

# Meeting Agenda

## Fare Integration Task Force

*Members:*

*Michael Hursh, Chair Denis Mulligan, Vice Chair*

*Michelle Bouchard, Bill Churchill, Carolyn M. Gonot, Daryl Halls,  
Beth Kranda, Carter Mau, Therese W. McMillan, Kate Miller,  
Robert Powers, Michael Tree, and Jeffrey Tumlin*

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Monday, April 18, 2022

12:30 PM

REMOTE (In person option available)

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In light of Governor Newsom's State of Emergency declaration regarding COVID-19 and in accordance with Assembly Bill 361's (Rivas) provisions allowing remote meetings, this meeting will be accessible via webcast, teleconference, and Zoom for all participants.

A Zoom panelist link for meeting participants will be sent separately to Task Force members.

Meeting attendees may opt to attend in person for public comment and observation at 375 Beale Street, Board Room (1st Floor). In-person attendees must adhere to posted public health protocols while in the building.

The meeting webcast will be available at <http://mtc.ca.gov/whats-happening/meetings>. Members of the public are encouraged to participate remotely via Zoom at the following link or phone number. Task Force Members and members of the public participating by Zoom wishing to speak should use the "raise hand" feature or dial \*9. When called upon, unmute yourself or dial \*6. In order to get the full Zoom experience, please make sure your application is up to date.

Attendee Link: <https://bayareametro.zoom.us/j/88693679032>

Join by Telephone Dial (for higher quality, dial a number based on your current location) US:  
+1 408 638 0968 or +1 669 900 6833 or +1 253 215 8782 or +1 346 248 7799 or +1 312 626 6799  
or +1 646 876 9923 or +1 301 715 8592 or 877 853 5247 (Toll Free) or 888 788 0099 (Toll Free)

Webinar ID: 886 9367 9032

International numbers available: <https://bayareametro.zoom.us/u/kbf4ul9POy>

Detailed instructions on participating via Zoom are available at:

<https://bayareametro.zoom.us/u/keF6DXG0Ji>

<https://mtc.ca.gov/how-provide-public-comment-board-meeting-zoom>

Members of the public may participate by phone or Zoom or may submit comments by email at [info@bayareametro.gov](mailto:info@bayareametro.gov) by 5:00 p.m. the day before the scheduled meeting date. Please include the committee or board meeting name and agenda item number in the subject line. Due to the current circumstances there may be limited opportunity to address comments during the meeting. All comments received will be submitted into the record.

## 1. Roll Call / Confirm Quorum

*Quorum: A quorum of this committee shall be a majority of its regular voting members (7).*

## 2. Chair's Introduction / Remarks - Hursh

## 3. Consent Calendar

- 3a. [22-0476](#) Approval of the Minutes from the February 28, 2022 Meeting

**Action:** Task Force Approval

**Attachments:** [03a 2022-02-28 Fare Integration Task Force Meeting Minutes Draft.pdf](#)

## 4. Information

- 4a. [22-0684](#) Institutional Pass Pilot and Advancement of the Transit Fare Policy Vision Statement Update

Update on the funding plan and work underway to advance the Transit Fare Policy Vision Statement approved by the Task Force in November 2021. Including the proposed Institutional Transit Pass Pilot Program to be piloted at educational institutions, affordable housing properties starting in the late summer of 2022, and the implementation of no-cost and reduced cost transfers.

**Action:** Information

**Presenter:** Michael Eiseman, BART and William Bacon, MTC

**Attachments:** [04a Update on Pilot and Advancement of Policy Vision.pdf](#)

## 5. Public Comment / Other Business

*Task Force Members and members of the public participating by Zoom wishing to speak should use the "raise hand" feature or dial \*9. When called upon, unmute yourself or dial \*6.*

## 6. Adjournment / Next Meeting

**The next meeting of the Fare Integration Task Force will be held at a time and location to be duly noticed.**

**Public Comment:** The public is encouraged to comment on agenda items at Committee meetings by completing a request-to-speak card (available from staff) and passing it to the Committee secretary. Public comment may be limited by any of the procedures set forth in Section 3.09 of MTC's Procedures Manual (Resolution No. 1058, Revised) if, in the chair's judgment, it is necessary to maintain the orderly flow of business.

