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BayPass



Clipper BayPass Project Update
Fare Integration Task Force
October 23, 2023 Agenda Item 4b

Agenda

1. Phase 1 Evaluation
2. Phase 1 Continuation
3. Phase 2 Updates





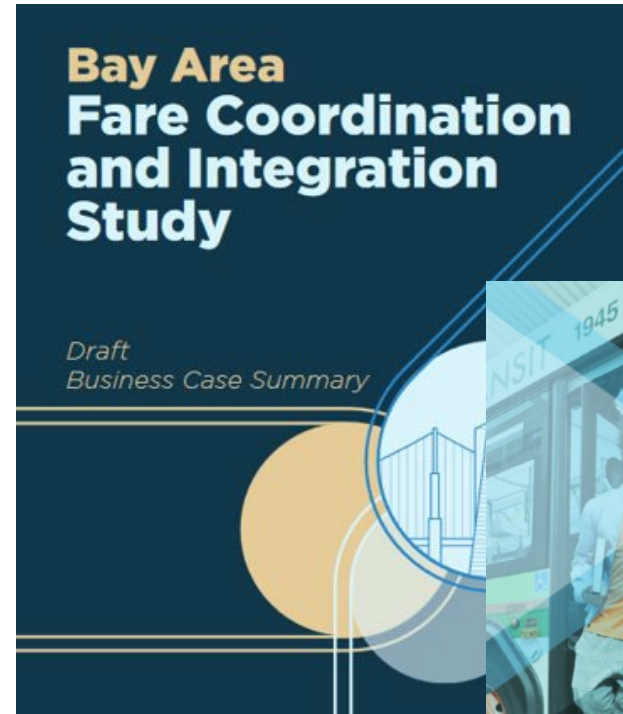
Phase 1 Interim Evaluation



Clipper BayPass Objectives



- Understand how an all-agency transit pass may better meet the needs of transit riders and institutions/employers
- Understand how an all-agency transit pass may increase transit ridership and support regional climate change and sustainability goals
- Evaluate pilot impacts to inform a permanent program



Clipper BayPass Phase 1 Overview

Pilot with University Students & Affordable Housing Residents

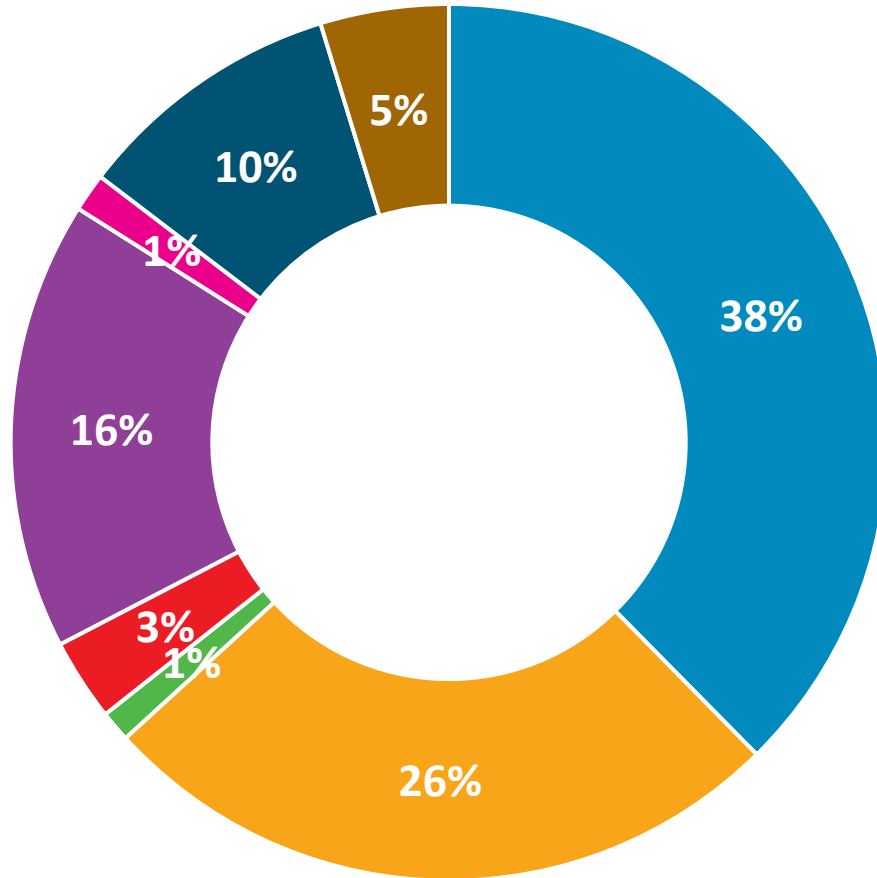
- 50,000 eligible residents at 4 universities/colleges and 12 affordable housing properties
- BayPass randomly assigned to some students at SFSU, SJSU, and UCB
- All individuals offered BayPass at SRJC and MidPen



