

Bay Area Fare Coordination/Integration Study and Business Case

SPUR

The Case for Public Transit Fare Integration

November 18, 2020

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Metropolitan Transportation Commission



Pre-COVID-19 Fares in the Bay Area

9 different local bus fares on Clipper® from \$1.50 to \$2.50

Trips of the same distance and mode can vary dramatically in price

16 different discount rates for youth, 14 different rates for seniors

19,463 fare policy business rules are needed in Clipper® to implement our current system

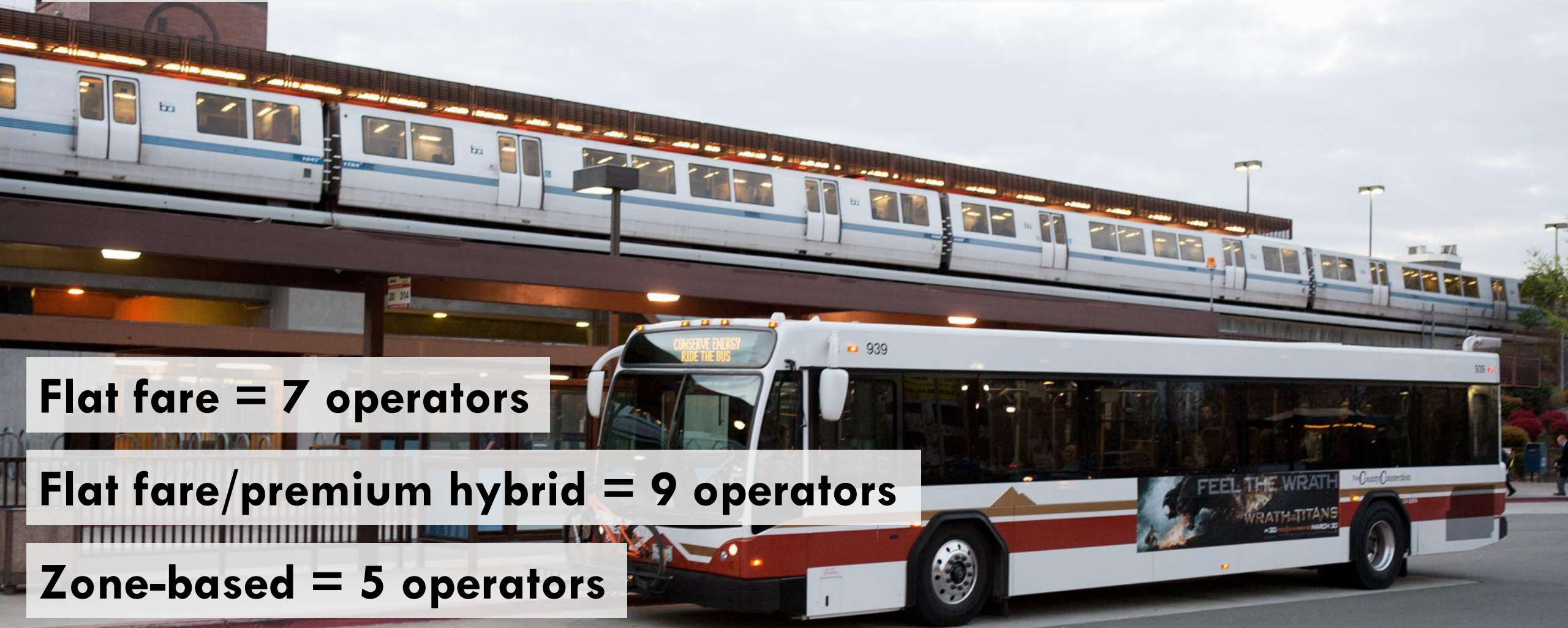
Fare Systems in the Bay Area

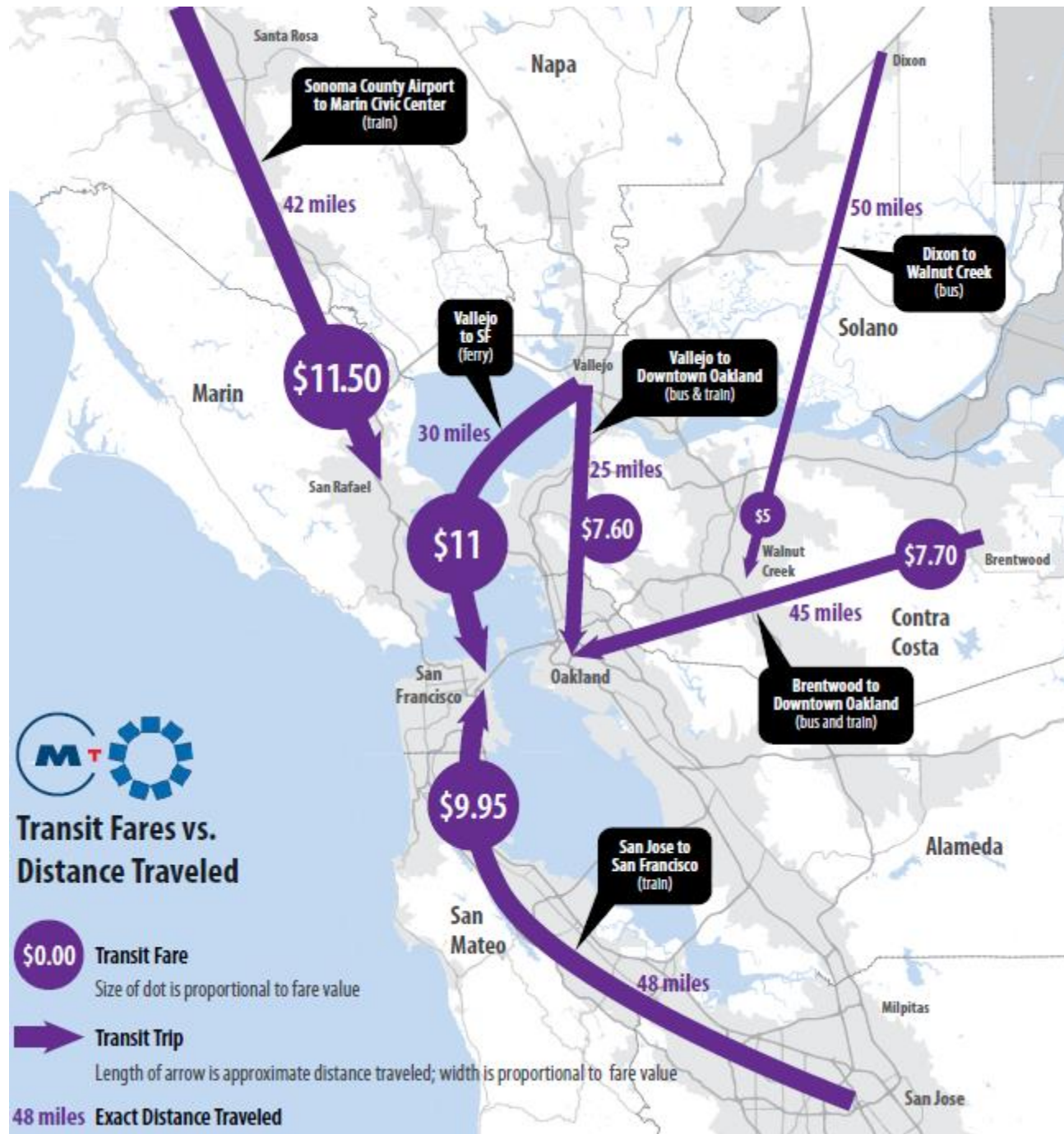
Flat fare = 7 operators


Flat fare/premium hybrid = 9 operators

Zone-based = 5 operators

Distance-based = 1 operator