**Meeting Conduct:** If this meeting is willfully interrupted or disrupted by one or more persons rendering orderly conduct of the meeting unfeasible, the Chair may order the removal of individuals who are willfully disrupting the meeting. Such individuals may be arrested. If order cannot be restored by such removal, the members of the Committee may direct that the meeting room be cleared (except for representatives of the press or other news media not participating in the disturbance), and the session may continue.

**Record of Meeting:** Committee meetings are recorded. Copies of recordings are available at a nominal charge, or recordings may be listened to at MTC offices by appointment. Audiocasts are maintained on MTC's Web site ([mtc.ca.gov](http://mtc.ca.gov)) for public review for at least one year.

**Accessibility and Title VI:** MTC provides services/accommodations upon request to persons with disabilities and individuals who are limited-English proficient who wish to address Commission matters. For accommodations or translations assistance, please call 415.778.6757 or 415.778.6769 for TDD/TTY. We require three working days' notice to accommodate your request.

**可及性和法令第六章:** MTC 根據要求向希望來委員會討論有關事宜的殘疾人士及英語有限者提供服務/方便。需要便利設施或翻譯協助者，請致電 415.778.6757 或 415.778.6769 TDD / TTY。我們要求您在三個工作日前告知，以滿足您的要求。

**Acceso y el Titulo VI:** La MTC puede proveer asistencia/facilitar la comunicación a las personas discapacitadas y los individuos con conocimiento limitado del inglés quienes quieran dirigirse a la Comisión. Para solicitar asistencia, por favor llame al número 415.778.6757 o al 415.778.6769 para TDD/TTY. Requerimos que solicite asistencia con tres días hábiles de anticipación para poderle proveer asistencia.

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Attachments are sent to Committee members, key staff and others as appropriate. Copies will be available at the meeting.

All items on the agenda are subject to action and/or change by the Committee. Actions recommended by staff are subject to change by the Committee.

## Meeting Minutes - Draft

### Fare Integration Task Force

**Members:**

*Michael Hursh, Chair Denis Mulligan, Vice Chair*

*Michelle Bouchard, Bill Churchill, Carolyn M. Gonot, Daryl Halls,*

*Beth Kranda, Carter Mau, Therese W. McMillan, Kate Miller, Robert Powers, Michael Tree, and Jeffrey Tumlin*

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Monday, February 28, 2022

12:30 PM

REMOTE

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#### 1. Roll Call / Confirm Quorum

**Present:** 10 - Chair Hursh, Task Force Member McMillan, Task Force Member Miller, Vice Chair Mulligan, Task Force Member Powers, Task Force Member Tumlin, Task Force Member Kranda, Task Force Member Mau, Task Force Member Gonot, and Task Force Member Churchill

**Absent:** 3 - Task Force Member Halls, Task Force Member Tree, and Task Force Member Bouchard

#### 2. Chair's Introduction / Remarks - Hursh

#### 3. Consent Calendar

**Upon the motion by Task Force Member Kranda and second by Task Force Member Tumlin, the Consent Calendar was approved. The motion carried by the following vote:**

**Aye:** 10 - Chair Hursh, Task Force Member McMillan, Task Force Member Miller, Vice Chair Mulligan, Task Force Member Powers, Task Force Member Tumlin, Task Force Member Kranda, Task Force Member Mau, Task Force Member Gonot and Task Force Member Churchill

**Absent:** 3 - Task Force Member Halls, Task Force Member Tree and Task Force Member Bouchard

#### 3a. [21-1612](#) Approval of the Minutes from the November 15, 2021 Meeting

**Action:** Task Force Approval

**Attachments:** [03a 2021-11-15 Fare Integration Task Force Meeting Minutes Draft.pdf](#)

#### 4. Information

- 4a. [22-0378](#) Update on Institutional Transit Pass Pilot Program and Advancement of the Transit Fare Policy Vision Statement

Update on the proposed Institutional Transit Pass Pilot Program proposed to be piloted at educational institutions and affordable housing properties starting in the late summer of 2022 as well as other work underway to facilitate advancement of the Transit Fare Policy Vision Statement approved by the Task Force in November 2021.