More than 2 Million Trips Taken



BayPass Trips by Operator



“I can go from school to work to my home without having to worry about refilling my Clipper and counting how much money I’ve spent on it.”

“I really like how convenient it is to have all the public transportation options in one card.”

“I love the Clipper BayPass. It makes commuting so much easier and more convenient than using a regular Clipper card.”

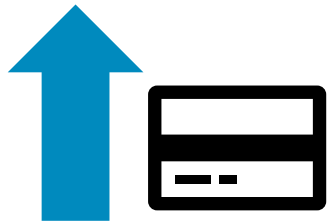
■ AC Transit ■ BART ■ Caltrain ■ SamTrans ■ SF Muni ■ SMART ■ VTA ■ Other

Clipper BayPass Pilot Tips – Preliminary Data 8/15/2022 to 8/17/23

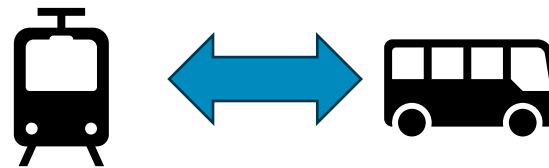
Interim Evaluation Takeaways After Year 1 (Universities)

Travel activity data shows that BayPass increases:

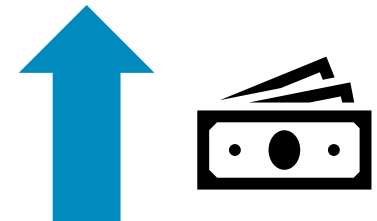
Public Transportation
Usage



Transfers between
Operators



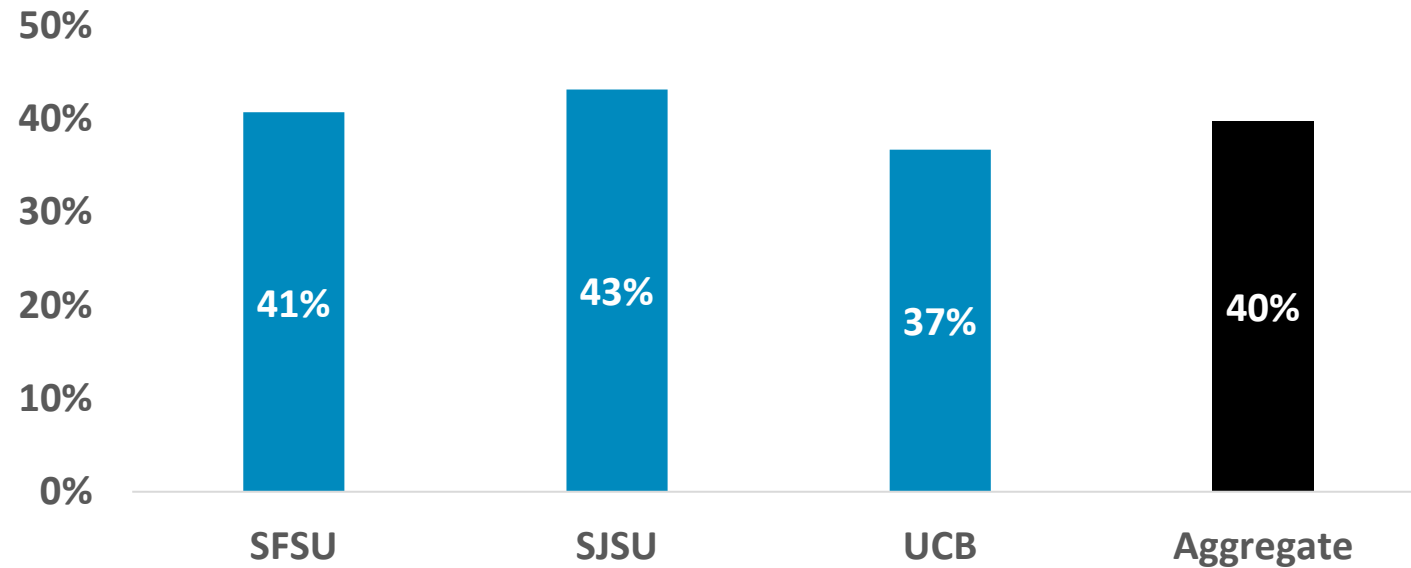
Average Fare





BayPass Increases
Public Transportation
Usage

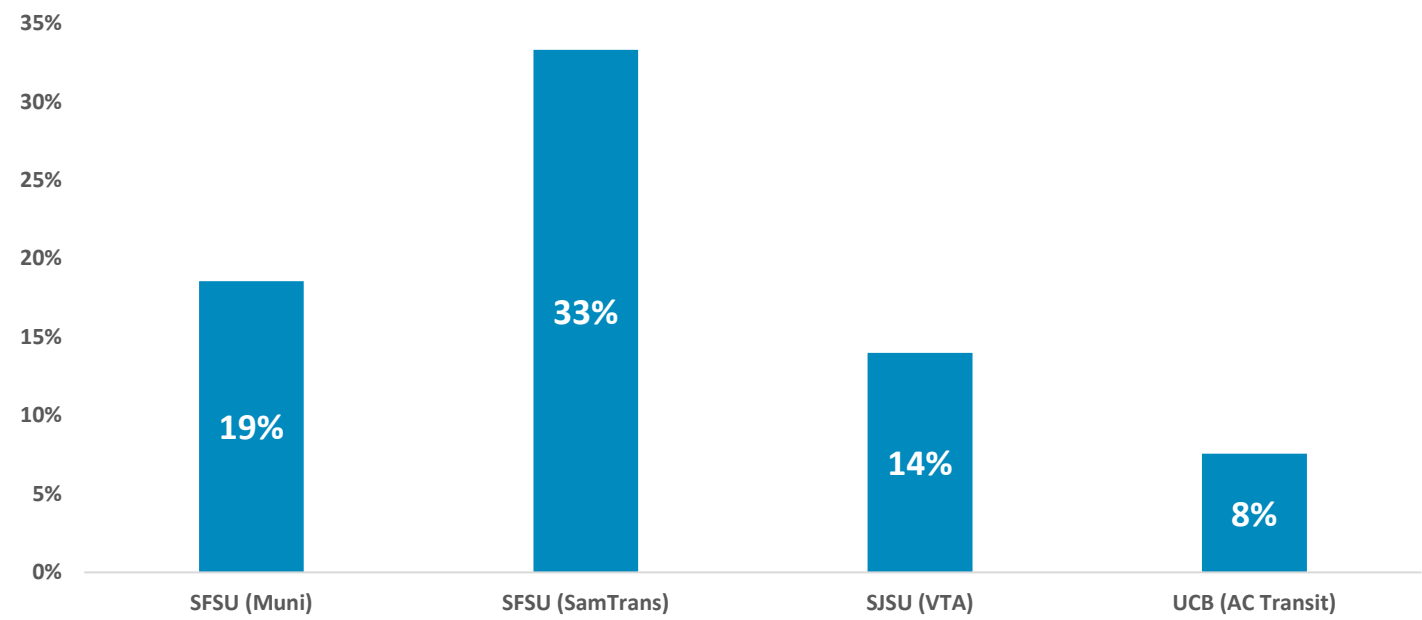
Increase in Average Total Number of Public Transportation Trips per Card due to BayPass