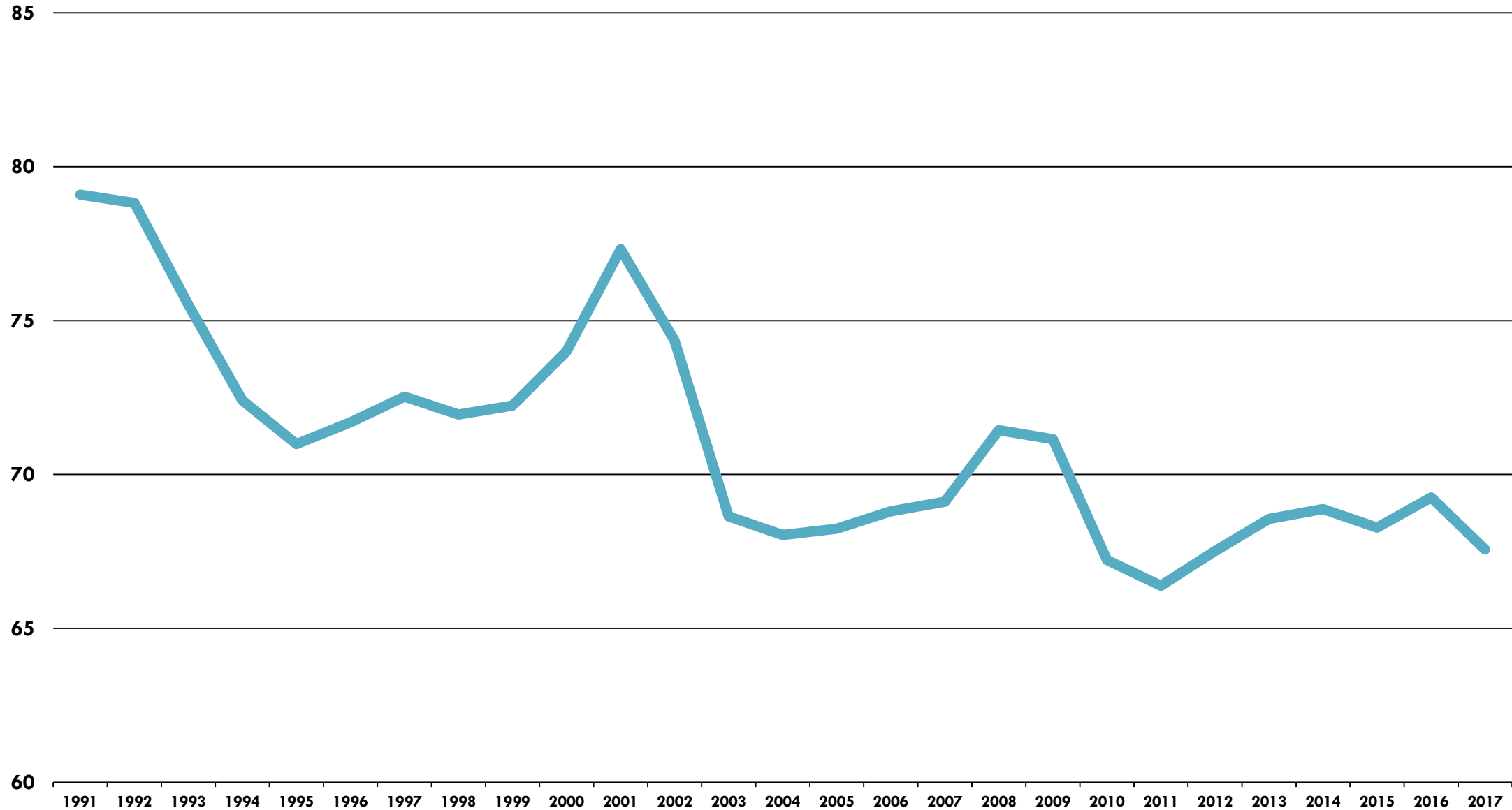






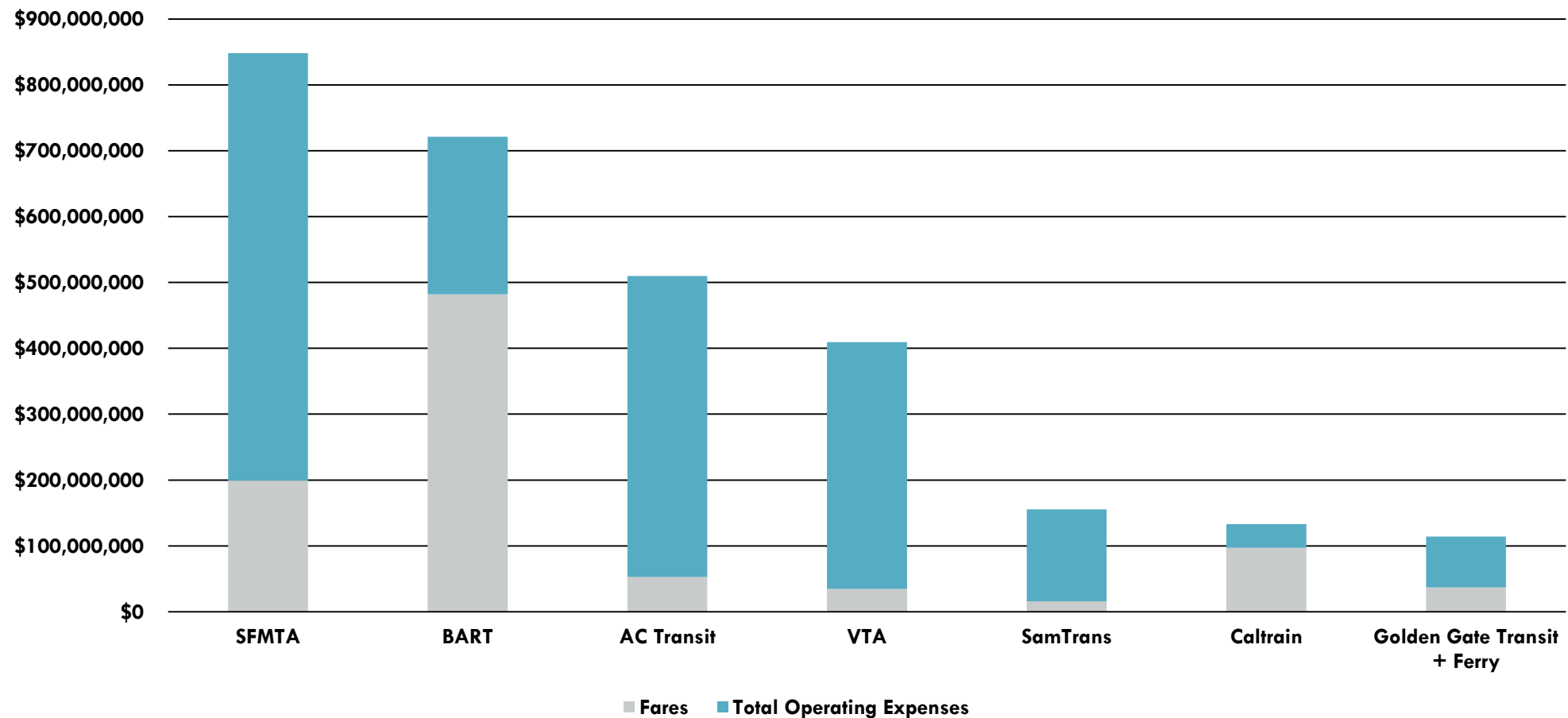
40% (500,000+) of Clipper® Cards in active use during a month (before COVID-19) were used on more than one operator

Total Annual Transit Ridership per Capita (all modes)

