

February 27, 2025



**PUBLIC HEARING TO RECEIVE COMMENT ON THE PROPOSED ESTABLISHMENT OF A
PILOT PROGRAM FOR INTERAGENCY NO-COST OR REDUCED COST TRANSFER
CREDIT ON GOLDEN GATE TRANSIT BUS AND GOLDEN GATE FERRY**

Thursday, February 27, 2025, at 9:00 a.m.
Board Room, Administration Building,
Golden Gate Bridge Toll Plaza, San Francisco, CA

Background

In April 2024, the Metropolitan Transportation Commission (MTC) approved implementation of a Pilot Program to offer No-Cost and Reduced Cost Interagency Transfer for passengers using electronic fare payment under the Clipper® 2.0 fare program. The Pilot Program would offer a more seamless and cost-effective experience for riders when making a fixed-route trip that requires transferring between agencies and will provide for further transferring possibilities between connecting agencies, particularly where interagency transfer agreements do not currently exist.

Under the Clipper® 2.0 Pilot Program, passengers will pay the full fare on the first transit vehicle they board. Any transfer to a different transit agency within two hours will be discounted up to \$2.75 for adult fares and \$1.40 for discounted fares (Youth, Senior, Regional Transit Connection, and Clipper® START), or within three hours if the originating trip is on Golden Gate Transit (GGT), Sonoma-Marín Area Rail Transit (SMART), or Sonoma County Transit. This will provide free local bus-to-bus transfers for Clipper® 2.0 users or a fare credit when transferring to regional bus, ferry or rail systems such as SolTrans long distance express buses, WETA, SMART, Caltrain, or BART. Should the highest local bus or light rail transit fare increase above \$2.75 during the Pilot Program, the amount of the discount offered will increase to match the new highest local transit fare. For passengers transferring to GGT from other transit agencies, the transfer credit will be \$2.75 (and \$1.40 for discounted fares) or the total cost of the ride, whichever is lower. Passengers transferring to Golden Gate Ferry (GGF) from other agencies will receive a credit of \$2.75 for adult riders (and \$1.40 for discounted fares).

The Pilot Program is expected to commence at the launch of Clipper® 2.0, currently scheduled for spring/summer of 2025. Implementation of this Pilot Program is anticipated to facilitate interagency transfers and increase transit ridership among the 22 Bay Area agencies who participate in Clipper®. Each agency's participation requires governing board approval.

MTC proposes to provide each agency with funds to offset foregone fare revenue. As stated in the MOU for the Pilot Program, MTC will allocate supplemental payments up to two times during the Pilot Program, at 18 months after the Pilot Program begins, and then at the conclusion of the Pilot Program, or no later than 24 months after Pilot Program launch, whichever is sooner. A total of at least \$11 million across all 22 participating regional transit systems is being allocated by MTC to address total foregone fare revenue as a result of discounts given under the Pilot Program.

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Public Comment Process

The Golden Gate Bridge, Highway and Transportation District's (District) Rules of the Board require that the District hold a public hearing to obtain input from the public prior to establishing a new fare. Public comments on this proposal may 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 received by 4:30 p.m. on Friday, February 28, 2025.

Title VI Equity Analysis

Any fare change is subject to an equity analysis under the requirements of Title VI of the Civil Rights Act of 1964. Final recommendation to the Board after the public hearing will include the results of that Title VI equity analysis. The analysis will be completed after the public hearing in order to reflect any public comments received on the proposal to implement this Pilot Program.

Public Notification

Outreach on the proposal to establish the Pilot Program began on January 23, 2025 and continued into late-February prior to the public hearing. Public notification activities included:

- A Notice of Public Hearing was posted to the District's website;
- Public hearing notices were published in local publications (Marin Independent Journal, Santa Rosa Press Democrat, San Francisco Chronicle, East Bay Times, and La Voz);
- Posters advertising the public hearing in English and Spanish were placed onboard buses and ferries;
- Social media posts were placed on Facebook and Twitter to promote the public hearing; and
- Email blasts were sent to customers and community-based organizations.

Printed materials were made available in Spanish, per the District's Language Implementation Plan (LIP).

Next Steps

Following the public hearing, staff will evaluate all comments received and determine whether changes or modifications need to be made to the proposal to participate in the Pilot Program. A final recommendation will be brought back to the Board of Directors at the March 27, 2025 Finance-Auditing Committee meeting and to the full Board on the following day. If approved by the Board on March 28, the Free or Reduced Cost Transfer credits would go into effect on April 1, 2025, or with the launch of Clipper® 2.0 in spring/summer 2025.