BayPass Increases Public Transportation Usage

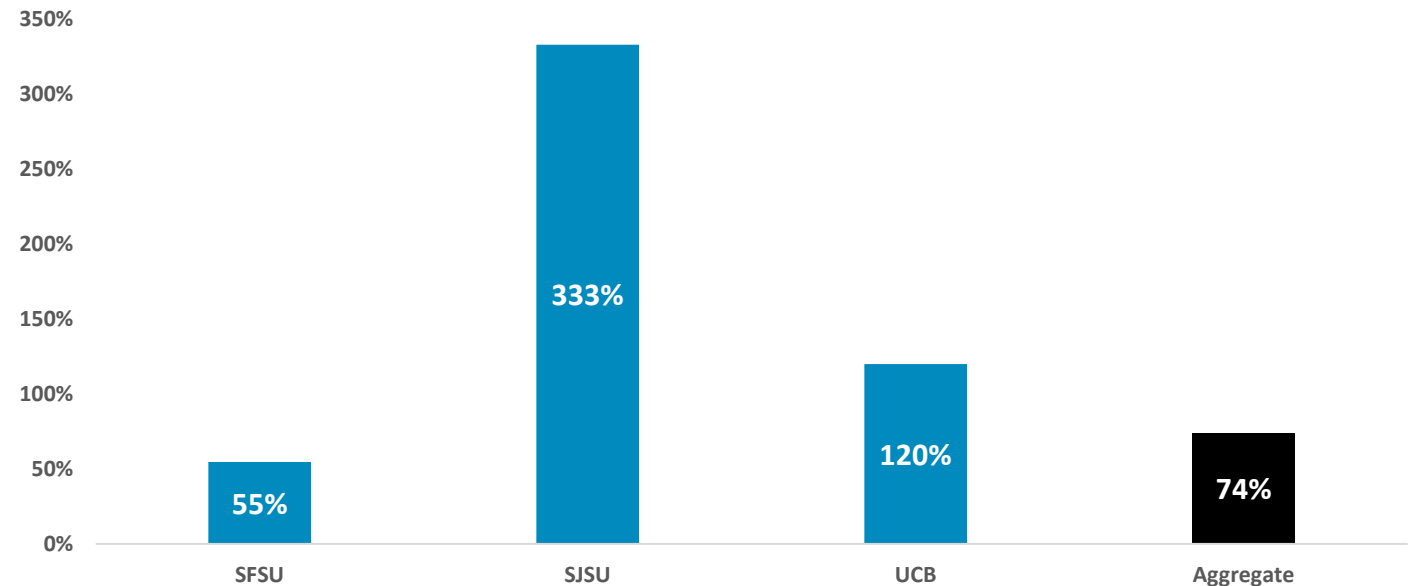
Increase in Average Total Number of Public Transportation Trips per Card (for Existing Institutional Pass Operator) due to BayPass





BayPass Increases Transfers Between Operators

Increase in Average Number of Transfers between Operators per Trip due to BayPass