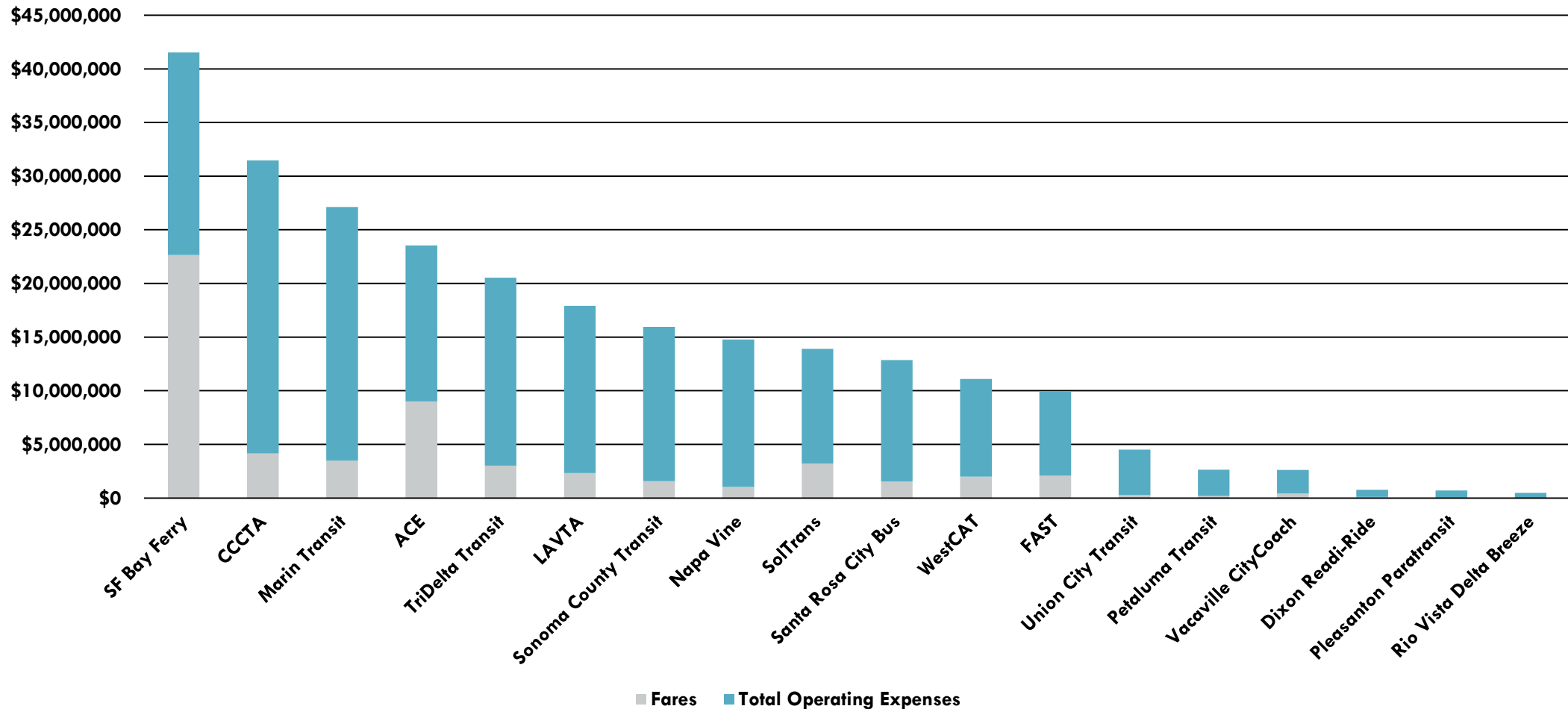


Source: NTD

Fare Revenue as a Component of Total Operating Expenses, 2018



Fare Revenue as a Component of Total Operating Expenses, 2018 cont.