**Action:** Information

**Presenter:** William Bacon, MTC Co-Project Manager  
Michael Eiseman, BART Co-Project Manager

**Attachments:** [04ai Update on Institutional Pass Pilot Summary Sheet.pdf](#)  
[04aii PowerPoint Update on Institutional Pass Pilot.pdf](#)

The following individuals spoke on this item:

Linda Dawlaney;  
Kenneth Bui, Associated Student Body President, Ohlone College;  
Christina Gotuaco, Policy Advisory Council member;  
Aleta Dupree;  
Mary Thomasmeyer, San Jose State University Graduate Student;  
Rich Hedges;  
Vinay Pimple;  
Liz Ames, BART Director;  
Tawney Warren;  
Gwen Tam, Senator for the Associated Student Body, Ohlone College;  
Erin Quineri, Cal State East Bay's ASI's Senator of Commuter Students;  
and  
Anne Olivia Eldred, Policy Advisory Council.

#### 5. Public Comment / Other Business

- [22-0056](#) Public Comment Received

**Action:** Information

**Attachments:** [05\\_1\\_Public Comment.pdf](#)

#### 6. Adjournment / Next Meeting

The next meeting of the Fare Integration Task Force will be held at a time and location to be duly noticed.

## Clipper® Executive Board Fare Integration Task Force

April 18, 2022

Agenda Item 4a

### Institutional Pass Pilot and Advancement of the Transit Fare Policy Vision Statement Update

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#### **Subject:**

Update on the funding plan and work underway to advance the Transit Fare Policy Vision Statement approved by the Task Force in November 2021. Including the proposed Institutional Transit Pass Pilot Program to be piloted at educational institutions, affordable housing properties starting in the late summer of 2022, and the implementation of no-cost and reduced cost transfers.

#### **Background:**

Since the Task Force endorsed a Bay Area Transit Fare Policy Vision Statement in November 2021, BART and MTC staff on the project team have been primarily focused on advancing the first two of its most proposed policy initiatives. One is the proposed Institutional Transit Pass Pilot Program, which set a goal of “deployment of an all-transit agency institutional/employer pass demonstration pilot in 2022, with a focus on educational institutions, affordable housing properties, and employers of various sizes, pending available resources/technical considerations.” While the other is the “implementation of no-cost and reduced cost transfers.” The attached presentation will facilitate a discussion by providing more details about this work, its roadmap for advancement, and the funding plan required to support the pilot program launch, as well as transfer discount implementation.

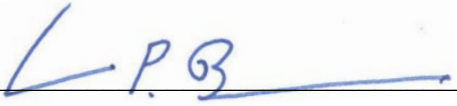
#### **Recommendations:**

Information.

#### **Attachments:**

- Attachment A: Presentation

  
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Michael Eiseman, Co-Project Manager, BART

  
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William Bacon, Co-Project Manager, MTC



# Fare Integration Task Force

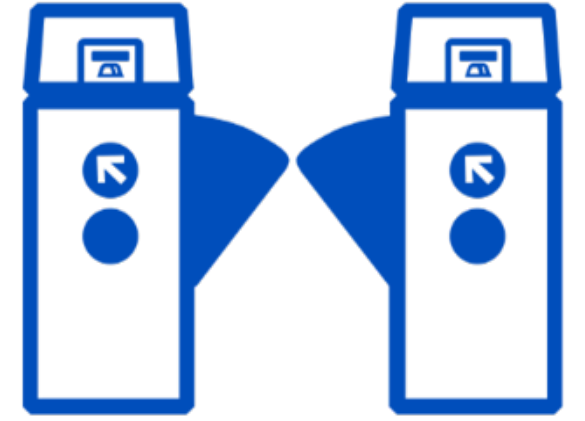
April 18, 2022

<sup>1</sup>  
Agenda Item 4a



(Christopher Chung / The Press Democrat)

# Overview



## Institutional Pass Pilot

- Reminder of scope and pilot program goals
- Overview of institutional participants
- Funding proposal
- Next steps and necessary transit agency board approvals
- Title VI Update

## Delivery of Policy Vision Statement Recommendations

- Transfer Policy Change in 2023

## Questions



# Institutional Pass Pilot

## Reminder on Scope and Goals



### Objectives:

Demonstrate that an institutional transit pass covering all operators may increase transit ridership by better meeting the needs of users, who may not gain much value from a single agency transit pass. Evaluate program performance and collect data that could be used as the basis of a revenue model for permanent program.



