

To: Marketing, Planning & Legislative Committee

Date: 11/20/2020

From: Melody Reeb, Manager of Planning

Reviewed by:



SUBJECT: Clipper START and Youth Fare Marketing and Evaluation Plan

Background:

At the November meeting, the Board approved the Clipper START and Youth Fare pilot programs. These one-year pilot programs will provide a 20% discount off the Clipper single-ride fare for eligible low-income adults as part of the regional Clipper START program, and for youth ages 6-18. The discounted fares are scheduled to be implemented starting in January 2021.

The Metropolitan Transportation Commission (MTC) will be providing funding during the one-year pilot to offset some of the fare revenue losses from the Clipper START program. Towards the end of the pilot period, County Connection will conduct an evaluation of both the Clipper START and youth fare discounts to determine whether they should be continued and if there is funding available to continue to offset revenue losses.

Marketing and Outreach:

MTC will be partnering with the participating transit agencies to launch a regional marketing and outreach campaign for the Clipper START program. The campaign will utilize many of the materials and assets that were developed for the launch of the program on the initial four large operators. These include a brochure, digital and print ads, and social media graphics, many of which will be customized to each agency (see Attachment 1). All materials will be translated into Spanish, Chinese, and Tagalog.

Staff is also working with MTC to identify community-based organizations and social service agencies to reach out to as part of the campaign, and they will be able to request brochures, applications, and other materials directly from MTC. In addition, MTC has developed materials and templates, including press releases and presentations, that transit agencies can customize and use in their own outreach efforts.

Finally, staff is working with MTC to determine the best way to promote the new Youth Clipper fare in addition to the Clipper START program. Because the application processes for the two programs are different, it may be better to run two separate campaigns in parallel as opposed to

combining them into a single campaign. The timing of the campaign for the youth fare will also depend on when schools resume in-person instruction. Staff plans to work closely with the schools, cities, and other community partners in developing the outreach strategy and promoting the program.

Program Evaluation:

MTC is also working with the transit operators to develop of a comprehensive evaluation framework for the Clipper START program. The evaluation will center around six desired outcomes, including the effectiveness of outreach, the customer experience, financial impacts, program administration, reductions in transportation costs, and increased access and mobility. In addition to usage and enrollment data, MTC will be conducting a series of surveys and focus groups over the course of the pilot to help inform the evaluation.

Staff will also be able to collect usage data for the new youth fare discount. This will allow staff to get a more accurate picture of youth ridership, which has historically been difficult to obtain. However, this also means that there will not be corresponding baseline data to compare against. An alternate evaluation approach could be to conduct a survey that asks about youth riders' travel patterns before and after the fare discount. This approach could also help take into account the impacts of COVID-19 on travel demand.

Financial Implications:

Most of the costs associated with the marketing and outreach efforts for Clipper START will be covered by MTC. Any additional costs, including those related to the youth fare discount, are included in the FY 2021 promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

Attachment 1 – Clipper START Outreach Material Examples

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**START SAVING with
Clipper START!**

Up to 50% off transit
for eligible riders.



Learn more at clipperstartcard.com **CLIPPER START ▶▶**

This graphic features a blue background with a white circular cutout on the right side showing a diverse group of four people (two men and two women) smiling. A dark blue Clipper START card is positioned in the center, overlapping the cutout. The card displays the Clipper logo (three white triangles) and the word 'CLIPPER.' at the bottom. The text 'START SAVING with Clipper START!' is prominently displayed in white, followed by 'Up to 50% off transit for eligible riders.' in a smaller font. At the bottom, the website 'clipperstartcard.com' and the 'CLIPPER START ▶▶' logo are visible.

General Social Media Graphic

**20% off
BART fares** for
eligible riders

Start saving with
Clipper START!



Learn more at clipperstartcard.com **CLIPPER START ▶▶**

This graphic is similar to the first one but features a blue background with a white circular cutout on the right side showing a diverse group of four people (two men and two women) smiling. A dark blue Clipper START card is positioned in the center, overlapping the cutout. The card displays the Clipper logo (three white triangles) and the word 'CLIPPER.' at the bottom. The text '20% off BART fares for eligible riders' is prominently displayed in white, followed by 'Start saving with Clipper START!' in a smaller font. At the bottom, the website 'clipperstartcard.com' and the 'CLIPPER START ▶▶' logo are visible.

Custom Social Media Graphic for BART

START SAVING with Clipper START!



BIG Transit Discounts:

- ▶ 50% off SMART, Marin Transit, San Francisco Bay Ferry
- ▶ 20% off Petaluma Transit, Santa Rosa CityBus, Sonoma County Transit

...and many more!

Apply today at clipperstartcard.com.

Discounts on single rides only (no passes). You must be a San Francisco Bay Area resident age 19-64 and meet certain income requirements to be eligible.



CLIPPER START ▶▶

Custom Graphic for SMART