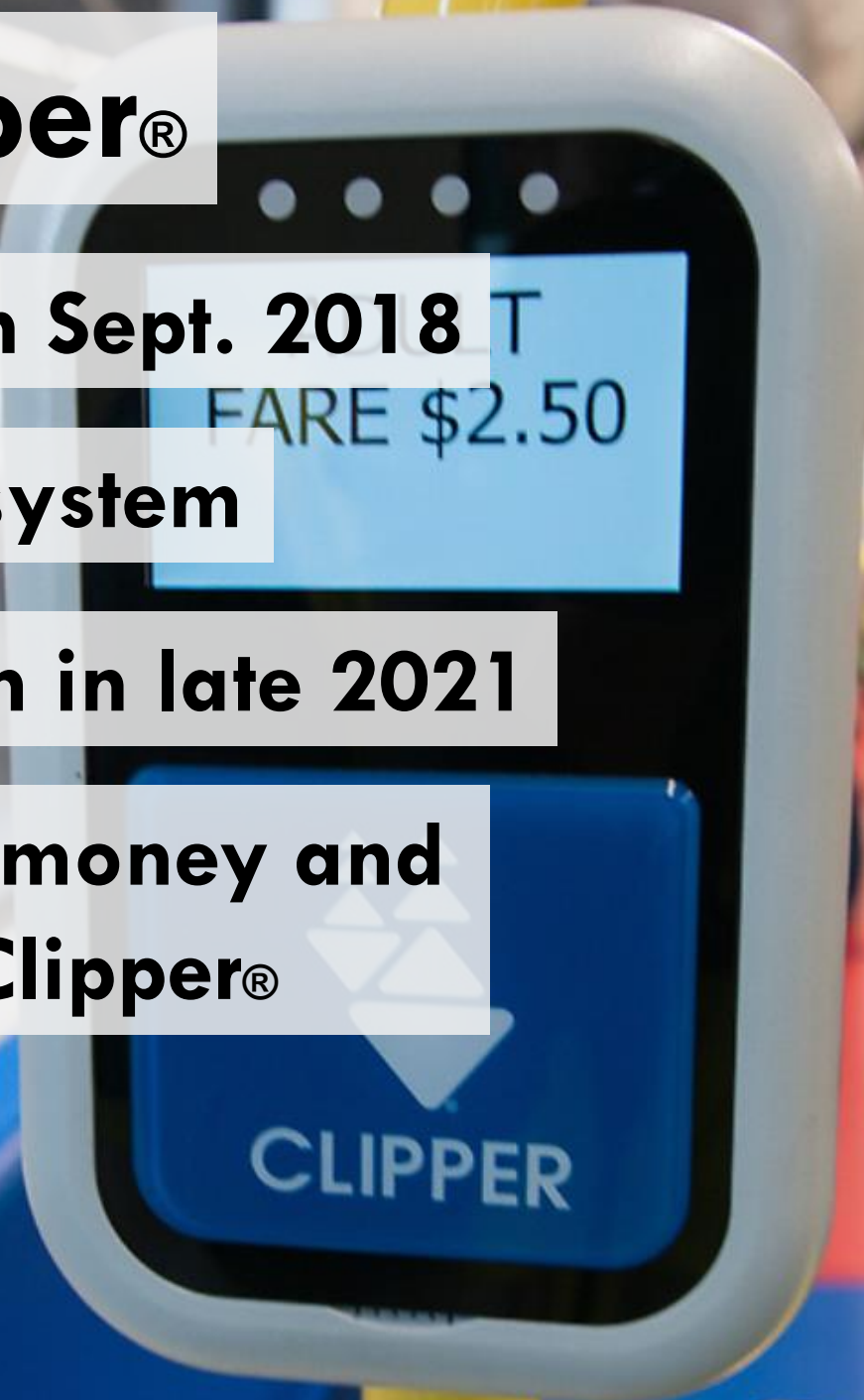
Next Generation Clipper®

