

Regional Network Management Council

August 25, 2025

Agenda Item 3a

Clipper® START Update

Subject:

Update on the Clipper® START performance data and marketing activities.

Background:

MTC, together with transit operators and community partners, is working to build a simpler regional transit fare system that supports the financially burdened rider, by removing fare-related barriers to using public transit experienced by people earning lower incomes. These barriers were assessed in MTC's 2016 Regional Means-Based Transit Fare Pricing Study that led to the 2018 Regional Means-Based Transit Fare Pilot Program Framework (adopted by MTC in Resolution No. 4320). The 2018 Framework defined the policy and operational parameters of the Pilot (later branded as Clipper® START) to address affordability for residents earning a lower income.

In May 2025, Clipper® START Pilot was transitioned to an ongoing fare product offered on the Clipper® system.

The first two years of the Pilot were evaluated in July 2022 to better understand and respond to issues of affordability, economic mobility and equity within the region; build evidence about what works to reduce poverty and improve mobility so the region can allocate resources more effectively and efficiently; and, apply data, technology, and service design to facilitate more holistic, equitable, and effective service delivery. These results were presented to MTC's Equity and Access Subcommittee and other stakeholders around the region. Since then, staff continue to monitor progress through key performance indicators identified in the initial evaluation and continually seek ways to improve the program, including ongoing marketing campaigns to promote Clipper START. A summary of current performance data and current marketing activities is provided in Attachment A.

A second phase of evaluation is starting this fall and will evaluate the performance of Clipper START from July 2022 through July 2026. This phase of evaluation will look closely at the effects of the core changes to the program that took place in 2024, when all operators joined Clipper START with a uniform 50 percent discount.

Issues:

None identified.

Action: Information and Feedback

Attachments:

- Attachment A: Presentation
- Attachment B: Clipper START and Clipper Usage Data (June 2024-May 2025)