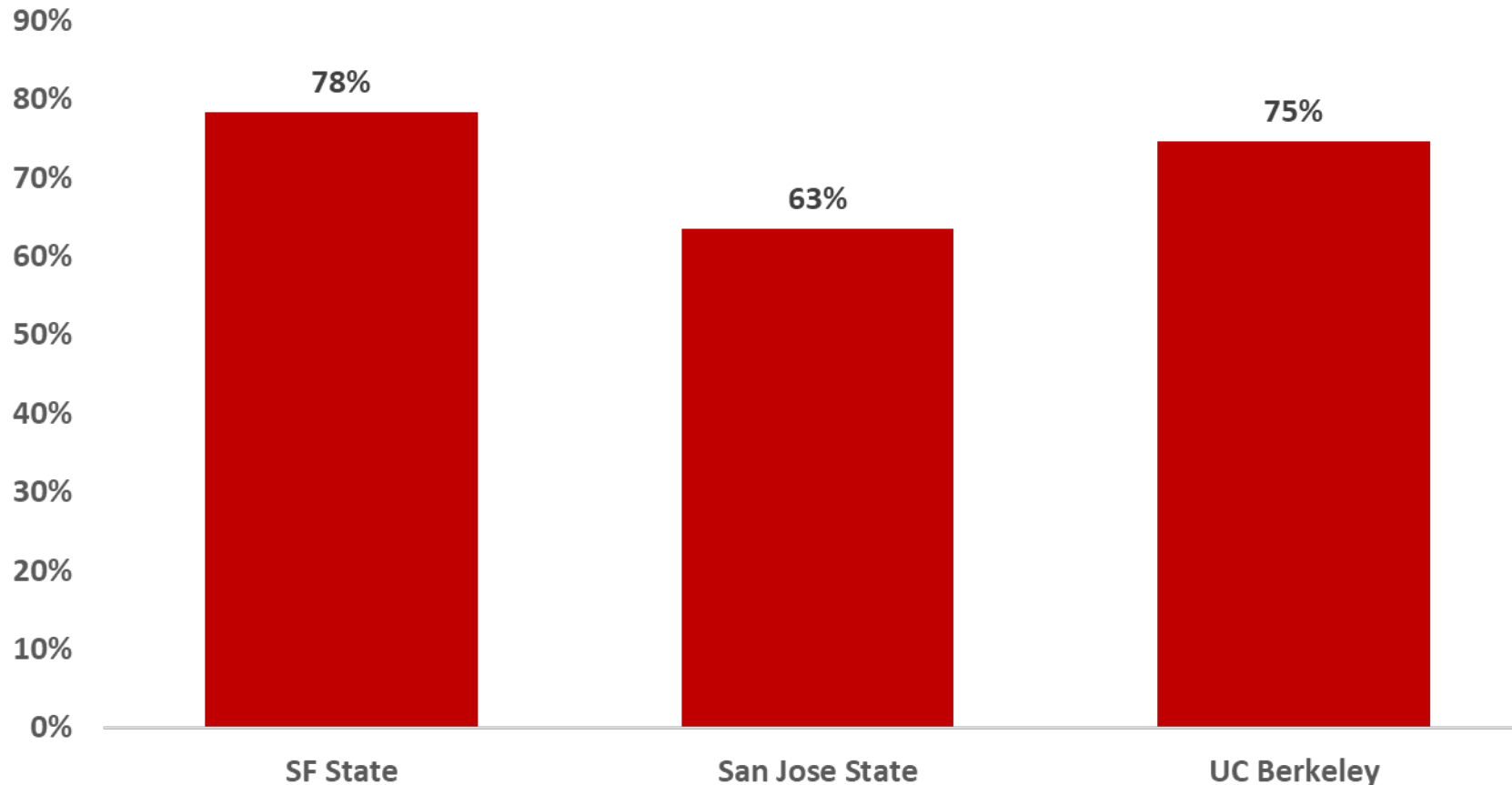
Based on preliminary data gathered between November 1, 2022 and April 7, 2023, excluding December 16, 2022 to January 30 2023. Draft

Clipper BayPass – Fall 2022 Survey Results



% of Survey Respondents (who received the BayPass) that Strongly Agreed with the Following Statement:

“The Clipper BayPass helps me get to and from new locations in the Bay Area”