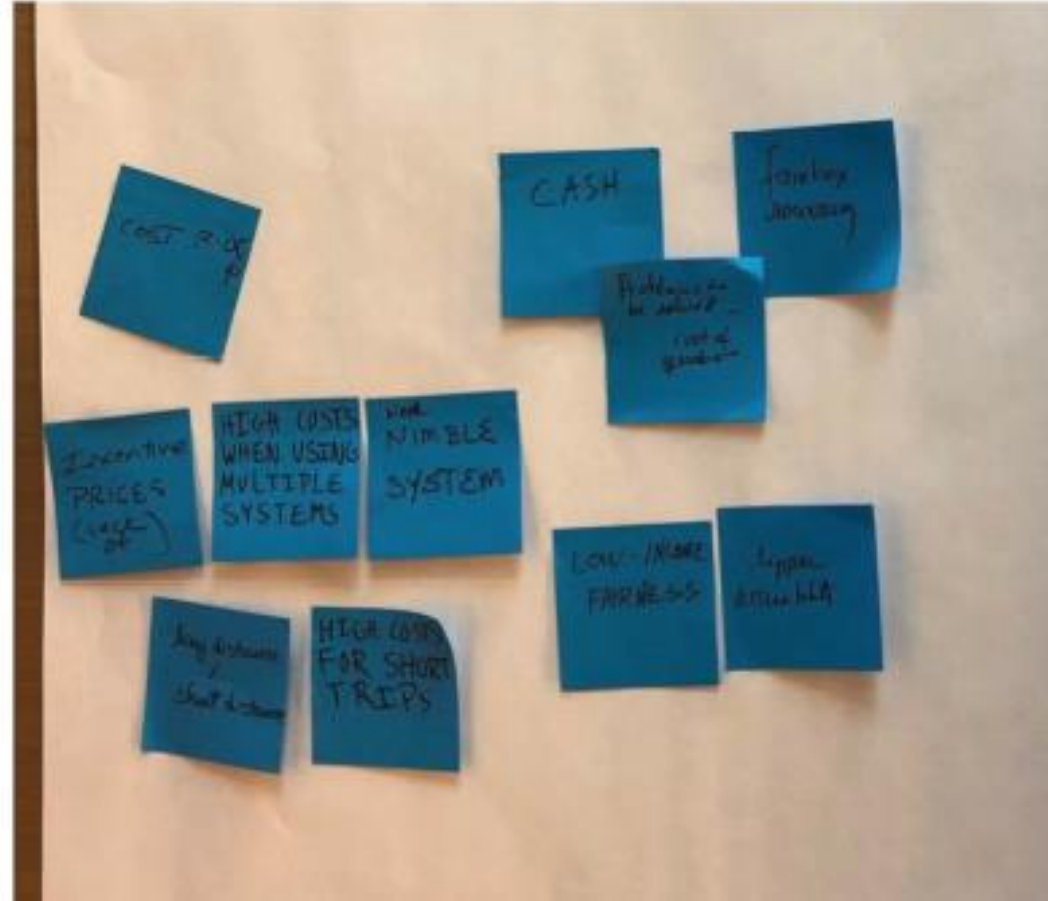
\$461 million contract awarded in Sept. 2018

