

To: Marketing, Planning, & Legislative Committee

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:

Staff recommends that the MP&L Committee approve County Connection's participation in the Regional Institutional Pass Pilot Program.

Action Requested:

Staff requests that the MP&L Committee forward this item to the Board for approval.

Attachments:

None