



# Growing the Clipper® START Pilot

CLIPPER. START. ▶▶▶

Programming and Allocations Committee

January 10, 2024

# Evolving and Growing the Pilot Program

## Concept to Reality

(Phase 1: Done)

- Establish policy framework
- Transit agency support and partnership
- Subsidy program by MTC and operators

## Foundational Program Structure and Initial Rollout

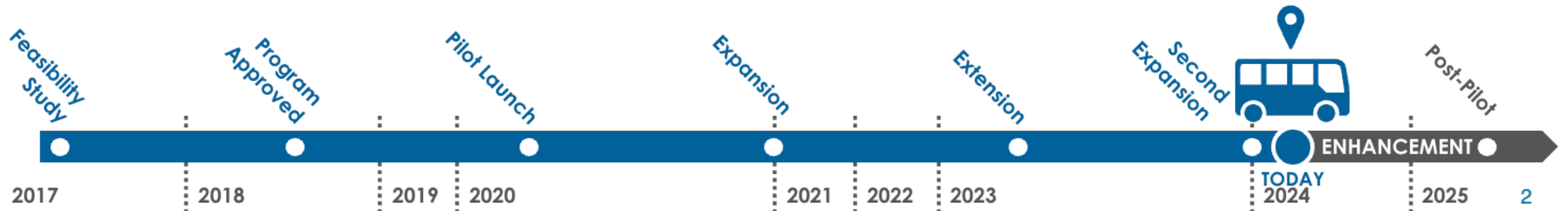
(Phase 2: Done)

- Set up system infrastructure, administrative processes
- Customer roll out
- Pilot evaluation

## Grow the Program: Increase participation and reach

(Phase 3: Continuing and New)

- Consistent discount and agency participation
- Targeted marketing and outreach
- Remove barriers to sign up
- Continual process improvements



# Applying the Pillars of MTC's Equity Platform



## Define and Measure

Establish Goals and Metrics



## Listen and Learn

Co-create



## Focus and Deliver

Partner and Execute



## Train and Grow

Use results to improve future policy and programs

**We Are Here**

**Evolving and Growing the Program**

**Applying Stakeholder Feedback to "Phase 3"**

**Program Implementation**

**Phase 3 Assessment**

# Clipper START Pilot Program Framework

## Goal:

Make transit more affordable for people with low incomes

Develop implementation options that are financially viable and administratively feasible

Move towards a more regional consistent standard for fare discounts



Pilot program  
July 2020 - June 2025



Starting January 2024  
50% Discount



Discount Subsidized jointly  
by MTC and Transit Agencies



Centrally Administered on Clipper



Participant Eligibility:  
Adult (19-64) riders at/below  
200% Federal Poverty Level

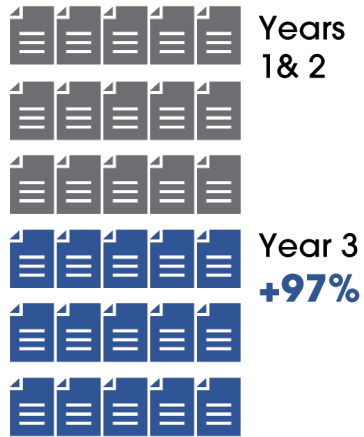


Discount applied to single-ride adult fare

# Clipper START Customer Statistics

Through November 2023

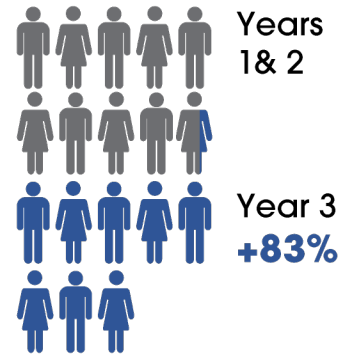
**Applications Submitted**  
**29K Total**



