

To: Board of Directors

Date: 05/24/2022

From: Melody Reeb, Director of Planning, Marketing, & Innovation

Reviewed by: *Ref*

SUBJECT: Regional Institutional Pass Pilot

Background:

In late 2019, the Metropolitan Transportation Commission (MTC) began a Regional Fare Coordination and Integration Study (FCIS) to evaluate the impacts of the region's disparate fare systems on ridership and develop goals for a regional system that would improve the passenger experience and promote higher ridership. The Fare Integration Task Force was formed as a "Special Committee" of the Clipper Executive Board (CEB) to oversee the study, and last Fall, this Task Force adopted a Policy Vision Statement for fare integration in the 9-county region based on the study recommendations.

Demonstration Pilot:

The first action in the Policy Vision Statement is to deploy an all-transit agency institutional/employer pass as a demonstration pilot. The pass will be implemented on Clipper and provide unlimited rides on all participating Bay Area transit systems. The objective of the pilot is to evaluate the degree to which an institutional transit pass covering all operators may increase transit ridership and better meet the needs of users and institutions as compared to single-agency passes. The pilot will evaluate program performance and collect data that would be used as the basis of a revenue model for a potential permanent program.

The pilot will be rolled out in two phases. Phase 1, which is planned to launch in August 2022 and last for two years, will focus on educational institutions and affordable housing properties that already offer an "all you can use" transit pass under pre-existing agreements, including San Francisco State University, San Jose State University, UC Berkeley, Santa Rosa Junior College, and MidPen Housing. Phase 2, which is expected to begin in early 2023, will expand the program to employers in transit-rich locations such as downtown San Francisco, Oakland, and San Jose and involve defining a pricing structure for the passes.

Title VI:

MTC will serve as the lead agency for the Title VI process. The project will be considered a "pilot" under Title VI, meaning that individual agency boards would only need to consider approving a Title VI analysis before any permanent successor program is launched. MTC is currently working with FTA to request permission for an initial pilot period lasting a minimum of 12 months as opposed to the normal 6-month period allowed for temporary fare changes.

Financial Implications:

MTC has identified approximately \$6M of regional funds for the two phases of the pilot project, with \$5.5M going to transit agencies to offset fare revenue losses.

Recommendation:

The MP&L Committee and staff recommend that the Board approve County Connection's participation in the Regional Institutional Pass Pilot Program.

Action Requested:

The MP&L Committee and staff request that the Board adopt Resolution No. 2022-040.

Attachments:

Resolution No. 2022-040

RESOLUTION NO. 2022-040

**BOARD OF DIRECTORS CENTRAL CONTRA COSTA TRANSIT AUTHORITY
STATE OF CALIFORNIA**

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**APPROVING AND IMPLEMENTING THE CLIPPER
REGIONAL INSTITUTIONAL/EMPLOYER PASS PILOT PROGRAM**

WHEREAS, the County of Contra Costa, the Cities of Clayton, Concord, Lafayette, Martinez, Orinda, Pleasant Hill, San Ramon and Walnut Creek, and the Towns of Danville and Moraga (hereinafter "Member Jurisdictions") have formed the Central Contra Costa Transit Authority ("CCCTA"), a joint exercise of powers agency created under California Government Code Section 6500 *et seq.*, for the joint exercise of certain powers to provide coordinated and integrated public transportation services within the area of its Member Jurisdictions ("Service Area");

WHEREAS, the Metropolitan Transportation Commission ("MTC") is the regional transportation planning agency for the San Francisco Bay Area pursuant to Government Code Section 66500 *et seq.*;

WHEREAS, in late 2019, MTC began a Regional Fare Coordination and Integration Study to evaluate the impacts of the region's disparate fare systems on ridership and develop goals for a regional system to improve the passenger experience and promote higher ridership;

WHEREAS, the Fare Integration Task Force, a special committee of the Clipper Executive Board, was created to oversee the study and adopted a Policy Vision Statement for fare integration in the nine-county region based on the study recommendations;

WHEREAS, the first action in the Policy Vision Statement is to deploy an all-transit agency institutional/employer pass as a demonstration pilot;

WHEREAS, the pilot program's purpose is to evaluate the degree to which an institutional/employer transit pass covering all operators may increase transit ridership and better meet the needs of users and institutions, as compared to single-agency passes, and evaluate program performance and collect data to be used as the basis of a revenue model for a potential permanent program;

WHEREAS, Phase 1 of the pilot program, which is planned to launch in August 2022, includes educational institutions and affordable housing properties, and Phase 2, which is expected to begin in early 2023, will expand the program to include employers in transit-concentrated locations, such as downtown San Francisco, Oakland, and San Jose and involve defining a pricing structure for the passes;

WHEREAS, MTC has identified approximately \$6 million of regional funds for the two phases of the pilot project, with \$5.5 million going to transit agencies to offset fare revenue losses associated with participation in the pilot program;

WHEREAS, MTC will serve as the lead agency for the Title VI process, and, because the project is considered a "pilot" under Title VI, individual agency boards will only need to consider approving a Title VI analysis before any permanent successor program is launched;

WHEREAS, staff and the MP&L Committee recommend the Board approve CCCTA's participation in the Regional Institutional/Employer Pass Pilot Program.

NOW, THEREFORE, BE IT RESOLVED that the Board of Directors of the Central Contra Costa Transit Authority hereby approve CCCTA's participation in and implementation of the Regional Institutional/Employer Pass Pilot Program.

Regularly passed and adopted this 16th day of June, 2022 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Dave Hudson, Chair, Board of Directors

ATTEST: _____
Lathina Hill, Clerk to the Board