

The County Connection

Inter Office Memo

To: MP&L Committee

Date: November 28, 2011

From: Mary Burdick, Sr. Manager of Marketing

Reviewed By:



SUBJECT: BART Plus Program Update

SUMMARY OF ISSUES:

In 2008 the BART Plus agreement between BART and regional transit operators was drafted as a series of one year extensions in anticipation of the introduction of Clipper. January 1, 2012 through December 31, 2012 is the final year

The BART Plus ticket is a stored value ticket for use on BART and a bus fare payment mechanism as well. Bus riders flash the card to the driver and thus pay their bus fare. The BART plus ticket is valid for a two week period. CCCTA tracks BART plus ridership and is reimbursed by BART for bus fare revenue.

Now that the large transit operators have introduced Clipper as their primary fare instrument, several expressed interest in resigning from the program. However, because the BART Plus ticket is the only convenient fare ticket for suburban commuters using bus and BART, there was consensus that the final one year extension would be exercised. Because further extensions are unlikely, suburban commuters not in the Clipper program will need to purchase separate fare instruments for bus and BART fare after December 31, 2012.

FINANCIAL IMPLICATION:

The BART Plus program provides a quarterly revenue stream that will be offset with higher cash and CCCTA ticket sales until we are included in the Clipper program.

STAFF RECOMMENDATION:

None.