More flexible, “account-based” system

Final go-ahead for system design in late 2021

We have an opportunity to save money and reduce complexity of Next Gen Clipper®





Fare Coordination/Integration Study

Objectives

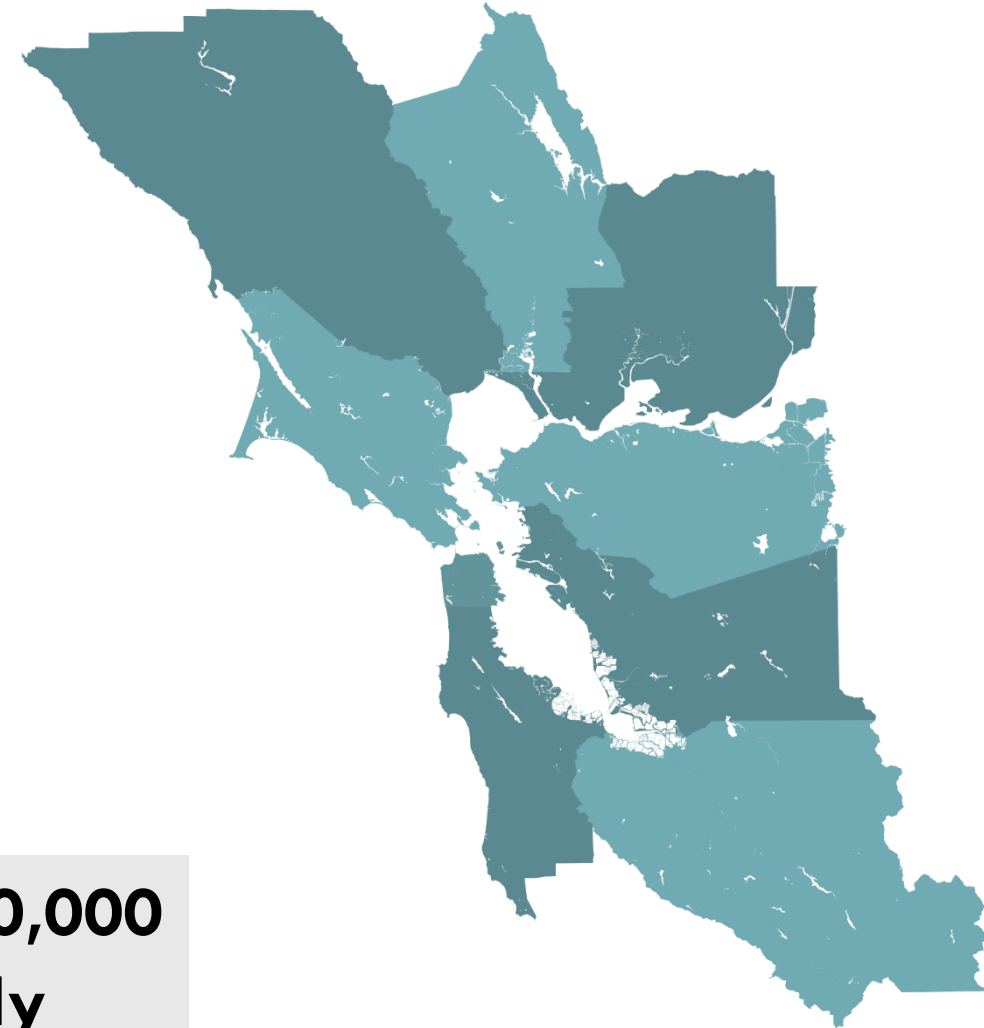
Develop goals for the regional fare system that will support an improved user experience, increased transit ridership and build on robust public outreach;

Identify barriers, especially barriers related to fares and the user experience, that are impeding increased ridership;

Identify opportunities to increase transit ridership by improving the regional fare system through regional fare coordination and integration strategies; and

Develop a detailed implementation plan, including funding plan, for recommended improvements.

Commission approved an allocation of \$900,000 in RM 2 bridge toll funds to support the study



Transit Operators and MTC Working Together

Fare Integration Task Force – Project Ownership

Co-Project Managers – BART & MTC staff

Transit Operator Staff Working Group

Consultant team led by Steer

Policymaker and Stakeholder Engagement

Policymaker Forum on Fare Coordination/Integration

MTC Policy Advisory Council Subcommittee
on Fare Coordination/Integration

Blue Ribbon Transit Recovery Task Force

Fare Integration Task Force



Project Schedule

- **May 2020 - Project team kick off – Staff Working Group + Consultants**
- **July 2020 – Initial meeting of MTC Policy Advisory Council Subcommittee on Fare Coordination/Integration**
- **December 2020 – Project team begins to define a set of high-level fare coordination and integration scenarios to guide option development**
- **Winter/Spring 2021 – Project team conducts detailed analysis of financial, ridership, and user impacts and develops implementation strategies**
- **Summer 2021 – Project team presents final report and recommendations**

Feel free to get in touch with questions

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