



SPUR

San Francisco | San Jose | Oakland

September 26, 2016

Clipper Executive Board

Attn: Martha Silver/msilver@mtc.ca.gov

Re: Item 3a. Regional Fare Coordination

Dear Chair Mulligan and Executive Board members:

SPUR asks the Clipper Executive Board to take leadership on regional fare integration, leading to regional fare passes.

SPUR is a non-profit focused on good planning and good government in the Bay Area with offices in San Francisco, San Jose and Oakland. Since SPUR published our *Seamless Transit* study in 2014, we have been overwhelmed by the interest in regional fare passes from transit riders, potential transit riders, cities, employers, and universities.

People in the Bay Area are using most of our transit systems less, not more, than they used to (crowds on Caltrain and BART going to San Francisco notwithstanding). We should be doing everything we can to do make it easy to use transit. We need to double transit ridership to meet our climate goals.

The Bay Area should have a fare pass that works on multiple systems, in multiple cities, and makes it attractive to use transit for discretionary trips. The Bay Area can be a leader in the United States, and be on par for transit convenience with regions like London, Singapore, Hong Kong, and Paris.

As a next step, we need more information about fare pass options, costs and benefits - through a new analytical study. Unlike previous studies, the explicit goal of this research should be to develop regional fare products that:

1. Grow transit usage — especially drawing riders away from autos and not penalizing those using multi-operator trips.
2. Support managing transit as a business — making fares transparent, using pricing as a tool to grow revenue and fill empty seats.
3. Support the seamless use of multiple operators — which in turn supports the ways that Bay Area cities plan to grow.

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Concerns about revenue loss should not stand in the way of a study. SPUR commits to supporting fare product proposals that help keep transit operator income whole through increased revenue or subsidies.

You took the big step with the Clipper card. We now ask that you pursue fare integration immediately, with the involvement of Bay Area cities, transit riders and others who care. It's hard to make it easy; figuring out an integrated fare scheme might be complicated. But it is our responsibility as leaders and specialists to delve into that complexity so that we can create simplicity for riders.

Thank you for your leadership on this crucial issue for the Bay Area. We look forward to working with you.

Sincerely,

A handwritten signature in blue ink, appearing to read "Ratna Amin", with a stylized, cursive script.

Ratna Amin
SPUR Transportation Policy Director