### Proposed Participants:

**Phase 1:** Public community colleges + universities and affordable housing property managers that are existing customers of transit agency institutional passes.

**Phase 2:** Employers, especially in transit rich locations like downtown San Jose, San Francisco, and Oakland



### Financial Considerations:

**Phase 1:** Pass offered to educational institutions and affordable housing property managers at no additional cost, beyond existing transit agency institutional passes, for pilot period.

**Phase 2:** Price per pass during pilot will be negotiated based on size/location of employer



### Pilot Budget:

MTC Commission identified \$28 million for fare integration activities at an October 2021 Commission Workshop - \$6 million was targeted for the Institutional Pass Pilot, including to offset possible revenue losses at operators. Target is for pilot to last two years.

# Institutional Pass Pilot – Status Update



- 1** During March, the project team continued discussions with pilot partner institutions and secured “statements of interest” to participate in the pilot
- 2** Brought onboard behavioral economist consultant support (The Behaviouralist) to assist the project team in designing the research and evaluation approach for each pilot participant institution
- 3** Preparing template materials for transit agency boards to consider approving participation in the pilot in May/June
- 4** Focus currently remains on Phase 1, work on Phase 2 will begin this summer/fall
- 5** Monitoring the Governor’s proposed “3 months of fare free transit” proposal for possible impacts on the pilot schedule

# Institutional Pass Pilot - Phase 1

## Overview








### Phase 1

**Launch Date: August 2022**

**Scale: Up to 50,000 participants**

**Cost to Participants: None during pilot**



	<u>Estimated # of Passes*</u>	<u>Key Considerations</u>
	<b>12,000</b>	UC Berkeley students automatically receive a customized Clipper Card with their AC Transit EasyPass, working
	<b>9,000</b>	SFSU student ID serves as Clipper Card, working to determine the most appropriate pilot population at SFSU for research design and administration
	<b>7,000</b>	Existing VTA SmartPass offered requires students to pick up a physical Clipper Card - exploring how best to distribute pilot product to students
	<b>5,000</b>	Exploring option of offering the pass on a “first come, first served” basis to any SRJC student given lower level of transit use in Sonoma County
	<b>500 - 1,000</b>	All residents of participating affordable housing properties will be offered a pass. Exploring including additional properties in Alameda and Santa Clara Counties

\*Amounts subject to change based on final discussions with institutions.

# Institutional Pass Pilot

## Overall Funding Proposal



**Existing business relationships:**  
 For pre-existing Phase 1 institution/agency pairs, business relationship not impacted by the pilot. All transit agency pass would be layered on top of single agency product(s)



### Funding for Phase 1

Up to \$4.5 million over 2 years

#### Concept Proposal:

**Distribute \$2.2 million of funding to operators up-front based on share of regional fare revenue in FY 2018-19**  
 (minimum of \$5,000 to each transit operator)

**Hold \$2.2 million in reserve as a “top up” to distribute in year 2 of the pilot**

### Funding for Phase 2

\$1 million over 2 years  
 (placeholder)

#### Proposal:

**Amount represents a placeholder reserve pending the design of Phase 2. While Phase 2 will bring in new dollars, given novel nature of program some revenue uncertainty exists**

**Total = \$6 million**

**Other Administrative Costs: \$0.5 million** - Consulting support, Clipper card purchases, communications

**Staffing Costs: 1.5 FTE** - Staff hired at BART (+1) and MTC (+0.5), funded from Transformation Action Plan staffing funds