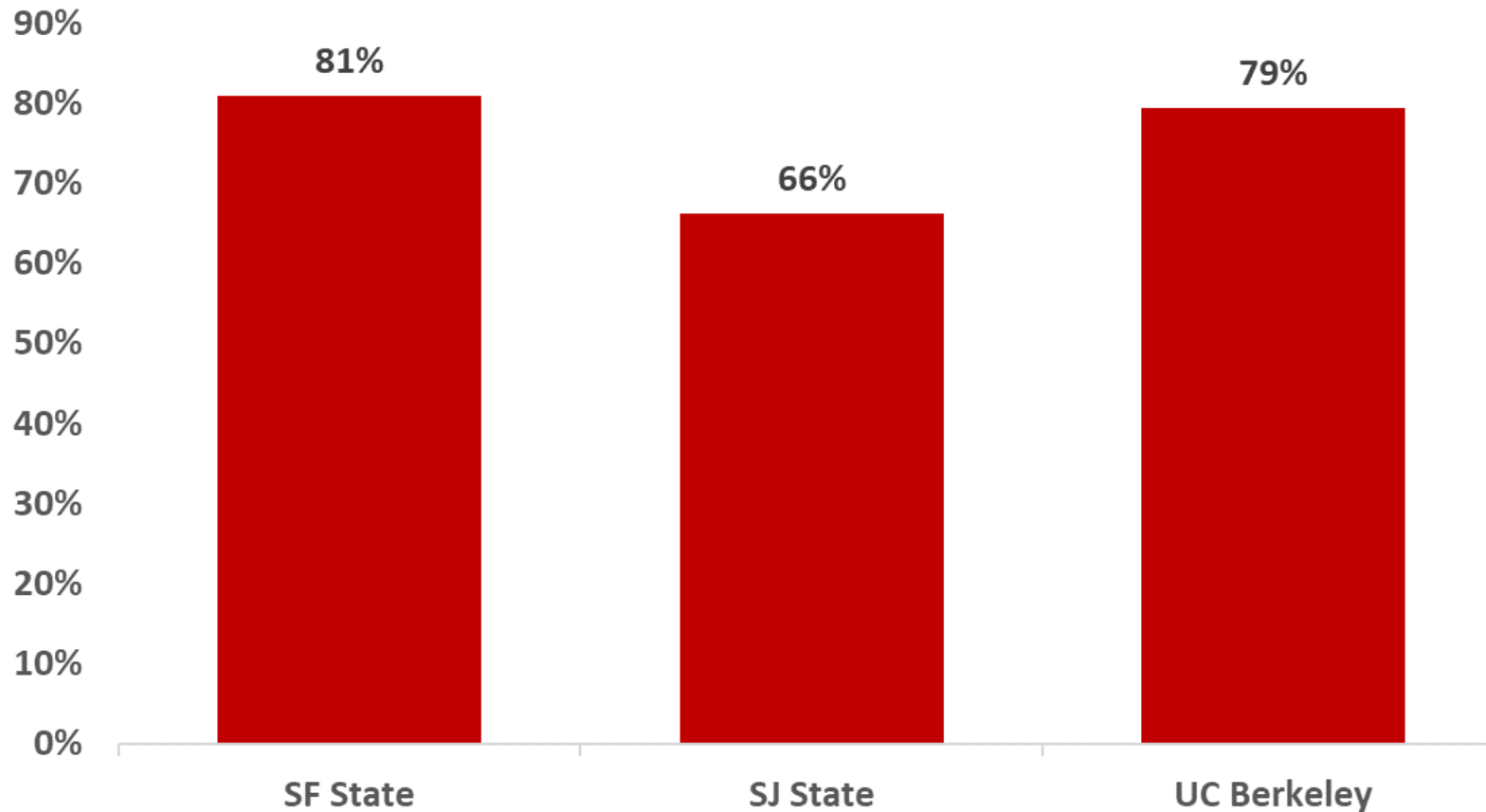


Clipper BayPass – Fall 2022 Survey Results



% of Survey Respondents (who received the BayPass) that Strongly Agreed with the Following Statement:

“Since receiving the Clipper BayPass, I am more likely to use public transportation options in the Bay Area”



Clipper BayPass – Fall 2022 Survey Results

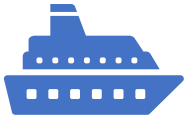


Survey Responses (from students who received the BayPass) to the following question:

“Since you’ve received the Clipper BayPass, what types of places have you travelled to using the pass?”



**“I use it for everything. I am much more likely to go places because of the ease.”
– UC Berkeley Student**



“Literally life changing. I exclusively use public transit now (and my bike for connections if needed).“ – UC Berkeley Student

“It truly helps me and makes college more affordable.“ – SF State Student



“Everything. I use it everyday!“ – SF State Student



Phase 2 Status Update



Pilot with 10+ Employers, Transportation Management Associations (TMAs) and Property Managers

- **On track to bring on first few partners by Summer 2023**
- Will continue to enroll new partners on a rolling basis through 2023
- **Industry Interest to Date:** Healthcare, Hospitality, Education, Tourism, Retail, Manufacturing, Transportation Management Associations, Affordable Housing Property Managers, etc.

Updated Implementation Approach

	Soft launch (1-3 employers)	Full Pilot launch (8+ employers)
Launch date	Summer 2023	Fall 2023 and beyond (Rolling)
Number of employers	1-3 employers	8 or more employers across Bay Area
Number of employees	No more than 5,000 employees total	TBD – estimated 10,000-15,000 employees depending on securing additional backstop funds

Board Actions

	Soft launch (1-3 employers)	Full Pilot launch (8+ employers)
Is board action needed?	Similar approach to Clipper BayPass Phase 1. Agencies should determine if board action is needed	Agencies should determine if board action is needed for MOU approval
Will there be a revenue guarantee?	Transit operators proposed to be fully reimbursed by MTC for any revenues lost (\$1M in backstop funding available)	Goal of pilot is to price Clipper BayPass at a revenue neutral or revenue positive level. Work underway to identify funds to provide an additional revenue backstop to mitigate risk that Clipper BayPass revenue does not cover forgone fare revenue
Is there any other documentation for boards?	MTC is preparing 1 pager summary of this approach that can be shared with staff for any board actions needed	MTC anticipates developing MOU that can be signed between MTC and all transit operators on the program parameters
When is board action needed by (if needed?)	Recommend using phase 1 consent to launch by Summer 2023	Summer/early Fall 2023 (if board action is needed)

Path to Launch Phase 2

