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**Policy Advisory Council
Equity and Access Subcommittee
10:30 – 11:00 a.m.**

Wednesday, November 9, 2016
Bay Area MetroCenter
Golden Gate Conference Room
375 Beale Street, 8th Floor
San Francisco, CA 94105

The Policy Advisory Council advises the Metropolitan Transportation Commission on transportation policies in the San Francisco Bay Area, incorporating diverse perspectives relating to the environment, the economy and social equity.

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Staff Liaison: Pam Grove
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AGENDA

- 1. Welcome**
- 2. New Business[†] (5 minutes)**
Members of the subcommittee may bring up new business for discussion or addition to a future agenda.
- 3. Clipper Low-Income Card Distribution Partnership *(20 minutes)**
Staff will provide information on its efforts to ensure low-income and limited English-proficient transit riders access to Clipper cards, including its current partnership with TransForm, a Bay Area nonprofit transportation advocacy organization.

- 4. Public Comment on Items Not on the Agenda[†] (5 minutes)**

[†]Note: The subcommittee will not take action on items not listed on today's agenda.

Presented By	Action
Jim Blacksten	Information
Jim Blacksten	Information
Lysa Hale, MTC Staff	Information and Discussion
Jim Blacksten	Information

Presented
By **Action**

5. Adjourn/Next Meeting: December 14, 2016

- * Attachment sent to members, key staff, and others as appropriate. Copies will be available at the meeting.
- ** Attachment to be distributed at the meeting.

Note: All items on the agenda are subject to action and/or change by the subcommittee. Actions recommended by staff are subject to change by the subcommittee.

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For information or questions regarding this meeting, call Pam Grove at 415.778.6706.

Public Comment: The public is encouraged to comment on agenda items at committee meetings by completing a request-to-speak card (available from staff) and passing it to the committee secretary. Public comment may be limited by any of the procedures set forth in Section 3.09 of MTC's Procedures Manual (Resolution No. 1058, Revised) if, in the chair's judgment, it is necessary to maintain the orderly flow of business.

Meeting Conduct: If this meeting is willfully interrupted or disrupted by one or more persons rendering orderly conduct of the meeting unfeasible, the Chair may order the removal of individuals who are willfully disrupting the meeting. Such individuals may be arrested. If order cannot be restored by such removal, the members of the committee may direct that the meeting room be cleared (except for representatives of the press or other news media not participating in the disturbance), and the session may continue.

Accessibility and Title VI: MTC provides services/accommodations upon request to persons with disabilities and individuals who are limited-English proficient who wish to address Commission matters. For accommodations or translations assistance, please call 415.778.6757. We require three working days' notice to accommodate your request.

可及性和法令第六章: MTC根據要求向希望來委員會討論有關事宜的殘疾人士及英語有限者提供服務/方便。需要便利設施或翻譯協助者，請致電415.778.6757。我們要求您在三個工作日告知，以滿足您的要求。

Acceso y el Título VI: La MTC puede proveer asistencia/facilitar la comunicación a las personas discapacitadas y los individuos con conocimiento limitado del inglés quienes quieran dirigirse a la Comisión. Para solicitar asistencia, por favor llame al número 415.778.6757. Requerimos que solicite asistencia con tres días hábiles de anticipación para poderle proveer asistencia.



METROPOLITAN
TRANSPORTATION
COMMISSION

Bay Area Metro Center
375 Beale Street
San Francisco, CA 94105
TEL 415.778.6700
WEB www.mtc.ca.gov

Memorandum

TO: Policy Advisory Council
Equity and Access Subcommittee

DATE: November 2, 2016

FR: Lysa Hale, MTC Staff

RE: Clipper® Low-Income Card Distribution Partnership

Background

The Metropolitan Transportation Commission (MTC) wants to ensure low-income and limited English-proficient individuals have access to Clipper® and that card fees are not a barrier to Clipper® adoption. Adult Clipper® cards normally cost \$3; there is no fee for youth or senior cards. In the past, MTC has conducted the following activities as part of this effort:

- Worked with community-based organizations (CBOs) to make free adult Clipper® cards available to their clients. Since January 2016, MTC has provided 12 organizations with approximately 1,600 free cards.
- Participated in limited efforts to test the distribution of cards to target audiences through partner organizations. The first such effort was by the San Francisco Department of the Environment, which conducted direct mail campaigns targeting the Mission and Ingleside neighborhoods in San Francisco in late 2015 and early 2016. The distribution to the Mission neighborhood was successful: aggregate card usage monitoring showed 16.7% of the cards had been used in a three-month period, with 59.2 fare payment transactions per card used in that time.
- Distribution of free cards: Distribution takes place in targeted communities and neighborhoods through outreach events at transit centers, hubs and stops and through “ride-alongs” onboard transit vehicles. These efforts are usually in conjunction with a broader campaign, often with a focus on low-income and limited English-proficient audiences. In fiscal year 2015-16, MTC distributed approximately 4,200 free cards through these events.

TransForm Low-Income Card Distribution Partnership

TransForm, a leading nonprofit transportation advocacy organization in the San Francisco Bay Area, invited MTC to be a partner on a new project intended to improve mobility in San Francisco. TransForm was awarded a grant from Just Transit SF to develop an incentive system that helps people, especially low-income and transit-dependent residents, find better and more affordable transportation options in the San Francisco region.

As part of that system, TransForm is giving out pre-loaded Clipper® cards with incentives for setting up automatic reloading. MTC is providing an initial 1,000 cards at no fee. TransForm and MTC hope to help low-income riders take advantage of discounts on Muni fares and transfer more easily between Muni and connecting transit agencies.

Other partners in the program include:

- Swiftly, a mobile app that shows transit directions, arrival times, costs, and the benefits of taking alternative transportation (like walking and biking). The Swiftly app gives people all their options for mobility, so they can easily find alternatives when they need to get somewhere faster than anticipated via traditional transit.
- The San Francisco Municipal Transportation Agency (SFMTA) is coordinating CBO outreach efforts with TransForm and is also building awareness of SFMTA's MuniMobile app. This coordinated effort extends the effectiveness of Muni's equity strategy, as we are working to ensure that affordable and dependable public transportation is easily available to the people who rely on it daily for their most basic needs.

To ensure that this project will focus on the communities who need it most, TransForm also is partnering with CBOs throughout the city, especially those that serve low-income communities of color, with a special emphasis on transit lines with high levels of cash-fare paying customers as well as some that have recently undergone rapid bus upgrades, such as the 14 (Mission), 9 (Excelsior, Visitacion Valley), 31 (Outer Richmond), 28 (Outer Sunset), and 48 (Outer Sunset, Mission, Portrero).

MTC will provide aggregated monitoring of cards distributed through the effort to assist in measuring results of the program.

For more information, please contact the Clipper® outreach coordinator, Lysa Hale, at 415-778-5284 or lhale@mtc.ca.gov.