# Institutional Pass Pilot – Phase 1

## Funding Concept Methodology



**\$3.8 million**

Estimated possible foregone fare revenue from Phase 1

### Funding for Phase 1

Up to \$4.5 million over 2 years

#### Concept Proposal:

Distribute \$2.2 million of funding to operators up-front based on share of regional fare revenue in FY 2018-19  
(minimum of \$5,000 to each transit operator)

Hold \$2.2 million in reserve as a “top up” to distribute in year 2 of the pilot

- Estimate based on October 2019 Clipper data from the selected pilot participant institutions as well the proposed scale of Phase 1
- Assumes existing financial and business relationships between pilot participant institutions continue
- Majority of funding risk is at BART which does not currently offer an “all you can use” pass product and provides service in each county with a pilot participant institution except for Sonoma County
- Given shifting ridership patterns due to the pandemic, the project team recommends distributing the \$4.5 million in funding for Phase 1 in two tranches, including a “top up” in Year 2 of the pilot to reduce/eliminate any revenue risk to operators from participating in the pilot

# Institutional Pass Pilot – Phase 1

## Allocation Concept



### Funding for Phase 1

Up to \$4.5 million over 2 years

#### Concept Proposal:

Distribute \$2.2 million of funding to operators up-front based on share of regional fare revenue in FY 2018-19\*  
(minimum of \$5,000 to each transit operator)

Hold \$2.2 million in reserve as a “top up” to distribute in year 2 of the pilot



Operator	Share of FY 2018-19 Bay Area Fare Revenue*	Pilot Phase 1 Allocation Concept
AC Transit	7.16%	\$161,039
BART	47.89%	\$1,077,624
Caltrain	10.19%	\$229,232
CCCTA	0.34%	\$7,554
ECCTA	0.19%	\$5,000
FAST	0.22%	\$5,000
GGBHTD	3.56%	\$80,072
LAVTA	0.25%	\$5,661
Marin Transit	0.35%	\$7,962
NVTA	0.12%	\$5,000
Petaluma Transit	0.03%	\$5,000
SamTrans	1.54%	\$34,756
Santa Rosa CityBus	0.15%	\$3,461
SFMTA	19.56%	\$440,079
SMART	0.41%	\$9,142
SolTrans	0.33%	\$7,500
Sonoma County Transi	0.18%	\$4,029
Union City Transit	0.03%	\$5,000
Vacaville City Coach	0.04%	\$5,000
VTA	3.91%	\$87,883
WestCAT	0.24%	\$5,331
WETA	2.23%	\$50,092
<b>Phase 1 - Year 1 Allocation</b>		<b>\$2,241,417</b>
<b>Phase 1 - Year 2 "Top Up"</b>		<b>\$2,258,583</b>
<b>Phase 1 - Grand Total</b>		<b>\$4,500,000</b>

- Amounts are shown as an illustration of the concept proposal
- Actual allocation amounts would be determined by the MTC Commission in a future action
- “Top up” funds would be allocated in Year 2 of the pilot, with Task Force review/input, to allow capacity to align funding with actual revenue impacts based on usage and reduce/eliminate any revenue risk to operators from participating in the pilot

\*FY 2018-19 Transit Fare Revenues Reported to State Controller's Office (SCO)



# Institutional Pass Pilot

## *Title VI Update*



- **Reminder: The project is proposed to launch as a ‘pilot’ under Title VI, meaning agency boards will approve Title VI analyses after the pilot project is underway but before any permanent successor program is launched**
- **MTC is lead agency for pilot program Title VI process**
- **Staff met with FTA in March and are working to finalize a Title VI approach for the full duration of the pilot**
- **FTA is currently updating its Title VI Circular, which may allow for more flexibility for ‘pilot’ projects starting later this year**

# Pilot Project

## Path to August 2022 Launch



Task	2022 (by Month)
1. Finalize Management Structure	✓
2. Secure statements of interest from participants Institutions	✓
<b>3. FITF reviews Phase 1 project budget/funding plan</b>	<b>April 6<sup>th</sup></b>
4. Finalize Title VI plan with FTA and agency civil rights staff	April - May
5. Board Approvals	May - June
6. Work with institutional partners on site-specific administrative requirements & protocols (participant list, card distribution, etc.)	March - July
7. Develop communications/collateral	May - June
8. Establish research & evaluation plan	May - July
9. Card distribution/launch	July - August



