

Update on Transit Fare Integration Initiatives

**Regional Network Management Committee
April 12, 2024**





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 Summer 2022

Phase 2:

Pilot with Employers, Transportation
Management Associations and Property
Managers
Launched January 2024

Clipper BayPass Pilot Phase 1



Pilot with University Students & Affordable Housing Residents

Approx. 50,000 people across the Bay Area eligible for Clipper BayPass Phase 1 Pilot

- Two-year (Summer 2022 to Summer 2024) Phase 1 Pilot originally scheduled to end this summer is now expected to be **extended for one additional year**, subject to operator approval and MTC allocation of \$2 million in additional STA Population-Based funds
- Project team working with each institution to support moving to a self-funded, long-term Clipper BayPass Program at each institution
- SFSU is likely to launch Clipper BayPass for its entire student population this fall, funded with existing student fee revenues



Phase 1 preliminary metrics from randomized control trial:

- 40% increase in transit trips
- 74% increase in transfers

Clipper BayPass Phase 2 – Employer Pass



Selling a new unlimited regional transit fare product to up to 10 employers with up to 20,000 total employee participants

- Launched January 2024 with 3 employers (nearly 8,000 employees, or 40% of cap). Already delivering:
 - New riders
 - Improved customer experience
 - Stable revenue
- Currently limited to a total of up to 10 institutions and up to a total of 20,000 individuals, opportunity to expand subject to operator and MTC approval of amendment to Clipper BayPass Participation Agreement
- **Large pipeline of interested companies – onboarding on a rolling basis to manage financial risk and ensure diversity across industries and geography**

Phase 2 Initial Employer Customers



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More than 117,000 trips in
January and February

Ongoing demonstration of our
ability to work together for the
benefit of riders

Clipper BayPass Phase 2 – Employer Pass (cont.)

- University of California, San Francisco (UCSF) was our initial paying Clipper BayPass Phase 2 Pilot customer, launched in January 2024.
- Initial 5,750 employees (UAW represented staff and lower income staff) offered Clipper BayPass. Contract approved late last year at a cost to UCSF of \$4.8 million.
- UCSF now would like to purchase, for an additional \$1.5 million, **Clipper BayPass for all their campus-based students (approx. 2,550)**

Requested action: Authorize the Executive Director or designee to negotiate and enter into an amendment to the partnership agreement to reflect an amount not to exceed \$6,347,250.

- **MTC staff working to streamline the process of selling Clipper BayPass to employers so that a partnership agreement item does not need to be brought to the Committee each time an employer purchases Clipper BayPass.**

Phase 2 Initial Employer Customers



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No-Cost & Reduced Cost Interagency Transfer Policy Pilot



“When you make a trip that requires transferring between transit agencies, pay the full fare on just the first agency you use.

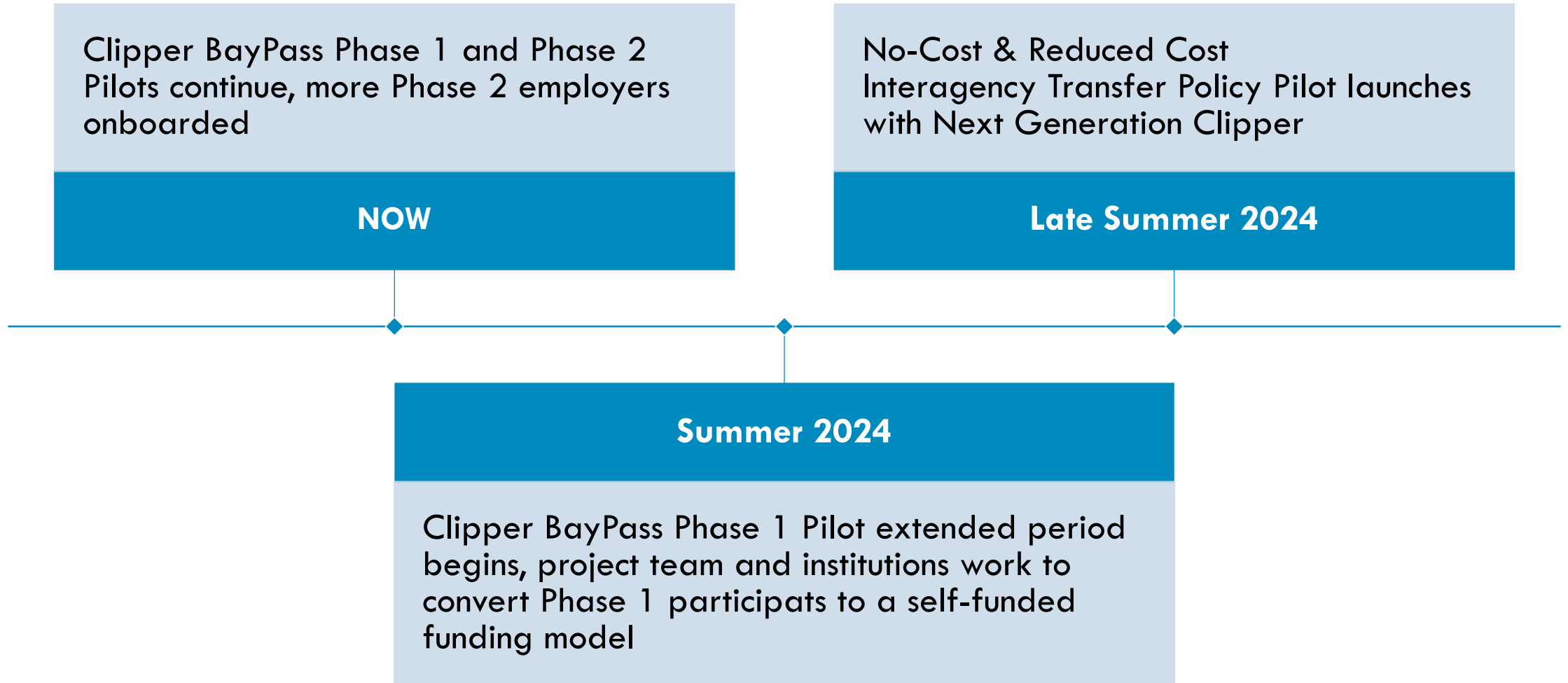
Any transfer to another agency within two hours of the first boarding is discounted up to a limit of **\$2.50*** per transfer”.

*When making an inter-agency transfer, customers using Clipper receive a discount equivalent to the single-ride Clipper fare for amounts up to the region’s highest local transit fare (currently \$2.50). This amount may change based on local agency fare adjustments.



- Launching late-summer with Next Generation Clipper
- Significant opportunity to promote ridership growth (+27,000 riders)
- Major benefits to low-income riders
- Funded for 18-24 months with \$22 million of Transit Transformation Action Plan implementation funds identified by MTC

Next Steps



Thank you!