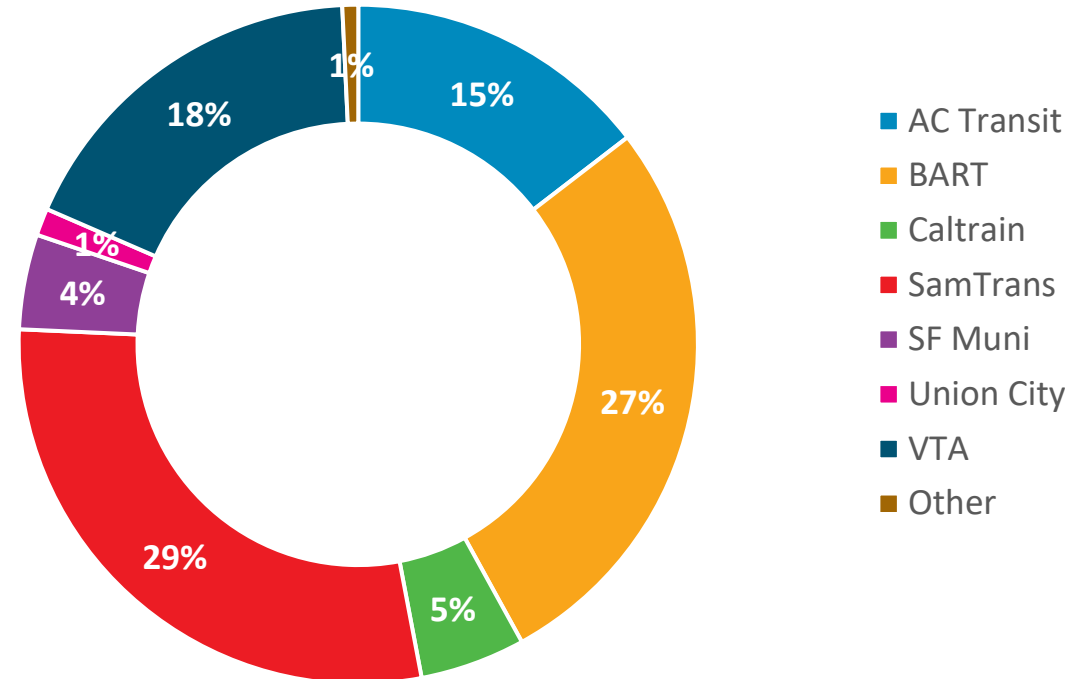


MidPen Housing: Highlights



- More than 2,200 residents are eligible for BayPass in Alameda, Santa Clara and San Mateo Counties
- ~900 residents have picked up BayPass (40% of eligible)
- More than 60,000 trips taken across 12 properties
- MidPen BayPass card users make ~17 transfers between operators per year
- 70% of residents surveyed strongly agreed that since receiving BayPass they are more likely to take public transit

MidPen Trips Taken by Operator

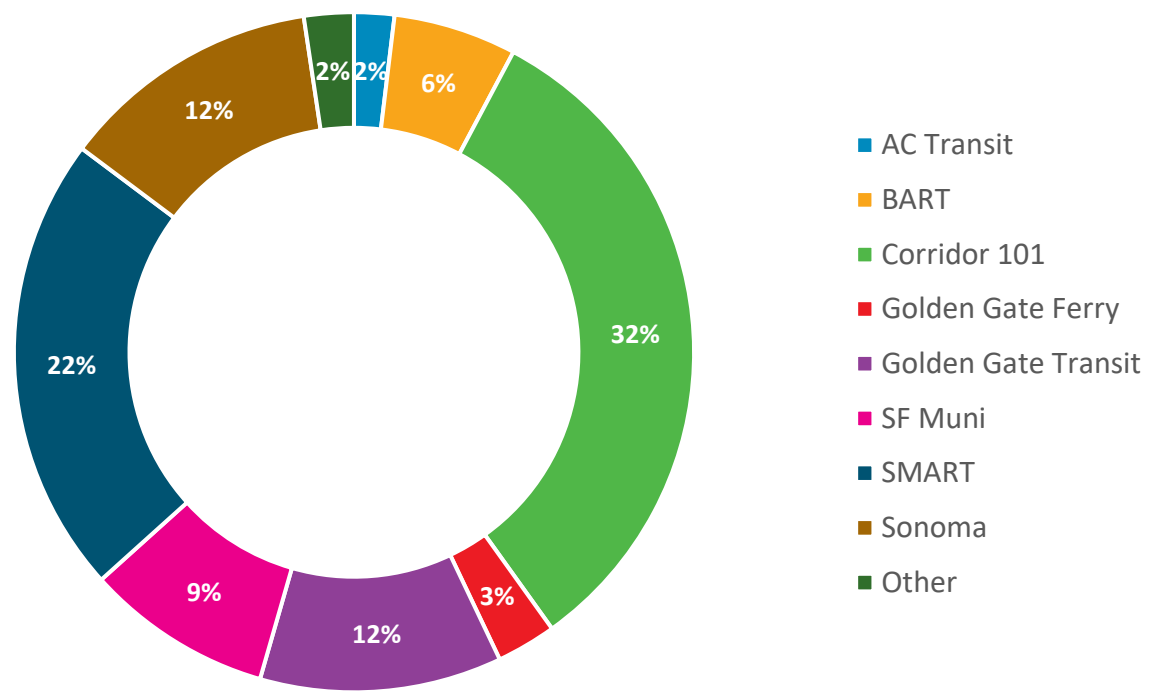


Trips by operator on BayPass at MidPen Housing November 1, 2022 through August 17, 2023

