



**FRIENDS
OF
CALTRAIN**



Re: Fare Integration Task Force Item 4a. - Clipper BayPass Pilot Phase 2 Updates

Chair Hursh and Taskforce Members,

This month's update on the Clipper BayPass Pilot program shows encouraging progress and we applaud the project team, transit operators and MTC for continuing to take steps to advance this important regional effort.

Transit's value is ultimately tied to the number of people who use it- and it is imperative that our region's transit systems continue working aggressively to grow ridership. Regrowing ridership is essential to meet the needs of the region for equity, climate, congestion relief, and housing; and to build the confidence of voters and legislators to provide transit with needed public funding.

Individually, transit agencies have spent the last several years experimenting with fare discounts, service changes and other approaches to retain and attract riders. Some of these efforts have found success, others have not. While there is no single, simple way to rebuild ridership, early results from the Phase 1 pilot of the Clipper BayPass program suggest that an all-agency institutional pass may be one of the most promising and realistic mechanisms to grow transit usage quickly and at a regionally meaningful scale.

We recognize that launching a new regional fare product presents a variety of inherent challenges and risks and we understand that the potential for financial impacts is different for agencies with existing institutional pass programs. Nonetheless, the cost of inaction is also great and we believe that the limited scale and pilot status of the program provide effective guardrails to manage risk. We urge operators and MTC to resolve any remaining issues and move forward expeditiously with Phase 2 of the pilot program.

Thank you for your ongoing efforts on this critical program.

Sebastian Petty
Transportation Policy Manager, SPUR

Adina Levin
Executive Director, Friends of Caltrain

Zack Deutsch-Gross
Policy Director, TransForm

Ian Griffiths
Policy Director, Seamless Bay Area