Bay Area
Fare Coordination/Integration
Study and Business Case

SPUR
The Case for Public Transit Fare Integration

November 18, 2020

William Bacon
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.

Source: Clipper® - April 2019
Total Annual Transit Ridership per Capita (all modes)

Source: NTD
Fare Revenue as a Component of Total Operating Expenses, 2018

Source: Preliminary Audited Financial Statements, FY 2017-18
Fare Revenue as a Component of Total Operating Expenses, 2018 cont.

Source: Preliminary Audited Financial Statements, FY 2017-18
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®
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
## Project Schedule

<table>
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<tr>
<th>Dates</th>
<th>Description</th>
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<tr>
<td>May 2020</td>
<td>Project team kick off – Staff Working Group + Consultants</td>
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<tr>
<td>July 2020</td>
<td>Initial meeting of MTC Policy Advisory Council Subcommittee on Fare Coordination/Integration</td>
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<tr>
<td>December 2020</td>
<td>Project team begins to define a set of high-level fare coordination and integration scenarios to guide option development</td>
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<tr>
<td>Winter/Spring 2021</td>
<td>Project team conducts detailed analysis of financial, ridership, and user impacts and develops implementation strategies</td>
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<td>Summer 2021</td>
<td>Project team presents final report and recommendations</td>
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Feel free to get in touch with questions

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