Santa Rosa Junior College: Highlights

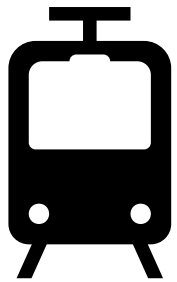
- 5,000 students eligible for BayPass
- More than 2,500 students are using BayPass
- More than 140,000 trips taken in first year
- On average, 60 trips per active card in first year

SRJC Trips Taken by Operator



Trips by operator on BayPass August 2022 through August 17, 2023

BayPass makes traveling simpler, easier and more affordable



“I love the Clipper BayPass. I would not be able to afford commuting to school without it. It makes commuting so much easier and more convenient.”
– *SFSU Student*

What's Next for the BayPass Evaluation?

A full Phase 1 evaluation report will be available in Fall 2024, including results from:

- Conducting two additional surveys (Fall 2023 and Spring 2024)
- Analyzing attitudes and perceptions from surveys
- Evaluating BayPass impacts by:
 - demographic groups
 - impacts on mode share and parking and associated sustainability impacts
- Focus groups on administration



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Phase 1 Continuation



BayPass Phase 1 - Continuation



Overall Approach

Phase 1 continuation aims to offer existing institutions to purchase BayPass for all eligible students and residents to extend the pilot for an additional 1-2 years until a full post-pilot program can be developed



BayPass Phase 1 - Continuation



Summary of project team preliminary recommendations

Scale

- Offer BayPass for purchase to existing institutions for all eligible students/residents at existing institutions
- Does not require limiting the BayPass to a random sample

Pricing

- Offer pricing to institutions to purchase BayPass with a goal of revenue-neutrality

Approvals

- PM develop an amendment to Participation Agreement
- Operators seek Board or GM approvals for addendum (which will follow the terms of existing Participation Agreement); aim for approvals in early 2024

BayPass Phase 1 - Continuation



Summary of project team preliminary recommendations

Contracts

- Institutions maintain existing single agency agreements
- MTC to hold contract for BayPass as an add-on to existing institutional agreements

Administration

- Continue to be managed by a combination of PM team, institution staff, and operator staff

