

**SAMTRANS**  
**CORRESPONDENCE**  
**as of 10-6-2021**

**From:** [Adina Levin](#)  
**To:** [Seamans, Dora](#)  
**Subject:** Letter from Voices for Public Transportation, SamTrans Strategic Planning Committee #B4  
**Date:** Tuesday, October 5, 2021 3:55:01 PM  
**Attachments:** [2021-10-04 VPTFare Integration Support Letter\\_Samtrans.pdf](#)

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Hello, Clerk Seamans,

Here is a letter from Voices for Public Transportation regarding SamTrans Board Strategic Planning Committee #B4 for October 6.

Thank you,

- Adina  
Adina Levin  
Friends of Caltrain  
<https://greencaltrain.com>  
650-646-4344



October 5, 2021

Re: Oct. 6 SamTrans Board meeting, Item B.5: Regional Fare Coordination Study

Dear SamTrans Board Members,

We submit this joint letter as individual members of **Voices for Public Transportation**, a coalition of community-based organizations, labor, and equity advocates dedicated to supporting a major regional funding measure for public transportation to improve the health and wellness of our communities, environment, and economy.

VPT's platform for Bay Area transit investments includes a goal to "create integrated, affordable fares, expanding reduced-fare and free-fare programs throughout the Bay Area for the riders who need them most, including people with disabilities for both fixed route and paratransit."

**We believe the recommendations for the region's Fare Integration Study provide solid first steps toward advancing the goals of the platform for integrated, affordable fares.**

However, we are concerned that the study holds back from recommending future steps with deeper levels of integration and affordability because of funding needs.

We believe the recommendations should be stronger in advancing deeper levels of integration and affordability. We strongly support the pursuit of additional funds for fair fares and affordability as part of a future regional funding measure.

**Specifically, we support the [initial recommendations](#) of the study, including:**

- Piloting multi-agency prepaid transit passes that can be distributed to riders by employers, transportation management associations, unions, colleges/universities, and housing developments to immediately help rebuild and grow transit ridership
- Free inter-agency transfers across the region, which the study estimates would bring over 25,000 new daily riders to transit - as much as some of our region's flagship bus lines

We also strongly support the recommendation to standardize regional fares on services such as BART, Caltrain, regional buses and ferries. The study estimates this would bring 68,000 new daily transit riders, and cut driving by as much as 850,000 miles daily.

As the region works together to bring riders back to transit following the impacts of Covid, the study indicates that providing integrated fares is among the most cost-effective strategies available to increase

transit ridership. The study shows that the outcomes would be valuable to provide mobility for low-income residents; to support our economy as the region recovers from Covid; to support needed housing; and to reduce the region's largest source of greenhouse gas emissions.

While the deeper levels of fare integration cost additional subsidies, the business case shows that fare integration is a highly cost-effective strategy for increasing ridership, more cost effective than most bus and rail capital improvement projects. As such, funding for fare integration, including creating a standard lower local transit fare across the region, should be presented as an option for funding to members of the public as part of a public process for a future regional funding measure.

Thank you for your consideration.

Hayley Currier  
TransForm

Vinita Goyal  
San Francisco Transit Riders

Ian Griffiths  
Seamless Bay Area

Carol Taylor  
Mary Lim-Lampe, JD  
Genesis Disability Transit Task Force

**From:** [Ian Griffiths](#)  
**To:** [Public Comment](#)  
**Subject:** Joint public comment letter from 43 Groups on Oct.6 SamTrans Board meeting, Item B5  
**Date:** Tuesday, October 5, 2021 3:34:53 PM  
**Attachments:** [2021-10-05 Fare Integration Support Sign-on SamTrans.pdf](#)

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You don't often get email from [ian@seamlessbayarea.org](mailto:ian@seamlessbayarea.org). [Learn why this is important](#)

**ATTENTION:** This email came from an external source. Do not open attachments or click on links from unknown senders.

Greetings,

Please find attached a joint letter, co-signed by 43 Bay Area groups (including rider groups, community-based organizations, affordable housing groups, private companies, business groups, cities and others) regarding Item B.5, Regional Fare Coordination Study, of tomorrow's SamTrans Board meeting.

Please distribute to the relevant board members and staff.

Thank you,

--

Ian Griffiths  
Co-Founder & Director, Seamless Bay Area  
415.741.8616  
[www.seamlessbayarea.org](http://www.seamlessbayarea.org)



October 5, 2021

Re: Oct. 6 SamTrans Board Meeting, Item B.5. Update on the Regional Fare Coordination Study

Dear SamTrans Board Members,

Thank you very much for advancing the Regional Fare Coordination and Integration study.

We strongly support the [initial recommendations](#) of the study, including:

- Piloting multi-agency transit passes that can be distributed to riders by employers, transportation management associations, colleges/universities, and housing developments. (“Tier 1”)
- Free transfers across the region (“Tier 2”), which is estimated to bring at least 25,000 new daily riders to transit - as much as some of our region’s flagship bus lines

Within Tier 1, we encourage moving up affordable housing developments in priority for the pilot, since this has the potential for substantial equity benefits, and will provide valuable pilot feedback from a diverse set of low-income transit riders.

