

# Fare Integration

*Delivering rider-friendly fare products and programs helps make transit more affordable for today's users and encourages more people to use transit.*



Photo: Noah Berg

## Regional Initiatives



**CLIPPER.**  
**BayPass**

**Clipper BayPass pilot program** provides

unlimited rides on all bus, rail and ferry services in the Bay Area.

Initially offered to educational institutions and affordable housing communities, Clipper BayPass is now being sold to employers.



**The Clipper START pilot program** offers low-income Bay Area residents who make up to 200% of the federal poverty level a 50% discount on their transit fares.

MTC subsidizes operator revenue impacts with up to \$8 million/year.

### Free & Reduced Transfers

Launching with **Next Generation Clipper** system, a regional fare pilot policy will offer a \$2.75 transfer discount whenever a customer transfers between agencies. The \$11 million/year, MTC-funded policy is expected to grow ridership by up to 27,000 riders per day.



### Common Regional Fare Structure

Fully deploying a common fare structure **could ultimately increase daily ridership by 70,000** based on the findings of the Fare Coordination & Integration Study. A next step called for in that study is to study a common fare structure on regional rail systems.

[mtc.ca.gov/FareCoordination](https://mtc.ca.gov/FareCoordination)

## Transforming Regional Transit Fares

**\$80 – \$100 Million\***

annual investment could deliver



- ✓ Single fare structure for regional transit service — generating ridership growth of 70,000+ riders a day
- ✓ Savings for all riders using local bus/LRT, rail, ferry, and express bus
- ✓ Regional daily/weekly/monthly passes and fare caps maximums for all types of users
- ✓ Free transfers between operators

### Generating Results For Riders Today

CLIPPER.  
**START** ▶▶

**64%**

of users report taking more public transit trips because of **Clipper START**

**61%**

of users say *“it is now easier for me to cover all my expenses”*

 **CLIPPER.**  
**BayPass**

**40%**

increase in ridership by **Clipper BayPass** users in Phase 1 of Pilot in random control trial of 20,000 Clipper BayPass users compared to non-users at Bay Area universities

**1st**

**Clipper BayPass** is the first product that provides unlimited travel on all Bay Area transit

### Funding

MTC and regional partners are piloting Fare Integration initiatives to make fares more affordable and encourage more people to take transit.

The cost to implement the full suite of fare integration initiatives ranges from \$80-\$100 million\* per year but Clipper START and free and reduced transfers could be extended for approximately \$20 million per year.

\* Amount determined by the Bay Area Fare Coordination & Integration Study and Business Case.