SamTrans Means-Based Fares / Clipper START Pilot Program

Virtual Public Meeting
September 29, 2020
Meeting Logistics

• All attendees are muted
• Questions/Comments:
  o Type using Q&A Option (at any point)
  o Raise hand
  o On Phone: Press *9
  o Q&A at the End of Presentation

• Recording of the presentation will be available after the webinar
• Email option for questions/comments: Changes@samtrans.com
Raise your hand if:

• You live in San Mateo County
• You’ve ridden SamTrans
Clipper START Background

- Clipper START program, administered by the MTC, offers discount on single-ride fares to eligible low-income adults

- Eligibility based on 200% of the federal poverty household income level and household size

- Pilot program would last 12 months
Clipper START Program Objectives

- Make transit more affordable for low-income residents
- Move towards a more consistent regional standard for fare discounts
- Develop implementation options that are financially viable and administratively feasible
Regional Participation and Timeline

- Four agencies launched July 2020:
  - BART: 20% discount
  - Caltrain, GG Transit/Ferry, SFMTA: 50% discount

- SamTrans would join January 2021
  - Program ends January 2022 (12-month pilot program)
MTC Application Process

1. CUSTOMER APPLIES
2. ELIGIBILITY VERIFIER REVIEWS & CONFIRMS INFORMATION
3. PERSONALIZED CARD MAILED
MTC Eligibility Requirements

Proof of Identity (need one):
• Driver’s license
• Passport
• City ID Card
• State ID Card
• Permanent Resident Card
• US Military Card
• Matricula Consular Card

Proof of Income (need one):
• EBT or Medi-Cal card
• SFMTA Lifeline Pass
• County Benefits Eligibility Letter
• Tax Form
Program Evaluation

- Evaluation occurs at mid-point and end of pilot program

<table>
<thead>
<tr>
<th>Awareness &amp; Marketing</th>
<th>Customer Experience</th>
<th>Financial Viability</th>
<th>Administrative Feasibility</th>
<th>Affordability</th>
<th>Access + Mobility</th>
</tr>
</thead>
<tbody>
<tr>
<td>How effective was the program’s outreach?</td>
<td>How easy was it to enroll in Clipper START?</td>
<td>How did the program change transit agency revenues?</td>
<td>What were the successes and challenges in delivering the Clipper START program?</td>
<td>Did participants’ transportation costs decrease due to Clipper START?</td>
<td>Do participants have more access to opportunity because of the discount?</td>
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<tr>
<td>How did people learn about Clipper START?</td>
<td>Was managing and using the card straightforward and effective?</td>
<td>And ridership?</td>
<td>What does it take to manage and deliver the program?</td>
<td>How did lower fares impact other aspects of people’s lives?</td>
<td>How did people’s travel patterns change after enrolling in Clipper START?</td>
</tr>
<tr>
<td>How many people applied and enrolled, and what do we know about them?</td>
<td></td>
<td>What were agency costs?</td>
<td>Where does the program fit in the organization?</td>
<td></td>
<td>What were the top travel destinations for participants?</td>
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<td>How was the MTC subsidy spent to cover program participation?</td>
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<td></td>
<td>What transit or transportation service did people use?</td>
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</tbody>
</table>
Ways to Provide Input

- Tonight’s virtual meeting
- **Visit our dedicated webpage with comment form**
  - [samtrans.com/clipperstart](http://samtrans.com/clipperstart)
- Give public comment at the October 7, Board of Directors meeting (via Zoom)
- Email: [changes@samtrans.com](mailto:changes@samtrans.com)
- Call Us: 1-800-660-4287
Learn More…

Best source of program info is: ClipperStartCard.com
Questions/Comments:

- Type using Q&A Option
- Raise hand
- On Phone: Press *9

More comment options:

- Online: samtrans.com/clipperstart
- Email: Changes@samtrans.com
Feedback and Questions

Should SamTrans join Clipper START?

Do you have any other feedback on Clipper START or other fare programs?