



Clipper START Quarterly Update Q2 of FY21 (October – December 2020)

February 22, 2021

Means-Based Fare Pilot Program

- Growing need for discounted transit fares for low-income adults
- 2015 MTC study determined desirability and viability of a means-based pilot
- Commitment to develop a discounted fare program making Bay Area public transit more accessible to low-income adults
- **Launched July 15, 2020 as Clipper START.**

CLIPPER.
START ▶▶▶



Quarterly Updates on Clipper START

- Caltrain staff will be providing an update to the Board each quarter for the 18-month pilot program.
- Updates will include Clipper START information related to applicants and enrollees, Caltrain ridership and trip information, and revenue impact for Caltrain.
 - Data sources: MTC (application and Clipper data) and Caltrain (Clipper and revenue data).
- Today's second update is for:
 - Q2 of FY21: October 1, 2020 – December 31, 2020

Clipper START Expansion: Participating Agencies

Table 1: Participating Operators and Discount Amount Provided

<i>50% Discount</i>	<i>20% Discount</i>	
Caltrain*	AC Transit^	Santa Rosa CityBus+
Golden Gate Transit and Ferry*	BART*	SolTrans^
Marin Transit+	City Coach^	Sonoma County Transit+
SFMTA*	County Connection^	Tri Delta Transit^
SamTrans^	FAST^	Union City Transit^
San Francisco Bay Ferry (WETA)+	Napa VINE^	WestCAT^
SMART+	Petaluma Transit+	Wheels^

Notes:

* One of the initial four operators in Clipper START.

+ Joined Clipper START in November 2020.

^ Joined Clipper START in January 2021.

How many people were enrolled in Clipper START?

- As of December 2020, nearly 3,000 applications have been approved.

Table 2: Applications for Clipper START for Q2 of FY21

<i>Applications</i>	<i>10/01/20 – 10/31/20</i>	<i>11/01/20 – 11/30/20</i>	<i>12/01/20 – 12/31/20</i>	<i>Q2 Total</i>	<i>Q1+Q2 Total</i>
Total Submitted	569	687	452	1,708	3,230
Total Approved	514	621	416	1,551	2,920
Source: MTC, 2021.					

Where do applicants live in the region?

Table 3: County of Residence for Clipper START Applicants from Q2 of FY21

<i>County</i>	<i>Percentage of Total Applicants</i>
San Francisco	67.8%
Alameda	14.4%
Contra Costa	6.4%
Santa Clara	3.8%
San Mateo	3.5%
Sonoma	1.6%
Marin	1.5%
Solano	0.9%
Napa	0.2%
Total	100%
Source: MTC, 2021.	

How many trips were taken using Clipper START?

Table 4: Clipper START Trips in Q2 of FY21

<i>Total Clipper START Trips¹</i>	<i>10/01/20 – 10/31/20</i>	<i>11/01/20 – 11/30/20</i>	<i>12/01/20 – 12/31/20</i>	<i>Q2 Total</i>	<i>Percentage of Q2 Total</i>
Caltrain	327	334	413	1,074	3.7%
BART	4,596	5,364	6,018	15,978	55.0%
SFMTA	2,797	3,786	4,408	10,991	37.9%
GGBHTD (Bus and Ferry)	175	253	445	873	3.0%
SMART	N/A	4	12	16	0.1%
WETA	N/A	-	101	101	0.3%
Petaluma Transit	N/A	-	-	-	0.0%
Santa Rosa	N/A	-	-	-	0.0%
Clipper START Total Trips	7,895	9,741	11,397	29,033	100.0%

Sources:

1. MTC, 2021.



What share of transit trips were taken using Clipper START?

Table 5: Clipper START Trips in Q2 of FY21 as a Percentage of Total Ridership

Agency	October 2020		November 2020		December 2020		Q2 Ridership Total	
	Total Ridership	Clipper START % of Total Rides	Total Ridership	Clipper START % of Total Rides	Total Ridership	Clipper START % of Total Rides	Q2 Total Ridership	Clipper START % Total Rides
Caltrain ¹	103,535	0.32%	91,329	0.37%	78,768	0.52%	273,632	0.39%
BART ²	1,400,213	0.33%	1,251,984	0.43%	1,144,927	0.53%	3,797,124	0.42%
SFMTA ³	4,776,697	0.06%	3,541,188	0.11%	2,360,802	0.19%	10,678,687	0.10%
GGBHTD ⁴	64,566	0.29%	60,854	0.42%	44,749	0.99%	170,169	0.51%
WETA ^{5, 6}	19,712	0.00%	22,830	0.00%	14,818	0.68%	57,360	0.18%

Notes:

1. Source: Caltrain, 2021; MTC, 2021. 2. Source: BART, 2021; MTC, 2021. 3. Source: SFMTA, 2021; MTC, 2021. Note that SFMTA ridership only includes motor coach and trolley coach ridership. 4. Source: GGBHTD, 2021; MTC, 2021. 5. Source: WETA, 2021; MTC, 2021. 6. Note that SMART ridership was unavailable at time of reporting.



