



# Clipper START Quarterly Update Q1 of FY21 (July – September 2020)

Citizens Advisory Committee  
November 18, 2020  
Agenda Item #9

# 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** ▶▶▶



# Clipper START Overview

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## PARTICIPATING AGENCIES AND DISCOUNT OFFERED\*

- BART (20% discount)
- Caltrain (50% discount)
- Golden Gate Transit (50% discount)
- SFMTA (50% discount)
- \*Discount applies to single-ride Clipper fares for adults

## ELIGIBILITY

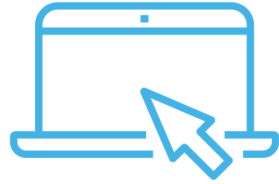
- Adults earning < 200% Federal Poverty Level (~\$50k Annual income for household of 4)

## IMPLEMENTATION

- Offered through Clipper and applied to Clipper Card single-ride fares only
- Pilot duration: 18 Months
- Centrally administered for the region

# How Do Individuals Apply?

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DESKTOP

OR



MOBILE

OR



BROCHURE

## Requirements



PROOF OF  
IDENTITY



PROOF OF  
INCOME



BAY AREA  
MAILING  
ADDRESS



ANSWER SURVEY  
QUESTIONS

# Once Enrolled...



## RECEIVE CLIPPER START CARD

Each enrolled individual will receive their own Clipper START Card in the mail.



## ADD CASH VALUE

Once they receive their Clipper START Card, individuals must add cash value to their card.



## RIDE!

Individuals should use Clipper START like any other Clipper Card on BART, Caltrain, Golden Gate Bus/Ferry, and SFMTA.

On Caltrain, individuals must tag on and tag off with their Clipper START Card to receive the single-ride discount off of the regular adult Clipper fare.

# Centralized Customer Service

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## Contact Clipper START Customer Service!

Forthcoming ways to contact customer service:  
[www.clipperstartcard.com](http://www.clipperstartcard.com), phone number,  
email address, etc. *(anticipated to be available  
in coming weeks)*

# Comprehensive Outreach Approach



# Quarterly Updates on Clipper START

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- 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 first update is for:
  - Q1 of FY21: July 15, 2020 – September 30, 2020



# How many people were enrolled in Clipper START?

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- As of September 2020, 1,369 applications have been approved.

**Table 1: Applications for Clipper START for Q1 of FY21**

<i>Applications</i>	<i>07/15/20 – 07/31/20</i>	<i>08/01/20 – 08/31/20</i>	<i>09/01/20 – 09/30/20</i>	<i>Q1 Total</i>
Total Submitted	444	356	722	1,522
Total Approved	407	314	648	1,369
Source: MTC, 2020.				

# Where do applicants live in the region?

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**Table 2: County of Residence for Clipper START Applicants from Q1 of FY21**

<i>County</i>	<i>Percentage of Total Applicants</i>
San Francisco	69%
Alameda	12%
Contra Costa	6%
Santa Clara	4%
San Mateo	3%
Marin	2%
Solano	2%
Sonoma	1%
Napa	0%
<b>Total</b>	<b>100%</b>
Source: MTC, 2020.	

# How many trips were taken using Clipper START?

**Table 3: Clipper START Trips in Q1 of FY21**

<i>Total Clipper START Trips<sup>1</sup></i>	<i>07/15/20 – 07/31/20</i>	<i>08/01/20 – 08/31/20</i>	<i>09/01/20 – 09/30/20</i>	<i>Q1 Total</i>	<i>Percent of Q1 Total</i>
Caltrain	3	71	183	257	4.3%
BART	92	1,234	2,681	4,007	66.6%
SFMTA	9	513	981	1,509	25.0%
GGBHTD (Bus and Ferry)	12	75	160	247	4.1%
<b>Clipper START Total Trips</b>	<b>116</b>	<b>1,893</b>	<b>4,006</b>	<b>6,021</b>	<b>100.0%</b>
Caltrain Total Ridership for Month <sup>2</sup>	91,850	90,737	93,484	276,071	N/A

Sources:

1. MTC, 2020; Cubic Crystal Reports, 2020.

2. The Key Caltrain Performance Statistics reports in the monthly Board packet provided the monthly ridership totals for Caltrain.