In addition, given the tremendous benefits of standardizing fare structures for regional services (“Tier 3”) - which, based on the study, could bring 68,000 new daily transit riders and reduce over 800,000 daily vehicle miles traveled (VMT) from our roads - **we strongly support progress toward Tier 3, including setting up the appropriate decision-making structures and identifying the new funding sources that can support that level of integration.**

For comparison, the ridership increase associated with Tier 3 is similar to Caltrain’s ridership before Covid, and the reduction in driving miles and pollution is four times that projected of Caltrain electrification, one of our region’s flagship capital projects.

As the region works together to bring riders back to transit following the impacts of Covid, the study indicates that providing integrated fares is among the most cost-effective strategies available to increase transit ridership.

The study shows that the outcomes would be valuable to provide mobility for low-income residents; to support our economy as the region recovers from Covid; to support needed housing; and to reduce the region’s largest source of greenhouse gas emissions.

Lastly, we would like to encourage the Task Force and MTC to continue to keep open the possibility for eventual movement to “Tier 4” integration, a fully integrated fare system as is currently in place across many high-ridership regions. The business case indicates that some versions of Tier 4 may have the potential to offer even greater ridership and VMT benefits than Tier 3.

In addition, MTC’s [current wayfinding business case](#) study shows an additional \$150-\$300 million in economic and environmental benefits delivered by the deepest level of wayfinding and branding integration, but which is dependent upon fully integrated fares consistent with “Tier 4” of the fare integration study. And MTC’s polling shows about a 90% approval rating for wayfinding and fare integration improvements.

The deeper levels of fare integration will require additional funding to achieve the substantial benefits. And it will be essential for these strategies to be implemented in a manner that supports equity for vulnerable residents and the financial viability of transit agencies. These decisions should be brought into the region’s consideration of a potential regional transportation funding measure, as part of a broad conversation about the goals and values for transit funding.

Thank you for your consideration,

Adina Levin  
**Friends of Caltrain**

Ian Griffiths, Policy Director  
**Seamless Bay Area**

Gwen Litvak  
**Bay Area Council**

John Ristow  
**Director of Transportation, City of San Jose**

Tiffany Rodriguez,  
**Manager, Transportation Solutions,  
Associated Students, San Jose State  
University**

Angie Evans  
**Palo Alto Forward**

Kelsey Banes  
**Peninsula for Everyone**

Evelyn Stivers  
**Housing Leadership Council of San Mateo  
County**

Sheri Bruns  
**Executive Director, Silicon Valley Independent  
Living Center**

Vanessa Bohm  
**Urban Environmentalists**

Debbie Toth, President & CEO  
**Choice in Aging**

Bruce England  
**Mountain View Coalition for Sustainable  
Planning**

Lauren Weston, Executive Director  
**Acterra: Action for a Healthy Planet**

Jason Baker  
**Silicon Valley Leadership Group**

Jonathon Kass, Transportation Policy Manager  
**SPUR**

Roseanne Foust, President & CEO  
**San Mateo County Economic Development  
Association (SAMCEDA)**

Jordon Wing  
**Streets for People Bay Area**

Diane Bailey, Executive Director  
**Menlo Spark**

Petra Silton  
**Thrive Alliance: The Alliance of Non-profits  
for San Mateo County**

Riya Master  
**External Affairs Vice President, Associated  
Students of the University of California**

Kristina Pappas, President  
**San Francisco League of Conservation Voters**

Jack Kurzweil  
**Wellstone Democratic Renewal Club**

Jeffrey Levin, Policy Director  
**East Bay Housing Organizations**

Michael Abramson  
**Mountain View YIMBY**

Helena Chang, Advocacy Program Manager  
**The Center for Independent Living (TheCIL)**

Greg Magofña, Co-Executive  
**East Bay for Everyone**

Jim Baker, CEO & Founder  
**Xentrans**

Marco Echeandia, Director of Sustainability  
**Associated Students of San Jose State  
University**



Kathryn Hagerman Medina, Director, Customer Success, **RideAmigos**

Debra Ballinger, Executive Director  
**Monument Impact**

Rorbert Feinbaum  
**SaveMUNI**

Tina Martin  
**Mothers Out Front San Francisco**

David Sorrell, TDM-CP  
**Northern California Chapter, Association for Commuter Transportation**

Russ Hancock, President & CEO  
**Joint Venture Silicon Valley**

Ahleli Cuenca  
**Youth Leadership Institute**

Nicole Kemeny, President  
**350 Silicon Valley**

Antonio Maldonado, Director of Business Affairs  
**Associated Students of San Jose State University**

Zach Drucker  
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Jack Sweringen  
**Friends of SMART**

Hans Larsen, Public Works Director  
**City of Fremont**

Justine Marcus  
**Enterprise Community Partners**

Adam Thongsavat, Public Policy  
**Airbnb**

Michael Gliksohn, Treasurer  
**Richmond Progressive Alliance**

Marlene Santoyo  
**Menlo Together**