

Clipper® Executive Board Fare Integration Task Force

November 15, 2021

Agenda Item 4a

Endorsement of a Fare Coordination/Integration Policy Vision Statement

Subject:

The Task Force will be asked to consider endorsing a fare policy vision statement based on the draft recommendations of the Fare Coordination/Integration Study and Business Case.

Background:

The Fare Coordination/Integration Study and Business Case (FCIS), which began in the spring of 2020, was tasked with developing recommendations for how changes to fare policy may be an effective strategy to increase public transit ridership in the nine-county Bay Area. The FCIS has been a collaboration between the Bay Area's transit agencies and MTC. Work undertaken over the course of the project has included ridership and financial modeling, transit user and stakeholder research, and policy research on best practices from around the United States and internationally.

Transit Fare Policy Vision Statement:

On October 18, 2021, the Task Force reviewed a draft Bay Area Transit Fare Policy Vision Statement. As the FCIS project concludes its work over the next few months the project team is seeking the Task Force's guidance on if the draft policy recommendations contained in the Draft FCIS Business Case Summary Report can serve as a policy vision for transit fare policy in the Bay Area. Attachment A to this item is a Bay Area Transit Fare Policy Vision Statement, which could serve as a template to help guide modifications to fare policy in the future. Implementation of any changes to fare policy in the future would occur through the appropriate process and would be subject to necessary financial, transit agency governing board, and technical considerations.

The purpose of the Transit Fare Policy Vision Statement is to allow the Fare Integration Task Force to begin to articulate a policy direction it could support in principle and to provide direction to transit agency and MTC staff about how to prioritize upcoming work, including returning to the Task Force with specific actions related to delivery of the proposed pilot all-transit agency employer/institutional pass and possible changes to transfer discounts.

Recommendations:

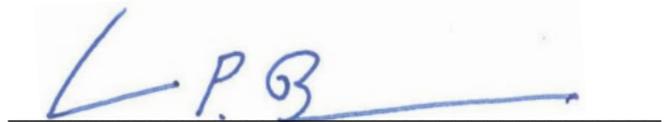
Approve the Bay Area Transit Fare Policy Vision Statement (Attachment A).

Attachments:

- Attachment A: Draft Bay Area Transit Fare Policy Vision Statement
- Attachment B: Presentation



Michael Eiseman, Co-Project Manager, BART



William Bacon, Co-Project Manager, MTC

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:

- Implementation will not require the transfer of locally sourced funds between transit agencies.
- Prior to implementation of any of the Transit Fare Policy Initiatives, new funding sources will be sought to offset adverse transit agency revenue impacts resulting from implementation.
- Implementation of any of the Transit Fare Policy Initiatives will require approval by the appropriate transit agency governing body.
- Implementation of any of the Transit Fare Policy Initiatives shall not result in a reduction of transit agency operating service levels.