

June 17, 2022

AUDIO & VIDEO CONFERENCE



PUBLIC HEARING TO RECEIVE COMMENT ON A PROPOSED PILOT PROGRAM FOR AN EDUCATIONAL/INSTITUTIONAL CLIPPER PASS ON GOLDEN GATE TRANSIT BUS AND GOLDEN GATE FERRY

Thursday, June 23, 2022, 9:00 a.m.

View the Livestream of this Meeting at:

<https://www.youtube.com/user/goldengatedistrict>

Or Listen and Comment at: (415) 569-6446

Public Comment Note: Pursuant to Assembly Bill 361, this public hearing will be conducted virtually (no physical location). Members of the public are encouraged to participate remotely via the livestream link or teleconference number listed on the public hearing notice. During the public hearing comment period, your name will be called in the order received. Public comments may also be submitted by e-mail to publichearing@goldengate.org. Comments submitted before the Public Hearing will be provided to the Board of Directors before or during the meeting. All comments must be received by 4:30 p.m. on Friday, June 23, 2022. **Persons who wish to submit public hearing testimony during the virtual public hearing may only do so through the call-in number at (415) 569-6446 and are encouraged to call in at least 15 minutes prior to the start of the public hearing.**

Background

In November 2021, the Bay Area Fare Integration Task Force (FITF) adopted a Policy Vision Statement for fare integration in the 9-county region. The first action in the Statement is “[d]eployment of an all-transit agency institutional/employer pass demonstration pilot in 2022, with a focus on educational institutions, affordable housing properties, and employers of various sizes, pending available resources/technical considerations.” The Metropolitan Transportation Commission (MTC) has developed a regional fare pass pilot program to evaluate the degree to which an institutional transit pass covering all operators may increase transit ridership and better meet the needs of users and institutions, as compared to single-agency fare instruments. The Golden Gate Bridge, Highway and Transportation District (District), along with other Bay Area public transit providers, has been asked to participate in this pilot, which will be used to evaluate program performance and collect data that could be used as the basis of a revenue model for a potential permanent program.

The pilot will be structured in two phases:

- Pilot Phase 1 (Target date of August 8, 2022): Four specific educational institutions (UC Berkeley, San Francisco State University, Santa Rosa Junior College, and San Jose State University) and three affordable housing properties located on the mid-Peninsula.
- Pilot Phase 2 (2023): Employers in transit-concentrated locations, such as downtown San Francisco, Oakland, and San Jose.

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At the early outset of the pilot, there is no cost associated with the pass, and it will be an overlay on the District's existing fare structure. The Metropolitan Transportation Commission (MTC) reimbursement is estimated to make the District whole for any travel made on the District's transit system by a student using the pass to get to the specific institutions(s). Students at the identified educational institutions will get the product at no cost to the individual or to the institution.

In the second phase of the pilot, when the pass is made available to ten major employers, it will be sold to employers at a price to be determined, which is expected to generate revenue to support the program. The price of the pass product will be based on the employer's size and location.

If the program continues in a permanent manner, the intent is that the product will be sold, not offered for free, to all types of institutions (educational, for profit, and potentially others). The future pricing and design for any permanent program is intended to be informed by actual data from Phase 1 and Phase 2 of the pilot.

Public Comment Process

Public comments on this proposal can be submitted in several different ways:

1. Attend the public hearing;
2. E-mail publichearing@goldengate.org; and/or,
3. Send written comments to the District Secretary.

All comments are considered equally without regard to the manner in which the comments are submitted. Therefore, individuals do not have to attend the public hearing and provide testimony in person if they have commented through e-mail or written forms. All comments received through the above methods will be considered in the final recommendation. Comments must be submitted by close of business on Thursday, June 23, 2022.

Title VI Approach

MTC will serve as lead agency for the Title VI process. The project will be treated as a 'pilot' under Title VI, such that participating agency boards will be asked to consider approving the Title VI analysis before any successor program is launched.

MTC and BART, as the lead agencies for this project, are working with FTA now to request permission for an initial pilot period lasting a minimum of 12 months. Data from the pilot will inform the Title VI analysis of any extension beyond the pilot period.

Public Notification

Outreach on the proposal to establish a pilot program for an educational/institutional Clipper pass for Golden Gate Transit and Golden Gate Ferry began immediately after the Board authorized the public hearing, and continues to the public hearing.

Public notification activities comprised:

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- Advertisements in local publications (*Marin Independent Journal, Santa Rosa Press Democrat* and *La Voz*);
- Signage advertising the Public Hearing onboard buses and ferries and at terminals;
- Press Releases to local media;
- Social Media Postings on Facebook and Twitter;
- News item on the District's website; and
- Email blast to customers and community-based organizations.

All printed materials and handouts were available in Spanish, per the District's Limited English Proficiency (LEP) plan.

Next Steps

Following the public hearing, District staff will evaluate all comments received and determine whether any changes or modifications are required to the proposal to establish a pilot program for an educational/institutional Clipper pass for Golden Gate Transit and Golden Gate Ferry.

A final recommendation will be brought back to the Board of Directors at the July Finance-Auditing Committee meeting and to the full Board on July 22, 2022.

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