



Fare Integration Update

Regional Network Management – Customer Advisory Group - Agenda Item 5b

February 23, 2024



Agenda – Fare Integration Overview

Where we've been

- Fare Coordination and Integration Study
- Fare Policy Vision Statement

Where we are

- Clipper BayPass Launch
- Transfer Policy Development

Where we're going

- Clipper BayPass Eval and Next Steps
- Transfer Policy Launch

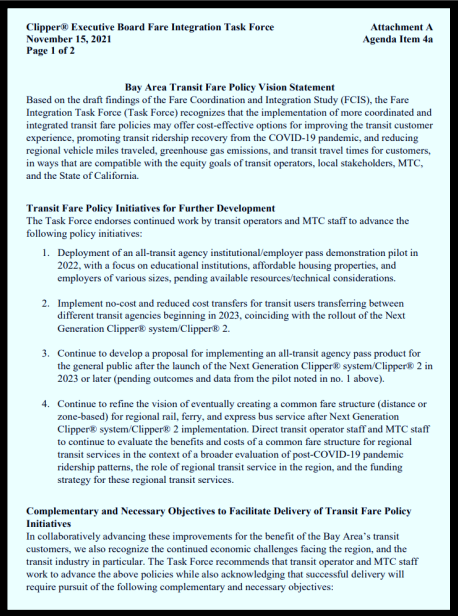
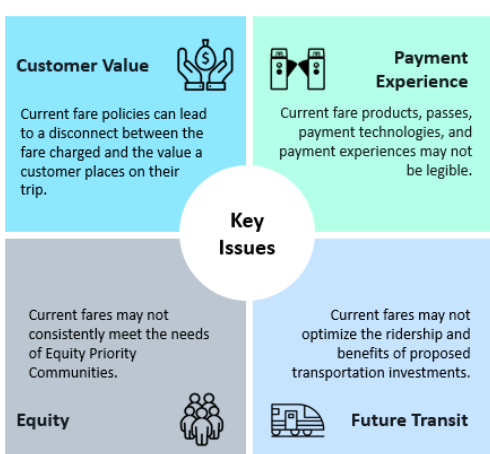
Where We've Been



- Two-year study of fare coordination challenges and opportunities in the Bay Area
- Business case analysis with recommendations

- Endorsement of policy direction informed by FCIS recommendations

- Deployed pilot of the Bay Area's first regional institutional pass product



Where We Are



<h2 style="text-align: center;">PHASE 1</h2> <p style="text-align: center;">Educational Institutions and Affordable Housing Properties</p>	<h2 style="text-align: center;">PHASE 2</h2> <p style="text-align: center;">Employers, Transportation Mgmt Associations, etc.</p>
<ul style="list-style-type: none"> Launched in Summer 2022 for nearly 50,000 students and residents. 	<ul style="list-style-type: none"> Launched in January 2024 for nearly 8,000 people Goal of providing BayPass to a total of 20,000 people
<ul style="list-style-type: none"> Executed MOUs with partners, identified \$4.5M in funding, secured operator approval, and worked with partners to conduct randomized control trial 	<ul style="list-style-type: none"> Executed participation agreement with operators and executed contracts with partners

What does success look like for BayPass



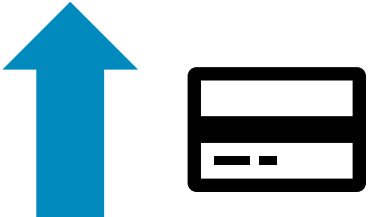
CATEGORY	DEFINITION	STATUS
Ridership	<ul style="list-style-type: none"> Increased transit ridership for existing agency passes and Clipper BayPass & new transit riders 	40% increase in ridership observed through randomized control trial with Phase 1 students
Attitudes and Perceptions	<ul style="list-style-type: none"> Improved attitudes/perceptions of transit; Improved sense of value Reduced perceptions of barriers for multi-agency trips 	74% increase in inter-operator transfers 90%+ student support for making BayPass available to all
Equity	<ul style="list-style-type: none"> Transportation needs for low-income and transit-dependent populations are better served 	Title VI Analyses to be conducted in 2024
Sustainability	<ul style="list-style-type: none"> VMT and GHG reductions in support of region's climate change commitments Decreased demand for parking 	Correlated with ridership; further analysis to be developed
Revenue	<ul style="list-style-type: none"> Ridership changes allow for at minimum a revenue neutral pricing strategy 	In progress
Administration	<ul style="list-style-type: none"> Institutions can administer BayPass effectively 	In progress
Stakeholder Support	<ul style="list-style-type: none"> Employers and Operators see value of the pass program Broad support for moving forward with a permanent program 	In progress

Interim Evaluation Takeaways After Year 1 (Universities)

Over 2 million trips in Year 1

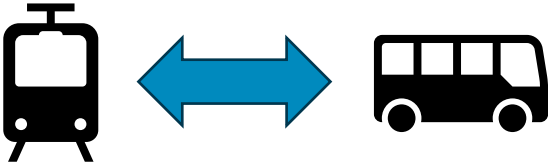
Randomized control trial evaluation show that compared to peers with single-agency passes, Clipper BayPass increases:

Public Transportation Usage



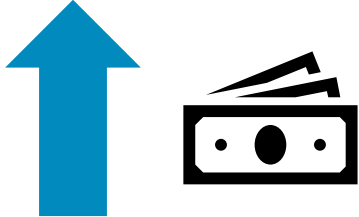
40% Increase in trips per card

Transfers between Operators



74% Increase

Average Fares



9% Increase in average fare of BayPass trips



Where We're Going

Phase 1

- Ends 6/30/2024
- Ongoing:
 - Determine how to proceed with existing Phase 1 partners
 - Determine how to work with other interested academic institutions
- Summer: Complete Phase 1 Program Evaluation

Phase 2

- Continue recruiting for 7 remaining Phase 2 employers
- Conduct preliminary evaluation and deploy surveys with initial employers

Where We're Going – Free/Reduced-Cost Transfers

Goals:

- 1) Strengthen, standardize, and clarify transfer discounts between agencies on Clipper;
- 2) Generate new transit trips;
- 3) Improve customer experience on inter-agency travel

Policy: Riders get up to \$2.50 off when transferring to another agency within two hours of their first tag; cannot result in a negative fare

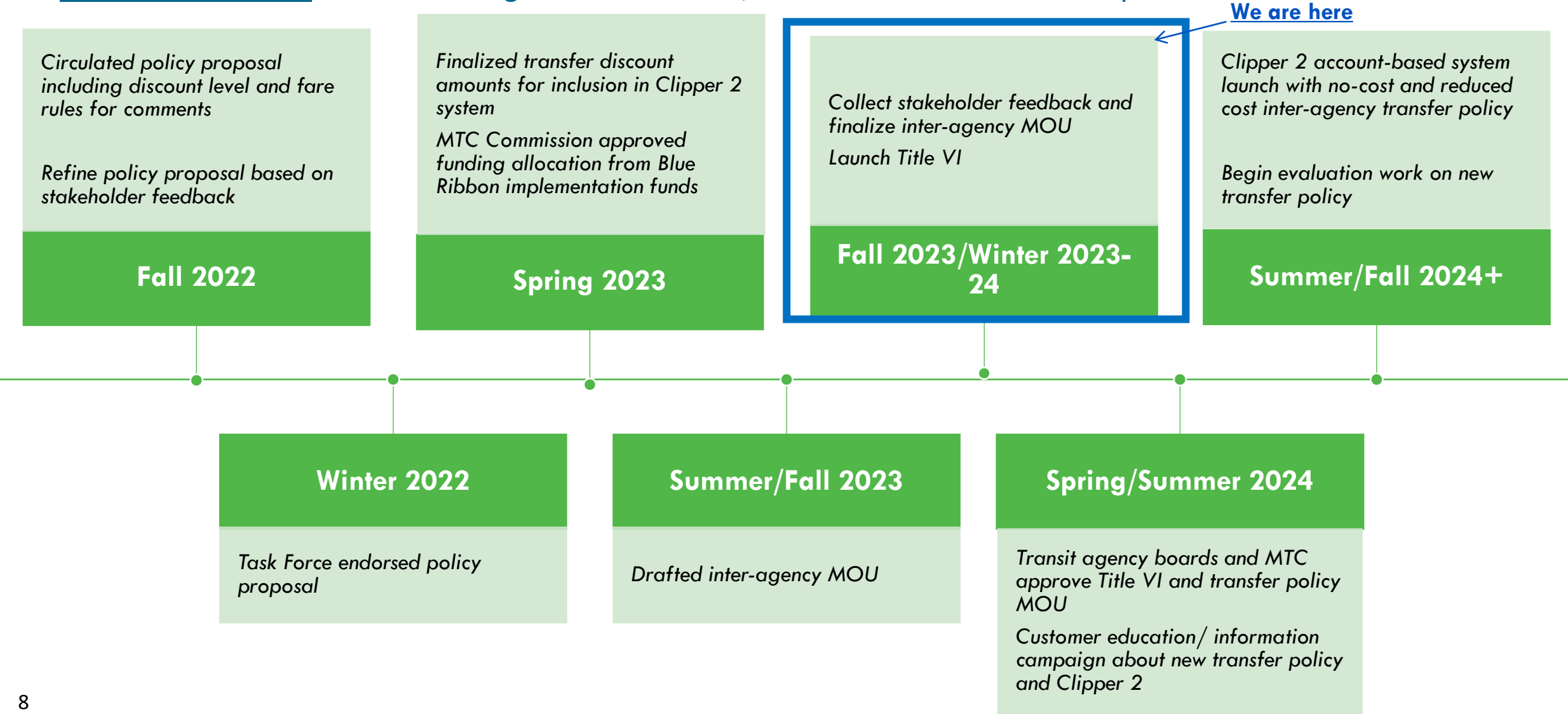
- The pilot would implement transfer discounts for a subset of cross-jurisdictional paratransit trips

Funding: Transit agencies fund the first 50¢ of the discount, and MTC will reimburse the remainder of foregone revenue for 18-24 months (duration based on available funding).

- Reimbursement adjusted for increases in transfer activity exceeding non-transfer trip ridership trends

Path to Free/Reduced-Cost Transfers Launch

Current key actions: MOU circulating for staff feedback; Title VI launch work underway



Discussion and Questions