# Delivery of Policy Vision Statement Recommendations – Next Steps

- Next action in Policy Vision Statement is “no-cost and reduced cost transfers”

**Bay Area Transit Fare Policy Vision Statement**  
 Based on the draft findings of the Fare Coordination and Integration Study (FCIS), the Fare Integration Task Force (Task Force) recognizes that the implementation of more coordinated and integrated transit fare policies may offer cost-effective options for improving the transit customer experience, promoting transit ridership recovery from the COVID-19 pandemic, and reducing regional vehicle miles traveled, greenhouse gas emissions, and transit travel times for customers, in ways that are compatible with the equity goals of transit operators, local stakeholders, MTC, and the State of California.

**Transit Fare Policy Initiatives for Further Development**  
 The Task Force endorses continued work by transit operators and MTC staff to advance the following policy initiatives:

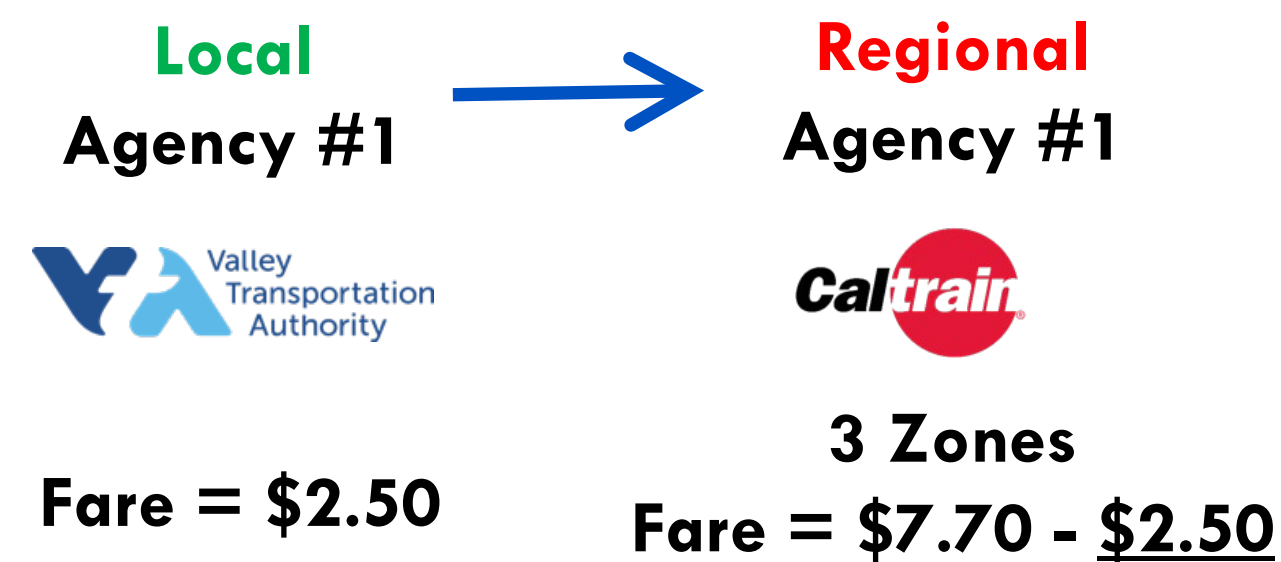
1. Deployment of an all-transit agency institutional/employer pass demonstration pilot in 2022, with a focus on educational institutions, affordable housing properties, and employers of various sizes, pending available resources/technical considerations.
2. Implement no-cost and reduced cost transfers for transit users transferring between different transit agencies beginning in 2023, coinciding with the rollout of the Next Generation Clipper® system/Clipper® 2.
3. Continue to develop a proposal for implementing an all-transit agency pass product for the general public after the launch of the Next Generation Clipper® system/Clipper® 2 in 2023 or later (pending outcomes and data from the pilot noted in no. 1 above).
4. Continue to refine the vision of eventually creating a common fare structure (distance or zone-based) for regional rail, ferry, and express bus service after Next Generation Clipper® system/Clipper® 2 implementation. Direct transit operator staff and MTC staff to continue to evaluate the benefits and costs of a common fare structure for regional transit services in the context of a broader evaluation of post-COVID-19 pandemic ridership patterns, the role of regional transit service in the region, and the funding strategy for these regional transit services.

