

SamTrans Means-Based Fares / Clipper START Pilot Program

Virtual Public Meeting
September 29, 2020

Meeting Logistics

- All attendees are muted
- Questions/Comments:
 - Type using Q&A Option (at any point)
 - Raise hand
 - On Phone: Press *9
 - 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

Testing...

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

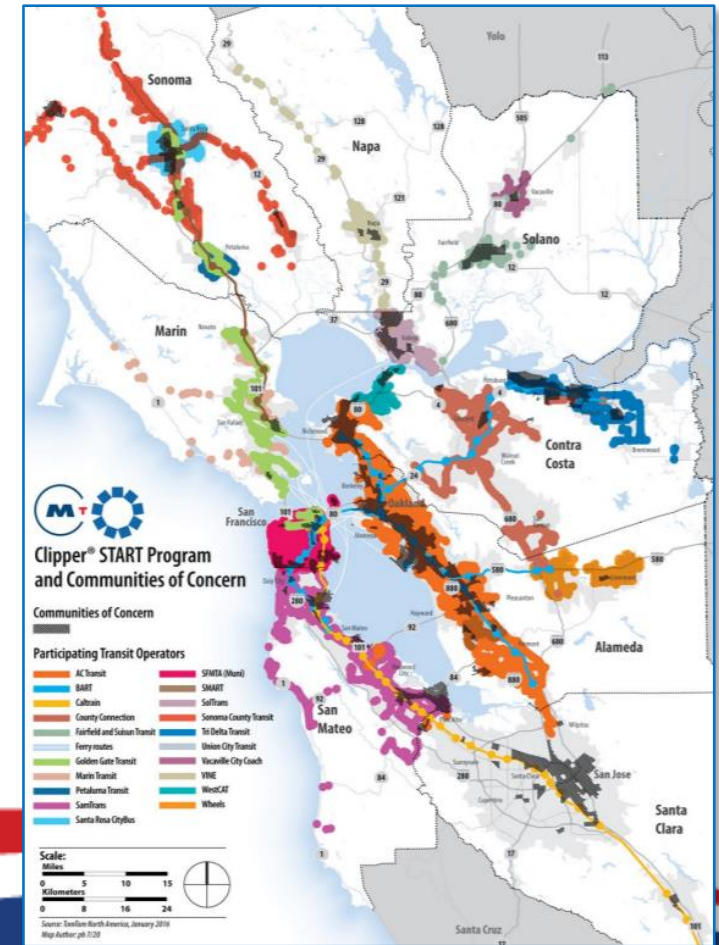
Clipper START Program Objectives

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

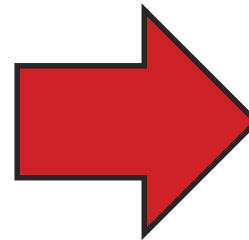
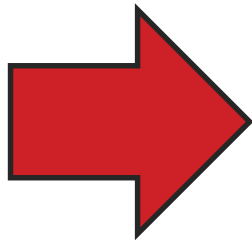


Regional Participation and Timeline

- 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



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

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

Ways to Provide Input

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

Learn More...

Best source of program info is: ClipperStartCard.com



Questions/Comments

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?