Evaluation

- Continue to monitor and evaluate impacts of expanding pilot participation

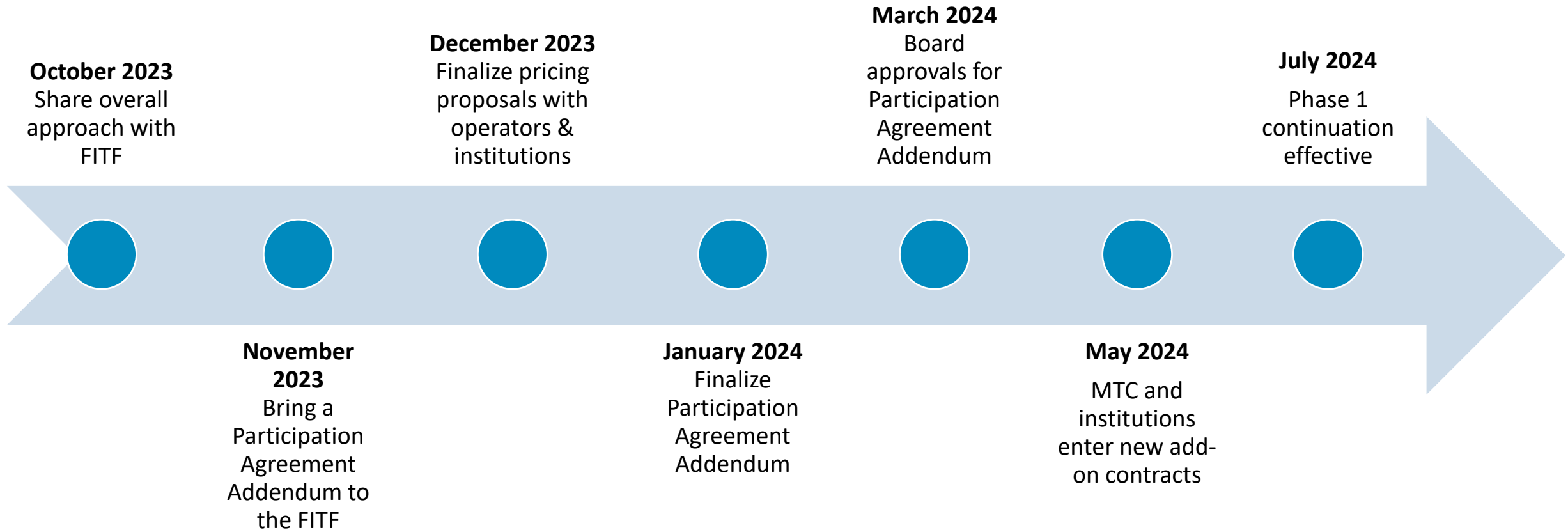
Acknowledging Challenges



Key Policy Questions to Consider for Future

- Existing single agency institutional pricing may not fully recover the cost of transit in all cases
- Institutional pricing varies by location
- What does “revenue-neutral” mean for students and affordable housing residents? (i.e., Clipper Adult fare only, Adult fare with justifiable discount rate, Clipper Start fare, incorporate BayPass effect factor, etc.)

BayPass Phase 1 - Continuation



Post-Pilot Expansion



Background

- Universities that did not participate in pilot continue to reach out for purchasing BayPass

Proposal

Complete Year 1 Interim Evaluation of Pilot Phase (Fall 2023)

- Develop proposals for a post-pilot expansion through direction from the FITF (Spring 2024)
- Open process for interested institutions to apply to participate in and purchase passes through a post-pilot program (Fall 2024)
- Launch a post-pilot program (Fall 2025)