# How many people used their Clipper START cards?

- As of September 2020, about 25% of the Clipper START cards that had been issued were in use across the region.
  - Of the cards in use, about 8% of the Clipper START cards were used on Caltrain

**Table 4: Unique Clipper START Cards in Use by Month for Q1 of FY21**

<i>Total Number of Unique Clipper START Cards in Use</i>	<i>07/15/20 – 07/31/20</i>	<i>08/01/20 – 08/31/20</i>	<i>09/01/20 – 09/30/20</i>
Caltrain	1	12	28
BART	25	127	245
SFMTA	6	61	124
GGBHTD (Bus and Ferry)	2	10	19
<b>Overall Clipper System</b>	<b>31</b>	<b>127</b>	<b>343</b>
Source: MTC, 2020.			

# Where did Clipper START riders take trips on Caltrain?

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- Top Clipper START rider stations for Q1 of FY21: San Francisco Fourth & King, South San Francisco, and San Jose Diridon
- Transfers in Q1 of FY21:
  - About 9% of Clipper START trips on Caltrain involved a transfer to another transit system.
  - Across the region, about 5% of Clipper START trips involved a transfer to another transit system.

# When did Clipper START riders take trips on Caltrain?

- During Q1 of FY21, about 90% of Caltrain's Clipper START trips were made on a weekday.
  - This is consistent across all four participating agencies.

Table 5: Day of Week for Clipper START Trips on Caltrain in Q1 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>
July	0	0	0	0	1	2	0	3
August	6	17	6	14	8	14	6	71
September	8	26	21	41	34	32	21	183
<b>Total</b>	<b>14</b>	<b>43</b>	<b>27</b>	<b>55</b>	<b>43</b>	<b>48</b>	<b>27</b>	<b>257</b>
Percent of Total	5%	17%	11%	21%	17%	19%	11%	100%

Source: Cubic Crystal Reports, 2020.

# When did Clipper START riders take trips on Caltrain?

- During Q1 of FY21, about 70% of Caltrain's Clipper START trips were made during the peak periods.

**Table 6: Time of Day for Clipper START Trips on Caltrain in Q1 of FY21**

<i>Month</i>	<i>AM Peak (6am-9am)</i>	<i>Midday (10am-3pm)</i>	<i>PM Peak (3pm-7pm)</i>	<i>Off-Peak (7pm-12am)</i>	<i>Total</i>
July	0	0	1	2	3
August	13	17	28	13	71
September	62	21	73	27	183
<b>Total</b>	<b>75</b>	<b>38</b>	<b>102</b>	<b>42</b>	<b>257</b>
Percent of Total	29%	15%	40%	16%	100%

Source: Cubic Crystal Reports, 2020.

# How did Clipper START affect Caltrain's revenue?

Table 7: Clipper START Revenue Impact for Caltrain for Q1 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>
July	3	\$9.25	\$9.35	\$1.86	\$11.11
Aug	71	\$236.45	\$238.25	\$47.47	\$283.92
Sep	183	\$626.05	\$625.55	\$125.16	\$751.21
<b>Total</b>	<b>257</b>	<b>\$871.75</b>	<b>\$873.15</b>	<b>\$174.49</b>	<b>\$1,046.24</b>

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, 2020.



# How is Clipper START being promoted?

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- Regional marketing effort includes:
  - News release, 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
  - Additional paid communications campaign to target Spanish and Chinese language speakers
  - Contacting CBOs along Caltrain corridor to promote the program
  - Partnering with VTA to help spread the word (for VTA stations, vehicles, etc.)

# Next Steps

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- Regional expansion of program anticipated in winter 2020-2021 to include additional operators (subsidies to be provided by funding from CARES Act).
  - Second group launching on November 23, 2020
  - Third group launching in January 2021
- Caltrain will continue to promote Clipper START with our partners.
- Caltrain staff will provide an update on Q2 of FY21 in winter 2020 to the JPB.

Thank you!