

Clipper® Executive Board Fare Integration Task Force

April 24, 2023

Agenda Item 4b

Clipper® BayPass Pilot Program

Subject:

The project management team will present an update on the Clipper® BayPass Pilot Program including initial findings from Phase 1 of the Pilot now underway at affordable housing communities and educational institutions as well as discuss an approach for Phase 2 of the Pilot targeting other types of employers.

Background:

In August 2022, the first phase of the Clipper® BayPass pilot was launched at four higher education institutions – University of California Berkeley, San Francisco State University, San Jose State University, and Santa Rosa Junior College. Clipper® BayPass cards that enabled unlimited accesses to all transit services in the Bay Area were made available to a randomized selection representing approximately 25% of the population at UCB, SFSU, and SJSU; while the remaining 75% were provided with access to a single-agency pass as usual. At SRJC, passes were made available to the first 5,000 students who enrolled. In November 2022, the pilot was launched at MidPen Housing properties across the region.

Preliminary data suggests that the Clipper® BayPass has a generally positive effect on transit ridership. Based on initial findings from the randomized control trial, students with the Clipper® BayPass are on average taking 29-39% more transit trips than students with a single agency pass. Preliminary findings from a survey deployed in the fall also show attitudes consistent with a positive effect on transit usage. The project team will continue its Phase 1 evaluation and report back to the Task Force as findings are available.

The project team is also preparing for the implementation of Phase 2 of the Clipper® BayPass pilot, in which the pass will be sold to participating employers and organizations. A soft launch is scheduled for summer 2023 up to 5,000 individuals across 1-3 organizations. This limited-scale initial launch is proposed to mitigate any revenue risk and to ensure that the \$1M in

identified backstop funding is sufficient to fully reimburse transit operators for trips taken with Clipper® BayPass. A broader launch with up to 15,000 individuals across approximately eight organizations will follow. An MOU between MTC and transit operators is under development to more formally codify program mechanics and govern revenue distribution plans for the broader launch. Updates to the Phase 2 implementation plan will be brought to the Fare Integration Task Force as they become available.

Recommendations:

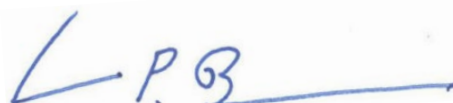
Information item only

Attachments:

- Presentation slides



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