

County Connection

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee

Date: 10/25/2023

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: MR

SUBJECT: Fare Change Outreach Plan

Background:

The Board approved a July 2023 fare change proposal to increase the discount for Clipper START and Youth Clipper from 20% to 50% as well as reduce Express route fares on Clipper to match local fares. The proposal was developed in an effort to incentivize ridership, simplify our fare structure, and increase consistency with regional policies. Table 1 below shows a combined summary of the fare changes, including the increased discount for Clipper START and Youth as well as the elimination of Express route surcharges on Clipper.

Table 1: Fare Changes Effective January 1, 2024

Clipper Card Type	Fare Product	Current		New
		Local	Express	All Routes
Adult	Single Ride	\$2.00	\$2.25	\$2.00
Clipper START & Youth (6-18)	Single Ride	\$1.60	\$1.80	\$1.00
	BART-to-Bus Transfer	\$0.80		\$0.50
All	31-day Pass	\$60.00	\$70.00	\$60.00

Public Outreach:

Staff will begin public outreach in November 2023, to inform passengers of the January 1, 2024 fare changes. For Clipper START, MTC will be developing a regional marketing and outreach campaign. In addition to promoting the program through its own communication channels, this will include providing graphics and content for agencies to share online. MTC is also planning a direct mail campaign to the region's Equity Priority Communities. Additional community outreach will be conducted in collaboration with community-based organizations and health and human services agencies.

As well, staff will develop and distribute assets for fare changes pertaining to Youth Clipper and the change to express route fares. Outreach will be done primarily through County Connection social media channels, printed flyers displayed on buses, and staff sharing information through the Mobile Lobby. Additionally, staff will post content through Peach Jar to be disseminated to parents with children attending schools within San Ramon and Mt. Diablo Unified School Districts. Staff will also be working

with Clipper to target specific information to riders who currently use the 31-Day Express pass, which will be discontinued.

Financial Implications:

Any costs associated with these marketing and outreach efforts are included in the Promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

None