How many people used their Clipper START cards?

- As of December 2020, about 35% of the Clipper START cards that had been issued were in use across the region.
 - Of the cards in use, about 5% of the Clipper START cards were used on Caltrain.

Table 6: Unique Clipper START Cards in Use by Month for Q2 of FY21

<i>Total Number of Unique Clipper START Cards in Use</i>	<i>10/01/20 – 10/31/20</i>	<i>11/01/20 – 11/30/20</i>	<i>12/01/20 – 12/31/20</i>
Caltrain	47	52	53
BART	379	456	503
SFMTA	343	468	570
GGBHTD (Bus and Ferry)	30	35	39
SMART	0	3	5
WETA	0	0	12
Overall Clipper System	650	847	995
Source: MTC, 2021.			

Where did Clipper START riders take trips on Caltrain?

- Top Clipper START rider stations for Q2 of FY21: San Francisco Fourth & King, 22nd Street, South San Francisco, Palo Alto, and San Jose Diridon stations.
- Transfers in Q2 of FY21:
 - About 13% of Clipper START trips on Caltrain involved a transfer to another transit system.
 - Across the region, about 7% of Clipper START trips involved a transfer to another transit system.

When did Clipper START riders take trips on Caltrain?

- During Q2 of FY21, about 86% of Caltrain's Clipper START trips were made on a weekday.
 - This is consistent across all participating agencies.

Table 7: Day of Week for Clipper START Trips on Caltrain in Q2 of FY21

<i>Month</i>	<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>	<i>Total</i>
October	11	57	47	60	51	71	30	327
November	20	71	52	57	44	56	34	334
December	10	70	84	77	71	66	35	413
Total	41	198	183	194	166	193	99	1,074
Percent of Total	4%	18%	17%	18%	15%	18%	9%	100%

Source: Caltrain, 2021.

When did Clipper START riders take trips on Caltrain?

- During Q2 of FY21, about 61% of Caltrain's Clipper START trips were made during the peak periods.

Table 8: Time of Day for Clipper START Trips on Caltrain in Q2 of FY21

<i>Month</i>	<i>AM Peak (6am-10am)</i>	<i>Midday (10am-3pm)</i>	<i>PM Peak (3pm-7pm)</i>	<i>Off-Peak (7pm-6am)</i>	<i>Total</i>
October	89	57	130	51	327
November	102	69	96	67	334
December	127	107	102	77	413
Total	318	233	328	195	1,074
Percent of Total	30%	22%	31%	18%	100%

Source: Caltrain, 2021.

How did Clipper START affect Caltrain's revenue?

Table 9: Clipper START Revenue Impact for Caltrain for Q2 for FY21

<i>Month</i>	<i>Total Trips</i>	<i>Initial Fare Revenue Collected by Caltrain (~50% of full value Adult Clipper Card fare)</i>	<i>Total Discount Provided by Caltrain (~50% off of full value Adult Clipper Card fare)</i>	<i>Subsidy for Revenue Loss Provided by MTC (~10% of full value Adult Clipper Card fare)</i>	<i>Total Net Revenue for Caltrain (Initial Fare Revenue + Subsidy)</i>
October	327	\$1,040.05	\$1,048.10	\$208.01	\$1,248.06
November	334	\$1,080.55	\$1,088.50	\$216.11	\$1,296.66
December	413	\$1,382.15	\$1,390.70	\$276.43	\$1,658.58
Total	1,074	\$3,502.75	\$3,527.30	\$700.55	\$4,203.30

Notes:

1. The slight discrepancy between total fare revenue collected and the discount provided is due to rounding rules for the fares with Clipper.
2. Source: Caltrain, 2021.

How is Clipper START being promoted?

- Regional marketing effort includes:
 - News releases, e-newsletter, extensive outreach to Community Based Organizations (CBOs) and social service agencies, and paid digital ads
- Caltrain staff are actively promoting the program as well:
 - Social media (all platforms)
 - Caltrain website (including a large center button on the Caltrain homepage)
 - Brochures in multiple languages & ad cards on board the trains and stations
 - Digital display banners at the San Francisco Station
 - Partnering with VTA to help spread the word (for VTA stations, vehicles, etc.)

Next Steps

- Caltrain will continue to promote Clipper START with our partners.
- Caltrain staff will provide an update on Q3 of FY21 in spring 2021 to the JPB.

Thank you!