**Complementary and Necessary Objectives to Facilitate Delivery of Transit Fare Policy Initiatives**  
 In collaboratively advancing these improvements for the benefit of the Bay Area’s transit customers, we also recognize the continued economic challenges facing the region, and the transit industry in particular. The Task Force recommends that transit operator and MTC staff work to advance the above policies while also acknowledging that successful delivery will require pursuit of the following complementary and necessary objectives:

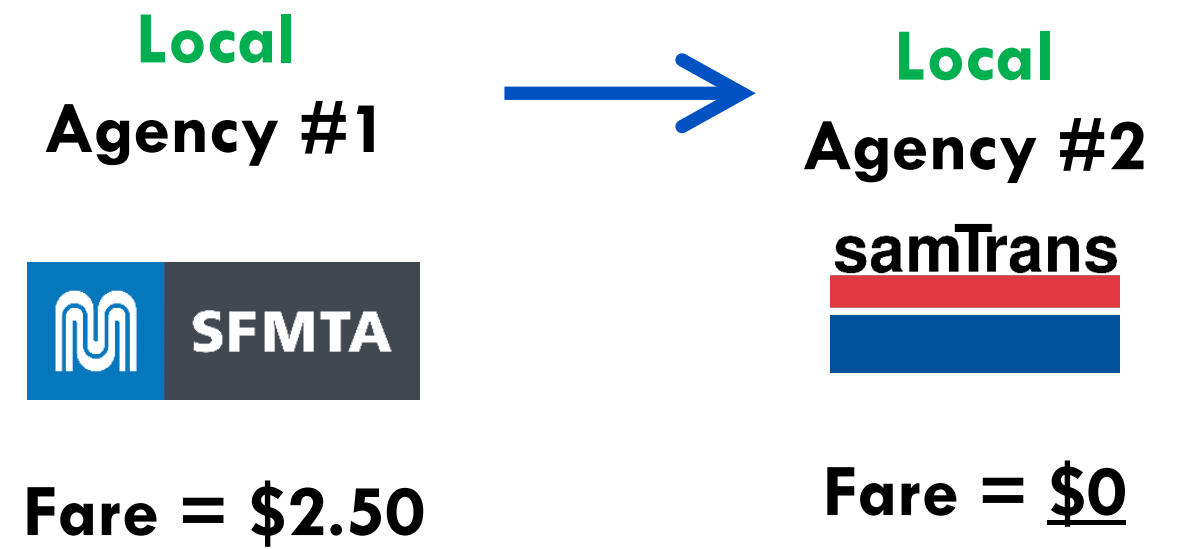
“Implement no-cost and reduced cost transfers for transit users transferring between different transit agencies beginning in 2023, coinciding with the rollout of the Next Generation Clipper® system /Clipper® 2.”



**Example Trip 1**  
 Alum Rock, SJ to Redwood City



**Example Trip 2**  
 Excelsior District, SF to San Bruno



# “No-cost / Reduced Cost Transfers”

“Implement no-cost and reduced cost transfers for transit users transferring between different transit agencies beginning in 2023, coinciding with the rollout of the Next Generation Clipper® system/Clipper® 2.”



## Considerations for the Task Force

- Approximately \$22 million in funding from BTRTF set aside
- **Most cost-effective fare policy action identified in the FCIS**
  - **+26,000 new daily transit trips**
- Still time to deliver at Clipper 2 launch, but work will need to start soon
- Synergies with promoting ridership recovery and customer information about Clipper 2
- SB 917

# Steps to Deliver “No-cost / Reduced Cost Transfers”

## Conceptual Timeline