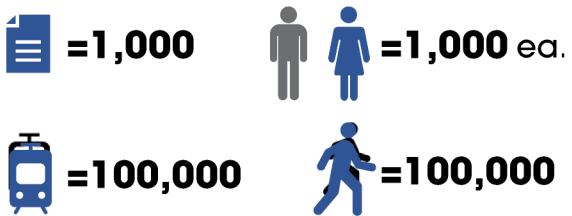
**Program Enrollees**  
**25K Total**



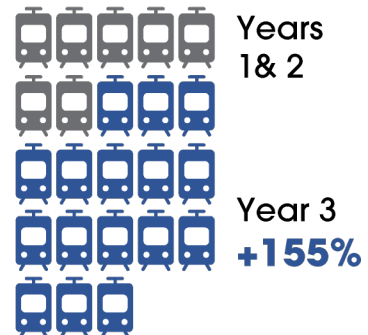
**Active Program users**  
**17.9K Total**



**Key**



**Number of trips**  
**2.8M Total**



**Number of transfers**  
**582K Total**



# Factors Contributing to Driving Uptake

Strategies Being Advanced		Other Factors
<p><b>NEW</b></p> <p>Clipper-wide transit agency participation &amp; 50% discount</p>	<p>Continuing Marketing and Outreach Efforts:</p> <ul style="list-style-type: none"><li>• Equity Priority Community geographic targeting</li><li>• Multilingual marketing materials</li></ul>	

# Marketing and Outreach

- Continue effective campaign with input from marketing assessment
- Improved coordination with transit operators
- Contract with community-based organizations
- Develop new resources such as videos



**50% OFF**  
AC Transit,  
BART and  
all Bay Area  
transit

- Discounts for Bay Area residents, ages 19-64 who meet certain income levels.
- Scan the code to see if you qualify.

Instant savings on every ride!  
**START** ▶▶  
clipperstartcard.com  
Apply today!

AC Transit BART



**50% DE DESCUENTO**  
en Muni, BART y todo el transporte público del Área de la Bahía

- Descuentos para residentes del Área de la Bahía de 19 a 64 años que cumplan con ciertos niveles de Ingresos.
- Escanee el código para ver si califica.

¡Ahorros instantáneos en cada viaje!  
**START** ▶▶  
clipperstartcard.com  
¡Aplica hoy!

EPO

Muni BART

# Exploring Customer-Focused Strategies

## Cross-Cutting Challenges in Means-Based Policies/Programs

- **Reaching Eligible Residents**

Auto-Enrollment

Self-Verification

Marketing

- **Eligibility Threshold**

- **Product Improvement: Fare Policy**

- **Engagement**



## Internal Means-Based Agency Coordination

- **Regional Survey Results — Spring 2024**

- Transit Passenger Snapshot Survey: Passenger habits, riders' demographics, frequency of trip-making, trip purposes

- Travel Diary Study

- **Unified Benefits Portal – On-going**

- One-stop-shop customer application for MTC's transportation benefit enrollment

- **Technical Analysis — January 2024 to summer 2024**

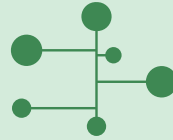


# Technical Analysis

## Range of Options for Each Strategy: Preliminary Assessment

How will this strategy impact:

- Ease for customer use and participation rate?
- Subsidy Needs?
- Regulatory challenges/authority?
- Timelines and cost?



### Auto-enrollment

**Enrollees in partner programs are enrolled into Clipper START by default**

- County level (e.g. CalFresh)
- State level (e.g. Medi-Cal)
- Transit Peer Agency Programs (e.g. SFMTA Lifeline)
- Automated cross-enrollment among MTC programs



### Self-verification

**Simplified eligibility verification process**

- Expanded Automated Verification
- Community Based Organization (CBO) Peer Verification
- Open Self-Verification (Honor System)



### Eligibility Threshold (ET)

**ET income level adjustment; ET definition**

- Income level amount
- Federal Poverty Level vs. Area Median Income (County)

# Next Steps

- Program monitoring
- Continuous improvement in marketing and outreach efforts
- Spring/summer findings from survey and technical analysis – to inform Program Enhancements