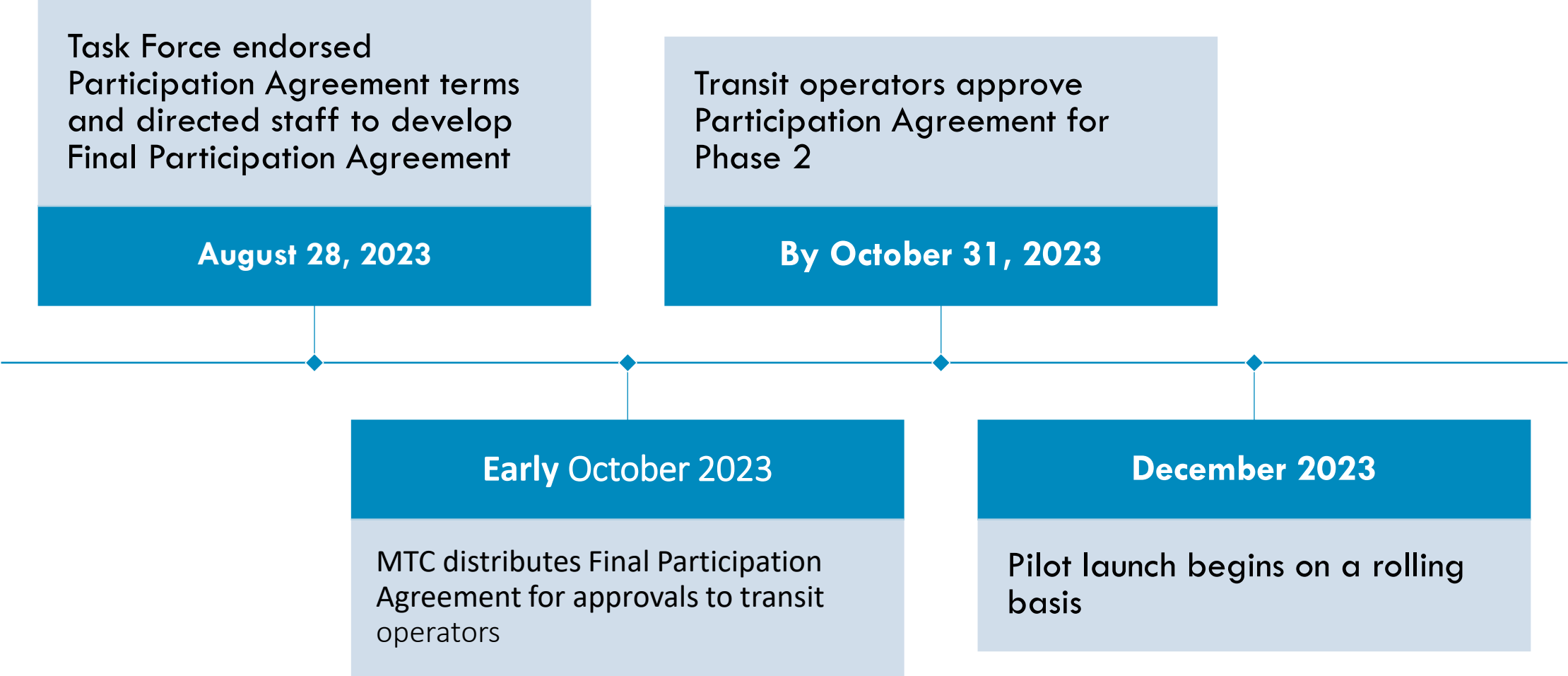


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Phase 2 Reminders



Milestones for Launching Employer Pass Pilot in 2023



Phase 2 – Operator Next Steps



By October 31, 2023

- Please share your agency's approval of the Final Participation Agreement (via DocuSign to be distributed by MTC)
- Agency approval requirements should be determined by operator staff, and may range from General Manager approval to Board Action
- For questions, please contact tplee@bayareametro.gov and ryan.reeves@bart.gov

Thank you!

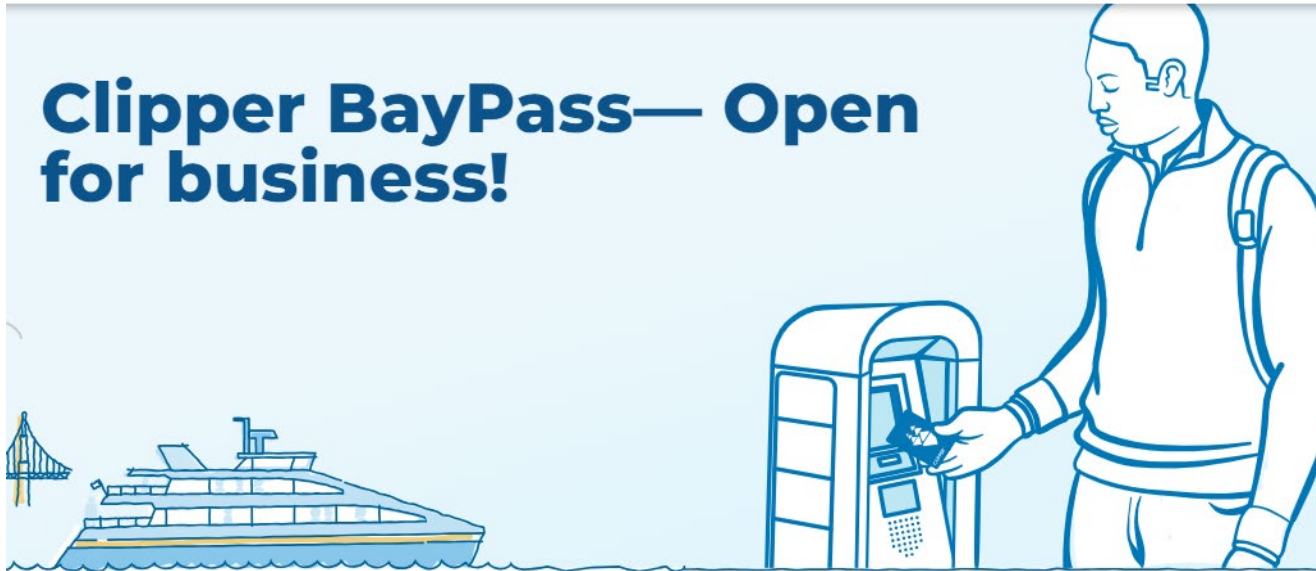


For Employers

For Employees

Interest Form

Clipper BayPass— Open for business!



Unlimited transit across the Bay Area!

Clipper BayPass gives your employees unlimited travel on all Bay Area transit services — bus, rail and ferry.

For more information please visit:

<http://clipperbaypass.com>