



Authorization to Participate in the Clipper START Low-income Transit Fare Subsidy Pilot Program

City Council Meeting
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CURRENT

- The Metropolitan Transportation Commission administers the regional Clipper Card Program that the City has participated in since 2015
- In July 2020 the region's largest operators began participating in a pilot program to provide a reduced single-ride fare for low-income adult transit riders via Clipper Card
- As a COVID-19 recovery strategy, MTC has opened participation to the other transit operators in the region

CURRENT

- Participation in Clipper START Pilot Program would enable 20% discount on single-ride fares for eligible low-income adults (earning less than 200% of the federal poverty level) through January 2022
 - 50% of lost fare revenue resulting from CityBus' participation in the program would be reimbursed by MTC
 - Transit Enterprise would absorb the remaining 50% in lost fare revenue

PROPOSED

- Approve participation in the Clipper START Means Based Transit Fare Discount Pilot Program
 - Single-ride fare for participating low-income adults (age 18-64) would be \$1.20 rather than \$1.50
- Request programming of \$102,420 for MTC's portion of the discount reimbursement
- Based on current assumptions related to ridership recovery and program participation, Transit Enterprise expects to absorb between \$15,000 and \$35,000 in lost fare revenue during pilot period

BENEFIT

- Provide immediate financial benefit for economically vulnerable riders during pandemic
- Fill gap in current discount program for low-income adults who are ineligible for discounts for youth, seniors, or people with disabilities
- Increase participation in the Clipper Card program (reduces cash-handling and related costs)
- Join regional program to increase the consistency of discount program for transit riders
- MTC covers program administration and subsidizes 50% of lost revenue

RECOMMENDATION

It is recommended by the Transportation and Public Works Department that the Council, by resolution, 1) authorize participation in the Clipper START Pilot Program, at a 20% discount rate for adult single-ride fares through January 15, 2022; 2) request that the Metropolitan Transportation Commission program funds of \$102,420 for the proposed “Clipper START Pilot” project to cover 50% of the lost fare revenue; and 3) authorize the City Manager or his designee to negotiate, prepare and/or execute any necessary documents related to the Clipper START Program, including to submit to Metropolitan Transportation Commission, the Sonoma County Transportation Authority, and/or such other agencies as may be appropriate.

Questions?